

The *Pulse*™

RADIO'S MANAGEMENT WEEKLY

of Radio

Volume IV, Number 10 April 21, 1989

NABOB Concerned Over Court Rulings

Members of the National Association of Black Owned Broadcasters - NABOB - have expressed concern about recent federal court rulings regarding radio station distress sales and tax certificate policies in minority ownerships.

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Good Old Boy Brokers Are Doing Million-Dollar Deals

Choosing and using the right Radio station broker can easily mean a difference of \$1 million in the sale price. At worst, choosing the wrong broker may mean that the sale will not go through at all.

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THE PULSE OF RADIO'S
NAB '89
SURVIVAL GUIDE
Conquering The
Convention's Jungle

inside

Spring Convention Set To Open In Las Vegas

More than 46,000 broadcast and industry-related executives are expected to attend the National Association of Broadcasters 1989 Spring Conference and Exhibition in Las Vegas April 26-May 2.

There will be almost 200 sessions and over 700 exhibits occupying more than 420,000 square feet of space in the Las Vegas Convention Center and adjoining Hilton Center. There will be a large outdoor exhibit area too.

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Interview

arrigoni
P.E., Radio, National
Association Of Broadcasters

Calls it Quits

FIRST BOOK

20.8 Share 12+!

"It's the highest jump of any daypart I've ever seen in my six years of programming the station. **Open House Party** is the hottest show on the Gulf Coast for the entire weekend!"

Leslie Fram, PD - WABB-FM/Mobile

FIRST BOOK

17.8 Share 12+!

"Hearing it on my own station blew me away. Instant street talk. It's the best thing on the FM dial in the State of Connecticut. Any major market PD who doesn't grab it will regret it!"

Stef Rybak, PD - KC101/New Haven

**WELCOME ABOARD KRBE-FM HOUSTON,
KQKS-FM Denver, POWER 99 Atlanta,
POWER 105 Pittsburgh, POWER 108 Cleveland.**

NOT ANOTHER COUNTDOWN OR ONE-DEMO DISCO SHOW

Open House Party is the live Saturday and Sunday CHR all-request party show delivered live by satellite. There's never been anything like it before.

We're the best of what great CHR is all about; multi-demo all hit music, great talent and production, and a live excitement and bigness that makes you the national CHR Superstation in your market!

It's great entertainment that "cuts through." Host John Garabedian along with Lisa Lipps do great phones. Fun contests, and hot guests build those quarter hours. Superstars like Samantha Fox, Paula Abdul, Jay Leno, Guns N' Roses, Bobby Brown, and even Robin Leach.

TOP-RATED ON WXKS-FM

After a year, Open House Party continues to dominate in Boston with the second highest AQH share 18+ any daypart on top rated WXKS-FM!

"It's the biggest show in CHR today, and the only long form syndication we carry. Live excitement and big sounding weekend party fun is what it consistently delivers my station," says PD Sunny Fox of WZLX.

FIRST 6 MONTHS - 33 CHRS PARTY

It's a CHR masterpiece. Unlike trendy dance shows, the music doesn't lock you into a potentially unhip "disco sucks" positioning.

Through our toll-free 800 lines, we reflect the listeners' weekend music preferences in real time while the show airs.

Saturday features up tempo all-demo "party music" while Sunday is a more conventional CHR mix of what your listeners request as they wind down the weekend.

YOU SOUND LIKE YOU'RE BROADCASTING COAST TO COAST

Just ask Power 108 PD Steve Kelly about the crowd of listeners gathered in front of his station in downtown Cleveland waiting for *New Kids On The Block* the night we had them on.

All our stations have similar stories. Like WZPL-FM's C M Roger Ingram having a client ask how he got such big stars to come to the station New Year's Eve.

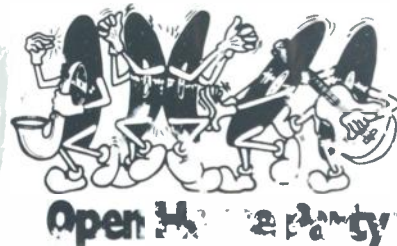
Unlike all other syndication, this show is designed to sound like it comes from your studios. It's live, and your call letters are always the first words out of music.

BEST BARTER IN BUSINESS

You keep eight minutes per hour... we only use 2 1/2. This means plenty of time to run your regular station promos, big time music sweeps, and no revenue loss.

LOCK IT UP NOW

Get *Open House Party* on your station now! Maybe we'll be crowing about 50-100% share increases in your Spring book. For info and availability in your market, call **Brian Beecher or Sam Kopper at Superadio now, (617) 266-2900.**



The *Pulse*™ of Radio

RADIO'S MANAGEMENT WEEKLY

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Volume IV Number 10 April 21, 1989

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NAB '89 SURVIVAL—
CONQUERING THE
CONVENTION'S JUNGLE

A Directory Of Sessions, Suites,
Exhibits And Hotels; Plus Much
More For the Broadcaster

Braiker's Back With The Best In The Business



Pat O'Day

Larry Shipp

Ivan Braiker

Rick Sklar

15375 S.E. 30th Place • Suite 300
Bellevue, Washington 98007
(206) 562-3006



1-800-562-3005

Editorial

Your DJ's Ugly And Your Mother Dresses You Funny

It's hard to remember when I wasn't "in" radio.

Over the past 20 years, the business has been a major part of my life. But for those of us so closely tied to the business, listening to radio as a consumer is impossible. No matter how hard we try, it's difficult to imagine not eating, sleeping and breathing radio.

Since I've been out of the day to day operations of my radio stations for some two years now, my listening patterns and habits have changed. Although, I still 'talk up breaks' when I hear a great open music intro in the car, I'm now as much of an average radio listener as I'll ever be.

I've formed listening habits, developed favorite stations and find myself listening for different reasons. Radio has become a utility.

We, meaning us radio junkies, can develop listening habits too.

One local station has captured me as a loyal listener for some two years. Though an occasional 'fopah' makes me tune elsewhere, I always find myself coming back to that one spot on the digital dial.

Since my wife also enjoys it, the compromise creates less friction about where the radio dial stays. I even have my favorite air personalities and have developed a mental image of these people (whom I've never met).

This past week, I received a very slick direct mail piece from "my" station. It was simple, well done, and offered solid benefits for listening and some photos of playlist artists. It also showed photographs of my favorite personalities.

Yuch!!!! What a turn off.

I had a mental image of these people I was listening to and the station just destroyed it. It wasn't that the staff wasn't good looking, but the faces were not those I had imagined. Some were older or younger than I imagined and one of them was an obvious backslide on his Nutri-Systems testimonials.

Now when I try to listen, it's just not the same. The illusion is gone and the experience of my one time favorite station has been diminished.

It may be a nice stroke to put the jocks on a million postcards, but it also is dangerous. Radio is illusion and imagination. Lose it and you lose listeners, it's that simple.



B. Eric Rhoads

Direct Mail has been a godsend for radio promotion, but I wonder if we should re-think using jock photos? Sure, remotes and appearances are an every day part of radio, but the in-person element and personality can overcome the negative.

I have no hard evidence or research to back up the validity of my experience, but it's something to think about.

There are some programmers who prohibit any publicity photos of their air staff. They too have a fear of spoiling a few diaries at ratings time.

Your audience has expectations and an image of you in their minds. That's why they listen to you. The most visual of mediums, radio, is often best promoted with your listeners' imagination. Don't be afraid to use it.

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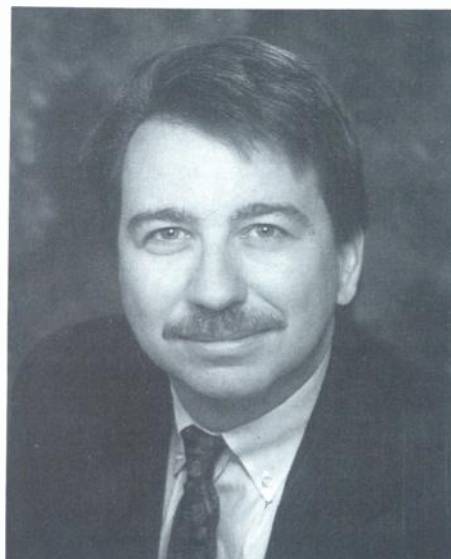
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Pulse News

Viewer's Choice To Be Stereo Simulcast Via TNNR

TNNR, a satellite-delivered radio program service, will simulcast in stereo the second annual TNN Viewers' Choice Awards, a 90-minute special to be telecast live from the Grand Ole Opry House on April 25 at 8:00 p.m. (EST). More than 200 stations are expected to carry the awards show and the 30-minute post awards with Crook and Chase immediately following.

Dwight Yoakam, Buck Owens, Ricky Skaggs and Patty Loveless will serve as co-hosts of the TNN Viewers' Choice Awards. All four will perform on the show in addition to their hosting duties.

Ricky Van Shelton, Randy Travis, K. T. Oslin, The Judds, Alabama and Ronnie Milsap will also perform on the telecast.

TNN Viewers' Choice Awards is the only awards program where television viewers have an opportunity to determine the winners by casting their votes via 900-numbers.

The TNN Viewers' Choice Awards

and Post Awards With Crook and Chase will be available on the audio subcarrier of TNNR's satellite feed on Galaxy 1, transponder 2. Both programs will also be available to non-affiliates on Satcom 1R, transponder 3.



Patty Loveless

NABOB Concerned Over Court Rulings

continued from cover

The concerns were raised at NABOB's recent spring meeting in Chapel, FL.

"NABOB is going to make an effort into seeking re-habilitation of this case," said NABOB officer Paul Major of the court ruling. Major is the president and general manager of WJAP-AM, Tampa.

Approximately 100 radio industry executives attended NABOB's 13th annual convention in Tampa. We need to be heard, said, "participate in the program

ming for Profit'. The group also discussed ways to upgrade existing facilities and formats with help from consultants, computers, outside resources, new programming and syndication suppliers.

NABOB officers were also elected at the meeting. Chosen to represent the group were: Chairman William Shearer, President Charles Sherrell, First Vice President Fennie Turner, Second Vice President Muttter Evans, Secretary Andrew Langston, Treasurer Kendell Nash, Counsel Lois Wright, Northeast Regional Rep Skip Finley, Southeast Regional Rep Greg Davis, Midwest Regional Rep Paul Major, Southwest Regional Rep Michael Carter, Far West Regional Rep Pierre Sutter.

TNNR is a newly launched satellite-delivered radio program service, jointly owned by Group W Satellite Communications of Stamford, CT, and Opryland USA Inc. of Nashville, TN.

For more information on carriage, radio stations should contact Tom Hawley, General Manager, Affiliate Relations, Eastern Division, GWSC, (203) 965-6424, or Lynn Price, Manager, Affiliate Relations, Western Division, GWSC, (303) 771-9800.

Who Really Did Invent The Pocket Transistor Radio?

The Wall Street Journal recently ran an unusual ad. It was signed: "This correction was paid for by Mrs. R.L. Campbell."

The ad took exception to a January 8 segment on CBS' "Sixty Minutes" television show crediting the invention of the pocket transistor radio to "Mr. Sony," noting that he was the, "(Hon. Chairman of the Sony Corp.)"

"Sixty Minutes," the ad read, "has been repeatedly asked to correct its erroneous reporting, and ignored each request."

The ad went on to explain that "The late R.L. Campbell died in 1953 while he was in the employ of the Ewing Airplane Company, Seattle, WA. Mr. Campbell demonstrated his invention to an engineering society meeting by taking the playing recorder out of his shirt pocket and holding it up for the audience to see."

Mr. Sony, the ad said, also related that he had to have larger pockets sewed into the shirt of his representative to demonstrate the first outsized model.



AP Veteran Named Editor of *The Pulse*

Kim N. Price has been named Editor-in-Chief of *The Pulse of Radio*. The announcement was made by B. Eric Rhoads, chairman of the board of Streamline Communications, the magazine's parent company.

Price, 34, becomes the chief editorial officer following an 11-year career with The Associated Press. He assumes the duties previously held by Jackson Dell Weaver, who retains his position as vice president, pending an announcement of new duties.

A native of Alexander City, AL, Price most recently held the position of general broadcast executive with AP based in Dallas. He was responsible for AP's marketing operations in 15 western states and handled business relations with radio group heads in those states.

"We are fortunate to attract someone with Kim Price's background to our organization," said Rhoads. "He brings a unique combination of journalism from the world's largest and most respected news service, and a radio marketing background that will help him in his day to day assignment here."

Price worked as a newsman and correspondent in Birmingham, AL, Boise, ID and Omaha, NE for AP before joining the broadcast department of the news service. He served as a regional marketing rep based in Seattle covering Washington, Oregon and Alaska before being named western division manager in Dallas in August, 1985.

His duties include working with radio broadcast at the station and group level to maintain AP's mem-

Ask Dwight

Readers have been writing in with questions for Executive Editor and radio veteran Dwight Case. Here are his answers.

Dwight, my salespeople are interested in attending the NAB Convention and would like some type of contest so that travel would be paid for by the radio station. Do you have any suggestions for a quick in-house contest? (S.B., Illinois)

S.B., You don't want to send your salespeople to NAB! Salespeople belong at the RAB Sales & Management meeting at the end of January each year. And...since you have about 8 months til year end, how about setting the cost to send the salesperson (\$2,000-\$3,000) as a commission on sales for next January (1990) over and above the salesperson's draw. So, if the draw is \$1,500 at 15%, then: \$10,000 in booking equals Sales Draw, \$20,000 more in booking equals the Trip to RAB. Yes, you do pay commission on the other \$20,000 plus the trip costs, and all incoming players get to go. If they all make it "you" have to stay home and service their accounts.



Dwight Case

Dwight, any good ideas on how to get our hardware stores to run consistently? (R.M., Colorado)

R.M., the way that is most likely to be successful is to get the hardware person to do the commercial him/herself. First 30 seconds in tips on "How To." Last 30 seconds is what he/she has in the store to make the "Tip" possible. Remember - His "Master's Voice" and Co-op can go on forever!

bership in the 15 western United States.

"Our goal is to be an informational tool for radio management and Kim is certainly no stranger when it comes to working with radio managers," Rhoads said. "Knowing what radio managers need as an information source will help him provide management with a product that is required reading."

Price began his journalism career in high school while working for his hometown newspaper. He worked for *The Tuscaloosa, AL News* while attending the University of Alabama where he majored in journalism.

He is a member of the Society of Professional Journalists and has received several awards from associations for his editorial work.

"I have been trained by the best and I am excited about the challenge ahead," Price said. "It is not often you find a progressive company like

Streamline Communications. There are many talented people on our staff and everyone is dedicated to making *The Pulse* a product that will become the voice for radio management."

Price is married and has two children.

Spring Convention Set To Open In Vegas

by Dwight Case

Because of the many things to see and do, *The Pulse* has included with this issue the "NAB Survival Guide." The guide contains a schedule of radio events, a list of hospitality suites, shuttle buses, most radio exhibits, a hotel guide, radio dial line-up, other highlights from the convention.

Also included in the guide is a list of the names of the people attending the convention, meetings, and who to contact.

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Who Really Did Invent The Pocket Transistor Radio?

The Wall Street Journal recently ran an unusual ad. It was signed: "This correction was paid for by Mrs. R.L. Campbell."

The ad took exception to a January 8 segment on CBS' "Sixty Minutes" television show crediting the invention of the pocket transistor radio to "Mr. Sony," noting that he was the, "(Hon. Chairman of the Sony Corp.)."

"Sixty Minutes," the ad read, "has been repeatedly asked to correct its erroneous reporting, and ignored each request."

The ad went on to explain that "The late R.L. Campbell died in 1953 while he was in the employ of the Boeing Aircraft Company, Seattle WA. Mr. Campbell demonstrated his invention to an engineering society meeting by taking the playing receiver out of his shirt pocket and holding it up for the audience to see."

Mr. Sony, the ad said, also related that he had to have larger pockets sewed into the shirt of his representative to demonstrate the first outsized model.



AP Veteran Named Editor of The Pulse

Kim N. Price has been named Editor-in-Chief of *The Pulse of Radio*. The announcement was made by B. Eric Rhoads, chairman of the board of Streamline Communications, the magazine's parent company.

Price, 34, becomes the chief editorial officer following an 11-year career with The Associated Press. He assumes the duties previously held by Jackson Dell Weaver, who retains his position as vice president, pending an announcement of new duties.

A native of Alexander City, AL, Price most recently held the position of general broadcast executive with AP based in Dallas. He was responsible for AP's marketing operations in 15 western states and handled business relations with radio group heads in those states.

"We are fortunate to attract someone with Kim Price's background to our organization," said Rhoads. "He brings a unique combination of journalism from the world's largest and most respected news service, and a radio marketing background that will help him in his day to day assignment here."

Price worked as a newsman and correspondent in Birmingham, AL, Boise, ID and Omaha, NE for AP before joining the broadcast department of the news service. He served as a regional marketing rep. based in Seattle covering Washington, Oregon and Alaska before being named western division manager in Dallas in August, 1985.

His duties include working with radio broadcast at the station and group level to maintain AP's membership

Ask Dwight

Readers have been writing in with questions for Executive Editor and radio veteran Dwight Case. Here are his answers.

Dwight, my salespeople are interested in attending the NAB Convention and would like some type of contest so that travel would be paid for by the radio station. Do you have any suggestions for a quick in-house contest? (S.B., Illinois)

S.B., You don't want to send your salespeople to NAB! Salespeople belong at the RAB Sales & Management meeting at the end of January each year. And...since you have about 8 months til year end, how about setting the cost to send the salesperson (\$2,000-\$3,000) as a commission on sales for next January (1990) over and above the salesperson's draw. So, if the draw is \$1,500 at 15%, then: \$10,000 in booking equals Sales Draw, \$20,000 more in booking equals the Trip to RAB. Yes, you do pay commission on the other \$20,000 plus the trip costs, and all incoming players get to go. If they all make it "you" have to stay home and service their accounts.



Dwight Case

Dwight, any good ideas on how to get our hardware stores to run consistently? (R.M., Colorado)

R.M., the way that is most likely to be successful is to get the hardware person to do the commercial him/herself. First 30 seconds in tips on "How To." Last 30 seconds is what he/she has in the store to make the "Tip" possible. Remember - His "Master's Voice" and Co-op can go on forever!

bership in the 15 western United States.

"Our goal is to be an informational tool for radio management and Kim is certainly no stranger when it comes to working with radio managers," Rhoads said. "Knowing what radio managers need as an information source will help him provide management with a product that is required reading."

Price began his journalism career in high school while working for his hometown newspaper. He worked for *The Tuscaloosa, AL News* while attending the University of Alabama where he majored in journalism.

He is a member of the Society of Professional Journalists and has received several awards from associations for his editorial work.

"I have been trained by the best and I am excited about the challenge ahead," Price said. "It is not often you find a progressive company like

Streamline Communications. There are many talented people on our staff and everyone is dedicated to making *The Pulse* a product that will become the voice for radio management."

Price is married and has two children.

Spring Convention Set To Open In Vegas

...from cover

Because of the many things to see and do, *The Pulse* has included with this issue the "NAB Survival Guide." The

contains a schedule of radio list of hospitality suites, shuttle buses, most radio exhibits, a complete radio dial line-up of the show from the convention.

Also in the guide is a list of personal meetings, want to attend

Drake-Chenault/ Jones Announces Two Additional Formats Via Satellite

Drake-Chenault/Jones has added two formats to their commercial-free radio satellite service.

Adult Contemporary, scheduled to air June 1, is based on Drake-Chenault's Contempo 300 format. Prime Demo has a softer sound with a broad target of 25-54 that supervises the 33-48 demographic. It is scheduled to air on September 1.

Five Academic NAB Research Grants Awarded

As part of its annual "Grants for Research in Broadcasting Program," the National Association of Broadcasters Research and Planning Department has awarded five research grants to academic scholars.

This program is highly competitive and attracted 93 research proposals this year from broadcast scholars around the country.

The program is designed to stimulate interest in broadcast research, especially research on economic, social or policy issues of importance to the broadcast industry. The goal is to make high quality academic research available to industry practitioners as well as other academics.

This year's winners are: William Jenson Adams, Kansas State University; John H. Crowley and James Pokrywczynski, Marquette University; Walter Gantz and James Potter, Indiana University; Susan E. Neuman, Lowell University; and Carol L. Sandell, Arthur L. Savage and Joseph Rota, Ohio University.

ABC First To Debut 900 Service For Radio Network Program

The ABC Radio Network has instituted an interactive phone for American Top 40 Hitline. For the first time in network radio history, listeners from all 50 states will be able to call a 900 number and hear more music celebrity reports, just like those heard on America's top radio countdown show, American Top 40.

Listeners to American Top 40 will be able to call program host, Shadove Stevens at 1-900-820-8888 to hear exclusive and previously untold sto-

ries about their favorite stars. The cost will be \$1.50 for the first minute and 75 cents for each additional minute. Each behind the scenes story will be under a minute in length and listeners will select the star they want to hear more about on the Hitline.

The first week's star stories will include exclusives on Bon Jovi and Madonna. Hitline will change its stories every week. Guns and Roses and Sheena Easton are scheduled for the second week's star stories.

National Association Of Broadcasters Joins Team Coalition

The National Association of Broadcasters (NAB) has joined TEAM (Techniques for Effective Alcohol Management), a unique coalition of public and private sector organizations committed to curtailing the misuse of alcohol, especially in and around public assembly facilities.

TEAM is a coalition formed in 1985 by groups concerned about the increase in drinking and driving related incidents. Its focus is the promotion of highway safety and responsible alcohol consumption at public assembly events, a platform which is supported on the local level by community coalitions of business and civic concerns.

BPME Gold Medallion Award Entries Up By 11% Over Previous Years

The Broadcast Promotion and Marketing Executives (BPME) association said entries for this year's International Gold Medallion Awards are up by more than 400 entries over previous years. The BPME International Gold Medallion Awards are presented each year in recognition of creative excellence in broadcast promotion and

marketing.

The competition includes print, audio and video entries introduced in campaigns or projects between January 1, 1988 and December 31, 1988.

"The significant increase in entries is directly attributed to the greater attention paid to effective marketing on all levels at stations, networks and syndication companies," said BPME Executive Director Lance Webster.

Winners will be presented at the BPME Gold Medallion Awards ceremony June 24 in conjunction with the BPME & BDA Seminar in Detroit.

Radio Calendar

April 17-21—**Communications Satellite Engineering**, Washington, D.C. Info: (202) 994-6106.

April 29-May 2—**National Association of Broadcasters Annual Convention**...Las Vegas, NV. Info: (202) 429-5300.

May 2—**Broadcast Pioneers Annual Breakfast at NAB Convention** (see above)...Info: (212) 586-2000.

May 11-15—**American Women in Radio and Television Annual Convention**...New York, NY. Info: (202) 429-5102.

May 17-18—**Investing in American Radio seminar**...Los Angeles, CA. Info: (317) 630-2888.

May 17-21—**Annual Public Radio Conference**...St. Francis Hotel, San Francisco, CA.

June 4-6—**Database Marketing—The Revolution**, New York Hilton, New York, NY. (916) 292-3000.

June 7-8—**American Demographics' Ninth Annual conference on consumer Trends and Markets**...N.Y. Hilton, New York City. Info: (800) 828-1133.

June 8-9—**Investing in American Radio seminar**...New York, NY. Info: (317) 630-2888.

June 16-18—**RAB's Radio Sales University**, Memphis, TN

June 20-23—**National Association of Broadcasters summer board meeting**...Washington D.C. Info: (202) 429-5306.

June 21-24—**Broadcast Promotion and Marketing Executives Broadcast Designers Association Annual Seminar**...Renaissance Center, Detroit.

July 7-9—**RAB's Radio Sales University**, Columbus, OH.

July 13-16—**Upper Midwest Communications Conclave**, Sheraton Park Place, Minneapolis, MN. Info: (612) 927-4487.

Sept. 13-16—**Radio-Television News Directors Association Annual Convention**...Kansas City Convention Center, Kansas City, MO

Sept. 13-16—**Radio '89 Convention**...New Orleans, LA. Info: (202) 429-5300.

Sept. 22-24—**RAB's Radio Sales University**, Davenport, IA/Rock Island, IL.

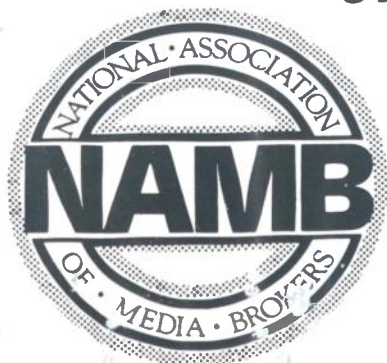
Oct. 5-8—**Society of Broadcast Engineers Convention**, Kansas City, MO...Info: John Battison (614) 888-3364.

Oct. 18-20—**Indiana Broadcasters Association 1989 Fall Conference**, the Westin Hotel, Indianapolis, IN. Info: (312) 638-1332.

Oct. 20-22—**RAB's Radio Sales University**, Sacramento, CA.

Nov. 3-5—**RAB's Radio Sales University**, Raleigh, NC.

TO FIND BROKERS DEDICATED TO PROFESSIONAL STANDARDS...



LOOK TO THE MARK OF THE PROFESSIONALS

**FOR A LIST OF NAMB MEMBERS WRITE OR CALL VINCENT A. PEPPER AT THE LAW OFFICES OF PEPPER & GURAZZINI
200 MONTGOMERY BLDG. 1776 K STREET, NW
WASHINGTON, DC 20006 (202) 276-0600**

Parnigoni Reflects On Eight

After eight years, David Parnigoni, senior vice president, radio for the National Association of Broadcasters, has called it quits. He plans to end his tenure after the Las Vegas convention, but will serve as a consultant to the association in the coming months.

Parnigoni will be replaced by Lynn Christian, president and chief executive officer of Century National Entertainment, Inc.

The veteran broadcaster talked to *The Pulse* about the trials and tribulations of association work and in what direction the association's membership department is headed.

PULSE: How do you feel after eight years, stepping down and getting back into day-to-day radio?

PARNIGONI: Wonderful, I'm looking forward to it. To me, it will be very exciting to move back into an industry I truly love and have been involved with for many years. This will be my 31st year in broadcasting.

PULSE: With a career like that, and the fact that you love it so much, and looking back at what you've done at the NAB, how would you characterize your tenure there?

PARNIGONI: Well, certainly in the eight years there were numerous changes that took place at NAB. First of all, I think that when Eddie (Fritts) became president of NAB, he had an interest in attracting broadcasters onto the staff of NAB, and he was successful in doing that. When I became a member of the staff I was just selling off the properties that I owned in the Northeast, and looked at this as an opportunity to move into an area where I could very closely relate to those who are out there in the industry--understanding the problems in our industry and understanding the problems

operators have.

So I think I came here with an excellent background to help me with my years at NAB. I originally joined the staff as the Northeast rep, based out of New England. I handled the New England states and New York and New Jersey. My primary function was to increase the membership of NAB and we were quite successful in doing that in the two and a half years that I served as the Northeast repre-

“Television is just so overwhelming that it just makes the radio part look much smaller than it really is.”

sentative. When Wayne Cornils left NAB to go to RAB, Eddie spoke to me about coming to Washington and really reshaping the radio division of NAB.

At that time, when I was named senior vice president, it was decided that the membership department, which was a separate entity at the NAB handling radio, television and associate membership, would be broken up and radio members would be assigned to the radio division. Radio membership would be a function of the radio division, so I then had the field staff reporting directly to me and we developed a department that grew over the next five and a half years.

PULSE: Is the strength now, or the growth of the membership department one of the things of which you are most proud?

PARNIGONI: I think so. In the five and

a half years I was in this position membership did grow by almost 23 percent. We were at almost 4,200 stations, and today we're more than 5,100 stations. That's one of the areas I feel we were quite successful in it.

PULSE: One of the other areas you had your hands in were the conventions. There are always complainers, and there are always people with different opinions about NAB conventions. How did you deal with that on an ongoing basis, and what was your main goal as far as the conventions were concerned?

PARNIGONI: I also consider that to be an area that we achieved a certain amount of success in--developing the two conventions. Of course, the spring convention has been around for many years and we are responsible for the radio portion of that convention. The convention is like four little conventions, radio, television, engineering and international exposition. But the September meeting is something I take a great deal of pride in because I was with it back at the beginning in 1984. When I first came on staff in my current position, NRBA and NAB were having preliminary discussions about areas they could cooperate on. One was the area of legislation. They felt it was important to be able to sit down and discuss the two associations and see where we would agree and where we didn't disagree. And the other area was why didn't we produce a convention that would be held by both associations. We worked jointly to have one big meeting rather than the NRBA having their smaller convention and the NAB programming conference up against one another at the same time of year.

PULSE: So was that a good marriage then?

PARNIGONI: I think so. I think that it

Years Of Progress At NAB

certainly served as the catalyst for further discussions that took place between the two associations. Going into it there was a great deal of apprehension by the members of the NRBA and many members of the board, as well as staff people. I also think that was true of many of the members of NAB. But I think the staffs were able to sit down and put together a very successful show. We had tremendous odds against us, recalling that early year of 1984. We were spread over a couple hotels and we had major problems with one of them. And just the heat alone in Los Angeles—I think it reached 105 degrees—that didn't help us at all. But I think at the time there was a real desire, as there still is, to have a radio-only meeting, so broadcasters were able to overlook many of the short-comings, and there were certainly many of them that first year.

PULSE: *Hasn't it been good then? Because now there is a meeting that radio people can call their own, since the Las Vegas meeting to many people has become pretty much a strong television-oriented meeting?*

PARNIGONI: I'm going to agree with part of your statement there. I think radio people like having their very own meeting, and it certainly is very much smaller than the May meeting. And radio broadcasters can say that this is the one meeting that truly is the one meeting for all radio. It caters to all facets of our industry, and therefore has a very broad appeal to so many radio broadcasters. The spring show is a very large show, but still is a very important radio show in that radio and television together have been able to bring very important speakers such as the President of the United States, who attended last year's convention. It continues to be a very large exhibit, and the part that



is dedicated to audio is very large. Television is just so overwhelming that it just makes the radio part look much smaller than it really is. There are numerous group operators that go to the spring meeting as well as individual owners, and general managers, because of its size and ability to attract a lot of different elements of our industry that the fall meeting has been unable to do.

PULSE: *Has the spring meeting then maintained its strength as far as the number of people attending or has it declined?*

PARNIGONI: Well, last years' attendance was up 9% on the radio side. Overall attendance was up over 12%. In excess of 47,000 people attended the meeting but it still is interesting to note that radio registration was up over 9%. So that tells us at NAB that

a lot of the broadcasters like the fall radio show, but they still like to come to the show in the spring as well.

PULSE: *With all the complaints that you hear, though, does the strong attendance that NAB gets says otherwise.*

PARNIGONI: Absolutely, I feel that the show continues to be both a radio and television show, and we recognize that not everybody is going to be able to go to both. There are certain advantages to choosing one over the other. I think the new fall show deals more in operations of a radio station, where the spring one certainly involves a lot of Congressional guests and a lot of FCC speakers. That's not to say that they are excluded from the fall show, but a lot more emphasis is placed in that area of government relations than is in the fall show.

continued on page 14

The Success

It's rare that a product takes the radio industry by storm...but a great idea like the Giant Boom Box™ is just as rare.

The Giant Boom Box has become an industry standard. The Giant Boom Box has dramatically increased sales at hundreds of radio stations, with most seeing an average increase in revenue of 18%. The number of revenue generating remotes at stations with a Giant Boom Box has increased by an average of 118%. Station visibility and community involvement have jumped in market after market.

Now the success continues as Giant Boom Box Industries introduces an entire arsenal of self-liquidating sales promotional products.

This massive roll-out of new products will take place in two giant locations at the NAB convention in Las Vegas. Don't miss our booth in #7211 the **Hilton Convention Center**, and our special outdoor location in front of the convention center. See our entire line of new products and new concepts that suit all formats, and are guaranteed to make your success continue too.



Continues.



GIANT BOOM BOX INDUSTRIES 

A Streamline Communications Company

1212 U.S. Highway One
North Palm Beach, FL 33408

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Interview

continued from page 11

PULSE: As a financial resource are these the two major resources for the NAB?

PARNIGONI: They are both very important to the association. The association has continued to grow and there has been a major shift from membership dues needed to support the association. Ten years ago, 90 percent of the organization was supported by dues. Today, it is about 50 percent. The other 50 percent comes from other sources, such as the associate membership service. That is the publications we sell, the insurance programs we run and all of the other activities that come out of the associate services. Also the proceeds come from the NAB conventions and the radio show in the fall, and some of our smaller meetings that we have run throughout the country, which are a very important part of the associations income.

PULSE: Back to membership for a moment. You earlier referred to the gains in membership. Where do you see the NAB membership headed and what is to be done there?

PARNIGONI: I think it is going to continue to grow. There are certainly more radio stations than there were 10 years ago. That helps to attribute to the growth. Unfortunately, I don't think we'll ever see 90 or 100 percent membership. But we're still seeing growth this very day, and it's very optimistic that the association will continue to grow as more and more stations, even the smaller ones, look more toward what the association does to represent broadcasters interests in Washington, and what the association provides as services for them. If you look back at the history of the association, you will see that in recent years more and more services have been developed that can help the general manager of a station or her station more effectively. We often say to our potential members that you can't be a general manager without the extension of the NAB. Part of the NAB's broad-based approach is to provide a service to the member.

You have those resources available at the NAB, so you can pick up a phone and call somebody in the legal department, the accounting department or the engineering department, and they can help you in the operation of your station.

PULSE: If you could look back and you had it to do over again, what would you change?

PARNIGONI: I suppose we can always say, 'We can do our job better.' If we look back, each and every one of us could say that. I don't know if there is any particular item that I would have done differently. I have always found that we were involved with a number of different issues at NAB, certainly on the legislative side there were always concerns that we had to be on top of any changes, and changes in the years to come. And there has

"We often say to our potential members that you can look at the NAB as an extension of your management team."

been an increased demand for services from the association, and we try to look upon those needs. I look back and I think that it was a very good eight years, but I am sure that a new person coming into this position will have his own ideas as to how he thinks the NAB can respond to it.

P

operators, and class A stations--stations that do very well and stations that don't do very well. There is a great diversification in our membership and you have to do what you think is your best to respond to their needs and do your best to respond to the majority of the broadcasters out there.

PULSE: As to the future, any decisions on buying stations or has the ordeal to finish off your assignment taken too much time to really get involved?

PARNIGONI: I must say that NAB, since I've been here, has been a very busy place. I haven't found that there are too many times during the course of a year that you can look around and say, 'Gee, what have I got to do.' It wouldn't be like the small market station, where at Christmas time you would probably be the busiest, then the last two weeks of the year things slow down to virtually a stop. I am staying on through the convention, and have a number of projects throughout the pipeline that I'm going to continue to work on and make sure that they are going to be completed before I leave. And I have agreed to be a consultant to the NAB in the future months. But for myself, at the moment, I have been putting together my financial package and meeting with brokers, and other people, and looking at some properties I've been interested in. But no decisions have been made and quite frankly, nothing will come to my attention in the immediate future so I think I'll be in a better position to give you something concrete in the summer months.

PULSE: Any regrets?

PARNIGONI: No. I don't have any regrets. I think that I've had a very good time with NAB. I've enjoyed the experience. I've met a lot of people. NAB is a very good organization.



affordable
alternative



THE PULSE OF RADIO'S
NAB '89
SURVIVAL GUIDE

**Conquering The
Convention's Jungle**

**WIN
MONEY
MACHINE**

**POO
BOX**
THE LITTLE GIANT

**GIANT
MART**

WRH

ON THE AIR

Proud Tradition • Dynamic Future

NAB SHUTTLE SERVICE

DAYTIME SCHEDULE

Complimentary shuttle service will be provided to and from all official hotels and the Las Vegas Convention Center. All buses will be marked with NAB shuttle identification.

Friday unloading points at the Las Vegas Convention Center are:

- 1) Las Vegas Hilton Registration
- 2) Las Vegas Convention Center South Hall
- 3) Las Vegas Convention Center Rotunda

Saturday through Tuesday unloading points:

- 1) Las Vegas Hilton Registration
- 2) Las Vegas Convention Center East Meeting Rooms
- 3) South Hall
- 4) Rotunda

The loading point is in front of the Rotunda.

Operating Hours

Friday--Limited Service

Inbound--Three trips to the convention center will be offered from all official hotels between 7:30-10:00 a.m.

Please check the sign in your hotel lobby for your exact pick-up time.

Outbound--Service will be provided at 4:30 p.m., 5:30 p.m., and 6:30 p.m. from the convention center (Rotunda) to all official hotels.

Saturday

Inbound--Service will be provided from 7:30-11:00 a.m. every 20 minutes. For additional information and boarding points, please refer to the NAB Shuttle Information sign in your hotel lobby.

Saturday, Sunday and Monday Midday Service--Routes 4, 6 and 10 will operate every 30 minutes, 11:00 a.m.-4:00 p.m. There will be no other midday service available.

Outbound--Service will be provided from 4:00-4:30 p.m. 20 minutes on all routes.

Sunday, Monday and Tuesday Inbound--Service will be provided from 8:00-11:00 a.m. every 20 minutes. For additional information and boarding points, please refer to the NAB Shuttle Information sign in your hotel lobby.

Tuesday

Midday Service--Routes 4, 6 and 10 will operate every 30 minutes, 11:00 a.m.-2:00 p.m. There will be no other midday service available.

Outbound--Service will be provided from 2:00-4:30 p.m., every 20 minutes on all routes.

Schedules may vary slightly due to traffic conditions.

EVENING SCHEDULE

Shuttle bus service is provided to all hotels hosting official hospitality suites. The system connects hotels involved using the Las Vegas Hilton as a connecting point between locations. The shuttle will operate Saturday, Sunday & Monday 7:00-11:30 p.m.

Transfer Point

*Las Vegas Hilton

South Loop

- *Aladdin
- *Bally's
- *Caesars Palace
- *Dunes
- *Flamingo Hilton
- *Maxim
- *Paddlewheel

North Loop

- *Riviera
- *Sahara

Las Vegas Hilton

Boarding Point

Buses will load and unload at the Las Vegas Convention Center entrance on Hilton.

The NAB Shuttle

operate across from

the Las Vegas Convention

Center Office

702-391-0100

LAS VEGAS HOTEL PHONE NUMBERS

Airport Inn	798-2777
Aladdin	736-0111
Alexis Park Resort	796-3300
Bally's	739-4591
Caesars Palace	731-7110
Comfort Inn-South	736-3600
Continental	737-5555
Days Inn-Downtown	388-1400
Downtn. Conv.Cen. Inn.	382-3445
Desert Paradise	735-5112
Desert Inn 500	735-3160
Dunes	737-4110
El Morocco	737-5555
El Rancho	796-2222
Fitzgerald's	382-6111
Flamingo Hilton	733-3111
Four Queens	385-4011
Gold Coast	367-7111
Golden Nugget	385-7111
Hacienda	739-8911
Highlander Inn	733-7800
Holiday House	732-2468
Holiday Inn & Casino	369-5000
Imperial 400	735-5102
Imperial Palace	731-3311
King 8	736-8988
Klondike Inn	736-8988
La Concha	735-1255
La Mirage	733-7777
Las Vegas Hilton	732-5111
Las Vegas Inn	731-3222
Mardi Gras	731-2020
Marina	739-1500
Marriott Residence Inn	796-9300
Maxim	731-4300
McCarran Inn	798-5530
Motel 6	739-9848
Nevada Palace	458-8810
Paddlewheel	734-0711
Palace Station	367-2411
Park Hotel	387-5333
Rainbow Vegas	386-6166
Riviera	734-5110
Royal Las Vegas	735-6117
Sahara	737-2111
Sands	733-5000
Sheffield Inn	796-9000
Showboat	385-9104
Stardust	732-6111
St. Tropez	369-5400
Sulinda by Gaslight	732-2000
Tair O'Shanter	735-7331
Thunderbird Hotel	384-4444
Tronicana	739-2323
Union Plaza	386-2110
Vagabond Inn Koval	731-2111
Villa Roma Motel	735-4151
Viscount	735-1167

RADIO MANAGEMENT SEMINARS

Saturday, April 29

9-12 p.m.
•Adapting for Effective Communication"

Room B1 & 2, Convention Center,
Presenter - Anita Zimmerman

Noon - 1:45 p.m.

•How NAB Saves You Money
Room M1, Convention Center, NAB
Executives

Noon - 1:45 p.m.

•Daytimer Dialogue

Room M4, Convention Center, NAB
Daytime Broadcasters Committee and
members of the board of the former
Daytime Broadcasters Association
2:30-4:30 p.m.

Opening General Session

•"On the Air: Proud
Tradition - Dynamic
Future"

Pavilion, Las Vegas
Hilton

6:30-8:30 p.m.

•Television and Radio
Political Action Commit-
tee (TARPAC) Reception
Ballroom, Desert Inn
Legal Guides

10:30-12p.m.

•License Renewal
Legal Guides' Booth,
outside Rotunda; across
from NAB store)

Radio Roundtables

Noon-1:45 p.m.

•Doing Your Own
Research

Room M2, Convention
Center

•Analyzing Your Rating
Books

Room M2, Convention
Center

•Ask the Lawyer

Room L2, Convention
Center

•Ask the FCC

Room L2, Convention Center

•Sales Consultants

Room R1, Convention Center

•Broker Banter

Room L1, Convention Center

•Programming Power

Room R2, Convention Center

•Strategies for Finding and Hiring

Minority Employees

Room L3, Convention Center

Sunday, April 30

7:30-8:45 a.m.

•FCC Commissioners/Congress

Staff Breakfast

Ballroom D, Las Vegas Hilton

9:00-11:15 a.m.

•Taxes and the Economy

Room L4, Convent.

•Taking Charge with

ment Styles

Room S2, Convention Center

•Children and AIDS: Responsibly
Dealing with the Young Audience
Room B1, Convention Center

•Reap Revenues, Ratings & Listeners in
Small and Medium Markets

Room S1, Convention Center

10:30-11:45 a.m.

•Cost Containment: A Penny Saved is
a Penny Earned

Room S2, Convention Center

•\$60,000 in 60 Minutes

Room M1, Convention Center

•Programming Radio to Win in the
New America

Room R1, Convention Center

in Morning Drive

Room M1, Convention Center

•Off the Books: Into the Bank

Room L2, Convention Center

3:00-4:15 p.m.

•Qualitative Explosion: '90s Road to
Success

Room R1, Convention Center

•Buying: The Beginning

Room M1, Convention Center

•Programming & Production Showcase

Room B1, Convention Center

Legal Guide

9:00-10:30 a.m.

•Station Upgrades

10:30-12:00 p.m.

•Advertising Restrictions

2:30-4:00 p.m.

•Dealing with the FCC

Monday, May 1

9-10:15 a.m.

•AM Alive!

Room M1, Convention
Center

•Campaigns and
Elections

Room L1&3, Conven-
tion Center

•Imaging: The Total
Marketing Concept

Room R1, Convention
Center

10:15-11:15 a.m.

•Competition in the
'90s

Room B1, Convention
Center

10:30-11:45 a.m.

•FCC Radio Allocations
Changes--A

Broadcaster's Guide to
Survival and Success

Room S1, Convention
Center

•The Profitability
Investigation

Room S2, Convention

Center

•The Camouflaged Revenue Producer:
Community Service

Room L2, Convention Center

12:15-2:00 p.m.

•Radio Leadership Luncheon

Pavilion, Las Vegas Hilton

2:30-3:45 p.m.

•Small Market Promotions--Making
Them Work with Little or No Budget

Room S1, Convention Center

3:00 p.m.

•Share-In--Personnel

Room B1, Convention Center

Legal Guides

10:30 a.m.

•Getting With

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1989 Radio Revenues Expected to Climb to \$8.5 Billion

The radio industry closed 1988 with an estimated \$7.9 billion in revenues, according to the Radio Advertising Bureau's (RAB) Senior Vice President, Research, Bob Galen. Local radio had the biggest gain with a 9 percent increase in 1988 over 1987, representing \$6.1 billion in revenues. Spot radio closed the year with a 6.6 percent gain for \$1.4 billion; while network, which started 1988 in a down position, saw a 3 percent gain over 1987 with revenues reported to be \$382,000.

Based on these figures, the RAB predicts that 1989 will be another growth year for the radio business, with an estimated 7.8 percent climb in revenues or a total of \$8.5 billion. "Although the industry got off to a slow start at the beginning of the year, it finished very strong," Galen said. "We are particularly pleased that network ended 1988 with a 3 percent gain. Even more importantly, we're estimating that radio will continue to grow and will be an \$8.5 billion business by the time 1989 comes to a close."

•Radio-A New Regulatory Environ-
ment

Room L1 & 3, Convention Center

Noon-1:15 p.m.

•Radio Renewal: Is Your Station
Prepared?

Room S2, Convention Center

•Serving Radio's Customers

Room M1, Convention Center

•Inventory Control - Maximize Your
Return for Commercial

Room R1, Convention Center

•Getting the Most out of the European Pie

Room R1, Convention Center

1:30-2:45

•King of the Door?

Room R1, Convention Center

•May

Room R1, Convention Center

•May

Room R1, Convention Center

•May

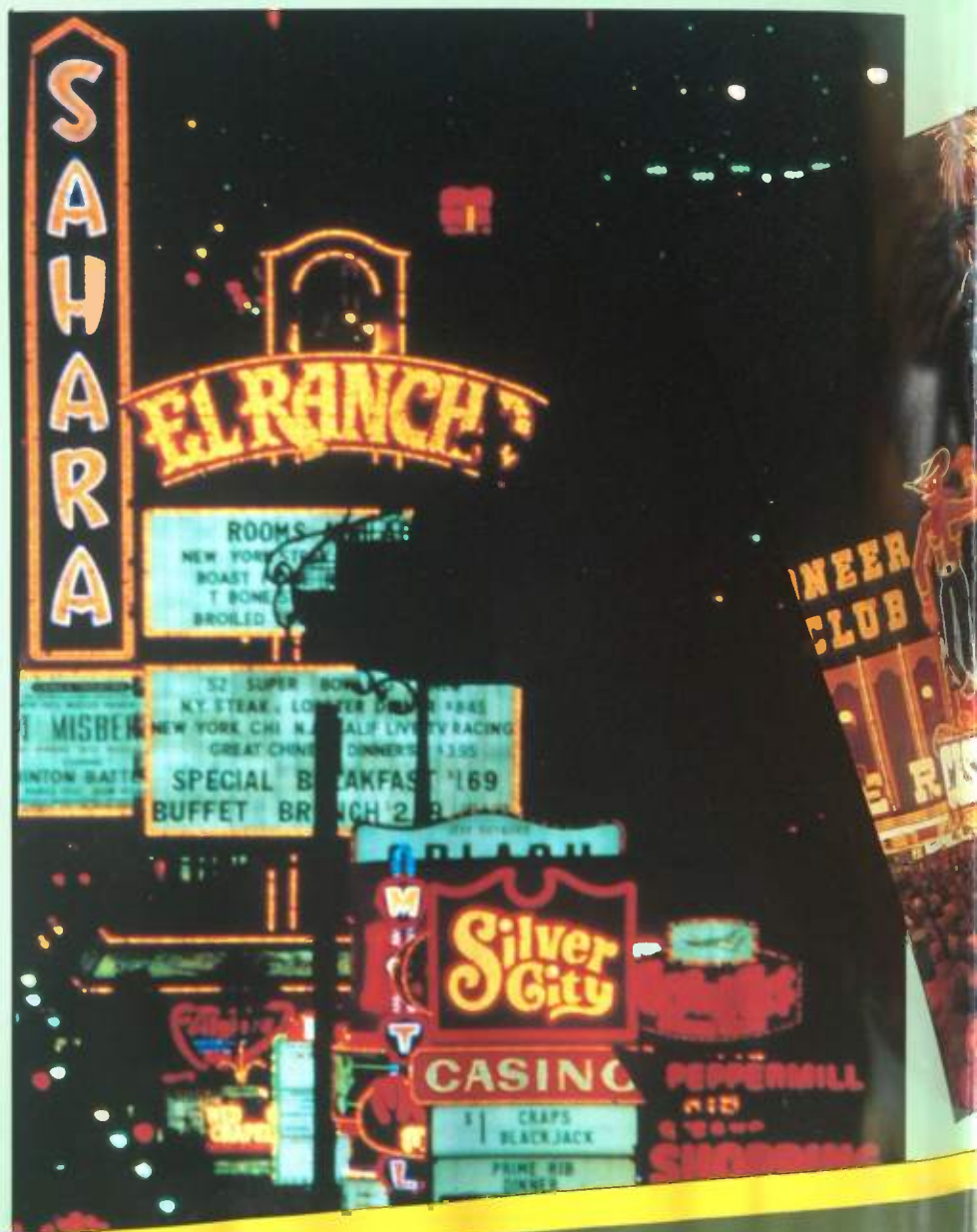
Room R1, Convention Center

•May

Room R1, Convention Center

Management Seminars Continued From Previous Page

- Tower and SCA Leasing
Tuesday, May 2
9:00-10:15 a.m.
- Banking on Spanish Radio
Room L2, Convention Center
- Advertising Lawful Lotteries--All Bets Aren't Off
Room M1, Convention Center
- Vendor Dollars--Promise or Pitfall
Room S2, Convention Center
- New Eyes, New Thoughts on Television
Room D2, Convention Center
- Tearing Down the Myths of Management--Bringing Excellence to Your Station
Room R1, Convention Center
10:30-11:45 a.m.
- Inside Sales Promotion Agencies
Room S2, Convention Center
- These Taxing Times: Tax Issues for the Broadcaster
Room L2, Convention Center
- Tearing Down the Myths of Management
Room R1, Convention Center
- Securing the Broadcast Property
Room B3, Convention Center
12:00-2:00 p.m.
- All-Industry Luncheon**
Pavilion, Las Vegas Hilton
2:30-3:45 p.m.
- RAB General Session--The State of Radio Sales for the '90s
Ballroom E, Las Vegas Hilton
8:00 p.m.
- Closing Celebration**
Showroom, Las Vegas Hilton
Entertainment: Wayne Newton
- Legal Guide**
9:00 am-10:30 am
- EEO
- 10:30 -12:00 p.m.
- Copyright
- 2:30 -4:00 p.m.
- Lotteries



KCEP-FM 88.1mhz Public	KILA-FM 90.5mhz Religious	KOMP-FM 92.3mhz AOR	KEYV-FM 93.1 mhz New Age	KXTZ-FM 94.1mhz EZ Listening	KLSQ-FM 95.5mhz AC	KKLZ-FM 96.3mhz Gold	KYRK-FM 97.1mhz CHR	KLUC-FM 98.5mhz CHR	KFMS-FM 101.9mhz Country	KMTW-AM 1340khz Urban
KDWN-AM 720khz News/Talk	KHOL-AM 870 khz News Talk	KORK-AM 920khz Big Band	KUUU-AM 970khz News Talk	KRSR-AM 1140khz AC						

NAB RADIO ANNOUNCES 'BEST OF THE BEST' CONTEST WINNERS

The National Association of Broadcasters has announced the nine winners and nine honorable mentions in NAB Radio's "Best of the Best" Promotion Contest. The winners were chosen by a panel of independent judges.

The winners were chosen from each of three categories in small, medium and large markets. Categories included sales, station enhancement and community service.

Each station will receive \$250, a plaque, free registration to NAB's annual convention, and special recognition during the convention's Radio Leadership Luncheon on May 1.

The winners are:

Community Service: Small Market—WKFI/Wilmington, OH, "Project Rain;" Medium Market—WOKQ-FM/Dover, NH, "The WOKQ Million Pennies for Easter Seals;" Large Market—WBBM/Chicago, "WBBM's Clean-Up Crusade."

Station Enhancement: Small Market—WBNR/Beacon, NY, "The WBNR Find Elvis Contest;" Medium Market—KLAQ-FM/"KLAQ International El Paso Balloon Festival;" Large Market—WIYY/Baltimore, "Bob River's Orioles Marathon."

Sales: Small—KHAS/Hastings, NE, "Picnic in the Park;" Medium—KGON-FM/Portland, OR, "You Won't Say 'NYET' to This Order;" Large—WMAQ/Chicago, "The Source Book."

Honorable mentions were: WGOM/Marion, IN; WHDQ-FM/Claremont, NH; KFJB-KXIA/Marshalltown, IA; KBOL/Boulder, CO; WKXX/Birmingham; WZAK/Cleveland; WBBM/Chicago; and WTVN/Columbus, OH.

FM KRRI-FM KRLV-FM KUDA-FM
105.5mhz 106.3mhz 108mhz
Oldies Soft AC Oldies

FMS-AM KENO-AM
1400khz 1460khz
Country Oldies

HOSPITALITY SUITES

Abekas Video Systems, Inc.	Las Vegas Hilton	371	Frank Boyle & Company	Las Vegas Hilton	569
Alamar Electronics USA, Inc.	Bally's	909A	Braiker Radio Services Co.	Las Vegas Hilton	610
All Industry TV Music Lic.Comm.	Bally's	1476A	Broadcast Capital Fund, Inc.	Las Vegas Hilton	1369
American Radio Brokers Inc./SFO	Las Vegas Hilton	340	Broadcast Investment Analysts, Inc.	Las Vegas Hilton	910
Americom Radio Brokers	Las Vegas Hilton	2928	Broadcast Programming	Las Vegas Hilton	1269
Ameritrust	Las Vegas Hilton	1869	Broadcast Software Limited	Bally's	534
Anixter Bros., Inc.	Las Vegas Hilton	430	Broadcast Technology Partners	Las Vegas Hilton	1150
Arbitron	Caesars Palace		Bryan, Cave, McPheeters, McRob.	Las Vegas Hilton	1069
Arbitron	Bally's	1009A	BTS Broadcast Television Sys., Inc.	Las Vegas Hilton	4-109
Arent, Fox, Kintner, Plotkin, Kahn	Las Vegas Hilton	1250	Burkhart/Douglas & Assoc. Inc.	Las Vegas Hilton	1669
Arter & Hadden	Bally's	961A	Burns Media Consultants, Inc.	Las Vegas Hilton	1210
Associated Press	Las Vegas Hilton	2921	Business Radio Network	Las Vegas Hilton	1910
AT&E Corp.-Network Services	Las Vegas Hilton	5-103	Cadena Radio Centro	Las Vegas Hilton	14-121
Avid Technology, Inc.	Bally's	1434-A	Canon U.S.A., Inc.	Bally's	976A
Baker & Hostetler	Las Vegas Hilton	369	Carver Corporation	Bally's	6509
Barclays Business Credit, Inc.	Bally's	5609	CBS Inc.		
Barco Industries, Inc.	Caesars Palace				
Blackburn & Company, Inc.	Las Vegas Hilton	6-121			
Bonneville Broadcasting System	Las Vegas Hilton	7-121			

Personal Convention Agenda

Sessions To Attend:

Exhibits To See:

Suites To Attend:

Miscellaneous:

Radio Networks	Las Vegas Hilton	2901	Leventhal, Senter & Lerman	Las Vegas Hilton	2450
Television Network	Bally's	2061A	Lyon Lamb VAS	Caesars Palace	
National Black Network	Las Vegas Hilton	2980	Chesley Maddox & Associates, Inc.	Las Vegas Hilton	450
Chapman Associates, Inc.	Las Vegas Hilton	10-121	The Mahlman Company	Las Vegas Hilton	2550
Charterhouse Media Group	Caesars Palace		Marine Midland Bank	Bally's	6109
Cinekinetic Ptv. Ltd.	Bally's	2531	R. A. Marshall & Company	Las Vegas Hilton	2810
Donald K. Clark, Inc.	Las Vegas Hilton	930	McCabe & Allen	Las Vegas Hilton	1830
Cohn and Marks	Las Vegas Hilton	2369	R. E. Meador & Associates	Las Vegas Hilton	310
Communications Equity Associates	Bally's	5910	Media Capital, Inc.	Las Vegas Hilton	1810
Communications Equity Associates	Las Vegas Hilton	12-121	Media General Broadcast Serv., Inc.	Las Vegas Hilton	360
Comprehensive Video Supply Corp.	Las Vegas Hilton	410	Media Touch Systems	Bally's	775A
Concept Productions	Las Vegas Hilton	19-121	Media Venture Partners	Las Vegas Hilton	1769
The Otis Conner Companies	Las Vegas Hilton	21-121	Morgan Stanley & Company	Bally's	5909
Conus Communications	Las Vegas Hilton	669	MTS Electric Company	Las Vegas Hilton	20-121
CRC Radio Network	Las Vegas Hilton	14-121	Mullin, Rhyne, Emmons, Topel	Las Vegas Hilton	850
R C Crisler & Company, Inc.	Las Vegas Hilton	1750	Nat. Broadcasting Co Oper.	Las Vegas Hilton	5-109
Custom Aud. Cons Inc./MAR Grp.	Bally's	1176A	Television Network	Bally's	1862A
Cycle Sat, Inc.	Bally's	6110	Pacific Bell	Bally's	833A
Digital F/X	Bally's	6709	PacificCorp Credit, Inc.	Bally's	Penthouse B
Dolby Labs	Las Vegas Hilton	5-118	Paltex Editing & Production Sys..	Bally's	6409
The Dow Jones/The Wall St. Journ	Las Vegas Hilton	344	C.R. Pasquier Associates, Inc.	Las Vegas Hilton	730
Drake-Chenault Enterprises, Inc.	Las Vegas Hilton	2933	Peak Information Systems	Caesars Palace	
Eastman Radio, Inc.	Las Vegas Hilton	8-121	Pepper & Corazzini	Las Vegas Hilton	810
EEV Inc.	Flamingo Hilton		Performance Group	Bally's	5510
Electrohome Limited	Flamingo Hilton		PESA Electronica S.A.	Caesars Palace	
Emmis Broadcasting Corporation	Las Vegas Hilton	560	Pierson Ball-Reed Smith	Las Vegas Hilton	550
William A. Exline, Inc.	Las Vegas Hilton	25-121	The Proctor Group, Inc.	Bally's	1209A
Financial Broadcasting, Inc.	Las Vegas Hilton	969	Profit Plus Software	Bally's	1175A
Norman Fischer & Associates, Inc.	Las Vegas Hilton	969	The Ward L. Quaal Company	Las Vegas Hilton	1650
Fisher, Wayland, Cooper & Leader	Las Vegas Hilton	3-121	Questcom Radio Brokerage, Inc.	Las Vegas Hilton	471
Fletcher, Heald & Hildreth	Las Vegas Hilton	11-121	Stan Raymond & Associates	Las Vegas Hilton	1550
Richard A. Foreman Assoc, Inc.	Caesars Palace		Cecil L. Richards, Inc.	Las Vegas Hilton	9-121
Gennum Corporation	Bally's	862A	Rodriguez Communications, Inc.	Las Vegas Hilton	2-121
Greyhound Financial Corporation	Bally's	6009	Samsung Electronics, Co., Ltd.	Bally's	676
Group W Satellite Communications	Bally's	6209	Satellite Music Network	Las Vegas Hilton	2929
Haley, Bader & Potts	Las Vegas Hilton	1169	Schafer Digital	Las Vegas Hilton	571
Heller Financial, Inc.	Las Vegas Hilton	1050	Sentry Systems	Las Vegas Hilton	1269
The Ted Hepburn Company	Las Vegas Hilton	530	Sheridan Broadcasting Network	Las Vegas Hilton	573
Heron, Burchette, Ruckert & Roth.	Las Vegas Hilton	477	Burt Sherwood, Inc.	Landmark	481
Hopkins, Sutter, Hamel & Park	Las Vegas Hilton	650	Snowden Associates	Las Vegas Hilton	319
Info-Edge Corporation	Bally's	975A	Society National Bank	Las Vegas Hilton	24-121
Infomotion Film & Video Magazine	Bally's	633A	Streamline Communications Corp	Bally's	6410
Interep	Las Vegas Hilton	4-112	Tape Automation America	Bally's	1461A
Intergroup Technologies	Caesars Palace		Teletech, Inc.	Caesars Palace	
Impro Antennas, Inc.	Las Vegas Hilton	2410	Television Technology Corporation	Las Vegas Hilton	1610
KalaMusic	Las Vegas Hilton	321	TFT, Inc.	Las Vegas Hilton	333
Kalil & Company, Inc.	Las Vegas Hilton	1010	Thoben-VanHuss & Associates	Las Vegas Hilton	2010
Katz & Powell Radio	Las Vegas Hilton	1510	T.M. Communications Inc.	Las Vegas Hilton	564
Kaye, Scholer, Fierman, Hays/ Han.	Golden Nugget	235	Edwin Tornberg & Company, Inc.	Bally's	1433
Kline Towers	Bally's	1034A	Transtar Radio Network	Las Vegas Hilton	2925
Kozack-Horton Company	Las Vegas Hilton	1710	Tulsar	Bally's	733A
Laird Media, Inc.	Las Vegas Hilton	1630	US West Communications	Bally's	1275A
L.B. Lake, Media Brokers	Bally's	876A	Wiley, Rein & Holding	Las Vegas Hilton	469
Latham & Watkins	Las Vegas Hilton	550	Wilkinson, Barker, Knauer & Quinn	Las Vegas Hilton	2650
LLC Communications/Larcan	Las Vegas Hilton	5-12	Wood & Company, Inc	Las Vegas Hilton	26
Lawrence Spencer/Broadcasting/Law	Las Vegas Hilton	1569	Zonal Ltd	Bally's	933A

Move over Mozart.

At the tender age of seven Wolfgang Amadeus Mozart composed his first symphony. In the same short span of time HNWH has risen from it's infancy to represent 25 of the top-rated radio groups in the broadcast industry. The musical genius of Mozart and the amazing growth of HNWH—not bad for a pair of seven year olds!



HNWH

People really like doing business with us

A INTEREP COMPANY

New York, Atlanta, Boston, Chicago, Dallas

San Francisco, Los Angeles

San Diego, Miami

Philadelphia, St. Louis

San Francisco

HNWH

Part One Of Two

'Good Old Boy' Brokers Are Doing Million-Dollar Deals

by Narcisse S. Cadgene

It is no news to anyone that over the last five years significant changes have been taking place in the buying and selling of Radio properties. There are new players in the marketplace representing an entirely new level of knowledge—the 'good old boy' broker is having to do his homework to survive in today's revolution.

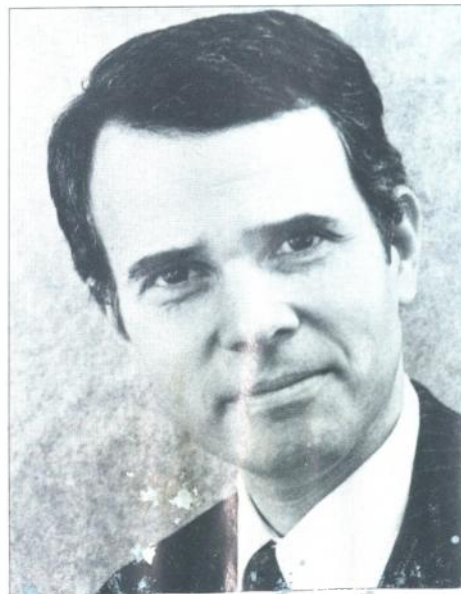
The good old-boy broker has been described as "just a Rolodex/slap-on-the-back broker." In worst cases, said Daniel T. Gammon of Ameri-com, "A guy would say, 'I've been in the business for 50 years' and he'd retire into brokerage and trade on his contacts."

Gary Stevens, president of Gary Stevens and Co., described the deals of his pre-brokerage days in Radio: "It used to be a package of 10 Xerox pages of financials and statistics and a coverage map. It was a conceptual buy. We worked completely differently now."

"Today, it's a two-inch-thick book, with a complete discussion of the marketplace. Before, the two parties were brought together, and the brokers were then excused from the deal. The principals used to duke it out for a while."

The most attention is being directed to the skyrocketing numbers paid

for stations. Today's stratospheric prices have generated attention from the financial community and individuals. As a result, more institutions are participating in financing, and non-Radio individuals are now prepared to buy into Radio.



Gary Stevens

The rise in station prices to a multi-million-dollar level is having a profound effect on the method by which stations are bought and sold. There is more to it today than just knowing in what rates per equity, sources,

levels of financing and tax advantages. Furthermore, broker commissions take on new dimensions at the current scale.

The day of calling up the bank to borrow a little capital to buy that AM station is for the most part financing history. The escalation in station prices has changed the way banks, owners and station brokers do business, and has created the need for a body of knowledge and techniques which were not necessary five years ago and, to an extent, did not exist 10 years ago.

There is a mindboggling amount of research required to produce a single buy, according to the new breed of brokers. Today, one must know research on growth markets, station multiples, the tax implications and more equity options than a homeowner could ever imagine.

The common knowledge has exploded and is no longer common. The end result is that extreme penalties fall on the ignorant.

Ten years ago "mezzanine-layer junk bonds" was science fiction. Now there are more brokers and higher prices. The higher the prices, the more brokers there are to raise them.

The "Good Old Boy" network of brokers, in which contracts and personal relationships were and still are

Good Old Boy Brokers Are Doing Million-Dollar Deals

primary assets, has been joined by the "new school" of brokers, whose skills are significantly more deal-oriented than their predecessors'. In the past, the "good old boy" brokers' task was primarily finding a buyer - subsequent negotiations often proceeded between the principals.

Today's Wall Street investment bankers typically open the bidding but work very hard on the financial issues resulting from those bids. Independent brokers typically perform both functions with varying emphasis, depending on the individual broker's skills and the size of the deal. There is unquestionably a new breed of broker who has come on the scene in the last five years. The quintessential "new school" broker is the Wall Street investment banking firm which is knowledgeable - to the point of being visionary - in finance, but whose knowledge of Radio ends outside the boardroom door.

The new breed of broker prides itself on professionalism and training, mentioning academic credentials early in a conversation, and shortly after, mentioning the value of their deals. They come to work at 8 a.m. and leave at 6 p.m., or later.

"The old buyers were generally unhelpful," Stevens said, in explaining one reason for the new school's success. "You couldn't get them on the phone. I offer service in basically a service industry."

"Traditional brokers" are perceived by members of the new school as not understanding the financing. "There is a need for technical competence," said Gammon. "Some old-time brokers are just now hiring people to do the financial end."

There are, of course, exceptions. Blackburn and Co., started by James Blackburn, Sr., and continued by sons James, Jr., and Richard, is frequently cited as having consistently been forward-thinking. Blackburn is credited with being the first broker to introduce an investment banking division, for example.

A comparison between Morgan



Jim Blackburn



Dan Gammon

Stanley, the investment banker, and Blackburn illustrates the Wall Street/independent distinction.

Morgan's \$385.6 million in financing is based on representing two sellers: Metropolitan (6 deals) and Emmis (2 deals). If either Emmis or Metropolitan had chosen another firm, Morgan Stanley would have garnered not the number one spot, but either number 3 or number 10 respectively.

In contrast, Blackburn was involved

in about 40 transactions to come up to \$366.2 million--fewer dollars, but a larger number of deals.

If Wall Street doesn't know Radio and old boy brokers don't know finance, both will have to learn. Regardless of orientation, it's still a small, tightly-knit industry and personal relationships remain important. And, Wall Street is acquiring some "good old-boy" tactics.

"We have a large number of radio clients," said Paul Taubman, a senior associate of Morgan Stanley and Co. "We try to build relationships."

"New guys use 'old boy network' as a pejorative term," said Stevens, who is described as "a man-for-all-seasons dealmaker" and, at \$323.25 million in 11 deals, is certainly one of the most successful brokers in the business today.

"I don't think there's much of a distinction; I was on good terms with the older guys. You've got to go out and meet everybody," Stevens said. "I'm doing deals with people I never met before. The most important thing with me, is that I know the business." The good old-boy tradition continues to have a place in an industry where intelligence information is a make-or-break commodity. "We're always looking for the next deal," explained Jim Blackburn. "Every deal makes another deal."

Good relationships are crucial too. "It's an ego-driven business," Stevens explained. "There's a core of only a couple hundred buyers, and I have to stay on good terms with everybody." One multi-station owner, who wished to remain anonymous, said, "Picking a broker is a political thing. I try very hard not to offend anybody."

Not surprisingly, firms which can get principals together over both the deal and the financing have done well: Blackburn was the top independent broker in 1988 with \$266.2 million in sales and 56 deals, according to Paul Kagan Associates, which bases its figures on proposals. Only Morgan Stanley, with \$385.6 million in eight deals, did more in dollar transactions. Financial institutions such as Mor

gan Stanley have aggressively pursued sales prices, not through contacts, but by opening up the bidding. In many cases, prices rise far beyond the expectations of conventional brokers.

"We have used the auction process effectively," said Taubman of Morgan Stanley. He cited Morgan Stanley's specialized skills: determining a station's worth, how to finance a deal from the buy side, and how to conduct a sale process from the sale side.

Traditional brokers must have some knowledge of the financing if they are to survive in today's and tomorrow's marketplace. "We recommend a buyer work with two or three brokers," advised Gammon. "When selling, go to the broker who handles your type of deal. The Wall Street guys aren't Radio guys. They haven't a clue about Radio, but they have the banking wherewithal for the \$100 million deals."

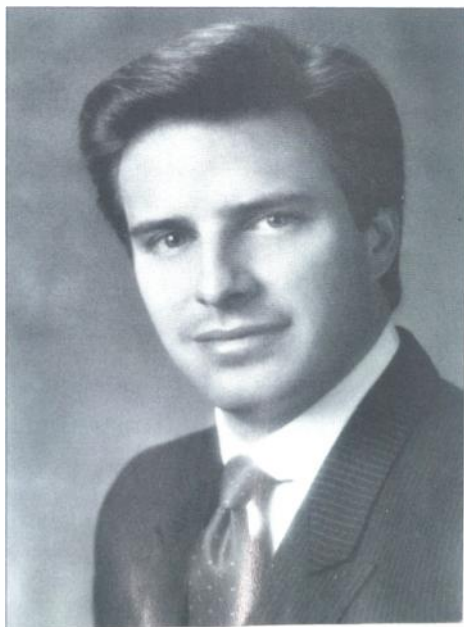
Every broker carves out a segment—some geographically, some on size. This situation is expected to continue, especially if interest rates continue to rise, and financing becomes more complicated. The larger entities will not be able to invest the time in smaller properties, and brokers of smaller properties will have neither the resources nor the need for the sophisticated expertise a larger deal requires. Morgan Stanley's smallest deal to date, according to Taubman, was \$6 million, but he said that generally the firm would not be interested in a stand-alone, one-shot deal under \$20 million-\$25 million.

Known as a big-money dealer, Stevens described his niche as "below the threshold of investment companies. People say to me 'You're the bridge to the investment bankers'." Does he court Morgan Stanley's business? "You stick to your knitting—do what you know," he said.

Blackburn is also a medium-to-large deal company. "Below \$2 million, we're just not as good at it," admitted Jim Blackburn, Jr. "We don't want to be perceived as not having done the



Vincent A. Pepper



David Burrill

job."

David C. Burrill of Americom pointed out that within his own company, the firm's five brokers specialize in different areas. Four cover the northeast, southeast, western U.S., and top-25 markets. The fifth broker, Tom Gammor, "roves around the country," and is credited with originating the \$306 million Metropolitan Sillerman deal.

Most deals don't approach that

amount, however.

"State broadcast associations can point the way to smaller brokers who specialize in a geographic area," advised attorney Vincent A. Pepper, whose firm, Pepper & Corazzini, represents the National Association of Media Brokers. "You want to work with somebody you have confidence in who is very much in the deal flow," said one owner.

Personal recommendations are a must. It may be possible to further check out recommendations through Paul Kagan Associates, Carmel, CA, or industry publications to gain information on what kind of deals a given broker has done recently.

The NAMB has 47 members, who do 80 percent of the non-Wall Street-brokered deals. Pointing out that, although he lists 140 active and "want to be" brokers, Bishop Cheen of Paul Kagan Associates noted that Kagan's deal-count lists only 62 brokers of record. "You've got a lot of bottom-feeders in there," he said.

Choosing the wrong broker can mean a station won't be sold at all. A loose-lipped broker can leak information which damages the property to the point where the buyer backs out. A poor broker will bring a buyer and seller to the point of sale only to discover that the buyer's pockets aren't deep enough.

"An operator needs a broker who will tell you in a frank and forthright manner what to expect," said Stevens. "Where the deal starts, where it stops, and what's in between."

One problem operators will face in the 90's is the changing limits of deals: where they start and stop now may not be the same next year. The revolution in station brokerage which has been ongoing the last five years will continue.

There are key factors of which all operators should be aware: financing alternatives, commission arrangements and the increasing difficulty in maintaining secrecy while producing a qualified buyer.

Part I: A discussion of challenges facing brokers.

Good Old Boy Brokers Are Doing Million-Dollar Deals

primary assets, has been joined by the "new school" of brokers, whose skills are significantly more deal-oriented than their predecessors'.

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gan Stanley have aggressively pursued sales prices, not through contacts, but by opening up the bidding. In many cases, prices rise far beyond the expectations of conventional brokers.

"We have used the auction process effectively," said Taubman of Morgan Stanley. He cited Morgan Stanley's specialized skills: determining a station's worth, how to finance a deal from the buy side, and how to conduct a sale process from the sale side.

Traditional brokers must have some knowledge of the financing if they are to survive in today's and tomorrow's marketplace. "We recommend a buyer work with two or three brokers," advised Gammon. "When selling, go to the broker who handles your type of deal. The Wall Street guys aren't Radio guys. They haven't a clue about Radio, but they have the banking wherewithal for the \$100 million deals."

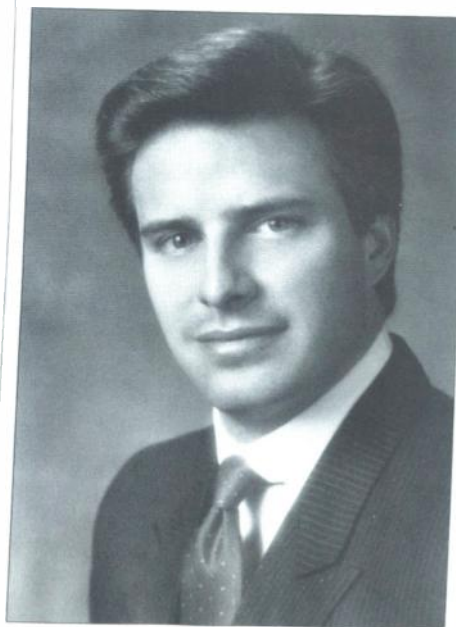
Every broker carves out a segment—some geographically, some on size. This situation is expected to continue, especially if interest rates continue to rise, and financing becomes more complicated. The larger entities will not be able to invest the time in smaller properties, and brokers of smaller properties will have neither the resources nor the need for the sophisticated expertise a larger deal requires. Morgan Stanley's smallest deal to date, according to Taubman, was \$6 million, but he said that generally the firm would not be interested in a stand-alone, one-shot deal under \$20 million-\$25 million.

Known as a big-money dealer, Stevens described his niche as "below the threshold of investment companies. People say to me 'You're the bridge to the investment bankers'". Does he court Morgan Stanley's business? "You stick to your knitting—do what you know," he said.

Blackburn is also a medium-to large deal company. "Below \$2 million, we're just not as good at it," admitted Jim Blackburn, Jr. "We don't want to be perceived as not having done the



Vincent A. Pepper



David Burrill

job."

David C. Burrill of Americom pointed out that within his own company, the firm's five brokers specialize in different areas. Four cover the northeast, southeast, western U.S., and top-25-markets. The fifth broker, Tom Gammon, "roves around the country," and is credited with originating the \$306 million Metropolitan Sillerman deal.

Most deals don't approach that

amount, however.

"State broadcast associations can point the way to smaller brokers who specialize in a geographic area," advised attorney Vincent A. Pepper, whose firm, Pepper & Corazzini, represents the National Association of Media Brokers. "You want to work with somebody you have confidence in who is very much in the deal flow," said one owner.

Personal recommendations are a must. It may be possible to further check out recommendations through Paul Kagan Associates, Carmel, CA, or industry publications to gain information on what kind of deals a given broker has done recently.

The NAMB has 47 members, who do 80 percent of the non-Wall Street-brokered deals. Pointing out that, although he lists 140 active and "want to be" brokers, Bishop Cheen of Paul Kagan Associates noted that Kagan's deal-count lists only 62 brokers of record. "You've got a lot of bottom-feeders in there," he said.

Choosing the wrong broker can mean a station won't be sold at all. A loose-lipped broker can leak information which damages the property to the point where the buyer backs out. A poor broker will bring a buyer and seller to the point of sale only to discover that the buyer's pockets aren't deep enough.

"An operator needs a broker who will tell you in a frank and forthright manner what to expect," said Stevens. "Where the deal starts, where it stops, and what's in between."

One problem operators will face in the 90's is the changing limits of deals: where they start and stop now may not be the same next year. The revolution in station brokerage which has been ongoing the last five years will continue.

There are key factors of which all operators should be aware: financing alternatives, commission arrangements and the increasing difficulty in maintaining secrecy while producing a qualified buyer.

Part I: A discussion of challenges facing brokers.

Sales/Marketing

by Narcisse S. Cadgène

AM Success Comes From Consistency

Some people might think AM radio is dying. Believe it or not, there are a handful of AM stations around the country which are not just successful, they're dominating their markets.

Many of these stations have been around for years, and the facile explanation for their success is precisely that - They have been around forever, and are institutions - impregnable. The fact is that the reverse may be true. They have been around for years because they have been successful one year at a time.

At least that's the formula of several successful AM stations, from Chicago to Wyoming and San Diego to St. Louis, that discussed their formula for success with *The Pulse*. They all have the same basic ingredients: consistency, a distinctive format built around talk, news and sports, a high degree of community involvement and

a willingness to invest in the station - both on a corporate and personal level.

Most successful AM stations cite consistency as the primary reason for their longevity. "People are familiar and they feel comfortable with us. We don't change," said WMAL-AM 630's Director of Advertising and Promotion Mark Campbell in Washington, D.C. "The call letters haven't changed."

Not making changes doesn't mean a station started out on top and stuck with a winner. KIRO News Radio 71 in Seattle went to a (mostly) all news format in 1954 and has been number one in the market since 1979, according to Executive Vice President and General Manager Joe Abel.

Still, that's 25 years working to become number one. WGN in Chicago, has been number one for 20 years, but spent 45 years, beginning in 1924, to get there. They also call it consistency.

On-air personalities are an enormous part of consistency, and most of these successful AMs have been able to keep talent for 10 or 20 or more years.

"Success begins with your on-air talent," said Maureen Durkin, advertising and promotion manager of KDKA in Pittsburgh. Able of KIRO agrees. "We take care of our talent. We pay them in a lot of ways," he said.

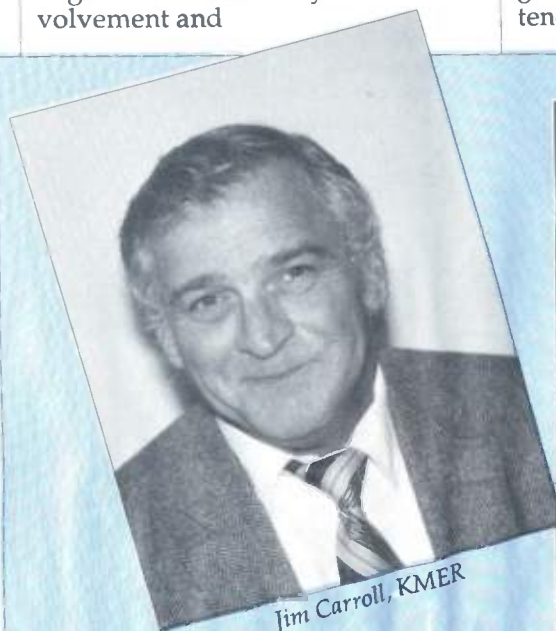
Other successful AMs have pursued the same basic strategy.

"Talent is allowed to do something, and that's rare," explained WMAL's Campbell. "They have a lot of freedom to create their own show and to put their stamp on it. They don't have a super-tight play list. They're allowed the freedom to be creative."

Dan Fabian, general manager of Chicago's infamous WGN, explained, "We sit down, agree where we want to go, give him the tools, and sit back and let him go."

The formula works everywhere it seems.

"They've become celebrities on their own, achieved a high identity," said Joan Hiser, advertising and promotion manager at KFMB in San Diego,



Jim Carroll, KMER



Betsy Riemenschneider, WGN



Dan Fabian, WGN

explaining why talent doesn't leave the station. "Why give that up to read the news? Why give up what they've carved out for themselves and the station? They're all featured as morning teams - they all get the spotlight." How well does that strategy work? "Another station offered one of our guys a 10-year contract for almost twice the money, and he stayed," said Fabian.

Consistency also means a consistent, interesting, format. Most AMs describe their format as "hard to describe." The format details range from WMAL's "full-service AM" to WGN's "Reactive Radio - a little bit of everything in a fun way." WGN's Manager of Marketing and Creative Services Betsy Riemenschneider added "We're sort of a mirror of the city."

Some stations play music, but none are music-intensive. All place a fairly heavy emphasis on sports at all levels, featuring local teams as part of their community involvement effort, not simply as more programming. "We make a big deal of the team," said KFMB's Hiser. Most "team-oriented" stations make a big deal of their teams. It's an element of their success.

And most AM's agree that consistent variety is critical. "You know what you can expect from our day-parts," said Hiser. "It's not homogeneous like some stations." Fabian agreed: "If you give people a varied dial tone, sooner or later they're going to catch on."

"Success begins with your on-air talent."

But maintaining consistency does not mean not making improvements. "We're tinkering 24 hours a day and I mean that literally," said Robert Hyland, CBS-Radio Senior Vice President and General Manager of KMOX in St. Louis. "That's not conversation."

"We try to avoid creeping complacency," said Abel. "We always try to find new and better ways to improve our services, of providing the service."

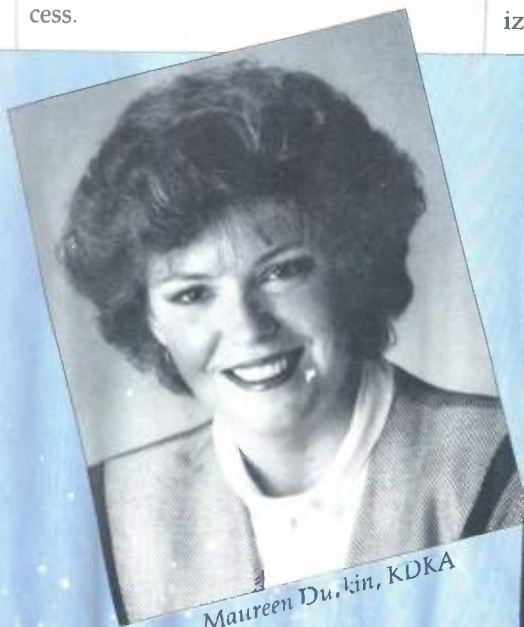
Successful AMs are also characterized by a high degree of community

involvement and community service, both on a corporate and personal level. "It's a case of being wired into the community in a way no one else is. You pay attention to what's going on and you know what's important," said KDKA's Durkin. "It's a lot of work to find out what's going on in a town. I read the letters to the editor and listen to the talk shows."

KIRO gets results too, noted Abel: "We're very active in the community and in supporting the arts. There are 30-40 events we sponsor, including Sea Fair, the biggest event in Seattle, and Poncho, where we raise \$1.2 million for the arts in Seattle. Seattle has come to depend on us."

That kind of commitment doesn't come without personal support. "It's a big commitment, and a lot of time," he added. "Of 400 people here, 100 gave 100 or more hours to community service in the past year. That's two hours a week. We recognize them at an event at Christmas."

"It's crucial," noted Hiser "that the personalities have ties professionally and personally. They're in the pony league, the softball leagues." Campbell described WMAL's morning team, Harden and Weaver, as



Maureen Durkin, KDKA



Joe Abel, KIRO



Joan Hiser, KFMB

"almost a public utility in this town."

Not all community efforts are for charity: "We do a lot of telephone call-ins. Almost everyone who lives in southwestern Wyoming, northeastern Utah or southeastern Idaho has been on our air," said Jim Carroll, vice president/operations manager for Crecelius-Lundquist Communications, which owns KMER in Kemmerer, WY. "We also worked...to get eight high school teams which we run. We took a page out of network sports broadcasting and will break in with other games."

AM managers don't see AM in a hole, they see it as Radio.

"I think AM broadcasters have to stop apologizing for being AM," said KMER's Carroll. "Get creative, use imagination. Find a market void. Where AMs are failing, there are a number of ingredients that they haven't brought together. They haven't changed based on market research. When billing goes down, we get scared and stop marketing. Get creative. We gave out bumperstickers,

and I didn't pay for them, cups, and I didn't pay for them. We're aggressive in keeping our name out before the listeners."

But some AMs are also willing to spend when they have to.

"We decided a long time ago not to roll over and die," said Fabian.

AM managers don't see AM in a hole, they see it as Radio.

"We take calculated risks. We weigh the benefits. We make changes while we're winning. We have not kept a pat hand," said Abel.

"Some stations are looking for the 3-6 month uptick in the book," Abel added. "You've got to have a 10-year perspective. You bite the bullet, you make the investment, you dig in for three to four years."

Hyland admits winning takes ef-

fort: "You can't run by the seat of your pants, you have to work at it and invest. It's expensive, but it pays off." Keeping the station's name in front of listeners is crucial. These AMs do between 20 and 75 big promotions a year.

"We do about 75 remotes a year, half are community oriented things, half commercial," said Carroll. "We did a promotion in conjunction with Cowboy Days, in Evanston, 50 miles away. We gave away about \$15,000, which included a car, and it grossed us \$50,000."

At WGN, Riemenschneider said "When the Cubs did the first night game, we did a promotion with True Value Hardware, where you signed up for the chance to win one of 300 pairs of tickets. We had 500,000 entrants."

"We do a 'Bob Collins Pop Quiz' promotion, which runs for three weeks," he added. "We draw from schools whose teams answer questions, 8:30 to 9:30 a.m. Local colleges and the public library supply the questions, which are asked by our different personalities [on tape] during the hour. The Chicago Tribune cops the ads. We give prizes to the schools, like a computer or a cellular phone. The schools broadcast it on their public address system. It teaches kids what AM radio is all about."

What is the future of AM Radio?

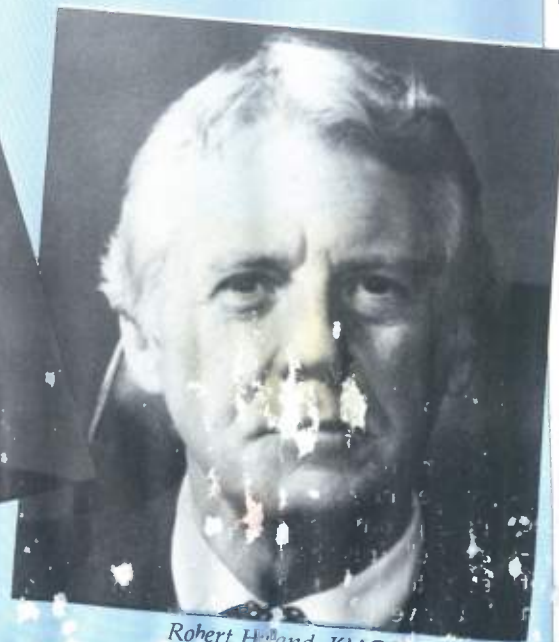
"I don't think it matters whether you're AM or FM if you've positioned correctly," said Abel. "It's not AM/FM, it's the future of how you run your business."

Hyland agreed. "The future is as big as we want to make it. As long as we play heads up, play committed and aren't afraid to invest."

Lauren Durkin may have put the best: "I think if you're a station, there's always a role for you."



Mark Campbell, WMAL



Robert Hyland, KMOX

Selling Radio

by Dave "Giff" Gifford

How To Close More Radio Sales, Part II

A big, black Chrysler New Yorker pulls in and breaks to a stop about 100 feet from the store front. As soon as it's lone occupant gets out, the manager instantly recognizes Lee Iacocca. He's tall, graying, balding a little and look at those glasses.

Pin-striped in a power-blue suit, Iacocca now advances toward the store. What a visage. That in-command Iacocca presence, that eagle-eyed confidence, even the gait of his full-speed-ahead pace says here is a man who, truly, must have truth by the tail. He opens the front door and enters. Bang, there's that trademark TV smile.

The imagination works wonders. There was no Iacocca but he was described as if he were there as if in real life. Why? Because the printed word of description

is worth more than a thousand pictures. Because the imagination adds real-life images to all word pictures and sounds.

Anyone can imagine seeing Lee Iacocca, "live" as life in the imagination, because there is a perception of Iacocca. A perception created from advertising and from personal packaging.

The imagination is a powerful

person determine how soon to close on a call.

If Lee Iacocca wanted to buy something, most salespeople would close and let him buy whatever is being sold.



More importantly, salespeople will close more effectively once they discover the power to pragmatically create and shape their own personal perception--their own personal packaging. It is the person on how soon to close on a call.

For years, as a writer, I saw salespeople who were last thing before putting out time and energy at

ten message taped to the dashboard of the car. It read, "I have the power to set the mood of every call." Mood Power-- in other words, the most effective closing technique available to your salespeople, is attitude.

In effect, a live call is a live ad for radio and a live ad for the salesperson's station, but it is also a live ad for the salespeople as well. How salespeople are perceived is totally dependent on an understanding of the dynamics at play in setting the mood of every call and the realization that how sales-

people are perceived is someone's reality--the reality of their best customers and prospects.

When else does a salesperson close? One could say salespeople should close whenever their closing instinct tells them to close, but what if they haven't yet developed a closing instinct?

Some people close too soon, before the prospect is ready to commit, (which the major fallacy of the early and often closing technique is a widely misunderstood strategy). Some people close too late and thereby miss out on all too many

precious and few closing opportunities during the call.

Salespeople can be taught how to close, but the truth is that the only way they will learn how to close is through failure. From closing attempts plural. Learn to close by closing. The good news is that, in time, salespeople will indeed develop an instinct for when and how to close. In the meantime, while salespeople

develop that instinct, expedite the process by providing them with the following guidelines:

Move Into A Closing Mode Whenever:

1. You get a confirmed kill of the prospects major objection.
2. You set up an action close with a string of minor agreements.
3. One of your test closes confirms definite interest.
4. One of your test closes confirms that a condition of implied consents present.
5. One of your test closes confirms the prospect's intention.
6. Their non-verbal communication (buying signals) tells you you've hit pay-dirt.
7. You get a buying question.
8. After you get an order.

Points 1 through 7 are self-explanatory, but what's this business of closing after securing the order? Rather than getting an order and getting out of there before the client changes his or her mind, close them again.

For example, if they signed a contract, then obviously the salesperson had no more objections to overcome, since selling is overcoming objections, which means that the prospect must have agreed to the price, and apparently did so because they came to the conclusion the station could help their business; that they wanted what the salesperson was selling, period. In fact--think about it--a retailer buys the station only when the time is right, not more than the money they have at the time.

Explain to salespeople that the prospect who has just said "yes" is trying to tell them something today is their day to sell, because the salesperson is at the right time. Everything, so now is the

something else. Because one no follows another no in a turndown, when there's an order it's a yes after yes situation.

To make the point, think back to last fall when most stations first started selling Christmas. What happened? Very likely, the salespeople, after getting each succeeding Christmas order, probably made quick exits for fear of getting a cancellation before start. The salespeople got a lot of Christmas orders, but that's all they got.

What might they have ended up with had the station's game plan called for the salespeople to go after more than just a single Christmas order? Signature #2 could have been for each client's 1989 business. That would have been Plan "A".

Having possibly failed in that effort, then it would have been time to execute Plan "B" and go after their first quarter business, as a consolation. If that too failed, then the implementation of Plan "C"--to get their January business at the very least--might have been just what the doctor ordered to get Signature #2.

The lesson is that if salespeople go after only one order at a time, then one order is all they can expect to get. Better trained salespeople operate out of a presentation and closing strategy that conditions them to go after as many orders as they can get, on as many calls as possible.

Salespeople who close after they get an order, because they are trained to go after more than one order at a time, end up leaving very little money on the table for salespeople who practice the no-d-run closing strategies. One in this

Next week's sign's and close-up look should use Cont., founde Santa r



SUBSCRIBE



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DC Databank

CALL LETTER CHANGES (# applied for by new owners) (effective date given if after 4/10/89)

AL	WGRR-960	Prichard		WLPR
AR	KJJK-95.3	Murfreesboro	#	KMTB
CA	new-102.9	Cartago		KWTY
	KSJQ-96.7	Manteca		KIZS
	new-100.5	Porterville		KPOR
CO	KFIO-104.9	Ridgecrest	#	KLOA-FM
FL	KBPI-710	Denver	#	KBXG
	WTRU-1000	Jupiter		WZIP
	new-88.1*	Ocala		WHIJ
GA	new-101.9	Ringgold		WSGC
	KGVV(CP)-720	Templeton		KVGR
IL	new-100.5	Henry		WRVY-FM
	new-101.3	Mattoon		WMCI
KY	WCKP(CP)-101.3	Shelbyville		WCKD
LA	WNFO-1300	Baton Rouge		WKJN
	WKJN-103.3	Hammond		WKJN-FM
ME	WYCD(CP)-105.3	Kittery		WKCD
	WQMI-FM-95.3	York Center	#	WCQL-FM Cool
MI	WPAG-FM-107.1	Ann Arbor		WAMX
	new-90.1*	Bay City		WUCX-FM
	new-94.3	Leland		WLEL
NM	new-94.5	Silver City		KSCQ
NY	new-96.9	Arlington		WQLS
	WOKW-99.9	Cortland		WNYP-FM New York's Power
	WKGL-92.7	Middletown	#	WKOJ
NC	WRLX-102.9	Hickory		WEZC
	WOJY-100.3	High Point		WWWB B-100
	WWGN-1320	Washington	#	WTOW
OR	KPRB-FM-102.7	Redmond	#	KSJJ (requested)
PA	WHYP-FM-100.9	North East	#	WRKT
	WYOM-1340	Wilkes-Barre	#	WOLZ (requested)
SC	WNEZ-990	Aiken		WKXC
	WBES-1560	Clemson		WCCP
	WMRB-1490	Greenville	#	WPCI
	WGFG-100.1	Lake City		WQTR 4/15/89
TN	new-104.3	Surgoinsville		WOTH
TX	KVOJ-1130	Edna	#	KTMR (requested)
VA	WSPV-105.5	Buffalo Gap	#	WSKO
WI	WILV-94.9	Baraboo		WOLX-FM
	new-99.7	Black River Falls		WWIS-FM
	new-101.5	Tomah		WZFR

FORMAT CHANGES (# change accompanies new ownership)(// simulcast)

			formerly	becomes
AZ	Tucson	KWFM-92.9	adult contemporary	oldies
	Tucson	KQEE-790	ties	oldies // FM
CA	Los Angeles	KIIS-1150	ce	2HR // FM
CO	Denver	KBXG-710	rock // FM	file
DE	Wilmington	WAMS-1380		Wm Kool - oldies
IL	Des Plaines	WYLL-106.7	IMN Wave	ious contemporary
LA	Baton Rouge	WKJN-1300	3N-bus., nx	ry // FM
	Source	KJLC 1440	// FM	4&S -R&B-oldies
MI	Ann Arbor	WAMS-107.1	A, new age	ies Mix 107.1
MN	Crescent	WQEG(CP)-102		3 SLIN Pure -oldies
NY	Albany	WQEG-1350	fm arv	AM - sta 'ards
	Albany	WQEG-1350		AM - AC
OR	Medford	WQEG-1350		
PA	Greenville	WQEG-1350		
TN	Memphis	WQEG-1350		
TX	Fort Worth	WQEG-1350		
UT	Utah	WQEG-1350		

NEW STATIONS: APPLICATIONS (*non-commercial station) (& reapplication) (+competes with existing application)

CA	105.7& 104.9+& 104.9+&	Avenal San Clemente San Clemente	915 w. 597 ft. 3000 w. 43 ft. 3000 w. 328 ft.	Avenal Broadcasting San Clemente Broadcasting Corp. TR/AS Salisbury Bcstg. Co.
CO	89.7*	Pueblo	50000 w. -26 ft.	Joy Media Broadcasters, Inc.
GA	100.3	Quincy	3000 w. ? ft.	Ralph E. Wittick
MO	97.1	La Monte	1350 w. 492 ft.	Valkyrie Broadcasting, Inc.
NM	94.7+ 94.7+	Sante Fe Sante Fe	43000 w. 2795 ft. 43000 w. 2788 ft.	John Strelitz SKR, Inc.
NC	94.7+	Leland	3000 w. 328 ft.	Antoinette Gray, Inc.
TX	105.9*&	Stanton	3000 w. 300 ft.	S. W. Ed. Media Found. of TX

PROPOSED STATION TRANSFERS (r reorganization of existing ownership)

AL	WAJF	-	1490	Decatur	r	to	Estate of J.B. Falt, Jr.
	WFSF	-	1200	Ozark	r	to	Morgan Broadcasting, LP
AZ	KATR	-	1490/KJYK-94.9	Tucson	r	in	Duchossois Communications Co.
AR	KYDE	-	1590	Pine Bluff		to	Southwest Communications, Inc.
	KRLW	-	1320/106.3	Walnut Ridge	r	in	Voices Unlimited, Inc.
CA	(CP)	-	91.3*	Barstow		to	Community Ed. TV, Inc.
	KVMR	-	89.5*	Nevada City		to	Nevada City Community Broadcast Group
	KQPT	-	100.5	Sacramento	r	in	Duchossois Communications Co.
	KATY	-	1340	San Luis Obispo		to	Electric Communications-III, Inc.
CT	WADS	-	690	Ansonia		to	Jack, Silvia & Manuel Santos
FL	WAPE	-	690	Jacksonville		to	Genesis Comm. of Jacksonville, Inc.
	WWTK	-	(CP)-730	Lake Placid		to	Highlands Media Co., Inc.
	WVCF	-	1480	Ocoee		to	Elrain Archilla-Roig
FL	WFOY	-	1240/WUVU-97.7	Saint Augustine		to	Sage Broadcasting Corp.
GA	WYNR	-	790/WPIQ-101.5	Brunswick		to	Eagle Broadcasting, Inc.
	WKGQ	-	1060	Milledgeville		to	Alexander Mitchell Comm. Corp.
	WSKS	-	97.9	Sparta		to	Alexander Mitchell Comm. Corp.
	WIML	-	106.3	Wrightsville		to	Johnson County Broadcasters, Inc.
HI	KLUA	-	(CP)-93.5	Kailua-Kona	r	to	Sirius Communications, Inc.
IN	WASK	-	1450/105.3	Lafayette	r	in	Duchossois Communications Co.
KS	KSOK	-	1280	Arkansas City		to	Cowley County Communications Co.
	KDGB	-	(CP)-93.9	Dodge City		to	Lesso, Inc.
	KTOP	-	1490	Topeka		to	Barr Broadcasting Corp.
	WREN	-	1250	Topeka		to	Uno Broadcasting Corp.
ME	WTHT	-	102.9	Portland		to	Fuller-Jeffrey Broadcasting
	WCQL	-	FM-95.3	York Center	r	to	Sunshine Group Broadcasting
MD	WNAV	-	1430/WHFS-99.1	Annapolis	r	in	Duchossois Communications Co.
	WQSI	-	820/WZYQ-103.9	Frederick	r	in	Musical Heights, Inc.
MA	WALE	-	1400	Fall River		to	S N E Broadcasting, Ltd.
	WHAI	-	1240/98.3	Greenfield	r	in	Haigis Broadcasting Corp.
MI	WHFB	-	1060/99.9	Benton Harb.		to	Independence Broadcasting, LP
MN	KWOA	-	730/95.1	Worthington	r	to	Nobels Broadcasting Co., Ltd.
NH	WCQL	-	1380	Portsmouth	r	to	Sunshine Group Broadcasting
NM	KLLT	-	95.3	Grants		to	David French Boyd Jr., Trust
NY	WJYE	-	96.1	Buffalo		to	Williams Broadcasting Co.
NC	WTZQ	-	1600	Hendersonville		to	Conner Communications, Inc.
	WKMT	-	1220	Kings Mountain		to	Bridges Broadcasting Co., Inc.
OR	KBND	-	1110/KLRR-107.5	Beav.	r	to	Stephen P. Green, Ch.11 Trustee
PR	WBMJ	-	1190	San Juan		to	Calvary Evangelistic Mission, Inc.
SC	(CP)	-	100.7	Char.	r	to	Southern Communications, Inc.
	WTCB	-	106.7	Orangeburg		to	Radio South Carolina, Inc.
	WXLF	-	1150	Rock Hill		in	Tri-County Broadcasting, Inc.
	WFIG	-	1290/WFMT M-101.3	Sumter	r	in	Camecock City Broadcasting, Inc.
TN	WGFX	-	104.5	Gallatin		to	Triangle Broadcasting Co.
VA	WPSK	-	FM-107.1	Pulaski		to	New River Media Group, Inc.
	WYVE	-	1280	Wytheville		to	Sennett Communications, Inc.

RETURNED/DISMISSED APPLICATIONS

CA	107.9+ Greenfield (D)	Armida Median Cabello
	107.9+ Greenfield (D)	BG Communications, LP
	107.9+ Greenfield (D)	Buena Vista Broadcasting, LP
	107.9+ Greenfield (D)	San Vicente Communications
	97.9+ Salinas (denied)	B.F.J. Timm
	97.9+ Salinas (denied)	Calif. Community TV Network
	97.9+ Salinas (denied)	Crystal Communications, Inc.
	97.9+ Salinas (denied)	Julio A. Villamil
	97.9+ Salinas (denied)	Lawrence M. Wrathall
	97.9+ Salinas (denied)	Mira Elena Villamil
	97.9+ Salinas (denied)	Salinas Broadcasting, LP
	97.9+ Salinas (denied)	Southern Calif. Bcstg. Co.
	98.7+ Winton (D)	TGR Broadcasting
GA	101.9+ Cleveland (D)	Linda B. Guest
	101.9+ Cleveland (D)	Newsic, Inc.
	101.9+ Cleveland (D)	White County Broadcasting
	95.7+ Trion (D)	Boyce Dooley
IN	106.7+ Greenwood (D)	Heartland Radio, LP
	107.9+ New Haven (D)	Frank Kovas
	107.9+ New Haven (D)	Joseph G. Parson
	107.9+ New Haven (D)	Larko Communications, Inc.
KS	102.5+ North Fort Riley (D)	North Fort Riley Radio, Inc.
LA	106.7+ Rayne (D)	Cart Broadcasting Co., Inc.
	102.9+ Shreveport (D)	KNWL, LP
ME	107.3+ Old Town (D)	Knight Radio
MD	94.3+ Cambridge (D)	Eastern Shore Broadcasting, LP
	98.9+ Salisbury (D)	Thompson's Radio, LP
NE	93.3+ Bennington (D)	Nebraska Broadcast, LP
NV	1100+ Las Vegas (D)	Don Werlinger
NY	96.1+ Center Moriches (D)	Bay Media Group, Inc.
	96.1+ Center Moriches (D)	Enrique Carlos Gross
	96.1+ Center Moriches (D)	Rockhit Communications USA
	107.3+ Honeoye Falls (D)	Sima Birach
NC	102.5+ Louisburg (D)	Benjamin J. Terry
	102.5+ Louisburg (D)	KB Broadcasting LP
	102.5+ Louisburg (D)	Louisburg FM Radio, Inc.
OH	107.5+ Columbus (D)	O'Leary Broadcasting, Inc.
TN	97.3+ South Pittsburg (D)	Tennessee Broadcast Group, LP
VA	107.5+ Charlottesville (D)	Timothy FM, LP
	1200 Powhatan (D)	Golden Rule Organ. Workshop
WV	92.5+ Danville (D)	Boone Communications
WY	107.3+ Kemmerer (D)	Crecelius/Lundquist Comm.

DISMISSED STATION TRANSFERS

VT	WRQL(CP)-104.1	Rupert	to WGLV Radio, Inc.
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FM ALLOCATIONS: PROPOSED AMENDMENTS

AL	(CP)	Brantley	to 104.3 C1 from A, counterproposal com. Apr. 18
AZ	KBBT	Casa Grande	to 105.5 C2 from A, com. May 26, rep. Jun. 12
	new	Claypool	to 106.1 A from 105.5 A, with KCDX proposal
KY	KCDX(CP)	Kearny	to 105.3 C2 from A, com. May 26, rep. Jun. 12
	new	Calvrt City	add 99.1 A, counterproposal comments Apr. 18

FM ALLOCATIONS: GRANTED AMENDMENTS

MS	new	Monticello	to 102.1 C2 from A
MO	KXOZ(CP)	Mountain View	to 96.9 C2 from 96.7 A

FM ALLOCATIONS: DISMISSED AMENDMENTS

LA	new	West Monroe	add 97.3 A
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NEW STATIONS: GRANTS

CA	107.9	Greenfield	1510 w, 2388 ft.	Q Prime, Inc.
	97.9	Salinas	3000 w, 328 ft.	Artichoke Broadcasting Corp.
	98.7	Winton	3000 w, 328 ft.	Winton Broadcasting Co.
FL	105.5	Key Colony Beach	300 w, 328 ft.	Richard L. Silva
GA	101.9	Cleveland	3000 w, 328 ft.	Terry Wayne Barnhardt
IN	107.9	New Haven	3000 w, 328 ft.	Allen County Broadcasting, LP
ME	107.3	Old Town	38300 w, 561 ft.	Penobscot Indian Nation
MO	97.1*	Frostburg	145 w, 1401 ft.	He's Alive, Inc.
NC	102.5	Louisburg	3000 w, 328 ft.	Franklin Broadcasting Co.
WA	740*	Buckley	5000/500 w, DA-2	Family Stations, Inc.
WV	92.5	Danville	500 w, 695 ft.	Price Broadcasting Co.
WY	107.3	Kemmerer	850 w, 590 ft.	Linda S. Woolsey

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to sell in Florida...

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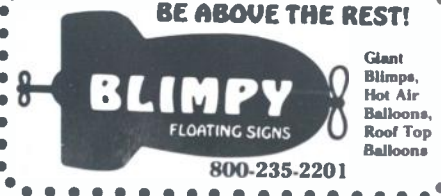
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If you are looking for a mature major market V.P. General Manager to turn it around or increase profits, I'm available after May 1st.

20 years experience as owner and group G.M. Excellent sales reputation and management background. Impending pressure to leave or considered.

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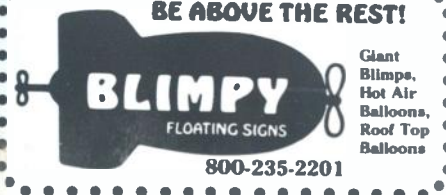
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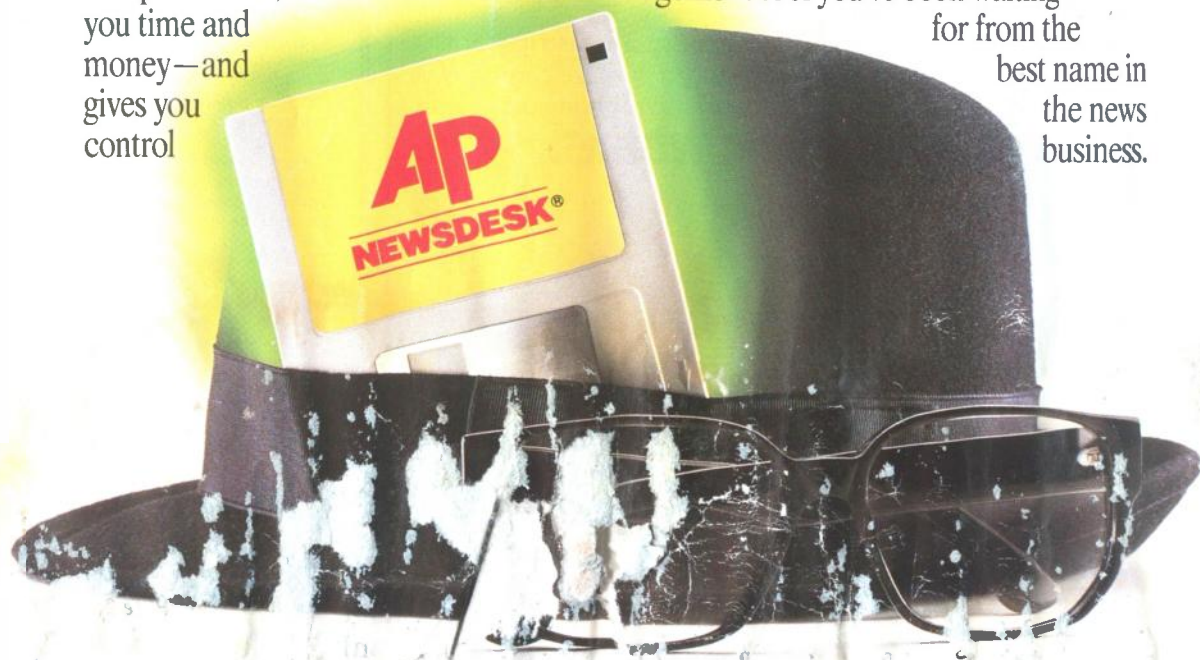
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