

The

RADIO'S MANAGEMENT WEEKLY

Pulse™

of Radio

NAB Dumps Regional Managers, Will Depend On Telemarketing

In a surprise move, the National Association of Broadcasters has eliminated its five-man staff of regional executives and will depend on telemarketing for membership functions.

The executives were informed in a conference call July 31 and told their last day would be Sept. 29. Each was given two weeks severance for each year of service.

Rumors had been in the mill for over a year and the departure earlier this

year of Senior VP Radio David Parnigoni signaled what may have been the fight of a long battle inside the NAB.

"It was known for some time that there were attempts being made to do away with the field staff," a former NAB staffer, who asked for anonymity, told *The Pulse*. "When they were interviewing for a vice president of Radio, a field staff cut was being discussed and more telemarketing would be done."

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Photo: Lee Baker

College Football On Radio—Filling Saturdays With \$\$\$

B

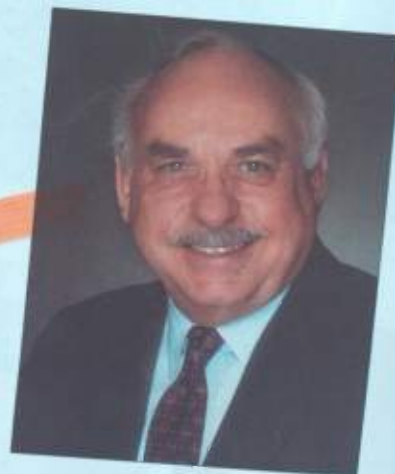
ryant, Wilkinson, Holtz, Switzer, Hayes...

Some things just mean college football, including the fall - a time when stations cash-in on college football Saturdays.

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Volume IV, Number 26 August 11, 1989

Pulse Interview:



John Tyler

*The Deal's Done—
Looking To The '90s*

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Arbitron says these people are the same.



Age and sex is certainly valuable information. But if that's where your rating source stops measuring, you'd better hold it. Like the pictures here, the ages and sexes may be the same but *vive la différence!* Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

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Editorial

A Goal For The New FCC

With the confirmation of new commissioners to the Federal Communications Commission, there's renewed hope for change within the regulatory agency. In many respects there have been improvements since deregulation, but there remain many areas as antiquated as the FCC itself.

Many broadcasters are hoping for a change in the FCC's attitude, hoping to see the commission run more like a business with the needs and realities of operating a Radio station kept in the forefront. The hope is that the FCC will recognize the loopholes Radio has been operating under and stop forcing broadcasters to do things for the sake of paperwork.

One of the items on the wish list for the 'new' FCC is that they be realistic regarding the competitive world. What we don't need are more Radio stations. Now that cable has surfaced as a local advertising medium, Radio is faced with more competition than ever before. Sure, one can say 'that's Radio's problem,' and it is. However, America doesn't need more businesses going belly up.

Already, AM and some FM Radio stations are going dark at record speeds, mostly because they can't compete in the marketplace. Adding more stations won't benefit the industry or the community.

Before we start assigning additional frequencies and putting more people into the Radio business, let's start working towards equality in the signals already broadcasting.

Today's spectrum consists of FCC frequency allocations that were created when the populations of most cities were half of what they are today. There were no suburbs or cities growing together then.

I once owned a class C FM which was licensed to a small community with antiquated coverage restrictions created many years ago. When the FCC created these requirements, the needs of the community were different than they are today. The population of the city was small. Now this same city, and two other neighboring cities, have become one. Because of a 40-year-old allocation, the station was unable to cover the entire metro area, yet to be competitive, the signal needed to. There were eight other stations within the community with the same problem.

Many stations are stuck with facilities which would once cover the necessary

territory but can no longer compete because of the community's growth. There are hundreds of other stations that can no longer cover the community of license. Though their signals may cover to the original city limits, they no longer can be heard where the population lives. Because of growth, a 1,000-watt AM at 1450Khz that could once cover the whole city cannot be heard in the suburbs. Many FM's suffer the same problem.

The FCC was formed to regulate broadcasting and assure community service. Today, community service isn't possible when one can't afford to pay the power bills. Though, the FCC probably feels there is no need to get involved in the competitive structure of the market, they should take a serious look at the systems which have been in place for years. What was originally an engineering issue has changed to an issue of business survival. Adding more stations to the picture does not compute. Before we start adding more 'opportunity', we need to make sure that all the stations expected to serve a market have the coverage to do so.

Although the major lobbying power in front of the FCC could probably care less about this issue, there are hundreds and maybe thousands who know this is a major part of their problem. Fact is, if people can't hear your station they can't listen. Let's hope the 'new' FCC can understand the economics of survival.



B. Eric Rhoads

B. Eric Rhoads

NAB Dumps Five Regional Managers, Will Depend On Telemarketing

continued from cover

"The senior staff was told at the time it was a bad idea to lose the connections in the field, because the regional execs had already been pulled off the road, and they felt it was already hurting the membership effort."

The regional execs - Tom Hayden, Vince Turner, Bill Mitchell, Gary Girard and Dan Edwards - had been working from their homes for the last three years, traveling only to state and national meetings.

"It wasn't as effective," another former exec said, asking that his name be withheld. "We were doing the best we could under the circumstances. The question is now, 'Will this save money, and will the NAB be able to retain its membership?'"

The executives were told in a conference call with Lynn Christian, senior VP/Radio, who replaced Parnigoni, and Donna Leonard, vice president of Radio membership.

"This decision was reached after careful consideration and analysis of members' needs and association objectives and resources," Christian said in a press release. "A centrally-based telemarketing service is the most effective answer to those needs and

objectives and represents the most efficient use of our resources.

"Since telemarketing is such a specialized profession, we will begin interviewing to fill these positions immediately."

Parnigoni had been trying to increase membership and hold down expenses at the same time. When he pulled the executives off the road, he began a series of membership "blitzes," a series of meetings where NAB members would pool together and make telephone calls over a two-day or three-day period to other broadcasters in their state.

"The system worked at first, but retention became a problem, as did collection of the dues," the source said. "If they didn't pay, it didn't matter if they were counted as a member."

The regional offices will close Sept. 29, Christian said. The executives were told last week not to attend any additional state meetings and to wrap up their business by the closing date. Although they will be on the payroll, the executives will not attend the Sept. 13-16 meeting of Radio '89 in New Orleans.

Sikes, Marshall And Barrett Get Senate Approval

After a week of committee hearings on regulatory policies, the Senate Friday confirmed President Bush's nominations to the Federal Communications Commission.

Chairman Alfred Sikes and Commissioners Sherrie Marshall and Andrew Barrett were confirmed after a week of hearings before the Senate Commerce Committee.

Sikes was expected to be sworn in as early as Tuesday at the White House, but at deadline the ceremony was still pending.

The committee approved the nominations on a 15-2 vote, despite a week of attacks on commission policies of the '80s dealing mostly with broadcast and cable programming. It was clear the new commission will have some fence-mending with Congress because of the strained relationships that have existed this decade.

Chairman Dennis Patrick was to step down upon Sike's confirmation. The approval of the new commissioners will bring the regulatory agency to five members, the first time since 1987 the commission has been at full strength.

The three new members join Commissioners James Quello and Patricia Diaz Dennis, whose term has expired but she remains at the agency awaiting a decision by the Bush administration on a replacement.



Al Sikes



Sherrie Marshall



Andrew Barrett

RADAR 39

Transtar Jumps To No. 1

Transtar has become the nation's most listened to Radio network and taken the top spot in the RADAR #39 network listening survey released this week.

The Colorado Springs, CO-based network unseated the ABC Entertainment Network which fell to third. Transtar posted its 10th consecutive gain and the current jump represented a 13 percent increase in 12-plus listening, Monday through Saturday, 6 a.m.-7 p.m.

"We're incredibly strong," said C.T. "Terry" Robinson, Transtar's chairman/CEO. "From worst to first in five years isn't bad."

ABC had strong showings, capturing the No. 2 and 3 spots with ABC Information and ABC Entertainment, respectively. NBC Radio Network was fourth, followed by Mutual and ABC Contemporary Network.

Overall, ABC outdistanced the pack when combining all of its networks.

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RADIO INK™

From The Radio Grapevine

• **Transtar CEO Terry Robinson** was "ecstatic" at 30,000-feet calling us to discuss the latest **RADAR 39** report. Transtar is No.1 in 12-plus ratings, and as he put it, "incredibly strong" in all numbers.

Robinson also confirmed that published reports are not true about any snags in the **Transtar/United** merger talks. Not saying what the official status is, Robinson said, "I don't know where some of this comes from." One source told us the deal is "very close."



Terry Robinson

Robinson is quiet on the status for now, but that airplane was headed East. He noted some people are just being impatient because "this has been a two-year process." Expect Transtar and United to make it work.

• **ABC Radio Network** execs were buzzing this week over a published report that **Talk Radio** will die Oct. 1. **Maurice Tunick**, VP/Director of **Talk Programming** set the record straight:



Maurice Tunick

"There is no plan to terminate this network. Ever since the **Talk Radio Network** was formed eight years ago, there have been persistent rumors about its demise," and published reports are false. Tunick said there have been some changes in talent, but no changes in the number of hours programmed. He said **Barry Farber** has replaced **David Viscott** from 5 p.m. to 7 p.m., but as a whole, **ABC Talk Radio** is "alive and well."

• A personal note to some good friends...Although they will be seen again in Radio circles, we send our regrets to our colleagues who lost their jobs last week with the decision

by the NAB to begin telemarketing membership initiatives. As a former rep, the NAB "group" was part of the road team that kept you sane at state and national meetings. It was always nice to talk shop with someone who knew the Radio dealings in your state, as well as you did. **Bill Mitchell**, **Vince Turner**, **Tom Hayden**, **Gary Girard** and **Dan Edwards** will be missed. Good luck fellows.

• The Senate's confirmation of the three new FCC commissioners last Friday will not mean a swift return for the application process and other backlogs at the regulatory agency. It will take **Al Sikes**, **Sherrie Marshall** and **Andrew Barrett** several weeks to learn where the problems are...unless they've been reading a lot lately.

• The **Sun Radio Network** of Florida has been purchased by "**For The People**," a non-profit corporation headed by **Chuck Harder** of Cedar Key, FL. The group also known as "**We The People**" is a consumer-oriented foundation "providing education, understanding and response to consumer needs in order to preserve the American way of life."

• Congrats to **Strategic Radio Research** being named to the "Inc 500" list of America's 500 fastest-growing privately held companies for the second consecutive year. The company has moved inside the Loop, to 180 N. Wabash, Chicago, IL 60601. The telephone number is 312-726-8300.

• Congrats to **Jodi Goalstone**, new Director-Advertising/Publicity for **ABC Radio Networks**. Jodi, a contributing writer to **The Pulse**, has been president of the **Write Idea** for the last five years.

• **AKG** sending out photos of its new pre-production version of its new **Digital Sound Editor** to be demon-

strated at Radio '89. The new digital audio workstation incorporates the equivalent of an eight track recorder, an editing system and a mixer.

• Add 25 cents to your portfolio from **Scripps Howard Broadcasting Company**. The board has approved the quarterly dividend payable September 8 to shareholders of record August 25.

• **Braiker Radio Services** has named **Rob Hasson** to head the new **Local Radio Sales Division**. Hasson most recently served as VP/Director of Sales for **Olympia Broadcasting**.



Rob Hasson

• **Katz Hispanic Radio Research** has made available Spectrometers, station programming profiles. **Janet Therrien**, associate research director, says the Spectrometer gives a clear picture of individual Hispanic markets by breaking out formats, instead of classifying all stations as Hispanic. Look for Spectrometers on all formats in research kits more readily.

• **Family Marketing Group** of Ocala has formed **Hit Design** to manufacture broadcast and related products to the broadcast industry.

• **CBS** hooting about its San Francisco book for **KRQR**, noting "we broke open the champagne," **VP/GM Carl Dickens** notes the station is up in its fourth book from 11th to sixth from a 12-plus of 3 to 3.6.

• **NBC Radio** has acquired the exclusive Radio broadcast rights to **David Frosts'** upcoming one-hour interview with **President and Mrs. Bush**. the show will air Wednesday, Sept. 6 over NBC stations.

• **WNEW Radio** has signed the **New York Giants** to a multi-year agreement to the rights to the NFL team.

• **This Week In Music** has debuted over the **Premiere Radio Networks** via flagship station **KBIG 74**, Los Angeles.

Use "The Card" to Collect Ad Dollars

An Indianapolis Radio station has found an innovative way to gain new and out-of-town clients without the hassle of credit applications and bad checks. WZPL now accepts The Card. American Express.

"I think it's the wave of the future," said Roger Ingram, vice president and general manager of the Booth American station. "It's nice for the station: we're paid in 10 days and it's guaranteed."

WZPL went to the credit card company after an out-of-state concert promoter inquired as to whether the station took American Express and following a young salesman's frustration with luring new retail clients.

"He'd make a pitch and close the deal," recalled Ingram. "Then we'd say, 'You're establishing credit on WZPL — you're paying up front.'"

"Many new businesses didn't have the cash to pay in advance for their schedules and deals collapsed. So instead of wasting time wooing prospects we couldn't get on

the air, here was the solution," said Ingram.

American Express officials did not return repeated calls for comment on whether they plan to market their card to more Radio stations.

Other credit cards are being used by Radio stations for promotional value, but most deals are with Visa or Mastercards, offered in conjunction with professional teams, banks, etc.

Ingram said a handful of companies — mainly concert promoters and retailers — have done business with credit cards so far. He believes accepting credit

cards for payment is as much a convenience to the advertiser as it is to the station. As for the fees involved, he just tacks it onto the client's bill.

"American Express is 5%," he said, "so we bill the 5% as part of doing business."

Finally, while Ingram doesn't expect to put the American Express logo on his station's contracts any time soon, "I did put the little American Express emblem on the front door."



FCC Denies New York AMer's Request For License Renewal

A New York AM station has lost its license to operate after the Federal Communications Commission denied the licensee's request to reconsider its actions.

In denying Catocin Broadcasting Corporation of New York's request for reconsideration, the FCC said the owner of WBUZ-AM, Henry Serafin, had violated rules "with intent to deceive the commission."

Commissioner Patricia Diaz Dennis, concurring with Chairman Dennis Patrick and Commissioner James Quello, said Catocin was found unqualified to retain the license because Serafin "willfully violated the FCC's equal employment opportunity rule by discriminating against a job applicant because of her race; willfully violated an FCC rule by keeping the prize in keeping with the

contest's advertised terms and knowingly misrepresented the facts regarding the violations and concerning the placement of documents in WBUZ's public-inspection file, with intent to deceive the commission."

In an attempt to overturn the commission's ruling, Catocin asked for reconsideration in light of the commission's approval of the settlement agreement providing for the divestiture of RKO's Los Angeles VHF station, KHJ-TV. Catocin claimed the commission's decision was inconsistent.

Serafin's lawyers argued that the owner's actions "paled in comparison" with the findings against RKO and the ruling against WBUZ applied a double standard, a harsh one for small licensees and a lenient one for "the RKO's of this world."

Headrick To Lead NBC Radio Affiliate Executive Group

The newly-elected NBC Radio Affiliate Executive Committee has been announced by Jack Clements, vice president/network operations of Westwood One Inc. The eight-member board is headed by Ken Headrick.

Re-elected members are: Ken Headrick, GM at KFAB in Omaha, NE; Roy Shapiro, VP/GM at KYW in Philadelphia, PA; Ray Watson, GM at KXL in Portland, OR; Tony Renaud, VP/GM at WBT in Charlotte, NC.

Newly-elected members are: Allan Land, VP/GM at WHIZ in Zanesville, OH; Terrence Rodda, VP/GM at KONO in San Antonio, TX; Dennis Curley, Pres./GM at WCXU in Caribou, ME; Roger Greenley, GM at WDAY in Fargo, ND.

"We feel we have a very strong Affiliate Committee in place, and we are looking forward to working with the NBC Radio Network to enable the network and the affiliates to work together to continue to make NBC News and Talknet even more viable network operations," said Chairman Ken Headrick.

"The relationship between a network and its affiliates board must, of necessity, be a close and positive one," said Clements. "I'm confident that, working together with Ken Headrick and the outstanding broadcasters on the Affiliate Executive Committee, we will continue to move NBC Radio and Talknet toward the dominant position they deserve."

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Futures Committee Planning Spots

The Radio Futures Committee, in planning the next phase of Radio commercials for their Radio advertising campaign, will reach out to the creative elements of the Radio industry for creation of first person listener and advertiser testimonials.

Plans have been made to create a national contest among Radio programmers and producers. Twelve 60-second spots will be distributed nationally for use as part of the 1990 campaign.

The Futures Committee on May 26 launched the national campaign, "Radio. What Would Life Be Without It." In response to needs expressed by Radio programmers and producers, the committee will not only introduce the testimonials, but also new music-by-format jingles at the Radio '89 Convention in New Orleans beginning September 13.

Print advertising in trade and consumer publications featuring the testimonials and the impact from successful nationally-known clients will begin in late September and continue through the traditional fall media planning and budgeting season. Advertising and public relations for the Radio Futures Committee will be handled by Morgan Rothschild & Company based in New York.

Also under consideration by the committee for 1990 are sales tools and collateral materials designed to help Radio stations use the campaign theme and supporting research in day-to-day advertising sales.

A sales development video presentation is planned for Spring 1990 and the committee is assessing ways to make the best use of existing RAB and NAB programs and staff to integrate the campaign into sales development and government relations activities.

A report to the industry on the first flight of print ads and on plans for 1990 and beyond will be made at the RAB's managing Sales Conference in



Staying Clean With WNCN

WNCN in New York's morning announcers Bill Jerome, Candice Agree (in tub on left), and the WNCN Phantom, Chris Norris (top hat and mask) battle it out with representatives from WPLJ (tub on right) at the American Cancer Society Bathtub Race in Queens.

Dallas during January.

Jerry Lyman, co-chairman of the committee and president of Radio Ventures, L.P., noted, "The strength of Radio as an entertainment and advertising medium is the people in our industry. As we plan the next

flight of Radio commercials, we intend to make the best possible use of the talent of Radio. By seeking advice of key programmers and conducting a national contest, the Radio Futures Committee will tap the best creative minds in Radio."

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Transtar Jumps To No. 1 In Latest RADAR Report Of 12+ Audiences

continued from page 6

ABC's Rock Network was 10th, ABC's Direction Network and FM Radio Network were tied for 11th.

ABC had 11 of the top 20 network shows, including Paul Harvey programming which ranked first through fifth among all network programs. Harvey's weekday morning program ranks first among all network programs followed by Harvey's midday program in second. His Saturday 8:30 a.m. show is third.

United Stations Network 1 was seventh overall, followed by CBS Radio Network and The Source from NBC. CBS RadioRadio was 13th, followed by Satellite Music Network, US Network 2, Transtar 2, Sheridan Radio Network, National Black Ra-

dio Network and Satellite Music Network 2.

The spread from top to bottom was 2,273,000 to 358,000 listeners each hour.

Transtar reported it was No. 1 in 12+, 18+, 25-54 and 18-49.

The Source said it experienced a 13.7 percent gain in its target audience of 18-34 and regained its top position among young adult networks.

NBC Radio Network said it experienced a 14.5 percent growth in its target of 25-54, placing it sixth out of 19 measured networks. NBC said it jumped 11 percent in 12+.

With the latest merger of SMN and CapCities/ABC, the two showed an

RADAR 39 Network Rankings

Persons 12+ Monday - Saturday 6:00A - 7:00P

1 Transtar Radio Network	2,273,000
2 ABC Information Radio Network	2,113,000
3 ABC Entertainment Radio Network	2,036,000
4 NBC Radio Network	1,642,000
5 Mutual Broadcasting System	1,621,000
6 ABC Contemporary Radio Network	1,449,000
7 United Stations Radio Network 1	1,387,000
8 CBS Radio Network	1,371,000
9 The Source Radio Network	1,322,000
10 ABC Rock Radio Network	1,268,000
11 ABC Direction Radio Network	1,167,000
11 ABC FM Radio Network	1,167,000
13 RadioRadio Network	1,136,000
14 Satellite Music Radio Network	1,039,000
15 United Stations Radio Network 2	1,031,000
16 Transtar Radio Network 2	745,000
17 Sheridan Radio Network	487,000
18 National Black Radio Network	358,000
- Sa " radio Network 2	

From The Broker

• **WMGR-AM/WJAD-FM** in Albany, GA, have been purchased by **Waldron Broadcasting Company, Inc.** from **Guardian Corporation** for \$3 million plus a tax certificate, subject to FCC approval. **H. Patrick Swygert** is president of Waldron Broadcasting, a Pennsylvania corporation.

• **Bancora Broadcasting Corporation** has purchased **WCOS-AM/FM** in Columbia, SC from **George H. Buck, Jr.** for \$12.5 million plus a tax certificate, subject to FCC approval. **Ragan Henry** is the principal of Bancora Broadcasting in Pennsylvania. **H.B. LaRue, Media Brokers** of New York, Atlanta and Beverly Hills acted as the broker in these transactions.

overall 45 share of the 12+ audience to a 23.9 for the combined Transtar/United Stations, and a 20.1 for the Westwood One Networks (NBC, The Source, Mutual) and an 11.0 for CBS.

Understanding the RADAR report can be as complicated as the process of gathering the information itself.

According to Bill McClenaghan, vice president of research services for ABC, some networks do not include all dayparts in their total week. For example, neither Mutual nor Satellite Music Network 1 have programming in the Monday-Saturday, 7 p.m.-Midnight daypart, nor do they have any programming on Sunday.

Both companies have a separate network for this excluded programming, Mutual PM and SMN 2.

He notes the most appropriate way of looking at total week rankings is to use a daypart common to all major networks, Monday-Saturday, 6 a.m.-7 p.m.

Overall, gainers outmatched losers in RADAR 39 as 13 networks went up and only five went down based on persons 12+.

Double-digit winners included Transtar, up 13.4 percent, NBC, up 11 percent, United Stations 2, up 22.9 percent and Sheridan Broadcasting, up 15.1 percent. There was only one double-digit loser. The National Black Network was down 19.4 percent.

Who's The Typical Listener Of AOR, Country?

Programmers are always trying to get inside the "numbers" to determine just who is listening and their listening habits. By studying these examples provided *The Pulse* by Katz Radio Research, certain patterns emerge in listening with each format.

Patterns in listener habits for AOR and country have changed dramatically over the years, particularly within age group cells.

The graphs below compare listener habits between Fall, 1984 and Fall, 1988, based on figures provided by Arbitron Ratings.

Consider these facts about AOR:

- The AOR listener has grown up

with their music;

- AOR is no longer a 12-24 format. In fact, AOR's key demo, 25-34, represents 43 percent of 25-54 adults, Radio's most requested demo;

- AOR listeners index above the norm in job description, income, etc.

- The 25-34 audience uses Radio more than TV, newspaper or magazines.

Consider these facts about Country:

- Country Radio stations are ranked No.1 with adults 25-54 in over 30 percent of the top 100 markets;

- One out of six Americans is reached by country Radio every

week;

- The typical FM country listener is 42 years old, right in the middle of the 25-54 demographic. The AM country listener is typically 54 years old;

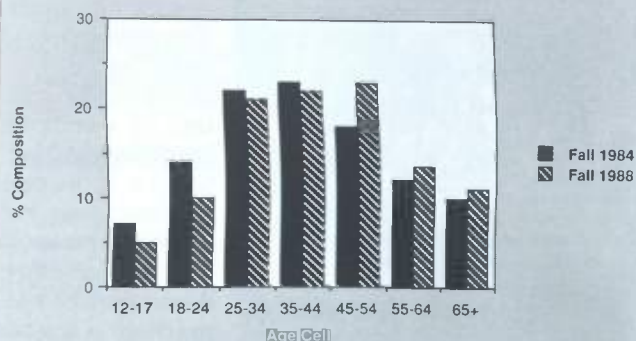
- Country Radio converts 64 percent of 12+ audience to 25-54 shares;

- Country Radio listeners use Radio more than TV, newspapers or magazines;

- The country music listener is a thousand miles away in lifestyle from the uneducated, rural stereotype once identified with the music.

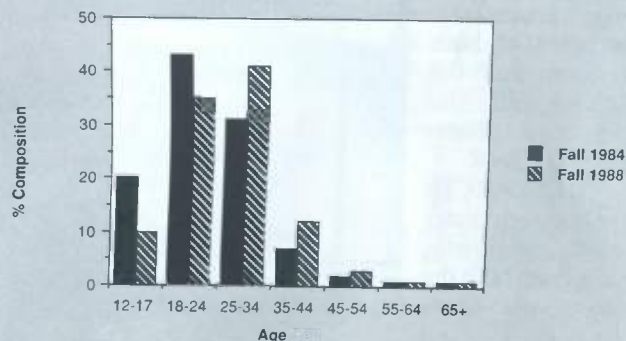
Source : KATZ Radio Group National Format Averages, Fall 1988 Arbitron Mon-Sun 6A-/MID

Country (FM) Composition



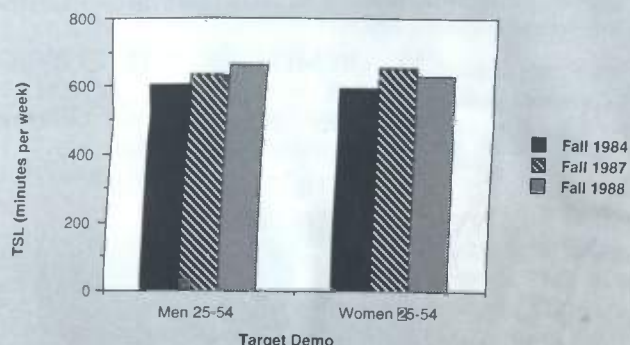
All Cells 35+ exhibit gains, while 18-44 cells are losing compositions.

AOR (FM) Composition



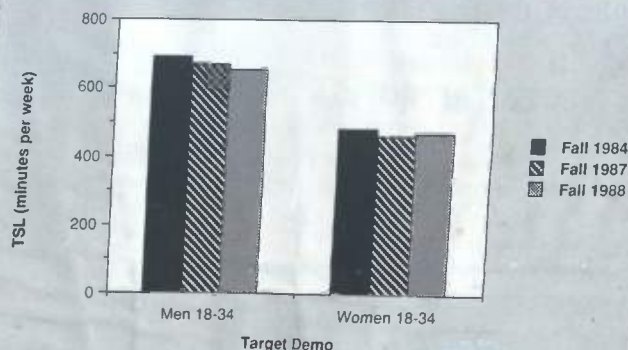
AOR Stations have exchanged 12-24 in favor of 25-54 strength.

Country (FM) TSL



TSL for men is on a steady uptrend while women fall back to lower levels.

AOR (FM) TSL



Women increase slightly after a dip in fall, men continue a steady downtrend.

Selling Radio

by Dan Garfinkel

12 Ingredients For A Sales Promotion

Here's a check list of the 12 ingredients a successful sales promotion must have. Keep in mind as you think about these things, that sales promotions also include what we call "station promotions." When you run a major contest to attract new cume or to extend time-spent-listening, you are running a "sales promotion" for your station.

1. DEFINE OBJECTIVES: Understand why you are running the promotions, from the viewpoint of both the client and the station, and the long- and short-term objectives.

2. RESEARCH: Understand your target audience, again, from both the station and client viewpoint. Find out as much as you can about the past performance of similar promotions. Examine and compare the results of the promotion when it's over.

3. SELECT AN APPROPRIATE VEHICLE: Link the promotion to a vehicle that can carry it. Example: use a free premium is not recommended when the costs exceed the potential profit.

4. DELIVER A CONSUMER BENEFIT: Don't be seduced by "flash and trash" or by the client's insistence on an unworkable premise. Will your listeners run to enter a contest to win something they don't really want?

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Selling Radio

by Dan Garfinkel

12 Ingredients For A Sales Promotion

Here's a check list of the 12 ingredients a successful sales promotion must have. Keep in mind as you think about these things, that sales promotions also include what we call "station promotions." When you run a major contest to attract new cume or to extend time-spent-listening, you are running a "sales promotion" for your station.

1. DEFINE OBJECTIVES: Understand why you are running the promotions, from the viewpoint of both the client and the station, and the long- and short-term objectives.

2. RESEARCH: Understand your target audience, again, from both the station and client viewpoint. Find out as much as you can about the past performance of similar promotions. Examine and compare the results of the promotion when it's over.

3. SELECT AN APPROPRIATE VEHICLE: Link the promotion to a vehicle that can carry it. Example: use a free premium is not recommended when the costs exceed the potential profit.

4. DELIVER A CONSUMER BENEFIT: Don't be seduced by "flash and trash" or by the client's insistence on an unworkable premise. Will your listeners run to enter a contest to win something they don't really want.

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COLLEGE FOOTBALL

FILLING SATURDAYS WITH \$\$\$

By Roger Fischer

Radio networks that carry college football, whether national or regional, provide an avenue of revenue and a programming alternative in every market across the country. A station might program CHR during the week, but carry college football on Saturdays.

"When you think about the fall, and Saturday afternoons, you think about college football," Westwood One director of sports, Larry Michael, said in a recent interview.

Michael has a message for Radio station owners: College football in general has a built-in listenership.

"College football is all you hear about on fall Saturday afternoons," he said. "So why not go with it - something you know will get an audience? Regardless of your format.

"The enthusiasm for college foot-

ball is higher than for the pro game. The unexpected happens a little more."

Perhaps a comfortable No. 1 station in a market might not want to delve into this type of format interruption, but that leaves a string of

WBBM is entering its second year of affiliation with Mutual's Notre Dame schedule. That situation was settled after years of the Irish games bouncing around the Chicagoland Radio dial.

"We have to have a powerful station in Chicago, and WBBM serves that purpose," said Michael.

WIOD is the top-ranked AM station in the Miami market, yet that station has become an institution in sports, both local and national. It is now in its seventh year of coordinating the Miami Hurricanes' Florida-wide football network.

The questions you ask, according to general manager, Mike Disney: "Does it bring ratings into other parts of the Radio station? Do the clients, because of the relationship on the football broadcasts, become clients the rest of the year and in other dayparts?"

WIOD "is in the upper third of the class" among regional networks of major colleges, according to sales manager, Phil Costin. Obviously, the station has benefited from the Hurri-



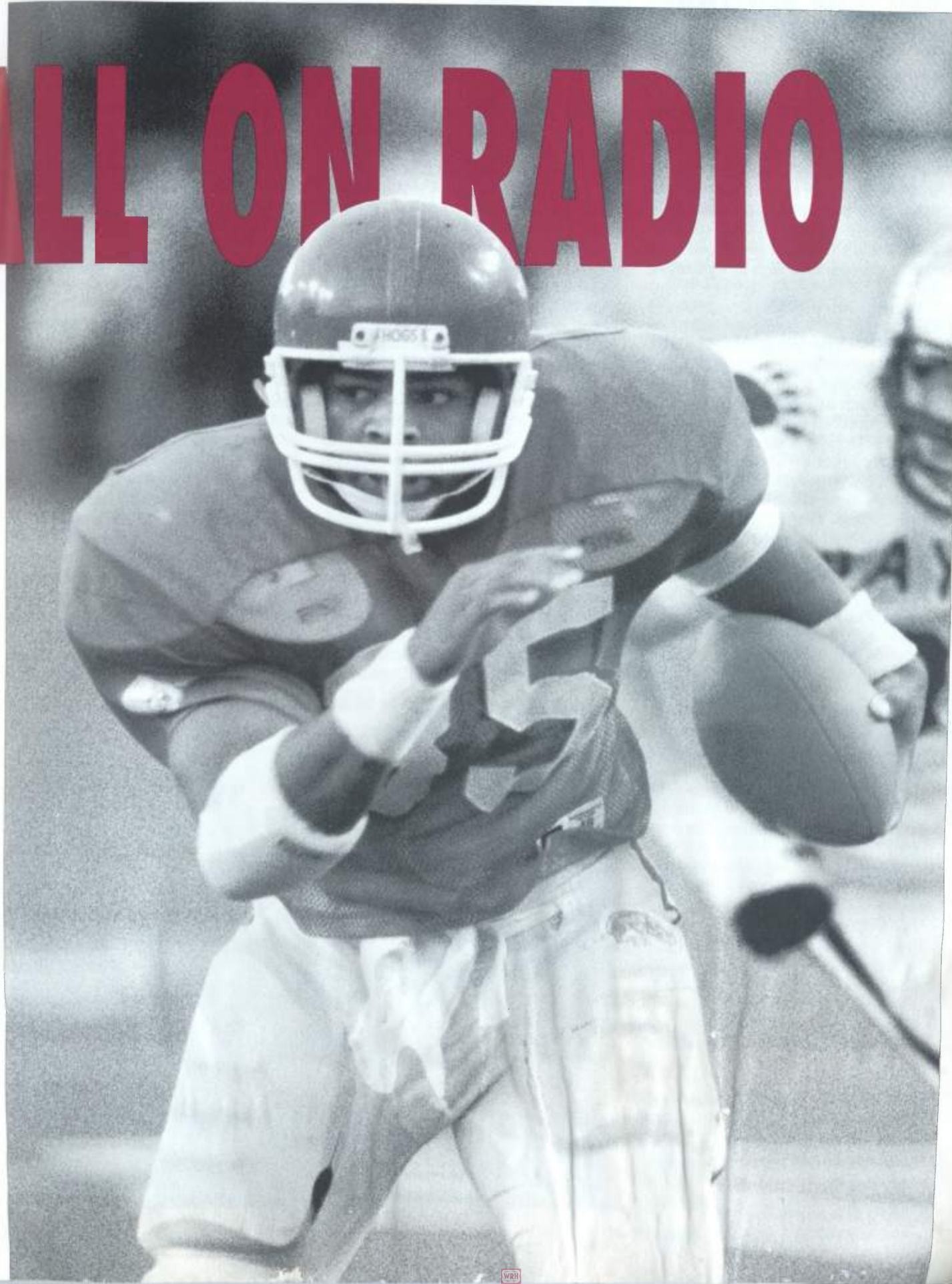
College football has been on Radio for years.

pretty fair prospects. Besides, who is comfortable anymore in the highly competitive Radio business?

In Chicago, for instance, the major metropolitan hotbed for Notre Dame football, CBS-owned and operated

Photo: Lee Baker

BALL ON RADIO



COLLEGE FOOTBALL ON RADIO

canes' surge over the past decade that brought two national championships over the past four years.

"Colleges 'die' for their broadcasts to be heard far and wide," Costin said. "For recruiting purposes, they want their games heard, so high school kids from all over can hear about those teams and get pumped up."

Because of a proliferation of Hurricanes-related programs outside of the game broadcast itself, WIOD is one major station unable to pick up a second college football network offering, such as from Mutual or any other source. (It has been flagship for the NFL Dolphins since somewhere around forever.)

Regional networks alone can count affiliates near the 100 mark. The University of Georgia has nearly 90 and Alabama has about 80, according to Dick Frick, affiliate and advertising coordinator for those two networks.

The Southwest Conference is one of the largest because of the number of teams involved in Saturday broadcasts. Not counting Texas and Texas A&M, you will have Texas Tech, Houston, Baylor, Rice, TCU, SMU and Arkansas on the line-up. A different number of stations carry different teams, and the network makes available all teams on a weekly basis.

Stations can carry a day game and a night game, and sell the entire package.

There are hundreds of college football networks, big and small. One example of offering successful college football broadcasts is Mutual Broadcast System's Notre Dame football network. It is a moneymaking machine for hundreds of stations.

Larry Michael presides over the Mutual productions of college football broadcasts on a national basis. The Mutual Radio college football package, which consists of Notre Dame football and The Top 20 Game of the Week, is an empire that expects to count upwards of 300 stations on its affiliate list for the upcoming college season.

Mutual's Top 20 schedule, which

consists of 12 weeks of football, will be going up against a new competitor from Chicago, Public Interest Affiliates (PIA). They will send two games each week, one in the afternoon and one at night, to an already impressive list of stations, including markets such as Chicago, New York, Miami, Houston, Cleveland, Pittsburgh and Cincinnati. As of press time, PIA still is negotiating with stations in Los Angeles and San Francisco.

Is there room for the new guy? PIA's director of marketing and advertising, Tim Rappe, sees this new venture for the 10-year old company as a complement, not a competitor, for Mutual. He pointed out that no one network can cover the college football landscape alone.

"I don't set this up as a contest between Mutual and PIA," Rappe said. "There is room for everyone."

Nevertheless, he is competing in part with a perceived giant known as Notre Dame football. The Mutual-Irish relationship has endured... through harvest and famine, Michael said, pointing out, though, that the number of affiliates has fluctuated

along with the Irish's chart of progress over the years.

"Back in the Dan Devine era, we had more than 300 stations," Michael said. "Then after Gerry Faust took over, their program went downhill. Our number of affiliates went down to below 200."

We're in the process of rebuilding."

That chore should be somewhat easier since the Irish enter the 1989 season with a brand new national title.

But it also has a lot to do with tradition and a Notre Dame mystique that engulfs all 50 states of the union and points far and wide on the globe.

"There are Notre Dame clubs in Tokyo and in Italy, expanded to around the globe by the Armed Forces Radio Network, which has carried as many as 70 percent of Notre Dame football games," Michael noted in explaining the nationwide attraction of the Irish.

In the second year of a five-year agreement with Notre Dame, Mutual has been with the Irish for 22 years.

But without affiliates, there is no network. And if there are no incen-



Photo: Lee Baker

PULSE Quick READ™

tives, there are no affiliates. Mutual offers a barter agreement to its affiliates for either or both the Notre Dame and Top 20 packages. Network sponsors are Budweiser and Buick, which leaves the local field open for local or national advertisers not in direct competition with the those two commercial giants.

"It's a good deal for a station locally," Michael pointed out. "For instance, if a local auto dealership is owned by a Notre Dame alumnus, it's a natural sale."

The Irish phenomenon being what it is, there probably are more people around the nation who call Notre Dame their alma mater than could have qualified for enrollment at the South Bend, IN, institution over the past 50 years.

That, in effect, is the mystique.

"We're covered from Punxsutawney, PA, to Los Angeles."

Other options in the Mutual package include a Tuesday night call-in show (8 p.m. - 9 p.m.) with Notre Dame head coach Lou Holtz. The affiliate list for that program alone is expected to reach somewhere between 100 and 120 this season. Besides its worth as pure entertainment, it allows game-broadcast affiliates to promote their weekend's worth of action and keep the fires burning during the week for the fall game.

The step from boutique to big-time is what spurred Public Interest Affiliates into this fall's arena. And Mutual provided the model to form what could be an explosion for college football on national Radio.

PIA has made its way to this point by producing news and sports specials in short form. Long-form programs such as this sports offering indicate a new direction.

According to sports program director, Lou Canellis, it's making its way by establishing working relationships with universities throughout the country to market its Top 20 games of the week this season.

"Our philosophy is to work hand-in-hand with the university, not to the point where I'm stepping on their (regional) networks," said Canellis.

- In most parts of this country, Saturday afternoons and college football are synonymous.

- Two syndicators of college football, Mutual and Public Interest Affiliates, provide Radio with programming opportunities.

- Not only can Radio stations focus on the actual game itself, but they can carry a variety of game-related shows, such as interviews with coaches, game previews or reviews and call-in shows. All are saleable.

- National and regional college football networks provide revenue-generating opportunities for Radio.

To that end, PIA has worked out arrangements to build a 29-game schedule involving expected Top 20 college football teams.

Is there a market for it?

Definitely, said Canellis, virtually echoing the sentiments of Westwood One's Michael.

"Say you are the program director of a Radio station in Birmingham, AL, and you already carry your local team. Alabama plays at 1 p.m., and you've noticed that your advertisers are eating up live college football.

"I've put together a schedule in which you can have your own early game, and from us, you can still take a late game."

Affiliates would be asked to clear from 11 to 14 games, either the day or night side. Broadcasts are being planned for Labor Day and Thanksgiving Day. Higher profile affiliates could negotiate a pick-and-choose situation.

"Thank you, ESPN," Canellis said, acknowledging television's influence of spacing out the start times of the big college games each week.

But why would a station want to carry games of a team not readily identified in its particular area? Since each of PIA's games will involve at least one highly-ranked team, there

should be a good amount of national interest, Canellis said.

Obviously, sports interests are much less provincial today, given our mobile society. The popularity of college football's rise to glut proportions on television in no small way has influenced PIA's decision to capitalize on the Radio end.

PIA expects to assemble between 150 and 160 affiliates for the "Sears College Football Saturday" - as the whole package will be dubbed.

To obtain rights to its slate of games, PIA has gone to the home teams involved in its target broadcasts. In no cases will either the home or visiting team's own regional networks be infringed upon, Canellis points out.

"For each game, that still leaves me 48 or 49 states to clear."

Sears' name as the title sponsor alone might indicate the instant value of this plan.

Actually, ESPN can be thanked for the overall scheme of things for PIA. This network intends not only to focus on its game coverage, but to act as a window to college football each weekend. Pre- and post-game shows will be a half-hour in length.

"It really is, in one sense, a new concept," said PIA's sports marketing chief, Tim Rappe, "but, in reality, it is a throwback. It used to be the Gillette World Series on national TV and Radio. With Sears as the sole national sponsor, local stations won't have as many conflicts to deal with on their sales end. It's really an open card for them," Rappe said.

Covering college football's "big picture" is also an idea borrowed from TV.

"It's the ESPN Game Day concept on Radio," Rappe said. "I want people to know in LA that they can tune into our station there and get the whole picture. Anything that happens, we'll be on top of it."

The focus will indeed be broad in PIA's vision.

"That's what makes the Nebraska-Colorado game valuable in Poughkeepsie. We will never be far away from a score," said Rappe.

JOHN TYLER

The Deal's Done—Looking To The '90s

John Tyler is the chairman, president and chief executive officer of Satellite Music Network in Dallas, TX. The company has been purchased by CapitalCities/ABC and has exceeded 1,000 affiliates.

Tyler, an Arkansas native, began the satellite-delivered network in March 1981, and the company went public in 1984.

SMN did well quickly. The network had over 100 stations in just 10 months and has grown to a point where Tyler predicts growth of an additional 1,500 affiliates over the next five years.

A former television manager, his reputation has been built on successful broadcast management responsibilities, particularly television. However, he ran Pacific and Southern Broadcasting, which included seven Radio stations. It was there he got the idea of the satellite-delivered, full-service, round-the-clock format programming.

The deal with CapCities was finalized by shareholders July 31. *The Pulse* took the opportunity to look back at the network's beginnings, its future, and its leader:

PULSE: Your shareholders have approved the CapCities purchase of SMN. Is it all finalized?

TYLER: Well, actually, it was finalized on Monday the 31st.

PULSE: So all the transactions have taken place?

TYLER: Yes.

PULSE: Will you stay on and run the company? What are your plans under the new company?

TYLER: Yes, I'm going to stay on. My plans for SMN are to continue building as we have over the past eight years.

PULSE: Will there be any internal changes, major changes, under new

ownership, or are things pretty much going to remain the same?

TYLER: As I see it now, and we have had one visit from ABC, I don't anticipate any changes except just growth, and growth always brings about some change - just growth and expansion, that is what we've been doing.

PULSE: Satellite Music started at a time when satellite-delivered music was still doubted by many people. Did you ever think it would get as big as it is today?

TYLER: I probably didn't. One of my partners early on was Kent Burkhardt. Kent and I thought that we might get up to 300 affiliates someday, and of course we blew right on by that. And

the biggest concern from broadcasters early on was 'Would the satellite fall out of the sky?' But we got past that in about four months, and it just grew very rapidly. We were at about 110 affiliates at the end of the 10 months and it has continued to grow very well. We anticipate another 1,500 affiliates in the next five years.

PULSE: So that would put you up over 2,500.

TYLER: Yes.

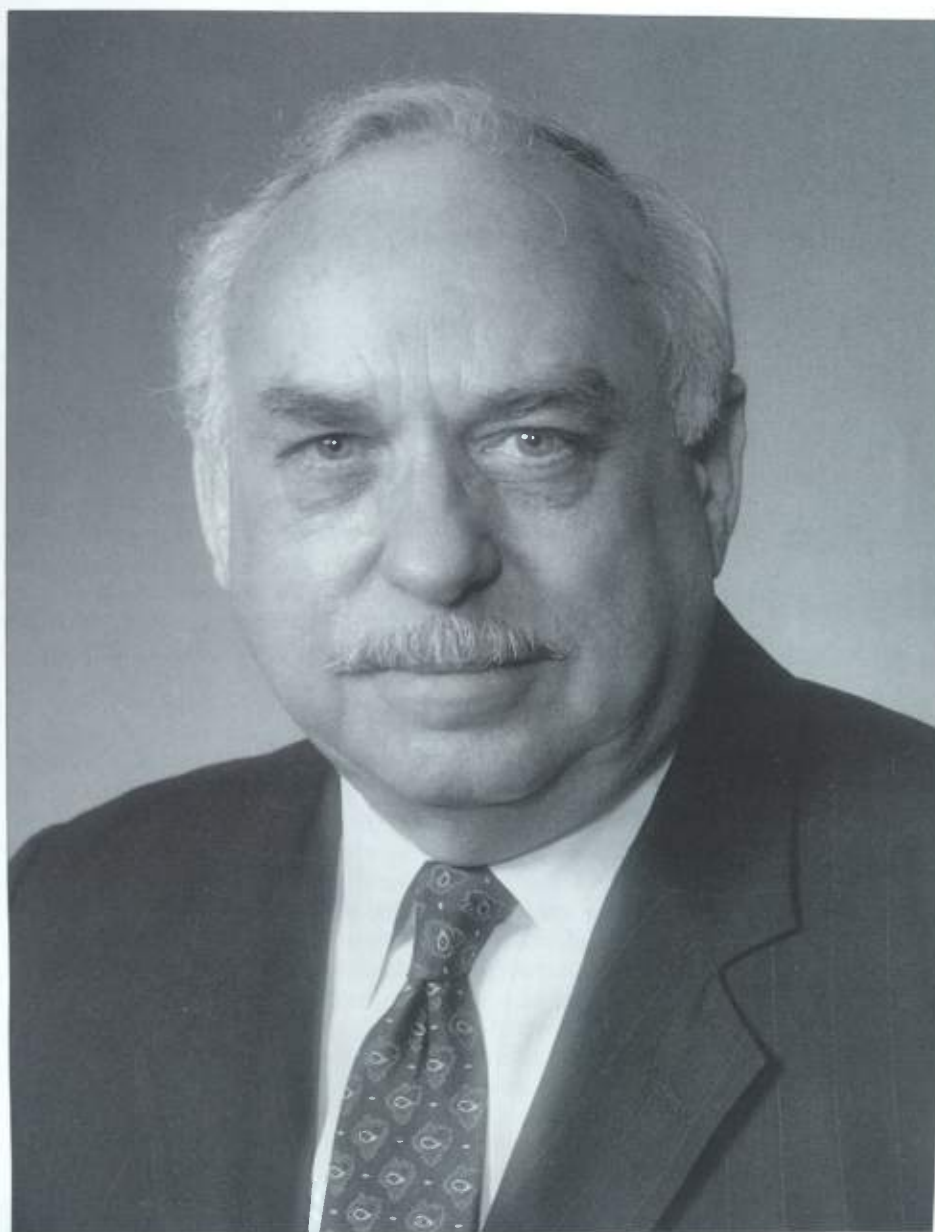
PULSE: Why do you think that Satellite Music has done so well in the market place?

TYLER: Well, we provide certainly a premium product - well-researched

music, a total package that we offer affiliates, with not only top-notch disc jockeys and live news around the clock, and not on just some formats. Our news department is always present, and can feed all formats in case of a big breaking news story. We have five features that we feed most of our formats everyday that is free. We furnish

merchandising and ideas to help the affiliates sell, advertising tools for them to work with in sales with their clients. I think we provide almost a total business when we sign up a format. It's more than just getting a music format, which is a premium product that is well-researched with top-notch disc jockeys, it goes well beyond that. We're basically broadcasters and we understand small, medium and large markets. We do produce a premium product, and we work with our clients.

PULSE: *Was the original goal to help these stations eliminate their program-*



ming costs?

TYLER: I think the drive with me has been for a long time to eliminate some of the problems small, medium and large market Radio stations were having. And those are the high cost of operations and the high cost of talent. In a small or medium market, there is difficulty obtaining talent, or getting talent to stay with you, or getting talent to show up on time. And rather than having some high-schooler that you turn your Radio station over to at night or for the weekend, we provide a quality professional disc jockey. Our idea all along was to provide pre-

mium programming - well-produced, well-executed, well-researched - to stations who alone could not afford this. As a matter of fact, in the process of doing that we were able to eliminate 25 to 30 percent of their operating costs. So really, they got a better product at a much reduced cost.

PULSE: *So on top of that savings do you think the satellite networks have been able to overcome the old stigma that 'this doesn't sound local enough, that this sounds too much like its coming in off of a satellite.' Has that been washed away pretty much?*

TYLER: Well, no, I don't think it has been washed away. I really don't. Every time a Radio station has a group of people in it that operates locally, as they say - which I think, incidentally, is a myth - they have a little kingdom in their operation. And what we do is destroy that kingdom and sometimes destroy a clique by coming in and

JOHN TYLER

Our idea all along was to provide premium programming - well-produced, well-executed, well-researched - to stations who alone could not afford this.

providing top-notch disc jockeys and good programming. I think there is always resistance at some level, where maybe some people think that their kingdom is being destroyed, or their job is being pre-empted. We are always going to have to overcome that. But a smart operator, a smart manager, a smart owner, realizes that, and I guess there are 2,000 or 2,200 of them around the country now. The obstacle is to ourselves or to our competitors for programming because they see the advantages of it, but there is that resistance at a lower level. We haven't done this lately, but I can recall several years ago taping a Radio station where the programming manager and the station manager were always saying that they were local and they couldn't be local off a satellite. The truth of the matter is that after taping three hours of their morning show, they didn't say one thing that was local. So, I think for the most part that is a myth. We have places in our programming where you can insert local weather, local news, traffic reports, local features that are easily and professionally integrated into our programming. We show affiliates how to do that, and a number of our affiliates have even won local awards for our disc jockeys being the local disc jockey of the year. So, there is a feeling among those affiliates that the audience doesn't even realize that that is not local.

PULSE: *One of the major concerns of any network would be to get into the large markets. Do you find yourself having to pay higher fees to get into the top 10 markets, or is it becoming easier?*

TYLER: It's becoming much easier. There are some markets, of course, that we need to be in. But for the most part we have maybe out of 1,065 affiliates, only eight that are so called comps that just run our spots for no money.

PULSE: *So in markets like L.A. and San Francisco is it getting easier to pinpoint specific stations rather than just go after anybody?*

TYLER: We have a new research system called Prism which allows us to use census data to determine what

format would work best in what market. In other words, we have a profile of all our 10 formats now - of what that listening audience is, where it lives, what it eats, what it votes on, what it drives. For example, San Francisco, it happens we are currently negotiating for a station in San Francisco. We are able to go to our Prism system and pull out a map of exactly where our potential listeners of a given format live, what they spend their money on, where they eat, how much wine they buy, how much canned corn beef they buy, and say to the station owner, 'not only here is where you need to promote, but here is who to go call on to sell advertising to.' It's a tremendous system, and it is enabling us to get to the big stations - FM stations in big markets - where before we hadn't been able to get to.

PULSE: *Which format represents your most affiliates? Adult contemporary?*

TYLER: Well, that's close. Our Country Coast-to-Coast has the most affiliates, followed very closely by adult contemporary. The next size format would be Pure Gold.

PULSE: *The country you are talking about is one of the first two you had - right?*

TYLER: Yes, country and adult contemporary were the first two.

PULSE: *What is behind the KNIX venture with country?*

TYLER: Well, this is very interesting and very exciting. We have decided - in our sort of designer format that we're now creating - to joint venture those new formats with people who have spectacular long-standing records of success in those formats. And, of course, KNIX in Phoenix has just been a premier country station for years. And Larry Daniels is the man who ran it. It's owned by Buck Owens and very ably managed by Michael Owens, his son. It's just probably the best country music station in the country. And, so we went to them to get them to develop our traditional country format, because of their expertise in this area. And again the same thing with KOOL, and in Phoenix because of their outstanding success with that particular area of music.

So, it is very exciting to go into a joint venture where we can develop a format along with someone who has years of experience in this area of music.

PULSE: *What do you think will become of the WAVE format? There's been a lot of talk with the numbers up, numbers down - what do you think about the WAVE?*

TYLER: Well, I think it is an emerging format. As you go into the '90s, it very well may become the new beautiful music. There is great potential for one station in each market to play this kind of music, which is soothing and relaxing, sensual - all the things that are part of this format. I think it's a great format and it has a large potential, but it's going to take some time for that to develop.

PULSE: *Do you think that the criticism so far has come just because it is new?*

TYLER: Of course, everybody's shooting at it.

PULSE: *Isn't the format like Z-Rock more appealing in some ways and does a format like Z-Rock or a format like AC have more potential than a format like the WAVE, or is it definitely a niche type of format?*

TYLER: Well, first of all, the field is radically different and for different reasons. To some degree, they have some similarities in that the WAVE, like Z-Rock has fans rather than listeners. The fans wear Z-Rock t-shirts, or in the case of the WAVE, they wear the WAVE shirt, or go to the beach with a WAVE towel. They want to be known as WAVE listeners or Z-Rock listeners. They're more than just listeners, they have become fans, and that's a lot different from most Radio formats. They develop the core listeners into fans, as compared to the AC listeners who just turn on a station everyday. The people in both of these formats are so active it's unbelievable. And, of course, the demographics are greatly different. As far as the potential is concerned, we are in the format business. Some people are emotionally keyed to selling the WAVE rather than Z-Rock and visa versa. You have to find a manager who really likes to do that particular kind of format. And that's the reason

we do both of those. I mean we produce formats not only to appeal to listeners, but also have to do formats that are going to appeal to owners and operators. You see, managers and owners really get into the WAVE or really get into Z-Rock.

PULSE: *How is Z-Rock doing, and what do you expect from it?*

TYLER: Well, I expect it to have almost explosion growth. What really drives Z-Rock is the sale of records and tapes, filling concert halls with groups like Metallica and Anthrax, Bon Jovi, of course, and Cinderella in the early stages of it. I think that particular music, which is hard rock music, is really exploding. For example, we did a live concert with Living Color a while back. It's one of the hottest groups in hard rock today. I think if you take a group like Living Color, and we broke their album, as we did with a number of other albums, I think that that type of music today is where the Eagles were in the early '70s, or Fleetwood Mac in the early '70s, or the Rolling Stones, or the Who. You know we've got a whole new generation of people who are listening to groups like Skid Row, and Metal Church and Metallica, Dokken and Def Leppard, and that's a hard rock group of musicians. I think that area is growing, and it's selling an enormous amount of records, and concert hall after concert hall, and that's a great format. When AOR came along in the early '70s with those groups like the Stones and Lynyrd Skynyrd, and the Eagles and so forth, a lot of stations weren't playing them, and the AOR stations of today were born in the early '70s. So they started playing music that really wasn't being played on top 40, really wasn't being played anywhere, and yet were selling millions and millions of records and were selling out every concert hall in the United States. And that's where we are today with the music that Z-Rock plays. If you look at the record sales, you'll see that the groups like Metallica and Ozzie, and Living Color, and Def Leppard have come right out of the top 10 most-sold records last week. And that's odd

I mean we produce formats not only to appeal to listeners, but also have to do formats that are going to appeal to owners and operators.

JOHN TYLER

Just yesterday
we received a letter
from Shanghai Radio
saying how proud
he was of the
programming, and
saying how proud
he was to have
American disc
jockeys.

that a lot of the stations aren't playing them. A lot of the CHRs aren't playing them, the AORs are playing for the most part classics or oldies, that leaves a great void in the market place for a format like Z-Rock.

PULSE: Any estimate on numbers that you hope to reach in the format?

TYLER: I think that we will reach 100 affiliates by this time next year.

PULSE: Was Monday the 31st the culmination of your success story?

TYLER: Well, we've had so many successes. If you look at a market like Denver, we have three affiliates there. Collectively, they are number three in Denver. We have two affiliates in New Orleans that collectively are number four in the market. Those are great successes. It's really a lot of fun to see that happen. Our entry into China was a lot of fun and a real high point for us, and I continue to be excited about that. We are about to announce a European venture and I'm excited about that, but I can't expound on that. Just before ABC took over, the best month we've ever had in our history was June, the best quarter we have had in our history was the second quarter this year, the best first half year that we've ever had in our history was the first half of this year. All of those are milestones for us, but to tell you the truth, we have had so many successes in our history that it's just exciting to come to work every day.

PULSE: How about mistakes? Are there any out there that you have made that you would like to have back?

TYLER: Mistakes? No, because they are all learning experiences. You don't learn as much from successes as you do from mistakes, so they are both valuable.

PULSE: You mentioned China, and you're now in Japan as of a couple weeks ago. What is the potential of something like that? What kind of numbers can you expect from an international venture like that?

TYLER: I honestly don't know, I really don't. I think it has enormous potential. For example, in Shanghai every day we run four different formats which are produced for China with

English speaking disc jockeys, which they love because they like to hear English spoken. We run an hour at noon and we run an hour at five o'clock, seven days a week. We have 1,800,000 listeners a day, by government research. They have a method not unlike Arbitron, except they have a person who visits the homes with a diary, and the government employees fill out the diary as the family answers the questions. So, I think from an audience standpoint in China, they love rock and roll, they love country, they love our disc jockeys. It's incredible to see what's happening over there in terms of audience. We expect that before the end of the year we will move our programming, in addition to Shanghai, to Fujian and Guangdong, which are two of the other big providences there. As a matter of fact, just yesterday we received a letter from Shanghai Radio saying how proud he was of the programming, and saying how proud he was to have American disc jockeys.

PULSE: So that's working well for you?

TYLER: Yes, absolutely. I think that American music anywhere in the world - where we can go and put together our formats, that's what we are going to do, and that's tremendously exciting. Marianne (Bellinger), who handles our international operations, receives inquiries from all over the world, most notably is a station in Rio. We received one from Monaco who wants Z-Rock. We have a number of interests in Germany. Last week we had an inquiry from West Germany, which is now completely deregulated. So it's a whole new world of opportunity out there.

PULSE: Any predictions you'd like to share or make?

TYLER: Well, I think that five years from now, if we can do this interview again, which I hope we can, I think we'll have 2,500 affiliates, and we'll have a large international operation.

PULSE: And that will put you close to where you want to be?

TYLER: Well, we'll have to come up with a new goal when we get there.

MOSCOW RADIO

KMOX Radio in St. Louis, MO, is giving Russians a chance to learn more about Americans, and the citizens of the U.S. a chance to hear from the Soviet people. KMOX, a top-rated station, began a monthly exchange in January with Moscow Radio. It was the first time a commercial broadcast station entered into a joint venture with the Soviet Union. It enabled listeners in both countries to talk with each other and to learn more about one another.

The first broadcast was an exchange between a Soviet woman, Olga Vigon and a St. Louis area woman, Karan Kunz. The women discussed such things as personal budgets and how their leisurely time is spent. Because of this broadcast, Vigon, a checker in a Moscow dietary food shop, will visit Kunz, a checker at Schnuck Markets in St. Louis beginning August 13.

The trip is being sponsored by Local 655, Schnuck Markets and KMOX. William Campey, president of United Food and Commercial Workers Union, Local 655, extended the invitation to Vigon while the two women were on the air.

Robert Hyland, senior vice-president of CBS Radio and general manager of KMOX-

AM/KLOU-FM in St. Louis, said he believes in "programming with a purpose," educating, informing and serving as a clearinghouse for ideas and becoming the voice of, by, and for the community. His belief is that Radio has a duty to lead rather than follow public tastes, and to become a focal point for the exchange of ideas and information that are vital to the entire community.

"This was a logical extension of our 'At Your Service' program, going global on a regular basis and opening a dialogue between the American and Soviet people at a time when there is a movement to promote healing between the two countries," said Hyland.

Vigon will be accompanied on the week-long visit with her interpreter, Sergei Goryachov.

Vigon's itinerary was designed to give her a hearty helping of life in St. Louis, including a look at work routines and procedures at Schnucks Market, attendance at the Local 655

union meeting, a Cardinals baseball game where she will throw out the first pitch, an NFL football game where she will join in a coin toss, a visit to "The Living World" at the Zoo, a visit to Six Flags, a helicopter ride, attendance at the opera "The Unsinkable Molly Brown", lunch on a riverboat, a picnic with the Kunz family, a quiet evening including dinner with the Kunz family, dinner and dancing at Adams' Mark Hotel, shopping at Plaza Frontenac, a hair and makeup session at Saks Fifth Avenue and a visit to KMOX Radio station.

KMOX will put Vigon on the airwaves where she will report to fellow Moscovites her impressions of life in the U.S. Russian listeners will be able to question Vigon directly, as will callers to KMOX.

In Russia, Moscow Radio is a separate entity from Radio Moscow. Radio Moscow prepares programs for international broadcast while Moscow Radio serves the Soviet Union. The joint broadcasts between KMOX and Moscow Radio are heard throughout the Soviet Union.

KMOX and Moscow Radio worked together on three previous broadcasts. These were aired during the Reagan-Gorbachev summit in May, 1988.



Robert Hyland



Left: Olga Vigon, who first spoke to Americans on the monthly KMOX-Moscow Radio broadcasts. Right: Karan Kunz.

Programming

By Bob Andelman

New England Rocks: Doing A Dial Sweep

Editor's Note: Have you really listened to your Radio station lately? Have you listened to those stations around you? What are people programming? How do listeners identify with certain stations?

The fact is, there is a smorgasbord of stations on the dial, programming rock to religion, soul to Spanish and jazz to jokes. Just how well your station is identifying with its audience could mean the difference in winning and losing.

Contributing writer Bob Andelman recently journeyed up the East coast through several New England states. *The Pulse* asked Andelman to do a dial sweep of New England Radio and tell us what's hot, what's old, what's new, what does the ear hear. We found out that sometimes it pays to listen to your station more than 30 minutes to get a real feel.

ere are

ne
s
it a minute. Where's
of news 590? Q102? The
at Music Station? Don't these

people ever say who they are in English?

The map puts us in one of the New England states, but the Radio just keeps telling us "it's sunny, 78 degrees downtown and the beaches report clear." Downtown where? Which beaches?

the road. Thus the setting for a drive through Connecticut, Rhode Island, Massachusetts, New Hampshire and Maine - staying at charming bed & breakfasts and spinning the Radio dial in a rented K car.

The prime intent of the dial-spinning was to listen to the airwaves the way any tourist might looking for entertainment or information in a strange new world. The goal was to look for similarities and differences from station to station or anything that might mark the New England area as a whole.

New England might not sound any

different than anywhere else, but two points stand out: few stations identify the city or region they are broadcasting from frequently enough; and classical rock, not the British have overrun the original colonies.

The methodology was to stay approximately 30 minutes with each station that caught the ear — typically FM rockers ("Hey, we were on vacation"). Granted 30 minutes is not a long

time. The assumption was that in half an hour one could get a feel for the station; its format, personalities,

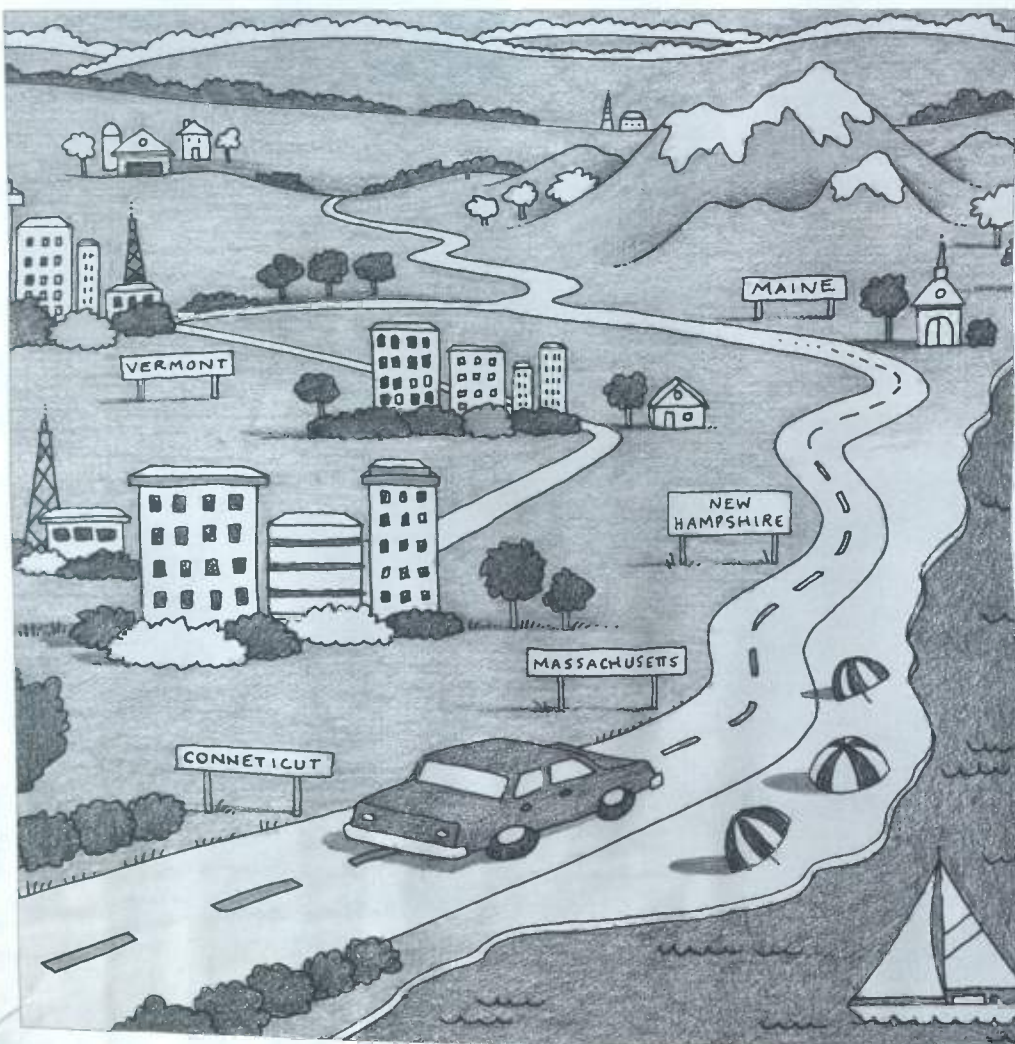


Illustration: Susan Melrath

Playing Radio tourist can be an interesting experience. You have your favorite station at home, but not on

PULSE Quick READ

promotions, etc. One would also think that in 30 minutes WXXX would inform me of its call letters, dial position and city of origin or coverage area before one signal would fade into the next.

Right on most counts, but when it comes to geographic IDs, New England stations — with the exception of those serving the Boston market — fail the tourist test. This notebook is full of call letters and the states or cities where they were heard, but few city IDs. Where is "Fun 107"? Or "News 590"? How about "Rock 101"? "FM 103"?

"Ratings, more than anything, have forced that," explained Chris "The Rock 'n Roll Doctor" Garrett, program director and afternoon drive personality on WHEB, Portsmouth, NH, one of the very few from which there was a city ID given. "Radio is bigger-than-life. We *don't* just want to be a Portsmouth station. Two-thirds of our market is not just Portsmouth. We're 10 minutes from the Massachusetts border and five minutes from the Maine border. We want to be the Portsmouth hometown station. But at the same time, we don't want to be *just* a Portsmouth Radio station."

HEB, incidentally, was one of the most encouraging hard classic rock stations listened to. A set of David Bowie, Tin Machine, Neil Young, Cheap Trick, Peter Gabriel, Bon Jovi and Aerosmith may not sound unusual, but Garrett digs a little deeper into certain albums, mixing hits by familiar artists with lesser-known cuts. Instead of playing the same three Springsteen tunes over and over, he'll look for something a little less predictable.

"The bread and butter of the format," said Garrett, "is if you do it right, you can go deeper."

Two more stations that struck favorably were Portland's WMGX and Boston's WZLX — although it wasn't known that ZLX was a Boston station until the trip was over and some inquiring was done.

MGX — "Portland's Only Classic

- Geography plays a vital role in programming New England Radio.

- City IDs are scarce when it comes to dial-checking throughout New England Radio.

- Stations gain advertising because of their geographic appeal.

- The programming mix is heavy in classic rock but there is plenty of Radio to listen to.

Hits Station" and "Magic 96" — had no such ID problem. They are obviously quite proud of the city of their origin and make frequent reference to it.

"We really claim to be a Portland station," said Randi Kirshbaum, operations manager and midday personality on MGX. Like Garrett, she understands the hesitation of some stations to be too closely aligned with a particular city. "A lot of stations want to be regional because the population of the cities here is pretty small. You can pull advertising from some of the outlying areas."

Despite its monicker, MGX is not the soft rock station "magic" tends to refer to in other cities. It is more inclined to power pop: Springsteen, Bowie, Rod Stewart, Richard Marx and J. Geils (a New England original) made up one set I charted.

"Gritty, white male rock 'n' roll does very well up here — Bruce, John Cougar Mellencamp, Bob Seger," said Kirshbaum. "A lot of people who live in Maine are from 'away.' You've got an ex-hippie population that favors

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Programming

different things. The Grateful Dead are huge here. Black music does not do great, synthesized music does not do well. Once you get north of Boston you don't hear a lot of dance music."

Kirshbaum described the MGX as "a fairly eclectic AOR, 25-plus. We try to walk that line of being not too hard but being very hip." She programs a mix of 60 percent oldies to 40 percent currents.

The only complaint to be held with ZLX is that in the mountains of New Hampshire, without proper geographic ID, one could have gone on with life never crediting this AOR aberration to Boston. Your average tourist wouldn't go home and research call letters. And if he or she is looking for local references of traffic, weather, news or advertising, they will be quite frustrated.

There is plenty of classic rock in New England. Of course, this is not just a northeastern problem, but it is endemic to the over-populated, industrial colonies.

- "The New 92.9" — WBOS in Boston — played a less than enthusiastic collection of soft, easy "album classics" by Phil Collins, the Doobie Brothers, James Taylor and Jackson Browne.

- WROR was a little brighter, but not much, with an uninspired set of Roy Orbison, Bob Seger, Cars, John Waite and the Lovin' Spoonful.

- WSNE 93.3 (*Where? I don't know — you think I'm going to spend my whole life looking up call letters?*) had an interesting spin with the Beatles, playing an original master recording of "Get Back" from *Let It Be*.

- "Rock 101" had an upbeat lilt, playing Elton John and Jackson Browne tunes that weren't as crusty-dusty as could be heard elsewhere. And their Fabulous Thunderbirds ticket giveaway led to a lot of airplay for the T-birds, which added backbone to the station's sound.

Coming out of the White Mountains there was "Maine's Unique Radio station," WCLZ "Z99" — Cowboy Junkies, Fleetwood Mac and Jonathan Butler — with tune selection a rocker could appreciate, creating a

quite-pleasant overall sound.

On Cape Cod one can't help but be aware of "92 Pro" — WPRO in Providence, R.I. It has billboards, print ads in major and alternative media and a strong general presence. This is actually an AM/FM combo whose FM just celebrated its 15th anniversary. Pro FM is an old-line Top 40/CHR station. The jocks have been in place for many years, but nowhere near the longevity of AM morning man Walter "Salty" Brine, now in his 47th year.

The station, concedes President/GM Mitch Dolan, identifies itself "not necessarily with the city of Providence." Instead, 92 Pro touts "southern New England's #1 hit music station. Bristol County, Massachusetts is one-third of our metro area," said Dolan. "So if we say Providence, we're excluding one-third of our audience."

Dolan said the station makes up for its vagueness with remote broadcasts and a requirement that anyone making a song dedication state the city they're calling from.

"We localize everything as much as possible," he said. "You may have a little station on the outskirts of a big city identify with that city when its license is with a small town. We do that a little when we say we're southern New England's #1 hit music station."

People are very traditional in New England. They are said to change very, very slowly. It's apparently very difficult to get a New Englander to change a deeply ingrained habit, and that apparently goes with Radio.

And, one generally hears what might be termed a New England accent. Air personalities are homogenized just like anywhere else, although this area is renowned for a dialect as distinct as the south's.

The sounds of New England are varied enough to offer something for everyone. It's hard to hear all the stations on a drive through the original colonies, but it is easy to find the best of the best.

But, that's Radio. There's something for everybody, not just tourists.

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CALL LETTER CHANGES (# = applied for by new owners) (effective date given if after 7/31/89)

AL	new-88.7*	Dadeville	WDVI
	new-102.5	Dathan	WESP
AZ	new-95.1	Winslow	KTDX
CA	new-92.5	Atwater	KVRK
	KQRX-94.1	Bakersfield	KERN-FM
FL	WSWN-FM-93.5	Belle Glade	WBGF
	new-101.9	Springfield	WYOO
IL	new-105.3	Ramsey	WJLY
IA	KBQC-93.5	Bettendorf	KBQC-FM
	KTSS-1580	Davenport	# KBQC
	KOSG-92.7	Osage	# KCZY
KY	WLGC-FM-105.5	Greenup	WLGC
LA	KFND(CP)-105.9	Opelousas	KVOL-FM
ME	WGUY-99.3	Lincoln	# WHMX
	WLKN-1450	Lincoln	# WTRX
MN	WYQT(CP)-100.5	Grand Marais	WBFX
	new-103.7	Waite Park	KXSS-FM
	KZKQ-1390	Waite Park	# KXSS
	new-1600	Watertown	KWOM
MS	new-101.9	Greenwood	WGRM-FM
MS	new-93.7	Yazoo City	WAZF-FM
MT	KFBA(CP)-94.1	Billings	KRKX
NH	new-104.5	Conway	WMLY
NY	WNYJ-98.3	Rotterdam	# WSHZ
	new-90.5*	Saranac Lake	WSLL
OH	WPKO-FM-98.3	Bellevue	WBLL
	new-96.9	Troy	WTRJ
PA	WWWS(CP)-102.9	Curwensville	WOKW
	WKBE-94.7	Patton	WHUM-FM
	WXKU(CP)-FM-95.5	Salladasburg	WKHL
	new-93.3	Tioga	WKGV
PR	new-610	Patillas	WEXS
RI	new-102.7	Narrag. Pier	WPJB
SC	WSJW-1510	Woodruff	# WJKI
TN	WGID-680	Memphis	WODZ
TX	new-95.1	Electra	KWTA
	KTYL-1330	Tyler	# KZAK
UT	KIPP(CP)-95.7	Delta	KLGG
VA	WPSK-1580	Pulaski	# WPUV
WV	new-92.5	Danville	WZAC

Correction to last weeks call letters, KSWN-900, Belle Glade, FL, did not become WBGF

FM ALLOCATIONS: GRANTED AMENDMENTS

CA	new	Bowling Green	add	96.9 A, window opens Sept. 12, closes Oct. 12
IL	new	Danville	add	94.9 A, window opens Sept. 12, closes Oct. 12
IN	new	Nashville	add	95.1 A, window opens Sept. 12, closes Oct. 12
IA	KCMR	Mason City	to	97.9 A from 98.3 A
KS	new	Augusta	to	104.5 A from 96.3 A
	new	Herrington	to	105.7 A from 96.3 A
	KRZZ-FM	Derby	to	96.3 C2 from 95.9 A
KY	new	Campbellsville	add	97.9 A, window opens Sept. 12, closes Oct. 12
	new	Horse Cave	add	100.7 A, window opens Sept. 12, closes Oct. 12
MN	KXRA-FM	Alexandria	to	92.3 C2 from 92.7 A
	KQYB	Spring Cove	to	98.3 C2 from A
NY	new	Essex	add	101.3 A, window opens Sept. 12, closes Oct. 12
PA	new	Covington	add	101.5 A, window opens Sept. 12, closes Oct. 12
TN	new	Mt. Juliet	add	106.7 A, window opens Sept. 12, closes Oct. 12
TX	new	Amarillo	add	105.7 A, window opens Sept. 12, closes Oct. 12
	new	Claude	add	95.7 A, window opens Sept. 12, closes Oct. 12

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

CA	Bakersfield	KERN-FM-94.1	FORMERLY	BECOMES
	Carmel Valley	KPUP-540	KQXR, CHR	oldies
CT	Hamden	WXCT-1220	new	country
			classic rock	BRN - business news

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People In radio

•Jodi Goalstone is the new director/advertising/publicity for ABC Radio Networks. For the past five years she served as president of her company, **The Write Idea**. Her clients consisted of New York Market Radio Broadcast Association, WNEW-AM and Group W Radio.

•Donald Tool is the new general manager of **Wescom Group, Inc.** Radio station KRLV-FM in Las Vegas

•John A. Gambling, WOR in New York Radio personality and **Wendell Goler**, AP White House



Adele Eglin

correspondent will emcee the **National Association of Broadcasters' Crystal Radio Awards** luncheon during the **Radio '89 Convention**.

•Adele Eglin has been promoted to account executive / sales coordinator for **Durpetti & Associates** in the Philadelphia office.



Sandy Dye-Mack

•Sandy Dye-Mack is now marketing director for **KSGO/KGON** Radio stations in Port-

land, OR.

•Bert Kleinman has been named producer for **Westwood One Radio Networks' Radio series, Casey's Top 40 With Casey Kasem**.

•Jim Roberts was named Music Director at **WROR-FM** in Boston, MA.

•Mike Edwards is operations manager with **Price Communications'** station **WKSE** in Buffalo, NY.

•Marie Limon has joined **WTA** Chicago as general manager

•Jim Kalmenson is with KWKW in Los Angeles as vice president/sales.

•Craig Cochran now general manager with KVOR and KSPZ in Colorado Springs, CO.

•Jonathon Parmer has been named director/affiliate relations at Sun Radio Network.

•Jeremy Coleman is the new marketing director at WNOR in Norfolk, VA.

•Steve Thanhauser has been promoted to retail development manager and Doug Parsons at WRDU in Raleigh-Durham, NC.

BROADCAST ADS

The top 10 food and beverage broadcast advertisers for 1988, according to Arbitron's Broadcast Advertisers Report (BAR) are:

COMPANY/EXPENDITURES

- (1) Philip Morris Co., Inc.
\$ 643,292,000.00
- (2) Kellogg Co.
\$ 378,410,900.00
- (3) Anheuser-Busch Cos. Inc.
\$ 332,424,400.00
- (4) General Mills, Inc.
\$ 259,617,500.00
- (5) RJR Nabisco, Inc.
\$ 218,701,100.00
- (6) Coca-Cola Co.
\$ 199,168,300.00
- (7) Pepsico
\$ 172,631,000.00
- (8) Proctor and Gamble Co.
\$ 141,250,400.00
- (9) Unilever NV
\$ 140,414,400.00
- (10) Nestle SA
\$ 126,840,300.00

The above figures include expenditures for wine, beer and candy.

Five other companies also had broadcast expenditures in excess of one hundred million dollars in 1988. They are: Wm. Wrigley Jr. Co., - \$116,655,100.00; Mars, Inc. - \$106,433,700.00; Campbell Soup Co. - \$105,535,600.00; Quaker Oats Co. - \$105,209,700.00 and Adolph Coors Co. - \$103,383,100.00. These five companies are ranked 11 through 15 respectively.

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DC Databank

FORMAT CHANGES continued from page 27

Manchester	WFNS-1230	business news	spanish // WLHV
Naugatuck	WFNW-1380	business/WFNS	spanish // WFNS & WLHV
FL Brandon (Tampa)	WEND-760	SUN - talk	FBN - business news
Largo	WRFA-820	country	southern gospel
Miami	WWFE-670	new	spanish
St. Petersburg	WSUN-620	country	news, Talknet
MO Marshfield	KTOZ-FM-104.9	adult contemp.	country
TN Memphis	WODZ-680	WGID, oldies	oldies (correct calls)
WA Medical Lake (Spokane)	KAAR-95.3	new	oldies
Toppenish (Yakima)	KHYT-92.9	CHR	SMN - adult contemp.

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

AK 103.1	Sitka	3100 w, -649 ft	Sitka Broadcasting Co., Inc.
MN 96.1+	LeSueur	3000 w, 315 ft	CLE Broadcasting, LP
96.1+	LeSueur	1150 w, 525 ft	Radio Ingstad Minnesota, Inc.
96.1+	LeSueur	3000 w, 328 ft	Waite Park Broadcasting Co.
MS 95.9	Woodville	3000 w, 328 ft	PDB Broadcasting Co.
MO 96.5	St. Robert	3000 w, 328 ft	Neil Rones & Luann Dahl
NC 94.1+&	Leland	3000 w, 328 ft	Leland Broadcasting Group, Inc.
TN 89.3*	Memphis	2750 w, 194 ft	Memphis/Shelby County Library
WI 107.5+	Mishicot	3000 w, 220 ft	Mishicot Broadcasting Corp.
107.5+	Mishicot	1999 w, 394 ft	Value Radio Corp.

Returned/Dismissed Applications

CA 92.9+	Montecito (denied)	Eliwood Beach Broadcasting
92.9+	Montecito (denied)	James Evans
92.9+	Montecito (denied)	Peacock Broadcasting, LP
92.9+	Montecito (denied)	Shawn Phalen
92.9+	Montecito (denied)	Spirit Broadcasting
DE 97.9+	Selbyville (denied)	Galaxy Communications, Inc.
97.9+	Selbyville (denied)	Selbyville Bcstg Co., Inc.
97.9+	Selbyville (denied)	Susan M. Bechtel
FL 1190	Odessa (D)	Randall H. Blair (only applicant)
MS 104.3+	State College (D)	Golden Triangle Media Partners
NV 102.3+	Wendover (D)	WGWT, Inc.
OH 105.7+	Marysville (D)	Elyria-Lorain Broadcasting Co.
VA 107.3+	Lebanon (denied)	J.T. Parker Broadcasting Corp.

NEW STATIONS: GRANTS

AZ 88.9*	Yuma	3000 w, 76 ft	Arizona Western College
CA 92.9	Montecito	355 w, 880 ft	Claudia Bratton
DE 97.9	Selbyville	3000 w, 328 ft	Anchor Broadcasting, LP
FL 105.3	Chattahoochee	3000 w, 328 ft	Chattahoochee Bcst Associates
LA 94.1	Buras Triumph	3000 w, 328 ft	Richard Edward Simmons
ME 93.3	Fairfield	3000 w, 328 ft	Fairfield Broadcast Part.
MN 94.7	Staples	3000 w, 122 ft	Staples Broadcasting, Inc.
MS 104.3	State College	3000 w, 328 ft	Marshall R. Magee
NV 102.3	Wendover	93800 w, 1292 ft	Rita J. Taylor
OH 93.5	Barnesville	3000 w, 328 ft	W. Grant Hafley
TX 100.9	Crane	3000 w, 328 ft	Albert L. Crain
VA 107.3	Lebanon	2600 w, 344 ft	Yeary Broadcasting, Inc.
WI 96.3	Brillion	3000 w, 328 ft	Brillion Radio Co.
WY 105.3	Diamondville	16500 w, 869 ft	Radio Property Ventures

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

	FROM	TO
AZ KXMG-98.3	Marana	Jerrold Lyons (Cactus Bcstg, LP)
KXEW-1600	South Tucson	Jerrold Lyons (Cactus Bcstg, LP)
CA KFRE-940/KNAX-97.9	Fresno	Fresno Radio Associates
KOSZ-107.1	Grover City	3-L Broadcasting, Inc.
KHJJ-1380/KKZZ-5.5	La Jolla	Valley Broadcasting, Inc.
KMYX-105.5	Ojai	William Thomas
		Jessica Lazarus (Cactus Bcstg, LP)
		Jessica Lazarus (Cactus Bcstg, LP)
		EBE Communications, LP
		P-B Broadcasting, Inc. (re-application)
		Eric Chandler Comm. of Antelope Valley
		Eric Chandler Comm. of Ventura, Inc.

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EVEN IF IT'S ONLY OUR 1ST BIRTHDAY, WE LIKE BEING 38.



Business Radio Network started broadcasting on July 4, 1988. During the last year, we've grown to a network of 38 affiliates from New York to California and Honolulu to Mexico City.

Since day one, our formula for success hasn't changed.

On the cutting edge of a trend, BRN is the first fully dedicated national business news/talk radio format. We deliver vital, fast-breaking information 24 hours a day. We reach successful people who need to stay informed about the business events which affect their futures.

An international springboard.

As a premier news resource, BRN is where executives tune for instant reports from 100 world-wide sources. U.S. services include the Associated Press, the New York and American Stock Exchanges, Dow Jones, NASDAQ and Standard and Poor's. But in a global economy, that's not enough. We also broadcast reports from the European Common Market, Amsterdam, Hong Kong, Tokyo, Zurich, Frankfurt and Toronto.

Busy people keep learning.

Exclusive talk-show programs put listeners in touch with the nation's most respected business experts. Across the country, a rapidly growing audience participates in feature programs such as Charles Givens' "Wealth Without Risk" and Don McDonald's "Ways and Means Committee." By calling our national toll-free number, listeners pose questions and problems to noted business leaders like Victor Kiam, Malcolm Forbes, Ralph Nader and Richard "Deke" Slayton.

BRN is a new advertising medium.

Our audience attracts business-to-business marketers and advertisers of upscale products. Many local advertisers are not traditional users of radio. They include lawyers, office products companies, art galleries, ad agencies, computer dealers, luxury automobile dealers and stock brokers.

The bottom line is...
the bottom line.

The network's concept is performing in the marketplace

as supported by the experiences of our new affiliates. Phoenix pre-sold contracts worth \$75,000.00 before going on the air. Two weeks after sign on, Washington, D.C. added seven charter advertisers, including The New York Times and J.C. Penney. In Chicago, "the phones are ringing off the hook" with calls from unsolicited advertisers. Buffalo reeled in coveted business-to-business advertisers who were unwilling to buy music formats. The success stories go on and on.

It might be now or never.

38 stations have shut the door. As exclusive BRN affiliates, their markets are protected. But we're aggressively seeking new affiliates in other strategic markets throughout the U.S. If you're considering a change for your station, we'd like to talk to you now.

1 (800) 321-2349 1 (719) 528-7046
(Inquiry) (Listen Line)

Radio's Business Solution™

BRN
Business Radio Network

Los Angeles
KORC-AM
Chicago
WNVR-AM
San Francisco
KSJX-AM
Washington, D.C.
WPGC-AM
Houston
KSEV-AM
Cleveland
WHK-AM
Denver
KDEN-AM
Denver/Leadville
KRMH-AM
Phoenix
KFNN-AM
Sacramento
KXOA-AM
Hartford/New Haven
WFNS-AM
Orlando
WBZS-AM
Portland
KBNP-AM
Kansas City
KBEA-AM
New Orleans
WTIX-AM
Greenville
WPCI-AM
Buffalo
WWKB-AM
Hartford/Waterbury
WFNW-AM
Albany
WPTR-AM
Albuquerque
KMBA-AM
Honolulu
KGU-AM
Jacksonville
WELX-AM
Mobile
(Ft. Walton Beach)
WBZR-AM
Knoxville
WUTK-AM
Huntsville
WVNN-AM
Colorado Springs
KKRE-AM
Augusta
WNTA-AM
Greenville
WBRE-FM
Topeka
KEWT-AM
Mexico City
VIP-FM
Seattle
KEZX-AM
Springfield
WSPR-AM
Traverse City
WMKT-AM
Richmond
WXGI-AM
Wilkes Barre
WWAX-AM
Utica
WYUT-AM
Albuquerque/Grants
KMIN-AM

Washington This Week



The FCC has conditionally renewed the licenses of WOOJ-AM/FM in Lehigh Acres, FL. Although both the National Black Media Coalition and the Florida State NAACP withdrew their petition to deny the renewal, the commission thoroughly reviewed the stations' EEO programs and performances, and concluded the renewals should be granted subject to reporting conditions. The FCC also fined the stations \$15,000 for repeated failures to comply with the FCC's EEO provisions. The FCC did approve the sale of WOOJ-FM from Robert A. Dwyer to Sandab Communications of Ft. Myers, LP. The reporting conditions will apply to Sandab after the sale is completed.



The FCC has dismissed Jedco Broadcasting Corporation's request for reconsideration of an action allotting 105.7 B1 to Queensbury, NY, and denying a competing proposal to substitute 105.7 B1 for 93.5 A at Corinth, NY.



The Commission has affirmed an action denying Alpha Group's request to substitute 106.5 C2 for 106.3 at Arizona City, AZ.

Elsewhere...

Make sure what you want is available before you give your money to the FCC. The commission has dismissed a request by H. James Sharp for a refund of his filing fee for a new TV station at Panama City, FL. Sharp submitted the required \$2,250 fee along with his application for Channel 62. The application was subsequently returned, as Channel 62 was not allotted to Panama City. Sharp claims his fee should be returned as an untimely "window" filing, but the FCC denying review said that Sharp's application was not returned because it was untimely, but rather for its failure to specify an available channel.



DC Databank

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership) continued from page 28

CO	KQLH-95.1	San Bernardino	Major Market Stations, Debtor	Keymarket of California, Inc.
	KQIL-1370/KQIX-93.1	Grand Junction	Mesa Broadcasting Co.	Airwaves Communications, Inc.
	KURA-104.9	Ouray	The 29th Broadcasting Co., Inc.	Timothy & Virginia Cutforth
FL	WZEP-1460	DeFuniak Springs	Holmes Valley Broadcasting Systems	Wyatt V. Cox
	WSJVI(CP)-106.3	Fort Myers Villas	Sunshine Broadcasting, Inc.	Sunshine Broadcasting Associates
	(CP)-99.9	Lafayette	r Brian M. Rowland	Rowland Capital Broadcasting Co.
	WELE-1380	Ormond Beach	Eugene T. McMahon, Receiver	McMahon Broadcasting, Inc.
	WWOW-107.3	Pensacola	Colonial Broadcasting Co., Inc.	Sunmedia, Inc.
GA	WXKO-1150/(CP)-97.9	Fort Valley	Valmedia, Inc.	S & M Broadcasting, Inc.
	WWGS-1430/WSGY-100.3	Tifton	WWGS/WCUP Partnership	Taylor Broadcasting of Georgia, Inc.
HI	KORL-650	Honolulu (part 1)	r KORL, Inc., Debtor in Possession	ORL, Inc.
	KORL-650	Honolulu (part 2)	r KORL, Inc.	Hawaii Broadcasting Corp.
ID	KIZN-730/93.1	Boise	Constant Communications Co. of ID	
		New Plymouth	Audio Group, Inc.	
IA	KOMJ-103.7	Atlantic	Valley Broadcasting, Inc.	Ovation Broadcasting Co. of Nebraska
	KEMB-98.3	Emmetsburg	Palo Alto Broadcasting Co., Inc.	Roger J. Jacobson
KY	WZKO-106.3	Pineville	W & J Carrigan (Pine Hills Bcstg)	Jimmie Branham (Pine Hills Bcstg)
LA	KNIR-1360	New Iberia	r Guy Martin, Jr.	KDEA/KNIR (Donald Berlin)
	KOKA-1480	Shreveport	Cary D. Camp	KCIJ Communications, Inc.
	KIOU-980	Shreveport	KCIJ Communications, Inc.	Cary D. Camp
MA	WCRB-102.5	Waltham	r in Charles River Broadcasting Co.	
MS	WVRD-107.1	Belzoni	Heart of Dixie Broadcasting, Inc.	Guaranty Bank & Trust Co.
	WKRA-1110/92.7	Holly Springs	Ralph Doney & John Greer	Ralph Doney
	WELQ-580/WZLQ-98.5	Tupelo	r Phoenix Communications Group	Samuel H. Howard (Phoenix Comm.)
MO	KCCV-1510	Independence	Boti Broadcasting Co.	Tavastock, Inc.
	(CP)-106.7	Mount Vernon	Linda Adams	SW Mi. Broadcasters, Inc. (re-app)
MT	KANA-580	Anaconda	Barry L. Solomon, Trustee	Grey Eagle Broadcasting, Inc.
NE	KOIL-1290	Omaha	Valley Broadcasting, Inc.	Ovation Company of Nebraska
NV	KWNZ-97.3	Carson City	Constant Communications of NV	Audio Group, Inc.
	KUDA-107.5	Pahrump	Professional Broadcasting, Inc.	Americom Las Vegas, LP
	KQLO-920	Reno	Constant Communications Co. of NV	Audio Group, Inc.
NY	(CP)-93.9	Dansville	r Thomas P. Wamp	Dan-Way Coa Broadcasting Co., Inc.
	WHWB-FM-92.1	Port Henry	The Radio Active Group, Inc.	Pro-Radio, Inc.
NC	WFLB-1490	Fayetteville (pt. 1)	r Resorts Broadcasters, Debtor in Poss.	Holmes P. Harden, Trustee
	WFLB-1490	Fayetteville (pt. 2)	r Holmes P. Harden, Trustee	KAT Broadcasting Corp.
	WLVK-96.9	Statesville	Capitol Broadcasting Corp.	Trumper Communications of NC, LP
OH	WVNO-FM-106.1	Mansfield	in Johnny Appleseed Broadcasting Co.	
OR	KDUK-1280/	Eugene	Constant Communications Co. of OR	Audio Group, Inc.
	KLCX-104.7	Florence		
PA	WGBE(CP)-107.9	Williamsport	r Bald Eagle Broadcast Associates	Bald Eagle Broadcast Associates, Inc.
PR	WZNT-93.7	San Juan	F. Vasquez, et al (Huellia Comm.)	Rafael Oller (Huellia Communications)
SC	WDSC-800/WZNS-92.9	Dillon (part one)	r Resort Broadcasters, Debt. in Poss.	Holmes P. Harden, Trustee
	WDSC-800/WZNS-92.9	Dillon (part two)	r Holmes P. Harden, Trustee	KAT Broadcasting Corp.
TN	WXSS-1030	Memphis	Joseph Cohen, Trustee	Tennessee Christian Radio, Inc.
	WIKU-91.3*	Pikeville	Pikeville County Board of Ed.	University of Tenn. of Chattanooga
TX	KHLC-98.3	Bandera	Big Pine Broadcasting, Inc.	Rod A. Callahan (re-application)
	KAYC-1450/KAYD-97.5	Beaumont	Family Radio II, LP	Petracom, Inc.
	KWIC-1380/KWIC-107.9	Beaumont	John J. Durkay, Trustee	Pyle Comm. of Beaumont, Inc.
	KBLN-910	Sherman	r Belen Enterprises, Inc.	Laurance L. Priddy, Receiver
TX	KTBB-600	Tyler	r Stansell Communications, Inc.	KTBB Radio, Inc.
VA	WSVS-800/104.7	Crowe (part one)	r Southern VA Bcstg, Debtor in Poss.	Holmes P. Harden, Trustee
	WSVS-800/104.7	Crowe (part two)	r Holmes P. Harden, Trustee	KAT Broadcasting Corp.
WI	WERL-950/WRJO-94.3	Eagle River	r in Nicolai Broadcasting, Inc.	
	WORT-89.9*	Madison	r in Bd. of Directors, Back Porch Radio	

BROADCAST ADS

continued from page 28

These estimates represent figures from BAR network, spot, syndicated and cable television reports, as well as BAR's network Radio report for 1988. Detailed logs and commercial activity are published in BAR weekly reports.

Estimated expenditures by parent company, brand/product and product class are included in cumulative monthly and quarterly summaries.

Arbitron's Broadcast Advertisers Reports, a television and Radio commercial monitoring service, provides competitive expenditure information and syndicated monitoring of network and spot broadcast advertising for 17 full-time markets and 58 markets one week each month.

PULSE RADIO FAX 
FOR NEWS AND INFORMATION: 407 626-2639

SONGSEARCH

music system

- **ONE TIME BUYOUT AT \$1195 TO FIRST 200 RADIO STATIONS THAT CALL 1-800-284-3264**
- **YOU OWN IT, NO LEASE**
- **TAKES ADVANTAGE OF ALL RECENT BREAKTHROUGHS IN COMPUTER TECHNOLOGY (25 TO 1600 TIMES FASTER THAN COMPETITION, 100% ACCURATE)**
- **24 HOUR TOLL-FREE TELEPHONE SUPPORT**
- **WE HAVE #1 RATED CLIENT STATIONS IN MARKETS AS LARGE AS HOUSTON AND AS SMALL AS MYRTLE BEACH**

\$0 Monthly

CALL: 1-800-284-3264
S&S BROADCAST SOFTWARE
488 EAST 6400 SOUTH COMMERCE PARK
SUITE 200
SALT LAKE CITY, UT 84107
THE SOURCE FOR BROADCAST SOFTWARE
FOR THE '90'S AND BEYOND

RIP OUT THIS AD AND GIVE IT TO YOUR PD

Katz Radio Group signs with STRATA

June 1989

Results of a Three-Year Evaluation

The Katz Radio Group has signed a long-term agreement with Strata Marketing for use of its PC-based system, announced by Ken Swetz, President, Katz Radio Group and Bruce Johnson, President, Strata Marketing.

The Katz Radio Group is the only radio representative to currently offer Strata. The KRG is the first national radio rep to announce a full-scale implementation of a PC-based research system, which combines both local market qualitative and ratings data.

The signing is the culmination of a three-year evaluation project, during which time, Katz reviewed several systems at various industry trade shows and conventions. Katz chose Strata for a 90-day trial period in its New York headquarters which proved successful and was favorably received by advertising agencies. Strata is available to all KRG companies, Banner Radio, Christal Radio, Katz Radio, Katz Hispanic Radio Sales and Republic Radio.

The Katz Radio Group is the only radio representative to currently offer Strata. Katz chose Strata for a 90-day trial period in its New York headquarters which proved successful and was favorably received by advertising agencies.

Why Strata?

Strata analyzes two different types of sales research information. The first is Arbitron and Birch audience estimates and the second is local market qualitative data (Scarborough, Birch/Scarborough and International Demographic Media Audit reports).

On the quantitative ratings side, the the Strata system uses Birch and/or Arbitron audience data to produce rankers, composition reports, audience flow reports, as well as reach and frequency analyzers and spot planners. Strata's ranker programs offer up to five report trend comparisons, as well as the unique ability to compare a Birch and Arbitron report side-by-side for the same market. Strata's analyzer gives KRG salespeople the ability to assemble variable spot weekly schedules, while their

planner system can estimate the number of spots needed to reach a media buyer's goals based on almost any criteria.

Strata uses respondent level data bases obtained from Birch/Scarborough and International Demographics. By having the individual responses to every completed questionnaire available on the data base, any customized combination of factors (i.e. selected demos, counties, zip codes against specific brand names or product categories) can be re-

quested and cross-tabbed. Since this is local market information, each data base uniquely identifies all major retail stores and shopping malls within that metro. Once the actual target respondents are identified, Strata shows which radio stations they use by all major dayparts.

One of Strata's most useful features is its ability to merge a ranker, analyzer or planner with the qualitative information, which then shows how many consumers of a target product

can be found on each radio station according to the Arbitron or Birch currently available for the market.

This final step, using weighted Birch/Arbitron data, can then be graphed in three-dimensional color. In most cases, the entire process —

from selecting the qualitative data and the quantitative data, merging the two and graphing them — can be done in moments.

Reactions...

"This is a significant milestone," said Bruce Hoban, Vice President, Director, Research Systems Development, Katz Radio Group. "We can now provide our sales people direct access to more marketing information without taking away selling time. This user-friendly system reduces a complex manual process down to the touch of a few keys."

"With the addition of Strata to our existing arsenal of sales research systems (KRG's mainframe, PROBE system, as well as the PC-based CHOICES, Arbitrends and Sample Trac systems), we now offer more sales tools for our people than any rep in the Business," Mr. Hoban said.

STRATA

asks you to compare:

Strata		Tapscan™	
RadioCalc	X	SuperGrid	
Features	X	Features	
Service	X	Service	
Support	X	Support	
Upgrades	X	Upgrades	
Flexibility	X	Flexibility	
Graphics	X	Graphics	
Integration	X	Integration	