

The

Pulse™

RADIO'S MANAGEMENT WEEKLY

of Radio

Sikes Takes Seat On FCC, Divests Interest In Stations

Al Sikes has taken the oath of office as chairman of the Federal Communications Commission and picked an aide from his former agency as his new chief of staff.

Charles Schott III, the new chief of staff, had been a deputy assistant secretary for information at the National Telecommunications & Information Administration, where Sikes was director.

The two other Senate-confirmed nominees, Andrew Barrett and Sherrie

Marshall, will take the oath of office in September in time for the Sept. 27 commission meeting.

Meanwhile, Sikes revealed in financial disclosure forms that he will divest himself of notes for more than \$250,000 for two of his former Radio stations.

Sikes agreed to divest of notes for KRMS-AM/KYLC-FM, Osage Beach, MO, or transfer them to his wife to comply with conflict of interest rules.

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Those Oldies But Goodies Remind Me Of ... Ratings

S

ome call it a fad, and some think oldies is a dead-end format. If so, it's a heckuva fad, with no clear end in sight. "How could they not realize the power of this format? Haven't they seen the numbers?" asked Bill Moyes, chairman of The Research Group.

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Pulse Interview:



Mac Tichenor

*America's Largest Spanish
Language Broadcaster*

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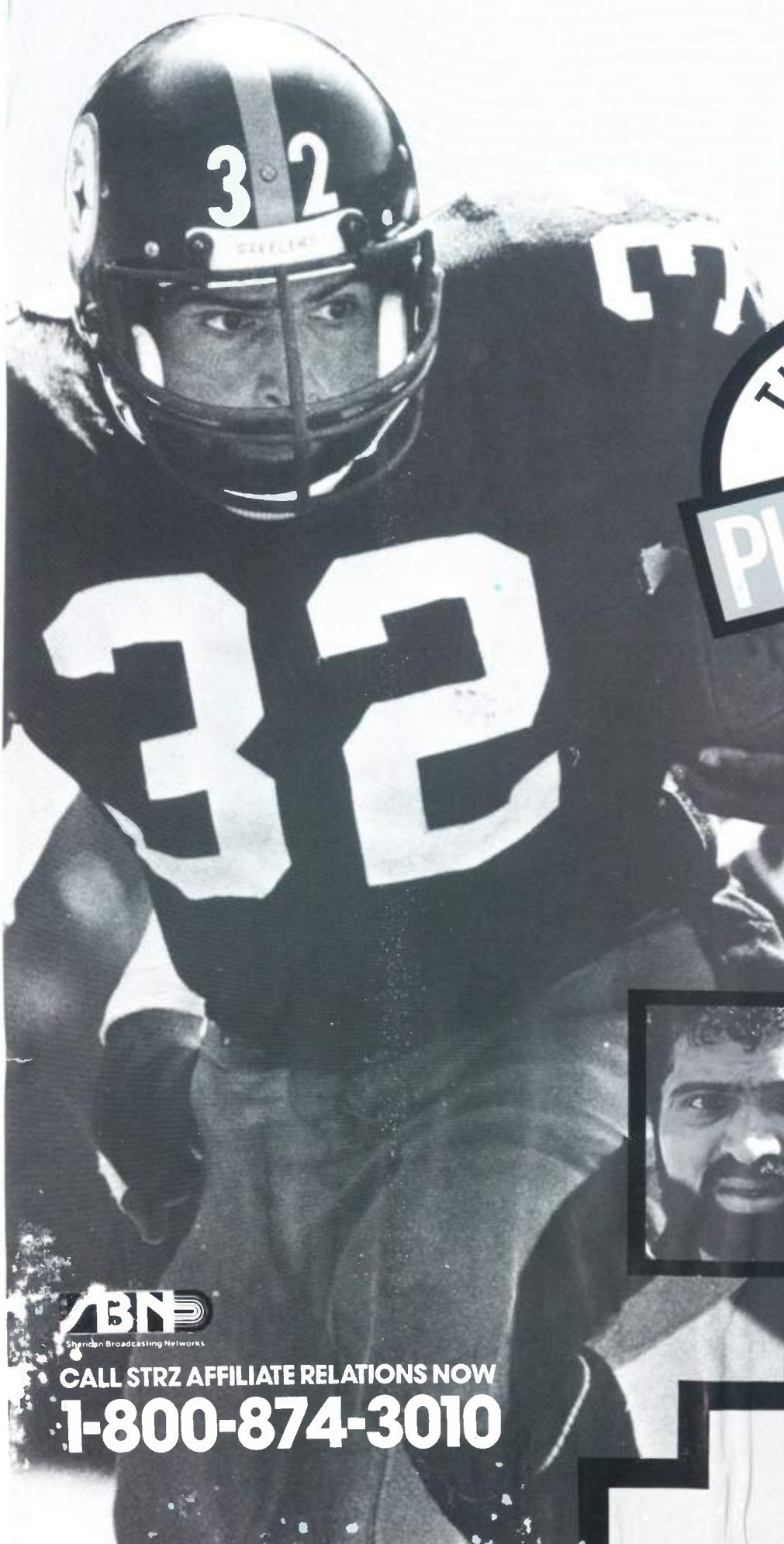
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P R E S E N T S

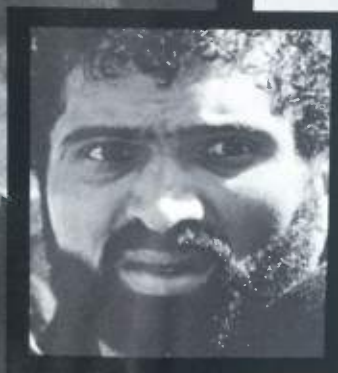


The NFL Playbook with Franco Harris comes to STRZ Entertainment for sixteen consecutive weeks, beginning Monday, September 4, 1989.

This daily, 5-minute program will focus on all the hardhitting action from the National Football League. Filled with player and team profiles, game strategies and analysis, **The NFL Playbook** will be every fan's guide through the exciting 1989 season from game one to the playoffs in December.

Former NFL great Franco Harris brings a wealth of knowledge and insight to **The NFL Playbook**. A future Hall of Famer, Harris set or tied more than 31 pro football records in 12 seasons with the Pittsburgh Steelers. He is currently the 4th leading rusher in NFL history.

The NFL Playbook will be a great addition to your station's sports line-up. Your immediate response is required to get your season pass to **The NFL Playbook** for your station. Please respond by using the enclosed form or call STRZ Affiliate Relations at **1-800-874-3010**.



HOST
FRANCO
HARRIS



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RADIO FOR THE 21ST CENTURYSM

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by Narcisse S. Cadgène

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News At Deadline

Managing Sales Conference Announced

The Radio Advertising Bureau will celebrate the 10th anniversary of the Managing Sales Conference on Jan. 18-21, 1990 in Dallas, TX. The theme will be "Sales - What Would Radio Be Without It." The theme is a take-off of the current Radio industry awareness campaign. The meeting will be held at Loews Anatole with the opening keynote address by Wess Roberts, author of "Leadership Secrets of Atilla the Hun." Emmis Broadcasting President Jeff Smulyan is head of the MSC steering committee.

Radio Ventures Buys Properties

Sources report former RKO Radio head Jerry Lyman's newly formed group, Radio Ventures I, has purchased WWNC/WKSF in Asheville, NC for a reported \$25.5 million and WMXB-FM in Richmond, VA, for a reported \$23 million. The group bought the Asheville combo from Heritage Broadcast Group of Atlanta and the Richmond AC outlet from Ragan Henry. Chapman is reported to be handling the deal.

RAB Revises Revenue Projections

The Radio Advertising Bureau has revised its Radio revenue estimates for 1989, predicting that the industry will be up 8.9 percent over 1988. Robert Galen, senior vice president for research, also said the latest RAB estimate for 1989 indicates that network Radio will be up 11 percent, national spot will be up 10 percent and local will show an 8.5 percent increase. Local Radio advertising revenues grew 13.6 percent in May over the same month in 1988, according to the RAB's Composite Billing Pool. On a year-to-date basis, local Radio revenues have increased 7.2 percent in 1989 over the first five months of 1988.

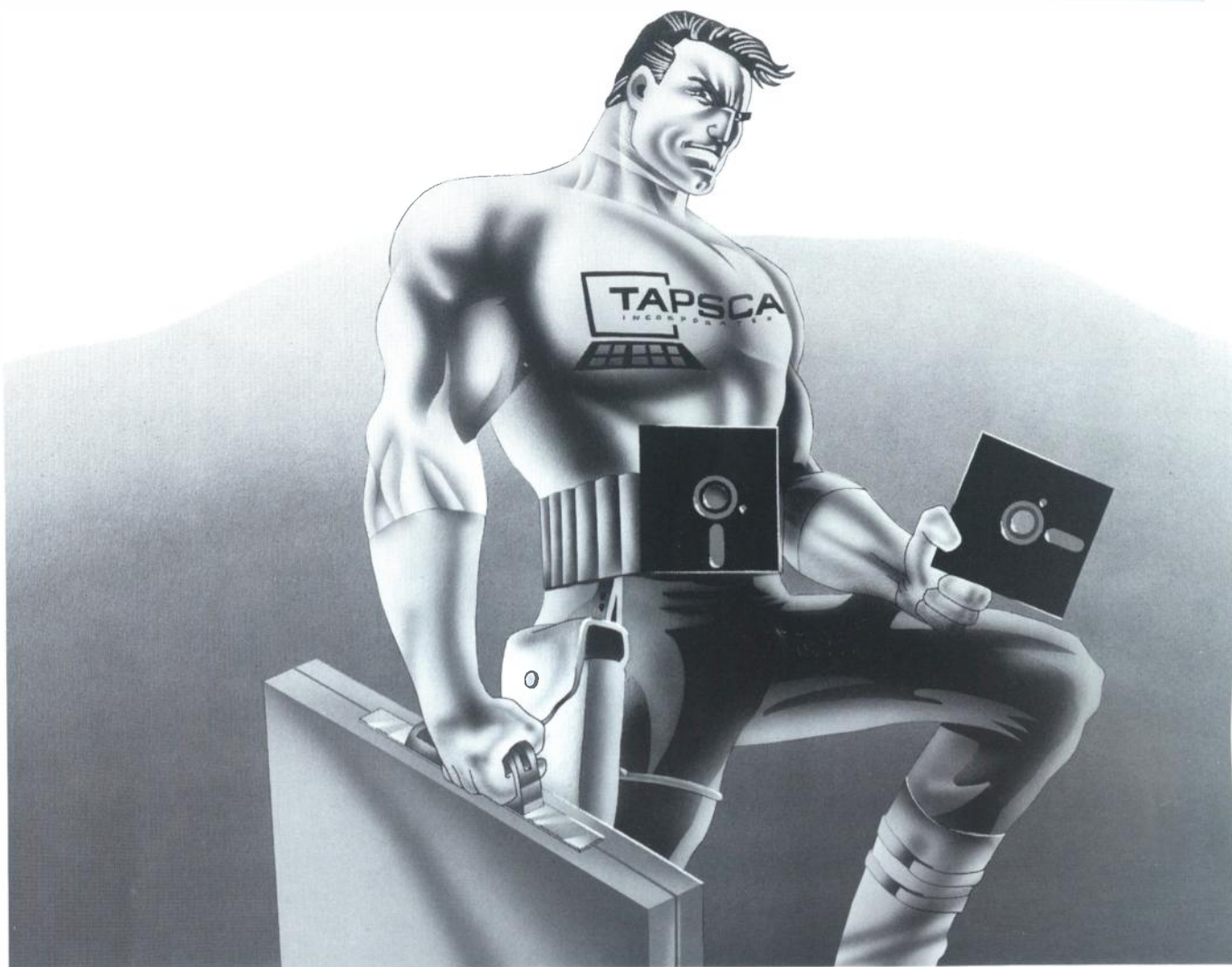
Outlet Sells WTOP To Chase

WTOP-AM/WASH-FM in Washington, DC, have been sold by Outlet Communications for a reported \$68 million to Chase Broadcasting. Chase Co-chairman Roger Freedman has confirmed the reports inside the industry.

NAB Approves Contribution

The National Association of Broadcasters Executive Committee has approved a matching contribution of \$150,000 for the Radio Futures Committee, matching the contribution of the Radio Advertising Bureau. The contribution will supplement some \$900,000 in contributions from groups and individual Radio stations for the Radio Awareness Campaign. Meanwhile, the committee approved the hiring of five NAB telemarketing professionals to replace five field staff members on Oct. 1. Also, the Radio Executive Committee was told that exhibit space for Radio '89 is sold out and registrations are 8 percent ahead of last year.

more news on page 8



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Tapscan is the nation's largest supplier of ratings analysis and presentation software to broadcast stations for one important reason. We give our clients exactly what they need to effectively compete in today's increasingly complex marketplace.

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Editorial

Marching To A New Drummer

Al Sikes has now been thrust into the leadership post at the Federal Communications Commission, and a laundry list of hopes and fears from the industry are already being propelled his way for consideration.

We have a wish list and have already stated some of our desires on this page last week. We want to keep other thoughts of Radio fresh on Mr. Sikes' mind as well.

His predecessor, former chairman Dennis Patrick, set the stage for his arrival with these parting words: "We have created a very fluid, dynamic marketplace in which the relationships are changing, and the only thing we can say for sure is that there is, and will continue to be, a great deal of change, and the competition will be fierce."

Competition is good for any business, including Radio. But we fear that the Radio world of today is facing competition from within to the point that it is harming our industry.

Proliferation of the AM dial weakened so many stations that now many fight for survival. The FM dial has found the same to be true. Deregulation is in many ways hurting. It was not intended to be that way.

The calls for more competition sound good if you're a cable operator in a town where only 20 percent of the population receives the signal. In that same town there might be 10 combo Radio stations, and three television stations, where everybody receives the signal and leaves Radio scrambling for every ad dollar that same cable company is after.

The message being sent to Radio must be clear and concise. The rules must be fair and simple. We're not convinced the case has been made for reregulation, because policies that date back to the '50s certainly hampered Radio before deregulation.

But the message Radio has received from the commission of late has almost been as detrimental as if it were a regulated, controlled set of blueprints from a Washington bureaucracy.

The industry for the most part is solid, but there are a number of edges that are in need of repair. The issues of AM-FM proliferation, AM stereo, the Fairness Doctrine, spectrum fee proposals, ad taxes, user fees and indecency can have major effects on Radio.

Faithfully weighing the issues is a chal-

lenge that the commission must handle carefully. There is a fine line of policy-making that can re-shape the entire scope of Radio if handled incorrectly.

For instance, we certainly do not need the Congress finding ways to attach fees to budget bills to make up spending shortfalls in the nation's economy. Or, attaching the Fairness Doctrine to budget riders. Balance the budget without hampering Radio's progress.

Likewise, we do not need the FCC raising the fees to cover the cost of regulation.

As an industry, we generally react to changes in the marketplace better than we respond. When the rules are changed, however, we tend to fight vigorously before accepting the change.

Al Sikes may find that dealing with the industry is just as frustrating as Radio finds dealing with the FCC. An open line of communication is important and we hope he will seek the advice and counsel of Radio people when making Radio decisions.

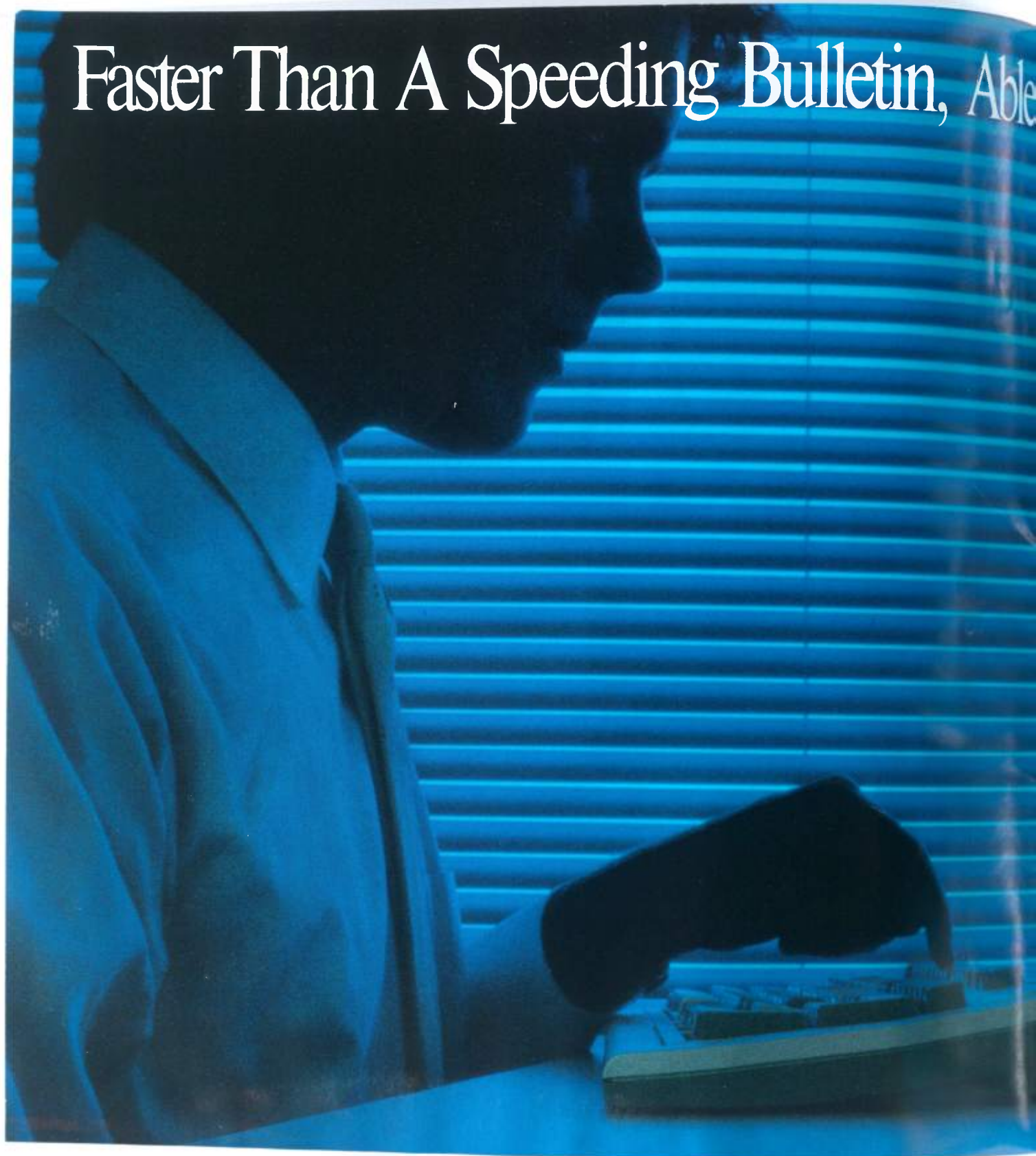
This might not bring about complete harmony in the industry, but at least Radio could find itself marching to the beat of a different drummer than in days gone by.



Kim N. Price

Kim N. Price

Faster Than A Speeding Bullet, Able



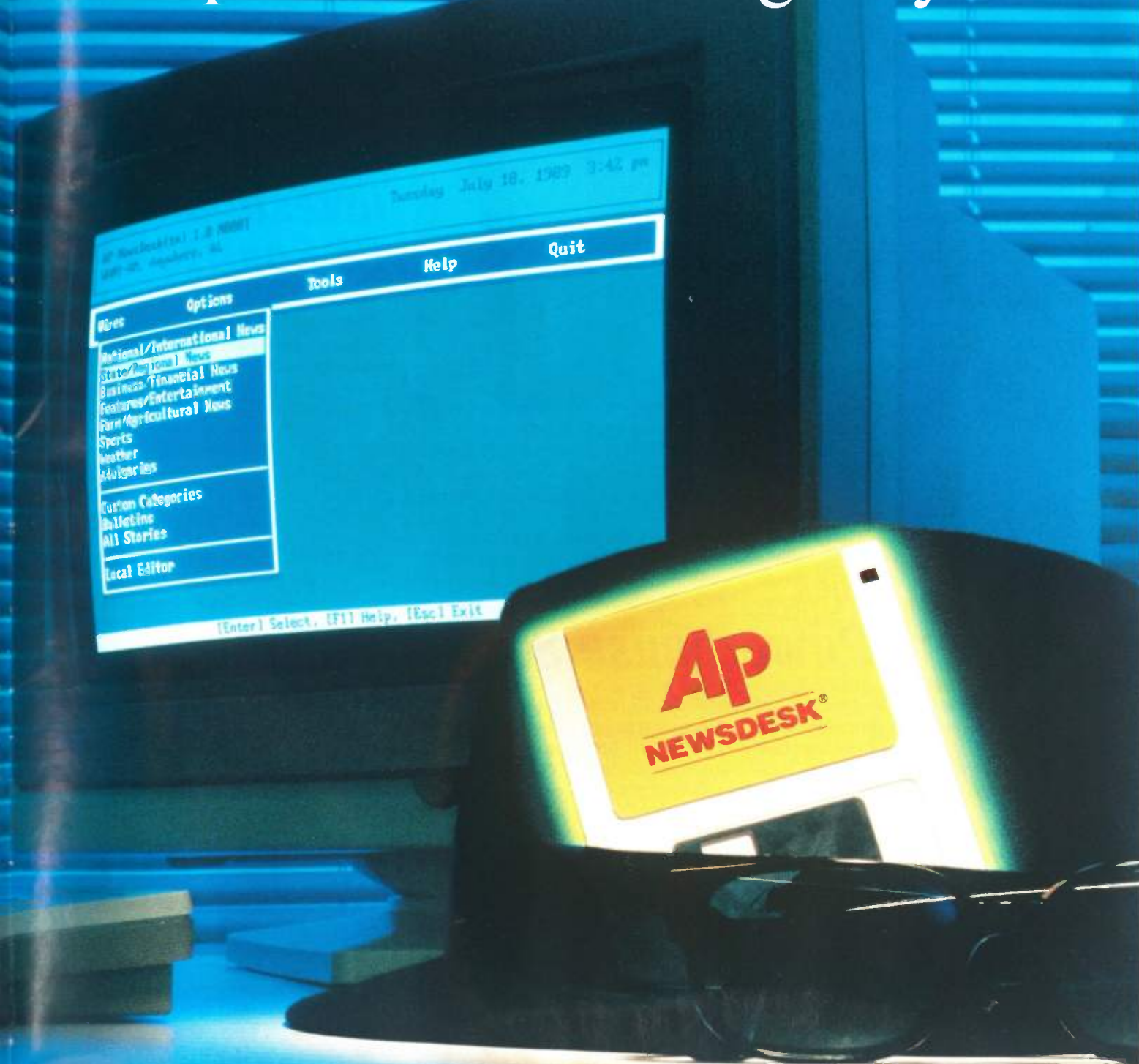
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AP Associated Press
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Sikes Takes Oath

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Sikes took the oath of office from FCC Commissioner James Quello, who along with Commissioner Patricia Diaz Dennis make up the other



Al Sikes (l) takes oath from FCC Commissioner Jim Quello and becomes chairman of the FCC. Looking on is Marty Sikes.

members of the FCC, which has not been at full force since 1987.

FCC Begins Investigation Of Sonrise

After weeks of news reports delved into the practices of Sonrise Management Services, Inc., the Federal Communications Commission said last week it has instituted an investigation under the Communications Act.

The activities of Sonrise, a Columbus, GA-based company that has served as consultant to more than 100 applicants for new broadcast stations at the FCC, arose with the problems of lawyer Thomas Root.

Root is the Washington, D.C., lawyer whose plane crashed in Bahamian waters after Root claims to have passed out on a trip to North Carolina for a Radio deposition. Root was found to be suffering from an unexplained gunshot wound to the stomach.

News accounts of Root and Sonrise apparently prompted the FCC inquiry because of the numerous filings before the commission from the company and attorney.

The FCC said information it obtained raised questions as to whether Sonrise, its applicants, and their attorneys, consultants and advisors have engaged in a pattern of conduct that constitutes an abuse of the commission processes and may also violate the Criminal Code.

Sonrise filed suit against Root in U.S. District Court in Washington, D.C. seeking \$584,600. Root has represented many Sonrise applicants before the FCC.

The Sonrise lawsuit alleges Root double-billed Sonrise, dismissed applications without the knowledge or consent of Sonrise applicants and misused escrow funds.

Root has denied any wrongdoing.

The FCC said its chief of the Mass Media Bureau will forward the results of its investigation to the criminal division of the Justice Department.

For \$32.75 Million

Miami Powerhouse Sells

Mac Tichenor, Jr. was elated last week after he and partners from WADO-AM in New York City completed the deal to purchase WQBA-AM/FM in Miami, FL.

The joint venture will pay Susquehanna \$32.75 million for the Radio powerhouse, commonly referred to on the AM as "La Cubanissima" and on the FM as "Super Q." The deal involves the purchase of the real estate which is valued at \$7 million.

"We are delighted to have the opportunity to affiliate these stations with our group and look forward to the privilege of continuing the fine heritage of service to Miami's Latin community which has made these stations so suc-

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The deal makes Tichenor the country's largest broadcaster of Spanish language Radio.

Tichenor's joint venture partner, Radio WADO, Inc., owns and operates WADO-AM, which has served New York City for some three decades. Tichenor tried to purchase the station in 1987, but his attempt failed because he could not get a permanent tower site lease.

Later that year, Miamians Andrew, Tony and Mark Blank and Louis Wolfson III bought the station. Herbert Levin, a former WQBA-AM/FM general manager, a current senior vice president of WADO, has some ownership in the station with the joint venture. Levin is a pioneer in south Florida Spanish Radio and was responsible for the creation of "Super Q" over a decade ago.



Mark Blank



Louis Wolfson III



Andrew Blank

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RADIO INK™

From The Radio Grapevine

• **RAB President Warren Potash** is going for experience in filling the top two vacancies at the bureau. In naming **George Hyde**, the **Susquehanna** Radio veteran to replace new **Transtar Exec Wayne Cornils**, RAB gets a broadcaster with a wide range of experience. Hyde has served on the **Arbitron Advisory Council**, the **Ad Tax Committee** of the **Florida Broadcasters Association**, and the **NAB Board of Directors**. He also served as **NAB's Vice Chairman/Radio**. He certainly should help Radio.



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• **Grace Media Inc.** has introduced "The Promo and Spot Toolkit" for Radio programmers and producers. The production kit was produced by **Ron Erak**, most recently program director at **Viacom's K-Best FM** in Seattle.



Ron Erak

• The **Spring RADAR 39** report indicates 72 percent of people 12 years or older listen to at least one network Radio commercial over the course of a week. For men, 18+, the percentage is 75 percent, for women, 70 percent and for teens, 72 percent.

• The **May/June/July Arbitrends** show **KQLZ "Pirate Radio"** moving from a 4.3 to 5.4 share in 12+ listeners in Los Angeles and Orange County. The battle will be hot and heavy entering the Fall.

• The **Sun Radio Network** has not sold to **For The People** as reported here last week and is still owned by **Kayla Satellite Broadcasting Network**. The 140-station network's latest marketing plan involves offering C-band satellite receivers to affiliates for as

little as \$29.90 per month for 36 months, with as little as \$100 down.

• More than 150 Radio stations have signed on to carry the **Public Interest Affiliates' Sears College Football Game of the Week**. The 29-game package marks the first exclusive Radio sports sponsorship since the '40s.

• **Top 30 USA** hosted by **Donnie Simpson** on the **STRZ Entertainment Network** has a new 900-line for dedications. The number is 900-4-Go-Call. **STRZ** is part of **Sheridan Broadcasting Networks**.

• Congrats to **Katz Radio President Stu Olds** for election to a two-year term on the board of directors of the **New York Market Radio Broadcasters Association**.

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• **Americom** has extended invitations to guests at **Radio '89** for "Riverboat Gambling aboard The Cajun Queen." Look for the dealmakers to be at this dockside event.

• "The War of the Worlds," famous

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• **Pam Solvang**, director of marketing for **Ackerley Communications**, is leaving to work for **London Broadcasting Co.**, a new firm offering formats.



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The **Pulse** RADIO'S MANAGEMENT WEEKLY

Arbitron Adds To CrossTraQ Radio Database

Arbitron has new categories and formats for Radio CrossTraQ, its microcomputer-based service which combines Arbitron's local market Radio audience database with the latest two years of product information collected by Simmons Market Research Bureau. Available on diskettes, the new qualitative data has been sent to clients.

"CrossTraQ is the service that puts the quality into qualitative," said Rhody Bosley, vice president, Radio Station Sales. "The new and expanded list of CrossTraQ categories include several financial services, prompted by a marked increase in local Radio spending in this area. Also, Hispanic has been added to the list of formats available for selection in CrossTraQ."

"Already a most valued and affordable service for Radio advertising agencies, we are happy to provide enhancements which can better serve them in the Radio planning and buying process," said Christine Spragg, vice president, Advertiser/Agency Radio Services.

Miami Powerhouse WQBA Sold To Tichenor Media

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WQBA serves the Cuban community in Miami and is the first Cuban/Latin-formatted property that Tichenor will operate. His other Spanish language stations are KLAT-FM, Houston, WIND/WOJO, Chicago, KBNA-AM/FM, El Paso, KUNO-AM, Corpus Christi, KCOR-AM, San Antonio and KGBT/KIWW, McAllen/Brownsville.

The Ted Hepburn Co. represented Radio WADO and R.C. Crisler & Co. represented Tichenor Media System.



Recording artist Gloria Estefan was a visitor at WKQI-FM in Detroit, MI. Shown, (L-R): Michael Waite, Asst. PD/afternoon drive; Estefan; Gary Berkowitz, WKQI VP/PD; David Hunter, WKQI mid day man.

Radio Futures Committee Taps TM Communications For New Jingles

The Radio Futures Committee, a joint project of the National Association of Broadcasters and the Radio Advertising Bureau has hired TM Communications, a Dallas-based music and Radio production company to create musical executions of the campaign's signature jingle which will be compatible with various Radio formats.

Responding to needs expressed by Radio programmers, the committee commissioned transpositions of the jingle, originally recorded by Richie Havens, which will be compatible with AOR (Album Oriented Rock), EZ Listening, Country, CHUR (Contemporary Hit/Urban) and Spanish formats.

Production has begun. The new jingles-by-format will be introduced to the industry at NAB's forthcoming Radio '89 Convention in New Orleans, September 13-16, and mailed to all Radio stations during the first week of October. These format compatible jingles are designed to encourage individual station programmers and production: people to extend the campaign by creating customized commercials featuring local

listeners and/or clients discussing the importance of Radio in their lives. Formatic music will offer stations added flexibility to extend and customize the overall campaign using the theme - "Radio. What Would Life Be Without It."

According to Radio Futures Committee Co-Chairman Steve Berger, "We selected TM Communications after soliciting more than 10 bids from music companies all across the country. They have a particular sensitivity to the needs of Radio stations and they can produce music which can be easily integrated into any station's programming mix." Berger is president of Nationwide Communications, Columbus, OH.

"We believe these new jingles will give our industry's campaign added 'legs' to power it through the end of the year. We will announce even more new ways to involve Radio stations in the ongoing Radio Futures effort at Radio '89 and we encourage all stations to continue playing the spots, get involved and make this campaign their own," said Jerry R. Lyman, co-chairman of the Radio Futures Committee.

Drake-Chenault Begins Marketing DigiTotal System

Drake-Chenault has begun production and marketing of its music management system, DigiTotal. William S. (Bill) Sanders, chairman of Drake-Chenault and parent Wagontrain Communications, made the announcement.

The music management system offered by DigiTotal is backed by almost 30 years of programming experience. A station is provided a weekly 'floppy' disk which, when inserted into a computer drive, manages the flow and pace of music and commercials. Random accessibility, to the more than 1,100 songs available in a typical library, is unique to DigiTotal. Live stations may readily interact with DigiTotal which offers instant start and back-timing.

Previously, Drake-Chenault has offered libraries of music on Beta tape while acting as sales agent for a hardware manufacturer. "The average age of studio and automation equipment, combined with the technological gap of the past 10 years, was an invitation for us to develop DigiTotal," Sanders concluded.

The first DigiTotal installation was at CFOS, Owen Sound, Ontario, Canada on August 8.

The Pulse Index Of Stocks

	52 WEEK HIGH	52 WEEK LOW	CLOSING PRICE 8/11/89	CLOSING PRICE 8/4/89	WEEKLY PERCENTAGE CHANGE
CAPITAL CITIES	534.5	309.5	518.125	523	-0.9%
CBS	221	157	215	217.125	-1.0%
CLEAR CHANNEL	16.375	10	12.25	12	2.1%
HERITAGE COMM.	5.75	3.375	3.875	4	-3.1%
JACOR COMM.	8	5.125	7	7	0.0%
OLYMPIC BROADCASTING	4.25	1.75	2.5	2.5	0.0%
OSBORN COMMUNICATIONS	15	6.5	14	14	0.0%
PRICE COMMUNICATIONS	7.6	4.6	6.75	6.625	1.9%
SAGE BROADCASTING	6	3.25	3.75	3.75	0.0%
SUNGROUP	2.875	1.375	1.375	1.375	0.0%
TM COMMUNICATIONS	0.75	0.125	0.313	0.375	-16.5%
WESTWOOD ONE	13.25	7.5	12	10.75	11.6%

Courtesy of A.G. Edwards & Sons, Inc.

Birch Announces Continuous Measurement In Additional Markets

Birch Radio has added 44 markets for continuous measurement.

Beginning with the Summer 1989 report, Birch Radio will provide four Standard Market Reports per year in markets which are accustomed to receiving two reports per year. The summer report covers May-August.

The following markets have been added and will be measured on a continuous basis effective immediately:

Amarillo	Corpus Christi
Lincoln	Roanoke
Anchorage	Eugene
Lubbock	Rockford
Bakersfield	Fargo
Lynchburg	Santa Barbara
Billings	Fayetteville
Manchester	Savannah

Binghamton	Ft. Walton Beach
Medford	South Bend
Boise	Gainesville
Monmouth	Tallahassee
Burlington	Hagerstown
New Bedford	Topeka
Cape Cod	Huntington
Oxnard	Wheeling
Cedar Rapids	Jackson
Pensacola	Worcester
Charleston, WV	Kalamazoo
Peoria	York
Chico	Lancaster
Portland, ME	Frederick, CO

For Engineers

NAB Offering Management Course

The National Association of Broadcasters is offering the 25th Annual Management Development Seminars for Broadcast Engineers, February 4-9, 1990, at the University of Notre Dame in South Bend, IN.

The course is designed to develop and sharpen the managerial skills of broadcast engineers.

The seminars will be conducted by Richard D. Cupka, president of the Cupka Corporation, West Lafayette, IN. He has more than 25 years of

experience in the field and served as director of Purdue's Institute for Leadership Education before forming his own company.

The fee is \$1,350 for NAB members and \$1,650 for non-members. This includes tuition, housing, all instructional materials, Sunday evening reception and dinner, Monday luncheon and Friday evening graduation banquet. For further information contact NAB Science and Technology at (202) 429-5346.



From The Broker

Radio '89

New Orleans

While you're attending the Convention, call us for a confidential discussion in our suite at the historic Soniat House Hotel, Chartres Street. Phone 522-0570 from Sept. 13-16.

THE TED HEPBURN COMPANY

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Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

•**KCIN-AM** in Victorville, CA, and **KATJ-FM** in George, CA have been purchased by **Victor Valley Broadcasting** from **Sidney King and Crown Broadcasting Services** for \$1.36 million. Sidney King has no other broadcasting interests. Victor Valley is headed by **Kenneth Devine, Peter Troscclair and John Binsfeld**, partners in the New Orleans-based engineering firm of **Broadcast Technical Inc.** Buyer has no other broadcast interests. **Questcom Radio Brokerage, Inc.** served as the broker in the transaction, representing the Buyer.

•**KZZB-AM/FM** in Beaumont, TX, has been purchased by **Design Media, Inc.** from **Triplex Communications, Inc.** for \$2.1 million. **John C. Thomas and Leonard Bolton**, owners of Design Media, Inc., also own **WKEU-AM/FM** in Griffin, GA and **WQIS/WNSL-FM** in Laurel, MS. **John Cendra** is the principal owner of **Triplex Communications, Inc.** **George Otwell and [unclear]** are the owners handling the trans-

•**WSHY-AM** in Shelbyville, TN, all IL, **WKCM-AM** in Hawesville, KY, and **WCTZ-AM** in Clarksville, TN. **Jerry Oakley** is president of **Tenncom**. The sellers also have interests in **WLHQ-AM/FM** in Enterprise, AL, and **WIRC/WXRC-FM** in Hickory, NC. **Blackburn and Company, Incorporated** handled the transaction.

•**WACT-AM/FM** in Tuscaloosa, AL, has been purchased by **Taylor Broadcasting** from **New South Radio, Inc.** for \$2.55 million. **Stephen, Edward and Suzanne Taylor** of Taylor Broadcasting also own **WIKS** in New Bern, NC, and **WTLZ** in Saginaw, MI, and are buying **WWGS** and **WSGY** in Tipton, GA. New South Radio is owned by **Clyde, Walter and Ronald Price**. **Chapman Associates** handled the transaction.

•**WILN** in Panama City, FL, has been purchased by **BayMedia Inc.**, owned by **James Broadbuss, Jr. and Bertie Smith Broadbuss**. **Tallahassee Broadcasting Company Inc.** sold the station for \$600,000 for 50 percent. **Tallahassee Broadcasting** is headed by **B.F.J. Timm** and is selling its 50 percent interest in **BayMedia Inc.** Timm also owns **WVOJ** in Jacksonville, **WANM** and **WGLF** in Tallahassee, **WDMG-AM/FM** in Douglas, GA, **WSGL** in Naples, **WZQB** and **WPPR** in Warner-Robins, Ga, **WCXL** in Vero Beach, FL, **WOZN** in Key West, FL, and FM CPs in Orlando, Holmes Beach, and Solana, FL.

•**KWOR-AM/FM** in Worland, WY, has been purchased by **Bruce and Karen Long**, also owners of **WTHE** in Thermopolis, WY, for \$197,515 from **Kenneth Brown and Tony Kehl**. Kehl also owns a 50.5 percent interest in **KBWM** in Bozeman, MT. **Pat Thompson Company** was in charge of the transaction.

•**KKYS-FM** in Bryan/College Station, TX, and **KMJJ-FM** in Shreveport, LA have been acquired by **SunGroup, Inc.** pending FCC approval from **Radio USA**. The Radio USA investors will become substantial stockholders in SunGroup in this merger and **James A. Reeder**, managing general partner of Radio USA will become the executive officer of SunGroup. **Frank A. Woods** is president of SunGroup. SunGroup also owns and operates Radio stations **WERC-AM** and **WKXX-FM** in Birmingham, AL, **KESY-AM/FM** in Omaha, NE, **KKSS-FM** in Albuquerque/Santa Fe, NM, **KYKX-FM** in Longview, TX, **KEAN-AM/FM** in Abilene, TX and **KKQV-FM** in Wichita Falls, TX. SunGroup has first right of refusal to purchase **WSLI-AM/FM** in Jackson, MS.

•**KWTO-AM/FM** in Springfield, MO, has been purchased by **Cole Media, Inc.** from **Summit Communications Group, Inc.** for \$5.25 million. The president of Summit Communications, Inc. is **James W. Wesley, Jr.** and president of Cole Media is **Richard E. Cole**. The **Mahlman Company** represented Summit Communications Group, Inc. in the sale.

Donna Summer To Entertain At NAB

Recording artist Donna Summer will headline with Paul Shaffer and the World's Most Dangerous Band at the National Association of Broadcasters' grand finale awards gala following the closing dinner on September 16 at the Radio '89 Convention in New Orleans.

The Marconi Radio Awards will be given for the first time to the personalities of the year, stations of the year, stations of the year by format and legendary station. Winners in the 23 categories will be chosen by broad-



SEPTEMBER 13-16, 1989
National Association of Broadcasters
ENGINEERING CONFERENCE SEPTEMBER 12-16

casters from among 119 nominees.

After more than six years with NBC's "Late Night with David Letterman," the World's Most Dangerous Band decided to take its act on the road and in May 1988 opened to acclaim at Chicago's Vic Theatre. The group is now in great demand and does personal appearances on weekends and when the Letterman Show is not in production.

Shaffer also will help broadcast veteran Dick Clark host the star-studded awards gala, which will include entertainment by actor/comedian John Candy, comedian Jeff Altman, and comedians Mack and Jamie.

"The Marconi Awards will be a celebration of all that is excellent in Radio. It is fitting that we have an artist of top-notch entertainment in the awards gala line-up, to honor the best in Radio," said Jeff Smulyan, Radio '89 Steering Committee Chairman.

The Pulse Of Radio Calendar

Aug. 24-26—**North Dakota Broadcasters Association Annual Meeting**-Sheraton, Bismarck, ND.

Aug. 27-29—**Nebraska Broadcasters Association 56th Annual Convention**-Interstate Holiday Inn, Grand Island, NE.

Aug. 30—**Ohio Association of Broadcasters AM Radio Meeting**-Embassy Suites, Columbus, OH.

Sept. 21-24—**Associated Press Broadcast Services National Meeting**-Denver, CO.

Sept. 21-22—**39th Annual Broadcast Symposium**-sponsored by IEEE Broadcast Technology Society-Hotel Washington, Washington, D.C. Information: Steve Crowley, (202) 223-6700.

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

Sept. 24-26—**New Jersey Broadcasters Association 43rd**

Annual Convention-Bally's Grand Casino Hotel, Atlantic City, NJ. Information: (201) 247-3337.

Sept. 24-26—**"Building The Winning Team" Workshop** for major Market stations on setting, managing and reaching audience goal, sponsored by National Public Radio and National Federation of Community Broadcasters with funding from Corporation for Public Broadcasting-Seattle. Information: (202) 822-2000.

Sept. 28—**International Radio and Television Foundation** "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite."-Plaza Hotel, NY.

Oct. 1-3—**Illinois Broadcaster Association Annual Convention**-The Abbey, Fontenac, WI.

Oct. 11-15—**Women in Communications National Professional Conference**-San Antonio, TX.

Oct. 12-15—**Minnesota Broadcasters Association 40th Anniversary Convention**-

Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

Oct. 14-16—**Texas Association of Broadcasters 36th Annual Convention**-San Antonio, TX. Information: Stephanie Glass, (512) 322-9944

Oct. 17-18—**Broadcast Credit Association, Inc. 22nd Credit and Collection Seminar**-Scottsdale Hilton Resort and Spa, Scottsdale, AZ. Information: (312) 827-9330.

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

Oct. 19-21—**Friends of Old-Time Radio 14th Annual Convention**-Holiday Inn-North, Holiday Plaza, Newark, NJ. Information: Jay Hickerson, (203) 248-2887.

Oct. 19-22—**National Religious Broadcasters Eastern Chapter Meeting**-Sandy Cove Conference Center, North East, MD. Information: Sue Bahner, (716) 461-9212.

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

Oct. 21-24—**North Carolina Association of Broadcasters Annual Convention and Exhibition**-Grove Park Inn, Asheville, NC. Information: Laura Ridgeway at (919) 821-7300.

Oct. 25-26—**Ohio Association of Broadcasters Fall Convention**-Hyatt on Capitol Square, Columbus, OH.

Oct. 25-28—**Broadcast '89 Trade Fair For Film, Radio and Television**-Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 757-6452.

Standard Broadcast Calendar

AUGUST 1989						
M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

SEPTEMBER 1989						
M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

OCTOBER 1989						
M	T	W	T	F	S	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

NOVEMBER 1989						
M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

DECEMBER 1989						
M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 1990						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

FEBRUARY 1990						
M	T	W	T	F	S	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

MARCH 1990						
M	T	W	T	F	S	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

APRIL 1990						
M	T	W	T	F	S	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Major Meetings

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

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

October 5-8—**Society of Broadcast Engineers Fourth Annual National Convention**-Kansas City, MO. Call for papers: John Battison, (419) 994-3849. Convention information: 1/800-225-8183.

October 17-18—**The Broadcast Credit Association's 22nd Credit and Collection Seminar**-

Scottsdale Hilton Hotel, Scottsdale, AZ. Information: (312) 827-9330.

1990

January 18-21—**Radio Advertising Bureau Annual Managing Sales Conference**-Loews Anatole, Dallas.

January 27-31—**National Religious Broadcasters 46th Annual Convention**-Sheraton Washington and Omni Shoreham Hotels, Washington.

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**-Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**-Hyatt Regency, San Francisco.

JULY 1990						
M	T	W	T	F	S	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JUNE 1990						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 1990						
M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

RATINGS



Those Oldies But Goodies
Remind Me Of...

By Narcisse S. Cadgène

Oldies formats have posted some of the largest gains in the industry from winter 1988 to winter 1989 (see chart) based on Arbitron ratings. What's behind the big increase in listenership, and is it a flash in the book?

"When our first book came out, people said, 'Oh, it's a one-book format.' And then our second book was even better, and people said, 'It's just a two-book format,'" recounted Diane Sutter, WWSW-AM/FM vice president and general manager. "Well, in the 25-49 segment we've been number one five out of six books, and in 25-54 we've been number one in three books, number two once, and never below third. What are they saying now?"

Conventional wisdom ties oldies' rise in popularity to the fond memories of an aging baby boom. Practically everyone has a desire to recall better years, when they had few responsibilities, and life seemed simpler. Baby-boomers look for the music of their high school and college years, the '50s and '60s.

"Escapism is always in an entertainment medium," the Seraphin, vice president and general manager of KODJ in Los Angeles, pointed out. Seraphin has just come off a

good Arbitron book. The station, as KNX-FM, had a 1.1 12+ share in its last Arbitron with a hybrid AOR format and debuted with a 2.0 12+ share in the latest book with oldies. The July trends show the station with a 2.5 12+ share and a 3.8 in the most important 25-54 grouping.

"There are a lot of people who have grown up with this music," said Rick Sklar, VP/programming for Braiker Radio Services, a newly-formed satellite programming company that will introduce an oldies format. "This music from 35 years ago represents a majority of the listening audience, specifically 35-54."

"This is a culmination effect of 35

of freedom, really."

Some oldies proponents claim the secret of oldies' success is the music itself, not the association or nostalgia factor.

"Barbara Ann is a fun song no matter how old you are," said Sutter. To anyone who has heard a college student audience screaming every early Beach Boys song word-perfect, this theory holds water.

"Oldies have a music history to draw from," said Phil Barry, VP/programming of Drake-Chenault. "This format identifies an unserved group of people in the strongest buying demo (25-54) there is. It's like a new product. People are willing to listen.

They are hearing (oldies) like they've never heard them before. No more scratchy old records."

Drake-Chenault offers a "Great Gold" format.

"More and more people are coming to the idea that most of the best music that will ever be recorded has already been done," said Robert G. Hall, VP/programming for the Satellite Music Network.

Bleak as that concept may be, it has meant money in the bank for Radio. The strongest oldies demo, 25-54, has buyer appeal. "It creates good promotional opportunities because it covers such a good demo," Barry added. Whether the music has peaked or not may be debatable, too.

"Nobody remembers the golden



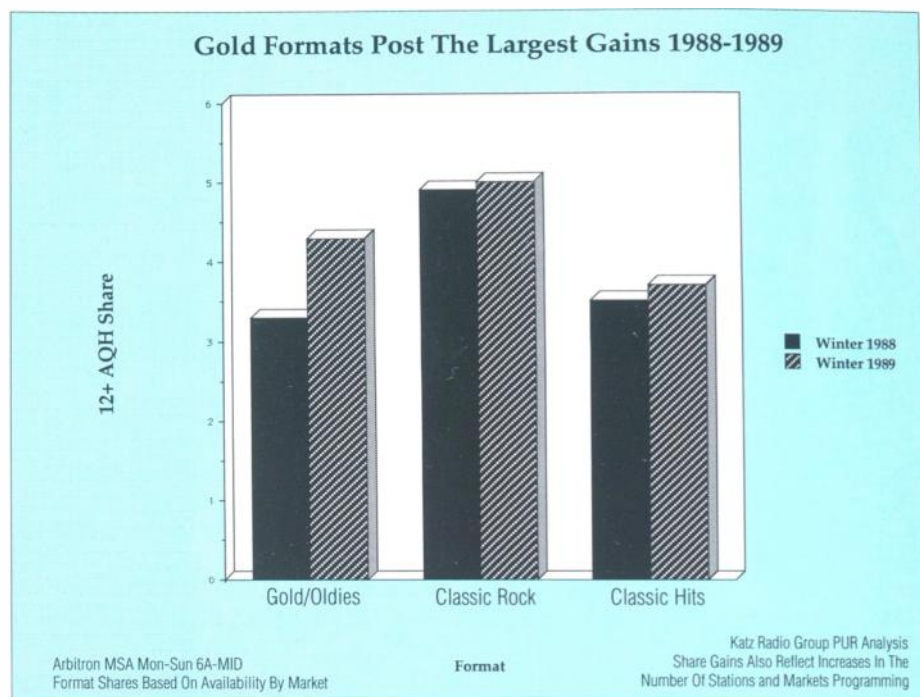
Dave "Duke" DeLuca (2nd from left) and the Showvinistics

years of Rock 'N Roll," Sklar added.

David DeLuca, 47, is a daylight-hours attorney in Rochester, NY, but a 24-hour oldies star.

"It's therapeutic," he said. "It relaxes me. You listen to the flavor of the music - simple music with simple words - from a time when there was an absence of responsibility - a time

Those Oldies But Goodies
Remind Me Of... **RATINGS**



oldies of 1984," replied Sklar, noting most everybody who listens to music remembers most No. 1 hits of the '50s and '60s. "They just aren't making them like they use to."

Nevertheless, oldies Radio management and listeners commonly believe that "newer" music - certainly music after disco, possibly post-Beatles - is not as good as pre-Woodstock or pre-Beatles.

FM programmer B. J. Hunter concedes much of KOOL-AM/FM's success to the lack of quality of recent music: "The new product hasn't been up to par with the old product."

Legendary CBS-FM jock Ron Lundy adds, "Either we're pretty good, or the music of today is pretty lousy."

The reality, however, is that the most important ingredient in oldies' recent success formula may be that stations have made a quantum leap in knowing what their oldies listeners really want.

"Radio is now applying marketing techniques and strategic warfare to oldies programming," said Moyes. "The product is a heck of a lot different. They're getting in touch with their customers."

It is now clear that a number of

target audiences were being underserved. The idea used to be that oldies were broad-based.

"Stations tried to play from Chuck Berry into the '80s," said Jim Seemiller, Adams Communications' vice president and KOOL-AM/FM general manager. "Traditionally, a station played Buddy Holly once an hour," he added, but the people that wanted '60s music didn't have a station to listen to.

As in contemporary music formats, oldies programming is narrowing its focus. Program directors at oldies stations are fine-tuning the mix, throwing out the "moldy" oldies, as defined by their target audience. KOOL in Phoenix has syndicated its programming in a joint venture through Adams Communications and Satellite Music Network. PURE GOLD (FM) is targeted 35-44, KOOL GOLD (AM) is targeted 45-54.

"Our PURE GOLD is getting the best books," said SMN's Hall, "but KOOL GOLD is going to super-serve that '50s-oriented segment, and it's allowing some dying AMs to get some numbers."

Differentiation is becoming more important to the listener and the

advertiser.

"The minute you can't differentiate, it ceases to be profitable for both the listener and the station," Sutter said. "There is no waste in this format. We don't waste the advertiser's dollar on a demographic or psychographic that's not going to pay off for the advertiser."

"I used to listen to tapes in the car," DeLuca said. "Now I've started listening to the Radio again. 'The problem with oldies stations in the past has been that for the connoisseur, too much middle-of-the-road gets flat.'" DeLuca is a serious fan, complete with a 20,000-record oldies collection and doo-wop group, the Showvinistics. He's also in the age cell suited for oldies, 25-54.

Segmenting the market is a way for AMs to get back in the hunt with the ratings, especially with a combo FM. Done right, AM and FM complement each other - don't share and don't deliver the same audience.

"We sell our station as an oldies combo. With our FM getting six or seven and the AM getting four to five, that packs a lot of wallop," said Hunter.

"We call it 'Radio Rambo,'" continued Hunter, who has been described as "the P.T. Barnum of Radio." "We divided and conquered. On the FM, the listeners are still making major decisions - to buy a house, how many children to have. On the AM, the life decisions are already made. They are more passionate. Many stations don't play to the passion."

"We took a station in Minneapolis that had a marginal signal and it's kicking butt up there," said Moyes, whose Seattle-based firm has done marketing and strategic planning for numerous oldies stations across the country.

WOLX Program Director Dave Dunkin switched a Wisconsin station from easy listening format to oldies with startling results. "We took the market by storm. Our listeners went to sleep Sunday night with Andie MacDowell and woke up Monday to the Troggs - Blam! WILD Thing!" he sings. We went from oblivion to No.

PULSE Quick READ™

1." Actually, WOLX went from 1.7 to 7.3 in 12+ and from 1.5 to 10.9 in 25-54. To top it off, WOLX's chief oldies competition, WHIT, has switched to country on AM and FM.

It is a paradox that listeners don't want an oldies station that sounds old.

"People don't think of the music as old, and the station doesn't think of it as old, it's just good music," Hall said. "We never say 'That was 30 years ago today.' We, as programmers, have gotten better."

The connotation of "oldies" can go from the Ink Spots and Drifters to the Dave Clark Five and Beach Boys, a wide-open field of music that can span three or four decades depending on the programming and audience segment of 25-54.

"We're a station that happens to play oldies," said Sutter. "Our on-air presentation is today's approach. We are not a nostalgia station and our audience is not reliving their youth. We talk about what people around the water cooler talk about."

Smart stations recognize that even within a specific time or sound, all oldies are not created equal. Simply because a song was popular in the '60s doesn't mean that it has staying power today, and the stations con-

- Baby boomers listen to oldies music as a form of escape and with a desire to recall better years when they had fewer responsibilities.

- Radio programmers are now applying marketing techniques and strategic warfare to their oldies programs - narrowing their focus from oldies mix to simply oldies.

- Listeners do not want an oldies station that sounds "old."

- A station with an oldies format has the opportunity to mix their music with a great thematic marketing program - nightclubs, restaurants, clothing, etc.

stantly test songs for burn.

But the music peaks with each resurgence of good ratings.

"Every couple of years, the format gets a little more popular," said Barry. "It is a legitimate long-term format."

"The future is brighter than ever, especially as we get better at doing it," said Seemiller.

"It's still all Rock 'N Roll, the roots of what they're listening to today," said George Sosson,

vice president for CBS-owned FM stations. "The music is timeless. People can listen to the same songs, and there doesn't seem to be any burn."

Transtar's Program Director Bill Michaels emphasized that whatever success the music had 20 years ago, it has to test well today.

Is the future of oldies the dead-end some predict? Unlikely.

That doesn't mean no change. As baby boomers age, either the music will get younger, or the listeners will get older, or both, on different stations.

CBS may be banking on a combination approach. "Advertisers want the baby boomers, adults 25-54, but soon the target will be 35-60," Sosson predicted. "I don't think oldies share will rise, but we'll carve out a niche. And each year we reevaluate the music."

"We're still dealing with a hefty demographic bump," said Michaels, "and it's my gut feel that it would be a mistake to move into the '70s because there's a whole different feel to the music."

That could be one reason Transtar is retaining listeners. The network just received the No. 1 ranking in RADAR #39, the survey of listening audiences. Transtar offers "The Oldies Channel."



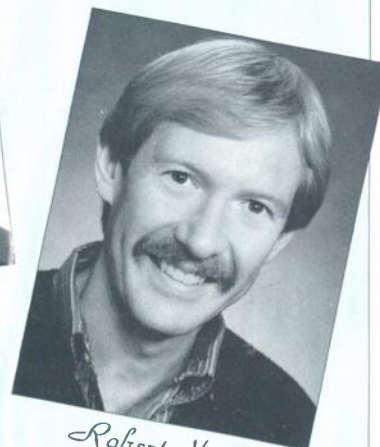
Dave Dunkin



Bill Moyes



Diane Sutter



Robert Hall

Those Oldies But Goodies Remind Me Of... RATINGS

Moyes believes the music will change to target a younger audience of oldies fans. "Sure, the highlighted years will move forward. We've seen movement in what stations are playing," he said, "but people are people, and they want to harken back to a better time, no matter when that was. As long as the stations have the right stuff, it will work."

Keeping the right stuff "right" has always been tough. A hot format and good share put even more pressure on programming.

"In L.A., we're competitive with 90 other stations," agreed Seraphin. "There will be more and more people in this demographic cell. The demographics will change, not the music."

"Just giving listeners 'oldies' isn't enough," Moyes said. "That was part of the innocence of playing oldies. Stations that really want to do well and continue dominance in the market have to work hard."

Oldies markets also differ geographically. CBS Radio has five major-market oldies stations, but, according to Sosson, "We play only main-stream '50s, except in New York, which is a street-music town where we can have our doo-wop shop."

Ultimately, a lot of music will be deleted in the years to come. But "as

long as you rotate the great music properly and keep it fresh, it'll go on forever," said Dunkin.

Seraphin offered, "I'm not sure when it will peak, but it hasn't yet." A hot format doesn't mean the station can neglect to market the station itself.

"It's not just the music," Sosson said. "We try to package the station. It's compatible with the tastes of today, but we do not expect to be the exclusive Radio station of our listeners."

KOOL has integrated horizontally. "We're marketing the...out of this station," explained Hunter. "We have our own nightclub, line of clothing, national magazine, own record of hits and our own stand-alone retail outlet. We're selling a lifestyle, a mind-set."

The format does have an unquestionable power. Oldies are everywhere: the '50s diners with neon, the ads on TV using oldies to sell their products and the films with oldies sound tracks - even when the film is set today.

"Madison Avenue and the movies have rediscovered the music, and it's time Radio did too," said Dunkin.

Every station has its emotional-outlet story. "Our KOOL-FM has the songs that have been

played consistently, but AM is playing songs that have not been available for 20 years," explained Del Hull, program director. "When we first started playing the AM, (targeted 45-55) people called us from their car phones; a lot of them had to stop the car they were so emotionally moved."

CBS-FM has been the New York oldies station around for years. "People listen to us over cable TV or erect huge antennas," said Jeff Mazzei, assistant program director, CBS-FM. "That's pretty amazing."

Listeners do get passionate.

"I found KOOL-AM when I took my family to Phoenix on vacation, and I spent about eight hours a day in the car just to listen to the Radio," said DeLuca.

Why shouldn't they get passionate? A gigantic generation's lives were changed, directly or indirectly, by this music. The Dominoes, Bill Haley, Elvis, and the Beatles changed our music forever, and Woodstock and Altamont changed our concerts.

As Seraphin pointed out, the people who really started it are the people who made all those babies, yelled "Turn that thing down!" and created the reactionary spirit.

Long live oldies.



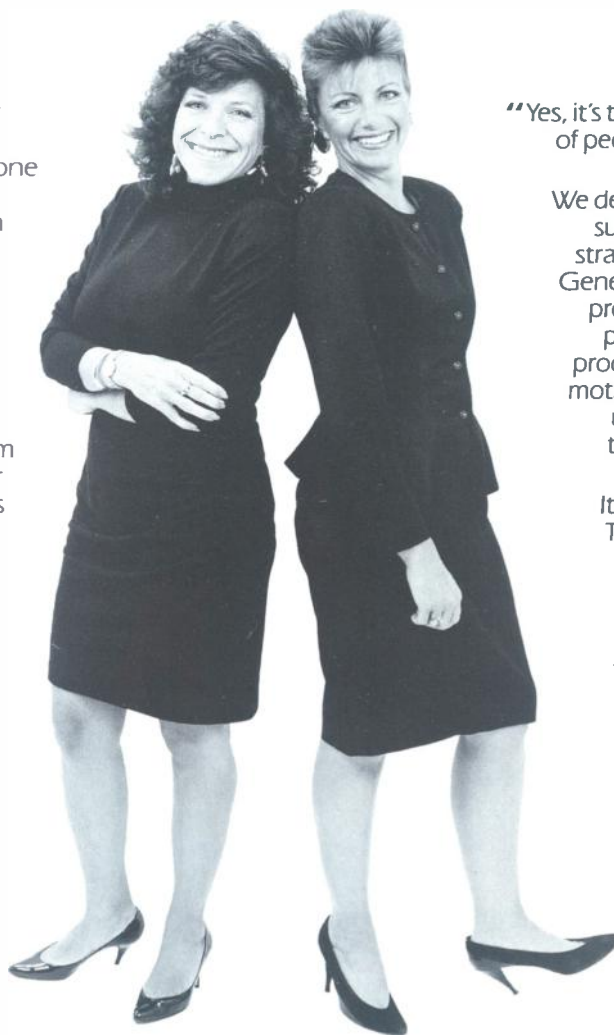
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President



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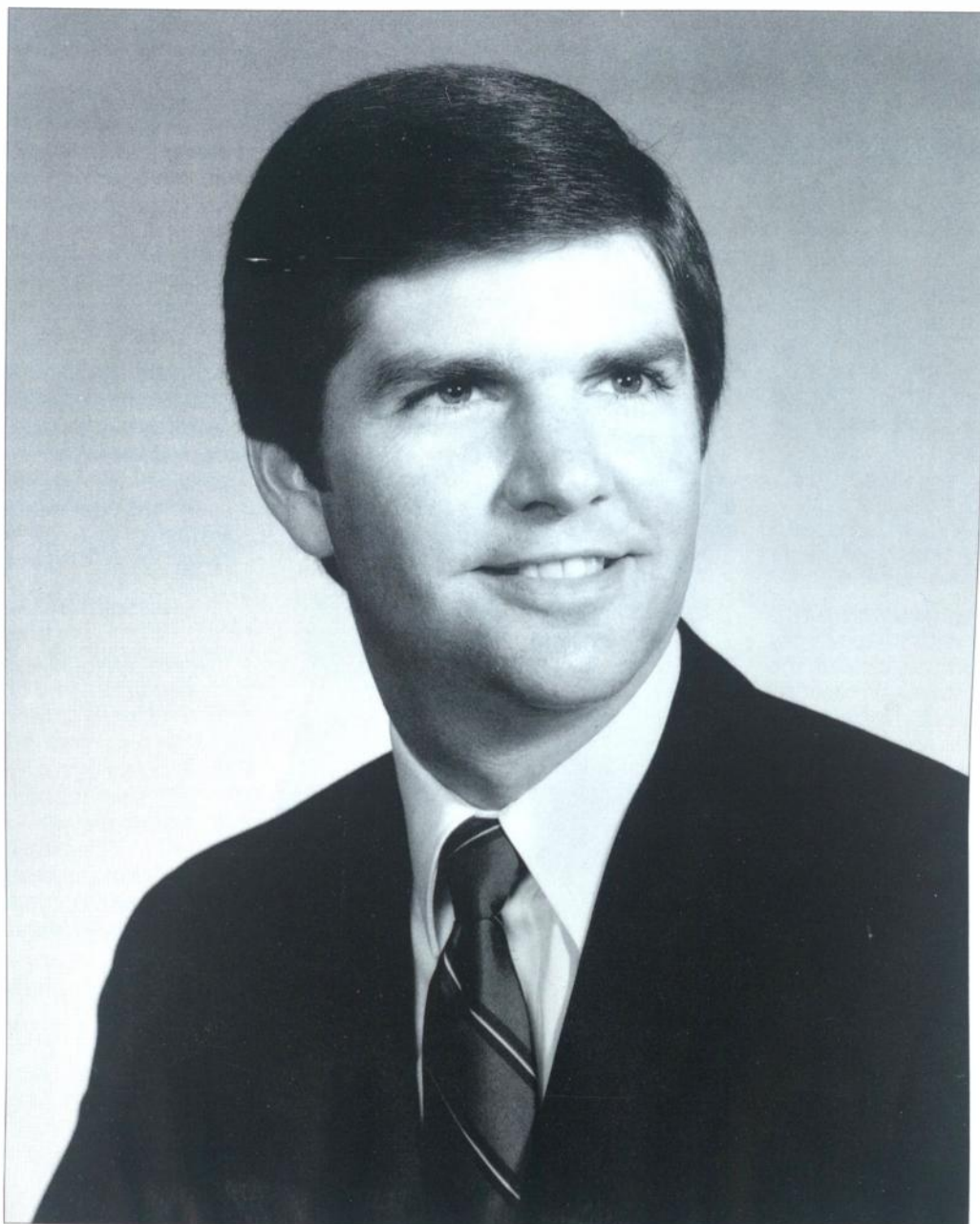
It's taken four years to perfect TeleWork. Why? The concept of telemarketing is simple: To have your telemarketing pay off takes a company that not only developed the strategy but implements it precisely to produce extraordinary results for extraordinary radio stations time and time again!"

Cidney Murtha
Executive Vice President

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MAC TICHENOR

Radio Grandè

America's Largest Spanish Language Broadcaster

MHenry T. "Mac" Tichenor, Jr. is the president of Tichenor Media System, Inc. of Dallas, TX. He runs the largest group of Spanish language Radio stations in America.

Tichenor and a partnership of Radio WADO, Inc. of New York just purchased "La Cubanísima," better known as Miami, FL, powerhouse WQBA-AM/FM, for \$32.75 million from Susquehanna Broadcasting.

With WADO and WQBA in the fold, Tichenor and the partnership can "network" eight AMs and four FM's, covering such important Spanish markets as New York City, Miami, Chicago, San Antonio, El Paso and McAllen/Brownsville, TX.

He hopes to expand the group to include San Francisco and Los Angeles.

Tichenor tried to buy WADO in 1987 for a reported \$26 million. The deal fell through for several reasons, but mostly due to the lack of a permanent tower lease. The stations were subsequently sold for much less money in 1987 to a group headed by Louis Wolfson, III, and Miami's Andrew, Tony and Mark Blank.

A third generation broadcaster, Tichenor took over day-to-day operation of the group from his father, and his grandfather before him, in 1982 and in August, 1988 moved the group's corporate headquarters to Dallas from Harlingen, TX in the Rio Grande Valley. His corporate staff includes a marketing division that sells Spanish Radio to agencies and outsiders who have not witnessed the growth in this segment of the population.

Tichenor owns WIND/WOJO, Chicago, IL, KCOR-AM, San Antonio, TX, KLAT-AM, Houston, TX, KBNA-AM/FM, El Paso, TX, KGBT/KIWW, McAllen/Brownsville, TX, and KUNO-AM, Corpus Christi, TX, which the group part owns.

With the WQBA purchase announced and pending, *The Pulse* talked to Tichenor about his plans for the country's largest Spanish language broadcaster:

PULSE: Tell me about the partnership to acquire WQBA for a reported \$32.75 million. You tried to buy WADO at one time and now you are going into partnership with its owners.

TICHENOR: Yes, I did. We came very close, but never got it closed, and

they bought it. We've known each other through that and seen each other in business settings from time to time. It turned out we were both bidding on WQBA and it turned out that we were both in the final running for the station. And, we at TMS got down to

the final negotiations, and virtually all the deal points worked out, and the WADO people gave us a call and said 'we'd like to be involved and we'd like to work out some kind of joint venture,' and we did.

PULSE: Is the \$32.75 million selling fig-

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ure for WQBA close?

TICHENOR: It's close. The price on the station is \$25,750,000. There's a related contract for the real estate which is another \$7 million.

PULSE: *WQBA being a Cuban-formatted station, is Chicago the only other one that does that type of music or is this format a first for you?*

TICHENOR: This is pretty much a first. Chicago plays some Caribbean music, but this is a different market. They are all different, but Miami is unique.

PULSE: *What did this do for you in terms of the group?*

TICHENOR: The group's goal has been and is to have the leading Spanish stations in the top 10 Hispanic markets. And before last week, we needed New York, Miami, Los Angeles and San Francisco, and this allows us to pick up two of the four that we were not in, in one shot.

PULSE: *How does it help you in New York other than your partnership in Miami, will this relationship also help you there?*

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PULSE: *So then Los Angeles and San Francisco are the only remaining ones? Have you got immediate plans there?*

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TICHENOR: Yes, I think Katz has helped. I think generally there is growing awareness of the importance of the Hispanic market among various advertisers. And having Katz in has helped, and all over the park there has been a lot more attention. Now, there are two television networks, that helps. There are at least four rep firms, that helps. There's ink on it all the time, in the popular press, in the trade press. All that adds up to bring marketing of Hispanics a little closer to the top of the mind of advertisers.

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PULSE: *With your plans to grow, you have already looked at a network broadcasting in Spanish. Do you have plans there?*

TICHENOR: Well, we think there are opportunities for programming networks, but we don't think there's much opportunity for a nationwide Spanish language programming. We think it would have to be regional. So these stations, as far as being primarily a way to get some kind of nationwide network going, that's just not where we are going, or what we're in it for.

PULSE: *When did you officially take over the company?*

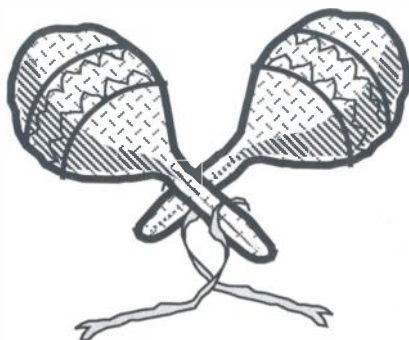
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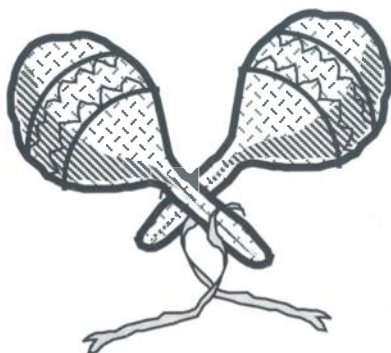
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Marketing

by Dan Garfinkel

Weighing Your Goals Against Realities

A lot of talk lately has centered around "strategies" for marketing. The current interest in books on warfare, the work of Trout and Reis, and the general notion of war as a metaphor for marketing have created some confusion about the difference between strategy and tactics.

There are always those who don't see any difference between the two. My favorite example of people like that is the TV production house that calls up to tell me they have a great new TV spot. Admittedly, the spot may be great, but if it doesn't speak to my strategic situation, it's worthless.

Strategy is defined by Webster first in military terms, and then as "the art of devising or employing plans or stratagems toward a goal." This definition has the most immediate application for Radio. Strategy begins by defining goals. These goals might be increased cume, longer time spent listening, greater call-letter retention, or a combination of all these, to name only a few.

The goals for your Radio station can be defined by examining market conditions, including your competitors' standing and performance; the resources available to you and to your competition; past ratings performances, both by daypart and by demographic; the demographic characteristics of your format and the long-term goals of your station. Identify your goals by priority. Look for soft spots that will yield immediate victories, as well as more stubbornly-defended strongholds that will require long-term planning.

After you have weighed your goals against the existing realities, you can consider the tactics available to achieve them. Tactics are defined by strategy, in the sense that

a good tactic for one task may not be applicable for the problem you face.

To use the military metaphor so popular today, you don't attack tanks with torpedoes. Torpedoes are useful when you're facing a battleship in a naval engagement, but they're worthless against ground targets. On the other hand, if you have planned properly for the tank attack, your troops will be dug in with rockets when the enemy rumbles over the hilltop.

Decisive victories occur when strategy and tactics are in perfect harmony.

Among the factors to consider when developing the tactical side of your plan are those brought forward in many of the current "marketing as warfare" texts. Consider your competition's strengths and weaknesses against your own. Know what resources you and your competition can commit to the fray. Abandon those tactics that have proven ineffective in your market, and embrace those that most narrowly target your goals.

This stage is when you need to consider whether a frontal assault or a flanking attack is best; whether there is a battlefield you can choose that will provide advantages for you; whether your troops are capable of executing the chosen tactics and you can provide them the weapons they will need to prevail.

Now is when you need to consider those tactics that have become "trademarks" for you and those that your competition owns. Can you steal your competitor's strongest weapon? Is there a way to make a preemptive strike on a competitor's strong suit?

Strategy results in a plan. Successful strategies are based on sound reasoning and analysis, followed by iron-

PULSE Quick READ™

- Strategy in marketing Radio begins by defining goals, and results in a plan of action.
- Identify your goals by priority and after weighing these goals begin to consider your tactics.
- Tactical decisions can change - strategy should remain constant.
- Be sure everyone understands how to execute the tactics by understanding the strategy.

willed determination to see the strategy through to victory. Tactical decisions can change as the battle develops; strategy should remain consistent throughout.

A client may propose a promotion that appears to be very attractive to the station. Ask yourself if it is consistent with the strategy you have agreed upon. If the promotion is not, are there ways it can be modified to serve the purpose of your strategy?

Above all, once the "command group" has agreed on the strategy, be sure everyone responsible for executing the tactics understands the strategy. Too many battles hinge on the performance of the enlisted personnel in the trenches, not the general back at headquarters. The troops in the field must understand what part they play in the "big picture" in order to execute their part in it successfully.

The warfare analogy for marketing is particularly apt for the Radio industry. We are in a unique position to identify our competitors, understand how well they perform, know where they are strong and where they are vulnerable. Armed with these insights, we can create winning strategies, develop appropriate tactics, and overwhelm the enemy.



Dan Garfinkel is promotion and marketing consultant for McVay Media, Cleveland, Ohio. He has been involved in the broadcast promotion industry for 24 years.

Selling Radio

by Ken Greenwood

PULSE
Quick
READ

What Creates A High Performance Team?

There was a time when the Radio product was comprised of a format. Todd Storz probably started this concept with TOP 40. Many people believed all you needed for that format to work was the right 40 records, short news and some good promotion. It wasn't all that simple, but essentially the format became a product, and the product would work without a lot of people resources.

Jim Shulke took that concept a step further when he conceived "Beautiful Music", a product so sterile it needed virtually no people resources. Shulke did all the thinking with his tapes and the music was the product. Anything that might irritate a listener was carefully filtered out.

As Radio has evolved, the pure product has ceased to be the important element. Since Radio is essentially person to person communication, the human element has become more important. The task workers of the formats have been replaced by the knowledge workers of a concept. Task workers do what they are told, what the clock on the wall tells them to do. Knowledge workers blend and mix program ingredients to produce a sound that becomes the trademark.

We have seen that same evolution in sales. TOP 40 salespeople sold spots. Management put the spots into packages or plans. Salespeople sold them. They were task workers. Along came ratings. Now salespeople needed to know how to manipulate schedules. That called for knowledge.

Now we have evolved into a highly promotional world. Along with sports, ratings and packages, salespeople may sell print, coupons, direct mail and remote promotions. They have learned to sell much more

than spots. They are now task creators, not task processors.

Both on the programming side and the sales side, the value of knowledge has steadily increased. From the days when any bobo could play the records or sell the spots, the Radio industry has evolved into an industry where knowledge is at a premium.

Knowledge workers demand a different environment than do task workers. They want to know what is expected of them, how they are doing, what are their rewards, and when things don't go well, where do they go for help. If the task worker could survive in an environment where nobody talked to them very often, the knowledge worker survives best in an atmosphere where communication is essential. The ability of management to communicate with the team has become mandatory.

Knowledge workers have concerns about their own esteem, their job, peers, management and the organization. But they have another need. That is to own part of the job. They perform best in an environment where there is a lot of communication, where they are part of the planning process, as well as part of the implementation process of the plan. Researchers have set up an explanation of this.

- Radio has evolved into a person to person communication business, with the human element becoming very important.

- There are two types of workers: task workers - people who do what they are told, and knowledge workers - people who want to know what is going on, what is expected of them, what their rewards are and where they go for help.

- In selling Radio, knowledge of the industry as a whole has become a valuable asset. The most effective salespeople have come to be called "knowledge workers".

- Communication between the management and the knowledge worker (salesperson) is critical for high sales performance.

other hand, satisfaction can be high but if communication is low, performance will be low. And when satisfaction and communication are both low, performance will be the lowest.

In short, knowledge workers want to know what the heck is going on!

You can draw some conclusions from this:

1. Employees who are satisfied and talk about it - management talks with them in two-way communication - perform the best.

2. Those who were dissatisfied, (possibly even griped about the job) but still talked about it with management, performed second best. This explains the management phrase, "they take a lot of time but they are worth it."

3. Those who were satisfied with

Satisfaction

high
low
high
low

Communication

high
high
low
low

Performance

highest
high
low
lowest

When satisfaction is high and communication is high, performance is the highest. Satisfaction can be low, but if communication is high, performance will still be high. On the

other hand, satisfaction can be high but if communication is low, performance will be low. And when satisfaction and communication are both low, performance will be the lowest.

In-Station Sales Training

As part of a series of interviews, Irwin Pollack shares systems from his In-Station Sales Training manual.

Sales Meeting Topics

Nine participatory and instructional ideas for your next series of get-togethers.

1. Start scheduling speakers who are leaders in their industry to come and educate the staff in their own industry. Choose non-traditional, up-and-coming categories. For example, recruitment, health care, home improvement.

Once the actual client (not the agency) is invited, three things will get accomplished: you'll stroke the ego of an important prospect, salespeople will learn that particular retailer's language, and an important bond, excluding any screeners, will develop.

Be sure to have a letter sent to the client outlining different topics to be covered. It will prevent "shooting from the hip". Also, have a small personable gift given to the speaker once through. For example, a nice pen set or a "thank you" plaque.

2. Reinroduce a specific package or proposal that isn't being as aggressively sold as in prior months. Role play the selling situation. Design a list of advantages that potential advertisers would have in using it.

3. "Book Month": At least once a quarter, the staff should read a top sales-related book. Break the book into eight sections. Meet to review the book twice a week. Have different salespeople rotate leading the meeting. Make them prepare outline handouts. Coax them into delivering creative formats.

4. Brainstorm new, hot categories for Radio. For

fourth quarter, concentrate on:

- Home improvement: As the colder weather will begin, it's a busy time for these retailers. And, people are keeping homes longer. Working on upgrading instead. Home remodeling industry is expected to reach \$73.2 billion in sales this year, according to the National Association of the Remodeling Industry.

- Automotive Aftermarket: Beginning of Winter, individuals who have to spend time on the road will improve the condition of their cars and turn them into castles with new accessories.

- Bicycle Shops: Bicycling has gained 13 million new participants since 1983, and sales have risen nearly 50 percent since 1986.

5. Video Taped Role-Playing Sessions: Many stations are starting this now: Tape different scenarios that can be developed:

- A buyer says, "I'd love to use your station, but your rates are just too high."

- A first-time call on a direct retailer.

- A first-time call on a cost-per-point oriented agency.

- A call on either an agency or retailer who keeps saying, "You guys just had a horrible book. I get results, but your numbers have dropped drastically."

6. New Business Marathon: One hour in length. Offer up to \$50 to the person who can set up the most number of firm appointments with new advertisers who have never used your station before. This meeting should be held in the late afternoon.

7. Competitive Media Update. Each Radio station,

newspaper and TV station in your market needs to be reviewed with a fine tooth comb. You divvy up the responsibility among the staff. Salespeople are responsible for knowing coverage of each, along with getting preprinted sales materials. Rates and special packages should also be procured.

8. Consultative Selling Approach. Design a list of 20 open-ended questions that can be used on sales calls. Have a sales secretary or station receptionist type the list so salespeople can bring it with them on the sales call.

9. Inactive Account Swap Meet: Each salesperson brings to the sales meeting 10 index cards. Each index card has the name of a prospect or agency that the individual hasn't had luck with. It could mean they've never been on-the-air, or their personalities aren't matching. Each salesperson puts their 10 cards in the middle of the table. Then, the staff rotates going around the room, taking one account for each they have given up.



Irwin Pollack is held on retainer by 20 Radio stations all over the United States and Canada. He can be reached for questions or comments by *The Pulse* readers at (617) 367-1005.

4. The worst performers were those who weren't satisfied and who didn't talk about it. Perhaps they spent all their time and energy just hiding out.

Given these findings, what is the responsibility of management when it comes to creating high performance? Clearly, communication is critical to high performance for the knowledge worker. The more salespeople communicate with management and management communicates with salespeople, the more likely the salespeople will perform well.

In visiting with station personnel, we are often struck by their stories of "it used to be." In many instances, there was a high level of participation between management

and the knowledge worker when the organization "was smaller then and there weren't so many layers of management." They will often relate stories of Friday night rap sessions when they did a lot of brainstorming and planning for the coming week. There may have been an occasional social function, a beer or two to celebrate those small victories.

Then success came along. More people were hired. Management wanted and needed bigger numbers. Management got involved with two other stations, or side ventures or building a fine new facility. More layers of management were added. And bigger led to less communication on a personal level. Participation

became less frequent. Edict from the top became more common.

The people still liked there jobs. Yes, they liked the money they were making! But there was more talk about finding challenge off the job, rather than on the job. Were they still capable of high performance? Certainly. Their most common comment...."we miss the participation we used to have."



Ken Greenwood is the chairman of Greenwood Performance Systems, Inc. of Tulsa, OK.

The Bottom Line

by Daniel Flamberg

Broadcasters Should Be Aware Of Rhetoric

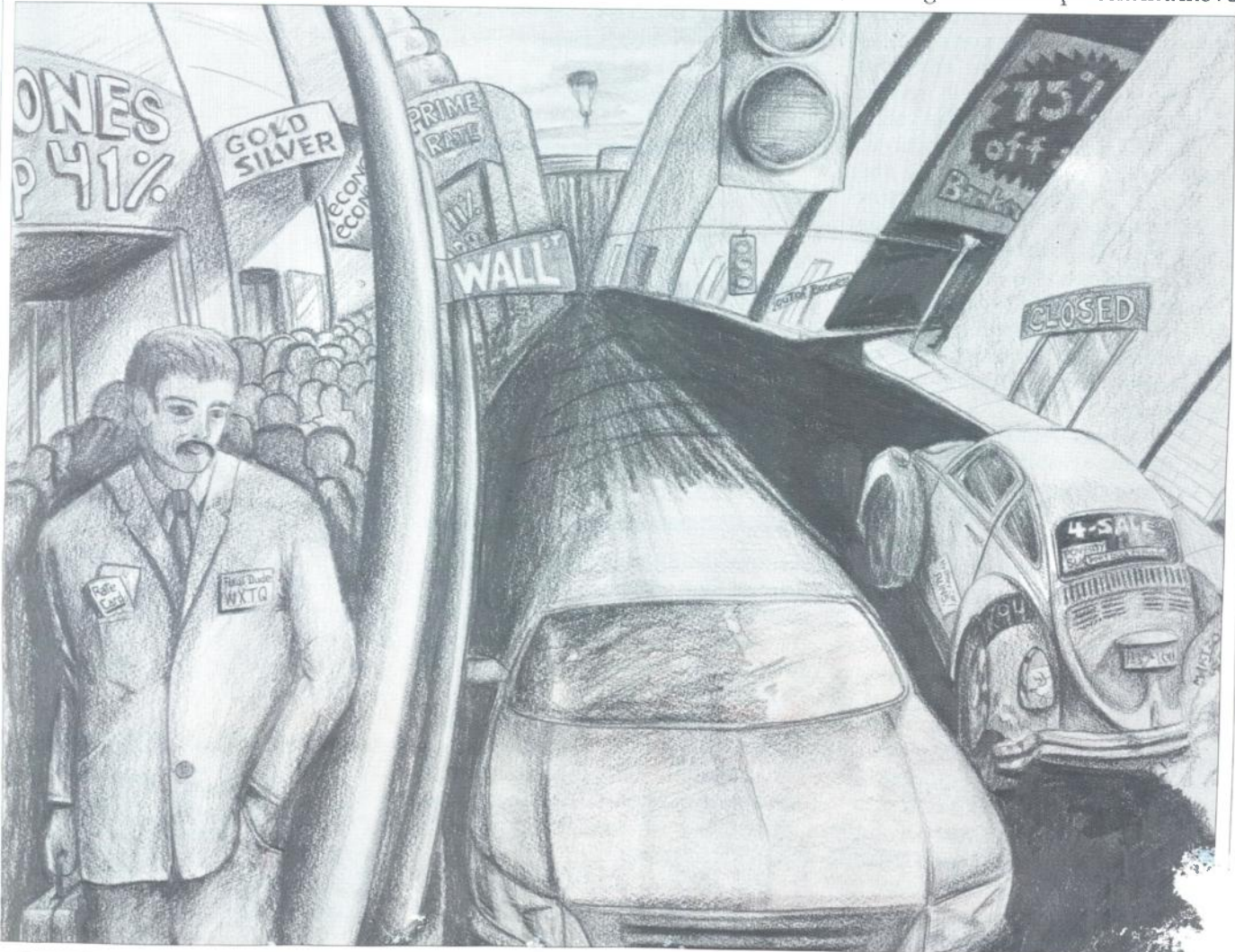
Predicting short-term economic performance is a lot like trying to psyche out a gas gauge during a long car trip. The red needle is on "E" for empty but the yellow warning light isn't yet flashing. How much longer do you dare pass up the exits at 10 or 15 miles above the speed limit?

The economy is hovering in anticipation of what economists are calling a 'soft landing'. This is the economic

equivalent of Newton's Law..."That which has gone up for seven years must eventually come down." The difference is that no one expects things to crash from boom to bust. Instead, we'll ease our way down into harder times. And while economists are divided over the timing and the impact of this landing, all seem to agree that we will experience very slow economic growth in the near future.

Inflation, which more or less will decide who has money and what they do with it, is primarily predicated on the increase or decrease in wages paid to American workers. After showing signs of accelerating early in 1989, wage gains were basically flat in June after recording no increase in May. This translates to a yearly wage inflation rate of 3.8 percent, which is down a full point over the rate recorded during February. The consensus of economists predicts inflation at just under five percent between now and mid-1990. Most foresee declines in short-term interest rates over the next 12 months.

The prime rate is already falling. Most major banks cut their prime lending rates to 10.5 percent in a move



The Bottom Line

PULSE Quick READ™

that could reduce borrowing costs for consumers and small businesses. This is a mixed blessing. Consumers will probably find lower rates on home equity loans and personal lines of credit, but credit card rates will continue at almost usurious levels.

Broadcasters should monitor the rhetoric and the results in the retail sector, since so much of our advertising volume is based on that segment of the economy. While retailing and consumer spending has not driven the economy for more than a year, the slowdown in consumer spending and retail sales has recently been particularly sharp. There hasn't been much movement since November, 1988.

Retailers who have built considerable inventories may be more anxious than ever before. Current consumer spending is growing at an annual rate of one percent. However, no one is sure if this will recover during the second half of the year.

The Commerce Department reported a drop in retail sales for May and June. Most economists were expecting a slight increase in consumer spending. The back-to-back decline sparked renewed fear of a consumer-led recession. The small upturn in July was not universally felt, with large chains like Sears and Mom and Pop stores still performing below expectations.

On the street, retailers are carefully husbanding ad dollars in a desperate attempt to manipulate holding back on buys till the last 10 days of each month. In many cases, merchants are anticipating problems and are acting cautiously with discretionary dollars.

Sluggish consumer spending is squeezing retail margins. While weak demand is holding down retail prices for consumer goods, wholesale prices have risen two percentage points during the last year. So retailers are keeping slimmer inventories and watching expenditures closely.

The emerging pattern of consumer hesitation is particularly confusing when you compare what people say with what people do. Consumer confidence, as measured by the Con-

- Economists agree that we are easing our way to a "soft landing" in the near future.

- Retailers are carefully conserving their "ad" dollars in anticipation of recession.

- Consumers are faced with a sharp increase in cost of living since the stock market crash of '87, softness in home prices and loss of tax deductibility.

- Sales staffs should be prepared to deal with the "soft landing" by keeping track of merchants' spending habits, by offering them package incentives and by including retailers in thematic promotions and cross-promotions.

ference Board's monthly survey of more than 2,000 Americans, matched its highest level in two decades during July 1989, which is equal to the highest mark since late 1969.

However, Conference Board economist, Fabien Linden, explained, "The

"...Merchants are anticipating problems and are acting cautiously with discretionary dollars."

continued high level of consumer confidence despite signs the economy may be slowing can be attributed to the strength of the particular economic circumstances which effect the daily life of the average citizen."

The well-being of individuals, that Linden refers to, is usually reflected by personal consumption and/or saving rates. The latter has rebounded more than a full percentage point by 2Q 1989 over last year.

The trick to understanding the spending/savings dynamic is to look at attitudinal factors. When people

feel wealthy, they make purchases. When they feel anxious about the economy, they hold back. It's possible to talk ourselves into a recession!

Since 1987, Americans feel a lot less wealthy. The stock market crash, continuing softness in home prices, higher prices for imported goods and the loss of tax deductibility for interest payments have collectively created a sharp increase in the relative cost of living for many Americans.

Therefore, with fewer and fewer bargains and tighter and tighter dollars on the homefront, people feel less wealthy and spend fewer discretionary dollars. Retailers absorb the initial impact since they are where dollars and goods change hands.

To prepare your sales staff to deal with the future soft landing:

- Monitor your local merchants' spending patterns carefully. Ask about inventory levels and relative financial pressures from vendors.

- Package inventory and/or promotions to give merchants incentives to spend earlier in the month or to even out spending patterns.

- Emphasize the value-added aspects of your station in presentations to retailers. List and quantify the extra value they are getting by being on your air.

- Investigate prospects for vendor-funding and co-op plans.

- Create bigger, thematic promotions which can accommodate multiple retail participants at smaller, individual spending levels.

- Concentrate on cross-promotions. Think about how you can mix and match two or more clients to make short flights or low dollar volume buys more exciting. Often 2 + 2 = more than 4.



Daniel Flamberg is the managing director of the New York City advertising, marketing and public relations firm, Morgan, Rothchild & Company.

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1 Radio Station Format:

- | | | |
|----------------|-------------|---------------|
| --CHR | --Big Band | --Top 40 |
| --A/C | --Religious | --Country |
| --Oldies | --Hispanic | --Urban |
| --News/Talk | --Classical | --AOR |
| --EZ Listening | --New Age | --Other _____ |

2 Basic job function:

- | | |
|-------------------|---------------------|
| --Group Head | --Promotion Manager |
| --General Manager | --Sales Manager |
| --Owner | --Program Director |
| --Station Manager | --Other _____ |

3 Market Rank _____

4 Number of Employees at Radio Station _____

5 How many trade magazines do you receive? _____

NAME _____

TITLE _____

COMPANY _____

STREET _____

CITY _____ STATE _____ ZIP _____

SIGNATURE (Required) _____

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STREET _____

CITY _____ STATE _____ ZIP _____

SIGNATURE (Required) _____

DATE _____

BUSINESS PHONE _____

In case we have questions about your subscription

FAX _____

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The Pulse Of Radio is experiencing rapid growth for one reason:

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At The Pulse, we report facts. No hearsay, innuendo or gossip.
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DC Databank

Who's Buying, Who's Selling, Who's Getting Ready To Move

CALL LETTER CHANGES

(# = applied for by new owners) (effective date given if after 8/7/89)

LA	KFND-105.9	Opelousas	becomes	KVOL-FM
MO	KLTH-97.1	Florissant	#	KHTK Hot
	KCPW-94.9	Kansas City		KCMO-FM
PA	new-92.5	Mexico		WJUN-FM
RI	WMYS-98.1	New Bedford		WCTK (requested)
SC	WODE-1230	Columbia	#	WOMG (requested)
	WOMG-103.1	Columbia		WOMG-FM (requested)

FORMAT CHANGES

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

AZ	Yuma	KEZC-1400	#	Formerly	Becomes
AR	Sheridan	KGHT-880		SMN - standards	SMN - country
CA	Canyon Country	KBET-1220		silent	SMN - country
	Hanford	KIGS-620	#	new	adult contemporary
	McFarland	KXEM-FM-102.9		KCLQ, ethnic	Spanish, ethnic
CO	Denver	KDEN-1340		new	Spanish//AM
	Fort Morgan	KBRU-101.7		news	adds BRN business news
IN	Delphi	WNJY-102.9		SMN - country	Tran. - country
KY	Springfield	WMQQ-102.7		new	adult contemporary
MO	Florissant (St. Louis)	KHTK-97.1	#	new	oldies
	Kansas City	KCMO-FM-94.9		KLTH, new age AC	CHR Hot-97
NV	North Las Vegas	KRSR-1140		KCPW, CHR	oldies
NM	Gallup	KGLX-99.1		rock The Krusher	CHR/FM KLUC
NY	Poughkeepsie	WRNQ-92.1		new	SMN - country
NC	Lexington	WLXN-1440		adult standards	soft adult contemp.
	Morehead City	WOTJ-90.7		new	adult contemporary
	Wendell	WETC-540		oldies	religion
PA	Royston	WBIC-103.7		new	country
RI	New Bedford	WMYS-98.1		AC-oldies	country Country 98.1
SC	Columbia	WODE-1230	#	oldies	to be WOMG, oldies
TX	Big Spring	KBST-FM-95.9		adult contemporary	AC days, CHR nights
	Big Spring	KBST-1490		reported CHR/FM	remains AC
VA	Highland Springs	WCLM-1450		adult contemporary	soft jazz, urban
	Lynchburg	WXYU-101.7		CHR	country Country 102
	Newport News	WGH-1310		CHR/FM	CNN - all news
	Orange	WJMA-1340		soft AC	CHR/FM WVJZ
	Spotsylvania	WPLC-99.3	#	silent	urban Magic 99.3
WY	Sheridan	KROE-930		adult contemporary	country
ON	Windsor	CKWW-580		adult contemporary	news, talk

NEW STATIONS: APPLICATIONS

(* = non-commercial station) (& = reapplication) (+ = competes with existing application)

ID	100.7+	Wallace	Darrell E. Bauguess
	100.7+	Wallace	Sam Widge Advtg., LP
	100.7+	Wallace	Suzanne M. Wilson
LA	104.7	Vidalia	Robert David Cupit, Jr.
MO	92.5	Huntsville	Contemporary Broadcasting, Inc.
TX	98.9	Franklin	Franklin Community Bcstg.
	107.9	Los Ybanez	Israel Ybanez
WA	102.3	Goldendale	Colin B. Malcolm

Returned/Dismissed Applications

CA	107.1	Rio Dell (R)	only applicant	Douglas C. Turnbull
FL	102.7+	Cedar Key (D)		Mary Ann Garcia
NH	96.5+	Bedford (denied)		Airwave Comm., Inc.
	96.5+	Bedford (denied)		ppladore Comm., Inc.
	96.5+	Bedford (denied)		Bedford Concepts
	96.5+	Bedford (denied)		Colonial Comm., Inc.
	96.5+	Bedford (denied)		G. Carmen & J. McCann Sr.
	96.5+	Bedford (denied)		Interstate Communications
	96.5+	Bedford (denied)		Satellite Systems Eng.
	96.5+	Bedford (denied)		Susan R. Bedchamp
	96.5+	Bedford (denied)		Taylor Bcstg., Inc.
	96.5+	Bedford (denied)		Vernon C. Floyd
NY	98.5+	Catskill (D)		John Jay Iselin
PA	98.9	Millersburg (D)	only applicant	WQIN, LP
TX	91.5*	Baytown (R)	only applicant	Calvary Temple of Baytown, Inc.
VA	103.3+	Lebanon (denied)		J.T. Parker Bcstg. Corp.

WASHINGTON THIS WEEK



The FCC is seeking comments on a request by Gerald Turro for a waiver of section 74.1231 to permit his translator W276AQ in Fort Lee, NJ, to provide local programming. Turro is seeking to program the translator 24-hours a day with entertainment, news, and public service broadcasts. He states in his request that Bergen County, NJ, has no local commercial FM service, and the translator will provide needed local service not available from nearby New York City stations and will be supported by local advertisers who cannot afford to advertise on "out of state, full service stations". Comments should be filed before September 5, 1989, replies to the comments must be filed by September 20.



Changes in BC Docket 81-742 relating to settlement agreements, transfers, transmitter site availability and other policies arising in the renewal and comparative renewal proceedings have been approved by the OMB. All applicants not yet designated for hearing who have relied upon the availability of the transmitter site of an existing licensee against whom they are competing will have an additional 30 days to amend their applications in accordance with the new policy to show reasonable assurance of site availability.



As part of the proceeding to amend the FM table of allocations for Kentucky and Tennessee the FCC has ordered WHHT, Cave City, KY and WCKQ, Campbellsville, KY to show cause why their licenses should not be modified to operate on new channels.



The FCC has dismissed a request for reconsideration by Contemporary Broadcasting, Inc. regarding changes in the FM table at Palmyra.

People In radio

• **Dennis W. Lamme** named director of major market affiliations, **Gene Ferry** named southeast regional manager and **Patrick K. Crocker** named Gulf States regional manager for **Transtar Radio Network** in Colorado Springs, CO.



Gene Ferry

• **Gene Grant** has been appointed Midwest regional manager and **Leann Penfold** has been appointed accounts control manager for **Drake-Chenault**.

• **Stuart Siden** is the new general sales manager and **Barbara Babian** is the local sales manager for **WHDH-AM** in Boston, MA.

• **Bob Reich** has been promoted to president of **TK Communications**.

• **Gary King** is the new program director at **WKRC** in Cincinnati.

• **Mel Miller** has been appointed station manager at **WRKO** in Boston.

• **David Harris** becomes the vice president/general manager and **Dave Dillon** becomes program director at **WJQY** in Miami.

• **Jerry Reckerd** has been named vice president/general manager at **WBCY** in Charlotte.

• **Tim Parker** joins **Adams Heritage' KISS** in San Antonio as program director.

• **Scott Muni** has been promoted to vice president/special projects and program development at **WNEW-FM** in New York.

• **Dennis Bookey** will be the new general manager at **KWHL** in Anchorage.

• **Susan Fiora** will be director/marketing at **WMZQ** in Washington.

• **Stephen Thompson** is now sales manager at **KOME** in San Jose.

• **Chip Mosley** has been appointed station manager at **W5HY-AM/FM** in Shelbyville, IL.

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NEW STATIONS: GRANTS

CA	104.9	Lenwood	Eneida Orchard
FL	1020	Port Orange	Port Orange Radio
LA	101.1	Mamou	Robert M. Mason
ME	1250	Bangor	Richford Communications Co.
NH	96.5	Bedford	Donna M. MacNeil
NY	98.5	Catskill	Catskill FM, Ltd.
	94.7	Deposit	Delaware County Bcstg Corp.
TX	106.9	Daingerfield	Robworthington Broadcasting

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

		From	To
AL	WURL-760	Pearson Bcstg Group, Inc.	The Bill Davison Evangelistic Assoc.
AK	KUZN(CP)-95.7	Valley Broadcasting Co., Inc.	Bennett Yeilding (Nrthn Lights Bcstg)
	KOBG(CP)-1360	Valley Broadcasting Co.	Bennett Yeilding (Nrthn Lights Bcstg)
CA	KEZY-95.9/KORG-1190	Anaheim Broadcasting Corp.	Professional Assurances, Inc.
	KEZY-95.9/KORG-1190	Professional Assurances, Inc.	Anaheim Radio Associates
	KEWB-94.3	Prather-Breck Broadcasting	Radio Associates, Inc.
	KCBQ-1170/105.3	Eric Chandler Comm. of San Diego	Adams Radio of San Diego, Inc.
CT	WJAZ-96.7/WSTC-1400	Chase Broadcasting of Stamford	Forrest Broadcasting Co., Inc.
DE	WWTR-95.9	Resort Broadcasters of MD	Holmes P. Harden, Trustee
	WWTR-95.9	Holmes P. Harden, Trustee	KAT Broadcasting Corp.
	WDEL-1150/93.7	in Delmarva Broadcasting Co.	
IL	WINU-1510	Glenn F. Bircher, Receiver	Progressive Broadcasting Corp.
KY	WCKU-102.5/WNVL-1250	Jessamine County Comm., Ltd.	High Communications, LP
MD	WETT-1590	Resort Broadcasters of MD	Holmes P. Harden, Trustee
	WETT-1590	Holmes P. Harden, Trustee	KAT Broadcasting Corp.
MA	WHDH-850	New England Television Corp.	WNEV-TV, Inc.
MS	WLO-580/WZLQ-98.5	Phoenix Comm. Grp (Big Thicket)	Samuel Howard (Big Thicket)
MT	KRKX(CP)-94.1	Keystone Communications, Inc.	Sunbrook Communications Corp.
NC	WSSG-1300	R. Broadcasting Stations, Inc.	Freedom Baptist Church
	WKIX-850/WYLT-96.1	Metroplex Comm., Inc.	Howard and Miriam Warshaw
	WHCC-1400/WQNS-104.9	Resort Brcdsters of Waynesville	Holmes P. Harden, Trustee
	WHCC-1400/WQNS-104.9	Holmes P. Harden, Trustee	KAT Broadcasting Corp.
OK	KADS-1240	Walton-Peninger Broadcasting	Investar, Inc.
TN	WETB-790	Alpha-Omega Broadcasting, Inc.	Mountain Signals, Inc.
TX	KORQ-1340	Bakcor Broadcasting, Inc.	Bakke Comm., Debtor in Poss.
	KLSF-96.9	Bakcor Broadcasting, Inc.	Bakke Comm., Debtor in Poss.
	KKIK-93.7/KXTQ-950	Bakcor Broadcasting, Inc.	Bakke Comm., Debtor in Poss.
	KMND-1510/KNFM-92.3	Bakcor Broadcasting, Inc.	Bakke Comm., Debtor in Poss.
VA	WKSU-96.1	Holmes P. Harden, Trustee	KAT Broadcasting Corp.
	WKSU-96.1	Resort Broadcasters of VA	Holmes P. Harden, Trustee
	WVAB-1550	Resort Broadcasters of VA	Holmes P. Harden, Trustee
	WVAB-1550	Holmes P. Harden, Trustee	KAT Broadcasting Corp.
WV	WKZG-107.1	Jones-Powers Broadcasting	Prosperitas Brcdsting System, LP
WY	KWOR-1340/96.1	K. Brown & T. Kehl (KWOR, Inc.)	Bruce & Karen Long (KWOR, Inc.)

FM ALLOCATIONS: PROPOSED AMENDMENTS

AL	WRJM	Geneva	to	93.7 C1 from 93.5 A, counterproposal com. Aug. 16
FL	WQUH	DeFuniak Springs	to	103.1 C2 from A, com. Sep. 25, rep. Oct. 10
GA	WBBK-FM	Blakely	to	93.1 A from 93.5 A, with General, AL, proposal
IL	new	Bartonville	add	99.9 A, comments Sep. 25, replies Oct. 25
IA	new	Stuart	add	98.1 A, comments Sep. 25, replies Oct. 10
MI	WIDL	Caro	to	92.1 A from 104.9 A, com. Sep. 25, rep. Oct. 10
MN	new	Cloquet	add	96.5 A, comments Sep., 25, replies Oct. 10
MS	new	Ebenezer	add	103.9 A, comments Sep. 22, replies Oct. 10
NJ	new	Belvidere	add	107.1 A, comments Sep. 25, replies Oct. 10
NC	new	Atlantic	add	107.3 A, comments Sep. 28, replies Oct. 13
	new	Carolina Beach	add	106.3 A, with WPGO proposal
	new	Kure Beach	add	106.7 A, comments Sep. 25, replies Oct. 10
	new	Longwood	add	94.9 A, comments Sep. 25, replies Oct. 10
	WPGO	Shallotte	to	98.3 A from 106.3 A, com. Sep. 25, rep. Oct. 10
PA	WEXZ	Scranton	to	106.9 A from 107.1 A, with Belvidere, NJ, prop.
WI	new	Altoona	add	98.1 A, comments Sep. 25, replies Oct. 10

FM ALLOCATIONS: GRANTED AMENDMENTS

AL	(CP)	Linden	to	102.9 C2 from A
FL	new	Port St. Lucie	add	101.3 A, window opens Sep. 18, closes Oct. 18
	WQEZ	Fort Myers Beach	to	95.3 C2 from A
MN	WRSR(CP)	Two Harbors	to	104.3 C2 from A
MO	KFMZ	Columbia	to	98.3 C2 from A
	KKCA	Fulton	to	100.5 A from 97.7 A
VA	new	White Stone	add	100.1 A, window opens Sep. 18, closes Oct. 18

IT'S ABOUT TIME SOMEONE PAID ATTENTION TO SMALL MARKET RADIO

It seems like the big markets get all the good toys. Everybody gears their product line to the major markets. Well, we were guilty too...just about every market in America purchased a Giant Boom Box™.

Now, the small markets have realized the Giant Boom Box is about the best moneymaking, merchandising tool available in radio. They realized the Giant Boom Box gives them a chance to sell more remotes at higher rates. They realized they gain an instant visibility advantage in the market. Most importantly, they realized they could own a Giant Boom Box and get 100 percent of the cost paid by an advertiser...if only it weren't priced for the major markets.

Not to worry...Giant Boom Box industries has solved the price problem by developing Giant Boom Box Three...the affordable alternative. Best of all, it's affordable for any size market. Call today to find out how you can own one at no cost to your station and can start making more money than ever before. Call **407-626-3774** before your market is no longer available.



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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.

Only Birch/Scarborough provides you with the differences that your sales staff can use to show the quality and quantity of the audience you have invested your programming dollars to gain.

Because Birch gets its information right from the horse's mouth. One on one. Person to person. At Birch/Scarborough, we talk directly to the people your clients' clients want to talk to. Because that's the only way to get reliable, in-depth information. Information that sells beyond cost per point.

No two people are alike. The same is true of radio ratings services. **They** say people are the same. **We** say the difference is like nighttime and drive time.

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Ask for Sally Phillips

**Birch
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