

The *Pulse*™

RADIO'S MANAGEMENT WEEKLY

of Radio

Bush Selects Ervin S. Duggan As Nominee For FCC Seat

President Bush has picked Ervin S. Duggan for the empty seat on the Federal Communications Commission last held by Patricia Diaz Dennis. Duggan, if confirmed, would join Commissioner James Quello as the second Democrat on the five-member FCC. By law, Bush may appoint only three Republicans.

Duggan was a staff assistant to Presi-

dent Lyndon Johnson, served as special assistant and speechwriter to Sec. Joseph Califano at the old Department of Health, Education and Welfare and worked at the State Department during the Carter administration. He also served as a special assistant to former Sen. Adlai Stevenson, D-IL.

continued on page 6



Illustration: Rick Martin

FCC vs FAA— To The Winner, The Airwaves

Who Controls The Airwaves? If your answer is the Federal Communications Commission, guess again. Hundreds of broadcasters coast-to-coast are learning it is the Federal Aviation Administration that wields growing clout over domestic Radio stations.

continued on page 14

Vol IV, Number 42 December 4, 1989

Pulse Interview:



Lou Mellini

Leading The Financial Reporting Pack

Inside

▶ WMYU...

Sold by Jacor
See Page 3

▶ REVENUES...

All-Time High
See Page 3

▶ GROUP W...

Wins FCC Approval
See Page 6

▶ FADED AWAY...

Fairness Doctrine
See Page 3

RADIO INK™

From The Radio Grapevine

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

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



Terry Robinson

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

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



Maurice Tunick

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

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

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

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

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

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

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

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

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

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

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



Rob Hasson

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

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

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

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

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

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

Call for
Entries

Honoring Excellence in Radio/Television Programming and Advertising

15th Annual AWRT National Commendation Awards

Each year American Women in Radio and Television honors excellence in radio and television programming and advertising that presents women in a realistic manner. Awards will be presented to local, network, cable and syndicated entertainment programs, program segments, documentaries, portraits, news stories, news series, promotional announcements, commercials, editorials, public service announcements, talk shows, magazine shows, children's programming, government/nonprofit organizations, international programs, and student productions. *Deadline for submission of entries is January 5, 1990.* Award winners will be honored at a luncheon at The Waldorf-Astoria on March 15, 1990.

For more information and entry forms call or write:

AWARDS

American Women in Radio and Television
1101 Connecticut Avenue, NW
Suite 700
Washington, DC 20036
(202) 429-5102

Use "The Card" to Collect Ad Dollars

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

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

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

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

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

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

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

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

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

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

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

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



FCC Denies New York AMer's Request For License Renewal

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

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

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

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

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

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

Headrick To Lead NBC Radio Affiliate Executive Group

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

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

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

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

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

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

INSIDE THIS WEEK

Volume IV Number 42 December 4, 1989

Features

Cover Story

14

FCC vs. FAA - To The Winner, The Airwaves

By Bob Andelman

"Radio Stations Are Trying To Get Their Signal All Over Town. I'm Trying to Get Mine Into An Aircraft." -Jerry Markey, FAA



The Pulse Interview

18

Lou Mellini

President/CEO, Business Radio Network

He Leads The Financial Reporting Pack With A Simple Theory - Win.

Programming

27

Religious Broadcasters Face The '90s

By Bob Andelman

The State Of Religion On The Airwaves - There May Be Differences Of Opinion, But The Conclusion Is The Same: Religious Radio Is Headed For A Change.

Departments

Editorial

5

News

6

Radio Ink

7

From The Radio Grapevine...

Radio Calendar

13

Meetings Not To Miss

The Bottom Line

22

by Michael Kupinski

D.C. Databank

24

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

News At Deadline

Fairness Fades Out of Budget

Last-minute arm-twisting kept the Fairness Doctrine out of the massive Budget Reconciliation Bill passed by Congress before it adjourned for the year. The broadcast provision had been in the House version of the deficit-cutting package to meet Gramm-Rudman requirements, but had not been included by the Senate. Congressional conferees and the White House worked out a compromise bill Tuesday morning which was devoid of most non-revenue provisions, including the Fairness Doctrine. There was a delay of more than 12 hours before the compromise bill could be brought up for final passage. Congressional leaders worked to head off members determined to introduce amendments that would bring back their pet provisions, one of which was the Fairness Doctrine, and possibly unravel the deal with the White House. In the wee hours of last Wednesday morning the deficit-cutting bill finally passed the House and Senate and was sent to the president - without the Fairness Doctrine.

Network Revenues Set Record

Network Radio Association revenues for October set an all-time high of \$46.879 million. This 17.4 percent increase was the second highest percent increase over the same month a year ago. October a year ago was the closest the industry came to breaking the \$40 million mark. Revenues for the year total \$351.195 million, a 12 percent increase over a year ago. Revenues are up \$37.5 million for the year. "We couldn't ask for a more optimistic end of the '80s and opening to a new decade," said Peter Moore, president of RNA.

\$11.2 Million For WMYU In Knoxville

The Dalton Group, headed by William and Sue Dalton has purchased WMYU-FM in Knoxville from Jacor Communications Inc. The deal was for \$11.2 million and was brokered by Paul Leonard and Bill Steding of Americom Radio Brokers. The Daltons also own WBLZ in Cincinnati. Jacor, headed by Terry Jacobs, chairman and Frank Wood, president, also owns KOA-AM and KOAQ-FM, Denver, WFLA-AM /WFLZ-FM, Tampa, WGST-AM /WPCH-FM, Atlanta, WLW-AM /WEBN-FM, Cincinnati and WYHY, Nashville.

Revenues For '88 Over \$7 Billion

Veronis, Suhler & Associates report that Radio ad revenues for 1988 total \$7.7 billion. The investment banking firm is predicting nine percent compounded annual growth for Radio through 1993.

TNNR Slates Year-End Spectacular

TNNR wraps up 1989 with a country music spectacular hosted by Lorianne Crook and Charlie Chase, featuring a countdown of the top 100 country hits from 1989, as well as interviews with the stars and a complete review of the year's country music happenings.

more news on page 6

Futures Committee Planning Spots

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

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

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

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

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

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

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



Staying Clean With WNCN

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

Dallas during January.

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

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

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

continued from page 6

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

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

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

dio Network and Satellite Music Network 2.

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

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

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

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

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

RADAR 39 Network Rankings

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

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

From The Broker

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

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

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

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

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

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

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

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

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



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Editorial

Twenty Years Later...

Editor's Note: The October 30, 1989 issue of *The Pulse* stirred some memories and produced the following letter from Publisher B. Eric Rhoads to WCBS' Bill Brown, who is celebrating 20 years with the New York station. Rhoads recently celebrated his 20th anniversary in Radio, too, and we thought it was unique how this business works sometimes.

Dear Bill:

In the October 30, 1989 issue of *The Pulse of Radio*, I saw the announcement that you're celebrating 20 years on the air at WCBS. Congratulations! I, too, am celebrating...20 years in Radio. Early in my career, I remember going on a business trip to New York City with my father. He, knowing my interest in Radio, dropped by the lobby of the CBS building and asked the guard if we could see a New York Radio station. Naturally, the guard said no. My father persisted, and we were connected with a DJ at WCBS-FM who invited us up, showed us around and gave me my first view of "big city" Radio.

I was very impressionable at that time, and received a great deal of encouragement from this man in New York. His words echoed in my head for years throughout my career...and at each discouraging moment I remembered his words, "you can make it to the top...never give up".

It would have been easy for a jock in New York to leave the wrong impression on a 14-year-old kid. His ego could have gotten in the way and made the kid

believe one could never make it as far as he had. Instead, this man was gracious, helpful with answers to my myriad of questions and helpful with encouragement for me to continue on the path I had chosen.

Twenty years later, I look back on my career and reflect. The man I met at WCBS was Bill Brown. The encouragement and counsel you gave me lasted for many years. You were directly responsible for my not-giving-up during the many times I felt I'd be better off elsewhere. We all have vivid memories and moments in our lives which we cherish. One of my special moments was the day my dad took me to WCBS to meet Bill Brown.

I don't think I've ever properly thanked you for the hour you spent with me in 1969. There is no way to express what that time meant or how meaningful the encouragement was. As I look back I can now appreciate the value of your enthusiasm and the wisdom of your words. I hope I can someday return the favor.

B. Eric Rhoads,
Chairman/Publisher



Bill Brown



Who's The Typical Listener Of AOR, Country?

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

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

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

Consider these facts about AOR:

- The AOR listener has grown up

with their music;

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

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

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

Consider these facts about Country:

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

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

week;

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

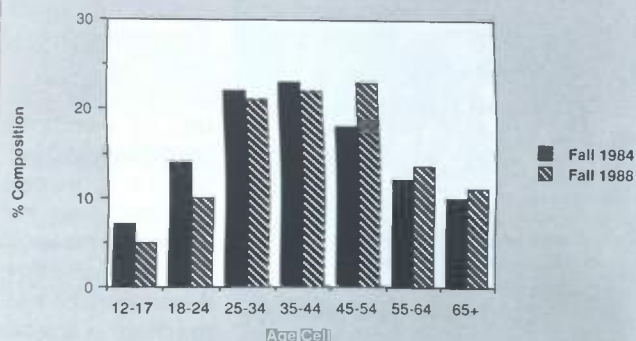
- Country Radio converts 64 percent of 12+ audience to 25-54 shares;

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

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

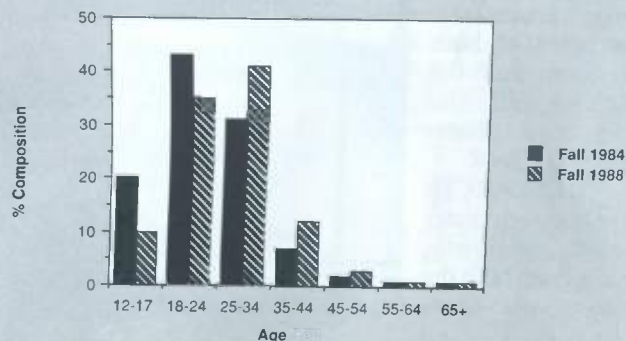
Source : KATZ Radio Group National Format Averages, Fall 1988 Arbitron Mon-Sun 6A-MID

Country (FM) Composition



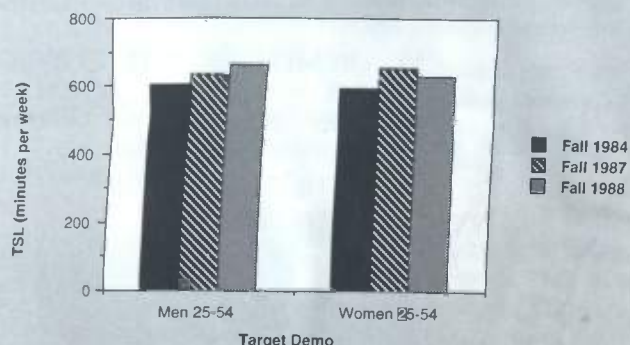
All Cells 35+ exhibit gains, while 18-44 cells are losing compositions.

AOR (FM) Composition



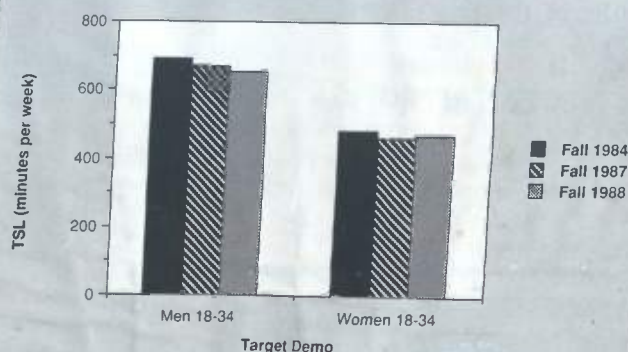
AOR Stations have exchanged 12-24 in favor of 25-54 strength.

Country (FM) TSL



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

AOR (FM) TSL



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

Pulse News

Duggan Nominated For FCC Seat

continued from cover

More recently, Duggan was national editor of "Washingtonian" magazine from 1981-86, operates his own communications consulting business in Washington and is a published novelist. Duggan, 50, lives in Bethesda, MD.

Group W Radio Wins Approval

Westinghouse's Group W Radio has won FCC approval of a permanent waiver of the commission's one-to-a-market rule, enabling it to complete the purchase of WMMR-FM, Philadelphia. The waiver will allow Group W to hold a three-way combo in the Philly market: KYW-AM, a 50KW all-news on 1060kHz, the added FM and KYW-TV, a VHF (Channel 3) NBC affiliate.

Group W is purchasing WMMR (93.3mhz) from Sillerman-Magee Communications Management Corporation as part of the massive deal that will have the Westinghouse subsidiary acquire most of Sillerman's Legacy and Metropolitan groups for \$350 million (The Pulse, April 28). Once completed, the eleven-station acquisition will make Group W the second largest Radio company in the nation.

In granting the waiver, the FCC cited Group W's claim that it would "benefit the public interest by making available to WMMR-FM the considerable news gathering resources of both KYW-TV and KYW-AM." The Philadelphia market (Arbitron's number five for Radio and four for television) falls well within the FCC's new guidelines for granting permanent waivers in major markets. Group W's filing claimed 56 separate broadcast owners in the Philadelphia market.

In a separate action, the FCC granted a similar waiver for the Tulsa



And, the rest of the story, so to speak, was recently told in the WOR Radio studios in New York, as the ABC Radio Networks' Paul Harvey dropped by to chat with WOR morning men John A. and John R. Gambling. The visit was an unprecedented meeting of Radio legends. Harvey is widely-recognized as the most-listened-to Radio personality in America, and "Rambling with Gambling" is the longest-running morning Radio program in history, according to the Guinness Book of World Records.

Pulse Format Count

Primary Format	Commercial	Non-Commercial
Country	2448	8
Adult Contemporary	2058	16
Top-40 (CHR)	951	16
Religion	696	302
Oldies	545	0
Rock (Album, Progressive, Classic)	365	226
Adult Standards	332	0
Easy Listening	328	7
Spanish & Ethnic	313	34
News/Talk	308	11
Urban, Black	284	32
Variety	134	387
Jazz & New Age	64	3
Classical/Fine Arts	49	306
Changing formats or not available	266	125
Off air	112	4
Station Totals	9253	1511

Source: M Street Journal database. Custom reports available from M Street Journal

market (Arbitron's 57th-ranked for Radio, 54 for TV). Clear Channel Communications, which owns KMOD-FM and KAKC-AM, will be permitted to add KOKI-TV to its Tulsa

holdings. The television station is a UHF (Channel 23) independent being sold by Tulsa 23. The Tulsa combo will be the first co-located Radio and TV for Clear Channel.

Selling Radio

by Dan Garfinkel

12 Ingredients For A Sales Promotion

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

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

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

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

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

5. SALES PROMOTIONS MUST SELL: If you want your client to come back to the station, deliver results. The promotion must build traffic and transactions.

6. DETERMINE APPROPRIATE DURATION: How long can your listeners remain involved with the promotion? Some promotions, like

will the station gain from the promotion in client revenue and listener satisfaction? What will the client gain in exposure, traffic and transactions?

9. BUDGET FOR ALL ELEMENTS: Underfunding a promotion is worse than not doing it at all. Use a check list to anticipate all costs.

10. INVOLVE ALL PERSONNEL: If you're doing a contest that involves multiple locations, use an in-store display contest to motivate the store personnel to deliver the promotion to the consumer with enthusiasm. Take the time to communicate the requirements of the promotion to sales, on-air staff and all promotion personnel.

11. COSTS ARE SECONDARY TO RESULTS:

Don't fixate only on the costs of doing the promotion—look to the results or payoff. This principle may best be understood in the context of a station's own sales promotion, i.e. those promotions you run strictly to promote the station. Sure, direct mail or telemarketing are not inexpensive, but what's the payoff? Will an additional share in key demos generate the billing to offset the costs?

12. REMEMBER THE COMPONENTS - VEHICLE, FORMAT, THEME: These are the building blocks of promotion. Make sure you use the right tool for the job.



Illustration: Rick Martin

the "Days of Summer," can provide a client with effective exposure over three months. Others, like simple product giveaways, shouldn't last more than a weekend.

7. KNOW YOUR COSTS: How much will printing, staff time and other considerations cost the station? The client? Is the buy sufficient to justify the promotion for you? Are the results sufficient to justify the promotion for the client?

8. PREDICT YOUR PROFITS: What



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RADIO INK

From The Radio Grapevine

•Kudos to RAB's Warren Potash and staff for a successful meeting with **Burger King's Gary Langstaff**, vice president marketing, and Burger King's big cheeses (excuse the pun) last Friday in Miami. Burger King committed 20 percent of their television budget to Radio for 1990...a grand total of \$30 million, making "BK" Radio's third largest advertiser. Along for the meeting were **Peter Moore**, Radio Network Association,



Warren Potash

Larry Norjean, RAB, **Dick Harris**, Group W, **Tony Miraglia**, CBS Radio Rep VP/GM, **Les Goldberg**, Interep, **Norm Schrutt**, ABC and **Stu Olds**, Katz.

Potash wanted to make a point to show Radio's appreciation by bringing a sampling of the industry's leadership to say "Thanks."

•**IDB Communications Group** supplied audio, video and data/voice communications for coverage of the **Bush/Gorbachev Summit** in Malta to media clients including **AT & T Federal Systems**, **CBS-TV**, **NBC-TV**, **CNN**, **CBS Radio**, **ABC Radio**, **AP Radio** and the **European Broadcasting Union**. This is the third summit for which IDB has provided satellite services. Major worldwide media have used IDB for coverage of the **Reagan/Gorbachev Summits** in Moscow and Reykjavik. IDB has also accompanied President Bush on his trips to China, Belgium, Poland, Japan, Korea and Costa Rica.

•President Bush's selection of **Ervin Duggan** as the FCC commissioner to replace **Patricia Diaz Dennis** is supported by the **National Association of Evangelicals**. The Democrat is seen as a compromise candidate and is seen as a "friend" to many groups. Duggan's confirmation is expected to have no trouble in the Senate

•**The Tisch School of the Arts'**

Radio Programming Perspective class and student-run **WNYU-AM/FM** will co-sponsor the second annual **Radio Forum Dec. 4**. The forum is moderated by 20-year New York Radio veteran and adjunct professor of Radio at NYU **Stan Martin**. The forum will focus on "The Homogenization of Radio."

•The NAB and its affiliated **Broadcast Industry Productivity Council** have been selected to receive a 1989 Presidential Award for Private Sector Initiatives. The award recognizes "Work Works," a project co-sponsored with the National Alliance of Business to help out-of-school and at-risk youth get the training necessary to obtain worthwhile and meaningful jobs.

•**WEAZ-AM** in Philadelphia, formerly **WFIL**, has been sold by owner **Jerry Lee** for \$6.5 million to **Salem Communications**. The stations have had several deals over the last year, but this latest should work. **Gary Stevens** brokered the deal.



Gary Stevens

•**American Women in Radio and Television** has announced the deadline for its **15th Annual National Commendation Awards Ceremony**. The competition recognizes

genuine depictions of today's women. Entries are due January 5, 1990. To qualify, entries in Radio, television and cable television programming and broadcast advertising must be aired between January 1, 1989 and December 31, 1989. The awards ceremony will be held at the **Waldorf-Astoria Hotel** in New York City on Thursday, March 15, 1990

•**Unistar** will present "Lennon - His Last Interview, His Greatest Music" to air during Dec. 1-8. **Pat St. John** of New York's **WNEW-FM** will host the four-hour show based upon the interview which took place Dec. 8, 1980, recorded just hours before Lennon's tragic death.

•Nothing official on **Scott Ginsburg's** speculated purchase of **KRLD-AM** and the **Texas State Networks** in Dallas and **KODA**, Houston for \$85 million, now that Com-



Scott Ginsburg

mand has mostly resolved its financial dilemma with the sale of Los Angeles and Denver to **Viacom** for \$101.5 million. **Sillerman** extended the expiration of the tender offer for **Metropolitan** debt to Dec. 1 from Nov. 22. The deadline has already been extended once and some \$107.2 million has already been tendered.

•**The Milton Berle Show** returns to the airwaves through the **Charles Michelson Co.** The series is available for both local sale as well as for national barter either direct with the advertiser or via advertising agencies as well as with national Radio networks.

•Our "Entertainment on Networks" article in *The Pulse* Nov. 27 omitted at least one programming service. **Olympia Broadcasting Networks** is in that arena offering shows from such noted sports enthusiasts as **Bob Costas**, **John Madden** and **Roy Firestone**. The network's **Come-dyline** service beginning Feb. 4, 1990 will feature a host of special guests, and listeners can talk with comedians like **Robin Williams**, **Bill Murray** and **Dan Aykroyd**. The 60-minute show is available at no cost. For market availability call 314/361-2000.

PULSE RADIO FAX 
(407) 626-2639

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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						
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Selling The Medium – A Letter From Peter Moore

I began the article "Interep's Radio Store" in *The Pulse*, Sept. 18, 1989 with great interest. Much of what they all say is true.

– Ralph Guild says, "...stations and reps have been unsuccessful until now to market our medium's inherent strength (flexibility and targetability)";

– Ken Swetz's argument that a rep should not have confused loyalties in pitching and selling its client station;

– Carl Butrum says, "...to create \$20 million in new business (less than 2%) subjects the existing \$1 billion to a commercial sell. What purpose does that serve?" Also, "Agencies budget radio markets based on what they paid for the last buy. The rate you cut today drops your market's budget tomorrow..." incidentally that money many times does go to another medium.

I soon finished the article and was left with a strong sense of stations and reps still "waiting for their national ship to come in." But once again we in radio didn't know it sets sail daily from a different dock.

The root of the problem is exemplified by this unchallenged premise, "...research was conducted among some 45 top agencies..." the key word being agencies! Don't take no from a man who can't say yes! How much of the local sales at a station are made with the client? Nearly all.

I have spent 23 years in radio but the last two years calling on advertisers everyday to talk about national radio.

When I began my role as President of the RNA I knew with the dictates of time and staff we had to focus on the point of maximum impact. To find that point, we did a study of 500 ad directors from the top 200 consumer advertisers plus 500 agency media directors and buyers.

It was meant to measure awareness and attitudes toward each medium from both "camps" of the client. We quickly rediscovered several

major facts and confirmed some perceptions.

1. Advertisers and agency have many of the same basic goals for their campaign. (Perception and Fact)

– but the order of priority on these consumer goals is very different from the advertiser and his agency. (Fact)

2. Network television, cable television and magazine scored higher awareness with these groups than did spot and network radio. (Perception and Fact)

– but the rank order of awareness to each medium differed greatly from advertiser and agency. (Fact)

3. Magazines do most of their selling



Peter Moore

at the client (advertiser). (Perception and Fact)

– and the runaway #1 medium that advertisers felt very well-informed about was magazine; 80% more than radio. (Fact)

What am I driving at – well let me defer to our combatants!

Swetz tells us he'll go back to selling Christmas trees.

– Excellent point, it is the closest recollection to the "client" sell mentioned in the article.

Butrum hit the nail right on the head when he said, "Imagine this concept at the local level."

What concept you ask? – not calling on the client!

It is the foundation of local, why

not employ it at the national level. With over 5,000 magazine titles calling on advertisers everyday, is it any wonder the clients are more aware of magazines.

Last week I was at the New York offices of a major drug and personal care company. In the few minutes I spent waiting for my appointment salespeople from five varied magazines (a sports magazine, a women's magazine, health and business magazines) arrived for an appointment. They acted like "old home week" with the receptionist, obviously they were regular visitors, radio was not.

What is the solution? I don't know, but I do know we must try new things and keep trying them like the Radio Futures Campaign.

How about these ideas?

1. Imagine if half of the 10,000 radio stations in the U.S. sent one pitch to a national account either at their corporate or regional offices twice a year, that would certainly increase the awareness to radio.

2. Advertisers, trade publications and others put on multi-media roadshows across the country constantly. What if each station in that city sent people to attend? Sound simple? It is! Yet I've attended these workshops to find myself one of the limited few attending or even participating for radio. Yet outnumbered by all other media in attendance.

3. When you get a national order, why not place a "thank you" call to the regional person at the advertiser. Or send a note advising them of the schedule, in this age of computers such a procedure is simple.

I too agree with Pogo, "we have seen the enemy and they is us."

Never miss an opportunity to sell the medium – Radio! But let's create more of these opportunities at the advertiser.

Peter Moore
President
Radio Network Association, Inc.

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by Dan Garfinkel

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- ❖ Available annually, semi-annually, or quarterly, making it the most accurate and up-to-date reference guide of its kind

Stick Values

- ❖ Guide to FM station values in all Arbitron-rated markets
- ❖ Three valuation scenarios
- ❖ Useful for adjusting revenue and profit margin projections
- ❖ Assigns specific "stick values"

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- ❖ References on over 270 important firms
- ❖ Contacts for acquisitions, financing, or station improvements
- ❖ Who's who and who's what
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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						
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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			

Pulse News

• **IDB Communications Group, Inc.** announced promotions establishing the executive organization of **IDB Broadcast**, their Los Angeles-based division which was formed to service the Radio and television industries.



Marla Massman

Phillip McInnes has been named executive vice president, **Brian Lookofsky** has been promoted to vice president, video services and **Julie Spira** has been promoted to vice president, audio services.

• **Marla Massman** has been promoted to local sales manager for **KQLZ-FM** in Los Angeles.

• **Penny Tucker** will be the new program director of **Unistar's Music of Your Life**.

People In radio

• **Mark St. John** has been appointed to the position of vice president of programming at **WAPI-FM** in Birmingham. **Leslie Framm** has been promoted to vice president of programming at **WABB** in Mobile. **WAPI** and **WABB** are part of **The Dittman Group**.

for a variety of projects including assembling a staff and supervising the clearance of baseball on domestic Hispanic Radio stations.

• **Thom McKinley**, senior vice president/operations for **Noble Broadcast Group** has taken over the duties of vice president and general manager at **KBZR/KBEZ** in Kansas City.



Nicholas Kiernan

• **Nicholas Kiernan** has been named operations manager for **CBS Hispanic Radio Network** responsible

• **Tom Owens** is the new general manager at **Shamrock Communications' WDIZ** in Orlando, coming from the position of general sales manager at their stations **WEJL** and **WEZX** in Scranton.

• **Andy Lipset** has been appointed account executive at **HNWH** in their New York office.

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COLLEGE FOOTBALL

FILLING SATURDAYS WITH \$\$\$

By Roger Fischer

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

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

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

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

"The enthusiasm for college foot-

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

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

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

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

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

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

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



College football has been on Radio for years.

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

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

Capstar Completes Acquisitions

Capstar Communications, a joint venture between Steven Hicks of Austin, TX, and The Robert F. X. Sillerman Companies, has completed its acquisition of stations in Nashville, Jackson and Greenville-Spartanburg, SC. Nashville stations WSIX-AM/FM were acquired from Hicks Broadcasting Partners for \$16 million and WJDX-AM/WMSI-FM in Jackson

and WSSL-FM in South Carolina were purchased from Sterling Communications for \$24 million. Hicks said WSIX was named the country's top country music station in April by the Academy of Country Music and WJDX-AM/WMSI-FM are ranked number 1 in revenue and number 2 in listeners in Jackson.

Chicago's FMs Combine Transmitters

Nine of Chicago's top FM broadcast stations recently began transmitting a new FM combining network supplied and installed by Shively Labs. This FM combiner, located high above downtown Chicago on the 97th floor of the John Hancock Center, allows 10 stations to broadcast from a common antenna.

The combiner's two-level configuration was necessary because floor space is at a premium in the Center. Furthermore, access is limited to elevator service, so an easily-assembled, modular design was required to allow easy, on-site assembly.

However the tough delivery, space and assembly requirements were only part of the overall design criteria. Representatives for the building, Seth

Elliott and Charlie Lomas of Communication Site Management, and representatives for the FM committee, Bill Partyka of the consulting firm WLP Associates and Jim Addie of WFMT, were instrumental in establishing the overall electrical and mechanical specifications for the entire system. Taken as a whole, these specifications represent the toughest criteria ever established for an FM combining network.

The stations currently using the system are: WBEZ-FM, 91.5 MHz; WNUA, 95.5 MHz; WBBM, 96.3 MHz; WLUP, 97.9 MHz; WFMT, 98.7 MHz; WUSN-FM, 99.5 MHz; WXEZ-FM, 100.3 MHz; WKXQ-FM, 101.1 MHz; WVAZ-FM, 102.7 MHz; and WOJO-FM, 105.1 MHz.

The Pulse Index Of Stocks

	52 WEEK HIGH	52 WEEK LOW	CLOSING PRICE 11/17/89	CLOSING PRICE 11/24/89	WEEKLY PERCENTAGE CHANGE
Capital Cities CCB/NYSE	586.000	344.000	544.000	538.000	-1.1%
CBS, Inc. CBS/NYSE	221.000	164.750	201.250	200.250	-0.50%
Clear Ch. Comm. CLCH/OTC	16.375	10.000	12.250	12.250	0.00%
Heritage Comm. HTG/ASE	5.750	2.500	3.000	2.875	-4.20%
Jesse Comm. JCOR/OTC	8.000	5.125	5.875	5.250	-10.60%
Olympic Bcstg. OBCCC/OTC	4.000	0.500	0.750	0.750	0.00%
Ozark Comm. OSBN/OTC	15.000	6.500	13.000	13.000	0.00%
Price Comm. PR/ASE	7.400	4.600	5.000	4.750	-5.00%
Star Bcstg. SAGB/OTC	6.000	2.750	2.750	2.750	0.00%
Sunshine SUNNC/OTC	2.750	1.375	1.750	1.750	0.00%
T.M. Comm. TMC/OTC	0.750	0.125	0.219	0.219	0.00%
Washed On WONE/OTC	13.250	7.750	9.500	9.250	-2.50%

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



LOOK FOR

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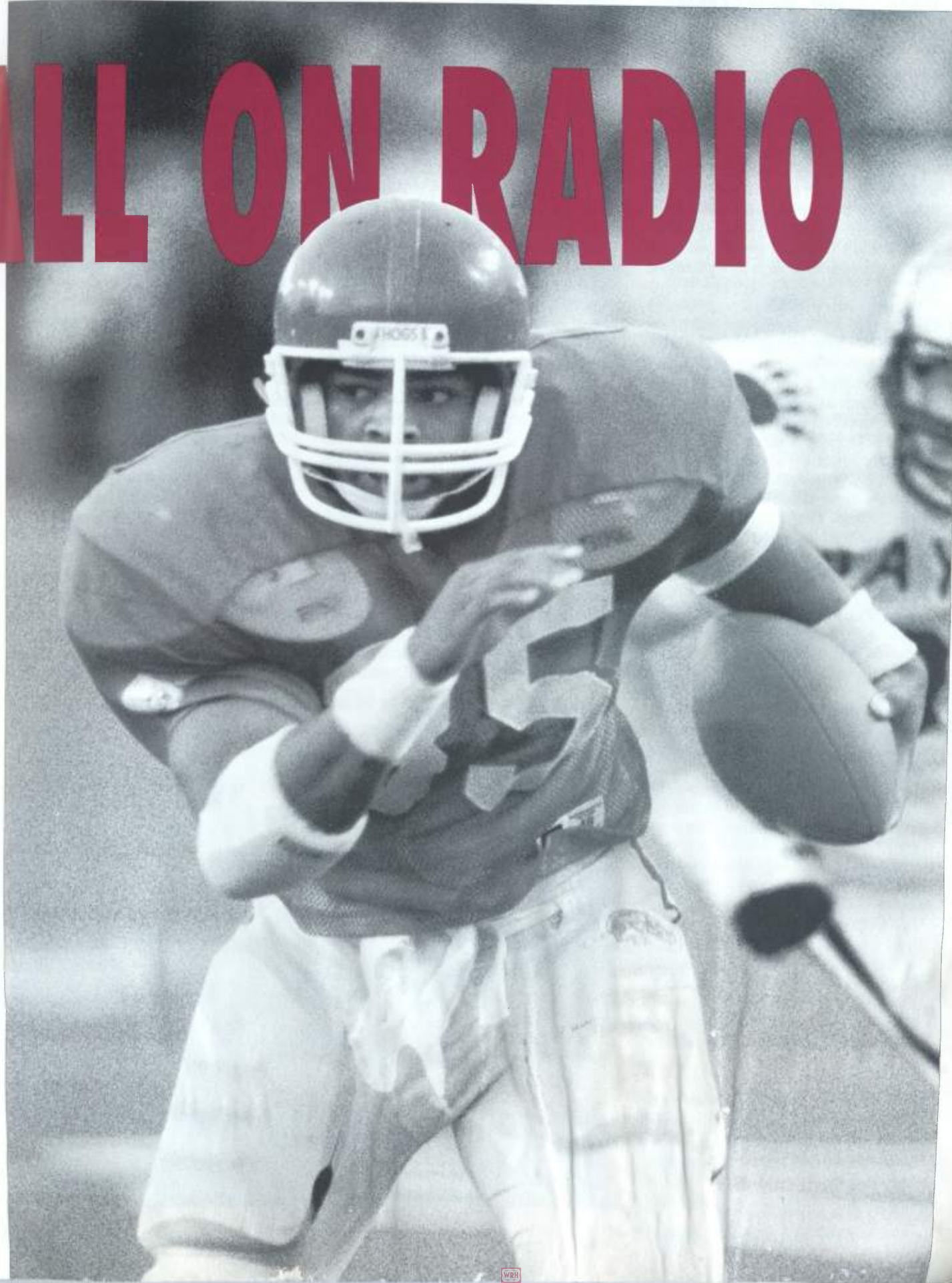
1. Major Market General Manager or General Sales Manager
2. Sales and Program Oriented Executive
3. Excellent Presentation and Communications Skills

Send Resume and References to:

The Pulse Box JBK
1216D U.S. Highway One
North Palm Beach, FL 33408

Photo: Lee Baker

BALL ON RADIO



Pulse News

From The Broker

• **WCGL** in Jacksonville, FL, has been purchased by **JBD Communications Inc.** from **Antelope Broadcasting Inc.** for \$510,000. The buyer, JBD Communications, is owned by Deborah Maiden of Stone Mountain, GA and Barbara Battle of Decatur, GA. The seller, Antelope Broadcasting, is owned by Robert Bell.

• **KCLN-AM/FM** in Clinton, IA, have been purchased by **K TO Z Ltd.** from **Brisco Broadcasting Inc.** for \$350,000. The buyer, K TO Z Ltd., is owned by James Zimmerman of Lancaster, WI and Jack Kauffman of Appleton, WI. The company also owns **WGLR** and **WAXL** in Lancaster, WI. Kauffman also owns **WBMB** and **WBMI** in West Branch, MI. The seller, Brisco Broadcasting, is owned

by Brian Byrnes.

• **WRKG** in Lorain, OH, has been purchased by **Victory Radio Inc.** from **Veard Broadcasting Co.** for \$300,000. The buyer, Victory Radio, is owned by Vernon and Marcella Baldwin of Fairfield, OH and Johnny Wade Sloan of Hamilton, OH. Vernon Baldwin also owns **WCNW** in Fairfield and **WWXL-AM/FM** in Manchester, KY; and **WZLE** in Lorain. The seller, Veard Broadcasting Co., is owned by John Veard of Amherst, OH.

• **WWCB** in Corry, PA has been purchased by **Corry Communications Corp.** from **Corry Broadcasting Inc.** for \$190,000. The buyer, Corry Communications, is owned by William Hammond, III, Donald Worthington and Stephen Hutzelman. The seller, Corry Broadcasting, is owned by Arthur Arkelian.

• **WWGR-AM/WQLA-FM** in La

Follette, TN have been purchased by **Cherokee Communications Corp** from **La Follette Broadcasters Inc.** for \$400,000. The buyer, Cherokee Communication Corp., is owned by Ronald Scott of Knoxville, TN. The seller, La Follette Broadcasting, is owned by W. Alvin Fox.

• **WDOT** in Burlington, VT has been purchased by **Nichols Radio Broadcasting Corp.** from **Hunter Broadcasting Inc.** for \$700,000. The buyer, Nichols Radio Broadcasting Corp., is owned by John Nichols. The seller, Hunter Broadcasting, is owned by William Hunter.

• **KFKF-AM** has been purchased by **William Johnson** from **KFKF Radio, Inc.** The buyer is from Kansas City, MO, and has no other broadcast interests. The seller will retain **KFKF-FM** according to **Dan Wastler**, vice president/general manager.

Outstanding Performance

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year after year,

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KJR-AM in Seattle, WA introduced two new Seattle SuperSonics inflatable billboards just in time for the Sonics' opening game. The outdoor showing will continue through the NBA season (June 1990).

From The Rep

Station	City	Format	From	To
WLTX-FM	Baton Rouge, LA	Oldies/Adult Cont.	Nine	Christal
WYCL-FM	Reading, PA	Adult Cont.	Nine	Christal
WKPE-AM/FM	Cape Cod, MA	Simul. CHR	McGavren Guild	Christal

COLLEGE FOOTBALL ON RADIO

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

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

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

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

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

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

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

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

Mutual's Top 20 schedule, which

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

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

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

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

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

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

We're in the process of rebuilding."

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

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

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

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

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

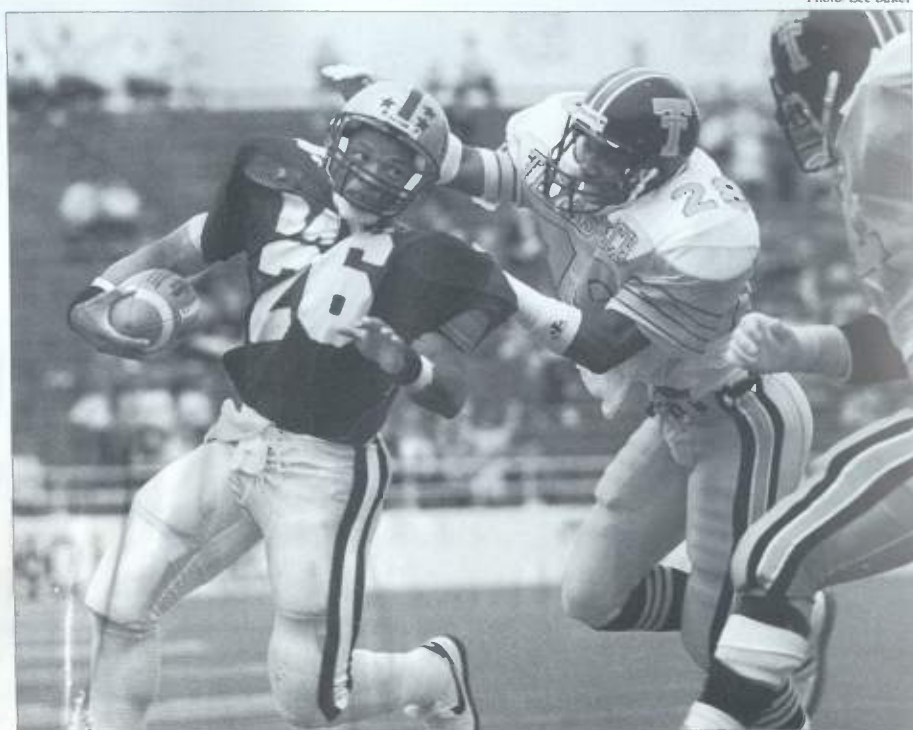


Photo: Lee Baker

The Pulse Of Radio Calendar

Dec. 6—**Ohio Association of Broadcasters Sales Workshop**—Ramada Inn North, Columbus, OH. Information: (614) 228-4052.

Dec. 9—**Texas AP Broadcasters Regional News Seminar**—Holiday Inn, Northwest Loop, San Antonio, TX. Information: (214) 991-2100.

Dec. 13—**American Sportscasters Association Fifth Annual Hall of Fame Dinner**—Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 14—**International Radio and Television Society Christmas Benefit** sponsored by Unistar Communications Group—Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—**Society of Broadcast Engineers (Chapter 15) Meeting "Designing a Radio Facility"**—WQXR facility, New York. Information: David Bialik, (212) 752-3322.

1990

Jan. 8—**International Radio & Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 15—**Deadline for entries in Broadcast Media Awards**, sponsored by International Read-

ing Association for "outstanding Radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

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

Jan. 19-20—**Colorado Broadcasters Association Winter Meeting and Awards Banquet**—The Clarion Hotel, Colorado Springs.

Jan. 23-25—**Georgia Association of Broadcasters Georgia Radio-TV Institute**—University of Georgia, Athens. Information: (404) 993-2200.

Jan. 27-31—**National Religious Broadcasters 47th Annual Convention**—Sheraton Washington and Omni Shoreham Hotels, Washington, D.C.

Jan. 30-Feb. 1—**South Carolina Broadcasters Association 42nd Annual Convention**—Embassy Suites Hotel, Columbia, SC.

Jan. 31—**National Association of Broadcasters deadline entries in the "Best of the Best" promotion contest**. Information: (202) 429-5420.

Feb. 8-10—**Louisiana Association**

Major Meetings

1990

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

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

Feb. 28-March 3—**21st Annual Country Radio Seminar**, sponsored by Country Radio Broadcast-

ers-Opryland, Nashville.

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.

May 17-20—**American Women in Radio and Television 39th Annual Convention**—Capital Hilton, Washington.

of Broadcasters Annual Convention—Lafayette Hilton, Lafayette, LA. Information: (504) 383-7486.

Feb. 9—**International Radio and Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 13-14—**Broadcast Credit Association's 23rd Credit and Collection Seminar**—Westin Lenox Hotel, Atlanta. Information: (312) 827-9330.

Feb. 28-March 3—**21st Annual Country Radio Seminar**—Opryland Hotel, Nashville, TN. Information: (615) 327-4487 or 327-4488.

March 1—**International Radio & Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

March 2—**Southern California Broadcasters Association Sunny Creative Radio Awards Luncheon**—Regent Beverly Wilshire Hotel, Los Angeles. Information: (213) 466-4481.

March 9-13—**National Association of Broadcasters State Leadership Conference**—J.W. Marriott, Washington, D.C.

March 14—**International Radio & Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

March 29-31—**Broadcast Education Association Convention**—Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

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.

May 17-20—**American Women in Radio And Television 39th Annual Convention**—Capital Hilton, Washington.

June 10-14—**Broadcast Promotion and Marketing Executives and Broadcast Designers Association Annual Conference**—Bally's Las Vegas.

June 19-22—**National Association of Broadcasters Summer Board Meeting**—Washington.

DECEMBER 1989

S	M	T	W	T	F	S
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	30
31	Standard Broadcast Calendar					

PULSE Quick READ™

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

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

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

That, in effect, is the mystique.

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

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

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

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

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

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

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

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

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

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

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

Is there a market for it?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FCC vs FAA

TO THE WINNER, THE AIRWAVES

By Bob Andelman

"Airwaves versus airspace ... that's the issue," said Ralph Justus, director of engineering, regulatory and international affairs for the National Association of Broadcasters (NAB).

"We're having a jurisdictional dispute between two governmental agencies," added Ralph Evans, an engineering consultant in Wisconsin. "What we've got are a couple of hard heads butting against each other. It's become a real donnybrook."

"People act like this is a new problem. It's not," noted Jerry Markey, manager of the FAA's spectrum engineering division. "We've always had a problem. We're putting in more equipment, they (the FCC) are putting more Radio stations with more equipment. It's an automatic conflict. The FCC says they are the issuers of licenses. The FAA says, 'We control the airspace. If a signal can mislead an airplane, we say it's our busi-

ness.' It's one of those issues that someday will end up in court."

At issue is electro-magnetic interference (EMI) hazards being generated by Radio towers in the vicinity of the nation's airports. The FAA contends that high-end, high-pow-

Two completely different disciplines are at play and a battle of wills is ensuing.

ered FM stations (108-118 MHz) disrupt low-end, low-power airport navigation systems (118-122, 124-136 MHz) that tell on-board aircraft controllers how to land as they approach runways.

"Radio stations put out so much power and we put out 10 kilowatts," said Markey. "You're trying to get your signal all over town. I'm trying to get mine into an aircraft."

Different airports have different frequencies; each runway has its own frequency. When pilots are coming in for a landing, they tune in for signals. There are two: one provides left to right information, the other feeds up-down or glide-slope data. The information is non-voice, feeding data directly into cockpit instruments. That's where the problem lies: because the pilot doesn't "hear" the information feed, he has to believe his instruments are getting a true reading.

Electro-magnetic interference can throw instruments out of kilter, causing false readings and potentially dangerous situations. It can affect both commercial carriers and general aviation. While such occurrences are rare, the FAA is concerned that more Radio station towers near airports increase the likelihood of interference.

"I'd say we have 100 cases a year," said Markey. "Some of them are serious, some are a breakthrough of voice from an intermodulation. We have

JOHN TYLER

The Deal's Done—Looking To The '90s

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

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

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

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

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

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

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

PULSE: So all the transactions have taken place?

TYLER: Yes.

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

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

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

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

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

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

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

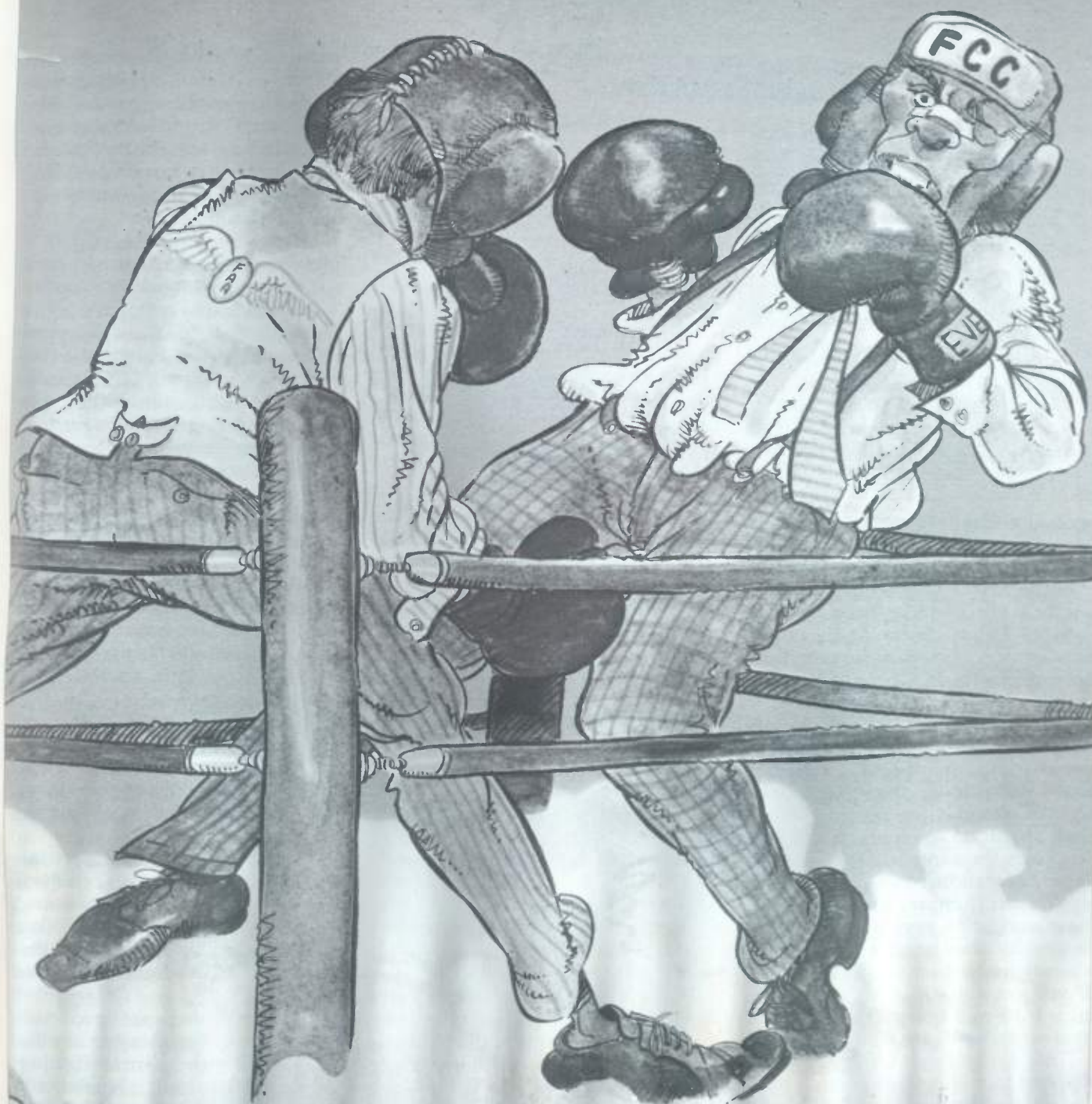
the biggest concern from broadcasters early on was 'Would the satellite fall out of the sky?' But we got past that in about four months, and it just grew very rapidly. We were at about 110 affiliates at the end of the 10 months and it has continued to grow very well. We anticipate another 1,500 affiliates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

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

TYLER: Yes.

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

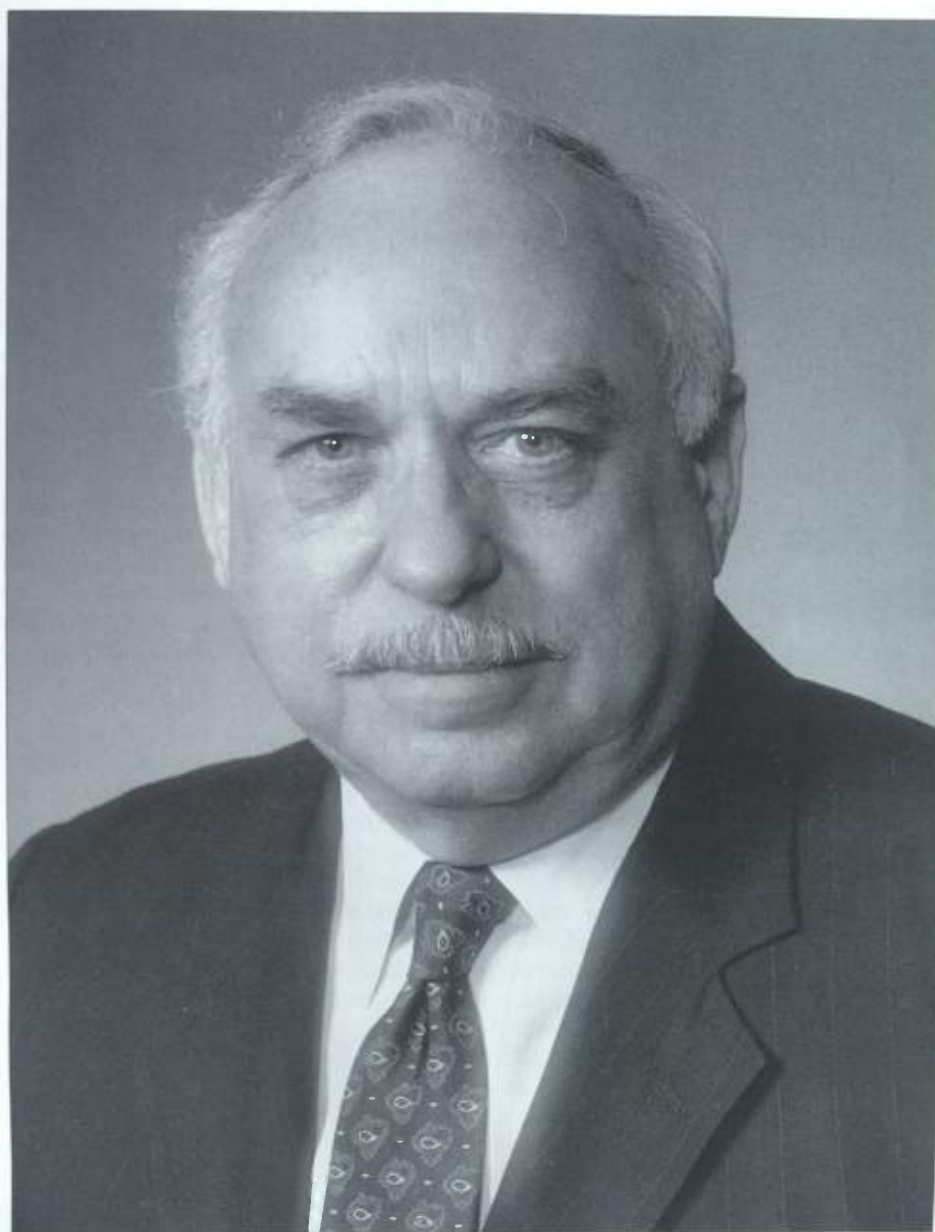
TYLER: Well, we provide certainly a premium product - well-researched



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

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

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



ming costs?

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

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

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

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

FCC vs FAA

What Does The FAA Want?

According to the FAA's Spectrum Engineering Division Manager Jerry Markey, these are a few of the Aviation Administration specific requests for the FCC:

- More accurate and current station lists and information from the FCC.
- A few clear channels.
- Move low-power, educational stations from the low end to the high end of the FM band where possible.
- Don't create any new high-power FM stations at the high-end of the band.
- Reduce the number of qualified bidders for available frequencies before they reach the FAA for hazards investigation. The Aviation Administration says it gets 30,000 an-

nual tower applications.

What does the FAA have to offer?

- Regulations stating that by 1995, all new airplanes built in this country must have receivers less susceptible to electro-magnetic interference.
- By 1998, all existing aircraft must modify their receivers to be in compliance with the new standards.
- Microwave landing systems may start appearing at certain airports in the near future, such as Midway in Chicago. Where they can be installed — and if microwave navigation equipment becomes common in aircraft — this may help lessen the safety hazard FM can cause aircraft.

probably 10 a year we can go in and investigate. You go into Denver and they call it the 'Sing-Along Skies.'"

Bill Suffa is an engineering consultant for Radio and television with the firm of Lahm, Suffa & Cavell in Fairfax, VA. He is a former field operator for the FCC, used to investigating interference complaints.

"Navigational equipment operates on frequencies just above 108 MHz," noted Suffa. "It operates at much lower power levels than FM, and the receivers tend to be more sensitive than broadcast receivers. In the past few years, the commission has opened more FM stations, more people have upgraded. There are more operators near navigation systems. That leads to a potential for interference. In some cases there has been real interference. If you get a 50,000-watt FM station near a 10-watt transmitter, there's a real opportunity for trouble."

That's why the FAA is no longer content to merely investigate physical dangers presented to aviation by existing or proposed towers — they won't even consider physical obstructions until EMI hazards are dealt with — and it has stepped up a campaign to deal with stations whose signals might have the potential to disrupt low-power air navigation systems.

"They're not going to look at the airplane obstruction hazard until we do something about their EMI hazard," said Evans. But he added, "Who

knows what they want you to do, because they won't spell it out. Usually they want you to move four or five miles, which is usually impossible. Because of spacing requirements, FM stations rarely have room to move. We then write a letter back (to the FAA) saying they are obligated to study the airspace requirement. When that makes it to the FCC liaison office, they say, 'OK, we'll grant a CP, but as a conduit you must deal with the EMI.'"

"The problem we're having with the FAA," added Bill Hassinger, assistant chief for engineering in the FCC's Mass Media Bureau, "is that while it's legitimate for them to be concerned, there's a difference between them looking into it, doing studies and having jurisdiction."

When it has been possible, airports have adjusted the frequencies they use to transmit navigational information. That is less possible because their frequencies — like FM — have become overcrowded.

"They don't feel they can afford that option anymore," said Suffa.

Many cases of the FAA adding to the already arduous FCC licensing process originate in the Midwest, but NAB's Justus noted it's a national phenomenon.

"The FCC Great Lakes office (in Des Plaines, IL) is taking a hard-line on this," alleged Justus. "Up to 80 percent of applicants are getting re-

jected by the FAA. It's not just a few stations in Wisconsin. Literally hundreds every year are receiving these objections — not based on obstruction, which we leave to the FAA. But when it comes to interference, NAB believes the FCC has control over spectrum management."

Markey of the FAA said he is unaware of one FAA district being stricter or more lenient than another.

The broadcast community — including the FCC, NAB and independent broadcasters — believe the FAA is, in effect, usurping FCC jurisdiction in awarding construction permits by declaring safety hazards in far too many cases.

The FAA claims it is simply enforcing safety in response to an extremely liberal FCC policy of granting new licenses and increases in power for existing stations.

"Everybody wants us to give," said Markey. "We don't work that way in safety. If we err, we err on the side of safety. We don't give (up) our safety margin because 'it's such a great industry.'"

The FCC claims it is just as interested in promoting safety as is the FAA. "We feel the FAA can look into this and make its views known to us, (but) we have jurisdiction," added the FCC's Hassinger.

It is a simple issue that is getting very complicated. The FCC claims it is solely responsible for airwaves and policy. The FAA claims its blanket mandate to police airspace and ensure safety overwhelms all other concerns.

Beyond that, there are specific areas of dispute. Broadcasters say the FAA computer program for figuring potential EMI hazards is littered with inaccuracies which skews the process.

"We are dissatisfied with the FAA analysis," said the FCC's Hassinger. "We are persuaded they're doing it wrong. The formula they're (using) clearly leads to false results." Hassinger is particularly concerned with analyses that accuse AM stations of causing interference. "It's nonsense," he said. "The stations on the AM band are not interfering with stations

JOHN TYLER

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

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

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

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

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

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

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

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

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

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

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

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

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

PULSE Quick READ™

above FM. They apply (the computer results) blindly."

Engineering consultant Suffa said there are many things in the FAA program that disturb him. "The equation for intermodulation is unsupported by data," he added, as an example.

"They used very crude assumptions, far more conservative than necessary," said NAB's Justus. "That computer model incorporates the very same engineering assumptions that overstate the assumption of interference."

"We call that a lie," said Markey of the FAA. "The model has been validated with actual air checks. We're not hiding behind our model. If there's something wrong, we'll fix it. But we won't change our criteria for airplanes in airspace. Anything else is open for discussion."

The FCC would like the FAA to scrap its current computer program and have the two agencies work together to create a mutually acceptable methodology for determining EMI and other hazards.

"(The FAA) feels the Commission isn't paying enough attention to where we're putting our facilities," said Hassinger. "Our view is we'd love to work with them. We'd love to work out a definitive methodology (and) do it by public forum so the public can comment. To me, the FAA has a somewhat arrogant attitude. They say, 'We'll pick a formula and tell you what it is.'"

Some say aircraft receivers need better FM filters.

"We have raised the prospect with the FAA that certain filters can be installed," noted the FCC's Hassinger. "They think that's absurd. They

- The battle ensuing between the FCC and the FAA seems to be a turf battle - airwaves versus airspace.

- The FCC and the FAA have many serious problems to work out in order to be able to "share" the airwaves, one of the more serious being the EMI hazard.

- The FCC would like the FAA to work together with them to create a mutually acceptable methodology for determining EMI and other hazards.

- Some FCC engineers feel that giving power to the FAA could become a dangerous trend, one that could eventually affect all media.

don't want to talk about them."

"Only some aviation receivers are highly susceptible to interference like that, only one or two of the poorer receivers. Most receivers aren't. Most receiver manufacturers put in an FM

engineering problem. You have high-power FM's adjacent to low-power aviation. There are some problems, and they can be corrected."

Former FCC engineer Suffa said the problems FM stations are experiencing may just be scratching the surface if the FCC loses this jurisdictional round to the FAA.

"I see it as a very, very dangerous trend," he said. "While this is an FM Radio issue now, I fully expect if the FAA meets with success they will apply it to TV, mobile telephones and business band stuff. Those industries don't see it as a concern right now. I think they're putting blinders on."

Two completely different disciplines are at play and a battle of wills is ensuing.

"It's a turf battle," said Suffa. "The FAA has decided: 'We have the right to do this and we're going to do this. We are God, we shall do what we want.' Communications is the problem. The FAA doesn't believe it has to communicate with anybody else."

"Sometimes these aviation people think they're the only ones on the air," said Evans. "They're not. The airwaves have to be shared."

FAA's Markey said he's taking more heat than is deserved. "We're working on it," he said. "It's not as bad as people make it out to be. We're not sleeping on it. We and the FCC have to work together. The public is looking at us as two government agencies being bad guys. It's a very contentious issue. Be patient with us. Don't paint us so black."

As far as broadcasters are concerned, the two federal agencies need to settle their differences — soon. "They'll work it out," added Evans, "but in the meantime it's going to be aggravating for a lot more people."



The FAA claims its blanket mandate to police airspace and ensure safety overwhelms all other concerns.

filter to prevent the interference. Broadcasters have had to accommodate this and protect ineffectively designed receivers," complained Justus. "That really bugs NAB from an engineering standpoint. That's not a common sense approach to curing an

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

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

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

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

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

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

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

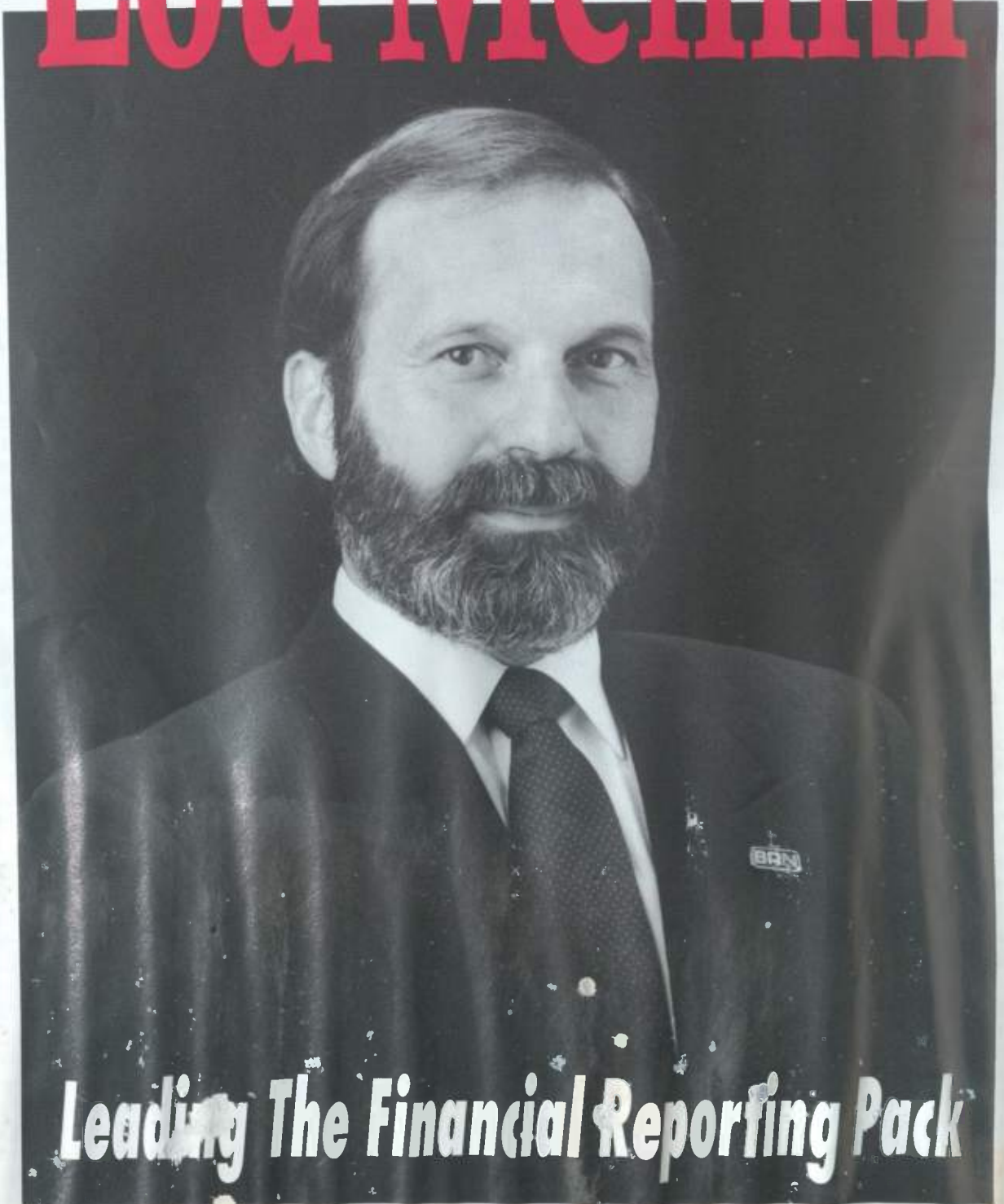
we do both of those. I mean we produce formats not only to appeal to listeners, but also have to do formats that are going to appeal to owners and operators. You see, managers and owners really get into the WAVE or really get into Z-Rock.

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

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

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

Lou Mellini



JOHN TYLER

**Just yesterday
we received a letter
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jockeys.**

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

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

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

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

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

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

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

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

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

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

PULSE: *So that's working well for you?*

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

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

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

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

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

After 16 months of operation, the Business Radio Network has emerged as the leader in the field of network financial reporting, based on its announced signing of 50 affiliates mostly in the top 100 markets. Although the competition is brisk, BRN is using a strong international report to produce national programs for radio stations who are selling time in the markets.

The aggressive stance in programming and much of the network's affiliate success can be attributed to the man at the top, Lou Mellini, the president and chief executive officer of the Colorado Springs, CO, network. His theory is simple - win. He recently attracted the talents of former Gannett Radio President Joe Dorton to head the national sales and marketing efforts of the network. Although national advertisers have been slow in coming into the fold, Mellini said things are starting to take shape for the niche programming service.

Mellini is a past president of the Colorado Springs Broadcasting Association, past board member of the Colorado Springs Convention & Visitors Bureau, past president of the Colorado Springs Executives Associations, is on the editorial board of advisors for the Colorado Springs Quarterly and is on the board of directors and chairman of the marketing committee of the Citizens for Downtown Action. After graduating from City College of New York, he worked as a sales rep for Mattel Canada from 1969 to 1975. He then became vice president of ABC Records, East Coast for Mattel, Inc. until 1978. From there he served as account executive for KRDO-AM/FM in Colorado Springs. In 1980, he became vice president/general manager of KILO Radio in Colorado Springs, leading that station to be recognized by *Billboard* magazine as the 1988 AOR Small Market "Station of the Year".

Mellini talked to *The Pulse* about his

role at BRN and how the up-start network has grown so quickly.

PULSE: Why is business news so important today?

MELLINI: I think there are several points. Number one because of the globalization of the economy. People will feel the impact on the interest rates in the United States and what happens with the economy in Japan.

PULSE: Do you think too it's because of attention to the stock market a year ago and again in October?

MELLINI: I think the stock adjustments of a month ago definitely have. I think the evidence of that is the fact that stock brokers like Merrill Lynch have established 800 numbers a

"We are pleased with the achievement that we have made."

couple of years ago for their clients - no matter what time of the day it is to pick up and dial an 800 number to either buy, sell or hold whatever investments they have with that particular broker. It shows the expedience that is needed to make adjustments in your own personal portfolio.

PULSE: There has been a real shakeout in the financial network reporting arena. Why do you think BRN has emerged as a key player?

MELLINI: I think because we were able to, as we say from a positive point of view, see what the future was going to bring. For example, with the Soviet block countries. We

have been broadcasting live from the Soviet block countries on a weekly basis now for almost three months. It was our feeling that things were going to happen rapidly in the Soviet Union, especially when the letter that was sent to President Bush from President Gorbachev about being involved in the next economic summit. With us having that ability to bring in information that was on a timely basis from an area of the world that was ready to explode, shows that we emphasized our programming to what we felt our listeners needed across the country and even across the world. And because, as you know, we are in Mexico City with VIP Broadcasters.

PULSE: So you're saying the depth of your programming has probably been the key factor that has put you above the rest?

MELLINI: Absolutely. When you couple what we have done in the Soviet block countries, plus the live reports that we have from Tokyo, London, Frankfurt, Sydney, Zurich, Toronto and Hong Kong - that gave us the Pacific rim. You can really understand how that worked when the last stock market adjustment happened. Because we have a good working relationship with Merrill Lynch in Tokyo, we were able to, Sunday night during our talk show *The Ways and Means Committee with Don McDonald*, interview brokers from Merrill Lynch live from Tokyo and to go into in-depth discussions about what was happening on the Nikkei Exchange in the early morning hours of our time, and in the height, in the opening of the Nikkei Stock Exchange, to give good concrete information.

PULSE: What type of feedback are you getting from your affiliates on this type of programming? How are they responding?

MELLINI: Excellently. We've been very fortunate. The growth of the

MOSCOW RADIO

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

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

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

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

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

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

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

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

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

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

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

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



Robert Hyland



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

Lou Mellini

network over the last seven months has been phenomenal. We've gone from about 22 affiliates at the end of April to 50 affiliates as of today, and 90 percent of them approximately are in the top 100 markets. They helped us. They became another sales arm for us because we had the potential affiliates like the Gilmore Broadcasting Stations in Dallas. They would call John Butler and talk to them about how good the product was, how professional our voices were - coming from Colorado Springs, and therefore in their local market, made it an excellent product.

PULSE: Are there any other special programs or services that you plan to offer in the next year that will be programming enhancements?

MELLINI: Well, we're expanding in a very broad base. Let's go back to the Soviet Union for a minute. We are in contact now with the foreign minis-

ter's office, and the foreign minister's spokesman, Mr. Gerasimov. What we're trying to do by contacting him is to set up an interview with President Gorbachev. I don't know if we'll succeed to get the president on, but we'll hopefully get one of his ministers on. That will give us the ability and enable us to get a little more in-depth discussion on what's happening in the Soviet block countries. Another part of that is we have had a weekly report for five months now coming live from Paris every Friday at 5:12 p.m. Eastern time which is called European Diary. Reginald Dale is our correspondent. Reginald Dale's credentials are just sensational. What we've been doing for the last three weeks, especially since the East Berlin situation, is have Reggie on the air on Saturday focusing on how and why there could be a positive impact or a negative impact on East Ger-

many now that East Germany's borders are becoming open, and how that would affect the common market. We want to do more in-depth focuses of around-the-world global economy and see how that is going to impact the United States.

PULSE: Tell me how your affiliate packages work? Do you charge affiliate fees? Do you require spot clearance?

MELLINI: For a different size market there is a different sales package. We go anywhere from having affiliate fees paid to us, to affiliates buying equipment. In some of the major markets, we buy equipment for them. And in most cases we make them carry four minutes an hour of air.

PULSE: Is there an upfront affiliate fee per se, like a weekly fee?

MELLINI: Yes.

PULSE: And it's based on market size?

MELLINI: Yes.

PULSE: Where do you foresee yourself

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Programming

By Bob Andelman

New England Rocks: Doing A Dial Sweep

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

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

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

There are

the

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

people ever say who they are in English?

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

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

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

New England might not sound any

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

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

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

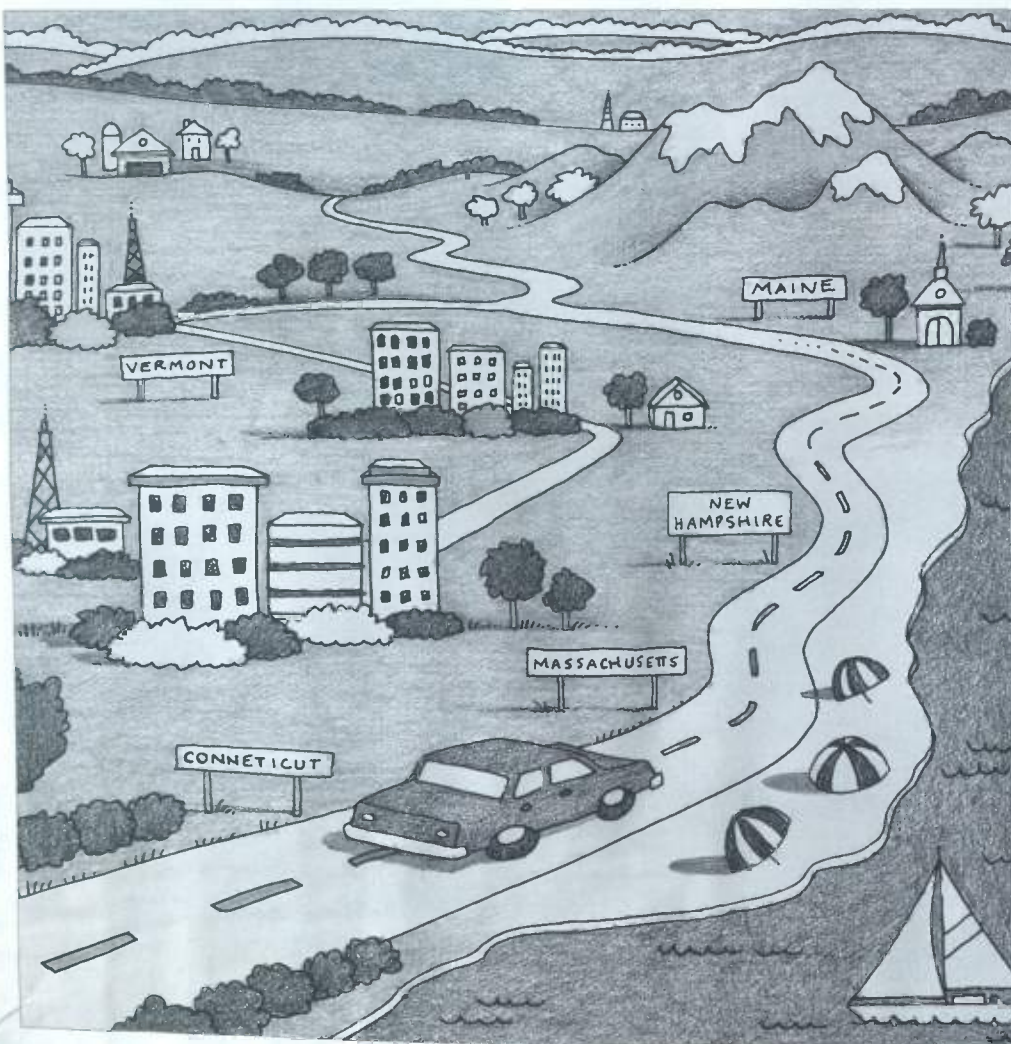


Illustration: Susan Melrath

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

being a year from now?

MELLINI: A year from now we would hope to have at least 100 affiliates.

PULSE: All in the top 100?

MELLINI: We're just about running out of room in the top 100 if you figure 50 are in there now. They would basically be there, however.

PULSE: Recently you brought on board former FBN (Financial Broadcasting Network) executive Joe Dorton. How is that relationship working?

MELLINI: We think that Joe is a great asset to the network. He is really developing our national sales base, and that's one of the primary reasons he came aboard.

PULSE: Is it difficult to get this type of niche programming on a Radio station?

MELLINI: I think in the top 100 markets - now that we have established ourselves as the market leader, and our programming supports that position - broadcasters are stepping back. Take the Denver market for example. There are approximately 40 signals in the marketplace, FMs and AMs. I wouldn't want to be the 38th-ranked signal in the marketplace that has just tried a country music format for the second time and not been able to get any revenues and any ratings. They see with our format that it's basically a turnkey operation, because we are 24 hours a day, seven days a week. We offer international and national news. We offer national weather. We also offer national and international sports, in addition to all our features. It could be a turnkey operation. You only need a minimum amount of personnel to maintain your Radio station 24 hours a day. Now that they are stepping back and looking at this, we're starting to see the top 100 markets, the rapid growth being driven by acceptance.

PULSE: Have you been able to establish any trends yet as far as ratings within those markets, as to how the network is performing?

MELLINI: In very, very small pockets. Don't forget the network is only 16 months old. With the great growth that we've had, and where we were in the summer book as far as (the

number of) affiliates and where we are now, is a great stride. However, we can indicate stations like KFNN-AM in Phoenix, achieved the highest time spent listening - close to 18 hours a week - and there are some 26 other signals in that marketplace. There are two other news/talk formats. And the next closest station to us had only 10 hours time spent listening. That is going to eventually convert into quarter hours and convert into cumes and convert into ratings. Let me say this about our format - it's not a big ratings format like is a music format. We are a niche format directed to the business and buying decision makers. That's what the beauty is. That's why the response has been sensa-

"We want to do more in-depth focuses of around-the-world global economy and see how that is going to impact the United States."

tional on the local level for revenues. For example, at our Portland station KBNP-AM - Fred Hudson has done a tremendous job. Our Cincinnati station, WCVG-AM, has increased its revenue by 300 percent ever since it has been a BRN format affiliate.

PULSE: Is it too early to tell how much of the national advertising dollar you will attract?

MELLINI: That is a very difficult thing to get a handle on when you're an up-and-coming national/international network. So the percentage in numbers is pretty low. Probably if you ask me this question around the middle of 1990, I could give you a better handle on it. With all the deregulation in our industry that is going on to make us a really vibrant, growing industry - networks, major

broadcasting groups and Radio groups in general - you'll see more and more of the revenue. I think it will be easier for advertising agencies to buy networks and broadcasting groups in the long run. I think we are going to see more of that in the '90s.

PULSE: How has your acceptance been at the national level so far?

MELLINI: So far it has been an upward struggle, to be very honest. But it's been one that we are very proud of because we have on now as regular sponsors, to name a few, American Express, Avis and Fuji. We are negotiating with several others for their first quarter business.

PULSE: Has BRN's growth over the last 16 months surprised you?

MELLINI: I can answer it this way. I think it's been a pleasant surprise. We knew we had the product. We knew we had the people who produce the product. We knew we had the marketing to drive both of those home, and the sales staff to get the business. We are pleased with the achievement that we have made. We kind of like expected to be in the Super Bowl, and I think we would have been disappointed if we weren't, but we are proud to be there.

PULSE: Any predictions next year as far as the competition?

MELLINI: With competition it is very, very difficult to predict. As you know, the battle is won and lost in the top 100 markets. With the affiliates that we have in the top 100 markets and those that we are negotiating with to round out the total top 100 markets with the product we offer, it would be a difficult battle. Not saying we won't get competition, but it would be a difficult battle for someone to put a full-format network business on the air.

PULSE: So, I assume you are pleased?

MELLINI: Yes, we're smiling. But we're not egotistical. We're very laid back, as the Chairman of the Board Dick Faulkner says, 'We're just ordinary people trying to develop a national and international network that is of its time for the 21st Century.'

PULSE Quick READ

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

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

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

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

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

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

MGX — "Portland's Only Classic

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

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

- Stations gain advertising because of their geographic appeal.

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

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

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

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

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

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The Bottom Line

by Michael A. Kupinski

Pulse Index of Stocks: How They Performed

The general market recovered from the 190 point drop in October, ending the month with a gain of 2.6 percent, closing at 2635.66 on November 16. The Pulse Index, in a volatile trading pattern, underperformed the general market with a 1.8 percent gain to close at 135.17. The large market capitalization of both Capital Cities/ABC and CBS was a large factor in the increase in the Pulse Index in November, with losing issues posting on average a hefty 22.5 percent decline. As such, the losers far outnumbered the gainers as profit taking, concerns over high debt levels and uncertain economic outlook spelled trouble for smaller market capitalized stocks.

Data suggests that consumer confi-

dence although high, could spell problems for the economy in the first half of next year. With heightened concerns over the health of the economy, investors moved out of economic-sensitive and highly-leveraged companies.

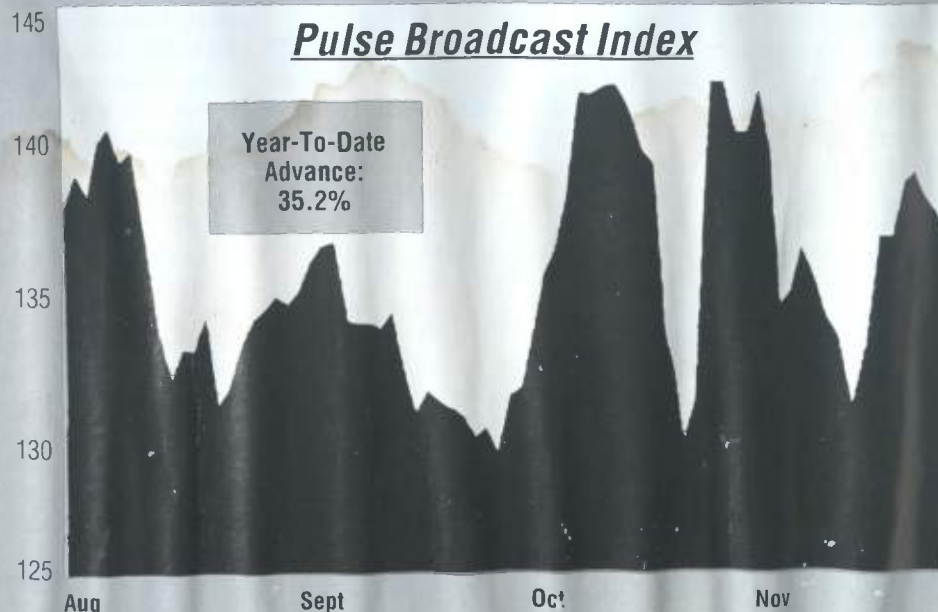
Clear Channel Communications showed the best performance of the group, with an advance of 4.3 percent to close at 12 1/4, outperforming the general market. On November 3, the company reported third quarter revenues advanced 24 percent and operating cash flow decreased a modest 1 percent. The decline reflected, in large part, the moving of the Port Arthur tower to serve both Houston and Port Arthur. The company reported a loss of \$0.04 versus a gain of \$0.18 a year earlier. The latest results were ad-

versely affected by higher interest rates and acquisition costs of WAWS in Jacksonville, FL and planned purchase of KOKI-TV in Tulsa, OK.

The Capital Cities/ABC shares also outperformed the general market with a 3.4 percent advance for the month, closing at 541. The CCB shares are up a strong 48.9 percent for the year, outperforming the general market's year-to-date advance of 22.9 percent as well. Peter Appert, a media analyst for C.J. Lawrence, considered the shares a buy near current levels based on the company's strong near-term earnings momentum. In addition, Appert considered the CCB shares as one of the best investments in the media group based on the prospects for network deregulation, which should fuel long-term earnings growth for the company.

CBS managed to show a slight gain for the month, up 1.1 percent to close at 201 1/8, but underperformed the general market advance. Media analysts still have mixed feelings about the long-term earnings outlook for the company, citing continued

Index: CCB, CBS, CCU, HTG, JCOR, OBCCC, OSBN, PR, SAGB, and WONE



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Programming

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

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

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

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

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

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

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

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

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

quite-pleasant overall sound.

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

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

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

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

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

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

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

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

PULSE Quick READ™

poor network ratings. However, due to the strong upfront and scattered advertising markets, analysts believe that the company could report a strong fourth quarter. Full year earnings estimates for the company range from \$11.00 to \$11.25 per share.

The Osborn Communications shares broke a stream of monthly advances, with a sizable 10.7 percent decline, closing at 12 1/2. In spite of the decline, the OSBN shares are up 2.4 percent for the year, the strongest performance of any broadcast stock and well above the general market's advance for the year.

In a letter to shareholders, Frank Osborn, president of the firm, stated that "if the properties that we currently own perform according to our expectations, I am hopeful that these results will translate into further unusual stock growth."

The Jacor Communications shares, in a narrow trading range, showed a 11.8 percent decline for the month, closing at 55/8. The JCOR shares are down 16.7 percent for the year. On November 13, the company announced plans to acquire three Radio stations in Texas from Rusk Corp. for \$70.6 million in cash. In unrelated news, the company announced that it terminated negotiations with Media Properties for the sale of two Radio stations for \$28 million.

Jacor reported a third quarter loss of \$0.29 versus a year earlier loss of \$0.05 per share. The company stated that the greater loss reflected increased depreciation and amortization, general expenses and interest expense.

On November 1, Price Communications completed the sale of its four television properties to a group of investors that included Osborn Communications for \$120 million. On November 10, the PR shares received a slight boost when the company's board approved an authorization to repurchase up to 2 million PR shares in the open market or private transactions.

The PR shares bounced from its yearly low of 45/8 to close at 5, but

- Concerns over the health of the economy could spell problems in the first half of next year, despite the fact that consumer confidence remains high.

- Clear Channel Communications and Capital Cities/ABC outperformed the general market.

- In spite of a sizable decline, The Osborn Communications shares are up 72.4 percent for the year - the strongest performance of any broadcast stock.

- In November the losers far outnumbered the gainers - high debt levels and uncertain economic outlook part of the reason.

were still down a sizable 13 percent for the month. Based on the month end closing price, the PR shares traded at a sizable 47.5 percent discount to Paul Kagan's estimated asset value of \$9.54 per share. Kagan is a senior analyst for Paul Kagan Associates, Inc.

The Sage Broadcasting shares continued to drift, closing at 23/4, down 15.4 percent for the month. On November 14, the company was cleared by the Federal Trade Commission (FTC) to acquire assets or common stock of Memory-Tech Inc. The FTC reviews proposed mergers and acquisitions involving 15 percent of a company's shares outstanding and/or stock or assets valued at \$15 million or more.


On November 13, Westwood One announced plans to sell its 50 percent interest in WNEW-AM Radio station in New York to Command Communications for \$15.3 million and to purchase KJQY-FM in San Diego from Group W. Command Communications held an option to acquire KJQY-FM from Group W, which will be transferred to Westwood One. The WONE shares dropped 19.4 percent for the month to close at 93/8, which represents only a 4.2 percent advance for the year-to-date.

On November 1, the company an-

nounced plans to purchase Pop Radio in a stock transaction. Under the proposal, each share of Pop Radio stock not owned by Heritage will be converted into a newly-created preferred stock of Heritage Media. The preferred shares will pay a dividend of \$1.76 per year, with a liquidation value of \$22 per share. The preferred shares would be convertible into four shares of class A shares of Heritage. Seeking to block the merger, two complaints have been filed in New York state court against Pop Radio and Heritage Media, citing a breach of fiduciary responsibility to minority shareholders.

The Heritage Media shares continued a downward slide, closing at 27/8, down 20.7 percent for the month. Heritage management indicated that the weak stock price reflects, in large part, the oversupply of HTG shares in the wake of the back end offer for Actmedia. In addition, management stated that the weakness may also be due to concerns over the perceived highly-leveraged nature of the company. Management indicated that the company's debt service is not burdensome, and that it will be able to meet debt obligations.

Having trouble meeting its debt obligations, however, Olympia Broadcasting missed its semi-annual interest payment of \$1.64 million. The company is negotiating with its lenders which allows the completion of the company's planned station sales.

The Olympia Broadcast shares showed the steepest decline for the month. The OBCCC shares recovered only slightly after hitting a new 52 week low of 5/8 to close at 3/4, down a whopping 66.7 percent for the month. The OBCCC shares are down 75 percent for the year. 



Michael A. Kupinski is a senior securities analyst at A. G. Edwards, Inc. covering the broadcasting, cable, television and newspaper publishing industries. He is a member of the Chicago Media & Entertainment Analysts Society.

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 7/31/89)

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

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

FM ALLOCATIONS: GRANTED AMENDMENTS

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

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

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

continued on page 28

People In radio

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

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

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



Adele Eglin

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

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



Sandy Dye-Mack

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

land, OR.

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

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

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

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

Achievement In Radio Awards

Winners in the third annual Achievement in Radio Awards program in Washington, D.C. in order of presentation:

- Best On-Air Audience Promotion** - WAVA Secret Song Promotion
- Best Commercial Spot, by an Agency** Adworks - "Reagan Holidays"
- Best New Talent in the Market** - WTOP Frank Barnako
- Best Locally Produced (Continuing Public Affairs Program)** - WDCU - Crosstalk (The Black Church in the Black Community)
- Best Public Service Campaign** - WMAL - Drug Abuse Campaign
- Best Station Sponsored Community Event** - WDCU - no tape
- Best Commercial Spot, by a Radio Station** - WGAY - Betty Azalea's Ranch "Round-Up Days"
- Best Non-Drive Time Show** - WAVA - Sandy Weaver
- Best Interview** - WAMU - An interview with David Hackworth
- Best Sports Coverage of Local, Non-Professional Team or Sports Event** - WMAL - Johnny Holliday's Olympic Journal
- Best News Series** - WKYS - A Few Days in May
- Best Promo by a Station with an Oldies/Classical Format** - WGMS - Beethoven's Classic Crossword Contest
- Best Individual Performance in a Radio Spot** - WXTR - Mitsubishi Phones
- Best Original Jingle** - Adworks - "Reagan Holidays"
- Best "Special" One-Time News or Public Affairs Program** - WRC - Bev Smith and "Police Brutality"
- Best Spot News Coverage** - WTOP - Bethesda Shooting
- Best Station Produced Promo by a Station with a News/Talk Format** - WMAL - Trumbull & Core Promo
- Best On-Air Talent** - WMAL - Charlie Warren for various shows
- Best Radio Advertising Campaign** - Masonry Institute - Shiny and Tinny
- Best Drive Time Show** - WCXR - Harris in the Morning
- Lifetime Achievement Award** - No tape - slide presentation time
- Best Newscaster** - WXTR - Dennis Crowley; Afternoon Drive
- Best Public Service Announcement** - Henry J. Kaufman - Country Savings
- Best Promo by a Station with a Contemporary Format** - WAVA - Yes/No Radio Spot #1

DC Databank

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

FORMAT CHANGES

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

Format changes are compiled from information gathered by The M Street Journal in Washington, D.C. If your station needs to be listed, or if you have any questions about items listed here, please call 703/684-3622, or write Robert Unmacht, Editor, P.O. Box 3568, Alexandria, VA 22302.

			Formerly	Becomes
AL	Prattville	WRNB-1410	# silent	urban
CA	Greenacres	KRAB-106.3	new	Unis. Niche 29 CHR
FL	Rockledge	WHKR-102.7	new	country
	Key West	WKWF-1600	# adult standards	CHR // FM
GA	Fort Valley	WXKO-1150	# urban, gospel	adds SMN - R&B-oldies
	Smyrna (Atlanta)	WSTR-94.1	WOXI-FM, hot AC	remains hot AC
IL	Pittsfield	WBBA-97.5	# CHR	country
KY	Owensboro	WOMI-1490	# country	adds Unis. country
LA	Columbia	KCTO-1540	country	Southern gospel
	Columbia (Monroe)	KCTO-FM-103.1		Southern gospel Unis. oldies
	Covington	WARB-730	news-talk	adds Headline - news
	New Iberia	KANE-1240	adult contemporary	adds Unis. AC
MS	New Albany (Tupelo)	WWZD-106.7	WTMX, CHR	country "Wizard 106"
MO	Eldon	KLOZ-92.7	country	oldies
	Lebanon	KJEL-750	country	adult contemporary // FM
	Lebanon	KIRK-103.7	country	adult contemporary
NV	Reno	KRNO-1230	KCBN, oldies	soft AC // FM
NM	Las Vegas (Santa Fe)	KBAC-98.1	new	SMN Wave - new age
NY	Rome	WRNY-1350	oldies	talk
	Rome	WUUU-102.5	Unis. soft AC	oldies "U-102"
NC	Charlotte	WBT-107.9	WBCY, CHR	adult contemporary
	Wake Forest	WFTK-1030	new	gospel
OH	Gibsonburg	WRED-95.7	Unis. 41 AC	Unis. oldies "Red Hot"
OK	Ardmore	KVSO-1240	Unis. oldies	religion
PA	Chester	WCZN-1590	country	adds Unis. country
SC	Rock Hill	WXLF-1150	WTYC, country	religion
TX	Canyon (Amarillo)	KPUR-FM-107.1		KHMK, Unis. 29 CHR - Unis. oldies
	Denton	KDNT-1440	SMN country	news, ABC - talk
	Rollingwood	KOKE-1370	# easy listening	ABC - talk
VA	Richlands	WRIC-100.7	new	CHR
	Richmond	WXGI-950	WJDK, AC, news	country
ON	St. Thomas	CHLO-1570	adult standards	oldies

WMLO-104.9 in Tallahassee, FL, remains easy listening (it has never been AC).

NEW STATIONS: APPLICATIONS

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

AL	101.3+	Dothan	James Wilson III
AZ	89.5* &+	Phoenix	Radio Alliance Phoenix
CA	1100&	Bakersfield	Jerry J. Collins
CA	1120+	Nipomo	Jerry J. Collins
CA	1120+	Oceano	Catherine Kim Gallicut
CA	1120+	San Martin	Jeffrey N. Eustis
FL	101.3+	Port St. Lucie	Banks Investment Co.
FL	101.3+	Port St. Lucie	Blue Rainbow Boat System, Inc.
FL	101.3+	Port St. Lucie	Cityron Corp.
FL	101.3+	Port St. Lucie	Dean Communications, Inc.
FL	101.3+	Port St. Lucie	Evelt Communications, Inc.
FL	101.3+	Port St. Lucie	Santit Communications, Inc.
FL	101.3+	Port St. Lucie	Morton Bestig Co., Inc.
FL	101.3+	Port St. Lucie	Port St. Lucie Boat Corp.
FL	101.3+	Port St. Lucie	"Port St. Lucie Boat, LP"
FL	101.3+	Port St. Lucie	Richard M. Camus
FL	101.3+	Port St. Lucie	St. Lucie Progressive Media
FL	101.3+	Port St. Lucie	St. Lucie Radio Corp.
FL	101.3+	Port St. Lucie	Sue K. Schmidt
FL	101.3+	Port St. Lucie	Surfside Broadcasting, GP
FL	101.3+	Port St. Lucie	Treasure Coast Boat Part.
IN	95.1+	Nashville	Jacqueline D. Wilson
IN	95.1+	Nashville	Julie J. Carcy
KY	99.9+	Campbellsville	Patricia Rodgers
KY	99.9+	Campbellsville	Fruit, Inc.
LY	99.9+	Campbellsville	The Bible Share Group
KY	103.7+	Horse Cave	James B. Myers, II
NH	91.7+	Manchester	Notre Dame College
LY	101.3+	Essex	Paul S. Goldman
NY	101.3+	Essex	P.J. Winter, Inc.
NY	101.3+	Essex	SMK Enterprises, Inc.
CA	106.3+	Lindon	CVC Capital Corp.

Continued on page 2

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

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

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

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

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

BROADCAST ADS

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

COMPANY/EXPENDITURES

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

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

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

continued on page 30

DC Databank

FORMAT CHANGES continued from page 27

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

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

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

Returned/Dismissed Applications

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

NEW STATIONS: GRANTS

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

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

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

continued on page 30

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



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

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

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

An international springboard.

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

Busy people keep learning.

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

BRN is a new advertising medium.

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

The bottom line is...
the bottom line.

The network's concept is performing in the marketplace

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

It might be now or never.


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


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WHK-AM
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KDEN-AM
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KRMH-AM
Phoenix
KFNN-AM
Sacramento
KXOA-AM
Hartford/New Haven
WFNS-AM
Orlando
WBZS-AM
Portland
KBNP-AM
Kansas City
KBEA-AM
New Orleans
WTIX-AM
Greenville
WPCI-AM
Buffalo
WWKB-AM
Hartford/Waterbury
WFNW-AM
Albany
WPTR-AM
Albuquerque
KMBA-AM
Honolulu
KGU-AM
Jacksonville
WELX-AM
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(Ft. Walton Beach)
WBZR-AM
Knoxville
WUTK-AM
Huntsville
WVNN-AM
Colorado Springs
KKRE-AM
Augusta
WNTA-AM
Greenville
WBRE-FM
Topeka
KEWT-AM
Mexico City
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Seattle
KEZZ-AM
Springfield
WSPR-AM
Traverse City
WMKT-AM
Richmond
WXGI-AM
Wilkes Barre
WWAX-AM
Utica
WYUT-AM
Albuquerque/Grants
KMIN-AM


Washington This Week


 In a long running license renewal fight the commission has granted the renewal of Metroplex Communications, Inc. to operate WHYI-FM in Ft. Lauderdale, FL. In doing so the commission denied the competing application of Southeast Florida Broadcasting, LP for a new station. The challenge to WHYI's license was originally filed in 1987.

 The FCC has denied an appeal by McCall Broadcasting, Inc. to reverse a previous order dismissing McCall's application for a new FM at Columbus, OH.

 FCC broadcast station totals for October, just released show: 4,966 on AM, 5,665 on FM and 1,797 FM translators and boosters. On the TV side they count: 671 on VHF, 765 on UHF, 602 LPTV and 4,893 translators. These totals reflect licensed on-air stations only and do not include construction permits.

Canada

 The Canadian Department of Communications has deleted CHPR- AM on 1110 KHz, licensed to Hawkesbury, Ontario.

 The CKO News Network has gone silent and is expected to return its station's licenses to the CRTC. Since the network was founded in 1976 it has lost over \$40 million and had been through several reorganizations and service cutbacks. In addition to financial problems, the CRTC was constantly pressing CKO to build remaining licensed but unbuilt facilities it had promised in its original application. The stations going dark include: Halifax, Pointe Claire (Montreal), Ottawa, Toronto, Winnipeg, Edmonton, Calgary and Vancouver. All the stations, with the exception of Montreal, were on the FM band - a fact that CKO had often mentioned to the CRTC as a limiting factor in its ability to attract listeners and advertisers to the all news service.

PULSE RADIO FAX 
(407) 626-2639

DC Databank

NEW STATIONS: APPLICATIONS

Continued from page 24

PA	101.5	Covington	Kennedy Bcstg. Inc.
TN	106.7+	Mount Juliet	David J. & Carrese C. Bott
TN	106.7+	Mount Juliet	Lori N. Walker
TN	106.7+	Mount Juliet	Lynn Broadcasting
TN	106.7+	Mount Juliet	Michael Grant
TN	106.7+	Mount Juliet	"Mount Juliet Bcstg. Inc.
TN	106.7+	Mount Juliet	New Era Comm. Group, Inc.
TN	106.7+	Mount Juliet	Rita Bcstg. Co., Inc.
TN	106.7+	Mount Juliet	American Indian Bcst Group
VT	99.7	Royalton	Lisbon Communications, Inc.
VA	96.9+	Bowling Green	Rappahannock Communications Group
VA	100.1+	White Stone	White Stone Bcstg Co.
VA	100.1+	White Stone	Windmill Communications, GP

Returned/Dismissed Applications

CA	99.3+	Fresno (denied)	Carla Corp.
CA	99.3+	Fresno (denied)	John Edwards Ostlund
CA	99.3+	Fresno (denied)	John M. Hooker
CA	99.3+	Fresno (denied)	Laura H. Norman
CA	99.3+	Fresno (denied)	New Life Enterprises
CA	99.3+	Fresno (denied)	Robert Mason
CA	99.3+	Fresno (denied)	Valley Radio, Ltd.
CA	93.9+	Modesto (D)	George S. Finn, Jr.
CO	106.1	Basalt (R)	Caren Lacy
DE	105.9+	Lewes (D)	Lewes Communications, Inc.
DE	105.9+	Lewes (D)	Palva Ltd.
DE	105.9+	Lewes (D)	Richard Gamberg
DE	105.9+	Lewes (D)	Vincent T. Pidikas
FL	105.9+	Englewood (denied)	Cawley Bcstg. Corp., Inc.
FL	105.9+	Englewood (denied)	Englewood Bcstg. Associates
FL	105.9+	Englewood (denied)	Englewood Radio, Inc.
FL	105.9+	Englewood (denied)	Harbor Sounds, Inc.
FL	105.9+	Englewood (denied)	New South Communications, Inc.
FL	105.9+	Englewood (denied)	Sarasota-Charlotte Bcstg.
FL	100.7+	Fort Lauderdale (D)	Southeast FL Bcstg. LP
FL	98.7+	Pensacola (D)	Griat Scott Broadcasting
GA	107.5+	Roswell (D)	George S. Finn
IN	95.7+	Nappanee (D)	Andrew Lawrence Barnes
MN	105.7+	Eden Prairie (D)	Eden Prairie Bcstg Co.
MN	105.7+	Eden Prairie (D)	Eden Prairie Bcstg, Inc.
MN	105.7+	Eden Prairie (D)	Skyward Bcstg. LP
MN	105.7+	Eden Prairie (D)	Steven J. Peters
MN	105.7+	Eden Prairie (D)	Tyler Bcstg. of Eden Prairie
MO	92.5+	Pleasant Hope (D)	Trifecta Communications, GP
NE	105.3+	Lincoln (D)	Star Broadcasting
NJ	107.3+	Atlantic City (D)	American Indian Bcstg Group
NJ	107.3+	Atlantic City (D)	Atlantic Shore Bcstg.
NY	89.5+	Suffern (R)	Rockland Community College
SC	105.3+	Walterboro (R)	Radio Summerville, Inc.
TN	107.9+	East Ridge (D)	Jennie L. & John H. Totten
TN	107.9+	East Ridge (D)	Michael J. Bennis
TN	107.9+	East Ridge (D)	Roy Davis
TN	107.5+	Germantown (D)	West TN Bcstg. LP
TN	97.1+	Goodlettsville (D)	Goodlettsville Associates
TX	99.9	Hallettsville (R)	Tom E. Donnelly
TX	105.5+	Wichita Falls (D)	Camp Bcstg Co.
TX	105.5+	Wichita Falls (D)	Wrangler FM LP
VA	105.9+	Lynchburg (D)	Roanoke Valley Cellular
WI	95.1+	Bloomer (D)	Northern Herald Entertainment
WI	95.1+	Bloomer (D)	Patricia A. Kusner
WI	106.9+	Brookfield (D)	Donald E. Hilgendorf

NEW STATIONS: GRANTS

CA	99.3	Fresno	Fresno FM, LP
DE	105.9	Lewes	Susan Marie Beth Romaine
FL	105.9	Englewood	Sandpiper Bcstg. Inc.
TX	101.9	San Angelo	American Indian Bcst Group
TX	92.3	Victoria	Martha Vasquez
TX	105.5	Wichita Falls	Sawmill Bcstg.
WI	95.1	Bloomer	Starcom, Inc.
WI	106.9	Brookfield	Tran Broadcasting

(reverses earlier FCC announc. error)

Washington This Week



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



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



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

Elsewhere...

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



DC Databank

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

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

BROADCAST ADS

continued from page 28

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

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

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

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Programming

By Bob Andelman

Religious Radio Takes A Fresh Approach

Changes in style, format, programming, promotion, accountability and profits have begun creeping into the hallowed halls of religious Radio. Broadcasters from coast to coast are taking a hard look at their operations in light of recent evangelistic scandals and are starting new courses for the next decade.

In advance of the National Religious Broadcasters National Convention in late January, *The Pulse* discussed the state of religion on the airwaves with three executives in different phases of the industry: one is general manager of a for-profit metropolitan station, the second is a broadcast educator, the last heads a family-run, for-profit broadcast group.

Despite the difference in their experiences, they all come to the same conclusion: religious Radio is headed for change.

WWDJ — the call letters alone should tell listeners this is not your typical Christian Radio station relying on a satellite feed.

WWDJ?

It's true. And the common understanding of the letters "D-J" is appropriate. This Hackensack, NJ broadcaster has more on its mind in serving the New York-New Jersey metro-market than playing canned program tapes to a narrow audience.

Take the morning drive show.

That's right, a Christian station with a morning drive content, orary music show playing Amy Grant, Sandi

Patti, Michael W. Smith and Deniece Williams. And this one is hosted by Frank Reed, former WNBC-AM air personality who doubles as program director and News Director Sharon Davis.

A Typical Day on WWDJ Hackensack, NJ

- 6-9 a.m. Music with Frank Reed; News with Sharon Davis
- 9-2 p.m. "Focus on the Family" with James Dobson
"Let's Talk About Jesus" pastoral counseling
- 2-3 p.m. "City Hope" ministry in the city spotlights people helping others
- 3-7 p.m. Music with Keith Stevens
- 7-8 p.m. "People to People" live counseling program
- 8-11 p.m. Every night a rotating live talk show on a variety of dynamic topics: "Athletes in Action" offers Christian athletes from New York professional sports team discussing their faith and its relationship to sports; "777th Precinct" brings New Jersey police officers to the microphone to discuss their faith and vocation.
- 11-12 a.m. "Focus on the Family"
- 12-3 a.m. "The Word Alive" features a local pastor taking calls, praying with listeners.
- 3-6 a.m. Locally-produced Bible classes

"It's not like the Morning Zoo," said General Manager Joe Battaglia. But it's not "Our Daily Devotional," either.

WWDJ is an affiliate of the ABC Discovery Network, UPI Metro News and Shadow Traffic. The station averages 10 minutes of commercials per hour.

Another surprise in the lineup is one-time WHTZ Z-100 jock Keith Stevens doing an afternoon rush-hour music show.

"We've gone after people who have done New York Radio, not a college kid off the street," said Battaglia. "I need to format a station that's a station, not a church, and create programming that's relevant to the market I'm in. That's why I've taken a lot of pains to develop local programming and not rely on syndication. We speak in the mindset and idiom of the people we're trying to reach. Music is a good vehicle for that."

Battaglia — who is also the chairman of the National Christian Radio Seminar — has taken a proactive approach in bending his station to listener interests instead of waiting for them to bend to him. WWDJ promotes off-Broadway concerts and sends listeners to pro basketball games. Battaglia is competing in one of the world's toughest broadcast markets and recognizes the only way to stay in the game is to create a more level playing field.

"People unfamiliar with Christian Radio have for too long had misperceptions as to who's listening and what we have to offer. They think we're not part of the mainstream," said Battaglia, who is attempting to disprove the doubters. "I'm interested in elevating the image of Christian Radio to advertisers, agencies and the general consumer public. Our average listener is a 35-year-

old female, college educated. Many of them are working. We have a huge singles following."

Advertisers tend to be local or re-

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Programming

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gional; national buyers occasionally come through a national feed or news service.

WWDJ is a station that anyone can tune in and find something they can relate to, whether they are predisposed to religious Radio or not.

"I'm trying to put together a format so when they listen they don't have to commit cultural or intellectual suicide in order to believe in God," said Battaglia.

"Other stations educate, entertain and inform," he said. "We do all that, but we add another element, that the power intrinsic in the Gospel can reach out and touch a person in their life. The Gospel offers hope and affirmation. In New York, you need a lot of affirmation because you don't get a lot of it anywhere else."

Battaglia is sensitive to the secular perception of religious broadcasting as a financial racket padding the pockets of a few at the expense of their believers.

"We need to dispel the negative image of Christian anything," he said. "The true Gospel is when we extend a hand — not a hand in your pocket."

Dr. David Clark is dean of the College of Communications at Regent University, which was until recently known as CBN University. A former vice president marketing at CBN, he started the network's Radio network three years ago and now oversees 190 M.A. candidates in broadcasting and communications.

There are a number of major trends emerging in religious Radio, according to Clark, including the emergence of strong local competition of long-dominant networks; the growth of for-profit religious stations; and the number of stations that begin as religion broadcasters but — with gains in towers and power — can't resist the financial draw of switching to secular formats.

"These guys who raise money, get the churches to support them and 10 years later vote to sell the station for \$10-million — that, long-term, could be dangerous," said Clark. "I don't know of any case of a non-profit that

- Religion broadcasters are taking a hard look at their operations in light of the recent evangelistic scandals and are charting new courses for the next decade — bearing the brunt of rebuilding honest, trustworthy programming.

- There are a number of major trends emerging in religious Radio: the emergence of strong local competition of long-dominant networks; the growth of for-profit religious stations; the number of stations that begin as religion broadcasters, but can't resist the financial draw of switching to secular formats.

- A very important matter for religious Radio in the next decade is the on-air talent — people who really know how to attract an audience.

- Programming philosophy for religious Radio should be: Keep it simple, family-oriented and multi-denominational.



Frank Reed and Sharon Davis

any individual has gotten rich off. But for for-profits ... the loss of quality Christian stations could be a concern."

Clark said that while CBN is preparing to launch a 24-hour Radio service, it could have a difficult time cracking non-profit Christian stations.

"Many of these local stations are doing things to insure their support," he said. "A lot of them are limited to raising money like Public Broadcasting Stations. They are raising local support which makes it more difficult for nationals. In the long run, it'll probably be a good thing for those of us who want to do a network, because you can't have a network without strong, quality affiliates. As these stations become more viable, that's going to create an opening for network hook-ups."

For-profit religious Radio stations are a trend to watch, according to Clark.

"They don't see themselves as ministers; they see themselves as Christian businessmen," said Clark. "I think that will grow. The Salem group (Salem Communications Corp., Camarillo, CA.) — they're Christian businessmen. They're selling time to Christian broadcasting. That's an interesting trend. Not only are they making money, but the value of the stations is appreciating."

Like Battaglia in New Jersey, Clark sees most religious broadcasters moving towards implementing more tools commonly associated with the secular trade to broaden listenership.

"The people in major markets (now) know how to reach an audience, identify a demographic," he said. "I remember when a lot of these people couldn't read a ratings book. They've learned all the basics you have to know to run a commercial station. Instead of relying on donations, they're doing spot sales, getting (program distributors) to pay."

On the other hand, Clark worries that religious Radio still has a lot to learn when it comes to effective programming.

"In the next decade, we'll see a dramatic zipping in on the listener's interests. I think it's really a matter of

continued on page 30

Katz Radio Group signs with STRATA

June 1989

Results of a Three-Year Evaluation

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

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

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

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

Why Strata?

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

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

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

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

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

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

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

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

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

Reactions...

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

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

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Service	X	Service	
Support	X	Support	
Upgrades	X	Upgrades	
Flexibility	X	Flexibility	
Graphics	X	Graphics	
Integration	X	Integration	



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