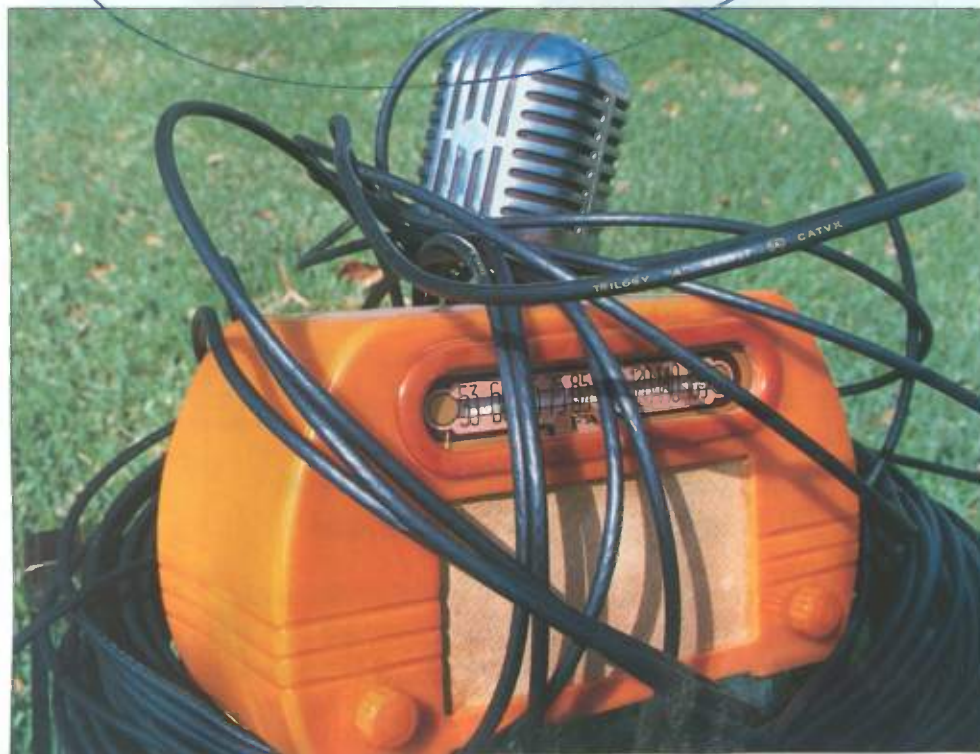


The **Pulse**™
 RADIO'S MANAGEMENT WEEKLY
of Radio

17 Groups Fight Total Indecency Ban

Networks and major industry associations are among 17 entities jointly opposing a proposed 24-hour ban on broadcast indecency. Lawyers for the opponents submitted a succinctly worded, extensively annotated document to the FCC, taking the Helms *continued on page 6*



Could Cable Sales Hurt Radio?

Ten years ago, the big three TV networks had 91 percent of the prime time viewing audience. Today, thanks to VCRs, independent stations and cable, the major networks attract only two-thirds of the viewers. Cable represents an obvious problem for local network TV affiliates. Now that cable systems are getting more spots on advertiser-supported channels, are they causing a head-on collision for radio salespeople?

continued on page 1

Vol V, Number 17

April 30, 1990

Pulse Interview:



Tom Gammon

The Man In The Hot Seat

See Page 18

Inside

Daniels...

ABCDeparts

See Page 3

Cutbacks...

At NAB/RAB

See Page 8

Penalties

From FCC

See Page 12

LAUNCH RESPONSE.TM

"Within four weeks, Beaver Hollow Lodge and Conference Center got 30 qualified leads and booked two meetings."

**James Meltzer, VP/GM
WWKB-AM, Buffalo**

"Planning Ahead, Inc., a tax service, got 117 calls in two hours for a tax checklist, and a total of 600 calls."

**Dan Patrick, Owner/GM
KSEV-AM, Houston**

"Spots aired by WHK 'generated terrific response' for the Cleveland Chamber of Commerce Business After Hours."

**Chuck Bortnick, VP/GM
WHK-AM, Cleveland**

There's a new breed of radio listener. They are successful at the business of living. They need knowledge about investments, career planning, business trends, new technology, and asset management. To satisfy this affluent niche, BRN produces business news and talk, all day, every day.

There's also a new focus among advertisers. They want results. They expect inquiries, leads, store traffic, and direct sales. To meet their challenges, BRN unleashes the power of direct response advertising. When our listeners hear an appealing offer, they write, call, or buy.

If you blend success and responsiveness with a radio listener, you discover a valuable market. You attract premium advertisers who pay for success. Your station becomes the hub of the business community.

BRN is RESPONSE. Call if you're ready to LAUNCH a proven format.

Knowledge
You Can Live With[®]

BRN

Business Radio Network

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

Pulse THIS WEEK

Volume V Number 17 April 30, 1990

Features

Cover Story 14

Could Cable Sales Hurt Radio?

By Jim Schuyler

Cables claims to offer merchants the chance to be on television at rates comparable to Radio's. In many cases, the rates are much lower, and cable claims to target specific audiences just like Radio. Does it hit the mark?

The Pulse Interview 18



Tom Gammon, President
Crown Broadcasting, Inc.

"...I think that because it has become controversial, both within the industry and within Americom, that it would be foolish for me to try to fight the people in the company."

Management 24

Spring Time-Show Time

By Chris Gable

Departments

Editorial 5

News 6

Radio Ink 7

From The Radio Grapevine...

Radio Calendar 13

Meetings Not To Miss

D.C. Databank 25

Who's Buying, Who's Selling, Who's Moving

Profile 30

People Of Interest

Michael "Dusty" Black

Pulse NEXT WEEK

- How To Keep Sales Superstars
- Interview: Bud Walters, President
The Cromwell Group

News At Deadline

Aaron Daniels Exits Cap Cities/ABC

Aaron Daniels, president of the ABC Radio Networks, will leave his post at the end of June to pursue personal interests and projects. Daniels, who will be 55 on May 11, has been with the company for 26 years.

Daniels told *The Pulse* his plans include travel, investments, becoming computer literate, getting involved in charities, and doing some consulting for the company. He had kind words for Capital Cities/ABC Board Chairman Tom Murphy, corporate President Dan Burke, and Radio President Jim Arcara.

"I could never work for another broadcast company other than Cap Cities/ABC," he said. "Working for Burke, Murphy and Arcara has been awesome. If it wasn't for them and the stock, I wouldn't be able to take early retirement."

Daniels joined Capital Cities as a salesman in 1964 at WPAT-AM/FM in Patterson, NJ. Five years later he became director of group sales for the company's Fairchild Publications. In 1971 he returned to WPAT as GSM, and moved to WPRO-AM/FM in Providence, RI as VP/GM in 1979. He was named to his current position in June 1986 following the merger of ABC and Capital Cities.

Salem Combo Consults With GM

When Salem Communications was looking for a new GM at Pittsburgh's WKPA/WEZE, they turned to their consultant — and hired him. Linn Harrison was formerly a consultant with Bonneville. He told *The Pulse* his parting with the company was amicable and he expects to be working closely with Bonneville in his new position.

Harrison's resume also includes a stint as president and GM of KJON/KSJO in Portland, OR. When asked about his strategic plans for the easy listening FM in the city of steel, Harrison said, "I really like the hills here in Pittsburgh."

In-Fighting Is Talk Of Miami

Veteran San Francisco and New York air personality Alex Bennett's stormy relationship with Miami's WIOD-AM is over. Bennett, hired four months ago for afternoons on the Cox-owned news/talk station, had frequently expressed his dislike for Miami, his desire to return to San Francisco, and his interpersonal problems with other WIOD hosts.

But things came to a boil during midday host Neil Rogers' medical leave (he has since returned). Fill-in hosts Rick and Suds, former morning team at crosstown WAXY-FM, aired several anti-Bennett calls from listeners and made their own comments about Bennett's apparent inability to relate to the Miami audience. Bennett came into the studio and angrily accused the pair of hoping to steal his job. He later threatened to quit if the pair ever appeared on WIOD again. When Rogers' absence was extended, and the duo filled in for another week, Bennett recanted his threat.

After perennial ratings champ Rogers returned, GM Mike Disney announced Bennett was out and would be replaced, on a trial basis, by Rick and Suds. While Rogers and longtime morning host Mike Reineri have remained stable, the station has made several personnel changes in other dayparts since last fall. Observers believe this played a key role in WIOD's tumble from third to tenth place overall in the winter Arbitron.

more news on page 6

Stand up and be counted...



Wave the flag...

Pass the apple pie...

RADIO CENSUS™

- ★ Generate new advertising dollars
- ★ Improve cume and average quarter hour
- ★ Build a database of "active" listeners
- ★ Self-liquidate your direct mail marketing

Jump on the bandwagon. Please call Denny Adkins, Rick Lemmo or Sandi Jennings to lock-up RADIO CENSUS™ exclusively for your market. Dial 1-800-767-1267 (before midnight tonight so you don't forget). It's the patriotic thing to do.

**CALL
NOW**

Radio
Et cetera

**1-800
767-1267**

The #1 Leader in Creative Marketing & Promotions™

2290 Appleton Court, Simi Valley, CA 93065

© 1990 Radio Et cetera. All Rights Reserved.

Publisher/Chairman of the Board
B. Eric Rhoads

Executive Editor/Los Angeles
Dwight Case

Managing Editor
Elaine Schmidt

Business Editor
Jim Schuyler

Washington D.C. Bureau
Robert Unmacht, Geov Parrish, Paul Courson

Financial Editor
Barbara Smith

Contributing Editor
Michael Hedges

Contributing Writers
Narcisse S. Cadgene, Bob Andelman,
Andrew Giangola, Daniel Flamborg,
Linda Egerter, Michael Kupinski

Art Director
Denise Martzo

Assistant Art Director
Dana DeGeorge

Contributing Illustrators
Rick Martin, Susan Melrath

Senior VP/Sales and Marketing
Dick Downes

Sales Executive
Betsy Laird

Radio Marketing
Steve Butler

Marketing Assistant
Alohalani DeMoss

Executive Assistants
William Huelsman, Janis Cardelle

Executive Assistant/Los Angeles
Nikki Safavi

Circulation Director
William Figueroa

Chief Financial Officer
David Resnick

Finance
Debra Bottcher, Faith Lieberman

Washington, D.C. Counsel
Michael H. Bader

Production
Richard Freeman

Local Counsel
Arnold S. Weisler

Computer Systems Wizard
Dennis Rhoads

Copyright © 1990 by Streamline Publishing, Inc. and The Pulse of Radio. (ISSN 1044-1603) The Pulse of Radio is published each week, fifty times each year by Streamline Publishing, Inc., 1216 D U.S. Highway One, N. Palm Beach, FL 33408. First class postage is paid at Ft. Lauderdale, FL and additional offices. No part of this publication may be reprinted or otherwise reproduced without written consent of the Editor.
Advertising Office: All camera ready advertising or advertising production work to be sent to The Pulse of Radio Production Offices, 1216 D U.S. Highway One, North Palm Beach, FL 33408.
Postmaster: send changes of address to The Pulse of Radio, 1216 D U.S. Highway One, North Palm Beach, FL 33408. Subscriptions: Subscription Rate: One Year \$203.00, 2 years \$406.00. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Subscription Department, The Pulse of Radio, 1216 D U.S. Highway One North Palm Beach, FL 33408.

For further information call (407) 626-3774.

Streamline Publishing Corporation

Editorial

What's The Impending Fate Of The Futures Committee?

As one who is passionately interested in seeing our industry thrive, I'm concerned about the future of the Radio Futures Campaign.

Recently, at the RAB/NAB Futures Committee meeting, the direction of the committee was squashed. There are at least two versions of what occurred. One says the NAB created the impression that it has no intention of contributing additional funding toward the project in its present form. New Co-Chairman Michael Osterhout says this is not the case. Others give the impression that the RAB wanted to use the budgeted dollars elsewhere. With this dramatic change in financial commitment, the committee will no longer continue on its present course with a massive advertising campaign.

With tough economic times abounding, the feeling is that the broadcast groups who initially donated cash to the cause would no longer be willing to place cash into the project. Though the RAB and NAB each contributed massive sums of money, the broadcasters volunteered the most. Without financial support of NAB/RAB and the groups, the Radio Futures Committee, as we know it, will change. Does this mean the efforts to increase awareness of our industry will die?

The Radio Future Committee's goals were admirable. The purpose was to raise the level of appreciation and recognition of the Radio industry among the general public, the advertisers, public officials and to gain better understanding within the Radio industry itself. This was to be accomplished by airing Radio spots industry-wide and by running print advertisements in advertising industry trade publications and the *Wall Street Journal*.

The campaign generated controversy. Jeff Smulyan's idea of 30 seconds of silence was given a great deal of criticism when the industry promoted "Radio. What Would Life Be Without It." Many programmers failed to support the concept. Others, whose companies required it to be aired, mocked it while airing. Whether you liked the spots and concept or not, at least we acted as a cohesive industry! Though some criticism can be placed on the focus of the campaign, the idea is sound. We can't put the project on the shelf for another 10 years until the next "Radio. It's Red Hot" campaign comes along.

Though there were few measures for judging what Radio accomplished with

this campaign, it must have influenced Radio's position in the mind of the consumer and the advertiser. (One *AdAge* poll showed the campaign had the highest recall of any Radio spot.) How can anyone realistically expect to see measurable results this soon? One year is not enough. Changing Radio's market share is a gradual project.

There are no plans to disband the Radio Futures Committee; the plan is to redirect its efforts. The RAB and NAB will split the goals of the committee. I encourage committee members (and broadcasters) to remember the importance of practicing what we preach. A short one-year effort is not going to change the opinion of America; nor will a few million dollars. America's largest advertisers collectively invest billions in advertising just to maintain market shares. We don't advise our advertisers to run only one spot or to discontinue advertising after one year. We tell them the most important time to advertise is when times are tough. We must follow our own advice. Radio must continue to promote aggressively.

If the funding goes away, we must find creative solutions to achieve Radio's goals.

I applaud the Radio Futures Committee for their past efforts. However, I hope this project won't be allowed to die a slow, unaccomplished death. We've invested millions of dollars building a foundation for a campaign and should not allow the investment to be wasted.



B. Eric Rhoads

Editor's Comment: We welcome any comments or opposing points of view regarding articles or news items you may read in *The Pulse*.

Send to: Editor, The Pulse of Radio
1216-D U.S. Highway One
North Palm Beach, FL 33408

Groups Fight Total Indecency Ban

continued from cover

Amendment and its supporters to task over alleged inaccuracies and constitutional questions.

The opponents conclude that "the blanket ban that the Helms Amendment imposes on broadcast indecency cannot be justified under existing constitutional standards." Issuing reply comments were Action for Children's Television, the ACLU, Association of Independent Television Stations, Cap Cities/ABC, CBS, Infinity Broadcasting, Motion Picture Association of America, NAB, NBC, NPR, People For the American Way, Post-Newsweek Stations, PBS, RTNDA, Recording Industry Association of America, the Reporters Committee For Freedom of the Press, and Society of Professional Journalists.

Action for Children's Television, et al, contends that "a complete ban on 'indecent' material...would deprive adults of their right to receive, and broadcasters of their right to transmit, protected material, in violation of the First Amendment....Given the un-

certainly surrounding what the Commission will find indecent, the threat of having to defend against complaints or petitions to deny filed by private citizens (which in some cases may be filed as a pretext for furthering other agendas) chills broadcasters from presenting valuable, protected speech. Such a chilling effect is intolerable under the First Amendment."

Of its opponents, the group wrote, "The Morality in Media and American Family Association comments also suggest that adult access is not unconstitutionally restricted if some [allegedly indecent] material is available in some medium....[But] a great deal of broadcast material is wholly unavailable elsewhere, and the remainder is available only with the expenditure of time and effort. Moreover, that some 'indecent' material may be available in a different forum is constitutionally irrelevant..."

According to the filing, the ban's supporters seem to believe "that parental supervision is impractical, and that in



We've been flooded by calls from people lately, none of whom wanted to know what Ed Koch is doing these days. Since you didn't ask, the former New York mayor delivers a twice-daily commentary on WNEW-AM. Here Koch, posing as a cabbie, offers a ride to WNEW's Fitz and Al morning team. "Sorry," they respond, "we never accept rides from strangers." (L to R: Al Rosenberg, Hizzoner, and Bob Fitzsimmons.)

fact little actual supervision occurs. The former is inaccurate, and the latter would be irrelevant even if it were true." The idea "that parents may choose not to supervise their children in a manner that suits the American Family Association...does not justify governmental intrusion into the parenting relationship." Also, "if children are not substantially represented in the

audience of allegedly 'indecent' programs, then regulation of such programs serves no legitimate government interest."

The group charged the American Family Association had misinterpreted data when AFA quoted studies suggesting "indecent speech" harms children. AFA uses one study that actually discredited that notion, the filing stated.

PIA Enters Hall Of Fame

The Hall of Fame Bowl Association has signed an agreement with PIA Radio Sports, giving PIA exclusive national Radio rights to the next three annual bowl games. The Hall of Fame Game will extend the network's college football package, which covered 30 games last year.

This is the first college bowl game contract for PIA, the Chicago-based syndication company. PIA announced last month a four-year agreement with the National Basketball Association to set up an NBA Radio network, beginning this fall.

Tampa's WFLA-AM has been the official radio station

of the Hall of Fame Bowl. WFLA will retain broadcast rights to the game in the Tampa area, but PIA will take over production and distribution.

Jacor Ups Pair

Steve Goss has been promoted to operations manager/program director for Jacor's WPCH-FM in Atlanta. Goss has been with WPCH for more than a decade, most recently as assistant PD and midday personality. He replaces Vance Dillard, who has been promoted to host at sister station WLW-FM in Cincinnati.

New Company Buys Hartford FM

David Pearlman, president/CEO of First City Broadcasting, has formed a new firm to acquire WLVH-FM in Hartford from Sage Broadcasting. First City had originally intended to buy the station for a reported \$7.6 million. However, First City partner Norm Drubner decided the time was not right to pursue the acquisition.

Pearlman told *The Pulse* the purchase "represents one of the great opportunities...Hartford is a dynamic market." The new firm, Multi Market Communications, is "taking the original project that brought me to First City and carrying it forward," he said. He stressed

that he and Drubner still have "a terrific relationship" and that Pearlman will continue in his role at First City for the near future.

Multi Market, with Pearlman as president/CEO, is backed by two equity funds "with deep pockets." The new company will be headquartered in a new studio/office complex in the Hartford area.

Pearlman told *The Pulse* the \$6.4 million purchase of WLVH was the first of an anticipated series of acquisitions "in top-60 markets where our management philosophy can be used to maximize underperforming Radio stations."

RADIO INK™

From The Radio Grapevine

•Just how much does it cost to make a sales call? According to Sales Marketing and Management's annual Survey of Selling Costs, it costs Radio stations an average of \$224.87 per sales call made, whether the call is successful or not.

•Congratulations to **Bob Fuller's WBLM** ("The Blimp") in Portland, ME, celebrating a power increase and frequency change. The *Pulse* received a very innovative invitation to a client party to celebrate the change to 100,000 watts and dial move to 102.9. We'll be expecting the Blimp to pick us up at eight.

•Your **Radio Futures Committee** spot tagged by **James Earl Jones** may not be airable after May? The original contract expires May 31. The committee is renegotiating rights for another year of use...but it seems that the committee may not want to pay Jones's allegedly exorbitant price.

• Could **Jim Hilliard** soon own **WVBF-FM** in Boston? Is sunny Florida next on the list?

•Will there be a new rep firm on the horizon soon...or will we see an existing firm go into the speciality of classical music representation. Or possibly one firm acquiring another. Seems as though Classical contracts are of major pursuit of late, and we may see some activity in this arena soon. Stay tuned.

•What major West coast deal may fall apart if the seller won't carry paper? Official word due by next week as a prominent group may not be able to finalize a banking arrangement on a recent commitment.



John Peroyea

•Question: When **John Peroyea** walks down the street, do people say, "Now there's an outstanding young man?" John was just named "Outstanding Young Man of America," an honor bestowed by the National Organization of Outstanding Young Men. John is president of **Narragansett Radio** which operates seven stations in four states, including **WYNK FM/AM** in Baton Rouge, LA., where he is manager. Peroyea was recently named outstanding young President of the Louisiana Association of Broadcasters.

•Community service took on new

meaning in **Riverside-San Bernardino, CA.** this week when all the stations in the market created and simulcast a special earthquake awareness program. **KCKC/KBON** Manager **Sheila Brown** said the program is designed to inform the local residents that they should access local stations in the event of an earthquake. **KGGI/KMEN's Steve Virissimo**, President of the **Riverside-San Bernardino Radio Broadcasters Association**, said the show was aired in Spanish and English.

•Congratulations to **GM Henry Gramberg, Jr.** and **KQPT "The Point"** in Sacramento, CA, awarded the city's top award for recreational service and community involvement. The coveted local award was given in appreciation of the station's creation of a summer concert series last year.

Have a tip for Radio Ink? Call 407/626-3774 and ask for Radio Ink desk! We welcome your call!

HOW TO GET MORE FOR YOUR MONEY

When you choose a **TM Production Library**, you get more original production music at less cost per cut than from any other company. Sure, we charge as much as the next guy for our libraries. But the other guys give you less original music and more mixouts, edits, and alternate mixes of the original music. **TM** reverses that formula. With our libraries, you get far more original music expressly recorded for digital audio. Simple arithmetic shows you get a better deal with us.

NEW MUSIC...MORE OFTEN

TM Production Libraries are well-known because they've been successful for a long time. Even though they've been around for awhile, our libraries are constantly kept current. We are in our studios every week of the year recording new music for our libraries. **No other company produces more new music, more often.** The music in our updates is always fresh from the studio and based on suggestions from our clients. Do you want updates that are months...even years...old? Or do you want all new original music?

MORE CD LIBRARY CHOICES

TM offers you **more CD production libraries than anyone else.** With six CD libraries, we can come closer to matching your specific needs.

MORE MUSIC VS. MORE CD'S

Manufacturing CD's is expensive. Recording new music is even more expensive. Instead of putting more money into trying to fool you with the number of discs you get in your library, we put our money into creating more great original music for you. Mixouts are all well and good, but they make it seem like you are getting more music than you really are. Mixouts don't give you more music... just variations of the same music. This ultimately means you get fewer choices when it comes to producing your commercials and promos. It's your choice. **You can put your money into metal plating and plastic, or put your money into more dynamite production music.**

MORE MIXOUTS...CALL THEM

MORE ORIGINAL MUSIC AT LESS COST...

**CALL TM NOW
FOR YOUR FREE DEMO!**

1-800-527-7739

OR 1-214-350-8794



WHO-AM in Des Moines made talk show news last December when President George Bush was a guest — his first exclusive Radio interview since taking office. History repeated itself recently: Vice President Dan Quayle (L) is seen here being interviewed by News Director Bob Quinn. Sources deny the vice president was transported back to Air Force Two in a cab driven by former New York mayor Ed Koch.

 American women in
radio and television inc.

Don't Miss It!



Mark Your Calendar!

**AWRT 39TH
Annual Convention**
May 17-20, 1990
Capital Hilton Hotel
Washington, D.C.

For more information call
Diane Walden at (202) 429-5102.

AWRT's 39th Annual National Convention, "Media Power in the 90s," will take place May 17-20, 1990 at the Capital Hilton Hotel in Washington, D.C. Make your reservation now for this exciting industry event! Come to Washington and show congressional and industry leaders the power of A /RT—your power!

Futures Committee Makes Big Changes

In a meeting of the Radio Futures Committee, Edens Broadcasting President Michael Osterhout has been selected to represent the NAB as Co-Chairman of the RAB/NAB joint effort. Osterhout will Co-Chair with Federated Media's John Dillie, representing the RAB. The decision was made during the Washington meeting when Jerry Lyman announced his resignation. Lyman cited his increased responsibilities as President of his newly formed company, Radio Ventures Ltd.

The RFC was responsible for the "Radio. What Would Life Be Without It" campaign which asked stations to sign off for 30 seconds on May 26, 1989. It also created a massive campaign of print advertisements promoting Radio to the public and the advertising community.

Decisions were also reached to discontinue current advertising expenditures. According to John Dillie, "We couldn't recommend that the industry continue to put dollars into this effort. It's our feeling that a different direction is necessary." Morgan-Rothchild, the agency heading the project, was given notice that their services would no longer be required, agency President Danny Flamburg said.

Although the exact future direction of the committee is not yet clear, members tell *The Pulse* the major goals of the committee will be split between the RAB and the NAB. Each organization will be responsible for achieving its own goals within the structures of the respective organizations. The committee intends to remain intact, keeping the two organizations communicating on the goals of the project.

Radio: What Would Summer Be?

The Radio Futures Committee is asking stations to schedule summer flights of their campaign "Radio...What Would Life Be Without It" to run in all dayparts from July 5 to September 5.

Stations are being asked to air locally produced spots featuring listeners and advertisers, using the format-specific music donuts mailed last summer. The group said that in summer many stations have available inventory, while regional and national advertisers will be planning fall ad campaigns.

Tichenor and WADO Form Partnership

Tichenor Media System, Inc. and Radio WADO, Inc. have entered into an alliance to form Spanish Radio Network, a joint marketing and program sharing arrangement covering 12 stations in eight markets. The agreement brings together two significant Spanish-language station groups.

Radio WADO operates New York's WADO-AM and Miami's WQBA-AM/FM. Tichenor properties include WIND/ WOJO in Chicago, KLAT-AM in Houston and several other Texas stations.

Tony St. James of Unistar Dies



Tony St. James, evening personality on Unistar's AM Only satellite-delivered format, has died following a brief illness. St. James had been the host of the 6 to 11 p.m. (PT) program since the format began.

St. James worked as an air talent for such stations as KHJ-AM and KIQQ-FM, both Los Angeles. He did extensive voice-over work in national commercials, including Pabst and Cherry Coke. He also supplied voices for three characters on the "Transformers" cartoon series. He joined AM Only in February 1987.

He is survived by his wife Anita and two sons, Tom and Ray. Tony St. James was 42.

BPME Sets Agenda For Vegas

The annual Broadcast Promotion & Marketing Executives (BPME) Conference will be held June 10-13 at Bally's Hotel in Las Vegas. Several Radio seminars are slated during the four-day event, which is co-sponsored by the Broadcast Designer's Association.

Radio sessions will feature ratings, sales techniques and format-specific workshops. The importance of promotion and marketing will be explored during "A View From The Top: Radio Executives Talk Promotion" and "Friends in High Places." Jacor Co-CEO Bob Lawrence is scheduled to be among the panelists.

CBS Broadcast Group President Howard Stringer will offer the opening keynote address. Ralph Guild, board chairman of The Interep Radio Store, will deliver the Radio keynote during Monday's Radio luncheon.

The 1990 BPME International Gold Medallion Awards will be handed out Wednesday night to close the event. Registration information is available at (213) 465-3777.

Barrett: Expanded Role For Minorities

Commissioner Andrew Barrett has told a group of black broadcasters that the FCC will take steps to expand the role of minorities in the media. Speaking at the Bay Area Black Media Conference, Barrett described strong support for EEO programs by Commission Chairman Al Sikes.

Barrett said the agency realizes removing bias from the workplace won't "happen automatically." He said stations who carelessly or purposely take no affirmative action in hiring can expect FCC sanctions. He cited the agency's strategy of combining monetary fines, reporting conditions and abbreviated terms of renewal as methods of pressuring broadcasters to comply with anti-discrimination laws.

Barrett seemed to acknowledge complaints from broadcasters that EEO rules are sometimes used in retaliation for the dismissal of unqualified workers. "One's personal goal should be to make sure that he or she is well-qualified for the positions they aspire to attain. Without that foundation I believe it is harder to make a case for discrimination," he said.

Barrett was skeptical about improvement in minority ownership, citing the limited number of stations changing hands. But he noted success with FCC policies involving tax certificates, distress sales and other incentives. He also suggested other opportunities for an expanded minority role, such as program delivery or communications services.



**Debut Ratings
On
Traditional
Country & Western**

**WXCL-AM
Peoria**

**4.7
To 7.1**

AQH Share, 12+
Winter Birch
M-S 6a-Mid

**...And Out Performs
The FM
Contemporary
Country Station!**

Live 24-Hours-A-Day

*Produced by the
Buck Owens Production Co.*

A Premium Format From



1-800-527-4892

Pulse News

Arbitron Winter '90 Ratings

Listed on the next two pages are more Arbitron figures for the winter survey period, January 4 - March 28. All figures are metro quarter-hour shares for persons 12+, Monday-Sunday, 6 a.m. - midnight. (F = Fall; W = Winter).

New York	F	W
WPAT-AM/FM	6.3	5.2
WCBS-FM	4.1	5.1
WINS	4.7	4.8
WLTW	4.7	4.8
WHTZ	4.3	4.7
WRKS	4.1	4.5
WBLS	3.8	4.0
WOR	4.6	4.0
WQHT	4.0	4.0
WCBS	3.6	3.4

Los Angeles	F	W
KOST	5.7	6.4
KIIS-AM/FM	6.4	6.1
KPWR	6.2	5.6
KABC	4.6	4.4
KLOS	4.2	3.8
KBIG	4.0	3.6
KQLZ	3.8	3.6
KWKW	3.5	3.6
KFWB	2.6	3.3
KROQ	2.5	3.2

Chicago	F	W
WGN	10.7	8.3
WGCI-FM	7.3	7.2
WVAZ	5.1	5.3
WBBM-AM	4.9	4.5
WBBM-FM	4.0	4.5
WXEZ-AM/FM	3.7	4.2
WLUP-FM	4.1	4.0
WCKG	3.4	3.8
WTMX	3.1	3.5
WUSN	3.5	3.5

San Francisco	F	W
KGO	8.2	7.4
KMEL	4.9	5.5
KOIT	0.7	0.6
KOIT-FM	4.1	4.6
Total	4.8	5.2
KCBS	6.1	4.9
KFRC	3.6	4.2
KABL	1.2	0.8
KABL-FM	3.4	3.0
Total	4.6	3.8
KIOI	2.6	3.7
KRQR	2.9	2.9
KSOL	2.9	2.7
KXXX-FM	2.7	2.7

Philadelphia	F	W
KYW	6.6	7.4
WMMR	7.5	6.9
WUSL	5.8	6.7
WEAZ-FM	5.6	6.3
WYSP	5.3	6.2
WPEN	5.2	6.0
WIOQ	5.3	5.9
WEGX	5.5	5.4
WMGK	3.2	4.5
WKSZ	4.5	4.5

Detroit	F	W
WJR	8.3	7.9
WJLB	7.8	7.3
WHYT	5.0	5.9
WWJ	5.7	5.8
WJOI	4.8	5.4
WWWW	4.7	4.9



Historically, the business of war is short-lived. However, the war of business is on-going and never-ending.

To be prepared for the competitive onslaught of the 1990's, progressive broadcast marketers must take the offensive. They must employ winning strategies. They must attack first and often...with the best weapons at their disposal.

Broadcast Direct Marketing can outfit your station's general staff with the best weaponry available...potent ordnance such as market research, database management, direct mail promotion, telemarketing, audiotex, Radio/TV Contest DirectSM, and custom-designed integrated campaigns. And our team of broadcast marketing professionals provides a strategic approach to your battle plan that is second to none.

War is Hell and always will be. But there are winners and there are losers. And the time for you to act is now.

**BROADCAST
DIRECT**

BROADCAST DIRECT MARKETING, INC.
305/662-9524

WKQI	4.2	4.4
WLTJ	4.7	4.3
WNIC	3.9	4.3
WJZZ	3.5	4.0

Dallas-Ft. Worth	F	W
KSCS	7.6	8.8
KVIL-AM	0.4	0.6
KVIL-FM	9.8	6.6
Total	10.2	7.2
KKDA-FM	5.4	6.3
KPLX	6.1	5.6
KJMZ	4.7	5.2
WBAP	4.4	4.6
KRLD	6.3	4.5
KHYI	3.2	4.5
KTXQ	3.4	4.3
KEGL	3.4	4.2
KMEZ	4.0	3.8

Boston	F	W
WRKO	6.6	7.8
WBZ	5.9	7.3
WZOU	5.5	7.1
WXKS-FM	6.2	5.9
WJIB	5.1	4.8
WHDH	4.7	4.6
WBCN	5.3	4.6
WSSH	3.5	4.3
WMJX	4.6	4.1
WODS	5.1	4.1

Washington, D.C.	F	W
WPGC-FM	6.7	7.4
WKYS	5.3	7.0
WGAY	7.7	6.2
WMZQ-AM	0.3	0.2
WMZQ-FM	6.3	5.6
Total	6.6	5.8
WMAL	5.4	5.0
WASH	3.3	4.5
WCXR	3.7	4.3
WAVA	4.8	4.0
WTOP	3.7	3.9
WHUR	3.8	3.9

Mmi-Ft. Laud.-Hlywd	F	W
WHQT	8.0	8.2
WLYF	7.7	8.2
WAQI	3.5	4.9
WPOW	5.1	4.7
WKIS	4.1	4.6
WJQY	4.4	4.5
WMXJ	4.8	4.5
WHYI	3.6	4.2
WCMQ-FM	3.7	4.1
WIOD	5.2	3.8

Atlanta	F	W
WVEE	13.1	14.0
WSB-FM	8.6	10.9
WAPW	8.1	9.4
WPCH	8.7	8.1
WSB-AM	7.6	7.1
WKLS	7.0	5.4
WFOX	5.8	5.3
WZGC	4.7	3.8
WYAY	4.2	3.7
WGST	3.5	3.5

Seattle-Tacoma	F	W
KIRO	8.7	9.0
KPLZ	9.1	8.0
KMPS-AM	1.0	1.2
KMPS-FM	4.8	5.7
Total	5.8	6.8
KUBE	6.0	6.3
KOMO	5.3	4.7
KXRX	4.2	4.2
KBRD	5.3	4.1
KING-FM	3.5	4.0
KBSG-AM	0.2	0.1
KBSG-FM	3.1	3.6
Total	3.3	3.7

St. Louis	F	W
KMOX	18.8	16.3
KSHE	8.4	8.8
KMJM	7.0	7.9
KEZK	9.5	7.6
KSD	6.0	6.7
WKBQ	6.7	6.6
WIL-FM	5.4	5.8
KYKY	5.5	5.3
KLOU	4.3	3.8
KATZ-AM	2.0	2.5

Baltimore	F	W
WXYV	9.1	8.4
WLIF-FM	7.9	8.0
WBAL	7.5	7.8
WPOC	5.3	6.7
WWMX	7.5	6.5
WIYY	6.4	6.2
WBSB	6.6	5.5
WQSR	5.3	4.8
WCBM	3.2	3.3
WWIN-FM	2.1	2.9

Pittsburgh	F	W
KDKA	12.3	13.6
WBZZ	8.7	9.5
WDVE	7.8	9.3
WSHH	9.6	7.1
WWSW-FM	6.1	6.4
WAMO-FM	5.4	5.7
WTAE	6.8	5.3
WLTJ	4.4	4.5
WHTX	3.7	4.5

WDSY	3.8	4.5
------	-----	-----

Cleveland	F	W
WLTF	7.9	9.0
WMMS	8.2	8.5
WQAL	5.9	8.1
WMJI	6.8	7.4
WDOK	8.5	7.1
WZAK	7.2	6.6
WNCX	6.1	4.9
WRMR	4.8	4.5
WPHR	5.4	4.5

Phoenix	F	W
KNIX	11.4	11.4
KTAR	7.9	8.3
KUPD	6.2	7.4
KMEO-AM	1.2	0.6
KMEO-FM	6.7	6.2
Total	7.9	6.8
KKLT	5.8	6.4
KOY-FM	3.1	6.3
KMLE	3.7	4.5
KDKB	3.5	4.4
KSLX	3.3	4.0
KOOL-FM	4.5	4.0

Let's talk...

*Money, Real Estate,
Business, and Life!*

I'm Sonny
Bloch...and I
bring to your
station **Instant
Revenue and
Higher Ratings.**



- The **Sonny Bloch** shows will plug your listeners into top quality live 2 way talk programming for 18 hours each week!
- We will send you letters from our successful stations!
- 10 years of continuous broadcasting!
- Join us!

Call:
Affiliate Relations
813-572-9209
2857 Executive Dr.
Clearwater, FL 32222



Pulse News

From The Broker

• **WFAS-AM/FM**, White Plains, NY, has been purchased by **High View Broadcasting Corporation** from **CRB Broadcasting Corporation** for \$12.5 million. The buyer, High View Broadcasting Corporation is headed by principals David Cherhoniak and Gary Starr. Cherhoniak and Starr currently own **WRCN-FM/WRHZ-AM** in Riverhead, NY. The seller, CRB Broadcasting Corporation is headed by president Edward G. Rogoff. CRB Broadcasting is based in NY. The company also owns **WAEB-AM/FM** in Allentown, PA; **WJBR-AM/FM** in Wilmington, DE; **WZZR-FM** in Stuart, FL; **WNLK-AM/WEFX-FM** in Norwalk, CT and **WTCR-AM/FM** in Huntington, WV. Blackburn & Company, Inc. was the exclusive broker in this transaction.

• **WLVB-FM**, Hartford, CT, has

Outstanding Performance

Month after month—
year after year,
in the rapidly changing field
of media brokerage,
one company stands out
as a consistent
leader.

**THE
TED HEPBURN
COMPANY**

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

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

THE PULSE INDEX OF STOCKS

		52 WEEK HIGH	52 WEEK LOW	CLOSING PRICE 4/12/90	CLOSING PRICE 4/20/90	WEEKLY PCTG. CHANGE
Capital Cities	CCB/NYSE	574	411	541 1/2	568	4.9%
CBS, Inc.	CBS/NYSE	221	170	181 5/8	174 1/2	-3.9%
Clear Channel Comm.	CLCH/OTC	16 3/8	10	13 7/8	14 5/8	5.4%
Heritage Comm.	HTG/ASE	5 1/4	2 1/2	4 1/8	4	-3.0%
JACOR Comm.	JCOR/OTC	8	4 7/8	5 1/8	4 3/4	-3.0%
Olympia Bcstg.	OBCCC/OTC	3 1/4	1 1/8	1 1/8	1 1/8	0.0%
Osborn Comm.	OSBN/OTC	15	7 1/4	10 3/4	11	2.3%
Price Comm.	PR/ASE	7 1/5	4 3/8	4 5/8	4 1/2	-2.7%
Sage Bcstg.	SAGB/OTC	5 3/4	2	2 1/4	2	-11.1%
Sungroup	SUNNC/OTC	2 1/2	1	1 1/4	1 1/4	0.0%
TM Comm.	TMC/OTC	3 1/4	1 1/8	5/32	3/16	20.5%
Westwood One	WONE/OTC	13 1/4	4 3/4	5	5 3/4	15%

Courtesy A.G. Edwards & Sons, Inc.

been purchased by **Multi Market Communications, Inc.** from **Sage Broadcasting Corp.** for \$6.4 million. The buyer, Multi Market Communications, Incorporated is a new company formed by president and CEO, David Pearlman. Mr. Pearlman is currently president and CEO of First City Broadcasting Company. The seller, Sage Broadcasting Corp. is a Stamford-based group headed by Jerry Poch. The company also owns **WBSM-AM** in Providence, RI; **WCDL-AM/WSGD-FM** in Wilkes Barre-Scranton, PA; **WFLK-AM** in Waterbury, CT; **WACO-AM/FM** in

Waco, TX and **WAMY-AM/WGNE-FM** in Melbourne-Titusville, FL. Blackburn & Company, Inc. was the exclusive broker in this transaction.

• **KHDL-AM/KKPL-FM**, Spokane (Opportunity), WA, has been purchased by **Lee Tiddens Broadcasting Corporation** from **Alpha Radio, Incorporated** for \$2.3 million. The buyer, Lee Tiddens Broadcasting Corporation is headed by Jerry L. Lee and F. Robert Tiddens. The seller, Alpha Radio, Incorporated is owned by D. Garry Munson. H.B. La Rue, Media Brokers acted as exclusive broker in this transaction.

From The Rep

Station	City	Format	From	To
KKYY-FM	San Diego, CA	Adult Contemp.	Torbet Radio	Republic Radio
KATY-AM	Sn Lius Obsp, CA	News/Talk	no rep	Republic Radio

South Carolina Stations Fined

The FCC has levied fines and issued abbreviated licenses to stations in South Carolina after complaints of workplace discrimination by the NAACP. Grand Strand Broadcasting Corporation's **WKZQ-AM/FM** in Myrtle Beach was fined \$10,000 and granted short-term renewal to August 1992. Ogden Broadcasting's **WGSN/WNMB**, licensed to North Myrtle Beach, received the same penalties.

Spartansburg Broadcasting's **WSPA-**

AM/FM in Spartansburg was fined \$5,000. An FCC spokesperson said all the stations were punished for poor equal opportunity records.

The general manager of one of the stations, who asked to remain anonymous, told *The Pulse*, "It's a no-win situation as we try but fail to find qualified applicants." The FCC reported it investigated NAACP complaints and found the stations had failed to take adequate steps to recruit and promote black workers.

The Pulse Of Radio Calendar

May 4--**Georgia Association of Broadcasters "AM Only Day"**—Macon College auditorium, Macon, GA. (404) 993-2200.

May 10-11--**Investing In American Radio Seminar** by Broadcast Investment Analysts, Inc. and Duncan's American Radio, Inc.—Plaza Hotel, New York City. (800) 323-1781.

May 13-15--**New Jersey Broadcasters Association's 44th Annual Convention**—Bally's Grand Hotel/Casino, Atlantic City, NJ. (201) 247-3337.

May 15--**International Radio and Television Society Annual Meeting and Broadcaster of the Year Award Luncheon**—Waldorf-Astoria, New York. (212) 867-6650.

May 17--**RAB Regional Sales Training Workshop**—Pittsburgh, PA. (212) 254-4800.

May 17-20--**American Women in Radio and Television 39th Annual Convention**—Capital Hilton, Washington, D.C. (202) 429-5102.

May 18-20--**RAB Sales University**—Richmond, VA. (212) 254-4800.

May 19--**NAB Roundtable for Small and Medium Market General Managers**—Crescent Hotel, Phoenix, AZ. (202) 429-5420.

May 29-June 1--**Broadcast Asia '90**—World Trade Center, Singapore.

May 31--**NAB Crystal Radio Awards Deadline for Entry**. Information: National Association of Broadcasters Radio (202) 429-5420.

June 5--**RAB/ANA [Association of National Advertisers] Radio Day Workshop**—Plaza Hotel, NY. Tom McEneny (212) 697-5960.

June 7-10--**National Association of Radio Talk Show Hosts Second Annual Conference**—Contemporary Hotel, Disney World Resort, Orlando, FL. (617) 247-3267.

June 9-15--**NSB Executive Management Development Seminar for Radio Broadcasters**—University of Notre Dame. (202) 429-5402.

June 10-13--**Broadcast Promotion and Marketing Executives Association Annual Conference**—Bally's Hotel, Las Vegas, Gregg Balko, (213) 465-3777.

June 10-14--**RAB Wharton Management Training**—The University of Pennsylvania. (212) 254-4800.

June 11-14--**Radio-Television News Directors Association and The University of Missouri School of Journalism Second Annual Management Seminar for News Directors**—University of Missouri School of Journalism, Columbia campus. (202) 659-6510.

June 13--**29th Annual BPME International Gold Medallion Awards, BPME Industry Achievement Awards and BPME Hall of Fame Awards Ceremony**—Artemus W. Ham Concert Hall, University of Nevada, Las Vegas. Jay Curtis, (213) 465-3777.

Major Events 1990

May 17-20--**American Women in Radio and Television 39th Annual Convention**—Capital Hilton, Washington. (202) 429-5102.

May 19--**National Association of Broadcasters Roundtable for Small and Medium Market General Managers**—Crescent Hotel, Phoenix, AZ. (202) 429-5420.

June 10-13--**Broadcast Promotion and Marketing Executives and Broadcast Designers Association Annual Conference**—Bally's Hotel, Las Vegas, Gregg Balko (213) 465-3777.

June 19-22--**National Association of Broadcasters Summer Board Meeting**—National Association of Broadcasters, Washington. (202) 429-5444.

June 14-17--**Missouri Broadcasters Association Spring Meeting**—Branson, MO. (314) 636-6692.

June 15-16--**Texas Association of Broadcasters Radio Day**—J.W. Marriott Hotel, Houston, Texas. (512) 322-9944.

June 19-22--**NAB Summer Board Meeting**—Washington. (202) 429-5350.

June 21-24--**North Carolina Association of Broadcasters Summer Meeting**—Elbow Beach Hotel, Bermuda. (919) 821-7300.

July 12--**RAB Regional Sales Training Workshop**—Hartford, CT. (212) 254-4800.

July 13-15--**RAB Sales University**—Buffalo, NY. (212) 254-4800.

July 15-18--**New York State Broadcasters Association 29th Executive Conference**—Gideon Putnam Hotel and Ramada Renaissance Hotel, Saratoga Springs, NY. (518) 434-6100.

July 19-21--**Colorado Broadcasters Association Summer Convention**—Manor Vail, Vail, CO. (303) 894-0911.

July 25--**RAB Regional Sales Training Workshop**—Chicago, IL. (212) 254-4800.

Sept. 12-15--**Radio '90 Convention**, (NAB)—Hynes Convention Center, Boston, MA. (202) 429-5300.

Sept. 21-25--**International Broadcasting Convention**—Brighton Convention Center, Brighton, England. London, 44 (1) 240-1871.

Sept. 24-27--**RTNDA 45th Annual International Conference and Exhibition**—San Jose, CA. (202) 659-6510.

Oct. 4-7--**Society of Broadcast Engineers Fifth Annual National Convention**—St. Louis. (800) 225-8183.

Jan. 24-27, 1991--**RAB Annual Managing Sales Conference**—Opryland Hotel, Nashville, TN. (800) 232-3131.

July 26--**RAB Regional Sales Training Workshop**—Kansas City. (212) 254-4800.

July 26-28--**Louisiana Association of Broadcasters 1990 Radio and TV Management Session**—Hyatt Regency, New Orleans, (504) 383-7486.

July 27-29--**RAB Sales University**—Milwaukee, WI. (212) 254-4800.

August 17-19--**RAB Sales University**—San Diego, CA. (212) 254-4800.

August 23-25--**West Virginia Broadcasters Association 44th Annual Fall Meeting**—The Greenbrier, White Sulphur Springs, WV. (304) 344-3798.

Sept. 12-15--**Radio '90 Convention**—NAB—Hynes Convention Center, Boston, MA. (202) 429-5300.

Sept. 21-23--**Maine Association of Broadcasters Annual Meeting**—Sebasco, ME. (207) 623-3870.

Sept. 21-25--**International Broadcasting Convention**—Brighton Convention Center, Brighton, England. London, 44 (1) 240-1871.

Sept. 24-27--**Radio-Television News Directors Association International Conference and Exhibition**—Convention Center, San Jose, CA. (202) 659-6510.

Standard Broadcast Calendar

MARCH 1990

M	T	W	T	F	S	S
26	27	28	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

APRIL 1990

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

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

JUNE 1990

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

Cover Story

Could Cable Sales

By Jim Schuyler

continued from cover

The Pulse contacted several Radio stations in markets where cable penetration was 65 percent or higher. In general, we discovered that cable spots sales have not yet become a big problem for Radio salespeople, but have the potential to become one. The recurring theme we heard was cable's ridiculously cheap spot rates. Cable AEs love to use the phrase "buying television at Radio rates." On the surface, that sounds like trouble.

"They're out there at \$5, \$10, \$15 a pop for TV, and these advertisers think, 'Oh my God, this is great,'" said Bruce Jones, GSM at WMAS-AM/FM in Springfield, MA. "But yet they don't know when they're running or where the spots are going to appear."

The local cable system sells on an ROS basis only, according to Jones. "I try to explain to [clients] that when you buy television you're supposed to buy [specific] programming. And if you don't know what program you're going to be in or when you're running, what good is it?" Not only are cable rates low, but the local system offers one-for-one bonus spots on 26-week packages and lets sponsors deduct production costs from the price of their schedules, Jones reported.

That's a king's ransom compared to the situation in Biloxi, MS. Rebecca Kajdan of WVMJ/WQID, an account executive who also worked as a media buyer in the market, said the cable system there sells spots for \$5 and gives away up to nine bonus spots for each ad sold.

In nearby Gulfport, Laura Hasty, GSM for WROA-AM, said the problem has grown worse in the last two years as the local cable company has become more aggressive about selling time. Some local merchants can't resist the "ego factor" associated with being on TV, especially when the rates are so low. But because there are so many channels on the system, sponsorship is usually a bad buy. "If you're a golf shop or a specialty shop that caters just to men, ESPN offers those men. But that's usually not the case" for most channels and merchants, she commented.

Despite the obvious temptation to point out cable's shortcomings, Hasty said, "We never put down another medium." She believes that given enough time a cable

"Radio, has reams of Arbitron and Birch data, both quantitative and qualitative. But local cable systems usually have no data to show how many local viewers are watching MTV, CNN, ESPN to the other advertiser-supported services."

client often becomes disappointed with the level of response. At that point, a Radio AE can go in and suggest adding Radio to the mix, to "back up" the cable flight.

In Zanesville, Ohio, WHIZ-AM/FM GSM Robin Smith said he, too, can afford to be patient when his prospects buy cable. "Sometimes they'll just try it out to see if they get any results, and they come back to us," he said. He reported that at present, cable rates are "about at parity" with Radio, but that the local cable company could become a bigger problem if it begins cutting those rates.

Richard Trejo, GSM at KUZZ-AM/FM in Bakersfield, CA said, "We're concerned about [cable] in that we know there's a big national push, and the cable industry is gearing up for selling advertising on their [systems]. But they really haven't invaded our turf too much in Radio. At least, it hasn't affected our station." According to Trejo, broadcast television sales have suffered as cable has fragmented viewership. The result-

ing lower rates for over-the-air TV have caused problems for some Radio stations in his market.

"We happen to be really fortunate in that our AM and FM [get better ratings] than some of the TV shows...but some of the other stations that are not in that position are having difficulty justifying their \$20-30 rate because television is selling for that as well," Trejo said. The battle is to convince sponsors "that Radio has different strengths and, in our opinion, is worth more than television" due to the fragmentation associated with high cable subscriber-ship.

Radio may not be losing much revenue from cable at present, but cable is draining Radio's sales talent pool. While KUZZ hasn't lost advertisers to the cable system, Trejo reports that "the driving force behind the cable people over there came from this Radio station," a situation which has been mirrored elsewhere.

In San Antonio, TX KISS-FM GM Rick Joppie told *The Pulse* a new company bought the local cable system last year and immediately snapped up "the cream of the crop" of Radio salespeople. He said the new cable owner has been "very creative, very aggressive; they've hired all Radio people, including their general sales

Hurt Radio?

manager...every one of [those] people have been top-performing Radio salespeople, and most of them in fact had been in management positions at Radio stations."

Cable penetration in San Antonio is 65 percent. About 200 miles northwest in the much smaller market of San Angelo, where penetration is 82 percent, the cable system seems to be less aggressive – for now. Norm Shelton, GSM of KBIL-AM/FM, reports that cable has been held back by personnel and management turnover following the sale of the local system a while back. He also believes that because advertisers are faced with so many cable channels, avails and packages they don't know what to buy. "I'm not saying they aren't selling," he said, "but cable probably takes a backseat to TV, Radio and newspapers."

But John Kerr, Shelton's counterpart at KAYJ/KIXY, is somewhat more concerned. Kerr came to San Angelo a few months ago from Jonesboro, Arkansas where the cable ad rates "were even cheaper than they are here, and they were sold out on some channels as much as a year in advance." At present, three 30-second ROS cable spots go for \$30, but Kerr would not rule out rate hikes in the near future. Having met recently with the new cable sales manager, Kerr said, "I think they're gearing up for something that could be a very competitive situation here."

Most of the Radio people we spoke to commented on the lack of solid information cable has to offer about viewership levels. Radio, of course, has reams of Arbitron and Birch data, both quantitative and qualitative. Over-the-air television has Nielsen and Arbitron ratings. But local cable systems have very little to offer. They can tell a client how many subscribers there are, and how some of their cable networks are rated nationally, but they usually have no data to show how many local viewers are watch-

ing MTV, CNN, ESPN or the other advertiser-supported cable services. Some systems have attempted to solve the problem by hiring independent research groups to survey their subscribers' viewing habits. But ad agencies and merchants are often reluctant to accept such research, fearing it may not be objective and impartial.

Former Radio GM Bill Gilreath is GSM of Bay Area Interconnect (BAI), a firm which represents 22 separate cable systems in the San Francisco-San Jose-Oakland area. He draws an analogy between the way time cable systems sell time and the methods magazines use to sell space.

"Magazines make a pitch based on circulation – the number of magazines that are out there, going into people's homes. It's not saying those people are reading that at one particular moment...it's basically saying that these people are paying dollars. These people are paying additional dollars to have this service brought into their home." Cable systems can demonstrate how many subscribers have paid to have a particular channel delivered and draw a correlation between that figure and the channel's national ratings. While this may lack the impact of the ratings figures that a TV station in a metered market can provide, Gilreath believes that eventually cable systems will have local ratings data comparable to that provided to Radio and over-the-air television stations.

While the "unwired network" concept is not new in the Radio rep business, it is relatively new to the cable industry. Gilreath predicts more cable systems will "interconnect" through companies like his. He likens an individual system to the neighborhood "shopper" newspapers which arrive on suburban lawns each week. But an interconnect "gathers many more homes; in our case, over a million homes. We price ourselves

continued on page 16

PULSE Quick READ™

- Cable's big pitch is "TV at Radio rates (or less)." But those cheap rates raise questions about effectiveness, production quality, levels of viewership, etc.

- Cable's other strong point is that most ad-supported channels target a specific audience. But Radio does that better, and with greater reach.

- Cable does not have much local research to show its position as a viable ad medium; this may change in the near future.

- Cable becomes a bigger challenge as larger companies take over more systems and as more systems interconnect.

"Radio has far greater penetration, to use cable's term; it has the enormous advantage of away-from-home audiences—you'd need a mighty long cord to get cable in your car; production costs are far lower and can be changed or updated quickly; and best of all, Radio is free to the listener and available everywhere."

Cover Story continued from page 15

on two things: on our delivery of the Bay Area according to the Neilsens, and on supply and demand....We have rates that range from \$300 to \$6,000. However, that \$300 is still inexpensive compared to one of the network television stations in the market. If we're charging \$6,000, it's for a football game they'd be charging twice as much for." Because several systems are represented collectively, much stronger presentations can be made. But BAI also offers the smaller advertiser newspaper-style "zone" sales through individual cable systems.

Interconnect arrangements are one way cable can flex its muscles. Another facet of the industry to note is the Multiple System Operator (MSO). While some cable systems serve only one local community, MSO's can own systems in any number of cities, serving millions of viewers nationwide. These "group owners" are more likely to have the ambition and capital to commit to an aggressive sales push.

And the push is on. The Cabletelevision Advertising Bureau reported cable ad revenues reached the \$2 billion mark last year; about 25 percent of that was from local and regional advertising. CAB's goal is to reach \$4 billion by 1994.

Cable systems have a variety of ways to raise revenue: signing up more subscribers, selling those subscribers additional tiers of service and pay-TV channels, rate hikes and ad sales. The level of subscribership has to reach a plateau eventually, even if that means 100 percent saturation. The pay services experience a problem called "churn;" people subscribe for a period of time, become disenchanted and cancel the channel. Rate hikes touch off waves of protest and have a negative effect on subscribership. So it would seem that at some point, selling spots would become the primary source of revenue growth.

Until that time comes, it is not difficult for Radio to sell against cable,

particularly in light of Radio's strengths in Reach and Cost-Effectiveness. Radio has far greater penetration, to use cable's term; it has the enormous advantage of away-from-home audiences — you'd need a mighty long cord to get cable in your car; production costs are far lower and can be changed or updated quickly; and best of all, Radio is free to the listener and available everywhere. About the only thing cable has in common with Radio is its attempt to target specific audiences. Whether cable hits its targets is debatable.

"We answer the question with a question: who are you reaching with cable," said Dave Fogg, GSM of WINK-AM/FM in Ft. Myers, Florida. "Yes, you can put yourself on television; yes, it can be cheaper than Radio, but who are you reaching? And we go into some demographic aspects of it: who do you want to be reaching? Who's your client? We get into a heavy consult-

The End The Means



The Story

If you take broadcasting seriously, Broadcast Investment Analysts' publications are a must for your reference library.

1990 Radio Yearbook—Profiles every Arbitron-rated market and 325 smaller markets, with an in-depth cross reference section. Available annually, or updated versions semiannually/quarterly.

Investing In Radio 1990—Complete market-by-market profiles with information on retail sales, income, advertising revenues, revenue projections and much more.

Broadcast Services Guide—Profiles over 270 firms, including brokers, lenders, investment banks/capital firms, FCC law firms, consulting engineers, programming/research firms, and program suppliers.

Stick Values 1990—Unique "Value Grid" to quickly calculate the value of any FM station in the top 260 Arbitron-rated markets. Plus new, exclusive, specific "stick values" for the various classes of FM stations by market.

Investing In Television 1990—All the information on all Arbitron-rated markets. Available annually or completely updated versions every quarter.



BIA Publications, Inc.

Books For Broadcasters Who Mean Business.

Post Office Box 17307, Washington, DC 20041

For more information and a free publications catalog, call toll-free (800) 323-1781 or (703) 478-5873 • FAX (703) 478-5866

ant-sell to try to go around the cable industry." Fogg also has the advantage of representing a long-established, successful combo — the oldest AM and FM stations in town — which gives WINK added credibility compared to the newer and relatively uncertain cable medium.

"We try to educate," said WMAS' Jones. "For the most part, these people buying cable are more your smaller businesses. The larger ones, the traditional Radio users, still use us....So I'm telling my salespeople, educate that retailer about how you're supposed to buy television and why, and let him or her make their own judgements....Show them what the network stations are getting for prime time. If they're getting \$1,000 for an 8 to 11 p.m. rotator, how effective can your [cable] ad be at \$10 a spot?"

Ken Costa, VP/marketing information for the RAB, sums it up: "The only selling story cable has is cheap rates. And as they say, you get what you pay for in this world." 

Anti-Cable Selling Strategies

Irwin Pollack, president of Boston-based In-Station Sales Training, offers these key points:

1. Most people subscribe to cable for the pay channels (HBO, Showtime, Disney, etc.) — channels which have no advertising.
2. According to the Cabletelevision Advertising Bureau, children aged 2-11 account for the dominant share of viewing in cable households. Retailers want shoppers, not shoplifters!
3. In a 1988 Roper study, 85 percent of cable viewers reported there were some cable channels they hardly ever watch.
4. The cable audience is not regularly measured.
5. "Homes passed" is a measurement of cable viewership often confused with reach. It refers only to the number of homes where cable is available, not the number of actual subscribers.
6. People watch cable programs, not cable stations. This is important if your local system sells ROS or packages of different services.
7. Cable reaches just over 50 percent of all homes nationwide. Radio has passed 98 percent.
8. When you buy cable what do they give you? A remote control to change channels — often during commercials!

Investing In American Radio Seminar The Biggest Players In Radio Will Be At The Plaza May 10-11

Investing In American Radio Seminar
The Plaza Hotel • New York • May 10-11, 1990

Expert Panels • Future Trends • Case Studies •
Station Values • Financing • Acquisition Strategies



BIA Publications, Inc.

Books For Broadcasters Who Mean Business.

Presented by BIA Publications and Duncan's
American Radio. For information and
reservations, call toll-free (800) 323-1781
or (703) 478-5880.



Duncan's American Radio, Inc.

Tom Gammon

A Man In The Hot Seat

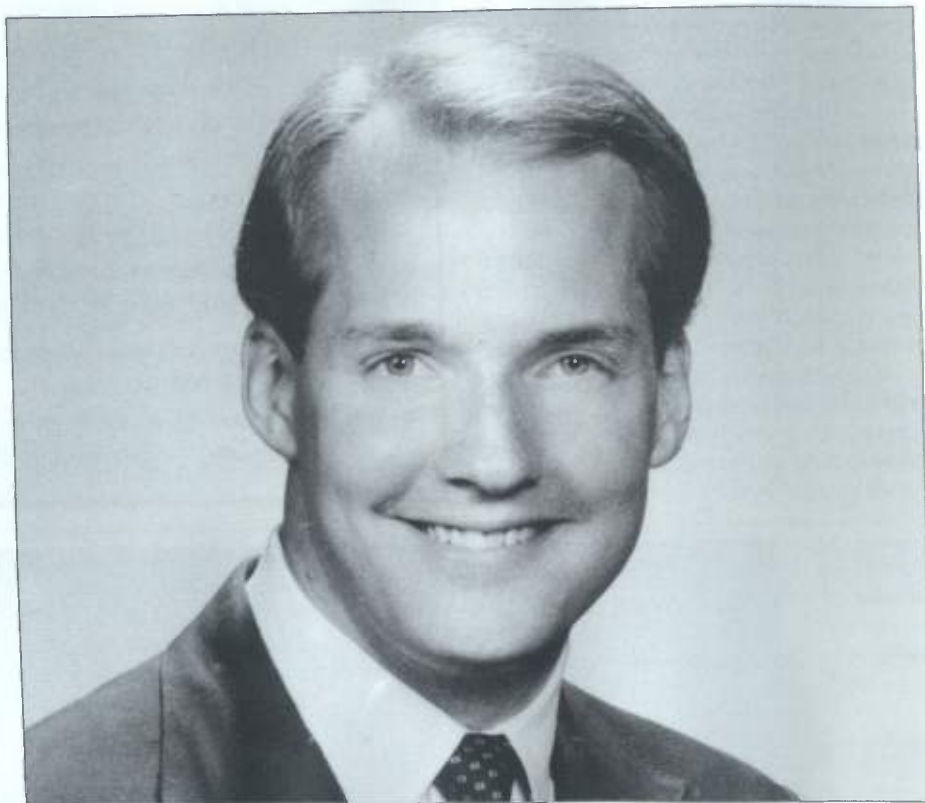
Tom Gammon, president of Crown Broadcasting, has recently become embroiled in controversy surrounding his company's petition to the FCC to allow the transfers of city-of-license for both WHMA-FM/Anniston, AL to an Atlanta suburb and Carson City, Nevada's KRWR-FM to Fair Oaks, CA., giving the station a city grade signal over Sacramento. A number of Radio groups have recently joined the NAB in protesting such moves.

Growing up in Chevy Chase, MD., Gammon graduated with honors from Frostburg State University where he studied business and finance. He began his career immediately after college, joining the Washington-based brokerage firm of Gammon & Ninowski, headed by his father, Jim Gammon. After three years, Tom left to form his own business. With \$150,000 in capital and joined by his brother Dan, Tom formed Americom, a media brokerage firm, in April, 1984. From that small beginning, Americom has grown to become a dominant force in the industry.

In February of '87, Gammon formed Crown Broadcasting, a holding company designed to acquire a group of Radio stations. He resides in Arlington, VA.

PULSE: You got your beginning working for your father. Would you initially take us through those experiences with that firm, and tell us what prompted you to start your own brokerage firm.

GAMMON: I started out after college and after six months or a year I started seeing better ways to do things as most young, bright-eyed, bushy-haired people do. I started proposing suggestions at the semi-annual strategy meetings. As the owner's son, I wouldn't find a lot of people taking notes while I was speaking and didn't



get a lot of follow-up questions either. And after about two years of that, I realized it didn't appear that this company was really looking for innovative, new ways to serve a client. So I kind of decided I would take my ideas and try them out.

PULSE: Can you give me an idea of one or two of those innovative ideas?

GAMMON: I had never seen how anybody ever understood how people bought these [stations]. So I started learning something about banking and financing, and how people actually came to closing the money 'cause nobody else cared. It seemed to me to be very important to understand not only that they had it closed, but how they had the money so they could purchase it.

PULSE: Did you find that to be true with most other brokerage houses?

GAMMON: Unfortunately, yes, although I didn't know that at the time. You get an image from the advertising and all the people are pretty up on what you're doing. I didn't know back then what people did or didn't know in other companies. I also felt like there were systems for prospecting for clients uncovering all the hot buyers in the country. You can somewhat systematize the 500 or 1,000 people who are potential buyers and sellers and really contact them and understand their needs, especially if you have seven or eight brokers. People would listen to me for about 10 minutes and then all talk about something else.

PULSE: Did it take much arm-twisting to convince your brother, Dan, to jump in with you at Americom?

GAMMON: No. He actually wrote me

a nice letter the other day, now that I've left, saying how much he appreciated me including him in the business. It was a mutually-beneficial relationship because he started doing computer spreadsheets and actually showing media information I wanted to show bankers. So I started getting spreadsheets so I could see financing work and then I would take it around to the banks with me. So Dan became my partner because I don't know much about computers, even today.

PULSE: What prompted you to get into station ownership?

GAMMON: It seemed like a pretty good business. Having sold a number of stations, a lot of them went up [in value] and I thought, "I could probably do that." It turned out to be quite a challenge, but I will say overall they have gone up.

PULSE: What stations currently make up your company's portfolio?

GAMMON: KZXY-FM, KQKL-AM, Apple Valley, CA; KTRR-FM, Ft. Collins, CO; KRTY-FM, San Jose, CA; WBEX-AM/WKKJ-FM, Chillicothe, OH; WHMA-AM/FM, Anniston, AL; KRWR-FM, Carson City, NV; KTAN-AM/KFFN-FM, Sierra Vista, AZ.

PULSE: When did you make your first acquisition? At that time did you have any master plan for the broadcast group?

GAMMON: I would say the first acquisition was about June of '87. We just wanted to acquire opportunities as they came and then operate them as efficiently as possible.

PULSE: Even now, there is no long-range plan. It's just a matter of targets-of-opportunity and acquiring those that are a good buy?

GAMMON: Yes.

PULSE: When you left Americom to begin Crown Broadcasting, did you maintain an interest in Americom?

GAMMON: Yes. There is a stock interest in the company. I don't think I will have that much longer. I don't think they want me to have it. I'm off the board now. I'm going to guess that within the next month or two they are going to call my minority stock interest. The changes that I have proposed haven't been well received by the folks over there.

PULSE: Where did the financing for Crown Broadcasting come from initially?



Duck hunting in south Louisiana.



Gammon with sales trainer Tom Hopkins.

Was it all your equity money or did you have partners to help you get it off the ground?

GAMMON: They're my own stations.

PULSE: Has it been that way up until today?

GAMMON: Yes. I have two investors now.

PULSE: The interaction with the station managers, with the exception of accounting matters, is in your court?

GAMMON: Entirely.

PULSE: Is there an operating or management philosophy that you want Crown to follow?

GAMMON: Yes. I guess our focus is everything is based on people's abilities to accomplish the goals at hand. Those that are successful at running

the stations do very, very well. They get ownership of the company.

PULSE: Is the stock option in the form of an ESOP?

GAMMON: No. It is called Transnet. I would say overall we are a fantastic company to work with, especially if you're a good operator, because I don't operate stations, and never have. I only know what generally they should be able to accomplish. Together we will sit down and try to find out what the property is supposed to do in a 12- or 16-month period. Then we kind of feel that out. It's the operator's responsibility to execute the plans. Unlike many groups, I don't call these guys every day or every week. I call probably every two weeks - and not about operational details. Maybe I will call and congratulate them on a good job they have done or about a specific problem that couldn't be handled, and ask if he has any questions. I say that because it indicates the great degree of autonomy within each of our stations. I find that competent people find that most refreshing. I didn't really know that most of the industry isn't necessarily that way. All these managers tell me how different what we do is from what they are used to. What I am finding is we have never had a manager we liked leave. I guess the point is that if you hire quality people let them know what we want to do this year, which is generally a revenue cash flow goal, because there are 300 ways to get them. Then let them do what they do best. I found these guys love it, plus they get rich and then start earning big pieces of the company, which they are creating value in.

PULSE: It's been said that you overpaid for the San Jose property.

GAMMON: I feel I paid a reasonable price. I guess what we saw was the only country FM in that market and thought it would be a valuable franchise to have.

PULSE: So there was no second guessing on your part at all?

GAMMON: No, but I will say this, that as in all investments, call me back in three years and I will tell you if I was smart or not too smart.

continued on page 21

The End

The Means

The Story



If you take broadcasting seriously, Broadcast Investment Analysts' publications are a must for your reference library.

1990 Radio Yearbook—Profiles every Arbitron-rated market and 325 smaller markets, with an in-depth cross reference section. Available annually, or updated versions semiannually/quarterly.

Investing In Radio 1990—Complete market-by-market profiles with information on retail sales, income, advertising revenues, revenue projections and much more.

Broadcast Services Guide—Profiles over 270 firms, including brokers, lenders, investment banks/capital firms, FCC law firms, consulting engineers, programming/research firms, and program suppliers.

Stick Values 1990—Unique "Value Grid" to quickly calculate the value of any FM station in the top 260 Arbitron-rated markets. Plus new, exclusive, specific "stick values" for the various classes of FM stations by market.

Investing In Television 1990—All the information on all Arbitron-rated markets. Available annually or completely updated versions every quarter.

For more information and a free publications catalog, call toll-free (800) 323-1781 or (703) 478-5873.



BIA Publications, Inc.
Books For Broadcasters
Who Mean Business.

Post Office Box 17307,
Washington, DC 20041
(800) 323-1781 • (703) 478-5873
FAX (703) 478-5866

PULSE: You have certainly gotten a lot of broadcasters' attention in the last few months, and as far as we can tell, what you are petitioning to do is certainly legal. You no doubt have competent legal and engineering counseling. The press is talking to people who are maybe most directly affected - the other broadcasters in Atlanta and Sacramento. There was a lot of reaction from that. The NAB itself may be getting involved. Now that some of this has washed over you, what is your thinking on all of this? Is it your attitude that you aren't doing anything that other smart broadcasters wouldn't do?

GAMMON: Absolutely. I think that a lot of people who have voiced an opposition to our proposal are either people who are, of course, competitors and, I have never seen a lot of competitors supporting other people - it's a competitive business - or they are people who kind of wish they would have done it themselves. I understand both positions.

PULSE: Are there any plans to move the Sierra Vista station closer to Tucson?

GAMMON: No. We are very happy with our stations and how they are going. If you look at it, it is very similar to our Victorville combo, in which we have doubled the sales in the last two and a half years.

PULSE: The NAB had submitted some arguments against the move-in. Did it surprise you that the industry's trade organization would take that position?

GAMMON: It disappointed me, it didn't surprise me. Eddie Fritts is a good friend, but he is a very bright man. He is, of course, protecting his constituents. You know in 1984 when Docket 80-90 was proposed, the NAB was the strongest voice of opposition against that, claiming catastrophic effects to the FM industry. Well, the FCC, in its wisdom, asked: "Is this a good or bad policy for the public?" Seemed to me that if you weren't broadcasting at full power and you could fit another station in, then let's do it. The FCC received the strongest of opposition from the NAB and a number of broadcasters. But they granted the 80-90 and 1,600 new FMs have come in in the last six years; 3,000 to about 4,600 FMs. Well, here's the NAB again saying we don't think there are going to be 1,600 new FMs but there may be 16 and we don't

want them. We strongly oppose them. And here come the broadcasters running in the gate. "Gee, we don't think we should have any more either. This is a bad policy." Well, it sounds to me a lot like what happened in '84, people protecting the oligopoly that they have. It is understandable. I don't harbor any grudge, but I will say this, that in December '88, when the FCC asked for comments about this proposal to change

city-of-license, the NAB put in the strongest reply comments in opposition to the FCC adopting that proposal. They adopted it and then the FCC put a counter in, saying don't adopt it, change the rule. The FCC hasn't said a thing about it. So my point is that this is a new position for an association to seek, through legal means, protection of the businesses of the people in their association.

continued on page 22

Hire The Best Before You Invest

Hiring salespeople is expensive...
...hiring the wrong salespeople is more expensive.

the
Noll
company

LEADERS IN PRE-EMPLOYMENT SELECTION TESTING

For your company's NO COST demonstration interview
call Jim Julius today

(303) 794-6867

P.O. Box 7045 • Station 6 • Littleton, CO 80123

PULSE: Some have said that, although it may be legal to apply for these changes, it is a violation of the spirit of the commission's community-of license rule. Do you see it that way?

GAMMON: Well, in the broadest terms, the spirit is to allow the possibility of a better allocation of the spectrum. If it isn't a better allocation of the spectrum, the FCC won't grant it, even if it fits the rules. They have that discretion. Either it is good for the public or it isn't. I will answer this question by asking another one. Is taking one FM that covers a couple of hundred thousand people and allowing that to become three FMs which cover a couple of million people (including the couple hundred thousand that it currently covers) is that a good policy or not? Well if you look at what they did in the 80-90 and how they ruled, seems like they are going to rule in favor of a policy that allows a new FM. The Anniston Class C covers 15 counties currently. Our C3 drop-in proposal, which we are not required to put another station back into the market. It already has six broadcast licenses. We are going to keep seven in the market. But our new C3 covers five counties. If you take a look at the Arbitron county-by-county ratings for those 15 counties, our Class C only has ratings in six counties. Apparently people in very distant counties don't listen to our small-town Radio station. Our new FM covers five counties, and we are also allowed a brand new station south of us covering another county and it is their own station. And one in Tandy Springs in the North Atlanta area which covers a couple of million - community of 70,000, its only broadcast voice; they have nothing. The question is, is this something that the FCC should not only approve but reward that individual initiative in risk-taking by granting?

PULSE: This whole business could have a rather devastating short-term effect on the way a lot of broadcasters view having Americom handle their business. Do you think that that is valid?

GAMMON: I think it is valid if that is how people perceive it. The guys in

*"I wish it were an
"officer and a gentleman"
encounter. But, it was
just someone sharing
with me how he was
unhappy with some of
the things I was doing,
that's all."*



Gammon visiting Y-102 on its first anniversary.

Americom learned about my proposal two or three days after I filed. Therefore it is just like the trade press and it is all caught in the same day. Well, the folks at Americom haven't been very happy about it. They called last week and wanted to meet and talk to me about disposing of my minority interest, for my benefit they say. Somewhat to my dismay, but I'm a realistic person. That indicates to me that perhaps it is time to let that company go forever. It is a terrific company that serves the industry, I think, as well as any one else in that field. I think that because it has become controversial, both within the industry and within Americom, that it would be foolish for me to try to fight the people in the company.

PULSE: Federal regulators have been cracking down on all types of loans. Thinking not as a broker, but as a group owner, and realizing that future pur-

chases are not going to be made with 100 percent cash, you are very interested in the positions that major financial institutions are taking. What is your view of that? How much has it changed?

GAMMON: Before you had 75 banks all competing to lend you five or six times projected cash flow. Now you have six or seven banks still willing to lend money. They are not competing either. That is a dramatic shift with the supply of money. You can create minor competition if you're very good and getting two or three banks that really want to do business with you. You have to know the three or four to go to and then you have to have a good relationship with them. So there will be less transactions first off, because it is just like in '82. When the depression hit, the sell-

ers wouldn't drop their prices that far and the buyers wouldn't pay up. So nobody did. Of the transactions that do occur it is pretty clear, you will either have seller paper, some kind of gap financing for a couple of year's period, or you have a price drop.

PULSE: Do you see mezzanine money drying up a bit?

GAMMON: It has always been pretty dry.

PULSE: Do you see more senior people taking on that load?

GAMMON: No. It's all HLT stuff. And they are so far away from looking at risk right now.

PULSE: The combination of some stations having a bit of trouble and coming to the market, with tighter structures on financing available to do the deals. Is that a Chinese stand-off or does it portend a fair amount of activity in 1990?

GAMMON: Your guess is as good as mine.

PULSE: A number of your stations are west of the Mississippi. Any plans for relocating your headquarters?

GAMMON: I think all those managers of all those stations like it that I am out here in Vienna. They are right. I think they know how to run them better than I do. And if we get off course, maybe we change managers.

PULSE: Do you travel to the stations on any kind of a regular basis?

GAMMON: I try to go every four or five

continued on page 28

Today, Your Phone May Change Your Career.

Introducing Pulse Career Call™

Today, The Pulse of Radio introduces a new, innovative service to the Radio industry. We call it Pulse Career Call™. This is the first interactive telephone classified service available to the broadcasting industry. Plus, Pulse now offers the only ALL MANAGEMENT classified service in the business.

Now, when you want to fill a position or you need a job, instead of writing an ad, calling it in and waiting for it to come out in print...you just pick up the phone and dial. You have an instant ad and instant response.

Here's how it works:

If you're looking for an employee or looking for a job, simply Dial 1-900-226-3232. When the line answers, you'll be asked to press the corresponding button on your touchtone phone to enter a resume, review resumes or retrieve messages. You'll be able to record your own voice advertisement or review other voice advertisements. If you're looking for a person, after hearing their message, you can leave a message asking them to call you or respond in whatever way you feel is ap-

propriate. And, if you wish, you can remain anonymous by not sharing your name or by having someone else voice the ad. Record as much or as little information as you desire.

Pulse Career Call is available 24 hours a day, 7 days a week. By keeping the number handy, you can call at your convenience from your home, office or car. All you need is a touchtone phone.

You will be charged 95 cents per minute, which in the long-run is cheaper than running an ad, and the response time can be much faster. Try it today.

Pulse
CAREER CALL

1-900-226-3232



Management

By Chris Gable

Spring Time: Show Time

A Manager's Quarterly Checklist

Spring brings us the opportunity to take a fresh look at our overall approach to operations. This checklist is designed to help you keep track of all the elements that affect your Radio station's ability to compete and do

business. While we offer this checklist now, you may find it to be a useful tool for updating and investigating on a quarterly basis.

On most questions, you may simply check the box to affirm completion or that item is in order. Adding more

information, such as date or the initials of the person who performed the check-up can aid in the delegation of responsibility by providing accountability to you.

In cases where you want more than a check, you may request your direct reports to provide a "How?" response to the way an item was checked, updated, or revised.

Of course, this checklist may not deal with every individual area at your Radio station. Use this list as a point for developing your own Quarterly Checklist. 



Manager's Quarterly Checklist

Public File (Check with your attorney for more specifics that pertain to your Radio station.)

- ☐ Issues/Programs listing for most recent quarter
- ☐ Letters from the public
- ☐ EEO Program
- ☐ Licenses and Agreements
- ☐ Notices and availability
- ☐ Staff knowledge of how to handle

Technical

- ☐ Quarterly tower light inspection
- ☐ Recent meter calibrations
- ☐ Logs up to date and in order
- ☐ Operator licenses posted
- ☐ Station licenses posted
- ☐ Tower painting and tower inspection
- ☐ Processing equipment checked out
- ☐ Improvements
- ☐ Proofs conducted

Operations

- ☐ All insurance plans reviewed/updated
- ☐ Copier/Computer/Fax maintenance
- ☐ Traffic system up to date
- ☐ Music on hold operating properly

- ☐ Bookkeeping system up to date
- ☐ Telephone etiquette
- ☐ Employee performance reviews
- ☐ Improvements

Sales

- ☐ Goals updated/revised
- ☐ Account lists reviewed for activity/inactivity/productivity
- ☐ New business prospects
- ☐ Co-op prospects
- ☐ Trades review
- ☐ Training schedule
- ☐ Training materials up to date
- ☐ Improvements
- ☐ Incentives in place

Public Relations

- ☐ Station participation in community activities
- ☐ Membership in civic and professional organizations
- ☐ Regular news releases distributed
- ☐ Community leader contacts
- ☐ Improvements

Promotions/Marketing/Advertising

- ☐ Quarterly plan
- ☐ Public appearances planner
- ☐ Remote broadcasts
- ☐ Media campaigns
- ☐ Artwork/production/placement
- ☐ Proof of performance
- ☐ Improvements

Information Department

- ☐ News coverage evaluation
- ☐ Network affiliation and use of network resources
- ☐ Public affairs programming

- ☐ Public service programming
- ☐ Improvements

Programming

- ☐ Payola/Plugola affidavits
- ☐ Talent contracts up to date
- ☐ Special/Syndicated programming agreements
- ☐ Consultant review
- ☐ Format viability review
- ☐ Competitor review
- ☐ Programmer's quarterly plan and goals
- ☐ Music lists updated to correspond to most recent research
- ☐ Improvements

Physical Plant

- ☐ Building inspection
- ☐ Vehicle inspection/maintenance/insurance
- ☐ Pest control
- ☐ Janitorial and cleaning service
- ☐ Lawn care
- ☐ Parking lot repairs and maintenance
- ☐ Improvements
- ☐ Appearance



Chris Gable is president of Chris Gable Broadcast Services, a national Radio consulting firm offering support for all formats, in programming, promotions and talent development.

He can be reached by Pulse readers at (717) 964-3255.

DC Databank

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

NEW STATIONS: APPLICATIONS

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

AL 103.1	Moulton	Lawco FM, Ltd.
CA 102.1&+	Oxnard	Borchard FM Bcstg Co., Inc.
102.1&+	Oxnard	First Broadcasting, Inc.
102.1&+	Oxnard	Sherri Lynn McKinnon
HI 107.7	Volcano	T. C. Monte, Inc.
KY 95.7*	Calvert City	Heartland Ministries, Inc.
MI 96.9	Lexington	Vector Broadcasting, Inc.
NY 91.7*&	Fort Ann	Christian Theatre of the Air
89.9*	Lake Placid	The St. Lawrence University
89.9*	Southampton	CT Public Broadcasting, Inc.
TX 700&	Forney	North Texas Broadcasters

RETURNED/DISMISSED

CA 95.5+	Carmel (D)	CA Kool Broadcasters, LP
95.5+	Carmel (D)	George S. Flinn, Jr.
99.7+	Morro Bay (D)	Morro Bay Broadcasting
DE 97.9+	Selbyville (denied)	Anchor Broadcasting, LP
97.9+	Selbyville (denied)	Selbyville Bcstg Co., Inc.
FL 92.5+	Alachua (D)	Charley White & Gregory Perich
92.7+	Marco (D)	Affirmative Broadcasting Corp.
92.7+	Marco (D)	Marco Minority Associates
92.7+	Marco (D)	Marco Skywave, Inc.
92.7+	Marco (D)	Rebecca Radio of Marco
92.7+	Marco (D)	Showcase Communications, Inc.
92.7+	Marco (D)	Susan G. & William R. Gaston
GA 105.9+	Dock Lunction (D)	James P. McGahan
102.5+	Mableton (denied)	Gonzales Broadcasting, Inc.
102.5+	Mableton (denied)	Hairston Broadcasting, LP
102.5+	Mableton (denied)	Lorenzo Jelks
102.5+	Mableton (denied)	Mableton Bcstg Co., Inc.
102.5+	Mableton (denied)	Mableton Broadcast, LP
102.5+	Mableton (denied)	Mableton Communications, Ltd.
102.5+	Mableton (denied)	Metropolitan Management Corp.
102.5+	Mableton (denied)	QRW Partners, LP
102.5+	Mableton (denied)	Radio Connections, Inc.
102.5+	Mableton (denied)	Radio Mableton, Ltd.
102.5+	Mableton (denied)	Stephen H. Thomas
102.5+	Mableton (denied)	Voth Broadcasting Co.
IN 106.1+	Newburgh (D)	Owen-Dumeyer Partnership
KY 102.1+	Lawrenceburg (D)	Erica Broadcasting, LP
100.5+	Louisville (D)	Commonwealth Partnership
100.5+	Louisville (D)	Evans Broadcasting
MA 103.9+	South Yarmouth (D)	Eastco
103.9+	South Yarmouth (D)	Genesis Radio, Inc.
MO 92.9+	Ozark (D)	Ozark Entertainment Network
NH 100.5+	Lebanon (D)	Family Broadcasting, Inc.
98.7+	Winchester (D)	Agape Broadcasting
OH 93.1+	Lima (D)	Swan Creek Communications
PA 97.1+	Mountaintop (D)	NE PA Fine Music Bcst Co., Inc.
SC 98.5+	Lexington (D)	Carolina Communications, LP
TN 92.9+	Bartlett (D)	Greater Memphis Broadcast, LP
101.5+	Manchester (D)	Coffee County Bcstg Co., Inc.
98.7+	Spencer (D)	Hugh L. Hale & Tommy Miller
98.7+	Spencer (D)	Johnny Lafayette Ashley
WA 101.1+	Cashmere (D)	Cashmere Valley Broadcasting
101.1+	Cashmere (D)	Cashmere Valley Broadcasting
101.1+	Cashmere (D)	Upper Valley Broadcasting

NEW STATION GRANTS

AK 88.1*	Seward	Puffin Public Bcstg, Inc.
DE 97.9	Selbyville	Galaxy Communications, Inc.
	(reverses previous FCC decision)	
FL 92.7	Marco	Emerald Sea Broadcasting, Inc.
	(previous grant rescinded by FCC)	
GA 105.9	Dock Junction	Lorraine M. Wiggins
102.5	Mableton	Bolton Broadcasting, Ltd.
93.1	Warrenton	Radio Warrenton
ID 101.3	Gooding	Greater Phil Bcstg Corp.
OK 106.5	Holdenville	M. Pearl Castillo Creech & Assoc.
95.3	Lawton	Rick & Melissa Fritsch

continued on page 26

People In radio



Jim Votaw

•Jim Votaw has recently joined KJQY-FM in San Diego as general sales manager. He was most recently in Fresno as VP/GM of KRZR.

•Lynne Lessin, has been named general sales manager of WCHV/WWV in Charlottesville, VA. Lynne will be replacing Kevin Dalton, who will join WRXL/WRNL in Richmond. Tom Perry, AE with KLZR, will assume senior account manager at WWV.



Nicholas Paras

•Nicholas Paras, general sales manager of WTAG/WSRS in Worcester, MA, has been promoted to general manager.

•Mark Panetta has joined WNEZ/WRCH in Farmington, CT as general sales manager. He had previously served as general sales manager at KIIM-AM/FM in Tucson, AZ.

•WIND-AM in Chicago announces the following appointments: Lucy Diaz to national sales manager, and Manuel Flores and Miguel Guerra to account executives.

•WRKO-AM in Boston has promoted Barbara Morrison to senior director of marketing and promotion. She has served as the station's director of advertising/promotions for the past five years.

•WHTQ-FM in Orlando has named Ken Carson as program director.

•Rob Tonkin has been named promotion director for L.A.'s Pirate Radio KQLZ-FM.

•Bruce Carpenter joins all-news station WPTR-AM in Albany, NY, as afternoon anchor and reporter.



Rob Tonkin

WASHINGTON THIS WEEK

The FCC has upheld two Mass Media Bureau decisions returning applications for new FM stations in South Padre Island, TX and in Beeville, TX. Both applications had specified heights above the maximum for Class A stations within 199 miles of the Mexican border, and claimed that the FCC had failed to provide adequate notice of the Mexican border restrictions. In upholding the appeals, the FCC placed the burden upon applicants to know the status of broadcast agreements with foreign countries such as Mexico and Canada. The FCC also upheld a Review Board decision denying WRBQ-FM Tampa, FL's request to waive FM short-spacing rules for its facility upgrade application; upheld an Inspector-General decision denying parts of a Freedom of Information Act request by parties challenging Kaye-Smith Enterprises as former licensees of KJRB-790 Spokane and KISW-99.9 Seattle, WA; and reinstated its decision granting Claudia Bratton a new FM station in Montecito, CA.

ELSEWHERE...

Arbitron has announced that it has added a second, Fall ratings period in three smaller markets. Stations in Dothan, AL, Redding, Ca and Lincoln, NE will now be measured twice annually by Arbitron, beginning with Fall 1990 measurements. Arbitron new measures 166 markets in Fall and 262 markets overall.

Correction: KTNW-AM 940's format remains Easy Listening.

IDEAS THAT SELL

Pulse

To subscribe call
407-626-3774

DC Databank continued from page 25

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

			FORMERLY	BECOMES
AL	Huntsville	WKGL-1450	WFIX, standards	SMN Kool - oldies
AK	Wasilla	KMBQ-99.7	country	AC - oldies
AR	Greenwood	KVOG-1510	oldies	Headline - news
	Waldron	KRWA-103.1	silent	Unis. N-29 - CHR
CA	Kerman	KTAA-94.3	new	TNNR - country
	Paradise	KRIJ-92.7	country	KCHH, CHR
	San Diego	XHTZ-90.3	rock-CHR	dance-CHR Jammin Z-90
	West Covina	KGRB-900	standards // FM	adds SMN - standards
	West Covina	KBOB-98.3	standards	adds SMN - standards
CT	Norwalk	WNLK-1350	adult contemporary	Unis. AM - standards
DE	Bethany Beach	WWTR-95.9	rock	off air pending move
GA	Buford	WLKQ-FM-102.3	soft AC	oldies
	Buford	WLKQ-1460	WJYA, soft AC // FM	oldies // FM
	Cornelia	WCON-1450	country // FM	easy listening
	Gainesville	WGGA-1240	standards	soft AC // FM
ID	Moscow	KRPL-1400	AC	Unis. - oldies
LA	Thibodaux	KTIB-640	country	MOYL - standards
MD	Ocean City	WETT-1590	adult contemporary	off air pending move
MN	Minneapolis	WDGY-1130	country	news-talk
MO	Fulton	KFAL-900	country	adds TNNR - country
	Independence	KIDZ-1510	silent	black AC
NM	Lordsburg	KXXX-97.7	CHR	silent
NC	Bayboro	WJCS-97.9	new	SMN - country
	Cherryville	WCSL-1590	country	AC-oldies // WGNC-1450
	Shelby	WWMG-96.1	AC-oldies	oldies Oldies 96
	Thomasville	WTHP-98.3	oldies	R&B - oldies
OH	Marysville	WNRJ-105.7	new	dance-CHR Power 105.7
OK	Muskogee	KBIX-1490	country	adds SMN - country
	Sallisaw	KKID-FM-95.9	country	adds TNNR - country
PA	Coudersport	WFRM-600	country	adds SMN - country
	Reynoldsville	WDSN-99.5	AC-oldies	adds Unis. - AC
SC	Greer	WPJM-800	oldies	gospel
TX	Austin	KMOW-1490	SMN-oldies	SMN - standards
	Plainview	KVOP-1400	SMN-AC	SMN - country
VA	Altavista	WKHV-105.5	adult contemporary	country // AM
	Lynchburg	WLVA-590	AC/talk	religious contemporary
WA	Ruckersville	WXZY-92.1	new	AC Foxy 92
WV	Williamsburg	WMBG-740	adult contemporary	MOYL - standards
	Windsor	WXRI-107.7	new	BRN - business
	Colville	KCRK-FM-92.1	adult contemporary	adds Unis. - AC
	Ravenswood	WRZZ-106.1	CHR	Unis. N-29 - CHR

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

			FROM	TO
AS	KBQN(CP)-585	Pago Pago	Quality Media Group	William J. Kitchen
AZ	KGRX-100.3	Globe	Daytona Group of Arizona, Inc.	Allison Broadcasting Co., Inc.
AR	KIXT-1420/ KLAZ-105.9	Hot Springs	Noalmark Broadcasting Corp.	"KZ Radio, LP"
CA	KJDN(CP)-107.3	Madera	Madera FM, Inc.	Patrick R. Ryan
FL	WPFM-107.9	Panama City	Culpepper Comms, Inc.	Broad Based Comms, Inc.
HI	KAUI(CP)-103.3	Kekaha	Algoma Broadcasting Co.	B. Casey Stangl
ID	KATW-101.5	Lewiston	Alton & Timothy Woodworth	Reed Taylor et al
IL	WLIT-FM-93.9	Chicago	Viacom Broadcasting, Inc.	Viacom International, Inc.
IA	KGLR-93.5	Bettendorf	Valley Broadcast Ministries, Ltd.	Eternity Broadcasting, Inc.
KY	WPKY-1580/ 104.9	Princeton	Princeton Broadcasting Co.	Princeton Broadcasting Co., Inc.
ME	WXGL-1240	Lewiston	Airborne Broadcasting Co., Inc.	Christian Family Radio, Inc.
MI	WABX-990	Clare	Danaher Broadcasting, Inc.	Word Broadcasters, Inc.
	WCHT-600/ WGLQ-97.1	Escanaba	Philip Fisher et al	William R. Walker et al
WDEY-1530/103.1	Lapeer	WTHM Broadcasting Co.	Covenant Communications Corp.	
NE	KWBE-1450	Beatrice	ERM Associates	Community Media, Inc.
NV	KPAH-92.7	Tonopah	Sigmund A. Rogich	Sigmund A. Rogich Trust
NH	WKOS-930/96.7	Rochester	Salamanson Comms, Inc.	Bear Broadcasting Co.
NY	WCBA-1350/98.7	Corning	WCBA Radio, Inc.	Edlin Broadcasting, Inc.
	WBAB-1240/ 102.3	Freeport/ Babylon	Noble Broadcast of N.Y., Inc.	WBAB Radio Corp.
NC	WBTB-1400/ WZYC-103.3	Freeport/ Newport	Jacob Brown	Larry E. Brown
	WISP-1230/ WKCP-97.7	Kinston	Coastal Carolina Brdstrg, Inc.	CSP Communications
	WOFM-92.1	Moyock	Amrc Eagle Comets of VA, Inc.	Worm Radio Partners, LP

contin. d on page 28

Directory Of Services

DIRECT MAIL



When you need results fast, it's time for a powerful, sharp-looking direct mail promotion from BOOM MEDIA! Call today for information!

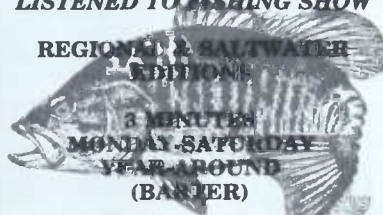
(804) 320-1137

PROGRAMMING

In-Fisherman Radio

NORTH AMERICA'S MOST LISTENED TO FISHING SHOW

REGIONAL & SALTWATER EDITIONS



CALL SHERRY FOR DEMO
(218) 829-1648

INCREMENTAL DOLLARS

National Radio Time-Sales Company Offers:

- On site development of in-house telemarketing
- "Do-it-yourself" manual for setting up your own telemarketing sales effort
- Actual time sales of your unsold inventory to turn it into additional revenue

No Boiler Rooms!

Broadcasting Associates
The Leader in Radio Advertising Telemarketing

714-727-0447 FAX 714-727-7008

BROADCAST CONSULTING



RADIO PLUS

THE OLDIES AUTHORITY

WE SPECIALIZE IN OLDIES, AND PROVIDE CLIENTS WITH

- RESEARCH • MARKETING • PROGRAMMING
 - SOFTWARE • PROMOTION • POSITIONING
- AND
RESULTS!

WOLD NEW ORLEANS FROM NOWHERE TO #1 25 54 IN 6 MONTHS

CONTACT: MICHAEL DALFONZO
1-800-872-2090

ENGINEERING CONSULTING

Engineering Support With the Owner's Perspective in Mind

- WASHINGTON BASED
- PERSONAL ATTENTION
- COMPLETE ENGINEERING SERVICES

Lahm, Suffa & Cavell, Inc.

Radio/TV Consulting Engineers for the '90s
9653 Lee Highway, Suite #25
Fairfax, Virginia 22031
Phone 703-591-0110
Fax 703-591-0115

PROMOTIONAL ITEMS

coyote metalworks

Hand-crafted Sterling Silver
LOGO PINS



AS LOW AS

\$5.97
each

Free Samples

(505) 344-6079

cm

EXPOSE YOURSELF



DIRECTORY OF SERVICES

- MAXIMUM OF 9 PER PAGE
- TYPESETTING INCLUDED
- WEEKLY FREQUENCY
- 3,500 MANAGEMENT DECISION MAKERS

CALL NOW
(407) 626-3774

RESEARCH

America's Best
Call-Out Research
Since 1977
Is Still America's
Best Value



Contact: Clark Roberts
Lynn Wiesner
913/888-3366

DIRECT MARKETING

Win the Next Battle in the Ratings War.

Weaponry: High impact direct marketing campaign custom-made for your station's competitive situation.

Advisors: Top broadcast marketing professionals with proven victory string and body counts.

G-2: Intelligence from recon of desirable targets and high diary return regions.

Strategy: Strike first. And hard. Hit 'em where they live (and work).

Broadcast Direct Marketing Inc.
305/662-9524



DC Databank *continued from page 26*

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

ND	KJKJ-107.5	Grand Forks	Justin D. Hoberg	Jeffrey J. Hoberg
OK	KTLS-93.3	Ada	Danny Joe Hoover	Washington Post Co.
OR	KBND-1110/ KLRR-107.5	Bend/ Redmond	r Combined Comms, Inc.	Central Oregon Broadcasting, Inc.
PA	WAVL-910	Apollo	r Andrew J. West	Cecil Clifton et al
TN	WPRQ-870	Colonial Hghts	Covenant Broadcasting Corp.	First Kingsport Broadcasting, Inc.
	WTNN-670	Farragut	r Barry rank Cummings	670, Inc.
	WCKS-93.1	Karns	CBS Broadcast Group	WCKS Broadcasters, Ltd.
TX	KSSQ-1140	Conroe	r Baldemar S. Benavides	Estate of Baldemar S. Benavides
	KODA-99.1	Houston	r Command Comms, Inc.	Command of Houston, Inc.
	KTLK-1460	Lubbock	r Baldemar S. Benavides	Estate of Baldemar S. Benavides
UT	KBZN-97.9	Ogden (part 1)	r J. Mattus et al	John C. Webb, Trustee
	KBZN-97.9	Ogden (part2)	r Utah Radio Brdctng Co., Inc.	Ut.Radio Bestg Co., Dbtr-in-Pss.
	KRPX-1080/ KPRQ-100.9	Price	Dart, Inc.	Michael J. Halloran
VA	WGH-1310/97.3	Newport News	Susquehanna Radio Corp.	Paco-Jon Brdcasting Corp. of VA
	WDXC-102.3	Pound	Southfork Broadcasting Corp.	WDXC Radio, Inc.
WA	WJRB-790/ KEZE-105.7	Spokane	r Apollo Radio of Spokane, Inc.	Apollo Radio Holding Co., Inc.
WV	WOAY-860/ WVMA-94.1	Oak Hill	Thomas Radio Co.	Adventure Comms, Inc.

Interview *continued from page 22*

months. It's a chance to get to know everyone again; not why are we putting a remote van here instead of over there. The stations have gotten a little more stabilized and that helps.

PULSE: *I heard something about a physical altercation at a convention.*

GAMMON: I wish it were an "officer and a gentleman" encounter. But, it was just someone sharing with me how he was unhappy with some of the things I was doing, that's all. It wasn't a big deal, it wasn't a hard slap. If it were a big incident, I'd share with you a big story and the background.

PULSE: *Do you have any leisure interests?*

GAMMON: In the last three months I've had more free time than I've ever have had because everyone runs the Radio stations. They do an excellent job. Our corporate office oversees the money side of the business. I love to work out. I have a boat. I water ski and go to the beach. It's like Ralph Guild says if you have time away from what you are doing you have time to put it all into perspective.

PULSE: *Do you get bored, since everyone at your stations and at the Brokerage house have everything under control.*

GAMMON: I would say that it is a different pace, but it is one where the moves are more critical.

PULSE: *Are there plans to go to 12*

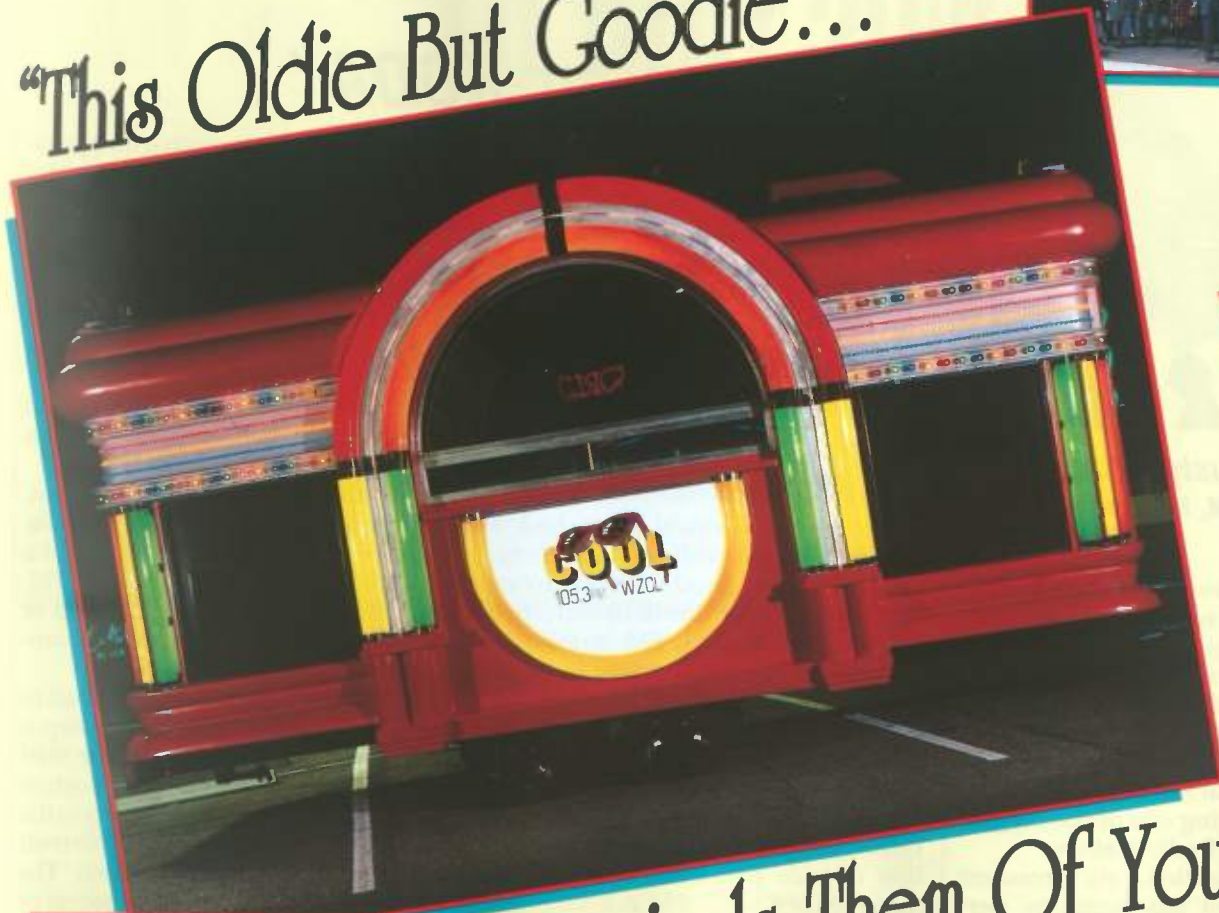
markets? Any tentative ideas of branching out into other related areas?

GAMMON: Jeff Smulyan is truly one of the best people in Radio. I think he set a good example. He did a lot of things; built a company, diversified. He did a lot of things right. Certainly we want to operate very well the stations we own, and only from that springboard can we continue to grow. It will be a while before we expand again. But, I'd also mention something else. Jeff Smulyan, I found in the last year or two in my travels, was one of the most highly-criticized people by people who really didn't know him, but who, I think, were probably uncomfortable with how much he had achieved because I never saw somebody treat everyone with as much respect as I saw Jeff treat people with at convention after convention. My point is, touching on the point of criticism, I was very surprised at how people almost universally chose him to criticize because, in my mind, he was the most successful guy in our industry.

PULSE: *Well, obviously this whole thing is not over, but you sound prepared to deal with that. You laid out the plans. They are well conceived, apparently legal and certainly aggressive.*

GAMMON: And they also benefit the public! And that is why everyone is so upset, because I am right. 

"This Oldie But Goodie..."



...Reminds Them Of You"



Nothing says oldies to your listeners better than a Juke Box... Just like the real thing, this Giant Juke Box™ dazzles your listeners with lots of colorful dancing lights and vibrant sound. In addition, it sits on a trailer, enabling your station to effortlessly pull this 27 foot-long remote studio to station promotions, live remotes or any event you want to dominate.

This thundering Juke Box will boost your station's image and sales! Let us show how you can have a Giant Juke Box at no cost to you and still generate 20 percent additional revenues. It's easier than you might think and can be done in any size market. Only one "classic" Juke Box is available per market. Markets are selling out fast. Call today to see if your market is still available.

407-626-3774

Patent Pending.
Warning: This advertisement embodies a proprietary design and concept owned by Streamline Communications Corporation and is submitted for marketing purposes and is not to be used or copied or disclosed to a third party except for uses expressly granted in writing. All rights are reserved by Streamline Communications Corporation.

Copyright 1990 Streamline Communications Corporation.

GIANT ROOM BOX™
INDUSTRIES

Innovative Ideas That Are Great For Radio.

a division of
Streamline Communications Corporation

Pulse

PROFILE

People Of Interest



Michael "Dusty" Black
VP/GM, KODA-FM, Houston, TX

It's a rough time for staff and management alike when a station goes through a change in ownership. Tapes and resumes are flying out the door, and everyone's thinking: What's going to happen? Will the new owners change format? Will I still be working here? If that's the case normally, imagine surviving one of the biggest transactions in Radio history.

"Without question, my proudest accomplishment has been the performance of the staff and management of KODA during the highly publicized, tumultuous sale from Group W to Command Communications," said Dusty Black. "The station not only survived, but flourished during what turned out to be a 50-week siege. KODA won the coveted Winners Circle award by a landslide for outstanding performance in the FM group in 1989. Additionally, our billing, profit and ratings all performed at record levels." The station only lost one employee during the convoluted negotiations.

In 1972, armed with a broadcast degree from Texas Christian University in Fort Worth, Black went to "the Big D" and landed his first Radio job: salesperson for KBOX-AM/FM (now KMEZ) in Dallas. AM Radio was still king.

"I was the first fulltime salesperson hired to sell the FM," he said. "My biggest competition came from the guys down the hall who sold KBOX—the great Modern Country overhouse. They sold the M at 10

"Encores for KODA"

percent of the AM rate as a bonus, while I was out trying to sell much higher rates." Somehow Black succeeded in establishing the FM's value. After nine months he was promoted -- to the AM sales force!

In all, Black spent 13 years with the combo. After four years, he was promoted from account executive to general sales manager. Then in 1977, with six and a half years as GSM under his belt, Black was appointed station manager.

Black's story could have had a familiar happy ending right there: local boy makes good. He had grown up in nearby Fort Worth to manage a well-respected AM/FM combo in Dallas. He had been active in NAB, RAB, several community groups and had served a term as president of the Association of Broadcasting Executives of Texas.

But bigger challenges lay ahead. In December 1986, he accepted the position of vice president and general manager of KKNK-FM in Oklahoma City, then owned by Swanson Broadcasting. A year later he was at KODA working for Group W, one of the oldest and most respected names in Radio.

The slogan for the group's parent company is "You Can Be Sure If It's Westinghouse." But within a few months, with a multi-million dollar deal at stake, nothing seemed sure to the staff. Similar circumstances have

been known to demoralize and paralyze other stations. Other managers have been known to let it happen. But at KODA, it was business as usual -- and then some.

"Our entire staff made a pact in May 1989 that we would focus on winning and let the corporate traders work out the final deal," he explained. "The result was we delivered Carl Brazell a \$35 million Radio station that he purchased for \$22 million."

Now that things have settled down, KODA is still what it has been for years -- a classy, successful Radio station. How does the 100 kw FM, with its own modernized brand of easy listening, maintain its high standards?

"At KODA, we're very involved in the Quality Process, and we keep it real simple. Everyone on our staff clearly understands how important their individual contribution is to the success of the Radio station. We treat each other as 'internal customers.' The results are obvious in the success of our Radio station."

But Dusty Black is still having fun. "I've never spent a boring day in my career," he said. "Each morning when I make the trek to work, a little twinge of excitement hits just before I pull into the parking lot. I can't imagine having a 'real' job."

Born: 1/5/48

Hometown: Fort Worth, TX

Bachelor of Arts degree in Radio, TV & Film from Texas Christian University, 1970

Account executive, KBOX/KMEZ Dallas 1972-76.

General sales manager, KBOX/KMEZ 1977-83.

Station manager, KBOX/KMEZ 1983-85

VP/general manager, KKNK-FM Oklahoma City, OK 1986-87

Named to current post in January, 1988

Currently lives in Houston area with wife Dawn (m. 1987). Has two children: daughter Jennifer, 16 and son Michael, 12.

Hobbies: hunting, fishing, snow skiing, collecting Southwest art and travelling.
Recommended reading: "Guerilla Marketing Attack" by Jay Conrad Levinson.

THE FASTEST WAY TO ADD 20% TO YOUR BOTTOM LINE

FAX FORM

For complete information on the way hundreds of stations have added 20 % to their bottom line by using our proven system for tapping value-added promotion dollars, just answer the questions below and FAX this form to us.

Find out why hundreds of sponsors have improved their business by tying into stations using our system.

- ☐ Are your clients asking for more promotions?
- ☐ Would you like to increase remote rates?
- ☐ Would you like to do more remotes/appearances monthly?
- ☐ What major client would you like to sell, but can't? _____

We'll fax back a plan to solve your problems!

Name _____ Title _____

Station _____ Format _____ Market rank _____

Number of key competitors _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

FAX (407) 626-2639

≡ Streamline Communications Corporation ≡



Your Best Source For New Revenue Is In The Yellow Pages!

Yellow pages advertising is the nations fastest growing advertising medium. With one sales call the yellow pages receive twelve checks from every customer in your market.

Most business people are interested in a second opinion on their yellow pages. Many companies spend more on yellow pages than with your station.

- * How much is a half page yellow pages ad?
(You'll be suprised!)
- * How Many dollars are in your yellow pages?
- * When is your yellow pages sales closing date?
- * When should you approach the yellow page problem?
- * R new revenue?

* **Retailer Merchant Workshops** * **Field Selling** * **Videotapes**



How can my station capture yellow pages revenue?

**Call Now For Free Yellow-Page
Selling Dates In Your Market**

(800) 255-9784

Divis c Was food, I 11 Vanco ver, 98684 (80 255 9784