

Premier
Issue!

RADIO'S MANAGEMENT WEEKLY

Pulse™

of Radio

Volume IV, Number 1 January 27, 1989

Adams-SRO Deal Still Intact

Reports that the sale of the SRO radio stations to Adams Communications is not going to close have been denied. Matt Mills, Executive Vice-President/Radio for Adams, says, "it just ain't so." Mills says the closing is still on schedule for late in February. Several stations in the group, including WBZN-AM/FM, Milwaukee, are being spun off separately which may account for the delay in closing.

SRO stations included in the acquisition include KZOK/KQUL, Seattle, and KDKO, Denver. Mills expressed optimism about the new group's future, in particular the Denver market.



Matt Mills

Bryant To WPLJ?

New York City may be Gary Bryant's next home. Successful Program Director/PM Jock for KUBE in Seattle is reportedly taking the helm as WPLJ resumes legendary calls under the leadership of VP/GM Dana Horner.

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Rx For Radio: Selling The Medium

The ad agency executive confessed that he hadn't thought about using national radio since 1965. "Well, since it's the silver anniversary of our exile," the radio executive replied, "why not try?"

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Pulsemaker Interview

Cable Entrepreneur Steve Dodge Jumps Into Radio

"Atlantic Ventures intends to be a substantial player in the business."

INTRODUCING INTEREP'S RADIO STORE EXECUTIVES

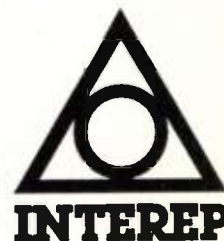
*The Radio Store*SM

INTEREP's Radio Store is one stop shopping for radio buying opportunities. The Radio Store is uniquely positioned to respond to expanding the role radio has in the advertising mix.

The Radio Store not only addresses new business dollars, but also extends to agencies and clients additional vehicles to support their campaign.

We believe that through The Radio Store we serve our client's best interest by doing what's best for the advertisers.

We are proud to introduce to you our Regional Executives who will be coordinating all Radio Store efforts.



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

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Introducing The New Pulse Of Radio

As a 10-year-old kid, I spent many an afternoon in my grandfather's old shaker rocking chair in front of our huge Magnavox radio (it even had a '40's-vintage FM tuner, if a station could be found) and listen to Art Roberts and the Silver Dollar Survey countdown every afternoon on WLS in Chicago. ("Did they really put the microphone up to the record player's speaker?") Like most of us in this business, I was hooked on the magic that came from that beautiful old box.

I've grown and Radio has grown. Radio management no longer conducts business as it did in the Silver Dollar Survey days, or for that matter, even the same way it did five years ago. Hence *The New Pulse Of Radio*. And in the Art Roberts tradition, I'd like to give you a countdown of why *The Pulse* will be your most important read on Monday morning.

Radio, Not Records

Radio already has several good trade journals. But we realize that the ever-growing stack of magazines and newsletters on your desk makes it harder and harder to keep abreast of what's happening when you have to sift through the pages for information that pertains directly to you. *The Pulse* is your answer.

The Pulse will not dilute your time with news about TV, cable, MDS, records, and irrelevant agency news. We won't tell you that Tiffany's latest single moved up four notches or load you down with any information unless it will help you run a better radio station.

A Weekly for Daily Business

We won't guarantee that every issue will add two share points to your 25-54 cells or double your sales while cutting commissions, but we do know that we will give you at least one good idea to improve your station. Take ten minutes to look us over each Monday morning and you will have a new tool for a stronger business all week long.

Troops from the Trenches

Most of the staff of *The Pulse* have been where you and your people are. Most recently, I managed a big AM/FM combo in a large (and wet) major market in the

northwest. For 24 years I've fought the same battles you fight each day.

Our list of writers and correspondents includes names and faces that I'm sure you'll recognize. Our owner, Eric Rhoads, a former group owner and 20-year industry veteran, saw an open niche when he heard from industry managers who were desperate for more in-depth information to make their decisions easier. So he bought *The Pulse* and refocused the magazine as a weekly Radio manager's journal.

Beyond CHR

Radio's key demographic deliver is not, as some would have you believe, exclusively 12-plus. There are adult radio stations that are very successful, but because they have no particular clout with the record companies, you read and hear little or nothing about them. Ninety-three percent of the radio business is written for demos 18 years old and over and we intend to help you develop your station where the dollars are.

We are a management-driven magazine. We believe that Radio, a gut-level, seat-of-the-pants business, needs to mix that intuitive feel with sophisticated management tools—tools you'll find in *The Pulse*.

We also believe that life in radio exists beyond the major markets. Though many trends and important events develop in the big cities (and we will cover those events in-depth), good ideas and great broadcasters are coming out of the smallest of markets as well. We hope to give Radio a boost by bringing good ideas, people and trends to light no matter where they originate.

So welcome to the premier edition of *The Pulse*. Our next publication date is February 24, and from that day on, we'll come to your office each week with the best publication in the Radio business. We're glad you're here and we promise we'll make your Monday morning.



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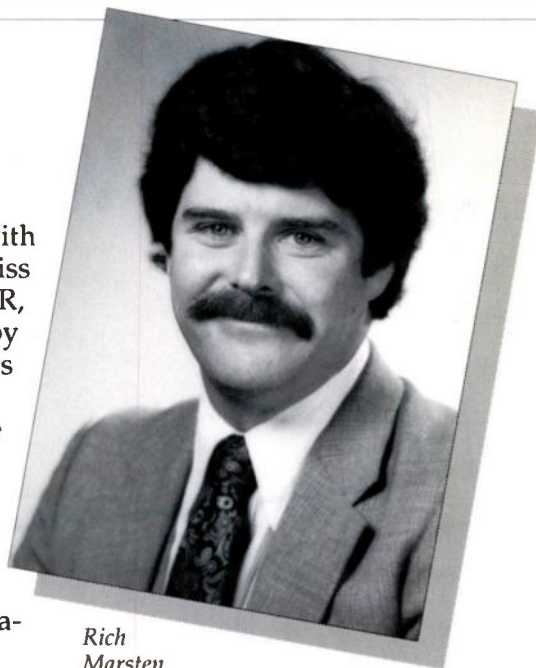
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New International Sales Combo In Philadelphia

Two competitive stations in Philadelphia have joined forces with one rep to build on each others' strengths. Soft AC WKSZ (Kiss 100) with strong female numbers and AOR legend WMMR, with equally strong male numbers, will soon be sold in combo by Katz. Every effort will be made to force the combo on all adult buys according to WKSZ VP/GM Rich Marsten.

Marsten said, "We've been working on this for months. We control what the reps sell...this just gives us and them a better tool to sell with." WKSZ had been repped by Hillier, Newmark, Wechsler & Howard.

Historically, most dual representation in major markets has been by default. In the future, industry leaders say more compatible combos will be put together for combo sales strength. Philadelphia billed about \$35,000,000 in national spots last year.



Rich
Marsten

National Seminar/Sales Meeting

Billed as radio's first national seminar/sales meeting, Adventures International (AVI) of San Francisco will link more than 100 radio stations together by satellite on February 15. Hosted by well-known radio sales training authority Jason Jennings, the first three-and-a-half-hour session is designed for retail clients. Sponsoring stations will hold the event in local hotels with Comsat receiving facilities.

The first half of the six hour meeting will deal with effective use of radio for the invited retailers. AVI will also have toll-free lines at each site so clients can ask questions of Jennings.

The second half of the 'sales meeting' will be for the sales staff alone. It will suggest ways of turning the attendees into new or better clients.



Jason Jennings

The satellite hookup will originate from the Alameda Plaza, a hotel in Kansas City. Call Harvey Borlaug at 800/541-0505.

Down Books Being Blamed On Soft Diary

Arbitron's new 'soft' diary (so-called because the heavy black lines between dayparts have been eliminated) was intended to be a genuine response to broadcasters' needs. The diary was designed in cooperation with the National Association of Broadcasters Committee on Local Radio Audience Measurement (COLRAM) to placate many concerns about the look of the previous diary. This fall though, many stations were upset with the results. In one particular market, Portland, Oregon, Dan Hern, VP/GM of KGON/KSGO is upset that the entire market fell 89 diaries short of the minimum required by Arbitron. And other markets around the country have GMs upset about the results of this book.

Arbitron responds that the COLRAM diary has improved response rates and stations will always find something to squawk about when their ratings decline.

Pulse Laugh:

When asked to list the proudest moment of your career one of the biographies *The Pulse* recieved listed "...having my name listed in SRDS."

WLEE Dark

Legendary radio stations on the AM band have been changing call letters, formats, or both in the past few years. KHJ, and WNBC are gone, KGW is Gold, KLIF is News/Talk and KFRC is Big Band. Now, Richmond, VA's legendary WLEE is literally gone; it was shut down last week. WLEE is owned by Ed Giller's Gilcom Associates which also has WFBG-AM/FM in Altoona, PA.

Industry speculation is that the reason was financial. But calls to Gilcom were unreturned at press time.

KKGO-AM To Go Classical

KKGO-AM/FM, Los Angeles, intends to drop their simulcast jazz format for Classical on the AM side. KKGO/AM has a construction permit to go to 25,000 watts, which at 540KHz should put a strong signal over the entire LA basin. The format change is dependent upon finishing the upgrade to 25,000 watts, but should occur by June 1, according to Operations Manager, Cal Milner. KKGO/AM will be California's only Classical music AM signal. There will be no format changes on KKGO/FM according to Milner.

Radio Ink™

Just heard that Eastman is going to pick up a major plum...all the Emmis stations. Could include equity in Eastman for Emmis.

Word is out in southern Oregon that KQIK, Lakeview, is about to install a new FM transmitter and bump their power to an awesome 250 watts. That and their lunch room toaster could cause brown-out over all the Northwest this summer...

In the other corner of America, WQIK, Jacksonville, FL, exhibited questionable taste by asking listeners to turn off their appliances and lights

at the hour Ted Bundy, convicted mass murderer, was scheduled to be electrocuted. Seems the station wanted to make certain that there was enough power to finish the job.

Is Miles David still *Red Hot On Radio*? Then what's the former RAB czar doing in cable these days? The Cable Advertising Bureau features David at their upcoming conference

telling cable operators how to get those co-op dollars.

Jacqui Rossinsky's being recently named President of HNW&H is thought by many to be a stroke of good judgement by the Interep Company. She has a reputation as a trusted strong leader in the firm and her stations like her enormously.... With Ackerley's acquisition of WBOS

Give Us Five Minutes... Just For Grins



The New Pulse of Radio magazine would like 5 minutes of your time to shoot your photograph. If you are attending the RAB-MSC, it will give us the perfect opportunity to get your photograph. Because we feel that when you're in the news, your photograph should be there as well.

At your convenience, stop by *The Pulse* portrait studio and let us take our best shot. Our goal is to shoot every person attending the conference. Then you won't have to worry that we'll print your high school graduation picture because it's all that was available.

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Radio Ink™

Radio Ink cont.

in Boston there is about to be a format hole for Country. Question is, who'll jump on the format as WBOS moves to Beautiful/Urban or whatever? Will GAF's stock manipulation charges create problems of the RKO magnitude for WNCN, New York's Classical outlet? Much gloom is reported there these days.

There is a certain hot-shot GSM about to leave a nice pleasant southern market for the rough and tumble of a major east coast AC. Wish him well.

What does former Malrite Research head, Jhan Hiber have up his sleeve? He's a bit vague about his next role to NOT have something interesting planned.

KOAQ, Denver, moving to Classic Hits is symptomatic of AC shakeouts that many markets will experience. Even major markets can't support five and six variations on the format.

Miami may heat up again this summer if the rumor of Buzz Bennett taking over programming at Evergreen's WAXY is true. Buzzy's CHR knack could make Miami fun all over again. WAXY brings one fine signal to the party...

Former Honolulu programmer, Jay Stone is landing in Las Vegas to begin his new consulting business.

We're interested in whatever news/information or speculation you've heard for Radio Ink. Call us with news, tips and rumors at 407/626-3774 and ask for the Radio Ink desk.



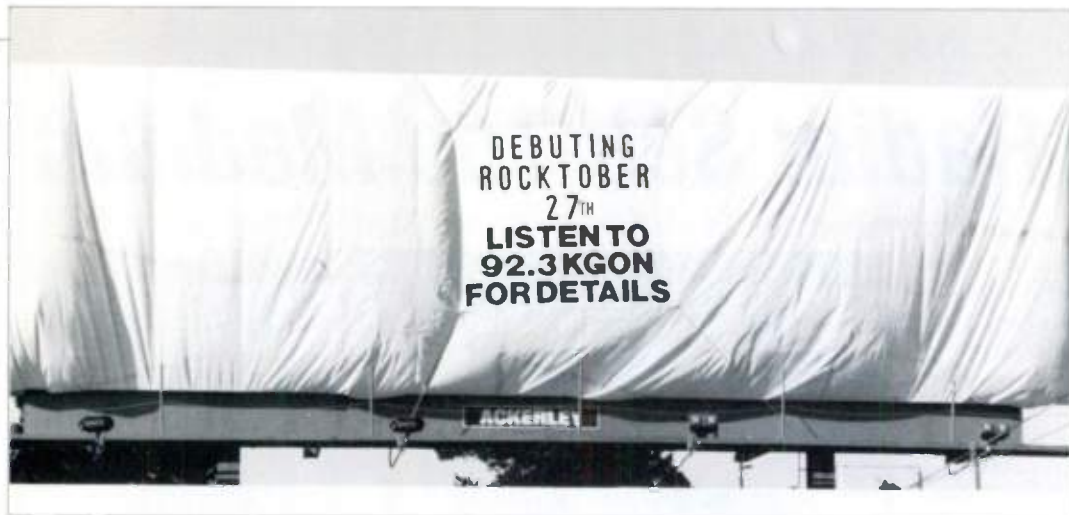
Pulse Retail Focus

PULSE POINT: Automobile accounts out of Detroit are turning into a major victory for radio these days. Have you tied these dollars to local dealerships? These dollars have also been showing up in National Spot. Maximize them by telling your sales staff of the major dollar commitment from the manufacturers (your rep will help). We still must SELL THE MEDIUM everyday.

Required Reading For Radio Managers

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of Radio

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SWEET ANTICIPATION.

It started as a great idea: make your advertising an event—And carefully build listener anticipation of the unveiling of your expensive hand-painted, one-of-a-kind, laser billboard.

A GREAT IDEA CONTINUES.

The unveiling is an event unto itself. Disc jockeys broadcasting live from the unveiling, local TV crews looking for a great visual and a now — drooling public waiting for a look.



Idea: Pam Solvang, Marketing Director for the Ackerley group.

VOILA.

KGON, Portland's laser billboard awed the crowd, wowed the media and stopped the traffic—especially at night when the lasers lit up the entire board.

Postscript: Two days later the laser was stolen. The technician sent to replace it had his tools and laser number two purloined as well. The now laser-less billboard still looks great.

Cover Story

by Jodi Goalstone

Rx For Radio: Sell The Medium

continued from cover

That recent, real-life rejoinder would probably have been unthinkable—and untried—just a few years ago. But to build and to uncover new national advertising dollars for radio, selling the medium has now become both the message and the mission.

"There is a clash of cultures between radio and national advertisers," says the Radio Advertising Bureau's (RAB) Danny Flamberg, Senior VP for Marketing and Communications. "We are an industry of small business people. We're lean organizations. We move fast, act fast, and can turn on a dime. And, we're intensely in touch with the marketplace."

In contrast, national advertisers are, for the most part, "large, established, entrenched institutions," he notes. "It's part of the nature of these companies that their people are in love with network TV. That's a given."

"We're assaulting the fortress while they pour hot oil on us. So, we've got to go around the back or find a way to tunnel through."

The re-education of the sellers is part of the answer. Whether the "students" are local market stations, rep firms or a national association such as the RAB, learning how agencies and advertisers do business is the key to successfully selling the medium.

"There are so many people in an agency, we don't (always) know who directs 'cause and effect,'" says Interop's Erica Farber Viola, Executive VP and Radio Development director. "Until we have that knowledge we don't have the right to say 'you should use more Radio.'"

The same learning process applies to advertisers, according to Emmis Broadcasting's Val Maki, VP, Corporate Sales Development. She recalled a recent presentation to a national advertiser and some initial "excruciating" moments until it was clear she



Val Maki, VP, Corporate Sales Development for Emmis "Broadcasting and members of Emmis' KSHE 95 FM sales staff in St. Louis.

**"There is
a clash of
cultures
between radio
and national
advertisers"**

knew their business. "I can't tell you how many Radio people I've had in here talking about RAB's," the client told her. They really needed help with incremental sales.

Concurs Farber Viola: "Procter & Gamble doesn't know—or care—who Interop is. We're not selling Interop. We're selling Radio and an ability to solve problems."

Sense Of Shelf

Development of vendor programs to build national dollars is one example of this burgeoning, burrowing effort.

This is a "fairly underutilized" selling strategy with great potential for radio, according to Susan Wagner, VP/Director, Katz Radio Group Marketing. "Manufacturers may have used vendor dollars for print and roto, but may not realize how they can use it for radio."

Although it's "trendy" and fashionable to talk vendor dollars in

radio these days, the effort requires both expertise and long-term commitment, according to Maki, who created and oversees a group-wide vendor/co-op program.

"You can't go in and talk ratings and demographics. You need to know about the product and what the deal periods are. You can succeed if you talk their (the manufacturers') language because they're looking for help."

Radio's ability to move product and its links with local retailers who control shelf life and ultimately, survival, can be a compelling sell to manufacturers of apparel, athletic wear, food, health and beauty aids, pharmaceuticals and the automotive aftermarket, Maki maintains.

Brand Stand

A second selling point which requires advertisers' language comprehension is brand image and identity.

"Advertisers are realizing that promotions are something they'd like to see go away," says Interep's Ellen Hulleberg, President, The RadioStore.

A Crest brand manager knows if that brand is specially-priced one month, Colgate is sure to follow the next. "That hurts the bottom line without reinforcing the brand," she says.

With that in mind, Interep, Katz and others have launched efforts with major package goods advertisers to show how radio can play a dual role: Tie short-term sales gains to long-term brand development. Some advertisers have already gotten the message (see sidebar).

RAB's Flamberg believes in that brand of thinking and he projects a good percentage of future growth in national radio will come from internal pressure within these megacompanies where the success they've had with one brand is grafted to others.

"Look at Procter & Gamble," he notes. "Five years ago, they were just sticking their toe in the water" with national radio advertising. "They spent a couple million; now they



Erica Farber Viola, Executive VP/Radio Development Director of INTERP.

spend over \$30 million. The same is true for Carnation, General Foods, Nestle and General Motors."

Externally, this strategy can also motivate the competition. "Radio has force-fed itself with the theory that advertisers want exclusivity," says Maurie Webster, President, New York

Market Radio (NYMRAD). "What they really want is to be where their competitors are."

Indeed, Motel 6's success with network and spot radio has lured other lodging chains to consider the medium. Knocking on radio's door now are chains such as Red Roof Inns and EconoLodge. These are "accounts (radio) people wouldn't have put on their hit list before," comments Radio Network Association President Peter Moore.

Revenue Enhancement For Radio

Overall, answers to how and where radio will acquire additional national business in 1989 can be found in some key 1988 numbers, industry professionals say.

Radio Expenditure Reports (RER) data through November 1988 shows slippage in some stalwart categories—categories which account for about 35 percent of national business, according to Eastman Radio President Carl Butrum. Those accounts

Dress For Success: Radio's Brand-Building Is In Fashion

In retailing, fashion-forward is a style statement. But for one women's clothier, it describes an innovative use of Radio.

When Manhattan-based St. Gillian launched a media campaign last fall, it set two precedents: it was the 18-year-old, \$100-million company's first-ever consumer campaign and it was the first time an apparel maker used Radio to build brand image and awareness.

"We're a case history in the Radio area," says Sy Parker, VP/Media Director at Burkhardt and Christy, the New York ad shop which convinced St. Gillian they could sell a visual product on Radio.

Four to six stations were selected in New York, Los Angeles, Dallas and Atlanta for the five-week campaign, complementing a print effort in

magazines like Vogue and HG. The agency buy focused on MOR, news and classical music stations in those markets to reach women 35-54 with incomes of \$50,000 and up.

In an interview for a New York Market Radio (NYMRAD) marketing profile of the effort, agency VP/Management Supervisor Heidi Jenkins said Radio is part of "a long-term strategy. The radio advertising was not meant to have people go in and buy a dress, but it certainly boosted awareness. We're going to use Radio again."

Currently in the works is a followup campaign using the same creative, a musical allusion to "When the SAINTS Go Marching In," in New York and Los Angeles. Details and kickoff dates were not final at press time.

Sell The Medium

which nosedived in 1988 compared with 1987 expenditures, according to RER data, include: Airlines/Travel/Shipping, down 10 percent; Beer/Wine, down 14 percent; Soft Drinks, down 7 percent; and Farm, down 18 percent.

Butrum's prescription for 1989 is to "spend our time in the categories where the growth is," while not forsaking major revenue sources such as Travel, Soft Drinks, Gas/Oil and Food.

Bright Ideas

Butrum's "bright spots" for 1989 are also based on 1988 data: Automobiles, up 30 percent over 1987, according to RER; Entertainment, up 46 percent; Restaurants up 35 percent; Retailers, up 41 percent; Telecommunications (including telephone companies/services), up 19 percent; Financial Services up ten percent; Computers, up 56 percent after a 1987 sales slump.

At the top of this group, which Butrum says accounts for about

**"We brought
(the game)
Balderdash
to radio, by
marrying (the
marketer's) public
relations and
promotional needs
with media."**

20 percent of national business, are the Financial Services, Services, Stores and Restaurants categories.

In the Services category, Butrum sees advertisers buying "the immediacy of radio for things to promote

right now, whether it's AT&T or a restaurant promoting an item on the menu."

Katz' Susan Wagner monitors industry trends to flag potential business for radio. Among the areas she sees as ripe for radio are high-tech companies, especially voice/data communications and service-driven businesses such as recruitment firms.

Katz also parlayed board games into a new business category in 1988. "We brought (the game) Balderdash to radio," says Wagner, "by marrying (the marketer's) public relations and promotional needs with media."

RAB's "big picture" includes developing big spenders who allocate little in national radio.

Pet Foods, for example, notched \$264 million in national ad spending in 1987 according to Advertising Age. Radio's share: a paltry three percent. Computer software is also virtually virgin territory, with radio netting only six percent of the total \$351 million in national media spending in 1987.

Although mass merchandisers seem to be using the medium more, there are plenty of untapped sources, according to the RAB.

K-mart uses radio for its photo developing and automotive departments. But when the retailer launched its Jaclyn Smith fashion apparel line and its Martha Stewart cookware/gourmet department, "they didn't spend a penny on radio," says Flamberg.

The real question, radio industry professionals agree, isn't 'who's right for radio,' it's 'who isn't?'

"I don't think there's an area in which radio can't grow. I don't think there's a protected category we can't get into," says RNA's Peter Moore. "Advertisers want to sell product. If you can show them a way to do that, they'll try it."

Agrees NYMRAD's Maurie Webster: "There are no non-radio accounts. There are just those who haven't been sold."

Jodi Goalstone is a New York based writer specializing in radio.



Susan Wagner, VP, Director KATZ Radio Group Marketing.

\$118,000,000

**Legacy
Broadcasting, Inc.**

\$65,000,000
Senior Notes due 1993.

\$53,000,000
Senior Subordinated Notes due 1994.

We arranged the private
placement of these notes.

A corporation formed
by

**Legacy
Broadcasting, Inc./
Sillerman
Acquisition Corp.**

has acquired through merger
100% of the outstanding stock
of

**Metropolitan
Broadcasting
Holding Company**

owner of

WNEW-AM
New York

WNEW-FM
New York

WMMR-FM
Philadelphia

KTWV-FM
Los Angeles

KRLD-AM
Dallas

The Texas State Networks
Dallas

in a transaction valued at
\$306,000,000

We initiated this transaction
and represented the buyer.

**Metropolitan
Broadcasting
Holding Company**

\$95,000,000
Senior Notes due 1991.

We arranged the private
placement of these notes.

**Command
Communications, Inc.**

has acquired

KJOI-FM
Los Angeles

KRLD-AM
Dallas

KHOW-AM
Denver

KSYY-FM
Denver

The Texas State Networks
Dallas

\$145,000,000

We represented, and
provided equity to the buyer.

\$162,000,000

**Command
Communications, Inc.**

\$72,000,000
Senior Notes due 1996.

\$50,000,000
Senior Subordinated Notes due 1998.

\$25,000,000
Junior Subordinated Notes due 2000.

\$15,000,000
Preferred and Common Equity.

We arranged the private placement
of these securities and purchased
Preferred and Common equity.

Sillerman-Magee

150 EAST 58TH STREET • NEW YORK • NEW YORK 10155
ONE OF THE SILLERMAN COMPANIES

Steve Dodge: Radio's Next

Steve Dodge might not know the difference between a '55 Buick Roadmaster and a new FM transmitter. It may be that the success of his new radio group, *Atlantic Ventures* won't require that he know the difference either. Station ownership has long been the ultimate aspiration of radio operations people. Disc jockeys, newsmen, and sales people have all dreamed of being at the helm of their own operation. But non-radio people like Steve Dodge, who are new to the business, have a strong financial, rather than radio, background. Dodge is one of a growing number of owners who have never sold an ROS package or punched out call letters after each record.

After 10 years, Dodge sold his company, American Cable, with more than 500,000 subscribers in New York, Chicago, Ft. Lauderdale, Boston, Chicago and Los Angeles to Continental Cablevision and chose radio as his next venture.

Pulse: *Cable is very hot these days. Why would you sell a top 25 MSO (Multiple System Operator) and jump into radio?*

Dodge: On a personal level, I had been doing cable for 16 or 17 years, counting my time at the bank (The Bank of Boston)...and ten (of those) years as an entrepreneur. The company (American Cable) had changed character, growing from a relatively small situation where you knew everyone, into a situation where we employed over 1,800 people. The whole tone and management style of the company changed to where I didn't find the last couple of years there as satisfying.

Also, frankly, I had concerns about cable. I think it is still a very good business, but I felt the cable system market was overpriced. We found ourselves unwilling to pay the kind

of prices that some other people were willing to pay.

I think for now, radio is and should be our main focus, because it's not the kind of business you can diddle at and be successful. Radio has a good upside for us right now.

Pulse: *Why not TV?*

Dodge: I don't like TV. Cable has, and will continue to take share away from the networks and the indies. I'm not

**"I think for now
radio is our main
focus and needs to
be, because it's not
the kind of business
you can diddle at
and be successful."**

sure that the advertising community appreciates the extent to which that has already happened.

Pulse: *Does Radio strike you as a 'mom and pop' business?*

Dodge: Radio has a structural problem. We (American Cable) were the 22nd or 23rd largest cable company. But even at that level, if we had deployed the same amount of capital in radio as we had deployed in cable we would be by far the largest radio player in America. This business has fewer zeros in it.

And yet, as people become larger in radio, they start casting about for other fields to operate in. And the history of radio groups that are buried in big

companies is not very good. Yet, if you've got ambitions to really do a number in the business world, radio is very limited.

Pulse: *To overcome that 'fewer zeros' objection, would you favor abolition of the Triple-12 rule?*

Dodge: I don't think there should be any kind of ceiling. The concern historically is the power to influence and change people's thinking. Compare that to the TV networks or the major cable networks. I mean those things reach every market in America.

I'll make you a bet. In the near future the (triple 12 ownership) rules will be substantially relaxed. I really have no factual basis to say that, it's just logical.

Pulse: *Give us a quick rundown on the Atlantic Ventures station group.*

Dodge: We're in four markets: Boston, Syracuse, Rochester, and Burlington, Vermont. We have AM/FM combos in all those markets, though the AM in Syracuse is just a CP at this point.

Boston, like any other urban market, is inherently attractive and growing. It's very crowded...for example in the AC area there are five or six players. It's unusual in that Boston has four very strong AMs. We happen to have the best of that group (WRKO).

There is room to grow with our FM (WROR) and that's obviously where we are going to be concentrating on audience share, but our real opportunity is in converting that audience share more efficiently into revenue share.

Pulse: *Have the stations been underperforming their audience share?*

Dodge: Somewhat. It has been primarily the result of the license situation. (The licenses of both stations have been in question with the FCC for some years.)

Pulse: *Tell us about your other markets.*

Big Player?

Dodge: In Rochester WRMM is soft AC and WEZO is Big Band. WAQX in Syracuse is AOR with a nice niche that we can build on. And in Burlington, Vermont WXXX, better known as TRIPLE X, is CHR with WDOT on the AM side.

Pulse: You paid \$28 million for WRKO/WROR. Do you think radio is reaching the top of the price escalation?

Dodge: I wish I was smart enough to know the answer. The turnaround situations are difficult to finance and therefore difficult for a lot of people to buy. But if you get into an attractive franchise station in a good market, I think prices are as high now as they've ever been and I don't see any reason for that to change dramatically in the near future.

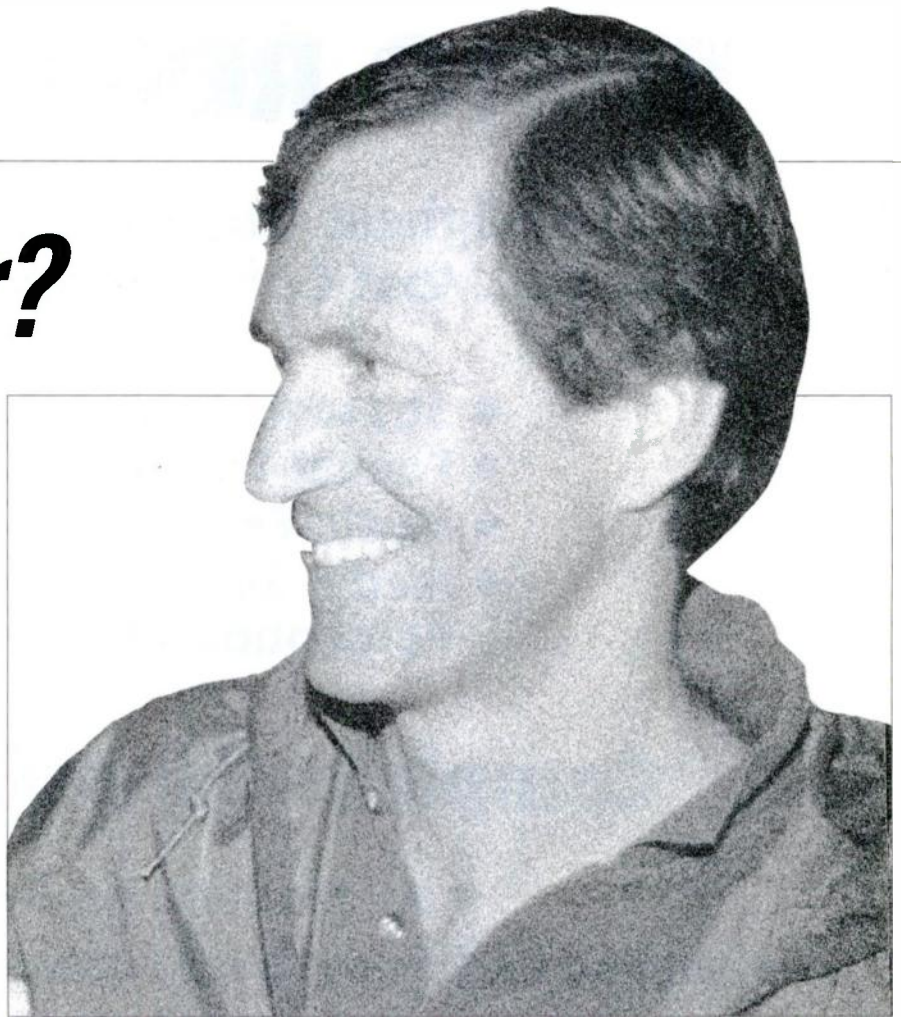
Pulse: But we have seen some shakeout in medium markets.

Dodge: Yes, but right now there are truckloads of money out there for certain operators. And as long as there's this sort of mindless objective on the part of a lot of people to become big in radio, and that translates into 'we've got to have X number of stations in major markets', I think you're going to see pretty strong prices.

I think that if you can find the right niche and the right management and the right market opportunity, you can really do a number on the numbers in radio. I don't think we've shown that we can do that yet, but others have and I suspect over time we will too.

Pulse: This is a business with a good deal of change. The top five adult stations in most markets are a different list than three years ago. With this much change, do the dynamics of radio scare the investment community?

Dodge: I think the investment community is capable of distinguishing between managements. There are



some proven radio operators out there that may not win in every market on every day, but if you give them 5 to 10 stations to own and operate, they're going to win in a majority of them. Those guys are financially and will

continue to be financially.

Pulse: And what about some of the 'other' deals?

Dodge: What I think I find a little scary are some of these scotch-tape-and-bailing-wire financial structures that are all debt. To the extent that these situations unravel, then I think some of this frenzy can wear off. I think the smarter Wall Street firms and smarter banks pretty much avoided trouble, but they're still very eager lenders for certain management.

Pulse: What long range plans do you have for Atlantic Ventures in radio?

Dodge: I don't think it would be prudent to charge into four or five major markets on day one, but we'd like to have ten to 12 FM stations with an increasing emphasis on larger markets over time. We want to have a handle on what it is we're doing before we get exposed to too many major markets. We intend to be a substantial player in the business.

—JDW

ATLANTIC VENTURES, INC.

40 Peach Street
Manchester, MA 01944
508/526-8132

Steve Dodge, Chairman/CEO
Eric Schultz, President/COO
Jim Herron, VP-Programming
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Selling Radio

by Dwight Case

Back To The Future

Radio sales department heads have made quantum leaps in sales technique training, leaving behind the days when they handed their new soldiers a copy of the Yellow pages and said "Here's your account list—knock 'em dead." The number of new tools grows every day; new technologies, marketing strategies and gimmicks abound. But as sophisticated as Radio sales has become, that "Yellow Pages Syndrome" still afflicts the troops in the trenches.

Goals, bonuses and other employee incentives (along with the occasional prayer) have augmented these new techniques, pushing the radio sales staff out of the boiler room and into the electronic age. Sales consultants like Norm Goldsmith, Greenwood Systems, Chris Lytle, Chris Beck, Don Beveridge and the Radio Advertising Bureau have provided the professional leadership in this transition. Their changes have pervaded virtually every transmitter from New York to the smallest college town.

Throughout this process of change two basic selling tools continue to evolve:

Telemarketing

Telemarketing is tailor-made for the clients the account exec never has time to stop and see, and it comes in several different forms.

Companies that provide *only* telemarketing to others as their single profession can be very cost-effective. They call the customers the station wants called and sell exactly what the station wants sold. The station provides the targets and ammunition, the company takes aim and fires. This approach is ideal for the station that can provide a comprehensive selling package which can be explained to a sponsor by someone not conversant in the radio language. It works par-

ticularly well in sports and special events categories. These companies can also be used to set up "hard" appointments for station salespeople.

Telemarketing trainers may also be the answer. They come to the station and teach the in-house sales staff the latest telephone solicitation techniques. If salespeople are carefully scheduled and supervised, this kind of duty, performed *part time* can be quite profitable.

Alternative three is for the station to hire its own full-time in-house telemarketing team: five good people selling simple promotions and sponsorships, making appointments for new outside salespeople (and follow-up after the visit), and making marketing calls to customers. No one needs to be reminded of the importance of questions such as "Everything OK?" "How can we help you?" and "What do you need from us?" are in a sales effort. They generate powerful questions, and powerful results. Consider: five people make 50 calls a day—that's 250 contacts.

Direct Mail

Although it has been around since the days Cadillacs had tailfins a foot high, Direct Mail has grown with the sophistication of the marketplace. Mailing and followup are the keys.

Like telemarketing there are Direct Mail companies that handle everything for the station. They write the letter, print it, buy the correct mailing list, affix the label, lick the stamp and provide the station with a list of the recipients for the followup.

The in-house sales staff can also purchase lists that contain every category the station wants to target—all the florists, all the auto dealers, all the restaurants, etc. The trick then becomes knowing the peak months to hit each category (calendars are available from the RAB) and mailing



Dwight Case

.....
two or three offers to a particular client 60 days ahead of the peak month.

The really savvy sales staff will combine these two tools to further hone the cutting blade. Mail followed by telemarketing six days later, followed by more mail, followed by more telemarketing, finally followed by a live salesperson is a force very difficult to ignore.

Telemarketing and Direct Mail doesn't have to stop there. For the program department, companies can provide lists of special demos, hot zips, or carrier routes for virtually everyone in the listening area. Stations can (and should) have a data base of every listener who entered a contest or called in for information. Names and addresses of regular listeners are a given and should be contacted for Thanks, Offers, Follow-up Information, Tickets, Contest Data, Special Records, T-shirts, and all other special promotional material, which is a great way to recycle listening!

Once again, the math tells the story: If 17 salespeople and seven DJ's send ten pieces of mail every day that's 240 contacts a day, or a considerable 62,400 a year. A sales force this well-armed will be a major force to be reckoned with as the 1990's get underway.



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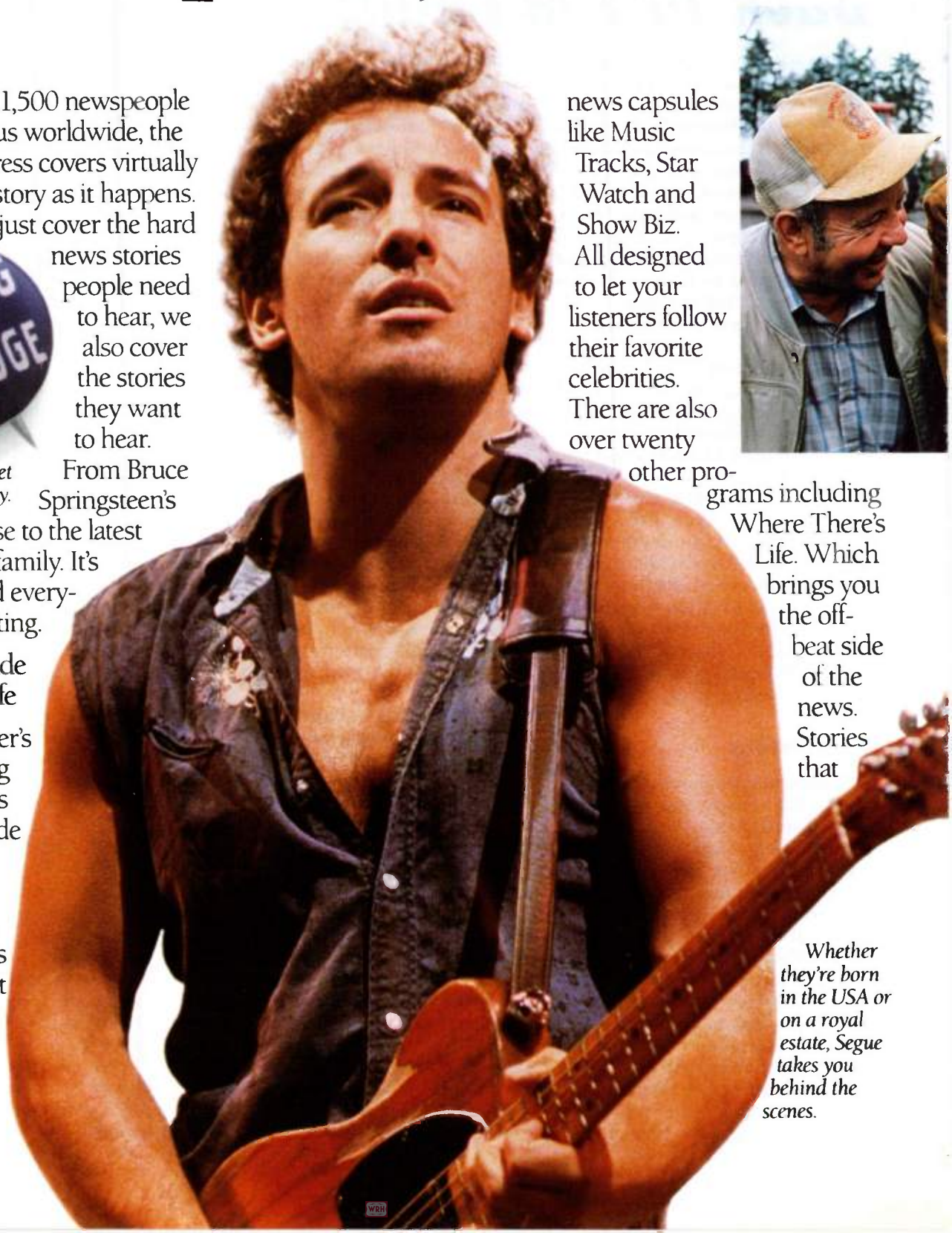
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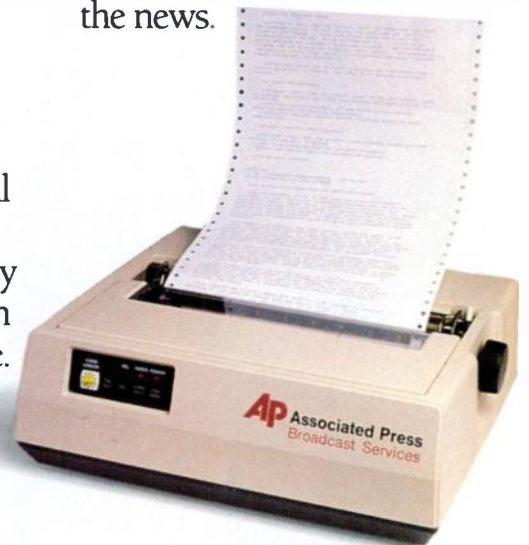
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Associated Press Broadcast Services



Programming

by Richard Mahler

New Formats: Return Of AM's Glory?



Can AM Radio stations succeed in today's market? One look at WJR Detroit, KGO San Francisco, KMOX St. Louis, WGN Chicago and KDKA Pittsburgh brings a resounding "yes." But even beyond those well-known and long-term success stories, there are many AM stations that have become or remained successful during the past several years.

How have these and other stations managed to hang on to their audiences in an age when FM has grabbed 75 percent shares?

In the Ft. Lauderdale suburb of Pompano Beach, Florida, WWNN general manager Joe Nuckols has carved out a niche for his station with "motivational" programming. His is one of a handful of AM stations that are featuring three-to five-minute segments from audio cassettes marketed by such professional motivators as Zig Ziglar, Leo Buscaglia, Norman Vincent Peale and others. Much of Nuckols' material is licensed from Nightengale-Conant Corp. (N-C), which handles nearly 200 motivational experts. N-C even purchases time on the station and provides an 800 number so audiences can order the tapes they have just heard.

Although the Motivation format has not broken any ratings records, it has attracted significant interest from advertisers looking for upscale, competitive business executives. WWNN, which signed on in fall 1987, is distributing its programs as the Winner News Network to WNNW-AM Salem, New Hampshire and WCRM-AM in Jackson, Mississippi.

One of several motivational stations operating independently is WMMW in Meriden, Connecticut, which uses tapes from Bantam, McGraw-Hill and others. According to operations manager Don Clark, WMMW's time sales grew by 30 percent in the month



Norman Vincent Peale

..... following its September 1st switch from adult contemporary.

"The ad revenue has been tremendous," says Clark. "It's a Yuppie format and we're in Yuppie Heaven here between Hartford and New Haven. Clients include foreign auto dealers, health clubs, banks and trendy restaurants.

"Consistency and credibility are the most significant strengths we have to offer. If you have a product that is truly good and promote and market it effectively, people will tune in."

"We're very pleased with it financially," he adds. "We don't subscribe to Arbitron, so I don't know what our ratings are. We're looking to do well, but I don't think this is a format you can listen to for a long period of time. Our slogan is 'Give us one hour and we'll help you get through the other 23.'"

The death rate among such innovators is high. The All-Comedy format, popular just four years ago, has dwindled to a couple of healthy sur-

vivors. "We're grooming ourselves for national syndication," says Jeff Elkins, Program Director of KMDY, Thousand Oaks, California. "That's where we hope to make the big bucks." Elkins labels his 24-hour comedy lineup "moderately successful, although moreso financially rather than in the ratings."

With only 500 watts at 850 KHz (250 nights), KMDY covers only 25 percent of the Ventura, California market, netting 1.5 shares or lower, which is about what it drew with A/C and Sports.

"We're doing well now, especially in our immediate area, but the (A/C) FM side carried us for a long time," concedes Elkins. He says the format's saving grace is its broad appeal. "We have people from 40 to 60 listening. Everybody loves comedy. It's the most generic format I've ever seen."

Although it pulls less than a one share in Los Angeles-area books, Pomona's KMMY (K-Money) has steadily improved during its 22 months as a 24-hour financial news station, according to Executive Vice President Vera Gold.

The station, with 5,000 watts at 1600 KHz, converted from nearly-bankrupt KWOW, an oldies station, in 1987 and now distributes its Money Radio format to 19 other outlets.

"Our sales revenues are increasing all the time," claims Gold, declining to be specific. "We'll be syndicated in New York, San Francisco, Phoenix, Tucson, and Little Rock later this spring."

In contrast to Money Radio's older-skewing service, the Satellite Music Network is aiming for 18-to 24-year-old demographics with its "Z-Rock" heavy metal format. (See separate SMN story on p. 31) "The audience is incredibly loyal," insists Lee Abrams, the consultant brought in by SMN to shepherd Z-Rock, which was

Can Radio Regain It's Glory Days?

launched two and a half years ago. "They will look for it and find it on the dial anywhere in the country." Abrams' goal is to create "the MTV of Radio" on the 14 stations (12 AM) that carry the format.

Although Z-Rock is now branching into FM, Abrams says "the new AOR" has had its biggest success on former Top 40 *daytimer* KZRC-AM, Portland, Oregon. In Arbitron 18-34 adults, KZRC jumped from a 1.2 share last spring to a 6.0 last fall. In afternoon drive, the station claimed an 8.2 share 18-34 adult demo, which almost beat AOR-dominant KGON.

In San Antonio, KSJL-AM dropped its Top-40 format last November and doubled its 1,300 AQH listenership within a month, according to Birch research (M-Su, 6-12 Mid).

But heavy metal isn't the top choice among 120,000 people in and around Bloomington, Illinois according to Don Munson, Program Director of full-service WJBC-AM there. "We're a local station that's committed to local broadcasting," he states simply. "We try to cultivate the attitude that the community really owns us and they treat us almost as a public utility."

WJBC pulled a 33.8 (12-plus) share in the Arbitron book last spring, up from 1987's 30.0 but down from the 36.2 of spring 1986. "We're only 100 miles from Chicago and we have five stations in our market," Munson points out, with ten outside signals listed by Arbitron. "It's an increasingly tough fight to hold on to our shares but we're doing pretty well."

Like WOR in New York, WJBC has an eight-person news department and a full-time farm director. It airs Illinois State play-by-play plus lots of local call-in shows and remotes, but eschews network talk.

"We carried Larry King ten years ago," recalls Munson. "But our audience would hear sirens in the middle of the night and be annoyed when we weren't there to tell them where those fire trucks were going. That's what local radio is all about."

WJBC employees are as loyal as listeners, it seems. Munson is filling his



WNNN's Joe Nuckols

first full-time on-air vacancy in ten years. "We have respect for our audience," Munson replies when asked for the secret of WJBC's success. "We don't talk down to them. We hire good communicators who are heavily involved in the community."

In Portland, KEX-AM general manager Clint Sly has brought his full-service adult-contemporary station respectable numbers after the 50kw outlet at 1190 KHz nearly disappeared from the book five years ago. "The bottom line is, we [Great American Entertainment] made a commitment to our product," explains Sly. "AM is a tough row to hoe but it's not brain surgery."

Like most AMs, KEX does best with the 25-54 age group, ranking sixth in the market with a 5.7 share of that demo last fall. That's up from that summer's 5.0 and spring's 5.5 share, but down from the 6.0 of fall 1987. KEX slipped only slightly to a 5.9 last winter and a 5.5 in spring (Arbitron 6-12 mid., M-Su).

"Instead of doing as many have done and cutting back on news, sports, weather and supporting elements, we beefed them up and made the product better," says Sly, mentioning KEX's helicopter, tow truck and airplane. Besides frequent traffic updates, programming includes local news, sports and call-ins, plus ABC Network news and talk.

"Consistency and credibility are the most significant strengths we have to offer," Sly believes. "If you have a

product that is truly good and promote and market it effectively, people will tune in."

In Phoenix, KOY general manager Mike Horn discovered that being the oldest station in town did not translate into listener loyalty, as his news/talk lineup slumped to a 1.5 share last summer. Last November 10th the 5kw station switched to Transtar's "AM Only" Nostalgia format and the ratings quickly improved.

"In our target demo of 45-64 we experienced some tremendous gains," says Horn, adding that KOY carries ABC Talkradio programs at night. "Our average-quarter-hour (Arbitron numbers) in mid-day went from 900 to over 2,300 over four weeks, so we're really excited."

Chick Watkins, Transtar's program director for "AM Only" says it's too soon to tell whether KOY's upturn will last. "But we have had some definite success stories during our 2 1/2 years on the air," he contends. Arbitron-rated 12-plus examples include WEZO [formerly WNYR Rochester], which grew from a 2.9 share last spring to a 3.4 in the fall, and New Haven's WAVZ, climbing from a 4.4 to a 4.8 over the same period. In Pittsburgh, WJAS increased from a 3.3 share last spring to a 4.2 in the fall book, while Seattle's KIXI turned in a 3.6 for fall, 1987 and a 4.2 in the last quarter of 1988. After adding "AM Only" in mid-year, Sacramento's KXOA improved from a summer 2.5 to a fall 2.7 share.

Watkins says his format targets the 35-44 age group with an emphasis on the hits of the 50's and 60's. "You've got to be something unique in your market to succeed," he contends, decrying a dependence on research that has left many stations sounding alike. "Too many AM stations try to play the game of FM. You have to bring something that isn't there already, like nostalgia, news/talk or country."

Richard Mahler is a writer specializing in Radio, Television and Cable Broadcasting. He lives in Santa Fe, New Mexico.

Three Keys To Coping With The New Age Of Radio

The nature of business is change, and in Radio, changes are measured in minutes. Mergers, acquisitions, world markets, deregulation, demographic flux--all are dramatically fluctuating standard operating procedures for sales organizations, particularly in Radio. In the next 60 months the pace will quicken further; evolution will be replaced by revolution and as a medium, Radio must address the future.

Selling and marketing are at the core of these changes and the Radio industry must come to terms with the fact that the days of extended competitive advantage are over. There will be no more long-term domination by one station over others in any market in product (the ratings) or price (the rates). Success will come to those who market their product using three critical keys: *customer-focused positioning, adding value to every sale and systems-type marketing.*

The old "small market/large market" reasoning crutch will no longer apply and the demographic and "book" justification will become obsolete. The party-focused, personality-oriented salesman will fail. And, more than anything else, both AM and FM stations with lesser ratings could, in fact, be the generators of the most revenues and increased profitabilities.

These changes are happening now in the sales and marketing activities of the more successful and competitive stations. An astounding case in point: the New City Associates' Syracuse, New York station recently closed a \$285,000 deal with the client not knowing anything about the ratings, what rates it was paying, or whether the spots were 30's or 60's. It didn't know where in the day or week

the spots were going to air and proceeded without the knowledge of their agency.

Buyer/seller relationships will continue to be important of course, and demographics will be of interest to time buyers, retailers and so-called "media queens." There is little doubt that format and on-air personality

performances will influence the advertiser but the omens dictate they will no longer be the dominant issues generating sales of 30's, 60's, morning drive, news and sports. After that \$285,000 transaction future sales in Syracuse, N. Y. will be contingent on an entirely different set of criteria, the three keys.

continued

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Customer Focus

Documentation often suggests radio salespeople do not take the time to identify real customer needs. Selling spots changes the focus, causing salespeople to talk about the station's format and product and not the needs of the client. It's not difficult for the station to buy spots; any station will sell them.

Advertisers' needs are becoming identified from the point of view of concerns like store traffic, profitability, image, positioning, sales, identity, etc. Hype will disappear and the industry will instead deliver ideas in the form of business plans that are problem-solving-oriented relative to identified customer need.

That's customer focus and it is not a skill that results from simplistic sales training.

Customer focus is already alive and well in business ads. For example, an ad for Mobil lubricants in Business Week reads: "We have a powerful idea for you... If we can't save you money, we don't deserve your business." Reading that, customers know that Mobil engineers are positioned as problem-solving resources—focused on them. New City Associates spent four months working with their client and the total amount of time spent on spot sales was about ten minutes.

Value Added

Perception is reality. If a station and its people and product are perceived in the context of the format or of some prima-donna on-air personality, that station is in trouble and is losing business. Selling success depends on the station's ability to sell expertise, not spots.

Like customer focus, corporations are also beginning to enjoy success with value-added advertising. A recent Volvo ad reads "but after 12 years of working in emergency rooms and hospitals seeing the results of numerous automobile accidents, Dr. Selker has discovered another reason for driving a Volvo." This ad is

selling more than a motor, four tires and some sheet metal.

Radio salespeople must take the same approach: they must position themselves not as spot salespeople but as marketing consultants. Every discussion must be relative to increasing revenues and market share, and improving profitability. Delivery of value-added is the delivery of expertise, empathy and problem-solving skills.

Market Systems

The stations that will have the dominant sales and profitability positions in the market in the 1990's will continually ask "What do we do for the customer beyond the product?" They will market systems. Audi, for example, outlines its unique system the company markets to the consumer, calling it the Audi Advantage. "For example the Audi Advantage covers the complete cost of all scheduled maintenance for three years or 50,000 miles. It provides ten full years of corrosion protection. And it offers 24-Hour Roadside Assistance. It even certifies trade-in value, through a Guarantee Resale Index." Audi understands they must sell the list. They are, in fact, selling the system.

By creating a system, with a list of criteria and component parts (see sample worksheet in box) a station can deliver what the advertiser requires—an integrated marketing plan of which spots are only a small component part.

Some radio stations are playing catch-up ball. The addition of customer-focused positioning, value and system marketing is overdue and for those stations that intend to survive in the '90's, integrating these three innovations is not a question of "if"—it's a question of "when."

Dirk Beveridge is a partner of the international sales and marketing consulting firm of Beveridge Business Systems Inc., Barrington, Illinois. The Broadcasting Services division of BBS has numerous clients in the radio industry.

ABC Says Partner SMN To Prosper

When Capital Cities/ABC moved to acquire Satellite Music Network, a rash of questions swept through the radio industry. A conversation with ABC Radio Network President Aaron M. Daniels shed some light on the ramifications of the pending deal.

Pulse: Why did Capital Cities/ABC want SMN?

Daniels: I feel that one of the fastest-growing areas is network radio with satellite-driven programming. This area, in the last three years, has grown leaps and bounds by the two companies involved: Satellite Music Network and Transtar. And that's one of the reasons we wanted to be a part of it. We didn't know that much about it or otherwise, we could have started a network ourselves. They have the expertise that we lacked.

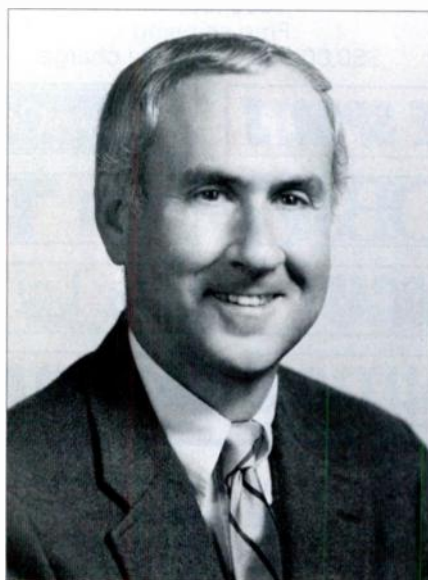
Pulse: What changes is ABC planning to make and how will they affect the entrepreneurial spirit of SMN?

Daniels: In all the acquisitions ABC makes, we stress the entrepreneurial aspect of that business. When ABC bought Fairchild publishing, it created a separate division for it. The Fairchilds are still there along with most of their top talent.

I can see the same thing happening with SMN. John Tyler is another reason we were interested in buying the company; he is an innovator and we think he has done a sensational job and he's going to be the one who runs this operation.

Pulse: Are you and ABC going to anything to make it a better operation?

Daniels: We hope to because there are certain things we can do because of our size. We have a bit more money than they do to pump into the various areas. We've been selling for them for the last year and we think we can improve upon the job we did last year. We're up 30% over our sales in 1988, previous to their involvement with ABC. When we got involved



Aaron Daniels, President, ABC Radio Networks.

In all the acquisitions ABC makes, we stress the entrepreneurial aspect of that business.

with SMN they were losing around \$900,000 and now they are earning close to \$2 million.

We also think John is going to come up with additional formats that we'll be able to fund. The growth potential will be very strong over the next two or three years.

Pulse: What new formats do you have in mind?

Daniels: There are two or three other formats that we could get involved with but I can't talk about them right now.

Pulse: How do SMN's clients feel about this? What is the feedback you've been getting?

Daniels: That's very interesting. No one has contacted me except members of the press. I haven't heard from advertising clients or any radio stations. I don't think any SMN affiliates would have a problem with the deal because they will remain affiliates and their bottom line will be better.

Pulse: How will the additional inventory affect national dollar distribution?

Daniels: The latter part of 1988 was very strong for network radio. We had a very tough first nine months but the month of December was up 18% and the first quarter of '89 looks very strong. If this trend continues, inventory will become very important. We have 106,000 units to sell and added 26,000 more from SMN, so if the year continues strong, we'll sell out a much higher percentage.

Pulse: How do you think this deal will affect the future of radio networks?

Daniels: I think right now there are a little over 2,000 radio stations that are satellite-driven with 24-hour programming. I think there is a potential for another thousand. However, I think that the two companies in the game are best positioned for growth. I think with ABC's help, SMN can grow to the next plateau which would be 1,600 stations in the next three years. It would be tough for someone else to come in and take a major position.

I think the exciting growth is in programs and new formats. We can get into a market and put in two, three, or four different formats. I think, of all the good things about this acquisition, that's what excites me most.

—D.R.



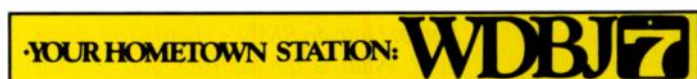
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24-31	\$26	TOTAL		
32+	\$22			

The Bottom Line

by Barbara Smith

Demystifying Wall St.

“Wall Street” is a place, an amalgam of financial institutions and a state of mind. For those people who do business outside this coterie of banks, investment firms and exchanges, this world is viewed with skepticism and distrust. But at the same time, the aura of money and power is an inexorable draw that pulls businessmen from all walks of life, from CEO's of the *Fortune* 500 to “mom and pop” shopkeepers.

Financial decisions, whether business or personal, require continuing education. Radio executives, like their brethren throughout the business community, are affected not only by this country's economic condition, but by an increasingly complex global marketplace. The Bottom Line will spare its readers macroeconomics but will provide radio managers with the information and education needed to stay a step ahead.

At times it appears that financial institutions and brokers intentionally try to confuse their clients. The glos-

“At times it appears that financial institutions and brokers intentionally try to confuse their clients. The glossary of Wall Street jargon gets new entries every day;”


sary of Wall Street jargon gets new entries every day; unbundled stock units, poison puts and pills—the language, the complex forms and statistical models can be intimidating.

In the weeks to come the sophistication level of the information here will rise. For now, some basics:

The main function of Wall street today (and its sole original purpose), is to raise capital for both government and corporations. This is

achieved through the issue of stocks and bonds via investment bankers, in the form of corporate “offerings,” and by primary bond dealers who deal solely in government debt issues (bonds). Once these instruments are sold through an “initial” or “primary” offering (often called IPO's), they begin to trade in the “secondary” market. This market allows for the free flow of buys and sells for all issues, whether it is through the large New York exchanges (NYSE, ASE), the much smaller regional exchanges, or the Over-the-Counter (OTC) network. Wherever shares are bought and sold (traded) the goal is to give every stock and bond a liquid (“I want my money now!”) and orderly marketplace.

The significance of the financial markets is quite evident. Contrary to popular opinion they do not exist for the sole purpose of making a few investment bankers wealthy (although they are doing a great job at that lately), but rather to provide essential capital for America's corporations and government, which, in turn, provide jobs and prosperity. With that point in mind, it is easier to understand the workings of the market.

We'll deal with more bottom line fundamentals next week. 

A Sample Of Current Broadcast Stocks

Corporation	Stock Symbol	Exchange	52 Week High	52 Week Low	Close
CBS Inc.	CBS	NYSE	182 3/4	150 1/2	174
Capital Cities	CCB	NYSE	369 3/4	297	361 1/2
ClearChannel Comm.	CCU	AMEX	14 5/8	11 7/8	14 3/8
Jacor Comm.	JCOR	OTC	7 1/8	5	6 3/4
Infinity Broadcasting	INFTA	OTC	30 3/8	29 3/4	29 3/4
Olympia Broadcasting	OBCC	OTC	5 1/4	1 3/4	3

Calendar Of Events

Jan 27-28—**North American National Broadcasters Association Annual Meeting...** Mexico City. Info: (613)738-6553

Jan 27-28—**Colorado Association of Broadcasters Winter Meeting...** Aurora, Colorado.

Jan 28-Feb 1—**National Religious Broadcasters Convention...** Washington D.C. Info: (201) 428-5400

Jan 31-Feb 2—**South Carolina Broadcasters Association Winter Convention...** Columbia, South Carolina

Feb 2-4—**RAB's Ninth Annual Managing Sales Conference...** Dallas, Texas. Info: (212) 254-4800.

Feb 5-7—**Michigan Association of Broadcasters Midwinter Conference...** Lansing, Michigan. Info: (517) 484-7444

Feb 6-7—**NAB Managers Roundtable Meeting...** For small and medium market general managers' idea exchange...Atlanta, Georgia. Info: (202) 429-5420.

Feb. 8-9—**NAB Managers Roundtable Meeting...** Los Angeles, California. Info: (202) 429-5420.

Feb. 10-12—**Oklahoma Association of Broadcasters Winter Meeting...** Tulsa, Oklahoma. Info: (405) 528-2475.

Feb. 16—**FCC Bar Association Monthly Luncheon** with speaker AT&T Chairman Robert Allen... Marriott Hotel, Washington D.C.

March 1-2—**Women in Communications Public Affairs Seminar:** Key Ridge Marriott Hotel, Arlington, Virginia.

March 1-3—**West Virginia Broadcasters Association Annual "Call on Congress"...** Washington D.C. Info: (304) 344-3798.

March 1-4—**20th Annual Country Radio Seminar...** Nashville, Tennessee. Info: (615) 327-4488.

March 2—**International Radio and Television Society Gold Medal Award Presentation....** New York, New York. Info: (212) 867-6650.

March 3-4—**Radio Television News Directors Association, Northern California Chapter Convention....** Concord, California. Info:(415) 451-8760.

March 7-10—**Audio Engineering Society Convention...** Congress Centrum Hotel, Hamburg, West Germany. Info: (030)831-28-10.

March 8-9—**Ohio Association of Broadcasters Congressional Salute...** Sheraton Grande Hotel, Washington D.C.

March 12-14—**West Virginia Broadcasters Association Spring Meeting...** Ramada Inn Hotel, Beckley, West Virginia. Info:(304) 344-3798.

March 13-14—**National Association of Broadcasters Group Head Fly-in...** Dallas, Texas. Info: (202) 429-5420.

March 16—**Radio and Television Correspondents Association Dinner...** Washington D.C.. Info: (202) 828-7016.

March 22—**NAB Radio Station Acquisition Seminar...** New York, New York. Info: (202) 429-5420.

March 22—**Broadcast Pioneers Mike Award Dinner...** New York, New York. Info: (212) 586-2000.

The Dallas Area

KZPS	KOJO	KHYI	KSCS	KEGL	KZEW	KLUV	KPLX	KMEZ-FM	WRR
92.5 O	94.1 C/CHR	94.9 CHR	96.3 C	97.1 CHR	97.9 AOR	98.7 O	99.5 C	100.3 B/EZ	101.1 CLASS
KLDD	WBAP	KHVN	KRLD	KVIL	KLIF				
570 O	820 C	970 REL	1080 News	1150 AC	1190 N/T				

March 23—**National Association of Black Owned Broadcasters Fifth Annual Communications Awards Dinner...** Info: Ava Sanders (202)463-8970.

March 24-25—**Collegiate Broadcasting Group's 11th Annual Black College Radio Convention...** Atlanta, Georgia. Info: (404) 523-6136.

April 9-12—**Broadcast Financial Management/Broadcast Credit Association Annual Conference...** Dallas, Texas. Info: (312) 296-0200.

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

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

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

June 21-25—**Broadcast Promotion and Marketing Executives Broadcast Designers Association Annual Seminar...** Renaissance Center, Detroit.

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

Sept. 13-16—**Radio '89 Convention...** New Orleans, Louisiana.

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

Going To Dallas For The RAB Meetings?

Here are some things you need to know:
WHERE TO EAT: With 17 restaurants under one roof, you don't have to leave the hotel. But that would be a shame, because Dallas has more restaurants per capita (1 for 815 people) than New York City and there is some great eating to be had not far from the meetings (all area codes 214):

WEST END MARKETPLACE

(A variety)
603 Munger
954-4350

SONNY BRYAN'S

(Barbecue. Go early!)
2202 Inwood
357-7120

LOMBARDI'S

(Italian)
311 Market
747-0322

MARIO'S CHIQUITA

(Mexican)
4514 Travis
521-0721

NEWPORT'S

(Seafood)
703 McKinney
954-0220

MORTON'S OF CHICAGO

(Steaks)
501 Elm
741-2277

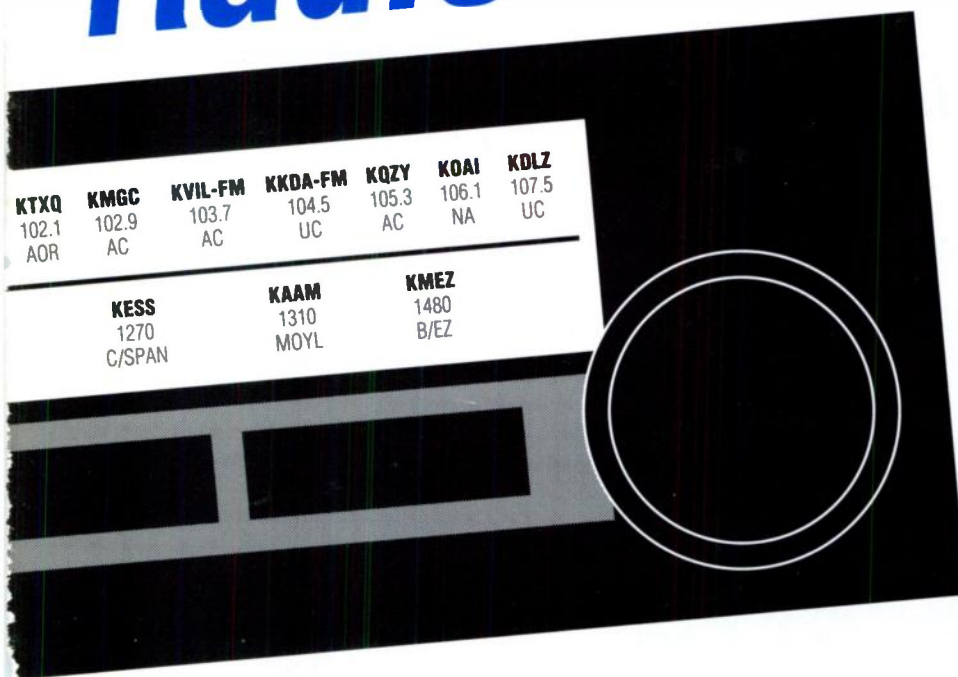
PARIGI'S

(Italian)
3311 Oak Lawn
521-0259

SHOPPING: The Galleria Mall, a state-of-the-art Mecca for power shopping, is 15 minutes from the Loews Anatole. Info (214)702-7100

NIGHTLIFE: No trip to Texas is complete without a trip to Billy Bob's, America's biggest honky-tonk. With acres under one roof, Billy Bob's has a lineup of top country western entertainers playing nightly. Info: (817) 624-7117.

Radio Dial



The Pulse Of DC

by Matt Edwards

Washington Report/ FCC Actions

Concern has been expressed regarding recent FCC actions and proposals that may lead to similar problems for FM that contributed to the decline of AM radio.

The Commission is expected to act within 60 days to various proposals calling for a "blanket" power increase for Class A FMs. This proposal would, in its most generous version, allow all Class A FMs to double Effective Radiated Power (ERP) to a maximum of 6,000 watts. Broadcasters supporting the change have argued that with ever-expanding cities, the old power limitations did not permit stations to fully and adequately serve their listening area. In truth, this doubling of Class A power levels would only extend the city-grade contour approximately another three miles.

Additional proposals would limit

the power increase to stations in more sparsely populated areas, by invoking interference limits on potential increases.

The Commission did approve a new class of FM stations, the C-3 class, which is the equivalent of Class B-1, that is, up to 25 kw ERP with a maximum antenna height of 328 feet before power reductions are required. Many FMs in the midwest and west will be able to upgrade, whether or not the blanket Class A boost is passed in either form.

Two more significant policy changes have come to pass in recent weeks. The relaxation of limits on the use of directional antennas for FM's will permit greater flexibility in locating a tower to meet zoning requirements, or to permit further clustering at "antenna farms" by stations that had previously been prohibited from doing so by the necessity of seeking

waivers from the commission. These waivers were not easy to come by, and while they now theoretically become automatic, the Commission did indicate it would only accept applications temporarily from stations proposing to relocate less than five miles towards a protected facility. Described by some as the "AMization" of the FM band, these relaxations of policy could lead to a situation where FM allocations are based on actual coverage contours rather than distance spacings causing distortion. One was observed FMs would endure the same destructive policies that have hurt AM.

The most significant decision by the full Commission is one that allows non-applicants to buy out all applicants for a contested frequency and, as a result, obtain the channel. This could mean that there would be no need to be exposed to the rigors of a comparative hearing. Additionally, someone else could be nominated to assure knowledge of the proceedings, and if necessary, to ensure an impasse. Many observers believe this will lead to more applications for newly allocated channels, and auctioning of frequencies.



DC Databank

FORMAT CHANGES

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

			Formerly	Becomes
AL	Alabaster (Birming.)	WGTT-1500	SMN-oldies	gospel
	Dothan	WVOB-91.3*	new	religion
AZ	Green Valley (Tuscon)	KQYT-92.1	KFXX, rock	easy listening
	Tucson	KJYK-94.9	easy listening	adult contemporary
AR	N. Little Rock	KEZQ-1150	easy listening//FM	travel information
CO	Denver	KRFX-103.5	KOAQ, AC	classic hits "The Fox"
FL	Jacksonville	WEJZ-96.1	easy listening	soft AC "lite 96.1"
HI	Hilo	KHHI (CP)-92.7	new	to be Breeze-new age
ID	Boise	KGEM-1140	country	adult standards
MA	Great Barrington	WBBC-105.1	new	soft AC
MS	Yazoo City	WJNS-92.1	#country	to be Breeze-new age
NC	Morehead City	WOTJ-90.7*	new	religion
PA	Philadelphia	WFLN-900	#silent	gospel
TX	Tyler	KZEY-690	black, religion	urban // FM KROZ
VA	Richmond	WLEE-1480	adult standards	silent

NEW STATIONS: APPLICATIONS

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

AZ	1030	Cortaro	50000/1000 w DA-2	Cortaro Broadcasting Corp.
FL	91.9*	Bonita Springs	3000 w, 328 ft	Manna Christian Missions, Inc.
	1280+	Jacksonville	mx with WSVF	Spicecom Broadcasting, Inc.
	1000+	Jupiter	mx with WTRU	Jupiter Broadcasting Corp.
	1520+	Wilton Manors	mx with WEXY	Royal Broadcasting, Inc.
GA	88.9*&	Griffin	100000 w, 702 ft	FA. Found. for Public Bcstg Inc.
HI	105.9+&	Honolulu	100000 w, -197 ft	Echonet Corp.
IL	97.3+	Elmwood	25000 w, 328 ft	Maureen, Inc.
	107.1	Lynnville	3000 w, 328 ft	Holiday Broadcasting, Inc.
	107.1	Lynnville	3000 w, 328 ft	Jerdon Broadcasting
IN	93.9	Berne	3000 w, 328 ft	Robert Alan Weaver
LA	107.3+	Baker	3000 w, 328 ft	Bear Broadcasting of LA, Inc.
MN	104.1+	Pelican Rapids	50000 w, 492 ft	Heart of the Lakes Bcstg
	104.1+	Pelican Rapids	50000 w, 492 ft	Ingstad Broadcasting, Inc.
	104.1+	Pelican Rapids	50000 w, 492 ft	Bruce Harrison Linder
TX	91.7*&	Austin	85200 w, 7 ft	The Univ. of TX at Austin
VT	101.5&	Marlboro	630 w, 725 (h) ft	Route Nine Broadcasting

NEW STATIONS: GRANTS

CA	89.7*	Visalia	1000 w, 811 ft	Harvest Broadcasting Co., Inc.
IN	104.3	Charleston	3000 w, 328 ft	Robert M. Mason
LA	96.5	Breaux Ridge	3000 w, 328 ft	J.B.C., Inc.
ME	1600	Brewer	5000/5000 w DA-1	Michael Venditti
MO	92.3	Cameron	3000 w, 328 ft	Cameron Radio, Inc.
OR	91.5*	Roseburg	2000 w, 306 ft	State of Oregon, Brd. of Ed.
WV	102.7	Mannington	3000 w, 328 ft	Sandy S. Garlitz

CP ACTIVITY

AL	WVOB-91.3*	Dothan	on the air
	WJOK (CP)-1120	Hobson City	granted extension of time
IL	WMXA (CP)-1200	Chicago	requests extension of time for changes
IN	WPNI (CP)-101.7	Kentland	requests extension of time (1st)
KS	KCVS-104.9	Salina	on the air
NC	WOTJ-90.7*	Morehead City	on the air
TX	KRJT-FM-100.7	Bowie	on the air
WA	KLAY-1480	Lakewood	granted extension of time for move to 1180 KHz
WY	KSHY-1370	Cheyenne	reported on 1530 KHz, it has not yet made the move

PROPOSED STATION TRANSFERS

(r =reorganization of existing ownership)

AR	KWNN-1050	Little Rock	(r)to Cliff B. Ford (Dynamic Comm., Inc.)
FL	(CP)-103.5	Callaway	(r)to Martin Comm. of Bay County, Inc.
	WINV-1560	Inverness	to WINV, Inc.
	WOOJ-1440/107.1	Lehigh Acres	(r)to Robert A. Dwyer
	WLSF(CP)-90.9*	Naples	to Southwest FL Ed. Corp., Inc.
GA	WDEC-1290/94.3	Americus	to Guest-Mattox Broadcasting, Inc.
IL	WYER-1360/94.9	Mt. Carmel	(r)to John & Emmy Lou Hurlbut
	WTAD-930/WQCY-99.5	Quincy	to TMZ Broadcasting Co.
IN	WSLV-1520	Shelbyville	to ARS Broadcasting Corp.
IA	KQIS-FM-106.3	Clarenda	to KMA Broadcasting, LP
KY	WBPA-1460/WECL-103.1	Elkhorn City	to White Water Broadcasting, Inc.
	WVEZ-790	Louisville	to Griffin Group, Inc.
LA	KNIR-1360	New Iberia	to Signal Companies of LA, Inc.
	KCLF-1500	New Roads	to New World Broadcasting Co., Inc.
MD	WNTR-1050	Silver Spring(D.C.)	to CBN Continental Bcstg Network, Inc.
	WMDO-1540	Wheaton (D.C.)	to Los Cerezos Television Co.
NJ	WNJR-1430	Newark	to Spanish American Radio Communications
	WXMC-1310	Parsippany	to Roman Bohatiuk (Lakeland Bcstg Corp.)
	(CP)-106.7	Irondequoit	to Auburn Cablevision, Inc.
NC	(CP)-97.5	Hatteras	to Pamlico Sound Co., Inc.
	WMFD-630/WHSL-97.3	Wilmington	(r)to Donald Watson (Wilmington Radio Co.)

PROPOSED STATION TRANSFERS (cont.)

OH	WOMP-1290/100.5	Bellaire	to WOMP AM/FM Associates, LP
OK	KJFK-105.1	Perry	to W. Robert Morgan (The Andover Corp.)
PA	WALY-103.9	Belwood	to S&P Broadcasting, LP I
	WBYO-107.5	Boyetown	(r)to David G. Hendricks
	WEEX-1230/WQQQ-99.9	Easton	to Roth Broadcasting of Allentown, Inc.
	WEST-1400/WLEV-96.1	Easton	to TMZ Broadcasting Co.
	WRKZ-106.7	Hershey	to TMZ Broadcasting Co.
	WRSC-1390	State College	to TMZ Broadcasting Co.
	WQWK-96.7	University Park	to TMZ Broadcasting Co.
RI	WHJY-920/94.1	Providence	to Rhode Island Radio, Inc.
	WWAZ-790/WWLI-105.1	Providence	to TMZ Broadcasting Co.
SD	(CP)-100.5	Salem	to Big Sioux Broadcasting, Inc.
TN	WWYN-106.9	McKenzie	(r)to Larry Latham Auctioneers, Inc.
	WKQD-FM-93.3	Tullahoma	(r)to Larry Latham Auctioneers, Inc.
TX	KWOW(CP)-103.3	Clifton	(r)to Bosque Broadcasting Corp.
	KUNO-1400	Corpus Christi	to KODS, Inc.
	KSEY-1230/94.3	Seymour	(r)to Barbara Cook, Receiver (part one)
	KSEY-1230/94.3	Seymour	to Wesley Yeager Jr. (part two)
	KTBB-600	Tyler	to ABS Richmond Partners, LP
VA	WPVA-1290/WKHK-95.3	Colonial Heights	to ABS Richmond Partners, LP

CALL LETTER CHANGES

(#=applied for by new owners)

AZ	KFX-92.1	Green Valley (Tucson)	KQYT
AR	KHOZ-FM-96.9	Harrison	KWNQ
	KZLR-1270	Pine Bluff	KPBA#
CA	new-1060	Templeton	KXER (requested)
CO	KOAQ-103.5	Denver	KRFX "FOX"
FL	WLCF-1240	Eustis	WWLB# (requested)
GA	WJIZ-960	Albany	WJYZ
	WGIG-FM-100.7	Brunswick	WIOI-FM# (requested)
	WBLU-92.1	Hinesville	WXLQ#
	new-101.9	Ringgold	WSGC (requested)
IL	new-95.1	Morrison	KWOW
	WSSR-91.9*	Springfield	WSSU
IN	new-102.9	Delphi	WNJY
IA	KZZL-99.5	Le Mars	KKMA
KS	KDGB(CP)-93.9	Dodge City	KLLS (requested)
KY	WDDE(CP)-680	Newburg (Louisville)	WJYL
KY	WFMI-100.1	Winchester	WLFX# (requested)
MA	WUSM-91.1*	Darmouth	WSMU-FM
	WBSL-91.7*	Sheffield	WBSL-FM
MI	WJCO-1510	Jackson	WHBT#
	new-96.5	Portage	WLWJ
MN	WNSD-100.9*	Cloquet	WSCN#
MS	WTMX-106.7	New Albany	WWZD
MT	KOOZ-FM-106.1	Great Falls	KQDI-FM
NM	new-106.5	Roswell	KURQ
	new-95.9	Santa Rosa	KHWY
NY	WXCL-FM-92.7	Middletown	WKOJ# (requested)
	new-97.3	Wurtsboro	WZAD
ND	KRRK-94.7	Grand Forks	KNOX-FM
OR	KKUL-1410	Parkrose (Portland)	KBNP# "Business Portland"
	new-104.3	Tri-City	KIRQ-FM
PA	WDNH-1590	Honesdale	WWCC
	WPLJ-1340	Wilkes-Barre	WYOM# "Wyoming"
SC	WGB-99.7	Georgetown	WBPR#
TX	KVOL-1290	Big Lake	KWGH#
	KVOL-FM-103.9	Big Lake	KWGH-FM
	new-103.3	Clifton	KWOW
WI	WFLN-1490	La Crosse	WXL
WY	KGRQ-94.5	Casper	KMGW# (requested)
	KOLL-FM-96.9	Gillette	KAML-FM#
	KLWG(CP)-105.5	Laramie	KIMX

Classifieds

HELP WANTED MANAGEMENT

Sales manager: 100,000 watt FM hit music station, top rated station in second largest market in Arkansas. If you can recruit, train, organize, motivate and produce results, an excellent opportunity awaits you. CRMC a plus. Respond quickly to Gary Keifer, 501-785-2526 or 452-1992 KISR Box 3100, Fort Smith, AR 72901. EOE

Station Manager for GREAT small/medium market AM/FM combo in Saratoga Springs (near Albany) NY. Duties include full station management and sales. Must have strong sales background and ability to budget and meet monthly station goals. Those with the right stuff and interested in earning an equity position submit letter, resume and references to Howard M. Ginsberg, WKAJ/WQQY, 12 Beech St., Essex Junction, VT 05452. EOE

Operations Manager: Responsibilities: Assist the program director and chief engineer in quality control of the air signal for programming and technical quality, supervise the production/programming staff; training of production/programming staff; technical director of station remotes/field recordings; liaison with NPR distribution, satellite operations and technical staff, purchase production supplies; mix and produce programming as needed. Qualifications: College degree. Substantial radio experience with familiarity of radio operations. Technical background and production skills necessary. Position availability: Immediately. Salary: Commensurate with experience. Send resume to: Program Director, WBGO/Newark, NJ 07102. EOE

Local sales manager: Top 10 market. Looking for individual with strong local sales management history to lead a staff of 8-10. Experience in sales training and maximizing revenue a must. Resume to Fran Epstein, KREB/KKZR Radio, 9801 Westheimer, Houston, TX. No phone calls please. EOE.

HELP WANTED SALES

WNTX - Oldies 96/Cape Cod, Massachusetts is seeking self motivated account executives. If qualified earn big \$\$\$\$. Call Larry Dehaan, General Manager, 508-420-0800. EOE

Co-op specialist/service director. Take charge of established co-op department with national reputation. Must be detail-driven, organized, self-starter. Retail/sales background with computer skills preferred. Send resume to J. McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

Colonial Broadcasting Co., owners of WLWI AM/FM, Montgomery, AL, WOWW-FM Pensacola, FL, and WUSY-FM Chattanooga, TN, is accepting applications for sales representatives. All stations are market leaders and company benefits are extremely good. Please send detailed resume, references and mark preference, if any, to P.O. Box 4999, Montgomery, AL 36195, Attn: David Coppock, Colonial Broadcasting is an equal opportunity employer.

Ski at the ski capital of the East: Killington & live a great life in Vermont. Sales position available at the #1 Birch & #1 ARB stations. Salary plus commission plus benefits. Contact D. Vaughan - WSYB & WRUT, P.O. Box 249, Rutland, VT 05701. EOE.

HELP WANTED TECHNICAL

Chief engineer for Shamrock Communications, Orlando FM. Applicant should have strong management skills and SBE certification. Send Resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI 53203. EOE.

HELP WANTED - RELATED FIELDS

Jingles Sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

ENJOY THE GOOD LIFE & COME TO VERMONT!!!

Wanted - experienced engineer. Contact Dick Vaughan WSYB & WRVT - P.O. Box 249 - Rutland, Vermont 05701. Phone - 802-775-5597.

Stephens College, a private four-year college for women with a liberal arts base and a commitment to advising as an integral part of teaching, has the following position available Fall 1989: Chair, Department of Communications. Fulltime, tenure track. M.A. required. Ph.D. preferred. Broadcast industry experience on the programming or management level and demonstrated teaching ability at the college level required. Knowledge and appreciation of the role of women's education and role of women in communications media. Concern for communications and media issues as they relate to a liberal arts curriculum. Responsibilities include: Planning, implementation, coordination and review of educational program and management of facilities. Teaching in the area of broadcasting media with emphasis on television production, media programming, writing and management. Department offers B.S. in Communications and Public Relations and B.A. in Journalism and Communications Media. Facilities include a public FM radio station, fully equipped 3-camera color studio, radio and television editing facilities, desk-top publishing system, and a college-wide audio-visual services center. Letter of application, vitae, three letters of recommendation with addresses and telephone numbers, and copies of transcripts should be sent to: Dr. Robert G. White, Box 2112, Stephens College, Columbia, MO 65215. Applications deadline March 1, 1989. Stephens College is an equal opportunity/affirmative action employer.

SITUATIONS WANTED - MANAGEMENT

Broadcast executive seeking a return to RADIO. Over 35 years experience

Classifieds

including ownership, management, sales management, promotion, etc. Seeking work in a Western city. Size is not important, opportunity is. Currently self-employed in allied business. Howard Fisher, 5555 Canyon Crest, #4C, Riverside, CA 92507. 714-781-0201 or 781-9858.

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