

The *Pulse*™

RADIO'S MANAGEMENT WEEKLY

of Radio



Like Father, Like Son

Conclusive evidence has been unearthed by *The Pulse* after surveying four Radio families: fathers and sons agree that working together is good for the family and good for Radio. How else can a guy get an employee with 20 years training and know where his kids are?

continued on page 14



Pulse Interview:

Lance Webster
Executive Director, BPME

*Radio Management Can Get
Benefits From BPME*

Volume IV, Number 18 June 16, 1989

Radio Networks Find Coverage Difficult

Intermittent gunfire, barrages of tear gas, tossed rocks and Molotov cocktails, and the constant threat of military arrest were some of the obstacles facing reporters assigned by America's Radio networks to cover the declaration of martial law in Beijing, China.

Most of the major networks had crews on the scene in early June when Chinese soldiers rushed students and other local citizens in a pro-democracy uprising.

The networks had sent or had placed additional reporters in China to coincide with the visit of Soviet General Secretary Mikhail Gorbachev just days earlier.

"We have had coverage by over 20 people, covering for ABC TV and Radio, and we still have people

continued on page 6

Pirate Radio Jumps To Number Three

Scott Shannon's Pirate Radio is continuing the climb up the Birch ratings ladder in Los Angeles/Orange County, according to the April/May monthly trends released by KQLZ.

The station said in just 82 days it had jumped from No. 14 to No. 3 in the 12-plus ratings. KQLZ was third with a 5.9 share.

Emmis' KPWR-FM leads the market with a 8.3 share, followed by Gannett's KHS-FM with a 6.6 share.

"It appears we've made a major impact in southern California and after just 82 days, this is only the beginning," said KQLZ General Manager Simon T.

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INSIDE THIS WEEK

Volume IV Number 18 June 16, 1989

Features

Cover Story

14

Like Father, Like Son
by Narcisse S. Cadgène

Both Generations Agree There Is A Special Rapport And Trust That Exists Between Them.



Marketing

12

Combining Mediums To Maximize Markets
by Daniel Flamberg

Radio Is Here—Ready To Explode—Right Under Your Nose...

The Pulse Interview

18

Lance Webster, Executive Director, BPME

"It's Part Of Our Job To Try And Educate Management In Radio."

Departments

Editorial

5

News/Radio Ink

6

BPME Special

10

Promotion

22

Radio Calendar

24

Meetings Not To Miss

The Bottom Line

25

D.C. Databank

26

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

Classifieds

28

News At Deadline

WFIL-AM In Philly Sells For \$6.5 Million

WFIL-AM in Philadelphia is sold to John Douglas of Los Angeles for \$6.5 million. Douglas has no other broadcast interests. WEAZ Radio Inc. is the seller.

Midwest Broadcasting Sells WCSJ/WUEZ

M.M., Inc. and principal Mark Litton have purchased WCSJ/WUEZ for \$3.2 million. The Morris, IL combo is owned by Bill Hansen, Shelby Harbison and Roger Coleman. An application is pending with the FCC to raise the current Class B tower from 184 feet to over 400 feet, which will allow it to get into Chicago. Tim Menowsky of CEA is the broker.

Clear Channel Declares \$3 Dividend

Clear Channel Communications Inc. has declared a special \$3 dividend payable July 14 to shareholders of record June 30.

L. Lowry Mays, president and chief executive officer, said the \$11.4 million distribution was another meaningful way common shareholders could participate in the company's growth.

Clear Channel is a San Antonio-based Radio and television broadcasting company operating 16 Radio and two television stations in 11 markets. The stock is traded on the American Stock Exchange under the symbol CCU.

NAB Joint Board Meets Next Week

The joint boards of the National Association of Broadcasters will meet next week in Washington. The Radio Board will meet Wednesday, following a joint board session with television Tuesday. TV will meet Thursday and the joint board will meet again Friday.

NAB Makes Case To FCC On Interference

The NAB has introduced a plan to the FCC under which AM interference could be reduced. The NAB's comments were submitted in response to a FCC rulemaking notice proposing commission acceptance of "contingent applications" filed by channel or adjacent-channel AM stations. NAB had recommended a "waiver policy" to reduce interference which it describes as a solution in "less radical fashion."

WQBA Will Attack Major Players

Susquehanna VP/Finance Peter Brubaker not letting out his secrets on what the Radio group will do if it does garner some \$35 million for the Miami stations. Positioning already under way by major Hispanic broadcasters. Expect Tichenor and Lotus to be in the running.

more news on page 6

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Pulse News

Great American Radio Debuts At Six Flags

Great America Radio, a new concept in theme park entertainment, began broadcasting daily June 12 at Six Flags Great America in Gurnee, IL from its studio inside the park.

The broadcasts will feature information and entertainment targeted at adults 18-49, the largest segment of the park guests. It will provide such services as parking and weather information, in-park retail information and concert and event information. Also, contests and audience interaction will be a large part of the daily broadcast.

"A Radio station in or for a theme park is not new, but one that acts as a full service, live attraction and responds to an identified set of marketing objectives is new. This creates some wonderful implications," said Public Interest Affiliates President Brad Saul.

Radio Networks Find Coverage Difficult

continued from cover

years and knew the ground rules."

ABC's resident correspondent, Todd Carrell, was there and the network used material from Jim Laurie, Benson said.

"Laurie is tremendous," Benson added. "He is an Asian expert, who most recently moved to Moscow as bureau chief. He went back in with Gorbachev."

ABC broadcast more than 30 special reports in addition to its regular hourly coverage. "We're getting first-class audio out of there," Benson noted.

"We had people stopped and questioned. They were lucky enough not to be arrested, but they're still facing those threats as they continue the coverage," he said.

The timing of the event helped the

news organizations from a logistics standpoint.

NBC Radio Networks Executive Producer Rich Landesberg said the network had London Bureau Chief Gary Matsumoto on site in early May covering the Moscow delegation's visit. "Then, the student demonstrations started to gain steam and as the story gained momentum, we sent (Los Angeles-based correspondent) Steve Futterman to China."

Matsumoto and Futterman were there to "provide affiliate stations across America with live interviews, custom inserts and Q&As."

Mutual used Futterman and Matsumoto's coverage in feeds to affiliates. Mutual and NBC used several live newscasts and special reports from Beijing, several of which were anchored by the two reporters from China.

"Our up-to-the-second coverage

was heightened by the fact that reports or feeds of actuality were sent via comrex over phone lines, which made for outstanding audio quality," said Bart Tessler, VP of news for Mutual.

Landesberg was surprised the audio equipment had not been seized by authorities.

"This was a very dangerous and difficult story to cover," said Brad Kalbfeld, deputy director/managing editor of news for AP Network News.

AP used lead correspondent Karen Sloan and the help of other AP staffers based in China. Staffers "brought in from outside, helped keep us on top of the swiftly-moving story 24 hours a day."

Kalbfeld noted the difficulty to cover the story was greatly due to the language barrier and there were few English-speaking students available to interview.

"Reporters had to work twice as hard to get their information and to get good quality audio," he added.

"The time difference made it almost impossible for Karen Sloan to sleep," he added. "She remained awake during the day to cover the demonstrations, and was then available for live reports during our morning drive-time newscasts, which occurred in the evening, local time."

AP had several five-minute live reports on June 3 and 4, he said, including 30-minute updates in newscasts and cuts for the hourly audio feeds.

CBS Radio Networks used Radio and TV reporters to cover the story. The network has filed 116 special two-minute reports, along with its regular daily programming.

"It was quite a week," said Helene Blieberg, director of media relations for CBS Radio. She said the network also filed special reports on the death of Khoemini, on the train wreck in the Soviet Union, on the Soviet unrests, the resignation of the Speaker of the U.S. House, Secretary of State James Baker on China and the presidential news conference on June 6.

The network also made available

"Buckle Up Virginia"...It's The Law

"Kid Watch", an original program of WNVZ-FM in Virginia Beach, VA, received recognition from the Presidential Citation Program for private sector initiatives for the second year in a row.

The program also received the "Buckle Up Virginia" award for community service and received honorable mention on the national level for the

"Buckle Up America" award.

It is a program in which Z104 and city police officials come to a neighborhood and speak to kids and parents about street safety. Printed safety tips are passed out. "Kid Watch" signs will soon be in place in these neighborhoods as a reminder to kids and motorists to please be careful.

Radio Ink™

•The NAB has asked the city of Seattle not to adopt a proposed radiofrequency radiation ordinance that NAB considers unnecessary. The Seattle ordinance proposes RF levels 10 times more stringent than industry standards.

•What a job...Sarasota's Z106 morning man, Sam "The Wake-Up Man" Malone had a Nude Monday, inviting listeners to come to the station and strip. The idea came from "Geraldo's" TV show from a nudist camp during TV ratings sweeps. The morning man interviewed a nudist camp director, gave away free passes to the nudist camp and invited listeners to come to the studios and disrobe. One lady listener took him up on the offer.

•Who said country was a "Western" format...WGNA-FM in Schenectady is at the top with a 10.1 share in 12-plus winter Arbitrons, four points better than a year ago.

•Drake-Chenault Jones has put adult contemporary up on its satellite. Prime Demo, a light A/C format, is scheduled to air September 1. Stations in Boston and Richmond were among the 15 markets to sign on with the AC format on June 1.

•Outgoing FCC Chairman Dennis Patrick may have summed up the

plight for Radio in a speech last month to the American Women in Radio and Television. He noted a "competitive threat posed by cable and (the) telco entry". He said the future of the broadcast industry is a story of "a competitive struggle; a fight to secure and retain audience loyalty among new combatants and new technologies." Wonder if Mr. Patrick ever wondered where those new combatants come from...

•Heard...BRN sales exec Debbie Burch has resigned over philosophical differences.

•Get well wishes to Transtar VP/Sales Ron Ruth who is recuperating from heart surgery.

•Mike Freedman, news director at WJR for some three months, returns to UPI as VP/News of a new subsidiary, UPI Broadcasting. Freedman assumes his duties June 26 and will be responsible for the growth and development of UPI Radio and Radio Noticias, UPI's Spanish-language audio service.

•Grace Media Inc. has been launched to specialize in national commercials and jingles for Radio and television stations. The company is being run by 16-year Radio veteran Ron Erak, who is leaving his position as program director of

Viacom's KBSG-FM in Seattle. The company will also offer production and Radio consultancy.

•The eighth annual Independence Day weekend special "Solid Gold All-Time Favorites Countdown," from United Stations is available on a swap/exchange basis to stations in the top 170 Arbitron markets.

•Another EEO fine from the FCC this week...WLIT-AM/WYAV-FM in Conway, S.C. The station was seeking its license renewal and was fined \$3,000 for the absence or under representation of minorities on the full-time staff. The FCC noted the lack of documentation and said the labor force is 19.4 percent minority in the area served.

•The FCC is also cracking down on towers that may be air hazards following a jet crash in Panama City, FL that hit a tower. A commission notice said the commission will enforce standards on tower heights, and when lights on the towers are out a minimum of 30 minutes, the station must contact the FAA flight service station to warn pilots. The FAA must also be notified when the lights are turned back on.

•Norman Fischer & Associates reports Adams Com. is buying an AM to pair with KISS-FM in San Antonio.

reporters to do live interviews with affiliates from Beijing. CBS staffed the story with 35 reporters and producers. The network had its telecasts and Radio broadcasts interrupted when the Chinese government seized control of communications equipment.

CBS then relied on phone reports for its coverage like the other networks. CBS News Correspondent Richard Roth was arrested by the Chinese authorities at one point, which was carried live.

A spokesman for CNN said three correspondents were on the scene, including CNN Bureau Chief Mike Chinoy from the news organization's Beijing bureau.

CNN highlighted the event in its hourly newscasts and carried President Bush's follow-up news conference live.

UPI Radio Network News Director David Oziel said the network has relied on the news agency's Beijing bureau, consisting of Bureau Chief David R. Schwab and staffer

Mark Del Vecchio, who were joined by New Delhi Correspondent Johnathan Landay.

UPI updated the story hourly and carried audio cuts in its news feed.

The Chinese government has said nearly 300 people were killed but that most were soldiers attacked by "riffians," according to The Associated Press. Chinese witnesses and Western intelligence sources, according to AP, have said as many as 3,000 have died when the troops attacked crowds of unarmed citizens.

PULSE ANALYSIS

Avoiding EEO Problems/Fines

If radio broadcasters have not read or heard about the FCC's recent crackdown on the compliance of EEO guidelines during the renewal period, they should take notice.

Two recent commission decisions (See Editorial) to fine broadcasters indicate the stations might not have covered their tracks with paperwork.

In both cases, the FCC could not document affirmative action steps, which means there was little documentation of a plan, nor were there sufficient records of advertisements, personnel agency receipts, etc. to prove the station attempted to recruit minorities and women.

Commission rules require that broadcast licensees refrain from employment discrimination and establish and maintain an affirmative action program reflecting positive and continuing efforts to recruit, employ and promote qualified women and minorities.

Broadcast counsel recommends the following:

- If your county, or service area has a small black labor force, place ads in publications in larger cities, like Detroit, Atlanta, Memphis.

Money Radio To Merge With Spectrum Enterprises, Inc.

A letter of intent to acquire all of the assets of Money Radio, a California limited partnership, has been entered into by Spectrum Enterprises, Inc., according to Vera J. executive vice president of Money Radio.

The partners of Money Radio will hold approximately 70 percent of the outstanding shares of Spectrum Enterprises, Inc. Upon consummation of the acquisition, the company will be approximately 70 percent owned by Spectrum stockholders. Edward "Buz"

Radio's Baseball Hall Of Fame

A Radio broadcast first will take place July 23 when Star Communications of Boston airs "live" the Baseball Hall of Fame induction ceremonies from Cooperstown, NY.

The ceremonies, which will air from 1:30 to 4:00 p.m. (ET), will be carried on more than 100 stations across the country, including 50,000 watt stations - WHDH-AM in Boston and WCKY-AM in Cincinnati. It will be the first-ever live Radio broadcast of induction ceremonies sent out to stations via Satcom 1R satellite.

Baseball great Carl Yastrzemski and Johnny Bench, along with Chicago Cubs announcer Harry Caray and former major league umpire Al Barwick will all be enshrined into the Baseball Hall of Fame on that Sunday.

Star Communications' broadcast team for the ceremonies will include: Hall of famer and former Minnesota Twins announcer Harmon Killebrew, former Phillie and Dodger Len Matuszek, Yankees announcer George Grande and Dale Arnold of WHDH in Boston.

"I always felt that the baseball Hall of Fame ceremonies deserved more exposure for the millions of baseball fans across the country," said Tom Star, president of Star Communications. "We feel this broadcast will be the start of an annual program available to Radio stations coast to coast."

The broadcast is available to stations on a barter basis. Star Communications of Boston can be contacted at 1/800-873-4625.

- Document your attempts to arrange interviews. And, most importantly, follow through.

- Write rejection letters based on lack of qualifications, etc. to further document your attempts at hiring.

The FCC's actions, which undoubtedly will be appealed by the Radio broadcasters, could set a major precedence. The commission's decision cited the stations for the lack of "on-staff" hiring too. Despite the stations' interviews, there were no blacks in the upper four job categories of one station and no minority hires in 33 full-time hires at the other.

If the FCC is saying a station must hire a black in its upper management, this is setting a precedent that removes the control of management out of the hands of the station operator.

The cases involved were the first to come out of the current license renewal for states under consideration.

Editor's Note: The Pulse recommends you check with your broadcast counsel to shore up your affirmative action plan. There are many stations that have successful plans and are in compliance.

Schwartz, managing general partner of Money Radio, will become chairman and CEO of Spectrum.

"By engaging in this transaction, Money Radio fulfills the original commitment it made to its partners more than two years ago - to raise equity capital to encourage the future growth of the organization," Gold said. "Money Radio, now heard in most of California, covers a number of major markets across the country and intends to extend its reach to additional cities nationwide."

Created by a limited partnership formed in 1986, Money Radio owns and operates KMNY 1600 AM, a Radio station licensed to Pomona, CA. It also owns Money Radio Network, a nationwide business program system

syndicated in approximately 15 cities throughout the United States.

Spectrum, a publicly traded corporation (OTC) based in Costa Mesa, CA, was organized to provide a capital resource fund for use in acquiring a business opportunity. Upon consummation of the acquisition, Spectrum will immediately change its name to Money Radio, Inc., with Schwartz being appointed chairman and CEO of the new entity.

Money Radio Network covers the world of money. On the air continuously since April 15, 1987 and heard via satellite on affiliates coast to coast, Money Radio is a 24-hour news/talk broadcasting system specializing in business, finance and investments.

Abortion The Issue On ABC Special

The ABC Radio Network will air on June 21 an American Agenda Radio Special on the most controversial topic in the United States: abortion.

The live broadcast will run from 2:06 p.m. EDT to 3:00 p.m. and will be hosted by Barbara Walters. She will be joined by Molly Yard, president of the National Organization for Women (NOW); Judie Brown, president of the American Life League; David Andrews, executive vice president of Planned Parenthood, and Michael Schwartz of the Free Congress Foundation.

This Radio-only event will also give listeners the opportunity to call in and voice their opinions on this highly-charged, emotion-provoking topic, via 800 lines.

Offered on a market exclusive basis to the ABC Information Network, ABC Entertainment Network and ABC Direction Network affiliates, American Agenda Radio Special audience estimates are projecting over a million listeners will be tuned to stations carrying the special.

To illustrate the role of Radio and network Radio news programming, the special will endeavor to clarify the issue for the American public and report the opposing views.

"As the Supreme Court prepares its decision on the Webster case, Americans have focused even more intently on the abortion issue," said Robert G. Benson, vice president of ABC News Radio. "Within the past two months, hundreds of thousands of people have taken to the streets to illustrate their concerns.

"We intend to deal with the toughest aspects of the abortion issue, forcing both side' to defend their positions in the face of extremely complex and emotional realities. I can think of no one who brings better qualifications to this task than Barbara Walters."



David Andrews,
Planned Parenthood



Judie Brown, American
Life League



Molly Yard, President Of NOW

People In radio

• **Susan E. Arnett** has been named account executive, Central Radio Station Sales at The Arbitron Co. in Chicago. She will be responsible for sales of Arbitron Radio products and services to stations in North and South Dakota, Nebraska, Minnesota, Kentucky and parts of Ohio and Indiana.

• **Glenn Jones** is the new general manager at WOBM-AM/FM in Lakewood, NJ.

• **Phil Maglione** is joining WSBH-FM in Warren, VT, as general manager.

• **Kelly Seaton** has been named vice president/general manager of Summit Broadcastings's WFYR in Chicago.

• **Kevin McCarthy**, using his legal name, Kevin Webb, joins WKXI & WTYX in Jackson, MS as general manager.

• **Ron Brindle** has been promoted to vice president of programming at WGY-FM in Albany, NY.

| BROADCAST STOCKS | 52 WK. HIGH | 52 WK. LOW | CLOSE 6/9 |
|----------------------|-------------|------------|-----------|
| CAPITAL CITIES | \$483.00* | \$307.00 | \$473.00* |
| CBS | 208.75 | 154.50 | 205.88* |
| CLEAR CHANNEL COM. | 14.75* | 12.38 | 13.63 |
| HERITAGE MEDIA CORP. | 5.75 | 3.88 | 5.25 |
| JACOR COM. | 8.00* | 5.50 | 7.88* |
| OLYMPIC BROADCASTING | 4.75 | 1.75 | 2.50 NA |
| OSBORNE COM. | 15.00* | 6.50 | 13.75* |
| PRICE COM. | 9.75 | 5.75 | 8.25 |
| SAGE BROADCASTING | 6.00 | 3.25 | 4.25 |
| SUNGROUP INC. COM. | 2.88 | 1.63 | 1.50 |
| TM COM. | 1.00 | 0.13 | 0.44 |
| WESTWOOD ONE | 13.38 | 7.50 | 12.25 |

*** = New high/low due to drop of first entries in moving average. * = New 52 week high/low due to price action that week trading

**BPME/BDA
Special**

BPME & BDA Seminar- The Best For Radio In 33 Years

The Broadcast Promotion Marketing Executives (BPME) and Broadcast Design Association (BDA) Seminar, held jointly since 1978, first took place in 1956 and has since been characterized by the trade press as "one of the hardest working conventions in the industry."

The 1989 Seminar offers more than 100 sessions, meetings, workshops and special activities for marketing, promotion and design professionals in the electronic media field.

More than 150 registrants are expected from Canada, Australia, New Zealand, Hong Kong, Great Britain and other nations. The agenda includes special sessions on the best promotions from overseas, as well as sessions on Japanese and European design concepts.

The BPME has structured a Radio agenda that Dan Acree, editor of *Promotion & Marketing Monthly*, called "...the best for Radio in the past 33 years."

Idea-sharing meetings for major formats have been reinstated in a new three-hour forum, with leaders appointed in advance. Jeffrey Pollack of Pollack Media Group, a widely respected industry consultant, will address a special Radio Luncheon on Thursday, June 22.

As with all Seminar panels and workshops, the Radio agenda will include "basics" for the newly appointed promotion and marketing executives; small, medium and major market strategies; as well as general sessions that will appeal to all levels in all media.

Radio sessions will cover Special Events Promotions including sponsorship and revenue possibilities; "Radio/Cable Synergy" will explore joint promotional efforts between the two media; "Creative Radio" examines the risks in break-through promotion and advertising; "Sales



BPME & Promotions" will address the ongoing battles between program directors, sales managers and promotion directors; and "Publicity Stunts and Contests" will attempt to define the difference between a solid promotional activity and a lucky break and how to use both to your advantage.

Among major Seminar highlights on the agenda this year: an opening Keynote session on Creativity; Siskel & Ebert return with their popular review of local station promos; Steve Sohmer and Vince Manze will present a special historical and hysterical look at humor in advertising; and

NBC Vice President John Miller will present "State of Our Art," a look at the best in television advertising and promotion.

"Ethics In Advertising, Promotion and Marketing" will be one of the key topics to be discussed during the Seminar's General Sessions. Other session highlights include an advertising agency's perspective on broadcast promotion in "Madison Avenue Goes Motown," as well as "Target Marketing for the '90s," "Fine Tuning Live Event Promotions" and discussions on career training and options.

BPME's Gold Medallion Awards program is scheduled for Saturday, June 24, at Detroit's riverfront Ford Auditorium. Guest stars, who will be announced at a later date, will host the awards program and present to the year's best promotions from Radio, television stations and networks, cable networks and systems, and syndication companies.

Co-chairs for the 1989 BPME & BDA Seminar are Verna Green, general manager of WJLB-FM in Detroit and Bernadette Banko, promotion director for WJLB; Mimi Mathis, director of program development and advertising for Detroit's WXYZ-TV and Tom Polk, manager of creative services for the station.

Sklar, Kasem, Marks To Be Recognized For BPME Hall Of Fame And Industry Honors

The Broadcast Promotion and Marketing Executives (BPME) announced that broadcasting executive Rick Sklar and top computer graphic designer Harry Marks are to be inducted into BPME's Hall of Fame, while the legendary Casey Kasem will be honored with the BPME Industry Achievement Award during the BPME & BDA Seminar, June 21-24, at Cobo Center in Detroit.

Casey Kasem, who got his start in Detroit

Radio, is being feted for the success and longevity of his broadcasting career, which includes 10 years of television with "America's Top Ten" and 20 years of "counting down the hits" on Radio, which now includes "Casey's Top 40 with Casey Kasem" on the Westwood One Network. Kasem is also well-known for his involvement and support of numerous social and humanitarian causes.

Harry Marks, president of Marks Communi-

BPME Is For Radio Executives To Discuss, Exchange Information

From the moment I attended my first BPME Seminar (then BPA/1981, New York City), I knew this was going to be different than the usual broadcasters' conventions I had been to before. I have always felt promotion directors were a different breed, but I simply wasn't prepared for the immediate interaction and camaraderie I experienced after walking into the first session.

What makes the Broadcast Promotion and Marketing Executives Annual Seminar unique is the people. It is not just sitting down with your agenda and notepad ready to take notes on the various session topics. It's being able to meet and talk with those professionals around the country who share the concerns, problems and situations facing you everyday. You learn more about how to improve your own performance from these brief and frequent discussions throughout the four days of the seminar than you would from a year's worth of lectures and classes.

Here you can sit down with your counterpart from a station a thou-

sand miles away and learn about new ideas and concepts you've been wrestling with for weeks. It's not stealing, and it's not lazy - it's sharing. It's being able to take those new ideas and put your own creative stamp on them. That will make you an effective and successful director of pro-



Some 100-200 Radio Marketing Executives Will Attend Seminars

motion and marketing. And isn't that why you came to the BPME in the first place?

Of course, there's a lot more to a BPME Seminar including the opportunity at one time to visit with the top marketing services companies in the country. Under one roof, you'll meet

TV spot and music production specialists, research firms, consultants, premium suppliers, printers, direct mail houses, equipment manufacturers and lots more.

Inside the Exhibit Hall you'll find the BPME Resources Center, probably the world's largest collection of Broadcast Promotion and Marketing related materials. Do you want a reel of contest promos from around the country? It's there for BPME members. How about print ads for news stations or TV spots from last year, it's all at the RC.

You will not want to miss the exciting BPME International Gold Medallion Award Show on Saturday night, featuring the best Radio, TV, print, sales materials, campaign and special projects from this year's record breaking 3,500 entries.

How to get the most out of the BPME Seminar? Bring your ideas and an open mind and be ready to talk, to share, and to learn from your peers. Not only from the Radio industry, but from the best and most creative

people throughout the electronic medias, including TV and cable. They are all here at BPME.

Most of all, have a great time. You'll be seeing the best the industry has to offer. You'll be learning from the most talented individuals and companies in all of broadcast promotion and marketing. Take advantage of the time you have in Detroit to "network", to come back to your stations energized to excel in the future. The BPME office in Los Angeles and the officers and board are always ready to help you learn and grow.

Bert Gould is the director, promotion of WCBS Radio in New York. Gould is also the vice president of BPME.



calons, has become a trendsetter in the field of computer graphics. Marks is being honored for his pioneering graphic designs for ABC TV On Air Advertising Department, CBS On Air Advertising, and numerous promotional graphics for NBC and other clients.

Rick Sklar, president of Sklar Communications and vice president of Braiker Radio Services, is one of the world's preeminent broadcasting executives. His expansive career includes building New York's WABC Radio into the most listened to station in the hemisphere during the '60s and '70s, developing ABC's

Talkradio network, designing and programming ABC Television's "Hot Tracks" and for his consulting and distribution work. Sklar is the author of "Rocking America: How the All Hit Radio Stations Took Over" and "Radio: In Search of Excellence."

For more details on the BPME & BDA Seminar, contact Gregg Balko at (213) 465-3777. For further information on the BPME Award, contact Jay Curtis at the same number.

Combining Mediums To Maximize Markets

For the last 10 years, Radio stations and their competitors have attracted discrete audiences and engaged in niche marketing. The effort to identify, reach and serve similar audience segments resembled the Balkanization of Eastern Europe between 1870 and 1914.

Today, mergers and acquisitions, the contraction of ad agencies and client firms and client pressure for cost-efficient operations have forced the marketplace to prize one-stop shopping, efficiencies of media buying and synergy among media. Like the small nations of pre-modern Europe, media will acquire - by merger or alliance - the conglomerate reach, impact and efficiency that clients seek.

The media marketplace of the early 1990's, like Victorian Europe, will be a patchwork quilt of alliances, treaties and interlocking relationships. Some will be lasting Grand Alliances between well-matched players. Others will be Triple Entente of convenience, and still others will be disposable single deal pacts. No one will have to assassinate the Archduke of CBS to start this process.

Experimental alliances among, between and within media companies have already begun. Consider these examples:

- Newspapers, with flat circulation since the 1970's are becoming wrappers for free standing inserts (FSIs), the most popular method for distributing coupons. To compete for national ads and ease heavy dependence on classifieds, newspapers have banded together to standardize ad units and billing practices, introduced satellite distribution for graphics and copy and experimented with customized "adsat (sending ad copy by satel-

lite) networks" to deliver messages for individual advertisers to as many as 135 papers simultaneously.

Sears recently negotiated a chain-wide deal with Gannett newspapers which gives them most-favored-nation status and uniform rates. Other chains will probably follow suit.

- Cable networks, individually and collectively, have discovered merchandising, promotions and tie-ins and are pursuing them with a vengeance. Alliances with magazines - nationally and locally - have been

Radio Stations Are Already Selling Diverse Formats In Combination Or Offering Radio-Newspaper Plans For Total Market Penetration.

tried. Couponing and other forms of merchandising are standard practices.

- Magazines, while bemoaning the demise of the heretofore "omnipotent" rate card, have responded to dwindling demand by packaging their inventory and offering unprecedented opportunities for tie-ins and merchandising. Multiple-tie-ins can be seen on Time Magazine and on

television to the \$1 billion plateau has made this form of programming a viable competitor for upfront national dollars, for targeted local avails and for tie-ins with other forms of media and marketing.

- Experiments with unwired TV networks for both indies and affiliates will soon compete for upfront dollars and allow allied TV stations to package dayparts and/or specific inventory for resale to national or regional advertisers.

But these innovations represent only the tip of the creative iceberg. The most interesting combinations are within existing conglomerates and between media.

For example, as part of Polaroid's plan to blunt Shamrock Holdings' buyout offer, the photographic firm committed to advertising on Disney-owned TV and Radio stations. Imagine the attraction of placing one buy - to achieve advertising, communications and promotion goals through Disney on local Radio and TV, in syndicated programming, in special network programs, in movies, at theme parks and in collateral media vehicles. That's even before you count point-of-purchase support and the T-shirt value of Mickey and Minnie.

Tom Leahy's marketing unit at the CBS TV Network is rapidly changing the advertising map. By offering national print ads and coupon distribution as part of a merchandising plan featuring Dallas and Falcon Crest, CBS can capture larger budgets in spite of declining shares. Imagine the punch that CBS can marshal -- local Radio and TV, network Radio and TV, plus original or special programming - without leaving Black Rock.

The newly announced CBS deal with K-Mart is a case study in effective media synergy and alliances. In one huge promotional campaign, tied to the launch of September's prime-time series, the package includes radio and TV tie-ins, national magazines and over 72 million ad store posters, in-store video

kiosks and 6 million premium items plus interactive contests in the store and on the tube. This one-time pact aimed at viewers 18-34 will provoke CBS and NBC into defensive alliances to compete.

The need to accumulate niches in service to geographic or distribution goals is breeding a new world of recombinant media. Like cells continually combining, recombining, divid-

Experimental Alliances Among, Between And Within Media Companies Have Already Begun.

ing and redividing, media combinations will be as active and as volatile as client-agency ties.

It is easy and tempting to see these changes as another swing in the big-vs-small (global-vs-regional) marketing debate. However, alliances will allow large organizations to use the economies of scale created by bigness and deliver customers or move caseloads market-by-market. Alliances within media conglomerates or between media will give big players nimbleness on the street-where it counts. And while these "break-through" concepts may not be much more than standard or augmented Radio promotions, the ease of buying, planning and implementing programs to serve both consumer and/or trade goals is attractive to clients and agencies.

Power and the synergy of interrelated media are desired goals of Maxwell, Murdoch and other soft talkers.

Strains of recombination within media will

Radio's Management

introduce new forms of competition, which will catalyze new alliances to create media packages among less-than-conglomerate-sized media. New Triple Ententes will become necessary to survive in the national arena. Subsequently, they will affect local markets as media outlets struggle to provide value-added elements or combine rates and promotions to ensure total market coverage.

In some cases, separately owned Radio stations are already selling diverse formats in combination or offering Radio-newspaper plans for total market penetration. Theoretically, the synergy between media, which compensates for shortfalls in reach, frequently recall or impact, could offer advertisers a single multi-media buy per market, which would net revenue greater than the sum of the existing pieces combined.

Radio is particularly well-suited and well-positioned to capitalize on the trend. As the premiere promotional and packaging medium, Radio has the local infrastructure to execute multi-media campaigns and a substantial proven track record.

In a laboratory of recombinant media, Radio is to marketing what fusion-in-a-jar is to physics. Radio is here - ready to explode - right under your nose. Radio has an unlimited, creative potential that has hardly been tapped. Radio is connecting energy, wires and ideas in new ways to give advertising and promotional campaigns a breakthrough burst of excitement and selling power. And...unlike the Utah experiment, Radio's claims are proven again and again, in every market.



Pulse Cliff Notes

- Radio and other mediums are reaching the audiences clients need. This is being accomplished with specialty advertising programs and partnerships with advertisers.

- Radio is joining forces with TV, and even newspapers, to reach the entire audience for the client.

- This combination of mediums to reach the audience makes it easier to buy, plan and implement packages, the same thing Radio accomplishes in promotions.

- Radio is the premiere promotional and packaging medium with the local infrastructure to execute the perfect media campaign.

- Radio has an unlimited, creative potential that has hardly been tapped.

Contributing writer Danny Flamberg is the senior vice president for marketing and communications for the Radio Advertising Bureau. On July 1, he will become the managing director of the New York City advertising, marketing and public relations firm, Rothschild.



Daniel Flamberg

Like Father, Like Son

By Narcisse S. Cadgène

"I HOPE WE WORK TOGETHER AS
LONG AS I'M IN THE BUSINESS."

—Ralph Guild

George Beasley, president of Beasley Broadcast Group, got into Radio "as a sideline to put the five kids through college." Although Beasley maintains that he did not encourage his five children to enter Radio, somehow four of them did anyway.

"We don't talk Radio at home," said George. "Absolutely not. I keep the business out of my home life. Of course, any time we'd take a vacation, we'd stop at stations along the way."

George's son, Bruce Beasley, vice president at Beasley, is general manager of Beasley's WRXX K-Rock in Ft. Meyers, FL., (which employs younger brother Brian) and is an owner of independent station KGSR in Austin, TX.

Bruce, who remembers growing up in Radio said, "We talk shop about 75

percent of the time."

Marc G. Guild, president of Interep Radio Networks, recalls getting into his father Ralph's business. Marc saw the irresistible opportunity to travel to London when Interep acquired the rights to the Beatles' story and later worked for Ellen Hulleberg, president, The Radio Store.

Ralph Guild, Interep chairman, remembers a different entree and a different motivation: "Ellen Hulleberg brought Marc into the business," Ralph said. "It was an opportunity to pick up a little money to buy beer."

For Bob Johnson, Radio was always a part of his life, but he recalled, "I did not want to be the heir apparent in the family business, so I went into construction. One day my father called and said 'Are you going to run the family business, or are you going to play with rocks the rest of your life?'" Bob is now vice president and



**The Negative
Is That You
Judge Yourself On
Whether You're
Being Too
Demanding Or
Not Demanding
Enough-
It Just About
Evens Out.**

Ralph Guild and Marc Guild

Like Father, Like Son

general manager of father Ray's combo KMFR/KTMT in Medford, OR.

The fathers may try to avoid shop talk, but the kids love it, recognizing the unique personal and professional learning opportunity.

"We never talk about business in family situations. It's an enormous strain; there has to be a time when you put away the professional relationship," said the senior Guild. Still, Ralph's first wish is, "I would hope that he'd learn something from me, both from a personal and professional standpoint - that I was a good role model."

And...Not only do father and son teams work well together, but in the case of the Beasley family, a daughter is involved.

Caroline Beasley Raper, the Beasley controller, remembers growing up in the Radio environment.

"There was never any question about what we'd do for a living," she said.

"When we got together at home, gradually we got into Radio conversation. It bonds us together."

"He trusts us not to do anything to hurt the company. He has a high level of comfort with my being in this position. And I love my job. I can just go in there and talk to him. I don't see any negatives to working with my father at all," added Raper.

"Other people think that you haven't earned your position - we've sort of talked about changing our names," she said, laughing.

Marc Guild finds combining the personal and the professional a plus, "At night you can go home and ask advice."

For Bruce Beasley, "The best part of working with my father is that he's the person I respect most. I saw how hard he's worked. The values he's put forth - to work hard and to do everything the right way - the honest way, I learned from him."

Both generations agree that there is a special rapport and trust which exists between them.

"I'm able to walk next door whenever I want and know I don't have to

put on a front," said Chip Formby, news director at father Clint Formby's KPAN in Hereford, TX. "I don't have to explain in detail - he knows where I'm coming from. I am able to say things in confidence - we have trust that I could never have with anybody else."

Son Bob Johnson guessed, "The best thing about working with a son has to be that if he (father Ray) has to trust the business is getting done right - the best it could be done - then at least it's in the hands of someone with the same work ethic, which is very strong in our family."



Standing(L-R): Bruce Beasley, Brian Beasley, Brad Beasley
Sitting: George Beasley And Caroline Beasley R.

And father knows best. "They've grown up with me and they know how I do things," said Ray Johnson.

One reason these father/son relationships seem to work well is that both parent and child try hard to be honest about performance.

"The negative is that you judge yourself on whether you're being too demanding or not demanding enough—it just about evens out. If you do not approach what you're doing on the basis of skills and professionalism it will show through," said Clint Formby.

Preferential treatment—or lack of it—is a touchy topic.

George Beasley thinks he's tougher on his own children than on anyone else.

Son Bruce had a different twist, and noted, "He gave me the opportunity, and from then on, I'm on my own. I'm treated like any GM. With George, you earn what you get, and you get what you earn. When I've done something good or if I've screwed up, it comes through the right line," he said and added, "I put the pressure on myself. I do more myself and try harder."

Establishing a professional relationship isn't an overnight project.

"In the early stages it was difficult—for him and for me—to separate what is a father talking to a son and what is professional," said Ralph Guild. "I was afraid he'd take criticism personally. The problem was building a professional trust that I'd treat him the same as everyone else. You can't force it—it just happens."

Marc Guild remembers the early stages as "pretty tough." "You take into the business world all the things that you bring from your home and childhood - trying to please your father. You put more pressure on yourself to please, but the advantage is that you work hard, gain knowledge, and become good at what you do."

What turns out to be the worst aspect of working with either dad or junior is neither dad nor junior, but other people's attitudes.

"People look at you funny," sa



Robert Johnson And Ray Johnson



Clint Formby And Chip Formby

Bruce Beasley. "Obviously George doesn't work that way. At best, I might get called back 10 minutes earlier than somebody else. Maybe the worst part for Dad is having people think he's moving his kids up faster than others and therefore being perceived as unfair."

"Marc worked his way up through normal channels and had a more difficult time moving up," said Ralph Guild. "People wondered if everything they said to him would get back to me. It is hard for a lot of people to believe that this is not a nepotism company."

Marc Guild remarked, "If I weren't good, I'd be working someplace else."

The upside is that the younger generation's success is especially meaningful to both father and child.

"The best is seeing young people accomplish something," said Clint

Formby.


"When I do well," said Chip Formby, "he can be proud of me."

Family pride is a two-way proposition.

"Probably the most delightful part of working with my father is recognizing the accomplishments he has made to our company that stand the test of time," said Bob Johnson. "And what he recognizes from me is that if you try to do the same things we did 30 years ago, we'd be out of business."

"They're doing it the way they like it done and they're right," agreed Ray Johnson.

Still, the gentle art of family buck-passing lives on in Radio. When asked if he was tough on his kids, Johnson replied, "The toughest member of the board of directors is their mother."

Happy Father's Day to the rest of the dads in the Radio business. 

**I Keep The
Business Out Of My
Home Life.
Of Course,
Any Time We'd
Take A Vacation,
We'd Stop At
Stations
Along The Way.**

Lance Webster

BPME, the Broadcast Promotion and Marketing Executives, will hold its joint seminar with the Broadcast Designers' Association June 21-24 in Detroit.

***The Pulse* talked with Lance Webster, executive director of BPME, about how Radio managers can use BPME to a station's advantage.**

Webster, who has resigned his position to pursue other interests, including writing a book on promotion, discussed how BPME and Radio should work together to help the Radio industry promote itself.

Webster has served as executive director of BPME for the last 12 years. He plans to stay with the association until a successor is found and hopes to do some consulting and special projects for BPME.

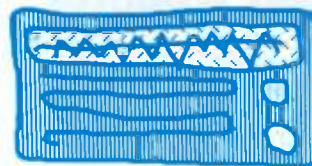


P

ulse: How does BPME help Radio?

Webster: BPME has tried very hard to make Radio a part of every member service we have. That includes the annual seminar, where for a number of years now we've had Radio sessions in every workshop, sometimes two sessions. We've developed the Radio format meetings as an idea-sharing and networking place at the convention, like anything that we have for television. Three years ago, we instituted a special Radio lunch. We call it the Radio Keynote Lunch. There is no equivalent for television. We have worked to try to keep the exhibitors who are meaningful for Radio on the exhibit floor. There are a significant number of music companies and campaign production houses who are important to Radio on the exhibit floor each year. In every issue of our magazine there is at least one feature specifically related to Radio - on market research, on definitions of marketing and

B **PME**
Has Tried
Very Hard
To Make Radio
A Part Of
Every Member
Service
We Have.



Radio, on Radio credit cards, articles on Radio news promotion, on the digital Radio of the future, interviews with top Radio executives - the list goes on and on. Every August we dedicate a major part of the issue to Radio, even though Radio is only about 20 percent of BPME's total membership.

Pulse: So, Radio's needs are met from a management standpoint?

Webster: Yes, our membership roster contains a services directory that has some 20 categories of companies that are important to Radio stations and their promotion efforts. It's a tremendous resource right there. Our resource center has just finished developing seven publications just for Radiostations. Those include samples of Radio news promotion ideas, Radio outdoor in-transit ads, Radio personality advertising - these are idea sharing tools. They also have video tapes and audio tapes available, at least 20, targeted at Radio stations. So, there is a whole slate of services.

Pulse: BPME had some Radio membership problems earlier this year, whereby some members wanted to start their own association. What would you like to see to help overcome those type problems?

Webster: I'm very pleased to tell you that our board has a Radio relations committee, and they are currently exploring several ideas. One is a Radio show to be satellite-fed to Radio. It would not be dedicated entirely to Radio, but it would be 90 percent Radio. Much of it would be

Radio issues, just like our show for television is not all TV, but a lot of it is for Radio as well. We are also working on the possibility - and we think it will happen in the coming year - of regional Radio seminars. We recognize that perhaps more Radio stations don't belong to BPME and come to the convention because coming to the convention is a fairly hefty expense - by the time you pay airfare, hotel rooms for several nights and other related expenses. So what we are working on is much less expensive, one-day seminars that Radiostations could get into and out of very quickly. This would then become a membership development tool to attract more Radio station members and increase the base of input into all of BPME from Radio stations.

Pulse: Do you think these programs are needed because Radio management just doesn't understand or utilize BPME in the right way?

Webster: There is a degree to which we were not understood. In the past 18 months we have spent more time organizing, and getting the facilities and capability of doing things, letting people know what we have and what we can do. This includes Radio, cable, and to some degree, television stations. I think now that the staff is in place we are going to see more public relations than what we have for Radio, just as this interview is right now.

Pulse: Is getting that message out one of the things in general that should have been done differently?

Webster: It's hard to say it should have been. I think if it had been done - and hindsight is always great - if we had done more PR on what was available for Radio in the past 18 months, we would have had fewer problems. But it's been my observation that about one-third of our Radio stations have been very happy with BPME, and about one-third have not made their feelings known, one way or the other, and about a third have been somewhat unhappy. When that third,

Lance Webster



There Are Other Stations Where The Promotion Person Is The Secretary

or some group similar to that third, vocally expressed dissatisfaction in the press earlier this year, it actually did BPME a good deal of harm because it fostered an image that BPME was not doing anything for Radio. That was not a correct image. And that caused some people, I believe, to stay away from this year's convention.

Pulse: *Could this be a case where you get out of an association what you put into it?*

Webster: Yes.

Pulse: *Are promotion directors, as seen through the eyes of BPME, seen in the same light to station management? Is the promotion director important in their eyes?*

Webster: That varies tremendously from market to market, from station to station and from general manager to general manager. There are certainly, especially in the larger markets, promotion people who have marketing in their title who are at the director level, and who exercise a significant amount of influence and impact in guiding the direction and the activities of the station. There are other stations where the promotion person is still the secretary and has no role like that. There are many cases where the promotion work is done by the program director or even the general manager. And, in some cases, the sales manager. It's going to depend from market to market on the resources that a station has. But as competition increases for leisure time, it's a big problem for Radio. Because there are so many outdoor recreational activities, you need marketing sophistication to get those listeners back. And in the markets where there is competition and the listeners are

drifting away, I think the general manager is going to have to upgrade the level of the person who is doing the promotion.

Pulse: *Is the promotion director's role to generate revenue, promote the station or both?*

Webster: Both. Sales promotion is a tremendously important part of any executive's job.

Pulse: *Why do you think that some station managers resist promotion that generates that extra station positioning?*

Webster: I attribute it to lack of resources, lack of time. Most general managers in small or medium markets are not management-trained

experts. They are people who have come up through the industry. Most of them have come up with enough money to buy a Radio station because it would be a fun thing to do. But they have not been to Harvard Business School, they have not been to Yale and they have not been trained in marketing. Their first effort is to look at the bottom line and to try to get the bottom line up. That means holding expenses down. When you hold expenses, you look at what you can do. When you look at what you can do, you look at what's done. When you look at what's done, you limit the audience.

Pulse: *Does BPME have programs, other than those you mentioned earlier, specifically to help management understand the role of promotion managers?*

Webster: No, but in all probability this will be an important part of our



Siskel and Ebert

regional one-day seminars for Radio. We will be attempting to bring management people from all levels - general managers, program directors, sales managers and promotion people to marketing-oriented workshops.

Pulse: *Are there any dates or plans set for these seminars?*

Webster: No, but the development process is beginning at this year's convention with more committees. I expect that this winter they would begin, perhaps January or February.

Pulse: *This seminar is expecting about 2,300 people?*

Webster: Total attendance. We're expecting about 150 Radio stations plus maybe another 20 or 30 or more joint licensees. When I say Radio, I mean pure Radio.

Pulse: *What are some of the sessions that Radio people will find?*

Webster: Looking at just general topic areas, we have sessions on special events promotion; a session on merchandising, produced by Greg Kitchen of Premiere Radio Network; we have one on creativity and Radio productions by Jeff Hoyt of Hoyt and Walker in Seattle; we have one on Radio /Cable synergy produced by Lloyd Truffleman of the Cable Advertising Bureau; we have two sessions on Radio ratings; sessions on stunts and contests and interactive film technology.

Jeff Pollack, head of Pollack Media Group in California, is the keynote Radio luncheon speaker. He will address the importance of marketing in Radio; we hope that will get reported. We put people like that on the agenda; we hope Radio people will report it. It's part of our job to try and educate management in Radio.

There is a session on how TV is being used to advertise most effectively and a couple of Radio commercials are included in that session, as well as many product commercials. Gene Siskel and Roger Ebert review one. Siskel and Ebert will review

It's Part Of Our Job To Try And Educate Management In Radio.

some Radio material. They have two Radio station spots they are going to review.

There is a tremendous amount for Radio people, about 20 sessions over a three and a half day period, not to mention the format groups for these formats: adult contemporary, news and news talk, contemporary hit or CHR, oldies, AOR, urban contemporary, country music and easy listening stations. That's eight different formats that will have their own three-hour meetings to get to know each other and network. We also set up a Radio networking lounge at the convention this year that we have never had before. Radio people can meet between sessions and mingle with each other if they so choose to do that.

Pulse: *And there is one on sales and promotions to address the ongoing battle between program director, sales manager and promotion directors.*

Webster: There is a session on sales promotion. Basically, it's going to look at how the job can be done better. The cooperation can be groomed, and the work can be done better between the two departments. The problem, if there is a problem in that area, is one of resources rather than not enough people. If the promotion department could hire enough people to concentrate on sales promotion, then the promotion director could concentrate on other things. When the time has to be divided, it gets to be a problem.

Pulse: *You also have Radio as part of your awards ceremony.*

Webster: Yes, Radio has always been a part of the awards ceremony. There are, in fact, 11 categories for Radio stations, and those break down to small, medium and large markets. So

actually there are 33 categories or 33 possible gold medallions for Radio.

The categories range from campaign, using one or more media, to sales promotion, to special projects, to jingle and music packages and a number of others.

Pulse: *You are leaving to pursue other ventures, or are you still going to be involved with BPME?*

Webster: Twelve years ago, when I was on BPME's board, I saw an opportunity for this association to grow and to become a solidly organized professional association with the capability of pursuing excellence for its members. But it couldn't do that with an all-volunteer board because there were so many changes and an unevenness in people's capabilities. So for 12 years, I've been working in one capacity or another to achieve what we have now - a fully-staffed, professionally-staffed association, all located in one place, not scattered around the country.

We have a staff of 12 people here (Los Angeles), and the association now has the capability of tremendously expanding both its membership and its services. Those were my goals. Now, I want to go on and do other things in my life. But I'm going to remain available on a consulting basis, certainly while they find a new executive. In the transition period, I'm available for any assignments that the board has, ranging from working on a possible certification program on down the line to perhaps working on the regional workshops - helping as needed. I will be doing free-lance work and writing - I hope to write a book on promotion and maybe do some consulting.

Promotion

Special to *The Pulse*

Promotion Directors Essential To Stations

In today's world of Radio promotion, the station that usually gains the market advantage is the station with an active promotion department.

"Basically, I feel that I am the middleman between the public and the Radio station," explained Norm Sajovie, newly appointed promotions director for Cleveland's WWWE-AM. "My job is primarily to make the public aware that WWWE exists and is a dominate force in the market."

That dominating force can be the difference in winning and losing the ratings race in towns like Detroit, New York, Los Angeles, or even a small town like Eufaula, AL.

"We don't do promo just for the sake of doing promo," added Bert Gould, director of promotions for WCBS Radio in New York. "We take

"My job is primarily to make the public aware that WWWE exists and is a dominate force in the market."

advantage of all opportunities to meet our station's needs.

"No stone is left unturned in our endeavor to be the No. 1 Radio station."

Gould, who is the vice president of BPME, the Broadcast Promotion and Marketing Executives, sees his role as one "to get as many advertisers as we can get and to get them to spend as much as they can" on the station.

The difference between effective or ineffective promotions often times is the people it reaches. In some cases, the promotion can reach a select group, or others might include the entire community.

"Lots of the promos we're involved with involve public charities," said Sandy Kish, director of marketing for WDOK-FM in Cleveland. "My favorite promos are Coats for Kids, Toys For Tots, Designated Driver Campaign and Feed A Family."

"Right now, I think Feed A Family is my favorite," she added. "We tie-in with a local TV station to solicit contributions on the air and also tie-in with special events."

Sajovie, who was trained by Kish at

How To Hire A Promotion Manager

Q We have decided to create a promotion manager position and will soon be interviewing candidates. What are the primary duties and responsibilities of the position? Also, is it best to have the promotion manager report to the program director or me, the general manager?

VP/GM, Michigan

A The promotion manager is a staff position (as opposed to a line position) that serves the programming and sales departments. To prevent either programming or sales from exercising too much control

over promotions at the other's expense, the promotion manager should report to the general manager.

The promotion manager's functions fall under two main headings:

1. Investigation, creation and initiation of possible promotional activities for consideration by the programming and/or sales departments.

2. Planning, organization and execution of promotional activities.

The five main qualities you look for in an individual for the promotion manager position are:

1. Organizational ability and logistical skills.

2. Creativity. Remember, the person must be an initiator, not merely a reactor.

3. A lot of energy, since a good deal of in-the-field leg work will be required.

4. Gregarious with a pleasant personality. The promotion manager will constantly be meeting with and working with people in the community. You will want someone that represents the station well.

5. Knowledge and expertise in the mass media area.

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SUBSCRIBER



Sandy Kish, Director of Marketing, WDOK-FM, Cleveland.



Bert Gould, Director, Promotion, WCBS Radio and Vice President, BPME.



Norm Sajovie, Promotion Director, WJVE-AM, Cleveland.

the Cleveland sister station, approaches events differently.

"We like to tie in with every single community event that there is in Cleveland," he said. "Everyday I get three or four letters regarding community and civic events. Last weekend there was a rib cookoff and this weekend there is a pizza bakeoff."

In New York, Gould likes to capitalize on promotions that have worked in previous years.

"Anything we put on the air, we're particularly proud of," he said. "Everything is an evolution of what we've done before."

However, some ideas are unique,

"No stone is left unturned in our endeavor to be the No. 1 Radio station."

individual creations involving a timely "exciting" event.

"For instance, we did one with The Big Apple Circus - 600 blind circusgoers were invited to wear infrared (hearing) headsets and listened to a play-by-play of the circus. It was fascinating," Gould added.

The good promotion involves getting the station's call letters, logo and talent in front of the public.

"...It gives us a good opportunity to be out there with our signage and even with our disc jockeys," Sajovie said. "The people walking through see your banners and hopefully remember your name."



(407) 626-3774

The Pulse Of Radio Calendar

June 17-23--**1989 National Association of Broadcasters Executive Management Development Seminar**-University of Notre Dame, Notre Dame, IN. Information: (202) 429-5420.

June 18-21--**National Broadcast Editorial Association Convention**-Mayflower Hotel, Washington.

June 19-23--**Leadership Institute for Journalism and Mass Communication Educators and Media Professionals**, sponsored by Gannett Center for Media Studies-Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 21--**Radio Advertising Bureau's 22nd Annual Radio Workshop**-Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21-24--**Broadcast Promotion and Marketing Executives & Broadcast Designers Association Annual Seminar**-Renaissance Center, Detroit. Information: (213) 465-3777.

June 22-24--**Maryland/District of Columbia/Delaware Broadcasters Association Convention**-Hyatt Regency, Baltimore.

June 23-24--**The 18th Annual Bobby Poe Awards**-The Sheraton Premiere-Tyson's Corner, VA.

July 7-9--**RAB's Radio Sales University**-Columbus, OH.

July 9-11--**Iowa Broadcasters Association Summer Convention**-Dubuque, Iowa.

July 9-12--**New York State Broadcasters Association 28th Executive Conference**-Gideon Putnam/Ramada Renaissance, Saratoga Springs, NY. Information: (518) 434-6100.

July 10-12--**"Building The Winning Team" Workshop** for major market stations on setting, managing and reaching audience goal sponsored by National Public Radio and National Federation of Community Broadcasters with funding from Corporation for Public Broadcasting-San Diego. Information: (202) 822-2000.

July 13-16--**Upper Midwest Communications Conclave**-Sheraton Park Place, Minneapolis, MN. Information: (612) 927-4487.

July 14-16--**Oklahoma Association of Broadcasters Annual Summer Meeting**-Howard Johnson's Hotel, Lawton, OK. Information: (405) 528-2475.

July 15-18--**California Broadcasters Association First Western Region Broadcast Convention**-Fess Parker's Red Lion Resort, Santa Barbara, CA. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 20-22--**South Carolina Broadcasters Association Summer Convention**-Westin International Hotel, Hilton Head, SC.

July 24-27--**"Stereo Audio For Broadcast" Workshop** sponsored by National Public Radio-Denver. Information: (202) 822-2730.

July 27-29--**Idaho State Broadcasters Convention**-Information: Sun Valley - 1/800-632-4104.

July 27-29--**Louisiana Association of Broadcasters Radio-Television Management Session**-Bentley Hotel, Alexandria, LA. Information: (504) 383-7486.

August 5-7--**55th Annual Georgia Association of Broadcasters Convention**-Callaway Gardens, GA.

August 10-12--**Michigan Association of Broadcasters Annual Convention**-Shanty Creek, Bellaire, MI.

August 15--Deadline for entries in **Women at Work Broadcast Awards**, recognizing "outstanding Radio and television programming about working women's issues," sponsored by National Commission on Working Women. Information: (202) 737-5764.

August 17-20--**West Virginia Broadcasters Association 43rd Annual Meeting**-Greenbrier, White Sulphur Springs, WV.

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

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

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

Sept. 24-26--**New Jersey Broadcasters Association 43rd Annual Convention**-Bally's Grand Casino Hotel, Atlantic City, NJ. Information: (201) 247-3337.

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

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

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

| JUNE 1989 | | | | | | |
|-----------|----|----|----|----|----|----|
| M | T | W | T | F | S | S |
| 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 |

| JULY 1989 | | | | | | |
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| AUGUST 1989 | | | | | | |
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| SEPTEMBER 1989 | | | | | | |
|----------------|----|----|----|----|----|----|
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| OCTOBER 1989 | | | | | | |
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| NOVEMBER 1989 | | | | | | |
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| DECEMBER 1989 | | | | | | |
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| M | T | W | T | F | S | S |
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| JANUARY 1990 | | | | | | |
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| MAY 1990 | | | | | | |
|----------|----|----|----|----|----|----|
| M | T | W | T | F | S | S |
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
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| APRIL 1990 | | | | | | |
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| M | T | W | T | F | S | S |
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
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| MARCH 1990 | | | | | | |
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| M | T | W | T | F | S | S |
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| FEBRUARY 1990 | | | | | | |
|---------------|----|----|----|----|----|----|
| M | T | W | T | F | S | S |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 1 | 2 | 3 | 4 |

The Bottom Line

by Barbara Smith

Four Ways To Filter Out Stock Purchases

Professional market watchers use various criteria for assessing the progress of the markets. Most of their analytical work, however, is done by hindsight. The disadvantage of this approach is twofold: One, the method is subjective and not all analysts agree and, two, by the time such data can be evaluated it is often too late to act and profit in the market. This is because the market "discounts" economic data with about a six- to nine-month lead time. The markets are able to predict with uncanny accuracy the direction of the economy via interest rates, inflation and, most importantly, investor sentiment.

How is this so? This is probably an impossible question to answer. The certainty, however, is that historically, since the early part of the century, the level of the Dow and its trend has made an accurate call on the economy. Investor psychology plays a big role. Essentially, by the time the public becomes heavily involved, it's time to sell. Mostly everyone recalls the crash in October, 1987, that was preceded by record high volume. This situation was not unique to this crash: Virtually every major downturn since the markets have traded occurred when volume was at an all-time high.

The trick is accurate timing. Coupled with a somewhat contrarian approach, the "timeliness" of a trading decision is as essential as the pick of the stock. For instance, if one decided to purchase stock when the market in general was in a downtrend, the influence of the broader market could either take the stock lower or slow its progress.

Brokerage houses tend to focus on a particular stock by using the fundamental approach. This method is based on some analyst's prognostic

tion of future events. This is known also as the "crystal ball" method. Most humorous of this approach is the EPS (estimates). This is a prediction of future earnings based on some analyst's view of what's to come in the years ahead. Pretty heady stuff. That one can predict future market share based on perceived competition, exports, imports, wars, peace, droughts or floods (among countless other calamities or natural market events) is preposterous. The Fed can't predict accurately the direction of the dollar or interest rates.

Essentially, the two most popular methods of picking stock and decid-

...The Trick Is Accurate Timing.

ing when to play are questionable, at best. (This is most likely why the vast majority of investors miss the cue and misfire on either the pick itself or the timeliness decision). A better approach, perhaps, is to adhere to a somewhat strict and restraining method. Basically, it involves four steps that filter out some of the fuzziness and uncertainty when choosing a stock, or in the all-important timeliness decision. The method doesn't begin to answer all the questions, but it does provide an essential starting point and some discipline, which is a very important factor.

1. Historical performance. Has the stock traded at this price? If so, what happened at it? Did many investors buy it at the low and suffer when the

share price decreased? Perhaps these investors will want to sell the stock to at least retrieve their initial investment. This is referred to as "overhead supply" and should not be discounted. Remember the adage, "What goes around, comes around" and it is very possible that the stock will hit a brick wall if it gets to its all-time high.

2. Rule number two uses the Wall Street adage, "the trend's your friend" - what is the general direction of the broad market? Use the S&P 500 Index to determine whether an uptrend or downtrend is in command and NOT the Dow Industrials. The much watched Dow consists of 30 stocks. Although they are supposed to be representative of the broader market, it is not in an investor's best interest to follow such a narrow indicator.

3. Demographics. Statistics play a vital role in determining what the future holds for the market in general, as well as for any individual entity. Population movement, average age of the elderly (a very strong influence in Washington and the stock market) and yuppie-turned-middle-aged (sorry!) sectors influence everything from retail sales to R&D in the pharmaceutical industry. Certainly not to be overlooked, the "Go with the flow" philosophy does have some merit!

4. Five percent rule. If a particular stock has achieved a five percent increase in share price over its one year weekly average (ask your broker to provide the 52 week moving average), it may be time to take a position in the stock. "Freight trains don't stop at all junctions" means one shouldn't expect the stock to take a breather while he decides whether to buy it, especially if the market is in a strong uptrend. However, if the market's headed lower, Wall Street says, "Don't jump in front of a speeding freight train!"

Remember the key words to the above four rules with this thought: "His Trunks Don't Fall!" Meaning, of course, if the above criteria are followed, one won't be as likely to "Get caught with his pants down!"

DC Databank

FORMAT CHANGES

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

| | | | FORMERLY | BECOMES |
|---|----------------------|---------------|----------------------|-------------------------|
| CA | Arroyo Grande | KKAL-1280 | # CHR//FM | country |
| | Merced | KBCY-106.3 | new | AC-oldies |
| | Santa Barbara | KHTY-97.5 | CHR | CHR-rock |
| | Thousand Palms | KPSL-1010 | classical | silent until July |
| FL | Coral Gables | WVCG-1080 | spanish | brokered variety |
| | Hollywood | WLQY-1320 | # spanish | brokered variety |
| ME | Waterville | WTVL-FM-98.5 | # AC-oldies | adult contemporary |
| | Waterville | WTVL-1490 | # AC-oldies//FM | adult contemporary//FM |
| | Westbrook | WYNZ-FM-100.9 | adult contemporary | oldies |
| MI | Flint | WDLZ-1330 | # talk, AC | SMN Z - rock |
| NY | New York | WJIT-1480 | spanish contemp. | spanish talk |
| | Oswego | WGES-105.5 | WSGO-FM.AC | Tran. - AC Star 105 |
| | Vestal | WMXW-103.3 | new | soft AC |
| OH | Upper Arlington | WXXM-98.9 | new | Tran. Special - EZ |
| PA | North East (Erie) | WRKT-FM-100.9 | # WHYP-FM, country | all Beatles |
| | North East (Erie) | WRKT-1530 | # WHYP, country//FM | all Beatles // FM |
| (the new owners will announce a permanent format for the stations soon) | | | | |
| SC | Mount Pleasant | WDXZ-104.5 | easy listening | PMN Breeze - new age |
| TN | Centerville | WHLP-1570 | # AC // FM | to be WYXE, country |
| | Centerville | WCQT-FM-96.7 | # adult contemporary | to be WYXE-FM, oldies |
| TX | Austin | KHFI-98.1 | CHR | dance-CHR |
| | Bonham | KFYZ-FM-98.3 | reported oldies | remains country |
| | Lockhart (Austin) | KFIT-1060 | # silent | to be religious talk |
| UT | West Jordan (S.L.C.) | KZZI-1510 | # silent | WNN-motivational talk |
| VA | Martinsville | WROV-FM-96.3 | # WMVA-FM, country | rock |
| | Roanoke | WROV-1240 | # adult contemporary | oldies |
| | Spotsylvania | WPLC-99.3 | # WYND-FM, new age | silent, pending changes |
| VI | Charlotte Amalie | WTBN-102.1 | new | PMN Breeze - new age |

NEW STATIONS: APPLICATIONS

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

| | | | |
|----|-------|---------------|------------------------|
| MS | 93.9+ | Magee | Airwaves Company |
| | 93.9+ | Magee | Jeanette Mathis |
| NH | 91.7* | Manchester | Knowledge from Life |
| OK | 95.3 | Lawton | Rick & Melissa Fritsch |
| TX | 99.9 | Hallettsville | Tom E. Donnelly |

Returned/Dismissed Applications

| | | | |
|----|-------|-------------------|-----------------|
| NY | 98.5+ | Catskill (denied) | John Jay Iselin |
|----|-------|-------------------|-----------------|

NEW STATIONS: GRANTS

| | | | |
|----|------|-------------|-------------------|
| NY | 98.5 | Catskill | Catskill FM, Ltd. |
| AB | 110 | Peace River | assignment only |
| | | Peace River | assignment only |

CALL LETTER CHANGES

(for by new owners) (effective date given if after 6/5/89)

| | | | |
|---------|-----------|------------|--------|
| Flint | becomes # | WDLZ | Z-Rock |
| Vestal | WMXW | Mix 103 | |
| Kelowna | CKLZ | The Lizard | |

Washington This Week

The FCC was closed May 29 in observance of Memorial Day. The FCC closed again June 5th due to a major fire in a downtown electrical vault. The lack of power gave most all FCC staff people the day off.

With all the talk lately of FCC back-ups and the lack of staff, four day work weeks will only add to the backlog of applications. Recent reports in the press have shed doubt on any FCC budget increases coming to the rescue, the money will be spent in areas other than relieving the application log jam.


For the second week in a row the Commission has fined a broadcast station and imposed reporting conditions for failing to live up to EEO plans and commitments. This time WIOV in Roanoke, VA, has been fined \$5000 for not being able to prove any active effort to recruit minority and/or female employees. Out of 65 positions filled in the last seven years only seven positions used affirmative recruitment sources. If you have an EEO plan, it might be a good idea to look it over and make sure you are complying with your commitments.

Knoxville Channel 8, LP and South Central Communications Corporation have been granted a waiver to allow them time for SSCC (one of the partners in Knoxville Channel 8, LP) to divest itself of WEZK-FM in Knoxville, TN. The temporary waiver of the crossownership rules was granted for 18 months.

The FCC's grant of 870 KHz at Berlin, VT, to Harvest Broadcasting has been rescinded.

The Commission has approved the settlement agreement between Anthony E. Trimbal whose application was reinstated to participate in the settle-

ment agreement), Peter Achilles Broikou and Webster-Fuller Communications for a new FM at Webster, NY. Under the settlement agreement Trimbal and Broikou were both dismissed. The proceeding is now remanded to the ALJ for consideration of unresolved financial certification and qualification issues against Webster-Fuller.

 The FCC also made the following decisions this past week:

Affirmed - The denial of Michael J. Benns' motion for disqualification of the presiding officer in the proceeding for a new FM at East Ridge, TN.

Denied - Kerr County Broadcasting and G&C Minority Communications review of its decision upholding a Mass Media Bureau action returning their applications as unacceptable for filling.

Upheld - The dismissing of Benjamin Macwan's application for a new FM at Rayne, LA, and returning as unacceptable for filing the application of Life FM Partnership for the same facility.

Upheld - The dismissing of Steven B. Courts applications for a new FM at La Crescent, MN.

Denied - Review of a decision by the Review Board affirming ALJ Stitmer's dismissal of the application of Silver Springs Broadcasting, Inc. for a new FM at Silver Spring, FL.

Denied - RAM Communications, Inc.'s request for review of the Mass Media Bureau's action granting Appalachian Educational Communication Corporation's application for a license to cover the CP for WHCB-FM at Bristol, TN.

Upheld - The returning of R.A.D. Broadcasting Corporation's application for a new FM at Sturtevant, WI.

Denied - The request of Mount Wilson FM Broadcasters, Inc.'s for a stay of the proceeding on the applications for 104.9 MHz at San Clemente, CA, pending resolution of its court appeal.

PROPOSED STATION TRANSFERS (r=reorganization of existing ownership)

| | | | |
|----|----------------------|--------------|---|
| DC | WYCB-1340 | Washington | to Columbia Community Broadcasters, Inc. |
| GA | WTPO-1050 | Conyers | to Perimeter Broadcasting, Inc. |
| KY | WFIA-900 | Louisville | to Jim Kincer (Radio 900, Inc.) (crcts rpt of May 29th as WFAI) |
| | WBVR-101.1 | Russellville | to Keymarket Communications |
| LA | WJBO-1150/WFMF-102.5 | Baton Rouge | to Noland Jenne Broadcasting, Inc. |
| | KLIC-1230 | Monroe | r to Bernard A. Cerniglia |
| MN | KXLV-FM-105.5 | Cambridge | r in Monday Media, Inc. |
| NS | WJDX-620/WMIS-102.9 | Jackson | to Capstar Communications, Inc. |
| OH | WHOK-95.5/WLOH-1420 | Lancaster | r in WHOK, Inc. |
| | WHMQ(CP)-107.7 | North Balt. | r to Bulmer Communications of Findlay, Inc. |
| PA | WHAT-1340 | Philadelphia | to KBT Communications, Inc. |
| | WARD-1550 | Pittston | to Dorothy J. Ward (WARD Bcstg. Corp) |
| SC | WSSL-FM-100.5 | Gray Court | to Capstar Communications, Inc. |
| | WSSL-1440 | Greenville | to Capstar Communications, Inc. |
| | WHYZ-1070 | San Souci | r to L. Winston Lee, Receiver |
| TN | WN00-1260 | Chattanooga | to Tennessee Communications, Inc. |
| | WSIX-980/97.9 | Nashville | to Capstar Communications, Inc. |
| | WYVY-102.3 | Soddy-Daisy | to Tennessee Communications, L |
| VA | WOWI-102.9 | Norfolk | to Ten Chiefs Company, Inc. |
| WI | WXCE-1260 | Amery | r in Monday Media, Inc. |
| | WHTL-FM-102.3 | Whitehall | r in Monday Media, Inc. |

FM ALLOCATIONS: PROPOSED AMENDMENTS

| | | | | |
|----|------|------------|-----|--|
| IL | new | Drakesboro | add | 106.9 A, counterproposal comments June 17 |
| MO | KDEE | Cameron | add | 92.3 A from 92.9 C2, cntrproposal com. June 17 |
| MO | KCMQ | Columbia | add | 96.7 C2 from A, cntrproposal comments June 17 |

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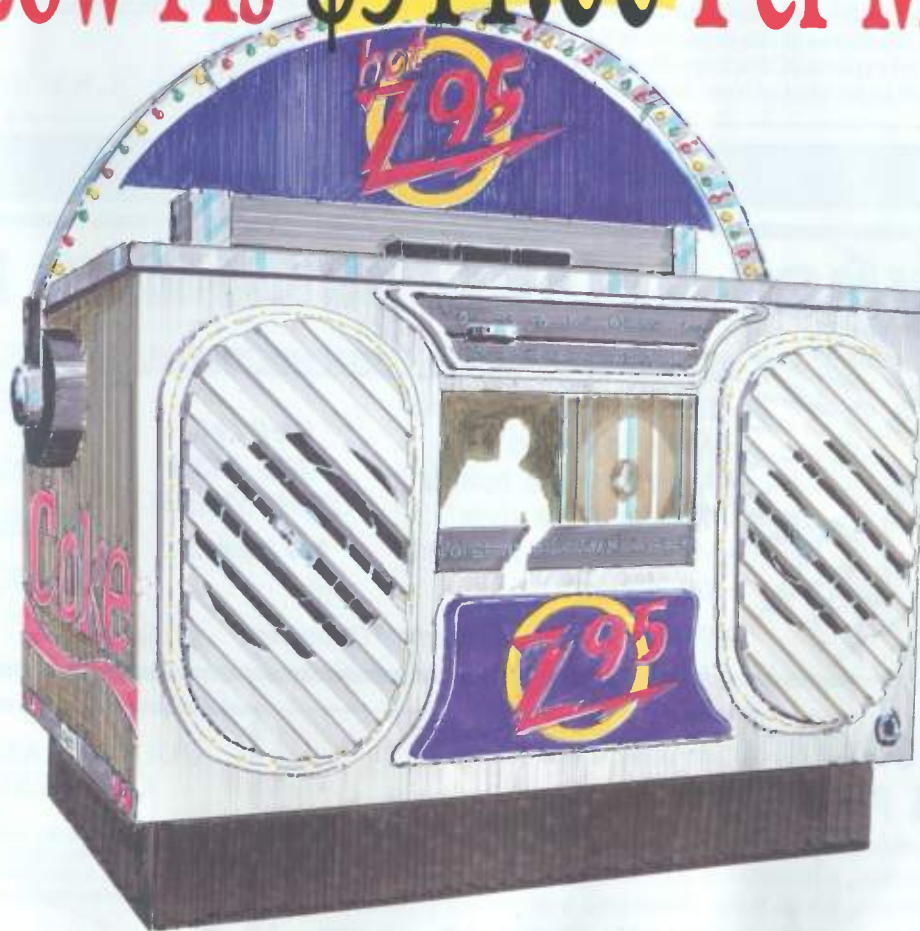
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