

The

RADIO'S MANAGEMENT WEEKLY

Pulse™

of Radio

Volume IV, Number 11 April 28, 1989

46,000 Expected For NAB Convention '89

Outgoing Federal Communications Commission Chairman Dennis Patrick leads a host of speakers and honorees at the National Association of Broadcasters Annual Convention and Engineering Conference in Las Vegas today (April 28) through May 2.

More than 46,000 broadcasters

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Group W Buys Legacy and Metropolitan

In a deal that will make Group W Radio the second largest radio company in America, the broadcasting conglomerate has signed a letter of intent to purchase Metropolitan Broadcasting and Legacy Broadcasting for \$350 million.

Group W and President Dick Harris will end up with nine stations in the top 10 radio markets and the sale gives New York investor Robert F. X. Sillerman and other

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Noble Sells Boston Combo For \$39 Million

Group owner Noble Broadcast has sold its Boston combo, WSSH-AM/FM, to syndication giant/entertainer Merv Griffin for \$39 million. The purchase is the latest in a series for Griffin Entertainment.

It has been speculated for months that Noble is interested in acquiring the Transtar network, but Noble CEO John Lynch has announced no specific plans.

Much attention has been paid to the recent decision by Capital Cit-

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Finding The Right Broker Is The Key To Selling A Radio Station

Significant changes have taken place in the last five years in the way radio stations are bought and sold. New players, new levels of spending, and new financial instruments have brought about an entirely different economic environment in Radio. Ways of investing in Radio have changed, and changing interest rates and tax advantages will continue the trend.

Operators or owners who are buying, selling or trading Radio stations in this environment must have a firm understanding of the issues, or find a trustworthy broker who does — preferably both.

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Pulsemaker Interview:

Lowry Mays

NAB's Radio Chairman

Protecting Radio's Interests At
The FCC And Congress

Z-ROCK'S HOT NUMBERS

SAN ANTONIO/KSJL

IN JUST 60 DAYS ON-THE-AIR

2.7 TO 21.4

MEN 18-24

MON-SUN 6A-6AM BIRTH MONTHS OCT/NOV/DEC/JAN '99

1.4 TO 12.1

MEN 18-34

DENVER/KRZR

IN JUST 30 DAYS ON-THE-AIR

.3 TO 2.0

MEN 18+

MON-SUN 6A-6AM BIRTH DEC/FEB '99

.0 TO 3.5

MEN 18-34

AND...

The Z-Rock poster.
It looks like we sound ... **HOT!**
Lee Abrams' Z-Rock,
the 24 hour rock 'n' roll Superstation,
burning with the best mix of
Rock 'n' Roll,
Amazing Jocks,
and Awesome Merchandising.

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in radio happening now.

Z-Rock isn't only a format,
it's a business.

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Z-Rock delivers.



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

Volume IV Number 11 April 28, 1989

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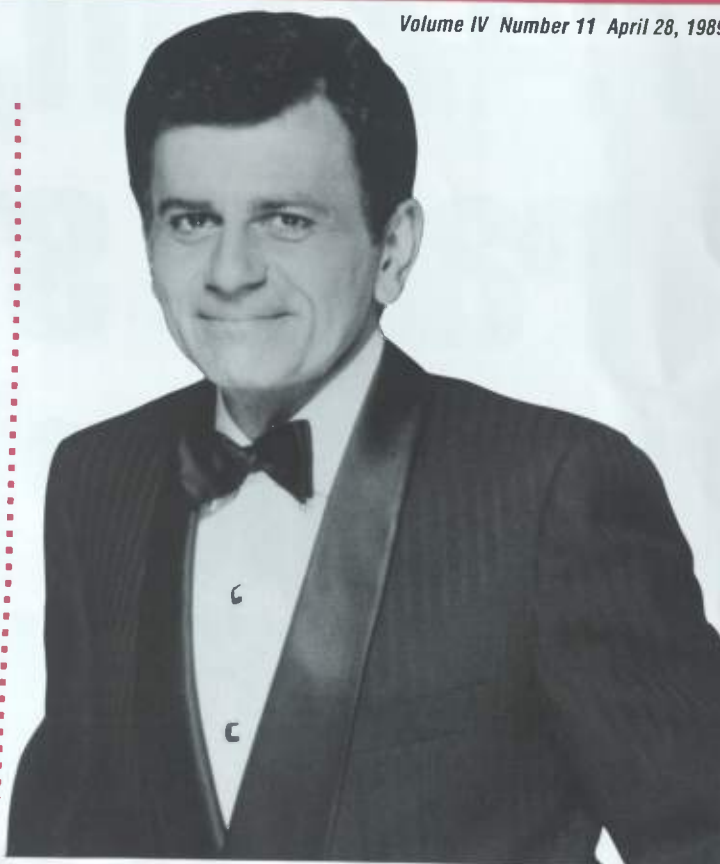
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Joe Bob Briggs celebrates with Jameson
 Broadcast. L-R, Laura Sebastian, Tulee
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 and Jamie Jameson. See Radio Ink.



On May 26th at 7:42 am, every radio station in America will go off the air...



Ellen Hulleberg
President, Interep's Radio Store
RAB Steering Committee Member

With your help!

As the launch of its National Radio Awareness Campaign, the NAB/RAB Radio Futures Committee is planning a major radio event. It is hoped that all U.S. stations will simultaneously broadcast a spot, "Radio, what would life be without it?"

An announcement by James Earl Jones will introduce listeners to the campaign. This will be followed by 30 seconds of silence in order to dramatize

the impact of radio on our lives, with the anticipated result of nationwide coverage.

We need the financial support and participation of every station to broadcast the ongoing campaign.

Interep's Radio Store is proud to be a sponsor of the National Radio Awareness Campaign. For more information on how you can take part, please call us at 1-800-INTEREP.

 **Interep's Radio Store**

Durpetti & Associates Group W Radio Sales H.W.H.
Major Market Radio McGovern Guild Radio Torbet Radio

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Editorial

Get Involved With The NAB To Help Radio Speak Out

It's this time of year as we stroll the massive hallways of the Las Vegas Convention Center that we think more about the NAB than we do at any other time.

They throw a great convention, but just who are these guys? What do they do? What do they do for me? What do I get for the dues I pay? Is there more to the NAB than an occasional mailer or newsletter? Do they really serve radio?

Questioning the NAB is something a lot of radio people do. I remember overhearing a reference to NAB at a recent convention as those 'guys in Washington who never do anything but play golf with senators'.

Sure, there is a staff in Washington - and surely someone gets to play golf with a senator or two - but the real NAB is an alliance of members, folks like you and I who must meet budgets, sell spots and make payrolls. The NAB is often accused of ignoring radio. I don't think for a minute that is the case.

Consider that NAB President Eddie Fritts comes from radio, he's one of us. Radio is only a small portion of the revenue of NAB, but a lot of time and money is spent on radio matters. The mood of a few critics often makes it popular to think that NAB is disinterested in radio. Criticism can be healthy, but don't be critical unless you are willing to make an effort to make the changes you feel are necessary.

How involved are you in the NAB? Have you ever been on a committee? Ever volunteered for a support role?

The NAB and other organizations like it need your time and your input. You are radio. You have a lot to offer and a great deal of knowledge and ideas to contribute. Broadcasters from every size market and every format need representation at the NAB. You need to find yourself more involved. Lynn Christian, the newly appointed senior vice president for radio, would



B. Eric Rhoads
love to hear from you.

Changing public opinion isn't easy and likewise changing the mind of Congress requires more than the effort of a single lobbyist. It takes you, your staff and hundreds of radio stations to get the message to the right people.

If the NAB appears to be lacking the movement you would like to see, it could be the same people keep volunteering their time and energy to a cause they know needs support. But, at least they volunteered.

You have a chance to voice your feelings and change things you don't like, or that are not good for this industry. By getting more involved, knowing the issues and taking some of your time to help, you'll be amazed at how much you really can contribute.

The NAB is your voice. If it doesn't work for you, it could be that you have not given it a chance.

B. Eric Rhoads

B. Eric Rhoads

Weaver Named President Of Streamline Communications

Veteran broadcaster and former Editor-In-Chief of *The Pulse*, Jackson Dell Weaver, has been named president of Streamline Communications. The announcement was made by B. Eric Rhoads, chairman of the board.

Weaver, 38, most recently served as vice president in charge of sales and marketing for the magazine. In his new position, he will oversee the day-to-day operations of Streamline Communications, the parent corporation for Giant Boom Box Industries and *The Pulse*.

"Jackson's experience in broadcast management will provide Streamline Communications with the type of leadership that will lead us successfully into the next decade," Rhoads said. "Our organization is growing and we need someone with his background to manage our day-to-day operations."

Weaver moved to Streamline from Seattle where he served as VP/GM of Ackerley's KJR/KLTX. A native of Wisconsin, Weaver began his radio career at age 14 with on-air duties and later moved to sales and station ownership.

He sold for KUTV-TV in Salt Lake City and served as president of KZAR-TV there. Weaver owned KPRQ in Salt Lake and served in management and sales at KCPX Radio.

"I look forward to the challenges



Jackson Dell Weaver

ahead," Weaver said. "Streamline is a growing company with talented, ethical people as its foundation. Our challenge is to move from a successful entrepreneurial company to a major force in broadcast marketing".

An avid bicyclist and classic car collector, Weaver is married and has a son.

Streamline Communications is headquartered in North Palm Beach, FL.

Noble Sells Boston Combo For \$39 Million

continued from cover

ies/ABC to acquire Satellite Music Network. The United Stations could also be a takeover target.

A new network player, Braiker Radio Services, will launch a new satellite-delivered network beginning in July.

Noble purchased WSSH in 1985 and added WKKU in 1987 for \$19 million

total.

Griffin recently purchased WHJJ/WHJY in Providence for \$34 million. Griffin Entertainment also owns WPOP/WIOF, Hartford and WTRY/WPXY, Albany.

Neil Rockoff and Joe Sitrick of Blackburn and Co. handled the sale.

46,000 Expected For NAB Convention '89

continued from cover

and exhibitors are expected to attend the '89 convention, including some 445 international registrants from 35 different countries.

Along with 37 members of Congress and three FCC commissioners, attendees will have the opportunity to hear and discuss the latest industry trends in some 100 sessions.

There will also be some 420,000 square feet of exhibit space for registrants during the conference.

NAB President Eddie Fritts will give his state-of-the-industry address on Saturday, April 29 and James E. Duffy, president of ABC Communications, Capital Cities/ABC, will receive the industry's highest honor, the Distinguished Service Award, in the Saturday opening session.

Veteran sportscaster Red Barber and Spanish-language broadcasting pioneer Nathan Safir will be inducted into the Broadcasting Hall of Fame at the Radio Luncheon on Monday. Also receiving recognition during the luncheon will be recipients of the NAB's "Best of the Best" contest for the top promotions of 1988.

Warren Potash, the new president of the Radio Advertising Bureau, will make his first state-of-the-industry address since taking office, and there will be a showing of the RAB's new video, "Radio's Sound of Success," at the 2:30 p.m. meeting Monday.

William G. Connolly, president/CEO of Sony Advanced Systems, will receive the Engineering Achievement Award during the Saturday engineering luncheon. The featured speaker will be Leonard Feldman, owner, Leonard Feldman Electronic Laboratories of Great Neck, NY.

Exhibit hours for the Hilton Center, Rotunda and outdoor areas will be Saturday-Monday, 8:30 a.m.-6 p.m. and Tuesday, 8:30 a.m.-4 p.m., and for the Convention Center, 9 a.m.-6 p.m. Saturday through Monday and 9 a.m.-4 p.m. Tuesday.

FCC Budget Crunch Might Cause Delay

The ailing Federal budget might strap the Federal Communications Commission in its daily duties. The Commission has reported to Congress that it is facing a budget deficit of some \$5 million this fiscal year.

This could mean hiring reductions, early retirements and mandatory three-day furloughs, which could mean delays in handling broadcast data.

Group W Buys Legacy and Metropolitan

continued from cover

Legacy shareholders an estimated 15 percent interest in Group W.

The deal is pending FCC approval and hedges on Group W repaying most of the debt of Legacy and Metropolitan.

Sillerman will also serve on the Group W Board of Directors.

"It's the sweetest deal I've seen in a long time," said Tim Menowsky of Communications Equity and Associates. "It clearly states the direction Group W is headed. Everyone was wondering what was up after they sold Denver for \$15 million."

Included in the sale are stations in New York, Los Angeles, Philadelphia, Detroit, Washington, D.C., Houston and Minneapolis.

The deal will require that Group W divest itself of a Houston FM station, and Group W will petition the FCC for a waiver to operate WMMR-FM in Philadelphia where it already owns and AM/TV combo.

The stations being acquired from Legacy and Metropolitan are WNEW-FM, New York; KTWV-FM, Los Angeles; WMMR-FM, Philadelphia; WCPT-AM/WCXR-FM, Washington, D.C.; WLLZ-FM, Detroit; KILT-AM/FM, Houston; and KDWB-AM/FM, Minneapolis.

Ask Dwight

Readers have been writing in with questions for Executive Editor and radio veteran Dwight Case. Here are his answers.

Dwight, I've been successfully running a medium market AM/FM combo for the past few years. Billing is growing, marketing has been consistent and the bottom line isn't bad. My problem is that I don't know how I'm doing. I receive no input from corporate except at budget time. How do I get the home office to give me better guidelines?

R.B., Minnesota

R.B., People pray for those jobs. Don't complain. Ask your superior for quarterly reviews. Be candid about the fact that you feel isolated with just annual reviews. Set some specific parameters that you feel would help your performance.

Dwight, My ace salesperson has a job offer across the street. She'll get a great list on a good station, but I'd really like to keep her. Any ideas?

S.S., New Jersey



Dwight Case

S.S., When salespeople are successful with you they seldom leave for a better list or more money. What you have to determine is, what is the real reason she is leaving: Rank? Management potential? Maybe she just doesn't like working for you and thinks the grass is greener. Whatever, find out the real reason before you try to keep her or let her go.

The Pulse Index Of Radio Stocks

For the second consecutive week, the broadcast group as measured by the Standard and Poor's yardstick performed admirably well, at least on the surface. The index, as measured by this standard, appeared to make stellar gains through the week. One word of caution, however, to anyone who might be contemplating a buy in one of these stocks: Understand that this index is overwhelmingly "weighted" and influenced by the two largest cap stocks, CBS and Cap Cities/ABC. The very strong increases in share price for both of these companies may quite possibly be driven by takeover speculation and not earnings projections or other criteria normally used to evaluate share price. This more or less throws a yellow flag in the direction of the other broadcast stocks. Each stock must be analyzed as an individ-

ual entity and not a "coat tails" performer.

CapCities/ABC	\$415*
CBS	\$187.75
Clear Channel	\$13.50
Heritage	\$4.87
Jacor	\$6.25
Olympic	\$2.50
Osborne	\$7.75
Price	\$7.00
Sage	\$5.00
SunGroup	\$1.63
TM Comm	\$25
WW One	\$8.50

*--New 52-week high

HOO RAY FOR TOP FORTY!

THE ORIGINAL RADIO FORMAT

It began one night in a bar in Kansas City in 1955. After the bar closed, Todd Storz noticed the waitresses playing the same few songs on the juke box they had heard the customers playing over and over all night. Todd went back to his father's radio station and created a "format" of playing the forty most popular singles over and over.

WE'VE COME A LONG WAY, BABY

In the thirty-something years since, the Top 40 format has evolved. With new concepts like call-out research, hot clocks, music sweeps, and demographic weighting. As long as new styles and new music are created, there will be hit radio.

WE MADE ROCK 'N ROLL

Alan Freed named it, and Top 40 popularized it. Top 40 popularized Chuck Berry, Elvis Presley, the Beatles, Who, Aerosmith, and yes, even Led Zeppelin.

WE SURVIVED DISCO

It nearly killed us. We got drunk on it. The the struggling FM album rock stations stole our concept of hits and swallowed our males. Until now

DANCE AND ROCK ARE ONE

Both are rooted in American rhythm and blues. It took the screaming success of Guns 'N Roses to remind us how well dance and rock comfortably nest together.

PEOPLE LISTEN FOR MORE THAN MUSIC

It's the old question, "what business are we really in." Sure, music is most of what occupies our airtime. But in the big picture we're in the entertainment business. Our stations exist as an image to our listeners. We paint our images with many elements, of which music is only one.

IT'S ALL ABOUT BEING THE BEST

The most successful stations with the long term mega-ratings marry their listeners. With personality, fun, information, and lifestyle as the mortar holding that great music together.

THE NEXT BIG THING

When Sunny Joe White dumped canned countdowns on WXKS-FM/Boston, he searched for something live, fun and big which he could develop into a promotable weekend ratings builder. When John Garabedian first suggested to Sunny the concept of a big nationwide Open House Party™, Sunny instantly recognized a mega-hit, saying "Do it!"

DOUBLE YOUR RATES, DOUBLE YOUR RATINGS.

Open House Party™ debuted on WXKS-FM in September, 1987. In the Spring, 1988 Boston Arbitron, 12+ metro share for OHP jumped to an 11.8, making it the highest share of any daypart on any station in the week! WKCI-FM/New Haven jumped 9.2-17.8 share, WABB-FM/Mobile jumped 11.2-20.8 share.

Stations now generate incredible income selling this program. Sold out on Saturday and Sunday during Open House Party™ some have doubled their rates. It's like adding a major weekly promotion to your station.

THE BEST OF WHAT TOP 40 IS ALL ABOUT

We bubble with hit music programmed by actual requests, which means the music rides right in tune with the hits you play. John Garabedian and Lisa Lipps work the toll-free 800 lines with a wild craziness, big production, and lots of hot contests. Like a great morning show, Open House Party™ is designed as the soundtrack of weekend partying. And because it's live, your listeners think it's originating at your station.

LOCK IT UP NOW OR LOSE IT

53 stations have now locked out the competition with the exclusive Open House Party™ franchise in their market.

Check availability in your market! Call Brian Beecher or Nance Grimes at Superadio now, (508) 485-3500.





Radio Pioneers

Twelve legendary voices of Radio's past and present gathered at The Museum of Broadcasting for a special two-part seminar "Radio with Personality," an event co-sponsored by INTEREP and The Museum of Broadcasting. Top Row: Dave Herman, (WNEU-FM 1972-Present), Bill Randle (WERE 1950-60, WCBS 1954-56, 1960-65), Jim Lowe (WNBC 1959-64, WNEU 1965-68, WNBC 1970-72, WNEU 1974-87), Joe O'Brien (WMCA 1936-69, WNBC 1970-72, WHUD 1973-Present), Ralph Guild, INTEREP; Bottom Row: Robert Batscha, Museum of Broadcasting, John Gambling (WOR 1951-Present), Alison Steele (WNEU-FM 1966-79, 1980-86, WPIX-FM 1987-88), Cleveland Wheeler (WRBQ-FM 1978-Present), Marty Glickman (WHN 1939-1955, WNEU 1961-72, WOR 1972-78, WCBS 1988-Present) and Ed Leeds of McGavren Guild Radio.

Radio Ink

Robert Sillerman comes out "smelling like a rose," as one broker told **The Pulse**. Consider this: **Command Broadcasting** should now be debt free as a result of the **Group W** purchase of **Legacy** and **Metropolitan**. It is no secret that the battle to service the **Command** debt has been a tough one. **Carl Brazzell** deserves any monies received in this deal. He's earned it.

Former **RAB** President **Bill Stake** lin's first purchase for **Apollo Radio, Ltd.** in Spokane leaves some \$67 million in the fund to buy radio properties.

Competing applicants in the **WOR-AM** sale will reap \$9 million as a result of the FCC settlement. **Buckley-WOR Broadcasting Corp.** will purchase the station for \$16.5 million from **Gen Corp.'s RKO General**.

Jameson Broadcast will syndicate comic personality and "drive-in movie critic" **Joe Bob Briggs** beginning May 1 with a three-times-weekly barter feature for 60 AOR and CHR stations including **KRQR-FM, WBCN-FM, KHYY-FM, KSD-FM, KAZY-FM, KOME-FM** and **WEBN-FM**.

The **Mutual Broadcasting System** and **NBC Radio Network** have won awards in the annual **National Headliner Awards** competition.

Pirate Radio, KQLZ-FM, Hollywood aired its first commercial since changing formats, charging its first advertiser \$2,000 for the spot. Subsequent spots will go for \$1,000-\$1,500.

Satellite Music Network reports record earnings of \$1,517,434 for the year ending December 31, 1988 representing a profit of 17 cents per share.

KNX, Los Angeles, is celebrating its 21st anniversary as **KNX NEWSRADIO**, continuing its role as a leading news station in southern California.

Harris Broadcast Division will unveil the **DX-50** at the **National Association of Broadcasters'** convention. The **DX-50** is a 50-kilowatt digitally-modulated solid state AM transmitter with typical overall AC-to-RF efficiency of 86 percent.

The rights to humorist **Harry Shearer's** weekly satirical program have been picked up by **Tribune Broadcasting's WGN-AM, Chicago**.

Latest mailer from Los Angeles' "The V ave," **KTWV-FM**, lists some interesting artists... **Tanita Tikaram, Dizrythmia, Enva, Gontiti, Govi** and the **Cowboy Junkies**. It also listed **Chet Atkins**...

Tax Dodge Raises Funds For Charity

Little Rock, AR. Radio station recently gave income tax filers a chance to vent their frustrations

"Tax Dodge" has become an annual event co-sponsored by station **KZOU-FM** and a local car dealership.

For a donation to the **United Way**, taxpayers got a chance to pound on an old Dodge car with a sledgehammer. The event raised \$250 for the **United Way** and two postal trucks were used to collect the returns.

"Tax Dodge is an extremely timely promotion that works well every year," said **Peter Stewart**, program director.

AP To Debut Computer Software at Convention

AP Broadcast Services will debut a new computer software package for Radio and television stations at the **NAB** convention.

"**AP NewsDesk**" will run on any **IBM-compatible PC**. The software package is designed to help station's manage their news wire and save money on paper and ribbons.

AP has not announced a release date for the new product.

Radio Ink

Bonneville Broadcasting has named Ron Carter, VP/GM, of the group's Kansas City station's, KMBZ/KMBR. Carter moves from his GSM position at sister station KIRO, Seattle. Outgoing VP/GM Paul Leonard joins Americom as a broker in Washington, D.C.



Bob Burns

Bob Burns has joined the airstaff of MAJIC 95 FM, Austin, as the host of their new evening show, Majic After Dark.

Mark Helms, assistant news director at WTXF-TV, joins Group W's all-news KYW-AM, Philadelphia as executive editor.

Drake-Chenault appoints Jay Noble as manager of affiliate relations. Prior to joining Drake-Chenault, Noble served as the affiliate relations manager at Satellite Music Network.

John C. David is the new vice president, Broadcaster Congressional Relations -- a new position at the National Association of Broadcasters.

Paul "Moon" Mullins, bluegrass musician and country music broadcaster, has been released by WFPB-FM, Cincinnati.

Jerry Papenfuss, president of KAGE, KBRF and KBEW, the Result Radio Group in Winona, MN, has been elected to a two-year term on the National Association of Broadcasters' Radio Board of Directors.

The Radio Advertising Bureau (RAB) appointed Ronni Brand as western regional director.

Sconnix Broadcasting Vice President of Operations, Cary Pahigan resigns his position to form a consultancy, his first client -- Sconnix.

Kathleen Daly has joined Arbitron Ratings in Atlanta as a client service representative for Southern Advertiser/Agency Radio Sales.

Roger Morcomb, president of Radio TV Reports, Inc. in New York announces that Randy Dow has taken over the responsibilities as Manager of Sales Support.

Ted Jordan takes on the role of vice president/general manager of KDKA-AM, Group W's flagship full-service outlet in Pittsburgh. Meanwhile, Jordan has named Chuck Dickemann program manager.

Rod Williams, a former newsman from WSAI-AM, Cincinnati, has replaced John Stolz as general manager at the all-Elvis WCVG-AM.

Price Communications Corp. has promoted Ellen Strahs Fader to senior vice president. Ms. Fader, currently a vice president, also serves as secretary of the corporation, a position she will retain.



Ellen Strahs Fader



Jill Crawford

Group W Radio Sales has promoted Jill Crawford to vice president, Dallas regional manager. At the same time, they have added Julie Lane, Dallas, Jennifer Delfs, San Francisco, and Terry Hurwitz, New York as account executives.

Howard Grafman will assume the duties as president/CEO of Century National Entertainment in Chicago. He replaces the NAB's Lynn Christian.

HNWH, a national radio representative firm, has appointed Jeff Hodge as vice president/Eastern division manager.

Marv Nyren has taken over as Sales Manager of Republic Radio's Atlanta office, announces Jerry Cregan, president of Republic Radio.

John Lindley Warden III joins Katz Radio as an account executive in their New York office.

Chicago's WMAQ All-News 67's appoints Mari Lee Guca as traffic manager, and Diane Chudoba and Mark Fitzgerald as account executives.

Dan B. Speare, president and general manager of KPNC-AM, Bakersfield, CA, named to the National Association of Broadcasters' Board of Directors.



LOWRY MAYS

CHAIRMAN, NAB RADIO BOARD

Lowry Mays is the president and chief executive officer of Clear Channel Communications. He is also currently serving as chairman of the Radio Board of NAB.

As he enters one of the association's two largest conventions, The Pulse asked him to update attendees on board priorities and the status of the industry.

PULSE: *What do you see as the chairman's role with the NAB Radio Board?*

MAYS: I think it is to provide leadership to the rest of the board. The Board sets the policy for the critical issues that we're dealing with at this juncture of the Radio activities of the NAB. The most critical one is moving forward our "Radio Only"

legislative package which we feel has an opportunity to get passed.

PULSE: *What are some of the major issues facing Radio?*

MAYS: I think most of the issues center around the legislative and regulatory aspects of the industry — The FCC actions. The overriding policy issue is

LOWRY MAYS

how the FCC is going to look at "more is better" rather than protecting the integrity of the technical aspects of the spectrum; thus creating an environment that would destroy the industry from a technical standpoint, as well as creating too many outlets. So, I think that policy issues overall get into a number of different things. It gets into directional FM antennas, the old low-power radio, FM translators; much the same thing that is referenced to as "AMization" of FM. I think that a separate issue that the industry is dealing with at this time is the technical side of the AM band. We just had an AM futures retreat meeting in Washington. We had a group of 30 or 40 people on a two-day brainstorming retreat, on what can be done to salvage what has been done to the AM band. I think that salvaging the AM band, as well as not letting the FM band fall into the same thing, is a major policy.

PULSE: *There is a lot of concern about the overcrowding of the bands. Is that because deregulation has gotten out of hand, or has the intent of deregulation just been misfocused at this point?*

MAYS: I think it goes back to the Dennis Patrick philosophy that "more is better". And I think that I, as well as the leaders of the industry, have a major problem with that. When you have more, you start overcrowding the band, and you start to have significant technical interference. You start to lose the quality of your transmission, and that's not going to provide the best service to the public. I guess their (the FCC) philosophy is to let the marketplace set the number of Radio stations. You're going to have some massive changes as far as reception is concerned, and as far as service is concerned. You've got to have revenues sufficient enough to serve the public, whether it's in your news area or your entertainment area. There's got to be enough revenue to sustain the industry. If you get so many stations that the audience can't hear them all, none of which causes the audience to make an impact, then you've got a problem.

PULSE: *Haven't we already seen that in*

.....

"I think that salvaging the AM band, as well as not letting the FM band fall into the same thing, is a major policy."

.....

some markets where the bands are overcrowded and people can't afford to operate because there are too many stations in the market?

MAYS: A lot of the markets we operate in are in the troubled economic sphere of Oklahoma, Louisiana and Texas, and 60 percent to 70 percent of them don't make money. So, if the economic situation does a downturn, it makes it even more difficult to sustain over a long period of time.

PULSE: *Do you think that is why more and more stations are going dark?*

MAYS: Sure, and most of those are the marginal stations at this juncture. That includes AM and small FM's that don't have the revenue base that I referred to.

PULSE: *Since FCC Chairman Patrick has resigned, do you think President Bush will be able to step in and really make some improvements in the area of over "AMization" and FM crowding?*

MAYS: I hope he understands the issues. We had provided the transition team with the issues as we see them; and I am in hopes that there will be a change in a more positive attitude in the commission level, that "more" is not better. That's the key because the philosophy was that "more is better" as far as our industry is concerned. The focus of our industry is to never lose sight of serving the public. And, when you get too many stations, and they are technically at odds with each

other, then the service begins to decline, and you don't serve the public, which is the original intent of broadcasting. Because if you don't serve the public, you don't get the revenue. If you get into a technical condition where the public can't hear stations on an interference-free basis, you get them so fractionalized that you lose them.

PULSE: *Is Radio's voice being heard in Washington at all levels—by the Commission and by Congress?*

MAYS: I think we have an outstanding government relations department at the NAB, that is being expanded as we speak. I think the Radio voice is being heard, and is being heard separately. I think that is something that has just recently occurred. I think that effort is one of substantial change during that period in the industry, and that's been about 15 years.

PULSE: *So that would be one item in your term that you would be proud of—the extension of that lobbying role in Washington?*

MAYS: Yes.

PULSE: *In regards to the upcoming convention, have you been privy to any of the discussions about the spring meeting becoming too television oriented?*

MAYS: The numbers don't show that. So, the Radio part of the convention will continue to be at our spring convention. If the people didn't want to go, they would all be at our fall convention. But it just so happens that people like to go to that spring meeting, where the equipment show is much stronger. It continues to draw delegates from our industry, as long as that happens we're going to do the best that we can to put on a show for Radio. And, I might add that the fall Radio convention continues to grow; and I wouldn't be surprised if 10 years from now it will overshadow the spring meeting, as far as Radio attendees are concerned. As far as our company is concerned, we had all our managers at a meeting at the spring convention last year, and we're having that same meeting with our program directors at the convention in September. I'm not sure if that is a trend, but I wouldn't be surprised if

that's going to happen.

PULSE: *What would you attribute to the success of the NRBA and NAB merger, would you say that the marriage appears to be good for both sides?*

MAYS: No question. I think that the Radio convention this past year was by far the best it's ever been, and the one before that was the best, and the one in September is going to be the best ever. Particularly, this one in September — there will be some significant changes — and it's going to have a menu for everybody — a lot of pizzazz is involved.

PULSE: *Any downfall that you've seen with the merger thus far?*

MAYS: No, absolutely not. Anytime you unite the resources of two organizations it's one-plus-one equals eight.

PULSE: *How do you see NAB membership, any concerns in that area?*

MAYS: I think membership will continue to grow as people understand the importance of lobbying our issue, on the Hill, and within the halls of the FCC. I think it will continue to gain acceptance from broadcasters — it is their business, they need to devote attention to it. The NAB is the focal point for that interest, and they should support it. It will continue to grow and I think the activities surrounding the NAB, their meetings and conventions, will continue to grow.

PULSE: *Do you think people don't join the NAB simply because they don't understand what it can do to help them?*

MAYS: I think they don't join the NAB because they want everybody else to pay for the benefits that they know they receive. And they escape by having other people pay their way, number one. And number two, it's possible the communication with non-members could be better. I think the main reason is it is a voluntary contribution, and if somebody else is willing to make that contribution, there are too many people willing to let them do it, which is too bad.

PULSE: *Any comments on the departure of David Parnagani and the arrival of Lynn Christian?*

MAYS: I think David has done a very good job over the years. I look for-

.....

"The focus of our industry is to never lose sight of serving the public."

.....

ward to Lynn coming in. I really don't know Lynn that well, but I'm excited about him taking over the reins. I feel good about it.

PULSE: *Any financial concerns about the NAB?*

MAYS: No, the NAB is extremely strong financially. It has the resources to carry out it's mission.

PULSE: *Clear Channel Communications' television division continues to grow, what's ahead for the Radio division?*

MAYS: We have always been primarily a Radio broadcasting company, and I think we will continue to grow in that area. We see an investment opportunity primarily in independent television, because of a number of factors in that industry, and we see some real opportunities there. So, I expect we will continue to buy additional stations. We are in hopes that we can acquire television stations in the same markets where we have Radio stations. Our first one will be in Tulsa, which we've recently filed an acquisition of the only independent station in Tulsa, where we have the leading Radio station. We think that synergy of the two can be beneficial, particularly in audience promotion. Not creating spots, but in audience participation in promotion. We do some of that jointly in our Mobile/Pensacola market now, where we have had heavy audience participa-

tion in a leading Radio station and a television station cross promotion. It's an audience contest where you have to listen to the Radio as well as to the television. So I think we will be trying for growth in those two divisions and possibly in the same markets, in order to gain the benefit of that synergy.

PULSE: *Any other Radio purchases ahead?*

MAYS: We are looking at three acquisitions now, and I expect we will have one before the year is out. One of the three, or maybe three of the three.

PULSE: *You do pretty well in the small markets, any plans for acquisition of smaller markets?*

MAYS: No, the three markets would be 30 to 60 and this is a small market compared to Houston, we would like to be in Dallas, but that's not one of the three that we are looking at. The main thing with our company is that we generally tend to dominate the markets that we're in, in terms of revenue. And whether it's Oklahoma City or Louisville or New Orleans or Beaumont, we are the leading revenue producing entity in those markets and that's unusual in our business. I don't think any other group in the Radio business has as high a percentage in leading the markets they are in as Clear Channel does. I'm proud of that, it goes back to the people aspect of this business. I think we look at the business somewhat differently than other broadcasters. But I think we have a collection of the most outstanding people in this business, because I think our record in the area that I just mentioned suggests that you have to have bright people to run the stations. And they do run the stations. It's a totally decentralized operation concept that has worked extremely well. All the general managers report directly to me.

PULSE: *Is that why the financial community looks so favorably upon Clear Channel?*

MAYS: I think so. I think our record speaks for itself. We tend to do well in the markets we're in and we have outstanding people in this company. I think that's the reason.

Finding The Right Broker Is The Key To Selling A Radio Station

by Robert C. Alexander & Narcisse S. Cadgene

In the coming five years, the overall economic climate and the increasing interest in Radio as an investment will continue the Radio Revolution and introduce new changes. As the issues become more complex, the services of brokers will become more, rather than less important and the gaps between the types of services will narrow.

For a station owner who is preparing to buy, sell or trade in markets, it is vital to enlist the aid of a broker who:

1. Has market expertise of station and type of and who knows the buyers in the market, their needs and sources of financing.
2. Can provide a financial analysis of the station in question and the appropriate financial alternatives to the sale; and
3. Can maintain confidentiality himself and assure the confidentiality of others he deals with.



Jim Blackburn

Radio station brokers, like stations, have very precise niches — each broker tends to handle a specific kind of property. No matter what the value of the station involved, it is crucial to choose a broker to match the situation.

In order to compare brokers, it's

important to consider not only the dollar value of the transactions, but the number of deals, the number of transactions, the broker's role in the transactions, and the number of clients a broker or firm has dealt with. In some cases, finding out a broker's track record over five years can be enlightening.

Paul Kagan Associates tracks broker activity based on dollar values and the number of deals. Kagan's definition of "one deal" is the sale of a stand-alone station or a combo, regardless of the number of buyers, sellers, or timing of transactions. As such, the figures are useful but not the end-all.

For example, if our owners, over the course of a year, sell one stand-alone station and two combos separately to O'Brien and JF through Joe Broker, that's three deals. On the other hand, if Fred Broker handles Group A's sale of one stand-alone and three combos to Group B in one transaction, Kagan still defines it as four deals. Joe may be a small-deal broker and Fred may

be the big-deal guy, or Fred may just have been lucky. If deal flow is important, Joe may be the appropriate broker. If the size of the transaction is an issue, Fred has the experience.

Individual brokers do change firms, and their business may move with them. Media Venture Partners is staffed with five former Chapman brokers; Steve Rattner's departure earlier this month from Morgan Stanley will undoubtedly have an affect on that firm's investment banking client list.

Brokers will often suggest financing sources in order to help make the deal and earn their commissions. Where do they go for money? First to those sturdy sources of the long term, fixed rate loan — banks and insurance companies — who are happy to lend on Radio properties because of their relative stability as businesses and their reliable cash flow.

Radio's stability, bankability and resulting salability comes from its solid revenue stream. Morgan Stanley reports that "the Radio industry enjoyed its 26th consecutive year in uninterrupted growth in revenues" — a record every industry in this country can envy. (Communications Industry Data Book, 1988)

In addition, local advertising has historically been more stable than national advertising, which is subject to the whims of the national economy and electioneering. Radio station revenues are increasingly local, at the expense of both national advertising and network revenues, thus bolstering stability, according to advertising agency McCann Erickson.

Even the programming side of the industry is stable, as incredible as that may seem to those in the business. The Fall issue of James Duncan's *American Radio* shows that the top eight programming categories which account for about 85 percent of the total advertising revenue are relatively stable and profitable from 1984-87.

With this kind of stability, radio station investment — FM stations especially — are comparable to prime real estate properties. An adult contemporary station in the top market



Glenn Serafin

will go for a top price — just like an office building on Main Street. "Location, location, location" (in terms of market and format) has become almost as important as achieved operating results to some buyers.

Stable, reliable cash flows are highly desirable properties which generate fierce competition to buy and drive prices through the roof. Radio prices have risen dramatically, and higher prices have turned many solid businesses into risky financial deals. Undercapitalized buyers sought to buy more than they could afford under the old rules.

"There are too many operators who are in it for other than financial reasons," said one group owner.

To finance these higher prices, newer deal structures introduce a layer of debt between equity and long-term financing called "mezzanine debt" — which in some circles is called "junk debt." This debt carries a high rate of interest, making it attractive to aggressive lenders. It enables an aggressive buyer to reduce the amount of personal equity in the deal. And, it enables an aggressive seller to demand — and get — a higher price. At high levels of debt, even minor fluctuations in revenues or costs can mean debt repayment problems. Operating costs must be slashed, valuable property sold off, and the ad sales effort redoubled to meet the

needs of an aggressive deal.

The recent rise in interest rates will put even more pressure on deals. "Institutions haven't let up, they want a return on their loans, and they will have to ask someone to make up the difference," Glenn Serafin, vice president of Communications Equity Associates pointed out.

Right now, however, with interest rates high, the highly leveraged deals will be hard to do. As with the tail end of a strong real estate market, Radio prices may soften but are not likely to come down much. What may well happen, however, is that the deal flow may dry up until buyer financing becomes readily available again. "A lot of deals don't close," said Dan Gammon of Americom. "That's the hidden side of brokerage."

The broker explosion rode the crest of the price wave. When a whole industry restructures its financing, there is a several-year period in which prices jump dramatically. But that process does not go on forever — things shift back to fundamentals.

Fortunately, Radio fundamentals still look good. Given the steady revenue gains achieved by the industry, revenue gains should continue and will help support current price levels. Jim Blackburn of Blackburn and Company remains optimistic. "Prices will give a little bit — but not dramatically — if interest rates go up," said Blackburn, "but the underlying belief is that Radio is still a stable industry."

The basic financing structures in Radio today are more complex, and new financial techniques will, to some degree, be required by the size of deals. Some old-fashioned techniques cited as having consistency were for old-fashioned thinking. James Blackburn, Senior Vice President of financing 35-year-old buying stations' transmission and leasing them back to the advertiser as a means of providing the advertiser with a means of purchase. Blackburn is also credited with being the first to introduce an investment banking division, Macnamer Capital Markets, which financed 12 deals for \$100

Finding The Right Broker



Gary Stevens

million in 1988.

Brokers today serve several valuable purposes. In addition to finding deals and suggesting financing approaches, the aggressive broker can be a guide to a variety of financing sources including banks, venture capital firms, Wall Street's investment bankers, insurance companies, limited partnerships, and that Old Reliable, buyer equity.

But the broker cannot do it all. As Gary Stevens said: "You are better off negotiating a deal in lock-step with your bankers." That's the way to know that all parties will arrive at the closing and the deal will get done.

Broker commissions are reasonably standard in the industry. Commissions generally follow the Lehman 5-4-3-2-1 rule, meaning five percent on the first million, four percent on the second million, etc., to one percent on the fifth million and each million thereafter. Naturally, a commission on a \$50 million deal is negotiated - it might be one percent.

Even these examples, however, are rules of thumb: "All brokers are flexible on their fees, though they say they aren't," said one who was asked to remain anonymous. "With fees should not be a determining factor in choosing a broker, a little bargaining is not out of line.

Not that most brokers waste much time in the poorhouse. "You can spend one year doing one deal," said one highly successful broker of his brethren, "and it beats working." In the intensely competitive environment caused by high-stakes Radio - Good Old Boy confidentiality - will become even more crucial. The need for personal relationships will continue to be of significant importance in all but the largest corporate transactions.

The need for intelligence and to maintain secrecy is intense. "Most decent deals are two-week deals," said Dan Garrison. "They are gone after two weeks." It is for this reason it is important to work with a body who is very much in the flow: the Good Old Boy network

at work.

"It's a business of intelligence," Stevens agreed. "You're constantly sniffing around trying to find business." Rumors of a sale can significantly damage a property or cause other buyers to rush in. Either event may cause the deal not to happen.

"We all go batty," said Bud Wertheimer, president of the five-station Lincoln Group. "We want to go in there as fast as possible. In one case where I wanted to buy, the hole existed for two years, the lawyers jerked the deal around for 13 weeks, and other stations saw what was going on and the hole closed up."

The Pulse asked Wertheimer how he chooses a broker: "There are three important things. Closed mouth, closed mouth, closed mouth. We all have our kitchen cabinets in this business, we all network, and the broker has to be able to control the people he's talking with, too."

It's a complex environment today, where it's important to produce the best qualified buyer. "You start out with a prospect and you don't tell big Radio to someone who isn't ready to do the business," said Stevens of his deal.

Ideally, a broker should be able to identify to the seller a small list of highly qualified prospective buyers. On the buy side, a broker should be able to say "I have a situation..." to a prospective buyer without giving the

Trade Terms Of Brokers

Here are some terms common to most Radio transactions:

Cash Flow - Operating income less operating expenses, before depreciation and amortization. In sales parlance, this generally refers to projections, not past-year figures. Approximately 60 percent of stations traded in 1988 were sold on the basis of projected multiples of cash flow. The remaining 40 percent were either not sufficiently profitable to be sold on a cash flow basis or were in atypical markets. Typical multiples for rated markets range from 8 percent to 13 percent.

Equity - Down payment. The cash subordinated to all other debt and therefore completely at risk. Equity is generally buyer savings, often combined with wealthy investors or other sources of capital. Private placement or public offerings are used in larger sales to raise equity. Venture capital firms are an expensive source of equity, demanding 35 percent or more annual rate of return. Blind pool equity funds are relatively new vehicles for investment in specific types of properties.

Mezzanine Financing - Subordinated debt. (Also junior debt, also junk debt.) If a bank will lend 60 percent (senior debt) and a buyer contributes 20 percent (equity), the remaining 20 percent is mezzanine financing. More expensive than senior financing, mezzanine level debt allows a buyer to offer a higher price in a bidding situation without further reducing equity share, but the buyer puts his equity at higher risk. Only properties with positive cash flow qualify for mezzanine financing.

Seller Paper - Loan from seller to buyer (Also seller takeback.) Used extensively in break-even or turnaround properties. Seller takeback makes more creative deals possible and is often a vehicle for completing high-risk deals in which other investors will not participate. It is also an instrument to maximize seller profit by justifying a higher price with better terms. Seller paper is usually secured by a personal guarantee by one whose net worth exceeds the value of the note.

Senior Debt - The primary lender, equivalent to a first mortgage. Sources are primarily insurance companies, banks and other financial institutions.

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he Business.



Ivan Brailer
President

Rick Sklar
V.P., Programming

—**Rick Sklar, V.P., Programming.** Sklar programmed WABC, New York into America's most listened-to radio station. The former V.P. of Programming for ABC Radio also developed the Talkradio Network and is considered to be one of the world's outstanding radio programmers.

—**Larry Shipp, V.P., Sales.** Shipp headed up sales for both the Satellite Music Network and Transtar Radio Network. While at SMN, Shipp took the company to more than 450 affiliates. Shipp was also V.P. and G.M. of WMAD, Madison, Wisconsin, President and G.M. of KMZQ in Las Vegas, Nevada and Regional Sales Manager for TM, Dallas

—**Pat O'Day, V.P., Concept Development.** O'Day has seen it all—from on-air personality and program director to general manager and owner. His credits include helping found the world's largest entertainment company, Concerts West and being named General Manager of the Year and National Radioman of the Year. He will develop promotions and innovative concepts for Braiker affiliates.

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Finding The Right Broker

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Sales/Marketing

by Sally Tucker

Business Radio Is Vying For Affiliates

The 80's decade has ushered in a whirlwind of rapid and drastic swings in the nation's financial atmosphere. In response, American consumers and investors on all levels are seeking out more information and advice on the best ways to direct their investment dollars.

Many are turning toward their radios, as the industry becomes more and more responsive to this listener need via business radio.

Some stations are responding with syndicated or in-house productions of business or financial segments interjected into their already established formats. Others are electing to adopt total 24-hour business programming now offered by a variety of networks.

The three apparent leaders in the network race to accumulate the largest affiliate bases for total business programming are Business Radio Network (BRN) in Colorado Springs, Financial Broadcast Network (FBN) in Los Angeles and Money Radio Network (KMNY) in Pomona, CA. All three networks have similar goals in terms of gearing programming to meet the needs of today's consumers and investors, but each has a little different approach toward building network revenue support. Packaging blocks of advertising time around scheduled program topics has proved successful for BRN, according to vice president of marketing Karen Faulkner.

"We have gotten nothing but positive response from affiliates for the opportunity to sell new advertisers, many of whom would never consider buying time in a music format," she said.

"In many cases, the people who advertise are also our customers, and that is a nice situation."

Faulkner feels that BRN offers more than other networks in the range of program diversity. They have attempted, since going on air in July, 1988, to adapt programming to meet the interests of the professional investor with timely features on strictly financial and economic-oriented topics such as stocks and commodities investing.

"And we've also considered the appeal to everyday consumers by offering less technical business show, along with a well-rounded schedule of sports and weather forecasts, dining and travel shows and up-to-the-minute national and world news," she explained.

BRN currently has 26 affiliates covering roughly 30 percent of the nation's markets. President and CEO Lou Millini has set a year-end projec-

tion of increasing that figure to 70 percent coverage.

FBN, the brainchild of founder Glen Taylor, former CEO of cable's Financial News Network, is operated by former Gannett Radio President Joe Dorton.

This network, which went on air in early April, plans a multiphased approach toward network revenue to support their total in-house production of business programming. Each FBN property in the projected 12 AM station owned and operated group will have local management and sales forces patterned after the premiere station XEGM in Tijuana, Mexico, whose signal reaches as far north as Santa Barbara. The network will use four of the 16 commercial minutes per-hour for promotions. Backing up the programming will be a publication, Money Weekly, a newspaper supplement to be inserted in the major newspapers of the markets of all affiliate stations.

"We will provide all the formats and the papers will sell the advertising to support the locally generated



BRN's Karen Faulkner

Sales /Marketing

copy," explained Doug Frankel, vice president of FBN-owned stations. "We will use an average of about three pages per issue to promote the local affiliate carrying our programming."

The first Money Week supplements are expected to appear in Los Angeles and San Diego newspapers in 60 to 90 days.

Another publication, Money Talk, will provide a subscriber-basis monthly business update in a concise, USA Today type format, Frankel said. "We will, in turn, support the sales of subscriptions for Money Talk with on-air promotions."

The first issue of the monthly magazine will be introduced in late May. A third arm of FBN's operations involves a direct marketing division to handle follow-through of on-air promotions and sales offerings in order to provide further revenue support for the network.

The FBN programming will revolve around a "Business Day" from 6 a.m. to 6 p.m. with morning and afternoon personalities anchoring call-ins, business segments and feature programs. Talk-oriented shows and programs on specific business and finance topics will base the 6 p.m. to 6 a.m. hours. Frankel described FBN's first day on the air as "extremely successful and smooth—everything is moving right ahead as scheduled."

The concept of approaching each added affiliate as a total fresh start in business radio formatting is favored by Money Radio Network.

According to co-founder and MPN Executive Vice President Vera Gold, each of the current 15 on-air affiliates were given two options—to pay the network an affiliate access fee based on the market size and offer the network two avals per hour or accept a total bartered avel situation—giving six avals per hour.

The affiliates sell local advertising time to support and enhance the scheduled programming and MRN sells national advertising packages for total affiliate market. MRN has focused on accumulating



FBN's Doug Frankel



MRN's Vera Gold

goal of 300 affiliates by the end of 1999, but not all in the United States. Negotiations are now under way for properties in Japan and other international markets, he being

tuition. We have learned through our development of the network that you must be very careful in defining the market for a business

"We seek out areas that generate large amounts of investment dollars and have demographics indicating that earning potentials are high. We were particularly selective in setting up our early stations in areas with these specifications."

MRN has seen response to their programming from focus groups of all financial oriented areas.

"Older, retired investors and baby boomers at the peak of their earning potential—those are the two listener groups we're hearing from most," explained Tom Sheehan, corporate communications director for MRN.

"Of course, we are always adapting and fine-tuning our formats as consumer interests dictate," he added. The network draws heavily on listener suggestions that surface during call-in shows that are a regular part of the network programming.

"All our programming is produced in-house by a tremendous talent source. Our topics encompass all areas of financial interest, both to the professional and to average consumers who want to make smart money choices," Sheehan said.

MRN also enjoys the support of a monthly publication, Personal Investing, as a back-up promotion for the network goals.

"Our thrust is educational. We teach classes, sponsor seminars and have published our magazine for four and a half years to teach people how to invest and how to make their businesses grow," Gold said.

Gold's co-founder in MRN and managing general partner in the business is Buz Swartz. The network is an outgrowth of a business radio station (KMNY) that went on-air in the Los Angeles area in April, 1987. Management expectations for the success of business radio are high at all three networks. A general consensus of opinion is that the current need for and availability of business radio affiliates can effectively be handled by three networks.

For the most part, all three networks will continue to focus on the top 100 U.S. markets.

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The Giant Boom Box has become an industry standard. The Giant Boom Box has dramatically increased sales at hundreds of radio stations, with most seeing an average increase in revenue of 18%. The number of revenue generating remotes at stations with a Giant Boom Box has increased by an average of 118%. Station visibility and community involvement have jumped in market after market.

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This massive roll-out of new products will take place in two giant locations at the NAB convention in Las Vegas. Don't miss our booth in #7211 the **Hilton Convention Center**, and our special outdoor location in front of the convention center. See our entire line of new products and new concepts that suit all formats, and are guaranteed to make your success continue too.



Continues.



GIANT BOOM BOX INDUSTRIES

A Streamline Communications Company

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He's Talked About More Recording Artists And Their Hits Than Anyone Can Imagine

CASEY AT BAT

by Tom Tanno

As a boy growing up in Detroit, MI, Casey Kasem dreamed of becoming a world famous professional baseball player, not a world famous broadcaster. Ironically, it turned out that baseball indeed served as a major influence in Kasem's decision to field a career behind the microphones and in front of the cameras - sort of.

"Back in the 1940s and early 50s there was a baseball announcer for the Detroit Tigers by the name of Harry Heilman who played a big part in my career without my even knowing it," Kasem remembers. "Heilman was very popular and people tuned him in because he told great stories. He'd tell about the last home run that Babe Ruth hit, the Lou Gehrig stories, the Joe DiMaggio stories and so on. My mother, who knew nothing about baseball, used to listen to

the Radio as other women did just to hear stories of human interest."

While in high school and still dreaming of becoming a Detroit Tiger, Kasem joined the Radio club and created a sports program which he wrote and announced twice a week over the school's public address system. He attended all the swim meets, track meets, baseball and football games.

"Basically, I did the dramatic stories of how the games or meets would end in the final minutes," Kasem recalls. His fellow students and teachers loved the new program and Kasem credits much of that success to having listened to Harry Heilman, "a man who really knew how to use Radio by creating pictures and using human interest stories."

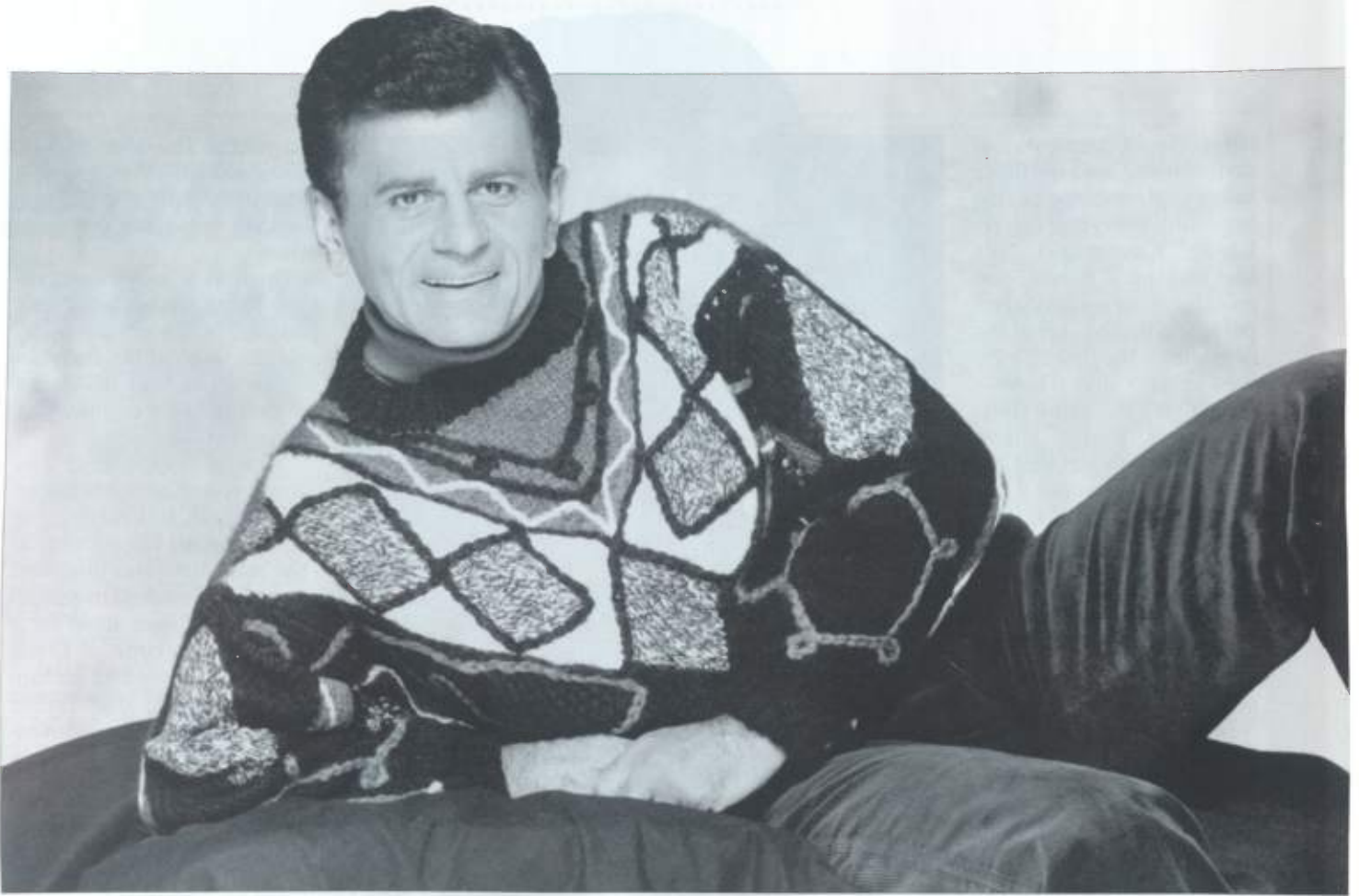
Kasem said he recently found some of those old high school scripts in the basement and "in all humility they still stand up today. They're just as dramatic as anything I do on my Radio

show right now."

For the 20 years that Kasem has been broadcasting his national music countdown show, now known as "Casey's Top 40, With Casey Kasem," and new to the Westwood One Radio Network, the use of drama and human interest stories have been the touchstones and hallmarks of his program. He also contends that drama and human interest are at the core of his show's longevity and success.

"A good story is a good story no matter who's telling it, and if the elements are there to create mind pictures and there's a thread which holds together a beginning, middle and end, then you're going to have an audience."

Kasem had a very specific vision and attitude toward his audience. As he's recording his show, in his mind's eye he sees "a family sitting in a car. I see a mom, I see dad, kids and maybe even a grandparent. That's why I



never been afraid to talk about Bing Crosby or people who seem ancient—like The Beatles, to some 12-year-olds.

"I feel the show can be just as interesting to a 12-year-old when I'm talking about Bing Crosby if what I'm saying is universally interesting; the fact that Bing Crosby had more top 10 hits than anybody, that Bing Crosby was an Academy Award winner, and he also had a career as a multi-millionaire in business. These are stories that are fascinating to anybody even if they don't know the name Bing Crosby. We're talking about 'super facts' and trivia which have been popular as long as I can remember," Kasem pointed out.

Kasem feels that if he can keep everyone in that family car happy then his show is a success.

"Mom may appreciate what I'm doing because the language I use is acceptable and the stories that I tell are positive, dad can hear some sto-

ries about the 60s and grandpop can hear something about the 40s or the 50s occasionally," he said. "If at the same time we learn what it is that young people like and why they like it in the stories, biographies and super facts that I offer, then I feel I can reach all demographics without turning off anybody."

It seems that everyone in the family is quite content with what they hear. "Casey's Top 40 with Casey Kasem" is currently carried by 425 stations nationally representing nine out of the top 10 and 49 out of the top 50 markets with an audience estimated at 8 million listeners. Kasem had been carried by ABC before jumping to Westwood One.

A veteran broadcaster whom Kasem much admired was the late Arthur Godfrey. The astute, young Kasem took note of Godfrey's approach to presenting the commercials within his show. Godfrey was likely to talk about a sponsor's prod-

uct for 10 or 15 seconds then change the subject, or he might talk about the product for almost two minutes. "Regardless of the product, he made you listen, he made it sound interesting. But more importantly he involved his listeners with what he was talking about," Kasem emphasized.

Kasem draws an analogy between speechmaking and Radio by saying that the first thing a good speechmaker does is to involve his audience. In a very real way the speaker will make his audience feel that he is there because of them and not the other way around. Kasem applauds Radio stations that reach out into the community and participate in public service and charitable work because people then get the feeling that the station is their station, they are drawn to it and have an emotional investment.

"I think that's what's important about our Radio show. We try in every way we can to involve the lis-

tener. We do "requests and dedications," and tell those human interest stories that hopefully everyone can relate to," Kasem said. "It's like making a movie, you must have the audience empathize with the star of the film within the first 10 minutes or you don't have a movie. It's the same thing with our Radio show. People have to feel that I'm involved, that what I am saying I know and understand and not just something I've been asked to read. I have to make the audience feel that I am totally involved with them for those four hours that I'm on the air."

Maintaining a deep level of audience involvement and at the same time keeping the show fresh for his multi-millions of weekly listeners is a primary concern for Casey Kasem. He keeps it fresh by being very critical of everything he does.

"I know that even if I'm not feeling well, I still have to do as good as I did the week before. If something doesn't sound right to me, then I'll do it over and over again because the only thing the people hear is the final product. That's all that counts. People don't know or care if you're not feeling good that day or have problems with an engineer. What matters is the final product."

Surrounding himself with young people also helps keep Kasem on his contemporary toes. "We have no less than six people in the studio at any one time, some of them are 19 and 20 years old. They catch me on certain things and I'm ready to take criticism from anybody. As a matter of fact, I encourage it and none of them will ever get put down for saying 'that doesn't sound good' I may disagree with them, but I'll definitely go back and listen to it again or reevaluate it." It's this kind of meticulous attention to detail, healthy curiosity and an



unflagging positive attitude and enthusiasm for life and work that has served Kasem well. As the voice of NBC Television, he recorded 25,000 network promos; since 1968 he's done the voice over for 15,000 commercials, representing more than 300 national, regional and local sponsors. Kasem has appeared in 20 movies and 25 television shows as a co-star or a guest star. He was the voice of Robin in the Radio version of "Batman and Robin." He's done numerous cartoon characters and can still be heard as "Shaggy," the sidekick of cartoon's "Scooby Do." For the past 10 years, Kasem has also been the host of "America's Top 10," a television version of the countdown.

Still, within a very busy schedule, Kasem makes time to champion a variety of social, political and environmental causes with passion and conviction. A long time strict vegetarian, Kasem has expressed an interest in developing and marketing a line of vegetarian food and promoting it world-wide through his celebrity status. The main message that he'd like to express is that if humans

can accept the idea of not killing animals, then we may eventually come to accept the idea of not killing each other.

Even as a kid it seemed Casey was always busy and pursued a lot of interests, and it was while he was working in a beer store that he first heard a countdown format on the Radio.

"It was 1949 while I was doing sports announcing in high school and wanting to be a baseball player, and at the same time was involved in acting. I worked in a small 4 by 5 foot beer store for a guy by the name of Louie Stalinsky. I worked for him even though my father owned a grocery store downtown," Kasem recalled with a smile.

"One day I was listening to the Radio and Eddie Chase from CKLW in Windsor-Ontario, Canada was counting down, in the "make believe ballroom," the top 10 hits in America. At the time, I didn't want to be a disc jockey, I knew nothing about music, I didn't really listen to disc jockeys. I wanted to be a baseball player. But I thought if I was going to be a disc jockey, that format made the most sense. First of all, you only had to do it once a week and second, you were playing songs that were already big hits and everybody was familiar with them and wanted to listen."

Kasem adds that with counting down the national charts for 20 years, he's had more people on Madison Avenue and people who had no interest whatsoever in music say that they tune him in because by the time the records are national hits, they say 'I want to know what the music is and I want to keep up with what people are buying and I want to know what kids are thinking, so I listen to your show.' In 1949, I said to myself that someday if I'm ever a disc jockey, if I ever turn in that direction, the countdown is what I'll do."

Selling Radio

by Dave "Giff" Gifford

Effective Selling: The Test Close, Part III

How many Radio sales will be made today in the United States? With the total number of commercial stations, networks, and national and regional rep offices, there are probably in the neighborhood of 50,000 sales, or about one average sale for every man, woman, and competitor selling Radio today.

How many of those 50,000 sales will fall into the classification of new business development? Depending on how new business is defined - around 7,500 new sales, or approximately 15 percent of total sales are made each day.

How many of those sales will be made at the retail level-- despite the fact that there are definite objections from retail managers. Plastered on the front doors of some of these retail stores may be signs reading: "Attention Radio salespeople: Enter at your own risk, for you will be greeted with skepticism and objections and total indifference, or worse...Signed, The Management."

For those salespeople who come away with orders, this is not a problem. For those salespeople who stay on a first name basis with skepticism and indifference, and all those troublesome objections, this is a big problem.

How is it that some salespeople are able to convert every day obstacles into sales, whereas others repeatedly fail? The answer is that some salespeople are better than other salespeople at overcoming objections. But they're better salespeople because they are skilled in the use of the test close.

The test close is the litmus test of closing. Always in question form, its primary purpose is to build a string of yesses into one big yes by eliciting

as many minor agreements as possible along the way. Of no less importance is the use of the test close to smoke out hidden objections: to set up a condition of implied consent or to set up an action close.

When should the test close be used? Early and often. The test close is used early and often as a kind of opinion seeking "readiness" test to find out what the prospect is thinking. The test close is the only close used early and often.

Some Salespeople Are Better Than Other Salespeople At Overcoming Objections.

Last week, it was said that the use of the early and often closing strategy loses more orders than it wins; it is important to note that the the action close, used early and often--only to "ask" for the order--misused, may cause the curtain of natural sales resistance to go up.

The skilled closer knows that a prospect's attitude cannot be steered from indifference to high interest or from skepticism to belief or from objections to agreement without use of the test close. A salesperson cannot build that stream of yesses needed unless the test close is used on each prospect.

To confirm that the benefit just detailed was meaningful, try this test

close: "Before I go on, are we in agreement on that point?"

With respect for all that can be accomplished with the versatile test close, perhaps now it can be understood why it is the most important close salespeople will ever learn.

This brings up the subject of buying signals. When the prospect stops squirming, starts relaxing, starts warming up to the salesperson; when the prospect becomes more animated, more expressive and more inquisitive--those are the early signs of buyer interest.

Next, they may uncross their arms or legs, rub their chin, pull on an ear, or even nod in agreement. Their facial expressions tell what they are thinking.

Whatever non-verbal communications are sent, do not jump on the very first buying signal. Wait to see if one buying signal is joined by another, and yet another, before shifting gears into a closing mode. Closing too early and too often with an action close can kill the sale.

This means that salespeople need to develop a conditioned response that tells them: "They just asked a question which means they're interested, which means that was a buying question, which means if I answer that question to their satisfaction, maybe I can fast-forward into a closing mode."

If smack in the middle of a great presentation, a new salesperson is interrupted by a prospect who says "Okay, I'll buy," it should be pointed out that that particular response does qualify as a legitimate, bona-fide buying signal.

For future reference, given that timing is everything in Radio sales, a salesperson may be further advised that the comeback: "Not so fast, I'm not done selling yet."--probably was ill advised.



Dave Gifford, founder of Dave Gifford International in Sante Fe, New Mexico, is a sales and management consultant who specializes in sales turnarounds and in-market sales training.

DC Databank

NEW STATIONS: GRANT

CA	107.9	Greenfield	1510 w, 2388 ft.	Q Prime, Inc.
	97.9	Salinas	3000 w, 328 ft.	Artichoke Brdcasting Corp.
	98.7	Winton	3000 w, 328 ft.	Winton Broadcasting Co.
FL	105.5	Key Colony Bch	300 w, 328 ft.	Richard L. Silva
GA	101.9	Cleveland	3000 w, 328 ft.	Terry Wayne Barnhardt
IN	107.9	New Haven	3000 w, 328 ft.	Allen Cnty Broadcasting, LP
ME	107.3	Old Town	38300 w, 561 ft.	Penobscot Indian Nation
MO	97.1*	Frostburg	145 w, 1401 ft.	He's Alive, Inc.
NC	102.5	Louisburg	3000 w, 328 ft.	Franklin Broadcasting Co.
WA	740*	Buckley	5000/500 w, DA-2	Family Stations, Inc.
WV	92.5	Danville	500 w, 695 ft.	Price Broadcasting Co.
WY	107.3	Kemmerer	850 w, 590 ft.	Linda S. Woolsey

RETURNED/DISMISSED APPLICATIONS

CA	107.9+	Greenfield (D)	Armida Median Cabello
	107.9+	Greenfield (D)	BG Communications, LP
	107.9+	Greenfield (D)	Buena Vista Broadcasting, LP
	107.9+	Greenfield (D)	San Vicente Communications
	97.9+	Salinas (denied)	B.F.J. Timm
	97.9+	Salinas (denied)	Calif. Community TV Network
	97.9+	Salinas (denied)	Crystal Communications, Inc.
	97.9+	Salinas (denied)	Julio A. Villamil
	97.9+	Salinas (denied)	Lawrence M. Wrathall
	97.9+	Salinas (denied)	Mira Elena Villamil
	97.9+	Salinas (denied)	Salinas Broadcasting, LP
	97.9+	Salinas (denied)	Southern Calif. Bcstg. Co.
	98.7+	Winton (D)	TGR Broadcasting
GA	101.9+	Cleveland (D)	Linda B. Guest
	101.9+	Cleveland (D)	Newsic, Inc.
	101.9+	Cleveland (D)	White County Broadcasting
	95.7+	Trion (D)	Boyce Dooley
IN	106.7+	Greenwood (D)	Heartland Radio, LP
	107.9+	New Haven (D)	Frank Kovas
	107.9+	New Haven (D)	Joseph G. Parson
	107.9+	New Haven (D)	Larko Communications, Inc.
KS	102.5+	North Fort Riley (D)	North Fort Riley Radio, Inc.
LA	106.7+	Rayne (D)	Cart Broadcasting Co., Inc.
	102.9+	Shreveport (D)	KNWL, LP
ME	107.3+	Old Town (D)	Knight Radio
MD	94.3+	Cambridge (D)	Eastern Shore Broadcasting, LP
	98.9+	Salisbury (D)	Thompson's Radio, LP
NE	93.3+	Bennington (D)	Nebraska Broadcast, LP
NV	1100+	Las Vegas (D)	Don Werlinger
NY	96.1+	Center Moriches (D)	Bay Media Group, Inc.
	96.1+	Center Moriches (D)	Enrique Carlos Gross
	96.1+	Center Moriches (D)	Rockhit Communications USA
	107.3+	Honeoye Falls (D)	Sima Birach
NC	102.5+	Louisburg (D)	Benjamin J. Terry
	102.5+	Louisburg (D)	KB Broadcasting LP
	102.5+	Louisburg (D)	Louisburg FM Radio, Inc.
OH	107.5+	Columbus (D)	O'Leary Broadcasting, Inc.
TN	97.3+	South Pittsburg (D)	Tennessee Broadcast Group, LP
VA	107.5+	Charlottesville (D)	Timothy FM, LP
	120*	Powhatan (D)	Golden Rule Organ. Workshop
WV	92.5+	Danville (D)	Boone Communications
WY	107.3+	Kemmerer (D)	Creelius/Lundquist Comm.

DISMISSED STATION TRANSFERS

VT	WRQL(CP)-104.1	Rupert	to WGLV Radio, Inc.
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CALL LETTER CHANGES (# applied for by new owners) (effective date given if after 4/10/89)

AL	WGRR-960	Prichard	WLPB
AR	KJKK-95.3	Murfreesboro #	KMTB
CA	new-102.9	Cartago	KWTY
	KSJQ-96.7	Manteca	KIZS
	new-100.5	Porterville	KPOR
	KFIO-104.9	Ridgecrest #	KLOA-FM
CO	KBPI-710	Denver #	KBXG
FL	WTRU-1000	Jupiter	WZIP
	new-88.1*	Ocala	WHIJ
GA	new-101.9	Ringgold	WSGC
	KGVV(CP)-720	Templeton	KVGR
IL	new-100.5	Henry	WRVY-FM
	new-101.3	Mattoon	WMCI
KY	WCKP(CP)-101.3	Shelbyville	WCKD
LA	WNFO-1300	Baton Rouge	WKJN
	WKJN-103.3	Hammond	WKJN-FM
ME	WYCD(CP)-105.3	Kittery	WKCD
	WQMI-FM-95.3	York Center #	WCQL-FM Cool
MI	WPAG-FM-107.1	Ann Arbor	WAMX
	new-90.1*	Bay City	WUCX-FM
	new-94.3	Leland	WLEL
NM	new-94.5	Silver City	KSCQ
NY	new-96.9	Arlington	WQLS
	WOKW-99.9	Cortland	WNYP-FM N.Y.'s Power
	WKGL-92.7	Middletown #	WKQJ
NC	WRLX-102.9	Hickory	WEZC
	WOJY-100.3	High Point	WWWB B-100
	WWGN-1320	Washington #	WTOW
OR	KPRB-FM-102.7	Redmond #	KSJJ (requested)
PA	WHYP-FM-100.9	North East #	WRKT
	WYOM-1340	Wilkes-Barre #	WOLZ (requested)
SC	WNEZ-990	Aiken	WKXC
	WBES-1560	Clemson	WCCP
	WMRB-1490	Greenville #	WPCI
	WGFG-100.1	Lake City	WQTR 4/15/89
TN	new-104.3	Surgoville	WOTH
TX	KVOJ-1130	Edna #	KTMR (requested)
VA	WSPV-105.5	Buffalo Gap #	WSKO
WI	WILV-94.9	Baraboo	WOLX-FM
	new99.7	Black River Falls	WWIS-FM

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

CA	105.7&	Avenal	915 w, 597 ft.	Avenal Broadcasting
	104.9+&	San Clemente	3000 w, 43 ft.	San Clemente Brdcastg. Corp.
	104.9+&	San Clemente	3000 w, 328 ft.	TR/AS Salisbury Bcstg. Co.
CO	89.7*	Pueblo	50000 w, -26 ft.	Joy Media Broadcasters, Inc.
GA	100.2*	Quincy	?	Ralph E. Wittick
MO	97.1	La Monte	1350 w, 492 ft.	Valkyrie Broadcasting, Inc.
MM	94.7+	Sante Fe	43000 w, 2795 ft.	John Strelitz
	94.7+	Sante Fe	43000 w, 2788 ft.	SKR, Inc.
NC	94.7+	Leland	3000 w, 328 ft.	Antoinette Gray, Inc.
TX	105.9*&	Stanton	3000 w, 300 ft.	S. W. Ed. Media Found. of TX

FM ALLOCATIONS: DISMISSED AMENDMENTS

LA	new	West Monroe	add 97.3 A
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PROPOSED STATION TRANSFERS (r reorganization of existing ownership)

AL	WAJF - 1490	Decatur	r	to	Estate of J.B. Falt, Jr.
	WFSF - 1200	Ozark	r	to	Morgan Broadcasting, LP
AZ	KATR - 1490/KJYK-94.9	Tucson	r	in	Duchossois Communications Co.
AR	KYDE - 1590	Pine Bluff		to	Southwest Communications, Inc.
	KRLW - 1320/106.3	Walnut Ridge	r	in	Voices Unlimited, Inc.
CA	(CP) - 91.3*	Barstow		to	Community Ed. TV, Inc.
	KVMR - 89.5*	Nevada City		to	Nevada City Community Broadcast Gup
	KQPT - 100.5	Sacramento	r	in	Duchossois Communications Co.
	KATY - 1340	San Luis Obispo		to	Electric Communications-III, Inc.
CT	WADS - 690	Ansonia		to	Jack, Silvia & Manuel Santos
FL	WAPE - 690	Jacksonville		to	Genesis Comm. of Jacksonville, Inc.
	WWTK - (CP)-730	Lake Placid		to	highlands Media Co., Inc.
	WVCF - 1480	Ocoee		to	Efrain Archilla-Roig
FL	WFOY - 1240/WUVU-97.7	Saint Augustine		to	Sage Broadcasting Corp.
GA	WYNR - 790/WPIQ-101.5	Brunswick		to	Eagle Broadcasting, Inc.
	WKGQ - 1060	Milledgeville		to	Alexander Mitchell Comm. Corp
	WSKS - 97.9	Sparta		to	Alexander Mitchell Comm. Corp.
	WIML - 106.3	Wrightsville		to	Johnson County Broadcasters, Inc.
HI	KLUA - (CP)-93.5	Kailua-Kona	r	to	Sirius Communications, Inc.
IN	WASK - 1450/105.3	Lafayette	r	in	Duchossois Communications Co.
KS	KSOK - 1280	Arkansas City		to	Cowley County Communications Co.
	KDGB - (CP)-93.9	Dodge City		to	Lesso, Inc.
	KTOP - 1490	Topeka		to	Barr Broadcasting Corp.
	WREN - 1250	Topeka		to	Uno Broadcasting Corp.
ME	WTHT - 102.9	Portland		to	Fuller-Jeffrey Broadcasting
	WCQL - FM-95.3	York Center	r	to	Sunshine Group Broadcasting
MD	WNAV - 1430/WHFS-99.1	Annapolis	r	in	Duchossois Communications Co.
	WQSI - 820/WZYQ-103.9	Frederick	r	in	Musical Heights, Inc.
MA	WALE - 1400	Fall River		to	S N E Broadcasting, Ltd.
	WHAI - 1240/98.3	Greenfield	r	in	Haigis Broadcasting Corp.
MI	WHFB - 1060/99.9	Benton Harbor		to	Independence Broadcasting, LP
MN	KWOA - 730/95.1	Worthington	r	to	Nobels Broadcasting Co., Ltd.
NH	WCQL - 1380	Portsmouth	r	to	Sunshine Group Broadcasting
NM	KLLT - 95.3	Grants		to	David French Boyd, Jr., Trustee
NY	WJYE - 96.1	Buffalo		to	Williams Broadcasting Co.
NC	WTZQ - 1600	Hendersonville		to	Conner Communications, Inc.
	WKMT - 1220	Kings Mountain		to	Bridges Broadcasting Co., Inc.
OR	KBND -1110/KLRR-107.5	Bend	r	to	Stephen P. Green, Ch.11 Trustee
PR	WBMJ - 1190	San Juan		to	Calvary Evangelistic Mission, Inc.
SC	(CP) - 100.7	Charleston	r	to	Southern Communications, Inc.
	WTCB - 106.7	Orangeburg		to	Radio South Carolina, Inc.
	WXLF - 1150	Rock Hill	r	in	Tri-County Broadcasting, Inc.
	WFIG -1290/WWDM-101.3	Sumter	r	in	Gamecock City Broadcasting, Inc.
TN	WGFX - 104.5	Gallatin	r	to	Triangle Broadcasting Co.
VA	WPSK - FM-107.1	Pulaski		to	New River Media Group, Inc.
	WYVE - 1280	Wytheville		to	Sentinel Communications, Inc.

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

			formerly	becomes
AZ	Tucson	KWFM-92.9	adult contemporary	oldies
	Tucson	KCEE-790	oldies	oldies // FM
CA	Los Angeles	KIIS-1150	dance	CHR // FM
CO	Denver	KBXG-710 #	KBPI, rock // FM	talk
DE	Wilmington	WAMS-1380	oldies	SMN Kool - oldies
IL	Des Plaines	WYLI -106.7	WTWV, SMN Wave	religious contemporary
LA	Baton Rouge	WKJN-1300	WNFO, BRN-bus., nx	country // FM
	Monroe	KJLO-1440	country // FM	SMN H&S -R&B-oldies
MI	Ann Arbor	WAMX-107.1	W.PAG-FM, new age	AC-oldies Mix 107.1
MN	La Crescent	KQFG(CP)-102.7	new	to be SMN Pure -oldies
NY	Corning	WCBA-1350 #	adult contemporary	Trans. *M - standards
	Fredonia	WCQA(CP)-96.5	new	to be SMN - AC
OR	Springfield	KQFE-88.9*	new	religion
PA	Monroeville	WXVA-1510	oldies	modern rock X-i5
TN	Jerry Hill (Nash)	WYOL-1470	R&B - oldies	SMN H&S - R&B -oldies
TX	Eastrop (Austin)	KSSR-107.1	country	new age
UT	Murray (Salt Lake)	KMGR-1230	soft AC //FM	SMN H&S H&B-oldies

Capitol Bullets



Three groups have come forward in the wake of the FCC's announcement that they are willing to entertain the possible granting of waivers to the cross ownership rules.

Capital Cities/ABC, Inc. on March 15, asked for waivers to allow them to keep WABC-AM/TV and WPLJ-FM in New York, NY, KABC-AM/TV and KLOS-FM in Los Angeles, CA, WLS-AM/TV and WYTZ-FM in Chicago, IL and KGO-AM/TV in San Francisco.

Great American Television and Radio Company on March 10, asked for waivers on WKRC-AM/TV and WKRQ-FM in Cincinnati, OH and on WDAF-AM/FM and KYYS-FM, Kansas City, MO. Fisher Broadcasting announced it also wishes to purchase KZOK-FM Seattle, WA and add it to KOMO-AM/TV also in Seattle. The deadline for comments to the FCC on the Capital Cities/ABC or Great American requests is May 7.



The FCC has adopted the National Radio Systems Committee (NRSC) emission limitation known as NRSC-2 as a new AM broadcast standard, beginning June 20, 1990. The commission also announced that until June 20, 1994, stations adhering to NRSC-1 audio pre-emphasis will be presumed to comply with NRSC-2, in the absence of specific information to the contrary.



In an FCC Public Notice, the commission has advised applicants filing forms 301 and 340 and wishing to take advantage of the commission's changes in the rules pertaining to short-spaced FM station assignment, that all applications requesting short spacing will be returned if filed prior to the effective date of the rules. The effective date will be the same as the approval date for the pertinent amendments of FCC forms 301 and 340 by the Office of Management and Budget.

Radio Calendar

April 29-May 2—**National Association of Broadcasters Annual Convention**...Las Vegas, NV. 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, NY. Info: (202) 429-5102.

May 17-18—**Investing in American Radio Seminar**...Los Angeles, CA. Info: (317) 630-2888.

May 17-21—**Annual Public Radio Conference**...St. Francis Hotel, San Francisco, CA.

June 1-3—**International Idea Bank Convention**...Charleston, SC. (803) 775-2321.

June 4-6—**Database Marketing—The Revolution**, New York Hilton, New York, NY. (916)292-3000.

June 5-11—**18th International Country Music Fan Fair**, Tennessee State Fairgrounds, Nashville, TN.

June 7-8—**American Demographics' Ninth Annual Conference on Consumer Trends and Markets**...N.Y. Hilton, New York City. Info: (800) 828-1133.

June 8-9—**Investing in American Radio Seminar**...New York, NY. Info: (317) 630-2888.

June 12-13—**24th Burns Media Radio Studies Seminar**...Westin Hotel, Atlanta, GA.

June 16-18—**RAB's Radio Sales University**, Memphis, TN

June 17-23—**1989 NAB Executive Management Development Seminar**, University of Notre Dame, Notre Dame, IN.

June 20-23—**National Association of Broadcasters Summer Board Meeting**...Washington D.C. Info: (202)429-5306.

June 21-24—**Broadcast Promotion and Marketing Executives Broadcast Designers Association Annual Seminar**...Renaissance Center, Detroit.

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

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

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. Info: (202) 429-5300.

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

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

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

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

Nov. 3-5—**RAB's Radio Sales University**, Raleigh, NC.

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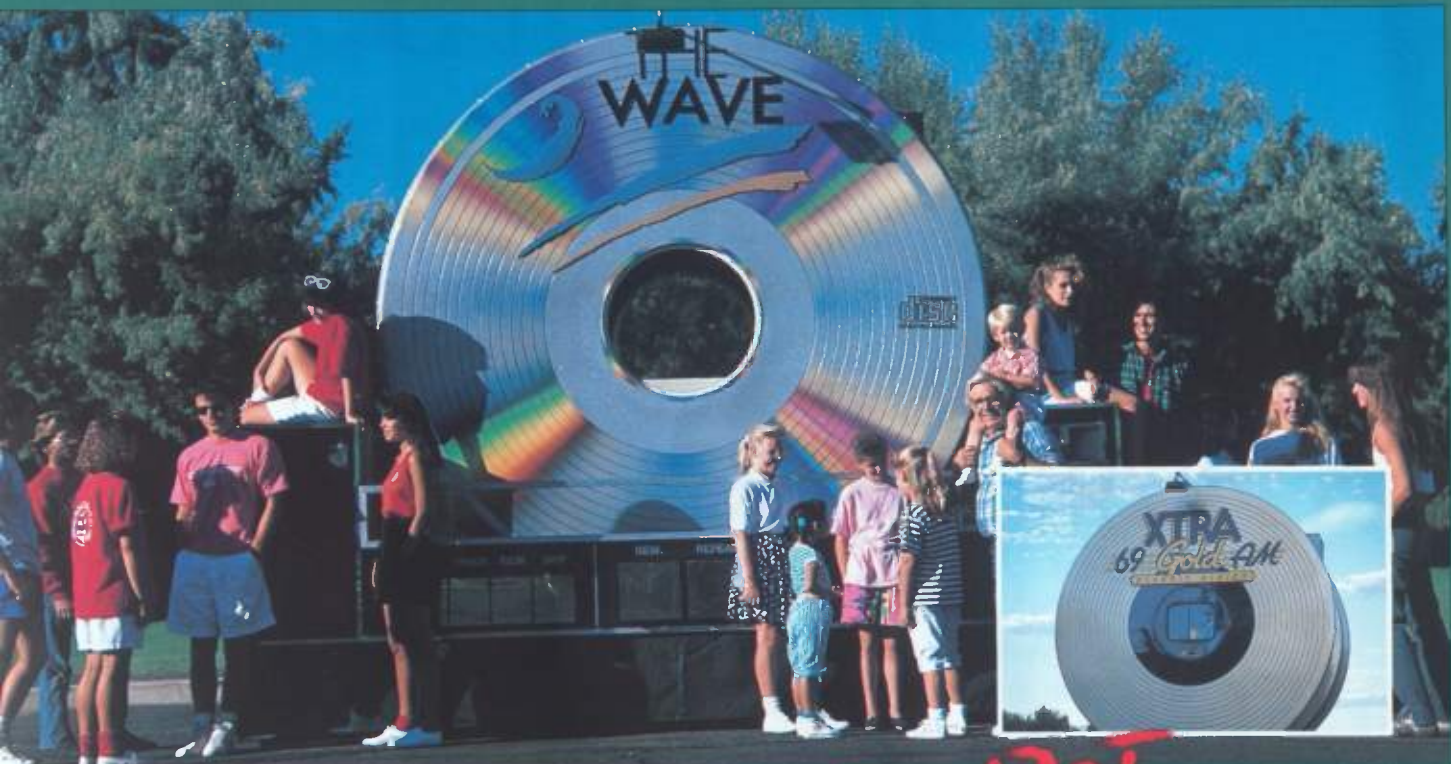
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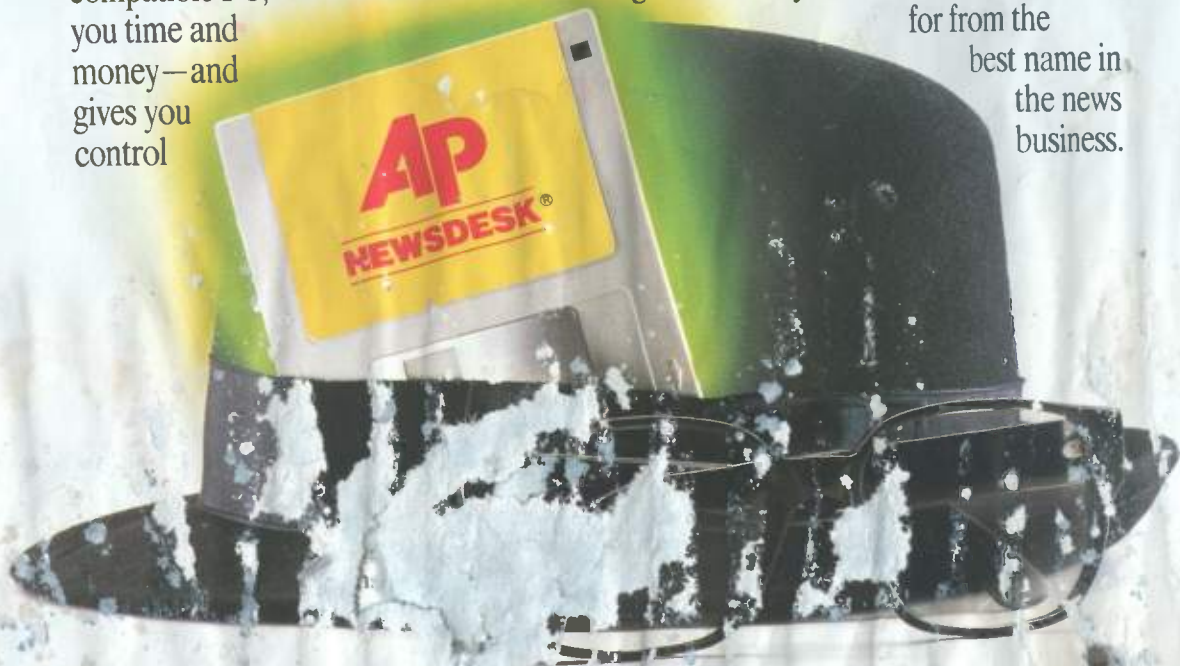
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