

The

RADIO'S MANAGEMENT WEEKLY

# Pulse™

of Radio

## Viacom Pays \$101.5 Million To Command For L.A., Denver

Viacom Broadcasting, Inc. will pay \$101.5 million for two Command Communications stations, less than 10 days after paying \$19.5 million to get into the San Francisco market.

The deal for KJOI-FM in Los Angeles and KHOW-AM/KSYF-FM in Denver resolves a "difficult financial environment" for Command Communications

and principal investor Robert F.X. Sillerman, who paid some \$145 million for the two stations, Dallas' KRLD-AM, and the Texas State Networks in July, 1988.

Viacom recently bought KOFY-AM/FM in San Francisco from Jim Gabbert.

Meanwhile, Command has sold KRLD-AM and TSN to Evergreen Media

*continued on page 6*



## Network Entertainment On Radio: A Variety Of Programs

**N**etworks offer a variety of entertainment programming on Radio. There are daily features and special fixtures such as concerts, and music specials that give stations different avenues for programming. The programming is designed to make money, to pull in listeners and to fill time.

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### Pulse Interview:



### Dean Sorenson

*South Dakota's Secret To Small Market Radio*

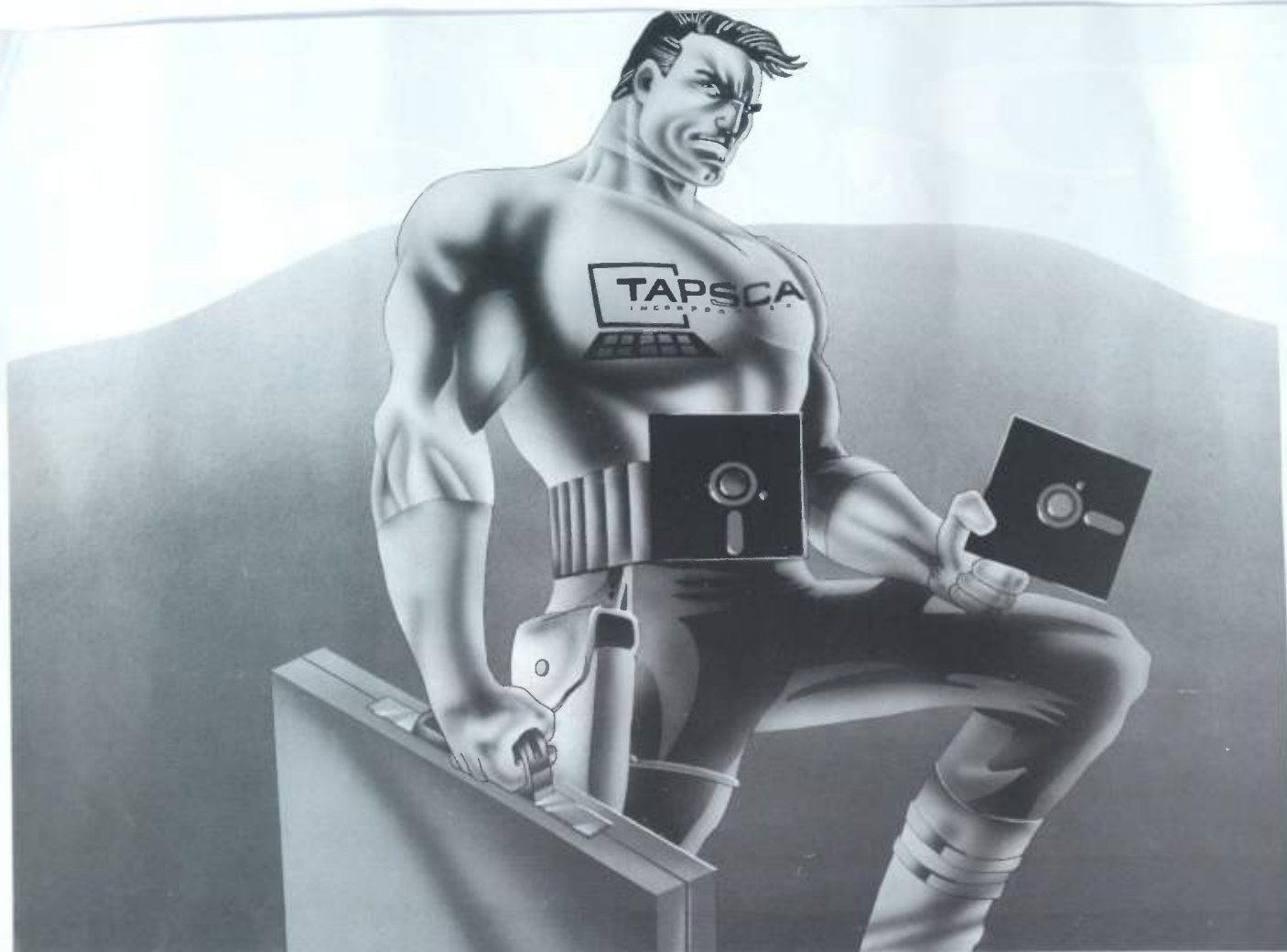
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## News At Deadline

### Emmis' Smulyan Purchases Mariners

Emmis Broadcasting President Jeff Smulyan, Indianapolis businessman Michael Browning and other investors agreed Tuesday to purchase the Seattle Mariners of Major League Baseball. Smulyan's office confirmed the negotiations were completed. Mariners owner George Argyos paid \$13 million for the team in 1981. Smulyan will move to Seattle and has said he will keep the team there. A rumored sale price of \$76 million was published in Seattle earlier in the week.

### Marshall Sworn In To FCC Position

FCC nominee Sherrie Marshall took the oath of office Monday(8/21.) Her term expired June 30, 1992. The former Washington, D.C. attorney and FCC official was confirmed by the Senate earlier this month with new FCC Chairman Al Sikes and nominee Andrew Barrett. Barret is expected to be sworn in later this month after he completes his duties with the Illinois Commerce Commission. Meanwhile, Commissioner Patricia Diaz Dennis will officially relinquish her seat on the FCC Sept. 30. The Bush administration has not indicated who her successor will be.

### Post Reports Grand Jury Probe Of Root

*The Washington Post* has reported that a federal grand jury in Washington is looking into whether communications lawyer Thomas Root or a member of his law firm falsified a Federal Aviation Administration document last year. The document reportedly says a broadcast tower proposed by one of Root's clients would not endanger passing aircraft. *The Post* said the clearance was the last step in gaining FCC approval for a construction permit for an FM station in Kirksville, MO. Root has not been charged with any wrongdoing.

### Fader Named Senior VP For Osborn

Price Communications executive Ellen Strahs Fader has been named Senior Vice President-Administration and Corporate Affairs for Osborn Communications Corp. For Price, she served as Senior Vice President/Corporate Secretary. She had been a Director of Telecommunication, Inc., a public corporation, and Fairmont Communications Corp., a private company managed by Osborn Communications Corp.

### CBS To Use Multi-Point SAT System

CBS Radio's owned AM stations, its Washington bureau and news service will soon begin using a point-to-multi-point satellite network developed by Hughes Network Systems. The Gemni network will use V-Sats to transmit voice and data among nine operations centers located around the United States. A 10th terminal will serve as a portable uplink within the U.S., Canada or Mexico. The new system replaces AT&T lines.

more news on page 6

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| <b>San Francisco</b><br>KSIX-AM<br><b>Dallas</b><br>KDBN-AM     | <b>Greenville</b><br>WPC-AM<br><b>Buffalo</b><br>WWKB-AM         |
| <b>Washington, D.C.</b><br>WPCC-AM<br><b>Houston</b><br>KSEV-AM | <b>Harrisburg</b><br>WWI-AM<br><b>Wilkes Barre</b><br>WWAX-AM    |
| <b>Cleveland</b><br>WHK-AM<br><b>Atlanta</b><br>WFOM-AM         | <b>Albany</b><br>WPTR-AM<br><b>Little Rock</b><br>KBIS-AM        |
| <b>Boca Raton</b><br>WSBR-AM<br><b>Seattle</b><br>KEZX-AM       | <b>Albuquerque</b><br>KMBA-AM<br><b>Honolulu</b><br>KGU-AM       |
| <b>St. Louis</b><br>WCEO-AM<br><b>Denver</b><br>KDEN-AM         | <b>Jacksonville</b><br>WELX-AM<br><b>Knoxville</b><br>WUTR-AM    |
| <b>Leadville, CO</b><br>KRMH-AM<br><b>Phoenix</b><br>KFNN-AM    | <b>Richmond</b><br>WDR-AM<br><b>Pensacola</b><br>WBZR-AM         |
| <b>Sacramento</b><br>KXOA-AM<br><b>Baltimore</b><br>WFBR-AM     | <b>Huntsville</b><br>WNN-AM<br><b>Springfield</b><br>WSPR-AM     |
| <b>Hartford</b><br>WKCT-AM<br><b>Orlando</b><br>WBZS-AM         | <b>Colorado Springs</b><br>KCBR-AM<br><b>Augusta</b><br>WNTA-AM  |
| <b>Portland</b><br>KBNP-AM<br><b>Cincinnati</b><br>WCVG-AM      | <b>Traverse City</b><br>WMKT-AM<br><b>Topeka</b><br>KEWI-AM      |
| <b>Kansas City</b><br>KBEA-AM<br><b>Charlotte</b><br>WSTP-AM    | <b>Mexico City</b><br>VIP-FM<br><br>?????                        |

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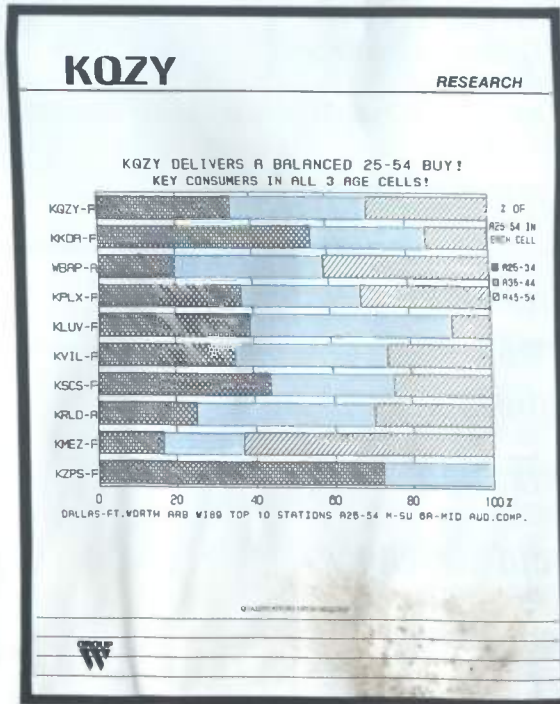
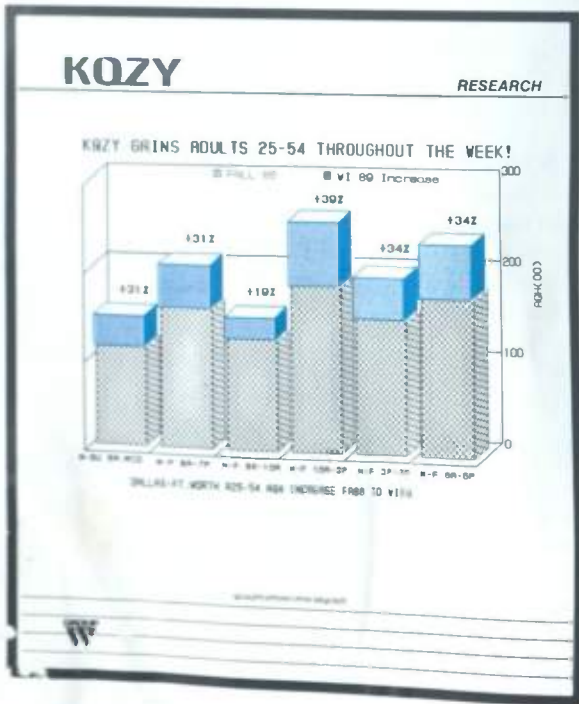
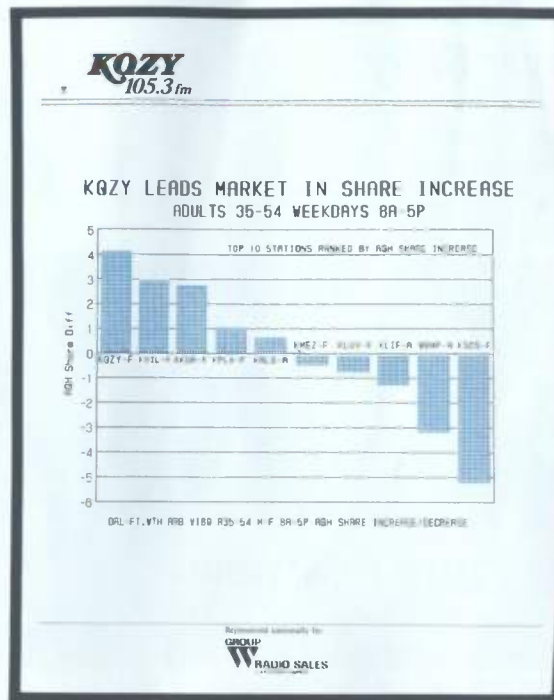
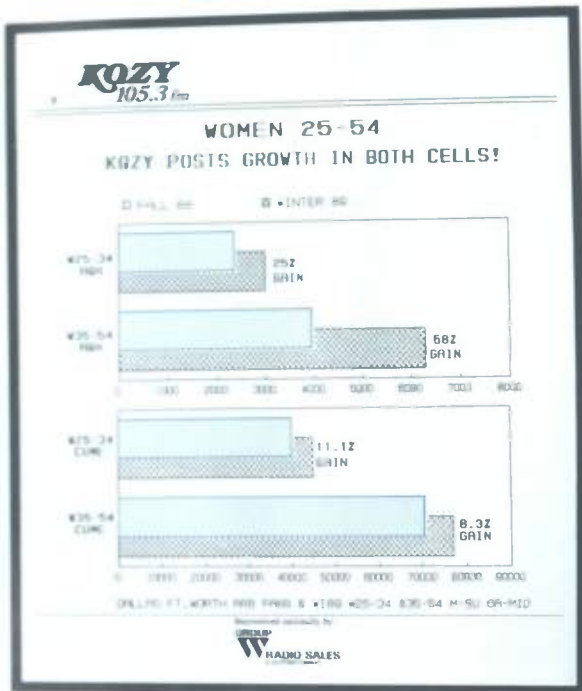
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On The Cover: Michael J. Fox and the ABC Radio Network's Jeanne Wolf.

# News At Deadline

## Hulleberg Steps Down, Guild Is Replacement

Ellen Hulleberg, president of The Interep Radio Store Marketing Division, has resigned to pursue personal interests. She will be replaced by Marc Guild, son of chairman and founder Ralph Guild. Marc Guild has most recently served as president of The Interep Radio Store Networks. Calling her decision "one of the most difficult" she has made, Hulleberg, who joined the organization in 1969, will leave January 1. Guild joined McGavren Guild Radio as a research executive in 1975 and was named to his current post in 1987.

## Jacor Buys Houston, San Antonio Stations

Jacor Communications will pay \$70.5 million for KTRH-AM/KLOL-FM in Houston and KSMG-FM in San Antonio from the Rusk Corporation, owned by the Jones Family. Jay Jones is president. Jacor is a publicly traded company. Terry Jacobs is the chairman and chief executive officer of Jacor. KTRH is a news/talk format at 740 kHz and KLOL is at 101.1 MHz and programs AOR. KSMG is at 105.3 MHz and programs an "oldies" adult contemporary format. The AM has been in the Jones' family for 69 years, the Houston FM for 42 years and the San Antonio station was added in 1988. Charles E. Giddens of Media Venture Partners represented the sellers.

## ABC Radio Receives CEBA Award

ABC Radio Networks has received a Communications to Black Audiences Award of Distinction for its 10-part documentary, Civil Rights Soundtrack. This is the second such honor for the series, which earlier this year was named the outstanding Radio documentary by the National Association of Black Journalists. ABC News' Writer/Producer Chuck Taylor and Correspondent Lynda Moore teamed up for the 10 one-minute segments chronicling the stories of civil rights proponents and the sounds of protest songs.

## And the Wall Came Tumbling Down

When the East German government removed the Berlin Wall and thousands poured into Democratic West Germany, Radio responded accordingly. KMOX in St. Louis sent reporter Kevin McCarthy, who has family ties in Berlin, to get special reports. The station used reports from Radio Free Europe Correspondent Barbara Donovan and from free-lancer Jim Kircherr. The station got help from CBS-TV's Dan Rather, who flew to the Berlin Wall shortly after the announcement by the government. Across the country, stations were recognizing the momentous event. WCXR-FM in Washington, D.C., was broadcasting from Berlin as did KDWB in Minneapolis. KJJO-FM in Minneapolis was giving away small pieces of the wall to listeners who heard the word "wall" used in a song. Another Minneapolis station said a Radio syndicator was offering stations a piece of the wall in a promotion.

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**Editorial**

**The Power Of The Merger**

In this day of high finance, mega deals and mergers, it was no surprise when two of the players in the Radio network business joined forces to form Unistar, consisting of three of the five top networks in the country.

This tale of rags to riches might contain additional chapters in the days ahead too.

The merger of Transtar and United Stations creates a very attractive company for public consideration. The package consists of sales, formats, news and sports that already reach the most listened-to audiences.

The volatility of the stock market might be the only reason keeping this IPO from taking place today. Any doubt Wall Streeters might have certainly will be erased when the combined revenues from sales are unknown.

Considering that Transtar just five years ago was a company ranked near the bottom, this merger is just another highlight in the crusade of its leader and founder C.T. "Terry" Robinson, a modern-day dragonslayer who understands the theories of profit and margin...emphasis on profit.

The merger was not easy. When United Stations purchased some 21 percent of Transtar in 1987, Robinson set the wheels in motion for what occurred last week. He and Nick Verbitsky, United Station's top man, worked through complicated negotiations and discussions to reach an accord that might turn out to be sweeter than expected.

The details were numerous, but the positioning of the two networks from a sales standpoint created the incentive to work out the kinks in the armor. Robinson and Verbitsky have simply put together a sales machine that will cover 20 percent of the listening audience in America, or some 64 million people.

Revenues are expected to be around \$90 million based on current inventories and projections. But here lies the real question. Just what size bite of the advertising market will the new Unistar attract?

Transtar was propelled to the most listened to Radio network in America in the latest RADAR report. That was ahead of longtime winner ABC, whose Contemporary, Entertainment and Information networks also reach millions and produce millions. And ABC, which recently acquired Satellite Music Network and garnered a larger share of the network

audience, certainly saw the prospects of greater ad dollars with its acquisition.

The SMN merger gave ABC a position in the "music" business to supplement its sales and programming effort. The Westwood One Networks approach business from the same prospective, combining NBC, Mutual and WWI programming and sales efforts.

Not that CBS is looking for a partner or needs one, but there have been discussions about starting new networks there which could boost its listenership and share of the network advertising dollar.

The advantages of a merger certainly outweigh the negatives, considering ratings, resources and market penetration to name a few. Unistar will become a major player with its combined forces and reach to some 3,000 Radio stations.

Pulling off this merger was no easy task and Robinson, Verbitsky and US' Dick Clark should take a giant bow. It is certainly clear that the positives certainly to arise from this merger will also lead to more interesting moves down the road.

One response just might be an IPO that would make this deal sweeter than ever if public response is anywhere near what industry response is expected to be in the coming months.



*Kim N. Price*

Kim N. Price

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## Westwood One Settles Lawsuit

Programming giant Westwood One has settled a \$70 million class-action shareholder lawsuit by agreeing to pay \$2.5 million and issue 3 million warrants.

William J. Battison, president and chief financial officer, said of the settlement, "It was the least cost alternative to us. The legal fees just to get to court would have been in excess of \$2.5 million. It was a business decision."

The company said the warrants, if executed, entitle the class members to buy Westwood One stock at \$17.25 a share over a seven-year period.

The settlement stems from three identical suits filed in federal court in Los Angeles last year alleging that the company provided "inaccurate financial information" to stockholders who bought its stock between January 12 and May 31, 1988, the report said.

## NAB Opposes Renewal

The National Association of Broadcasters has told the Federal Communications Commission that it opposes the commission's recommendations on broadcast license renewal reforms adopted by the commission on May 25.

In its filing, the NAB cited a lack of sufficient factual or legal basis for reconsideration of the commission's new policy on license renewals. NAB cited the petitions that request such reconsideration "frivolous, merely repetitive and not deserving of commission action."

The association defended the commission's adoption of rules to prevent potential abuse of its processes, stating that the commission's experience gained through handling numerous comparative renewal proceedings - along with the NAB study

## Transtar/United Stations Merge

*continued from cover*

Unistar Communications Group, Inc., the parent company.

The merger combines StarGroup Communications, Inc., which operates Transtar and The Research Group, and United Stations Radio Networks. US has been handling ad sales for the two commercial networks

operated by Transtar, since 1987, and the US station sales.

"It's certainly been a long process, but it's been a very positive, very complicated negotiation," said Robinson.

"I think it was our belief in the concept of

Unistar and the very good relationship we have built the last two years. We know each other very well and we work together very well.

"The synergy of our two companies allows us to offer the very best in music, news and sports programming to local Radio stations across the country," Robinson said.

Transtar just became the most listened to Radio network in America, based on RADAR 39. The merger will create a listenership estimated at 20 percent of the total network Radio market. Unistar will have combined revenues of approximately \$90 million, with a reach of over 3,000 local Radio station affiliates.

Unistar will continue the two tradi-

tional line networks from United and Transtar's two 24-hour satellite-delivered networks and realign existing formats to form Unistar networks - Power, Super and Ultra.

"Our relationship with Transtar since 1987 has been so fruitful that this was our next logical step," said

Verbitsky. "We have taken four very solid networks and combined them into three exceptional ones, providing extensive reach for advertisers."

Unistar will combine existing inventories in two cases

and in two cases existing networks. The network will continue to offer affiliations to the former US and Transtar networks, and will offer syndicated long-form programming to Radio stations.

The Power network is Unistar's contemporary network, targeting the 18-34 year-old age cell, Super is adult contemporary aimed at 25-54 year-old cell for older and younger audiences, and Ultra is geared toward 25-54 year-old adults.

Robinson said the sales efforts will remain in New York and the programming duties will be located in Colorado Springs, CO, current home of Transtar.

The NAB said it supports adoption of rules limiting settlement payments to reasonable and prudent expenses, stating this falls within the commission's authority to ensure that the public interest is furthered.

The NAB endorsed the commission's elimination of the Cameron policy.



Terry Robinson (L) and Nick Verbitsky (R) Co-chairmen/Co-chief Executive Officers, Unistar Communications Group, Inc.

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## Editor's Note

### Until We Meet Again...

**M**any of you saw the small item on page three last week announcing my departure in the coming days. This was a very tough decision, but the opportunity that awaits is one of those that comes along once in a lifetime.

Serving as editor-in-chief of *The Pulse* has given me a chance to get inside the issues facing Radio and learn even more about the people in this industry who I really like. Radio people, like their trade, are genuinely unique.

There are many friends I've made through Radio, who I will sorely miss. To those friends from Alaska and Hawaii, Maine to Florida and Iowa to Texas, your support and ideas have been appreciated.

In just 11 months, we filled a gap for the industry with a trade publication designed for decision makers. We have helped you find out a lot about your fellow broadcasters through our *Pulse* interview. That fixture in the magazine has created a waiting list of people who want to be interviewed.

We started a From The Station section that is receiving so much mail each week that it could easily fill the entire magazine. The stations have found we care about them.

And, yes, we're proud to say we supported Radio's causes. We didn't slam industry campaigns because they sounded corny. Our goal has been to support Radio. Period.

We also found that decision makers want information they can share with their staffs, not "quickie" faxes that compete for the latest gossip of the week that has no real value to the manager.

As one manager told us: "Why do I need to know a station in New York sold for \$34 million, much less why does my staff need to know?" We took those comments seriously when planning this publication.

The files here are filled with letters from the broadcast community begging for a trade publication that gives them helpful information and avoids negative gossip and innuendo. Let's face it, facts help train people, gossip destroys.

We have tried to make this publication as sound as possible. There have been a few errors here and there, but we learned from our mistakes. We never printed hearsay or innuendos.

It would be easy at this point to take my

own shot at some of the publications who have taken every opportunity to prevent our success. If I did, I'd be playing the same game...and you've come to expect credibility from us.

Credibility is something we maintained with every decision regarding every story. It was always appalling to me to call a Radio executive to verify a story that had no attribution, only to find that there was no truth to the story. On more than one occasion we set the record straight on stories that had been completely fabricated elsewhere.

*The Pulse* is earning its stripes in this business daily. It will not be bullied, nor threatened by those competitors who would prefer that a legitimate trade not have a place in Radio. *The Pulse* will continue to provide managers with a working manuscript for management, sales, marketing, promotion and programming.

There are always regrets in any situation and the biggest one at this point is not being able to see this success story unfold. *The Pulse* is here to stay and in the end, Radio will be better off.

We hope we're above the personal vendetta and the intentional slams. Our road has been the high road and it will continue to be. Radio needs that. Credibility always wins in the long run.

Until we meet again, thanks for the privilege of serving you.



*Kim N. Price*  
Kim N. Price

•Talking about a top secret deal...A good job by Terry Robinson and staff and Nick Verbitsky's staff on keeping the lid on the merger of **Transtar** and **United Stations**. The Pulse had the merger confirmed Tuesday but had agreed not to run it unless it was

# UNISTAR

confirmed. We talked to the top brass Tuesday seeking confirmation, but no one would say. Robinson said "We're close." The word was circulated in New York in a memo and then the staff at Colorado Springs was told, but no leaks to the media.

•The NAB's Radio Executive Committee was told last week about the new telemarketing staff and plans for a Nov. 1 unveiling of what Senior VP Radio Lynn Christian has titled "teleshopping." Christian told us in our Pulse interview this week - his first official interview with the trades - that the plan will save the association 'outrageous' travel expenses, but he hopes it will create better station interaction with the NAB. He said the NABexes will also be attending more state meetings.

•Boston's WXKS-FM PD Sunny Joe White will be in the movies with a short speaking part in the new Eddie and The Cruisers movie.

•The loss of Rep. Mickey Leland, (D-TX) stunned the industry last week. Leland, a member of the House Telecommunications Subcommittee, was killed when a plane carrying him and 15 other passengers crashed in Ethiopia. Leland was on his way to visit Sudanese refugee camps in his role as chairman of the House Select Committee on Hunger when the tragedy occurred.

•Another government agency is trying to get into Radio's pockets a little deeper...The NAB is trying to work with Idaho Republican Sen.

# RADIO INK

From The Radio Grapevine

James McClure and other western state senators to negotiate a compromise regarding proposed fee increases for Radio towers located on U.S. Forest Land. The government agency is allowed by law to collect "fair market value" for the use of the land. The Forest Service has proposed huge increases which the NAB says do not represent fair market value. A call to your local delegation might help those affected by the increases.

•And speaking of meetings, the NAB has sold out some 40,000 square



## RADIO '89 NEW ORLEANS

SEPTEMBER 13-16, 1989  
National Association of Broadcasters  
ENGINEERING CONFERENCE SEPTEMBER 12-15

feet of exhibit space for Radio '89 in New Orleans. More than 180 exhibitors will occupy the space, which exceeds last year's 37,000 square feet.

•KOSI-FM, Denver, becomes the first station to broadcast its easy listening format exclusively from Bonneville Broadcasting System's Compact Disc Library. The station previously broadcast Bonneville's analog tape service. Bonneville is the largest easy listening programming service in America.

•USA Today reports that WCVG, Cincinnati has changed its all-Elvis format. The station made the change on the anniversary of the singer's death recently, changing from famous tunes like "Jail House Rock" to an all-business news format, which the station hopes will be more profitable.

•McGavren Guild's new Radio Format Trends reports the fastest growing formats include Oldies, New Age/Jazz, Talk, Hispanic/Spanish and Urban Contemporary. The report says Contemporary/Soft Rock, Country and CHR continue to dominate American Radio as programming favorites. It suggests that 48 percent of American Radio stations are programming one of these formats as of January 1.

•The RAB's Warren Potash recently toured Alaska touting our industry to the Anchorage Advertising Federation, drawing one of its largest meeting crowds ever. Potash said his trip was to generate new members and it has worked. The invite was extended by John Ruby, general manager of KENI Radio in Anchorage.

•Thanks to the staff...the entire staff that is...of WXXX-FM, South Burlington, VT, for pointing out the station really exists. Our programming journey through New England several weeks back mentioned an imaginary station with calls, WXXX, only to find WXXX-FM alive and well. As the station put it, "95 Triple X is a leading Contemporary Hit Radio station in New England, proud of its location in the beautiful Champlain Valley and committed to as much

# 95 TRIPLE X Xtra Hits

localization of its air content as possible. We invite (you) to northern Vermont" for some "fine Vermont hospitality and a sample of the

*continued on page 28*

## Viacom Pays \$101.5 Million To Command

continued from cover

of Dallas, owners of Dallas' KHYI-FM, for \$85.1 million in a deal that included KODA-FM, Houston. Group W bought KILT-AM/FM, Houston from Legacy Broadcasting, another Sillerman company, earlier this year. KODA-FM was in turn



Bob Sillerman

sold to Sillerman for \$22 million and the latest sale price is a reported \$28 million. The station will be placed with a trust prior to transferring.

The two deals relieve Command and President/CEO Carl Brazell of tremendous debt pressure, acknowledged by Sillerman in the announced sale.



Carl Brazell

Viacom Radio President Bill Figenshu said the company began looking at the Command stations about a month ago and became "serious about three weeks ago. We didn't consider it a fire sale, we considered it a fair price for the stations for our purposes."



Norm Pattiz

Figenshu said the group didn't buy Dallas because "they wouldn't sell it to us for the price we wanted to pay." He said his group also tried to buy KJQY-FM in San Diego, but the station went to Westwood One's Norm Pattiz for \$19 million in cash and stock.



Bill Figenshu

WWOne will pay \$15 million in cash to Group W and \$4 million worth of WWOne common stock priced at \$10.75 per share to Command to be held for three years. Command acquired an option to buy KJQY from Group W for \$15 million, which will be transferred to WWOne.

Meanwhile, Pattiz has sold his 50 percent interest in WNEW-AM in New York to Sillerman and Command for \$15.3 million. Pattiz bought his portion of the station in April from Sillerman for \$11 million. Sillerman must sell the entire station because of his Group W interests in

WINS-AM in New York.

Pattiz received commitments from Command that the station would continue its agreements with Mutual and NBC, giving WWOne a New York affiliate for spot clearance.

Along with Viacom's recent purchase of KOFY-AM/FM in San Francisco, the group owns WLTW-FM, New York; WMZQ-AM/FM, Washington, D.C.; KIKK-AM/FM, Houston; WLIT-FM, Chicago; WLTJ-FM, Detroit; and KBSG-AM/FM, Seattle.

Americom Radio Brokers, Inc. and managing partner Bill Steding represented Command in the Viacom deal.



KNX Newsradio in Los Angeles helped kick off "Help Stamp Out Hunger" a 10-day holiday food drive for five southern California counties. The campaign is a cooperative effort among KNX, L.I.F.E. (Louis Feeding Everyone) and Mailboxes, Etc. (MBE), and will feed more than 50,000 people. Helping launch the food drive are (L-R): Gary Williams, president of Mail Boxes, Coast to Coast, Inc., Dennis Weaver, chairman of the board and president of L.I.F.E., and George Nicholaw, vice president of CBS Radio Division, and general manager of KNX.

## National APB Winners Named

Judging has been completed for the 1988 Associated Press Broadcasters, Inc., National Awards for cooperation and journalistic excellence, according to APB President Robert C. McKee Jr., president, WPRW-AM, Manassas, VA.

The APB Awards annually recognize the best reporting and cooperative efforts by member stations and AP staff. The APB is an advisory body representing the nearly 6,000 Radio and television stations served by AP.

KSSK-AM, Honolulu, HI, was honored for Best Overall Cooperation, for consistently providing the AP a variety of solid stories. This included coverage of sea rescues and fires and for giving AP "the first tip of the disabled Aloha Airline incident which became a story of national and international importance," said Honolulu Bureau Chief Howard Graves.

KAFF-FM, Flagstaff, AZ, was the

### The Pulse Index Of Stocks

|                       | 52 WEEK HIGH | 52 WEEK LOW | CLOSING PRICE 8/18/89 | CLOSING PRICE 8/11/89 | WEEKLY PERCENTAGE CHANGE |
|-----------------------|--------------|-------------|-----------------------|-----------------------|--------------------------|
| CAPITAL CITIES        | 534.5        | 309.5       | 518.125               | 523                   | -0.90%                   |
| CBS                   | 221          | 157         | 215                   | 217.125               | -1.00%                   |
| CLEAR CHANNEL         | 16.375       | 10          | 12.25                 | 12                    | 2.10%                    |
| HERITAGE COMM.        | 5.75         | 3.375       | 3.875                 | 4                     | -3.10%                   |
| JACOR COMM.           | 8            | 5.125       | 7                     | 7                     | 0.00%                    |
| OLYMPIC BROADCASTING  | 4.25         | 1.75        | 2.5                   | 2.5                   | 0.00%                    |
| OSBORN COMMUNICATIONS | 15           | 6.5         | 14                    | 14                    | 0.00%                    |
| PRICE COMMUNICATIONS  | 7.6          | 4.6         | 6.75                  | 6.625                 | 1.90%                    |
| SAGE BROADCASTING     | 6            | 3.25        | 3.75                  | 3.75                  | 0.00%                    |
| SUNGROUP              | 2.875        | 1.375       | 1.375                 | 1.375                 | 0.00%                    |
| TM COMMUNICATIONS     | 0.75         | 0.125       | 0.313                 | 0.375                 | -16.50%                  |
| WESTWOOD ONE          | 13.25        | 7.5         | 12                    | 10.75                 | 11.50%                   |

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

recipient of the APB award for Best Single Story Cooperation, for the station's reporting of a major freight train derailment that forced the evacuation of over 330 people and closed Interstate Highway 40 for two days. According to Arizona Bureau Chief Gavin Scott, "News Director Mitch Strohmman provided nearly round-the-clock coverage from the time the derailment occurred on December 14 to midday on December 16, when the last car was emptied."

Honored for Best Weekend Cooperation was WINC-AM, Winchester, VA, for consistently offering stories of statewide interest for use on the AP

news wires. The station often contributed audio to go with its stories, inviting any AP member to call for a feed.

KYW-AM, Philadelphia, PA, won the award for Best Radio Spot News for its coverage of the Atlantic Oil Refinery fire, described by the judges as "very comprehensive coverage that answered all the questions, but didn't leave you bored with the presentation."

The Best Radio Enterprise award went to WHK/WMMS, Cleveland, OH, for its series entitled "50 Years of Never Ending Battle," which looked at the continuing popularity of the Superman character and the surprising obscurity of his creators.

The Detroit, MI, AP staff won for Best State Summary for the "Michigan Midday Summary," an exemplary news summary with items of statewide and regional interest.

The Best State Enterprise award went to Beth Grace of Columbus, OH, AP bureau for a four-part series on the effectiveness of Ohio's school funding program.

The award for Best National Summary went to David Shapiro of the AP Broadcast News Center, for his summary on a surprising presidential poll that, for the first time, showed George Bush with a significant lead over Michael Dukakis.

AP's Ira Dreyfus received the Jo Ann Paige Award for Best National Enterprise for "Where There's Life," a daily broadcast news wire column that specializes in the offbeat.

The Broadcast News Center Spot Coverage award went to News Ed-



Paul Shaffer and The World's Most Dangerous Band will headline at the National Association of Broadcasters' grand finale awards gala following the closing dinner on Sept. 16 at the Radio '89 Convention in New Orleans.

# RADIO INK™

From The Radio Grapevine

• **Robert F.X. Sillerman's** bid to rid the heavy debt load at **Command Communications** appears to be a success. **Viacom** has taken Los Angeles and Denver and **Evergreen Media** in Dallas is buying **KRLD** and the Texas State Networks. The price tag indicates Sillerman will come out on top once again.

• **Group W's** purchase of **Legacy** and **Metropolitan** should be a formality now that stations in Houston and San Diego have new owners, and Sillerman will end up with 18 percent of Group W Radio, a position on the board and a hefty pocket full of transaction fees from the numerous deals the last several months.

• **Mid-Continent** has closed on its \$18 million purchase of **KDWB** in Minneapolis.

• **The Mahlman Co.** has closed the sale of **WRHD-AM/WRCN-FM** in Riverhead, NY from East Shore Broadcasting Corp. to Gary Starr and David Cherhoniak. The purchase price was \$4.9 million.

• An in-house selling, sales management and management education program called **The Interep Radio Store University** has been formed. **Chairman Ralph Guild** said the program features on-the-job as well as field training programs in all aspects of the Radio advertising industry for more than 450 employees of the Interep Radio Store. Included are programs tailored to Radio sales and managements by leading sales and marketing executives. Each employee is required to spend at least 5 percent of his/her time in the program. Programs will also be offered to client stations of The Interep Radio Store. The program, according to Guild, is a \$1 million per year investment in sales education.

• Ever heard of turkey bowling... Radio station **KMJK** in Portland, OR, is celebrating Thanksgiving in an awkward manner. From **Promotion Director Mike Ellis**: "KMJK Turkey Bowling is simple. Listeners fling a

frozen turkey toward bowling pins. The goal is to get a strike and keep your gobbler out of the gutter."

• **Money Radio Network** says it has signed **WMNN-AM** in Chicago to an affiliation agreement. Executive VP **Vera Gold** says the station, located in suburban Harvey, IL, carries the show from 7 a.m. to midnight. The station was formerly **WBEE-AM**, Chicago's only jazz station for 22 years.

• **NBC** and **Mutual** have acquired the exclusive network Radio rights



for pre-and-post-fight coverage of the **WBC Super Middleweight Championship** battle between **Sugar Ray Leonard** and **Roberto Duran**. The fight will take place at the **Mirage Hotel** in Las Vegas on Dec. 7.

• Meanwhile, **NBC** says **Tonight Show** announcer **Ed McMahon** will host a new two-and-a-half minute daily Radio feature called **How Do They Do That?** The show will explore life's more curious questions like how do they get the stripes in striped toothpaste? The series debuts on 200 stations.

• **CBS' Charles Osgood** will celebrate Thanksgiving with a 15-part special "Counting Our Blessings,"

with interviews with **First Lady Barbara Bush** and actor **George Burns**. **Osgood** explores the many things Americans have to be thankful for.

• **ABC Radio Networks** has signed an agreement with Phoenix, AZ-based **Hot Mix Radio Network** to carry its weekly, four-hour dance music program, **Hot Mix In 1990**. The show currently airs in some 30 markets including **KIIS**, Los Angeles and **WQHT**, New York. The show is available on a barter basis and on vinyl disc, is unhosted and can be customized locally with station's personalities.

• **DIR Broadcasting** will offer two Thanksgiving programs. **Ted Utz** hosts the six-hour special "The Top 25 Rock Albums Of All Time," and **The King Biscuit Flower Hour** features "The Best of The '80s."

• **Gentner Electronics** has announced the issuance of a patent for the technology used in its Radio and television transmitter remote control unit with synthesized voice reporting, the **VRC-2000**.

• **Time Buying Services** has signed a multi-year agreement with **Birch Radio** for full national service.

• The rap is loud in Los Angeles, just ask the residents in Silver Lake and Echo Park who are grumbling about the loud rap music played by **KDAY-AM**. Station President **Edward J. Kerby** says the station has run the format since 1982. Residents claim they can hear the music on their chain link fences when it rains, through the bathroom plumbing and through the wire in the walls in rooms without Radios. FCC officials in Long Beach say the station is not violating any rules, yet Pacific Bell officials are getting complaints about the noise over the telephone lines. Kerby says the culprit is inexpensive, low-quality household electronics that act as makeshift Radio receivers.

• **Satellite Music Network's ZRock** has found a new home at **KLZ** in Denver.

## Radio Revenue Seasonality

July 1988-June 1989



## COMPOSITE RADIO MARKET PERFORMANCE ANALYSIS

68 MARKETS PARTICIPATING, SCHEDULE OF SEASONALITY BY MONTH

BASED ON ANNUAL REVENUES BY MONTH IN PERIOD FOR THE PERIOD JULY 1, 1989-JUNE 30, 1989

| MONTH         | LOCAL REVENUES (IN 1,000'S) | % OF TOTAL     | NATIONAL REVENUES (IN 1,000'S) | % OF TOTAL     | TOTAL REVENUES (IN 1,000'S) | % OF TOTAL     |
|---------------|-----------------------------|----------------|--------------------------------|----------------|-----------------------------|----------------|
| JANUARY       | \$129,158                   | 6.53%          | \$34,341                       | 5.77%          | \$163,589                   | 6.36%          |
| FEBRUARY      | \$140,689                   | 7.12%          | \$35,872                       | 6.01%          | \$176,561                   | 6.86%          |
| MARCH         | \$152,153                   | 7.70%          | \$44,776                       | 7.51%          | \$196,929                   | 7.65%          |
| APRIL         | \$186,130                   | 9.41%          | \$62,214                       | 10.43%         | \$248,344                   | 9.65%          |
| MAY           | \$181,987                   | 9.20%          | \$57,742                       | 9.68%          | \$239,729                   | 9.31%          |
| JUNE          | \$175,302                   | 8.87%          | \$56,774                       | 9.52%          | \$232,076                   | 9.02%          |
| JULY          | \$180,714                   | 9.14%          | \$52,000                       | 8.72%          | \$232,714                   | 9.04%          |
| AUGUST        | \$161,446                   | 8.17%          | \$49,943                       | 8.37%          | \$211,389                   | 8.21%          |
| SEPTEMBER     | \$158,465                   | 8.02%          | \$50,103                       | 8.40%          | \$208,568                   | 8.10%          |
| OCTOBER       | \$184,964                   | 9.36%          | \$61,446                       | 10.30%         | \$246,410                   | 9.57%          |
| NOVEMBER      | \$172,076                   | 8.70%          | \$50,098                       | 8.40%          | \$222,174                   | 8.63%          |
| DECEMBER      | \$154,013                   | 7.79%          | \$41,135                       | 6.90%          | \$195,178                   | 7.58%          |
| <b>TOTALS</b> | <b>\$1,977,097</b>          | <b>100.00%</b> | <b>\$596,564</b>               | <b>100.00%</b> | <b>\$2,573,661</b>          | <b>100.00%</b> |



for Karen Sloan, who provided members with top notch spot news coverage. She was recognized for "regularly going the extra mile in serving AP Broadcast members."

AP Network News Correspondent Mark Hamrick received the award for Best Regularly Scheduled Radio Network Broadcast for his consistent and solid reporting of top news stories.

The AP's award for Best Reporting of Breaking Coverage went to AP Network News Correspondent Tony

Winton for his "on scene" coverage of Hurricane Gilbert.

AP Network National Correspondent Mark Smith was given the award for Best AP Network News Production for his piece "Special Assignment: The Moscow Summit," which focused on President Reagan's historic meeting with Soviet President Mikhail Gorbachev.

The awards will be presented during the fall meeting of the APB Board of Directors in Denver on September 23.

*The Pulse* RADIO'S MANAGEMENT WEEKLY



Pictured at the Katz Hispanic Radio party aboard the yacht Dandean during the Se Habla Espanol expo in LA are (L-R) Gene Bryan, Katz Hispanic Radio's VP and National Sales Manager; Dave Sweeney, KLOK/KBRG-FM, San Francisco/San Jose; Jesus Chavarria, publisher, *Hispanic Business Magazine*, and Ricardo Castillo of Tichenor Spanish Radio.

### AP Debuts Digital Audio System

The Associated Press has developed a new digital audio transmission system to deliver AP Network News, the AP's worldwide commercial-free Radio network.

The new system, called "T-1 Audio Delivery" (TAD), will significantly improve the technical quality of programming to over 1,000 affiliate stations and will be provided at no additional charge to AP Network News affiliates.

Other digital audio systems must use an entire satellite transponder - the AP system uses only one-sixth of a transponder, saving thousands of dollars each month in operating expense.

Another innovation in the TAD technology is the ability to remotely control the hardware equipment, much like the selectivity features of AP's high-speed broadcast wires. For instance, one audio card will be capable of receiving a 7.5 or 15 kHz signal and can be programmed to add or change audio network signals without having a technician visit the

station.

The T-1 Audio Delivery System will carry all of AP's Radio network signals. It improves the signal quality through the use of digital audio technology, in which sound is transmitted as bits of data - eliminating the noise inherent with standard analog transmission systems.

Compatible with AP's text delivery network, the new system is being built by Control Resources Corp. of Paramus, NJ and is considered the most efficient and economical digital audio system ever developed.

Conversions to the TAD system will begin at the end of 1989 and will take several years to complete. Analog transmission will continue on Westar IV and Spacenet 3, Transponder 1, until the digital conversion is complete.

"This is another step in our ongoing commitment to better serve the Radio industry," said Jim Williams, director, AP Broadcast Services.

### Broadcasters Hold Annual Discussions

The Executive Committees of the National Association of Broadcasters and the Canadian and Mexican broadcast groups took action on a number of issues affecting broadcasting in North and Central America. NAB, the Canadian Association of Broadcasters (CAB), and La Camara Nacional de la Industria de Radio y Television (CIRT) passed five resolutions at their three-day meeting which is held annually to discuss concerns.

In the resolutions, they:

— Agreed to exchange technical information related to the use of advanced television systems (ATV) in existing VHF and UHF spectrum, especially in border areas; to collaborate on the development of a uniform plan for implementing ATV in North America at the conclusion of testing and standardization; to continue to cooperate in all appropriate forums to assure a unified and consistent view of compatible ATV standard-setting for terrestrial broadcasting; and to cooperate in the areas of research with respect to consumer acceptance of ATV services.

— Renewed support for implementation of the National Radio Systems Committee's voluntary national standard on AM transmission preemphasis and 10 kHz bandwidth; encourage AM Radio stations in all countries to implement AM stereo transmissions; work to implement a North American AM "quality" certification mark designed to identify for consumers high quality AM receivers; and support efforts to establish revised interference protection criteria that offer increased protection and higher quality for AM service on the existing frequency band and new service on the expanded AM band.

— Agreed to review within 12 months the options for changes to bilateral FM arrangements that may permit Class A FM stations within 200 miles of the international boundary to increase their power to 6 kW.

**From The Broker**

**KPTL-AM** in Carson City, NV, has been purchased by M.B. Broadcasting Corporation from John Schoen of Dubuque, IA, for \$449,300. Craig L. Wope, Christine Baker, Mary Swope and Gerald Feutz are the owners of M.B. Broadcasting.

**KTGR-AM/KCMQ-FM** in Columbia, MO has been purchased by Desnick Broadcasting Company (Harvey L. Desnick, principal) from Donald W. Boyles for \$2.15 million. Chapman Associates is the broker for the transaction.

**WXXX-FM** in Newport, NH, has been purchased Mountain View Broadcasting, Inc. from RadioActive Group, Inc. for \$2 million. Robert C. Frisch is president and CEO of Mountain View. WXXX is the first station they have ac-

# Radio '89

## New Orleans

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Soniat House Hotel, Chartres Street. Phone 522-0570 from Sept. 13-16.



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

quired. RadioActive Group also owns WSCM-AM/WSHQ-FM in Cobleskill, NY; WSHZ-FM in Rotterdam, NY; WSNQ-FM (CP), Danville/St. Johnsbury, VT; an LPTV in Barton, VT and WHWB-FM in Port Henry, NY. Bruce M. Lyons is head of the RadioActive Group.

**KZTR-AM/FM** in Oxnard/Ventura, CA, has been purchased by Mark Adams and Steve Adams of Adams Communications from Golden Star Broadcasting, Inc. for \$5.2 million. Adams

**From The Rep**

| STATION | CITY             | FORMAT             | FROM           | TO            |
|---------|------------------|--------------------|----------------|---------------|
| WWSH-FM | Wilkes Barre, PA | EZ Listening       | Katz           | Katz & Powell |
| WALY-FM | Altoona, PA      | Adult Cont.        | Katz & Powell  | Katz Radio    |
| WECK-AM | Buffalo          | Music of Your Life | Roslin         | HNWH          |
| WJYE-FM | Buffalo          | Light Adult Cont.  | Christal       | HNWH          |
| WRKS    | New York         | Urban              | Republic       | Durpetti      |
| KJBZ-FM | Laredo, TX       | Spanish            | None           | Katz Hispanic |
| WMDO-AM | Washington, D.C. | Spanish            | Lotus Hispanic | Katz Hispanic |
| WTPI-FM | Indianapolis, IN | Adult Cont.        | Eastman        | Republic      |
| WHYZ-AM | Greenville, SC   | Urban AC           | HNWH           | Katz & Powell |

### KATZ & POWELL

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**WHYZ-AM**  
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Communications also owns KOOK-AM/FM in Phoenix, AZ, KHIH-FM in Boulder, CO, WHOI-TV in Peoria and WKLL-AM in Wood River, both IL, WWLP-TV in Springfield, MA, WLAV-AM/FM in Grand Rapids, MI, KEZK-FM in St. Louis, MO, WWAY-TV in Wilmington, NC, KISS-FM in San Antonio, KOSA-TV, Odessa and KAUZ-TV in Wichita Falls, all TX, KQUL-AM/KZOK-FM in Seattle, WA, WTRF-TV in Wheeling, WV, WMTV-TV in Madison and WSAU-TV in Wausau, both WI. Steve Marriott and Wally Heusser of Golden Bear own KZHT-FM in Sale Lake City, UT, KKDJ-FM in Fresno, CA, and KDJQ-FM in Red Bluff, CA. Bill Steding of Americom was the broker in this transaction.

**KOBG/KUZN** in Wasilla-Palmer, AK, have been purchased by Northern Lights Broadcasting (a proprietorship owned by Bennett Yeilding of Smith, AL, from Valley Broadcasting Company, Inc. for \$115,000. Valley Broadcasting is owned by Wayne Connelly of Wasilla, Cynthia Griffin of Sacramento and Donald Griffin of Palmer, AK. Service To Communications Associates was the broker for the transaction.

**KCIB** in Central Valley, CA, has been purchased by Quality Broadcasters of California from Bott Broadcasting West Inc. for \$475,000. Werner Barth and Stephen Bennett head Quality Broadcasters. Richard Bott II is head of Bott Broadcasting and also owns WFCV in Port Wayne, IN, KKCI in Goodland, KS, KNCI in

Overland Park, KS, KSIV in Clayton, MO, KCCV in Independence, MO, KQCV in Oklahoma City and WCRV in Collierville, TN. William A. Exline Inc. handled the transaction.

**KRZN** in Englewood, CO, has been purchased by RMF Broadcasting Company of Denver, LP from Sudbrink Broadcasting Company of Denver, LP for \$400,000. William McEntee, Jr., Vic Rumore and Robert Fredrikson are the heads of RMF Broadcasting Company. Sudbrink is headed by Robert and Marion Sudbrink, owners of WXTL in Jacksonville Beach, FL; WCEE-TV in Mt. Vernon, IL, WAWA-TV in Rome, GA and seven low power television CPs for communities in the South and Midwest.

**KVMT** in Vail, CO has been purchased by Vail-Aspen Broadcasting, Ltd., from Sky-Hi-Vail Inc. for \$750,000. Ronald Crider, Cara Ebert Cameron, Henry Vara and Charles Goldmark head Vail-Aspen Broadcasting. Crider is an applicant for a Class-A FM station in Gifford, FL. Vara has interests in WRCC in Cape Coral, FL; WKGR in Ft. Pierce, FL; and WJTC-TV in Pensacola, FL. Goldmark is vice president of EZ Communications Inc. Richard Sucher is head of Sky Hi-Vail Inc. Kaili and Company represented the seller and Chapman Associates represented the buyer.

**KLEX** in Lexington, KY has been purchased by KLEX Broadcasting Inc. from KLEX Inc. for \$30,000.

## The INNOVATOR vs. The IMITATORS

### The INNOVATOR creates.

He molds a vision of what can be into form and substance.

Because of his intimate awareness of all of the components, he understands how each relates to the other, and how fit creates synergy.

He is able to think beyond the apparent conclusion. Therefore, he sees opportunities where others see obstacles.

### The IMITATORS copy.

They counterfeit the work of others.

To disguise the obvious, they often alter the form...sacrificing substance. Often, what is lost is the essence of the brand, and more often, the desired result, impact.

Even the presentation is a derivative of the original...mimic without understanding. Like the input, the output is generic.

Further, the Innovator brings knowledge the others simply don't possess, and that adds value to your station.



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The Lottery™

### Original •

BuyerSearch™

### Original •

Advance Advantage™

### Original •

Bonus Pak™

### Original •

Poly-Pack™

### Original •

SuperSticker

Vacation Sweepstakes™

### Original •

SuperSticker Prize Catalog™

### Original •

AD-Vents™

### Original •

Quick Cash™

### Original •

Christmas Cash™

### Original •

Country Cash™

### Original •

SneakPreview Guide™

### Original •

Radio Bingo™

### Original •

Dreamstakes™

### Original •

Broadcast Golf Outings™

### Original •

Last Number Lotto™

### • Originals •

# Marketing

by Michael Hedges

## TV's Ad Troubles Are Great for Radio Sales

Television is scrambling. The time for Radio to mount a strong campaign for television budgets is now. Advertising dollars in television, while slightly ahead of this year's projections, are weak. Weak audience performance is making the advertisers scream. Cable and VCR are eroding both network and local audience.

The more you know about what's going on with television, the better you'll be able to sell Radio.

Consider the following when selling against television:

We can date the beginning of television's dark odyssey to late 1985. Before that, life in television was a constantly improving Nielson trend. The November 1985 sweeps were the first to use the People Meter. This miracle of technology told television that not nearly as many people were watching *The Cosby Show* as they had thought. Madison Avenue just went crazy.

Like the addict's stages of confronting the illness, there was the initial period of denial. When the same story was told after the May '86 sweeps there was the period of fault placing. This must be the fault of the methodology, they said. Finally, and reluctantly, there was a sort of acceptance.

Madison Avenue got what it wanted and television had to live with it. The People Meter is essential for the development of single-source measurement, integrating audience estimates with purchase behavior. Major agencies had the strength to force their will on television. Much of this same data hyper-crunching is also felt in Radio. It hasn't made it better, just harder to carry around.

The cost spiral in TV advertising had reached dizzying levels. Mad-

ison Avenue (and all other television advertisers) wanted some relief. When the new measurement showed lower HUT levels, network advertisers asked for, and got, rebates. This forced media buyers and advertising managers to ask tough questions about audience levels and reach. Retail advertisers started using a phrase that horrified the television industry - return on investment.

Madison Avenue had long searched for passive measurement of television as the first step in the goal of single source measurement. The diary methods of Nielson and Arbitron appear to have ascription problems.

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The People Meter, at least in theory, eliminated this problem by requiring surveyed family members to electronically sign-in to the room with the TV set. Newer versions of the meters will use Star Wars technology to recognize the faces in the room. One hopes sleeping will also be detected.

Just as television accepted the People Meter, something hit them even harder. Cable and VCR penetration exceeded 50 percent of TV households between 1975 and 1988.

### PULSE Quick READ

- The more you know about what television has done wrong, the better you'll be able to sell Radio.
- Cable and VCR are to television what FM was to Radio, with twice the channel choices available.
- One of the new technologies that hit television sales hard was the remote control - people constantly change channels during commercials.
- Radio ads are better at getting people into the stores.

Cable and the VCR are to television in the late 1980's what FM was to Radio two decades earlier. These are technological developments that increased choices. The average television consumer now has nearly twice the channel choices available in 1975, from seven in 1975 to 12 in 1988.

Radio has always offered specific, targeted choices to its audience, and choice is the Baby Boomer's greatest obsession. These consumers, now fully 25 to 44 years old, worship choices. Better educated than the generation before and after, the Baby Boomers are highly discriminating consumers. Once tasted, the appetite for choice does not diminish.

The big three networks are selling hard against cable. Mountains of paper slide up and down Madison Avenue disparaging some aspect of advertising on cable. At the same time major retail promotions are in the works for networks; CBS with Kmart, NBC with Sears, and ABC with JC Penney and Pizza Hut. Advertisers have finally forced television to do something about lower HUT levels. It is interesting that most of the marketing tricks television is now embracing were first heard on the Radio. This fall, viewers' awareness of network will be higher than ever before.

Cable audience is harder to measure. Lumping together all the people who watch anything, about two-thirds of all viewing is with the three networks. Not unlike the diversity of Radio, cable programming offers

## People In radio

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## IDB Establishes Broadcast Division

IDB Communications Group, Inc., a leading satellite transmission service provider, has formed the IDB Broadcast division. Peter Hartz, vice president of sales and marketing for IDB, has been named president of the new division, which is based at IDB's Los Angeles headquarters.

Hartz, who is also a member of IDB's Board of Directors, will report to Edward Cheramy, president of IDB. IDB Broadcast rounds out the corporate umbrella into four divisions, which include IDB International, Hughes Television Network (HTN) and IDB Systems.

"Peter Hartz has been instrumental in developing IDB's business from the beginning," said Jeffrey Sudikoff, Chairman/CEO of IDB. "Hartz began selling IDB's service to the Radio industry four years ago. He is the perfect choice to lead IDB Broadcast because of his knowledge of the full range of our broadcast services."

Hartz's division handles IDB's domestic and international Radio and television business from the company's major international teleports

in Los Angeles and New York and also includes IDB's fleet of transportable earth stations and network of 55 fixed uplinks in 35 cities nationwide.

"IDB Communications Group is now a major player in every market for satellite transmission services," said Sudikoff. "The Broadcast division completes the corporate integration started with the purchase of HTN and continued with the establishment of IDB International. IDB, the 'uncommon carrier,' is able to meet the needs of all three communications industries: Radio, television and data/voice, with equal strength."

IDB announced the formation of IDB International, a data/voice transmission service division, on October 9, with the completed acquisition of CICI, Inc. from Consiel ASC. IDB International provides international and domestic leased-line services via a network of earth stations in major U.S. cities, permanent digital links to several cities worldwide, undersea fiber optic cables and customer premise facilities. The division has operating agreements and working rela-

marketers varied and specific audience segments.

The VCR is potentially more pervasive. Cable penetration seems to be peaking at around 55 percent to 60 percent. VCR penetration continues to grow. Projections show 80 percent of television households will have a VCR by 1995. Major studies of VCR owners indicate three important facts. First, having a VCR changes viewing preferences and habits. Second, non-cable homes are devoting more time to pre-recorded tapes than pay-cable homes. And third, if the television set cannot provide the desired programming, VCR tapes will be brought to the television set.

There is new behavior. As the number of TV viewing choices increased, one very small bit of technology significantly changed the way people watch television. Remote controls are in 54 percent of all TV households. Most of these rather innocuous devices do nothing more than raise and lower the volume, change channels and turn the set on and off. Some will start and stop VCR's and other home electronics. And even a few will answer the telephone and start the coffee pot. This is new behavior based on the technology of the remote control, and choice of cable and VCR is called grazing. This is the newest anxiety producer in television.

Interested in knowing how people use television, cable, VCR's and remote controls, one of the major cable producers recently conducted an intensive series of focus groups. One participant, a 41-year old, middle class male living in the suburbs, described how he chooses.

"I stopped looking at the TV guide about a year after we (got cable). On my way home around 6:30. If I see a show I like, I pick up the remote and change channels. I guess I give about eight seconds. We get through three or four minutes of what's on so I can make a decision."

"I'm not making major television advertising decisions. If this guy with the

remote control is giving each channel eight seconds of attention, very little commercial message is getting through. Unaided ad recall research shows highest recall for commercial liked least; typically loud, cheap local productions for waterbed retailers. Viewers have learned to make an almost Pavlovian response to the commercial rather than the message via the remote control.

Propelled by an uncanny sense for further distracting viewers, television executives chose to shorten spot lengths to 15 seconds inside three and four minute breaks. Radio taught advertising that too many spots in a pod (spotbreak to the rest of us) spoils the audience. There have been creative uses of 15's, such as the open and

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close of breaks, but the limitations are great.

This, too, is a time when advertisers are finding price and promotion advertising less effective on TV. New product introductions and image advertising seem best suited for the screen. According to the well-respected research firm Yankelovich, Clancy, Shulman's Monitor of Consumer Trends, consumers are tired of making price-promotion decisions and are returning to brands they can count on. Radio, of course, is better at getting consumers into the stores.

The TVB called 1980 disappointing. What was truly disappointing was their forecasting. The expected 1-12

percent growth in spot, 12-14 percent in local and 10-12 percent in network was really, 4.4 percent in spot, 6.4 percent in local and 8.7 percent in network. McCann-Erickson forecaster Robert Coen hiked initial 1989 projections because signals indicate better than expected second half spending. Apparently advertisers are now concerned about past cautiousness. This is good news for Radio, too. TV revenue growth rates tend to lead Radio revenues closely.

Local TV outlets seem to be holding their own after a weak first quarter. Gone, though, is the spectacular growth of even five years ago. Stations are being forced to think local and sell local to survive. The greatest local revenue increases are coming from the smallest TV stations. Those television outlets with annual revenues of seven million dollars or less are setting records.

In many ways this year's talk from television echoes the gloomy sentiment of Radio people during the earliest days of television. It's also similar to the days when FM really took hold. Television is shedding great tears of remorse at the passing of mass markets. They see the future and want to turn back the clock. Cheryl Russell, editor of American Demographics, calls them People who lust after big numbers. Tom Wolfe at the recent 4A's annual conference lamented, "We're running out of ordinary people."

It's television that's running out of ordinary people. Target marketing is here to stay. Radio is uniquely positioned to offer advertisers and marketers specific audiences. Television will need to make peace with the future for this is where they will forever live.



Contributing editor Michael Podes is president of Michael Podes, Inc., an Indianapolis, IN, firm which develops marketing strategies and conducts research for a variety of broadcast and non-broadcast clients.

tionships with 80 foreign administrations. IDB International is headed by James Kolsrud and based in Rockville, MD.

IDB Communications Group purchased Hughes Television Network (HTN), a provider of satellite transmission service for television sports and entertainment events, in January of this year. John Tagliaferro heads the division, which is based in New York. HTN controls the scheduling of 15 transponders on four satellites. IDB Systems, established in 1988, specializes in the design, installation and integration of domestic and international satellite earth stations for the telecommunications industry. In addition to major contracts for satellite networks in Chile and the Azores, the division has provided facilities for several companies throughout the United States. Dennis Feely is the President of IDB Systems, which is

### The Pulse Index Of Stocks

|                                     | 52 WEEK HIGH | 52 WEEK LOW | CLOSING PRICE 11/3/89 | CLOSING PRICE 11/10/89 | WEEKLY PERCENTAGE CHANGE |
|-------------------------------------|--------------|-------------|-----------------------|------------------------|--------------------------|
| Capital Cities <b>CCB/NYSE</b>      | 568          | 343         | 529                   | 550.75                 | 4.10%                    |
| CBS, Inc. <b>CBS/NYSE</b>           | 221          | 162         | 197.5                 | 201.125                | 1.80%                    |
| Clear Channel Comm. <b>CLCH/OTC</b> | 16.375       | 10          | 12.25                 | 12.25                  | 0.00%                    |
| Heritage Comm. <b>HTG/ASE</b>       | 5.75         | 2.5         | 3                     | 3                      | 0.00%                    |
| Jacor Comm. <b>JCOR/OTC</b>         | 8            | 5.125       | 6                     | 5.875                  | -2.10%                   |
| Olympia Bcstg. <b>OBCCC/OTC</b>     | 4            | 0.5         | 1                     | 0.75                   | -25.00%                  |
| Osborn Comm. <b>OSBN/OTC</b>        | 15           | 6.5         | 13.25                 | 12.75                  | 3.80%                    |
| Price Comm. <b>PR/ASE</b>           | 7.4          | 4.6         | 4.875                 | 5                      | 2.60%                    |
| Sage Broadcasting <b>SAGB/OTC</b>   | 6            | 2.75        | 3                     | 3                      | 0.00%                    |
| Sungroup <b>SUMMC/OTC</b>           | 2.75         | 1.375       | 1.75                  | 1.75                   | 0.00%                    |
| TM Comm. <b>TMCI/OTC</b>            | 0.75         | 0.125       | 0.281                 | 0.219                  | -22.10%                  |
| Westwood One <b>WONE/OTC</b>        | 13.25        | 7.5         | 9.75                  | 9.5                    | -2.60%                   |

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

based in Dallas.

Since its establishment in 1983, IDB Communications Group has rapidly expanded to become one of the largest satellite transmission service pro-

viders in the country. IDB is traded over-the-counter on the NASDAQ National Market System under the symbol IDBX.

## THIS BIG RADIO CAN MAKE YOUR STATION BIG MONEY

This larger-than-life radio, The Giant Wattman™, can be a **BIG** money maker for your radio station. It's still available in your market... but not for long.

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# The Pulse Of Radio Calendar

Aug. 27-29—**Nebraska Broadcasters Association 56th Annual Convention**—Interstate Holiday Inn, Grand Island, NE.

Aug. 30—**Ohio Association of Broadcasters AM Radio Meeting**—Embassy Suites, Columbus, OH.

Aug. 31—**Northern California Broadcasters Association Jumbo Prawn Awards Deadline for Entries**, for "people...who apply their creative genius to the art form of Radio"—Information: NCBA, 151 Union Street, Suite 385, San Francisco, 94111.

Sept. 12-15—**National Association of Black Owned Broadcasters 13th Annual Fall Broadcast Management Conference**—Ramada Renaissance Hotel, Washington.

Sept. 21-22—**39th Annual Broadcast Symposium**—sponsored by IEEE Broadcast Technology Society—Hotel Washington, Washington, D.C. Information: Steve Crowley, (202) 223-6700.

Sept. 21-23—**Missouri Broadcasters Association Sales Seminars with Charles Warner**—Marriott's Tan-Tar-A, Lake of the Ozarks, MO.

Sept. 21-24—**Associated Press Broadcast Services National Meeting**—Denver, CO.

Sept. 22-24—**Maine Association of Broadcasters Annual Convention**—Marriott Hotel, Portland, ME.

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. 25-29—**National Association of Broadcasters Training Course** for satellite uplink operators.—Tyson's Corner Marriott, McLean, VA. Information: (202) 429-5350.

Sept. 26, 27, 28—**Missouri Broadcasters Association 1989 Radio Sales Seminars with David Gifford**—Sept. 26—Hyatt Regency Hotel, Kansas City, MO.; Sept. 27—Stouffer Concourse Hotel, St. Louis, MO.; Sept. 28—Ramada Inn, Springfield, MO.

Sept. 27—**International Radio and Television Society Newsmaker Luncheon**—Waldorf-Astoria, New York. Information: (212) 867-6650.

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

Sept. 28—**Southern California Broadcasters Association Business Development Seminar**—Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

Sept. 29—**Institute for Education by Radio-Television, Ohio State University Deadline for Entries** for Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

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

Oct. 5-7—**National Association of Broadcasters "Hundred Plus Exchange"**—Knickerbocker Hotel, Chicago, IL. Information: (202) 429-5355.

## Standard Broadcast Calendar

| AUGUST |    |    |    |    |    |    | 1989 |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|------|----|----|----|----|----|----|
| M      | T  | W  | T  | F  | S  | S  | M    | T  | W  | T  | F  | S  | S  |
| 31     | 1  | 2  | 3  | 4  | 5  | 6  | 7    | 8  | 9  | 10 | 11 | 12 | 13 |
| 14     | 15 | 16 | 17 | 18 | 19 | 20 | 21   | 22 | 23 | 24 | 25 | 26 | 27 |

| SEPTEMBER |    |    |    |    |    |    | 1989 |    |    |    |    |    |    |
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| 28        | 29 | 30 | 31 | 1  | 2  | 3  | 4    | 5  | 6  | 7  | 8  | 9  | 10 |
| 11        | 12 | 13 | 14 | 15 | 16 | 17 | 18   | 19 | 20 | 21 | 22 | 23 | 24 |

| OCTOBER |    |    |    |    |    |    | 1989 |    |    |    |    |    |    |
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| 9       | 10 | 11 | 12 | 13 | 14 | 15 | 16   | 17 | 18 | 19 | 20 | 21 | 22 |
| 23      | 24 | 25 | 26 | 27 | 28 | 29 |      |    |    |    |    |    |    |

| NOVEMBER |    |    |    |    |    |    | 1989 |    |    |    |    |    |    |
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| 30       | 31 | 1  | 2  | 3  | 4  | 5  | 6    | 7  | 8  | 9  | 10 | 11 | 12 |
| 13       | 14 | 15 | 16 | 17 | 18 | 19 | 20   | 21 | 22 | 23 | 24 | 25 | 26 |

| DECEMBER |    |    |    |    |    |    | 1989 |    |    |    |    |    |    |
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| 11       | 12 | 13 | 14 | 15 | 16 | 17 | 18   | 19 | 20 | 21 | 22 | 23 | 24 |
| 25       | 26 | 27 | 28 | 29 | 30 | 31 |      |    |    |    |    |    |    |

| JANUARY |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| 15      | 16 | 17 | 18 | 19 | 20 | 21 | 22   | 23 | 24 | 25 | 26 | 27 | 28 |
| 29      | 30 | 31 | 1  | 2  | 3  | 4  |      |    |    |    |    |    |    |

| FEBRUARY |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| 19       | 20 | 21 | 22 | 23 | 24 | 25 | 26   | 27 | 28 | 1  | 2  | 3  | 4  |

| MARCH |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| 19    | 20 | 21 | 22 | 23 | 24 | 25 | 26   | 27 | 28 |    |    |    |    |

| APRIL |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| 16    | 17 | 18 | 19 | 20 | 21 | 22 | 23   | 24 | 25 | 26 | 27 | 28 | 29 |

## Major Meetings

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.

Oct. 5-8—**Society of Broadcast Engineers Fourth Annual National Convention**—Kansas City, MO. Call for papers: John Battison, (419) 994-3849. Convention information: 1/800-225-8183.

Oct. 17-18—**The Broadcast Credit Association's 22nd Credit and Collection Seminar**—Scottsdale

Hilton Hotel, Scottsdale, AZ. Information: (312) 827-9330.

### 1990

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

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

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**—Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**—Hyatt Regency, San Francisco.

| JULY |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
|------|----|----|----|----|----|----|------|----|----|----|----|----|----|
| M    | T  | W  | T  | F  | S  | S  | M    | T  | W  | T  | F  | S  | S  |
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| 8    | 9  | 10 | 11 | 12 | 13 | 14 | 15   | 16 | 17 | 18 | 19 | 20 | 21 |
| 22   | 23 | 24 | 25 | 26 | 27 | 28 | 29   | 30 | 31 |    |    |    |    |

| JUNE |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| MAY |    |    |    |    |    |    | 1990 |    |    |    |    |    |    |
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| 15  | 16 | 17 | 18 | 19 | 20 | 21 | 22   | 23 | 24 | 25 | 26 | 27 | 28 |
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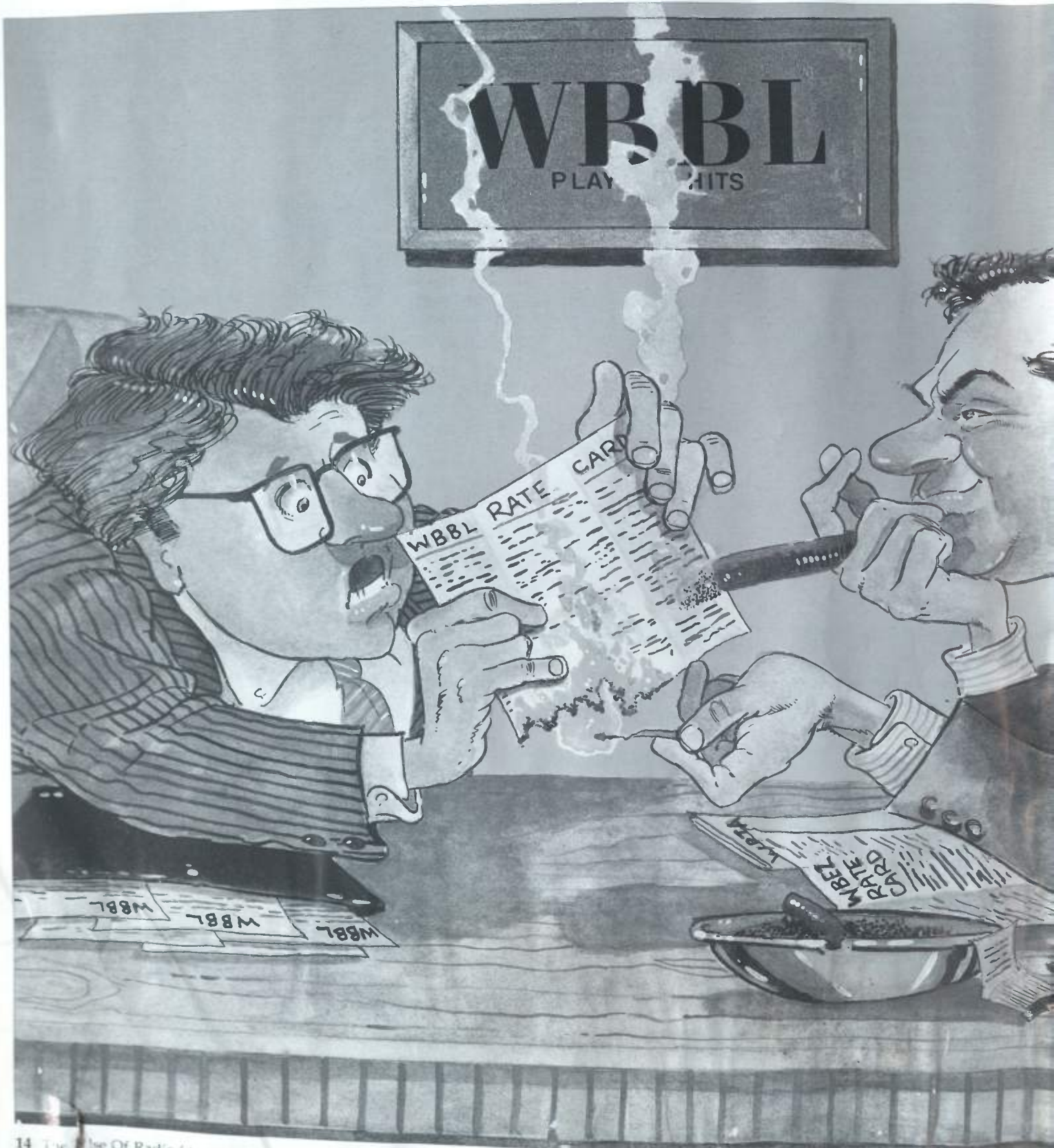
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Hartz's division handles IDB's domestic and international Radio and television business from the company's major international teleports

in Los Angeles and New York and also includes IDB's fleet of transportable earth stations and network of 55 fixed uplinks in 35 cities nationwide.

"IDB Communications Group is now a major player in every market for satellite transmission services," said Sudikoff. "The Broadcast division completes the corporate integration started with the purchase of HTN and continued with the establishment of IDB International. IDB, the 'uncommon carrier,' is able to meet the needs of all three communications industries: Radio, television and data/voice, with equal strength."

IDB announced the formation of IDB International, a data/voice transmission service division, on October 9, with the completed acquisition of CICI, Inc. from Constel ASC. IDB International provides international and domestic leased-line services via a network of earth stations in major U.S. cities, permanent digital links to several cities worldwide, undersea fiber-optic cables and customer premises facilities. The division has operating agreements and working rela-



tionships with 80 foreign administrations. IDB International is headed by James Kolsrud and based in Rockville, MD.

IDB Communications Group purchased Hughes Television Network (HTN), a provider of satellite transmission service for television sports and entertainment events, in January of this year. John Tagliaferro heads the division, which is based in New York. HTN controls the scheduling of 15 transponders on four satellites. IDB Systems, established in 1988, specializes in the design, installation and integration of domestic and international satellite earth stations for the telecommunications industry. In addition to major contracts for satellite networks in Chile and the Azores, the division has provided facilities for several companies throughout the United States. Dennis Feely is the President of IDB Systems, which is

### The Pulse Index Of Stocks

|                                    | 52 WEEK HIGH | 52 WEEK LOW | CLOSING PRICE 11/3/89 | CLOSING PRICE 11/10/89 | WEEKLY PERCENTAGE CHANGE |
|------------------------------------|--------------|-------------|-----------------------|------------------------|--------------------------|
| Capital Cities <b>CCB/NYSE</b>     | 568          | 343         | 529                   | 550.75                 | 4.10%                    |
| CBS, Inc. <b>CBS/NYSE</b>          | 221          | 162         | 197.5                 | 201.125                | 1.80%                    |
| Clear Channel Comm <b>CLCH/OTC</b> | 16.375       | 10          | 12.25                 | 12.25                  | 0.00%                    |
| Heritage Comm. <b>HTG/ASE</b>      | 5.75         | 2.5         | 3                     | 3                      | 0.00%                    |
| Jacor Comm. <b>JCOR/OTC</b>        | 8            | 5.125       | 6                     | 5.875                  | -2.10%                   |
| Olympia Bcstg. <b>OBCCC/OTC</b>    | 4            | 0.5         | 1                     | 0.75                   | -25.00%                  |
| Osborn Comm. <b>OSBN/OTC</b>       | 15           | 6.5         | 13.25                 | 12.75                  | 3.80%                    |
| Price Comm. <b>PR/ASE</b>          | 7.4          | 4.6         | 4.875                 | 5                      | 2.60%                    |
| Sage Broadcasting <b>SAGB/OTC</b>  | 6            | 2.75        | 3                     | 3                      | 0.00%                    |
| Sungroup <b>SUMMC/OTC</b>          | 2.75         | 1.375       | 1.75                  | 1.75                   | 0.00%                    |
| TM Comm. <b>TMCI/OTC</b>           | 0.75         | 0.125       | 0.281                 | 0.219                  | -22.10%                  |
| Westwood One <b>WONE/OTC</b>       | 13.25        | 7.5         | 9.75                  | 9.5                    | -2.60%                   |

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

based in Dallas.

Since its establishment in 1983, IDB Communications Group has rapidly expanded to become one of the largest satellite transmission service pro-

viders in the country. IDB is traded over-the-counter on the NASDAQ National Market System under the symbol IDBX.

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# IS THE RATE CARD BECOMING AN ENDANGERED SPECIES IN RADIO?

*By Andrew Giangola*

**N**egotiation is the rule. Inventory management is the buzz word. Instead of committing to a printed grid of rates, more managers are continually adjusting their rates in response to marketplace demand. They're finding that by closely monitoring inventory pressure, they can maximize their rates.



## From The Broker

• **KLSK-FM** in Santa Fe/Albuquerque, NM, has been purchased by **Progressive Broadcasting Inc.** from **Classic Media, Inc.** for \$2 million. The buyer, Progressive Broadcasting Inc., is owned by John Sebastian, Peter Baumann and John De Joria. The seller, Classic Media, Inc., is principally owned by William R. Sims, who also owns **KMIK-AM** in Santa Fe, NM. Kalil & Company in Tucson, AZ, handled the transaction.

• **KZZP-AM** in Phoenix, AZ, has been purchased by **Embee Broadcasting Inc.** from **Nationwide Communications Inc.** for \$975,000. The buyer, Embee Broadcasting Inc., is owned by Byron and Dorothy Gerson of Franklin, MI, and Matthew Gerson of Scottsdale, AZ. The seller,

**Nationwide Communications Inc.**, is headed by Steve Berger. The company also owns **KISW-FM** in Seattle; **KLUC-AM/FM** in Las Vegas, NV; **KNST-AM/KRQQ-FM** in Tucson, AZ; **KWSS** in Gilroy, AZ; **KZAP-FM** in Sacramento, CA; **KZZP-FM** in Mesa, AZ; **WGAR-AM/FM** in Cleveland, OH; **WKZL-FM** in Winston/Salem, NC; **WNCI-FM** in Columbus, OH; **WOMX-AM/FM** in Orlando, Florida; and **WPOC-FM** in Baltimore, MD.

• **WGNB** in Indian Rocks Beach (St. Petersburg), FL, has been purchased by **Global Broadcasting Inc.** from **Moody Bible Institute of Chicago** for \$550,000. The buyer, Global Broadcasting Inc., is owned by Ronald Crider of Vero Beach, FL, who also owns interest in **KSPN-FM** in Aspen, CO and **KVMT-FM** in Vail, CO. The seller, Moody Bible Institute of Chicago, also owns **WMBI-AM/FM** in Chicago, IL; **WCRF-FM** in Cleveland, OH; **WDLM-AM/FM** in East Moline, IL; **WMBW-FM** in Chattanooga, TN; **KMBI-AM/FM** in Spokane, WA; **WKES-FM** in St. Petersburg, FL; **WRMB-FM** in Boynton Beach, FL; **WMBV-FM** in Dixon Mills, AL; and **WAFS** in Atlanta, GA.

• **WTIS-AM** in Tampa, FL, has been purchased by **WTIS-AM Inc.** from **Forus Communications of Florida Inc.** for \$1.7 million. The buyer, WTIS-AM Inc., is owned by Luis Albertini, Ronald Roseman, Ed Roseman and Marvin Stone of Tampa, FL. The seller, Forus Communications of Florida Inc., is owned by Simon Rosen and Lind Carl Voth.

• **WABK-AM/FM** in Gardiner, ME, has been purchased by **The Great Kennebec Wireless Talking Ma-**

**chine Company** from **Kennebec-Tyron Communications Corporation** for \$1.052 million. The buyer is a partnership of Ronald Frizzell, Arnold Lerner and Craig Hoffsas. Frizzell and Lerner own interest in **WLLH-AM** in Lowell, MA; **WLAM-AM/WKZS-FM** in Lewiston-Auburn, ME; **WZSH-FM** in South Bristol, NY; **WJBQ-AM** in Gorham, ME; **WORC-AM** in Worcester, MA; **WQSS-FM** in Camden, ME; and **WZOU-FM** in Boston, MA. The seller, Kennebec-Tyron, is owned by Jeffrey and Phillip Fisher.

• **KZKX** in Lincoln, NE, has been purchased by **Sherman Broadcasting Corporation** from **MusicRadio of Nebraska Inc.** for \$1.845 million. The buyer, Sherman Broadcasting Corporation, is owned by Robert Sherman, Ocean Capital Partners and Osborn Communications Corporation. The company also owns **KKRD-FM** in Wichita, KS. Osborn, headed by Frank Osborn, is a New York-based group with interests in 20 Radio stations. The seller, MusicRadio of Nebraska Inc. is controlled by Don Cavaleri and Steve Kingston. They also own interest in **WXIT-AM** and **WLZT-FM** in Charleston, WV. Charles Giddens and Elliot Evers of Media Venture Partners handled the transaction.

• **KJIL-FM** in Bethany (Oklahoma City), OK, has been purchased by **Broadcast Equities Inc.** from **Jimmy Swaggert Ministries** for \$1 million. The buyer, Broadcast Equities Inc., is a wholly-owned subsidiary of the Christian Broadcasting Network Inc. and is headed by Pat Robertson who also owns **WNTR-AM** in Washington, D.C.

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(513) 791-8730

## From The Rep

| Station    | City            | Format         | From           | To       |
|------------|-----------------|----------------|----------------|----------|
| WGUS-AM/FM | Augusta, GA     | Cont. Country  | McGavren Guild | Republic |
| KRVK-FM    | Kansas City, KA | Adult Rock     | CBS Spot Sales | Banner   |
| WKXC-FM    | Augusta, GA     | Cont. Country  | None           | Banner   |
| WBMG-AM/FM | Tallahassee, FL | Adult Cont.    | McGavren Guild | Republic |
| KOKX-AM    | Keokuk, IA      | Light Rock/AC  |                | HNWH     |
| KOKX-FM    | Keokuk, IA      | Modern Country |                | HNW-1    |

## IS THE RATE CARD ENDANGERED?

"I haven't used a rate card in four years," said Todd Leiser, formerly of WSB in Atlanta, and now at WWRM in Tampa, a soft AC battling in a highly competitive market. "Our inventory is sold on supply and demand. It can change from day to day, hour to hour, or minute to minute."

Leiser supplies rates to the WWRM sales staff, but he will not circulate a rate card. "To arbitrarily publish rates the way buying is negotiated on cost per points is a waste of time," he said, "Agencies will usually throw the rate card out the window anyway."

In Phoenix, KTAR/KKLT has also done away with the traditional rate card. Vice President/General Manager Jim Taszarek utilizes the latest in broadcast software to juggle rates on his Lite FM station while relying on old-school creative packaging on the AM side to "stay right below sellout at maximum rates."

KKLT-FM's MAXAGRID inventory management system analyzes station sellout history, ratings delivery and a marketwide CPP index for adults 25-54 to predict rates for every daypart in a four-week period. The attendant "rate card" is a one-sheet that gets updated every week, but is valid for 21 days.

"This kind of selling is not just (new

to) Radio, it's the trend for the entire western economy," Taszarek said. "Airline seats are sold the same way. Retailers change their prices frequently. Cars are sold with dealer incentives and factory rebates. Variable pricing is a fact of life. Radio is not very different from the rest of the

**"I haven't used a rate card in four years. Agencies will usually throw it out the window anyway."**



economy. As a service industry, we share many similarities; pricing is one of them."

Like other music-intensive stations vying for media buyers' attention, attractive pricing and flexible pack-

aging is crucial to KKLT's agency business, which Taszarek said comprises 80 percent to 85 percent of revenue.

"Much of the selling conversation sits on cost-per-points for adults 25 to 54," he observed. "We have to find environmental differences and extremely good pricing by daypart and by day."

Freed from the constraint of a rate card, reps can quickly set prices in response to the market's continually fluctuating demand for Radio time. There's a hidden benefit to variable rates: the price of Radio sometimes comes down.

"Clients realize the rates are based on supply and demand, not the sales manager's whim," said KKLT Sales Manager Craig Jacobus. "Being able to lower your rates takes away the stigma of being a 'rate' prostitute."

Most importantly, supply and demand rate-setting ensures that managers are getting the most for their airtime.

"The goal is never to sell out, it's to have a minute amount of inventory available right below sellout level," Jacobus said. "Whenever you sell out, you're pricing your station too cheaply."

Most TV stations, especially local affiliates, are pricing in much the same

Rate Card #3

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KEAG-FM 97.3

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**Annual Contract Rates:**

**WDEN** AM 1500  
FM 105.3

Middle Georgia's 100,000 Watt FM Country Station

**RETAIL RATE CARD**

|  |  |     |    |
|--|--|-----|----|
|  |  |     |    |
|  |  | SAT | SU |

# The Pulse Of Radio Calendar

Dec. 1—**Broadcast Pioneers, Washington Chapter, Annual Banquet**-Kenwood Country Club, Bethesda, MD.

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

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

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

## 1990

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

Jan. 15—**Deadline for entries in Broadcast Media Awards**, sponsored by International Reading Association for "outstanding Radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime

reading habit." Information: (302) 731-1600.

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

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

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

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

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

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

Feb. 8-10—**Louisiana Association of Broadcasters Annual Convention**-Lafayette

## Major Meetings

### 1990

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

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

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

casters-Opryland, Nashville.

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**-Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**-Hyatt Regency, San Francisco.

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

Hilton, Lafayette, LA. Information: (504) 383-7486.

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

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

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

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

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

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

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

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**-Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**-Hyatt Regency, San Francisco.

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

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

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

Sept. 12-15—**Radio '90 Convention sponsored by National Association of Broadcasters**-Boston.

## NOVEMBER 1989

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

Standard Broadcast Calendar

# PULSE Quick READ™

way, changing rates almost daily, Todd Leiser noted. "If they've sold 11 of 12 early news units, you can bet they're going to jack the price up on the last one," he said.

For KTAR-AM, the menu of spot packages are reminiscent of the days before a megarates mentality began to dominate sales managers' agenda.

"KTAR is different because it's a news/talk station with different things to sell - sports sponsorships, news, traffic, weather, adjacencies to Paul Harvey," Taszarek added.

Stamping various TAP plans with catchy names adds to the packages' old-time show biz feel. "TAP is Radio talk," he said. "We call them something that interests the advertiser."

KTAR's "Executive Decision Maker" fuses groups of three sponsorships to the Wall Street Journal Report, traffic, meteorologist weather and a newscast. "The Great Arizona Weekend" offers a dozen spots adjacent to weekend recreation and traffic features. "The Economist" combines 12 lowest unit rates spots spread throughout the week.

Still, the rates aren't set in stone. "Rates are always negotiable," Taszarek explained. "You can't go off the card, because there really is no card."

At the other philosophical extreme is William Pacelli, vice president/sales manager at WITL-AM/FM in Lansing, MI. Pacelli is a staunch rate purist who disdains negotiation and likens local grid card selling to "justifiable prostitution." Rampant negotiation "just using rate parameters is like selling used cars, and I hate for that to be the case," Pacelli proclaimed. "Locally, as far as we're concerned, CPP doesn't exist. It's a bad way to sell Radio, and it's bad for the industry."

WITL is slightly more flexible with national rates.

"Unfortunately, cost per point is a fact of life on the national scene," Pacelli said. "We sell national based on supply and demand."

WITL uses a six-level national grid card, with rates ranging from \$80 to \$200. "Locally, you can sell ideas and service. You don't have that

- Management has to make the decision whether to use a rate card or to use variable pricing in advertising - usually that is dependent upon personal business philosophy.

- Rate adjustment is becoming increasingly popular - negotiation is the rule.

- Much rate setting is done by supply and demand, ensuring managers will get the most for their airtime.

- On the extreme side, some stations are inflexible as far as rate negotiations - adamantly sticking to their rate cards

option nationally," he admitted.

Pacelli's eight salespeople use a local net card and a local commissionable card. The rate arrangement makes

**Pacelli is a staunch rate purist who disdains negotiation and likens local grid card selling to justifiable prostitution.**



the station "a dinosaur," he admitted, but approximately 80 percent of business is local net. "It's the difference of whoever hires the agency should pay the agency. We'll send clients a bill with gross and net. They pay us net." Pacelli acknowledged that if WITL

weren't so dominant, he probably wouldn't be able to conduct business strictly on his terms. But he's been so stubborn for so long that local advertisers either pay WITL's pre-established rates or find some other media vehicle.

Salespeople benefit from this "ethical approach," Pacelli claimed.

During an exit interview with a salesperson, "she said the best thing about the station was that no one could call in and quote a different rate. She said it was a great feeling that inspired her confidence."


WQUT-FM in Johnson City, TN cranks out a new grid card several times a year. Since Sales Manager Don Raines doesn't like to go "off the card," his grid system factors in some advertisers' need for lower rates. Spots in the CHR station's "Top of Week" plan run from 5 a.m. to 9 p.m. at half the cost of guaranteed Thursday or Friday morning spots.

"For years, we couldn't sell Sunday to Wednesday," Raines explained. "This enabled some advertisers to get a lower rate."

When national advertisers haggle, Raines will drop the rate and shuttle the spots into equal daypart distribution. If the agency still holds out on price, he'll offer the monthly plan. After that, the rate is lowered again, and the advertiser is presented with the Top-of-Week plan," Raines said. "They get a low CPP, and a lot of the spots run on Monday and Tuesday."

Like the airlines, WQUT also offers a stand-by plan, for low-rate, pre-emptable spots.

Ultimately, the decision on whether to use a rate card or variable pricing weighs personal business philosophy, the degree to which management is willing to continually reset rates according to inventory flow and local market considerations.

As one southeastern manager said, chucking the grid card for supply-and-demand rate management makes good business sense. But he felt buyers in his market weren't sophisticated enough for constant rate changing. So, he's sticking with a simple tried-and-true rate card. 

# NETWORK ENTERTAINMENT ON RADIO:

## A VARIETY OF PROGRAMS

By Narcisse S. Cadgène

**N**etworks are anxious to keep their affiliates. Some 250 stations switch each month. Stations constantly jockey to see who'll give them the best in news, features and sports, and money-making entertainment opportunities.

Networks today offer mixes of short- and long-form programming, specials, service ("free") programming and a panoply of utilities such as camera-ready ads, mailers and archival information to add value to the packages. A station can choose between a daily dose of entertainment programming or an entire weekend special. Variety is no object.

Countdown shows are a perfect example.

"The proliferation of countdowns becomes a blur," said Robert J. Kipperman, vice president and general manager of CBS Radio Networks, whose own three-hour "On the Move" counts down urban contemporary hits. The Sheridan Broadcasting Network's Strz Entertainment Network produces "Top 30 USA," a three-hour show featuring Donnie Simpson, counts down weekly using R & B Report data. Westwood One offers Casey Kasem's four-hour Casey's Top 40 Countdown.

There are more, including the Country Countdowns. Full-time TNNR The Nashville Network Radio, offers country programming and specials from the Grand Ole Opry and other events involving country artists. ABC's American Top 40 with Shadoe Stevens, which has the exclusive use of the *Billboard* charts, is cele-

brating its 20th anniversary. ABC's big upcoming project is Hot Mix, a four-hour weekly extended mixer of top 40 hits of the day, according to ABC Vice President of Entertainment Programming Tom Cuddy. The network will begin distribution January 1.

Networks work hard to create special programming that's an innovative standout. There are a host of providers of entertainment programming: DIR, Premiere, Open House Party -to name a few- and many that offer one exclusive show nationwide. Westwood One, for example, had a 20th Anniversary Woodstock special slated, but finally chose to do instead a live Moscow Music Peace Festival with Bon Jovi and other contemporary artists.

WWOne also offers weekly entertainment features that require a

NATIONAL ASSOCIATION OF BROADCASTERS

# LYNN CHRISTIAN

Getting Settled-  
NAB's Top Radio  
Man Reviews  
His Game Plan





Bob Hope With ABC Radio Direction Network's Jeanne Wolf. See Our Interview With Wolf On Page 22.

weekly schedule of listings, and the network has been a leader in concert programming for years.

DIR, which syndicates the well-known King Biscuit Flower Hour, attracts stations of all-type formats. The network also syndicates a count-down show with Los Angeles personality Rick Dees of KIIS-FM.

Innovative programming, however, doesn't stay innovative for long.

"The impact of live concerts has been diluted because there have been so many of them," said Dave Logan, WNEW-FM program director. "Now we want live on the spot."

Networks scramble to keep up with the ever-increasing demands of stations and listeners.

"Nobody has the records for concerts so the stations are interested," said Maurie Webster, president of

the Radio Information Center, whose firm collects and manipulates data on stations in North America, and analyzes Arbitron ratings. Concerts are added entertainment programming because stations just don't have a rendition of Mick Jagger playing "Satisfaction" live from Yankee Stadium at their disposal.

ABC got on the bandwagon, as it were.

Lynn Christian is the senior vice president/Radio for the National Association of Broadcasters. He accepted the position in April replacing David Parnigoni, who resigned. Christian has spent much time planning the upcoming Radio '89 meeting, and has waited to talk to the press about his NAB plans until now.

Christian was serving as the president/CEO of Century National Entertainment, Inc. of Los

Angeles/Chicago when he accepted the NAB job. He also served in that position as managing director of Century National Sports

Production, Ltd.. In the previous 10 years, 1976-86, he was executive vice president, Century Broadcasting Corp. in Chicago, a major market Radio group operator.

From 1970-76, Christian was executive vice president, Independent Music Broadcasters, Inc., WVCG/WYOR, Miami; president, Dawson Communications, Inc., an independent FM group in Dallas/Houston from 67-70; general manager, WPIX-FM, the Tribune Co., New York, 64-67 and general manager KODA-AM/FM, Houston for Taft from 60-64.

Christian also served on a number of NAB committees as a broadcaster, including director, chairman and vice president of the FM Broadcasters, and served as a director, vice president and member of the executive committee of the National Radio Broadcasters Association.

In his first interview since taking the top Radio job at the NAB, Christian talked about his goals for the association and Radio, including plans for the industry's upcoming convention in New Orleans. He also gave his impressions of the new members of the Federal Communications Commission and the concerns for Radio before the FCC:

**PULSE:** Give us a status report on the upcoming Radio '89 Convention.

**CHRISTIAN:** Well, the status of Radio '89 is that we think it is going to be the biggest and best. We say that because the registrations are up 8 percent. The exhibit hall is sold out. The hospitality suites are all sold, five of the major downtown hotels are sold out,

and we've got the best program we think that has ever been put together. We have three free lunches, we have a banquet and award show that now stars Paul Schaffer and Donna Summer. It's all part of the package. We think it is going to be a spectacular event.

**PULSE:** Do you see this meeting replacing Radio's participation at the Spring NAB convention?

**CHRISTIAN:** Possibly, somewhere in the future.

**PULSE:** Is it in the planning stage at the NAB right now?

**CHRISTIAN:** No, it's not in the planning stage. You probably read the report of the summer board meeting. It was pretty well decided that we should let the marketplace decide and

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**"We could not have a viable trade association if we did not represent the industry for which we are set up to serve."**

---

that is what the board's final word on it was. Let's see if the marketplace continues to send Radio people to the spring convention or not.

**PULSE:** Was the attendance at the spring convention more from the technical side or was it more from the management side?

**CHRISTIAN:** I don't think I have even seen a break-out from the spring convention of engineering versus management. I don't think I ever did. I've never seen anything broken out that way.

**PULSE:** The board's report was that Radio attendance was still up at that meeting.

**CHRISTIAN:** Actually, the Radio attendance was higher than it has been

in a couple of years at the annual convention and the sessions were very well attended.

**PULSE:** How would you characterize Radio's position within the NAB at this point? Is Radio getting a fair shake at NAB?

**CHRISTIAN:** Absolutely. You know my background. I've only been here for four months. This is really the first extensive interview that I've given. I came in here real open minded, probably with a lot of prejudices, because you know when you are on the other side of the fence you always think that things are a certain way and then you find out differently once you get inside. I think that a lot of the Radio membership, small and medium markets, perceives that the association tends to be a television association that concerns itself with the kind of issues that you read a lot about in the press. But when you get inside and you see the amount of work that goes on in here in all the departments - and it doesn't matter if it's public affairs, communications, government relations, research, engineering, services, and particularly in Radio membership - I would say that a disproportionate amount of time is spent on Radio issues. I say disproportionate if you were thinking about us as being a 50/50 association. But we have over 5,000 members. There are at least 970 television members and that doesn't mean that I feel we should get five times the amount of work for Radio done in here as we do for television. But I will say this, I think that it is fair and equitable and that the Radio issues get the same kind of concentration and attention in all those departments as do the television issues. If it doesn't look that way in the press, it's because a lot of the time the television issues are glitzier and more glamorous and you folks like to write about them.

**PULSE:** Now that you've had a chance to get your feet on the ground, are there specific goals you have set for the NAB?

**CHRISTIAN:** I am not the type of person who sets big rigid agendas, who says, 'I'm going to do this point two, point three.' But I realize that in the real world

# NETWORK ENTERTAINMENT ON RADIO

"ABC was not known as strong in entertainment," said ABC Advertising and Publicity Director Jodi Goalstone. "Stations used to go to DIR or Westwood One. Now ABC is developing more unique opportunities." Goalstone described the acquisition of the Radio broadcast rights to the Rolling Stones tour as "the coup." In addition to "unique opportunities," the networks have adapted to a shifting marketplace. "The last five years have changed the Radio networks around," said Frank Raphael, director of network programming for ABC. "The ivory-tower network is a thing of the past."

Naturally, the bottom line to most stations is defined in four words - What does it cost? Some networks are commercial free, like AP Network News, while the majority require commercial clearance. Just how much clearance a station has to schedule each hour is usually a major point in deciding which network to carry for daily features and for long-form specials, such as concerts and week-end countdown shows.

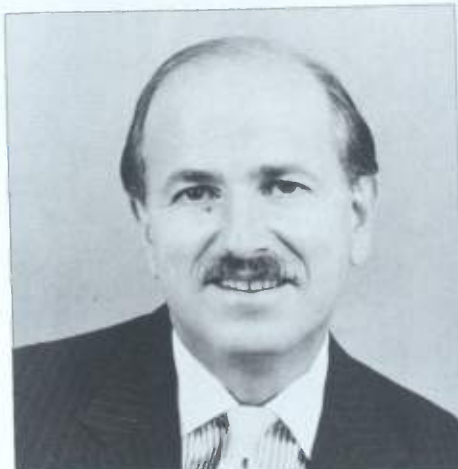
Although one major network executive stated flatly "There are no deals," other powers-that-be were willing to admit to some flexibility.

"Our policy is 50-50, said one network representative, "but we'll take four minutes, or we'll give them seven."

"If we were short on time, or we want to increase clearances, we might offer a better split than 60-40," said another executive.

Taking a station's commercial time for regular network programming or for specials can be costly.

"When some



Robert Kipperman



Marty Raab

stations are getting \$400 per minute and we're taking five or six minutes per hour for a three-hour special, that's a lot of money," Tony Garcia, director of programming sales for Unistar, pointed out. "Fortunately," he added, "many stations don't look at it that way."

"The last three years the focus for the networks has been more service-oriented," Kipperman pointed out. CBS offers many different venues, including a comedy service called Laugh Track. As part of CBS Radio-Radio's programming, the 75 short bits per month run five seconds to approximately one minute long. Kipperman described it as: "No commercials, zero attached to service, and very, very - and I emphasize the very - popular."

The Dallas-based Satellite Music Networks is now syndicating "Z Rock 50, America's Only Hard Rock Countdown Show." The show is a spinoff of the Z Rock format from SMN and allows stations that do not program the format to try it on the weekend, according to Marty Raab, vice president of marketing.

"This is the new AOR of the '90s," he added. "This show allows stations to go in and test the waters."

The show also requires commercial clearance, but stations get some local avails. SMN also offers daily features like Memory Minutes, produced by Memory Magazine, and Hollywood Insider.

Networks play to the concept of value-added advertising.

"We don't just stop with giving them the programming; we make sure they're successful in promoting and selling it," said Kip-

## SELLING SPECIALS

You can go to an advertiser and say, 'Shadoe Stevens gets 1,000 pieces of fan mail per week - he gets results.' Bring them in the latest breakdown of ratings. - *Cuddy, ABC*

Specials attract new advertisers and spiff an old advertiser. Specials are sometimes easier to sell than ROF. - *Garcia, Unistar*

Station managers usually look for a special package that they can get a higher digit for. - *Chuck Woodson, Sheridan*

Specials allow stations to take the weekend time and approach advertisers that would normally not buy time. - *Barber, NBC*

Nine times out of 10 times it's easier to sell - you can project what your audience will be and your delivery. You can sell the sizzle. - *Woodson, Sheridan*

Specials can be an image enhancer to

stations seeking leadership. - *Logan, WNEW*

It's easier to sell a concept than a series of spots. We approach stations from a programming point of view. - *Barber, NBC*

It's desirable because of the celebrity name, the awareness and a plus to be associated with the person. Listeners think that the personality is on the show live. - *Toni Jones, Sheridan*

Packaging with non-competing advertisers allows them access to day-parts they couldn't afford. - *Hilber, WZAK*

A special gives a salesman a specific reason to go out to the guy who told you two weeks ago to get out and sell out. - *Barber, NBC*

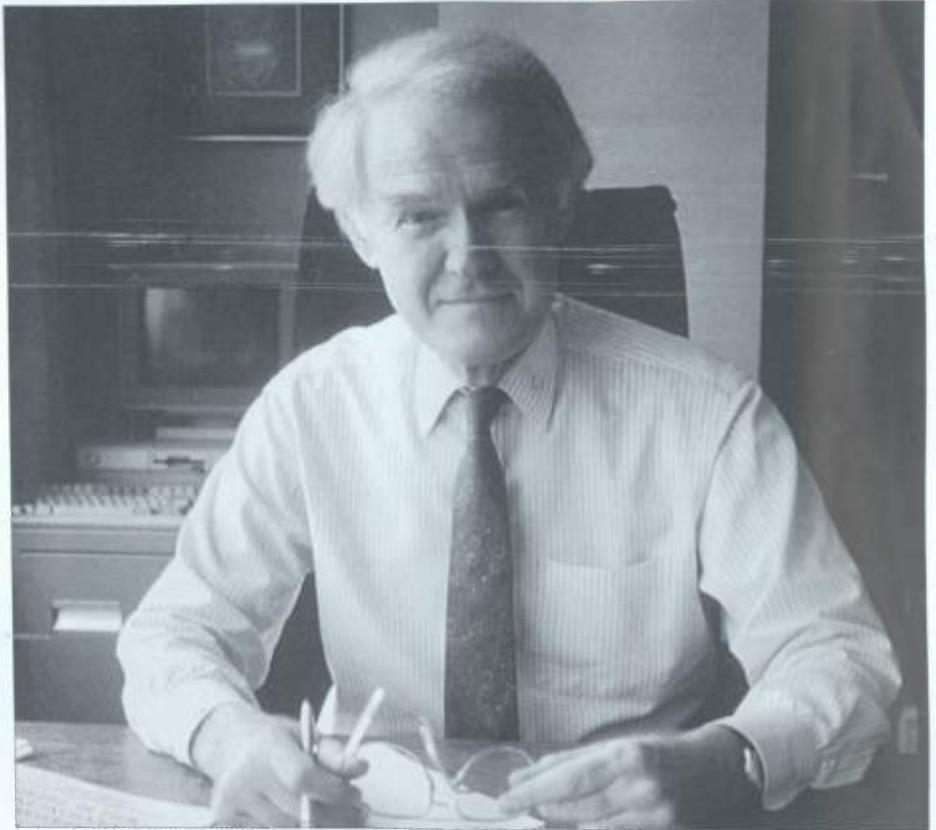
It's just another tool in the toolbox. - *Hilber, WZAK*

# LYNN CHRISTIAN

to be flexible to issues as they come up. I said to everybody - from the day I announced that I was taking this job - that membership was the number one thing. We could not have a viable trade association if we did not represent the industry for which we are set up to serve. We have been kind of flat in that area, right around the 50 percent mark for a number years. Not that we are not bringing in new members, it's the fact that the FCC keeps putting out more new Radio stations faster than we can get them in as members. And so that has been my number one thing that I've been working on. Also, the second thing is not just acquiring new members but serving the members. I really want to spend a lot of time in developing better member services for Radio stations for any size market. We are working on that right now. I wish I had more time, but the main thing that I walked into was the convention. I had to address that first. Of course, a good convention is a good member service. I feel if I can show, through the staff that I have here, that we can put on a terrific convention and provide good service for all sized markets - that will demonstrate to them that we are on target. I will tell you this. I inherited a really terrific staff here. David (Parnigoni) had a terrific staff and they are all doing really good for me here in Washington. They have all really, really been hustling on this convention for the last two or three months.

**PULSE:** Was your recent move to start a telemarketing staff to help you reach that membership goal? What do you expect from the telemarketing effort?

**CHRISTIAN:** Well, I would tell you this. We see that as a teleservice effort rather than a telemarketing effort. We internally see it as a teleservice operation because it is going to be not just marketing, but a service too. The people we are going to hire are going to be people who are able to communicate with our present and future members on a number of issues, be able to help them and find out what their needs are, and if they have problems, be able to get to other



people in other departments here and get them answers. We have not started to interview yet, although we have posted some notices that are going to be running - I think the first of next week - to solicit applicants. I really believe that when we get the program on line this fall, I figure it will take us from November to the first of the year to get it up and going. It is the program that we have to have for the '90s. These are the days of the 800 and 900 numbers and the fax machines and the computer access. The program that we are ending the first of October was probably a really good program in the '50s and '60s and maybe even into the '70s. But it has not not been very effective in the '80s. I'm not going to go as far and say that it was a dinosaur program, but I think that as it got watered down from 10 or 12 people, down to maybe only five people, there was no way economically that we could continue to operate effectively and serve our members effectively through the '80s. We

have really evaluated it all. When I first came in the door, the first thing I asked for from Donna Leonard (vice president/Radio membership), was a total evaluation. I told her that before I even came to Washington. She had it two days after I arrived. I studied it for two weeks, a total evaluation of what we had been doing in membership for the last two years and where it was going, how we operated and everything. We looked at the possibilities of adding more people to the field. We looked at the possibilities of just bringing the whole field operation and trying to just run it out of here and just send them out to travel around the country. We looked at it from all sorts of angles. You know today's travel costs are outrageous. Today's hotel costs are outrageous. We just had to figure out a way. I would tell you the biggest part of the problem is that we are missing the great programs that are the smaller stations and the one-off stations that will be at a very low fee, in the \$400 category. They

## PULSE Quick READ™

perman.

Networks offer sales tools in the form of local cuts and promos, working with major advertisers on co-op, collateral materials, newspaper ads and color postcards.

If listeners associate a personality with the station, the station should push to get as much customization out of the network as it can. ABC has flown Shadove Stevens into 30 different markets to host sponsor-client parties and fund raisers.

Unistar, the combined Transtar and United Stations venture, provides customized liners, promo and IDs; sometimes the host will do a one-liner for a major market.

"We go as far as we can to help local sales," said Garcia.

Unistar's Dick Clark, a namesake on the United Stations Network, and now a part of programming on the new network, offers several variety-type countdown and music shows.

- Stations need to ask themselves if they are making the best use of network entertainment programming to achieve their goals.

- Networks work hard to create special programming that is innovative and stands out, offering mixes of short- and long-form programming, specials, service programming, camera-ready ads, mailers and archival information.

- Short-form programming allows stations to pop the features in for use as a discussion springboard or simply to add spice and freshness.

- The best use of long-form programming is "unique opportunities" - and these programs should be promoted as such.

There is Dick Clark's RockRoll & Remember, Solid Gold Saturday Night, Countdown America, starring Dick

Clark, and other programs like Solid Gold Country, the Weekly Country Music Countdown and even Radio Kandy, starring John Candy, and a host of others.

Stations which are not making use of service programming are missing the bus. Short-form programming, whether commercial, non-commercial or service bits, allows stations to pop the features in and use as a discussion springboard or simply to add spice and freshness. Nevertheless, according to Peggy Solomon, vice president of operations for Mutual, features are historically harder to place than long-form programming.

The Associated Press, which has 1,000 stations across the country affiliated with its commercial-free audio service, AP Network News, produces no long-form entertainment programming, according to Pat Hazan, Director of Station Services for AP

*continued on page 26*

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will not be in the \$500 or \$600 category. So, if we send somebody out to Wichita Falls, TX from Washington to get somebody whose dues are going to be \$400 a year, and his plane ticket out and back is going to be \$700, you can see what kind of position we would be in.

**PULSE:** Was that decision too based on the fact you felt like NAB needed more input from its members and by having someone on the phone with them, you would get more input?

**CHRISTIAN:** We certainly did. And I'll tell you in a real exhibit A that we are all so caught up and swept away by what we are doing here with the convention and Radio, we can't overlook the fact that government relations in July - when they were able to stop the spectrum fees from hitting our industry - that was a major coup. That was an operation that was set up and worked on with all the LLC programs throughout the country, throughout the states. And they all worked together, and they were able to stop the special resolution there. At that point, if we had had our teleservice department in operation, we would have had a briefing the next morning. And every call that was made that day - and we anticipate 120 calls a day in our new operation - every one of those calls we would have been talking about if you're not a member just take a look at what the NAB is doing for our industry, just look what they've done just this past week. Those are the kinds of things that we will be able to do that give us the flexibility if we operate out of here. It isn't because we have Potomac Fever. I am not from Washington, I came here from Los Angeles. I have lived many years in Chicago and Miami and other places. I just feel since we know our in-house research consistently shows our membership is basically interested in us representing them properly before the FCC and before the Congress, that that's the information they want, and since this is the hub of it here, we ought to be able to get it out and disseminate it. Every station, and this will help to do that.

**PULSE:** Has AM's vulnerability in the marketplace - because it's having trouble, made membership gains tougher?

**CHRISTIAN:** It hasn't made it easier, that's for sure. There are a lot of AM broadcasters out there who are really having a tough time. A lot of them have gone dark over the last few years and it is a real struggle. We have a couple of people here on our board, Art Suberbeille (chairman of the NAB's AM Improvement Subcommittee) from New Iberia, (LA) and (former NAB Board Chairman) Ted Snider from Little Rock, who I think have championed AM's cause. And also this AM retreat that we had before I got here - and there is a report

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"I would tell you the biggest part of the membership that we are missing to a great degree are the smaller stations..."

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that I saw that John Abel put together for the board meeting, and the thoughts that came out of that - the push to get all the AM broadcasters to really put the NSRC in and to put an AM stereo on their station - these are all positive things that the association is trying to do to try and reach out and help the AM broadcaster. But a lot of the AM problems are going to be solved when somebody comes up with a better program format. A lot of it is going to come down to that. I go back to when we had our struggle with Ms. Ivins in the middle of it. We are really looking at program- and concepts that

really helped in getting people over to the FM dial.

**PULSE:** Do you think the new commission is going to help the AM Radio's cause, are there things that the commission can do to help AM?

**CHRISTIAN:** I am encouraged. I know that our people at the NAB in meeting with the transition team, from what I've been told, have talked to them about what our goals and objectives are. And certainly the problems of AM Radio are a very important part of that. I am very hopeful that the new commission is going to help us in some way.

**PULSE:** What would you say to Al Sikes about Radio if you had the opportunity?

**CHRISTIAN:** I'd probably say a lot of things about Radio to Al Sikes. I would say that if the '50s and '60s were the golden age of Radio, I would say that we are now in the platinum age. This is an exciting time in Radio's history. A lot of great things have happened in Radio, and the only real negative that we have has been the problem of AM. And the problem of AM dates back to the over proliferation of the dial. There are too many stations and all squeezed together. I think it dates back to a lot of confusion over the AM stereo standard. By not allowing to have one standard, which I think would have been very, very helpful, and which they have chosen not to do, they have caused confusion in the marketplace. I believe, as far as the future goes, I would say to him that if you could get in there and work with the NAB on the things that we are working on, both in science and technology, and the legal department, we will come up with some things that will really help the AM broadcaster.

**PULSE:** Do you see the FCC pulling back any with this proliferation issue? Cable penetration is increasing, television ad dollars are rising and Radio is fighting to keep its share in the marketplace. What do you see in the immediate future in the marketplace?

**CHRISTIAN:** I can see what I think the FCC is going to do. I feel very hopeful because of that. Everything I see about him, I think he is going to be

# DEAN SORENSON

## South Dakota's Secret To Small Market Radio

**D**ean Sorenson is the president and owner of Sorenson Broadcasting Corp., a Sioux Falls, S.D.-based company which operates stations in five Midwest markets. He is also a vice president and part owner of Dodge Communications, Inc. in Ft. Dodge, IA, and a director and part owner in United Radio Group, Inc. in Spearfish, S.D. His stations are KCCR-AM/KLXS-FM, Pierre, S.D., KYNT-AM/KKYA-FM, Yankton, S.D., KWAT-AM/KIXX-FM, Watertown, S.D., KCUE-AM/KWNG-FM, Red Wing, MN, and KQDJ-AM/FM, Jamestown, N.D.

Sorenson is member of the board of directors of the Radio Advertising Bureau and serves on the executive committee, and is an instructor for the R.A.'s Radio Sales University program. He is a

trustee and member of the executive committee of Dakota Wesleyan University and a member of Broadcast Pioneers.

He is a former member of the board of directors of the National Association of

president of the South Dakota Broadcasters and a former secretary/treasurer of the Republican Central Committee of South Dakota.

In 1966, Sorenson was the youngest person ever elected to the South Dakota House of Representatives, is a Certified Radio Marketing Consultant and a former Broadcaster of the Year by the SDBA. He is a visiting lecturer at several colleges and universities and considered a motivational and sales techniques speaker.

His son is in Radio in Knoxville, IA, and he is married with two daughters. The Pulse talked to Sorenson about what makes his stations successful and the formulas and ideas that might help others become just as successful.

**PULSE:** By the time this is published, there will have been an AM meeting with the FCC. Since you represent small markets and you own AM stations, what do you think will come out of that meeting?

**SORENSON:** You know that in the upper Midwest AM is a very good

**“What I would hope is that the AM operators get their self-image improved a little bit and their self-esteem a little higher...”**

Broadcaster and served as chairman of the membership committee for the NAB. He is a past president of the South Dakota AP Broadcasters organization, a past

# LYNN CHRISTIAN

a very fair person, decent person, he appears to have a very open mind. He's a former station owner from Missouri. He has a good background. I only met him briefly at a reception, but everything that I see, and of the other people that are coming in the new commissioners, I'm encouraged that they are trying to protect, just as we are trying to protect, our franchises. And, of course, we're also not only interested in the integrity of the spectrum, but we know we have an obligation for localism and community service. That's very important. That keeps us from being just a toaster factory. Instead, we are a community servant and we think that's very important here at the NAB and so do our members. We don't want that to change and I don't think that AISikes can change it.

**PULSE:** *Are there any indications the Radio Awareness Campaign is providing any "public" positives at this point that you were looking for?*

**CHRISTIAN:** We hope that it is going to be. We did some research as we started the "Radio. What would life be without it." campaign, and we are going to have research back from the field in the Spring and we hope that it will help. We've got a major print campaign that will start in the *Wall Street Journal* on Thursday, I think the 14th of September at our convention in New Orleans, and we are going to have another whole flight, a new set of commercials that are being made by TM, that are going to allow for different musical beds for different formats. We've got a major promotion to encourage stations to produce and create their own spots, using their own people in their own markets, to tell people how important Radio is in their lives. I think all those things put together are going to create that awareness. I am really encouraged by it, but we won't really know until the research comes back in next spring.

**PULSE:** *Are there any other new ideas that you may introduce or that may be on the horizon at this point?*

**CHRISTIAN:** We've got a lot of ideas in mind for new member services that

we'd like to do for the various size markets that we serve. We want to do a survey to send out on the various types of things we might be able to provide them with and let them select. We wouldn't be doing mass mailings or things that wouldn't be of interest to a large market operator, but for an operator who is sitting out in Pocatello (ID). We are going to be doing that research sometime this winter. I really don't want to talk about what these services are going to be, but these are services that are management services that help you to operate more efficiently and more effectively, and I think that's really important. Internally, this is impor-

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**"If we could come in with 75 percent of the Radio stations in America, I would be very pleased with that."**

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tant to us, the membership is on one floor and the Radio department is on another floor. Later on, we are going to be moving to be together. We hope that the synergism of having the membership and teleservice department, and everybody else that works here with us. We hope our staff of 10 will be coming up with a lot of new services and new ideas. Part of that may be things that we want to do via the conventions - maybe expanding the round tables, services that we may want to take out to state associations, where I hope to be on the road more, going to state associations. Donna Leonard and myself will be going to and visiting with group operators.

I'll be going to group operators providing any extra services that we can deliver to the group operators too, because they're very, very important to our association. So, I don't want to just sit here and say "Oh, yeah, I got all of these big grandiose plans." I want to find out what the membership wants, get to know them a little bit better and then we'll design some things that will be for them.

**PULSE:** *If we were able to do this interview five years from now what would you have hoped to have accomplished at the NAB?*

**CHRISTIAN:** I would hope that rather than represent 50 percent of the industry that we represent 70 or 75 percent. That is a big goal because you are always going to have a certain percent of people who just don't join. They don't join anything - state associations, city associations - a lot of them are people who are not as much broadcasters as we are and they come in and they have this as a hedge on something else. But if we could come in with 75 percent of the Radio stations in America, I would be very pleased with that. If we had a membership that was very supportive of the services that we were providing, and it got more and more involved with NAB and we had bigger and better conventions and meetings. If there was a way I could get out and feel that I was out among them, and they still considered me as a Radio broadcaster. My very first meeting here with the board, I told them, I said "I really hope that you always consider me a Radio broadcaster, because I've 30 years in the Radio business. I want to be considered a Radio broadcaster. I'm still reading all of my trades. I'm still talking to other broadcasters and I still stay on top of what's happening on the advertising side of the business, the agencies. I want you to feel that you have a Radio person in here who has run/operated small, medium, large, group operations, all over this country, everywhere except the Northwest. And five years from now, if they feel like I have served them that well, I'll be very happy. I'll retire."

business, and I wish I could figure out what that was. I could pass that on to other people. Really I think it's a combination of things. Number one, I think that our AMs are very, very close to their community. They're still the old traditional Radio stations. They're very close to the community. Secondly, the AM coverage is not much of a problem out here. I was driving out to Pierre the other day and I was 60 miles down the road, and our Class 4 almost blew me out of the car, just like I was at the edge of the community. At nighttime we have interference problems like everybody, but our coverage is really good. Thirdly, I think that our audiences enjoy listening to FM, but the fact of the matter is that our merchants look upon the AMs as a marketing tool. Part of that may be that we have an older demographic running businesses out in the Midwest and in some parts of the country. Getting back to your question, what I would hope is that the AM operators get their self-image improved a little bit and their self-esteem a little higher, and we quit going around feeling like we are handicapped, and program our Radio stations and keep them up to snuff. I'm not sitting here telling you that all my stations are NRSCs. We do not have any stereo. I'm not telling you we're the technology leaders of the world. But I think we are concerned about the technical performance of our stations and we're continually doing upgrades on them. We've got a long-range transmitter replacement program, and our



AMs are right in there with our FMs to upgrade those transmitters. I think we've got to quit treating this thing as a sick child and waiting for the funeral. So there's where Sorenson stands.

**PULSE:** *There's got to be a formula that you use because your AMs are successful. What would you say the Sorenson formula is?*

**SORENSEN:** I think it's just being close to those communities. I think that when there's something going on in those towns that we are usually a part of them, whether it be store openings or parades. We have it in each of our little towns. We operate in towns between about 11,000 and 17,000 population. We have one person who gets up every morning and goes to the newsroom. They don't have an air shift, they don't have a production room schedule, they don't carry any sales accounts. They get up and think and work news

all day long. In some places we have an assistant, or we may have somebody else. I don't think we have two full-timers anywhere, but we have one person in every one of our markets who is news, news, news. And another thing that does with our Radio stations is this. I always remind our managers that that newsperson's important in gathering the news. That newsperson is your representative at the county commission meeting, the city commission meeting and the school board meeting. Every meeting that goes on around town, our Radio station is represented by somebody in the front row who is taking notes and getting tape for newscasts.

We are always there. Everywhere you go, we are present. I can't say that about our FMs. We don't have somebody from the FM in the front row covering those meetings. I think it makes a difference for the AMs.

**PULSE:** *How did you get started in broadcasting?*

**SORENSEN:** This was a very well-planned career move. I was finishing high school my senior year. The last week of high school, if you were in the top 98 percent of the class, you didn't have to take final exams. And I made that grade. Four or five of my buddies and I decided that in the first week of June we were going to go four or five different directions - one guy in the Navy, one guy to the west coast - this was the end of our time together. So we played golf every day, and one day we finished nine holes and somebody said we ought to play another nine. And I said, 'No, I've got to go to town and get a job.' I

# Selling Radio

by Ken Greenwood

## PULSE Quick READ

# Six Behaviors That Stop Communication

**H**ave you ever had an idea? Ideas are fragile things. And if you've ever had one and you have uttered that brave statement, "Hey, I've got an idea"....you know what can happen. In some organizations the brave soul is greeted with "Great"..."Let's hear about it." Management might say, "That's good thinking. Let's do something about that."

On the other hand, you might be in an organization where the idea is greeted with phrases like "That will never work around here." Or perhaps it's even more cutting, and management suggests that you "save your idea because you may never get another one." So the brave soul retreats with the idea and mutters something about never saying that again.

In some organizations you have the open atmosphere where ideas are welcome. Perhaps the best example of this encouragement of ideas exists at 3-M where they regularly court, encourage and listen to ideas. If your idea is a good one, they'll ask you to submit your plan to a committee that meets formally to consider it. In fact, those little "stick-em" papers that now get stuck on many letters or inter-company communications went through just such an incubation.

When Dr. Jack Gibb of UCLA was doing some research work for the Navy, he studied group behavior. "What was it," he asked, "that caused some groups to work well together in solving problems and other groups depended entirely on higher command to solve problems." Using groups composed of nearly equal rank, ability and intelligence, he was able to study the chemistry in a fairly controlled environment. His conclusions were interesting.

He was able to isolate six behaviors that stop communication. The manner in which a supervisor or manager communicates has a major influence on the climate that exists in the work unit. The more the group activity depended upon skill, knowledge and expertise, the more this seemed to be the case. What was present in the group that had high performance that wasn't there in the group that performed poorly?

These were the characteristics of human behavior Gibb found inhibited or stopped communication.

## In Some Organizations You Have The Open Atmosphere Where Ideas Are Welcome.

*The first of these was JUDGING.*

If there was immediate evaluation or judging of an idea, of the other person and his or her ideas, communication went down. This involved listening to an immediate implication that the other person was wrong. Communication suffered.

*The second behavior was SUPERIORITY.*

If there was a feeling of position, power or ability that implied the other person couldn't be right, communication went down. There usually tended to be a sense of one-upmanship in this approach. Even when previous experience might have been part of the evaluation, superiority put

- Some organizations don't welcome new ideas, while others encourage them.

- Six behaviors that stop communication are: Judging, Superiority, Certainty, Controlling, Manipulation and Indifference.

- If a defensive climate is created by a leader, the odds for real communication go down.

- The following behavior can help establish goals of communications: open-mindedness, equality, free expression, listening and feedback.

a blight on the bloom.

*The third was CERTAINTY.*

If communication was conducted in a manner that implied the leader knows all the answers and doesn't need nor desire any additional information, the quality of the communication dropped. When the leader had a high need to always be right, even to the point of winning an argument rather than solving a problem, the results were negative.

*The fourth behavior was CONTROLLING.*

When the leader had a high need to be in control of others and the situation, the communication became less productive. Often, the leader would try to change or restrict the other person's behavior or attitude by imposing their personal value beliefs on them.

*The fifth was MANIPULATION.*

When members of the group felt there was some "gotcha" involved, they became defensive. Communicating with hidden motives created the feeling they were being used to meet the other person's goals or objectives.

*The sixth was INDIFFERENCE.*

When the leader showed a lack of interest or concern for the feelings or concerns of the other person, when they implied they weren't important, behavior became defensive. Often this was described as "they really weren't listening."

# DEAN SORENSON

was going to go to college at the local college in town. They said, 'Where are you going?' I had to give them an answer so I said, 'The Radio station.' So I went to town, called a fellow named Ray Epple, and his secretary gave me an appointment in about two hours. I said that was fine, 'I've got to take a shower anyhow.' And I went down and he said, 'I've got to have some guy work my four to midnight shift out at the transmitter.' I said, 'Well, I'm going to college here in town this fall.' He said, 'Well, you could study while you're doing that.' And he hired me the day after I got out of high school. In those days we carried the Mutual Network 58 minutes out of the hour. All I had to do was a couple breaks, and I had 25 minute segments to study. And I've never had a real job since.

**PULSE:** *When did you buy your first station?*

**SORENSON:** I was involved in 1962 with a group. A couple guys in Rapid City, South Dakota brought me on board. They're the fellows who introduced me to the sales side. They let me do some announcing, they let me stay in my comfort zone on the air, then they introduced me to selling. Then they moved me to Pierre, South Dakota, where the station's now our competitor. I, at 22, took over that thing, and they sold me 5 percent. The company we now have was started in 1972. I had a partner for 15 years. About 1986 when everybody was selling everything in America and capital gains was going out, I told him I'd like to do it on my own for a little while, and so we're buying them out.

**PULSE:** *What are your plans for expansion? Do you plan to add more?*

**SORENSON:** I'd like to do about two more deals, a couple more that make sense. Then my real plan is to get my managers in an equity position. We are doing a little succession study right now to figure out how we are going to continue on with this thing. We built it with the idea to get some good people on board, have some fun and help us build some small markets. We were going to make it

possible for them to end up owning the thing and I'm still standing by that. I have a son and a couple daughters. My son's in the business. But he and I have decided that he needed to go out and do it on his own. He's working in another station now for some people who I know, and he's doing the job on his own. And if he wants to do something, I think he and I will go off and do something else. I have never wanted to put pressure on the managers or on him. If he came in and did great, they'd say he should - he's Sorenson's kid. And if he failed, they'd say he couldn't even make it in the old man's business. So there's no way he could win.

**PULSE:** *You mentioned selling. I think a lot of people, when they say your name, they say you have a knack for getting*

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**"...The secret to our success is that every morning we get up and send a half dozen or more people into the marketplace to ask for orders."**

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*dollars on Radio. What would you say has created that?*

**SORENSON:** That's a nice compliment - thank you. I guess we made a commitment. I had this partner who was a non-broadcast guy, but he was in sales and management training. He understands how to market. So we made a promise to ourselves that we were going to develop some marketing strategies and some marketing concepts and some marketing philosophies. And when somebody comes to work in sales for our company, we have a creed, saying this is what we believe is our selling concept. We have a system. We have a thing designed around consistent

advertising. It's all designed to be close to our clients. It's very client-oriented. We just don't say, 'Well, we're in the Radio business,' and, 'Gosh, we hope it works for you.' We hope it works for our salespeople because we hope to have a career for them. We do spend a lot of time in training them. In our small markets, we sell our own non-rated markets, we don't work with numbers at all. It's a heavy, heavy relationship-selling situation. I guess if you want to know the secret - somebody asked me one day, 'What has been your guys' secret to success?' I say the one thing that has been the secret to our success is that every morning we get up and send a half dozen or more people into the marketplace to ask for orders. We just have some very motivated managers and sales managers who send our people out every day. We don't have short hours or easy hours. Secondly, we try to develop a real relationship. I've got some salespeople who have been working side by side with the merchants for years and years. We've got one guy we inherited, but he's been in our station for 35 years now. And you can really develop some relationships. We look at this as a pretty meaningful way to spend a career. You know in these little towns you can make a difference. Our news coverage, our editorial comments, our good Radio copy, our good sales plans, can make a difference in people's lives.

**PULSE:** *Do you think that Radio has got to take a different approach to sales now that the marketplace is so busy with media, especially if Radio is ever going to get its fair share?*

**SORENSON:** Yes, it's got to change, but I'm not sure I know how it's got to change.

**PULSE:** *The stations that naturally don't do well don't have the kind of experts on the street as the daily newspaper, or the TV stations for instance, and doesn't that hurt Radio tremendously?*

**SORENSON:** They don't have the experts on the street, and the other thing is they don't have the respect on the streets. Somehow we've got to get ourselves to the position that

## In-Station Sales Training

As part of a series of interviews, Irwin Pollack shares systems from his In-Station Sales Training manual.

### New Ways To Get In The Door

Ten creative ideas to overcome your prospect's "NO".

1. WCGY-FM, Boston account executive made a cold call on a new car dealer. Dealership was busy. Client told Hobbs, "You're gonna need a tank to get in and see me today." Hobbs went to the nearest toy store. Got a toy tank. Put his station's bumper sticker on both sides. Presented the tank to the client. Got in the door. Order is still pending.

2. KJQJ, Brookings, SD salespeople are constantly trained in overcoming tough objections. One of their salespeople went to a client who responded, "NO! Absolutely not. Most of you guys think you own my billfold." Salesperson went to a department store. Bought a billfold. Had her station's logo put on it. Client loved it. Bought again. Uses it everyday. Station is on monthly buys.

3. WEEI, Boston salesperson Gary Bernstein had a prospect who wanted to buy the season's basketball sponsorship. Client wanted \$5,000-\$10,000 knocked off. Bernstein wouldn't oblige. BUT, went to a sporting goods store. Bought a portable basketball hoop and a basketball. Offered the client ten free shots. Had to stand 15-20 yards back. Bernstein offered the client \$1,000 off the package for each basket he got. Relationship is strong. Client bought.

4. One Charleston, WV salesperson had a prospect tell her all Radio stations are the same. Was going to throw darts, and whatever station the dart landed on would be the next one that got on the buy. Client told the salesperson to call him at noon the next day. Not wanting to leave it up to chance, the salesperson went to a toy store. Bought a dart

board. Put her station's logo in the middle. AND, different station sponsorship opportunities along the circular board. Presented it to the client the next morning. Client loved the creativity. Threw the darts and signed a \$1,400 two month order.

5. WTYL, Tylertown, MS Account Executive Dan Slocum had a prospect say, "Not again...your station's a dog; doesn't work." Slocum offered the prospect 9 free commercials. All to air in one day. One an hour between six in the morning until three in the afternoon. Client agreed. Slocum was determined to show how the station COULD work. Copy in the spot said any listener could go into ABC Tire between four and six that afternoon; mention the Radio commercial, and receive a \$50 bill. Free. No Purchase Necessary. Client wouldn't agree to the copy, BUT agreed to give the station another chance.

6. Maritime Broadcasting's Ian Byers (CFAN Radio) encounters prospects who may say "NO" to a collection call. Buys a large fishing hook from a sports shop. Sends the hook in an envelop with a note saying, "Just thought I'd let you know I'm fishing for my check."

7. In Houston, TX, one salesperson working for an Album Rock station was trying to get on a buy for a drug rehabilitation center. Agency buyer said no--EVEN THOUGH they were trying to get younger men. Said that station's cost-per-point was too high. Salesperson said, "Are you trying to buy CPP or CPDA?" (Cost per drug addict)

8. When prospect's say your station didn't work, take some advise from WHYL-AM/FM, Parrisburg former General Manager Frank Kelley. Kelley tells

advertisers, "If you were to send a Western Union telegram to President Bush asking him for \$100,000 in cash, and Bush would never respond, would you call Western Union and tell them their telegrams don't work?" It's not always the strategy of how you make your message work, sometimes it's the meat of the message itself.

9. In early 1985, KDEF-AM, Albuquerque Account Executive Heidi Sherkee was working on getting the Super Shops to buy her station. Super Shop weren't even sure if they were going to buy Radio in the market. After Sherkee's several calls, Super Shops told Sherkee, "Don't call us...we'll call you." Sherkee sent the client a door with a note painted on it that said, "Don't close the door on KDEF."

10. When a prospect won't buy because of the uncertainty of your station's results, let them know of the time your station made a mistake. Aired two bank commercials back-to-back. One got excellent results, the second reported none. Ask the prospect what they felt may have happened. (Example--one had better copy, production, product, etc.)



Irwin Pollack is held on retainer by 20 Radio stations all over the United States and Canada. He can be reached for questions or comments by *The Pulse* readers at (617) 367-1005.

When a team is constantly playing defense, the odds go down that they will ever get very good at playing offense. That's sports talk, but it applies to human behavior. When a leader creates a defensive climate within their team, the odds go down that there will be real communication. People just don't open up and produce their best thoughts in this sort of environment.

The goal of communication should be the opposite of those characteristics. This sort of climate can be established by the leader using the following behavior:

By withholding judgement and avoiding instant evaluation.

By creating a feeling of equality; good ideas can come from any source.

Keeping an open mind; open-mindedness removes the feeling of certainty.

By giving all persons an opportunity to express themselves, even searching for alternate opinions.

By creating a positive climate where fear of failure is not an issue.

And finally, by really listening, by giving good feedback, by providing a good summary of the meeting.

In a capsule, it goes back to those

four most powerful words in management today: "What do you think?"

Good management asks the customer that question today. Good management also uses those four words when they communicate with their knowledge workers.



Ken Greenwood is the chairman of Greenwood Performance Systems, Inc. of Tulsa, OK.

people look at us as part of their marketing plan. They don't look at us as just a gimmick to help them wrap up the month if they are behind. I just cringe and almost get tears when I go to a retailer meeting and some guy says, 'Boy, I really like the Radio guy because he comes by and shows me how I can hang from a crane in front of my store and get attention.' Or 'I can have a dunk tank, or I can have a grab from a bowl of Jello.' Those are all fun deals, but I hope that every day when we present a promotion like that, we first talk about advertising, and consistent advertising and Radio advertising, and we tie in some fun promotion with it. I think that too many of us are out selling the gimmicks to make our month, and we're not thinking about building the credibility of Radio in the eyes of the buyer for the long term.

**PULSE:** You recently conducted a Radio Sales University for the RAB. Another successful program is the CRMC program at the RAB. Give me your thoughts on that.

**SORENSEN:** I'm very big on that. I have the CRMC for myself hanging in my office. I have to laugh, but one of our managers last year had been dragging his feet completing the CRMC and said to me, 'I guess I didn't realize that that wasn't optional at this company.' We just say in our manuals that the CRMC is part of your life. I just had a note the other day from Red Wing that four of our people who had all qualified for it in the last year or so went through it. I personally contact our salespeople and say, 'Okay, you've got three years under your belly. Now you qualify for the CRMC plan. Let's get going.' When they take the exam, we don't say they have to pass - they just have to take it. We've never had anyone fail yet 'cause we prep them well enough. People who do the CRMC course do make more money. What I tell our people is that when they take the CRMC they are going to walk away feeling a little bit better about what they do for a living. They are going to feel better about being a

Radio salesperson, and that's worth \$85 or whatever the thing costs. I've got a note here from one of our ladies who's involved in another sales training program in the area. She wrote me and said, 'Thanks for encouraging me. I've sharpened my sales skills and feel rejuvenated about selling again.' That's what the CRMC also does, it makes you excited about selling Radio. That's from one of our own salespeople.

**PULSE:** So you encourage those types of things.

**SORENSEN:** Absolutely. I think if you looked at our manual, probably the Dale Carnegie sales course is mandatory. I think we should say salespeople are expected to take it. We just think that's an ongoing process. I was visiting this week with one of my

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**"My real dream would be to live at one of our Radio stations and horse around with the gear. I like to tinker and play like that."**

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managers and he said, 'I need to have you keep me alert of the workshops to help me in the area of hiring and financial, I'm just not as sharp on that area.' We just have a very open attitude about training, we're at it all the time. I wish I could say every bit of it sticks, every bit of it makes us more and more successful, but you've got to keep trying.

**PULSE:** What would you say has been your greatest success story in Radio?

**SORENSEN:** I've never had that asked that way. But I guess, you know, and I don't say that with me it's been a lot of good people. I mean you take this little old disc jockey from Mitchell, South Dakota, who started at a buck

an hour, never inherited a dime, never married a dime's worth of wealth, and I've been able to make all of these things float and we've made every payment on time. I think that's kind of a good example of Radio and the American free enterprise system.

**PULSE:** I assume you've had a good time.

**SORENSEN:** We've had a great time. This has been fun. If you'd have told me in 1957 when I got into this business that I would be able to run around this countryside and visit these communities - I fall in love with these little communities - be part of these communities, and I could build up a little equity for my family, do things like serve on the NAB board, the RAB board, and rub shoulders with guys from every market in America, I would have looked at you and said, 'I don't know what you're talking about.' This is a great business. This is a fun way to spend a career. And guys like you calling me up and saying 'What do you think?'

**PULSE:** What do you do when you're not doing Radio?

**SORENSEN:** I'm not a real good person to do a lot of other things - I play a little golf. I broke down this year and bought my first set of custom-fitted clubs I've ever bought in my life, and they're making my game better. I do a little bit of that, and I spend a little time working on my physical condition 'cause I think I've had a pretty good life so far, and I want the next 50 years to be exciting too. Going off and teaching RSUs and things like that I guess are part of my hobby. I enjoy that. I went down to Wichita a couple of weeks ago, to the Kansas Broadcasters to talk about acquisitions in small markets. I hope I offered something helpful to those guys. I love seeing some of those friends and meeting some new ones. That will qualify as a hobby. My real dream would be to live at one of our stations and horse around with the gear. I like to tinker and play like that. I'm not an engineer, but I remember from my old days of running stations with six or seven people, before things got more sophisticated.



# Promotion

by Dan Garfinkel

## Future Trends And Changes In Promotion

**W**hat does the future hold for the promotion departments at most Radio stations? While predicting the future is always "iffy," there are a few trends developing that could effect most Radio stations in the next few years.

The single most important change in promotion departments will be the increased skills and professionalism of the promotion director. In addition to the basic skills required today, the promotion director of the future will need to have a greater understanding of and experience with more sophisticated marketing techniques.

As the marketing of Radio stations increasingly employs tactics involving the combined use of direct mail, telemarketing, interactive computer/phone systems and research (particularly the Arbitron "Fingerprint"), potential promotion directors will have to learn to integrate the use of these tools into their working vocabulary.

The promotion director must be more than an aide or assistant who carries out strategies devised by the general manager or program director. Winning stations will hire promotion directors with the abilities to contribute ideas at the strategic level, and with the skills to execute at the tactical level.

Promotion directors must become increasingly more budget conscious. With the intensity of competition in most formats today, the promotion director must confront the economic realities of broadcasting by both spending more wisely and more skillfully - getting a "bigger bang for the buck" - and must also integrate sales objectives with the station's marketing plan.

Another important skill for the pro-

motion director of the future will be computer literacy. I began experimenting with the use of computers for managing promotions several years ago with a very active, major market Radio station. Since that time, I have acquired a computer system for my office. The office of the future will be making even greater use of computers, and Radio will be no

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**The promotion director must be more than an aide who carries out strategies devised by the general manager.**

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exception. Tasks such as word processing, database management - particularly for "frequent listener" programs - and project management can all be handled faster and more accurately with today's computers.

In addition, the sales department will require even more tools to be able to sell. Today's computer software, what is generally referred to as "desktop publishing," will enable the promotion director to work more closely with sales to create sales-oriented documents for use on the street.

### PULSE Quick READ

- Future promotion directors need increased skills and professionalism.
- Two important skills needed will be the ability to contribute ideas at the strategic level and then to be able to execute them at the tactical level.
- Knowledge of computers for basic "office management" tasks will be imperative.
- "Pro-active" could be a term used to describe a future promotion director.

The speed of the process when it's done in-house will provide a competitive edge to the station that can get information to the street first. Going directly from laser printer to your station's printer for mass duplicating will be the norm.

Eventually, Radio stations will take computer networks, which tie all the terminals at the station together, as commonplace. Radio must make its own future by taking advantage of the communications revolution going on in the workplace. With the expense of equipment, particularly laser printers, networks become the only logical solution.

Finally, the promotion director of the future will be even more "pro-active" than they are today. They will be constantly looking for new techniques and tactics that will provide their station with a competitive edge, they will be an integral part of the station's strategic planning process, and they will interact more effectively with the selling of the station to clients.

Perhaps it would be useful if we started to think of the position as "Marketing Director" instead of promotion director.



Dan Garfinkel is promotion and marketing consultant for McVay Media, a full-service Radio consultancy based in Cleveland, OH. Dan has been involved in the broadcast promotion industry for 14 years.



**WHEN HOLLYWOOD TELLS HER SECRETS, SHE TELLS THE REST OF US.**

# SUBSCRIBE!



(407) 626-3774

Pulse Of Radio / August 28, 1989

## Guest Column

by Mark Ericson

# Simulcasting: The Easy Way Out?

It tempts you every day, doesn't it? Down the hall, to the left, you have somebody throw one or two patchcords and you're another broadcaster who has joined the ranks of simulcasting your AM and FM operations.

All right, so it'll sound a little stupid for your announcers to be saying things like "All-Hit X-103" at 950 on the AM dial - but look at the overhead reduction. Yes, your community of license will probably be left with virtually no local news or community event coverage - but look at the overhead reduction.

I'm not trying to get every simulcast broadcaster in America steamed at me, but there is a time and place for everything, and while it may be a necessity to some, it could be quietly detrimental to others.

Recently, I had occasion to drive through a couple of New England states, which shall remain nameless, and I was shocked at the amount of simulcasting going on.

I watch a bottom line and need to make payroll every week just like anybody else, but I got into this business to be a broadcaster, and sometimes that means you take a few risks. In many ways it's just like television programming; you take your best shot with some concept and you wind up with "Roseanne" or "Supertrain". Extremes to be sure, but it still beats giving up and going away.

Some may have doubts, but I'd like to think receiver manufacturers will crank out Radios with an AM dial for some time to come. What will happen if the AM Band suddenly becomes a twin to the FM Band? Risking the future of AM Radio can be accomplished in many ways, and there may be little difference in simulcasting the FM, and turning off

the transmitter.

There are still cost effective ways to run an AM station, but it may require the imagination and guts of a true broadcaster. If you can't come up with a definition for the preceding sentence, please do us both a favor and find another line of work.

To those of you who may have tried five or six decent ideas prior to going to simulcast, "congratulations." If you put that much effort into it and still couldn't make it work, you are probably in a genuine no-win situation and have done what you had to.

As for anybody who made the decision with little or no agonizing, I suggest that you should try again. If you have some sort of local news effort and maintain a connection with the community you can make many different formats work.

Sure it'll cost some money, and I will grant you that finding a sales staff for any AM facility gets more difficult almost by the hour. But it all starts with commitment. I'm not that old, so I hope I won't be perceived as a dinosaur for enjoying a challenge, but that's what AM broadcasting is these days. It usually doesn't happen in a 40-hour week, and it hardly ever happens via simulcasting.

Talk to your staff, make the challenge to those around you, pull the patchcords and make it a real Radio station again. No guts, no glory!



Mark Ericson is a Radio veteran and former manager of WLLH-AM, Lowell/Lawrence, MA. His articles on AM Radio have appeared in several publications.

# JEANNE WOLF

*"Sometimes people say, 'How did you get that story first,' and the big secret is, 'cause I'm up early." Jeanne Wolf is so good at interviewing Hollywood's finest that she often gets called to break stories or to set the record straight in a town that's filled with gossip and rumor.*

**T**hat's a secret to the success of the attractive brunette, who hosts a daily entertainment feature "Jeanne Wolf's Hollywood," for the ABC Radio Direction Network. Her show is carried on such stations as KOST in Los Angeles and WINS in New York. She is also known to millions of television viewers as a correspondent for "Entertainment Tonight."

She is a regular contributor to magazines like *Redbook*, *Cosmo*, *The Ladies Home Journal*, *McCall's* and *Life*. She also writes celebrity profiles which appear in newspapers across the country through The New York Times News Service Syndicate.

The *Pulse* talked to Wolf about why people like entertainment reporting and what makes her job so important to the mix of news, sports and other programming offered by the networks. In between jumps to Florida and Tennessee for interview tapings, she took a few minutes to become the subject, like the hundreds of stars she has interviewed.

**PULSE:** Why do you think you're so interested in news from Hollywood?

**JEANNE:** Right now people are writing as much about why people want

to know about celebrities as they are about celebrities. I guess in a way they are royalty, they are symbols. Stars are symbols of glamour. They are ways of pulling together some of our dreams about making it, about coming from nowhere and turning into something, about all those Americanisms and self-help statements that say you can be anything you want to be. We love to see people at the top. These people to us represent success, having it all, and we understand that we as a nation have given these people a lot of privilege. We let them pick our politicians and our toothpaste, we let them endorse everything from who we'll vote for to how we brush our teeth. We let them go first in line wherever we go. They mark our news, they mark our excitement.

**PULSE:** What was the idea behind "Jeanne Wolf's Hollywood?" What were ABC's hopes there?

**JEANNE:** ABC and I kind of came together at the same time. I had an idea and they wanted something. Reflecting on what you said originally, you can't give people enough celebrity news. And that in a short package, Jeanne Wolf probably was designed for morning drive. The

same people who are driving to work and not watching "The Today Show" or "Good Morning, America," are wanting the same thing that they have on those morning shows - a taste of what's the latest movie, or what's the latest TV show? Who's the latest star involved in either a tragedy or a scandal? And we are finding that that is very successful, which is exactly what I thought. They are also finding, interestingly enough, that if everybody tuned in who were supposed to, probably more people listen to the celebrities on something like "Jeanne Wolf's Hollywood" than they do on "The Today Show" or "Good Morning, America," because the Radio audience, the people you have to go to, to help you get the stars, is beginning to understand the powerful tool Radio is. The people who listen to morning drive buy movie tickets and boost up the ratings.

**PULSE:** Have your "Entertainment Tonight" reports given you better prominence in your Radio audience, because of your TV exposure?

**JEANNE:** Absolutely, they feed on each other. I would say that the TVs help the Radios and the Radios help the TVs. If you're a celebrity reporter, if you are an entertainment

# DC Databank

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

## CALL LETTER CHANGES (# = applied for by new owners) (effective date given if after 8/14/89)

|    |   |   |                            |
|----|---|---|----------------------------|
| AL | WWSF-98.1<br>WKYD-920                     | Andalusia<br>Andalusia                      | Becomes<br>WWSF-FM<br>WWSF |
| CA | KZXY-960<br>KGIL-FM-94.3                  | Apple Valley<br>San Fernando                | KQKL<br>KMGX               |
| CO | KDZR-1390                                 | Westminster                                 | KJME                       |
| FL | WHYS-1350<br>WAPE-690                     | Fort Myers<br>Jacksonville                  | # WCRM<br># WJKL           |
| GA | WZOT-107.1<br>WPLK-1220<br>WRJY-1360      | Rockmart<br>Rockmart<br>Rome                | WTSH-FM<br>WZOT<br>WTSH    |
| IA | KQIS-106.3                                | Clarinda                                    | # KMA-FM                   |
| KY | WCKD (CP)-101.3                           | Shelbyville                                 | WCKP                       |
| ME | WTMS-96.1<br>WEGP-1390                    | Presque Isle<br>Presque Isle                | WTMS-FM<br>WTMS            |
| MA | WALE-1400                                 | Fall River                                  | # WHTB                     |
| MI | WKHQ-1270<br>WCZY-FM-95.5                 | Charlevoix<br>Detroit                       | WMKT<br>WKQI               |
| MN | new-96.1<br>KPRM-FM-97.5<br>KJJO-FM-104.1 | Albert Lea<br>Park Rapids<br>St. Louis Park | KQPR<br>KDKK<br>KJJO       |
| MO | KBEQ-FM-104.3                             | Kansas City                                 | KBEQ                       |
| MO | KCPW-94.9                                 | Kansas City                                 | KCMO-FM                    |
| NV | KLUC-98.5<br>KRSR-1140                    | Las Vegas<br>N. Las Vegas                   | KLUC-FM<br>KLUC            |
| NY | WNYM-1330                                 | New York                                    | # WWRV                     |
| NC | WEAL-1510<br>WQMG-97.1<br>WFTC-960        | Greensboro<br>Greensboro<br>Kinston         | WQMG<br>WQMG-FM<br># WRNS  |

### FM ALLOCATIONS: PROPOSED AMENDMENTS

|    |                        |                                  |                 |   |
|----|------------------------|----------------------------------|-----------------|---|
| CA | new<br>KXXZ<br>KZTR-FM | Rosamond<br>Barstow<br>Camarillo | add<br>to<br>to | 95.9 A, comments Oct. 2, replies Oct. 17<br>95.9 B1, from A, comments Oct. 2, replies Oct. 17<br>95.9 B1, from comments Sept. 29, replies Oct. 16 |
| IL | new                    | Illinois City                    | add             | 92.5 A, comments Oct. 2, replies Oct. 17  |
| KY | new                    | Carlisle                         | add             | 100.7 A, comments Oct. 2, replies Oct. 17   |
| NC | WVRS (CP)              | Warrenton                        | to              | 107.3 C2 for A, comments Oct. 2, replies Oct. 17  |
| OR | KGBR                   | Gold Beach                       | to              | 92.7 C1 from A, comments Oct. 2, replies Oct. 17  |
| TN | new                    | Dresden                          | add             | 95.1 A, comments Oct. 2, replies Oct. 17  |
| TX | KZZQ<br>KWES           | Mirando City<br>Monahans         | to<br>to        | 100.5 C2 from 100.9 A, com. Oct. 2, replies Oct. 17<br>102.1 C from C1, comments Oct. 2, replies Oct. 17  |
| VA | (CP)                   | Alberta                          | to              | 103.1 A from 107.7 A, with WVRS proposal  |

### FM ALLOCATIONS: GRANTED AMENDMENTS

|    |           |               |     |   |
|----|-----------|---------------|-----|---|
| AL | new       | Glencoe       | add | 93.1 A, window opens Sep. 26, closes Oct. 26  |
| AR | new       | Gosnell       | add | 93.9 A, window opens Sep. 25, closes Oct. 25  |
|    | new       | Wilson        | add | 103.7 A, window opens Sep. 26, closes Oct. 26 |
| LA | KYEA      | West Monroe   | to  | 98.3 C2 from A                                |
| NM | KTAO      | Taos          | to  | 101.5 C2 from 101.7 A                         |
| TN | new       | Ripley        | to  | 94.3 A from 94.1 A                            |
|    | WEZI      | Germantown    | to  | 94.1 C2 from 94.3 A                           |
| TX | new       | Comfort       | add | 95.1 C2, window opens Sep. 26, closes Oct. 26 |
| VA | new       | New Market    | add | 103.3 A, window opens Sep. 26, closes Oct. 26 |
|    | WLTK (CP) | Broadway      | to  | 96.1 B1 from 95.5 A                           |
|    | WLVI      | Buena Vista   | to  | 96.7 B1 from 96.7 A                           |
|    | WSIG-FM   | Mount Jackson | to  | 96.9 B1 from 96.9 A                           |
|    | WAZR      | Woodstock     | to  | 93.7 B1 from 95.9 A                           |

The FCC has deleted the window for 296A in Belzoni, MS. The FCC had issued a notice of the window after inadvertently cancelling an existing permit.

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

|    |             |           |                    |              |
|----|-------------|-----------|--------------------|--------------|
| AZ | Flagstar    | KVNA-690  | Formerly           | Becomes      |
| CO | Westminster | KJME-1390 | adult contemporary | SMN - oldies |
|    |             |           | KDZR, bus news     | Spanish      |

continued on page 28

## Washington This Week



Dennis Patrick has referred to the Justice Department for determination of whether criminal prosecution is warranted on findings from a year-long investigation into abuses of its processes by Dr. Barnard Boozer. In a letter from Patrick to the Justice Department, Patrick stated that evidence supported allegations Boozer filed over one hundred applications containing fictitious names and forged signatures.



It is official that the FCC has amended its rule to allow for non-commercial FM translators fed by satellite and terrestrial microwave. The action became effective August 9.



The commission has granted a permanent waiver to Great American TV and Radio of the one-to-a-market rule. This will allow Great American to keep its interest in WKRC-AM and TV, WKRQ-FM in Cincinnati, OH, and WDAF-AM/FM and TV, KYYS-FM in Kansas City, MO.



The FCC has affirmed the decision by the Review Board granting the applications of Tucson Community Broadcasting, Inc. for a new FM station at Tucson, AZ, and denying the competing application of Tucson FM Broadcasting Corp.



The FCC dismissed a request by Contemporary Broadcasting, Inc. seeking reconsideration of changes in the table of allocations at Palmyra, MO, and the returning as unacceptable of their petition for changes at Columbia, MO.



Current FCC station counts show as of July 31, there were 4,965 AM stations, 4,222 commercial FM stations and 1,397 educational FM stations, CP's are not included in the FCC count.

# JEANNE WOLF

reporter, the two tools that you have that give you the competitive edge are access and trust. It's who you know, how you can get to someone quickly and do they trust you - whether they'll take your phone call, whether they will come to you first with their story. Radio has complemented the TV in a way that I did not expect. Certainly, my identification with ET has helped me with both the celebrities and the audience. And now with ABC we're working on some celebrity specials for the ABC Radio Network. Because they too realize that they are getting feedback and the audience wants more and more and more celebrity quotes. They are used to having music and comedy on Radio. All day long on Radio they like light moments.

**PULSE:** *You noted that many stations are mixing your daily reports with their morning shows?*

**JEANNE:** Yes. They were designed for morning drive and most people are running them that way. Most people are repeating them throughout the day. WINS in New York, which they say is the most listened-to station in America, is running them three times a day. KOST, which they tell me has just been declared number one in the market, and I have to believe them 'cause they are saying it every five minutes on the air, is running it twice a day. It just depends on whatever the station wants to do. Generally, they are running it morning drive.

**PULSE:** *What was your most interesting interview?*

**JEANNE:** I suppose I would say it's either Cher or Jackie Gleason. Jackie Gleason was very brilliant. He made you laugh, but he made you work for an interview, and at the end you always got something very special. He's very funny, but in the end he always left you with some thought about life or about show business, phrased in a way that nobody else could. And Cher because when you interview her, she is there with you. She'll answer any question you ask. There are no canned answers. There is a real exchange with her. It is very exciting because she guides it that

way. You don't know what's going to happen next and she doesn't know what's going to happen next. She's unpredictable even in that conversational situation.

**PULSE:** *What was your toughest interview?*

**JEANNE:** Don't you know we always push that one back in our minds. Everybody's classic tough interview is Robert Mitchum. Robert Mitchum actually turned out to be great fun in the end. He's a great storyteller. But if you ask Robert Mitchum questions about himself, he is going to give you the hardest time. He kind of stares you down. I guess Robert Mitchum

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**"The thing that I'm proudest of is that the show business community has trust in me and faith in me and believes in me."**

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and then Peter O'Toole, too. I remember being in Ireland interviewing Peter O'Toole. In the beginning, he was giving me yes and no answers. And I'm thinking I've flown half way across the world to talk to this man. But I realized that Peter O'Toole is an Irishman and a storyteller. If you take your time, let him know that I wasn't going to be stared down and I could win this one, then he would give me a great interview.

**PULSE:** *What was the most disappointing news you found in an interview? Was it the Rock Hudson press conference?*

**JEANNE:** Rock Hudson did not tell us that he had AIDS that day. You have

to flash back in time and remember that AIDS was seldom thought of, or spoken of at that time. So no one said it out loud. I'm glad you reminded me of that. I went to interview Doris Day and Rock Hudson together. Doris Day came out suntanned, bouncing, looking more vibrant than you ever could have expected her to be. Everybody there was so excited about that. I sat and talked to her and everybody was so excited and just kind of exhilarated to see her in this mood and in this state. And I walked Rock Hudson, looking gaunt, really looking as close to death as you could ever imagine. And before he came in there were a couple of other print reporters there who were saying, 'He has cancer, I know he has cancer, I'm going to ask him, he has to tell us.' When he walked in no one asked him a tough question because he looked so ill and he was disoriented. I can remember there were other people in the room and I kept the conversation going. My footage of that interview ran over and over again on every news program. I think I kept the conversation going not because I was a great reporter that day, but because as a person you just couldn't stand there and not talk to the man. Everybody else got so quiet. It really was sad, it was a week or two later that it was announced that he had AIDS. Nobody walked out of that room thinking Rock Hudson had AIDS, because we weren't conditioned to think that. I did walk out of that room thinking Rock Hudson had cancer. It was just too new.

**PULSE:** *When you do controversial subjects in your coverage of the stars, do you find people resent that?*

**JEANNE:** No I don't. I think just the opposite. I think the audience is hungry for controversy and it's each of us out at a time to know where that line is in terms of taste. I've done a lot of very sensitive stories. I remember Howard Rollins, "In the Night," was busted for not talking to anyone in the press but me about that, and it was a couple of months. Well, the audience just wants to know about that

# People In radio



Michael Horne

• **Michael Horne** has been appointed vice president and general manager of **WRBQ-AM/FM** in Tampa, FL.

• **Helen Blieberg** has been named director, communications for the **CBS Radio Division**, responsible for assessing and implementing the division's public relations and communications program.

• **Traugott (Traug) Keller** has been named account executive in the **CBS Radio Networks Eastern Sales Office**.

• **IDB Communications Group** announces: **Joseph M. Cohen** has rejoined the IDB Communications Group Board of Directors; **George Davis** has been appointed director of the Video Control Center; **Don Gilmore** has been appointed manager of Tape Operations; **Robin Potter** has been named manager of Video Transmission; **Eric Silverthorn** has been promoted to manager of field systems; **Richard Findlay**, **Joel Evan Quirt** and **David Righetini** have been promoted to audio transmission supervisors in IDB's Audio Control Center.

• **Mitch Mizel** has been promoted to New York manager of **Republic Radio**.

• **T. J. Lambert** was named vice president of **Wagontrain Communications, Inc.** and general manager of **Drake-Chenault**.



• **Jan Jeffries** has been appointed to the position of executive vice president for

## DC Databank

### FORMAT CHANGES *continued from page 27*

|    |                     |                       |                      |                                |
|----|---------------------|-----------------------|----------------------|--------------------------------|
| CT | Meriden             | WMMW-1470             | motivational talk    | adult contemporary             |
| FL | Hernando<br>Jupiter | WRZN-720<br>WTRU-99.5 | new<br>WKSJ, soft AC | oldies<br>AC True FM           |
| GA | Atlanta             | WPCB-94.9             | easy listening       | adds jazz evenings             |
|    | Cleveland           | WGGA-FM-101.9         | new                  | soft AC Georgia 101.9          |
|    | Gainesville         | WGGA-1240             | country              | SMN - standards                |
| ID | Gooding             | KRXR-1480 #           | silent               | oldies                         |
| IL | Chicago             | WXEZ-820 & 100.3      | easy listening       | EZ, soft AC                    |
| IA | Davenport           | KBQC-1580 #           | KTTS, silent         | religion                       |
| ME | Lincoln             | WHMX-99.3 #           | WGUY, oldies         | AC, CW, rock Hot Mix           |
|    | Lincoln             | WTOX-1450 #           | WLKN, silent         | talk                           |
| MA | Fall River          | WHTB-1400 #           | WALE, news, talk     | news, talk w/new staff         |
| MT | Billings            | KRXX-94.1 #           | new                  | rock                           |
|    | East Helena         | KHHR-FM-104.1         | new                  | country // AM                  |
| NH | Madbury             | WWNH-1340             | new                  | religion                       |
| NC | Kinston             | WRNS-960 #            | WFTC, country        | country // FM                  |
|    | Salisbury           | WSTP-1490             | AC, oldies           | news, talk                     |
| RI | Providence          | WALE-990 #            | WEAN, standards      | WALE NX-TK moves here          |
| SC | Columbia            | WOIC-1230             | WODE, oldies         | R & B                          |
|    | Columbia            | WOMG-1320             | WOIC, R & B          | oldies // FM                   |
| TN | Franklin (Nash.)    | WIZO-1380             | oldies               | SMN Kool - oldies              |
| TX | Anson               | KKHR-98.1             | KTCE, oldies         | remains oldies                 |
|    | Brownwood           | KBWD-1380             | AC, CHR              | adult contemporary             |
|    | Lockhart            | KFIT-1060 #           | silent               | religion, talk                 |
|    | Mineral Wells       | KJSA-1140             | adult contemporary   | standard, EZ                   |
|    | Rusk                | KWRW-97.7             | adult contemporary   | SMN - oldies                   |
|    | Rusk                | KTLU-1580             | AC // FM             | SMN - oldies // FM             |
| UT | Salt Lake City      | KEMX-1320             | SMN - AC             | KUTR, Mormon AC                |
| WI | Clintonville        | WFCL-1380             | SMN - country        | SMN Kool - oldies              |
|    | Clintonville        | WJMQ-92.1             | SMN - AC             | SMN - country                  |
|    | Madison             | WHIT-1550             | Tran. - oldies       | country // WWQM                |
| NJ | Trenton             | WKXW-101.5            | remains              | classic hit adult contemporary |
| NJ | Trenton             | WBUD-1260-AM          | remains              | news, information/standards    |

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

|    |        |              |                     |                                  |
|----|--------|--------------|---------------------|----------------------------------|
| IL | 98.9+  | Dwight       | 3000 w, 328 ft      | Barden Bcstg. of Coal City, Inc. |
| LA | 104.7+ | Vidalia      | 3000 w, 328 ft      | Vision Broadcasting, Inc.        |
| MO | 92.3   | Osceola      | 3000 w, 272 ft      | Valkyrie Broadcasting, Inc.      |
|    | 93.7   | Warsaw       | 3000 w, 328 ft      | Mahaffey Enterprises, Inc.       |
| NV | 1030   | Boulder City | 50,000/1000 2, DA-2 | William H. Pollack               |
| NM | 105.5  | Grants       | 100,000 w, 1312 ft  | Cibola Radio, Inc.               |
| TN | 107.7  | Henderson    | 3000 w, 328 ft      | Wanda Smith                      |
|    | 104.9+ | Woodbury     | 3000 w, 328 ft      | Dasan Communications Corp.       |
|    | 104.9+ | Woodbury     | 3000 w, 328 ft      | Woodbury Community Radio, Inc.   |
|    | 104.9+ | Woodbury     | 1803 w, 617 ft      | Woodbury FM Radio Bcstg.         |

### RETURNED/DISMISSED APPLICATIONS

|    |        |                  |                               |
|----|--------|------------------|-------------------------------|
| AL | 105.7+ | Ornage Beach (D) | RNG Communications            |
| AZ | 97.5+  | Oro Valley (D)   | Classic Media, Inc.           |
| CA | 105.3+ | Soledad (D)      | Monterey County Broadcasters  |
| FL | 1020   | Kendall (R)      | Baja Florida Radio            |
|    | 100.5+ | Newberry (D)     | Robert J. Adamson             |
|    | 102.7+ | Rockledge (D)    | Ben L. Umberger               |
|    | 102.7+ | Rockledge (D)    | Orion Communications, Ltd.    |
|    | 102.7+ | Rockledge (D)    | Rockledge Broadcasting Assoc. |
|    | 102.7+ | Rockledge (D)    | Rockledge Radio, Ltd.         |
|    | 102.7+ | Rockledge (D)    | Shaw Enterprises              |
| KY | 105.7+ | Hawesville (D)   | Hancock Media Systems, Inc.   |
| LA | 102.9+ | Shreveport (D)   | Shreveport Radio, LP          |
| MA | 99.9+  | Athol (D)        | Jackson-Heuhoff Part.         |
| MI | 96.5+  | DeWitt (D)       | Great Lakes FM, LP            |
|    | 102.3+ | Port Huron (D)   | L & K Broadcasting            |



Jeanne Wolf with Bob Newhart and Don Rickles.

and it is my job. The stars that they see me talking to are symbols to them. To me they are human beings. I understand the difference when they've got the furs off, the glitter off, when they are not riding in a limousine, and they are human beings trying to do whatever they do real hard. Sometimes they are being stupid, sometimes they make mistakes. The trick is to establish trust. I begin with the premise that everybody wants to tell their story, and I mean everybody. Everybody wants to tell their story including the stars, and they just want to make sure that it gets represented fairly. That if they've made a mistake it comes off as if they made a mistake, not as if they're made out to be the show business mafia or something.

**PULSE:** You told *Variety* and *Playboy* that you've had your share of secrets, firsts and firsts, and you think a lot of that was because of the trust that business has placed in you.

**JEANNE:** It's the thing that I'm most

proud of.

**PULSE:** Is it tough to maintain?

**JEANNE:** Yeah, sure it is. You know how tough that is to maintain because sometimes somebody else may come out with a story that you have been protecting, or someone else may come out with a story without checking it because the trust isn't as important to them as being first. It's difficult to maintain because sometimes it takes a couple of tests before people believe you. It's difficult to maintain because I'm in a lot of social situations where people don't know the difference of when I'm being a friend and when I'm being a reporter. I can't always report some of the things I know out of fairness to the way that I've been invited to a certain event, or the way that I have been exposed to a certain confidence. Of course, it's hard to maintain trust, because the easy sell-out is always a faster win. I don't want to go for the kill, I want to go for the long term, and I think that I have a long-term place in the com-

munity. I feel I'm a part of this community, not an outsider looking in. The thing that I'm proudest of is that the show business community has trust in me and faith in me and believes in me.

**PULSE:** If I found your little black book, what would I find in there?

**JEANNE:** Everything and everybody. The other day there was a false alarm in the building where "Entertainment Tonight" is. They made everybody evacuate the building. I was out doing an interview with Jobeth Williams, and when I got a call from the office saying 'Don't come back to the building because they evacuated the building,' I said, 'Oh my heavens, my rolodex is there.' I thought this is very funny, and my assistant said the same thing. What would you protect in case of a fire beyond people obviously? What would have been the first thing that you were to grab? It would have been the rolodex, but it would have taken a couple of people to help me carry it.

# The Hits Just Keep On Comin'



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Introducing the Giant Juke Box™... the latest hit from Giant Boom Box Industries. This giant oldies machine on wheels will give your station high visibility and dominance at every event it attends. Its colorful back-lighted panels make it jump out day or night. Its spacious interior studio can be used as a remote broadcast studio, and the unit can be used as a parade float, a dance machine and a promotional wonder! Your sales department will wonder how they got along without it...it's a real money maker and 100 percent of the cost

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# NETWORK ENTERTAINMENT ON RADIO

continued from page 17

Broadcast Services. AP produces 28 to 30 different daily reports, 60 to 90 seconds each. Hazan said the audio service also produces feature movie reviews, "Flashback," a 60-second montage of music and events, and "Segue," which deals strictly with the latest news on celebrities, movies, etc.

The appeal of Radio is that it is local, and the appeal of these features is to the local advertiser, who wants to be associated with an individual program. "The value is that a station can go to a video supply store and the store can sponsor Segue," said Hazan.

Networks range far to unearth saleable "unique opportunities." In 1990, Westwood One will begin distributing a short-form "BBC Classic Tracks," vintage tracks obtained from the BBC archives featuring Led Zepelin, David Bowie and many others, recorded live.

Long-form programming - those big chunks that fill weekends and holidays - are often not used profitably by stations, which tend to focus only on the immediate need. Invariably, a program should be used to make money and build listeners and fill time.

Westwood One, owners of the NBC Radio Network and Mutual Broadcasting System, tries to give stations a package, according to Thom Ferro, executive vice president and general manager for Westwood One Radio Networks. "We put together The Who Radio City Tommy concert, a call-in show with the band and another regular concert at the Cotton Bowl," Ferro said. "It gave stations a package that they could promote all summer. A Moscow Music Peace Festival call-in show with an 800 number allowed listeners to participate and feel involved."

Stations are looking for something that gives listeners the feeling that there's always something different going on at the station. "I look for artist adaptability," said WNEW's Logan. "Does it have something new and different?"

Ferro sees one reason for Westwood One's success: "We try to enhance



Tom Cuddy



Pat Hazan



George Barber

that station, not to dominate it - to be the thing, not the place.

One of the biggest mistakes radio stations make, says the networks' and

some stations' view, is that stations do not promote syndicated programming enough. "If they're good enough to run, they're good enough to promo," said Michael J. Hilber, vice president/director of sales for Zapis Communications, which owns WZAK in Cleveland.

"Very few stations will promote syndicated shows as much as the local show, and in my view, that's a mistake," said ABC's Cuddy. "They feel that because a program's been on five years, they don't have to promote it."

A station should give listeners the feeling it's doing something extra.

"If the show is strong enough to attract a one-time listener, use some avals to promote the station in other day-parts," advised George Barber, vice president/station relations for Mutual and NBC Talknet. Identifiable programs will draw listeners in and hopefully keep them.

Hilber uses specials as a sales tool. "I think holidays are the most heavily listened-to days. The appeal to the buyer is that that promo runs the week before the show is as valuable as the spots in the show. For a minimum investment, they get a lot of top-of-mind awareness."

It also enables smaller customers who can't afford a large frequency flight to use Radio. Hilber packages in groups. With eight avals per hour, he sells to eight different customers in a three-hour show, then tags them on a series of promos. "But they have to be consistent," Hilber said. "It needs 26 weeks, but at a very affordable price. If a guy asks me what I can do for \$500, I tell them to have a good meal, maybe go to a show."

Who's on tap for next year? Next year will see an increase in Rock AOR spots, says CHR. CHR is not as interested in spots as ACR. It's harder to keep a spot from spanning two to three weeks, says Cuddy. Look for a number of ads in a one-hour spot to be the shortest a network can produce and make money. "It's going to be determined by what listeners want now," says Hilber. "Nothing speaks louder than ratings."

## People In Radio

continued from page 28

Radio and television services of Chicago Audio-Video, Inc.

•Greg Urbiel is the new director, technical operations, Midwest for the CBS Radio Division, responsible for CBS-owned stations in Chicago, Detroit and St. Louis.

•Clarke Brown moving to WQXI-AM/FM in Atlanta as senior vice president/general manager.

•Patrick Sbarra will be the station manager at KTSA/KTFM in San Antonio.

•New program directors for Tichenor Media stations are: Alberto Augusto at WOJO in Chicago; Filberto Prieto at WIND in Chicago and Miguel DeLago at KLAT in Houston. Rogelio Soto is operations manager at KLAT.

•Skip Weller will be general sales manager at KEZW/KOSI in Denver.

•Barry Rose, general sales manager at KBFN/KBLX in San Francisco, becomes vice president of the Inner City Business News.

•Barbara Salvin will be the general sales manager at WTMI in Miami.

•Frank Adam has been appointed general manager at WCQL-AM/FM in Portland, ME.

## Radio Ink

continued from page 7

Radio the region has to offer."

•Change your mailing labels to show Guy Gannett Broadcasting Services has moved to new offices at One City Center, 11th floor, P.O. Box 15277, Portland, ME 04101.

•IDB Communications will provide the transportable satellite transmission services for The Who's L.A. reunion concert.

•Notre Dame football Coach Lou Holtz will have a one-hour call-in show on the Mutual Broadcasting System beginning Sept. 12. Mutual will enter its 22nd year of Irish play-by-play broadcasts on Aug. 31.

•CBS RadioRadio is making format changes designed to strengthen local programming efforts. Beginning Aug. 28, CBS RadioRadio news-casts will be fed at 45 minutes past the hour with an optional cutaway. The program will include Today In Rock History and the network's four short-form features will be dropped.

## DC Databank

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

| State | Call Letters           | Frequency     | From                                   | To                                     |
|-------|------------------------|---------------|--|--|
| AL    | WFFX-95.7/WRLX-1230    | Tuscaloosa    | r Arrow Communications, Inc.           | Arrow Comm. of Alabama, Inc.           |
| AZ    | KCUZ-1490              | Clifton       | r Wick Broadcasting Co.                | Wick Communications Co.                |
|       | KMEO-740/96.9          | Phoenix       | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
|       | KFMM-99.1              | Thatcher      | r Wick Broadcasting Co.                | Wick Communications Co.                |
| CA    | KTWV-94.7              | Los Angeles   | r Sillerman-Magee Comm. Mngmnt         | Group W. Radio Acquisition Co.         |
|       | KFWB-980               | Los Angeles   | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
|       | KTOB-1490              | Petaluma      | r in North Bay Broadcasting, Inc.      |  |
|       | KFBK-1530/KAER-92.5    | Sacramento    | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
| CO    | KRZN-1150              | Englewood     | r Sudbrink Broadcasting Co. of Denver  | RMF Brdct Co. of Denver, LP            |
|       | KVMT-104.7             | Vail          | r Sky Hi Vail, Inc.                    | Vail-Aspen Broadcasting, Ltd.          |
| CT    | WLVH-93.7              | Hartford      | r Sage Hispanic Bcstg Corp. of CT      | Daytona Group of CT, Inc.              |
| FL    | WRFA-820               | Largo         | r Norman Bie, Jr.                      | Hal S. Widsten, Receiver               |
|       | WILN-105.9             | Panama City   | r Tallahassee Broadcasting Co.         | James & Bertie Broadbue (Baymedia)     |
| GA    | WBTY-105.5             | Homerville    | r Southern Bcstg & Investment, Inc.    | Clinch County Broadcasting, Inc.       |
| IL    | WMAQ-670               | Chicago       | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
|       | WTPC-95.5*             | Elsah         | r in Board of The Principa Corp.       |  |
| KS    | KAPH (CP)-100.3        | Kingman       | r Bliss Communications                 | Bliss Communications, Inc.             |
| KY    | WKCB-1340/107.1        | Hindman       | r Knott County Broadcasting Corp.      | Hindman Broadcasting Corp.             |
| LA    | KBCL-1070              | Bossier City  | r in Results Unlimited, Inc.           |  |
|       | KVLA-1400              | Vidalia       | r Kenneth Hill (Joseph Aaron Bcstg)    | Robert Cupit (Joseph Aaron Bcstg)      |
| MA    | WBZ-1030               | Boston        | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
| MN    | KKWS-105.9/KWAD-920    | Wadena        | r Jack W. Ingstad (Ingstad Bcstg)      | James D. Ingstad (Ingstad Bcstg)       |
| NV    | KPTL-1300              | Carson City   | r John A. Schoen (MB Bcstg Corp.)      | Craig Swope, et al (MB Bcstg Corp)     |
| NM    | KNFT-950/92.7          | Bayard        | r KNFT, Inc.                           | KNFT, Inc. Debtor in Possession        |
| NY    | WNGZ-104.9             | Montour Falls | r Twin Tiers Comm. Corp.               | Northeastern Broadcasting, Inc.        |
|       | WGMF-1490              | Watkins Glen  | r                                      |  |
|       | WNEW-FM-102.7          | New York      | r Sillerman-Magee Comm. Mgmt.          | Group W. Radio Acquisition Co.         |
|       | WINS-1010              | New York      | r Westinghouse Broadcasting Co., Inc.  | Group W. Radio Acquisition Co.         |
| NC    | WCKB-780               | Dunn          | r Robie Butler & Alice Baggett         | Charles L. Fowler (N.C. Central Bcstg) |
| ND    | KOVC-1490/100.9        | Valley City   | r Jack W. Ingstad (Ingstad Bcstg)      | James D. Ingstad (Ingstad Bcstg)       |
| PA    | WMMR-93.3              | Philadelphia  | r Sillerman-Magee Comm. Mgmt.          | Group W. Radio Acquisition Co.         |
|       | KYW-1060               | Philadelphia  | r Westinghouse Brdct Co., Inc.         | Group W. Radio Acquisition Co.         |
|       | KDKA-1020              | Pittsburgh    | r Westinghouse Brdct Co., Inc.         | Group W. Radio Acquisition Co.         |
| PR    | WGDL-1200              | Lares         | r Wilfredo Antonio Soto (Lares Bcstg.) | Pedro Hernandez Miranda (Lares Bcstg.) |
| SC    | WGTN-1400              | Georgetown    | r Beach Broadcasting of S.C., Inc.     | Fogal Media, Inc.                      |
|       | WTNI-1490              | Hartsville    | r C & O Broadcasting, Inc.             | Hardison Broadcasting Co., Inc.        |
| SD    | KPLO-FM-94.5           | Reliance      | r Midcontinent Broadcasting Co.        | Midcontinent Radio of S. Dakota, Inc.  |
|       | KELO-1320/92.5         | Sioux Falls   | r Midcontinent Broadcasting Co.        | Midcontinent Radio of S. Dakota, Inc.  |
|       | KDLO-FM-96.9           | Watertown     | r Midcontinent Broadcasting Co.        | Midcontinent Radio of S. Dakota, Inc.  |
| TN    | WIRJ-740               | Humboldt      | r Warmath Communications, Inc.         | R.S. Little Corp.                      |
| TX    | KQZY-105.3             | Dallas        | r Westinghouse Broadcasting Co.        | Group W. Radio Acquisition Co.         |
|       | KSEV-700               | Tomball       | r Jerry Jackson                        | W. Harold Sellers                      |
|       | KDOK-1490              | Tyler         | r Tyler Broadcasting Co.               | Williams Communications                |
| VI    | WDCM (CP)-92.3         | Cruz Bay      | r David Condon                         | St John FM, Inc.                       |
| WI    | WCWC-1600/WYUR-FM-96.1 | Ripon         | r De Novo Comm., Inc.                  | Wisconsin Radio, LP                    |

### DISMISSED STATION TRANSFERS

|    |            |          |                             |                                |
|----|------------|----------|-----------------------------|--------------------------------|
| TX | KEZP-103.1 | Canadian | Megahype Broadcasting Part. | Canadian Broadcast Group, Inc. |
|----|------------|----------|-----------------------------|--------------------------------|

### TRANSTAR RADIO NETWORK/NEW AFFILIATES - JULY

| State | Call Letters | City          | Old Format  | Transtar Format    |
|-------|--------------|---------------|-------------|--------------------|
| CO    | KYBG-AM      | Denver        | News/Talk   | Headline News      |
| AK    | KTKU-FM      | Juneau        | CHR         | Niche 29           |
| LA    | KXOR-FM      | Thibodaux     | AC          | AC II              |
| WY    | KPOW-AM      | Powell        | Country     | Country            |
| KY    | WKY-AM       | Tompkinsville | Country     | Country            |
| KY    | WKY-FM       | Tompkinsville | Country     | Country            |
| IL    | WLLI-FM      | Joliet        | CHR         | Niche 29           |
| AR    | KAKI-FM      | Benton        | AC          | AM Only            |
| PA    | WJUN-FM      | Mexico        | AC          | Country            |
| ID    | KSKI-AM      | Hailey        | Nostalgia   | AM Only            |
| NY    | WDGE-FM      | Saranac Lake  | AC          | AM Only            |
| PA    | WHYL-AM      | Carlisle      | MOR         | Music of Your Life |
| SC    | WIGL-FM      | Orangeburg    | Country     | Country            |
| LA    | KWJM-FM      | Farmerville   | Country     | Country            |
| OK    | KITX-FM      | Hugo          | Country     | Country            |
| NC    | WZJS-FM      | Boone         | SMN Country | Country            |
| MI    | WHGR-AM      | Houghton Lake | Country     | Country            |
| CA    | KZXY-AM      | Apple Valley  | MOR         | AM Only            |
| WA    | KAFR-FM      | Walla Walla   | MOR         | Oldies Channel     |
| WI    | WCUB-AM      | Two Rivers    | Country     | Headline News      |
| WA    | KARY-AM      | Prosser       | Country     | Country            |
| AZ    | KPGE-AM      | Page          | Country     | Country            |

# Directory Of Services

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But now, the first fully dedicated business news/talk radio network is squaring off. After more than a year of hard training, Business Radio Network is ready to help you land a decisive, solid blow . . . before the final bell.

### **The BRN Buff: An Upscale Decision Maker.**

Our listeners are successful. They have an average household income of \$37,055. They want a steady diet of business news and talk. About 52% are managers or professionals; they need to keep learning about management, marketing and finance.

Our fans attract business-to-business marketers. Many of our affiliate's advertisers are not traditional users of radio. They

include lawyers, office products companies, ad agencies, computer dealers, luxury car dealers and stock brokers.

### **How to Win the Busy Executive's Attention.**

Throughout the business day, BRN delivers a steady flow of information: stock reports, headline news, special interview features, national travel updates, etc.

Exclusive financial reports are beamed live via satellite from Sydney, Hong Kong, Amsterdam, Tokyo and Frankfurt. An exclusive weekly report on the European Common Market is broadcast in cooperation with *Europe* magazine. In fact, BRN taps over 100 business news sources worldwide. In-house, we produce 85% of the news we gather.

At night and on weekends, BRN is a broadcast highway upon which divergent minds may travel together. Our exclusive talk-show programs allow listeners to pose questions and problems to business legends. They meet the minds of Malcolm Forbes, Ken Blanchard and Victor Kiam.

Also, talk-show programs are crafted to allow personal enrichment. For example, Charles Givens, best-selling author of *Wealth Without Risk*, hosts a weekly show

to help people keep more of the money they make.

### **Tough Workouts Breed Determination.**

When BRN signed-on the air July 4, 1988, we had to prove ourselves to a skeptical industry. One year later, we had carefully built a 24 hour program clock and a national network of 38 affiliates. Today, our network includes 42 affiliates, from New York to California, and Honolulu to Mexico City.

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# SMN Agreement Renewed With Radio Shanghai

Satellite Music Network has renewed its one-year agreement with Shanghai People's Broadcasting Station - Radio Shanghai - to broadcast American music shows in The People's Republic of China. The agreement allows continuation of "Lunchtime from America," which debuted in Shanghai November 7, 1988, and consideration of additional music programs.

The alliance calls for cooperation "with a view to promoting friendship and mutual understanding through American Radio music programs." Los Angeles-based CAL (Counselors at Large: China Amusement and Leisure) represented in negotiation the two contracting parties.

"Over the past year, Lunchtime from America has won the hearts of Shanghai listeners. Through this window to the outside world, our audience has gained an understanding of American people and the show is warmly welcomed by foreigners studying, working and traveling in Shanghai. We are confident that Lunchtime from America will have an even greater audience in the year to come," said Cheng Wen Bing, vice director, Shanghai Radio Broadcasting and TV Bureau, and director, Shanghai People's Broadcasting Station.

Lunchtime from America airs daily, Monday through Sunday, from noon to 1 p.m. and is repeated from 5 to 6 p.m. Since it began, the show has ranked in audience size in the top four in Shanghai, with a current listenership of 1,079,000 during the noon show and 793,000 during the evening program. Lunchtime from America features four of SMN's 10 music formats: Country Coast-to-Coast; Pure Gold Oldies; StarStation adult contemporary and Rock 'n' Hits top 40. The announcer portion of Lunchtime from America is broadcast in both English and Mandarin, the standard Chinese language.

"We have made a long-term commitment to the China project and are confident our alliance with Radio Shanghai will encourage expansion into other provinces in China," said SMN CEO/President John Tyler.

## DC Databank

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

### FORMAT CHANGES

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

Format changes are compiled from information gathered by The M Street Journal in Washington, D. C. If your station needs to be listed, or if you have any questions about items listed here, please call 703/684-3622, or write Robert Unmacht, Editor, PO Box 3566, Alexandria, VA, 22302.

|    |                      |            | Formerly           | Becomes                |
|----|----------------------|------------|--------------------|------------------------|
| AL | Montgomery           | WSYA-103.3 | AC - oldies        | oldies "Sunny 103"     |
|    | Montgomery           | WSYA-950   | AC-oldies // FM    | oldies // FM           |
|    | Moody (Birmingham)   | WURL-760   | country            | gospel                 |
| AR | Fayetteville         | KEZA-107.9 | easy listening     | adult contemporary     |
|    | Little Rock          | KBIS-1010  | KHLT, AC, sports   | business, sports, talk |
| CO | Castle Rock          | KYBG-92.1  | KZRZ SMN Z-rock    | Headline - news        |
|    | Denver               | KLZ-560    | country            | SMN Z-rock             |
|    | Rifle                | KKGD-810   | KWWS, country      | oldies                 |
| FL | Havana (Tallahassee) | WMLD-104.9 | soft AC            | easy listening         |
| GA | Vidalia              | WGPH-91.5* | new                | religion               |
| KS | Arkansas City        | KWKL-106.5 | soft AC            | oldies                 |
|    | Wichita              | KFH-1330   | AC // KXLK         | '50s & '80s oldies     |
| KY | Georgetown           | WTKT-103.1 | WMGB, adult cont.  | oldies                 |
| LA | Belle Chasse         | KNOK-102.5 | new                | to be Breeze - new AC  |
| MD | Indian Head          | WNTE-1030  | WBZE, gospel       | ethnic, religion       |
| MI | Greenville           | WPLB-107.3 | country            | WODJ, oldies           |
| MO | Owensville           | KLZE-95.3  | KZBR, CHR          | oldies                 |
| NV | Carson City          | KNIB-91.3* | new                | religion               |
|    | Reno                 | KXTO-1550  | KISK, silent       | spanish                |
| NM | Albuquerque          | KZKL-1580  | KNUS, talk         | oldies // FM           |
|    | Milan                | KOKF-1130  | new                | oldies                 |
| NY | Olean                | WPIG-95.7  | WOLN, adult cont.  | country "Fig 95"       |
| NC | Eden                 | WEDE-1130  | WVMO, religion     | AC, CW, oldies, info   |
| OH | Paulding             | WKSD-99.7  | new                | adult contemporary     |
| PA | Sharpsville          | WMGZ-95.6  | CHR                | easy listening "Joy"   |
| TN | Germanatown          | WNWZ-1430  | WEZI Unis. 41 - AC | all news               |
| TX | Nacogdoches          | KTBO-107.7 | rock               | adult contemporary     |
|    | San Antonio          | KTSA-550   | adult standards    | adds MOYL - standards  |
| UT | Murray (Salt Lake)   | KMGR-1230  | SMN - R&B-oldies   | Blaker Mega - AC       |
| WV | Danville             | WZAC-92.5  | new                | country // AM          |
|    | Madison              | WZAC-1450  | country, CHR       | country                |

### NEW STATIONS: APPLICATIONS

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

|    |         |                |                                  |
|----|---------|----------------|----------------------------------|
| AL | 103.1+  | Dothan         | DBA Circle City Broadcasting     |
|    | 103.1+  | Dothan         | Hubcap Classics Radio Network    |
| AR | 107.3   | Clarendon      | B & H Broadcasting Co.           |
| CO | 96.1+   | Fountain       | Hubbard Bcastg. Inc.             |
|    | 96.1+   | Fountain       | Nueva Manana Bcastg. Corp.       |
|    | 90.7*   | Pueblo         | Joy Media Broadcasters, Inc.     |
| FL | 90.1*   | Crystal River  | The Potter's Clay Found., Inc.   |
|    | 106.1+  | Live Oak       | Leon F. Petteisen                |
|    | 106.1+  | Live Oak       | Marshall W. Rowland, Sr.         |
|    | 106.1+  | Live Oak       | Ray W. Forrester                 |
| IN | 90.5*   | Crown Point    | Hyles-Anderson College           |
| KY | 100.7   | Horse Cave     | Royse Radio, Inc.                |
|    | 92.3&+  | Louisa         | Louisa Bcastg. Corp.             |
| MN | 100.7&  | Crystal Falls  | Crystal Radio Co.                |
|    | 93.9&+  | Granite Falls  | John Linder                      |
| MO | 100.7+  | Troy           | Betty A. Salois                  |
|    | 100.7+  | Troy           | Lee Brothers Partnership         |
| NV | 99.3    | Indian Springs | Claire B. Bennett                |
| NC | 91.3*   | Winston-Salem  | Mega Educational Comcntr. Inc.   |
| OH | 94.9+   | South Webster  | Hayer-Mediacast                  |
| PA | 105.3   | Hawley         | Great Scout Broadcasting         |
| PR | 89.3* & | Isabel Segunda | Cristiana de la "2 a 3 1/2" Inc. |
| TN | 90.3&   | Seymour        | Seymour Communications           |
| TX | 105.7   | Amarillo       | John W. Barger                   |
|    | 89.7+   | Santa Fe       | Community Radio, Inc.            |

### Returned Applications

|    |        |                |      |
|----|--------|----------------|------|
| AL | 105.1  | Trussville (D) | View |
| AZ | 97.5   | Oro Valley (C) | View |
|    | 97.5   | Oro Valley (D) | View |
|    | 87.5   | Oro Valley (D) | View |
| CA | 108.3+ | Udacity (D)    | View |
|    | 107.7  | Mariposa       | View |
|    | 104.9  | San Mateo      | View |

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## Direct Mail Results

|  | Winter '88 | Spring '89 |
|--|------------|------------|
| WHYN<br>Springfield, MA<br>P12+, M-S, 6A-12M | 5.8        | 8.3        |
| KOSI<br>Denver<br>W25-49, M-F, 10A-3P        | 5.0        | 8.8        |
| WKFM<br>Syracuse<br>P18+, M-S, 6A-12M        | 6.1        | 7.8        |

Source: Arbitron Spring '89

Ilene Adams  
President



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## TeleWork Results

| Winter '88 | Spring '89 |   |
|------------|------------|---|
| 2.2        | 3.5        | WQHT<br>New York<br>A25-54, M-S, 6A-12M       |
| 5.4        | 6.3        | WJIB<br>Boston<br>P12+, M-S, 6A-12M           |
| 6.2        | 8.1        | WALK<br>Long Island<br>P12+, M-S, 6A-12M      |
| 8.3        | 10.4       | WJQI<br>Virginia Beach<br>W25-54, M-S, 6A-12M |

Cidney Murtha  
Executive Vice President

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