

SPECIALTY FORMATS

Full Time Classical/Fine Arts

| | | | | | |
|-------|---------|--------------------|-------|---------|--------------------|
| 90.3 | WBHM | Birmingham,AL | 91.7 | KSUI | Iowa City,IA |
| 91.3 | WHIL-FM | Mobile,AL | 90.3 | KWIT | Sioux City,IA |
| 98.1 | KLEF | Anchorage,AK | 88.9 | WKYU-FM | Bowling Green,KY |
| 88.7 | KNAU | Flagstaff,AZ | 90.9 | WEKH | Hazard,KY |
| 90.5 | KUAT-FM | Tucson,AZ | 90.5 | WUOL | Louisville,KY |
| 90.9 | KBSA | El Dorado,AR | 91.9 | WFPK | Louisville,KY |
| 92.1 | KIWI | Bakersfield,CA | 90.7 | KLSA | Alexandria,LA |
| 540 | KKGO | Hesperia,CA | 89.3 | WRKF | Baton Rouge,LA |
| 91.5 | KUSC | Los Angeles,CA | 106.3 | WPKM | Scarborough,ME |
| 92.3 | KFAC | Los Angeles,CA | 570 | WGMS | Bethesda,MD |
| 92.7 | KBOQ | Marina,CA | 89.5 | WSCL | Salisbury,MD |
| 1220 | KDFC | Palo Alto,CA | 104.9 | WBOQ | Gloucester,MA |
| 1240 | KSAC | Sacramento,CA | 102.5 | WCRB | Waltham,MA |
| 89.5 | KPBS-FM | San Diego,CA | 90.7 | WAUS | Berrien Springs,MI |
| 94.1 | KFSD | San Diego,CA | 105.1 | WQRS | Detroit,MI |
| 1550 | KKHI | San Francisco,CA | 90.5 | WKAR-FM | East Lansing,MI |
| 95.7 | KKHI-FM | San Francisco,CA | 88.3 | WIAA | Interlochen,MI |
| 102.1 | KDFC-FM | San Francisco,CA | 102.1 | WNUK | Kalamazoo,MI |
| 88.7 | KSCA | Santa Barbara,CA | 770 | KUOM | Minneapolis,MN |
| 93.7 | KDB -FM | Santa Barbara,CA | 89.3 | WCAL-FM | Northfield,MN |
| 1010 | KPSL | Thousand Palms,CA | 91.1 | KSJN-FM | St. Paul,MN |
| 99.5 | KVOD | Denver,CO | 89.5 | KQAL | Winona,MN |
| 91.1 | WSHU | Fairfield,CT | 88.5 | WUSM-FM | Hattiesburg,MS |
| 89.1 | WNPR | Norwich,CT | 91.3 | WMAA-FM | Jackson,MS |
| 88.5 | WEDW-FM | Stamford,CT | 99.1 | KPUO-FM | Clayton,MO |
| 90.9 | WETA-FM | Washington,DC | 96.5 | KXTR | Kansas City,MO |
| 103.5 | WGMS-FM | Washington,DC | 91.7 | KSOZ | Point Lookout,MO |
| 90.1 | WSFP-FM | Fort Myers,FL | 91.1 | KSMU | Springfield,MO |
| 89.1 | WUPT-FM | Gainesville,FL | 90.9 | KUCV | Lincoln,NE |
| 93.1 | WTMI | Miami,FL | 88.7 | KUNR | Reno,NV |
| 92.5 | WXCR | Safety Harbor,FL | 96.3 | KHFM | Albuquerque,NM |
| 91.5 | WFSU | Tallahassee,FL | 90.3 | WAMC | Albany,NY |
| 90.7 | WXEL | West Palm Beach,FL | 94.5 | WNED | Buffalo,NY |
| 91.5 | WPRK | Winter Park,FL | 93.5 | WCAN | Canajoharie,NY |
| 1190 | WGKA | Atlanta,GA | 105.1 | WOIV | DeRuyter,NY |
| 90.1 | WABE | Atlanta,GA | 90.9 | WANK | Kingston,NY |
| 90.7 | WACG-FM | Augusta,GA | 1560 | WQXR | New York,NY |
| 88.1 | KHPR | Honolulu,HI | 96.3 | WQXR-FM | New York,NY |
| 91.7 | KRFA-FM | Moscow,ID | 104.3 | WNCN | New York,NY |
| 97.1 | WNIB | Chicago,IL | 91.5 | WXXI-FM | Rochester,NY |
| 98.7 | WFMT | Chicago,IL | 89.1 | WNHT-FM | Schenectady,NY |
| 90.1 | WVIK | Rock Island,IL | 89.9 | WDAV | Davidson,NC |
| 90.9 | WILL-FM | Urbana,IL | 89.7 | WCPE | Raleigh,NC |
| 96.9 | WNIZ | Zion,IL | 91.3 | WHQR | Wilmington,NC |
| 107.1 | WSYW-FM | Danville,IN | 88.5 | WFDD | Winston-Salem,NC |
| 88.3 | WNIN-FM | Evansville,IN | 91.3 | WOUB-FM | Athens,OH |
| 88.7 | WICR | Indianapolis,IN | 89.1 | WOUC | Cambridge,OH |
| 89.7 | WISU | Terre Haute,IN | 1480 | WCIN | Cincinnati,OH |
| 920 | WBAA | West Lafayette,IN | 90.9 | WGUC | Cincinnati,OH |
| 89.5 | KHKE | Cedar Falls,IA | 95.5 | WCLV | Cleveland,OH |
| 89.7 | KIWR | Council Bluffs,IA | 89.7 | WOSU-FM | Columbus,OH |

SPECIALTY FORMATS

Classical/Fine Arts (cont'd)

90.5 WCBE Columbus, OH
 89.5 W DPR Dayton, OH
 89.1 WOUL Ironton, OH
 91.3 WGTE-FM Toledo, OH
 88.5 WYSU Youngstown, OH
 92.1 KCMA Broken Arrow, OK
 91.7 KOSU-FM Stillwater, OK
 89.1 KSMF Ashland, OR
 550 KOAC Corvallis, OR
 91.1 KWAX Eugene, OR
 970 KYTE Portland, OR
 89.9 KBPS-FM Portland, OR
 91.5 KOPB-FM Portland, OR
 540 WWCS Canonsburg, PA
 89.5 WITF-FM Harrisburg, PA
 95.7 WFLN-FM Philadelphia, PA
 89.3 WQED-FM Pittsburgh, PA
 90.7 WJHD Portsmouth, RI
 790 WWAZ Providence, RI
 100.1 KCFS Sioux Falls, SD
 90.5 WSMC-FM Collegedale, TN
 90.3 WUTM Martin, TN
 91.1 WKNO-FM Memphis, TN
 90.3 WPLN Nashville, TN
 89.5 KNFA Austin, TX
 101.1 WRR Dallas, TX
 89.1 KOHM Lubbock, TX
 90.9 KPAC San Antonio, TX
 91.7 KRTU San Antonio, TX
 92.1 KRTS Seabrook, TX
 91.5 KUSU-FM Logan, UT
 89.1 KBYU-FM Provo, UT
 1550 KZQQ West Valley City, UT
 89.1 KFAE Richland, WA
 98.1 KING-FM Seattle, WA
 91.1 WGTD Kenosha, WI
 88.7 WERN Madison, WI
 98.3 WPMR Menomonee Falls, WI

Full Time Jazz & New Age

105.3 KNIR-FM Anchorage, AK
 820 KCBF Fairbanks, AK
 100.3 KGRX Globe, AZ
 103.1 KAWV Oracle, AZ
 92.7 KJAZ Alameda, CA
 1410 KRML Carmel, CA
 90.7 KFSR Fresno, CA
 88.1 KLON Long Beach, CA
 94.7 KTUV Los Angeles, CA
 105.1 KKGO-FM Los Angeles, CA
 107.1 KAAT Oakhurst, CA

Jazz & New Age (cont'd)

90.3 KAZU Pacific Grove, CA
 100.5 KQPT Sacramento, CA
 88.3 KSDS San Diego, CA
 98.1 KIFM San Diego, CA
 102.9 KSWV San Diego, CA
 103.7 KKSF San Francisco, CA
 91.1 KCSM San Mateo, CA
 100.9 KTID San Rafael, CA
 1080 KLRS Santa Cruz, CA
 99.1 KLRS-FM Santa Cruz, CA
 94.7 KHIH Boulder, CO
 93.7 KRAI-FM Craig, CO
 103.9 KSNO-FM Snowmass Village, CO
 96.7 WJAZ Stamford, CT
 89.3 WPFM Washington, DC
 90.1 WDCU Washington, DC
 102.5 WHVE Sarasota, FL
 91.9 WCLK Atlanta, GA
 100.3 KIPA-FM Hilo, HI
 98.5 KHHH Honolulu, HI
 101.9 KJHY Emmett, ID
 95.5 WNUA Chicago, IL
 107.5 WJOD Galena, IL
 1570 WBEE Harvey, IL
 105.5 WIFF-FM Auburn, IN
 88.3 KCKK Cedar Rapids, IA
 98.9 KCWV-FM Leavenworth, KS
 97.9 KLZS Wichita, KS
 89.3 WPPL Louisville, KY
 740 WNOP Newport, KY
 91.3 WESM Princess Anne, MD
 92.3 WVAE Detroit, MI
 101.9 WDET-FM Detroit, MI
 105.9 WJZZ Detroit, MI
 97.7 WRRK Manistee, MI
 89.1 WEMU Ypsilanti, MI
 690 KTCT Minneapolis, MN
 92.1 WJNS-FM Yazoo City, MS
 97.1 KLTH Florissant, MO
 89.1 KCLC St. Charles, MO
 1480 KLMS Lincoln, NE
 93.1 KEYV Las Vegas, NV
 100.9 KROI Sparks, NV
 90.5 WBJB-FM Lincroft, NJ
 88.3 WBGO Newark, NJ
 104.1 KLSK Santa Fe, NM
 101.1 KKBZ White Rock, NM
 103.1 WHRL Albany, NY
 90.1 WGMC Greece, NY
 101.9 WQCD New York, NY
 88.3 WAER Syracuse, NY

SPECIALTY FORMATS

Jazz & New Age (cont'd)

| | | |
|-------|---------|-------------------|
| 107.7 | WBNW | Wethers. Twn., NY |
| 88.7 | WXDU | Durham, NC |
| 780 | WBBO | Forest City, NC |
| 93.3 | WBBO-FM | Forest City, NC |
| 90.9 | WVSP | Warrenton, NC |
| 98.3 | WBRE-FM | Washington, NC |
| 91.9 | KDSU | Fargo, ND |
| 90.3 | WCPN | Cleveland, OH |
| 107.3 | WNWV | Elyria, OH |
| 107.1 | WRBZ | Milford, OH |
| 88.3 | WAMP-FM | Toledo, OH |
| 103.9 | WBBY-FM | Westerville, OH |
| 88.9 | KOCC | Oklahoma City, OK |
| 88.7 | KBVR | Corvallis, OR |
| 1230 | KKGR | Gresham, OR |
| 89.1 | KMHD | Gresham, OR |
| 101.1 | KKCY | Portland, OR |
| 90.1 | WRTI | Philadelphia, PA |
| 100.3 | WOTB | Middletown, RI |
| 104.9 | WZBZ | Ridgeland, SC |
| 670 | WTNN | Farragut, TN |
| 91.7 | WSMS | Memphis, TN |
| 89.5 | WMOT | Murfreesboro, TN |
| 107.1 | KSSR | Bastrop, TX |
| 99.1 | KJZY | Denton, TX |
| 106.1 | KOAI | Denton, TX |
| 90.1 | KSAU | Nacogdoches, TX |
| 90.1 | KSYN-FM | San Antonio, TX |
| 91.1 | WNSB | Norfolk, VA |
| 99.3 | WYND-FM | Spotsylvania, VA |
| 91.3 | KBCS | Bellevue, WA |
| 106.9 | KNUA | Bremerton, WA |
| 101.1 | KEYF-FM | Cheney, WA |
| 88.9 | WLSU | La Crosse, WI |
| 1460 | WBZN | Racine, WI |
| 100.7 | WBZN-FM | Racine, WI |

News & Information

| | | |
|------|---------|-------------------|
| 1400 | KTUC | Tucson, AZ |
| 980 | KFWB | Los Angeles, CA |
| 1070 | KNX | Los Angeles, CA |
| 740 | KCBS | San Francisco, CA |
| 88.5 | KQED-FM | San Francisco, CA |
| 1340 | KDEN | Denver, CO |
| 1410 | WPOP | Newington, CT |
| 1450 | WILM | Wilmington, DE |
| 1500 | WTOP | Washington, DC |
| 940 | WINZ | Miami, FL |
| 680 | WCNN | North Atlanta, GA |
| 670 | WMAQ | Chicago, IL |
| 780 | WBBM | Chicago, IL |

News & Information (cont'd)

| | | |
|------|------|----------------------|
| 590 | WBEI | Boston, MA |
| 950 | WWJ | Detroit, MI |
| 630 | KXOK | St. Louis, MO |
| 1180 | KKAR | Bellevue, NE |
| 880 | WCBS | New York, NY |
| 1010 | WINS | New York, NY |
| 1060 | KYW | Philadelphia, PA |
| 1410 | KQV | Pittsburgh, PA |
| 850 | WUTK | Knoxville, TN |
| 1080 | KRLD | Dallas, TX |
| 740 | KTRH | Houston, TX |
| 1090 | WIBS | Charlotte Amalie, VI |
| 710 | KIRO | Seattle, WA |
| 89.7 | WUWM | Milwaukee, WI |

Business News & Information

| | | |
|------|------|---------------------|
| 1150 | KCKY | Coolidge, AZ |
| 1510 | KFNN | Mesa, AZ |
| 1400 | KBPN | Berkeley, CA |
| 1600 | KMNY | Pomona, CA |
| 1470 | KXOA | Sacramento, CA |
| 1500 | KSJX | San Jose, CA |
| 1490 | KDB | Santa Barbara, CA |
| 1230 | KRMH | Leadville, CO |
| 1490 | KXRE | Manitou Springs, CO |
| 1040 | KKRE | Monument, CO |
| 1390 | KDZR | Westminster, CO |
| 1230 | WFNS | Manchester, CT |
| 1380 | WPNW | Naugatuck, CT |
| 1120 | WBZR | Destin, FL |
| 1270 | WBZS | Eatonville, FL |
| 1280 | WSVE | Jacksonville, FL |
| 1340 | WFSH | Valparaiso, FL |
| 1400 | WWXX | Alpharetta, GA |
| 790 | WYNR | Brunswick, GA |
| 1030 | WNVR | Vernon Hills, IL |
| 1480 | KBEA | Mission, KS |
| 1560 | WSLA | Slide11, LA |
| 1580 | WPGC | Morningside, MD |
| 1520 | WWKB | Buffalo, NY |
| 1420 | WHK | Cleveland, OH |
| 1410 | KBNP | Parkrose, OR |
| 1130 | WVEF | Camden, SC |
| 1560 | WCCP | Clemson, SC |
| 980 | WAZS | Summerville, SC |
| 560 | WYOR | Brentwood, TN |
| 1380 | WIZO | Franklin, TN |

SHORT WAVE

KCBI Dallas, TX [RL]
+Criswell Center 214-594-444
Box 1809 75221 [KCBI-FM]
target, Europe & S. America
1 xmtr, max 500 KW

KGEI Redwood City, CA [RL]
Far East Broadcasting Co. 415-591-7374
94065
target, Cen. & Latin America, Asia, USSR
max 250 KW

KNLS Anchor Point, AK [RL]
World Christian Broadcasting 915-698-0695
Box 473 99556, 837 Chestnut Blvd.
Chyahoga Falls OH 44221
target, Asia, max 100 KW

KSDA Agat, GU [RL]
Adventist World Radio 671-565-2289
Box 310 Hong Kong
target, Asia
2 xmtrs, max 100 KW

KTWR Agana, GU [RL]
Trans World Radio Pacific 477-9701
Box CC 96910 [KTWG]
target, Asia, Far East, Australia
4 xmtrs, max 100 KW

KUSW Salt Lake City, UT [CH]
Carlson Communications, Inc. 801-250-4111
Box 7040 84107 [KRSP]
target, Canada, Europe, USA
1 xmtr, max 100 KW

KVOH Simi, CA [RL]
High Adventure Ministries 213-701-5133
Box 93937 Los Angeles CA 90093
target, Asia, S. America
1 xmtr, max 50 KW

KYOI N. Mariana Is., MP [NX/RL]
+Herald Broadcasting 617-450-2060
Box 860 Boston MA 02123
target, Australia, China
1 xmtr, max 100 KW

VOA Washington, DC [NX/VA]
+U.S. Information Agency 202-485-6231
330 Independence Ave. 20547
target, world wide, max 500 KW

WCSN Scotts Corners, ME [NX/RL]
+Herald Broadcasting 617-450-2060
Box 860 Boston, MA 02123
target, Europe, Canada
1 xmtr, max 500 KW

WHRI South Bend, IN [RL]
World Harvest Radio Int. [WHME-FM]
Box 12 46624 219-291-8200
target, Latin America, Africa, Europe
2 xmtrs, max 100 KW

WINB Red Lion, PA [RL]
World International Broadcasters
Box 88 17356 215-
target, Mediterranean, Europe, N. Africa,
S. America
1 xmtr, max 50 KW

WMLK Bethel, PA [RL]
Assembly of Yahweh
Box C 19507 717-933-4781
target, Europe, Middle East
1 xmtr, max 50 KW

WRNO New Orleans, LA [CH/RL]
Gulf South Broadcasters, Inc. 504-889-2424
Box 100 70181 [WRNO-FM]
target, Canada, USA, Europe, Cen. America
1 xmtr, max 100 KW

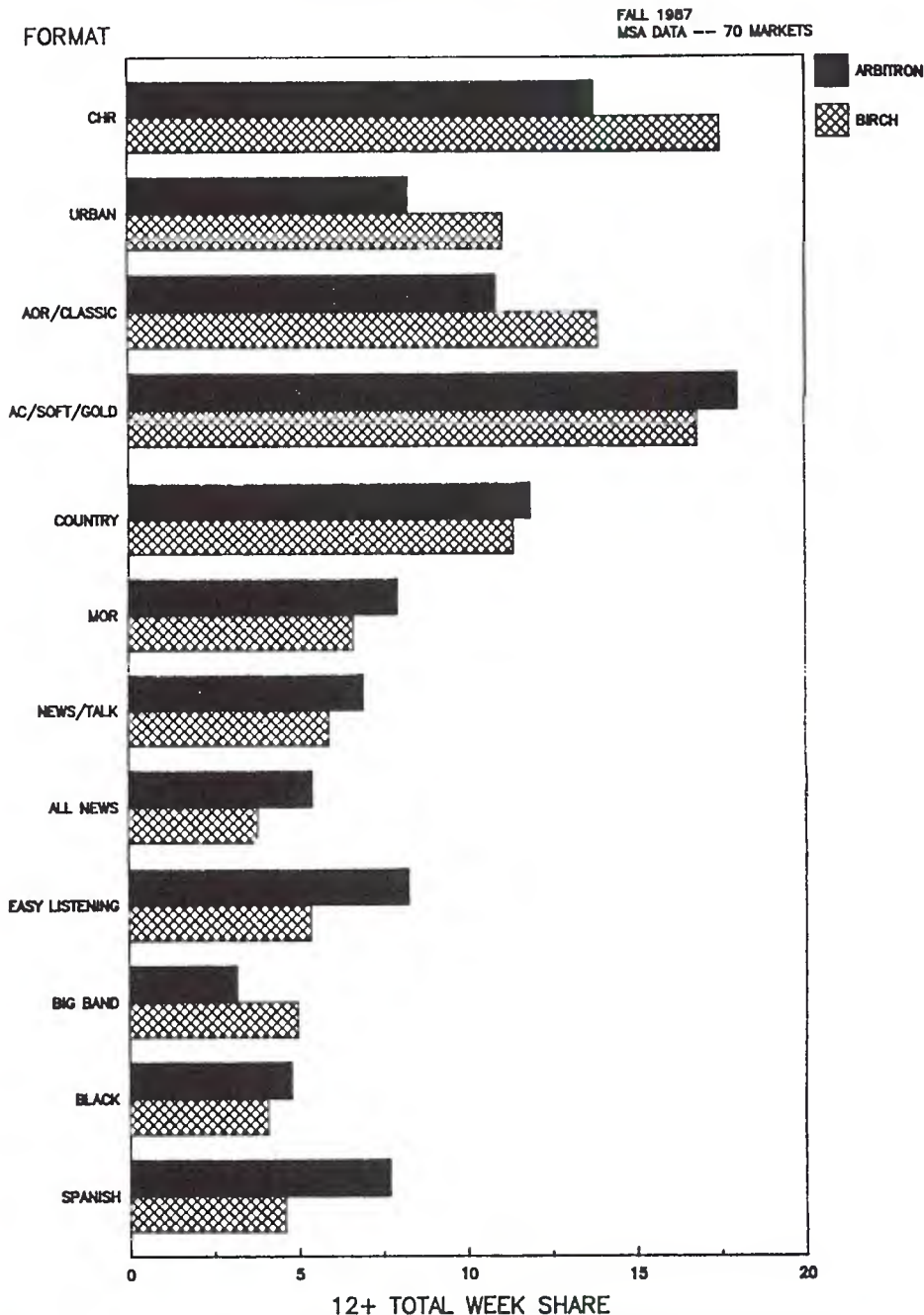
WSHB Cypress Creek, SC [NX/RL]
+Herald Broadcasting 617-450-2060
Box 860 Boston MA 02123
target, Canada, S. America, Central America
1 xmtr, max 500 KW

WWCR Nashville, TN [RL]
WNQM, Inc. 615-383-2343
3314 West End Ave. 37203 [WNQM]
target, to be announced
max 100 KW

WYFR Okeechobee, FL [RL]
+Family Stations, Inc. 415-568-6200
290 Hegenberger Rd. Oakland CA 94621
[WWFR]
target, Europe, Africa, Latin America
10 xmtrs, 100 KW

ARBITRON/BIRCH COMPARISON -- FALL 1987

KATZ RADIO AVERAGE FORMAT SHARES PERSONS 12+ TOTAL WEEK



ARBITRON/BIRCH COMPARISON -- FALL 1987
KATZ RADIO

STATION AQH AUDIENCE
 COMPOSITION BY FORMAT

MON-SUN 6AM-MID
 % OF PERSONS 12+

| FORMAT | RATING SERVICE | % AGED: | 12-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male % | Female % |
|---------------------|----------------|---------|-------|-------|-------|-------|-------|-------|------|--------|----------|
| CHR (FM) | ARBITRON | | 27.9 | 29.8 | 24.8 | 12.3 | 3.3 | 1.1 | .9 | 43 | 57 |
| | BIRCH | | 32.0 | 29.0 | 23.6 | 10.8 | 2.8 | 1.1 | .7 | 44 | 56 |
| URBAN (FM) | ARBITRON | | 17.7 | 28.0 | 30.0 | 13.7 | 5.7 | 2.9 | 2.0 | 44 | 56 |
| | BIRCH | | 19.1 | 31.3 | 30.5 | 12.6 | 3.9 | 1.6 | 1.0 | 46 | 54 |
| AOR (FM) | ARBITRON | | 9.7 | 36.1 | 41.2 | 10.8 | 1.3 | .6 | .4 | 69 | 31 |
| | BIRCH | | 12.3 | 38.5 | 37.8 | 9.1 | 1.5 | .3 | .5 | 67 | 33 |
| CLASSIC ROCK (FM) | ARBITRON | | 5.2 | 26.9 | 48.4 | 17.1 | 1.3 | .7 | .3 | 65 | 35 |
| | BIRCH | | 7.2 | 31.4 | 42.7 | 15.3 | 2.2 | .5 | .7 | 66 | 34 |
| AC (AM) | ARBITRON | | 1.7 | 6.1 | 21.0 | 23.8 | 15.9 | 11.8 | 19.7 | 46 | 54 |
| | BIRCH | | 1.6 | 5.2 | 16.8 | 25.0 | 17.4 | 13.6 | 20.3 | 42 | 58 |
| AC (FM) | ARBITRON | | 4.5 | 15.9 | 37.3 | 26.4 | 9.1 | 4.0 | 2.8 | 41 | 59 |
| | BIRCH | | 6.5 | 16.0 | 36.5 | 27.0 | 8.3 | 3.4 | 2.2 | 41 | 59 |
| CLASSIC HITS (FM) | ARBITRON | | 3.8 | 23.5 | 46.2 | 17.7 | 7.0 | 1.1 | .7 | 60 | 40 |
| | BIRCH | | 4.6 | 18.6 | 39.7 | 22.8 | 8.9 | 2.4 | 3.0 | 61 | 39 |
| GOLD (AM) | ARBITRON | | 2.2 | 5.3 | 25.7 | 39.8 | 13.4 | 5.4 | 8.2 | 55 | 45 |
| | BIRCH | | 1.4 | 5.4 | 28.4 | 36.2 | 12.1 | 7.8 | 8.7 | 56 | 44 |
| GOLD (FM) | ARBITRON | | 4.6 | 15.3 | 34.6 | 32.4 | 10.5 | 1.7 | 1.0 | 55 | 45 |
| | BIRCH | | 5.8 | 15.2 | 29.8 | 35.7 | 8.7 | 3.0 | 1.8 | 56 | 44 |
| SOFT (FM) | ARBITRON | | 3.1 | 12.5 | 33.4 | 26.7 | 13.9 | 5.9 | 4.4 | 38 | 62 |
| | BIRCH | | 2.8 | 13.3 | 35.0 | 25.6 | 16.5 | 4.6 | 2.2 | 40 | 60 |
| COUNTRY (AM) | ARBITRON | | .6 | 3.5 | 10.9 | 17.8 | 20.7 | 22.1 | 24.4 | 49 | 51 |
| | BIRCH | | .9 | 3.8 | 11.6 | 21.4 | 21.2 | 20.7 | 20.5 | 46 | 54 |
| COUNTRY (FM) | ARBITRON | | 2.9 | 11.7 | 21.0 | 21.9 | 20.5 | 13.0 | 9.1 | 49 | 51 |
| | BIRCH | | 2.8 | 14.0 | 24.9 | 23.8 | 18.8 | 10.2 | 5.5 | 48 | 52 |
| MOR (AM) | ARBITRON | | .7 | 2.3 | 8.4 | 14.9 | 14.5 | 22.5 | 36.7 | 41 | 59 |
| | BIRCH | | .4 | 1.8 | 10.7 | 14.1 | 15.7 | 22.7 | 34.5 | 44 | 56 |
| EASY LISTENING (FM) | ARBITRON | | .7 | 3.1 | 7.6 | 14.2 | 18.9 | 24.4 | 31.2 | 39 | 61 |
| | BIRCH | | .6 | 3.4 | 8.5 | 16.9 | 20.3 | 26.1 | 24.3 | 42 | 58 |
| BIG BAND (AM) | ARBITRON | | .3 | 1.0 | 3.7 | 5.0 | 11.4 | 30.8 | 47.7 | 45 | 55 |
| | BIRCH | | .1 | .7 | 4.1 | 7.2 | 16.5 | 33.5 | 37.8 | 50 | 50 |
| ALL NEWS (AM) | ARBITRON | | .5 | 1.6 | 11.4 | 16.4 | 14.6 | 22.2 | 33.4 | 53 | 47 |
| | BIRCH | | .5 | 1.8 | 14.8 | 18.8 | 13.7 | 18.8 | 31.5 | 59 | 41 |
| NEWS/TALK (AM) | ARBITRON | | .3 | 1.4 | 10.3 | 13.8 | 14.2 | 20.6 | 39.4 | 50 | 50 |
| | BIRCH | | .5 | 3.3 | 11.1 | 16.2 | 16.7 | 20.9 | 31.3 | 51 | 49 |
| ALL TALK (AM) | ARBITRON | | .2 | 1.6 | 8.0 | 12.6 | 12.3 | 24.1 | 41.3 | 43 | 57 |
| | BIRCH | | .5 | 1.7 | 11.7 | 14.2 | 20.5 | 26.0 | 25.4 | 50 | 50 |

KATZ RADIO
 ARBITRON/BIRCH COMPARISON -- FALL 1987

STATION AQH AUDIENCE
 COMPOSITION BY FORMAT

MON-SUN 6AM-MID
 % OF PERSONS 12+

| FORMAT | RATING SERVICE | % AGED: 12-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Male % | Female % |
|-------------------|----------------|---------------|-------|-------|-------|-------|-------|------|--------|----------|
| RELIGION (AM) | ARBITRON | .9 | 5.1 | 21.3 | 19.7 | 12.8 | 16.6 | 23.6 | 32 | 68 |
| | BIRCH | .5 | 7.6 | 20.2 | 19.6 | 17.6 | 12.2 | 22.2 | 36 | 64 |
| BLACK (AM) | ARBITRON | 6.5 | 15.4 | 20.4 | 18.9 | 14.9 | 11.2 | 12.8 | 40 | 60 |
| | BIRCH | 10.4 | 12.9 | 21.8 | 21.9 | 12.8 | 11.8 | 8.3 | 37 | 63 |
| CLASSICAL (FM) | ARBITRON | 1.1 | 2.8 | 13.1 | 20.2 | 21.4 | 19.2 | 22.2 | 48 | 52 |
| | BIRCH | 1.9 | 3.5 | 16.1 | 21.2 | 22.8 | 17.9 | 16.6 | 53 | 47 |
| NEW AGE JAZZ (FM) | ARBITRON | 4.3 | 12.2 | 41.5 | 25.9 | 10.5 | 3.0 | 2.5 | 54 | 46 |
| | BIRCH | 6.9 | 13.4 | 39.8 | 27.7 | 7.8 | 2.8 | 1.6 | 51 | 49 |

AVERAGE TIME SPENT LISTENING TO RADIO
 MON-SUN 6AM-MID
 HR: MIN PER WEEK

| AGE | SEX | ARBITRON | BIRCH |
|-------|---------|----------|-------|
| 12+ | Persons | 22:52 | 21:49 |
| 12-17 | Teens | 18:07 | 23:55 |
| 18-24 | Men | 25:17 | 29:58 |
| | Women | 24:04 | 27:51 |
| 25-34 | Men | 24:00 | 25:19 |
| | Women | 22:45 | 23:02 |
| 35-44 | Men | 22:42 | 21:16 |
| | Women | 21:31 | 20:06 |
| 45-54 | Men | 21:44 | 19:14 |
| | Women | 23:29 | 19:04 |
| 55-64 | Men | 22:33 | 18:05 |
| | Women | 24:34 | 19:12 |
| 65+ | Men | 22:22 | 14:26 |
| | Women | 25:09 | 15:35 |

Source: *Katz Radio*
Fall 1987 National Format Average Study
Arbitron and Birch MSA Data

ARBITRON/BIRCH COMPARISON -- FALL 1987

AVERAGE MARKET SHARE BY FORMAT
 MON-SUN 6AM-MID -- PERSONS 12+

| FORMAT | ARBITRON | BIRCH |
|-----------------------|----------|-------|
| CHR | 13.8 | 17.5 |
| URBAN | 8.3 | 11.1 |
| AOR | 9.2 | 12.6 |
| CLASSIC ROCK | 5.2 | 6.1 |
| ADULT CONTEMPORARY | 10.5 | 10.2 |
| CLASSIC HITS | 3.7 | 4.6 |
| SOFT | 5.7 | 4.4 |
| GOLD | 2.6 | 2.6 |
| COUNTRY | 11.8 | 11.3 |
| MOR | 7.9 | 6.6 |
| NEWS/TALK | 6.9 | 5.9 |
| ALL NEWS | 5.4 | 3.8 |
| BIG BAND | 3.2 | 2.0 |
| EASY LISTENING | 8.3 | 5.4 |
| BLACK | 4.8 | 4.1 |
| SPANISH | 7.7 | 4.6 |
| CLASSICAL | 2.2 | 1.9 |
| RELIGION | 2.2 | 2.1 |
| JAZZ | 2.0 | 1.5 |
| NEW AGE JAZZ | 2.3 | 2.3 |

Source: *Katz Radio/Fall 1987*
70 Markets
Arbitron and Birch MSA Data
Based on format availability by market

Material contained in this analysis provided by
 KATZ RADIO, used by permission. Copyright 1988
 by Katz Radio.

SOME STATIC ON RADIO HISTORY

1895

• Guglielmo Marconi, 21, and his brother Alfonso transmitted radio signals across the hills behind their father's home in Bologna, Italy. Failing to interest the Italian government in his invention, Marconi took it to England, where customs agents mangled the suspicious "black box" of batteries, wires, and dials. The British navy quickly saw the maritime potential of the device, however, and within two years the Italian had established Marconi's Wireless Telegraph Company.

1906

Christmas Eve From Brant Rock, Mass., Reginald Aubrey Fessenden broadcast the first radio program, in which he played the violin, delivered a short speech, quoted the Bible, and played a phonograph recording. The broadcast was picked up by ships within a 5-mi. radius of the station. Because of favorable atmospheric conditions, Fessenden's second program, transmitted on New Year's Eve, reached listeners as far away as the West Indies.

1912

Apr. 14 David Sarnoff, 21, a telegraph operator, intercepted the first distress signals from the doomed ship Titanic. On the job for 72 straight hours, he kept the world posted on rescue attempts and the names of survivors. When it was over, the name Sarnoff was a household word.

1916

Nov. Radio pioneer Lee De Forest broadcast the national election returns. Along with many other reporters that year, he erroneously proclaimed Charles Evans Hughes the winner of the presidency over Woodrow Wilson.

• David Sarnoff, employed as contracts manager at the Marconi Company, sent a memo to his boss: "I have in mind a plan of development which would make radio a household utility in the same sense as the piano or phonograph. . . . The receiver can be designed in the form of a simple 'Radio Music Box' . . . [which] can be placed in the parlor or living room. . . ."

1919

Oct. 17 Radio Corporation of America—RCA—was formed.

1920

Jan. Vocalist Vaughn de Leath belted out a Stephen Foster number from De Forest's studio to become the "First Lady of radio." In the next few years, she perfected a new style of song called "crooning." Although a natural soprano, she was forced to sing in a lower register because

high notes kept blowing out early radio's fragile transmitters.

Nov. 2 Radio was becoming bigtime. KDKA, Pittsburgh, broadcast the presidential election returns, when Warren G. Harding defeated James Cox, and set off what historian Erik Barnouw describes as "a national mania." The Commerce Dept. was deluged with applications for broadcast licenses. Newspapers instituted radio columns and program listings. All over the country, people rushed to buy radio sets or made their own—primitive crystal sets with the "cat's whisker" which magically brought voices and music into the headset. "Radio nuts" stayed up until all hours trying to bring in distant stations.

1921

July 2 An estimated 300,000 people huddled around radios in the eastern part of the U.S. to hear Jack Dempsey knock out Georges Carpentier in the fourth round at Jersey City, N.J. Oct. WJZ, Newark, broadcast the World Series, as the New York Giants beat the New York Yankees five games to three.

1922

Feb. Secretary of Commerce Herbert Hoover called the Washington Radio Conference to straighten out the chaos of stations broadcasting on the same wavelength. Concerning advertising on radio, Hoover said, "It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

Aug. 28 WEAJ, New York, broadcast its first income-producing program, a 10-minute message promoting the sale of apartments in Jackson Heights.

Oct. 16 Nineteen years before Pearl Harbor, former Navy Secretary Josephus Daniels predicted flatly, "Nobody now fears that a Japanese fleet could deal an unexpected blow on our Pacific possessions. . . . Radio makes surprise impossible."

1924

Nov. An estimated 25 million people across the nation heard the clipped tones of President Coolidge's election eve address.

• Americans spent \$356 million on radio sets and parts, six times the figure of two years before.

1925

Feb. David Sarnoff, now an executive of RCA, dashed off another memo: "Put all stations of all parties into a broadcasting company which can be made self-supporting and probably revenue-producing, the telephone company to furnish wires as needed."

Nov. 28 Nashville's Grand Ole Opry debuted.

1926

Nov. 15 NBC began broadcasting with a program from the Grand Ballroom of the Waldorf Astoria.

- Uncle Don (Carney) debuted over WOR, Newark, with his bedtime stories. He spent the rest of his long career denying the story which made him famous—that one night, after signing off and assuming the mike dead, he said, "There! I guess that'll hold the little bastards for another night."

- Sales of radio sets and parts topped half a billion dollars.

1927

Jan. Congress passed the Radio Act, which provided for the licensing of stations "in the public interest, convenience or necessity" and for the establishment of a supervisory body, the Federal Radio Commission (later to become the Federal Communications Commission).

Sept. 18 The Columbia Phonograph Broadcasting System, forerunner of CBS, transmitted its first program, featuring Howard Barlow and a concert orchestra playing "Teles from the Vienna Woods."

1928

- The National Association of Broadcasters issued a code of ethics. One of its provisions banned commercials between 7:00 and 11:00 P.M.

Sept. William S. Paley became president of the foundering CBS, and things started looking up.

1929

- This year the men who introduced the programs—the announcers—began to become celebrities on their own. There were Graham McNamee, Phillips Carlin, Ted Husing, Milton Cross, Niles T. Gronlund (who identified himself on the air as NTG), Norman Brokenshire, and Jimmy Wallington. These voices sent imaginations soaring, and they seemed to be everywhere on the airwaves.

Aug. 19 Amos 'n' Andy went on NBC for Peppodent. Freeman Gosden and Charles Correll had first put together a blackface act while working minstrel shows and revues. During the summer of 1925, they began broadcasting weakly as Sem 'n' Henry from Chicago's Edgewater Beach Hotel, which gave them free dinners for their efforts. Eventually, WGN signed them for a daily Sem 'n' Henry show. After a two-year run, they moved to WMAQ, but since WGN owned the Sem 'n' Henry name, they became Amos 'n' Andy, radio's first big hit. Although most of their material—which they wrote themselves—sounds stereotyped today, such lines as "I'sa regusted" and "Ain't det sumpln?" were popular catch-phrases of the 1930s.

ARMSTRONG TRANSMITTER CO.



Syracuse, NY
Phone: (315) 488-1269
Re-Manufacturers of
Radio Transmitters

- Used & Rebuilt Units in Stock —All AM/FM Power Levels
- Reasonable Rates—90 Day Warranty
- PCB Replacement, Re-Tuning & Installation Available
- Trade-Ins Accepted

Visit Our Showroom
See Before You Buy

Oct. 24 With a "Heigh-ho, everybody" and a "My Time is Your Time," Rudy Vallee went on NBC in radio's first variety hour. Although he presented many well-known performers, Vallee cultivated new talent, including such future stars as Edgar Bergen and Charlie McCarthy, Bob Burns, Alice Faye, Frances Langford, and Joa Penner. Both The Aldrich Family and We, the People were spun off into regular programs from spots on the Vallee show.

Nov. 20 A more modest effort, The Goldbergs, premiered, instead of big-name stars, it featured a warm Jewish family, presided over by Mama Molly (Gertrude Berg, the show's writer, producer, and star). The Goldbergs later made the transition to TV.

- The Mormon Tabernacle Choir made its first broadcast from Salt Lake City. Still going strong more than 2,500 performances later, it is network radio's longest-running program.

- A 26-year-old former cemetery plot salesman, billed as "Red [Arthur] Codfray, the Warbling Banjoist," sang into the mike for the first time.

1930

- Archibald Crossley was asked by the Association of National Advertisers to organize the first national rating service. The Crossley rating soon became an important factor in program decisions. Based on telephone calls, the ratings reflected only a small portion of the listening population.

This service was supplanted in 1935 by the Hooper ratings, which were considered superior because they were based on what listeners said they were actually listening to, whereas the Crossley ratings had relied on memory—what listeners recalled from the night before.

Sept. 30 Lowell Thomas made his first network newscast.

• Singing cowboy Gena Autry signed on with WJJD, Chicago, doing 12 programs a week—six in the morning and six in the afternoon—for \$50.

1931

Jan. 4 Father Charles Coughlin, a radio commentator since 1928, asked his listeners whether CBS should be permitted to muzzle him after that network had demanded advance copies of his increasingly political, sometimes anti-Semitic "sermons." Although more than a million pro-Coughlin letters inundated his studio at the Shrine of the Little Flower at Royal Oak, Mich., CBS executives pulled the priest's plug anyway. Coughlin set up his own network, and in 1934 a national poll named him the second most popular man in the U.S.—topped only by President Roosevelt. By 1940, however, he had drifted so far to the right that his program was forced off the air by his ecclesiastical superiors. He continued to expound his political views from the pulpit until his retirement in 1966.

• A succession of hit shows and personalities were introduced this year. Eddla Gantor, who had made his debut on Rudy Vallee's Fleischmann Hour, went on the air with *The Chase & Sonborn Hour*. Bing Crosby started up on CBS for 15 minutes every evening. Other new popular shows: *Lum and Abner*, *Easy Aces*, *The March of Time*, and *Little Orphan Annie*.

1932

Apr. 20 *One Man's Family* began its 28-year run, the best surviving virtually intact until 1960. Paga Gilman, who played Jack Barbour, was a boy of 14 when the show began, a man of 42 when it ended. Some long-running actors actually confused their real-life behavior with their on-the-air personalities; and sometimes, when their radio misadventures seemed uncomfortably close to what was actually going on in their lives, they would accuse writer Carlton Morse of being psychic.

• Scores of comics abandoned the sinking ship of vaudeville for the promise of radio, among them:

1. Ed Wynn, who, banned from Broadway for leading an actors' strike there in 1919, hit the airwaves as the Taxaco Fire Chief, but only after studio executives agreed to his demand that the show be performed before a live audience. After less than a year on the air, he put up \$250,000 of his own money to set up the Amalgamated Broadcast System to rival the two giants, NBC and CBS. Although he put six stations in business and lured 27 sponsors, the enterprise folded by the end of the decade.

2. Jack Benny, who in three years had radio's top-rated show. Later asked what gag got him the biggest laugh of all time, comedy's Mr. Chaepsketa chose the following sketch: A mugger jumps Benny and orders, "Your money or

your life." Deed silence on the air for 15 or 20 seconds. "Well," insists the thief, "what about it?" Benny replies, "I'm thinking, I'm thinking!"

3. Fred Allan, onetime juggler, whose caustic wit spared no one, not even broadcast executives. Although he carried on a make-believe "feud" with Jack Benny for years, his on-the-air zingers aimed at his superiors were heartfelt. Allen had no use for the split-second time restraints of radio and, as a result, his show frequently ran beyond its time slot. Thus, Allen fans often heard their favorite show cut off in mid-joke. Disgusted, Allan one night informed his listeners that the only solution to the problem was to put on a nice, dull show so that the laughs wouldn't take up so much air time. Then, he said, "all the amateur radio executives can dance around their desks in interoffice abandon." "Our program," he complained in his distinctive nasal twang, "has been cut off so many times that the last page of the script is a Band-Aid."

4. George Burns and Gracie Allan, husband-and-wife team who started out in vaudeville with Gracie playing straight to George until they found out they got more laughs the other way around. A running gag which became the trademark of their popular show was Gracie's paranoiac search for her lost brother. One day her real-life brother sent her a wire: "Have gone into hiding. Can't you make a living any other way?"

• Also on this year was *Vic and Sade*, the classic of the soap operas, whose loyal fans still gather to listen to the old transcriptions. *The Maxwell House Show Boat* prevailed in 1932 and rapidly became the most popular variety show on radio. The show boat was so realistically presented that 500 people want to meet it at the pier in Cleveland.

1933

• Al Jolson picked up \$200,000 for 40 weeks' work on the *Kroft Music Hall*, which debuted this season. Ironically, his guaranteed show-stopper number was that depression favorite "Brother, Can You Spare a Dime?"

Mar. 4 The Inauguration of Pres. Franklin D. Roosevelt was broadcast worldwide; the sound of sleet striking the microphone could be heard as he proclaimed, "Let me assure my firm belief that the only thing we have to fear is fear itself." On Mar. 12, he adopted a quieter approach in the first of his "Fireside Chats."

July 24 *The Romance of Helen Trent* first went on the air in Chicago. It was the forerunner of many daily, 15-minute soap operas. The program lasted until June 24, 1960. During its 27-year run, three actresses played Helen—Virginia Clark and Betty Ruth Smith in Chicago, and later Julie Stevens in New York. Helen was melodramatic even by soap opera standards. So intense

was its following that at the height of its popularity Helen (not the actresses who played her) received 1,000 letters a week offering advice on her many problems.

- As unemployment climbed to 24.9%, people relied more and more upon radio's "free" entertainment. Debuts this year included *The Lone Ranger*, *Mo Perkins*, *The Breakfast Club*, *Jock Armstrong*, *the All-American Boy*, and *The Jock Peorl Show*, an overnight sensation.

Like Amos 'n' Andy's "Ise regusted," Jeck Peerl's "Ves you dere, Sharlie?" became a national catch-phrase. Over the years, radio would popularize similar slogans: "Wenna buy e duck?" (Joe Penner); "Teln't funny, McGeet" (Molly McGee); "Thet's right, you're wrong!" (Key Kyser); and "I dood it" (Red Skelton).

1934

- Radio's first incentive contract went to Eddie Cantor, who picked up an extra \$200 for every point over 20 his show scored on the Crossley ratings.

- Grete Garbo, virtually the only film star of the period to refuse to appear on radio, turned down an offer of \$25,000 for a single guest spot.

- The leading network, NBC-Red, had not a single daily news series. NBC-Blue had only Lowell Thomas. Boeke Carter broadcast for CBS, as did Edwin C. Hill, with occasional nonsponsored comments from H. V. Kaltenborn and others, always in "off" or unimportant time periods.

Most sponsors did not want news programs, despite the fact that news bulletins were available to local stations (for a fee, of course) from Associated Press, United Press, and Independent News Service.

They were not, however, available to the networks. Thus the networks had to gather their own news. This effort was pioneered by A. A. "Aba" Schechter of NBC, originally hired as a publicity writer. CBS competed by hiring Paul W. White, a former UP editor, to set up its news organization.

Amazingly, when CBS news analyst H. V. (Hens von) Kaltenborn went to Spain to report on the Spanish Civil War, he paid all his own expenses. The 58-year-old Kaltenborn gave two unsponsored newscasts a week—at \$50 each—during "off" time slots. He had been with CBS for six years, but he had never been considered a good commercial investment.

Not too many years later, however, Walter Winchell reported weekly earnings above \$5,000. Though Winchell broke many important news stories, his program—with his distinctive rapid-fire delivery—concentrated mainly on personalities and gossip. During his famous opening—"Good evening, Mr. and Mrs. North and South America and all the ships and clip-

pers et see, let's go to press—FLASH!"—he kept up a fierce tapping of telegraph keys, which lent drama and momentum to his 15-minute *Jergens Journal*.

By the end of 1934, however, several potential sponsors began to express interest in sponsoring news broadcasts.

There was talk of a four-time-a-day news program to be called the *Esso Reporter*. UP and INS began to sell their news to both radio stations and to the networks, and soon AP followed suit. News broadcasting grew. As Hitler mobilized and Mussolini threatened, the networks stepped up their news-gathering facilities. Half-reluctantly, they grew into news media.

Oct. Louelle Persons, pioneer movie columnist for the *Hearst chain*, persuaded stars to appear free on her new radio interview show, *Hollywood Hotel*, until the Radio Guild stepped in four years later to ban gratis performances.

Lux Radio Theatre premiered this month, too, from New York, only to move two years later to Hollywood, where Cecil B. de Mille produced and hosted the show.

1935

- Fibber McGee and Molly made its NBC debut. Unlikely candidates for stardom, the two small-time vaudevillians from Peoria who played Fibber and Molly (Jim and Marien Jordan) had knocked around the B-circuit for years, often returning to their hometown in between gigs to take on a variety of odd jobs. Eventually, they drifted into Chicago radio, where in 1931 they met Don Quinn, who created the characters which made them famous.

- A couple of more serious efforts also debuted this year—the prestigious *Cavalcode of America* and the spooky *Lights Out*.

- G-men Melvin Purvis raised eyebrows when, during the course of a radio interview, he let out a loud balch. The program's sponsor, Fleischmann's Yeast, was not amused.

- No other program on the air ran as long with so many complete changes of format, character, and personnel as *Your Hit Parade*. It began in April, 1935, and ended in April, 1959. America's Saturday night menia during its heyday, the early 1940s, was to discover which song was Number One on the Hit Parade, and wagers were often made on the outcome.

The furious chanting of former tobacco auctioneers L. A. "Speed" Riggs and F. E. Boone opened the program, while maestro Lennie Heyton, the Hit Paradeers, and the Lucky Strike Orchestra played the week's top 15 tunes. During its time on the air, the show went through more than a dozen top orchestra leaders and many singers. The leaders included Al Goodman, Peter Ven Steeden, Roy Smetre, Carl Hoff, Abe Lyman, Freddie Rich, Harry Selter, Harry

Sosnick, Richard Himber, Leo Reisman, Scott Quintel, Mark Warnow, and Alex Stordahl. The singers included Frank Sinatra, Lawrence Tibbett, Dick Todd, Johnny Mercer, Dinah Shore, Ginny Simms, Martha Tilton, Doris Day, Dick Haymes, Andy Russell, and Eileen Wilson. Your Hit Parade later made a successful transition to TV.

1936

- Radio was used extensively in the presidential campaign. The Republicans even retained an advertising agency to fashion their pitches. Still, old pro FDR, who held off, delivering only "nonpolitical" speeches until nearly the end, swamped Alf Landon.

1937

- Edward R. Murrow had joined CBS in 1935 as "director of talks" after journalist Raymond Swing turned down the job. As all signs pointed to escalating war in Europe, CBS felt it should have a European director of news, and the position went to Murrow in 1937. At first the work included covering cultural events as well as newscasts, but as the war momentum increased, Murrow concentrated on the news. Listeners also heard reports from William L. Shirer in London, Edgar Ansel Mowrer in Paris, Pierre Huss in Berlin, Frank Gervasi in Rome, and Robert Trout in New York.

The status of the radio news commentator suddenly gained new importance. General Mills decided to sponsor H. V. Kaltenborn, and Raymond Swing got sponsorship from White Owl cigars.

Kaltenborn, known for his ability to ad-lib, became a celebrity. News chief A. A. Schechter said of HVK: "You could wake Kaltenborn up at four o'clock in the morning and just say 'Czechoslovakia'—one word—and he'd talk for thirty minutes on Czechoslovakia."

This was an important asset. During the early days of radio news, the ability to keep your listener enthralled with reports and descriptions of the day's news—often without any written script or backup material—was a vital factor in holding an audience.

- Our Gol Sunday and Stelio Dollos premiered, Mayor Fiorello La Guardia read the funnies over WNYC during the New York newspaper strike, and Mae West shocked the nation with a suggestive rendition of the biblical story of Adam and Eve.

May 6 Herb Morrison of WLS, Chicago, showed up at Lakehurst, N.J., to cover the landing of the Hindenburg. As he began to describe the huge German dirigible slowly descending toward its mooring, it suddenly burst into flames. Morrison relayed the following highly emotional broadcast, considered one of the most moving in

radio history: "It's burst into flames! Get this, Charlie! Get this, Charlie! It's crashing! Terrible! Oh, my! Get out of the way, please. It's burning—bursting into flames! It's falling on the mooring mast and . . . the folks . . . oh, this is terrible! Oh, four or five hundred feet into the sky. It's a terrible catastrophe, ladies and gentlemen. It's just smoke and flames now and the plane is crashing to the ground, not quite to the mooring mast . . . Oh, the humanity. . . ." (He was crying audibly by this point.)

May 9 Ventrioloquism was considered an impossible act for radio until Edgar Bergen and his dummy Charlie McCarthy proved otherwise. They were a sensation when they went on the air. Much of the credit went to the ongoing feud between W. C. Fields (a regular on the show, together with Don Ameche and Dorothy Lamour) and Charlie. One of the memorable lines from the classic feud was Charlie's "Pink elephants take aspirin to get rid of W. C. Fields."

1938

Sept. 1 H. V. Kaltenborn was on the air almost constantly for 18 days, broadcasting news of the Munich crisis in at least 85 special broadcasts, some lasting as long as two hours.

Sept. 27. Bob Hoppa's Pepsodent Show debuted on NBC in the slot following Fibber McGee and Molly. It was actually the comedian's fourth attempt at radio. He had appeared briefly in *The Intimate Revue*, with James Melton and Jena Fruman; *Atlantic Family*, with Red Nichols's orchestra; and *Rippling Rhythm Revue*, with Shep Fields's orchestra. Although his Pepsodent show was an instant hit, it was the GI audiences of W.W. II that made him a truly international figure, friend of presidents Roosevelt through Ford.

- This was also the year of *Information Please*, *Life Can Be Beautiful*, and Orson Welles's *Mercury Theatre on the Air*, which, a month after Munich, scared thousands of people with its version of H. G. Wells's *War of the Worlds*.

1939

- Between 1939 and 1949 Milton Berle tried radio six times, but *The Milton Berle Show* was one of radio's notable failures. When he finally gave up and tried TV, he was an instant success, proving that some comedians have to be seen as well as heard.

Sept. 1 Again H. V. Kaltenborn was on hand, this time to tell his CBS listeners of the beginning of a race "War of the Worlds," as Hitler prepared to invade Poland. At the end of the long morning's broadcast, an announcer said, "We should like to express our appreciation again at this time to the makers of Oxydol, sponsors of *The Goldbergs*; the makers of *Ivory Soap*, sponsors of *Life Can Be Beautiful*; the makers of *Chipso*, sponsors of *Road of Life*. . . ."

1940

- By midyear, some 20 overseas pickups daily brought news of the war in Europe to Americans. In his Christmas Eve broadcast from London, Ed Murrow reported, "The blackout stretches from Birmingham to Bethlehem. . . ."
- The major political parties spent \$2.5 million on radio during the Roosevelt-Wendell Willkie campaign. On Dec. 29, in a Fireside Chat, FDR announced Lend-Lease. The U.S. loaned beleaguered Britain 50 overage warships in exchange for 99-year leases on eight military bases in Newfoundland and the West Indies.
- New programs of the year ran to game shows: Truth or Consequences, which spilled over into TV, where it continued until 1976; The Quiz Kids, a juvenile information, please; and Take It or Leave It, noteworthy only because its top prize of \$64 inspired TV's rigged version, The \$64,000 Question.

1941

Dec. 8 As FDR addressed Congress the day after Pearl Harbor, 79% of all homes in the U.S. were tuned in.

1942

- GIs in Kodiak, Alaska, built a low-powered radio station for their own amusement and then wrote Hollywood stars asking them to record messages for them. Thus grew Armed Forces Radio Service, which by year's end boasted 306 stations in 47 countries. Outlets received weakly prerecorded programming by plane plus news and special events by shortwave.
- Disc jockeys stopped playing listener requests after the War Dept. pointed out that enemy agents might use the format as a code to pass military information on to superiors.

1943

Oct. 12 The Blue Network, which had been NBC-Blue, became the American Broadcasting Company—ABC.

1944

Apr. Coverage of the Allied invasion of Europe bumped all scheduled programs off the air.

1945

- When Groucho Marx and Bob Hope teamed up for a radio special this year, it promised loads of laughs. But as the two comics bantered back and forth in scripted dialogue, the audience sat mum. Flop sweet soon inundated both performers, and Hope nervously dropped his script under the table. Groucho quickly stomped on the strawn pegs, forcing Hope to join him in ad-libbing the rest of the program. What followed was a hilarious blend of Hope-Marx wit, which saved the show. Especially tickled that night was a young producer in the audience

named John Guedel, who stopped laughing long enough to ask Groucho backstage if he might be interested in hosting a new game show then in the works—called You Bet Your Life. Guedel finely persuaded Groucho to give it a try, and the show aired on Oct. 27, 1947. The popular quiz program later moved to television.

1946

Oct. 28 Through the letters column of the Chicago Tribune, Lea De Forest upbraid the members of the National Association of Broadcasters: "What have you gentleman done with my child?"—and then went on to bemoan the proliferation of commercials.

1947

May Counterattack: The Newsletter of Facts on Communism began publication. From this eventually came Red Channels, a handy guide designed to keep radio sponsors posted on the latest "Commies" infiltrating the industry. Many performers, writers, and directors thus suspected of left-wing leanings were blacklisted for years; others so branded were drummed out of the business for good.

1948

- Jack Benny started an exodus of NBC stars to CBS on "capital gains deals," by which performers drew tax breaks by becoming corporations. Edgar Bergen and Cherlie McCarthy, Amos 'n' Andy, Red Skelton, and Burns and Allen all made the switch. With the great star raid, CBS for the first time replaced NBC as the dominant network. Fall Stop the Music, a quiz show, came on the air doing out an unprecedented \$165,000 a week in prizes. Suddenly ousted from his number-one spot in the ratings by the great giveaway, Fred Allen offered his listeners an insurance policy—compensation to anyone called by the game show while listening to Allen.

1949

July 7 Drognet premiered. Soon its DUM-DE-DUM-DUM theme and its clipped dialogue ("Just the facts, me'am") entered the American vernacular.

1950

Nov. 5. The Big Show went on NBC. Emceed by Tallulah Bankhead and featuring top stars, it has been called "the last gasp of bigtime radio."

1952

Apr. 26 Gunsmoke joined the CBS lineup. Starring William Conrad as Marshal Matt Dillon, it would never enjoy the popularity of its TV counterpart, but it managed to survive on radio until mid-1961.

- "Radio is dead," said Robert Sarnoff, son of David and now president of NBC.

1955

Fall Monitor premiered on NBC. A weekend mélange of news, features, interviews, and even recordings of old radio shows, it ran through 1974.

1959

- Despite the dismal prognostications of the junior Sarnoff, 21 million radios were sold this year.

1960

- With the national radio networks concentrating on news and special events, local stations specialized. Some went to all-music formats, offering specifically top 40, country and western, jazz, classical, or easy listening. Others adopted all-news, talk-personality, or two-way-talk programming.

By the late 1960s, 200 stations were catering to black audiences, but only 10 of the approximately 7,000 stations on the air were owned by blacks.

1961

- The FCC approved stereo FM.

1968

- CBS began broadcasting six minutes of news on the hour, supplemented by short features such as *Spectrum*, *Science Editor*, *The Cronkite Report*, and spots on medicine, the law, show business, Wall Street, and pets and wildlife.
- There were 275 million radios in the U.S.—136.1 for every 100 people.

1970

- The FCC upheld the right of radio stations to reject antiwar advertisements.

1971

- A record \$12.4 billion was received by radio networks for cigarette ads.

1973

July 2 The National Black Network, the nation's first radio news network owned and operated by blacks, began operation in New York with hourly broadcasts to 40 affiliates.

1974

Jan. 6 In an attempt to revive some of the glory of old-time radio, CBS launched *The CBS Radio Mystery Theatre*. With E. G. Marshall as host and casts of radio veterans, it airs nightly—reportedly over the objections of some station managers unwilling to upset their all-news or all-music formats.

1975

- National Public Radio broadcast the first successful stereo transmission via satellite. The program originated in Valley Forge, Pa., and was bounced off the satellite to the NPR's station in Washington, D.C.

1976

May 14 Lowell Thomas signed off his final news broadcast.

1977

Feb. 5 CBS served up another bit of radio nostalgia with the weekend premiere of *The CBS Radio Adventure Theatre*, hosted by Tom Bosley of *Hoppy Days*. Still, the networks continued to concentrate on hard news and background features, leaving situation comedies, variety shows, and similar fare to TV. ABC boasted four news networks—the Information Network, the Entertainment Network, the Contemporary Network, and the FM Network—each slanted to different specialty stations.

- Meanwhile, Citizens Band—CB—Radio became a national craze. Established by the FCC in 1958, Citizens Radio Service got off to a slow start. It took 16 years for the FCC to receive the first million license applications. Within eight months in 1975, it received its second million, and by year's end the third million was in.

More than 12 million CB radios competed for air time, and CB jargon became almost as all-pervasive as "I've regustad" was 50 years before. Possibly more important, radio was returned to the people. The "radio nut" who had stayed up half the night trying to bring in feraway stations was now the CBer talking to a friendly trucker.

For further reading: *A History of Broadcasting in the United States* (3 vols.) by Erik Barnouw. Oxford: Oxford University Press, 1966–1970.

—L.R. and W.A.D.

List of Consulting Engineers

ANDERSON, Harry R.
H. R. Anderson & Associates, Inc.
P.O. Box 1547
Eugene, OR 97440
(503) 687-0414

ANDRUS, Alvin H.
Andrus & Assoc., Inc.
351 Scott Drive
Silver Spring, MD 20904
(301) 384-5374

BALL, William G.
Carl T. Jones Associates
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704

BENNS, William E., Jr.
Benms & Benms
103 Averill Drive
Lookout Mtn., TN 37350
(615) 821-1410

BERGEN, Serge
Serge Bergen
3411 Park Hill
Fairfax, VA 22030
(703) 273-2191

BIBY, Richard L.
Communications Engineering
Services, P.C.
1600 Wilson Blvd. Suite 1003
Arlington, VA 22209
(703) 522-5722

BROWN, Kenneth
ABC
47 W. 66th Street
New York, NY 10023
(212) 887-3484

BROWNE, John F. X.
John F.X. Browne & Assoc.
525 Woodward Ave., #100
Bloomfield Hills, MI 48013
(313) 642-6226

BURROW, R. Morgan, Jr.
Mullaney Engineering, Inc.
9049 Shady Grove Ct.
Gaithersburg, MD 20877
(301) 921-0115

CARR, William B.
William B. Carr & Assoc., Inc.
1805 Hardgrove Lane
Burleson, TX 76028
(817) 275-1181

COBB, Marianna W.
Moffet, Larson & Johnson, Inc.
Two Skyline Place
5203 Leesburg Pike, Suite 800
Falls Church, VA 22041
(703) 824-5660

COHEN, Jules
Jules Cohen & Associates, P.C.
1730 M Street, N.W., Suite 400
Washington, D.C. 20036
(202) 659-3707

COHEN, Julius
Cohen & Dippell, P.C.
1015 15th Street, N.W. Suite 703
Washington, D.C. 20005
(202) 783-0111

COURTRIGHT, Morris, Jr.
Courtright Engineering, Inc.
1450 West Arroyo Drive
Yuma, AZ 85364
(602) 783-6380

CROSSNO, Charles P.
C. P. Crossno & Assoc.
P.O. Box 18312
Dallas, TX 75218
(214) 669-0294

CUELLAR, Oscar Leon
Oscar Leon Cuellar
1563 S. Hudson Street
Denver, CO 80222
(303) 756-8456

CULPEPPER, William A.
William Culpepper & Assoc., Inc.
227 Farris Bridge Road
Greenville, SC 29611
(803)246-3401

du TREIL, L. Robert
du Treil, Lundin & Rackley, Inc.
1019 19th Street, N.W. Suite 300
Washington, D.C. 20036
(202)223-6700

CULVER, Robert D.
Lohnes & Culver
1156 15th Street, N.W. Suite 606
Washington, D. C. 20005
(202)296-2722

ECKELS, Thomas M.
Hatfield & Dawson
4226 Sixth Avenue, N.W.
Seattle, WA 98107
(206)783-9151

CUTFORTH, Timothy C.
Vir N. James, P.C.
14000 E. Linvale Pike
Aurora, CO 80219
(303) 755-7557

EDISON, Edward
Hammett & Edison, Inc.
Box 68, Int'l Airport
San Francisco, CA 94128
(415)342-5200

DAHLBERG, Elizabeth (Mrs)
Lohnes & Culver
1156 15th Street, N.W., Suite 606
Washington, D.C. 20005
(202)296-2722

ELLIS, Larry D.
Ellis & Wiebe, P. C.
1010 S. Joliet, Suite 204
Aurora, Colorado 80012
(303) 367-1626

DAVIS, John J.
John J. Davis & Assoc.
P.O. Box 128
Sierra Madre, CA 91024
(818)355-6909

EVANS, Ralph E., Sr.
R. E. Evans Associates
216 N. Green Bay Road #108
Thiensville, WI 53092
(414)242-6000

DAWSON, Benjamin F.
Hatfield & Dawson
4226 Sixth Avenue, N.W.
Seattle, WA 98107
(206)783-9151

EVERIST, Donald G.
Cohen & Dippell, P.C.
1015 15th Street, N.W., Suite 703
Washington, D.C. 20005
(202)783-0111

DIPPELL, Ralph E., Jr.
Cohen & Dippell, P.C.
1015 15th Street, N.W. Suite 703
Washington, D.C. 20005
(202)783-0111

FERGIE, John A.
Broadcast Engineering Services, I
P.O. Box 3424
Springfield, MA 01101
(318)631-5677

DUNCAN, Virgil D.
Virgil D. Duncan, P.A.
1908 Ridge Road
Raleigh, NC 27607
(919) 787-3377

FIORE, Richard E.
G & M Industries, Inc.
P.O. Box 1035
Southwick, MA 01077
(413) 569-0116

FORD, Paul Dean
Broadcast Engineering Consultant
Rural Route 12, Box 351
West Terre Haute, IN 47885-9794
(812) 535-3831

GRIFFIN, FREDERICK G.
Frederick G. Griffin, P. C.
3229 Waterlick Road
Lynchburg, VA 24502
(804) 237-2044

FREEMAN, Ernest R.
Sachs/Freeman Associates, Inc.
1401 McCormick Drive
Landover, MD 20785
(301)925-9400

GRILLS, George
Jefferson Pilot Communications
One Julian Price Place
Charlotte, NC 28208
(704) 374-3672

FRESE, George M.
George M. Frese
1011 Denis Court
East Wenatchee, WA 98801
(509)884-4558

HAMMETT, Robert L.
Hammett & Edison, Inc.
Box 68, Int'l Airport
San Francisco, CA 94128
(415) 342-5200

GALLAGHER, Charles I.
Gallagher & Associates
5385 Broadwater Lane
Clarksville, MD 21029
(301) 531-2214

HANNEL, Fred W.
Enterprise Engineering, P.C.
P.O. Box 9001
Peoria, IL 61614
(309) 691-4155

GEARING, Alan E.
Jules Cohen & Associates, P.C.
1730 M Street, N.W., Suite 400
Washington, D.C. 20036
(202) 659-3707

HARBAUGH, Russell C.
John F. X. Browne & Associates
525 Woodward Avenue, Suite 100
Bloomfield Hills, MI 48013
(313) 642-6226

GEHMAN, Robert J.
Kessler & Gehman Associates
1511 NW Sixth Street
Gainesville, FL 32601
(904) 376-3157

HATFIELD, James B.
Hatfield & Dawson
4226 Sixth Avenue, N.W.
Seattle, WA 98107
(206) 783-9151

GILL, Joseph P.
Cosmos Broadcasting Corporation
Box 789
Greenville, SC 29615
(803) 292-4370

HEFFELFINGER, John B.
John B. Heffelfinger
9233 Ward Parkway, Suite 285
Kansas City, Missouri 64114
(816) 444-7010

GRANDMAISON, Ronald J.
Ronald J. Grandmaison
11213 Split Rail Lane
Fairfax Station, VA 22039
(703)764-0513

HIDLE, John E.
Consulting Engineer
P.O. Box 126
New Paltz, NY 12561
(914) 255-0449

HOOVER, Dr. Robert Lloyd
R. L. Hoover Cons. Telecom. Eng.
11704 Seven Locks Rd.
Potomac, MD 20854
(301) 983-0054

KING, William C., Jr.
Jules Cohen & Associates, P.C.
1730 M Street, N.W., Suite 400
Washington, D.C. 20036
(202) 659-3707

JACOBS, George
George Jacobs & Assoc.
8701 Georgia Ave. Suite 410
Silver Spring, MD 20910
(301) 587-8800

KLEIN, Harrison J.
Hammett & Edison, Inc.
Box 68, Int'l Airport
San Francisco, CA 94128
(415) 342-5208

JAMES, Vir N.
Vir N. James, P.C.
14000 E. Linvale Place
Aurora, CO 80014
(303) 755-7557

LAHM, Karl D.
Karl D. Lahm & Associates
P.O. Box 277
Fairfax, VA 22030
(703) 591-0110

JOHNSON, Wallace E.
Moffet, Larson & Johnson, Inc.
Two Skyline Place
5203 Leesburg Pike, Suite 800
Falls Church, VA 22041
(703) 824-5660

LORENTZ, Edward F.
Gallagher & Associates
535 Broadwater Lane
Clarksville, MD 21029
(301) 531-2214

JONES, Carl T.
Carl T. Jones & Associates
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704

LUNDIN, John A.
'du Treil, Lundin & Rackley, Inc.
1019 19th Street, N.W. Suite 300
Washington, D.C. 20036
(202) 223-6700

JUBON, Jan David
Jubon Engineering, Inc.
Kettle Run Road
RR#2 P.O. Box 1
Atco, NJ 08004-2798
(609) 767-7555

LYSTAK, Garrett
Owl Engineering, Inc.
1306 West County Road F
Arden Hill, MN 55112
(612) 631-1338

KASSENS, Harold L.
du Treil, Lundin & Rackley, Inc.
1019 19th Street, N.W. Suite 300
Washington, D.C. 20036
(202) 223-6700

McCLANATHAN, Robert Arthur
McClanathan & Associates, Inc.
P.O. Box 750
Portland, OR 97207
(503) 246-8080

KERSHNER, Stephen W.
Kershner, Wright & Hagaman
5730 General Washington Drive
Alexandria, VA 22312
(703) 354-3363

MARKELY, Donald L.
D. L. Markley & Associates, Inc.
2104 W. Moss
Peoria, IL 61604
(309) 673-7511

MIERS, Robert L.
Consulting Engineer
499 East Valley Street
Grand Junction, CO 81504
(303) 434-3435

MILLER, Charles N.
Consulting Engineer
Rt. 1 Box 195
Kyles Ford, TN 37765
(615) 733-4678

MONROE, Early D., Jr.
EDM & Associates, Inc.
P.O. Box 9426
Friendly Station
Washington, D.C. 20016
(202) 639-8880

MORTON, Lawrence L.
Lawrence L. Morton Assoc.
21671 Superior Lane
Lake Forest, CA 92630
(714) 859-6015

MULLANEY, John H.
Mullaney Engineering, Inc.
9049 Shady Grove Court
Gaithersburg, MD 20877
(301) 921-0115

NEXON, Victor J.
Multicomm Sciences Int'l, Inc.
P.O. Box 240
Boonton, NJ 07005
(201) 627-7400

OLSEN, Gunnar A., Jr.
Gunnar A. Olsen, Jr.
188 Ramblewood Road
Moorestown, NJ 08057
(609) 589-0666

ONNIGAN, Peter
1236 40th Avenue
Sacramento, CA 95822
(916) 392-8964

PERRY, Charles G., III
Moffet, Larson & Johnson, Inc.
Two Skyline Place
5203 Leesburg Pike, Suite 800
Falls Church, VA 22041
(703) 824-5672

PETERS, Arthur K.
7020 NW 11th Place
Gainesville, FL 32605
(904) 378-0149

POHTS, William F.
225 Denfield Drive
Alexandria, VA 22309
(703) 360-7192

POWIS, Warren M.
Cohen & Dippell, P.C.
1015 15th Street, N.W., Suite 703
Washington, D.C. 20005
(202) 783-0111

RONALD D. RACKLEY
du Treil, Lundin & Rackley, Inc.
1019 19th Street, N.W. Suite 300
Washington, D.C. 20036
(202) 223-6700

RAINES, Dr. Jeremy K.
Raines Engineering
13420 Cleveland Drive
Potomac, MD 20850-3603
(301) 279-2972

REED, Oscar W. B., Jr.
Reed Associates
208 N. W. Terrace
Silver Spring, MD 20901
(301) 593-2778

ROHRER, Raymond E.
Lawrence Behr & Associates, Inc.
P.O. Box 8026
Greenville, NC 27834
(919) 757-0279

SCHOBER, Edward A.
Radiotechniques
402 Tenth Avenue
Haddon Heights, NJ 08035
(609) 546-0472

STOLL, Eric D.
CEA
117 Hillside Avenue
Teaneck, NJ 07666
(201) 836-2351

SCHOTLAND, Frederick D.
Consulting Engineer
2330 U.S. Hwy. 19N, Suite 223
Palm Harbor, FL 33563
(813) 787-2770

THATCHER, Frank A.
Consulting Engineer
564 Market Street, Suite 612
San Francisco, CA 94104
(415) 956-6118

SEGAL, Bernard R.
Jules Cohen & Associates, P.C.
1730 M Street, N.W. Suite 400
Washington, D.C. 20036
(202) 659-3707

TAWIL, Saleem
Diversified Comm. Eng., Inc.
1621 W. 6th Street
Austin, TX 70703
(512) 478-3400

SELLMEYER, Jack S.
Sellmeyer Engineering
P.O. Box 356
McKinney, TX 75069
(214) 542-2056

VAUGHAN, Thomas J.
Thomas J. Vaughan & Associates
Box 440
Rye Beach, NH 03871
(603) 624-4351

SILLIMAN, Robert M.
Silliman & Silliman
8121 Georgia Avenue, Suite 700
Silver Spring, MD 20910
(301) 589-8288

VLISSIDES, Matthew J.
Structural Systems Tech.
6867 Elm Street
McLean, VA 22101
(703) 356-9765

SMITH, Carl E.
Smith Electronics, Inc.
8200 Snowville Road
Cleveland, OH 44141
(216) 526-4386

WILL, Larry H.
NJPBA
1573 Parkside Avenue, CN 777
Trenton, NJ 08625
(609) 530-5069

STEEL, David L., Sr.
David Steel & Associates
P.O. Box 230
Queenstown, MD 21658
(301) 827-8725

WIMMER, Paul L.
MITRE Corporation
107 Melody Lane, S.W.
Vienna, VA 22180
(703) 883-6032

SAVE \$ 2000.00 PER YEAR? HERE'S HOW

If you now subscribe to, or have need for the data contained in the FCC Public Notices, you may be able to save hundreds of dollars each year by using the M STREET JOURNAL instead.

Each week, the JOURNAL summarizes the previous week's activity at the FCC, reducing each public notice to a single line, supplemented by our exclusive FORMAT CHANGES section. Thus there is no need to spend over \$ 2,000 per year for largely useless data, when for less than \$ 100 per year you can receive the same material, in a concise, edited form, pre-sorted by state and market.

We have hundreds of subscribers in the broadcast field, and our paid renewal rate is reportedly the highest in the industry, confirming our usefulness.

You can try us for only \$ 30 for a three-month trial subscription, or subscribe for a full year and get the next issue of the RADIO ANNUAL as part of the subscription price.

M STREET also provides other services, including:

- Mailing labels
- Special data reports
- Monitoring Services (air checks)
- Notification services

Please call to discuss your needs. 703 684 3622

THE M STREET JOURNAL

The next pages reproduce exactly a recent M STREET JOURNAL, in fact the last issue before this book went to press. Consider it your free sample issue.

The Editors

THE M STREET JOURNAL

Founded 1984

P.O. Box 3568, Alexandria, VA 22302

(703) 684-3622

Published Weekly

Copyright 1989

ROBERT UNMACHT, Editor

Apr. 24, 1989

Vol. 6, No. 17

MATT EDWARDS, Publisher

FORMAT CHANGES

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

| | | <u>formerly</u> | <u>becomes</u> |
|--------------------------|--------------|-------------------------|------------------------|
| AL Atlanta | WIGO-1340 | Urban | R&B-oldies |
| Birmingham | WZRR-99.5 | # reported classic rock | is rock |
| Calera | WBYE-1370 | # country | silent |
| Montgomery | WLWI-740 | county | oldies |
| Rainbow City | WJBY-930 | religion | country |
| CA Fresno | KFIG-1430 | AC day, //FM night | full time AC simulcast |
| Santa Cruz | KLRS-FM-99.1 | new age | PMN Breeze- new age |
| Santa Cruz | KLRS-1080 | new age // FM | PMN Breeze- new age |
| Ukiah | KMRJ-105.9 | new | new age |
| CO Security | KBZE-105.5 | # KWYD-FM, religion | PMN Breeze- new age |
| FL Saint Augustine Beach | WVIA-1170 | # country | travel information |
| Santa Rosa Beach | WWAV-102.3 | Tran. 41- soft AC | adult contemporary |
| HI Kahului | KHUI-99.9 | easy listening | soft AC |
| IL East St. Louis | WSNL-101.1 | WMRY, rock | adult contemporary |
| MT Hardin (Billings) | KKUL-FM-95.5 | # KBSR-FM, oldies | SMN Pure - oldies |
| Hardin | KKUL-1230 | # KBSR, oldies // FM | silent |
| NV Las Vegas | KLTN-103.3 | new | Tran. 41- soft AC |
| OH Columbus | WBNS-1460 | soft AC | Tran. AM- standards |
| TN Jonesborough | WKTP-1590 | # WUST, country //FM | easy listening |
| Knoxville | WKGN-1340 | # oldies | back to urban |
| TX Fort Worth | KLTY-94.1 | KOJO, rel. contemp | remains rel. contemp. |
| WA Spokane | KAQQ-590 | AC, talknet | Tran.AM- standards, tk |
| WY Kemmerer | KMER-950 | variety | Drake- country |
| ON Kitchener | CKKW-1090 | oldies | CHR |

NEW STATIONS: APPLICATIONS (* non-commercial station) (& reapplication)

(+ competes with existing application)

| | | | |
|----------|--------------------|---------------------|-----------------------------|
| CA 89.1* | Oxnard | 200 w, 853 ft | Santa Monica Community Col. |
| GA 88.3* | Hephzibah | 1000 w, 226 ft | C.S.R.A. Public Radio, Inc. |
| IN 102.9 | Garden City | 3000 w, 328 ft | Perdido Broadcasting Corp. |
| 100.5& | Princeton | 3000 w, 328 ft | Randolph Victor Bell |
| IA 106.9 | Rock Valley | 3000 w, 328 ft | Robert M. Mason |
| MI 1400 | Sault Sainte Marie | 250/250 w ND | Algoma Broadcasting Co. |
| OH 1160 | Batavia | 1000/400/400 w DA-N | Claremont County Bestg Co. |
| OR 98.7 | Nyssa | 3000 w, 328 ft | Robert M. Mason |
| TN 97.5+ | Lawrenceburg | 3000 w, 328 ft | C.W. Rawdon |

Returned/Dismissed Applications

| | | | |
|---------|-----------------|----------------|-------------------------|
| FL 1190 | Odessa (R) | only applicant | Randall H. Blair |
| HI 630 | Princeville (R) | only applicant | North Shore Radio, Inc. |

The M Street Journal is published each week by RadioPhiles, Inc. All rights reserved — no portion of The M Street Journal may be reproduced in any form without the specific written permission of the publisher. Subscriptions are available to professionals in the broadcast industry and allied fields. Subscription rates are \$95.00 annually, including the RADIO ANNUAL, or \$30.00 per quarter.

Returned/Dismissed Applications (cont'd)

| | | | |
|-----------|-----------------------|----------------|---------------------------------|
| IL 104.7+ | Bushnell (D) | | Horn Broadcast Partners |
| IN 106.7+ | Mount Vernon (denied) | | Southern Indiana Broadcasting |
| KY 105.7+ | Hawesville (D) | | Hancock Communications, Inc. |
| NY 99.5+ | Bridgeport (R) | | Jeffery Busch |
| NC 103.5+ | Hope Mills (D) | | Hope Mills Broadcast Part. |
| 820 | Paw Creek (R) | only applicant | Paw Creek Broadcasting Co., Inc |

NEW STATIONS: ACCEPTED FOR FILING

| | | | |
|----------|--------------|---------|--------------------------------|
| AL 90.9* | Huntsville | 4-12-89 | Brd. of Trustees Alabama A & M |
| CA 88.1* | Mount Shasta | 4-12-89 | State of Oregon |
| KY 90.1* | Millerstown | 4-12-89 | FM 90.1, Inc. |

NEW STATIONS: GRANTS

| | | | |
|---|---------------|----------------|--------------------------------|
| IL 104.7 | Bushnell | 3000 w, 328 ft | Ralph Trieger |
| IN 106.7 | Mount Vernon | 3000 w, 328 ft | Posey County Broadcasting Corp |
| KY 90.5* | Benton | 4500 w, 351 ft | Heartland Ministries |
| LA 104.3 | Bunkie | 3000 w, 328 ft | Owensville Communications Co. |
| MO 104.3 | Bonne Terre | 3000 w, 328 ft | Owensville Communications Co. |
| TX 98.5 | Hondo | 3000 w, 300 ft | Radio Medina, Inc. |
| VA 100.7 | Christianburg | 1850 w, 430 ft | Nirvana Radio Bestg Corp. |
| (FCC approved settlement agreement and dismissed previously granted application of Valley Radio Corp. for 100.7 at Christianburg) | | | |
| WV 106.7* | Lindside | 3000 w, 121 ft | Monroe County Brd. of Ed. |

CP ACTIVITY

| | | |
|-------------------|-----------------|--|
| AK KUZN(CP)-95.7 | Palmer | granted extension of time (2nd) |
| CA KKSA(CP)-1030 | Folsom | granted extension of time (station had been on air as CP) |
| KIRS(CP)-1040 | San Diego | granted extension of time for changes |
| KKJZ(CP)-700 | Soledad | granted reinstatement of expired CP |
| KMRJ-105.9 | Ukiah | on the air |
| FL WGWD(CP)-100.7 | Gretna | testing on air |
| WBPT(CP)-89.5* | Naples | granted extension of time (1st) |
| IA KOOO(CP)-102.3 | Onawa | granted extension of time (3rd) |
| KS KGAM-90.7* | Wichita | on the air |
| LA KKNO(CP)-750 | Gretna | granted extension of time for changes |
| ME WHQO(CP)-107.9 | Skowhegan | requests extension of time (1st) |
| MI WEUL(CP)-98.9 | Kingsford | requests extension of time (2nd) |
| WPRJ(CP)-1020 | Mount Pleasant | granted extension of time for changes |
| WBTI(CP)-1200 | Taylor | granted extension of time for changes |
| MT KKMT(CP)-710 | Ennis | granted extension of time |
| NV KJOR(CP)-550 | Sun Valley | requests reinstatement of expired CP |
| NJ WRLB(CP)-1460 | Florence | granted extension of time |
| WNJO(CP)-1550 | Seaside Park | granted extension of time |
| WSRR-1580 | Washington | granted extension of time for changes 4400/500 w DA-2 |
| NY WFBF(CP)-89.9* | Buffalo | granted extension of time (2nd) |
| WAQX(CP)-670 | Syracuse | requests extension of time |
| WPIE(CP)-1160 | Trumansburg | granted extension of time |
| SC WMIW(CP)-1190 | Atlantic Beach | granted extension of time |
| WWDR(CP)-101.1 | Hardeeville | granted extension of time |
| TX KCZO(CP)-92.1 | Carrizo Springs | granted extension of time (2nd) |
| KBIB(CP)-1000 | Marion | granted extension of time for changes |
| WA KPNP(CP)-99.5 | Pullman | requests extension of time (2nd) |
| WI WZTT(CP)-97.5 | Rhineland | granted extension of time (2nd) |

| <u>FACILITIES/PARAMETERS:</u> | | <u>APPLICATIONS</u> (& reapplication) |
|-------------------------------|------------------|---|
| AL WBSH (CP)-1020 | Heflin | change xmtr location |
| CA KNOB (CP)-1050 | Frazier Park | increase power to 10000 w, change xmtr location |
| KOFY-1050 | San Mateo | increase nights to 5000 w |
| KLVR-91.9* | Santa Rosa | 300 w, 29B8 ft, change xmtr location |
| CO KRCC-91.5* | Colorado Springs | 6000 w |
| FL WOOO (CP)-1190 | Royal Palm Beach | increase nights to 1000 w, change xmtr location |
| IL WDDD-810 | Johnston City | increase nights to 400 w, changes in antenna system |
| KS KTJO-FM-88.1* | Ottawa | move to 88.9 MHz, 2500 w, 364 ft |
| LA KICR-FM-104.9 | Oakdale | move to 98.7 MHz, 567 ft, change xmtr location |
| ME WCLZ-900 | Brunswick | direct measurement of antenna power |
| MD WCTS-FM-91.9* | Takoma Park (&) | 50000 w, 492 ft, change xmtr location |
| MS WACR-FM-103.9 | Columbus | 50000 w, 492 ft, C2, change xmtr loc. |
| MO KOZX-106.3 | Cabool | move to 98.1 MHz |
| KWOC-930 | Poplar Bluff | direct measurement of antenna power |
| NJ WADB-95.9 | Point Pleasant | 328 ft, change support height |
| NY WQBK-FM-103.9 | Rensselaer | 2500 w, 367 ft, change xmtr location |
| WZAD (CP)-97.3 | Wurtsboro | change xmtr location |
| NC WABZ-FM-100.9 | Albemarle | 870 w, 574 ft, change xmtr location |
| WCPE-89.7* | Raleigh (&) | 100000 w, 679 ft |
| PA WMYJ-97.9 | Edinboro | 1240 w, 505 ft |
| TX KFOM-88.3 | Mesquite | 650 w, 571 ft, change xmtr location |
| VA WTRM-91.3* | Winchester | B000 w, install directional antenna |
| WI WYLO-540 | Jackson | amend app to 400 w, day and night |
| WQWM-1050 | Kaukauna | add nights with 500 w, changes in sys. |
| WHWC-88.3* | Menomonie (&) | 25000 w |
| WSPO-1010 | Stevens Point | direct measurement of antenna power |
| WDCW-97.7 | Sturgeon Bay | 400 ft |

| <u>Returned/Dismissed Applications</u> | | |
|--|------------------|--|
| GA WSLE-1440 | Bremen (D) | change xmtr location |
| MA WBMA (CP)-890 | Dedham (R) | 50000/3000 w DA-2, change xmtr location |
| NE KHAT-FM-106.3 | Lincoln (D) | 3000 w, 215 ft |
| NJ WBUD-1260 | Trenton (R) | increase nights to 1700 w |
| NY WGNV-1220 | Newburgh (R) | increase nights on 1200 KHz CP to 2500 w, change xmtr location |
| TX KCLP (CP)-1180 | Claude (R) | move to Amarillo, TX, 1000/240 w DA-2 |
| WV WAMN-1040 | Green Valley (R) | move to 1050 KHz, 1430 w ND day only |

| <u>FACILITIES/PARAMETERS:</u> | | <u>GRANTS</u> |
|-------------------------------|-------------|---|
| AZ KZZZ-94.7 | Kingman | use former main as auxiliary |
| KHAC-1110 | Window Rock | move to Tse Bonito, AZ, 880 KHz, 10000/430 w ND |
| FL WYFB-90.5* | Gainesville | 96810 w, 679 ft |
| OH WOTL-90.3* | Toledo | 695 w |
| PA WESB-1490 | Bradford | change xmtr location and in system |
| WVCH-740 | Chester | 50000 w DA-D, change xmtr location |
| WDLS (CP)-93.7 | Dallas | 750 w, 679 ft, change xmtr location |
| WXMJ (CP)-99.5 | Mount Union | 150 w, 1440 ft, change xmtr location |
| TN WCMT-FM-101.7 | Martin | 328 ft |
| TX KLDE-94.5 | Houston | operate former main as auxiliary |

M STREET JOURNAL SAMPLE ISSUE

THE M STREET JOURNAL

page 4

Apr. 24, 1989

FACILITIES/PARAMETERS: GRANTS (cont'd)

| | | |
|---------------|--------|--|
| TX KYKS-105.1 | Lufkin | 1066 ft, change xmtr location |
| KWTX-FM-97.5 | Waco | replace non-directional antenna system |

CALL LETTER CHANGES (# applied for by new owners)

(effective date given if after 4/24/89)

| | | | |
|--------------------|----------------|---------|-------------|
| AL WSYE (CP)-101.9 | Citronelle | # WKQR | |
| WAAY-1550 | Huntsville | WAAJ | |
| new-88.5* | Mobile | WAYF | |
| WRRX-1230 | Tuscaloosa | # WRLX | |
| new-99.9 | Tuskegee | WACQ-FM | |
| AR new-93.3 | El Oorado | KLTW | |
| CA new-95.9 | Barstow | KXXZ | |
| KREO-92.9 | Healdsburg | # KHHT | (requested) |
| IL WMRY-101.1 | East St. Louis | WSNL | "Sunny" |
| IN new-1030 | Union City | WBYG | (requested) |
| IA KLRZ-95.3 | Red Oak | KOAK-FM | |
| KS new-101.1 | Caney | KEOJ | |
| KY new-90.5* | Benton | WVHM | |
| MA WEOO (CP)-1270 | Fairhaven | WLAW | |
| WALE-1400 | Fall River | # WHTB | (requested) |
| MI new-95.9 | Glen Arbor | WTHM | |
| MT new-97.9 | Shelby | KYYC | |
| NY WNYR-1490 | Syracuse | WNNR | |
| new-103.3 | Vestal | WLTB | |
| new-98.5 | Waterloo | WNYR-FM | |
| NC WAZZ-103.9 | Fuquay-Varina | # WAVQ | (requested) |
| new-97.5 | Hatteras | WYND-FM | |
| OH WPKO-1390 | Bellefontaine | WBLL | 5/12/89 |
| new-99.9 | Uhrichsville | WTUZ | (requested) |
| OR KPRB-FM-102.7 | Redmond | # KSJJ | |
| SC WPRH-FM-103.1 | Columbia | # WOMG | |
| SD new-104.3 | Rapid City | KTOQ-FM | (requested) |
| TN WWBA-1430 | Germantown | WEZI | |
| WRVR-680 | Memphis | # WGIO | 5/19/89 |
| new-98.7 | Oliver Springs | WXVO | (requested) |
| TX new-101.3 | Cameron | KJKS | |
| KOJO-94.1 | Fort Worth | KLTY | |
| new-95.1 | Friona | KGRW | |
| VA new-93.1 | Clincho | WVIC-FM | |
| new-98.9 | Lawrenceville | WLES-FM | (requested) |
| WXGI-950 | Richmond | # WJOK | 5/1/89 |
| WYNO-FM-99.3 | Spotsylvania | # WPLC | |
| WA new-720 | Long Beach | KSWX | |
| KZLO (CP)FM-97.7 | Othello | KZLN-FM | |
| KPNP (CP)-99.5 | Pullman | KZZL-FM | |
| WV WPQZ-1400 | Clarksburg | WOBG | 5/5/89 |
| WBNN (CP)-100.1 | Vienna | WDMX | |
| new-102.9 | Welch | WELC-FM | |
| WI WAHC-96.7 | Oshkosh | # WUSW | |
| WMLW-94.1 | Watertown | # WTFX | 5/1/89 |

PROPOSED STATION TRANSFERS

(r reorganization of existing ownership)

| | | |
|--------------|---------|---|
| AL WHKW-98.1 | Fayette | to Tuscaloosa Broadcasting Co., Inc. |
| WDKT-730 | Madison | to Vascular Diagnostic Labs (Excelsior) |
| AR KSRB-1570 | Hardy | r to A. L. Tenney, Trustee |

PROPOSED STATION TRANSFERS (cont'd)

| | | | | |
|----|-------------------------|----------------|---|--|
| AR | KDRS-1490/KLQZ-107.1 | Paragould | | to SAS Communications, Inc. |
| CA | KCLQ-620 | Hanford | | to P & C Broadcasting |
| | KPAK-1230 | Redding | r | to Redding Broadcasting, Inc. |
| | KTAP-1600 | Santa Maria | | to Diaz Broadcasting, Inc. |
| | KMBY-107.1 | Seaside | | to KMBY, Inc. |
| | KNZS-1540 | Soquel | | to KMBY, Inc. |
| DC | WUST-1120 | Washington | | to Vogel/Israel Communications, Inc. |
| FL | WGTO-540 | Pine Hills | | to Harry M. Lowell (Florida Media, Inc.) |
| GA | WSVH-91.1* | Savannah | | to GA Public Tel. Commis. (re-application) |
| IL | WLDS-1180 | Jacksonville | | to Jerdon Broadcasting Co. |
| | WROK-1440/WZOK-97.5 | Rockford | r | in Nolte Communications, Inc |
| | WKLL-590 | Wood River | | to Channel One Communications, Inc. |
| IA | KWGG-104.9 | Hampton | | to K-105 Partnership |
| KY | WDXR-1450 | Paducah | | to William L. Moir |
| LA | KMAR-1570/95.9 | Winnsboro | r | to Bennie George, Receiver |
| ME | WLKN-1450 | Lincoln | | to Northland Communications Corp. |
| MD | WPTX-920/WMDM-FM-97.7 | Lexington Park | | to Emmett Broadcasting Corp. |
| MA | WFTQ-1440/WAAF-107.3 | Worcester | | to Zapis Communications Corp. |
| MN | KLIZ-1380/107.5 | Brainerd | | to Sioux Valley Broadcasting, Inc. |
| | KQHT-96.1 | Crookston | | to CD Broadcasting Corp. of Grand Forks |
| | KVOX-1280/99.9 | Moorhead | | to KVOX, Inc. |
| MO | KWTO-560/98.7 | Springfield | | to Cole Media, Inc. |
| | KEZK-102.5 | St. Louis | | to Channel One Communications, Inc. |
| | KSTZ-105.7 | Ste. Genevieve | | to Adams Radio of St. Louis, Inc. |
| MT | KGLM-FM-97.7 | Anaconda | | to Aire/Ink, Inc. |
| NY | WECK-1230 | Cheektowaga | | to LWB Allentown Corp. |
| | WSCM-1190 | Cobleskill | | to B-Be Media, Inc. |
| | WACS-FM-103.5 | Cobleskill | r | to The Radio Active Group, Inc. |
| | WMCA-570 | New York | | to Ventura Broadcasting Corp. |
| NC | WPYB-1130 | Benson | | to Bobby Ray Johnson |
| | WPNC-1470/95.9 | Plymouth | | to Plymouth Radio Group |
| ND | KZZY-103.5 | Devils Lake | | to Devils Lake Broadcasting Group, Inc. |
| | (CP)-107.9 | Fargo | r | to Nan E. Carlisle |
| ND | KRRZ-1390/KZPR-105.3 | Minot | | to CD Broadcasting Corp. of Minot |
| OH | WRQN-93.5 | Bowling Green | | to ABS Toledo Partners, LP |
| OK | KXVQ-1500 | Pawhuska | | to Williams Media Production, Inc. |
| | KINB-107.3 | Poteau | | to Landmark Communications, Inc. |
| PR | WJZD-88.5* | Levittown | | in Community Ed. Group, Inc. |
| | WUNO-1320 | San Juan | | to Century-ML Radio Venture |
| RI | WKRI-1450 | West Warwick | | to Atlantic Broadcasting System, Inc. |
| SC | WOLS-1230 | Florence | r | to Wols Broadcasting Corp. |
| | WCPL-FM-102.3 | Pageland | | to Roldan Broadcasting Corp. |
| | WSJW-1510 | Woodruff | | to Jackie Cooper Media, Inc. |
| SD | KBHB-810/KRCS-93.1 | Sturgis | | to CO Broadcasting Corp. of Strugis |
| | KJQQ-910/KKQQ-102.3 | Volga | | to CD Broadcasting Corp. of Brainerd |
| TN | WHGG (CP)-88.3* | Knoxville | | to Bible Broadcasting Network, Inc. |
| | WORI-1550 | Oak Ridge | | to Jack A. Thompson, Jr. |
| TX | KZZE-1240/KISJ-FM-104.1 | Brownwood | r | to Lewellyn Communications, Inc. Oebtor |
| | KEZP-103.1 | Canadian | | to Canadian Broadcast Group, Inc. |
| | KBUC (CP)-830 | Cibolo | r | to JXC, Inc. |
| | KQRO-1600/(CP)97.7 | Cuero | | to Rudy Perez |
| | KZTX-106.3 | Refugio | | to Mazal Bstg Co. of Corp. Christi, Inc |
| | KLXQ-102.3 | Uvalde | | to Moll-Tex Broadcasting Co., Inc. |
| VA | WCVA-1490/WCVA-103.1 | Culpeper | | to Culpeper Media, Inc. |
| | WHHV-1400 | Hillsville | r | to Mary Jane Espravnik (Magnum Comm.) |

M STREET JOURNAL SAMPLE ISSUE

THE M STREET JOURNAL

page 6

Apr. 24, 1989

PROPOSED STATION TRANSFERS (cont'd)

VA WVZN-1170 Lynchburg
WI WBBN-1460/100.7 Racine
WKSH-1370 Sussex
WHTL-FM-102.3 Whitehall

to Seven Hills Media, Inc.
to Channel One Communications, Inc.
to L & L Pewaukee Ventures, Inc.
to Americom Corp.

FM ALLOCATIONS: PROPOSED AMENDMENTS

| | | |
|---------|----------------|--|
| AR KAYZ | El Dorado | to 103.3 C1 from 103.1 A, com. Jun. 12, rep. Jun. 27 |
| CA new | Wilson Creek | add 97.5 A, counterproposal comments May 4 |
| KTID | San Rafael | to 100.7 A from 100.9 A, com. Jun. 12, rep. Jun. 27 |
| LA new | Bastrop | to 97.3 A from 103.3 A, with KAYZ proposal |
| MI new | Bridgman | add 97.5 A, counterproposal comments May 4 |
| new | Gladwin | add 107.5 A, counterproposal comments May 4 |
| MO new | Cassville | to 100.1 A from 93.3 A, with Seligman proposal |
| new | Seligman | to 93.3 C2 from 95.3 A, counterproposal com. May 4 |
| NJ new | Tuckerton | add 105.7 A, counterproposal comments May 4 |
| WJRZ | Manahawkin | to 105.7 B1 from 100.1 A, counterproposal com. May 4 |
| NY new | Vestal | to 103.3 B1 from A, counterproposal comments May 4 |
| NC WIOZ | Southern Pines | to 106.9 C2 from 107.1 A, counterproposal com. May 4 |
| OH new | Hubbard | add 101.9 A, counterproposal comments May 4 |
| PA new | Mansfield | add 92.3 A, counterproposal comments May 4 |
| SC new | South Congaree | add 95.3 A, counterproposal comments May 4 |
| WKWQ | Batesburg | to 93.1 A from 95.3 A, with South Congaree prop. |
| TX new | Mason | to 97.7 C2 from 97.9 C2 |
| VA new | White Stone | add 100.1 A, counterproposal comments May 4 |

The FCC has ordered WSGM, Staunton, VA and WVJZ, Orange, VA, to show cause why WSGM licence should not be modified to substitute 93.1 A for 93.5 A, and WVJZ's licence to substitute 96.1 A for 96.7 A.

FM ALLOCATIONS: GRANTED AMENDMENTS

| | | |
|--------------|------------|--|
| AK new | Sitka | add 103.1 C2, window opens Jun. 6, closes Jul. 6 |
| CA KZIQ-FM | Ridgecrest | to 92.7 B1 from A |
| GA WKXH-FM | Alma | to 104.3 A from 95.9 A |
| WQZY | Dublin | to 95.9 C2 from A |
| IA KQIS | Clarinda | to 106.1 C2 from 106.3 A |
| MS WQIC-FM | Marion | to 95.1 C2 from A |
| ND KGWB (CP) | Wahpeton | to 106.9 C2 from 107.1 A |
| TX new | Franklin | add 98.9 A, window opens Jun. 6, closes Jul. 6 |

FM ALLOCATIONS: DISMISSED AMENDMENTS

| | | |
|--------|---------------|---|
| IA new | Ossian | add 96.1 A |
| MO new | Pleasant Hope | add 95.5 C2 (dismissed request for reconsideration) |

WASHINGTON THIS WEEK

The NAB has asked the FCC to reconsider its recent decision on FM directional antennas and not to implement its new FM translator rules.

INTERNATIONAL BROADCASTING

KCBI, Dallas, TX has proposed a transfer of control from Criswell Center for Biblical Studies to Interamerican Community Church, Inc.

M Street

Next weeks issue will be a day or two later than usual to accommodate the NAB's 67th Annual Convention and 43rd Annual Engineering Conference in Las Vegas, NV, April 28th to May 2nd.

* * * *

**AM & FM Stations make over 250
changes weekly**

Each week The M Street Journal reports over 250 format, technical, call letter and ownership changes. We add to that new station applications and activity, information on the progress of construction permits and all proposed and actual changes to the FM table of allocations. We will also let you know the major decisions and actions taken by the FCC concerning radio broadcasting.

The M Street Journal is a great way to keep up on what broadcasters in your area and across the country are doing. Keep up on new stations, find investment and marketing opportunities, format changes, proposed and granted technical changes all in one easy to read, timely publication.

The M Street Journal is delivered by first class mail 52 weeks a year for just \$95 and that price includes the next issue of The M Street Radio Directory. A quarterly rate is also available for \$30, without the next directory.

To order send your check, name, address and phone number to:

The M Street Journal
P.O. Box 3568
Alexandria, VA 22302

For credit card orders phone (703) 684-3622 or send your name (as it appears on your card) along with your address, card number, expiration date, phone number, signature and the amount to be charged to the above address.

Notes

STATION UPDATE FORM

Please help us keep your stations listing in our database and directory current. Fill out the form below and send it along with your business card (for verification purposes) to:

The M Street Journal
P.O. Box 3568
Alexandria, VA 22302

Station : _____ Frequency: _____
City: _____ State: _____

Station owner: _____

Group owner: _____

Station address: _____
City: _____ State: _____ Zip _____

Mailing address: _____
City: _____ State: _____ Zip _____

Phone: Station: _____
Fax: _____
800 line: _____

Satellites receivable: _____

Format: _____
Source(s) (live, automated, network) _____
Slogan: _____
Networks: _____
Special Programs: _____

General Manager: _____
Program Director: _____
Chief Engineer: _____
Sales Manager: _____

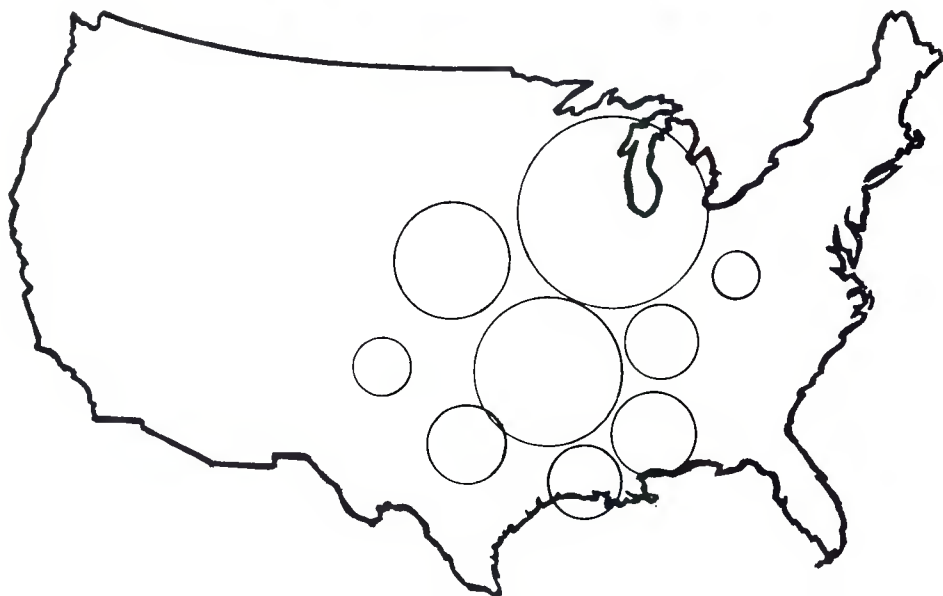
Market(s) served: _____

Power: _____ PSA: _____ PSSA: _____
Critical hours: _____
Antenna height/DA: _____

Pending applications & CP's _____

Co-owned AM/FM/TV or newspaper in the same market:

MAPFM



Would you like to start an FM station?

Have you ever paid for "public" information?

Be your own consultant with
MAPFM from RADIOSOFT

Designed to run on any IBM-type PC*, MAPFM gives you instant information about any FM station, translator, applicant or allocation in the U.S. (including Alaska, Hawaii, PR & VI), calculated distances and bearings, and plots them on your screen using the FCC's own database (included in the price).

*with hard or RAM drive

RADIOSOFT
A DIVISION OF
Mountain Tower, Ltd.



1111 Fawn Road, Saugerties, NY 12477

914-246-4912

ALL CHIEFS. NO INDIANS.

The new Pulse is designed just for radio management, to provide you, the chief, with a WEEKLY source of ideas and tools to help put another feather in your cap. Our focus is to keep you on target with valuable, positive, credible, unbiased information.

Subscribe today 407-626-3774.

The
Pulse
RADIO'S MANAGEMENT WEEKLY
of Radio