

THE COMPLETE INDUSTRY GUIDE
by the Editors of *The M Street Journal*

56623

THE

1989 EDITION

**STREET
RADIO
DIRECTORY**

COMPREHENSIVE MARKET DATA:

AM and FM Stations

USA and Canada

Program Formats

Arbitron and Birch Ratings

Construction Permits and Applications

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THE M STREET RADIO DIRECTORY

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The Book you now hold in your hands is the culmination of many years of work by a dedicated group of radio lovers who are both computer buffs and experienced broadcasters. Almost everyone who has worked on this project has been, at one time or another, an integral part of some station, somewhere; most have years of broadcasting behind them, or still before them.

In 1987, I was a subscriber to The M Street Journal, a small weekly summary of FCC actions and format information, published for about three years by Geov Parrish, a sometime announcer, PD, and writer on radio. However, it consumed too much of his time, and began to drain resources away from other projects; so publication ceased. One thing led to another, and somehow, by paying off some of the accumulated debts, and assuming many new ones (!), publishing resumed and I came to control the destiny of the company.

Fortunately, a new editor came with it: Robert Unmacht, who not only had worked at a number of stations over the years, but had even owned one. Who could better decipher the mass of paper generated by the FCC, and know which questions to ask? One of his partners in the radio ownership game, David Brazier, was able to rent for us a new computer, with tremendous storage capacity, and we were off in developing a master data base of radio in the US and Canada. This book is a physical manifestation of the work of Robert, Geov, David, John Sally, and W. T. Koltek, and some 80 megabytes of material; in all, much more work and expense than we ever imagined.

As a book prepared by broadcasters for broadcasters, the product of all our work contains more useful, usable and affordable information than any other source. This is the basic information we feel a station owner, engineer, manager, DJ, time buyer, etc. --anyone who cares about radio-- can use to find out what's happening in the business today.

The data within is part of a much larger database that has been compiled and refined over the past five years. We have selected for inclusion in this book the most frequently requested items. Customized packages of station data are available through our Alexandria office; call (703) 684-3622 or write to P.O.Box 3568, Alexandria, VA 22302 for details.

Radio, of course, changes constantly. As with any set of data this large and volatile, some errors are inevitable; we've tried to make this compilation as accurate as humanly possible, and it's an ongoing process. If you should notice information that is incorrect or missing, please pass the corrections along so that the next edition will be even more accurate.

--Matt Edwards, Publisher

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POWER RATIO TRENDS BY FORMAT

<u>Format</u>	<u>1987 Ratio</u>	<u>1986 Ratio</u>
Adult Contemporary	1.34	1.38
Album Oriented Rock	1.14	1.04
Classic Rock	1.12	1.06
Classical	1.30	1.35
Contemporary Hit Radio	1.08	1.07
Country	1.38	1.42
Easy Listening	.82	.83
Full Service AM	1.28	1.16
News/Talk	1.44	1.47
Nostalgia/Big Band	.75	.71
Oldies	.93	.83
Soft-Lite Adult Contemporary	1.18	1.26
Spanish	1.32	1.24
Urban Contemporary	.76	.83

METHODOLOGY

The revenue share/audience share ratios for approximately 500 stations included herein represent the 1987 revenue share per the NATIONAL COMPOSITE RADIO REVENUE REPORT prepared for the station's specific market by Miller, Kaplan, Arase & Co. divided by the mean 12+ average quarter hour audience share for Summer, 1986 through Spring, 1987 per ARBITRON divided by 1.1 since an average of 90% of a given market's total revenue is reported to Miller, Kaplan, Arase & Co. by those stations collectively comprising the market revenue reporting cooperative. The same methodology applies to prior year figures.

MILLER, KAPLAN, ARASE & CO. is a Los Angeles based public accounting firm specializing in broadcast financial advisory and tax services. In addition to the performance of certified financial/operational audits, the Firm assists broadcasters in obtaining financing, consults on acquisition opportunities and allocates station purchase prices.

Approximately 700 stations in 60 markets nationwide participate in the NATIONAL COMPOSITE RADIO REVENUE REPORT.

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The M Street Radio Directory

We are privileged to include ratings by both major organizations who do audience surveys: Arbitron Ratings Company, a division of Control Data (Arbitron), and Birch/Scarborough Research (Birch).

Estimates of market shares labeled Arbitron are:

Copyright 1988, Arbitron Ratings Company. Estimates may not be quoted or reproduced without prior written permission of Arbitron Ratings Company.

Estimates of market shares labeled Birch are:

Copyright 1988, Birch Research Corp. Estimates may not be quoted or reproduced without Birch Research Corp.'s prior written permission.

What do ratings mean? Depends who you ask, and how you phrase the question. Those little numbers appended to many of the listings in the body of this book can tell a lot, or mystify. They are both fascinating and innately misleading. Ratings can provide useful information if they are properly interpreted and their shortcomings recognized.

The figures we show are taken from the Spring 1988 ratings period. Ratings are not shown for stations that received less than a .1 share or stations who have changed their format since the Spring 1988 rating period. The figures shown are full week (Monday to Sunday) average quarter hour shares for all persons over 12 years of age for the Metro Survey Area. Many stations do much better or worse in particular dayparts (e.g., mornings), and for different types of audiences. These more specific figures aren't included, because of their volume, and because the ratings companies would have little to sell if we published them. Our inclusion of such data from Birch and Arbitron is based partially on their hopes that persons needing fully detailed information will subscribe to their services.

We have attempted to include all the markets they survey, and have succeeded to a

ABOUT RATINGS

great extent, but because of the lack of uniformity of survey areas, in some cases we've had to drop one survey or the other. Arbitron, for instance, considers Roanoke/Lynchburg VA to be one market, while Birch divides it into two separate markets. Which is right? Both, actually. It all depends what you're looking for. National advertisers and Ad agencies probably prefer to look at them as single market; salespeople for a Roanoke station, and advertisers catering only to the Roanoke market rightfully have no interest in what the station "does" in Lynchburg.

Some markets are ignored by ratings companies. Markets are surveyed only if someone is willing to pay for it. Some rather large towns and cities are not rated because there are no buyers. For example, Paducah KY is not rated, nor is the Columbus-Tupelo MS market. Similarly, Aberdeen WA, which was once a rated market, is no longer one.

To define potential radio markets in the US, we have designated over 400 market areas where stations generally serve the same audience and compete with each other. As with any such listing, there will be stations which are not included that should be, and some are shown that don't reach the area at all. With over 11,400 stations, we could not visit them all to determine their coverage areas and marketing thrusts. We did, however, attempt to make our perceptions of markets coincide as closely as possible with that of the ratings companies and the stations. If your station needs to be added to or deleted from a particular market, please let us know.

To help you get the most information from the station listings please read through this guide. The column on the left shows a sample of what is being described in the righthand column.

Please examine the samples at the left.

The listings are arranged in lines. We use six different types of lines always in the same order:

- City
 - Call Letters
 - Frequency
 - Address
 - Applications & Permits
 - Market Information
-

City of License is followed by the stations in frequency order. AM stations first then FM stations.

Call letters are followed by Power/Facility: For AM stations the day power is listed first and the night power second (i.e. 5000/250w). Next is the AM antenna configuration:

- ND-D non-directional day
- DA-D directional days
- DA-1 same directional pattern
day and night
- DA-2 different directional
patterns day and night
- = station shares time with another
station

FM stations list their effective radiated power followed by the antenna height above average terrain. FM stations whose ERP or HAAT is different for horizontal and vertical polarizations list the figures as (h) and (v). "DA" means directional antenna.

Cheyenne
KFBC 1000/1000w ND [AC] 5s
1240 Capitol Radio, Inc. 307-634-4461
1806 Capitol Ave. 82001 [KFBQ-FM]
Cheyenne Arbitron 7.7

Cheyenne

KFBC 1000/1000w ND

KYCN-FM 3000w 126 ft

GUIDE TO USE

KSHY 1000w ND-D [RL]

KSHY 1000w ND-D [RL] 6s 8f 8l

1240 Capitol Radio, Inc. 307-634-4461

1370 +Radio Property Ventures 307-635-8787

Box 2090 82602 2323 E. 15th 82609

1806 Capitol Ave. 82001 [KFBQ-FM]

cp 1530;10000/1000 DA-2 Fox Farm

Cheyenne Arbitron 7.7

Format codes follow the power/facility in square brackets. Please see the section **FORMAT CODES** for a complete explanation of our format classifications and thier codes.

The last items on the Call Letter line are the change codes. The last digit of the year of the change is followed by a code for the type of change:

- c call letter change
- f frequency change
- l city of license change
- n new station on air
- s station sale

The frequency line includes the licensed owner of the station and the station's business office phone number. If we do not have a phone number the area code is given. A "+" preceding the owner indicates the company (not necessarily under the same name) has interest in stations in other markets.

Addresses up to two are shown . The city and state are assumed to be the city and state of license unless otherwise listed.

Any AM or FM affiliate in the same market is shown in square brackets following the station addresses.

The Applications & Permits line if any shows applications not yet accepted or rejected and construction permits not yet on air. Listings correspond to the facilities descriptions above.

The last possible line in a station listing is the Market Information. The primary market area served is followed by any ratings (see **ABOUT RATINGS**) and any secondary market .

FORMAT CODES

As the broadcast industry itself evolves, so do station formats, and classifications/definitions are amended from time to time to reflect current trends. Here is the current set of format classifications in use:

AC Adult Contemporary

An adult-oriented pop/rock station, with no hard rock, possibly some non-rock music, and often a greater emphasis on non-current music.

AP Album - Progressive

Electric rock, often with wide variations in musical style.

AR Album - Rock

Mainstream rock & roll. Can include more guitar-oriented "heavy metal".

AS Adult Standards

Standards and older, non-rock popular music (1930-1965), appeals to older adults. Often includes softer current popular music.

CH Contemporary Hit Radio

Current popular music, often encompassing a variety of rock styles. "Top-40.", CH-RB would be Dance/CHR.

CW Country

Country music and current country hits.

DR Drama

Radio dramas, often pre-1950.

ET Ethnic

Programs in languages other than English, French or Spanish. Often brokered and/or block-programmed.

EZ Easy Listening

Gentle, background music, often cover versions of popular songs. More up-tempo varieties of this format include soft rock originals.

FA Fine Arts - Classical

Fine arts (classical) music, often including opera, theater, and/or culture-oriented news and talk.

FF French

French-language programming.

HA Comedy

Comedy monologues, sketches, music and dramas.

JZ Jazz

Jazz music, usually a loose and electric mix; sometimes black-oriented.

NA New Age

Mostly instrumental, mostly electronic background music; often mixed with soft jazz and/or soft AC.

NX News

All-news, either local or network in origin. Included in format description only if a significant block of time is devoted to it.

FX Farm News

OL Oldies

Formerly popular music, usually rock oldies, with 80% or greater non-current music. CW-OL indicates country oldies; RB-OL, black oldies and AR-OL, album rock oldies or "classic rock".

PT Pre-teen

Music, drama or readings intended primarily for a pre-teen audience.

RB Black/soul - Urban

Black-oriented music and programming primarily for a black audience; can cover a wide range of musical styles, often called "Urban Contemporary"

RC Religious - Contemporary

Modern and rock-based religious music.

RG Religious - Gospel

Traditional religious music; can be black-oriented.

FORMAT CODES

RL Religious

Local or syndicated religious programming, sometimes mixed with music.

SA Soft Adult Contemporary

A cross between Adult Contemporary and Easy Listening. Almost wholly non-current, soft rock originals; can also be mixed with adult standards.

SB Soft Urban Contemporary

A mix of soft Urban and Adult Contemporary, often heavy in oldies.

SS Spanish

Spanish-language programming. For Mexican stations (both in Mexico and the U.S.), Spanish-language equivalents of English formats include SS-CW (ranchero music), SS-AC ("modern" music), SS-SA or SS-VA ("international" music), and formats such as SS-EZ or SS-NX-TK which match English language formats.

SX Sports

Listed only if all or a substantial block of a broadcast day is devoted to play-by-play, sports news, interviews or tele-talk.

TK Talk

Talk, either local or network in origin; can be telephone-talk, interviews, information, or a mix.

HT Health Talk

All fitness or motivational talk formats.

MT Financial Talk

All financial or "Money-Talk".

VA Variety

Incorporating three or more distinct formats, either block-programmed or simultaneously.

ADDITIONAL CODES:

*	Non-commercial station
Z	Station currently off air
-	Format unknown
m	AM-drive
e	Evening
n	Night
l	Late night
y	Weekends
s	Simulcasts
r	Rebroadcasts another station
&	Satellite programming
@	Automated programming
X-Y	Formats combine
X/Y	Formats alternate (dayparted)