

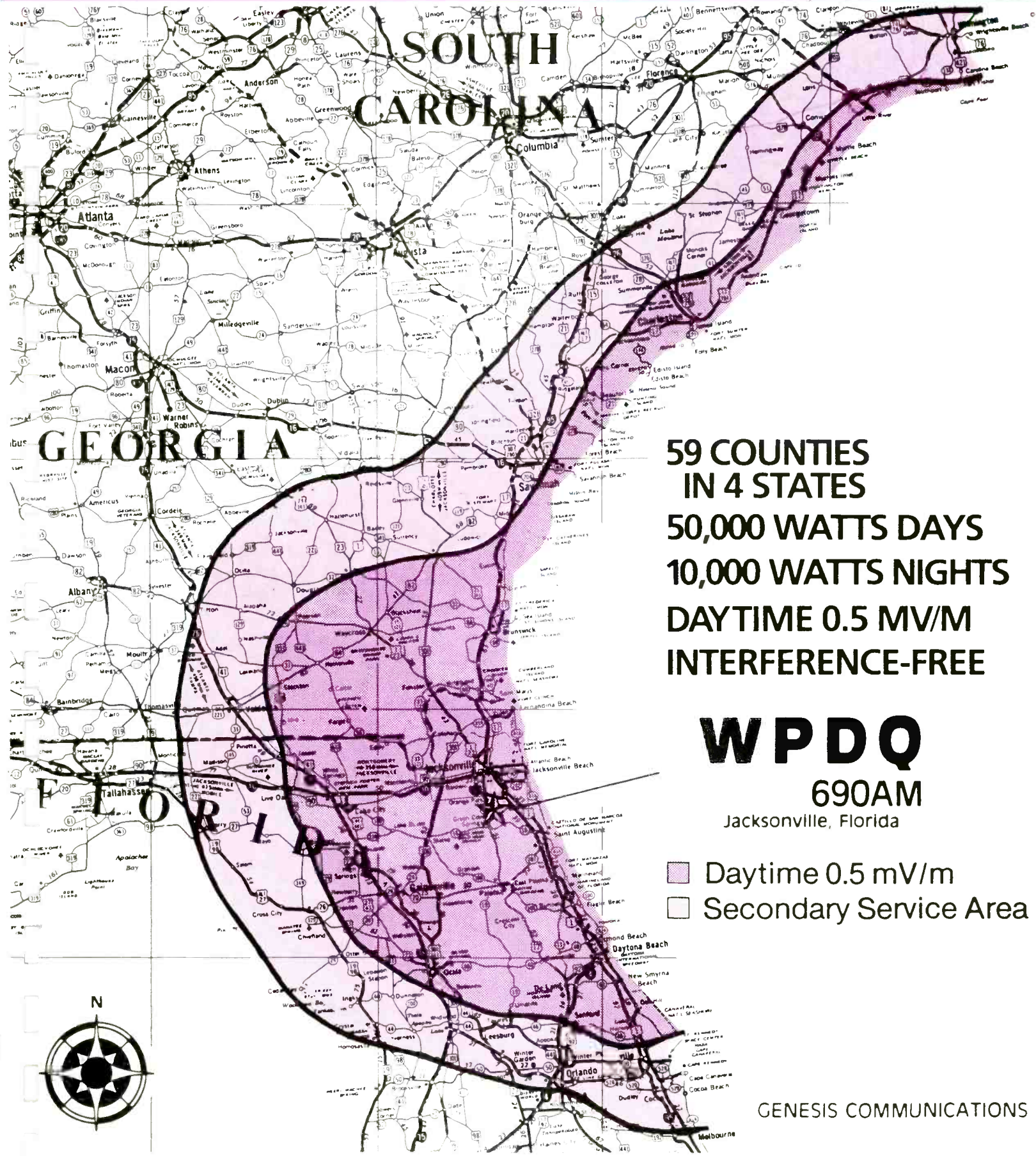


**WPDQ
THE MIGHTY 690**

**200 Wharfside Way
Jacksonville, Florida 32207**

(904) 396-0690

COVERAGE



**59 COUNTIES
IN 4 STATES
50,000 WATTS DAYS
10,000 WATTS NIGHTS
DAYTIME 0.5 MV/M
INTERFERENCE-FREE**

WPDQ

690AM

Jacksonville, Florida

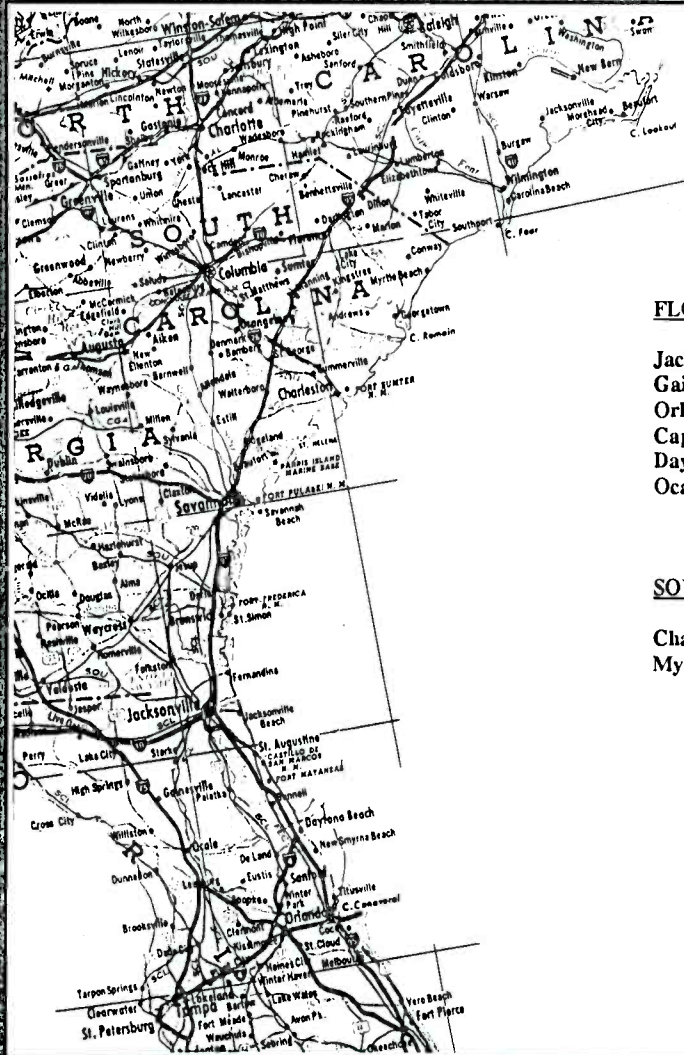
-  Daytime 0.5 mV/m
-  Secondary Service Area

GENESIS COMMUNICATIONS

**FROM WILMINGTON, NORTH CAROLINA
to
MELBOURNE, FLORIDA**

To keep on top of minute to minute top breaking NEWS, The Mighty 690 has created a NEWS COOPERATIVE with the best local news stations up and down the eastern seaboard. The Mighty 690 is the ONLY Florida radio station to receive state news wires from both Georgia and South Carolina.

DAILY, The Mighty 690's newscasts cover important stories from . . .



FLORIDA

Jacksonville
Gainesville
Orlando
Cape Canaveral
Daytona Beach
Ocala

GEORGIA

Waycross
Brunswick
Savannah

SOUTH CAROLINA

Charleston
Myrtle Beach

NORTH CAROLINA

Wilmington

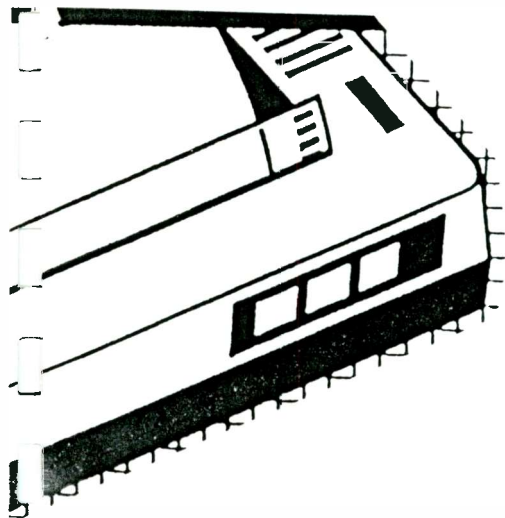
WPDQ's COMPUTERIZED NEWS CENTER . . .

Handles the tremendous amount of information pouring into the WPDQ NEWS CENTER.

Reviewing and editing NEWS from four (4) states and fifty-nine (59) counties, plus national and international NEWS can create a log-jam of paperwork.

With our COMPUTERIZED NEWS CENTER, The Mighty 690 is alerted to top breaking NEWS stories instantly and can access several information NEWS services should the need arise.

The Mighty 690 is Jacksonville's ONLY regional radio station NEWS department! Because of our "SUPERSTATION SIGNAL" of 50,000 watts covering the southeastern coast, WPDQ focuses on NEWS, WEATHER and TRAFFIC in Florida, Georgia, South Carolina and North Carolina.



If you have ever experienced the frustration of trying to get a LOCAL NEWSCAST on the radio on a Saturday or Sunday, then you can join the southeast in appreciating . . .

WPDQ's 20/20 NEWS

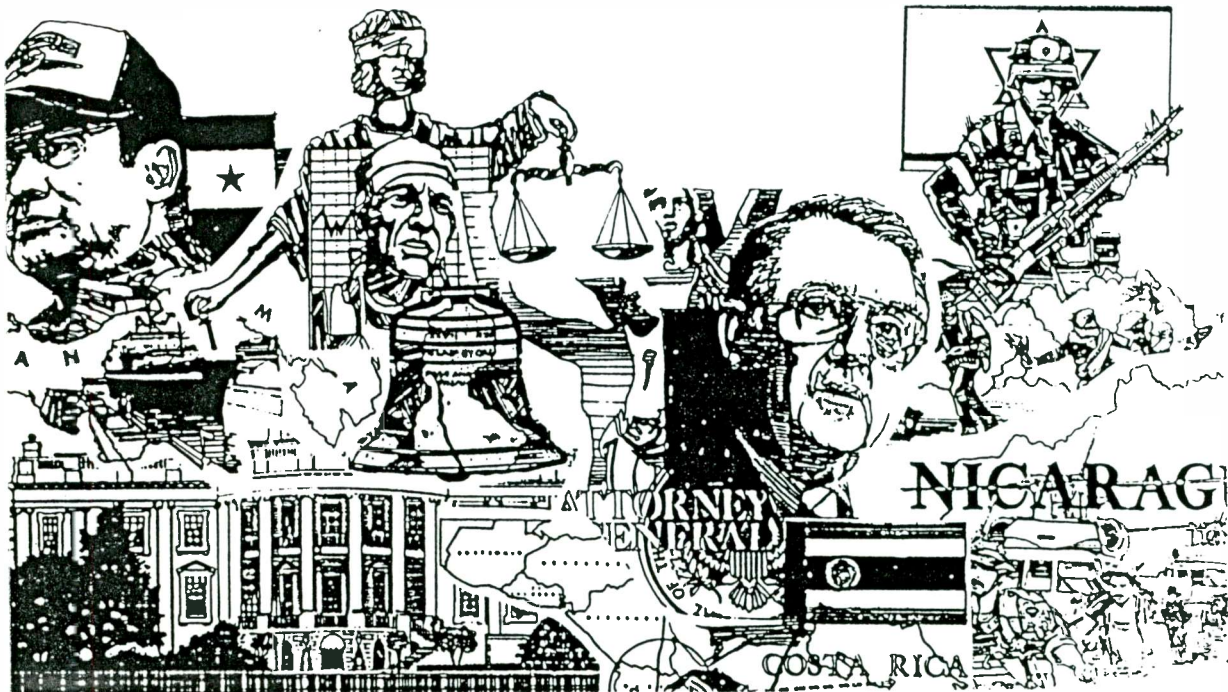
*While other local stations are airing network news, The Mighty 690's newsroom is staffed **EVEN ON THE WEEKENDS** . . . delivering local, regional, and national NEWS!*

WPDQ 20/20 NEWS is brought to you at 20 minutes past the hour and again at 40 minutes past the hour . . . 20 past and 20 'till.

TWICE AN HOUR, The Mighty 690 gives you more than just headlines:

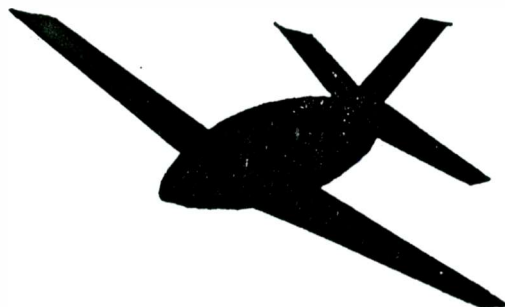
At 20 minutes past the hour, you get the headlines of the days' top stories . . . At 40 minutes past hour - that's 20 minutes 'till the hour - you get a more indepth look at those stories with the voices of the newsmakers and correspondents from the . . .

WPDQ SOUTHEASTERN NEWS COOPERATIVE !



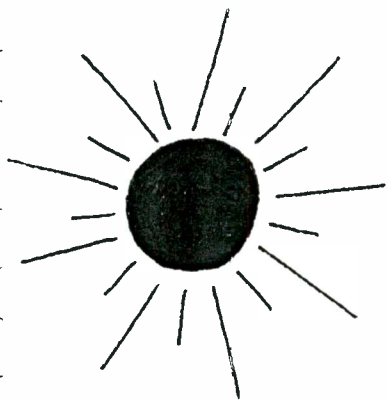
WPDQ's HIGHWAY AND SKYWAY TRAFFIC PATROL . . .

Each weekday morning from 7 - 8 AM, A **WPDQ NEWS REPORTER** takes to the airways to bring listeners "A **TRAFFIC VIEW FROM THE SKY**" . . . the most indept and accurate local traffic reporting you'll find on Florida's First Coast.



From 1959 until 1970, **LEROY CUMBIE** was the traffic personality for The Mighty 690. Now, Leroy is back as the voice of the **WPDQ HIGHWAY TRAFFIC PATROL**, along with partner Lori Neil, keeping a close eye on the ever-changing traffic problems and patterns affecting commuters in the metro area. Lori and Leroy take to the highways with you, taking you to and from work, school or wherever you may be traveling throughout each weekday, Monday through Friday.





SUN, WIND, RAIN OR SNOW . . .

WPDQ, THE MIGHTY 690
IS THE SOUTHEAST'S WEATHER SUPERSTATION



With Jacksonville's **ONLY FULLTIME RADIO METEOROLOGIST, RUFUS HAFER**, the facilities of the **ASSOCIATED PRESS**, and feeds from the **NATIONAL WEATHER SERVICE** office in Jacksonville, The Mighty 690 keeps you up-to-date with hourly weather forecasts for Florida's First Coast, coastal Georgia, South Carolina and North Carolina . . . making The Mighty 690 the . . .

SOUTHEAST'S WEATHER SUPERSTATION !

As demonstraed during 1989's devastating **HURRICANE HUGO**, The Mighty 690 will do whatever is necessary to bring you needed weather and emergency information. During Hugo, and for several days following, The Mighty 690 dropped all commercial programming and, with the permission of the Federal Communications Commission (FCC), remained on 50,000 watts 24 hours a day to provide a lifeline of information to the affected areas.

While we hope this is not a reoccurring situation, The Mighty 690 remains ready to abandon all other programming if, or when, another weather emergency arises.



CHIEF METEROLOGIST RUFUS HAFER . . .

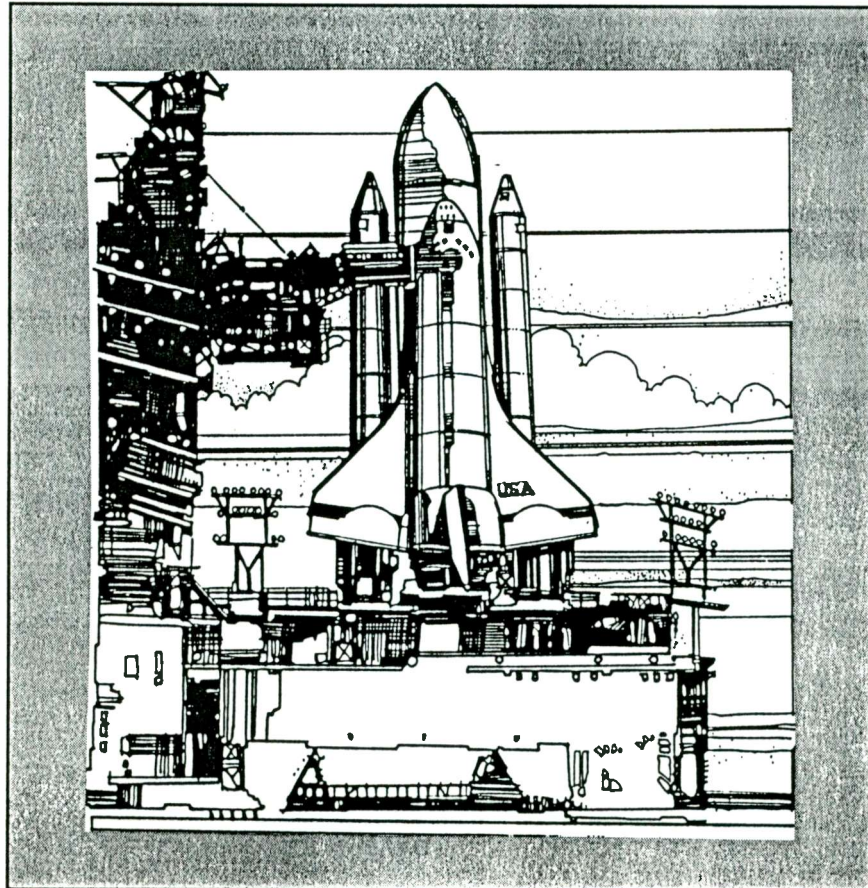
Meterologist **RUFUS HAFER** comes to The Mighty 690 with two (2) years experience as **CHIEF METEROLOGIST** for two Jacksonville television stations and has been awarded the **AMERICAN METEROLOGICAL SEAL OF APPROVAL**. His popular "*Rufus Factor*" and his extremely accurate forecasts are just two reasons why . . .

THE SOUTHEAST DEPENDS ON WPDQ, THE MIGHTY 690 !

LIVE . . . FROM THE KENNEDY SPACE CENTER

WPDQ 20/20 NEWS originates its newscasts from LAUNCH COMPLEX #39 at the KENNEDY SPACE CENTER to provide complete up-to-the-minute lift-off coverage of the SHUTTLE LAUNCHES.

The Mighty 690 is the ONLY Jacksonville radio station to use a remote site and computer technology to cover these *momentous events in our nation's history.*



The Florida Times-Union, Jacksonville, Thursday, November 15, 1990

WPDQ-AM features more talk

From staff

Radio station WPDQ-AM 690 has switched to an all news, talk, sports format. Prior to Tuesday's change, the station had featured a mixture of news, talk and sports with music.

The 50,000 watt radio station has scheduled five daily local call-in talk shows. The hosts are:

- Jim Shirah, who hosted a morning show on WPDQ (then WAPE) in the late 1960s. His daily show will be from 6 to 9 a.m.

- Allen Moore, WPDQ news director. His show will be from 9 to 11 a.m.

- Donnie Moses, a local attorney. His legal call-in show will be from 11 a.m. to noon.

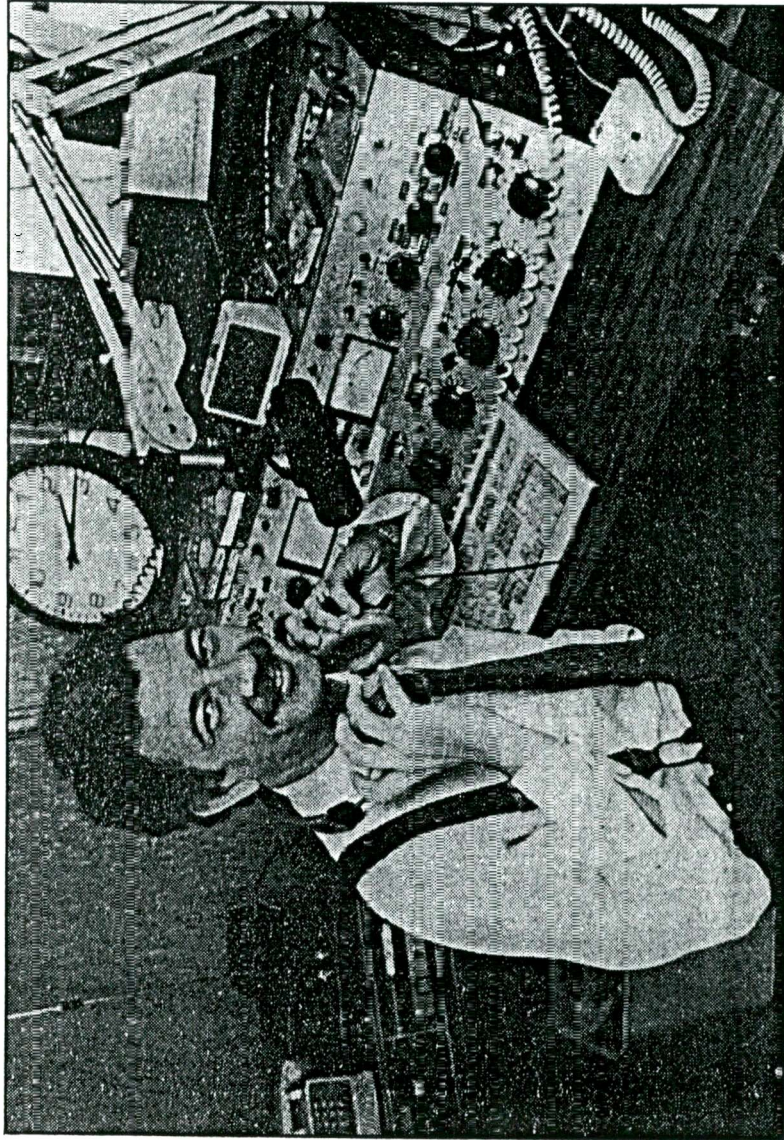
- Bill Carter, WPDQ vice president/operations. His show will air from 4 to 6 p.m. WPDQ will also simulcast Midday Live, a 30-minute television show from noon to 12:30 p.m. daily on WNFT TV-47.

- Greg Larson, former Times-Union sports columnist. His call-in sports talk show will air from 6:30-10 p.m. Monday through Saturday.

The station will feature daily sports commentaries from Harmon Wages, who also hosts a two-hour show on Sunday evenings; weather reports from Rufus Hafer; and reports from sports director Steve Berrey.

The remainder of the schedule will be filled with sports and syndicated call-in shows.

Industry anxious to monitor new WPDQ format results



Bill Carter, formerly of CNN, INN and CBS and current vice president of operations at WPDQ, said overnight caller response to the station's all-talk format has been positive. (Photo by Diane Utley)

■ by Elizabeth Skelton

A local AM radio station has switched from an "oldies" music format to an all news and talk format, a move that media buyers and analysts said will be interesting to monitor.

WPDQ-AM 690 joins WOKV-AM as Jacksonville's second all talk format on the AM frequency band.

"There just seemed to be a niche not being fulfilled," said Bill Carter, vice president of operations for the station and former journalist with CNN, INN and CBS. "There is another talk station but most of their news is national and all people get to hear is satellite news. Our focus is on southeastern United States issues."

Carter said the decision to focus on the southeastern part of the country stemmed from the station's 50,000 watt signal that covers four states.

The station had mixed "oldies" music with some talk programs since it was purchased by Genesis Communications last year.

"We've been gradually moving in this direction," said Carter. "We've just been in the process of trying to find the right people as moderators that have a grasp of local issues. It's been a real uphill battle trying to find those people."

In addition to already existing programs like sports talk shows with Greg Larson and Harmon Wages, Allen Moore's call-in talk show, and attorney Donnie Moses' call-in legal affairs talk show, the station has added several new sports and news programs, as well as full-time meteorologist Rufus Hafer.

Carter said the success of the previous talk shows also prompted the change. "We have seen some growth with those. We kind of stepped into a no ratings situation," he said. "But we found that talk segments were pulling well."

As part of the format change, the station also became affiliated with the ABC Information News Network.

FINANCIAL NEWS &

Daily Record

JACKSONVILLE'S ONLY DAILY BUSINESS AND LEGAL NEWSPAPER — ESTABLISHED 1912

Friday, November 16, 1990

Vol. 78, No. 230

One Section — 25 Cents

"Morning Talk"

With Little Jimmy Shirah and Charlie R
Monday through Friday
6 - 9 AM

Each weekday morning from 6 - 9 AM, THE MIGHTY 690 brings you MORNING TALK" with "Little Jimmy Shirah" and "Charlie R". . . Three hours of NEWS, TALK, MUSIC and INFO-TAINMENT.

- | | |
|---------------------------|--|
| NEWS . . . | Up-to-the-minute local, regional and national news |
| TRAFFIC . . . | Continuous local and interstate traffic updates to get you to and from work, school, or anywhere else your morning takes you |
| WEATHER . . . | Continuous weather updates |
| TALK . . . | Listeners call in to chat about anything from the Middle East crisis to the latest holiday fashions with morning personalities "Little Jimmy Shirah" and "Charlie R" |
| INFO-TAINMENT. . . | Periodic interviews and information regarding events going on along the east coast and Jacksonville. |
| MUSIC . . . | Music from the 50's, 60's and 70's, and special holiday music |

"ALLEN MOORE OFF THE WALL"

**Monday - Friday
9 - 11 AM**

ALLEN MOORE is known as probably the most conservative talkshow host along the east coast, taking a slant on national and regional affairs. His controversial talk show . . .

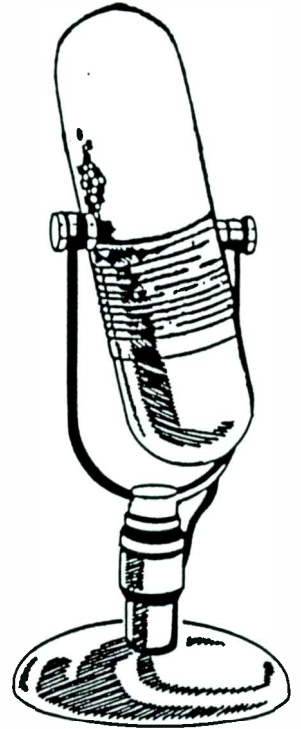
"ALLEN MOORE OFF THE WALL"

has been on the air off and on for more than a decade, originating on The Mighty 690 during the middle 70's, and later statewide on The Florida Network.

Covering a variety of topics from Roe vs. Wade to the American troops in the Middle East, "ALLEN MOORE OFF THE WALL" attracts callers from every social, economical and occupational background . . . calling from car phones and pay phones . . . and from locales such as Orlando, Daytona Beach and Gainesville, Florida, Waycross, Georgia, and Hemmingway, South Carolina to Charleston, North Carolina and even Westfield, Massachusetts, along with local callers.

"ALLEN MOORE OFF THE WALL"

A PROGRAM YOU DON'T WANT TO MISS !!!



"IT'S THE LAW"

With Attorneys Donald T. Moses and Michael A. Ossi
Ossi and Moses, P.A.

Each weekday morning at 11:00 AM, The Mighty 690 brings you "ITS THE LAW" with attorneys Donald T. Moses/Michael A. Ossi of the law firm Ossi and Moses, P.A.

A half-hour call-in show, where you, the WPDQ listener, can call in and talk directly with an attorney about legal problems you, a family member, business associate or friend may have.

DONALD T. MOSES

A native of Detroit, Michigan, Donnie Moses moved to Jacksonville, Florida in 1960 and graduated from Terry Parker High School in 1975. Donnie then went on to receive a Bachelors Degree from Mercer University in Macon, Georgia in 1978 with majors in History and Latin; minors in Art History and English Literature. From there, Donnie went on to Graduate at the University of Southern California, 1978 - 79, completing a Masters program in English Literature. Donnie received his Juris Doctor Degree in 1982 from the University of Detroit School of Law (summer courses completed at Pepperdine University in Malibu, Calif.).

DONNIE MOSES was admitted to The Florida Bar in 1984 and after a brief stint working for WTLV TV-12 in the Sports Department, joined the law firm of Searcy, Facciolo & Ossi. The firm of Ossi & Moses was formed in October of 1986; practice limited to Personal Injury litigation with trial practice areas to include automobile collisions, industrial, catastrophic, workplace accidents, medical negligence and insurance litigation.

Affiliations include The Academy of Florida Trial Lawyers (1985 - Financial Affairs committee member, E.A.G.L.E. member), The Association of Trial Lawyers of America (1985), and The Jacksonville Bar (1986).

MICHAEL A. OSSII

A native of Jacksonville, Florida, Michael Ossi graduated from Bishop Kenny High School in 1978. Michael then went on to receive his A.A. Degree from the University of Florida in Gainesville, then on to receive his Bachelors Degree from the University of North Florida in 1982. Michael obtained his Juris Doctor from Stetson University College of Law in 1984.

As Editor of The Stetson Law Review, Michael authorized two articles regarding Tort Law and was First Place Winner in the Student Advocacy Competition.

MICHAEL OSSII was licensed to practice Law in Florida in 1985. Michael joined the firm of Searcy, Facciolo & Ossi in 1985; the firm of Ossi and Moses was formed in October of 1986. His practice is limited to representing injured victims in automobile collisions.

Affiliations include The Academy of Florida Trial Lawyers (1985, E.A.G.L.E. member), The Association of Trial Lawyers of America (1986); The Jacksonville Bar (1986).



**WPDQ, THE MIGHTY 690
AND
WNFT TV-47**

Present ...

MIDDAY LIVE

*Monday through Friday
12 Noon - 12:30 PM*

Debuting on Monday, November 5, 1990, "MIDDAY LIVE" combines the talents of both television and radio. Hosted by WPDQ's own BILL CARTER, Vice President of Operations and DEE DAVENPORT, Promotions Director of WNFT TV-47, "MIDDAY LIVE" originates from the studios of WNFT and is simulcast on THE MIGHTY 690 each weekday from noon to 12:30 pm.

MIDDAY LIVE's format consists of public affairs and entertainment with topics including the new Jacksonville International Airport, feeding the homeless at the City Rescue Mission, the Mayport Naval Station's relationship in the Middle East Crisis, the "adopt a pet" program at the Jacksonville Humane Society, and even our own TAMIKO, to name just a few.

DEE DAVENPORT . . .

Dee Davenport, Promotions Director at WNFT TV-47 is a graduate of Florida State University, majoring in Foreign Affairs. After graduating, Dee joined the WNFT staff September of 1988. Dee is also Membership Chairman and a board member of Ad Club II here in Jacksonville.

BILL CARTER . . .

With more than 20 years experience in radio and television news, Bill Carter is considered one of the most award-winning journalists in the city of Jacksonville. During the course of his career, Bill has interviewed Presidents, Kings and Heads of State, as well as the common man, bringing the news into focus for everyone. As a former correspondent for CNN, INN and CBS, Bill has covered everything from racial riots to political rallies and has been designated by The Associated Press and United Press International (in five states) as one of the top investigative reporters in the U.S.

★ The Florida Times-Union, Jacksonville, Monday, November 19, 1990

•••

Midday Live is WNFT TV-47's new venture into live weekday TV. Hosts of the noon telecast are WPDQ-AM's Bill Carter and TV-47 promotion director Dee Davenport. The 30-minute show is simulcast on WPDQ. Producer John Reno said the format calls for public affairs and entertainment. This week's topics include the new Jacksonville airport (tomorrow), feeding the homeless at the City Rescue Mission (Thursday) and segments on the Mayport Naval Station's relationship to the Middle East crisis, skin care and a locally based safari company (all Friday).

WPDQ'S SOUTHEAST MIDDAY EDITION

Monday through Friday
12:30 - 1 PM

Following THE MIGHTY 690's "MIDDAY LIVE" , WPDQ's "SOUTHEAST MIDDAY EDITION" brings you the news, and newsmakers, from Florida, Georgia, South Carolina and North Carolina, each weekday from 12 noon to 1 PM.

Hosted by ALLEN MOORE and his staff of WPDQ Reporters, the "SOUTHEAST MIDDAY EDITION" brings you the southeast's most comprehensive newscast covering news from four states and occasional longform interviews regarding topical subjects.

ALLEN MOORE . . .

As talk show host, commentator and News Director of THE MIGHTY 690 from 1973 to 1979, ALLEN MOORE is a dedicated journalist with over 23 years of experience in Florida's major radio broadcasting markets and The Florida Network.

Holding a law degree from Florida State University in Tallahassee, and remembered for his award-winning commentaries and call-in talk show, "ALLEN MOORE OFF THE WALL", Allen brings a level of education and background to his reporting that is hard to match in Florida radio.

R. G. REYNOLDS

The Everyman Of Money Talk

Tuesday through Friday
1 - 2 PM

Money talks . . . it always has. Given that, it's no surprise to find business reports, like the ubiquitous weather reports, have become a regular feature of news show formats. They cover the frenzied world of finance, offering bits and pieces -- market highs and lows -- tied off with a money forecast. Of course, a :60-second or less segment can't begin to cut through the foggy, foggy dew of our rainy-day economic climate.

For the kind of money talk the average person can bank on . . . really bank on . . . there must be a no-holds-barred format led by an experienced, monied maverick with lots of spirit. Where does it say that money talk has to be deadly dull to be useful??? If that maverick understands what it's like to be a small investor with big dreams and, if he can deliver a guest list of financial and business "Who's Who's", along with some open lines for viewers questions . . . well, the possibilities are limitless!

R. G. REYNOLDS and "THE REYNOLDS RAP"

Geared to those with less than \$5,000 to invest, R. G. says, "It's not that people plan to fail; it's simply that they fail to plan properly". "The Reynolds Rap" should earn a huge following . . . and for what that following can earn, "Hey, anything is possible. This is America!", insists R. G., who unabashedly aims to be the pied piper of the American Dream. "I'll speak to anyone who calls, whether they have \$500 or \$5,000".

At 43, R. G. Reynolds has been honing his investment savvy for over half his life. "I was a teenager in Miami, Florida when I first turned on to the financial world. My Uncle Bill, the only one in my family with more than two cents to rub together, got me started. I was 14 when I bought my first stock. It was Disney and this kid was hooked!". By the time he was 18, R. G. had made his first fortune. However, youth and enthusiasm were not enough to overcome lack of experience and the money was lost. R. G. took this lesson to heart and applied himself to learning, in depth, the fundamentals and intricacies of the investment world. Several years later, in Los Angeles, he applied this knowledge to the Market and soon became well known for his ability to identify small, emerging growth companies.

R. G. Reynolds is also the editor of "R. G. Reynolds Mystery Stock Report", which researches and recommends the most undervalued, explosive stocks in the Market. Over the last 12 months, his stock recommendations have averaged over 250% growth for his subscribers. In addition, his weekly radio talk show is heard in many states across the country. He discusses a wide range of topics to ensure covering markets of interest to a broad audience.

R. G. Reynolds has embarked on his most ambitious project, Chairman of the Board of a start-up company, Flow Ventures, Ltd., a publicly-traded company which has several products already being, or soon to be, introduced into the marketplace. These products include an exciting new tomato juice, to be available within the year, which R. G. believes is superior to anything sold today.

"Only through knowledge can investing be fun and profitable"

"VIEW POINT"

With Bill Carter

*Monday through Friday
4 - 5:30 PM*

Premiering November 12th, "VIEW POINT" with Bill Carter is brought to you each weekday, from 4 to 5:30 PM.

Focusing on the top news topics and issues of the day, or week, Bill encourages listeners to call in and discuss these various topics and issues with him.

As Bill takes the role of moderator, versus commentator, callers voice their "view points" giving you 90 minutes lively conversation with a regional perspective.

WPDQ, THE MIGHTY 690

YOUR SOUTHEAST SPORTS SUPERSTATION !!!

THE MIGHTY 690 is also becoming a regional "SPORTS SUPERSTATION".

Beginning in September of 1990, WPDQ began carrying LIVE minute-to-minute coverage of three college football games . . .

THE SOUTH CAROLINA GAMECOCKS

THE MIAMI HURRICANES

and

THE ALABAMA CRIMSON TIDES

Beginning with the Exhibition Game in the Gator Bowl, Saturday, August 18, THE MIGHTY 690 also began carrying LIVE coverage of the

TAMPA BAY BUCCANEER

games.



**YOU DECIDE!
SEVEN NIGHTS
SPORTS TALK
ONLY ON THE MIGHTY
690 AM - WPDQ**

Along with all this exciting football game coverage, THE MIGHTY 690 is proud to have on staff two of the most popular and knowledgeable sports personalities to ever hit the radio airwaves . . .

GREG LARSON ...

GREG LARSON was a controversial sportswriter for the Florida Times Union newspaper here in Jacksonville, Florida for over 16 years. Now Greg can be heard on THE MIGHTY 690 every weeknight from 5:30 - 9 PM and Saturdays, 6:30 - 10 PM.

"CONTACT SPORTS WITH GREG LARSON" broadcasts from various locations around town each evening with his live call-in talk show. And this syndicated sports columnist really gets his audience involved . . . sports talk the way they can't tell it on television!

For sports opinions, conversation and a lot of fun, tune to "CONTACT SPORTS WITH GREG LARSON" for a show that will keep you on the edge of your seat . . . **THE FASTEST 3 1/2 HOURS ON RADIO !**

HARMON WAGES . . .

HARMON WAGES is a native of Jacksonville, Florida, growing up here before spending his college days as a runningback for the University of Florida and starring with the Atlanta Falcons for seven years. Named "Favorite Falcon" in 1970 in a poll by sports fans, Harmon set two major football records in the NFL; Longest run from scrimmage - 66 yards; and longest pass reception - 88 yards.

Harmon furthered his sports career as a sports correspondent for ESPN and went on to become sports anchor at three major television stations; WAGA and WXIA in Atlanta and WTLV here in Jacksonville. Harmon was twice named "Outstanding Sportscaster" in Atlanta and also teamed up with Bob Neal at radio station WGST, again in Atlanta, and together for three consecutive years, were named "Best Radio Broadcasting Team".

Now you can find **HARMON WAGES** weeknights at The Mighty 690, at 5:50 PM for "THE HARMON WAGES SPORTS COMMENTARY" and again on Sundays from 6 - 9 PM for the **HARMON WAGES SHOW**, wherein Harmon speaks his mind on all aspects of sports. Harmon's guests are the leaders in sports, not only from Jacksonville, but from throughout America . . . interviews are both personal as well as professional, as we learn about these public figures lives and what influences their success.

HARMON WAGES - HE HAS A FACE FOR RADIO!



**Monday through Thursday
10 - 11 PM
Saturdays
8-9 AM**

Very rare among the stories of feminine achievement in business today, seeing a Japanese/American woman at the helm of a substantial corporation would have been an impossibility 20 years ago. But, if longevity is the best indicator of success, then TAMIKO of Tamiko Corporation will do very well in her second decade in the beauty and health industry.

TAMIKO describes the philosophy that led her to the beauty and health industry: "Working with the face requires a personal touch. We are helping our clients improve their looks, and when their personal appearance improves, it helps their self-esteem. They find it easier to make needed changes in other areas of their lives". In the realization of her dream, the Tamiko Corporation was born from a need to provide the first-ever natural, nonsurgical facelift technique. Combining the wisdom of European Beauty Massage from western culture, and the Acupressure methods of eastern traditions, this highly specialized, therapeutic process called Facial Sculpturing was developed by TAMIKO over many years.

Clearly, the challenges in TAMIKO's life have given her the desire to live life fully, demonstrating to us all that what you begin with can always be bettered if you look for alternatives. "As a woman approaches middle age, she has garnered a certain amount of wisdom that can't be replaced. She is more emotionally able to bring out the beauty in her love relationships. This should not be lost on an aging body. The great hope as today's woman is that she can have it all", is what TAMIKO believes.

Now TAMIKO can be heard right here on THE MIGHTY 690, Monday through Thursday, 10-11 PM and Saturdays, 8-9 AM, as she discusses her philosophy, her products, and the gracious experience of complete attention to personal well-being, in addition to interviews with doctors of all areas, movie makeup artists, masseuses, hairdressers, manicurists, and a host of others relating to integrated beauty and health.

"The value of your beauty treatment is always based on the fact that the treatment actually works . . .

as thousands of satisfied TAMIKO patrons can relate."

As stated previously, WPDQ, THE MIGHTY 690 is a 50,000 watt, clear-channel radio station that reaches out to four (4) states and fifty-nine (59) counties along the east coast.

Because of this giant signal, The Mighty 690 realized early on that they had an opportunity to reach out beyond Jacksonville for their listeners. In the case of Hurricane Hugo, that "opportunity" became an actual "responsibility". However, WPDQ began to broadcast with a regional concept in mind.

As such, The Mighty 690 has undertaken an extensive billboard campaign recently with boards in place along Interstate Routes 75 and 95, approaching Florida from Georgia and South Carolina; inviting tourists and travelers who are headed south to tune to the first station they can pick up out of Jacksonville for . . .

**TOURIST INFORMATION
NEWS
WEATHER
SPORTS
OLDIES - MUSIC
and
INTERSTATE TRAFFIC REPORTS**

Of course, many of those tourists and travelers are already familiar with THE MIGHTY 690 because of the hurricane coverage.

This same board is also featured four (4) times within the Exit Information Guide - a publication offered to motorists/tourists/travelers at many gas stations and hotels throughout Florida that provides interstate maps and directions to Florida tourist vacation spots.

WELCOME TO FLORIDA'S FIRST ATTRACTION

WPDQ LISTEN NOW
TO
THE MIGHTY 690 AM 690

... for FLORIDA Tourist Info, Oldies, Weather and Interstate Traffic



Even more recently, THE MIGHTY 690's billboard campaign has expanded to include 40 boards throughout the Jacksonville, Florida area telling local motorists (and traveling tourists)

WE'RE EVERYWHERE !

WPDQ takes great pride in our billboard advertising and only recently were we advised one of previous boards . . .

REAL RADIO FOR REAL ADULTS !

won first place in the Naegele Outdoor Creative Contest for strong, creative copy and strategic placement in introducing our format.



SEPTEMBER 21, 1989

A MOMENT IN HISTORY . . .

It is doubtful anyone living, or traveling, along the east coast will ever forget the wrath of . . .

HURRICANE HUGO

You may also remember the national and regional press coverage WPDQ, The Mighty 690 received for broadcasting emergency information to the residents of Charleston, South Carolina during, and after, the storm.

The Federal Communications Commission (FCC) had given us permission to stay at full power during the evening - a time when we normally drop our giant signal from 50,000 watts to 10,000 watts. During this devastating situation, The Mighty 690 became the ONLY station hurricane victims in Charleston and surrounding areas could listen to, 24 hours a day, for damage reports and information on where and how to obtain help (food, clothing, shelter, etc.). Resident of neighboring states, and even Canada, were also able to listen to The Mighty 690, while the rest of the country began sending caravans of emergency supplies.

A-14 The Orlando Sentinel, Saturday, September 23, 1989

Hurricane Hugo

Florida AM station Charleston's last link to outside

By Brent Polley

Look like and her three daughters huddled to the balconies of their north Charleston, S.C., apartment Tuesday night.

The eye of Hurricane Hugo was overhead, the windows had stopped shaking, and the street and walk were eerily still. Before 12-year-old twins and her 16-year-old were off to bed, the mother said.

With her teenage-son-in-law, Baker found a sheltering room.

From 125 miles away in Jacksonville, Fla., Jerry Smith and his colleagues at station WPDQ-AM (690) were preparing a midnight, emergency broadcast for thousands of isolated Charlestonians.

After Charleston radio and television stations

stopped broadcasting Tuesday night because of their power outage or destruction, the Jacksonville radio station pushed its normal child safety programming off the air and turned into a one-way communication hurricane information center.

"These guys are good enough to take our nerves," Baker said Friday evening. "They've been a life support for a lot of people here. And they still are because they're all we've got."

By Friday evening, Smith, the operations manager of the AM radio station, had been awake for 60 straight hours, first preparing to become a primary source of information on Hurricane Hugo and then trying to answer the more than 600 calls the station had taken.

Under normal conditions, WPDQ is expected to lower its daytime power from 50,000 conventional watts to 10,000 conventional watts at night, which

means Charleston residents to lose the signal. But earlier in the week, when the possibility of Hugo striking Charleston began to loom, Smith received FCC permission to stay at full daytime power as an emergency station.

"By 12:30 a.m. we had the only station that could be heard from Savannah through Myrtle Beach," Smith said. "They couldn't get information from anywhere else, so they started listening to us."

The station — staffed by 14 full-time employees — had hours of advertising revenue, but Smith couldn't call it a worthwhile position.

"We're supporting our old standby audience in the Charleston area," he said. "By doing this we let them know we're interested in them, but probably we weren't trying to get the audience, we were trying to save lives."

The operations president, business training in-

formation, and damage reports that WPDQ provided, amounted to only a fraction of the station's worth, Simmons said.

Station announcements were also "something a lot of uneducated citizens and upset people," said Karen Brewer, who lives on James Island, just off Charleston Harbor, where the business cannot cover damage.

Since her family lost power at 8:30 p.m. Thursday, they've felt "a little stranded," Brewer said. "It has been incredible having the station to listen to. Just to know there are people out there."

One north Charleston resident, 25-year-old Lynette Howard, who experienced her first hurricane from her father's story with her husband, two sons, and her mother, said: "These guys on the radio — they deserve a medal."

HUGO

From A-1

He called it a "mountain of oak

They estimated damage to 8

city of \$1 billion, which has 250

millionaires.

National Guardsmen patrol

streets, and Charley confirms

there was sporadic looting; both

authorities ordered curfew.

Port Senator, the first U.S.

senator to visit since 1945

at the Congress of the Congress

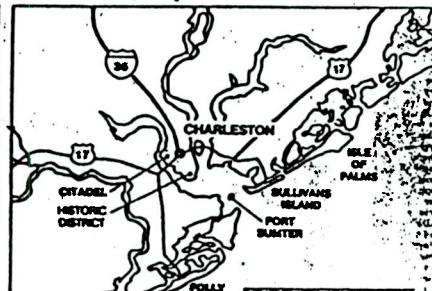
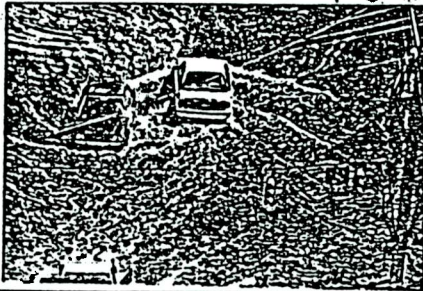
of the Civil War, took \$1 million

damage when a 17-foot wall of

water poured over it, sweeping a

Comptroller Harviman, assistant

secretary of the harbor for gas



Hurricane Hugo

Florida AM station Charleston's last link to outside

By Brett Pulley
of the Sentinel Staff

Lesh Beko and her three daughters huddled in the bathroom of their north Charleston, S.C., apartment around midnight Thursday.

The eye of Hurricane Hugo was overhead, the windows had stopped shattering and the floors and walls were momentarily still. Beko's 11-year old twins and her 16-year-old were all crying, the mother said.

With her battery-operated radio, Beko found a comforting voice.

From 275 miles away in Jacksonville, Fla., Jerry Smith and his colleagues at station WPDQ-AM (680) were providing a soothing, reassuring presence for thousands of isolated Charleston residents.

After Charleston radio and television stations

stopped broadcasting Thursday night because of either power outages or evacuation, the Jacksonville radio station pulled its normal adult variety programming off the air and turned into a non-stop commercial-free hurricane information center.

"These guys are good enough to calm our nerves," Beko said Friday evening. "They've been a life support for a lot of people here. And they still are because they're all we've got."

By Friday evening, Smith, the operations manager of the AM radio station, had been awake for 50 straight hours, first preparing to become a primary source of information on Hurricane Hugo and then helping to answer the more than 800 on-air calls the station had taken.

Under normal conditions, WPDQ is required to lower its daytime power from 50,000 non-directional watts to 10,000 directional watts at night, which

causes Charleston residents to lose the signal. But earlier in the week, when the possibility of Hugo striking Charleston began to loom, Smith received FCC permission to stay at full daytime power as an emergency station.

"By 12:30 a.m. we had the only station that could be heard from Savannah through Myrtle Beach," Smith said. "They couldn't get information from anywhere else, so they started listening to us."

The station — staffed by 15 full-time employees — lost hours of advertising revenue, but Smith considered it a worthwhile sacrifice.

"We're recapturing our old listening audience in the Charleston area," he said. "By doing this we let them know we're interested in them. But initially we weren't trying to gain the audience, we were trying to save lives."

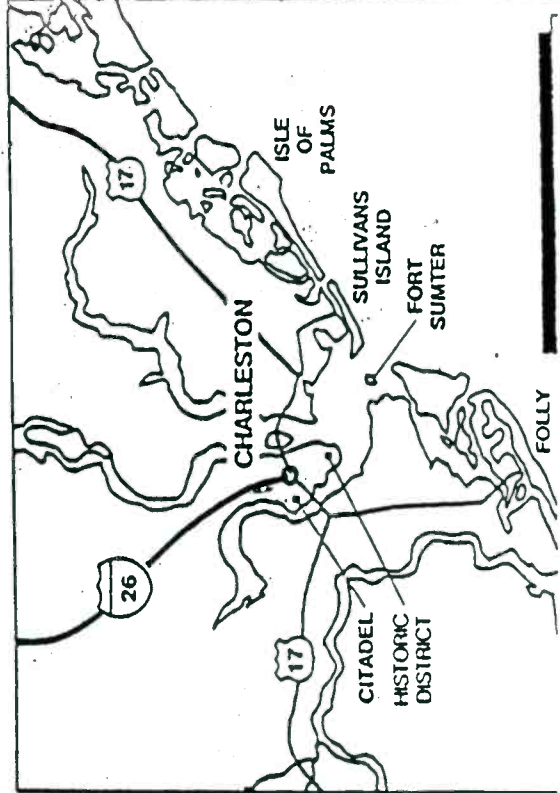
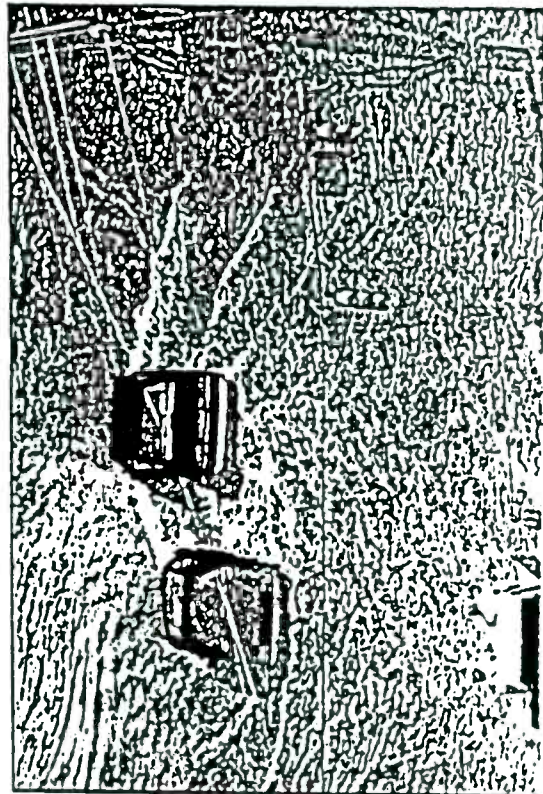
The evacuation procedures, hurricane tracking in-

formation, and damage reports that WPDQ provided, amounted to only a fraction of the station's worth, listeners said.

Station announcers were also "soothing a lot of emotional callers and upset people," said Karen Stewart, who lives on James Island, just off Charleston Harbor, where the hurricane caused severe damage.

Since her family lost power at 8:30 p.m. Thursday, they've felt "a little stranded," Stewart said. "It has been incredible having the station to listen to. Just to know there are people out there."

One north Charleston resident, 27-year-old Lynette Honnester, who experienced her first hurricane from inside a closet with her husband, two cats, and her radio, said: "These guys on the radio — they deserve a medal."



HUGO

From A-1

He called it a "disaster of extraordinary dimensions."

Riley estimated damage in the city at \$1 billion, which has 65,000 residents.

National Guardsman patrol streets, and Campbell confirms there was sporadic looting before authorities restored order.

Fort Sumter, the first United States military installation fired upon by the Confederacy at the beginning of the Civil War, took \$1 million in damage when a 17-foot wall of water passed over it, according to Constance Harriman, assistant secretary of the interior for parks and wildlife.



City of Charleston


Joseph P. Riley, Jr.
Mayor

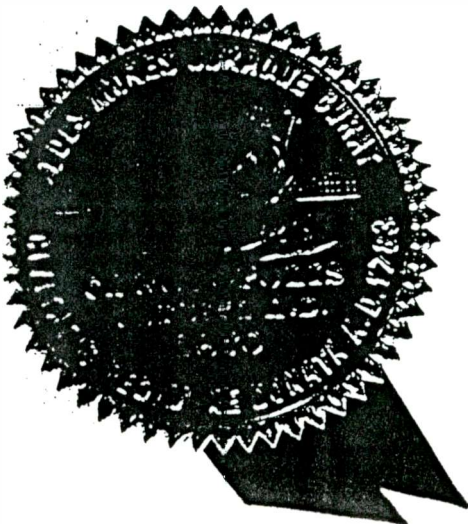
PROCLAMATION

- WHEREAS; the City of Charleston sustained a Category 4 hurricane on the night of September 21, 1989 and the morning of September 22, 1989; and
- WHEREAS; local radio and television communications were knocked off the air at approximately 12:30 a.m.; the morning of the 22nd; and
- WHEREAS; there was an urgent need for information to be received by the citizens of the Charleston area regarding the damage and impact of the hurricane; and
- WHEREAS; Radio Station WPDQ in Orange Park, Florida made provisions prior to the storm to continue their 50,000 watt signal after daylight hours; and
- WHEREAS; at a substantial sacrifice in commercial revenue and extensive additional personnel costs, Radio Station WPDQ provided a public service to the Charleston area by making announcements, providing information and continually accepting direction from the Emergency Operations Center in Charleston.

NOW, THEREFORE, I, Joseph P. Riley, Jr., Mayor, City of Charleston, do hereby commend the President and General Manager of WPDQ, Bruce Maduri and the Operations Manager, Jerry Smith, who personally made the extra effort on our behalf. The citizens of Charleston owe a debt of gratitude to you, and on their behalf, I thank you for your commitment to provide for our public safety.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Charleston to be affixed this 15th day of November, 1989.


Joseph P. Riley, Jr., Mayor





United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 101st CONGRESS, FIRST SESSION

Vol. 135

WASHINGTON, WEDNESDAY, OCTOBER 4, 1989

No. 131

Senate

TRIBUTE TO WPDQ RADIO IN JACKSONVILLE AND MAYOR GULLIFORD OF ATLANTIC BEACH

● Mr. GRAHAM. Mr. President, today I rise to offer a tribute to WPDQ Radio in Jacksonville, FL, which was the lifeline for many South Carolina and Florida residents during the wrath of Hurricane Hugo.

I also commend Mayor William I. Gulliford of Atlantic Beach, who symbolizes the selfless dedication of many Americans to help others during this relief effort. Americans are a generous and compassionate people, and the actions of people like Mayor Gulliford and the broadcasters at WPDQ make us all proud.

From September 21 through September 26, WPDQ broadcast nonstop hurricane coverage to help listeners in the Carolinas and in Florida-Georgia. The station broadcast information about the well-being of friends and rel-

atives in the Carolinas, providing timely information in the finest tradition of broadcast journalism.

I would like to recognize these individuals: Bruce Maduri, station manager; Jerry Smith, operations manager; Alan Sands, on-air personality; A.J. Davis, on-air personality; Larry Browdy, on-air personality; Jack Ingram, news director; Leroy Cumbie, traffic reporter; Rufus Hafer, weather reporter; Lee Pearce, news reporter; Sandra Simmons, receptionist; Cathy Salmon, secretary; Jeanine McGinn, office manager; Larry Stevens, program assistant; Debbie Perez, account executive; and Bob Cunningham, account executive.

I know my colleagues Senators HOLINGS and THURMOND join me in thanking the many Floridians who have offered their time, their energy, their resources and their prayers to those in need in the Carolinas. ●

INSIDE RADIO[®]

Edited and Published by Jerry Del Colliano

The Hot News In Radio

Volume 15 October 9, 1989 Issue 40

1930 East Marlton Pike Suite S-93, Cherry Hill, NJ 08003 (609) 424-6800

YOUR WORDS EXACTLY. "I'd like to use this space in *INSIDE RADIO* to thank some very good broadcasters who did some incredible things during Hurricane Hugo. First, thanks to WPDQ-AM in Jacksonville. They're a 50,000 watt station that interrupted their normal format starting the Thursday night of the hurricane. For much of Thursday and Friday they were the only link to the outside world for many of us in Charleston. Second, thanks to WHTK-FM in Beaufort, SC for their work in staying on the air. And then I'd like to acknowledge four other stations in Charleston: WKQB-FM, WEZL-FM, WPAL-AM, and WXTC-FM. When they got back on the air they put listeners on the air and did whatever was needed to provide solid support. What I saw in this market was that every broadcaster cooperated in things like exchanging vital equipment and supplies. It was truly a terrible storm but provided a good lesson in what we can do when we work together. I just wanted to publicly recognize the people who did some pretty heroic things during the hurricane and the cleanup." - Lawrence Thompson, President/GM, WAVF-FM, Charleston.

Stations Quick To Help Listeners Cope With Hurricane

Beating horrible odds, some stations were able to get back on the air rather quickly after Hurricane Hugo cut its swath of destruction through the Virgin Islands, Puerto Rico and the Carolinas. Those that did became a lifeline to their listeners, offering them a way to contact relatives. They also relayed advice on finding vital food supplies including food, water and ice. Last week *RadioWeek* talked to three stations whose stories exemplify the efforts of many other stations in the hurricane areas.

WHTK-FM Goes Solid Talk

WHTK-FM/Hilton Head, SC, was back on the air at 100 kW on Friday, Sept. 22. GM William Sanders says, "The state required everyone to evacuate and my staff was scattered over three states. But, I realized...that we had to get back on the air as soon as we could and get news to these people," said Sanders.

Luckily, WHTK had little damage. "The station looked like someone had

format last week, as relief efforts continued. Anyone who wants to contribute should write to the: WHTK Disaster Relief Fund, P.O. Drawer 22010, Hilton Head Island, SC, 29925.

WPDQ Boosts Night Power

WPDQ-AM/Jacksonville, FL also provided critical information in the days after the storm. The AM station received permission from the FCC to remain at full 50 kW power during the night. "We were the only station that could be heard both day and night in all the affected areas of the Carolina coast," said Bruce Maduri, president of Genesis Communications, which owns WPDQ.

The station dropped its regular oldies format for three days and went all talk with no commercials. "People were calling us when the eye (of the hurricane) went over their neighborhood. Many people started evacuating after hearing where the hurricane was headed," Maduri said.

northern and eastern Puerto Rico and well to the east, including the Virgin Islands and other smaller islands of the Eastern Caribbean.

On the air, general manager Augie Cavallaro told listeners about power and water shortages. He used his station's signal to contact government officials and find volunteers and donations of food, clothing and equipment.

Cavallaro arranged for generators for the elderly and helped a woman in St. Croix come to San Juan to be with her daughter after she went into labor prematurely. He found a refrigerator, food, medicine and companionship for an elderly, infirm woman whose family was not able to help her.

WOSO was not without storm damage, though. On the night the hurricane hit, the station was on the air in one studio which had false walls over windows. The storm blew out the windows and wrecked the studio. The staff moved to the control room and kept broadcasting from there.

Cavallaro worked to quash rumors, share information and galvanize government officials into action. (Many people complained that the officials did not answer their phones, so WOSO spoke to those officials directly on the air.)

Similar emergency broadcasting service was provided by All-News WKAQ-AM/San Juan.

Many Puerto Rico stations were using mobile units to transmit reports from local FEMA sites and to give news of reconstruction efforts in outlying communities, including WALO-AM/Humacao and WMDD-AM/Fujardo.

—Leslie Stimson

"Our callers might have been in the dark but their phone was working so they called us."

— William Sanders, GM/WHTK-FM

taken a garden hose and sprayed all the walls. But we turned the power back on and there was no problem. The first thing we did was give out the call letters and told people to call in if they could hear us. All eight phone lines lit up immediately."

WHTK dropped its usual Top 40 format and went solid talk for nine days. It even dropped commercials for the first four days. "This was one of these, I hope, once in a lifetime situations where you have to forget about radio as a business and help listeners," Sanders estimates the station received from 3,000 to 5,000 phone calls per day after the Hurricane. Many of the callers were put on the air, to help them find relatives or just discuss their situations.

"Our callers might have been in the dark (there was no electricity) but their phone was working so they called us," said Sanders. Hundreds of volunteers helped answer phones and the 12 staff members helped organize local relief efforts.

WHTK returned to a nearly normal

The staff of 10 full-time and seven part-timers worked with volunteers around the clock getting information and taking phone calls. "We were the lifeline for a lot of people because they had no other source of communication. People had portable radios and we were their only source of news," Maduri noted.

WPDQ and the City of Jacksonville organized a caravan of tractor-trailers filled with water, food and chain saws for the affected areas. The Publix supermarket chain donated the trucks and the caravans are still going to South Carolina, Maduri said.

WOSO Is Information Lifeline

While stations in the Carolinas were battling Hugo, broadcasters in Puerto Rico and the Virgin Islands were cleaning up, having been hit first. For the first 13 days after the hurricane, the only English-language station in San Juan, WOSO-AM, was on the air 24 hours and airing live phone calls.

The station's daytime signal covers

Binghamton Stations Contribute To Hugo Aid

Citizens responding to the "Hugo Help-A-Thon" conducted by 11 radio stations in the Binghamton, NY area on Oct. 1 contributed more than \$7,000, two generators and three large truckloads of food and clothing for hurricane victims in South Carolina. WRSO's Walt Adams and John Morgan delivered the goods to the communities of Goose Creek and North Cross, SC last Wednesday.




"I'M DREAMING OF A WHITE CHRISTMAS . . ."

Many residents of Jacksonville and the immediate surrounding areas will never forget Christmas of 1989. For days prior to Christmas Day, word of impending snow was all around us. Yet, few of us really believed it would actually happen . . . this is Florida, right? Needless to say, we were all *amazed* when we woke up Saturday morning to find such an incredible sight.

For those expecting family and friends to join them for the holidays, they began to worry how they would make it. For travelers, the situation was especially precarious. Many roads, bridges and highways were closed. There were many locally, who did not prepare and needed to grocery shop, do last minute gift shopping, etc.

THE MIGHTY 690 abandoned all regular programming that weekend, giving up-to-the-minute information on current conditions, open and closed roads, lodging possibilities, alternative routes for traveling and possible shelters. Were it not for WPDQ, many holiday motorists would have succumbed to the conditions and not been able to complete their trips.



General Manager
WPDQ
P.O. Box 486
Orange Park, Florida 32067

Greetings:

We were among the thousands of motorists traveling I-16 and I-95 December 23 and 24, 1989. We left Atlanta in clear weather, ran into slush between Macon and Savannah, then ice and snow at Savannah. We crept south on I-95, hoping we would run out of it. We searched for a radio station that might be offering weather information. Most were on regular programming....then we hit WPDQ!! WPDQ abandoned regular programming and stayed with us every mile of the way with current information about the weather, open and closed roads, lodging possibilities, alternative routes and possible shelters. We were advised that the interstates were closed at the Florida line and we should get off the interstate. We attempted to do so, beginning around 3:30 p.m.. Motels at every exit were full and we continued south. At Brunswick, we asked directions to a shelter, receiving a shrug and "I don't know of any". Having vacationed near Brunswick long ago we remembered some motels downtown so we drove in and got almost the last room at the Days Inn. WPDQ was encouraging communities to open shelters to assist the travelers. We don't know what happened to our fellow motorists who were not as fortunate as we. We were prepared to drive around Brunswick all night just to keep warm - perhaps go to a hospital - or ask to be arrested. Who knows? It was an exhausting and frightening experience. The next morning, with the help of WPDQ we were able to complete our trip via an alternate route, arriving safely 2 1/2 days after leaving home; the return trip was less than one day.

We are grateful for the assistance WPDQ offered us and we attribute our safe arrival, at least in part, to the information we received. Their efforts to arouse communities to open shelters made us aware of our responsibility to similar needs in our home community. Thank you.

Sincerely,


David and Betsy Brown

1406 North Shady Circle
Chattanooga, Tennessee 37405

January 4, 1990

2721 Bobby Avenue
Nashville, TN 37216
December 26, 1989

WDPQ
P. O. Box 486
Orange Park, FL 32067

Gentlemen:

My nine year old daughter and I had gone to Florida to visit my oldest daughter for Christmas. She is in the Navy and stationed in Orlando. We left Orlando late Friday night to spend the night in Jacksonville before making our trip back to Nashville. We had no idea that Florida was expecting flurries, much less ice and snow, and neither did our friends in Jacksonville.

By the time we reached Jacksonville things were getting pretty messy. We made a point to watch the 11:00 p.m. news in order to learn what was happening and what they expected for the next day or two. There were travel plans to make and family to contact. We ended up watching all 7 stations trying to receive some kind of up-to-date information. No such luck.... all they reported was present conditions and mainly information on First Coast area. There was no reports on what was expected for weather or road conditions for the following day.

By Saturday, I was fed up with Jacksonville's lack of so-called television news reporting. Reminded me alot of 'city government', alot of side stepping and mouths opening but nothing being said. Finally I resorted to the radio and began flipping channels and came across your station. After listening for just a few minutes or so, your station broadcasted more current information on road and weather conditions than all 7 television stations did in an entire evening or morning. There were actually people helping people and it made me feel I was back at home.

My daughter and I made it out of Jacksonville safely on Monday thanks to your assistance. If it had not been for your personnel working so hard and willing to provide such an essential service to those of us that were stranded in your city, I'm afraid that more accidents would have occurred, and unnecessary risks would have been taken, which could have resulted in loss of life. Your staff did a magnificent job in helping not only locals but visitors find their way in, out, and around the city. In conjunction with motorists and residents around the city current and helpful information was provided for everyone.

In talking with a few people in Jacksonville, I learned that WDPQ was also the first radio station to come to the aid of Jacksonville residents when Hugo hit. More stations should learn from your shining example.

Christmas is a time for giving and sharing and I feel your station and its staff have given so much to the people of Jacksonville and their visitors. Not only with their time and energy but their caring and concern.

Thank you WDPQ, I honor you highly!

Ever in your debt,

Mrs. Dennis W. Roberts

CC: Federal Communications Corporation
1365 Peachtree Street, N.E.
Suite 440
Atlanta, GA 30309

**WPDQ
THE MIGHTY 690**

MONDAY - FRIDAY PROGRAMMING SCHEDULE

MORNING

5:30 AM "Morning Talk" with Jim Shirah and Charlie R

8:35 AM Financial/Commodities Report (5 Minutes)

9:00 AM Allen Moore Off The Wall

11:00 AM It's The Law With Donny Moses

12:00 NN Midday Live - WPDQ & WNFT present a noon look at news

12:30 PM WPDQ's Southeast Midday Edition

AFTERNOON

12:35 PM Financial/Commodities Report (5 Minutes)

1:00 PM Reynolds Rap - Financial

2:00 PM The Chuck Harder Show

4:00 PM View Point with Bill Carter

5:50 PM Harmon Wages Sports Commentary

5:30 PM Greg Larson Sports

9:00 PM Reynolds Rap - Financial

10:00 PM TAMIKO - Beauty & Health

LATE NIGHT

11:00 PM The Night Talker with Dick McGuffin

11:00 PM High School Football Scoreboard - FRIDAYS Only

12:00 AM Healthy, Wealthy and Wise

3:00 AM Sports (American Radio Network)

SATURDAYS

5:00 AM The Consumer Hour with Max Stewart

7:00 AM Focus On Labor

8:00 AM The House Doctor with Jeff Williams

10:00 AM On The Road with Jeff Brooks

2:00 PM Talking Pets with Bob Hensler

4:00 PM The Data Zone-Computer Show

6:30 PM Contact Sports With Greg Larson

SUNDAYS

5:00 AM The Consumer Hour with Max Stewart

7:00 AM Editor's Roundtable-UPI News

8:00 AM The House Doctor with Jeff Williams

10:00 AM Real Estate Action Line

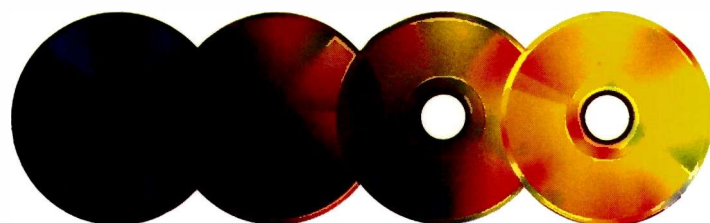
11:00 AM Riverside Presbyterian Church

12:00 PM TBA

1:00 PM Radio Law Firm

5:00 PM Ramblin' With Ramsey - Travelers

6:00 PM Sports With Harmon Wages



P.O. BOX 486 ORANGE PARK, FL 32067
(904) 264-4523 FAX # 269-FAXX