

Radio Only™

TOM BIRCH RATINGS' NEW PRINCE CHARMING

Special Feature
**NAB DALLAS
CONVENTION**

**HOW LONGER
RATING PERIODS
AFFECT SPORTS**



APRIL 4 IN DALLAS, CBS REVEALS THE SECRET OF YOUTH

Build your 18-34 audience with RADIORADIO, the new CBS network radio service specifically directed to young adults.

RADIORADIO goes on air April 26 with a new direction in CBS News, special features on life-styles and trends, exclusive live-recorded concerts, music specials featuring live phone-in interviews with today's hottest

recording artists, and more. All designed to blend in with your station's sound.

RADIORADIO affiliates include the top stations in top markets across the country. They've already discovered our secret and so should you. April 4-7 at the NAB, visit Suite 2622 at the Hyatt Regency.

Join the leaders: RADIORADIO's growing list of affiliates.

M	New York, NY WCBS FM	Norfolk, VA WWDE (FM)	Minneapolis, MN WCCO FM	Providence, RI WBRU (FM)	Escanaba, MI WFNN (FM)	Rochester, NH WWNH (FM)	Barre, VT WORK (FM)	Scranton, PA WGBI FM	N
L	Chicago, IL WBBM FM	Columbus, OH WXGT (FM)	Allentown, PA WLEV (FM)	Lake City, FL WNFQ (FM)	Cookeville, TN WHUB (FM)	Tazewell, VA WTZE FM	Two Rivers, WI WQTC (FM)	Coquille, OR KSHRAM/FM	CT
M	San Francisco, CA KRQR (FM)	Hartford, CT WIOF (FM)	Detroit, MI WCZY (FM)	Dodge City, KS KDCK (FM)	Colby, KS KXXX (FM)	Great Falls, MT KLFM (FM)	Osage Beach, MO KYLC (FM)	Wisconsin Rapids, WI WWRW (FM)	WI
N	Philadelphia, PA WCAU FM	Louisville, KY WKJL (FM)	Los Angeles, CA KWST (FM)	Laramie, WI KIOZ (FM)			Pullman, WA KOQQ (FM)	Ephrata, WA KTRQ FM	F
N	Boston, MA WEEI FM	Baton Rouge, LA WAFB (FM)	Houston, TX KRLY (FM)	Albany, NY WQBK (FM)			Rock Island-Moline-Davenport WHBF FM	Moses, WA KTRM	WA
A	St. Louis, MO KMOX FM	Baltimore, MD WKTK (FM)	Cleveland, OH WWWM (FM)				Fitchburg, MA WFMP (FM)	Tampa/ St. Petersburg, FL WSRZ FM	St
M	Phoenix, AZ KOOL FM	Dayton, OH WWUD (FM)					Las Vegas, NV KUDO FM	Wheeling, WV WOMP FM	PH
TO	Buffalo, NY WPHD (FM)	San Diego, CA KIFM (FM)					St. Augustine, FL WFOY (FM)	Wenatchee, WA KTRW FM	KC
NZ									Be
M									WI
Y									Yc
M									K



YOU CAN'T SERVE THE PUBLIC INTEREST IF THE PUBLIC ISN'T INTERESTED.

In Dallas/Ft. Worth last year, Metromedia's KRLD broadcast a 10-part series on violence in the public schools. It won an award. But it did a lot more. It alerted thousands of people to a dangerous social problem. But it wouldn't have done a bit of good if no one had been listening. And that goes to the heart of the philosophy at all 14 Metromedia Stations: *they can't serve the public interest if the public isn't interested in them.*

And that's where our programming comes in. Whether it's adult



contemporary at Baltimore's WCBM, or rock at Chicago's WMET, our goal is to attract listeners. Once we've attracted them by serving their entertainment needs,

we can serve a lot of their other needs.

Like their need to know about politics via "Close-up" on Washington's WASH. Their need to speak their mind on "Dialogue Line" broadcast by Baltimore's WCBM. Their need for a job, which is made easier to find on the "Job Bank," a regular feature on Detroit's WOMC.

The list can go on. But the bottom line is the same. Metromedia not only knows that it must serve the public interest—it knows how.

MMI METROMEDIA RADIO Important stations in important places

New York WNEW/WNEW-FM Philadelphia WIP/WMMR Baltimore WCBM
Washington D.C. WASH Detroit WOMC Chicago WMET Dallas KRLD Seattle KJR
Denver KHOW Tampa/St. Petersburg WWBA-FM Los Angeles KLAC/KMET
Texas State Networks

We give our people a piece of the business. Not the business.

How many times have you heard the lament? Just when you've trained someone to really know the business, just when he or she has established a rapport with clients, just when they've learned enough to really do the job... they get a better offer and leave.

That rarely happens at Eastman.

Why? Because we understand that repping is a people business and we're only as good as our people. So when our people prove they know the business, and establish themselves as solid professionals—specialists—we don't string them along with promises.

We don't dangle carrots in front of their noses. We give them a piece of the business.

That means part ownership in Eastman. They can't get a better offer than that.

What all this means to you is a higher level of professionalism. It means continuity of service. It means that when our people get to know you and your business they'll stay on and do the job.



We do things differently.



Number 4 in a Series:

Take It For What It's Worth.

Inside Radio has just declared that "Beautiful Music faces the biggest crisis among formats. Audience is graying. Music sources are drying up. Most syndicators are not coming up with the answers."

Well, we agree with you, Jerry. 100%. But, we do have the answer... "The Bonneville \$1 Million Sound."

We've contracted with Lex de Azevedo, as our Director of Artists & Repertoire, to produce it... the most consistently fresh easy-listening music



available anywhere, with more variety and more contemporary solo vocals, targeted to the 25-54 demographic.

We, at Bonneville, are dedicated to providing the finest, and we're making the financial commitment to back it up... all delivered live, over the nation's premier radio satellite network.

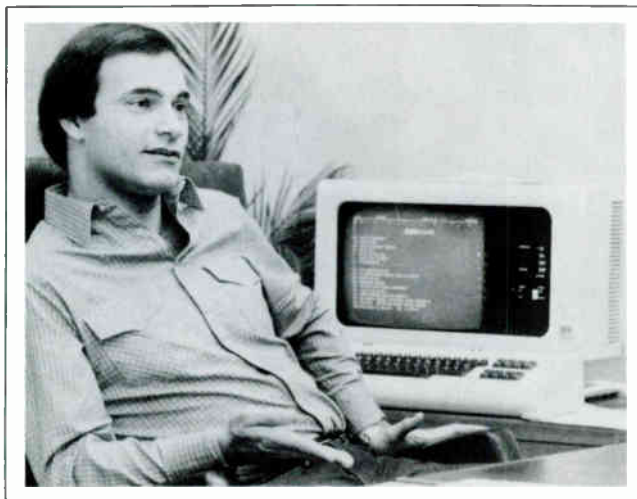
Call Marge, toll-free at (800) 631-1600, and we'll tell you more about "The Bonneville \$1 Million Sound." For what it's worth, it's worth a lot.

BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD. TENAFLY, NJ 07670

WELCOME TO RADIO ONLY

What you are about to read is the very first magazine ever written for the radio industry only. It's hard to believe that an industry as illustrious as ours has been so overshadowed by television, the record industry and now cable that it has constantly taken a back seat or at least shared the front seat with some other competing interest. Now, we're asking the others to move over.

Starting with this, our first monthly issue, radio executives can turn to a publication that unabashedly claims to be for radio only. That's how we thought of the name, RADIO ONLY. And, frankly, I thought all our new readers might



RADIO ONLY Publisher Jerry Del Colliano feels radio too often takes a back seat to competing industries, so he designed a monthly magazine to appeal to the thinking radio executive.

like to know how the idea for this publication evolved.

My staff has been publishing INSIDE RADIO, the weekly management newsletter, for more than six years. It has received much industry praise for its integrity and consistently wins industry surveys as radio's top publication. Candidly, we wondered how an eight-page weekly newsletter printed on yellow paper carrying no pictures or advertising could do so well against the glossies. Part of the answer was that INSIDE RADIO was written by radio people exclusively for radio. Imagine a monthly magazine

for radio. We did and you're about ready to sample it now.

There was no reason to compete with our own INSIDE RADIO. It's serving an industry function just as it is now. But RADIO ONLY is designed to appeal to the thinking radio executive. So you'll read special articles about problems exclusive to radio. You find "How to Do it" pieces. Special reports (like the convention report in this issue). Original research conducted for radio executives only. Plus the "Monthly Radio Poll" prepared by the prestigious The Research Group exclusively for our readers. Inside looks at news items that affected major corporations and the people who make the radio industry so colorful.

You'll also learn to rely on RADIO ONLY's "Data Bank." It's a listing of the most important information radio executives need to know from the FCC to when the next rating period will begin. Now there's no need to turn to a television publication to stay up on radio.

Style was not overlooked. I hope you'll agree that this magazine is one of the most beautiful and colorful industry publications you've ever read. We took the ad off the cover and gave it back to the industry for interesting cover stories. The paper used to print RADIO ONLY is glossy. Color abounds everywhere.

We wanted to present this magazine to you in an easily readable way. As a result, you'll see a larger than usual type style, ruled columns, and illustrations where appropriate. All the data is organized in one easy-to-read section, feature articles and other stories follow. You'll also want to read and hopefully profit from the "expert" pages. Recognized industry authorities provide "hands on" information in a very informative style.

Go ahead and enjoy. Don't forget to let us know what you like as well as what you don't like. We'll print a full range of comments in future issues.

So welcome to RADIO ONLY. We're here to serve just you. If others start expanding their radio coverage, all of radio will benefit. But we hope you agree with us that there will be just one monthly magazine published especially for RADIO ONLY.



Malrite knows how to make things grow.

Malrite has a long and unbroken history of growth. But we've never believed in growth simply for its own sake. We grow because we continually fill more needs for more people.

Our commitment to the future has led to the acquisition of KNEW, Oakland-San Francisco and KSAN, San Francisco...and, there's more to come.

The immediate and enthusiastic success of Malrite's WAWS-TV, Jacksonville, Florida and WUHF-TV, Rochester, New York also confirms our ability to meet community needs for independent television service.

In broadcasting, significant growth demands intelligent care and feeding: Strong management. Talented people. Solid financing. Careful planning. And a company-wide sense of commitment.

People who know us, know that's the Malrite style.



MALRITE COMMUNICATIONS GROUP, INC.

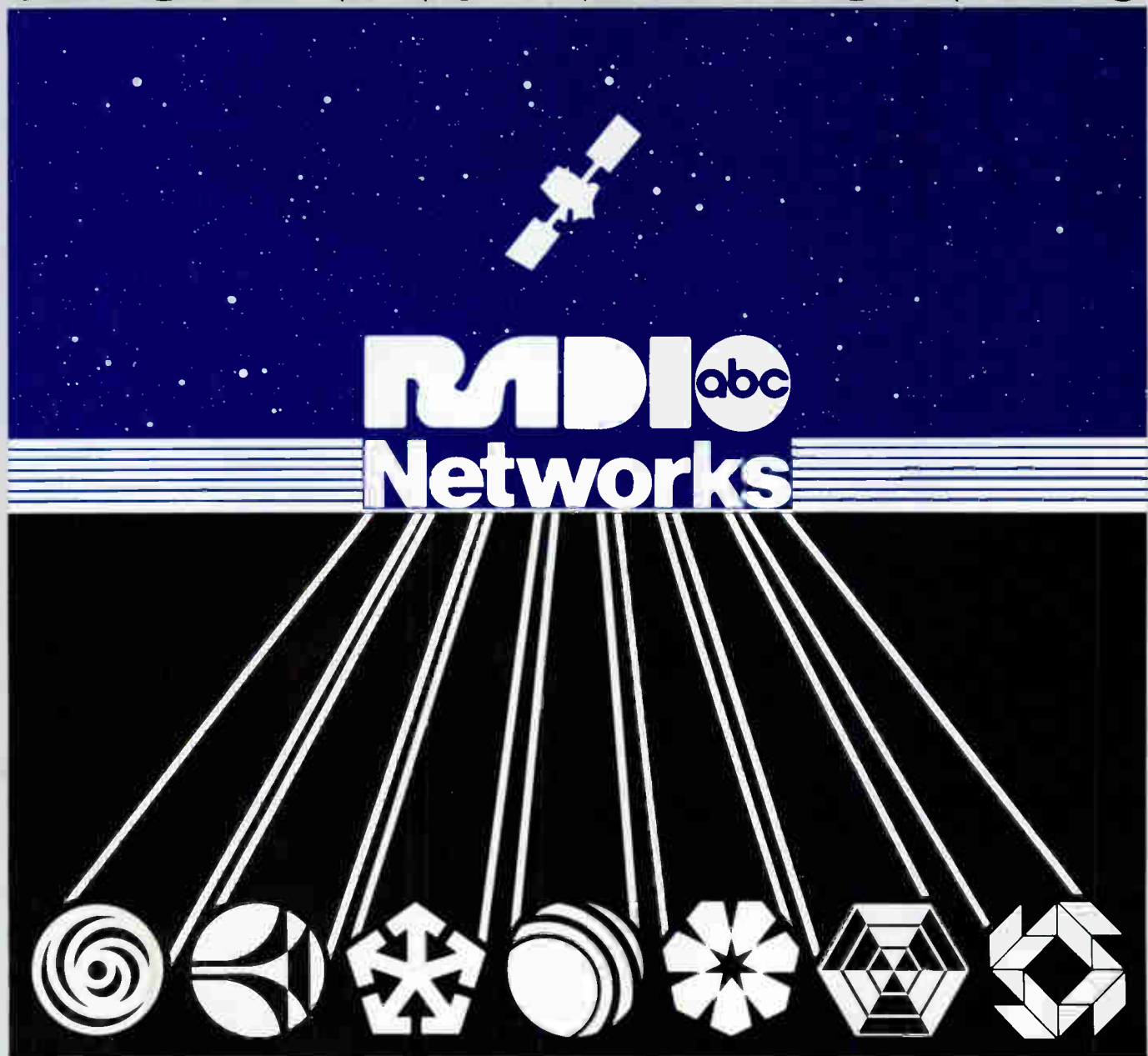
WHK/WMMS/Cleveland
KNEW/Oakland, San Francisco
KSAN/San Francisco
KEEY/Minneapolis, St. Paul
KLBB/Minneapolis, St. Paul
WZUU-AM/Greenfield
WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WCTI-TV/New Bern, N.C.
WUHF-TV/Rochester, N.Y.
WAWS-TV/Jacksonville
WFLX-TV/W. Palm Beach
Outer Banks Cablevision
Malrite Television Productions
Cleveland Browns Radio Network

Discover tomorrow today at the ABC Radio Networks' Hospitality Suite. Explore new frontiers in satellites and net-

work programming. Talk to satellite expert Ron Pearl. Meet with Bob Chambers on TalkRadio.

Get a close-up view of the future of network radio. It's all happening at Suite 2766. The Hyatt Regency in Dallas at the NAB.

'82: OPENING NEW FRONTIERS



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Radio Network

ABC FM
Radio Network

ABC Information
Radio Network

ABC Rock
Radio Network

ABC Entertainment
Radio Network

ABC
TalkRadio

ABC Direction
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News coverage. In addition to our 2-minute newscasts, "*The Source Break*," a 1-minute newscast, is available for afternoon drive time. Plus more from "*The Source Report*," winner of Peabody and Armstrong awards.

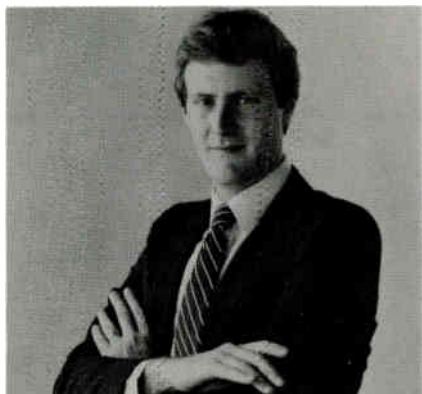
Want to know more? Write to The Source, 30 Rockefeller Plaza, NY, NY 10020 or call (212) 664-4599.

*RADAR® 24 (Fall 1981 Report) Vol.2 (Aud. to cleared programs + commercial exposures), avg. aud. per broadcast, adults 18-34, M-S, 6AM-12M.

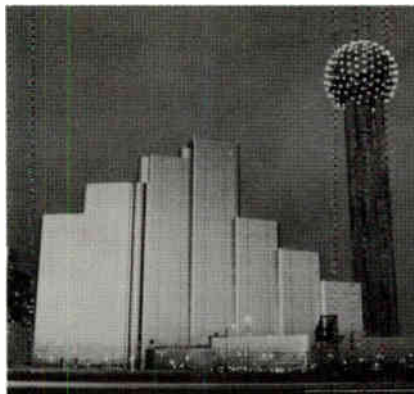


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many more markets. Find out
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work for you, your listeners
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us at our offices while you're
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MEETING DATES

APRIL

April 1—**DEADLINE CLUB**, New York City Chapter. Annual awards dinner. Sheraton Center hotel, NYC.

April 2—**INTERNATIONAL RADIO AND TELEVISION SOCIETY** Gold Medal anniversary banquet. Waldorf-Astoria, New York City. Norman Lear to be Gold Medal recipient.

April 2-3—**Region 6 RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION** meeting. Holiday Inn, Hastings, NE.

April 2-4—**California AP TELEVISION-RADIO ASSOCIATION** 35th annual convention. Miramar Hotel, Santa Barbara, CA.

April 3—**NEW JERSEY AP BROADCASTERS ASSOCIATION** spring meeting. Trenton State College, Ewing Township, NJ.

April 4-7—**NATIONAL ASSOCIATION OF BROADCASTERS** 60th Convention. Convention Center Dallas, TX.

April 8—**UPI NEW ENGLAND'S** 26th annual Tom Phillips Awards for excellence in broadcast journalism. Sheraton-Lincoln Inn, Worcester, MA. Speaker: Ted Turner, Turner Broadcasting System.

April 9—**Region 6 RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**. William Allen White School of Journalism, University of Kansas, Lawrence, KS. Annual broadcast journalism seminar.

April 9-10—**BLACK COLLEGE CONFERENCE**. Paschal's Hotel, Atlanta, GA.

April 14—**INTERNATIONAL RADIO AND TELEVISION SOCIETY** newsmakers luncheon. Waldorf-Astoria, New York. Westinghouse President/CEO Daniel Ritchie to speak.

April 14-19—**PENNSYLVANIA ASSOCIATION OF BROADCASTERS** spring convention. Bermuda Beach Hotel, St. George, Bermuda.

April 15—**INTERNATIONAL RADIO FESTIVAL OF NEW YORK**. Deadline for entries for achievement in radio programming. For information, write: International Radio Festival, 251 W. 57th St., NY 10019.

April 15-17—**NEW MEXICO BROADCASTERS ASSOCIATION** annual con-

vention. Sheraton Old Town Inn, Albuquerque, NM. Commissioner Henry Rivera to speak.

April 16—**UPI-NEW YORK STATE Broadcast Awards** banquet. Windows on the World, New York.

April 16—**NEW JERSEY BROADCASTERS ASSOCIATION** 36th annual spring managers' conference. Rutgers University, New Brunswick, NJ.

April 17-22—**NATIONAL PUBLIC RADIO** annual convention. Hyatt Regency, Washington, D.C.

April 19—**FLORIDA ASSOCIATION OF BROADCASTERS** "Broadcast Day." University of Florida, Gainesville, FL.

April 19-20—**WEST VIRGINIA BROADCASTERS ASSOCIATION** spring meeting. Canaan Valley State Park Lodge, Davis, W.VA.

April 20-21—**NEW YORK STATE BROADCASTERS ASSOCIATION** spring meeting. Hilton Hotel, Albany, NY.

April 24—**Region 1 RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**. Red Lion Inn, Jantzen Beach, OR.

April 24—**GREAT LAKES RADIO CONFERENCE** fifth annual meeting. Central Michigan University, Mt. Pleasant, MI. For more information, call 517-774-3852.

April 23-25—**ALABAMA AP BROADCASTERS ASSOCIATION** annual meeting and awards banquet. Lake Point, Lake Eufaula, AL.

April 24—**NEW YORK STATE AP BROADCASTERS ASSOCIATION** joint seminar. Sheraton-Airport Inn, Albany, NY.

April 25-27—**MINNESOTA ASSOCIATION OF BROADCASTERS** spring meeting. Thunderbird Motel, Bloomington, MN.

April 30—**NEW JERSEY BROADCASTERS ASSOCIATION**. Cherry Hill Inn, Cherry Hill, NJ. Program and news seminars.

April 30-May 2—**ILLINOIS NEWS BROADCASTERS ASSOCIATION** spring convention. University Inn, Champaign, IL.

MAY

May 1—**GEORGIA AP BROADCASTERS ASSOCIATION**. Annual meeting and awards banquet. Omni International, Atlanta, GA.

May 4-8—**AMERICAN WOMEN IN**

RADIO AND TELEVISION 31st annual convention. Hyatt Embarcadero, San Francisco, CA.

May 5—**GEORGE FOSTER PEABODY AWARDS LUNCHEON**. Pierre Hotel, New York. Sponsored by Broadcast Pioneers.

May 7-8—**FLORIDA AP BROADCASTERS** annual convention. Hilton. Tallahassee, FL.

May 7-9—**TEXAS AP BROADCASTERS** annual convention. Hyatt Regency. Austin, TX.

May 8—**Region 13 RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION**. Fort Magruder Hotel, Williamsburg, VA. Will meet with Virginia AP Broadcasters Association.

May 14-16—**PENNSYLVANIA ASSOCIATED PRESS BROADCASTERS ASSOCIATION**. Annual convention. White Beauty View Resort, Lake Wallenpaupack, PA.

May 20-22—**FIRST AMENDMENT CONGRESS Seminar**. Co-chairpersons: NATIONAL ASSOCIATION OF BROADCASTERS Steve and Milwaukee Journal op-ed. page editor Jean Ottos. Xerox International Center, Leesburg, VA. Discussion of news media and First Amendment values.

May 25—**INTERNATIONAL RADIO AND TELEVISION SOCIETY** annual Broadcaster-of-the-Year Award meeting. Waldorf-Astoria, New York City.

May 25-27—**OHIO ASSOCIATION OF BROADCASTERS** spring convention. Kings Island, Cincinnati, OH.

JUNE

June 1—**ARMSTRONG AWARDS** deadline for excellence and originality in radio broadcasting. Sponsored by Armstrong Memorial Research and National Radio Broadcasters Association. More information: Armstrong Foundation, 101 University Hall, Columbia University, New York. 10027, 212-280-3126.

June 10-13—**MISSOURI BROADCASTERS ASSOCIATION** spring meeting. Holiday Inn, Lake of the Ozarks, MO.

June 11-18—**RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF CANADA** annual meeting. Mount Royal Hotel, Montreal.

June 13-14—**RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION OF CANADA** board meeting. Mount Royal Hotel, Montreal.

June 13-16—**KANSAS ASSOCIATION OF BROADCASTERS** 32nd annual



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America Overnight—six hours of talk and call-ins.
- *A complete station service package including monthly co-op information, research for local sales and promotion support—all available through RKO's exclusive Interkom system.*



**See us at the NAB
and set the pace in your market with RKO!**

Knowledge.

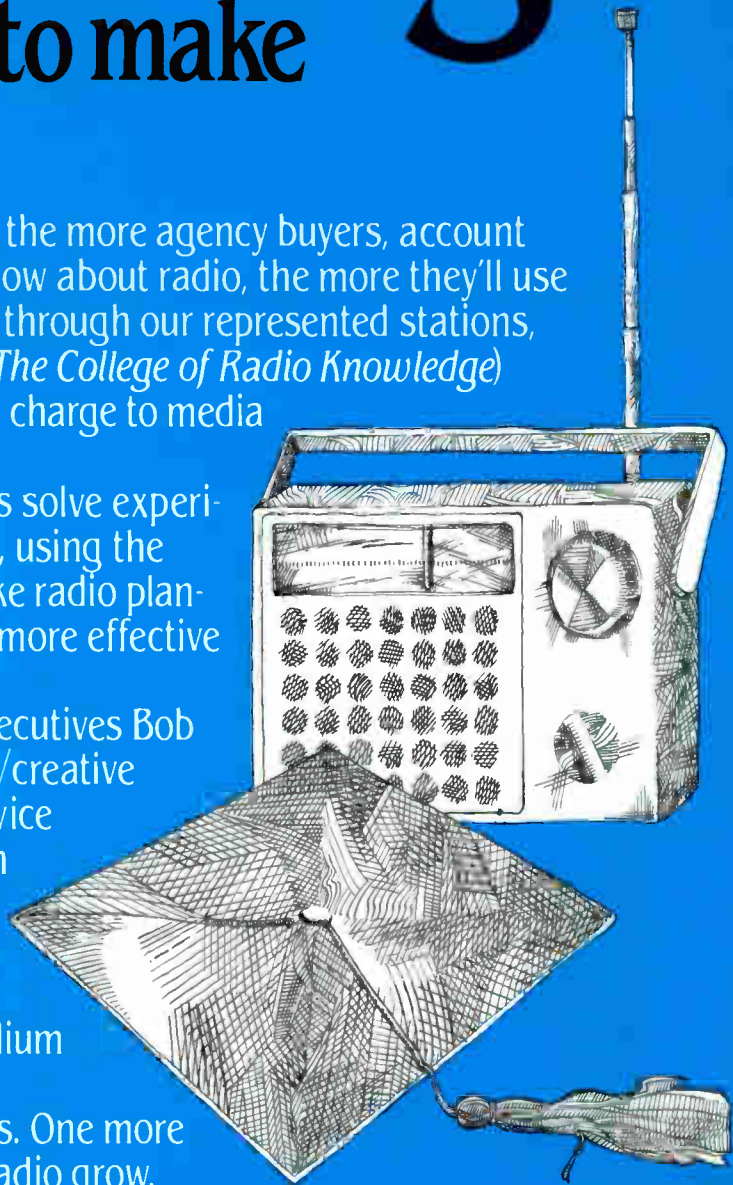
We use it to make radio grow.

At Blair we know that the more agency buyers, account executives and advertisers know about radio, the more they'll use radio. That's why we conduct, through our represented stations, a series of radio workshops (*The College of Radio Knowledge*) throughout the country at no charge to media decision makers.

Workshop participants solve experimental radio media problems, using the newest techniques which make radio planning and buying simpler and more effective than ever.

Run by Blair Radio executives Bob Lobdell, senior vice president/creative sales, and Bob Galen, senior vice president/director of research and media planning, the workshops are helping to expand the ways agencies and advertisers use the radio medium productively.

Blair Radio workshops. One more way Blair is working to help radio grow.



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Reliable people, reliable data

Why radio is the best vehicle to reach the two-check household.

Two-check households are America's new income elite. Today, they're 25 million strong and represent almost half of all buying power.

These busy adults spend more time with radio than any other medium.

Radio goes with their lifestyles.

You've got a good chance of reaching these upwardly-mobile consumers with radio. It gets them up in the morning. Goes with them in the car to work. And plays along at leisure time.

On the average, these adults spend three hours and 30 minutes a day listening to radio. That's more time than they spend with television, newspapers or magazines every day.

Since working husbands and wives make many buying decisions together, it pays to use a medium that reaches both of them—right on the spot.

Radio gives the best reach.

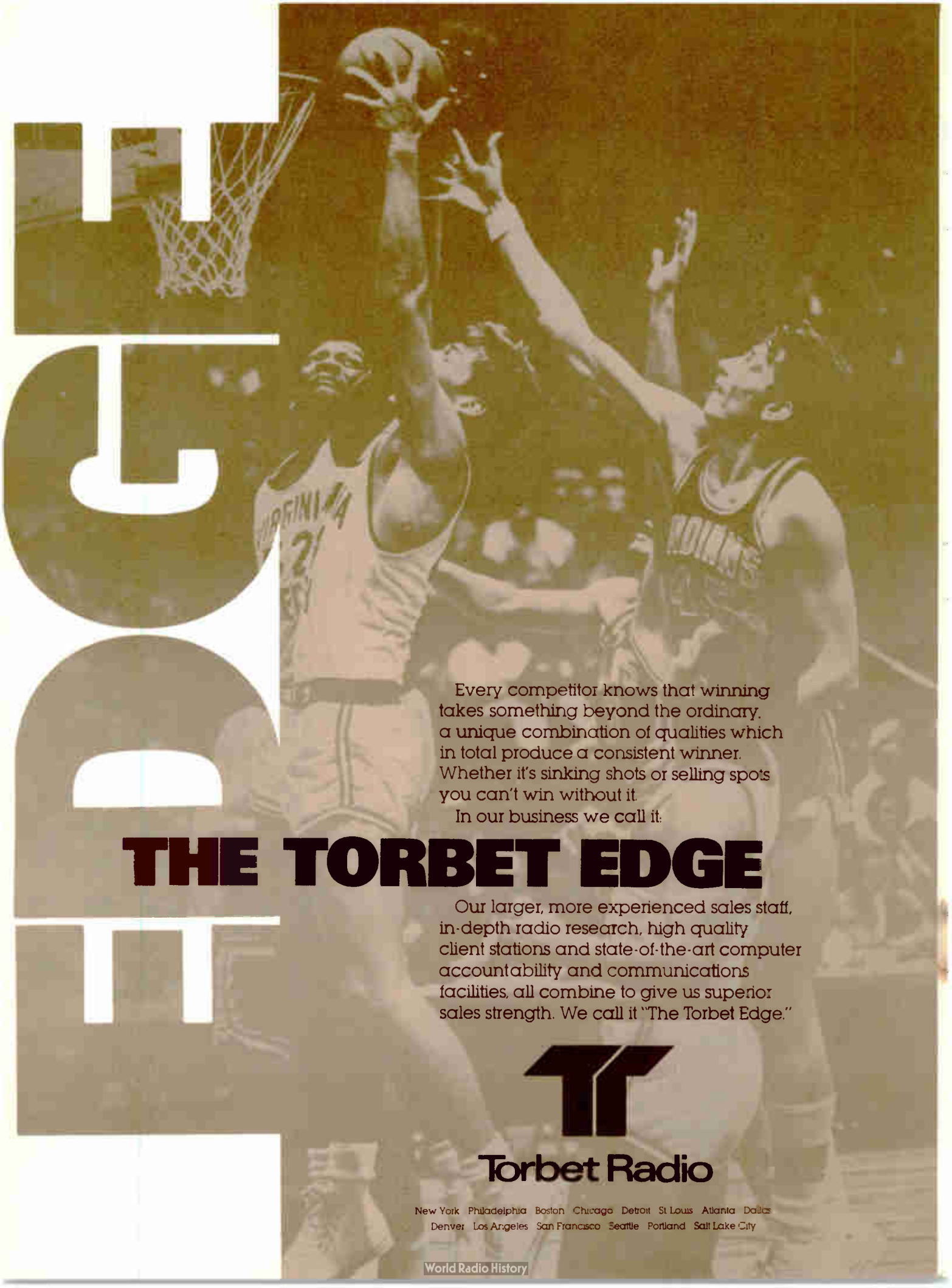
Every week, radio leads all media in the number of people reached in two-check households.

Radio delivers your message to 98.5 percent of these adults weekly.

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Torbet Radio

New York Philadelphia Boston Chicago Detroit St Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City

DATABANK

meeting. Halidome, Hutchinson, KS.

June 16-18—OREGON ASSOCIATION OF BROADCASTERS spring conference. Red Lion at Bowmans, Welches, OR.

June 16-19—MARYLAND-DISTRICT OF COLUMBIA-DELAWARE BROADCASTERS ASSOCIATION convention. Sheraton Fountainebleau Inn Ocean City, MD.

June 22-25—NATIONAL BROADCAST EDITORIAL ASSOCIATION national convention. Mayflower Hotel, Washington, D.C.

June 23-26—FLORIDA ASSOCIATION OF BROADCASTERS annual convention. Innisbrook Resort, Tarpon Springs, FL.

June 24-27—PUBLIC BROADCASTING SERVICE annual meeting. Crystal City Hyatt, Arlington, VA.

June 27-30—VIRGINIA ASSOCIATION OF BROADCASTERS summer meeting. Wintergreen Resort, Wintergreen, VA.

JULY

July 11-14—NEW YORK STATE BROADCASTERS ASSOCIATION 21st executive conference. Grossinger's Conference Center, Grossinger, NY.

July 14-17—COLORADO BROADCASTERS ASSOCIATION summer convention. Manor Vail, Vail, CO.

July 19-24—NATIONAL FEDERATION OF COMMUNITY BROADCASTERS annual conference. MacAlister College, St. Paul, MN.

AUGUST

August 18-21—MICHIGAN ASSOCIATION OF BROADCASTERS annual convention. Hidden Valley Resort, Gaylord, MI.

August 19-22—WEST VIRGINIA BROADCASTERS ASSOCIATION annual fall meeting. Greenbrier, White Sulphur Springs, WV.

August 20—KANSAS ASSOCIATION OF BROADCASTERS 7th annual sports seminar. Royals Stadium, Kansas City, MO.

August 29-September 1—NATIONAL ASSOCIATION OF BROADCASTERS radio programming conference. New Orleans Hyatt.

SEPTEMBER

September 12-15—NATIONAL RADIO BROADCASTERS ASSOCIATION annual convention. Reno, NV.

September 18-21—INTERNATIONAL BROADCASTING 9th convention. Metropole Conference and Exhibition Center, Brighton, England.

September 19-20—CBS RADIO NETWORK affiliates board meeting. Arizona Biltmore, Phoenix, AZ.

September 26-28 — MINNESOTA BROADCASTERS ASSOCIATION fall meeting. Radisson Duluth, Duluth, MN.

September 30-Oct. 2—RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION international conference. Caesars Palace, Las Vegas.

OCTOBER

October 3-5—TENNESSEE ASSOCIATION OF BROADCASTERS convention. Sheraton Hotel, Gatlinburg, TN.

October 6-7—OHIO ASSOCIATION OF BROADCASTERS fall convention. New Marriott North, Columbus, OH.

October 8-17—TEXAS ASSOCIATION OF BROADCASTERS management and engineering conference. Hyatt Regency, Houston, TX.

October 15-17—AMERICAN WOMEN IN RADIO AND TELEVISION southern area conference. Peabody Hotel, Memphis, TN.

October 22-23—FRIENDS OF OLD TIME RADIO annual convention. Holiday Inn-North Holiday Plaza, Newark, NJ. For information: Jay Hickerson, (203) 795-7477.

JANUARY, 1983

January 30-February 2—NATIONAL RELIGIOUS BROADCASTERS 40th annual convention. Washington Sheraton.

STATION SALES

PROPOSED

WFLA-A/F Tampa, FL. Price: \$14 million. Sold by VA-based newspaper publisher Media General Inc. to New York-based rep firm John Blair & Co.

KXIV, Phoenix. Price: \$1.2 million. Sold by KXIV, Phoenix (Cave Creek Enterprises) to Phoenix real estate investor Michael D. Levin.

KKEE, Alamogordo, NM. Price: \$250,000 plus \$50,000 for non-complete agreement. Sold by Sweetland Broadcasting, Inc. to Texas cable franchiser Roger Whitehurst, broker:

Wilkins & Associates.

WFUL, Fulton, KY. Price: \$202,770. Sold by Ken-Tenn Broadcasting Corp. to WSJP, Murray, KY announcer Larry A. Wood.

KPIN, Casa Grande, AZ. Price: \$200,000. Sold by James B. Hughes (51%) to Dean Weatherly. Hughes is transferring interest to remaining stockholders.

WRJZ, Knoxville, TN. Price: \$1.2 million. Sold by N. Eric Jorgensen (WISE-AM, Asheville, NC) to Burt Sherwood and Bill Hennes (Subsidiary of Sherwood, Hennes Broadcasting, Inc.) Both own 50%.

WMNT/WMLD, Manati, PR. Price: \$800,000. Sold by Pedro C. Barbosa (40%), Jose A. Ribas and Guillermo A. Bonet (30% each) to noncommercial corporation Vega Baga, PR.

WQVE, Mechanicsburg, PA. Price: \$650,000. Sold by George F. Gardner to Maury Brenner, Richard H. Jeffries, James P. O'Leary, James R. Strohecker (20% each) and Keith A. Clark and John J. Shumaker (10% each). Broker: The Keith W. Horton Co.

WDOE, Dunkirk, NY. Price: \$400,000. Sold by R. Michael Goldman (50.2%), Gail M. Goldman (39.8%), R. David Ridgeway and Myrna K. Ridgeway (10% jointly) to Robert S. Finley (85.8%), Betty Bradigan and Judith C. Anderson (7.1% each).

WACO/KHOO, Waco, TX. Price: \$2,668,000. Sold by WACO Radio Inc. to Garden City, KS-based newspaper publisher Harris Enterprises, Inc. (90%) and current president Robert E. Weathers (10%).

WAEC, Atlanta. Price: \$800,000. Sold by Sears Broadcasting of Georgia, Inc. to Voro Communications of Georgia, Inc.

KCCN, Honolulu. Price: \$633,333.33. 75% sold by stockholders Theodore Shanbaum and Ellis Carp to remaining stockholder Oscar C. Lindemann.

WJLD, Fairfield, AL. Price: \$550,000. Sold by Media Broadcasting of Birmingham Inc. to RFB Radio of Birmingham Inc. Broker: Blackburn & Co.

WBKF, MacLenny, FL. Price: \$400,000. Sold by Woodrow W. Rhoden to WPUL, Bartow, FL owner John Locke.

WKBL-A/F, Covington, TN. Price: \$380,000. Sold by Tipton County Broadcasters to sales manager/GM WDBL A/F Royce D. Wilson.

KZUL, Parker, AZ. Price: \$225,000.

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Sold by O.M. Broadcasting, Inc to KEYZ-A/F, Williston, ND owner Charles Scofield and Lorraine Scofield.

KXXX-A/F, Colby, KS Price: \$1.5 million. Sold by Golden Plains Inc. to KJLS, Hays, KS owner Lawrence E. Steckline (Lesso, Inc.). Steckline also owns KWLS-A/F, Pratt, KS and KSLS, Liberal, KS.

KGU, Honolulu Price: \$1.3 million. Sold by Communications Hawaii, Inc. principally owned by Lawrence R. Wilson (71%) and Jacksonville, FL-based group owner Charter Co. president John F. Bayliss (21%).

WIZO, Franklin, TN. Price: \$800,000. Sold by Harpeth Valley Broadcasting, Inc. to WJRB, Madison, TN president and owner Mack Sanders. Bought WNOX, Knoxville, TN for \$1.2 million (subject to FCC approval).

KSTR, Grand Junction, CO. Price: \$550,000. Sold by Lincom Partners to Chama Broadcasting Co. owner and KWSR, Rifle, CO VP Marjorie A. Price.

KYBS, Livingston, MT. Price: \$495,000. Sold by Yellowstone Broadcast Services, Inc. to The Park Radio Co., principally owned by president/GM WSET-TV, Lynchburg, VA Rodger Divens (43%). Broker: Chapman Associates.

KONI/KTMP, Spanish Fork, UT. Price: \$325,000. Sold by Neale Broadcasting Alliance to KFTN, Provo, UT owner Don Lacey (Mountain States Broadcasting). Broker: Chapman Associates.

WJRI, Lenoir, NC. Price: \$300,000. Sold by Grace R. Stewart and John P. Rabb to part-owner Katherine B. Rabb (33%).

KLLL, Lubbock, TX. Price: \$200,000. Sold by Lubbock Broadcasting to Jerrico Broadcasting, Inc. Broker: R.A. Marshall & Co.

APPROVED

WHOM, Mount Washington, NH. Price: \$3.5 million. Sold by Newengco Inc., owned by New Canaan, CT investor Frederick Godley and 11 others.

KRMD-A/F, Shreveport, LA. Price: \$1,350,000. Sold by Charles Jordan and Gary Ackers (50% owners) to Robert Hyde and Jim R. Phillips, who own the other 50%.

KSCJ, Sioux City, IA. Price: \$1 million. Sold by G&G Broadcasting owned by Raymond and Mary Grandle, and Wilmer W. Grabau to Apple Broadcasting owned by Sioux City businessmen William A. Magnuson and Thomas M.

Burke, brothers.

KEGL, Dallas. Price: \$8.5 million. Sold by Swanson Broadcasting to Sandusky Newspapers, Inc. The Denver-based newspaper owns four AMs and five FMs.

WQIM, Prattville, AL. Price: \$675,000. Sold by Hagler Broadcasting to Downs Broadcasting, Inc., owned by Paul H. Downs (60%) and William Sanders (40%).

KCBN-KRNO, Reno. Price: \$3,775,000. Sold by BBC Inc. to WIRA/WOVV, Ft. Peirce, FL owner David A. Roth.

WAFL-A/F, Milford, DE. Price: \$1,050,000. Sold by Mid-Atlantic Communications, Inc. principally owned by president Thomas H. Draper to New York-based book publisher Herbert K. Schnall and Kane Paper Corp. president James T. Kane.

WPUB-A/F Camden, SC. Price: \$600,000. Sold by Kershaw County Broadcasting, Inc. to Camden Communications Group, Inc. principally owned (62%) by WIS-TV, Columbia general sales manager John D. Livoti.

WHPL/WEFG, Winchester, VA. Price: \$1,025,000. Sold by Shenval Broadcasting Inc. to Holt Ltd. principally owned by broadcasting consultant Arthur H. Holt.

WCOD-FM, Hyannis, MA. Price: \$1 million. Sold by Resort Communications, Inc. to Taylor Communications, Inc. a subsidiary of Taylor Distributing Co. a MA-based beer and wine distributing company.

WWUU, Long Branch, NJ. Price: \$995,000. Sold by Long Branch Co. to Mammoth Broadcasting, Inc. owned by former national/regional sales manager of WICC, Bridgeport, CT Johnathan Hoffman.

KCCO/KRLG, Lawton, OK. Price: \$950,000. Sold by Progressive Broadcasting, Inc. to Houston investors Ross Chapman, Robert Cole and KIKS/KIOL, Iola, KS owner Michael P. Russell.

FACILITIES CHANGES

EXISTING STATIONS

AM Applications Tendered

KTRB, Modesto, CA—Seeks CP to increase N. power to 10kw. Install DA-N. Ann: 2/3.

WSDL, Slidell, LA. Seeks CP to change hours of operation. Ann: 2/4.

KCTE, Southwest City, MO. Seeks CP to change city of license to Grove, OK. Change TL and SL. Ann: 2/1.

KNOM, Nome, AK. Seeks CP to increase N. power to 10 kw. Ann: 2/17.

KSYX, Santa Rosa, NM. Seeks CP to change hours of operation to U by adding 250w-N change freq. to 1340 KHz. Make changes in antenna system. Ann: 2/16.

KIRT, Mission, TX. Seeks CP to change hours of operation to U by adding 1kw-N. Install DA-N. Change TL. Make changes in antenna system. Ann: 2/17.

KAAB, Batesville, AR. Seeks CP to increase power to 1kw. DA-D. Ann: 2/25.

KXQR, Clovis, CA. Seeks CP to change hours of operation to U by adding 1kw-N. Install DA-2. Make changes in antenna system. Ann: 2/23.

WQDI, Homestead, FL. Seeks CP to increase D power to 5kw. Non-DA. Ann: 2/23.

Approved

KXXR, Spokane, WA—VOL AL from Independent Broadcasting Corporation to Independent Broadcasting Corporation.

KGEN, Tulare, CA—Seeks to VOL AL from Walls and Sharp B/C Inc. to Pappas Electronics, Inc. Request for waiver of section 73.35 of the rules.

KXXX, Colby, KS—Seeks to VOL AL from Golden Plains, Inc. to Lesso, Inc.

KEND, Lubbock, TX—Seeks to VOL AL from Radio Lubbock, Inc. to Lubbock Broadcasting Co., Inc.

KRSP, Salt Lake City, UT—Seeks license to cover for changes.

WITS, Boston, MA—Seeks license to cover for changes.

WHB, Rexburg, ID—Seeks ML to change TL: 240 First St., Idaho Falls, ID. NL: 43-29-48, WL: 112-01-46. Announcement 2/16.

WMNI, Columbus, OH—Seeks to involve TC from William R. Mnich to Norma Jean Mnich, executrix of the estate of William R. Mnich deceased.

WVNR, Poultney, VT—Seeks license to cover for new AM station.

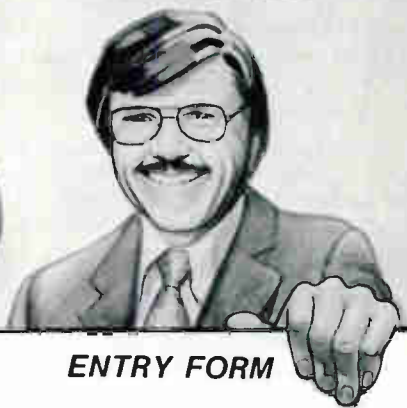
WPRZ, Evanston, IL—Seeks MP of CP to modify standard radiation pattern along three bearings. Ann: 2/22.

WHBF, Rock Island, IL—Seeks CP to

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reduce RM and augment standard radiation pattern. Ann: 2/22.

KGAY, Salem, OR—Seeks CP to change TL. Change antenna system and add RC. Ann: 2/22.

KPRB, Redmond, OR—Seeks CP to change TL to 27th St. and Antler Road, Redmond, Deshutes, OR. Ann: 2/25.

WOZO, Penn Yann, NY—Seeks MP of CP to decrease tower height from 270 to 60 Ft. and eliminate tower lighting. Ann: 2/18.

WDTB, Dimondale, MI—Seeks modification of CP to change and operate SL trans. by RC from proposed. SL. Ann: 2/4.

NEW STATIONS

Approved

KMMO, Inc., Marshall, MO seeks license for new RP mobile system: 1-5 STNS, 455.700 MHz, 50F3, 2.5W, type accepted equipment only.

General Electric Broadcasting Co., Inc. seeks license for new RP mobile system: 1-5 STNs, 455.800 MHz, 2.5W, 50F3. Type accepted equipment only.

River Bend Broadcasting, Inc. Bullhead City, AZ seeks license for new RP mobile system: 1-5 STN, 161.70 MHz, 40W, 30F3, type accepted equipment only.

EXISTING STATIONS

FM Applications

Tendered

WITF-FM, Harrison, PA.—Seeks modification of license to change city of license to Harrison.

KKYS, Hanford, CA.—Seeks CP to change TL: Eshom Point, CA. Also change ERP: 16.4kw H&V, increase HAAT: 860 feet H&V. Change type trans. & make changes in antenna system 36, 38, 12, 118, 56, 34.

KKCS-FM, Colorado Springs, CO.—Seeks CP to change TL. Increase ERP to 79kw. Change HAAT to 2180 ft. Make change in antenna system. Ann: 2/22.

KTEQ, Rapid City, SD.—Seeks CP to change freq. to 91.3 MHz. Change ERP to 0.710kw. Change HAAT to 234 ft. Ann: 2/22.

WQOD, Youngstown, OH—Seeks CP to increase ERP to 50kw and change transmitter type. Ann: 2/4.

Approved

WUBM-FM, Boston—Seeks modification of CP to make changes in antenna system. Change type trans. Change

type ant. Decrease ERP to 200kw. Decrease HAAT to 167 ft. and change TPO. Ann: 2/16.

WLBS, Mt. Clemens, MI—Seeks CP to make changes in ant. system. Change type trans. Change type antenna. Increase ERP to 50kw and change TPO. Ann: 2/16.

WWCJ, Jackson, MI—Seeks modification of CP to change type trans. Change type ant. Increase ERP to 6.3kw. Increase HAAT to 300 ft. and change TPO. Ann: 2/16.

WFFM, Braddock, PA—Seeks CP to make changes in ant. system. Change type ant. Decrease ERP to 16.6kw. Increase HAAT to 997 ft. and change TPO. Ann: 2/16.

WKSZ, Media, PA—Seeks modification of CP to make changes in ant. system. Change TL. Change type trans. Change type ant. Decrease ERP to 24kw. Increase HAAT to 720 ft. and change TPO. Ann: 2/16.

KXXK, Galveston, TX—Seeks modification of CP to make changes in ant. system. Change TL. Change type trans. Change type ant. Increase HAAT to 709 ft. and change TPO. Ann: 2/18.

KQUE, Houston, TX—Seeks CP to install auxiliary trans. and ant. change at main TL. To be operated on ERP of 26.8kw. Change HAAT to 930 ft. Change TPO. Ann: 2/18.

KAER, Sacramento, CA—Seeks CP to make changes in ant. system. Change TL. Change SL and RC. Change type tran. Change type antenna. Decrease ERP to 50kw. increase HAAT to 500 ft. and change TPO. Ann: 2/25.

WZOT, Rockmart, GA—Seeks CP to increase HAAT to 253 ft. and change TPO. Ann: 2/25.

WUIC-FM, Chicago—Seeks CP to increase ERP to 100kw. Change HAAT to 129 ft. and make changes in ant. system. Ann: 2/25.

WGFA-FM, Watseka, IL—Seeks modification of CP to change type trans. Change type ant. Increase ERP to 50kw. Increase HAAT to 366 ft. Change TPO. Ann: 2/25.

WSIF, Wilkesboro, NC—Seeks CP to change TL to Collegiate Drive, 350 ft. W. of Hayes Hall. Wilkes Community College campus. Wilkesboro, NC. Ann: 2/22.

KOFM, Oklahoma City—Seeks CP to make changes in ant. system. Change TL. Add RC at SL. Change type trans. Change type ant. Increase ERP to

100kw. Decrease HAAT to 1318 ft. and change TPO. Ann: 2/25.

WKKZ, Dublin, GA—Seeks CP to make changes in ant. system. Change type trans. Change type ant. Change ERP to 3kw. Change HAAT to 735 ft. and change TPO. Ann: 2/3.

WJMM, Versailles, KY—Seeks CP to increase HAAT to 300 ft. and change TPO. Ann: 2/4.

KYYK, Palestine, TX—Seeks CP to change TL and SL. Change TPO. Ann: 2/1.

KNAB-FM, Burlington, CO. VOL TC from E. Charles Robacker to Ray H. Lockhart.

KKBC, Hilo, HI. VOL AL from Mauna Kea Broadcasting Co. to Phillip Lee Brewer.

KCNT, Hastings, NE. License to cover for changes. SL RED: 2 miles east of Hastings. TL RED: Central Community College. License expires: 6/1/83.

WRMZ, Columbus, OH. Involving TC from William R. Mnich to Norma Jean Mnich.

WPBX, Southampton, NY. License to cover for changes. License expires: 6/1/84.

WUIC-FM, Chicago, IL. CP to increase ERP, 0.100kw: HAAT: 129 feet and make changes in antenna system 41, 52, 22, 87, 38, 52.

WHPK-FM, Chicago, IL. CP to increase ERP: 0.100kw: HAAT: 123 feet and make changes in antenna system 41, 47, 40, 87, 35, 55.

KAER, Sacramento, CA. CP to make changes in antenna system. Change TL to: N. 306 Degrees E. from main post office for Rio Linda. Change SL & RC to: 1440 Ethan Way, Sacramento. Change type of trans., change type antenna, decrease ERP: 50kw (H&V), increase HAAT: 500 feet and change TPO.

WDSO, Dover, DE. Request for subsidiary communications authorization on a subcarrier freq. of 67 KHz.

WBYZ, Baxley, GA. Modification of CP to make changes in antenna system, change TL to: South Side of Hwy. 341, Northwest of Baxley. Change type antenna, decrease HAAT: 361 feet and change TPO.

WZOT, Rockmart, GA. CP to increase HAAT: 253 feet and change TPO.

WGFA-FM, Watseka, IL. Modification of CP to change type trans, change type

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antenna, increase ERP: 50kw, increase HAAT: 366 feet and change TPO.

WOXY-FM, Baton Rouge, LA. MP for extension of time to: 5/1/82. Third request for extension.

WNAV-FM, Annapolis, MD. Request for subsidiary communications authorization on a subcarrier freq. of 67 KHz.

KQUY-FM, Butte, MT. VOL AL from Jack H. Jensen and Lamont N. Jensen DBA Mountain Sky Broadcasting to Mountain Sky Broadcasting, Inc.

WPCM, Burlington-Graham, NC. Request for subsidiary communications authorization on a subcarrier freq. of 67 KHz.

WBAB-FM, Babylon, NY. VOL TC from the Radio Co., Inc. to All-Island Radio Co., Inc.

KOFM, Oklahoma City, OK. CP to make changes in antenna system. Change TL to: 1228 NE Wilshire Blvd., Oklahoma City. Add RC at SL: change type trans., change type antenna. Increase ERP: 100kw, decrease HAAT: 1318 feet and change TPO.

WKBj-FM, Mayaguez, PR. MP for extension of time to: 9/1/82. Second request for extension.

KJjJ-FM, Glendale, AZ. License to operate formerly authorized main facilities as auxiliary for auxiliary purposes only. License expires: 10/1/83.

WHBS, Holiday, FL. Filed by: Lowell W. Paxson request waiver of section 73.1201 of the rules to identify as: "WHBS Holiday-Port Richey, FL."

KFGQ-FM, Boone, IA. License to cover for changes. License expires: 2/1/83.

KDSI, Alice, TX. Filed by: Robert J. Rawson. Request to change name of licensee to: Jefco Enterprises, Inc.

WIZY, Gordon, GA. Modification of CP to change directional pattern.

KENN, Farmington, NM. VOL. TC from Cloyd O. Kendrick to Kenneth B. Kendrick.

KPRB, Redmond, OR. CP to change TL to 27th St. & Antler Rd., Redmond, Deshutes, OR.

WZZD, Philadelphia, PA. MP CP for extension of time to 3/19/82.

KDKS, Benton, LA. License to cover for a new station SL/TL RED: Linton Rd., Benton, LA. License expires: 6/1/82.

KABE, Orem, UT. License to cover for changes. License expires: 10/1/83.

KNGX, Gerlach, NV. License to cover

for a new station. License expires: 6/1/83.

WRFN, Nashville, TN. License to cover for changes. License expires: 8/1/82.

KGNZ, Abilene, TX. Modification of license to install new transmission system. License expires: 8/1/83.

APPROVED EXISTING STATIONS

FM Applications

Approved

WESU, Middletown, CT. License to cover for changes. License expires: 4/1/84.

KXXX-FM, Colby, KS. VOL AL from Golden Plains, Inc. to Lesso, Inc.

WLVA, Germantown, TN. VOL TC from George V. McClintock, Jr. to Sam C. Phillips.

KVQ, Nome, AK. ML to add freq. 161.76 MHz.

WIUS, Macomb, IL. License to cover for a new station. SL Red: 900 W. Adams, Macomb. License expires: 12/1/82.

NEW STATIONS

Tendered

Area Youth for Christ Radio, Bath NY. Seeks CP for new FM on: 103.1 MHz, #276A, ERP: 0.91 KW H&V. HAAT: 559 feet H&V, TL: Turnpike Rd., 7 miles west of Bath, Towlesville, NY. SL/RC: To be determined.

Winterbrook Communications, Inc., Ashland, OR. Seeks CP for new FM on: 105.1 MHz, #286C, ERP: 100KWH&V, HAAT: 1453 feet H&V, TL: Mt. Baldy Communications Site, Central Point, OR, SL/RC: To be determined, Ashland, OR.

Santee-Cooper Broadcasting Co., Irmo, SC. Seeks CP for new FM on: 102.3 MHz, #272, ERP: 3KW H&V HAAT: 300 feet H&V, TL: E of Hwy. 215, SC, SL/RC: To be determined.

Voice of Entertainment, Inc., Ridgeland, SC. Seeks CP for new FM on: 104.9 MHz, #285A ERP: 3.0 KW H&V 300 feet H&V, HAAT: TL 2.5 miles E. of Ridgeland on US 278. SL/RC: Carter Mill Rd, Ridgeland.

Valley FM Radio, Grenada, CA. Seeks CP for a new FM translator to serve Grenada, (FM) CA. 101.7 MHz, primary station: KSQU, Weed, CA. TL: Antelope Mt. Radio Site, Grenada.

Mark L. Wodlinger, Snowmass, CO. Seeks CP for new FM on: 103.9 MHz,

#280A, ERP: 3.0 KW H&V, HAAT: Minus 583 feet H&V. TL: 2.6 miles NE of Snowmass, CO SL/RC: To be determined.

John A. Bower, Ft. Carson, CO. Seeks CP for new FM on: 106.3 MHz, #292A, ERP: 0.056 KW H&V. HAAT: 2026' H&V, TL: Cheyenne Mountain near Colorado Springs. SL/RC: To be determined.

Mecklenburg Broadcasting Co. Inc., Clarksville, VA. CP for new FM on: 98.3 MHz, #252, ERP: 3 KW H&V. HAAT: 300' H&V, TL: 0.8 miles SW of Skipwith on Rt. 701, Skipwith. SL/RC: To be determined.

Approved

Fayetteville Communications, Co. Fayetteville, AR Seeks license to cover CP for new FM on: 951.0 MHz.

Round Valley Broadcast Associates, Springerville-Eagar, AZ. Seeks license to cover CP for new FM on: 950.12 MHz.

Jackson & Chaisson Broadcasting System, Inc., Lafayette, LA. Seeks CP for new aural stl.: 950.0 MHz, 6W, 500F9, NL: 30-13-29, WL: 92-01-09, TL: 666 Jefferson St.

Fayetteville Communications, Co. Fayetteville, AR. Seeks license to cover CP for new RP base 450.01 MHz.

WKYX, Inc. Paducah, KY. Seeks license for new RPMs, 455.450 MHz, 25W, 50F3, type accepted equipment ONLY.

Troy State University, Troy, AL. Seeks CP and license for new aural stl, 948.0 MHz, 8W, 500F9, TL: 2990 Montgomery Mall, Montgomery, AL. NL: 32-19-39, WL: 86-14-29.

KDBS, Inc., Alexandria, LA. Seeks CP and license for new aural stl.: 951.5 MHz, 8W, 500F9, TL: 1515 Jackson St., Alexandria. NL: 31-18-20. WL: 92-27-10.

Sheen Broadcasting Co., Winnemucca, NV. Seeks CP for new aural stl.: 950.5 MHz, 500F9, Time & Freq. Technology, Inc. 7700 12W, TL: 5130 E. Weikel Dr, Winnemucca. NL: 40-57-23, WL: 117-42-48.

Communications Investment Corp., Salt Lake City, UT. Seeks CP and license for new aural stl. 946.375, 946.625 MHz, 8W, 250F9, TL: 312 E. South Temple, Salt Lake City. NL: 40-46 09.5, WL: 111-52-41.

Rejections

WQLS, Cleveland, TN. Atlantic Broadcasting Group, Inc. Rejected petitions

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to deny and granted application to increase power and antenna height.

AM ACTIONS

WGCV, Amarillo, TX (951.5 MHz) Walton Communications, Inc. Application granted to aural stl CP & LIC NEW AURAL STL (stereo), 951.5 MHz, 10W, 500F9. TL: 5200 Amarillo Blvd. E. Amarillo. NL: 35-13-16, WL: 101-46-24. Action taken: 2/5/82.

WHB, Cidra, PR (950.0 MHz) Radio Musical, Inc. Application granted license or modification for aural stl. License to cover CP which authorized a new aural stl. Action taken: 2/8/82.

KFNW, Fargo, ND (1170 KHz) Northwestern College. Application granted to AM broadcast station. CP to change frequency to 1200 KHz: Change city of license to West Fargo. Action taken: 2/11/82.

KSEI, Pocatello, ID (930 KHz) KSEI Broadcaster, Inc. Application granted to AM broadcast station. Involved TC of Western Broadcasting Co. 2/11/82.

WGFP, Webster, MA (940 KHz) Lakeview Broadcasting Co., Inc. Application granted license or modification for AM broadcast station. Modification of license to change SL to: 26 W. Main St., Dudley, MA & opr. trans. to RC from PRP SL. Action taken: 2/16/82.

KMOD, Tulsa, OK (450.3 MHz) Clear Channel Communications, Inc. Application granted to AM Broadcast station CP to change TL: 4400 ft. SE of Intersection of Mingo RD & 111st Street. Bixby, OK. Also make changes in ANT. SYS. 35, 59, 40, 95.51, 27. Action taken: 2/16/82.

KGWV, Belgrade, MT (630 KHz) Christian Enterprises, Inc. Application granted direct measurement of antenna power for AM broadcast station.

WPDC, Elizabethtown, PA (1600 KHz). Penn Broadcasting Corp. Application granted direct measurement of antenna power for AM broadcast station. DM Action taken: 2/12/82.

WVNA, Tusculumbia, AL (1590 KHz) Elton H. Darvy. Application granted to AM broadcast station CP to add MEOV's to the directional nighttime pattern. Action taken: 2/16/82.

KCUZ, Clifton, AZ (1490 KHz) Payne Broadcasting, Inc. Application granted license or modification for AM broadcast station. Mod. of Lic. to change HOP to "Specified Hours" (6/A-6/P). Action taken: 2/16/82.

KIOA, Des Moines, IA. Application

granted modification of CP to change existing N. directional pattern with augmentation. Action taken: 2/9/82.

WLOU, Louisville, KY. Application granted CP to change hours of operation. Instaff DA-N. Make changes in antenna system. Action taken: 2/10/82.

WIXR, Mt. Pleasant, SC. Application granted modification of CP to change TL. Action taken: 2/5/82.

WSLV, Ardmore, TN. Application granted CP to change power. Action taken: 2/5/82.

WOKA, Douglas, GA (1310 KHz) Coffee Country Broadcasters. Application granted to AM broadcast station CP to increase tower height to accommodate FM antenna & correct coord. redc. ant. Input PWR to maintain radiation at same level. Action taken: 2/16/82.

KXVI, McKinney, TX (1600 KHz) NMR, Inc. Application granted to AM broadcast station Mod. of CP (20, 412) as Mod. for change in antenna system. Action taken: 2/17/82.

KDQT, Ferndale, WA. (1550 KHz) KOQR, Help Ministries. Application granted license or modification for AM broadcast station. License to cover for changes. Action taken: 2/17/82.

KRDE, Sheridan, WY (930 KHz) Lovcom, Inc. Application granted to AM broadcast station VOL AI from Sheridan Comm. Co. to Lovcom, Inc. Action taken: 2/16/82.

WGCV, Columbia City, IN (945 KHz) Indiana B/C Associates. Application granted license or modification for AURAL STL. Action taken: 2/16/82.

KEGL, Fort Worth, TX VOL AL from Swanson Broadcasting, Inc. to Eagle Radio, Inc.

KNCO, Grass Valley, CA. Returned application for CP to change frequency to 830 KHz and increase power to 5KW. Action taken: 1/28/82.

WAZE, Clearwater, FL. Application granted modification of CP to correct antenna. Action taken: 1/27/82.

WAYR, Orange Park, FL. Application granted CP to increase power to 2.5 KW. Action taken: 1/27/82.

WDBC, Escanaba, MI. Application granted CP to change antenna system. Action taken: 1/27/82.

WCSP, Crystal Springs, MS. Application granted CP to increase power from 250W to 1 KW. Action taken: 1/27/82.

WLLY, Wilson, NC. Application granted CP to increase power, change to DA. Make changes in antenna system. Action taken: 1/27/82.

WYLC, West Hazelton, PA. Application granted modification of CP to change TL. Action taken: 1/25/82.

KTEK, Alvin, TX. Application granted modification of CP to correct TL. Action taken: 1/27/82.

KXIT, Dalhart, TX. Returned application for CP to change frequency to 1240 KHz. Change hours of operation. Increase power. Action taken: 2/1/82.

WVNR, Poultney, VT. Application granted CP to change power. Action taken: 1/27/82.

KQST, Sedona, AZ. Application granted modification of CP to change TL. Change antenna. Change ERP. Decrease HAAT. Change TPO. Action taken: 12/2/81.

WASG, Atmore, AL. Application dismissed for CP to request pre-sunrise authorization. Action taken: 1/28/82.

FM ACTIONS

WAXL, Lancaster, WI (97.7 MHz) Beverly J. and Bert R. Peterson. Application granted to FM broadcast station MP for extension of time 8/23/82 (new station). First request for extension.

KCWD, Harrison, AR (96.7 MHz) Harrison Radio Station, Inc. Application granted to FM broadcast station modification of CP to make changes in antenna system, change TL to: North of Harrison off Highway 7. Change SL & RC to: Pine Plaza, Harrison. Change type trans, type antenna, increase HAAT: 294' (H&V) and change TPO. Action taken: 2/16/82.

WHF, Toledo, OH (951.0 MHz) Reams B/C Corp. Application granted to aural stl CP & license new aural stl: 951.0 MHz, 8W, 500F9: TL: 124 N. Summit St., Toledo NL: 41-38-54. WL: 83-32-07.

KSJ, Jacksonville, IL (161.64 MHz) Jacksonville Radio & TV. Application granted license or modification for remote pickup base mobile system.

KRIM, Winslow, AZ (95.1 MHz) KWVS Investors. Application granted to FM broadcast station MP for extension of unspecified time. First request for extension. Action taken: 2/16/82.

WBJW, Orlando, FL (105.1 MHz) Robert W. Rounsaville, Inc. Application granted to FM broadcast station MP for unspecified time. Tenth request for extension.

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KQMQ, Honolulu, HI (93.1 MHz) Aloha Broadcasting Co. Inc. Application granted to FM broadcast station CP to make changes in antenna system, change type antenna, decrease ERP: 78KW (H&V), change HAAT: -119 feet and change TPO. Action taken: 2/16/82.

KDUK, Honolulu, HI (97.5 MHz) Communico Oceanic Corp. Application granted to FM broadcast station MP for extension of time to: 6/1/82. First request for extension. Action taken: 2/16/82.

KSDB-FM, Manhattan, KS (88.1 MHz) Kansas State University. Application granted to non-commercial educational FM CP to replace expired permit. Action taken: 2/16/82.

KROE-FM, Sheridan, WY (94.9 MHz) Lovcom, Inc. Application granted to FM broadcast station VOL AL from Sheridan Comm. Co. to Lovcom, Inc. Action taken: 2/16/82.

KSJU, Collegeville, MN (89.1 MHz) St. John's University. Application granted to non-commercial educational corporation, a limited partnership. Action taken: 2/16/82.

KIKF, Garden Grove, CA (94.3 MHz) Orange Broadcasting Corp. Application granted license or modification for FM broadcast station. Action: 2/16/82.

WBGW, Bangor, ME (97.1 MHz) Diversified Communications. Application granted license or modification for FM broadcast station. Action taken: 2/16/82.

KFMU-FM, Oak Creek, CO (103.9 MHz) Chermi Communications Corp. Application granted to FM broadcast station VOL AL from Chermi Comm. Corp. to Chermi Communication Corporation, a limited partnership. Action taken: 2/16/82.

KQMQ, Honolulu, HI (93.1 MHz) Aloha Broadcasting Co. Inc. Application granted to FM broadcast station VOL TC from CCLA Comm. Inc. to Northwest Industries, Inc.

APPROVED FM ACTIONS

KZLE, Batesville, AR. Application granted modification of CP to make changes in antenna system. Change TL. Change SL and RC. Change type antenna. Increase HAAT. Change TPO. Action taken: 2/16/82.

WSKB, Westfield, MA. Application granted CP to change freq. Increase ERP. Change HAAT. Action taken: 2/10/82.

WDTR, Detroit. Application granted modification of CP to make changes in antenna system. Change type antenna. Action taken: 2/16/82.

WJSU, Jackson, MS. Application granted modification of CP to change freq. Change ERP. Change HAAT. Change transmitter. Change antenna system. Action taken: 1/15/82.

WCDB, Albany, NY. Application granted CP to increase ERP. Change HAAT. Action taken: 2/10/82.

WDEQ-FM, Degraff, OH. Application granted CP to change freq. Increase ERP. Change HAAT. and make changes in antenna system. Action taken: 2/16/82.

KLEF, Houston, TX. Application granted CP to change TL. Increase HAAT. Change type trans. and make changes in antenna system. Action taken: 2/10/82.

KYND, Pasadena, TX. Application granted CP to change TL. Increase HAAT. Change type trans. Make changes in antenna system. Action taken: 2/28/82.

WEZR, Manassas, VA. Application granted CP to decrease ERP. Increase HAAT. Change TPO. Action taken: 2/16/82.

WRVQ, Richmond, VA. Application granted CP to install auxiliary antenna on main tower. To be operated on ERP. Change HAAT. Change TPO. Action taken: 2/16/82.

KKUP, Cupertino, CA. Application granted CP to change TL. Change ERP. Change HAAT. Make changes in antenna system. Action taken: 1/21/82.

WMFM, Gainesville, FL. Application granted modification of CP to change TL. Change SL and RC. Change type trans. Change type antenna. Change TPO.

WABR-FM, Gainesville, FL. Application granted modification of CP to change TL. Change SL and RC. Change type trans. Change type antenna. Change TPO. Action taken: 1/27/82.

WBCL, Ft. Wayne, IN. Application granted modification of CP to make changes in ant. system. Increase ERP. Change TPO. Action taken: 1/25/82.

KCWR, Oakdale, LA. Application granted CP to increase ERP. Change type trans. Change type ant. and change TPO. Action taken: 1/25/82.

KQWB-FM, Moorhead, MN. Application granted modification of CP to change TL. Change type antenna and change TPO. Action taken: 1/25/82.

WAUP, Akron, OH. Application granted CP to change TL. Change ERP. Change HAAT. Make changes in antenna system. Action taken: 1/27/82.

WNCO-FM, Ashland, OH. Application granted CP to make changes in antenna system. Change TL and SL. Change type antenna. Increase HAAT. Change TPO. Action taken: 1/25/82.

WOSE, Port Clinton, OH. Application granted CP to increase HAAT to 253 ft. Change type trans. Change type antenna. Change TPO. Action taken: 1/25/82.

KSRR, Houston, TX. Application granted CP to change TL. Increase HAAT. Make changes in antenna system. Action taken: 1/21/82.

WJSC-FM, Johnson, VT. Application granted CP to change freq. to 90.7 MHz. Change TL. Increase ERP to 155W. Change HAAT to -485.7 ft. and make changes in antenna system. Action taken: 1/27/82.

WNUB-FM, Northfield, VT. Application granted CP to change freq. to 93.9 MHz. Change ERP to 180W. Change HAAT to -380 ft. Action taken: 1/27/82.

WFGM, Fairmont, WV. Application granted CP to make changes in antenna system. Change type antenna. Decrease ERP to 26kw. Increase HAAT to 655 ft. Change TPO. Action taken: 1/25/82.

WISQ, West Salem, WS. Application granted modification of CP to decrease ERP to 1.58kw. Increase HAAT to 394 ft. and change TPO. Action taken: 1/25/82.

KMDX, Parker, AZ. Application granted CP to change TL. Specify SL/RC. Change ERP to 4.3w. Change HAAT to 1008 ft. Change type trans. Make changes in antenna system. Action taken: 2/8/82.

KRFD, Marysville, CA. Application granted CP to change TL. Change ERP to 2kw. Change HAAT to 2008 ft. and make changes in antenna system. Action taken: 2/8/82.

KIKK-FM, Houston, TX. Application granted CP to change TL. Increase HAAT to 1425 ft. Change type of trans. and make changes in antenna system. Action taken: 2/10/82.

WGEV, Beaver Falls, PA. Dismissed application for CP to increase ERP to 100w. Action taken: 1/8/82.

WDTR, Detroit, MI (90.9 MHz) Board of Education, city of Detroit. Application granted to non-commercial educational FM modification of CP to make

DATABANK

changes in antenna system & change type antenna.

KQWB-FM, Moorhead, MN (98.7 MHz) Midwest Radio Company. Application granted to FM Broadcast station MP for extension of time to: 4/19/82. Second request for extension.

WBNS-FM, Columbus, OH (97.1 MHz) Radio Ohio, Inc. Application granted to FM broadcast station MP for extension on unspecified time. Second request.

WDXE-FM, Lawrenceburg, TN (95.9 MHz) H-M-S Broadcasting Company. Application granted to FM broadcast station CP to change TL to: Weakly Creek Rd., E. of U.S. Hwy. 43. Increase HAAT: 270 feet & change TPO.

WIMZ, Knoxville, TN (103.5 MHz) Stoner Broadcasting System, Inc. Application granted to FM broadcast station CP to change type trans, change type antenna, change SL & RC to 901 E. Vine Ave., Suite 200. Knoxville. Also change TPO.

WYFI, Norfolk, VA (99.7 MHz) Bible Broadcasting Network, Inc. Application granted license or modification for FM broadcast station. Modification of license to change SL & RC to: 1300 Battlefield Blvd. Chesapeake, VA. Request waiver of section 73.1125 of the Commissioner's rules.

IN CONTEST

RULINGS

SALISBURY, MD—FM proceeding—Moot petition for Radio Salisbury Inc. for reconsideration in light of approved agreement. Granted joint request and approved agreement that would reimburse Connor Broadcasting Inc. \$9,000 and \$24,993.72 to Crawford and dismissed their applications with prejudice. Granted Radio Salisbury's application to operate on channel 288 at Salisbury. Terminated proceeding. Action: Feb. 5. (BC Doc. 80-254-256).

SCHEDULED FOR HEARING

BLUE EARTH, MN—New FM (100.9 MHz)—Minn-Iowa Christian Broadcasting Inc., Logos Communications Inc., and Minn-Iowa Radio Inc. Determine whether Logos and Minn-Iowa are financially qualified. Proposals: which best to serve public, which should be granted (BC Doc. 82-94-96). Action: Feb. 12.

BOONE AND BLOWING ROCK, NC—New AM (1510 KHz)—Blue Ridge Media Inc., Boone, NC and Mountaineer Broadcasting Service, Inc., Blowing

Rock, NC. To determine whether Blue Ridge's proposed signal fall in Boone business district (rules require 25 mv/m contours). If not, whether waiver is warranted; availability of other primary aural service to areas which proposals: fair, efficient, equitable distribution of radio service. (BC Doc. 82-115-116). Action: Feb. 17.

CARTHAGE, TX—New FM (98.9 MHz)—K-106 Inc. and East Delta Communications, Inc. Determine if East Delta's proposed tower height and location would be hazardous to air navigation, better serve public interest; which should be granted (BC Doc. 82-97-98). Action: Feb. 12.

MOUNTAIN HOME, AK—New FM (105.5 MHz)—B&M Communications Inc., Mountain-Valley financially qualified. Which proposal better serve public interest, should be granted. Action: Jan. 29. (BC Doc. 82-56-58).

GLENS FALLS, NY—Facilities change & S. Glens Falls, NY—New AM (1230 KHz)—Pathfinders Communications Corp. to change facilities of WBZA from 1410 KHz to 1230 KHz, 250 W, at Glens Falls. Also, Premier Broadcasting Corp. for new AM at S. Glens Falls. Determine if proposal would provide nighttime coverage of required residential areas. If not, should waiver be granted. Determine if Premier's proposal would provide local transmission service for S. Glens Falls. Determine if proposal meets technical rules for AM stations assigned to Glens Falls. Areas and population to receive primary service, availability of other primary aural service; proposals to provide fair distribution of service, better serve public interest, which should be granted. Action: Jan. 28. (BC Doc. 82-50-51).

ALVA, OK—New FM (104.7 MHz)—Coleman Broadcasting Co. and Lynn L. Martin. Determine if Martin's proposed tower height and location poses hazard to air navigation; proposals that would better serve public and which should be granted. Action: Jan. 18. (BC Doc. 82-25-26).

MALAKOFF, TX—New FM (95.9 MHz)—Cedar Creek Radio Co. and Henderson County Radio. Determine Cedar's transmitter site. Determine whether proper engineering amendment is required. Determine if Henderson is financially qualified. Determine which proposals better serve public interest, which applications should be granted. Action: Jan. 28 (BC Doc. 82-46-47).

ACTIONS

FCC: Declined to create new auxiliary

service license class to operate relay stations for direct broadcast of program material. FCC: authorized broadcast stations in most areas to use auxiliary frequencies for 30 days on secondary, non-interference basis with their approval.

Review Board affirmed decision granting Scott & Davis Enterprises, Inc. CP for new FM at Bryan, TX. Denied that of competing applicant. Scott & Davis entitled to moderate diversification preference rather than decisive advantage. Action: Jan. 12.

Review Board granted American Communications Co. CP for new FM at DePere, WI. This reverses earlier grant of competing applicant Fox River Broadcasting, Inc. Board said ACC was qualitatively better. ACC proposed 100% integration of ownership and management. Action: Jan. 26

FCC denied Stereo Broadcasters Inc. reconsideration of previous decision denying license renewal of WLIR, Garden City, NY. Stereo: no new arguments in its appeal. Action: Jan. 28.

ALLOCATIONS

PETITIONS

YELLEVILLE, AK. In response to Adams Broadcasting Company: proposed assigning 97.7 MHz to Yellville as its first FM assignment. Comments due: April 12. Replies: April 26. Action: Feb. 18 (BC Docket 82-114).

MORGAN CITY, LA. In response to Tri City Broadcasting, Inc: proposed substituting 96.5 MHz, for 96.7 MHz at Morgan City and modify license for KFXV to specify operations. Comments due: April 12. Replies: April 26. Action: Feb. 16. (BC Docket 82-113).

MARSHALL, MN. In response to Donnell, Inc: proposed assigning 107.1 MHz to Marshall as its second FM assignment. Comments due: April 12. Replies: April 26. Action: Feb. 18. (BC Docket 82-113).

LOST CABIN, WY. In response to John S. Tyler: proposed assigning 99.1 MHz to Lost Cabin as its first FM assignment. Comments due: April 12. Replies: April 26. Action: Feb. 16. (BC Docket 82-11).

GOLDENDALE, WA. In response to Klickitat Valley Broadcasting Service: proposed assigning 102.3 MHz to Goldendale as its first FM assignment. Comments due: April 12. Replies due: April 26. Action: Feb. 16. (BC Docket 80-397).

DATABANK

ASSIGNMENTS

NAKNEK, AK. Assigned 100.9 MHz to Naknek as its first FM assignment, effective April 26. Action: Feb. 16. (BC Docket 81-570).

ABILENE AND HAYS, KS. Assigned 99.5 MHz to Hays as its second FM assignment. Substituted 98.5 MHz for previous 98.3 MHz at Abilene. Modified station KABI-FM license to operate on channel 253. Action: Feb. 18 (BC Docket 80-563).

GREENFIELD AND SPRINGFIELD, MO. Denied request by Watkins Investment Company to delete 93.5 MHz from Greenfield and reassign it to Springfield. Action: Feb. 16. (BC Docket 81-503).

TRUTH OR CONSEQUENCES, NM. Substituted 98.7 MHz for 96.7 MHz at Truth or Consequences. Effective: April 26. Action: Feb. 16. (BC Docket 81-502).

BISMARCK, ND. Assigned 96.5 MHz to Bismarck as its third FM assignment, Effective: April 26. Action: Feb. 16. (BC Docket 81-567).

COLUMBIA, JAMESTOWN, SMITHS GROVE, KY. Reassigns 93.5 MHz to Smiths Grove. 104.9 MHz to Columbia and substitutes channel 285A to Jamestown. Comments due: April 12. Replies: April 27. (BC Docket 80-75).

DURANT, OK. Assigned 97.7 MHz to Durant as its second FM assignment. Effective: April 26. Action: Feb. 18. (BC Docket 81-572).

GOOSE CREEK, SC. Assigned 94.3 MHz to Goose Creek as its first FM assignment. Effective: April 26. Action: Feb. 16. (BC Docket 81-571).

UVALDE AND CRYSTAL CITY, TX. Substituted 94.3 MHz for 102.3 MHz at Crystal City. Reassigned 94.3 MHz to Uvalde as its second FM assignment. Effective: April 26. Action: Feb. 16. (BC Docket 80-397).

KODIAK, AK. Assigned 101.1 MHz to Kodiak as its second FM assignment. Effective: April 27. (BC Docket 81-569).

AGUNA, GUAM. Assigned 100.3 MHz to Aguna as its third FM assignment. Effective: April 27. (BC Docket 81-595).

CALL LETTERS

APPLICATIONS

New AM

WBTZ—Motherlode Communications, Corp. Oliver Springs, TN

WHEX—Columbia Broadcasting Co., Columbia, PA

KNCI—Hart Broadcasting, Inc., Boerne, TX

KYRE—Dalmatian Enterprises, Inc., Yieka, CA

WSRU—Slippery Rock State College

WXPR—White Pine Community Broadcasting, Inc., Rhineland, WI

WKEQ—Glen J. Goldenberg, Burnside, KY

New FM

KEZG—Fairfield Broadcasting, Inc. Green Valley, AZ. Assignment due: 4/5

KJLC—Lewis-Clark State College, Lewiston, ID

KDOG—Dogwood Broadcasting Co., Nacogdoches, TX

WAAQ—James J. McClusky, Big Rapids, MI

WLAJ-FM—Benko Broadcasting Co., Lansing, MI

WVRT—Rego Broadcasting Co., Reform, AL

KEZA—Fayetteville Communications Co., Fayetteville, AR

KBOQ—Clintell C. Porter, Marina, CA

KSBI—University of Southern California, Santa Barbara, CA

KXNP—MidPlains Broadcasting, Inc., North Platte, NB

WEHS—Cherry Hill Board of Education, Cherry Hill, NJ

WUUU—Promedia Communications, Inc., Rome, NY

WZYC—Emerald Communications, Inc., Newport, NC

KECO—Ronca Broadcasting Inc., Elk City, OK

KRNN—Creswell Wireless Inc., Creswell, OR

KNTL—Jim & Mercedes McDaniel, Sweet Home, OR

WTGS—Business & Minority Coalition Broadcasters, Inc., Hardeeville, SC

KSAD—Davis Communication, Inc., Devine, TX

KLSR-FM—James A. Glesecke, Memphis, TX

KBQN—Quality Media Corp., Pago, Pago, American Samoa

Existing AM

KJET**—KZOK, Sterling Recreation Organization, Seattle

KKBB**—KLDR, Leo Payne Broadcasting, Inc. Denver

WNPS—WEAN, Providence, RI

KMIO—KBGG, Big Country Broadcasting Co., Merkel, TX

KWAZ—KLLL, Lubbock, TX

KCNN—KGB, San Diego, CA

WBSS—WPIP, Pompano Beach, FL

WFTE—WAZY, Lafayette, IN

WKLZ—WYYY, Kalamazoo, MI

WMYF—WKXR, Exeter, NH

WVAI—WHPL, Winchester, VA

WWAM—WXLX, Milledgeville, GA

WNWZ—WRNG, North Atlanta, GA

KKKC—KTWN, Anoka, MN

KDEF—KDRM, Albuquerque, MN

Existing FM

WAZX**—WSHG, Seacoast Broadcasting Corp., Georgetown, SC

WKDS**—Board of Education School District, Kalamazoo, MI

WZZQ—WBOQ, Terre Haute, IN

KGO-FM—KSFY, San Francisco

WEGS—WPOL, Graylord, MI

KAMZ—KAMA-FM, El Paso, TX

KSPG—KOYY-FM, El Dorado, KS

WGLQ—WKZY, Escanaba, MI

WERZ—WKXR-FM, Exeter, NH

WBXQ—WRKE, Cresson, PA

WCHU-FM—WKXC, Soddy Daisy, TN

KESI—KTUF, Terrill Hills, TX

WUSQ—WEEG, Winchester, VA

****Existing stations call changes: May 3. (absence of protest or pending assignment of license)**

GRANTS

New AM

WAAH—Blue Ridge Radio Co., Dahlonega, GA

WMBE—Maszka Broadcast Enterprises, Chilton, WS

New FM

KQEE—West Helena Radio Inc., W. Helena, AR

DATABANK

WGAI—Trustees of Deerfield Academy, Deerfield, MA

WTEB—Craven Community College, New Bern, NC

KRRI—Ferraro and Ferraro, Boulder City, NV

KMUN—The KBOO Foundation, Astoria, OR

KPCQ-FM—Camdeck Corp., Powell WY

Existing AM

KRKR—KCKN, Kansas City, KS

KLBB—KEEY, St. Paul, MN

WSML—WWOK, Graham, NC

WRZR—WYNA, Raleigh, NC

KGTO—KRAV, Tulsa, OK

WPBM—WKTX, Aiken, SC

KIPR—KSPL, Diboll, TX

WPRZ—WEER, Warrenton, VA

KQEU—KITN, Olympia, WA

Existing FM

KFKF—KCKN-FM, Kansas City, MO

KCDQ—KMZK, Belgrade, MT

WSWO—WKFI-FM, Wilmington, OH

KRAV—KRAV-FM, Tulsa, OK

WSPI—WISL-FM, Shamokin, PA

WPBM-FM—WPBM-FM Aiken, SC

KHUN—KSAM-FM, Huntsville, TX

WWK—WEER-FM, Warrenton, VA

KZTR—Pacific Horizons Broadcasting, Inc., Camarillo, CA

WKAK—Albany Radio Inc., Albany, GA

KZOQ—Scottie Broadcasting Co., Missoula, MT

WTBZ—Taylor-Barbour Broadcasting Inc., Grafton, WV

WSHW—WILO-FM, Frankfort, IN

TOTAL STATION ON-AIR

(As of January 31, 1982)

AM	4,635
FM	3,351
FM EDUCATIONAL	1,120

MANAGEMENT CHANGES

MANAGEMENT

Ron Blue named executive VP and chief

operating officer of Swanson Broadcasting in Tulsa. Formerly GM of KRMG, Tulsa.

Don Berndt now GM at KRMG, Tulsa.

Mike Nauman succeeds Don Berndt as VP-GM of KKNG-FM, Oklahoma City. Formerly KKNG sales manager.

David Barrett named executive VP and GM of Doubleday's WAVA-FM, Arlington. Was executive VP of Rogers Radio Broadcasting, Toronto.

Richard Anderson elected senior VP finance. Was Doubleday VP.

E. Patrick McNally joins WAVA-FM, Arlington as station manager. Was general sales manager of Doubleday's WLLZ-FM, Detroit.

Kenneth MacQueen becomes GM of Palmer Communication's WOC Broadcasting Co, division, Davenport, IA, comprising WOC, KIIK-FM and WOC-TV, Davenport. Is president of Tartan Communications, NY-based communications consulting firm.

Jay Hoker named KZEW-FM, Dallas GM. Formerly VP-GM KSRR-FM, Houston.

Barry Hersh named GM, KSKS-FM, Hamilton, OH. Moved up from national sales manager.

Steve Hilton named GM, WCMT AM/FM, Martin, TN. Was WCMT-AM program director.

George Caraway named station manager WSWT-FM, Peoria, IL. Was GM WAIK, Galesburg, IL.

Bill McGlamery became sales director WRC, Washington. Formerly KFMK-FM, Houston general sales manager.

Tony Onellion named WSHO-AM, WBYU-FM, New Orleans sales manager. Formerly KKNG-FM, Oklahoma City account executive.

Michael Knox named KJJJ-AM/FM, Phoenix sales manager. Formerly KQYT-FM, Phoenix GM.

Richard Brescia increases responsibilities as senior VP of CBS Radio Networks. He will oversee operations of RadioRadio.

Gary Portmess named president/treasurer at WHAG/WQCM, Hagerstown, MD. Was VP/GM.

Judy Portmess named VP and secretary at WHAG/WQCM, Hagerstown, MD.

William Kirkpatrick now VP/GM of Summit Communications' KOCY/KXXY, Oklahoma City. Kirkpatrick

was general sales manager.

Meredith Woodyard elected VP, affiliate relations of NBC Radio.

Walter Sabo now with ABC Radio, NY as VP. Previous VP, FM Radio NBC.

Jim Johnson joins WCKX, Clearwater as GM.

Robert Gaines now with KNIA, Knoxville, IA as GM. Was station manager with KSIR, Estes Park, CO.

George Fulk joins WZZR-FM, Grand Rapids, MI as station manager.

Barbara Mihalich named networks sales manager at Major Market Radio Sales, NY.

Linda Lyke named general sales manager at WLUP, Chicago.

John Mayasich Now VP/manager of Hubbard Broadcasting radio operations.

Kenneth Hatch elected president KIRO, Inc., Seattle. Is Senior VP for Bonneville International.

John Gehron named VP/GM of WLSA/F, Chicago.

Charlie Boswell, joins WGCA, Charleston, SC as VP/GM. Boswell is from WINA, Charlottesville, VA.

Campbell Thompson resigns as VP, WGNV/WFMN, Newburgh, NY but will remain in consultancy capacity.

Jeff Peck joins KOGO/KPRI, San Diego as VP/GM.

Frank Webb joins KKIK, Waco, TX as GM. Comes from crosstown station KHOO.

Renee Drew named station manager for KDIG, San Bernardino and KBON, Lake Arrowhead, CA.

Steven Cartwright named station manager at WXQT/WGRD, Grand Rapids, MI.

Paul Hughes now Viacom Broadcasting president. Former president/GMWVIT, New Britain, CT.

Ed Staats joins AP Broadcast Service as assistant GM and deputy director. Was AP print executive.

Prosper Azerraf resigns as VP/GM WYSL, Buffalo, NY. No replacement yet.

PROGRAMMING

Carl Menk named VP station sales of Boston Broadcasters syndication division. Was President Post-Newsweek Distribution.

DATABANK

Fran Stern now executive producer and news director of CBS News' RadioRadio. Was ABC News, NY producer.

Dave Arlington named PD at WCBM, Baltimore from assistant PD.

Larry O'Neal now PD at WJDQ-A/F, Meridian, MS as well as operations manager.

Johnny Velchoff moves to PD at WCKX, Clearwater, FL from sister station WHYI, Ft. Lauderdale.

E. Rodney Jones joins WYLD, New Orleans as PD. Jones is from WXOL, Cicero, IL.

Al Brady Law named VP, programming and audience development at NBC Radio Stations, NY.

Harry Curtis named director of program operations for ABC Radio Networks, NY. Is manager of program operations.

Ken Martin joins Narwood Productions, NY as manager of station relations.

Richard Neer named PD at WNEW-FM, NY. Is program coordinator.

Andy Lockridge joins KZEW, Dallas as PD. Lockridge was operations manager at KATT, Oklahoma City, OK.

Jim Herron joins WXTR-A/F, La Plata, as PD. Was radio programming consultant with Jeff Pollack Communications.

Mike Clark now with KTXN-FM, Victoria, TX as PD.

George Adams joins WIXR, Mt. Pleasant, SC as director of programming and sales.

Gerry DeFrancesco new KIIS, Los Angeles PD.

Fred Everett now KLIR, Denver operations director. Was PD with KMBR, Kansas City.

Ern Gladden now KUPD, Phoenix PD.

Tom Watson moves to PD at WNCL, Columbus. He is former KZZX, Albuquerque PD.

Jackson Armstrong is now PD at WCII/WKJJ, Louisville. Was with WOYK, York, PA.

Steve Allen joins WDIX, Dayton as PD. From WOMP, Wheeling, WV.

Brad Barrett promoted to PD at KREM, Spokane.

Ted McAllister joins WKRC, Cincinnati as PD from Crosstown WYYS, Cincinnati.

Benjamin Hill new PD at WCBM, Baltimore.

Jim Robinson promoted to PD from assistant PD/MD at KZOK, Seattle.

Jerry Boulding new WJPC, Chicago operations manager.

Mike Scott joins WGAR, Cleveland as PD. From WTVN, Columbus.

Keith Harris now PD at KRKE, Albuquerque. Was with WAZY, Lafayette, IN.

Ken Rogers at WYYS, Cincinnati now PD.

Mike St. James named WBCS, Milwaukee PD from MD.

Jack Kelly now WFYR, Chicago PD. From WCLR, Chicago.

Dan Vallie now national PD/Contemporary for EZ Communications.

Scott Muni moved to operations manager at WNEW-FM. Was PD.

Harry Lyles is WBLZ, Cincinnati PD. From WIKS, Indianapolis.

Jeff Freund named PD at KATT, Oklahoma City.

Bob Pantano now PD at WICC, Bridgeport CT. Was news director.

ARBITRON SURVEY DATES

SPRING: March 18-June 9, 1982
 SUMMER: June 24-September 1, 1982
 FALL: September 23-December 15, 1982
 WINTER: January 6-March 16, 1983

ABBREVIATIONS

AFC: Antenna For Communications. alt: alternate. ann: announced. ant: antenna. aur.: aural. aux.: auxiliary. CH: critical hours. CP: construction permit. D: day. DA: directional antenna. Doc.: Docket. ERP: effective radiated power, HAAT: height of antenna above average terrain. khz: kilohertz. kw: kilowatts. m: meters. MEOV: maximum expected operation value. mhz: megahertz. mod.: modification. N: night. PSA: presunrise service authority. RCL: remote control location. S-A: Scientific Atlanta. SH: specified hours. SL: studio location. TL: transmitter location. trans.: transmitter TPO: transmitter power output. U: unlimited hours. vis.: visual. w: watts. *: noncommercial.

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Fairwest Studios	67
Firstcom	52 & 53
FMR Associates	91
Inside Radio	90
Jamison Broadcast	85
KFWB, Los Angeles	81
Major Market Radio	61
Malrite	6
Jack Masla	21
McGavren Guild	46
Metromedia	1
Music of Your Life	69
Mutual Broadcasting	42
NBC O & O	76
NBC "The Source"	8
Noble Broadcast	41
RAB	15
RKO Network	12 & 13
Sandusky Radio	57
Satellite Music Network	59
Sheridan Network	79
Sunbelt Network	10
TM Companies	49
Torbet Radio	16
Todd Wallace Associates	71
Watermark	19

'SUPER REP' STALKS FAILING FIRMS

Picture Ralph Guild and Robert Fauser at breakfast in New York's Plaza Hotel last September. The McGavren Guild president and Viacom vice president were planning to have more than breakfast. Amid eggs and orange juice, Guild began what was to be a series of negotiations to acquire the Bernard Howard rep firm. And although their eggs may have been over easy, the negotiations were not.

Parent company, Interreplunched McGavren Guild's sister rep, Hiller, Newmark and Weschler in August and then proceeded to acquire Buckley Radio Sales in September. Guild then let the industry as well as his good friend of twenty-five years, Bernard Howard, know he was committed to acquiring additional independent rep firms. Howard himself had longed for the day when he could return to the entrepreneurial environment he once had as owner of his Bernard Howard Rep Firm before selling his company to Sonderling twelve years ago. (The firm was later acquired by Viacom). Howard confided to Guild that he was indeed negotiating with Viacom to buy back his own company but didn't have the financing to do it alone. Guild thus entered his first meeting with Fauser equipped with the knowledge that perhaps some deal could develop.

Guild's chief argument to Fauser was this: companies involved primarily with station ownership should not be in the representative business.

"When broadcast-owned rep companies take on additional clients, their own stations and the rep are constantly at odds with each other," Guild said later.

His case continued to build when he communicated to Fauser that rep companies require as much top management attention as the radio stations they own, yet the return of investment can never be as great. He cited a self-investigated fact that every owned and operated rep company in the business is losing money.

Fauser (who has since left Viacom) now needed to recommend a course of action to Viacom Radio



Ralph Guild (left) and Bernard Howard sign acquisition papers which will allow Bernard Howard and Company to operate independently.

President Al Greenfield. His alternatives were few. He could suggest Viacom make a major investment of money and time to fully develop the Bernard Howard Company. Or Viacom could sell it back to Bernard Howard. Or Viacom could sell it to Ralph Guild.

After several months elapsed, Howard and Guild met at a coffee shop in Lexington to discuss the pros and cons of buying the rep firm individually. They then seriously began considering a joint purchase.

The McGavren Guild acquisition strategy centers around the ever-increasing fact that there are not enough rep companies to go around in major markets. Stations are almost forced into a dual rep situation in the same city. Additional independent rep companies may provide stations with an alternative. Another strategic concept is Guild's unwillingness to play an active role in management. Guild prefers to allow the presidents complete autonomy. But he'll hold them accountable for profitability. Plain and simple, Guild wanted Howard to remain as the company head if he purchased the rep firm.

The biggest question looming in Howard's mind continued to be his chances to make a go of it himself.

One risk of a relatively small rep

company like Bernard Howard is that if the company is profitable, it is only marginally profitable. If Howard experienced one bad year, it could take five years to deal his company out of the bank. But a bad Bernard Howard year could be easily absorbed by McGavren Guild. The decision was made. "We approached Viacom with our proposal to jointly own Bernard Howard," Guild said.

Guild did the negotiating. Viacom Radio Division President Al Greenfield took Guild to lunch at Christella's steak house where Greenfield apparently decided he did not want to devote so much energy to the rep arm of his radio division. Greenfield requested Guild's proposal and the deal was struck.

The proposal provided for a combination of cash and payments over five years. The principle of how to establish the price took only a few days. Guild's system established the value predicated on a formula based on the prior year's commissionable income, accounts receivable and fixed assets. After Greenfield reviewed the paperwork, he accepted Guild's offer.

For Bernard Howard, the minority ownership means a return to his own operation. He found that in a

public company, the earnings per share dictate everything. But at times, Howard realized reps and personal services can't be run in that manner. The privately-held McGavren Guild Company offers him a chance to decide the stakes and make the proposal for approval. But the ballgame is his to play.

One company has certain advantages for McGavren Guild, Hillier Newmark and Weschler, and now Bernard Howard. They have the support of a five-person new business development sales team selling for all three companies (the staff which sells radio to advertisers exclusively is presently as large as the Radio Advertising Bureau staff). Plus, increased acquisitions mean better financial leverage for growth, better employee potential. Guild believes all three companies' profitability will be enhanced because of their association with each other, although independence is retained.

To support his statement, Guild released figures which indicate McGavren Guild's billing has doubled its 1979 earnings from \$40 million to \$80 million this year. Hillier, Newmark and Weschler will bill \$20 million this year. Ralph estimates Bernard Howard will bill close to \$16 million.

If Ralph Guild is reported eating breakfast at the Plaza again, it will be because he is surely looking for yet another acquisition. You can bet he'll order his eggs scrambled this time.

AM STEREO'S FUTURE IN RADIO'S HANDS

Can you see the day when five different AM stations in one city are broadcasting in stereo? The listeners love it—while they are tuned into one station. But when they turn the dial, they find other stations' systems are incompatible with their receiver. If it sounds like fiction, it is not. That day could be tomorrow.

Although the Federal Communications Commission authorized the AM stereo proposal, many questions were left unanswered. The Commission decided to leave the issue of system selection to the

"marketplace." Five manufacturers offer different systems. Now Magnavox, Belar, Motorola, Kahn, and Harris—all can compete as a result of the decision. Receiver manufacturers had indicated it would be impractical for them to build and market a receiver to function on all five systems. Plus there are no guarantees that additional manufacturers won't enter the picture to further complicate the issue. Many broadcasters feel that AM stereo can survive only if there is a single viable system.

"We are disappointed," said Gene Edwards, vice president of marketing at Harris Corporation who supported the adoption of a single system. "We have received over one hundred orders for our system."

The cost of installing stereo on an existing AM facility is approximately \$12,000. Harris plans further evaluation before making a decision that would indicate an appeal.

Belar President Arno Meyer shared Edwards' reaction. He agreed it would have been easier if the Commission chose one system.

Meyer felt the lack of technical knowledge on the part of the FCC caused the issue to be avoided. Lack of funds makes him unable to wage a marketplace battle. Meyer instead will make equipment for Magnavox.

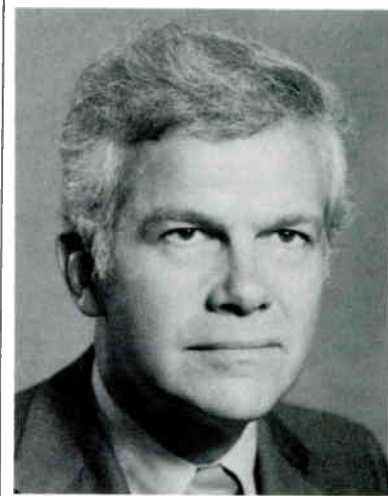
Other manufacturers take a different stance. Leonard Kahn of Kahn Communications (producer of the Kahn-Hazeltine system) was pleased with the decision, despite the fact that the commission did not chose his system. The last time the FCC prematurely okayed AM stereo, Kahn was left out in the cold.

The NAB, which originally urged the FCC to choose a single standard, now claims it will make an effort to equip broadcasters with the technical and marketing information they need to help them convert to stereo transmission.

So now it is up to broadcasters, receiver manufacturers and consumers to make a decision as to which system will make AM stations more competitive.

Some radio executives fear this is one time the marketplace will not make a clear-cut decision and that what radio needed was an FCC

willing to make order out of what could very well be chaos.



*Kahn Communications President
Leonard Kahn*

EXECUTIVE KNOCKED OUT OF ORBIT

This age of satellite technology appears here to stay, which is more than can be said of a Bonneville Broadcasting System executive who believed in space-to-station broadcasting so much he was fired.

Gary Donohue was terminated by Bonneville Vice President John Patton after just five months as marketing manager. Donohue's approach seemed heavy-handed to some Bonneville executives who became increasingly nervous about his desire to get Bonneville beautiful music clients to switch from their tape syndication service to their beautiful music satellite programming.

Bonneville decided to join Satellite Music Network in a co-venture which would utilize Satellite Music Network's satellite and broadcasting facilities. The plan seemed space aged. The music would sound better because it was carried over high quality satellite-to-station transmission facilities. No more tape hiss that had become characteristic with traditional syndication. Add to that the advantage of a 24-hour beautiful music service with updated music selection and programming that could virtually be left alone at the station level and you'd think the industry would

strike up the band in anticipation.

But not so quick. Somewhere Bonneville seemed to be dropping the baton when it pressured present taped beautiful music clients to dump out for satellite. As if that wasn't bad enough, it also asked for a commercial minute per hour which Bonneville would in turn sell for profit to a national advertiser. The stations were not being greedy. After all, it isn't too many formats that are forced to limit their commercial loads per hour, but beautiful music is one of them.

So, the controversy. Some broadcasters, such as WEAZ, Philadelphia co-owner Jerry Lee were vocal in their opposition.

Donohue took a tough stance. He ordered trade publication ads which would promote the satellite service. As far as he was concerned it was full steam ahead.

Until one day several weeks ago when Donohue was told that he had irreconcilable differences with management. What was not stated was that while Donohue's head was in the clouds anticipating satellite technology, Bonneville wanted to keep its corporate feet planted firmly on the ground, at least until it could find a way to get its present clients to look skyward.

TED TURNER'S CNN 2 HITS RADIO AIRWAVES

If you believe Captain Courageous, so many radiostations inquired about carrying certain packages of Cable News Network (CNN), the Atlanta-based twenty-four-hour television news service, owner Ted Turner decided to do something about it. So he started CCN 2 for television with the idea of selling the audio portion to radio.

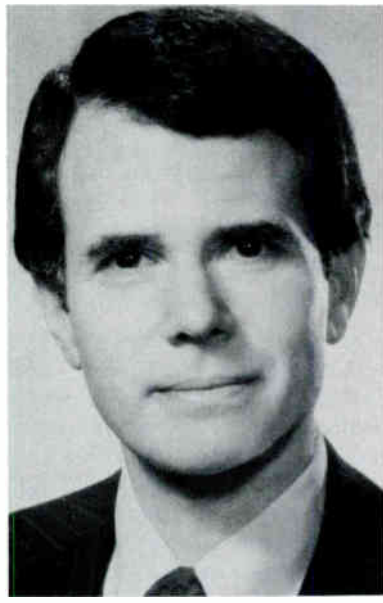
Unlike CNN, CCN 2 carries headline type service, including forty-eight prime time half hour news shows per day for twenty-four hours.

"What we developed," said CNN National Sales Manager Frank Beatty, "is a cross between all-news radio with pictures and TV news for radio." It's yet to be seen whether radio gets Beatty's picture.

CCN 2 recently signed its first affiliate, KGB-AM, San Diego. The station decided to apply for a call

letter change to KCNN, as well as carry the news service throughout the day. Beatty claims he is negotiating with more than 285 radio stations, of which twelve to fifteen have signed a firm agreement to affiliate. Beatty projected CNN2 will have more than forty to fifty affiliates by this month.

One question remains: can the newswriters adequately prepare a newscast for both media? Or will something be lost in the transition?



Doubleday President Gary Stevens

DOUBLEDAY DOES IT (AGAIN)

Doubleday Does It Again used to be the company's advertising slogan. But lately, the phrase takes on more meaning than ever.

President Gary Stevens likes a good fight, especially when it comes to battling over new call letters. In the past four years, he has opted for new station call letters in various cities five times. Aside from one withdrawal, he won them all. Of course, there is a lot more to Doubleday's recent ratings success with FM album rock formats, but Stevens would be the last to deny that the unique call letters he chooses are an important part.

Just weeks ago, the FCC overuled an ABC/WABC, New York request that Doubleday be denied the call letters WAPP-FM when it took over ownership of WTFM, New

York. ABC claimed WAPP sounded too much like WABC and would be confusing to the listeners. Stevens wanted WAPP to stand for the "Big Apple" when he rolled out his album rock format in time for the spring Arbitron.

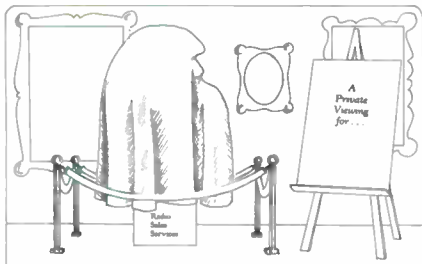
He really wanted WAPL, since it sounded more like apple than WAPP, but WAPL was assigned to a station in Appleton, WI. He also knew ABC's WPLJ-FM would oppose anything with a P and L in it. WABC charged "rhythmic similarity" between WAPP and WABC. The Commission decided otherwise. And since WABC is AM and WAPP is FM and their cities of license are different, (WAPP is licensed to Lake Success, NY) Stevens won his fifth challenge.

The first challenge saw WWWK, St. Louis competitors KSLQ, KEZK and KADI oppose the change to KWK-FM. WWWK's city of license is Granite City, IL, a suburb of St. Louis located on the east bank of the Mississippi River. The FCC decided that the eastern location from the traditional river division of call letters was sufficient reason for WWK to retain its call letters. Doubleday's case urged call letter conformance of the FM with its sister KWK-AM. So Stevens side-stepped an FCC appeal and instead took the case to the Federal District Court. He showed evidence where the FCC allowed KSGM-FM, St. Genevieve, MO to change its call letters in the same situation. Doubleday cited inconsistency in FCC decisions. The Court overturned the ruling 10 to 1, ending a two-and-one-half-year battle.

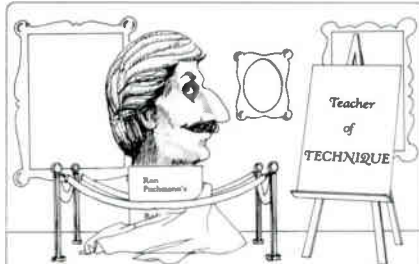
Stevens also managed to change WBFG-FM, Detroit to WLLZ (for "Wheels") but only after he withdrew his first choice of WFND (for Frank Nelson Doubleday). Then, when trying to switch KHOW-FM, Denver to KPKE (for "the Peak") Sandusky's KBPI challenged Doubleday unsuccessfully.

While Stevens doesn't take the call letter opposition personally, he does feel his competitors' desire to oppose him underscores the fact that they are waiting for Doubleday now. The only difference is that Stevens likes to stay one step ahead of them.

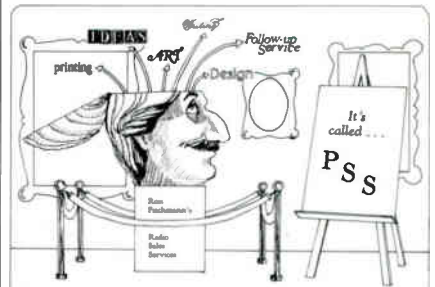
NEWS



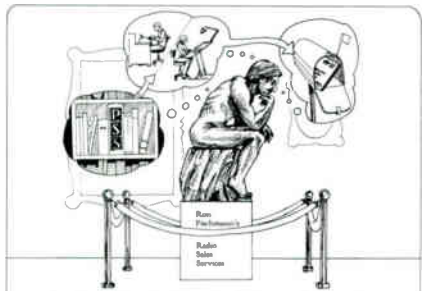
Unveiling a New Creative Service for Radio.



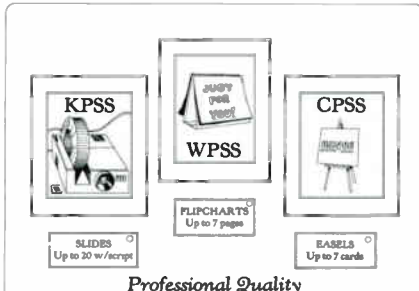
Solid Basic Radio Sales Training.



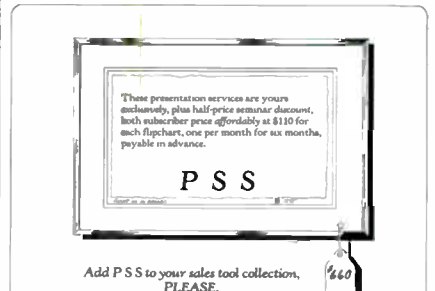
Visual Sales Tools for Presenting.



P S S makes it easy to be Productive.



Professional Quality Client-ready Presentations.



Add P S S to your sales tool collection, PLEASE.

FISCHMANN MAKES RADIO WITH PICTURES

Every radio day is another opportunity for someone to sell radio stations a foolproof way to increase sales. Or so it seems. But Durham, NC-based sales consultant Ron Fischmann thinks his idea is different. His idea? Pictures which tout radio.

Actually, Fischmann is offering one station per market in 100 different cities flipcharts, custom designed artwork for potential

advertisers and slide shows all meant to impress future clients. Fischmann feels radio is at a big disadvantage. Television, newspapers, and billboard hucksters have sight to sell with sound. Radio is less visual and makes it difficult for some to see its advantages.

Apparently radio stations agree. Fischmann has been selling his new idea since March 1 and claims 44 client stations so far. Most are in small markets. The larger markets include Louisville, Wichita and Daytona Beach.

The market size isn't the only thing small. The price is only \$110 per month for the basic service (minimum six months). Extra color copies and supplies are extra. Fischmann's new service shies away from ratings, but will make presentations for stations who submit their ratings in writing.

Fischmann had to spring for a \$13,000 phototypesetter among other extras, including the addition of several staffers. Obviously, Fischmann expects a big return for thinking small.

LIFE WITHOUT ARBITRON

WZGC, Atlanta General Manager Bud Polacek loves to tell the story about the first account executive who approached an advertiser after the station had canceled its Arbitron contract.

"He got a standing ovation," laughs Polacek, "they said 'good for you it's about time someone stood up to them.'"

And although no one knows how long resistance to Arbitron can stand up, its proving to be an interesting battle.

Polacek canceled his contract in August due to a 40 percent increase in rates. "When two stations get the Arbitron book and one did well

while the other didn't, the one that did well is taxed — for doing well," says Polacek.

For WZGC's one-year contract, Arbitron wanted \$48,000. Polacek went to alternative research, The Birch Report as well as International Demographic Supplier. For Birch he pays \$700 per month, and receives twelve reports. "We get them every month," says Polacek, "which means today's news today."

Polacek claims no advertiser has said no without the Arbitron book. If they want numbers, he shows the Birch figures, which have been consistently close to Arbitron. And from Polacek's experience, "most advertisers welcome another service to refer to, since radio needs more

than just one service."

Polacek reports that WZGC, Atlanta's billing from last February to today is "substantially higher."

Other First Media stations that deal with life without Arbitron are KFMK, Houston; KFMY, Provo; WPGC-AM/FM, Washington and KUBE, Seattle. KXAM/KOPA, Phoenix also are expected to cancel their contracts when they come up for renewal. Recently, KIXI-AM/FM, Seattle, and Blair's WHDH/WCOZ, Boston decided not to renew.

As to how long this resistance can continue, WPGC-AM/FM, Washington DC VP/GM Charles Giddens said, "We chose not to renew for 1982, but times change. I can't speculate about the future."

THE TOP MARKETS ARE CHURCHILL MARKETS.



The Beautiful Music Strategy

A consistent winner!

Your library of matched-flow Beautiful Music begins with 180 hours of music. Tapes are duplicated under the strictest engineering standards to achieve the same technical quality as the original.

Here are some specifics:

- For more than 15 years we've been involved in the ownership, management and programming of FM beautiful music stations.
- We incorporate in our program tapes one of the widest selections of beautiful music anywhere — including *exclusive custom music* recorded abroad and many domestic pressings that are no longer available.
- Churchill Productions provides expert consultation in all areas of the format: from selecting the proper equipment for your audio chain and set up instructions, to on and off air promotions.

The RADIO ONESM Strategy

This is the country's first matched-flow, adult contemporary format. The format's designed to attract the nation's largest adult audience

segments, to make your station number one in the 18-49 adult demo.

Here are some specifics:

- The RADIO ONESM format is in 9-11 minute music segments. There are five segments per hour.
- There are 10 commercial minutes available per hour (10 units are recommended.)
- There are current hit songs in rotation.
- Promotion, technical and execution plans are part of the Churchill service.

Hymns of Praise Sunday Morning Strategy

This series is a blend of familiar choral and instrumental selections. The individual titles are primarily familiar hymns. There are also special Christmas Tapes.

Here are some specifics:

- The initial offering consists of eleven 1-hour tapes that can be programmed either singly or in pairs, to go in either 1 or 2 hours of religious music programming on Sunday mornings.
- HYMNS OF PRAISE is a series you can program for as long as you wish — the tapes are yours to keep.

**CHURCHILL
PROGRAMMING STRATEGY
IS ACHIEVING
SIGNIFICANT AUDIENCE SHARES
IN SUCH IMPORTANT
MARKETS AS
BOSTON, CLEVELAND,
HOUSTON, SALT LAKE CITY,
PHOENIX, PORTLAND,
SEATTLE, SPOKANE
AND OTHERS.**

Reserve a Churchill programming strategy for your market now. Call (602) 264-3331



Churchill Productions

1130 E. Missouri, #800, Phoenix, Arizona 85014 • (602) 264-3331

JIM DECARO BRINGS COUNTRY TO THE CITY

A year ago, Philadelphia did not have a country station. Nobody noticed.

Actually, one person did notice. He is Philadelphia's WUSL-FM and WFIL-AM General Manager Jim DeCaro and his is one of radio's boldest programming ventures in recent years.

Country has always been popular in the South. Major metropolitan markets have tried it with varying degrees of success. However, Philadelphia was never a country hotbed. Neither of its two previous country stations really prospered. WRCP-AM switched to an oldies format and its FM counterpart is now easy listening WSNI.

Two metropolitan stations that did triumph were Houston's KILT-AM and FM. Both are owned by LIN Broadcasting. LIN is the parent company of WUSL and WFIL.

So faced with declining ratings on WFIL and a poor performance by WUSL, DeCaro brought country to the city of Philadelphia.

It's not surprising to find a country format well received in Houston. But Philadelphia? Home of soft pretzels and the Mummies?

Some say DeCaro took quite a chance. But for him, it was a matter of survival. WSNI, WIP and WMGK were competing with WUSL for the adult contemporary audience. So was WCAU before it switched to its "Hot Hits" format. DeCaro also looked upon rock station WIFI and album rocker WIOQ as threats.

"When I looked across the spectrum," DeCaro recalled, "I saw nothing really distinctive. We needed an alternative to position ourselves. The nation's fifth largest market did not have a single country station. The idea just hit me in the face.

"After looking at what country is doing in New York, Baltimore, Washington, D.C. and Chicago, it was enough to prove to me it could work in the Northeast."

So against the advice of his consultant, Burns Media, DeCaro brought the country to WUSL on July 4 of last year. Exactly two months later WFIL abandoned its rock image for a country sound.



WUSL-FM and WFIL-AM General Manager Jim DeCaro found a niche in a crowded adult contemporary market by bringing country to Philadelphia.

This time DeCaro had the blessing of Burns Media.

"We did it to protect the franchise," DeCaro said of the WFIL change. "We wanted to lock out anybody else from considering going country."

WUSL posted a 4.0 share for the fall of 1981. WFIL was less successful with a 2.1. DeCaro hopes to boost those ratings with intense promotion. More TV ads, a billboard campaign and bumper sticker giveaways are in the future.

Station personalities wear western costumes to promotional appearances. One day the entire office staff dressed in cowboy boots, western shirts and anything else in the same motif employees wanted to wear.

Among the hottest promotions is Country Fair Day next month following a Phillies baseball game in Veterans Stadium. Two hours of live performances by local musicians are planned. Auditions already have been held.

All of this is part of DeCaro's plan to "educate the people in Philadelphia to what country music is."

"When people think of country, they think of someone sitting on a log in a cornfield. It's really a very

sophisticated sound." However though media buyers often disagree.

DeCaro credits "crossover" artists such as Barbara Mandrell and Kenny Rogers with country's breakthrough. He believes they have brought greater acceptance and a larger audience to country.

The question is, will everyone—especially Philadelphians—adopt country? DeCaro says the appeal is there.

"Each song is a mini soap opera—a slice of life," he says. "People can relate to it."

But is country the disco of the 1980's? Will it meet the same fate as strobe lights and polyester flare-bottom pants?

"Country has now crossed over all social and economic groups," DeCaro proclaims. "It's now an accepted lifestyle. It's gone on long enough now that I think it's past the fad stage."

DeCaro points to the success of television programs such as "Dallas," "Dukes of Hazzard" and "Barbara Mandrell" as evidence of country's acceptance.

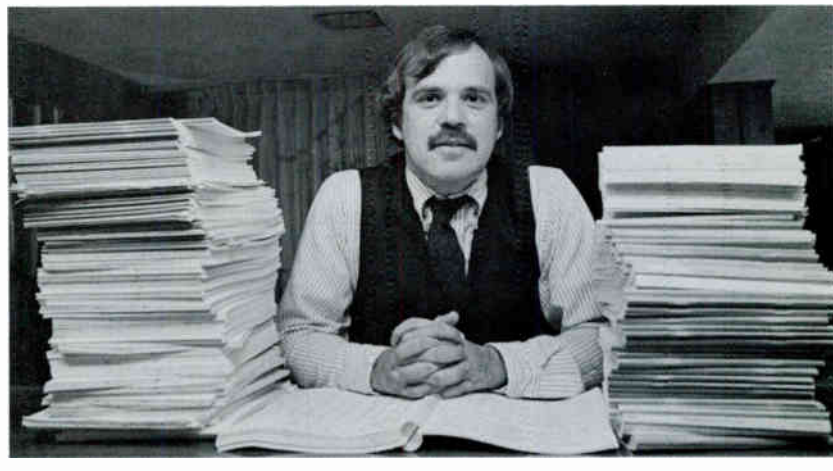
His prediction: "Today's country stations will be the MOR stations of the future." At least he's betting the ranch on it.

RATINGS WIZARD READIES VENTURE

Six years ago Jim Duncan published his first American Radio report loaded with statistics from every Arbitron market in the country. It wasn't fancy. He did it all alone from an office in his Kalamazoo, MI home. In those days it cost \$29 and allowed Duncan to break even by selling 200 copies.

Today Duncan sells 3,000 reports at a still modest price of \$44. Even though it contains over 275,000 facts and takes over 1,000 hours to compile, he still does it all himself. Duncan rejected the idea of putting advertising in American Radio after his subscribers responded negatively to his questionnaire. It shocks some to believe that the biggest complaint he hears is that American Radio is too big!

Success took its toll on Duncan who is separated from his wife and who recently resigned from his longtime job at Gilmore Advertising to devote full time to James Duncan Media Enterprises, Inc. He's kicking around ideas for several more publications. Among the possibilities: an individual format analysis book (most likely aimed at first at the suffering beautiful music



American Radio's Jim Duncan has never been one to get fancy, but his ratings report is still one of the most read publications in the industry.

market). Also an everything-you-ever-wanted-to-know-about-radio book. He's even thinking of a group ranking publication listing every media group in the country ranking TV, radio, cable, newspaper audiences to obtain statistical analysis of the power structure of the media system.

Duncan, never one to get fancy, has been known to pencil in last minute additions or corrections to American Radio, frequently asking for reader feedback in such a sincere fashion that he actually gets it.

The publishing industry today is a risky proposition with high costs of printing, mailing and doing business. But Jim Duncan is betting that he can make lightning strike again when he sits down at his home office desk, computes statistical figures by hand, thumbing his nose at the slowness of a computer to become radio's undisputed wizard of radio ratings. Duncan has more ways to break out ratings than working couples have ways of preparing hamburger. Any way he figures it, statistics spell success for Jim Duncan.

LIN'S BEEPER BUSINESS

Not to worry. LIN Broadcasting President Don Pels could probably be beeped on a LIN-owned New York area beeper system, but he wants to see to it that he's not alone.

LIN is going to get into the beeper, paging and portable telephone business in a big way. Currently, it operates businesses in New York and Houston. But on the drawing board is a plan which could win LIN FCC licenses all the way from Boston to Virginia as well as Houston, Dallas, Austin, Texas.

Pels spent almost \$700,000 in 1981 for preparation of applications which can be a tricky proposition. Licensing by the government means proving you're the best qualified applicant in areas of engineering and finance. The competition could be strong. So far LIN faces Communications Industries, Radio Phone

and Mobile Communications in possible competition for licenses.

Broadcasters who are familiar



LIN Broadcasting President Don Pels

with the red tape involved with maintaining their FCC licenses will be at home with FCC procedures in licensing common carriers.

Pels is so sure this is the coming thing that he hired NBC Radio President Dick Verne to not only run his ten-station radio division, but also oversee the common carrier operation. The so-called cellular mobile telephone is very much in LIN's future.

By year's end the common carrier business will see licensing of a portable unit which would allow a carrier to receive up to four 24-character messages in a digital readout. The technology is changing so much, many communications companies are out of touch with the prospects.

But not Pels. He's betting that common carrier service could be as big a business as broadcasting is to LIN. Perhaps bigger.

DOUBLEDAY MAKES A CAPITOL INVESTMENT

WAVA

WAVA-FM JOINS THE HOTTEST RADIO GROUP IN THE COUNTRY.

On February 1st, WAVA-FM, serving Washington, D.C., with maximum FM facilities, became a part of Doubleday Broadcasting.

Two strong traditions of broadcast excellence combining to give the nation's capital its newest and most exciting listening experience in years.

America's fastest growing radio group adds its second TOP 10 market in as many years. And, in a few months (subject to approval) we'll be bringing that same excitement to the New York City area.

DOUBLEDAY BROADCASTING...NEW FRONTIERS TO CONQUER.

WLLZ-FM
Detroit

WAVA-FM
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE-FM
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

Represented Nationally by McGavren Guild,
HN&W and CBS/FM National Sales.

WAVA-FM/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

CAN PRO SPORTS STILL BOOST RATINGS?

New research indicates that longer rating periods may prompt stations to ask "Is it really worth it?"

By Mariann DeLuca

Is all that pro sports haggling, negotiating and planning really worth the effort? Have you seen a return on the dollars spent to promote, produce and deliver? Are your salespeople selling the sports spots and package at a premium? Attracting any new accounts? Generating press? Promoting goodwill and providing a community service?

You may want to think twice about the big investment involved with carrying pro sports on your station. Certainly no one can argue that enormous excitement can be generated from broadcasting the games of winning teams. WLW in Cincinnati and San Francisco's KSFO recently reaped some of that excitement in the Super Bowl promotional heyday. But is all that hoopla worth it? Our research shows it is not.

After completing a quarterly measured spring and fall sweep, we took a look at what effect a twelve-week survey had on twenty-one stations carrying pro baseball and twenty-eight stations carrying pro football. Contrary to popular belief, on the average there has been no correlation of ratings to a successful season during the rated period. As a rule, audience was basically down or flat. Stations already experiencing rating declines were not substantially boosted by either baseball or football.

Looking at the four major male demographics and averaging all twenty-eight stations used in the

Mariann DeLuca is vice president of research for Torbet Radio.

football analysis, comparing O/N '80 to Fall '81 Arbitron report we found the following:

in attracting the sports listener. Are the days of "It's a baseball (or football) book" over? In some cases,

OCT/NOV '80-Fall '81 Football Comparison Average Quarter Hour/Metro Area

		18+	25-49	18-49	25-54
Mon-Sun	6 AM - 12 Mid	-1%	-5%	-4%	- 6%
Sunday	10 AM - 7 PM	-4%	-11%	-8%	-13%

The Monday-Sunday, 6 AM-12 Mid total AQH audience is down slightly; while Sunday, 10 AM-7 PM, when most games air, the decreases are a bit more severe.

All our findings are based on an overall basis; however, certain markets and stations are exceptions to our results. Some stations may be successful due to the success the various teams are having. If a particular team is having a good season, that would warrant heavier listenership. If a station just picked up a team, they may appear to have some increases. On an overall basis, we can see a decline or flattening in audience in 1981's books versus previous years'.

The reasons for such a decline? Consider the dramatic growth in the sheer numbers of professional sports teams, from 57 to nearly 200 in just the past few years. There has also been a shift in the type of sports Americans are involved in, from spectator participation to more personal sports involvement. In addition, the visual competition television creates may provide the spectator with an added dimension, but it has not helped radio's efforts

yes. One thing is clear: quarterly measurement (spreading a four-week sample over a twelve-week period) has been effective in lessening the impact of sports to provide a more typical measurement of radio listening.



DeLuca: Carrying professional sports no longer guarantees high ratings.

MARK FOWLER

The FCC chairman reveals what radio will be like in the years ahead and promises that much-sought-after deregulation has only just begun

The present Federal Communications Commission's contribution to radio broadcasting may be summed up not so much by what it's doing for radio as by what it's not doing. Simply put, the FCC is getting out of the regulatory business. This is consistent with the Reagan Administration's intention to let the marketplace take care of itself.

RADIO ONLY interviewed Chairman Mark Fowler who looked ahead to what's in store for radio's immediate future, some problems and some criticisms of his FCC. Fowler feels that as far as deregulation is concerned, the FCC has only just begun.

Q — What will radio be like in 1982-83?

A — I think and hope that while I am here, and with the aid of the other commissioners, we can almost totally deregulate program content regulations. We have so many, including the Fairness Doctrine, Equal Time, provisions of the Act and other policies and rules that impact on what is broadcast over the air, that even with the deregulation that took place in January 1981, we still have content regulation. I would hope that certainly, by the time I leave here in 1984-85, the FCC has absolutely nothing to do with program content and this commission, as far as radio is concerned, is only a traffic cop. We make sure that the transmitter is on the right frequency, operating with the proper power, etc.

There would be no other requirements of any kind, period. Radio would be operated like another business and, just like any other business, subject to state regulation. It would be technical in nature only.

Q — How do you answer the special interest groups that say the FCC ought to keep an eye on programming?

A — Everyone said that when we took away the requirements for so much news and so much public affairs and so much other programming in January 1981, broadcasters weren't going to do it any more and there would just be nothing but music and spots. That, of course, did not happen. And why didn't it happen? Because the market can support only so many of those kinds of programs. What it really means is that the people make



FCC Chairman Mark Fowler

those choices instead of the government dictating to the people what they want.

What is happening in our society, as far as radio goes now, is in President Reagan's philosophy and in my philosophy of having the government get out of the way and letting the broadcasters serve the people the way they best know how. Broadcasters have known the secret for years that the people here in Washington are just now

beginning to discover and that is, all we have to do to be successful is to locate the needs in their market and serve them.

Q — What are the criticisms you hear the most about your commission?

A — I suppose one criticism might be: "Well, they are going to give away the store." That's nonsense. We're going to get the government out of the way to the maximum extent possible. We're going to encourage competitive forms of broadcasting of all kinds. No one is guaranteed success, and on the other hand, everyone is assured the right to try. That's not giving the store away. It's simply recognition that you can't have a national program director headquartered here at the FCC and expect programming that serves the people well. You've got to let those millions of decisions be determined by the folks in the market.

The public interest is defined by the public's interest. That is what they want to hear when they turn the dials. The broadcasters then react. And, by and large, the kind of programming the people like to hear is more successful than the programming they don't want to hear.

Q — What other criticism do you hear?

A — It's a self-criticism: that is, that we move far too slowly in processing applications. Application backlogs are intolerable and it's taking a long time to reverse this. First of all, I think it was not in very good shape when we got here. We not only have to make it better, we have to reverse the course first. That's what we're involved in doing now. I think over the next several months broadcasters will see a very distinct improvement in the time it takes for applications to



$$\frac{A}{B} = \#$$

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be processed and granted. I mean a radical improvement.

Q — How can you implement improvements at the FCC without adding staff?

A — Part of the problem is that part of our government is over-staffed. By that I mean when you have a certain amount of work, and you have a certain amount of people, it's possible to have too little work for the people that are involved. And what happens is productivity falls because no one is being asked to really be productive. It's terribly cruel to those people who work in government because it corrodes the human spirit. It makes them feel that they are not productive over a period of years. It's that kind of a management system that can really destroy people.

Surprisingly enough, if you have a situation where you start with zero-based budgeting, you start with a concept. Here is an amount of work that has to be done. Could you do it with zero people? Obviously that's a crazy question, but that's the way you approach it. Well, can you do it with one person or two people? If it is still not being done, you maybe add a third. You find that the work done by ten people before is now done by four. And the productivity and the speed of service rise.

Q — What kind of reduction in staff in terms of percentages would you be looking at over the next couple of years?

A — Well, we may have some reductions in force in 1983. In order to effectively use the remaining people, they may work in areas that they're not in now. We need to allocate them to other areas where there is more work to be done than there are people.

Q — What areas are they?

A — Common carrier is eating up quite a bit. Low power television, if we go ahead and finally authorize that, would require a lot of manpower. There are lots of other areas where we have people doing too little work. Therefore productivity suffers.

Q — Does President Reagan

take a personal interest in the broadcasting industry?

A — I know he's interested in broadcasting. He's a creature of broadcasting. He came from broadcasting. But certainly his job is such that he has delegated that responsibility to others on the White House staff to follow events in broadcasting. I know they do follow it carefully. And under the law he appointed me and several of the other commissioners here as the people in charge of this independent agency. I personally subscribe to his philosophy. I guess that's not a secret. We're attempting to implement his philosophy as it would apply to broadcasting.

Q — It's not uncommon to hear people in the radio industry in high positions afraid to deal with deregulation, almost for fear that they can't believe it's here. Can you make the average radio executive feel any better about deregulation? There's almost this feeling that it has been regulated to death for so long that they are almost afraid to believe they can do things differently.

A — We've had significant trucking deregulation, and oil and gas deregulation. Airlines have been deregulated. The FCC literally has flooded over the public interest standard with layer upon layer of rules and regulations over the years. Right now this agency over-regulates the broadcast industry more than any other industry. The FCC is the last of the New Deal dinosaurs. We've got to change that.

The problem is that it takes several months to even begin to target the rules that need to be eliminated. We then must begin to write up orders asking for comment on eliminating rules, receive all the comments, analyze those comments and then come up with a final order. So it's going to take us a good two years to really have this process start to affect the local broadcaster and, in particular, the small broadcaster. I'm very concerned that we get this work done; to get rid of all these niggling rules that impact particularly on the small broadcaster. You're going to see some results of that very, very soon as we start to move forward.

We have not even begun to clean up the mess.

Q — Are you not concerned with things like minority ownership?

A — Absolutely. The point I'm making here is, all of the social policies that have been implemented here at the commission have not been terribly effective. We had 8/10 of one percent of all radio and television stations owned by blacks. That statistic speaks for itself. I think it indicates that those efforts have not been marketably successful in increasing black ownership.

Q — So what are you saying?

A — I'd say the answer is to attempt to explore ways to encourage the pooling of money that would be available in the form of long term, low interest loans that minority applicants would have access to. That means that their business plan would have to be sound before the loan could be approved; subject to the same disciplinary analysis that any other borrower's business plan is subject to. That's good for the borrower because that minority group then knows it may have a problem with its business plan. The lender can help them to structure it so it will work.

Commissioner Henry Rivera has been working with an advisory committee, as you may know, since late last year. They're going to come up with their first report in April to the full commission on specific things the FCC can do, areas that the private enterprise can do, but it's basically focused on what the private sector can do and the incentives we can construct to encourage private sector activity. There's not one more policy that we can create that can manufacture a dollar. The problem is a lack of capital, and that's what we've got to attack.

Q — Are there enough radio stations right now?

A — I think the consumer has a diverse, rich choice of stations to choose from and I'm sure there will be other stations put on the air in various communities, if they're technically possible in the future.

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Michael Baer, VP/GM
Nobel Broadcast Consultants

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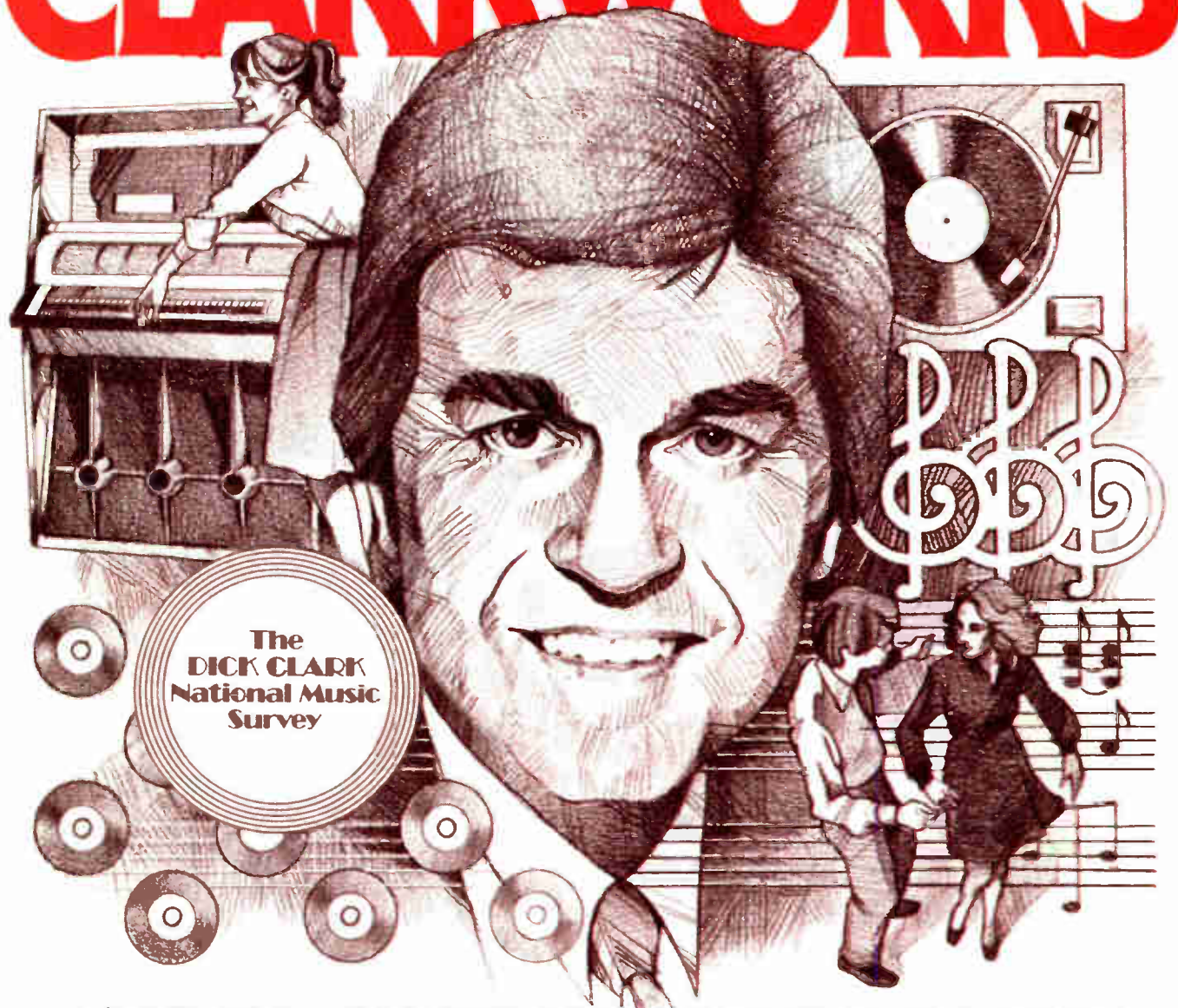
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TOM BIRCH RATINGS' NEW PRINCE CHARMING

How a programmer turned researcher became the heir apparent to Jim Seiler and bought Mediatrend without paying a penny—yet!

By Jerry Del Colliano

Every radio station program director someday wishes he or she can write their own ratings. Most never do.

Tom Birch is the exception. He became the No. 2 executive in the ratings research business by being a program director who couldn't resist the urge to do his own audience research. He used his brains to start a makeshift research company while working for Storz Broadcasting at KOMA, Oklahoma City and WQAM, Miami.

Actually, Birch got interested in research while hanging around research freaks the likes of Bill Tanner at WHYI, Miami and E. Alvin Davis at WNOE, New Orleans. When Birch went out on his own in Kansas City in late 1976, he set up a primitive research system that was later to be the forerunner to what's known today as the Birch Report. It was quite unique and innovative. A research co-op was established consisting of KEBC, KNFB and KOMA. Computer time was secured from South Oklahoma City Junior College. Each contributor helped with a different aspect of the project from funding to writing software. Birch must have been doing something right on the air as well, as KOMA jumped from 5.2 to 10.6 share while chief competitor WKY went from 16.7 to 10.1.

His luck was not as good at WQAM, Miami where the station never got off the ground, but Birch was able to set up another ratings co-op. The University of Miami computers were used. Six stations, not including WQAM, were con-

Jerry Del Colliano is the editor and publisher of RADIO ONLY and INSIDE RADIO.

tributing money to the non-profit organization. Thanks to Sudbrink's Dick Casper, Birch was asked to consult WNWS, Miami and WORJ/WORL, Orlando. The pilot stations did Birch's selling for him. Before he knew it, the same thing happened in Rochester, NY where WVOR backed Birch and sold his services. Even so, his ratings were still only meant to be programming tools. Not something you would bring around to agencies for sales.

Working out of their south Florida home, Birch and his wife Roseann literally ran a mom and pop store. Roseann was instrumental in setting up the accounting system. She did keypunch and editing. She even typed his correspondence. Birch speaks lovingly of her. Together

tals rose to \$600,000. 1981's gross is estimated to be \$1.3 million. Profit is expected to fall under 20 percent.

Birch is now in 248 markets, including seven of the top ten. The merger with Mediatrend shortly after the death of its founder Jim Seiler left Birch the heir apparent to the "Alternate Ratings Company" throne. It was now Birch's responsibility to carry on and fight Goliath Arbitron. Birch claims he really didn't want the burden. The business just kept growing and, "at that time I was too stupid to worry about it."

Birch wasn't too stupid to learn from the master, Seiler himself. Although Seiler is said to have considered Birch a business enemy,



Vice President of Sales/Marketing Dave Gingold and Tom Birch discuss national marketing strategies. Marketing totals climbed to \$600,000 when Gingold joined Birch in 1980. 1981's gross is expected to be \$1.3 million.

they went from grossing \$6,000 per month to \$160,000 at the end of the first year. When Dave Gingold was hired in 1980 to become Vice President/Sales Marketing the to-

there are those who believe the father of Arbitron was actually fond of him. Seiler saw his company begin to wither on the vine. Some markets were dropped when they

failed to turn a profit for Mediatrend. Birch then went in to pick it up. But he also refused to lose money because the best lesson he learned from Seiler was never enter a market unless you can make a profit.

"The reason we were able to gain support where Jim was not was that everybody was looking for a way to use the report for more than just a programming tool. It was easily cancelable as a programming tool in

when he briefly took over after Seiler's death. Landreth didn't agonize over selling Mediatrend. When an article about his eagerness to sell the company appeared in *INSIDE RADIO*, he called to thank the publication for helping his phones ring.

Birch believes the single biggest mistake Seiler made was when he had to drop a market. "Mediatrend cancelled a market with great zeal," Birch said. "They always notified

as we could for economic reasons." Now, Birch does it Seiler's way.

Birch is acting like quite a shrewd businessman. It's hard to believe he once played records and answered the hitlines. But perhaps his most shrewd deal was when he purchased Mediatrend from Landreth for no cash.

It was a very unique arrangement, similar to the one Seiler used when he purchased Hooper back in the 1950s. The gist of it is that Birch takes over management of all Mediatrend contracts. Both will share the profits of Mediatrend. If the Mediatrend contracts are lost, neither profits. If Birch adds clients, he keeps the profits. While Landreth and Seiler's estate could be paid for in the next five years, Birch has successfully purchased a major ratings research company for no money down and terms that certainly won't break his bank account.

Birch only retained five Mediatrend people. He kept a small Washington office open, but still feels the acquisition was necessary. While RAM and Burke Marketing courted Mediatrend, little Tom Birch came away with the whole company at the best principal and interest. None.

He wanted it because it meant instant cash on his books. He didn't have to wait for Mediatrend contracts to expire. He could have it all now. After all, Mediatrend was a respected company and Seiler surely a respected figure in ratings research.

Birch wants to take a run at Arbitron now. He joins the likes of Greyhound, Audits & Surveys, Burke and RAM. All failed. Birch thinks it will be different for him as he introduces his new Quarterly Report. It includes all the usual ratings information plus weekly daypart cue retrieval and product usage information. The book will be 180 pages in length and released this spring.

Birch feels that where the others went wrong is that they were just as expensive as Arbitron. Audits & Survey's TRAC 7 plan was even more expensive. This prompted an "either/or" decision. Birch doesn't plan to make that mistake.

Tom Birch doesn't suffer from a



Field Director Elise Ross points out recent statistics for the monthly report to Tom Birch in Coral Springs, FL headquarters.

hard economic times," reminded Birch.

Birch's rating report was basically a condensed version of the Arbitron standard market report using two month rolling averages. It provided more information than Mediatrend and cost about the same.

Mediatrend began to show its age. It didn't have a computer. It lost a lot of its sales aggressiveness when the only real salesperson it had was its founder, Seiler. Seiler's partner, John Landreth was so silent nobody knew who he was

the trade publications. When they lost ground they trumpeted it to the world. We were doing the exact opposite. The impression the industry was getting was that Mediatrend was falling apart and we were growing like a meteor."

Birch still claims his company did not compete against Mediatrend until the very end. He said he had a better product, adding that, "the only thing they had going for them that we didn't is that they had one person per household and we were interviewing as many per household



Vice President and Director of Operations Roseann Birch helped husband Tom establish the firm's accounting system and performed keypunch and editing duties to help get the business off the ground.

lack of confidence in his monthly rating service. Says Birch, "I think we're already putting a dent in Arbitron . . . or least a scratch." Since he holds to the story that Birch Report never actively decided to compete against Arbitron, some might call Birch's affect on Arbitron accidental.

Birch claims twenty-five ad agencies in Norfolk buy Birch and consult the figures before placing buys. Industry observers sometimes find it hard to believe that accounts such as Coca Cola are waiting for Birch monthly figures before spending their ad budgets. But Tom Birch swears it's true. He claims they want the most current information.

Since the monthly report has limited sales applications, Birch has instituted the Quarterly Report to better answer the needs of advertisers who want late breaking ratings information. To introduce a Quarterly Report, Birch has to add some key questions to his monthly survey. Among them: questions pertaining to weekly daypart come retrieval and product usage. This new service is costing Birch money. Costs have doubled since December and keypunch costs have increased.

Tom Birch is appalled that Arbitron has not changed its basic ratings report since 1968. And what few changes were made, were at the expense of the radio stations. Birch says, "radio is a demographic medium, not daypart, yet Arbitron's demographic buyer section of the book is laid out by daypart." Birch is laid out by demographic.

And he feels he can ride the current wave of discontent with Arbitron. Some major stations have refused to buy Arbitron ratings and they appear to be doing just fine without them. All carry Birch instead. First Media has been a big Birch supporter. It dropped Arbitron at KFMK, Houston; KUBE, Seattle and WPGC AM and FM Washington; WZGC, Atlanta and KFMY, Provo. Blair's WHDH and WCOZ, Boston also cancelled Arbitron for Birch.

Above all, Birch feels he really has a chance. The time may be right. Arbitron has been raising its prices and, despite the innovative Advisory Council, is still perceived by many as being heavy-handed when it comes to radio ratings. Recently, it decided which markets would have extra rating periods and in some cases only one station in the market was willing to pay for the expanded service.

In a methodical way, Tom Birch is getting ready to prove a former program director can make good as a ratings entrepreneur. He certainly has been impressive so far. Even his critics give Birch good marks. So, he'll take a run at No. 1 with much less capital, fewer staffers, less sales experience and less ad agency acceptance among other problems.

Just as some think Arbitron has a monopoly on No. 1, Birch may have a monopoly on No. 2. But everyone knows Tom Birch tries harder.

HOW TO DROP ARBITRON

Suggestions from Tom Birch for those looking to drop Arbitron ratings service.

- Start calling agencies and tell them that your station is planning to drop Arbitron. Ask if it will affect doing business with your radio station. If it will, and they will not look at other numbers, then stick with Arbitron. If, on the other hand, they indicate it would make no difference and that they would use Birch data, go back and take a look at your station's Arbitron expense. If it's too much, make a judgment.
- Keep both ratings services for a time and then drop Arbitron.
- Begin presenting Birch data immediately and learn Birch methodology so you can explain it if necessary.
- Be willing to be a pioneer to become a sales rep for Birch.
- Make sure you don't use or mention Arbitron figures if you choose not to be a subscriber.

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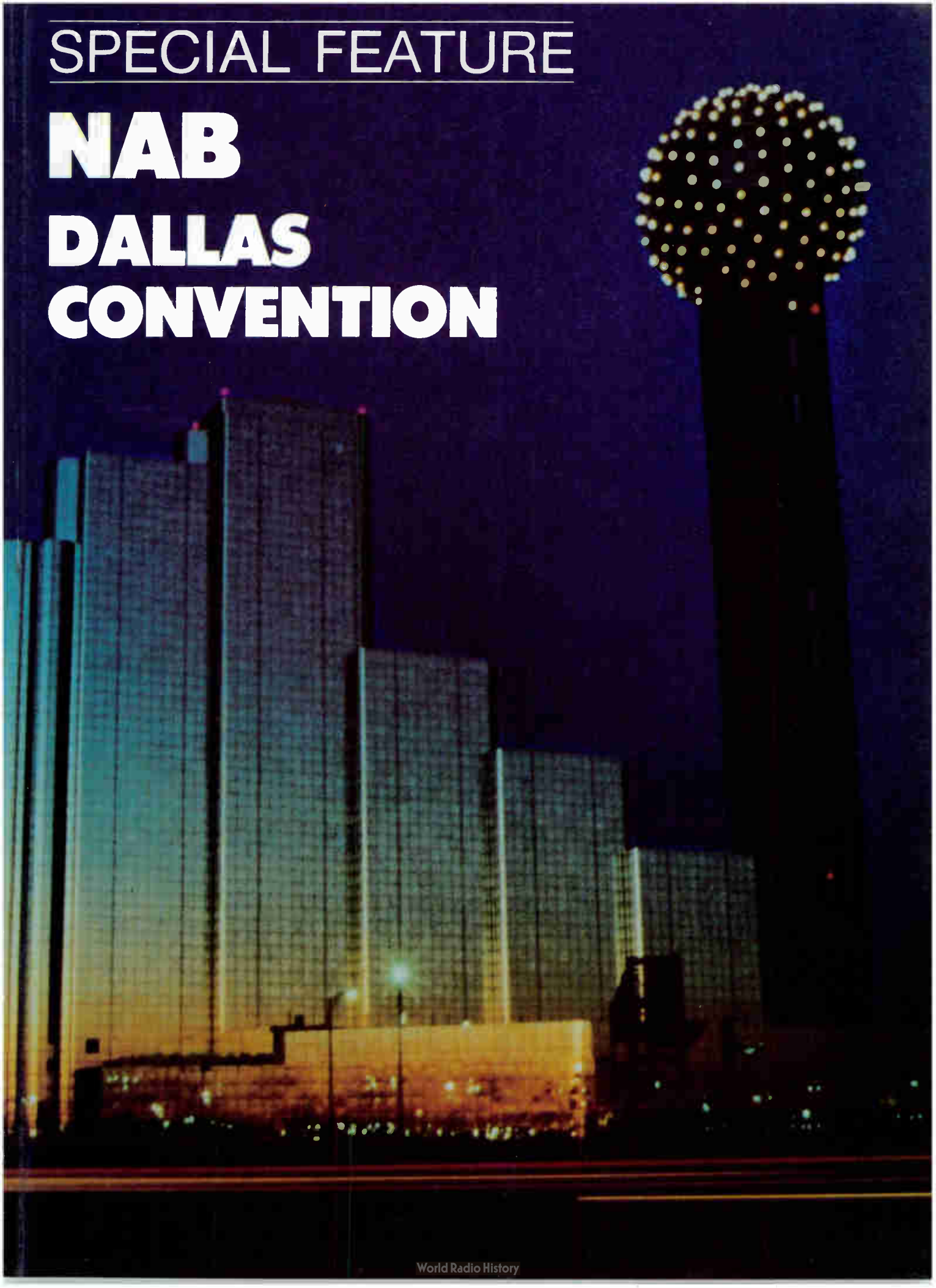
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SPECIAL FEATURE

NAB

DALLAS

CONVENTION



SIZE IS GROWING HEADACHE FOR FUTURE CONVENTIONS

Las Vegas is most frequent site, but Chicago and Atlanta may be in NAB's future

The National Association of Broadcasters plans to hold future spring conventions in Atlanta and possibly Chicago. That may come as a surprise to veterans of the industry's yearly marathons in promotion and fraternization. Most members have grown accustomed to annual treks to Las Vegas. Three of the last six NAB conventions were held in that oasis of the Nevada desert and the next four have been penciled in for that town as well.

A convention of the magnitude of the NAB's—20,000 to 25,000 participants—is impossible for some cities to accommodate. That's one reason why the NAB has had problems finding a suitable alternative to Las Vegas.

Atlanta has been earmarked as the 1987 convention site. That gives the city's planners five years to expand its facilities. The construction of a convention center is still in the planning stages. NAB Vice President Wayne Cornils said the 1987 target date could be moved up if the building is ready before then.

Plans to take the convention to Chicago are less concrete. Unless some key problems are resolved, it won't happen. 1984 or 1985 are being considered, but Senior Vice President for Broadcasting James Hulbert said it could happen any time within the next six or seven years.

The last time the association went to Chicago is not a fond recollection for some participants. The 1976 gathering there left many exhibitors bitter.

"We had such problems," said Hulbert, "we vowed we'd never go back. Primarily it was union problems. We had people on the (convention) floor asking for

payoffs to do things they were assigned to do under contract."

Lately, the NAB has reversed its opinion. The McCormick Place, a large convention facility, was a major attraction. NAB officials talked with the Electronics Industries Association and other trade associations.

"We had been hearing good things about Chicago," said Hulbert. "We felt things had improved substantially."

Three members of the NAB hierarchy—President Vince Wasilewski, Exhibit Director Ed Gayou and Hulbert—met January 14 with Chicago Mayor Jane Byrne and members of the city's Federation of Labor, Convention and Tourism Bureau and Association of Commerce and Industry and Hilton Hotels Corporation.

"We were not interested unless they could make assurances that the problems we had before would not be repeated," Hulbert said.

The NAB is now waiting to find out when space will be available in the McCormick Place. The ultimate decision regarding a Chicago convention rests with the NAB board of directors.

Will Chicago appeal to NAB members the way Las Vegas did? Does strolling along Lake Michigan hold the same attraction as high rolling on the "strip"?

Hulbert believes Chicago has a different appeal. Many smaller members on the East coast find it expensive to travel across the country. Chicago's central location would make travel more equitable.

FUTURE NAB CONVENTION SITES

1982	RADIO PROGRAMMING	NEW ORLEANS	1985	TV/RADIO	LAS VEGAS
1983	TV/RADIO	LAS VEGAS	1985	RADIO PROGRAMMING	NASHVILLE
1983	RADIO PROGRAMMING	DALLAS	1986	TV/RADIO	LAS VEGAS
1984	TV/RADIO	LAS VEGAS	1986	RADIO PROGRAMMING	UNDETERMINED
1984	RADIO PROGRAMMING	CHICAGO	1987	TV/RADIO	ATLANTA

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NAB DALLAS CONVENTION

Everything you ever wanted to know about radio . . . and more

One of the perils of attending a convention as large as the NAB annual gathering is that finding radio-oriented events and exhibits is virtually impossible. Nothing seems worse than coming from far away to miss the very things you'd wished you had seen if only you had known.

Every year there is no shortage of handouts and trade publications, printing schedules, listings and unfortunately, many times through no fault of the participant, inaccurate suite or exhibitor information.

That's why radio's only executive magazine, **RADIO ONLY** is covering the highlights of this year's radio activities so you can decide what and who to see and what to miss. It's called "Everything You Ever Wanted To Know About Radio at the NAB . . . And More!"

Here's how it can be valuable to you. Our editors have canvassed the major radio exhibitors and services to find out what's new, where it's going to be located and why you might like to attend. This year we found many past exhibitors were either taking a pass or scaling down their convention efforts. Some failed to respond to our inquiries. But, the majority are anxious to let you know what they are up to should you be attending this year's convention.

Where possible, hotel locations and in some cases suite numbers have been named. But, because of past experience with hotel mixups, the only real way to be sure of an exhibitor's location is to call the hotel operator or see a convention official.

Here's what some of the major radio exhibitors and services are planning:

REPS

Bernard Howard Fairmont

Clients and prospective clients can stop in at Bernard's suite at the Fairmont Hotel. Approximately 10 staffers will be on hand. Open bar.

Blair Radio Anatole

"The College of Radio Knowledge" isn't new, but it is making its first appearance at the NAB. Free to Blair clients, it's a two-and-one-half to three-hour seminar about radio buying, planning and programming. It will be presented Monday afternoon at the Fairmont, where Blair has a hospitality suite. A cocktail party for clients is scheduled for Sunday night at the Loew's Anatole. Eight or nine executives and sales people are representing Blair. Free literature.

CBS/FM National Sales Hyatt

Vice President and General Manager Eli Kaufman can be found at the CBS suite at the Hyatt.

Eastman Radio

Plaza of the Americas

A hospitality suite in the Plaza of the Americas.

Katz Radio Anatole

Hospitality suite 1110 at the Loew's Anatole from noon to midnight Sunday and Monday.

Major Market Radio Hyatt

Clients will be served a buffet meal each night. Prospective clients are invited to stop by at Major Market's hospitality suite at the Hyatt Regency.

Jack Masla Fairmont

Plans call for four days of management meetings, seminars and open bar at their Fairmont Hotel hospitality suite. A cocktail party for clients—invitation only—is scheduled for Monday at 5 p.m. Management meetings will be held Saturday and Sunday. Seminars in which stations make presentations to management are scheduled for Monday, 8:15 AM to 12:30 PM and Tuesday, 8:15 to 10:30 AM. Fifteen management and research reps are expected.

McGavren Guild Radio Hyatt

A 25-foot high Captain Radio balloon floating near the convention center is designed to attract attention. But Executive Vice President Ellen Hulleberg hopes a pre-convention seminar Sunday from 1 to 3 PM will attract business-minded radio people. Dr. Martin Marshall will speak on "Where is Marketing Now That We Really Need It?" Marshall is chairman of the National Association of Broadcasters Harvard Business School Management Development Seminar.

A Captain Radio party at Union Station, adjoining the Hyatt, is "invitation-only" for client stations. Open house at the company's suite at the Hyatt is planned for Sunday, Monday and Tuesday.

RKO Radio Sales Hilton

No hospitality suite, parties or events. President William Hogan, Sales Director Jerry Kelly and Station Relations Vice President Harry Durando will be at the Dallas Hilton Inn.

Selcom Hilton

A hospitality suite at the Hilton is open to all, but Sunday night's cocktail party is strictly for present clients.

Torbet Radio Anatole

A hospitality suite at the Loew's Anatole and an invitation-only cocktail party on Sunday at 4 PM are planned.



WEEI/FM
Boston
Soft Rock

WCBS/FM
New York
Solid Gold

WCAU/FM
Philadelphia
Hot Hits!

WBBM/FM
Chicago
Adult Contemporary

KMOX/FM
St. Louis
Adult Contemporary

KNX/FM
Los Angeles
Mellow Rock

KRQR
San Francisco
Album Rock

All Together Different

The CBS Owned FM Stations—
all together different with innovative
approaches to the same special
target—America's sophisticated,
big-spending young adults.

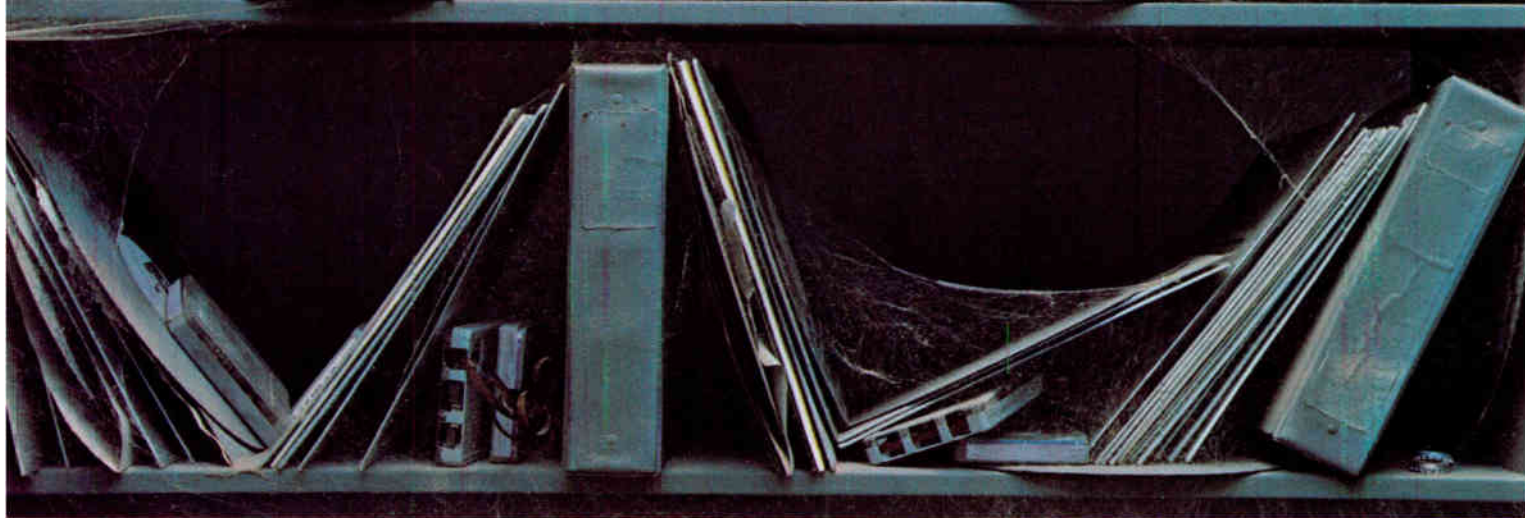
We serve seven different major
markets, and we serve them in seven
different ways. Each station's unique
music format is designed to fit
the individual lifestyles of each of our
young adult audiences.

Buy them all together—or in
groups—or by the market. They're all
together right.

The CBS Owned FM Radio Stations

Represented nationally by CBS FM National Sales

Some commercial libraries simply gather dust.



There are few things more depressing than to walk into your studio and see that old commercial library just sitting there gathering dust. As the architects of *The World's Best*,SM FirstCom has gone to great lengths to make certain you'll never have to face that gloomy picture again.

The *World's Best*SM is really two libraries; a collection of national caliber musical advertising campaigns, and a complete production library combination that is unique in its superiority to anything ever presented in library form.

BARRY MANILOW, RUPERT HOLMES . . . JUST FOR STARTERS.

The *World's Best* musical advertising campaigns will sell . . . for you, and for your advertisers . . . because they have been written, arranged and produced by the same talents who have brought success to clients like McDonalds,

Coke, Kelloggs, NBC Sports, Ford, Datsun and Burger King. Contributors include the world's best, most sought after commercial producers, more than 25 in all—among them Kevin Gavin, Edd Kalehoff, and Griffiths-Gibson. Moreover their works include the extraordinary songwriting talents of Barry Manilow, Rupert Holmes and a host of others. These people would never have been available in a library collection without the unique makeup of *The World's Best* . . . you see, they own it.

Along with FirstCom, this product is owned by the artists who produced it. The result of this combination is a commercial library unlike any other ever assembled. Superior in design, scope, content quality and most importantly, sales results.

THE WORLD'S BEST SELLS ITSELF.

Included in *The World's Best* package is a highly researched and developed sales support pro-

gram. We supply you with sales tools, audio/visual support and comprehensive sales techniques. This sales support package is *guaranteed* to help you close sales. It is designed to be easily integrated and will achieve immediate impact on the advertising dollars in your market.

With this sales program you will immediately add new billings . . . bring to life accounts long dead, add additional dollars to existing commitments, and give your sales team the ammunition they need to bring home that important new business. And it will do it fast!

THE WORLD'S BEST PRODUCTION LIBRARY.

Among musical production libraries, *The World's Best* commands the industry's top post. A team of production pros, among the most respected in the world, have designed a one-of-a-kind ensemble of musical components—a masterpiece—that is the "hands-on" half of *The World's Best*.

So does ours.

At the NAB, see us on the Exhibit Floor or Hyatt Regency Suite 1418

Staging elements, incidental music, commercial scores and instrumental effects—they're all here, all brand new, and all absolutely unlike anything ever produced before. Together, they assure an enhancement of commercial quality and a time-saving relief for the production person that is nothing short of monumental. The World's Best Production Library is all you need . . . replacing all other services you currently have, with continuous updates of new, innovative material.

will manifest itself with improved production efficiency and professionalism.

You'll never have to bother with buying another service to supplement what we provide. Because we provide it all . . . and the continuous supplements are guaranteed to be of the same outstanding character as the initial complement.

Let us prove it to you. Give us a call collect or send the coupon below. It's your chance to dust off the competition with The World's Best.



THE RAW FACTS ARE THESE:

With The World's Best you have a unique selling opportunity. The opportunity to provide your clients with national caliber musical campaigns at an affordable price. They will be astounded at what you have to offer.

Your production department will thank you a thousand times for providing them with the best materials ever available . . . and it

PLEASE SEND ME FULL PARTICULARS ABOUT THE WORLD'S BEST. I REALIZE IT IS AN EXCLUSIVE PRODUCT.

Name _____ Station _____ Address _____
City _____ State _____ Zip _____ Phone () _____

FirstCom Broadcast Services,
13747 Montfort Drive
Dallas, Texas 75240

214-934-2222
(Call Collect)



NETWORKS

ABC

Hyatt

ABC Radio Networks and Radio Enterprises have separate hospitality suites at the Hyatt. Radio Networks is emphasizing its two new networks. ABC Direction and ABC Rock Radio, and a talk radio service to begin April 12. ABC Radio Networks plans to meet with affiliates Sunday. Radio Enterprises wants to tell people about its new Super Radio service. It's an adult contemporary format with satellite delivery. Biggest selling point: a total marketing program for subscribers.

Associated Press Radio Network

Fairmont

Look for a booth on the convention floor with displays of the country music network, news wire machines, and radio and wire displays. The country music network is an overnight programming service from Nashville. About 12 staffers will be on hand with free demo tapes. A hospitality suite at the Fairmont Hotel will be open from late afternoon to midnight.

CBS Radio Network

Hyatt

CBS is highlighting its new network RADIORADIO, scheduled to air April 26. The network is basically looking for new subscribers and meeting with current clients at a hospitality suite at the Hyatt. About 20 executives from the network, RADIORADIO, CBS FM-owned stations and CBS-AM owned stations plan to attend.

Mutual Broadcasting System

Hyatt

Expect Mutual to launch its contemporary and country music campaign. It will announce a new schedule of music programs at an annual affiliates luncheon Sunday (invitation only). Programs include specials and concerts and are offered on a barter basis. A hospitality suite at the Hyatt will be open each night.

National Black Network

Hyatt

The network is promoting two recent ventures at its hospitality suite at the Hyatt: the Night Talk program with host Bob Law and a second network called American Black Information Network. Night Talk was initiated last December; ABIN started in January. Free demos and brochures. The network plans a Monday evening party by invitation only.

NBC Radio Network and The Source

Hyatt

Conventioneers can view a slide show on satellites and hear NBC's Talknet program on a radio network line in suite 2666 at the Hyatt. The slide show discusses NBC's plans to expand into satellite communication. Network has recently contracted with Scientific Atlanta to build its receiving dishes. Talknet will be aired at 9 PM Dallas time. The suite will be open Sunday, Monday and Tuesday. Free brochures and giveaways.

RKO Radio Network

Hyatt

RKO is pitching its two news services and its long form radio shows, such as "The Hot Ones" and "Night-Time America." Eleven or 12 executives will be on hand at a hospitality suite at the Hyatt Sunday through Tuesday. Free literature and demo tapes plus some type of giveaway item.

Sheridan Broadcasting Network

Hyatt

Sheridan is offering what is probably the biggest giveaway of the convention: an earth station. The satellite receiving dish, plus installation, delivery and turn up (turning on the power) sells for approximately \$10,000. The network is inviting broadcasters to stop by the hospitality suite at the Hyatt with their business cards. One card will be drawn to determine the winner.

The promotion is Sheridan's way of advertising its satellite programming. President Skip Finley expects the programming to be operational by the end of the year. A crew of seven management, programming, station relations and news personnel are available with free literature.

United Press International

UPI is trying to convert all its stations to satellite transmission and a display booth on the convention floor is promoting that venture. The National Satellite Program is available for a purchase price of \$7,700, but the network offers a \$6,000 rebate by reducing the subscriber's UPI service rate. The service also can be leased for about \$20 per week, after the rebate.

Three services: DataNews, the UPI audio network and the UPI broadcast wire are being demonstrated. The audio network may be heard via satellite or a local feed. DataNews is a high-speed broadcast newswire that transmits 1,200 words per minute.

Demo tapes of the audio network and free literature on all services are available. About nine staffers, including engineers, news correspondents, executives and sales reps are available.

The Wall Street Journal Report

Hyatt

Expect the network to announce a new program to be available by summer. For affiliates only, the program is a five-to-ten-part series of 60-to-90 second features on taxes, IRAs, money market funds and other topics. Bob Rush, director of broadcast services, and Joe Gyfoyle, executive director of Dow Jones News Services, and two other staff members will occupy a hospitality suite at the Hyatt. Free demo tapes and literature.

SATELLITE DISTRIBUTORS

Transtar

Fairmont

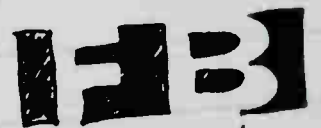
Sunbelt's satellite network will attempt to transmit live from its station in Colorado Springs to its hospitality suite at the Fairmont. If not, guests can listen to demonstration tapes of a typical hour of Transtar. President Dwight Case and Vice President



The New Kid on the Block.

Remember how it felt to be the new kid on the block? It doesn't take long to make new friends and find your way around. But you never forget the kid who stuck out his hand first and said "hi." From all of us at Fairbanks Broadcasting group, a warm handshake and welcome to RADIO ONLY!

WIBC 1070 - INDIANAPOLIS
 WNAP STEREO 93 - INDIANAPOLIS
 WKOX 1190 - FRAMINGHAM
 WVBF STEREO 105 - FRAMINGHAM / BOSTON
 WJNO 1230 - WEST PALM BEACH
 WRMF STEREO 98 - PALM BEACH
 KVIL 1150 - HIGHLAND PARK / DALLAS
 KVIL STEREO 103 - HIGHLAND PARK / DALLAS / FORT WORTH



owned and
 operated by
 Fairbanks
 Broadcasting
 Company

Ron Ruth will be on hand to tell potential customers that Transtar is a 24-hour fully programmed satellite network geared toward listeners 24 to 34 years old. Free demo tapes and literature.

The Robert Wold Company

Most of the emphasis is on television this year. But broadcasters interested in finding out about the firm's satellite transmission of live sports events can stop by the display booth on the convention floor. The company's satellite delivery system is being demonstrated with a radio antenna. Approximately 12 sales personnel and engineers have free literature on the firm's services.

SYNDICATORS

Toby Arnold & Associates

Expect this Dallas-based syndicator to premiere its new Production Bank library on the convention floor. Prices range from \$100 to \$500 per month. President Toby Arnold says he'll also promote some recent specials.

Production Bank is designed as a follow-up to Production Master, marketed three years ago. It features Super Spots, pre-prepared ad campaigns that local stations can customize for their advertisers.

Arnold is also promoting a new 12-hour special, The Life and Music of Bob Wills (\$400 to \$4,000); its Rolling Stones 20th Anniversary Radio Special (\$400 to \$2,000) and its Unforgettable Format of big band and nostalgia music. Arnold was not sure if the firm's latest project, a nine-hour special on country singer Jim Reeves, will be ready by convention time. The Rolling Stones special is packaged as one six-hour program or six one-hour programs and includes 20 promotional vignettes.

Arnold's sales and creative staff are distributing free demos and literature.

Bonneville Broadcast Consultants

Hyatt

Bringing a 36-piece orchestra to the Hyatt ballroom is this syndicator's way of dramatizing its new beautiful music programming. The event is invitation-only Sunday evening. The orchestra will perform selections recently recorded by Bonneville and arranged by its newly named Director of Artists and Repertoire Lex DeAzevedo. DeAzevedo will conduct the orchestra.

Bonneville already distributes by satellite, but wants more people to know about it. Information is available at hospitality suite 1618.

Cavox Stereo Productions

Hilton

President Lee and Mrs. Paula Tate are hosting a hospitality suite with open bar at the Hilton. Programming brochures are available.

Century 21 Programming

Hyatt

Century 21 is taking advantage of its Dallas location by offering tours of its Jingle recording studios and reconditioning areas. Information is available at a hospitality suite in the Monduel Room of the Hyatt

Regency. The suite is open Sunday through Wednesday from 10 AM to 10 PM.

The company is pitching its new "More Beautiful" format (\$550 to \$1,500 per month) at display booth #1503. The format is a cross between beautiful music and MOR.

Century 21 is buying used radio equipment—studio, automation, transmitter and other types—then reconditioning and selling it on the convention floor. Sellers can call the Dallas office and get price quotes. The company will meet sellers at the airport with cash or pre-pay their tickets.

Otis Conner Productions

Two jingle packages will debut at a display booth on the convention floor. One is "Reachin' Out" (\$3,500 to \$13,000), an advertising concept that lets stations identify themselves by offering a benefit instead of just announcing their call letters. The second is untitled and should sell for the same price. It was first heard on KEX, Portland. Taped custom music is available for listening at the booth. Free demos and literature.

Drake-Chenault Enterprises

Hyatt

Look for Drake-Chenault to repeat their popular ice cream party at the Hyatt Regency. It's part of their "Come Visit Our Sweet" promotion. Six flavors of Swensen's gourmet ice cream will be served by Swensen employees. Also promised yet another Drake music format.

The Fairwest Studios and Al Ham's Music of Your Life

Hyatt

Both of these syndicators can be found at a joint hospitality suite at the Hyatt. Al Ham's Music of Your Life is presenting an invitation-only cocktail party for affiliates and clients Tuesday evening from 6:30 to 8:30 PM. Fairwest is promoting two formats in addition to Music of Your Life: the Burns/Somerset country format and Fairwest Program One (KVIL-WIBC adult contemporary). Free demos and brochures are available at the suite. Look for Fairwest Sales Director Jim West.

Firstcom Broadcast Services

Hyatt

Look for the introduction of its new production/commercial library. "The World's Best" features 60-second commercials, musical effects and instrumental music composed by Barry Manilow, Rupert Holmes and others. No price available. Library will be promoted at a booth on the convention floor and at the hospitality suite at the Hyatt. Free demo tapes and literature.

Kalamusic

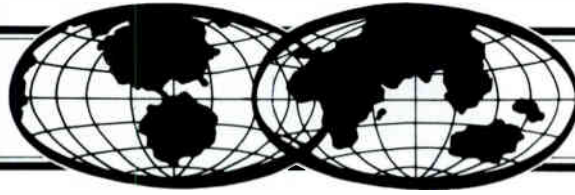
Hyatt

Nothing new here. Kalamusic is promoting its established beautiful music programming and offering hospitality at its Hyatt Regency suite. Free demo tapes and brochures.

Satellite Music Network

Hyatt

Watch them debut two new formats: Urban

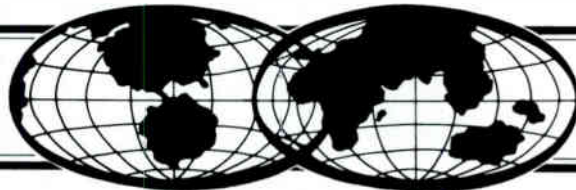


Sandusky Radio

Congratulations on the first issue of *Radio Only* and to the Staff of *Inside Radio* from the rapidly growing family of Sandusky Radio.

Sandusky is proud to have been the first company to commit to advertise in this publication.

**KBPI / KNUS – Denver
KDKB / KDJQ – Phoenix
KEGL – Ft. Worth, Dallas
KSLY / KUNA – San Luis Obispo
KWFM – Tucson
KWKI – Kansas City
KZAM / KJZZ – Seattle**



The Radio Division / Sandusky Newspapers, Incorporated

Contemporary and MOR. Two current formats (Country Coast-to-Coast and Star Station) will be broadcast live via satellite to a hospitality suite at the Hyatt. Stations will pay \$1,000 per month plus relinquish two minutes per hour of air time to the network for the new formats. Free demo tapes and literature available but no cocktails. About 12 sales reps and executives will be available. An affiliates party is planned for Sunday (invitation only).

The Sunbelt Network

Sunbelt is converting its downtown offices into a combined visitors information center and hospitality suite Sunday through Tuesday. The offices at 2500 McKinney Avenue are five minutes from the Hyatt and the Hilton. Visitors can use Sunbelt's telephones and obtain directions around town and information about restaurants. The syndicator is even offering to make restaurant reservations.

Between beverages and courtesy services, the firm is promoting an old product with a new flair. Subscribers to its two-minute informational features now will receive the revenue from one commercial spot. Stations pay nothing, advertisers pay according to the market value of the station.

The new approach was announced just weeks ago. The old format had two commercial breaks. The new one has one spot, but stations must air the feature twice in one day. The stations pocket the revenue from one spot and the network gets the other. Previously, the station received only the feature. The program topics include the working woman, sports and recreation and food.

TM Companies (Productions, Programming and Special Projects)

Hyatt

Broadcasters who didn't receive an invitation to the Saturday afternoon party in TM's recording studios in Dallas can find out about four new and recent products in the Brisbane Room of the Hyatt on the Atrium level.

Four jingle packages are being introduced at the convention and are priced between \$2,000 and \$6,000 apiece. "Your Custom Combination," "Because" and "Simply WBEN II" are contemporary formats, while Across the Country is country oriented.

President Pat Shaughnessy is offering sneak previews of two untitled rock specials. The first, to be released this month, is a monthly feature that costs \$200 to \$2,000 per installment. The second, scheduled for release in September, has a purchase price of \$1,000 to \$25,000.

"The Story of Country Music" (\$1,000 to \$20,000) made its debut two weeks ago. It's a 60-year history of country with music and interviews.

"TM EZ Format" (\$800 to \$7,500 per month) has been test marketed during the past seven months. It was programmed by Don LeBrecht. Shaughnessy describes it as an easy listening format that's more upbeat than beautiful music.

All of TM's new products are on display in the Brisbane Room, but the company has a suite reserved for more private listening by serious customers. Free demos and literature are available in the Brisbane. The

kick-off party will feature door prizes and an opportunity to observe recording sessions.

"The Story of Country Music" is scheduled for release in the third week of March.

Watermark

Hyatt

President Tom Rounds is introducing two new programs, but customers will have to visit the hospitality suite at the Hyatt to find out more. This year's give-aways are black tee shirts with the "Radio People Do It With Frequency" slogan printed in white lettering. Watermark has used the slogan at two previous conventions. Tee shirt supply is limited. Guests will be able to play Pac Man for free. About 12 staffers will be on hand with free literature and demo tapes.

Rounds may announce details of new programs before convention.

RESEARCHERS

Arbitron

Adolphus

Expect Arbitron to promote three services: Arbitron Information on Demand (AID), Qualidata and its network cable report. Brochures and hospitality can be found at suite 820 of the Adolphus Hotel. Staffers will be on hand to answer client questions and no doubt their complaints.

Custom Audience Consultants

Hilton

President Sam Paley has reserved a suite at the Hilton, but private meetings with clients are planned. Joe Kelly, vice-president of sales for BGW, a division of Insilco Broadcasting, will be on hand. BGW has contracted to represent CAC.

Paley is promoting a new service which describes listeners by income, occupation and other demographics of interest to advertisers. She will also present literature on CAC's Advertising Agency Awareness study which describes how radio stations are perceived by advertisers and agencies. Its purpose is to help stations do a better job in selling themselves to the advertising community.

RAM Research

Hilton

RAM is threatening to wait until the National Radio Broadcasters Association convention in September to launch another competitive campaign against larger ratings services. A staff of five or six will be on hand at a hospitality suite at the Hilton. RAM currently conducts monthly ratings in 12 markets.

The Research Group

Fairmont

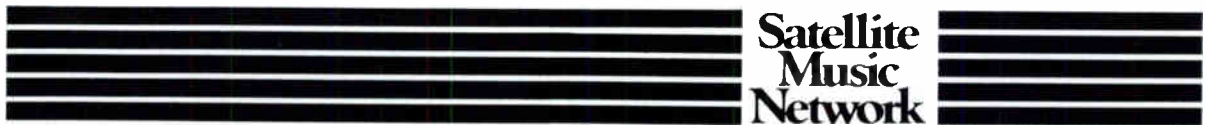
A hospitality suite and an invitation-only seminar Sunday at the Fairmont are planned. The suite will be open from 5 to 7:30 PM Sunday through Tuesday. President Bill Moyes and two executives are stressing research to get things done instead of research to find out what happened. The seminar is about strategic planning.

Give me one good
reason for going satellite
in 1982!



1983!

In a world where business is tougher to get ...
where costs seem to go up each month and
audiences seem to be getting smaller and profits
disappear ... there is an answer.



Call Now! Toll Free 800-527-4892

(In Texas call 214-343-9205)

It won't cost you a penny to talk to us... but, it might be costing you not to.

Station Research Systems

President John Coleman plans a display booth on the convention floor to display the company's three types of computer software programming: music inventory and scheduling, music research, and market research. All three have been marketed in the past 19 months and are priced between \$2,500 and \$4,500 each. Programs are being demonstrated on a micro computer. Interested customers may be invited to the office, located 10 minutes from downtown Dallas. Free literature.

Surrey Communications Research

Plaza of the Americas

See a demonstration of its new Music Acceptance Exam (MAX), conduct employment interviews and meet with prospective clients. Five sales reps and executives can be found at the Plaza of the Americas.

MAX is priced between \$8,000 and \$21,000. It's a system for testing oldies libraries released just weeks ago. Surrey is also interviewing prospective employees for its eight recently-acquired stations. President Bob Lowry says he'll look for six more clients to add to Surrey's list of 19 already in consulting and research. Free literature is available.

CONSULTANTS

Atkinson Consultants

Hilton

President Bob Atkinson will be talking about "Superstars Two" (\$1,000 to \$5,000 per month), marketed seven months ago. It's a sequel to "Superstars One" and has an album rock format. The program is aimed at 25 to 34 year-olds and is slightly more male than female oriented. Bob and an associate are staying at the Hilton. Free brochures.

Burkhart/Abrams/Michaels/Douglas & Associates

Hyatt

This company is demonstrating its computerized music selector in a hospitality suite at the Hyatt. The computer can be leased for \$850 per month for five years. Price includes software, but installation is approximately \$1,500 extra. It's designed by Dr. Andrew Economos and manufactured by Digital Equipment Corporation. Its purpose is to make the sequencing of music easier.

President Kent Burkhart will meet with current clientele and new prospects in the suite during daytime hours only. No alcoholic beverages. Free literature available.

Ron Fischmann Radio Sales Seminars

Hilton

Watch for the debut of Fischmann's new Personalized Sales Services at the Hilton. Also see visual sales presentations, flip charts, easels and slides. The service enables client stations to present visual demonstrations to their advertisers. The suite will be open Sunday afternoon through Wednesday morning. Free literature.

The Lund Consultants to Broadcast Management

Hilton

Expect Lund to push its five-month-old country FM consultation service. President John Lund, Vice President June Lund and two associates can be found at a hospitality suite at the Hilton. The suite is open from 10 AM to 8 PM each day. No alcoholic beverages. Free literature.

Jeff Pollack Communications

Hyatt

President Jeff Pollack and Vice President of Programming/Research Al Peterson plan to meet current and prospective clients at a suite in the Hyatt. They can also be reached at KZEW, Dallas.

Sebastian-Casey Associates

Fairmont

The company hopes to capture new business by emphasizing its call-out research in determining the tastes of listeners in individual markets. The Company has been around for about a year, but President John Sebastian says his story is still new. Sebastian will meet with clients in his suite at the Fairmont.

BROKERS

Blackburn & Co.

Fairmont

This broker is emphasizing an established, but lesser known aspect of its business: the selling of transponder space, cable systems and newspapers. About 10 media brokers will be at the hospitality suite, 1501 North Tower, of the Fairmont to tell clients that Blackburn sells more than radio and TV.

William A. Exline

Hilton

It's not a new product or service, but people that President William Exline is introducing. Associates Andy McClure and Chester Coleman joined the staff several months ago. They will be at a hospitality suite in rooms 1702, 1704 and 1706 of the Hilton with Exline to meet new buyers and sellers. No alcohol.

The three will distribute brochures explaining the company's services. Stations, clients and group owners in the Midwest have already received direct mail peices introducing the Exline team. McClure was formerly vice president of marketing for Cetec Broadcast Group. Coleman was the 100 percent owner of KGAB, Ventura. He now owns 20 percent with new owner Ken Cowan, who holds 80 percent control.

Dan Hayslett & Associates

Hyatt

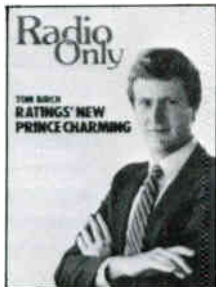
President Dan Hayslett and two other brokers will meet with clients and prospective clients at the firm's hospitality suite at the Hyatt. They emphasize that Hayslett specializes in the sale of properties not on the market.

Cecil L. Richards

Hilton

Drumming up new business and meeting with present clients are what this broker has in mind. President Cecil Richards, his wife and assistant, Loyola, and associate Bruce Houston will be available at a hospitality suite at the Hilton.

SAVE \$25



ONE YEAR FOR \$50

8 issues plus 2 Ratings Report & Directory issues
(Save \$25 off regular subscription price)

Guarantee: If not delighted after first 2 issues money will promptly be refunded in full.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Payment enclosed Credit card

Visa



MasterCard



Card No. _____

Exp. Date _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS

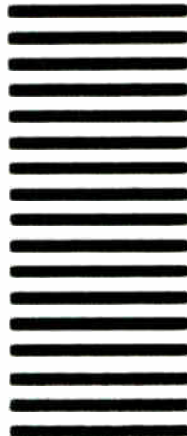
PERMIT NO. 965

CHERRY HILL, NJ

POSTAGE WILL BE PAID BY —

**Radio
Only™**

Executive Mews
1930 East Marlton Pike
Suite C-13
Cherry Hill, NJ 08003



The logo for MMR Network, featuring a stylized graphic of four slanted vertical bars of varying heights on the left, followed by the word "Network" in a bold, italicized sans-serif font.

We doubled our Network Sales in '81 and we're bullish on '82. Network planners and buyers are discovering that the MMR Network delivers more for less: where it counts, in major markets. Let us show you how the MMR Network compares with other networks. For 170 markets or 17, for 25-54 or 18-34 year old listeners, our Network computer will tailor a plan to fit your needs.

For a free Market-Buy-Market® computer analysis, call your MMR account executive at any of our nine offices, or call Tony Miraglia, V.P. Network Sales at (212) 355-1700.



MAJOR MARKET RADIO

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS

IF A SA PROGRAM PROGRAM DON'T

Listen to this.
Nobody knows
how to make money
in radio like ABC.
Because we know
how to compete
successfully in
major markets.

And because we have the best talent today.
On and off the air.

And now ABC has developed a program called Superadio, that will make all that expertise available to you. 24 hours a day. 7 days a week. So *your* station can compete successfully in your market — and make more money.

ABC's programming has made us what we are today, one of the acknowledged leaders in radio broadcasting. But our Superadio program is programming plus a

great deal more. Along with the best on-air talent, music selection and rotation, you'll get the kind of promotion and total advertising and marketing support you can't get from anyone else but ABC.

We'll plan your media. Customize TV commercials for your station. And most important, pay for the space and TV time you need to become a major voice in your market.*

Superadio's total program provides you with bigger and better on-air promo-

*Applies only to stations in the top 1 through 89 Arbitron TV ADI's. Terms for other markets will vary. © 1982 ABC Radio Enterprises, Inc.

TELLITE M IS JUST IMMING, LISTEN.

WABC, New York, the most listened-to station in America. And Pat Pantonini, whose award-winning promotions are among the most effective in the

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SUPERADIOTM **RADIO ENTERPRISES** 

RADIO MEETINGS

16 clinics and 8 forums from minority programming to sales

Does the National Association of Broadcasters have more to offer radio people this year? Find out for yourself in this easy-to-read guide.

One of the first changes you will notice is in the radio luncheon. In the past, keynote speakers such as Jack Anderson and Paul Harvey have been the main feature. This year, the NAB has eliminated the keynote in favor of an audio-visual presentation called "Your World is Exploding." It's an attempt to explain new technology in simplified terms. Slides, films, recorded audio materials prepared by TM companies and a discussion are planned. Participants will get a booklet explaining the information in greater depth.

This is the only general session for radio. The NAB supposedly dropped the keynote to allow time for more clinics. One of the biggest is a 75-minute session on ratings called "The Great All-American Arbitron Round Up." It's a research discussion with participants from Arbitron, independent researchers and radio station managers.

SUNDAY, APRIL 4

General Session

Convention Center rotunda

3:00

Presentation of Distinguished Service Award

State of the industry address by NAB President Vince Wasilewski

4:00

Entertainment by Glen Campbell

MONDAY, APRIL 5

NAB/AIR radio syndication continental breakfast

8:00

Convention Center ballroom B

Where's the Hot Button?

9:30 - 10:45

Convention Center room S411

Pam Lontos, president of Pam Lontos Inc.

What the FCC Didn't Deregulate

9:30 - 10:45

Convention Center room S412

Moderator — Barry Umansky, NAB

Panelists — Henry Baumann of the FCC, Richard Zaragoza of Fisher, Wayland, Southmayd & Cooper and Gordon Coffman of Wilkinson, Cragun & Barker.

Leasing a Cable Channel

9:30 - 10:45

Convention Center room S413

Moderator — Lew VanNostrand

Panelists — Dennis Gros of WFEZ, Meridan, MS, Phil Zeni, VP/GM KAAV, Little Rock, AK

Small Market is a State of Mind

9:30 - 10:45

Convention Center room S414

Tim Moore, Noble Broadcast Consultants exec. VP

People Management

9:30 - 12:30

Convention Center ballroom A

Jim Newman, PACE Organization president

AM Radio Sales

11:00 - 12:15

Convention Center room S413

Gary Fisher, WABC, NY general sales manager

Recruiting/Selecting/Retaining the Top People

11:00 - 12:15

Convention Center room S414

Jim Hooker and Chris Lytle, president and executive vice president of Media Sales Training

1982 is an Election Year

11:00 - 12:15

Convention Center room S412

Moderator — Michael Berg, NAB

Panelists — Irving Gastfreund of Fly, Shuebruk, Gaguine, Boras, Schulkind and Braum; Stephn Sharp, FCC; Earl Stanley, Dow Lohnes & Albertson

The Great American Arbitron Round Up

11:00 - 12:15

Convention Center room S411

Moderator — Larry Patrick, NAB

Panelists — Steven Trivers, president WQLR, Kalamazoo, MI; Jhan Hiber, president Hiber & Hart; Ellen Hulleberg, vice president McGavren-Guild; George Green, VP/GM KABC, Los Angeles; Rick Aurichio, Arbitron

Spanish Language Radio

Convention Center room E402-403

1:30 - 2:30

Programming and promotion

2:30 - 4:00

Research, marketing and sales staffing

4:00 - 4:15

Music licensing

4:15 - 4:30

General discussion

Introduction by John Summers, NAB

Opening remarks — Commissioner Henry Rivera, FCC

Minority Programming for Profit/Progress

4:00 - 5:30

Convention Center room E401

Moderator — Eugene Lothery, VP CBS-owned AM stations

Panelists — Dewey Hughes, president Almic Broadcasting; Bill Shearer, VP/GM KACE; Lynne Joy Rogers, satellite program manager of Sheridan Broadcast Network; Jim Maddox, Maddox-Patterson.

Daytimers

3:00 - 4:30

Convention Center ballroom A

Moderator — Jim Wychor, VP/GM KWOA-AM/FM, Worthington, MN

Panelists — Rod Porter, FCC chief of policy and rules; Gregg Skall, Blum & Nash and General Counsel Daytime Broadcasters Association; Wally Johnson, Association of Broadcast Engineering Standards; Richard Shay, chief counsel of National Telecommunications & Information Administration; Chris Payne, NAB

TUESDAY, APRIL 6**Winning with Negotiation**

9:30 - 10:45

Convention Center room S413

Tessa Albert-Warschaw

Creating Your Niche—Positioning II

9:30 - 10:45

Convention Center room S412

Moderator — Harvey Gersin, executive VP Reymers & Gersin Associates

Panelists — Gina Gallagher, GM WMKE-WBCS, Milwaukee; Doug Clemensen, director of research services, Reymers & Gersin Associates

Cash Management, Credit, Collections

9:30 - 10:45

Convention Center room S411

Jim Hooker and Chris Lytle, president and executive VP of Media Sales Training

Home Computers for Small Markets

9:30 — 10:15 and 11:00 - 12:15

Convention Center room S414

Ken Maness, GM WJCW/WQUT, Johnson City, TN; Dave Brown, GM WTVL, Waterville, ME

Sales, Sales, Sales—Small market session

9:30 - 9:40

Convention Center ballroom A

Moderator — Dean Sorenson, president of Radio KCCR/KNEY, Pierre, SD

9:40 - 11:00

Small Market Million Dollar Billers: How They Do It
Lindsay Wood Davis, VP WSDR, Sterling, IL; Bill Sanders, GM KICD AM/FM, Spencer, IA; Philip Smith, sales manager, WAOV/WRTB, Vincennes, IN

11:00 - 11:30

New Ideas on Compensating and Leading Salespeople to Create New Business

Norm Goldsmith, president, Radio Marketing Concepts

11:30 - 12:00

New Ways to Take Retail Dollars from Competitive Media by Thinking Like Retailers

Judy Currier, general sales manager KLOK, San Jose.

Sales, Sales, Sales—Large market session

Convention Center ballroom B

9:30 - 10:35

How to Gain Control of Your Growth in Today's Economy Despite Big Agencies and Rollercoaster Ratings

Norm Goldsmith, president Radio Marketing Concepts

10:30 - 11:15

Selling Radio for Big Budgets by Thinking Like a Retailer

Judy Currier, general sales manager KLOK, San Jose.

11:15 - 12:00

New Strategies for maximizing Radio Rates

Joseph Abel, VP-GM KIRO, Seattle

Charles Warner, Southern Illinois University

Killer Marketing: War Strategies of the '80s

11:00 - 12:15

Convention Center room S411

Bill Moyes, president The Research Group

The New Tax Law and You

11:00 - 12:15

Convention Center room S413

Moderator — William Kennard, NAB

Panelists — Ray Wiacek of Jones, Day, Reavis & Pogue

Why Didn't You Call Your Attorney First

11:00 - 12:15

Convention Center room S412

Dick Wyckoff, NAB government relations department; Jason Shrinsky of Shrinsky, Weitzman & Eisen

Radio Luncheon: Your World is Exploding

12:30 - 2:30

Convention Center rotunda

Cullie Tarleton, Jefferson-Pilot Broadcasting and NAB Radio Board chairperson; Bill Stakelin, Bluegrass Broadcasting and NAB Radio Board vice chairperson
Inductees into the Radio Hall of Fame — Don McNeill and Edgar Bergen**Sales, Sales, Sales Part II, joint session**

2:30 - 3:00

Convention Center ballroom A

How to Do Sales Training that Really Works

Ken Greenwood, president Greenwood Development Programs

3:30 - 5:30

Convention Center ballroom B

The Biggest Brainstorming Meeting in the History of Radio

Robert Schwarz, Purdue University professor

People Management

2:30 - 5:00

Convention Center room S411/412

Repeat of Monday's session

Satellite Programming

2:30 - 5:00

Convention Center theatre

Moderator — Wayne Cornils, NAB radio VP

WEDNESDAY, APRIL 7

Convention Center rotunda

First Amendment Seminar

9:30 - 10:30

FCC Panel

10:30 - 12:00

Closing Luncheon

12:00 - 3:00

Speaker — FCC Chairperson Mark Fowler

Entertainment by Jonathan Winters

IS THIS CONVENTION NECESSARY FOR RADIO EXECUTIVES?

Broadcasters are increasingly asking themselves if the cost of attending the spring convention is justifiable. And just as many are asking if the NAB is doing all it can for radio.

It never fails. Every year the National Association of Broadcasters (NAB) throws a convention and everybody comes. Even radio people. Which is amazing when you think about it, because so little is offered for the radio industry. You can't really fault the NAB for trying to include radio. After all, this once a year convention is one of the largest of its type in the United States. Who can fault them for making a buck?

Last year the NAB made \$1,083,135 profit from its Las Vegas gathering. It seems to make more money when radio's high rollers meet in the Nevada desert than at any other location. But just about any location NAB chooses turns to green.

When it's not being held in Las Vegas, the NAB annual Convention goes on the road. This year in Dallas. It's still big. Profitable. And, as *Playboy Magazine* pointed out in a recent issue:

"Prostitutes in Las Vegas said the 25,000 broadcast executives and on-air personalities coming to town for this April's National Association of Broadcasters convention will be very, very welcome because they are the freest with their money, reports the publisher of *Your Las Vegas Connection*, a monthly newsletter. The cheapest conventioners, the ladies said, are doctors, then home builders."

This year's convention is really no different from past ones. The NAB puts on what some broadcasters feel is a feeble effort to give radio executives some reason to attend. And they are going to need it this year. No casinos. No nightlife. And a recession that is forcing many radio executives to question the value of attending a convention where radio plays such a small part.

No one can really fault the NAB for the way they execute a convention. Their professionals have been

doing it for years. They've got it down to a science. Everything runs smoothly. But a trade association run by committee moves slowly, many times failing to respond to the needs of the very industry it serves. And that's a cause for debate, too, because some radio people feel that the industry the NAB serves is television.

There are new developments this year. For example, would you believe that just days after the NAB contacted its members through brochure by mail concerning convention housing, the hotel it named Radio Headquarters was off limits to radio? The Dallas Tourist Bureau says it's true, and so do Hyatt Regency officials. NAB controls the hotel for the convention dates and decided to give exhibitors of all kinds first crack at radio's headquarters hotel. That burned up a lot of radio exhibitors. That is, those who knew. Others just blindly followed like sheep to more off-the-beat hotels hoping their costly investment in time, personnel, hotel space and refreshments paid off in sales. Meanwhile, back at the Hyatt Regency, convention floor exhibitors could freshen up before dinner because it is the closest hotel to the convention center.

It's treatment like that which bloodies NAB's face in the eyes of some radio executives. Especially the ones wondering why they attend a radio convention each year which has almost nothing to do with radio.


No doubt the NAB vehemently differs with broadcasters who feel this way, but the view is not new. The problems remain. And the question of whether the NAB annual convention is actually too big for the radio industry has never been answered. But for once, more and more radio executives are asking it. And asking it out loud.


NAB RADIO-TV CONVENTION PROFITS

1981	LAS VEGAS	\$1,083,135
1980	LAS VEGAS	\$1,060,896
1979	DALLAS	\$599,107

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THE DALLAS CONVENTION: A VIEW FROM THE NAB

NAB Chairman Eddie Fritts says putting together a convention the size of the NAB's is no simple task. But he believes broadcasters will get more out of the event than before.

As a radio broadcaster who owns and operates eight small market radio stations, I am keenly aware that to justify coming to the National Association of Broadcasters Convention, one must get something of value in return. As joint board chairman of the NAB, I am pleased to say this year's convention offers radio broadcasters greater value than ever before. The "hands-on, how-to" radio clinics—Sales Motivation, People Management, Negotiating, Arbitron Ratings, Cash Flow & Credit Collections, New Tax Laws, The Changing FCC, and Satellite Programming—are but a few reasons why radio people will have an opportunity to learn more at this year's convention.

The radio co-chairman of this year's meeting is Bill Stakelin, executive vice president of Bluegrass Broadcasting, Orlando, FL. Bill and his committee, composed of other broadcasters elected to the NAB board, have worked for weeks to put together a comprehensive lineup of clinics designed to pay dividends for radio people from all size markets. The NAB has more than 4,700 radio members, many of whom are interested in the latest information on new technology, radio deregulation, post card renewals, seven-year license terms, the repeal of first class operator's license requirements, performers royalty, and expanding daytimer hours. We have a lineup of FCC and Congressional representatives to discuss these and other issues of importance to radio.

Let's not forget the largest display of broadcasting equipment in the world. It is truly an electronic marketplace. Because there is such a demand for exhibit space, the NAB is assured another profitable convention. This directly benefits radio broadcasters, since we can offer the lowest registration fee of any major industry meeting. Consequently, we are able to attract the largest number of broadcasters. Most conventions charge a fee for spouse registration. At the NAB convention, there is no such fee.

As in any meeting of this size, there also will be special problems. For instance, our two major radio

Eddie Fritts is chairman of the board of the National Association of Broadcasters.

Fritts: Because there is such a demand for exhibit space, the NAB is assured of another profitable convention.

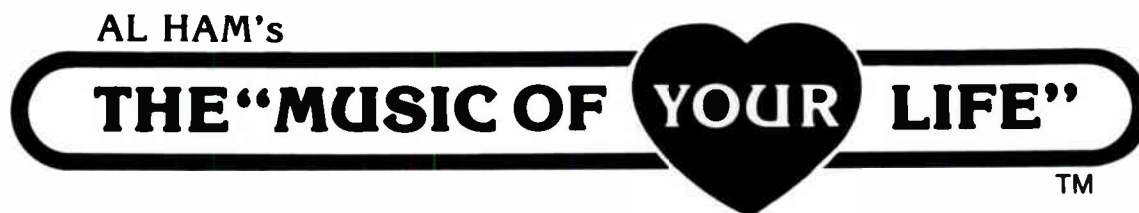


hotels offer only seventy-four hospitality suites, compared to the one hundred and fifty available at the Las Vegas Hilton. Our staff has created extra suites in the Dallas Hyatt and Hilton by converting meeting rooms into hospitality suites for the duration of the convention. Consequently, we have been able to accommodate almost all radio networks, programming syndicators, satellite radio programming services, radio rep firms and radio brokerage firms in either the Hyatt or Hilton. Our overflow hotels serving radio and television include the Adolphus, Fairmont, and Plaza of the Americas. For the first time, there will be extra shuttle bus hospitality routes running Sunday through Tuesdays nights from 7 to 11 PM to maximize traffic at each hotel.

The taxi cab firms have assured us they will have every available cab operating. There are extra shuttle buses scheduled to keep waiting to a minimum. All rental car agencies have agreed to have extra cars available and extend discounts to our members.

Speaking as a radio broadcaster, I am looking forward to this week. I have always found the NAB convention to be the No. 1 meeting to attend. We think this year will be even better than before.

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HOW TO KNOW THE NUMBERS ARE REAL

A checklist for making sense of your latest Arbitron ratings.

By Sam Paley & Thom Moon

The new book has just come out, but the numbers look a little odd—you have big audience numbers in unlikely demographics, and low audience in your prime target group. Or one of your competitor's numbers went through the roof and you can't figure why. Your immediate reaction is to burn the book. But first, take a few minutes to do some investigation. Many times, the book itself can offer you leads as to what happened; all you need to do is look more deeply into its data. Here are some ways you can become your own ratings analyst.

The place to start is before the survey even begins: get your facility forms and updated slogan file into Arbitron on time. Be sure they are filled out correctly and completely. Consider whether or not the slogans you are filing with Arbitron could conflict with the slogans of another station in your area; slogan conflicts in diaries are credited according to Arbitron's ascription procedure. Complete the facility forms and slogan file with the idea of giving Arbitron the opportunity to credit you with all the listening you're due.

During the survey, make certain that the slogans you filed are the ones used in your advertising, and especially, on the air: if you filed "Musicradio," don't start using "Hot Hits" during the survey period. And remember that most diary

Sam Paley and Thom Moon are president and vice-president of Custom Audience Consultants in Landover, MD.

keepers use call letters to identify stations. Use your call letters whenever possible, in conjunction with slogans or by themselves, but make sure they're used more often than just in your top-of-the-hour identification.

Of course, you've done all that, probably — yet the numbers still look strange. It's time to plunge into the book. First of all, be realistic when you look at the numbers: do they correspond to your known strengths and weaknesses? Do they make some sense in light of the make-up of your market? The key is to look at more than just the broad target demographics (adults 18-49 or 25-54); rather, look at the data for discrete demographic cells (men 25-34, for example). Compare the current numbers to those from past reports—trend data over at least the past year. Have you shown steady men 25-34 for three books in a row, but had a dramatic increase or decrease in this most recent book, yet there have been no major changes in your programming? If so, you may have been hit with a sampling fluctuation or "wobble." Check this by looking at the trends for your primary competitors in the affected demo cell: if their audience gains or losses correspond to your fluctuation, you may have traded some audience with them; if their numbers have remained relatively constant, a fluctuation may be the most logical explanation. If it is a wobble, the fluctuation should correct itself in the next book.

Or, if your competition had a huge increase in one or two demographic cells which boosted its overall numbers, check that station's tune-in within those cells by using the formula:

$$\frac{(\text{Avg. Pers.}) \times (\# \text{ of Qtr-Hrs in Daypart})}{(\text{Cume Audience})}$$

For example, if a station, over the total week, had an average persons figure of 1,200 men 25-34 and a cume of 8,700, you would calculate tune-in:

$$\frac{(1,200) \times (504)}{(8,700)} = 69.5 \text{ quarter-hours/week}$$

Such a tune-in figure might be enough to jack up that station's men 25-54 to new highs. But tune-in may be just the beginning. Look at page 3 of the Arbitron, the one entitled "Population Estimates and Sample Distribution by Sex-Age Group." Compare the percentage of unweighted diaries from the demographic cell in question to that cell's percentage of weighted diaries. If there is a great disparity between the two numbers (unweighted equalled 3.4% of all diaries, but weighted was 6.6%), those diaries were weighted heavily, making each diary worth a great deal in terms of cume and average persons. Using the percentages above, and a total in-tab diary return of 700, and a population of 53,000 persons in the affected demographic cell, you could calculate a rough PPDV (Persons Per Diary Value) according to this formula:

1. (Total In-Tab Diaries) x (% of Unweighted) = # of Diaries.
2. (Population)/(# of Diaries) = PPDV.

In this case, the number of diaries from the cell equals 24 (700 x .034), and the PPDV equals 2,208 cume persons (53,000/24). So each diary from this cell that mentioned a

[continued on page 88]

A CONSULTING FIRST!

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RADIO RATES THE NAB

Its convention, benefits, future site preference and efforts to improve radio relations

Data Collection and Data Processing by The Research Group. The Research Group is headquartered at 1422 Monterey Professional Plaza, San Luis Obispo, CA 93401.

For the majority of radio executives sampled (403 respondents, principally general managers and corporate executives), the spring NAB conference was on a par (29%)—or better (29%)—than previous gatherings. Of the 15 percent noting a decline, 10 percent expressed slight dissatisfaction (the convention was "not quite as good"), while only 5 percent felt it was "much worse" than preceding conventions.

The key benefit of the spring conclave, according to these radio professionals, is the opportunity for interchange—both formal and informal—among their industry peers via conferences, meetings, and work-

shops. Exposure to current and upcoming technology is another frequently cited plus.

Las Vegas, the site of several NAB gatherings in the past, turns up as the preferred host city for the plurality (21%) of respondents. Chicago and San Francisco, garnering only about half as many mentions, are runnerup locales. Dallas is favored by only 7 percent of these respondents.

The NAB appears in good standing among almost half (48%) of these radio executives for its concern and understanding of the radio industry. Apparent room for improvement is evidenced in the 41 percent of the sample who say the NAB cares and understands radio "just somewhat." Only 10 percent feel radio is really neglected by the NAB.

Most (79%) of the respondents acknowledge NAB efforts to improve its relationship with the radio industry. Among these, a strong majority (82%) cite at least some progress—although only 7 percent feel it's succeeding "greatly"; 16 percent contend the efforts have been unsuccessful to some degree.

REACTION TO SPRING NAB CONVENTION

Question: "Comparing the Spring NAB Convention of the present with those of four or five years ago, do you feel that the NAB Convention—with regard to radio—is much better than they used to be, a bit better than they were, about the same as ever, not quite as good as they used to be, or much worse than they used to be?"

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
Much Better Than They Used To Be	8.9%	8.5%	6.7%	0.0%	15.2%
A Bit Better Than They Were	19.6%	17.8%	13.3%	9.1%	26.6%
About the Same As Ever	29.0%	32.4%	6.7%	22.7%	20.3%
Not Quite As Good As They Used To Be	9.9%	10.8%	13.3%	4.5%	11.4%
Much Worse Than They Used To Be	5.0%	3.9%	6.7%	0.0%	8.9%
Don't Know/No Answer	27.5%	26.6%	53.3%	63.6%	17.7%
Raw Totals	N=403	N=259	N=15	N=22	N=79

MONTHLY RADIO POLL

SPRING NAB CONVENTION-KEY BENEFIT

Question: "What one thing do you find most worthwhile or beneficial for you or your station when it comes to the Spring NAB Convention?"

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
Conferences/Meetings					
Workshops/Interchanges	37.2%	34.4%	46.7%	18.2%	50.6%
Exposure to Equipment/ New Technology	24.1%	24.3%	6.7%	31.8%	22.8%
Sales Training	6.2%	8.1%	0.0%	0.0%	3.8%
Personnel Seminars	2.2%	1.9%	6.7%	9.1%	1.3%
Other	3.0%	2.7%	0.0%	0.0%	3.8%
Don't Know/No Answer	27.3%	28.6%	40.0%	40.9%	17.7%
Raw Totals	N=403	N=259	N=15	N=22	N=79

UPCOMING NAB CONVENTION - DESIRED SITE

Question: "If you had your choice of any city in which to locate the next NAB Convention—some major convention city—what would it be?"

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
Las Vegas	21.3%	23.6%	13.3%	0.0%	17.7%
Chicago	12.2%	11.6%	26.7%	13.6%	13.9%
San Francisco	10.4%	13.5%	6.7%	0.0%	7.6%
Atlanta	7.7%	6.6%	0.0%	18.2%	8.9%
Dallas	6.9%	6.6%	13.3%	13.6%	5.1%
New York City	6.0%	3.5%	6.7%	0.0%	11.4%
Los Angeles	4.7%	4.6%	6.7%	4.5%	3.8%
New Orleans	3.7%	2.7%	6.7%	9.1%	5.1%
Washington, D.C.	3.2%	4.2%	0.0%	0.0%	1.3%
Denver	2.5%	2.3%	0.0%	4.5%	3.8%
San Diego	2.5%	2.7%	0.0%	4.5%	2.5%
Houston	1.5%	1.2%	6.7%	0.0%	2.5%
Detroit	1.2%	0.8%	0.0%	4.5%	0.0%
Miami	1.0%	1.2%	0.0%	0.0%	1.3%
Other	8.9%	8.5%	6.7%	18.2%	8.9%
Don't Know/No Answer	6.2%	6.6%	6.7%	9.1%	6.3%
Raw Totals	N=403	N=259	N=15	N=22	N=79

MONTHLY RADIO POLL

NAB'S RELATIONS WITH RADIO - EVALUATION

Question: "Do you feel the NAB, as an organization, cares about and understands radio a great deal, quite a lot, just somewhat, not too much, or not at all?"

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
A Great Deal	11.9%	12.4%	6.7%	13.6%	11.4%
Quite A Lot	36.2%	36.7%	26.7%	40.9%	36.7%
Just Somewhat	40.9%	41.7%	53.3%	40.9%	36.7%
Not Too Much	8.7%	8.1%	6.7%	4.5%	12.7%
Not At All	1.5%	0.4%	0.0%	0.0%	2.5%
Don't Know/No Answer	0.7%	0.8%	6.7%	0.0%	0.0%
Raw Totals	N=403	N=259	N=15	N=22	N=79

NAB EFFORTS TO IMPROVE ITS RADIO STANCE

Question: "Do you feel the NAB is trying to improve its stance with radio management and stations?"

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
Yes	78.9%	79.9%	53.3%	77.3%	77.2%
No	19.6%	18.5%	40.0%	22.7%	22.8%
Don't Know/No Answer	1.5%	1.5%	6.7%	0.0%	0.0%
Raw Totals	N=403	N=259	N=15	N=22	N=79

NAB'S EFFORTS TO IMPROVE ITS RADIO STANCE - DEGREE OF SUCCESS

Question: "Do you feel that the NAB is succeeding greatly in these attempts to improve, succeeding somewhat in these attempts to improve, failing somewhat in these attempts to improve, or failing greatly in these attempts to improve?" * Answered only by those who say they feel the NAB is trying to improve its stance with radio management and stations.

	TOTAL MENTION	GENERAL MANAGER	SALES MANAGER	PROGRAM DIRECTOR/ OPERATIONS MANAGER	CORPORATE EXECUTIVE
Succeeding Greatly In These Attempts To Improve	7.2%	5.8%	12.5%	11.8%	9.8%
Succeeding Somewhat In These Attempts To Improve	74.8%	77.3%	50.0%	88.2%	70.5%
Failing Somewhat In These Attempts To Improve	13.8%	12.6%	37.5%	0.0%	16.4%
Failing Greatly In These Attempts To Improve	1.9%	1.9%	0.0%	0.0%	3.3%
Don't Know/No Answer	2.2%	2.4%	0.0%	0.0%	0.0%
Raw Totals	N=318*	N=207	N=8	N=17	N=61

ETHNIC RATING INCREASES WORRY NON-ETHNIC STATIONS

Current statistics show increases in key markets for blacks and hispanics, while Arbitron launches a plan to reach even more ethnic listeners

Some radio executives are seeing red over Arbitron's inclusion of new black and ethnic figures for fall, 1981 station ratings.

Arbitron used population figures from the 1980 census for the first time, causing ethnic stations to receive higher shares than they had in the past.

Non-ethnic stations felt the higher ratings for ethnic stations were unfair, arguing that actual listenership did not rise, only the reported audience. Ethnic stations pointed out that the ethnic population was undercounted in the 1970 census. Many, especially Hispanic broadcasters, still feel their listeners are underestimated.

Arbitron gets its population statistics from Market Statistics, Inc. The New York-based firm updates the current ten-year census each year. The share-of-market figures released by Arbitron for fall 1981 actually are based on projected figures for January 1, 1982. The

figures include only persons age 12 or older.

The Hispanic market showing the biggest increase from spring to fall 1981 is Bakersfield, CA. It vaulted from 15.4 to 19.8 for a 4.4 increase. Detroit was the black market with the greatest change. It jumped from 15.9 to 19.6 for a 3.7 increase.

Some Sunbelt markets with sizeable Hispanic populations showed decreases. San Antonio, McCallum-Brownsville, TX, El Paso and Albuquerque all dropped between 3.1 and 1.6. This occurred because the non-Hispanic population grew faster than the Hispanic.

The same is true of black ratings in Houston and Dallas-Fort Worth. The two dropped 1.7 and 0.2 respectively.

The projection for the future is a continuation of the trend. Arbitron is initiating new ways to reach ethnic listeners. Plans call for concentrating on more people in

suburban and rural areas. The process is called the Differential Survey Treatment. It began in black markets in January. The start-up date for Hispanic markets has not been set.

Arbitron Vice President for Marketing and Research Rupert R. "Rip" Ridgeway said the goal is to get better responses from the people Arbitron attempts to survey.

Prospective respondents still use the standard diary. They get increased cash incentives ranging from \$2 to \$5 for each person per household between the ages of 18 and 34. The surveyors make three follow-up telephone calls instead of the usual two.

Even with the new strategy, Ridgeway does not feel Arbitron will ever succeed in getting all the people it approaches to actually participate. Still, higher ethnic ratings appear to be a part of radio's future as long as ethnic populations increase.

ARBITRON ETHNIC RATINGS CHANGES

HISPANIC INCREASES

Market	Spring 1981	Fall 1981	Amount of Increase
Bakersfield, CA	15.4	19.8	4.4
Los Angeles	21.6	25.2	3.6
Miami	34.6	37.6	3.0
San Diego	11.2	13.8	2.6
Houston	11.8	14.4	2.6
Chicago	5.3	7.6	2.3
Corpus Christi	46.7	47.8	1.1
San Francisco	10.3	11.3	1.0
New York	10.9	11.3	0.4

HISPANIC DECREASES

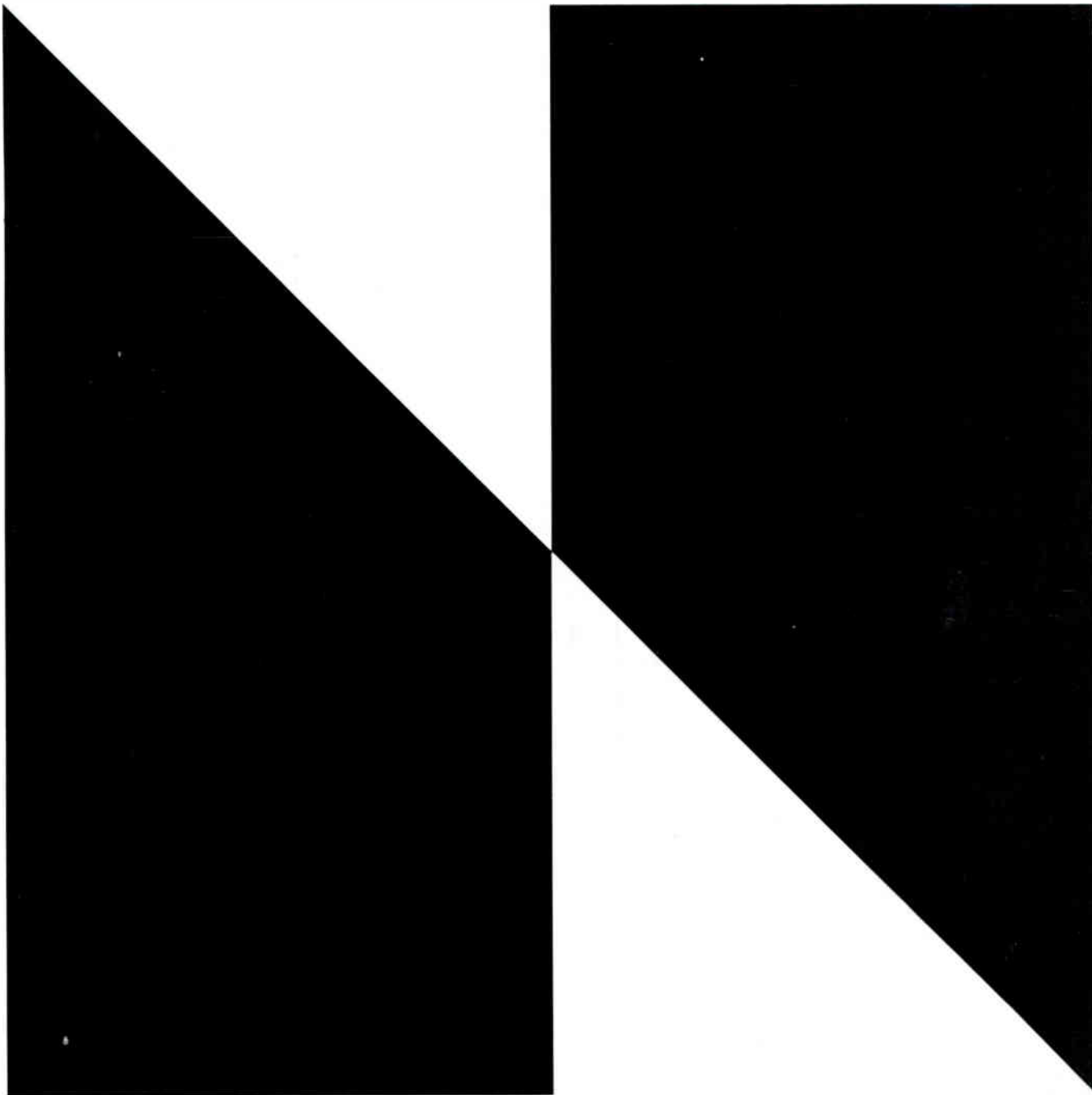
			Amount of Decrease
San Antonio	47.6	44.5	3.1
McCallum-Brownsville, TX	88.5	86.2	2.3
El Paso	65.6	63.5	2.1
Albuquerque	34.0	32.4	1.6

BLACK INCREASES

Market	Spring 1981	Fall 1981	Amount of Increase
Detroit	15.9	19.6	3.7
Atlanta	20.0	23.4	3.4
New Orleans	27.8	30.5	2.7
Memphis	35.2	37.8	2.6
Chicago	17.6	19.1	1.5
Baltimore	23.3	24.7	1.4
Miami	13.5	14.9	1.4
New York	15.5	16.4	0.9
Los Angeles	9.3	9.7	0.4

BLACK DECREASES

			Amount of Decrease
Houston	19.3	17.6	1.7
Dallas-Fort Worth	13.3	13.1	0.2



***We've helped build 8 of the country's top stations
by having nothing to do with them.***

And as a result, we've become one of the fastest growing divisions in the country.

You see, since we believe that the needs of a community are best served by the people who actually live there, we've given our individual stations creative control over their programming. And the result of that is not only an incredibly large listening audience, but a group of very happy employees.

The people who work at our stations

have the chance to contribute; to help innovate exciting new formats that range anywhere from heavy news to heavy sports, contemporary to country. Using personalities who continue to make radio history.

All in all, giving our independent stations their independence has made us very successful. And has taught us, above all, that to run a radio division you have to know when to tune out.



NBC Radio Stations, east to west: WNBC and WYNY, New York; WRC and WKYS, Washington D.C.; WMAQ and WKQX, Chicago; KNBR and KYUU, San Francisco.

REAGANOMICS SPELLS GOOD NEWS FOR BROADCASTERS

President Reagan's budget cuts have inspired the Federal Communications Commission to deregulate the industry. Beginning right now.

By Bob Olender

Washington today is very anxious. What was once regarded as a calm and secure haven for workers has now swelled into a sea of nervous government employees.

All of this is a result of President Reagan's budgetary cuts, which have caused a significant reduction of forces in the government bureaucracy. The Federal Communications Commission, as part of this bureaucracy, has not been spared from this decree. However, from the broadcaster's point of view, some of this bad news has produced some good news as well.

Because of the reduction in staff, the FCC is undertaking a major effort to deregulate many of the cumbersome federal regulations affecting broadcasters.

One of the major deregulations expected from the FCC is the elimination of the three-year rule. The rule, with certain exceptions, essentially restricts a station owner from selling in less than three years for a profit. The FCC now feels that this rule should be eliminated and the sales decision be left to the market place. I anticipate a ruling on this by late summer.

The FCC has recently eliminated the proposal that would have required at some future date that AM and FM combinations be divested. It is now the FCC's position that common ownership is in the public interest and that these stations can operate in accordance with the marketplace.

Another area of deregulation is the FCC's decision to allow radio stations to operate an auxiliary

Bob Olender is the managing partner of Baraff, Koerner, Olender & Hochberg, a Washington, D.C.-based communications law firm.

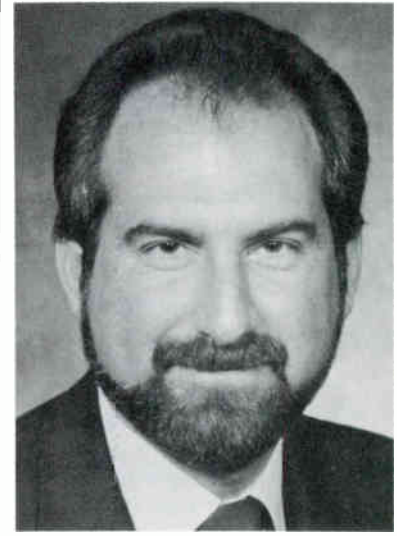
service for thirty days without having to receive authorization. The FCC is recognizing that there are frequently special events that need to be covered and obtaining permission in advance is cumbersome and time consuming.

There also appears to be some indication that the FCC may be eliminating the Annual Financial Report (FCC Form 324) which must be filed by April 1 each year. One reason advanced is that because of budget restrictions the FCC no longer feels that it can afford to process these forms, which are generally used for industry analyses and reviewing station profits on sales and transfers.

However, with the elimination of the three-year rule and potential certification of financial capacity in assignments and transfers, this form loses its significance. Furthermore, as part of proposed Congressional deregulation, the FCC approval on assignment and transfers may be eliminated in its entirety with only a reporting requirement imposed after the sale.

The FCC also had given us a hint about possible deregulation in other areas as a result of its recent action authorizing low power television stations. This action could very well have some benefits for radio stations, since the FCC has stated that it will impose no common ownership restrictions. Present FCC rules prohibit the ownership of a radio station with a television station in the same market, and the earlier rulemaking for low power television had contained this restriction. However, the FCC now feels that common ownership of radio and low power television is in the public interest and will not pose a problem.

As a result, this could provide daytime stations with an opportunity to extend their service in the nighttime with visual service for events that they are not authorized



Olender: The FCC now feels that common ownership of radio and low power television is in the public interest.

to cover.

This decision on low power television is perhaps a glimpse into the future with the FCC eliminating or reducing its common ownership restrictions. There are advocates at the FCC who propose removing the restriction on the number of AM and FM stations permitted under common ownership, which is presently set at seven per service. The opponents at the FCC fear that removal of this restriction will result in huge monopolies by corporations with large cash reserves. They conclude that minorities and women would be further impeded in their ability to enter this highly competitive marketplace. I anticipate seeing a proposal on this by the end of the year.

As the year progresses, we expect to see numerous deregulation pronouncements from the FCC. It appears that with extended renewals and reduced regulatory requirements, the future will be bright for broadcasting.

HOW TO PROFIT FROM THE DECLINE OF NEWSPAPERS

The answer may be in training the customer to be more comfortable with radio

By Miles David

Radio's future rate of growth will be affected by answers to these two questions:

1. Will a lot more metro daily newspapers fold in the 1980's?
2. Will radio stations benefit if they do?

The answer to Question 1 is that, unfortunately, probably a lot more dailies will close or merge. Nobody likes to see that happen. But it's predictable. You know that's true when the *New York Daily News*, with America's largest newspaper circulation, hasn't been able to show a profit, despite \$340 million-plus in annual revenue.

But it isn't equally predictable (Question 2) that radio stations will benefit if newspapers keep disappearing. The opportunity is there. But radio stations will have to learn to change the way they sell just as well as they know how to change the way they program. Otherwise it won't happen.

Among all media, radio stations resist format changes least. Every month in every market at least one station launches a new format. But reprogramming sales comes much slower. Radio stations, in fact, are so slow to change sales that the only thing about radio which is recognizable today, compared to 10 or 15 years ago, is selling strategy.

This is the way radio sales staffs operated in the 1970's.

- They were small.
- There was little sales training.
- The main competitive thrust was against other radio stations.

Miles David is president of the Radio Advertising Bureau.

- The majority of stations didn't have much enthusiasm for heavy involvement with co-op because of the detail work.
- Very few stations had specialists (such as by type of business).
- Very few stations built a plan for creation of new business categories that was long-range and integrated with the way salespeople were compensated.

That's almost an identical outline of the way most station sales departments are today. The big changes are in pricing strategy (to grid cards) and in the addition of women (about 36 percent of salespeople today as compared to under 20 percent 10 to 15 years ago).

Nothing much else is new—with the exception of the exceptions (maybe three or four stations per average market).

So what should a station that hasn't reprogrammed sales for the 1980's do?

The answer is first to be as careful as you would be about reprogramming a format. We're not suggesting that stations have a sales strategy of the year the way some stations change format every year. Think and plan. Make changes in stages.

But unless stations do reprogram their basic sales strategy they aren't going to be the ones who take over business from declining newspapers.

The newspaper as an advertising medium is so basic a part of the lifestyle of many retailers that radio can only get a lot more of their dollars if we invest in training the retailer. Retailers want three things. Two are obvious. One isn't.

They want (1) traffic and (2) sales. OK for the obvious. But (3) they also want to be comfortable



David: Stations will have to learn to change the way they sell.

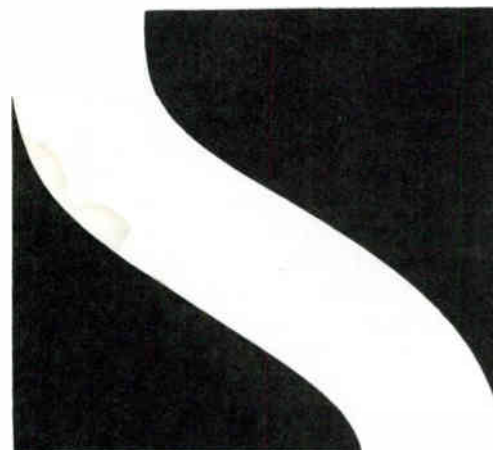
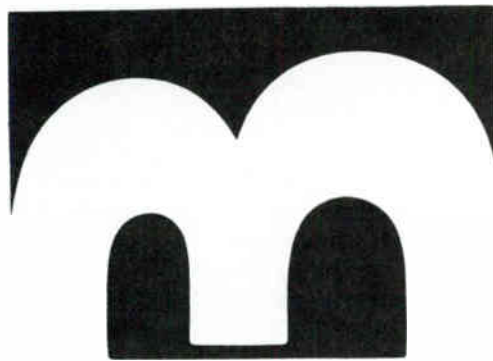
with their advertising.

It is possible to produce the traffic and the sales without producing the comfort. If that happens, radio will not become a basic, big-budget medium for a lot more newspaper advertisers even if they have fewer and fewer places to spend their newspaper dollars. They will accept bigger rates from the remaining papers and use smaller ads—if they have to.

How do you achieve comfort? What is comfort in business life?

You achieve comfort by training the customer. If a customer understands the way a medium works, that customer is trained. That customer feels he or she is in

[continued on page 89]



**Sheridan
Broadcasting
Network
is the #1 media
among black consumers!**

**SBN reaches well over 9 million
Americans⁽¹⁾ weekly, most of whom
are black.**

The difference between SBN and the 41 other existing or announced phone line or "satellated" radio networks is that we compliment our 117 affiliates with a news product within our areas of expertise.

We gather, prepare and distribute a professional, well-balanced audio news product in a conversational, sensitive manner.

SBN reaches more black Americans weekly than any advertising vehicle and wants the opportunity to reach those listening to your station, also.

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increase your audience when you join
our #1 family of affiliate stations.**

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(1) Arbitron Spring '81, 12+ cume, Mon-Sun, 6a-12m

STRAIGHT TALK ABOUT CONSULTANTS

In the past it was the hired hand that guided stations but in the future advice may come from outside the industry.

By Jim West

The earliest mention of the word "consultant", as applied to the broadcast industry, had many unfortunate connotations. Certainly there were very bright programming "stars" emerging out of the early days of Top Forty radio. But the general perception of a consultant was almost a dirty word . . . or the term was laughingly attached to someone "out of work". In addition, most of the consultants in those days, dealt only with the programming of stations.

Many consultants, at that time, contributed to their own demise. They prepared themselves poorly; their substantive material was weak, and often their personal dress and demeanor contributed to an overall lack of credibility. The tremendous resources of today's research was certainly unavailable to them, so most consultants were forced to sell a "quick fix" of a radio station's problems.

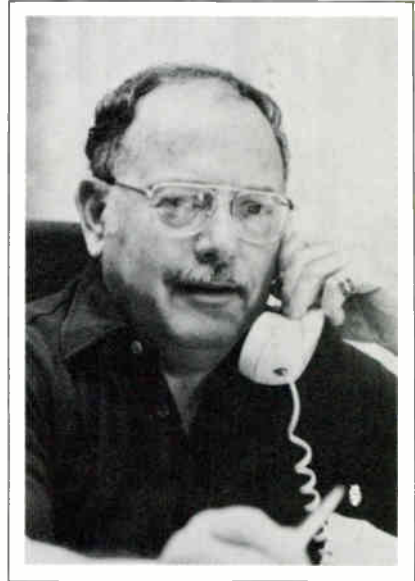
Of equal capability were the owners: they were mostly owner/operators who "grew up in the trenches" of broadcasting and they didn't want any more than that quick fix. They didn't understand the place of a consultant and probably had no faith in one, anyway! The preparation of any plan was cursory and its implementation either worked immediately—or it was thrown out and the next "guru" hired. Always, it seemed, there was a lack of realization of what a consultant should and could be.

American industry has long utilized consultants in almost every

Jim West is vice president/general manager of FairWest Studios in Dallas.

phase of business, from merchandising to sales to accounting, and so on. Industry had needed an outside resource to help set goals, and to act as a devil's advocate in its future planning:

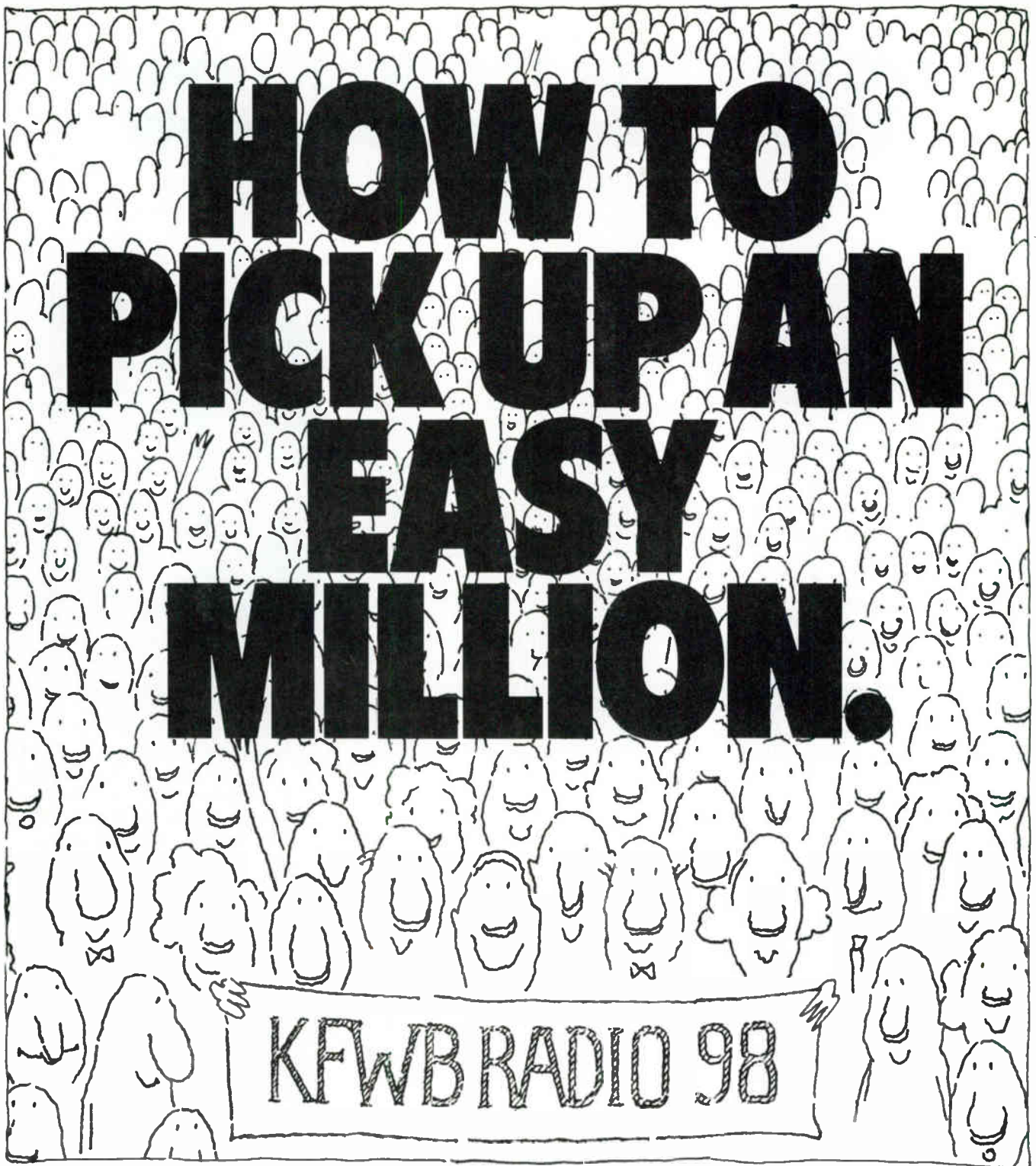
- To help ascertain what is happening in its own marketplace and, just as important, to predict the future . . . where the business is going!
- How can we best use our resources to more efficiently compete in today's marketplace?
- Will we survive in the coming months and years of competition?
- How do we deal with government regulations? (American industry deals with as many government edicts as broadcasters.)
- What about unions?
- What are the changing technologies that will affect us this year, next year, ten years down the road?
- How do we maintain our physical operation? What needs replacing?
- What do we depreciate, and how much, and when?
- What about personnel? Are we utilizing them properly? Are their needs being considered? Do they have a future with us?
- Is there a goals and reward system available to them to guarantee that they'll stay and grow with us?
- What about the sales situation in our industry? Are we training our people? Are we supplying them direction? Are we providing the proper materials for them so that they can more clearly and efficiently solicit the buyer in the marketplace?
- Are we researching the changing demographics of the industry, and will our product reflect those changes so we'll be able to keep up in the years ahead?
- Are we doing a good job in



West: Today's consultants are selling more than a quick fix.

- advertising and promotion? Are we identifying our customers properly? Are we positioning ourselves properly?
- Are we using the correct supportive materials to alert and attract additional customers?
- Is our advertising and promotion budget realistic for today's and tomorrow's needs?
- Are we keeping up with all of the industry's technological advances to avail ourselves of their new products and services?
- What about expansion? Do we have the financial resources to plan for it?
- What about personnel if we expand? Where do we find new people when we need them?
- What are the limitations of our present staff? Are they capable of growing as much as we need, or must we look outside for new personnel resources?
- How do we train new people—as smoothly as possible—to inte-

[continued on page 87]



Every week for over 14 years, over one million adult listeners have tuned to KFWB. Ever since we became L.A. and Orange Counties' first all-news radio station in March of 1968.*

If you've got a client that could use a million a week, call KFWB. We're the only station in town that's been delivering it for over 14 years.

*Source: ARB, Total Week Cume, Adults 18+, Winter, Spring and Fall rating reports. Spring 1968 through present.

KFWB ALL NEWS 98

THE BROADCAST CONNECTION— IT REALLY IS WHO YOU KNOW

For women in the male-dominated radio world, the axiom takes on even more meaning. But don't despair, here's how to turn the tables in your favor.

By Jo Interrante

This is probably not the first time this advice will be aimed at your eyes, and it certainly won't be the last. If you are planning to take a step up in the radio marketplace, whether you're aiming at the hand-rubbed mahogany desk at the top or that swivel oak chair in afternoon drive, the approach must be the same. You can't just haphazardly gather your forces and go. This must be a well-thought-out, strategically-mapped march. This time, and forever after, don't get bogged down in the cosmetics of the job search. Put on your track shoes, pick up your positioning book, and head for pay dirt.

Looking for a job is a full-time job. This doesn't mean you must abandon your current situation. Instead, use it. The fact that you are already sitting inside the radio circle (no matter how close to the outside edge) gives you two major resources: you and them.

A career move needs the same attention you give your everyday skills, whether they be managing, selling, marketing, entertaining, or information gathering. You have already made a commitment to this personal progress; you're honing your craft, fueling your talent. Now hear this! You should be applying that same dedication to 'them.' They are the real key to where you go and what you do next. Your co-workers and colleagues, the big boss and his radio buddies need as much (if not more) of your attention than your present position.

First of all, face facts. The statistics appear to be working against women. It doesn't take a rocket

Jo Interrante is president of Interrante Sisco Incorporated in Mill Valley, CA.

scientist to notice the majority of those in the work place are of the male persuasion. Check out the ranks of the radio movers and shakers. Now count on one and one-half hands what women are where. This does not call for a shift into the depression mode. Here is an obvious land of opportunity. It is amazing how many women do not see this situation as an advantage. Visibility is a major ingredient in the 'who knows whom' process. To stand out is really just what you need to move into that outstanding job.

It can only help to have your resume polished and perfect. But not necessarily for the reasons you may think. This old standard of the employment process is in reality an exercise. In order to have your dance refined for the real Harvard Ball you must take stock. Representing yourself in writing is an excellent way to identify and eliminate the obvious minuses, shore up the sags and reinforce or accentuate the spectacular. Remember, this is radio, which attracts and is attracted to the creative among us, so don't forget the flair.

Presenting yourself in person is getting closer to the meat of the job hustle matter. Some say that the first ten seconds of an interview are what really determine if it's a bell or a buzzer. This obviously puts a lot of importance on that first impression. If it is literally the first impression (the first time this potential employer has ever heard of you) then the odds are working against you no matter how you sparkle. But sparkle you must, because here in this one-to-one situation is your next new contact. Use this personality test to present your packaging and marketing ability. Above all, be positively memorable. Make your new contact want to pass your name along to his or



Interrante: Resumes and interviews are incidental to the hiring process.

her peers.

Now to brass tacks. Resumes and interviews are incidental to the hiring process. The real key to sitting pretty in the seat you search for and bringing home the paycheck you would like to spend is to focus on the decision makers. The most significant and underestimated way to shift the power from the employer to the potential employee is to make sure your name is on his list before you walk in the door.

As all good salespeople know, the 'make it easy for them' approach always has the upper hand. Music programmers never lose sight of the familiar as the most basic tool they have in garnering a listener. Chicken jumps into your grocery basket more often than sweetbreads. Human beings do shy away from the new and cling with a passion to the old, the comfortable, the known quantity. The familiar always leaps to the top of the heap, to the tip of the tongue.

Long before the want ad is placed, the good manager is drawing up draft choices. 'Who you know' has

[continued on page 89]

Why I Buy BIRCH. . .

“ . . . The Birch Report is the ONLY service we need at Z93.”

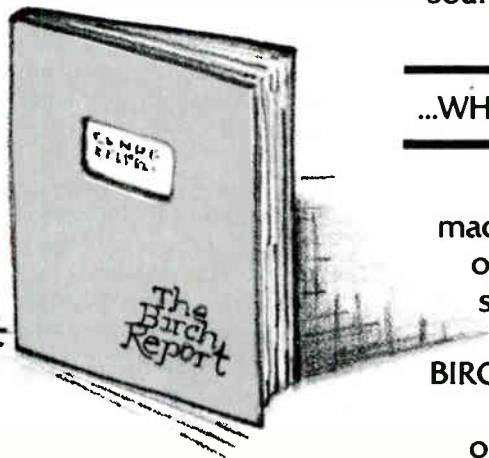
— Bud Polacek
General Manager
WZGC/Atlanta

“In August '81 we made THE BIRCH REPORT our exclusive source for radio audience estimates. Our sales people use it locally at the agency and retail levels and Torbet uses it nationally. Has it worked for us? YES!”

“We've established Z93 as a leader in providing agencies with current data on Radio.

CREDIBILITY WHEN YOU NEED IT

“Z93 sales continue to outpace projections. 4th Quarter '81 is substantially ahead of last year. A majority of the major agencies in Atlanta are factoring THE BIRCH REPORT into their buying decisions. And we've had excellent success with direct accounts. For instance, the Gunter Kausen Group is opening apartment complexes in the Atlanta area and will spend the majority of their radio budget on Z93 during their first year of advertising. THE BIRCH REPORT tipped the scales in our favor.”



THE BIRCH REPORT gives our sales department a chance to present information that they can't get from other sources. Information that really helps us sell Z93.”

...WHILE INCREASING PROFITS

“THE BIRCH REPORT has made an important impact on our bottom line. We're now spending LESS for research and getting MORE. BIRCH gives us today's ratings picture today, unlike other ratings that are out of date even before they are issued.

In fact, if you want to find out more about our success in using THE BIRCH REPORT, call me at (404) 881-0093.

For radio audience estimates, we're pleased that THE BIRCH REPORT is the ONLY service we need at Z93.”

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POSITIONING FOR SUCCESS

Learn how to match target market needs with product benefits before investing ad dollars

By Margaret Digan Sinclair

A good product deserves good advertising. Good advertising begins with good positioning.

Before charging an agency, a free lancer or your advertising director with the task of creating, involve your key department managers in discussing your product and its functional and emotional benefits. Recognizing the benefits and identifying a powerful product positioning in the marketplace is critical.

Basically a product's positioning is the way in which you want the consumer to think about your product. It consists of three key elements:

- Market target: encompasses the audience you want to reach
- Competitive frame: describes the grouping of services or products with which you compete
- Point of difference: captures your key benefit

For example, "To station managers seeking quality national sales service, Torbet Radio is the national radio representative firm which offers superior sales strength." As simplistic as it may appear, the statement addresses itself to the three major elements of product positioning. It not only provides a blueprint for the marketing and development of the product, it also states the reason for the product's existence.

The environment within which products compete has become increasingly competitive. Today we are exposed to 1,500 advertising messages a day. The mind is only capable of remembering so many

Margaret Digan Sinclair is vice president of The Sunbelt Network and president of Digan Sinclair Associates, a recently-formed advertising and public relations firm based in Dallas.

messages. Successful positioning is key to a product being among those the consumer chooses.

Once a product has captured a positioning in the consumer's mind, it is difficult to change. Attempts to change positioning are more often unsuccessful than successful. What often results with a positioning change is confusion in the minds of consumers.

Every product competes with or substitutes in some way for something else. To identify the competitive frame for a product is to answer the question "What does this product substitute for?" People will generally place a new product within the existing market structure rather than create a new structure for it.

To determine exactly where the product fits within its competitive frame, you must identify the key consumer benefit you want associated with your product. While a product may deliver more than one benefit, it is important that a single benefit be captured as its point of difference. Expecting consumers to readily associate your product above other products with more than one benefit is unrealistic and probably will result in an unclear positioning.

The choice of a competitive frame and the point of difference are interrelated. The objective is to select the combination of competitive frame and point of difference that is most persuasive and meaningful to the largest number of consumers. It must also be one that your product can fully and uniquely deliver.

Within the competitive frame selected, the point of difference which relates the greatest consumer benefit ("plays the music you want to hear") or which solves the greatest consumer problem ("with commercial-free hours") offers the greatest market leverage. The product which best captures this point



Digan Sinclair: intended marketing impact and consumer response are sometimes completely different things.

of difference will normally have the largest share.

If you are entering a well established competitive frame with a new product, you have two choices. Either the product must deliver this principal point of difference in a significantly superior manner than existing products or you must settle for a less important but still meaningful point of difference.

The point of difference need not be tied directly to a specific or exclusive product attribute. In many instances enduring points of difference have been based on positioning for a certain kind of person ("keep everybody country") or for a certain kind of experience ("the place to relax").

Using people-oriented or experience-oriented positionings can effectively provide significantly greater competitive insulation. This is because it creates an emotional consumer identification with the

(continued on page 88)

REACH MORE WOMEN.



**A new radio feature
from the pages of the largest
selling women's magazine
in the country.**

An on-going series of daily 2:00 features based on current information over 10½ million women (18-49) ask for every month (1980 SMRB Report)

Increase local sales

Give your advertisers a better way to reach women. They know the value of association with the Family Circle name and the magazine that is prominently displayed at grocery checkout lines all across America.

Inside Family Circle is ideal for in-store/station promotions, attracting new listeners and generating premium advertiser revenue.

**Available now
Market exclusivity
10, 2:00 programs each week
5 local avails each week
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**Contact: Suzanne Larimer
(614) 476-4424**

Additional Features Available:

The Mother Earth News: A guide to simple, natural living based on the magazine. (3:00)

Energy Watch: The National Energy News Service—interviews and energy saving tips. (3:00)

New Age Radio: Upbeat news, information and conversation by husband and wife on growing older in America. (2:30)

American Dream: Interviews with entrepreneurs; stories of personal success in American business. (2:30)

Jameson Broadcast, Inc.

WASHINGTON D.C.—COLUMBUS, OHIO

SETTING GOALS TO INCREASE SALES

The secret is in seeing what you want vividly in your mind's eye

By Pam Lontos

Highly successful men and women have one thing in common: they have specific predetermined goals which they work towards. If you want to win big in life, your first step on the highway to success begins with you, a piece of paper and a pen.

When we get into our automobiles each day we usually know where we are going and proceed accordingly. To quote motivational expert Bob Conklin, "If people operated their automobiles the way they operate their lives, they would never get out of the driveway." Before people start their cars they usually know where they want to go. If they don't know how to get to their destination, they look at a map. Then they start the car, applying the energy and power to complete the action.

These principles are involved in operating your life. We cannot be directed to success and big money if we don't know where we are going. We can not accomplish great things if we don't know what we want to accomplish. Goals are a key ingredient in success. However, there are people who fail who say they had a goal in mind. What went wrong? Why do some people achieve their goals and some do not? Having a goal in mind is not enough. Setting goals properly so that we arrive safely at our predetermined destination requires several ingredients. The best recipe in the world may not work if an important ingredient is left out. Let's examine the different components for successful goal setting.

It's important that we be specific in our goals. It's not enough that we

want more money. Exactly how much do we want? We can't just want our sales staff to increase billing, but we must have in mind exactly how much. In order to get excited about our goals of making more money, we must examine why we want more. Is it for a new car or a vacation? Again we must be specific. What kind of car do we want—what color, etc.? Where would we like to go on that vacation?

When we are able to see the end result clearly in our mind, our imagination translates that vision into energy. We must remember the principle of imagination and energy when working with our sales staffs and train them to be specific in their goals. When we can get our salespeople to clearly define what they want, so they can vividly see it in their imagination and strongly desire it, they will put great amounts of energy into creating the high billing that results in greater commissions.

When we harness our energy into goal-directed activities, we create within us a power to attain anything we want. Think of the ideas in your mind as being rays of light. Diffused light can fall harmlessly on a sheet of paper. Yet when that light is focused through a magnifying glass it creates fire. Intensely focused, this same amount of light can become a laser beam that will cut through steel. What is the wave length of the ideas in your mind right now? Scattered energy can be exhausting and create nothing. How do we get our sales staff to be goal directed so we can double and triple our radiostation's billing and our own income? At least once a month on a Monday morning we need to have goal setting meetings in which our sales staffs discuss the things each person wants to have and do.



Lontos: Motivate your sales staff to achieve more as a team.

To often managers push their staffs to "sell more" when actually they could achieve much more if they got their staffs to "want more." The salesperson fueled by a burning desire to achieve his or her goals sees more people, works harder and closes more sales. This results in an even higher billing than the quota that we as managers might have given him or her. The salesperson with no personal desire, under pressure from management to achieve a quota or be fired, is the salesperson who procrastinates and spends the majority of the day wasting time.

Since salespeople are on their own when they leave the radio station each day, managers must be sure they are self-motivated to achieve their goals.

Salespeople also must set their own goals. No one puts out extra effort to achieve someone else's goals. High-performance behavior comes only when people are working

[continued on page 87]

Pam Lontos is president of Pam Lontos, Inc., a Dallas sales consultancy firm.

SETTING GOALS [from page 86]

toward a goal they have set for themselves and want to achieve. Granted, we need to set quotas for our salespeople and our corporate budget for the year, but often—once we make salespeople goal directed—their billing figures may far exceed our original monthly projections.

So the next step in goal setting with our salespeople is to make them expand their "comfort zones."

In your sales meetings ask your salespeople how much money they want to earn, guiding them to set the amount larger than the amount they are already making. We must teach them to stretch, but also to be realistic. After they decide how much they want to make per month, they must determine what their monthly billing figure will be. Remember, start with the amount of money they want to make, not with how much they want to bill. Salespeople, like customers, care about what's in it for them.

In addition to the monthly goal-setting meeting, you need to hold a motivational meeting at least once a week to discuss individual goals and the team goal. That's the next step: getting your staff to work together to achieve the total station goal. You as a manager should work with your sales staff to set the station's goal for each month. You're better off if the station's goal is set by the sales staffers. They will work harder to obtain it and in a few months you will find that the station goal set by your staff may far exceed the goal you had projected earlier in the year.

However, this happens only if you have been using positive goal-setting techniques each week with encouragement from you to your staff to constantly stretch out of old "comfort zones." You need a board to write on during your sales meetings. After asking each salesperson how much he or she wants to make, write on the board how much each one needs to sell to make what he or she wants. After everyone has contributed, total the figures to arrive at the station goal for that month.

Now to stretch the station goal out of its original "comfort zone," you need to get your staff working together and excited about achieving

more as a team. For example, if all the figures add up to \$42,000 and the staff has never reached \$50,000, you can now ask them if they'd like to aim for \$50,000 as a team. If everyone votes yes, each one must then say how much he or she would increase the amount written on the board for him or her so all will add up to the new figure of \$50,000.

Each person committing to just a few thousand more begins to raise your station's monthly billing figure higher and higher. It is up to you as a manager to show them the opportunity to do more and give them pride in their achievements. Each day you must create excitement toward achieving the station's goal by using applause during sales meetings and praise for sales made. Create harmony in your sales staff so that its members are not only excited about their own sales, but also about each other's sales.

It's important to have long-term and short-term goals. Since salespeople do not always see immediate results from long-term goals, they can become discouraged with them. Managers should break short-term goals into bite-size pieces to make them appear easier to attain. After your sales staff decides what amount it wants to bill as a team, you must then work with your salespeople to determine where you need to be in billing each day and at the end of each week to stay on target.

For example, suppose on a certain day you and your staff determine that you are \$5,000 behind where you want to be to remain on target for this month. That means to get back on target, your staff must generate an extra \$5,000 that day. If you just tell your staffers that they must bill \$5,000 that day, that will not create desire but, a fear which makes the \$5,000 appear overwhelming. However, if you have six people on your sales staff and you tell them that the station is \$5,000 away from where the staff wants to be today, point out that if each one were to bring in just one sale of approximately \$800 at the end of the day your staff will be exactly where it needs to be. The \$800 seems more attainable and they can feel that the goal is still within reach. It's now made easy. And they are still goal-directed.

CONSULTANTS [from page 80]

- grate them into our organization?
- What are the compensation standards of the industry? Are they changing?
- What are our stockholders personal plans for the future?
- Do we plan on continuing the business as operators, or do our plans call for selling off assets?
- What are our responsibilities to those who work for us? What about their future? Are we keeping up with adequate health insurance plans?

In short: industry has dealt with a myriad number of real problems and opportunities through the years, and outside sources of specialized consultants has been a most important resource available to them.

The broadcast industry has changed considerably since those early days. Many owner/operators have sold out to larger companies whose resources and holdings may not be found in radio. These "new" people are turning to many of the sound business axioms that guides them so successfully in other areas of their holdings. They understand and accept the fact that there is available to them a showroom full of very competent consultants whose track record and experience can be of vital assistance to them in attacking the new and growing problems of competing in today's radio marketplace.

It used to be an exception to have more than two or three good professional broadcasters in the average market. Take a look now at the owner listings in the top 100 markets, and notice just how many first team companies have made investments in the future of radio broadcasting. Radio must face the fact that the competition has never been heavier or tougher, and so the need to find and utilize the consultant is the wave of the '80's.

Radio has spawned professionals in every facet of our industry—from the brokerage of stations; to financing; to engineering; to programming; to the operation of our stations. There are literally hundreds of good consultants available and ready to serve the industry, and I predict that their growing usage will finally add the dignity and acclaim to their names that for too long has been lacking.

product. However, whatever point of difference is selected, the product or service must clearly fulfill the expectation created.

However, the intended impact of marketing efforts and how the consumer actually responds to these efforts can be two different things. For established products, a logical first step may be a survey among consumers to determine how they perceive your product's key point of difference. An assessment of the benefits for your product should be along the following lines:

- How desirable is it to the consumers that the product have a particular benefit?
- How satisfied are people that the benefits are being delivered by the product?

Not all consumers will think about a product in the same manner. The point of difference selected is the consumer benefit you most want consumers to associate with your product. This does not mean that secondary benefits delivered by the product will be lost. These will be selectively perceived by those consumers interested in them. In fact, among certain groups these secondary benefits may be the key point of difference for the product. Nevertheless, your marketing and development efforts must be devoted to capturing the single most powerful point of difference or the product will be lost in the competitive array.

The last element of a positioning is the market target. This is composed of those consumers who are considered good potential users of a product. These consumers have a similar set of needs or concerns which motivate their behavior within a particular competitive frame. They are best identified by these needs or concerns rather than by demographics. The positioning target deals with all potential users of your product, not just those you are attempting to reach through advertising.

In selecting the target, the objective is to select a market target of the largest size where there is interest in the competitive frame and leverage in the point of difference. The broader the target group, the more difficult it is to deliver a meaningful and unique

point of difference. The process is a balancing act between the size of the consumer group and your ability to convert a certain percentage of consumers to loyal product users. For instance, among music stations targeting young adult listeners, "The Source" has successfully captured the point of difference of "relatable demographic programming" within the competitive frame of "networks." Among this market target, this is a relevant and motivating point of difference. If "The Source" was to attempt to expand usage among the larger target group of all stations, its point of difference would become less relevant.

There are many ways of describing a market target. But generally it should deal with the more motivating characteristics that are related to product choice. Demographics such as sex or income are seldom casual factors since people who look for different things may have similar demography. Consequently, market target characteristics should relate to the point of difference. They should also describe those things which cause the group to identify more closely with your product and its point of difference. Through this, a clear picture of the target emerges. This produces messages with which consumers can best identify.

RATINGS CHECKLIST [from page 70]

station would give that station a cume of 2,200 persons in that cell. And, because average persons figures take into account not only the PPDV but also the number of quarter-hours listened, a long-span listener from that cell could boost a station's average persons and share within that demo to unrealistic levels.

There are other pieces of data within the book you can use to figure how real the book's numbers are. Away-from-Home Listening Estimates can help you determine the effect of bad weather on listening to traffic & weather reports during drive times, or how much of your Midday listening occurred in stores or offices where your station was on the radio. The

effect of sports play-by-play broadcasts, or of a new, heavily-promoted program often can be determined by averaging hour-by-hour data any survey. They are much easier to use and understand than the old for the hours of the programs and comparing those averages to averages of the same hours from previous books. If you ran a maintenance contest, check the turnover (cume/average persons) and tune-in for your prime narrow demographic targets within the major dayparts. And, comparisons of exclusive cumes to total cumes may assist you in at least two areas. If you had an extensive outside advertising campaign during the survey, trend your total cumes and your exclusive cumes: if your total cumes increased at a greater rate than your exclusive cumes, the advertising did its job — it encouraged new listeners to try your station. Now, you must maintain that new audience and convert it to habitual listeners, which can be measured in future surveys by increases in your exclusive cumes. Exclusive cume/total cume comparisons also can help you calculate the effect of a new direct competitor. If your total cumes remained stable, but your exclusive cumes went down, your listeners checked out the competition, and you may need to address yourself to that potential problem.

Learn to use the new tables Arbitron has developed to determine the standard error inherent in Nomograph Arbitron used previously, and Arbitron has included a fairly complete description of how to use the tables and of what the numbers mean.

Finally, you may wish to compare Arbitron's numbers to any available supplementary research available. Many times, such research may refute or support your findings from the Arbitron. The key is to look beyond the share trend and target audience pages in the book. Use all of the book to help analyze your programming and promotional efforts. At the same time, you may discover a unique sales story that can help boost billings. Be your own ratings analyst: check the numbers in detail, and find the reality in the ratings.

control. That's comfort. It's security. It's confidence. It's the feeling that you can answer to management and stockholders about what you are doing.

Notice the word training. We're talking about radio salespeople training the customer. Now go back to what we said about radio salespeople historically. They aren't trained. They sell what comes naturally. They rarely are taught enough about their own business or the customer's business.

Contrast that with the way newspapers sell. They have big staffs. That permits specialization. Often newspaper people cover a single category of business. They can relate to a type of store and what its strategy must be. They talk the language of that type of retailer. They are there, in the advertising department of that store, frequently. They may be considered almost a part of the store's advertising staff.

Meanwhile, where are the radio salespeople? Answer: Calling on the store's ad agency which is itself considered more or less an outsider.

The model for the future is radio station sales staffs living with big retail customers. The big stores (and the middle-sized and small stores) have to get continuing education. They have to understand that different combinations of stations will work best for different merchandise departments (depending on who the customer is).

One answer is preplanning. Could stores set up in advance groupings of stations which fit certain merchandise categories best? That's the equivalent in radio terms of the high-fashion department buying next to certain women's activity pages . . . or an athletic equipment department buying the sports section.

Take it a step further. Is there a way for stations to have a radio coordinator within the major stores who acts as the translator of radio into the terms which are understandable and comfortable, and who does it for all the stations in the market?

Theoretically, that's the agency or the house agency. But realistically radio may need an additional transitional in-store individual who trains store people in the under-

standing of radio until the store has enough people who really know how to use radio.

Will some markets get to that stage? It's conceivable. The potential is huge (newspapers do \$9.6 billion to radio's approximately \$3 billion retail/local).

But until that happens, stations can achieve the same benefits individually if they train their own salespeople better to train the retailers.

Take co-op as an example. Half the budgets of big stores can be based on co-op ad support from

"Stations can achieve the same benefits (as newspapers) if they train their own salespeople better to train the retailers."

manufacturers. One station group found that with an investment of \$50,000 for added co-op specialists they got back \$1 million in co-op revenue (up from \$350,000 the previous year). That's the principle. They invested money in co-op people who train retailers on how to find and use radio co-op dollars. And they got a very high return on the investment.

Who's the group? Century Broadcasting. Who says so? Lynn Christian, Century's corporate vice president. Where did he say it? At the RAB Managing Sales Conference in Dallas. When he said it, was the room full of stations enthusiastic to go out there and train retailers?

Well, the response was enthusiastic. But there's just one small downer. To the eyes of some of us who were there, a lot of the people in the room wanting to learn more about how to work more effectively with retailers were already the leaders at doing it! The people who haven't started training themselves or the customers on co-op were somewhere else. Where? Probably home complaining about business.

opened more doors, advanced more careers and fattened more wallets than all other methods of career climbing put together, even to the point of reaching the Peter Principle. In some hallways the axiom has been translated into an even more revealing adage: 'Better the devil you know than the devil you don't.' "Okay, so Harold has faults and quirks. Doesn't everyone? But it's so much easier to cope with those than to be surprised by and have to adjust to Ann's method of operation."

So get known. The only way to win in the choosing-up game is to let the choosers know your name, your work and your reputation. This is really catch-up ball for women because invisibility has been their major problem. Bright and competent just don't count if those looking for bright and competent can't place your face.

Contacts are key. Make some. Make a concerted effort to be where the radio action is. That means other radio stations, conventions and broadcast organization meetings. And when you get there, participate. Contribute, ask questions and get involved. Whether it's a panel discussion, a staff meeting or a bull session, nudge and nurture those contacts with a vengeance. Follow up that hot question-and-answer session at the cocktail party or use the telephone or a twenty-cent stamp to add, subtract, rehash and mainly remind your contact (and future foot-in-the-door) that you are alive and kicking.

Do not depend on the eventual demise of the good ol' boy network to really change this most basic of business bylaws. Crony-ism is here to stay. Business is just that—busy-ness. It takes humans to engage in it and we already know how they choose their teammates. Put yourself in the 'big chair' for a moment. It will probably take only seconds for you to decide what person would be best for each key position on your fantasy team. It won't take long because you know all the names, faces, and reputations of the people you'd pick. Meanwhile, back in the real world of radio, does the person sitting in the 'big chair' know you?

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RADIO DESERVES ONE CONVENTION

Every year the National Association of Broadcasters conducts its annual industry convention. It does it with style. It does it with class. It's well run. And yet many radio executives are wondering out loud whether it's really necessary to have two NAB radio events every year.

From the radio industry's point of view, NAB may have eclipsed itself by starting the Radio Programming Conference several years back as a final blow to the National Radio Broadcasters Association Convention. It quickly became popular with radio people and the NAB was smart enough to include management types in the activities. Now the title Radio Programming Conference is probably a misnomer. Its range is much wider.

Meanwhile NRBA tries each year to compete with its radio convention and while it isn't an overwhelming success, it consistently attracts radio executives to the far corners of the continental United States where the NRBA officials unfortunately stage it.

Radio Advertising Bureau President Miles David has poured his heart and soul into the RAB Managing Sales Conference and has experienced a great deal of acceptance from his membership in its first two years. David's strategy: stage the convention at a mid-point like Dallas at a time when things are slow (January or February) where the climate will be somewhat moderate. The RAB uses the inexpensive Amfac airport hotel. It limits attendance to around 1,000. It curtails the use of entertainment. Meeting dates are shorter than most other conventions. More work is done. More things accomplished. It's a shirt sleeves gathering. And the price is right.

Radio's dilemma: how necessary is it to attend the NAB annual convention, which is usually held in Las Vegas. The gathering is so large that you can easily take a hotel elevator ride crowded with people and meet only equipment exhibitors from Japan and never run into a radio executive. This is not to say that the NAB doesn't try hard to do something for radio. It is very conscious of radio's perennial inferiority complex. But the bottom line remains the same. Give or take a few seminars, television is the main theme of any NAB annual convention.

The NAB is very reluctant to make its Radio Programming Conference the main convention for our industry. When you consider that a \$1 million profit after operating expenses is what the NAB walks away with each year from convention activities, you can easily see why it

doesn't want to fool around with a successful formula.

By and large, the industry thinks the NAB does a good job. It considers the NAB's efforts to make its conventions more radio oriented a real positive. But the real problem could be something the NAB has no control over—the high cost of travel and hotel rooms. Even with the best room rates and most favorable airline schedules, only broadcasters rolling in dough can afford to send their key people to the NAB annual convention, the NAB Radio Programming Conference, the NRBA annual convention and the RAB Managing Sales Seminar. It's a tough choice, but the only one that does pertain directly to radio is the NAB Radio Programming Conference.

It's time the NAB dealt with the growing concern about convention travel. It's time to either run the Radio Programming Conference at the same time and in the same place as the NAB annual convention, or split them into two separate conventions with radio broadcasters encouraged to attend the Radio Programming Conference. It could then stop trying to win a losing battle of making it appear that radio is well represented at the annual television gathering.

A merger with the NRBA convention would be very considerate of the industry, but the NRBA would certainly turn it down if past history means anything.

The RAB convention is perhaps the best nuts and bolts gathering so far with a lot of promise for the future. Most executives will be reluctant to cut this one out, at least for now.

It's time to give the NAB lavish praise for the topnotch professional conventions it runs year after year and not begrudge the organization its considerable profit. But the radio industry must begin to appeal to the consciousness of NAB's top executives, reminding them that times are changing and it's too expensive to ask radio broadcasters to attend both events. It's that plain and simple.

At the same time, the NAB must never forget that it has nothing if broadcasters don't support its conventions. It would be unfortunate for it to wait until radio broadcasters abandoned its convention because of rising costs and insufficient agenda content.

Radio deserves its one-and-only NAB convention. Now is the time to let the NAB know that without radio, it's just another television organization.



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