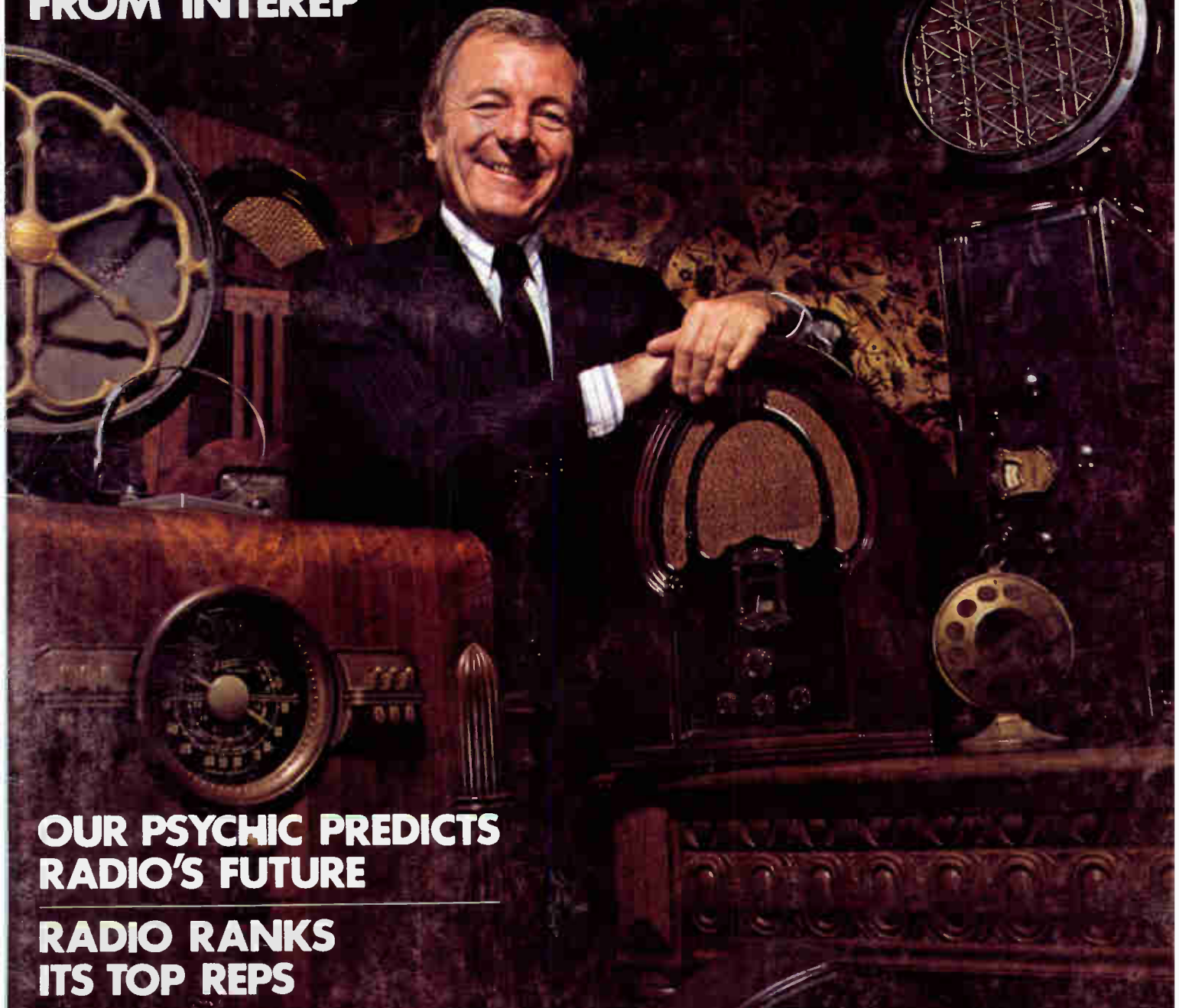


Radio Only™

**RALPH GUILD
THE MAN
FROM INTEREP**



**OUR PSYCHIC PREDICTS
RADIO'S FUTURE**

**RADIO RANKS
ITS TOP REPS**



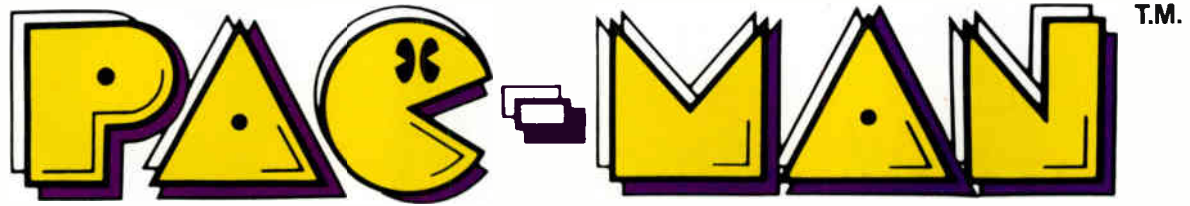
**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

A one-of-a-kind programming service that can cut costs and brighten up nighttime sales. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer weekends. So distinctive you have to hear it to believe it. Call Meddy Woodyard at NBC Radio collect today (212) 664-4745.

EAT UP THE COMPETITION WITH



Now you can put America's most incredible marketing phenomom to work for your radio station through custom-produced television, outdoor and newspaper advertising.

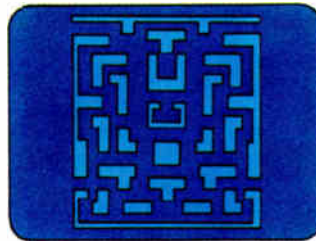
More than just a clever use of the Pac-Man and Ms. Pac-Man characters and game design, it's a well researched campaign to position your station as the market leader.



The Best Play in Denver is



KAZY FM 107



KAZY has a special pattern for giving you more music.



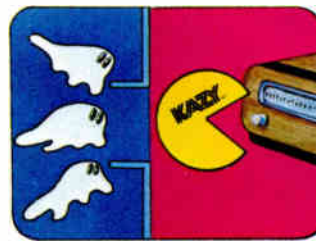
We stay away from too much talk and get our energy from...



More Music.



KAZY never gets caught running a lot of commercials 'cause we just eat up more music.



KAZY beats the other guys every time...



but you can catch more music at KAZY FM 107. The best Play in Denver.

THE PAC-MAN PACKAGE.

You can choose any one of three *different* :30 TV spots and a :10 version • Plus you get four newspaper ads • two billboard/bus designs • a promotion plans book • a Pac-Man prize kit • wholesale access to any of the more than 200 licensed products.

Warning—"Pac-Man" mark and characters are trademarks of Bally Midway Mfg. Co. Applied Marketing Services intends to assert its copyright and trademark rights against any infringements.

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Circle No. 1 on Reader Service Card.

GET YOUR VIDEO SAMPLE REEL.

Write today because with Pac-Man, it's eat...or be eaten!

Represented exclusively by:

Applied Marketing Services
1250 Stephenson Highway
Troy, Michigan 48084
(313) 583-1051

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Motivation guaranteed.



At Eastman Radio, all our employees own a piece of the company. So they have a concrete reason to be motivated.

Add rewards like quarterly bonuses, salary plus commission, profit sharing, and you have a staff guaranteed to give you their all. Always.

Honest enthusiasm and

conscientiousness make Eastman Radio different. And better. Because when you own something, you take more pride in your work. And it shows.

So if you should ever ask one of us why we work as hard as we do, don't be put off when the answer is:

"It's my own business!"



We do things differently.

World Radio History

T.V. TONITE KEEPS THE VIEWERS LISTENING.

Every day on radio Ron Hendren previews T.V. for your listeners. In hard-hitting 60-second reports, Hendren saves hours of time wasted on bad T.V. . . . and spots the goodies in advance. People listen . . . and sponsors buy. T.V. Tonite is already in most of the Top 100 radio markets.

Some exclusivities still available. Check with your Watermark rep at 800/423-2502 or collect at 213/980-9490.

T.V. Tonite
with RON HENDREN



Watermark
ABC RADIO ENTERPRISES

10700 Ventura Boulevard □ North Hollywood, California 91604 □ 213/980-9490

World Radio History

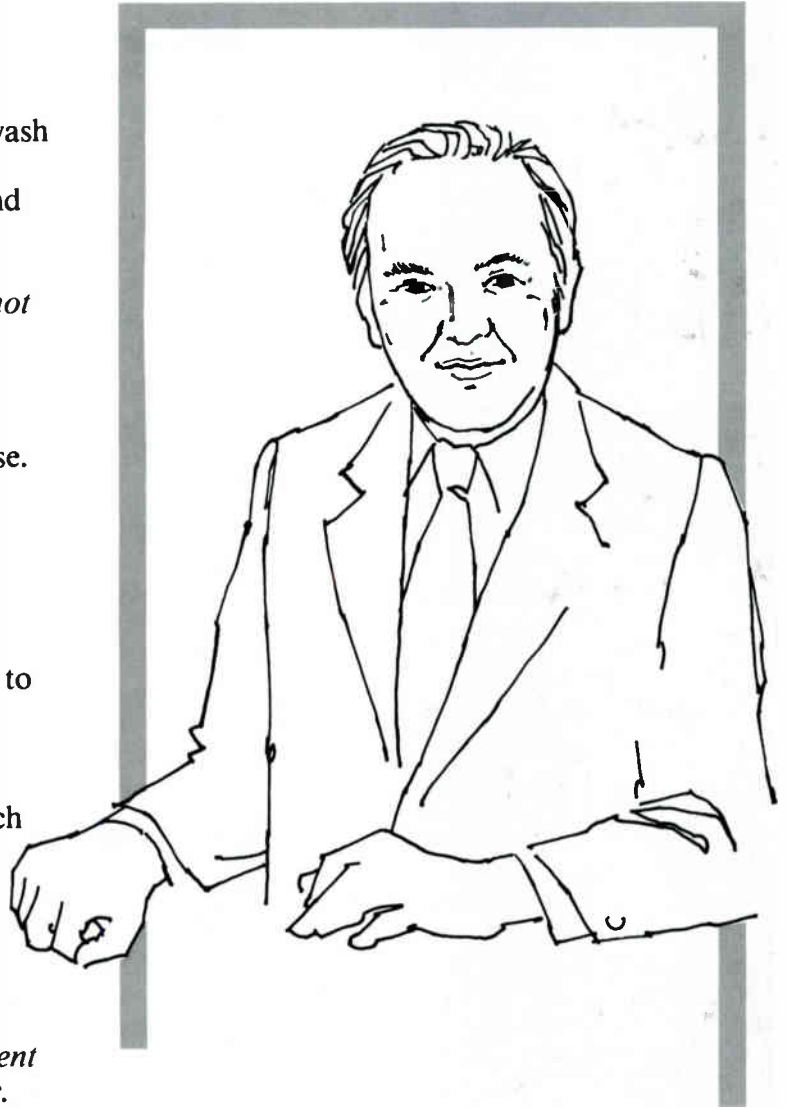
“NOW, I’m a BELIEVER”

“I used to think research was kind of a hogwash . . . somewhat a waste of money. Then, last year, some of the people here at Affiliated and broker Bob Maulman suggested I give it a chance in our new Jacksonville, Florida acquisition, WAIV . . . a station which was *not* doing well at all.

That’s when we brought in The Research Group. They have a unique marketing model and they apply research that makes good sense. No hogwash. I was surprised at the kind of strategic planning program they have — it’s very unique.

The results *really* made a believer of me. We went through the roof in both Arbitron and Birch. From a 2.3 (mostly kids) in Spring ’81 to a 10.2 — mostly 25 to 49 — in the Fall ’81 Arbitron.* So I have to admit it — at least there’s *one* research company that’s anything but hogwash. Now we’ve tied up The Research Group exclusively wherever we could.”

* (Arbitron M-S 6A-Mid 12 + Metro)



*JAY Q. BERKSON: President
Affiliated Broadcasting, Inc.*

In almost every field there is a company that has earned a reputation as the leader.

The Research Group

Radio’s Strategic Research Team

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the
CABALLERO
RADIO
NETWORK

- **THE ONLY TRULY NATIONAL SPANISH NETWORK IN THE U.S.A.**
- **COVERING THE FIFTH LARGEST SPANISH SPEAKING COUNTRY IN THE WORLD.**
- **79 STATIONS SERVING ALL THE MAJOR SPANISH CONCENTRATIONS IN THE UNITED STATES.**
- **NO OTHER MEDIUM — ENGLISH OR SPANISH — REACHES AS MANY HISPANIC CONSUMERS AS THE CABALLERO RADIO NETWORK.**
- **YOU CAN BUY ALL OR ANY COMBINATION OF STATIONS TO FIT YOUR MEDIA/MARKETING PLANS.**
- **AND YOU CAN USE DIFFERENT COPIES TO MAKE YOUR MESSAGE RELEVANT TO EACH GROUP/REGION.**



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 FAVOR DE LLAMARNOS. MUCHAS GRACIAS.

- New York: (212) 972-1019 • Chicago: (312) 443-0101
- Dallas: (214) 630-6397 • Los Angeles: (213) 465-8337
- San Francisco (415) 681-0770 • Atlanta: (404) 262-1200

Nothing sells the Spanish market like Spanish radio... Punto!

Radio Only™

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 SUITE C-13
 CHERRY HILL, NJ 08003
 (609) 424-6800

LETTERS

First reaction to RADIO ONLY

Congratulations on your slick, colorful RADIO ONLY.

The last thing this industry needs is another publication reporting the same old news. RADIO ONLY, however, is different and fulfills a need in the now mature radio industry.

Good luck in this and all your future endeavors.

Carl E. Hirsch, *President*
Malrite Communications Group
Cleveland, OH

I wanted to take the opportunity to compliment you on RADIO ONLY! There are only a handful of people who have the vision and skill to present a *real* radio publication with the class, style and accuracy of your latest entry in the broadcast publication arena.

Frankly, I don't see any reason to look beyond RADIO ONLY for important news of radio's position on a monthly basis. I would expect as well, that RADIO ONLY will become the incumbent radio publication in a very short time. The business has been waiting and now we have an upscale, factual and best of all imaginative magazine.

Tim E. Moore
President/General Manager
Northcoast Media Group, Inc.
Charlevoix, MI

Congratulations, RADIO ONLY is a smash! I very much enjoy INSIDE RADIO as a subscriber and I think RADIO ONLY will fill a void for management people that has not been filled up to this point.

B. Eric Rhoads, *President*
KEYY
Provo, UT

Congratulations on the inauguration of your newest project, RADIO ONLY!

I expected nothing less from RADIO ONLY than what I got in your first edition. RADIO ONLY, and its outstanding first cousin INSIDE RADIO are more than slick packages of hot news. Combined, they are the leading sources of accurate, detailed information of importance to broadcasters. I appre-

ciate that from the publications I spend my money on.

Joseph M. Benson
Sales/Operations Manager
KBWD
Brownwood, TX

The radio industry certainly needs their very own magazine. Bravo for RADIO ONLY! The concept is terrific . . . now let's do something about the editorial content. Your special features (pages 77-86) were too simplistic. I'd like to read articles from well-known media persons who are more knowledgeable in their fields and more opinionated.

Databank Meeting Dates is great!

Judy Grill
Account Executive
Hazelton Broadcasting
Hazelton, PA

36 years of life without Arbitron

You are reading it right. Radio was prophesized for use in the end of the age. The age in which radio people now live.

I can best explain it by telling you a personal experience.

In 1912, I was teaching a Sunday school class in Christian Church in Dallas. The lesson said, "In the end of the age, Christians will work so hard trying to convert people, that if the people would not open their doors for you to witness the truth to them, we will climb on the roof tops and shout down to them. The lesson was based on the scripture that states, "This gospel of the Kingdom will in the end of the age, be proclaimed through the house tops to the people therein."

I believed that interpretation until entering radio in 1921 at WFAA, WRR, Dallas.

I have been in broadcasting, owning and operating stations ever since.

Referring to the Arbitron story in your first issue on page 32—Welcome Bud Polacek to the Non-Survey Club.

Arbitron refused to include KICO in their ratings, because the 860,000 Spanish speaking audience calls KICO "Keeko" and Arbitron refused to count people saying they listen to Keeko.

We just celebrated our 36th Birthday, without Arbitron. Yet even without Arbitron, KICO gets a lot of mail from tourist saying they wish they had a station in their area like KICO. It's wonderful.

Ratings mean nothing; performance and service does.

Fourteen advertisers for more than 20 years without a break and receipt of donations from the public out of appreciation for what we serve them, proves ratings are waste of time and money.

Willard Gleeson
General Manager
KICO
Calexico, CA

Does radio deserve one convention?

Congratulations on your first edition of RADIO ONLY.

Perhaps some of my peers on the Board of the NRBA might not agree, but I applaud your editorial on the radio convention. Why not a combination of the NRBA convention, Miles David's sales seminar and the NAB radio programming conference.

John F. Bayliss, *President*
Charter Broadcasting
San Diego, CA

I thoroughly enjoyed the premier issue of RADIO ONLY, and I'm looking forward to more.

The stories and editorials are direct and hard-hitting, two traits not always found in the broadcasting trade press. And thanks for page 92—I agree that "radio deserves one convention."

Bernie Lucas
Promotions Director—KTXQ
Dallas, TX

Covering Tom

Congratulations on a super premier issue!

RADIO ONLY definitely meets a rising need. I particularly enjoyed your cover story on Tom Birch. Outstanding!

Roy Lindau
VP/Marketing & Sports
Major Market Radio Sales
New York, NY

MUTUAL BROADCASTING SYSTEMWORKS

Mutual is the only commercial radio network in the nation's capital, with more reporters than any other radio network.

Mutual brings you the best in music entertainment, from the Beach Boys and Elton John concerts, to award-winning music specials like our "Johnny Cash Silver Anniversary Special" and "Country Music Countdown."

Mutual presents the biggest play-by-play sports line-up in the business. N.F.L., Notre Dame, and other major college contests, N.B.A. Championships, major P.G.A. Tournaments, and the Wimbledon and U.S. Open Tennis Championships.

At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio satellite offers new dimensions in sound quality and enhanced programming capabilities.

Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.

 **MUTUAL BROADCASTING SYSTEM**
Radio is our only business.

OUR JIM'S A DANDY

I've been walking around with the idea for RADIO ONLY for at least six years prior to its April debut. Of course, it took many forms as I imagined how it might look and read. But just as with a fine wine, it's time had not yet come. Since the idea was a mental exercise more than anything else, the reality of just how I was going to sell it to advertisers never occurred to me—until last September when the decision was made to publish this monthly radio magazine for executives called RADIO ONLY.

If it took six years to firm up what RADIO ONLY would be, it took perhaps six minutes to know where to turn for sales help. The person I had in mind was a real achiever. He was sometimes a bull in a china shop, but also had the finesse to handle difficult situations. I first met Jim Carnegie when he was helping put Mediatrend on the map. He was like a tiger shot from a cannon talking stations into helping him open new markets for Mediatrend. Something like 17 different ones. His former boss, the late, well-respected Jim Seiler wouldn't let Jimbo open a new market unless it broke even from day one. Now, that's my kind of sales guy.

After a year at trying his hand managing a radio station in Minot, North Dakota, Jimbo returned to the almost resort-like climate of the east coast (at least by comparison). Within months, he took the bait and decided to sell ads in a magazine that didn't yet exist. He couldn't collect commission until the first magazine was published (in April) and he started selling in September. But a challenge is a challenge.

You have to see this guy at work to appreciate him. Selling off one of the most interesting rate cards around (it has both the highest and lowest rates of any broadcast industry publication based on position, color), he earnestly talked with executives about committing their ad budgets. Never one to knock a competitor, it was music to my ears to hear him ask why a radio advertiser would want to buy an ad in a cable issue of a television publication. He wanted to know why waste ad dollars to reach the record industry when we could deliver the entire radio industry. Why not cut the waste and get in a publication designed for the radio executive and only the radio executive, thus its name, RADIO ONLY. Jimbo must have helped raise some consciousness, because a lot of advertisers started to do a lot of thinking. Issue one of RADIO ONLY was loaded with advertising—well into six figures.

You should have heard Jimbo when a potential client told him that one of RADIO ONLY's record industry competitors was saying we gave away free ad pages. Not on your life. He ought to know. RADIO ONLY is run by radio people who think of it as a number one radio station. Just cash. No trades.

Jimbo was a man who believed in the product enough to stick his neck out and now, the advertisers



RADIO ONLY Publisher Jerry Del Colliano recalls first meeting General Sales Manager Jim Carnegie when he was helping put Mediatrend on the map.

who took his advice, are grateful. RADIO ONLY is no longer a vague description or a written proposal. It's a real magazine with subscribers who look forward to reading it every month—an estimated 25,000.

Can a man who tells a potential advertiser, "you can't turn me down, I have two ex-wives to support" be all bad. He was only half-kidding in those pre-publication days, but you get the point. He believed in it so much he couldn't bear to hear "no." Some advertisers wouldn't return his calls. Some agreed to buy but wouldn't sign the contracts.

The frustration must have been great. But others made up for it. They took chances. They were captivated by the idea and wanted to support it.

Now that RADIO ONLY is making it on its monthly merit, you'd think life would be easier for this man we all call Jimbo. But he makes everyday a challenge. He won't rest until the entire industry is re-educated to the fact that the best way to advertise radio products and services is in a publication which reaches the people interested in radio. It's that simple.

The next issue of RADIO ONLY will be out August 1 with information on the NAB and NRBA Conventions. In the meantime, let me know what you think of RADIO ONLY.

Many Thanks.

More than 1,200 radio groups and stations have signed multi-year Arbitron contracts—many for five years. Thank you. We appreciate your confidence in us.

Groups with Five-Year Contracts

ABC

WABC/WPLJ
New York
WLS-AM/FM
Chicago
WXYZ/WRIF
Detroit
KSRR
Houston
KABC/KLOS
Los Angeles
KGO/KSFX
San Francisco
WMAL/WROX
Washington

Affiliated Broadcasting, Inc.

WSAI-AM/FM
Cincinnati

Air Waves, Inc.

KOXY
Beaumont

All Pro Broadcasting Co. Inc.

KACE
Los Angeles

Beasley Broadcast Group

WDMT
Cleveland

Belo Broadcasting Corp.

WFAA/KZEW
Dallas/
Ft. Worth

Blair Radio

WHDH/WCOZ
Boston

Bonneville International Corp.

KBIG
Los Angeles
KOIT
San Francisco
WCLR
Chicago
KMBZ/KMBR
Kansas City
WRFM
New York

KAAM/KAFM
Dallas
KSL
Salt Lake City
KIRO/KSEA
Seattle

Booth American Co.

WRBR
South Bend
WJLB/WMZK
Detroit
WSGW/WIOG
Saginaw
WTOD/WKLR
Toledo
WZZP
Cleveland

Broadcast Associates of Nevada, New Mexico & Texas

KVEG/KFMS
Las Vegas

Burbach Radio

WEYZ/WCKC
Erie

Capitol Broadcasting Co., Inc.

WRAL
Raleigh
WRNL/WRXL
Richmond

CBS

WEEI-AM/FM
Boston
WCBS-AM/FM
New York
WCAU-AM/FM
Philadelphia
WBBM-AM/FM
Chicago
KMOX-AM/FM
St. Louis
KCBS/KROR
San Francisco
KNX-AM/FM
Los Angeles

Charter Broadcasting, Inc.

KSLO
St. Louis
KCBO-AM/FM
San Diego
KIOI
San Francisco

Communications Properties, Inc.

KFGO
Fargo

Community Eugene Broadcasting Corp.

KEED
Eugene

Continental Broadcasting

KGNR/KCTC
Sacramento
WPXI
New York

Cox Broadcasting Corp.

WSB-AM/FM
Atlanta
WLIF
Baltimore
WSOC-AM/FM
Charlotte, NC
WHIO-AM/FM
Dayton
KFI/KOST
Los Angeles
WIOD/WAIA
Miami
WWSH
Philadelphia

Curt Gowdy Broadcasting Corp.

WCCM/WCQY
Lawrence/
Manchester

Davis & Weaver Broadcasting

KWIZ-AM/FM
Santa Ana/
Los Angeles
KLOK
San Jose

D & E Broadcasting Co.

KEDA
San Antonio
KCCT
Corpus Christi

Doubleday Broadcasting Co., Inc.

KPKE
Denver
KWK-AM/FM
St. Louis
KDWB-AM/FM
Minneapolis
WLLZ
Detroit

Empire Broadcasting Corp.

KAHI/KHYL
Auburn/
Sacramento
KLIV/KARA
San Jose

Fairfield Broadcasting Co.

WOLR
Kalamazoo
WILP/WNCW
Lexington

Fetzer Broadcasting Co.

WJFM
Grand Rapids

Forest Group

KDON-AM/FM
Salinas

Gannett Co., Inc.

KPRZ/KIIS
Los Angeles
KSDO/KEZL
San Diego
WJYW
Tampa
WVON/WGCI
Chicago
WCZY
Detroit
KSD-AM/FM
St. Louis
WWWE/WDOX
Cleveland

General Broadcasting of Connecticut, Inc.

WSCR/WPLR
New Haven

General Electric Broadcasting Co., Inc.

KFOG
San Francisco
KOA/KOAO
Denver
WJIB
Boston
WGY/WGFM
Albany

Golden West Broadcasters

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Los Angeles
KSFO
San Francisco
KVI/KPLZ
Seattle
WCXI/WTWR
Detroit
KEX/KOFM
Portland

Greater Media, Inc.

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Los Angeles
WGAY-AM/FM
Washington, DC
WHND/WMJC
Detroit
WPEN/WMCK
Philadelphia
WMJX
Boston

Great Trails Broadcasting Corp.

WING/WJAI
Dayton

Gulf Broadcasting Group

WJMD
Washington, DC
WOAL
Cleveland
WKLS-AM/FM
Atlanta

Guy Gannett Broadcasting Services

WINZ-AM/FM
Miami
KSTT/WXLP
Quad Cities

Harris Group

WACO/KHOO
Waco

Harte-Hanks Radio, Inc.

KMJK
Portland, OR

Hearst Broadcasting Group

WTAE/WXKX
Pittsburgh
WISN/WLPX
Milwaukee

Heftel Broadcasting Corp.

WLUP
Chicago

Hicks Communications, Inc.

KIXX
Dallas

Hubbard Broadcasting, Inc.

KOB-AM/FM
Albuquerque

Infinity Broadcasting Corp.

KOME
San Jose
WIVY
Jacksonville

WBCN
Boston
WJIT/WKTU
New York
WYSP
Philadelphia

Inner City Broadcasting Corp.

KRE/KBLX
San Francisco
KGFJ/KUTE
Los Angeles

Insilco Broadcast Group

WELI
New Haven
WGSO/WOUE
New Orleans
KTOK/KJYO
Oklahoma City
WVCG/WYOR
Miami

Jefferson-Pilot Broadcasting

WBT/WBCY
Charlotte

Katz Broadcasting

WEZN
Bridgeport

King Broadcasting Co.

KREM-AM/FM
Spokane

Lone Star Broadcasting Co.

KHEY-AM/FM
El Paso

Mariner Communications, Inc.

WITS
Boston
KBEO
Kansas City

McCormick Communications, Inc.

WJYE
Buffalo

Meredith Broadcasting

WOW/KEZO
Omaha
KCMO/KCEZ
Kansas City

Metroplex Communications of Tampa Bay, Inc.

KEZK
St. Louis



Many Thanks.

Mid America Media

KKLR
Oklahoma City

Midwest Radio Co.

KQWB-AM/FM
Fargo
WEBC
Duluth

Midwest Television, Inc.

KFMB-AM/FM
San Diego

Mooney Broadcasting Corp.

WERC/WKXX
Birmingham
WMAK-AM/FM
Nashville
WMYU
Knoxville

Multimedia Broadcasting Co.

WEZW
Milwaukee

Nationwide Communications Inc.

WPOC
Baltimore
WGAR/WKSW
Cleveland
WNCI
Columbus
WSHH
Pittsburgh
WLEE
Richmond
WKZL
Greensboro

Oble Broadcasting Corp.

KAYO
Seattle

Outlet Broadcasting Co.

WDBO-AM/FM
Orlando
WIOO
Philadelphia
WSNE
Providence
WTOP
Washington, DC

Palmer Communications

WHO/KLYF
Des Moines

Park Broadcasting

KWJJ/KIB
Portland

KRSI/KJJO
Minneapolis

Phalen (Western Cities)

KNST/KROQ
Tucson
KMJJ/KLUC
Las Vegas

Pioneer

KFOD
Anchorage

Price Broadcasting

KROW
Reno

Rollins, Inc.

KDAY
Los Angeles

Rounsaville

WJYW
Tampa

Sandusky Newspapers, Inc. Radio Division

KWFM
Tucson
KEGL-FM
Dallas

Sconnix Group Broadcasting, Inc.

WCMF
Rochester

Scripps-Howard Broadcasting Co.

KMEO-AM/FM
Phoenix
WBSB-FM
Baltimore
WMC-AM/FM
Memphis

SJR Communications, Inc.

KLVU
Dallas

Stauffer Communications, Inc.

KRNT/KRNO
Des Moines

Sudbrink Broadcasting of Florida

WNWS
Miami

Summit Communications, Inc.

WCOA/WJLO
Pensacola

WREC/WZXR
Memphis

Sunbelt Communications, LTD

KFYE
Fresno

Taft Broadcasting Co.

WKRC/WKRO
Cincinnati
WTVN/WLVO
Columbus
KQV/WDVE
Pittsburgh
WGR/WGRO
Buffalo
WDAE/WYNF
Tampa
WDAF/KYYS
Kansas City

Tichenor Radio Group

KCOR/KOXT
San Antonio
KUNO
Corpus Christi
KGBT/KELT
McAllen/
Brownsville

Viacom International, Inc.

KDIA
San Francisco
WMZO
Washington, DC
WDIA/WRVR
Memphis
KIKK-AM/FM
Houston
WLAK
Chicago
WKHK
New York

Westinghouse Broadcasting Co.

WBZ-AM
Boston
WIND
Chicago
KFWB
Los Angeles
WINS
New York
KYW
Philadelphia
KDKA/WPNT
Pittsburgh
KOAX
Dallas
KJOY
San Diego
KOSI
Denver

WROK, Inc.

WROK/WZOK
Rockford

Additional Stations with Five-Year Contracts

KDAL
Duluth
KDON-AM/FM
Seaside/
Salinas/
Monterey
KEBC
Oklahoma City
KEZR
San Jose
KEZW
Denver
KEZY-AM/FM
Anaheim/
Santa Ana/
Garden Grove
KFRE/KFRY
Fresno
KFOD
Anchorage
KCMS/KSFM
Sacramento
KIFM
San Diego
KIKF
Anaheim/
Santa Ana/
Garden Grove
KIOU
Corpus Christi
KIWW
McAllen/
Brownsville
KLTE
Oklahoma City
KMBY
Salinas
KMPX
San Francisco
KNCN
Corpus Christi
KOKY/KLAZ
Little Rock
KOMO
Seattle
KPRC
Houston
KRDO-AM/FM
Colorado Springs
KRLA
Los Angeles
KTAR/KKLT
Phoenix
KTRS
Casper
KYNO-AM/FM
Fresno
KXEW
Tucson
KXLY-AM/FM
Spokane
WBEN-AM/FM
Buffalo
WCRT/WQEZ
Birmingham

WEAN
Providence

WEAZ
Philadelphia
WENN-AM/FM
Birmingham

WGEE/WIXX
Green Bay

WHJJ/WHJY
Providence

WHP-AM/FM
Harrisburg

WHUR
Washington, DC

WILS-AM/FM
Lansing

WTHI-AM/FM
Terre Haute

WOKI
Knoxville

WTMJ/WKTI
Milwaukee

WSLR/WKDD
Akron

WWDC-AM/FM
Washington, DC

WXYR
Columbia, SC

Groups with Multi-Year Contracts

Affiliated Broadcasting, Inc.

KRAK/KEWT
Sacramento
KMPS-AM/FM
Seattle
WHYN-AM/FM
Springfield
WOKV/WAIV
Jacksonville

Air Waves, Inc.

WLCS/WOXY
Baton Rouge

Allbritton Communications Inc.

KRKR/KFKF
Kansas City

All-Pro

WAWA/WLUM
Milwaukee

Amaturo Group, Inc.

KMJM
St. Louis
KMJO
Houston
WFTL/WWJF
Ft. Lauderdale

Associated Communications Corp.

WWOL/WACJ
Buffalo

WPXN/WPXY
Rochester
WSTV/WRKY
Steubenville
WRCP/WSNI
Philadelphia

Bahakel Broadcasting

KXEL/KCNB
Waterloo
WDOD-AM/FM
Chattanooga

Bamco Group

WLVA
Lynchburg

Baton Rouge Broadcasting Co., Inc.

WJBO/WFMF
Baton Rouge
KRCV
McAllen

Beck-Ross Communications, Inc.

WKTZ-AM/FM
Jacksonville
WHCN
Hartford
WKMF/WGMZ
Flint
WBLI
Nassau/
Suffolk

Behan Broadcasting Co.

KCEE
Tucson
KCEY/KMIX
Modesto

Bell Communications

WDOO
Daytona Beach

Bloomington Broadcasters

WJBC/WBNO
Bloomington
WJCW/WOUT
Johnson City

Bluegrass Broadcasting, Co., Inc.

WHOO-AM/FM
Orlando
WVOC
Columbus, GA
WWSA/WCHY
Savannah
WVLK-AM/FM
Lexington

Brennan Properties, Inc.

WBAM-AM/FM
Montgomery
WRKK
Birmingham

Many Thanks.

Broadcast Associates of Nevada, New Mexico & Texas

KKJY
Albuquerque
KSET-AM/FM
El Paso

Broadcast Enterprises National, Inc.

WPDQ/WFYV
Jacksonville
WCIN/WOKV
Cincinnati
WTLG
Indianapolis

Broadcast Management

WNDB/WWLV
Daytona Beach
WRKR
Milwaukee

Brown

KCNN/KGB
San Diego
KXOA-AM/FM
Sacramento

Buckley Broadcasting Corp. of Conn.

WDRG-AM/FM
Hartford
WSEN-AM/FM
Syracuse

Buck Owens Broadcasting, Inc.

KNIX-AM/FM
Phoenix

Burroughs Broadcasting Co.

KRZY/KRST
Albuquerque

Capitol Broadcasting Co., Inc.

KMAC/KISS
San Antonio

Capitol Broadcasting Corp.

WKSJ-AM/FM
Mobile
WRKA
Louisville
WCAW/WVAF
Charleston, WV

Capital Cities Communications, Inc.

WROW-AM/FM
Albany
WPRO-AM/FM
Providence

WPAT-AM/FM

New York
WJR-AM/FM
Detroit
KZLA-AM/FM
Los Angeles
WKBW
Buffalo
WBAP/KSCS
Dallas/
Ft. Worth
WKHX
Atlanta

Clear Channel Communications

WOAI/KAJA
San Antonio
KMOD-AM/FM
Tulsa

CCLA Communications, Inc.

KJOI
Los Angeles
KKUA/KOMQ
Honolulu

Circe Communications, Inc.

WEBN
Cincinnati
WOMF
Louisville

Colonial Broadcasting Co., Inc.

WLWI
Montgomery
WOWW
Pensacola

Columbia Pictures Industries Communications

KCPX-AM/FM
Salt Lake City
WWVA/WCPJ
Wheeling

Command Broadcast Group

WINR
Binghamton, NY

Communications Properties, Inc.

WNFL
Green Bay

Community Eugene Broadcasting Corp.

KGA/KDRK
Spokane

Continental Broadcasting

WGN
Chicago
WICC
Bridgeport

Cosmos Broadcasting Corp.

WIS
Columbia, SC
WSRZ
Sarasota

Davis & Weaver Broadcasting

KARM/KFIG
Fresno

Deer River Broadcasting Group

WRUN/WKGW
Utica

Donrey Media Group

KOCM
Anaheim

Doubleday Broadcasting Co., Inc.

WAVA
Washington, DC

Eastern Broadcasting Corp.

WRKZ
Harrisburg

Eastman Radio, Inc.

WYNZ-AM/FM
Portland, ME
WIBX/WIBQ
Utica
WAPE
Jacksonville

Elyria-Lorain Broadcasting Co.

WMEL
Melbourne
WELE
Daytona Beach

Entercom

KBRG
San Francisco
WAYL-AM/FM
Minneapolis
WEEP/WDSY
Pittsburgh
KTAC/KBRD
Seattle

EZ Communications, Inc.

WEZB
New Orleans
WEZC
Charlotte, NC

WBZZ

Pittsburgh
WEZR
Washington, DC
WEZS
Richmond

Fairfield Broadcasting Co.

WEZV
Ft. Wayne

Fetzer Broadcasting Co.

WKZO
Kalamazoo

Firstcom Corp.

KSSN
Little Rock

First Media

WUSN
Chicago

Forward Communications Corp.

WKQE/WBGM
Tallahassee
WKAU-AM/FM
Appleton
KWLO/KFMW
Waterloo

Fuller-Jeffrey Group

KCCY
Pueblo
WBLM
Portland, ME

Gaylord Broadcasting Co.

KYTE/KLLB
Portland, OR
WKY
Oklahoma City

GCC Communications, Inc.

WHUE-AM/FM
Boston
WIFI
Philadelphia

General Broadcasting of Florida

WHLY
Orlando

General Electric Broadcasting Co., Inc.

WSIX-AM/FM
Nashville

George C. Hatch Group

KGEM/KJOT
Boise
KGHL/KIDX
Billings
KALL-AM/FM
Salt Lake City

The Gilcom Stations

WFBG-AM/FM
Altoona
WEIR
Steubenville

Golden Pacific Group

KCVR/KWIN
Lodi/
Stockton

Golden Triangle Radio, Inc.

WJET
Erie
WHOT/WSRD
Youngstown

Greater Media, Inc.

WGSM/WCTO
Nassau/
Suffolk

Great Trails Broadcasting Corp.

WCII/WKJJ
Louisville
WCOL/WXGT
Columbus, OH
WMKE/WBCS
Milwaukee

Group One Broadcasting Co.

KLZ/KAZY
Denver
WAKR/WAEZ
Akron
WONE/WTUE
Dayton
KBOX/KMEZ
Dallas

Gulf Broadcasting Group

WVOJ
Jacksonville
WNDE/WFBQ
Indianapolis
KTXQ
Dallas
KRLY
Houston

Guy Gannett Broadcasting Services

WGAN-AM/FM
Portland, ME
KOFM
Oklahoma City

Hall Communications, Inc.

WLPA/WNCE
Lancaster

Harris Enterprises, Inc.

KTOP/KDVV
Topeka
KSEL
Lubbock

Harte-Hanks Radio, Inc.

WSGN
Birmingham
KOY/KOYT
Phoenix
WNSI/WRBO
Tampa
WRVA/WRVO
Richmond
WEZI
Memphis
KULF/KYND
Houston

Heffel Broadcasting Corp.

KSSK/KULA
Honolulu
WIKS
Indianapolis
WYYS
Cincinnati
WXKS-AM/FM
Boston

Henson Broadcasting

KISO/KLOZ
El Paso
WAVG/WLRS
Louisville

Hicks Communications, Inc.

KLVI/KYKR
Beaumont

Housatonic Valley Broadcasting Co., Inc.

WRKI
Bridgeport
WKPT
Johnson City

Hubbard Broadcasting, Inc.

WGTO
Lakeland

Hudson Broadcasting Corp.

KORS-AM/FM
Minneapolis
WCMB/WFSM
Harrisburg



Many Thanks.

WWOM-AM / FM
Madison

Inner City Broadcasting Corp.

WLBS
Detroit
WLIB / WBLS
New York

Jefferson-Pilot Broadcasting Co.

WGBS / WLYF
Miami
WQXI-AM / FM
Atlanta
WBIG
Greensboro
WWIL / WHSL
Wilmington, NC

Jim Gibbons Radio

WFIR / WPVR
Roanoke

John Walton Stations

KIDD / KLRB
Salinas
KDJW / KBUY
Amarillo

Josephson International, Inc.

WNIC-AM / FM
Detroit
WNOR-AM / FM
Norfolk

Katz Broadcasting

WZZK
Birmingham

Kaye-Smith Radio

KISW
Seattle
KXL-AM / FM
Portland, OR
KJRB / KEZE
Spokane

Kilbro Broadcasting Corp.

KFIV-AM / FM
Modesto
KTOM / KWYT
Salinas

King Broadcasting Co.

KYA / KLHT
San Francisco

Knight Quality Group Stations

WSRS
Worcester

WGIR-AM / FM
Manchester

KWTX Broadcasting Co.

KWTX-AM / FM
Waco

Liggett Broadcast Group

WHNN
Saginaw
WLOL
Minneapolis
WZZR
Grand Rapids

Lin Broadcasting Corp.

WIL-AM / FM
St. Louis
WBBF / WMJO
Rochester
KILT-AM / FM
Houston
WEMP / WMYX
Milwaukee

Lone Star Broadcasting Co.

KPUR
Amarillo
KITE
Corpus Christi

Long Island Radio Co.

WBAB
Nassau / Suffolk

Lubbock Broadcasting Co., Inc.

KEND / KLLL
Lubbock

Lotus Communications Corp.

KTKT / KLPX
Tucson
KENO / KOMP
Las Vegas
KONE / KOZZ
Reno
KVAR
San Antonio

M3X Corp.

KBOY-AM / FM
Medford

Malrite Communications, Inc.

KEEY-AM / FM
Minneapolis
WNYR / WEZO
Rochester
WHK / WMMS
Cleveland
WZUU-AM / FM
Milwaukee

KNEW / KSAN
San Francisco

Mann Media

WKIX / WYYD
Raleigh
WOKX / WGLD
Greensboro

Mariner Communications, Inc.

WLW / WSKS
Cincinnati

Matthias Enterprises

KOOK-AM / FM
Billings
KYJC
Medford

McClatchy Broadcasting Co.

KMJ / KNAX
Fresno
KBEE-AM / FM
Modesto
KOH / KNEV
Reno
KFBK / KAER
Sacramento

Metromedia

WCBM
Baltimore
WMET
Chicago
KRLD
Dallas
WOMC
Detroit
KHOW / KPKE
Denver
KLAC / KMET
Los Angeles
WNEW-AM / FM
New York
WIP / WMMR
Philadelphia
WASH
Washington, DC
WWBA
Tampa

Metroplex Communications of Tampa Bay, Inc.

WCKX
Tampa
WHTT / WHYI
Miami / Ft. Lauderdale

Mid America Media

WIRE / WXTZ
Indianapolis
KBEZ
Tulsa

Mid Continent Broadcasting

KELO
Sioux Falls

Mido Communications
WKRZ-AM / FM
N.E. Pennsylvania

Mission Broadcasting Co.

KONO / KITY
San Antonio

Mutual Broadcasting System

WHN
New York
WCFL
Chicago

NBC

WNBC / WYNY
New York
WRC / WKYS
Washington, DC
WMAQ / WKQX
Chicago
KNBR / KYUU
San Francisco

Newhouse Broadcasting Co.

WSYR-AM / FM
Syracuse
WAPI-AM / FM
Birmingham
WTPA
Harrisburg

Nininger

WFHG
Johnson City

NOE Enterprises

WNOE-AM / FM
New Orleans

Oble Broadcasting Corp.

KUGN-AM / FM
Eugene
KAYO
Seattle

Ocean Coast Properties

WPOR-AM / FM
Portland, ME
WFEA
Manchester

Outlet Broadcasting Co.

KIQO
Los Angeles

Pacific Northwest Broadcasting Corp.

KPNW-AM / FM
Eugene
KCMX / KKIC
Medford
KBOI-AM / FM
Boise
KKIC
Boise

Palmer Communications
WOC / KIJK
Davenport

Park Broadcasting

KEZX
Seattle
WNCT-AM / FM
Greenville
WNAX
Sioux Falls
WDEF-AM / FM
Chattanooga
WTVR-AM / FM
Richmond
WZZK
Birmingham

Patten Communications

WNJY
W. Palm Beach
WJXQ
Lansing

Phalen (Western Cities)

KZAP
Sacramento
KZZP-AM / FM
Phoenix

Plough Broadcasting Co., Inc.

WPLO / WVEE
Atlanta
WCAO / WXYV
Baltimore
WJJD / WJEZ
Chicago
WSUN / WQXM
Tampa
WMLX / WUBE
Cincinnati

Price Broadcasting

KKRD
Wichita

Radio Colorado Springs, Inc.

KSSS
Colorado Springs
KICT
Wichita
KBMY
Billings
KRKE / KWXL
Albuquerque
KYNR
Pueblo

Radio Corpus Christi, Inc.

KEYS / KZFM
Corpus Christi
WDJX
Dayton
WKSJ
Ft. Wayne

Reams Broadcasting

WCWA / WIOT
Toledo
WWMN / WWCK
Flint

Regional Broadcasters Group

WAMT / WAJX
Melbourne
WQXT / WGRD
Grand Rapids
WPIC / WYFM
Youngstown

RKO

WOR / WRKS
New York
WGMS-AM / FM
Washington, DC
WRKO / WROR
Boston
KHJ / KRTH
Los Angeles
KFRC
San Francisco
WHBO
Memphis
WFYF
Chicago
WAXY
Ft. Lauderdale

Robert Ingstad Broadcasting

WTNT / WLWV
Tallahassee

Rollins, Inc.

WAMS
Wilmington, DE
WRAP
Norfolk
WCHS / WBES
Charleston, WV

Rounsaville of Cincinnati, Inc.

WLOF / WBWJ
Orlando
WSNY / WAIV
Jacksonville

Rust Communications Group, Inc.

WPTR / WFLY
Albany
WHAM / WHFM
Rochester
WAEB / WXXW
Allentown
WNOW / WQXA
York
WRNL / WRXL
Richmond

Sandusky Newspapers, Inc. Radio Division

KDJO / KDKB
Phoenix
KBPI / KNUS
Denver

Many Thanks.

KRZY / KRST
 Albuquerque
KSFI
 Salt Lake City
KSON-AM / FM
 San Diego
KSMB / KXRW
 Lafayette
KSPO
 Spokane
KTEZ
 Lubbock
KTMT
 Medford
KTNT / KNBO
 Seattle/
 Tacoma
KTRH / KLOL
 Houston
KTWO
 Casper
KTXR
 Springfield, MO
KUKQ / KUPD
 Phoenix
KUTI / KUEZ
 Yakima
KVOL
 Lafayette, LA
KWBZ
 Denver
KWMS
 Salt Lake City
KXA / KYYY
 Seattle/
 Tacoma
KYST
 Houston
KYXY
 San Diego
KZAN
 Salt Lake City
KZIP / KYTX
 Amarillo
KORD / KZZK
 Richland
WAFB
 Baton Rouge
WALK
 Nassau/
 Suffolk
WAMO
 Pittsburgh
WAMV
 Lynchburg
WANM / WGLF
 Tallahassee
WANS
 Greenville
WAOX
 Syracuse
WAVZ
 New Haven/
 West Haven

WAYS
 Charlotte/
 Gastonia
WAZZ
 Greenville/
 New Bern
WBBG / WWWM
 Cleveland
WBBO
 Augusta, GA
WBHP
 Huntsville
WBNS
 Columbus, OH
WBOW / WBQQ
 Terre Haute
WCCC
 Hartford
WCCO-AM / FM
 Minneapolis/
 St. Paul
WCHB / WJZZ
 Detroit
WCKS
 Melbourne/
 Titusville/
 Cocoa
WCMS-AM / FM
 Norfolk/
 Portsmouth/
 Newport News
WCOS
 Columbia
WCSC
 Charleston
WDAK / WEIZ
 Columbia, GA
WDEL / WSTW
 Wilmington
WDNC / WDCG
 Raleigh
WDSD
 Wilmington, DE
WDSM / KZIO
 Duluth/
 Superior
WDUZ-AM / FM
 Green Bay
WEAL / WOMG
 Greensboro/
 High Point/
 Winston Salem
WEEU
 Reading
WEEX / WOOO
 Allentown/
 Bethlehem/
 Easton
WENE / WMRV
 Binghamton
WERE / WGCL
 Cleveland
WERU / WMAD
 Madison
WESC
 Greenville/
 Spartanburg

WEST / WLEV
 Allentown/
 Bethlehem/
 Easton
WEZG-AM / FM
 Syracuse
WFDF
 Flint
WFBR / WBKZ
 Baltimore
WFLB
 Fayetteville
WFMJ
 Youngstown/
 Warren
WFMR
 Milwaukee
WFMZ
 Allentown
WFNC
 Fayetteville
WFTC
 Greenville/
 New Bern
WGER
 Saginaw
WGH-AM / FM
 Norfolk/
 Portsmouth/
 Newport News
WHAS / WAMZ
 Louisville
WHLI
 Nassau/
 Suffolk
WHUM
 Reading
WIGY
 Portland
WIIN / WFPG
 Atlantic City
WITN-AM / FM
 Greenville/
 New Bern
WJAC-AM / FM
 Johnstown
WJDX / WMSI
 Jackson, MI
WJMW / WZYP
 Huntsville
WJPC
 Chicago
WKAT
 Miami/
 Ft. Lauderdale/
 Hollywood
WKBN-AM / FM
 Youngstown
WKBR
 Manchester/
 Nashua
WKLC-AM / FM
 Charleston
WKKO-AM / FM
 Duluth/
 Superior
WKMI
 Kalamazoo
WKOP / WAAL
 Binghamton

WKRG-AM / FM
 Mobile
WKTK
 Baltimore
WLAP
 Lexington
WLCF
 Wilmington, NC
WLOK
 Memphis
WLOS
 Asheville
WMAS
 Springfield
WMBM
 Miami
WMCX
 Portland
WMHE
 Toledo
WMID / WGRF
 Atlantic City
WNDR / WNTQ
 Syracuse
WNOK
 Columbia, SC
WOHO / WXEZ
 Toledo
WOLF
 Syracuse
WOMP
 Wheeling
WOND / WMGM
 Atlantic City
WPCE / WOWI
 Norfolk
WPEX / WWDE
 Norfolk/
 Portsmouth/
 Newport News
WPFR
 Terre Haute
WPNX
 Columbia, GA
WQBK-AM / FM
 Albany/
 Schenectady/
 Troy
WOIK
 Jacksonville
WRCO
 Hartford
WRHC
 Miami/
 Ft. Lauderdale/
 Hollywood
WRNG
 Atlanta
WROV
 Roanoke
WRWC
 Rockford
WSAM / WKCO
 Saginaw
WSFL
 Greenville/
 New Bern
WSGA
 Savannah

WSLI / WXLY
 Jackson
WSPA
 Greenville/
 Spartanburg
WSRF / WSHE
 Miami/
 Ft. Lauderdale/
 Hollywood
WSTV
 Steubenville
WTAR / WLTY
 Norfolk/
 Portsmouth/
 Newport News
WTHB
 Augusta, GA
WTIC-AM / FM
 Hartford/
 New Britain
WTLB / WRCK
 Utica/
 Rome
WTRY
 Albany
WTWN / WLIV
 Grand Rapids
WUTO / WOUR
 Utica/
 Rome
WVAM / WPRR
 Altoona
WVIC-AM / FM
 Lansing
WVNI-AM / FM
 New York
WVOL
 Nashville
WVOR
 Rochester, NY
WWCM / WBDJ
 Terre Haute
WWCT
 Peoria

WWEE / WLVS
 Memphis
WWL
 New Orleans
WWLF
 Tampa
WWOM
 Albany/
 Schenectady/
 Troy
WWTC
 Minneapolis
WWYZ
 Hartford/
 New Britain
WXLK
 Roanoke
WXOK
 Baton Rouge
WXRT
 Chicago
WYBR
 Rockford
WYDE
 Birmingham
WYLD
 New Orleans
WYNK
 Baton Rouge
WZAK
 Cleveland
WZID
 Manchester
WZZC
 Davenport/
 Rock Island/
 Moline
WZZO
 Allentown/
 Bethlehem/
 Easton
XTRA
 Tijuana/
 San Diego

Many thanks to all
 Arbitron clients for
 their continued
 support.



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DEAR DIARY

Arbitron is changing you again to make you more effective.

The Arbitron summer diary will have a new look this year—one that no doubt will affect future ratings books.

A new category, "In a Car" will distinguish in-car listening from the more general "Away from Home" category with which it formerly was lumped. A new question in the demographics section asks respondents to relate the number of hours they work outside the home.

The changes are the by-products of ongoing research. The two were tested in Cleveland, Los Angeles, Miami, Tampa-St. Petersburg and Washington, D.C. last spring. All five markets have a reputation for call letter mix-ups by diarykeepers. The test groups were similar to the actual respondent groups, but their diaries were not used in the market reports.

The results were just what Arbitron had hoped for. The changes gave the diarykeepers a better idea of what Arbitron wanted to

4 Please check () the box that applies to you.

I work away from home.

Hours I usually work per week away from home

(check one): **Less** **30 or**
 than 20 **20-29** **more**

 1 **2** **3**

I do not work away from home.

Arbitron's English version adds new question referring to work outside the home.

know. The bottom line: less diary editing for Arbitron.

The last time Arbitron significantly altered the diaries was last year when it added the AM/FM check-off box.

The newest test project in the works involves the premiums paid to diarykeepers. Currently they receive from 50¢ to \$5. The latest idea is to offer gifts instead of money. The test items include key rings, pens with digital timepieces and donations to charities designated by the diarykeepers.

Place		
Lugar		
Check one ()		
Marque una ()		
Away from home		
Fuera de su casa		
At home	In a car	Some other place
En su casa	En un auto	En otro lugar

Arbitron's new bilingual diary now records "In A Car" listening and "Away From Home" as two separate categories.

HEFTEL FOLLIES

The Heftel Broadcasting Company has had almost as many rough times as its namesake, Cecil Heftel, has rough points.

Cecil is a talented, driven, highly successful entrepreneur who years ago sought to be the representative from Hawaii and won. He's been winning ever since.

He's a broadcasting fanatic who through his family interests and highly respected Washington communications attorney Jason Shrinsky, has reassembled another radio group. Cecil sold off some of his previous radio group unloading stations in Pittsburgh and Miami. He kept his Honolulu properties, KSSK/KULA, as a base station.

Several years ago he asked Shrinsky to build another broadcasting empire. He did. But, the

empire is apparently crumbling. Heftel bought the properties when interest rates were excessively high. The company reportedly fell on hard times when the payments became too large.

At first the strategy was thought to be—sell one major station to relieve the company of the bank debts. They shopped around for someone to buy WYYS, Cincinnati. Then WIKS, Indianapolis. Finally Heftel executive and WXKS, AM/FM, Boston General Manager Rich Balsbaugh apparently bought the Boston stations for \$15 million.

When another Heftel manager, John Piccirillo, tried to purchase WYYS in Cincinnati, he couldn't raise the funds. Felt Heftel was being unreasonable about giving him time to get his investors together. The whole thing wound

up in a \$10.2 million lawsuit—not for that, but for alleged breach of contract.

Piccirillo fell into the bad graces of Heftel. No one really knows why. WYYS took a nosedive in the spring, 1981 Arbitrons (4.1 to 2.5). The ratings increased to a 5.5 in the fall book, but he was fired in the middle of it.

Heftel has been known to be quite vocal on the telephone with managers not long for this world. Cecil gets very much involved when he feels his stations are underperforming.

Now it appears that WIKS, Indianapolis has been sold for under \$3.5 million. Communicom Corporation of America's Ken Palmer reportedly showed some interest, but thought the original \$5 million price was too excessive.

WLUP, Chicago is now sup-

posedly up for sale. Heftel denies it.

When former president Tom Hoyt left, KSSK/KULA, Honolulu General Manager Earl McDaniel was assigned to oversee Chicago and Indianapolis. Rich Balsbaugh was to look after Boston and Cincinnati. Now Cecil Heftel appointed Rich Balsbaugh as President overseeing all properties except Honolulu. Rich claims to have right of first refusal should Heftel decide to sell.

It appears Cecil Heftel is cashing in his chips for the second time. He looks to Jason Shrinsky to get him out of the markets that he asked Shrinsky to get him into.

A more colorful and exciting man, the industry may not know when Heftel gets out of the broadcast group ownership business. He's no dummy. If and when Shrinsky sells the group, it'll no doubt be at a nice profit and his money problems will be over, the red ink eradicated. The Empire strikes black.

"KO-ED" AT RKO

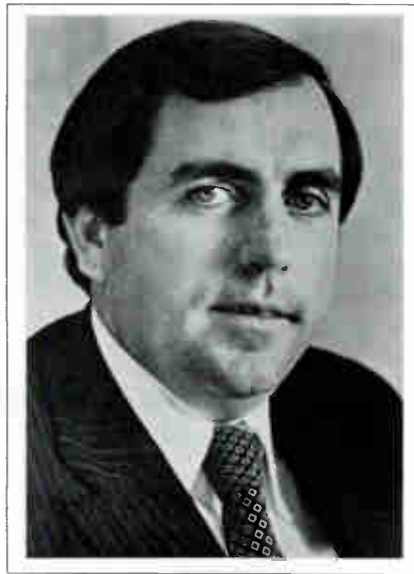
Friday, May 30, RKO President Bob Williamson walked into Rick Devlin's WOR office in Manhattan and told him that he was through. The reason was said to be bottom line oriented. Not that Devlin was not making a lot of money for WOR as its general manager, but that his costs were excessive. Devlin knew he was through when he apparently began to explain and soon got the message that no explanation was necessary.

Williamson didn't even have a replacement for Devlin at the time, so speculation around the industry was rampant that either they had a personality conflict or that there was some illegality. There was no illegality, but it's hard to be sure about the chemistry between one of RKO's most flamboyant general managers and Williamson.

Devlin must be credited with

making WOR what it is today. It's an AM station which is rated number one in total audience in the nation's largest city. It didn't happen by tampering with the format. Devlin took over six years ago and soon realized that the station had to be rejuvenated. But, he resisted the temptation to dismantle the station which for years has been very delicately positioned in the minds of its listeners. Before Devlin, WOR was the "Talk of New York." After Devlin, it was known as the "Heart of New York."

Devlin wasn't afraid to spend the money to make money. He put a fortune into setting up the annual "Live From London" broadcast week where he transported his staff overseas. But, he claims big profits as well and a lot of good international feeling.



Former WOR, New York Vice President/General Manager Rick Devlin.

How could it be that the architect of WOR's modern era could fall victim to a corporate firing. Especially being fired over a high budget that Williamson himself approved. And, if Devlin was so good and the station made so much profit, why wasn't Williamson willing to put him on notice to conform. It may come right down to personality.

It is said that radio is a personality business, but usually the reference is to on-air talent and not the boss.

REVOLTING DEVELOPMENT

Never count Arbitron out. A massive revolt of radio stations against its price structure has brought it nothing but negative trade press publicity and detractors prematurely licking their chops that Arbitron is ready to get what it deserves. But no.

They came up with an idea to buy a six-page spread in the most influential trade publications to thank their many clients for renewing their contracts. As you might expect, Arbitron took the space to name names. And it reads like a who's who.

After all, even when Arbitron is losing client stations, they boast of higher than usual renewal rates. They estimate 93 percent. Ninety percent is supposed to be their annual rate. The fact that Arbitron can amass such a large assault on the consciousness of the radio industry shows that they are still very much in the driver's seat when it comes to ratings. The vocal few can complain all they want to but what a tremendous way to get your point across—six-page spreads in the major trades.

Can you ever imagine Tom Birch doing it? Can you ever imagine Tom Birch paying for it?

Like it or not, it turns out to be a shrewd way to make a very serious point. No matter how much publicity is given to dissidents unhappy with Arbitron's new rate structure, the vast majority is renewing apparently at record pace.

It may seem like a revolting development to the radio executives trying to deal Arbitron a blow, but it's just good public relations. Plain and simple. Even if Arbitron is the only company which could afford the price tag.

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Bunk Robinson
GENERAL MANAGER
KIS'N - SALT LAKE CITY

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IN SUCH IMPORTANT
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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.

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

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GOING UP

Sunbelt Communications President Terry Robinson loves to joke about how he used to be able to stand by elevator doors during NAB conventions and pick up interesting conversation without anyone ever noticing him. It's true some people don't care about hanging around elevators at conventions, but Robinson obviously knows where the action is. Even an American Express Card won't make Robinson well-known to the radio industry, because frankly, he likes it that way. Colleagues Bill Moyes and Dwight Case are familiar faces and that's the way Terry Robinson wants to keep it.

Robinson met Moyes while attending Dartmouth University Graduate School in the early 1970s. One day Robinson wandered outside his room at Tuck Hall dormitory long enough to meet his neighbor Bill Moyes. As a Dartmouth undergrad, Terry studied political science. Bill's forte was economics and math. Today Terry's industry political skills are the best and Bill's math must be right because the company has been very successful.

Terry never knew Bill at undergraduate school, but knew of him as that "famous" radio personality at WDCR, Hartford. At grad school Robinson took the finance route while Bill studied marketing. They dreamed together of being entrepreneurs, and always the business they were dreaming about was radio. "We both felt we had to gain some experience first before we could plan our business together," says Robinson.

Robinson joined Miller Brewing Company as branch manager/marketing upon his 1972 graduation. Moyes worked for KGW, Portland, and later for Jim Hilliard at Fairbanks before joining Metromedia's WDHF (now WMET), Chicago. One day he answered a blind newspaper ad that turned out to be for Frank Magid in radio research. He kept in touch with



Dartmouth classmates Bill Moyes (left) and Terry Robinson formed the genesis of one of radio's most fascinating entrepreneurial ventures.

Robinson through the years, talking about future radio ownership and perhaps even owning a corporation someday. Their dreams were realized when on April Fools Day (as Terry loves to relate) in 1976, they went into business.

The pair purchased KFLY/KBAY, San Luis Obispo, CA by raising money through private sources. They put down \$165,000 although the full asking price was \$585,000 for both facilities. Moyes was still with Magid and at this point was just a stockholder who advised Robinson and newest team member Mike Hesser. Hesser had been with WDAI, Chicago (now WLS-FM) in sales.

There was Robinson with no real hands-on experience in radio running the two stations as general manager. With the help of Hesser and Moyes, coupled with his marketing experience from Miller, Robinson was able to grasp the business. And he loved it.

Bill envisioned the business from an operational background. Terry looked after the investment

opportunities. He says he "knew every lyric to every song, so it was a labor of love to a certain extent."

"We operate with a tremendous amount of mutual respect," says Robinson, "We have the same objectives of what we are trying to build. Interestingly enough, the business stream evolved into a friendship rather than a friendship evolving into a business."

Bill Moyes founded "The Research Group" in July, 1977 which allowed him to get fully into his own area of expertise. Moyes left Magid which would have been a competitor.

The Research Group rocketed to success picking up clients quickly, soon reducing Magid to little more than a television and publications research company. Magid was not one who showed a great deal of affection for the radio industry.

Sunbelt now owns KQEO/KZZX, Albuquerque; KVOR/KSPZ, Colorado Springs; KFYE, Fresno and KLNK, Oklahoma

City (recently sold to Zumma Broadcasting pending FCC approval).

These guys think big. They hired Dwight Case away from RKO to run its new satellite division called Transtar (a name conceived by Moyes). Robinson recalls, "I remember walking around my backyard about four years ago thinking 'we should deliver programming via satellite.' I called Bill to talk about it. We worked out the technical questions and the three of us (Robinson, Moyes, Hesser) sat down and decided to launch Transtar."

Terry plans future acquisitions in the top 40 markets (his recent attempt to put together a deal with Charter fell through). "I have no current interest in TV or cable," says Robinson, "we are committed to radio."

There's a lot happening at Sunbelt. There seems to be no shortage of plans for future growth. The team from Dartmouth is still dreaming and someday their accomplishments could make them very well-known in the communications industry.

"Our movements in the future will surprise people from time to time, because we don't plan to move like the classic companies from the days of old," says Bill Moyes, "We'll do things in the future that'll seem curious and unorthodox, but maybe not so crazy."

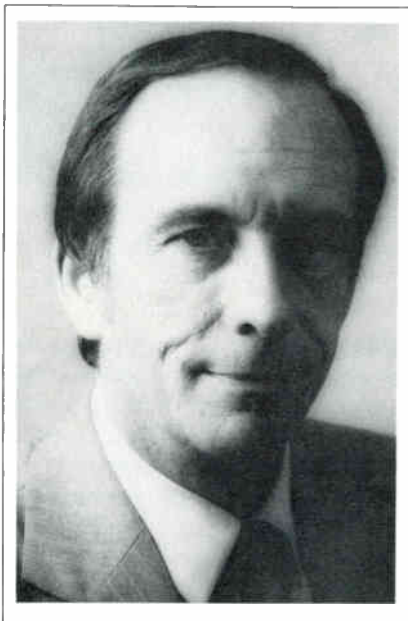
But, although everyone's equal, Robinson will still be the "silent" partner who observes the ups and downs of the radio industry incognito at convention hotel elevators.

REBEL WITHOUT A CAUSE

It's a funny thing about Arbitron, you can't live with it and you can't live without it. That must have been true for WHDH/WCOZ, Boston President and General Manager Dave Croninger, the man who fired the first shot against Arbitron that was heard around the industry.

Croninger plain and simply dropped Arbitron after a dispute over prices. He felt they were excessive. Arbitron said they were fair. He then failed to renew his agreement for a radio station which is number one in Boston. If he didn't get Arbitron's attention, he sure got the attention of the rest of the radio industry.

Not too long after WHDH/WCOZ pulled out, the so-called Arbitron revolt picked up steam with an unprecedented number of influential radio stations refusing to sign contracts in what amounted to a serious protest



WHDH/WCOZ, Boston President/General Manager Dave Croninger.

over pricing. For Croninger it was similar to the Boston Tea Party as he symbolically dumped Arbitron books overboard in protest. For the rest of the industry it amounted to whether stations had the courage to stand up to Arbitron as Croninger did.

Many stations did. But Croninger had a change of heart. He was saying all along that he could sell his station using Birch monthly figures just as easily as if he had Arbitron. In the end, he couldn't, admitting that the Birch numbers "are a good programming tool

that keeps us up to date because they are monthly. And, they reflect changes in the marketplace faster than Arbitron." But Birch wasn't Arbitron.

Croninger will tell you that when Blair bought WFLA-AM and FM in Tampa, it became a group owner eligible for a group discount rate. Then, when he decided not to order the summer Boston book, it was an additional saving. So, his price objections were eased. He said, "Arbitron is important because national agencies rely on it."

It was a real change of tune for the man who fired the first volley. All throughout Arbitron never budged. It never gave in on pricing which had been Croninger's original objection.

In the end, Croninger apparently knew that despite all the rhetoric, he, too, could not live without the industry's ratings bible and that, like it or not, he once again had to become a follower and not a symbolic rebel.

INVINCIBLE VINCE

Could anyone in the broadcasting industry ever imagine the National Association of Broadcasters without Vince Wasilewski at its helm. Well, they had better. Vince resigned at the age of 59 after spending his entire adult life working for the organization to seek a new challenge in private legal practice.

He was a rock. A stable influence to a sometimes unstable industry where radio and TV interests constantly bickered, where other associations tried to inflict harm to their membership and where many fights against too much government regulation usually began.

Vince Wasilewski was a complete NAB President. Good politician. Good instincts. Good lawyer. And a nice guy to boot. But, times are changing. There is a real question as to whether the NAB should embrace new technologies over communications or

side with the existing interests. Wasilewski himself might admit to the fact that it's time for new blood.

Unfortunately, new blood at the NAB could be spilled blood if infighting goes on for Wasilewski's replacement. Prominently named are Executive Vice President John Summers and former FCC Chairman Richard Wiley. Former Joint NAB Board head Don Thurston was supposedly interested, but he's a radio man and that might not sit well with TV interests. Not to say that Thurston couldn't see everyone's interests, but it points out the



National Association of Broadcasters' President Vincent Wasilewski.

type of problem NAB faces as it enters a new era.

Current Chairman Eddie Fritts is doing all the proper things like naming a committee to find Wasilewski's replacement. After all, NAB has until year's end before Wasilewski leaves. NAB will have to decide whether it will want to pay the kind of money for the President's job to attract a Wiley-type from lucrative private practice or stay within the present management structure for a Summers-type.

It's that type of dilemma.

DELLA FEMINA, TRAVISANO & SHERMANO?

NBC Radio executive Bob Sherman quit his job last month to join the highly successful advertising agency Della Femina, Travisano & Partners. He wasn't forsaking the industry he loved. He thought it was the right move at the right time for the right reason. The reason: he wanted to be an entrepreneur. Sherman jokes that the new division he is heading includes his name with the two Italian principals, so perhaps the venture should be called Della Femina, Travisano & Shermano. It flows better. Just like Bob Sherman's career.

He's not your average network politician. Sherman spent years with CBS being groomed for higher management positions in the unique style only CBS could think of. Sherman worked television. He worked radio. He loved television, but he also loved radio, too. One thing you never do when you are climbing the corporate ladder with CBS is step off. Sherman did.

He went to NBC to manage yet another radio station. This time it was WNBC, New York. It didn't take long for him to turn the station around, kick musical competitor WABC right in the ratings, and make money. Something many of the NBC stations had long forgotten how to do.

When CBS tried to lure him back, NBC offered him a corporate job and that is the job he recently left to begin yet another career heading an advertising firm which will focus exclusively on the communications industry. Sherman got to know Jerry Della Femina when his agency did the advertising for WNBC. So, it wasn't a big surprise to see Sherman get into such a unique venture. It was Sherman who fantasized about the opportunity. Talk turned to action and they were off and running.

NBC has been losing its top

management executives no doubt due to no fault of its own. First favorite son Dick Verne departed for LIN. Then Corporate Programmer Al Brady Law joined Surrey Communications Research not too long after NBC gave him his promotion. Now Sherman.



Bob Sherman is the new president of Della Femina, Travisano & Sherman.

Sherman's fantasy could become a nightmare if he isn't able to make broadcast executives see why they need an agency that specializes in advertising and marketing. Of course, most knowledgeable executives know their radio stations are in need of something to emerge successfully from increasing competition, but they never seem to have the answers.

If anyone can do it, perhaps it is Sherman. He's bright, knowledgeable and heaven knows he is ambitious. His new partners are betting Sherman doesn't have to change his last name to know he'll be right at home with two originals who once rolled the dice and came up with one of the most successful advertising agencies. Now they are betting that history will repeat itself.

33 SALES TIPS THAT WORK

How to get the most out of your sales staff
and put more billing on the air.

By John Borders

The first step in organizing and managing a highly successful sales team is to create a positive, pleasant, upbeat work environment. This can be achieved through creating a team concept, optimism on the part of sales management, use of positive mental attitude tapes, motivational speakers, incentive awards for the most packages sold or the most new accounts and by other means. Successful sales departments are characterized by a high internal energy level.

It is not enough to have a realistic goal with a plan to reach it. Clearly defined systems and policies are required to support the plan to achieve the goal. This reduces confusion, saves time, improves efficiency and makes the sales representatives more secure, since they know "the rules."

Five steps to sales management: planning, organizing, staffing, directing, controlling.

Managers must implement their goals by utilizing their personal styles. However, here are some important basics that should be included in a highly successful sales operation:

1. Provide ongoing training to improve selling skills. Greater retention will occur if you keep what you want to teach brief and repeat it often. Discourage selling down competitors. Sell your station's benefits.

2. Don't allow your salespeople to develop the habit of rationalizing why they did not get an order. Whether their rationale is lack of spec spots, ratings, or any other

John Borders is president and chief executive officer of Dallas-based Border Broadcasting, licensee of KNFO-FM, Waco, TX.

external factor, this is a "losers limp" mentality.

3. Develop an aggressive sales effort. Do not concern yourself or your team with what other stations are doing other than for competitive reasons, i.e. what clients are advertising where, and other stations' promotional activity.

4. Focus your team on hard, intelligent work. Make them aware they will not succeed unless they put forth the necessary effort.

5. Develop a target account list every six months with a plan to get each account on the air. They should be sizeable accounts which have not run, but which have potential. Post this list and involve the sales rep on the account in the plan.

6. Establish deadlines for copy and sales packages and stick to them. No exceptions. Institute a clean copy and order chain.

7. Emphasize being face to face with the first client by 9:15. The more face-to-face calls we make, the more sales we make. Watch reps who resist this approach.

8. Emphasize packaging heavily and at all times. Your reps should have a minimum of three packages available to present at any one time, and they should be updated monthly.

9. Review accounts every ninety days and switch them around in an even-handed manner to produce the best results. Do not let salespersons sit on potentially productive accounts. Have each rep provide the sales manager with a list of fifteen accounts not wanted.

10. Client lunches can be great sales tools, but more often than not, they are abused, with friends going along for the ride at the station's expense. Supervise and approve all client lunches. Know who was included, what was discussed and the results.



Borders: Use the geographic blitz strategy to uncover new prospects.

11. Emphasize new business. Consider offering higher commissions or bonuses to salespersons who produce new advertisers. There is less resistance to selling an existing account, so many salespersons take the easy way out.

12. Place high priority on communicating with your national rep. Follow through with your promises on time. Call them occasionally to see if you can assist them in merchandising in any specific areas, or make personal calls on accounts with or without them. Provide the rep with several copies of all your promotional material and packages.

13. Visit other high-performance stations several times a year and observe their operation.

14. Use sales activity boards on an ongoing basis.

15. Institute a specific collection program. Supervise and monitor its results.

16. Implement an ongoing recruiting program. With several top hands available to you, you are much less vulnerable when your

top sales producer quits. Place an ad once a month. Contact the head of the marketing department at Baylor University and ask to interview his or her three outstanding students each spring. Typically, they will be your best producers. Develop a classic profile of what you want and don't yield. For example:

- Minimum one year selling experience
- 2.8 college grade point average
- college graduate
- attractive girl or guy
- extroverted personality

Before you hire, have final candidates interview with the general manager, sales manager and perhaps the owner or president and the operations manager.

17. Develop an attractive station sales brochure. You can do this without a large cash outlay. Set a quota of "success letters" gathered from sales reps to be a part of this package and update periodically.

18. Develop a program which insures that your salespeople a) get more dollars per account from present advertisers, b) sell long term and c) increase the average size of order. Set targets for each sales rep in each of these areas. For example, offer a weekend trip to Houston to the sales rep who experiences the largest increase in the size of his or her average order within a specified thirteen-week period, with the stipulation that he or she meets the quota. To keep this type of activity engaging, keep records and inform all the reps of everyone's progress on an ongoing basis. Make it fun.

19. Establish with each individual target quotas regarding the number of calls daily, the number of jingle packages to be presented weekly or monthly and the number of particular packages you want him or her to sell. Make your expectations clear and supervise these targets to insure they are met.

20. Rotate calls evenly among salespersons. Exclude management, particularly if management carries lists. This will help diminish their feeling of competing with the boss.

21. When managers do produce sales and carry lists, make sure they do not carve out only the easy

accounts. Distribute good accounts as evenly as possible.

22. Conduct an average unit rate survey every ninety days, breaking out national, local and the average of both. This will help you formulate accurate projections and growth.

23. Conduct a periodic analysis of salespersons' performance by category. Utilize this information in account switches every ninety days so you can come closer to having the right type of person calling on the account in a specific category.

24. While sales training should be integral, daily sales meetings give the rep focus for the day ahead. Meetings should be positive, with different salespeople assisting in handling certain elements of the meeting. Collection meetings and the occasional punitive meetings are best scheduled late in the afternoon.

25. Give careful thought to managing grid levels. Be consistent in the application. Some stations change grids daily or weekly, depending upon the inventory at the moment, and others change them depending on the total month picture. Whichever you utilize, your objective should be to sell out your inventory, thereby keeping constant upward pressure on rates.

26. Adopt a consistent plan to insure the use of spec spots.

27. Teach salespeople on direct accounts how to train a client to reestablish his or her buying criteria.

28. Keep close tabs on financial reporting tools of "sales vs. budget," "budgeted sales comparison by salesperson," and "local sales order summary." From this information, you can clearly see your reps' strengths and weaknesses and adopt specific targets for them to meet.

29. Establish a supportive, positive recognition-oriented attitude. In their daily rounds, salespeople experience substantial rejection. If they are good at what they do, their ego strength will not make that a problem. Still, provide them with support inside the station.

30. Don't overlook the Pygmalion principle. Some managers treat

their subordinates in a manner that leads to superior performance. But most managers, like professor Henry Higgins, unintentionally treat their subordinates in a way that leads to lower performance. If a manager's expectations are high, productivity is likely to be excellent.

31. Use the geographic blitz strategy. On a one-day-per-month basis, or as needed, assign the entire sales team to a specific geographic area to call on every retail establishment. The objective is to uncover as many new prospects as quickly as possible, with quality material left behind and appropriate follow-up with the quality prospects. Require reps to see the decision maker, not the secretary. This process makes prospecting fun. Individuals on their own would not be able to cover as much territory in a day since their energies and commitment would not be as great as that gained from a combined effort. Prizes can be awarded to the rep who makes the most calls and to the one who closes the most quality prospects within the month.

32. Ride with the rep. It is important that sales representatives know their performance is being measured and evaluated. One method of doing this is, without prior notice, announcing, "Joe, I'm riding with you today." Then go with the rep for the better part of the day. If his or her day is not planned and the sales activity needs improvement, you should provide counseling. This system will result in increased quality sales activity and planning, since the reps do not know when to expect the sales manager to ride with them.

33. Rookies or low producers should ride with high producers. Often, low sales producers, assuming they have some basic selling skills, are not successful, since the extent of their training is reading books on sales, managers' comments in sales meetings and training materials. The one thing they are missing is a positive role model. They can learn from observing the behavior of the top producer and will automatically, in most cases, adopt some of the successful behavior.

THE BEST OF THE REPS

Katz emerges as the number one choice, with Blair, Eastman, McGavren Guild and Torbet making the top five.

Data Collection and Data Processing by The Research Group. The Research Group is headquartered at 1422 Monterey Professional Plaza, San Luis Obispo, CA 93401.

Four hundred and seventy-one radio professionals (primarily general managers and corporate executives) were surveyed concerning their attitudes toward radio rep firms. When these respondents were asked to name the firm they consider to be the top radio rep in the business today, Katz, mentioned by 29 percent, emerges as the leader. Also highly regarded, Blair is the first choice of 20 percent of these professionals. About 15 percent of those questioned, particularly corporate executives, identify McGavren Guild as the top representative firm. Eastman, Torbet, and Christal surface as runners-up in this regard. When these respondents were asked to provide their "second choice" in terms of an excellent representative firm, the name Katz again comes to the fore, followed fairly closely by Eastman, Blair, and McGavren Guild.

Katz also captures a first-place position on two other fronts: that of having strong unwired networks, and that of having a strong research department. With respect to the strong unwired networks, Katz is favored by 26 percent, while Blair and McGavren Guild score 12 percent of the vote, respectively. In the realm of research, however, the race is much tighter.

About 18 percent of these industry professionals, particularly corporate executives, perceive Katz as having a very strong research department, though Blair and McGavren Guild each garner a healthy 15 percent of the total mention. General managers consider Katz and Blair equal in this respect.

On the subject of service, sample members generally support the notion that rep firms should service only one station per market. While 65 percent voice this opinion, nearly 33 percent of those questioned would find it acceptable for these firms to represent more than one station in a market. Corporate executives appear most tolerant of representative firms having multiple clients in a market.

When asked about frequency of contact, most respondents (66 percent) say they hear from their representative on a regular basis—several times a week. About 18 percent are contacted once every two weeks or so, while 10 percent claim to hear from their representative very infrequently. Interestingly, these radio people express divided sentiments when it comes to their representative's contribution to station billing. A full 48 percent feel, in fact, that their representative firm is not presently doing enough to put billing on their station; 46 percent, however, are satisfied with their current level of contribution. Similarly, the vast majority (nearly 82 percent) of these radio professionals find that their representative does not attempt to improve the local sales effort by participating in the training of a station's sales-people.

RADIO REPRESENTATIVE FIRM—FIRST CHOICE

Question: "Overall what is the top radio representative firm in the business today?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Katz	28.9%	30.2%	24.6%	27.4%
Blair	20.2%	20.3%	22.8%	18.6%
McGavren Guild	15.3%	14.6%	14.0%	17.7%
Eastman	8.5%	9.0%	7.0%	8.0%
Torbet	4.0%	4.3%	3.5%	3.5%
Christal	3.8%	3.7%	5.3%	3.5%
Major Market Radio	1.5%	1.0%	1.8%	2.7%
Selcom	1.5%	1.3%	1.8%	1.8%
CBS Radio Spot Sales	1.1%	1.0%	1.8%	0.9%
CBS/FM Nat'l Sales	0.6%	0.3%	3.5%	0.0%
Jack Masla	0.6%	0.3%	0.0%	1.8%
Bernard Howard	0.4%	0.7%	0.0%	0.0%

continued on page 25

MONTHLY RADIO POLL

continued from page 24

R.A.R.*	0.4%	0.3%	1.8%	0.0%
H.N.W.**	0.2%	0.3%	0.0%	0.0%
RKO	0.2%	0.3%	0.0%	0.0%
Other	0.4%	0.7%	0.0%	0.0%
Don't Know/No Answer	12.3%	11.6%	12.3%	14.2%
Raw Totals	N=471	N=301	N=57	N=113

RADIO REPRESENTATIVE FIRM—SECOND CHOICE

Question: "What is your second choice as an excellent representative firm?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Katz	19.3%	20.9%	19.3%	15.0%
Eastman	14.0%	13.3%	8.8%	18.6%
Blair	13.4%	13.3%	14.0%	13.3%
McGavren Guild	13.4%	15.0%	15.8%	8.0%
Torbet	5.3%	4.7%	3.5%	8.0%
Christal	4.0%	3.3%	3.5%	6.2%
Selcom	3.0%	3.0%	1.8%	3.5%
Major Market Radio	2.3%	2.3%	1.8%	2.7%
RKO	1.9%	1.7%	5.3%	0.9%
H.N.W.**	1.3%	1.0%	1.8%	1.8%
CBS Radio Spot Sales	1.1%	1.0%	1.8%	0.9%
Jack Masla	1.1%	1.0%	1.8%	0.9%
CBS FM	0.8%	1.0%	0.0%	0.9%
Herbert E. Groskin	0.4%	0.7%	0.0%	0.0%
P/W	0.4%	0.3%	0.0%	0.9%
Buckley	0.2%	0.0%	1.8%	0.0%
HR/Stone	0.2%	0.0%	0.0%	0.9%
Roslin	0.2%	0.3%	0.0%	0.0%
Other	0.8%	1.0%	0.0%	0.0%
Don't Know/No Answer	16.8%	16.3%	17.5%	17.7%
Raw Totals	N=47	N=301	N=57	N=113

RADIO REPRESENTATIVE FIRMS WITH STRONG UNWIRED NETWORKS "IDENTIFICATION"

Question: "What radio representative firms have very strong unwired networks?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Katz	25.9%	27.6%	22.8%	23.0%

*Radio Advertising Representatives
**Hillier, Newmark, & Wechsler

continued on page 26

MONTHLY RADIO POLL

continued from page 25

Blair	12.3%	14.0%	12.3%	8.0%
McGavren Guild	11.5%	10.6%	8.8%	15.0%
Eastman	7.6%	7.6%	7.0%	8.0%
Torbet	3.0%	2.7%	1.8%	4.4%
Christal	1.5%	2.0%	0.0%	0.9%
Major Market Radio	0.8%	0.3%	1.8%	1.8%
Pro Radio	0.6%	0.7%	1.8%	0.0%
Selcom	0.4%	0.7%	0.0%	0.0%
Bernard Ochs	0.2%	0.3%	0.0%	0.0%
Jack Masla	0.2%	0.3%	0.0%	0.0%
RKO	0.2%	0.0%	1.8%	0.0%
Other	0.4%	0.3%	1.8%	0.0%
Don't Know/No Answer	35.2%	32.9%	40.4%	38.9%
Raw Totals	N=471	N=301	N=57	N=113

RADIO REPRESENTATIVE FIRMS WITH STRONG RESEARCH "IDENTIFICATION"

Question: "Which representatives have strong research departments?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Katz	18.3%	16.6%	19.3%	22.1%
Blair	15.1%	16.3%	17.5%	10.6%
McGavren Guild	15.1%	13.0%	22.8%	16.8%
Eastman	4.5%	4.3%	3.5%	5.3%
Torbet	4.5%	5.0%	1.8%	4.4%
Christal	4.2%	4.3%	3.5%	4.4%
CBS FM Nat'l Sales	0.8%	0.7%	1.8%	0.9%
CBS Radio Spot Sales	0.8%	1.0%	1.8%	0.0%
Selcom	0.8%	1.0%	0.0%	0.9%
R.A.R.*	0.4%	0.3%	1.8%	0.0%
RKO	0.4%	0.3%	1.8%	0.0%
Major Market Radio	0.2%	0.3%	0.0%	0.0%
Jack Masla	0.2%	0.3%	0.0%	0.0%
Westinghouse	0.2%	0.3%	0.0%	0.0%
Other	0.2%	0.3%	0.0%	0.0%
Don't Know/No Answer	34.2%	35.9%	24.6%	34.5%
Raw Totals	N=471	N=301	N=57	N=113

*Radio Advertising Representatives

MONTHLY RADIO POLL

REPRESENTATIVE FIRMS' SERVICE FOCUS

Question: "Considering today's financial realities, do you think it is acceptable for representative firms to serve more than one station in a market, or should they serve only one station?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Serve More Than	32.5%	30.6%	31.6%	38.1%
Serve Only One	65.4%	67.8%	66.7%	58.4%
Don't Know/No Answer	2.1%	1.7%	1.8%	3.5%
Raw Totals	N=471	N=301	N=57	N=113

CONTACT FROM RADIO REPRESENTATIVES

Question: "Do you hear from your representative on a regular basis—several times a week, an occasional basis—once every two weeks or so, or very infrequently—once a month or less often?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Regular Basis— Several Times A Week	65.8%	67.4%	70.2%	59.3%
Occasional Basis— Once Every Two Weeks Or So	18.3%	17.6%	15.8%	21.2%
Very Infrequently— Once A Month Or Less Often	9.6%	10.3%	1.8%	11.5%
Don't Know/No Answer	6.4%	4.7%	12.3%	8.0%
Raw Totals	N=471	N=301	N=57	N=113

REPRESENTATIVE'S CONTRIBUTION TO STATION BILLING

Question: "Do you feel your representative is doing enough to put billing on your station?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Yes	46.3%	45.5%	59.6%	41.6%
No	47.8%	49.5%	29.8%	52.2%
Don't Know/No Answer	5.9%	5.0%	10.5%	6.2%
Raw Totals	N=471	N=301	N=57	N=113

REPRESENTATIVE'S SALES TRAINING CONTRIBUTION

Question: "Is your representative firm helpful in improving your local sales efforts through training of your sales people?"

	TOTAL MENTION	GENERAL MANAGER	OTHER DEPT. MANAGERS	CORPORATE EXECUTIVE
Yes	13.6%	11.6%	26.3%	12.4%
No	81.7%	85.4%	63.2%	81.4%
Don't Know/No Answer	4.7%	3.0%	10.5%	6.2%
Raw Totals	N=471	N=301	N=57	N=113

HOW TO SELL WITH CUME

Average quarter hour is not the only way to rate the effectiveness of radio. Cume figures can actually put the reach back in radio.

By Sam Paley & Thom Moon

We all know what large average quarter-hour audience means in terms of time sales: more gross impressions and gross rating points, and a lower cost per thousand for a given rate. Radio has been selling by average quarter-hour for years. But, what of that other audience estimate, the cume? How often have you thought about using cumes more effectively when pitching a client?

Cumes are purer measurements of a station's audience than are average quarter-hour persons figures. Cumes are a headcount of all the different persons who listen to a station during a time period. Cume persons are counted only once during a time period and, therefore, cume estimates quantify a station's audience. As a result, cume audiences tend to be more stable indicators of a station's listenership.

On the other hand, AQH persons estimates are based primarily on the amount of time a person spends with a station during a time period. They are estimates of the average number of persons tuned to a station during any quarter-hour of a time period. Since the size of a station's average quarter-hour audience is predicated more on length of listening than on the number of persons listening, and such lengths of listening may vary greatly from person to person and from survey to survey, AQH persons estimates tend to be very volatile.

Stations with certain types of programming tend to elicit long spans of listening from selected

Sam Paley and Thom Moon are president and vice president of Custom Audience Consultants in Landover, MD.

segments of the population. As a result, such a station may rank number one in AQH persons, but number five in cume audience. That station may have average listening spans per person of ten or twelve hours per week. Therefore, an advertiser's message will be heard time and again by the same, relatively small number of different persons.

Other stations tend to appeal to a broader spectrum of the population, but receive shorter terms of listening from each person. The messages of advertisers on such stations have a greater opportunity to reach larger segments of the marketplace. To illustrate this point, we have calculated the estimated reach (the numbers of different people hearing a commercial at least once during the week) of identical schedules on two stations, each having identical AQH persons, but one having a significantly larger cume audience. The audience estimates are for the total week.

WZZZ. And a twenty-four time schedule on WAAA will reach forty-five percent more different adults 18+ than a twenty-four time schedule on WZZZ.

Even in many cases in which the station with the larger cume has a smaller AQH persons audience, the larger-cuming station may be a better buy for reaching the greatest number of different people with your advertising schedule over the entire week.

In the past, radio has been sold as a frequency medium. Buy radio and get the message across to the same people more times. But in the eighties, the historic "reach" media will continue to lose much of their effectiveness in reaching the bulk of the population. As a result, we are provided with a distinct opportunity. Cumes are a way to establish radio as a reach medium as well as a frequency medium, a way to increase radio's piece of the advertising budget pie and a means of

ESTIMATED REACH OF TWO STATIONS WITH IDENTICAL AVERAGE QUARTER-HOUR PERSONS

	WAAA	WZZZ	WAAA Advantage
AQH Persons	5,000	5,000	
Cume Persons	119,900	64,400	
Net Reach: 12x	39,600	30,300	+30%
24x	58,800	40,600	+45%
% of Market			
Reached: 12x	7.0	5.4	+30%
24x	10.4	7.2	+45%
Market Base: 564,900 Adults 18+			

Both stations have identical AQH persons audiences. However, due to WAAA's significantly greater cume audience, a twelve time per week schedule on WAAA will reach thirty percent more of the population than will a similar schedule on

increasing the effectiveness of every advertising dollar.

Don't let advertisers base their radio buys on only part of the available audience. Use cumes, and help them reach more of their market.

DICK CLARK'S

Rock Roll & Remember

Immediate Acceptance in over 130 Markets of all Sizes!

A new weekly four hour program from the United Stations.

Fill one of your weekend air shifts with a Rock and Roll Adventure from Dick Clark Productions. You'll attract new listeners, keep them tuned in, and bring them back to your station week after week.

That's the idea behind **Dick Clark's Rock, Roll and Remember**—a new weekly four-hour program from the United Stations.



Hosted by a major radio personality, **Dick Clark's Rock, Roll**



and Remember is not simply another oldies or solid gold show but a true Rock and Roll Adventure blending nostalgia, rock history, personalities, contemporary themes and future trends.

These are just a few of the stations from markets of all sizes that have put this show to work for them:

WCBS-FM New York	KEZL-FM San Diego	WQUE-FM New Orleans
WFIR Roanoke	WISM Madison	WMID Atlantic City
KCEE Tuscon	WKJJ-FM Louisville	WWSW Pittsburgh
WHBQ Memphis	KPLZ-FM Seattle	KNBR San Francisco
WZGC-FM Atlanta	WAIA-FM Miami	WTHI Terre Haute, IN
KRQY-FM Pueblo, CO	WRAL-FM Raleigh	WAKR Akron

With these exclusive features each week:

A profile of a major star of contemporary music featured throughout the show such as **Elton John, Olivia Newton-John, The Commodores, Rick Nelson, Johnny Mathis, Hall & Oates** and others!

The stories behind the songs as told by many of the hitmakers themselves throughout the show.

Interviews from Dick Clark's extensive tape archives from the fifties, sixties, and seventies by stars like **Elvis, Paul Anka, Neil Sedaka, The Beach Boys** and many more!



For more information on how your station and its audience can be a part of this Rock and Roll Adventure, call us at (800) 368-3033 or (703) 556-9870.

The United Stations

New York office: One Times Square Plaza, New York, NY 10036 (212) 869-7444 or (800) 223-5676
Washington, DC office: 7927 Jones Branch Drive, McLean, VA 22102 (800) 368-3033 or (703) 556-9870 in Virginia

A black and white photograph of a man in a suit, pulling open his jacket to reveal a knife in his chest. The man's face is not visible, only his torso and hands. The lighting is dramatic, highlighting the texture of the suit and the sharp edge of the knife.

RALPH GUILD

**THE MAN
FROM
INTEREP**

McGavren Guild's President has been quietly using his Interep firm to buy up or merge with other reps. He even started a new rep firm while most are fighting for their lives. Here's what he's done and what he's up to next.

By Jerry Del Colliano

It doesn't take radio executives long to learn that the rep business is a dog-eat-dog industry. Not every rep would stab you in the back, but some of them might make your ears burn with uncomplimentary remarks. You have to understand that there isn't a rep in business today who would admit to this indictment; but there is also hardly a radio executive today who hasn't either witnessed such behavior or become a part of it.

That's why it's so hard to categorize Ralph Guild. He's a nice guy, but there are a number of nice guys in the rep business. He's a big time promoter. Spends a lot of money on treating clients right at conventions (\$60,000 at the recent Dallas NAB alone), but he doesn't think it's a big deal. "After all," he says, "We have a responsibility to make our clients' lives easier."

Don't think you'll figure Ralph Guild out by some of his activities. He owns a grist mill in Westport, MA. It's 250 years old and he sees that it still operates even though it's only used by Ralph, his wife of 32 years, Calla, and their five children as a summer home. Picture Ralph working with the stone, because believe it or not, he does.

Several years ago, he took a time-management course. The instructor asked, "If you had anything in the world that you'd like to do, what would it be?" Ralph Guild picked tap dancing. And when he

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



Ralph Guild and friend keep a constant vigil over an ever-changing and competitive marketplace.

got back to New York, he took lessons. How many people ever thought of Ralph Guild as a tap dancer?

His real claim to fame may be the rep firm that bears his name and that of a former college school buddy, Daren F. McGavren. It's not your average rep firm. As a matter of fact, it is part of a corporation Ralph Guild calls Interep and in the past year he has not only aggressively led McGavren Guild, but purchased Buckley Radio Sales; merged with Bernard Howard Company keeping Bernie Howard as a principal of the independent firm; and started a brand new rep firm called Hillier, Newmark & Wechsler (Ralph believes a service business should bear the name of those providing the service even if it's a mouthful to say). It's a lot of activity for a man who started out working as a mere employee for the rep

firm that now bears his name.

It's fascinating how it all began. Daren McGavren and Ralph Guild went to college together. Daren worked for Lincoln Dellar known in broadcasting on the West Coast as a group owner. In those days big eastern rep firms didn't have offices out west. Dellar's stations were in northern California, so he opened what was to be called Western Radio Sales. Daren McGavren ran it for them.

McGavren bought it from Dellar in 1950 and named it after himself. Within two to three years, they needed a Los Angeles office so McGavren went into partnership with Donald Quinn, also a former employee of Dellar. The company became known as McGavren-Quinn and operated from 1954 until the mid-60's. Enter Ralph Guild who joined McGavren-Quinn in 1957.

The rep business, even in those days, was an interesting world of its own. When Collier bought KFWB, Los Angeles, it took Blair as its rep. Blair saw how much McGavren was billing in San Francisco and said it would open an office in Los Angeles as well as San Francisco and steal the business away from McGavren. McGavren said he had a contract and that Blair could not steal his account. Blair started reping KFWB. Daren McGavren sued Blair and eventually won a \$75,000 settlement which was later the money he used to start the rep firm known today as McGavren Guild. The name was changed in the mid-sixties.

What happened next brings Ralph Guild to where he is today: at the helm of one of the top five national rep firms. Daren McGavren was

COVER STORY

president and Ralph Guild was executive vice president and in charge of national sales.

In 1960-61 Ralph invested in radio stations with Daren's blessing. Over five years he acquired control of Atlantic States Industries which owned WLOB, Portland; WPSA, Brattleboro, VT; WNVY, Pensacola, FL. Ralph bought KFAC, Los Angeles and WERE, Cleveland. Daren became interested in merging McGavren Guild into the five station group so it became known as ASI Communications which owned both the stations and McGavren Guild rep.

McGavren got out of the rep business and invested in West Coast radio stations. Today he owns KAFY, Bakersfield, CA. He no longer works with his college buddy, Guild, but took a job with competitor Blair as a West Coast-based vice president. Ralph wishes him the best. If there's any animosity, it sure doesn't show.

Ralph Guild refuses to take off

his rose-colored glasses when looking at the rep industry. While reps are shutting down or merging left and right, Ralph thinks the rep business is as solid as a rock. National spot has been going up 15-18% over the years. Of course, business was down in March, and May could be off, but Ralph Guild doesn't see it as a negative.

Ralph thinks the rep industry's problems began when the TV reps had radio departments 20 years ago and group operators began forming their own radio reps. Company's like Westinghouse, RKO, and Metromedia started going into competition with national radio reps. That helped cripple the industry. Now, oddly enough the company-owned reps are dripping with red ink, unable to compete in this research thirsty industry.

The big problem with the group-owned reps was that they couldn't make anyone happy. If they sold an order for their group stations, the non-group stations screamed bloody murder. If they sold an order that excluded their own stations, the pressure increased again. In other words, they were between a rock and a hard place.

Ralph Guild bets \$10,000 that there isn't a group-owned rep today making

money as a full service rep. As a result, look for several of the group-owned reps to pack it in the years ahead. It's just too costly to be in the rep business today



Marc Guild, research and ratings analysis. Numbers from Arbitron are entered into Marketron computer and McGavren Guild software program.

especially for group owners.

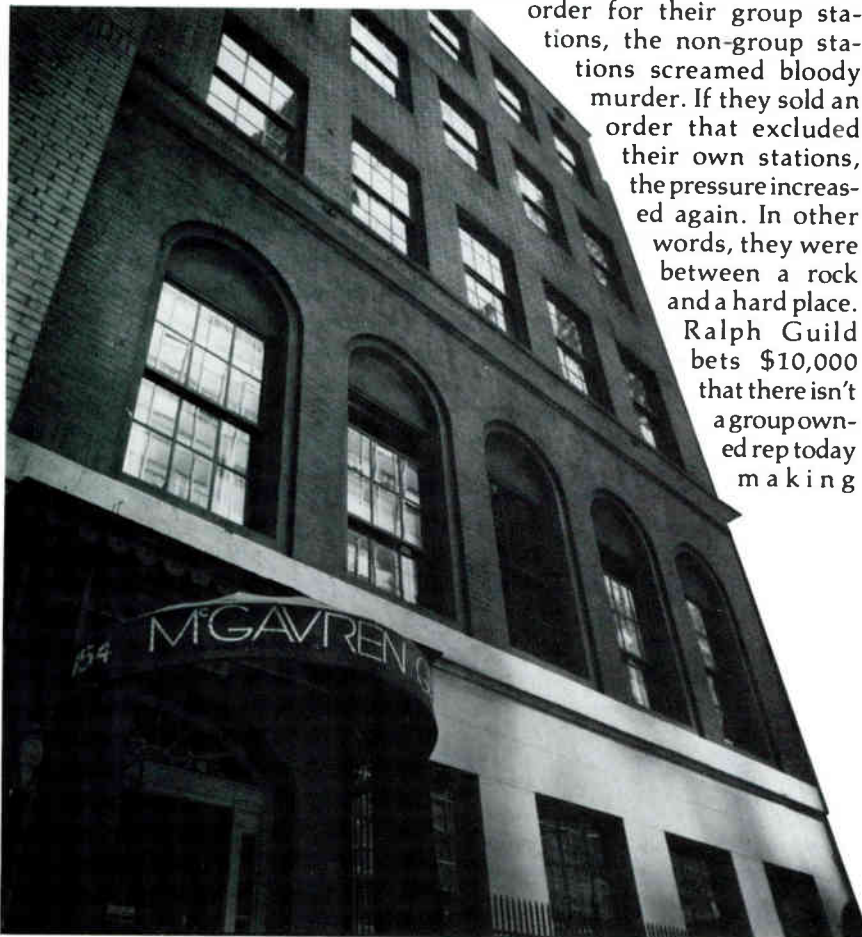
A lot of non-group reps closed, too. Buckley went out when it lost WGN in Chicago. Rick Buckley could have cut back and continued without WGN, but he sold out to Ralph Guild and now operates his radio stations.

H/R-Stone's Saul Frischling simply got tired of the rep business. Guild talked of buying the company, but Jack Masla finally worked a deal to merge. Guild says Frischling was "more knowledgeable about the rep business and knew it better than I did but little things about client relationships bothered him."

ABC Spot Sales got out because the corporate people did an objective evaluation of their subsidiary and made a non-emotional business decision. The same applied to the demise of Metromedia's Metro Radio Sales.

Bernard Howard never operated in the red, according to Guild, but when Viacom bought it, it didn't even know what problems it had acquired. So, it unloaded the firm to Ralph Guild. Howard is a principal and the company operates independently under the Interep banner.

Large group operators will be more inclined to get rid of losing



The five-story McGavren Guild Building at 154 East 46th Street.

operations if the economy gets worse and company-owned reps might be the victim. The costs of running a rep subsidiary are enormous. A good rep must have no less than 12 offices and 40-45 salespeople. It needs a research department and some have advertising and promotion departments. Guild believes in a new business development arm. Others disagree.

McGavren Guild saw red ink until 1965 (or made only modest profits). Since 1965, it's been in the black. The same can't be said for the newly-created Hillier, Newmark & Wechsler rep firm. Guild wants it to have its full compliment of regional rep offices within two years. The firm will lose between \$350-\$400,000 in 1982 and by the year's end hopefully break even. Billing is estimated at \$17-\$18 million for 1982. McGavren Guild, by comparison, expects to bill between \$80-\$85 million in 1982 according to Guild. A profit of \$1.5 to \$2 million is expected.

Guild started Hillier, Newmark & Wechsler to be an alternative to Blair, Christal, Major Market or Torbet. Not that they aren't good reps, but Guild feels there is plenty of room for competition.

That brings up an interesting point. Who would Ralph Guild pick to rep his stations if he couldn't choose either of his own two rep firms? Here's how he responded and why:

First—Katz. Guild says it's run as well as he runs McGavren (if you'll pardon the boasting). Katz has a quality sales force starting with Jim Greenwald who Guild calls the "complete rep." He knows his business, has a nice feel for it and is fair and honest. Katz President Ken Swetz is "a terrific manager" and has a good sales staff.

Second—Eastman. President Frank Boyle is in the same league with Greenwald. Quality management and just a little ripple of turnover in the past few months. Strong, competitive sales force on the street.

Third—Christal or Blair. Christal is growing. Bob Duffy is a good manager. Blair is holding to the

levels where they have been for the last five or ten years.

Fourth—Major Market or Torbet. Guild says both have good management. He personally believes Major Market would grow even faster if Warner Rush had more of his personal stamp on it. Torbet's problem is that Bonneville's good stations are so overwhelming—when people think of Torbet they think of parent company Bonneville.

Today, stations are lucky to find any rep, let alone be choosy about which one to use. Some markets are definitely suffering from "rep crunch"—too many stations and not enough reps. Guild has definite ideas on how to choose a rep should a radio executive have the luxury of doing so. Here are a few.

- Try to find out from time buyers and agency media executives who they feel is doing the best job. Call 100 buyers at random in the cities where you do most of your business and you can get a pretty good idea.

- Spend enough time with that rep before you sign a contract. Meet as many senior executives as possible and find out what it will be like working with them. If the relationship among all of you is not a mutual confidence, it can ultimately

lead to trouble. The rep business is a verbal business. A lot of misunderstanding occurs when the mutual confidence is not there.

- Examine the track record. Call the people your prospective rep represents and check them out.

Most stations have problems with their reps because they don't quite know how to deal with them. Ralph Guild swears that stations can increase their rep business by 15-20% yearly if they operate their relationship with their reps like manufacturers do. He suggests going to a library to find out how manufacturers deal with their reps. Guild says it won't take long to discover similarities. It's the station's responsibility to sell the quality of their radio stations to the rep firm. This has to be done by going beyond calls on the phone or infrequent trips to New York.

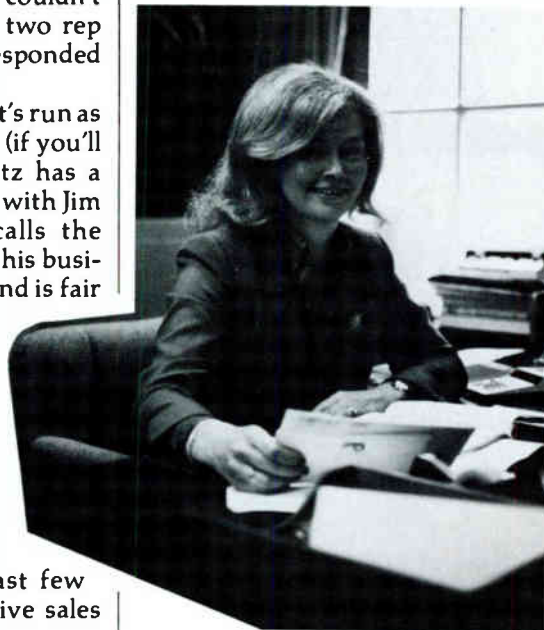
Guild says, "Do everything you can to enhance the quality of your reps' street sales. When your call letters come up, they'll remember it with a nice warm feeling—the good things they've been told about the station. They can speak about it with care and love."

It's hard to imagine a sales rep speaking of your station with love, but Ralph Guild insists it not only can be done, but should be done. One of the best ways to foster a nice feeling is to remember the sales rep. Send salespeople anniversary cards. Put the human element back in selling. Good sales aids are not the only way to elevate your station in the hearts of your national rep.

If the homework is done, a good relationship between a station and rep can payoff when the ratings go bad. Guild says, "If the station's ratings decline, but the rep sales force believes in the station, they can get a book or two of 'plateaued coasting' just from enthusiasm by the rep salesperson based on confidence and belief."

You may be asking, "has this man been breathing the New York area too long, or what"? Ralph Guild is serious. He thinks what's wrong with the rep business today is partially a communication problem between the client and rep.

Another piece of advice from



Ellen Hulleberg, Executive Vice President, research & creative. She's Ralph's top assistant & member of Executive Committee.



Sales person Amy Hyman is representative of young (average age 30) but seasoned staff.

Guild concerning a bad rating book is, "accept down books, don't try to come up with excuses. Let the advertisers know you are going to do something about the problem to correct the situation. By the same token, if you hire a new PD or consultant, bring him to New York to talk . . . rebuild the confidence."

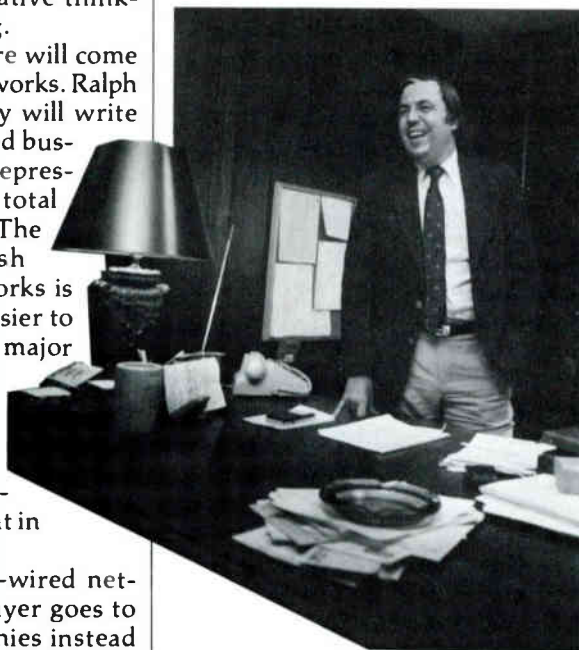
The fact remains: buyers will swing 85% of the buys on ratings, but there's always a little "human element" room for creative thinking and creative buying.

Business in the future will come from the non-wired networks. Ralph Guild says his company will write \$14 million in non-wired business in 1982. It could represent up to 22 percent of total rep industry billing. The reason he's so bullish about non-wired networks is that they make radio easier to buy. That has been the major complaint about radio—that it's difficult to buy and not all buyers are that ambitious. A non-wired network is an internal media department in a rep company.

Here's how the non-wired network works: A time buyer goes to four or five rep companies instead of numerous reps and says, "I'm looking for adults 25-49. I want to bring them in at a cost of \$3.50 per thousand and I want to compliment the ABC Entertainment Network and CBS which I already bought."

The rep takes over. Its media department puts together the entire package ad agencies previously handled. Submits what it considers to be the ideal package to fit the advertiser's needs. Advertisers usually buy one or two of them. The rep types the contracts for the stations. Dubs the commercial tapes. Sends them to the stations. Bills the stations. Verifies that the spots ran. Handles discrepancies and make-goods. Does a post-campaign analysis. Pays the stations usually within sixty days. The agency still gets its fifteen percent and the rep does 70 percent of the work, but radio has now become more profitable to them.

Ralph Guild is apparently an uncommon rep. He hired former RKO general manager Erica Farber several years ago to head a new sales development department. Guild insists this is the wave of the future. Reps are simply keeping up with inflation when they see their yearly increases in national business. To go beyond, Guild thinks reps must convince non-radio advertisers to get into radio. In 1981 Erica Farber made a nice contribution of new



Dick Sharpe, Eastern Divisional Manager, Executive Vice President, member of Executive Committee. In charge of sales & network spot solicitation.

business to McGavren Guild. She only gets credit for new business.

Many radio stations have the



Ralph Guild started out 25 years ago as an employee for the rep firm that now bears his name.

same problems. They go to existing accounts looking for existing business hoping the client is not going to cutback. Guild says to make more, you have to develop more new business.

In the future, the rep industry may change in another way. The emerging trend of reps accumulating more than one client per market will no doubt continue as the number of reps dwindle. As a matter of fact, some of the existing reps now may be forced into tough times if some of the stronger reps seek more than one client in the top markets. In effect the rep industry would be killing itself off.

Talking with Ralph Guild, it's hard to believe that the troubled rep industry is dying. He may look at the industry through rose-colored glasses, but here's one thing no one could accuse Ralph Guild of: he may have taken dance lessons several years ago and may be quite a good tap dancer, but when it comes to the tough issues that face the rep industry he apparently loves so much, no one can ever say he's side-stepping the issues.

DOUBLEDAY DOES IT AGAIN!

KPKE-FM . . . Denver's New Peak . . . scores in its first-ever rating

#1 10am—3pm Mon—Fri*

#1 3pm—7pm Mon—Fri*

#1 7pm—Mid. Mon—Fri*



DOUBLEDAY BROADCASTING . . . NOBODY DOES IT BETTER OR FASTER

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.

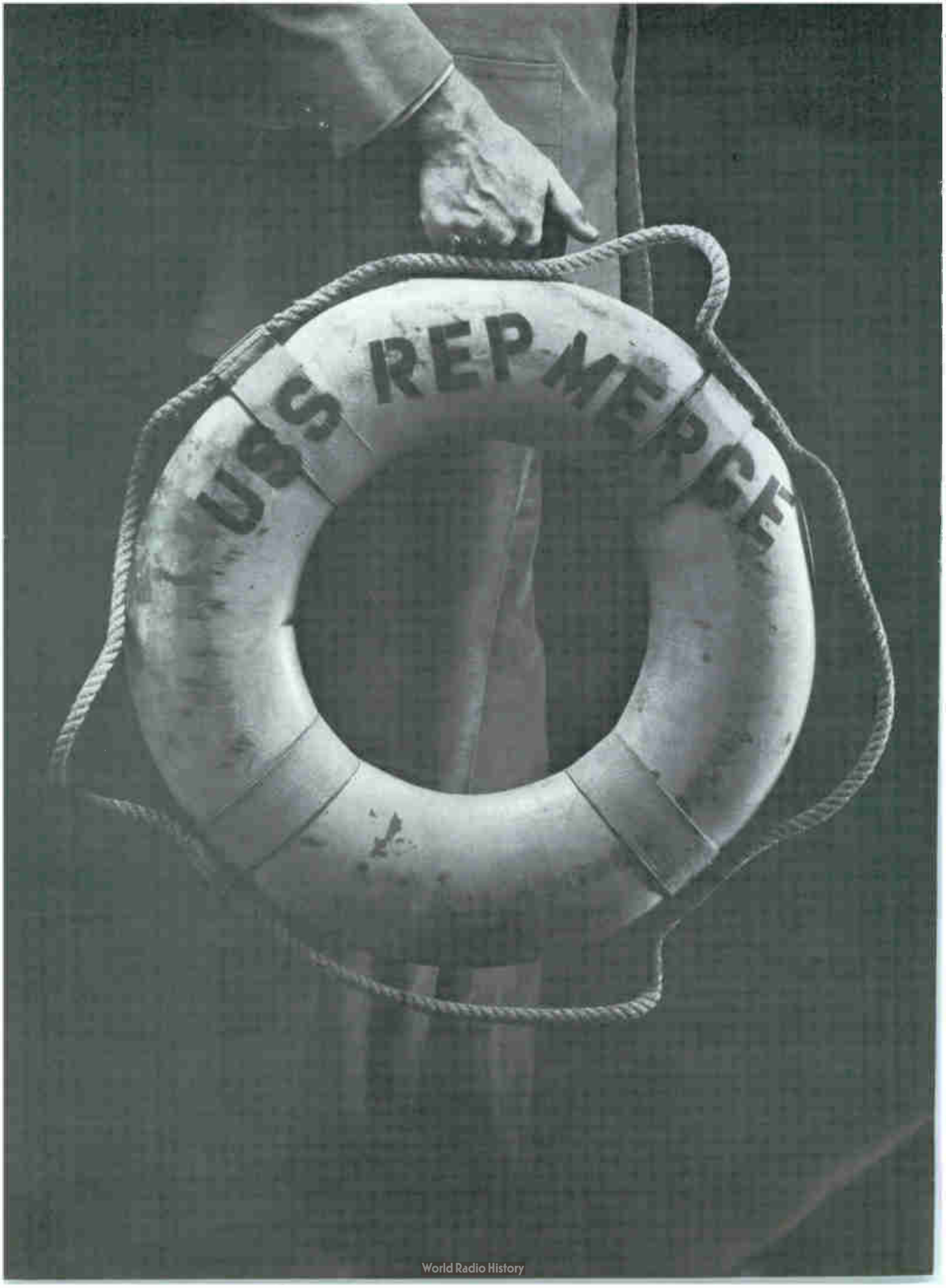
100 Park Avenue, New York, N.Y. 10017

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

*Source: Fall 1981 Arbitron/ Adults 18-49, 18-34/AQH/MSA Subject to limitations stated by Arbitron.

World Radio History



THE TROUBLED REP INDUSTRY

Today's rep firms feel the squeeze from economic pressures and increasing network competition.

By Christine Noonan

It doesn't take an industry analyst to quickly appreciate why the rep industry is in deep trouble. Each year there are fewer and fewer rep firms. Through mergers or sales, the numbers dwindle. Very few investors want to start new reps. And when Ralph Guild did just that with Hillier, Newmark & Wechsler, he soon learned life in the rep business was not going to be easy.

Enter the radio networks offering numerous demographic buying combinations to advertisers. Take into consideration that there are more and more networks by the month as the boom continues and the gravity of the situation can be better understood.

Needless to say, in past years a trend toward regional buying has been a thorn in the side of national reps who struggle with it by keeping costly regional offices open.

If the radio industry thinks it's hurting, you ought to be in the shoes of a New York rep firm. It's costly to do business. New York isn't cheap. The economy is slow. Inflation is high. The automobile and airline industry is spending less to advertise as they are becoming plagued with red ink.

The day of the short client list rep is disappearing and an attentive station-by-station approach may give way to wholesale selling with the non-wired network concept.

Like it or not, the reps' future is in non-wired networks. Those that have networks will survive and maybe thrive. Those that have not could fold. Several reps are into the non-wired network business looking to remain competitive with the emerging radio networks and satellite syndicators.

Many reps think the networks will eventually kill each other off. But those who wait around to find out, may not be around for the answer. So, decisions are being made in a troubled industry which is fighting for its survival.

Right now the radio industry needs its national

Christine Noonan is associate editor of RADIO ONLY and INSIDE RADIO.

representative, but it may not in the future. The rep industry's biggest plus is the flexibility of spot radio. Also, the short lead time between when an advertiser places an order and hears the spot on the air and spot radio's ability to reach specific audiences.

This month's RADIO ONLY Special Report focuses on the state of the rep industry and what the major reps are doing to remain competitive:

BLAIR

The national economy has played havoc with the rep industry. Blair claims January exceeded all expectations, but that February was disappointing. March was even lower. Blair thinks we'll be seeing a cliffhanger every month for the remainder of the year. There's no way to predict the economic climate right now.



*John Boden
President*

As the recession deepens, the practice of ad agencies bypassing the reps and dealing directly with the stations gets worse even though the problem was around in better times. Fewer ad dollars are circulated as the reps' rate structure collapses. Some of the larger agencies are setting up regional offices from which to buy. Again, the national reps lose business. Blair's solu-

tion is for reps to increase their station lists, not in the major markets, but regionally.

Blair sees the proliferation of wired and satellite networks which rep their own stations as a serious threat. Not only do reps lose business because their rates are higher than networks, but the price levels in general tend to decrease as reps try to compete.

Many reps have been forced to merge or go out of business due to the high cost of trying to compete. Sales staffs, computerization, research, travel, entertainment and advertising are all more expensive than before.

Ten years ago, 1.9 percent of all advertising dollars was spent in spot radio. Today the percentage is 1.5. To halt this trend, Blair thinks reps should sell

the flexibility of spot radio in particular and the reach of radio in general.

CABALLERO RADIO

It's the only national Spanish rep. Many of the problems that plague other reps do not bother them, but they have unique problems of their own.



*Eduardo Caballero
President*

Spanish radio is growing. Today there are 123 commercial Spanish stations (compared to 98 last year and 67 in 1975). Spanish stations become increasingly important to Anglo reps as their ratings increase. In Miami, four of the top fifteen stations are Spanish in what is a highly Cuban-influenced market. Similar density exists in Los Angeles, Tucson and Albuquerque. The Anglo reps are moving in slowly, but there is still plenty of room.

Another problem is not so new. The lack of interest and understanding of Spanish radio on the part of ad agencies persists. Many agencies distinguish between radio and Spanish radio and are extremely reluctant to buy Spanish. Unlike other reps, Caballero usually goes directly to the advertiser. Even then, the sales rep must sell the merits of Spanish radio before selling the merits of the individual station.

Caballero is not threatened by wired networks since none exist in Spanish. It doesn't appear that any will be formed for such a specialized market in the near future.

Caballero reps 79 stations. It added 21 last year. This year it has lost one and gained eight. A new Dallas sales office was also opened last year. Other recent office openings occurred in Chicago and San Francisco.

CBS/FM NATIONAL SALES

Insiders say this rep may merge with its AM counterpart in the near future for a more efficient operation.

FM Division opened a new Dallas office with two additional staffers. Its client list was increased from 18 stations in fifteen markets last year to 37 stations in 29 markets this year. Still, business has not been as brisk as CBS hoped. Again, the recession and the proliferation of



*Eli Kaufman
Vice President/
General Manager*

non-wired networks is blamed.

Regionalization is a key problem for CBS/FM as well as other reps. It means advertisers tend to buy locally instead of nationally. The billing from these sales is credited to local stations prolonging the battle between the stations and reps over which accounts are local and which are not.

CBS/FM feels one of the reasons why rep firms continue to die is that they cannot remain profitable on the standard 15 percent commission. The situation could improve significantly if the commission rate was upped to 20 percent.

Networks are currently a threat to national reps, but won't be in the long run. The larger ones will outlast the smaller ones. Many networks won't be around in five years.

To compete in such a diverse industry, reps, networks and the Radio Advertising Bureau will work to develop new business.

CBS RADIO SPOT SALES

Increased competition from wired networks poses a big problem for the rep industry to overcome. CBS Spot Sales gained three new stations last year bringing the total to 20 in 16 markets. Two new employees were hired when the new Dallas office opened March 1.

CBS Spot's first quarter was reported to be better than expected, but April was slow. November and December of last year proved to be a weak finish for an otherwise strong year.

Two trouble spots in economy have directly affected the CBS Spot—the automobile and airline industries (both major spot radio advertisers). They are now spending less as a result.

Many advertisers are buying from regional reps instead of national reps. As the rep industry becomes more decentralized, the number of stations buying airtime diminishes and reps lose money. The national reps greatest competition is from wired networks which can offer advertisers greater volume at a lower price than traditional reps who use a station-by-station approach.

Strategy for beating the networks at their own game: stress radio's short lead time. Advertisers who choose spot radio can still place an order one day and hear the spot the next day. Accommodating advertisers who want short lead time creates considerable demand on the rep. Handling that pressure in order to retain the competitive edge is the reps greatest challenge.



*Michael Ewing
Vice President/
General Manager*



Katz Radio. The best.

CHRISTAL

Expect Christal to invest more money in its non-wired network this year. The network recently moved to separate offices and gained two new staff members. It services the Music Country Network.

Establishing a non-wired network was seen as an offensive and defensive move. Offensively, it generates additional billing. Defensively, it would enable Christal to be prepared with a well-organized operation if the day dawns when it bills as much as the spot radio division. The network also will be ready to take on the satellite corporations when they advance beyond their current embryonic stage. The non-wired network does have its disadvantages—considerable expense of computerization and rating point tabulation.

Competition also arises from the wired networks. This can be construed as an advantage if you adopt this logic: more companies selling radio make it easier for advertisers to buy radio and creates a bigger pie from which to cut.

Reps with short client lists face greater problems. When the trend toward brief lists began in the 1960's, it was suitable for its time. But with the fractionalization of radio in the 1970's, ad dollars became more widely distributed and having only a few clients was no longer viable.

The dispute between reps and clients over which business is local and which isn't is not a new problem, but continues to exist. Christal claims to lose little business to regional reps because it has twelve regional offices.

The company gained fourteen stations last year and four this year. The top acquisition was WGN, Chicago. It lost only one in 1981, WPTF, Raleigh. This year it lost WJMD, Washington, D.C. The total in April was 149 facilities in eighty-eight markets. Ten additional sales employees were added to the payroll last year.

EASTMAN

Eastman has had a non-wired network during nearly all of its twenty-four years of existence. The firm sees the non-wired concept as a requirement for staying competitive. It remained fairly stable over the last year, entering nine markets and losing clients in seven. So far this year, three markets were added and two lost. A Minneapolis sales office opened last December and a Seattle office opened in January. Five salespeople joined the firm.



Robert Duffy
President/
Chief Executive Officer

Billing got off to a good start in January, slacked off in February and got worse in March. Eastman expects to rebound in the second quarter. The slumping national economy was a contributing factor. The airline industry invested in considerable advertising in January, but cut back in February. Automobile manufacturers are just beginning to spend more ad dollars. Produce and other food companies still are not advertising as much as they have in the past.

Convincing national advertisers to spend money in radio is seen as a major problem faced by all reps. Telling them about spot radio's advantages and presenting radio as a desirable advertising medium is an important goal.

Wired networks are becoming more of a competitive force as their numbers grow. Not long ago, only six or seven existed; there will be an estimated twenty-seven to thirty-two by the end of the year. They can offer ad agencies air time on a tonnage basis and have less expensive rates. The reps' best bet is to stress the merits of individual stations and markets.

Fewer reps and more stations sum up the changes that have occurred in the past few years. Reps are folding and others merging because of the high cost of computerization and research incurred by spot and network reps.



Jerry Schubert
Executive Vice President

HILLIER, NEWMARK & WECHSLER

This rep's story is different than others. In an age where reps are dying, this one was born. Hillier, Newmark & Wechsler opened its doors September 1, 1981 with eight regional offices, but only three



Charles Hillier
Executive Vice President/
Central Div. Mgr.

clients: WNBC and WYNY in New York and KWK in St. Louis. One month later, it took over a landslide list of twenty-five markets formerly repped by Buckley. Hillier, Newmark & Wechsler is now in seventy markets. It's expected to lose money this year and break even by year's end.

The rep is a non-wired network through its association with parent company Interep. The rep network concept benefits those stations which want to operate within that structure. Others resent being forced into networks



RKO RADIO SALES

- ⚡ SELECT STATIONS**
- ⚡ SELECT MARKETS**
- ⚡ SALES IMPACT**
- ⚡ PROVEN RESULTS**



RKO RADIO SALES

Select stations, select markets.

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NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

by their reps.

Reps are going out of business and others are merging primarily because of regionalization and the economy. The state of the national economy doesn't allow many new businesses, including rep firms, to get off the ground. Hillier, Newmark & Wechsler considers itself the exception. Also, the bulk of advertising dollars falls into the top ten markets. To remain profitable, reps need competitive stations in competitive markets.

The wired networks are another competitive factor for reps to reckon with. Not all of the new networks will survive. Still, there will always be room in the industry for an aggressive spot radio rep.

Many stations feel their reps are not aggressive enough. They can remember a time when they received more attention and service. Today's reps are unconsciously shortchanging their clients as their service lists grow.

BERNARD HOWARD

Viacom owned Bernard Howard until recently, but apparently became disinterested in running a rep firm. It was sold to McGavren Guild with Bernard Howard remaining as a principal. Plans call for it to remain an independent rep firm which operates under the Interep banner.



*Bernard Howard
President*

First quarter profits were up 28-30 percent compared to 1981, according to Bernard Howard. The firm benefited from the demise of some key reps last year by gaining 12 stations in eight markets. The reps that went out of business or joined forces with larger firms could not keep pace with the high cost of operating regional offices, computerization, and the need for additional sales people.

Four sales and management people were hired during March and April. Three added in 1981. Like the national economy, the spot radio business has generally been soft with periodic spurts lasting two to three weeks.

Bernard Howard feels the problems revolve around the difficulties of repping more than one station in a given market and increased network competition. Non-wired networks will thrive because they enable agencies to buy in bulk at cheaper rates, but they will never possess spot radio's flexibility. Wired networks are even less expensive than non-wired networks and will remain on the scene.

Spot radio must sell its advantages to compete. As specialization continues, spot radio becomes more attractive. Networks will never be able to pinpoint

specific audiences the way spot radio can.

KATZ COMMUNICATIONS

Profits rose eight percent during the first quarter, compared to last year. The figure is two percent less than Katz' projections. January was the strongest month, despite a weak fourth quarter in 1981.

Katz has gained twenty-one stations in the past year, including six since January. No previous clients were lost. A Minneapolis sales office opened in June and a Houston office debuted in December. The expansion increased Katz's sales force by eight.



*Ken Swetz
President*

Most reps are now scurrying to find a position in the industry. Despite the slumping economy, it's still not time to push the panic button. Reps should return to the basic station-by-station sales approach, instead of opting for the wholesale approach. Those that merge with larger rep firms are serving their own interests before their clients'. Some fear the programming networks will force reps out of business. Not so. The good ones will survive.

Non-wired networks might prove a threat to spot radio, but it will be a year or two before the impact is clear. They will grow at a controlled pace.

LOTUS REPS

Look for a non-wired network by year's end and continued expansion. Adult-oriented rock and "Music of Your Life" stations are slated for network assignment. Twenty to thirty of each would be needed to present a significant buying block to potential advertisers. Currently, Lotus doesn't have that many, but could if its list increases the way it has since 1980. Last year, Lotus added seventy-five stations in fifty markets. Twenty more have been added since January, raising

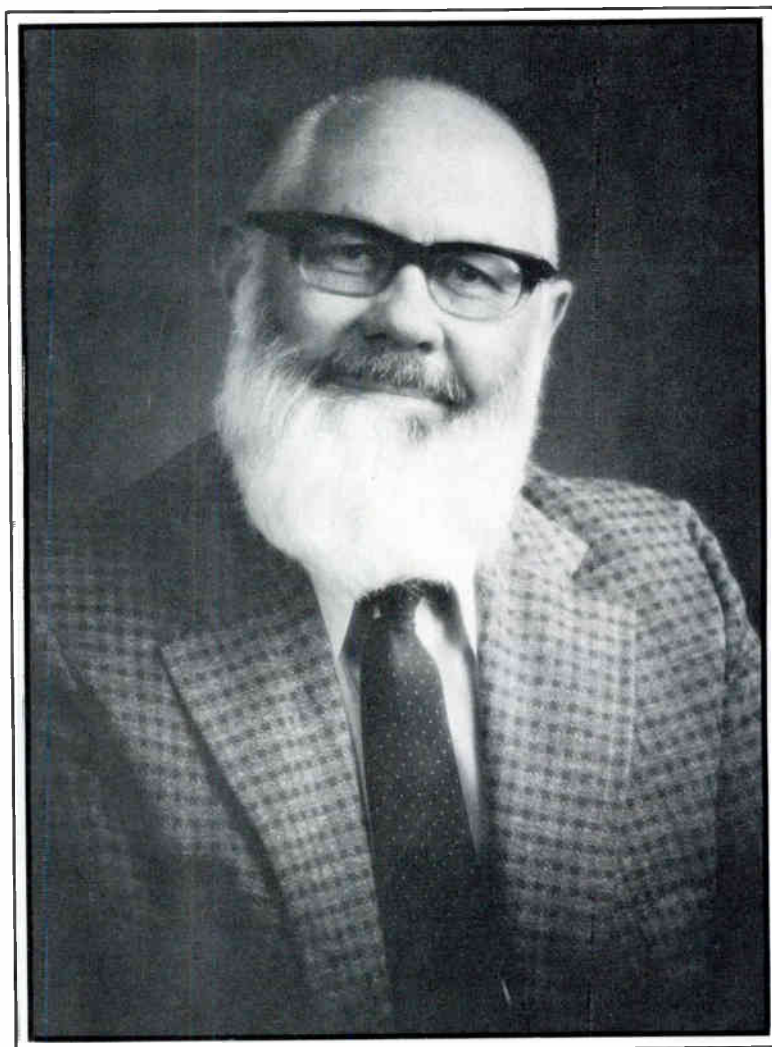


*George Sternberg
Vice President/Director
Station Relations*

the total to 135. Two years ago, the firm repped mostly Spanish stations, servicing only twenty-five Anglo properties. Now it gears more toward the Anglo market. The firm is aiming for a complement of 125 Anglo stations.

Lotus is looking at stations in the Northeast, although it has gained significant ground in the South-

**“In just seven months MMR
Increased our National Sales over 50%
– and without any increase in ratings!”**



**Bill Stukaloff
Station Manager
KGMS/KSFM
Sacramento**



**MAJOR MARKET RADIO SALES
“Your Success Is Our Success”**

NEW YORK · CHICAGO · LOS ANGELES · PHILADELPHIA · ATLANTA · DETROIT · BOSTON · SAN FRANCISCO · DALLAS · SEATTLE · PORTLAND

west. Three staff members were added to the New York office and two joined the Chicago office. Billing was up forty percent from last year during the first quarter of 1982. It increased thirty-five percent overall last year.

If plans for the network materialize, Lotus will still retain its spot rep business. The trend toward establishing non-wired networks is occurring as reps struggle to stay competitive. Non-wired networks present a greater threat to spot reps than the so-called wired networks do, since wired networks rarely position themselves against the non-wired ones.

Smaller reps are merging to compete with the larger ones and to increase billing. The bigger reps have greater access to the ad agencies. Also, they are able to raise their profits without adding staff. The same salesperson who deals with a particular agency can still do business with that agency when he or she has a longer client list. This practice is unfair to the sales staff and to the clients.

In addition to non-wired networks and merging reps, the lack of exclusivity is another way the industry has changed. In the past, reps did not service more than one station in a given market. Now they are working with as many as four wherever the stations' programming formats do not conflict. Stations don't seem to mind, as long as their billing remains strong

MAJOR MARKET RADIO

In 1979 this rep firm existed in only seventeen markets. Today the number is over fifty. They plan



Roy Lindau
Senior Vice President/
Marketing Director

to remain a limited list rep with controlled growth. Currently, they're still small enough to give clients personal attention. Major Market claims first two months of 1982 sent them off to a good start. Since January they've already added ten markets. Long-term spot commitments have improved and non-wired network sales are up twenty-five to thirty percent. After

such a strong take-off, March and April were disappointing when they didn't follow suit. WWBA, Tampa was their only loss when the station was sold to Metromedia.

Reps must be financially stable to ride radio's economic rollercoaster. With the recession hitting the hardest now, smaller firms will need the backing of larger ones to survive. All it takes is one difficult year to wipe out years of profits.

Stations demand more services from reps today, including computerized research. It's now neces-

to invest in data processing equipment in order to deliver research more quickly and accurately. No longer is it enough for agencies and stations to see just the figures. Reps must go beyond that point to satisfy demands. Major Market refined their computer system which can now supply clients with customized graphs. In February they even began using video equipment as part of their sales training program.

As the number of FM stations increased, so did the variety of formats. It's important today for a rep to be able to define the difference between a rock and top 40 station and accurately position them. Buyers are looking for specifics. If it's country, then what type? Traditional twang or contemporary?

Advertisers will turn more and more to radio because of its flexibility. Short lead time makes it difficult for reps to see what lies ahead.

JACK MASLA & COMPANY

Masla merged with H-R/Stone this year, increasing their number of stations, sales people and sales offices. Additional sales research people have been hired to accommodate new stations. The nine sales offices were added to help Masla focus more attention on supporting regional stations and agencies.



Jack Masla
President

To effectively compete today, rep firms must have 3 main ingredients—on-wired networks, office strength and backup services. Computers are necessary for supplying both the buyer and station with information. Reps especially need their non-wired nets to compete against the multiple networks popping up. (Recently Masla and Torbet merged their non-wired networks). The wire networks are quickly eating up the radio dollar budgets. Because of all this competition, there is no such thing as a small rep today. Each firm's list is growing and growing.

Masla's first quarter, like most, was soft for billing. It's now starting to pick up and by July should be on its feet. The biggest slump has been in the West Coast. The mid-west was one area showing an improvement.

Masla sees more reps starting to merge and forming stronger non-wired networks to battle off the wired networks. Hopefully their list will be as compatible as the Masla-Torbet's was.

McGAVREN GUILD RADIO

More wired networks are emerging and taking

This is an exciting ad if you want better ratings!

TM programs 60 of the Fall '81 rated stations.* More than any other syndicator of formats.

TM STEREO ROCK has the highest average share of any syndicated contemporary format PLUS 3 of America's top 10 rated FM stations:
WQSM-FM, Fayetteville, AR #1
KWTO-FM, Springfield, MO #6
WIXX-FM, Green Bay, WI #8

The top rated FM Country station in America programs **TM COUNTRY!**
WSOC-FM, Charlotte, NC. PLUS these #1 rated stations in their market:
WHOO-FM, Orlando, FL Adults 25-54
KSSN-FM, Little Rock, AR Total Audience 12+
WNOE-FM, New Orleans, LA Adults 25-54

3 out of 4 stations programming **TM BEAUTIFUL ROCK** improved their market position with adults 18-34!
WPXY-FM, Rochester, NY increased their 12+ share from 3.5 to 6.0!

TM BEAUTIFUL MUSIC is programmed by the #1 rated Beautiful Music stations in San Francisco, KABL-AM and KABL-FM.

With **TM-O-R** KRLB-AM, Lubbock, TX increased sales by a minimum \$16,000 per month.

KHYS-FM, Beaumont/Port Arthur, TX debuted **TM ALPHA SOURCE** with an overall 7.4 share 12+. They moved from #8 to #4 in their market.

TM-EASY is the rebirth of Beautiful Music. This format of the '80's is the solution to Beautiful Music Station Managers' dilemma of how to reach and hold younger demographics.

TM Consultants have the proven battlefield experience that makes winners in small as well as large markets. **TM** offers full-service from Market Analysis to Management Sales Consultation. From Customized Image Jingles to Total Image Campaigns. From Commercial Production Packages to Sound Effects Libraries.

Most of all, **TM** People offer you the knowledge, the words and the music that have a track record of ratings success.

We promised you an exciting ad. And, if you'll send us the coupon we promise to show you just how exciting your future ratings can be.

* Factual information from Fall '81 ARB average share; TSA average ¼ hour persons and Fall '81 Metro average ¼ hour share, M-S, 6 am - Midnight.

Yes, I'm excited about improved ratings. Please give me a call.

NAME _____

TITLE _____ PHONE _____

STATION _____

CITY _____ STATE _____ ZIP _____

No obligation, of course.

Send to: **TM Programming**, 1349 Regal Row,
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national business away from the reps. To offset this attack and make radio easier to buy, non-wired reps will have to increase. This means reps without networks eventually forming alliances with non-wired reps to survive. Look for as many as three reps without networks to group together and form one large network.

McGavren Guild climbs the ladder with fourteen sales offices. Their strategy is to surround each of these regional offices and make them important to the agency. Sights have been set on Cleveland, Denver or Memphis for the next office this year.

Two years ago McGavren started a department strictly designed for attracting new advertisers to buy radio as a whole. This department was separate from the agency salespeople and focused on new advertisers on behalf of McGavren's stations and radio itself. Now after two successful years in New York, plans include expanding another office in either the West Coast or the central part of the country.

January and February started fast for McGavren. March and April weren't as promising but they believe the rest of 1982 will be profitable.



Ralph Guild
President

PRO RADIO

In 1961 Sam Brownstein started Pro Radio with a dream in mind and a few thousand dollars in his pocket. Brownstein couldn't do that today. To build a rep firm from scratch would require an investor with a big heart and big bucks—about \$1 million. And with so many national rep firms dying off, it would surely be a gamble. Years ago reps were a dime a dozen and the competition was healthy and strong. The trend today leans toward fewer reps. This is especially being encouraged by the Federal Communications Commission. If the Commission continues to allow national reps to become monopolistic in a single market, others may follow, and how many will we see in the future?

Minneapolis seems to be a hot spot for reps this year and Pro Radio agrees. Selecting it as their eleventh sales office was an easy choice for them when looking at the market's increase in last year's spot billings. Right now middle market stations are



Sam Brownstein
General Manager

Pro Radio's speciality and plans are to keep it that way for awhile. This should keep them busy for the next few years. But it won't be long before the only way for Pro Radio to really grow is with major market stations.

Pro Radio sees 1982 as a strong year. March broke the company's record as the highest sales month ever. It now stands at 15.4 percent ahead of last year's billing figures for the first quarter.

With stations paying reps only ten to fifteen percent commission, it doesn't make sense economically for some firms to stay in business.

It's almost impossible for reps to survive with less than eight or nine offices today. The reason: agency buying is becoming more regionalized. Offices no longer exist in just New York and Chicago. Selling is now more professional.

A possible solution: have salesmen work out of their own homes, equipped with computers, and conduct sales meetings regularly.

RADIO ADVERTISING REPRESENTATIVES

RAR has been able to weather the economic storm with financial security from its parent company, Westinghouse Broadcasting.

In March they decided to break away from the nest and pick up KFOG, San Francisco as the first station outside their owned and operated client list of twelve. Looking at only successful major market stations, RAR plans to expand next in Detroit and Washington. This will plant their roots in all of the top ten markets. They wish to

keep their client list limited to thirty stations which will enable them to remain small enough to give personal attention to each station, and at the same time avoid becoming another long list rep firm. Two New York salespeople have been added and plans to increase staff size are in the works. This also includes an increase in RAR's marketing and research departments.

Although they're riding ahead of last year, RAR has not yet hit the budget they wanted. March proved to be a sluggish month with April picking up a bit. RAR predicts a comeback in May. In these tough times, the big will get bigger and smaller, marginal firms will be wiped out. Even sports, especially baseball, which was always considered easy selling, has proved to be a difficult product this year. The year will see reps consolidating to survive, but have faith—the industry is too strong to die.

With advertisers waiting until the last minute to



Robert Richer
Vice President/
General Manager

commit dollars, reps are experiencing difficulty accurately predicting what the future holds. Gone are the days when ad campaigns were planned in advance. Because of radio's flexibility, advertisers are able to pick a spot one day and hear it the next. With smaller budgets, advertisers are seen tiptoeing around only the safe stations.

Expanding wired networks threaten the viability of reps. More spot dollars are being fed into these new networks. In the next three years, the industry can look for cable radio reps to emerge.

REGIONAL REPS

Their name says who they are and what they do. What it doesn't tell is that they're the largest regional rep covering 250 both small and large markets. They use a basic 3 state territory guideline to cover their bases: 80 percent of the stations are in Ohio with the majority of the rest in Indiana and Kentucky. Strategy: to surround the area just outside major markets where the national reps can't afford to cover.

It's their plan to remain close to the market both physically and spiritually.

It allows them to become in touch with the personality of the market. They visit the stations more frequently and are in-tuned with what the station is planning. These reps are the ones driving back and forth actually listening to their client's music.

Looking at the economy, Regional Reps entered the year thinking they would be lucky to break even. Billing increased 21.6 percent from last year's first quarter. They predict by the end of 1982 to be 25 percent ahead. Plans are to gain one market and one office per year. In two years this will bring their total up to four offices.

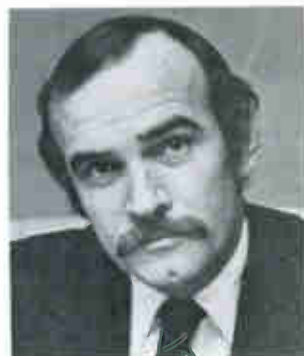
Regional reps believe multiplicity is the nature of America. There's no harm with reps merging as long as they operate and compete as individual firms. It makes sense.

Most reps have expanded their offices and become more professional. With the cost of business increasing, reps can't afford to give the type of service they want to. Stations too have matured and demand more information. Many small ones have come to realize they can't be all things to all people. They've gotten smarter and starting utilizing specialized programs to the fullest.

RKO

The philosophy of the industry is changing. "The

bigger, the better" has become the popular motto for reps. RKO disagrees. They plan to keep their list limited and stress personal attention to each client. With thirty-six stations in twenty-three markets, they are striving to reach thirty markets by the end of this year. So far they've added Nashville, Orlando, Honolulu and Milwaukee to the list. RKO is keeping an eye out for good properties in the top fifty markets and hoping to expand their number of sales offices. Currently they have seven and will next enter Houston and St. Louis.



William Hogan
President

December marked the first of the year for this firm and it began on the wrong foot nationally. By January things were looking better, but slowed down again in February and March. April and May got things rolling again. With advertisers waiting until the last minute to place orders, it's difficult for reps to predict what lies in store. A portion of radio's dollars is actually coming out of television budgets. Advertisers are turning to radio because of its flexibility and short lead time.

The non-wired networks were formed by the reps as a convenience to the agencies. It eliminates paper work for them and puts more on the reps. Watch for national syndicated programming, wired networks and cable to sink their teeth in national spot radio dollars. This will make competition even tougher.

Reps need to concentrate their efforts more on the marketing aspects of selling, get personally involved with clients and participate more in the campaign process

SAVALLI & SCHULTZ

Savalli & Schultz believe in the old school of selling—to do what's best for the station even when the odds are against them. This includes representing only one station or an AM/FM combination in a single market. Too many firms today are losing sight of the old ways. It's not healthy for the industry when a firm represents three individually-owned stations in one market. The rep's interest is stretched among these stations instead of exclusively for the one. Savalli & Schultz admit stations are attracted by the large national reps and become too overwhelmed to realize they're getting short-changed. Other reps will start monopolizing markets because it puts money in their pockets.

This year's first quarter was somewhat of a paradox for Savalli & Schultz. For billing it was awful.

For business placed on stations (orders) it was hopeful. Look for 1982 to be an encouraging year for reps as advertising dollars start to pick up. Since January, ten stations have been added and plans are in the works for expanding the sales staff. Savalli & Schultz sees the rep industry as an unusual business. Growing means taking stations away from another rep which may eventually knock someone out of the ball game.

Wired and non-wired networks are merely tools of convenience. They make life easier for the agencies. A buyer gets a lump of stations instead of just one but still receives only one bill. Only one bill, only one headache. Advertisers should start to question if they're really getting such a good deal. Is what's good for one station in Atlanta with an 18-49 audience the same for the one in Minneapolis? These networks are quickly gobbling up spot dollars. Look for syndicated programs to be another headache for reps. They too will be trying to steal advertising dollars away from the reps.



Joseph Savalli
President

SELCOM

Watch for non-wired networks to increase and become a necessity for all rep firms. Reps will need these networks in order to pull in national business for their stations. This also increases the need for more people in the network departments and personnel to handle the heavy paperwork load. Reps without non-wired networks will have to join hands with firms which do have them to stay in the game. Competition will become even more fierce and smaller, medi-



Louis Faust
President

um-sized firms will have trouble staying alive.

Some agencies are even trying to cut the reps out of business. They are going directly to the stations and bargaining for cheaper rates. The number of offices a rep now needs has also increased. At one time most of the agencies were located in either New York or Chicago. Today they've become more regionalized and reps are following, therefore requiring more salespeople. Extra services, such as computerized reports, are needed to keep up with the increase in the research reps are now providing

agencies with.

In January, Selcom opened its ninth office in Philadelphia. They're setting their sights on Minneapolis and Houston as possible future sales offices. Even though the first quarter has been a flat one for them, they've gained seven major market stations so far this year. This now places them in ninety-eight markets. The fourth quarter may perk up a bit if the interest rates don't escalate again.

Count on the larger reps to come up with new services to outdo each other. This is already being done with cable reps and satellite rep firms. Competition will come from all angles—syndication, satellite networks, cable and cable networks. But the basic need for rep firms will continue.

Selcom has had merger talks with other reps, but is prepared to successfully go it alone.

TORBET RADIO

Look for the battle of the "Super Reps" to emerge in the 80's. It'll be a struggle with the five leading rep firms competing to stay on top. Smaller firms will survive if they play their cards right by representing the top stations in the smaller markets that larger reps can't afford to cover.

Torbet's plans for this year include expanding its sales staff and number of offices. It recently rooted its twelfth sales office in Minneapolis and number thirteen is to open in Houston by the fourth quarter. Torbet gained nine stations so far this year, bringing the total to 135 markets.

Reps without nonwired networks will eventually lose out. They'll need these networks to stay in the game with strong competition from the wired nets. Stations and agencies are demanding more information from reps today. Torbet is one of the last larger firms to turn towards non-wired networks. It made the decision in 1974 after losing some stations to reps offering more resources. It didn't become profitable until 1976-77. Torbet believes reps must be in at least 100 markets to successfully compete in non-wired network sales. Torbet becomes the largest non-wired network after merging its client list with Masla earlier this year. Fourteen percent of its business last year came from non-wired network sales.

Radio is becoming an attractive medium with its flexibility and reasonable prices. With FM in the picture and AM improving its programming, formats are looking better than ever. There's more to choose from and higher quality.



Peter Moore
President

WHAT REP RESEARCH SHOULD YOU EXPECT

Stations now demand more than ever that reps provide them with quality research to help them sell nationally and locally.

By Mariann DeLuca

Over the past few years, radio has experienced enormous changes. We've seen the fragmentation of radio with the expansion of formats, the decline and revitalization of AM, the growth of FM and the increase in the sheer number of radio stations.

On the radio representative side, we've seen some major rep firms close down (thirty-one since 1968) and others merge. With this current atmosphere at hand, major rep firms should be concerned about servicing their clients to the utmost.

On an ongoing basis, radio stations should be asking questions regarding their national rep, such as "Am I associated with a full-service rep who is supplying me with quality research that fulfills the needs of my radio station?"

These needs should be twofold: national and local. While most reps' research departments are located at their corporate headquarters, these departments should be an extension of their clients' local sales staff. A research department is not a revenue source for a rep, but a good research department will generate dollars for both the rep's national sales team and the station's local sales staff.

James Fox, general manager of WBSB-FM in Baltimore, commented on the rep/station relationship, "Today a rep's research department is as important as its sales department. Over the past several years, national business has been fragmented as much as radio listening. Networks—both wired and non-wired—economic conditions, more competitive stations,

Mariann DeLuca is vice president of research for Torbet Radio.

sports broadcasting and cable television have all contributed to dilute the national dollar. Therefore, if a station is to survive financially, its efforts must be directed to its local market."

"A cooperative rep with modern research capabilities can help facilitate local sales in an increasingly more sophisticated local buying community. A quick responding rep research department gives the station a leg up on its competitors, not only in its help on planning a buy but in generating additional dollars for the station supplying the research. That station also becomes more important in the eyes of the local time buyer."

This team concept can work both ways, especially with the shrinking national dollar. Unfortunately, some reps feel a station's local sales is in direct competition to their national sales.

Another question to consider is, are you receiving worthless mailings from your rep that advertise themselves rather than your station? Or are you being supplied with sales support research that will aid in generating dollars? Your rep should be supplying you with research that is specifically tailored to the positive selling points of your station and illustrates all the unique aspects of your radio station.

Let's look at some of the resources that should be made available to you and your rep.

1) In-depth analysis of rating books. Analysis should be tailor-made to your market and radio station. Positioning and key selling points should all be highlighted and show how your station relates to the market in terms of demographic skews. Graphic growth illustrations are also essential in highlighting primary selling points.

Kevin Aufmann, national sales

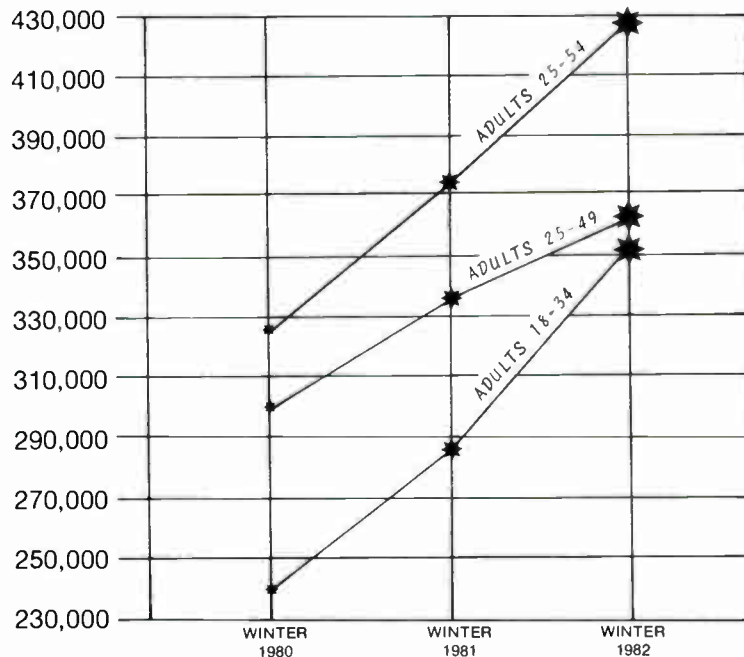
manager of WFMS-FM in Indianapolis, discussed his situation. "Following the publication of every Arbitron report, our rep's research staff provide us with a complete arbitron analysis which positions the station in the best selling light against the competition and the market. They provide it in graphics and pie charts that clients and agencies easily understand. They also



DeLuca: Rep firms should be concerned about servicing their clients to the utmost.

provide us with generic selling pieces that we reproduce on our own letterhead. We encourage our salespeople to have this with them at all times, because it serves as excellent leave-behind material for both buyers and clients. This goes a long way with positioning the station and our salespeople as a resource for in-depth marketing and demographic data."

2) Local market presentations. Is your market being sold as well as your radio station? As stations



Source: Chicago Arbitron, Winter '82, MSA, Cume, Mon-Sun 6am-12mid, WCLR 3 yr. trend.

NOTE: Audience data quoted herein are estimates and subject to the same limitations as published by the research company.

Here is an example of how graphic illustration is essential to station analysis. The above chart represents how WCLR, Chicago reached their target audience more in each Arbitron book.

experience growth, so do markets. Whether it be with population, income, education, industry, etc., all these factors should be highlighted in a market presentation, to be utilized nationally and locally.

3) Industry research. Does your rep's research department help you sell radio locally? That is, does it supply you with ammunition to turn those newspaper or TV accounts into radio accounts?

4) National qualitative information. Can one sell without ratings? The utilization of product usage information in a sales pitch could be the decision factor in making the buy. Are you supplied with this research tool, whether it be a generic presentation, product or format data?

Generic pieces a rep produces for national use can be a valuable local selling tool. Glenn Valentine, general manager of Omaha's KYNN AM/FM, attested to that fact. "We have found the radio format research materials furnished to us by our rep to be invaluable when it comes to the image of a country music fan. Utilizing this informa-

tion, we have been able to convince and win over many advertisers who still visualize a country music lover as a person with hay in his hair, when in fact today's country music listener is one of the most affluent members of our society."

Bill Steading, national sales manager of KIRO/KSEA in Seattle, gives a concrete example. "The data and information provided by our rep's research department proved to be a critical factor in securing a significant share of advertising dollars from Payless Drugs, Parkwood Services, Parket Paint and St. Joseph Hospitals. In each case, product usage was the most effective sales tool."

5) Computer capabilities. Major research departments have available various computer programs to aid in the evaluation of any radio buy—whether it be a ranker of the market based on various demographics, a planning program utilizing market goals to be reached, a basic reach and frequency program, or a mixed media program which could be advantageous in taking dollars away from television and newspaper.

Gene Mitchell, general manager of WLKW AM/FM in Providence, sums up the situation: "As a leading station in a major market, the demands for more sophisticated research is ever increasing. Necessarily, we have turned to our national rep, whose level of confidence far exceeds anything that we could generate locally. The result has added substantially to our understanding of its impact on programming as well as sales. Interpretation is the key, and only high qualified research persons can provide it."

In order to make custom-tailored, saleable research tools available, your rep's research department should be well staffed with quality people. Then you will feel confident with the depth of the entire department and the quality of research services you are receiving.

Hopefully, we've generated some thought your way in terms of the performance of your rep's research department. Don't be short changed. There's valuable research out there.

The best thing you can do for your station is take a day off with us. Free.

Michael Baer, VP/GM
Noble Broadcast Consultants

Noble Broadcast Consultants' new Contemporary Hit Radio Division can make your station more profitable—and I'm willing to offer the first step free; no obligation. Read on to learn how your station's image, sales and profit will be enhanced.

If your station plays popular music — AOR, A/C, CHR or Top 40 — a major-market programming wizard is ready to work magic for you. And the first step is easy.

Call me collect and I'll send you Noble's "Critical Evaluation Guide"; a complete kit designed to help you make a one-day, step-by-step analysis of your station, competitors and market. In addition, our CHR Division will make a comprehensive study of your findings.

A limited offer

Normally, only our new clients are given the opportunity to use this valuable, strategic programming tool. But for a limited time, General Managers of popular music stations may use the Guide and our analysis at no charge, without any obligation.

It's our way of introducing you to Noble's Contemporary Hit Radio Division.

Success for hire: Bob Harper

At last, Bob Harper's handcrafted 18-49 Contemporary Hit Format is ready. Think what it would be like to have this programming expert on *your* side.

You'd have the resources of a man who was an architect of Stereo Rock, one of the most successful syndicated formats in history; a man who guided many stations to greater profitability as Director of Radio Consulting with Frank Magid & Associates; a man who, himself, owns and operates successful radio stations.



Bob Harper

Harper's Contemporary Hit Format helps GMs and PDs position their overall air sound in the market using a combination of research, custom-designed playlists, and a talent development program.

Research: At cost

Research is the cornerstone for sound decision-making, and the CHR division offers research at cost to their regular clients, giving them the information they need to make the right decisions at the right time.

As Vice President and Manager of our new CHR division, Harper and his staff have what you need in these areas:

- Fine-tuning live-format stations for maximum profitability;
- Helping automated stations go "live", boosting image ratings;
- Giving a live-format image to stations using syndicated music services while remaining automated.

Your move

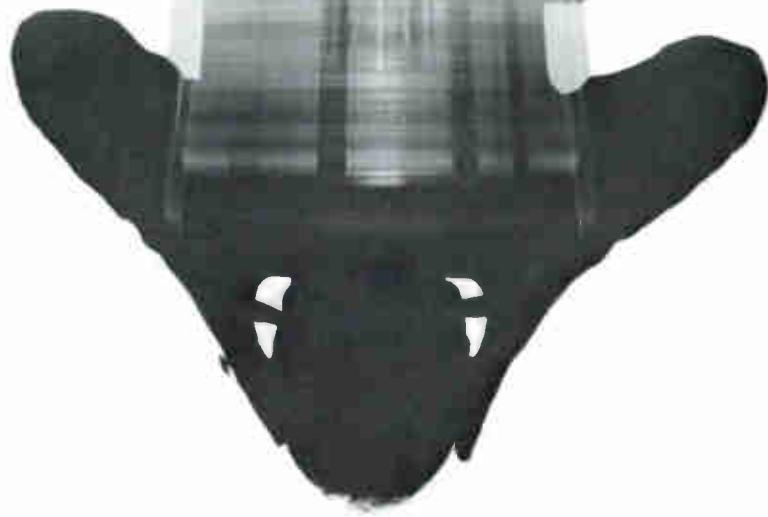
The people at Noble Broadcast Consultants have increased the image and profitability of hundreds of stations, and they're ready to put this experience to work for you.

But our free, no-obligation offer is limited to one-per-market, first come, first served. Why not call right now, while you're thinking about it.

General Managers, call Michael Baer collect today for immediate response:
(714) 291-8510



Noble Broadcast Consultants, Inc.
4891 Pacific Highway
San Diego, CA 92110



**OUR
PSYCHIC
PREDICTORS
RADIO'S
FUTURE**

PREDICTIONS

Gary Wayne predicted the Reagan assassination attempt a week in advance, the subsequent Las Vegas hotel fires, solved a Houston murder and now turns his special powers toward radio.

By Jerry Del Colliano

Gary Wayne is a radio star in Houston. He broadcasts over KTRH and relates his psychic vibes to listeners without ever asking when they were born or details about their lives.

Wayne not only predicted the Reagan assassination attempt, but the ill-fated Carter Administration rescue mission to free the Iranian hostages as well. The number eight popped into his head at the time, so he predicted eight would die before the mission ended.

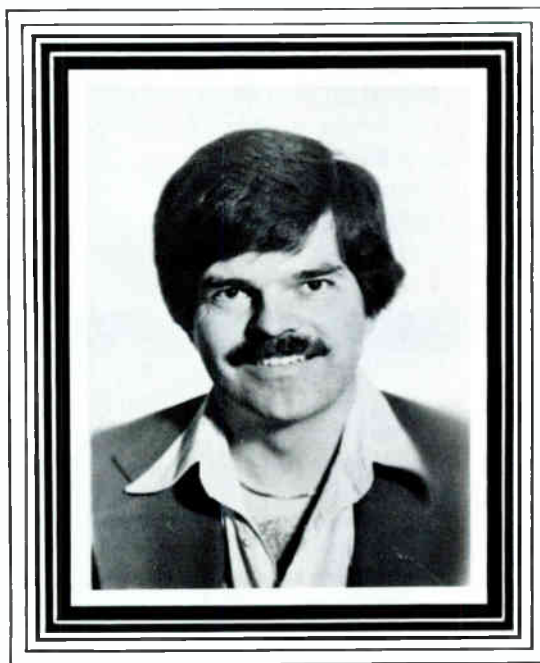
One of the most bizarre displays of his psychic powers occurred in Houston after a 14-year old girl was shot returning from a dance class. Her stepmother sought Wayne's advice bringing him a picture of the girl. Wayne described her murderer as "a man who was either a security guard or a policeman, but his credentials were not up to date and he didn't carry a gun." Wayne tapes all his readings. The stepmother took the tape to the police. The police apparently had been looking at such a suspect and decided to reinterview him. They took fingerprints. The prints matched those found at the murder scene. The police matched the gun and had their man.

While the psychic world has its doubters, many view it with respect as well as caution.

Gary Wayne's predictions for the future include:

- Another assassination attempt on President Reagan's life sometime in May of 1983, but Reagan will live. His assailant may be a woman with curly dark or black hair from the West Coast or Oregon. The attempt will take place near or in Washington, D.C.
- The President will have health problems in December (perhaps respiratory ailments).
- Another woman will be named to the Supreme Court by September.

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



- The Falklands crisis will not end peacefully until June with more death and at least three ships lost. The British will get the islands back.

More specifically, Gary Wayne focuses on the month of June and some of the things which he sees happening. They include:

- The economy will show signs of improvement on a national scale with gold prices below \$300 an ounce. The economy will boom by 1983 and President Reagan will be seen as having handled the economy correctly.
 - There may be the discussion of a postal strike or some upset in the postal system this month, but a shutdown will not come about.
 - Heavier rainfalls will be experienced in Maine and the New England area. Texas and Florida will be in for record high temperatures.
 - A major newspaper will go out of business or circulate rumors of its demise. Wayne thinks it will be a New York newspaper (possibly the Daily News or The New York Times).
 - General Motors will talk of merging or deciding to become a larger conglomerate to save itself from the ills of the auto industry. Car sales will improve.
 - Abortions will return to the news in June with a strong demonstration at the White House to either correct or improve the situation.
 - Inflation will start to increase again now or by early July.
 - A rather dramatic fire will hit private planes at an airport near Philadelphia, New York or Washington. An explosion involving fuel may be the cause.
 - Farrah Fawcett will get a new TV series. Her popularity will rebound.
- This magazine is published in June so some of these predictions should be coming true if Gary Wayne is to be taken seriously as a psychic. He certainly doesn't lack courage in making such specific predictions.



GARY WAYNE'S PREDICTIONS FOR RADIO'S FUTURE

1. NRBA will go out of business in 18 months to two years.
2. A present radio network will fail.
3. The FCC will allow companies to own more than 14 stations.
4. Rock or album rock format will grow the most.
5. 200 more stations will emerge, posing radio's biggest threat.
6. Cable radio will not be a serious threat.
7. CBS and ABC will be involved in a suit.
8. Sports radio may be the new format.
9. Ten AM stations will either fold or find other source to take over debts.

RADIO ONLY wanted Gary Wayne to predict radio's future. Every elder statesman in the industry has tried his hand at it one time or another, but never a psychic. We can't vouch for his predictions, nor do they represent our opinions (we have no psychic powers that we know of). But, such a look to the future certainly would be interesting. Whether or not it turns out to be accurate, you can judge in the months ahead.

In the years ahead, here's what Gary Wayne sees for the radio industry:

- Fifty percent of the AM stations will be broadcasting in stereo by 1984. Yes, stereo will help their ratings increase.
- AM and FM stations will become involved with direct response from listeners similar to how QUBE works for Columbus cable TV viewers. The Japanese will develop this direct connection between the radio and the radio station. Stations will use it for talk shows, for ratings, for assessing the popularity of their shows.
- Wayne sees a lot of direct response between radio listeners and their stations in the years ahead.
- Radio will take more action to help people in the 80's. Stations will provide more information so they can not only understand what's happening in the world, but help people with consumer complaints.
- Ten AM stations will either go out of business this year or find someone else to take over their debts.
- More radio stations will specialize. Sports radio may be the next new format.
- Ratings will include more new categories.
- A present radio network will fail. Gary Wayne thinks it will be one of the RKO Radio Networks (not all of them, but one). He sees management changes there and austerity.
- Satellite dishes will get as small as 12 inches in diameter.
- Broadcasters may experience some satellite reception problems due to magnetic fields and sunspots. Transmission will not be clear nor flowing properly.
- FCC will allow companies to own more than 14

radio stations.

- FCC may take back some to the deregulation it has already accomplished.
- The clear channel stations will not be broken up. Serious consideration will be given to increasing some stations power to 75 kilowatts on the East Coast, Florida, southern California and Chicago.
- Look for more talk shows on FM.
- The biggest growth format will be rock or album rock.
- The biggest loser: religion. Beautiful music will recover due to sharper programming and the use of talk (especially helpful hints and teaching people how to get along in this backbiting world).
- NRBA will go out of business in 18 months to two years.
- Radio's future in the 1980s will be centralized on mind and mind power.
- Cable radio is not a serious threat.
- CBS and ABC will be involved in a suit over a national program, possibly a sports event.
- There will be 200 more radio stations, posing radio's biggest threat. There needs to be fewer.
- Radio's publishing competitors will have great problems, including the closing of several well-established newspapers (usually afternoon papers). He sees a paper in Newark, NJ going out of business. One of the national news magazines will either go out of business or merge by January, 1983. It could be the US News & World Report.
- ABC, CBS, RKO, the NRBA and the entire publishing industry probably do not want to read Gary Wayne's predictions any more, and you can't blame them. He could be right or he could be wrong. Wayne claims he's right 85 percent of the time.
- It doesn't take a psychic to see radio's future as one of tremendous change and adaptation, but our psychic from Houston, Gary Wayne, is betting his crystal ball that he can call the shots regarding our industry's future.
- Time will tell.

HOW TO SPOT A SUCCESSFUL SALESPERSON

Secret hints about what to look for when hiring an efficient salesperson.

By Miles David

Where do the best, most practical sales-management ideas come from?

Often from your peers. That's the operating principle behind the Radio Advertising Bureau's annual Managing Sales Conference. Sales Managers spend three intense days participating in panels with fellow managers and outside experts on the common denominator of managing sales.

It's also the idea behind our monthly RAB newsletters called "Managing Sales." Here's a checklist of ideas from managers quoted in recent issues of RAB's "Managing Sales" on how to hire salespeople.

□ Hire hard-chargers. Again and again managers say that even if you're General Patton, true motivation must come from inside the salesperson. What to look for? People who are hungry to succeed. One manager said he's had 100 percent favorable results whenever he hired outstanding high school or college athletes. Reason: Jocks are expected to try harder. It's part of their training. They like and are stimulated by competition.

□ Pride comes first. Pride is an essential characteristic of all successful salespeople. Look for men and women with pride in themselves. Give them pride in the product, suggests one manager, and make it tough for the applicants. Have job interviews early in the morning or on weekends. Put obstacles in the way of candidates. One manager believes the hungry aggressive ones will go that extra mile.

□ Look for candidates with

Miles David is president of the Radio Advertising Bureau.

active sales experience. Managers generally like candidates with sales background, although many don't require them to have radio experience. "I prefer candidates with no experience in radio sales, so I can train them my way." Direct selling experience is important. "We're not interested in people who have worked in stores behind a counter. We want men and women who have actively solicited sales and understand the necessity of making a lot of calls every day."

□ How they dress is important. When a candidate comes for a job, they should be dressed in a businesslike manner. Reason: "It offers an insight into their judgment. People who dress conservatively when they're looking for a job at least understand some basics of the business world," one manager stated.

□ Let candidates do most of the talking. "When we screen we look for career-oriented, mature adults. Not someone who's looking for just a job," commented one manager. "Sales experience isn't a necessity but the candidate must be trainable. In interviews let the candidate do a lot of the talking. In conversation, character traits will surface. Look for pep, enthusiasm, and energy. They should be able to accept 'no' and charge right ahead."

□ Look for candidates who have done their homework. "Aside from the usual things which I think are important—an aggressive, positive personality—I think that they should do their homework," one manager stated. "Even a candidate with no radio background, should be able to discuss our personalities and our format. He or she should have some ideas of what our market is all about. A sure turn-off is someone who says: 'Selling Radio should be fun.'"

□ Make the job interviews difficult, realistic. Right from the open-



David: The most practical sales-management ideas often come from your peers.

ing interview, managers keep the candidates on their toes. "I throw out objections in case they presume it's an easy job. Rule: Make the interviews demanding because that's what they face on the street. At the start of the interview I throw a role-play situation at them to see how they think on their feet and answer objections. I look for people who are verbal. It's important that our salespeople be articulate as well as tough-minded."

□ The job seeker must follow up. Once the candidates have completed the interviewing, leave the ball in their court, one manager advised. "I don't care how well a candidate does in the interview, if he or she doesn't follow up with letters or phone calls I don't think they exhibit the interest and aggressive attitude we're looking for. The follow-up is all part of the package. Success in radio sales depends largely on imagination, service and follow-up. If they sell themselves to me in all three areas, they should be able to sell our advertisers as well," he added.

HOW TO DO YOUR OWN PUBLIC RELATIONS

Building a favorable public image in the community and industry starts at the home.

By Margaret Digan Sinclair

In broadcasting, as in other industries, most managers would like to have a favorable image. The overall method of developing and maintaining a favorable image is called public relations.

Positive public relations begins with doing something good and publicity is communicating that something good.

Why good publicity is important to the receiver:

- Gratifies the ego
- Gains recognition of good deeds among peers
- Attracts the attention of company management
- Heightens your appeal to prospective employers
- Gives your employees a feeling of pride
- Develops greater financial worth

It begins at home. We've all been asked, "What is he like to work for?" The people who work for and with you can be your best or worst PR agents. Bad news travels fast. So the next time you are about to publicly humiliate an employee or be unnecessarily cruel to someone, think twice. Your actions and words can follow you through your professional career.

Begin to broaden your exposure in your community and within the industry. Identify your specific objectives. You must know your goals to be able to decide on what audiences to focus your public relations efforts.

Get a calendar of station, community and industry activities and decide what role you want to play in them. Everything you do, say or

Margaret Digan Sinclair is president of Digan Sinclair Associates, a Dallas-based advertising and public relations firm.

authorize in the name of your company can build or break your public image. If you are perceived as a solid citizen, it will help your business and your image.

A person in a position of power can not afford an "I'm not a joiner" attitude. Minding the store now means minding the community as well. If the community prospers, your business prospers. One has little alternative except to take an active role in the community.

Now matter how separate you attempt to be in a community, you are always part of it. You are surrounded by others doing business. Some buy from you and others sell to you. All become entwined in your business success as well as the community's success. Your actions and reactions can work for you or against you.

Everyone is familiar with the type of person who joins every organization and serves on every board but basically contributes nothing. Good community relations, not opportunism, will eventually pay off. Actions undertaken solely for selfish purposes usually backfire.

Be inventive in your approach to community groups. Frequently, these service organizations appear to be in desperate need of an energy transfusion. Nothing will perk up a group like an enterprising leader with fresh ideas.

Engage in activities that are interesting to a broad audience, have community value and promise high news interest. Communicate all details to the media. It has been said that an event doesn't occur unless it is covered by the press.

Get to know the media and vice versa. Building an editor's respect for you as a news source, increases his or her receptivity to your material.

Market yourself as if you were a product. Recognize your key point of difference, whether it be in farm



Digan Sinclair: You must know your goals to be able to decide on what audiences to focus your public relations efforts.

radio or co-op sales. Your knowledge is valuable and should be communicated. Share this information through speeches, seminars, articles or interviews.

You might want to get your feet wet locally before jumping into the national arena. Speaking at a high school career night could be a lot easier on the nerves than an NAB convention. Confidence and ease will come later.

Study the trade publications. Almost every magazine or newsletter has a contributing editor section. Call the editor to discuss your ideas before producing a 1,200 work masterpiece. If you have something important to say, your story idea has a good chance of being well received.

Plant the seeds for stories or panels with the right people. Provide the basic idea, background information and the names of people who could contribute to such a forum. Include yourself.

Honestly assess your publicity potential, draw up a definite plan and set out to put that plan into action.

We're known by the companies we keep:

NBC
Doubleday
Buckley Broadcasting
Gulf
First Media
Charter (Surrey)

ABC
Inner City
Des Moines Register
Metromedia
BENI
The Amaturio Group

When we opened our offices last fall, we surprised a lot of industry watchers with the announcement of our first client: New York's hottest radio combination, WNBC and WYNY. And since then, we've surprised them by adding great radio stations all over the country.

In fact, in just our first year, we've already grown to become one of the nation's most formidable radio rep firms. Maybe that kind of drive and salesmanship can help you build a stronger national sales base.

Hillier, Newmark & Wechsler. Known by the companies we keep. And the companies we keep happy.



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RADIO'S NEW GENERATION GAP

It's the same old story. Everyone wants to sell young when statistics show the radio audience is getting older.

By Jim West

I am a salesman and I have great respect for the honorable profession of salesmanship, but I contend that the radio industry is in serious trouble. It needs salespeople and needs them badly. Specifically, the need is to find, train and motivate salespersons capable of dealing with the vast audience of people over 35 years of age.

I talk to hundreds of owners and managers of radio stations every week. The hue and cry is always the same: where can we find people who can sell the product?

I've spent most of my years in a radio service capacity creating and selling formats, jingles and the like, all generally designed to help stations achieve some unique selling positioning of their own. They have a real story to tell that defines who they are and what benefits they can offer potential customers that their competition can't.

The constant quest to develop these products and services has created a healthy industry that is just as competitive as any radio community. It has become highly professional and utilizes all the modern tools available: research, market testing and top-of-the-mind advertising and promotion. And we've developed some highly trained and motivated salespeople who are very successful.

So, as a professional, I try to help our customers and my many friends and acquaintances face the dilemma that the dearth of qualified salespeople constitutes. The worst

Jim West is vice president and general manager of Fairwest Studios in Dallas.

problem I find is convincing younger salespeople that the audience of over 35 is even alive, that there is a valid reason to represent this constituency.

Most younger salespeople "cop out." They insist on dealing only with agencies, which are usually peopled by acne-faced time buyers unable to understand the composition of this "older" audience.

When they meet resistance at the agency level, they give up. They don't understand the need to dig deeper to effectively tell their story. If agency selling is part of the answer, then they need to bypass the "kids" and get to their bosses. But, their challenge is greater than that. They fail to understand that their opportunity lies with the retailer who sits behind his or her cash register. Most times he or she is over 35 and has the money to buy, if only they were reached or even called upon.

Somebody needs to reach them and reach them soon, because the opportunity to "sell" this new audience is one of the greatest challenges of the 80's. We in radio programming have adjusted our sights to the over 35 audience and are getting rating results only a little short of amazing. My frustration lies with the stations' sales departments' inability to cope with this "new" idea.

- Fact: Fifty percent of all Americans are over 30. How many stations are serving this vast audience? I say too few. But more and more are turning that way.

- Fact: Twenty percent of the population is 45 to 65 and controls fifty-three percent of all discretionary income.

What could be simpler than that?



West: When most younger salespeople meet resistance at the agency level, they give up.

Isn't that an invitation to a sales opportunity?

These "older" folks buy more cars, take more trips, buy second homes and can afford jewelry and new clothes. In these tougher economic times, they can afford to buy more products and services than the younger audience can.

So, I challenge all sales consultants to address this problem. Start to specialize on the most serious problem our industry faces. All the positioning statements and research and sophistication doesn't mean a damn thing unless someone who knows what he or she is doing can spot and reach the real decision makers and ask for the orders.

Out of this wilderness, show me the new "prophet" and I promise to follow. What's more, I predict there will be lots of others joining me.

MEETING DATES

MEETING DATES

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 5—RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION region seven meeting. Medill School of Journalism, Northwestern University, Evanston, IL.

June 6-9—NATIONAL INDIAN MEDIA CONFERENCE. Native American Public Broadcasting Consortium and American Film Institute. Old Town Sheraton hotel. Albuquerque, NM.

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 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 25-27—WEST VIRGINIA AP BROADCASTERS. Annual convention. Cacapon State Park, Cacapon, WV.

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 1—17th ANNUAL GABRIEL AWARDS competition. Unda-USA. Television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla. (317) 635-3586.

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

September 15—NATIONAL ABELINCOLN AWARDS deadline. 14th annual. Sponsored by Southern Baptist Radio and Television Commission. Information: SBRTC, 6350 West Freeway, Ft. Worth, TX 76150.

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 21-24—CBS RADIO network. Affiliate convention. 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 7-10—MISSOURI BROADCASTERS ASSOCIATIONS. Fall meeting. Cape Girardeau, MO.

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.

NOVEMBER

November 5—GABRIEL AWARDS BANQUET. 17th annual. Presented by Unda-USA. Palmer House, Chicago.

November 6-8—NATIONAL BROADCASTING SOCIETY. Alpha Epsilon Rho. Southern Illinois University chapter. Mid-East regional convention. SIU Student Center. Carbondale, IL.

JANUARY 1983

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

APRIL 1983

April 10-13—NATIONAL ASSOCIATION OF BROADCASTERS. 61st convention. Convention Center, Las Vegas.

STATION SALES

PROPOSED

WDRV/WLVV, Statesville, NC. Price: \$1.75 million. Sold by Metrolina Communications owned by Bernard Kaplan (62.6%), Norma Kaplan (10.5%), James

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J. Shipley (17.9%), Edward Englander (9%) to Raleigh, NC-based group Capitol Broadcasting Co., Inc.

WLKE/WGGQ, Waupun, WI. Price: \$1.1 million. Sold by Coursolle Broadcasting of WI to WYBR, Belvidere-Rockford, IL principal owner Jack Ambrozic. Broker: Chapman Associates.

KESE, Monterey, CA. Price: \$650,000. Sold by Century Broadcasting Co. (Greentree Group) to Southern California Broadcasting Co. principally owned by William J. Beaton and family.

KNEN, Norfolk, NE. Price: \$550,000. Sold by Gordon D. Adams and Herbert D. Feidler, both stockholders in station to Gene A. Koehn, remaining stockholder.

WNBW, Newburyport, MA. Price: \$295,000. Sold by New England Broadcasting Co. to WNBW Broadcasting, Ltd. Broker: The Keith W. Horton Co.

WMCW, Harvard, IL. Price: \$245,000. Sold by Preston, MN-based group Obed S. Borgen to Mitchell Broadcasting Co. (Forrest Mitchell and family).

WUSW, Lebanon, TN. Price: \$2.5 million. Sold by Triplett Broadcasting of TN (WCOR, Lebanon; WTOO-A/F, Bellefontaine, OH; WOSE, Port Clinton, OH) to Knoxville, TN-based group owner Mooney Broadcasting Corp. (Triplett is debtor-in-possession).

KSEK/KMRJ, Pittsburg, KS. Price: \$1.45 million. Sold by Douglas Broadcasting Co. to KFSB, Joplin primary owner president Richard Chegwin and VP and part owner John David.

KIFN, Phoenix, AZ. Price: \$1.1 million plus \$100,000. Sold by Hispanic Communications Co. to Betacom of Phoenix Inc.

WXMR, Lexington, MS. Price: \$80,000. Sold by Donald G. Manuel (WKPG, Port Gibson, MS; president of WJGM, Canton, MS) to Dri-Three Inc.

WSYR-A/F, Syracuse, NY. Price: \$5,116,200. Sold by Newhouse Broadcasting Co. to Katz Broadcasting of Syracuse, Inc.

WQVE, Mechanicsburg, PA. Price: \$650,000. Sold by West Shore Broadcasting Co. to Quaker State Broadcasting Co.

WTJZ, Newport News/WQRK, Norfolk, VA. Price: \$3 million. Sold by Bay Cities Communications Corp. to Abell Communications (WRLX, Baltimore; WDOQ, Daytona Beach, FL). Broker: Cecil L. Richards.

KQV, Pittsburgh, PA. Price: \$2 million. Sold by Cincinnati-based group owner Taft Broadcasting to Calvary Inc. owned by investor Richard M. Scaife and KQV GM Robert W. Dickey.

KJLS, Hays, KS. Price: \$1.35 million plus \$100,000 for five-year noncompete agreement. Sold by Lesso Inc. (Lawrence E. Steckline—KWLS-A/F, Pratt, KS; KSLS, Liberal, KS) to Radio Inc.

WMAK, Hendersonville, TN. Price: \$1.35 million. Sold by Hendersonville Broadcasting Co. to Phoenix of Hendersonville, Inc.

WYBR, Belvedere-Rockford, IL. Price: \$1,050,000 plus \$60,000 noncompete agreement. Sold by The Broadcasting Co. of Belvedere-Rockford to Sentry Broadcasting Inc., subsidiary of Stevens Point, WI-based group owner Sentry Insurance.

WTKC, Lexington, KY. Price: \$745,600. Sold by Triplett Broadcasting Co. of KY, Inc. (debtor-in-possession) to Group M Broadcasting.

KXLE-A/F, Ellensburg, WA. Price: \$475,000. Sold by KXLE, Inc. (KBKW, Aberdeen, WA) to Ellensburg Radio Broadcasting Co.

WMRC, Milford, MA. Price: \$315,000. Sold by Milford Radio Co. to Brent W. Lambert and Eric W. Johnson. Broker: Blackburn and Co.

WLYV, Ft. Wayne, IN. Price: \$200,000. Sold by Golden Bear Communications owned by golf pro Jack W. Nicklaus to Daisy Communications Inc.

WCWR/WEZY, Cocoa, FL. Price: \$1,050,000. Sold by Sound Stage Communications to WCWR GM Jim C. Pride and WMOH, Hamilton, OH principal owner Robert Klepper.

KLPW-A/F, Union, MO. Price: \$867,000. Sold by Franklin County Broadcasting Co. to Calvin N. Harris, Jr.

KKCS-FM, Colorado Springs, CO. Price: \$1,020,000. Sold by Mountain Center Broadcasting Co. (KKCS, Colorado Springs; KTYL-A/F, Tyler, TX) to Pebble Beach CA-based group owner Walton Stations Colorado Inc. Broker: Norman Fischer and Associates.

WGBU, Farrell/WGBZ, Sharpville, PA. Price: \$700,000. Sold by Broadcast Service Communications to National Communications System Inc.

KELP, El Paso, TX. Price: \$650,000. Sold by San Antonio, TX-based group owner Clear Channel Communications, Inc. to former Heftel Broadcasting

president B. Thomas Hoyt of Great American Broadcasting Co. Broker: Norman Fischer and Associates.

KLBS, Los Banos, CA. Price: \$425,000. Sold by Los Banos Broadcasting Co. to Ethnic Radio Inc.

KXKS, Albuquerque, NM. Price: \$325,000. Sold by Broadcast Associates of NM to Continental Broadcasting Co. of NM.

KVEE, Conway, AR. Price: \$205,000. Sold by Communications Media Co. to Creative Media, Inc.

WHHL, Pine Castle, FL. Price: \$385,000. Sold by Borgen & Murphy to Suntime Radio Inc.

WCSR/WSCZ, Hillsdale, MI. Price: \$45,000. Sold by Charles J. Pontius et al. to WCSR/WSCZ GM Anthony Flynn.

KNEN, Norfolk, NE. Price: \$500,000. Sold by licensee's stockholders Gordon D. Adams and Herbert D. Feidler to remaining stockholder Gene A. Koehn.

WDRQ, Detroit, MI. Price: \$5 million. Sold by Jacksonville, FL-based subsidiary WDRQ, Inc. of diversified Charter Co. to Ft. Lauderdale, FL-based group Amaturu Group Inc. Broker: Kalil and Co.

WTNT/WLVW, Tallahassee, FL. Price: \$2.6 million. Sold by Robert Ingstad Broadcast Properties (Valley City, ND-based group owner) to Davenport, IA-based group owner Palmer Communications. Broker: Blackburn and Co.

APPROVED

KATT-A/F, Oklahoma City, OK. Price: \$3.65 million. Sold by Sun Broadcasting Co. to Surrey Broadcasting.

WISP/WQDW, Kinston, NC. Price: \$1,350,000. Sold by WISP, Inc. and Smiles of Lenoir Inc. to Joyner Broadcasting.

KEND, Lubbock, TX. Price: \$1,015,000. Sold by Radio Lubbock, Inc. to Lubbock Broadcasting, Inc. (KILL-A/F, Lubbock).

KLOV-A/F, Loveland, CO. Price: \$975,000. Sold by KLOV-A/F Inc. to Aspen Leaf Broadcasting Corp.

WRJZ, Knoxville, TN. Price: \$1.2 million. Sold by Basic Media Ltd. (N.E. Jorgensen—WISE, Asheville, NC) to Sherwood, Hennes Broadcasting Inc.-subsidiary WRJZ Inc.

WAZE, Clearwater, FL. Price: \$975,000. Sold by Radio Clearwater Inc. (subsidiary of Three Rivers Communications) Efrain Archilla-Roig who owns WALO, Humacao, PR.

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WICE, Providence, RI. Price: \$625,000 plus \$100,000 for noncompete agreement. Sold by Dunn Broadcasting Inc. to C&F Communications, Inc.

KLVA, Lake Village, AK. Price: \$212,000. Sold by Carpenter Broadcasting Inc. to Foxfire Communications.

KCLB, Santa Rosa, CA. Price: \$67,760. Sold by Christian Life Center, First Assembly of God of Santa Rosa to Educational Media Foundation owned by San Rafael, CA program consultant Robert A. Fogel.

WBHB, Fitzgerald, GA. Price: \$350,000. Sold by Ben Hill Broadcasting Co. (WLAG/WWCG, La Grange, GA) to Willdenway Broadcasting Inc. owned by WBHB employees Janet Willingham, Jackie M. Harden and Charles R. Ridgeway.

KWVR, Enterprise, OR. Price: \$150,000. Sold by High Valley East Broadcasting Inc. to Tri-Star Communications Inc.

WLIV-A/F, Livingston, TN. Price: \$100,000. Sold by Richard and Lielie Mae Gillespie to WLIB, Inc.

WKWK-A/F, Wheeling, VA. Assignment of license dismissed from Community Service Broadcasting Inc. to Wheeling Broadcasting Co.

WCRJ-A/F, Jacksonville, FL. Price: \$2,093,000. Sold by Bold City Broadcasting Co. to Abell Communications.

WGOE, Richmond, VA. Price: \$400,000. Sold by WGOE Radio Inc. owner Carr P. Coffman and family to Tidewater Radio Show, Inc. owned by Willis Broadcasting. Parent company is L.E. Willis (WPCE, Portsmouth, VA; WOWI, Norfolk, VA).

FACILITY CHANGES

EXISTING STATIONS

AM Applications Tendered

KOFI, Kalispell, MT—Seeks CP to change power to 10kw, DA-N.

WWLX, Lexington, AL—Resubmitted to seek CP to increase power to 5kw, ND-D.

KOSE, Osceola, AR—Seeks CP to change hours of operation to UNL by adding night service with 1kw. Make changes in antenna system.

KNIM, Maryville, MO—Seeks CP to change hours of operation to UNL by adding night service with 250w and changes in antenna system.

KKOL, El Paso, TX—Seeks CP to increase power from 1kw to 5kw.

KDAC, Fort Bragg, CA—Seeks CP to change from 1230 to 1210 KHz, increase N power to 500w and D to 2.5kw.

KBUF, Garden City, KS—Seeks CP to change SL from community to Hclcomb. Change frequency from 1050 to 1030 KHz, change HOP to U by adding 1kw and make changes in antenna system.

WMLI, Brewer, ME—Seeks modification of CP to change frequency from 1250 to 1200 KHz, increase power to 10kw, DA-1.

KOKK, Huron, SD—Seeks CP to change frequency from 1190 KHz to 1210 KHz, change powers to 10kw, 1kw, install DA-2 and change antenna system.

KBUF, Garden City, KS—Seeks CP to change location from Garden City to Holcomb. Change frequency from 1050 KHz to 1030 KHz, change HOP to UNL by adding NTS with 1kw DA-2. Make changes in antenna system.

KVOZ, Laredo, TX—Seeks CP to change frequency from 1490 KHz to 890 KHz. Change powers from 1kw day, 250w-night to 10kw day, 1kw night, change TL to 6.7 KM NE of Del Mar Hills, Webb, TX.

WXIV, Phoenix, AZ—Seeks VOL AL from KXIV, Inc. to Lorell Broadcasting Co.

KMLO, Vista, CA—Seeks MP CP of time to: 9/1/82.

WATR, Waterbury, CT—Seeks MP CP for extension of time to 4/15/82.

WAPG, Arcadia, FL—Seeks MP CP for extension to unspecified time.

WFIV, Kissimmee, FL—Seeks MP CP for extension of time to: 10/31/82.

WMTG, Vanclve, KY—Seeks MP for extension of time to: 5/1/82.

WIRV, Irvine, KY—Seeks VOL TC from A. Dale Bryant and James M. Hay to Marshall E. Sidebottom.

WKCM, Hawesville, KY—VOL AL from the Cromwell Group, Inc to Hancock Communications, Inc.

WJIC, Salem, NJ—MP CP for extension of time to 8/28/82.

KGAA, Kirkland, WA—MP CP for extension to unspecified time.

WMHW-FM, Mt. Pleasant, MI—MP for extension of time: 6/17/82.

WCPE, Raleigh, NC—MP for extension of time to 9/24/82.

WXU-FM, Cincinnati, OH—CP to make changes in antenna system. Change type trans., change type antenna. Increase ERP: 10.2kw, increase HAAT: 683 feet, change TPO.

KAKC, Tulsa, OK—Seeks license to cover for damages.

WLYC, Williamsport, PA—Seeks license to cover for changes

WJRD, Tuscaloosa, AL—Seeks application for direct measurement of antenna power.

KBTA, Batesville, AR—Seeks application for direct measurement of antenna power.

WHIR, Danville, KY—Seeks application for direct measurement of antenna power.

KYOK, Houston, TX—Seeks application for direct measurement of antenna power.

KACJ, Greenwood, AR—Seeks MP CP for extension to unspecified time.

Approved

KESE, Monterey Bay, CA—VOL AL from Century Broadcasting Co. to Southern California Broadcasting Co.

WLOX, Biloxi, MS—VOL AL from WLOX Broadcasting Co. to La-Terr Broadcasting Co.

KLIQ, Portland, OR—MP BP to change direct antenna pattern.

WGBB, Freeport, NY—ML to make changes in antenna system.

KHYT, Tucson, AZ—ML to change power to 40w, make change in antenna system.

WMGY, Montgomery, AL—VOL AL from George H. Buck, Jr. to WMGY Radio, Inc.

KIRV, Fresno, CA—MP CP for extension of unspecified time.

KBNO, Denver, CO—CP to change TL to 2700 S. Platte River Dr. near Denver, Arapahoe.

WYZE, Atlanta, GA—VOL AL from George H. Buck, Jr. to GHB Broadcasting, Inc.

KVDB, Sioux Center, IA—Modification of CP to change antenna system. Increase height of no. 2 (SE) tower from 206 feet angles to 290 angles for an increase in HAAT.

WLYV, Ft. Wayne, IN—VOL AL from Golden Bear Communications, Inc. to

FCC DATA

- Daisy Communications, Inc.
- KRSL, Russell, KS**—VOL AL from Thompson Broadcasting, Inc. to Thompson Communications, Inc.
- WTKC, Lexington, KY**—VOL AL from Tripplett Broadcasting Co. of KY, Inc. debtor-in-possession to Walter E. May DBA Group M Broadcasting.
- WHIC, Hardinsburg, KY**—VOL AL from Breckenridge Broadcasting Co., Inc. to H.I.C. Broadcasting, Inc.
- KLMS, Lincoln, NE**—MP CP for extension to unspecified time.
- WARM, Scranton, PA**—MP CP for extension to unspecified time.
- KJCH, Cleveland, TX**—MP CP for extension to unspecified time.
- KNET, Palestine, TX**—CP to change antenna system.
- WRTR, Two Rivers, WI**—CP to replace expired permit.
- KAIM, Honolulu, HI**—License to cover for changes.
- WMTC, Vancleve, KY**—License to cover for changes.
- KJCB, Lafayette, LA**—License to cover for new AM station.
- KRLW, Walnut Ridge, AR**—Direct measurement of antenna power accepted.
- WXVQ, Deland, FL**—Direct measurement of antenna power accepted.
- WFLN, Philadelphia, PA**—Direct measurement of antenna power accepted.
- KFWY, Sumner, WA**—License to cover for changes.
- WGN, Chicago, IL**—ML to make changes in antenna system.
- KOGO, San Diego, CA**—Direct measurement of antenna power accepted.
- WCKC, Milton, FL**—VOL AL from Richard A. and Janette H. Taylor to Lulu Communications, Inc.
- WLPQ, Pittsburgh, KY**—VOL TC of permittee corp. from Tony M. Price to John B. Begley.
- WCAS, Cambridge, MA**—VOL TC from Melvin L. Stone to Boss Communications, Inc.
- WEED, Rocky Mount, NC**—VOL TC from William Avera Wynne to William Avera Wynne, Jr.
- KXLE, Ellensburg, WA**—VOL TC from John R. Dimeo, Catherine M. Dimeo, Don L. Downing and Mary T. Downing to Ellensburg Radio Broadcasting Co.
- KXLE, Ellensburg, WA**—VOL AL from KXLE, Inc. to Ellensburg Radio Broadcasting Corp.
- WHTO, Holland, MI**—Direct measurement of antenna power.
- WOTT, Watertown, NY**—Direct measurement of antenna power.
- KRBS, Springdale, AR**—VOL TC from Donald W. Reynolds to Donald W. Reynolds, as trustee of Donald W. Reynolds.
- KEXO, Grand Junction, CO**—VOL TC from Donald W. Reynolds to Donald W. Reynolds as trustee of the Donald W. Reynolds inter vivos trust.
- KOLO, Reno, NV**—VOL TC from Donald W. Reynolds inter vivos trust.
- KORK, Las Vegas, NV**—VOL TC from Donald W. Reynolds to Donald W. Reynolds as trustee of the Donald W. Reynolds inter vivos trust.
- WNIX, Greenville, MS**—Direct measurement of antenna power.
- WHHL, Pine Castle-Sky Lake, FL**—VOL AL from Borgen & Murphy to Suntime Radio, Inc.
- WCSR, Hillsdale, MI**—VOL TC from Charles J. Pontius, et. al. to Anthony Flynn.
- WDIX, Orangeburg, SC**—VOL AL from Smiles of South Carolina, Inc. to Keymarket Communications of Columbia, Inc.
- WRJQ, Clintonville, WI**—MP CP for extension of time to 5/30/82.
- KRXA, Seward, AK**—Modification of license to change HOP to unlimited.
- KKAQ, Thief River Falls, MN**—License to cover for changes.
- KMJC, Umatilla, OR**—License to cover for changes.
- KFI, Los Angeles, CA**—ML to change to stereo operations, add frequency 949.375, 12w.
- WGIL, Galesburg, IL**—Direct measurement of antenna power.
- KWAD, Wadena, MN**—Direct measurement of antenna power.
- KLVV, Lompoc, CA**—VOL TC from Eric T. Esbensen to Richard Berlanti.
- KDOL, Mojave, CA**—VOL TC from Alton E. Kennedy, Lois Bagley & Joe Stein for estate of Joe Means to KDOL Broadcasting Co.
- WSBR, Boca Raton, FL**—MP CP to change TL to approximately 8.5 miles west of Boca Raton and south of Hillsboro St., Rd. 827 at Palm Beach, near Boca Raton.
- WIRA, Ft. Pierce, FL**—VOL AL from David A. Roth to Roth Broadcasting Inc.
- WRNG, North Atlanta, GA**—MP CP for extension to unspecified time.
- WMJM, Cordele, GA**—VOL TC from James S. Rivers to Ronald S. Rivers.
- KXLA, Rayville, LA**—VOL AL from Richland Broadcasting Co. to Richland Broadcasting Co., Inc.
- WIXZ, McKeesport, PA**—MP CP as modification for extension of time to 9/30/82.
- KMSD, Milbank, SD**—CP to change antenna system, increase height of tower, reduce transmitter power output.
- KMND, Midland TX**—VOL AL from Tumbleweed Broadcasting Co., Inc. to Bakcor Broadcasting, Inc.
- KEWQ, Paradise, CA**—Direct measurement of antenna power.
- WVMG, Cochran, GA**—Direct measurement of antenna power.
- WTIX, New Orleans, LA**—Direct measurement of antenna power.
- WROW, Albany, NY**—Direct measurement of antenna power.
- WELC, Welch, WV**—Direct measurement of antenna power.
- WTGE, Kaltrim, MI**—Seeks VOL assignment of CP from Kaltrim Broadcasting Co. to Northern Radio of Michigan, Inc.
- KROI, Sparks, NV**—Seeks MP of CP to modify N standard pattern.
- KITY, San Antonio, TX**—Seeks CP to make changes in antenna system. Change TL, increase HAAT, change TPO.
- WCOV, Montgomery, AL**—Seeks license to cover for changes.
- WADX, Trenton, GA**—Seeks license to cover for changes.
- WZZD, Philadelphia, PA**—Seeks license to cover for changes.
- WHIM, Providence, RI**—Seeks license to cover for changes.
- WKBI, St. Mary, PA**—Seeks DM for antenna power.
- KSDO, San Diego, CA**—Seeks modification of license to change SL to: 3180

FCC DATA

University Ave., San Diego, operations trans. by RC from prop SL.

WJOE, Port St. Joe, FL—Seeks MP CP for extension of unspecified time.

WNOE, New Orleans, LA—Seeks CP to augment nighttime standard pattern.

WOKJ, Jackson, MS—Seeks CP to change fill-in on day and night D.A.'s.

WCEL, Southern Pines, NC—Seeks CP to increase power from 5kw to 10kw. ND.

KTXZ, West Lake Hills, TX—Seeks MPCP for extension of time to 6/30/82.

KROI, Sparks, NV—Req. waiver of section 73.1201(B) (2) of rules to identify as Sparks-Reno.

WAEB, Allentown, PA—Direct measurement of antenna power.

WFHG, Bristol, VA—Direct measurement of antenna power.

WSWW, Platteville, WI—Direct measurement of antenna power.

KROW, Reno, NV—VOL TC from J. Price, et. al. to Sierra-Pacific Broadcasting Co., Inc.

NEW STATIONS

Tendered

LAKE REGION NEWS CORPORATION, Sisseton, SD—CP for new AM on frequency 1530 KHz, power 1kw, day hours of operation, TL: 2.5 miles NW of Sisseton. SL & RC to be determined.

EXISTING STATIONS

FM Applications

Tendered

WCNI, New London, CT—CP to frequency 91.1 MHz, #216A, change TL: Crozier-Williams Center, Campus of Connecticut College, New London. Increase ERP: 0.267kw, HAAT: 169 feet and make changes in antenna system.

KYRE, Yreka, CA—Seeks CP to change TL: Butcher Hill, Yreka. Specify SL/RC: Lawrence Lane and S. Yreka. Change HAAT: minus 161.5 feet. Change type transmitter and make changes in antenna system.

KNOK-FM, Ft. Worth, TX—Seeks CP to change TL: Beltline Rd., .81 miles west of Cedar Hill Rd., Cedar Hill. Change HAAT: 1585 feet and change type transmitter and make changes in antenna system.

WOSE, Port Clinton, OH—Seeks CP to change TL: .75 miles southwest of Port Clinton. Increase HAAT: 630 feet and make changes in antenna system.

WQCK, Manchester, GA—Seeks CP to change HAAT 1250 feet.

KRSL-FM, Russell, KS—Seeks VOL AL from Thompson Broadcasting to Thompson Communications, Inc.

WHIC-FM, Hardinsburg, KY—Seeks VOL AL from Breckenridge Broadcasting Co., Inc. to H.I.C. Broadcasting, Inc.

KYFM, Bartlesville, OK—Seeks VOL AL from Thompson Broadcasting Inc. to Thompson Communications, Inc.

WSCC, Somerset, KY—Seeks CP to change frequency: 92.1 MHz., #221A.

WHCL-FM, Clinton, NY—Seeks CP to change TL: campus of Hamilton College, Clinton. Change ERP: 0.205kw, HAAT 97 feet and make changes in antenna system.

KCWC, Riverton, WY—Seeks CP to change TL: Atlantic City, 6 miles north on Limestone Mtn. Change HAAT: 1449 feet and make changes in antenna system.

KONG-FM, Visalia, CA—Seeks CP to change to: Eshom Point, E. of Badger, CA. Increase ERP: 19.0kw. Decrease HAAT: 819 feet and make changes in antenna system.

WAIN-FM, Columbia, KY—Seeks CP to change ERP: 3.0kw. HAAT: 300 feet and make changes in antenna system.

WFUL-FM, Fulton, KY—Seeks CP to change TL: 4.0 miles SW of Fulton, South of U.S. Hwy. 51 and 45. Change ERP: 3.0kw and HAAT: 300 feet. Change type transmitter.

KDSA, Wichita, KS—CP to change TL: 6420 N. Hillside Ave., Wichita. Increase HAAT: 345 feet and make changes in antenna system.

Approved

KKAT, Lyons, KS—Invol. TC from Kats Broadcasting, Inc. to Richard J. McDonald, trustee in bankruptcy for Kats Broadcasting, Inc.

WPSR, Evansville, IN—License to cover for changes. Expires: 8/1/82.

WBIM-FM, Bridgewater, MA—License to cover for changes. Expires: 4/1/84.

WDBK, Blackwood, NJ—License to cover for changes. Expires: 6/1/84.

KWTS, Canyon, TX—License to cover for changes. RC Red: Fine Arts Building, West Texas State University Cam-

pus, Canyon.

KKDI-FM, Sheridan, AR—License to cover for new station. SL/RC Red: 1.4 mile east of Sheridan Hwy., Sheridan. Expires: 6/1/82.

WKZR, Milledgeville, GA—License to cover for changes. Expires: 4/1/82.

KUMU-FM, Honolulu, HI—License to cover for changes. Expires: 2/1/84.

KCJB-FM, Minot, ND—License to cover for changes. SL/RC Red: 3425 S. Broadway, Minot. Expires: 4/1/83.

WTPA-FM, Harrisburg, PA—License to cover for changes. Expires: 8/1/84.

KHFI-FM, Austin, TX—CP and license new aural stl.: 949.0 MHz, 10w, 500F9

WEKZ-FM, Monroe, WI—CP and license new aural stl.: 947.5 MHz, 10w, 500F9, 10w, NL: 42-35-40, WL: 89-35-34. TL: Studio, Hwy. 11 east of city.

WKLN-FM, Cullman, AL—VOL TC from Robert Conrad HAAT to Donald Houston Mosley.

WTHD, Columbia, NC—VOL of assignment of CP from Flanagan, Flanagan and Cross, Inc. to Success Communications, Inc.

WHYN-FM, Springfield, MA—ML to change power: 10w and equipment: TFT 7700, 12w.

WTPA-FM, Harrisburg, PA—License to reinstate expired license.

KBFM, Edinburg, TX—ML to change frequency to 951.35, 951.65 MHz. make changes in antenna system.

KXGO, Arcata, CA—VOL AL from Winters Broadcasting Co. to Record Plant Broadcasting, Inc.

WRVI, Virden, IL—VOL TC of permittee corp. from Randal J. Miller & Joseph Cerar to Randal J. Miller.

WRSV, Rocky Mount, NC—VOL TC from William Avera Wynne to William Avera Wynne, Jr.

KXLE-FM, Ellensburg, WA—VOL TC from John R. Dimeo, Catherine M. Dimeo, Don L. Downing and Mary T. Downing to Ellensburg Radio Broadcasting Co.

WMOS, Bath, ME—License to cover for changes. License expires: 4/1/84.

KIZN, New Plymouth, ID—License to cover for new station. Expires: 10/1/83.

WIVI-FM, Christiansted St., Cro., PR—License to cover for changes. License expires: 2/1/89.

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WLCY, Cleveland, TN—License to cover for changes. Expires: 8/1/82.

WGHR, Marietta, GA—CP to make changes in antenna system. Change TL to: Student Activities Center on Campus of Southern Tech., Marietta. Change type transmitter, change type antenna. Change ERP: 0.016kw, increase HAAT: 251 and change TPO.

KWWC-FM, Columbia, MO—Modification of CP to make changes in antenna system. Change type transmitter, change type antenna. Increase ERP: 1.25kw, increase HAAT: 131 feet and change TPO.

WNYK, Nyack, NY—MP for extension of time to 4/10/82.

WEVL, Memphis, TN—MP for extension of time to 9/1/82.

KOCM, Newport Beach, CA—VOL TC from Donald W. Reynolds to Donald W. Reynolds, as trustee of the Donald W. Reynolds inter vivos trust.

KSHO-FM, Kailua, HI—CP to replace expired permit.

KUMU-FM, Honolulu, HI—Modification of CP to increase ERP: 100kw, increase HAAT: 78 feet and change TPO.

WKYV-FM, Vicksburg, MS—MP for extension of time to 9/15/82.

KTNC-FM, Fall City, NE—MP for extension of time to 9/30/82.

KORK-FM, Las Vegas, NV—VOL TC from Donald W. Reynolds to Donald W. Reynolds, as trustee of the Donald W. Reynolds inter vivos trust.

WHRC-FM, Port Henry, NY—Modification of CP data field 10/13/81 in accordance with commissioner's first report and order adopted 7/10/81 and released 7/16/81 in docket 81-235. Showed proposed operation on a frequency of 92.1 MHz, 221A, change type transmitter, change ERP and change TPO.

KIXS-FM, Killeen, TX—CP to install auxiliary transmitter and antenna at main TL to be operated on ERP: 3.145kw, HAAT: 93.89 feet and change TPO.

WEFG, Winchester, VA—CP and license new aural stl.: 947.5 MHz, 5w, 500F9.

WCSR-FM, Hillsdale, MI—VOL TC from Charles J. Pontius, et. al. to Anthony Flynn.

KNEN, Norfolk, NE—VOL TC from Gordon D. Adams and Herbert D. Feidler to Gene A. Koehn.

WPJS, Orangeburg, SC—VOL AL from Smiles of South Carolina, Inc. to Keymarket Communications of Columbia, Inc.

KNIX-FM, Phoenix AZ—ML to make change in antenna system.

WMJX-FM, Boston, MA—ML to change power to 948.0 MHz, equip. to TFT 7700, 12w.

WBAD, Leland, MS—Filed by: David Tillotson. Request waiver of section 73.1201 B 2 of rules to identify as "WBAD, Leland-Greenville, MS."

WUNF-FM, Asheville, NC—CP to replace expired permit.

WVRM, Hazlet, NJ—CP to make changes in antenna system, change TL to: Bethany Manor, Rt. 36, Keyport, NJ. Change type antenna. Change ERP: 0.009kw, change HAAT: +126 feet and change TPO.

WQSU, Selingsgrove, PA—CP to make changes in antenna system, change type transmitter, change type antenna and change TPO.

WZZK, Birmingham, AL—Modification of CP to make changes in antenna system, change TL to: top of Red Mountain, Birmingham. Change type transmitter, change type antenna and TPO.

KLPX, Tucson, AZ—CP to install auxiliary transmitter and antenna at main TL, to be operated on ERP 39.5kw and 16.9kw, HAAT: minus 54 feet and change TPO.

KRQK, Lompoc, CA—VOL TC from Eric T. Esbensen to Richard Berlanti.

KDOL-FM, Mojave, CA—VOL TC from Alton E. Kennedy, Lois Bagley and Joe Stein, for estate of Joe Means to KDOL Broadcasting Co.

WOVV, Ft. Pierce, FL—VOL AL from David A. Roth to Roth Broadcasting, Inc.

WFAV, Cordele, GA—VOL TC from James S. Rivers to Ronald S. Rivers.

KFSH, Hilo, HI—MP for extension of time to 9/25/82.

WYBR-FM, Belvidere, IL—VOL AL from the Broadcasting Corp. of Belvidere-Rockford to Sentry Broadcasting, Inc.

KCKS, Concordia, KS—CP to change TO to: 1.5 miles west of US. 81 on 11th, then 1 mile south and 0.59 miles SW, Concordia. Change type transmitter, decrease ERP: 2.5396kw, increase HAAT: 329.75 feet and change TPO.

KJLS, Hays, KS—VOL AL from Lesso, Inc. to Radio, Inc.

WFUR-FM, Grand Rapids, MI—CP to make changes in antenna system, change type transmitter, change type antenna. Change ERP: 40kw and 35.3 kw. Increase HAAT 500 feet and change TPO.

WHFU, Pinconning, MI—MP for extension of time to 10/24/82.

KMLW, Belen, NM—Modification of CP to change TL to 4 miles east of Tome, NM, 9.1 miles NE of Belen. SL & RC: Aragon Rd., 300 feet west of I-25. Change type transmitter, change type antenna, decrease ERP: 1.8kw, increase HAAT: 380 feet and change TPO.

KUDO, Las Vegas, NV—CP to change TL to east side of Durango Rd., North of W. Charleston Blvd., Las Vegas. Change SL & RC to Barbary Coast Hotel, Las Vegas Blvd., South Flamingo Rd., Las Vegas. Increase ERP: 50kw, increase HAAT: 102.9 feet and change TPO.

KSRN, Reno, NV—CP to install new auxiliary antenna, increase ERP: 25kw, increase HAAT: 2800 feet and change TPO.

KSRN, Reno, NV—CP to make changes in antenna system. Change SL & RC to 5011 Meadowood Way, suite #301. Change type antenna. Increase HAAT: 2925 feet and change TPO.

WKHK, New York, NY—MP for extension of time to: 10/1/82.

KGOK-FM, Pauls Valley, OK—Request for subsidiary communications authorization on a subcarrier frequency of 67 KHz.

WMGK, Philadelphia, PA—CP to install second auxiliary antenna at location of proposed auxiliary to be operated on ERP: 8.0kw, HAAT: 1175 feet and change TPO.

WMGK, Philadelphia, PA—CP to install second auxiliary antenna at location of proposed auxiliary. To be operated on ERP: 42.0kw, HAAT: 525 feet and change TPO.

WOLA-FM, Carolina, PR—CP to replace expired permit

KFKX, Gregory, SD—Request for subsidiary communications authorization on a subcarrier frequency of 67 KHz.

WMAK-FM, Gregory, SD—VOL AL from Hendersonville Broadcasting Co., Inc. to Phoenix of Hendersonville, Inc.

WFFV, Front Royal, VA—MP for extension of time to 7/30/82.

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KWND, Saratoga, WY—MP for extension to unspecified time.

WPNR-FM, Utica, NY—Seeks license to cover for changes.

WBSU, Brockport, NY—Seeks license to cover for new station.

WHYN-FM, Springfield, MA—Seeks license to operate formerly authorized facilities as auxiliary. For auxiliary purposes only.

KCDC, Longmont, CO—Seeks CP to replace expired permit.

WKCR-FM, New York, NY—Seeks CP to replace expired permit.

WITF-FM, Harrison, PA—Seeks CP to replace expired permit.

KSTN-FM, Stockton, CA—Seeks request for subsidiary communications authorization on subcarrier frequency of 67 KHz.

WZOT, Rockmart, GA—Seeks CP to install auxiliary trans. and antenna at location other than main: 601 W. Elm St., Rockmart.

WNAV-FM, Annapolis, MD—Seeks to make changes in programming.

WKZY, Escanaba, MI—Seeks CP to make changes in antenna system. Change type trans. Change type antenna and increase ERP: 100kw, decrease HAAT: 1066 feet. Change TPO.

KTWN-FM, Anoka, MN—Seeks modification of CP to make changes in antenna system. Change TL to: 14 miles NE of city. Change type trans. Change type antenna, increase ERP: 22.5kw and decrease HAAT: 4084 feet. Change TPO.

WRFM, New York, NY—Seeks modification of CP to change type trans. Change type antenna. Increase ERP: 7.76kw and 5.54kw. Decrease HAAT to 1223 and change TPO.

KMIT, Mitchell, SD—Seeks MP for extension of time to: 7/15/82.

WDPN, Columbia, SC—Seeks modification of CP to change TL to: 3720 Martin St., Columbia. Change type trans. change type antenna. Change TPO.

WAKG, Danville, VA—Seeks CP to install auxiliary antenna. ERP: 15.2kw. HAAT: 557 feet and change TPO.

WRDL, Ashland, OH—Seeks license to cover for changes.

WMKM, St. Augustine, FL—Seeks modification of license to change SL and RC to: 99 Arapaho Ave., near St. Augustine, FL.

WLBC-FM, Muncie, IN—Seeks license to operate formerly authorized facilities as auxiliary.

WISQ, West Salem, WI—Seeks license to cover for new station.

WSBW, Sturgeon Bay, WI—Seeks license to cover for new station.

WCPX, Salt Lake City, UT—Seeks VOL TC from Francis T. Vincent, Jr., Herbert A. Allen et al stockholders of Columbia Pictures Industries, Inc. to Coca-Cola Pictures, Inc.

WWVA, Wheeling, WV—Seeks VOL TC from Francis T. Vincent, Jr., Herbert A. Allen, et al stockholders of Columbia Pictures Industries, Inc. to Coca-Cola Pictures, Inc.

WDBO-FM, Orlando, FL—VOL AL from the Outlet Co. to Katz Broadcasting of Florida, Inc.

KQDJ-FM, Jamestown, ND—MP for unspecified extension of time.

KNAA, Sparks, NV—Modification of CP data filed 10/5/81 in accordance with comms. Shows proposed operation on a frequency of 100.9 MHz.

KTIL-FM, Tillamook, OR—MP for extension of time to 10/1/82.

KLMF-FM, Fabens, TX—VOL AL from Algie A. Felder to Gary L. Acker, DBA Good News Broadcasting Co.

KCPX-FM, Salt Lake City, UT—VOL TC from Francis T. Vincent, Jr., Herbert A. Allen et al stockholders of Columbia Pictures Industries, Inc. to Coca-Cola Pictures, Inc.

WCPI, Wheeling, WV—VOL TC from Francis T. Vincent, Jr., Herbert A. Allen et al. stockholders of Columbia Pictures Industries, Inc. to Coca-Cola Pictures, Inc.

WRDL, Ashland, OH—License to cover for changes. SL Red: 401 College Ave., Ashland.

KPFK, Los Angeles, CA—MP for extension of unspecified time.

WKDU, Philadelphia, PA—MP of CP to make changes in antenna system. Change type trans., change type antenna. Increase ERP: 110w & 99w. Decrease HAAT: 155 feet and change TPO.

WERB, Berlin, CT—License to cover for changes.

KRCU, Cape Girardeau, MO—License to cover for damages.

KKED-FM, Corpus Christi, TX—License to cover for new station. RC:

4455 S. Padre Island, #38, Corpus Christi, TL Red: 3.2 miles east of Petronilla.

KJAL, Enid, OK—License to cover for changes.

KKRD-FM, Wichita, KS—VOL TC from Price et al to Sierra-Pacific Broadcasting Co., Inc.

KFIM, El Paso, TX—VOL TC from Ronald S. Marks to John A. Parry, John L. Thompson, Jr., Ronald S. Marks, Lewis D. Overstreet, Jr.

WFMR, Milwaukee, WI—VOL TC from G. Douglass Cofrin to Thomas Communications Co.

NEW STATIONS

Tendered

ALABAMA STATE UNIVERSITY, Montgomery, AL—CP for new educational FM on frequency: 90.7 MHz, #214, ERP: 25kw, HAAT: 608 feet, TL: Elmore County Rd. #8, 4.0 miles SE of Wetumpka, AL. SL: 915 S. Jackson, Montgomery.

GARDINER BROADCASTING CO., Lahaina, HI—CP for new FM on frequency 93.5 MHz, #228A, ERP: 3.0kw, HAAT: minus 100 feet, TL: Pu'u Laina, 1 mile NE of Lahaina, beside Wahikili Reservoir and Crater Reservoir. SL/RC to be determined.

AUDREY ANDERSON, La Luz, NM—CP for new FM on frequency 92.7 MHz, #224A, ERP: 3.0kw, HAAT: minus 172 feet. TL: 2.6 miles west of La Luz, NM. SL/RC to be determined.

HAWAII BROADCASTING CO., INC., Hilo, HI—CP for new FM on frequency 94.7 MHz, #234C, ERP: 100kw, HAAT: minus 330 feet. TL/SL: 58 Manaolana Place, Hilo.

SUNNIE G. SILVERMAN, Belfast, ME—CP for new FM on frequency 104.7 MHz, #284, ERP: 7.6kw, HAAT 1226 feet. TL: Peaked Mountain near Rt. 9, Dixmont, ME. SL/RC: Belfast.

FLETCHER COMMUNICATIONS CO., Seward, AK—CP for new FM on frequency 103.1 MHz, #276A, ERP: 3kw, HAAT: minus 1634.1 feet. TL/SL/RC: 3rd and Adams St., Seward.

EQUAL REPRESENTATIVE MEDIA ADVOCACY CO., Alamosa, CO—CP for new educational FM on frequency 88.7 MHz, #204, ERP: 20kw, HAAT 2450 feet. TL: San Antonio Mt., 42 miles south of Alamosa. SL to be determined, Alamosa.

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W. PATERSON COLLEGE STUDY COOP. ASSOCIATION, Wayne, NJ—CP for new educational FM on frequency 88.7 MHz, #204A, ERP: 0.200kw, HAAT: 275 feet. TL: Pompton Hill and Tower Rd., 754 Hamburg Turnpike, Pompton Lakes, NJ. SL/RC: 300 Pompton Rd., Wayne.

WILLIAM JANKS, II, West Memphis, AR—CP for new FM on frequency 107.1 MHz, #296A, ERP: 3kw, HAAT: 300 feet. TL: Hwy. 1-55 and US 61, 64, 70 and 79. Five miles east of W. Memphis. SL/RC to be determined.

RADIO SAMOA, LTD, Leone, AS—CP for new FM on frequency 101.1 MHz, #266C, ERP: 9.36kw, HAAT: 1368 feet, TL: 1.1 miles NE of Pago Pago, Alava Mt., AS. SL/RC to be determined, Pago Pago.

THE WATERLAND GROUP, Redding, CA—CP for new FM on frequency 97.3 MHz, #247, ERP: 27.6kw, HAAT: 3593 feet. TL: 13 Shasta Bally Mt., 13 miles west of Redding. SL/RC to be determined.

TAMPA BAY CONCERT RADIO, INC., Safety Harbor, FL—Modification of CP to change TL 2555 Philippe Pkwy., Safety Harbor. Change ERP: 1.7kw. HAAT: 400 feet. Change type transmitter and make changes in antenna system.

TIOGA BROADCASTING CO., Tioga, LA—CP for new FM on frequency 98.3 MHz, #252A, ERP: 3kw, HAAT: 300 feet. TL: 4.5 miles west of Tioga on Hwy. 71, Tioga. SL/RC to be determined.

EVERGREEN ENTERPRISES, INC., Gurdon, AR—CP for new FM on frequency 92.7 MHz, #224A, ERP: 3kw, HAAT: 300 feet. TL: Hwy. 53, 0.1 miles south of city limits. SL: to be determined.

TWENTY-ONE SOUNDS COMMUNICATIONS, INC., Steelville, MO—CP for new FM on frequency 96.7 MHz, #244A, ERP: 0.5kw, HAAT: 640 feet. TL: 5 miles SW of Steelville, MO. SL/RC to be determined.

CAPITAL INVESTMENTS, Helena, MT—CP for new FM on frequency 99.5 MHz, #258, ERP: 68.5kw, HAAT: 2249 feet. TL: Hogback Mt., Helena. SL/RC: 516 Fuller Ave.

BEVERLY J. MCKEE, Milbank, SD—CP for new FM on frequency 104.3 MHz, #282, ERP: 98.7, 18kw, HAAT: 220.5 feet, TL/SL: 1.6 miles south on highway 77, Milbank.

WDTM, INC., Selmer, TN—CP for

new FM on frequency 105.5 MHz, #288A, ERP: 3.0kw, HAAT: 300 feet. TL: 1.45 miles north of highway 64, Selmer. SL/RC: 217 S. 4th St., Selmer.

DAVID MICHAEL NAVARETTE, Lake Havas City, AZ—Seeks CP for new FM on frequency 105.1 MHz, #286C, ERP: 100kw, HAAT: 1153 feet, TL: Mtn. top 11 miles N. of city. SL/RC: to be determined.

JACK G. HUNT, Birch Tree, MO—Seeks CP for new FM on frequency 107.1 MHz, #296A, ERP: 3.0kw, HAAT: 300 ft. TL: 3 miles West of Birch Tree.

SPRING VALLEY BROADCASTING, LTD., Poplar Bluff, MO—Seeks CP for new FM on frequency 96.7 MHz, #244A, ERP: 3kw, HAAT: 300 feet, TL: Hwy. 6.6 miles WSW of Poplar Bluff. SL/RC: to be determined.

EMPIRE BROADCASTING CO., Baker, MT—Seeks CP for new FM on frequency 100.9 MHz, #265A, ERP: 3.0kw, HAAT: 161 feet. TL/SL: 327 N. Main St., Baker.

BILL LANGDON & HENRY DEVILLIERS, Eunice, NM—Seeks CP for new FM on frequency 100.9 MHz, #265A, ERP: 3kw, HAAT: 265 feet. TL: .91 miles W. of Eunice. SL/RC: to be determined.

CENTRAL MICHIGAN UNIVERSITY, Bay City, MI—Seeks CP for new educational FM on 90.1 MHz, #211, ERP: 100kw, HAAT: 245 feet. TL: 81 S. Tuscola, Bay City.

UNIVERSITY OF DELAWARE, Newark, DE—Seeks CP for new FM trans. to serve Newark on channel 207, 89.3 MHz, primary station: WUHY.

WOODWARD BROADCASTING CO., Laverne, OK—Seeks CP for new FM trans. to serve Laverne on channel 224, 92.7 MHz, primary station KSIW, channel 228, Woodward. TL: east side of Hwy. 283.

TRI-COUNTY BROADCASTING, Coeur D'Alene, ID—Seeks CP for new FM on frequency 102.3 MHz, #272A, ERP: .255kw, HAAT: 3480 feet. SL/RC: to be determined.

PIKE BROADCASTING CO., Petersburg, IN—Seeks CP for new FM on frequency 102.3 MHz, #272A, ERP: 3kw, HAAT: 300 feet. TL: The Bluffs, W. Side of Rte. 61, Washington Township. SL/RC: to be determined.

FOOTHILLS COMMUNICATIONS ASSOCIATION, INC., Flemingsburg, KY—Seeks CP for new FM on frequency 106.3 MHz, #292, ERP: 1.5kw,

HAAT: 400 feet. TL: 1.8 miles south of Pleasureville/Flemingsburg. SL/RC: to be determined.

THOMAS WILLIAMS HICKMAN, III, Petal MS—Seeks CP for new FM on frequency 106.3 MHz, #292, ERP: 3kw. HAAT: 300 feet, TL: near Macedonia Comm., Petal. SL/RC: To be determined.

B. KING & BUMPOUS DBA KB RADIO, Lorenzo, TX—Seeks CP for new FM on frequency 98.3 MHz, #252, ERP: 2.65kw. HAAT: 170 feet. TL/SL: 3 miles east of Lorenzo on Hwy. 82.

T. W. READ DBA READ BROADCASTING, Spokane, WA—CP for new FM on frequency 103.9 MHz, #280A, ERP: 3.0kw, HAAT: 300 feet, TL: End of Dowdy Rd., .7 miles from junction of Euclid and Dowdy Rds., Spokane. SL/RC: to be determined.

Approved

RONCA BROADCASTING CO., INC., Elk City, OK—Modification of CP to increase HAAT to 690 feet and change TPO.

AM ACTIONS

COEUR BROADCASTING, INC., Coeur D'Alene, ID (1240 KHz). Application dismissed to AM broadcast station CP for new AM station 1240 KHz, 1kw, 6S.

WGIL, Galesburg, IL (1400 KHz). Application granted DM of antenna power for AM broadcast station.

WGSM, Huntington, NY (740 KHz). Application granted to AM broadcast station MP to change antenna system and change elect. parameters of direct antenna system.

KYOK, Houston, TX (1590 KHz). Application granted DM of antenna power for AM broadcast station.

WFHG, Bristol, VA (980 KHz). Application granted DM of antenna power for AM broadcast station.

EAST TEXAS WIRELESS RADIO, Huntsville, TX (1400 KHz). Application granted to AM broadcast station CP for new AM on frequency 1400 KHz, 250w power, 1kw. SL & RC: Per-simmon Ave., Huntsville.

CASCADE BROADCASTING INC., Springfield, TN (1290 KHz). Application granted to AM broadcast station MP CP to change from DA to non-DA condition.

WSGI, Springfield, TN (1190 KHz). Application granted to AM broadcast

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station MP CP to change from DA to non-DA condition.

KWVR, Enterprise, OR (1340 KHz). Application granted to AM broadcast station VOL AL from High Valley Broadcasting Inc. to Tri Star Communications Co., Inc.

KRHS, Bullhead City, AZ (1000 KHz). Application dismissed to AM broadcast station VOL assignment of CP from Holiday Broadcasting Company to Holiday Broadcasting Corporation.

WMAP, Monroe, NC (1060 KHz). Application dismissed to AM broadcast station VOL TC from Howard Baucom to Olin B. Sikes.

WRJZ, Knoxville, TN (620 KHz). Application granted to AM broadcast station VOL AL from Basic Media, Ltd. to WRJZ, Inc.

WAZE, Clearwater, FL (860 KHz). Application granted to AM broadcast station VOL AL from Radio Clearwater, Inc. to Efrain Archilla-Roig.

WICE, Providence, RI (1290 KHz). Application granted to AM broadcast station VOL AL from Dun Broadcasting Co., Inc. to C & F Communications, Inc.

WKSK, West Jefferson, NC (580 KHz). Application dismissed to AM broadcast station CP to replace expired permit.

WBOW, Terre Haute, IN (1230 KHz). Application granted to AM broadcast station VOL AL from WBOW-WBOQ, Inc. to Contemporary Media, Inc.

WNKY, Neon, KY. Application granted to AM broadcast station.

KELO, Sioux Falls, SD. Application granted direct measurement of antenna power for AM broadcast station.

WAMB, Donelson, TN. Application granted license or modification for AM broadcast station.

WKVL, Clarksville, TN. Application granted direct measurement of antenna power for AM broadcast station.

ALBRIGHT BROADCASTING CO., White Bluff, TN. Application granted to AM broadcast station CP for new AM on frequency 1030 KHz, 250w, 1kw, DA-N, hours of operation are unlimited. TL: Hawkins Rd., 1.9 miles N. of White Bluff. SL/RC: to be determined.

WFTQ, Worcester, MA. Application granted license or modification for AM broadcast station. Modification of license to change name of licensee to Katz Broadcasting of MA, Inc.

WLIS, Old Saybrook, CT. Application granted to AM broadcast station.

POTTS BROADCASTING CO., INC., Anniston, AL. Application granted to aural stl CP and license new aural stl. Used with WDNG, Anniston.

KFI, INC., Los Angeles, CA. Application dismissed license or modification for aural stl. Used with KFI, Los Angeles.

KDEW, DeWitt, AR. Application granted to AM broadcast station VOL AL from DeWitt Broadcasting Co., Inc. to Quadras, Inc.

KGAK, Gallup, NM. Application granted to AM broadcast station CP to move TL to: 1.2 miles N. of Gallup, McKinley, NM.

MIDCOM CORPORATION, Columbia, SC. Application granted to aural stl. CP new aural stl. TL: 6004 Two Notch Rd.

WSDL, Slidell, LA. Application returned to AM broadcast station CP to change hours of operation to UNL by adding night service with 0.156w, non-DA.

OBIE BROADCASTING OF MAUI, INC., Wailuku-Maui, HI. Application granted to remote pickup base mobile system CP and change TL: 380 Dairy Rd., Kahului, HI. Make changes in antenna system.

KGOE, Thousand Oaks, CA (850 KHz). Application dismissed license or modification for AM broadcast station. Modification of license to change SL to 28914 Roadside Dr., Agoura, LA and opr. trans. from prop. SL.

KSOK, Arkansas City, KS (1280 KHz). Application granted license or modification for AM broadcast station. Modification of license to change SL to Strother Field Industrial Park, Winfield, KS, outside city limits.

KAKC, Tulsa, OK (970 KHz). Application granted license or modification for AM broadcast station. License to cover for changes.

WSWW, Platteville, WI (1590 KHz). Application granted direct measurement of antenna power for AM broadcast station.

RICHARD J. CAMPBELL, Salisbury, MD (820 KHz). Application returned to AM broadcast station CP for new AM on 820 KHz, 10kw, unl DA-1, TL: US Rt. 50, 1.3 MMI N. of Hebron, MD. SL&RC: to be determined.

KDRY, Alamo Heights, TX (1100 KHz).

Application granted to AM broadcast station CP to change hours of operation to unlimited by adding nighttime service with 1kw. Increase day power to 2.5kw, install DA-N, change frequency from 1110 KHz to 1100 KHz, change TL: Lookout Rd., San Antonio, TX and make change antenna system.

HERCULES BROADCASTING CO., Depere, WI (870 KHz). Application returned to AM broadcast station CP for new AM on: 870 KHz, power 1kw, 10kw, DA-2, hours of operation, TL: 0.9 miles on County Rd. X, Depere. SL&RC: to be determined.

THOMAS CARCIA RENTERIA, Marana, AZ (1110 KHz). Application granted to AM broadcast station CP for new AM on frequency: 1110 KHz, power 2.5kw-2.5 hours of operation. SL&TL: S. of Tangerine Rd., 1.6km, east of Marana City.

WKEA, Scottsboro, AL (1330 KHz). Application granted to AM broadcast station. Modification of CP to change TL to: change type trans., Ridgedale Rd., Scottsboro, and change type trans.

WAEB, Allentown, PA (790 KHz). Application granted DM of antenna power for AM broadcast station.

WTRI, Brunswick, MD (1520 KHz). Application denied to AM broadcast station.

WBUK, Portage, MI (1560 KHz). Application dismissed to AM broadcast station MP for extension of time to 3/30/82.

WKYK, Burnsville, NC (940 KHz). Application granted to AM broadcast station CP increase day power to 5kw.

KBMR, Bismarck, ND (1130 KHz). Application granted to AM broadcast station modification of CP to change TL to 0.8 miles NE of Menoken, ND and increase power from 10 kw-D to 50kw, DA-D on 1130 KCS.

KHOW, Denver, CO (630 KHz). Application granted to AM broadcast station MP CP for extension of time to 8/30/82.

WDCF, Dade City, FL (1350 KHz). Application granted to AM broadcast station MP CP for extension of unspecified time.

WJOE, Port St. Joe, FL (1080 KHz). Application granted to AM broadcast station MP CP for extension of time to unspecified time.

WADX, Trenton, GA (1420 KHz). Application granted license or modification for AM broadcast station.

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KBOI, Boise, ID (670 KHz). Application granted license or modification of AM broadcast station. License to cover for changes.

KCNW, Fairway, KS (1380 KHz). Application granted to AM broadcast station CP to replace expired permit.

WKJR, Muskegon Heights, MI (1520 KHz). Application granted license or modification for AM broadcast station.

WTRJ, Troy, OH (1510 KHz). Application granted to AM broadcast station MP for extension of unspecified time.

WLYC, Williamsport, PA (1050 KHz). Application granted license or modification for AM broadcast station.

KEND, Lubbock, TX (1590 KHz). Application granted to AM broadcast station VOL AL from Radio Lubbock, Inc. to Lubbock, Inc. to Lubbock Broadcasting Co., Inc.

WQTW, Latrobe, PA (1570 KHz). Application returned license or modification for AM broadcast station.

WSCR, Hamden, CT (1220 KHz). Application dismissed license or modification for AM broadcast station.

KFGQ, Boone, IA (1260 KHz). Application granted license or modification for AM broadcast station.

KLIX, Twin Falls, ID (650 KHz). Application granted license or modification for AM broadcast station.

WHIR, Danville, KY (1230 KHz). Application granted DM of antenna power for AM broadcast station.

KKOJ, Jackson, MN (1190 KHz). Application granted license or modification for AM broadcast station.

KSTP, St. Paul, MN (1500 KHz). Application granted to FM broadcast station invol TC from Stanley E. Hubbard, voting trustee of Stanley E. Hubbard trust indenture to Stanley S. Hubbard, voting trustee of Stanley E. Hubbard trust indenture.

WISP, Kinston, NC (1230 KHz). Application granted to AM broadcast station VOL AL from WISP, Inc. to Joyner Broadcasting Co.

KZUL, Parker, AZ (1380 KHz). Application granted to AM broadcast station VOL AL from O.M. Broadcasting Inc. to the Scofield Broadcasting Co., Inc.

WRLD, West Point, GA (1490 KHz). Application granted to AM broadcast station VOL AL from WRLD, Inc. to Valley Broadcasting Co., Inc.

WDLW, Waltham, MA (1330 KHz). Application granted to AM broadcast station VOL AL from David J. Ferrari, trustee to Action Communications of MA, Inc.

KJIM, Ft. Worth, TX (870 KHz). Application granted to AM broadcast station VOL TC from William Sargent Hill and Frances Bales Hill to James Mahaffey Shaffer.

WTOY, Roanoke, VA (910 KHz). Application granted to AM broadcast station VOL TC from Thomas Finnegan and Richard E. Strauss to James C. Roberts and Paul Gordon.

WJRD, Tuscaloosa, AL (1050 KHz). Application granted DM of antenna power for AM broadcast station.

KBTA, Batesville, AR (1340 KHz). Application granted DM of antenna power for AM broadcast station.

KACJ, Greenwood, AR (1510 KHz). Application granted to AM broadcast station MP CP for extension to unspecified time.

WAZE, Clearwater, FL (860 KHz). Application granted to AM broadcast station MP CP for extension of time to 5/31/82.

KARS, Belen, NM (860 KHz). Application granted to AM broadcast station CP to add top-loading to existing tower, change description of TL to Fairgrounds, Belen, Valencia.

KLOV, Loveland, CO (1570 KHz). Application granted to AM broadcast station VOL TC from Robert G. Langewalter, Daryle W. Klassen & Marlene Klassen to Aspen Leaf Broadcasting Co.

WSYL, Sylvania, GA (1490 KHz). Application granted to AM broadcast station VOL TC from Dennis Eversol to Donald McDougald.

WLFA, Lafayette, GA (1590 KHz). Application granted to AM broadcast station invol TC from Charles William Gwyn to Brownie Barry Gwyn.

WRNG, North Atlanta, GA (680 KHz). Application granted to AM broadcast station VOL AL from Ring Radio Co. to WRNG, Inc.

KGU, Honolulu, HI (760 KHz). Application granted to AM broadcast station VOL TC from Wilson Broadcasting Co. to Lawrence R. Wilson, John T. Bayliss and Michael L. Gallagher.

WKCM, Hawesville, KY (1140 KHz). Application granted to AM broadcast station VOL AL from Bayard H. Wal-

ters DBA Hancock County Broadcasters to the Cromwell Group, Inc.

WKCM, Hawesville, KY (1140 KHz). Application granted to AM broadcast station VOL AL from the Cromwell Group, Inc. to Hancock Communications, Inc. contingent on grant.

WKDR, Plattsburg, NY (1070 KHz). Application granted to AM broadcast station modification of license to change SL to: N. County Shopping Center, Plattsburgh, NY.

KATT, Oklahoma City, OK (1140 KHz). Application granted to AM broadcast station VOL TC from John S. Tyler, Hixon Venture Company and Fifty Third Street Ventures, Inc. to Surrey Broadcasting Co.

KOHI, St. Helens, OR (1600 KHz). Application granted to AM broadcast station VOL AL from Columbia County Broadcasters, Inc. to Brownlow, Brownlow, and Ward.

KOB, Albuquerque, NM. Application granted to AM broadcast station invol. TC from Stanley E. Hubbard, voting trustee of Stanley E. Hubbard trust indenture to Stanley S. Hubbard, voting trustee of Stanley E. Hubbard trust indenture.

KMYZ, Pryor, OK. Application granted license or modification for AM broadcast station. Modification of license to move SL to approximately 3.5 miles west of Hwy. 20 or opr. trans. by RC from Prop. SL.

KGAY, Salem, OR. Application granted to AM broadcast station CP to change TL to SE State St. & Cordon Rd. Salem, Marion, OR.

WSPA, Spartanburg, SC. Application granted DM of antenna power for AM broadcast station.

PLATEAU COMMUNICATIONS, INC., St. Johns, AS. Application dismissed to AM broadcast station CP for new AM on frequency 1590 KHz, 5w, 5kw, DA-N.

TRUTH RADIO CO., Elkhart, IN. Application granted license or modification for remote pickup mobile system. Used with WTRC, Elkhart.

KAHI, Auburn, CA. Application granted to AM broadcast station CP, change hours of operation to unlimited by adding nighttime service with 5kw. Install DA-2, change TL: 3.8 miles SE of Auburn. Make changes in antenna system.

WNDR, Syracuse, NY. Application granted license or modification for AM

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broadcast station. Modification of license to change SL to: 4317 E. Genesee St., DeWitt. Change operations RC from prop. SL.

WCDO, Sidney, NY. Application granted to AM broadcast station MP CP to decrease tower height from 270 feet to 160 feet and eliminate tower lighting.

WCIT, Lima, OH—Application granted to change antenna system.

B.L.P. INC., Fairview, TN. Application granted to AM broadcast station modification of CP to relocate TL to 0.95 miles NW of Clement Lake, on new highway 96, Fairview.

WIXO, Mobile, AL. Application granted direct measurement of antenna power for AM broadcast station.

KAZM, Sedona, AZ. Application granted to AM broadcast station modification of CP to augment standard radiation pattern for change from 1470 KHz ND-D to 780 KHz DA-N/ND/D.

KASA, Phoenix, AZ. Application granted to AM broadcast station VOL AL from Radio KASA, a limited partnership to KASA, Inc.

KNAB, Burlington, CO. Application granted to AM broadcast station VOL TC from E. Charles Robacker to Ray H. Lockhart.

WPLP, Pinellas Park, FL. Application granted to AM broadcast station invol assignment of license and CP from Int'l Broadcasters, Inc. to David Gorman.

WAMK, Brockton, MA. Application granted to AM broadcast station VOL TC from Francis Greenburger and Edward J. Acton to Francis Greenburger, Edward J. Acton and Denis M. Holler.

KYVA, Gallup, NM. Application granted to AM broadcast station VOL TC from Russell B. Carpenter to Transwestern Communications, Inc.

WWOW, Conneaut, OH. Application granted to AM broadcast station VOL TC from Tom Childs to Doyle R. Flurry.

FM ACTIONS

STATE UNIVERSITY OF NEW YORK, Buffalo, NY. Application granted for 91.3 MHz, 10kw, HAAT: 109 feet. Address: State University Plaza, Albany.

RIO GRANDE BIBLE INSTITUTE INC., Edinburg, TX. Application granted 88.5 MHz, 3kw, HAAT: 281 ft.

KSTP-FM, St. Paul, MN (94.5 MHz). Application granted to FM broadcast

station invol TC from Stanley E. Hubbard, voting trustee of Stanley E. Hubbard trust indenture to Stanley S. Hubbard, voting trustee of Stanley E. Hubbard trust indenture.

WQDW, Kinston, NC (97.7 MHz). Application granted to FM broadcast station VOL AL from Smiles of Lenoir, Inc to Joyner Broadcasting Co.

KOB-FM, Albuquerque, NM (93.3 MHz). Application granted to FM broadcast station invol TC from Stanley E. Hubbard, voting trustee of Stanley E. Hubbard trust indenture to Stanley S. Hubbard, voting trustee of Stanley E. Hubbard trust indenture.

PERSHING COUNTY TELEVISION TAX DISTRICT, Lovelock, NV (92.1 MHz). Application granted license or modification for FM translator.

INYO COUNTY T.V. ADVISORY COMMISSION, Bishop, CA (99.3 MHz). Application dismissed to FM translator CP for new FM translator to serve Bishop, CA on channel 257, 99.3 MHz, primary station: KZIQ-FM.

INYO COUNTY T.V. ADVISORY COMMISSION, Cartago, Olancha, CA (92.1 MHz). Application dismissed to FM translator CP for new FM translator to serve Cartago, Olancha, Lone Pine, CA.

KIZN, New Plymouth, ID (93.1 MHz). Application granted to FM broadcast station modification of CP.

WHNN, Bay City, MI (96.1 MHz). Application dismissed to FM broadcast station VOL AL from Trimedia, Inc. to Robert G. Liggett, Jr. trustee under R.G. Liggett, Jr., trust agreement date 10-8-76 DBA WHNN Radio.

KLOV-FM, Loveland, CO (102.3 MHz). Application granted to FM broadcast station VOL TC from Robert G. Landenwalter, Daryle W. Klassen and Marlene Klassen to Aspen Leaf Broadcasting Co.

KATT-FM, Oklahoma City, OK (100.5 MHz). Application granted to FM broadcast station VOL TC from John S. Tyler, Hixon Venture Company and Fifty Third Street Ventures, Inc. to Surrey Broadcasting Co.

WFMI, Winchester, KY. Application granted to FM broadcast station VOL TC from Bayard H. Walters to the Cromwell Group, Inc.

KTMT, Medford, OR. Application granted to FM broadcast station VOL TC from George R. Johnson to Sierra Cascade Communications, Inc.

WIZO-FM, Franklin, TN (100.1 MHz). Application granted to FM broadcast station CP to change TL to: 1.9 miles west of 43IN, Johnson Chapel Rd. Decrease ERP and make changes in antenna system.

WWMH, Minocqua, WI. Application granted to FM broadcast station VOL assignment of license and CP from Lakeland Communications, Inc. to Lakeland Broadcasting, Inc.

WSLT, Ocean City, NJ. Application granted license or modification for FM broadcast station.

EVANGEL CHRISTIAN SCHOOL, INC., Greenville, SC. Application granted to non-commercial educational FM CP for new educational FM on 89.3 MHz, #207, ERP: 41kw, HAAT: 2210 feet. TL: Paris Mountain, Greenville. SL: to be determined.

STOKES COMMUNICATIONS CORP., Randolph, VT. Application granted to FM broadcast station CP for new FM on: 102.3 MHz, 272A, ERP: 3.0kw, HAAT: 300 feet. TL: Village of Randolph Centet. SL/RC: Rt. 66 at Fish Hill Rd.

WKWK-FM, Wheeling, WV (97.3 MHz). Application dismissed to FM broadcast station VOL AL from Community Service Broadcasting, Inc. to Wheeling Broadcasting Co.

KAZU, Pacific Grove, CA (90.3 MHz). Application granted to non-commercial educational FM. Modification of CP to change TL: Saddle Rd., eight miles SE of Pacific Grove. Change ERP: 4.18kw.

KRIC, Trexburg, ID (90.1 MHz). Application granted to non-commercial educational FM CP. Increase ERP: 209w. HAAT: 80 feet. Make changes in antenna system.

MINNESOTA PUBLIC RADIO, INC., Rochester, MN. Application granted to non-commercial educational FM CP for educational FM 90.7 MHz, #241, ERP: 2.819kw. HAAT: 116 feet. TL: St. Mary's Park at 4th and 10th Ave., Rochester. SL: 735 Marquette, Rochester.

WVMC, Mansfield, OH (90.7 MHz). Application granted to non-commercial educational FM CP, increase ERP to 834w. HAAT: 235 feet and make changes in antenna system.

KRHS-FM, Bullhead City, AZ (102.3 MHz). Application dismissed to FM broadcast station VOL AL from Holiday Broadcasting Company to Holiday Broadcasting Corporation.

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KLVA-FM, Lake Village, AR (95.9 MHz). Application granted to FM broadcast station VOL AL from Carpenter Broadcasting, Inc. to Foxfire Communications, Inc.

KWKS, Winfield, KS (105.5 MHz). Application granted license or modification for FM broadcast station. Modification of license to change SL & RC to: the Strother Field, Industrial Park of Arkansas City & Winfield in Cowley County.

KCEQ, Walnut Creek, CA. Application granted to non-commercial educational FM MP for extension of time to 3/15/82.

KAAT, Oakhurst, CA. Application granted to FM broadcast station. Modification of CP to make changes in antenna system. Change TL to 8 miles NW of Oakhurst-Miami Mt., Nipinawasee. Change type trans. Change type antenna. Change ERP: .110kw. Increase HAAT: 1068 feet. Change TPO.

WLYF, Miami, FL. Application granted license or modification for FM broadcast station. Modification of license to change SL & RC to 20450 N.W. 2nd ave., outside Miami.

WOWW, Pensacola, FL. Application granted to FM broadcast station MP for extension of time to: 9/6/82.

KICT, Wichita, KS. Application granted to FM broadcast station request for subsidiary communication authorization of a subcarrier frequency of 67 KHz.

KNAN, Monroe, LA. Application granted license or modification for FM broadcast station. Modification of license to change SL to: 402 Fairfield, W. Monroe, LA.

WSSH, Lowell, MA. Application granted to FM broadcast station CP to make changes in antenna system. Change type trans., change type antenna, decrease ERP: 32.0kw. Increase HAAT: 603 feet and change TPO.

WFME, Baton Rouge, LA. Application granted to FM broadcast station MP for extension of time to 5/1/82.

KNEV, Reno, NV. Application granted to FM broadcast station MP for extension of time to 6/5/82.

JERRELL EUGENE KAUTZ, McCook, NE. Application dismissed to FM translator CP for new FM translator to serve McCook on channel 287, 105.3 MHz.

WTID, Suffolk, VA. Application granted to FM broadcast station. Modifica-

tion of CP to loc. SL & RC at: approximately one mile north of the intersection of US Hwys. 258 & 460, on US Hwy. 258, Suffolk.

WXVI RADIO, INC., Montgomery, AL. Application granted to aural stl. CP and license new aural stl.: 951.5 MHz, 8w, 500F9, NL: 32-22-23, WL: 86-18-81, TL: 422 S. Court St., Montgomery.

KIQQ, Los Angeles, CA. Application granted to FM broadcast station CP to change TL to: Mt. Wilson, near Los Angeles. Change antenna system, ERP: 5.1kw, HAAT: 3059 feet.

KKCS-FM, Colorado Springs, CO. Application granted to FM broadcast station CP to change TL to: 1.5 miles NW of Colorado Springs. Change type trans, change type antenna, increase ERP: 100KW.

WAKE FOREST UNIVERSITY, Winston-Salem, NC. Application granted to aural stl. CP and license new aural stl. 951.0 MHz, 10w, 500F9. TL: Reynolda Hall, Wake Forest.

WRFM, New York, NY. Application granted to FM broadcast station. Modification of CP to change type trans, change type antenna, increase ERP: 7.76kw and 5.54kw, decrease HAAT: 1223 and change TPO.

LAC COURTE OREILLES OJIBWA, Reserve WI. Application dismissed to aural stl. CP new aural stl.: 947.125 MHz, .007w, 250F9, TL: Lac Courtel Oreilles Tribal Office. NL: 45-56-43, WL: 91-21-37, Moseley Assoc., Used with WOJB-FM. Dismissed 4/6/82 per request of applicant.

KOOS-FM, North Bend, OR. Application granted license or modification for FM broadcast station. Modification of license to change SL & RC to Fitzpatrick Bldg., Coos Bay, OR (outside city limits).

KOVO, Gallup, NM. Application granted to FM broadcast station VOL TC from Russell B. Carpenter to Transwestern Communications, Inc.

WBAB-FM, Babylon, NY. Application granted to FM broadcast station VOL TC from the Radio Co., Inc. to the All-Island Radio Company, Inc.

WNCN, New York, NY. Application granted to FM broadcast station CP to replace expired permit.

WWSU, Dayton, OH. Application granted to non-commercial educational FM MP for extension of time to: 7/1/82.

WLUM, Milwaukee, WI. Application granted to FM broadcast station MP for

extension of time to: 4/19/82.

WKAU-FM, Kaukauna, WI. Application granted to FM broadcast station VOL AL from Forward Communications Co. to Forward Broadcasting, Inc.

KIOZ, Laramie, WY. Application granted to FM broadcast station VOL TC from Russell B. Carpenter to Transwestern Communications, Inc.

FOX RIVER BROADCASTING, INC., Bloomfield, IA. Application granted FM on 106.3 MHz, 3kw, HAAT: 300 feet. Address: R.R. Box 30A, Luray, MO.

EDENTON BROADCASTING CO., Edenton, NC. Application granted 102.3 MHz, 3kw, HAAT: 184.4 feet. TPO: PO Box 180, Edenton.

KWOR, INC., Thermopolis, WY. Application granted license or modification for FM translator. License to cover for new station.

KMMO, INC., Marshall, MO. Application granted license or modification for remote pickup mobile system. Used with KMEL-FM, Marshall.

BOOTH AMERICAN CO., Toledo, OH. Application granted to aural stl CP and license new aural stl (stereo): 951.5 MHz, 5w.

THE BROADCAST GROUP, INC., Phoenix, AZ. Application granted to FM broadcast station CP to make changes in antenna system, change TL to: Shaw Butte, Phoenix, AZ. Change type transmitter. Change type antenna

KRNA, INC., Iowa City, IA. Application granted to FM broadcast station modification of subsidiary communications authorization to make changes in programming and equipment.

WQXY-FM, Baton Rouge, LA. Application granted to FM broadcast station MP for extension of time to: 5/1/82.

WTTR-FM, Westminster, MD. Application granted to FM broadcast station. Request for subsidiary communications authorization on subcarrier frequency of 67 KHz.

WKZY, Escanaba, MI. Application granted to FM broadcast station. VOL AL from Alpine Broadcasting Co. to Northcoast Media Group, Inc.

CONGAREE BROADCASTERS, INC., W. Columbia, SC. Application granted to aural stl CP and license to install alternate trans., 947.0 MHz, 10w, 500F9, TL: 1440 Knox Abbott Dr., W. Columbia. NL: 33-58-39, WL: 81-04-033. Used with WSCQ-FM, W. Columbia.

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AMATURO GROUP, INC., Houston, TX. Application granted to remote pickup base station CP and license new RP base: 455.98 MHz, 25w, 10F3, TL: One Shell Plaza, Houston. NL: 29-45-32, WL: 95-22-03. Used with KMJQ-FM, Clear Lake City, TX.

WEMC, Harrisonburg, VA. Application granted to non-commercial educational FM CP, increase ERP 100w, HAAT: 205.1 feet.

WJEL, Indianapolis, IN. Application granted to non-commercial educational FM CP. Increase ERP 126w, HAAT: 109 feet.

KDEW, DeWitt, AR. Application granted to FM broadcast station VOL AL from DeWitt Broadcasting Co., Inc. to Quadras, Inc.

WPFL, Winter Park, FL. Application dismissed to non-commercial educational FM CP increase ERP to 108w.

VIRDEN BROADCASTING CO., Virden, IL. Application granted to aural stl CP new aural stl.

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

WKWI, Kilmarnock, VA. Application granted to FM broadcast station VOL AL from William Dean Loudy DBA Kilmarnock Broadcasting to William Dean Loudy, Inc.

KRRC, Portland, OR. Application granted to non-commercial educational FM CP to change frequency 107.5 MHz, #298, change ERP: 0.0077kw, HAAT: minus 50.4 feet. Change type transmitter and transmission line and make changes in antenna system.

WRLC, Williamsport, PA. Application granted to non-commercial educational FM CP to increase ERP: 0.768kw, HAAT: minus 316 feet, make changes in antenna system. Change TPO.

KPCW, Park City, UT. Application granted to non-commercial educational FM CP to change TL to: Unincorporated Summit County, ½ mile NNW of city. Change HAAT: minus 24 feet.

LA CROSSEE RADIO INC., La Crosse, WI. Application granted license or modification for remote pickup mobile system. License new RP mobile system.

GRANTELL BROADCASTING CO., York, AL. Application granted license or modification for aural intercity relay. ML to change frequency to 950.0 MHz.

Used with WYLS-FM (also AM), York, AL.

GADSDEN STATE JUNIOR COLLEGE, Gadsden, AL. Application granted license or modification for remote pickup base mobile system.

TAFT BROADCASTING CO., Buffalo, NY. Application granted to aural stl CP and license to change TL: 259 Delaware Ave., Buffalo, NL: 42-53-29, WL: 78-52-34. Make changes in antenna system. Used with WGRQ-FM, Buffalo.

KSKD, Salem, OR. Application granted to FM broadcast station, modification of CP to make changes in antenna system, change type antenna, increase ERP: 100kw, decrease HAAT: 1074 feet and change TPO.

TALTON BROADCASTING OF ESCAMBIA COUNTY, Atmore, AL. Application granted license or modification for remote pickup mobile system. Used with WSKR-FM (also AM).

WKMX, INC., Enterprise, AL. Application granted license or modification for remote pickup mobile system.

SUMMIT BROADCASTING, INC., Sylacauga, AL. Application granted to aural stl CP and license new aural stl.

WVHI, Evansville, IN. Application granted license or modification for FM broadcast station. License to cover for changes. TL redescribed: 3030 Orchard Rd., Evansville.

EMPIRE MEDIA CO., S. Bristol Township, NY. Application granted to remote pickup base mobile system CP and license new RP base/mobile system. Used with WMIV-FM, S. Bristol Township.

BENSON POLYTECHNICAL SCHOOL, Portland, OR. Application granted to aural stl CP new aural stl: 950.5 MHz, 7w, 500F9, TL: 546 NE 12th Ave., Portland. NL: 45-31-38, WL: 122-39-03. Used with KBPS-FM, Portland.

KTFX, Tulsa, OK. Application granted license or modification for FM broadcast station. License to cover for changes.

WZLD-FM, Cayce, SC. Application granted license or modification for FM broadcast station. Request to change name of licensee to WZLD, Inc.

KWTX BROADCASTING CO., Pasadena, TX. Application dismissed license or modification for aural stl. ML to make change in antenna system. Used with KYND-FM, Pasadena.

WBBQ-FM, Augusta, GA. Application

granted FM broadcast station modification of CP to increase HAAT: 101 feet.

KMLE, Chandler, AZ. Application granted to FM broadcast station VOL AL from Radio KMLE, a limited partnership to Chandler Communications Co., Inc.

EAST TENNESSEE STATE UNIVERSITY, Johnson City, TN. Application dismissed to aural stl CP. Dismissed 3/11/82 per request of applicant. Action: 3/11.

STONER BROADCASTING SYSTEM, INC., Des Moines, IA. Application granted to remote pickup base station CP & license to change class of station to RP base. Used with KGGO, Des Moines.

KWOD, Sacramento, CA. Application granted to FM broadcast station MP for extension of unspecified time.

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

WTKX, Pensacola, FL. Application granted to FM broadcast station CP to replace expired permit.

KFDI-FM, Wichita, KS. Application granted to FM broadcast station FM for extension of time to: 9/1/82.

IN CONTEST

RULINGS

SOLVANG, CA—Application for Santa Ynez Valley Broadcasting granted. New AM station (BC Docket 81-198).

PASADENA, CA—Denied motion by Broadcast Bureau to strike certain exceptions in granted motion. Time to file replies: May 12 (BC Dockets 79-65-67).

POTTSVILLE, PA—Curran Communications, Inc. granted reconsideration. Set aside previous decision admonishing station WPAM, Pottsville for rule violation (FCC 82-190).

BETTENDORF, IA—Granted limited extent application of Manpower Communications to construct new Domestic Public Land Mobile Radio Station at community. Adopted: April 20.

IRONTON, MO—Assigned 92.7 MHz, channel 224A to community as first FM assignment. Effective: June 28 (BC Docket 81-770).

BURBANK, CA—George E. Cameron, Jr. Communications—KROQ. Denied motion by Broadcast Bureau to strike

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joint exceptions (BC Docket 79-65-67).
Action: April 20.

PAYSON, AZ—Review Board affirmed initial decision to grant application of Millard Orick, Jr. for new FM at community. Denied that of Rim-Co., Inc. for same facility. Action: March 26 (BC Docket 80-559-60).

ST. PAULS, NC/SAFETY HARBOR, FL—Affirmed grant of assignment of WNCR call letters for AM station WLAB, St. Pauls (licensed to St. Pauls Broadcasting Co., Inc.). Denied assignment of WNCR to Tampa Bay Concert Radio, Inc. for new FM at Safety Harbor. Adopted: April 1. (FCC 82-164).

NEW YORK, NY—Granted application to Betty Ramey (Rockland Broadcasters) to add nighttime operation with 1kw directional power to daytime only station WRKL, New York City. Adopted: April 12 (BC Docket 81-484).

WASHINGTON, DC—FM broadcast station blanketing interference. Proposed rules to define FM licensees' responsibility for resolving blanketing interference caused by other station. Adopted: April 1 (BC Docket 81-186).

CHICAGO, IL—Commission denied challenges to license renewals of 27 Chicago and area radio station brought by Chicago Latino Committee on the Media. Action: April 17 (FCC 82-183).

FALMOUTH, MA—Upheld decision to deny New England Media Corporation reconsideration of a decision to assign channel 265A to Falmouth as second FM assignment.

SCHEDULED FOR HEARING

MT. HOLLY, NJ—AM renewal case. License for AM station WJJZ. Licensed to West Jersey Broadcasting. Oral argument is set for 10 a.m., Room 235, 2000 L St., NW, Washington, DC.

NORFOLK, VA—License renewal of WPCE, Portsmouth, VA. Scheduled for 10 a.m. in Room 235, 2000 L St., NW, Washington, DC. Contact Commission for date of hearing.

HIBBLING, MN—Proposed change of frequency and hours of operations for WKKQ, Hibbing. BC Docket 82-227.

SALEM, VA—Concerning revocation of Blue Ribbon Broadcasting, Inc. license for AM station WBLU (now WUEZ), Salem, VA. Scheduled for May 14 at 10 a.m. in Room 235, 2000 L St., NW, Washington, DC. BC Docket 21280.

ALLOCATIONS

PETITIONS

Bend, Coos Bay, N. Bend, Coquille, OR. In response to Southwest Broadcasters, Inc. Extension for filing reply comments to and including April 21. Action: April 6, 1982 (BC Docket 81-155).

Lewiston, ID. In response to 4-K Radio, Inc. Proposed amending FM Table by substituting channel 243 for channel 244A at community and modifying license of KOZE-FM to specify operations on channel 243. Comments due: May 20. Replies due: June 4. Action: March 31, 1982 (BC Docket 82-178).

Panama City, Apalachicola, FL. In response to Sid McDonald/Rick Warren and William R. Batteiger. Proposed amending FM Table by assigning channel 249A to Apalachicola as its first FM channel, and assigning channel 278 as Panama City's fourth. Comments due: May 24. Replies due: June 8. Action: April 1, 1982 (BC Docket 82-188).

Hayden, CO. In response to Z Broadcasters, Inc. Proposed amendment of FM Table by assigning Channel 240A as community's first FM channel. Comments due: May 20. Replies due: June 4. Action: March 31, 1982 (BC Docket 82-179).

Hope, AK. In response to Freddie Riley. Proposed amending FM Table by assigning channel 269A as the community's second FM channel. Comments due: May 24. Replies due: June 8. Action: April 2, 1982 (BC Docket 82-193).

Monterey, Byrdstown, Lebanon, TN. In response to conflicting petitions filed by R. Gene Cravens and Robert W. Gallaher (et. al.). Proposed amending FM Table by assigning channel 296A to Monterey and substituting channel 298 for channel 297 at Lebanon. Alternative is to assign channel 296A to Byrdstown and substituting channel 298 for 297 at Lebanon. Ordered licensee of WUSW, Lebanon to show cause why its license should not be modified to specify operation on channel 298 instead of channel 297. Action: April 2, 1982 (BC Docket 82-194).

Gibson City, IL. In response to a petition by John R. Noble. Proposed assigning 106.3 MHz, channel 292A to community as its first FM assignment. Comments due: June 7. Replies due: June 22. Action: April 12. (BC Docket 82-210).

Pearl City, HI. In response to a petition by Pearl City Broadcasting Company. Proposed assigning channel 270 as community's first assignment. Comments due: June 7. Replies due: June 22. Action: April 21 (BC Docket 82-211).

ASSIGNMENTS

Havelock, NC. Dismissed petition by Musicradio of North Carolina, Inc. seeking substitution of 104.7 MHz, class C channel 284, for 104.9 MHz, channel 285A and modification of license for its station WMSQ to operate on channel 284. Action: April 12 (BC Docket 81-635).

Wishek, NC. Assigned 100.3 MHz, class C, channel 262 to Wishek as community's first FM assignment. Effective: June 22 (BC Docket 81-702).

Spearfish, SD. Assigned 101.1 MHz and 107.3 MHz, class C, channels 266 and 297 to community as its first and second FM assignments. Effective: June 22 (BC Docket 81-583).

Charleston, WV. Assigned 100.9 MHz, channel 265A to community as its fifth FM assignment. Effective: June 22 (BC Docket 81-614).

Ironton, MO. Assigned 92.7 MHz, channel 224A to Ironton as its first FM assignment. Effective: June 28 (BC Docket 81-770).

Great Falls, MT. Substituted 106.1 MHz, class C channel 291 for 106.3 MHz, channel 292A at Great Falls. Ordered license for station KOOZ to be modified to operate on channel 291 instead of 292. Effective: June 29 (BC Docket 81-813).

Denton, TX. Assigned 99.1 MHz, class C channel 256 to community as its second FM assignment. Transmitter is restricted to 21.6 miles northwest of city to meet spacing requirements to KTXU, Paris, TX; KLVV, Dallas and KPLX, Ft. Worth. Effective: June 28 (BC Docket 81-772).

Burbank, CA. Denied motion by Broadcast Bureau to strike joint exceptions and brief by Cameron and Burbank Broadcasting Co. Granted motion by Broadcast Bureau and extended to May 12 the time for parties to reply to exceptions. Action: April 20 (BC Dockets 79-65-67).

Russellville, AL. Assigned channel 249A to community as first FM broadcast station. Transmitter site is restricted to 5.6 kilometers (3.5 miles) east of city to avoid short-spacing to WOOR, Oxford, MS (channel 248). Action:

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April 20 (BC Docket 81-784). Effective: June 28.

ERRATUM

KNIM, MARYVILLE, MO (Nodaway Broadcasting Co.). Intent to file, erroneously tendered for filing.

KOSE, OSCEOLA, AR (Osceola Broadcasting Co.). Intent to file, erroneously tendered for filing.

GLENWOOD, ALEXANDRIA, MN. FM Broadcast Station. BC Docket 81-347. Correct comment date: May 17, 1982. Correct reply date: June 1, 1982.

CALL LETTERS

APPLICATIONS

New FMs

KMHA—Ft. Berthold Communications Enterprise, Four Bears, ND

WKYZ—Radio Salisbury, Inc., Salisbury, MD

WUUU—Promedia Communications, Inc., Rome, NY

Existing AMs

WAJE—WEND, Ebensburg, PA

KNRY—KESE, Monterey, CA

Existing FMs

KHEZ—KLCL-FM, Lake Charles, Louisiana

KTXI—KTMW, Mercedes, TX

KMXL—KJKJ, Logan, UT

KOAS—KKON-FM, Kealakekua, HI

KNRY—KESE, Monterey, CA

Effective: May 10 (absence of protest).

GRANTS

New FMs

KJLC—Lewis-Clark State College, Lewiston, ID

WAAQ—James J. McCluskey, Big Rapids, MI

WZYC—Emerald Communications, Inc., Newport, NC

KEZA—Fayetteville Communications Co., Fayetteville, AK

Existing AMs

KDEF—KDRM, Albuquerque, NM

KWAZ—KLLL, Lubbock, TX

Existing FMs

KAMZ—KAMA-FM, El Paso, TX

WKLZ—WYYY, Kalamazoo, MI

KBCE—KFQM, Boyce, LA

APPLICATIONS

New FMs

KRRG—Laredo Broadcasting, Laredo, TX

KLMC—Sears Broadcasting of Colorado, Inc., Leadville, CO

KOIR—Rio Grande Bible Institute, Inc. Edinburg, TX

Existing AMs

WCNN—WRNG, North Atlanta, GA

WRKQ—WZZI, Madisonville, TN

WONO—WBMS, Black Mountain, NC

WRCW—WQIO, Canton, OH

KKAI—KIVM, Lihue, HI

KTLE—KDYL, Tooele, UT

KGMQ—KPUB, Pueblo, CO

WIZX—WDIX, Orangeburg, SC

Existing FMs

WJKZ—WIZO-FM, Franklin, TN

WUSU—WWWM, Cleveland, OH

WQSR—WKTK, Catonsville, MD

WIGL—WPJS, Orangeburg, SC

WWYS—WDRQ, Detroit, MI

Action effective May 17, 1982 (absence of protest) for new AMs/FMs.

Action effective June 14, 1982 (absence of protest) for existing stations.

GRANTS

New AMs

WBTZ—Motherlode Communications Co., Oliver Springs, TN

KTAA—Town & Country Communications, Inc., California, MO

WKEQ—Glen J. Goldenberg, Burnside, KY

New FMs

KEZG—Fairfield Broadcasting, Inc., Green Valley, AZ

WRIK—Samuel K. Stratemeyer, Metropolis, IL

Existing AMs

WWAM—WXLX, Milledgeville, GA

WKLZ—WYYY, Kalamazoo, MI

Existing FMs

WMJY—WWUU, Long Branch, NJ

WABM—WKJR-FM, Muskegon Heights, MI

APPLICATIONS

New FMs

WKPX—School Board of Broward County, Sunrise, FL

WLGC—Greenup County Broadcasting, Inc., Greenup, KY

KMGM—WXMR, Montevideo, MN

Existing FM

WLTD—Dri-Three, Incorporated, Lexington, MS

Effective: May 24 (absence of protest)

Existing station effective: June 21 (absence of protest)

GRANTS

New AM

KWSK—Wishek Broadcasting, Inc., Wishek, ND

New FMs

WKWC—Kentucky Wesleyan College, Owensboro, KY

WVTN—Vacation Media, Inc., Gatlinburg, KY

KQVO—Cal-Mex Broadcasting Co., Calexico, CA

WBFQ—Crossroads Broadcasting, Inc., Clayton, MO

Existing AMs

KSIV—KADI, Clayton, MO

KBBJ—KMOD, Tulsa, OK

KYKC—KKRC, Sioux Falls, SD

KKKC—KTWN, Anoka, MN

Existing FMs

KKSD—KFKX, Gregory, SD

KKRD—KKRD-FM, Salt Lake City, UT

WGLQ—WKZY, Escanaba, MI

APPLICATIONS

New AMs

WRDS—Sardis Broadcasting Co., Sardis, MS.

KKNX—East Texas Wireless Radio, Huntsville, TX

New FMs

KPAC—Classical Broadcasting Society of San Antonio, Inc., San Antonio, TX

KFML—Hine Broadcasting Co., Whitehouse, TX

WZBO—Edenton Broadcasting Co., Edenton, NC

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WXTY—Cawley Broadcasting Co., Ticonderoga, NY

KCRM—Bruce Lawson Enterprises, Inc., Cameron, TX

KILI, Lakota Communications, Inc., Porcupine, SD

Existing AMs

KHEN—KGCG, Henryetta, OK

KRZN—KWBZ, Englewood, CO

KZJO—KSXX, Sandy, UT

Existing FMs

KQXR—KLYD, Bakersfield, CA

KRBQ—KKRB, Red Bluff, CA

WDZY—WLYV, Ft. Wayne, IN

KGCG-FM—KHEN-FM, Henryetta, OK

WTNZ—WMAK-FM, Hendersonville, TN

WQRL—WQRX, Benton, IL

KPEP—KMCS, Gatesville, TX

Action effective: June 1 for new calls (absence of protest).

Action effective: June 23 for existing calls (absence of protest).

GRANTS

New AMs

KNSP—Staples Broadcasting, Inc., Staples, MN

WTWZ—Wood Broadcasting Co., Clinton, MS

WBDX—Albright Broadcasting Co., White Bluff, TN

New FMs

KTJA—Columbia-Willamette Broadcasting Co., Beaverton, OR

KSQY—Associated Investors, Inc., Deadwood, SD

KFSR—California State University-Fresno, CA

WRSD—Ridley School District, Folsom, PA

WBLV—Blue Lake Fine Arts Camp, Twin Lake, MI

WSFP-FM, University of South Florida, Ft. Myers, FL

WOOT—Tampa Bay Concert Radio, Inc., Safety Harbor, FL

KTAD—Double Helix Co., St. Louis, MO

Existing AM

KKBB—KLDK, Denver, CO

Existing FMs

WFOG—WFOG-FM, Suffolk, VA

WLTT—WJMD, Bethesda, MD

KKRD—KKRD-FM Wichita, KS

TOTAL STATIONS-ON AIR

AM Radio	4645
FM Radio	3358
FM Educational	1122

Total stations on air as of April 1.

FCC NOTES

PROPOSED CANADIAN USE OF THE AM CLEAR CHANNELS. FCC has compiled list of the assignments. For information consult: FCC headquarters, Rm. 8010, 2025 M Street, NW, Washington, DC. Obtain copies from: Down Town Copy Center, 1114 21st St., NW, Washington, DC 20037. (202) 452-1422. For inquiries: Mr. Larry Olson, FCC Headquarters, (202) 254-3394.

BROADCAST LICENSE FILES JULY 1971-JUNE 1976 AVAILABLE FOR PUBLIC INSPECTION. The Records Center, Suitland, MD. Request to visit Center and/or requests to obtain files for review, inquire to: Ms. Dorothy Martin, Room 242, 1919 M Street, NW. Requests must be made at least 2 working days before desired date. To review documents in Public Reference Room, the waiting period is approximately 2 weeks.

FCC ISSUES MAJOR MATTERS REPORT FOR 1982. Published annually to inform of status of significant proceedings in progress. Cost: \$4.75 per copy. Contact: Superintendent of Documents, Government Printing Office, Washington, DC. 20402. GPO Stock # 004-000-00390-0.

ADMINISTRATIVE CONFERENCE FOR AM BROADCASTING IN REGION 2. Summarized and released to public. Final Acts of the Rio de Janeiro conference and report of chairman of US delegation. (BC Docket 79-166) Adopted: February 18, 1982 by Commission.

CONTINUED USE OF 10-POINT MODEL EEO AUTHORIZED. For broadcast station license renewal applicants through 1/31/83. Also authorized by Office of Management and Budget is 5-point model EEO for use by applicants seeking CP for new stations and assignment of license or transfer of control. Through 1/31/82. More information: Glenn A. Wolfe, 202-632-7069.

APPLICANTS CONSIDERING FILING FOR WARO, Cannonsburg, PA, KXAK, Corrales, NM, KCTE, Grove, OK, NEW STATION, Alamo, NM. Applications now accepted. Ready and available for processing after May 10, 1982. Any applicant considering filing must do so by the above date. Must be substantially complete and tendered for filing.

FCC AMENDS RULES GOVERNING APPLICATIONS FOR CPs. Applicants for CPs will be required only to certify that have complied with rules governing local notice of their applications rather than having to submit actual proof of such notice within 7 days of its being published or broadcast. Action: April 1, 1982 (FCC 82-171).

IMPLEMENTATION OF PLAN FOR AM BROADCASTING IN REGION 2. BC Docket 82-187. Adopted April 1, 1982.

ADVISORY COMMITTEE SCHEDULED TO MEET MAY 4. 9:30 AM, at 1229 20th St., NW, Washington, DC. Room A-110. Agenda: (1) technical matters relating to final acts of 1981 Rio de Janeiro administrative conference on AM broadcasting in Western Hemisphere (2) performance characteristics of FM receivers and allocation principles (3) other business. If business not completed May 4, will be recessed to meet at later date. More information: Louis C. Stephens, (202) 632-7792.

REPORT ON AM RECEIVER PERFORMANCE. For 10 KHz and 9 KHz signal spacings. Released by FCC's Office of Science and Technology (OST). Results of tests conducted on 10 AM broadcast receivers in FCC's laboratory. Conducted to see effects a 1 KHz reduction in AM broadcast channel spacing would have on receiver performance (as adjacent channel rejection and receiver sensitivity). More information: Hector Davis, (301) 725-1585.

COORDINATOR NAMED FOR 1983 BROADCAST SATELLITE RARC. Kalmann Schaefer will act as coordinator of preparations for Regional Administrative Radio Conference on Broadcasting Satellite Services (RARC-BSS) for ITU Region 2. Held in Geneva, SW, June/ July, 1983.

MANAGEMENT CHANGES

MANAGEMENT

WALLY CLARK now president/GM of KPRZ/KIIS, LA from president and

MANAGEMENT CHANGES

GM of Gannett Company's KSD, St. Louis.

VICTORIA CALLAHAN named Eastern regional VP of Metromedia Radio from VP.

CARL BRAZELL promoted to Western regional VP at Metromedia Radio from VP/GM, KRLD, Dallas.

PHILLIP TRAMMEL now with KSD-A/F, St. Louis as VP/GM from crosstown at KXOK as GM.

JAY COOK becomes VP/station manager of KSD-A/F, St. Louis from manager at KSD-FM.

RANDAL MILLER joins WRVI, Virden, IL as president/GM from sales consultant at WTIM/WEEE, Taylorville, IL.

BARBARA VARDIN now GM at WGY/WGFM, Schenectady, NY from general sales manager there.

JACK HAYES now with KLAV, Las Vegas, NV as GM from KBET, Reno, NV in same capacity.

STEVE PLIUM upped to general manager at KEXO, Grand Junction, CO from sales manager.

LYNN LEOPARD joins Roslin Radio, Atlanta, GA as Southeastern sales manager from manager/radio sales for Busby Finch, Atlanta, GA.

JOSEPH SCHWARTZ now general sales manager with WBBM-FM, Chicago from local sales manager.

KEVIN MASHEK promoted to local sales manager from account executive at WBBM-FM, Chicago.

BILL HURLEY named sales manager at KKNG, Oklahoma City, OK from account executive.

JERRY ROMANELLI joins WORC, Worcester, MA as general sales manager from WDOS/WSRK, Oneonta, NY.

MICHAEL HILLSTROM now with WLAK, Chicago as national sales manager from VP/general sales manager at WJYL, Jeffersontown, KY.

ROTHA MADDOX moves to local sales manager at WCAU-FM, Philadelphia from national sales manager at WCBS-FM, New York.

LAURENCE ADAMS named VP/GM of Schulke Radio Productions, South Plainfield, NJ from VP/marketing.

TERRENCE MCQUIRK elected president and chief operating officer of Knight-Ridder Communications, Miami, FL from president and GM.

ALBERT GILLEN, CEO of Knight-Ridder Communications, appointed chairman of board there.

H. RICHARD ELDREDGE named executive VP from VP at Knight-Ridder Broadcasting.

MICHAEL POLLOCK now president/GM at KPUB/KNWR, Bellingham, WA from station manager with KNWR.

TERRY BOONE named GM of WNHV-A/F, White River Junction, VT from VP/director of owner NH-VT Broadcasting Co.

HAROLD GREENBERG increases responsibilities at KTAC, Tacoma, WA from VP/GM to VP/GM of KTAC/KBRD.

J. T. SHRIGLEY joins WRUN/WKGW, Utica, NY as GM from project consultant at WXXA-TV, Madison, WI.

CHARLES HILL moves to WOKX/WGLD, High Point, NC as GM from VP-sales, WBBF/WMJQ, Rochester, NY.

CHARLIE BENNETT joins WNAM, Neenah-Menasha, WI/WAHC, Oshkosh, WI as operations manager/PD. Was PD at WQUA, Moline, IL.

SCOTT ROBBINS joins WJYW, Tampa, FL as operations manager from operations manager/PD at WCKX, Clearwater, FL.

DEAN THACKER now station manager from general sales manager at WMMS, Cleveland, OH.

ANDREW FISHER named director of planning and financial analysis at ABC owned radio stations from director of finance and administration.

ROBERT HOMGREN now director of business and administration for ABC owned radio stations from director of finance and administration for ABC owned AM stations.

JIM MARSHALL upped to network manager for Eastman Radio Network, New York from account executive there.

FRAN WILKINSON moves to RKO Radio Network, Los Angeles as Western region sales manager from sales manager at Blair Radio crosstown.

DAVE JOHNSON now national sales manager at P/W Radio Representatives, New York from account executive.

MARVIN SELLER joins WPIX-FM, New York at general sales manager from same position at WKTU, New York.

JACKIE SHOCKLEY named general

sales manager of WRNL/WRXI, Richmond, VA from local sales manager.

JEFF JOHNSON promoted to sales manager at KBIG, Los Angeles from local sales manager.

GLENN PEDERSON joins KOLM, Rochester, MN as sales manager from WLCX, LaCrosse, WI in same position.

KEITH BOLIN joins KRBE, Houston as local sales manager from KENR, crosstown.

JEFFREY CLARK moves to WGY/WGFM, Schenectady, NY as local sales manager from general sales manager at WHWH/WPST, Princeton, NJ.

DON WALKER joins KOGO/KPRI, San Diego as national sales manager from KFAC-A/F, Los Angeles.

MATT MILLS now VP/GM at KEZK, St. Louis, MO from GM at WHYI, Ft. Lauderdale, FL.

JAMES PRIDE increases responsibilities as GM of WEZY. Is president of parent raKel Communications, Hamilton, OH.

MIKE COHEN now with WCRJ-A/F, Jacksonville, FL as GM from WMZQ, Washington, DC.

BILLY JOE SMITH joins WVOI, Toledo as station's GM.

J. T. SHRIGLEY moves to WRUN/WKGW, Utica, NY as GM from WXXA-TV, Albany, NY.

DON MEINEKE joins as president/GM of WNOP, Newport, KY from WDTN-TV, Dayton.

MITZI HIRSCHBOECK promoted to VP/Radio with LIN Broadcasting.

JOHN BUTLER joins Signal Media Corporation as VP/development from VP/Southern Sales with Mutual Broadcasting.

ROBERT WEISS now senior VP at Bernard Howard as National Sales Manager.

HAROLD GREENBERG increases responsibility as vice president and GM at KBRD, Tacoma/Seattle from KTAC, Tacoma.

JOE MCCLURE now station manager at WCGQ/WRCG from WCGQ, Columbus, GA as PD.

STANLEY MAK promoted to GM at KINK, Portland, OR from general sales manager.

RON SAITO moves to GM at KYTE/KLLB, Portland, OR from KINK, crosstown in the same position.

MANAGEMENT CHANGES

DAVE GARRISON now at WEAN/WPJB, Providence, RI as GM from Susquehanna Broadcasting as national sales manager.

JIM WOOD becomes GM at WSAI-A/F, Cincinnati, OH from WTOD/WKLR, Toledo, OH.

STEVE BERGER jumps to VP at Nationwide Communications from GM/Radio there.

BOB SCHUTT promoted to GM from general sales manager at KQV, Pittsburgh, PA.

RICH WHITE now executive VP/GSM at Major Market.

TOM MCKINLEY is senior VP/Eastern Regional Manager at Major Market; **AUSTIN WALSH** is senior VP/Western Regional Manager; **MICHAEL DISNEY** is senior VP/Midwestern Regional Manager; **ROY LINDAU** is senior VP/marketing director. **DAVE KAUFMAN** now VP/New York manager. **JEFFREY WAKEFIELD** appointed VP/marketing and research. **CATHERINE FOSTER** named VP/Philadelphia manager. **JIM HAGAR** now VP/Detroit manager.

MICHAEL HARRIS jumps to VP/GM at WEOK/WPDH, Poughkeepsie from PD at WPDH.

KELLY WALKER now assistant general manager for Kansas Information and Agriculture Networks.

WILLIAM WRIGHT now executive VP of raKel Communications from GM of WMOH, Hamilton, OH.

CARL HAMILTON now with KAAY/KLPQ, Little Rock, AK as VP/GM. From GM at WGBF, Evansville, IN/WHKC, Henderson, KY.

RANDY WHEELER now station manager at WGBF, Evansville, IN/WHKC, Henderson, KY from director of news and public affairs.

MARTY DAMIN moves to The Christal Company as senior VP/GM of Christal Radio Network, New York from Eastman Radio.

BONNIE PRESS now VP/sales manager at Christal Radio Network, New York from sales manager.

JOHN REIPLINGER joins KLNG/KQKQ, Council Bluffs, IA as general sales manager from regional sales manager at WROZ/WIKY, Evansville, IN.

JIM BALLENGER now sales manager at WEZK, Knoxville, TN from account executive.

JAMES LUNDGREN moves to WCVS, Springfield, IL as sales manager from WMAY, crosstown.

PAUL ROGERS joins WQUE, New Orleans as general sales manager from advertising co-op director WQUE-FM/WGSO-AM.

PAUL PETOSKY now with WHUH, Houghton, MI as GM from WJPD, Ishpeming, MI.

PROGRAMMING

MEL MILLER moves crosstown to PD at WEEL, Boston, MA from same position at WRKO.

DAVE MARTIN joins WCLR, Skokie, IL as PD from WCFL, Chicago.

KEVIN FITZGERALD now with KWNT, Davenport, IA as PD from crosstown KRVR as on-air person.

MERRILEE COX moves to news director at ABC Radio, New York for Contemporary Network from bureau manager for UPI Audio, Washington.

BOBBY MAGIC named national PD for Beasley Broadcast Group, Cleveland, OH retains PD post for subsidiary in WDMT, Cleveland.

BUDDY SCOTT moves to PD at WBBM-FM, Chicago from WZUU-A/F, Milwaukee, WI.

PETER DONNELLY named director of news and operations for UPI Audio Network, New York from day editor.

JOHN MICHAELS moves to KING, Seattle as PD from operations director at KSEZ, Winston-Salem, NC.

DAVE BISHOP joins WBT, Charlotte, NC as PD from same position with WLEF, Richmond, VA.

SCOTT SHERIDAN now PD at KYOT, Refugio, TX from air person there.

MIKE ROBERTS now PD with WCRJ-A/F, Jacksonville, FL from WVOJ, crosstown.

JOHN WHEELING now news/program director at WEEL-AM, Boston from WTOP, Washington, DC in same capacity.

SCOTT HUSKEY moves to KARZ, Phoenix, AZ from same position at KRNT/KRNQ, Des Moines.

STEVE GOLDSTEIN moves to WTIC, Hartford, CT as PD from WABC, New York as assistant PD.

CHARLIE VAN DYKE joins KOY, Phoenix as PD.

ROB EDWARDS now director of programming for Los Angeles/San Francisco division of Bonneville international. Was KBIG, Los Angeles PD.

DALLAS COLE now assistant PD for

WRQX, Washington, DC from WZOK, Rockford, IL as PD.

KIM JONES promoted to PD at WSJS/WTQR, Winston-Salem, NC from promotion director there.

DAVE MURRAY moves to KOCY, Oklahoma City as PD from air person with WVLK, Lexington, KY.

DAVID SANDS promoted to program director from assistant PD/music director at WQUA, Moline, IL.

ANNA MAE SOKUSKY appointed director CBS Radio Station News Service, Washington from executive producer.

BILL MAYNE moves to operations director at KVET, Austin from air person there.

BERNIE ALAN named operations supervisor at KOST, Los Angeles from air person.

JEFF HARRISON named PD at KDIA, San Francisco from air person.

RON LARUSSA promoted to assistant program director at WBAB-FM, Babylon, NY from promotion director there.

MEL TORRE now PD from news director at WLIX, Islip, NY.

KONSTANTIN GRAB joins as program manager at KDKA, Pittsburgh from operations manager with KODA, Houston.

ARBITRON SURVEY DATES

Summer: June 24-September 1, 1982
Fall: September 23-December 15, 1982
Winter: January 6-March 16, 1983
Spring: March 17-June 8, 1983
Summer: June 23-August, 1983
Fall: September 22-December 14, 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. 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.

Why I Buy BIRCH. . .

“ . . . The Birch Report is the ONLY service we need at Z93.”

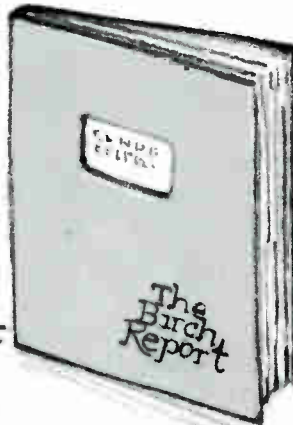
— Bud Polacek
General Manager
WZGC/Atlanta

“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!”

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.”

MAKING YOUR STATION AN INFORMATION SOURCE



“We've established Z93 as a leader in providing agencies with current data on Radio.

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.”

The Birch Report

America's Fastest Growing Radio Ratings Company
3200 North University Drive, Coral Springs, FL 33065 / (305) 753-6043

HOW NOT TO TAKE NO FOR AN ANSWER

Getting your client to say yes to a "trial" close is easier and more effective than the "all or nothing" close.

By Pam Lontos

So many times while running a radio station it appears as if everything is going just right. The music sounds terrific, the on-air personalities are clicking, bookkeeping is running smoothly and the salespeople have fantastic sales presentations. However, the dollars are not quite as high as they should be. Often it is not the station with the best format, the highest Arbitron numbers, or the best sales presentation that gets the orders and the highest dollars.

Studies show that over 70 percent of all salespeople never ask for the order. They usually give a great presentation and wait until the end for the customer to say, "Hey, that's great. I'll take it!" Rarely does this happen. In order for your station's salespeople to create higher billing, have your sales manager and salespeople memorize this motto: "If you want it, you've gotta ask for it!"

The best salespeople not only have sales skills, but a knowledge of sales techniques and the proper attitude as well. Salespeople with the right attitude, but who have no training in sales techniques, quickly become de-motivated when they're not making any sales. They must be careful not to use the dangerous "all or nothing close." This happens when salespeople give their entire presentation and then wait until the end to take the order. If the customer says "no," you have nowhere else to turn. Most people use a certain number of "no's." There are the 8 "no" people, the 15 "no" people and the 4

Pam Lontos is president of Pam Lontos, Inc., a Dallas sales consultancy firm.

"no" people. These are the number of "no's" that a person says before he or she feels comfortable finally committing a "yes."

The customer will say "no" at least a few times even if he or she wants to buy because he or she is afraid to make a decision. Train your salespeople to use trial closes in order to get the "no's" out in a subtle and professional way. Trial closes are questions that if positively answered, means the client is ready to buy and if negatively answered, allows the salesperson to continue selling. There are many different types of trial closes—a major one is the safe question or alternate choice close. The safe question or alternate choice close is labeled that because it's easier for the client to answer a smaller unrelated question (from which the salesperson will assume the sale is made) than it is to get the customer to say "Yes, I will spend several thousand dollars on your station." It's also known as the alternate choice close because you give the client a choice between two alternatives. Either way—you win. Some alternatives:

- Do you want 30's or 60's?
- Do you want us to write the copy, or are you going to provide it?
- Do you want 18 commercials or 24?
- Do you want to start on Tuesday or Wednesday?

It's easier for the customer to say "I'll provide the copy" than to say, "yes, I will spend several thousand dollars on your radio station." If the customer answers positively with the safe question close, the salesperson assumes they've made a sale and begins writing up the order. The salesperson should use consultant sell and ask questions such as



Lontos: Remember a positive answer to an alternative choice close is a sale.

a safe question or the alternate choice close is a sale and the order "What is the age group you want to reach." Therefore it's easy to add trial close questions at any time during your presentation—"Do you want to run every week or alternative weeks?"

If you get an affirmative answer, start writing up the order immediately. If the client says, "I don't know yet" or "I haven't decided," that's good because they've been given a "no." The client hasn't said "no" to your station, only to the trial close, so the salesperson can return to their presentation.

Remember, a positive answer to a safe question or the alternate choice close is a sale and the order should be written up immediately.

Be sure your salespeople are not in the 70 percent category who give great sales presentations without asking for the order.

Make this the motto of your radio station—put it on the wall of your salesroom and repeat it everyday . . . "If you want it, you've got to ask for it!"

FCC'S CHANGING ATTITUDE ABOUT FM

The FM band has outgrown the standards established in its infancy and will undergo major revisions from the FCC in the near future.

By Bob Olender

Significant discussion has taken place regarding the Federal Communications Commission's overall scheme to reduce government interference and deregulate broadcasting. As part of this deregulation, the commission is undertaking an extensive review of the FM Table of Assignments, which was adopted in 1963 and has remained almost unchanged since then. The results will have a significant impact upon FM broadcasting.

The FCC's overall objective is to provide a satisfactory signal to all areas of the country and as many program choices to as many listeners as possible, with local service taking preference. It estimates that the current nighttime unserved population is less than four million. As a result, the commission feels the previous policy designed to foster the orderly development of the infant FM band may no longer be necessary. In some instances it may even delay the initiation of a new service.

The commission proposes to establish certain priorities, which include providing each community with at least one FM station, especially where the community solely has a daytime-only or local Class IV AM station. In addition, it wants to provide at least two FM services to as much of the United States population as possible, especially where there is no primary AM service available.

The commission's original structuring of the FM band (which is divided into 100 channels) was to

Bob Olender is the managing partner of Baraff, Koerner, Olender & Hochberg, a Washington, D.C.-based communications law firm.

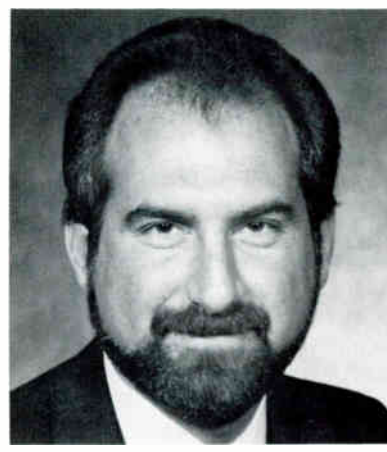
relegate the lowest twenty for noncommercial educational use, the next twenty for low power Class A stations and the remaining sixty for higher powered Class B/C channels.

The FCC maintained that where a Class C station existed it would not mix Class B or C channels, since they would have an unfair competitive advantage over the existing Class A station. The commission now doubts the wisdom of that decision in light of the frequent willingness of parties to accept a Class A channel to use in competition with existing Class B and C stations.

The commission also plans to abandon the policy of declining to make assignments in a community if the effect would be to preclude the making of an assignment in another community. This would apply despite the fact that no interest in that community has yet developed.

However, it still plans to continue to use preclusion studies to assure that the channel selected is the least preclusive one available in the community to be served. If a channel would preclude a community, the commission proposes to issue a notice announcing that interested parties may file an application. To simplify the assignment of a channel, the commission proposes to eliminate the need to provide demographic data demonstrating that a community merits a channel. The FCC feels there is no reason to raise artificial obstacles if the petitioner believes service is needed and advertising support for it could be generated.

All of these proposals were scheduled for consideration in the commission's meeting last month. They also will be considered, possibly late in the summer, along with another



Olender: The FCC wants to provide at least two FM services to as much of the population as possible.

inquiry which would permit making additional assignments even in areas which are now completely saturated. The proposal is to allow stations with Class A facilities to operate on Class B and C channels if a Class A channel is not available, and to add two new classes of stations, B1 and C1. B1 will have maximum facilities of 20 kw ERP and antenna height of 301.84 feet above average terrain. C1 will have maximum facilities of 100 kw and 1000.66 feet antenna height. It will also require all existing Class B and C stations to meet certain operating minimums for power and antenna height or be subject to reclassification to a lower class of channel.

Thus, for those of you who are frustrated by your inability to own a new FM station, this may well be your opportunity to participate in broadcasting. For those of you who already own a station, this is a signal to you to make certain you conduct an efficient and competitive station which will do well regardless of the number of voices created for your community.

STANDUP TO ARBITRON

Radio should do what it must to get Arbitron to respond to industry concerns, but don't keep threatening them. And, Arbitron should wise up before radio lives without them.

The radio industry seems to have something against Arbitron. It may be because Arbitron has been the dominant force in ratings research or it may be because the company is perceived by some to be arrogant and insensitive to industry needs. A lack of competition helps, too.

So radio executives have devised ways to vent their frustration against Arbitron by either bad-mouthing their ratings, practices and rates or actually putting their money where their mouths are by cancelling their contracts. In either case, the solution just adds to the problem.

Arbitron deserves a lot of the bad rap it gets from a dependent industry. Radio executives feel the company is heavy-handed in its dealings with broadcasters. Even attempts to make the so-called Advisory Council the client's voice at Arbitron ended up being a pretty weak whisper at best. The company often makes decisions affecting radio's needs without really considering their popularity (something a more competitive company would think twice about before alienating their customers).

When Arbitron raises rates, they stay raised. When Arbitron initiates five-year contracts, the industry has little alternative but to accept (although in actuality, of course, they could opt to pay much more year by year). When Arbitron decides to install another rating book in a market, it does so even against the wishes of the majority of stations. When Arbitron initiates new research techniques, the industry has little real meaningful input. It's quite apparent that Arbitron can do whatever it wants whenever it wants.

In all fairness to Arbitron, it's a quality-minded organization. For the amount of research it handles, it's amazing how accurate they can be. Usually, the industry hears of their mistakes, but the vast majority of their work is marked with integrity. It's people are generally top-rate. The company is well-run. It's profitable.

But, it's not real sensitive to the needs of the radio industry. Some people claim Arbitron has a "them against us" mentality instead of a "we're all in this together" approach. They would deny it, but say what you might, rightly or wrongly Arbitron is still the ratings company much of the industry loves to hate. That in itself is reason to take a new look at the

relationship between radio and Arbitron.

This business of radio stations cancelling their contracts or failing to renew agreements is in many cases just a lot of grandstanding. Many executives think they'll teach Arbitron a lesson by going public with their gripes, but when the chips are down, the companies order their Arbitron books because they can't exist without their Arbitron ratings.

Even the much respected WHDH, Boston stuck it to Arbitron by threatening not to renew. The headlines were impressive. In the end WHDH meekly went back into the Arbitron fold because, frankly, it needed their ratings.

It's time the industry understood that it needs Arbitron and it's time for Arbitron to understand that it needs the radio industry. After all, Arbitron's shining success is radio ratings. It stands well behind Nielsen in television ratings research. It's time to stop the threats, stop the useless meetings, stop the arbitrary actions and cooperate.

Arbitron should understand that radio is very important to it. So important that it should show a lot more humility in dealing with broadcasters, a lot more patience in trying to educate them and a lot more restraint in asking them to pay increased rates. After all, the economy is as slow as it goes and Arbitron is asking for whopping rate hikes. There is a time and place for everything and this is not the time.

End the senseless threatening to cancel Arbitron. Cease the complaining.

If radio wants to rebel against Arbitron then it better be ready to put its money behind another, comparable ratings service. So far, all radio has been willing to do is cry out loud and keep its collective hands on their individual wallets.

If Arbitron wants to keep radio's business as a number one profit center, it better swallow a big dose of humility. It better not just be a quality organization, but an organization with a heart. If not, as incredible as it may sound, even Arbitron's day will come.

If both radio and Arbitron continue the way they are right now, not only will they both continue to embarrass themselves, but further complicate the many problems they supposedly are trying to resolve. Enough is enough.

WE
ST
RO
VE



Every competitor knows that winning takes something beyond the ordinary, a unique combination of qualities which in total produce a consistent winner. Whether it's stealing a base or closing a sale, you can't win without it.

In our business we call it:

THE TORBET EDGE

Mike Oatman and Mike Lynch of Great Empire Broadcasting comment on that edge, "We think that Torbet Radio is the single strongest rep firm in the business today . . . Over the years, we've had the opportunity to be represented by all the majors. We're still with Torbet. That speaks for itself."



Torbet Radio

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



Malrite knows how to make things grow.

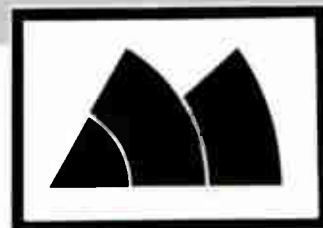
Malrite has a long and unbroken history of growth. But we've never believed in growth simply for its own sake. We grow because we continually fill more needs for more people.

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