



BRAD WOODWARD

WASHINGTON REPORT

GROUPS STRESS "LIMITED" PARTNERSHIP

NAB, RAB Unite To Boost Radio Ad Revenues

NAB and RAB are combining forces on a project aimed at boosting radio's share of advertising dollars, and its public image as an industry. Taking pains to stress that they are not merging, the partners are calling their venture a "single purpose, limited-life coalition."

As a first step, Bill Moyes of the Research Group has been retained to conduct a \$32,000 study of radio executives and 300 "advertising decisionmakers" in search of better ways to position radio. Because of its complexity, the report will not be ready, as had been hoped, in time for next month's annual NAB Convention in Dallas.

NAB's board okayed the project last week at its winter meeting in Laguna Niguel, CA. President Eddie Fritts said, "With the number of media outlets increasing, radio must compete more effectively for the advertising dollar. This joint venture should result in radio's getting a bigger share of the advertising pie."

Addressing this week's Managing Sales Conference in Atlanta, RAB President Bill Stakelin praised "significant strides toward improving our ability to work together" within the radio industry in the past year. "RAB is dedicated to working together with NAB or anyone else toward the ultimate goal of increased radio advertising share," he pledged.

"Unification is working for the benefit of the industry."

—Bev Brown

Stakelin also chided unnamed major broadcasters for failing to support either RAB or NAB. "Success of our industry is not a spectator sport," he warned.

NAB's role in the study will be overseen by board members Bill Clark of Shamrock and Jerry Lee of WEAZ/Philadelphia, plus NAB Exec. VP/Operations John Abel. Three corresponding RAB officials will be named later.

NAB-NRBA Marriage: No Divorce In Sight

NAB Radio Chairman Bev Brown of KGAS/Carthage, TX reported after last week's board meeting that the NAB-NRBA unification "is well in force. It's working for the benefit of the industry. We expect to accomplish many things much more easily than be-

fore because of the unification." He quoted other board members telling him, "Everybody was leaving with a smile on their face."

"Success of our industry is not a spectator sport."

—Bill Stakelin

NEWS BRIEFS

Radio Hall of Famers: McLendon, Storz, Trout

Top 40 radio pioneers Gordon McLendon and Robert Todd Storz and CBS News legend Robert Trout will be inducted into the Radio Hall of Fame at this spring's NAB Convention in Dallas (March 28-31).

McLendon, who died last fall, developed Top 40 programming, play-by-play sports coverage, and other innovations while building a radio group that began with the purchase of KLIF/Dallas.

Storz began creating modern music programming on radio shortly after he and his father launched Mid-Continent Broadcasting with their purchase of KOWH/Omaha in 1949.

Trout, the only living inductee of the trio, spent most his career as a news anchor and commentator at CBS. Trout is credited with coining the famous reference to President Roosevelt's radio talks as "fireside chats."

Feds Find Portland RF Under Control

A federal study of RF radiation from FM broadcast towers around Portland, OR has found no dangerous levels of RF in areas generally accessible to the public. In their joint study, the FCC and Environmental Protection Agency (EPA) said RF levels near Portland "compare favorably" with new American National Standards Institute (ANSI) standards used by the FCC to evaluate the environment impact of RF.

However, some local Portland area jurisdictions are proposing stricter RF standards, which might be violated by some of the levels recorded.

ANSI recommends keeping RF to less than 1000 microwatts per square centimeter (1000 uW/cm²). The highest reading found in Portland was 700, while 10 was a more common level.

Readings of AM field intensities were also taken in Portland, showing levels

exceeding ANSI guidelines only in areas "the public normally would not have access to."

Gary, IN Down To One Radio Station

The city of Gary, IN has failed to block WWCAGary's move out of town. The city argued that the AM outlet's proposed move to East Chicago, IN, where it will have higher power, deserves the residents of Gary by leaving them with only one licensed radio station.

Gary also contended that the move violates Section 307(b) of the Communications Act, requiring a fair and equitable distribution of radio frequencies.

In denying Gary's petition to deny shift, the Commission concluded that the action actually furthers the goals of Section 307(b) by providing East Chicago with first local broadcast services, as opposed to a second service for Gary.



Martin Umansky

Martin Umansky NAB Distinguished Service Award Winner

This year's winner of NAB's highest honor, the Distinguished Service Award, is Martin Umansky. Now head of a TV production company, Umansky served until last year as President/GM of KAKE-AM & TV/Wichita, KS. He was selected last week by NAB's Con-

News From NAB Board

- NAB, RAB team to boost radio
- Research Group study looks for better ways to position radio
- NAB-NRBA merger going great guns
- No radio president post for NAB

In other action, the NAB Board:

- Turned aside calls for a radio president, and for abolishing the joint board chairmanship to enhance the separate roles of radio and television within NAB.
- Reaffirmed abolition of comparative renewals as NAB's top 1987 legislative goal.
- Accepted engineering data on higher power for Class "A" FM stations.
- Tabled a resolution asking stations to "refrain voluntarily" from

airing obscene or indecent programming.

- Accepted a task force recommendation to undertake a legal and economic study for new competition in the radio ratings field.
- Went on record supporting common ownership of two AMs in the same market.
- Endorsed new AM preemphasis-deemphasis standards for transmission and reception. Radio board members will soon commit their stations to the new standards.

vention Committee. His son, Barry Umansky, is NAB Deputy General Counsel.

NAB Chairman Ted Snider said Umansky "has devoted more than 40 years as a broadcaster serving his community. His local commitment has been praised not only by the citizens of Wichita and his fellow broadcasters, but by President Reagan as well."

Last year's recipient was Grant Tinker, then Chairman of NBC.

WRBQ Hits Docket 80-90 Upgrading Roadblock

As FM stations rush to meet the March 1 deadline to upgrade to minimum power and antenna levels under Docket 80-90, Edens Broadcasting's WRBQ/Tampa has run into a roadblock at the FCC.

Last week the Commission's Review Board denied WRBQ's request to move to a new transmitter site outside of town, with a taller antenna of 1423 feet. Presently, the station has a down-town antenna that's only 555 above average terrain. Unless it can upgrade to at least 984 feet, WRBQ would be automatically downgraded from Class C to C1 status.

The board agreed that WRBQ's current site is "unsuitable," but said

"Edens has failed overwhelmingly to demonstrate that there are no other suitable non-shortspaced sites available." The new site would be short-spaced to a new station about to be licensed, WVFM/Lakeland.

While turning down Edens, the board did recommend holding off on the Lakeland grant until a solution can be found for WRBQ. "We believe that full equity to both communities and both licensees demands more" than automatic downgrading.

Other Key Developments:

- Radio totals as of January 31, 1987: 4867 AM; 3946 FM; 1263 educational FM; 10,076 total.

- Ray Charles will entertain at opening ceremonies for next month's NAB Convention in Dallas. Country singers Lee Greenwood and Ray Stevens will appear at the convention's closing banquet.

- Cynthia Work and Mary Brown will serve as acting legal assistants to FCC Chairman Mark Fowler during his final months in office. Carol Melton is quitting a similar job with Fowler to become Director/Legal and Public Affairs for Warner Communications in Washington.

- Louisa Nielsen has been named to succeed Dr. Harold Niven as Executive Director of the Broadcast Education Association (BEA).

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