

Pulse™

of Radio

Congress To Act On Radio Issues

Congressman Edward J. Markey (D-MA), Chairman of the House Subcommittee on Telecommunications and Finance, has publicly stated that Congress will be moving soon on several issues of importance to Radio. AM

technical improvement, abuses of the license renewal process, and a recodification of the Fairness Doctrine are among the issues Congress will soon address, he said.

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Steve Wasser (L) and Mark Rood of American Consulting Services

Selling Against The Yellow Pages

Since the breakup of AT&T, yellow page phone directories have been multiplying like rabbits. In addition to the traditional books put out by the "Baby Bell" carriers, companies like GTE and Donnelly (a subsidiary of Dun & Bradstreet) are entering the fray. In fact, even the regional Bell systems are invading each other's territories: Southwest Bell, for instance, has published Yellow Pages in areas served by NYNEX and Bell Atlantic.

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March 19, 1990

Pulse Interview:



Tom Joyner

Making It Big In
Small Market Radio

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In Dallas and Houston
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Selling Against The Yellow Pages

By Jim Schuyler

Before you call your next client, consult the white pages of this magazine.

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Tom Joyner
President, Joyner Communications, Inc.

"This is my business, I do love the Radio business with all of its problems. My hobby is Radio. My vocation is Radio."

Selling Radio 24

Selling Radio From The Inside-Out

By Dave "Giff" Gifford

The first rule of selling anything is that there is no interest greater than self-interest. We have to teach them (customers) how Radio can help their respective businesses.

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Who's Buying, Who's Selling, Who's Moving

NEXT WEEK Pulse

- How To Hire Salespeople
- Interview: Carl Hirsch
Legacy Broadcasting, Inc.

News At Deadline

KUBE's O'Shea Goes To Dallas

Michael O'Shea, VP/GM of Cook Inlet's KUBE-FM in Seattle, will take over GM reins at KMGC-FM in Dallas, pending FCC approval of the sale of KMGC from Shamrock to Cook Inlet. O'Shea also serves as executive VP of Cook Inlet Radio Partners, Ltd. He has been at KUBE for nine years.

Milewski Promoted At Greater Media

Thomas Milewski has been promoted to executive vice president of Greater Media Inc., according to company President Frank Kabel. His previous title was Senior VP/Law and Administration. Milewski will be part of a three-member Office of the President, which includes Kabel and Chairman/CEO Peter Bordes. He will continue to act as Greater Media's General Counsel.

Houston Says "Hi" To Guy

Nationwide Communications national PD Guy Zapoleon of KZZP in Phoenix will shift next month to recently-acquired KNRJ in Houston to oversee programming, while retaining his national PD stripes. In addition, the company will promote three of its local programmers to Group PDs: Steve Young of KISW-FM in Seattle, Dave Robbins of WNCI-FM in Columbus, and Bob Moody of WPOC-FM in Baltimore. Each man will supervise three stations.

"When I was made national PD at Nationwide, my first goal was to try to utilize the brainpower of the entire company," Zapoleon told *The Pulse*. "Getting these three gentlemen to handle the group will really give each of the stations a lot more personal, direct care and detailed work."

Eagle Grounds "Partridge"

Philadelphia's WEGX-FM (Eagle 106) has suspended Danny Bonaduce, the 30-year-old late night jock who once starred on TV's *Partridge Family* sitcom. Bonaduce was arrested recently in Daytona Beach, FL, for possession of crack. He was freed on \$5,000 bond after spending 12 hours in jail.

He has agreed to see a doctor specializing in substance abuse, follow that doctor's advice, and submit to weekly drug testing. If his rehabilitation proves successful, Eagle GM Dave Noll plans to renew Bonaduce's \$75,000-a-year contract, which expires in May. Bonaduce's shift is being filled temporarily by former WIOQ-FM personality Elvis Duran.

The Malrite Communications station issued a statement which read in part: "The decision concerning Danny's date of return to air will be based upon the weekly drug testing results and the length of rehabilitation recommended by his physician...It has always been (our policy) to offer our employees support and encouragement during their time of personal crisis."

Entercom Purchase Off in Cincinnati

The purchase of WBVE Cincinnati (Hamilton) from Reams Broadcasting Corp. to Entertainment Communications (Entercom) did not occur at the scheduled closing. Entercom officials refused to close due to contractual criteria not being met. The company cited an environmental problem (asbestos) which had not been corrected and a transmitter lease with Jacor which had not been completed to their satisfaction. As a result of the failed closing, Reams has reduced the price by \$1 million to move the property quickly.

more news on page 6

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Editorial

Sometimes You Just Gotta Obey The Rules

Last week we reported about a PD and a music director in South Carolina who were arrested for allegedly making a bomb threat against a competitive Radiostation. Apparently these guys had been playing "mind games" with their competitor and stepped over the line. They lost their jobs, will probably be "black-listed" in the industry and face up to 10 years in prison.

Why did this happen? As I pondered this situation, the first thing that came to mind was maybe they were trying to imitate Jacor's "Power Pig" in Tampa, the station that had played head games with competitors and conducted promotional practices which some would look on as questionable. Maybe they thought, "it worked for Jacor, it probably will work for us." So, taking the ideas they heard via the Radio grapevine, they launched their own assault, and they got burned.

We in the Radio industry have been copying for years. If someone comes up with a good format and name which becomes successful, we copy it. Unfortunately, copies are usually diluted versions of the original, operating from only a portion of the original premise. This, too, is what is happening with the Power Pig format. Stations are following what appears to be what made the station successful, though they may not have a grasp of the entire picture. Frank Wood himself said he wouldn't do exactly the same thing in another market because the environment was not the same.

Part of the success behind Jacor's Pig is that it sounds spontaneous, it appears to be radical and almost illegal, but in fact it's all based on a well-thought-out, well-orchestrated strategic plan. Every element that sounds unformatted was, in fact, formatted. Every spontaneous assault had been developed long before it occurred.

In a recent interview (*The Pulse* 2/

5/90), Frank Wood pointed out that his employees were gathered together and told to understand the difference between theatrics and reality. He told the staff that this is theater of the mind and warned the staff to be careful not to take the assault any further than the appearance of being radical. No one was to take any action on their own outside of those which were pre-planned.

Unfortunately, the copycats may not have understood the difference between reality and theater. Thus, two well-meaning Radio professionals have just destroyed their careers...and in the process, put the station license in jeopardy, may have hurt the credibility of their Radio station, the company, and possibly, the entire Radio industry in their local market.

It continues to amaze me that our industry can put multi-million dollar Radio properties in the hands of irresponsible people who operate by the seat of their pants, who change formats on a whim because someone was successful elsewhere in a different competitive climate or because they had one bad book. It's time we pay closer attention to the way we market our stations and to the person who is making those decisions.



B. Eric Rhoads

Editor's Comment: We welcome any opposing points of view or comments regarding articles or news items you may read in The Pulse.

*Send to: Editor, The Pulse of Radio
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North Palm Beach, FL 33408*

Congress

continued from cover

In remarks prepared for the Leadership Conference of the NAB, Markey said: "For most of the last decade, there was a clear tension between the Congress and the Commission. In the 'Sikes Era,'...[the FCC] has begun to approach issues in a cooperative and non-ideological fashion....There are no uniquely conservative or liberal, Democratic or Republican perspectives on issues such as Radio improvement..."

AM improvement was very high on Markey's priority list. "Congressman [Matthew J.] Renaldo [R-NJ], the ranking Minority Member of the Subcommittee, long has been a supporter of legislation improving the technical quality of Radio, particularly AM Radio. I have pledged to work with him to produce bipartisan legislation addressing technical issues," he stated.

On license renewal, Markey chastised the "bandits, pirates and highwaymen" who have used the renewal process to "extort payments from broadcasters. Finally last April, the Commission acted and adopted rules to stem abuses...Congress can, and almost certainly should, codify the Commission's rules to ensure broadcasters protection from the next generation of stick-up artists." Markey said he would be working with Renaldo on bills addressing technical improvement and license renewal during the next few weeks.

First on Markey's agenda, however, is an attempt to resurrect the Fairness Doctrine in some form "at the earliest possible opportunity," as soon as "the proper vehicle" is found. "I fully expect that working with our colleagues in the Senate we will successfully reinstate the Fairness Doctrine," Markey predicted.

On the emergence of HDTV, Direct Broadcast Satellite (both video and audio-only), and Digital Audi



Spanish-language broadcasters in the San Joaquin Valley (north of Los Angeles) have reason to celebrate. The area has grown to become the ninth largest Hispanic market in the United States.

Standing (L-R): Eduardo Caballero, President & CEO, Caballero Spanish Media; Richard Keating, General Manager, KXEM-AM/FM Radio; Chris Nevil, VP/Sales Manager-West Coast, Caballero Spanish Media. Sitting (L-R): Mary Helen Barro, VP/General Manager, KAFY-AM Radio; Ed Distel, General Manager, KOQQ-AM/FM Radio; Steve McGavren, President, KAFY-AM Radio.

Broadcast, he stated: "No one knows if consumers will want these new technologies. Nor do we know how these services will affect our traditional scheme for regulating media.... We must...ensure that consumers realize the full benefits of this technological revolution without rampant economic dislocation in either our business or our consumer sectors. We must also...ensure the continued viability of our existing system of local broadcasting..."

Markey also stressed the need to preserve localism in the face of the globalization of telecommunication industries, and to ensure that rich and poor alike have access to a free flow of information. His text concludes: "Congress, the Commission and the affected industries must work together to develop a coherent and comprehensive national policy on telecommunications and not merely react to technological and economic developments. Nevertheless, we must begin to confront our future as the Electronic States of America or risk losing out in the Information Age."

WANS Cans Pair After Bomb Prank

As reported (*The Pulse* 3/12), two employees of WANS-FM/Anderson, SC were arrested by Greenville police following a series of harrasing messages and a bomb threat against rival WMYI-FM ("My 102.5"). WANS operations manager Bill McCown and music director/air talent Joseph ("Jeff") Hayes were subsequently fired.

WANS station manager Jodi Lippincott said at a press conference that the pair were let go "for withholding information from the owner and management regarding the investigation which could have jeopardized the credibility of the station." Hayes, who had been with the station for 13 years, told the *Greenville News*, "Number 1, we are not guilty of any charges. And Number 2, we are looking forward to all the facts being brought out to prove our innocence." Hayes likewise denied the charges.

WMYI staffers claim they received several worrisome

Two Networks Die In One Week

Affiliates of the Financial Business Network and Braiker Radio Services (reported in *The Pulse* 3/12) are looking for new programming in the wake of the demise of both companies within days of each other. FBN, which had suffered money woes for many months, was the first to go. Its flagship station, XEKAM-AM in Tijuana, Mexico (serving San Diego), reportedly went dark along with the network. It is estimated that FBN had less than a dozen affiliates.

Braiker Radio Services, following a valiant but futile effort to find the capital to continue, issued a memo to its 38 stations to say goodbye four days before it ceased broadcasting. The company's money problems had been reported earlier, notably Braiker's outstanding debt to National Public Radio for transponder space and uplink facilities. The NPR bill, however, was paid three business days before the memo was issued from president Ivan Braiker. The company debuted in April of 1989 and operated four formats: Oldies, AC, Country, and a hybrid format called "Mega."

phone calls and faxes, including bogus reports of transmitter problems and the approach of a "killer storm." After a few days, someone tossed a suspicious package from the elevator on WMYI's floor of the multi-story NCNB building. Soon after, a caller inquired about "the bomb" and the building was evacuated. The package was found to contain a pink dollhouse, apparently a reference to WMYI's contest in which a house will be given away.

The alleged pranks seem to stem from a promotional effort for WANS' new morning team of Jerry Murphy and Norma Jean. Two days after

continued on page 8

RADIO INK™

From The Radio Grapevine

• Many are asking what former CEO Norm Feuer has up to since leaving Noble Broadcasting? We tracked Norm at his home in San Diego and found him to be working aggressively on starting a new Radio group. According to Feuer, he has developed a solid financing arrangement and a "dream team" of management and will start seeking properties soon.

• In a recent interview in *The Pulse*, ABC's Aaron Daniels mentioned an arrangement for Shadoe Stevens and American Top 40 to be aired in the Soviet Union. The mere mention sparked a letter from Westwood One and Valentin Lazoutkin, vice chairman of the USSR State Committee for TV and Radio saying Westwood One's "USA Top 20" was the only official program on National Soviet Radio. Upon checking with ABC, we found they are contracted in the Soviet Union, but not on that network. It is nice to know they are reading their issue of

• Is there really a chance that Scott Shannon could return to New York City? If so, would he go back to Z-100 or to WPLJ? Would Westwood One release him from his contract with Pirate Radio?

• In The Big Apple, The Daily News was duped when someone called claiming to be new WPLJ GM Mitch Dolan. The phony GM told the paper that Dan Ingram was to be the new morning personality on the station and that VH-1's Jeff Rowe would be the new program director. The paper ran the story. They later went on the air at WPLJ and apologized.

• Based on speculation and rumors of the failing Braiker Radio Service, other Satellite services were ready with a sales plan - just in case. The second that Braiker fell last week, they came to the rescue of Braiker's clients, offering immediate service. The various affiliates found new homes on Unistar, SMN and Drake-Chenault, however, there are rumblings that Braiker's Pat O'Day has developed a plan to bring back his format "Mega."

• Whoops. Sometimes the simplest mistakes can blow a project. A major programmer was recently conducting a focus group and asked a question about his client station. One of the respondents asked him, "You don't want us to be honest do you?" The programmer said, "Of course, why?" The respondent an-

swered, "'cause it's my guess you're working for that station." Curiously the programmer said, "Why would you ever think that?" The respondent then said... "Because the pencils you've been writing with have the call letters of that station on them." Needless to say, that session was useless. They moved forward to the next focus group...sans station pencils.

• In court last week...Jacor's Power Pig and Q-105 battled over trademark infringement from Jacor's use of shirts which had a screw through the Q-105 logo. The

Power Pig was broadcasting from outside the courthouse.

• Can Detroit withstand a fourth Oldies station? With Dan Daniels moving in as PD at WOMC there is speculation that Jay Clark, former WOMC PD will move to WLLZ. Could a format change be possible for one of the stations?

• Get well wishes to broker Ted Hepburn of Ted Hepburn and Associates. Ted was briefly hospitalized for a liver disorder, but he is now recuperating at his home in Florida and will be back on the job soon.

Pulse

NAB ISSUE

APRIL 2, 1990

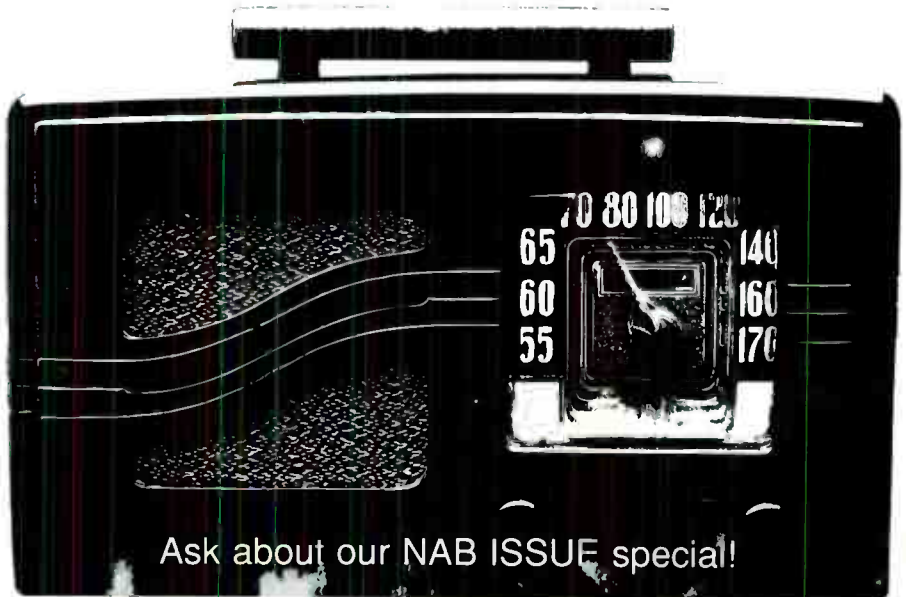
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WYNK GM TO HEAD LOUISIANA ASSOCIATION



John L. Peroyea, GM of WYNK-AM/FM in Baton Rouge, has been elected president of the Louisiana Association of Broadcasters. Peroyea is president of Narragansett Radio which operates seven stations in four states.

Peroyea was elected LAB's Radio vice president in 1988 and serves on the group's board of directors. At the LAB's convention, held last month in Lafayette, Peroyea served as chairman.

WYNK has won several awards from LAB, including Metro Market Radio Station of the Year four times in a row. The station has also won awards from LAB for Outstanding Community Service for three consecutive years.

WANS Cans Pair After Bomb Prank

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the arrests, WANS broadcast a live morning show remote across the street from the WMYI studios. Hayes and McCown were on hand. During the broadcast, McCown reportedly called My 102.5 GM George Francis a "coward," blaming him for the arrests. He later contacted WANS owner Kent Burkhart to settle

the issue (They've known each other for two decades). By mid-afternoon, Francis' attorneys delivered a letter to WANS, demanding the station stop making "outrageous statements" about My 102.5's management and staff. The firing of Hayes and McCown was officially announced the next day.

Radio Marti Dumps Founding Director

Ernesto F. Betancourt is being "reassigned" to a post outside Radio Marti, the federal government's broadcast outlet targeting Cuba. Betancourt has overseen development and administration of Radio Marti since it was established by Congress five years ago. An aide says Betancourt may become Director of Research for the U.S. Information Agency.

Sources at the Voice of America, also run by the U.S.I.A., say TV Marti acting director Antonio Navarro will be named director of sister Radio Marti. TV Marti

is mired in controversy over international broadcasting laws which may prohibit the U.S. from beaming TV signals to Cuba.

The *Washington Post* reports a Miami-based group, the Cuban American National Federation wanted Betancourt removed as director because the group wants more influence over Radio Marti. The *Post* quotes internal documents as noting Radio Marti could play a role in any future changes in Cuba's political climate.

Betancourt refused interviews with *The Pulse*. An aide explained Betancourt's transfer has not been formally announced, but that his reassignment may come by the end of the month.

NAB PROMOTES TRIO

The National Association of Broadcasters' Executive Vice President/Radio, Lynn Christian, announced the promotions of three individuals this week.

Joy Dunlap was named Vice President in charge of Radio Operations. She had previously served as director of that department.

Michael A. Rau was promoted to Senior Vice President in charge of the

NAB Science and Technology Department.

Dr. Mark Fratrack was named to the new position of VP/Economist, Research and Planning. Fratrack, who has worked in the Federal Trade Commission as well as with The National Association of Broadcasters, is the author of several books, including "Fair Market Value of Radio Stations in the United States — A Buyer's Guide."

WBCN And WAAF Spar Over Hoax

WAAF-FM in Worcester, MA tried to show it cared more about the city of Boston than Boston's own WBCN-FM, but the stunt backfired. WAAF initially drew favorable publicity when it hired an unemployed draftsman named Bill Whiteman, who put up billboards in the Boston area to advertise his plight. Ron Valeri, program director of the AOR station, said he hired Whiteman as the result of the billboard plea. WAAF then needed its AOR rival, WBCN, for its apparent lack of humanitarianism.

But Valeri now acknowledges he knew Whiteman had

a background in broadcasting, and had already discussed his employment weeks before the publicity stunt against WBCN. Through a spokesman, Valeri said he and others at the station are sheepish that the story's national coverage brought to light the fact that he and others at WAAF fabricated the event.

WBCN PD Oedipus said WAAF has "exploited the homeless and the unemployed of Boston for a publicity stunt." He also told *The Pulse*, "WAAF wants to be a Boston station, but they don't cover us, they don't take anything from Boston, and the heat generated from this hoax will tell people the difference between the bush leagues and the major markets."

NAB Says "No" To Free Political Air Time

The Campaign Finance Reform Panel, a group of six campaign consultants and academics, has raised the ire of the NAB. The panel proposed to Senate leaders that every Radio and TV station in the U.S. be required to give eight hours of free airtime every year to the two major political parties.

Under the scheme, every station would have to give free time to the National Democratic and Republican parties and to the state delegations of those parties. Each of those four entities would receive two

hours apiece every year.

The NAB sounded its opposition in a letter to Senate Majority Leader George Mitchell (D-ME) and Minority Leader Bob Dole (R-KS). James May, NAB's executive vice president of government relations, argued the proposal would raise First Amendment issues and would turn broadcasters into "common carriers," a status forbidden by the 1934 Communications Act. It would also do nothing to reduce campaign costs, he stated.

"Nothing in this proposal will improve the quality of debate," May wrote. "It is difficult to conceive that this proposal can be reconciled with broadcasters' guarantees of free speech and free press."

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NEW HAVEN	5/22
NEW ORLEANS	4/19
OMAHA	5/9
ORLANDO	3/28
PHOENIX	4/25
PITTSBURGH	3/16
SACRAMENTO	6/5
SCRANTON	3/22
SAN DIEGO	6/13
SEATTLE	6/6
SYRACUSE	6/1
TUCSON	6/15
TULSA	5/17
WASH., DC	3/6

ATTENTION NAB GOERS
Stay a day and catch Giff's seminar on Wednesday, April 4th. Another good reason to attend the NAB Convention in Atlanta.

Marketing Experts To Speak At NAB In Atlanta

The city of Atlanta is bracing itself for next week's NAB '90 convention. This year's NAB convention will feature insights about marketing from top Coca-Cola and Delta Air Lines executives.

The "Marketing Magic" session will be held April 2 at the Georgia World Congress Center. It will feature Michael Beindorff, Coke's vice president and director of marketing planning, and W. Whitney Hawkins, senior vice president of marketing for Delta. The two men will describe how they created winning marketing strategies for their companies, and how Radio stations can better position themselves in the marketplace.

NEWS IN BRIEFS...



St. Louis, Missouri - KLOU 103 and Fruit of the Loom are bringing back one of the top singing groups from the '60s, Martha Reeves and the Original Vandellas, for a sock hop. Shown with the group are KLOU's Kevin McCarthy (in beard), sales manager Paul Sly (in leaves and glasses), Fruit of the Loom Executive VP Richard Landau (far right), and assorted fruit.

Broadcasters Help RIAA Kill Lyric Labeling Bill

The Recording Industry Association of America (RIAA) says a broadcast association helped defeat a Maryland bill that would have forced retailers to label records with obscene lyrics. The bill, from Republican state delegate Judith Toth, would have warned parents about lyrics said to include "patently obscene language and urgings to commit crime." RIAA spokeswoman Tanya Blackwood says broadcasters from the Maryland-D.C.-Delaware Broadcasters Association testified last week against the bill, saying it threatened First Amendment Rights.

But Toth says the bill, and others pending in 10 states, helped bring agreement from the record industry to voluntarily put such warnings on packages. Blackwood confirms the new pact involves a uniform, high-visibility warning, but says it came from retailers' concern over the controversy. Toth said her bill was given an "unfavorable" report in the legislature, killing it, but that she feels the "war was won" with the RIAA voluntary pact.

How To Determine Your Station's "POWER" Ratio...

Total Market Revenues... Cost per Points... are these two contradictory, or is there a relationship between the two? If so, what is it, and how can understanding it help your Radio station and market? MAXAGRID believes such information can help better estimate Radio Revenue direction for your market.

The definition of a "Power Ratio" is expressed by calculating Total Market Revenues, dividing that number by your station's average Cost per Points for the major demographic categories, i.e., Adults, Men, Women, 18-34, 18-49, 25-54, 25-49. If one multiplies the Cost per Point averages by 1 million before the division into Total Market Revenues, an interesting relationship develops. MAXAGRID calculated the "Power Ratio" for approximately 100 stations from our domestic client base. The stations were chosen at random, but with an equal number

coming from the market size groups of 1-25, 26-50, 51-75, 75-100, 101+. We discovered that the "Power Ratio" for the sample was an astonishing 1.02 percent!

"So what?" you say. Well, think about it. If, on the average, Total Yearly Market Revenues are about .02 percent greater than Cost per Point averages multiplied by 1 million, then by analysis of a station's past and present "Power Ratio" one may be able to project future revenues better from existing Cost per Point levels. OR...better still, know that certain Cost per Point levels are out of a particular market's "power ratio" profile.

Of further interest is the fact that markets that fall in the Top 50 exhibit a "Power Ratio" of around 1.20, while those markets in the 50+ category have ratios of 0.80 or so.

Again, the average "Power Ratio" for the sample was

about 1.02 percent. Of all the stations with "Power Ratios" over 1.0, only about 17 percent were in market sizes 51+. Conversely, of all the stations with "Power Ratios" less than 1.0, only about 17 percent were in the top 50 markets.

Generally speaking, Top 50 market stations have ratios greater than 1.0, while those in the 50+ rank have ratios below 1.0.

You may find it interesting to calculate your stations "Power Ratios" over the last eight to 12 quarters. Compare your historical analysis with your present "Power Ratio" calculation.

If you find that your ratio is increasing, then quite possibly your Total Market growth will be less than expected. On the other hand, if your ratio is decreasing, there is a good chance your market is on the rise.

In either case, there are numerous variables that obviously effect the "Power Ratio" calculation for your market.

Pulse readers who are interested in a more detailed review may contact MAXAGRID at (214) 550-0977

Pulse Quote

*"If you want image,
buy television;
if you want
clutter,
buy newspaper;
but, if you want
response,
buy Radio."*

-Lou Mellini

Today, Your Phone May Change Your Career.

Introducing Pulse Career Call™

Today, The Pulse of Radio introduces a new, innovative service to the Radio industry. We call it Pulse Career Call™. This is the first interactive telephone classified service available to the broadcasting industry. Plus, Pulse now offers the only ALL MANAGEMENT classified service in the business.

Now, when you want to fill a position or you need a job, instead of writing an ad, calling it in and waiting for it to come out in print...you just pick up the phone and dial. You have an instant ad and instant response.

Here's how it works:

If you're looking for an employee or looking for a job, simply Dial 1-900-226-3232. When the line answers, you'll be asked to press the corresponding button on your touchtone phone to enter a resume, review resumes or retrieve messages. You'll be able to record your own voice advertisement or review other voice advertisements. If you're looking for a person, after hearing their message, you can leave a message asking them to call you or respond in whatever way you feel is ap-

propriate. And, if you wish, you can remain anonymous by not sharing your name or by having someone else voice the ad. Record as much or as little information as you desire.

Pulse Career Call is available 24 hours a day, 7 days a week. By keeping the number handy, you can call at your convenience from your home, office or car. All you need is a touchtone phone.

You will be charged 95 cents per minute, which in the long-run is cheaper than running an ad, and the response time can be much faster. Try it today.

Pulse
CAREER CALL

1-900-226-3232



Pulse News

From The Broker

• **WPFM-FM**, Panama City, FL, has been purchased by **Broad Based Communications, Incorporated** for \$3.5 million. The buyer, Broad Based Communications, Incorporated is principally owned by Vincent A. Henry, Chairman. Broad Based recently purchased **WWDD-AM/WIQI-FM** in Tallahassee, FL, and has contracted to purchase **KYEA-FM** in Monroe, LA; **KEBE-AM/KOOI-FM** in Jacksonville/Tyler, TX and **KDAE-AM/KLTG-FM** in Corpus Christi, TX. The company's president is Paul Fink. The seller, Culpepper Communications, Incorporated is owned by Barry Turner, president and John C. Culpepper. Dick Foreman of Richard A. Foreman Associates Incorporated acted as the exclusive broker for the transaction.

• **KDRO-AM**, Sedalia, MO, has been purchased by **Mathewson Broadcasting Company** from **Sedalia Broadcasting Corporation** for \$300,000. The buyer, Mathewson Broadcasting Company is owned by James Mathewson and Adam Fischer. The seller, Sedalia Broadcasting Corporation is owned by Herbert Brandes and James Glenn. Selling arrangements were handled by the two parties.

• **WKOL-AM**, Amsterdam, NY, has been purchased by **William Walker, III** from **Gateway Broadcasting Corporation** for \$150,000. The buyer, William Walker, III also owns **WRWD**

THE PULSE INDEX OF STOCKS

		52 WEEK HIGH	52 WEEK LOW	CLOSING PRICE 3/2/90	CLOSING PRICE 3/9/90	WEEKLY PCTG. CHANGE
Capital Cities	CCB/NYSE	574	370	501	508 1/4	1.4%
CBS, Inc.	CBS/NYSE	221	169 1/2	180 3/4	181 7/8	0.6%
Clear Channel Comm.	CLCH/OTC	16 3/8	10	13 1/4	13 1/2	1.9%
Heritage Comm.	HTG/ASE	5 3/4	2 1/2	3 5/8	3 3/4	3.4%
JACOR Comm.	JCOR/OTC	8	5	5 5/8	5 7/8	4.4%
Olympia Bcstg.	OBCCC/OTC	3 3/4	1/8	3/16	1/8	-33.5%
Osborn Comm.	OSBN/OTC	15	7 3/4	9 1/2	9 1/4	-2.6%
Price Comm.	PR/ASE	7 2/5	4 3/8	5 1/2	5 1/4	-4.5%
Sage Bcstg.	SAGB/OTC	6	2 1/4	2 1/4	2 1/4	0.0%
Sungroup	SUNNC/OTC	2 1/2	1 3/8	2	1 1/2	-25%
TM Comm.	TMCI/OTC	3/4	1/8	1/8	1/8	0.0%
Westwood One	WONE/OTC	13 1/4	5 1/4	5 3/4	7 1/4	26.1%

Courtesy A.G. Edwards & Sons, Inc.

in Highland, NY. The seller, Gateway Broadcasting Corporation is owned by Joseph Isabel, Ernest Sciaibba and Lorraine Cosentino. The company also owns **WCSS-AM/WKOL-FM** in Amsterdam, NY and **WBNJ** in Cape May Court House, NJ.

• **KBLN-AM**, Sherman, TX, has been purchased by **Pesa Broadcasting Corporation** from **Henry Seals** for \$250,000. The buyer, Pesa Broadcasting Corporation is headed by Maria Aguilar, Mirella Aguilar and Carmen Hernandez. The seller, Henry Seals is the trustee for Belen Enterprises, Incorporated.

• **WOPI-AM**, Bristol, TN, has been purchased by **Joe Morrell** from **United Broadcasting Company** for \$140,000. The buyer, Joe Morrell has no other broadcast interest. The seller, United Broadcasting Company is owned by Herman Long. Long is

part-owner of **WGAT** in Gate City, VA.

• **WMRE-AM**, Knoxville, TN, has been purchased by **Church Point Ministries, Incorporated** from **Hunter Broadcasting Company** for \$150,000. The buyer, Church Point Ministries, Incorporated is headed by Reverend Dwight Pate. The ministry also owns **WNDC** in Baton Rouge, LA. The seller, Hunter Broadcasting Company is owned by Edwin Hunter.

• **KODK-FM**, Kingsville, TX, has been purchased by **Jeffco Enterprises** from **Ruben Cavazos** for \$160,000. The buyer, Jeffco Enterprises is owned by Earl Fletcher and George Marti. The company also owns **KSDI/KOPY** in Alice, TX. The seller, Ruben Cavazos is a court appointed receiver representing Riviera Broadcasting Company.

**IDEAS
THAT SELL**
Pulse

From The Rep

Station	City	Format	From	To
KWTD-FM	Little Rock, AR	Urban AC	Roslin Radio	Katz & Powell
KXBS-FM	Oxnard, CA	Oldies	CBS Spot Sales	Republic Radio
WIJY-FM	Hilton Head, SC	Transtar 41	no rep	Republic Radio
KGHF-AM	Pueblo, CO	Full Service	Roslin Radio	Republic Radio
KRYT-FM	Pueblo, CO	Oldies	Roslin Radio	Republic Radio
WTXT-FM	Tuscaloosa, AL	Contemp. Country	no rep	Republic Radio
KEBC-FM	Oklahoma City, OK	Country	Durpetti & Assoc.	Republic Radio
WEGX-AM	Allentown, A	Oldies	Eastman	Christal Radio
WHXT-FM	Allentown, PA	Dance/Top 40	Eastman	Christal Radio

The Pulse Of Radio Calendar™

March 23-24—**Oklahoma AP Broadcast Annual Convention and Awards Banquet**-Embassy Suites, Oklahoma City.

March 23-24—**NorCAL RTNDA Region 2 Conference**-Pleasanton Hilton, Pleasanton, CA. Information: (213) 462-6053.

March 23-24—**Radio Television News Directors Association Region 11/SPJ Region One Conference**-Yale University, New Haven, CT. Information: (203) 281-9600.

March 29-31—**Broadcast Education Association Convention**-Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

March 31-April 3—**National Association of Broadcasters 68th Annual Convention**-Atlanta.

April 12—**RadioBest Awards, Twin**

Standard Broadcast Calendar

FEBRUARY 1990

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

MARCH 1990

M	T	W	T	F	S	S
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

APRIL 1990

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MAY 1990

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

Cities Radio Broadcasters Association-Marriott City Center, Minneapolis, MN. Information: (612) 544-3575.

April 17—**Broadcast Financial Management Association and Broadcasting and Cable Industry Board Meeting**-Hyatt Regency San Francisco, San Francisco, CA. Information: Cathy Lynch (312) 296-0200.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**-Hyatt Regency, San Francisco. Information: Robert McAuliffe (708) 296-0200.

April 20-21—**Texas AP Broadcasters Annual Convention and Awards Banquet**-Worthington Hotel, Fort Worth.

April 24-25—**Ohio Association of Broadcasters Spring Convention**-Stouffer Dayton Plaza Hotel, Dayton, OH. Information: (614) 228-4052.

April 27-29—**RAB Sales University-Orlando, FL**. Information: (212) 254-4800.

May 10-11—**Investing In American Radio Seminar** by Broadcast Investment Analysts, Inc. and Duncan's American Radio, Inc.-Plaza Hotel, New York City. Information: (800) 323-1781.

May 13-15—**New Jersey Broadcasters Association's 44th Annual Convention**-Bally's Grand Hotel/Casino, Atlantic City, NJ. Information: (201) 247-3337.

May 17-20—**American Women In Radio And Television 39th Annual Convention**-Capital Hilton, Washington.

May 18-20—**RAB Sales University**-Richmond, VA. Information: (212) 254-4800.

May 19—**National Association of Broadcasters Roundtable for Small and Medium Market General Managers**-Crescent Hotel, Phoenix, AZ. Information: (202) 429-5420.

May 29-June 1—**Broadcast Asia '90**-World Trade Center, Singapore.

Major Events 1990

March 31-April 3—**NAB 68th Annual Convention**-Atlanta.

April 18-20—**Broadcast Financial Management Association 30th Annual Meeting**-Hyatt Regency, San Francisco.

May 17-20—**American Women in Radio and Television 39th Annual Convention**-Capital Hilton, Washington.

June 10-13—**Broadcast Promotion and Marketing Executives and Broadcast Designers Association Annual Conference**-Bally's Hotel, Las Vegas. Information: Gregg Balko, (213) 465-3777.

June 19-22—**National Association**

of Broadcasters Summer Board Meeting-NAB, Washington.

Sept. 12-15—**Radio '90 Convention**, sponsored by the National Association of Broadcasters-Boston.

Sept. 24-27—**Radio-Television News Directors Association 45th Annual International Conference and Exhibition**-San Jose, CA. Information: (202) 659-6510.

Oct. 4-7—**Society of Broadcast Engineers Fifth Annual National Convention**-St. Louis. Information: 1-800-225-8183.

Feb. 1-4, 1991—**Radio Advertising Bureau Annual Managing Sales Conference**-Loews Anatole, Dallas.

May 31—**NAB Crystal Radio Awards Deadline for Entry**. Information: NAB Radio (202) 429-5420.

June 9-15—**NSB Executive Management Development Seminar** for Radio Broadcasters-The University of Notre Dame. Information: (202) 429-5402.

June 10-13—**Broadcast Promotion and Marketing Executives Association Annual Conference**-Bally's Hotel, Las Vegas. Information: Gregg Balko, (213) 465-3777.

June 10-14—**RAB Wharton Management Training**-The University of Pennsylvania. Info: (212) 254-4800.

June 11-14—**RTNDA and The University of Missouri School of Journalism 2nd Annual Management Seminar for News Directors**-University of Missouri School of Journalism, Columbia campus. Information: (202) 659-6510.

June 13—**29th Annual BPME International Gold Medallion Awards, BPME Industry Achievement Awards and BPME Hall of Fame Awards Ceremony**-Artemus W. Ham Concert Hall, University of Nevada, Las Vegas. Information: Jay Curtis, (213) 465-3777.

June 14-17—**Missouri Broadcasters Association Spring Meeting**-Branson, MO. Info: (314) 636-6692.

June 15-16—**Texas Association of Broadcasters Radio Day**-J. W. Marriott Hotel, Houston, Texas. Information: (512) 322-9944.

June 19-22—**NAB Summer Board Meeting**-Washington.

June 21-24—**North Carolina Association of Broadcasters Summer Meeting**-Elbow Beach Hotel, Bermuda. Info: (919) 821-7300.

July 13-15—**RAB Sales University**-Buffalo, NY. Info: (212) 254-4800.

July 15-18—**New York State Broadcasters Association 29th Executive Conference**-Gideon Putnam Hotel and Ramada Renaissance Hotel, Saratoga Springs, NY. Information: (518) 434-6100.

July 19-21—**Colorado Broadcasters Association Summer Convention**. Manor Vail, Vail, CO.

July 26-28—**Louisiana Association of Broadcasters 1990 Radio and TV Management Session**-Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—**RAB Sales University**-Milwaukee, WI. Information: (212) 254-4800.

August 17-20—**RAB Sales University**-San Diego, CA. Information: (212) 254-4800.

Selling Against

continued from cover

The directory business is open to anyone. The name "Yellow Pages" is in the public domain in the U.S. (it is copyrighted in Canada), and it is a lucrative advertising medium. It has always been one of Radio's formidable foes in

the war for local ad dollars, and with the new proliferation of books it has become a many-headed monster. There are directories for seniors, Spanish yellow pages, business-to-business directories and a number of other "niche" phonebooks, all added to the number of all-purpose Yellow Pages in a given market.

Obviously, there are a lot of ad dollars at stake. But here's the good news: there are ways of converting those Yellow Page dollars into Radio buys.

Steve Wasser and Mark Rood are the brains behind American Consulting Services (ACS) of Vancouver, WA. The company runs seminars and sells instructional videos on how the directories work and how to convert those YP dollars. Rood and Wasser founded their company in 1985, a year after the AT&T divestiture. At that time, Ma Bell was prohibited from publishing phone books for seven years and the rush to fill the void was on. But the two men had discovered another void: there were no independent experts or consultants to help advertisers make cost-effective YP buys.

Originally, Wasser and Rood developed and marketed their course for the phone book's print cousin, the local

The Yellow Pages

"Often, merchants discover the response from YP ads doesn't justify the cost."



newspaper. However, their instructional material is also applicable to Radio, and subsequently has been made available to broadcast and cable media. While Wasser and Rood's exact methodology is a trade secret, here are a few key points to bear in mind.

•Merchants are Married to the Darn Thing! But it's a shotgun wedding. Local advertisers feel they must advertise in the Yellow Pages to stay competitive, often describing YP advertising as "a necessary evil." They also believe that when a prospect is ready to buy, he or she may consult a directory. But

most people are unfamiliar with how the directories operate and will often buy more space than they need, sometimes under several different headings. So, your goal as a Radio AE should not be to try to get your prospect to cancel the YP ad, but simply not to overspend.

•Yellow Pages Don't Create Demand. As we just said, they work when the prospect is ready to buy, but they sit unopened in the meantime. The phone book cannot



**Your Best Source for New Local Revenue
Is in the Yellow Pages**

**American
Consulting
Services**

A Division of Wasserood, Inc.
11816 S.E. Mill Plain Suite 311, Vancouver, WA 98684 (800) 255-9784

create an image, aid top-of-mind recall, or promote a special sale event. Remember, the Yellow Pages are heavily promoted in other advertising media, including Radio.

•**The Logic is Faulty.** An ad for one regional directory boasts that its readers use the yellow section 34 times a year. That's less than three times a month. Considering a medium market's book can have 1,500 yellow pages or more, how likely is it a client's ad will be seen even once a month? If you look at the claims the directories are making in your market, chances are you will find several you can defuse with common sense.

•**Yellow Page Reps Don't Care.** Generally, a directory rep will make a much smaller commission if a client simply renews last year's ad. The rep must sell a more expensive ad each succeeding year regardless of the client's needs. Also, in many cases a client sees a different YP rep each year, so the rep has nothing to lose by "arm-twisting." When you help the client put together an effectively-designed, cost-efficient YP ad, you position yourself as being on the client's side. Clearly, this can have a long-range positive effect beyond the immediate goal of diverting YP dollars to your station.

•**Bigger Isn't Better.** Does an ad which is twice as expensive generate twice as many calls? Of course not. The YP ad can also be made more ex-

pensive through the addition of color. "Color," in this case, means red ink on yellow paper. Think about it: how legible is red on a yellow background?

•**The Contract is a Nightmare.** Most phone book publishers seem to have deliberately made their contracts impossible to decipher. For one thing, they use letter codes to describe the

type of ad being bought, rather than spelling out "four-column, one-third page" or whatever. Even worse: codes, ad sizes and pricing vary from book to book and city to city. A valuable part of the Wasser-Rood course is that the accompanying workbook breaks the codes and illustrates the

“Local advertisers often describe the Yellow Pages as ‘a necessary evil.’”

♦ ♦ ♦ ♦ ♦

various types of layouts, which helps the AE to downscale the YP ad and convert the savings to his or her own ad medium. (Perhaps your own presentation materials should be as free of Radio jargon as possible.)

•**Timing is Everything.** Directories have a deadline for ad orders, usu-

PULSE Quick READ™

- Local businesses buy YP advertising out of fear, often spending far more than necessary.
- Radio far outdistances YP advertising in terms of Reach, Frequency, and Cost-Efficiency.
- YP ads are inflexible: they cannot be changed to reflect a sale, relocation, or a competitor's challenge. They lack the immediacy and creativity of Radio.
- Retailers can gain by downscaling to smaller, well-designed YP ads and converting the savings to other media—particularly Radio.

ally five or six months before the date of publication. Many have contracts which can only be cancelled within seven days of signing. Therefore, if you are going to sell against the Yellow Pages, it is important to know when they are making their annual assault on your market.

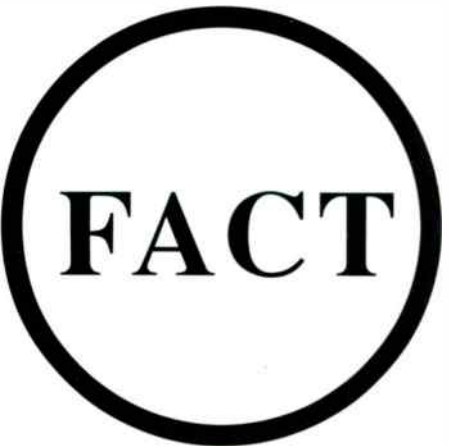
•**It's Written in Stone.** The YP ad can only be changed once a year. It cannot be changed to reflect a sale or a relocation, to respond to a competitor's challenge, or even to correct a mistake. It's very difficult to get a "make good" spot from the Yellow Pages, and the wait is a killer.

Smaller, effectively-designed layouts can save your clients a great deal of money. If you arm yourself with enough information about your local directories' rates and sales pitch, you may discover YP conversion to be a valuable sales tool. Not only can it bring additional revenues to your station, it can build positive relationships with local advertisers.

How did Wasser and Rood acquire the knowledge necessary to run their ACS seminars? Until six years ago, they were selling ad space on vinyl phonebook covers in the Pacific Northwest. The economy of the re-

continued on page 16

Cover Story continued from page 15



Pulse

gion was in dire straits at the time, and businesspeople were tightfisted with ad budgets. In their quest to get advertisers on the cover, rather than in the book itself, "we had to develop a consulting approach to set us aside from the rest of the guys who were out there peddling advertising," Wasser said.

Rather than do a negative sell against the directories, the pair developed a questioning technique in which the client himself begins to doubt the value of his or her YP budget. The approach worked so well, they were able to market their ideas first to big city newspapers, and later to the electronic media.

Very often, local merchants discover the response they receive from YP ads doesn't justify their enormous cost. Unfortunately, those ads don't come with a money-back guarantee; but the ACS seminars and videos do.

"On the videos, we offer an unconditional money-back guarantee if not ecstatic about the product," Wasser said. "On our live services, what we guarantee is that if your salespeople don't recover the investment for the training within 30 days after we leave, we'll fly back to the market, get in the car with one of your people, and we'll go out and write enough business to pay for the training ourselves. And if we can't do that in a 10-day period, we'll issue a full refund."

The product is not inexpensive. Pricing varies by options and size of market; the six-hour video version can cost \$1,300 to \$4,000; the live seminars cost about three to four times as much. The cost, however, is self-liquidating.

Karen Marshall, station manager and GSM of WEZF-FM in Burlington, VT, reports her station contacted ACS for both the video tape course and live seminars. In addition to follow-up sessions for the station's salespeople, Wasser held informational sessions for local retailers. The service paid for itself in the first week.

"Steve is a fiery person, a really 'up' individual," said Marshall. "He really got the people to participate in the sessions." In addition, she characterized the seminars for retailers as a valuable public service and image-builder. Although Marshall noted

that ACS provides a large volume of material for salespeople to digest, she expressed satisfaction at the company's willingness to answer questions and follow-up.

"Small,
efficiently-designed
layouts can save your
clients a great
deal of money."

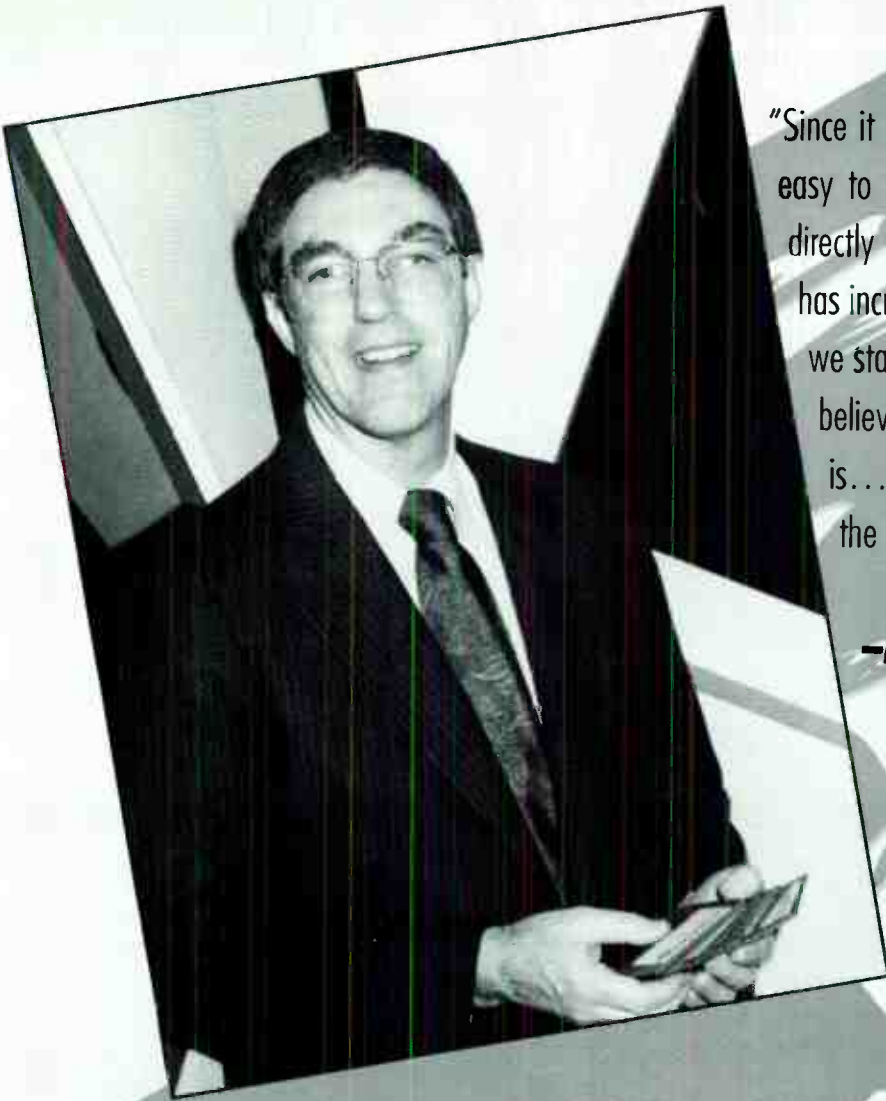
.....

Tina Heim, local sales manager for WSBA-FM in York, PA calls yellow page advertising a "hidden thief, which in many cases is ripping people off." Her station used the instructional tapes only, and reports the program worked "extremely well." Heim would like to see more stations initiate a YP conversion program, and believes that with proper supervision and follow-through, the program should have similar results elsewhere.

ACS is not "market exclusive" in the strictest sense. It is offered on the basis of "one outlet per medium per market;" that is, in each market one newspaper, one Radio station, one TV channel and one cable system may use the service. More information may be obtained by calling (800) 255-9784 or (206) 254-5600.

Whether or not your station signs up, it is good to know that of all Radio's rivals for ad dollars, the Yellow Pages is among the most vulnerable. Its shortcomings are many, its advantages are questionable, and the business practices of some phone book firms are less than admirable. When you help someone give the "walking fingers" their walking papers, you may make a valuable friend.





"Since it was the only vehicle we used, it was easy to track the response to our ads directly to The Pulse. Our list of client stations has increased appreciably in the months since we started advertising. I don't believe in coincidence, so the conclusion is...the ads were in part responsible for the increase in business!"

**-Roger Skolnik
Vice President
Strata Marketing**

**"WE TRACKED
THE RESPONSE
DIRECTLY TO
THE PULSE!"**

The Pulse...Radio's Management Week

TOM JOYNER



“Making It Big In Small Market Radio”

Ashley Thomas “Tom” Joyner was born in Wilson, NC. He spent two years in the U.S. Navy. He attended the USN School of Journalism, the USAF Institute and Elkins Institute.

Joyner began his broadcasting career in 1963 as announcer and engineer with WJAM in Marion, AL. A series of announcing positions followed with upward mobility and led to larger markets and increased responsibility at these stations: WEEZ, Easton, PA; WGTM, Wilson, NC; WTIK, Durham, NC; KEWI, Topeka, KS; WNDE, Indianapolis, IN; and KIMN, Denver, CO.

In 1958, Joyner moved into a sales position. When followed promotions to sales manager, general manager and vice president of operations in a 14-station

Broadcast group.

Joyner Broadcasting was formed in August 1977 by Tom Joyner and David Weil. The company purchased 27 properties and has sold 23 of these. They continue to own WZFX-FM in Fayetteville, NC; WROV-AM/FM in Roanoke, VA; and WTFX-FM in Madison, WI.

PULSE: Give me a background about how you entered the Radio business.

JOYNER: When I entered the Radio business it was a time when the FCC in its grand wisdom wanted everybody to have a first-class engineer on premises. So if you had an engineering license, voila, you were in Radio. I went down to Atlanta and went through the old Elkins School and got a first-class Radio license. In reality, I was dangerous with a flashlight. Supposedly I could take apart

Radio Free Europe. Since I could do all those wondrous things, a station in Marion, Alabama hired me as their engineer and would allow me to learn to be an announcer. That was WJAM. That was my first stop in broadcasting. From there I took the career as a disc jockey, which means basically you had three changes of informal clothing and an automobile that still had mileage to give. It meant you were in and out of a lot of markets. I'm no different from any other disc jockey. That's how it really started, just doing air work. Then one day I saw the writing on the wall - I was not going to be a Don Imus. I was not going to be a Rick Dees, at least I didn't see myself reaching that level. So I got into sales, sales management, general management, individual ownership.

PULSE: *When did you break into ownership?*

JOYNER: The first shot I had at ownership was in 1971. It was brief. I knew enough to be dangerous and bought an AM daytimer in Deland, Florida with two investors. The wisdom was you had to keep them for three years even if you didn't know what to do with them. We kept it for our three years, almost died in the process. It was an AM daytimer in a market of 12,000 people that had another full-time AM and a class C FM. But we kept it and finally sold it, did make a little money on it. But I must tell you, it wasn't worth all the effort. But that was our first shot. I got out of that and ran George Beasley's company for several years as his executive vice president. We bought stations for his company and ran the others. In 1976 we formed this company and we bought our first real station in Petersburg, West Virginia.

PULSE: *Go back for a moment to Deland, Florida. From hearing you talk, it wasn't the most favorable situation in the world - what was the biggest lesson you learned from that?*

JOYNER: The biggest lesson was that you need to have all of the facts at your disposal before you jump off the ship. I bought an AM daytimer in a market that was too small. It appeared that it should cover and get advertising out of Daytona Beach, but in reality it did not. I just simply didn't know what to look for. I was a babe in the woods. The gentleman who sold it to me kept the Class C FM, which in those days was very difficult to sell. He told me he was going to do background music, in reality he went country music during the six months it took to transfer. The AM that I bought doing \$11,000 a month was doing less than \$1,000 the day I took it over. We could have sued him, but we would have starved to death while we were in court. We turned around and changed the format to country and went head-to-head with him and destroyed his FM. You couldn't do that today. But at that time with the lack of penetration of FM, we had the AM daytimer at one point doing \$20,000 a month; the



“The greater fool theory was live and in color. Suddenly somebody, as with the emperor, said, ‘this is not real, there are no clothes.’

And, in fact, it was not.”

(regarding prices being paid for Radio stations)

FM was doing \$3,000.

PULSE: *Would you say you bought into the situation without a clear picture of what needed to be done?*

JOYNER: I would say it was a microscopic opportunity, and I was Mr. Magoo.

PULSE: *Tell me about Joyner Communications.*

JOYNER: For a while we got out of actual operation. We saw an opportunity coming. That opportunity, they're talking about now putting in a three-year rule, the horse is out of the barn, that is typical congressional thinking. What happened was a convergence of things. One, at that time you had a Berwick Doctrine and a reallocation issue that kept the stations from moving from a Cleveland, Tennessee to a Chattanooga. And if you tried to do it, your competitors

would say he's leaving his city of license. It would just be so costly and time-consuming, you couldn't do it. When Mark Fowler went in and deregulation started, they did away with the reallocation and the Berwick Doctrine. Suddenly you could move these stations as long as you could city grade your city license. We saw an opportunity there. At the same time, the commission came in with its "use it or lose it," which meant we're not going to protect you anymore in our database as being 2,000 feet high at 100,000 watts, if you're really on your AM stick and running 10,000 watts. So if you don't reach a certain classification, if you don't actually go up above 984 feet, we're not going to protect you in the database anymore. We're going to reclassify you and

Continued on page 20

drop you in classification, which would affect the price you could actually get for your Radio station. We saw an opportunity coming, but it had a window on it of three years. Realistically two years because once everybody understood how these things worked the opportunity would go away. We put a lot of stations on contract. I don't know how many we ultimately had, but I think we developed 12 or 13 move-ins in some pretty good markets. So we literally were almost out of operations for a while. We always had a station that we were operating, but we literally had so much to do with these move-ins, that there wasn't time to do anything else. I had been in the Radio business for a long time before I ever sold my first Radiostation. We're not a typical "trader." We're able to operate Radio stations and had done it for years. So we came back near the end of that window of opportunity and started looking for stations that we could come back into operations with. The first one was in Whiteville, North Carolina, that we actually moved up into Fayetteville. We've owned the station for about four years. It's number one in its market and has been for a long time. We've gone on to add WROV-AM/FM in Roanoke/Lynchburg, Virginia. It's the only AM I own. It was the old-line, well-liked station that had fallen on hard times. But still the community loved the station's call letters and remembered it the way it used to be. But without an FM it was dying on the vine. We bought an AM/FM in Martinsville, Virginia, sold the AM back to one of the people who worked there so that the station would remain there in Martinsville. We moved the FM up on a mountain top to cover Roanoke/Lynchburg, put it together with WROV-AM, and suddenly we had a combo in the heart of Roanoke. It's done very, very well.



“If you do (community service), the community is going to embrace you, the advertisers are going to support you, the listeners are going to like you, and it's going to be reflective in the ratings. If you don't, you're going to be out of business. It's pure and simple.”

The combo is number one in the marketplace today.

PULSE: And then you have Madison.

JOYNER: Madison, Wisconsin. It's actually Watertown, Wisconsin, that we bought and moved. We've been on now around 20 weeks. The first Arbitron came out - we had a 5.9 share. But in the latest Birch we have beaten our head-to-head competitor there for the first time, after he's been there for 15 years. We're CHR in Madison.

PULSE: You've built a nice group, you've got some nice properties. What is the thing you've learned the second time around that somebody could learn from you?

JOYNER: There was a time when Radio stations sold for a percentage of gross, it was two to three times gross. Then we let the mathematicians in the backdoor and started going on cash

flow. I'm an old Carolina farm boy. I remember what we used to do with the hogs just before we took them off to slaughter. We let them eat anything they wanted to fatten them up. If you saw one get real fat, you knew his days were numbered. So what I see is stations that fatten up that cash flow. It's unrealistic. They were selling for incredible multiples. So we have learned to go in and realistically evaluate a Radio station: its cash flow, what made that cash flow, is it contingent upon a morning team and are you going to keep them, is it contingent on a management that is about to go away? There are so many little

things you look at. What is coming into the marketplace now that's not already here? Are there potential for other move-ins - a lot of broadcasters got blindsided by that. They moved into a great market for them, they always wanted to be in that market. They didn't understand that five other competitors were on their way in at the same time. We, of course, wrote the book on that. I don't

mean to pat ourselves on the back for that, but we went to school on it, paid attention to our homework and understood that you've got to look for those contingencies. So it's a combination of things that I simply had no idea of when I bought the first station.

PULSE: The environment of Radio has changed lately. The lenders are being more cautious about who they are lending money to; there seems to be less financing available in general. As a result, the smaller management type who decides to buy his own Radio station is going to have a more difficult time. What are your feelings about this?

JOYNER: You're going to have to go back to owner financing, particularly in the smaller markets. You're going to have to have something of your own. You're going to have to bring the management expertise track rec-

ord to the table in order to get it financed. You're going to see more of these operations going belly-up. My ego is no different than anyone else's - it hurt to sit in Naples and watch all of these stations being bought and these chains being built and all of this press going to these wanderkinds and people kept saying, 'Why aren't you expanding?' I never felt these station sales made sense, even though we sold a lot of them, you didn't catch us buying them. If that's what other people want to do that's fine, but the multiples got way out of hand. The greater fool theory was live and in color. Suddenly somebody, as with the emperor, said, 'this is not real, there are no clothes.' And, in fact, it was not. Now we're seeing these things collapse, seeing prices come back down to some semblance of sanity. It is going to be harder to finance them. It's going to impact what I can get for my stations, if and when I sell them. I don't think that's all bad. I do think we need to go back to some semblance of sanity, perhaps owner finance, dealing with the real world.

PULSE: *What are the positives of getting away from the bean counter mentality and the over-leverage situation?*

JOYNER: The positive aspect is stations are going to be priced so that when somebody buys them they can actually make a go of it. Take a market, which is a real situation, that has a gross revenue value of \$7 million that everybody shares, and pay \$25 million for a station in that market - I'm sorry I didn't go that far in math - if you got it all, you'd be out of business in two years. I think it's going to bring us back to some semblance of sanity. If you pay those kind of prices, you can't provide community service. You're spending all of your time at the bank trying to get him to not look at your balance sheet so that you can stay in business another two weeks.



“Five or 10 years from now I want them to be able to walk into any board room in corporate America, and when it is revealed they worked for Joyner Communications, I want them to be able to smile in that board room and say ‘and learned a hell of a lot.’”

PULSE: *How important is community service?*

JOYNER: I think it's very important. And it gets misconstrued. People want to put quotas in, you've got to do X amount of this and X amount of that. We went through that. You can't legislate that kind of thing. You either do community service or you don't. If you do, the community is going to embrace you, the advertisers are going to support you, the listeners are going to like you, and it's going to be reflective in the ratings. If you don't, you're going to be out of business. It's pure and simple. It's a business decision whether you do it or don't do it, as well as a moral decision. You don't do it, you pay the price.

PULSE: *Where do you see Radio headed in the '90s?*

JOYNER: I hope back to some sem-

blance of sanity. I think we're going to see prices stabilize. I don't think it's quite at the bottom yet, but I think you're going to see prices stabilize. I think further fragmentation, not a great amount in Radio. I'm not really afraid of Radio's future. I'm somewhat sceptical and always have been of television and cable, but Radio I'm very bullish on. I do think it will become a little more fragmented. I'm not concerned with AM. There are certain markets where AM will be viable. We've got one in Roanoke where ours is viable with the support of the FM. But basically FM overtook AM because it offered an alternative,

being stereo. Now the only alternative I hear for AM is stereo. Well, that's not an alternative to FM. You've got to have a better reason than that to get people to switch back. So I see the markets with power, low dial AMs, perhaps with one news/talk station that does well. Other than that, unless it's a major, major market I really don't see the future for AM. But FM I'm bullish on in the '90s.

PULSE: *What are your feelings about the direction of the FCC?*

JOYNER: It's a little bit scary. It's like watching a one-legged man tap dance. You don't know whether he's going to amaze you or make you feel sorry for him. I like Al Sikes. I think some of the things I'm hearing are good, but it's sending mixed signals. For instance, I'm not one of those in favor of the three-year rule, not because I'm buying and selling now. We don't have anything we're selling and don't anticipate selling. I think that flurry is about over for everybody. But if you put in the three-year rule, you're going to further dry up the pool of money available. You're going to further starve out buyers, and in particular minority buyers, because no bank or institution is going to want to bank something they've

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“It’s like watching a one-legged man tap dance. You don’t know whether he’s going to amaze you or make you feel sorry for him.”

got to die with for three years. If they can’t live with it, they don’t want to finance it. The commission is sending mixed signals on some things, and that’s a concern. On the indecency side of things - I’ve got a real problem with that. I don’t like shock jock Radio. I don’t have any of it. I’m not a prudish person, but I don’t like that. I don’t think it’s going to be around our industry in the ‘90s. Obviously it is now and it’s not going to die tomorrow, but I don’t think that’s a foundation to build anything on. I have trouble when the commission tries to legislate it because where do you start and stop on this. It’s a very troublesome thing. I don’t have much respect for operators who are willing to look the other way and

make excuses for announcers who make their living with four-letter words and the owner is willing to make excuses or dismiss that because the profits are good. What’s indecent? I know that’s a subjective thing, but there are certain things that we all can and should agree on.

PULSE: *As long as these people continue to do it, the FCC’s going to get tougher and tougher about it. We’ve got to find a way to get the broadcasters to stop doing it. How do we do that?*

JOYNER: Look at it from the FCC’s point of view. We took the wraps off. We deregulated and look what they (the broadcasters) did with it. Now we’ve said hell and damn are no longer words that will get you in purgatory with us, we’ll just ease up

here a little bit. So what did we do? We started using all four-letter words. The commission sits and looks at this and they see the pattern. They say we can’t just sit here and not do anything, where does this end? Where does it end - do we get to the point where we go through an hour without using anything but four-letter words? Is that where somebody says it’s indecent? You’ve got to look at it from the other side. The other side is the commission saying, ‘I’ve got to do something, public pressure is going to make me do something, these people are hell-bent on destroying themselves.’

PULSE: *What do you think is a solution from an FCC standpoint?*

JOYNER: I don’t know that the com-

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—Charriet J. Lange
Executive Director, KAB

mission is going to be able to deal with it in a way that is going to make anybody happy. The solution? I think the public pressure is going to be such that the commission is going to have to attack it with a meat axe approach. Is that the right approach? No. What is the right approach? I really don't know.

PULSE: *You mentioned you worked with George Beasley, tell me about that.*

JOYNER: Actually, I have worked with George twice, once as a jock and then I came back as his executive vice president. I still have half of the first dollar - I framed it - that I made with George Beasley. For the last 20 years he has been

promising to give me the other half.

PULSE: *You are known as a hands on operator, are you still having fun?*

JOYNER: Honestly? Not like it used to be. I've watched the business change, I think, detrimentally, it's not as much fun as it was. We got the bean counters in, we got Wall Street in, we got venture capitalists in. It's very difficult to take your afternoon siesta now when every time you open your eyes the sky is filled with vultures waiting to land. It's just all business now, it used to be fun. Do I not enjoy it at all? If that were the case I'd get out, it hasn't reached that point. But is it fun like it was 15 years ago? No.

PULSE: *How can you make it more fun?*

JOYNER: Get the bean counters, Wall Street, the venture capitalists, the buzzards out of the sky. It will get to be more fun. It's tightened up. I'm in markets where there were move-ins, that made it tough, but they were coming anyway. I moved in some stations, I don't have any qualms about that. If Joyner hadn't moved them in, somebody else would have moved them in. You've got additional competition and additional people involved in broadcasting now. That's made it tight in some markets.

Was it overdone in some markets? Yes. I don't know how the commission could have stopped that, technically. Particularly in some coastal markets. Wilmington, North Carolina is a primary example. You've

“I don't have much respect for operators who are willing to look the other way and make excuses for announcers who make their living with four-letter words and the owner is willing to make excuses or dismiss that because the profits are good.”

got about 17 Radio stations working a \$3 million pie. There's not much in the pie expect the crust.

PULSE: *You moved your headquarters to Naples, Florida. Why?*

JOYNER: God's country. I'm a Carolinian. I love my University of North Carolina, even though we're having a bad year. I have to travel a lot. But, in Naples the quality of life is such that when you get back down into that corner of the world, you just have a feeling and a sense of serenity that you don't get in the other 48 states. It's like being on vacation when you're there working. It just gives a feel of serenity that I don't get anywhere else.

PULSE: *Where do you see your company going in the next 10 to 15 years?*

JOYNER: I see us in Radio. We aspire to six to eight markets. My ego does not drive me to have the most Radio stations. So I think we'll be in six to eight good markets with solid operations. We'll still be in Naples. We'll still be in Radio. But by then I think a few more of my knobs will have fallen off.

PULSE: *Who are your mentors in this industry?*

JOYNER: Early on as a jock I had some incredibly talented people, Bob

Russell up in Topeka, Kansas, a fellow named Craig Deitschmann. Those were guys who were willing to help you learn the trade and get a good basic foundation. I give George Beasley a lot of credit. I went to work

for him in his first Radio station and learned a good bit from him about how to buy stations. I like to think that later on I taught George one or two things. There are some others - almost anything you go into you get some help. My partner, David Weil is a brilliant financial person. We are partners today only because we have such a strong kinship from the early days. I needed him

in 1976. A few years later when I didn't need him, we got along so well we just stayed together. We have about a 32-store shoe chain, we're into land development, hotels and different things. David was a very strong influence on me from the banking and financial side. Another was Mark Fowler. He was my attorney for several years before he went into the FCC. Mark's integrity was something that really stuck with me. His grasp of the business and the future of the business - that he readily shared - was something that today I can appreciate. So there were actually several people who have given me an intellectual and emotional boost up.

PULSE: *You're a very successful small market broadcaster. What can large and major market broadcasters learn from the small markets?*

JOYNER: That's a good question, one I had not thought about. I think what they can learn is going back to the basics of better community service and more training. We tend to eat our young in this business - this guy's an incredible jock, so we leave him alone. We don't insist that he grow, that he become a better person, that

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Selling Radio

By Dave "Giff" Gifford

Selling Radio From The Inside-Out

If Radio people knew as much about media planning and buying as the planners and buyers know, would Radio salespeople be more effective in the agencies? Good question.

To find the answer, I recently attended the Media School's two-day traveling workshop in San Francisco. The Media School claims to be the number one media workshop in the country. It conducts a year-around schedule of two and three-day training classes in major cities throughout the United States. The workshop I attended was piloted by a former VP/Associate Media Director at J. Walter Thompson, a thoroughly competent professional.

Headquartered in New York City and chaired by media publisher Norman Glenn, the Media School has provided media training to more than 12,000 marketing, advertising, agency and media professionals since 1977. Besides most of the major agencies who all have their own in-house media training programs, its client list of attendees reads like a Who's Who in National Advertising.

As advertised, the purpose of the Media School's two-day agenda is indeed achieved: to provide a comprehensive overview of the media planning and buying process. The bad news is that their promise that the Media School was designed for sellers, as well as for advertisers and their agencies, is a bit of a stretch.

Clearly, the Media School curriculum was written primarily to serve advertisers and their agencies, not sellers. Further, the course emphasis is heavily weighted toward media planning over media buying. The focus is national in scope, and the media selection bias strongly favors television. Surprisingly, we don't need to attend right? Wrong!

Is this the kind of people want it

"Radio needs to find out what they're not being taught about Radio. Since the first rule of selling anything is that there is no interest greater than self-interest, we have to teach them how Radio can help their respective businesses."

to be, or life as it is? Most national advertisers and their agencies perceive Radio as a non-visual, low impact, low attention level, highly-fragmented (and therefore a pain to buy), "support" medium destined to be used primarily to strengthen Reach and Frequency levels against selected demo targets. That's our perception and perception is reality, so now what do we do?

First, let's see if we can learn something from the many lessons the Japanese taught General Motors, Ford and Chrysler.

Whereas Detroit insisted on doing business as usual, aiming each car's USP (Unique Selling Point) at consumers in the form of advertising, the key to increased Japanese market share was to find out what the American consumer wanted in the first place.

Rather than follow Detroit's well-worn path from the design board to the consumer, the Japanese decided not to start with its end products, automobiles, but with its end users: car buyers. They were selling "inside-out," if you will. Result: better cars through marketing research.

Before Radio can increase its market share, we need to discover not only what our customers want, but what the next generation of planners and buyers are being taught about media in general and about Radio in particular. More to the point, Radio needs to find out what they're not being taught about Radio. Since the first rule of selling anything is that there is no interest greater than self-interest, we have to teach them how Radio can help their respective businesses.

The good news is that the Media School also teaches advertisers and their agencies how to plan their advertising by prioritizing Reach and Frequency goals: Effective Reach and Effective Frequency, with a higher priority on Effective Frequency! In other words, Radio should really be planned as well as bought and sold.

Good news, especially when you consider that only three of the 11 advertisers present at the San Francisco meeting plan their advertising accordingly. In fairness, however, that statistic might be misleading as there is every possibility that some of the participants may not really know how their media plans are determined; that's what they came to learn.

The point is, given the fact that those 11 companies included representatives from Levi Strauss, Chase Manhattan Bank, Clairol, Hills Bros. Coffee, Gallo Wine, Denny's and TGI Fridays, is that Radio ought to know what these companies are learning (or not learning) about Radio. Yet I was the only representative present

PULSE Quick READ™

- The purpose of the Media School's two-day agenda is to provide a comprehensive overview of the media planning and buying process.
- Radio people can learn something from the Japanese: selling "inside out" - concentrating on the end users, not the end product.
- Radio needs to find out what they are NOT being taught about Radio. In other words, find out what the next generation of planners and buyers are being taught about our medium.
- The Media School teaches advertisers and their agencies how to plan their advertising by prioritizing Reach and Frequency.

from the Radio industry.

More good news: the two-day workshop is comprehensive to the point of being mind boggling (attendees get their money's worth), the workbook is terrific, and the case-work problems are as informative as they are challenging and interesting.

The workshop agenda is broken down into four sections: Media Concepts, Media Profiles, Spot Broadcast and Media Plan Development. The latter encompasses sections on Defining the Market Problem, Establishing Media Objectives and Developing a Media Solution.

Obviously, two days is too short a time to discuss all topics fully, but attendees still get more than a snapshot look at all those considerations that go into shaping a media plan: marketing objectives, budgets, market selection, market share and competitive considerations, category and brand sales trends, purchase and usage cycles, share of voice, consumer target data, lifestyles and psychographic data, ethnicity, special markets, media mix, test and creative considerations, message complexity, editorial environment, merchandising, etc.

Parenthetically, despite all the analysis and the mathematical gymnastics and the push-button answers the attendees come up with, one also discovers that the planning and

buying of advertising is no more an exact science today than it was 10 years ago; it still comes down to a whole lot of judgement calls and subjective conclusions. Some of those conclusions, wide open to disagreement but not open to argument during class, may even infuriate you!

Besides the hundreds of calls and presentations on decision makers at

“Planning and
buying of advertising
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exact science today
than it was 10
years ago; it still
comes down to a
whole lot of
judgement calls and
subjective
conclusions.”

the client level, the Radio Advertising Bureau, which addresses the above considerations on several fronts, cannot do the job alone; selling Radio is a team sport.

RAB's Media Directors Advisory Committee, made up of 15 top media directors from each of three MDAC zones (Western-Central-Eastern) continues to meet for the purpose of learning how to plan and buy Radio, and to advise RAB, from an insider's perspective, how Radio can increase its share of the media pie. In addition, there are semi-annual three day

MDAC Planner/Buyer Seminars, with graduates now running into the hundreds.

In addition to the ANA/RAB Radio Workshop, held annually in New York City, and platform appearances across the country wherever media decision makers gather, there is also RAB's "Radio Consultancy Day" for clients only, the purpose of which is to explore ways and means on how Radio can be added to a given product or service's media mix.

But will Radio salespeople, having learned what's really being taught to media professionals in the agencies and at the Media School, be more effective as a result?

Yes, if we come to understand that the key to influencing Radio's market share is influencing media selection. Yes, if Radio makes the end of the funnel where media selection is determined. Yes, if somehow we can sell the benefits to be gained by connecting the dots from prioritized Reach and Frequency goals, to Radio.

Toward achieving these team goals, one place to begin is at the beginning - at the next Media School workshop nearest to your market. We should learn from the Japanese and sell Radio inside-out!

Now, who should attend? Certainly our national sales managers and our national representatives and the networks, along with representatives of the various state and market group associations and your station and/or group sales trainers. For further details, call Bill Ryan at (212) 505-2350 or write the Media School, c/o Marketing & Media Education, 49 E. 21st St., 6th Floor, New York, NY 10010.

Life as Radio people want it to be, or life as it is? The Media School chooses to deal with life as it is and not as Radio people want it to be. So who's fault is that?

Dave Gifford, a former regional director of RAB and founder of Dave Gifford International, is a strategic management consultant who specializes in sales turn-arounds and market sales training.

he learn to communicate off the air. We don't concern ourselves - and particularly in the major markets - with anything but the ratings and the dollars. If this guy's a complete shmuck off the air, and remains one for the next 20 years, that's his problem. At least in our markets, we insist our people grow as individuals. We're interested in ratings and dollars, but we want to see the people grow as individuals. They're not always going to be with us. Five or 10 years from now I want them to be able to walk into any board room in corporate America, and when it is revealed they worked for Joyner Communications, I want them to be able to smile in that board room and say "and learned a hell of a lot."

PULSE: *What's your biggest frustration within the Radio industry?*

JOYNER: People who have no business in the business. I think that's going to work itself out now. When money was so readily available, we brought some people in this business who had absolutely no business in the business. From a formatic standpoint, one of the biggest frustrations is stereotypes. The inherent, latent racism that is alive and well in America is scary. That is a real frustration. When you go out to sell the black station and you listen to the pitch that the advertiser gives you, that the other stations competing with you have given him, which is totally racist - and then you listen to the advertiser about how "black people" can't qualify for a car loan, as if there was some way of lumping all "black people" together. That is an extremely frustrating thing. I think every urban station is faced with that. At one time I had thoughts of putting together several markets. I have sold out of several markets. I only have one left. I seriously doubt if I will ever have another one.

PULSE: *And the success of the resis-*

tance they get on the streets?

JOYNER: Absolutely. You can own your market, as we did in all of our markets. In coastal North Carolina, I had a 24 share, the highest-rated black FM in the United States. And yet I would be the sixth biller locally, third

“It's very difficult to take your afternoon siesta now when every time you open your eyes the sky is filled with vultures waiting to land.”

regionally and second nationally. You just simply couldn't make a living with it.

PULSE: *If you could change anything about the way Radio people do business in the way we fight for our share to increase Radio dollars overall, what would that be?*

JOYNER: I would make it a federal law that incarceration followed any sales pitch that included negatives about other stations in the marketplace. I told you I have a fairly significant shoe chain, we do around \$15 million a year, and we're growing. I went up to Charlotte and sat through while four Radio stations came in and made presentations to us. They didn't know who I was. I'm not the lowest profile guy in the world, especially in North Carolina. There was only one station who knew who I was. We had four of our people, three of our local Charlotte corporate people there including myself, and they didn't take the time to even know who I was. They came in and made their pitch. One station made a clean pitch and left. The other three stations came in with daggers in their teeth and ugly patches on. They just


proceeded to go through every station in the marketplace slaying dragons. It was the most unprofessional thing. I told the general manager of our shoe store when it was over, 'If I had my choice right now we wouldn't buy any Radio in the market.' I can see why retailers would be turned off getting this kind of negative stuff all day long. The newspaper came in, made its pitch and left - they took on nobody, made their positives and left. The billboard guy came in, made his positives and left. The Radio guys came in and proceeded to slay one another.

PULSE: *How do we stop that?*

JOYNER: Education and the corporate side of this business have got to get a little more involved. I know chains where the owner of the company couldn't even tell you -

beyond his general manager and sales manager - who works for him, much less what they're doing. We've got to get involved with it and teach. Tell them, 'If I catch you making that kind of a pitch, I'm going to have to let you go.' The other side of the coin is "the other stations beat up on us all of the time." I understand that, but you don't help yourself by joining that fray. You can defend yourself. If you make a clean presentation and don't take shots at anybody, you just elevated yourself in his eyes. The other guys are shmucks and you're a business person. If you proceed to come in and join that battle, then you're all shmucks.

PULSE: *What do you do in your spare time?*

JOYNER: I check in to see if I've still got a family. In the month of March I'm traveling 25 days. This is my business, I do love the Radio business with all of its problems. I said it wasn't as much fun and it's not, but I still love the business. I have hopes for the business. My hobby is Radio. And my vocation is Radio. I just hope that I can be proud of it five and 10 years from now and still do it. 

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People In radio

• **Tom Robin** has been appointed to promotions director for **KRSP-AM/FM** in Salt Lake City, UT.

• **The Benchmark Company** announces the appointment of **Scott T. Gilmore** as vice president, marketing.

• **Bonneville Broadcasting System** has retained the service of **Jack Taddeo Communications** as a consultant for their digital A/C formats.

• **Philippa Bernstein** has been promoted to talent acquisition coordinator at **Pollack Media Group**.

• **J.J. Driscoll** has joined **KPRC Radio** in Houston as an account executive.

• **KJYK-AM/KKLD-FM**, Tucson, AZ, has announced the promotion of **Tom Zlaket** to local sales manager.



Denise Oliver

• **Denise Oliver** has been named vice president of long-form programming at **Unistar Radio Programming**.

• **Emmis Broadcasting** announces the promotion of **Margaret Murphy** to station manager of **WJIB-FM** in Boston, MA.

• **Carlette Peters** has been named sales manager at **WINS Radio** in New York.

• **The National Supervisory Network**, Avon, CO, has appointed **Pete Callaway** to the position of national sales manager.

• **Price Communications Corporation** announces the appointment of

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DC Databank

Who's Buying, Who's Selling, Who's Getting Ready To Move

FORMAT CHANGES (# = change accompanies new ownership) (// = simulcast)

STATE	STATION	FREQ	NEW	FORMERLY	BECOMES
AZ	Mesa (Phoenix)	KXAM-1310	#	KZZP, CHR // FM	adult standards
CA	San Bernardino	KRSO-590		news-talk	Unis. - standards
FL	Jacksonville	WQIK-1320		country // FM	SMN trad. - country
IL	Galena	WJOD-107.5		adult contemporary	Unis. Special - soft AC
IN	Evansville	WIKY-1400		EZ // FM	Unis. - oldies
IA	Des Moines	KDFR-91.3*		new	religion
ME	Boothbay Harbor	WCME-96.7		easy listening	SMN - country
MA	East Longmeadow	WIXY-1600 (Spfd)		country	Unis. AM - standards
	Worcester	WFTQ-1440		adult contemporary	adds Unis. - AC
MN	Moorhead	KVOX-1280 (Fargo ND)		country // FM	SMN - standards
	Rochester	KWEB-1270		adult contemporary	adds SMN - AC
MS	Lexington	WLTD-106.3		urban	adds SMN H&S - R&B old.
MT	Butte	KBOW-550		country	adds Unis. - country
NV	Reno	KQLO-920		news-talk	SMN Kool - oldies
NM	Clovis	KTQM-FM-99.9		SMN Heat - CHR	SMN - AC
NY	Rochester	WBBF-950		country	adult contemporary
	Rochester	WRMM-990		WEZO, standards	soft AC // FM
	South Bristol (Roch.)	WZSH-95.1		easy listening	soft AC
NC	Tarboro (Releigh)	WCAS-104.3	#	WAZU, silent	adult contemporary
OH	Chillicothe	WFCB-94.3		adult contemporary	Unis. N29 - CHR
PA	Indiana	WQMU-103.1		adult contemporary	Unis. N29 - CHR
	Renovo	WMHU-93.1		new	Unis. - country
	St. Mary's	WKBI-1400		CHR	Unis. N29 - CHR
TN	Franklin	WRLT-FM-100.1		soft AC	rock Radio Lighting
	Jefferson City	WJFC-1480		country // FM	adds SMN - country
	Jefferson City (Knox.)	WNOX-99.3		country	adds SMN - country
	Karns (Knoxville)	WCKS-93.1		adult contemporary	classic rock
	Maryville (Knoxville)	WGAP-FM-95.7		new	country
	Tazewell	WFMS-94.1		new	Unis. - AC
TX	Lamesa (Odessa)	KIOL-FM-100.3		oldies	Unis. Special - soft AC
	Paris	KTXU-107.7		country	adds SMN - country
	Tomball (Houston)	KSEV-700		bus., sports, talk	adds Talknet
VT	Burlington	WJOY-1230		adult standards	news - talk
	Burlington	WOKO-98.9		WQCR, rock	country
VA	Grundy	WMJD-97.7		adult contemporary	Unis. - AC
	Roanoke	WTOY-910		urban	to be BRN - business
	Virginia Beach	WODC-88.5*		new	religion
WA	Goldendale	KLCK-1400		country	adds SMN - country

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

STATE	FROM	TO
AZ	KSMK-95.9 Cottonwood	Central Broadcasting Co.
	KXEW-1600/ South Tucson/	Jessica S. Lazarus (Cactus Bestg)
	KXMG-98.3 Marana	Filijess, Ltd. (Cactus Bestg)
	KRVZ-1400/ Springerville	r William & Michaelletta Gardner
	KQAZ-101.7 Tucson	r in Duchossis Industries, Inc.
	KJYK-1490/ KKL-D-94.9	
CA	KOQQ-790/101.9 Clovis/Fresno	Media Ventures, LP
	KAZU-90.3 Pacific Grove	r Great Silence Bestg Fndtn, Inc.
	Found., Inc.	
	KQPT-100.5 Sacramento	r in Duchossis Industries, Inc.
FL	WJIS-107.1 Key West	Drexel Hill Association of FA
	WEXY-1520 Wilton Manors	r James S. Beattie (Celebrities, Inc.)
		Estate of James S. Beattie (Celebrities)
GA	WMJE (CP)-102.9 Clarkesville	r Martin Communications, Inc.
IN	WASK-1450/ Lafayette	r in Duchossis Industries, Inc.
	105.3	
KS	KEDD-1550 Dodge City	r Alf M. Landon
	KSCB-1270/107.5 Liberal	r Alf M. Landon
LA	KLUV-1580/ Haynesville	Haynesville Broadcasting Corp.
	105.5	
	KYEA-98.3 West Monroe	Phoenix Broadcasting Co.
MD	WHFS-99.1 Annapolis	r in Duchossis Industries, Inc.
MT	KYLT-1340/ Missoula	Peterson Broadcasting
	KZOQ-100.1	
NC	WDJB-97.7 Windsor	Willis Broadcasting Corp.
OH	WJRI (CP)-107.3 Crooksville	r New Age Broadcasting
OK	KKCC-FM-106.9 Clinto	Phoenix Broadcasting Co., Inc.
SC	WKDY-106 Spartanburg	r William Elliott, Receiver
TN	WOPI-1490 Bristol	Unico Broadcasting Co.

continued on page 51

People In radio



Ken Casseri

Ken Casseri to vice president of sales for Price's Buffalo properties, WWKB-AM and WSKE-FM.

• **The Woodfin Group** announces major reorganization. **Randy**

Sheffield has been promoted to vice president of operations. **Theri Raney** joins WGSY in Columbus, GA, as local sales manager and **Shirley Thrasher** will be an account executive for the Columbus station. At WFSY-FM/WGNE-AM in Panama City, FL, **Rob Ashe** moves up to general manager, **Patsy Sellars** takes over as station manager and **Brian Cornwell** will assume the general sales manager position. **Ed Parker** takes over as general manager and **Al**

Smith rejoins the company as station manager operations at WFXM-FM/WIBB-AM in Macon, GA.

• **The Interep Radio Store** announces the promotion of **Jeff Wakefield** to executive vice president/director of research services.



Jeff Wakefield

• **Stu Iselin** has been promoted to a New York sales manager of **Christal Radio**. He will share responsibilities with **Gail Harrison**, vice president, New York sales manager.

• **Frank Stanitski** has been appointed operations manager for **Coleman Research, Incorporated**.

• **Sheila Jaskot** has been promoted to executive producer of **NBC's Talknet**.



Sheila Jaskot

• **Elizabeth Ryckman** has been promoted to sales manager of **Christal Radio's** in their Seattle office.

• **Joe Simone** has

been named operations manager/program director of **WEAZ-AM/FM** in Philadelphia, PA.



Joe Simone

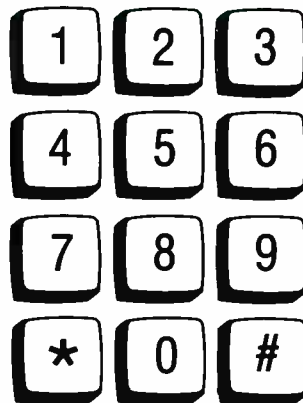
• **Derek Berghuis** has been appointed vice president/group director for **ABC Radio Adult Networks**.



Derek Berghuis

CORRECTION: WOC/KUUL is located in Davenport/Rock Island/Moline, in Iowa. **Dave Felker** has been named general sales manager. (Originally in February 26, 1990 issue, *The Pulse*).

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WASHINGTON THIS WEEK

 This week the FCC released an additional list of Class A FMs now eligible for automatic upgrades to 6,000 watts of power. These 97 additional stations were close enough to the Canadian border to require concurrence of the Canadian government before authorization for the upgrade could be issued. If you need a copy of the list send \$2.00 to cover costs to M Street Box 3568, Alexandria, VA, 22302.

 The FCC has approved a settlement agreement that will end many years of litigation around the license renewal of WNWK-105.9 Newark, NJ. The facility will be licensed to Las Americas Communications, Inc. As part of the settlement, the FCC amended Las Americas' application to specify Jersey City, NJ, which had no previously licensed stations, as its city of license.

 The commission also affirmed previous decisions denying Tri-State Broadcasting renewal of its licenses for KUKQ-106.0 and KUPD-97.9 Tempe (Phoenix) AZ; and granting CWA Broadcasting, Inc.'s application for a new station on 94.3 in Cambridge MD.

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DC Databank

continued from page 28

PROPOSED STATION TRANSFERS (r = reorganization of existing ownership)

WMYU-102.1	Sevierville	Jacor Broadcasting of Knoxville	Tha Dalton Group, Inc.
WXQK-970	Spring City	Walter E. Hooper, Jr. (C.M.M.)	Walter E. Hooper III (C.M.M.)
TX KBYG-1400	Big Spring	Henry C. Seals, Trustee	Drew Ballard
KKWM-570	Dallas	Anchor Media, Ltd.	KLIF Co.
KXGC-FM-96.9	El Campo	Bar-B Broadcasting, Inc.	North Star Communications, Inc.
VA WAFX-106.9	Suffolk	Downs Radio of Virginia	Radio Ventures I, LP
WA KORD-870/102.7	Pasco/Richland	Eugene A. Hamblin	Michael & Jeffrey Ripley (4-K Radio, Inc.) (4-K Radio)

FM ALLOCATIONS: PROPOSED AMENOMENTS

KS KEGS	Emporia	to	101.7 C2 from A, comments Apr. 20, replies May 7
KVCY	Fort Scott	to	104.7 A from 101.7 A, show cause why not
KIND-FM	Independence	to	102.9 A from 101.7 A, show cause why not
MO KYLC	Osage Beach	to	193.5 C3 from A, comments Apr. 20, replies May 7
new	Warsaw	to	98.5 A from 93.7 A, comnts Apr. 20, repls May 7
VA WCDX	Mechanicsville	to	92.1B1 Bon Air from 92.7 A, com Apr. 20, repls May 7

FM ALLOCATIONS: GRANTED AMENOMENTS

IL new	Seneca	add	95.7 A, window opens Apr. 17, closes May 17
new	Streator	add	106.1 A, window opens Apr. 17, closes May 17
IA KUOO	Spirit Lake	to	103.9 C2 from A
MN KRCH	Rochester	to	101.7 C2 from A
new	Rushford	add	93.3 A, window opens Apr. 13, closes May 14
new	Winona	add	101.1 A, window opens Apr. 13, closes May 14
MO KRGK	Carthage	to	95.1 C2 from 97.9 A
KKLL-FM	Webb City	to	97.9 A from 95.1 A
MT KAFM	Red Lodge	to	99.3 C from 99.5 C1
NY new	Conklin	add	100.5 A, window opens Apr. 13, closes May 14
new	Endwell	add	107.5 A, window opens Apr. 16, closes May 16
new	Southport	add	99.5 A, window opens Apr. 16, closes May 16
SC WJYR	Myrtle Beach	to	92.1 C2 from A
TX KZZQ (CP)	Mirando City	to	100.5 C2 from 100.9 A
VA WJNA (CP)	Churchville	to	106.3 B1 from 106.7 A
WLCC	Luray	to	105.7 A from 106.3 A

FM ALLOCATIONS: DISMISSED AMENOMENTS

TX new	Hondo	to	98.7 A from 98.5 A
new	Windcrest	add	98.5 A

NEW STATIONS: APPLICATIONS

(* = non-commercial station) (& = reaplication) (+ = competes with existing application)

CO 104.3+	Longmont	Longmont Broadcasting Corp.
MN 104.3&+	mx with KQKS-FM	
NY 89.9*	Spring Valley	Radio Ingstad MN, Inc.
	Blue Mountain Lake	St. Lawrence University
	(corrects previously released listing)	
NY 89.9*	North Creek	St. Lawrence University
OH 90.1*&	Zanesville	Ohio University

RETURNED/DISMISSED APPLICATIONS

FL 91.5*	Brandenton (R)	Brightness Ministries, Inc.
KY 104.3+	Williamsburg (D)	Glenas Earl Douglas, Jr.
MN 102.1+	Monticello (D)	Clinco, Inc.
NY 91.9*	Fort Ann (R)	Christian Theatre of the Air
NC 104.3+	Old Fort (D)	McDowell Broadcasting Co.
TN 104.1+	Calhoun (grant rescinded)	Carroll, Carroll & Rowland
105.3+	Loudon (D)	James M. Robinson
WI 91.1*	Sun Prairie (R)	Joy Public Broadcasting Corp.

NEW STATIONS: GRANTS

AL 700	Dothan	Holy Ground Broadcasting
KY 104.3	Williamsburg	Whitley County Broadcasting
MN 102.1	Monticello	Monticello Radio Co.
NJ 89.7*	Freehold Township	Faith Broadcasters, Inc.
PA 88.3*	Elizabethtown	Elizabethtown College
88.7*	Marietta	United Christian Way
TN 105.3	Loudon	Deborah H. Greenwood
TX *05.9	San Diego	Brent Epperson

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