

WOIX 1510 NC Blowing Rock now adult contemporary, was contemporary hits  
 WTNE 1530 ME Auburn now religious, was silent as WRXV  
 WGLB 1560 WI Port Washington now adult contemporary, was country (Noonan)  
 KRRK 1590 MN East Grand Forks now SMN satellite country, was local country

**Networks:** New to NBC is "The Jazz Show with David Sanborn," a two-hour weekly program of music and artist interviews. NBC Talknet has added hours to its schedule although the number of live hours remains the same: Bruce Williams moves to 1900-2200 ET, followed by Sally Jessie Raphael 2200-0100, followed by repeats of both programs until 0700. On weekends, Bernard Meltzer and Harvey Ruben follow a similar schedule. (BC)

**Syndication:** "Conversations" is a new daily 30-minute talk and interview program offered by the Christian Science Monitor. (BC) "In Your Interest" is a 90-second daily feature on consumer, business, health and legal matters from North American Network. (BC)

**Otherness:** The merger of ABC into Capital Cities Communications has been completed. The FCC has allowed Cap Cities 18 months to sell off the radio stations it now owns in the same markets as television stations to comply with the one-to-a-market rule. Cap Cities must sell these stations by 7/3/87: WABC 770 and WPLJ 95.5 New York, KGO 810 San Francisco, WLS 890 and WLS-FM 94.7 Chicago, and KABC 790 and KLOS 95.5 Los Angeles. (BC)

(Programming items are from The M Street Journal except BC = Broadcasting, NRC = National Radio Club PX News or named reporters)

**RECENTLY ANNOUNCED (and still pending) STATION SALES:**

KGU 760 HI, KNUJ 860 MN, WEAK 900 KY, WTHN 930 FL, WWJ 950 MI, WPRT 960 KY, KIMP 960 TX, KHAM 1000 AR, WKTE 1090 NC, WEBS 1110 GA, KLKY 1130 AZ, WENC 1220 NC, WGNV 1220 NY, KRAL 1240 WY, KABS 1270 AR, WTJC 1270 VA, WRJC 1270 WI, WSFU 1300 AL, WXMC 1310 NJ, KDTA 1400 CO, WRJY 1320 VA, KORV 1340 CA, WOAD 1400 MS, WRDC 1410 MS, WGFN 1410 NY, WKSD 1430 FL, KELI 1430 OK, WRHX 1440 VA, KQDI 1450 MT, WRBD 1470 FL, KWUN 1480 CA, WCCD 1490 NY, WRJQ 1570 WI, WBBE 1580 KY, WDLB 1590 OK, WKEN 1600 DE, WKWF 1600 FL.

**FORMATOLOGY EXPLAINED**

Greg Monti  
 10 January 1986

Accepted industry names are given with the last known National Radio Club Domestic Log abbreviations in square brackets.

**ALBUM ORIENTED ROCK (AOR) [AOR]:** A music format that stresses the most popular cuts from current and past hit rock albums. True album cuts (songs never released on 45's) are rarely played on these stations. Not much hard news coverage. Instead there are features on things of interest to the station's listeners such as news of rock artists and lifestyle coverage. Music is usually played in sweeps with the titles and/or artists often announced at the end. A new emphasis is being placed on personality D.J.'s although most jocks still concentrate on the basics, adding little personal flair. Often viable and promotionally active, especially in major markets. Examples: WSHH 103.5 Fort Lauderdale, WLUP 97.9 Chicago, KBPI 105.9 Denver.

**PROGRESSIVE ROCK [PRG]:** A variant on AOR, progressive rock stations view their role as purveyors of "art for art's sake." The status of LP's on sales charts is not a criterion in deciding what LP's or cuts to play. Music selection is often left up to the announcer who also has control over the length of the music sets. Sets are often thematic. Progressive stations are usually small, low-powered college stations operated by unpaid volunteers. A few exceptions operate commercially and attract small but loyal audiences. Occasionally called "free form rock" or "acid rock." Example: WHFS 99.1 Annapolis MD, WLIR 92.7 Garden City NY.

**CONTEMPORARY HIT RADIO (CHR) [T40]:** Formerly called "Top 40" and based on the most popular music of the day regardless of type or style. Songs are selected for mass appeal. Current hits comprise at least 30% of the total music. There has been a recent trend toward CHR's which play 80 to 100% current recordings, i.e., no oldies. Jingles and sweepers are common. Presentation varies from automated-sounding to conversational to screaming extremes depending upon age of the listeners the station wants to attract. The most successful CHR's are promotionally active and highly viable. Examples: WHTZ 100.3 Newark NJ, WBBM-FM 93.1 Chicago, KNBQ 97.3 Tacoma WA.

**ROCK OLDIES [ROL]:** Music which was once a popular hit but is no longer topping the charts dominates the rock oldies station. One school of thought says that 100% of the music played on oldies stations should be oldies, another says that some current should be allowed. Presentation varies around CHR/AC styles. Examples: WFIL 560 Philadelphia, WCBS-FM 101.1 New York, KYA 93.3 San Francisco.

**ADULT CONTEMPORARY (AC) [POP]:** The catchall format for adults. Adult contemporary stations can vary more widely in their music selection than any other format and often play selections from country, soul and rock fields. Music is, however, carefully selected to avoid any "rough edges" which might alienate some segment of the audience so AC's tend to be "safe." Some AC's emphasize familiar songs (read oldies) and feature air personalities who are expected to do more than just announce song titles although there is wide variation here. News emphasis varies from heavy to very light. Main target audience is 25-49, secondarily anyone 18+. Examples: WASH 97.1 Washington, KLOK-FM 103.7 San Francisco, WFYR 103.5 Chicago.

Other adult contemporary stations minimize talk and emphasize music. At the most, they broadcast news headlines about once an hour. Example: WNGK 102.9 Philadelphia, KIXI-FM 95.7 Seattle.

Another strain of adult contemporary stations try to appeal to a slightly older audience, age 35 and older, by mixing the music of established adult appeal artists with contemporary music. Example: WKSZ 100.3 Media PA, KIQQ 100.3 Los Angeles. The Transtar network's satellite-delivered "Format 41" is a good example.

**ADULT STANDARDS (BBD):** Tries to appeal to all adults, generally does better with older listeners. For stations entering this field in the 80's, the currently popular style is to play music mostly from the pre-rock era and/or non-rock music from the rock era, with emphasis on the big bands, swing and ballads. Presentation in this big band style tends to be low key, sometimes so much so that the station becomes "background." Some light jazz. Example: WAIT 820 Chicago, WNEW 1130 New York, KIXI 880 Seattle.

Another type of adult standards station uses the traditional style of the old-line middle-of-the-road stations. Air personalities have great leeway in deciding how to communicate with their audience and often use the telephone and prerecorded comedy material within their shows. News and information are of great importance. These stations often feature news blocks in drive times and at least five minutes of news every hour. Music selection cuts a wide swath and includes many songs which were never mass hits, soft cover versions of rock songs and occasional surprise songs from other formats which can seem quite out of place. Often called "full service," these stations may also have telephone talk, jazz and classical music programs. Example: WGN 720 Chicago, WHAL 630 Washington, KHPC 710 Los Angeles.

**JAZZ [JAZ]:** The only thing jazz stations have in common is that they play jazz. Music selection, foregroundedness and presentation style are all over the lot. May be formatically based on progressive rock, but with jazz recordings played instead or may lean toward an adult standards presentation. Examples: KKGQ 105.9 Los Angeles, WBGQ 88.3 Newark NJ.

**EASY LISTENING (EZL, BFL):** Relaxing, unobtrusive, mostly instrumental music, virtually all of which is cover versions of recent pop tunes is the mainstay of the easy listening station. Minimum talk. News varies from zero to some. Formerly called "beautiful music" or "good music." (This is different from and never to be confused with Muzak or other commercial background music services. The background services' purpose is mood control. Easy listening's purpose is the same as that of all commercial radio stations: to get you to listen to the station so you can hear the commercials. There is no other purpose to commercial radio.) Examples: WEAZ 101.1 Philadelphia, WLOO 100.3 Chicago, KBIG 104.3 Los Angeles.

**CLASSICAL [CLA]:** Basically a fine-arts format based on play of recordings (of any age) of music written by what are often referred to as "the great masters" or those who compose and arrange in a similar style. Concentrates on symphonic or operatic works with many eclectic excursions into other art areas. Example: WQXR 1360 New York, WGKA 1190 Atlanta, KING-FM 98.1 Seattle.

**URBAN CONTEMPORARY/BLACK [B:SO]:** Whether the format (or format name) marketplace has quite straightened itself out on this one is anybody's guess: soul, black, disco and rhythm and blues are all still in some use. The common ground is service to the black community plus an attraction to the general audience. Presentation and music choices vary widely. Usually

945-2-2

active in the community although total image may or may not be "full service." Examples: WBLS 107.5 New York, WBMX 102.7 Oak Park IL, KDIA 1310 Oakland CA.

**COUNTRY (C&W, CWM):** Formatically based on other adult formats but playing country artists including general pop artists who may cross over into country and vice versa. Once again, presentation can vary from long uninterrupted music sweeps to full service. Sometimes divided up into "traditional country" or "bluegrass" and "modern" or "contemporary country" to fit the era and style of the majority of the music. "Soft country" or "easy country" variants occasionally show up. Examples: WHN 1050 New York, WMAQ 670 Chicago, KLAC 570 Los Angeles.

**RELIGIOUS/GOSPEL (REL, GOS):** An adult based format playing some combination of the following: traditional gospel songs, contemporary pop-sounding Christian music and prerecorded preaching programs. The prerecorded programming is usually air time sold to evangelists in blocks and is rarely other than Protestant and usually fundamentalist. Examples: WZZD 990 Philadelphia, WCFL 1000 Chicago, KBLE 1050 Seattle.

**NEWS/TALK (NWS, TLK):** An information-based format featuring program hosts who discuss particular areas of interest or expertise, sometimes with guests, sometimes with the audience by phone and sometimes with themselves. Often, day-parts are divided among general purpose talk in which the guests are of general interest and "service talk," in which the subjects are specialized and of narrow interest, i.e., gardening shows, vitamin and health shows, pet shows, home handyman shows, etc. Usually a heavy news commitment, occasionally whole dayparts of nothing but news. Examples: WCAU 1210 Philadelphia, KGO 810 San Francisco.

A variant, all-news, is the quintessential information format. Nothing but the day's news, locally, regionally, nationally and worldwide. Very expensive to operate. Example: WCBS 880 New York, WBBM 780 Chicago, KFNB 980 Los Angeles.

**ETHNIC (ETH):** A non-format based usually on a combination of time-brokered block sales and local, live talent to serve those groups and/or languages in the coverage area which are too small to support a whole radio station of their own. Virtually always, a full service approach is taken to programming the individual language services. If one language group is big enough, the whole station may be programmed just to it. Examples: WTEL 860 Philadelphia, WCEV 1450 Cicero IL.

**SPANISH (SS):** An important subset of Ethnic, Spanish language radio stations are a major force in American broadcasting. Truly local, non-time-brokered, full service and profitable Spanish stations are common in major markets. The recent trend is for Spanish stations to break themselves out into separate formats (one format per station) appealing to separate demographics within the Hispanic community just like their English speaking brethren. Examples: WKDM 1380 New York, WIND 560 Chicago, KSKG 1540 Los Angeles.

**COMEDY:** A unique full time format and possibly a passing fad, comedy made its debut in 1982. May be based formatically on a full service adult contemporary station with comedy cuts played rather than music. If some of the comedy cuts are music (Weird Al Yankovic springs to mind) all the better for overall entertainment value. Examples: KLAF 1230 Salt Lake City UT, KNDY 850 Los Angeles.

**CHILDREN'S PROGRAMMING:** Another oddity on AM stations of the eighties, consisting of stories, music, talk and other programming for children under 12, oddly enough the only age group which radio ratings services do not measure. Stations of this format often have service programming for adults as well, which may be on the subject of children. Example: WWOZ 1280 Jacksonville FL.



ABC - 1111  
radio  
P.O. BOX 267  
LOGAN, UTAH 84321