

January 14, 1989 - Volume 26, Number 16 - Edition 840 - ISSN 0899-9732 ✓

Anniversary News

This year's anniversary issue will be the March 25 DX Monitor. Since it will be our 25th Anniversary issue, we would like to see as many forums as possible, especially from those who have been in the club for a long time. We'd especially like to see forums on how the hobby has changed during the past quarter century. See the various columns for deadlines (which will be early to mid March).

We'd also like some folks to write articles for the 25th anniversary issue. The exact topics would be at the discretion of the authors, but they should fit the occasion (for example an article on what DX was like 25 years ago). The issue will also include excerpts from past DX Monitors, including the first issue. There will also be a photo section, so send in photos of yourself or other club members, past or present. (Please enclose an SASE if you want the photos back).

DX Test

WVNA-1590 Tuscumbia, AL will test 0229-0258 EST on January 23 with morse code IDs. Send reception reports to James Alan, Box 477, Tuscumbia, AL 35674 (Wayne Heinen/NRC)

No Synchronos

The FCC has decided not to amend the Rules to allow the use of multiple transmitters by AM stations. The commission says current synchronization technology does not warrant amending the rules to authorize multiple synchronous transmitters by AM broadcast stations at this time. (Bob Horvitz)

New Members

Welcome to this week's new members:
 B. Harris, Chicago, IL
 Robert Bennisson, Prescott, AZ
 Steve Sprague, Coffeyville, KS (rejoin)
 Dan Cline, Emporia, KS
 Tony Fitzherbert, Fairfield, CT

In This Issue

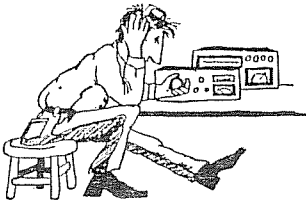
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The TVA Award

Every year the IRCA presents the Ted Vasilopoulos Award to the person who has done the most for the club and the hobby during the past year. The award is determined by a vote of the club membership and consists of an engraved plaque and a year's free membership. Those who have received the award during the past five years are ineligible (they include Karl Zuk, Rick Evans, Greg Monti, Pat Martin, Robert Wien, and Ric Heald). If you would like to nominate someone for the TVA Award, send their name and a brief (one-two sentence) nomination statement to Karl Zuk, 154 Old Post Road North, Croton, NY 10520. The TVA ballot will appear in a March issue along with the ballot for club officers.

A Gettogether

The annual IRCA HQ gettogether will be held Saturday February 18, from 1 pm onward at the home of Bruce and Evelyn Portzer, 6546 19th Avenue NE, Seattle. Bring potluck junkfood and items for show and tell. Around dinner time, we'll pass the hat for pizza. For more info call 206-522-2521. See you there!



Eastern DX Roundup

Editor: Ray Bauernhuber
141-12 243 Street, Rosedale, N.Y. 11422

DEADLINES: SATURDAY'S

- =====
(GAH-PA) Gary A. Heisey
Box 310 F Rd1
Osterburg, PA - 16667
w/GE Superadio
(AS-AL) E. Allen Stewart, Jr.
2007 Buena Vista, Drive
Birmingham, AL - 35216
DX-160; 300' beverage
(JH-PIT) Jim Hall
240 Byron Road
Pittsburgh, PA - 15237
SP-600-HX17, ICR-71A, R-600/several ants
(LH-AL) Lynn Hollerman
1237 Willowbrook Dr., Apt 5
Huntsville, AL - 35802
DX'ing on a Toyota car radio
(RCR-PA) Robert C. Ritchey
210 South Walnut St.
Martinsburg, PA - 16662
DX-160; 100' longwire
=====
- 540 WRIC VA, RICHLANDS 12/4/88 1830 FAIR VA net nx, ID by YL, Rod
Stewart song; fade ups. (GH-PA)
560 KWTO MO, SPRINGFIELD 12/7/88 0130 GOOD w/sung ID; Fred
Sanders show, c/w mx, promo = KWTO on Interstate Radio Net.
(GH-PA)
580 WELO MS, TUPELO 12/10/88 0433 CST TC to c/w, "Supercountry." To
v. gd/dominant levels - quite rare here on 500-watt DA-N.
(HALL-PIT)
580 WCHS WV, CHARLESTON 1748 (Date?) Jackson Browne mx, DJ "WCHS",
signal fading in & out w/plenty of QRM. (LH-AL)
580 WKSK NC, WEST JEFFERSON 12/7/88 1835 POOR ID by man, c/w
song by Conway Twitty, local spots. (GH-PA)
590 WGMT NC, WILSON 12/02/88 1725 GOOD local ad, McDonald's ad,
ID by man = "Your Inspirational Station WGMT", into gospel
mx. (RCR-PA)
660 WBLX AL, MOBILE 12/8/88 1800 POOR w/WFAN; rap mx, ment of
McDonald's; many ID's by man...this station thanx to a tip
from Lynn Hollerman. (GH-PA)
680 KKYX TX, SAN ANTONIO 12/07/88 1900 GOOD c/w, "Sky Spy
traffic - Award Winning Country." (AS-AL)
720 CHTN PEI, CHARLOTTETOWN 12/05/88 1810 GOOD, ID by man =
"You're listening to the top seven at 7:00 on 720 CHTN", into
rock mx. (RCR-PA)
740 WDFZ TN, TULLAHOMA 12/8/88 0445 FAIR local spots "WDFZ Radio
740" into Oldie type song; loud tone from CBL soon after.
(GH-PA)
790 WQXI GA, ATLANTA 12/6/88 0800 FAIR w/many 94 Q ID's, rock
oldies, Jimmy Carter Blvd., West of I95, "94Q Atlanta Nx
Update" at 0750. (GH-PA)
820 WBAP TX, FORT WORTH 12/07/88 1906 GOOD "Voice of the
Southwest" into c/w. (AS-AL)
830 WADU LA, NORCO 12/07/88 1738 FAIR local nx, ID as WADU and
Gold Rush Radio, local ads, extensive wx report, traffic
check, rock oldies. (RCR-PA)
830 WCCO MN., MINNEAPOLIS 12/07/88 1908 FAIR ads; "no snow for 170
hours", nx. (AS-AL)
890 WFKJ PA, CASHTOWN 12/10/88 1100 FAIR ID by female = "you're
listening to WJKJ 890 Cashtown, PA, doing test airing, also
testing the USA Radio Network", new station, religious
format. (RCR-PA)

890 WFKJ PA, CASHTOWN 12/11/88 1200 GOOD NEW STATION TESTING
 "proclaiming the gospel, this is WFKJ, Cashtown/Gettysburg
 broadcast voice of Jesus Lord Ministries International."
 Also, "we are test airing" ID's every 5 minutes into gospel
 mx; USA Radio Net Nx at 1300, s/off at 1315 with data lkw N.D.
 Antenna located on US 30, 8 miles west of Gettysburg; then
 Lords Prayer (sung). (GH-PA)

900 WLSI KY, PIKEVILLE 12/02/88 1653 GOOD local ad by female, ID
 by man = "Country music never sounded this good, WLSI, the New
 Country", into c/w. (RCR-PA)

910 WEPG TN, SOUTH PITTSBURG 12/6/88 1740 FAIR no sign of more
 common WJCW, c/w mx; WEPG and Q91 ID's by man, AP Net Nx.
 (GH-PA)

950 WXGI VA, RICHMOND 12/5/88 1645 GOOD "home of the best country
 sound around, WXGI", into c/w. (GH-PA)

960 WSBT IN, SOUTH BEND 12/8/88 1700 FAIR Gates Toyota promo;
 "Your home for the holidays, WSBT, South Bend", into CBS nx.
 (GH-PA)

960 WERC AL, BIRMINGHAM 12/8/88 1740 POOR in noise, heard only
 "Nx Talk Radio, WERC, Birmingham" by man then WFIR took over.
 (GH-PA)

970 WWIT NC, CANTON 11/30/88 1714 FAIR PSA, local ad, mention of
 Canton, ID = WWIT. (RCR-PA)

970 WERH AL, HAMILTON 12/8/88 1745 POOR in noise, heard "at this
 time WERH leaves the air" by man; local spots and poss c/w
 song. (GH-PA)

990 CBW MB, WINNIPEG 12/12/88 (Time?) LOUD/DOMINANT (usually
 struggling w/WIVK-TN) w/CBC nx anmts. (HALL-PIT).

1010 WHIN TN, GALLATIN 12/8/88 1732 POOR in CFRB null, "WHIN NX"
 by YL and "most complete Summer (?) County news service, WHIN"
 into song. (GH-PA)

1020 WJEP GA, OCHLOCKNEE 12/02/88 1731 POOR S/off by female, no
 SSB, under KDKA, Pittsburgh. (RCR-PA)

1020 KDKA PA, PITTSBURGH 12/12/88 2009 GOOD for 3 minutes then
 gone, Editorial by General Manager. (AS-AL)

1040 WQBB TN, POWELL 12/4/88 1730 POOR w/local WSKE and Cuba noise;
 full data s/off; BBD mx earlier; ID by man; last heard as
 WBZW. (GH-PA)

1080 WFIV FL, KISSIMMEE 12/09/88 1727 FAIR s/off by man, owned
 and operated by Radio Florida Broadcasting, hymn by man, no
 SSB. (RCR-PA)

1150 WELC WV, WELCH 12/4/88 1715 GOOD quick s/off by man;
 instrumental mx; ID. (GH-PA)

1250 WYKM WV, RUPERT 12/4/88 1635 POOR AND FADEY ID by YL; c/w;
 WYKM sung ID. (GH-PA)

1280 WYAL NC, SCOTLAND NECK 11/30/88 1700 FAIR S/off by man,
 mention of 5kw, ID = "WYAL, Scotland Neck, NC", no SSB.
 (RCR-PA)

1320 WDER NH, DERRY 12/06/88 1622 GOOD sports promo, ID = "1300
 WDER, where the New Light plays on" by female, mention by same
 that would now reduce power, into mx and gone. (RCR-PA)

1350 WHWH NJ, PRINCETON 12/5/88 1716 FAIR brief w/ID by man;
 stocks and Wall St. Journal Report. (GH-PA)

1410 WPOP CT, HARTFORD 11/30/88 1707 FAIR Sears ad, ID by man, wx
 by man. (RCR-PA)

1480 WABB AL, WABB 12/5/88 1858 FAIR over noise; "More mx WABB",
 several sung ID's; oldies by Ricky Nelson; fade ToH to WSAY.
 (GH-PA)

1500 KSTP MN, ST. PAUL 1736-1756 (Date?) Tentative ads, ments of
 bookmakers in MN, DJ w/caller, more ads, DJ arguing w/another
 caller. Lots of QRM, fadey signal. (LH-AL)

1530 KFBK CA, SACRAMENTO 12/12/88 0106 Nx to Talknet jingle @0106,
 weak u/WCKY and rare excepting western openings. Actually was
 checking for KQNK-Norton, KS r/c again, but no sign of it this
 month. (HALL-PIT)

1530 WCKY OH, CINCINNATI 12/07/88 2250 1850 readable w/deep fades,
 ID, traffic, wx, stock mkt. (AS-AL)

1550 WSER MD, ELKTON 12/05/88 1645 FOOD ID by man = "You're
 listening to Lori Warner on 15-5 WSER", into rock mx. (RCR-PA)

1550 WOKJ MS, JACKSON 1744-1800 (Date?) c/w DJ, "Super Country OKJ",
 Mel Tillis mx, ads for local furniture stores, more c/w; full
 ID at ToH into more c/w. Good signal. (LH-AL)

1560 KLTI MO, MACON 12/09/88 1840 WQXR weakened w/lw/SW Bev. comb.
 Fadey but wx and ID's w/KDDA/WCKD (which s/off @1845) QRM.
 Seldom heard; possibly AdCon now, ex-c/w. (HALL-PIT)

1560 KDDA AR, DUMAS 12/09/88 1846 Briefly surfaced w/talk/local spots "on Hwy. 65." Soon lost as WQXR gained evening skywave strength. (HALL-PIT)
 1570 WOKG OH, WARREN 12/9/88 1745 heard only 2 ID's by man; clear but fading in mess; someone signed off at 1800. (GH-PA)
 1580 WSRF FL, FORT LAUDERDALE 12/10/88 1730 Voice of deliverance program w/hollering preacher; ID by man into next religious program [I was looking for WEAM]. (GH-PA)

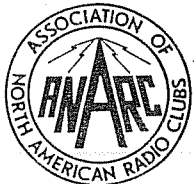
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TENTATIVES & UNIDENTIFIED'S

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910 WPLA FL, PLANT CITY 12/6/88 1745 VERY POOR w/weather (t) for the area in the 70's; tk of Florida Tourist Information Center. (GH-PA)
 930 KSDN SD, ABERDEEN 12/12/88 0140 on 2nd MM 0130-0145 f/c - r/c (t) sched. for 5-min. during this pd. 0140 poor lkHz TF faint but hrd off/on til 0145 w/apparant anmt (but buried by KWOC). Almost no doubt the one and will try for the actual ID next month. (HALL-PIT)
 1380 unID 12/9/88 1725 Q-105 ID; Pizza Hut spot; CHR Top-40 songs; WRBQ possible in sung ID but only got Q-105. (GH-PA)
 1610 unID 12/5/88 0034 no ID "message from Causeway Commission: no stopping on roadway, if you stop for an emergency pull into...every 3 miles...an emergency vehicle...Veterans...Boulevard...by causeway information from north shore..." FAINT with strong fades, may have mentioned Veterans Memorial Blvd., mixed w/SS; is this New Orleans? (AS-AL)

Thanks to all of this weeks's reporters for their fine reports...until next week...continued GOOD DX + 73 from Mr. B.



ASSOCIATION OF NORTH AMERICAN RADIO CLUBS

NEWS

A big thank you to all who sent me Holiday Greeting Cards!! I do not send out greeting cards anymore and haven't since postage went up from ten cents to thirteen cents. That was many many moons ago! HI!

I hope all IRCA'ers had a great Holiday Season and that all your New Years Resolutions come true. May 1989 be your best DX year yet! One New Years Resolution I hope all of you made was to support ANARC more. ANARC needs IRCA's support and IRCA needs ANARC's support. Let me know what you would like to see ANARC do for IRCA and I will see if it is possible. I want to represent IRCA in ANARC, not myself! Without your comments and letters it is very difficult for me to correctly do my job. 1989 will be a great year for ANARC! However, it can only happen with your support. Support ANARC now!

ON THE PUBLICITY FRONT

Galaxy Electronics has agreed to enclose an ANARC Club list with each receiver they sell. This mail-order firm, headed by Robert Leary (who used to edit the All Ohio Scanner Club's "Below 30 MHz" column) buys, sells and trades new and used scanners, CBs, and shortwave receivers. For a 28 page catalog of what they have in stock send US\$1.00 to Galaxy @ P.O.B. 1202, Akron OH USA 44309. Their phone number is (216) 376-2402.

We are also thrilled to announce that all 9 regional US editions of the 1989 Police Call Frequency Directories (due out in January 1989) devote an entire page to ANARC and our US-Member Clubs. Editor Gene Hughes, who got a "Special Achievement" award at ANARCON-88, lists the addresses and each clubs' primary interests. Since over 300,000 copies of the Police Call directories are sold each year, mostly through Radio Shack, this amounts to an important recognition of the value of membership in ANARC's clubs.

*****73 and good DX to all in 1989*****
 *****Albert S. Lobel, Editor*****



WESTERN DX ROUNDUP

2301 PACIFIC AVE., ABERDEEN WA 98520

DEADLINES: MONDAYS

REPORTERS FOR THIS ISSUE:

- (DA) Doug Allen-P.O. Box 5646-Woodland Park, CO 80866
TS 430-S, 160 meter dipole, 1000' NE-SW & 600' SE-NW Beverages
- (PM) Pat Martin-P.O. Box 843-Seaside, OR 97138
- (bp) Bruce Portzter-6546 19th Ave. NE-Seattle, WA 98115
Racal RA-17, 4' loop
- (PT) Pete Taylor-DX'ing in Tacoma, WA
ICF-2010
- (RW) Robert Wien-1309 Dentwood Dr.-San Jose, CA 95118
GE Superadio, GE long-range portable, SM-2

- *****
- 550 KGRS TX, Midland 12/19 0301 "Your country & western station in west Texas, KCRS," into C&N. (DA-CO)
 - 590 KRSO CA, San Bernadino 12/10 0303 weather, ID, into light music. (DA)
 - 660 WFAN NY, New York 12/12 0305 football, NHL scores, "Sports radio WFAN." (DA-CO)
 - GBF PQ, Montreal is part of French network, so must have been what I heard on 12/1. CBKFI is off the air at 0555. (PM-OR)
 - 740 *KCBS* CA, San Francisco 12/22 0636 OC. Still fixing xmtr problems. (RW) (KCBS)+12/19 0410 & 0502 and 12/26 0430 not noted. Either off or at reduced power due to windstorm damage (See 12/31 DXM p. 1). (bp)
 - 790 KOQO CA, Clovis 12/19 0510-0605 o/u KGMI with Spanish format, EE ID 0603, no KABC/KGHL/CFCW. Also 12/26 0510 thundering in o/KABC (no KGMI this time!) with Spanish & "Super Coo" ID. Never heard as KXTC, looks like they'll be a pest now, hi. (bp-WA)
 - KFYO TX, Lubbock 12/8 2302 AZ State & Texas BKB, spots for Bank of the West. (DA-CO)
 - 900 KGRB CA, W. Covina 11/30 2038 "KGRB 900 & KBOB 98.3." (DA-CO)
 - KKAP TX, Floydada 12/1 0739 spot for State Farm Image in Floydada & local community events. Was this 250 watts or 6 watts? (DA-CO)
 - 940 KPRE CA, Fresno 12/1 2040 "Your country favorites from the 60's, 70's and 80's, 940 KPRE." (DA-CO)
 - 960 KFMV UT, Provo 12/12 0439 local weather & KZOL? 96.1, o/u KOOL. (DA)
 - 980 KSVL UT, Richfield 12/26 0810 way o/KFWB with ad for Richfield Community Hospital & Intermountain Farmers of Richfield. Anyone know if this station is 24 hours? (RW-CA)
 - 1000 KVSD CA, Vista legal ID into talk. (DA-CO) (Date & time?--NH)
 - KOMO WA, Seattle 12/15 0000 briefly surfaced at hour into ABC News, mixing with R. Mil, no KTOK! (DA-CO)
 - 1010 KXEG AZ, Tolleson 12/12 0330 "The Christian voice of the valley," spot for New Life Ministries. (DA-CO)
 - KPSL CA, Thousand Palms 12/10 1132 alone on freq. Local spots & "The desert's only classical music station." Tipoff by Tim Hall, tried previous evenings but no luck. (DA-CO)
 - +12/26 0944 faded up nicely u/KIQI semi-null, KIQI still on low night power. CBR weak on poor northern cx tonight. Classical music, partial "K--SL" ID, possible mention of "101 FM," and ment. of Palm Springs. Faded out fast. Good enough for me. (RW)
 - 1080 KRPX UT, Price 12/9 1000 EZL to 1002 then news read from AP, local news, weather, finally ID at 1008. (DA-CO)
 - 1100 KFAX CA, San Francisco 11/30 2117 briefly over KVEE with traffic reports for S.F., San Mateo, and Oakland. (DA-CO)
 - 1110 KRLA CA, Pasadena 12/12 0238 two legal IDs. (DA-CO)

- 1130 KSDO CA, San Diego 11/30 2142 "KSDO Sports" & "San Diego's award winning news station," spot for Laredo cowboy boots. (DA-CO)
- 1140 KCMJ CA, Palm Springs 12/15 "1140 KCMJ" at half hour u/KS00. (DA) (Time?--NH)
- 1200 CKDA BC, Victoria 12/12 0505 WOAI off. "Super 1200 CKDA" & "It's 8 degrees at KDA" o/u three unID SS stations. (DA-CO)
- 1230 KWG CA, Stockton 12/26 0405 "Memories of the 50's, 60's and 70's on KWG AM and KYBB FM" ID, then Peter, Paul & Mary tune. (bp-WA)
- KLAV NV, Las Vegas 11/30 2204 woman giving Las Vegas weather; my best GY DX at 580 miles. (DA-CO)
+12/3 0401 "...AM 12-30 KLAV Las Vegas" ID by woman, into Elvis tune. (bp-WA)
- KKGR OR, Gresham 12/3 0344-0349 dominant with new age music, ads, several call IDs. (bp-WA)
- 1260 KOIT CA, San Francisco 12/12 0457 "News on KOIT, San Francisco." (DA)
KCYX OR, McMinnville 12/26 0714 weak but steady in KOIT null with "Silver Bells," ID, faded out to KGIL, still looking for KWYR-SD. Faded up later with ID "Happy holidays, from KCYX." (RW)
- 1290 KCUB AZ, Tucson 11/30 2238 Palo Verde hospital spot, weather, "K-Cub" to C&W. (DA-CO)
- 1300 WKXI MS, Jackson 12/7 0000-0010 male DJ with strong southern black accent. Local spots and "on WKXI," state #361 (DA-CO)
- 1320 KWHN AR, Ft. Smith 12/12 0346 "KMAG 99.1" to C&W. Stn #5001 (DA)
KCEM NM, Aztec 11/30 2055 spot for "Fiesta Grande" in Farmington. (DA)
KEMX UT, Salt Lake City 12/12 0252 "I'm Herb Jepko, thanks Salt Lake for being here." (DA-CO)
- 1420 KTAN AZ, Sierra Vista 12/19 0145 "Merry Christmas Arizona," local weather. (DA-CO)
- 1480 KLMS NE, Lincoln 12/1 0023 ID & ad for Jiffy Lube. (DA-CO)
- 1500 KHHT CA, San Jose 12/1 1902 no ID or news on hour, ID "More solid gold--KHHT" at 1902. (DA-CO)
- KABR NM, Alamo Community 12/9 0924 community events, IDs to C&W. Under KSTP. (DA-CO)
- 1550 KAKS TX, Canyon 12/1 0800 legal ID on hour. (DA-CO)
- 1560 KPRS WA, Sumner did a no-no 12/26-12/27 by leaving their xmtr on all night. OC noted 12/27 0130 & 0845. KPNC under/over depending on loop bearing. (PT-WA)
- 1570 KNDY KS, Marysville 12/1 2200 C&W to legal ID & ABC News. Power? (DA-CO)

DX TEST

- 550 WASG AL, Atmore 12/19 0253 0053-0055 call letters continuously in code at estimated 7-8 words per minute u/KOY & KCRS. (DA-CO)

UNID

- 1320 12/22 0633 TT good o/KEMX. Suspect KGNR. (RW-CA)

Another short column this week! Happy new year to everyone. ♥

Soft rock rules airwaves

OTTAWA (CP) — Canadians listened to 18.8 hours of radio a week on average last year and the most popular type of station they tuned into was contemporary soft rock.

Anthony Young, project manager for radio and television tuning at Statistics Canada, said the weekly average has remained stable over the last six years, ranging between 18.4 and 19 hours a week.

A quarter of Canadians tuned into the soft rock stations aimed at the yuppie generation, according to a three-week survey taken in the fall of 1987.

Middle-of-the-road stations, which include more pre-1950, cocktail and big band jazz songs than the soft rock stations, came second in popularity as 21.1 per cent of the population tuned in. Country stations came next at 11.4 per cent, album-oriented rock stations at 9.7 per cent, easy listening at 9.3 per cent, CBC at 9.0 per cent and Top-40 hit stations at 6.8 per cent.

Women tend to listen to more radio

than men, Young said in an interview. "One can only speculate (on the reasons)," he said.

"Maybe (because) labor force participation for women is slightly lower than men, maybe they have more time at home, or more free time."

Adult men listened to 19.6 hours of radio a week while women logged 21.7 hours — tuned mostly to soft rock and middle-of-the-road.

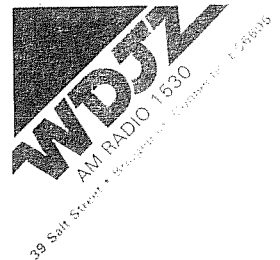
Teenagers spent 12 hours a week with the radio blaring mostly top-40 hits, soft rock and album-oriented rock. They avoided easy listening and CBC like the plague.

Children listened to 5.8 hours, mostly soft rock and top-40 music.

Radio listening habits also varied widely according to province, education and occupation, Young said.

Central Canadians spent most time with the radio on, with Ontarians listening to 19 hours a week and Quebecers 19.7 hours — the highest rate in the country.

Winnipeg Free Press
via Shawn Axelrod



DX WORLDWIDE EAST

EDITOR: JIM HALL # 240 BYRON ROAD # PITTSBURGH,
PENNSYLVANIA # 15237 U.S.A.

Radio Taino-830 was back on near the end of December, apparently celebrating the Holidays. The 830 transmitter (//1160 & occasionally 1040) has been on the air sporadically as of late summer 1988 with high power, possibly as high as 300-500kW. Nothing much else to report as conditions seem to have slowed things a bit. I did receive a QSL from VON Radio, Nevis, W.I. Times are UTC:

P A N - A M E R I C A N A D X

- 630 unID, 0331 11/29 : w/"Radio America" ID's, ads, mentions of Comayagueta, CST TC's & instrumental mx o/WLAP. Did Tegucigalpa on 610 move here? (Forth-IL) (I have no corrections for any new Honduran outlets on 630, Karl, but I'd say the chances are good that you heard HRLP8-Choluteca, HRLP7-La Ceiba or HRLP13-San Lorenzo at 1kW each. Each are relays of HRLP-610 R. America in Tegucigalpa. Nice logging Karl. ed)
- 830 CUBA, 2212 12/24 : Very, very strong signal, no question what this is! Radio Taino w/SS mx, fast kind of mx. (Wyllie-MA)
+0002 12/23 : w/Spanish conversation between male & female ancrs, news. Later hrd 0259 w/"Radio Taino, Tour Radio" ID & English & mx, very good signal, WCCO not audible. (Forth-IL)
+0020 1/1/89 : Festive SSA rumba vocals as loud as ever - completely swamping freq. as usual. Many New Year's Greetings "Feliz Ano Nuevo!" (Hall-PIT)
- 960 CUBA, Cienfuegos 2219 12/24 : Weak but good signal behind mess of stations. Time pips really come through the mess. (Wyllie-MA)
- 1100 CUBA, 0241 12/23 : R. Reloj good o/WWE w/standard Reloj format //760, which was heard at the same time. Which city is this? (Forth-IL) (Comment below. ed)
+0725 12/17 & 2235 12/24 : Nx & ticks every second but minute pips not there. Instead had chimes on the minute and NO "RR" code ID at all. Why does this sound so different then other Radio Reloj's? (Wyllie-MA) (William, Reloj most likely was using the format you described where when the chimes are used in place of the cw "RR" there are no shrill pips that cut through so well. R. Cadena Habana or R. Angulo most likely were running the //, and may still be on the format. These two CH's on the channel have juggled formats in the past. ed)
COLOMBIA, 0730 1/4/89 : SS talk by 2 men, short news items. Network "CARACOL" ID but no locator - likely commonly heard HJCN-Reloj-Bogota, but HJAT-R. Tropical-Barranquilla a possibility also. While checking for Reloj Cuban. (Hall-PIT)

VERIFICATIONS:

- 895 NEVIS, W.I. : VON Radio 8-9-5 Nevis Broadcasting Co., LTD v/l from Evered S. Herbert, AGM. Says he has rec'd letters from a number of listeners in Europe, U.S.A. and Canada. Air op's began June 1988 (construction was Jan. 88). Was suprised to see that his contractual engineer John Kanzius is from my old hometown of Erie, PA w/an address only 5-min. from my old QTH. Stn is commercial, power is 10kW from "most advanced equipment", call letters V.O.N. (Voice of Nevis?). Structural location is Bath Village, Charlestown Nevis, West Indies, addr. P.O. Box 195, Bath Village, Charlestown NEVIS, W.I.. Tel. (809)469-1700/1616, Cable: VON Nevis. Format is AdCon/Mostly Caribbean mx and a wide variety of programmes! and schedule is 16-hours daily-6AM to 10PM. (HALL)

CREDITS:

- (Forth-IL) KARL D. FORTH, 2714 N. LeClaire, Chicago, Illinois 60639
(Icom IC-R70, Hammarlund HQ-160, spiral loop, LW) **WELCOME, KARL**
- (Wyllie-MA) WILLIAM WYLLIE, 95 Peck Street, Franklin, Massachusetts 02038-2217
(Realistic Modulaire 2200 w/indoor antenna)
- (Hall-PIT) JIM HALL, 240 Byron Road, Pittsburgh, Pennsylvania 15237

DX Worldwide - West



PAT MARTIN

P.O. BOX 843

SEASIDE, OR 97138

Time: UTC phone (503) 861-3185 DEADLINE: TUESDAYS

Not much to report this week. Apparently we are into the midwinter dead period. Reports from Bruce Portzner and Steve Mittman saved the day this week. So on with the reports:

PAN-AMERICAN DX ROUNDUP

- 540 MEXICO, S.L.P. XEWA strong with SS talk, ranchera mx and "X-E-W-A" ID and TC at 0918 12/19. This one is really a regular at night these days. (BP-WA) (It also is a regular here, too. They used to be quite rare here on the North Coast. PM)
- 860 MEXICO, B.C. Tijuana-XEMO-0904 12/19 good to fair w/SS pops and Radio 86 ID. This one has been noticeably weak in recent months, and not the powerhouse they used to be. (BP-WA) (Also the same here. PM)
- 1030 MEXICO, Mexico D.F.-XEQR 12/3 0915 fair o/u KJDJ w/SS pops and Radio Centro ID. (BP-WA)
- 1070 MEXICO, MM 12/19 0930-1005 fair signal w/IDs as "Radio Sensacion" and "Radio Mexicana" (maybe actually 2 stations?) Quick ID at 1000 as "XEOBS" or "XEOX" or something similar. Ment. of "Mil watts de potencia...." (1000 watts of power) en Sonora" KNX off. (SMM-CA) (Nothing listed in the WRTH in Sonora on 1070. Maybe a new station or a freq. move? Anyone else hear this? PM)
- 1040 CUBA, Habana-Radio Time-apparently the same 1040 station others have been hearing, but heard as "Radio Time" in EE and SSwishing all English listeners in Cuba, visitors and very Happy New Year and all the best in 1989 to you and yours" Fantastic signal, with hardly a sign of Vancouver and no sign of WHO. Haven't heard a Cuban that strong in many years. Taped report sent. Heard at 0335 on 1/1/89, some fading. New... (PM-OR)

TRANS-PACIFIC DX ROUNDUP

- 550 HAWAII, Wailuku-KMVI 0924 12/19 Thundering in with strange mix of mx (sounded like a cross between LA, Polynesian, and Top 40 tunes) local ads. Practically all alone on channel. (BP-WA) (This is their usual SN/MM stuff. KMVI has been running SS mx in the evenings for several months, but I guess the locals throw their own stuff in too. PM)

THANKS TO THESE REPORTERS:

- SMM-CA STEVE MITTMAN-2248 WEST 37TH STREET-SAN PEDRO, CA. 90722-4506
Realistic TRF, 3' Wedge Loop
- BP-WA BRUCE PORTZNER-6546 19TH AVENUE, N.E.-SEATTLE, WA. 98115
Racal RA-17, 4' Box Loop
- PM-OR YER EDITOR
SP-600JX, 1500 East Beverage, Ground System

Richard C. Evans
Apt. 19
5104 N. Lovers Lane
Milwaukee, Wisconsin
53225

EASTERN DX FORUM

414-466-8754

Deadline: Sat.

Ernest Cooper, 5 Anthony Street, Provincetown, Massachusetts 02657
508-487-9337. I'd like to nominate Steve Mittman for Sainthood!

Anyone who could take that much guff from anyone simply HAS to have saintly qualities! I think I would have told him to stick the phone where the moonlight never shines, hi. If KGRB-900 and/or KBOB-98.3 should fail, there'll be no tears shed here! And, welcome back to these pages, Frank Merrill! To Shawn Axelrod, I believe your Larry Kingie on 990 is WIVK, Knoxville, although I can't hear 'em here. Correction, that's WPML, not WPML, on 1390, Plymouth, MA that's running AN, w/a silent period on Sunday mornings; their FM also on 99.1. Wouldn't you know, as soon as I-mentioned WBAL being off MM's from 0100 to 0300, they've filled in those two hours again, going NSP. I still haven't done anything about getting a new receiver - perhaps I'll just let this entire season go down the drain and wait till next year, as we used to say in Brooklyn about the Dodgers. Y'know - the NRC-only members STILL do not know I do not have a receiver! Musings I mailed in on Oct. 4 & 18 and Nov. 2 have yet to see print, as of the night before Christmas. So to you who are members of both IRCA and NRC, don't look for any NRC musings from me after those finally get published, that is, if they ever do. The IRCA is the top club now, you may be sure. I have a lot of friends in the NRC, and if NRC straightens out some day, I'll resume Musing, but until then, I'll contribute only to IRCA, and send my FM stuff to WTFDA in season. I'd like to see this section balloon to several pages every issue - how about it, gang? For those of you who don't know, I was NRC's Musings Editor for some 34 or 36 years (I can't remember which!) (I think it was 36 years--or more--rce) and I never missed an issue! (Ernie, I remember Pop Edge substituting for you for one issue--rce) Everything was done on an ordinary typewriter - no word processors, computers, or the like, and we usually ran about ten pages of copy. I put out full Musings sections even the week when I had play rehearsals every night after work; even the week I moved from Brooklyn to Provincetown, and even the week my mother died. I didn't have a holdover box either - everything that got to me by deadline made it into that week's Musings. So perhaps you see now why I am so upset at the present situation with "my" section. Oh well, they say when you get old you get crochety and grouchy - believe me, I try not to. Let's have a great 1989, IRCA! Forward - March!

Rick Evans, Apt. 19, 5104 North Lovers Lane, Milwaukee, Wisconsin 53225

Had a good time in Alabama last weekend. It was a quick 2000 mile drive in five days (counting the two days we were there. Coming back, we ran into rain at Indianapolis, sleet at Gary, and snow at Hammond, finally running out of the snow on the west side of Chicago. Below Gary, I tuned in WBBM-780 for the weather reports and road conditions. Seemed like they ran the same news on a 15 minute cycle, so I finally switched to WMAQ-670. WMAQ-670 ran much the same as WBBM, but at least they worded the things a little differently. WGN-720 was running a sports interview so I didn't stay with them. When Gary Siegel and John Clemmer were here over the Thanksgiving Day weekend, we discussed a little bit about the lack of support for the EDXF over the past year. The feeling was that my comments last spring about losing my job and the fact that I would probably have to move for a new job (as it turned out that I did) hurt support as people were never sure where I would be and when. Gotta run and get this in the mail. Have a good year--and report often. 73.



780 Khz. CALI

TRIUNFO SONORO DE TODELARI!



Western DX Forum

★ ★ ★ ★

IRCA — The #1 Choice of the Broadcast Band DX'er

Editor: Ric Heald • 8639 Bellamy Way • Sacramento, CA 95828 USA • (916) 386-8677

DEADLINES — WEEKLY ON TUESDAY 11 DAYS PRIOR TO PUBLICATION DATE

□ □ □ □ □ □ □ □ □ □

GARY LARSON, 2806 LINCOLN, BURBANK, CA 91504

Hope all of you had a great holiday season.

It's 26 December as I write and last night around 11 PM I drove up to Foothill Blvd., Sunland and followed it to Sylmar and past the California aqueduct to Sierra Hwy. I kept going and listening to tapes of music I made. I ended up in Palmdale mostly due to hearing a promo on KUTY from GM/owner Pat Ware saying if listeners hear a power drop or periods of silence days, it's because of a move to better serve listeners with a more powerful signal. I decided to go first past the transmitter site to see if I could see any changes, but it's behind a fence next to Palmdale Reservoir which is owned by the city and brightly lit. Then drove to 572 E Ave. off 6th St. E., noting no cars in or around the building. C&W program on air was on automation system, I assumed. (I thought they were carrying satellite programming, therefore not automated-RtH.) Was hoping to contact DJ or anyone else. Tried several phone numbers with no luck. Also noticed from car radio that 610 KAVL was off and XEPRS 1090 was off with an OC.

On way out through Canyon Country I noted a big sign at 27565 Sierra Hwy for AM stereo 1220 KBET Canyon Broadcasters, so I stopped by but couldn't tell if there was anyone in working. I did go to 15500 Sierra Hwy. to see if I could see towers, but it seems only very recent grading of uneven land has started. The area is surrounded by mountains so looks like coverage will be sort of shaped by them. May try to go through in a few weeks.

Currently no changes for 1300 and 1330 but it could happen anytime. Sorry to see no CLA on AM here unlike KDFC and KKHI in the Bay Area as well as KDB 1490 Santa Barbara. (KDFC and KKHI AM are tax write-offs for their more successful FM's-RtH.)

Can now be reached at (818) Thornwall 1-3646. Got rid of the 567 number; too much confusion on prefix. (You sure it's THornwall? That's an Oakland exchange and still in use-RtH.) 73 and Happy New Year and see you in Sacramento for the Silver Anniversary Convention!

TIM KRIDEL, 402 MARK TWAIN, UNIVERSITY OF MISSOURI, COLUMBIA, MO 65201

Greetings from Missouri and a Happy New Year to all. With the fall semester finished at Mizzou, I'm spending a few weeks down here at my parent's (rented) house in New Wells, MO. Unlike Columbia, there's plenty of room here to string up an antenna. Over Thanksgiving, I put up a 190-foot longwire running NW/SE in the backyard, and it's performed fairly well thus far. One end is attached to a large tree outside my window and the other to a 16-foot pipe I drove into the ground. The guy wires (made of plastic and nylon rope for the pipe) are attached to two fence posts that make up the pasture that surrounds the house on three sides. Unfortunately, the cows have taken to gnawing on the rope. This rural community is fairly interference free despite the number of mercury vapor lights. (I wish that that was my only QRM, hi-RtH.)

One report in: KWLO 1330 Waterloo, IA after about 11 days. Reports have gone out to WPAD 1560, KOMA 1520, WHBQ 560, WELO 580, WDXN 540 and KPWB 1140. Also sent a report to a TIS station on 530 kHz, ID's as "The Rend Lake Information Network," and is located somewhere near the lake in southern IL. I called the Rend Lake management office at (618) 724-2493 and was told to send my report to them at RR 3, Benton, IL 62812.

I haven't received the Radio Annual (03 December DXM) as yet, but I did pick up a copy of the NRC Log #9. I like the set-up of this edition better than #7.

I'm interested in hearing from other Missouri DX'ers and those in surrounding states. So far, this seems like a pretty good spot for DX, with the exception of Columbia.

Best of DX in '89 and 73 de TK in MO.

ROB HARRINGTON, P.O. BOX 22202, DENVER, CO 80222

I'm looking for any information on who is carrying American Top 40 in CO, NM and WY. AT40 is no longer aired in the metro Denver area.

Denver has one set of double frequencies: 800 in Brighton and 1600 in Lakewood. (DXM, Vol. 26, No. 13, pg. 7.)

I didn't get any Christmas cards out this year due to jobs, etc., but will say a belated Merry Christmas and Happy New Year to all IRCAnS. Thanks to Robert Wein for his card.

If anyone in IRCA wants the ham radio test dates, times and locations (info sheet), I have the information.

Until my next report in March, I'll say 73 de Rob.

RIC HEALD, 8539 BELLAMY WAY, SACRAMENTO, CA 95828-3821 (916) 386-8677
1000 to 1300 P1T & ppd

Six months to go, gang. IRCA's Silver Anniversary - let's remember our origin and what got us going. Several have mentioned trivia stuff for the convention and I'll add to that: What was our original (briefly) name?

Had a swell surprise on 580 on New Year's morning in the form of ranchera music. I scrambled for the VJ Log looking up Mexican possibilities, but strangely enough, the loop liked a NE/SW direction. Turned up with a perfect ID in SS at 0302 then in EE - KFXD! Boise has a large SS population?

Locally, KFIA 710 has returned to their SM SP. I still hear KMPC and KIRO (in that order) with KFIA on, but not as well with KFIA's nighttime power increase.

Would someone like to tell me who's SS with ranchera on 760? They were over San Diego (very unusual). Heard also on the first around 0310 PST

DX still remains the pits. I'm even getting noise on the VHF and UHF bands, hi. My only consolation is that I've not only got TNN on CATV, but Country Music Videos as well - hot dang, hi.

Made contact with bp and hopefully will have a mini-GTG when I travel north. I thought there'd be no interruption in deadlines, but AMTRAK decided otherwise, hi. There will be no 10 January deadline, which is history as this will hit your mailbox much after 10 January - oh well!

Sacramento, home of the oldest daily newspaper west of the Mississippi (The Union) and Mark Twain worked there. After visiting San Francisco during the summer, he wrote in the Union: "I spent a winter during the summer in San Francisco." (He also set the woods afire at Tahoe, but we don't talk about that, hi.)

And speaking of San Francisco, was down to the Bay to play and stopped by the Raphael and had a chat with Kaskey. By the way, he wants all of you to know he's still alive, but between job and family hasn't really had the time to DX. I was trying to draft him on the convention committee (I'm not the most subtle kind of guy, hi), will have to settle for advisory instead.

That's it for this week. Best of DX and make it California this summer in Sacramento, Fourth of July weekend. 73 de Rth. .

IRCA T-Shirts are Coming!

You can now be the proud owner of an IRCA T-shirt with the club name and logo emblazoned on the front. The shirts are 50/50% cotton/polyester in your choice of white or light blue, and your choice of size (S-M-L-XL). The price is \$8.50 for S-M-L and \$9.00 for XL. You can have your choice of three styles:

1. Small IRCA logo on front (i.e. the globe and "IRCA" like at the center of the DX Monitor masthead).
2. Large logo and towers (like on DXM Masthead) on front
3. Small logo on front, large logo on back

See last week's DX Monitor for a sketch of each style.

Doug Pifer will handle the orders, so make your checks payable to him. He'll forward the profits to the club after recovering his expenses. The T-Shirt offer will be available for only three or four months, so get your order in soon. Allow several weeks for delivery, since the orders will be processed in batches. When ordering, be sure to mention:

- Your name and mailing address
- Size (S-M-L-XL)
- Color (White or light blue)
- Style (1,2 or 3, see above)
- Your check or money order

Send your order to Doug Pifer, 25530 Buckley Drive, Murrieta, CA 92362.

Verification signers

Editor: Tim Hall, 350 B Street #F-1
Chula Vista, CA 92010-4559
Deadline: Last Friday of the month



CONTRIBUTORS TO COLUMN #26 (12/31/88):

RH -- ROY HAFELI, 7 CJNL RADIO, HERRITT, BC VOK 280
TJH -- TOM JASINSKI, 419 N. RAVEN, SHOREWOOD, IL 60435
JCJ -- JOHN JOHNSON, 979 NEPTUNE BLVD., BILLINGS, MT 59105-2129
PM -- PAT MARTIN, P.O. BOX 843, SEASIDE, OR 97138
JD -- J.D. STEPHENS, 3605-B CHASEWOOD, HUNTSVILLE, AL 35805

FREQ	CALL	SIGNER'S NAME / TITLE	ADDRESS		WHAT	WHEN	WHO
550	WAS6	DALE BEHMAN, GM	1210 S. MAIN ST.	ATHORE, AL	36502	LMB 64f	JD
600	CHRX	RUDY HERMAN, CE	1401 W. EIGHTH	VANCOUVER, BC	V6H 1C9	L 23	PM
630	KCOV	L. MALETTA, CE [NOTE #1]		KELOWNA, BC			RH
630	CISL	RICK STABLER, ENG.	820-1151 HORSESHOE WAY	RICHMOND, BC	V7A 4S5	Lb++	TRH
850	KIKI	JERRY VAROUJJEAN, CE	345 QUEEN ST., #601	HONOLULU, HI	96813	L 17	PM
850	WIVK	HILTON JONES, CE	P.O. BOX 10207	KNOXVILLE, TN	37919	L 12ff	JD
870	WHCU	JOSEPH SCAGLIONE, CHIEF OP.	P.O. BOX 69	ITHACA, NY	14851	Lb 105	TRH
920	KORK	KEN STONE, PD	P.O. BOX 15126	LAS VEGAS, NV	89114	Lr 19f	JCJ
960	CFYI	CARTER D. BROWN, ANCR.	479 COUNTER ST.	KINGSTON, ON	K7M 7J3	L 23	JD
1000	WITN	SANDRA COTHMAN, TFC MGR.	P.O. DRAWER "M"	LEXINGTON, MS	39095	LMB+	32f JD
1070	KCST	PAUL PRESTON, PROMO MGR.	22 51R WINSTON CHURCHILL AVENUE, #602	ST. ALBERT, AB	T8N 1B4	L 16	JCJ
1120	KANN	TIMOTHY A. HUNT, NETWORK CE	2222 WASHINGTON BLVD.	OBDEN, UT	84401	L 14	JCJ
1150	NTPM	PAUL MAJOR, PRES.	P.O. BOX 1101	TAMPA, FL	33601	LMB+	12ff JD
1180	WUNT	ANN DENLEY, TFC MGR.	270B OLD BRANDON RD.	JACKSON, MS	39208	L 5f	JD
1210	KEBR	PEGGY RENSCHLER	310B FULTON AVE.	SACRAMENTO, CA	95821	L 8f	PM
1250	WBRM	ANNETTE BRYANT, PRES.	P.O. BOX 219	MARTIN, NC	28752	L 5	JD
1260	KFBG	R.L.(P.L. ?) MARLSEY(?), GM	924 W. 2ND ST.	BOONE, IA	50036	Lr 6	TJH
1270	KESS	I ILLEGIBLE J	P.O. BOX 6195	FORT WORTH, TX	76115	Lb 5	JD
1290	KLVS	JOE ALLEN SR, CE [X KYTE-970]	2040 SW FIRST AVE.	PORTLAND, OR	97201	L 12f	PM
1310	KARY	SIDNEY ROACH, PRES.	P.O. BOX 1310	PROSSER, WA	99350	Lr 6	JCJ
1320	KEMX	RICHIE BAUER, CE	434 BARECAT DR.	SALT LAKE CITY, UT	84115	L 8f	PM
1350	CKEG	CERCOMM ELECTRONICS, INC.		NANAIMO, BC			RH
1360	KBUY	ANITA DRYPOLCHER	P.O. BOX 39	RUIDOSO, NH	88345	L 9	JCJ
	WNAH	HOYTE CARTER, JR., PD	44 MUSIC SQUARE EAST	NASHVILLE, TN	37203	LrB++	10 TJH
1370	CHPD	HENRY BRILZ, OP MGR. / CE		PARKSVILLE, BC			RH
	KAPB	JOHNNY BORDELON, STN MGR.	P.O. BOX 7	MARKSVILLE, LA	71351	LrB+	7 TJH
1440	WSSL	BRIAN CHASE, DIR ENG.	P.O. BOX 100	GREENVILLE, SC	29602	LMB	14 JD
1470	CJVB	BROADCAST TECH SERVICES, INC.		VANCOUVER, BC			RH
	KELA	STEVEN A. RICHERT, PD	1635 SOUTH GOLD	CENTRALIA, WA	98531	Q 8	JCJ
1520	MSVL	RALPH BETY (?), CE [W9BGM]	P.O. BOX 338	SHELBYVILLE, IN		P 15	TJH
1540	CHIN	CANDACE STEELE, ENG DEPT.	637 COLLEGE ST.	TORONTO, ON	M66 1B6	Lb+ 12-15f	JD/TJH
	KLSY	BOB BROOKS, MX DIR.	12011 NE 1ST ST. #206	BELLEVEUE, WA	98005	L 9	JCJ
	KHNT	KERRY RAGINS, STN MGR.	P.O. BOX 569	KENNETT, MO	63857	LMB	14 JD
1560	KLNG	[ADDRESS CHANGE:]	3851 ONAHA BRIDGE RD.	COUNCIL BLUFFS, IA	51501		TJH
1570	CKMW	DAVE FUNK, STN ENG.	P.O. BOX 1570	MORDEN-WINKLER, MB	ROB 2Y0	L 18	JCJ
1590	WIRX	BOB RALL	2980 FOREST AVE. EXT.	JACKSON, MS	39213	L 6	JD
1600	KSSA	GEORGE WHETAKER(?), CE	3500 MAPLE AVE. #1310	DALLAS, TX	75219	LrB+	20 TJH
	WKKG	RON BROWN, GM	P.O. BOX 910	SALTVILLE, VA	24370	L 10	TJH
1620	4RPH	BRENDEN TAGBART	LEVEL 8, N POINT 231, N QUAY	BRISBANE, AUSTR	4000	L	PM

WHAT was received: Q=QSL card, L=Letter, P=Prepared card, Lr= rpt used as verio, B=Busperstickers, M=Map.
WHEN did the reply come: Number of days elapsed. f = Follow-up report (or phone call) was necessary.

NOTES: 1) ROY IS AN ANNOUNCER FOR CJNL-1230 IN HERRITT, BC. HIS TIPS ARE POTENTIAL SIGNERS, IN RESPONSE TO THE "HELP-WANTED" ITEMS IN LAST AUGUST'S COLUMN. THANKS, ROY !

HELP WANTED SECTION: CAN ANYBODY SUPPLY A SIGNER FOR ANY OF THE FOLLOWING STATIONS ?

600 WOKV-FL (JD) 810 WEGK-KY (JD) 1310 KBHV-ND (JD) 1330 WMLT-GA (JD) 1350 WSLR-OH (JD)
1410 KCUL-TX (JD) 1550 WRHC-FL (JD) 1580 KFDF-AR (JD) 1580 WTLCL-FL (JD) 1590 WLFA-GA (JD)

This month we welcome guest reporter ROY HAFELI from Merritt, BC.
Out of room - just enough to wish you GOOD DX in '89 ! -- TRH

TIARE PUBLICATIONS

P.O. Box 493
Lake Geneva WI 53147
(414) 248-4845

TIARE PUBLICATIONS announces several new publications in its growing library of shortwave, scanner and ham radio books:

THE SWL ANTENNA SURVEY, by Ted Benson, WA6BEJ, reports on SWL antennas now available from various manufacturers. Reports on both outdoor and indoor models including set-up requirements, prices and specs. \$5.00 plus \$1 shipping.

THE 1989 PIRATE RADIO DIRECTORY, by George Zeller, reviews pirate broadcasting activity during 1988, includes names of active stations, formats, frequencies, IDs and other identifying items, QSL info/addresses. (Available early February) \$6.00 plus \$1 shipping.

SHORTWAVE GOES TO SCHOOL - A Teacher's Guide to Using Shortwave Radio in the Classroom, by Myles Mustoe. Contains an introduction to shortwave, discusses how shortwave can be used to enhance learning, how to set up a Shortwave Learning Center in the classroom, necessary form "masters" which can be photocopied for classroom use and over 40 learning activities involving listening to or working with shortwave. \$24.95 plus \$2 shipping. (Available January/89)

LOS NUMEROS - The Numbers Stations Log, by Havana Moon. This is an up-to-date frequency list which now includes numbers stations in languages besides Spanish and English. Hundreds of frequencies for the numbers hunter! \$4.00 plus \$1 shipping.

THE UTILITY QSL ADDRESS GUIDE, by Symington and Henault. Two expert utility monitors have compiled thousands of utility station addresses. Volume One covers US and Canada plus 42 other Western Hemisphere nations. Volume Two covers the rest of the world from Afghanistan to Zimbabwe. Perhaps the most complete collection of utility station addresses you'll find. \$12.95 per volume, plus \$1.25 ship (\$2 for both volumes shipped)

NOTE: For foreign orders, please double listed shipping charges. All payments in US funds only.

THE 1989 MEMBERSHIP DRIVE

You can help the IRCA grow during 1989 by sending us names of prospective members or by talking your friends into joining IRCA. Best of all, you will receive a year's free membership if you are credited with four or more new members.

The new members can be persons you talk into joining, people to whom you give a gift membership, or people you know of who are interested in broadcast band DXing. Send us a list of potential members and we will send them an info packet on IRCA with a sample DX Monitor. If they join you'll get credit. The new members must be persons who have't been in IRCA for at least a year and must join before September 1, 1989. If a person joins as a trial member or something less than a full year, it counts as half a new member.

Send some names today and watch us grow. You may get next year's membership for free.

"TOP OF GEORGIA" BANDSCAN

Conducted by Karl Jeter, Stone Mountain, GA, from the peak of Brasstown Bald (Elev. 4,784 ft) in Towns County in North GA on Dec. 29, 1988 from 12 Noon-3 pm EST. Brasstown Bald is the highest point in GA.

540	WSTH Columbus,GA	1080	WFTD Marietta, GA
550	WDUN Gainesville, GA	1090	WENR Englewood, TN
560	Several weak signals,not ID-able	1100	WLBB Carrollton, GA
570	<u>WNWC</u> Asheville,NC	1110	WBT Charlotte,NC
	<u>WAAX</u> Gadsden,AL	1120	No signals
580	WOFE Rockwood, TN	1130	WLBA Gainesville, GA
	WGAC Augusta,GA	1140	WLOD Loudon, TN
590	Dominant signal w/call sounding like "WBRK" (??)		
	WKHX Atlanta,GA	1150	WGOW Chattanooga, TN
600	*WCVP Murphy, NC	1160	WAMB Donelsonville, TN
610	Weak signals, nothing ID-able	1170	WHNE Cumming, GA
620	WRJZ Knoxville, TN	1180	Dominant signal a satellite format, left air abruptly,prob. Knoxville,TN
630	WNEG Toccoa, GA		
640	WPBD Atlanta, GA		WSAF trion, GA
650	WSM Nashville, TN	1190	WGKA Atlanta, GA
660	WESC Greenville, SC	1200	No signals
670	WTNN Farragut, TN	1210	*WDGR Dahlonga, GA
680	WRGC Sylva, NC	1220	Several signals, none ID'ed
	<u>WCNN</u> Atlanta, GA	1230	Several signals, None ID'ed
690	WZAP Bristol, VA	1240	WGGA Gainesville,GA
700	WLW Cincinnati, OH	1250	WRKQ Madisonville,TN
710	<u>WUFE</u> Eastman, GA	1260	WNOO Chattanooga, TN
	WSVT Smyrna, TN	1270	WJJC Commerce, GA
720	WMXY Hogansville, GA		WLEK Newport, TN
730	WLIL Lenoir City, TN	1280	WANS Anderson, SC
740	WSVQ Harrogate, TN	1290	WATO Oak Ridge, TN
750	WSB Atlanta, GA	1300	wIMO Winder, GA
760	No signals,WSB/WZEL slop	1310	WDOO Chattanooga, TN
770	*WZEL Young Harris, GA	1320	*WKRR Murphy, NC
780	No signals	1330	WKZD Murrayville, GA
790	WQXI Atlanta	1340	WALH Mountain City, GA
800	WDEH Sweetwater, TN	1350	WRWH Cleveland, GA
810	WBLW Royston, GA GA	1360	wBLC Lenoir City, TN
820	WAPO Jasper, TN	1370	WGHC Clayton, GA
830	Weak signal, not ID-able	1380	wTOE Spruce Pine, NC
840	WHAS Louisville, KY	1390	WYXI Athens, TN
850	Weak signals, not ID-able	1400	WLSB copperhill, TN
860	WABC Atlanta, GA	1410	WTNR Kingston, TN
870	WPRQ Colonial Heights, TN	1420	WLET Toccoa, GA
880	WBKZ Jefferson, GA	1430	WLSQ Dalton, GA
890	WLS Chicago, IL	1440	WZYX Cowan, TN
900	WJTH Calhoun, GA	1450	WCON Cornelius, GA
	WKXV Knoxville, TN	1460	WJYA Buford, GA
910	WJCW Johnson City,TN	1470	WXAG Athens, GA
920	WGST Atlanta, GA	1480	WAJA Franklin, NC
	WPPTL Canton, NC	1490	Many signals, nothing ID-able
930	WSEV Sevierville, TN	1500	WLTA Clarkeville, GA
940	WMAZ macon,GA	1510	WLAC Nashville, TN
	WECO Wartburg, TN	1520	WREA Dayton, TN
950	Weak signals, not ID-able	1530	WCKY Cincinnati, OH
960	WRFC Athens, GA		WTTI Dalton, GA
970	WNIV Atlanta, GA	1540	No ID-able signals
980	WKLY Hartwell, GA	1550	WYNX Smyrna, GA
990	WPNZ Knoxville, TN	1560	WLJA Ellijay, GA
1000	WGOG Walhalla, SC	1570	WCLE Cleveland, TN
1010	WGUN Decatur, GA	1580	Mnay signals, no ID-able
1020	WRIX Homeland Park, SC	1590	WQCH Lafayette, GA
1030	WNOW Mint Hill, NC	1600	WAOS Austell, GA
1040	WQBB Powell, TN		
1050	WFSC Franklin, NC		
1060	WNPC Newport, TN		
1070	WFLI Lookout Mountain, TN		

* - denotes a LOCAL station

When two stations are listed on one freq, the dominant one is underlined. If there is no underlining on a double listing, then signals were about equal in strength.

Equipment used: Realistic TRF (Model 12-655) and a random (about 50')

NORTHERN CALIFORNIA AM RADIO SLOGANS
 (Compiled From Arbitron Listings By Glen Kippel)

560	KSFO	San Francisco	Rock And Roll Classics
580	KMJ	Fresno	Newstalk
610	KFRC	San Francisco	Magic/Silver Platter Club
620	KCLQ	Hanford	Classic Rock
630	KXDC	Monterey	Ecstasy/Easy Favorites
680	KNBR	San Francisco	It's Happening
710	KFIA	Carmichael	Talk You Can Trust
740	KCBS	San Francisco	The News Station
770	KPLA	Riverbank	77-West/Christian Superstation
790	KOQO	Clovis-Fresno	Super-Q/Nueva Coo Koo
810	KGO	San Francisco	Newstalk
860	KTRB	Modesto	Your Country Station
880	KKMC	Salinas	Central Coast Christian Radio
900	KBIF	Fresno	Christian Radio For The Valley
910	KNEW	Oakland	Classic Country Hits
940	KFRE	Fresno	K-Free Country
960	KABL	Oakland	Cable Music/Cable AM
980	KEAP	Fresno	Canal 98
980	KCTY	Salinas	La Reina Del Valle
990	KKIS	Pittsburg	Your Radio Station/Kiss
1010	KIQI	San Francisco	La Grande
1030	KKSA	Folsom	The Legends
1050	KOFY	San Mateo	The Nifty 10-50
1080	KLRS	Santa Cruz	Colors 99
1100	KFAX	San Francisco	Life
1130	KRDU	Dinuba	
1140	KRAK	Sacramento	Country Favorites
1150	KPLS	Santa Rosa	Country Plus
1170	KLOK	San Jose	Clock
1190	KNBA	Vallejo	On The Go Radio
1220	KLIP	Fowler	
1220	KDFC	Palo Alto	The Classical Music Station
1230	KWG	Stockton	Golden Oldies
1240	KSAC	Sacramento	The Capital's Classic
1240	KJOP	Lemoore	Radio Rey
1240	KNRY	Monterey	The Talk Of The Town
1250	KHOT	Madera	Radio Caliente
1260	KOIT	San Francisco	Coit/Lite Rock
1270	KFIY	Tulare	F Y I AM For Your Information
1290	KAZA	Gilroy	La Nueva Radio
1300	KYNO	Fresno	Hot 'On' The 'AM
1310	KDIA	Oakland	Boss Of The Bay
1320	KGNR	Sacramento	California Gold
1340	KKAM	Fresno	Heart And Soul Of Rock 'N Roll
1340	KOMY	Watsonville	Music Of Your Life
1350	KSRO	Santa Rosa	North Bay Newstalk
1370	KEEN	San Jose	America's Favorite Music
1380	KTOM	Salinas	Your Country Station
1380	KSMJ	Sacramento	Magic Motown Heart 'N Soul
1400	KBLX	Berkeley	Soft And Warm Quiet Storm
1410	KRML	Carmel	Jazz By The Sea
1420	KSTN	Stockton	
1430	KFIG	Fresno	101 FM/The Fig/K-Fig
1430	KNVA	Santa Clara	Canta Emisora Del Pueblo
1440	KVON	Napa	K-Von/Voice Of Napa
1450	KEST	San Francisco	Inspiration/Information
1450	KOBO	Yuba City	Newstalk Radio
1460	KDON	Salinas	Better Music Mix
1460	KRRS	Santa Rosa	The Rose/Easy Listening Stereo
1470	KKFO	Coalinga	Great Country
1480	KWUN	Concord	Favorite
1480	KYOS	Merced	
1490	KRKC	King City	Solid Gold
1490	KTOB	Petaluma	Top Of The Bay
1500	KHTT	San Jose	K-Hit/Solid Gold Hits
1510	KCAF	San Rafael	Calf Country Radio/K-Calf
1510	KIRV	Fresno	The Sound Of The New Life
1520	KMPG	Hollister	Radio Variedades
1530	KFBK	Sacramento	Where You Hear The News First
1540	KNZS	Aptos-Capitola	Talkradio
1550	KKHI	San Francisco	The Classic Stations
1550	KXEX	Fresno	Radio Centro
1570	KTGE	Salinas	Radio Tigre
1580	KLOQ	Merced	Radio Gallito
1590	KLIV	San Jose	Favorites Of The 40s-50s-60s
1600	KGST	Fresno	La Mexicana

RADIO DAZE

Business People Magazine
November 1988
via Shawn Axelrod

CROWDED DIAL. TIGHT RATINGS.

Radio stations are always ready to make advertisers a deal.

BY MARTIN CASH

Breakfast is prime time on radio — audiences are highest, and that's when stations can earn some real money. When Ron Able and the Morning Crew, or Kevin McGowan and Co. strike the fancy of the morning listening audience, it can have an immediate impact on the revenue of their stations.

But there are no sure things in the Winnipeg radio market these days. When an advertiser must book a certain show to reach a specific market, the station doesn't have to discount the sale. That is a rarity these days.

As retail sales go, so goes radio and retail has been flat for close to two years. Not flat enough to make the industry panic, but enough to start shaking up the status quo in the Winnipeg market.

While the same stations may still be attracting the largest audiences, the margins are decreasing and the competition is getting more interesting.

The battle for first place on the AM band continues to bounce back and forth between CJOB and CKY. In the latest ratings figures published by the BBM Bureau of Measurement, CJOB had the largest cumulative audience with CKY a close second. In the preceding book, for the winter of 1988, the positions were reversed with CKY holding a commanding lead. There is no resting on one's laurels in the Winnipeg radio market.

Gone are the days when a CJOB can meet its sales budget simply by answering the phone. Though OB may capture the largest audience, that margin is diminishing, however not as dramatically as its audience is aging, which can be even more crucial to the marketing department.

Gone are the days when any one station can be assured of the lion's share of any demographic groups at any particular time of the day (with the exception of CJOB's older audience). Consequently, gone also are the days when any one station would automatically receive the largest portion of an advertising campaign. The reality in the Winnipeg radio market today is that no one is going to get 100 per cent of the buy.

The radio market epitomizes, probably as well as any vertical market, the reputation Winnipeg has for being a city of hard working and very conservative consumers. Not only is there fierce competition for rating points there is also a striking similarity in programming, especially on the FM band with three album-oriented or light rock stations. Recent CRTC hearings into a complaint by one FM station against another on a subtle overstepping of the station's license agreement regarding its format is a testimony to the fact.

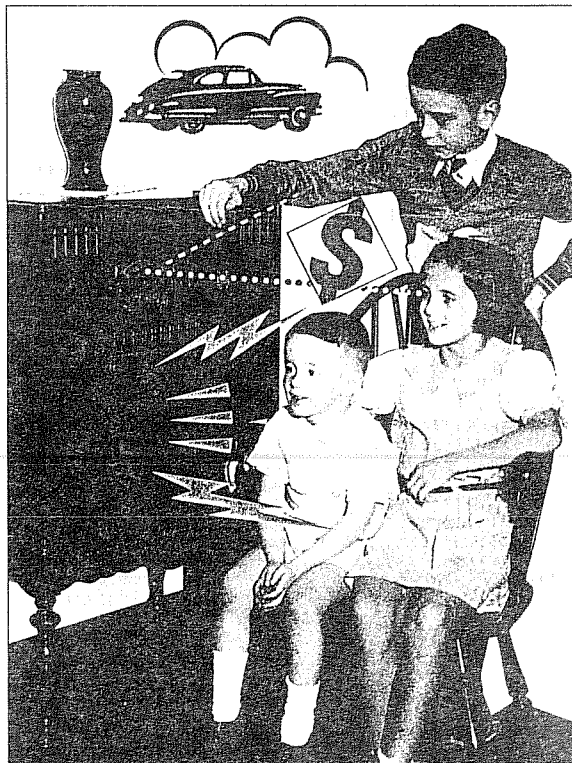


photo: Ewart G. Macpherson

With this perception of sameness and the absence of significant differentials in audience sizes, radio salespeople have to try harder and

be more creative to sell their product. That's why they are always ready to make a deal. Whether it's selling air time during the off season or encouraging an advertiser to book a long term campaign, incentives are a big part of the game — buy one get one free, buy \$2,000, get 15 per cent more free, buy \$8,000 during a slow period and get a trip to the Caribbean. Some radio stations don't even publish a rate card, so seldom is it adhered to.

One of radio's most glamorous, yet least publicized sales incentives is the sales junkets — vacation trips built into the cost of certain packaged buys. Some radio sales executives swear by the revenue-generating powers of the sales junket, others hope to see them disappear.

Sales managers at Winnipeg's radio stations are reluctant to talk specifics about trips, but they exist. Mitch Zalnasky, general sales manager of Winnipeg's CJOB, whose sales trips are legendary, says, "I don't want to position radio (to make people think) that taking advertisers on trips is the way it is sold. Ninety-seven per cent of our business is because we have a great sales team, three per

cent is because of sales promotions."

But it doesn't stop CJOB from running junkets like this summer's day long salmon fishing trip to Campbell River, B.C., where a chartered jet left at 6:30 A.M. and brought the Winnipeg advertisers back home that evening.

There are various ways sales trips are justified from the radio station's point of view. Retailers regularly offer promotions, like a gift with purchase, to get people in the store. Radio salespeople see no difference in their incentives to advertisers.

Sales trips often involve buying a large block of time in the station's slow season or, like 1290-FOX's annual trip to the Grey Cup football game, a large cumulative purchase through the course of the year. FOX's trip is a "top-end" promotion rewarding clients for their patronage, (a minimum of \$24,000 in advertising throughout the year). The trip typically only attracts about five or six advertisers, many who are already comfortably involved with the Winnipeg Blue Bomber Football Club.

Stan Ganno, newly installed general sales manager of Moffat Communications's Radio Sales Group, which also owns CKY and CITI-92 FM, was all set to go off on a trip to Jamaica before hurricane Gilbert hit. The trip was part of a sales promotion at Ganno's former posting at Moffat's Hamilton station, CHAM, the country's largest country music station.

"Sales trip can be tremendous revenue-builders," Ganno says enthusiastically. "They can be very neat or they can be messy."

Neat, as in fun and ultimately profitable, or messy, as in personality clashes that could jeopardize the station's business association with the client.

In marketing such trips, which by most accounts are sold out quickly, potential participants are screened long before anyone is approached. The conditions have to be the same for everybody, even if it means excluding a regular customer who might have just signed a large contract outside the scope of the vacation package.

One of the most alluring marketing features of such trips is that advertisers get the impression they're getting something for nothing. That is not the case. One way or another the station's cost to acquire the trips will be factored into the deal. Usually the radio station will get a discount price to begin with and trade the travel company advertising time instead of paying cash, an arrangement called "contra" in the business.

To qualify for the junket an advertiser usually will have to buy a certain bulk amount of time, usually during an off season, that the station would otherwise have a tough time selling. Advertising agencies are loath to get involved in sales trips and advise clients against them. Ad agency executives will say that sales junkets don't help affect the goal of advertising in the first place — increasing the profile or amount of trade for the advertiser's business.

It's a good point. How will an auto dealership sell more cars when the general manager buys some little listened to or off season air time and then spends a week drinking fancy cocktails on the beach in the Caribbean? However, the dealership is going to get an awful lot of air time in which to advertise its products.

From the radio stations' point of view a vacation junket is an incentive for advertisers to buy January to March or July and August. "It's like a fruit basket," Ganno says. "You

have to put a few grapes and plums in so you can get rid of the apples and oranges."

These exotic fruits come and go, and in the meantime every one of the stations continuously court potential regular advertisers with the apples and oranges. And the market is wide open. Exclusive advertising arrangements with any station are virtually nonexistent in the Winnipeg market. Ad agency media buyers invariably will counsel their clients to split the buy among a number of stations. Kathy Treloar, media buyer for McKim Advertising Ltd., says she gives everybody a chance to get in on a buy. "Then ones that don't come in on schedule (within her client's budget) are given a second chance. One station does not have to be dominant (for the advertiser to get good coverage)."

Radio marketing people can't change the state of the retail industry and make people spend more money, however they can, and do, spruce up programming and create new sales incentives. Subtle shifts in programming might be all that it takes to get a little edge on the competition. A complete overhaul, or re-launch, can mean the difference between an afterthought on a media buy and being a top-of-the-list competitor. Because it's so costly, a station only gets one crack at a re-launch.

CFIX 1290-FOX, formerly CFRW, spent about \$250,000 last year, converting from top-40 to "Favorites of the '60s, '70s and the '80s." The station, owned by the Toronto-based CHUM group, still ranks fourth in total audience size among its AM competitors but it has overtaken two FM stations. It has boosted its audience in the critical 25-34 year-old group and posted the largest increase in total audience between the spring of 1987 and spring 1988 of all AM stations. For the crucial breakfast market of men 18-49, coveted by advertisers, 1290-FOX showed an increase from the spring of 1987 to the spring of 1988 of almost twice as much as the nearest rival, the non-commercial CBC-AM station, CBW.

Bud Harden, sales manager for 1290-FOX, says combined revenue of 1290 and its sister FM station, Q-94, has increased 60 per cent from last year. In some age and sex categories FOX is running neck-and-neck for first place among AM stations and Q-94 has usurped the number one position on FM from CJOB's and CKY's sister FM stations, KJS-FM and Power 92.

That success is even more notable because it was accomplished in an environment of flat retail advertising sales and aggressive competition.

Though every station knows its competitors' rating points and where they stand, there is a surprising attitude of cooperation in the business. Harden has a policy among his sales staff of not attacking the competition,

such is the awareness in the business that the bigger the pie, the larger the slice for each station.

Harden believes there is a lack of appreciation of the sophistication of radio advertising among retailers. He says retailers may be knowledgeable about the actual products they are selling and maybe even how they are made, but not necessarily the best way to sell them. "Retailers may know a lot of about production but often they don't know much about marketing. It is up to the radio salesperson to help them out with that."

With listeners switching the dial among stations that often sound the same, with the exception of country and western station CKRC and its traditionally loyal audience, each station is always looking for an edge to make itself stand out in the crowd. One of the most profitable and least expensive ways for a station to gain such an edge is with contest or giveaway promotions. Most radio stations have their own in-house production and creative departments. They also have a promotion department to create and administer third-party contests.

And all the sales and marketing staffs are always looking out for merchandise that becomes accessible to a station — gratis. An airline, if it were airline tickets, or the manufacturer or distributor of merchandise, would be looking only for profile in return. With a prize like airline tickets, a station will always be able to find a third-party advertiser to sponsor a contest and the station itself will promote it with air time.

With radio so dependent on local retailers, it is in radio's best interest to assist them in any way they can. As CJOB's Mitch Zalnasky says, "There are market influences that we can't control. We're reflective of the retail industry. Radio cannot turn the marketplace around."

And it needs some turning around. Estimates suggest that last year there was only a one-to-two per cent increase in the amount of money advertisers spent on radio in Winnipeg, which is not keeping pace with inflation.

With a competitive market and a continuing flat retail industry, radio stations have to do a little more for their clients. Radio has a steadily declining supply of inventory with the passage of time, but there is, paradoxically, a virtually infinite amount of inventory in the warehouse. Radio broadcasts 24 hours a day, seven days a week.

Decreasing inventory is not a positive phenomenon for radio, especially when it goes unsold. But it helps motivate the stations to change and freshen existing inventory and keep coming up with new reasons for advertisers to buy air time. Ultimately that will mean better sales for the radio stations, a shot in the arm for the retail sector and best of all, more exciting radio for the listeners. ■



560 KSFO
93.3 KYA

300 Broadway
San Francisco, CA 94133
An Affiliate of King Broadcasting Company

THE INTERNATIONAL RADIO CLUB OF AMERICA (IRCA)

The IRCA is a non-profit organization devoted to the hobby of hearing distant stations on the AM Broadcast Band (510 - 1630 kHz). "DX Monitor", the official publication of the IRCA, is published 34 times a year, weekly from October to March, twice in September and April, and monthly from May to August. "DX Monitor" contains members' loggings, articles on radio stations, receiver reviews, technical articles, DX tips, and other material of interest to Broadcast Band DX hobbyists. IRCA is a member of ANARC, the Association of North American Radio Clubs.

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