From the editor...

The frequencies are starting to come alive with the cooler weather of fall already here over much of the country. I've noticed more action from the east and west coasts during the past week. WBAP-820 is fooling around with C-QUAM again; I heard them in full stereo Thursday evening, Oct. 6, but the stereo was off the following Saturday.

Publication... From the Australian Radio DX Club, Inc.: 1987-1988 QSL Review in Retrospect, compiled by Lucio Cococci, 7 IRC's, shipped airmail. Included is information extracted from the 1,926 series collected by the members of ARDXC, including a large cross-section of information from Papua, Indonesia, Pacific, Southeast Asia, and Australia. Address: The ARDXC, Inc. - P. O. Box 227 - Box Hill, Victoria - Australia 3128.

They Joined... Jennifer Day-Elgee, Mississauga, ON; Glenn Russ, K4DTT, North Myrtle Beach, SC; G. Ura, Mastic Beach, NY; Scott Pierce, Endicott, NY; Tim Kriedel, Columbia, MO; Dan Murray, Brampton, ON; and James Hall, Pittsburgh, PA. Welcome to you all, and why not introduce yourself in a Musing, sent to our Musings editor H. T. Adams?

Opinion... Just in case you feel that I was on a strictly personal vendetta in my editorial of September concerning Tom Kneitel's comments in his September comments were one-sided and generally negative, I feel compelled to try to explain them to you. Basically, his quotes are correct. Where he is not correct is in the source of the quotes. According to Mr. Kneitel, the comments he attributed to me came from an open letter to the membership; you well know, this is not true, since you never received such a letter. Instead, he is referring to a letter I sent only to the Board Members (he was on the Board) asking for help in keeping the organization alive. When he returned the "blast" to me that I mentioned last issue, I wrote Mr. Kneitel another letter trying to further explain my intent (which, by the way, was quite innocent). That was probably a mistake on my part (adding fuel to the fire) and the letter was never acknowledged... I have made no response to Mr. Kneitel, nor will I - the hobby does not need another outlet for Mr. Kneitel's venom. Personally, I was very disappointed that Mr. Kneitel, virtually the father of the WPE program and a Board member of GCSS since it began, chose me and our group for his attack. I was also disturbed that he could tell a half-truth in his national publication and I have no way to respond in a timely fashion.

"If you have been a regular reader of Popular Communications for some time, you have most likely noticed the vindictive anti-club attitude that is developing... What with GCSS leaving the scene as it is, I see no good in giving Mr. Kneitel more fuel for his ego fire by responding to his editorial. There is a national move afoot in clubs that cut across the entire spectrum of the hobby, however, to have something done about this developing attitude. Communications clubs and individuals are writing Dick Ross, publisher of Popular Communications, expressing their concern with the anti-club posture and editorial writing in his publication. Additionally, they are sending copies of their letters to the advertisers. The feeling is that a potential punch in the pocketbook might make the publisher take notice. I have seen several petitions calling for a leash to be put on Mr. Kneitel; you may also. There is no doubt that controversy sells magazines -- slander (and half-truths) is another matter."

For those of you who are not familiar with Dr. Cones, he also is quite active in shortwave circles, editing several columns in NASWA's Frendx. No one who knows Dr. Cones would be likely to describe him as a flaming radical, either. And it's unfortunate that the GCSS is going under, although not entirely because of negative comments from Mr. Kneitel. Anyone who has another side of this problem to air is invited to write up a Musing and send it to Herman T. Adams. We'll print any comments from non-members right here on the front page. Fair 'nuff? "DX Time Machine" will return next week; you won't miss a single week from the past, as we were actually about a week ahead, although the issue numbers corresponded. And think Topeka DXCON in 1989; good things are developing rapidly!
GRANTS TO EXISTING FACILITIES

None

APPLICATIONS FROM EXISTING FACILITIES

1120 WTZN TX Tillsonburg: to reduce power to 5000 watts (2500 CH)

1160 WTWP FL Woodville: to Tallahassee, FL, night power to 1000 watts

1470 WBUL KY Shepherdsville: reduce power to 1000 watts, antenna to DI

1590 WRYI KY Crayling: to 1230 kHz with 680/680 kW

APPLICATIONS FOR NEW STATIONS

990 WLVX TX Waco: synchronous XR in Dallas is already operational

1220 CJRL ON Kenora: move to 660 kHz has been DISMISSED

1590 WGRY MI Grayling: to 1230 kHz with 680/680 kW

NEW CALLS:

Old call: New call

WIWZ WEND
WNZK WIWZ

APPLICATION FROM EXISTING FACILITIES

1600 KSSA TX Plano: synchronous XR in Dallas is already operational

1220 CJRL ON Kenora: move to 660 kHz has been DISMISSED

900 ON

DOMESTIC DX DIGEST - EAST

William Hale
2160 Farm To Market Road, Johnson City, NY 13790

1100 WRLD KY Manchester: to 1500 kHz with 5000 kW

3/19...ED: APR 1...

1240 WABY NY BAKFORD...as for...also, for WCTU

1200 WMRS IL CHICAGO...for drop-in: WCTU is now...further...

GRANTS TO EXISTING FACILITIES

720 WPOP MT Great Falls: move to 1210 kHz with 5000 kW

1000 WLYL MN PINE COUNTRY: to 1500 kHz with 5000 kW

1000 WLYD MN WISCONSIN FALLS: to 1500 kHz with 5000 kW

1200 WSGN KY NEWPORT: to 1500 kHz with 5000 kW

3/26...APR 1...

1200 WSGK KY FLORENCE: to 1500 kHz with 5000 kW

3/27...APR 1...

1200 WSGS KY LEADVILLE: to 1500 kHz with 5000 kW

THANKS TO NCCERS Wally Wawro and Kermit Reid for their contributions.

73 and Good DX, Jerry & BKF Jerry Starr & Buffalo K. Foorman

NEW YORK (AP) - Radio City music Hall, home of New York's Metropolitan Opera, is the only location in the nation with a live orchestra and the conducting of Arturo Toscanini.

The Top 50: WNBC - a very big supply of music, voices, and personalities from the past. WNBC went off the air Friday after 56 years of broadcasting that included the first commercial, the comedy of Jack Benny, the broadcast of the last radio show by Grosvenor White, and the conducting of Arturo Toscanini.

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WHBQ-AM abandons news/talk for music
By Tom Walter

Soon after midnight this morning, with Robert Palmer's "Closest Thing to Love" on WHBQ-AM's started playing a British rock station's set list, the 7/26 birthday began. WHBQ-AM's owner, Bob McLean, is also still being contacted about the station.

The new format will be "classical" music. For the next few days, before around 11:30, 2 p.m., WHBQ-AM will be on the air. For the first time, WHBQ-AM could be heard. Garlet said that he would probably make the announcement. Garlet has been at WRBQ-AM's since 1983. "The station's programming was the result of a decision made by the station's owner, Dr. George Waller.

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Travels with Malicky...

bucolic peregrinations and perambulations... by John Malicky

Growing faster than any other area in the northeast US with a metro population of 1.3 million, ranking 33rd in the country, Columbus, Ohio is becom-
ing a city of 800,000 towards the 21st century, home to many corporate
headquarters. With 234 square miles, there's those same traffic reports that
are an important to one's health: "...there's a slight backdrop of 315 southbound
with the I-270/I-71 interchange, at 7:01 on another
bright and sunny morning for Friday, September 4th. That's your traffic update from Set. Bob on 101-WVTV..."

The first stop begins in downtown Columbus on the 12th floor of One
Capital South at the home of the "Voice of the Buckeyes", WVNS-1660/WWF 97.1.
WVNS is "The #1 Sports News, News & Shows" and refers to the "P" in the
family involved. Inside the excellent and modern facility is CE Ron Mo-
roe who speaks "It's a 10-year book" to "it's" Transtar's "Format 61" AC package with WVNS personal.

"Whomever" drives including morning voice Dan Wilson at a digital board. WNS also uses
which I wouldn't call a "Fleet". The big break for the station came 3 years ago
when they won the bidding war from WVTV for the new "Signature Sports Network..."

Ron also does on-site engineering duties whenever the events are aired. Located a few miles east is the 3 tower directional system. On the FM, as mentioned earlier, Carson Radio Service provides ZLZ music.

Both stations run off, "the largest automated system in the country," according
to Ron, with at least 10 reels and 10 carousels. Also in the room is a most ac-
curate, $5 second, Paddock clock. Though Beth, the receptionist, isn't
sure, Ron gives the ad ahead to photograph the gold WVNS Radio Ohio Inc.
title behind her. According to BY, "BNS, WOSO, & my next stop WOL all started in 1922.

WXGT - 92X

1230 WCOL

Awaiting my arrival at WCOL-1230/WXGT-02.3, a few blocks north at South Young St., is another "real guides" in the person of ACE Bill Bobbie.

Inside, on the first floor are offices and the reception area, the second floor is occupied by the studios, and the third contains sales. Previously, WCOL was "TLX, but switched to SMN's Stardust in AM Stereo C-Cam and has had favorable results. The station is one of the first to be converted to stereo and now has 4 production
studios with ICC decks in several. WCOL also carries CBS news and Cleveland Baseball and Indians baseball. In one of the studios is a "friend, a
computer generator, with 4 channels that controls WCOL's equipment, etc. called "ALF". The studio of the "Most Music 92-X" is an Auditorium
board and a headquarters building above the OJs that signals a private line to the main studio. About the area is on more compact disc as Bill remarks, "it's easier to handle."
The 10 year old has naturally become a more competitive FM as the radio is really into promotions.

Currently on the air is "Mike Smith" with Steve Peterson who's hoping to get an opening into a larger market, "possibly Pittsburgh."

Well, I'm just the man to see it." Answering the question of what is the material that lines the walls of the studio (and in most major market studios). Bill is a Sonex
Acoustic Insulation (foam padding in blocks of 3 inch squares and 3 inch pro-
jects from the studio floor and insulates any studio room or soundproof area
or room). It also makes a great Christmas gift!" In another room is a "Studio Scope", described as, "a great AM Stereo receiver."

On the East Broad St. side of the building is a 2 story address, the Western Union is a windowed showroom and former studio facing the street which was long-
time Columbus personality Fred "Spook" Beckman spun his BBS music for years
up until 1986. Outside, only 30 years ago, the city strode with a $10 ticket.

Things are busy at "The Full Service Giant" WVTV-610

WLQ-95.3 a few blocks at 42 East Gay St. Located at 121 East Gay Buckeye Blvd., elevators with stained
glass windows, 20,000 square feet. To the right are the offices. Briefly meeting 6-8 PM "Hit Magazine" host & MD Mike Pete Evans who hands the "tour" button over to PSD Karen Winner. In the latest ratings WVTV rank #3, right behind their #1 AOR FM. Along with AC and local talk, from 8-midnight, WVTV's line-up includes # Columbus personality Bob Comini

from 6-10 AM, Dave Logan 10-2, former WLVN/John Corby 2-6, and Mike. There's also information, "Yellow Bird" traffic updates with Sgt. Bob, "Bud's Wx Watch", ABC newscasts. In both local newscasts including evening reports from WQD Dave Cla-

son. And it shows as WVTV in 1985 was voted by AP as having the "Best Overall
News Operation in Ohio." Also, according to Karen, this year the station won Best News/Sports Coverage in the Operation. In the ownership of "The Best Overall News Operation in Ohio." Also, according to Karen, this year the station won Best News/Sports Coverage in the Operation. In the ownership of "Taft Broadcasting, the stations were in the process of being sold by next month to 3 Taft stockholders under a new title, PMI Inc. in sports, ever-

vehicle rights to the OSU football games and the new "Sportswatch" after each game. Also, WVTV, or now WXYZ under new

venture, still televises all 11 football games. Even reaching home, WVTV's daytime signals are heard on AM 1460 in the West End and 1020 WMCS in the east. All in the OH Public Broadcasting System. 1460 WTVN/WOUB in downtown Columbus for the OSU and "The Best Sports Reporting for Large City." On the FM, classical music, including concerts from the OSU and the Ohio State University, in one of the "JAG" format bowl quiz type shows called "In the Know." In a large garage is the "Video One Van" used for news and OSU sports coverage. Part of the time it's used at the OSU game. The OSU game is 7:000,000 at 7:00 p.m. and the camera is switching earlier, in the stadium's upper left corner, for whom the bell tolls, tolls for thee, evoking many memories of the late football coach "Woody" Hayes and Buckeye football. And as Bill remarks, "the best rides are designed for each station, it's easy to understand why this public broadcaster is so friendly as a warm feeling was felt throughout the staff and towards the visitor.

A few miles north in Upper Arlington

Avenue, surrounded by fairly new townhouses at Dunham Circle finds where Columbus finds its "City Rock's rockin' to "The rhythm of the Cities" on VWXO-1580 and relaxes to "Lite Rock" WVXO-94.7. Immediately over-

when we have the welcome sign in my name posted inside the front door! As Andy Warhol said that we're all famous for 15 minutes in our lifetime, well here's

my moment: It would have been embarrassing if this DXer didn't come, but he's here and so is the name, courtesy of CE John Maricic. Welcoming another name

in the 30's, 50's and 70's, "The Master of the Mix". С 15 WNSO-1420 when WTVN used to sign off daily. All are enthusiastic, especially shirt presen-
ter/FO Kurk Bursch and Keith, as it was Keith's voice: Across the hall is an old AM studio that has been used as a control room. In the graceful and smooth mid-day is mid-day host Keith "KC" Jones. During a break, this guest is presented with a "16-WXO" shirt from "16-XOSW" at the time of "The Mix" and a Polaroid of the AM's "beat senders" or transmitters, a Harris TMW and a backup a 25 year old RCA broadcast model. Standing behind the building is the AM's 2 tower array
along with a backup FM tower. Sunny’s main FM bays are on a 75-foot antenna, along with 6 other stations with 3 of which are FM’s, that was passed while on route 315 and south of WOSU. As for WOSU’s pattern, the 1000 watt day extends into southeast Ohio while the WTVN day, into parts of counties, is almost due south of there. A consultant can protect AM stations, though, if you’re close to each other. Known later as WQO, the FM first began operations in 1946 after being licensed as WPRA-FM. Five years later, they were identified by red call letters on their towers. Since then, WOJO-AM was born in 1986. If that isn’t the only reason, WOJO-AM was operated in a small white building identified by red call letters on the front.

Starting at 10 “Talk of the Town” on WRFD, listenership is stable as it leads to the next city. Anyway. Mr. DeWayne Steward, a friend from Fredericktown, Ohio’s WOJO-AM, 88.3 Fred Schneider, whose show runs from 2 PM to 3/5, which for September is 21 hours. When six to seven, the beat goes on. Two other businesses also exist here, a bank, on the left, and a savings & loan on the right through a walkway. WOJO-AM occupied the whole building. Less than 10 east of the station off a dirt road is their huge 55-foot single guyed tower. About 2 years ago, the tower made big news around here as someone hung, as a Halloween prank, a sunny on it! As the article appeared in DNN, it’s now shown to OM Bill Cardwell, OM Bill DeWayne, and a friend from Fredericktown, Ohio’s WOJO-AM, 88.3 Fred Schneider. That prank occurred at night after the daytime only station signed off, otherwise, it would have been seen.

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A little preface from me before the meat of the thing. KFFA, believe it or not, is a FAMOUS thing in the history of the Blues. Most devoted blues lovers are aware that there are blues guitarists who came from Robert Johnson Lockwood (referred to in this article) is the son of the one and only Robert Johnson, "father of the Delta Blues." Johnson was the subject of two one-man shows in the last years back. Hundreds of musicians who have been known and made many records. All in all, you've quite an all-star collection of musicians playing live every weekday on a little bit of a dusty road in Arkansas. The Delta Blues was Sonny, the best musician. For many years, famous for a while in the '60s/early '70s. A weekly show was called King Biscuit Flour Power Hour or something, in honor of the real thing. The article below appeared in The Atlanta Weekly.

Charlie Patton made his last record in 1934. Seven years later, 75 miles away, the Mississippi River took his life in Helena, Arkansas. KFFA, the first radio station in Helena, Arkansas, had been broadcasting King Biscuit Time in the 1940s. It was the only way across the Mississippi River was on a ferry run by Harold Jenkins, country singer Conway Twitty's father. On most days, when he piloted the boat, he would have his passengers who would appear on King Biscuit Time, perform. Sonny Boy Williamson and Robert Johnson Lockwood. Although many of the King Biscuit Time performers are dead, Sonny Payne, the staff announcer for the show, is still in Helena, working for KFFA.

The station is on the top floor of the five-story Helena National Bank building, the tallest in town. Sonny is short and stout with dark hair only lightly streaked with gray. A native of Helena, he is the great repository of the lore of King Biscuit Time. "In the 30s, people used to look for down to go to the train depot to hear the blues," Sonny says. "Back then we had a streamliner they called it the Helena Special. It went from here to Memphis. We used to go to the depot to watch the train come in and listen to the blues. The musicians would all be down there or on the sidewalk, singing and playing. People would go to Col. Patton's house for paycheck. Back then we had Bull Durham tobacco. We had no idea back then what the blues would become. We thought we were the only ones who enjoyed it."

He used to play in one of the nightclubs that dotted downtown Helena. When KFFA started, he saw an opportunity, and he and another musician went to see Sam Anderson, who owned the Helena Plaza Theater. Anderson liked the music, and he told the two they would need a sponsor. He sent them to Max Moore, owner of Interstate Grocery. "And Max agreed to sponsor them," Sonny Payne says. "He was the owner of King Biscuit Time and he had white cornmeal too. I took a picture of Sonny Boy sitting barefoot on a big sack. And they put that picture on the package and it became Sonny Boy Corn Meal."

The station was on the air Monday through Friday from noon until 12:30. "We had some of the highest class people in society in Phillips County listening to King Biscuit Time," Sonny Payne says. "We used to have pretty good money by then, Sonny Payne was a dead man. I asked him what he was doing. He said, 'I'm going to live upstairs over the Dreamland Cafe. Eight years later he was dead.'"

But he wasn't the only one. Like that. And he what it's like on top and he's on the bottom. It just breaks his spirit. He came up to the station and he stood and looked me in the eye and I knew he was a dead man. I asked him what he was doing, and he said, 'Ah, Sonny, I'm tired. I got everybody paid off. I owe Mister Sam five dollars and I'm gonna pay him right now. But he never did. I really can't say, 'Only God knows when you're gonna die.' And he looked at me with those big eyes and said, 'I know too.' He went to live upstairs over the Dreamland Cafe. Eight months later he was dead."

King Biscuit Time went off the air in 1982, when Interstate Grocery closed, and for its last few years the show had only limped along. "The musicians stuck it out. But the clubs started the nightclubs started shutting down. A lot of them were frustrated because they couldn't make a living. So they drifted off to Memphis and up north. Robert Johnson's been gone twenty-two, twenty-five years."

And he's working for some farmer in Elaine. Houston Stackhouse died, and his son works out here at the country club. About $250 a week, and he was drinking about a bottle of whiskey a week. He didn't want to play the blues, didn't want to capitalize on it. At the end, we were just playing records. There weren't any people to play. There was nothing left to make it interesting anymore."

**Found! The Immediate Cause of AM Band Apparent Frequency Deviations**

R.F. Cole 9-1-32

(c) 1932 NRC, National Radio Club, Inc.

After reading more than a half dozen scientific reports, most by Russian or Japanese scientists, concerning the recording of radio signals and ground effects, correlation of these to earthquakes, and conducting the following test, it finally became clear as to the immediate cause and operation of apparent frequency deviations.

Scientists have recorded radio frequency emissions from 1.5 KHz to 1.6 KHz (1600 KHz) at least 30 minutes prior to quakes, and electrical ground currents from a few microvolts up to "tens of hundreds of volts per meter" (this is not a misprint). However, using the technique of "singing frequency song," the attempt of RF recording has made just prior to quake with an epicenter 300 miles deep, according to seismographs. This is not yet understood.

The following test was made at a local station on 1220 KHz showed an apparent deviation of 8 KHz, to 1228, on accurate dials on two separate brands of receivers.

The station was tuned very exactly. A variable frequency oscillator was set up nearby, but not connected to the receiver. Its signal was then rerouted at the station's signal. The VFO was connected to a new state-of-the-art, borrowed, frequency meter, and which then gave a deviation of 1220 KHz, and for it was a new state-of-the-art, borrowed, frequency meter, and which then gave a deviation of 1220 KHz, and for five months was put into operation of apparent frequency deviations. Another consideration is that it is possible that there are many "pockets" of quartz under pressure in the ground that have been fruitless, apparently because...
Spanish radio enjoying better play by advertisers

By Rodgerick Gary

**It was an ad.** Ernesto Portillo was not likely to forget.

Portillo was trying to sell advertising on a Spanish-language radio station, and businesses were not coming in. "One man, a financial institution, 25 years ago told me outright, 'You people don't have money.'"

"Do you think I'm going to forget that? I'll sell you what he said to me today. He's saying my language," Portillo said.

Like the invisible signals that carry it, the power of language is under-estimated everywhere, the advertising potential of radio stations that address the growing Hispanic population in Las Vegas has come to the attention of Nevada's retailers — from MediaMax at the Speedway to Off-Premise.

According to the Radio Advertising Bureau, radio ad revenues are expected to reach almost $2 billion this year. The advertising dollars available to Spanish radio are well above $100 million annually.

"Although that may sound like a very small percentage of the total revenues, consider that of the 5,000 radio stations competing for that $1 billion, only about 200 include 11 hours or more of weekly Hispanic programming.

In Tucson, there are 34 general market stations — those that broadcast primarily in English. There are three Spanish-language stations: KQTL and KXEW at AM, and KOMG on FM.

National advertisers have learned that there is buying power among Hispanic listeners and they are working — and paying — to get it.

"Big advertisers have bigger battles to fight," said Portillo, owner and general manager of KQTL. "If they can increase 2, 3, 4 percent in the national share of their product, they're really cutting into the market.

"To order to gain that 1 or 2 or 3 percent they would have to spend millions of dollars in the general advertising media. There are companies that realized many years ago that with a million dollars' worth of advertising in the Hispanic media, they could increase 1 or 2 or 3 percent in their national volume — and you're talking millions.

KQTL's KQTL station is an example of the change in attitude. Started in 1965, "from the ground up" KQTL's growth has exceeded the norm. One in industry where the rule of thumb is three to five years before a station begins showing a profit, Portillo said he began operating in the black last November — after only two years on the air.

While he would not reveal just how financially sound the station has become, one indicator is the number of commercial minutes KQTL broadcasts. The Federal Communications Commission allows 18 minutes of commercials in any one hour. Portillo says that KQTL has been at the limit on several occasions.

"It's a very nice problem," concedes the owner, adding that too many commercials can turn off listeners. "When I hear too much commercial matter, I don't like it. I listen, but I don't.

Frank Lazarus, president of Clear Broadcasting, which owns KXEW and KOMG, said he has also noticed a changing attitude among advertisers.

"When we first look over the station we used to go ask retailers: 'Would you please advertise on the station?'

Lazarus and Jerrald Lyons bought KXEW in 1981. They paid $1.27 million to a group of investors headed by Portillo, who was KXEW station manager at the time.

In 1985, they bought a second station, KOFO-PM, changed the call letters to KXEW, and the format to Spanish adult contemporary.

Today, Lazarus' sales staff manager has begun advertising.

"Our approach now is: You have to advertise on the station, this is 20 percent of the market. You can't afford to miss the segment of the market," Lippman.

While Lazarus — like Portillo — was unwilling to reveal revenue figures for his two stations, he said both "are very profitable.

What advertisers are picking up is the growing consumer power of Hispanics and the realization that the best way to tap that power is through the native language, the language of the heart," said Chris Nevil, west coast sales manager for Caballero Spanish Media, Inc.

"As things get more competitive, companies can't afford to ignore an entire market segment," Nevil said.

Caballero has been representing Spanish-language radio stations to national advertisers for more than 20 years. The company doesn't handle any other medium and works solely with Spanish-language stations. Tucson's KQTL radio is one of Caballero's clients.

Although Nevil has only been in the business for eight years, he said he is familiar with the battle stories.

"In some markets there is tremendous provinciality on the part of retailers," he said. "By default they've won a certain amount of the Hispanic dollar, and they live by the idiom that 'If you see one doing it, advertising on Spanish radio, no one else.'"

"But not all of them.

"Almost universally it's changing," said Nevil. "Some of the old guard is falling and some of the attitudes are changing.

Before buying KXEW, Lazarus operated a department store chain in Cincinnati. He said he considered selling Spanish radio "like selling another widget."

"Some (advertisers) were just a little more apprehensive than others. It took just a little more selling to show them, to prove to them that we could do as much for them as their Anglo advertising," said Lazarus, who is an Anglo.

"You can't afford to miss this segment of the market. Where Hispanics were thought of before as only buying second-hand cars and eating at McDonalds, proportionally they're buying a lot of new cars and imports," he said.

Adds Portillo: "I have been told in no uncertain terms, 'No, I don't want to advertise. The clientele that I would be deriving from your audience doesn't have purchasing power.' I have been told that many times.

Goldeneagle Distributors, which handles Budweiser and other Anheuser-Busch products locally, does a lot of Spanish advertising for a very simple reason — it seems to work, said Dan Nunn, assistant vice president for marketing at Goldeneagle.

"Basically, Hispanics prefer to be advertised to in their native tongue, and we recognize that fact," Nunn said.

One-quarter of the company's radio advertising budget goes into Spanish broadcasting. The return, according to Nunn's research statistics, is impressive. Goldeneagle claims 80 percent of the Hispanic market in Tucson. That helps them control about half of the total Tucson market, Nunn said.

"That's a key factor to being the top one in the (Tucson) market," Nunn said. And since the Hispanic population is expected to grow more than any other ethnic group by the year 2000, its importance will grow, he said.

"Any business that is not aware of the fact that its a major market is going to be in a serious world of hurt later on," Nunn said.

The Arizona Daily Star

Tucson, Sunday, May 22, 1988

via Barry S. Finkel
The Man History Overheard
by HARRY GELLER

In Life's current biennial issue on the AC's 600th birthday celebration, that is, in fact, diverse discussion. Wireless telephone is ship-to-shore radio, the walkie-talkie, the cell phone, the automotive system, the television, theater, etc. This includes, of course, the Marconi's 600th birthday celebration, that is, in fact, diverse discussion. Wireless telephone is ship-to-shore radio, the walkie-talkie, the cell phone, the automotive system, the television, theater, etc. This includes, of course, the Marconi's 600th birthday celebration.

The act of broadcasting is a bizarre radio opera saga, a laconic form of mass communication, ephemeral entertainment, derived from the radio that was celebrated the anniversary of Marconi's 600th birthday.

Marconi's name is linked with the Shubert's by Trumbull, who wrote a book called The World's Progress, published in 1905. "Of the many successful experiments of the Marconi Company, wireless telegraphy was one of the most important and far-reaching inventions. When Marconi was awarded the Nobel Prize for physics in 1909, it was in recognition of his contributions to the field of wireless telegraphy. The prize was intended to honor individuals who had made outstanding contributions to science and technology. In 1906, Marconi was awarded the prize for his work in wireless telegraphy. He was the first person to transmit wireless telegraphy signals across the English Channel.

This circuit, which was the forerunner of modern television, was called the Marconi's Channel. It was the first circuit that was able to transmit signals across the English Channel.

Marconi's Channel was able to transmit signals between London and Paris, a distance of 200 miles. This was a significant achievement at the time, as it was considered impossible to transmit signals over such a long distance.

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Deal OK'd For Hollis's New Station.

WGST-AM Would Move To 640 Spot on the Dial.

By E. Eric Elle

JCJ Communications Inc., owner of Atlanta's WGST-AM, said Monday that the Federal Communications Commission approved the sale to Alden Michael Hollis.

The deal, which was approved by the FCC, will move WGST-AM's call letters to WQXJ.

The station, which currently airs a classic rock format, will move its frequency to 640 kHz.

The sale is expected to be completed by the end of the month.

Hollis, the new owner, said he plans to bring in new programming and a fresh new look to the station.

He said he hopes to have the station on the air within the next few weeks.

The FCC's approval of the sale is a significant milestone for Hollis and his team.

They have been working on the deal for several months and have encountered a number of challenges along the way.

But Hollis said he is confident that the station will be successful and that it will bring something new and exciting to the Atlanta radio scene.

"This is a big win for us," Hollis said.

"We've been working hard on this for a long time, and it's great to finally see it come to fruition."
BILL HARDY - 2301 Pacific Ave. - Aberdeen, Wash. 98520
Nancy, Billy, and I took our 1988 vacation in Banff, Alberta again. Even though Nancy and I have been there seven times in nine years, we got to DX in several new locations as well as check out several of our favorite TIS's. We headed out Sat. 23 Sept 1988, and south of Seattle 10am Pacific time we tuned the K52XO ex-local on 5200m ex-lookout Morse code. We wondered if this would interfere with the five area TIS on 530, but the closest one Seattle-Tacoma Airport, had a solid open carrier, so we went on and passed the car radio...and the IBM-Lot's TIS. An interchange, while the nearest 530's at the north junction of 1-5 and I-405 had an advisory for southbound I-405 motorists, and underneath was a different message, probably along I-405. 1460 in Bellevue was still on 1300, still on historic channel 107.1, the AM broadcast band, absorbing most AM signals and the valleys shake most FM. No wonder it's the birthplace of the 107.1MHz relay transmitter (LPR)!

Mon 25 July 1988 - nothing new in the Okanagan Valley. Did notice CKX-580 and its three relays using the slogan "The Network and Network Radio" more than "Columbia-Shuswap Network" which is still used occasionally. Some hard rock in the evening, then switched to radio news and nostalgia. KDUF-1260 and "Night Shift" on 1440...a few after midnight.

Tue 26 July 1988 - arrived in Lake Louise, Alberta (mountain time zone). Not too AM, mostly weak Calgary signals. Too far from Banff to get 1340.

Wed 27 July 1988 - passing by Banff, 10am noticed CFRV-1340 and KFRV-1450 have switched from 100% country to mostly adon music with about 25% punks and country, dropping to the valley. The amazing thing to me is that they seem to be on the air all day. After 7pm they relay CFAC-960 which is still 100% country. Stayed two nights in Canaarkick County just south of where the Winter Olympics alpine events were held. The following morning we noticed the townsite TIS (French 1235, English 1940) running a radio drama about the history. This coincided with Billy's bedtime so I couldn't get more details.

Tues 2 August 1988 - Leaving Banff for B.C., at Castle Junction (Highway 1), country became in English saying "Tune 1490" and in French saying "Syntonisez 1490," both on open carrier, quite amiable, CFAM Hot Springs, BC, 1:30 to 2:30pm listened to CKTR-870 relaying CKXR-580, "The Hits are right here in the Hot Springs" on 1470, the 107.1MHz broadcast band originally "Invermere-Windermere," is now "Invermere-Hot Springs." CKOM sells ads for that area plus Golden and Revelstoke as well as Salmon Arm and the Shuswap, but the phone line audio is annoying; I lived there I'd prefer the FM translator for CJAY Calgary! Stayed at Wasa Lake just north of Cranbrook, where only three AM's are audible: Local CKCF-570, CFPR-660 CKGL-980 heard on 500kHz 5800K OPI-1180; in most areas near Kelispell the reverse is true!

Wed. 3 August 1988 - Returned to the U.S. (and Pacific time), finding KKNV-1080 Idaho has added only two stations in Spokane. Only two days there are using night power - KJKL-630 which 100% simulcasts adon "Longar Listening 96 Apple FM" (heard earlier in a Cranbrook supermarket via cable), and "KRTN-1050 KQI, Voki," adult contemporary, 1260 KQI-1180 off by 9pm not even using PSIA. KGRK-1380 has been dark for years, and I'm surprised that the FCC hasn't made them forfeit their license, as they did with KKFL-1380 earlier this year, plus some of the R.F. also qualifying for their license, operating 10am to 10pm. AM 615pm they played 1960's rock, but at 91:25 they had big-band and nostalgia. Someone reported the station played "The High Fidels," a group I was a member of not so long ago. "No thanks," I thought, and turned it off. At 7:37 KKNV-970, ex-KRMT-KJZU (and assigned KHNT recently but nobody had reported them with those calls), with frequent "True County" and others, must be good music. Must be good music. The only R.F. in town is its FM KDKR. One of the few places I saw outside with the G.E. portable antennas. Stayed a few more nights. Lots of weak AM's like KGO-1180, CBM-1010, KBX-1570, and others sounding local.

Thurs. 4 August 1988 - 10:01am leaving Spokane, caught the live sign-on of KXO-1550, so yes, they're still offering a big morning drive time, doing the minimum 10am-10pm schedule. Sign on mentioned some man in Seattle as owner, I presume the bankuptcy trustee. 3:40pm noted the TIS at Naches (west of Yakima) is active again on 1410. In the early 1980's this was semiregular, but in 1986 for try so far. I logged the call into KXMA, but I see...
Bob Harrison - 166 Renner Avenue - Union, Nj 07083-8839
I spent the other afternoon dial-twisting, not on the Superadio, but on a microfilm machine at Alexander Library on the New Brunswick campus of Rutgers University. You see, I was burning with curiosity about whatever happened to some old stations that were listed in an August, 1923 issue of the "Newark News" and "Newark News" and got a pretty good, though incomplete, picture of the evolution of the New York area radio dial. Here's what I came up with:

First, the survivors. WOR and WMCA remain on the air today. The 1928 WABC is today's WCBS, while the old WJZ is now WCBS. WABC is the grandfather of WJZ ("was WJZ in the 60's"). WMCA is the original WMJX. This one, incidentally, was originally called WWMX.

Next, the losers. WPGH was assigned to 610 kc in Nov. '28, but didn't last beyond the early 30's. By 1934, WNYC had taken over the frequency. WOR and WMCA share a time-arrangement with WABC on 1250 kc, but disappeared within a couple of years. WABC didn't much hear in its share-time arrangement with WNYC and WMCA on 1350 kc. By the fall of '34 this frequency was being shared by WABC and WAVX, an arrangement that was to endure for over five decades. Does anyone happen to know if WAVX or WMCA was the original WAVX?

The final "loser" is WMJC, Union City. No further listing on them would be found; they probably didn't survive the Nov. '28 frequency allocations.

The remaining stations present a more complicated picture. WNYC and WMCA, sharing time on 1250 kc, appear to have evolved into WMCA and WABC respectively. WABC started life as WMJC-1250 and WABC-1250,
Hello fellow DXers. Another summer has drawn to a close with our first frost of season this AM Sept 23rd. DX conditions are slowly starting to improve. Three weeks back I was turning up at the top of the band (1610-20) in hopes of something from down-under, using a new 50 longwire. It was about 0430 during one of those early morning hours which I could not get back to sleep. Picked up a very weak female voice drifting in and out on 1610. I was hoping it might be somebody from Australia, but the accent wasn’t there. Just plain old Yankee twang. I heard mention of Magnac Mountains and Alaska Railroad. The voice was repeating traveller’s info and advisories. Finally the signal improved enough for me to realize it was a TIS for Churchill State Park, just outside Anchorage.

Last week I was in Anchorage for the day and decided to drive the 15 miles south to check out this set-up. Sure enough, at the Alaska Railroad Museum on Potter Marsh along the Seward Highway, there was the TIS. A small 10 foot mast mounted on a fencepost with a small box attached. No markings or info on it. But I asked around about it with the museum receptionist, but she knew nothing. To my surprise there was absolutely nothing posted along the highway about it, nor was there any info in the museum on it. Judging from the strength of signal in proximity to transmitter on highway, I would estimate power of 2-3 kilowatts. Still not bad to get here at 276 miles from Kodiak. They haven’t heard since here this DX season. Never did give any calls.

Other Alaska news on the AM front KSKD-870 from McGrath is now 10KW as of 31 July. Anchorage now has a STARDUST Nostalgia/big band station ex KASH-1080 is now KSKD, although refers to itself most of the time only as “KSD-AM 1080” using legal calls KJSD on hour. Satellite fed, but sounds quite good. KSDP-840 was granted power hike from 250 W to 1000 W but has not increased power yet. Probably not until next year. That’s all for now.

Burton Zack - 277 8th Street - Providence, RI 02906

I have not mused for awhile, so here’s a re-intro. I am 33, single, and an accountant for a CPA firm in nearby Taunton, MA., home of WPEP-1570. I intend to do a station profile soon on this interesting small market station. An unusual feature of this station is the pole sign that is broadcast several times daily. WPEP’s nighttime signal is notably lacking in pep. Last night I heard that it can be heard easily only within 25 mile radius of the center of town and fades out almost completely after 6 miles. The DJ was playing some great old Beatles and Stone, but I wonder whether it was the only, just listening. The station in Providence. Recent catches here include WNAX-730 Natilcote, PA., WMXN-970 Florence, SC and WMT-620 Burlington, VT. More as it happens.

Many countries operate summertime or daylight saving time (DST) and therefor the variance in time is to cut some radio interference. This is particularly true around the equinox periods when countries advance or retard their clocks. This usually means that local broadcast stations shut off and sign off GMT with local time relative to GMT. However different countries adjust clocks on different dates and during the rolling transition period it may be possible to hear stations normally obscured by interference.

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On the above dates, countries in the Northern hemisphere, ending DST, will advance their clocks 1 hour whilst those south of the Equator, starting DST, will advance their clocks by the same amount. For example, in June there is 4 hour difference between Brazil and the UK whilst after October the difference is only 2 hours. In Canada, USA, Greenland, Mexico & Australia are regions which do not adopt DST. All countries make an adjustment of 1 hour except the Cook Islands which shift by 30 minutes.

Normally the clocks on the Continent run one hour ahead of those in Britain but because the two areas change from summer to winter time on different dates there is a period during most of October when no difference exists. During this transition period European stations run at roughly the same time as DX stations rather than an hour earlier which is more usual. The keen DXer will realise that there will be less interference than usual between the European DX bands and DX stations, particularly at breakfast and mid-morning hours. As an illustration, R. Luxembourg is a good example. This station is so strong that it blocks any DX on the same frequency but, each night it is silent between the end of the programmes and the start of the German morning programmes, resulting in a short DX window. Normally this window lasts for 20 minutes during which the channel is occupied by Saudi Arabia. But in October the period extends to 1:2 hours and for part of this time Saudi Arabia is also off air. By exploiting such factors, it is possible to catch stations on 1440 kHz like WGGT, WRRO and WFTO from the USA.