From the editor ...

Chris Cuomo's predictions on format futures (p. 8) arrived at the same time as the announcement of a number of station format changes plus news of the Winners' News Network (p. 14), another motivational programming enterprise. Programming an AM station nowadays is not quite the same as it was when I started in radio in 1965. You can take the easy route and just plug in to the bird or simulcast your FM and drop local ID's in at legal intervals ... block-program religion and cash your checks every week ... try to keep up with the FM'ers with a music format, most likely some form of oldies or country ... or you can be a little more daring and actually attempt to serve your community with programming that matters to people: news, weather, bulletin boards, lost pets, live DJ's, and a format planned in the best interests of your listeners, as do locals WIBW-580, WDAF-610, and also others who have an electronic monopoly in small towns. I'd be willing to bet that few AM'ers who program Ig, rather than at all, their audience are in financial trouble ... if you know of any, feel free to write (to Musings) and tell why.

Speaking of Musings, Mike'n'Sue are sitting politely at their keyboards, eagerly awaiting your contributions. There's no need to wait for an engraved invitation before you Muse. Frankly, the turnout the past two issues has been dismal. Why not take ten minutes right now to send in a Muse? Give the rest of us a poised at their engraved invitation before you Muse. Frankly, if you know of any, feel free to write (to Musings) and tell why.

DX Time Machine

Twelve-five years ago ... from the February 29, 1964 issue: Harold S. Williams, Seymour, CT renewed his 15th year and reported on 2-17 XERF in plus KCKW-1480 Jena, LA. Harold also asked for the mailing address of R. Americas-1 160 Sa's SA's 48-pager: DDXD editor Ray Aruda wondered what happened to Captain Glitz. Gerry Thomas and Charlie Barfield reviewed the GE Superadio ... Dave Yocie, Fairfield, CT bagged KRRN-880 on 2-12 and pieces of the KQNW-1530 test ... and Wayne Heines, Colorado Springs, CO found time to DX while he was off work with "(suit) riffs, hearing such DX as WBO-1150 and WJTH-900.

THE WORLD'S OLDEST AND LARGEST ALL MEDIUM-WAVE DX CLUB

From the pages of DX News

Topeka DXCon '89 ... It's not too early to reserve September 1-3 for your convention plans. And feel free to send suggestions for the program.
NEW MEDIUM WAVE rambles

I received a report from Ollie Alm from Harssand, Sweden with a partial list of North American frequencies heard from Scandinavia during Erlo's winter season. The list included all the Graveyard frequencies. and lots of states too small to put up that many.

We also heard Olle's KSYC DXpedition in Greenland. DXing appeared at the end of this column. Please note that the

Your Grace

loggings were not all made by Olle. Thanks to him for sharing this with us.

We may have noted that a lot of non-ID flavored Fritos Corn Chips. Silk Greenhouse and gardens were

had it work! (RJT-NC)

for Wall Street

for about 20 minutes. (GU-NY)

for about 20 minutes. (GU-NY)

with Temple vs Duquene; thought I had a good signal from WLSH, until I heard the ID! (TF-CT)

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with Temple vs Duquene; thought I had a good signal from WLSH, until I heard the ID! (TF-CT)
Next few DX-Week deadlines are March 11, April 8, May 13 and June 10. Please report!

**SPECIAL**

1410 KENP OR PARKING - According to the Rand McNally map of Metro Portland, this is a small community on S-Swiss US 30, off Interstate 205, about two miles SE of Portland International Airport (PKX), to answer Bill Hardy's question. (BE-CA)

MIDDAY TO MIDNIGHT

940 KNNX NM LAS VEGAS - 1/25 1919 RE/SS $off annel, after relig., messages in Spanish (BE-CA)

1470 KSRM CO ESTES PARK - 1/25 1900 $off, 1000w. Fair. (BE-CA)

1260 KSB IA CORTON - 2/3 1900 $off, owned by Creston Radio, Inc., invite to tune KITR-FM 101.7, Fair with KXIR-150P s/b to partially null, New, IA 284. (BE-CA)

1540 KQXI CO ARVADA - 2/24 1945 s/off after relig. s/b. (BE-CA)

MIDNIGHT TO MIDDAY

550 KQRS MV MELBOURNE - 2/10 0024 (US) news, weather, ad for Walton Ford Tractors in Big Spring. Fair with KJZU-560 $off. (BE-CA)

730 KURL MT BILLINGS - 2/9 0024 $off fair in QRM. (BE-CA)

997 KUOA IN DUNSTAN PRD - R&B music with DJ "Jumpin'Jim" 2/9 0025. Repetitive s/o "Soul 73" and "Not the same songs over and over." Good on peaks, not heard at night. Now CP or increased power by 2/9 0025. (BE-CA)

760 KJIM CO THORNTON - 2/4 0000 quick $off annel. (BE-CA)

960 KBAT TX SAN ANTONIO - 1/30 0106 $off with KYX-9500 splatter. (BE-CA)

1010 KPSL CA THOUSAND PALMS - 2/6 0304 tent. the one with $off for the finest in classical music...KPSL (7)." Garbled, so not officially counting it yet. Mixing with KQX with CP $off, in WY. (BE-CA)

1001 KSKY VA CALIFORNIA - 2/10 0028 "O Canada," $off annel., news. (BE-CA)

1030 KWTQ WI CASPER - 2/6 0200 $off, long choral FA by woman. (BE-CA)

1260 WAKR OH CLEVELAND - 2/6 0200 contest promo, "PM 99.5." Not real regular this far west. (BE-CA)

1280 KSTC CO STEPPING - 2/6 0106 $off by man in QRM. (BE-CA)

1290 KNEU NE ROSEVILLE - 2/10 0100 $off. (BE-CA)

1260 KYES NM SANTA FE - 1/30 0129 $off. (BE-CA)

1390 KISR CO GLOUCESTER - 1/7 0901 $off following HN program. (BE-CA)

1400 KRLN CO CANON CITY - 1/9 0157 $off in QRM. (BE-CA)

1420 WOC IA DAVENPORT - 2/6 0417 SA's, "WOC 14") IDO. (BE-CA)

1430 KLU OT GLENDALE - 2/6 0352 lite pop oldies/KLJ stuff, KLO Birthday Club promo; 0600 ID as "KLO Glen-Dale Lake City," then ABC News. Good with local KEIZ off. (BE-CA)

1540 KQRE IA GREELEY - 2/6 0600 $off, barely audible over jambo. (BE-CA)

1530 KEVT OK WAGONER - 2/7 0705 $on, "The station you've been waiting for...Good music," $off. (BE-CA)

1560 KUCC OK CHICKASHA - 2/7 0701 $off, Fair. (BE-CA)

REPORTERS

DK-CA/Eric Bueneeman, Woodstock, GA
DK/OJ/John Wilkins, Wheat Ridge, CO/R-1000, 23-foot box loop

### NRC AM Radio Log

The most up-to-date listing of domestic MW stations available, anywhere! 200 pages, three-hole punched.$19.95 each, to U.S. NRC members; $23.95 Canadian NRC members; others write.

Send orders to Publications Center

#### Domestic DX Digest - West

Dx Catchs in the Western U.S. and Canada, with 24-hr. ELT

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**WNRC Scooped Airchecks - from the 1988 Convention**

Recorded at the 1988 WNRC convention in Milwaukee while the FM station was on the air for the weekend, the set of four C-90 tapes is available from the WNRC Convention Office for $9.95. Featured are John Bowker, Joe Sorenson, Phil Wayne, and Bob Walker with their unique approach to broadcasting! Jingles and selections from the shows are included in the tapes, which are housed in their own book-like holder for storage.

Check 50-95 in check or money order to the WNRC Program Center - P. O. Box 164 - Mansfield, NY 14848, and be the first on YOUR block to own the complete set!
And since, unbelievably, we are not swamped with contributions this time it looks as if I will be able to squeeze in Jim Renfrew's 540 MEXICO XEWA Tampa with his Sony 590 CUBA R. Rebelde frequencies marked with 730 CUBA R. Progreso 1170 CUBA R. Cadena Habana.

760 NETHERLANDS ANTILLES TWR 1140 CUBA R. Cadena Habana
780 NICARAGUA LV de Nicaragua
810 CUBA R. Rebelde 980 COSTA RICA R. Ranchera
610 CUBAR. Reloj 830 CUBA R. Taino
660 CUBA R. Progreso 930 CUBA R. Reloj
680 HONDURAS HRN
765 UNID probably El Salvador
780 CUBA R. Rebelde
1090 CUBA R. Guama
690 CUBA R. Progreso
920 CUBA R. Reloj
660 CUBA R. Progreso
930 CUBA R. Reloj
590* CUBA R. Rebelde
1170 CUBA R. Cadena Habana
810* CUBA R. Rebelde
1170 CUBA R. Cadena Habana
820** CUBA R. Progreso
1170 COLOMBIA Caracol

Hi Folks,

I would like to take the time to thank all who took part in the scheduled DX test on 1/2/89 at 0100-0130 E.S.T. Based upon the response I received both over the phone and in letters from the great group of DXers that make up the NBCC, the test was an astounding success. Let me tell you that it was like the realization of a lifelong dream. It is indeed a thrill to receive letters from other parts of the country having people request a verification of the reception of your radio station. I hope that other people who have the chance to hear us sometime send in a reception report. I will be glad to verify each and every one of them.

We received reports from Rob Vance (VA), Bob Harrison (NJ), Kermit Geary (PA) - who by the way was nice enough to send me a copy of a WBET verification he received back in 1946 while we were operating on 990 kc with 250 watts (Thanks Kermit), Ray Arruda (MA), Kon Romstad (MI), Hank Holbrook (MD), Rob Tiara (NC), Joe Pela (NJ), Pat Hartlage (KY), Charlie Spellman (MD), Tom Laskowski (IN), Charlie Rader (NY), Eric Bueneman (GA), Laura McCusker (NY) - right in WKNX's back yard (Thanks Laura II), Tom Janinski (IL), Barry Pinkel (IL), John Spruill (NC) and finally we received a note of thanks from Bernard Huesemer (W) - he was unable to participate in the DX test but did write to show his appreciation (a true gentleman, thanks Bernard II). Many thanks to those of you who received verifications and sent us a letter of thanks. It was a pleasure to be able to do this service to all of you fellow DXers. Maybe we'll do it again next January 11! I hope I did not forget any names above all. I hope to send a Phoenix, Arizona bandscan in the next few weeks.

Some of the stations I received were a big surprise to me, especially those I received in stereo. 73's and the best of DX to all.

Sincerely,

Peter Q. George, Station Engineer
WBET/WCAV-FM, Brockton, Massachusetts
Format Futures ... by Chris Cuomo

Although it may seem early, I am going to make my predictions as to what will happen with each of the formats listed in the AM LOG in the 1990s. The percentage indicates the predicted gain or loss over the current number of stations with that format.

AC - Adult Contemporary - As the Baby Boomers age over the next decade, I think this format will grow. People are getting tired of heavy metal and Top 40 and should be tuning in here. Prediction: +5%

AOR - Album Rock - This format's listening audience of mostly high school and college students are not listening to AM. Prediction: -24% A recent offspring of AOR is Classic Rock, which is '60s and '70s AOR, unlike true AOR which is mostly modern. Classic Rock stations will not play modern AOR as it is often described as "headbanging heavy metal". By 1999, much of this Classic Rock will be thirty years old and its audience will probably be tuning to something else.

B/UC - Urban Contemporary - Because of this format's wide diversity, look for it to expand greatly in the '90s. Conceivably, three "B:" stations could exist in the same market if one plays K&B, another plays current should hits, and a third plays rap. Prediction: +10%

BB/MYL/NOS - Big Bands - This format is probably on its last legs. No new music of the format is being made and it has shown almost no ability to attract new listeners. By the end of the decade this music will be perhaps too old. Prediction: -50%

CLA - Classical - It has been a surprise success on AM so far. Watch for this to continue. The idea of none of those infernal pledge breaks will attract people. Prediction: +75%

C&W - Country - In the '70s, the '50s were the good old days. Now it's the '60s. If the trend continues, the '70s will be the '90s' good old days, which is good news for C&W as it became very popular in the mid '70s. There is already a glut of C&W stations so I don't think this format will grow much. Prediction: +5%

CHR - Top 40 - Many people are getting tired of today's Top 40, with all its heavy metal and shabby remakes. Don't look for much to change in ten years. Prediction: -8%

EZL - Easy Listening - This format should increase as the Baby Boomers age. On the other hand, many listeners are turned off by the large numbers of watered-down versions of Top 40 records being played as EZL. I don't think this will hurt the format much though. Prediction: +5%

ETH/S - Ethnic - With increasing Hispanic immigration and this format's wide diversity, it will go through the roof in the '90s. Prediction: +85%

GOS/REL - Religious - There are already too many REL stations. Some cities have seven or more. Some are going to have to go. Prediction: -10%

JAZZ - Jazz - Jazz is showing increased popularity with young people and in my opinion sounds very good on AM. Prediction: +40%

NWS/TLK - News and Talk - As one of the few formats that AM has and FM doesn't, this format will have to grow in the '90s. Prediction: +90%

OLDIES - This format is constantly changing. Ten years ago, a lot of '50s music was being played. Now there is hardly any. The same thing will probably happen to '60s music in the '90s. Satellite feeds are cheap and will probably make up for the loss of audience that I expect will happen. Prediction: -3%

VAR - Variety - It's perfect for small towns. It will grow and further clutter the band in the process. Prediction: +18%

Newcomers - Because these new formats' small numbers of stations, percentages can not be of much value here.

Sports - Definitely the best of the new formats. Being so diverse, more than one can survive in a city. Perhaps one can cover professional sports, a second can cover college sports, and a third cover high school sports.

NewAge - An interesting blend of jazz, easy listening, and a touch of classical. Its heavy use of synthesizers can attract younger listeners. I've heard it and I like it. This music is not to be confused with progressive rock which is also known as New Wave, and New Age, and punk rock, which has not appeared on AM, yet. (Fortunately - CC)

BRN - Business News - Another great idea. It does have a small audience, but has the advantage of no competition from FM.

Children's Programming - This has shown no success so far in numerous attempts. I don't expect any miracles for the format nor either. The audience of children, ages seven to twelve is just too small to cater to. KPAL - North Little Rock's luck will probably run out soon.

Travelers Information - At first I thought this stood no chance but in reconsidering it, it just might. Don't expect this to replace the TIS, though.

Elvis Radio - Elvis made a lot of songs during his career, about 900, but this is still not enough to start a format on when you consider many are B-sides, studio outtakes and rejects, and holiday music. A lot of hype was made about Beatles-Radio "KBTL" a few years back, but it's gone now. WCVG and its Elvis Radio impersonators will go the same way.

Inspirational/Self-Motivation - I'm not too sure that radio can really play doctor. I feel this is another flash in the pan.

This is my look at the future of the formats. Keep this list handy when the '90's start.

via John D. Bowker

NEWS
FEDERAL COMMUNICATIONS COMMISSION
1919 M STREET, N.W.
WASHINGTON, D.C. 20554

Report No. MM-373 MASS MEDIA ACTION January 26, 1989

KCKO(AM) AT SPOKANE, WA, ORDERED TO SHOW CAUSE WHY ITS LICENSE SHOULD NOT BE REVOKED

The Commission has ordered Great American Radio Corp., licensee of KCKO(AM) at Spokane, WA, to show cause why the station's license should not be revoked.

On May 13, 1985, KCKO received Commission permission to remain silent until August 15, 1985. After that date, attempts by FCC's Field Operations Bureau and the Mass Media Bureau to contact the licensee were unsuccessful. In addition, a visit to the transmitter site revealed no evidence of a radio transmitter building or antenna towers. Great American has neither requested further FCC permission to remain off the air nor turned in its license, in violation of Commission rules.

Consequently, the Commission ordered Great American to appear at a revocation hearing to determine: 1) whether Great American has violated Commission rules; and 2) if it possesses the requisite qualifications to be or remain the licensee of KCKO.

If the hearing record does not warrant an Order revoking the station's license, an Order for forfeiture of up to $20,000 for willful and repeated violation of the Commission's rules may be issued.

Action by the Commission January 19, 1989, by Order to Show Cause and Notice of Apparent Liability (FCC 89-10). Commissioners Parkinson (Chairman), Quello and Dennis.
Radio
his link
to world

By Linda Buskin
News-Times staff

REDING - Den Blair has talked his way into millions of homes, but few people in them have ever seen him.

That's because Blair doesn't have to be seen to be heard. For 34 years, he has been a broadcaster for several networks and has covered such events as the 1966 Super Bowl and the Challenger explosion.

When Apollo 11 returned from the moon in July 1969 after carrying the astronauts who made the first manned landing on the moon, he was the only radio broadcaster on the recovery ship.

Blair's coverage of their return went to half the networks in the free world, and he believes the people who listened then may have comprised the largest radio audience of all time.

With all he has experienced, Blair said there is nothing like handling breaking news, especially two stories at the same time. That's what happened earlier this week when he was broadcasting the return of the shuttle Discovery and breaking news about the release of a hostage.

Blair said many people were hoping the man would be one of those three astronauts, but he said there was still great joy when it turned out to be a colleague, Indian educator Millibhander Singh.

"When you are handling two breaking stories at the same time, anyone in this business knows how easy it is to be overtaken by it," he said. "Those were two happy stories back to back. So often the criticism is that all we do is tell people the doom and death."

A Redding resident, Blair has a deep, authoritative voice with a warm quality to it. He joined NBC in 1954, agreeing to work only part-time so he could pursue other projects.

Every Saturday and Sunday he gets up at 3 a.m. so he can make it to NBC's Manhattan studio by 5 a.m. There he reads a compact and comprehensive news material, including major stories on news, business and sports events. Using an ultra-high-speed printer, he prints out copies of all the stories he plans to work with. Then he edits them so that what he broadcasts is in his own words and style. As stories are updated, he makes necessary changes.

"Blair said firmly by now the of newsmen don't incorrectly assume that he and other newsmen are merely reading whatever script they are handed. But he said every newscaster he knows makes his own script.

"It's your own way of telling the story," he said. "Newscasters are very proud of the fact that they write their own material."

Don Blair of Redding, for 34 years a network newscaster, is with NBC news part-time these days while free-lancing for commercial and voice-over assignments.

BROADER'S GUIDE TO DX
A tri-fold guide for users with reception reports explaining DXing, how the NRC was formed and the importance of QSL's to DXers. Also available in Spanish and French. $8.95 for 20.

ORDER Today!
NRC Publications Center
P. O. Box 164
Mannsville, NY 13661

With regular correspondents covering special events, such as the Olympics, Blair winds up working an average of three days per week at NBC. That earns him a yearly salary of about $50,000.

Blair, 65, said NBC executives have asked him to go full-time on many occasions, but he always held out. That's so he can be his own boss in scheduling free-lance assignments, such as doing voice-overs and on-camera work for national and international businesses.

With a working studio right in his home, Blair can receive scripts on his fax machine and do his own recordings. His salary from the free-lance work varies, and when he is called on to speak before a camera, his fee is between $800 and $1,000 for a half-day.

Blair completed an on-camera assignment this past week at Union Carbide in Danbury, where Linda Buskin Operations Department asked him to help introduce a new maintenance management system.

After his face was sufficiently prepped to cover any spots that might shine under the camera lights, and after he had used a generous spritz of hair spray, Blair was on set designed as an office.

"If I don't use hair spray, my hair falls all over the place," said Blair, who carries his own hair spray and powder.

He practiced reading the script on a teleprompter as technicians perfected the lighting, props and audio. A few hours later, the program had been recorded and Blair had set up another assignment for next month.

Blair said free-lancing has several benefits. One is that it provides him with a variety of work, such as recording a corporate news telephone report for General Electric. Between 3,000 and 4,000 sales and marketing people call a special General Electric number to hear Blair give a new report each week.

Another plus is free-lancing allows Blair to indulge his favorite hobby-travel.

Since his wife, Patricia, is a comptroller at a Darien travel agency, Blair is well-informed about all the best travel packages. He and his wife have three young children, and they also enjoy skiing and relaxing at their Vermont home, which is near a large ski area.

Blair never went to college for radio broadcasting. He just took a six-month course at New York's Canterbury School of Broadcast Television.

Where did he hear about the school? On the radio, of course.

Facts About NRC's DX Audio Service
The DX Audio Service, now in its third year of operation, provides the ONLY monthly broadcast news cassette service to the DX community.

The DX Audio Service, available anywhere, is designed to inform the radio listener in a way that is pleasing and informative. Many of the announcing on the service are professional broadcasters giving their free time to give the listener the finest service available.

DXAS was started to provide broadcast information, both AM and FM to the blind DX listener. It has evolved into a service for all types of listeners with material useful to all types of listeners. Many of our subscribers listen to the tape from the place of work while driving down the road.

One-year subscription, subscriber keeps the cassette each month: $25
One-year subscription, subscriber returns the cassette each month by the 18th of the month for reduplication: $12
Single copy, back issues of DXAS: $3

Cassettes are mailed by First Class mail, or on about the 20th of the month. Information, subscriptions, renewals, samples: write to NRC DX Audio Service - P. O. Box 24 - Cambridge, WI 53523-0024. For back issues: NRC Publications Center.
On Friday, February 10, 1989, Montreal's Oldies station, CKGM 980 KHz, was running the following previously unannounced announcement. "Ladies & Gentlemen, at 5 o'clock this afternoon radio station CKGM will become a thing of the past and the future will belong to you. Keep it right here at 980 on your AM dial, then be ready as we present to the people of Montreal, Canada's newest Top 40 Radio Station and the most music allowed by law." General manager Lee Hambleton stated this is a new radio station, just as though someone had applied for a new licence from the CRTC. We want to emphasize that this is not the re-creation of an old station, but the creation of a new one. The change marked the end of a three year effort to turn CKGM into a soft-rock station targeted at adult listeners. Hambleton and program director, Susan Davis determined that no one in town was playing hits anymore. "Our end of a three year effort to turn CKGM into a soft-rock station allowed by law." General manager Lee Hambleton stated has hired a new morning man, Garry James, most recently morning host at Winnipeg's CITI-FM. The sound will be carefully tailored toward listeners between the ages of 18 and 34, 60 percent of whom will be female. The station IDs as 980-Hits and features the slogan "The most music allowed by law". The station will feature at least one cluster of 10 records in a row commercial free, every hour after 9 AM. As part of the overhaul, CKTX has hired a new morning man, Garry James, most recently morning host at Winnipeg's CITI-FM.

In a follow-up to this story, it was announced in the Montreal Gazette of February 17, that further changes were in the works for CKTX. CKTX should have a new 50,000 kilowatt transmitter on the air by September of this year on the new frequency of 990 kilohertz. The former CKGM has occupied 980 kilohertz since signing on in 1959. In July 1983, Geoff Stirling, owner of the station at the time, recognized his AM station's signal problems and decided to correct them. He got permission from the CRTC to boost the power to 500 and change the frequency to 990. His plan was approved by the CHUM discussed and working with all parties involved with the installation of new transmitter. No firm date for the transfer has been given, but the tentative target of September 1989. More on this as it happens.

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**CITY QUIZ**

John S. Bowker, Valparaiso, IN

**QUIZ #24**

Only one city in the United States has stations operating at the five dial positions shown below. Of course, there may be other stations in this food. Can you spot them?

<table>
<thead>
<tr>
<th>810</th>
<th>950</th>
<th>1070</th>
<th>1310</th>
<th>1500</th>
</tr>
</thead>
</table>

(Can you find the answer to City Quiz #23: Philadelphia?)

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**Format change at WLRM**

**A Station Where Everyone Ends Up A Winner!**

102 Business Park Drive * Suite D * Jackson, Mississippi 39213
(601) 956-0102

**Finally! A New AM Radio Format**

Winners News Network-the world's first all-motivation radio format.

**Introducing WNN—Winners News Network**

**A Radio Breakthrough**

There's a new radio format that's making waves in big places across the country. Introducing WNN—Winners News Network—the world's first all-motivation radio format.

**Power of Positive Thinking**

"Power of Positive Thinking" by Norman Vincent Peale "Think and Grow Rich" by Napoleon Hill and "Lead the Field" by Earl Nightingale are also a part of WNN's extensive library. Live-air personalities host all dayparts, presenting relevant information, as well as facts about the various authors.

**News Too**

Interesting topical lifestyle information, highlighting timely business and financial news, health and fitness, the latest technologies and products...is prominently featured throughout the hour in vignettes formed at the top of each hour as a news cast. It's positive and upbeat...right in line with a winning attitude.

**How You Can Win**

The Winners News Network concept is simple, instead of playing hit records, WNN plays hit ideas. This offers an exclusive positive environment for advertising messages. Live air personalities host all dayparts, presenting relevant information, as well as facts about the various authors and speakers.

**Motivation Sells**

WNN is the world's first and only source for all motivation programming, its 100% positive mental attitude information, 24 hours a day.

Three to five minute excerpts from the world's leading motivational and self-help authors are featured. Leo Buscaglia, Zig Ziglar, Dr. James Benke, Tom Peters, John Naisbitt, Dr. Robert Schuller are just some of the contemporary "motivators" that are included in the format. Classic pieces like "The Power of Positive Thinking" by Norman Vincent Peale, "Think and Grow Rich" by Napoleon Hill, "Lead the Field" by Earl Nightingale are also a part of WNN's extensive library.

**A New Radio Format**

Join us on AM-780...The station where everyone ends up a winner.

**Advertise On A Station Where Every Listener Is A Guaranteed Winner**

**Advertise On A Station Where Every Listener Is A Guaranteed Winner**

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**A New Radio Format**

Join us on AM-780...The station where everyone ends up a winner.
By BRIAN ANASTASI

The chances that Easthampton will get its own radio station are up in the air right now, as an 18-month extension of the construction permit for a FM station in that town is about to expire.

The permit was granted to Edward C. Perry, Jr. of Kingston in September, 1967, but he apparently had some trouble getting his station off the ground in time to meet the May 1, 1968 deadline. But Perry has been granted a six-month extension of the construction permit for the station, that broadcasts a huge information system without a license.

Recently, Dick Truax, of WORM-1160 and WSJR-1230, until next time, 73.

Perry says that he is going to file for a six-month extension of the construction permit for his station, that he feels can make it work. If his request for an extension is denied, the station will be forced to change its call letters to WATD.

Although the FCC has no definite rule against multiple ownership of radio stations in a locale, it will permit for the station several times, but the station has not yet been granted a license.

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in conclusion car radios can be a dime a dozen so would appreciate any information on such. what is the common way of grounding an auto antenna for good results in the house? to the case of the radio, i've had excellent results with mid-sixties motorola radios from mopars... look for those with thumbwheel tuning/gain control especially. don't look for any splits on them, however, as most auto radios tend to be wide-band. european made radios, especially grundig, are excellent, plus you may get a bonus in a sensitive lw band on the rx. look in old vw's or bmw's for these. another excellent value is the national (panasonic) in late-'70's toyotas.-plw

pete kemp, k212 - p.o. box 73 - bethal, ct 06801

Greetings all...WHEN's make bello ballroom has recently celebrated its 54th anniversary...get ready for this one! WFLN, formerly WCHT, has been sold with the call letters changing to WORN, which stands for the word, as it will be programming a religious/gospel format...WLI's sports director Mike Harris is moving to New York City for a weekend sports gig with the ABC Radio Network...boy, are times changing: WGR has announced that it is dropping its evening newscasts...WSDL in Slidell, LA has changed its calls to WSLA and will become a business-news station...WVNE in Indianapolis has changed from an oldies format to all-talk...so much for now.

NATIONAL RADIO CLUB Inc.

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