

# The M Street Journal

## Radio's Journal of Record

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**NAFTA NUZZLES NETWORKS** Mexican-owned Grupo Radio Centro has agreed to purchase approximately \$20 million of Heftel stock (when it is available) and sell its Cadena Radio Centro network to Heftel. The value of the transaction is pegged at \$20 million. Heftel plans to go public later this year.

**JACOR MAKES MORE NOISE CINCINNATI...** as they move WCKY, and popular programs like Liddy and Limbaugh, from 1530 KHz to 550 KHz to create "Talk Radio 550." WSAI will move its standards format up to 1530 KHz. WIMJ will turn to classic hits as "The Point," which is positioned between the oldies and classic rock stations in town. Here's the details:

<b>FORMAT CHANGES &amp; UPDATES</b> ( # change accompanies new ownership) ( // simulcast)			
		<b>formerly</b>	<b>becomes</b>
AK Soldotna	KAZO-96.5	new	hot AC
AZ Douglas	KKRK-95.3	adult contemporary	adds Unistar - AC
AR Waldron (Ft. Smith)	KRWA-103.1	country	adds PRN - talk
CA Indio (Palm Springs)	KCMJ-FM-92.7	adult contemporary	classic hits "Arrow"
Palm Springs	KCMJ-1140	country	The Team - sports
(KCMJ is the first announced affiliate for The Team sports network)			
Porterville (Visalia)	KIOO-99.7	reported as SMN	is Unistar Adult- rock
(Two phone calls and two answers from KIOO, Unistar is correct)			
Yreka	KSYC-1490	country	adds SMN - country
CO Denver	KAZY-106.7	rock	KBPI, rock
Denver	KBPI-FM-105.9	# rock	new format April 15th
(KBPI moves to KAZY, 105.9 becomes a duopoly with KMJI)			
Montrose	KUBC-580	oldies	adds SMN - oldies
FL Pensacola	WJLQ-100.7	urban AC	classic hits
GA Statesboro	WMCD-100.1	rock CHR	SMN - hot AC
IL Chillicothe (Peoria)	WQEZ-94.3	easy listening	Unis CNN Headline - news
Morris	WCFL-104.7	silent	to be religion (May)
Quincy	WTAD-930	soft AC	oldies
IA Eagle Grove	KJYL-100.7	new	religion
ME Fort Kent	WMEF-106.5	new	news/arts // WMEH
(WMEF is the latest station for the extensive Maine Public network)			
MI Detroit	WVWW-1130	country // FM	to be sports
MN Brooklyn Park (Minn.)	KBCW-1470	# silent	standards // KLBB
(KBCW is now a duopoly with KLBB)			
MO Ash Grove (Spngfld)	KZPD-104.1	new	adult standards
Gainesville	KMAC-99.7	new	oldies
Kansas City	KMXV-93.3	hot AC	CHR
NE Hastings (Grand Is.)	KICS-1550	adult standards	news, talk
(Amazingly, no one at KICS could give us any details on their format)			
NY Sandy Creek	WSCP-1070	southern gospel	silent
(Technical trouble. Will be back, but they can't say just when)			
OH Cincinnati	WSAI-1360	adult standards	moves to 1530 KHz
(A new format for 1360 will be announced soon)			
Cincinnati	WIMJ-92.5	soft AC	classic hits "Point"
(WIMJ is now in an LMA-to-buy with WLW, WLWA, WEBN)			
Cincinnati	WCKY-1530	talk	WSAI, standards
(WCKY is in an LMA-to-buy with WSAI, WAQZ and a sales LMA with WLW)			
Cincinnati	WLWA-550	talk	WCKY, talk
(Several shows move down the dial from WCKY 1530)			
OK Tulsa	KAKC-1300	oldies	news, talk, sports
West Klamath	KWSA-1070	adult standards	silent

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**FORMAT CHANGES & UPDATES (cont'd)**

OR Altamont	KCHQ-101.3	oldies	silent
PA Olyphant (Scranton)	WMXH-750	children's	adult standards
TN Dickson (Nashville)	WQZQ-102.5	easy listening	SMN - classic rock
Dresden	WCDZ-95.1	WGNN, S. gospel	JSN CD - country
Shelbyville (Nash.)	WYCQ-102.9	country	country & classic rock
	(WYCQ is now "Rock N' Country")		
TX Anson (Abilene)	KKHR-98.1	oldies	hot AC "Star 98"
VA Vinton (Roanoke)	WWFO-106.1	new	to be urban // WJJS
	(WWFO enters into an LMA with Virginia Network, Inc.)		
WA Spokane	KNJY-103.9	easy listening	SMN Z - rock
Twisp	KVLR-106.3	new	variety
	(Plays (dayparted) jazz, country, blues, classic rock, standards, and oldies)		
WV Ripley	WVRP-90.7*	new	religion // WMBP
	(WMBP and WVRP use the Morningstar Radio Network)		
WI La Crosse	WQCC-106.3	new	country
AB Edmonton	CJCA-930	silent	gospel
	(CJCA is being run by Touch Canada Broadcasting)		

**NEW STATIONS: APPLICATIONS** ( \* non-commercial station) ( & reapplication)  
( + competes with existing application)

CA 91.9*	Crescent City	1400 w (v), 2447 ft	Humboldt State Univ.-KHSU-FM
91.7*	San Ardo	2700 w (v), 1780 ft	Pataphysical Broadcasting Found.
IL 89.1*	Freeport	2200 w, 336 ft	Northern Illinois University.
IN 91.7*	Portland	2100 w, 210 ft	Ball State University
MP 88.1*	Saipan	1800 w, 125 ft	Northern Marianas College
WY 89.5*	Ethete	100000 w, 1771 ft	Radio Communications Committee

**NEW STATIONS: GRANTS**

FL 91.9*	Monticello	6000 w, 328 ft	Nathan B. Stubblefield Found.
VA 90.9*	Kenbridge	1000 w, 203 ft	Seaview Communications, Inc.

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: APPLICATIONS**

AK new-89.1*	Chitina	19 w (h), KCHU	Terminal Radio, Inc.
CA new-90.5*	Burnt Branch	10 w (v), KHSU	KHSU, Humboldt St. Univ.
new-91.9*	Grass Valley	13 w (v), KAWZ	Calvary Chapel of T.F.
new-91.7*	Orleans	40 w (v), KHSU	KHSU, Humboldt St. Univ.
new-90.5*	Shelter Cove	53 w (v), KHSU	KHSU, Humboldt St. Univ.
NJ WAWZ-99.1*	Zarephath	8 w, WAWZ	Harmony Ridge Gospel
NM new-91.1*	Cuba	8 w, KUNM	Univ. of New Mexico
new-91.9*	Dzolith-Na-O-Dith-Hle	9 w, KUNM	Univ. of New Mexico
	(This is not a typo.)		
new-91.1*	Eagle Nest	9 w, KUNM	Univ. of New Mexico
new-89.7*	Farmington	224 w, KUNM	Univ. of New Mexico
new-91.9*	Socorro	9 w, KUNM	Univ. of New Mexico
new-91.1*	Thoreau	9 w, KUNM	Univ. of New Mexico
OK new-88.3*	Enid	250 w (v), KEAR	Family Stations, Inc.
new-89.5*	Oklahoma City	250 w (v), KEAR	Family Stations, Inc.
TX K204CB-88.7*	Wichita Falls	250 w, KERA	North TX Public Bcstg.
WA new-90.1*	Olympia	40 w (v), KEAR	Family Stations, Inc.
WI W209AQ-89.7*	Ellison Bay	10 w, WPNE	State of Wisconsin
W277AC-103.3	Watertown	120 w, WSJY	Goetz Bcstg. Corp.

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: GRANTS**

KY W246AG-97.1*	Hopkinsville	170 w, WJCR-FM	FM 90.1, Inc.
W295AC-106.9*	Hopkinsville	170 w, WJYL	Lou Smith Ministries
W246AF-97.1*	Owensboro	38 w, WJCR-FM	FM 90.1, Inc.
MN K203BR-88.5*	Winona	62 w, KFSI	Faith Sound, Inc.
MO K218BQ-91.5*	Brookfield	250 w, WAFR	American Family Assn.
NV K262AC-100.3	Laughlin	73 w (h), KZZZ	Jane G. Breeder
OH W216AU-91.1*	Martins Ferry	19 w, WAFR	American Family Assn.
OR K201CK-88.1*	Klamath Falls	204 w (v), KLVR	Ed. Media Found.
K205CJ-88.9*	Prairie City	250 w (h), KGNR	Life Broadcasting, Inc.
TX K203BS-88.5*	Victoria	10 w, WAFR	American Family Assn.
WI W203AI-88.5*	Sturgeon Bay	8 w, WPNE	State of Wisconsin

CONSTRUCTION PERMIT ACTIVITY

AL WAYE-1220	Birmingham	requests extension of time to change xmtr location
WRLD (CP) FM-95.3	Valley	granted replacement of expired CP
AR KASU-91.9	Jonesboro	increases to 688 ft, DA
KOKR-100.7	Newport	requests extension of time (2nd) to move to 96.7 MHz, increase to 35000 w, 548 ft
CA KIXF (CP)-101.5	Baker	granted extension of time (2nd)
KSSB (CP)-100.9	Calipatria	granted replacement of expired CP (6th)
KEDY-95.3	Mount Shasta	increases to 6000 w, [88-375]
CO KVYT (CP)-106.1	Basalt	granted extension of time
CT WREF-850	Ridgefield	granted reinstatement of expired CP to increase to 2500 w days, ND-D
FL WYZB-105.5	Mary Esther	increases to 25000 w, 305 ft
WTMI-93.1	Miami	changes to 100000 w (h), 82000 w (v)
WCCF-1580	Punta Gorda	decreases to 670 w days, increases to 350 w nights, DA-2
GA WTSB-FM-107.1	Rockmart	increases to 50000 w, 492 ft
WDBN-107.5	Wrightsville	increases to 6000 w, 328 ft
HI KPMW (CP)-105.5	Hali'imaile	granted extension of time
KIFO-1380*	Pearl City	granted extension of time to increase to 10000 w days and nights
ID KMCL-1240	McCall	requests extension of time to change xmtr location
IL WGNU-920	Granite City	requests reinstatement of expired CP to decrease to 450 w, DA-2
IN WKAM-1460	Goshen	requests reinstatement of expired CP to increase to 2500 w nights, DA-N
KS KSCB-1270	Liberal	decreases to 30 w nights, ND
LA KZXB (CP)-106.7	Homer	granted extension of time
ME WMDI (CP)-107.7	Bar Harbor	requests replacement of expired CP
MA WHYN-560	Springfield	changes xmtr location
MS WAID-106.3	Clarksdale	requests replacement of expired CP to move to 106.5 MHz, increase to 50000 w, 492 ft
MO KMMO-1300	Marshall	changes xmtr location
MT KCTR-970	Billings	changes xmtr location
NV KYOU (CP)-102.3	Wendover	granted extension of time (4th)
NH WBHG-101.5	Meredith	increases to 6000 w, 328 ft
NJ WMIZ-1270	Vineland	granted reinstatement of expired CP to decrease to 360 w days, add night service with 210 w, DA-2
WSRR-1580	Washington	requests reinstatement of expired CP to increase to 4400 w days, add night service of 500 w, DA-2
NM KSWA (CP)-95.1	Corrales	requests replacement of expired CP (3rd)
NY WJFF-90.5*	Jeffersonville	increases to 3700 w, 630 ft
WNEW-102.7	New York	granted extension of time to install auxiliary system
WDFH (CP)-90.3*	Ossining	requests extension of time
NC WZRU (CP)-88.5*	Roanoke Rapids	granted extension of time
WQVA (CP)-106.7	Semora	requests extension of time
WSMX-1500	Winston-Salem	decreases to 1000 w days, DA-D
OK KCLI-95.5	Clinton	granted extension of time to increase to 50000 w, 492 ft
OR KPXA (CP)-104.1	Sisters	granted replacement of expired CP
PA WVCH-740	Chester	granted extension of time to increase to 50000 w, DA-D
WBUX-1570	Doylestown	requests extension of time to increase to 950 w nights, DA-2
SC WMHK-89.7*	Columbia	increases to 1397 ft, DA
TN WPGB (CP)-88.3*	Kingsport	requests extension of time (2nd)
TX KIBL-FM-104.9	Beeville	granted extension of time to move to 105.7 MHz, increase to 25000 w, 328 ft
KWYX-102.3	Jasper	cancelled CP to move to 102.7 C2, increase to 50000 w, 492 ft, [88-256]
VA WAGE-1200	Leesburg	granted reinstatement of expired CP to decrease to 5000 w days
WV WRLF-94.3	Fairmont	requests replacement of expired CP to change to 3600 w, 249 ft
WI WDEZ-101.9	Wausau	increases to 1076 ft

**FACILITIES/PARAMETERS: APPLICATIONS**

AR	KKOL-107.1	Hampton	( & reapplication) [docket number] move to 106.5 C3, increase to 17500 w, 302 ft, [89-453]
CA	KRCI-92.7	Avalon	correct coords. to 33-20-23 118-19-09
	KHIP (CP)-93.7	Felton	change to 40 w, 1630 ft, chg xmtr loc.
	KABL-960	Oakland	operate xmtr by remote control
	KCSM-91.1*	San Mateo	change to 10000 w, 413 ft, change ant. supporting structure height
FL	WAFC-FM-106.3	Clewiston	modify CP to increase to 3000 w, 459 ft
	WXXU-1300	Cocoa Beach	direct measurement of antenna power
HI	KAOI-FM-95.1	Wailuku	increase to 100000 w, 1227 ft, change xmtr location
			(Filed petition for reconsideration after this CP was cancelled.)
IL	WSBC-1240	Chicago	direct measurement of antenna power
	WGFA-1360	Watseka	direct measurement of antenna power
IN	WQMF-95.7	Jeffersonville	change to 28580 w, 644 ft, chg xmtr loc and antenna support. struct. height
ME	WEGP-1390	Presque Isle	direct measurement of antenna power
MI	WQON-100.3	Grayling	modify CP to change to 26500 w, 430 ft
	WMIC-660	Sandusky	direct measurement of antenna power
	WNFR-90.7	Sandusky	requests main studio waiver
MN	KQQL-107.9	Anoka	change to ND
	KNFX-970	Austin	increase to 4500 w nights, make changes in antenna system
	WKLK-1230	Cloquet	direct measurement of antenna power
MS	WAID-106.3	Clarksdale	change to 295 ft, change xmtr location
	WXRZ-94.3	Corinth	increase to 6000 w
MT	KMON-560	Great Falls	direct measurement of antenna power
NC	WBCG-98.3	Murfreesboro	change to 6000 w, 269 ft, chg xmtr loc.
PR	WKAQ-FM-104.7	San Juan	increase to 1220 ft, change antenna supporting structure height
TX	KBDR-100.5	Mirando City	install auxiliary system
	KCKR-95.5	Waco	install auxiliary antenna

**FACILITIES/PARAMETERS: GRANTS**

AL	WKYD-920	Andalusia	decrease night power to 40 w, make changes in antenna system
	WHHY-1440	Montgomery	direct measurement of antenna power
CA	KIXF (CP)-101.5	Baker	change to 4300 w, 1322 ft, change xmtr. location
	KCKC-1350	San Bernardino	increase to 600 w nights
	KURS-1040	San Diego	increase to 63 w nights
	KYIX-104.9	South Oroville	change to 260 w, 1548 ft, change xmtr loc. and ant. support. struct. height
CO	KILO-93.9	Colorado Springs	move to 94.3 MHz
GA	WPLH-102.9*	Tifton	move to 103.1 MHz
HI	KPMW (CP)-105.5	Hali'imaile	change to 6000 w, -512 ft, chg xmtr loc
	KIFO-1380*	Pearl City	modify CP to decrease to 6200 w days and nights, ND
IL	WPTH-88.1*	Olney	increase to 720 w
LA	WBRH-90.3*	Baton Rouge	increase to 8000 w, 371 ft, chg xmtr loc.
	KZXB (CP)-106.7	Homer	change xmtr location, decrease to 459 ft (as modified)
ME	WMSJ-91.9*	Harpwell	increase to 6000 w, 144 ft
MN	KABD (CP)-103.5	Brainerd	decrease to 279 ft, change xmtr location
	KHME-101.1	Winona	one step application to class C3, increase to 15200 w, 420 ft
MS	WZLQ-98.5	Tupelo	decrease to 981 ft, change xmtr loc., class C1
MT	KBBZ-98.5	Kalispell	install auxiliary system
NC	WDNC-620	Durham	direct measurement of antenna power
	WZRU (CP)-88.5*	Roanoke Rapids	increase to 28200 w, 66 ft, DA
OH	WCMJ-96.7	Cambridge	change to 2300 w, 367 ft
	WKRJ (CP)-91.5*	New Philadelphia	change to 2000 w, 239 ft, ND
SC	WXTC-1390	Charleston	direct measurement of antenna power
	WCTG-840	Columbia	operate xmtr by remote control
TN	WKBL-1250	Covington	decrease to 800 w, DA-D
	WAMG-1130	Gallatin	decrease to 2300 w days, 940 w critical hours, change xmtr location, make chgs in antenna system

FACILITIES/PARAMETERS: GRANTS (cont'd)

TX KTCK-1310	Dallas	direct measurement of antenna power
VA WDCT-1310	Fairfax	operate xmtr by remote control
WA KCED-91.3*	Centralia	increase to 1200 w (v), 131 ft, change xmtr location
KWWW-FM-96.7	Quincy	increase to 440 w
KKDZ-1250	Seattle	make changes in antenna system
WI WAQE-FM-97.7	Rice Lake	decrease to 18500 w, 289 ft, class C3, change xmtr location
WFFF-90.5*	Sturgeon Bay	change xmtr location

PROPOSED STATION TRANSFERS

( 314 asset sale, 315 transfer of control, 316 reorganization)

CA KNOB-1050	Frazier Park	314 from Anita L. Levine to Mount Wilson FM Broadcasters
KTHT-102.7	Fresno	314 from KOSO, Inc. trading as KOSO Bcstg. to Newtex Communications of Fresno, L.P.
ID KECH-FM-95.3	Sun Valley	314 from Ketchum Radio, Inc. to Alpine Broadcasting, Ltd.
IL WTAX-1240/ WDBR-103.7	Springfield	316 from Lake Shore Communications Corp. to Central States Network LP
KS KLWN-1320/ KLZR-105.9	Lawrence	316 from Lawrence Broadcasters, Inc. (Booth) to Lawrence Broadcasters, Inc. (Booth)
ME WTVL-1490/ WEBB-98.5	Waterville	314 from WTVL Corp. to Pilot Communications of Waterville, Inc.
NC WRKB-1460	Kannapolis	314 from Cabarrus Communications, Inc. to Ford Broadcasting, Inc.
WLON-1050	Lincolnton	314 from Startown Broadcasting, Inc. to KTC Broadcasting, Inc.
WLWL-770	Rockingham	315 from Sandhills Bcstg. Co. (Perkins) to Sandhills Bcstg. Co. (Davis, et al)
ND KBTO-101.9	Bottineau	314 from Standef Broadcasting Corp. of ND to Ivers Broadcasting, Inc.
KDAK-1600	Carrington	314 from Randall & Roxann Christensen to Two Rivers Broadcasting
OH WAKR-1590/ WONE-980 WQMX-94.9 (CP)-98.7	Akron/ Dayton/ Medina McArthur	316 from Gordon-Thomas Comms. (T. Mandel) to Gordon-Thomas Comms. (M. Mandel)
PA WEJL-630/ WEZX-106.9	Scranton	316 from Robert S. Triplett to Jac-Vin Religious Broadcasters, Inc.
PR WRSS-1410	San Sebastian	316 from The Scranton Times to The Scranton Times, L.P.
SC WWDM-101.3	Sumter	315 from Occidental Comm. Group (H. Soto) to Occidental Comm. Group (E. Cardona)
TN WJZM-1400/ WTWL-101.5	Clarksville/ McKinnon	314 from Threshold Broadcasting, Inc. to S.E. Licensee G.P.
WA KULE-730/95.9	Ephrata	314 from WJZM, Inc. to Cumberland Radio Partners, Inc.
WV WHAR-1340/ WVHF-FM-92.7	Clarksburg	314 from Basin Street Broadcasting to Mirage Communications Corporation
WI WNFL-1440/ WKFX-104.9 WROE-94.3	Green Bay/ Kaukauna Neenah	314 from Harrison Corp. to Tiger Broadcasting, Inc.
WHBL-1330	Sheboygan	316 from Wincom Wisconsin LP to Central States Network, LP
		316 from Fox Valley Broadcasting, Inc. to Central States Network, LP
		316 from Sheboygan County Bcstg. Co., Inc. to Central States Network, LP

DISMISSED STATION TRANSFERS

TX KTAM-1240/ KORA-FM-98.3	Bryan (D)	314 from Clear Channel Radio Licenses, Inc. to Snowden Broadcasting of New Orleans, LC
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WASHINGTON THIS WEEK

Two stations were handed big fines for "alleged" indecency problems this week. First, KFMH-FM Muscatine IA, was doing the common "joke of the day" contest, and was screening the calls. The station says that the caller changed the joke after he got on the air, and the call was cut off "immediately after the words 'blow job.'" A second incident involving a joke regarding sexual acts with an infant helped the Commission to hand down a \$12,500 fine to the station. The second incident involved the explicit lyrics of the anti-gay song "I Want To Be A Homosexual." The song was aired during afternoon drive on KNON Dallas. Several complaints to the Commission cost Agape Broadcasting \$12,500.

Capital Cities/ABC's WPVI-TV, which is on channel 6 in Philadelphia, has filed a petition for reconsideration against a newly granted station in Allentown. Lehigh Valley Community Broadcasters Association, Inc., which had originally been granted a construction permit for a new class A station on 89.3 MHz, ultimately moved to 88.1 MHz. WPVI contends the move would create audio interference problems, and because the change was done in an engineering amendment during the comparative hearing process, it was not afforded notice or an opportunity to respond. The Review Board has decided to send this one back to the Mass Media Bureau, since any reconsideration must come from the same source as made the initial decision. **M Street:** This matter goes to the heart of our contention that many facilities changes made through amendments, and most recently "one-step applications," are generally not listed on the Commission's Public Notices. This is due to Commission "guidelines" that prevent the entry of the contents of these amendments into the notice system. Maybe this petition will help them rethink this policy.

Another pirate radio station bit the dust this week after FCC investigators shut down "Power Radio" in Chicago, which was being operated by a 15-year-old high school student and his father. The 5 watt station on 87.9 MHz had been on the air for about two-and-a-half years until a local high school filed a complaint.

ELSEWHERE

Hovering near the top of the "Top 10 Most Intriguing Promotions" list, Alliance Broadcasting's KYNG Dallas, who contends they were trying to promote use of the local library, had no idea of the kind of the use it would get after they announced on the air that there was money hidden in some of the books there. The Ft. Worth Public Library was immediately jammed with 500 people scavenging for the money by tearing books off of shelves, ripping out pages, and climbing over bookshelves. According to Inside Radio, cross-town rivals KSCS and WBAP immediately started fund-raising drives to clean up the mess. The story has gone on to attract national attention after it hit the wire services today.

The joke's on you...Bonneville's WMXV New York surprised a lot of people April Fools Day morning when it switched to "Arrow 105.1" and adopted an all-70's format. After morning drive, the station switched back to its hot AC format, which actually upset many listeners in their key demographic. The station then edited together several listener comments thanking them for not switching permanently and made fun of those that actually liked the change. Even though the station was able to create some chatter for the weekend, they managed to encourage that part of their audience that likes 70's oldies to switch to WPLJ, whose audience has been growing quickly due in large part to the 70's oldies in rotation. Also, a call to the Mix 105 sales department that morning confirmed that some staffers were concerned with the reaction of advertisers, and how much explaining they were going to have to do.

Have you ever asked yourself what the most complicated LMA/ownership situation was? We found it. It comes from our friends at Pathfinder Communications' WCKY Cincinnati. Pathfinder may be the licensee, but the station is programmed by Middle Market Communications, which owns WSAI and WAQZ, and will eventually buy the station. BUT, the station is being sold by Jacor through an SMA with Middle Market. Jacor also handles sales for WLW, WLWA, WEBN, WSAI, and WAQZ. If you weren't confused enough, WCKY will be changing from its talk format to adult standards and picking up the WSAI call letters. The WCKY call letters will go to WLWA, as well as most of the good talk shows that were on WCKY.

So, who is in ultimate control of WCKY? Pathfinder is responsible to the FCC to supply the public service elements and have a full-time management presence. They are watching the transmitter, but the money for the management comes from Jacor through their SMA with Middle Market. Middle Market pays for the Unistar contract and program-related expenses, but that money also comes from Jacor. Jacor pays for all sales-related expenses directly, and must sell enough to fund the other two levels. Starting to sound like a pyramid marketing scheme. . .?

ELSEWHERE (cont'd)

Clear Channel is doubling-up again, this time in Houston as they've announced their intent to purchase KBXX from Cook Inlet Radio Partners for around \$21 million. The combination of "The Box" with Clear Channel's urban AC's KALO and KHYS, plus the two stations Clear Channel is currently in an SMA with Noble--urban KMJQ and urban oldies KYOK--will give them a lock on the urban audience in Houston, as well as 19.4 share. KBXX is the last station in the Cook Inlet group, after plans to sell KUBE Seattle were recently announced.

There's a new duopoly in Bakersfield as Eduardo Caballero, who currently owns Spanish KSUV-AM & FM McFarland, CA, has announced he will purchase KCI Radio Partners' KKBB Shafter for approximately \$500,000.

One of Billboard Magazine's Top Ten DJ's of the 1960's, Barney Pip, died February 17 at age 57 from a car accident which apparently burned his body beyond recognition. Pip worked for WCFL in Chicago during the WCFL-WLS wars from 1965 to 1970 and was the first WCFL DJ to beat WLS's ratings in any daypart. Pip also worked at WPIX New York, WISH Indianapolis, WJET Erie, and WHOT Youngstown.

From the M Street Mailbag, one of our subscribers recently got a promotional letter from new age KTWV Los Angeles. In this letter, the GM points out that even though the morning show, Keri and Sheryl, have gotten good support from the listeners, their are a number of listeners that would prefer to hear continuous music during this time. The GM goes on to say, "Please understand the bottom line--Keri and Sheryl's success will assure long term growth and health for the WAVE and the music you love." The way we read it: "Listen to our morning show...or the whole format gets it!"

Billboard Magazine and Airplay Monitor are teaming up to host a three day radio business conference. The Billboard/Monitor Radio Seminar will be held on September 8-10 in New York. The seminar will include sessions on the change in the radio and record business due to LMAs, duopolies, new formats and other factors. There will be format specific gatherings and panels, as well. In addition the Billboard Radio Awards, which are normally held during the fall NAB convention, will be held at this seminar instead.

The NAB's Radio Futures Committee is soliciting ideas and information about radio's potential roles on the future information highway. The committee is "looking for ideas on technical and business innovations." Got any ideas? Mail them by April 30 to Radio Futures Committee, NAB Radio, 1771 N St. NW, Washington, DC 20036. Or fax (202) 429-5406. Or online it to [radiofutures@nab.org](mailto:radiofutures@nab.org).

The NAB has announced three additional dates and locations in its series of one-day regional seminars to prepare radio broadcasters for the 1995-98 round of licence renewals. On Thursday, July 14 at the Holiday Inn/Woodlawn, Charlotte, NC for North Carolina and South Carolina broadcasters; Thursday, September 22 at the Radisson Hotel/Airport in Orlando, FL for broadcasters in Florida, Puerto Rico and the Virgin Islands; and Thursday, November 17 at the Holiday Inn/Airport in Columbus, GA for Georgia and Alabama broadcasters. For more information about the seminars, or to register, call NAB Radio's Christina Griffin at 202-775-3511.

The RAB announced its fifth Certified Radio Sales Manager (CRSM) program to be held May 20-22, 1994 at the Scanticon Conference Center in Denver, CO. For more information call (800) RAB-SELL.

In the wave to provide data on-line, ASCAP has announced the launch of their "ASCAP Clearance Express" (ACE) system. The system offers ASCAP song title, writer, publisher, and recording artist information to members and researchers, and will be available to the public this summer.

Jon P. Marcus, Music Licensing Consultant, points out that SESAC's attempt at implementing a new license for stations that have Spanish language music will cause SESAC fees to increase astronomically. For more information contact Mr. Marcus at 718-793-0002.

How To Sell Radio Time To An Advertising Agency

By Ray H. Rosenblum

Ray is a Pittsburgh-based media broker, consultant, and appraiser with a 35-year background in radio station ownership, management and brokering. He can be reached at PO Box 38296, Pittsburgh, PA 15238. His phone number is 412-362-6311.

For a radio station sales person to sell time successfully to an advertising agency requires knowledge of the service being offered, experience in the medium and sometimes, most importantly, courtesy.

When I train sales people in radio stations, I ask them to read Dale Carnegie's "How To Win Friends And Influence People." If nothing else, Carnegie taught the value of common courtesy, which a number of station sales representatives seem to have forgotten, especially when their station is high in the ratings.

After 37 years in broadcasting as a sales person, manager, owner, and consultant, I had the opportunity recently to work on a temporary time-buying project for an ad agency with new retail clients. For a limited period I was buying time and space for retailers in seven states. I had passed through the looking-glass to evaluate daily how well sales people were presenting their stations. What a revelation I received!

Based on my actual experiences as a time-buyer, here's what I recommend that you, as a time-seller, try to do:

1. Return an agency time-buyer's call the same day, if at all possible. Often the buyer is new or uninformed and working on a deadline to prepare a budget or carry out a buy.

2. Be able to describe your station's best selling points quickly including its ratings strength; otherwise have some well-rehearsed, logical response to any question about your station's less-than-wonderful showing in the ratings, to which you might not even be a subscriber.

If you can't show ratings, show testimonial letters from advertisers who got results using your station. Show lists of important advertisers on your station. If you can't sell the spots, sell the promotion. If you can't sell the steak, sell the sizzle.

Remember that the agency media buyer has to have some good thing (ratings, testimonials, or promotions) to justify the time buy to the agency account executive and to the client.

3. Make it a point to get yourself promptly informed about the potential client's store or product. Position yourself as a vital local source of information about the client's store, location, traffic, customers, and competitors. Do offer to provide Radio Advertising Bureau's research on the client's type of business. (In conversations with dozens of radio station sales people last year, only one of them offered me RAB materials in the client's field. Only two ever offered me pictures or maps showing the client's store.)

4. Make your rates quickly and easily available to the time buyer. (One local station rep, with no apology, arrogantly told me that his station was sold out for a month. Another refused to quote me any rates at all unless I would reveal the name of the potential advertiser for a store whose location and lease had not yet been made final.)

5. Suggest promotional campaigns that will link the agency's client to other stores in the station's coverage area and produce extra bang for the ad buck. (One station solicited the agency for a station promotion by offering to barter time for client merchandise. Then the station backed out of the offer when the agency agreed to the deal and asked that sponsor mentions include the store's address. Such conduct by station person does not engender agency confidence.)

6. Above all, as your mother probably said, "Mind your manners," even if you don't feel like doing so.

Some people in the agency business, like the legendary Ralph Guild have warned of the perils of non-professionalism by radio station time-sellers. I worry about the lack of common courtesy that some radio people should have learned when they were in kindergarten.

\* \* \* \*



# The M Street Journal

## Radio's Journal of Record

304 Park Ave. S., 7th Floor, New York, NY 10010 PHONE (212) 473-4668 FAX (212) 473-4626

**ALL AP, ALL THE TIME** Jumping into to the 24-hour all-news foray with both feet, The Associated Press has launched the "All News Radio Network," which will provide 24-hour news programming on a cash basis. There will be two channels. The first, "The News Station," is fully produced with sounders, and is market exclusive. The second channel is a clean news feed that stations can customize themselves. However, the second channel is not market exclusive. The feeds are produced in Washington and cover national and international news, sports, business, and features, as well as extended breaking news coverage. Stations can cherry-pick programming, but still have to pay the full rates, which are based on market size. Stations who want to simulcast the feed pay 50% of the full rate for the second station.

**UNISTAR BECOMES WESTWOOD, TOO** The next step in putting Westwood One and Unistar together was revealed by Mel Karmazin to his staff this week--and Unistar is noticeably absent of mention. According to Inside Radio, there will be two divisions under the Westwood umbrella. First, "Westwood One Entertainment" will handle all short-form programming, including specials, The Source, concerts, sports, and talk. Second, "Westwood One Networks" will include the RADAR-rated networks--Mutual, NBC, CNN, and the 24-hour formats from Unistar. Greg Batusic will head up the Entertainment division; Bill Hogan will handle the Networks.

### **FORMAT CHANGES & UPDATES** ( # change accompanies new ownership) ( // simulcast)

		<u>formerly</u>	<u>becomes</u>
AL Citronelle (Mobile)	WHXT-102.1	country	silent pending upgrade
AR Booneville (Ft. Smith)	KEZU-104.7	easy listening	jazz "The Breeze"
CA Fresno	KFIG-1430	AC // FM	Spanish hits
Hemet (Riverside)	KHYE-105.7	country	Spanish
San Francisco	KSRY-98.9	# hot AC	KSOL, urban AC
	(This change is not confirmed. With the call change to KSOL, the 107.7 KSOL will become KYLD.)		
CT East Lyme (N. London)	WXZR-98.7	new	SMN Z - rock
FL Fort Myers Villas	WROC-FM-106.3	WSUV, AC	rock
Hialeah (Miami)	WCMQ-FM-92.3	Spanish AC	Spanish hits
Jacksonville	WOKV-600	talk	adult standards (May)
Jacksonville	WPDQ-690	# silent	talk // WOKV
	(WOKV's programming will move to 690 KHz)		
Key Largo	WZMQ-103.9	Span. AC// WCMQ-FM	Span. talk // WCMQ(AM)
Miami Springs	WCMQ-1210	Spanish AC	Spanish talk
Perry	WNFK-105.5	country, talk	PRN - news, talk
Perry	WPRY-1400	country, talk //FM	PRN - news, talk // FM
GA Alexander City	WRFS-1050	WTLM, sports	SMN Real - country
Columbus	WDAK-540	WSTH, s. gospel	news, talk, sports
	(Networks include Unistar, BRN, ESPN and EFM)		
Columbus	WTMQ-1270	# silent	Spanish
ID Sandpoint	KSPT-97.9	country	talk
Sandpoint	KJDE-102.5	country // KSPT	SMN - country
IL Peoria	WMXP-93.3	WKZW, CHR	gold AC "Mix"
Spring Valley	WAIV-103.3	new	PRN - news, talk
IN Auburn (Ft. Wayne)	WGTB-102.3	country // WGTC	hot AC
	(WGTB ends its LMA with WGTC)		
Churubusco (Ft. Wayne)	WKQM-96.3	new	jazz
IA Cedar Falls	KCFI-1250	country	news, talk
Dubuque	KGGY-102.3	oldies	country
	(KGGY is now in an LMA with country WJOD)		

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ROBERT UNMACHT and PAT McCRUMMEN, Publishers

JILL HELLER, Associate Editor

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**FORMAT CHANGES & UPDATES (cont'd)**

KS Topeka	KWIC-99.3	new	news, talk
KY Greenville	WWHK-105.5	silent	AC // WLLS-FM
Lexington	WLAP-630	oldies	BRN - business news
MA Webster	WXXW-98.9	new	oldies & talk
(WXXW is SMN Pure oldies and Unistar talk)			
MN Browerville	KXDL-99.7	SMN - oldies	SMN - hot AC
Cambridge	WLWL-105.3	# adult contemporary	new rock // KREV
(WLWL & KREV are now a duopoly with KLBB & KBCW)			
Lakeville (Minn.)	KREV-105.1	# WTCX, AC	new rock
St. Louis Park (Minn.)	KJJO-950	hot country // FM	classic country // FM
St. Louis Park (Minn.)	KJJO-FM-104.1	hot country	classic country
MS New Albany (Tupelo)	WWKZ-103.5	CHR	adds MC-1 - CHR
MO St. Louis	KXOK-630	# urban AC	KSJL, religion
NJ Wildwood Crest	WDOX-93.1	new	adult standards
OH Marysville (Columbus)	WAKS-105.7	CHR // WAHC	classic hits "Arrow"
PA Emporium	WLEM-1250	oldies // FM	Unistar - CW (May)
Hughesville (Wmspt.)	WMRE-1190	religion	silent
Olyphant (Scranton)	WKQV-95.7	classic rock	returns to all sports
(per the station "It did not work")			
Salladasburg (Wmspt.)	WFRY-95.5	country	silent
(WFRY ends its LMA with WHTO)			
Tyrone (Altoona)	WTRN-1340	oldies	adult standards
Warminster	WRDV-89.3*	variety	contemporary Christian
Williamsport	WWPA-1340	oldies	talk
(WWPA will simulcast WWWD oldies 5:30 to 10 a.m.)			
RI Providence	WLKW-790	easy listening	SMN - adult standards
TN Monterey	WKXD-106.9	oldies	hot AC
TX Clifton	KWOW-103.3	Unistar- standards	Unistar - oldies "FUN"
Houston	KENR-1070	KRBE, CHR // FM	brokered ethnic
(KENR is now in an LMA with KENR Management Co.)			
Odessa	KODM-97.9	adult contemporary	adds SMN - AC
VA Lynchburg	WVLR-1320	urban // WJJS	black gospel
WI Wisconsin Rapids	WGLX-FM-103.3	WWRW, AC	classic rock

**NEW STATIONS: APPLICATIONS** ( \* non-commercial station) ( & reapplication)  
( + competes with existing application)

CA 88.3*	Ukiah	160 w, 1863 ft	Northern Calif. Public Bcstg.
FL 91.7*	Key Largo	100000 w (v), 479 ft	S. Florida Ed. Bcstrs.
IL 91.3*	La Salle	8000 w, 333 ft	Northern Illinois University
IN 90.5*	Hagerstown	525 h, 2100 v, 200 f	Ball State University
LA 88.3*	Ruston	250 w, 197 ft	American Family Association
ME 105.5+	Isleboro	25000 w, 199 ft	Christopher T. DiPaola
OH 91.1*	Coshocton	6000 w, 321 ft	The Ohio State University
WV 89.5*	Petersburg	9000 w (h), 1145 ft	West Va. Educational Bcstg.
WI 90.5*	Menomonie	2500 w, 810 ft	WHA Radio

**NEW STATIONS: GRANTS**

AR 101.9	Mountain Pine	6000 w, 328 ft	Mark Jones dba Advanced Comms.
IL 98.9	Dwight	3000 w, 328 ft	Electronics Research & Consulting
	106.1 Oregon	3000 w, 328 ft	Farm Belt Radio, Inc.
MO 104.3	Kennett	6000 w, 328 ft	Eagle Bluff Enterprises
NY 90.3*	Potsdam	100 w, -17 ft	State University of New York
TX 90.7*	Big Sandy	10000 w (v), 394 ft	Ambassador College
VA 91.9*	Charlottesville	400 w, 945 ft	Capra, Inc.
WI 107.3	Iron River	50000 w, 380 ft	Capital Broadcast Services

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: APPLICATIONS**

AL new-102.9	Huntsville	10 w, WSHK	Dorothy E. Newman
CA new-93.3	Redding	250 w (v), KZAP	McCarthy Wireless
CO new-94.1	Boulder	25 w, KHIH	Noble Bcst. of Colorado
	new-93.7*	Ward	Boulder Comm Bcst Assoc.
KY new-103.5*	Central City	60 w (h), WVHM	Heartland Ministries
	new-95.1*	Madisonville	Heartland Ministries
TN new-94.5	Nashville	250 w (v), WRLG	Tuned-In Broadcasting

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: GRANTS**

IL W234AE-94.7	Peoria	38 w, WQEZ	Peoria Satellite Radio
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CONSTRUCTION PERMIT ACTIVITY

AL WAPI-1070	Birmingham	requests reinstatement of expired CP to increase to 10000 w nights, DA-N
AZ KVVA-FM-107.1	Apache Junction	granted extension of time to increase to 25000 w, 312 ft
KSAZ-580	Marana	granted extension of time to decrease to 320 w nights
AR KAWW-FM-96.7	Heber Springs	granted extension of time to move to 100.7 MHz, increase to 50000 w
CA KCLB-FM-93.7	Coachella	increases to 646 ft
KNKD (CP)-93.5	Earlimart	granted extension of time
KNTA-1430	Santa Clara	requests reinstatement of expired CP to increase to 2500 w days
KFMK (CP)-98.7	Winton	requests replacement of expired CP (4th)
FL WFBA (CP)-990	Miami	granted extension of time
WHBX-96.1	Tallahassee	granted extension of time (3rd) to increase to 50000 w, 479 ft
GA WJCK-88.3*	Cedartown	on the air
WTSH-FM-107.1	Rockmart	granted replacement of expired CP to change to 45000 w, 518 ft
WPLH-103.1*	Tifton	moves to 103.1 MHz from 102.9 MHz
WATG (CP)-95.7	Trion	granted extension of time
IN WMFI-100.9	Scottsburg	has moved to 105.3 MHz, 2200 w, 512 ft
KS KTLI-99.1	El Dorado	granted extension of time (2nd) to increase to 100000 w, 617 ft
KY WTUK-105.1	Harlan	increases to 440 w
WKYQ-93.3	Paducah	granted extension of time to increase to 100000 w, 915 ft
LA KBAZ-102.1	Basile	granted replacement of expired CP to increase to 25000 w
KMDL-97.3	Kaplan	increases to 48000 w, 535 ft
MA WBMA (CP)-890	Dedham	granted extension of time
WNNZ-640	Westfield	requests extension of time to increase to 15000 w nights, DA-2
MI WGFN-98.1	Glen Arbor	changes to 4900 w, 741 ft
WCUZ-FM-101.3	Grand Rapids	requests extension of time to change to 26000 w, 702 ft
WTGV-FM-97.7	Sandusky	granted replacement of expired CP to increase to 399 ft
MN KBRF-1250	Fergus Falls	granted extension of time to add DA-2
KBJJ-107.1	Marshall	moves to 107.5 MHz, increases to 9000 w, 213 ft
MO KMVC-91.7*	Marshall	cancelled CP to move to 93.1 MHz, increase to 3000 w, 459 ft
NE KNJP (CP)-92.1	Sargent	requests replacement of expired CP
NH WLMW (CP)-90.7*	Manchester	requests extension of time
NJ WLGW-1490	Lancaster	granted replacement of expired CP to change xmtr location
NY WBFO-88.7*	Buffalo	has changed DA
NC WVAV (CP)-94.3	Hatteras	petitions for reconsideration of cancelled CP
WVAV (CP)-94.3	Hatteras	requests replacement of expired CP
WXRI (CP)-91.5*	Winston-Salem	granted extension of time
OH WHOT-1390	Youngstown	granted extension of time to change xmtr location
OR KXPC-103.7	Lebanon	requests replacement of expired CP to increase to 1099 ft
PA WESS-90.3*	East Stroudsburg	changes to 1000 w, -121 ft
WDAD-1450	Indiana	changes xmtr location
SD KSWS (CP)-89.3*	Sisseton	granted extension of time (11th)
TN WFKX-95.9	Henderson	increases to 6000 w
WKXD-106.9	Monterey	increases to 23000 w, 735 ft
WNQM-1300	Nashville	increases to 10000 w days, DA-N
TX KPXG (CP)-107.9	Gainesville	requests extension of time
VT WMNV-104.1	Rupert	requests extension of time to increase to 2600 w, 243 ft
VA WLUD (CP)-92.3	Deltaville	requests replacement of expired CP
WTON-FM-94.3	Staunton	granted extension of time (3rd) to change to 405 w, 2240 ft
WNDJ (CP)-104.9	White Stone	granted extension of time (2nd)
WI WIVH-90.9*	Christiansted	on the air

**FACILITIES/PARAMETERS: APPLICATIONS**

AL WSTH-FM-106.1	Alexander City	( & reapplication) [docket number]
WKUL-92.1	Cullman	chg. to 85800 w, 1047 ft, chg xmtr loc.
AK KRBD-105.9*	Ketchikan	incr. to 6000 w, 328 ft, chg xmtr loc.
CA KMMM-107.3	Madera	move to 89.7 MHz, change to 7800 w, install circular polarized antenna
KBDG-90.9*	Turlock	move to 107.1 MHz, change to 6000 w, 319 ft, change xmtr location
KSFM-102.5	Woodland	increase to 780 w
FL (CP)-94.7	Gifford	install auxiliary antenna system
FL WSRZ-FM-106.3	Sarasota	one-step application to change to class C3
GA WJCK (CP)-88.3*	Cedartown	move to 106.5 C2, increase to 31200 w, 618 ft, change xmtr location and ant.
IL WBIG-1280	Aurora	supporting structure height
WSCR-820	Chicago	change main studio location
KS KTPQ (CP)-102.9	St. Marys	operate xmtr by remote control
LA WBBU (CP)-107.3	Baker	direct measurement of antenna power
MD WLFX-97.1	Ocean Pines	decrease to 320 ft, change xmtr loc.
MI WIOG-102.5	Bay City	change to 2200 w, 374 ft, change ant.
WBYW-89.9*	Grand Rapids	supporting structure height
MN KBJJ-107.1	Marshall	increase to 4600 w
MS WAID-106.3	Clarksdale	install auxiliary antenna
WDLJ-96.9	Indianola	petitions to reconsider dismissal to
NY WQCD-101.9	New York	increase to 4500 w, 194 ft
OR KSJK-1230*	Talent	modify CP to move to 107.5 MHz to
PA WQYX-93.5	Clearfield	increase to 230 ft
TX KBSO-94.7	Corpus Christi	decrease to 295 ft, change xmtr loc.
WA KAZZ-107.1	Deer Park	modify CP to change to 12600 w, 469 ft, change xmtr location
WV WAFD (CP)-100.3	Webster Springs	modify CP to change to 3250 w, 1355 ft
		direct measurement of antenna power
		move to 93.1 B1, change to 1700 w, 941 ft, change xmtr location [88-496]
		one-step application to change to class C3
		change to 8320 w, 561 ft
		increase to 33100 w, 594 ft, change xmtr location, class B, [93-210]

**FACILITIES/PARAMETERS: GRANTS**

AL WESP-102.5	Dothan	incr. to 10000 w, 461 ft, chg xmtr loc.
WRLD (CP) FM-95.3	Valley	decrease to 289 ft
CA KSIQ-96.1	Brawley	increase to 294 ft, change xmtr loc.
KDIG-106.7	Orland	one step application to change to class B
FL WYFE-88.9*	Tarpon Springs	decrease to 75000 w, 466 ft, chg xmtr loc.
ID KOSZ-FM-105.5	Idaho Falls	change DA pattern
KFTZ-103.3	Idaho Falls	change DA pattern
IA KLGa-1600	Algona	operate xmtr by remote control
KS WIBW-580	Topeka	direct measurement of antenna power
ME WTOX-1450	Lincoln	direct measurement of antenna power
MD WRXS (CP)-106.9	Ocean City	incr. to 6000 w, 303 ft, chg xmtr loc.
MI WLJN-FM-89.9*	Traverse City	change to 12500 w, 554 ft
MN KARL-105.1	Tracy	modify CP to increase to 17700 w, 390 ft, class C3, [93-32]
MS WHLE (CP)-94.9	Holly Springs	change xmtr location
MO KNIM-FM-99.3	Maryville	modify CP to move to 97.1 MHz to increase to 354 ft
NJ WRNJ-FM-107.1	Belvidere	change to 1200 w, 718 ft, chg xmtr loc.
WVNJ-1160	Oakland	correct coords to 41-03-23 74-14-58
NY WEAV-960	Plattsburgh	direct measurement of antenna power
NC WXRI (CP)-91.5*	Winston-Salem	increase to 50000 w, 216 ft, class C2, modify DA
PA WESA-940	Charleroi	direct measurement of antenna power
PR WCXQ-1040	Moca	increase to 5000 w days, ND-D, change xmtr location
SD KIQK-104.1	Rapid City	increase to 538 ft
TN WEUP-FM-92.1	Minor Hill	increase to 2000 w, 479 ft
VA WKPA-1170	Lynchburg	decrease to 2500 w days, ND-D
WTON-FM-94.3	Staunton	modify CP to change to 405 w, 2240 ft
WSVY-FM-107.7	Windsor	increase to 5200 w, 351 ft, DA, change xmtr location
WV WVRP (CP)-90.7*	Ripley	change main studio location
WI WLKG (CP)-96.1	Lake Geneva	change xmtr location

**CALL LETTER CHANGES** ( # applied for by new owners)

AL	WTLM-1050	Alexander City becomes	WRF5	4-4-94	
	WDAK-910	Pepperell	# WTLM	4-4-94	
AK	KHSJ-1320	Hemet	KSDT	4-6-94	
CA	KPAY-FM-95.1	Chico	KMXI	4-1-94	"Mix"
FL	WLGH-103.1	De Funiak Springs	WMXZ	4-1-94	"Mix"
	WFTP-1230	Gainesville	# WGGG	4-1-94	
	WQIK-1320	Jacksonville	WJGR	4-1-94	"Jaguar"
FL	WGGG-97.7	Micanopy	WRRX	4-1-94	
GA	WSTH-540	Columbus	WDAK	4-4-94	
	WHYD-1270	Columbus	# WTMQ	3-28-94	
IL	WKZW-93.3	Peoria	WMXP	4-7-94	"Mix"
LA	new-101.1	Mamou	KAHK	4-7-94	
	KICR-900	Oakdale	# KREH	4-1-94	
ME	WXGL-FM-93.9	Lewiston	# WKFM	(requested)	
MA	WAYW-91.9*	Worcester	WBPR	4-1-94	
MI	new-102.5	Hudson	WAHU	4-7-94	
	WIBM-1450	Jackson	WCXI	3-29-94	
MN	WTCX-105.1	Lakeville	# KREV	4-1-94	
	new-106.3	Ortonville	KAHF	4-7-94	
	new-102.7	Proctor	KUSZ	3-31-94	
	new-93.5	Worthington	KLFN	3-31-94	
MT	KTWM(CP)-101.7	Laurel	KRSQ	4-1-94	
NM	KQNM-93.7	Gallup	# KXXI	(requested)	
	new-103.7	Grants	KAHP	4-7-94	
NY	WXPS-107.1	Briarcliff Manor	WRGX	4-8-94	"X-107"
	WRCD(CP)-93.7	Clyde	WECQ	4-1-94	
	new-98.5	Lake George	WCKM-FM	3-31-94	
NC	WAHG-94.1	Leland	WAAV-FM	4-1-94	
	new-92.9	Ocracoke	WAHL	4-7-94	
	new-102.5	Southern Pines	WAHP	4-7-94	
	WHITE-103.7	Williamston	WCBZ	4-1-94	
ND	KBMK(CP)-97.5	Bismarck	KSSS	4-1-94	
OR	KPNW-FM-99.1	Eugene	KODZ	4-1-94	"Oldies"
SC	WZNS-92.9	Dillon	# WEGX	(requested)	
TN	WAHE(CP)-102.1	Lafayette	WLCT	4-1-94	
TX	new-107.7	Benavides	KAHL	4-7-94	
	KRBE-1070	Houston	KENR	4-1-94	"Keener"
	new-93.5	Junction	KAHO	4-7-94	
VA	new-90.9*	Kenbridge	WPEX	4-7-94	
	WKDW-900	Staunton	WBGT	3-28-94	"B-93"
	WKDW-FM-93.1	Staunton	WBGT-FM	3-28-94	"B-93"
WI	WVRW-103.3	Wisconsin Rapids	WGLX-FM	4-1-94	

**PROPOSED STATION TRANSFERS**

( 314 asset sale, 315 transfer of control, 316 reorganization)

AK	KVAK-1230	Valdez	314	from Cobb Communications, Inc. to Polaris Broadcasting, Inc.
AZ	KNXN-1470	Sierra Vista	314	from Cochise Communications, Inc. to Blue Horizon Investments, Inc.
AR	KEZA-107.9	Fayetteville	316	from Communications Corp. (Galloway) to Communications Corp. (Comms Corp of Amer.)
	KDEZ-100.3	Jonesboro	314	from TM Jonesboro, Inc. to Pressly Partnership Productions, Inc.
CA	KAPL-1550	Apple Valley	314	from KAPL Broadcasting, Inc. to Major Market Stations, Inc.
CO	KISZ-FM-97.9	Cortez	314	from Explorer Communications, Inc. to QMI Radio, Inc.
	KKGD-810/ KZKS-105.3	Rifle	314	from Canterbury Broadcasting, Inc. to Western Slope Communications, L.L.C.
FL	WWUA(CP)-90.1*	Inverness	314	from Alkalodge, Inc. to Board of Regents, University of Florida
GA	WGOR-94.3	Martinez	315	from CSRA Broadcasters, Inc. (B Beasley) to CSRA Broadcasters, Inc. (G Beasley)
	WSGA-1400/ WZAT-102.1	Savannah	316	invol. from Development Specialties to Gulf Atlantic Media of Georgia, Inc.
	WWGS-1430/ WOBB-100.3	Tifton	316	from WWGS/WCUP Partnership to Peterson Broadcasting Corporation
IL	WVZA-92.7	Herrin	314	from First Service Radio, Inc. to 3-D Communications Corporation

PROPOSED STATION TRANSFERS (cont'd)

KY WMMG-1140/93.5	Brandenburg	314	from Meade County Broadcasting Company to Meade County Communications, Inc.
LA KPEL-1420/ KTDY-99.9	Lafayette	316	from Communications Corp. (Galloway) to Communications Corp. (Comm. Corp of Amer
WRNO-FM-99.5	New Orleans	316	from Radio WRNO-FM, Inc. (Galloway) to Radio WRNO-FM, Inc. (Comms Corp of Amer.
ME WCQL-FM-95.3	York Center	314	from Sunshine Group Broadcasting, Inc. to Knight Broadcasting of New Hampshire Inc
MS WVMI-570/ WQID-93.7	Biloxi	314	from Telesouth Communications, Inc. to Southern Starr of Mississippi, Inc.
NE KSCV-91.3*	Kearney	314	from Kearney State College to University of Nebraska at Kearney
NH WCQL-1380	Portsmouth	314	from Sunshine Group Broadcasting, Inc. to Knight Broadcasting of New Hampshire Inc.
NJ WREY-1440	Millville	314	from Quinn Broadcasting, Inc. to Richard Francis & Anita Arsenault
NM (CP)-103.7	Grants	314	from KKOR/KYVA, Inc. to Spectrum Media, Inc.
NY WMVI-1160	Mechanicville	316	invol from Mechanicville Bcstg. Co. to Michael J. O'Connor, trustee
WMVI-1160	Mechanicville	314	from Michael J. O'Connor, trustee to Joseph C. Motto
NC WFXZ-92.3	Jacksonville	314	from Ferguson Radio Partnership to HVS Partners
WXQR-105.5	Jacksonville	314	from Marine Broadcasting Corporation to HVS Partners
OH WIMJ-92.5	Cincinnati	314	from Pathfinder Communications Corp. to Jacor Broadcasting Corporation
PA WCOJ-1420	Coatesville	316	from Suburban Cable TV CO. (Liberty) to Suburban Cable TC Co. (Liberty/TCI Co.)
WMPA(CP)-92.3	Mansfield	314	from Penn Central Broadcasting, Inc. to Cary Simpson
TX KBST-1490/92.3/ KBTS(CP)-94.3	Big Spring	316	from David W. Wrinkle to KBST, Inc.
KBLK-92.5	Burnet	314	from Nolte Broadcasting Corporation to Maxagrid Broadcasting Corporation
KESS-1270	Fort Worth	314	from Mark Rodriguez, Jr. Broadcasting to Rodriguez-Heftel-Texas, Inc.
KPXG(CP)-107.9	Gainesville	314	from 107.9, Inc. to Rodriguez-Heftel-Texas, Inc.
KHYI(CP)-95.3	Howe	316	from Maple Communications L.P. (McCauley) to Maple Communications of Howe
KTNR-92.1	Kenedy	314	from Tiner Broadcasting Co. to Maranatha Church of Laredo dba Good News Broadcasting of Texas
KJSA-1140/ KYXS-FM-95.9	Mineral Wells	316	from Jerry Snyder & Associates (Bennett) to Jerry Snyder & Associates (Snyder)
WA KEYW-98.3	Pasco	314	from United Broadcasting, Inc. to GNP of Walla Walla, Inc.
WI WHSM-910/101.7	Hayward	316	from Windsor Communications, Inc. to Donald Welch, Interim Manager

DISMISSED STATION TRANSFERS

AR KDEZ-100.3	Jonesboro (D)	314	from TM Jonesboro, Inc. to KDEZ, Inc.
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WASHINGTON THIS WEEK

The Commission has designated for hearing the mutually exclusive applications of Cumberland Communications Corporation and The Moody Bible Institute of Chicago for a new noncommercial FM station at 89.3 MHz at Pioneer and Crossville TN, respectively.

**WASHINGTON THIS WEEK (cont'd)**

Contemporary Communications' president Larry Fuss is making a fuss about the way his application for an upgrade of his existing facility, WDTL Cleveland, MS, is being handled by the Commission. Larry alleges, in a letter to senator Trent Lott (R-MS) that the Allocations Branch lost his first petition for rule-making in June 1990 to upgrade the to a class C2 facility, then found it, dismissed it, and granted a competing petition at the same time. Fuss has filed a lot of paperwork since then, including petitions for reconsideration and reply comments for the old NPRM and a new one, but is still waiting to hear from the Commission, even though a competitor has already been granted a similar upgrade. We'll keep you posted.

The NAB has released a new report to Congress, sharply criticizing the findings of a government advisory panel that supports continued funding for the U.S.-backed TV Marti television service to Cuba. According to the NAB, not only is TV Marti not being seen in Cuba but the Cuban government turned its 1 million watt radio transmitters to the U.S. to jam AM radio stations. The report also suggested switching the government service from VHF to UHF TV band. The NAB plans to brief House members and staffers next week.

**ELSEWHERE**

Capital Cities/ABC has formally announced they'll double up in Los Angeles by purchasing sports outlet KMPC from Golden West Broadcasters for an undisclosed sum. They currently own talk KABC and heritage rocker KLOS there.

EZ Communications, which owns country KMPS-AM & FM Seattle, is picking up classic rock KZOK-FM for just under \$20 million from CLG Media of Seattle. Rumor is that KZOK-AM which is not included in the deal may be spun off to Salem Communications later this year.

CBS Hispanic Radio Network and UPI are joining up to launch a Hispanic radio news service. The service will include newscasts on the hour and half-past on Monday through Friday and not as often on weekends. More information coming during Monday press conference.

KLTD, Pineville LA (Alexandria) is attempting to open community viewpoints by including a group of the Ku Klux Klan, The Knights of the White Kamellia, in their Thursday talk show, "Town Talk." KLTD's attempt at programming diversity will be watched to see if it will remain on the air.

The Interep Radio Store's Research Division has put out a new report entitled "Frequent Moviegoers." The research evaluates radio, television, cable and newspaper in an effort to understand their effectiveness in reaching adults who have attended 3 or more movies in the past 30 days to determine which media best reached the moviegoers. Some of the findings include: Over \$1 billion was spent on movie advertising in 1993. 62.2% of it was spent on television, 27.6% was spent on newspapers, 5.6% went to cable TV networks while only 1.8% was spent on radio. 21% of frequent moviegoers are heavy radio listeners while only 17.5% are heavy TV viewers, 13.1% are heavy cable viewers and 15.7% are heavy newspaper readers. For more information on this and other reports contact Maria Pirner at (212) 916-0539.

DC Productions is a new music service that can cut customized music libraries to fit your needs. Chose from a selection of over 4000 top country singles from the 50's to today. For more information call (800) 789-DISC.

FCC Broadcast Station Totals as of March 31, 1994							
AM radio	4933	42%	UHF TV	594	39%	UHF translators	2464
FM radio	5001	43%	VHF TV	559	37%	VHF translators	2319
FM educational	1674	14%	UHF educational	242	16%	Total translators	4783
Total radio	11608	100%	VHF educational	123	8%	UHF low power	978
FM translators	2163		Total TV	1518	100%	VHF low power	524
						Total low power	1502

FCC counts include licensed stations only and do not include construction permits

ONE-STEP UPGRADES

by Gregg Skall, Pepper &amp; Corazzini

*Gregg is a regular contributor to the M Street Journal, discussing legal and regulatory issues facing broadcasters. He can be reached at (202) 296-0600.*

Last summer, the FCC took the long awaited action of clearing the way for "one-step upgrades" of FM stations. Prior to this time, an upgrade of an FM station by changing its class of service, for example from a Class A to a Class C3, required first filling a rule making request to obtain the change in class. Once the rule making was granted, the licensee was then required to file the "second step", and application for a construction permit. Combined, the process could take an extraordinarily long time. A licensee may now apply for the change in class rule making and a construction permit to build the upgrade in one rule making application. The one-step process eliminates the duplication of effort involved in performing a comprehensive engineering analysis at each stage.

The Commission expects the procedure to be particularly useful for three types of applications: Upgrades to an enhanced class of service, adjacent channel downgrades and same class adjacent channel substitutions. Adjacent channel downgrades provide flexibility to use allotments that may have become unusable due to changes in spacing requirements. Same class adjacent channel substitutions enable some Class A licensees and permittees presently limited to three kilowatts to increase power to six kilowatts.

Adopting the position of the NAB, the Commission also decided to limit this one-step process to co-channel and adjacent channel upgrades and modifications which require no other changes to the Table of Allocations. The Commission believed that co- and adjacent channel changes precluded opportunities for others to apply for the requested new channel location because of the existing location of the applicant. To expand the one-step process to other channels would involve considerations beyond the preclusive effects of co- and adjacent channel allotments upon which this rule is based. However, the one-step process was extended to mutually exclusive IF channels because of their preclusive effect.

Reacting to concerns of several commentors including the NAB, the FCC protected the "core objectives" of the allotment policy by requiring that all applications filed pursuant to the one-step process meet both application criteria and allotment standards. To do otherwise, the Commission reasoned, might permit overcrowding and an uneven distribution of stations. However, so long as a proper, fully spaced site is available, applicants are permitted to apply for a modification under the one-step process at a site which complies only with the application criteria, even if that particular site would not meet the allotment standards. The applicant must simply demonstrate that a suitable site exists which would comply with minimum distance separation and city-grade coverage requirements in the allotments standards. For this purpose, the Commission will not accept locations which meet the criteria only by use of the contour protection rules.

Finally, the Commission clarified the relationship of applications and rule makings under the cutoff rule. Minor change applications filed under the one-step process will be cut off from the filing of other applications or rule making proposals as of the day they are received at the Commission. Applying the procedures in this way now provides certainty to applicants by no longer exposing them to conflicting proposals contained in rule making applications. However, if a one-step application conflicts with earlier or simultaneously filed rule making petitions, the application will be held in abeyance until the conflict is resolved or unless the application is amended to remove the conflict. Otherwise, conflict will be resolved in the rule making proceeding.

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# The M Street Journal

## Radio's Journal of Record

304 Park Ave. S., 7th Floor, New York, NY 10010 PHONE (212) 473-4668 FAX (212) 473-4626

**THE SECRET'S OUT IN DENVER.** Secret Communications brings the '70's oldies craze to Denver soon as they will buy their LMA partner, KMJI, and switch it from soft AC. Secret has also LMA'd KBPI from Great American. They have sold KPBI's intellectual property that it manages, including the call letters and format, to Jacor Communications, who will move all of it to 106.7 MHz, leaving 105.9 "as full-signaled hole in the ether," according to the press release. In keeping with their company moniker, anonymous officials will call the new 105.9 "Alice 106 FM," because, "the 11,000 best sets of call letters have already been taken, and because the project has the adventurous feel of chasing a white rabbit down a hole."

**OVER HALF THE FCC'S BUDGET FROM FEES.** If you thought taxes were getting out of hand, you'll be pleased to know that FCC Chairman Reed Hundt says that over half of his proposed fiscal '95 budget will come from fees, a total of \$95 million out of his \$167.4 million budget.

### FORMAT CHANGES & UPDATES ( # change accompanies new ownership) ( // simulcast)

		<u>formerly</u>	<u>becomes</u>
AL Eufaula	WDMT-97.9	adult contemporary	adds JSN - AC
AL Warrior	WLBI-98.7	soft AC	adds JSN - soft AC
CA Barstow	KSZL-1230	country	adds JSN - country
CA Basile	KBAZ-102.1	# country	Unistar - standards
(KBAZ in now KSIZ-FM and is a duopoly with KSIZ and KCRL)			
CA Green Acres (Bakers.)	KRAB-106.3	rock	adds Mark & Brian
CA Palm Springs	KDES-920	oldies // FM	to be KESQ, news, talk
(In June, KDES will LMA to KESQ-TV 42, EGF Broadcasting Corp.)			
CA San Diego	KOGO-600	talk	adds Major - talk
CA San Luis Obispo	KSLY-FM-96.1	CHR	adds Mark & Brian
CA San Luis Obispo	KVEC-920	news, talk	adds Major - talk
CO Denver	KMJI-100.3	# adult contemporary	70's oldies "Magic"
(KMJI and 105.9 (the old KBPI) form a duopoly)			
CO Denver	KAZY-106.7	rock	KBPI, rock
CO Denver	KBPI-FM-105.9	# rock	hot AC "Alice at 106"
(KBPI call letters and format move to KAZY, new calls soon for 105.9)			
DE Fenwick Island	WLBW-92.1	new	SMN - oldies // WLWV-FM
FL Avon Park	WKHF-1390	classic country	Spanish
FL Fort Walton Beach	WNUE-1400	talk	silent
FL Largo (Tampa)	WRFA-820	religion, talk	WYTA, talk
FL Panama City	WGNE-590	easy listening	The Team - sports
FL Peru	WLRZ-100.9	rock	Unistar Adult - rock
FL Rockford	WQFL-100.9	contemp. Christian	adds MGS - C. Christ.
GA Cedartown	WJCK-88.3*	new	religion
GA Perry (Macon)	WPGA-FM-100.9	urban AC	adds ABC - Joyner
GA St. Simons Island	WMOG-FM-92.7	soft AC	adds JSN - soft AC
GA Wrens (Augusta)	WAKB-96.9	urban AC	adds ABC - Joyner
IL Alton (St. Louis)	KATZ-FM-100.3	urban AC	KNJZ - jazz "Smooth"
IL Beardstown	WRMS-790	JSN - soft AC //FM	JSN - country // FM
IL Beardstown	WRMS-FM-94.3	JSN - soft AC	JSN - country
IL Paris (Terre Haute)	WPRS-1440	soft AC	standards, talk
IL Rockford	WROK-1440	talk	adds Major - talk
IL Spring Valley	WAIV-103.3	new	PRN, IBN - talk
IN Hartford City	WWWO-93.5	Unistar - AC	Unistar Adult - rock
IN Seymour	WQKC-93.7	country	adds Major - country
IN Seymour	WZZB-1390	oldies	Major - AC

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JILL HELLER, Associate Editor

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**FORMAT CHANGES & UPDATES (cont'd)**

IN Vincennes	WAOV-1450	news, talk	adds Unis. - standards
IA Waterloo	KXEL-1540	SMN - country	SMN - adult standards
KY Lexington	WLAP-630	business news	The Team - sports
LA Lake Charles	KLCL-1470	adult standards	The Team - sports
ME Ellsworth	WDEA-1370	standards, talk	drops talk
MD Annapolis	WNAV-1430	oldies	adult standards
MD Ocean City	WRXS-106.9	new	new rock "X-107"
	(WRXS is in an LMA-to-buy with Ocean City Media)		
NY Albany	WHRL-103.1	new AC	adds JSN - easy
	(WHRL adds Jones "FM Lite" for overnights)		
NY Jamestown	WKSN-1340	oldies, talk	adds JSN - oldies
NY New York	WMCA-570	religion	adds Major - talk
NY Plattsburgh	WNWX-1070	news	adds Major - talk
NY Utica	WIBX-950	news, talk	adds Major - talk
NC Shelby	WADA-1390	country, talk	news, talk
OH Cincinnati	WSAI-1360	adult standards	CSN - children's
	(WSAI-1360 is now WSAI-1530, look for new call letters at 1360)		
OK Oklahoma City	WKY-930	easy listening	news, talk, sports
OK Tulsa	KAKC-1300	news, talk, sports	adds The Team - sports
PA Greenville	WGRP-940	soft AC // FM	remains soft AC
PA Greenville (Youngs.)	WEXC-107.1	soft AC	CHR "Variety 107"
PA Philadelphia	WPHY-560	religion	adds Major - talk
RI Westerly	WERI-1230	talk	adds Major - talk
SC Marion (Florence)	WCMG-94.3	urban AC	adds ABC - Joyner
TX Hutto (Austin)	KIKY-92.1	# silent	to be Major - country
VI Christiansted	WIVH-90.1*	new	religion
WA Spokane	KXLY-920	news, talk	adds Major - talk
WI Jackson	WYLO-540	ethnic, religion	adds MGS - C. Christ.
WI Milwaukee	WLZR-1340	new rock	rock // FM
WI Whitehall	WHTL-FM-102.3	country	adds Major - country
WY Rawlins	KIQZ-92.7	soft AC	adds JSN - soft AC
WY Torrington	KGOS-1490	country // FM	adds JSN - CW // FM
WY Torrington	KERM-98.3	country	adds JSN - country

**NEW STATIONS: APPLICATIONS** ( \* non-commercial station) ( & reapplication)  
( + competes with existing application)

NV 101.3	Fallon	6000 w, 248 ft	Sierra NV Christian Music Assn.
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**NEW STATIONS: ACCEPTED FOR FILING**

AZ 107.3	Chinle	4-14-94	Thomas C. Troland
CA 88.1*	Chico	4-14-94	KXOL, Inc.
IL 91.5*	Sterling	4-14-94	Northern State University
IN 90.9*	Marion	4-14-94	Ball State University
NJ 89.9*	Long Beach	4-14-94	Mercer County Comm. College
NY 90.3*&	Syracuse	4-14-94	State University of New York
OH 88.5*	Bryan	4-14-94	Public Bcstg. Found of NW Ohio
PA 90.5*	Erie	4-14-94	Public Bcstg. Found of NW Penn.

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: APPLICATIONS**

MT new-88.9*	Big Horn County	41 w (v), KEAR	Family Stations, Inc.
MT new-96.3	Billings	92 w (v), KEAR	Family Stations, Inc.
MT new-88.1*	Shelby	50 w (h), KXEI	Hi-Line Radio Fellowship
VA new-106.1	Norfolk	250 w, WROX-FM	Sinclair Telecable, Inc.

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: GRANTS**

NJ W206AG-89.1*	Rio Grande	170 w (v), WWNJ	Mercer County Comm. Coll.
OR K217BZ-91.3*	Grants Pass/Rogue	40 w, KSMF	S. Oregon State College
TN W205AR-88.9*	Milan	55 w, WAFR	American Family Assn.
TX K216CQ-91.1*	Austin	1 w (h), KNON	Agape Bcstg. Found.
UT K300AG-107.9	Escalante	10 w (v), KSSD	Escalante City
WI W2199BI-91.7*	Ellison Bay	10 w, WGBW	State of Wisconsin

CONSTRUCTION PERMIT ACTIVITY

AZ KXLL(CP)-105.9	Paradise Valley	requests extension of time
AZ KUPD-FM-97.9	Tempe	changes xmtr location
AR KUAP(CP)-89.7*	Pine Bluff	requests extension of time (3rd)
CA KSSI(CP)-102.7	China Lake	cancelled CP, deleted call letters
CA KBCH(CP)FM-107.7	Kings Beach	requests extension of time (3rd)
CA KIQQ(CP)FM-104.9	Lenwood	requests replacement of expired CP
CA KXHV-89.7*	Sacramento	on the air
CA KXER(CP)-1060	Templeton	denied extension of time, cancelled CP, deleted call letters
CA KCLU(CP)-88.3*	Thousand Oaks	requests extension of time (3rd)
CT WPKN-89.5*	Bridgeport	changes to 10000 w, 554 ft, DA (as mod.)
FL WJFP(CP)-91.1*	Fort Pierce	requests extension of time
FL WWUA(CP)-90.1*	Inverness	requests extension of time (2nd)
FL WMTO-93.5	Port St. Joe	cancelled CP to increase to 14500 w, 669 ft, class C2, [91-231]
FL WHBX-96.1	Tallahassee	increases to 37000 w, 479 ft (as mod.)
GA WCHZ-95.1	Harlem (Augusta)	increases to 5700 w, 538 ft
GA WKBG(CP)-107.7	Martinez	requests extension of time (2nd)
HI KAOI-FM-95.1	Wailuku	increases to 100000 w, 1230 ft (as mod.)
ID KMCL-1240	McCall	granted extension of time to change xmtr location
ID KQXR-100.3	Payette	increases to 98430 w, 708 ft
IL WGNU-920	Granite City	granted reinstatement of expired CP to decrease to 450 w days and nights on the air
IA KIKR-103.3	Asbury	requests replacement of expired CP
KS KGZF(CP)-99.5	Emporia	increases to 25000 w, 328 ft
LA KBAZ-102.1	Basile	requests extension of time (5th)
LA KRRQ(CP)-95.5	Lafayette	granted reinstatement of expired CP
LA KXKW(CP)-680	Tioga	requests extension of time to increase to 50000 w, 436 ft
MI WQON-100.3	Grayling	requests extension of time (2nd)
MI WBGV(CP)-92.5	Marlette	increases to 25000 w, 315 ft
MN WKLK-FM-96.5	Cloquet	on the air
MN KLXK-101.7	Duluth	cancelled CP to increase to 25000 w, 263 ft, class C3, [89-372]
MS WKDJ-96.5	Clarksdale	requests extension of time to increase to 24500 w, 200 ft
MS WJSU-88.5	Jackson	requests extension of time (4th)
MO KZPF(CP)-92.9	Ozark	requests extension of time to return to air
MO KNSX-93.3	Steelville	requests extension of time (3rd) to increase to 25000 w, 774 ft
NV KRJC-95.3	Elko	requests extension of time
NH WLMW(CP)-90.7*	Manchester	requests extension of time (2nd)
NJ WNJB(CP)-89.3*	Bridgeton	requests replacement of expired CP
NC WCCG(CP)-104.5	Hope Mills	requests extension of time (2nd)
NC WLWW(CP)-106.1	Waxhaw	changes to 24500 w, 482 ft, DA (as mod.)
OH WMUB-88.5*	Oxford	increases to 1099 ft
OR KXPC-103.7	Lebanon	requests extension of time
PA WVNW(CP)-96.7	Burnham	requests extension of time to increase to 3000 w
PA WSAJ-FM-91.1*	Grove City	granted reinstatement of expired CP to change xmtr location
PA WDAD-1450	Indiana	requests extension of time to increase to 2000 w, 403 ft
PA WWBE-98.3	Mifflinburg	requests replacement of expired CP
PA WXXZ(CP)-107.9	Port Matilda	requests extension of time to increase to 100 w (h), 1000 w (v), 118 ft
PA WRDV-89.3*	Warminster	increases to 2740 w, 492 ft, DA
TN WKOS-104.9	Kingsport	increases to 6000 w
TN WNOX-99.1	Loudon	granted extension of time to increase to 5000 w days
TX KWWJ-1360	Baytown	requests replacement of expired CP to increase to 32000 w, 341 ft, DA
TX KAMU-FM-90.9*	College Station	requests extension of time (5th) to increase to 1322 ft
TX KQOK-106.5	Galveston	

CONSTRUCTION PERMIT ACTIVITY (cont'd)

TX KIKY-92.1	Hutto	requests extension of time to increase to 3000 w, 239 ft
UT KCUA(CP)-92.5	Coalville	cancelled CP, deleted call letters
VA WYFJ-100.1*	Ashland	increases to 6000 w, 321 ft (as mod.)
WI WCCN-FM-107.5	Neillsville	requests extension of time to increase to 587 ft
WI WZTT(CP)-97.5	Rhineland	granted extension of time (7th)
WY KUWZ(CP)-90.5*	Rock Springs	requests extension of time

FACILITIES/PARAMETERS: APPLICATIONS

AL WXBK-1090	Albertville	( & reapplication) [docket number] change xmtr location to 34-18-2 86-16-1 make changes in antenna system
AZ KUET-710	Black Canyon City	modify CP to change daytime xmtr loc., change to ND
CA KRVH-90.9*&	Rio Vista	move to 101.5 MHz
CO KERP-91.9*	Pueblo	increase to 633 ft
FL WXOF-97.1	Beverly Hills	move to 106.3 C3, increase to 12000 w, 469 ft, change xmtr location, [92-195]
FL WAVQ(CP)-104.3	Inglis	change xmtr location
FL WIRK-FM-107.9	West Palm Beach	increase to 348 ft, change xmtr loc.
GA WATG(CP)-95.7	Trion	increase to 1300 w
HI KRTR-96.3	Kailua	decrease to 2116 ft, change antenna supporting structure height
HI KBLZ(CP)-104.3	Kaneohe	increase to 73510 w, 2116 ft
IL WLLR-FM-101.3	East Moline	one step application to change to class C2
IA KLGA-FM-92.7	Algona	one step application to change to class C3, increase to 50000 w, 226 ft
IA KOOO(CP)-102.3	Onawa	increase to 718 ft, change xmtr loc and antenna supporting structure height
KS KLLS-104.5	Augusta	change to 45000 w, 515 ft, chg xmtr loc
KS KOLS-95.5	Dodge City	change to 24000 w, 59 ft, chg xmtr loc.
MI WCHB-1200	Taylor	increase to 50000 w days, 15000 w nights, make changes in antenna system
MS WAID-106.3	Clarksdale	modify CP to move to 106.5 MHz to decrease to 295 ft
		(modifies last week's listing)
MS WRXQ-95.7	Olive Branch	correct coordinates, construct new tower
MS WPMX-1060	Tupelo	change xmtr location to 34-15-18.9 88-41-46.4, make changes in ant. sys.
MO KRJY-96.3	St. Louis	change to 80000 w, 1027 ft, chg xmtr loc.
MT KBOZ-FM-97.5	Livingston	increase to 790 ft, change xmtr loc.
NH WLGW(CP)FM-102.3	Lancaster	change to 690 w, 958 ft, chg xmtr loc.
NH WLKZ-104.9	Wolfeboro	change xmtr location
NC WDLF-104.3	Old Fort	change to 5600 w, 308 ft, correct coordinates
OH WZOM-105.9	Defiance	increase to 6000 w
OK KLBC-107.1	Durant	modify CP to change to 6900 w, 617 ft, change xmtr location, class C3, [88-48]
OR KXPC-103.7&	Lebanon	increase to 1127 ft, change xmtr loc.
PA WMPA(CP)-92.3	Mansfield	change to 800 w, 643 ft, chg xmtr loc.
SC WAVO-1150	Rock Hill	change xmtr location to 34-56-55 80-59-57.5
TX KBST-FM-95.9	Big Spring	change to 8750 w, 459 ft
TX KBLK-92.5	Burnet	change to 640 w, 584 ft
TX KTXN-98.7	Victoria	increase to 446 ft, change xmtr loc., change antenna supporting struc. heigh
VA WPES-1430	Ashland	direct measurement of antenna power
WA KOLU-90.1*	Pasco	increase to 7500 w, 1000 ft, change xmtr location, class C2
WV WXMD(CP)-93.3	White Sulphur Springs	change to 250 w (h), 1164 ft (v), change xmtr location
WI WERN-88.7*	Madison	change to 21500 w, 1264 ft, change xmtr location, DA

Returned/Dismissed Applications

ND KDRQ-1330	Wishek (D)	decrease to 253 w days, 108 w nights, ND
VA WLCX-90.1*	Farmville (D)	move to 91.7 MHz, increase to 1500 w (v), 413 ft (v), change xmtr location

FACILITIES/PARAMETERS: GRANTS

CA KKLA-99.5	Los Angeles	modify CP to change DA
CA KUSC-91.5*	Los Angeles	change to 15500 w, 2883 ft, change xmtr location, change DA
FL WCMQ-FM-92.3	Hialeah	use former main as auxiliary
IA KOKX-FM-95.3	Keokuk	modify CP to move to 96.3 MHz to incr. to 90400 w, 981 ft, change xmtr loc., class C1, [89-451]
KY WMJM-96.7	Bowling Green	increase to 3580 w
LA KFXZ-106.3	Maurice	increase to 2600 w
ME WBQW-104.7	Kennebunkport	change to 6000 w, 285 ft
MA WBMA (CP)-890	Dedham	increase to 25000 w days, 5000 w nights DA-2, change city of lic. to Wellesley change xmtr location to 42-14-49 71-25-30
NY WEXP-FM-105.1	Plattsburgh	one step application to change to class C3, increase to 15500 w, 417 ft
VA WPIR-91.3*	Salem	change to 886 ft, change xmtr location, modify DA
WI WZTT (CP)-97.5	Rhineland	decrease to 551 ft

PROPOSED STATION TRANSFERS

( 314 asset sale, 315 transfer of control, 316 reorganization)

AK KSLD-1140/ KAZO-96.5	Soldotna	314 from King Broadcasters, Inc. to Chester P. Coleman
AZ KFLX-105.1	Kachina Village	314 from Desert West Air Ranchers Corp. to D.B. Broadcasting, L.L.C.
CA KAGR (CP)-94.1	Morro Bay	314 from Mr. Paul Yang to Andy James Falas
CA KRTM-88.9*	Temecula	315 from Penfold Communications, Inc. (Old) to Penfold Communications, Inc. (New Board)
IL WKDC-1530	Elmhurst	314 from DuPage Broadcasting, Inc. to Joseph J. Gentile
KY WGGC-95.1	Glasgow	316 invol from Heritage Comms (Sadler, et al to Heritage Comms., Inc. (Sadler/Lohner)
MI WXOX-1250	Bay City	316 from Eberline Bcstg. Co., Inc. to Randall Frank, chapter 7 trustee
MI WXOX-1250	Bay City	314 from Eberline Bcstg. Co., Inc. (Frank) to Mexican American Broadcasting Co., Inc.
MN WAKX-98.9	Duluth	314 from Stereo Broadcasting, Inc. to Head of the Lakes Broadcasting Co., Inc.
MO KMRN-1360/ KDEE (CP)-100.1	Cameron	314 from Cameron Radio, Inc. to Osland Broadcasting Company
NH WLGW (CP) FM-102.	Lancaster	314 from Michael W. Beattie to Barry P. Lunderville
NJ WSUS-102.3	Franklin	315 from WSUS Communications, Inc. (Bardach) to WSUS Communications, Inc. (Normoyle)
NY WXEJ (CP)-100.5	Conklin	314 from Cheryl Busch to Equinox Broadcasting Corporation
NY WIRD-920/ WLPW-105.5	Lake Placid	314 from Adirondack Network Systems, D.I.P. to Adirondack Network Systems, Inc.
OH WCKY-1530	Cincinnati	314 from Pathfinder Communications Corp. to CR Acquisition, Inc.
OH WAPQ-98.7	Crestline	316 from Mid-American Radio Group, Inc. to Mid-Ohio Radio Partners, Ltd.
OH WCWA-1230/ WIOT-104.7	Toledo	316 invol. from Reams Bcstg Corp. to Reams Broadcasting Corporation, D.I.P.
OK KTFR (CP)-100.7	Claremore	314 from Educational Broadcasting Corp. to Michael Stephens
OK KRHD-1350/102.3	Duncan	315 from Duncan Bcstg. Co., (RH Drewry) to Duncan Bcstg. Co. (Drewry Family LP)
OK KSWO-1380	Lawton	315 from Duncan Bcstg. Co., (RH Drewry) to Duncan Bcstg. Co. (Drewry Family LP)

PROPOSED STATION TRANSFERS (cont'd)

SC WGFG-105.1/	Branchville/	314 from Eagle of Orangeburg, Inc.
WIGL-102.9	Orangeburg	to Boswell Broadcasting, Inc.
VA WHAP-1340	Hopewell	314 from Connon Communications Corp.
		to Kelmckar Communications, Inc.
WV WSCW-1410	South Charleston	316 from CLW Comms. Group (AMG International)
		to CLW Comms. Group (Ministerial Support)
WI WRJN-1400	Racine	316 from Vision Broadcasting, Inc. (McGinty)
		to Vision Broadcasting, Inc. (Gazzana)
WI WZTT(CP)-97.5	Rhinelanders	314 from Stewards of Sound, Inc.
		to Raven Broadcasting Corp.
WI KXTP-970	Superior	314 from Stereo Broadcasting, Inc.
		to Head of the Lakes Broadcasting Co., Inc.

DISMISSED STATION TRANSFERS

NY WUFX-103.3	Buffalo (Denied)	314 from Metroplex/Robinson Bcstg. Co.
		to Clear Channel Metroplex Licenses, Inc.

FM ALLOCATIONS: PROPOSED AMENDMENTS

AR KCJC	Russellville	to 101.3 A from 100.9 A, counterproposal, replies due April 28
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WASHINGTON THIS WEEK

The Commission opened a can of worms today as they've asked for public comment on EEO regulations for broadcast and cable. It wants to know how to better enable broadcasters to meet their EEO obligations, and how to improve the rules and policies, and the enforcement of them. Specifically, the Commission has asked whether documentation for part-time hires should be eliminated, or alternatively, what level of consideration should be given for part-time hires. Also, should broadcasters be required to encourage minority and female entrepreneurs to conduct business with all parts of their operation as is now required for cable operators. The Commission is also considering the term in which information should be available should be changed.

The NAB has announced the naming of seven new radio board members. The new members are: Paul Fiddick, president/radio group, Heritage Media Corp; Joseph M. Field, (reelected) president, Entercom Broadcast Group; William Figenshu (reelected), Senior VP, Viacom Broadcast Group; Mark Mays, Senior VP, Clear Channel Communications; and Randall Odeneal (reelected), general partner, Sconnix Broadcasting Company. Two designated radio board seats went to Carol Reilly (reelected) marketing director, Griffin Group and William E. Shearer, President, KGFJ, Los Angeles.

ELSEWHERE

Arbitron has some good news--Winter '94 response rates were up 4.3% over the Winter survey and 6.7% over the Fall '93 book. Arbitron believes the increase was due, in part, to faster placement of diaries after the respondent was recruited.

Arbitron has also announced their first attempt at cable TV viewing measurement. They'll use a telephone coincidental survey to measure a program or scheduled event's audience expressed as ratings and share estimates.

36% of a station's diaries may account for almost three-quarters of a station's listening, according to a just-released study from The Research Director, a firm which specializes in Arbitron diary analysis among other things. The study shows how important the "First Preference Listener" can be to a radio station. The First Preference Listener is the one that spends more of their radio listening time with that station than with any other. Also shown in the study: 22% of First Preference Listeners listened to no other station. If you'd like more information about the study, call Rhody Bosley at (410) 377-5859.

ELSEWHERE (cont'd)

AccuRatings has added nine new markets to its market count. The new markets are Pittsburgh, Augusta, Benton Harbor, Eau Claire, Flint, Racine, Roanoke/Lynchburg, Savannah and Springfield, MO.

This week's big deal is the purchase of all eleven American Media stations for \$150 million by MBD Broadcasting and Chancellor Communications. Hicks Broadcasting has a stake in both MBD and Chancellor. MBD will pick up country WUBE-AM & FM Cincinnati and WYGY Hamilton OH (Cincinnati), progressive KTCJ and KTCZ-FM Minneapolis, AC WALK-AM & FM Patchogue NY (Long Island), sports talk KMEN San Bernardino CA & churban KGGI Riverside, and oldies WOCL De Land FL (Orlando). Chancellor Communications gets oldies KHYL Auburn CA (Sacramento).

Emmis will get a duopoly in their hometown as they've announced their intent to buy talker WIBC and oldies WKLR Indianapolis from Horizon Broadcasting Company for \$26 million. Emmis owns adult contemporary WENS Shelbyville IN.

American Radio Systems is buying standards WECK Cheektowaga and soft AC WJYE Buffalo NY from Guild Radio. They'll combo the purchase with country WYRK to give them nearly a 23 share in Buffalo.

Bud Paxson has bought-up a majority interest in the American Network Group. Publicly-held Paxson Communications Corp. bought 68% of the common stock for \$2.5 million. ANG owns the Tennessee and South Carolina Radio Networks, several regional sports networks, and three radio stations. This is Paxson's first successful transaction with a publicly-held company since he tried to buy TM Century a while back.

ABC/ESPN has thrown their hat in the sports talk ring. Nancy Donnellan, better known as the "Fabulous Sports Babe" will be joining ESPN as of July 4th. The show will air weekdays from 10 a.m. to 2 p.m. Eastern. The Babe will be the first female host of a national sports radio talk show. The show is available from the ABC Radio Networks.

**Who says you can't be all things to all people?** KAVA in Burney, CA does a real "variety" mix. From 6 am to 9 am it's Hot Country, 9 am to Noon it's 50's and 60's Rock and Roll, Noon to 2 pm it's bluegrass, 2 pm to 4 pm it's Major Network's Barry Farber, 4 pm to 6 pm the local high school students come in and play CHR music, 6 p.m. to 8 p.m. is "Old Time Radio" swing/big band, and finally from 8 p.m. to 10 p.m. it's free form.

Tired of listening to the same old news? Looking for a new news twist to spice up your life? Looking for challenging news-listening opportunities? Then Finland's national radio service, YLE, has just what you're looking for. YLE is now supplying the main world and European news in Classical Latin. The service is distributed via satellite in North America. For more info, call (800) 221-9539.

Paul Harvey, ABC Radio Network commentator, will make the Keynote Address at the NAB Radio Show, October 12-15 in Los Angeles. Harvey will also receive the "Spirit of Broadcasting Award" during the October 14 radio luncheon.

American Entertainment Network introduces three new shows: Home Care hosted by Jeff Williams, which will run Saturdays and Sundays. Nutz & Boltz, hosted by the "Psy-CAR-artist" Dre Brungardt, is a new fix-it car show on Saturday mornings. Last but not least, Lowell Ponte At Large, former Reader's Digest roving editor, will run on Saturday and Sunday evenings. For more information contact AEN at 619-754-3333.

Stan Major has joined with Talk America. The late night "The Stan Major Show" will move from the Independent Broadcasting Network. The Stan Major Show can be reached at (305) 473-9523.

On Travel announces two new nationally syndicated specials: "On California" and "D-day Remembered." For more information contact Jennifer Forrest at (714) 493-7988.

CBS Radio Programs, A&M Records, House of Blues Productions and Ben Manilla Productions will present a live, one-hour concert featuring The Neville Brothers on Saturday night/Sunday morning, April 30-May 1. The show will begin at 12:45AM, ET with a live or tape-delayed option. The show is available to all House of Blues Radio Hour affiliates.

**ELSEWHERE (cont'd)**

The new "1994 Station Guide to FCC Compliance" booklet is now available free from Wind River Broadcast Center Publications at (800) 669-3993 or 117 East Eleventh, Loveland, CO 80537.

The Interep Radio Store has a new report called "The Dynamics of Adults 25-54 and How They Listen To Radio." The report examines spending patters, income, household makeup and radio listening traits. The report is broken into three subcategories: Adults 25-34, Adults 35-44 and Adults 45-54. Copies of the report are available through Jane Sperrazza at (212) 916-0524.

The NAB's 10th annual Executive Management Development Seminar for Radio Broadcasters will be held at the University of Notre Dame, South Bend, IN June 11-17, 1994. The one-week seminar will focus on radio station operations. Applications are also now available for the Minority Fellowship Award. For more information contact Lori Long in the NAB Radio department at (202) 429-5402.

"Not From This World," but definitely from your radio. It's a bird, It's a plane it's the Paranet UFO Continuum. A new show dealing with the UFO phenomenon is now available on Sunday nights from 10 to 11 PM Eastern. For more information on this unique show contact Greg Barman at (303) 744-0479.

**M Street format totals for all stations**

All Stations		
Country	2618	22.0%
AC	1326	11.1%
News/Talk	1068	9.0%
Religion	774	6.5%
Oldies	719	6.0%
Variety	458	3.9%
Standards	428	3.6%
CHR	421	3.5%
Spanish	414	3.5%
Silent	387	3.3%
Alternative	381	3.2%
Soft AC	334	2.8%
Rock	329	2.8%
Classical	298	2.5%
R&B	246	2.1%
Classic rock	244	2.1%
C. Christian	226	1.9%
Hot AC	225	1.9%
S. Gospel	206	1.7%
EZ	124	1.0%
Black Gospel	120	1.0%
Jazz	93	0.8%
Urban AC	89	0.7%
Sports	81	0.7%
Ethnic	74	0.6%
Gospel	58	0.5%
New Rock	51	0.4%
R&B Oldies	34	0.3%
New AC	26	0.2%
Not Available	24	0.2%
Pre-Teen	18	0.2%
Total Stations	11894	

By Category		
<b>Popular Hits 29%</b>		
AC	1326	38.4%
Oldies	719	20.8%
Standards	428	12.4%
CHR	421	12.2%
Soft AC	334	9.7%
Hot AC	225	6.5%
Total	3453	

<b>Christian 11.6%</b>		
Religion	774	55.9%
C. Christian	226	16.3%
S. Gospel	206	14.9%
Black Gospel	120	8.7%
Gospel	58	4.2%
Total	1384	

<b>News-Talk 9.7%</b>		
News/Talk	1008	87.7%
Sports	81	7.0%
All News	60	5.2%
Total	1149	

<b>Rock 8.4%</b>		
Alternative	381	37.9%
Rock	329	32.7%
Classic Rock	244	24.3%
New Rock	51	5.1%
Total	1005	

<b>Easy Listening 4.5%</b>		
Classical	298	55.1%
EZ	124	22.9%
Jazz	93	17.2%
New AC	26	4.8%
Total	541	

<b>Ethnic 4.1%</b>		
Spanish	414	84.8%
Ethnic	74	15.2%
Total	488	

<b>R&amp;B 3.1%</b>		
R&B	246	60.7%
Urban AC	89	24.1%
R&B Oldies	34	9.2%
Total	369	

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Counts as of April 20th

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# The M Street Journal

## Radio's Journal of Record

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**SUPREME COURT REFUSES TO HEAR LISTENER APPEAL.** Radio & Records reports the Supreme Court has refused, without comment, to hear an appeal of a case that ruled that listeners have no legal grounds to ask the FCC to take action against broadcasters. The case stems from a suit filed by Peter Branton, who found language offensive in an NPR broadcast. The FCC found the program to be a bona-fide newscast. Branton's appeal to the U.S. Circuit Court was dismissed.

**ARBITRON ANNOUNCES SPRING '94 MARKET CHANGES** It has deleted three markets: Steubenville-Weirton, OH-WV; Minot, ND; and Muskegon, MI and has added one standard market--Visalia-Tulare-Hanford, CA--and four condensed markets: Elmira-Corning, NY; Laredo, TX; Merced, CA; and Morgantown-Clarksburg-Fairmont, WV. Five markets have added metro counties: Biloxi-Gulfport-Pascagoula, MS; Lexington-Fayette, KY; St. Cloud, MN; Springfield, MO; and Wichita Falls, TX. Waco, TX will become a condensed market.

**FORMAT CHANGES & UPDATES** (# change accompanies new ownership) (// simulcast)

		<u>formerly</u>	<u>becomes</u>
AL Birmingham	WMXQ-94.5	# WAPI-FM, CHR	hot AC "Mix"
	(WMXQ and WAPI is now a duopoly with WZRR and WJOX)		
Huntsville	WDJL-1000	WTAK, rock // FM	urban "Love 1000"
CA Los Angeles	KMPC-710	# sports	talk
	(KMPC is now in an LMA-to-buy with talk KABC and rock KLOS)		
Marysville	KRFD-FM-99.9	# rock	Spanish // KRCX
San Diego	KOGO-600	talk	adds Unis CNN - news
FL Micanopy (Gainesville)	WRRX-97.7	classic rock	adds Unis. Adult-rock
GA Brunswick	WMOG-1490	adult standards	adds JSN - EZ nights
Fort Valley (Macon)	WIBB-97.9	WVYV, AC	urban
St. Simons Island	WMOG-FM-92.7	adult contemporary	JSN - soft AC
IN Mount Vernon (Evans.)	WPCO-1590	country	JSN - soft AC // FM
Mount Vernon (Evans.)	WBLZ-106.7	CHR	JSN - soft AC
Terre Haute	WJSH-1300	adult standards	SMN Real - country
IA Asbury (Dubuque)	KIKR-103.3	new	JSN - country
Dubuque	WDBQ-1490	oldies, talk	adds Unistar - oldies
KY Maysville	WFTM-1240	oldies	JSN - soft AC // FM
Maysville	WFTM-FM-95.9	country, oldies	JSN - soft AC
LA Basile	KBAZ-102.1	# country	Unistar - standards
	(KBAZ is now KSIG-FM and is a duopoly with KSIG and KCRL. This corrects last week's listing.)		
LA Ferriday (Natchez)	KSTH-107.1	KFNV-FM, Unis.- AC	Unistar Hot - country
Ferriday (Natchez)	KFNV-1600	southern gospel	adds Unistar Hot - CW
	(KFNV will remain gospel mornings then simulcast KSTH)		
ME Brewer (Bangor)	WNSW-1200	news	adds WW1 - talk
MN Duluth	KLXK-101.7	new	JSN - oldies
MS Tupelo	WTUP-1490	adult standards	sports
Tupelo	WWZD-1060	WPMX, talk	country // FM
MO Waynesville	KOZQ-1270	rock // FM	PRN - news, talk
NM Farmington	KRAZ-96.9	silent	Unistar Adult - rock
NY Montour Falls (Elmira)	WNGZ-104.9	rock	SMN - adult contemp.
Saratoga Springs	WCKM-900	WBGG, country	classic rock
ND Arthur	KCQV-96.7	new	JSN - easy listening
OK Lindsay	KBLP-105.1	country	adds Unistar - country
PA Levittown	WBCB-1490	AC, talk	adult standards, talk
TX Howe	KHYI-95.3	new	SMN Real - country
VA Petersburg (Richmond)	WSOJ-100.3	WSVV, AC	urban "J-100"
WI Waukesha (Milwaukee)	WMIL-106.1	country	adds After Midnight

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JILL HELLER, Associate Editor

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**NEW STATIONS: APPLICATIONS** ( \* non-commercial station) (& reapplication)  
( + competes with existing application)

MN 92.1	Hermantown	4000 w, 302 ft	Hermantown Radio Partners
OH 95.9+	Athens	6000 w, 328 ft	Esquire Communications, Inc.
95.9+	Athens	6000 w, 328 ft	William E. Benns, IV
OK 105.5&	Stillwater	6000 w, 328 ft	Ralph E. Meister

**Returned/Dismissed Applications**

IN 93.7+	Walton (D)		Gladhart Broadcasting, Inc.
VT 101.5+	Marlboro (D)		Robert P. Cham
101.5+	Marlboro (D)		Southern Vermont Radio
101.5+	Marlboro (D)		Vermont Community Broadcasters

**NEW STATIONS: GRANTS**

IN 93.7	Walton	6000 w, 328 ft	Christian Friends Bcstg., Inc.
MN 89.3*	Worthington	100000 w, 554 ft	Minnesota Public Radio
TX 93.7	Jacksboro	6000 w, 210 ft	Albert L. Crain
VT 101.5	Marlboro	2600 w, 344 ft	Dynacom Corporation

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: APPLICATIONS**

AL new-100.5	Mooreville	38 w, WSHK	Dorsey E. Newman
AK new-107.1	Glennallen	49 w, KEAG	Wrangell Mountain TV Club
MN new-91.9*	La Crescent	10 w, KFSI	Faith Sound, Inc.

**TRANSLATORS/BOOSTERS/SYNCHRONOUS XMTR: GRANTS**

CO K203BQ-88.5*	Steamboat Springs	21 w, KUNC	Univ. of Northern Colo.
MI W244AW-96.7*	Iron Mountain	4 w, WPFM	Family Ed. Bcstg. Corp.

**CONSTRUCTION PERMIT ACTIVITY**

AL WAPI-1070	Birmingham	granted reinstatement of expired CP to increase to 10000 w nights, DA-N
(Reinstatement expires 10-14-94. The FCC now in some cases notes the expiration date.)		
WTAK-FM-106.1	Hartselle	cancelled CP to change to 4800 w, 754 ft
WHIL(CP)FM-91.3	Mobile	granted extension of time to increase to 1066 ft
WJDB-FM-95.3	Thomasville	moves to 95.5 MHz, increases to 9600 w, 525 ft, changes xmtr location
WVFG(CP)-107.5	Uniontown	granted extension of time (2nd)
AZ KEVT(CP)-1030	Cortaro	granted extension of time
AR KLBQ-99.3	El Dorado	moves to 98.7 MHz, increases to 14000 w
KUKB(CP)-106.3	Texarkana	requests extension of time (4th)
CA KUZZ-FM-107.9	Bakersfield	changes to 6000 w, 1364 ft
KERU-88.5*	Blythe	granted extension of time to increase to 3000 w, -56 ft
KSSI(CP)-102.7	China Lake	requests reinstatement of expired CP
KUTE(CP)-880	Desert Hot Springs	dismissed extension of time, cancelled CP, deleted call letters
KBCH(CP)FM-107.7	Kings Beach	requests extension of time (3rd)
KSQQ-96.1	Morgan Hill	cancelled CP to increase to 1000 w, 784 ft
KDJK-95.1	Oakdale	requests extension of time (2nd) to change to 16000 w, 876 ft, DA
KLOB-94.7	Thousand Palms	on the air
FL WRHC-1550	Coral Gables	requests extension of time to move to 1560 kHz, increase to 50000 w days, 4400 w nights, DA-2
WYDA(CP)-102.1	Graceville	granted extension of time to move to 101.7 MHz, increase to 6000 w
WWAV-102.3	Santa Rosa Beach	now at 102.1 MHz, 18000 w, 384 ft
WFSQ-91.5*	Tallahassee	increases to 100000 w, 663 ft
GA WRFG-89.3*	Atlanta	requests extension of time to increase to 100000 w, 279 ft, DA
WQTU-102.3	Rome	changes to 1100 w, 745 ft, ND
WMOG-FM-92.7	St. Simons Island	requests extension of time (2nd)
WUUF(CP)-102.9	Statesboro	requests replacement of expired CP (6th)
IL WRAJ-FM-96.5	Anna	granted extension of time (5th) to increase to 22500 w, 745 ft, DA
WGNR(CP)-88.9*	Monee	requests extension of time
WFEN-88.3*	Rockford	changes to 1600 w, 581 ft
IN WBNI-FM-89.1*	Fort Wayne	increases to 34000 w, 604 ft (as mod.), DA
KS KDMM(CP)-96.3	Herington	granted extension of time (3rd)

**CONSTRUCTION PERMIT ACTIVITY (cont'd)**

KY WYGE (CP)-92.5	London	granted extension of time
WMKY-90.3*	Morehead	granted extension of time (3rd) to change to 37000 w, 895 ft
MA WNNZ-640	Westfield	granted extension of time to increase to 15000 w nights
		(Extension expires 10-14-94.)
MO KYMC-89.7*	Ballwin	cancelled CP to increase to .171 ft, change xmtr location
KGBX-FM-105.9	Bolivar	changes to 38000 w, 558 ft, change city of license to Nixa, MO
NM KARS-FM-97.7	Belen	granted extension of time (3rd) to increase to 100000 w, 984 ft
KWUA (CP)-102.3	Clovis	cancelled CP, deleted call letters
KMYI (CP)-102.9	Kirtland	cancelled CP, deleted call letters
NY WABH-1380	Bath	granted extension of time to increase to 5000 w days, 350 nights, DA-2
		(Extension expires 10-13-94.)
WQBK-FM-103.9	Rensselaer	granted replacement of expired CP to increase to 6000 w, 300 ft
PA WJPA-FM-95.3	Washington	granted extension of time to increase to 4200 w, 354 ft, DA
PR WJIT (CP)-1250	Sabana	granted extension of time
SC WVSZ (CP)-107.3	Chesterfield	granted extension of time
WSSL-FM-100.5	Gray Court	cancelled CP to change to 63000 w, 1191 ft
		change xmtr location, class C1
WRHM-107.1	Lancaster	changes to 3300 w, 436 ft
SD KZMX-FM-96.7	Hot Springs	requests extension of time to increase to 51000 w, 551 ft
KVHT-106.3	Vermillion	granted extension of time to increase to 50000 w, 410 ft
TN WLJQ (CP)-105.9	Colonial Heights	requests extension of time
WYCQ-102.9	Shelbyville	granted extension of time (2nd) to increase to 820 ft
TX KFXJ (CP)-92.5	Abilene	granted extension of time (3rd)
KASE-100.7	Austin	granted replacement of expired CP (2nd) to change to 59000 w, 853 ft
KAMU-FM-90.9*	College Station	increases to 32000 w, 341 ft, DA
KATG-95.1	Comfort	on the air
KTCY-104.9	Denison	requests replacement of expired CP to increase to 50000 w, 492 ft
UT KCUA-92.5	Coalville	on the air
KCUA-92.5	Coalville	requests reconsideration of cancellation of expired CP
VA WKNV (CP)-810	Dublin	requests extension of time to decrease to 350 w days
WPEX (CP)-90.9*	Kenbridge	on the air
WA KBSG-1210	Auburn	increases to 27500 w days, 10000 w nights, changes xmtr location
KQVN (CP)-96.3*	Royal City	requests extension of time

**FACILITIES/PARAMETERS: APPLICATIONS**

AL WXVI-1600	Montgomery	( & reapplication) [docket number]
CA KMAT (CP)-107.5	Sutter Creek	direct measurement of antenna power
FL WEDG-93.1	Edgewater	increase to 6000 w, 328 ft, chg xmtr loc.
WAYG-89.1*	Sarasota	increase to 14900 w
ID KLHS-FM-89.1*	Lewiston	requests waiver of main studio rules
IN WZBD-92.7	Berne	change to 100 w (h), change xmtr loc.
WKLO (CP)-91.5*	Westport	increase to 4100 w
IA KLGA-FM-92.7	Algona	change to 5600 w, 351 ft, change xmtr location and main studio location
KRVR-106.5	Davenport	one step application to change to class C3, increase to 50000 w, 226 ft
KY WFTM-FM-95.9	Maysville	increase to 1023 ft, change xmtr loc.
MI WSNF-1600	Muskegon	correct coordinates
MS WACR-FM-103.9	Columbus	direct measurement of antenna power
NY WLKZ-104.9	Wolfboro	modify CP to correct coordinates to 33-24-27 88-08-27
NY WKRL-FM-100.9	North Syracuse	change xmtr location
		relocate main studio

**FACILITIES/PARAMETERS: APPLICATIONS (cont'd)**

PA WEOZ-94.3	Saegertown	change to 2150 w, 551 ft, change xmtr loc.
SC WRHA (CP)-105.1	Johnsonville	change to 4350 w, 374 ft, chg xmtr loc.
SD KNWC-1270*	Sioux Falls	direct measurement of antenna power
TN WJOR-FM-101.5	St. Joseph	increase to 4000 w, 403 ft
TX KLAT-1010	Houston	decrease to 3600 w nights, change night xmtr location and make changes to night antenna system
WA KJRB-790	Spokane	change xmtr location to 47-30-6 117-23-7 make changes in antenna system
KGA-1510	Spokane	change xmtr location to 47-30-8 117-23-6 make changes in antenna system
WI WTDY-1480	Madison	operate xmtr by remote control
BC CJAT-610	Trail	move to 95.7 MHz, 13500 w
ON CHOO-1390	Ajax	move to 95.9 MHz, 3440 w

**Returned/Dismissed Applications**

IA KIOW-107.3	Forest City (D)	increase to 6000 w [88-375]
WI WMGU-104.9	Stevens Point (D)	modify CP to change to 6000 w

**FACILITIES/PARAMETERS: GRANTS**

AZ KXLL (CP)-105.9	Paradise Valley	increase to 2700 w, 492 ft
CA KTOT-101.7	Big Bear Lake	change to 265 w, 1414 ft, beam tilt ant.
KERU-88.5*	Blythe	modify CP to increase to 100 w, -59 ft
KIXW-107.3	Lenwood	change to 472 ft
KSQQ-96.1	Morgan Hill	change to 4700 w, 161 ft, chg xmtr loc.
KABL-960	Oakland	operate xmtr by remote control
KKHI-1550	San Francisco	direct measurement of antenna power
FL WXXU-1300	Cocoa Beach	direct measurement of antenna power
IL WBIG-1280	Aurora	operate xmtr by remote control
WJEZ-103.1	Pontiac	move to 93.7 MHz, increase to 6000 w, 459 ft
KY WYGE (CP)-92.5	London	move to 92.3 C2, increase to 23000 w, 722 ft, change xmtr location, [92-93]
WMKY-90.3*	Morehead	modify CP to change DA pattern
MA WCRN (CP)-830	Worcester	operate xmtr by remote control
MI WCAR-1090	Livonia	augment nighttime DA
MN KWNO-FM-99.3	Rushford	increase to 11000 w, class C3, [93-98]
MO KLOU-103.3	St. Louis	install auxiliary antenna
NV KCBN-1230	Reno	decrease to 820 w days and nights
NJ WTHH-96.1	Margate City	increase to 3000 w
NY WUBJ (CP)-88.1*	Jamestown	change to 556 w, 305 ft, chg. xmtr loc.
OH WKKY-104.9	Geneva	move to 104.7 MHz, increase to 6000 w, 328 ft, change xmtr location
WDPG-89.9*	Greenville	granted request for main studio waiver
SD KOKK-1210	Huron	direct measurement of antenna power
TN WSGM-104.7	Coalmont	change coordinates to 35-16-44 85-44-2.4
TX KPSM-99.3	Brownwood	upgrade to a class C2 status, [87-485]
KEGL-97.1	Fort Worth	modify CP to increase to 1673 ft
VA (CP)-103.5	Marion	increase to 62 ft
WI WGLB-FM-100.1	Port Washington	increase to 5200 w, 353 ft, DA

**CALL LETTER CHANGES** ( # applied for by new owners)

AL WAPI-FM-94.5	Birmingham becomes	# WMXQ	4-22-94	"Mix"
WTAK-1000	Huntsville	WDJL	4-22-94	"Love"
AK KAZO-96.5	Soldotna	KKIS-FM	4-22-94	
AR KBIS-1010	Little Rock	KSYG	4-22-94	"Signal"
CA KAPL-1550	Apple Valley	KWRN	(requested)	
KREL (CP)-105.5	Copperopolis	KRVI	4-22-94	
KKSA (CP)-1030	Folsom	# KIOQ	4-20-94	
KHYE-105.7	Hemet	KXRS	4-18-94	
KHOV-103.9	Mariposa	KROW	4-11-94	
KYA -FM-93.3	San Francisco	# KYCY	4-22-94	"Young Country"
KIQS-FM-105.5	Willows	KQSC	4-22-94	
FL WKHF-1390	Avon Park	WAVP	4-22-94	
new-94.7	Gifford	WKQS	4-15-94	
WRFA-820	Largo	WYTA	4-15-94	"Your Talk Authority"
WJLQ-100.7	Pensacola	WWRO	4-22-94	"Arrow"
WCWB-FM-101.7	Trenton	WDJY	4-15-94	
GA WVVY-97.9	Fort Valley	# WIBB	4-18-94	

CALL LETTER CHANGES (cont'd)

IL KATZ-FM-100.3	Alton	# KNJZ	4-18-94	"Jazz"
IN WCKN-1430	Indianapolis	WIBJ	(requested)	
KY WKNK-99.1	Edmonton	WAPC	4-15-94	
LA KBAZ-102.1	Basile	KSIG-FM	4-15-94	
KAFL(CP)-88.5*	Baton Rouge	WJFM	4-18-94	
KFNV-FM-107.1	Ferriday	KSTH	4-21-94	"South"
MN WLOL-105.3	Cambridge	# WREV-FM	(requested)	
MS WQID-93.7	Biloxi	WMJY	4-22-94	"Magic"
WWZD-106.7	New Albany	WWZD-FM	4-18-94	
WPMX-1060	Tupelo	WWZD	4-18-94	
MO KRJY-96.3	St. Louis	# KIHT	4-19-94	"Hit"
MT KGVW-FM-96.7	Belgrade	KSCY	(requested)	
KCTR-970	Billings	KDWG	4-11-94	
NH WRZY(CP)-98.7	Somersworth	WRGW	4-18-94	
NY WSHQ-103.5	Cobleskill	WQBJ	(requested)	
WFUD(CP)-107.3	Honeoye Falls	WRCD	4-21-94	
WEIF(CP)-100.7	Utica	WVVC	4-22-94	
OR KMUZ-1230	Gresham	KKBK	4-18-94	
SC WVBX-1470	Georgetown	# WLMC	4-15-94	
WZJQ(CP)-98.9	McClellanville	WWSS	4-22-94	
TN WEZK-1240	Knoxville	WZEZ	4-20-94	
WZEZ-92.9	Nashville	WJXA	4-20-94	"J-92.9"
TX new-89.7*	College Station	KEOS	4-22-94	
VA new-103.5	Marion	WZVA	4-22-94	
WSVV-100.3	Petersburg	WSOJ	4-18-94	"J-100"
WI new-107.3	Iron River	WNXR	4-22-94	

PROPOSED STATION TRANSFERS

( 314 asset sale, 315 transfer of control, 316 reorganization)

AL WXVI-1600	Montgomery	314 from Capital Communications, G.P. to Sunshine 16 Radio Network, Inc.
WAWV-98.3	Sylacauga	314 from W. O. Powers to Alabama Broadcasting Company, Inc.
CA KMYC-1410/ KRFD-FM-99.9	Marysville	314 from River Cities Radio, L.P. to Marysville Radio, Inc.
KRCX-1110	Roseville	314 from Fuller-Jeffrey Bcstg. Corp. to Roseville Radio, Inc.
CO KGHF-1350	Pueblo	314 from Martec Broadcasting Corp. to Pueblo Broadcasters, Inc.
FL WFYV-FM-104.5/ WAPE-FM-95.1	Atlantic Beach/ Jacksonville	315 from OmniAmerica Group (Carl Hirsch) to OmniAmerica Group (Media/Comms Partners)
ID KMCL-1240/101.1	McCall	314 from McCall Broadcasting, Inc. to Brundage Mountain Air, Inc.
IN WJNZ-94.3	Greencastle	314 from Radio Greencastle, Inc. to The Original Company, Inc.
IA KOAK-FM-95.3	Red Oak	315 from Montgomery County Bcstg (Pemiscot) to Montgomery County Bcstg (Pyramid Media)
KY WBUL-1470	Shepherdsville	314 from S. Hardy/R. Argenbright/K. Bailey to Cross Country Communications, Inc.
MA WEEI-590	Boston	314 from Boston Celtics Comms., L.P. to Back Bay Broadcasters, Inc.
MI WKMF-FM-101.7	Tuscola	314 from Radiocom Ltd. to Faircom Flint, Inc.
MN KNXP-1430	Staples	314 from Cardinal Broadcasting, Inc. to James D. Ingstad
MO KCRV-1370/ KLOW-105.1	Caruthersville	315 from Pemiscot Broadcasters, Inc. to Pyramid Media and Entertainment Group
KMCR-103.9	Montgomery City	314 from Montgomery Media, Inc. to Chirillo Electronics, Inc.
KTOZ-1060	Springfield	316 from Dixon Broadcasting, Inc., D.I.P. to Dixon Broadcasting, Inc.
KTOZ-1060	Springfield	316 invol. from Dixon Broadcasting, Inc. to Dixon Broadcasting, Inc., D.I.P.
KSTL-690	St. Louis	314 from Radio St. Louis, Inc. to Wmuz Radio, Inc.
NJ WFMU-91.1*	East Orange	314 from Upsala College/WFMU Corp. to Auricle Communications
WWDJ-970	Hackensack	314 from Communicom Co. of America, L.P. to Salem Media Corporation

PROPOSED STATION TRANSFERS (cont'd)

NM KCCC-930	Carlsbad	314 from Kolob Broadcasting, Inc. to Nick Jenkins
NY WEMX-94.5	Ravena	316 invol. from WRAV, Inc. to WRAV, Inc., D.I.P.
WODZ-1450/96.1	Rome	315 WFRG, Inc. (Confer) to WFRG, Inc. (O'Leary/Deppen)
OH WHK-1420/ WMMS-100.7/ WMJI-105.7	Cleveland	315 from OmniAmerica Group (Carl Hirsch) to OmniAmerica Group (Media/Comms Partners)
WLOH-1320/ WHOK-95.5	Lancaster	315 from OmniAmerica Group (Carl Hirsch) to OmniAmerica Group (Media/Comms Partners)
WRVF-98.9	Upper Arlington	315 from OmniAmerica Group (Carl Hirsch) to OmniAmerica Group (Media/Comms Partners)
PA WZZD-990	Philadelphia	314 from Communicom Co. of America, L.P. to Pennsylvania Media Associates, Inc.
SC WANS-1280	Anderson	314 from Amcom Carolinas, Inc. to FM 103, Inc.
TN WSBI-1210	Static	314 from Stateline Broadcasting, Inc. to Hank Thomas
TX KQRO-1600/97.7	Cuero	314 from Cuero Broadcasting, Inc. to Gulfwest Broadcasting, Inc.
KICI-1440/107.9	Denton/Corsicana	314 from Rodriguez Broadcasting, Inc. to Rodriguez-Heftel Texas, Inc.
KFJZ-870	Fort Worth	316 from Garden City Broadcasting Company to Garden City Broadcasting Co., D.I.P.
KSLR-630	San Antonio	314 from Communicom Co. of America, L.P. to Salem Media of Texas, Inc.
VA WZFM-101.3	Narrows	314 from Faye A. Nicholson to Old Dominion Media Corp.
WA KLCK-1400	Goldendale	316 from Klickitat Valley Bcstg. Svc. (Henry) to Klickitat Valley Bcstg. Svc. (Malcolm)
WI WHSM-910/101.7	Hayward	314 invol. from Windsor Comms, Inc. (Welch) to Q-Venture Broadcasting, Inc.
WMGU-104.9	Stevens Point	316 from Eagle of Wisc., Inc. (Americus) to Eagle of Wisconsin (Americus Comms Inc.)
ON CHOO-1390	Ajax	from Community Communications, Inc. to Durham Radio, Inc.

DISMISSED STATION TRANSFERS

CA KRTM-88.9*	Temecula (D)	316 from Penfold Comms., Inc. (Old Board) to Penfold Comms., Inc. (New Board)
FL WGMX-94.3	Marathon (D)	314 from The Great Marathon Radio Company to PCG of Florida, Inc.
PA WCOJ-1420	Coatesville (D)	316 from Suburban Cable TV Co (Liberty) to Suburban Cable TV Co. (TCI/Liberty)
TX KFXJ(CP)-92.5	Abilene (D)	314 American Indian Bcst. Group, Inc. to Abilene Broadcast Corporation

WASHINGTON THIS WEEK

The NAB called the Clinton Administration's proposal to help states pay for jailing illegal immigrant felons by hiking user fees for broadcasters and other FCC-regulated industries "unfair and outrageous." The new "spectrum royalty fee" would raise up to \$4.8 billion over five years to help offset losses in tariffs resulting from implementation of the GATT agreements. NAB President and CEO Eddie Fritts originally sent a letter stating "It is intolerable to make us the 'bankers' for every brand new program the White House wants to create or fund," among other things to the Office of Management and Budget. He also stated there was no logical connection between the new Justice Department program and FCC user fees. Recently, the NAB stepped up the campaign by sending letters to FCC Chairman Reed Hundt, the House Energy and Commerce Committee, the Senate Commerce Committee, the House Ways and Means Committee and the Senate Finance Committee. Fritts also suggested that "an agency whose funding depends on the fees and fines it collects from the industries it regulates is likely to be more motivated to regulate in its own best interests, not the public's."

ELSEWHERE

Accu-Ratings out-performs Arbitron's men 18-24 and 25-34 sample, according to a just-released study from Interep comparing the ratings of those markets in which Arbitron and Accu-Ratings both measure audience. Arbitron outperforms Accu-Ratings in 35-44, 45-54, and 55-64 for both men and women. Only four of the eight have the same top three stations in the same rank order for Adults 25-54, and only one of the eight for Persons 12+. The eight markets are New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Dallas-Ft. Worth, and San Diego.

Metro Traffic Control has won a bid from the U.S. Department of Transportation to be part of a project that will test Vehicle Highway Systems that will allow motorists to access real-time traffic information, directions, and emergency assistance through an electronic communications and navigational system utilizing Global Positioning technology. The project, call Project Northstar, will be take place and be tested in Westchester county, New York.

Bruce Holberg, who owns Grand Rapids' 265,000 watt soft AC giant WOOD-FM and it sister news-talk WOOD, is buying a BIG sister--320,000 watt country WBCT. Price will be 9.2 times cash flow, which RBR estimates will put the value at close to \$1 million. The combined share of the three is 24.5.

Nationwide Communications has announced that it will get out of the television business so that it can concentrate on its radio properties. In a release, Nationwide's president Steve Berger said the goal of the company "will to become a top-10 radio group...focusing on purchases in the top-15 markets." They are selling WATE-TV Knoxville TN, WBAY-TV Green Bay WI, and WRIC-TV Richmond VA to Young Broadcasting, which owns six other television properties. They are also selling their Houston cable system to Vanguard Communications.

The Katz Corporation, one of the nations largest broadcast media rep firms, is filing to place an initial public offering of common stock, which will be traded on the NASDAQ as "KATZ."

Premiere Radio Networks continued its spending spree this week as it purchased the remaining half-interest in Mediabase Research Service for \$3.115 million cash. Premiere bought the first half in 1993 for \$350,000. Mediabase Research, based in Southfield MI, supplies competitive music resarch information on U.S. stations

Independent Broadcasters Network introduces their new programs: "Off the Wall" with David Paul at 10 pm to 12 mid, Mon-Fri, "Talk America" with Rick Gaidis 12 mid. to 5 am, Tues-Sat, and "LifeTalk" with Michael Mathews & Kathy Low, 11 am to 12 noon, Mon-Fri.

The Interep Radio Store, in conjunction with information Resources, Inc. (IRI) announced the introduction of "Sales Track," a service that will help advertisers track the results of their radio advertising. This will entail the identification by IRI of control markets that are similar to product sales to the advertiser's test markets. Sales are the measured in the advertising test markets and control markets, with causal factors isolated, to determine whether there are any differences that can be attributed to the radio ad campaign.

Westwood One Radio Network Division expands it's West Coast sales office by hiring Michele Davis as Senior Account Executive and Debbie McHann as Sales Associate both under Kevin Paradis, Manager/Western Regional Sales.

Westwood One Network Division presents "Acoustic Country starring Billy Dean" to be broadcast June 24-26 and "Acoustic Country starring Collin Raye" to be broadcast July 29-31. Both shows will run 90 minutes and will be recorded live at the Stage Door Lounge in Nashville's Opryland Hotel.

NBA Radio will begin its extensive playoff coverage with the first round of the 1994 NBA Playoffs on Saturday April 30 at 3 pm ET. It will continue its coverage throughout the Eastern and Western Conference Finals plus the 1994 NBA Finals. For more information contact Beth Sylvan at 201-974-6207.

ELSEWHERE (cont'd)

The RAB Radio-Mercury Award organizers have announced the roster of final round judges. Under Radio-Mercury Judging Chairman Steve Frankfurt of Frankfurt Balkind, a total of nineteen of advertising's top creative executives will review a pool of semi-finalists to determine the winners of the nine cash prizes to be awarded, including the \$100,000 Radio-Mercury Gold Award for the best radio commercial of 1993. The winners will be announced on June 15th at the Radio-Mercury Awards gala in New York. For a list of judges or other Radio-Mercury Award information contact the RAB at 212-387-2100.

Love for Sale... Looking for that unique promotion that brings in dollars, sounds good on the air, and looks great on your community service log? We think we found one while driving through Salisbury, NC on the way back to New York from the Country Radio Seminar.

WRDX, Salisbury, NC which is famous in the Carolinas for its great beach music (it's known as "Beach 106"), maintains a massive listener database, which it uses as a great selling tool in the local market. (The station shows in both the Charlotte and Greensboro-Winston/Salem markets, but doesn't sell much there.) From this listener database, they are constantly doing surveys to better define the demography of its audience.

After a recent study, Tom Harrell, GM, discovered that 46% of his audience was over 21 years old and single, and 41% was over 18 years old and single.

What did he do with this data? He started a Carolina Singles Club.

Those wishing to join call a (900) number (\$1.95 per minute) to record a short description of themselves and a description of who they're looking for. The calls are screened, and put on the air between sets of three or four songs. It's unique because the calls are not billboarded, they simply flow into the music. AT&T does the collection of the call revenue, and the station can create an event around it and move it to any city in the area. The station also cross-promotes with a local singles newspaper.

So far, they're making good money, have no collection problems, and producing a great image for the station in the community.

If your station is already doing a version of "crying, loving, or leaving," "love songs," or something similar, this concept may enhance your program and even turn it into a money maker. If you'd like more information about it, call Tom Harrell at WRDX at (704) 636-3811.

Canada's Broadcast Technology magazine reports CHOG Richmond Hill ON (Toronto) is trying something similar as they've started "Telepersonal Radio," which runs late nights, five nights a week. The host introduces a topic they hope will attract calls from lonely hearts.

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