

KLSY-AM 1590 / KLSY-FM 92.5

Slogans: "92.5 K-L-S-Y" "Classy"
"Today's Hits And Yesterday's Favorites"

Format: Adult Contemporary. 25% current / 75% oldies-- 70% from the '80s (including currents), 30% older-- (predominantly '70s, going back no further than mid '60s). Urban cross overs are utilized "quite a bit", country cross overs are in evidence (but "not much").

Lineup: 5:30 to 10 am: Bruce Murdock & Debbie Deutsch
10 am to 3 pm: Bob Brooks
3 to 7 pm: Tim Hunter & Alice Porter
7 to mid.: Frank Shires
mid. to 5:30 am: Alan Stuart

Target Audience: Women 25-49

Competiton: "Magic", of course is a direct competitor. KLTX is likewise in the format grouping. KUBE is the closer of the two CHRs, KPLZ too is a factor.

Consultant: George Johns is a corporate consultant, but no regular conversations are held, so basically the day to day business is handled in house.

Ratings: The current combined 3.9 (the FM is a 3.8, the AM a .1) ties KLSY with one of the book's major gainers, KMGI. Over the past year KLSY and KMJI have routinely swapped places, alternately leading the format. (Fall '87 KLSY-A/F 3.3, KMGI 2.4; Summer '87 KMJI 3.0, KLSY-A/F 2.8; Spring '87 KLSY-A/F 3.2, KMJI 2.8; Winter '87 KMGI 3.7, KLSY-A/F 3.6) (In the target, women 25-49, the combo is in third place behind KUBE and KMJI.)

Brief History: 1540, a Bellevue license, signed on as KBVU. In 1966, Kemper Freeman sold his Bellevue AM at 1330, and purchased 1540, bringing the KFKF calls from 1330 to 1540. He also purchased an FM at 92.5, which began as black oriented KZAM, likewise renaming it KFKF-FM. In 1972, A. Stewart Ballinger purchased KFKF-AM-FM, turning it into KBES-AM-FM with an ill-fated easy listening approach. In 1974, KBES-FM again became KZAM. A year later, KBES-AM became KZAM-AM.

In 1978, Sandusky purchased the AOR combo-- changing KZAM-AM to KJZZ in 1981. In '83, KZAM-FM became KLSY-FM, George Johns consulted AC (as "Classy"). In '84, KJZZ became KLSY-AM, simulcasting the AC fare.