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National Assoc. of Broadcasters 9/11/91 [OA 8327] [2]

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Introduction

Litigation and the American Economy

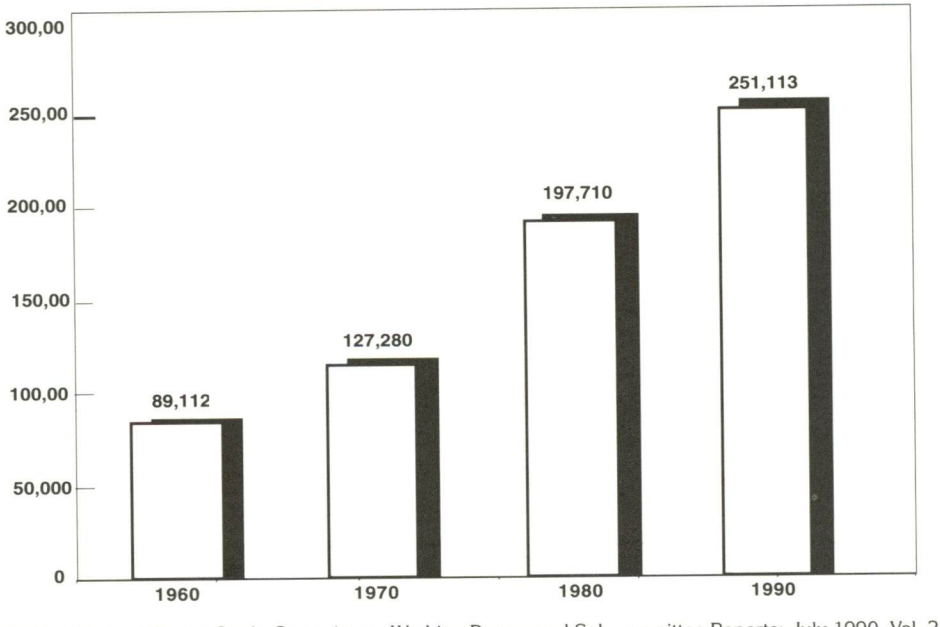
America has become a litigious society. In 1989 nearly 18 million new civil cases were filed in the state and federal courts. This amounts to one lawsuit for every ten adults. In the federal courts alone, the number of lawsuits filed each year has almost tripled in the last thirty years — from approximately 90,000 in 1960 to more than 250,000 in 1990.

This dramatic growth in litigation carries with it very high costs for the U.S. economy. A recent article in *Forbes* estimates that individuals, businesses and governments spend more than $80 billion a year on direct litigation costs and higher insurance premiums, and a total of up to $300 billion indirectly, including the cost of efforts to avoid liability.

Unrestrained litigation necessarily exacts a terrible toll on the U.S. economy. According to a recent report by a Professor of Finance at the University of Texas, it is estimated that the average lawyer takes $1 million a year from the country's output of goods and services. These baleful effects are

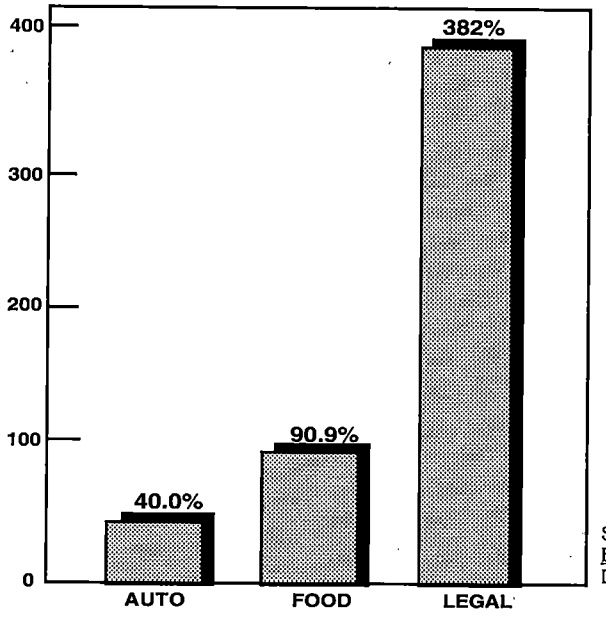
Businesses and governments spend more than $80 billion a year on direct litigation costs . . .

Total Federal District Court Filings



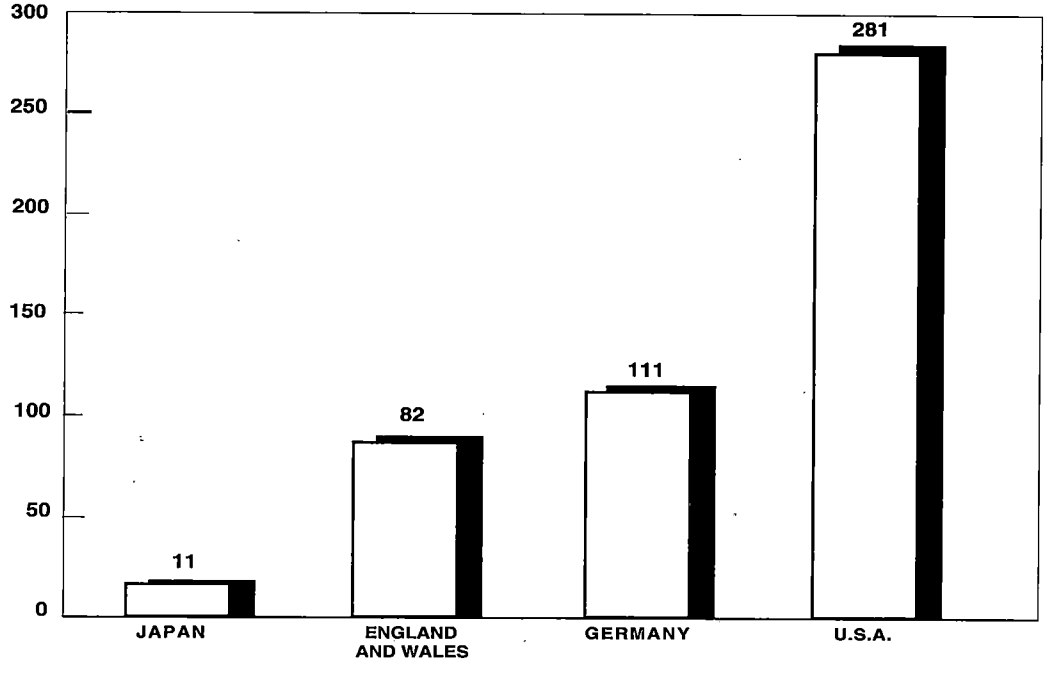
SOURCE: Federal Courts Study Committee - Working Papers and Subcommittee Reports; July 1990, Vol. 2; 1990 filings; 1990 Federal Court Management Statistics

Growth of the Legal Industry 1977-1989



SOURCE: Survey of Current Business, April 1991; U.S. Department of Commerce.

Lawyers per 100,000 Population



SOURCE: Cambridge Law Journal, July 1990, Vol. 49 (2); Intro to Research in Japan, 1991.

leaders in business, religious and ~~civic~~ community affairs to reinvent American education from the grassroots.

Congress needs to act, too, on my crime legislation. Sexual violence and drug-related mayhem are a blot on our nation and a threat to our future. My anti-crime proposals can help curb these threats with tougher penalties for drug kingpins who

I am working for new programs topromote economic freedom

an example of these, as is our initiative to increase opportunities for low-income Americans tobecome homeowners. I'll fight schemes for needless taxation and spending. If Congress sends me a transportation bill with a gasoline tax, I will veto it. My transportation bill will improve our highway infrastructure without raising taxes.

A president's most lasting domestic impact is in his judicial appointments. Judge Clarence Thomas, my nominee for the Supreme Court, is a man of courage, scholarship and common sense. I am looking forward to his giving fresh expression to the philosophy of our Constitution's Framers well into the 21st century. Consistent with this legal philosophy, I am asking Congress to reform our product liability and health care

liability laws. The feeding frenzy of litigation is exacting a heavy and unwarranted toll on our economy.

Another talking point that DPC mentioned — medical malpractice

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release May 15, 1991

liab. costs → ↓ med. costs ↓ tort (V.P.) + prod. liability (V.P.) tort reform

HEALTH CARE LIABILITY REFORM

FACT SHEET

As part of the Administration's continuing efforts to improve the delivery of health care services throughout our nation, the President today transmitted to Congress the **Health Care Liability Reform and Quality of Care Improvement Act of 1991.** This new initiative will reduce the costs and increase the availability of quality health care by addressing the problems of medical malpractice. In part because of liability risks, too few physicians -- especially obstetricians and gynecologists -- are available to serve rural and low-income communities. The Administration's medical professional liability reforms will enable more physicians to serve these communities.

The Administration's proposal is built on three principles:

1. Medical malpractice reform should seek both improved quality and lower legal costs.

2. Legal reforms should reduce the incentives for physicians to practice unnecessary defensive medicine or to abandon practice in certain inner city and rural areas.

3. Incentives for states to act are preferable to Federal preemption of state law.

Background

Malpractice costs -- the direct costs of insurance, litigation, and settlements, and the indirect costs of defensive medicine -- play a significant role in the rapid growth of health care spending. The costs associated with medical liability have increased more rapidly than any other component of physician practice costs. During the mid-1980's, medical liability insurance was the fastest growing component of a physician's practice expense, rising at an average annual rate of 21.9 percent.

Nationally, between 70 and 80 percent of obstetricians have been sued, and other medical specialties have also been

significantly affected. In Miami, Florida, for example, it was recently reported that neurosurgeons with good records paid $220,000 per year for liability insurance.

The rise in insurance premiums has forced many physicians to close certain practices, leaving some areas of the country without adequate medical services. The American Academy of Family Physicians reported that, at the end of 1985, 23.3 percent of its members had stopped practicing obstetrics because of professional liability concerns.

The fear of lawsuits has also imposed enormous costs on patients. Some doctors have begun practicing defensive medicine, in which they order vast batteries of costly, and often unnecessary, tests in order to protect themselves from the possibility of lawsuits. Researchers shy away from potentially promising products and techniques for fear of lawsuits. Moreover, the specter of litigation weakens the doctor-patient relationship, one that should be built on trust.

Legislative Proposal

The **Health Care Liability Reform and Quality of Care Improvement Act of 1991** is designed to create incentives for states to implement tort and quality reforms and also address claims arising under the Federal Tort Claims Act.

To encourage states to implement tort law and quality of care reforms, a bonus pool of funds will be distributed to states that have implemented these reforms. The incentive mechanism would take effect in three years to give states time to respond. Many states have already enacted tort reforms and are well on the way to being able to comply with these reforms. The tort reforms a state would be required to have in place to be eligible for the incentive funds are:

- A $250,000 cap on non-economic damages -- those damages beyond economic expenses (e.g., for pain and suffering); a waiver may be granted for good cause, for example, to a state whose constitution does not permit a cap;

- The elimination of joint and several liability for non-economic damages (joint and several liability makes all parties responsible for the entire amount owed to the plaintiff);

- The elimination of the collateral source rule to prohibit double recovery by the plaintiff when compensation has been received from other sources such as health insurance;

Medical
Malpractice
initiatives

- Allowing judgments for future costs, such as future medical bills, to be paid in periodic payments rather than as a lump sum; and

- An alternative dispute resolution mechanism such as mediation or pretrial screening panels.

In order to receive incentive payments, states would also be required to institute reforms to improve the quality of health care. These steps include:

- Cooperation with federal efforts to learn the comparative effectiveness of different medical treatments;

- Improved performance in the oversight of physicians through state medical boards; and

- A requirement that physicians sanctioned by the medical boards participate in continuing medical education in areas where the board has found deficiencies.

States could pursue alternatives to those activities involving medical boards if the alternatives were equally effective.

The incentive to implement tort law and quality of care reforms would be increased payments to states and hospitals in the qualifying states on a proportional basis. The incentive pools would be created by withholding two percent from the amount payable to states for Medicaid administrative costs and one percent from the annual increase payable to hospitals for operating costs through Medicare's prospective payment system. In Medicaid, the pool would be divided among states that have implemented the necessary tort reforms and quality assurance mechanisms. In Medicare, the pool would be directed to increased payments to hospitals in complying states.

Administrative Actions

The Administration will also take several administrative actions to reduce medical malpractice problems. These include:

- Gathering and disseminating scientific findings about the effectiveness of varying types of treatment, including clinical practice guidelines;

- Shifting the approach of Medicare's Peer Review Organizations (PROs) from after-the-fact review of hospital records toward providing statistical data which will enable hospitals to compare their performance;

- Providing the public with comparisons of the operation of state boards that license health care providers, along with technical assistance for improvement;

- Evaluating current risk management practices in health care settings and establishing an interagency study group to review malpractice cases against the federal government for lessons applicable across the health care system; and

- Expanding within the Federal Employees Health Benefits Program the number of plans that offer an alternative dispute resolution process instead of litigation.

# # #

National Association of NAB BROADCASTERS

1771 N Street, N.W.
Washington, D.C. 20036-2891
(202) 429-5300
Telex: 350-085

FACSIMILE TRANSMITTAL SHEET

Date: 9/5/91

Time: 3:10

TO: Michelle Nix

Facsimile Number (___) 456-6218

Telephone Number (___) _____

FROM: Rory Benson

Facsimile Number (202) 429-5410

Telephone Number (202) 429-5446

National Association of Broadcasters

1771 N Street, N.W.

Washington, D.C. 20036

Number of pages to follow this transmittal sheet: 5

National Association of NAB BROADCASTERS

Rory Benson
Senior Vice President
Assistant to the President
National Campaign Coordinator
(202) 429-5446

1771 N Street, N.W. Washington, D.C. 20036-2891

To: Michelle Nix
From: Rory Benson RB
Re: NAB's Radio Convention
Date: September 4, 1991

I am sending along background information on NAB and our radio convention which can be used as talking points. You'll also see a background sheet on some of the convention highlights which we produced for our trade press.

I will hand deliver promotional pieces from Radio 1991, and others which tell about NAB and our national public service efforts ... including those that address illiteracy.

I hope all of this proves helpful.

Please let me know what else you might need.

BACKGROUND INFORMATION
PRESIDENT BUSH LIVE RADIO ADDRESS

The National Asspciation of Broadcasters.

The National Association of Broadcasters is the trade organization representing America's radio and television stations, including the three major networks.

NAB's annual radio convention -- Radio 1991.

NAB's seventh annual radio convention will take place September 11-14 at the Moscone Convention Center in San Francisco. We call this year's convention "Radio 1991." The convention includes sessions which focus on management, programming, sales, marketing and engineering.

In attendance will be thousands of radio executives from across the country and hundreds of international radio broadcasters from around the world, including Eastern Europe. We have also invited select Members of Congress. FCC Commissioner Sherrie Marshall will be the highest ranking Administration official. She will be speaking about the future of radio and digital audio broadcasting.

Two highlights of Radio 1991 are the presentation of the Crystal Awards for community service by stations and the Marconi Awards, the Emmys of the radio industry. The Crystal Award Luncheon will take place an hour after the President's address. Recipients of the Crystal Awards are radio's own Points of Light. Among the featured entertainers at the Marconi's will be the Oak Ridge Boys, one of the President's favorites.

High on the list of priorities for stations at this convention is digital audio broadcasting or DAB...which, once developed, will bring compact disc quality to radio. America's radio broadcasters want to be ensured that they can continue to provide exemplary local service by competing in this exciting new audio technology.

The American system of broadcasting.

The basis of the American system of broadcasting is localism -- serving local communities, addressing their needs. It has made our broadcasting system the envy of the world. Radio, in particular, has demonstrated its commitment to localism during our nation's recent disasters -- Hurricane Bob, the San Francisco earthquake and Hurricane Hugo -- saving countless lives and becoming the lifeline for millions of Americans.

Every day, radio broadcasters provide Americans with news, entertainment, sports, public affairs, talk programs, public

Joe—

Per Rory Benson (Senior VP at NAB)--

Last April's conference was the annual convention for both radio and television broadcasters. It's their big one--about 6 or 7 times larger than the one upcoming in San Francisco.

It was a live, two-way satellite video feed between the convention and the president. The one upcoming is audio only--appropriate for the radio broadcast professionals in the audience.

— Michele

(Duggan/Nix/Dooley)
September 5, 1991
Draft One
NAB

PRESIDENTIAL REMARKS: RADIO ADDRESS TO NAB
PLACE
DATE
TIME

Thank you, Gary Chapman and Eddie Fritts. This has been a proud, historic year for American radio broadcasters. I know I speak for all our military men and women in expressing thanks for the pride you promoted and the volunteer drives you organized for them and their families during the Gulf crisis.

More recently American broadcasters made history again in helping deal the final blow to Soviet totalitarianism. The coup plotters cut Mikhail Gorbachev's telephone lines, but, thanks to Gorbachev's "glasnost" reforms, they were unable to jam the radio waves. Brave and enterprising reporters -- many of them from NAB member stations and affiliated networks -- gathered essential news that the coup plotters' controlled media dared not report. Our Voice of America and Radio Liberty transcended the confines of Gorbachev's house arrest and relayed him news possibly vital to his safety and to the recovery of his freedom.

But we must not rest on our laurels. America can't remain a radiant source of liberty around the world unless we renew our strength at home. America is not just an economic machine or a military ~~force~~ power. It is a civilization, and we all share responsibility for keeping our civilization healthy at its core.

Historic events overseas recently have crowded American domestic issues out of the news broadcasts and headlines, but not off of my work docket.

I gave stewardship of our environment high priority when I became president. I was fresh out of patience with the bickering within Congress which had delayed for a decade the strengthening of our Clean Air legislation. Now we have that legislation, and it is giving Americans power to clean up the skies in our smoggiest cities.

I've also signed landmark legislation giving handicapped Americans more freedom of access, and a family-oriented child care bill that protects the rights of parents and religious institutions.

These are just some first accomplishments on a demanding domestic agenda. If we are to renew America's core strengths, we must have an educational system worthy of our heritage and fit to transmit that heritage to future generations. Our public school systems are swollen with bureaucracy, and our school financing structures saddle parents with heavy tax burdens but give them little choice in their children's schooling. My proposal to Congress, the Educational Excellence Act, addresses both these problems. We want parents to gain unprecedented freedom to choose the schools their children attend. This will stimulate excellence in public, parochial and private schools. Our New American Schools project will empower parents, students, and

leaders in business, religious and community affairs to reinvent American education from the grassroots.

Congress needs to act, too, on my crime legislation. Sexual violence and drug-related mayhem are a blot on our nation and a threat to our future. My anti-crime proposals can help curb these threats with tougher penalties for drug kingpins who threaten federal witnesses, rules making it easier to prosecute those who commit sexual violence against women and children, new protections for witnesses, and a guarantee of a victim's right to address the court at sentencing.

I am working for new programs to promote economic freedom and growth. Our Enterprise Zone and Job Creation legislation is an example of these, as is our initiative to increase opportunities for low-income Americans to become homeowners. I'll fight schemes for needless taxation and spending. If Congress sends me a transportation bill with a gasoline tax, I will veto it. My transportation bill will improve our highway infrastructure without raising taxes.

A president's most lasting domestic impact is in his judicial appointments. Judge Clarence Thomas, my nominee for the Supreme Court, is a man of courage, scholarship and common sense. I am looking forward to his giving fresh expression to the philosophy of our Constitution's Framers well into the 21st century. Consistent with this legal philosophy, I am asking Congress to reform our product liability and health care

liability laws. The feeding frenzy of litigation is exacting a heavy and unwarranted toll on our economy.

America is a beacon of hope in the world because of our qualities as a civilization of free men and women. But to carry this legacy forward we must give our children the education they deserve and drive violent criminals from our streets. We must give our economy more stable assurance that it will be free from excessive taxation and bureaucratic meddling. We must keep our families healthy and whole. If Congress will work with me to enact my domestic agenda, I am confident that the 21st century can be another proud "American century." With a healthy civilization at home, we will be not just a powerful nation. We will be, as our Founding Fathers envisioned, a model for ~~nations.~~ the world.

Going to Philly
just a stop there.

Merry Christmas

~~more Plans~~

transportation bill is a
re-election bill -
contractors -

gave them way
back to work

help the project
create on
States property
laws

(Duggan/Nix/Dooley)
September 5, 1991
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NAB

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National Association of Broadcasters
1771 N Street, NW
Washington, DC 20036-2891
(202) 429-5300

This Is NAB



NAB™ BROADCASTERS

How Your Association Works For You

The National Association of Broadcasters is the broadcasting industry's largest, most inclusive trade association, offering a wide variety of member services in addition to providing legislative, legal and regulatory representation.

NAB counts among its members all the major television and radio networks and nearly 5,000 radio stations and 1,000 TV stations.

The Association seeks to ensure the viability, strength and success of America's free, over-the-air broadcasters and serves as a practical, technical and informational resource for the industry.

NAB believes the American public is best served by a broadcasting system that provides programming free of government intervention and reflecting audience preferences.

National Association of
NAB
BROADCASTERS®

Editor—John Merli
Design—Dos Schuette
Photos— Gene Jeffers and Cynthia Price, NAB; Oscar & Associates, Chicago.

Back Cover: NAB headquarters in Washington, DC.

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Foreword

Broadcasting, by its very nature, is an industry of strength, diversity and vibrance. Thus, we require an equally dynamic organization to represent our interests and help pave the way for its exciting future here on the brink of the 21st century.

The National Association of Broadcasters provides that leadership in a media world that is changing as quickly as the turn of the dial. NAB exists both to serve our Radio, TV and Associate Members and to create a favorable climate for the business of broadcasting.

NAB is many different things to different members. To many, NAB is most visible for its work on Capitol Hill, in the courts and at the FCC, representing your interests. The 101st Congress provided a forum for one of our industry's most active and successful sessions in history. Yet in its wake remain further challenges—old and new—here in 1991 and beyond.

Many NAB members also recognize NAB's leadership in advancing new technologies—Advanced Television, Digital Audio Broadcasting, AM and FM technical improvement, among others. Both HDTV and DAB hold the promise of revolutionizing our industry as never before. And NAB is helping light the paths toward implementation of these new technologies that will benefit both broadcasters and the public we serve, for decades to come.

As if underscoring the diversity of our industry, NAB provides a wide range of member services. From NAB research and publications that enable you better to control your business environment—to management and engineering seminars that inspire the exchange of ideas and new techniques—your dues help fund resources and services that broadcasters have told us they want from NAB.

NAB's ability to meet the needs of its members is the direct result of broadcasters like you who are actively and enthusiastically involved in the Association through our Radio and Television Boards, more than 30 committees and task forces, NAB's Legislative Liaison Committee, and NAB's political action committee, TARPAC. Your ideas generate the services and policies that guide NAB's activities.

In order to gain the greatest benefit from your membership in NAB, this booklet provides a guide to the ever-expanding world of NAB—your world within your industry.



Edward O. Fritts, NAB President/CEO

Responding Effectively

Membership involvement and professional ability empower NAB to serve your needs effectively.

NAB policy direction emanates from radio and television broadcasters who are chosen by their industry colleagues to serve on the Joint Board of Directors. In addition, regular contact with state associations and other broadcaster organizations keeps NAB management alert to new ideas, issues and areas of concern.

President/CEO Edward O. Fritts and the senior staff manage the day-to-day operations of NAB. Four executive vice presidents report directly to him.

Executive Vice President/Operations John Abel supervises the Radio, Television, Public Affairs & Communications, Science & Technology, Research & Planning, Meetings & Special Events, Conventions & Exhibitions, and NAB Services departments.

Executive Vice President/Government Relations James May oversees the industry's lobbying efforts and all NAB Capitol Hill activities, including TARPAC and TARPEC. May supervises NAB Government Relations.

Executive Vice President/General Counsel Henry (Jeff) Baumann directs NAB activities in the courts and relations with the Federal Communications Commission, and other agencies, as well as overseeing the Association's own legal affairs. Baumann supervises NAB Legal and NAB Human Resource Development.

Executive Vice President & Secretary-Treasurer Michael Harwood and Senior Vice President & Chief Financial Officer Kenneth Almgren supervise the Finance & Accounting, Production and Personnel offices.

The Secretary-Treasurer's office manages the Association's finances, building operations and all administrative services. It acts as liaison to the Board of Directors, conducts Board elections and maintains NAB's official records.

Female and Minority Employment

Full & Part-time Employees

	All Employees	Women	Minorities
1980	176,704	58,175 (32.9%)	26,213 (14.8%)
1985	206,135	74,906 (36.3%)	32,634 (15.8%)
1989	216,033	81,638 (37.8%)	36,489 (16.9%)

1989 Radio and Television Financial Profile

Type of Station	Revenues	Expenses	Full-time Employees
TV Network Affiliate*	15,809,909	12,365,172	95
TV Independent*	14,906,352	14,684,601	62
Full-time AM Radio**	1,006,660	902,707	11
FM Radio**	1,536,129	1,457,622	15

*Average values as reported in *NAB 1990 Television Financial Report.*

**Weighted average values as reported in *NAB 1990 Radio Financial Report.*

Acknowledgements for "Facts about Broadcasting": American Newspaper Publishers Association; Bureau of Labor Statistics; Federal Communications Commission; Nielsen Media Research; Radio Advertising Bureau; Television Bureau of Advertising.

Facts About Broadcasting

Broadcasting employs 216,033 people, less than 1% of the nation's civilian work force. Broadcasting is more diverse in number and dispersion of outlets than the daily print media. There are 10,794 radio stations and 1,469 television stations in the United States, compared to 1,626 daily newspapers.

Radio: The Listener

- ► The average household has 5.6 radio sets.
- ► Radio reaches 96% of persons 12+ each week.
- ► Persons 12+ spend 3 hours daily listening to radio.
- ► 3 of 4 adults listen to radio in their cars each week.
- ► Radio reaches 99% of teenagers (12-17) weekly.
- ► Radio reaches 21 million people with walk-along sets.

Television: The Viewer

- ► 98% of TV households own color sets.
- ► 65% of TV households own two or more sets.
- ► The average TV household can receive 30.5 channels, including those available via cable services.
- ► The average TV household views an estimated 7 hours and 2 minutes a day.
- ► Television is cited as the main news source by 65% of the public.

Radio Stations

	Commercial AM		Commercial FM		Non-Commercial		Total
1980	4559	+	3155	=	7714 + 1038	=	8752
1985	4754	+	3716	=	8470 + 1172	=	9642
1990	4984	+	4372	=	9356 + 1438	=	10794

Television Stations

	Commercial VHF		Commercial UHF		Non-Commercial		Total
1980	517	+	229	=	746 + 267	=	1013
1985	539	+	365	=	904 + 290	=	1194
1990	552	+	563	=	1115 + 354	=	1469

Government Relations

Linking Broadcasters And Congress

NAB Government Relations is the direct link between broadcasters and Congress. NAB Government Relations carries out that mission through both direct and grassroots contact with key members of the House and Senate.

NAB lobbyists are in constant contact with legislators, educating them on industry concerns and promoting broadcasting interests on Capitol Hill. Activities include development of legislative initiatives, formulating congressional testimony for hearings on broadcasting issues, and monitoring the numerous committees and members who have jurisdiction over broadcasting concerns.

NAB Government Relations also maintains close contact with grassroots broadcasters, including state broadcast associations. NAB hosts a State Leadership Conference each winter, where state association leaders, as well as members of NAB's Legislative Liaison Committee (LLC), gather to learn how to communicate industry concerns to Congress most effectively.



Sen. Ernest Hollings (D-SC) addresses broadcasters.

Communications is another vital role which Government Relations plays. It keeps NAB members fully informed through its monthly *Contact* newsletter, updates on issues, regular contributions to *RadioWeek* and *TV TODAY* newsletters, and legislative alerts when congressional action is imminent. Such alerts are coordinated through the department's Broadcaster/Congressional Relations

division. Briefings for broadcasters on legislative issues are another important function of the department. Government Relations also provides audio/visual support for grassroots training, and maintains written communication with Members of Congress and their staffs on a wide range of industry issues.

The department organizes congressional participation in NAB's annual conventions, the leadership conference and the annual Legislative Forum at NAB's winter Board meeting.

Executive Vice President/Government Relations is James May. For assistance in dealing with your members of Congress and for updates on legislative activities in Congress, call the Government Relations Hotline at (800) 424-8806.

TARPAC/TARPEC

Supporting NAB Members' Goals

NAB uses a strong political action committee (PAC) to create and maintain a favorable climate for our industry on Capitol Hill. The contributions of individual broadcasters fund NAB's Television and Radio Political Action Committee (TARPAC), which allocates money to the political campaigns of candidates who influence broadcast industry legislation.

TARPAC operates under federal laws which prohibit the use of corporate money and allow the political action committee to combine many small donations into larger, more meaningful contributions. (The law requires that NAB member companies must first join TARPAC and agree to grant permission to solicit individual employees. The process is carefully monitored by the Federal Election Commission.)

NAB also has another fund—Television and Radio Political Education Committee (TARPEC). TARPEC sponsors activities that educate both broadcasters and members of Congress on industry issues and foster a better understanding and allow for the exchange of views between broadcasters and legislators. TARPEC can accept corporate contributions.

Both funds are administered by NAB Government Relations, which publishes the *Congressional Handbook*—a handy reference guide with background on congressional offices, committees and other information. Information on the handbooks is available by calling the TARPAC Coordinator at (800) 424-8806.

Radio Membership & Board Composition Committee
Steven Downes (414) 342-1111
WISN/WLTQ, Milwaukee, WI

Radio '91 Steering Committee
Nancy Widmann (212) 975-3976
CBS Radio, New York, NY

Research Committee
Donald Newberg (615) 756-6141
WGOW-AM/WSKZ-FM, Chattanooga, TN

Research Subcommittee On Local Radio Audience Measurement (COLRAM)
Jerry Lee (215) 667-8400
WEAZ-FM, Philadelphia, PA

Research Subcommittee On Local TV Audience Measurement (COLTAM)
Thomas McClendon (404) 843-5260
Cox Enterprises, Inc., Atlanta, GA

Resource Development Committee
Mauricio Mendez (713) 974-4848
KTMD-TV, Houston, TX

Small/Medium Market Radio Committee
Jerry Papenfuss (507) 452-4000
KAGE/KBRF/KBEW, Winona, MN

William Eure (804) 898-9494
Eure Communications, Yorktown, VA

Telco Entry Task Force
John Behnke (206) 443-4013
Fisher Broadcasting, Inc., Seattle, WA

Television Membership Committee
Edward Reilly (212) 512-6457
McGraw-Hill Broadcasting Co., New York, NY

DAB Task Force Technical Advisory Group
Don Wilkinson (206) 443-4000
Fisher Broadcasting, Seattle, WA

Engineering Conference & Advisory Committee
Don Wilkinson (206) 443-4000
Fisher Broadcasting, Seattle, WA

Financial Advisory Committee
Michael Conly (512) 366-5000
Harte-Hanks Communications, San Antonio, TX

First Amendment Committee
Thomas Oakley (217) 223-5100
Quincy Newspapers, Quincy, IL

FM Transmission Committee
Bert Goldman (602) 264-0108
Shamrock Broadcasting/KMLE, Phoenix, AZ

Group Radio Committee
Michael Osterhout (813) 287-1047
Edens Broadcasting, Tampa, FL

HDTV World
James McKinney (202) 828-3130
ATSC, Washington, DC

Hundred Plus Markets Television Committee
Judith Ekberg Johnson (701) 255-5757
Meyer Broadcasting Stations, Bismarck, ND

Insurance Committee
James Hammond (301) 822-3301
WCEI AM/FM, Easton, MD

Local Cable Advisory Committee
Charles Sherman (202) 429-5367
Washington, DC

On-Air Initiatives Committee
Ramsey Elliott (916) 448-1450
Fuller-Jeffrey Broadcasting Companies, Inc. Sacramento, CA

Radio Allocations & Regulatory Review Committee
Denise A. Shoblom (413) 499-1100
WUHN-AM/WUPE-FM, Pittsfield, MA

Working With The FCC; Providing Legal Advice

A primary function of NAB Legal's seven attorneys is representation for broadcasters in the courts, before the FCC, and before other federal agencies. Its work in this area affects the outcome of a broad range of government decisions that have an impact on the broadcasting industry. An equally important function is the translation of complicated legal language into useful information for members. This information is provided through Counsel Memos and periodic legal updates in NAB's weekly radio and TV newsletters, presentations at NAB conventions and state association meetings, and through several publications written by members of NAB Legal and available through NAB Services.

NAB Legal's staff is available to answer members' questions on all issues relevant to our industry.

Executive Vice President/General Counsel is Henry (Jeff) Baumann. For legal/FCC information, call (202) 429-5430.

Human Resource Development

Clearing The Way For Minorities

Addressing the interests of minorities and women in broadcasting is the primary goal of the newly reorganized department of Human Resource Development (formerly NAB Minority & Special Services). This department, under the authority of NAB Legal, operates the NAB Employment Clearinghouse—which processes more than 2,000 resumes yearly in 26 job-skill categories—affording prospective employees a free resume bank. The Employment Clearinghouse Booth is an annual feature at NAB conventions.

Its Minority Broadcast Student Tracking Program follows the college careers of outstanding minority communications students and helps them find jobs in the industry. The department conducts workshops and seminars to provide students and industry professionals with information and advice on jobs and career strategies.

Vice President/Human Resource Development is Dwight Ellis. To reach NAB's Employment Clearinghouse, call (202) 429-5497.

Serving Radio Members In Myriad Ways

NAB Radio serves the needs of nearly 5,000 radio members in a variety of ways. Its Washington-based Tele-Service staff maintains contact with stations on the local level. This direct marketing system allows NAB Tele-Service representatives to provide personalized service to NAB Radio members throughout the year. Toll-free numbers are provided to Radio members—providing an immediate link to their respective Tele-Service reps. Three reps concentrate their efforts on bringing in new members; one concentrates exclusively on servicing current members—acting as a vital link between the broadcaster and NAB.

NAB Radio coordinates general management seminars, along with specialized programs for group operators and small and medium market broadcasters, and committee meetings throughout the year. It also schedules radio sessions for NAB's annual convention each spring.

NAB Radio produces programming sessions and other aspects of the fall radio convention—the radio industry's largest and most comprehensive meeting of the year (see further details in the NAB Conventions & Exhibitions section). Each radio convention is planned to present the latest management, sales and programming ideas to attendees.

The NAB Crystal Radio Awards for outstanding community service efforts, the Marconi Radio Awards, and the Best of the Best promotion contest are three awards programs, among others, that are sponsored by NAB Radio. Other nationally recognized honors administered by NAB Radio are the National Radio Award and the annual induction into the Broadcasting Hall of Fame.

Senior Vice President/Radio is Lynn Christian. For information about NAB Radio membership, call (202) 429-5401.



Overflow session at RADIO 1990 convention.

Several hundred talented and committed broadcasters sit on more than thirty committees and task forces, providing valuable input to Board policy deliberations. These committees work closely with NAB staff and Board liaisons to ensure that ideas and information are shared and utilized.

Broadcasters with special areas of interest, concern or expertise are appointed to NAB committees. The committee chairs and co-chairs (listed below) serve in recognition of their accomplishments and commitment to leadership.

Advanced Television Task Force

Warren Williamson III (216) 782-1144
WKBN Broadcasting Corp., Youngstown, OH

AM Improvement Committee

Art Suberbielle (318) 365-3434
KANE-AM, New Iberia, LA

AM Receiver Manufacturer Liaison Task Force

Ted Snider (501) 661-7510
Snider Corp., Little Rock, AR

Cable Relations Task Force

Thomas Goodgame (202) 508-4400
Westinghouse Broadcasting Co., Inc., Washington, DC

Cyril Vetter (504) 766-3233
WVLA-TV, Baton Rouge, LA

Children's Television Committee

Glenn Wright (206) 728-8210
KIRO-TV, Seattle, WA

Congressional Relations Committee

Patricia Smullin (503) 779-5555
California/Oregon Broadcasting, Medford, OR

Walter May (606) 437-4051
WPKE-AM/WDHR-FM, Pikeville, KY

Copyright Committee

Leavitt Pope (212) 210-2600
WPIX, Inc., New York, NY

Digital Audio & Satellite Sound Broadcasting Task Force

Alan Box (703) 591-1000
EZ Communications, Inc., Fairfax, VA

Jerry P. Colvin (616) 968-9341
WUHQ-TV, Battle Creek, MI

Michael J. Conly (512) 366-5000
Harte-Hanks Communications, KENS-TV, San Antonio, TX

Robert W. Davis (503) 746-1600
KMTR-TV, Eugene, OR

Martin D. Franks (202) 457-4501
CBS Inc., Washington, DC

Ralph W. Gabbard (606) 299-0411
WKYT-TV, Lexington, KY

Robert D. Hynes, Jr. (202) 637-4531
NBC, Washington, DC

Judith Ekberg Johnson (701) 255-5757
Meyer Broadcasting Co., KFYR-TV, Bismarck, ND

Mark M. MacCarthy (202) 887-7747
Capital Cities/ABC, Inc., Washington, DC

Mauricio Mendez (713) 974-4848
KTMD-TV, Houston, TX

Harry J. Pappas (209) 733-7800
Pappas Telecasting Companies, Visalia, CA

Travis O. Rockey (509) 325-7120
Cordillera Communications, Spokane, WA

Edward T. Reilly (212) 512-6457
McGraw-Hill Broadcasting, New York, NY

John C. Siegel (415) 885-3799
KBHK, UTV/Chris-Craft, San Francisco, CA

Ronald Townsend (Vice Chairman) (703) 284-6789
Gannett Television Group, Gannett Co., Inc., Arlington, VA

Ben Tucker (209) 222-2411
Retlaw Broadcasting, Fresno, CA

Cyril E. Vetter (504) 766-3233
Vetter Communications Company, Inc., WVLA-TV/WTGE-FM, Baton Rouge, LA

Glenn C. Wright (206) 728-8210
KIRO Television, Seattle, WA

Affording Members A Wealth Of Activities

NAB Television provides station owners and managers at nearly 1,000 NAB TV member stations with a variety of innovative services and relevant, timely activities.

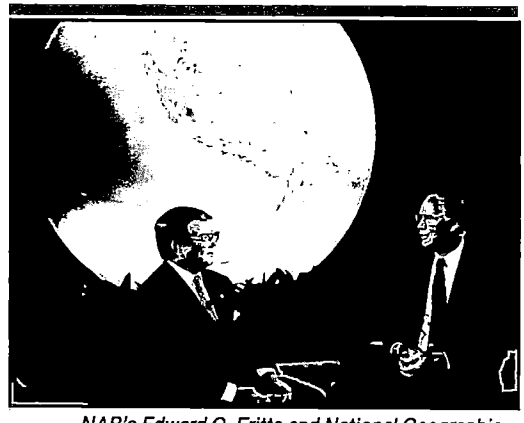
NAB Television conducts meetings and conferences throughout the year, including: a forum for group executives; a week-long management development seminar; a 100 Plus Idea Exchange for small market managers; and an introductory course on legislative and regulatory activities for general sales managers and news directors.

NAB Television also offers a wide variety of informative television management and sales sessions at the NAB annual convention each spring.

Using the medium that it serves, NAB Television produces a monthly video magazine, TELEJOURNAL. This one-hour program is fed via satellite the third Friday of each month. It provides vital information on legislative and regulatory issues at the FCC, in Congress and in the courts. TELEJOURNAL also packages timely public service announcements for campaigns such as Operation Prom/Graduation, AIDS prevention and Project Literacy.

NAB Television annually honors the contributions of industry leaders and individual stations through its Broadcasting Hall of Fame, and its Service To Children Awards program.

Senior Vice President/Television is Chuck Sherman. For information about TV membership, call (202) 429-5363.



NAB's Edward O. Fritts and National Geographic Society's Gilbert Grosvenor tape a TELEJOURNAL interview.

NAB Services

Everything From Books To Insurance

NAB Services is your source of NAB materials to assist you in all areas of station operation. The department offers publications on everything from buying or building a broadcast station to broadcast law and regulation.

It offers NAB-sponsored insurance programs for libel/First Amendment, business, group life and long-term disability. It also sponsors an NAB Gold MasterCard and discounts on US Sprint long distance phone service for member stations and their employees.

Mic flags, clocks, radios, pens, pins, mugs and wearables are among the many promotional items available through NAB Services. All of the department's products are offered to NAB members at discounted prices.

NAB headquarters in Washington, DC, houses a lobby-level NAB Store, and you'll find NAB Stores at the spring annual convention, the fall radio convention and other industry meetings.

NAB Services also is responsible for obtaining paid advertising for several NAB publications and for the NAB conventions.

Senior Vice President/NAB Services is Teri Lepovitz. Call NAB Services' toll-free number (800) 368-5644 for publications, insurance, credit card or long distance service information.



NAB Stores are focal points of activity at all NAB conventions. Above, Larry King (r) conducts a book-signing party.

Radio Board

Jerry Papenfuss (507) 452-4000
Result Radio Group, KAGE/KBRF/KBEW, Winona, MN
District 21—MN, SD, ND

Houston L. Pearce (205) 345-7200
WTUG/WTSK, Tuscaloosa, AL
District 9—GA, AL

Robert H. Pricer (614) 345-4004
WCLT Radio, Inc., Newark, OH
District 11—OH

W. LeRoy Schneck (814) 723-1310
Kinzua Broadcasting Co., WNAE/WRRN, Warren, PA
District 3—PA

Rusty Shaffer (303) 444-1490
KBOL-AM, Boulder, CO
District 16—CO, NE

Denise A. Shoblom (413) 499-1100
WUPE-FM/WUHN-AM, Pittsfield, MA
Designated Board Seat

Art Suberbielle (318) 365-3434
KANE-AM, New Iberia, LA
District 8—LA, MS

J. Douglas Williams (405) 256-4101
KWOX-FM, Woodward, OK
District 19—OK, Northern TX

F. Russell Wood (801) 575-7600
KSL Radio, Bonneville International Corp., Salt Lake City, UT
District 22—AZ, NV, NM, UT

Television Board

Edward G. Aiken (813) 576-4444
Hubbard Broadcasting, Inc., WTOG-TV, St. Petersburg, FL

John Behnke (206) 443-4013
Fisher Broadcasting, Inc., Seattle, WA

Robert B. Butler (919) 876-0674
Durham Life Broadcasting, Inc., Raleigh, NC

Gary R. Chapman (Chairman) (212) 765-1902*
LIN Broadcasting, Providence, RI

*Moved in January. New phone number not available at press time.

Richard H. Harris (203) 965-6357
Group W Radio, Stamford, CT
Designated Board Seat

David L. Hicks (Chairman) (616) 344-0111
Hicks Broadcasting Corp., WKFR-WKMI, Kalamazoo, MI
Represents District 13—MI

William J. Hogan (212) 575-6144
Unistar Radio Networks, New York, NY
Network Representative

Robert P. Kipperman (212) 975-4227
CBS Radio Networks, New York, NY
Network Representative

Thomas M. Kushak (217) 629-7077
WMAY/WNNS Radio, Springfield, IL
District 17—IL

Walter E. May (606) 437-4051
WPKE-AM/WDHR-FM, Pikeville, KY
District 5—WV, KY

William L. McElveen (803) 796-7600
WTCB-FM, Columbia, SC
District 6—NC, SC

Gene Millard (816) 233-8881
KFEQ-AM, St. Joseph, MO
District 12—MO, KS

Donald J. Newberg (615) 756-6141
WGOW-AM/WSKZ-FM, Radio Chattanooga, Inc., Chattanooga, TN
District 15—TN, AR

Richard D. Novik (Vice Chairman) (914) 471-2300
WKIP-AM/WRNQ-FM, Poughkeepsie, NY
District 2—NY, NJ

Richard E. Oppenheimer (512) 482-0982
Signature Broadcasting Co., Austin, TX
District 18—Southern TX

Richard W. Osborne (603) 225-5521
WKXL AM/FM, Concord, NH
District 1—ME, VT, NH, MA, CT, RI

Michael D. Osterhout (813) 287-1047
Edens Broadcasting, Tampa, FL
Designated Board Seat

Bringing Our Industry Together... Literally

NAB Conventions & Exhibitions arranges housing, transportation, exhibits and all conference details for the NAB annual spring convention (the broadcast industry's largest), the NAB Engineering Conference and the fall NAB radio convention (the radio industry's largest).

The NAB annual convention is the broadcast industry's premiere event, bringing together all facets of the various industries related to broadcasting from throughout North America and many foreign countries. The 1991 annual convention (NAB '91) will be held April 15-18 in Las Vegas.

A unique and major attraction at NAB '91 will be the "HDTV World Conference & Exhibition"—the most ambitious project devoted to high definition television ever organized in the United States. HDTV World will combine an expanded conference of the latest HDTV technology with an equally expanded special HDTV exhibits area of 40,000 net square feet. (Registration for HDTV World includes full attendance privileges at adjacent NAB '91 activities.)

The 1992 annual convention (April 13-16) also will be held in Las Vegas.

The NAB radio convention is to the radio industry what the combined radio-TV annual convention is to the industry at-large. Radio 1991 will be held Sept. 11-14 in San Francisco.

The NAB/Montreux International Radio Symposium, NAB's most ambitious international meeting ever, will be held June 10-13, 1992, in Switzerland.

Senior Vice President/Conventions & Exhibitions is Rick Dobson (202) 429-5409. To register for NAB conventions, call (800) 342-2460.



The massive exhibit floor highlights NAB conventions.

Associate Membership

Serving Those Who Serve Our Industry

NAB has more than 1,500 Associate members.

The NAB Associate Membership Office is NAB's information source and liaison to other NAB departments for the Association's foreign broadcaster and non-broadcaster members. Broadcast-related organizations such as equipment manufacturers, communications law firms, brokers, consultants, news/weather services, and programming and production companies are NAB Associate members. Many exhibit at NAB's spring annual convention and fall radio convention.

Associate membership affairs are conducted by NAB Conventions & Exhibitions.

Senior Vice President/Conventions & Exhibitions Rick Dobson coordinates Associate member activities. For information, call (202) 429-5360.

Meetings & Special Events

Getting Down To Business

In addition to all special events at NAB's fall and spring conventions, NAB Meetings & Special Events arranges scores of other NAB meetings, including those of the Board of Directors, the Executive Committee and other NAB committees, as well as special seminars and events throughout the year.

Meetings & Special Events also promotes and coordinates international attendance at NAB meetings, including liaison with the International Trade Administration's U.S. and Foreign Commercial Service.

Senior Vice President/Meetings & Special Events is Hank Roeder. Information is available at (202) 429-5356.

Radio Board

Charles A. Blake (812) 424-8284
WIKY AM/FM, Evansville, IN
District 10—IN

Alan L. Box (703) 591-1000
EZ Communications, Inc., Fairfax, VA
Designated Board Seat

Jack Bryant (212) 714-1000
National Black Network, New York, NY
Network Representative

Ted Dorf (301) 587-4900
Greater Media, Inc., WWRC/WGAY, Silver Spring, MD
Designated Board Seat

Steven A. Downes (414) 342-1111
WISN-AM/WLTQ-FM, Milwaukee, WI
District 14—IA, WI

Ramsey G. Elliott (916) 448-1450
Fuller-Jeffrey Broadcasting Companies, Inc., Sacramento, CA
District 23—Northern CA, AK

William L. (Bill) Eure (804) 898-9494
Eure Communications, Yorktown, VA
District 4—DE, DC, MD, VA

Michael J. Faherty (404) 843-5245
Cox Broadcasting, Atlanta, GA
Designated Board Seat

Skip Finley (202) 686-9300
Albimar Communications, WKYS-FM, Washington, DC
Designated Board Seat

Robert L. Fox (805) 642-8595
KVEN-AM/KHAY-FM, KVEN Broadcasting Corp., Ventura, CA
District 24—Southern CA, HI, Guam, American Samoa

Dean M. Goodman (305) 654-9494
Gilmore Broadcasting Corp., WLVE-FM, Miami, FL
District 7—FL, PR, VI

Gary Grossman (503) 926-8628
KRKT AM/FM, Albany, OR
District 25—OR, WA

Alan W. Harris (307) 875-6666
KUGR-AM/KYCS-FM, Green River, WY
District 20—MT, ID, WY

Executive Committee

Chairman of the Joint Board
L. Lowry Mays (512) 822-2828
Clear Channel Communications, San Antonio, TX

Immediate Past Chairman of the Board
Wallace Jorgenson (813) 961-9695
Hubbard Broadcasting, Tampa, FL

NAB President/CEO
Edward O. Fritts (202) 429-5444
NAB, Washington, DC

Radio Board Chairman
David Hicks (616) 344-0111
Hicks Broadcasting, Kalamazoo, MI

Television Board Chairman
Gary Chapman (212) 765-1902*
LIN Broadcasting, Providence, RI

Radio Board Vice Chairman
Richard Novik (914) 471-2300
WKIP/WRNQ, Poughkeepsie, NY

Television Board Vice Chairman
Ronald Townsend (703) 284-6789
Gannett Television Group, Arlington, VA

Network Representatives
Robert D. Hynes, Jr. (202) 637-4531
NBC, Washington, DC

Martin D. Franks (202) 457-4501
CBS, Washington, DC

Mark MacCarthy (202) 887-7747
Capital Cities/ABC, Washington, DC

*Moved in January. New phone number not available at press time.

International

Reaching Toward New Worlds

In recent years, NAB has dramatically expanded its planned activities and relations overseas, in light of rapidly changing political and technological climates, especially in Europe.

In May 1991, NAB will sponsor a series of small-group investment opportunity seminars in Paris and London. (For more information, call 202-429-5361.)

On June 10-13, 1992, NAB and the city of Montreux, Switzerland, will conduct the NAB/Montreux International Radio Symposium and Exhibition.

In addition, NAB maintains contact with foreign broadcaster associations to exchange technical and regulatory information of common concern, and to advance and protect the interests of American commercial broadcasters. It consults on international broadcasting matters with the FCC, the U.S. Commerce Department, the U.S. State Department and the U.S. Information Agency.

The International Media Fund is a U.S. group that supports independent broadcasting and a free press in Central and Eastern Europe. The treasurer of the fund is NAB President/CEO Edward O. Fritts, who also is chairman of the fund's Radio Advisory Committee.

NAB is a member of the International Association of Broadcasting and participates in major international broadcasting meetings. The executive committees of NAB and the Canadian and Mexican broadcast associations meet yearly in joint session to address issues of common interest.

International Consultant is Bill Haratunian (202) 429-5451.



In Frankfurt, NAB's Dr. John Abel briefs German broadcasters on American broadcasting.

Initiating, Supporting Community Campaigns

NAB generates and fosters industrywide campaigns to combat drunk driving, alcohol and drug abuse, to increase voter awareness, to encourage youth participation in the work force to educate the public about AIDS, and dozens of other community causes.

Originating from the Office of the President, NAB national campaigns occur year-round. These projects help NAB members develop local campaigns that address national issues affecting their communities. NAB public service kits often include scripts and fact sheets. Fully produced PSAs are distributed by satellite to member stations.

NAB's public service efforts are bolstered by alliances with more than 300 other influential organizations, including United Way, Commission on Presidential Debates, U.S. Bicentennial Commission, National Federation of Parents for Drug-Free Youth, U.S. Department of Health and Human Services, Drug Enforcement Administration, Mothers Against Drunk Driving, American Newspaper Publishers Association, National Alliance of Business and the White House Office of National Service.

The NAB spring convention, the annual radio convention and other industry conferences all feature the NAB National Campaigns Booth, where you may obtain taped PSAs and information on NAB campaigns.

Assistant to the President/Senior Vice President & National Campaign Coordinator is Rory Benson. For more information, call (202) 429-5447.



NAB's Rory Benson (standing) discusses drug abuse prevention with Minnesota broadcasters.

Setting the Industry Agenda

NAB is governed by its Joint Board of Directors, composed of the Radio Board, the Television Board, and the Joint Board Chairman, Immediate Past Chairman and NAB President. Most Board members are elected by NAB's membership.

The Radio and TV Boards represent a balance of small, medium and large market broadcasters, network, affiliate and independent station executives, as well as women and minorities. To optimize the generation of new ideas while maintaining vital continuity, Board members may serve two consecutive two-year terms.

The leadership of the Joint Board—Joint Chairman, Immediate Past Chairman, NAB President, Radio and TV Chairmen and Vice Chairmen, TV Network Representative—meets as the NAB Executive Committee, which provides continuing policy consideration and recommendations on a monthly basis, or whenever issues warrant more immediate attention.

The Radio Executive Committee—composed of Radio Chairman, Vice Chairman and Joint Board Chairman—meets regularly.

Research & Planning

Creating 'Tools' Of The Trade

NAB Research & Planning generates original industry research to help you make better management decisions and to support broadcasting's regulatory and legislative objectives. It tracks and analyzes a broad range of topics relevant to the industry, including financial data, ratings research and improvement, personnel statistics, consumer trends and technological advances.

The department's Marketing and Technology Reports are included in NAB's newsletters. Research & Planning produces many NAB publications throughout the year, including the annual *Radio and Television Financial Reports* and the *Radio and Television Employee Compensation and Fringe Benefits Reports.*

Research & Planning also organizes NAB convention research sessions and works with the educational community to provide and report on significant industry research.

Senior Vice President/Research & Planning is Rick Ducey. For more information (202) 429-5380.

Broadcast Industry Council

Improving American Productivity

NAB helped establish a non-profit educational foundation to focus public attention on the need to improve the productivity and international competitiveness of American business and industry. Established in 1982, The Broadcast Industry Council to Improve American Productivity especially is involved in literacy and job training, working closely with stations to develop local education and re-training projects. Community-based projects initiated by the council have received two prestigious Presidential Awards for Private Sector Initiatives.

Executive Director is Don LeBrecht. For more information (202) 429-5330.

Public Affairs & Communications

Getting The Word Out

NAB Public Affairs & Communications informs all of NAB's "audiences" about the Association's positions on legislative, regulatory, technical and societal issues. Its communications are directed to NAB members, other industry officials and associations, government and corporate opinion leaders, news media, and the public.

The department has four major components: Media Relations, Design & Production, Member Communications, and Library & Information Center.

NAB PA&C produces news releases, briefing kits, the weekly *TV TODAY* and *RadioWeek* newsletters, the periodic *NAB NEWS*, and NAB's official spring and fall convention newspaper, *NAB DAILY NEWS*.

PA&C's graphic design and typesetting staff put their creative skills to work on nearly every NAB publication and all NAB convention programs.

Public Affairs & Communications also provides public relations support to allied organizations, including the Broadcast Capital Fund, Broadcast Industry Council to Improve American Productivity, and Broadcast Education Association.

Senior Vice President/Public Affairs & Communications is Walt Wurfel. For more information (202) 429-5350.



NAB produces a variety of publications.

Library & Information Center

Information When You Need It

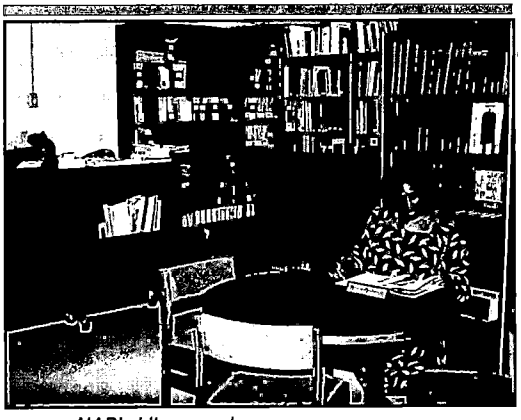
The Library and Information Center is the first point of contact for most of the thousands of calls coming into NAB each year. It is a vital resource for broadcasters and many others outside the industry who seek information about the Association and the broadcast industry. The center has answers to your questions, such as:

- ► How many households have stereo television?
- ► What should a station keep in the public file?
- ► How do I order FCC rules and regulations?
- ► What are some sources of syndicated radio programming?

These questions have one thing in common. They, and many more, all have been answered quickly and accurately with one call to NAB's Library and Information Center, which is part of Public Affairs and Communications.

The Library and Information Center offers members access to detailed and sometimes hard-to-find information—current and historical—about the broadcasting industry and a wide range of related subjects. Using 9,000 volumes, 225 periodical subscriptions and five electronic database services as resources, the center responds to 7,000 inquiries a year. If the librarians determine that your question requires an issue expert, they will locate the NAB staff person to help you.

Vice President/Library and Information Center is Susan Hill. The phone number is (202) 429-5490.



NAB's Library and Information Center.

Science & Technology

Technically Speaking, Technically Leading

NAB Science & Technology helps the entire industry maintain its technological edge to assure that the term "broadcast quality" always means highest quality.

NAB engineers represent the industry before the FCC and other agencies on issues affecting spectrum management and technical regulations. The department fosters and promotes research and development of new broadcast technologies, in part, by using the resources of NAB's own engineering lab.

NAB is a founding member of the Advanced Television Test Center (ATTC), located outside Washington in Alexandria, VA. The ATTC is providing industry testing of proposed Advanced TV systems in tandem with the Federal Communications Commission's ongoing Advanced TV agenda.

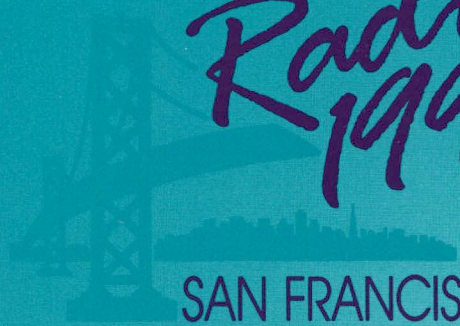
Current Science & Technology projects include: the potential advent of digital audio broadcasting; investigating technical improvement for FM broadcasting; coordinating receiver manufacturer and broadcaster cooperation through the adoption of NRSC AM improvement standards; developing plans for ATV spectrum allocation; and technically guiding ATV policymaking.

Science & Technology provides timely, useful and accurate technical information for NAB members in its Engineering Report, a periodic feature of NAB's newsletters, and Equipment Clearinghouse, listing opportunities for buying and selling used broadcast equipment. These and other publications are a major source of technical information.

Science & Technology conducts the annual NAB Broadcast Engineering Conference each spring in conjunction with the NAB convention and the engineering sessions at the fall radio convention. It is coordinating the "HDTV World Conference & Exhibition" at NAB '91 in Las Vegas. The department hosts various seminars, including the popular annual Broadcast Engineering Management Program at the University of Notre Dame.

Senior Vice President/Science & Technology is Michael Rau. For more information (202) 429-5346.

Radio 1991



SAN FRANCISCO
SEPTEMBER 11–14

Imaginative
PROGRAMMING

Creative
SALES/MARKETING

Inventive
MANAGEMENT

Progressive
TECHNOLOGY

PROGRAM & BUYER'S GUIDE

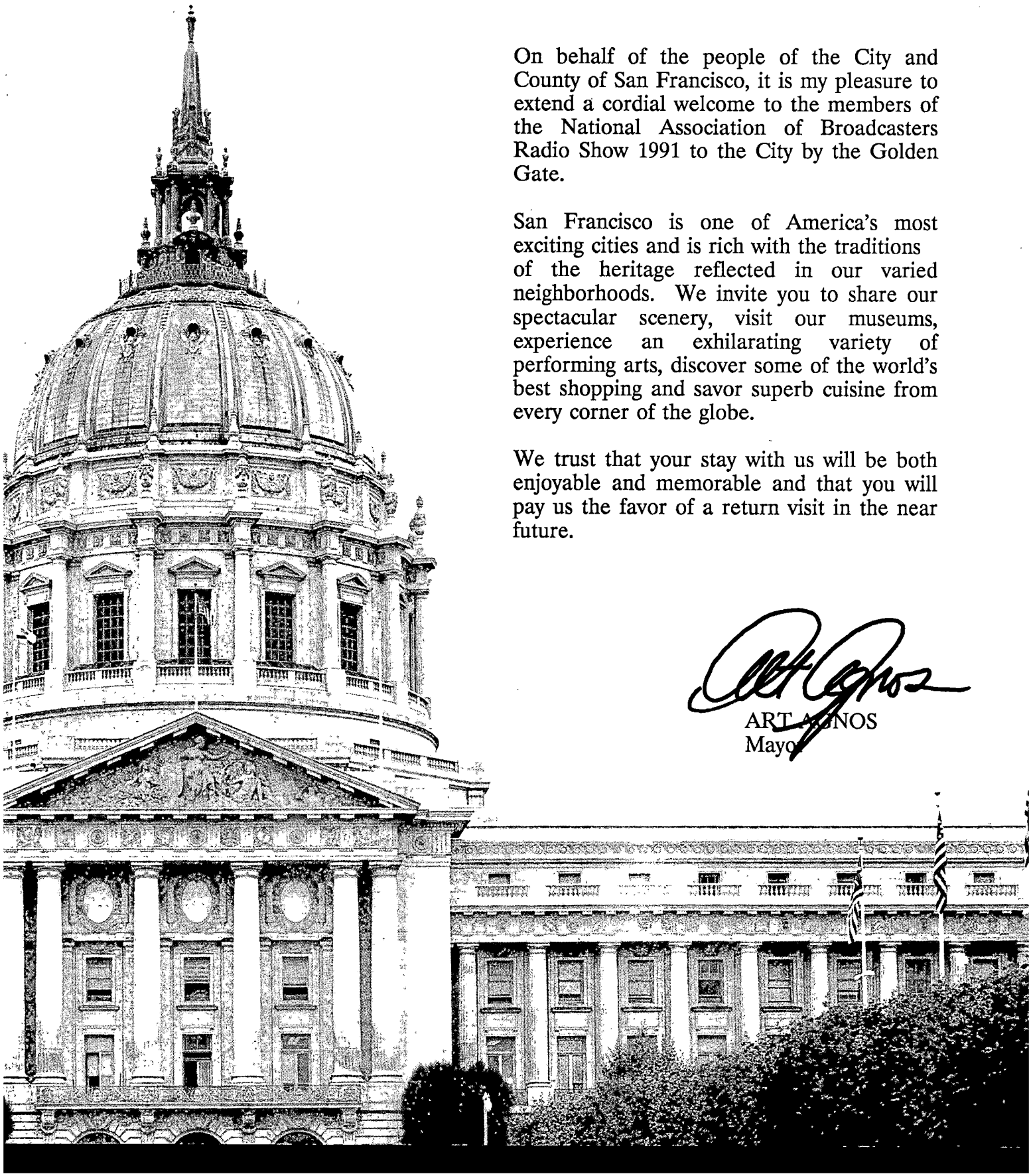
National Association of
NAB®
BROADCASTERS



"ESCAPE" © 1991 Reprise Records

Greetings

September 1991



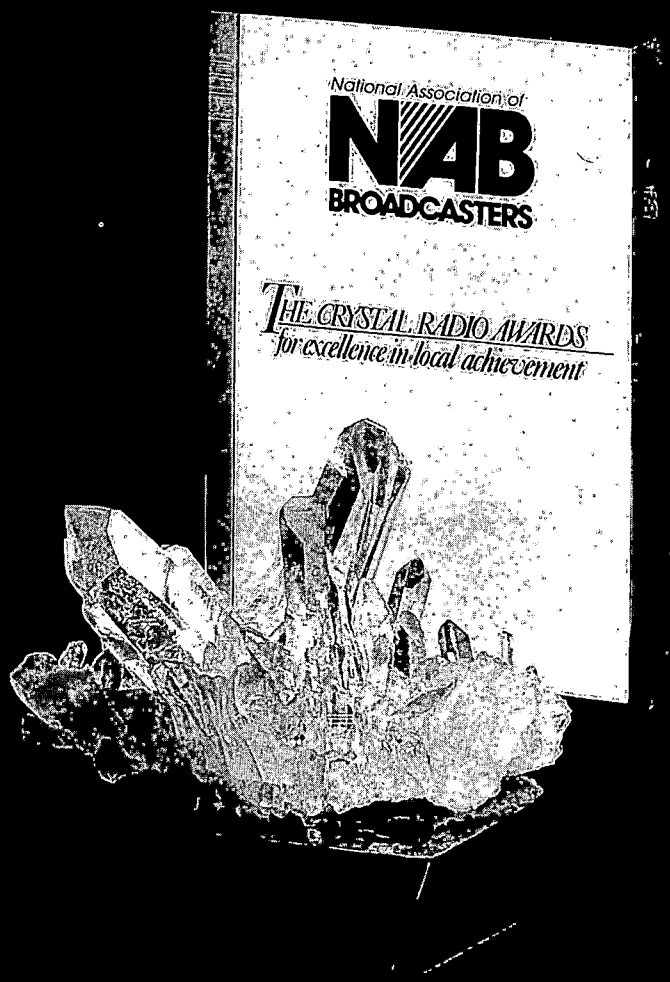
On behalf of the people of the City and County of San Francisco, it is my pleasure to extend a cordial welcome to the members of the National Association of Broadcasters Radio Show 1991 to the City by the Golden Gate.

San Francisco is one of America's most exciting cities and is rich with the traditions of the heritage reflected in our varied neighborhoods. We invite you to share our spectacular scenery, visit our museums, experience an exhilarating variety of performing arts, discover some of the world's best shopping and savor superb cuisine from every corner of the globe.

We trust that your stay with us will be both enjoyable and memorable and that you will pay us the favor of a return visit in the near future.

ART AGNOS
Mayor

Blood, Sweat and Cheers.



Creating award-winning community service programs isn't easy. It takes an extraordinary commitment to important local concerns. Integrity to strive for a balanced presentation of views. And creativity to focus the public spotlight on the issues that matter most.

In short, it takes a talented team to crystallize radio programming that makes a difference.

Associated Press congratulates the winners of this year's Crystal Awards.

We're proud to sponsor the Crystal Awards luncheon at NAB Radio 1991 to honor radio's outstanding community achievers.

AP Associated Press

RADIO NETWORKS · NEWS WIRES · SOFTWARE

RADIO 1991
WELCOMES YOU



Richard D. Novik
President
WKIP-AM &
WRNQ-FM
Poughkeepsie,
New York

Welcome to RADIO 1991 and San Francisco!

On behalf of the National Association of Broadcasters' members, Board of Directors and staff, I am pleased to present the program that will help you discover new ways to make money and save money in our competitive environment. With more than 60 sessions to choose from, you'll walk away with new ideas and proven success stories that you can take back to your station and implement immediately.

This year's convention combines innovation with intellect, education with entertainment, and creativity with challenge. A stellar lineup of panelists and speakers brings together some of the best in the business. Our outstanding Steering Committee, led by CBS Radio President Nancy Widmann, created a program to take you into the 21st century.

Our Exhibit Hall features more companies than ever before and here's where you can find the deals of the year. You'll find free parties and food at Thursday and Friday afternoon's Exhibit Hall events, as well as Saturday brunch. Plus...Win valuable prizes, just by using your Scan 'n' Win card in the Exhibit Hall.

We've got enough action planned to keep you busy and entertained, plus a substantive conference program with management, programming, sales/marketing and technical management seminars.

Make certain to ride the DAB demonstration bus and get up-to-date on this new technology. Stop by the Networking Lounge and greet old friends. Visit the Hospitality Suites. Enjoy San Francisco's sights.

When you leave, you'll be refreshed and ready to face the future...with confidence.

I look forward to visiting with you at RADIO 1991!

Dick Novik
NAB Radio Board Chairman

GENERAL INFORMATION

Contents

Pull-Out Schedule & Convention Center Map —between pages 8 & 9—

Exhibit Hall—Carnival 4
Gifts and Prizes 4
Programming & Production Showcase & Exhibit Hall Party 4
Exhibit Hall Brunch 4
Scan 'n' Win 4
Housing—Hospitality Suites 5
Hotels/Telephone Numbers 5
Networking Lounge 5
Registration—Name Badge Replacements & Changes 5
Special Events Tickets 5
Spouse Registration 6
Press/Publications—Newsroom 6
NAB Daily News 6
Signs/Other Solicitation 6
Trade Publications 6
Sessions—Audiocassette Sales 6
Sessions 6
Panels 6
Non-Smoking Areas 6
Sneak Preview for Intl. Guests 6
Special Events—MARCONI Radio Awards Show & Buffet Dance Party 6
Radio Station Tours 7
Special Services—First Aid 7
Tote Bags 7
NAB Advertising Sales 7
Food Service 7
NAB Stores 7
Restaurant Reservations 7
Special Tours 8
Baggage Check 8
Special NAB Booths—Associate/International Membership 8
Employment Clearinghouse 8
Legal Answers 8
Insurance & Financial Svcs. 8
National Campaigns 8
Notre Dame Mgt. Seminar 9
Radio 9
NAB Convention Offices 9
Transportation—Airport Shuttle 10
Municipal Railway (Muni) 10
Taxi Information 10
Shuttle Bus Service 10
Parking Garage Information 10
Program—Wednesday 12
Thursday 16
Friday 28
Saturday 35
NAB Radio Board of Directors 42
Radio 1991 Steering Committee 44
Acknowledgements 45
Hospitality Suite Hosts 50
Exhibitors 56

Graphic Designer—**Dos Schuette**
Information Coordinator—**Andy Peluso**
Photo Coordinator—**Mary Locke**

Exhibit Hall

A Radio Festival— In the Exhibit Hall!

Exhibit Hall Carnival Thursday, Sept. 12 4:30-6:00 pm

Try your luck at the "Wheel of Fortune." Show off your competitive spirit at many other fun games. This is your chance to win, win, win! With plenty of prizes, plus free food and drink, how can you lose?

Gifts and Prizes

You can win valuable prizes at the Thursday Exhibit Hall Carnival. With more than one opportunity to win, you may take home a trade book, AM/FM cassette radio, free programming services or another quality prize. Some prizes are valued as high as $2,000!

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Programming and Production Showcase plus Exhibit Hall Party *sponsored by BMI* Friday, Sept. 13 4:30-6:00 pm

You're invited to the magic show of the season. Looking for something to add dazzle to your programming? Looking for the latest in computer wizardry? Looking for writers whose copy sparkles? Find it all here. We bring the "magic makers" to you. With over 40 companies showing their wares, it's a convenient, one-stop shopping opportunity you don't want to miss.

Radio is Magic—Meet the Magic Makers.

◆ ◆ ◆

Exhibit Hall Brunch Saturday, Sept. 14 10:30 am-12:00 pm *sponsored by The Arbitron Company*

Nearly 200 exhibitors will have their products and services on display. This is your opportunity to inspect the Exhibit Hall one last time—with the food and drink on us.

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Scan 'n' Win

Your attendance at Radio 1991 makes you an instant winner. Here's how: you, and every registrant, will receive a magnetic card with your registration materials. Simply run this card through the "Scanner"—located in the Special Events Area of the Exhibit Hall—and the "Scanner" will tell you (yes, it talks!) your prize category. There are three prize categories:

Category 1 . . . . . Prizes valued at $75 and above

Category 2 . . . . . Prizes valued between $25 and $75

Category 3 . . . . . Prizes valued between $5 and $25

Prizes for the Scan 'n' Win contest were donated by the following companies:

- American Express
- American Gramaphone
- Anheuser-Busch
- Coca-Cola U.S.A.
- Datawave
- Eastman Kodak
- Key Bridge Marriott
- McDonald's Corporation—San Francisco Bay Area
- MCI Communications Corporation
- Macy's
- Media Professional Insurance
- Narada Records
- Omega Travel
- Pepsi-Cola Company
- San Francisco Giants
- World Wide Delivery Service

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Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

GENERAL INFORMATION

Housing

Hospitality Suites

During the convention, you will have the opportunity to visit many hospitality suites located at the Westin St. Francis and the San Francisco Marriott hotels. Suites are open nightly; hours are:

Wednesday . . . . . 8:00 pm-Midnight
Thursday . . . . . 6:00 pm-Midnight
Friday . . . . . 6:00 pm-Midnight

Suite listings begin on page 50 of this program.

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Radio 1991 Hotels/Telephone Numbers

Hotel Name	Phone Number Area Code: 415
Grand Hyatt San Francisco	398-1234
Hotel Nikko San Francisco	394-1111
Le Meridien San Francisco	974-6400
Parc Fifty Five	392-8000
San Francisco Hilton	771-1400
San Francisco Marriott	896-1600
Sheraton at Fisherman's Wharf	362-5500
Sheraton Palace Hotel	392-8600
The King George Hotel	781-5050
The Ritz-Carlton	296-7465
The Westin St. Francis	397-7000

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Networking Lounge

sponsored by

ascap
American Society of Composers, Authors & Publishers

Need a place to do a little mingling, conduct a little business or just to relax? You've got it—right here—conveniently located near the 300-series session rooms, the Networking Lounge offers credit card phones, free coffee and soft drinks and a comfortable setting.

The Networking Lounge is staffed by NAB's Small and Medium Market Committee members. Hours are:

Thursday-Saturday
8:30 am-4:30 pm

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Registration

Convention registration will be open Tues., Sept. 10-Sat., Sept. 14. Registration hours and locations are as follows:

San Francisco Marriott
Tuesday . . . . . 12 noon-8:00 pm

Moscone Center
Wednesday . . . . . 8:00 am-8:00 pm
Thursday-Friday . . . . . 8:00 am-6:00 pm
Saturday . . . . . 8:00 am-1:00 pm

The registration desk should be the first stop for all convention attendees.

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Name Badges—Replacements & Changes

Radio 1991 name badges MUST be worn to all functions. There is an administrative charge of $50 for badge replacements and a $20 charge for CHANGES made to name badges. Changes/replacements may be made at either Registration area.

Special Events Tickets

All FULL convention registrants will receive tickets to the following special events:

- Wednesday—Opening Reception
- Thursday—Crystal Awards Luncheon
- Thursday—Exhibit Hall Carnival
- Friday—Exhibit Hall Party
- Saturday—Exhibit Hall Brunch

Additional tickets may be purchased at the Special Events Ticket counter in the Registration areas.

MARCONI Radio Awards Show & Buffet Dance Party tickets may be purchased at the Special Events Ticket counter in the Registration areas.

Radio Station tour tickets may be purchased on a space available basis at the loading area in front of Moscone Center starting at 8:30 a.m. on Wednesday.

All purchases may be made by cash, check, American Express, VISA or MasterCard.

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GENERAL INFORMATION

Registration, cont.

Spouse Registration

Complimentary name badges are provided for spouses of registered attendees. If your spouse has not registered or received a name badge, please go to the Spouse Registration counter at either of the Registration areas to pick-up your badge.

Registered spouses may attend any meeting session and are welcomed at no charge to the following events:

- Wednesday—Opening Reception
- Thursday—Exhibit Hall Carnival
- Friday—Exhibit Hall Party

Spouses may purchase tickets to attend additional events at the Spouse Registration counter at either Registration area.

*(**Please Note:** The number of tickets to special events is limited; NAB recommends that you purchase additional spouse tickets early.)*

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Press/Publications

Newsroom

Complete newsroom facilities are available to accredited news personnel in Room 252. Telephone inquiries may be made by dialing 978-3562.

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NAB Daily News

The *NAB Daily News*, published by NAB, is the official show daily. It will be available in convenient locations throughout the convention center and at host hotels.

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Signs/Other Solicitation

Only authorized convention and NAB signs will be permitted at Radio 1991. All others will be discarded. The distribution of leaflets, pamphlets or any other materials in any Moscone Convention Center or hotel location is strictly prohibited.

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Trade Publications

Copies of broadcast trade publications are located in the Esplanade level lobby. Unauthorized material will be discarded.

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Sessions

Audiocassette Sales

Audiocassette tapes of most sessions will be available for purchase. Visit the Audiocassette Sales Booth in the Moscone Convention Center lobby for additional information. Major credit cards are accepted.

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Sessions

Get the most from the Radio 1991 session offerings. The Radio 1991 Steering Committee has planned timely and informative sessions, keeping your special interests in mind. Choose from the designated Programming, Sales/Marketing, Management and Technology Management tracks to construct a convention schedule that benefits YOU most.

Throughout the program, sessions from each track will be coded as follows:

M = Management/ Operations

P = Programming

S = Sales/Marketing

T = Technology Management

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Panels

The opinions expressed by speakers and panelists during Radio 1991 are their own and do not necessarily represent the official NAB viewpoint.

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Non-Smoking Areas

Smoking is not permitted in the session rooms at the Moscone Convention Center.

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Sneak Preview for International Guests and Newcomers Wednesday, Sept. 11 12:45 pm-1:15 pm Room 308

It's your choice. From a variety of information-packed sessions, an extensive exhibit hall and a myriad of special events and parties, you need to put together a program that maximizes your time spent at Radio 1991. If it's a bit daunting to you newcomers or international guests—or you old-timers, for that matter—then let us help you sift through your choices. At this introductory seminar, NAB staff will give you helpful tips on how to get the most out of Radio 1991.

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Special Events

MARCONI Radio Awards Show & Buffet Dance Party

- Exchange cards must be exchanged for seat assignments and drink tickets.
- Table and loge theater seating is available. Please indicate your preference.
- If you wish to sit with a specific person or group of people, the tickets must be exchanged at the same time.
- Extra tickets will be on sale at the Moscone Convention Center Broadcaster Registration area during registration hours, as well as at the San Francisco Civic Auditorium on Saturday afternoon from 3:00 pm-6:00 pm.
- Bus transportation will be provided on Saturday evening between Radio 1991 official hotels and the San Francisco Civic Auditorium. See page 10 for shuttle bus information.
- Doors open at 5:00 pm. Awards Show starts at 6:00 pm.
- Buffet Dance Party will begin immediately following the MARCONI Radio Awards Show.
- The party is sponsored by The Interep Radio Store.

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GENERAL INFORMATION

Special Events, cont.

Radio Station Tours

Your tickets (if ordered) will be included in your registration packet.

If available, tour tickets may be purchased on-site for $25.

TOUR ONE:
- KGO—News/Talk
- KNEW/KSAN—Country

TOUR TWO:
- KMEL—CHR
- KDFC AM/FM—Classical

TOUR THREE:
- KITS—Modern Rock
- KKHI AM/FM—Classical

TOUR FOUR:
- KRQR—AOR
- KCBS—News

TOUR FIVE:
- KNBR—Sports/News
- KFOG—AOR
- KFRC AM/FM—Nostalgia/Oldies

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Special Services

First Aid

The Moscone Convention Center's First Aid facility, under the supervision of a registered nurse, is located on the exhibit hall level. The First Aid facility will operate during the following hours:

Monday . . . . . 1:00 pm-6:00 pm
Tuesday-Wednesday . . 9:00 am-6:00 pm
Thursday-Friday . . . . 10:00 am-6:00 pm
Saturday . . . . . 9:00 am-4:00 pm

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Tote Bags

Free tote bags for convention registrants containing your program, At-A-Glance booklet and promotional materials are available at the Registration area courtesy of Unistar Radio Networks.

UNISTAR

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NAB Advertising Sales

NAB offers advertisers the opportunity to reach the broadcasting industry through a variety of sources—*NAB News, RadioWeek, TV Today*, mailing labels, convention-related vehicles and event sponsorships.

Contact Randi Reiten or Mark Rebholz in Room 270 or call 978-3502.

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Food Service

Food and beverage concessions will be positioned at the following locations:

Esplanade Coffee Cart

Wednesday . . . . . 1:00 pm to 5:00 pm
Thursday-Saturday . . 8:00 am to 4:00 pm

Exhibit Hall Snack Bar

Wednesday . . . . . 9:00 am to 3:00 pm
Thursday-Friday . . . . 9:00 am to 6:00 pm
Saturday . . . . . 8:00 am to 1:00 pm

Exhibit Hall Coffee Bar

Thursday-Friday . . . . 10:00 am to 6:00 pm
Saturday . . . . . 9:00 am to 1:00 pm

Exhibit Hall Restaurant

Thursday-Friday . . . . 11:00 am to 3:00 pm

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NAB Stores

NAB Stores, located in the lobby of the Moscone Convention Center, are your one-stop shopping center for NAB publications, souvenirs, apparel, gifts, MIC flags, promotional items and much more. The NAB Stores will be open daily throughout the convention. Hours are:

Wednesday . . . . . 8:30 am-6:00 pm
Thursday . . . . . 8:30 am-6:00 pm
Friday . . . . . 8:30 am-6:00 pm
Saturday . . . . . 8:30 am-3:00 pm

VISA, MasterCard and American Express are welcome.

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Restaurant Reservations

Dining reservations for the San Francisco Bay Area may be made at the **Reservations Tonight!** booth located in the lobby of the Moscone Convention Center.

◆ ◆ ◆

International Attendees...

Join NAB, American Express and *Music & Media Magazine* for the

INTERNATIONAL PARTY & MAJOR LEAGUE BASEBALL GAME

Friday, September 13

Sponsored by



AMERICAN EXPRESS Travel Service

MUSIC & MEDIA

and

NAB™ BROADCASTERS



For tickets, stop by the NAB Associate Membership/International Booth or the *Music & Media* Booth (Exhibit Hall Booth #935) and exchange the party/game voucher found in your registration packet.

Tickets Are Limited, So Act Now!

GENERAL INFORMATION

Special Services, cont.

Special Tours

Sign up for special city tours with **Gray Line Tours.** For your convenience, **Gray Line Tours** will operate a booth in the Moscone Convention Center lobby.

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Baggage Check

The Moscone Convention Center will operate a baggage check for Radio 1991 attendees at a cost of $1.00 per item checked. The hours of operation are as follows:

Wednesday . . . . . 8:00 am-8:00 pm
Thursday-Friday . . . . . 8:00 am-7:00 pm
Saturday . . . . . 8:00 am-5:00 pm

The baggage check is located in the Moscone Convention Center lobby.

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Special NAB Booths

Associate/International Membership

Stop by to find out about the broad range of services offered for broadcast-related businesses and international broadcasters. The Associate and International Membership Booth is located in the Broadcaster Registration area at the Moscone Convention Center lobby.

While you're at the booth, find out how NAB can assist you in reaching the broadcasting industry through advertising, sponsorships, mailing lists and the *1992 Broadcast Resource Guide.* You may call the booth at 978-3597.

◆ ◆ ◆

Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Employment Clearinghouse

NAB's Employment Clearinghouse Booth, located in the Broadcaster Registration area of the Moscone Convention Center lobby, provides a free broadcast job referral service.

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Legal

Visit the NAB's Legal Answers Booth (#731) and get any legal/regulatory question answered by top legal practitioners and members of the FCC staff. Whether your question concerns time brokerage, keeping your station license, EEO, contests & promotions, station improvement or financial workouts, the experts will be on hand to give you the answers you need for survival and success in the '90s. See page 15 for details on "The Lawyer Is In; The Meter Is Off" or call 978-3596.

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NAB Insurance and Financial Services

Stop by the NAB Insurance and Financial Services Booth, located in the lobby of the Moscone Convention Center, and find out how NAB's insurance programs—designed specifically for the broadcasting industry—can protect your station and employees. Services offered include:

- General Business Insurance
- Group Term Life Insurance
- Libel/First Amendment Insurance
- Long Term Disability Insurance

And while you're there, find out how your station can reduce long distance costs by participating in the NAB/US Sprint Long Distance Program. Station managers also can learn how their station can participate in the NAB MasterCard BusinessCard program.

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NAB National Campaigns

For the seventh year, NAB's National Campaigns Booth is ready with free print and audio materials to enhance your local community service campaigns. Featured this year are alcohol and drug abuse prevention, AIDS, and the United Way campaigns. Stop by and hear what many stations are airing to make local community projects even more effective.

The National Campaigns Booth, located in the Moscone Convention Center lobby, is open Thursday-Saturday during exhibit hours. Call us at the booth at 978-3594.

Rip Us Apart!

You can pull out this section...

You'll find a floorplan of the Moscone Center plus a complete Radio 1991 schedule inside.

OPTIMOD-FM 8200

Finally, a digital audio processor good enough to be an OPTIMOD.



OPTIMOD-FM

DIGITAL

MEZZ LE

234 232 230 228

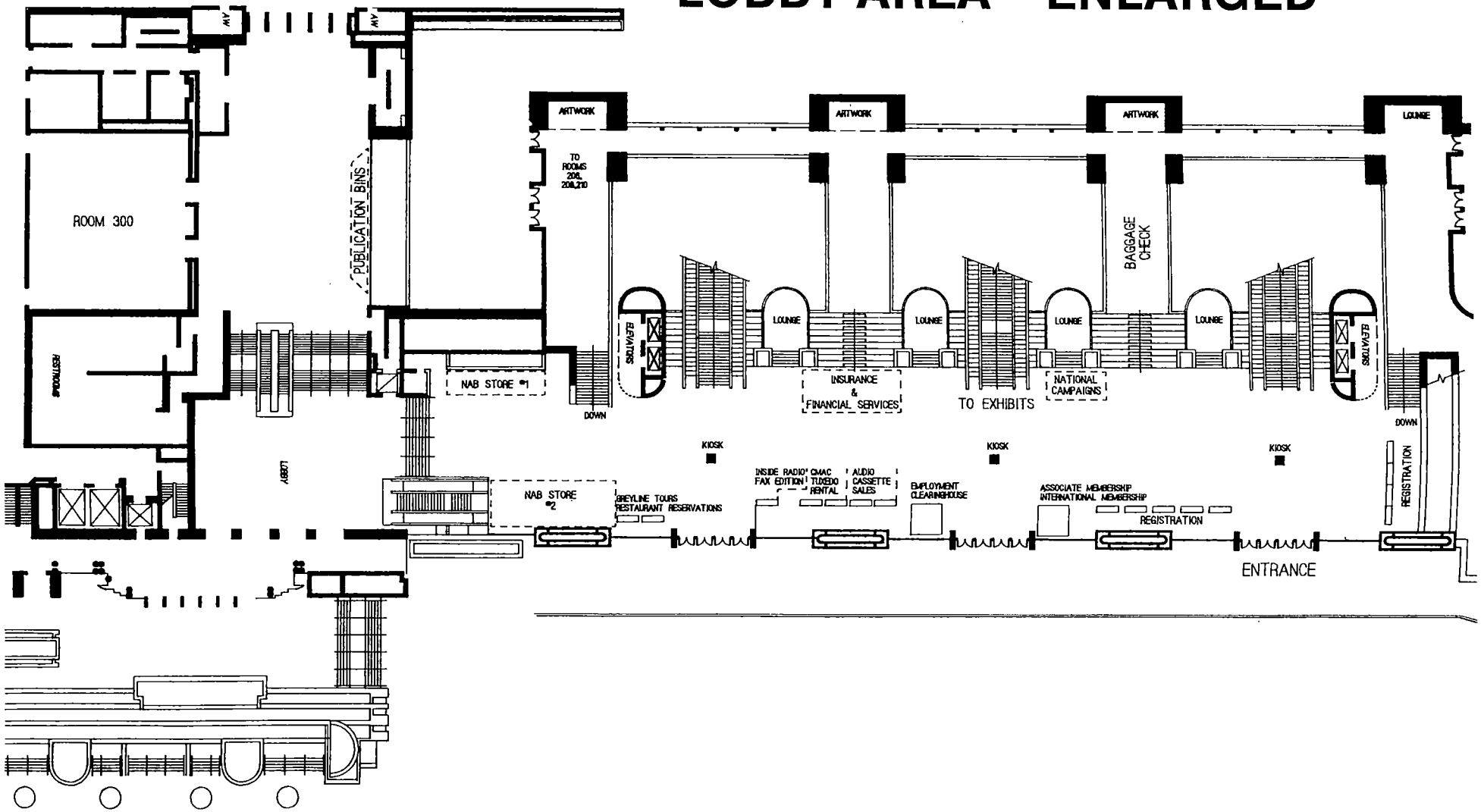
EAST

WEST

MEETING ROOMS

& Technology . . . . . Room 264
Show Office .....Exhibit Hall Floor

LOBBY AREA—ENLARGED



GENERAL INFORMATION

Transportation

Airport Shuttle Transportation

Super Shuttle: Airport shuttle transportation is available via SUPER SHUTTLE vans. The vans circle the airport every 5 to 7 minutes. The fare is $10 per person. For return service to the airport call one day in advance for reservations. A van can be chartered for up to 7 people for $38 one way. TEL: (415) 558-8500.

San Francisco Airporter: Transportation to and from the airport and downtown hotels is available via SAN FRANCISCO AIRPORTER. Service is every 20 minutes and the fare is $7 one way, $11 round trip. On September 14, the AIRPORTER will stop at the Moscone Convention Center. The SAN FRANCISCO AIRPORTER will maintain an information desk at the Moscone Convention Center. TEL: (415) 495-8404.

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San Francisco Municipal Railway (Muni)

Fare for the San Francisco Municipal Railway, Muni, is only 85 cents (*except* on cable cars where the fare is $2). Exact change is required. Free transfers are valid for two changes of vehicle within 90 minutes. The Municipal Railway PASSPORTS are available for one day ($6) or three days ($10) and are good on every Muni vehicle, including cable cars. PASSPORTS can also be used for a discount on admission to two dozen San Francisco museums and attractions.

Muni PASSPORTS are sold at the San Francisco Visitor Information Center, lower level, Hallidie Plaza, Powell and Market Streets. Other outlets include STBS, Stockton Street on Union Square; Muni, 949 Presidio, Room 239. Muni information: (415) 673-6864. Route information is published in the Yellow Pages.

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Taxi Information

Luxor Cab . . . . . (415) 282-4141
Veteran's Taxi Cab Srvc . . . (415) 552-1300
Yellow Cab . . . . . (415) 626-2345

The fare from the downtown area and Moscone Convention Center to the airport is approximately $24 one way. Fares around town are approximately $3.40 for the first mile, plus $1.50 for each additional mile.

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Radio 1991 Shuttle Bus Service

Complimentary shuttle bus service will be available according to the following schedule:

DAY	DATE	TIME (MORNING)	TIME (EVENING)
WED	SEP 11	12 NOON-3 PM	5 PM-8 PM
THUR	SEP 12	7:30 AM-10:30 AM	3 PM-6 PM
FRI	SEP 13	8 AM-11 AM	3 PM-6 PM
SAT	SEP 14	8 AM-11 AM	3 PM-4:30 PM

The shuttle will run every 15 minutes.

SPECIAL SERVICE

SAT SEP 14 5 PM-6:30 PM

TO MARCONI RADIO AWARDS SHOW AND BUFFET DANCE PARTY EVERY 30 MINUTES, RETURN SERVICE FROM 9:30 PM-11:30 PM EVERY 30 MINUTES.

Shuttle Routes

Hotels, route numbers and boarding locations are:

HOTEL NAME	ROUTE #	BOARDING LOCATION
GRAND HYATT SAN FRANCISCO	2	CURBSIDE FRONT ENTRANCE
HOTEL NIKKO	1	NE CORNER MASON & ELLIS
KING GEORGE HOTEL	2	WESTIN ST. FRANCIS
LE MERIDIEN SAN FRANCISCO	WD*	
PARC FIFTY FIVE	1	FRONT ENTRANCE
RITZ-CARLTON	4	
SAN FRANCISCO HILTON	1	TAYLOR STREET
SAN FRANCISCO MARRIOTT	WD*	
SHERATON FISHERMAN'S WHARF	3	BEACH STREET
SHERATON PALACE HOTEL	3	FRONT ENTRANCE
WESTIN ST. FRANCIS	2	POST STREET ENTRANCE

WD* = WALKING DISTANCE TO MOSCONE CONVENTION CENTER. SERVICE TO THE MARCONI RADIO AWARDS SHOW AND BUFFET DANCE PARTY WILL BE PROVIDED VIA SHUTTLE BUS 3.

Parking Garage Information

Please note that parking at the Moscone Convention Center is extrememly limited; however, there are numerous parking garages/lots in the vicinity. Presently, there are 80 privately owned and public parking lots and garages within two blocks of the Moscone Center, which constitute approximately 8,000 available parking spaces.

Parking prices fluctuate greatly. Examples of rates in nearby garages are listed below:

LOT/GARAGE	LOCATION	RATES
Park & Lock	4th/Harrison	$3.75 per day
Park & Lock	5th/Folsom	$3.00 per day/$2.00 weekend
5th/Mission Parking	5th/Mission	$ .75 per hour/$9.00 per day
Allright Parking	860 Howard	$2.00 per hour/$6.50 maximum
Mission Auto Park	Mission/3rd	$2.00 per hour/$7.00 maximum/$4.00 weekend
Metro Park	Mission/3rd	$2.00 per hour/$7.50 maximum/$4.00 weekend
Metro Park	3rd/Mission	$8.50 per day (valet)
Metro Park	3rd/Minna	$6.00 per day
U-Park	3rd/Howard	$5.00 per day
The Parking Place	3rd/Harrison	$4.00 per day/$3.00 after 5:00 pm
St. Francis Place	3rd/Folsom	$5.00 max./$4.25 earlybird/$3.00 weekends
Cal Park	2nd/Spear	$3.50 per day
Champion Park	2nd/Spear	$3.50 per day
Bridge Terminal Garage	Natoma	$8.50 per day/$3.50 week nights
100 First St. Parking	100 First St.	$1.75 per hour/$13.00 maximum

GENERAL INFORMATION



Rip Us Apart!

You can pull out this section... You'll find a floorplan of the Moscone Center plus a complete Radio 1991 schedule inside.



Special NAB Booths, cont.

NAB/Notre Dame Management Development Seminar

Visit with representatives from the University of Notre Dame and hear what graduates of the annual program have to say about the course. Located on the Esplanade Level, near the Networking Lounge, this booth and video will show you how the course can benefit you. Discover why you should budget now for the 1992 Executive Management Development Seminar.

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NAB Radio

Stop by one of our two convenient NAB Radio booth locations—in the Special Events area of the Exhibit Hall or near the Networking Lounge on the Esplanade Level. Learn how to make use of your NAB membership benefits to enhance your station's operation.

Call your Radio Account Executive at (800) 545-5728.

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NAB Convention Offices

NAB staff offices will be located at the Moscone Convention Center. Office hours are generally:

Wednesday-Friday . . . . 8:00 am-6:00 pm
Saturday . . . . . 8:00 am-5:00 pm

Area Code: (415)

Chairman of the Board 236
Gary R. Chapman 978-3588

President/CEO 236
Edward O. Fritts 978-3588

Operations 234
John D. Abel
Executive Vice President 978-3514

Conventions & Exhibitions . Exhibit Fl./200
Richard L. Dobson, Jr.
Senior Vice President 978-3584

Convention Operations 200
Lee Ann Burr, Director 978-3542

Exhibits . . . . . Exhibit Fl.
Jennifer Nance, Manager . . 978-3585

Housing 200
Hilda Jannesson, Director . . 978-3545

Registration . . . . . Moscone Center
Jack Chiasson, Director 978-3507
San Francisco Marriott Registration Counter (*Tues. Only*) 442-6178

Finance and Administration 218
Kenneth D. Almgren
Senior Vice President/CFO . . . 978-3509

Government Relations 228
James C. May
Executive Vice President 978-3524

Legal and Regulatory Affairs 230
Henry L. "Jeff" Baumann
Executive Vice President and General Counsel 978-3553

Meetings and Special Events 226
Kathy Muller, Director 978-3537

Membership
Associate/International . . . . . Lobby 978-3597
Radio . . . . . Esplanade Level & Exhibit Fl.

NAB Booths
Employment Clearinghouse . . Lobby
Legal Answers . . . . . Booth 731 978-3596
NAB Insurance . . . . . Lobby
National Campaigns . . . . . Lobby .978-3594

NAB Services 270
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Senior Vice President 978-3502
Randi Reiten, Director
Advertising Sales 978-3500

National Campaign Coordinator . . . 236
Rory Benson
Senior Vice President & Assistant to the President 978-3588

Public Affairs & Communications . . . 250
Walt Wurfel
Senior Vice President 978-3554

Radio 300
Lynn Christian
Senior Vice President 978-3521
Joy Dunlap, Vice President
Radio Operations 978-3521
Donna Leonard, Vice President
Radio Membership 978-3521

Research and Information Group . . . 230
Richard Ducey
Senior Vice President 978-3552
Research & Planning—
Mark Fratrik
Vice President/Economist . . . 978-3552
Management & Marketing Information Systems—
Mike Fitzmaurice, Director . . 978-3552

Science and Technology 264
Michael Rau
Senior Vice President 978-3518

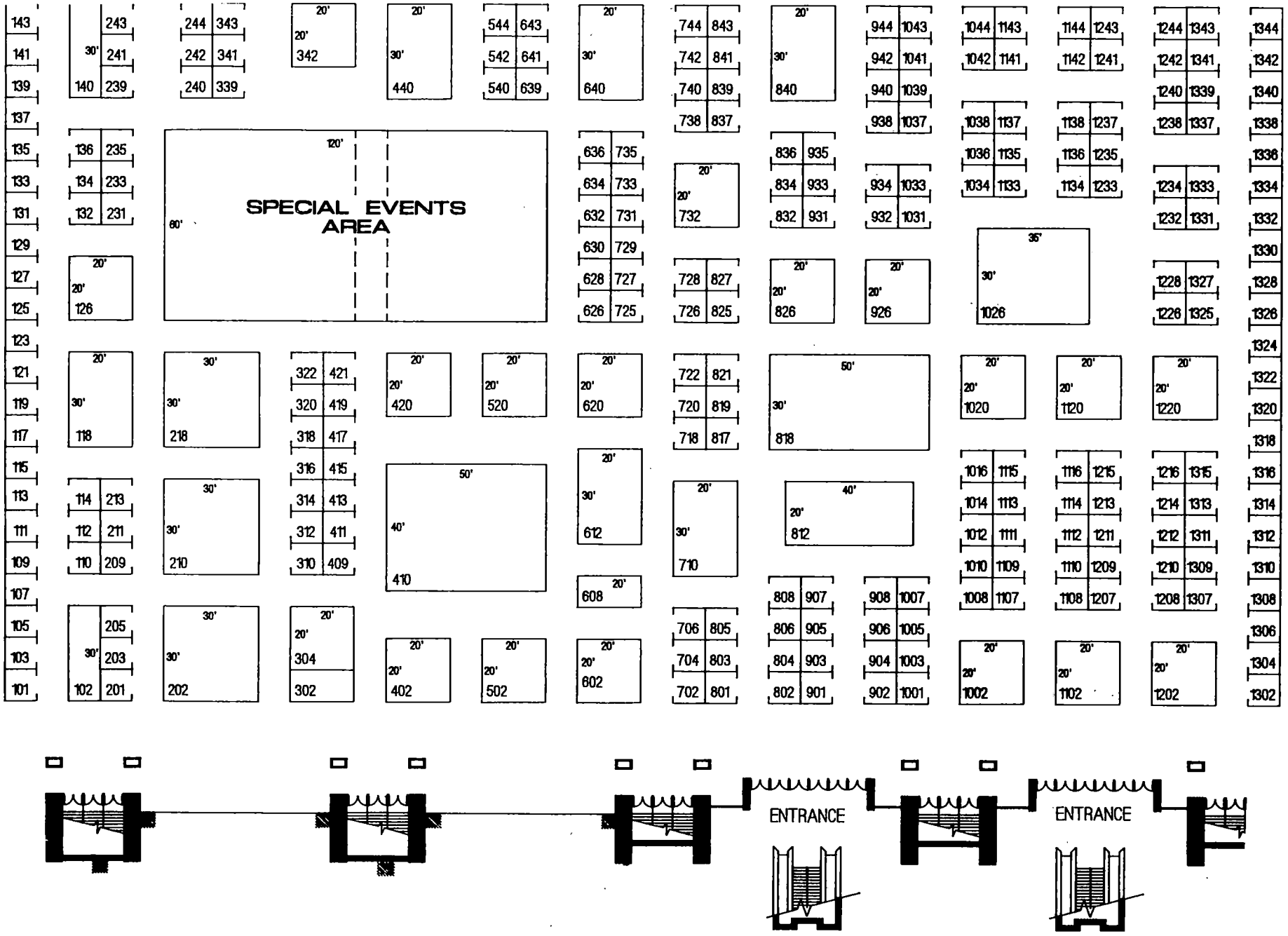
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FRIDAY, SEPTEMBER 13

	Programming	Sales/Marketing	Management/Operations	Technology Management
9:00-10:10 a.m.		Revenue without Ratings . . Room 304	Navigating the Project Minefield . . . . . Room 309 Programming, Ownership & Financial Strategies for Survival . . . . . Room 310 Additional Dollars from Alternative Sources . . . . . Room 307	4th Digital Radio Station Seminar (9:00 a.m.-5:00 p.m.) . . . . . Room 302
10:30-11:30 a.m.	Management Keynoter—**New York Governor Mario Cuomo** . . . . . Gateway Ballroom			
11:30-11:45 a.m.	Introduction of AMAX Campaign . . . . . Gateway Ballroom			
11:50-1:00 p.m.	Format Forums—CHR . . . . . Room 308 Country . . . . . Room 310 MOR/Nostalgia . . . . . Room 206 Non-Commercial . . . . . Room 208	Compensation Strategies (RAB) . . . . . Room 304	Positioning Your Radio Station to Win . . . . . Room 303	Join the "AMAX" Team . . . Room 309
1:30-2:40 p.m.	Format Forums— News/Talk . . . . . Room 304 EZ Listening . . . . . Room 308	Targeting: Winning Strategy for Stations & Advertisers (RAB) . . . . . Room 303	Legislative Update . . . . Room 309 Revenue Forecasting—Clearing Up Your Crystal Ball . . . . . Room 306	
3:00-4:10 p.m.	Format Forum— AOR/Classic Rock . . . . . Room 306	Maximize Your Sales with Sales Consultants . . . . . Room 304	Radio Financing . . . . . Room 307 View from Washington . . . Room 309	New FCC Technical Regulations and Your Responsibilities . . . . . Room 310
4:30-6:00 p.m.	Programming & Production Showcase and Exhibit Hall Party *sponsored by BMI* . . . . . Special Events Area, Exhibit Hall			

SATURDAY, SEPTEMBER 14

9:00-10:10 a.m.	Wake Up Your Morning Show . . . . . Room 306	Cash In on Your Sports Connection . . . . . Room 307	Negotiate with Strength . . Room 303 Advanced Budgeting . . . . Room 310	FM Translators: Decoding the New Regulations . . . . . Room 309
10:30-11:40 a.m.	Format Forums—Religious . Room 206 Adult Contemporary . . . Room 307 Classical . . . . . Room 208			New Technology for AM and FM Radio . . . . . Room 309
10:30 a.m.-Noon	Exhibit Hall Brunch *sponsored by The Arbitron Company* . . . . . Special Events Area, Exhibit Hall			
12:15-1:15 p.m.	Programming Keynoter—**Quincy Jones** . . . . . Gateway Ballroom			
1:30-2:40 p.m.	Radio Theatre Workshop *produced by LA Theatre Works Radio Company presented by CBS Radio and McVay Media, Inc.* . . . . . Gateway Ballroom			
3:00-4:10 p.m.	Making Value-Added Promotions Work . . . . . Room 306	Increase Vendor Dollars . . Room 309	What You Should Know about Hiring, Firing, Etc. . . . . Room 307	Transitions to DAB . . . . . Room 310
5:30-11:00 p.m.	**MARCONI Radio Awards Show** and Buffet Dance Party . . . . . San Francisco Civic Auditorium 5:30 p.m.—Cash Bar Opens 6:00 p.m.—MARCONI Show 8:30 p.m.—MARCONI Buffet Dance Party *sponsored by The Interep Radio Store*			


SPECIAL EVENTS AREA
ENTRANCE
ENTRANCE

Sessions and times are subject to change.

Radio 1991 Schedule

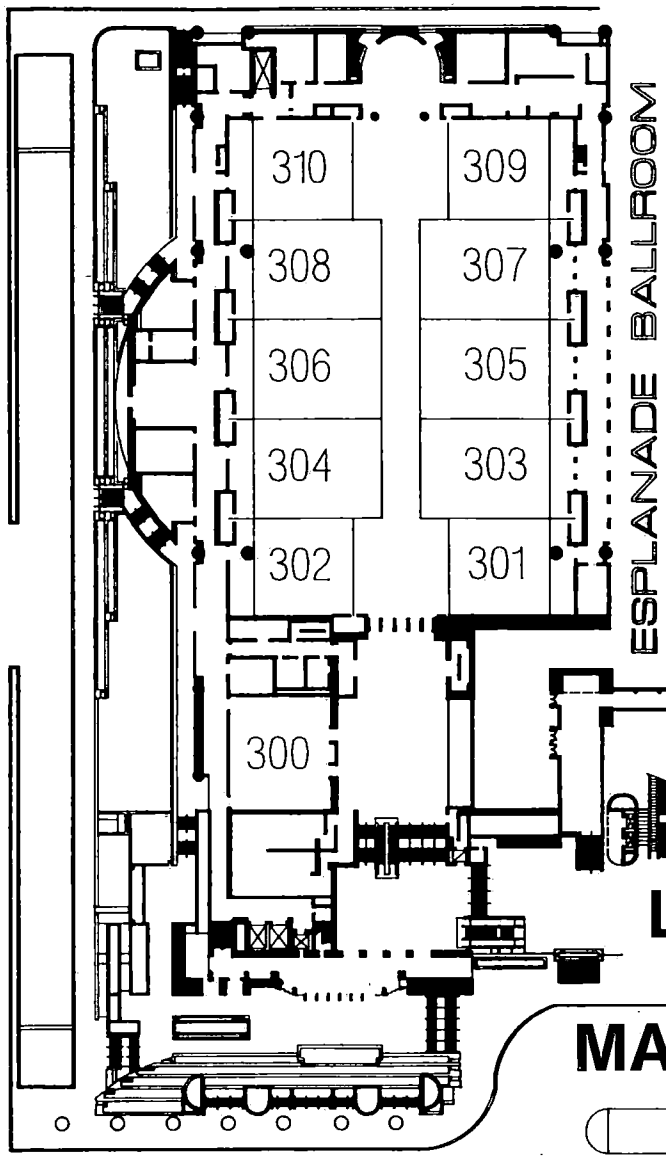
Unless noted, all events are held in the Moscone Center.

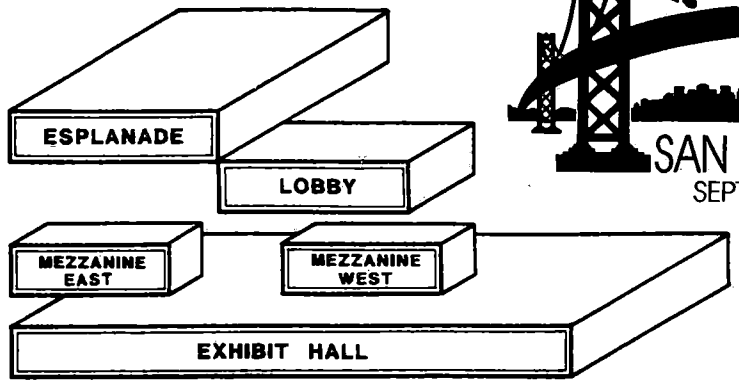
◆ ◆ ◆ WEDNESDAY, SEPTEMBER 11 ◆ ◆ ◆

	Programming	Sales/Marketing	Management/Operations	Technology Management
9:00 a.m.-12:00 p.m.	Radio Station Tours			
12:45-1:15 p.m.	"Sneak Preview" for International Guests and Newcomers . . . . . Room 308			
1:30-2:40 p.m.	Database Marketing: The Cutting Edge . . . . . Room 310	Super Sales Promotions to Skyrocket Profits . . . . . Room 306	Who Should Manage? Who Should Own? . . . . . Room 309	
3:00-4:00 p.m.	Sales/Marketing Keynoter—**Keith Reinhard** . . . . . Room 303			
4:15-5:30 p.m.	Digital Audio Broadcasting: Sound of the Future—Special Remarks by **FCC Commissioner Sherrie Marshall** . . . . . Room 303			
6:00-8:00 p.m.	Opening Reception *sponsored by Westwood One Companies* . . . . . Gateway Ballroom			

◆ ◆ ◆ THURSDAY, SEPTEMBER 12 ◆ ◆ ◆

9:00-10:10 a.m.	Move from Programming Manager to General Manager . . . . Room 308 Rules of the Radio Ratings Game: Part II . . . . . Room 303	Right Choices: Hiring & Managing Your Sales Staff . . . . . Room 304	Market Your Station with Alternative Media . . . . . Room 307 Improving AM & FM Facilities—A Manager's Primer . . . . . Room 309	
10:30-11:40 a.m.	New Breakthrough: Sales & Programming Success Stories . . . . Room 307 Radio versus Records . . . . Room 310	Value-Added Selling . . . . . Room 304	Digital Audio Broadcasting: How Will It Affect You? . . . . . Room 306	
12:00-1:45 p.m.	Crystal Radio Awards Luncheon *sponsored by Associated Press Broadcast Services* . . . . . Gateway Ballroom			
2:00-3:10 p.m.	Effectively Programming for Ratings . . . . . Room 304	Q&A Clinic on Optimum Effective Scheduling . . . . . Room 303	FCC Enforcement—Avoiding Station Fines in the 1990s . . . . . Room 308	Gain Extra Income by Leasing Space on Your Tower . . . . . Room 310
3:30-4:40 p.m.	Format Forums—Urban . . . Room 206 Oldies . . . . . Room 304 New AC/Contemp. Jazz . Room 310 Spanish . . . . . Room 208 What Does Your Audience Want to Hear? . . . . . Room 306	Small Market Sales Strategies (RAB) . . . . . Room 308	Group Heads Tell It Like It Is . . . . . Room 307	Radio Broadcast Data Systems . . . . . Room 309
4:40 p.m.			HLTs: An Action Plan for Change . . . . . Room 307	
4:30-6:00 p.m.	Exhibit Hall Carnival . . . . . Special Events Area, Exhibit Hall			

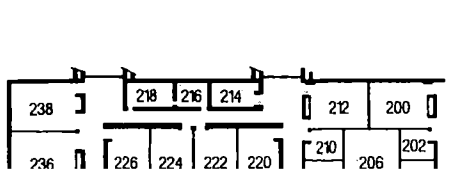


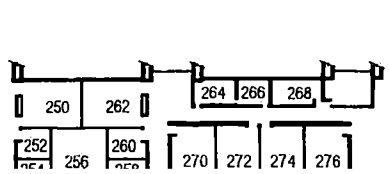


Radio 1991
SAN FRANCISCO
SEPTEMBER 11–14

NAB Offices
Moscone Convention Center

Convention Operations	Room 200
Finance and Administration	Room 214
Board VIP Lounge	Room 220
Meetings & Special Events	Room 226
Government Relations	Room 228
Research & Planning/ Legal	Room 230
Executive VP	Room 234
Executive Offices	Room 236
NAB Services	Room 270
Newsroom	Room 252
Press Briefing Room	Room 254
Radio Department	Room 300





LOWER LEVEL

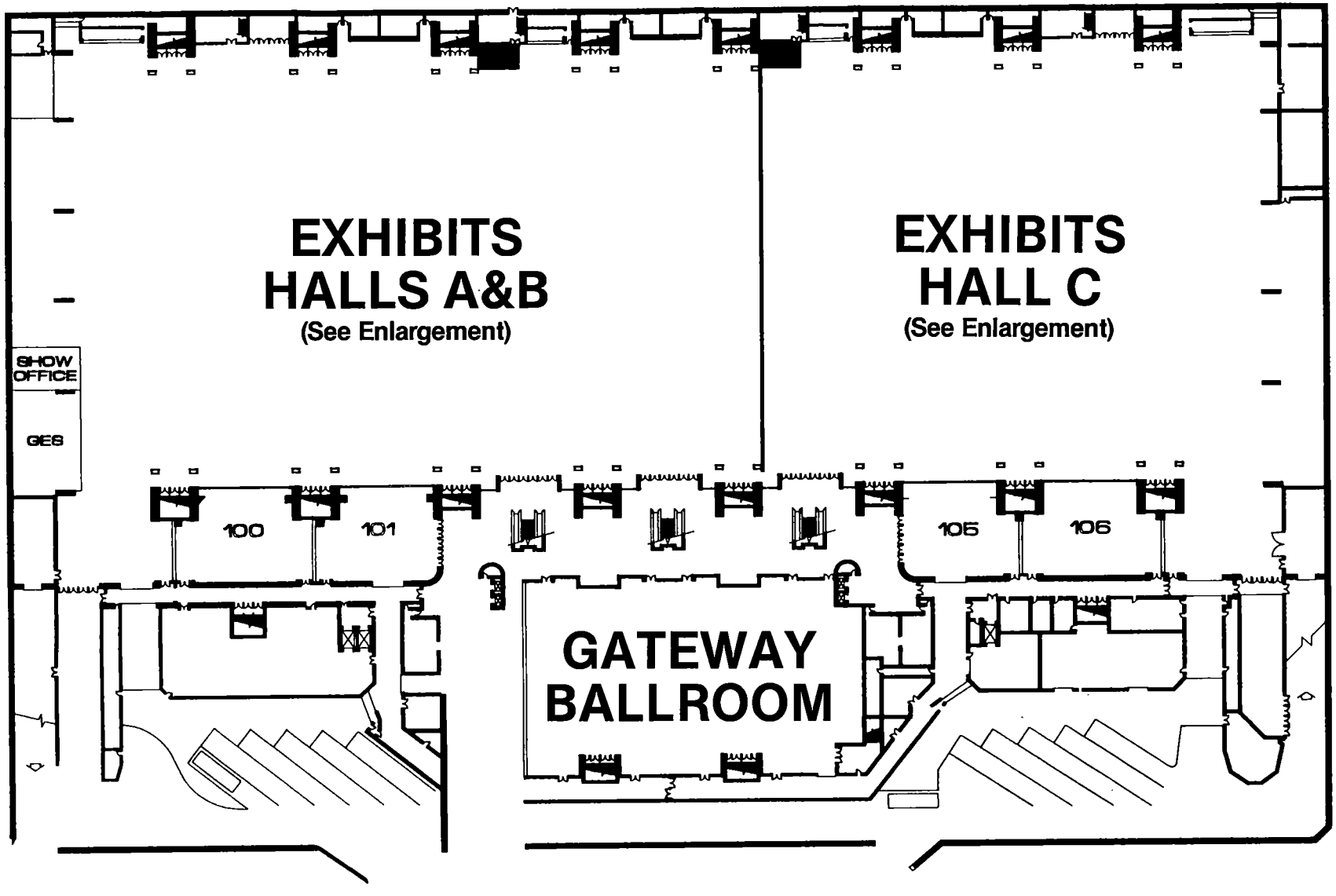
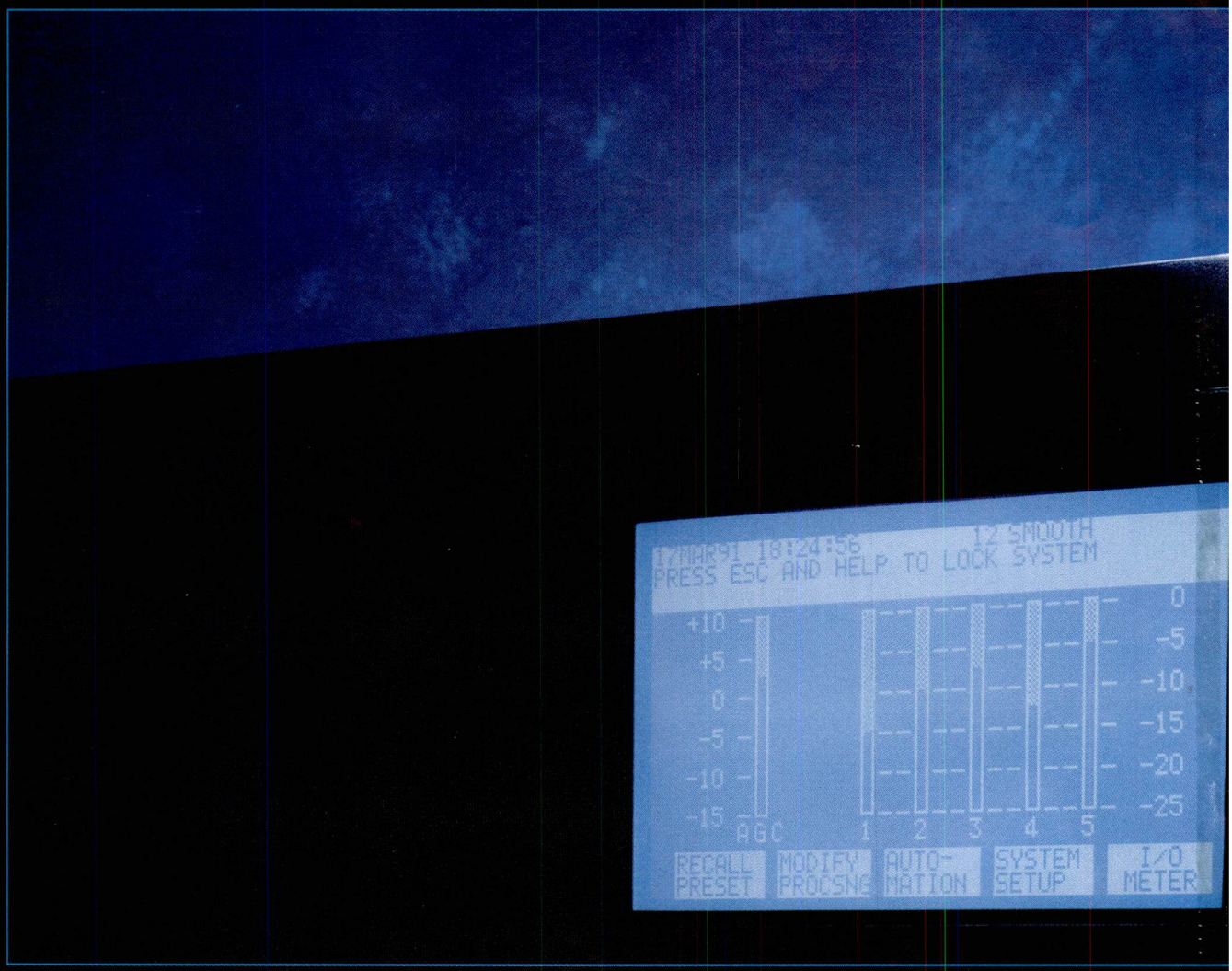
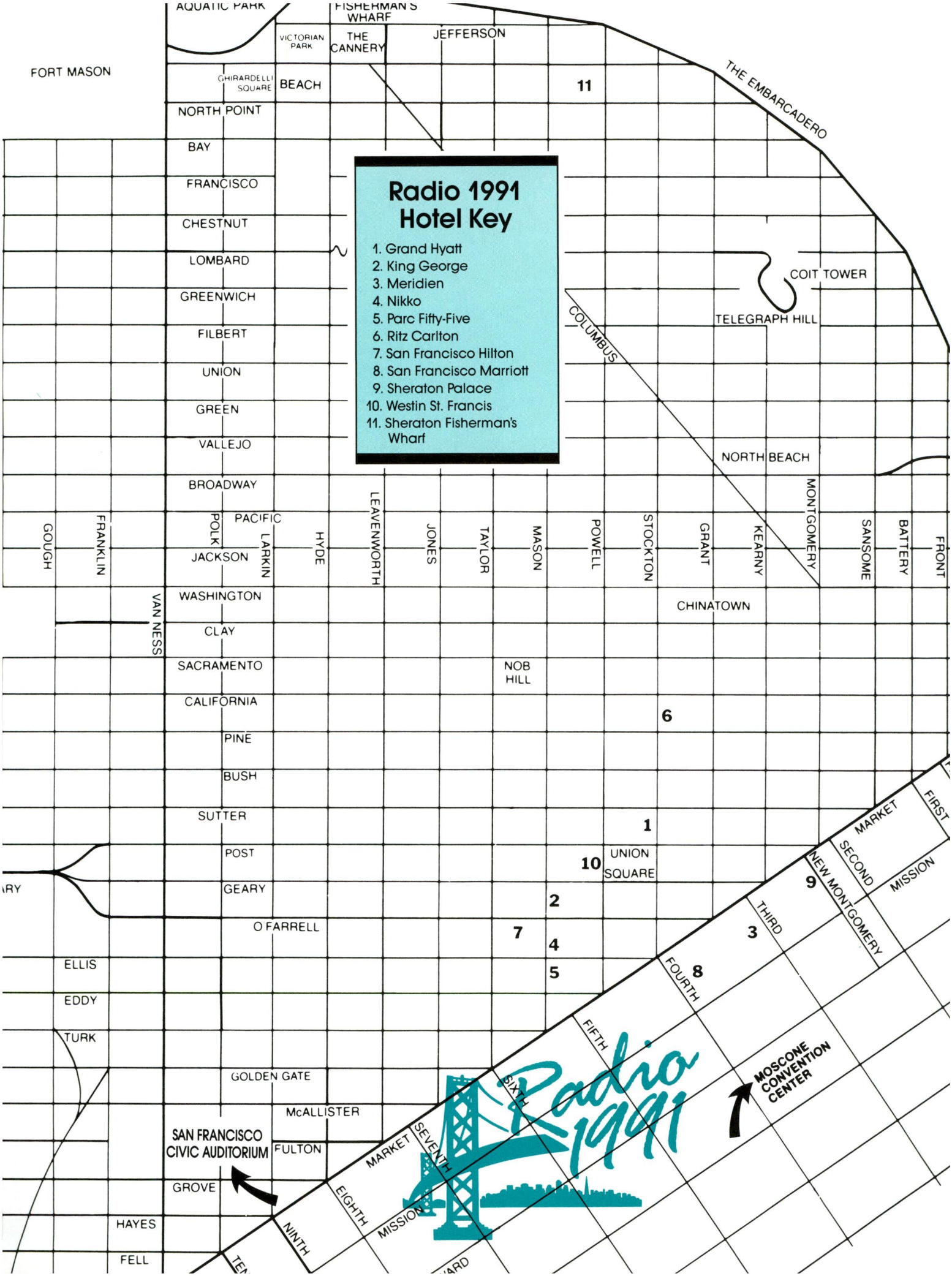


EXHIBIT HALLS - ENLARGED

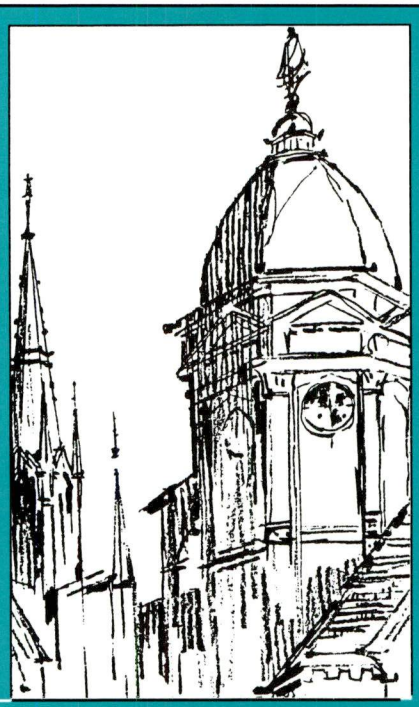
orban®


17MAR91 18:24:56
PRESS ESC AND HELP TO LOCK SYSTEM
+10
+5
0
-5
-10
-15
AGC
1
2
3
4
5
0
-5
-10
-15
-20
-25
RECALL PRESET
MODIFY PROCSNG
AUTO-MATION
SYSTEM SETUP
I/O METER


Radio 1991 Hotel Key
1. Grand Hyatt
2. King George
3. Meridien
4. Nikko
5. Parc Fifty-Five
6. Ritz Carlton
7. San Francisco Hilton
8. San Francisco Marriott
9. Sheraton Palace
10. Westin St. Francis
11. Sheraton Fisherman's Wharf
AQUATIC PARK
FISHERMAN'S WHARF
VICTORIAN PARK
THE CANNERY
JEFFERSON
FORT MASON
GHIRARDELLI SQUARE
BEACH
THE EMBARCADERO
NORTH POINT
BAY
FRANCISCO
CHESTNUT
LOMBARD
GREENWICH
FILBERT
UNION
GREEN
VALLEJO
BROADWAY
PACIFIC
COIT TOWER
TELEGRAPH HILL
COLUMBUS
NORTH BEACH
GOUGH
FRANKLIN
POLK
LARKIN
HYDE
LEAVENWORTH
JONES
TAYLOR
MASON
POWELL
STOCKTON
GRANT
KEARNY
MONTGOMERY
SANSOME
BATTERY
FRONT
JACKSON
VAN NESS
WASHINGTON
CLAY
SACRAMENTO
CHINATOWN
NOB HILL
CALIFORNIA
PINE
BUSH
SUTTER
POST
GEARY
O FARRELL
UNION SQUARE
MARKET
FIRST
SECOND
MISSION
NEW MONTGOMERY
THIRD
FOURTH
FIFTH
SIXTH
ELLIS
EDDY
TURK
GOLDEN GATE
McALLISTER
SAN FRANCISCO CIVIC AUDITORIUM
FULTON
GROVE
HAYES
FELL
SEVENTH
EIGHTH
NINTH
MISSION
Radio 1991
MOSCONE CONVENTION CENTER

WEDNESDAY
SEPTEMBER 11

27th Annual Management Development Seminars



for Broadcast Engineers

February 9-14, 1992
University of Notre Dame

The National Association of Broadcasters is sponsoring the 27th Annual Management Development Seminars for Broadcast Engineers at the University of Notre Dame, Feburary 9-14, 1992. Over the past 26 years, more than 1000 engineers, managers, executives and technology leaders have attended these programs to develop and strengthen their managerial skills.

Programs offered in 1992:

- **Management I: Fundamentals of Leadership**

Learn the proven concepts, methods and techniques of getting results through the efforts of others.

- **Management II: Toward Leadership Excellence**

An in-depth examination of the ways a person interacts with superiors, peers and those under their supervision.

Seminars conducted for NAB by Richard D. Cupka, president of the Cupka Corporation.

For more information, contact NAB Science & Technology— (202) 429-5346.

NAB™ BROADCASTERS

EUREKA 147 Mobile Demonstration

Convention attendees may ride in a specially equipped bus to hear the DAB system's capabilities under various reception conditions. You can also compare DAB with a full service FM broadcast signal carrying the same program material as one of the DAB channels. A separate convention center booth features a fixed DAB reception demo where attendees can hear different program formats transmitted by DAB.

The DAB bus demonstrations run every 45 min., 10:00 am-6:00 pm, Sept. 12-14 (until 1 pm on Sept. 14). To sign up for a ride, go to the Eureka 147 Booth 102 in the Exhibit Hall, beginning Sept. 12. Participants will receive a button indicating reserved date and time for the ride. Bus passes will be available on a strict first-come-first-serve basis. Space is limited, so sign up early!

A special "thank you" to all our Radio 1991 sponsors!

ABC Radio Networks
American Express Travel Service
The Arbitron Company
ASCAP
Associated Press Broadcast Services
BMI
CBS Radio Division
The Interep Radio Store
McVay Media, Inc.
Music & Media
Unistar
Westwood One Companies

WEDNESDAY
SEPTEMBER 11

9:00 a.m.-12:00 p.m.
Moscone Center

Radio Station Tours *San Francisco—Sounds So Good!*

Take a Radio Station Tour of some of the Bay Area's hottest radio stations!*

Buses will depart from Moscone Convention Center promptly at 9:00 a.m. on Wednesday, September 11, 1991. Tickets (if ordered) will be included in your registration packet. On-site tickets may be purchased (cash only) for $25 *if seats are available.* Space is limited. Participants must be registered for the convention. Badges must be worn.

Tour One

KGO—Nearly one million people tune in to this 50,000 watt Newstalk station every day. Its strong presence in the Bay Area resulted in *Radio & Records* naming KGO the "Most Dominant Station" in 1990. The station also earned the nickname of "Ratings Champion" for its outstanding record as ratings leader throughout the '80s.

KNEW/KSAN—From its #1 ranked sales staff to its two separate state-of-the-art studios, the sister Country stations air products born of the latest technology. With up-to-date research provided through database marketing, KNEW and KSAN are two of the most consistently programmed Country stations in the nation.

Tour Two

KMEL—With its CHR programming reaching over 700,000 listeners every week, KMEL has held on to the top spot in the past 11 Arbitron surveys. Since the switch six years ago to CHR, KMEL has enjoyed phenomenal popularity and was named the *Gavin Report's* "Top 40 Station of the Year" in 1987 and again in 1989.

KDFC AM/FM—KDFC plays the classical music of today with an eye on tomorrow. The KDFC signal reaches approximately 400,000 Bay Area listeners each week. The KDFC staff are experts in classical music syndication. Using special equipment, the station takes the essence of classical music broadcasting and makes it a viable format for all market sizes. So innovative is the KDFC approach, the station now programs 25 percent of the American classical music stations and the first and only full-time commercial classical music station in New Zealand.

Tour Three

KITS—One of America's most highly regarded and successful Modern Rock stations. LIVE 105 has won numerous awards, including *Billboard*'s Rock station of the year 1989. Larger than life promotions, unique personality and Modern Rock programming are what set LIVE 105 apart. From exclusive promotions like the Free Concert Series, to the humorous antics of Alex Bennett, to the 'round-the-clock commitment to saving our planet, LIVE 105 sets the trends for others to follow.

KKHI AM/FM—One of the most advanced classical music stations in the nation, KKHI relies on state-of-the-art compact disc and digital technology to reach its audience of professional, highly educated, homeowners. KKHI's commitment to community involvement has placed the station in the position of being the radio voice of the San Francisco Symphony, the San Francisco Opera and the San Francisco Ballet.

Tour Four

KRQR—This 82,000 watt classic "rocker" has been playing Album-Oriented Rock for the past 10 years. With programming geared to the tastes of adults 25-34, KRQR also boasts of promotions specifically targeted to the "baby boomer" audience. For example, last year the station gave away trips abroad, several sports cars and even a $50,000 down payment on a home.

KCBS—NEWSRADIO 74 is a major news source for the Bay Area and Northern California. With traffic and weather together every 10 minutes, sports at :15 and :45 and business news at :25 and :55, KCBS reaches over 1,000,000 listeners each week.

Tour Five

KNBR—This 50,000 watt clear channel AM station covers all of Northern California during the day and the 11 western states at night. KNBR, the flagship station of San Francisco Giants baseball, is a recognized sports leader. Five hours of sports talk each evening, along with additional sports talk on weekends around play-by-play, satisfies even the most insatiable sports fan.

KFOG—The station's Album-Rock Oriented format has been entertaining San Francisco's 25-44 year-olds since September 1982. KFOG's popularity among this demographic results from well-researched, highly targeted programming. To generate new listeners and keep its existing audience, KFOG creates unique multi-media advertising campaigns and promotional events. Monthly, the station features live concert specials highlighting the music of the superstars that comprise the KFOG playlist.

KFRC AM/FM—KFRC-AM airs the music of the Big Band era. Targeted to adults 25-plus, the station has the only self-contained mobile broadcast studio in the country. KFRC-FM plays Oldies from 1958 through 1973. With production studios that feature the latest in technology, KFRC is a radio station of tomorrow with the sound of yesterday.

**Promotional information provided by featured stations.*

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12:45-1:15 p.m.
Room 308
Moscone Center

"Sneak Preview" for International Guests and Newcomers

From a variety of information-packed sessions, an extensive exhibit hall and a myriad of special events and parties, you need to put together a program that maximizes your convention hours. If it's a bit daunting to newcomers or international guests—or to old-timers, for that matter—then let us help you sift through your choices. At this introductory seminar, NAB staff will give you helpful tips on how to get the most from the time you spend at Radio 1991.

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

WEDNESDAY
SEPTEMBER 11

1:30-2:40 p.m.
Room 310
Moscone Center

P

Database Marketing: The Cutting Edge

This marketing tactic is new to broadcasting, but will be the wave of the future. Database Marketing is the concept of targeting the heavy user or loyal listener for your radio station. The more individuals listen, the more likely they are to win a prize, or hear about a special event or be informed of a special sale or money saving item. Find out how Database Marketing will put your promotional dollars to work in the most cost-effective fashion.

Moderator: **Gary Donohue**
The Budget Research Company
Richmond, Virginia

Panelists: **Terry Holland**
Illumina Incorporated
Louisville, Kentucky

Peggy Miles
WMYI
Greenville, South Carolina

Ed Scarborough
KLTR
Houston, Texas

Rob Sisco
The Fairwest Company
San Diego, California

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1:30-2:40 p.m.
Room 306
Moscone Center

S

Super Sales Promotions to Skyrocket Profits

Sometimes the best ideas come from studying proven concepts. You can increase revenue without relying on ratings. Those who have created winning sales promotions will tell you how.

Moderator: **Stan Webb**
KPEZ FM
Austin, Texas

Panelists: **Mike Craven**
Group W Radio
Philadelphia, Pennsylvania

Mike McDaniel
WBTO/WQTY
Linton, Indiana

Denise St. Louis
KRQR FM
San Francisco, California

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1:30-2:40 p.m.
Room 309
Moscone Center

M

Who Should Manage? Who Should Own?

It seems a logical step to take—from station management to station ownership. Those considering the move should proceed with caution though. Donning the owner's hat also means accepting a different set of responsibilities. Find out what you should know about the job—and yourself—before leaping into ownership.

Moderator: **Jeff Trumper**
Trumper Communications
Westmont, Illinois

Panelists: **Dick Blackburn**
Blackburn & Co., Inc.
Washington, DC

Norm Feuer
Force II Communications
San Diego, California

C.D. Morgan, III
Forte Interpersonal Communications
Joplin, Missouri

Jerry Zimmer
Zimmer Broadcasting
Cape Girardeau, Missouri

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3:00-4:00 p.m.
Room 303
Moscone Center

Sales & Marketing Keynoter—Keith L. Reinhard



Chairman of the Board/CEO
DDB Needham Worldwide, Inc.

Keith Reinhard's advertising campaigns are the ones you remember forever. For McDonald's, he invented the classic, "You deserve a break today." For State Farm, he created the melodic, "Like a Good Neighbor, State Farm is there." The media, according to Reinhard, is the new creative frontier. Radio's marketing visionaries shouldn't miss his illuminating message.

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4:15-5:30 p.m.
Room 303
Moscone Center

Digital Audio Broadcasting: Sound of the Future



DAB—will it be the sound of the '90s? Join DAB Task Force Members in discussing DAB's impact: on radio management, on radio revenue, on radio competitiveness. Special remarks by **FCC Commissioner Sherrie Marshall.**

Moderator: **Dick Novik**
WKIP AM/WRNQ FM
Poughkeepsie, New York

Panelists: **John Abel**
NAB
Washington, DC

Alan Box
EZ Communications
Fairfax, Virginia

Bob Fox
KVEN AM/KHAY FM
Ventura, California

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Available at the NAB Store
DAB: 1991 Market and Policy Developments

6:00-8:00 p.m.
Gateway Ballroom
Moscone Center

Opening Reception *sponsored by*

WESTWOOD ONE COMPANIES

What a great way to start a convention. Good food, good drink, good people and great conversation—you can't go wrong. Enjoy the music of The Madeline and Eddie Duran Quintet, courtesy of KJAZ Radio, San Francisco.

◆ ◆ ◆

THE LAWYER IS IN
THE METER IS OFF

Booth #731—Exhibit Hall, Moscone Center
Thursday-Friday ■ 10:00 am-6:00 pm
Saturday ■ 9:00 am-1:00 pm

Free legal advice, courtesy of the NAB Legal Department and the Communications Bar, will be available at this popular legal answers booth, located in the exhibit area of the Moscone Convention Center.

In an informal atmosphere, radio broadcasters will receive candid and timely advice from top legal practitioners. Each "day part" of the booth's operation will have a focus topic; however, visitors' questions are not restricted to that focus topic.

Thursday, Sept. 12—10:00 am-12:00 pm

Focus Topic:
Time Brokerage/ Joint Sales/Combo Rates/ Work Out Strategies

Henry L. (Jeff) Baumann, NAB

Richard H. Brody,
Troutman, Sanders, Lockerman & Ashmore
Atlanta, GA

James S. Bubar, Attorney-at-Law
Washington, DC

John Wells King, Haley, Bader & Potts
Washington, DC

Anne M. Swanson, Koteen & Naftalin
Washington, DC

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Thursday, Sept. 12—2:00-4:00 pm

Focus Topic:
Improving FM & AM Stations

Barry D. Umansky, NAB

John F. Garziglia, Pepper & Corazzini
Washington, DC

Brian M. Madden, Cohn & Marks
Washington, DC

Gregg P. Skall, Baker & Hostetler
Washington DC

Barry Skidelsky, Attorney-at-Law
New York, NY

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Thursday, Sept. 12—4:00-6:00 pm

Focus Topic:
Working with the FCC Staff

Howard E. Woolley, NAB

Roy J. Stewart & Larry D. Eads, FCC
Washington, DC

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Friday, Sept. 13—10:00 am-12:00 pm

Focus Topic:
License Protection Checkpoints

Henry L. (Jeff) Baumann, NAB

George R. Borsari, Jr., Borsari & Paxson
Washington, DC

Harry C. Martin, Reddy, Begley & Martin
Washington, DC

James D. (Dom) Monahan,
Dow, Lohnes & Albertson, Washington, DC

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Friday, Sept. 13—2:00-4:00 pm

Focus Topic:
Contests, Promotions and Lotteries

Barry D. Umansky, NAB
Washington, DC

Craig J. Blakeley, Sidley & Austin
Washington, DC

Rebecca Louise Dorch,
Bryan, Cave, McPheeters & McRoberts
Washington, DC

James J. Freeman,
Reed, Smith, Shaw & McClay
Washington, DC

Ramsey L. Woodworth,
Wilkes, Artis, Hedrick & Lane,
Washington, DC

Friday, Sept. 13—4:00-6:00 pm

Focus Topic:
EEO/Hiring and Firing

Terry L. Etter, NAB

Michael D. Berg, Miller & Holbrooke
Washington, DC

Alan C. Campbell, Dow, Lohnes & Albertson
Washington, DC

David F. Tillotson
Arent, Fox, Kintner, Plotkin & Kahn
Washington, DC

Margaret L. Tobey, Sidley & Austin
Washington, DC

◆ ◆ ◆

Saturday, Sept. 14—9:00-11:00 am

Focus Topic:
Regulatory Roundup Q&A on All Areas

Henry L. (Jeff) Baumann, NAB

Barry D. Umansky, NAB

Edward W. Hummers, Jr.,
Fletcher, Heald & Hildreth
Washington, DC

M. Scott Johnson
Gardner, Carton & Douglas
Washington, DC

◆ ◆ ◆

THURSDAY
SEPTEMBER 12

14 FABULOUS FORMAT FORUMS

Thursday, Sept. 12
3:30-4:40 p.m.
- Oldies
- New AC/ Contemporary Jazz
- Urban
- Spanish

Friday, Sept. 13
11:50 a.m.-1:00 p.m.
- MOR/Nostalgia
- Country
- Non-Commercial
- CHR

Friday, Sept. 13
1:30-2:40 p.m.
- AOR/Classic Rock
- News/Talk
- EZ Listening

Saturday, Sept. 14
10:30-11:30 a.m.
- Religious
- Adult Contemporary
- Classical

See specific time slots in this program book for locations.

9:00-10:10 a.m.
Room 307
Moscone Center

M

Market Your Station with Alternative Media

Creativity is the watchword in these cautious economic times. You still have to position your station in the marketplace, but you can do so by choosing alternative means of promos and advertising. Through vehicles like interactive phone systems, cable and non-traditional print and in-store displays, you can extend and reinforce your primary marketing attack. Learn how to choose the best media to communicate your marketing strategy.

Moderator: **Michael Luckoff**
KGO
San Francisco, California

Panelists: **Wayne Campbell**
Film House
Nashville, Tennessee

Michael Lonneke
TransAmerica Telemarketing Broadcast
Washington, DC

Ruth Presslaff
The Media Gallery
Torrance, California

Glen "Zip" Wallace
Loyalty Marketing Systems
Fremont, California

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TODAY...

NAB Legal Answers Booth (#731—Exh. Hall) gives special focus to time brokerage, joint sales and financial workouts (10:00-Noon), improving AM & FM stations (2-4 p.m.) and working with the FCC staff (4-6 p.m.). See page 15 for more information.
9:00-10:10 a.m.

9:00-10:10 a.m.
Room 303
Moscone Center

P

Rules of the Radio Ratings Game: Part II

An executive management briefing which provides essential information to update NAB's best selling book, *Rules of the Radio Ratings Game*, by noted consultant Dr. Rob Balon. He will lead this session by identifying the key rules for achieving and maintaining success.

Speaker:



Rob Balon
The Benchmark Company
Austin, Texas

◆ ◆ ◆

Available at the NAB Store

Up the Management Ladder from PD to GM

Rules of the Radio Ratings Game

Radio in the '90s

EUREKA 147 Mobile Demo

Attendees may ride a specially equipped bus to hear the DAB system's capabilities under various reception conditions. You can compare DAB with a full service FM broadcast signal carrying the same programming as one of the DAB channels. A convention center booth features a fixed DAB reception demo where attendees can hear different formats being transmitted by DAB.

The DAB bus demos run every 45 min., 10 am-6 pm, Sept. 12-14 ('til 1 pm Sept. 14). To sign up, go to Eureka 147's Booth 102, Exhibit Hall, starting Sept. 12. Participants will receive a button indicating reserved date/time. Passes are available on a strict first-come-first-serve basis. Space is limited, so sign up early!

THURSDAY
SEPTEMBER 12

9:00-10:10 a.m.
Room 309
Moscone Center

M

Improving AM and FM Station Facilities—A Manager's Primer

Get the latest on FCC AM Improvement and adding and changing FM station allocations. Experts explore the range of ways to enhance your station's operation. Also, an assessment of how to take advantage of FCC rules on studio location and station/station cooperative ventures.

Moderator: **Barry D. Umansky**
NAB
Washington, DC

Panelists: **Larry D. Eads**
FCC
Washington, DC

Linda Jane Eckard
Mullin, Rhyne, Emmons & Topel
Washington, DC

Jerry V. Haines
Wiley, Rein & Fielding
Washington, DC

Richard Hildreth
Fletcher, Heald & Hildreth
Washington, DC

William J. Potts, Jr.
Haley, Bader & Potts
Washington, DC

• • •

Available at the NAB Store

NAB Guide to Broadcast Station Chief Operators

NAB Guide to AM & FM Radio Audio Performance Measurements

Radio Advertising's Missing Ingredient: OES

DAB: 1991 Market & Policy Developments

9:00-10:10 a.m.
Room 304
Moscone Center

S

Right Choices: Hiring and Managing Your Sales Staff

You need to build a strong sales staff to increase your station's bucks. This bottom-line session will show you how to identify prospective sales candidates, motivate and reward existing sales people and how to over-achieve in difficult times.

Moderator: **William McElveen**
WTCB FM
Columbia, South Carolina

Panelists: **Julie Kahn**
KNEW/KSAN
San Francisco, California

Cynthia Mayweather
WLAC AM/FM
Nashville, Tennessee

Mike Valentino
WNSR
New York, New York

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9:00-10:10 a.m.
Room 308
Moscone Center

P

Move from Programming Manager to General Manager

The trend has been set—more and more radio professionals from the programming side of radio are moving into general management. Those interested in taking that step can learn from those who have already made the jump. What does it take to become "the boss"? Find out here.

Moderator: **Ray Quinn**
Opus Media Group
San Antonio, Texas

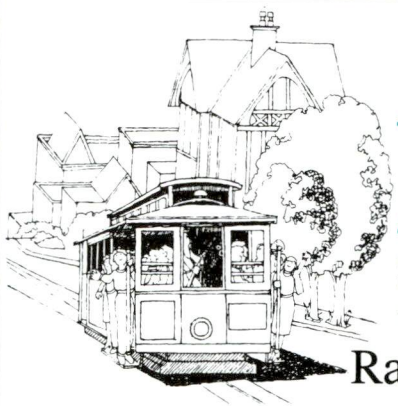
Panelists: **John Gehron**
WNUA
Chicago, Illinois

John Moen
WMXN
Portsmouth, Virginia

Dave Van Dyke
KCBS FM
Hollywood, California

Bill Wise
WYAY/WYAI
Atlanta, Georgia

• • •



All Aboard!

Stop by one of our two convenient NAB Radio Booth locations—

Special Events Area—Exhibit Hall
Near Networking Lounge—Esplanade Level

Enjoy FREE "fortune cookies" and select a San Francisco postcard to mail to your staff back at the station, courtesy of NAB.

Learn how to make use of your NAB membership benefits to enhance your station's operation.

National Association of NAB BROADCASTERS®

The NAB—We work for you.
Call your Radio Account Exec—800-545-5728

THURSDAY
SEPTEMBER 12

The NAB BROADCASTERS STORE

- Publications
- Wearables
- Videos
- Gifts
- Promo Items
- Souvenirs
- Mic Flags

Visit the store and browse through the latest broadcasting publications on:

- Management
- Engineering
- Law/Regulation
- Production
- Promotions
- Finance
- New Technologies
- Research
- Copywriting
- Sales
- Marketing

The NAB Store is located near the Radio 1991 Registration area.

Stop by and pick up the new Fall Edition of the NAB Member Services and Promotional Items Catalogs.

Open Daily

VISA AMERICAN EXPRESS MasterCard

10:30-11:40 a.m.
Room 307
Moscone Center

P

The New Breakthrough: Sales & Programming Success Stories

The sales manager wants to generate revenue and put money on the books. The program director wants to run commercial free and avoid sales promotions at all costs. It's the age-old battle of "Clutter versus Clean." Does it have to be an "either-or" situation or can you win both ratings and revenue at the same time? This session shows how programming and sales can get along and how both departments must extend an olive branch to the other in the climate of the cost-cautious '90s.

Moderator: **Jim Taszarek**
KTAR/KKLT
Phoenix, Arizona

Panelists: **Ted Carson**
KZFX
Houston, Texas

Terry De Voto
KSRO/KHTT
Santa Rosa, California

Dale Miller
West Virginia Radio Corp.
Morgantown, West Virginia

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10:30-11:40 a.m.
Room 304
Moscone Center

S

Value-Added Selling

Overcome the cost per point with sales ideas that beat the numbers. Experts who know how to capitalize on value-added selling share their secrets.

Moderator: **Lee Simonson**
Broadcasting Partners, Inc.
New York, New York

Panelists: **Bill Bacigalupi**
Capital Cities/ABC-KGO
San Francisco, California

Mike Masterson
KNX News Radio
Los Angeles, California

Fran Sharp
WTIC AM/FM
Hartford, Connecticut

◆ ◆ ◆

10:30-11:40 a.m.
Room 310
Moscone Center

P

Radio versus Records

Who controls the playlist—radio or records? Is the industry too conservative or too liberal? You know where you stand? Do the trade publications set the standard? The controversy—does a print industry dictate what an electronic industry presents on air? Join the debate here.

Moderator: **Dan Vallie**
Vallie Consulting
Washington, DC

Panelists: **Harv Blain**
WPNT
Chicago, Illinois

Mike Martucci
Tucci Promotions
New York, New York

Charlie Minor
Giant Records
Beverly Hills, California

Keith Naftaly
KMEL FM
San Francisco, California

◆ ◆ ◆

10:30-11:40 a.m.
Room 306
Moscone Center

M

Digital Audio Broadcasting: How Will It Affect You?

Digital Audio Broadcasting, once the talk of the future is now the management challenge of the '90s. Beyond the certain technological changes, DAB will also usher in a new set of managerial concerns. How is DAB likely to impact stations financially and how soon? Is the DAB changeover likely to change the competitive environment?

Moderator: **Joseph Field**
Entercom
Bala Cynwyd, Pennsylvania

Panelists: **Alan Box**
EZ Communications, Inc.
Fairfax, Virginia

Arthur Kern
American Media, Inc.
San Francisco, California

Randall Odeneal
Sconnix Broadcasting Co.
Vienna, Virginia

Michael Rau
NAB
Washington, DC

Ron Strother
Strother Broadcasting Co.
Hammond, Louisiana

Budget now for the only management course you can't afford to miss!

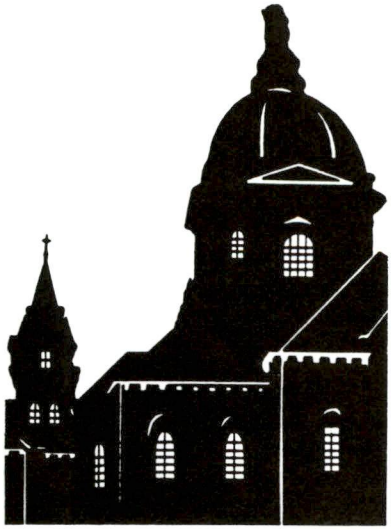
Play the Notre Dame Word Game to Win!

I d _ _ t _ _ y y _ _ r

c a _ _ c o _ _ .



Get the pieces you need to solve any puzzle.



NAB
Executive Management
Development Seminar
University of Notre Dame

June 7-14, 1992
South Bend, IN

National Association of NAB BROADCASTERS®

Send your solution to: **NAB Radio, ATTN: Christina Griffin, 1771 N Street, N.W., Washington, DC 20036-2891**

Send it today—If your correct response is one of the first 40 received by NAB, you'll get $150 off the registration rate!

The Standard by which others are measured:

KENI, Anchorage, AK
KFIN, Jonesboro, AR
KBIG, Los Angeles, CA
KNNN, Redding, CA
KGO, San Francisco, CA
KUIC, Vacaville, CA
WIOD, Miami, FL
WIND, Chicago, IL
KHAK, Cedar Rapids, IA
WTTR, Westminster, MD
KBHP, Bemidji, MN
KZOQ, Missoula, MT
KFOR, Lincoln, NE
KIHX, Prescott Valley, AZ
KSSN, Little Rock, AR
KLOS, Los Angeles, CA
KRQR, San Francisco, CA
KMEL, San Francisco, CA
KEKB, Grand Junction, CO
WOJO, Chicago, IL
WTPI, Indianapolis, IN
WBKR, Owensboro, KY
WBZ, Boston, MA
KOMC, Branson, MO
KRGI, Grand Island, NE
WOKQ, Dover, NH
WKGB, Binghamton, NY/Susquehanna, PA
WRHU, Hempstead, NY
WALL, Middletown, NY
WVOR, Rochester, NY
WEBN, Cincinnati, OH
WSBA, York, PA
WSMC, Collegedale, TN
KLBJ-FM, Austin, TX
KSL, Salt Lake City, UT
WBIZ, Eau Claire, WI
WHCU, Ithaca, NY
WPDH, Poughkeepsie, NY
WHAM, Rochester, NY
WVUD, Dayton, OH
KMIT, Mitchell, SD
KLBJ-AM, Austin, TX
KYKS, Lufkin, TX
KIRO, Seattle, WA
WKTY, La Crosse, WI
KROE, Sheridan, WY

1991 Crystal Radio Awards Finalists

THURSDAY
SEPTEMBER 12

Gateway Ballroom, Moscone Center

Doors open at 11:45 a.m.; Lunch Program begins at 12:00 p.m. and ends at 1:45 p.m.

Crystal Radio Awards Luncheon

sponsored by Associated Press Broadcast Services



Host:

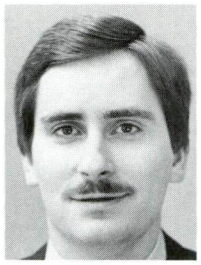
Nancy Widmann
Chairman, RADIO 1991 Steering Committee

Presentation of the National Radio Award—



Edward O. Fritts
President/CEO
National Association of Broadcasters
Washington, DC

Presentation of the Crystal Radio Awards—



Bob Moon
AP Correspondent

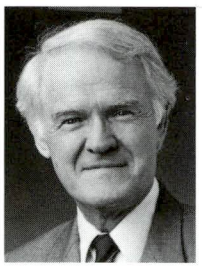


Richard D. Novik
NAB Radio Board Chairman

Program Participants:

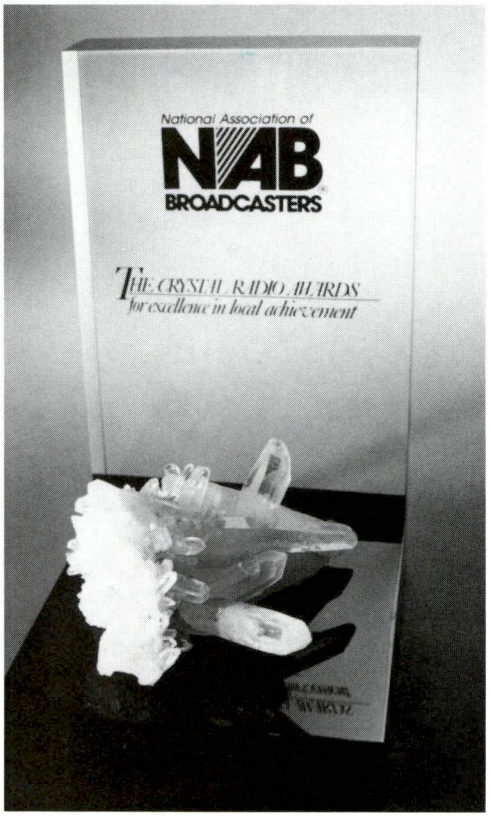


Gary Chapman
NAB Joint Board Chairman



Lynn Christian
NAB Radio
Sr. Vice President

Presentation of the 1991 Crystal Radio Awards



Music by Madeline & Eddie Duran provided by KJAZ, San Francisco.

Gateway Ballroom sound system courtesy of ICUE Productions.

The National Radio Award Presentation



Recipient:
Bill Clark
President/CEO
Shamrock Broadcasting, Inc.
Burbank, California

For Bill Clark, radio has never been work, it's been a pastime.

"I feel so fortunate to have spent my life doing something that I like to do so much and to have been surrounded in that period by so many wonderful people."

Clark began his broadcasting career in 1957 after his graduation from Washington State University and a two-year hitch with the Army. He started as a newsman at WERI in Westerly, RI, and has been broadcasting ever since. Clark's radio career path includes a stint as program director in Orlando and Seattle; his first general manager position was at a station in Akron, OH. Clark's career includes six years with King Broadcasting Associates and 24 years with Shamrock Broadcasting, Inc., and its predecessor companies in San Francisco and Burbank. Clark was named president of the Disney-owned company in 1988 and in that position oversees the operation of 14 radio and three television stations throughout the United States.

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THURSDAY
SEPTEMBER 12

2:00-3:10 p.m.
Room 304
Moscone Center

P

Effectively Programming for Ratings

Can your station's programming give you the competitive advantage? Does your sound really influence the ratings? Discover tactics that help ensure your radio station receives the listening it deserves. Find out what rating mistakes to avoid and how you can get credit for all the listening you deserve without breaking the rules of the rating services.

Moderator:
Jeff Pollack
Pollack Media Group
Pacific Palisades, California

Panelists:
Alan Burns
Alan Burns & Associates
Oakton, Virginia

Bill Livek
Birch-Scarborough Research
Coral Springs, Florida

Russ Mottla
WIYY
Baltimore, Maryland

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2:00-3:10 p.m.
Room 310
Moscone Center

T

Gain Extra Income by Leasing Space on Your Tower

The growth in mobile communications services presents many opportunities for radio broadcasters. Learn how your station can utilize your tower as a new source of revenue.

Moderator:
Al Resnick
Capital Cities/ABC
New York, New York

Panelists:
Don Lincoln
Sutro Tower, Inc.
San Francisco, California

Jay Watson
Watson Communications
San Francisco, California

Seth Elliott
Communications Site Management
Chicago, Illinois

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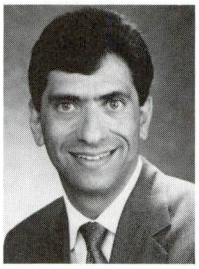
2:00-3:10 p.m.
Room 303
Moscone Center

S

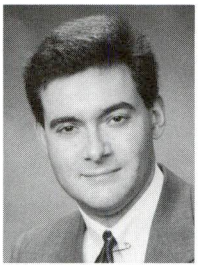
Q&A Clinic on Optimum Effective Scheduling

Thousands of people have used this approach because they want better results for their advertisers. Many still have questions. Sit down with the authors in this candid Q&A and get the answers you need to make OES work for you and your advertisers.

Moderators:



Steve Marx
NewCity Associates
Worcester,
Massachusetts



Pierre Bouvard
Coleman Research
Raleigh,
North Carolina

◆ ◆ ◆

First the best-selling book...
And now, the video!

Radio Advertising's Missing Ingredient
The Optimum Effective Scheduling System Videotape Set

If your advertisers are saying, *"I tried radio once...it didn't work,"* you can probably assume they tried radio advertising without the benefit of **Optimum Effective Scheduling**.

The new videotape set goes beyond the book. Not only does it have a 90-minute section solely devoted to the training of your sales staff, but it also consists of two special sections on how OES can be effectively presented to retail clients and advertising agencies.

The **NAB Store** is located near the Radio 1991 Registration area.

VISA AMERICAN EXPRESS MasterCard

M = Management/ Operations

P = Programming

S = Sales/Marketing

T = Technology Management

Available at the NAB Store

Radio & TV Towers: Maintaining, Modifying and Leasing

THURSDAY
SEPTEMBER 12

2:00-3:10 p.m.
Room 308
Moscone Center

M

FCC Enforcement—Avoiding Station Fines in the 1990s

With FCC fine and forfeiture power recently increased, and with ever complex Commission rules and regulations, broadcasters must be especially vigilant to avoid a hefty penalty. An expert panel provides a checklist of "do's and don't's" on issues ranging from time brokerage agreements to technical operation to programming choices.

Moderator: **Henry L. (Jeff) Baumann**
NAB
Washington, DC

Panelists: **Roy J. Stewart**
FCC
Washington, DC

John R. Feore, Jr.
Dow, Lohnes & Albertson
Washington, DC

Joel H. Levy
Cohn & Marks
Washington, DC

Meredith S. Senter, Jr.
Leventhal, Senter & Lerman
Washington, DC

Richard R. Zaragoza
Fisher, Wayland, Cooper & Leader
Washington, DC

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3:30-4:40 p.m.
Room 306
Moscone Center

P

What Does Your Audience Want to Hear?

Keeping on top of changes in audience's music tastes is the successful programmer's everyday challenge. Without consistently delivering the right music mix for your format, your station won't attract and hold your target listeners. This panel's veteran researchers provide on-going music research and consulting for stations all across America. Join them as they share their insights and comments on the listener trends they monitor.

Moderator: **Rick Sklar**
Sklar Communications
New York, New York

Panelists: **Kurt Hanson**
Strategic Radio Research
Chicago, Illinois

Bill Moyes
The Research Group
Seattle, Washington

Roger Wimmer
Paragon Research
Denver, Colorado

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3:30-4:40 p.m.
Room 308
Moscone Center

S

Small Market Sales Strategies

Some of the leading small market radio managers in the country share their secrets for building bigger sales in smaller towns. The session will feature successful strategies and implementable ideas for maximizing revenue. (An RAB session.)

Discussion Leaders: **George Carl**
KVON/KVYN
Napa, California

Cary Simpson
Allegheny Mountain Network
Tyrone, Pennsylvania

Bayard "Bud" Walters
The Cromwell Group
Nashville, Tennessee

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Available at the NAB Store

NAB Legal Guide to Broadcast Law & Regulation and the 1991 Supplement

Audience Research Sourcebook

Radio in the '90s: Audience, Promotion and Marketing Strategies



THURSDAY
SEPTEMBER 12

3:30-4:40 p.m.
Room 304
Moscone Center

P

Format Forum: Oldies

Today's hot sound, but can the Oldies format keep your station in the running over the long haul? An analysis of this format's strengths and weaknesses will predict its future.

Moderator:
Rick Peters
Sconnix Broadcasting
Hollywood, Florida

Panelists:
Tommy Edwards
WODS
Boston, Massachusetts

Mike Ring
KWFM
Tucson, Arizona

Scott Sherwood
WOCL
Orlando, Florida

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3:30-4:40 p.m.
Room 310
Moscone Center

P

Format Forum: New AC/Contemporary Jazz

Where can the format work? Is it the Easy Listening Sound of the '90s? Find out who listens...and why.

Moderator:
Steve Feinstein
KKSF
San Francisco, California

Panelists:
Blake Lawrence
WCDJ
Boston, Massachusetts

Monica Logan
WNUA
Chicago, IL

Shirley Maldonado
WQCD
New York, New York

Bob O'Conner
KIFM
San Diego, California

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M = Management/ Operations

P = Programming

S = Sales/Marketing

T = Technology Management

3:30-4:40 p.m.
Room 206
Moscone Center

P

Format Forum: Urban

The future for the urban format may be fragmentation. Is a hybrid of ethnic formats on the horizon? What will happen to adult black programming? Find the answers here.

Moderator:
Barry Mayo
WVAZ
Chicago, Illinois

Panelists:
Michael Carter
KPRS FM
Kansas City, Missouri

Jeff Harrison
KDIA AM
Oakland, California

Michael Stradford
KKBT FM
Los Angeles, California

Sam Weaver
WQMG
Greensboro, North Carolina

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3:30-4:40 p.m.
Room 208
Moscone Center

P

Format Forum: Spanish

The demographics tell the story. Spanish is fast becoming the nation's second tongue. That means big ratings for your station. An update on what's new in Spanish programming.

Moderator:
Ken Woldt
KTNQ/KLVE
Los Angeles, California

Panelists:
Ricardo Cores
WQBA FM
Miami, Florida

Alfonso Herrera
KUNO
Corpus Christi, Texas

Geraldo Villacres
CBS Hispanic Radio Network
New York, New York

◆ ◆ ◆



NAB Radio Managers Roundtable for Small & Medium Market Managers

Nov. 16, 1991
Raleigh-Durham

Call
(202) 429-5402

THURSDAY
SEPTEMBER 12

3:30-4:40 p.m.
Room 307
Moscone Center

M

Group Heads Tell It Like It Is

A freewheeling and valuable discussion of radio issues by industry leaders. Leading group operators give their assessment of the state of radio. You'll benefit from the personal insights into today's key operating issues. Discover opportunities to develop radio's competitive posture in an overcrowded media marketplace.

Moderator: **Bill Clark**
Shamrock Broadcasting, Inc.
Burbank, California

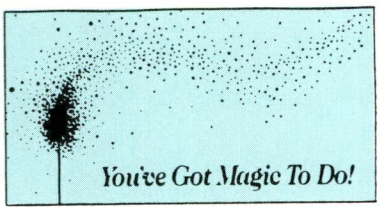
Panelists: **Paul Fiddick**
Heritage Media Corp.
Dallas, Texas

Bill Figenshu
Viacom Radio
New York, New York

Mel Karmazin
Infinity Broadcasting Corp.
New York, New York

Bill Stakelin
Apollo Radio, Ltd.
New York, New York

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Come to the Magic Show of the Season

Meet the Magic Makers

Programming & Production Showcase

Friday, September 13
4:30-6:00 p.m.
Exhibit Hall—
Special Events Area

3:30-4:40 p.m.
Room 309
Moscone Center

T

Radio Broadcast Data Systems

An exploration of Radio Broadcast Data Systems (RBDS) technology which, among other features, will enable listeners to tune to their favorite radio stations by format rather than by frequency and receive electronic displays on their radio receivers. Station logos, numbers, even electronic ads can be displayed at the radio station's option. Modeled on a data system developed in Europe called "RDS," the status of the U.S. standardization process will be discussed.

Moderator: **Marcia De Sonne**
NAB
Washington, DC

Panelists: **Terry Beale**
Delco Electronics Corp.
Kokomo, Indiana

Gordon Kaiser
Cue Network Corporation
Irvine, California

Gerald LeBow
Sage Alerting Systems, Inc.
Stamford, Connecticut

John Marino
NAB
Washington, DC

Charlie Morgan
Susquehanna Radio Corp.
York, Pennsylvania

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4:40 p.m.
Room 307
Moscone Center

M

HLTs: An Action Plan for Change

The chairmen of NAB's HLT Task Force and the Radio Operators' Caucus along with a legal representative will bring you up to date on this important issue.

Moderator: **Henry L. (Jeff) Baumann**
NAB
Washington, DC

Panelists: **Steve Crane**
Emmis Broadcasting
Indianapolis, Indiana

John Feore
Dow, Lohnes & Albertson
Washington, DC

Milton Maltz
Malrite Communications
Cleveland, Ohio

IDEAS
IDEAS
IDEAS

Our Main Course

MANAGERS ROUND-TABLE

EXCLUSIVELY FOR SMALL & MEDIUM MARKET MANAGERS

November 16, 1991
Raleigh-Durham, NC

NAB Members: Register for only $135

Call NAB Radio's Aimee Jennings
at 202/429-5402
for registration information.

NAB™ BROADCASTERS

THURSDAY
SEPTEMBER 12

4:30-6:00 p.m.
Special Events Area
Exhibit Hall, Lower Level
Moscone Center

Exhibit Hall Carnival

Try your luck at our "Wheel of Fortune." Show off your competitive spirit at many other fun games. This is your chance to win, win, win! With plenty of prizes, plus free food and drink—how can you lose? Among those donating gifts are:*

- **Accu-Weather, Inc.**—Two umbrellas.
- **AKG Acoustics Inc.**—One each: AKG golf shirt, AKG sweatshirt, AKG club bag and set AKG K240 head phones.
- **Alesis**—A canvas briefcase with two Alesis coffee cups.
- **Atlantic Morris Promotions**—Emerson AM/FM Dual Cassette Recorder.
- **BBC**—A "goody bag" and promotional items.
- **BGM International**—10 sets of two music CDs.
- **Bonneville Broadcasting**—25 "twin packs" of Bonneville Chart Breaker compact discs featuring current AC hit songs.
- **Broadcast Investment Analysts Inc.**—Five copies of the board game, "Investing In Radio: The Game."
- **Broadcast Supply West**—Three headphone amplifiers/3-band equalizers.
- **CKW & Associates**—Five 3-tape sets of Louis L'Amour audio cassettes.
- **C.P.C. Associates**—Two "Best of Philly" gift packages.
- **CRN International**—A "goody" bag with AM/FM Walkman, Schaeffer fountain pen, Igloo cooler, pair of sunglasses and more.
- **Computer Concepts Corporation**—One *Script Manager* software package.
- **Comrex Corporation**—Two telephone couplers (Model TCB-1) each with a copy of the new *Phone Book* published by Consumers Union
- **Com-Sell Telemarketing Services**—One headphone radio.
- **Comstream**—Four hooded sweat shirts.
- **Concept Productions**—Three California wine gift packs.
- **Continental Electronics Corp.**—Six wall thermometers.
- **Custom Business Systems, Inc.**—One Oregon gift pack.
- **Datacount Inc.**—One Sony Watchman.
- **Dick Orkin's Radio Ranch**—13 weeks (65 episodes) of "Chicken Man"—radio's most fantastic fowl—and 13 weeks (65 episodes) of "The Secret Adventures of the Tooth Fairy."
- **Dielectric Communications**—Dielectric Model 4010 10w load terminations.
- **Eagle Marketing Services**—One 6-pack of Eagles.
- **Econco**—Coffee gift set.
- **Fidelipac Corporation**—Two or more of dynamax cobalt carts, on-air studio warning light, 10-pack audio max 4000 carts.
- **Gentner Electronics Corp.**—Microtel telephone interface.
- **Harris Allied Broadcast Equipment**—Proton AM/FM clock radio.
- **Halland Broadcast Services**—Two CD Oldies Libraries: Rock 'n' Roll.
- **Henry Engineering**—Two Synchrostart units.
- **International Tapetronics**—Two boxes (10 each) ITC Cart II broadcast cartridges.
- **ITP Paulist Communications**—One religious broadcasters survival kit.
- **Dr. Judy Kuriansky**—Two copies of *How to Love a Nice Guy* and one, 1-hour, Dream Analysis Session.
- **Marti Electronics**—Four Yagi antenna.
- **Metro Traffic Control**—Computer, Fax Machine and briefcases.
- **Music Director Programming**—Two each: *Top Pop Singles 1955-1990, Pop Singles Annual 1955-1990, 1990 Music Yearbooks.* Total six books.
- **Music & Media**—10 1-year subscriptions to *Music & Media*, Europe's music radio news weekly.
- **Omnia Group**—Department review profiles for up to 6 staff members.
- **Prophet Systems**—One Detailing Car Kit.
- **Radio Advertising Bureau**—Two RAB gift packs.
- **RRN Inc.**—Travelers pack.
- **Radiomail**—Two co-op direct mail promo campaigns.
- **Sellmark Electronics**—Two sets of British "Port Merrion" tableware.
- **Systemation Corp.**—Two Gold Van record players with record.
- **Tapscan**—Six months of Musicscan (music scheduling system) and six months of Tapscan.
- **Tennaplex Systems Ltd.**—10 sets of two music CDs.
- **TM Century**—Two sets of 3-months of weekly Hit Discs, three CD sound effects libraries, two adult contemporary—Hits of the Month.
- **Weather Services Corporation**—Computemp 5 Alarm Clock which records indoor/outdoor temperatures.
- **Yamaha Corporation of America**—Two sets of RH5M Professional Monitor Headphones.

(prizes as of 7/17/91)

THE INTEREP RADIO STORE

WELCOMES YOU TO RADIO '91

PLEASE JOIN US!

Leadership Breakfast

Friday, September 13, 7:30am, Golden Gate A-1, The Marriott Hotel

Radio's Role in a Recovery - The Good News!

Come hear the agency, advertiser and research executives' perspectives on the benefits of advertising in a recovery.

Leading industry executives will present their ideas and give suggestions on how to market radio in a recovery.

Panelists: **Page Thompson,**
VP/Media Director, DDB Needham Worldwide
Jack Myers,
President, Myers Marketing & Research
JudyJordan,
Assistant VP/Advertising & Promotion, Delta Air Lines
David Verklin
Sr. VP/Corporate Media Director, Hal Riney & Partners

Moderator: **Ralph Guild**
Chairman, The Interep Radio Store

This panel will be one of the most informative and exciting events of the convention. Don't miss the good news!

Marconi Radio Awards Show

The Marconi Awards Show will take place on Saturday, September 14th at 6:00pm at the San Francisco Civic Auditorium. This year's show is guaranteed to be spectacular - with great entertainment and a line up of some of radio's brightest stars.

The Interep Radio Store is sponsoring the Marconi Awards Buffet Dance Party immediately following the show.

Hospitality Suite

Visit us at the Marriott Hotel Suite #3230.

Durpetti & Associates Group W Radio Sales HNWH Radio Sales Major Market Radio
McGavren Guild Radio Schubert Radio Sales Torbet Radio

AN ALLIANCE FOR GROWTH

FRIDAY
SEPTEMBER 13

9:00 a.m.-5:00 p.m.
Room 302
Moscone Center

T

4th Digital Radio Station Seminar

9:00-9:15 a.m.
Introduction and Opening Remarks

Donald Wikinson
Fisher Broadcasting
Seattle, Washington

9:15-10:00 a.m.
The Digital Audio Work Station

Studer ReVox America, Inc.
Nashville, TN

10:00-10:45 am
D-Cart—Networked Digital Audio Systems in the Broadcast Environment

Chris Winter
Australian Broadcasting Corporation
Sydney, Australia

10:45-11:00 am
Break

11:00-11:45 am
Improving Digital Music Quality

Dave Scott
TM Century, Inc.
Dallas, TX

11:45 am-1:15 pm
Lunch

1:15-1:30 pm
Introduction to Digital Audio Broadcasting

Michael C. Rau
National Association of Broadcasters
Washington, DC

1:30-2:00 pm
American Digital Radio's Vision of Radio's Future

Ted Schober
American Digital Radio
Haddon Heights, New Jersey

2:00-2:30 pm
Subject—TBA

Paul Moose
Mercury Digital
Monterey, California

2:30-2:45 pm
Break

2:45-3:30 pm
The Eureka 147 System

Professor Dr. G. Plenge
IRT
Munich, Germany

3:30-4:15 pm
Subject and Speaker—TBA

4:15-4:45 pm
Panel Discussion

All presenters

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9:00-10:10 a.m.
Room 304
Moscone Center

S

Revenue without Ratings

Share dozens of proven and successful marketing ideas and techniques as told by our panel of radio managers. Here are practical ways to maximize your sales regardless of your ratings position.

Moderator: **Mark Maheu**
WIKY AM/FM
Evansville, Indiana

Panelists: **Pat McNally**
KITS
San Francisco, California

Paul Ski
CHUM Radio
Vancouver, Canada

Jim Woodward
The Research Group
Seattle, Washington

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EUREKA 147 Mobile Demomstration

Attendees may ride a specially equipped bus to hear the DAB system's capabilities under various reception conditions.

You can compare DAB with a full service FM broadcast signal carrying the same programming as one of the DAB channels. A convention center booth features a fixed DAB reception demo where attendees can hear different formats being transmitted by DAB.

The DAB bus demos run every 45 min., 10 am-6 pm, Sept. 12-14 ('til 1 pm Sept. 14). To sign up, go to Eureka 147's Booth 102, Exhibit Hall, starting Sept. 12. Participants will receive a button indicating reserved date/time.

Passes are available on a strict first-come-first-serve basis. Space is limited—sign up early!

Available at the NAB Store

DAB: 1991 Market & Policy Developments

TODAY...
at the
NAB Legal Answers Booth
(#731, Exhibit Hall)
Stop by for expert response to any broadcaster question. Special focus on FCC license protection (10-Noon), contests, promotions and lotteries (2-4 pm) and EEO/hiring & firing (4-6 pm).

NAB™ BROADCASTERS

EUREKA 147 Mobile Demo

You can hear the DAB difference!
Details on how to sign up—page 12.

M = Management/ Operations

P = Programming

S = Sales/Marketing

T = Technology Management

FRIDAY
SEPTEMBER 13

9:00-10:10 a.m.
Room 307
Moscone Center

M

Additional Dollars from Alternative Sources

With time sales continuing to grow at a moderate pace, operators are being challenged to find new means of generating revenue to augment local and national sales volume. Learn how creative new marketing programs and selling franchises are being developed by radio to complement traditional sales activity.

Moderator: **Rod Orr**
Orr & Earls Broadcasting/KOMC-KRZK
Branson, Missouri

Panelists: **Francis Murphy**
International Marketing Systems
Conshohocken, Pennsylvania

Roy Shapiro
KYW News Radio
Philadelphia, Pennsylvania

Karen Tobin
KIIS
Los Angeles, California

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9:00-10:10 a.m.
Room 310
Moscone Center

M

Programming, Ownership and Financial Strategies for Survival and Success

A review of the options for radio broadcasters trying to make ends meet in tough economic times. What are the limits to time brokerage arrangements and agreements relating to joint sales and combo rates? What will be the Commission's decision on changing its ownership rules and when will the Commission act?

Moderator: **Barry D. Umansky**
NAB
Washington, DC

Panelists: **Roy J. Stewart**
FCC
Washington, DC

Ashton R. Hardy
Walker, Bordelon, Hamlin, Theriot & Hardy
New Orleans, Louisiana

Kevin F. Reed
Dow, Lohnes & Albertson
Washington, DC

Marnie K. Sarver
Reed, Smith, Shaw & McClay
Washington, DC

Howard M. Weiss
Mullin, Rhyne, Emmons & Topel
Washington, DC

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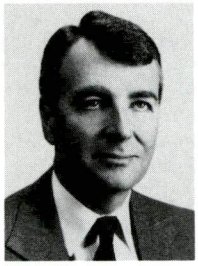
9:00-10:10 a.m.
Room 309
Moscone Center

M

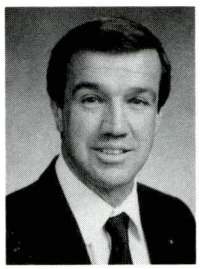
Navigating the Project Minefield

"How much will it cost and how long will it take?" Usually the first question asked when any construction project gets underway, it's also the question that never gets an accurate answer. Find out how to better estimate the time and money required for your construction projects. In this interactive session, you'll also learn how to determine a project's feasibility before a single dollar is committed to it.

Speakers:



Al D'Alessio
Northeastern Communication Concepts, Inc.
New York, New York



Jack Williams
Pacific Recorders & Engineering Corp.
Carlsbad, California

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Available at the NAB Store

Broadcasters Can Negotiate Anything

Radio Station Turnaround Strategies That Work

10:30-11:30 a.m.
Gateway Ballroom
Moscone Center

Management Keynoter—New York Governor Mario Cuomo



Mario Cuomo believes governance is a partnership. Good state management, he maintains, requires an alliance of government, business and labor. This past November, Mario Cuomo became the first Democratic Governor in New York state history to be elected to a third, four-year term. His management style is the people's choice. His address will be the managers' choice.

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11:30-11:45 a.m.
Gateway Ballroom
Moscone Center

T

Introduction of AMAX Campaign

Ted Snider, chairman of the AM Receiver Manufacturer Liaison Task Force, previews the on-air campaign that will start October 1.

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MANAGERS ROUND-TABLE

EXCLUSIVELY FOR SMALL & MEDIUM MARKET MANAGERS

NAB RADIO MANAGERS ROUNDTABLE
November 16, 1991
Raleigh-Durham, NC

NAB Members: Register for only $135
Call NAB Radio's Aimee Jennings—202/429-5402, for registration information.

FRIDAY
SEPTEMBER 13

11:50-1:00 p.m.
Room 310
Moscone Center

P

Format Forum: Country

What goes around comes around. What makes country so resilient? Strength of the product over other formats, for one thing. The cross-over appeal, for another. Agree? Attend and find out.

Moderator:
Lon Helton
Radio & Records
Nashville, Tennessee

Panelists:
Cliff Blake
WOKQ FM
Dover, NH

Charlie Cook
McVay Media, Inc.
Brentwood, Tennessee

Bob Moody
Nationwide Communications
Baltimore, Maryland

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11:50-1:00 p.m.
Room 206
Moscone Center

P

Format Forum: MOR/ Nostalgia

Is there still an audience for Middle-of-the-Road and Big Band music? Learn where it plays the best.

Moderator:
Dean Tyler
WPEN/WMGK
Philadelphia, Pennsylvania

Panelists:
Al Ham
Music of Your Life
Huntington, Connecticut

Steve Warren
MOR Media
Hollywood, California

Harry Valentine
The Radio Group
Lake Tahoe, Nevada

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11:50-1:00 p.m.
Room 208
Moscone Center

P

Format Forum: Non-commercial

Non-commercial broadcasters face a unique set of issues and challenges. Join this interactive discussion for non-commercial radio broadcasters.

Moderator:
Mark Fuerst
WXPN
Philadelphia, Pennsylvania

Panelists:
Kate Ingram
KUSF FM
San Francisco, California

Carole Nolan
WBEZ
Chicago, Illinois

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11:50-1:00 p.m.
Room 308
Moscone Center

P

Format Forum: CHR

Is mainstream dying? Has fragmentation polarized music? Has a shrinking demo sounded the death knell? Here's your opportunity to discover what's happening to the mainstream Top 40 cume monsters.

Moderator:
Steve Rivers
WXKS FM
Medford, Massachusetts

Panelists:
Mark Driscoll
WIOQ
Philadelphia, Pennsylvania

Leslie Fram
WAPW FM
Atlanta, Georgia

Casey Keating
KPLZ FM
Seattle, Washington

Dave Shakes
WBBM FM
Chicago, Illinois

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CERTAINTY IN UNCERTAIN TIMES...



NAB sponsored Insurance Programs

With DAB, the economy, changing audience demongraphics and other issues affecting how your station does business in the future, the last thing you need to worry about are your insurance programs. **NAB's Sponsored Insurance Programs**, specifically designed for the broadcast industry, have been protecting broadcasters for years. NAB's four programs include:

LIBEL/FIRST AMENDMENT INSURANCE
GENERAL BUSINESS INSURANCE
GROUP TERM LIFE INSURANCE
LONG TERM DISABILITY INSURANCE

NAB's programs offer you the opportunity to select the optimum protection for your property, broadcasts and employees at rates that are highly competitive.

Stop by the NAB Insurance and Financial Services Booth, located in the Radio '91 Registration area of the Moscone Center and talk with our representatives about how you can take advantage of these programs, and take at least one worry off your mind.

National Association of NAB BROADCASTERS®

Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

FRIDAY
SEPTEMBER 13

11:50-1:00 p.m.
Room 304
Moscone Center

S

Compensation Strategies

A review of the results of RAB's recently-completed landmark study of compensation and reward systems. Also practical implications for structuring an effective system for your sales staff. (An RAB session.)

Discussion Leader: **Sandy Gamblin**
KSSS/KVUU
Colorado Springs, Colorado

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Available at the NAB Store

1990 Radio Compensation & Fringe Benefit Report

Wage and Hour Guide

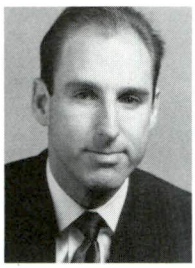
11:50-1:00 p.m.
Room 303
Moscone Center

M

Positioning Your Radio Station to Win

Image is everything in the competitive world of radio. While your format is certainly part of your image, you need to make your audience aware of the other aspects of your station's personality. It takes a little strategy to develop a winning positioning and image campaign. Draw your battle plans here.

Speaker:



Charles Rashall
Landor Associates
San Francisco, California

Panelists: **Allan Chlowitz**
KTWV
Los Angeles, California

Joel Reish
Entercom
Bala Cynwyd, Pennsylvania

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11:50 a.m.-1:00 p.m.
Room 309
Moscone Center

T

Join the "AMAX" Team

Join the "AMAX" team by promoting improved AM receivers on your station. AM receivers that meet the program requirements may bear the "AMAX" logo. Participate in a new program, sponsored jointly by the Electronic Industries Association (EIA) and NAB.

Moderator: **Ted Snider**
Snider Corporation
Little Rock, Arkansas

Panelists: **Almon Clegg**
Consultant
Rockaway, New Jersey

Richard D. Novik
WKIP-AM & WRNQ-FM
Poughkeepsie, New York

A representative from
Electronic Industries Association
Washington, DC

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Ride the EUREKA 147 DAB BUS

Attendees may ride a specially equipped bus to hear the DAB system's capabilities under various reception conditions. You can compare DAB with a full service FM broadcast signal carrying the same programming as one of the DAB channels. A convention center booth features a fixed DAB reception demo where attendees can hear different formats being transmitted by DAB.

The DAB bus demos run every 45 min., 10 am-6 pm, Sept. 12-14 ('til 1 pm Sept. 14). To sign up, go to Eureka 147's Booth 102, Exhibit Hall, starting Sept. 12. Participants will receive a button indicating reserved date/time.Passes are available on a strict first-come-first-serve basis. Space is limited, so sign up early!

1:30-2:40 p.m.
Room 308
Moscone Center

P

Format Forum: E-Z Listening

Is anyone still tuning in to E-Z? Why is everyone giving up? The answers in the "State of the Format" presentation.

Moderator: **Bob Carson**
Carson Radio Services
North Kingstown, Rhode Island

Panelists: **Winnie Brugman**
WFRE
Frederick, Maryland

Dave McKay
Bonneville Broadcasting System
Northbrook, Illinois

B.J. Wexler
WKY Radio
Oklahoma City, Oklahoma



Pick A Star!
to enter the Broadcasting Hall of Fame during NAB '92

Nominate your favorite at the NAB Radio Booth (Esplanade Level) or the Radio Office (Room 300)

FRIDAY
SEPTEMBER 13

1:30-2:40 p.m.
Room 304
Moscone Center

P

Format Forum: News/Talk

If Operation Desert Storm proved anything, one thing it determined is that the News/Talk format is stronger than ever. How will News/Talk fare, now that the war is over?

Co-Moderators:
Ken Dolan
Daria Dolan
WOR, NBC Talknet, CNBC
New York, New York

Panelists:
Mike Harrison
TALKERS
Longmeadow, Massachusetts

Rush Limbaugh
EFM Management, Inc.
New York, New York

Ronn Owens
KGO Radio
San Francisco, California

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1:30-2:40 p.m.
Room 303
Moscone Center

S

Targeting: The Winning Strategy for Stations and Advertisers

More and more businesses are recognizing that niche marketing is the key to success in the '90s. Find out how radio's advantage of targetability benefits advertisers while generating additional revenue for you. (An RAB session.)

Speakers:
George Hyde and Warren Potash
Radio Advertising Bureau
New York, New York

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

1:30-2:40 p.m.
Room 309
Moscone Center

M

Legislative Update

The 102nd Congress is involved in more radio broadcasting issues than ever in history, and radio GMs need to be up to speed on these issues so that they can help lobby their members of Congress. How some of these issues are decided will have a major impact on the future of radio and its ability to compete with other media for audience share and profitability.

Join us as key members of Congress share their perspectives on legislative issues confronting radio owners and operators.

For more details, see *NAB Daily News*.

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1:30-2:40 p.m.
Room 306
Moscone Center

M

Revenue Forecasting—Clearing Up Your Crystal Ball

Accurately estimating future business remains an inexact science, but developing more precise budgeting and forecasting techniques is the challenge facing every manager in today's volatile operating environment. Learn what media prognosticators have to say about market, industry and economic indicators they use to forecast revenues.

Moderator:
Robert F.X. Sillerman
The Sillerman Companies
New York, New York

Panelists:
Scott Ginsburg
Evergreen Media Corp.
Irving, Texas

Pat Healy
Interep Radio Store
New York, New York

Steve Hicks
Capstar, Inc.
Austin, Texas

Wesley A. Spencer
Group W Radio
New York, New York

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Available at the NAB Store
RadiOutlook II
1991 Radio Financial Report

3:00-4:10 p.m.
Room 306
Moscone Center

P

Format Forum: AOR/ Classic Rock

How have AORs evolved beyond their late '60s, early '70s heritage into the '90s? How will Classic Rock fare in the '90s?

Moderator:
Larry Bruce
LCB, Inc.
Los Osos, California

Panelists:
Jose Diaz
WBLM
Portland, Maine

Ted Edwards
KLOL
Houston, Texas

Fred Jacobs
Jacobs Media
Southfield, Michigan

Judy McNutt
KRXQ FM
Sacramento, California

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3:00-4:10 p.m.
Room 307
Moscone Center

M

Radio Financing in the '90s

The fast-buck, easy money ways of doing radio deals died with the go-go decade of the '80s. Hear what leading investment banking professionals have to say about sourcing money, completing an acquisition and pleasing the bankers in the new investment environment of the 1990s.

Moderator:
Bill Steding
Star Media Group, Inc.
Dallas, Texas

Panelists:
Milton Maltz
Malrite Communications
Cleveland, Ohio

Herb McCord
Granum Communications
New York, New York

Ken Selle
First National Bank of Chicago
Communications Companies
& Retailing Department
Chicago, Illinois

Doug Zylstra
Heller Financial, Inc.
Chicago, Illinois

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FRIDAY
SEPTEMBER 13

3:00-4:10 p.m.
Room 304
Moscone Center

S

Maximize Your Sales with Sales Consultants

Listen to the experts tell you how they help radio stations in all aspects of sales and marketing. In both large markets and small, the right consultant can help boost your station's revenues.

Moderator: **Gary Grossman**
KRKT AM/FM
Albany, Oregon

Panelists: **Norm Goldsmith**
Radio Marketing Concepts
Dallas, Texas

Arduth Gregory
WWMX
Baltimore, Maryland

Irwin Pollack
Irwin on Radio, Inc.
Natick, Massachusetts

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3:00-4:10 pm
Room 309
Moscone Center

M

The View from Washington

Advertising restrictions, spectrum fees and auctions, performance royalties and political advertising rules—these are just some of the issues which will have a direct impact on radio stations and their bottom line.

How do members of Congress view radio's place in our overall telecommunications system? Will radio broadcasters see a brighter tomorrow, or a future filled with trouble? Find out the answers as we explore how radio broadcasting is viewed by the powers that be in Congress.

For more details, see *NAB Daily News*.

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M = Management/ Operations
P = Programming
S = Sales/Marketing
T = Technology Management

3:00-4:10 p.m.
Room 310
Moscone Center

T

New FCC Technical Regulations and Your Responsibilities

Do you know whose responsibility it is to ensure that all the technical operations of the station are in compliance with FCC requirements? What kinds of records should your station maintain and for how long? Have these questions answered and more during this panel devoted to bringing you up to speed with the FCC's most highly enforced technical regulations.

Moderator: **Dennis Ciapura**
Noble Broadcast Group
San Diego, California

Panelists: **Larry Eads**
FCC
Washington, DC

Harold Hallikainen
Hallikainen & Friends
San Luis Obispo, California

Serge Marti-Volkoff
FCC
San Francisco, California

James M. Weitzman
Kay, Scholer, Fierman, Hays & Handler
Washington, DC

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Available at the NAB Store

Radio Financing: A Guide for Lenders and Investors

1991 Trends in Radio Station Sales

Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

4:30-6:00 p.m.
Exhibit Hall, Lower Level
Moscone Center

Programming and Production Showcase and Exhibit Hall Party *sponsored by*

BMI

Looking for something to add dazzle to your programming? Looking for the latest in computer wizardry? Looking for writers whose copy sparkles? Find it all here. With over 40 companies showing their wares, it's a convenient, one-stop shopping opportunity you don't want to miss. Exhibitors include:*

- ABC Radio Networks
- Associated Production Music
- Bonneville Broadcasting System
- Broadcast Programming
- Business Radio Network
- Concept Productions
- Crossroads
- Dick Orkin's Radio Ranch
- Dow Jones & Co., Inc.
- Drake-Chenault/Jones Satellite Services
- Finger Lakes Productions
- FirstCom Broadcast Services
- Halland Broadcast Services
- Hansen Digital (formerly Schafer Digital)
- In-Fisherman Radio
- JAM Creative Production, Inc.
- Network Music, Inc.
- ON AIR CONCEPTS
- Radio Express, Inc.
- Radio Personalities, Inc.
- Radio Today Entertainment
- Satellite Music Network
- Sports Byline USA
- Success Broadcasting
- Thompson Creative
- TM Century, Inc.
- Toby Arnold & Associates, Inc.
- Unistar Radio Network

**As of 7/17/91*

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RADIO THAT ROCKS, TALKS, UPDATES, COMMUNICATES, SHOOTS, SCORES, AFFECTS, AND ALWAYS CONNECTS.



WESTWOOD ONE COMPANIES®

MUTUAL BROADCASTING SYSTEM

NBC RADIO NETWORKS

WESTWOOD ONE RADIO NETWORKS

THE SOURCE

SATURDAY
SEPTEMBER 14

9:00-10:10 a.m.
Room 306
Moscone Center

P

Wake Up Your Morning Show

If your morning show is putting people back to sleep, you need some tips on how to put the vim back into this vital ratings draw. The experts on energetic entertainment share their proven formulas for creativity.

Moderator:
Dan O'Day
Dan O'Day Company
Los Angeles, California

Panelists:
Don DeWolf
KGB
San Diego, California

Ed Kelly
American Comedy Network
Bridgeport, Connecticut

Rich Michaels
WVIC AM/FM
Lansing, Michigan

9:00-10:10 a.m.
Room 307
Moscone Center

S

Cash in on Your Sports Connection

You can win the advertising ball game through your sports programming. Your station's special product attracts the audience that your clients should know about. Score big with your sports connection.

Moderator:
Scott Meier
WFAN
Astoria, New York

Panelists:
Dan Fabien
WGN
Chicago, Illinois

Ted Jordan
KDKA
Pittsburgh, Pennsylvania

Ken Miller
KABC
Los Angeles, California

Bob Scherer
WHAS
Louisville, Kentucky

Thom Sutton
CBS Sports Marketing
Chicago, Illinois

◆ ◆ ◆

9:00-10:10 a.m.
Room 310
Moscone Center

M

Advanced Budgeting Workshop

In slow economic times, radio stations must maintain a tight control over their expenses. Yet, they must spend appropriate levels to remain competitive. Come hear what others in the industry are doing to keep their costs down while maintaining their competitive position.

Moderator:
Mark Fratrik
NAB
Washington, DC

Panelists:
Clifford Aldrin
Hungerford, Aldrin, Nichols & Carter
Grand Rapids, Michigan

Michael Coyne
Meaden & Moore Inc.
Cleveland, Ohio

Dwight Walker
KNBR/KFOG
San Francisco, California

◆ ◆ ◆

9:00-10:10 a.m.
Room 303
Moscone Center

M

Negotiate with Strength

Your life is a bargain. The decisions you make everyday are a result of endless bartering and deal-making. Negotiating is an art—and a science. You can get what you want without giving up too much. Understand the psychology of negotiation and you'll be in a position to make a better deal.

Speaker:



Gary Karrass
Karrass Seminars
Santa Monica, California

◆ ◆ ◆

THE 1991 RADIO FINANCIAL PUBLICATIONS ARE HERE!

For the most comprehensive radio financial information available, visit the **NAB Store**—

- 1991 NAB/BCFM Radio Financial Report
- Trends in Radio Station Sales: 1989-1991

Plus:

- 1990 BCFM/NAB Radio Employee Compensation and Fringe Benefits Report
- Fair Market Value of Radio Stations—A Buyers Guide —Second Edition
- Radio Financing: A Guide for Lenders and Investors

National Association of NAB BROADCASTERS®

The **NAB Store** is open daily and is located near the Radio 1991 Registration area.

SATURDAY
SEPTEMBER 14

9:00-10:10 a.m.
Room 309
Moscone Center

T

FM Translators—Decoding the New Regulations

With new FCC FM translator rules going into effect, find out what's legal and what's not in your radio market. From technical interference standards to the new prohibitions on translator funding, get the information you need to use—and cope with—FM translators.

Moderator: **Bert Goldman**
Shamrock Broadcasting
Phoenix, Arizona

Panelists: **Larry D. Eads**
FCC
Washington, DC

Barry D. Umansky
NAB
Washington, DC

Additional Panelists—
To Be Announced

◆ ◆ ◆

Be sure to stop by!
NAB's Legal Answers Booth (#731, Exhibit Hall) closes Radio 1991 with a no-holds-barred opportunity for radio broadcasters to ask their toughest, most complex questions of NAB Legal Department staff and other members of the Communications Bar.

9-11 am, Saturday

Exhibit Hall Hours
Thursday, Sept. 12
10:00-6:00
Friday, Sept. 13
10:00-6:00
Saturday, Sept. 14
9:00-1:00

10:30-11:40 a.m.
Room 206
Moscone Center

P

Format Forum: Religious

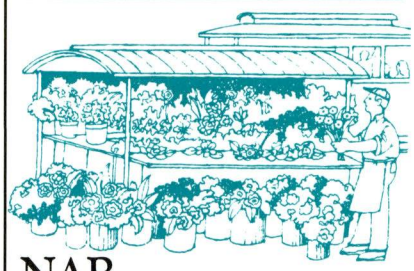
Music and more. Religious radio is no longer secular radio. Learn why this one-time "niche-format" now has mass appeal.

Moderator: **Dave Hofer**
KRDU/KJOY
Domiba, California

Panelists: **Bruce Erickson**
Enterprise Network
Billings, Montana

Dick Schroeder
WGUN
Decatur, Georgia

◆ ◆ ◆



NAB
Radio is
everywhere *you* are!

Look for us at two locations this year—

■ Special Events Area ■
Exhibit Hall, Lower Level

■ Esplanade Level ■
near Networking Lounge

Enjoy FREE "fortune cookies" and select a San Francisco postcard to mail to your staff at the station, courtesy of NAB.

NAB BROADCASTERS™ ***The NAB— We work for you.***

Call your Radio Account Executive at 800-545-5728.

10:30-11:40 a.m.
Room 307
Moscone Center

P

Format Forum: Adult Contemporary

How many kinds of AC are there? It's America's most-listened-to format, but for how long? An update on the fragmentation of this popular sound.

Moderator: **Mike McVay**
McVay Media, Inc.
Cleveland, Ohio

Panelists: **Suzy Mayzel**
KOIT AM/FM
San Francisco, California

Lee Tobin
WAJI FM
Ft. Wayne, Indiana

Guy Zapoleon
Nationwide Communications/KHMX FM
Houston, Texas

◆ ◆ ◆

10:30-11:40 a.m.
Room 208
Moscone Center

P

Format Forum: Classical

Perceptions about the classical music format are changing, but some misconceptions still exist. How do classical music stations convince the media buyers that classical music can be an efficient buy?

Moderator: **Jack Swanson**
KING AM/FM
Seattle, Washington

Panelists: **Victor Ledin**
KKHI FM
San Francisco, California

Ray Nordstrand
WFMT FM
Chicago, Illinois

◆ ◆ ◆

M = **Management/ Operations**
P = **Programming**
S = **Sales/Marketing**
T = **Technology Management**

SATURDAY
SEPTEMBER 14

10:30 a.m.-12:00 p.m.
Special Events Area
Exhibit Hall, Lower Level
Moscone Center

Exhibit Hall Brunch

sponsored by
The Arbitron Company

ARBITRON

Nearly 200 exhibitors have their products and services on display. You need extra time to browse—you also need to eat! This is your chance to inspect the Exhibit Hall one last time—with the food and drink on us.

***Note:** The ticket you received in your registration packet is required for food exchange.*

◆ ◆ ◆

10:30-11:40 a.m.
Room 309
Moscone Center

T

New Technology for AM and FM Radio

A manager's guide to the new developments in AM and FM radio technology. Can these new developments improve the technical performance of your station, and what do they mean to your bottom line?

Moderator: **Milford Smith**
Greater Media, Inc.
East Brunswick, New Jersey

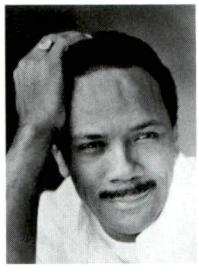
Panelists: **Ron Frillman**
Harris Corporation
Quincy, Illinois

Glynn Walden
Group W
Philadelphia, Pennsylvania

◆ ◆ ◆

12:15-1:15 p.m.
Gateway Ballroom
Moscone Center

Programming Keynoter—Quincy Jones



President
Quincy Jones
Entertainment
Company

Quincy Jones' celebrated career spans four decades and all facets of the entertainment industry. With phenomenal success, this 25-time Grammy Award winner has played all the roles—from composer to record producer, from record company executive to multi-media entrepreneur. Named the USA Today/Financial News Network's "Entrepreneur of the Year," his is the vision of the next decade—and beyond.

◆ ◆ ◆

A hearty ***"thank you"*** *to all our Radio 1991 'Scan 'n' Win' prize donators!*

American Express
American Gramaphone
Anheuser-Busch
Coca-Cola U.S.A.
Datawave
Eastman Kodak
Key Bridge Marriott
McDonald's Corp.
—San Francisco Bay Area
MCI Communications Corp.
Macy's
Media Professional Ins.
Narada Records
Omega Travel
Pepsi-Cola Co.
San Francisco Giants
World Wide Delivery Svc.

Get Ready for

ARBITRON

NAB Radio MONTREUX

JUNE 10-13, 1992

New Ideas, New Perspectives

SATURDAY
SEPTEMBER 14

1:30-2:40 p.m.
Gateway Ballroom
Moscone Center

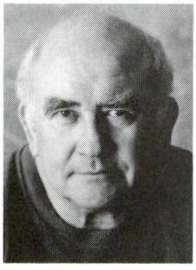
Radio Theatre Workshop

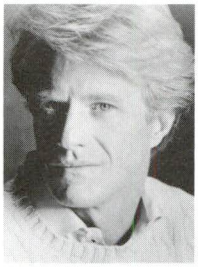
produced by
LA Theatre Works Radio Company
presented by

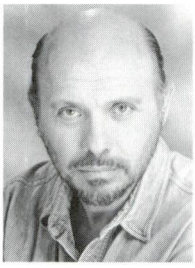
CBS RADIO NETWORKS

McVAY MEDIA

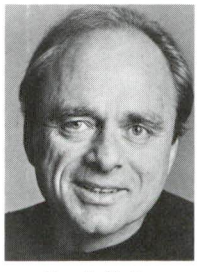
Be it comedy or tragedy, it's powerful radio. The LA Theatre Works Radio Company will show how the theatre of yesteryear—and today—can set the stage for a dramatic future in the changing world of radio. Join a cast of Hollywood stars for a most original study of the techniques used to create theatre for the mind.


Ed Asner


Ed Begley, Jr.


Hector Elizondo


Marian Mercer


Harris Yulin


JoBeth Williams

3:00-4:10 p.m.
Room 306
Moscone Center

P

Making Value-Added Promotions Work

You can increase the number of revenue-generating sales and programming promotions and not damage the product. In this enlightening session, you'll learn how to develop promotions that can enhance your sound and boost your station's position.

Moderator: **Gary Taylor**
BPME
Hollywood, California

Panelists: **Carol Carson**
WWLI/WLKW
Providence, Rhode Island

Val Maki
Emmis Broadcasting
Astoria, New York

Barb Richards
WAJI FM
Fort Wayne, Indiana

◆ ◆ ◆

3:00-4:10 p.m.
Room 309
Moscone Center

S

Increase Your Vendor Dollars

Do they exist? Are they real? These experts think so. The print media has tapped this hidden font of advertising revenue for years. Learn how you can cash in!

Moderator: **Steve Edwards**
South Central Communications
Nashville, Tennessee

Panelists: **Gina Gallagher**
The Gallagher Company
Milwaukee, Wisconsin

Steve Gray
KNEW/KSAN
San Francisco, California

Julie Lomax Brauff
Sandusky Radio
Bellevue, Washington

◆ ◆ ◆

Available at the NAB Store

Wage and Hour Guide
EEO Guidebook

3:00-4:10 p.m.
Room 307
Moscone Center

M

What You Should Know about Hiring, Firing and Other Employee Issues

One of the toughest jobs in management is finding the right people for your station. Another difficult task is letting go of those who don't work out. Find out what to look out for when hiring or firing. Also, learn what's new in other employee-related legal issues.

Moderator: **Joan Showalter**
CBS Inc.
New York, New York

Panelists: **John Donlevie**
Entercom
Philadelphia, Pennsylvania

Terry Etter
NAB
Washington, DC

Robert Lieber
Littler, Mendelson, Fastif & Tichy
San Francisco, California

◆ ◆ ◆

3:00-4:10 p.m.
Room 310
Moscone Center

T

Transitions to DAB

In view of current competition for radio frequency spectrum, how will the needs of broadcasters be addressed? Convention attendees will have an opportunity to present their ideas in a small discussion groups each lead by a member of NAB's DAB Task Force. Discussions will focus on the DAB systems under development, their technical aspects, and prospects for U.S. implementation.

◆ ◆ ◆

Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Radio 1991
SAN FRANCISCO
SEPTEMBER 11-14

The Switch is ON!

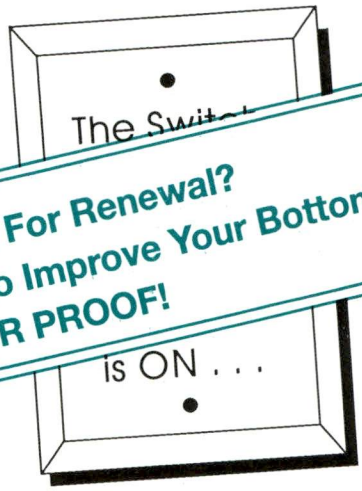
Birch Scarborough Research

Radio • Multi-Media/Consumer/Retail Information
12350 NW 39th Street, Coral Springs, FL 33065-2404 • 305 753 6043 • Fax: 305 755 1233

Dear Radio Broadcast Executive:

The Switch is On! More broadcasters, agencies and advertisers than ever before are making the switch to Birch Scarborough. Why? Because by using Birch Scarborough they know they can target-market more effectively and at the same time substantially reduce their research budget.

Within the next 18 month[illegible] the opportunity t[illegible] 75 m[illegible]



[illegible]Donald's, [illegible]-Busch, Delta Air Lines, [illegible] Express and many others use Birch Scarborough information exclusively.

Your Ratings Service Contract Up For Renewal?
Today You Only Need Birch and Scarborough to Improve Your Bottom Line!
STOP BY BOOTH #1020 FOR PROOF!

The days when our competition had a strangle-hold on the radio ratings market are over. The competitive environment that you helped create with Birch Scarborough is bearing fruit for you today. Now is the time for you to reap the benefits. Now is the time to make the switch!

Sincerely,

William P. Livek

William P. Livek
President/C.E.O.

A VNU BUSINESS INFORMATION SERVICES COMPANY

See You at Booth #1020

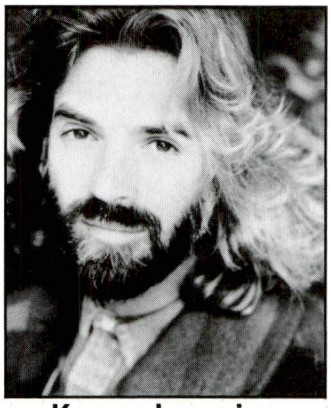
SATURDAY
SEPTEMBER 14

5:30-11:00 p.m.—San Francisco Civic Auditorium
5:30 p.m.—Cash Bar Opens ■ 6:00 p.m.—MARCONI Show Starts ■ 8:30 p.m.—MARCONI Buffet Dance Party

MARCONI Radio Awards Show*



The Oak Ridge Boys



Kenny Loggins

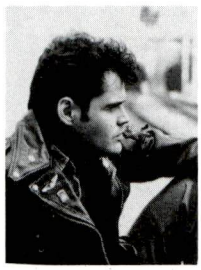


Whispers

presented by

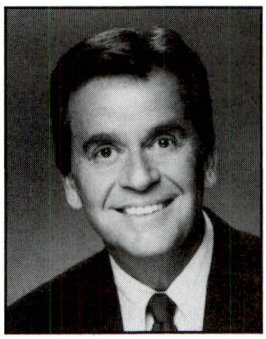
ascap American Society of Composers, Authors & Publishers *and* National Association of NAB BROADCASTERS®

Award Presenters:



Donny Osmond

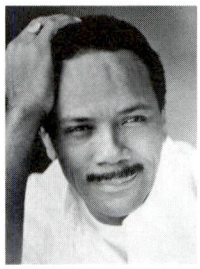
Rick Dees
The Doobie Brothers
Casey Kasem
Mark & Brian
Charles Osgood
Bob Rivers
Tom Snyder



hosted by Dick Clark

Special "Earwitness News Report"
courtesy of American Comedy Network

Award Presenters:



Quincy Jones

Gary Chapman
Eddie Fritts
Rush Limbaugh
Deborah Norville
Gary Owens
Dr. Don Rose

and Buffet Dance Party

After the show...it's dining and dancing
sponsored by

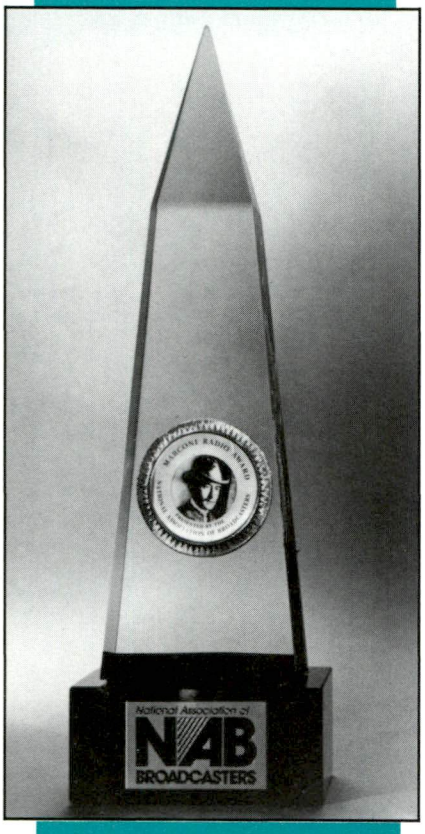
THE INTEREP RADIO STORE

ABC's "Hot Mix" providing the music

*Black-tie optional

The Industry's Choice

The 1991 MARCONI Radio Award Nominees



STATIONS OF THE YEAR BY MARKET SIZE

MAJOR MARKET
KGO-AM, San Francisco, CA
KIRO-AM, Seattle, WA
KLOS-FM, Los Angeles, CA
KYW-AM, Philadelphia, PA
WCCO-AM, Minneapolis, MN

LARGE MARKET
KMJ-AM, Fresno, CA
WHAS-AM, Louisville, KY
WNCI-FM, Columbus, OH
WRVA-AM, Richmond, VA
WSM-AM, Nashville, TN
WYNK-AM/FM, Baton Rouge, LA

MEDIUM MARKET
KBFX-FM, Anchorage, AK
KUGN-FM, Eugene, OR
WAPL-FM, Appleton, WI
WHO-AM, Des Moines, IA

SMALL MARKET
KSPN-FM, Aspen, CO
WAGE-AM, Leesburg, VA
WHIZ-AM, Zanesville, OH
WIBX-AM, Utica, NY
WTTR-AM, Westminster, MD

PERSONALITIES OF THE YEAR

SYNDICATED/NETWORK
Paul Harvey, ABC
Bob Kingsley, ABC
Rush Limbaugh, EFM Media
Charles Osgood, CBS
Bruce Williams, Westwood One

MAJOR MARKET
Jess Cain, WHDH-AM, Boston, MA
Hudson & Harrigan, KILT-AM/FM, Houston, TX
Mark & Brian, KLOS-FM, Los Angeles, CA
J.P. McCarthy, WJR-AM, Detroit, MI
Cousin Brucie Morrow, WCBS-FM, New York, NY

LARGE MARKET
Gary Burbank, WLW-AM, Cincinnati, OH
Charlie Douglas, WSM-AM, Nashville, TN
Eddie Haskell, WXLK-FM, Roanoke, VA
Brother Wease, WCMF-FM, Rochester, NY
Doug Wright, KSL-AM, Salt Lake City

MEDIUM MARKET
Bill Barrett, KUGN-FM, Eugene, OR
Jerry Carr, WMT-AM, Cedar Rapids, IA
Mark Evans, WAJI-FM, Ft. Wayne, IN
Tom Kinard, WJMX-AM, Florence, SC
C.C. Ryder, KBFX-FM, Anchorage, AK

SMALL MARKET
Joe Crystall, KGVY-AM, Green Valley, AZ
Todd James, WAGE-AM, Leesburg, VA
Don Munson, WJBC-AM, Bloomington, IL
Bill O'Brian, KRKT-AM/FM, Albany, OR
Stan Swol, KZZR-AM, Burns, OR

LEGENDARY STATION OF THE YEAR

CKLW-AM, Windsor, Ontario/Detroit, MI
KDKA-AM, Pittsburgh, PA
KGO-AM, San Francisco, CA
KMOX-AM, St. Louis, MO
WCCO-AM, Minneapolis, MN

STATIONS OF THE YEAR BY FORMATS

AC/EZ
KOST-FM, Los Angeles, CA
KVIL-AM/FM, Dallas, TX
WNSR-FM, New York, NY
WOOD-FM, Grand Rapids, MI
WSB-FM, Atlanta, GA

AOR/CLASSIC ROCK
KLOS-FM, Los Angeles, CA
WHFS-FM, Annapolis, MD
WMMR-FM, Philadelphia, PA
WMMS-FM, Cleveland, OH
WNEW-FM, New York, NY

BIG BAND/NOSTALGIA
KFRC-AM, San Francisco, CA
KGVY-AM, Green Valley, AZ
WNEW-AM, New York, NY
WOKY-AM, Milwaukee, WI
WPEN-AM, Philadelphia, PA

BLACK/URBAN
KMJM-FM, St. Louis, MO
WQMG-FM, Greensboro, NC
WRKS-FM, New York, NY
WXYV-FM, Baltimore, MD
WZAK-FM, Cleveland, OH

CHR/TOP 40
KIIS-AM/FM, Los Angeles, CA
KOY-FM, Phoenix, AZ
WAPE-FM, Jacksonville, FL
WKEE-FM, Huntington, WV
WNCI-FM, Columbus, OH

CLASSICAL
KLEF-FM, Anchorage, AK
KVOD-FM, Denver, CO
WFMT-FM, Chicago, IL
WGMS-FM, Washington, DC
WNCN-FM, New York, NY

COUNTRY
KNIX-FM, Phoenix, AZ
KPLX-FM, Dallas, TX
WAMZ-FM, Louisville, KY
WPOC-FM, Baltimore, MD
WYNK-AM/FM, Baton Rouge, LA

JAZZ/NEW AGE
KIFM-FM, San Diego, CA
KJAZ-FM, Alameda/San Francisco, CA
KKNW-FM, Seattle, WA
KQPT-FM, Sacramento, CA
WNUA-FM, Chicago, IL

MOR/VARIETY/FULL SERVICE
KDKA-AM, Pittsburgh, PA
WCCO-AM, Minneapolis, MN
WGN-AM, Chicago, IL
WHAS-AM, Louisville, KY
WRVA-AM, Richmond, VA

NEWS/TALK
KABC-AM, Los Angeles, CA
WBBM-AM, Chicago, IL
WCBS-AM, New York, NY
WINS-AM, New York, NY
WLW-AM, Cincinnati, OH

OLDIES
KOOL-FM, Phoenix, AZ
KRTH-FM, Los Angeles, CA
WCBS-FM, New York, NY
WFOX-FM, Atlanta, GA
WWSW-AM/FM, Pittsburgh, PA

RELIGIOUS/GOSPEL
KAAY-AM, Little Rock, AR
KNOM-AM, Nome, AK
WEDE-AM, Eden, NC
WGUN-AM, Atlanta, GA
WMBI-AM/FM, Chicago, IL

SPANISH-LANGUAGE
KCOR-AM, San Antonio, TX
KLVE-FM, Los Angeles, CA
KWKW-AM, Los Angeles, CA
WIND-AM, Chicago, IL
WQBA-AM, Miami, FL

Winners will be announced at
The MARCONI Radio Awards Show
Saturday, September 14

followed by **Buffet Dance Party** *sponsored by*
The Interep Radio Store

NAB RADIO
BOARD OF DIRECTORS



Gary R. Chapman
Chairman of the Joint Board

President
LIN Television Corp.
Providence, RI



Richard D. Novik
Chairman of the Radio Board

President
WKIP-AM &
WRNQ-FM
Poughkeepsie, NY

(Represents District 2—New York and New Jersey. Second term ends June 1992.)



Richard H. Harris
Vice Chairman of the Radio Board

Ret. Chrm./Consultant
Group W Radio
Sarasota, FL

(Designated Board Seat. Second term ends June 1992.)



L. Lowry Mays
Immediate Past Chairman of the Board

President & CEO
Clear Channel
Communications
San Antonio, TX



Edward O. Fritts

President/CEO
National
Association of
Broadcasters
Washington, DC

David J. Benjamin
President/CEO
Community Pacific Broadcasting Corp.
Salinas, CA

(Represents District 23—Northern California and Alaska. First term ends June 1993.)

Ross Biederman
President
Midwestern Broadcasting Co., WTCM-AM/FM
Traverse City, MI

(Represents District 13—Michigan. First term ends June 1993.)

Charles A. Blake
Vice President
WIKY AM/FM
Evansville, IN

(Represents District 10—Indiana. First term ends June 1992.)

Alan L. Box
President
EZ Communications, Inc.
Fairfax, VA

(Designated Board Seat. Term ends June 1992.)

Robert F. Callahan
President
ABC Radio Networks
New York, NY

(Network Representative. Term ends June 1993.)

Jack Clements
Vice President Operations
Westwood One
Arlington, VA

(Network Representative. Term ends June 1993.)

Ted Dorf
Vice President/General Manager
Greater Media, Inc., WWRC/WGAY
Silver Spring, MD

(Designated Board Seat. Term ends June 1992.)

Steven A. Downes
Vice President/General Manager
WISN-AM/WLTQ-FM
Milwaukee, WI

(Represents District 14—Iowa and Wisconsin. First term ends June 1992.)

William L. (Bill) Eure
Chairman of the Board
Eure Communications, Inc.
Yorktown, VA

(Represents District 4—Delaware, District of Columbia, Maryland and Virginia. Second term ends June 1992.)

Michael J. Faherty
Executive Vice President-Radio
Cox Broadcasting
Atlanta, GA

(Designated Board Seat. Term ends June 1992.)

Skip Finley
President/General Manager
Albimar Communications, WKYS-FM
Washington, DC

(Designated Board Seat. First term ends June 1992.)

Robert L. Fox
Chairman/CEO
KVEN-AM/KHAY-FM, KVEN Broadcasting Corp.
Ventura, CA

(Represents District 24—Southern California, Hawaii, Guam and American Samoa. First term ends June 1992.)

Dean M. Goodman
Executive Vice President-Radio
Gilmore Broadcasting Corp., WLVE-FM
Miami, FL

(Represents District 7—Florida, Puerto Rico and Virgin Islands. Second term ends June 1993.)

Harold S. Greenberg
President and General Manager
Sound Broadcasting Inc., KMAS-AM
Shelton, WA

(Represents District 25—Oregon and Washington. First term ends June 1993.)

Alan W. (Al) Harris
President/General Manager—KUGR-AM
Gen. Partner/General Manager—KYCS-FM
Green River, WY

(Represents District 20—Montana, Idaho and Wyoming. First term ends June 1992.)

Walter E. May
President
East Kentucky Broadcasting Corp.
WPKE-AM/WDHR-FM
Pikeville, KY

(Represents District 5—West Virginia and Kentucky. Second term ends June 1993.)

NAB RADIO
BOARD OF DIRECTORS

C. Richard McBroom
President and General Manager
WNDH-FM/WONW-AM
Napoleon, OH

(Represents District 11—Ohio. First term ends June 1993.)

William L. (Bill) McElveen
President & General Manager
WTCB-FM
Columbia, SC

(Represents District 6—North Carolina and South Carolina. Second term ends June 1992.)

Gene Millard
General Manager
KFEQ-AM
St. Joseph, MO

(Represents District 12—Missouri and Kansas. First term ends June 1992.)

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- Digital Audio and Satellite Sound Broadcasting Task Force
- Engineering Conference & Advisory*
- Financial Advisory*
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- FM Transmission
- Group Radio
- Insurance*
- Local Radio Audience Measurement (COLRAM)
- On-Air Initiatives*
- Radio Membership and Board Composition
- Radio 1991 Steering Committee
- Regulatory Review
- Research*
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**These committees also serve the Television Members of NAB.*

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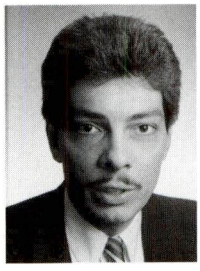
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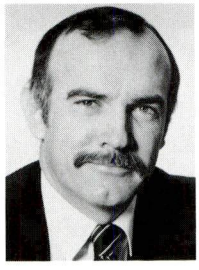
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Welcome to RADIO 1991 in the City by the Bay. Bewitching San Francisco is the perfect backdrop for radio's biggest show and radio's brightest stars.

Many months have been spent in planning this spectacular show. Behind the scenes, scores of volunteers and dedicated NAB staff members have worked countless hours to make the sessions, exhibits, parties and awards shows the best ever. I now wish to acknowledge their efforts.

Nancy Widmann of CBS, Jim Thompson from Group W Radio, Mike McVay of McVay Media, Inc. and Bill Hogan of Unistar Radio Networks, headed up the RADIO 1991 Steering Committee. This committee of broadcasters, along with NAB Radio staff, planned the sessions, suggested the main topics, speakers, panelists and moderators. We've got a great line-up of exciting and informative sessions and we have the RADIO 1991 Steering Committee to thank for that.

We must also recognize the support of many industry sponsors, to whom we are indebted. They include:

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Please take time, when you have the chance, to extend a personal "thank you" to our Steering Committee members, our sponsors and the NAB staff—your gesture will be greatly appreciated. We, in return, thank you for supporting our RADIO 1991 Convention. We also want to salute our international guests for making the trip to San Francisco for RADIO 1991.

The NAB is known the world over for the professionalism of our conventions and meetings. Radio will play a vital role next April at NAB '92 in Las Vegas; next fall, RADIO 1992 travels to New Orleans; and in June, our first international radio symposium will be held in Montreux, Switzerland. So, stay on the cutting edge of radio—plan now to attend one or more of NAB's 1992 radio conferences.

Lynn Christian
Senior Vice President, NAB Radio

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MONDAY, APRIL 13–THURSDAY, APRIL 16, 1992

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Check the **ONE** group of sessions you principally plan to attend:

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Please check **all** of the following you HAVE ATTENDED or WILL ATTEND:

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Which of the following **best describes** your current job? (Check **ONE** only)

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☐ 4. Research/Development
☐ 5. Engineering
☐ 6. Sales/Marketing
☐ 7. Education
☐ 8. Other _____

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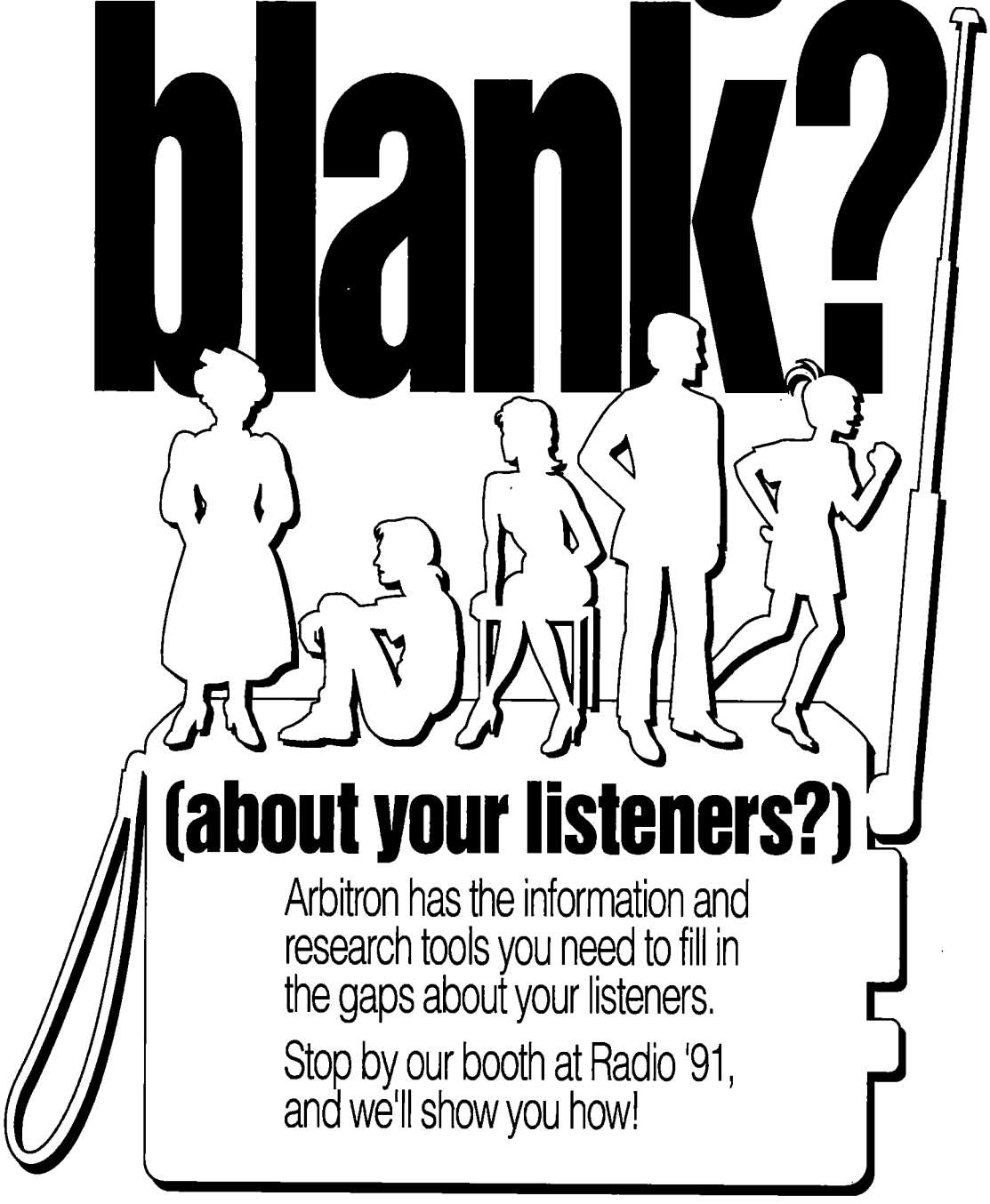
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For more information...

or to be placed on the NAB Radio Montreux Mailing List, please send your name, title, organization, address, telephone and fax numbers to:

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How can I speed up the collection process? *(March 1991, page 38)*

How can I boost weekend sales?
(March 1991, page 20)

Where can I find better salespeople?
(February 1991, page 21)

How can I sell out my worst daypart?
(June 1991, page 23)

How can my station recycle listeners from morning drive to the office? *(May 1991, page 31)*

What are some ways to crack tough prospects?
(May 1991, page 24)

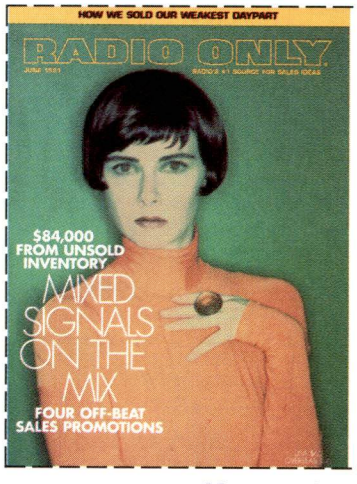
How can I get advertisers to sign annual contracts?
(July 1991, page 12)

How can my station save money on employee benefits? *(April 1991, page 35)*

How can I find some untapped sources of new business? *(April 1991, page 14)*

How can I convince billboard advertisers to put their money into radio? *(May 1991, page 18)*

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213-840-4000

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Wiley, Rein & Fielding . . . . . Westin 2391
1776 K Street, N.W.
Washington, DC 20006
202-429-7280

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Society BANK

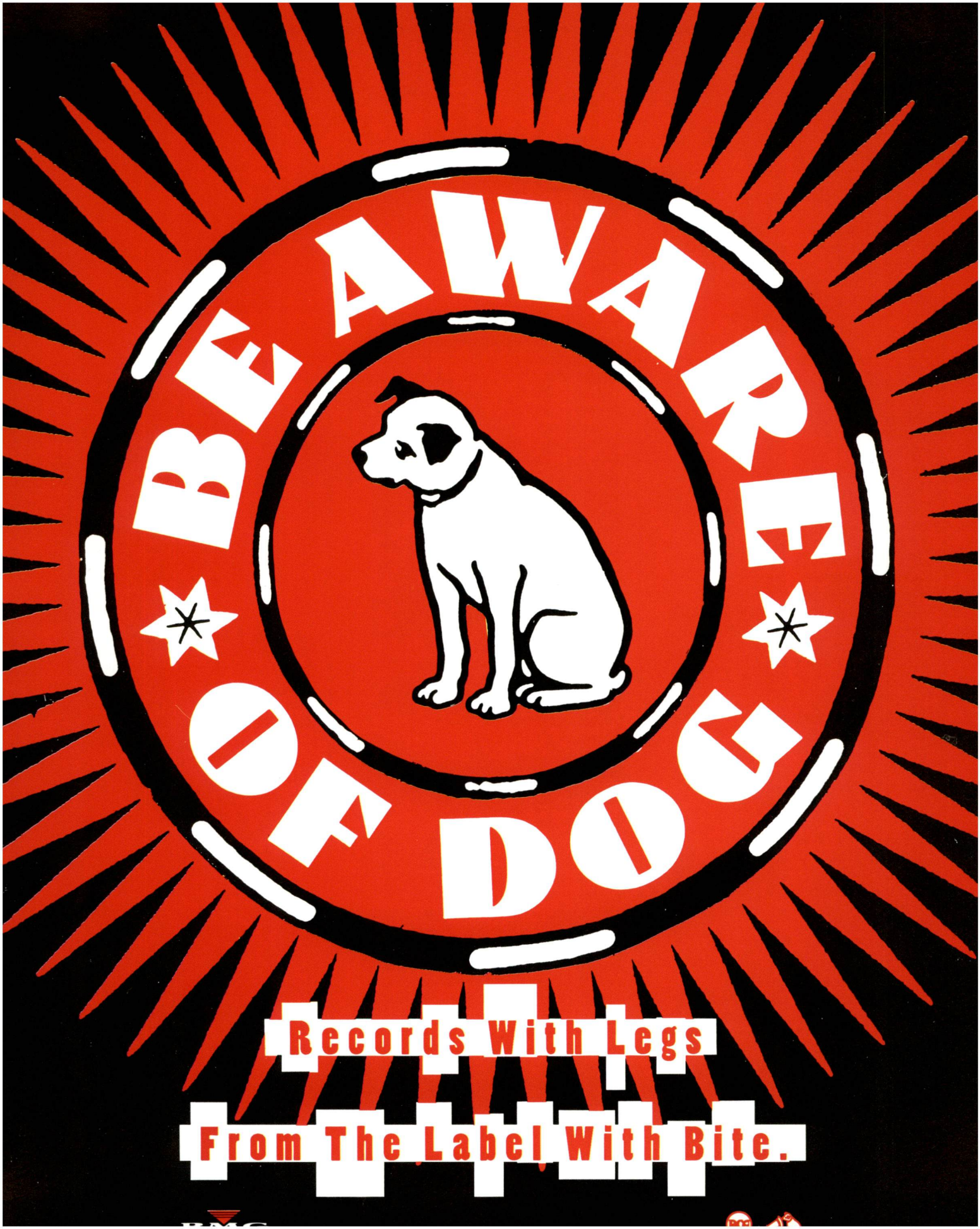
A Continuing Commitment To The Radio Industry

Since 1941, Society Bank has been instrumental in meeting the financial needs of the Radio Industry. Today, Society's strong capital base and staff of experienced professionals enable us to continue to actively pursue financial opportunities in the broadcasting arena. Whether acquisition funding, refinancing of existing debt or lease financing, Society can arrange a credit facility to meet your particular needs.
To discuss your situation and ways in which Society can work for you, call us during the convention at the Westin St. Francis, (415) 397-7000.

Kathleen M. Mayher
Vice President And Manager
Communications Lending Division

SOCIETY NATIONAL BANK
800 Superior Avenue
Cleveland, Ohio 44114

Deborah Byrd and Joel Block, former producers of the **STAR DATE** radio series, announce **EARTH AND SKY**, a daily 2-minute program featuring astronomy and Earth science. Associated with the American Geophysical Union, the series will be distributed on compact disc. **(512)480-8773** for demo.


BE AWARE OF DOG
Records With Legs
From The Label With Bite.

EXHIBITS

*NAB will not be held responsible for the correctness of the information provided by exhibitors. This publication must go to press weeks before distribution at show site and therefore the NAB claims no responsibility for changes and/or additions. Please check **NAB Daily News** for the most up-to-date information.*

2B System Corporation 906
6575 Arrow Dr.
Sterling Heights, MI 48314-1413
(313) 254-6900
FAX: (313) 254-1765
Contact: Matthew Mrowczynski

2B is America's foremost producer of plastic card & key tag promotions for radio stations. These successful promotions increase ratings and revenue, create excitement in the marketplace and enhance listener involvement. 2B specializes in direct plastic mailings from production to your listeners mailbox. Complete fulfillment available.

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360 Systems 1138
Broadcast Products Group
19740 Oxnard St.
Tarzana, CA 91356
(818) 342-3127
Contact: Don Bird

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Accelerated VOICE/
The Media Gallery 1031
El Prado
Torrance, CA 90501
(213) 533-0855
FAX: (213) 533-0842
Contact: Ruth Pressiaff

INTERACTIVE VOICE RESPONSE SYSTEMS
AUDIOTEX CONSULTING

900 NUMBER SERVICE BUREAU: Stations make money, reinforce listener relationships and build databases with the RADIOPHONE, a combined effort of The Media Gallery, a radio marketing company and Accelerated VOICE, and audiotex firm. Designed exclusively for radio, RADIOPHONE features can include FAX back, opinion polling, ad wheels, multiple mailboxes and database building. Consulting services are available to maximize the benefits of your IVR; 900 number promotions are also available.

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Accu-Weather® 702
619 W. College Ave.
State College, PA 16801
(814) 237-0309 x 400
FAX: (814) 238-1339
Contact: Sheldon Levine

Accu-Weather®, the worlds leading commercial weather service offers highly promotable weather forecasts and presentations. Accu-Weather® forecasts are pin-pointed for your coverage area to be the most accurate and timely. Forecasts and presentations are customized to your style and format. Also from Accu-Weather® is AccuCall 900™ Service Bureau that can help improve your financial picture. You promote the 900 number, we do the rest. We provide InstaSports™ sports scoreboard; UltraWeather 2001™ with time, current conditions and forecasts for 2001 cities; Lottery results; soap summaries; horoscopes; stocks; news; entertainment; and much more. Or use our Service Bureau for your own revenue generating ideas.

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AFCCE—Association
of Federal Communications
Consulting Engineers 1330
1156 15th St., NW
Suite 606
Washington, DC 20005
(202) 296-2722
FAX: (202) 296-2727
Contact: Robert Culver, Secretary

AFCCE is an association of communications consulting engineers practicing before the FCC and related Federal agencies. The members range from full members (registered professional engineers) to industry representatives, associate members and auxiliary members. They represent the interest of their communication clients before regulatory agencies and the industry. For information, please contact the AFCCE Secretary and look for the "member AFCCE" certification or professional card listing for your guide to professional engineering services.

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AKG Acoustics & AKG Digital Products,
a division of AKG Acoustics, Inc. . . . 202
1525 Alvarado St.
San Leandro, CA 94577
(415) 351-3500
FAX: (415) 351-0500
Contact: Natalie Nickel

AKG Digital Products will be demonstrating the DSE-7000 digital audio workstation. The DSE-7000 provides a complete audio production system in the space normally occupied by a floorstanding 2-track tape recorder. It incorporates totally digital multi-track mixing, cut and paste assembly, and is designed to be familiar and intuitive to anyone currently working with tape in a radio broadcast environment. DSE-7000s are currently saving time and money for satisfied customers around the country and production advances have produced new cost reductions which make the system extremely affordable. AKG will also be displaying a selection of microphones and headphones.

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Alesis Corp. 1238, 1240
3630 Holdrege Ave.
Los Angeles, CA 90016
(213) 467-8000
FAX: (213) 836-9192
Contact: Ralph Goldheim

The following new products will be displayed at Radio 1991:

1. ADAT: Modular Digital Audio Recording System
2. 1622 MIXER: Monolithic Integrated Surface Audio Console
3. QUADRAVERB PLUS: 20K Bandwidth Simultaneous Digital Effects Processor
4. MIDIVERB III: 16 Bit Simultaneous Digital Effects Processor
5. MICROVERB III: 16 Bit Digital Reverb and Delay
6. 3630 COMPRESSOR: RMS/PEAK Dual Channel Compressor Limiter with Gate
7. RA-100: Reference Power Amplifier
8. M-EQ 230: Dual ⅓ Octave Precision Equalizer
9. BRC: Full function Remote control SMPTE Time Code Generator/Reader

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EXHIBITS

Alia Communications.....821
Alia Spanish Network
2826 North Freeway
Houston TX 77009
(713) 695-9111
FAX: (713) 468-7321
Contact: Julio Zaga

Alia Spanish Network transmits 24 hours per day, 7 days a week. National and international news at the top of the hour; radio dramas, special programs and the latest international music hits are carried throughout the broadcast day. Radio stations have the right to broadcast the programming in their area on an "Exclusive Basis." "ALIA" is available via satellite on Galaxy II.

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Alpha Lyracom/ Pan American Satellite.....213
One Pickwick Plaza, Suite 270
Greenwich, CT 06830
(203) 622-6664
FAX: (203) 622-9163
Contact: Mike Antonivich

Alpha Lyracom offers a wide range of international satellite radio distribution and satellite news gathering services including digital, analogue, audio over video subcarrier and SCPC to Europe, Latin America, North America and the Caribbean. Special event pricing is available for international satellite news gathering as well as the ability to provide full turnkey services for international radio distribution.

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The Alternative Sales System.....302
1350 Walnut Hill Lane, #135
Irving, TX 75038
(214) 550-0977
FAX: (214) 518-0935
Contact: Shane Fox, C.O.O.

The Alternative...the *first* sales and marketing system designed exclusively for the nonsubscribing, unrated market broadcaster. This system, customized for each station, allows the broadcaster to design reach and frequency sales proposals for its advertisers, *all without the need for ratings surveys*. The Alternative sales system will provide salespeople with important, new information for developing extra business from other media, as well as increasing existing revenues. This is accomplished using The Alternative's copyrighted procedure on projecting audience estimates for your station. These audience projections are developed using tested statistical processes previously available and possible with much more expensive research studies.

American Radio Networks.....1220
Corporate Headquarters
423 New Karner Road
Suite 6
Albany, NY 12205
(518) 869-4386
Contact: Donald Emanuel

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American Telesource, Inc......643
6121 Hollis St.
Emeryville, CA 94608
(415) 428-1111
FAX: (415) 428-2460
Contact: Ted Strauss

ATI offers MediaVoice, the radio industry's most advanced, comprehensive interactive telephone system. MediaVoice is the first system combining the benefits of audiotex with database marketing, while giving the station complete control over all data. MediaVoice can dramatically increase advertising revenue, listener loyalty, and research results. MediaVoice provides many features, including listener club registration, music sampling/surveys, interactive advertising, custom FAX composition/broadcasting, and advertiser connect services. The system can store millions of listener records, generate reports, and change what the caller hears and receives (via FAX or mail) based on their interests. MediaVoice may be customized for each station's needs.

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American Women in Radio & TV....211
1101 Connecticut Avenue, NW
Washington, DC 20036
(202) 429-5102
Contact: Donna Cantor

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Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Arbitron Company.....410
142 West 57th
New York, NY 10019
(212) 887-1300
Contact: Jay Guyther

Demonstrations of our enhanced Radio FasTraQ system, an electronic look through the Arbitron book, and CrossTraQ, which provides qualitative information about listeners right on your PC. Arbitron Information on Demand allows you to access Arbitron's database, taking you beyond your local market report. Also available will be *Radio Today: 1990*, a new study that takes a look at how people use radio.

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Arrakis Systems Inc......710, 712, 714
2619 Midpoint Drive
Fort Collins, CO 80525
(303) 224-2248
Contact: Elizabeth Wolf

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Associated Press.....818
1825 K St., NW
Washington, DC 20006-1253
(800) 821-4747
FAX: (202) 736-1107
Contact: Daryl Staehle

AP NEWS WIRES: AP Headlines, AP NewsPower, APTV Wire, AP Specialty Wires

- State, regional, national and international news, business, sports, weather
- Entertainment news and features
- Morning prep show material AP AUDIO SERVICES: AP Network News, Texas AP Network, New Jersey Sound
- Breaking coverage with live special reports 24 hours a day
- Hourly newscasts around the clock
- News, sports, business and entertainment actualities
- Regional news AP COMPUTER SOFTWARE: AP NewsDesk, AP NewsDesk/LAN
- Captures, sorts, and edits AP wire copy
- Computes script read time
- Pronunciation guide, calendar, atlas

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EXHIBITS

Associated Production Music.....1041
6255 Sunset Blvd., Suite 820
Hollywood, CA 90028
(213) 461-3211 or (800) 543-4276
FAX: (213) 461-9102
Contact: Connie Red

With Broadcast 2 you'll never have to worry about having the right music for all your promos, commercial spots, PSA's and we've added a sounders and bumpers CD, too. This CD package consists of 30 CDs in various musical styles to complement your in-house production and to support your format. These CDs were carefully selected from over 500 CDs in our 4 libraries —KPM, BURTON, SONOTON and THEMES. New updates are added quarterly to keep your sound fresh. Annual license fee based on market size. If you're looking for a sound effects library, APM's new digitally recorded 8 CD set with over 700 effects is available for a buy-out price of ony $500. Some libraries give you everything they have, APM gives you everything you need.

ATI—Audio Technologies, Inc......636
328 W. Maple Ave.
Horsham, PA 19044
(215) 443-0330
FAX: (215) 443-0394
Contact: Edward M . Mullin .

Established Products—Vanguard Series of six, eight and twelve mixer dual stereo on-air consoles. MicroAmp and Encore Series Audio Amplifiers—Microphone, Line, Turntable, Distribution, Power and IHF Interface Amplifiers. Emph'a Sizer Microphone Processor VU800 Studio Metering System. New Products—HD1000, Expandable, multi-output headphone amplifier system. PB2x8—Press Box Distribution System. Two Mic/Line Inputs switchable and mixable into any of eight balanced outputs. Phantom microphone power, metered outputs, TRS and XLR type connectors. MXM—Mix minus adapter eliminates telephone callers voice from his cueing feed. Easy add-on for Vanguard Series of six, eight and twelve mixer on-air consoles for talk radio and telephone interviews.

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Atlantic Morris Promotions.....744
28 W. Grand Ave.
Montvale, NJ 07645
(201) 307-1544
FAX: (201) 307-1546
Contact: Robert Breiner

Atlantic Morris Promotions Music Poster is a compilation of clever caricatures representing artists or songs for Rock, Country, Oldies and Top-40 formats. The poster is designed to challenge your listeners music knowledge. The poster will get your listeners actively involved with your station, while at the same time generating tremendous revenue for your station. The music poster is a unique promotional/sales tool that benefits the listener and advertiser, positions your station, is applicable to large and small markets and is market exclusive.

If Your Station Is Thinking Of Database Marketing... See Us!

ATI asked radio management all across the country, "What do you need in a database marketing system to achieve BREAKTHROUGH success?" We listened. Then went to work. The result is...

MediaVoice™
the most advanced interactive marketing system for radio

• increase revenues
• improve listener loyalty
• enhance research

the future is here - join us at booth #643

ATI 6121 Hollis Street, Emeryville CA 94608 (415)428-1111

Call for Entries

Honoring Excellence in Radio/Television Programming and Advertising

17th Annual AWRT National Commendation Awards

Each year American Women in Radio and Television honors excellence in radio and television programming and advertising that presents women in a realistic manner. Awards will be presented to local, network, cable and syndicated entertainment programs, program segments, documentaries, portraits, news stories, news series, promotional announcements, commercials, editorials, public service announcements, talk shows, magazine shows, children's programming, government/nonprofit organizations, international programs, and student productions. *Deadline for submission of entries is January 7, 1992.* Award winners will be honored at a luncheon at The Waldorf-Astoria Hotel in New York City on March 19, 1992.

For more information and entry forms call or write:

AWARDS
American Women in Radio and Television
1101 Connecticut Avenue, NW
Suite 700
Washington, DC 20036
(202) 429-5102
(202) 223-4579 FAX

EXHIBITS

Audio Precision.....1320
5465 SW Western Ave.
Suite J
Beaverton, OR 97005
(503) 627-0832
FAX: (503) 641-8906
Contact: Tom Mintner

SYSTEM ONE and PORTABLE ONE audio test sets. The SYSTEM ONE PC-based sets test analog and digital audio directory, complete with automated performance limits testing and graphic results. SYSTEM ONE + DSP also performs FASTest high speed audio channel testing, measuring any audio channel for frequency response and distortion in less than 2 seconds. Software packages for automated audio proofs for FM and TV-BTSC are also available. The PORTABLE ONE is a comprehensive and economical portable test set designed for bench, field and studio use. It includes instruments for 12 different measurement functions combined in one rugged, custom-built case.

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audiopak, Inc......728
1680 Tyson Dr.
Winchester, VA 22601
(703) 667-8125
FAX: (703) 667-6379
Contact: Gordon Stafford

audiopak will exhibit its NAB type endless-loop audio broadcast cartridges: A-2 for general purpose recordings of spots, commercials, music, etc.; AA-3 for stereo phased applications; and AA-4 for the most demanding stereo reproduction where elevated recording levels are necessary to capture the expanded headroom and frequency response of digital source material. audiopak will also show lubricated tape formulations 605, 613, and 614 for use in all endless-loop cartridges and cassettes.

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

Auditronics, Inc......809
3750 Old Getwell Road
Memphis, TN 38118
(901) 362-1350
Contact: Duncan Fuller

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Automated Business Concepts....1142
10650 Treena St.
Suite 103
San Diego, CA 92131
(619) 566-8920
FAX: (619) 566-8922
Contact: John M. Caso

MAPS—The most Comprehensive and Fully Integrated Radio Business Management System. Easy to Use and Extremely Flexible. Operates on IBM AT 286 or 386 compatible systems with exclusive tape backup, security level access, multiple user capabilities and customized report generator. Traffic includes: Combo Order Entry, Simulcast Automation Logs, Unlimited Advance Log, Co-op/Multiple Cart Rotation, Format Overlays, Bulk Order Tracking, Extensive Management Reports, Invoice generation on SBM, Calendar, Weekly and End of Contract, Fully InterActive with Accounts Receivable and Trade Contract/Usage Reporting System. Integrated Accounts Payable, Cash Flow Management, Payroll, General Ledger and Budgeting software also available.

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BBC World Service.....1344
630 5th Avenue
#2153
New York, NY 10111
(212) 581-7100
Contact: Heather Maclean

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BIA (Broadcast Investment Analysts, Inc.).....805
P.O. Box 17307
Washington, DC 20041
(703) 478-5880
FAX: (703) 478-5866
Contact: Debra Metcalf, Asst. V.P.—Marketing

BIA is a leading provider of domestic and international financial consulting services to the communications industries including radio, television, cable, cellular, paging, SMR, telecommunications, newspapers and magazines. Services include: tax appraisals, fair market valuations, marketing studies, business plans, bank presentations, litigation support, acquisition consulting and investment seminars. Its affiliate, BIA Publications, is publisher of the highly respected investment publications *Investing In Radio, Investing in Television*, the *Broadcast Services Guide* and the *Radio Acquisition Handbook*, co-sponsors of the "Investing in American Radio" seminars with Duncan's American Radio and producer of "Investing in Radio: THE GAME," the entrepreneurs' board game.

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Birch Scarborough Research.....1020
12350 NW 39th St.
Coral Springs, FL 33065-2404
(305) 753-6043
FAX: (305) 345-4725
Contact: Merle Hope Lambert

Birch Scarborough Research provides radio audience estimates and qualitative/product usage data in more than 270 markets, and provides combined measures of radio, television, newspaper, retail shopping and product consumption information in the Top 50+ markets. Demonstrations of these services will be available via PC.

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Bonneville Broadcasting System.....931, 933
4080 Commercial Ave.
Northbrook, IL 60062
(800) 631-1600
FAX: (708) 291-0841
Contact: Rich Washer, Director of Sales

Music and programming consultants. Originator of CHARTBREAKERS, the fastest growing monthly compact disc update service in the industry. Also, full spectrum CD Libraries using exclusive TrueSource recording process: Ultra, Classic and Progressive Easy plus Soft AC, AC Mix, Lite Rock, Classic Hits, and Oldies. Tape/CD delivery of AC and Easy formats. Promotional and marketing support provided. Introduced DESKTOP RADIO: reliable, inexpensive compact disc automation.

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EXHIBITS

Bradley Broadcast.....639, 641
8101 Cessna Avenue
Gaithersburg, MD 20879
(800) 732-7665 or (301) 948-0650
FAX: (301) 330-7198
Contact: Neil Glassman

Bradley Broadcast offers the products of over 150 manufacturers of audio and radio transmission equipment. At Radio 1991, we'll show some of our most important tools designed to improve your station's sound and make it more profitable. Telos Systems offers the finest digital hybrids and accessories for talk show and call-in programming. The Unity 2000 Digital Processor is designed to enhance the on-air sound of any FM format. We can help you put the latest technologies to work at your station. Discover why each day more professionals turn to Bradley Broadcast...where service and engineering make the difference.

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British Information Services.....1324
845 Third Avenue
New York, NY 10022
(212) 745-0376
FAX: (212) 758-5395
Contact: Mark Hopkinson, Head, Radio/TV Division

Provides high-quality daily news/features audio actuality service filed by satellite from London. Newsfeeds available by dial-up service at no cost to stations and networks. Provides immediate comment by British Government Ministers and Senior Officials on breaking stories with a British angle. Also covers economic, consumer, general news beats and latest market trends on London Stock Exchange. Newsfeeds also include live feeds of major press conferences, e.g., Royal and Ministerial Visits to U.S., U.S. Presidential visits to U.K., News Services: "Newsbreaks from Britain," "Farm News," and "Newsbreaks in Spanish." BIS also assists Radio and TV crews visiting the U.K.

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Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Broadcast Electronics, Inc......218
4100 North 24th St.
Quincy, IL 62301
(217) 224-9600
FAX: (217) 224-9607
Contact: Tim Bealor

Broadcast Electronics will display the CORE 2000 Program Controller, voted one of the top ten products at the 1991 NAB Show; the Audio VAULT hard disc based mass audio storage system; the Air Trak 90 linear on air console; the Broadcast Electronics series of FM transmitters and cartridge machines, and the BE van.

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Broadcast Products.....812
P.O. Box 2500
Elkhart, IN 46515
(219) 293-4700
or (800) 433-8460
FAX: (219) 294-3895
Contact: Doug Clark

- StarCruiser™
- Super Roving Radio™
- Talkman™
- Remote Booth™
- ProSet™

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Broadcast Supply West.....826
7012 27th St.
West Tacoma, WA 98466
(206) 565-2301 or (800) 426-8434
FAX: (206) 565-8114
Contact: Patrick Medved/V.P. Sales

Broadcast Supply West offers a complete selection of professional audio products from over 200 manufacturers. BSW supplies audio equipment necessary for every phase of radio station operation including: Digital and Analog Audio processing, On-air and Production Equipment RF Transmission Products, and Complete Studio Furnishings. BSW is displaying the Saffire 1 Digital Audio Storage/Automation System, the Studer Dyaxis Digital Work Station, the 360 Systems Digicart, the Cutting Edge Unity 2000 Digital Processing System, and Consoles from Auditronics and AudioArts.

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Separating Business from Pleasure Is Easy with NAB's Gold MasterCard Card Programs

With NAB's two Gold MasterCard programs, your station can have its own corporate card program for business uses and you can have your own card for your personal use.

Both cards offer you world-wide acceptance, low annual APRs and benefits such as:

PERSONAL GOLD CARD
- No annual fee for first year
- Up to $25,000 credit limit
- Up to $3,000 in lost checked luggage protection
- MasterRental™—rental car insurance coverage

BUSINESS GOLD CARD
- Low per card fees
- Individual spending limits you can assign
- Monthly business reports
- Full management information system for expense tracking

Plus many more outstanding features.

Give yourself and your station's employees the credit you both deserve. Stop by the NAB Insurance & Financial Services Booth located in the Radio 1991 Registration area of the Moscone Center and pick up your application today!

EXHIBITS

Broadcast Programming.....626, 628
2211 Fifth Ave.
Seattle, WA 98121
(800) 426-9082 or (206) 728-2741
FAX: (206) 441-6582
Contact: John Carlisle, VP/Sales & Marketing

America's largest program consulting and format syndication company. More than three dozen market-proven mainstream and niche formats, supervised by top national programmers and delivered for live or automated stations via playlist, or reel-to-reel tape, or compact disc. Format categories include: Country, Hot A/C, Soft A/C, Classic Rock, Oldies, Easy Listening, Light Jazz, Classical, MOR/Nostalgia, CHR, Rock 40 Christian, AOR, Big Band. Special feature division offers History of Rock and Country, other features. CD automation available, including oldies and currents, plus music rotation and hardware. Also: CD Production Libraries.

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Broadcasters General Store....318, 320
2480 S.E. 52nd Street
Ocala, FL 32671-7500
(904) 622-9058
FAX: (904) 629-7000
Contact: David Kerstin

Broadcasters General Store represents over 250 broadcast electronics manufacturers. Beginning with ABCO and ending with Zercom. We feature AKAI DD-1000 Digital Editing Systems which offer affordable re-recordable disc technology. Cutting Edge Unity 2000 digitally controlled audio processing. TELOS Digital Telephone Hybrid Systems. Cellcast Cellular Mixers. California Digital Digimods. Sine Systems News Director News Edit Workstations. Miwitronics Telephone Interfaces and answering systems and Automutes.

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BSS Audio, a division of AKG Acoustics, Inc......202
1525 Alvarado St.
San Leandro, CA 94577
(415) 351-3500
FAX: (415) 351-0500
Contact: Natalie Nickel

BSS will show their new FCS-960, dual mode stereo equalizer and their new DPR-901 Dynamic Equalizer as well as the MSR-604 4-way mic splitter system. Also the DPR-404 quad compressor/de'ser and the DPR-504 quad noise gate.

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Burk Technology, Inc......1315
7 Lomar Park Dr.
Pepperell, MA 01463
(508) 433-8877
FAX: (508) 433-8981
Contact: Peter Burk

Transmitter remote control systems including off-premise control. ARC-16 system permits control of EBS and automation equipment in addition to full transmitter control.

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Business Radio Network.....310, 312
888 Garden of the Gods Road
Colorado Springs, CO 80907
(719) 528-7040
FAX: (719) 528-1438
Contact: Pat McCrummen

Business Radio Network offers several programming services, available to both music and non-music radio stations. BRN's 24-hour business news format has a flexible clock which provides opportunities for local news, weather, and features, while maintaining a cohesive, streamlined presentation. BRN Forum offers consumer—and business-oriented—interactive talk programming on today's hot topics. BRN Highlights, the newest addition to BRN's programming line-up, offers three different short updates each hour, designed to fit many formats. The Business Report provides consumer-oriented business news and the latest market information. Financial News emphasizes the latest fact and figures from markets around the world. Travelers' Weather provides up-to-the second forecasts and weather information around the country, as well as airport ground delays.

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C.P.C. Associates.....544
33 Rock Hill Road
Bala Cynwyd, PA 19004
(215) 667-1780
FAX: (215) 667-5650
Contact: Max Vieweg

C.P.C Associates compiles the largest, most comprehensive monthly list of new movers...approximately 1.2 million families every month. Major radio and television stations use the NEW RESIDENT PROGRAM to convert newcomers into new listeners every month. Many stations have made this value-added promotion a successful tie-in for their major advertisers. C.P.C. designs and produces the station's welcoming letter package and administers the monthly mailings. New movers are an endless supply of new listeners/viewers and the NEW RESIDENT PROGRAM will hit this valuable "moving target" on an exclusive basis for your station.

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CBSI/Custom Business Systems, Inc......612
P.O. Box 67
(20th & Winchester)
Reedsport, OR 97467
(800) 547-3930
FAX: (503) 271-5721
Contact: Bob Lundstrom

InterAcct—Advanced interactive general ledger, accounts payable and budgeting system designed for broadcasters. Multi-station and multi-corporate capabilities. Integrated with Classic Accounts Receivable system. Classic and Elite Traffic/Billing Systems—integrated traffic, program logs, accounts receivable, automatic co-op invoicing, copywriting, sales analysis and sales management systems. Information entered once carries throughout system. Interfaces available for most automation systems and digital audio storage units. CustomMusic—maintains music libraries and assembles music logs. CBSI Payroll System; Classic Music Management system for classical and jazz libraries; and Custom Sales, an easy-to-use customer data base system.

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Centers For Disease Control.....1322
America Responds to AIDS
1901 L Street N.W.
Suite 400
Washington, DC 20036
(202) 452-9412
Contact: Y.J. Laporte

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Child Protection Program.....1326
7441 Marvin D. Love Frwy., Suite 200
Dallas, TX 75237
(214) 709-0300
FAX: (214) 709-2795
Contact: Kim Brinkley

Child Protection Program (CPP) is a non-profit, charitable organization whose sole purpose is to help abate the criminal neglect and physical, emotional and sexual abuse of children. CPP works in cooperation with the public and private sectors to raise awareness of the problems and to offer and implement positive solutions. Our revenue-producing public

EXHIBITS

service announcements, aired via radio stations nation-wide, help to raise awareness through the publishing of our "Education Line" (00 number). Stations benefit. CPP educates and informs concerned citizens. And, innocent children are saved from the horror of abuse.

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Circuit Research Labs.....1107
1109 2522 W. Geneva Dr.
Tempe, AZ 85282
(800) 535-7648
FAX: (602) 438-8227
Contact: William L. Ammons

A complete line of audio processing for AM, FM applications. dynafex single ended noise reduction systems. FM Stereo and SCA generators. New for Radio 1991 is our Real Time Event sequencer. This unit can store over 200 events on a 7-day clock, and can control 8 different outputs.

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CKW & Associates.....942
4769 Elmer Ave.
North Hollywood, CA 91602
(818) 985-4743
FAX: (818) 985-3779
Contact: Charles K. Whaley

CKW & Associates is bringing back drama radio with two new, original dramatic radio shows; "Louis L'Amour Theater," a dramatization of the short stories written by best-selling author Louis L'Amour and "Milford-Haven," a soap opera serial about a small coastal town. Cast includes Erin Gray, star of the sitcom "Silver Spoons" and Colby Chester of "The Young and The Restless." CKW & Associates is also releasing a new money-management commentary "Money Talks" hosted by nationally recognized finance expert Bob Rosefsky. Bob's professional background includes 9 years on L.A.'s KABC Talkradio. All three radio shows are available on a barter basis and all three are scheduled to start airing this fall.

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

CMBE.....1037, 1039
104 Timson Dr.
Folsom, CA 95613
(916) 983-9834
FAX: (916) 983-4669
Contact: Chip Morgan

CMBE specializes in radio station design, project management and construction. We can help you get the facilities you've always wanted and complete the project on time and within budget. CMBE also provides large and medium market contract engineering...with specialists in fine tuning of studios, transmitters and remote gear. Call (916) 983-9834 for a free facility review!

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Columbine Systems, Inc......304
1707 Cole Blvd.
Golden, CO 80401
(303) 237-4000
FAX: (303) 237-0085
Contact: Mike Oldham, Sales/Marketing Dir. or Mark Fine, V.P./Dir. of New Business

Columbine Systems, Inc. provides software products to meet the needs of the TV, radio and cable industries. These products are integrated with an IBM Business hardware platform to create a total business solution. The four principal product offerings—Administration, Business, News, and Sales—include Traffic, Master Control, Media, Demographics, Finance, Archiving, and News and Production. For Radio 1991, Columbine will be pulling out all the stops with demonstrations of the exciting Unified System Release 2.0 enhancements including Sales Analysis, the management tool for the 90's. Simplified Copy, enhanced Central Sales Office, and Projection and Skim reports will also be shown.

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Com-Sell Telemarketing Service.....1241
2528 Kari Knoll
Charleston, IL 61920
(217) 345-2148
Contact: Steve Garman

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Communication Graphics Inc......902
313 N. Redbud
Broken Arrow, OK 74012
(918) 258-6502
FAX: (918) 251-8223
Contact: Donna Allbright

Broadcasting's only manufacturer of screen printed bumperstickers & window decals.

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Computer Concepts Corporation.....1102
8375 Melrose Dr.
Lenexa, KS 66214
(913) 541-0900 or (800) 255-6350
FAX: (913) 541-0169
Contact: Greg L. Dean

Computer Concepts Corp.'s revolutionary Digital Commercial System (DCS) is a PC-based product that combines a digital audio board and software to allow digital recording to a hard disk and instantaneous on-the-air playback of a station's entire current inventory of audio commercials, liners, jingles, etc. A data reduction board is available for DCS as an extra-cost option to the system. DCS fully integrates with Computer Concepts' other business software especially designed for radio broadcasters. These computerized office systems save broadcasters time and money in traffic, billing, script management, music management, station automation, General Ledger Accounting, Accounts Payable, Payroll and Word Processing as well as other tasks.

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Comrex Corporation.....520
65 Nonset Path
Acton, MA 01720
(508) 262-1800
FAX: (508) 635-0401
Contact: Lynn Distler

New for Radio 1991—The Comrex talk show console plus digital audio codecs for 56/64 KB/s Digital Telco Services and Frequency Extenders for up to 8 KHz audio on standard dial telephone lines. Telephone Couplers/Auto Answers Couplers/Telephone Hybrids/RF Cue Systems.

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EXHIBITS

ComStream Corporation.....1312
10180 Barnes Canyon Rd.
San Diego, CA 92111
(619) 458-1800
FAX: (619) 453-8953
Contact: Bruce Rowe

ComStream satellite digital audio terminals provide CD-quality audio transmission. They use smaller bandwidth than other satellite transmission methods, making setup easy and recurring costs low. ComStream Ku-band terminals are being used for digital FM transmission, program audio backhauls, syndicated broadcast distribution, leased-line replacement, on-location remote broadcasting and remote studio recording. Innovative audio compression techniques provide 256 Kbps stereo transmission at 15 Khz with less than 0.08% distortion @1Khz, greater than 85 Db signal to noise @1 Khz and greater than 90 kB of dynamic range. Multirate ComStream terminals provide either mono or stereo configurations at either 7.5 KHz or 15 KHz bandwidths.

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Concept Productions.....718, 720, 722
1224 Coloma Way
Roseville, CA 95661
(800) 783-3454
FAX: (916) 786-8304
Contact: Dick Wagner

Computer Assisted Programming Systems, CAPS; music on DAT or CD, spots on digital hard disk. Full random access of all music and spots. Five+ days walk-away, easy traffic interface. Use for automated, live or satellite programming. NEW CAPSAT, Computer Assisted Programming for Satellite Stations, and DAF, Digital Audio File (replaces analog carts with hard disk storage). RADIO FORMATS now available on DAT or reels. Music only, or full service using our major market personalities who produce new shows daily; brings automated radio to life. Formats: Adult Contemporary, CHR, Gold, Country, Contemporary MOR.

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Continental Electronics Corporation.....801, 803
P.O. Box 270879
Dallas, TX 75227
(214) 381-7161
FAX: (214) 381-4949
Contact: Walt Rice

Continental is a complete supplier of transmission and studio equipment for the radio broadcaster. Transmitters from 50 watts to 70kW, dummy loads, combiners, ATUs and other related products are manufactured at the Dallas plant. 24-hour technical service and lease financing is available from Continental.

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Corporate Computer Systems Audio Products Division.....240, 242
33 West Main St.
Holmdel, NJ 07733
(908) 946-3800
FAX: (908) 946-7167
Contact: David W. Lin

CCS Audio Products will exhibit the World's first stereo audio codec. Using the MUSICAM Compression algorithm, the CDQ-200 codec provides CD quality audio on (20-20kHz stereo) in 128 kbps ISDN service. The Micro 56 codec is also upgraded to provide additional features.

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CRN International.....726
One Circular Ave.
Hamden, CT 06514
(203) 288-2002
FAX: (203) 281-3291
Contact: Gary E. Zenobia, Director of Network Operations

CRN provides short form customized radio programs and radio promotions. Programs include: Ski Watch, Ski Phone, Ski Tips, On The Slopes, Beach Watch, Summer Watch, On The Go With Amco, Spring Break, Time Peace—60's Nostalgia, Wimbledon and Volvo International Tennis Radio Networks. Promotions include: Campbell's Storm Radio, Nestea Plunge and Ski School.

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Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Dalet digital media systems.....1114
1 Rue Cail
Paris France 75010
33-1-40 380-1397
Contact: David Amselem

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Datacount, Inc......409, 411
2207 Anderson Road
P.O. Box 3078
Opelika, AL 36801
(205) 749-5641
FAX: (205) 749-5666
Contact: Mr. Jerry Johnson

DARTS—Datacount Accounts Receivable and Traffic Scheduling computer software for broadcasters. Started in 1978, Datacount's customer base has grown to over 900 users and is the choice for 60 national groups. Designed for all market sizes, DARTS is a flexible system combining reliability and creativity at a price that won't break your station's budget. DARTS is a PC-based system that offers single and multi-user versions. With a single user PC, DARTS offers small markets a cost effective system.

In larger markets, the multi-user version offers tremendously expanded functions at a much lower cost than other mini-computer systems on the market. The DARTS system encompasses all aspects of logging, traffic, co-op billing, accounts receivable, and sales and management reporting. Includes 5-year Sales History and Rotating Carts/Media features. Full system interfaces are available to many automation products, digital audio and the RCS-Selector Music Scheduling System. Datacount offers a complete Accounting Package designed exclusively for broadcasters.

Datacount's SALESCALL program is a prospect/customer database manager that is fully integrated with the DARTS traffic system and provides managers with vital account activity and sales rep performance.

Datacount offers customer support, system enhancements and quality products and services. DARTS runs on IBM and compatible hardware. Financing plans available.

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Your ONE-STOP Shopping Center!



THE NAB STORE

Just released publications and products available at the NAB Store:

- Radio Advertising's Missing Ingredient: OES Videotape Set
- Radio Station Turnaround Strategies that Work—Rerelease
- Trends in Radio Station Sales: 1989 -1991
- 1991 NAB/BCFM Radio Financial Report
- Audience Research Sourcebook
- Broadcast and Audio System Test CD II
- Broadcaster's Wage and Hour Guide
- Up the Management Ladder PD to GM

Plus:

■ Souvenirs ■ Promotional Items ■ Attache/Briefcases ■
■ Mic Flags ■ T-Shirts ■ Tote bags ■ Wearables ■ Kid's stuff ■

CONVENIENTLY LOCATED NEAR THE RADIO 1991 REGISTRATION AREA

Stop by and preview the new NAB Promotional Items product line
and the new Fall Edition of the Member Services Catalog.

VISA AMERICAN EXPRESS MasterCard

EXHIBITS

DATAWORLD 421
P.O. Box 30730
Bethesda, MD 20824
(301) 652-8822 or (800) 368-5754
FAX: (301) 656-5341
Contact: John T. Neff—Sales

DATAWORLD now in its 20th year of service to the broadcast industry, maintains comprehensive databases and computational programs for AM, FM, TV, LPTV and wireless cable. Directories, allocation and interference studies, population counting, FCC Flag Service, terrain elevation retrieval, FM and TV area-to-locale studies, AM groundwave calculations, AM daytime and nighttime channel studies (permissible radiation), license assignments and transfers, FCC/FAA tower locations studies and unused call-sign listings. Recent additions: three-second terrain data, FM and LPTV detailed interference studies, detailed coverage maps, population density maps, power density maps, terrain shadowing maps and received signal level maps. On-line 24-hour 300 to 9600 bps remote access.

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dbx, a division of AKG Acoustics, Inc. 202
1525 Alvarado St.
San Leandro, CA 94577
(415) 351-3500
FAX: (415) 351-0500
Contact: Natalie Nickel

The full complement of the dbx signal processors will be live along with the new model 363 2-channel noise gate. dbx will display its full line of audio processors and featuring dbx Type II processors which give cart machines CD dynamic range.

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Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

Decision, Inc. 118
402 S. Ragsdale
Jacksonville, TX 75766
(903) 586-0557 or (800) 251-6677
FAX: (903) 586-6751
Contact: Jim Gogfrey, Bill Keenan

Fortune 1000 computer technology is available today from Decision, Inc. Modern, Open System Standards ensure the long-term return-on-investment broadcasters desire. Broadcast Systems III is portable, running on any MS-DOS, OS/2, UNIX systems including the remarkable IBM RISC SYSTEM/6000. Software includes traffic, scheduling, A/R and logging. Additional modules include Prospect Management, Newsroom, Co-op/Copy and Financial systems. Intuitive, mouse-driven, graphical user interfaces encourage management involvement. All reports and manuals to be displayed and searched on-screen. True multi-user systems include E-mail, remote communications and PC, Macintosh or dumb terminal connectivity. Source Code available.

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DENON America, Inc. 938, 940
222 New Road
Parsippany, NJ 07054
(201) 575-5810
FAX: (201) 808-1608
Contact: Laura J. Tyson

New Recordable CD Cart Player DN-7700R, DN-970FA CD Cart Player with AutoTrack Select for programming, DN-950FA On-Air CD Cart Player—radio's favorite CD player.

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Dick Orkin's Amazing Radio 839
1140 N. La Brea
Los Angeles, CA 90038
(800) 621-6949
FAX: (213) 460-4280
Contact: Sandy Orkin

AMAZING RADIO: A unique syndicated package of humorous radio commercials created by Hollywood based Dick Orkin's RADIO RANCH. The campaigns provide an effective sales tool to sales departments and are accompanied by a dynamic presentation binder containing the research and strategy materials that led to their creative executions. AMAZING RADIO is now represented in more than 100 markets. There are no up front licensing fees until the advertiser commits!

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Dielectric Communciations 1007
Tower Hill Rd.
Raymond, ME 04071
(207) 655-4555 or (800) 341-9678
FAX: (207) 655-4669
Contact: Jay S. Martin

Dielectric offers a wide range of products for the FM broadcasters from transmitter output to and including the antenna. Products include quality, high performance ring and panel antennas, combiners, filters, switches, transmission line, custom multi station applications and more.

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Direct Mail Express 1113, 1115
2441 Bellevue Ave.
Daytona Beach, FL 32114
(904) 257-2500 ext. 224
FAX: (904) 257-2570
Contact: Mark S. Edwards

As the broadcast industry's most sophisticated direct mail company, DME combines full service direct marketing with database management to positively influence ratings. As a full service company, DME eliminates the middleman resulting in lower costs, faster turnaround and complete control of a project from start to finish. DME is an industry leader in influencing your core listener through database direct marketing and research. Our ability to define your core and utilize cluster targeted direct mail to your hottest clusters places Direct Mail Express on the leading edge of marketing in the 90's. Put DME to work for your station today.

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Dolby Laboratories Inc. 1307, 1309
100 Potrero Ave.
San Francisco, CA 94103
(415) 558-0200
FAX: (415) 863-1373
Contact: Kevinn Tam

DP5500 Series DSTL™: 950 MHz Digital Studio-to-Transmitter Link: 2 audio channels and 2 auxiliary channels in less than 300kHz of RF spectrum. Dolby AC-2 audio coding with state-of-the-art modem and RF technologies for contribution quality audio and robust and spectrum-efficient RF performance. Model 500 Series: Dolby AC-2 digital audio coding technology for two high-quality audio channels at 128K bits/per channel. Permits spectrum efficient digital audio transmission on RF or telecommunications links. Model 363: Two channels of Dolby SR and/or A-type noise reduction (switchable) for tape recorders, audio carts, VTRs, STLs, satellite transmissions.

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EXHIBITS

Eagle Marketing, Inc. 632
223 Linden
Suite #204
Fort Collins, CO 80524
(303) 484-4736
Contact: Paul Meacham

A full service advertising agency for Radio stations, specializing in direct mail; database marketing; sales and programming promotions. All services are provided by an in-house staff.

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Econco 1112
1318 Commerce Avenue
Woodland CA 95695
(916) 662-7553
Contact: Debbie Storz

Rebuilt power transmitting tubes and klystrons.

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Electronics Research, Inc. (ERI) 126
108 Market St.
Newburgh, IN 47630
(812) 853-3318
FAX: (812) 858-5706
Contact: David Davies

ERI manufactures and distributes a comprehensive range of omni and directional antennas, towers, Lambda mounting sections, filters, combiners multiplexers, and related components. Forty-eight years of experience has made ERI the preferred choice of station owners and engineers. Take advantage of ERI installations and gain the most extensive warranty available from any manufacturer. ERI is the nation's leader in Multi-user and Master Antenna Systems. Our registered, professional engineering staff can provide the solution to the most difficult structural and electrical installations. If you demand excellence, make ERI your SINGLE SOURCE for antenna and tower products.

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Exhibit Hall Hours

Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

Eventide, Inc. 1042
One Alsan Way
Little Ferry, NJ 07643
(201) 641-1200
Contact: Gil Griffith or Terry Wedin

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EZ Communications, Inc. 843
10800 Main St.
Fairfax, VA 22030
(703) 591-1000
FAX: (703) 934-1200
Contact: Ron Peele

Finally, a fully integrated digital editing and on-air System offering price performance superior to all other digital editing stations. EZ Digital works with your existing analog equipment today and provides an easy entry to the fully digital radio station of tomorrow. EZ Digital was designed by radio people for radio people, and focuses on removing the biggest productivity problems in today's radio station: tape manipulation in the production studio, cart management and accurate commercial logging. EZ Digital integrates production, on-air and executive modules with major traffic and music systems, giving you full and error free control over what you produce, air and bill. Come see us for a demo.

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Federal Emergency Management Agency 1338
Attn: NP-IR-IO-NS
P.O. Box 129
Berryville, VA 22611
(202) 566-1600
Contact: Rebecca Myers

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Fidelipac Corporation 417, 419
97 Foster Rd.
Moorestown, NJ 08057
(609) 235-3900
FAX: (609) 235-7779
Contact: John Tiedeck

Introducing the DYNAMAX DCR-1000 series of digital audio cartridge recorders and reproducers. Using standard 3.5" computer floppy disks as the recording medium, these machines function just like tape cart machines. Record time depends on the sampling rate which is front panel selectable. At a sampling rate of 32 KHz, a 4MB disk will hold 102 seconds of stereo or 204 seconds of mono material. Fidelipac is the leading manufacturer of broadcast cartridge products including the popular DYNAMAX CTR-90 series recorders and reproducers, erasers/splice detectors, AUDIOMAX and DYNAMAX tape cartridges, storage systems, alignment tapes, studio warning lights and bulk recording tape. The Broadcast Audio division of Fidelipac produces a wide range of modular audio consoles for on-air and production studios.

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Film House, Inc. 817, 819
230 Cumberland Bend
Nashville, TN 37228
(615) 255-4000
FAX: (615) 256-3380
Contact: Wayne Campbell

Film House is the leading producer of television marketing campaigns for radio stations, specializing in developing and producing TV campaigns designed to achieve the unique objectives of each station. With the most experienced marketing, creative and production personnel in the business, Film House consistently sets new standards for excellence in radio promotion. The success of client station in the U.S., Canada, England, Europe, and Australia has firmly established Film House as the leading innovator in radio promotion. With its extensive studio and production facilities, Film House offers radio stations the "state-of-the-art" in custom production, as well as some of the most successful market-proven TV campaigns ever developed for radio stations.

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FirstCom Broadcast Services, Inc. 1001, 1003
13747 Montfort Dr.
Suite 220
Dallas, TX 75240
(800) 858-8880 or (214) 934-2222
FAX: (214) 404-9656
Contact: Carl Rowden

FirstCom offers creative solutions to radio's marketing problems—from sales to programming, promotions and productions. The Custom Production Library allows clients to create a library that is custom-tailored to their specifications and budget. The Sound Designer Library, FirstCom's newest, hottest library, enables clients to score spots in minutes that sound like they took hours to produce. The Maximum Impact Library, for hot, contemporary stations, includes hot

EXHIBITS

sweepers, dynamic effects and cutting edge promos. Also featured by FirstCom are two sound effects libraries—Digiffects and Sound Ideas Series 2000. FirstCom's newest division is Direct Results Radio Advertising, a service to member stations designed to increase radio station revenues through research-based creative advertising ideas. Also offered by FirstCom are promotions such as Hot Tickets and Stations IDs.

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GE American Communications, Inc......832, 834
Four Research Way
Princeton, NJ 08540
(609) 987-4139
FAX: (609) 987-4517
Contact: Frederick D. Cain

GE American Communications, Inc. will exhibit total program delivery services for broadcasters via satellite. Satellite services include Digital Audio and SCPC Network Programming, SCPC for Data Applications, Broadcast TV, Syndications, Satellite Newsgathering, International/ Occasional Television, Business Video and International Broadcast Services.

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Gentner Electronics Corp.....1314, 1316
1825 Research Way
Salt Lake City, UT 84119
(801) 975-7200
FAX: (801) 977-0087
Contact: Charles Leonhardt

Gentner designs, manufactures, and markets a wide variety of Broadcast electronic equipment including: Audio Processing equipment (digital and analog for AM and FM radio stations), Voice Synthesized Remote Control for transmitters, Remote Broadcast equipment including Frequency Extenders, Telephone Interface equipment including hybrids and control systems, Audio Routing and Distribution equipment including Audio Patch Panels, Distribution Amplifiers and Signal Switchers and a full range of Teleconferencing equipment.

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Goal Line Guide 1325
Division of Gowdy Printcraft
22 N. Sierra Madre Ave.
Colorado Springs, CO 80903
(719) 634-1593
FAX: (719) 632-0762
Contact: Michael Murt

The *Goal Line Guide* is a unique merchandising opportunity to market your station while generating additional revenue during the third and fourth quarters. The Guide is an attractive, handy reference guide for all Pro and College football fans. It will help develop new business for your station. Your sales executives will meet greater success because combining the tangibility of print and the greater success because combining the tangibility of print and the call to action of radio produces a cost effective media mix. The *Goal Line Guide* will give your station constant exposure and has an extremely long shelf life of over 20 weeks.

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Harris Allied Broadcast Equipment.....420
Manufacturing: P.O. Box 4290
3200 Wismann Lane
Quincy, IL 62305-4290
(217) 222-8200
FAX: (217) 224-1439

Distribution: P.O. Box 1487
3712 National Road West
Richmond, IN 47375

Broadcast Resource Ctr.: (800) 622-0022
General: (317) 962-8596
FAX: (317) 962-8596
Contact: Gustavo Ezcurra, VP—Worldwide Sales

Manufactured Radio Products: AM: GATES and SX "A" Series solid state 1-5 kW transmitters; DX Series digital solid state 10, 25, 50 and 100 kW transmitter; phasers; FM: Digital 50 FM Exciter; THE-1 FM Exciters; HT series 250—1000 watt solid state transmitters; Platinum™ Series solid state 2-10 kW transmitters; HT Series 3.5-35 kW transmitter; antennas.

Distributed Radio Products: Complete line of radio studio products including Audiometrics CD10 cartridge player; Arrakis Digilink totally networked radio station; AKG DSE-7000 digital audio work station and MacroMedia AUDISK digital audio storage and automation.

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Hazel's Fantasy Factory.....944
1515 North Portland
Oklahoma City OK 73107
(405) 942-9960
Contact: Diane Beleele

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Henry Engineering.....415
503 Key Vista Dr.
Sierra Madre, CA 91024
(818) 355-3656
FAX: (818) 355-0077
Contact: Hank Landsberg

"FAST TRAC" self-contained dubbing system for making dubs without having to use a studio. Also, new products: "TWINMATCH" and "MICROMIXER." Complete line includes "The MATCHBOX," "SUPERELAY," "TELECART," and numerous other problem-solving devices. New digital telephone message system to be announced at this show. Also..."ROCK 'N' ROLL GRAFFITI" and "THE SEVENTIES" complete oldies libraries on compact disc now available.

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Hispano U.S.A. Network.....1234
5728 L.B.J. Freeway #440
Dallas, TX 75240
(214) 490-4774
Contact: Janie L. Garza

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IDB Communications Group, Inc.....502
10525 W. Washington Blvd.
Culver City, CA 90232
(213) 870-9000
FAX: (213) 838-6374
Contact: Beth Morris

IDB Communications Group is a leading supplier of transmission and distribution services for radio programming via satellite and fiber optics through its division, IDB Broadcast. The company offers a network of fixed uplinks connecting 38 cities in the U.S. and Canada with major teleport facilities in Los Angeles and New York for origination of sports, news, special event and syndicated programming, plus the largest fleet of transportable earth stations in the world for remote events and SNG. Stereo Digital Audio available between the U.S. and London, Paris, Moscow, Tokyo, Sydney and Germany. Voice/Data/FAX/Teleconferencing support services are also available.

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IGM Communications.....620
4041 Home Rd.
Bellingham, WA 98226
(206) 733-4567
FAX: (206) 734-7939
Contact: Rick Sawyer

Radio Program Automation Systems; PC-Based Switchers and Controllers; Multi-Deck Cartridge Playback Systems.

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EXHIBITS

IMAGEWORKS—
A Video West Company.....729
Broadcast House
55 N. 300 W.
Salt Lake City, UT 84110-1160
(800) 443-4813
FAX: (801) 575-7449
Contact: Jim Yorgason or Steve Aldous

IMAGEWORKS creates syndicated and customized, high-energy television campaigns that generate maximum response from your target audience. IMAGEWORKS offers a fresh prospective to your television promotions. IMAGEWORKS specializes in creating and producing TV spots that are on the cutting edge, focusing on Awareness. We approach every project as a creative partnership, which means your creative vision is as important as ours—from the initial concept to the final sweetening. IMAGEWORKS can assist you in developing and placing your television promotions. For more information call Jim Yorgason or Steve Aldous at (800) 443-4813.

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In All Seriousness, Inc......1226
P.O. Box 6366
Erie, PA 16512-6366
(814) 459-3268
Contact: Michael Kohlmiller

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Inovonics, Inc......343
1305 Fair Ave.
Santa Cruz, CA 95060
(408) 458-0552
FAX: (408) 458-0554
Contact: Jim Wood

Inovonics will be demonstrating its entire line of Audio Processors for AM (MW & SW), FM and TV plus their FM/FMX™ Stereo Generators. Featured at this show will be "The Sentinel," an all-mode Station Monitor Receiver with comprehensive audio diagnostics that provide absolute and meaningful measurements for comparison of broadcast signals. Program Directors, you won't want to miss seeing a demonstration of "The Sentinel." Twelve separate parameters for the program signal are simultaneously displayed, including Total Modulation, Program Loudness, Dynamic Range, Stereo Image and Spectral Profile. Measurements are easy to read and do not require technical interpretation for simple comparison studies.

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International Datacasting Corp...1043
2650 Queensview Drive
Suite 260
Ottawa, Ontario, Canada K2B 8H6
(613) 596-4120
Contact: Gary Carter

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International Demographics, Inc.....732
3000 Richmond
Suite 170
Houston, TX 77098
(713) 522-1016
FAX: (713) 522-5727
Contact: Mr. Robert A. Jordan

THE MEDIA AUDIT is a syndicated, multimedia, qualitative audience survey conducted by International Demographics in 45 markets. THE MEDIA AUDIT is available in printed reports, and it is also available in PC software programs from International Demographics TAPSCAN, STRATA and ARBITRON. In addition to the software programs, it is available in a timeshare system from Market Buy Market. Approximately 350 radio stations currently subscribe to THE MEDIA AUDIT reports.

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International Tapetronics Corporation.....231, 233, 235
2425 S. Main
P.O. Box 241
Bloomington, IL 61702-0241
(309) 828-1381 or (800) 447-0414
FAX: (309) 828-1386
Contact: Bruce Helling

The Series 1, Delta Series, and 99B Series tape cartridge machines; "DigiForm" Digital Audio Operating Platform; ITC Cart II broadcast tape cartridge and accessory products; and the ITC Audio Switcher system.

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Intraplex, Incorporated.....1139
80 Taylor St.
P.O. Box 2427
Littleton, MA 01460
(508) 486-3722
Contact: Peter Eadie or Christine Doyle, Communications Director

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ITP Paulist Communications.....1328
818 Roeder Road
Suite 600
Washington, DC 20010
(301) 588-0505
FAX: (301) 565-2015
Contact: Lawrence Rice, CSP

ITP Paulist Communications produces and syndicates PSAs and Public Service programming for most formats. Programs and spots include Sound & Sense (29:30, for AC, Top 40, Lite Rock, and Mix formats). Country Road (29:30, for country formats), Face The Music (29:30, for Rock formats and AOR), and the Paulist Newsmagazine (29:30, 14:30, 4:30, for all formats). Our spots promote honesty, forgiveness, personal integrity, strong families, and religious tolerance. Seasonal spots (some with localization) and full-length programs are available for Christmas, Easter and Independence Day. Some Spanish programming is also available.

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JAM Creative Productions, Inc......836
5454 Parkdale Dr.
Dallas, TX 75227
(214) 388-5454
FAX: (214) 381-4647
Contact: Jonathan Wolfert

JAM specializes in creating station ID jingles and image packages for top broadcasters all over the world. We offer syndicated and custom packages for all formats including CHR, A/C, Urban, Country, News/Talk, and Full Service. Demo CDs will be available featuring our latest work for stations like New York's Z-100 and WFAN, KOST and KKBT Los Angeles, Q-101 and WLS Chicago, KSON San Diego, WRQX Washington and more.

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JAMPRO ANTENNAS, INC......903
6939 Powe Inn
Sacramento, CA 95828
(916) 383-1177
FAX: (916) 383-1182
Contact: Alex Perchevitch

Established Products: JHPC—High Power FM Penatrator; JBPF—Band Pass Filter; JMPC—Medium Power FM Penatrator; JCR—Corner Reflector; JSDP—Cavity Backed Spiral Dipole Antenna; JAT—VHF Batwing; JAHD—FM Flat Panel Antenna; JSM—UHF Slot Antenna; JTC—Full FM Bank Spiral Antenna

New Products: JBBP—Balanced Penatrator, Broadband Sidemount for FM & TV; JHD—UHF Broadband Panel

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EXHIBITS

Johnston Products Company.....314
627 15th Avenue
East Moline, IL 61244
(309) 755-5021
Contact: Melvin LaForce

Cash cube money machine.

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LDL Communications, Inc......1038
14440 Cherry Lane Court, Suite 201
Laurel, MD 20707
(301) 498-2200
Contact: Jim Wilson

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Leukemia Society of America.....1332
Development Department
733 Third Avenue
New York, NY 10017
(212) 573-8484
Contact: Pamela Edelstein

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MacroMedia/DHK Group.....209
1320 Liberty Court
Northfield, MN 55057
(507) 645-5970
FAX: (507) 645-6635
Contact: Tim Valley/Robert Schellenberg

AUDISK-Digital Audio Automation System. MacroMedia introduces a new 3rd generation, multi-user digital audio storage system, AIRFRAME. Up to 128 *simultaneous* record/playbacks; keyboard, trackball/mouse and touchscreen workstations are available. Access from existing PCs, UNIX terminals, newsroom systems and direct connections to all traffic and billing systems. All new: an economical AUDISK version designed specifically for satellite-only operations; 1, 2 and 3-hour time-zone delay systems; complete Touch-Tone and modem remote access and control features.

Satellite Format AUTOMATION

Going Satellite?

There is no better way than *AUDISK*!

- DIGITAL AUDIO STORAGE
- UNLIMITED WALK-AWAY TIME
- NO TAPE OR CARTS!
- VARIABLE LENGTH AUDIOFILES
- TRAFFIC SYSTEM INTERFACE
- REAL-TIME COMMANDS
- DIGITAL DUBBING
- MODEM ACCESS
- NO MAINTENANCE
- OTHER NEW FEATURES

With AUDISK, everything is included to digitally automate any live or satellite music or news format. All jock liners, IDs, jingles, etc, your commercials, promos, PSAs, weather, etc, are all stored on *AUDISK*'s high-capacity hard disks. The basic system holds 360 minutes of stereo 15kHz audio, or 720 minutes in mono. You can add up to six additional disks to the system, giving an almost unlimited playback time.

Features:
* Simple to use, menu-driven software, with on-screen help
* Automatic jock and commercial scheduling for unlimited walk-away time
* Instant access to all audio
* Automatic rotation of jock elements (IDs, liners, etc)
* No need for another unit for production, since *AUDISK* can simultaneously record production while playing back to air.

Call TODAY for more information - (507) 645-5970

MM

MACROMEDIA 1320 Liberty Court, Northfield, Minnesota 55057 (507) 645-5970

The Management.....1137
P.O. Box 1-36457
Ft. Worth, TX 76136
(817) 625-9761
Contact: Debbie Charlton

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Marantz Professional Audio.....413
700 N. Commerce St.
Aurora, IL 60504
(708) 820-4800
Contact: Steven Kish

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Maritz Travel Company.....1143
Business Group Travel Division
11614 Calle Paracho
San Diego, CA 92128
(619) 485-1680
Contact: Annette Wolken

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Marketing Combinations, Inc......244
9200 Deer Spring Lane
Charlotte, NC 28210
(704) 554-8453
Contact: Mr. Dan Kensil

"CRACK THE SAFE" is the hottest new promotional product on the market today. Standing almost 7ft. tall, this dazzling high profile fixture has already helped stations in the Southeast generate additional dollars through "CRACK THE SAFE" promotions. The SAFE'S hi-tech design and illuminated signage has helped draw crowds by the thousands in nightclubs, restaurants, car dealerships, malls and shopping centers. If your station is looking for a vehicle to generate new dollars and increase awareness of you and your clients, come by and try to "CRACK THE SAFE!"

◆ ◆ ◆

Marketron.....402
101 Lincoln Centre Dr.
Suite 300
Foster City, CA 94404
(415) 341-4004
FAX: (415) 341-8197
Contact: Michael D. Rooney,
Director of Marketing

Introducing "FirstRate" Rate Management and Inventory Control Software for Broadcast Sales. After many discussions with broadcasters, Marketron has developed the most advanced system available for inventory and rate management. FirstRate combines all the elements necessary for day-to-day control over rate decisions. The system combines the most accurate demand pricing possible with audience information for schedule

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delivery and cost efficiencies. Designed specifically to work with Marketron's Traffic and Accounting systems, "First-Rate" is the only system that automatically collects all pertinent information on a spot-by-spot basis both in the past and in the future. This information allows better inventory demand pricing and forecasting future trends. Proposals and Management reporting are all included in Marketron's "FirstRate" system for Broadcast Sales. Also available from Marketron: Traffic, Management and Accounting for Stations and Networks. Systems are PC based and network compatible. Also available on Hewlett Packard Minicomputers. Systems include interface capabilities to other PC software for report customization. Historical Data may be viewed for client and rate analysis. Radio research systems for Stations, Reps, Networks, Agencies and Syndicators. Systems are available both on a local PC or time-shared. Single and multiple station analysis as well as multi-market audience delivery and Network performance reporting are a few of Marketron's Research capabilities. Systems are available through monthly fees or hourly usage charges.

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Marti Electronics.....738
P.O. Box 661
Cleburne, TX 76031
(817) 645-9163
Contact: Dan Rau

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Master Software Systems.....1304
Greater Muskegon Broadcasters
3565 Green Street
Muskegon, MI 49444
(616) 726-2837
Contact: Jim Schlichting

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MAXAGRID INTERNATIONAL, INC.....302
1350 Walnut Hill Lane
#135
Irving, TX 75038
(214) 550-0977
FAX: (214) 518-0935
Contact: Shane Fox, C.O.O.

MAXAGRID INTERNATIONAL specializes in the development, manufacturing, and marketing of Yield Management Systems for the broadcast industry. The advertising needs for customers vary. More customers can be accommodated when the principles of yield management are applied, and the different price needs of customers vary. The two goals of MAXAGRID are: To maximize the number of customers who purchase at higher price levels; and to increase the total number of purchasing customers. Price levels with MAXAGRID are matched with a customer's price sensitivity and advertising needs. MAXAGRID works with hundreds of clients across six different countries and three continents.

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METATEC/Discovery Systems.....1110
7001 Discovery Blvd.
Dublin, OH 43017
(614) 766-3130
FAX: (614) 761-4258
Contact: Anita Tedrow

Compact Disc and cassette radio station promotions. Compilation CD and cassettes customized with station and sponsor logos. Products include Rock Classics (AOR/Classic Rock), Good Time Oldies (Gold/AC), Country Classics (Country), Classical Encores (Classical), Happy Holidays (All Formats), Home Cookin' (local talent and morning teams).

◆ ◆ ◆

Metro Traffic Control.....210
2700 Post Oak
Suite 1400
Houston, TX 77056
(713) 621-2800
FAX: (713) 622-7045
Contact: David Saperstein

Metro Traffic Control is the nation's oldest and largest traffic reporting network now serving 40 cities and reaching 85 million listeners each day. Metro Traffic Control offers its affiliates up-to-the-minute traffic reports with on the scene accounts. Metro Traffic maintains state-of-the-art broadcast studios in each of our markets to guarantee top broadcast quality reports. MTC has its own engineering and computer departments to solve any problem that might arise. MTC offers a variety of reports from exclusive high resolution television graphics to live broadcasts from jet helicopters.

◆ ◆ ◆

Miller, Kaplan, Arase & Co., Certified Public Accountants.....813
10911 Riverside Dr.
North Hollywood, CA 91602
(213) 877-6171
FAX: (818) 769-3100
Contact: George Nadel Rivin, C.P.A.

Newly introduced DESKTOP PUBLISHED MARKET REVENUE REPORTS are prepared monthly for broadcasters in over 80 radio markets nationwide from data gathered via TOLL-FREE FAX lines. This is one of a broad range of services performed for radio stations. Financial statement audits, acquisition studies, allocations of station purchase price and tax planning and preparation are among the other services performed.

◆ ◆ ◆

Moseley Associates, Inc......339, 341
111 Castilian Dr.
Santa Barbara, CA 93117
(805) 968-9621
FAX: (805) 685-9638
Contact: Jamal Hamdani

Digital Studio-Transmitter Link, Transmitter Remote Control Systems, Fractional T-1 for Digital Audio, Digital Multiplex, Remote Pick-up Link, Switch 56/64 Remote Systems.

◆ ◆ ◆

Motorola Inc. (AM STEREO).....806
1216 Remington Rd.
Schaumburg, IL 60173
(708) 576-3592
FAX: (708) 576-5479
Contact: Don Wilson

AM Stereo exciters and monitors system technical support. AM Stereo receiver design and IC application support.

◆ ◆ ◆

Murray Walsh Radio Programming, Inc......901
52 Candlewood
Enfield, CT 06082
(203) 763-2838
FAX: (203) 683-0311
Contact: Michael Murray

Supermixx: A four hour CHR/Top 40 Dance Program delivered weekly on a barter basis. Supermixx is presently airing in 52 markets worldwide. Housemixx—A Two hour House Music Mix. Housemixx is mixed back-to back with (4) breaks total. The program is unhosted and also available on a barter basis.

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EXHIBITS

Music Director
Programming Service.....901
P.O. Box 51978
Indian Orchard, MA 01151-1978
(413) 783-4626
FAX: (413) 783-3168
Contact: Budd Clain

The complete line of Joel Whitburn's Record Research books are on sale in our booth, including the new Top Pop and Pop Annual books. Buy them right at our booth, and take them home with you. We're the company with A/C Currents on DAT or reel. Two plans available at half the cost of CD service. Check out our NEW Christmas Library on CD's, along with the best tested Oldies Libraries on CD, DAT or reel, sold as a buyout, with NO monthly payments. Ask about the special NAB discount, or when you return home, call us collect.

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Music & Media.....935
Rijnsburgstraat 11
1059 AT Amsterdam,
The Netherlands
31-20-6691961
FAX: 31-20-6691491
Contact: Leon ten Hengel

Music & Media, Europe's only Music Radio Newsweekly keeps you up-to-date, with the latest industry news on 18 national markets. With weekly Station Reports, reflecting airplay on Europe's leading radio stations and regular features on hard and software, marketing and management. M&M also gives you the Coca-Cola Eurochart Hot 100 Singles, as well as complete radio airplay charts by format. *Music & Media* is now also producing the Eurofile Radio industry directory. This unique reference book contains detailed information on more than 6,000 stations, listing frequency, broadcasting hours, format, ratings, main programmers, key personnel and more.

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NAB Legal Dept......731
1771 N Street, NW
Washington, DC 20036-2891
(202) 429-5430
FAX: (202) 775-3526
Contact: Barry D. Umansky

The NAB Legal Department reprises its popular "The Lawyer Is In; The Meter Is Off" legal answers booth. Radio broadcasters can have any legal/regulatory question answered by top legal practitioners and members of the FCC staff.

Whether your question concerns time brokerage, keeping your station license, EEO, contests & promotions, station improvement or financial workouts, the experts will be on hand to give you the answers you need for survival and success in the '90s. See page 15 for details on times and participants.

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National Guard Bureau.....1340
5109 Leesburg Pike
Suite 401A
Falls Church, VA 22041-3201
(703) 756-8883
Contact: Everett Guillory

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National Supervisory Network.....1242
P.O. Box 578
Avon, CO 81620
(800) 345-8728 or (303) 949-7774
Contact: M. Montemayor

NSN will be demonstrating its well known National Off-Premise Control Services, via satellite, including FCC Legal Monitoring and Control of transmitters, EBS Tower Lights, and other parameters (video/audio). NSN services provide complete logging, Trend Analysis, weather forecasts, and other information/news services. NSN will also demo PrivateLink Network data, message and audio services.

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NAUTEL.....1107, 1109
R.R. #1
Tantallon, Hfx. Co.
Nova Scotia, Canada B0J 3J0
(902) 823-2233
FAX: (902) 823-2233
Contact: Jorgen Jensen

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NETWORK MUSIC, INC......725, 727
11021 Via Frontera
San Diego, CA 92127
(800) 854-2075
FAX: (619) 451-6409
Contact: Ken Berkowitz

Network Production Music Library—98 volumes of outstanding music on CD with a new release each month. Sound Effects Library—50 volumes on CD featuring over 4,000 effects. Introducing SHOCKWAVE—7CD's of ear opening production elements.

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News Technology Corporation.....841
Farmers and Merchants Bank
201 Castro St.
Mountain View, CA 94041
(415) 965-7722
Contact: Peter Kolstad, President

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NPR Satellite Services.....825, 827
2025 M Street, NW
Washington, DC 20036
(202) 822-2600
Contact: Bill Bean

NPR Satellite Services offers a full range of domestic interconnection services to radio broadcasters. Available services include fixed and transportable uplinking, SCPC audio transmission, downlinking, digital fiber-optic audio channels and service to Galaxy and Satcom.

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The Omnia Group, Inc......1318
P.O. Box 23205
Tampa, FL 33623-3205
(800) 525-7117
FAX: (813) 286-4115
Contact: Dale P. Smrekar

Omnia offers personality testing services used by over 140 radio stations and groups. We serve over 5,000 clients in a variety of industries in 50 states and 10 countries. Our services are endorsed/recommended by radio consultants. The Omina Profile can be used for support, sales/management staff selection and review. We are faster, easier to administer and less expensive than most other services. Stop by to try the test and discuss your results.

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Orban, a division of
AKG Acoustics, Inc......202
1525 Alvarado St.
San Leandro, CA 94577
(415) 351-3500
FAX: (415) 351-0500
Contact: Natalie Nickel

Orban will display its world renowned over-the-air audio processors, the OPTIMOD series. These comprise: The new Digital OPTIMOD-FM model 8200. The OPTIMOD-FM complete compressor, limiter, stereo generator. The OPTIMOD-AM incorporating NRSC circuitry for mono stereo use. The OPTIMOD-TV including audio processing and BTSC stereo generator. The OPTIMOD-HF for shortwave application with filters from 4.5 to 6.0Hz cutoff frequencies. Transmission Limiters, exclusively dedicated to protection of digital shortwave or microwave links and telephone lines from peak overloads, etc.

EXHIBITS

Otari Corporation.....1026
378 Vintage Park Drive
Foster City, CA 94404
(415) 341-5900
Contact: Wende West

◆ ◆ ◆

Potomac Instruments Inc......808
932 Philadelphia Avenue
Silver Spring, MD 20910
(301) 589-2662
FAX: (301) 589-2665
Contact: Guy Berry

1900 Series Antenna Monitoring System; RC-16+ and 1500-PC Remote Control Systems; FIM-21/41 AM Field Intensity Meters; FIM-71 VHF/UHF Field Intensity Meters; AT-51 Audio Test System.

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Press Promotions, Inc......136
Listenerlink
523 S. Louisiana Street
Suite 401
Little Rock, AR 72201
(501) 821-2000
Contact: Carl Evans

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Profile Communications Ltd......1233
1196 Habgood St.
White Rock, BC Canada V4B 4W9
(604) 531-6908
FAX: (604) 536-8693

Profile Communications will make your 'position statements' STAND OUT! Attention PD's and GM's. Profile Communications provides voicetraks on liners and promos for radio and TV outlets. Your copy is fax'd to Profile Communications, recorded and couriered back to your production department for final assembly. The service provides any amount of liner/promo voice production required for one set fee...recalls included. This Voice Service is guaranteed to be what you want it to be! The Service cost is a low $400.00US per month if booked before Oct. 15/91.

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

Profit Plus Software.....316
2300 Bridgeway
Sausalito, CA 94965
(415) 331-3200
FAX: (415) 331-4066
Contact: Phil Page

Traffic Plus traffic & Great Plains accounting system; Sales Plus, sales management system; The Programming Works' Blue Book programming handbook. Traffic Plus is truly easy-to-use, providing mainframe power on IBM PCs & compatibles. Features: unlimited advance scheduling, AM/FM combo & simulcast flexibility, sophisticated avails control, up-to-the-minute graphic displays, automatic priority scheduling; flexible, extensive reports; Novell multi-user Local Area Network interfaces for music, digital/automation, satellite systems, Maxagrid® & Lotus 1-2-3®; user defined dayparts, hourly format clock, stopsets, stopset loading, continuity rotation; horizontal/vertical spot rotation option, coop script support, complete billing & optional Great Plains Accounting. Available for lease or purchase. Sales Plus provides complete sales & account management. Features: list management, billing analysis with comparison to goal & prior year, avail & competitive tracking, call records, account notes, weekly planning & extensive reports. The Programming Works' new *Blue Book* is the definitive programming handbook for the '90s. TPW consultants Garry Mitchell & Dan O'Toole cover air talent, music, promotions, research, marketing & more. The Programming Works is a leading consultant in CHR, A/C & oldies stations and is responsive to your needs in these competitive times. Now you can begin getting the customized, hands-on market-specific consultation your station deserves. Stop by, see the *Blue Book* and register to win a free copy.

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Prophet Systems (Ogallala Broadcasting Co.).....1120
113 West 4th Street
Ogallala, NE 69153
(308) 284-3007 or (800) 658-4403
FAX: (308)284-3517
Contact: Ray Lockhart

Audio Prophet is a totally computer based production and playback system that uses state-of-the-art 486/33 computers. Our strong point is a 10-stereo track Digital Editor that allows your production staff to become much more efficient. Additionally Audio Prophet has a very powerful control room system that can function as a satellite controller or be used in a live environment. Prophet System is also coming out with an optical based automation that can totally operate a radio station offering music rotation, voice tracking and commercial playback. Digital editing, live, Satellite or full automation—AUDIO PROPHET does it all.

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Pulse of Radio.....1111
1216-D U.S. Highway One
N. Palm Beach, FL 33408
(407) 626-3774 or (800) 226-PULSE
Contact: Eric Rhoads, Publisher

Stop by *The Pulse of Raido* Magazine booth and get FREE "Radio Is My Life" Stickers. Plus, sign up for a subscription and receive a FREE "Radio Is My Life" wristwatch (while supplies last). *The Pulse of Radio* is a bi-weekly publication just for Radio management. It addresses the issues facing Radio and offers solutions. It's all Radio. No TV, Cable or Records. Known for its cutting-edge interviews, advertsier interviews and timely editorials, *The Pulse* is a full-color magazine which has become known as "Radio's Management Resource." It's filled with information for decision making.

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Radio Advertising Bureau....1134, 1136
304 Park Ave. South
New York, NY 10010
(212) 254-4800
FAX: (212) 254-8713
Contact: Amy Weinstein

The Radio Advertising Bureau provides to both advertisers and agencies a completely free and confidential radio marketing consultancy. Our goal is to provide advertisers with the information they need to use radio more strategically and effectively.

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Radio Computing Services.....1012, 1014, 1016
Two Overhill Rd.
Scarsdale, NY 10583
(914) 723-8567
FAX: (914) 723-665
Contact: Lee Facto

SELECTOR—The Music Scheduling System used by more stations than all the other systems combined. SONGTRAK—The Research System for Callout, Auditorium,

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Perceptual and Store Sales. SONGTRAK turns your questions into answers. TRACKER —Digital Audio Logging with a week on one DAT tape. Play back any segment while you continue to record. MUSICBASE —The music archive system with over 25,000 songs. PRO RATE—Mega Rates Software for Radio—The only yield management system which meets the recommendations of the MegaRates Study by NAB.

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Radio Express, Inc. 1214, 1216
3575 Cahuenga Blvd. West, Suite 390
Los Angeles, CA 90068
(213) 850-1003
FAX: (213) 874-7753
Contact: Lynn Anderson,
VP Sales & Marketing

International licensing and distribution of American radio programs, jingles, music and production libraries to stations in over 70 countries outside the U.S. Exclusive representation of ABC, TM Century, Firstcom, Toby Arnold, etc. Formats include top 40, adult contemporary, dance, rap/urban, country, new-age and oldies. Programming available on a cash or barter basis in English or one of 25 language co-productions including American Top 40 and Hotmix. Many CD library and jingle packages in a wide range of musical styles, rhythm beds and sound effects including GoldDisc, HitDisc, Maximum Impact, Laser Lighting, DPL and The Ultimate.

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Radio Systems Inc. 1008, 1010
110 High Hill Rd.
Bridgeport, NJ 08014
(609) 467-8000 or (800) 523-2133
FAX: (609) 467-3044
Contact: Paul J. McLane

The new RS-2000 Cart machine with phase and flutter correction; RS-Series mixing consoles; RS-1000 and the new RS-700 Digital Audio Tape (DAT) machines; Audio D-A's, phono preamps and timers.

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Radiomail 1108
11620 Sorrento Valley Road
San Diego, CA 92121
(619) 481-8815
Contact: Peter Hobbs

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Ram Broadcast Systems 1034
P.O. Box 3100
Barrington, IL 60011-3100
(708) 383-7575
Contact: Ron Mitchell

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Rantel Research 1244
13 C Street
Ste. F
Laurel, MD 20707
(301) 490-8700
FAX: (301) 880-4190
Contact: Mr. Steven A. Smith

Rantel Research demonstrates its Fusion call-out research software system, designed exclusively for radio station in-house research departments. The Rantel software

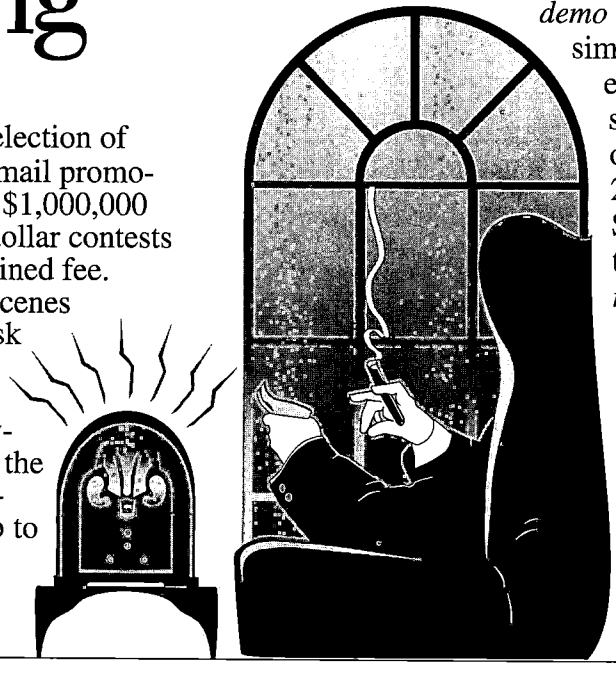
Give Away $1,000,000 For A Song

Sounds Easy, And It Is.

Today, you can pick from a selection of SCA "On-the-Air" and direct mail promotions that offer prizes of up to $1,000,000 and reap the benefits of high dollar contests for a small statistically determined fee. Simply, SCA is a behind the scenes benefactor that assumes the risk and covers the cost of the prize when someone wins.

SCA Promotions are everyone's favorites. Sponsors love the extra pull. Stations build audience share and listeners lineup to be winners. To date, SCA has covered over one half billion dollars in prizes and paid over $5 million dollars to lucky winners.

So for more information, free quotes and fun and exciting solutions – such as our time tested "Classic Countdown," or to tune in to our *contest demo line*, that features the simplest, most economical and secure way to run on-the-air contests, 24 hours a day, call SCA Promotions today. *Give away a million for a song.*



SCA PROMOTIONS

214.363.8744
1.800.527.5409
FAX 214.691.3071

8300 Douglas Ave., Suite 625
Dallas, Texas 75225

combined with Rantel's on-going research consulting allows stations to increase the quality, accuracy and productivity of their in-house research department and is already in use at such prestigious radio station as: Z-100/ New York, 98 Rock/Baltimore and Eagle 106/Philadelphia. A unique aspect of Rantel Fusion is Rantel's exclusive CATI (computer assisted telephone interviewing) which dramatically improves call-out efficiency/accuracy. Rantel Fusio was featured in the July 1991 issue of *Radio Only* magazine and will be demonstrated for the first time at Radio 1991.

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Register Data Systems 926
404 Gen. C. Hodges Blvd.
P.O. Box 1246
Perry, GA 31069
(800) 521-5222 or (912) 987-2501
FAX: (912) 987-7595
Contact: Lowell L. Register

The Digital Audio Division of Register Data Systems will introduce its new Digicorder digital audio record and playback unit. The base model will store up to 75 minutes of broadcast-quality audio for spots, jingles, promos, etc. Priced at under $6000, the RDS Digicorder is the lowest priced digital replacement for carts on the market. In addition, RDS will have its full line of low-priced, easy-to-use, highly versatile, computerized sales, traffic, billing and accounting systems designed by broadcasters with models to fit any size station in any size market. Financing is available on all Register Data Systems products.

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RRN Inc. 1302
175 Fifth Ave., #2379
New York, NY 10010-7703
(212) 627-1733
FAX: (212) 7272-2931
Contact: A.S. Niskanen

RRN provides local retail marketing programs for radio, TV and cable broadcasters. Two of RRN's best known products are the 69 Cent/Dollar® Program and Instant Auction™ System. This fall, RRN will introduce its first Cause Marketing Program titled Seed Money Challenge℠. The Flashfacts System Div. of RRN creates promotional database products which include its RADIOMAP℠ series and Restaurant Dining Guide series. RRN programs are being used by broadcasters in the U.S., Canada, New Zealand and Australia.

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S&S Broadcast Software 733, 735
428 E. 6400 South Commerce Park, #140
Salt Lake City, UT 84107
(801) 265-2992
Contact: Jim Sumpter

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Schafer Digital
dba Hansen Digital 1235
231 Lathrop Way, Suite H
Sacramento, CA 95815
(916) 646-3444
FAX: (916) 646-3493
Contact: Dean Cull

DigiSat II is a compact digital commercial system for radio stations operating a satellite network affiliation. DigiSat II automatically plays local commercials, jingles and short events. Digital stereo quality is never compromised and remains higher than or equal to the finest CD's. DigiSat II pioneered "time correction" used to automatically adjust the length of commercials and other local events. DigiSat II is delivered within hours of event storage and uses a combination of computer hard drive and beta tape to provide on-line back-up of the system hard drive. Simultaneous production/playback, UPS, logging and report printers, and VCA mixer are standard features.

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Scientific-Atlanta 1213, 1215
420 North Wickham Rd.
Melbourne, FL 32935
(407) 255 3053
FAX: (407) 255-3185
Contact: Mel Nance

Scientific-Atlanta Broadcast Radio and Data Systems is the radio industry leader in satellite communications equipment. Products and services include: Analog uplink and downlink systems for audio distribution. Digital audio satellite distribution systems (wideband and narrowband). Data broadcast uplinks and downlinks for point-to-multipoint data transfer and newswire distribution. In 1990 Scientific-Atlanta introduced Spectrum Efficient Digital Audio Technology (SEDAT) to its digital audio product line. This technology provides compact disc (CD) quality audio transmitted via data streams as low as 128 kbps. SEDAT uses a proprietary audio compression technique, including encoding algorithms and special coding for satellite transmission.

◆ ◆ ◆

Seacoast Communications
Group, Inc. 630
Seacoast Sound
825 Broughton St.
Victoria, BC Canada V8W 1E5
(604) 386-1131
Contact: Geoffrey Bate

◆ ◆ ◆

Sellmark 1033
96 Dudley Road
Sudbury, MA 01776
(508) 443-8053
FAX: (508) 443-4844
Contact: Richard R. Vanderslice

Sellmark is showing their range of high quality, competitively priced conductive plastic and carbon faders. Also, on display are Sellmark's motorized faders for automation, demonstrated in the Audiomation/Uptown console automation system.

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Sentry Systems 626, 628
2211 Fifth Avenue
Seattle, WA 98121
(800) 426-9082 or (206) 728-2741
FAX: (206) 441-6582
Contact: Lee Hurley

1. Hard Disk Digital Audio Recorder, Model DS-1, for automated or live stations.
2. Broadcast Automation Controller, Model FS-12, for live assist, total automation, and satellite. Will control most analog and digital devices.
3. Interfaces for other hard disk audio products, plus CD multi-play machines, reel-to-reel, R-DAT, SMC 250/350/450, IGM Go-Cart, Instacart and virtually any other automation equipment.

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Shively Labs 905, 907
86 Harrison Rd.
Bridgeton, ME 04009
(207) 647-3327
FAX: (207) 674-8273
Contact: Jonathan R. Clark

Shivley Labs manufactures both side-mount and panel-style FM broadcast antennas and such related equipment as branched and balanced FM combiner system, omni and FCC directional pattern studies, coaxial transmission line and related RF gear.

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EXHIBITS

SMARTS Broadcast Systems 1228
P.O. Box 293
Emmetsburg, IA 50536
(712) 852-4047
FAX: (712) 852-3061
Contact: John F. Schad

SMARTS Broadcast Systems offers the SMARTCASTER, a PC based digital audio and digital automation system that replaces conventional automation and cart technology with hard drive storage. The system is available for satellite, CD, or open reel cassette, and DAT tape configurations. SMARTS also markets a complete billing, accounting, and traffic program that produces logs, statements, sales and management reports, and interfaces to the SMARTCASTER so that data entry in the office computer drives the on-the-air SMARTCASTER. Both the SMARTCASTER and the SMARTS billing, accounting, and traffic systems are on display at the SMARTS booth. Call (800) 747-6278 for more information.

◆ ◆ ◆

Strata Marketing, Inc. 1002
540 N. Lake Shore Dr.
Chicago, IL 60611
(312) 222-1555
FAX: (312) 222-2510
Contact: Roger Skolnik

Computer software for qualitative and quantitative analyses. Strata helps your sales department by providing presentations using Arbitron, Birch Scarborough, Media Audit, Simmons and MA*RT. Complete on-site customer service and toll-free, immediate help from trained customer service representatives.

◆ ◆ ◆

Studer ReVox America, Inc. 1208, 1210, 1212
1425 Elm Hill Pike
Nashville, TN 37210
(615) 254-5651
FAX: (615) 256-7619
Contact: Dave Bowman, Director of Professional Dealer Products

Premiering...Studer's new D740 CD Recorder, a completely self-contained, rack mountable unit that supports electronic and optical digital I/O as well as analog I/O. Also...ReVox's new C221 CD Player. The Studer Dyaxis 2+2 Digital Audio Workstation will debut its new MacMix 3.2 software offering improved graphics, sample frequency conversion and snapshot DSP automation. Also featured-A764 FM Monitor Tuner with wide band composite output, Studer's full range of professional CD Players and Controllers, the Studer A807 2- and 4- track recorders and ReVox's PR99 & C270 Series for 2-, 4-, and 8- track recorders.

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Systemation 1135
337 North Water Street
Decatur, IL 62523
(217) 423-9763
Contact: Steve Bellinger

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Exhibit Hall Hours

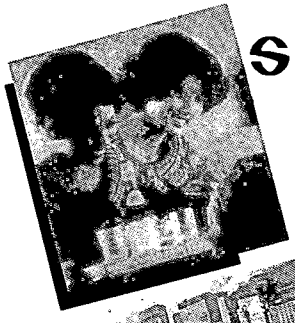
Thursday, Sept. 12
10:00-6:00

Friday, Sept. 13
10:00-6:00

Saturday, Sept. 14
9:00-1:00

BROADCASTERS!

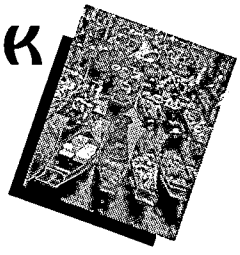
TAKE YOUR CLIENTS TO:



SINGAPORE

BANGKOK

&

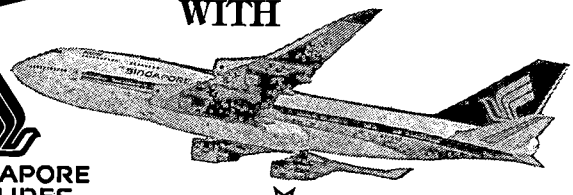




HONG KONG

(Your Choice: $1695 Per Person)

WITH



SINGAPORE AIRLINES

AND

TONY LEASE INCENTIVE TOURS

806 S.W. Broadway / Portland, Oregon 97205
503-295-2000 / 800-545-1010 / FAX 503-295-2102

More and more radio stations are looking into the exciting, profit-making, prestige-building sales incentive promotion initiated by TONY LEASE, THE STAR OF BROADCAST INCENTIVE TRAVEL!

You can take your clients to the great cities of Asia at prices little more than a deluxe Hawaii week. FROM $1695 YOU CAN ENJOY A WEEK IN EITHER SINGAPORE, BANGKOK, OR HONG KONG! The best airline in the heavens, Singapore Airlines, will pamper and spoil your clients with their legendary service and hospitality. The newest, biggest fleet of super jets is ready to take your clients to these faraway places.

Remember, Tony Lease has taken more broadcast groups to more international cities than anyone else in America! Tony Lease Incentives is ready to prove it to you. Come to booth 740, register for a fabulous trip, and budget a five star client tour for 1992! Do it now!

SEE US AT BOOTH 740

EXHIBITS

Tapscan Inc. 602
3000 Riverchase Galleria, Suite 850
Birmingham, AL 35244
(205) 987-7456
Contacts: Dave Carlisle, President/COO (Birmingham)—(205) 987-7456; Gayla Rathbun (Birmingham)—(205) 987-7456; Cindy Kimbrough, VP (Birmingham)—(205) 987-7456; Patty Strong Ellis (Los Angeles)—(213) 376-6242; Karen Travis (Boston)—(617) 890-1901

TAPSCAN: Radio sales software system to analyze either Arbitron or Birch. Offers complete scheduling capabilities. All reports are presentation-ready, featuring full-color and 3-D graphics. QualiTAP: Qualitative radio software system from Scarborough, International Demographics, Mediamark Research, Inc. (MRI). TargetONE: Qualitative radio analysis system based on combined data provided by MRI's National Doublebase Data; CACI Clustering Data; and either Arbitron or Birch. Brings qualitative-based research information to virtually every radio market regardless of size. GridONE: Demand-driven electronic rate card system. May be continually customized by user to reflect changing market conditions. Fully interactive with both Arbitron and Birch data. MultiMedia: Radio, TV and Newspaper analysis software system. Analyze individually or as a complete mix. The Director Series: Broadcast financial management software system. Modules include traffic, logging and billing, general ledger, accounts receivable, accounts payable, payroll and programming/media management. Continuity Director; Copy management software system. MusicSCAN: Music scheduling software system. Price: Varies by system & number of markets. Monthly license fee.

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Tennaplex Systems Ltd. 540
21 Concourse Gate, Unit 1
Nepean, Ontario, Canada K2E 7S4
(613) 226-5870
Contact: Maureen Rivoire

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TFT, Inc. 322
3090 Oakmead Village Dr.
Santa Clara, CA 95051
(408) 727-7272
FAX: (408) 727-5942
Contact: Darryl E. Parker

Live demonstration of FM Synchronous Booster System; New Composite, Frequency-Agile, Field-Programmable STL; New Low Cost MONO STL.

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The Church of Jesus Christ of Latter-day Saints (Mormon) 1343
Public Affairs Office
Radio News & Feature Services
50 E. North Temple St.
Salt Lake City, UT 84150
(801) 240-4397
Contact: L. Gerald Pond/Donald G. Russell

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TM Century, Inc. 1202
14444 Beltwood Parkway
Dallas, TX 75244
(214) 419-1050
FAX: (214) 419-1054
Contact: Richie Allen

ULTIMATE DIGITAL STUDIO-The complete digital control room system, integrating music, program scheduling, commercials and jingles on hard disc drive, and commercial copy for live spots. GOLD DISCS & HIT DISCS—Full formats on CD with weekly updates. THE 3 FOR 1 SPECIAL—The industry's largest selection of CD production libraries. STATION IDs—Custom and syndicated jingles for all formats. POWERPLAY—The fastest and easiest music scheduling software program. TV SPOTS—All new concept campaigns for call to action, call letter retention, and station positioning. THE COMEDY NETWORK—Weekly comedy service on compact disc, featuring song parodies, well known personality spoofs, and topical humor.

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Toby Arnold & Associates, Inc. 1232
Dallas Offices & Studios
3234 Commander Dr.
Carrollton, TX 75006
(214) 661-8201
FAX: (214) 250-6014
Contact: Dolly Arnold

Production Libraries, "Visions," "Attitude," "The Ultimate," "The Works"...You may choose any 3 of these for the price of 1.

Cash Tracks...Sales Promotion...Custom image music for local advertisers.

Station ID's...All formats...Custom to your exact specs or syndicated sings over existing tracks.
Other sales promotions...Direct mail..Profit mail...Scratch off games.

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Tony Lease Incentive Tours 740
Broadcast & Media Division
806 SW Broadway
Portland, OR 97205
(503) 295-2000
Contact: Tony Lease

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U.S. Air Force Advertising 1306
c/o E.H. Pechan & Associates
5537 Hempstead Way
Springfield, VA 22151
(512) 652-6608
Contact: Tom Willis

◆ ◆ ◆

U.S. Army Reserve 1336
Public Affairs Office
1815 N. Ft. Myer Drive
Arlington, VA 22209-1805
(703) 696-3963
Contact: Mark Zimmer

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U.S. Tape & Label 802, 804
1561 Fairview St.
Louis, MO 63132
(314) 423-4411
FAX: (314) 423-2964
Contact: Audrey A. Moore

U.S. Tape & Label manufacturers bumper strips and/or window labels for the broadcast industry.

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UNR-Rohn Construction Group 1036
P.O. Box 2000
Peoria, IL 61656
(309) 697-4400
Contact: Jim Williams

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Weather Services Corporation 908
131 A Great Rd.
Bedford, MA 01730
(617) 725-8860
FAX: (617) 271-0178
Contact: George J. Stamos

Weather Services Corporation, founded in 1946, offers customized forecasting services to the Radio Industry in major and small markets throughout the United States, Canada and the Caribbean. Our Media Division provides a trained staff of professional, talented broadcast Meteorologists dedicated to furnishing accurate, personalized forecasting services, live and/or taped, exclusively for each station's market at an affordable rate.

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EXHIBITS

Welwood International Film Production and Syndication.....1005
160 Washington S.E., Suite 138
Albuquerque, NM 87108
(505) 265-1899
Contact: Barbara Ferrel

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Wheatstone Corp......1207, 1209, 1211
6720 V.I.P. Parkway
Syracuse, NY 13211
(315) 455-7740
FAX: (315) 454-8104
Contact: Michael Shane

NEW PRODUCTS: Wheatstone Not-So-Hard-Disk: Digital hard disk for broadcast. Plays four stereo tracks simultaneously; handles up to 40 hours of digital quality stereo audio. Supports simultaneous on-air and production room record terminals. SP-40 Series Production/Air Consoles: Available in 2, 4 and 8 track formats. Allow production rooms to double as back-up on-air facilities. TS-500 Talent Station: Integrates microphone, timing, communication and monitoring functions into one easy-to-talk radio package. ALSO ON DISPLAY: A-500 an A-32 Radio On-Air Console, SP-6 Stereo Production Console, Wheatstone Studio Furniture.

◆◆◆

Yamaha Corporation of America.....1311, 1313
6600 Orangethorpe Ave.
Buena Park, CA 90620
(714) 522-9011
FAX: (714) 739-2680
Contact: Peter Horsman

Yamaha will feature the new digital recording products with the DMC1000 automated Digital Mixing Console, The DRU8 8 Trak Digital Recorder and the YPDR 601 Professional Compact Disc Recording System. Yamaha will also show its full line of analog products including microphones, mixing consoles, signal processing and effects as well as audio monitors, highlighting the MS60S and MS20 YST Processed Powered audio monitors.

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Additional Exhibitors

American Digital Radio.....1337
Radiotechniques
P.O. Box 367
Hadden Heights, NJ 08035-0367
(609) 546-8008
FAX: (609) 546-1841
Contact: Edward A. Schober

Digital Audio Broadcasting "In Band" proponent. ADR-DAB is a replacement technology for AM and FM broadcasting with strong multipath immunity and implementation path with protection of station equity.

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Special Events Area

Exhibit Hall Carnival
Thurs., Sept. 12—4:30-6:00

Programming & Production Showcase/Exhibit Hall Party
Fri., Sept. 13—4:30-6:00

Exhibit Hall Brunch
Sat., Sept. 14—10:30-12:00

Don't be Mixed up!

When these "Mix" stations chose a new handle,
they also chose a new jingle company...Thompson Creative.

KHMX/Houston KDMX/Dallas **WOMX/Orlando** WHTX/Pittsburgh
WWMX/Baltimore WAXY/Miami **WMXC/Charlotte**
WMXN/Norfolk **WTHZ/Tallahassee** WQAL/Cleveland
KSTP/Minneapolis KMGR/Salt Lake City **WRAL-FM/ Raleigh**

Hear the sound of the **NINETIES.**
Pick up your free copy of our new CD demo
at the Production Showcase Friday afternoon,
and hear Thompson Creative jingles today
on San Francisco's 94.9 KSAN.

Thompson Creative
4631 Insurance Lane, Dallas, Texas 75205

Call 1-800-RADIO I-D

EXHIBITS

Basys Automation Systems, Inc. 0241, 0243
287 Grove St.
Newton, MA 02166
(617) 244-0354
FAX: (617) 244-0354
Contact: Roland J. Boucher, Jr.

D-Cart is a multi-user, tapeless radio automation system, designed to record, store, edit, and replay stereo or mono material. D-Cart can be used for music, promo and commercial storage, as well as for recording and editing of news and documentaries. Using conventional or touch screen consoles, D-Cart can be used for manual or automated play to air. D-Cart is truly multi-user, allowing up to 24 separate users controlling 24 individual mono channels simultaneously and independently of each other. All D-Cart systems are fully expandable and provide high-quality audio material immune from hiss distortion, generation loss and other degradations common to tape.

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Bext Inc. 0811
739 5th Ave., Suite 7A
San Diego, CA 92101
(619) 239-8462
Contact: Dina Giannone

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Directions in Radio 1327
5353 Mission Center Rd., Suite 219
San Diego, CA 92108
(619) 299-5883
Contact: Jack Gracida

◆ ◆ ◆

Explosive Promotions, Inc. 1331
4801 S. University Dr.
West Tower
Ft. Lauderdale, FL 33328
(305) 680-8485
FAX: (305) 434-7594
Contact: Roy Rose

Promotional Packages to major sporting and entertainment events, which can be used for value-added marketing as on-air giveaways, sales incentives, etc. EPI also handles complete fulfillment for client incentive trips.

◆ ◆ ◆

Gold Media Group 0634
240 North Rock Rd., Suite 380
Wichita, KS 67206
(316) 683-5454
Contact: Mark Jabara

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Gotham Audio Corp 440
1790 Broadway
New York, NY 10023
(212) 765-3410
Contact: Russell O. Hamm

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Hungerford, Aldrin, Nichols & Carter CPAs 1308
678 Front Ave., NW, Suite 350
Grand Rapids, MI 49504
(616) 454-9361
Contact: Clifford Aldrin

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Impact Resources, Inc. 1333
125 Dillmont Dr.
Columbus, OH 43220
(614) 888-5900
Contact: Andrea Cottone or Lesley Cottone

◆ ◆ ◆

Independent Broadcasters Network 0706
40 E. 63rd
New York, NY 10021
Contact: Doug Stephan

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The Listmaster 0742
700 Fifth Ave.
San Rafael, CA 94901
(415) 485-5478
Contact: Allan Euphart

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Media Touch Systems Inc. 0342
50 Northwestern Dr., Unit 11
Salem, NH 03079
(603) 893-5104
Contact: John Connell

Touch Screen Broadcast Control Systems: OpLOG Air Control/Automation System integrates traffic, newsroom & play list systems, creating a "paperless" studio & fully interactive control "console."

OmniPLAY Compact Disc & Digital Audio Tape Systems provide comprehensive control of emerging audio technology for air, production & effects. OmniPLAY Automatic Engine brings the power of TOUCH SCREEN to conventional automation systems.

All systems support all audio source equipment: CD, DAT, Mass Digital Storage, Multicart, Telephone Systems, Reel Tape, Network and Satellite Delivery. High Performance Audio MASS Storage System Networkable Redundent stereo storage/retrievable for all program material. Special packages for Newsroom/Control room applications.

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Michael Day Associates 1237
Travel Incentive Specialists
P.O. Box 538
Nicasio, CA 94946
(415) 662-2237
Contact: Michael Day

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Northeastern Telecommunications 0837
234 East College Ave.
State College, PA 16801-4754
(814) 231-4700
FAX: (814) 231-4707
Contact: Reza Karamooz

ACTIONFONE™ is a radio station's dream. It can impart an unlimited amount of information to listeners. It can enhance promotions, appeal to advertisers, and improve your on-air sound while also providing the potential for tremendous cost savings and added revenue. ACTIONFONE™ provides many new and creative marketing packages for your sales staff. With the potential of over ten thousand spots in rotating "ad carousels" per ACTIONFONE™ system, the opportunities for revenue are limitless. ACTIONFONE™ is the most advanced, state-of-the-art digital interactive telephone communication system designed specifically for radio stations.

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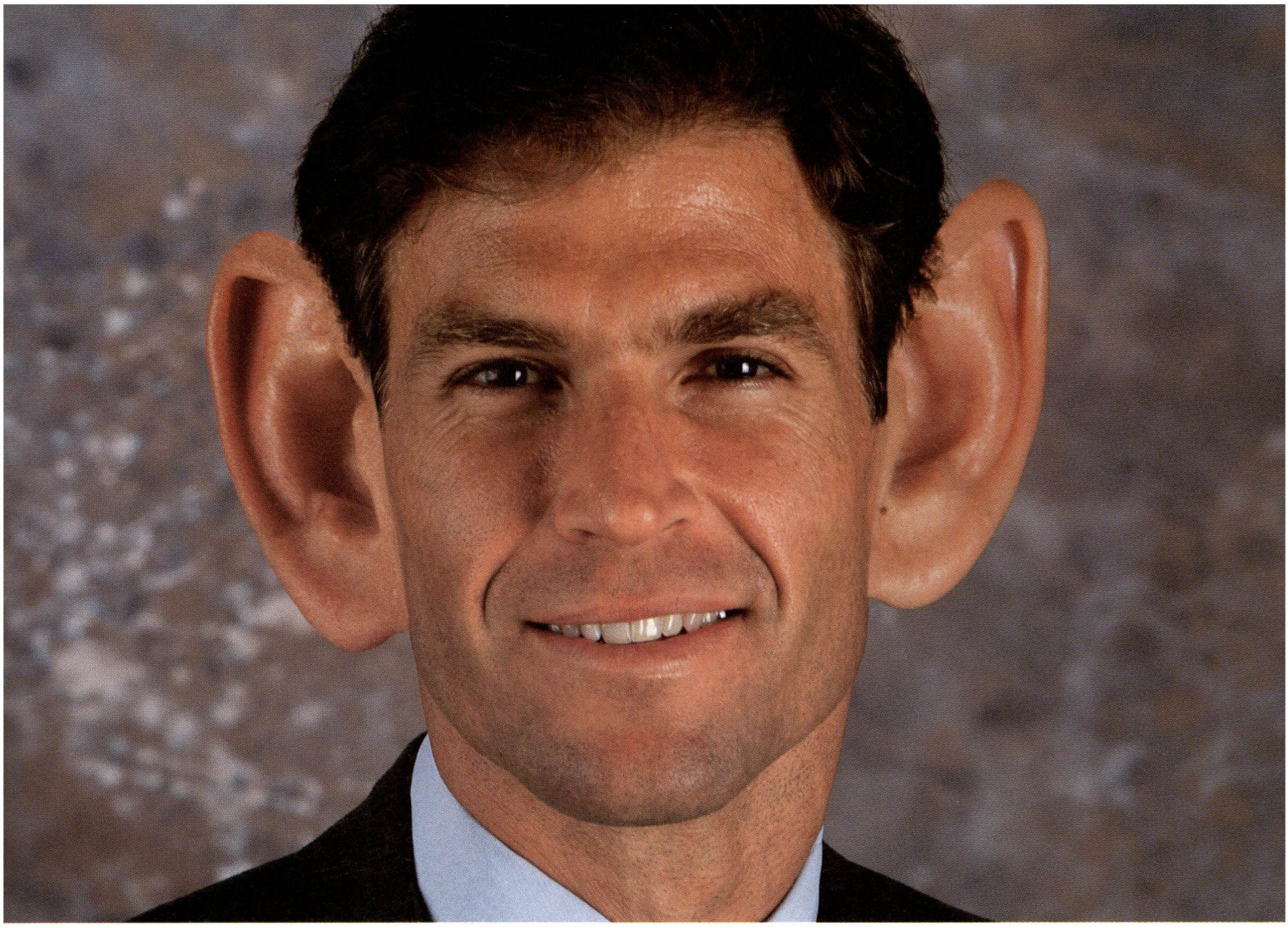
Pioneer Laser Entertainment . . . 932, 934
2265 E. 220th Street
Long Beach, CA 90810
(213) 816-5111
Contact: Jake Ramirez

◆ ◆ ◆

Telspan, Inc. 0704
1099 North Meridan St.
Indianapolis, IN 46204
(317) 630-2800
Contact: David Waltman

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U.S. Department of Health and Human Services 1334
Office of Public Affairs
200 Independence Ave.
Washington, DC 20201
(202) 245-1897
Contact: Gustavo Friederichsen



Is Your Signal Music to His Ears?

Your listeners have changed. By now most of them have been exposed to the big, full sound of digital audio. And whether they heard it through a compact disc or a digital broadcast, chances are they'll be able to tell if your sound quality doesn't quite measure up...and they may tune out.

SpaceCom Systems has a sound solution for your network. Introducing **DigitalWindow**,℠ the satellite audio delivery service that transports audio transparently at a highly affordable price.

Big Features, Small Dish.

The key to DigitalWindow's transparency lies in its high-performance digital audio receiver. It delivers audio that retains its original studio-quality sound, and features advanced network capabilities like these:

•**Remote Network Control**—the 16-function network control system allows for out-of-band signaling, meaning you can control remote automation equipment without interrupting or degrading your main audio.

•**Stereo or Mono Transmitting**—the DigitalWindow receiver (DW250) gives you the option of transmitting as either a stereo channel or two mono channels.

•**Addressability**—the DigitalWindow receiver lets you switch easily from service to service and comes with a separate data channel for sending E-Mail

•**Affordability**—with a one-time, per-station price less than $1,000, you can switch to DigitalWindow digital broadcasting for significantly less than what many companies charge. The DigitalWindow receiver also offers advanced, highly integrated electronic circuitry that is fully compatible with our revolutionary FM Cubed service.

SpaceCom's *fm*³.℠

FM Cubed gives you the power to deliver your network on a remarkable 29-inch receive antenna, delivering reliability that rivals dishes over 10 times its size. This compact antenna is a sure way to eliminate zoning problems, and it's a cinch to install.

The Clear Choice.

A low-cost, feature-packed receiver. Leading edge transmission services. Space segment costs that run well below what you're probably paying now. If this sounds good to you, you need to switch to DigitalWindow digital audio services from SpaceCom Systems. Transparent digital capability at a price that will be music to *your* ears.

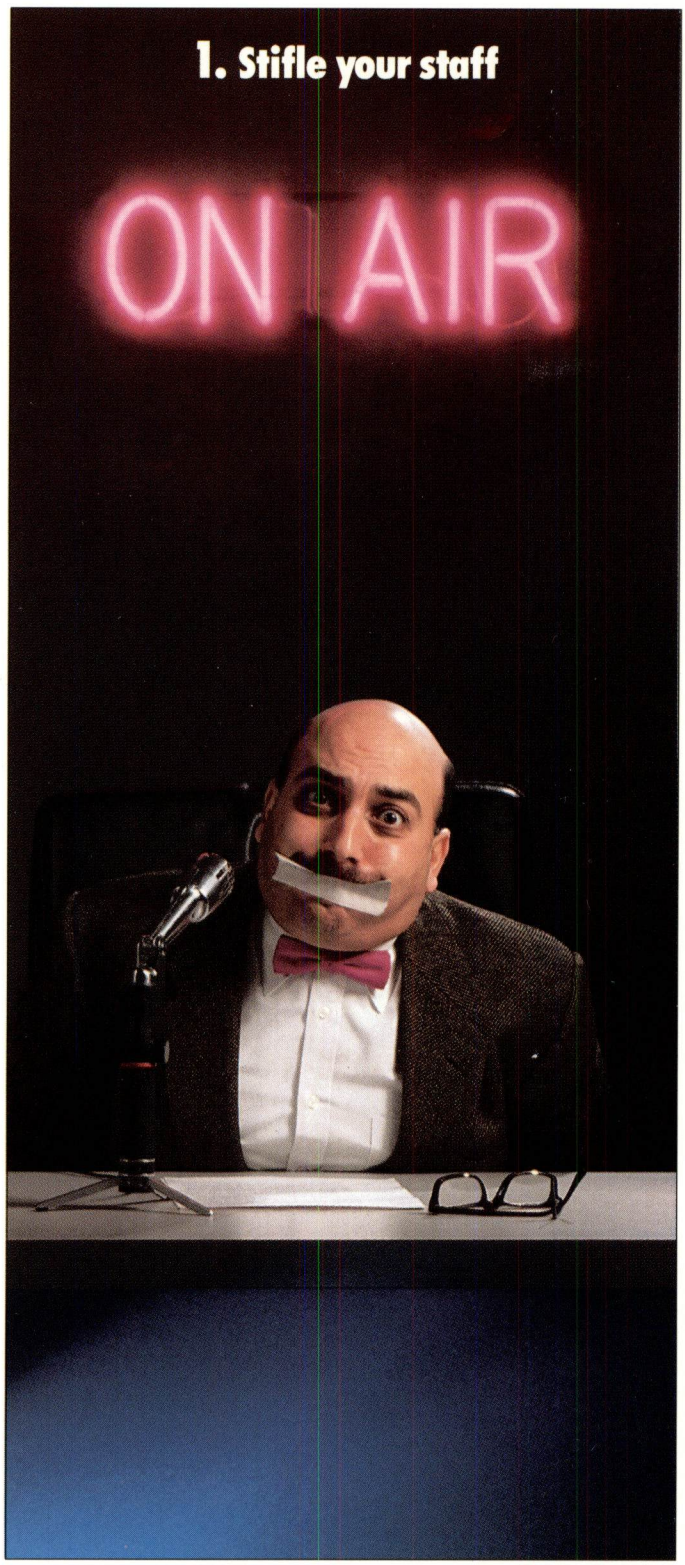
Call us toll-free now for more information.
1-800-950-6690

SPACECOM SYSTEMS®

Down-to-Earth satellite solutions.℠

3801 S. Sheridan • Tulsa, OK • 74145-1129

Two ways to protect your station.



2. Or sign on to Media Plus

Being sued for what you broadcast is no gag. Even your most seasoned staff can blow it or unintentionally anger or offend someone. Someone who may decide to sue. And if they get you in front of a jury, the odds against you are 4 to 1.

But don't muzzle your minions. Instead, tune in to the state-of-the-art libel policy that covers claims your general liability policy won't.

Media/Professional and representatives of the broadcast industry sat down together to design this prime time coverage. It combines insurance for punitive damages with defense protection that won't reduce your policy limit. That's right, defense costs are covered in addition to your limit.

Plus, we focus in on more than just libel claims. Like bad advice, bodily injury, incitement claims and other mistakes arising out of the content of broadcasts. Theft of ideas and infringement of copyrighted material. And off air exposures like a trespassing cameraman.

So don't stifle your staff. Ask your insurance agent to check out Media/Professional's First Amendment sensitive plan. With our experienced in-house claim attorneys, our affiliation with A+ "Superior" rated SAFECO, and affordable premium options, we're the nation's leading media insurance underwriter. Just look at our name.

For more information, see us in the main registration area of the Moscone Center or call NAB at 800-368-5644 or Media/Professional at 816-471-6773.

Endorsed by the National Association of Broadcasters.

Media/Professional Insurance, Inc.
Two Pershing Square, Suite 800 · 2300 Main Street
Kansas City, Missouri 64108

America's E & O Authority