

**1590-KYOK  
AM STEREO**

**Ever since KYOK announced that it would be broadcasting in stereo, people have repeatedly asked when we would go "FM".**

**Well...even when an AM station converts to stereo, it will still be found on the AM dial.**

**But Okay! To many people, stereo has become synonymous with FM... and since KYOK will soon be broadcasting in stereo...we guess that in a way you could say KYOK is going FM.**

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**AM'S / FM**

**KYOK stereo is coming soon**

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Contact: Jim Maddox, Vice President  
General Manager  
(713) 526-7131  
10/14/82

FOR IMMEDIATE RELEASE

KYOK will become the second Houston area radio station and the first Black Formatted AM station in the country to begin broadcasting in AM stereo.

KYOK will be on in stereo for two days starting this Sunday (October 17) for two days of testing and evaluation and then back on in stereo permanently approximately one week later.

WILLIE DAVIS - Owner and President

Willie Davis, the former All-American and Hall of Fame Football Great has purchased KYOK. Mr. Davis studied under the guidance of Vince Lombardi for some ten years and during that time received four world championship crowns.

Mr. Davis now owns a total of four radio stations: KACE-FM, Los Angeles; WLUM-FM/WAWA-AM, Milwaukee; KQIN-AM, Seattle and his most recent acquisition KYOK-AM, Houston.

In addition to Mr. Davis' radio station ownerships, he owns Willie Davis Schlitz Distributing Company in Los Angeles, part owner of a school supply office and is on three boards of directors - Schlitz, Fireman's Fund and Alliance Bank (an institute he helped found).

JIM MADDOX - Vice President and General Manager

.....Jim Maddox is the gentleman who was responsible for the successful programming at KMJQ/Majic 102 FM.

In 1977, Maddox was asked to be a consultant at Majic 102 FM, where he eventually became Majic 102's general manager.....and the rest is history.

After Mr. Maddox had fulfilled his obligations at Majic 102, he went on to WBMX, Chicago to achieve major success.

Mr. Maddox has brought his expertise back to Houston - and is now applying his MAGIC at 1590 KYOK.

RICK ROBERTS - Operations Director

Rick Roberts, a native Houstonian, began his broadcast career in 1961 at KYOK. Rick Roberts has been an announcer, music director, program director and is now KYOK's operations manager.

Rick Roberts was responsible for the development of KYOK's "We Love You Show" and KYOK's Black Charities Funds.

Over the course of 20 years in the broadcast industry, Rick Roberts received many community service awards from the Houston Community for his involvement in organizational affairs at KYOK.

BILL TRAVIS - Music Director

Bill Travis entered broadcasting in 1971 in his home town, Jacksonville, North Carolina. Travis has worked in Washington D. C., WZGC-FM; Atlanta, WPGC-FM; and Majic 102, Houston where he served as program director for the latter radio station.

Travis topped all announcers in the country with the 1979 Billboard Air Personality of the Year Award. A true professional and one of the finest voices in Houston, Travis can be heard from 6:00AM-10:00AM Monday through Saturday on the all new KYOK.

EARL BOSTON - Announcer

Earl Boston's career was largely affected by participation in the community. His musical career started in 1975 in an inter-city record shop which lead to spinning records in local Boston entertainment centers. In 1977, Earl attended Graham Junior College and immediately took interest in broadcasting at WKLB, Graham's radio station. He received an internship at WILD radio station which truly got him interested in broadcasting as a profession. After three years with WILD, he began announcing for WCAS in Cambridge, Massachusetts.

Earl arrived to Houston air waves in August, 1982 on KYOK. Join him Sunday's from 2:00PM-6:00PM and Tuesday's through Saturday, midnight-5:00AM.

JEWELL MC GOWEN - Announcer

Seeds of a career in broadcasting were planted in junior high school when Jewell Mc Gowen was chosen School Reporter for KYOK. Her college years were spent working as an announcer and program director at Hampton Institute's college radio station, WVEC. After graduating in 1970, that same year she started working at KXYZ-FM (later KAUM) where she became an announcer in 1971 and was there until 1976. During those years, she had a local television show on KTRK-TV Channel 13. In 1976, she went to Los Angeles to work at KDAY radio and for Majic 102, Houston in 1977. After quietly retiring for five years to devote to raising her family, Jewell is back and ready in 1982. Tune in Monday-Friday 10:00AM-2:00PM.

JOHN W. SMITH - Announcer

An 11 year veteran in the broadcast industry, John started at the age of 16 as a weekend announcer while still in high school in West Point, Mississippi. After obtaining a degree in Communications in 1977, John packed his bags and has worked in a number of markets: Memphis, WHBQ; Denver, KIMN; Chicago, WVON and WDAJ-FM, Houston, KULF-AM and now KYOK-AM.

John's unique style can be heard on evening drive 2:00PM-7:00PM.

SUSIE STILLWELL - Announcer

Susie Stillwell started her career in broadcasting in various areas of the field. At KUTE, Los Angeles, she was an announcer, assistant anchor at KTNQ, Los Angeles, community relations director at KLAC and music director and public relations for KLEC, Los Angeles.

Susie has been an announcer for KYOK for the past four years. Her lovely voice can be heard nightly 10:00PM until midnight.

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RALPH COOPER - Sports Director

Ralph Cooper has come to be one of the best known sportscasters in the country since joining KYOK-AM in 1973. That opinion is shared by not only his listeners, but also by his contemporaries in the sports field. His talents have not been limited to the black college and high school sports; he has been present at numerous big sporting events such as The Thriller In Manila (Frazier vs Ali), Rumble In The Jungle (Forman vs Ali) and the 1976 Olympics in Montreal to name just a few. He has talked to some of the top names in sports, breaking exclusive stories due to the respect and confidence athletes and owners have come to admire in Ralph's style of reporting.

Ralph Cooper's Sports Talk Shows give listeners a chance to add input and talk with the athletes who are making sports history.

GEORGE NELSON - Religious Director

George Nelson started in radio in 1953 at radio station KTRH in Houston. He then went on to KYOK and has been an instrumental part of the station's growth for the past 20 years.

Mr. Nelson has been responsible for many "first" such as the "High School Reporters" project in black high schools in the late 50's, - KYOK recently re-implemented this program - the "Sock Hop" for teenagers, and in cooperation with the Christian Rescue Mission, created the "Mountain of Food" project which through the years gave food and clothing to the poor and needy at Christmas time.

Tune in to Brother George Nelson's gospel program from 5:00AM-6:30AM Monday through Friday and every Sunday morning 6:00AM-10:00AM.

# 1590-KYOK

AM Stereo  
RATE CARD #14

(EFFECTIVE AUGUST 1, 1982)

AAA - MONDAY-FRIDAY	5:30AM - 10:00AM	AA - MONDAY-FRIDAY	10:00AM - 8:00PM
	3:00PM - 8:00PM	SATURDAY	5:00AM - 9:00AM
SATURDAY	9:00AM - 9:00PM	SUNDAY	9:00AM - 8:00PM
A - MONDAY-SUNDAY	8:00PM - 12MID	ROS - MONDAY-SUNDAY	5:00AM - 12MID
SUNDAY	5:00AM - 9:00AM	MONDAY-SUNDAY	12MID - 5:00AM**
		** (OVERNIGHT)	

<u>GRID (:60)</u>	<u>A/ROS</u>	<u>AA</u>	<u>AAA</u>
I.	\$30	\$40	\$50
II.	\$40	\$50	\$60
III.	\$50	\$60	\$70
IV.	\$60	\$70	\$80
V.	\$70	\$80	\$90

<u>GRID (:30)</u>	<u>A/ROS</u>	<u>AA</u>	<u>AAA</u>
I.	\$25	\$32	\$40
II.	\$32	\$40	\$48
III.	\$40	\$48	\$56
IV.	\$48	\$56	\$64
V.	\$56	\$64	\$72

- \*ROS - CAN BE SCHEDULED MULTI-DAY ONLY.
- \*AD COPY IS DUE 48 HOURS INADVANCE OF BROADCAST,  
SUBJECT TO STATION APPROVAL.
- \*THIS CARD IS FOR REFERENCE ONLY AND DOES NOT CONSTITUTE AN OFFER.
- \*:10 SECOND COMMERCIAL ANNOUNCEMENTS ARE 50% OF :60.
- \*OVERNIGHT DAY PARTS (:60) - \$25 (:30) - \$20.
- \*POLITICAL RATES UPON REQUEST.

# 1590-KYOK

AM Stereo

## Summary of Sponsorship

1 / 60 or 30 second commercial announcement in each Newscast

### Plus

Open and Close Billboards

(I.E.)

This Newscast is brought to you by \_\_\_\_\_

### Close

This Newscast has been brought to you by \_\_\_\_\_

Investment Per Newscast \$75.00  
(Minimum 3 per week)

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## Newscast Sponsorship

The New KYOK is offering a low cost efficient way to reach Houston's young mobile adult audience Monday through Saturday at the same time everyday during peak drive time periods.

### Monday - Friday

AM

6:50 - 6:55  
7:20 - 7:25  
7:50 - 7:55  
7:55 - 8:00  
8:20 - 8:25  
8:50 - 8:55  
9:50 - 9:55  
11:50-11:55

PM

2:50 - 2:55  
3:50 - 3:55  
3:55 - 4:00  
4:50 - 4:55  
5:20 - 5:25  
5:50 - 5:55

### Saturday

6:50 - 6:55 AM  
7:50 - 7:55 AM  
8:50 - 8:55 AM  
9:50 - 9:55 AM  
10:50-10:55 AM