

300 DAYTIMERS GO FULLTIME

U.S., Mexico Sign Pact Aiding 2300 Daytimers

About 2300 daytime-only AM stations can now either operate fulltime or at least broadcast for two hours past local sunset. After five months of mysterious delays that still remain unexplained, the United States and Mexico last week (8/28) finally signed a new international AM treaty containing the daytimer relief.

Stations are free to begin using the new operating hours immediately, as long as they've mailed the FCC a written notice of their intent to do so, along with information on the technical method they'll use to reduce power at night.

Approximately 300 daytimers on the Mexican clear channels get 24-hour authority under the agreement. Those channels are 540, 730, 800, 900, 1050 and 1220 kHz. Another 2000 daytimers can operate for all or part of the two-hour period after local sunset. Only about 100 daytimers get no relief under the new pact.

Daytimers were notified of their nighttime power levels, 500 watts, to a disappointing handful of watts, in 1984.

no changes in the agreement in the six months it languished in their bureaucracy.

Negotiations on the agreement concluded last August. Initially, the final signing was delayed when much of Mexico's AM data base was destroyed in the devastating Mexico City earthquake.

The data base was restored with U.S. assistance, and McKinney, via satellite from an AM conference in Geneva, announced to the NAB Convention that the deal would be signed April 22. That date, and many others later rumored by various sources, came and went without action — until last week.

Palmer reported. "This time it's not a drill," he told his staff.

This month WATH is broadcasting until 9:45pm, although Palmer says that will be trimmed to 7pm in December, when days are shortest. But even that extension should be adequate, he says: "I think in most markets prime time is 4:00 to 7:00pm."

miles and a usable signal for 60 miles."

For the moment, KWOA is signing on an hour earlier each day, at 5am, and staying on the air with its Country/Farm News/News format until midnight. In anticipation of the change, the station has signed with NBC Talknet, and this week will begin airing local sports from four neighboring communities that never before enjoyed broadcast coverage.

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— Jim McKinney, FCC

Delays Still A Mystery

FCC Mass Media Bureau Chief Jim McKinney commented, "I cannot to this day tell you why it took six months from March to get this signed. Nobody here can say why, and I don't believe anyone in Mexico City can, either." McKinney added that the Mexicans made

WATH: "This Is Not A Drill"

Some daytimers wasted no time exploiting their new authority, including NAB Daytimer Committee Chairman David Palmer, VP/GM at WATH & WXTQ/Athens, OH. "It came down the wire at 5:52pm and we stayed on that night,"

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— David Palmer, WATH/Athens, OH

"Momentous Step" Lauded

NAB Radio Chairman Bev Brown of KGAS/Carthage, TX hailed the U.S.-Mexico pact as a "momentous step in the history of U.S. daytimers." He added, "Now, finally, we can greatly expand daytime radio's reach in those areas that often need their services most. This treaty signals a giant step forward in our overall efforts to achieve daytimer improvements."

During the summertime, WATH will stay on until 11pm. "That's attractive," Palmer relates, "because there's baseball and other things we'd like to do on the AM side."

Palmer added, "My concern now turns to hoping that daytimers will utilize this new opportunity fully. Many broadcasters are going to be pleasantly surprised at what these lower power levels are capable of doing. This offers new and exciting sales opportunities... now use them!"

Daytime Leader No Longer A Daytimer

One daytimer who's been active in the fight for longer hours is Jim Wychor of KWOA/Worthington, MN. Formerly President of the Daytime Broadcasters Association, Wychor last Thursday saw a dream realized when his station, an occupant of a Mexican clear channel, became a fulltime facility. "I've been personally working on this for 20 years, so it was worth it," Wychor explained.

Wychor said he was "absolutely overjoyed" when word came last week of the signing in Mexico City. "We went on the air that night. We got 159 watts and have a solid, interference-free signal for 45

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— Jim Wychor, KWOA/Worthington, MN

NAB President Eddie Fritts praised "the tireless diplomatic efforts of the FCC, our State Department, Mexican broadcasters, the Mexican government and the U.S. and Mexican Embassies in Mexico City and Washington."

Said Fritts, "To agree on an international treaty of this scope takes considerable time and the concerted effort of many different groups... most of all, the collective efforts of our daytimers, who know their audiences and demonstrated the indisputable need for this accord."



Just finished reading the second issue of Mediatrix. Incredible! Congratulations. I now know where I'm going to buy another radio station.

GEORGE JOHNS

specific information needs, Rollye Bornstein uncovered three distinct areas of deficiency: there was no comprehensive yearly publication designed to be used for programming purposes; there was no trade dealing with current changes beyond a superficial treatment; and finally, in a more utopian vein, there was no one source to contact when questions of a specialized nature surfaced. Filling all three requests in a cost efficient manner became the focus of Rollye's company, Mediatrix, Inc. The initial response has been gratifying.

Many of you may recognize Rollye from her years as Billboard Magazine's radio editor. Others remember her as the writer/producer of several well known syndicated programs including Watermark's "Soundtrack of the '60s". In addition, she has served in virtually every capacity both on the air and off, at a number of well known radio stations throughout the country including work with Fairbanks, Storz, Infinity, Greater Media, and Cap Cities.

Mediatrix has been praised by everyone from corporate presidents to local air personalities. Key industry figures were quick to subscribe; quicker to voice their satisfaction. In looking over the material Mediatrix provides, we too feel it is a product that deserves attention. We hope it will intrigue you sufficiently to subscribe. Should you need more information, please feel free to contact Allied.

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NEWS BRIEFS

RIAA Moving HQ To Washington

As mentioned in Street Talk last week, early in 1987 the Recording Industry Association of America (RIAA) will move its headquarters from New York to Washington, DC. The association will also be seeking a "prestigious political specialist" as President, succeeding Stanley Gortikov, who will become Chairman and then retire in the next two to three years.

Gortikov explained, "Our intended move to Washington reflects the industry's growing need for closer contact with Congress and many government branches. The commercial and creative health and growth potential of our member companies are increas-

ingly linked to Washington objectives."

Besides Congress, RIAA says it maintains regular contact with the Special Trade Representative, National Endowment for the Arts, Copyright Royalty Tribunal, Copyright Office, and the Departments of Justice, Treasury, and State.

Other Key Developments:

• One new hire and five promotions at NAB: Loretta Uccelli named VP/ Public Affairs & Communications; Susan Kraus promoted to VP/Media Relations; Valerie Shulte upped to Senior Associate General Counsel; Kevin Burke, Theresa Rebel, and Howard Woolley promoted to Director/Government Relations.