

Des Moines, Iowa
Spring, 1964

Introducing . . .

THE ALL - NEW
AND COLORFUL
K S O RADIO

KSO is Des Moines' oldest radio station. It was the first standard AM station in Iowa. It is one of the ten oldest stations in America.

KSO serves almost 1 million residents of Central Iowa and has been serving its audience for longer than almost any other station you can think of.

Whitehall Stations acquired KSO on April 1, 1964 and simultaneously inherited this long, long tradition of service. It's a tradition we cherish and is at the same time a challenge for future service we eagerly welcome.

For at the Whitehall Stations, service is our business - service through Radio, we mean. And at Whitehall, Radio is our only business.

The goal of this presentation is to acquaint you with the Whitehall techniques that are now being applied to KSO.

THE IMAGE FOR WHICH WE STRIVE:

We call our style of broadcasting "Modern Radio, Set in Pure Gold." We use the time-proven techniques of modern radio augmented by new techniques developed at the Whitehall Stations. We base our programming on modern music and we surround this music with Pure Gold features.

We strive to have something for everyone; from the 14-year olds, to the folks in middle age. Our chief target is the group of lively, young adults from 18 to 45. We intend to achieve an audience composition that is 1/3rd adult men; 1/3rd adult women and 1/3rd 18 and unders.

We talk up to our audience. We try to convey to them our philosophy that when they ride with a Whitehall Station, they go first class all the way. Whatever we do at KSO Radio must be consistent with our Pure Gold concept. The Pure Gold ideal extends also to our commercial practices, as you will learn later in this presentation.

At KSO Radio we have adopted a "Big Top" theme, taking our cue from the wonderful world of the circus. We convey the image of KSO as the greatest show on earth. Our main amphitheatre is the "Carousel Studio." Our turntables are the "KSO Musi-go-Round." Our announcers are "Ringmasters" (but never clowns). Our special features appear in "Ring One, Ring Two or Ring Three."

Our musical ID's reflect the Big Top theme. They add to our programming a sense of excitement, adventure and the touch of magic that is always present under the Big Top.

We overlay this with a constant reminder to our audience that KSO is at their service always.

Now let's get to specifics.

OUR MUSIC:

KSO Radio features Top Pop music. We gear our music to the market place. What the music market is buying is what we play at KSO.

This is the great automatic determinant that keeps KSO's finger on the musical pulse of a mass market. If the music market is buying Guy Lombardo or Frank Sinatra, we play Lombardo and Sinatra. If it's buying the Beatles and Louis Armstrong, we play the Beatles and Armstrong. We pay Bill Gavin, one of America's great musicologists to help us interpret the market. We make minor adjustments in Gavin's recommendations to correct for local conditions in the music market.

Above all, our music is tightly controlled. Each day our program director prepares a play list indicating precisely which record is to be played at precisely which moment of the next 24-hour cycle.

Remember, KSO is not a rock'n roll station. It is a Top Pop Station. The difference is important, because the music market changes from year to year and KSO's Top Pop programming reflects these changes in mass taste.

OUR NEWS:

KSO programs five minutes of news at five minutes before each hour. At 25 minutes past each hour, KSO programs two-minutes of headline news.

Ed Sheppard, a long-time Whitehall newsman, came from our sister station WTAC to set up and manage KSO's News department. He's assisted in this by Dale Dutt, whose voice has become well-known to KSO listeners over the years.

KSO is Iowa's first and only station to bring the United Press Audio service to its listeners. Each day, UPI correspondants all over the world feed us by special telephone lines from 50 to 60 special voice reports and actualities.

UPI Audio is the Cadillac of voiced-news-services. And only KSO in Iowa has it!

Our "Big-Red" newsmobile has become a household word in Central Iowa. When local news breaks, "Big Red" is on the scene for a direct report via shortwave radio to the KSO newscrm. "Big Red" has logged thousands of miles of local news cruising for KSO Radio.

KSO supplements its news service with Direct-Line reports from stations in other cities where news is breaking. KSO news is proud to have been a pioneer in establishing this informal system of exchanging news reports with other great stations all over America.

These are the reasons we billboard our news as: KSO, Direct-Line, UPI Audio News!

OUR PUBLIC AFFAIRS PROGRAMMING:

Nine times every day, KSO's top management voices an editorial on a subject of public interest.

Whitehall's President Gene Milner and KSO's Vice President-General Manager, Tim Elliot, share responsibility for preparation and airing of these vigorous editorials.

We solicit audience reaction and, in fact, even invite our audience to submit editorials for possible broadcast.

No other Iowa station approaches the magnitude of the KSO editorial effort!

To extend our Public Affairs programming, we endeavor to include on our newscasts or on special broadcasts the voices of Central Iowa newsmakers. On controversial issues, our KSO microphones are made available to qualified spokesmen who are encouraged to present all pertinent views to the controversy.

OUR PUBLIC SERVICE:

Three Whitehall Public Service features deserve special comment.

First is our Emergency Message Center. Each hour at approximately the half hour, our airwaves are opened to any member of the public who must contact another person under emergency conditions.

Requests from persons wishing to use this service are phoned into the KSO newsroom. The caller is double checked for veracity and KSO then confirms the nature of the emergency through a family doctor, a lawyer, minister or public official.

Only after painstaking verification is the emergency broadcast made. At times when we have no emergency message to broadcast, our service merely signals to our audience that "All's Clear."

While at this writing, the KSO Emergency Message Center has been open only a few days, already four verified emergencies have been handled and we are credited with locating three of the individuals being sought.

However, at our sister station, WTAC, the Emergency Message Center has been utilized more than 1,000 times and is credited with locating 750 persons. There are several documented instances in which this service has actually saved lives.

So great is the stature of this service on WTAC that it has won commendations from Representative Oren Harris and from the FCC.

KSO is proud to have pioneered this service to Iowa listeners.

Second is our homing service to aircraft. In particular, smaller private aircraft approaching a city home-in on local radio stations. In this era of air speed, it's important that homing aircraft be able to identify without delay the station to which their direction finders are tuned. KSO identifies itself at intervals of approximately every three minutes. In addition, once each hour we make a special broadcast alerting pilots to the KSO "homing-in" service. Arrangements are being made to include KSO's transmitter location on all aeronautical charts for the Des Moines area.

The third unique feature of KSO's Public Service is the method of handling meeting announcements for service clubs, church organization and civic groups.

Each such announcement is treated individually as though the organization submitting it were a commercial sponsor. It stands alone on our schedule so as to obtain maximum audience attention. Each announcement closes with a special musical signature that includes the lyrics: "KSO is Glad to Be of Service."

OUR COMMERCIAL POLICIES:

Whitehall Stations permit no more than six minutes of commercial time between news broadcasts. Furthermore, Whitehall Stations insist that there be at least seven records in the half-hour interval between newscasts. We will never - no, never - double spot announcements.

A full-minute spot on KSO is on stage all alone. It cannot be coupled with another commercial announcement. It must have been preceded by and it must be followed by a full, musical selection.

Even with 30-second announcements Whitehall policy demands that at least a musical ID or some other form of music intervene between announcements so as to "wipe the blackboard clean."

And we repeat for emphasis, we do not hesitate to guarantee our advertisers that a full-minute announcement on KSO will never be doubled with any other commercial announcement.

It might be superfluous to add the following notation, since broadcasters as federal licensees are generally assumed to observe high ethical standards in their business practices. However, we feel we should go on record as saying we at the Whitehall Stations do not countenance any form of double-billing.

To assure accuracy of our KSO invoices, we go to considerable additional effort in our bookkeeping department. One method employed at KSO is known as "posting from the log." Each day, our program log is brought into the bookkeeping department after the day's broadcast is complete. Our billing clerk's then transcribe from the log directly into our sales ledger the exact schedule of broadcasts for each commercial account.

This assures our client's that their invoices from KSO are exactly consistent with broadcasts delivered.

THE KSO STAFF:

President of the Whitehall Stations is Gene Milner whose early years were spent in Iowa and whose radio career was launched in Des Moines some 24 years ago. Gene's outstanding background in radio includes years of experience in programming, sales and management.

He has been program announcer and sports comentator for major East Coast stations, including Metromedia's WIP, Philadelphia. He has organized and managed his own program syndication company. In 1960 he founded the Whitehall Stations and purchased WTAC, Flint, Michigan. Under his guidance, WTAC has become the dominate station in the Flint-Saginaw-Bay City-Midland market with its one-million-plus industrial population.

Gene now divides his time between KSO and WTAC with a portion of his attention directed toward future acquisition of broadcast properties.

Vice President of the Whitehall Stations and General Manager of KSO is Tim Elliot who also has 24 years of broadcasting to his credit. Tim has been associated with such stations as WIBG and WFIL, both Philadelphia, as an announcer. In 1940 he transferred to news as editor for WCPO and WKRC, Cincinnati, and WAKR, Akron, Ohio. In 1950 he founded and put on the air WCUE, Akron and, in 1956, organized the purchase and development of WICE, Providence, serving as President of both stations until their sale to other interests. He joined Whitehall early in 1964. Tim's wife and three children moved with him to Des Moines coincident with Whitehall's purchase of KSO.

Program Director of KSO is Al Vecellio, known throughout Central Iowa as "Big Al," host of KSO's mid-day show. Al was a radio major and journalism minor at University of Minnesota. He commenced his radio career with Minnesota stations, joining the KSO staff in 1961. With seven years of broadcasting to his credit, Al sparks KSO's air staff while continuing his very popular mid-day show.

News Director Ed Sheppard is a graduate of Leland Powers, Boston. He started his radio career in 1951, interrupting it for two years' service as an Army journalist. In 1954, after completing his military obligation, Ed joined the staff of Whitehall Station WTAC, Flint. He was transferred to Des Moines when Whitehall acquired KSO.

KSO's Sports Director, and one of Iowa's best known play-by-play announcers, is "Big Max" Rauer. A professional broadcaster since his 1952 graduation from Drake University, Max has covered almost 1,000 sports events. Since signing on at KSO in 1959, Max has handled the top-rated "Sports Desk" which has become the area's leading sports broadcast. In 1963, Max organized the Black and Gold football network which feeds Iowa University football games throughout the state. As a combat recon platoon leader in the Korean war, Max earned three purple hearts and both bronze and silver stars. (If you wonder why he's known as Big Max, it's because he stands six-four with a 50-pound weight in each hand).

Burt Powley, KSO's Production Manager, is a native of Albany, New York. He joined the KSO Radio staff in 1960 after eight years of program, production and sales experience with radio and TV stations in Albany and Plattsburg, New York and after a stint with the Littler Advertising Company of Albany. An unusually able craftsman, Burt can handle with distiction virtually any programming and production assignment.

Dick Youngs is KSO's afternoon personality. The audience really lines up for his 3 to 7 P.M. daily show. Dick's shares at various times have soared to as high as 41%. A former University of Minnesota man, Dick joined the KSO staff in 1959. Standing a tall, cool six foot one inch, Dick in his Des Moines high school days was an All-City football star and was selected by Del Spriting Magazine as an All American high school baseball catcher.

We believe the KSO engineering staff qualifies for some sort of record in the broadcast industry. Each of KSO's engineers has been with the station 20 years or longer. Heading up the staff is Gale Myers, with 22 years of service at KSO. Topping him by two years is Homer Childs, who joined KSO in 1940.

KSO is one of America's great regional facilities. The station operates with 5,000 watts of power day and night.

Daytime operation is non-directional and KSO's half-millivolt contour embraces 969,000 residents in 45 counties of Central Iowa. Only one other Des Moines station (a clear-channel 50kw facility) equals the KSO coverage in this Central Iowa, 45-county region.

KSO's signal is directionalized Northeast-Southwest at night and, again, primary service contours are superior to those of any other Des Moines station except the clear-channel facility referred to above. The KSO nighttime signal includes in addition to Des Moines the populous communities of Ames (30 miles north) and Marshalltown (90 miles to the northeast).

On June 1, KSO's studios and transmitter operation will be combined under one roof in a 6,000 square foot building at 38th and Broadway in Des Moines. Elaborate studio, production and service facilities are now under construction.

Much additional equipment, including the most modern automatic tape cartridge system, has been added to KSO since its acquisition by Whitehall.

One familiar beacon for nighttime motorists approaching Des Moines from the East is KSO's main tower, projecting 551 feet into the Iowa skies.

IN CONCLUSION:

A question is sometimes raised (usually by competing stations) about the ability of a group-owned station to understand and respond fully to the needs of the community it serves.

By inference and innuendo it is sometimes suggested that a station whose ownership is "foreign" cannot truly fulfill the requirements of local service because its policies are established by "outsiders" who don't understand these requirements.

(It is perhaps superfluous to point out that among the stations generally recognized within our industry as providing outstanding local service are those operated by such entities as Storer, Westinghouse, Corinthian and other large group broadcasters).

Under Whitehall Stations' policy, the Vice President and General Manager of KSO has autonomy in directing the operation of the station in a manner consistent with the needs of the Central Iowa community.

Since this company officer is a professional broadcaster with almost a quarter century of experience in Radio, it might justifiably be assumed that he is well qualified to interpret his community's needs and adjust KSO's operation to them.

Of even greater significance is the fact that, at this writing, no less than 12 members of the KSO staff are either Des Moines natives or have spent most of their adult lives in Des Moines.

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Since management does not exist in a vacuum, the advice and counsel of these long-time Des Moines residents is continually sought. Their recommendations and interpretation of the Central Iowa community play an important role in formulating station policy.

In Whitehall's President, Gene Milner was raised in Iowa and launched his broadcasting career on Des Moines stations. His knowledge of this community has provided top management with substantial insight into the problems of local orientation from the very start of Whitehall's ownership of KSO.