

Radio  
dial:

# Belt-tightening season for talk radio

By VICTOR STREDICKE  
Radio Editor

"Children, we have some very dark days ahead of us," John Dayle told the assembled multitude. "I've just come from court, and we have a 30-day extension of the agreement to sell the station."

"And more joyous news has just been told to me," Dayle said fundamentally. "Two of our transmitter tubes are about to 'be with Jesus'."

Dayle, KTW station manager and talk-show moderator, had called the staff meeting in a public restaurant. KTW picked up the bacon and eggs. But that was the last good news.

Dayle advised his young, inexperienced staff that for financial reasons several would be let go, all others would work six days a week — odd hours, split shifts and all.

FOR THE PAST five years, KTW has been an unstable, undernourished radio station. Ten years ago, after acquisition by Norwood Patterson, the station first offered sponsored religion and phone-in talk programs. Patterson's book-keeping went sour, the station was given a court-appointed receiver. Under receivership, Dayle and Jay Johnson, general manager, have eliminated most of the religion, expended the talk and added news lines for the first time. With no money to spend, KTW must depend on the accidental listener who discovers a news program where it isn't expected, twists the dial while searching for Watergate, or is tantalized by some provocative two-way telephone conversa-



John Dayle, (back to window), KTW station manager, discussed the future of his station with staff members at a breakfast meeting.—Staff photo by John T. Closs.

tions.

DAYLE, A FORMER industrial salesman, is banking that he can make the format a profitable enterprise before new owners take over.

Fred Danz' Sterling Recreation Organization has offered to buy the station for \$500,000 — on the surface, a bargain price for an AM-FM facility. With its antiquated equipment, sunset sign-off and dismal past record of profitability, however, there are no other takers, bargain or not.

Danz' proposal has been challenged by the former owner, several attorneys and a previously-unheard-of signature group called the Organization for the Preser-

vation of Religious Radio. One of the key signators to that organization is a Patterson son-in-law.

A complaint which may have been keeping the Federal Communications Commission from acting is Sterling's involvement in a civil suit over theater-distribution practices (\$31 fine) and a new monopoly suit filed early this year.

IF APPROVED, KTW will be Danz' sixth radio station in the Pacific Northwest. Danz' application says KTW would continue "talk and information" programming.

Dayle's frantic hope is to establish a format and staff that would encourage the new owner to continue talk radio as Dayle wants it.

It appears the problem is that it takes money to make money in broadcasting. Nearly a dozen more seasoned moderators have zipped through the doors at KTW.

All left or were terminated for financial reasons. Either they couldn't sell their own shows, they couldn't take instability or they got better-paying jobs.

Only Bill Carter, with his Saturday-night talk session, tenaciously hangs on. Martin Tobin joined the staff to implement and direct the news operation two months ago. Dayle has been a talk moderator for two years. For other staff members, this is the first paid broadcast assignment.

DAYLE SAID that adver-

tisers don't flock to talk radio.

"It takes about a year to assemble enough figures, enough ratings, to get in the door of an ad agency."

Dayle insists that the station is on the climb.

"Our morning news block is the only day-in, day-out revenue-producing program," Dayle said. "I just know that by mid-December we'll be in the top 10, maybe even the top 5. But December is four months away."

ON THE AIR, Dayle takes the role of protagonist. He'll argue at the snip of the glove, switch sides at the drop of a hat. He'll argue religion against the Bible-quoters, talk sex with a lively housewife, chew the fat with food fadists. He calls his collective listeners "children," selective female listeners "broads" or "honeys," depending on the timbre of their voices.

"The most important individual in talk radio is the single listener," Dayle said. "The listener out there who never calls in is more important than the fellow on the phone or the guest in the studio. Or the moderator."

"This is the guy I play to. We may tick him off. We may please him. We may agree with him. We may open his mind or we may solidify his opinion."

"What we must do in talk radio is to make him come to some agreement with himself."

Dayle seems to have come to that agreement, himself, some time ago. Coming to agreement with a balance sheet is a bigger task.

## Selected highlights for Sunday radio listening

8:00 A.M.  
Prelude (KUOW): Seven Studies on Themes of Paul Klee (Schuller); Indian Suite No. 2 (MacDowell).  
9:00  
Face the Nation (KIXI-AM): From C. B. S.  
11:00  
Dramaplay (KRAB): Pamela Jennings, the Witch Lady, presents poems, sto-

ries and songs.  
Noon  
Interlude (KUOW): Symphony No. 2 (Boccherini).  
12:15  
Jean Shepherd (KRAB): Weekly talk feature.  
Gilbert and Sullivan (KXA): Selections from H. M. S. Pinafore.  
1:00  
Ballet Theater (KXA):

Petrouchka Ballet (Stravinsky).  
Wink Martindale (KVI): One hour each on Hal David, Richard Rodgers, Marilyn and Alan Bergman.  
2:00  
Opera House (KXA): Selections from and commentary on Falstaff (Verdi).  
4:00  
Phase IV (KUOW): Live national phone-in and panel discussion by members of the Cost of Living Council. From N. P. R.

4:30  
Earplay (KUOW): Radio dramas titled "A Time for Change" and "Letting the Old Cat Die."  
5:00  
Intermezzo (KUOW): Rite of Spring (Stravinsky); Quintet for Oboe and String Quartet (Bax).  
Sonoplagie (KRAB): Electronic - music records, selected by Eric Nelson.

5:30  
Sunset Symphony (KXA): Piano Concerto No. 2 (Brahms).  
6:00  
Firing Line (KUOW): TV audio track, from N. P. R.

Classics (KING-FM): George Gershwin's Song Book, performed by William Balcom, pianist.  
7:00

In the Stars (KRAB): Astrology comment and information plus phone-in advice.  
Collector's Playback (KUOW): Program includes a rehearsal run-through with Arturo Toscanini and the N. B. C. Symphony.

Theater of the Mind (KVI): Dameron episode and, from 1949 Screen Directors Playhouse version of "Human Comedy," with Mickey Rooney.



Mickey Rooney (1949)

Armchair Opera

(KUOW): Norma (Bellini).  
Community Access Project (KRAB): Members of the Community Access Television Project discuss their organization's goal.  
8:10  
Second Sunday (KING-FM): Monthly documentary feature from N. B. C. "China and Far East-Style Communism."  
8:30  
Interview (KRAB): Um Sim, new Cambodian ambassador to the United States. (Recorded June 15.)  
9:00  
Concert Broadcast (KOL-FM): Kicking Bear, recorded in Seattle.  
Meet the Press (KING-FM): From N. B. C.  
10:00  
Robotnor Hours (KRAB): An Andrews Sisters special is promised. But also, Dan Hicks and his Hot Licks and other rock, jazz and blues records.  
11:00  
Classics (KING-FM): Daphnis et Chloe, complete (Ravel).  
Midnight  
Roswell's Rut (KRAB): Live music and recordings until dawn.

### FM RADIO

92.5 KBES-FM, Bellevue-Kirkland  
92.9 KISM, Bellingham  
93.3 KBLE-FM, religion, country  
94.1 KOL-FM, progressive rock  
94.9 KUOV, classics, baroque  
95.7 KIXI-FM, background music  
96.5 KYAC-FM, soul, rhythm, blues  
97.3 KTNT-FM, Tacoma, varied  
98.1 KING-FM, classical music  
98.9 KEZX, easy listening  
99.9 KISW, progressive rock  
100.7 KIRO-FM, background music  
101.5 KETO-FM, background music  
102.5 KTW-FM, religious music  
103.9 KTAC-FM, rock, Tacoma  
104.3 KERI, Bellingham  
105.3 KBIO, all-Northwest sound  
106.1 KLAY, background, rock  
106.9 KBRO-FM, Bremerton  
107.7 KRAB, ethnic, lectures

Limited power campus stations:  
KPLU-88.5, Pacific Lutheran Univ.  
KRM-89.5, Methuen H.S., KAS  
M.S., Everett  
KJWU-90.5, U. W. Connell  
KREC-90.7, Clover Park  
KBS-91.5, Brite  
C. C. KTCV - 91.7, Tacoma Schools

### AM RADIO

570, KVI music, fun and sports  
630, KGDN inspirational radio  
710, KIRO radio Northwest  
770, KXA concert classics  
800, KOIN country Burien  
850, KTAC top-40 Tacoma  
910, KIXI good music, CBS news  
950, KJR top-40 music  
1000, KOMO music, ABC news  
1050, KBLE religion programs  
1090, KING top-40 music  
1150, KAYO country music  
1220, KASY music Auburn  
1230, KQWZ music Everett  
1250, KTW talk shows, news  
1300, KOL personality top-40  
1360, KMO country Tacoma  
1380, KRKO pop music Everett  
1400, KTNT music Tacoma  
1450, KAYE talk Puyallup  
1460, KYAC rhythm & blues  
1490, KBRO music Bremerton  
1510, KURB Mounflake Terrace  
1540, KBES Bellevue-Kirkland  
1560, KDFL Sumner-Puyallup  
1590, KUUU pop, memory tunes