

Introducing Broadcast House



WKDW-90
WSGM
STEREO 93

"The talent and dedication of the people who work with us is the foundation on which we build."—Shenandoah Valley Broadcasting

Broadcast House Signals New Era



The move of WKDW-90 and WSGM-Stereo 93 to the newly-renovated Broadcast House is a historic transition point for the 1750s-era building and for the station itself.

Broadcast House is on a block bounded by New Street, Point Street and Augusta Street. Historians say the building dates back to the mid-1700s.

In more recent years, the station itself has developed from very modest beginnings to the top station in the Staunton-Waynesboro-Augusta County market. Now, it is moving into one of the most modern radio station facilities in the state of Virginia.

Brice Miller, president of Shenandoah Valley Broadcasting and the two radio stations, points to the personnel of the station as the prime reason for the significant growth. "The talent and dedication of the people who work with us is the foundation on which we build," he says.

Jerry Clegg, general operations manager, says "Where we are now is just the beginning. We have worked four years to get to the first step, and we intend to continue our progress from this point forward."

Where they are now is a new facility from top to bottom, and includes the following specially-designed features:

- Five on-air studios for the two stations;

- Completely-new equipment in the control room, which is being designed by



BRICE MILLER
PRESIDENT,
WKDW-90, WSGM-93

Chief Engineer Bill Betlej;

- Facilities for live broadcasts of community-oriented programming;

- A traveling radio museum of old-time equipment which will be housed in the building;

- Energy-efficient construction, including heavy insulation in the walls and 14-inch insulation blown into the attic.

Since Miller and his organization took over the AM-FM Combination, it has grown from a small station serving a select market in the Staunton area to a force reaching a larger local audience than all



JERRY CLEGG
GENERAL OPERATIONS
MANAGER

the other local stations in the Staunton-Waynesboro-Augusta area combined.

A part of the reason is the sound—Great American music—and the format—fast-paced and lively.

Another is the growing recognition that WKDW-90 and WSGM-Stereo 93 are stable, reliable forces in the community, as Clegg sees it.

"We have become identified with community involvement and community service, and we are planning more of this," he says.

The building itself is a statement of

respect for historical traditions combined with forward-looking planning for the businesses of the valley.

As Clegg explains, money invested in the building will make better facilities and better programming for the area residents. This in turn was derived from money invested by merchants in advertising. This means then that the support of the community is being returned in terms of greater facilities and services being made available to that same community.

For example, Miller and Clegg have plans to expand operations in local programming, to permit local groups to do public service programming and public service announcements right in Broadcast House, free of charge.

Brice Miller and his wife and daughter came to Staunton several years ago. He and a group of local businessmen acquired WKDW-90 in 1974 and began working on what he knew was its potential in the market area it serves.

Miller has spent his entire life in broadcasting, concentrating on building new and existing radio properties into successful operations.

But, in his opinion, "Success is grossly misunderstood."

"I guess I am searching for great cause in my work," he said. "I don't seek financial success or power or reaching for the so-called "top" at another's expense. I want to feel my accomplishments are worthy and important with an inner sense of fulfillment and accomplishment."

Clegg also came to Staunton after a career exclusively in broadcasting—starting as early as his boyhood when he operated a small station in his home in Charlotte, North Carolina.

News coverage of his boyhood experiences led to a summer job at a local radio station. That developed in to announcing and management positions at various locations until he joined Miller's staff in 1974.

Clegg sees "tremendous growth" in the company in the next four to five years. "We have plans to expand into allied areas of communications, such as the audio production facility at Broadcast House," he says.

Plans to add to the existing building are already being considered.

Miller adds "We at WKDW and WSGM approach our goals for the future with complete confidence. We are always cognizant of our responsibility to serve the area for which we are licensed in the public interest, convenience and necessity."

"We shall always listen and respond."

Business Degrees Spur Sales Staff

There's much more to a radio commercial than meets the ear.

Selling is getting the right idea to the right people at the right time, not just selling merchandise or services.

And the WKDW-90 sales team understands this.

Cindy Lockhard, sales manager, puts it this way: "We don't just sell ads here; we sell ideas."

Cindy's sale partners are Susanne Fitzpatrick and Susana Bickford.

The three are not what you would stereotype in your own mind as advertising salespeople. They are young, dynamic and attractive, and they are sold on the potential of radio.

All three are college graduates in business administration, so all three have a thorough background in what makes a business go—and what makes a business go at less than full-tilt, too.

All three are avowed "idea people" who love to start with a problem a businessman has and apply advertising and business solutions to help everyone benefit.

And all three are marketing-oriented. They know that merchants and customers both want the same thing—timely merchandise, styled and priced right, and ready for you when you want it. Using radio to bring customer and merchant together has become their own personal mission.

Cindy Lockhard is a 1975 graduate of James Madison University with a degree in business administration and a concentration in marketing management. She claims she "hasn't got time to be married" and started with WKDW right after graduation from Madison. By her own admission, she is "heavily into ideas" and "an avowed work-a-holic" who enjoys the success of a well-planned and well-executed advertising program.

Around the WKDW offices, Cindy can be seen continually working with the production staff to make the client's ideas come through clearly and placing them so they can be heard at the right time for the



Cindy Lockard

right audience.

"I have a good relationship with all my clients," she proudly says.

And with good ideas properly executed, her clients are pleased with the results of their sales campaigns, too.

Susanne Fitzpatrick graduated from Madison in 1976 with a degree in business administration and management, and started with WKDW in May 1977.

"I try to understand people and their advertising needs," she says, "not just push a product or service. Sometimes I can point out to a client where there is a customer need he can help fill, and then we advertise that."

Susanne also writes the ad copy and helps plan air schedules for her clients. She considers herself a part of the "advertising team at WKDW," which she points out includes a record of proven results and good service, and assistance from professional announcers and personnel.

Susana Bickford, a graduate of Radford College in business administration, was born and raised in Bolivia, South America. She is married and has two children.

Her route to WKDW and Staunton from



Susanne Fitzpatrick

Radford was a most unusual one, all but circling the globe.

After graduation from Radford, she worked for the International Monetary Fund. That was followed by work overseas for Goodyear's Aerospace Division.

Accompanying her husband to Thailand on a business assignment, she was appointed consul to Thailand by her native nation of Bolivia. When her husband transferred back to the States, they moved to Staunton.

"I am very happy in this job, and with WKDW and Staunton," says she. "I like very much working with people and especially being able to help them."

She carried her interest in helping people to her off-business hours as well, working some with the YMCA. She also enjoys tennis, which may account for some of



Susana Bickford

her energy.

Visiting a radio station is a study in activity. But visiting the sales office of WKDW, is a special study in frenetic deadline fighting and handling several phone calls and accounts almost at the same time.

But in an area where results are the main judgment factor, the WKDW record of success is impressive. What started out as a small operation selling air time to local merchants has grown into a market-wise and energetic organization dedicated to improving the entire business picture in the Staunton area.

Susana said it well. "We are very much interested in seeing Staunton grow, in making the business community more aggressive. We want our department, our station and our community to be Number One."

BUILDING HISTORY REVIEWED

WKDW's new building is not a new one, but is indeed one of the historic old buildings in Staunton. But with renovation it will combine its historic nature with its modern purpose—and will be

energy efficient as well.

The building, legend has it, was originally a stopping point on the stage coach line, according to Ron Steffey of Staunton. Augusta Street was one of the original streets in Staunton in the middle 1700s, but was first known as Gooch Street.

The street with one of the entrance to Broadcast House was always called New Street. It got that name because the street was added some time after the original streets but was not given a name for some time. It became known as "that new street" and later was officially named New Street.

The building was the first rowhouse in the area, a simple brick rowhouse with apartment doors opening onto New Street.

Now, the building will house the most modern radio station in Virginia. And, it will be energy efficient in keeping with modern needs.

The 12- and 16-inch walls are complete with heavy insulation and 14 inches of insulation have been blown into the attic. With few windows and doors to curb heating and air conditioning losses, the old stage coach stop reflects the changes in society from the 1700s to the 1980s, and beyond.

The People Who Make It All Work



Patsy Miller
Office Manager



Zanette Hahn
General Secretary



Cindy Griffin
Traffic & Bookkeeping

CONGRATULATIONS, SHENAND

The following contractors and suppliers
renovation and equipping of

They extend their congratulations to the
and WSGM-Stereo 93, and wish them
Staunton and the

Melvin E. Johnson

General Contractor

215 Oak Ridge Circle

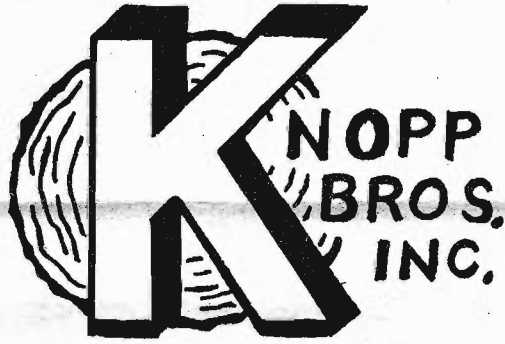
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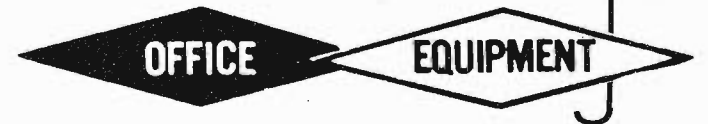
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the new Broadcast House.

the staff and management of WKDW-90
continued success in the future in
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Braden Custom House

News-90 Relies on 40,000 'Assistants'

Radio stations are licensed by the government "in the public interest, convenience and necessity."

And in a fast-paced, quickly changing world, one of today's necessities is reliable news.

With 40,000 area residents helping the WKDW news department (and Dave McGovern to organize and oversee it) Staunton, Waynesboro and Augusta County are getting reliable news today. And they get it first with radio, because it is quick.

This is no promotion gimmick. The 40,000 people working for the staff are those persons who could respond to the WKDW News Tip program and the WKDW "CB Eye" which monitors Citizen's Band channel 23.

These two programs have produced literally hundreds of news stories for the area through WKDW - 90 and many of them have been distributed by WKDW throughout Virginia through the Associated Press.

In 1976, WKDW won the AP News Protection Award for contributing more stories on the Shenandoah Valley area than all other stations in the area put together.

And "quick" is not just a catch word for promotional work. How else can you get the latest in weather conditions, snow reports, sports scores and other information sooner than on radio? It can't be done.

And, WKDW programs the news to be heard when you want to hear it. During the early morning hours and the afternoon, "Checkpoints" on the quarter hour between 6 and 9 a.m. and 4 and 6 p.m. supplement the news on the hour.

Local newscasts are run eight times during the day, starting at 6:30 a.m., and also at 7:30 and 8:30 in the morning; 12:30 during the noon hour; and 1:30, 3:30, 4:30 and 5:30 in the afternoons.

Putting news together is a complicated operation.

The Associated Press News Wires are continually monitored for late-breaking events.

National radio news broadcasts are recorded so you can hear the actual voices making the news.

Radio broadcast personnel double as writers and announcers to permit the news staff to gather more news at the last minute.

And News Director Dave McGovern covers the local police, court and city hall beats every day.

Several times a week he also travels to surrounding areas to get news from other communities.

Several local residents, and persons in other communities, work with Dave as stringers or special reporters keeping an eye on specific areas.

"I do get a lot of help from the guys at the station," Dave points out, "and our listeners have responded well to our news tip programs.

WKDW offers \$9 for the best news tip of the week and \$90 for the best news tip of the month submitted by a listener.

While the pace is hectic and the number of people involved is large, two other factors must always be considered in radio news.

One is impartiality. General Operations Manager Jerry Clegg says "If it is news, we run it, and we present it in as unbiased a fashion as we can."

And the other is reliability—the hallmark of the news staff at WKDW-90.

"We will not run an unsubstantiated story," McGovern says. "The very first thing I do is check it out."

Clegg adds, "We want the public to understand that we view news as an integral part of our operation and our service to our community. When you hear news on WKDW,

you can be sure it is factual and responsible.

And with radio, you can be sure it is first and fast, too.

Stereo 93 Innovating; Major Changes Planned



Ken Price



Chuck Pyle

There are changes being planned for WSGM-Stereo 93 FM which will make it an even more valuable and interesting station for Staunton area listeners in the near future.

After the first of the year, WSGM-FM will program "middle of the road" music, unavailable through any other station in the Valley. Other changes to bring the station to offer more information and entertainment of other types is also being planned.

For those residents of the valley who have despaired because youth-oriented music seems to be programmed on most stations, WSGM-FM has been listening and will be programming for your interests.

The new Broadcast House will give the

station additional facilities and opportunities to do this kind of programming," and we think there is a demand for it," General Operations Manager Jerry Clegg says.

"In my opinion, WSGM will be a major radio force in the market within six months," he says.

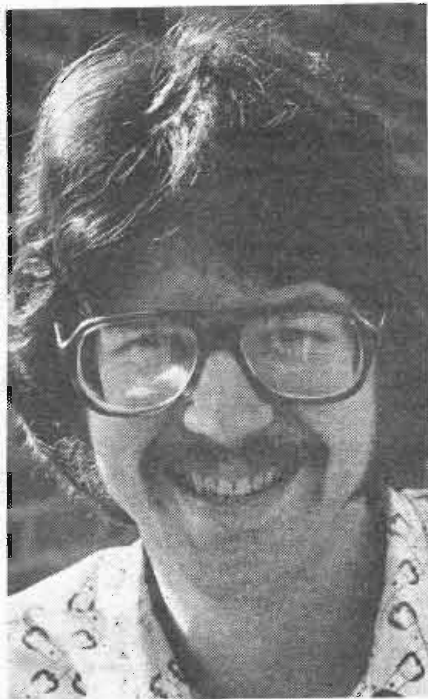
A separate sales staff is already being formed and additional programming and announcing personnel will be hired shortly.

"The only thing we will have in common with WKDW is the fact we happen to be in the same building," Clegg says, "and the fact that we will have the same high standards."

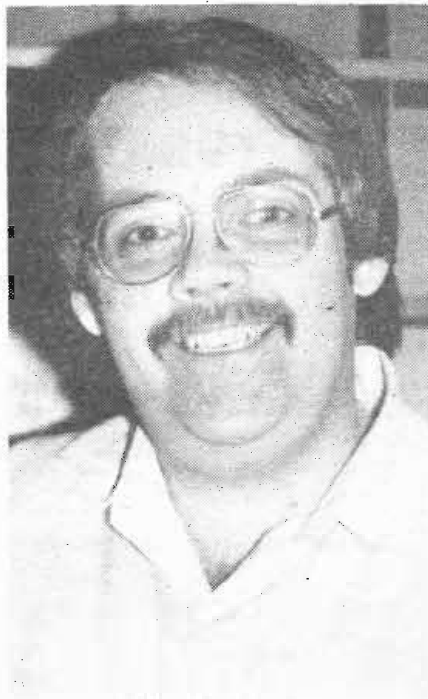
So, in a very short time, a "new voice" will emanate from Broadcast House, and will do so in stereo, at that.



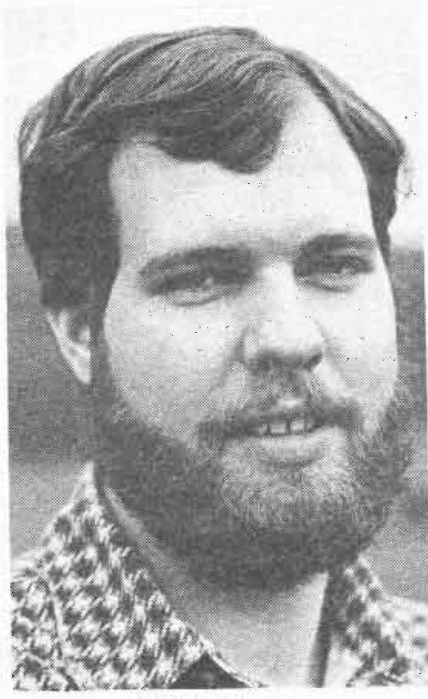
Air Personalities Enliven WKDW-90



Mike Terry



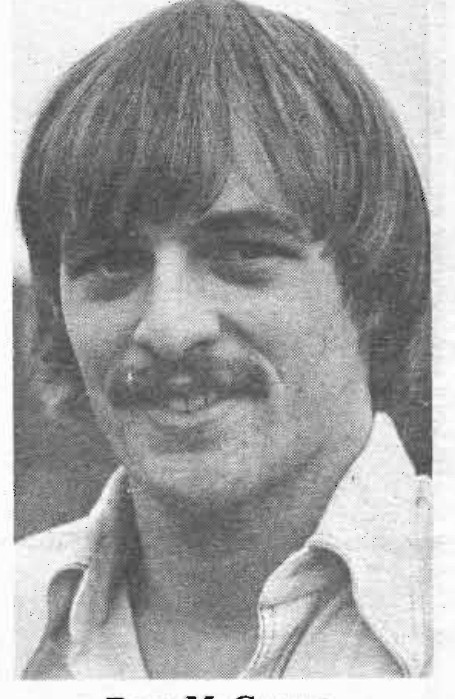
Darby James



Pete Stover



Bill Betlej



Dave McGovern

Radio is a special medium.

What makes it special is the relationship between the on-air personalities and their audience. We thought you might like to know more about these people—what they think, where they're from, what they do in their own free time, and why they enjoy working for WKDW-90 and WSGM Stereo-93.

Following are the "inside stories" on each of these personalities.

6-9 A.M.

MIKE TERRY

Who wakes up the person who wakes us on Staunton's number one radio station? In WKDW's case, the man who wakes us all up is Mike Terry, 21-year old native of Baltimore.

Mike gets us in gear with news and his up-temp music. Mike likes to open the day this way and "I'd rather do this than a desk job any day."

When he is off the air Mike is the one who plans schedules for commercial spots and coordinates the time schedules for those people appearing on the air. We call it program manager for WKDW-90.

Mike does this with feeling because "I like the station's format and I think the Staunton area sees WKDW as a fun place to be, fun to listen to."

When he is off work, Mike likes to visit the historic and scenic places in and around Staunton. But with the job of getting Staunton people out of bed, it is a lot of early rising for him.

Mike has been through broadcast college and also worked in Crewe with WSVS but he's looking forward to being with WKDW-90 "for a long time" because "this station has a great potential and I want to be part of the success story."

9 A.M. TO NOON

DARBY JAMES

More people in Staunton have probably talked directly with Darby James than almost anyone else in the area. Darby's

popular "Sell-A-Phone" show from 9 a.m. to 10 a.m. gives people a chance to sell, trade or buy and to get things done which you want done NOW.

It is no small trick keeping a live show like this one lively, but Darby does it with fun and a flair. "I get a kick out of being on the air," he says, and "I enjoy giving people a chance to move their merchandise in a short period of time."

Off the air, Darby assists with production and news, and is a "fun person" to have around the station. He's the same off the air as on, and things are never dull when he's around.

Running the music and news segment from 10 to noon is a "natural" for Darby, since he was a music education major at James Madison University. He still dabbles in music education, too, assisting local high school bands in charting the percussion sections and assisting with arrangements.

Darby's 22 and his home is Buena Vista.

12 NOON TO 3 P.M.

BILL BETLEJ

Bill Betlej (pronounce it BET-lay) does double duty, carrying a three-hour air shift and also seeing to it that all of the other programming on WKDW-90 comes through to you "loud and clear."

Bill is the chief engineer at WKDW, and is responsible for the operation of the broadcast facilities and transmitter. He is enthusiastic about the new setup at Broadcast House, especially the additional studios available for public service work.

As a matter of fact, Bill got to design those studios—all the studios in the new Broadcast House—by himself. "Really, few engineers get this chance and I have enjoyed it very much. It is some kind of challenge."

Born in this area, Bill grew up in Crozet and attended the University of Virginia for two years. But he really found what he enjoys in WKDW, both personally and professionally.

"This is a dream come true," is the way he puts it. "This is a very professional

radio station."

So when you tune in from noon to three and feel the excitement in the music during an otherwise slow time of the day, it is not a "put on." Bill is excited about the new facilities, about this radio station, and about life in western Virginia. And with his first class broadcast license, he is there to see to it that everything technical is in first class working order.

3 P.M. TO 6 P.M.

PETE STOVER

You probably hear more of what Pete Stover does with WKDW-90 than you realize.

True, his soothing voice beams out to you in the late afternoon with the music, news, and tonight's and tomorrow's weather.

But, Pete is also "into" production of the commercials you hear throughout the day. When you hear what the Staunton area merchants have to offer you, chances are good that Pete Stover helped put that commercial together for air.

And, if you've ever been involved in the "Bunch for Lunch" bunch, Pete is the main personality behind this program. These informal gatherings get WKDW-90 persons together with area business and civic leaders to talk the radio business and how

it can be improved for better mutual services.

Pete is 23 and originally from The Nation's Capital. More recently he has been in Miami, Fla., working and going to college. But after five years of broadcasting in several locations, he has found "roots" here in the Staunton area.

SATURDAY 1-5 P.M.

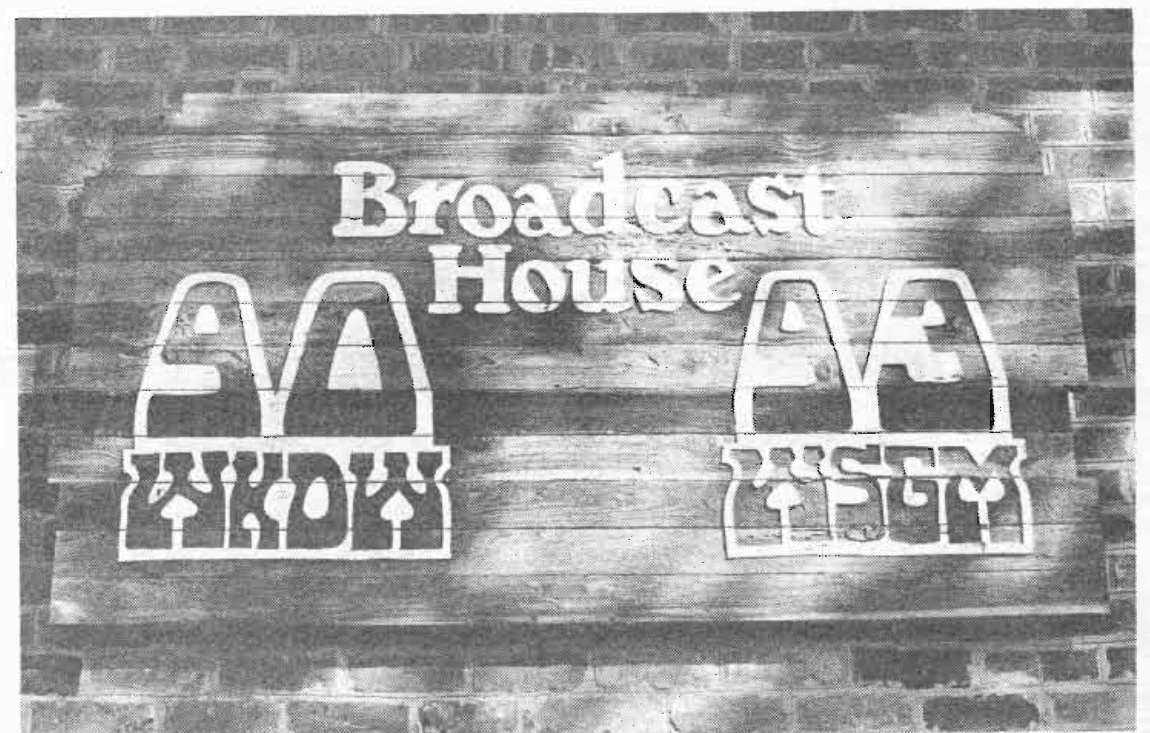
DAVE MCGOVERN

Regular listeners of WKDW-90 know that Dave McGovern does the "Countdown" Show on Saturday afternoons. They also know he does the newscasts every afternoon on Staunton's Number One station.

But there's more. Dave is also the Music Director for the station. And, as such he gets the first crack at playing the "Top 40" lists, and he gets first crack at picking—and playing—the new TOP-40 list each week.

He plays them on "Countdown" and he updates them and keeps them available for regular play throughout the week. "We try to play what people want, and our goal is to create an identification so strong that when you think of Staunton, you'll think of WKDW," he says.

Dave McGovern is the kind of person who likes to be first—with the music, and with the news, too.



WKDW-90



As you read this supplement, you may think we are boastful about our new growth and expansion. Please don't confuse this with our pride.

We are super-positive about our staff, our station and the future of Staunton and the surrounding area, and we want to use this means to express our confidence—and our appreciation.

We started with WKDW-90 and WSGM-Stereo 93 in 1974. We have enjoyed every minute we have been here, and if we could have picked an area we could not have found a better one.

Last year, Shenandoah Valley Broadcasting completed one of the most eventful and successful years in its history. It was an extraordinary year, both in terms of growth and the positioning of business for future growth.

This year, with the addition of Broadcast House, we have one of the most modern stations in Virginia. We have the newest equipment which will mean better service and easier listening. When we "gear up" WSGM-Stereo 93 in the near future, we think you are going to find it is a pleasant and welcome addition to the Valley.

One of the most important parts of our expansion was our decision to add community-oriented facilities for live broadcasts of community interest programs. We have been pleased to be a part of this area and we hope this will help everyone understand public issues and problems better than before.

We take pride in the history of our building but we are also aware of our nation's energy problem. So we have designed the building to be energy efficient throughout, with few doors and windows and with extensive insulation in the walls and ceilings.

This has been a rewarding growth period for us in the short time we have been in Staunton. You have accepted us better than we had any reason to believe and we have tried to return the favor.

We pledge to make radio as relevant to our audience and as important to our sponsors as we possibly can.

We can do no less than that.

Our staff and management thank you for your support and we hope we can be worthy of your continued support for many years to come.

WSGM STEREO 93

