

SUPERPOWER KUSW RADIO WORLDWIDE

The Nation's Newest SW Broadcaster

Back at the early part of this decade, the idea of opening a commercial shortwave station in the US was almost unthinkable -- and just about illegal. Then came Joe Costello's pioneering WRNO Worldwide.

Suddenly, a crack in the dam appeared and it seemed for a while that everyone with a typewriter and enough money to buy stamps to mail out press releases was going to put a station on the air. The more grandiose the plan, the better. Most, mercifully, got no further than the press release stage.

Still, the idea of casting one's voice and thoughts about the four corners of the globe is a powerful lure. That accepted, there remained only one thing left to resolve: profitability.

Of the stations that did go on the air, only two were fundamentally non-religious in nature. The first was Costello's "Rock of the World," WRNO, and the second, the World Service of the Christian Science Monitor. At this point in the game, the profitability of Costello's operation remains suspect, seemingly relying on revenue generated by the sale of air time to religious organizations, and WCSN, although quite strong in the programming department, remains unproven in the commercial area.

One religious station that got on the air during this period and that had big plans for secular programming, has since virtually dried up and went away. KCBI, in Dallas, Texas, is now heard on weekends only. The going, it appears, is undoubtedly tough.

Courting the International Market

Why then, would anyone in their right mind -- after having had sufficient time to watch the performance of these other shortwave pioneers -- want to put a station on the air?

We posed that question to Ralph Carlson, who has just launched KUSW Radio Worldwide from Salt Lake City Utah.

"The *Wall Street Journal*," replies Carlson, "recently reported that shortwave receiver sales are up 50 percent over last year." That same article said that the shortwave audience is expected to grow from 4 percent to about 20 percent of the population within 15 years.

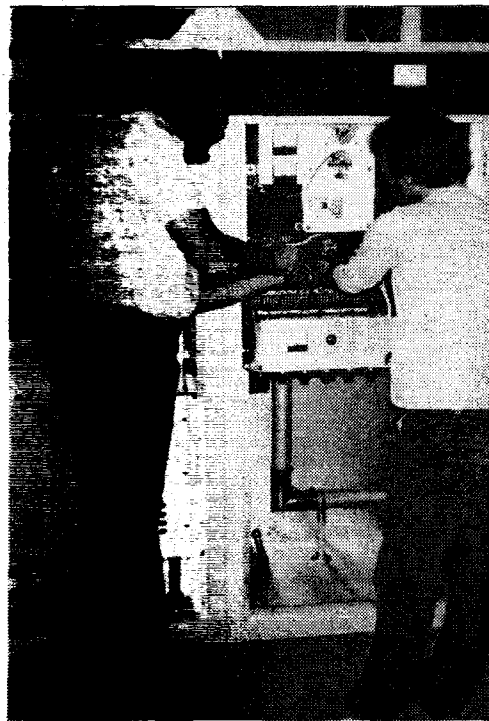
Carlson is quick to point out that this is no slouch audience either. "Studies show that the typical shortwave listener is male and has a median age of 34. He spends 12 to 15 hours a week listening to shortwave. Almost a third of the group has college degrees; another third hold advanced degrees. We are confident that there are many firms interested in advertising and promoting to this market."

Alan D. Hague, Executive Vice-President of KUSW Worldwide Radio, agrees, saying that the reception given the station by major advertising agencies and corporations has been very encouraging. "Many national products are international in scope," says Hague, "with all parts of the world wanting the most advanced things the others have."

Hague points out a number of examples: McDonald's in Paris, Coca-Cola in China and the demand for blue jeans throughout the world.

"Instead of advertising to just your local town, city, borough or even region, with shortwave you can reach people in other countries -- people just like you with wants and needs to improve their lives," says Eri C. Meyer, President of Interconsult, an international management consulting firm. "Despite the penchant by most businesses to shy away from conducting business on an international scale, those that do make the decision to participate reap a significant reward. Many derive 30 percent of their revenues from international business."

In order to reach this market, Carlson has programmed KUSW shortwave with American contemporary classics, "including a blend of music reflective of American musical tastes." News features



will include current international, national and local western US news. All will be geared to maintain the interest of the international listener.

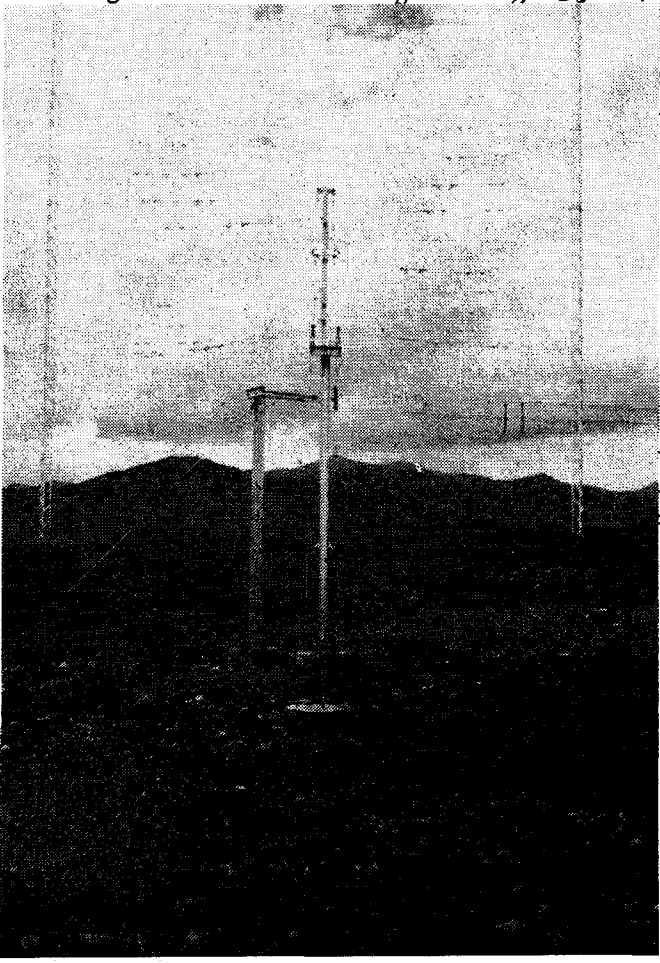
Special Attractions

KUSW also has access to a network of computerized weather data. Special emphasis will be placed on weather advisories and changes throughout the world.

Promoting the Utah and intermountain west tourist attractions is another of KUSW's goals. Says Carlson, "We have some of the greatest skiing in the world out here and travel packages will be heavily promoted during the winter season." Utah attractions like Lake Powell, Bryce Canyon, Zion's National Park and Temple Square will not go unmentioned, either.

A block of time will also be offered to recognized religious groups to broadcast their ministries. One night a week, the station will host a two-way talk show where

Anticipation mounts as equipment is readied for sign-on at the KUSW transmitter site.



questions about world events and the station's programming will be fielded.

"We see shortwave broadcasting, especially on an international level, as an exciting new arena," says Carlson. "Up to now, most of the stations have been either government or religious operations. Our programming will be mostly music, but will be designed to attract the international audience."

"Advertising on KUSW is quite affordable, too," according to station officials.

Assuming that the published rate card is for a 60 second commercial, an advertiser can get on KUSW for as little as 40 dollars.

For more information on KUSW Radio Worldwide, write to the station at P.O. Box 7040, Salt Lake City, Utah 84107. KUSW is on the air from 11:00 AM to 11:00 PM Mountain Time. The latest frequency schedule can be found in the *Radio Roundup* section of this issue. All broadcasts are in English. ■

