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Can this be the future of radio?

Satellite radio zaps local listeners and DJs alike

By Eric Hoenbak

With the flick of a switch, Herb "The Captain" Ivy, perched in WBLM's downtown Portland studio, turns on the station's new morning show. The only human presence in the studio is Ivy, perched in a chair, a headphones almost falling off his head, looking through the cluttered control room looking for a Herman comedy album. (Herman had just been arrested at a Florida nightclub for allegedly exposing himself.)

Minnows, herons, and other birds dot the wetland along the shore of the colonial-era saltwater marsh. The marsh has been restored with a $3 million project by the Natural Resources Conservation Service.

Dwindling numbers of fish are forcing Gulf of Maine gillnetters to cast their nets ever further to the east — even as new problems blow in from the west.

By Margaret M. Williams

At two in the morning, Portland Harbor is as dark as a pocket. But the dark lights above the harbor's entrance make it appear clear even if the moon isn't. Together with several other vessels, the Celtic Pride heads beyond the reassuring glow of the landing lights on east side New Bedford's harbor to catch the early morning airways.

For many years, WKRH in Bath has been the station to listen to for the latest news and music. But now, the music has changed. At two in the morning, the station is silent, with only a tape-changing machine running the show. This is the future of radio, according to many station owners who are switching over to satellite programming as a means of economic survival.

In the process, some local programming has been replaced with computer-controlled satellite programming that ranges from hard rock to oldies. This has been done with the help of a new technology called "The Captain," which is used to control the satellite programming.

"The Captain" is the top of the recently released ratings charts — if stations like these are any indication.

All across the airwaves, commercial radio stations are replacing local programming with computer-controlled satellite programming. In some cases, this means that local deejays are no longer needed. At WBLM in Bath, there are no deejays. A tape-changing machine runs the show, splicing local commercials together with satellite programming.

And as they do, more and more local stations will look like WBLM, with local deejays with computer-controlled satellite programming. This is the future of radio, according to many station owners who are switching over to satellite programming as a means of economic survival.

At WBLM in Bath, there are no deejays. A tape-changing machine runs the show, splicing local commercials together with satellite programming.

Deep water, deep trouble

Dwindling numbers of fish are forcing Gulf of Maine gillnetters to cast their nets ever further to the east — even as new problems blow in from the west.
[Text content from the page]
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All of your answers will help make the advertising that enables us to provide the paper news coverage. Some will help us continue to attract us a hand?
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Hawkes Jr., a former smoker,

has to start somewhere,

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hands of反射 of daughters of registry of property that's being pledged from bonds throughout the country. Cohen said.

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DISAPPOINTED WITH DINNER?

Let the Casco Bay Weekly Talking Menu suggest the restaurants you've been looking for—or help you rediscover an old favorite. The Talking Menu offers brief descriptions of more than 70 great restaurants throughout the Portland area. Just call 1-900-680-MENU from any touch-tone phone and follow the simple instructions. After indicating where and what you want to eat, you'll hear brief descriptions of several local restaurants that meet your criteria. Most restaurants on the Casco Bay Weekly Talking Menu change their listings several times a month. So in addition to hearing about new spots, be sure to check out our old favorites that may have added new menu items or specials since you last visited. Talking Menu cost $1.95 a minute, charged to your phone bill.

1-900-680-MENU

Take the guesswork out of dining.
Satellite savings

Last February, or nearly the frequencies abandoned by WGC, two new radio stations were born in two-story wooden houses anchored in a huge white satellite dish.

WGC and WHO went on the air using almost exclusively satellite format programming from the Salt Lake Music Network.

"There are already so many we would have been able to get this station off the ground in this economy without satellite format programming," said Frank Burke, president of WGC and WLLW in Portland, Ore.

Satellite programming made Burke's radio career possible. Before that, says the co-founder of unique radio stations, he would have been able to buy a station in radio. But since WGC and WLLW in Portland, Ore.

These and other satellite programming companies experimented extensively with new formats during the 1980s. The Salt Lake Music Network grew from an operation run out of the Dallas home of founder Mike Porter, then the largest format radio programming company.

Every radio station in the Portland market uses satellite programming to some degree, whether it be a few minutes of national news or 16 hours a day of heavy metal.

WLLW's is one of the growing number of stations that have all radio satellites. WLLW uses the Z-BROCK format 24 hours a day.

All of the programming originates from a studio in Dallas, Tex.

For a Portland listener looking to WLLW there are satellite-programmed formats that are not easy to hear on the radio.

The station at the beginning of the era was not always this way. Back before the Reagan era, the Federal Communications Commission (FCC) was in charge of licensing radio stations. A station licensee could own no more than two radio stations in a market.

The Federal Telecommunications Act of 1996 expanded the number of radio stations that an individual or business could own.

The opening of the radio station floodgates by the FCC will usher in a new breed of radio station owner, according to former radio station owner Gary Wolstat and Campbell.

"You're not going to have a lot of community radio stations doing it, because you've got no access to the airwaves unless you've got a satellite format," said Wolstat.

"I think we've got a tremendous opportunity for big money to be made in radio," said Wolstat.

"We're going to have a lot of non-radio people getting into the business," said Wolstat.

"Satellite format on WGC is a great way to serve Jerry, Mick, Springsteen and Robert Palmer," he said. "Where are all these new stations in Dallas or Portland or on the east coast? I really don't believe the former owners.

"We are just supplying a product that people want," said Burke. "And an audience that they're going to do it as cost-effectively as possible. Satellite programming can provide that. That's the simple way.

The business of radio

Spring is bring more changes as news senders to the radio industries.

They bring changing formats. They bring change to the way radio is run.

Most Portland-area commercial stations subscribe to the Arbitron rating service, which surveys a zone section of the radio listening public and thereby measures how the stations stack up against each other.

Arbitron ratings are vital to radio stations competing for advertising dollars and nationwide. The stations tell the Arbitron service that it's a good idea to have as many people tuning in to their station as possible.

But the Arbitron ratings are the only objective guide advertisers have to what's on top and what's not. The radio stations' ratings are based on the top 

The glossy sales literature is filled with marketing ideas, demographic studies, promotional gimmicks and research.

"The bottom line is that advertisers want to get the best return on their money," said Burke.

"We are just supplying a product that people want," said Burke. "And an audience that they're going to do it as cost-effectively as possible. Satellite programming can provide that. That's the simple way."
THE FUTURE OF RADIO?

Continued from page 8

statewide public radio network MPBN is subsidized by the University of Maine and like almost every public system everywhere, it is run by amateurs. But there's no way to tell if many people are listening to the "music of information" as WMPR or to the satellite stations in Dallas.

Network news of the people employed at local stations -- such as the two that killed human programmers. (Then again, perhaps the blogs are now more radio Weekly articles than just a bunch of print journalists by the names of Robert Fuller and J.J. Jeffrey bought a number of other stations for the Maine Savings Plaza and turned it into Fuller-Jeffrey Broadcasting Co., a 12-station radio group.

Sure you can save money, but you lose the ability to speak in a language.

Eric Hirshon is a reporter who can be found in the Casco Bay Weekly.

How they stack up:

Spring 1991 Arbitron ratings for Cumberland County, Maine (as of Summer 1991 Arbitron ratings for WMPR are not available.)

1. WBLM-FM 13.2
2. WPOR-FM 12.3
3. & WOR-FM 0.6
4. WGAN AM 9.0
5. WMCJ-FM 7.8
6. WHOM-FM 6.9
7. WHTF-FM 6.3
8. WKZS-FM 5.7
9. WLM-FM 4.5
10. WYNA-FM 4.2
11. WYNE-FM 1.5
12. WCW-T 3.3
13. WLCJ-FM 3.0
14. WZGJ-FM 1.8
15. WPVM-FM 1.8
16. WZPK-FM 1.8
17. WLPX AM 0.9
18. WQK-FM 0.6

How to use

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How to find it

Casco Bay Weekly is available at the Dundee Building, Fall on New York Street in downtown Portland, Maine, with the Maine Savings Plaza building, Fall on New York Street in downtown Portland, Maine, and \n
How to find the paper

Casco Bay Weekly is available at the Dundee Building, Fall on New York Street in downtown Portland, Maine, and online at richardjohnson.com.

How to buy a back issue

Casco Bay Weekly also has a back issue availability program for $20 for each issue, and $1 for online purchasers.

How to subscribe

Casco Bay Weekly is available at the Dundee Building, Fall on New York Street in downtown Portland, Maine, and online at richardjohnson.com.

How to place a classified

Casco Bay Weekly has a classified advertising format for $20 for online purchasers.

Every 15th of the month, Casco Bay Weekly distributes its classified format for $20 for online purchasers.

Buckdancer's Choice

151st Anniversary

BLOW-OUT SALE

30% to 50% OFF

AUGUST 1 - AUGUST 17


During the 1970s, several groundfish fleet owners blamed their problems on the Russian. Those Russian boats took quite a chunk out of the schools, they're quite opportunistic. More than we are. They got very little fish, even while we have a lot of fish to catch, and everyone has to go out and catch enough to meet the quotas. But with the exception of a few Popeye dragger ships — those of Capt. D. M. Morse, a retired NMFS enforcement officer living in Casco Bay — few dragger ships have fished close to shore since 1976, when the catch limits suddenly dropped.

"Draggering" is another fishing practice that fishermen claim damages groundfish stocks. "Draggering," they say, "is going way down to get that one fish. Scott Creaser, a lawyer at the National Marine Fisheries Service, has what he calls "a much larger size," which allows juveniles to swim through. Because of the smaller size, the draggers catch fewer juveniles. Fewer fish are caught, but, so are nonparasites. According to Knapp, many Gulf of Maine draggers complicated this problem by dragging over spawning grounds, where juvenile fish are more prevalent.

Some fishermen also have their critics. The "main problem with gillnets," said Capt. A. L. Morse, "is that they're going to catch whatever's there; they're very inefficient. When they're left unattended, they fish forever.

"Gillnet fishermen," said Capt. D. M. Morse, "are difficult to control. Businessmen start to line up and try to control the fishermen. But the well-intentioned government agencies can't control the fishermen.

"You'd have to work very closely with the fishermen," said Capt. D. M. Morse, "to make them understand the problem. But I think it's going to be a long, long time before they understand the problem."
The golden age of Portland radio

By Barry McCutcheon

Colby College men who want to spend their college years tuning out choral, folk and jazz music and tuning in to rock bands or subgenres of rock will be many students in Colby's student-run radio station, WMPG, are known for being the most conservative and the most liberal on campus. The station is also known for being the most experimental, with a long history of playing music that is not often heard on other college radio stations. WMPG is a student-run radio station that has been on the air since 1969. It is the oldest continuously operating college radio station in the United States. WMPG's programming includes a wide range of music, including rock, alternative, indie, and experimental. It is known for its eclectic mix and for its dedication to providing a platform for local and independent music. WMPG's staff is composed entirely of students, who serve as volunteers and are responsible for all aspects of the radio station's operation. WMPG's success is attributed to its commitment to student ownership, its dedication to playing music that is not often heard on other college radio stations, and its focus on providing a space for students to express their creativity. WMPG has been recognized as one of the most influential college radio stations in the United States and has been a leader in the development of college radio.
The Casco Bay Weekly

9-1

Call 774·0465
Portland's German filmmaker currently who will be visiting Braque, Matisse, Hemingway, Strange present front of the former Bookland at Eros EXPERIENCE is a play is a play is a Things in the Name of Toklas, in the store­

thanatos: "kopf. an illuminating the Paris

of kids trying to survive a that way. No

more ways to
drink

of the shed and trees, the jazz quintet singer

and a pleasurable armlength ache from hanging off the cable car corner by a couple of fingernails. But in fam11ar streets. Other bus benefits:

and wistful

bottom of the river:

... Dart machine. Meet him... Tapes, Used

The snapdragons are in bloom.

9-15

The Marching Band

This week

August 9.

Enjoy breakfast, lunch, dinner or

of wine or a home-baked pastry

of kids trying to survive a that way. No

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388-7117
Kottke's compositions are quirky. We were sequestered in a school. I remember this bubble coming up from under the water, and I breathed. It did.

Lotto Kottke, aboriginal acoustic fingerstyle wizard, will be in the Portland area next weekend. It should be noted that Kottke's compositions are quirky and non-traditional. I had a bad tooth. I fell in a half, and I breathed. She was interested in participating in the Portland scene. I now understand that the Portland scene is a fine, weird, excitable past. For more information, call 567-1234.

Leo Kottke tells the truth. Leo Kottke aboriginal acoustic fingerstyle wizard, will be in the Portland area next weekend. It should be noted that Kottke's compositions are quirky and non-traditional. I had a bad tooth. I fell in a half, and I breathed. She was interested in participating in the Portland scene. I now understand that the Portland scene is a fine, weird, excitable past. For more information, call 567-1234.

SATURDAY 8.3


SUNDAY 8.4

New World Society (NW) Presents: Author Circle. A collection of Portland's finest authors. Stop by and listen to some of our finest writers. Event is FREE. Call 567-1234 for reservations.

TUESDAY 8.6

Great Banana Split Society, feat. The Correctors: 150 Washington St, Portland. $10.00. Tickets available at the door.

WEDNESDAY 8.7

Great Banana Split Society, feat. The Correctors: 150 Washington St, Portland. $10.00. Tickets available at the door.

THURSDAY 8.1

Great Banana Split Society, feat. The Correctors: 150 Washington St, Portland. $10.00. Tickets available at the door.
Endangered Spaces: Environmental Show continues through August 11

Any Clare
Charlene Engel
David Linn
Margot Trout

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Endangered Spaces: Environmental Show continues through August 11
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advertise your gallery in this special section to be published bi-weekly starting august 17, 1991. call 775-6601 for special rates and further information.

ewlentertainment weekly


eleena jahn: perspectives
the works of elena jahn continue in the circle of wendy moody's 'the family' and the earth. the art of the past is depicted in the show 'the history of the world.' the artist's work is a reflection of her personal experiences and a celebration of the human spirit.
**Entertainment Weekly**

**SENSE**

**Bring back the books!**

Portland's world renowned literary festival will throw the return. Free seminars are 20 from a day for adult books. 100 from kids On Aug 12, the library will take children's reading sessions. For more information, call Portland Public Library at 774-HELP.

**HELP**

A Brain Training Group has been formed for parents and caregivers of children with attention deficit hyperactivity disorder (ADHD). The group meets on Wednesdays from 10-11:30 am at the Visiting Nurse Service of Southern Maine, 1225 Congress St, Portland. Call 775-0105 for more information.

**Bold journeys, human poems**

*"Bold Journeys,"* by Kathleen Lignell, Northern Lights, 1991

Though Kathleen Lignell has been living and working in the Pacific Northwest for many years, perhaps even more than the male "lost-voice" characters in the book, Lignell is a native Californian. She is a poet and novelist who has written several books about the West and the people who live there. In the book's final poem, there is a return to the "American West," which Lignell sees as a "sacred sanctuary." A year after the book's publication, Lignell was diagnosed with cancer. In her final months, she wrote a book about her own struggle with the disease, "The Long Way Home." She died of cancer in 1997.

This is a beautiful and moving collection of poems that is not afraid to confront the reality of death. Lignell's poetry is filled with images of the natural world, as well as personal experiences. It is a testament to the power of poetry to help us make sense of our lives.

---

**Family Practice**

**LOADS OF LIGHTS**

**PRIMAL LITE**

**Off the Clock**

Grand Opening of the Portland Garden Center. Free admission to gallery and free samples of new plants. Great Gift Ideas for the holiday season. Open every day.

**Family Practice**

**Dhos and Don’ts** Parenting Guide

A weekly, direct mail questionnaire guide designed to educate parents on the latest research on child behavior and development. With each issue, parents will receive a parent-to-parent newsletter, a weekly tool kit brochure, and a monthly newsletter. Written by Dr. David 25, this is a unique and affordable parenting resource.

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*Wellness*
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Let's the Casco Bay Weekly Talking News suggest just the attention you've been looking for — or help you relax after a long day. The Talking News offers brief descriptions of more than 70 great restaurants throughout the Portland area. Just call 1-900-680-MENU for you a taste of Maritime and other places you may be interested in. It's a great way to find your next meal. Call now! Monday to Saturday 12-1 am, Sunday 12-10 pm.

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Take the guesswork out of dining.

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Now thru Aug 25th
ALL ITALIAN OUTFITTERS

THE MOVIES

1992 WATERS

ALBERTA'S RARE AND USED BOOKS

PARKER'S

STOP AND SMELL THE FLOWERS

FOR KIDS

Learning and laughter

The First Annual Road Race at Tsongas Arena, Aug 17th, is open to children ages 1-12. The race begins at 10 am and is free for all ages. Children will receive a printout of their participation. Registration is $1 for kids 1-12 and $3 for adults. For more info, call 777-8011.

Learning and laughter

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FOR KIDS

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The First Annual Road Race at Tsongas Arena, Aug 17th, is open to children ages 1-12. The race begins at 10 am and is free for all ages. Children will receive a printout of their participation. Registration is $1 for kids 1-12 and $3 for adults. For more info, call 777-8011.

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REAL PUZZLE

Notables

Name these musical trios. The first one is the classic "Steinway & Sons," the second one is the "American Fender" model.

Can you solve the Real Puzzle? There are 15 clues that will lead you to the solution. The answers can be found in the next week's edition of the Casco Bay Weekly.

Solution to Real Puzzle #80


*Indicates a multiple answer solution.

Weekly Classifieds

medium format cameras, $65; $4500.00.

12" amber monitor. Centronix printer $150; one queensize, $287.19. ADDISON KIA HORIZON at 772-3368.

AUCTION SALE! 30 Model & Antique Cameras, B&W, Color, View, Stereo, SLR, etc., plus lenses, lights, etc. Classifieds $287.19 plus sales tax. AIB "THE LIDO" for return.

THAILAND - IVORY SOCIETY.

THE REGALE FIBER OPTIC 2000 starting at $498.00. FREE DELIVERY & INSTALLATION. AIB "THE LIDO" for return.

FOR RENT: 2 bedroom cottage, $65, plus $4,500.00.

12) Washington Monument 10) Great Wall 9) Taj Mahal

I'M 54, 6'0" wearing 200, 34-37-50, black pants, black shoes.

ME TARZAN, YOU JANE. NO WAY. This 50s/60s star is best known for her role as Jane in "Tarzan." She is single and looking for someone who can keep up with her adventurous lifestyle. She is looking for someone who is physically fit and enjoys outdoor activities such as hiking, camping, and exploring new places.

In this week's issue, we feature an advertisement for a "Multi-user database systems that work!" program. To find out more, call 777-3650.


can find me at Two Lights, not mountain climbing. Would like to get to know someone who enjoys similar interests. If you're interested, let me know. I'm looking for someone who is outgoing, adventurous, and enjoys exploring new places.

MR. TARZAN, YOUR JANE. NO WAY. This 50s/60s star is best known for her role as Jane in "Tarzan." She is single and looking for someone who can keep up with her adventurous lifestyle. She is looking for someone who is physically fit and enjoys outdoor activities such as hiking, camping, and exploring new places.

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70 Stevens Ave., Portland
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