

BROADCAST PRO-FILE

28243 ROYAL ROAD
CASTAIC, CA 91384-3028

WKYS (FM)

Profile Prepared for Skip McCloskey

A construction permit for a new Washington D. C. FM broadcast station was granted in the fall of 1946 by the Federal Communications Commission. Recipient of the "Class B" permit, which specified a power of 20 KW on 94.5 megacycles, was the National Broadcasting Company Inc. (Niles Trammel, President), licensee of the District's NBC-affiliated WRC on the standard AM dial. A transmitting site on the grounds of the Wardman Park Hotel was secured for WRC-FM, and a combination FM and TV tower was built on the site in April 1947. An RCA FM transmitter was secured and installed there. The FCC's FM frequency realignment of June 12, 1947 placed WRC-FM at 93.9 megacycles.

WRC-FM went on the air under an S. T. A. (Special Temporary Authorization) on Friday morning, June 27, 1947. Studios of WRC, on the second floor of the Trans-Lux Building, 724 14th Street N. W. were utilized by WRC-FM, which from the start duplicated fully the WRC NBC AM program schedule. Frank M. Russell was NBC Washington Vice President while Carlton D. Smith was the station's first General Manager. The FCC issued WRC-FM its first FM station license July 13, 1948.

On October 7, 1949, Joseph H. McConnell was named to succeed Niles Trammel as President. Mr. Trammel was elected Chairman of the Board of NBC Inc. at this time. William R. McAndrew was appointed WRC-FM General Manager in 1949. He was succeeded in that position in 1951 by Eugene Juster. In a consolidation move, studios were moved to the WRC-FM transmitting location, the Wardman Park Hotel building, in 1952. The hotel name was changed to the Sheraton-Park Hotel in late 1952. In 1953, Vice President Carlton D. Smith was again named General Manager of the WRC stations in Washington.

The FCC issued WRC-FM a permit to move its studio and transmitter to a new location on April 19, 1957 -- to 4001 Nebraska Avenue N. W. In late 1957, Joseph W. Goodfellow was promoted to Station Manager. WRC-FM was silenced January 8, 1958 for the move from its old quarters at the Sheraton-Park Hotel and returned to the FM airwaves from a new 484-foot tall tower at 4001 Nebraska Avenue N. W. on February 8, 1958. A newly installed transmitter then made its air debut. On Thursday, May 22, 1958, the new 4 million dollar WRC Radio-TV Center building was dedicated. WRC-FM was authorized to reduce power from 20 KW to 3.9 KW on July 28, 1958. A day later, a license covering the move of studio and transmitting location was issued by the FCC. A license covering the power reduction from 20 KW to 3.9 KW was issued to WRC-FM by the FCC November 5, 1958.

Power was again boosted to the 20 KW level in late 1959 and Joseph Goodfellow became Vice President and General Manager of the WRC stations. His replacement as Station Manager in 1960 was Harry A. Karr Jr. became WRC-FM Station Manager. Programming at this time was a duplication of the WRC AM schedule, 18 hours a day. On November 28, 1966, WRC-FM inaugurated partially separate programming with a "Classical Music" format. Tapes were provided by NBC-FM's program unit at WKYC-FM Cleveland, Ohio. 45 percent of its operating hours was devoted to duplication of WRC's NBC network schedule. "Jazz

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Music" elements were added by 1967. The station's syndicated "Concert" programming came to a close at the end of 1967 when a "Pop Standards" music format was undertaken. Harry Karr Jr. was promoted to General Manager in 1968, the year WRC-FM's antenna height was reduced to 480 feet. By 1969, it programmed separately from 11:00 a. m. until 1:00 a. m. daily and by the end of that year, all broadcasts were in stereo. An adult "Progressive Rock" music format debuted December 14, 1970. Music was provided by a newly-installed automation system. At this time, its NBC network affiliation was dropped.

General Manager Harry A. Karr Jr. died at 51 at a Bethesda, Maryland hospital on May 2, 1972. Peter V. O'Reilly was his replacement in June of that year. A 100 percent separately programmed "Jazz Music" format was inaugurated in late 1972. Bruce A. Houston joined WRC-FM as its new General Manager in October 1972. The FCC authorized the station to increase power from 20 KW to 50 KW and to install a new transmitter on February 5, 1973. Prior to the implementation of those technical improvements, WRC-FM dropped its "Jazz Music" format to switch to a "Beautiful Music" format effective March 5, 1973. Power was increased to 50 KW and WRC-FM (known now as "Stereo 93.9") expanded its daily operating schedule from 18 to 24 hours on March 19, 1973. An FCC license was issued June 20, 1973 covering these changes. In early January 1974, Mr. Houston was succeeded as General Manager of the WRC stations by Harold L. Green. In mid-April 1974, the nearly 27 year-old call letters WRC-FM were replaced by new ones -- WKYS (FM).

Effective June 18, 1975, WKYS (FM) switched to a "Contemporary Music" format, a musical format inherited from AM sister station WRC which went to an all news on that date. In the fall of 1975, that changed to an "All Disco Music" format. General Manager Harold L. Green resigned that post in March 1976. In April 1976, Frank Scott was recruited from a Colorado station to become General Manager of Washington's WKYS (FM). The FCC on May 2, 1977 granted WKYS (FM) a permit to reduce power to 32 KW and decrease antenna height to 410 feet. WKYS (FM) continued to broadcast from an antenna height of 480 feet with a power of 50 KW. Mr. Scott was promoted to Vice President and General Manager in early June 1978. Named as FM General Manager in late November 1978 was Raymond A. Yorke (Mr. Scott remained in charge of WRC on the AM band). Succeeding Mr. Yorke as General Manager of "Stereo Disco 94" in late March 1980 was Bartley D. Walsh. In 1980, the station switched to a Black-oriented "Urban Contemporary" music format. In 1982, Mr. Walsh was promoted to Vice President and General Manager.

WKYS (FM) installed two new Harris 25 KW transmitters at its transmitting site at 4001 Nebraska Avenue N. W. in early 1973. Retired General Manager Joseph Goodfellow died on August 5, 1983 at his Florida home. He was 73. His death was followed by that of Carlton Dabney Smith, manager from the station's inception until 1949, on April 27, 1984. Mr. Smith was 79. He became Presidential announcer for Franklin D. Roosevelt in 1933 and was named manager of WRC in 1941.

In 1985, WKYS (FM) increased antenna height to 485 feet. Effective June 9, 1986, WKYS (FM) was transferred from NBC Inc. to new owner General Electric Company. The FCC approved this multi-station purchase June 11 (WRC had earlier been sold to others -- in September 1984). Its new licensee was now NBC Subsidiary 9 Inc. Robert Wright was named President of NBC on September 1, 1984.

WKYS (FM) was sold by NBC Subsidiary 9 Inc. to minority-owned Albimar Communications on December 10, 1988. The new owners were partners' Bertram M. Lee and Skip Finley. The two obtained a 10 million-dollar loan from NBC to carry out the purchase. FCC approval took place in late 1988. Skip Finley became President and General Manager of WKYS (FM) in December 1988 and installed a new "Variety Urban Black" music format. The FCC authorized WKYS (FM) to reduce power from 50 KW to 24 KW (horizontal and vertical polarization) and to increase antenna height to 707 feet on October 25, 1989. In 1990, power was reduced to 24 KW and its antenna height rose to 707 feet. The WKYS (FM) antenna was mounted on one leg of the WRC-TV tower on Nebraska Avenue N. W. (its studio site as well).

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In 1994, WKYS (FM) affiliated with the ABC Contemporary Network. Skip Finley's Albimar Communications sold WKYS (FM) to Almic Broadcasting Inc. (owned by Catherine L. Hughes, Chairman and her 30 year-old son Alfred C. Liggins, President) for 34 million dollars in early June 1995. They also owned the licensee of Washington's Black-formatted WOL and WMMJ (FM) in nearby Bethesda, Maryland. Later in 1995, WKYS (FM) was transferred to commonly-owned Radio One Inc. Tony Washington, WOL's General Manager, assumed the same position at WKYS (FM) in 1995. Named as Station Manager was Andre Carpenter. He was succeeded in that post in 1996 by Janelle Hines.

WKYS (FM) moved offices and studios in 1997 to 5900 Princess Garden Parkway, Lanham, Maryland. Michele Williams succeeded Janelle Hines as Station Manager in 1999. Power increased slightly -- from 24 KW to 24.5 KW in January 2000. Alfred C. Liggins was elevated to Chairman of Radio One Inc. in 2001 and Ms. Williams was promoted to WKYS (FM) General Manager.

Today, WKYS (FM) "Kiss 94 FM" operates 24 hours a day on 93.9 mHz. with a power of 24.5 KW (horiz. & vert.) from 4001 Nebraska Avenue N. W., Washington, D. C. at an antenna height of 707 feet. Studios are located at 5900 Princess Garden Parkway in nearby Lanham, Maryland. The "Black Urban Contemporary" music-formatted stereo outlet remains licensed to Radio One Inc. and is affiliated with the ABC Contemporary Network. General Manager is Michele Williams.