

CY NEWMAN'S NEW POLICY FOR RADIO KTOO

I am Cy Newman, General Manager of Radio Station KTOO. For the past week or so, mainly on Joe Delaney's top-rated Open Line program, we have received calls from regular listeners who have expressed concern at the upcoming change in format and music that will take over on November 1. Admittedly, the number of critical calls have been small. But even a very small minority has the right to be heard. So we here at KTOO Radio have welcomed these calls.



CY

I just mentioned the word "minority", which is what the whole change at KTOO Radio is all about. I would like to state that I personally am not a wild-eyed militant, nor do we have, or plan to have, any wild-eyed militants on our staff. I personally abhor violence in any form from any part of our society, white or black. I don't feel that anything has ever been accomplished through burning or rioting or even name-calling.

Let me tell you briefly what our plans are for KTOO Radio. KTOO Radio, in point of years, is one of the oldest radio stations in the Greater Vegas Valley. However, for whatever reason, KTOO Radio over the past half-dozen years has fallen behind the pack and lost favor with both listeners and advertisers. So, when I was hired to take over management of KTOO Radio, I saw that something had to be done quickly and dramatically. I have spent some 34 years in broadcasting. I respect broadcasting both as a business and as an integral part of any community. To change our programming here at KTOO to middle-of-the-road music, or country-western music, or rock-and-roll music, would just duplicate programming that the listeners of Greater Las Vegas

roll or any other type of music. I realize that the music will be playing here on KTOO Radio starting November 1 will not please everyone, and that many of you may turn for your radio entertainment to other stations in the area. But certainly, the former music policy of KTOO Radio, that of modern jazz, didn't please everyone either. Nor did its predecessor, country-western music, please everyone. So, we lose some old friends, and we hope to gain some new ones. Even more important with an expanded staff, we hope to serve all of the people in the Greater Las Vegas area -- those in our city of origin, Henderson, and in West Las Vegas, and in Boulder City, and in North Las Vegas as well.

When we editorialize, as we will regularly, we will present the problems, but also attempt to present a possible solution. And our KTOO Microphones will always be open to any responsible organization or individual with a dissenting view. Getting back to the subject of militancy, we will of course permit those who class themselves as militants to have their say here at KTOO Radio. Whether we agree or disagree with them, they have a right to be heard. And I would rather have them take time to express their own opinions here, than have them express those opinions at the end of the fire during a riot. Those of us here at KTOO Radio are going to make an effort to bring a new vitality back to broadcasting here in Las Vegas area. Before you condemn us, or before you leave us for other parts, I hope you'll give us a chance to show you what we mean. You might just like what you hear.

I want to thank you for your patience,

Not to get to the subject of "soul" music. What is "soul" music? I don't think that anyone really knows. Except that it expresses the hopes and the fears, and the desires, and the frustrations of any person, black or white. Soul music is Lou Rawls, and it is the music of Aretha Franklin. But it is also the music of Frank Sinatra, and of Joe Williams and of Peggy Lee. In short, "soul" music has its place in our society just as country-western or are now getting very ably from other radio stations in symphonies or rock-and-



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has added savory touches which include a special baked tomato, french fried onions, toasted garlic cheese bread and other delicacies which are served with each meal. Wine suggestions for each entree are printed on the menu, and a wide selection is available.

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