

STOP THE SALE OF 93.5fm KDAY in Los Angeles!!!

BALH-20130408ACL for KDAY and BALH-20130408ACM for KDEY in the Inland Empire

Dear FCC,

We at SAVE KDAY (www.facebook.com/SAVEKDAY) strongly object to the proposed sale of KDAY (93.5fm Los Angeles) to Chinese conglomerate Phoenix New Media and RBC Communications. How could you consider the sale of America's only Old School Hip Hop radio station to a Chinese media company like Phoenix and RBC Communications who have no proven experience in U.S. radio? Isn't China Communist?

I understand a conservative group has already approached you with their objections to the Phoenix New Media/RBC takeover of KDAY's airwaves—SAVE KDAY is not a conservative organization, we are not politically affiliated—consider us the voice of reason for American Hip Hop radio listeners in LA.

Please reconsider and block this KDAY transfer application immediately (**BALH-20130408ACL and BALH-20130408ACM**). The very voice of Old School Hip Hop in Los Angeles, 93.5fm KDAY, is being threatened by the RBC Communications takeover, and time is running out as we face the loss of a true cultural gem in LA this summer with the loss of KDAY. LA understands the significance of KDAY; it has been the Soundtrack of Los Angeles for nearly a quarter century.

No other radio station on Planet Earth is playing the Old School Hip Hop music and artists of KDAY. To have a station with branding as legendary as KDAY sell for \$19.5 million to a Chinese media conglomerate with no experience in U.S. radio is a travesty. The pending KDAY sale to RBC may be the perfect American Hip Hop investment opportunity. A cooperative of Hip Hop music labels could capitalize on this inexpensive investment opportunity to purchase a music channel that will allow the label to pump their new and vintage music catalogs to the people of Los Angeles and around the globe on mainstream radio and the internet. Furthermore, the radio station format should be viable and lucrative in many other urban markets outside LA.

San Francisco/Oakland, Chicago, Detroit, St. Louis, New York/New Jersey and Baltimore should be able to immediately make advertiser dollars off a franchised KDAY Old School Hip Hop format—it is The New Classic Rock Market. Some of KDAY's advertisers are nationwide or online so those advertisers' messages could immediately transcend markets.

Much of KDAY's vintage Hip Hop was created by local artists right in LA's backyards. What's sad is that many of these artists are no longer with us, so to silence their voices now on mainstream radio airwaves would prevent future generations from learning their music. The 958,000 Los Angeles-area listeners who tune into KDAY every week will be completely underserved as there is no other station playing the music of KDAY.

I've attached a SAVE KDAY toolkit:

1. Official News Release (3 pages)
2. Long-form News Release (7 pages)

Received & Inspected

JUL 22 2013

FCC Mail Room

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JUL 22 2013

3. LA Weekly article re: SAVE KDAY --published by LA's G-Funk expert Ben Westhoff
4. SAVE KDAY flier #1: What Would Eazy E Do?
5. SAVE KDAY flier #2: Dre SAVE KDAY: I got 5 on it

Can you please provide an email address so that I may follow up with an electronic submission of the attached for your review, comments and dissemination to colleagues and friends of American Hip Hop?

Thank you for your help and consideration. And thank you for helping the people of Los Angeles. God Bless the United States of America.

Please reach out to me anytime for feedback, comments and questions.

Best, Casey, [facebook.com/SAVEKDAY](https://www.facebook.com/SAVEKDAY)

Casey Colvin

C&C Productions

candcproductions@live.com

Ph: 224-545-7443



****SAVE 93.5fm KDAY and LA Hip Hop! *LIKE: www.facebook.com/SAVEKDAY***

SAVE KDAY

2013 JUL 23 A 6:14

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GET A DOCTOR! SAVE KDAY!

Los Angeles—KDAY (93.5 FM, KDAY Redondo Beach and KDEY-FM Ontario), America's only Old School Hip Hop radio station, is being bought by RBC Communications, part of the Chinese media conglomerate Phoenix New Media, and flipped to a Mandarin-speaking format. The sale threatens to end an era of Hip Hop in Southern California with the fire-sale price of KDAY for \$19.5 million. It's a sweet deal for RBC at 55% off Magic Broadcasting's original asking price of \$35 million in 2010 during a bid to sell KDAY to a company called SoCal935 LLC —that sale cratered in 2012 and was never completed.

If the FCC approves the deal, Magic Broadcasting will have officially taken itself out of the radio business in California with the sale of KDAY. While it's the biggest-ticket sale in radio so far this year, the \$19.5MM deal for the co-channel Class A signals is shockingly below the \$120 million that Magic paid for the two FM stations in 2005.

History of KDAY

KDAY 93.5FM has deep roots in the LA community as a resurrection of the original 1970s and 1980s R&B/dance/pop and Hip-Hop station, KDAY AM 1580. KDAY became the first station in the world to go Hip-Hop around the clock and was responsible for West Coast Hip Hop surging into mainstream prominence throughout the U.S. KDAY AM 1580 was sold and flipped to an all-news format in 1991.

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Adrian Scott ("A.D." as he is known in the radio industry) resurrected the branding of KDAY 1580am's Old School Hip Hop format in 2009, re-launching KDAY on 93.5fm in Los Angeles. As Program Director and Operations Manager, A.D. introduced an entire new generation of listeners to the music that made LA famous in the 1980s and 1990s. A.D. explained in a 2009 news release: "The landscape of Los Angeles radio has been ever changing over the last several years and the programming at 93.5 is taking an exciting turn for the better as focus is placed on the brand equity in KDAY and its deep musical roots." A.D. was accurate in stating "Los Angeles has been missing the West Coast sound. KDAY can now focus on its strengths as a local, independent station that connects with the diverse culture that is Los Angeles."

During the 1980s, KDAY broke new West Coast artists such as N.W.A., and launched the careers of N.W.A. core members Ice Cube (O'Shea Jackson) and Dr. Dre (Andre Young). Dr. Dre and Ice Cube are now sought-after potential investors in an effort to SAVE KDAY.

Irwindale, California-based RBC Communications' announcement of their KDAY buyout on April 11, 2013 and mission to change the radio station to a Mandarin-speaking format may ostensibly mark the death of Old School Hip Hop on mainstream American airwaves. "If you're not from LA, you wouldn't know what KDAY means to us," explained Mack 10, one of many local Hip Hop artists featured on KDAY. "They've repped the West harder than any station in the world!"

KDAY has had much success producing sold-out live events like Fresh Fest and Krush Groove. Performers at these shows made it clear that KDAY held a special place in all of their hearts. "They play these rare gems that no other station that I know of in the country is playing in hip-hop," said Too \$hort, backstage

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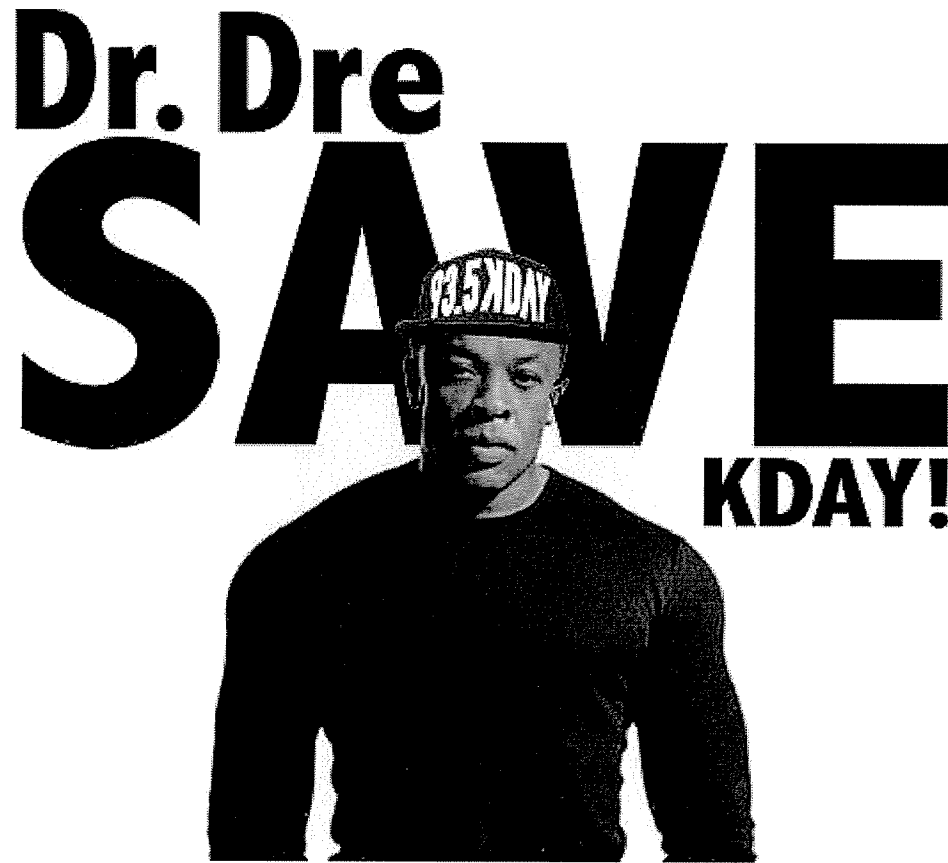
SAVE KDAY

after headlining Krush Groove two years ago. Ice Cube also recognized the station's influence on his whole career when he blessed the station with a closing performance at last year's Krush Groove.

Back To The Future: SAVE KDAY...Again

Efforts began immediately in the Los Angeles community to once again save the radio station. Casey Colvin, founder of the SAVE KDAY Facebook community (www.facebook.com/SAVEKDAY), has committed to finding Hip Hop music label investors to help preserve the KDAY historical format on LA radio. "It just makes sense in this age of new media and shrinking record sales that major rap labels would want to promote their classic catalogs and new artists on LA radio." Regarding the station's importance to keeping the continuum of West Coast Hip Hop culture alive, Colvin comments "To lose KDAY would erase 1980s, 90s and early 2000s Hip Hop off American airwaves for good since there is no other radio station in the country playing vintage Hip Hop."

Colvin believes there are huge markets to be gained with KDAY's branding and has offered an investor model whereby Hip Hop labels such as Dr. Dre's *Aftermath Entertainment* label and Diddy's *Bad Boy Records* could own a piece of Hip Hop history, push new and classic artists on their respective labels, and introduce a new generation of fans to Old School Hip Hop.



"We need a Doctor to save KDAY" suggests Casey Colvin, founder of the www.facebook.com/SAVEKDAY community, alluding to the \$309 million dollar empire Dr. Dre has amassed through his launch of Beats by Dre headphones in 2008. "Dre got started on KDAY, I'm sure he understands the cultural significance of losing the radio station as a platform for both veteran and emerging artists."

Photo provided by Rafael Dos Santos

SAVE KDAY's mission continues A.D.'s pioneering vision for the station's rebirth

In 2009, when A.D. resurrected KDAY 1580AM on 93.5fm in Los Angeles, he claimed "With a mix of the old school and the new music that is enjoyed today, I feel we have a unique and winning recipe." That winning recipe of Old School hip hop may be precisely why KDAY's brand of programming should be viable in other U.S. radio markets and online.

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Moving the station to a different frequency in L.A. or switching back to AM is one possibility for saving KDAY. One example of a radio station that successfully migrated to a different frequency after a corporate buyout is Underground Q (87.7fm, Chicago). “Q 87.7” (www.q877.com) is the rebirth of Q101 (WKQX, Chicago), which was shut down on July 14, 2011 after 20 years as Chicago’s leading Alternative Music Station. Q101 was sold in 2011 by Emmis to Merlin Media with plans to convert it to an all-news station; however, the intellectual property was purchased by Chicago entrepreneurs Matt Dubiel and Mike Noonan.

Before Merlin officially took over, Broadcast Barter Radio Networks, which included entrepreneurs Dubiel and Noonan, bought the Q101 name, image, logos, and domain name. 87.7fm Chicago *Underground Q* immediately started broadcasting the same music as Q101 with the same pool of advertisers. Today, *Underground Q* continues to succeed with their goal of rebuilding the station and rebroadcasting the music of Q101 once again, this time as Q87.7 (WKQX, 87.7fm, Chicago).

In addition to moving KDAY 93.5fm Los Angeles to a different frequency on the FM dial or re-launching the station on AM, Colvin also cites other possible solutions to save the station including KDAY web and satellite music channels. Expanding the KDAY format to new signals in San Francisco/Oakland, New York City/New Jersey and Atlanta also provides a unique opportunity for investors to capitalize on KDAY’s branding. SAVE KDAY hopes to combine A.D.’s vision for the rebirth of this Classic Hip Hop station in 2009 with the public’s continuing need for this musical genre in order to attract investors to broadcast KDAY’s music into untapped markets beyond Los Angeles.

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SAVE KDAY

Colvin feels there are advertisers in these communities that can immediately benefit from KDAY's brand of programming, stating "Advertisers on KDAY in L.A. are similar to those in Oakland and Newark, which means KDAY's business model should be easily transferable to those new markets."

SAVE KDAY believes that an investor pool of Rap Music Labels has the unique opportunity to capitalize on the ROI of owning a Hip Hop radio station by promoting each label's existing catalog and new artists in key markets. Potential Hip Hop record label investors could include:

- Aftermath Entertainment (Dr. Dre)
- Shady Records (Eminem)
- G-Unit (50 Cent)
- Disturbing Tha Peace (Ludacris)
- Lench Mob (Ice Cube)
- Doggystyle (Snoop Dogg)
- Bad Boy (Diddy)
- Roc-A-Fella (Jay-Z)
- Def Jam

Other "angel investors" to SAVE KDAY could include Hip Hop forces in the entertainment industry such as Will Smith, Quentin Tarantino and Magic Johnson. SAVE KDAY hopes for an entertainment investor miracle for the Hip Hop radio community similar to Hollywood's achievement with the "SAVE THE PEAK" effort to preserve the historic Hollywood Sign in 2010, which raised \$12,500,000 to prevent real estate development that would have scarred Los Angeles' most iconic view (www.savehollywoodland.org).

SAVE KDAY

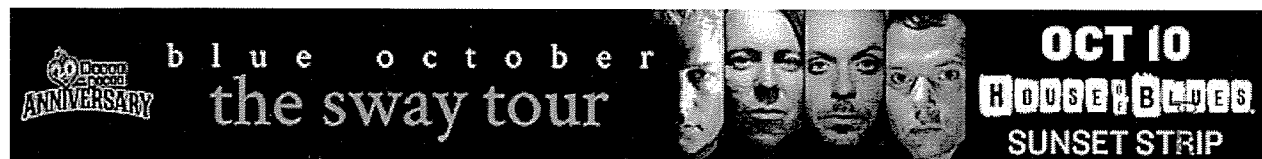
KDAY's brand of live music venues also provides a unique investment opportunity. For example, the absence of one of Hip-Hop's strongest champions on Los Angeles airwaves and the amazing live events that have gone with it will surely be felt. KDAY recently sold out the two days of what appears to be the final Krush Groove concerts at the 6000-capacity Gibson Amphitheater in LA on April 19-20, 2013. The bill included Bone Thugs-N-Harmony, DJ Quik, Too \$hort, Dogg Pound, Warren G, Mack 10, Glasses Malone, and Compton's Most Wanted.

In addition to expanding the radio station signal to other markets outside Los Angeles and online as well as preserving KDAY's sold-out concert events, SAVE KDAY also proposes other "Money Making Ideas" to attract potential investors including an online store featuring KDAY branded swag for sale featuring T-shirts, Bumper Stickers, Beach Towels, Visors, Sunglasses, Lighters, and On-Air DJ Mix Tapes available for download.

The RBC deal doesn't include any local marketing agreement so KDAY's format won't change until the purchase from Michael Durden's Magic Broadcasting closes. "There is still time to save the station" says Colvin. "Or at least capitalize on KDAY's branding by migrating it to a different signal in Los Angeles, while expanding markets in The Bay Area, East Coast, and online. We just need the right investors to come forth and SAVE KDAY."

Contact: C&C Productions, **E:** candcproductions@live.com, **Ph:** 224-545-7443,
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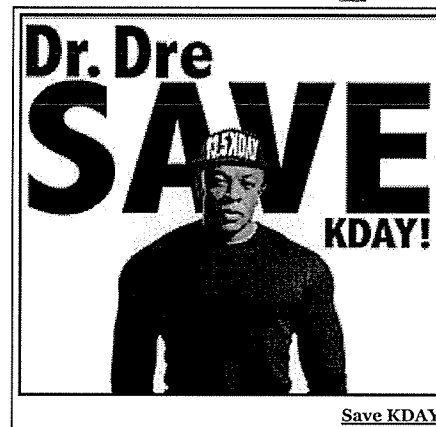
Could Dr. Dre Save KDAY?

By Ben Westhoff

Published Wed., Jun. 19 2013 at 3:30 AM

As we reported in April, local gangsta rap oldies station KDAY -- the best station in L.A. -- has been sold, for almost \$20 million. The buyer is RBC Communications, which is largely owned by a Chinese-American entrepreneur named Anthony Yuen. Word on the street is that KDAY's format will switch to Mandarin.

If the FCC approves the deal, the change could happen any week now, according to an industry analyst. So the fate of KDAY at its current home, 93.5 FM, is probably sealed. But that doesn't mean KDAY as a concept is dead. After all, this incarnation of KDAY was merely an homage to the original one, located at 1580 AM, which was the first station to play mostly hip-hop, before switching to an all-talk format in 1991.



New owners later bought the call letters to FM, and, presumably, those call letters will become available again after the upcoming switchover. Thus, KDAY and its sweet, sweet g-funk could theoretically pop up somewhere else on the dial. All it would take is a shit-ton of cash. So who should step in and save the day? Why, Dr. Dre, of course, says Casey Colvin, the man behind a group called Save KDAY.

He's started a Facebook page dedicated to the cause, featuring a picture of Dre in a photoshopped KDAY hat.

"We need a doctor to save KDAY," writes Colvin in his press release, noting that Dre's career would likely not be what it is without the AM incarnation. "I'm sure he understands the cultural significance of losing the radio station as a platform for both veteran and emerging artists."

And, of course, the retired (?) producer, rapper, and NWA alum is in a giving mood, having recently donated \$35 million to create a new tech and arts program at USC.

See also: Dr. Dre Speaks on His USC Academy

Obviously, Dre has the necessary capital to spearhead KDAY's move to another part of the dial. And this kind of thing has been done before, Colvin notes, like Chicago alternative station Q101, which after being bought out in 2011 later became Underground Q, at 87.7 FM.

Other rappers could also wear the guardian angel hat, Colvin adds. Here are his top choices:

1. Aftermath Entertainment (Dr. Dre)

2. Shady Records (Eminem)
3. G-Unit (50 Cent)
4. Disturbing Tha Peace (Ludacris)
5. Lench Mob (Ice Cube)
6. Doggystyle (Snoop Dogg)
7. Bad Boy (Diddy)
8. Roc-A-Fella (Jay-Z)
9. Def Jam

Our opinion? This could work!

And it wouldn't have to be charity. In fact, as we noted in our [KDAY feature last year](#), the gangsta rap oldies format is clearly ahead of its time. The ratings weren't bad, and as the young adults who grew up on Snoop, Bone Thugs, E-40 and the like continue to age, they're going to tire of Power 106 and other formats that play the same new hits over and over.

See also: [KDAY, the Gangsta Rap Oldies Station, Breaks New Ground by Playing Music From the Bad Old Days](#)

But even if it is charity, DRE DO IT ANYWAY. The thought of KDAY disappearing is too much to bear; there's almost nowhere else in the country where you can hear Jermaine Dupri followed by Juvenile followed by Westside Connection followed by Aaliyah followed by Skee-Lo. At least on the terrestrial dial, anyway. We'd even settle for AM, wouldn't we?

Well, maybe not. We're pretty much babies around here. But please, Dre, save KDAY. We promise to make it worth your while, even if it means buying a pair of your [crummy headphones](#).

See also: [New Survey Gives Beats By Dre Headphones Low Marks](#)

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[Top 10 Rap Battles in History](#)

[Top 60 Worst Lil Wayne Lines on Tha Carter IV](#)

SAVE KDAY

Home 20+ Casey

You are posting, commenting, and liking as SAVE KDAY — [Change to Casey Colvin](#)



SAVE KDAY Likes

Liked

Create Ad

Likes and People Talking About This

People Talking About This

40

Page Insights

June 16, 2013
Most Popular Week

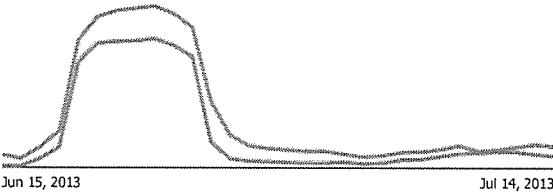
Los Angeles, CA
Most Popular City

25-34 years old
Most Popular Age Group

Total Likes

531

People Talking About This
New Likes Per Week



Friends Who Like SAVE KDAY



See Your Ad Here

Jr. Dre
SAVE
KDAY

Casey Colvin likes
SAVE KDAY.
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June 19, 2013

Official Release

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JUL 22 2013

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KDAY 93.5FM has deep roots in the LA community and is a reincarnation of the original 1970s and 1980s R&B/dance/pop and Hip-Hop station, KDAY AM 1580. KDAY became the first station in the world to go Hip-Hop around the clock.

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The RBC deal doesn't include any local marketing agreement so KDAY's format won't change until the purchase from Michael Durden's Magic Broadcasting closes. There is still time to save the station or at least capitalize on KDAY's branding by migrating it to a different signal in Los Angeles, while expanding markets in The Bay Area, East Coast, and online, as well as preserving KDAY's sold-out concert events. The right investors just need to come forward and SAVE KDAY.

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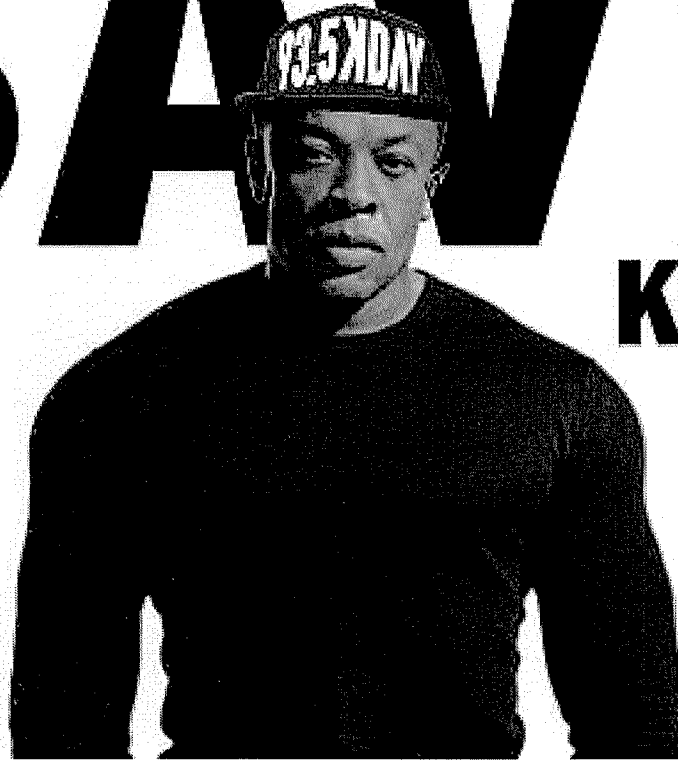
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SAVE 93.5fm KDAY!

Wanted: Hip Hop Investors to buy the dopest radio station in the world.
\$19.5MM needed ASAP. I got 5 on it.

Dr. Dre
SAVE
KDAY!



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93.5 KDAY
BACK IN THE DAY HITS

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What Would Eazy E Do?

**SAVE
93.5 KDAY
BACK IN THE DAY HITS**

SAVE 93.5 KDAY from being taken off the air!

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