

Received & Inspected

AUG - 2 2013

SAVE KDAY

659 S. Cloverdale
#307
LA, CA 90036

STOP THE SALE OF 93.5fm KDAY in Los Angeles!!!
FCC Mail Room

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 foreign media company like Phoenix and RBC Communications who have no proven experience in U.S. radio?

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 is a travesty. The pending KDAY sale to RBC may be the perfect American Hip Hop investment opportunity. A cooperative of American 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, Atlanta, 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.

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

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

Casey Colvin SAVE KDAY
Cand productions @live.com
224 545 7443

June 19, 2013

FOR IMMEDIATE RELEASE

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FCC Mail Room

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www.facebook.com/SAVEKDAY

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 about to cease broadcasting. KDAY 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 officially take 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.

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.

more

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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."

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). KDAY has had much success producing sold-out live events like Fresh Fest and Krush Groove. "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 after headlining one of KDAY's sold-out Krush Groove concerts 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.

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

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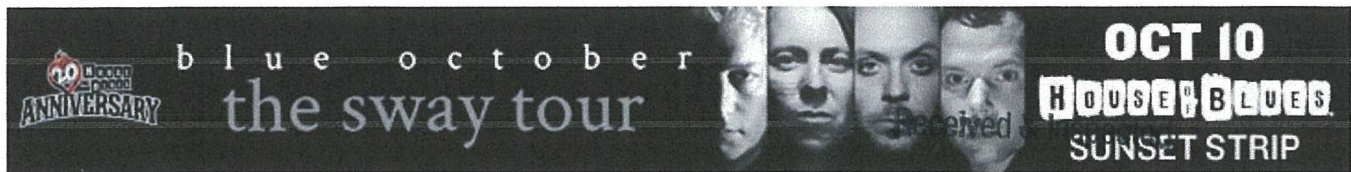
2010, which raised \$12,500,000 to prevent real estate development that would have scarred Los Angeles' most iconic view (www.savehollywoodland.org). Expanding the KDAY format to new signals in San Francisco/Oakland, New York City/New Jersey and Atlanta provides a unique opportunity for investors to capitalize on KDAY's branding. Other possible solutions to save the station include KDAY web and satellite music channels, or re-launching the station on AM where the station historically resided in the 1970s and 80s.

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.

For more information, Contact: C&C Productions, email candcproductions@live.com, **Ph:** 224-545-7443, www.facebook.com/SAVEKDAY

END

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Could Dr. Dre Save KDAY?

By Ben Westhoff

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

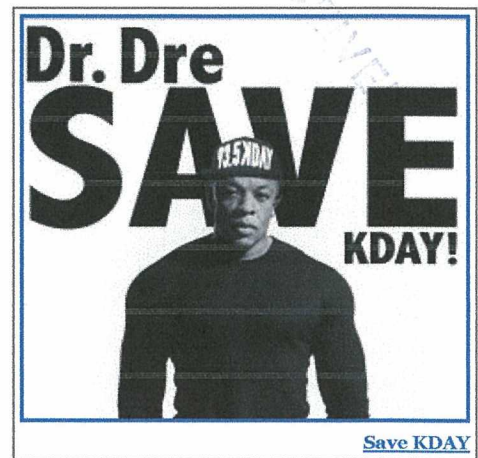
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FCC Mail Room

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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*](#)

Follow us on Twitter [Ben Westhoff](#) and [LAWeeklyMusic](#), and like us at [LAWeeklyMusic](#).

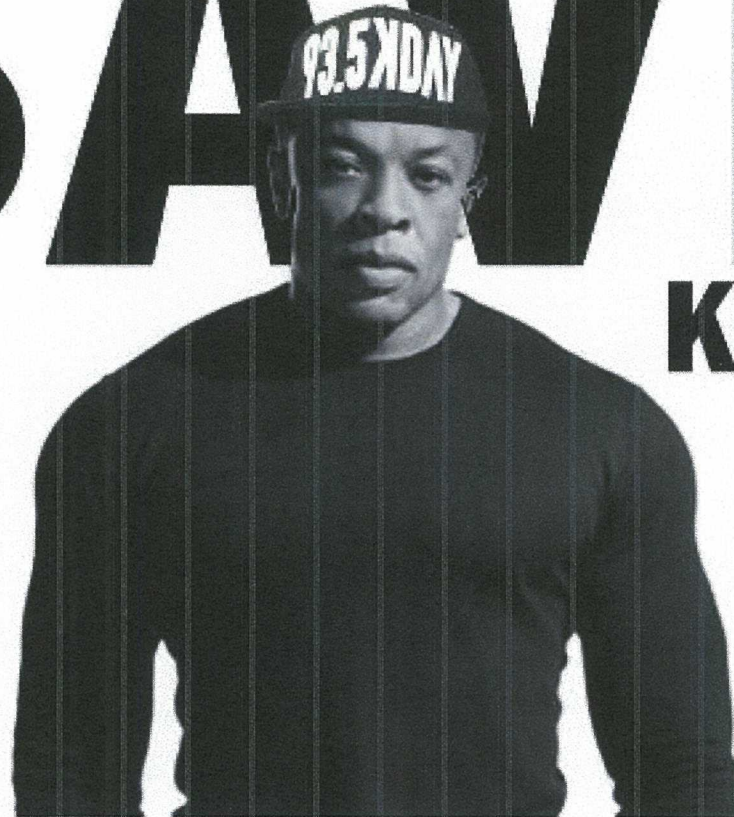
[**Top 10 Rap Battles in History**](#)

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

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!



SAVE
93.5 KDAY
BACK IN THE DAY HITS

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