



Bob Gaskins, operations manager at WCZY, makes sure the mood is mellow at this Oakland County FM station. (Staff photos by Gary Friedman)

## This station wants to get cozy with you

By JACKIE KLEIN

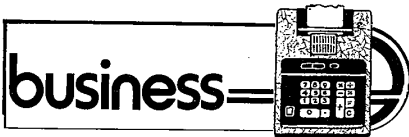
Idle up alone or with someone, make yourself cozy and listen to the most beautiful music on the air. That's the image the staff of the new WCZY-FM (95) is hoping to create.

"Our music is better," claims Fritz Beesmyer, 25, vice-president and general manager of WCZY, which broadcasts from offices on Ten Mile near Greenfield. "The songs on Cozy are all familiar favorites our listeners know and relate to."

"Stereo nuts rave about the crystal clear reception of our audio. Other area FM stations seem muddy by comparison. We've spent a lot of money on the finest equipment to make Cozy the best sounding station in the area."

WCZY's on-air staff are real persons, not just announcers, and they broadcast live 24 hours a day, Beesmyer said. He calls them warm, friendly, relaxed communicators. They identify the station, talk about the weather, news events and music and relate to listeners in an informal conversational way, he said.

WCZY, which is owned by Com-



Combined Communications Corp., has been operating about four months. The station, originally named WLDL, went on the air in 1949.

WLDL WAS owned by Jack Ross and Harold Tanner and the station was part of Lincoln Broadcasting Co. of Detroit.

"The first owners had the foresight to build the station in the most ideal location for broadcast property," Beesmyer said. "But the station, which converted to stereo in 1961, was rated last in the market."

"WLDL had some loyal fans but

no promotions or real identity. The facility has 165,000 watts of power, but what good is it if it doesn't reach listeners?"

Combined Communications Corp. bought the station April 10. Beesmyer and others on the radio's young staff decided call letters are important to reinforce and promote awareness of the facility. And so WCZY was created.

"When someone is driving 55 miles an hour on the expressway, he or she wants to hear beautiful music," Beesmyer said. "You can't promote

your station on the air. We have billboards indicating WCZY is a warm, friendly place to hear beautiful music and feel good."

Bob Gaskins, operations manager, is on the air from noon to 6 p.m. Monday through Friday. Many of the instrumental records played on the station are produced exclusively for WCZY, he said.

"There's a shortage of new music to suit our format," Gaskins said. "Our songs are carefully selected and programmed to create the pleasant mood and smooth flow which keeps our audience tuned to Cozy."

"RADIO, LIKE media print, appeals to certain lifestyles. Surveys show that beautiful music is listened to by key people in the community and professional, educated, more affluent men and women."

The format of popular, familiar songs, both old and new, attracts a large share of the listening audience, Gaskins maintains. WCZY music mainly appeals to adults 25 and older, he said, while vocals appeal to the younger crowd.

"Our format is relaxing," says Beesmyer. "We play very few vocal

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arrangements because they're distracting like a loud telephone reminding you and your lover there's a world outside you're busy forgetting.

"We know we'll fit well in the Detroit area market. Besides exceptional technical facilities and beautiful music, we have on-the-air personalities who aren't patronizing or phony. They make you feel there's someone there talking softly to you. Even our commercials are relaxed and friendly."

People have been calling the station off the air and their comments are kept on record, Beesmyer said.

Plans are to eventually tear down the station and build a new studio and offices for WCZY on the Ten Mile-Greenfield property, Beesmyer said.



Fritz Beesmyer

## Self-made millionaire Craig Hall: Make money making other people happy

By SUZIE MARKS

An unpretentious Craig Hall sat in a sparsely decorated office discussing how he had made \$1 million by age 22, \$6 million by 26 and \$15 million by the time he had reached 29.

Behind a scratched wooden desk in his Southfield office, the Bloomfield Hills resident, 28, said he making millions hasn't changed his lifestyle. He reached his eight digit salary by wheeling and dealing real estate and has written a book telling how to do it, *The Real Estate Turnaround: Craig Hall's Investment Formula That Makes Millions*.

Hall invested \$4,000 in an Ann Arbor rooming house in 1968. He sold it two years later for \$29,000 profit. And he did it with no family money backing him, using only funds saved from working odd jobs. As a college student, he saw the potential for the rooming house.

"I found people are willing to pay a good price for quality. On the Ann Arbor building, I improved the eye appeal and operational aspects."

The secret of success, Hall said, is the ability to analyze and meet the needs of tenants, lenders and investors—and profit by meeting those needs.

Hall calls this process turnaround. A lender will give a turnaround expert far greater modification of terms on a property loan than an average owner who is not helping solve the lender's problems. He added that by meeting the investor's needs in structuring deals properly, you can profit by having investors put up the risk capital.

HALL MADE deal after deal, adding millions of dollars together. Along the way he helped turnaround such properties as the sprawling Honeytree apartments in Canton Township and Lemontree in

Belleville. But after a few years of success, he began looking for new challenges.

"I felt I had accomplished a lot and was in a let down period," the former psychology major said. "I wanted something like a McDonald's type chain, but different than food."

Recognizing the emergence of racquetball as a major sport, Hall entered the field in 1975 by founding Standard Court Players Corp. In 1977 Time Inc. purchased 18 per cent of the company and the name changed to Sports Illustrated Court Clubs Inc.

"APPROACHING TIME was a full-fledged effort to build a chain," he said.

Hall said his friends considered him the least likely candidate for any sort of athletic-related business—because he has no interest in sports.

However, his ideas keep flourishing. Hall combined efforts of an enormous apartment complex turning out a winner. He designed a disco costing over \$1 million inside a racquetball court in his apartment complex.

"That project has been very gratifying. I designed the whole building myself on an airplane napkin," he said. "I couldn't get a mortgage for it, so I used my own money to build it."

Hall could talk for hours about his business investments. He works from early morning until after 11 p.m. every day. He does manage to stop at home for dinner and visit his wife of two months and their daughter.

The millionaire doesn't have any hobbies, is not a frequent traveler and said he's not an extravagant spender.

"Sure I have some luxuries, but I'm not eccentric."

Hall adds he doesn't want anyone to think it was an easy climb to the top for him.

"My first three years of business were very rocky," he recalled. "I learned by trial and error and benefited by not knowing enough about some areas to be scared. I used the unconventional approach."

"I OWNED A student property of 128 units at Michigan State University. I did a lot of wrong things and was in a devastating financial picture," he said. "I was 20 years old and had to consider bankruptcy. I was on tranquilizers and survived it. I worked out my problems and learned immensely."

On the lecture circuit, Hall visits industries and accepts voluntary appointments which help young people.

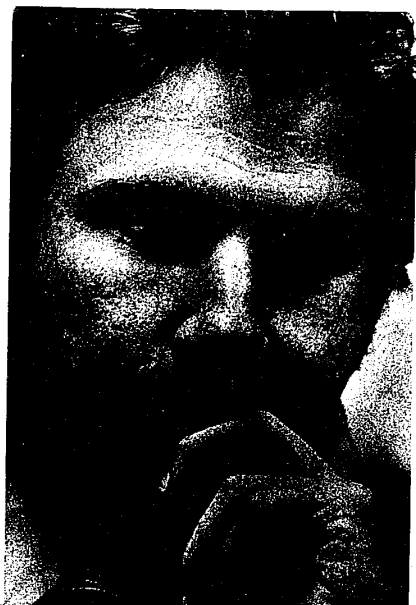
Hall predicts another depression to hit this country. He said land is a bad investment and is liquidating his vacant property.

"The financial freedom in the capitalist system is in great danger. We're becoming more and more socialistic and many don't realize that personal freedoms are tied to economic freedom," Hall said. "If inflation runs rampant and taxes keep going up, we lose our economic freedom and our personal freedoms are taken away."

"Land deals scare me. I think a depression will happen after the 1980 election, if Congress continues their rate of inflation."

Money isn't enough for Hall. He wants to be active in whatever ways he can in the business world. He has formed a charitable foundation where the bulk of his estate will filter. His personality hasn't altered since he placed in the upper tax bracket, Hall claims.

"If they took away all my money tomorrow I'd start all over again."



Craig Hall