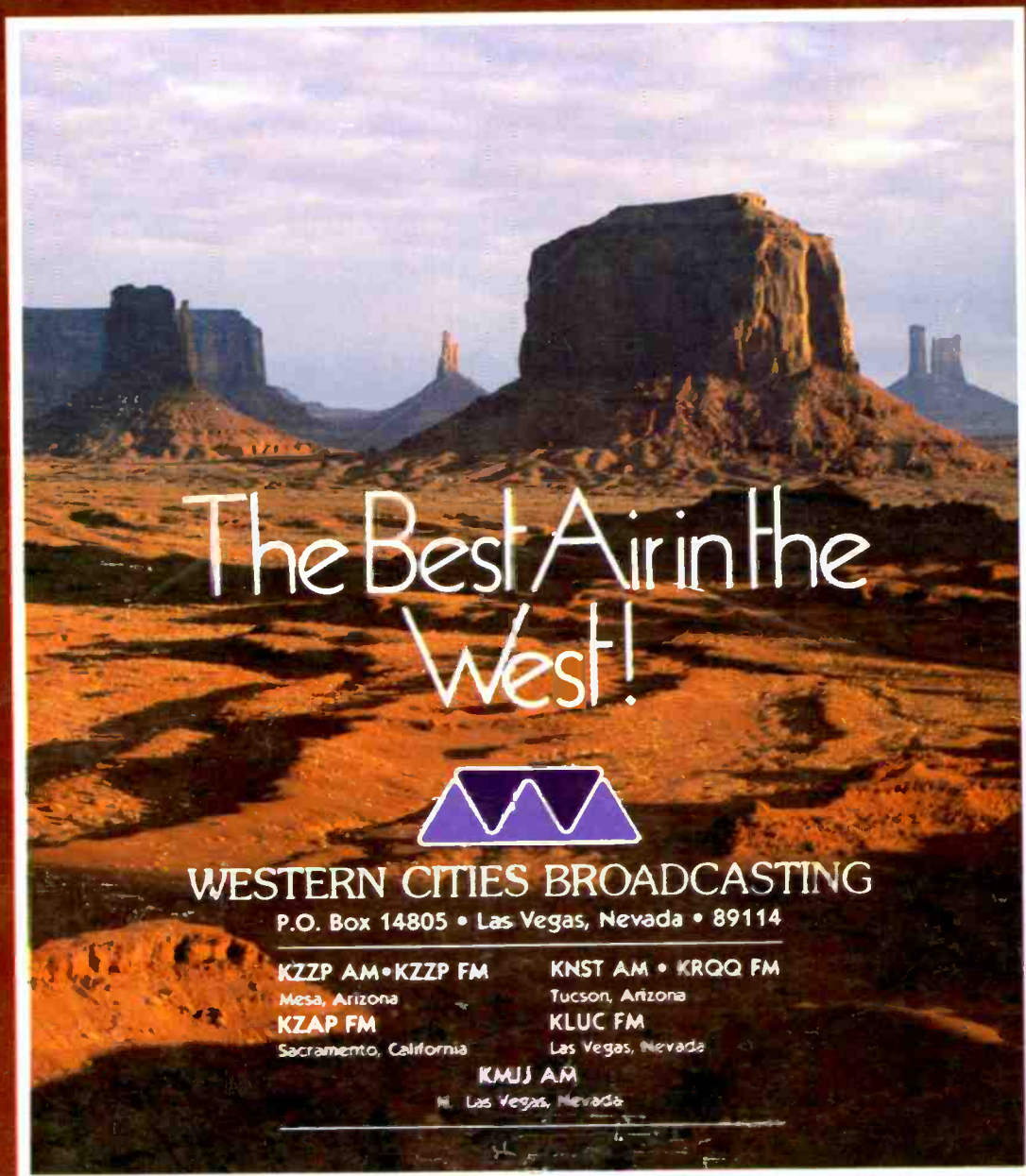


INSIDE RADIO

DIRECTORY



The Best Air in the
West!



WESTERN CITIES BROADCASTING

P.O. Box 14805 • Las Vegas, Nevada • 89114

KZZP AM • KZZP FM

Mesa, Arizona

KZAP FM

Sacramento, California

KNST AM • KRQQ FM

Tucson, Arizona

KLUC FM

Las Vegas, Nevada

KMJJ AM

Las Vegas, Nevada

FALL 1982

Number 11 in a Series:

The End of the Road.

Finished. Kaput. That's where a lot of people put the future of beautiful music. And, you know what? So do we.

It's true, beautiful music is down in share. And, it's equally true that it's up in delivering an older audience. We'd be pretty sad business people if we didn't recognize this.

That's exactly why we've done something about it, and created the new Bonneville "Million Dollar Sound"...the most

consistently fresh easy-listening music available anywhere, with more variety and more contemporary solo vocals, targeted specifically to the 25-54 demographic.

All LIVE, direct from our satellite feed. No more tired arrangements. No more burnout. No more listener turn-off.

At the end of this road, there's a Bonneville rainbow...the new "Million Dollar Sound."



from
Woody
Herman's
in
New
Orleans!

Bill McCollough
Co-Hosts of **The**
New, Exciting **Radio**
Program Series

Woody Herman
And His Young
Thundering
Herd &...

Radio Tonight!

from
Colorful,
Vibrant
New
Orleans...

Live Talk,
Variety,
Entertainment
via Satellite

12 60-Second Avails. Mons. thru Fris.
9-11 P.M. (EST) on the
BARTER PROFIT BANDWAGON
American Entertainment, Inc., P.O. Box 25,
Northport, New York 11768
Write for Free Brochure
or Call Ken Davis at (516) 261-2939.
(In association with Meadowlands Communications, Inc.)



In a World of NONSTOP

It takes a nonstop newscast to keep up with the world of nonstop news.

— And that's just what you get with CNN Radio—CNN Headline News, a full-time 24 hour a day international newscast that updates the leading stories in fast-paced 30 minute cycles—and CNN, 24 hours of dynamic, in-depth newscasts and interviews with newsmakers and celebrities that you can use as original feature material.

— As part of the Turner Broadcasting System, CNN Radio has 13 international bureaus and more than 100

reporting affiliates feeding it news as it breaks, from wherever it breaks.

— And those numbers are growing every day. Because the Turner organization has made a commitment to become the most reliable news network on the face of the earth.

— That's why the New York Times recently rated our coverage of the war in El Salvador above that of the three major networks. It's why we were on the air a full hour ahead of everybody else in our coverage of the Air Florida crash.



The Most Reliable News Source

NEWS

— And it's why those stations that become part of CNN Radio can expect to become news leaders in their markets.

— CNN Radio is a flexible, economical all news format—with a state-of-the-art delivery, a unique three-dimensional sound, and an immediacy of coverage that compares favorably with every major news-gathering organization.

— And best of all—CNN Radio is exclusive—available to only one station per market.

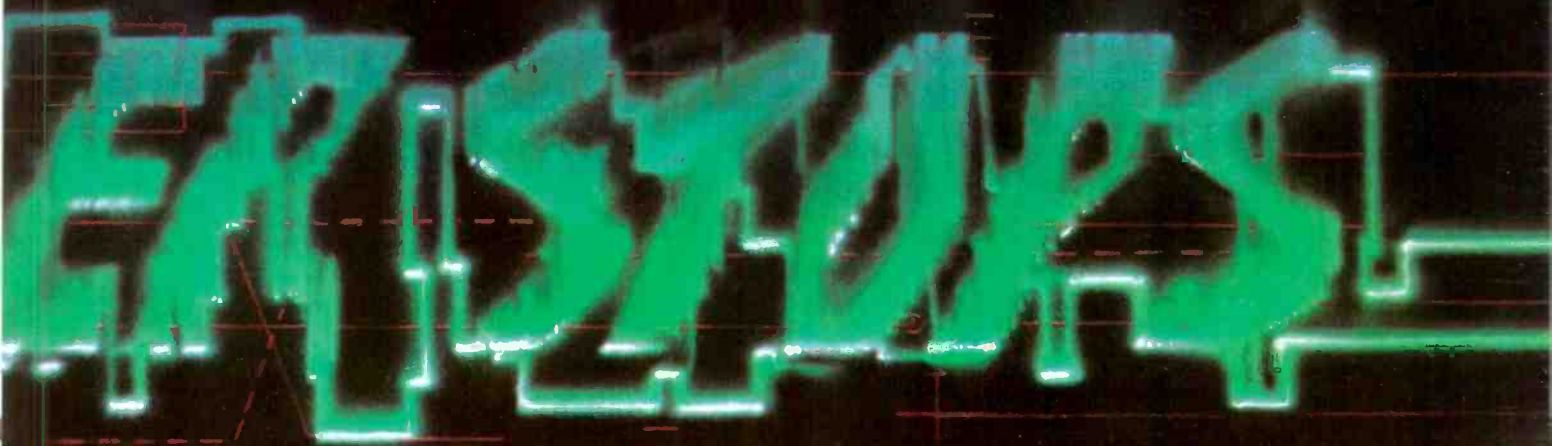
— If you're serious about pulling

more than your share of the valuable news audience—and becoming the leading news source in your market—call Turner Program Services today at 1-404-898-8768 for the rest of the story.

CNN **RADIO**

A Service of Turner Broadcasting System, Inc.

Turner Program Services, 1050 Techwood Drive, NW
Atlanta, Georgia 30318, 1-404-898-8768





HERE'S YOUR TICKET TO GET MORE LISTENERS LISTENING

Your listeners are the heavy moviegoers. And Roger Ebert's *Movienews* is a new, exciting feature that's a sure ticket to grabbing listeners and keeping them loyal.

Nationally known, Pulitzer Prize winning film critic Roger Ebert has the kind of inimitable style and candor that appeals to today's young adults.

On *Movienews*, a 60 second feature

Monday through Friday, Ebert looks at the latest celluloid hits and misses with a keen eye toward entertaining and informing listeners. And soon he'll be delivered by satellite to give your listeners even better sound quality.

So call Willard Lochridge at (212) 887-5582 or Jim Keating at (212) 887-5638 and find out how *Movienews* can boost your ratings.



ABC FM RADIO NETWORK
Young adult radio for today. And tomorrow.

RADIO
Networks



Drivetime. Walktime. Anytime is radio time.

It's the age of the headset phenomenon. People listening as they jog, walk, ride the train, play or shop. Hearing only the sounds of their radio. Hearing your message with no distraction. Catch someone like that on the way to shop, and you can get immediate buying action. Some trick in today's economy.

Add this growing audience to radio's big drivetime audience: 85 percent of all commuters who go to work by car.

Radio is big at home, too.

Surprise. Almost 60 percent of all radio listening is done at home. And the average household has 5.5 radios. It's no wonder radio reaches

more adults in a day than television, magazines or newspapers. Even busy working women listen to radio an average of almost four hours a day—that's more time than they give any other medium.

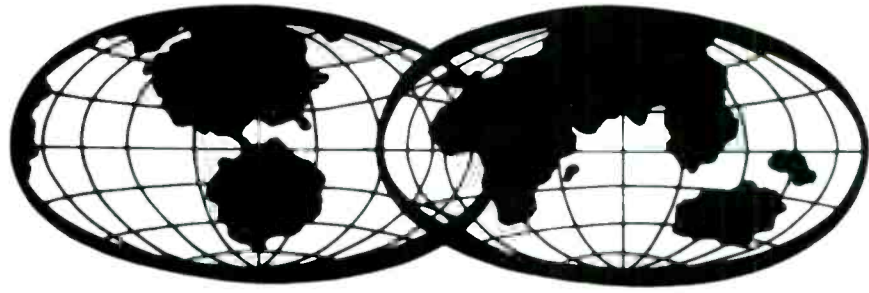
Radio hits all lifestyles.

Radio goes with more people, more places, than ever before.

Young, old and in-between. In their cars, their homes, even on top of their heads.

Don't let your potential customers walk on by. Get your message into the streets. Get it on radio. For more information, call (212) 599-6666. Or write Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017.

RADIO Red hot because it works.



Sandusky Radio

-  Broadcast Excellence
-  Unprecedented Growth
-  Dedicated People
-  Innovative Programming
-  Consistent Top Performance

KBPI-FM
Denver
Album Rock

KDKB-FM
Phoenix
Album Rock

KZAM-FM
Seattle
Adult Contemporary

KNUS-AM
Denver
Talk

KDJQ-AM
Phoenix
Rock

KJZZ-AM
Seattle
Jazz

KLSI-FM
Kansas City
Adult Contemporary

KEGL-FM
Dallas
Rock

KWFM-FM
Tucson
Album Rock

The Radio Division/Sandusky Newspapers, Incorporated

INSIDE RADIO

DIRECTORY

FALL 1982

EDITOR AND PUBLISHER
JERRY DEL COLLIANO

MANAGING EDITOR
LAURA LORO

ASSOCIATE EDITOR
CHRISTINE NOONAN

EDITORIAL ASSISTANTS
CONNIE AIELLO
ALICE URBANSKI
AUDREY RUDINOFF

GENERAL SALES MANAGER
JIM CARNEGIE

CIRCULATION
GERARD V. DEL COLLIANO

COUNSEL
MALCOLM PIERCE ROSENBERG, ESQ.

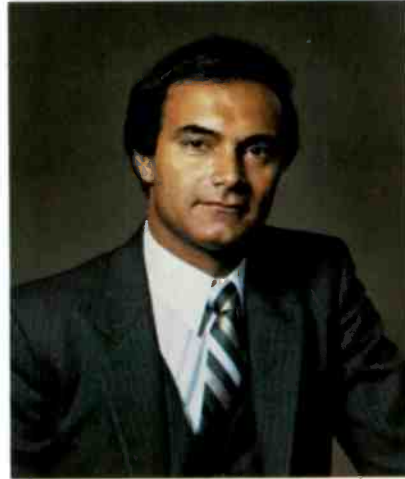
DESIGN
CHARLES LEIPHAM

ART/PRODUCTION
JOANN LEIPHAM
JENNIFER WILSON
ROBERT SEND
CHRISTINE BASSETT
ELLEN JOHNSTONE
DEBBIE NEUMANN
SANDY HOLLIDAY
HOLLY WICKLAND
ED LAPP
AL KUEPFER
RALPH KEITH
KATHY LUDWIG

PRINTING
LITTLE TRAVERSE PRINTING
PETOSKEY, MI

INSIDE RADIO DIRECTORY (Volume 9) is a semiannual supplement to INSIDE RADIO, broadcasting's weekly management newsletter and is published by INSIDE RADIO, INC., Executive Mews, 1930 E. Marlton Pike, Suite C-13, Cherry Hill, NJ 08003. (609) 424-6800. Subscriptions to INSIDE RADIO are \$150 for one year. INSIDE RADIO'S DIRECTORY is mailed fourth class to the United States, Canada and other countries. Copyright, 1982 INSIDE RADIO, INC. All rights reserved. Materials contained in this publication may not be reproduced in whole or part, in any form, without written permission of INSIDE RADIO, INC.

PUBLISHER'S LETTER



Necessity may well be the mother of invention. We've come to believe that after Arbitron abruptly withdrew permission for INSIDE RADIO to publish their ratings. They were apparently irked by the reporting of stories which they felt were unfavorable to them. But, no matter. We had a problem.

What do you do with a RATINGS REPORT & DIRECTORY without ratings. First, we considered other rating companies, but somehow it wasn't the same. Then, we got the idea to go more in-depth city-by-city so that radio readers would be able to find out all the information they need to know about a market quickly and easily.

This time we gathered information on 50 top markets. Advertisers seemed as interested in buying pages to tout their Arbitron numbers because of our large advertiser/agency/buyer readership. The task of gathering such information wasn't easy. For example, managers, program directors and sales managers change all the time. Is it possible to keep up with them? Our editorial people called the stations, verified the personnel and other important information then put the information into our computer.

Before we were finished, we took some of your suggestions on how to make the publication more useful. Then, we went to work. Someone suggested using color to distinguish between the numerous directories in the book. This issue you have it. Others wanted more in-depth market information. It's included.

The layout was tightened. The color added. Pictures and maps were included and here it is - INSIDE RADIO'S new DIRECTORY.

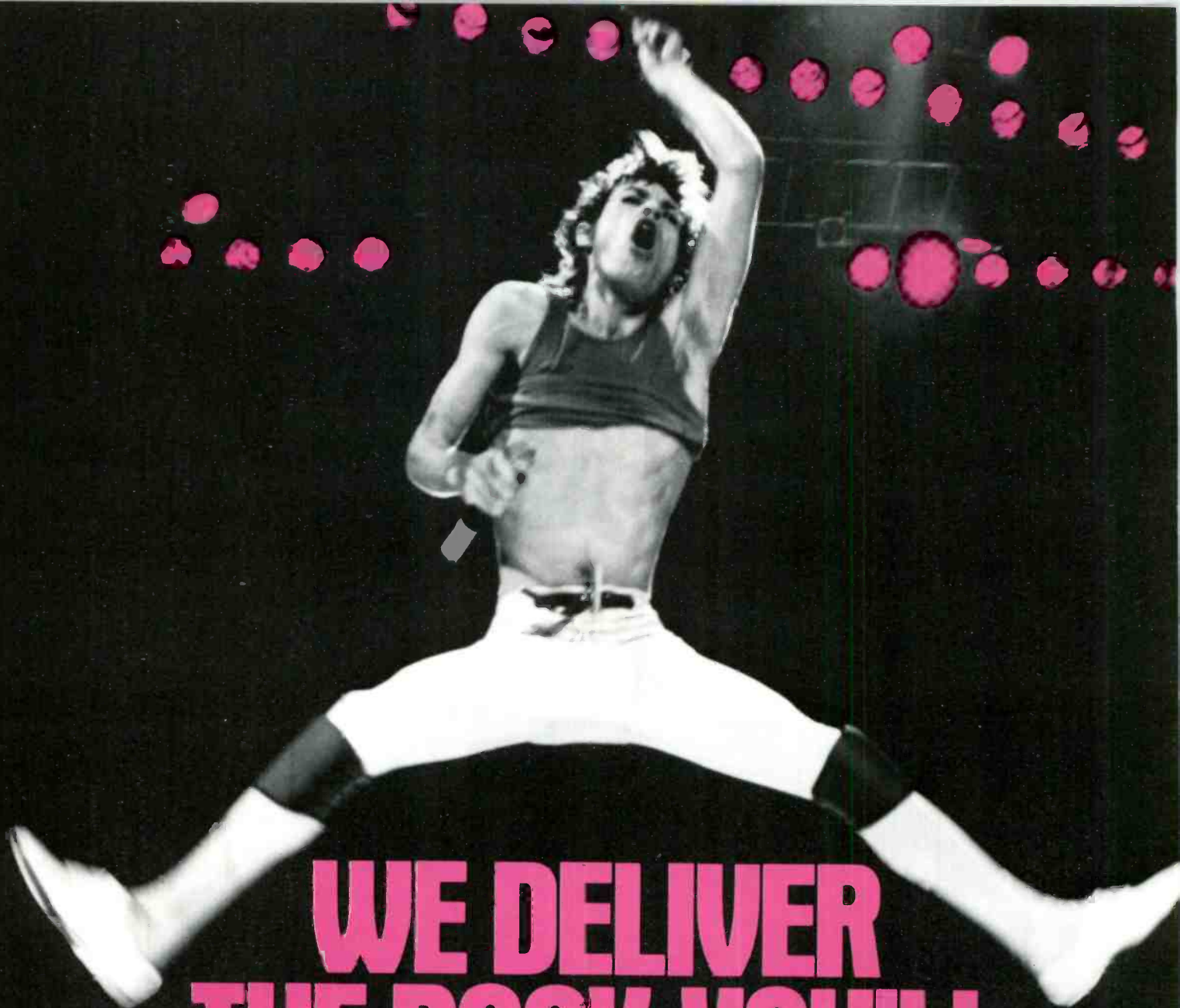
It's still the only semiannual updated publication providing information, addresses, phone numbers and now detailed market information.

And, it's still compact enough so that busy executives can take it along in their briefcases while traveling on business.

All of us at INSIDE RADIO hope you like the new, improved DIRECTORY. We have even saved a place in our market format for Arbitron ratings when they decide to be more even-handed with us.

We're proud of the new DIRECTORY and wish to dedicate it to Arbitron. The big company that tried to scuttle our directory and instead provided the inspiration to make it better.

What do you think?



**WE DELIVER
THE ROCK. YOU'LL
DELIVER THE RATINGS.
WITH MORE BIG GROUPS AND SHOWCASE ACTS IN CONCERT**

■ The ABC Rock Radio Network gives your listeners top concerts with megarock audience builders. *The King Biscuit Flower Hour* (Produced by DIR), the pioneer program in rock. And *Supergroups*, two-hour concerts with rock's monsters recorded live at venues all over the world. Stars like The

Rolling Stones, The Who, Journey, Foreigner, and Genesis. ■ The bottom line—rock power that'll build average quarter hour audience. Delivered soon via satellite for even better audio. ■ Call us. We deliver. Virginia Westphal (212) 887-5536 or Denise Oliver (212) 887-5635.



abc rock radio network
WE HAVE SEEN THE FUTURE AND IT ROCKS

RADIO
Networks

TABLE OF CONTENTS

7	PUBLISHER'S LETTER	7
13	GROUP OWNERS	51
53	REP	59
61	SYNDICATORS	73
74	TRADE ASSOCIATION	75
77	TRADE PRESS	79
81	NETWORK	87
89	RESEARCH	93
95	CONSULTANTS	109
111	SATELLITE	115
116	BROKERS	117
118	FCC	121
122	HARDWARE/SOFTWARE	125
126	MARKET-BY-MARKET	243
244	MARKET INDEX	244

*The industry news.
First, best, comprehensive.
Stories not found elsewhere.
At a glance, at your desk,
...every Monday morning.*



SUBSCRIBE TO
INSIDE RADIO®

IT'S ALL THE INFORMATION YOU NEED. IT'S THE INSIDE STORY.

INSIDE RADIO SUBSCRIPTION DEPT., EXECUTIVE NEWS, 1930 E. MARLTON PIKE, SUITE C-13, CHERRY HILL, NJ 08003
OR CALL COLLECT (609) 424-6800.

New York New York

"If we can
make it there,
we can make it
anywhere"*

*Used with Permission of Fred Ebb and J. Kander.

...and here's the story on
"The Sounds of Sinatra"
in the Big Apple!



WYNY-FM 97



National Broadcasting Company, Inc.

Pete Salant
Director
Operations & Programming

Mr. Sid Mark
Executive Producer
Orange Productions
3930 Conshohocken Avenue
Philadelphia, PA 19131

July 20, 1982

Dear Sid:

Congratulations on another up book, your best ever! It's getting redundant as hell to say that, but I can't help getting a charge out of seeing our weekly SINATRA special continue to grow, and right in our target demos too. You are contributing not only to YNY's total cume and average quarter-hour for the week, but to the station's total image and special weekend programming needs.

Our General Sales Manager, Diane Dunbar, always tells me we don't need the numbers to sell your show; the quality sells itself. I know that just from being one of your biggest fans; rarely does a Saturday go by that my wife and I aren't listening along with friends. But you know we'll take anything you can give us!

New York knows you're a hit. I'm positive your success around the country will continue to reflect what's happening here at YNY! Best of luck.

Cordially,

Pete Salant

You can get results like that in your market . . . with the surprisingly inexpensive two hour show that features the recorded music of Frank Sinatra plus rare recordings from host Sid Mark's private collection, plus exclusive interviews with Frank and his friends.

Call or write today for rates and other information.

ORANGE PRODUCTIONS

(215) 878-4926 - 3930 Conshohocken Avenue, Philadelphia, Pa. 19131

AT DOUBLEDAY, WE DO IT BOTH WAYS!

WAVA



WASHINGTON'S WAVA (FM) JUMPS NEARLY 47% IN ONE BOOK . . . WITH COMMERCIALS

These days just about everyone in the broadcast business has heard about Doubleday Broadcasting.

They've heard about our incredible start-up operations in major markets across the country. They've also heard we do it with no commercials and big promotions.

Sure we promote big . . . and in a new station there are always non-commercial periods that sometimes extend to entire weeks. When we took over Washington's WAVA, we inherited a going machine.

It had plenty of commercial business, and was operating in our primary format. That's how it stayed.

In just one rating period, under our ownership, WAVA jumped nearly 47%, going from an also-ran to one of the top stations in the market. That doesn't get done with mirrors. Anyone looking elsewhere for the secret to our success is ignoring the product . . . and at Doubleday Broadcasting, product is what it's all about.

DOUBLEDAY BROADCASTING . . . NOBODY DOES IT BETTER OR FASTER

WAPP(FM)
New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.

100 Park Avenue, New York, N.Y. 10017

Represented Nationally by McGavren Guild,
HN&W, CBS/FM National Sales and Major Market Radio
WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

source: Arbitron, Spring 19
AQH MSA, Mon-Sun 6A to
Midnite Subject to limitation

A

ABELL COMMUNICATIONS

EXECUTIVES:

Stuart D. Frankel, President
Fred R. Koehler, VP/Finance

HEADQUARTERS:

6400 York Road
Baltimore, MD 21212
(301) 377-2222

STATION		FORMAT
WRLX	Baltimore, MD	BM
WDOQ	Daytona Beach	AC
WCRJ-AM/FM	Jacksonville, FL	C
WQRK	Norfolk, VA	AC
WTJZ	Norfolk, VA	BB/O

AFFILIATED BROADCASTING, INC.

EXECUTIVES:

Jay Q. Berkson, Pres./GM
James McGovern, VP
Brian D. Stone, VP
John A. Winkel, VP

HEADQUARTERS:

135 Morrissey Blvd.
Boston, MA 02107
(617) 929-3178

STATION		FORMAT
WFAS	White Plains, NY	AC
WWYD	White Plains, NY	BM
KRAK	Sacramento	C
KEWT	Sacramento	BM
KMPS A/F	Seattle	C
WHYN	Springfield, MA	AC
WHYN-FM	Springfield, MA	MM
WAIV	Jacksonville	AC
WOKV	Jacksonville	AC

ALEXANDRIA BROADCASTING CO.

EXECUTIVES:

Bruce Rainey, GM KALB-AM
Steve Hill, Stn. Mgr. KALB-AM
Bill Lynch, GM KTIZ-FM
Neal Cappel, Stn. Mgr. KTIZ-FM

HEADQUARTERS:

601 Washington St.
Alexandria, LA 71301
(318) 443-2543

STATION		FORMAT
KALB	Alexandria, LA	C
KTIZ	Alexandria, LA	B

ALLEGHENY MOUNTAIN NETWORK

EXECUTIVES:

Cary Simpson, Pres.
William E. Moses, VP/Sales Mgr.
David P. Burket, VP
Tina Stickles, VP
James F. Kerschner, Jr., VP
John Salter, VP
Eugene Dendorfer, VP

HEADQUARTERS:

Box 204
State College, PA 16801
(814) 238-0792 Collect

STATION		FORMAT
WKBI	St. Marys, PA	AC
WFRM	Coudersport, PA	AC
WTRN	Tyrone, PA	AC
WNBT	Wellsboro, PA	AC
WBLF	Belleville, PA	AC

WGMR	Tyrone- State College, PA	C
WIYQ	Ebensburg- Johnstown, PA	C
WTMX	Ridgeway, PA	C
WGCR	Wellsboro- Mansfield, PA	C

ALPINE BROADCASTING CO.

EXECUTIVES:

John D. DeGroot, President
William Burns, VP

HEADQUARTERS:

P.O. Box 190
Gaylord, MI 49735
(517) 732-2474

STATION		FORMAT
WWRM	Gaylord, MI	AC
WGRY	Grayling, MI	C

AMATURO GROUP INC.

EXECUTIVES:

Joseph C. Amaturio, Chief Exec. Officer
Monte Lang, Pres. Radio Div.
Barry Baker, VP/GM KMJM, St. Louis
Doug Auerbach, VP/GM WWJF,
Miami-Ft. Lauderdale
Lillian M. Lang, VP/Group Sales Director

HEADQUARTERS:

P.O. Box 5333
Ft. Lauderdale, FL 33310
(305) 485-4111

STATION		FORMAT
KMJQ	Houston	B
KMJM	St. Louis	B
WFTL	Ft. Lauderdale	AC
WWJF	Ft. Lauderdale	AC
*WDRQ	Detroit	

*Pending FCC Approval

AMERICAN BROADCASTING CO., INC.

EXECUTIVES:

ABC Radio
Ben Hoberman, Pres.
Philip Giordano, VP/Finance & Administration
Henry C. Kavett, Dir., Info. & Public Relations
Andrea Berken, Supervisor, Public Relations
ABC Owned Stations
Charles DeBare, Pres.
Don Bouloukos, VP/Operations
Andrew Fisher, Dir., Finance & Administration
Robert Holmgren, Dir., Bus. & Administration

HEADQUARTERS:

1370 Avenue of the Americas
New York, NY 10019
(212) 887-7777

STATION		FORMAT
WABC	New York	N/T
WPLJ	New York	A
WLS A/F	Chicago	R
KGO A/F	San Francisco	N/T
KABC	Los Angeles	N/T
KLOS	Los Angeles	A
WXYZ	Detroit	N/T
WRIF	Detroit	A
WMAL	Washington	AC
WRQX	Washington	R
KSRR	Houston	A

ANNAPOLIS VALLEY RADIO LTD.

EXECUTIVES:

Neil H. MacMullen, Pres.
Tom Fredericks, Mgr.
Don Abbey, Sales Mgr.
Morrissey Dunn, Program Director

HEADQUARTERS:

P.O. Box 310
Kentville, N.S. Canada B4N 1H5
(902) 678-2111 Collect

STATION		FORMAT
CKEN	Kentville, NS	C
CFAB	Windsor, NS	C
CKAD	Middleton, NS	C
CKDY	Digby, NS	C
CKWM	Kentville, NS	CL

APACHE COMMUNICATIONS CORP.

EXECUTIVES:

G.W. Stirling, Chmn./Pres.
W. Timpson, VP, Finance
G. Lilly, Legal Div.
S.G. Stirling, Research VP

HEADQUARTERS:

1150 Quellerie Avenue
Windsor, Ontario, Canada N9A 1E2
(519) 252-5751

STATION		FORMAT
CHOZ	St. Johns, NF	A
CFOZ	Gandor, NF	A
CKOZ	Corner Brook, NF	A
CJOZ	Grand Falls, NF	A
CHOS	Bonavista, NF	A
CKOS	Stephenville, NF	A
CJOS	Marystown, NF	A
CKGM	Montreal	R
CHOM	Montreal	A
CKWW	Windsor, ON	AC
CJOM	Windsor, ON	A
CIOZ	Red Rocks, NF	A
CIOS	Twillingate, NF	A
CFOX	Argentia, NF	A

ARMINGTON-FRANCE-OCEPEK-GEHRING

EXECUTIVES:

Anthony S. Ocepek, Pres.
William M. France, VP

HEADQUARTERS:

713 Fobes Street
Painesville, OH 44077
(216) 352-9785

STATION		FORMAT
WPVL	Painesville, OH	AC
WHOK	Lancaster, OH	AC
WHOK-FM	Lancaster, OH	C
WFKY	Frankfort, KY	AC
WKYW	Frankfort, KY	AC

ASSOCIATED COMMUNICATIONS CORP.

EXECUTIVES:

Jack N. Berkman, Chmn. of the Board
Myles P. Berkman, Pres.
William B. Chesson, Group Manager
David L. Miller, Comptroller
Wilbert D'Angelo, Director of Engineering

HEADQUARTERS:

200 Gateway Towers



Our kids were killing themselves having a good time. Equally tragic, others were being killed or hurt along with them.

For many parents, the celebration of high school graduation was being turned into a time of mourning and a lifetime of pain.

The facts showed teenagers were drinking more. A prom or graduation party was just another excuse for getting drunk.

The situation was alarming.

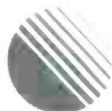
We were willing to do anything in our power to stop the trend.

Together with a group of other concerned business leaders, we formed *Project Graduation* — an all out effort to do what we do best; make contact, communicate and persuade.

We asked student leaders from the twenty high schools throughout the WINX area to write and voice announcements about drinking and driving. In their own words . . . in their own way . . . from the heart. They were eager to participate. We recorded each effort.



WE TOOK THE LIBERTY OF ASKING TEENAGERS TO TALK AGAINST DRINKING ON PROM NIGHT.



United Broadcasting Company
STATE OF THE RADIO ART

As the proms approached, messages were aired, continuing throughout the day of the event . . . on into the night.

At the same time, store owners placed printed reminders in tuxedo pockets. Floral shops participated. Tent cards were displayed in restaurants and pizza parlors.

During the evening, volunteers watched over intersections to offer assistance, if necessary.

Free taxi rides were offered.

Then, one after another, the proms and parties came and went. And the strong voice of WINX was there, repeating our message.

Happily, our graduates now have their diplomas. Each one proudly displayed or packed away in a closet or dresser drawer for future inspection.

Because there were no deaths this year. Or mishaps.

Nine Chamber of Commerces have given WINX Outstanding Community Service Awards.

The wire services helped us receive national recognition.

Other cities have contacted us for details about how they can initiate similar programs.

We're honored, of course.

But even more important, we're thankful for the lives of our young people. All of them.

You see, community spirit runs deep in the United Broadcasting Stations. To us, involvement and service is a basic responsibility, and a commitment.

It's no accident.

Pittsburgh, PA 15222
(412) 281-1907

STATION		FORMAT
WSTV	Steubenville, OH	AC
WRKY	Steubenville, OH	O
WPXY	Rochester	AC
WPXN	Rochester	AC
WPIT A F	Pittsburgh	REL
WRCP	Philadelphia	O
WSNI	Philadelphia	AC
WTYM	Tampa	AC
WNYS A F	Buffalo	AC



BAHAKEL BROADCASTING

EXECUTIVES:

Cy N. Bahakel, Pres.
Phyllis Modlin, VP/Accounting
Bryan Baker, Dir. of Eng.
Buddy Bahakel, Dir. of Radio Operations

HEADQUARTERS:

P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434

STATION		FORMAT
KXEL	Waterloo, IA	C
KCNB	Waterloo, IA	R
WDOD	Chattanooga	C
WDOD-FM	Chattanooga	C
WKIN	Kingsport, TN	AC
WZXY	Kingsport, TN	A
WWOD	Lynchburg	C
WKZZ	Lynchburg	AC
WABG	Greenwood, MS	AC
WLBJ	Bowling Green, KY	C
WLBJ-FM	Bowling Green, KY	AC

BAMCO GROUP

EXECUTIVES:

Brice A. Miller, Pres.
Bill Wade, VP
J.R. Wisely, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 2189
Staunton, VA 24401
(703) 886-2376

STATION		FORMAT
WKDW	Staunton, VA	C
WLVA	Lynchburg, VA	AC
WSGM	Staunton, VA	AC

BATON BROADCASTING, INC.

EXECUTIVES:

Douglas Bassett, Pres./CEO

HEADQUARTERS:

9 Channel Nine Court
Toronto, ON, M4A 2M9 Canada
(416) 291-9111

STATION		FORMAT
CKLW	Windsor, ON	AC
CKLW-FM	Windsor, ON	C
CFQC	Saskatoon, SK	AC
CFGO	Ottawa, ON	AC

BEASLEY BROADCAST GROUP

George G. Beasley, Pres.

Sam E. Floyd, Exec. VP
Bobby Magic, Nat'l. PD

HEADQUARTERS:

P.O. Box 1355
Goldsboro, NC 27530
(919) 734-8003

STATION		FORMAT
WBLX	Mobile	B
WDMT	Cleveland	B
WFAI	Fayetteville, NC	C
WFMC	Goldsboro, NC	C
WGAC	Augusta	AC
WJNC	Jacksonville, NC	AC
WKBX	Savannah	AC
WMOO	Mobile	REL
WOKN	Goldsboro, NC	B
WRCM	Jacksonville, NC	C
WSGF	Savannah	R
WWMO	Reidsville, NC	REL
WVHI	Evansville, IN	REL

BECK-ROSS COMMUNICATIONS, INC.

EXECUTIVES:

Martin F. Beck, Pres.
James E. Champlin, VP, Administration/Sales

HEADQUARTERS:

100 Merrick Road
Rockville Centre, NY 11570
(516) 769-8999
(212) 343-1234

STATION		FORMAT
WBLI	Patchogue, NY	AC
WKMF	Flint	C
WGMZ	Flint	BM
WHCN	Hartford	A
WKTZ	Jacksonville, FL	BB
WKTZ-FM	Jacksonville, FL	BM

BEEF EMPIRE RADIO GROUP

EXECUTIVE:

Robert Thomas, VP/Beef Empire Broadcasting

HEADQUARTERS:

P.O. Box 789
Norfolk, NE 68701
(402) 371-0780

STATION		FORMAT
WJAG	Norfolk, NE	C
KEXL	Norfolk, NE	AC
KCOL	Fort Collins, CO	AC
KCOL-FM	Fort Collins, CO	BM

THE BERKSHIRE GROUP

EXECUTIVE:

Donald A. Thurston, Pres.

HEADQUARTERS:

P.O. Box 707
N. Adams, MA 01247
(413) 663-6567

STATION		FORMAT
WMNB	N. Adams, MA	AC
WMNB-FM	N. Adams, MA	BM
WSBS	Great Barrington, MA	AC

BIBLE BROADCASTING NETWORK

EXECUTIVES:

Lowell Davey, Pres.
Harold Richards, Network Ops. Mgr.

Keith Wohlenhaus, Business Mgr.

HEADQUARTERS:

P.O. Box 33
Norfolk, VA 23501
1-(804) 623-6262

STATION		FORMAT
WYFI	Norfolk	REL
WYFJ	Asland, VA	REL
WHPE	High Point, NC	REL
WAVO	Decatur, GA	REL
WXNC	Henderson, NC	REL

BIG BEND BROADCASTING CORP.

EXECUTIVES:

William S. Dodson, Pres.
A.K. Harmon, Jr., Exec. VP

HEADQUARTERS:

Broadcast House,
P.O. Box 630
Quincy, FL 32351
(904) 627-6800

STATION		FORMAT
WCNH	Quincy, FL	C
WWSO	Quincy, FL	B
WBSC	Bennettsville, SC	C

BLUEGRASS BROADCASTING COMPANY, INC.

EXECUTIVES:

H. Hart Hagan, Pres.
William L. Stakelin, Exec. VP

HEADQUARTERS:

Suite 510, Kincald Towers
Lexington, KY 40508
(606) 253-6511

STATION		FORMAT
WVLK	Lexington	AC
WVLK-FM	Lexington	C
WHOO	Orlando	C
WHOO-FM	Orlando	C
WWSA	Savannah	AC
WCHY	Savannah	C
WVOC	Columbus, GA	C

BONNEVILLE INTERNATIONAL CORPORATION

EXECUTIVES:

Arch L. Madsen, Pres.
J. A. Kjar, Exec. VP

HEADQUARTERS:

36 South State, Suite 2100
Salt Lake City, UT 84111
(801) 237-2558

STATION		FORMAT
WCLR	Skokie/Chicago	AC
WRFM	New York	BM
KMBZ	Kansas City	AC
KMBR	Kansas City	BM
KAAM	Dallas	AC
KAFM	Dallas	AC
KSL	Salt Lake City	AC
KBIG	Los Angeles	BM
KIRO	Seattle	N/T
KSEA	Seattle	BM
KOIT	San Francisco	BM

BOOTH AMERICAN CO.

EXECUTIVES:

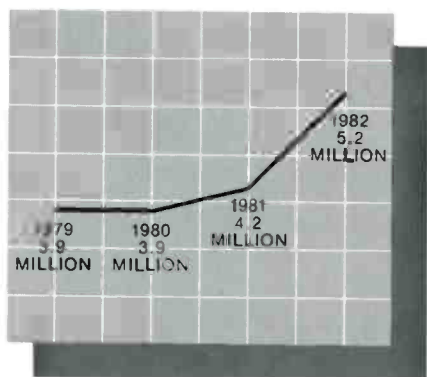
John L. Booth, Chairman of the Board/CEO

1 MILLION

NEW LISTENERS

All Together Different

In the past year, the CBS FM radio stations have added over a million new listeners, making us America's second largest FM group. We have seven innovative approaches to the same special target - sophisticated, big-spending young adults. The CBS FM Group - all together different and all together right!



Source: Arbitron, Winter* TSA Cume P12+
*Where available

KNX-FM

Los Angeles
Mellow Rock

KMOX-FM

St. Louis
Adult Contemporary

KRQR

San Francisco
Album Rock

WBBM-FM

Chicago
Hot Hits!

WCAU-FM

Philadelphia
Hot Hits!

WCBS-FM

New York
Solid Gold

WEEI-FM

Boston
Soft Rock

The CBS Owned FM Radio Stations

Represented nationally by CBS FM National Sales

John L. Booth, II, President/Secretary
 Ralph H. Booth, President/Treasurer
 H. Walter Westman, Senior Vice President

HEADQUARTERS:
 2600 Buhl Building
 Detroit, MI 48226
 (313) 965-3360

STATION		FORMAT
WRBR	Mishawaka, IN	AC
WJLB	Detroit	B
WMZK	Detroit	B
WSGW	Saginaw, MI	AC
WIOG	Saginaw, MI	A
WTOD	Toledo	C
WKLR	Toledo	C
WZZP	Cleveland	AC
WIOU	Kokomo, IN	AC
WZWZ	Kokomo, IN	A
WSAI-A F	Cincinnati	C

BOTT BROADCASTING CO.

EXECUTIVES:
 Richard P. Bott, President
 Richard Bott, Jr., VP/GM

HEADQUARTERS:
 10841 East 28th St.
 Independence, MO 64052
 (816) 252-5050

STATION		FORMAT
KCCV	Kansas City	REL
KSIV	St. Louis	REL
KQCV	Oklahoma City	REL
WFCV	Ft. Wayne	REL

BRADEN BROADCASTING

EXECUTIVES:
 Paul F. Braden, Pres.
 Earl W. Francis, Exec. VP/GM
 Tom Reeder, VP

HEADQUARTERS:
 4505 Central Ave.
 Middletown, OH 45042

STATION		FORMAT
WPBF	Middletown, OH	C
WPBF-FM	Middletown, OH	AC
WPAY	Portsmouth, OH	C
WPAY-FM	Portsmouth, OH	R

BRANDON COMMUNICATIONS, INC.

EXECUTIVES:
 Anthony S. Brandon, Pres.
 George Stonbely, VP
 Lawrence Brandon, VP

HEADQUARTERS:
 One Times Square, Rm. 420
 New York, NY 10036

STATION		FORMAT
WWWG	Rochester, NY	REL
KERN	Bakersfield, CA	BB
KQXR	Bakersfield, CA	MM
KZOZ	San Luis Obispo, CA	A
KKAL	San Luis Obispo, CA	C
KKQV	Wichita Falls, TX	AC

BRIDE COMMUNICATIONS, INC.

EXECUTIVES:
 John W. Bride, Pres.
 Doug Finck, VP
 Ruth Johnson, Comptroller

HEADQUARTERS:
 583 Warren Avenue
 Portland, ME 04103
 (207) 775-6321

STATION		FORMAT
WMER	Portland, ME	N/T
WJBQ	Portland, ME	AC
WMBA	Ambridge, PA	N/T

BRIEN BROADCASTING CORP.

EXECUTIVES:
 Cleve J. Brien, Pres.
 Gene Moorhead, Exec. VP/GM
 Maggie Brien, Sec'y.

HEADQUARTERS:
 P.O. Box 5000
 Montgomery, AL 36192
 (205) 832-4295

STATION		FORMAT
WNVY	Pensacola, FL	C
WREZ	Montgomery, AL	BM
WLSQ	Montgomery, AL	A

BRILL MEDIA COMPANY, INC.

EXECUTIVES:
 Alan R. Brill, Pres.
 William Zurilla, Controller

HEADQUARTERS:
 P.O. Box 3353
 Evansville, IN 47732
 (812) 423-6200

STATION		FORMAT
WPVA	Petersburg, VA	C
WPVA-FM	Petersburg, VA	C
KLKJ	Jefferson City, MO	C
KTXY	Jefferson City, MO	R
WHUM	Reading, PA	C

BROADCAST ASSOCIATES

EXECUTIVES:
 Steve Gold, Pres.
 Louis Wiener, VP
 Len Howard, VP
 Valerie Wiener, VP
 Hank Thornley, VP
 Richard Seifman, VP
 Jack Abell, VP

HEADQUARTERS:
 P.O. Box 15223
 Las Vegas, NV 89114
 (702) 732-7753 Collect

STATION		FORMAT
KFMS	Las Vegas	C
KVEG	Henderson/Las Vegas	C
KKJY	Albuquerque	BM
KXKS	Albuquerque	BM
KSET	El Paso	AC
KSET-FM	El Paso	R

BROADCAST ENTERPRISES NATIONAL, INC.

EXECUTIVES:
 Ragan A. Henry, Pres.
 Charles D. Schwartz, Pres. Radio Division

HEADQUARTERS:
 1422 Chestnut Street, 8th Floor
 Philadelphia, PA 19102
 (215) 563-2910

STATION		FORMAT
WAOK	Atlanta	B
WBLZ	Hamilton, OH	B
WPDO	Jacksonville, FL	B
WFYV	Atlantic Beach, FL	A
WCIN	Cincinnati	B
WITB	Baltimore	BB
WJAS	Pittsburgh	BB
WTLC	Indianapolis	B

BROADCAST MANAGEMENT CORP.

EXECUTIVES:
 Joel M. Thrope, Pres.
 Samuel A. Frankel, Exec. VP

HEADQUARTERS:
 8686 Michael Lane
 Fairfield, OH 45014
 (513) 874-5000

STATION		FORMAT
WCNW	Fairfield, OH	REL
WRKR	Racine, WI	R
WVEG	Racine, WI	C
WINF	Manchester, CT	MM
WWLV	Daytona Beach, FL	BM
WNDB	Daytona Beach, FL	AC



CAPE FEAR BROADCASTING COMPANY

EXECUTIVES:
 Victor W. Dawson, Pres.
 Weyher Dawson, Managing Dir.
 Paul Michels, Managing Dir.

HEADQUARTERS:
 1009 William Clark Rd.
 Box 35297
 Fayetteville, NC 28303
 (919) 867-3131

STATION		FORMAT
WFNC	Fayetteville, NC	C
WQSM	Fayetteville, NC	R
WAAV	Wilmington, NC	BB
WGNI	Wilmington, NC	AC

CAPITAL CITIES COMMUNICATIONS

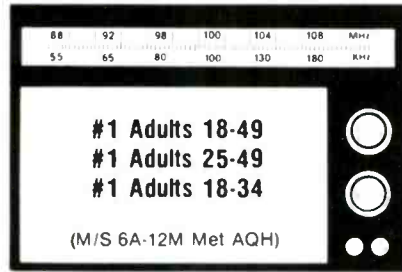
EXECUTIVES:
 Daniel B. Burke, CEO
 Joseph P. Dougherty, Exec. VP/Pres.
 Broadcasting Div.
 James P. Arcara, Exec. VP/Radio

HEADQUARTERS:
 24 E. 51st St.
 New York, NY 10022
 (201) 421-9595

STATION		FORMAT
KZLA	Los Angeles	C
KZLA-FM	Los Angeles	C
WJR	Detroit	AC
WHYT	Detroit	R
WPRO	Providence	R
WPRO-FM	Providence	R
WKBW	Buffalo	R
WPAT	New York	BM
WPAT-FM	New York	BM
WBAP	Ft. Worth	C
KSCS	Ft. Worth	C

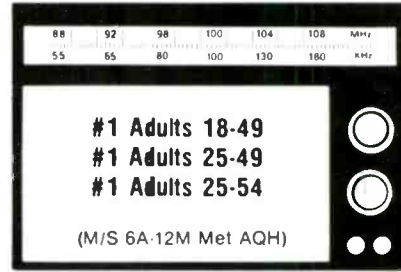
DOMINANCE!

WVON/WGCI-FM



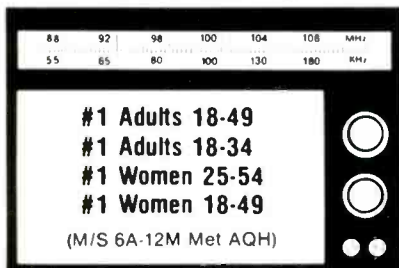
Chicago

KPRZ/KIIS-FM



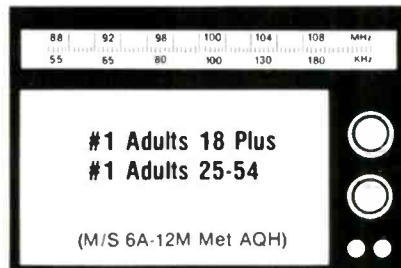
Los Angeles

KSD/KSD-FM



St. Louis

WWWE/WDOK-FM



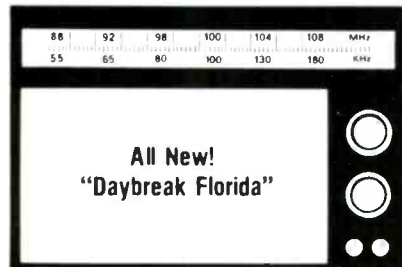
Cleveland

WLQV/WCZY-FM



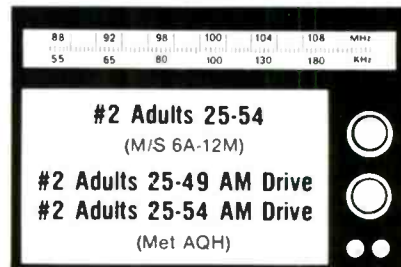
Detroit

WJYW-FM



Tampa

KSDO/KEZL-FM



San Diego

GANNETT RADIO

Chicago ... Los Angeles ... St. Louis ... Cleveland ... Detroit ... Tampa ... San Diego

Gannett Radio Division
Joe Dorton, President
10155 Corporate Square
St. Louis, Mo. 63132

(Source: Spring '82 ARB market reports. Subject to limitations as stated therein. Numbers AM-FM in combination.)



WROW	Albany	BM
WROW-FM	Albany	BM
WKHX	Atlanta	C

CAPITOL BROADCASTING COMPANY, INC.

EXECUTIVES:

Jim Goodman, Pres.
Claire Shaffner, VP/Group Manager
Frank Maruca, VP/Group Manager

HEADQUARTERS:

P.O. Box 12000
Raleigh, NC 27605
(919) 821-8701

STATION		FORMAT
WRAL	Raleigh	AC
KISS	San Antonio	A
WKEE	Huntington	AC
WHTN	Huntington	C
WRXL	Richmond	A
WRNL	Richmond	C
WDRV	Statesville, NC	AC
WLVV	Statesville, NC	AC

CAPITOL BROADCASTING CORP.

EXECUTIVES:

Kenneth S. Johnson, Pres.
Paul Howard, VP/Sec'y., Treas.
Harold Wohlwend, VP/Finance

HEADQUARTERS:

3943 Airport Blvd.
Mobile, AL 36690
(205) 344-9900

STATION		FORMAT
WCAW	Charleston, WV	C
WUAF	Charleston, WV	AC
WKDY	Spartanburg, SC	C
WLLF	Prichard (Mobile)	BB
WKSJ	Mobile	C
WRKA	St. Matthews, KY	AC

CAPPS BROADCAST GROUP, INC.

EXECUTIVES:

David N. Capps, Pres.
Gary Capps, VP
Alan Boyd, Technical Director

HEADQUARTERS:

P.O. Box 5068
Bend, OR 97708
(503) 382-5611

STATION		FORMAT
KGRL	Bend, OR	AC
KXIQ	Bend, OR	R
KVAN	Vancouver, WA	C
KSRV	Ontario, OR	AC
KXBQ	Ontario, OR	R
KEEP	Twin Falls, ID	AC
KEZJ	Twin Falls, ID	C

CASCADE BROADCASTING CORP.

EXECUTIVES:

David M. Jack, Pres.
Lorna Pearce, Treas.

HEADQUARTERS:

Oaks Park
Portland, OR 97202
(503) 234-8448 Collect

STATION		FORMAT
KLIQ	Portland, OR	T

KUDY	Spokane	REL
KICN	Spokane	BB
KNTA	San Jose	SP
KBIF	Fresno	REL

CBS, INC.

EXECUTIVES:

CBS Radio Division
Robert L. Hosking, Pres.
Robert Hyland III, VP/CBS Owned FM Stations
Eugene Lothery, VP/CBS Owned AM Stations

HEADQUARTERS:

51 West 52nd Street
New York, NY 10019
(212) 975-4321

STATION		FORMAT
WCBS	New York	N
WCBS-FM	New York	O
KNX	Los Angeles	N
KNX-FM	Los Angeles	MM
WBBM	Chicago	N
WBBM-FM	Chicago	R
KMOX	St. Louis	N/T
KMOX-FM	St. Louis	AC
WCAU	Philadelphia	N/T
WCAU-FM	Philadelphia	R
WEEI	Boston	N
WEEI-FM	Boston	AC
KCBS	San Francisco	N
KRQR	San Francisco	A

CCLA COMMUNICATIONS, INC.

EXECUTIVES:

Gordon F. Mason, VP/GM
Stanley O. Gold, Dir. of Eng.
Marnie Tattersall, Comptroller

HEADQUARTERS:

2555 Briarcrest Road
Beverly Hills, CA 90210
(213) 278-5990

STATION		FORMAT
KJOI	Los Angeles	BM
KKUA	Honolulu	AC
KQMQ	Honolulu	A

CENTER GROUP BROADCASTING

EXECUTIVES:

Al Burke, Pres.
Dale Palmer, Exec. VP/COO

HEADQUARTERS:

777 S. Broadway, Suite 102
Tyler, TX 75701
(214) 595-5018 Collect

STATION		FORMAT
KKCS	Colorado Springs, CO	C
KKCS-FM	Colorado Springs, CO	C
KTYL	Tyler, TX	BB
KTYL-FM	Tyler, TX	AC

CENTRAL BROADCASTING CORP.

EXECUTIVE:

William Quigg, Pres.

HEADQUARTERS:

P.O. Box 1646
Richmond, IN 47374
(317) 962-6533

STATION		FORMAT
WKBV	Richmond, IN	AC

WRIA	Richmond, IN	R
WBAT	Marion, IN	AC
WBIW	Bedford, IN	AC
WBIF	Richmond, IN	R
WBEX	Chillicothe, OH	AC
WBEX-FM	Chillicothe, OH	C

CENTRAL INTERIOR RADIO NETWORK

EXECUTIVE:

Ron East, Pres.

HEADQUARTERS:

1940 3rd Avenue
Prince George, BC, Canada
(604) 564-2524

STATION		FORMAT
CJCI	Prince George	AC
CIVH	Vanderhoof	AC
CIFJ	Fort St. James	AC
CIFL	Fraser Lake	AC
CFBV	Smithers	AC
CHBV	Houston	AC
CKBV	Hazelton	AC
CHLD	Granisle	AC
CFLD	Burns Lake	AC

CENTURY BROADCASTING CORP.

EXECUTIVES:

Howard Grafman, Pres.
Lynn Christian, VP
Sheldon Grafman, VP

HEADQUARTERS:

875 N. Michigan Avenue
Chicago, IL 60611
(312) 922-1000

STATION		FORMAT
WAIT	Chicago	MM
WLOO	Chicago	BM
WABX	Detroit	A
KWST	Los Angeles	A
KMEL	San Francisco	A
KSHE	Crestwood/St. Louis	A

CHARTER BROADCASTING, INC.

EXECUTIVES:

John F. Bayliss, Pres.
Russell G. Wittberger, Exec. VP
Frank A. DeFrancesco, VP & Controller

HEADQUARTERS:

2399 Camino Del Rio South, Suite 100
San Diego, CA 92108
(714) 298-3390

STATION		FORMAT
KCBQ	San Diego	C
KCBQ-FM	San Diego	C
KIOI	San Francisco	AC
KSLO	St. Louis	AC
WDRQ	Detroit	AC
WOKY	Milwaukee	BB
WMIL	Milwaukee	AC

CHILDRESS RADIO GROUP

EXECUTIVES:

James B. Childress, Pres.
Kim James Childress, VP
Mickie Childress, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 1044

WATCH US LIVE UP TO OUR NAME

WSJS/WTQR Greensboro/Winston-Salem/High Point
KOCY/KXXY Oklahoma City
WCOA/WJLQ Pensacola
WREC/WZXR Memphis

GREAT MARKETS • TERRIFIC PEOPLE • TOP STATIONS



*RADIO DIVISION
SUMMIT COMMUNICATIONS, INC.*

Sylva, NC 28779
(704) 586-4858

STATION		FORMAT
WRGC	Sylva, NC	AC
WBRM	Marion, NC	AC
WKRK	Murphy, NC	C
WKGG	Saltville, VA	C

CIVH RADIO

EXECUTIVES:

Ron East, Pres.
Bill Opdahl, Manager
Stan Sterdan, Production

HEADQUARTERS:

Box 1370
Vanderhoof, BC, Canada
(604) 564-2524

STATION		FORMAT
CIVH	Vanderhoof, BC	AC
CIFL	Fraser Lake, BC	AC
CIFJ	Fort St. James, BC	AC

CIVITAS CORPORATION LTD.

EXECUTIVES:

Ed Prevost, Pres.
Jacques Clement, Exec. VP
Norman Montcalm, Sec'y./VP, Legal Affairs
Michel Arpin, Dir., Corp. Dev.

HEADQUARTERS:

1717 East Dorchester Blvd.
Montreal, Quebec, Canada H2L4T3
(514) 526-4991

STATION		FORMAT
CJMS	Montreal	AC
CJRP	Quebec	AC
CJRC	Ottawa, ON	AC
CJTR	Trois-Rivieres, PQ	AC
CJRS	Sherbrooke, PQ	AC
CKMF	Montreal	D
CKMW	Brampton, ON	AC
CFNY	Brampton, ON	R
CHIK	Quebec	BM

CKO INCORPORATED LTD.

EXECUTIVES:

W. Tayler Parnaby, Pres.
James Frohlick, Sales and Marketing Director
Howard English, Exec. Editor - Prog.
Roy Robertson, Comptroller
Paul Kudca, Chief Engineer

HEADQUARTERS:

30 Carlton Street
Toronto, ON M5C 1K6
(416) 591-1222

STATION		FORMAT
CKO 99.1 MHz	Toronto	N
CKO 1470 KHZ	Montreal	N
CKO 106.9 MHz	Ottawa	N
CKO 97.5 MHz	London	N
CKO 101.9 MHz	Edmonton	N
CKO 103.1 MHz	Calgary	N
CKO 96.1 MHz	Vancouver	N

CLEAR CHANNEL COMMUNICATIONS, INC.

EXECUTIVES:

L. Lowry Mays, Pres.
John W. Barger, VP
J. Stanley Webb, VP
Thomas F. Klein, VP

HEADQUARTERS:

540 Travis Park West
San Antonio, TX 78205
(512) 225-4231

STATION		FORMAT
WOAI	San Antonio, TX	N
KAJA	San Antonio, TX	C
KMOD	Tulsa, OK	AC
KBBJ	Tulsa, OK	BB
KHYS	Pt. Arthur, TX	B
KTXC	Pt. Arthur, TX	C

CLW COMMUNICATIONS GROUP

EXECUTIVES:

Spiros Zodiates, Pres.
Jerry L. Siler, VP

HEADQUARTERS:

6815 Shallowford Road
Chattanooga, TN 37421
(615) 894-6060

STATION		FORMAT
WHYD	Columbus, GA	REL
WSCW	S. Charleston, WV	REL
WCRM	Dundee, IL	REL

COLUMBIA PICTURES COMMUNICATIONS, RADIO GROUP

EXECUTIVE:

Edward R. Boyd, Pres.

HEADQUARTERS:

Columbia Plaza
Producers Bldg. 1 - Room 104
Burbank, CA 91505
(213) 954-1241

STATION		FORMAT
KCPX	Salt Lake City	AC
KCPX-FM	Salt Lake City	A
WWVA	Wheeling, WV	C
WCPI	Wheeling, WV	AC

COMMAND BROADCAST GROUP

EXECUTIVES:

Robert E. Lessner, Pres.
Allford H. Lessner, VP/Treas.
Robert A. Outer, VP/Sec'y

HEADQUARTERS:

475 South Avenue
P.O. Box 511
Beacon, NY 12508
(914) 831-8000

STATION		FORMAT
WBNR	Beacon-Newburgh, NY	AC
WSPK	Poughkeepsie, NY	R
WINR	Binghamton, NY	AC
WBQW	Scranton, PA	AC

COMMUNICATIONS INVESTMENT CORPORATION

EXECUTIVES:

George C. & Wilda Gene Hatch,
Principal Owners
Homer K. Peterson, Exec. VP
Jeffery B. Hatch, Treasurer

HEADQUARTERS:

312 East South Temple
Salt Lake City, UT 84111
(801) 364-3561

STATION		FORMAT
KALL	Salt Lake City	AC
KALL-FM	Salt Lake City	AC

KGEM	Boise	C
KJOT	Boise	C
KYSS	Missoula, MT	C
KYSS-FM	Missoula, MT	BM
KIDX	Billings, MT	AC
KGHL	Billings, MT	C
KVEL	Vernal, UT	AC
KUIN	Vernal, UT	C

COMMUNICATIONS PROPERTIES, INC.

EXECUTIVES:

Philip T. Kelly, Pres.
Richard C. Voight, Exec. VP

HEADQUARTERS:

One Dubuque Plaza
Dubuque, IA 52001
(319) 582-7570

STATION		FORMAT
WDBQ	Dubuque	AC
KLYV	Dubuque	R
KFGO	Fargo, ND	C
KATE	Albert Lea, MN	AC
KCPI	Albert Lea, MN	R
WNFL	Green Bay, MI	AC

COMMUNICOM CORPORATION OF AMERICA

EXECUTIVE:

Ken Palmer, Pres.

HEADQUARTERS:

Plaza 6000 Office Park
6000 E. Evans Ave.
Building One, Suite 400
Denver, CO 80222
(303) 759-8481

STATION		FORMAT
WWDJ	Hackensack, NJ	REL
WZZD	Philadelphia, PA	REL
WIFE	Indianapolis, IN	N T

COMMUNITY BROADCASTING SERVICE

EXECUTIVES:

Walter L. Dickson, Pres.
George Gonyar, GM
George Hale, Ops. Dir.
Fred Morse, Sales Manager

HEADQUARTERS:

35 Hildreth Street
Bangor, ME 04401
(207) 947-8321

STATION		FORMAT
WABI/WBGW	Bangor, ME	

COMMUNITY PACIFIC BROADCASTING CORPORATION

EXECUTIVES:

David J. Benjamin, Chmn.
Charles W. Banta, Pres.

HEADQUARTERS:

P.O. Box 32
Gresham, OR 97030
(503) 667-1230

STATION		FORMAT
KRDR	Gresham, OR	C
KGAA	Kirkland, WA	C
KEED	Eugene, OR	C
KGA	Spokane, WA	C
KDRK	Spokane, WA	C



Malrite knows how to make things grow.

Malrite has a long and unbroken history of growth. But we've never believed in growth simply for its own sake. We grow because we continually fill more needs for more people.

Our commitment to the future has led to the acquisition of KNEW, Oakland-San Francisco and KSAN, San Francisco...and, there's more to come.

The immediate and enthusiastic success of Malrite's WAWS-TV, Jacksonville, Florida and WUHF-TV, Rochester, New York also confirms our ability to meet community needs for independent television service.

In broadcasting, significant growth demands intelligent care and feeding: Strong management. Talented people. Solid financing. Careful planning. And a company-wide sense of commitment.

People who know us, know that's the Malrite style.



MALRITE COMMUNICATIONS GROUP, INC.

WHK/WMMS/Cleveland
KNEW/Oakland, San Francisco
KSAN/San Francisco
KEEY/Minneapolis, St. Paul
KLBB/Minneapolis, St. Paul
WZUU-AM/Greenfield
WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WCTI-TV/New Bern, N.C.
WUHF-TV/Rochester, N.Y.
WAWS-TV/Jacksonville
WFLX-TV/W. Palm Beach
Outer Banks Cablevision
Malrite Television Productions
Cleveland Browns Radio Network

COMMUNITY SERVICE BROADCASTING, INC.

EXECUTIVES:

Jerome Glassman, Pres.
Bill Glassman, VP
Jim Glassman, VP

HEADQUARTERS:

811 Broadway
Mt. Vernon, IL 62864
(618) 242-4023

STATION		FORMAT
WKWK	Wheeling, WV	AC
WKWK-FM	Wheeling, WV	AC
WDXI	Jackson, TN	C
WMCL	McLeansboro, IL	C
WTAO	Murphysboro, IL	A

COVE BROADCASTING CO., INC.

EXECUTIVE:

Louis J. Maierhofer, Pres.

HEADQUARTERS:

1108 Twenty Eight Avenue
Altoona, PA 16601
(814) 224-2151

STATION		FORMAT
WKMC	Roaring Spring, PA	C
WHPA	Hollidaysburg, PA	BM
WTGC	Lewisburg, PA	AC

COWLE ENTERPRISES LTD.

EXECUTIVE:

Dale Cowle, Pres.

HEADQUARTERS:

2802 Thompson Drive
Ames, IA 50010
(515) 232-1430

STATION		FORMAT
KASI	Ames, IA	C
KCCQ	Ames, IA	AC
KQCR	Cedar Rapids, IA	AC
KKJO	St. Joseph, MO	AC
KSFT	St. Joseph, MO	C
KCDR	Cedar Rapids, IA	C

COX BROADCASTING CORP.

EXECUTIVES:

Clifford M. Kirtland, Jr., Pres.
Stanley G. Mouse, Senior VP
William A. Schwartz, Pres., Broadcast Div.
Michael S. Kievman, VP Broadcast Op.
Jim Wesley, Exec. VP

HEADQUARTERS:

1601 W. Peachtree Street, N.E.
Atlanta, GA 30309
(404) 897-7000 Collect

STATION		FORMAT
KFI	Los Angeles	R
KOST	Los Angeles	BM
WHIO	Dayton	AC
WHIO-FM	Dayton	BM
WIOD	Miami	AC
WAIA	Miami	MM
WLIF	Baltimore	BM
WSB	Atlanta	AC
WSB-FM	Atlanta	BM
WSOC	Charlotte	O
WSOC-FM	Charlotte	C
WWSH	Philadelphia	BM

CRAWFORD BROADCASTING CO.

EXECUTIVE:

Donald B. Crawford, Pres.

HEADQUARTERS:

P. O. Box 86
Flourtown, PA 19031
(215) 628-3500

STATION		FORMAT
WDJC	Birmingham, AL	REL
WDCX	Buffalo	REL
KPBC	Dallas	REL
WMUZ	Detroit	REL
WYCA	Hammond, IN	REL
KBRT	Avalon, CA	REL

CURATORS OF THE UNIVERSITY OF MISSOURI

EXECUTIVE:

Thomas Hussey, Coordinator

HEADQUARTERS:

225 University Hall
Columbia, MO 65211
(314) 882-2705

STATION		FORMAT
KBIA	Columbia, MO	CL
KCUR	Kansas City, MO	CL
KWMU	St. Louis	CL
KUMR	Rolla, MO	CL
KMNR	Rolla, MO	A

CURTIS RADIO GROUP

EXECUTIVES:

Donald W. Curtis, Pres.
Barbara H. Curtis, Sec'y./Treas.
Susan Prillman, Dir. of Personnel

HEADQUARTERS:

Box 529
Laurinburg, NC 28352
(919) 276-2911

STATION		FORMAT
WEWO	Laurinburg, NC	AC
WSTS	Laurinburg-Fayetteville	REL/AC
WTAB	Tabor City	AC
WKSM	Tabor City	C
WTNC	Thomasville	C
WEYE	Thomasville	AC



DAVIDSON COMMUNICATIONS, INC.

EXECUTIVES:

John Davidson, Pres.
Gary Davidson, VP
Dale VanCantfort, GM

HEADQUARTERS:

416 Landing Way
Savannah, GA 31411
(912) 352-7881

STATION		FORMAT
WLOP	Jesup, GA	C
WIFO	Jesup, GA	AC
WDAX	McRae, GA	C
WDAX-FM	McRae, GA	C
WMVG	Milledgeville, GA	AC
WKZR-FM	Milledgeville, GA	C
WDKD	Kingstree, SC	C
WWKT	Kingstree, SC	B

DAVIS & WEAVER BROADCASTING

EXECUTIVES:

Philip Davis, Pres.
Bill Weaver, VP

HEADQUARTERS:

KLOK Radio
San Jose, CA 95151
(408) 274-1170

STATION		FORMAT
KLOK	San Jose	AC
KWIZ	Santa Ana	AC
KWIZ-FM	Santa Ana	MM
KFIG	Fresno	AC
KARM	Fresno	O

DEER RIVER BROADCASTING GROUP

EXECUTIVES:

Robin B. Martin, Pres./CEO
Joe E. Gunther, VP
James T. Shrigley, VP
Lynn Rockenbach, Director of Eng.

HEADQUARTERS:

141 East 44th Street
Suite 1001
New York, NY 10017
(212) 599-3303

STATION		FORMAT
WRUN	Utica, NY	AC
WKGW	Utica-Rome, NY	AC
WFGL	Fitchburg, MA	AC
WFMP	Fitchburg, MA	AC

DES MOINES REGISTER BROADCAST GROUP

EXECUTIVES:

David Kruidenier, Chairman
Michael G. Gartner, Pres. (corp.)
Richard W. Gilbert, Pres. (broadcast group)
Barbara M. Mack, Counsel

HEADQUARTERS:

715 Locust Street
Des Moines, IA 50304
(515) 284-8000

STATION		FORMAT
WIBA	Madison, WI	AC
WIBA-FM	Madison, WI	A
KYXI	Oregon City, OR	N
KGON	Portland, OR	A
KLAK	Lakewood, CO	BB/O
KPPL	Lakewood, CO	AC

DICK BROADCASTING CO., INC.

EXECUTIVES:

James A. Dick, Pres.
Vic Rumore, VP
Bobby Denton, VP
Milton Jones, VP/Eng.
Carol E. Moore, Sect.
David Henderlight, Treas.

HEADQUARTERS:

6711 Klingston Pike
Knoxville, TN 37919
(615) 588-6511

STATION		FORMAT
WIVK	Knoxville	C
WIVK-FM	Knoxville	C
WKDA	Nashville	A
WKDF	Nashville	A

FULL- *SERVICE RADIO™

***defined...**

“... the occupation or function of serving”

**“... the work or action performed by
one that serves”**

“... contribution to the welfare of others”

“... the act of serving”

from Webster's New Collegiate Dictionary

THE GENERAL ELECTRIC AM RADIO STATIONS

KOA Denver

WSIX Nashville

WGY Albany/Schenectady/Troy



**GENERAL
ELECTRIC
BROADCASTING
COMPANY, INC.
Westport, Connecticut**

DODGE POINT BROADCASTING CO., INC.

EXECUTIVES:

Louise E. Hamlin, Pres.
Richard A. Carroll, VP

HEADQUARTERS:

Box 116
Dodgeville, WI 53533
(608) 935-2302

STATION		FORMAT
WDMP	Dodgeville, WI	C
KLEH	Anamosa, IA	C

DONREY MEDIA GROUP

EXECUTIVES:

Gene Spry, VP, Broadcast Div.
E. Doren, Dir. of Eng., Broadcast Div.

HEADQUARTERS:

601 N. Hollywood Blvd.
P.O. Box 550
Las Vegas, Nevada 89101
(702) 452-2061

STATION		FORMAT
KBRS	Springdale, AR	AC
KOLO	Reno, NV	AC
KORK	Las Vegas, NV	AC
KORK-FM	Las Vegas, NV	BM
KOCM-FM	Newport Beach, CA	BM
KEXO	Grand Junction, CO	AC

DOUBLEDAY BROADCASTING COMPANY, INC.

EXECUTIVES:

Gary Stevens, Pres.
Richard Anderson, Sr. VP/Finance

HEADQUARTERS:

100 Park Avenue
New York, NY 10017
(212) 684-7650

STATION		FORMAT
KPKE	Denver	A
KDWB-A/F	Minneapolis/St. Paul	A
KWK-A-F	St. Louis	A
WLLZ	Detroit	A
WAPP	New York	A
WAVA	Washington, DC	A
*WMET	Chicago	A

*Pending FCC approval.

DRESNER COMMUNICATIONS GROUP

EXECUTIVES:

Sy Dresner, Pres.
Al Dresner, VP

HEADQUARTERS:

243 S. Whitney Street
Hartford, CT 06103
(203) 549-3456

STATION		FORMAT
WCCC	Hartford, CT	A
WCCC-FM	Hartford, CT	A
WELV	Ellenville, NY	AC
WDRE	Ellenville, NY	BM

DREWRY GROUP

EXECUTIVES:

R. H. Drewry, Pres.

Ron Kirby, GM
HEADQUARTERS:
801 'B' Avenue
Lawton, OK 73501
(405) 355-1380

STATION		FORMAT
KSWO	Lawton, OK	AC
KRHD	Duncan, OK	C
KRHD-FM	Duncan, OK	AC



EARLDUN BROADCASTING, INC.

EXECUTIVES:

Maurice F. Dunne, Jr., CEO
Charles C. Earls, Pres./GM

HEADQUARTERS:

Highway "O", Box 470
Kennett, MO 63857
(314) 888-5813

STATION		FORMAT
KBOA	Kennett, MO	AC
KTMO	Kennett, MO	C
KREI	Farmington, MO	AC
KTJJ	Farmington, MO	C
KTHS	Berryville, AR	C
KSCC	Berryville, AR	C

EASTERN BROADCASTING CORP.

EXECUTIVES:

Roger A. Neuhoff, Pres./Treasurer
Marie T. Young, VP/Controller

HEADQUARTERS:

1875 Connecticut Avenue, NW, Suite 1114
Washington, DC 20009
(202) 387-0661

STATION		FORMAT
WCVS	Springfield, IL	AC
WFMB	Springfield, IL	C
WHUT	Anderson, IN	C
WLHN	Anderson, IN	MM
WRSC	State College, PA	AC
WQWK	State College, PA	A
WPDC	Elizabethtown, PA	C
WRKZ	Elizabethtown, PA	C

ELTING ENTERPRISES

EXECUTIVE:

John W. Elting, President

HEADQUARTERS:

515 Madison Avenue
New York, NY 10022
(212) 838-0394

STATION		FORMAT
WSER	Elkton, MD	AC
WPED	Crozet, VA	C
WCMZ	Crozet, VA	C

ELYRIA-LORAIN BROADCASTING COMPANY

EXECUTIVE:

Paul Nakel, VP/GM

HEADQUARTERS:

P.O. Box 4006
Elyria, OH 44036
(216) 322-3761

STATION		FORMAT
WEOL	Elyria, OH	N/AC

WBEA	Elyria, OH	BM
WMEL	Melbourne, FL	AC
WELE	Deland, FL	C

EMPIRE BROADCASTING CORP.

EXECUTIVES:

Robert S. Kieve, Pres.
Max Reeder, Dir. of Sales
Vincent Lopopolo, Dir. of Engineering
John McLeod, Dir. of Programming

HEADQUARTERS:

P.O. Box 995
San Jose, CA 95108
(408) 293-8030

STATION		FORMAT
KLJN	San Jose, CA	BB
KARA	Santa Clara, CA	O
KAHI	Auburn, CA	AC
KHYL	Auburn Sacramento, CA	O
KQDQ	Eugene, OR	BB

ENTERCOM

EXECUTIVES:

Joseph M. Field, Pres.
Eugene Levin, Controller

HEADQUARTERS:

1 Bala Plaza, Suite 225
Bala Cynwyd, PA 19004
(215) 667-1226

STATION		FORMAT
KLEF	Houston	CL
KBRG	San Francisco	SP
KBRD	Tacoma/Seattle	BM
KTAC	Tacoma	AC
WEEP	Pittsburgh	C
WDSY	Pittsburgh	C
KKSS	Richfield, MN	AC
WAYL	Minneapolis/St. Paul	BM

ENTERPRISE NETWORK

EXECUTIVES:

Harold Erickson, Pres.
Bruce Erickson, VP

HEADQUARTERS:

100 N. 24th St. West, Suite B
Billings, MT 59102
(406) 656-4990

STATION		FORMAT
KGLE	Glendive, MT	REL
KIVE	Glendive, MT	AC
KGVV	Belgrade, MT	REL
KURL	Billings, MT	REL
KALS	Kalispell, MT	BM
KARR	Great Falls, MT	REL

EZ COMMUNICATIONS, INC.

EXECUTIVES:

Arthur Kellar, Pres.
Alan Box, Exec. VP/GM
Woody Allen, VP/Controller/Sec'y/Treas.
Tom Mann, VP, Engineering

HEADQUARTERS:

10380 Democracy Lane
Fairfax, VA 22030
(703) 691-1900 Collect

STATION		FORMAT
WEZR	Fairfax/Manassas, VA	BM
WEZS	Richmond	BM

KCBO

We're proud of our Country

AM 1170

A Charter Broadcasting Station



WJOI	Pittsburgh	R
WEZC	Charlotte, NC	BM
WEZB	New Orleans	R

F

FAIRBANKS BROADCASTING COMPANY, INC.

EXECUTIVES:

Richard M. Fairbanks, Pres.
James C. Hilliard, Exec. VP
Dennis Linsin, VP/Administration
Richard Yancey, VP/Sales

HEADQUARTERS:

9333 N. Meridian St., Suite 395
Indianapolis, IN 46260
(317) 846-7111

STATION		FORMAT
WIBC	Indianapolis	AC
WNAP	Indianapolis	R
WVBF	Framingham/Boston, MA	AC
WKOX	Framingham, MA	AC
KVIL	Highland Park, TX	AC
KVIL-FM	Dallas	AC
WRMF	Palm Beach, FL	AC
WJNO	West Palm Beach, FL	N/T

J. B. FALT, JR. STATIONS

EXECUTIVES:

J. B. Falt, Jr., Pres.
J. B. Falt, III, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 7
Huntsville, AL 35804
(205) 533-1450

STATION		FORMAT
WFIX	Huntsville, AL	AC
WAJF	Decatur, AL	AC
WSHF	Sheffield/Florence, AL	C
WRAB	Arab, AL	C

FAMILY LIFE BROADCASTING SYSTEM, INC.

EXECUTIVES:

Warren J. Bolthouse, Founder/Pres.
Randy L. Carlson, Exec. VP
Harold C. Sayers, VP, Finance/Personnel
Richard Dandurand, VP, Development

HEADQUARTERS:

505 Wildwood
Jackson, MI 49201
(517) 782-8205

STATION		FORMAT
WUNN	Mason, MI	REL
WUFN	Albion, MI	REL
WUGN	Midland, MI	REL
KFLT	Tuscon	REL
KFLR	Phoenix	REL

FAMILY RADIO

EXECUTIVES:

Harold Camping, Pres.
Scott Smith, VP
Richard Van Dyk, Sec'y./Treas.

HEADQUARTERS:

290 Hegenberger Road
Oakland, CA 94621
(415) 568-6200

STATION		FORMAT
KEAR	San Francisco	REL
KEBR	Sacramento	REL
KECR	San Diego	REL
KFRN	Long Beach, CA	REL
KYFR	Shenandoah, IA	REL
WFSI	Annapolis, MD	REL
WKDN	Camden, NJ	REL
WFME	Newark, NJ	REL
WYFR	Okeechobee, FL	REL

FEDERATED MEDIA

EXECUTIVES:

John F. Dille, III, Exec. VP
Richard P. Williams, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 2500
Elkhart, IN 46515
(219) 295-3500

STATION		FORMAT
WTRC	Elkhart, IN	AC
WYEZ	Elkhart, IN	BM
WCKY	Cincinnati	AC
WWEZ	Cincinnati	BM
WQHK	Fort Wayne	C
WMEE	Fort Wayne	R
WCUZ	Grand Rapids	C
WCUZ-FM	Grand Rapids	C

FETZER BROADCASTING CO.

EXECUTIVES:

Carl E. Lee, Pres.
O. T. Gaston, Station Mgr./VP, Radio

HEADQUARTERS:

590 W. Maple Street
Kalamazoo, MI 49008
(616) 345-2101

STATION		FORMAT
WKZO	Kalamazoo, MI	AC
WJFM	Grand Rapids	MM
WKJF	Cadillac, MI	AC
WWAM	Cadillac, MI	AC

FIRST MEDIA CORPORATION

EXECUTIVES:

Glenn T. Potter, Pres.
Charles E. Giddens, VP
Milford K. Smith, Dir. of Eng.

HEADQUARTERS:

Box 8550
Washington, DC 20027
(301) 441-3561

STATION		FORMAT
WPGC-A F	Morningside, MD	R
WZGC	Atlanta	R
KFMK	Houston	R
KXAM	Scottsdale, AZ	R
KOPA	Scottsdale, AZ	R
KDOT	Provo, UT	AC
KAYK	Provo Salt Lake City	AC
KUBE	Seattle	R
WUSN	Chicago	C

FORMBY STATIONS

EXECUTIVE:

Clint Formby, Pres.

HEADQUARTERS:

Drawer 1757
Hereford, TX 79045
(806) 364-1860

STATION		FORMAT
KPAN-A F	Hereford, TX	AC
KSAM	Huntsville, TX	C
KLVT	Levelland, TX	AC
KTEM	Temple, TX	AC
KPLE	Temple, TX	C
KHUN-FM	Huntsville, TX	AC

FORREST BROADCASTING, COMPANY, INC.

EXECUTIVES:

Robert A. Forrest, Pres.
Grace W. Forrest, VP/Sec'y. Treas.
Dan Leonard, VP
Scott Brody, VP

HEADQUARTERS:

2049 Century Park East
Los Angeles, CA 90067
(213) 553-5445

STATION		FORMAT
KDON-FM	Salinas, CA	R
KDON	Salinas, CA	C
KBBY	Oxnard/Ventura, CA	R
KBBQ	Oxnard/Ventura, CA	C

FORWARD COMMUNICATIONS CORPORATION

EXECUTIVES:

Richard D. Dudley, Chairman of the Board
Thomas E. Bolger, President
Jim Esler, Pres./GM, WKAU-A F
Cliff Thompson, Pres./GM, KWLO/KFMW
Bob Hilgendorf, Pres./GM, KVGB-A F
Robert McInerny, Pres./GM, WBGM/WKQE
Howard Hansen, Pres./GM, WVOX-A F

HEADQUARTERS:

1114 Grand Ave.
Wausau, WI 54401
(715) 845-4211 Collect

STATION		FORMAT
WKAU-A F	Kaukauna, WI	R
KVGB	Great Bend, KS	AC
KVGB-FM	Great Bend, KS	BM
KVOX	Moorhead, MN	AC
KVOX-FM	Moorhead, MN	C
WBGM	Tallahassee, FL	R
WKQE	Tallahassee, FL	C
KFMW	Waterloo, IA	BM
KWLO	Waterloo, IA	AC

4-K RADIO, INC.

EXECUTIVES:

Gene Hamblin, Pres.
Mike Ripley, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 936
Lewiston, ID 83501
(208) 743-2502

STATION		FORMAT
KOZE	Lewiston, ID	AC
KOZE-FM	Lewiston, ID	MM
KLER	Orofino, ID	AC
KLER-FM	Orofino, ID	C
KORT	Grangeville, ID	AC
KORT-FM	Grangeville, ID	C

FORUM COMMUNICATIONS

EXECUTIVES:

William Marcil, Pres.

FMR ASSOCIATES, INC. wishes to thank all of our clients for their support during our first year of business. We are especially grateful to the following broadcast companies for allowing us to help their stations achieve the leadership positions they have become known for:

American Broadcasting Company

Behan Broadcasting Company

Belo Broadcasting

CBS-FM Owned Stations

Cosmos Broadcasting

Doubleday Broadcasting

Gannett Broadcasting

Outlet Broadcasting

Viacom International

FMR ASSOCIATES, INC.

ATTITUDE RESEARCH IN ACTION

6408 E. Tanque Verde Rd., Tucson, Arizona 85715, (602) 886-5548

Bill Burn, Exec. VP
HEADQUARTERS:
 Box 2466
 Fargo, ND 58108
 (701) 237-6500

STATION		FORMAT
WDAY-AM	Fargo, ND	AC
WDAY-FM	Fargo, ND	BM
KMMJ	Grand Island, NE	AC

FRASER VALLEY BROADCASTERS LIMITED

EXECUTIVES:

Dennis Barkman, Pres./GM
 Bill Coombes, Mgr. CHWK, Chilliwack
 Bob Singleton, Mgr. CFVR, Abbotsford
 Peter Slack, Mgr. CKGO, Hope

HEADQUARTERS:

P.O. Box 386
 Chilliwack, BC V2P 6J7
 (604) 795-5711

STATION		FORMAT
CHWK	Chilliwack, BC	AC
CFVR	Abbotsford, BC	AC
CKGO	Hope, BC	AC

FRITTS BROADCASTING GROUP

EXECUTIVES:

Edward Fritts, Pres.
 Jerry A. McElroy, Exec. VP

HEADQUARTERS:

P.O. Box 667
 Indianola, MS 38751
 (601) 887-5246

STATION		FORMAT
WELO	Tupelo, MS	C
WZLQ	Tupelo, MS	AC
KCRI	Helena, AR	AC
KCRI-FM	Helena, AR	AC
WNLA-A F	Indianola, MS	AC
KMAR-A F	Winnsboro, LA	C

FULLER-JEFFREY GROUP

EXECUTIVES:

Robert F. (Doc) Fuller, Pres.
 J. J. Jeffrey, Exec. VP

HEADQUARTERS:

P.O. Box 398
 Cumberland, ME 04021
 (207) 774-6364

STATION		FORMAT
WBLM	Lewiston/Auburn, ME	A
WOKQ	Dover/Portsmouth, NH	C
KJJY	Ankeny/Des Moines, IA	C
KCCY	Pueblo, CO	C



GUY GANNETT BROADCASTING SERVICES

EXECUTIVES:

Robert L. Gilbertson, Exec. VP
 Alvin F. Wright, Treas.

HEADQUARTERS:

Northport Plaza
 Portland, ME 04104
 (207) 797-9330

STATION		FORMAT
WGAN	Portland, ME	AC
WGAN-FM	Portland, ME	BM
KSTT	Davenport, IA	R
WXLP-FM	Moline, IL	A
WINZ	Miami	N
WINZ-FM	Miami	AC
KOFM	Oklahoma City	R

GANNETT CO., INC./RADIO DIV.

EXECUTIVES:

Joseph L. Dorton, Pres.
 Floyd F. Smith, VP/Cont.
 Jay Cook, VP/Nat'l. PD

HEADQUARTERS:

P.O. Box 12430
 10155 Corporate Square
 St. Louis, MO 63132
 (314) 997-5594

STATION		FORMAT
KPRZ	Los Angeles	BB
KIIS	Los Angeles	R
KSDO	San Diego	N
KEZL	San Diego	BM
WWWE	Cleveland	AC
WDOK	Cleveland	BM
WVON	Chicago	B
WGCI	Chicago	B
WLQV	Detroit	REL
WCZY	Detroit	BM
KSD	St. Louis	C
KSD-FM	St. Louis	AC
WJYW	Tampa	BM

GAYLORD BROADCASTING CO.

EXECUTIVES:

Edward L. Gaylord, Chmn./Pres.
 Crawford P. Rice, Exec. VP
 Glenn M. Stinckcomb, Treasurer

HEADQUARTERS:

P.O. Box 31365
 Dallas, TX 75231
 (214) 363-8722

STATION		FORMAT
WKY	Oklahoma City	AC
KYTE	Portland	C
KLLB	Portland	AC

GAZETTE BROADCAST GROUP

EXECUTIVES:

Robert S. Dailey, VP/GM
 Bill Bessire, Sales Supervisor
 Charles Flynn, Chief Engineer

HEADQUARTERS:

1 South Parker Drive
 Janesville, WI 53545
 (608) 752-7895

STATION		FORMAT
WCLO	Janesville, WI	AC
WJVL	Janesville, WI	C
WBKV	West Bend, WI	AC
WBKV-FM	West Bend, WI	BM
WIXN	Dixon, IL	AC
WIXN-FM	Dixon, IL	C
WJMC	Rice Lake, WI	AC
WJMC-FM	Rice Lake, WI	C
KIJV	Huron, SD	AC
KIJV-FM	Huron, SD	R
WFHR	Wisconsin Rapids, WI	AC
WWRW	Wisconsin Rapids, WI	R

GCC COMMUNICATIONS, INC.

EXECUTIVES:

Alexander M. Tanger, Pres.
 N. A. Lopez, Director of Administration

HEADQUARTERS:

The John Hancock Tower
 200 Clarendon Street
 Boston, MA 02116
 (617) 267-0123

STATION		FORMAT
WIFI	Philadelphia	AC
WHUE-FM	Boston	BM
WHUE	Boston	BM

GENERAL COMMUNICORP STATIONS

EXECUTIVES:

Robert G. Herpe, Pres./Treas.
 Esther Herpe, Sec'y.

HEADQUARTERS:

1294 Chapel St.
 New Haven, CT 06511
 (203) 777-6617

STATION		FORMAT
WPLR	New Haven, CT	A
WSCR	Hamden, CT	C
WHLY	Orlando	AC

GENERAL ELECTRIC BROADCASTING CO.

EXECUTIVE:

Randall D. Bongarten, VP/Radio

HEADQUARTERS:

257 Riverside Avenue
 Westport, CT 06880
 (203) 226-2710

STATION		FORMAT
WGY	Schenectady, NY	AC
WGFM	Schenectady, NY	AC
KOA	Denver	N/T
KOAQ	Denver	R
WSIX	Nashville	T/AC
WSIX-FM	Nashville	C
WJIB	Boston	BM
KFOG	San Francisco	A

GILCOM STATIONS

EXECUTIVES:

Edward T. Giller, Pres.
 William Wagner, Exec. VP (NY)
 Richard M. Diandrea, VP
 Adele Giller, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 2005
 Altoona, PA 16603
 (814) 943-1136

STATION		FORMAT
WFBG	Altoona, PA	AC
WFBG-FM	Altoona, PA	BM
WEIR	Weirton, WV	AC
WPQZ	Clarksburg, WV	AC

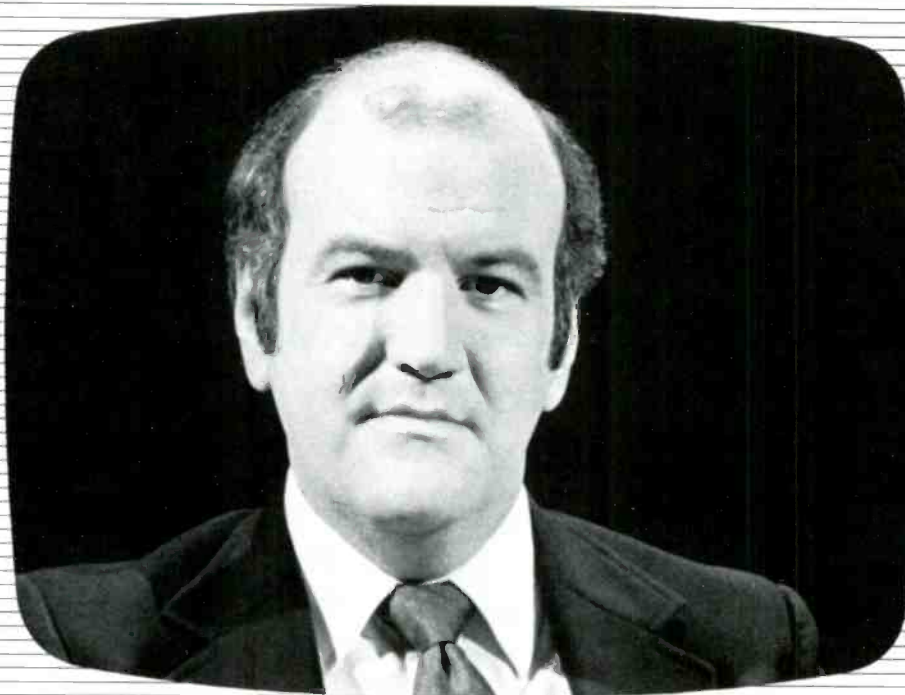
GILMORE BROADCASTING CORP.

EXECUTIVES:

John T. Mazzie, Exec. VP
 Harold A. Poole, VP/Controller
 Louis E. Farraye, VP/Programming & Res.

HEADQUARTERS:

162 East Michigan Avenue
 Kalamazoo, MI 49007



ED SHANE HAS A NEW WAY TO LOOK AT THE RADIO INDUSTRY ON YOUR TV SET

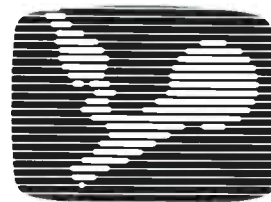
RADIO VIDEO. A TV show about radio. Presented on videotape by radio programmer and consultant Ed Shane.

RADIO VIDEO lets your TV set explain radio's concepts. Even the "buzzwords." All on one hour programs in home video formats.

A new RADIO VIDEO cassette seminar every two months so your home TV set can keep you up to date on new radio concepts.

Shane Media Services. A consulting company since 1976. Market analysis and station vulnerability studies. Music research. Direction for music or talk programming. Monthly programming updates in *BROADCAST COMMUNICATIONS* magazine. Learning seminars.

Now, Shane Media Services provides RADIO VIDEO. The first videocassette programs for the radio management and programming professional. \$122.50 per RADIO VIDEO seminar in Beta or VHS. (Add \$25.00 for U-Matic.)



RADIO VIDEO

SHANE MEDIA SERVICES □ 7703 Windswept □ Houston, TX 77063 □ 713/461-9958

STATION		FORMAT
WSVA	Harrisonburg, VA	AC
WQPO	Harrisonburg, VA	R
KODE	Joplin, MO	AC

GOETZ BROADCASTING CORP.

EXECUTIVE:

Jack Hackman, Senior VP

HEADQUARTERS:

P.O. Box 630
Marshfield, WI 54449
(715) 384-2191

STATION		FORMAT
WDLB	Marshfield, WI	C
WLJY	Marshfield, WI	BM
WFAW	Ft. Atkinson, WI	C
WSJY	Ft. Atkinson, WI	BM
WRDB	Reedsburg, WI	AC
WRDB-FM	Reedsburg, WI	C

GOLDEN PACIFIC GROUP

EXECUTIVES:

George D. Snell, Pres.
Floyd Farr, VP
Haig Mardkian, VP/Sec'y./Treas.

HEADQUARTERS:

1245 S. Winchester Blvd.
San Jose, CA 95128
(408) 249-5229 Collect

STATION		FORMAT
KBAY	San Jose	BM
KEEN	San Jose	C
KCVR	Lodi, CA	SP
KWIN	Stockton/Lodi, CA	AC

GOLDEN WEST BROADCASTERS

EXECUTIVES:

Gene Aulry, Chmn./CEO
John T. Reynolds, Pres./Golden West Broadcasters
Bill Ward, Pres., Radio Div.

HEADQUARTERS:

5858 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-5440

STATION		FORMAT
WCXI	Detroit	C
WCXI-FM	Detroit	C
KQFM	Portland	AC
KEX	Portland	AC
KSFO	San Francisco	AC
KVI	Seattle	T
KPLZ	Seattle	AC
KMPC	Los Angeles	BB

GOLDEN WEST BROADCASTING LIMITED

EXECUTIVES:

C. P. Loewen, Pres.
Elmer Hildebrand, VP/Gen. Mgr.
David Wiebe, Sales Mgr.
Ken Wiebe, Comptroller

HEADQUARTERS:

Allona, Manitoba, Canada R0G 0B0
(204) 324-6464

STATION		FORMAT
CFAM	Altona, MB	BM
CHSM	Steinbach, MB	BM
CJRB	Boisvevain, MB	BM

CHOO	Ajax, ON	C
CKSW	Swift Current, SK	C
CJSN	Shaunavon, SK	C
CHRB	High River, AB	C

GOLDMAN GROUP

EXECUTIVES:

Simon Goldman, Pres.
George Cameron, VP
Merrill Rosen, VP

HEADQUARTERS:

P.O. Box 1139
Jamestown, NY 14701
(716) 487-1151

STATION		FORMAT
WJTN	Jamestown, NY	AC
WWSE	Jamestown, NY	AC
WLKK	Erie, PA	C
WLVU	Erie, PA	BM
WVMT	Burlington, VT	AC
WRUT	Rutland, VT	AC
WSYB	Rutland, VT	AC

GOMEZ GROUP

EXECUTIVES:

Ed Gomez, Pres.
Severo Gomez, VP
Eduardo Izaguirre, Sec'y.
David Garcia, Treas.

HEADQUARTERS:

608 S. 10th Street
McAllen, TX 78501

STATION		FORMAT
KABQ	Albuquerque	SP
KIRT	Mission, TX	SP
KQXX	McAllen, TX	SP

GOOD NEWS BROADCASTING CO.

EXECUTIVE:

Gary W. Acker, Owner

HEADQUARTERS:

Rt. 5, Box 15
Yukon, OK 73099
(405) 495-1065

STATION		FORMAT
WROS	Jacksonville, FL	REL
KWAS	Amarillo, TX	REL
KEPT	Shreveport, LA	REL
KKOL	El Paso	REL
KRIZ	Roswell, NM	REL
KFIX	Laredo, TX	BM
KLFJ	Springfield, MO	REL

CURT GOWDY BROADCASTING CORPORATION

EXECUTIVES:

Curt Gowdy, Chairman
Geraldine Gowdy, Pres.
John Bassett, GM
Paul Seccareccio, Gen. Sales Mgr.

HEADQUARTERS:

Lawrence, MA 01840
(617) 683-7171

STATION		FORMAT
WCCM	Lawrence, MA	AC
WCGY	Lawrence, MA	O
WEAT	West Palm Beach, FL	C
WEAT-FM	West Palm Beach, FL	BM
KOWB	Laramie, WY	AC

GRAY BROADCAST ENTERPRISES

EXECUTIVES:

Ted Gray, Jr., Pres.
Lester Woodle, VP

HEADQUARTERS:

P.O. Box 512
Altavista, VA 24517
(804) 369-5588

STATION		FORMAT
WKDE-A-F	Altavista, VA	C
WSML	Burlington/Graham, NC	C
WFLB	Fayetteville, NC	AC
WRHI	Rock Hill, SC	AC
WWKO	Fair Buff, NC	C

GREAT EMPIRE BROADCASTING

EXECUTIVES:

Mike Lynch, Pres.
Mike Oatman, VP/CEO

HEADQUARTERS:

Wichita, KS 67201
(316) 838-9141

STATION		FORMAT
KFDI-A-F	Wichita	C
KTTS-A-F	Springfield, MO	C
KYNN-A-F	Omaha	C
KWKH	Shreveport	C
KROK	Shreveport	AC
KBRQ	Denver	C
KBRQ-FM	Denver	C

GREAT LAKES BROADCASTING CO.

EXECUTIVES:

Carl M. Adams, Pres.
Margaret E. Bramhall, Sec'y.

HEADQUARTERS:

P.O. Box 398
Lorain, OH 44052

STATION		FORMAT
KNCY-A-F	Nebraska City, NE	AC
KLUR	Wichita Falls, TX	C
WHAP	Hopewell, VA	AC

GREAT SCOTT STATIONS

EXECUTIVE:

Herbert Scott, Pres.

HEADQUARTERS:

Box 638
Pottstown, PA 19464
(215) 326-4000

STATION		FORMAT
WPAZ	Pottstown, PA	AC/BB
WTRY	Troy, NY	AC
WPYX	Albany, NY	A
WTTM	Trenton, NJ	C
WJWL	Georgetown, DE	C
WKST	New Castle, PA	AC
WFEC	Harrisburg, PA	R
WMBO	Auburn, NY	AC
WCHR	Trenton, NJ	REL
WSEA	Georgetown, DE	A
WFEM	Ellwood City, PA	C
WPCX	Auburn, NY	C

GREAT TRAILS BROADCASTING CORPORATION

EXECUTIVES:

Alexander J. Williams, Pres.

Clark W. Davis, Exec. VP
 Timothy O. Witteborg, Comptroller
 John D. Lankenau, Dir., Info. Systems
 Todd Andrews, Dir., Retail Sales Dev.
 Jeffrey Bennett, Corp. Dir. of Engineering

HEADQUARTERS:
 4 South Main Street
 Dayton, OH 45402
 (513) 223-4822

STATION		FORMAT
WING	Dayton	AC
WJAI	Eaton, OH	C
WIZE	Springfield, OH	AC
WCOL	Columbus	AC
WXGT	Columbus	R
WKJJ	Louisville	R
WCII	Louisville	C
WBCS	Milwaukee	C
WBCS-FM	Milwaukee	C

GREATER MEDIA, INC.

EXECUTIVES:

Peter A. Bordes, Pres.
 Frank Kabela, Exec. VP
 Herbert W. McCord, Group VP, Radio
 John Ziellnski, VP, Finance
 Dennis R. Ciapura, Group VP,
 Telecommun. & Eng.
 Julian H. Breen, VP, Radio Prog.
 Thomas J. Milewski, VP, Legal & Admin. Affairs

HEADQUARTERS:
 197 Highway # 18
 East Brunswick, NJ 08816
 (201) 247-6161

STATION		FORMAT
WCTC	New Brunswick, NJ	AC
WMGQ	New Brunswick, NJ	AC
WPEN	Philadelphia	BB
WMGK	Philadelphia	AC
WHND	Detroit	O
WMJC	Detroit	AC
WTCO	Long Island, NY	BM
WGSM	Long Island, NY	AC
KHTZ	Los Angeles	AC
WGAY-A/F	Washington, DC	BM
WMJX	Boston	AC

THE GREEN GROUP

EXECUTIVE:

Howard L. Green, Pres.

HEADQUARTERS:
 15 South Shore Road
 Linwood, NJ 08221
 (609) 641-1400

STATION		FORMAT
WOND	Pleasantville, NJ	AC
WMGM	Atlantic City, NJ	AC
WENY	Elmira, NY	AC
WLEZ	Elmira, NY	BM

GROUP ONE BROADCASTING CO.

EXECUTIVES:

Roger G. Berk, Sr., Chairman of the Board
 E. F. Devine, Exec. VP
 Phyllis V. Simms, VP/Sec'y.
 Roger G. Berk, Jr., VP/Eng.
 James L. Berk, VP
 Alfred G. Grosby, Pres./Radio - Denver
 Fred Anthony, VP Radio, Akron
 Donald L. Kidwell, VP/GM, Dayton

Chester A. Mawell, VP/GM, Dallas
 Ed Hardy, GM, KLZ Denver
 Marvin Rosenberg, GM, KAZY, Denver

HEADQUARTERS:
 853 Copley Road
 Akron, OH 44320
 (216) 535-7831

STATION		FORMAT
WAKR	Akron	AC
WAEZ	Akron	BM
KBOX	Dallas	C
KMEZ	Dallas	BM
KLZ	Denver	C
KAZY	Denver	A
WONE	Dayton	C
WTUE	Dayton	A

GULF BROADCAST GROUP

EXECUTIVES:

Alan Henry, Pres.
 David Fitz, VP
 David Paul McNamee, Natl. Radio Prog. Dir.

HEADQUARTERS:
 P.O. Box 42, 100
 St. Petersburg, FL 33742
 (813) 577-1600

STATION		FORMAT
KRLY	Houston	AC
KTXQ	Dallas	A
WLTT	Washington, DC	AC
WKLS-A/F	Atlanta	A
WNDE	Indianapolis	O&T
WFBQ	Indianapolis	A
WQAL	Cleveland	BM
WVOJ	Jacksonville	C

GULF CENTRAL RADIO NETWORK

EXECUTIVES:

J. W. Furr, Pres.
 Don L. Furr, VP
 Betty Swanzy, Sec'y.

HEADQUARTERS:
 P.O. Box 707
 Columbus, MS 39701
 (601) 328-1420

STATION		FORMAT
WMBC	Columbus, MS	C
WJWF	Columbus, MS	REL
WFOR	Hattiesburg, MS	C
WHER	Hattiesburg, MS	BM
WMPA	Aberdeen, MS	AC
WHAY	Aberdeen, MS	C

GENE HALKER STATIONS

EXECUTIVES:

Gene Halker, Pres.
 Jay Barry, GM-WIKB-A/F
 Rich Finch, Sales Manager-WJPD-A/F

HEADQUARTERS:
 Ishpeming, MI 49849
 (906) 486-9937

STATION		FORMAT
WJPD-A/F	Ishpeming, MI	C
WIKB	Iron River, MI	C
WIKB-FM	Iron River, MI	C



HALL COMMUNICATIONS

EXECUTIVES:

Robert M. Hall, Pres.
 Richard P. Reed, Exec. VP
 Arthur Rowbotham, VP
 Evelyn Wolf, Secretary/Bus. Mgr.

HEADQUARTERS:
 P.O. Box 551
 Cuprak Road
 Norwich, CT 06360
 (203) 887-1613

STATION		FORMAT
WICH	Norwich, CT	MM
WCTY	Norwich, CT	C
WNBH	New Bedford, MA	MM
WMYS	New Bedford, MA	AC
WLPA	Lancaster, PA	MM
WNCE	Lancaster, PA	BM
WBVP	Beaver Falls, PA	MM
WWKS	Beaver Falls, PA	AC
WONN	Lakeland, FL	MM
WPCV	Winter Haven, FL	C

HARRIS ENTERPRISES, INC.

EXECUTIVE:

Robert Wells, VP

HEADQUARTERS:
 Box 878
 Garden City, KS 67846
 (316) 276-3251

STATION		FORMAT
KIUL	Garden City, KS	AC
KBUR	Burlington, IA	AC
KGRS	Burlington, IA	R
KTOP	Topeka, KS	O
KDVV	Topeka, KS	R
WJOL	Joliet, IL	AC
WLLI	Joliet, IL	AC
KOZA	Odessa, TX	O
KSEL	Lubbock, TX	AC
KSEL-FM	Lubbock, TX	R
WACO	Waco, TX	C
KHOO	Waco, TX	AC

HARRISCOPE BROADCASTING CORPORATION

EXECUTIVES:

Burt I. Harris, Pres.
 Jack Rosenthal, Exec. VP/Pres. of
 Broadcast Div.

HEADQUARTERS:
 10889 Wilshire Blvd.
 Los Angeles, CA 90024
 (213) 208-6118

STATION		FORMAT
KTWO	Casper, WY	AC
KFAC-A/F	Los Angeles, CA	CL

HARTE-HANKS RADIO, INC.

EXECUTIVES:

Gary D. Edens, Pres./CEO
 Phil Goldman, Regional VP
 Peter Schulte, Regional VP
 Dave Thomas, Regional VP

HEADQUARTERS:
 840 North Central Avenue
 Phoenix, AZ 85004
 (602) 258-5293

STATION		FORMAT
KOY	Phoenix	AC

KQYT	Phoenix	BM
KULF	Houston	AC
KYND	Houston/Pasadena	BM
WEZI	Memphis	BM
KMJK	Portland	AC
	Lake Oswego, OR	
WSGN	Birmingham, AL	AC
WNSI	St. Petersburg	N/T
WRBQ	Tampa	R
WRVA	Richmond, VA	AC
WRVQ	Richmond, VA	R

HATCH GROUP

EXECUTIVES:
 George C. Hatch, Pres.
 Homer K. Peterson, Exec. VP
 Jeffrey B. Hatch, Treas.
 George M. McMillan, Sec'y.

HEADQUARTERS:
 312 East South Temple
 Salt Lake City, UT 84111
 (801) 364-3561

STATION		FORMAT
KALL	Salt Lake City	AC
KALL-FM	Salt Lake City	AC
KGEM	Boise	C
KJOT	Boise	C
KGHL	Billings	C
KIDX	Billings	AC
KYSS	Missoula, MT	AC
KYSS-FM	Missoula, MT	C
KVEL	Vernal, UT	AC
KUIN	Vernal, UT	C
KUPI	Idaho Falls, ID	C
KQPI	Idaho Falls, ID	C

HEARST BROADCASTING GROUP

EXECUTIVES:
 Franklin C. Synder, VP, Hearst Corp./GM, Broadcasting
 John G. Conomikes, GM of Television for Hearst
 Jack A. W. Shenkan, Dir. Sales, Hearst Broadcasting

HEADQUARTERS:
 400 Ardmore Blvd.
 Pittsburgh, PA 15230
 (412) 244-4442

STATION		FORMAT
WTAE	Pittsburgh	AC
WXKX	Pittsburgh	R
WISN	Milwaukee	AC
WLPX	Milwaukee	A
WBAL	Baltimore	AC
WIYY	Baltimore	A
WAPA	San Juan, PR	SP

HEDBERG BROADCASTING GROUP

EXECUTIVE:
 Paul C. Hedberg, Pres.

HEADQUARTERS:
 Box 306
 Blue Earth, MN 56013
 (507) 526-3159

STATION		FORMAT
KEEZ	Mankato, MN	AC
KQAD	Luverne, MN	AC
KQAD-FM	Luverne, MN	AC
KMRS	Morris, MN	C
KKOK-FM	Morris, MN	BM

HEFTEL BROADCASTING CORP.

EXECUTIVES:
 Richie Balsbaugh, President
 Earl McDaniel, Exec. VP
 Efrain Andrews, Treas.
 Raymond Luckey, Contr.

HEADQUARTERS:
 875 N. Michigan Ave., Suite 4102
 Chicago, IL 60611
 (312) 337-0600

STATION		FORMAT
KSSK	Honolulu	AC
KULA	Honolulu	R
WXKS-FM	Boston/Medford	AC
WXKS	Boston/Medford	BB
WLUP	Chicago	A
WIKS	Indianapolis/Greenfield	R
WYYS	Cincinnati/Fairfield	R

HENDERSON BROADCASTING COMPANY, INC.

EXECUTIVES:
 Henry Lackey, Pres./GM
 Marty Riemenschneider, VP/Station Mgr.
 James J. Staley, Sales Manager
 Gabe Hobbs, Program Director

HEADQUARTERS:
 3020 Zion Rd., P.O. Box 418
 Henderson, KY 42420
 (502) 826-3923

STATION		FORMAT
WKDQ	Henderson, KY/ Evansville, IN	R
WSON	Henderson, KY/ Evansville, IN	O

HENSON BROADCASTING CO., INC.

EXECUTIVES:
 Edward Henson, Jr., Pres.
 Louisa Henson, Exec. VP
 Jarl Mohn, VP

HEADQUARTERS:
 800 South Fourth Street
 Suite 206
 Louisville, KY 40203
 (502) 583-2312

STATION		FORMAT
WLRS-FM	Louisville	A
WAVG	Louisville	AC
KLOZ	El Paso	C
KISO	El Paso	AC

HERNREICH COMMUNITY BROADCASTING, INC.

EXECUTIVES:
 Robert E. Hernreich, Chmn. of the Board
 Darrell Cunningham, Pres.
 Alan R. Risener, VP/GM, Radio Div.
 Curtis Cross, PD
 Greg Crawford, KXXI Dir. of Automation

HEADQUARTERS:
 2415 North Albert Pike
 Fort Smith, AR 72914
 (501) 783-4105

STATION		FORMAT
KFPW	Fort Smith, AR	AC
KXXI	Fort Smith, AR	R
KWBO	Hot Springs, AR	A

HICKS COMMUNICATIONS INC.

EXECUTIVES:
 R. Steven Hicks, Pres.
 Mark A. Kiestler, VP Marketing
 Mickey J. Ashworth, VP, Operations
 David Fryar, VP, Finance
 Robert Tindle, Corp. Engineer

HEADQUARTERS:
 8235 Douglas
 Suite 320, LB 46
 Dallas, TX 75225
 (214) 739-5656

STATION		FORMAT
KLVI	Beaumont, TX	C
KYKR	Port Arthur, TX	C
KLAR	Laredo, TX	R
KIX	Dallas	C
KEY	Austin	AC
KNOW	Austin	B

HOLIDAY BROADCASTING CO.

EXECUTIVES:
 Ralph J. Carlson, Pres.
 Alan D. Hague, Exec. VP
 Steve Carlson, VP
 Arthur Carlson, Sec'y./Treas.
 Gary Hill, Controller
 Ken Meyer, Corporate Eng.

HEADQUARTERS:
 P.O. Box 7760
 Salt Lake City, UT 84107
 (801) 262-5541

STATION		FORMAT
KRSP	South Salt Lake, UT	AC
KRSP-FM	Salt Lake City	AC
KRJC	Elko, NV	C

HOLT BROADCASTING SERVICE

EXECUTIVES:
 Charles W. Holt, COB/CEO
 Robert N. Robinson, Pres.
 Ted Tibbett, Exec. VP
 Stan Lightsey, Exec. VP

HEADQUARTERS:
 P.O. Box 2078
 Hattiesburg, MS 39401
 (601) 545-1230

STATION		FORMAT
WHSY	Hattiesburg, MS	AC
WHSY-FM	Hattiesburg, MS	R
WHHY	Montgomery, AL	AC
WHHY-FM	Montgomery, AL	R
WHNY	McComb, MS	AC

HOME NEWS PUBLISHING CO. BROADCAST DIVISION

EXECUTIVES:
 George E. DeVault, Jr., GM, WKPT-A/F
 Ron Torsi, GM, WINE-WRKI
 Bill Knudson, GM, WSWG

HEADQUARTERS:
 c/o Robert Ratcliff, WEVU-TV
 Box 6277
 Ft. Meyers, FL 33901
 (813) 597-1434

STATION		FORMAT
WKPT	Kingsport, TN	AC
WPKT-FM	Kingsport, TN	AC
WINE	Brookfield, CT	AC
WRKI	Brookfield, CT	A
WSNG	Torrington, CT	AC

HUBBARD BROADCASTING, INC.

EXECUTIVES:

Stanley E. Hubbard, Chmn./CEO
Stanley S. Hubbard, Pres./GM
Gerald D. Deeney, VP & Treasurer
Marvin L. Rosene, VP

HEADQUARTERS:

3415 University Avenue
St. Paul, MN 55114
(612) 646-5555

STATION		FORMAT
WGTO	Cyprus Gardens, FL	C
KSTP	Minneapolis	N/T
KSTP-FM	Minneapolis	AC
KOB	Albuquerque	AC
KOB-FM	Albuquerque	BM

HUMBER VALLEY BROADCASTING COMPANY, LTD.

EXECUTIVES:

Noel F. Murphy, President
James O'Rourke, GM

HEADQUARTERS:

P.O. Box 2020
Corner Brook, NFLD A2H 6H5, Canada
(709) 634-3111

STATION		FORMAT
CFCB	Corner Brook, NFLD	AC
CFSX	Stephenville, NFLD	R
CFGN	Port Aux Basques, NFLD	R
CFNW	Port Au Choix, NFLD	R
CFDL-FM	Deer Lake, NFLD	R
CFNN-FM	St. Anthony, NFLD	R
CFCV-FM	St. Andrews, NFLD	R
CFLW	Wabush/Labrador City, Labrador	R
CFLC-FM	Churchill Falls, Labrador	R
CFLN	Goose Bay, Labrador	R

ILLINOIS BROADCASTING CO.

EXECUTIVES:

Merrill Lindsay, President
C.R. Griggs, Exec. VP

HEADQUARTERS:

1100 E. Pershing Road
Decatur, IL 62526
(217) 877-5371

STATION		FORMAT
WSOY	Decatur, IL	AC
WSOY-FM	Decatur, IL	R
WLAP	Lexington, KY	AC
WLAP-FM	Lexington, KY	R
WFRL	Freeport, IL	C
WXXQ	Freeport, IL	R

INFINITY BROADCASTING CORP.

EXECUTIVES:

Michael Wiener, Chairman of the Board
Gerald Carrus, Pres.
Mel Karmazin, Exec. VP/Pres. -Infinity Radio

HEADQUARTERS:

655 Madison Ave.
New York, NY 10021
(212) 750-6400

STATION		FORMAT
WBCN	Boston	A

WIVY	Jacksonville	AC
KOME	San Jose	A
WKTU	New York	AC
WJIT	New York	SP
WYSP	Philadelphia	A

INNER CITY BROADCASTING CORP.

EXECUTIVES:

Pierre M. Sutton, Pres.
Charles M. Warfield, Jr., VP/GM
David Lampel, Nat'l. Dir./News & Public Affairs

HEADQUARTERS:

801 Second Avenue
New York, NY 10017
(212) 661-3344

STATION		FORMAT
WBLB	New York	A
WLIB	New York	B
WLBS	Mt. Clemens, MI	B
KBLX	Berkeley, CA	B
KRE	Berkeley, CA	J
KUTE	Glendale, CA	B
KGFJ	Los Angeles	B

INSILCO BROADCAST GROUP

EXECUTIVES:

Richard L. Gelsmar, Chmn./Treas.
Fred E. Walker, Pres.
Ira J. Goldstein, Esq./Sec'y.
Leonard Freeman, VP/Contr.
Herb Korte, VP of Eng.
Joseph M. Kelly, VP/Dir. of Nat'l. Sls. Dev.

HEADQUARTERS:

P.O. Box 85
New Haven, CT 06501
(203) 281-9600

STATION		FORMAT
WELI	New Haven	AC
WGSO	New Orleans	N/T
WQUE	New Orleans	AC
KTOK	Oklahoma City	AC
KJYO	Oklahoma City	AC
WVCG	Miami/Ft. Lauderdale	BM
WYOR	Miami/Ft. Lauderdale	BM

INSPIRATIONAL BROADCASTING CORPORATION

EXECUTIVES:

John Davis II, Pres.
Robert Ball, VP
Don Lucich, Sales Manager
Joe Alcorn, PD

HEADQUARTERS:

5110 S.E. Start Street
Portland, OR 97206
(503) 231-7800 Collect

STATION		FORMAT
KPDQ	Portland, OR	REL
KPDQ-FM	Portland, OR	REL

INTERNATIONAL CHURCH OF THE FOURSQUARE GOSPEL, INC.

EXECUTIVES:

Charles Duarte, Exec. Sec'y./GM
Alan Bowles, Sta. Mgr./all stations

HEADQUARTERS:

1100 Glendale Blvd.
Los Angeles, CA 90026

STATION		FORMAT
KFSG	Los Angeles	REL
KHIS	Bakersfield, CA	REL
KHIS-FM	Bakersfield, CA	REL

J

JBM ENTERPRISES MAHAFFEY ENTERPRISES, INC.

EXECUTIVES:

John B. Mahaffey, Pres.
Robert B. Mahaffey, Adm. Assist.
Catherine H. Nelson, Office Mgr.
Fredna B. Mahaffey, Sec'y./Treas.

HEADQUARTERS:

1722 V.V. South Glenstone
P.O. Box 4584
Springfield, MO 65808

STATION		FORMAT
KGRT	Las Cruces, NM	C
KGRT-FM	Las Cruces, NM	C
KICA	Clovis, NM	C/SP
KICA-FM	Clovis, NM	C
KCIJ	Shreveport, LA	B
KDSX	Denison/Sherman, TX	C
KDSQ	Denison/Sherman, TX	R

JEFFERSON-PILOT BROADCASTING

EXECUTIVES:

W.J. Jorgenson, Pres.
James G. Babb, Jr., Exec. VP
Cullie M. Tarleton, Sr. VP/Radio

HEADQUARTERS:

One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

STATION		FORMAT
WBT	Charlotte, NC	AC
WBCY	Charlotte, NC	R
WBIG	Greensboro, NC	AC
WWIL	Wilmington, NC	B
WHSL	Wilmington, NC	R
WQXI	Atlanta	AC
WQXI-FM	Atlanta	R
WGBS	Miami	AC
WLYF	Miami	BM
KIMN	Denver	R
KYGO	Denver	C

MYRON JONES STATIONS

EXECUTIVES:

Myron Jones, Pres.
William Fleckenstein, VP
John Kanzius, VP

HEADQUARTERS:

1635 Ash Street
Erie, PA 16503
(814) 455-2741 Collect

STATION		FORMAT
WJET	Erie, PA	AC
WHOT	Campbell, OH	AC
WSRD	Youngstown, OH	A

JONSSON COMMUNICATIONS CORPORATION

EXECUTIVES:

Michael O'Brien, GSM

John Caselli, Nat'l. & Co-op Sales
 Dixie Robertson, Account Executive
 Joan Scherer, Account Executive
 Kevin Loughran, Account Executive
 Tom D'Addario, Account Executive

HEADQUARTERS:
 620 Bercut Drive, PO Box 2424
 Sacramento, CA 95811
 (916) 446-5769

STATION		FORMAT
KROY	Sacramento	R
KROY-FM	Sacramento	R
KROI	Sparks, NV	R

MARVIN JOSEPHSON ASSOCIATES

EXECUTIVES:
 Edward K. Christian, Exec. VP, Broadcast
 Lorraine Golden, Dir. of Sales
 Paul Forrest, Chief Fin. Officer

HEADQUARTERS:
 15001 Michigan Avenue
 Dearborn, MI 48126
 (313) 846-8500

STATION		FORMAT
WNIC	Detroit, MI	AC
WNIC-FM	Detroit, MI	AC
WNOR	Norfolk, VA	B
WNOR-FM	Norfolk, VA	A



KATZ BROADCASTING COMPANY

EXECUTIVES:
 Richard A. Ferguson, Pres.
 Janice English, VP/Adm.
 James T. Morley, Senior VP
 Steven A. Marx, Sr. VP
 Michael Weinstein, VP/Finance

HEADQUARTERS:
 Park City Plaza
 Bridgeport, CT 06604-4277
 (203) 336-9321

STATION		FORMAT
WEZN	Bridgeport, CT	BM
WAAF	Worcester, MA	A
WFTQ	Worcester, MA	AC
WZZK	Birmingham, AL	C
KWEN	Tulsa, OK	C
WDBO	Orlando, FL	AC
WDBO-FM	Orlando, FL	BM
WSYR	Syracuse, NY	AC
WSYR-FM	Syracuse, NY	A

KAYE-SMITH RADIO

EXECUTIVE:
 Lester M. Smith, Exec. Dir.

HEADQUARTERS:
 P.O. Box 3010
 Bellevue, WA 98009
 (206) 455-0923

STATION		FORMAT
KISW	Seattle	A
KXL	Portland, OR	N/T
KXL-FM	Portland, OR	BM
KJRB	Spokane	AC
KEZE	Spokane	A

DAVID KEISTER STATIONS

EXECUTIVE:
 David Keister, Pres.

HEADQUARTERS:
 1639 Burton Lane
 Martinsville, IN 46151
 (317) 342-3394

STATION		FORMAT
WCBK-A/F	Martinsville, IN	AC
WCHO-A/F	Washington Court Hs., OH	AC
WCNB-A/F	Connersville, IN	AC

THE KEYMARKET GROUP

EXECUTIVES:
 Paul H. Rothfuss, Pres.
 Kerby E. Confer, VP

HEADQUARTERS:
 3529 West Lake Drive
 Martinez, GA 30907
 (404) 860-6503

STATION		FORMAT
WSSL	Greenville, SC	C
WJDX	Jackson, MS	AC
WZZQ	Jackson, MS	C
KSSN	Little Rock, AK	C
WKRT	Cortland, NY	C
WNOZ	Cortland, NY	R

KFBK/KAER

EXECUTIVE:
 Dick Sheppard, VP & Mgr.

HEADQUARTERS:
 1440 Ethan Way, Suite 200
 Sacramento, CA 95825
 (916) 929-5325

STATION		FORMAT
KFBK	Sacramento	N/T
KAER	Sacramento	BM

KIMBLE COMMUNICATIONS

EXECUTIVES:
 George Kimble, Pres.
 Russell Kimble, VP
 Craig Fox, VP
 David Mance, VP

HEADQUARTERS:
 Townline Road
 P.O. Box 155
 Canandaigua, NY 14424
 (716) 394-1550

STATION		FORMAT
WAQX	Manlius, NY (Syracuse)	A
WCGR	Canandaigua, NY (Rochester)	AC
WDNY	Dansville, NY	AC
WFLC	Canandaigua (Rochester)	C

KIMEL BROADCAST GROUP, INC.

EXECUTIVES:
 John O. Kimel, President
 David R. Kimel, VP/Treasurer
 Lawrence Wright, Sec'y.

HEADQUARTERS:
 U.S. Route 7
 St. Albans, VT 05478
 (802) 524-2133

STATION		FORMAT
WWSR	St. Albans, VT	AC

WLFE	St. Albans, VT	C
WSNO	Barre, VT	C
WORK	Barre, VT	AC

KING BROADCASTING CO.

EXECUTIVES:
 Dorothy S. Bullitt, Principal Owner
 Harriet B. Rice, Principal Owner
 Priscilla B. Collins, Principal Owner
 Ancil H. Payne, President
 Jim Kime, Radio VP

HEADQUARTERS:
 333 Dexter Ave., N.
 Seattle, WA 98109
 (206) 343-3000

STATION		FORMAT
KYA	San Francisco	O
KYA-FM	San Francisco	AC
WRTH	St. Louis	BB
KGW	Portland, OR	AC
KINK	Portland, OR	A
KREM	Spokane	BB
KREM-FM	Spokane	A
KING	Seattle	N
KING-FM	Seattle	CL

KIRK BROADCASTING, INC.

EXECUTIVE:
 James L. Kirk, II, Pres.

HEADQUARTERS:
 130 First St., S.E. - P.O. Box 707
 Moultrie, GA 31768
 (912) 985-5475

STATION		FORMAT
WGGA	Gainesville, GA	AC
WGIG	Brunswick, GA	C
WSBI	Brunswick, GA	AC
WTJS	Jackson, TN	AC
WKIR	Jackson, TN	C
WUNI	Mobile, AL	C
KVOL	Lafayette, LA	AC

4-K RADIO, INC.

EXECUTIVES:
 Gene Hamblin, Pres.
 Mike Ripley, Sec'y./Treas.

HEADQUARTERS:
 P.O. Box 936
 Lewiston, ID 83501
 (208) 743-2502

STATION		FORMAT
KLER	Orofino, ID	AC
KLER-FM	Orofino, ID	BM
KORT	Grangeville, ID	AC
KORT-FM	Grangeville, ID	C
KOZE	Lewiston, ID	AC
KOZE-FM	Lewiston, ID	BM

KNIGHT QUALITY GROUP STATIONS

EXECUTIVES:
 Norman Knight, Pres.
 Scott Knight, VP
 Richard Doucette, VP/GSM

HEADQUARTERS:
 63 Bay State Road
 Boston, MA 02215
 (617) 262-1950

STATION		FORMAT
WSAR	Fall River, MA	N/T

WSRS	Worcester, MA	BM
WEIM	Fitchburg, MA	AC
WGIR	Manchester, NH	AC
WGIR-FM	Manchester, NH	R
WHEB	Portsmouth, NH	AC
WHEB-FM	Portsmouth, NH	AC

KUIPER STATIONS

EXECUTIVES:

William E. Kuiper, Pres.
Alma R. Kuiper, VP

HEADQUARTERS:

399 Garfield S.W.
Box 1808
Grand Rapids, MI 49501
(616) 456-9541

STATION		FORMAT
WFUR	Grand Rapids, MI	REL
WFUR-FM	Grand Rapids, MI	BM
WKPR	Kalamazoo, MI	BM
WKJR	Muskegon Hgts., MI	REL
WABM	Muskegon Hgts., MI	BM
WDOW	Dowagiac	BM
WDOW-FM	Dowagiac	BM

KWHK BROADCASTING CO., INC.

EXECUTIVES:

William L. Mitchell, Pres.
Ken Willard, VP
Bill Hanrahan, VP

HEADQUARTERS:

Box 1967
Hutchinson, KS 67501
(316) 663-4461 Collect

STATION		FORMAT
KWHK	Hutchinson, KS	AC
KBHS	Hot Springs, AR	C
KSPA	Hot Springs, AR	R
KTRC	Santa Fe	AC
KISU	Pocatello, ID	AC
KSNN	Pocatello, ID	R

KXOJ, INC.

EXECUTIVE:

Michael P. Stephens, Owner & Pres.

HEADQUARTERS:

Box 1250
Sapulpa, OK 74066
(918) 224-2620

STATION		FORMAT
KXOJ	Sapulpa, OK	REL
KXOJ-FM	Sapulpa, OK	REL
KSLE	Seminole, OK	AC



ALF M. LANDON RADIO STATIONS

EXECUTIVES:

Alf M. Landon, Chmn.
John C. Landon, Pres.
Lynn E. Higbee, Exec. VP/GM

HEADQUARTERS:

P.O. Box 1280
Topeka, KS 66601
(913) 232-0505

STATION		FORMAT
WREN	Topeka, KS	AC
KEDD	Dodge City, KS	AC
KSCB	Liberal, KS	AC
KEZS	Liberal, KS	MM
KIIX	Ft. Collins, CO	C
KTCL	Ft. Collins, CO	A

BRENT LARSON GROUP STATIONS

EXECUTIVES:

Brent Larson, Pres.
Kent Colby, VP, Group Sales
Carol Allen, Exec. Sec'y.
Robert Wikstrom, VP, Grp Programming

HEADQUARTERS:

First National Broadcasting Corp.
4010 Beus Drive
Ogden, UT 84403
(801) 621-0234

STATION		FORMAT
KXA	Seattle	O
KYYX	Seattle	R
KUUZ	Nampa-Boise, ID	R
KCKO	Spokane	REL
KOOS	North Bend, OR	C
KSVC	Richfield, UT	C
KKWZ	Richfield, UT	R

LEW LATTO GROUP OF NORTHLAND RADIO STATIONS

EXECUTIVES:

Lew Latto, President
Warren Randolph, VP

HEADQUARTERS:

419 West Michigan Street
Duluth, MN 55802
(218) 727-7271

STATION		FORMAT
WAKX	Duluth/Superior	AC
KXTP	Duluth/Superior	BB
WEVE-A/F	Eveleth/Virginia, MN	AC

LESSO, INC.

EXECUTIVE:

Larry Steckline, Pres./Owner

HEADQUARTERS:

154 N. Emporia, Suite 220
Wichita, KS 67202
(316) 267-0293

STATION		FORMAT
KWLS	Pratt, KS	C
KWLS-FM	Pratt, KS	C
KSLS	Liberal, KS	C
KJLS	Hays, KS	C
WWLS	Norman, OK	C

LIGGETT BROADCAST GROUP, INC.

EXECUTIVES:

Robert G. Liggett, Jr., Chairman
Donald H. Layman, Treasurer
Nelle M. Giles, Comptroller
Irving Laing, Corporate Engineer

HEADQUARTERS:

185 East Grand River
Williamston, MI 48895
(517) 349-2040

STATION		FORMAT
WFMK	East Lansing, MI	AC

WHNN	Bay City/Saginaw, MI	AC
WLOL	St. Paul/Minneapolis	AC
WZZR	Grand Rapids, MI	AC
WLFF	Cayce/Columbia, SC	BB
WZLD	Columbia, SC	AC

LIGHTFOOT BROADCAST GROUP

EXECUTIVE:

Richard Lightfoot, Pres.

HEADQUARTERS:

298 Joshuatown Rd.
Lyme, CT 06371
(203) 526-2914

STATION		FORMAT
WQGN	Groton, CT	R
WSUB	Groton, CT	BB
WAZY	Lafayette, IN	R
WFTE	Lafayette, IN	AC

LIN BROADCASTING

EXECUTIVES:

Donald A. Pels, Pres./Chairman
Richard P. Verne, Group VP
Arnold S. Blauweiss, VP/Finance

HEADQUARTERS:

1370 Avenue of Americas
New York, NY 10019
(212) 765-1902

STATION		FORMAT
WIL-A/F	St. Louis	C
WBBF	Rochester	AC
WMJQ	Rochester	A
KILT-A/F	Houston	C
WFIL	Philadelphia	C
WUSL	Philadelphia	C
WEMP	Milwaukee	AC
WMYX	Milwaukee	AC

LINDER FARM NETWORK

EXECUTIVES:

Willard Linder, Mgr.
Lynn Ketelsen, Farm Dir.

HEADQUARTERS:

P.O. Box 838
Willmar, MN 56201
(612) 235-1340

STATION		FORMAT
KWLM	Willmar, MN	C
KTOE	Mankato, MN	AC
KMHL	Marshall, MN	C
KDMA	Montevideo, MN	C
KMHL-FM	Marshall, MN	AC
KQIC	Willmar, MN	AC

LITCHFIELD BROADCASTING CORP.

EXECUTIVE:

Herbert P. Gross, Pres.

HEADQUARTERS:

2615 Brookridge Avenue
Minneapolis, MN 55422
(612) 545-3559

STATION		FORMAT
KLFD-A/F	Litchfield, MN	AC
WLOQ	Winter Park/Orlando, FL	AC



J.R. LIVESAY GROUP

EXECUTIVES:

J.R. (Ray) Livesay, Pres.
J.R. (Jim) Livesay II, Exec. VP
S.L. Herrington, Corp. Accountant/CPA

HEADQUARTERS:

P.O. Box 322
Mattoon, IL 61938
(217) 234-6464

STATION		FORMAT
WLBH	Mattoon, IL	C
WLBH-FM	Mattoon, IL	BM
WHOW	Clinton, IL	C
WHOW-FM	Clinton, IL	BM
WERT	Van Wert, OH	MM
WERT-FM	Van Wert, OH	MM
WBAR	Bartow, FL	O

LONG-PRIDE BROADCASTING, CO.

EXECUTIVE:

H. Roger Dodson, Exec. VP

HEADQUARTERS:

2829 Salina Ave.
Wichita, KS 67204
(316) 838-7744

STATION		FORMAT
KEYN-FM	Wichita, KS	R
KQAM	Wichita, KS	O

LOTUS COMMUNICATIONS CORP.

EXECUTIVES:

Howard A. Kalmenson, Pres.
Norman L. Posen, Exec. VP
Benjamin Mehr, Sec'y./Treas.

HEADQUARTERS:

801 S. Rancho, Bldg. E, Suite 2B
Las Vegas, NV 89106
(706) 384-1211

STATION		FORMAT
KTKT	Tucson	O
KLPX	Tucson	A
KFSD	San Diego	CL
KENO	Las Vegas	O
KOMP	Las Vegas	A
KONE	Reno	C
KOZZ	Reno	A
KOXR	Oxnard, CA	SP
KWKW	Pasadena, CA	SP
WMDO	Wheaton, MD	SP
KVAR	San Antonio	SP

LYON RADIO STATIONS

EXECUTIVES:

R.A. Lyon, Pres.
Allen Lyon, VP
Anne Lyon, Sec'y./Treasurer

HEADQUARTERS:

100 N. Greene St.
Wadesboro, NC 28170
(704) 694-3969 / (704) 694-2175

STATION		FORMAT
WQCC	Charlotte, NC	REL
WADE	Wadesboro, NC	C
WKDX	Hamlet, NC	C

LOUIS J. MAIERHOFER STATIONS

EXECUTIVES:

Louis J. Maierhofer, Pres.
Beatrice M. Maierhofer, Sec'y./Treas.

HEADQUARTERS:

1108 Twenty Eighth Avenue
Alltoona, PA 16601
(814) 695-4441

STATION		FORMAT
WKMC	Roaring Spring, PA	C
WHPA-FM	Hollidaysburg, PA	MM
WTGC	Lewisburg, PA	AC

MALRITE COMMUNICATIONS GROUP, INC.

EXECUTIVES:

Milton Maltz, Chmn. of the Board
Carl E. Hirsch, Pres.
John Chaffee, VP, Programming
Gil Rosenwald, VP, Group Operations
Tom Bracanovich, VP, Eng.
Samuel Miller, VP/Gen. Counsel
John R. Wilson, Treas.

HEADQUARTERS:

1200 Statter Officer Tower
Euclid Ave. at E. 12th
Cleveland, OH 44115
(216) 781-3010

STATION		FORMAT
WHK	Cleveland	C
WMMS	Cleveland	A
WZUU	Milwaukee	O
WZUU-FM	Milwaukee	AC
KEEY	Minneapolis/St. Paul	BM
KLBB	Minneapolis/St. Paul	BB
WNYR	Rochester	C
WEZO	Rochester	BM
KNEW	San Francisco/Oakland	C
KSAN	San Francisco	C

MANN MEDIA

EXECUTIVES:

Bernard Mann, Pres.
David Spivey, Chief Fin. Officer

HEADQUARTERS:

P.O. Box 2808
High Point, NC 27261
(919) 869-0101

STATION		FORMAT
WGLD	High Point, NC	BM
WOKX	High Point, NC	C
WKIX	Raleigh, NC	C
WYYD	Raleigh-Durham	BM

MARK MEDIA GROUP (J. Ardell Sink Stations)

EXECUTIVES:

J. Ardell Sink, Pres.
Remelle K. Sink, Exec. VP
Michael A. Sink, VP, Oper.

HEADQUARTERS:

717 E. Main Street
P.O. Box 607
Burnsville, NC 28714
(704) 682-6221

STATION		FORMAT
WKYK	Burnsville, NC	C
WCSL	Cherryville, NC	AC

WPKZ	Pickens, SC	REL
WKHJ	Holly Hill, SC	R

MAUMEE VALLEY BROADCASTING, INCORPORATED

EXECUTIVES:

C.R. McBroom, VP./Mgr., Napoleon
H.R. Malone, Pres./Mgr., Galion
R.E. McLimans, Sta. Mgr., Napoleon

HEADQUARTERS:

Napoleon, OH 43545
(419) 592-8060

STATION		FORMAT
WNDH	Napoleon, OH	AC
WGLX	Galion, OH	BM
WQLX	Galion, OH	BM

THE WENDELL MAYES STATIONS

EXECUTIVES:

Wendell Mayes, Jr., Pres.
Mel Z. Gilbert, VP
Parker M. Humes, VP
Robert E. Woodman, VP

HEADQUARTERS:

P.O. Box 5651
Austin, TX 78763
(512) 477-6866

STATION		FORMAT
KCRS	Midland, TX	AC
KWMJ	Midland, TX	BM
KCWM	Victoria, TX	C
KVIC	Victoria, TX	AC
KSNY-AM	Snyder	C
KNSY-FM	Snyder	BM

McCLURE BROADCASTING

EXECUTIVES:

C.A. McClure, Pres. GM
F.K. Brown, VP/Tech. Dir.

HEADQUARTERS:

Box 1537
Columbus, GA 31994
(404) 324-0338

STATION		FORMAT
WRCG	Columbus, GA	AC
WCGQ	Columbus, GA	AC
WCHK	Canton, GA	REL
WCHK-FM	Canton, GA	C
WAGQ	Athens, GA	AC

McCORMICK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

William M. McCormick, Pres.
Kevin Thornton, Controller

HEADQUARTERS:

One Beacon Street
Boston, MA 02108
(617) 523-2030

STATION		FORMAT
WLKW	Providence, RI	BB
WLKW-FM	Providence, RI	BM
WJYE	Buffalo	BM
WFOG-FM	Norfolk/Suffolk, VA	BM
WFOG	Norfolk/Suffolk, VA	BB

JAMES A. MCKENNA RADIO STATIONS

EXECUTIVES:

James A. McKenna, Jr., Pres.
Richard A. Poe, VP
(KQRS, Golden Valley, MN)
Lloyd B. Roach, VP
(WCMB/WSFM, Harrisburg, PA)
James J. Schmitz, VP
(WWQM-A-F, Middleton, WI)

HEADQUARTERS:

1150-17th Street, N.W.
Washington, D.C. 20036
(202) 296-8995

STATION		FORMAT
KQRS	Golden Valley, MN	A
KQRS-FM	Golden Valley, MN	A
WCMB	Harrisburg, PA	C
WSFM	Harrisburg, PA	AC
WWQM	Madison, WI	C
WWQM-FM	Middleton, WI	C

MCPHERSON MEDIA, INC.

EXECUTIVES:

Eugene V. McPherson, Pres.
Nancy M. McPherson, VP
Scott C. McPherson, VP

HEADQUARTERS:

Box L
Olney, IL 62450
(618) 393-2156

STATION		FORMAT
WVLN	Olney, IL	AC
WSEI	Olney, IL	R
WRBI	Batesville, IN	AC
WGVE	Grove, OK	C
KCTE	Southwest City, MO	C

MEDIA, INC.

EXECUTIVES:

Roy Paschal, Pres.
Dennis W. Egan, VP
Steven L. Rhyner, VP

HEADQUARTERS:

3161 Channel Drive
Juneau, AK 99801

STATION		FORMAT
KJNO	Juneau, AK	AC
KIFW	Sitka, AK	AC
KTKN	Ketchikan, AK	AC

MERCURY BROADCASTING CORP.

EXECUTIVES:

Joseph Somerset, Pres.
Bill Weaver, Exec. VP/GM
David Workman, VP
David Swlger, Sec'y./Treas.

HEADQUARTERS:

P.O. Box 2777
Waterbury, CT 06723
(203) 758-2468

STATION		FORMAT
WNLC	New London, CT	AC
WTYD	New London, CT	BM
WWCO	Waterbury, CT	AC

MEREDITH BROADCASTING

EXECUTIVES:

James Conley, Pres.

William McReynolds, Exec. VP/GM
Robert Stelnberg, VP-Finance & Admin.

HEADQUARTERS:

750 Third Ave.
New York, NY 10017
(212) 599-3388

STATION		FORMAT
WOW	Omaha, NE	AC
KEZO	Omaha, NE	R
KCMO	Kansas City	N
KCEZ	Kansas City	BM
WGST	Atlanta	N
WPCH	Atlanta	BM

MESA BROADCASTING GROUP

EXECUTIVES:

John W. Hough, Pres.
James F. TerLouw, Exec. VP
Terrell L. Metheny, Jr., Exec. VP

HEADQUARTERS:

Suite 3910
135 South LaSalle St.
Chicago, IL 60603
(312) 263-3399

STATION		FORMAT
KQIL	Grand Junction, CO	C
KQIX	Grand Junction, CO	AC
KUUY	Cheyenne, WY	C
KKAZ	Cheyenne, WY	AC

METROMEDIA RADIO

EXECUTIVES:

George Duncan, Pres.
Vicki Callahan, Eastern Reg. VP
Carl Brazell, Western Reg. VP
Pauline Blake, VP/Controller

HEADQUARTERS:

1 Harmon Plaza
Secaucus, NJ 07094
(201) 348-3244

STATION		FORMAT
KLAC	Los Angeles	C
KMET	Los Angeles	A
WIP	Philadelphia	AC
WMMP	Philadelphia	A
KRLD	Dallas	N
WNEW	New York	BB
WNEW-FM	New York	A
WCBM	Baltimore	N T
KJR	Seattle	AC
WOMC	Detroit	AC
WMET	Chicago	A
WASH	Washington, DC	AC
TSN	Dallas	N
KHOW	Denver	AC
WWBA	St. Petersburg/Tampa	BM

METROPLEX COMMUNICATIONS

EXECUTIVES:

Norman Wain, Pres.
Robert C. Weiss, VP

HEADQUARTERS:

1723 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

STATION		FORMAT
WHYI	Fort Lauderdale/Miami	R
WHTT	Miami	O
KEZK	St. Louis	BM

WPKX-FM	Washington, DC	C
WPKX-AM	Washington, DC	BB
WCKX	Tampa St. Petersburg	AC

MEYER BROADCASTING CO. RADIO DIVISION

EXECUTIVES:

William Ekberg, Pres.
Thomas Barr, GM
Dan Brannan, Gen. PD
Herb Leupp, Dir. of Engineering

HEADQUARTERS:

Box 1738
Bismarck, ND 58502
(701) 223-0900 Collect

STATION		FORMAT
KFYR	Bismarck, ND	AC
KYYY	Bismarck, ND	R
KYYA	Billings, MT	AC
KIZZ	Minot, ND	AC

MID-AMERICA BROADCASTING COMPANY, INC.

EXECUTIVES:

Ralph S. Gregory, Pres.
Charles S. Hayes, VP

HEADQUARTERS:

1129 N. Hickory
South Bend, IN 46615
(219) 234-2222

STATION		FORMAT
WJVA	South Bend, IN	C
WYRQ	Little Falls, MI	AC
WMMQ	Charlotte, MI	AC

MID AMERICA MEDIA

EXECUTIVES:

Reva G. Small, Pres.
Susanne S. Bergeron, VP
Leslie H. Small, Senior VP
Stephen B. Small, Senior VP
Howard H. Frederick, Exec. Dir. of Bcstg.
Joseph J. Cunat, VP, Engineering
Harley P. Park, VP, Finance
Kenneth A. Buel, VP, Gov't. Rel.

HEADQUARTERS:

6 Dearborn Square
Kankakee, IL 60901
(815) 937-2700

STATION		FORMAT
KRVR	Davenport, IA	BM
WQUA	Moline, IL	AC
WTRX	Flint	AC
WIRL	Peoria	AC
WSWT	Peoria	BM
KIOA	Des Moines	AC
KMGK	Des Moines	R
WIRE	Indianapolis	C
WXTZ	Indianapolis	BM
WKAN	Kankakee, IL	AC
KBEZ	Tulsa	BM

MID ATLANTIC NETWORK, INC.

EXECUTIVES:

John P. Lewis, Pres.
David P. Lewis, VP

HEADQUARTERS:

P.O. Box 3300
Winchester, VA 22601
(703) 667-2224

STATION		FORMAT
WINC-A/F	Winchester, VA	AC
WHYL-A/F	Carlisle, PA	C
WELD	Fisher, WV	C
WSIG	Mt. Jackson, VA	C
WFVA-A/F	Fredericksburg, VA	AC

MIDNIGHT SUN BROADCASTING, INCORPORATED

EXECUTIVES:

A. O. Bramstedt, Sr., Pres./GM
Charles Gray, Tech. Dir.
R. D. Jensen, Exec. VP

HEADQUARTERS:

P.O. Box 1160
Anchorage, AK 99510
(907) 272-7461 Collect

STATION		FORMAT
KENI	Anchorage, AK	AC
KFAR	Fairbanks, AK	AC
KINY	Juneau, AK	AC
KTKN	Ketchikan, AK	AC

MID-WEST FAMILY STATIONS

EXECUTIVES:

William R. Walker, Dir.
Philip Fisher, Dir.
Charles D. Mefford, Dir.

HEADQUARTERS:

P.O. Box 2058
Madison, WI 53701
(608) 271-1484

STATION		FORMAT
WISM-A/F	Madison	AC
WITL-A/F	Lansing	C
WIZM	La Crosse, WI	AC
WIZM-FM	La Crosse, WI	R
WMAY	Springfield, IL	C
WOSH	Oshkosh, WI	R
WYTL	Oshkosh, WI	C
WSJM	St. Joseph/ Benton Harbor, MI	R
WIRX	St. Joseph, MI	C
WKKN	Rockford, IL	C
WYFE	Rockford, IL	A

MIDWEST RADIO COMPANY

EXECUTIVES:

Larry Lakoduk, Pres.
James Lakoduk, Exec. VP
Wayne Hiller, VP/Programming
Steve Terhaar, Technical Director

HEADQUARTERS:

P.O. Box 2983
Fargo, ND 58108
(218) 236-7900

STATION		FORMAT
KQWB	Fargo, ND	AC
KQWB-FM	Moorhead, MN	R
WEBC	Duluth, MN	AC

MIDWESTERN BROADCASTING CO.

EXECUTIVE:

Ross Biederman, GM

HEADQUARTERS:

314 E. Front St.
Traverse City, MI 49684
(616) 947-7675

STATION		FORMAT
WTCM	Traverse City	R
WTCM-FM	Traverse City	C
WATZ	Alpena, MI	AC
WATZ-FM	Alpena, MI	R

MISSION BROADCASTING CO.

EXECUTIVES:

Jack Roth, Pres.
George W. Ing, VP

HEADQUARTERS:

P.O. Box 2338
San Antonio, TX 78298
(512) 225-5111

STATION		FORMAT
KONO	San Antonio	AC
KITY	San Antonio	AC
KERE	Denver	AC

MOFFAT COMMUNICATIONS LIMITED

EXECUTIVES:

Randall L. Moffat, Pres./CEO
William A. Davis, VP/Finance Treas.
James W. McLaughlin, VP/GM, Radio Admin.
Chuck McCoy, Prog. Coord., Radio Div.

HEADQUARTERS:

415-1661 Portage Avenue
Winnipeg, Manitoba, Canada R3T 3J7
(204) 774-2461

STATION		FORMAT
CHAM	Hamilton	R
CKY	Winnipeg, MB	R
CITI	Winnipeg, MB	A
CHAB	Moose Jaw/Regina, SK	R
CHED	Edmonton, AB	R
CKXL	Calgary, AB	R
CHFM	Calgary, AB	AC
CKLG	Vancouver, BC	R
CFOX	Vancouver, BC	A

MONTROSE BROADCASTING CORP.

EXECUTIVES:

W. Douglas Roe, Pres./GM
Doris R. Archer, PD
Robert Brigham, Chief Eng.

HEADQUARTERS:

Locust and High Sts.
Montrose, PA 18801
(717) 278-2811

STATION		FORMAT
WPEL-A/F	Montrose, PA	REL
WPGM-A/F	Danville, PA	REL

MOODY BROADCASTING NETWORK

EXECUTIVES:

Robert Neff, Manager, Broadcasting Div.
Robert Calthamer, Network Tech. Dir.

HEADQUARTERS:

820 N. LaSalle Drive
Chicago, IL 60610
(312) 329-4301

STATION		FORMAT
WMBI	Chicago	REL
WMBI-FM	Chicago	REL
WDLM	East Moline, IL	REL
WDLM-FM	East Moline, IL	REL
WCRF	Cleveland	REL

STATION		FORMAT
WMBW	Chattanooga, TN	REL
KMBI	Spokane	REL
KMBI-FM	Spokane	REL
WRMB	Boynton Beach, FL	REL
WGNB	St. Petersburg, FL	REL
WKES	St. Petersburg, FL	REL

MOONEY BROADCASTING CORP.

EXECUTIVES:

George P. Mooney, Pres.
John A. Bomer, VP
John Dorris, Chief Financial Officer
Polly Long, Adm. Ass't

HEADQUARTERS:

P.O. Box 1750
Knoxville, TN 37901
(615) 546-7202

STATION		FORMAT
WERC	Birmingham	AC
WKXX	Birmingham	R
WBYQ	Nashville	R
WMAK	Nashville	AC
WUNO	San Juan, PR	SP
WSEV	Sevierville, TN	C
WMYU-FM	Sevierville/Knoxville	C

MORTENSON BROADCASTING CO.

EXECUTIVES:

Jack Mortenson, Pres.
Stan Mortenson, Sec'y/Treas.
Jack Nelson, Corp. GM

HEADQUARTERS:

Peoples Merchants Trust Bldg.
Canton, OH 44702
(216) 452-4000 Collect

STATION		FORMAT
WTOF	Canton, OH	REL
WHKK	Erlanger, KY	REL
WEMM	Huntington, WV	REL
WJMM	Lexington, KY	REL
WSUM	Parma, OH	REL
WAYE	Baltimore	REL

MULTIMEDIA RADIO, INC.

EXECUTIVES:

Paul W. Fiddick, Pres.
A. Bruce Buchanan, Exec. VP

HEADQUARTERS:

140 W. 9th Street
Cincinnati, OH 45202
(513) 352-5905

STATION		FORMAT
WFBC	Greenville, SC	O
WFBC-FM	Greenville, SC	AC
KAAY	Little Rock	AC
KLPO	Little Rock	R
KEEL	Shreveport, LA	AC
KMBQ	Shreveport, LA	A
WAKY	Louisville	O
WVEZ	Louisville	BM
WEZW	Milwaukee	BM
WMAZ	Macon, GA	AC
WMAZ-FM	Macon, GA	R
WWNC	Asheville, NC	C

MUSICRADIO, INC.

EXECUTIVES:

Darryl Nixon, Chmn./Pres.
Rick Goines, Exc. VP/Sec'y
Leslie Nixon, Treas.

HEADQUARTERS:

P.O. Box 1850
Ocean City, MD 21842
(301) 641-0001

STATION		FORMAT
WOCO	Berlin/Ocean City, MD	AC
WCPO	Havelock	C
	Cherry Point, NC	
WMSQ	Havelock	AC
	Cherry Point, NC	



NATIONAL BROADCASTING CO., INC. RADIO GROUP

EXECUTIVES:

Robert Walsh, Pres.-NBC TV/Radio
Michael Eskridge, Exc. VP, NBC TV/Radio
Robert Mounty, Exec. VP/NBC Radio
Pete Hamilton, Press Representative

HEADQUARTERS:

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444

STATION		FORMAT
WNBC	New York	AC
WYNY	New York	AC
WRC	Washington, DC	N/T
WKYS	Washington, DC	B
WMAQ	Chicago	C
WKQX	Chicago	AC
KNBR	San Francisco	AC
KYUU	San Francisco	AC

NATIONWIDE COMMUNICATIONS INC.

EXECUTIVES:

Clark Pollock, President
Steven P. Berger, VP Radio
Willard W. Hoyt, VP/Treas.

HEADQUARTERS:

One Nationwide Plaza
Columbus, OH 43216
(614) 227-7676

STATION		FORMAT
WPOC	Baltimore	C
WGAR	Cleveland	AC
WKSU	Cleveland	C
WNCI	Columbus, OH	AC
WLEE	Richmond, VA	BB
WKZL	Winston-Salem, NC	A
WSHH	Pittsburgh	BM
*WBJW	Orlando	R
*WLOF	Orlando	R

*Pending FCC approval

ROBERT F. NEATHERY GROUP

EXECUTIVES:

Robert F. Neathery, GM
Laurel R. Thompson, Station Mgr.,
West Plains

Robert Eckman, Station Mgr.,
Thayer/Mammoth Springs

Dean Davis, Station Mgr., Willow Springs

Ken Wallen, Station Mgr., Branson

HEADQUARTERS:

P.O. Box 589
West Plains, MO 65775
(417) 256-3131

STATION		FORMAT
KWPM	West Plains, MO	C
KWPM-FM	West Plains, MO	AC
KALM	Thayer, MO	C
KAMS	Mammoth Springs, AR	AC
KUKU	Willow Springs, MO	C
KIRK	Branson, MO	AC
KHBM	Branson, MO	C

NEIGHBORHOOD COMMUNICATIONS CORP.

EXECUTIVES:

Morton G. Thalheimer, Jr., Pres.
Sam Bendheim, III, VP
Ruth Doumlele, AVP/Bus. Mgr.
Tom Kita, Technical Dir.

HEADQUARTERS:

P.O. Box 3J, Fidelity Building
Richmond, VA 23206
(804) 644-0771

STATION		FORMAT
WJJS	Lynchburg, VA	B
WLGM	Lynchburg, VA	O

NEW SOUTH RADIO NETWORK

EXECUTIVES:

Ed Holladay, Pres.
Gordon Church, Controller

HEADQUARTERS:

P.O. Box 5797
Meridian, MS 39301
(601) 693-2973 Collect

STATION		FORMAT
WVMI	Biloxi, MS	C
WQID	Biloxi, MS	AC
WOKK	Meridian, MS	C
WALT	Meridian, MS	BM
WQIS	Laurel, MS	B
WNSL	Laurel, MS	AC

NOALMARK BROADCASTING CORP.

EXECUTIVES:

William C. Nolan, Jr., Pres.
Edwin B. Alderson, Jr., Exec. VP/Sec'y.
Sarah Durrett, Treas.

HEADQUARTERS:

202 W. 19th Street
El Dorado, AR 71730
(501) 862-0202 Collect

STATION		FORMAT
KELD	El Dorado, AR	AC
KAYZ	El Dorado, AR	C
KXOW	Hot Springs, AR	AC
KACQ	Hot Springs, AR	C
KOCA	Kilgore, TX	AC
KKTX	Kilgore, TX	R
KYKK	Hobbs, NM	C
KZOR	Hobbs, NM	R

NORTHEAST COMMUNICATIONS CORP.

EXECUTIVES:

Jeff Fisher, Chmn./Pres.
Dick Walsh, Exc. VP

HEADQUARTERS:

63 Chestnut Street
Springfield, MA 01103
(413) 732-4182

STATION		FORMAT
WSPR	Springfield, MA	AC
WFTN	Franklin, NH	AC
WABK-FM	Gardiner Augusta, ME	AC
WABK	Gardiner, ME	AC

NORTHERN TELEVISION INC.

EXECUTIVES:

Rod Williams, Station, Sales Mgr., KBYR
Tim Tullis, PD, KBYR
Don Le Doux, MD, KBYR
Gene Lubrano, PD, KNIK
Ron Moore, Pres., KNIK
Randy Kruse, Sales Mgr., KNIK
Henry Hove, Pres., KCBF

HEADQUARTERS:

1007 W. 32nd Avenue
Anchorage, AK 99503
(907) 272-3456

STATION		FORMAT
KBYR	Anchorage	AC
KNIK	Anchorage	BM
KCBF	Fairbanks	BM

NORTHWESTERN COLLEGE RADIO NETWORK

EXECUTIVES:

Paul Ramseyer, Dir. of Broadcasting
Dave Kersey, Assistant Director

HEADQUARTERS:

3003 N. Snelling Avenue
Roseville, MN 55113
(613) 636-4900

STATION		FORMAT
KTIS-A F	Minneapolis	REL
KNWS-A F	Waterloo, IA	REL
KFNW-A F	Fargo, ND	REL
KNWC-A F	Sioux Falls, SD	REL
WNWC	Madison, WI	REL

NUTMEG BROADCASTING CO.

EXECUTIVES:

Michael C. Rice, Pres.
Colin K. Rice, Exec. VP
David M. Evan, VP, GM-WILI
Michael J. Gerardi, VP, GM-WINY

HEADQUARTERS:

P.O. Box 496
Willimantic, CT 06226
(203) 423-1621

STATION		FORMAT
WILI	Willimantic, CT	AC
WINY	Putnam, CT	AC
WLIS	Old Saybrook, CT	AC



OCEAN COAST PROPERTIES

EXECUTIVES:

Philip, L. Corper, Pres.
Robert J. Gold, VP/GM
Roy S. Edwards, Sec'y. Treas.

HEADQUARTERS:

562 Congress Street
Portland, ME 04101
(207) 773-8111



STATION		FORMAT
WPOR-A F	Portland, ME	C
WFEA	Manchester, NH	AC

OK RADIO GROUP LTD.

EXECUTIVES:

R. S. (Stu) Morton, Pres. & GM
 R. Charest, VP
 Ron Clark, Mgr. - CFOK
 Dan McAllister, Mgr. - CJOK

HEADQUARTERS:

Box 1800
 Westlock, AB T0G 2L0 Canada
 (403) 349-4421

STATION		FORMAT
CFOK	Westlock, AB	C
CJOK	Ft. McMurray, AB	AC

OKLAHOMA QUALITY BROADCASTING

EXECUTIVES:

R.H. Drewry, Pres.
 Ron Kirby, GM

HEADQUARTERS:

KSWO Radio
 P.O. Box 709
 Lawton, OK 73502
 (405) 355-1380

STATION		FORMAT
KSWO	Lawton, OK	AC
KRHD	Duncan, OK	C
KRHD-FM	Duncan, OK	AC

FARNELL O'QUINN RADIO STATIONS

EXECUTIVES:

Farnell O'Quinn, Pres.
 Evona O'Quinn, VP
 Peggy C. Miles, Sec'y/Treas.

HEADQUARTERS:

P.O. Box 389
 Baxley, GA 31513
 (912) 367-3000

STATION		FORMAT
WUFE	Baxley, GA	C
WULF	Alma, GA	C
WUFF	Eastman, GA	C
WUFF-FM	Eastman, GA	R

OUTLET BROADCASTING CO.

EXECUTIVES:

David E. Henderson, Pres.
 Richard G. Rakovan, Sr. VP, Radio

HEADQUARTERS:

111 Dorrance Street
 Providence, RI 02903
 (401) 751-1110

STATION		FORMAT
KIQQ	Los Angeles	R
WIOQ	Philadelphia	A
WQRS	Detroit	CL
WTOP	Washington, DC	N
WSNE	Taunton/Providence	AC

PACIFICA FOUNDATION

EXECUTIVES:

Sharon Maeda, Exec. Dir.

HEADQUARTERS:

5316 Venice Boulevard
 Los Angeles, CA 90405
 (213) 931-1625

STATION		FORMAT
KPFK	Los Angeles	N/T
KPFA	Berkeley	N/T
WBAI	New York	N/T
KPFT	Houston	N/T
WPFW	Washington, DC	N/T

***All Stations non-commercial.*

PALMER BROADCASTING

EXECUTIVES:

Robert Harter, President

HEADQUARTERS:

805 Brady Street
 Davenport, IA 52805
 (319) 383-7000

STATION		FORMAT
WNOG	Naples, FL	
WOC/KIHK	Davenport, IA	
KIHK	Davenport, IA	
KLYF	Des Moines	
WHO	Des Moines	
*WTNT	Tallahassee	
*WLVW	Tallahassee	

PARK BROADCASTING

EXECUTIVE:

William L. Fowler, VP/Radio

HEADQUARTERS:

Box 550
 Terrace Hill
 Ithaca, NY 14850
 (607) 272-9020

STATION		FORMAT
WDEF	Chattanooga	AC
WDEF-FM	Chattanooga	BM
WNCT	Greenville	C
WNCT-FM	Greenville	BM
WTVR	Richmond	BB
WTVR-FM	Richmond	C
WHEN	Syracuse	AC
WRRB	Syracuse	C
KRSI	Minneapolis	BB
KJJO	Minneapolis	C
WNAX	Yankton, SD	C
KWJJ	Portland, OR	C
KJIB	Portland, OR	C
KEZX	Seattle	MM

PATTEN COMMUNICATIONS CORPORATION

EXECUTIVES:

Gregory P. Theokas, Pres.
 Myron P. Patten, Chairman
 Myron P. Patten, Treas.
 Deanna H. Gorecki, Sec'y.

HEADQUARTERS:

P.O. Box 2150
 Southfield, MI 48037
 (313) 353-4520

STATION		FORMAT
WKHM	Jackson, MI	N/T

WJXQ	Jackson, MI	A
WNJY	Riviera Beach, FL	BM
KLNT	Clinton, IA	C
KNJY	Clinton, IA	BM
KAAR	Vancouver, WA	N/T

PEMBROOK PINES ELMIRA LTD.

EXECUTIVES:

Robert J. Pfuntner, Pres./Owner
 Robert O'Brien, GM
 Street Stryder, PD
 James Craig, Sales Mgr.
 Dixie Jones, Office Manager

HEADQUARTERS:

1705 Lake Street
 Elmira, NY 14901
 (607) 732-5626

STATION		FORMAT
WELM	Elmira, NY	AC
WLVY	Elmira, NY	R

PENOBSCOT BROADCASTING CORP.

EXECUTIVES:

James H. Goff, Pres.
 James H. Goff, GM, WPBC
 Herbert J. Hunt, GM, WHOU A/F
 George E. Wildey, VP

HEADQUARTERS:

27 State Street
 Bangor, ME 04401
 (207) 947-3371

STATION		FORMAT
WPBC	Bangor, ME	BM
WHOU-A/F	Houlton, ME	AC

PEORIA JOURNAL STAR STATIONS

EXECUTIVES:

Henry P. Slane, Pres.
 Justin Hoberg, Mgr., Broadcast Div.

HEADQUARTERS:

1 News Plaza
 Peoria, IL 61643
 (309) 686-3146

STATION		FORMAT
KRKE	Albuquerque	C
KWXL	Albuquerque	A
KICT	Wichita	A
KFRM	Salina, KS	C
KSSS	Colorado Springs	C
KYNR	Pueblo, CO	MM
KNOX	Grand Forks, ND	AC
KYTN	Grand Forks, ND	R
KBMY	Billings, MT	C

PLOUGH BROADCASTING CO., INC.

EXECUTIVES:

H. Wayne Hudson, Pres.
 Ronnie D. Wiggins, VP., Finance
 Ed Crump, VP, Public Affairs
 L. S. Stevens, VP, Eng.

HEADQUARTERS:

112 Union Avenue
 Memphis, TN 38103
 (901) 529-4300

STATION		FORMAT
WPLO	Atlanta	C
WVEE	Atlanta	B
WCAO	Baltimore	AC
WXYV	Baltimore	B
WJJD	Chicago	BB
WJEZ	Chicago	C
WMPS	Memphis	C
WHRK	Memphis	B
WSUN	St. Petersburg/Tampa	C
WQXM	Clearwater/St. Pete/ Tampa	A
WMLX	Cincinnati	BB
WUBE	Cincinnati	C

PONCE BROADCASTING CORP.

EXECUTIVES:

J.H. Conesa, Sr., Pres.
J.H. Conesa, Jr., VP/GM

HEADQUARTERS:

P.O. Box 7213
Ponce, PR 00732
(809) 842-3038
(809) 843-5770

STATION		FORMAT
WLEO	Ponce, PR	AC
WZAR	Ponce, PR	SP
WKFE	Yauco, PR	AC
WLEY	Cayey, PR	AC

PRIME TIME BROADCASTING OF ALASKA

EXECUTIVES:

Gene Henderson, Pres./GM
Kent Byus, Oper. Dir.

HEADQUARTERS:

2800 E. Dowling Road
Anchorage, AK 99507
(907) 344-2522 Collect

STATION		FORMAT
KYAK	Anchorage	C
KGOT	Anchorage	AC
KIAK	Fairbanks	C

PRINCE GEORGE BROADCASTING LTD.

EXECUTIVES:

Ron East, Pres.
Bill Opdahl, Oper. Mgr.
Don Kazakoff, Sales Mgr.
Mark Forsythe, PD

HEADQUARTERS:

1940-3rd Avenue
Prince George, BC, Canada
(604) 564-2524 Collect

STATION		FORMAT
CJCI	Prince George, BC	AC
CIVH	Vanderhoof, BC	AC
CIFL	Fraser Lake, BC	AC
CIFJ	Fort St. James, BC	AC

PROGRESSIVE RADIO STATIONS

EXECUTIVES:

William K. Ulerich, Chmn. of the Bd.

HEADQUARTERS:

206 East Locust Street
Clearfield, PA 16830
(814) 765-5051

STATION		FORMAT
WCPA	Clearfield, PA	AC
WQYX	Clearfield, PA	R
WDAD	Indiana, PA	AC
WQMU	Indiana, PA	R
WAHT	Annville/Cleona, PA	AC
WMIB	Marco Island, FL	AC
WRGI	Naples, FL	R
WMAJ	State College, PA	AC
WXLR	State College, PA	R

Q

Q BROADCASTING LTD.

EXECUTIVES:

John Stark, Pres./GM
Noel Hullah, VP Sales
Maurice Foisy, VP Programming

HEADQUARTERS:

1134 Burrard St.
Vancouver, BC V6Z1Y8 Canada
(604) 682-3141

STATION		FORMAT
CHQM-AM	Vancouver	BM
CHQM-FM	Vancouver	BM
CKPG	Prince George	AC
CIOI	Prince George	C
CKMK	Mackenzie, BC	AC

QUALITY BROADCASTING CO., INCORPORATED

EXECUTIVE:

Ron Kirby, GM

HEADQUARTERS:

801 'B' Avenue
Lawton, OK 73502
(405) 355-1380

STATION		FORMAT
KSWO	Lawton, OK	AC
KRHD	Duncan, OK	C
KRHD-FM	Duncan, OK	AC

QUALITY BROADCASTING CORP.

EXECUTIVES:

Alfredo R. deArellano, VP
Sebastian Robiou, Resident VP
Ismael Nieves, Sales Mgr.

HEADQUARTERS:

P.O. Box 13427 Santurce
San Juan, PR 00908

STATION		FORMAT
WOBS	San Juan, PR	SP
WIOB	San Juan, PR	SP
WPRP	Ponce, PR	SP
WIOC	Ponce, PR	SP
WORA	Mayaguez, PR	SP
WIOA	Mayaguez, PR	SP

QUIN-ABI BROADCASTING

EXECUTIVES:

Jerry P. Newton, Pres.
Lee Solomon, GM
Tom Waynick, PD
Tim Barber, MD

HEADQUARTERS:

Westside Drive

Tullahoma, TN 37388
(615) 455-2607

STATION		FORMAT
WBGY-FM	Tullahoma, TN	R
WBGY	Tullahoma, TN	C
WLHQ	Enterprise, AL	R
WIRB	Enterprise, AL	C

R

RADIODIFFUSION MUTUELLE LTEE

EXECUTIVES:

Ed Prevost, Pres.
Jacques Clement, Exec. VP
Denys Bergeron, VP Programming
Claude H. Roy, VP News
Jacques Veillette, VP Administration

HEADQUARTERS:

1717 Dorchester Blvd. East
Montreal, Quebec H2L 4E8
(514) 527-4311

STATION		FORMAT
CJMS	Montreal	AC
CJRP	Quebec	AC
CJRC	Ottawa	AC
CJTR	Trois-Rivieres	AC
CJRS	Sherbrooke	AC
CKMF	Montreal	D

RADIO-NORD, INC.

EXECUTIVES:

Jean-Joffre Gourd, Pres.
M. Gilles Poulin, Exec. VP

HEADQUARTERS:

380 Murdoch
Noranda, Quebec J9X 1G5
(819) 762-0741

STATION		FORMAT
CKRN	Rouyn-Noranda	MM
CHLM	Rouyn-Noranda	MM
CKUD	Val D'or	MM
CHAD	Amos	MM
CKLS	La Sarre	MM

RAU RADIO STATIONS, INC.

EXECUTIVES:

Robin R. Henry, Pres.
Patrick H. Kelly, VP
Ernest R. Colburn, VP

HEADQUARTERS:

2100 M. St. N.W., Suite 716
Washington, DC 20037
(202) 296-3900

STATION		FORMAT
WNAV	Annapolis, MD	AC
WNAV-FM	Annapolis, MD	BM
WARK	Hagerstown, MD	AC
WWCS	Hagerstown, MD	C
WDOV	Dover, DE	AC
WDSO	Dover, DE	C
WBBB	Burlington, NC	AC
WPCM	Burlington, NC	C
WPDX	Clarksburg, WV	C
WPDX-FM	Clarksburg, WV	C

REGIONAL BROADCASTERS GROUP

EXECUTIVES:

A. B. Martin, Pres.
Norman Volk, VP GM

HEADQUARTERS:

212 Fair Street
Kingston, NY 12401
(914) 339-5505

STATION		FORMAT
WGRD	Grand Rapids	R
WGRD-FM	Grand Rapids	R
WAAL	Binghamton, NY	A
WPIC	Sharon, PA	AC
WYFM	Sharon, PA	R
WCNF	Whitehall, MI	C
WTRU	Muskegon, MI	AC
WMGW	Meadville, PA	AC
WZPR	Meadville, PA	C
WAMT	Titusville, FL	AC
WAJX	Titusville, FL	R

REGISTER BROADCAST GROUP

EXECUTIVE:

Richard W. Gilbert, Pres.

HEADQUARTERS:

715 Locust Street
Des Moines, IA 50309
(515) 284-8000

STATION		FORMAT
KYXI	Oregon City, OR	N
KGON	Portland, OR	A
KLAK	Lakewood, CO	C
KPPL	Lakewood, CO	AC
WIBA	Madison, WI	AC
WIBA-FM	Madison, WI	A

RESEAU DES APPALACHES

EXECUTIVE:

Francois Labbe, Pres.

HEADQUARTERS:

327 Avenue Labbe
Thetford Mines
Quebec, Canada
(428) 335-7533

STATION		FORMAT
CKLD	Thetford Mines, PQ	AC
CFDA	Victoriaville, PQ	AC
CKTL	Plessisville, PQ	AC
CJAN	Asbestos, PQ	AC
CKFL	Lac Megantic, PQ	AC
CJLP	Disraeli, PQ	AC

RESULT RADIO GROUP

EXECUTIVES:

Jerry Papenfuss, Pres.
Len DeSomer, VP
Rick Charles, Treas.
Pat Papenfuss, Sec'y

HEADQUARTERS:

P.O. Box 767
Winona, MN 55987
(507) 452-2867

STATION		FORMAT
KAGE	Winona, MN	C
KAGE-FM	Winona, MN	AC
KBRF	Fergus Falls, MN	C-N T

KBRF-FM	Fergus Falls, MN	AC
KBEW	Blue Earth, MN	C-N T

REX BROADCASTING CORP.

EXECUTIVES:

Jim Slone, Pres.
Philip Richardson, VP Sales, KCUB
Jim Arnold, VP GM, KRUX
Charlie Cohn, VP GM, KLAQ, KROD

HEADQUARTERS:

Box 50006
Tucson, AZ 85703
(602) 887-1000

STATION		FORMAT
KCUB	Tucson	C
KLAQ	El Paso	A
KROD	El Paso	R
KRUX	Lubbock, TX	C

JAMES RIVERS STATIONS

EXECUTIVES:

James S. Rivers, Pres.
Ron Rivers, VP Nat'l-Reg. Sls. Mgr.
Tobby Rivers, VP Nat'l-Reg. Sls. Mgr. for WJIZ

Sara Howell, Bus. Mgr. Sec'y. Treas.

HEADQUARTERS:

P.O. Box 340
Cordele, GA 31015
(912) 273-1404 Collect

STATION		FORMAT
WMJM	Cordele, GA	AC
WFAV	Cordele, GA	C
WJIZ	Albany, GA	B
WTJH	East Point, GA	REL

RKO RADIO

EXECUTIVES:

Thomas F. O'Neil, Chmn/RKO General, Inc.
Hubert DeLynn, Vice Chmn. & COO RKO General, Inc.
Frank Shakespeare, Pres./RKO General, Inc.
Robert J. Williamson, Pres./RKO Radio
William Hogan, Pres. RRS Div. RKO Radio
Thomas Burchill, Pres./RKO Radio Network
Div./RKO Radio

HEADQUARTERS:

1440 Broadway
New York, NY 10018
(212) 764-7000

STATION		FORMAT
WRKO	Boston	T
WOR	New York	T
WGMS-A.F	Washington	CL
WHBO	Memphis	AC
KHJ	Los Angeles	C
KFRC	San Francisco	R
WROR	Boston	AC
WRKS	New York	B
WAXY	Ft. Lauderdale	AC
WFYR	Chicago	AC
KRTH	Los Angeles	AC

ROBERTS BROADCASTING

EXECUTIVES:

Ailan W. Roberts, Pres.
Richard Vaughan, Exec. VP
Philip Weiner, VP

HEADQUARTERS:

90 South Street
Ware, MA 01082
(413) 967-6231

STATION		FORMAT
WARE	Ware, MA	AC
WUPE	Pittsfield, MA	AC
WUHN	Pittsfield, MA	BB

ROBERTS BROADCASTING, INC.

EXECUTIVES:

W. Donald Roberts, Jr., Pres.
Wayne Smith, VP
Michel J. Nelson, GM

HEADQUARTERS:

3650 Ike Walton Trail
Lac Du Flambeau, WI 54538
(715) 588-3852

STATION		FORMAT
WJMS	Ironwood, MI	AC
WIMI	Ironwood, MI	AC
WJMT	Merrill, WI	AC
WJMT-FM	Merrill, WI	AC

RODGERS GROUP

EXECUTIVE:

David Rodgers, Pres.

HEADQUARTERS:

Bristol, CT 06010
(203) 583-9945

STATION		FORMAT
WBIS	Bristol, CT	AC
WBML	Macon, GA	REL
KKZZ	Lancaster, CA	AC
KOTE	Lancaster, CA	BM

ROLLINS INC.

EXECUTIVE:

Paul H. Downs, VP

HEADQUARTERS:

P.O. Box 647
Atlanta, GA 30301
(404) 873-2355

STATION		FORMAT
WAMS	Wilmington, DE	C
WBEE	Harvey, IL	J
WBES	Charleston, WV	BM
WCHS	Charleston, WV	AC
WRAP	Norfolk, VA	B
KDAY	Santa Monica, CA	B

RAY H. ROSENBLUM STATIONS

EXECUTIVE:

Ray H. Rosenblum, Pres.

HEADQUARTERS:

c/o WMOA Radio
P.O. Box 708
Marietta, OH 45750
(614) 373-1490

STATION		FORMAT
WMOA	Marietta, OH	N T
WMOA-FM	Marietta, OH	BM
WACB	Kittanning, PA	AC

RUST COMMUNICATIONS GROUP, INCORPORATED

EXECUTIVES:

William F. Rust, Jr., Pres.
Walter H. Voigt, Admin. Assist. to Pres.
W. Glen Hart, Controller

HEADQUARTERS:

P.O. Box 1378
Leesburg, VA 22075
(703) 777-7550

STATION		FORMAT
WHAM	Rochester	AC
WHFM	Rochester	R
WPTR	Albany	C
WFLY	Troy	R
WNOW	York, PA	C
WQXA	York, PA	R
WSOM	Salem, OH	AC
WQXK	Salem, OH	C
WAEB	Allentown	AC
WXXW	Allentown	C



SALEM MEDIA GROUP

EXECUTIVE:

Stuart Epperson, Pres.

HEADQUARTERS:

3780 Will Scarlet Road
Winston Salem, NC 27104
(919) 768-4147

STATION		FORMAT
WNYM	New York	REL
WEZE	Boston	REL
WRFD	Columbus	REL
WKBA	Vinton, VA	REL
KCFO KAKC	Tulsa	REL
KMFM KUKA	San Antonio	REL SP

RUSS SALTER STATIONS

EXECUTIVES:

Russell G. Salter, Pres.
Charles G. Filippi, VP Operations Mgr.
Joseph P. Moen, VP Mgr., WBEL
Arlene R. Salter, Sec'y.

HEADQUARTERS:

1884 Plain Avenue
Aurora, IL 60505
(312) 898-6668

STATION		FORMAT
WKKD	Aurora/Naperville, IL	BM
WBEL	S. Beloit, IL	AC
WRWC	Rockton, IL	BM
WFVR	Aurora, IL	AC
WIPC	Lake Wales, FL	BB

SANDUSKY NEWSPAPERS, INC. RADIO DIVISION

EXECUTIVES:

Dudley A. White, Chmn. of the Bd.
Toney Brooks, Pres.

HEADQUARTERS:

4450 Morrison Road
Denver, CO 80219
(303) 934-7570

STATION		FORMAT
KDKB	Mesa Phoenix	A
KDJQ	Mesa Phoenix	A

KBPI	Denver	A
KJZZ	Bellevue Seattle	J
KZAM	Bellevue Seattle	AC
KWFM	Tucson	A
KSLY	San Luis Obispo, CA	R
KUNA	San Luis Obispo, CA	BM
KLSI	Kansas City	AC
KEGL	Dallas	A
KNUS	Denver	N T

SARKES TARZIAN, INC.

EXECUTIVES:

Sarkes Tarzian, Chmn.
Thomas Tarzian, Pres.
C.F. Clapham, VP, Finance
Valerie Tarzian, Gen. Counsel
Robert Holben, GM, WTTT/WGTC
Geoff Vargo, GM, WPTH
Tom Tolar, GM, WATI

HEADQUARTERS:

P.O. Box 62
Bloomington, IN 47402
(812) 332-7251

STATION		FORMAT
WTTT	Bloomington, IN	AC
WGTC	Bloomington, IN	C
WPTH	Ft. Wayne, IN	AC
WATI	Indianapolis	BM

SBI, INCORPORATED

EXECUTIVES:

Edward T. Shadek, Pres.
Jerry W. Perkins, Controller
George Johns, VP of Corporate Operations
Bill Gardner, VP Programming

HEADQUARTERS:

8665 Gibbs Drive, Suite 201
San Diego, CA 92123
(714) 565-6006

STATION		FORMAT
KOGO	San Diego	AC
KPRI	San Diego	A
KCCW	San Antonio Terrell Hills	BB
KLLS	San Antonio	AC

SCONNIX GROUP BROADCASTING, INCORPORATED

EXECUTIVES:

Scott R. McQueen, Pres.
Theodore E. Nixon, VP
Randall T. Odeneal, VP
Alfred Hill, VP

HEADQUARTERS:

Parade Road
Laconia, NH 03246
(603) 524-1323

STATION		FORMAT
WCMF	Rochester, NY	A
WTMA	Charleston, SC	AC
WSSX	Charleston, SC	R
WOCB	Cape Cod, MA	N T
WSOX	Cape Cod, MA	BM
WLNH-FM	Laconia, NH	AC
WLNH-AM	Laconia, NH	C
WDOS	Oneonta, NY	AC
WSRK	Oneonta, NY	C

SCRIPPS-HOWARD BROADCASTING COMPANY

EXECUTIVES:

Donald L. Perris, Pres.
Richard J. Janssen, VP Radio
Steve Roddy, Dir., Programming & Mktg.-Radio

HEADQUARTERS:

3001 Euclid Avenue
Cleveland, OH 44115
(216) 431-5555

STATION		FORMAT
WMC	Memphis	C
WMC-FM	Memphis	AC
WBSB	Baltimore	AC
KMEO-A/F	Phoenix	BM
KUPL	Portland, OR	BB
KUPL-FM	Portland, OR	BM

SEATON STATIONS

EXECUTIVES:

R.M. Seaton, CEO
Edward L. Seaton, VP
Donald R. Seaton, VP
Robert L. Pratt, VP

HEADQUARTERS:

Box 580
Coffeyville, KS 67337
(316) 251-2900

STATION		FORMAT
KGGF	Coffeyville, KS	N T
KMAN	Manhattan, KS	AC
KMKF	Manhattan, KS	R
KHAS	Hastings, NB	AC
KFYO	Lubbock, TX	C

SEEHAFFER BROADCASTING CORP.

EXECUTIVES:

Donald Seehafer, Pres.
Robert Johnson, VP
Ray Olson, Sec'y. Treas.

HEADQUARTERS:

P.O. Box 685
Manitowoc, WI 54220
(414) 682-0351 Collect

STATION		FORMAT
WOMT	Manitowoc, WI	AC
WXCO	Wausau, WI	C
WOTC	Two Rivers, WI	R

SELKIRK COMMUNICATIONS, LIMITED

EXECUTIVES:

J. Stuart MacKay, Pres.
Ken A. Baker, VP
Frank T. Nash, VP, Sec'y. Treas.

HEADQUARTERS:

2 Bloor Street West
Toronto, ON M4W 3L7 Canada
(416) 967-5550 Collect

STATION		FORMAT
CJVI	Victoria, BC	C
CKWX	Vancouver, BC	C
CJAZ	Vancouver, BC	J
CJIB	Vernon, BC	AC
CJCA	Edmonton, AB	AC
CIRK	Edmonton, AB	A
CFGP	Grand Prairie, AB	AC
CFAC	Calgary, AB	C
CJOC	Lethbridge, AB	C

SENTRY BROADCASTING, INC.

EXECUTIVES:

Donald M. Colby, Pres.
Dave Stephenson, Treas.
James Noonan, Attorney

HEADQUARTERS:

1800 North Point Drive
Stevens Point, WI 54481
(715) 346-6817

STATION		FORMAT
WXYQ	Stevens Point, WI	C
WSPT	Stevens Point, WI	R
WJJK	Eau Claire, WI	C
WBIZ	Eau Claire, WI	R
WRJN	Racine, WI	AC
WRRR	Rockford, IL	BB
WYBR	Rockford, IL	R
WTAX	Springfield, IL	AC
WDBR	Springfield, IL	R
KMNS	Sioux City, IA	C
KSEZ	Sioux City, IA	R

SHAMROCK BROADCASTING CO., INCORPORATED

EXECUTIVES:

Roy E. Disney, Chmn. of the Bd.
Patricia A. Disney, Vice Chmn. of the Bd.
Stanley P. Gold, Pres.

HEADQUARTERS:

6464 Sunset Blvd., Suite 630
Hollywood, CA 90028
(213) 462-7711

STATION		FORMAT
KABL-A/F	San Francisco	BM
KXLR	Little Rock	C
KMGC	Dallas	MM AC
KUDL	Kansas City, KS	MM AC
WWWW	Detroit	C
WBOK	New Orleans	B
WFOX	Gainesville, GA	*

*Pending FCC approval

SHAMROCK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

William R. Lynett, VP, Operations
Ken Stevens, VP, Programming
Joe Silva, GM, WEJL WEZX
Ralph Barnes, GM, WQFM

HEADQUARTERS:

149 Penn Avenue
Scranton, PA 18505
(717) 348-9108

STATION		FORMAT
WDIZ	Orlando	A
WEJL	Scranton, PA	AC
WEZX	Scranton, PA	A
WQFM	Milwaukee	A
WTTR	Westminster, MD	AC
WTTR-FM	Westminster, MD	BM

SHERIDAN BROADCASTING CORP.

EXECUTIVE:

Glenn R. Mahone, Pres.

HEADQUARTERS:

1811 Boulevard of the Allies
Pittsburgh, PA 15219
(412) 281-6747

STATION		FORMAT
WAMO-A/F	Pittsburgh	B
WUFO	Buffalo Amherst, NY	B

SIGMOR

EXECUTIVES:

Tom Turner, Sr., Pres.
Tom Turner, Jr., VP
Harrell Banks, VP/Dir. of Bdcstg.
Bob Boerner, Treas.

HEADQUARTERS:

P.O. Box 20267
San Antonio, TX 78220
(512) 222-9191

STATION		FORMAT
KBUC	San Antonio	C
KBUC-FM	San Antonio	C
KTON	Belton, TX	C
KTON-FM	Belton, TX	C
KXOL	Fl. Worth	C
KRYS	Corpus Christi, TX	AC
KBCB	Corpus Christi, TX	C

SIS RADIO, INC.

EXECUTIVES:

Sis A. Kaplan, Pres.
Stanley N. Kaplan, GM

HEADQUARTERS:

400 Radio Road
Charlotte, NC 28216
(704) 392-6191

STATION		FORMAT
WAYS	Charlotte, NC	AC
WROQ	Charlotte, NC	A

SIT BROADCASTING CORP.

EXECUTIVES:

Sam Sitterle, President/GM
John Tucker, Chief Engineer
Louis J. Roney, Sales Manager
Dot Petersen, News Director

HEADQUARTERS:

P.O. Box 20107
San Antonio, TX 78220
(512) 337-8840

STATION		FORMAT
KAPE	San Antonio	B
KESI	Terrell Hills, TX	BM

SKY CORPORATION

EXECUTIVES:

Dennis R. Israel, Pres.
Andrew Bell, Exec. VP
Andrew R. Pettit, VP

HEADQUARTERS:

1 East Main Street
Riverhead, NY 11901
(516) 727-1200

STATION		FORMAT
WEZG-A F	Syracuse, NY	BM
KSKY	Dallas	REL
KBCQ	Roswell, NM	AC
WRIV	Riverhead, NY	AC
*WTPA-FM	Harrisburg, PA	A

*Pending FCC approval.

BOB SMITH GROUP

EXECUTIVES:

Bob Smith, Pres.
Nelson Lent, VP

HEADQUARTERS:

Box 1568
Sanford, FL 32771
(305) 322-1400

STATION		FORMAT
WIXK-FM	New Richmond, WI	BM
WIXK	New Richmond, WI	AC
WWIS	Black River Falls, WI	AC
WTRR	Sanford, FL	C

TED SMITH GROUP

EXECUTIVE:

Ted A. Smith, Pres.

HEADQUARTERS:

KUMA
P.O. Box 340
Pendleton, OR 97801
(503) 276-1511

STATION		FORMAT
KUMA	Pendleton, OR	AC
KUMA-FM	Pendleton, OR	BM
KJDY	John Day, OR	AC

SORENSON BROADCASTING CORPORATION

EXECUTIVES:

Dean Sorenson, Pres.
Don Schiel, Sales/Mkt. Coordinator

HEADQUARTERS:

106 West Capital
Box 309
Pierre, SD 57501
(605) 224-1113

STATION		FORMAT
KCCR	Pierre, SD	AC
KNEY	Pierre, SD	AC
KOBH-A F	Hot Springs, SD	MM
KIXX	Watertown, SD	AC
KOZY	Grand Rapids, MN	AC
KWAT	Watertown, SD	N T
KYNT	Yankton, SD	AC
KKYA	Yankton, SD	C
KCUE	Red Wing, MN	AC
KWNG	Red Wing, MN	AC

SOUTH CENTRAL BROADCASTING CORPORATION

EXECUTIVES:

John D. Engelbrecht, Pres.
Glen Powers, Group PD
Lee Thompson, Chief Engineer

HEADQUARTERS:

1162 Mount Auburn Rd./P.O. Box 3848
Evansville, IN 47736/47712
(812) 424-8284

STATION		FORMAT
WIKY	Evansville, IN	BM
WROZ	Evansville, IN	C
WZEZ	Nashville, TN	BM
WEZK	Knoxville, TN	BM

SOUTHERN MINNESOTA BROADCASTING COMPANY

EXECUTIVES:

G. David Gentling, Pres./Treas.
Greg Gentling, Exec. VP
Marvin Foss, Sec'y.

HEADQUARTERS:

122 S.W. 4th Street
Rochester, MN 55901
(507) 286-1010

STATION		FORMAT
KROC	Rochester, MN	AC

KROC-FM	Rochester, MN	R
KXRB	Sioux Falls, SD	C
KIOV	Sioux Falls, SD	C
KKLS	Rapid City, SD	AC
KKHJ	Rapid City, SD	BM
KBLS	Santa Barbara, CA	BB
KTYD	Santa Barbara, CA	A
KKAM	Lubbock, TX	BB
KFMX	Lubbock, TX	A

SOUTHWESTERN BROADCASTING OF MISSISSIPPI

EXECUTIVES:

Phillip D. Brady, partner
Albert M. Smith, partner
Louis Alford, partner

HEADQUARTERS:

317 Canal Street
McComb, MS 39648
(601) 684-2271

STATION		FORMAT
WAPF	McComb, MS	AC
WCCA	McComb, MS	C
WMDC-A/F	Hazlehurst, MS	C
KADL-A/F	Pine Bluff, AR	C

STAINLESS BROADCASTING CO.

EXECUTIVES:

Henry J. Guzewicz, Pres. Treas.
Richard J. Eberle, Exec. VP
Robert A. Farrington, Sec'y.
John F. Cullen, VP

HEADQUARTERS:

3rd & Montgomery Avenue
North Wales, PA 19454
(215) 699-4871

STATION		FORMAT
WRAC	Williamsport, PA	C
WKSB	Williamsport, PA	AC

STAUFFER COMMUNICATIONS, INCORPORATED

EXECUTIVES:

Jerry Holley, VP/Broadcasting
Robert Fromme, Special Asst. to VP
Al Lobeck, Dir., SCI Radio Properties
Paul Winders, Dir. of Eng.

HEADQUARTERS:

Box 119
Topeka, KS 66601
(913) 272-3456

STATION		FORMAT
WIBW	Topeka, KS	N T
WIBW-FM	Topeka, KS	R
KRNT	Des Moines	AC
KRNQ	Des Moines	R
KGNC	Amarillo, TX	N T
KGNC-FM	Amarillo, TX	BM
KGBX	Springfield, MO	AC
KARZ	Phoenix	C
KGFF	Shawnee, OK	MM

STERLING RECREATION ORGANIZATION

EXECUTIVES:

Fredric A. Danz, Pres.
Clifford M. Hunter, Broadcast Dir.

HEADQUARTERS:

600-106th N.E.
Bellevue, WA 98009
(206) 455-8100

STATION		FORMAT
KZOK	Seattle	A
KJET	Seattle	R
KSJO	San Jose	A
KXRX	San Jose	AC
KDKO	Denver	B
KBFW	Bellingham, WA	C
KALE	Richland, WA	AC
KIOK	Richland, WA	R
KASH	Eugene, OR	O
KSND	Eugene, OR	R
KEDO	Longview, WA	AC
KLYK	Longview, WA	R

STONER BROADCASTING SYSTEM, INCORPORATED

EXECUTIVES:

Thomas H. Stoner, Chmn.
Glenn Bell, Pres.
Avis Eckel, VP/Finance

HEADQUARTERS:

3900 N.E. Broadway
Des Moines, IA 50317
(515) 265-6181

STATION		FORMAT
KSO	Des Moines	C
KGGO	Des Moines	A
WGNT	Huntington, WV	AC
WNBF	Binghamton, NY	AC
WQYT	Binghamton, NY	BM
WHEL	Knoxville	BB
WINZ	Knoxville	A
KHAK-A/F	Cedar Rapids	C
WYRK	Buffalo	C

STORZ BROADCASTING CO.

EXECUTIVES:

Robert H. Storz, Pres. Chmn.
Herbert Engdahl, VP
George Armstrong, Exec. VP

HEADQUARTERS:

Kiewit Plaza, 8th Floor
Omaha, NE 68131
(402) 342-4700

STATION		FORMAT
WQAM	Miami	C
WHB	Kansas City, MO	R
WDGY	Minneapolis	C
WTIX	New Orleans	AC
KOMA	Oklahoma City	C
KXOK	St. Louis	R

STREAM BROADCASTING INC.

EXECUTIVES:

Tony Reed, Pres.
Karl Boellert, Sec'y.

HEADQUARTERS:

P.O. Box 3306
Lake Charles, LA 70602
(318) 433-0700

STATION		FORMAT
KBIU	Lake Charles, LA	AC
KUFO	Odessa, TX	A
KOYL	Odessa, TX	C

STUART BROADCASTING CO.

EXECUTIVES:

R. W. Chapin, Pres.
Orv Koch, Asst. to Pres.

HEADQUARTERS:

625 Stuart Building
Lincoln, NE 68508
(402) 475-4204

STATION		FORMAT
KFOR	Lincoln, NE	AC
KFRX	Lincoln, NE	A
KRGI	Grand Island, NE	AC
KRGI-FM	Grand Island, NE	C
KSAL	Salina, KS	AC
KYEZ	Salina, KS	C
KOEL	Oelwein, IA	AC
KOEL-FM	Oelwein, IA	C
KWTO	Springfield, MO	C
KWTO-FM	Springfield, MO	R
KATI	Casper, WY	R
KAWY	Casper, WY	R

SUBURBAN RADIO GROUP

EXECUTIVES:

Robert R. Hilker, Pres.
Lewis H. Bagwell, VP
William R. Rollins, Sec'y. Treas.

HEADQUARTERS:

P.O. Box 888
Belmont, NC 28012
(704) 825-5272

STATION		FORMAT
WCGC	Belmont, NC	C
WEGO	Concord, NC	B
WPEG	Concord, NC	B
WHHV	Hillsville, VA	C
WJJJ	Christiansburg, VA	AC
WVVV	Blacksburg, VA	AC
WYNR	Brunswick, GA	C
WPIQ	Brunswick, GA	AC
WSVM	Valdese, NC	AC

SUDBRINK BROADCASTING

EXECUTIVES:

Robert W. Sudbrink, Chmn. of Board
Richard D. Casper, Pres.

HEADQUARTERS:

3081 East Commercial Blvd.
Ft. Lauderdale, FL 33308
(305) 771-0735

STATION		FORMAT
WNWS	Miami, FL	N T
WJYO	Mount Dora, Orlando	AC
WORL	Orlando, FL	B
KPOI	Honolulu	AC
KDUK	Honolulu	A
WLAC	Nashville	N T
WJYN	Nashville	AC

SUMMIT COMMUNICATIONS, INC.

EXECUTIVE:

Allen B. Shaw, Exec. VP-Radio

HEADQUARTERS:

P.O. Box 2496
Winston-Salem, NC 27102
(919) 748-8820

STATION		FORMAT
WSJS	Winston-Salem	AC
WTQR	Winston-Salem	C
WCOA	Pensacola, FL	AC
WJLQ	Pensacola, FL	R
WREC	Memphis	BB
WZXR	Memphis	A
KOCY	Oklahoma City	C
KXXY	Oklahoma City	C

SUNBELT COMMUNICATIONS, LTD.

EXECUTIVES:

C. T. Robinson, Pres.
William C. Moyes, Exec. VP
Michael B. Hesser, Exec. VP
Dwight L. Case, Exec. VP

HEADQUARTERS:

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-9442

STATION		FORMAT
KQEO	Albuquerque, NM	O
KZZX	Albuquerque, NM	AC
KVOR	Colorado Springs, CO	N T
KSPZ	Colorado Springs, CO	AC
KFYE	Fresno, CA	AC
KLNK	Oklahoma City, OK	AC

SURREY BROADCASTING

EXECUTIVES:

Howard D. Duncan, Pres.
Kent Nichols, Sec'y. Treas.

HEADQUARTERS:

3438 N. Country Club Road
Tucson, AZ 85716
(602) 795-1490

STATION		FORMAT
KAIR	Tucson	AC
KJYK	Tucson	BM
*KIOI	San Francisco	AC
*KCBO-A F	San Diego	C
*KSLQ	St. Louis	AC
*WOKY	Milwaukee	BB
*WMIL	Milwaukee	C
KATT-AM/FM	Oklahoma City	A

*Pending FCC Approval

SUSQUEHANNA BROADCASTING COMPANY

EXECUTIVES:

Louis J. Appell, Jr., Pres.
Arthur W. Carlson, Sr. VP in charge of radio
Jack Herr, VP Administration
Michael R. Robbins, Marketing Mgr.

HEADQUARTERS:

140 East Market Street
York, PA 17401-1432
(717) 848-5500

STATION		FORMAT
KLIF	Dallas	C
KPLX	Ft. Worth Dallas	C
WARM	Scranton Wilkes-Barre	AC
WFMS	Indianapolis	C
WHLO	Akron	BB
WKIS	Orlando	N T
WLQR	Toledo	BM
WLTA	Atlanta	AC
WQBA-A F	Miami	SP
WRRM	Cincinnati	MM
WSBA	York, PA	AC
WSBA-FM	York, PA	BM

JIMMY SWAGGART MINISTRIES ASSOC.

EXECUTIVES:

Bob Anderson, GM
Jeff Blackwell, Nat'l PD
Edward Lively, Tech. Dir.

HEADQUARTERS:

Box 1726
Baton Rouge, LA 70821
(504) 926-6239

STATION		FORMAT
WLUX	Baton Rouge, LA	REL
KMCV	Spring, TX	REL
KWJS	Arlington, TX	REL
KJIL	Bethany, OK	REL
WJYM	Bowling Green, OH	REL
WAME	Charlotte, NC	REL
WHYM	Pensacola, FL	REL

SWANSON BROADCASTING INC.

EXECUTIVES:

Gerock H. Swanson, Pres.
Ron B. Blue, Exec. VP
William E. Weeks, Treas.

HEADQUARTERS:

1502 South Boulder, 23-F
Tulsa, OK 74119
(918) 582-6195

STATION		FORMAT
KWKN	Wichita, KS	AC
KGCS	Derby, KS	C
WBYU	New Orleans	BM
WSHO	New Orleans	BB
KKNG	Oklahoma City	BM
KRMG	Tulsa	AC
KFJZ	Arlington, TX	BB
KKYX	San Antonio	C



TAFT BROADCASTING COMPANY

EXECUTIVES:

Charles Mechem, Jr. Chmn.
Dudley Taft, Pres.
David S. Ingalls, Vice Chmn.
Carl Wagner, Exec. VP/Radio

HEADQUARTERS:

1718 Young Street
Cincinnati, OH 45210
(513) 721-1414

STATION		FORMAT
WDAF	Kansas City, MO	C
KYYS	Kansas City, MO	A
WGR	Buffalo	AC
WGRQ	Buffalo	A
WKRC	Cincinnati	AC
WKRQ	Cincinnati	R
WTVN	Columbus, OH	AC
WLVO	Columbus, OH	A
KQV	Pittsburgh	N
WDVE	Pittsburgh	A
WYNF	Tampa	A
WDAE	Tampa	BB

TALLEY BROADCASTING STATIONS

EXECUTIVE:

Hayward L. Talley, Pres.

HEADQUARTERS:

WSMI Building, Box 10
Litchfield, IL 62056

STATION		FORMAT
KLSS	Mason City, IA	AC

KSMN	Mason City, IA	C
KBKB	Ft. Madison, IA	AC
KBKB-FM	Ft. Madison, IA	AC
WSMI	Litchfield, IL	AC
WSMI-FM	Litchfield, IL	C

TALTON BROADCASTING CO.

EXECUTIVES:

Julius E. Talton, Pres.
Pearle L. Talton, Sec'y. Treas.

Gary Fuller, VP
Jim Lumpkin, VP
Dave Rigdon, VP

HEADQUARTERS:

505 Lauderdale St.
Selma, AL 36701
(205) 875-3350

STATION		FORMAT
WHBB	Selma, AL	AC
WTUN	Selma, AL	C
WBIB	Centreville, AL	C
WATM	Atmore, AL	AC
WSKR	Atmore, AL	C

TAMARACK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

David M. Jack, Pres.
Lorna R. Pearce, Financial Mgr.

HEADQUARTERS:

Oaks Park
Portland, OR 97202
(503) 234-8448

STATION		FORMAT
KLIO	Portland	N T
KUDY	Spokane	REL
KICN	Spokane	REL
KNTA	Santa Clara	SP

THOMPSON COMMUNICATIONS INCORPORATED

EXECUTIVES:

Fred L. Thompson, Pres.
Richard Dumler, Station Mgr. - KRSL A F
Bill Mingle, Station Mgr. - KYFM

HEADQUARTERS:

P.O. Box 1100
Bartlesville, OK 74005
(918) 336-1001

STATION		FORMAT
KYFM	Bartlesville, OK	C
KRSL	Russell, KS	AC
KRSL-FM	Russell, KS	AC

THE THOMS BROADCASTING COMPANIES, INCORPORATED

EXECUTIVES:

Meredith S. Thoms, Pres.
Matilann S. Thoms, Exec. VP/Sec'y.
John Jerose, VP/Cable Div.

HEADQUARTERS:

75 Scenic Highway
Asheville, NC 28804
(704) 255-0111

STATION		FORMAT
WEAM	Arlington, VA	BB
WCOG	Greensboro, NC	C
WKLM	Wilmington, NC	C

TICHENOR MEDIA SYSTEMS

EXECUTIVES:

McHenry Tichenor, Chmn. of the Bd.
 McHenry T. Tichenor, Sr., V Chmn. of the Bd.
 McHenry T. Tichenor, Jr., Pres.
 Malcolm Kasanoff, Exec. VP
 Charles Reininger, VP
 David Lykes, VP

HEADQUARTERS:

P.O. Box 711
 Harlingen, TX 78550
 (512) 423-3910

STATION		FORMAT
KUNO	Corpus Christi	SP
KGBT	Harlingen, TX	SP
KELT	Harlingen, TX	C
KCOR	San Antonio	SP
KQXT	San Antonio	BM

THE TIDMORE GROUP

EXECUTIVES:

A.V. Tidmore, Owner
 Ralph L. Price, GM

HEADQUARTERS:

P.O. Box 540
 Pottsville, PA 17901
 (717) 622-1360 In PA 800-832-3333

STATION		FORMAT
WPPA	Pottsville, PA	AC
WAVT	Pottsville, PA	C
WSBB	New Smyrna Beach, FL	MM

T/R, INC.

EXECUTIVES:

Clay Littick, Pres.
 Allan Land, Exec. VP

HEADQUARTERS:

421 Main Street
 Zanesville, OH 43701
 (614) 454-9721 Collect

STATION		FORMAT
WHIZ	Zanesville, OH	AC
WHIZ-FM	Zanesville, OH	BM
WNXT	Portsmouth, OH	AC
WNXT-FM	Portsmouth, OH	BM
WOMP	Bellaire, OH	AC
WOMP-FM	Bellaire, OH	R

TRANSWESTERN COMMUNICATIONS, INC.

EXECUTIVE:

George M. Malti, Pres.

HEADQUARTERS:

701 Sutter
 San Francisco, CA 94109
 (415) 775-0680

STATION		FORMAT
KYVA	Gallup, NM	R
KOVO	Gallup, NM	C
KOJO	Laramie, WY	C
KIOZ	Laramie, WY	R

TRIBUNE COMPANY BROADCASTING

EXECUTIVE:

James Dowdle, Pres.

HEADQUARTERS:

177 State Street
 Bridgeport, CT 06604

STATION		FORMAT
WPIX	New York	R
WGN	Chicago	T
WICC	Bridgeport	AC
KGNR	Sacramento	N T
KCTC	Sacramento	BM

TRIPLETT BROADCASTING COMPANY, INCORPORATED

EXECUTIVES:

Wendell A. Triplett, Pres.
 Robert S. Triplett, Exec. VP

HEADQUARTERS:

1373 Road 235
 Bellefontaine, OH 43311
 (513) 592-0313

STATION		FORMAT
WCOR	Lebanon, KY	BB
WUSW	Lebanon, KY	C
WTKC	Lexington, KY	C
WOSE	Port Clinton, OH	C
WTCY	Bellefontaine, OH	C
WTOO	Bellefontaine, OH	AC

2588 NEWPORT CORP.

EXECUTIVES:

Ray Kandel, Pres.
 H. Kandy Rohde, VP

HEADQUARTERS:

2222 Avenue of the Stars
 Suite 2102
 Los Angeles, CA 90067
 (213) 277-4980

STATION		FORMAT
KTUC	Tucson	N
KNDE	Tucson	C
KHSJ	Hemet, CA	BB
KHYE	Hemet, CA	O
KONG	Visalia, CA	BB
KONG-FM	Visalia, CA	REL



UNITED BROADCASTING CO., INC.

EXECUTIVES:

Gerald Hroblak, Pres.
 Bill Parris, VP
 Gary Gross, VP
 John Moen, National PD

HEADQUARTERS:

4733 Bethesda Avenue, Suite 808
 Bethesda, MD 20814
 (301) 652-7706

STATION		FORMAT
WOOK	Washington, DC	B
WSID	Baltimore	B
WYST	Baltimore	AC
WJMO	Cleveland Heights	B
WLYT	Cleveland Heights	R
KALI	San Gabriel, CA	SP
KSOL	San Mateo, CA	B
WBNX	New York	SP
WINX	Rockville, MD	AC

UNIVERSAL BROADCASTING CO.

EXECUTIVES:

Howard Warshaw, Pres.
 Marvin B. Kosofsky, Chmn.
 Dick Marsh, VP/Marketing
 Miriam Warshaw, Sec'y

HEADQUARTERS:

40 Roselle Street
 Mineola, NY 11501
 (516) 741-1200

STATION		FORMAT
WTHE	Mineola, NY	B SP
WARO	Canonsburg, PA	REL
WVVX	Highland Park, IL	T SP
WYLO	Jackson, WI	AC SP
KCNW	Fairway, KS	REL T
KUXL	Golden Valley, MN	REL B
KEST	San Francisco	T B
KMAX	Arcadia, CA	SP B
KPPC	Pasadena, CA	B
WGRT	Danville, IN	AC B
WCBW	Columbia, IL	REL B



VIACOM BROADCASTING INC.

EXECUTIVES:

Ralph M. Baruch, Chmn/CEO
 Paul Hughes, Broadcast President
 Dianne DeArmond, VP, Marketing/Promotions
 Bill Figenshu, VP/Programming
 Frank Kramer, VP/Engineering

HEADQUARTERS:

1211 Avenue of the Americas
 New York, NY 10036
 (212) 575-5175

STATION		FORMAT
KDIA	Oakland, CA	B
WMZQ	Washington, DC	C
WKHK	New York	C
WDIA	Memphis	B
WRVR	Memphis	AC
KIKK	Pasadena, TX	C
KIKK-FM	Houston	C
WLAK	Chicago	BM

VOICE OF PUERTO RICO, INC.

EXECUTIVES:

Alfredo R. de Arellano, Jr., Pres.
 Guillermo Bonet, Dir. of Eng.
 Miguel Borrero, Res. Mgr.

HEADQUARTERS:

Ponce By Pass P.O. Box 430
 Ponce, P.R. 00731
 842-0166

STATION		FORMAT
WPRP	Ponce, P.R.	SP
WIOC	Ponce, P.R.	SP



JOHN WALTON STATIONS

EXECUTIVES:

John B. Walton, Pres.
 Jean Walton, Sec'y. Treas.
 A.J. Ramsey, VP

HEADQUARTERS:

P.O. Box 1417

Pebble Beach, CA 93953
(408) 649-6622

STATION		FORMAT
KDJW	Amarillo, TX	C
KBUY	Amarillo, TX	C
KIDD	Monterey, CA	AC
KLRB	Carmel, CA	A
*KKCS	Colorado Springs	C
*KYSN	Colorado Springs	AC

*Pending FCC Approval

WDAY, INC.

EXECUTIVES:

William C. Marcil, Pres.
William Burn, Exec. VP

HEADQUARTERS:

301 South 8th Street
Fargo, ND 58103
(701) 237-6500

STATION		FORMAT
WDAY	Fargo, ND	AC
WDAY-FM	Fargo, ND	BM
KMMJ	Grand Island, NE	C

WESTERN BROADCASTING CO.

EXECUTIVES:

Earl E. Morgenroth, Chmn. of the Bd.
Shirley Moore, Vice Chmn.
Robert D. Gordon, President, Chief of Opr.
Thomas French, Controller

HEADQUARTERS:

2501 Catlin, Suite 206, Drawer M
Missoula, MT 59806
(406) 728-2755

STATION		FORMAT
KGVO	Missoula, MT	C
KCAP	Helena, MT	R
KCAP-FM	Helena, MT	R
KSEI	Pocatello, ID	AC
KRBU	Pocatello, ID	BM

WESTERN CITIES BROADCASTING, INCORPORATED

EXECUTIVES:

Peer Pedersen, Chmn.
Richard C. Phalen, Jr., Pres.
William R. Phalen, VP

HEADQUARTERS:

P.O. Box 14805
Las Vegas, NV 89114
(702) 739-9383

STATION		FORMAT
KZZP-A F	Mesa, AZ	R
KZAP	Sacramento, CA	A
KRQO	Tucson	R
KNST	Tucson	N T
KLUC	Las Vegas	R
KMJJ	North Las Vegas	AC

WESTINGHOUSE BROADCASTING AND CABLE INC. (GROUP W)

EXECUTIVES:

Daniel L. Ritchie, Chmn. & CEO
Richard H. Harris, Pres. Radio Group
Warren Maurer, VP, AM Group
Bert Wahlen, VP, FM Group
John Waugaman, VP, Radio Sales

Stephen Fisher, Controller, Radio Group
HEADQUARTERS:

90 Park Avenue
New York, NY 10016
(212) 983-6500

STATION		FORMAT
WINS	New York	N
KFWB	Los Angeles	N
WIND	Chicago	N T
KYW	Philadelphia	N
WBZ	Boston	AC
KOAX	Dallas-Ft. Worth	BM
KDKA	Pittsburgh	AC
WPNT	Pittsburgh	BM
KODA	Houston	BM
KOSI	Denver	BM
KJQY	San Diego	BM
WOWO	Ft. Wayne, IN	AC

WFYC, INC.

EXECUTIVES:

G.E. Thomas, GM
D.W. Sommerville, Station Manager

HEADQUARTERS:

P.O. Box 629
Alma, MI 48801
(517) 463-3175

STATION		FORMAT
WFYC	Alma St. Louis, MI	AC
WFYC-FM	Alma St. Louis, MI	AC
WADM	Decatur, IN	AC
WADM-FM	Decatur, IN	AC

WGN CONTINENTAL BROADCASTING COMPANY

EXECUTIVES:

James C. Dowdle, Pres. CEO
Wayne R. Vriesman, VP Sta. Mgr.
Paul W. Freas, VP Chief Financial Officer
Donald H. Knautz, VP Dir. of Broadcast Oper.
Donald D. DeCarlo, VP Gen. Sales Mgr.
Orion Samuelson, VP Agricultural Service Director
Daniel D. Calibraro, VP Corporate Relations
Robert I. Knudson, Jr., Dir. of Eng.
Paul M. Davis, Director of News
Daniel D. Fabian, Program Mgr.

HEADQUARTERS:

2501 West Bradley Place
Chicago, IL 60618
(312) 528-2311

STATION		FORMAT
WGN	Chicago	AC T
KGNR	Sacramento	AC
KCTC	Sacramento	AC

MEL WHEELER, INC.

EXECUTIVES:

Mel Wheeler, Pres.
Vinny Wheeler, Sec'y. Treas.
Herm Reavis, Exec. VP
Clark Wheeler, VP
Stephen Wheeler, VP

HEADQUARTERS:

1440 Wheeler Drive
Denton, TX 76201
(817) 382-2552

STATION		FORMAT
KDNT	Denton, TX	C
WSLC	Roanoke, VA	C
WSLQ-FM	Roanoke, VA	R

WILKS/SCHWARTZ BROADCASTING

EXECUTIVES:

Donald L. Wilks, Owner
Michael Schwartz, Owner
James Shea, VP
Albert Makkay, VP

HEADQUARTERS:

45 Fisher Avenue
East Longmeadow, MA 01028
(413) 525-4141

STATION		FORMAT
WAQY	Springfield, MA	A
WIXY	Springfield, MA	C
WKZE-A F	Cape Cod, MA	AC
WKRZ-A F	Wilkes-Barre, PA	AC
WPET	Greensboro, NC	REL

ARTHUR WILKERSON STATIONS

EXECUTIVES:

Arthur Wilkerson, Pres.
Dwight D. Wilkerson, VP
Evelyn B. Wynn, Sec'y.

HEADQUARTERS:

P.O. Box 340
Lenoir City, TN 37771
(615) 986-7536

STATION		FORMAT
WLIJ	Shelbyville, TN	BM/C
WLIK	Newport, TN	C/O
WLIJ-A F	Lenoir City, TN	C/O

W. RUSSELL WITHERS, JR. STATIONS

EXECUTIVES:

W. Russell Withers, Jr., Owner
Kathy J. White, Adm. Assistant

HEADQUARTERS:

P.O. Box 1238
Mt. Vernon, IL 62864
(618) 242-3500

STATION		FORMAT
KGMO	Cape Girardeau, MO	AC
KOKX	Keokuk, IA	AC
KIMI	Keokuk, IA	C
WMIX	Mt. Vernon, IL	AC
WMIX-FM	Mt. Vernon, IL	C
KEWI	Cape Girardeau, MO	C

WKBN BROADCASTING CORP.

EXECUTIVES:

Warren P. Williamson III, Pres.
J.D. Williamson II, VP

HEADQUARTERS:

3930 Sunset Boulevard
Youngstown, OH 44514
(216) 782-1144

STATION		FORMAT
WKBN	Youngstown, OH	AC C
WKBN-FM	Youngstown, OH	BM
WIMA	Lima, OH	AC T
WIMA-FM	Lima, OH	C
WAAM	Ann Arbor, MI	AC T

A NEW BROADCAST SERVICE

2:00 RADIO REPORTS ON HEALTH & FITNESS

The **Prevention[®]** **HEALTH REPORT**

Vital news and information. An important new "news-feature" service.

Concise, fact-packed, daily reports on better personal health, medical advances, research, technology, consumer health information and nutrition.

Prepared with research assistance from *Executive Fitness Newsletter[®]*, *Prevention Magazine^{*}*, *Body Bulletin^{™ Reg}* and *Rodale Press*.

Produced to fit your news block or to stand as an independent report. **The Prevention Health Report** is delivered by Robert Osgood.

Air Date: *October 1982*
Market Exclusivity
Local Commercial Positions

Get into the best of health. Get **The Prevention Health Report** on your station.

*Prevention, the magazine for better health, with over 4 million readers, is the largest national health publication.

Reserve now

Information or Demos
contact **Frank Gabrenya**
at **Jameson Broadcast, Inc.**
3919 Sunbury Rd., Columbus, Ohio 43219
614/476-4424

OTHER JAMESON BROADCAST FEATURES

INSIDE FAMILY CIRCLE Recipes, crafts, helpful hints, money-saving tips and more, from the pages of the largest selling women's magazine. (2:00)

ENERGY WATCH The National Energy News Service—Interviews with the people responsible for America's energy future, plus energy and dollar saving tips. (3:00)

NEW AGE RADIO Upbeat news, information and conversation on growing older. Produced for adults 40 and over. (3:00)

THE MOTHER EARTH NEWS "How to" information on just about everything. A guide to simple, natural living based on the magazine. (3:00)

Jameson
BROADCAST

Washington, D.C. • Columbus, Ohio

WOOD BROADCASTING, INC.

EXECUTIVES:

Willard Schroeder, Chmn. of the Bd.
 Michael O. Lareau, Exec. VP
 Thomas Girocco, VP
 James P. White, GM (WSPD)

HEADQUARTERS:

180 North Division
 Grand Rapids, MI 49503
 (616) 459-1919

STATION		FORMAT
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids, MI	BM
WSPD	Toledo, OH	AC

W.E. WOODALL, JR. STATIONS

EXECUTIVES:

W.E. Woodall, Jr., Pres.
 Orson Woodall, VP
 Hardy Woodall, Sec'y. Treas.

HEADQUARTERS:

P.O. Box 390
 Dawson, GA 31742

STATION		FORMAT
WDWD	Dawson, GA	AC
WHIA	Dawson, GA	REL
WGRA	Cairo, GA	C
WBBK	Blakely, GA	C
WGSW	Greenwood, SC	R
WGAF	Valdosta, GA	C
WDOL	Athens, GA	C
WSMY	Roanoke Rapids, NC	C

WYCOM CORPORATION

EXECUTIVE:

Bill Sims, Pres.

HEADQUARTERS:

Rt. 2, Box 51
 Pecos, NM 87552
 (505) 757-6573

STATION		FORMAT
KUGR	Green River, WY	C
KVSF	Santa Fe	AC
KSAA	Casa Grande, AZ	AC



ROBERT D. ZELLMER STATIONS

EXECUTIVE:

Robert D. Zellmer, Owner/Pres.

HEADQUARTERS:

P.O. Box 46
 Milner, CO 80477
 (303) 879-6265

STATION		FORMAT
KRVZ	Springerville, AZ	MM AC
KMMZ	Greybull, WY	C
KRZJ	Beloit, KS	AC MM
KRZJ-FM	Beloit, KS	BM
KFDZ	Wray, CO	AC MM

**WE
GET
THE
JOB
DONE**



Torbet Radio

FIFTEEN YEARS OF WINNING

We operate today with the same philosophy that we began with fifteen years ago on July 7, 1967. You have to love radio, believe in it, expect to win with it and sell it better than any other sales staff in America. This philosophy has given us the edge that has helped make our client stations winners.

New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

B

BLAIR RADIO

717 Fifth Avenue
New York, NY 10022
(212) 752-0400

EXECUTIVES:

John N. Boden, Pres.
Robert Lobdell, Sr. VP, Creative Sales/Asst. to Pres.
Robert Galen, Sr. VP Research & Marketing
Richard P. McCauley, Sr., VP, Stations
Daren F. McGavren, Sr. VP, West Coast
Thomas Turner, Sr. VP, Mid-Atlantic
Robert Ferraro, Sr. VP, West
Michael Horn, Sr. VP, East/South
Edwin Howard, Sr. VP, BWSN

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	William White	(404) 231-3633
Boston	Prudence Hay	(617) 536-6230
Cedar Rapids	William D. Alford Agri/Bus Dir.	(319) 393-8632
Chicago	Thomas K. Walton	(312) 787-2300
Dallas	Brian Robinson	(214) 239-9700
Detroit	William Coury	(313) 871-3066
Houston	Marty Toole	(713) 552-0600
Los Angeles	Allan Keir	(213) 937-4620
Minneapolis	Marc H. Kalman	(612) 339-8894
New York	Frank S. Kelly	(212) 752-0400
Philadelphia	Margie Kane, Mgr.	(215) 568-6540
St. Louis	Thomas Cinquina	(314) 444-2281
San Francisco	Gloria DeMaria	(415) 434-3272
Portland	Marianne Buell (a/e)	(503) 226-5007

JACK BOLTON ASSOCIATES

3384 Peachtree Road, N.E., #417
Atlanta, GA 30326
(404) 237-1577

GERT BUNCHEZ & ASSOCIATES, INC.

7730 Carondelet #130
St. Louis, MO 63105
(314) 862-5250

EXECUTIVE:

Gert Bunchez, President

REGIONAL OFFICES

New York _____
Chicago _____
Atlanta _____
Dallas _____
Los Angeles _____
San Francisco _____

C

CABALLERO SPANISH RADIO

310 Madison Avenue
New York, NY 10017
(212) 972-1019

EXECUTIVES:

Eduardo Caballero, Pres.
Raquel Caballero, Exec. VP
Manuel Ballesterio, VP/Nat'l Sales Manager
Janet Urbina, GM

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Robert Munoz	(312) 443-0101
Los Angeles	Chris Nevil	(213) 465-8337
Dallas	Charles Crawford	(214) 630-6397
Atlanta	Bernard Ochs	(404) 262-1200
San Francisco	John Welling	(415) 362-1980

CBS INC.

51 West 52nd Street

New York, NY 10019
(212) 975-3185

EXECUTIVES:

Eli W. Kaufman, VP/GM
Simona McCray, NY Sales Mgr.
Maggie Hauck, Mgr. Marketing & Research
Susan Garone, Mgr. Sales Dev. & Promotion

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Stuart Layne	(312) 944-3731
Detroit	Ron Kleinstiver	(313) 352-2800
Atlanta	Lesley Norman	(404) 261-2227
Dallas	Bob Brooks	(214) 556-1178
Los Angeles	Debra Stephens	(213) 460-3000
San Francisco	Rocky Cosgrove	(415) 982-7000

CBS RADIO SPOT SALES

51 West 52nd Street
New York, NY 10019
(212) 975-4575

EXECUTIVES:

Edward Kiernan, VP/GM
Junior Winokur, Sales Mgr.
Don Macfarlane, Dir. of Mkt.
Terry Drucker, Dir. Research
Judith A. Harper, Dir. Promotion

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Philadelphia	Raif D'Amico	(215) 581-5990
Atlanta	Alan Caplan	(404) 233-8281
Detroit	Don Jumisco	(313) 352-2800
Chicago	Bob Houghton	(312) 951-3357
St. Louis	Dave Brennan	(314) 444-3221
Dallas	Gordon McCaw	(214) 556-1145
San Francisco	Tom Cosgrove	(415) 765-4006
Los Angeles	Richard Allen	(213) 460-3701

CHRISTAL RADIO SALES COMPANY, INC.

919 Third Avenue
New York, NY 10022
(212) 688-4414

EXECUTIVES:

Robert J. Duffy Pres./CEO
Charlie Colombo, Exec. VP, Chief Operating Officer
John M. Fouts, Exec. VP/Station Develop.
John Comenos, Senior VP East Coast Mgr.
David K. Winston, Senior VP Mid West Mgr.
Paddy Ramsay, Senior VP West Coast Mgr.
Marty Damin, Senior VP Network GM
Bella G. Werner, Senior VP/Research

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Thomas E. Dolliff	(404) 237-5236
Chicago	Craig Wilbraham	(312) 236-6357
Dallas	Easy Ezell	(214) 386-5300
Detroit	Joe Archer	(313) 649-3230
Los Angeles	Bob Gad	(213) 388-1271
Philadelphia	Barry Drake	(215) 564-4561
St. Louis	Betty Morgan	(314) 726-6340
San Francisco	Gail Harrison	(415) 921-8542

CONCERT MUSIC BROADCAST SALES, INC.

50 East 42nd Street
New York, NY 10017
(212) 867-9750

EXECUTIVES:

Peter J. Cleary, Pres.
Peter Besheer, VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Laurence Levis	(312) 565-5063

NO REVOLVING DOOR

Few things frustrate station management as much as turnover of people at their rep firm. Not just because it takes time to train someone new, but also because an inexperienced salesperson invariably results in missed opportunities.

At Masla Radio our sales staff has been with us an average of five and a half years. Our sales managers even longer.

How do we hold onto them? We pay them well. They're worth it, too. There's simply no substitute for experience. That's why Masla Radio means more business for major stations in key national and regional markets.



MASLA RADIO

We'll never be too big not to be hungry.

D

THE DEVNEY ORGANIZATION, INC.

141 E. 44th Street
New York, NY 10017
(212) 661-2460

E

EASTMAN RADIO, INC.

One Rockefeller Plaza
New York, NY 10020
(212) 581-0800

EXECUTIVES:

Francis L. Boyle, Jr., Chmn.
William K. Burton, Pres.
Jerry Schubert, Sr., VP/National Sales Mgr.
Jay Keay, VP/Business Development/Client Service
Tom Gatti, VP/Sales Mgr.
Alan Tobkes, VP/Marketing Services
Tom Gatti, VP Sales Mgr.
Alan Tobkes, VP/Marketing Services
Mayo P. Smith, VP/Treas.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Dick Walker	(404) 892-2484
Boston	S. Peter Kadetsky	(617) 482-0440
Chicago	Dave Recher, Sr.	(312) 644-0670
Dallas	Gary Andon	(214) 691-7984
Detroit	Dave Gneiser	(313) 873-2090
Los Angeles	Carl Butrum	(213) 464-6104
Minneapolis	Kevin T. Smith	(612) 854-8980
New York	Jerry Schubert	(212) 586-1905
Philadelphia	Jim Harder	(215) 735-0102
St. Louis	Dave MacAllister	(314) 241-7040
Seattle	R. Bruce Pollock	(206) 285-1217
San Francisco	Steve Block	(415) 956-3994

G

GILLIS BROADCASTING REPRESENTATIVES

8693 Wilshire Boulevard, Suite 208
Beverly Hills, CA 90211
(213) 657-2061

EXECUTIVE:

Jim Gillis, Pres.

H

HILLIER, NEWMARK & WECHSLER

360 N. Michigan Avenue
Suite 1001
Chicago, IL 60601
(312) 372-9600

EXECUTIVES:

Charles M. Hillier, Exec. VP/Central Div. Mgr.
Philip B. Newmark, Exec. VP/Eastern Div. Mgr.
Ira Wechsler, Exec. VP/Western Div. Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Charles M. Hillier	(312) 372-9600
New York	Philip B. Newmark	(212) 370-9303
Los Angeles	Ira Wechsler	(213) 270-3183
Philadelphia	Jane Engel	(215) 735-5843
Dallas	Mark Stacey	(214) 698-9961

BERNARD HOWARD & COMPANY, INC.

800 Third Avenue
New York, NY 10022
(212) 421-4900

EXECUTIVES:

Bernard Howard, Pres.
Robert Weiss, Senior VP
William Froelich, VP
Elaine Pappas, Dir. of Research

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	William Froelich	(212) 421-4900
Chicago	Leonard Sable	(312) 467-1350
Atlanta	Georgann Lavelle	(404) 335-9700
Detroit	Thomas Tiernan	(313) 336-3444
Los Angeles	Dennis Powell	(213) 938-0118
San Francisco	Rick Holmberg	(415) 981-3676
Dallas	Rocky Crawford	(214) 522-3762
St. Louis	Nancy Dundas	(314) 454-0288

K

KATZ COMMUNICATIONS, INC.

1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5520

EXECUTIVES:

Ken J. Swetz, Pres.
Bill Fortenbaugh, VP Stations, Atlantic Div.
Tom Masone, VP Stations, Pacific Div.
John Roberts, VP Stations, Central Div., Chicago Office
Jerry Cregan, VP, National Sales
Dick Romanick, VP, National Sales
Sandy Gasman, VP, Mgr. Katz Radio Network
Carol Mayberry, VP, Director of Radio Research
David Halberstam, Mgr., Katz Radio Sports Division
Glenn Kummerow, VP, Director Agricultural Services, Chicago Office

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bill Aaron, VP/Mgr.	(404) 892-3811
Boston	Ed Gottmann, VP Mgr.	(617) 426-7290
Chicago	Bob McArthur, VP Mgr.	(312) 836-0500
Dallas	Bill Keys, VP Mgr.	(214) 526-7300
Detroit	Stu Olds, Mgr.	(313) 649-4333
Houston	Bob Hoffman, Mgr.	(713) 961-5994
Los Angeles	Jerry Stehney, Mgr.	(213) 852-8700
Minneapolis	Bob McCurdy, Mgr.	(612) 854-2106
Philadelphia	Jack Marino, VP Mgr.	(215) 567-7950
Portland	Dennis Mahoney, Mgr.	(503) 226-3973
St. Louis	Mike Marshall, Mgr.	(314) 231-1868
San Francisco	Pat Hodges, VP Mgr.	(415) 362-7534
Seattle	Earl Reilly, Mgr.	(206) 682-8131

L

R.A. LAZAR & COMPANY

1 East Wacker Drive
Chicago, IL 60601
(312) 329-9500

EXECUTIVE:

Robert A. Lazar, Pres.

LOTUS REPS

50 East 42nd Street
New York, NY 10017
(212) 697-7601

EXECUTIVES:

Richard Kraushaar, Pres.
George Sternberg, VP/Dir. of Station Relations
Gary Isaacs, VP/Eastern Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Los Angeles	Lee Langer, VP/Mgr.	(213) 466-8119
San Francisco	George Bradley, VP Mgr.	(415) 563-3252
Dallas	Robert Albright, Mgr.	(214) 960-1707
Chicago	Don Marion, Mgr.	(312) 346-8442
Atlanta	Jack Bolton, Mgr.	(404) 237-1577



MAJOR MARKET RADIO, INC.

415 Madison Avenue
New York, NY 10017
(212) 355-1700

EXECUTIVES:

Warner Rush, Pres.
Rich White, Exec. VP/Gen'l. Sales Mgr.
Tom McKinley, Sr. VP/Eastern Regional Mgr.
Tony Miraglia, VP, Network
Roy Lindau, Sr. VP, Marketing

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Detroit	Jim Hagar	(313) 358-2060
Chicago	Mike B. Disney	(312) 321-9850
Los Angeles	Barry Gorfine	(213) 857-1101
Philadelphia	Cathi Foster	(215) 567-3600
San Francisco	Austin Walsh, VP, West Coast	(415) 922-9600
Dallas	Elaine Jenkins, Mgr.	(214) 760-7417
Boston	Scott Knight	(617) 266-1300
Atlanta	Mike G. Disney	(404) 892-7525
Seattle	Jack Davies	(206) 283-2916
Portland	Ron Hilbury	(503) 227-2763
New York	Dave Kaufman, VP/Mgr.	(212) 355-1700

MARKET 4 RADIO

25 W. 43rd Street
New York, NY 10036
(212) 354-8244

JACK MASLA & COMPANY, INC.

41 East 42nd Street
New York, NY 10017
(212) 490-3760

EXECUTIVES:

Jack Masla, Pres.
Stan Feinblatt, VP/Eastern Sales Mgr.
Charles McCreery, VP
Laura Colquhoun, VP/Adm.
David Adams, VP Western Regional Mgr.
Arnold Taylor, VP/Midwest Mgr.
Johnnie Pegues, VP/Sunbelt Region
Rhona Waxenberg, Nat'l Sales Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Arnold Taylor	(312) 670-3570
Los Angeles	David Adams	(213) 462-7351
Detroit	Bud Pearse John Kozel, Jr.	(313) 354-0691
San Francisco	Julie Judge	(415) 986-5372
Dallas	Johnnie Pegues	(214) 637-2052
Atlanta	Jan Sibert	(404) 355-4353
St. Louis	Bruce Schneider	(314) 231-5143

McGAVREN GUILD RADIO

154 E. 46th Street
New York, NY 10017
(212) 599-6500

EXECUTIVES:

Ralph Guild, Pres., NY
Ellen Hulleberg, EVP/Marketing & Commun., NY
Dick Sharpe, EVP/Eastern Div., NY
Vince Bellino, EVP/Finance, NY
Tony Durpetti, EVP/Central Div.
Tony Maisano, EVP/Southern Div.
Les Goldberg, EVP/Western Div.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Dick Sharpe	(212) 599-6500
	George Pine	
	Peter Doyle	
	Eddie Leeds	
	Marc Gross	
	Erica Farber	
Philadelphia	Pamela Little	(215) 732-3380
Boston	Tom Poulos	(617) 266-0666

Atlanta	Tony Maisano	(404) 953-1111
Dallas	Shane Fox	(214) 528-5471
Houston	Mike Blackman	(713) 960-9790
Chicago	Tony Durpetti	(312) 644-7150
	John Bitting	
Detroit	Greg Cambell	(313) 649-6200
St. Louis	Gary Ahrens	(314) 231-0000
Minneapolis	Fran Sharp	(612) 333-8717
Los Angeles	Les Goldberg	(213) 658-7072
	Jeff Dashev	
Portland	Sally Livengood	(503) 223-1700
San Francisco	Dennis Dalton	(415) 986-4112
Seattle	Denton Holmes	(206) 223-1183

MIDSOUTH SPOT SALES

Box 17766
Memphis, TN 38117
(901) 761-0920



NATIONAL TIME SALES

9 East 41st Street
New York, NY 10017
(212) 661-6550

NEW ENGLAND SPOT SALES

100 Boylston Street
Boston, MA 02116
(617) 482-4370



PATES WALTON RADIO-USA

1466 Broadway, 6th flr.
New York, NY 10036
(212) 719-3838

PRO RADIO

9 East 38th Street
New York, NY 10016
(212) 684-1610

PW RADIO REPRESENTATIVES, INC.

15 West 44th Street
New York, NY 10036
(212) 354-8474

EXECUTIVE:

Al Peterson, President/Owner



RADIO ADVERTISING REPRESENTATIVES, INC.

90 Park Avenue, 15th Floor
New York, NY 10016
(212) 883-6154

EXECUTIVES:

Robert E. Richer, VP/GM
Claire Horn, Dir. of Research
Jan Kramer, Promo. Manager
Jeff Giannini, Controller
Ted Jordan, General Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Joe Armao	(212) 883-6163
Chicago	Judy Hill	(312) 454-6990

Detroit	Jim McQuaide	(313) 968-2030
Atlanta	Bob Jones	(404) 885-5880
San Francisco	Ed Gardner	(415) 765-8788
Los Angeles	Terry Saidel	(213) 469-2923
Dallas Ft. Worth	Fred Standridge	(214) 651-7871

RADIO SPOT SALES, INC.

141 E. 44th Street
New York, NY 10017
(212) 661-2463

EXECUTIVES:

Anthony R. Patti, Pres.
Andrew F. Patti, Nat'l Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Howard Weiss	(312) 263-3340
Los Angeles	Hugh Wallace	(213) 462-6558
Dallas	Jud Jackson	(214) 248-4500

RADIO TIME SALES/INTERNATIONAL

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984

EXECUTIVE:

Sam Posner, President

REGIONAL REPS CORP.

7 Park Circle
N. Redington Beach, FL 33707
P.O. Box 8025
Madeira Beach, FL 33738
(813) 397-1456

EXECUTIVES:

Leonard F. Auerbach, Pres.
Madge G. Auerbach, Exec. VP
Don O. Hays, Sr. VP
Stuart J. Sharpe, Regional Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Southern Ohio Div.	Don O. Hays	(513) 651-1511
Indiana Div.		
Kentucky Div.		
Northern Ohio Div.	Stuart J. Sharpe	(216) 781-0035
Pennsylvania Div.		

RKO RADIO SALES

1440 Broadway
New York, NY 10018
(212) 764-6800

EXECUTIVES:

William J. Hogan, Pres.
Jerry Kelly, VP/Dir. of Sales
Harry J. Durando, VP/Dir. of Station Relations
Vincent J. Turco, NY Sales Mgr.
Patricia Winn, Network Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	LinaJean Trospen	(404) 881-0095
Chicago	Linda Packer-Spitz	(312) 836-8300
Dallas	James D. Allen	(214) 239-6521
Detroit	W.F. (Terry) Grimme	(313) 643-7655
Los Angeles	James Bell	(213) 934-6531
San Francisco	Sonny Mitchell	(415) 398-6326

THE ROBERT'S ASSOCIATES

1 E. Wacker Drive
Chicago, IL 60601
(312) 329-9501

ROSLIN RADIO SALES INC.

509 Madison Avenue
New York, NY 10022
(212) 486-0720



SAVALLI & SCHUTZ, INC.

515 Madison Avenue
New York, NY 10022
(212) 688-2380

SELCOM, INC.

521 Fifth Avenue, Suite 810
New York, NY 10017
(212) 490-6620

EXECUTIVES:

Louis Faust, Pres.
Bill McHale, Exec. VP
Andy Rainey, (Ms.), Dir. of Research
Linda LaPlant, Network Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	John Wilson, VP/Mgr.	(404) 266-9958
Chicago	Donn Winther, VP Mgr.	(312) 951-8250
Dallas	Barbara Crooks, VP Mgr.	(214) 522-3970
Detroit	Jim Forrer, VP Mgr.	(313) 355-0840
Los Angeles	Bill Smither, Sr. VP Mgr.	(213) 935-0500
	West Coast Ops.	
San Francisco	Lynn Picadio, VP Mgr.	(415) 781-3990
New York	Jim Schneider, VP Mgr.	(212) 490-6620
St. Louis	Bob Piernan, VP Mgr.	(314) 621-1417

SOUTHERN SPOT SALES, INC.

P.O. Box 18006
Raleigh, NC 27619
(919) 782-0896

S/R REPS, INC.

158 Thomas Street
Suite 37
Seattle, WA 98109
(206) 285-4293

SYNDIREP

547 W. Jackson Boulevard
Suite 1101
Chicago, IL 60606

EXECUTIVES:

Jim Seemiller, President
Bob Coppinger, Exec. VP
Tim Warner, VP Sales
Rick Donovan, VP/Affiliates

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Warner	(312) 461-9562
New York	Coppinger	(212) 935-0010
Los Angeles	Donavan	(213) 989-3400



THE TACHER COMPANY, INC.

200 1st Avenue West #302
Seattle, WA 98119
(206) 285-1913

THE GABBY GOURMET

INNOVATION 17

Hosted by Fred Wix

Radio's consummate gourmet with a delightful, bright, conversational and very VISUAL recipe program! Gabby is radio at its best. 7½ minutes per day.

Fred Ross KPQ

"Gabby is easy to sell! We have a waiting list and only sell annual contracts for Gabby! Very successful!"

Bunk Robinson KLUB

"We sold sponsorship for Gabby Gourmet within a week! Excellent retail sales tool!"

FREE 4 WEEK TRIAL RUN, call
Jackson Dell Weaver
801-322-1222

THE ROYAL GROUP

The Crane Building, Suite 5001 • 307 West 200 South • Salt Lake City, Utah 84101

TARGET BROADCAST SALES

10 St. Marys Street Suite 305
Toronto, ON, Canada M4Y 1P9
(416) 923-1239

EXECUTIVES:

R.A. Sienko, Pres.
G. Hellman, VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Target Broadcast Sales	Irene Guiliano	(514) 842-8521

Radio Unie Quebec
1500 Stanley Street
Ste. 316
Montreal, Que
H3A 1R3

Target Broadcast West	Maury Bay	(204) 837-4374
-----------------------	-----------	----------------

2631 Portage Avenue
Winnipeg, Man
R3J 0P7

TN SPOT SALES

P.O. Box 12900
Raleigh, NC 27606
(919) 821-8530

TORBET RADIO

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 355-7705

EXECUTIVES:

Alan Torbet, Chmn.
Peter Moore, Pres.
Michael Bellantoni, Exec. VP
Stephen Marriott, Sr. VP/Western Div.
Lou Mahacek, Sr. VP/Southeast Div.
Mariann DeLuca, VP/Research
William Kehlbeck, Network Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Tony Fasolino/Alan Harrison	(212) 355-7705
Philadelphia	Jerry Gubin	(215) 732-9532
Boston	Dick Luetters	(617) 426-3374
Chicago	Bob Lurito	(312) 222-1430
Minneapolis	Craig Rosenthal	(612) 854-1373
Detroit	Betty Pazdernik	(313) 362-1405
St. Louis	Sam Hall	(314) 241-8130
Atlanta	Lou Mahacek	(404) 325-4500
Dallas	Carol Cagle	(214) 980-1680
Lubbock	Loyd Senn	(806) 792-2000
Los Angeles	Stu Goldberg	(213) 653-2271
San Francisco	Lorraine Thompson	(415) 956-7778
Denver	Paul Becker	(303) 321-2354
Salt Lake City	Bob Baila	(801) 521-2177
Seattle	Earle Baker	(206) 282-3400
Portland	Darrell Rutter	(503) 228-7287



UNIREP BROADCASTING COMPANY

527 Madison Avenue, Suite 1125
New York, NY 10022
(212) 752-9410



WGN CONTINENTAL SALES CO.

2501 Bradley Place
Chicago, IL 60618
(312) 528-2311

“WE DIDN'T HAVE TO GO ALL THE WAY TO HAWAII TO FIND A SATISFIED SPONSOR, BUT..”



Mike Nobriga and the crew at MAUI SODA WORKS, Wailuku, Maui, Hawaii.

We didn't have to go all the way to Hawaii to find a satisfied sponsor, but any excuse to go to Hawaii is a good one.

After nine years of hearing about satisfied stations and sponsors of AMERICAN COUNTRY COUNTDOWN, we figured we deserved a personal visit.

We learned that, besides the beautiful countryside, Mike Nobriga and KVIB Sales Manager Kris Engel both love country music. Just like

the 75,000 local residents who tune in to AMERICAN COUNTRY COUNTDOWN with Bob Kingsley every week.

Mike and the product he represents on Maui, Coca Cola, sponsor AMERICAN COUNTRY COUNTDOWN because they believe in its consistency, dependability and solid entertainment value.

AMERICAN COUNTRY COUNTDOWN. It is a listening tradition on Maui. And over 300 other places around the world.

**AMERICAN
COUNTRY
COUNTDOWN**

WITH BOB KINGSLEY

Carrying the tradition forward.



Watermark
ABC RADIO ENTERPRISES

A

AIRFORCE BROADCAST SERVICES, INCORPORATED

216 Carlton Street
Toronto, Ontario, Canada M5A 2L1
(416) 961-2541

EXECUTIVES:

Richard Loth, Pres.
Mort Ross, VP
Claudia Good, Sls. Coordinator

SERVICES:

Custom production of ID packages for radio and television stations. Producer and syndicator of specialized production music services for radio and TV.

PROGRAMMING AVAILABLE FOR SALE:

Prime Cuts. Contemporary production music service designed specifically for Rock, AR and AC formats.

Christmas Production Library. Contemporary collection of original Christmas jingles, music beds and SFX. Covers all retail categories. Pricing varies according to market size.

Free demo tapes available to our readers.

ALFREDO MARKETING & MANAGEMENT CORP.

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

AMERICAN IMAGE PRODUCTIONS, INCORPORATED

Box 23355
Nashville, TN 37202
(800) 251-2058 Toll Free or
(615) 329-1988

TOBY ARNOLD & ASSOCIATES, INCORPORATED

Two Summers Square
4255 LBJ-Suite 156
Dallas, TX 75234
(214) 661-8201

EXECUTIVES:

Toby Arnold, Pres.
Jim Kerr, Sales Mgr.
Dolly Arnold, VP
Dick Starr, Exec. Producer
Chris Clausen, Dir. of Programming

SERVICES:

Full Service production and programming, and syndication for radio and TV. Products include formats, specials, jingles, production libraries.

PROGRAMMING AVAILABLE FOR SALE:

Unforgettable Format BB/Nostalgia. Starting price: \$650 month. For automated and live assist radio.

The Production Bank Library. Music, sound effects and jingles for Radio and TV commercial production. Starting price \$125 month.

Project Sinatra- 12 hour Radio Special. Starting price: \$450 month

Rolling Stone 20th Anniversary Radio Special - month long Rockumentary. Starting price: \$450.

The Life & Music of Bob Wills. 12 hour tribute to country music legend. Starting price: \$500.

Country Superstars - Open-end interviews with the top stars in country music. 260 episodes. \$100 month.

Opus 82 Special of the Year - 9 hour

Countdown of 1982's top 100 songs. Over 50 artist interviews. Starting price: \$500

ID Jingles - Station identification. Jingles for all formats. Custom and syndicated packages available: \$150 per cut.

The Production Master - Full service library. Over 275 subscribers. \$100/month.

THE ATLANTA AIR SYNDICATE, LTD.

P.O. Box 12276
Atlanta, GA 30355
(404) 255-7120

AUDIO STIMULATION, INC.

1680 N. Vine Street, Suite 900
Hollywood, CA 90028
(213) 466-5201 Collect

EXECUTIVE:

Lou L. Smith, Pres.

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenally, NJ 07670
(201) 567-8800

EXECUTIVES:

Marlin R. Taylor, Pres.
John E. Patton, VP/GM
David Verdery, Client Services Manager
Jeffrey Mathieu, Dir. Special Projects
George E. Davies, Dir. Sales and Marketing
Walter Powers, Operations Manager

SERVICES:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets.

PROGRAMMING AVAILABLE FOR SALE:

Easy listening via satellite, programmed live in ¼ hour segments. "Daybreak" adult-oriented drive-time programming following the successful KBIG format.

Special holiday programming, available to subscribers.

Literature available to our readers.

BOTIK BROADCAST SERVICES, INCORPORATED

Rt. 6, Box 49B
Austin, TX 78737
(512) 288-0625 Collect

EXECUTIVES:

Bob Botik, Pres.
Terri Botik, VP

SERVICES:

Syndicated adult contemporary formats for computerized and live assist stations.

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary formats starting at \$500/month.

Free demo tape available to our readers.

BROADCAST INTERNATIONAL

4545 Fuller Drive
Suite 330
Irving, TX 75062
(214) 634-0484

EXECUTIVE:

Gerard Ferri, Pres.

BROADCAST PROGRAMMING INTERNATIONAL, INC. (BPI)

P.O. Box 547
Bellingham, WA 98227
(800) 426-9082 or (206) 676-1400

EXECUTIVES:

Kemper Freeman, Jr., Pres.
John Iles, Jr., GM

GERT BUNCHEZ & ASSOC., INC. SYNDICATED PROGRAM PRODUCTION/SALES DIVISION

7730 Carondelet, Suite 130
St. Louis, MO 63105
(314) 862-5250

EXECUTIVE:

Gert Bunchez, Pres.

SERVICES:

We produce, market, syndicate our own product and outside producers products.

PROGRAMMING AVAILABLE FOR SALE:

Gardening Tips. Starting price: \$4.25 per program.

Nabornodd Pharmacy. Starting price: \$4.25 per program.

Mind Your Own Business. Starting price: \$4.25 per program.

Liberated Food Lover. Starting price: \$6.00 per program.

Secrets of Keeping An Old House Young. Starting price: \$6.00 per program.

Free demo tapes available to our readers.

C

ROGER CARROLL ENTERPRISE/ BEST SOUNDS IN TOWN, INC.

2000 Ashbourne Drive, Suite 500
South Pasadena, CA 91030
(213) 682-1090

EXECUTIVES:

Roger Carroll, Pres.
Erick G. Norberg, VP/Production

SERVICES:

Offers full program services; radio & TV productions, syndicated radio programs, create and produce jingles for radio and commercials.

PROGRAMMING AVAILABLE FOR SALE:

National New Years Eve Party. Starting price: barter.

Weekend America. Starting price: barter.

Country. Starting price: barter.

MUSIC USA. Starting price: barter.

Don Drysdale's Dugout. Starting price: barter.





Free demo tapes available to our readers.

CAVOX STEREO PRODUCTIONS

502 South Isis Avenue

We're the One

We're Westwood One, America's largest producer/distributor of nationally sponsored radio programs.

-  **WE'RE THE ONE FOR CONCERTS** with "Live From Gilley's," heard on over 400 country stations; "In Concert," airing on over 250 great rock stations; and "The Budweiser Concert Hour," on over 100 black, urban and R&B stations.
-  **WE'RE THE ONE FOR SPECIALS** like "Off the Record with Mary Turner," "The Rock Years: Portrait of an Era," "Rock & Roll Never Forgets" and "Special Edition."
-  **WE'RE THE ONE FOR WEEKLY FEATURES AND PROGRAMS** like "Dr. Demento," "The Rock Album Countdown," "Star Trak," "Tellin' It Like It Was," "Shootin' the Breeze," "Off the Record," "Coleman Country," "Spaces and Places," "Wheels," "Daybook," "The Competitors," and "The Playboy Advisor."
-  **WE'RE THE ONE FOR GREAT RADIO STATIONS.** Over 2000 stations carry our programs for rock, country, black, urban and A/C formats. Nobody produces more programs for more stations than Westwood One! Not ABC, NBC, CBS, RKO or Mutual. Our programs are among radio's highest rated, delivering the largest possible audience for our stations and our national advertisers. **We're the one . . . for you.**

WESTWOOD ONE

Los Angeles: 9540 Washington Blvd., Culver City, CA 90230 • (213) 204-5000

New York: 575 Madison Ave., Suite 1006, New York City, N.Y. 10022 • (212) 486-0227

America's number one producer/distributor of nationally sponsored radio programs, concerts and specials.

Inglewood, CA 90301
(213) 776-6933 Collect

CENTURY 21 PROGRAMMING, INC.

4340 Bellwood Parkway
Dallas, TX 75234-9990
(800) 527-5959 or (214) 934-2121

CHICAGO PROGRAMMING RESOURCES

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Robb Wexler, Monitors Mgr.
Susan Cornelius, Operations Mgr

SERVICES:

Provide a broad range of services to medium and major market radio programmers, using sophisticated market research techniques and a powerful in-house computer system. Services include:

(1) CPR Competitive Monitors. Full-week analyses of the music programming on successful radio stations across the country. Report includes chronological and alphabetical breakdowns as well as various summary statistics.

(2) "Classic Rock" format. Designed as a superior alternative to either AOR or pop-adult formats for target audience of 20-to-30-year-olds. Based on extensive CPR research, with music preprogrammed weekly by computer for each client.

(3) Audience Preference Analyses. Extensive study of target-audience preferences on an artist-by-artist and title-by-title basis, using telephone interview methodology. Can include perceptual study using attribute-ranking techniques and explore lifestyle issues using mail follow-up.

Other services include customized computer programming, simulation-based format testing, monthly audience-growth analysis, development of in-house music research systems, and focus group recruitment and moderation.

CHICAGO RADIO SYNDICATE

Two East Oak Street, Suite 3010
Chicago, IL 60611
(800) 621-6949 Toll Free
(312) 944-7724

EXECUTIVE:

Sandy Orkin, Pres.

SERVICES:

Short comedy features of Dick Orkin plus a few music programs. Cash and some barter available.

PROGRAMMING AVAILABLE FOR SALE:

Chickenman, Tooth Fairy, Ace News, You Had To Be There, Mini-people, Elvis 6-hour special, Rock 24-hour special.

Free demo tapes available to our readers.

THE CHRISTIAN SCIENCE MONITOR RADIO NEWS SERVICE

One Norway Street
Boston, MA 02115

1-(800) 225-7090 Toll Free

EXECUTIVES:

Dave Dunbar, Editor Producer
Jan Bailey, Assistant Producer

SERVICES:

Weekly tape of 20 newsfeatures on timely subjects including the economy, energy supplies and prices, education, environment, 60-120 second voicers and wraps. Solution-oriented reporting. Market exclusive in exchange for commercials for The Christian Science Monitor.

PROGRAMMING AVAILABLE FOR SALE:

Radio News Service. Starting price: barter (6-10 60s per week)

Free demo tapes available to our readers.

CHURCHILL PRODUCTIONS

1130 E. Missouri, Suite 800
Phoenix, AZ 85014
(602) 264-3331

EXECUTIVES:

Tom Churchill, Pres.
Tom Moran, VP

SERVICES:

Beautiful Music. Target audience: 25-54. Features one of the largest Beautiful Music libraries, including extensive use of custom selections exclusively recorded for our client stations. *Radio Onesm*. The country's first matchflow pop adult format. Target audience: 25-49. Five segments per hour. Current hit songs included in rotation. Can be operated live or automated, or both. Full support includes station visits, technical and promotion recommendations, sales ideas.

PROGRAMMING AVAILABLE FOR SALE:

Starting price by market size.

Free demo tapes available to our readers.

CONCEPT PRODUCTIONS

1224 Coloma Way
Roseville, CA 95678
(916) 782-7754 Collect

EXECUTIVES:

Dick Wagner, Pres.
Mary Wagner, VP
Lee Nye, Manager

SERVICES:

Concept Productions specializes in voice-tracked programming that brings automated radio stations to life. Up to five major market radio personalities produce new shows daily. Custom voice-tracks, produced weekly, localize the formats to each market.

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary. Starting price: \$490.
Adult Rock. Starting price: \$490.
Album Rock. Starting price: \$490.
Country. Starting price: \$490.

OTIS CONNER PRODUCTIONS, INC.

2829 W. Northwest Highway, Suite 940
Dallas, TX 75220
(214) 358-5500

EXECUTIVES:

Otis Conner, Pres.
Larry Conner, Exec. VP

Steve Gustafson, Marketing Dir.
Cailen Joyce, Sales Rep.
Jim Conner, Sales Rep.

SERVICES:

Produces original and syndicated station ID and promotional music packages for radio stations, including Metro media's WIP & WASH, Golden West Broadcaster's KMPC, KEX & WCXI, RKO Radio's WAXY, WFYR, Nationwides WNCI, plus RKO Radio Network, Drake-Chenault and hundreds of other stations throughout the USA, Australia, Mexico and Canada.

PROGRAMMING AVAILABLE FOR SALE:

New ID packages for 1982 include:
Reachin' Out (produced for WNCI, Columbus)
Touching Your Life (produced for KEX, Portland, OR)

Other packages available include:

We Play Your Songs. (WIP)

Let's Make The Music Together. (KMPC)

Close to You. (WASH)

Come Home to WFIL.

The Fire Package. (RKO Radio)

Certified Country. (WCXI, WNDE, and WSUN)

All packages are sold by the Modular Music System.

Free demo tapes available to our readers at
(214) 358-5500



DRAKE-CHENAULT ENTERPRISES, INC.

Program Services Division
P.O. Box 1629

8399 Topanga Canyon Blvd.
Canoga Park, CA 91304
(213) 883-7400
(800) 423-5084 Toll Free

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP
B.J. Anderson, VP, Marketing

SERVICES:

Radio programming; automated, live-assist, consulted radio formats. Special features.

PROGRAMMING AVAILABLE FOR SALE:

Contempo 300 (AC programming). Starting price: \$675.
Great American Country (Country programming). Starting price: \$675.
XT-40 (Top 40 Rock programming). Starting price: \$675.
CMOR (Contemporary MOR programming). Starting price: \$675.
Supersoul (black programming). Starting price: \$675.

Demo tapes available to our readers.

DRAKE-CHENAULT ENTERPRISES, INCORPORATED

Special Features Division
P.O. Box 1629
8399 Topanga Canyon Blvd.
Canoga Park, CA 91304
(213) 883-7400
(800) 423-5084 Toll Free

EXECUTIVES:

James Kefford, Pres.
B.J. Anderson, Dir. of Marketing

IF YOU ARE COMPARING COUNTRY FORMATS, WOULD YOU RATHER SEE A RATINGS STORY FROM:

COLUMN A

LOS ANGELES

DALLAS

HOUSTON

ATLANTA

ST. LOUIS

OR

OR

OR

OR

OR

COLUMN B

LIVE OAK?

DOTHAN?

HENDERSONVILLE?

ATMORE?

SHEFFIELD?

If you chose Column A, you picked the Burns/Somerset CONTINUOUS COUNTRY format. If you chose Column B, you picked Drake-Chenault's Great American Country.

The reason so many smart broadcasters are choosing CONTINUOUS COUNTRY is simple. The format delivers strong ratings and saleable demographics without expensive personalities or costly on-air promotions.

Call Jim West, Al Mangum or Bob Harris today at (214) 243-7800 for the full facts on CONTINUOUS COUNTRY.

FairWest

3341 TOWERWOOD DRIVE ♦ SUITE 204
DALLAS, TEXAS 75234 ♦ (214) 243-7800

SERVICES:

Special Features programming including total merchandising, sales and promotion consultation.

PROGRAMMING AVAILABLE FOR SALE:

The History of Rock & Roll, 52 hours. Starting price: \$1000.
The History of Country.
The Golden Years, 16 hours. Starting price: \$765.
The Number One Radio Show, 25 hours. Starting price: \$960.
Golden Years of Country, 25 hours. Starting price: \$690.
Elvis; a 3-Hour Special. Starting price: \$200.
The Top 100 of the 70's, 12 hours. Starting price: \$480.
Christmas At Our House, 12 hours. Starting price: \$568.
Country Christmas, 12 hours. Starting price: \$360.

DRAKE-CHENault ENTERPRISES INCORPORATED

Specialized Consultation
 P.O. Box 1629
 8399 Topanga Canyon Blvd.
 (213) 883-7400
 (800) 423-5084 Toll Free

EXECUTIVES:

James Kefford, Pres.
 Denny Adkins, Senior VP

SERVICES:

Custom consultation for AM stations plus music formats in Oldies, Top 40, Adult Contemporary and Country. Starting price: \$1,000/month.

E

EAGLE SYNDICATION, INC.

3616 Shore Road
 Ft. Collins, CO 80524
 (303) 484-4736

EXECUTIVES:

Paul Meacham, Pres.
 Anya Meacham, VP
 Jon Gibson, Dir. of Marketing
 Sherry West, Special Promotions Dir.

SERVICES:

Sales & Programming Promotions, Commercial Libraries, Station Jingles, Sales Seminars and Training Programs, General Consulting.

PROGRAMMING AVAILABLE FOR SALE:

Music Game. A contest.
More Than Music. Commercial library.
Epicurean Bazaar. Consumer show.
Are You Listening? Direct Mail piece.
Star Bank. Morning personality team.

Free demo tapes available to our readers.

F

FAIRWEST

3341 Towerwood Dr., No. 204
 Dallas, TX 75234
 (214) 243-7800 Collect

EXECUTIVES:

Jim West, VP/GM
 Al Mangum, Programming Prod. Sales

Bob Harris, Programming Prod. Sales
 Claudia Obar, Admin. Asst.

SERVICES:

A full service production company. Full range of station materials for I.D. and commercial services; both custom and syndicated. A commercial library service called "The Best Sellers". Other services include representing Jim Loupas & Assoc., audio processing consultants. Two state-of-the-art 24-track recording public studios.

PROGRAMMING AVAILABLE FOR SALE:

Al Ham's Music of Your Life. Starting price: \$650.
FairWest Program 1. (KVIL/WIBC Format)
Burns/Somerset Country Format.

Free demo tapes available to our readers.

FAR WEST COMMUNICATIONS

1680 Vine Street, Suite 900
 Los Angeles, CA 90028
 (213) 466-5201 Collect

EXECUTIVES:

Paul Ward, Pres.
 Otis Merry, Sales Mgr.

SERVICES:

Producer of *GOLD PLUS*, programming/consulting concept targeting towards 25-44 adult listener. Oldies oriented hit music. Live-assist or full automation. Clients include WFBC/Greenville, WGNG Providence, WKRZ Wilkes-barre.

PROGRAMMING AVAILABLE FOR SALE:

GOLD PLUS. Starting price: \$500/month.

Free demo tapes available to our readers.

FIRSTCOM BROADCAST SERVICES, INCORPORATED

13747 Montfort Drive, Suite 220
 Dallas, TX 75240
 (214) 934-2222 Collect

EXECUTIVES:

Jim Long, Chairman
 Jerry Atchley, Pres.
 Donald J. All, VP/GM
 Ken Justiss, VP/Production
 Mike Baer, VP/GSM
 May Mosley, Marketing Director

SERVICES:

(1) The Creative Department. (2) The World's Best. (3) Sales Promotions. (4) Audience Promotions. (5) Custom Advertising. (6) Sales Performance System.
The World's Best, A commercial production library; a collection of National Caliber advertising songs and a production library designed to satisfy the needs of the most vigorous production department.

Demo tapes available to our readers.

THE FM 100 PLAN

Suite 700
 800 E. Northwest Highway
 Palatine, IL 60067-6537
 (312) 934-6100 Collect

THE FROM STUDIO B COMPANY

1717 N. Highland Avenue, Suite 620
 Hollywood, CA 90028
 (800) 421-4498

EXECUTIVE:

Merrill Barr, Managing Partner

G

FRED HALL'S GREAT TIMES

P.O. Box 711
 Ojai, CA 93023
 (805) 646-2333

KEVIN GAVIN PRODUCTIONS, INC.

420 Lexington Avenue, Room 1956
 New York, NY 10017
 (212) 751-6020 Collect

H

HEIL ENTERPRISES

P.O. Box 1372
 Lancaster, PA 17603
 (717) 299-5899 Collect

EXECUTIVES:

Paul S. Heil, Exec. Producer
 Charles E. Morris, Marketing Dir.

PROGRAMMING AVAILABLE FOR SALE:

The Gospel Greats. Weekly two hour program featuring today's most popular Gospel music, interviews with the top recording artists and exclusive updates of the latest Gospel music news. 12 minutes of local available per hour. Program for radio. Reel-to-reel tape duplication and distribution. Starting price based on station's rate card.
Pennsylvania Newsmakers. Weekly. 25 minutes, news public affairs program dealing with Pennsylvania issues. (For PA stations only) Price: Barter basis.

Free demo tapes available to our readers.

HELLER CORP. SYNDICATION DIV.

10506 Riverside Drive
 N. Hollywood, CA 91602
 (213) 766-4321

EXECUTIVES:

Hugh Heller, Pres./Producer
 Robert Pease, Sales Promotion
 Jean Heller, Creative Dir.
 Kathryn Heller, Prod. Coordinator

SERVICES:

Radios Greatest Hits Come Hellerhighwater. Syndicated image campaigns based on both new materials and the best of 17 years of custom award-winning identity programs. Successful attention-getting "unique factors" from such stations as WIBC, Indianapolis; KVIL, Dallas; WMAL, Washington, DC; 96 other top stations of all formats.

PROGRAMMING AVAILABLE FOR SALE:

Lease plans start as low as \$1000 per month. Complete multimedia graphics and TV campaigns available at competitive additional costs.

I

INNER-VIEW, INC.

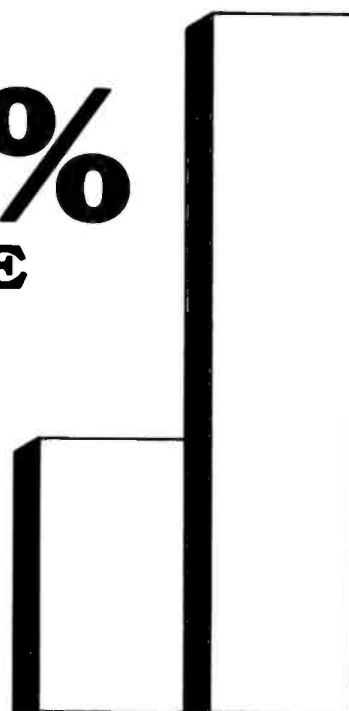
8913 W. Olympic Blvd., #201

THE GREATEST SUCCESS STORY IN AMERICAN RADIO CONTINUES...

AVERAGE GROWTH OF 92 "MUSIC OF YOUR LIFE"
STATIONS SURVEYED IN THE SPRING '82 ARBITRON

152.1%

INCREASE



1.69

4.26

*Arbitron Share
before adopting
"Music Of Your Life"*

*Arbitron Share
Spring '82 after adopting
"Music Of Your Life"*

Source: Monday-Sunday 6am-12mid/T.P. 12 - Metro Shares.

**BECOME PART OF THE
"MOYL" PHENOMENON!**

CALL:

AL HAM—(203) 929-6395 or

JIM WEST—(214) 243-2434

AL HAM'S

THE "MUSIC OF YOUR LIFE"

TM

Beverly Hills, CA 90211
(213) 652-8710



JAM CREATIVE PRODUCTIONS, INCORPORATED

4631 Insurance Lane
Dallas, TX 75205
(214) 526-7080

EXECUTIVES:

Jonathan Wolfert, Pres.
Mary Lyn Wolfert, VP
Fred Hardy, Sales
Randy Bell, Sales
Dan Plouffe, Sales

SERVICES:

JAM specializes in creating jingle and image packages for stations of all formats. We also have a commercial production library, *The Answer*, which contains commercial jingles, production music and sound effects.

PROGRAMMING AVAILABLE FOR SALE:

Dozens of different jingle series. Starting price: Varies by market and package.
The Answer production library. Starting price: Varies by market.
Drive Module TV spot for radio. Starting price: Varies by market.
Custom production services.

Free demo tapes available to our readers.

JAMESON BROADCAST, INC.

3919 Sunbury Road
Columbus, OH 43219
(614) 476-4424

EXECUTIVES:

Jamie G. Jameson, Pres.
Trulee C. Burns, VP/Creative
Suzanne G. Larimer, Production Mgr.

SERVICES:

Producer/syndicator/distributor of nationally sponsored feature programming.

PROGRAMMING AVAILABLE FOR SALE:

The Mother Earth News: "How to" information from the pages of the magazine. 3:00 Barter.
Energy Watch: National Energy News Service. 3:00 Barter.
New Age Radio: Ed and Irene Martin with information and conversation on growing older in America. 3:00 Barter.
Inside Family Circle: Helpful ideas from the pages of Family Circle magazine. 2:00 Barter.



KALAMUSIC

600 Industrial State Bank Bldg.
Kalamazoo, MI 49007
(616) 385-5110 Collect

KING COMMUNICATIONS

869 Worcester Road
Wellesley, MA 02181
(617) 237-3650

EXECUTIVES:

John T. King, II, Pres.
Walter K. Gilbride

SERVICES:

ACCU-WEATHER, America's leading private weather forecasting service. Serving the broadcast industry daily with customized forecasts.

Forecasts available: Live Question and Answer, Scripted Discussion and Forecast, Forecast Only, Overnight, Recreational, Marine, Agricultural, Trucking, Aviation, etc.



LEE COMMUNICATIONS, INC.

500 Michigan Avenue
Chicago, IL 60611
(312) 670-4300

EXECUTIVES:

Garry Lee, Pres.
Cooke Bausman, III, Exec. VP
Dan Fields, Ops. Director

SERVICES:

It is informational and recreational programming. This includes:
Trafficradio. Specializing in telecommunications service. Price structure on request.

LIVE SOUND, INC.

1741 North Ivar, Suite 118
Hollywood, CA 90028
(213) 462-3351

EXECUTIVES:

Agnes F. Peterson, Pres.
Ireta Litton, Music Director
Ken Rayzor, Operations Manager

SERVICES:

Producer and distributor of complete programming for automated and live assist radio stations.

PROGRAMMING AVAILABLE FOR SALE:

Big Country (daily voice tracked) Starting at \$650
Country Beautiful (unannounced) Starting at \$350.

Free demo tapes available to our readers.



MANHEIM ADVERTISING, INC.

23200 Chagrin Blvd.
Cleveland, OH 44122
(216) 464-1184

EXECUTIVE:

Ed Manheim, Pres.

SERVICES:

Full service advertising agency for radio and television stations. Producer and distributor of Mancini television spot for Beautiful Music stations.

Free demo tapes available to our readers.

MASTER BROADCAST SERVICES, INCORPORATED

6 E. Trenton Avenue
Morrisville, PA 19067
(215) 736-0211

EXECUTIVES:

Jason M. Taylor, Pres.

Jean Anne White, Admn. Asst.

SERVICES:

Current product is a fresh adult easy format done in "Matched-Flow" segments. Base Library is 250 reels including Christmas and other holiday music. Format includes original, contemporary vocal material.

PROGRAMMING AVAILABLE FOR SALE:

Matched-Flow Beautiful Music. Starting price: by market size.

Free demo tape available to our readers.

MEDIA SERVICE CONCEPTS, INC.

1713 N. North Park Avenue
Chicago, IL 60614
(312) 951-2680

CHARLES MICHELSON, INC.

127 West 26th Street
New York, NY 10001
(212) 243-2702

9350 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 278-4546

EXECUTIVES:

Charles Michelson
Robert Michelson
Susan Scharf

SERVICES:

Radio Syndication

PROGRAMMING AVAILABLE FOR SALE:

The Shadow \$15 - \$75
The Lone Ranger \$15 - \$75
Gunsmoke \$15 - \$75
The Green Hornet \$15 - \$75
Dragnet \$15 - \$75
Gangbusters \$15 - \$75
Suspense \$15 - \$75
Have Gun. Will Travel \$15 - \$75
Sherlock Holmes \$15 - \$75

Free demo tapes available to our readers.

ROBERT MICHELSON, INC.

127 West 26th Street
New York, NY 10001
(212) 243-2702

EXECUTIVES:

Robert Michelson, Pres.
Susan Scharf, VP

SERVICES:

Radio Syndication

PROGRAMMING AVAILABLE FOR SALE:

Rock Calendar Barter
The National Lampoon Radio Hour \$15 - \$75

Free demo tapes available to our readers.

THE MONEY MACHINE/AUDIO SELLERS

Box 23355
Nashville, TN 37202
(800) 251-2058 or (615) 329-1988



NATIONAL AWARD WINNING

**OVER 100
MARKETS!**
first year!

"It's A Real Winner!" KKAL	"We appreciate all the help." KGGF
"Happy to talk to anyone considering GAC." KYNN	"Continued high quality of P & N." KWYR
"12 local sponsors ... contest going very well." KOJO	"A real pleasure to be involved." KBCR

THE GREAT AMERICAN COWBOY® and Bob Tallman puts your listeners in the chute with the greatest cowboys in America ... their country life-style and going down the road in the roughest, toughest sport in America ... rodeo.

Interviews feature champion cowboys, country personalities and entertainers.

Nobody else can do that ... nobody but Bob Tallman, THE GREAT AMERICAN COWBOY® and the Professional Rodeo Network.

**MAKE YOUR NEXT
PHONE CALL
MAKE YOU MONEY!**

Includes INSIDE Local Position
3 MINUTES - BARTER - EXCLUSIVITY

CONTACT:
GRAHAM MARDEN
VP/Director Network Affiliates
Professional Rodeo Network, Inc.
P.O. Box 1-B, Eugene, Oregon 97440
(503) 687-2068

MULTI-MEDIA COMMUNICATIONS, INCORPORATED

547 W. Jackson, Suite 1101
Chicago, IL 60606
(800) 621-3233 (312) 461-9562

EXECUTIVES:

Will Tieman, Exec. Producer
Jim Seemiller, Dir. of Operations
Anne O'Malley, Director/Station Clearance

SERVICES:

Produce radio features, both vignettes and program length specials. Multi-Media specializes in customized features for national and regional advertisers.

PROGRAMMING AVAILABLE FOR SALE:

Rock Insight, 5 minutes daily. Starting price: Based on market size.
History of Black Rock and Roll, 5 minutes daily. Starting price: Based on market size.
World of Sports, 5 minutes daily. Starting price: Based on market size.
30 Days in May, (INDY 500 Profiles), (90 seconds). Starting price: Based on market size.
Women's Way, 2 minutes. Starting price: Based on market size.
College Football Today, 2 minutes. Starting price: Based on market size.

Free demo tapes available to our readers.

THE MUSIC DIRECTOR

Box 103
Indian Orchard, MA 01151
(413) 783-4626

EXECUTIVES:

Budd Clain, GM
Bill Sterling, Production Dir.

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary Music Supply Service. One 1800 foot reel of new A/C singles each week, plus our A/C Playlist. Service is designed for secondary market stations. Cost: \$21.00 per week.
Adult Contemporary Playlist. Four page playlist of A C singles and LPs. Cost: \$3.25 to \$3.75 per week.
Basic Gold Oldies Library. The complete library features over 1100 oldies on 83 reels from the 50's, 60's, 70's and 80's.
Christmas Programming Package. Christmas series now contains 152 hits and traditional Christmas music. Cost: \$230.00.
Damn Good Programmers. Records that although they were not necessarily big chart hits, sound great on radio. Cost: \$360.00.

AL HAM'S "MUSIC OF YOUR LIFE"

Research Center
90 Soundview Avenue
Huntington, CT 06484
(203) 929-6395

EXECUTIVES:

Al Ham, Pres.
Jim West, National Sales Dir. (214) 243-2434

SERVICES:

Syndication and consulting services re: the "Music Of Your Life." "Live" and "automated" formats available.
The "Music Of Your Life" is a format made up of matched-flow "foreground" music selected to evoke maximum emotional response from the adult listener. It features the classic pop hits from the 1940's, 1950's, 1960's and 1970's - right up to the present. Format artists

include the Big Band sounds of Miller, The Dorseys, Basie, the Elgarts; plus the classic pop vocalists - Sinatra, Bennett, Mathis, Humperdinck, Clooney, Lee, Whiting, etc. Our target audience is that 30+ group of listeners who have been musically ignored for the past twenty years due to the broadcast media's emphasis on "rock" programming aimed at the "teens" and "pre-teens". It is this "forgotten" adult audience (comprising over half the population of the United States) which the advertising agencies, their clients, and most retailers are actively seeking, because these listeners have the discretionary dollars to spend.

Unlike "background" music formats, the "Music Of Your Life" "foreground" music demands the listener's emotional involvement. This involvement results in a remarkable listener loyalty to both the station and the "Music Of Your Life" programming. In all "Music Of Your Life" markets, this loyalty has been documented by exceptionally high "time spent listening", and the rapid growth of the "Music Of Your Life" Clubs, which are an integral part of this format.

PROGRAMMING AVAILABLE FOR SALE:

Music Of Your Life. Starting price: \$650/month. Full marketing and promotional materials available with format.

Free demo tapes available to our readers.

THE MUSICWORKS, INC.

Box 111390
Nashville, TN 37211
(615) 790-1200

EXECUTIVES:

Bill Robinson, Pres./GM
Skeeter Dodd, Sales/Service

SERVICES:

Alive Country. This is the Musicworks big winner. It brings four major market personalities to your station. Bill Robinson, Charlie Douglas, Lee Shannon and Gary Havens use a unique formula to make your station come alive. For automation or live assist. Starting price: \$380/month.
Country '80'. Only the country expertise of the Musicworks could design this unannounced modern country music service. Blend of hits, recurrences and classics to give a stable consistent sound and complete music control. Starting price: \$275/month.
Casual Country. Country and more. The name says it all. Easy listening, MOR, Beautiful Country Music. Contemporary and classic songs interpreted by a wide range of performers. Attracts a loyal audience. Starting price: \$290/month.
Pop Adult Lifestyle. Mass appeal, contemporary music targeted 25 to 49 adults. Hits and classics are day parted and tailored to your market's competitive needs. For live assist or fully automated stations. Starting price: \$300/month.
Hispanic Music Service. Full time or part time. Mix all forms of hispanic music. Programmed and consulted by Gustavo Valadez.
Light 'N Easy. Beautiful and affordable. New "balanced flow" concept designed psychologically and musically to appeal to the widest possible audience and keep them for more hours. Starting price: \$400/month.

FEATURES:
Question Mark. An exciting listener pleasing question and answer program starring Country Music Artist Bill Anderson and broadcaster

Bill Robinson. Customized three minute shows. Program offered on barter basis with local avails

Grand Ole Gospel Time. A weekly half hour show recorded live from the stage of WSM's world famous Grand Ole Opry. Rev. Jimmy Snow conducts this show with guest artists performing their favorite gospel songs. The show will feature such stars as Johnny Cash, Marty Robbins, Mel Tillis, Larry Gatlin, Crystal Gayle, Connie Smith, Tom T. Hall, and many others. Excitement of the Opry, the performance of these top stars, and the inspiration of their songs and testimony add up to a listenable program. Barter, free to stations, 2 minutes national, 2 minutes local commercial.

Free demo tapes available to our readers.

**NARWOOD PRODUCTIONS**

40 E. 49th Street
New York, NY 10017
(212) 755-3320

EXECUTIVES:

Ted LeVan, Pres.
Ellen Silver, VP/Programming
John Patt, Dir. of Marketing
Janice Ginsberg, Dir. of Public Relations
Bonnie Bordins, Production Mgr.

SERVICES:

Producer and distributor of syndicated, barter and Network radio programming specializing in music/entertainment features and Specials.

PROGRAMMING AVAILABLE FOR SALE:

The Music Makers with Skitch Henderson.
Country Closeup with Glen Campbell.

Free demo tapes available to our readers.

NETWORK PRODUCTION MUSIC, INCORPORATED

4429 Morena Blvd.
San Diego, CA 92117
(800) 854-2075. In CA (714) 272-2011

EXECUTIVES:

Robert Skomer, Owner
Michael Anderson, Sales Manager

SERVICES:

Contemporary production music for commercials, promos, etc. Full length arrangements plus 30's, 60's tag's and rhythm tracks.

**O'CONNOR CREATIVE SERVICES**

Box 8888
Universal City, CA 91608
California, Alaska, Hawaii, Canada, call
(213) 769-3500 Collect
All others (800) 423-2694 Toll Free

**ORANGE PRODUCTIONS
Division of Banks Broadcasting Inc.**

3930 Conshohocken Avenue
Philadelphia, PA 19131
(215) 878-4926

EXECUTIVES:

Lita Indzel Cohen, Exec. VP
Sid Mark, Exec. Producer

SERVICES:

The Sounds of Sinatra, 2 hour weekly program featuring the Man himself, with special interviews with Sinatra.

PROGRAMMING AVAILABLE FOR SALE:

The Music Machine, weekly program.
John Scheuer: Financial Forum
Russ Miller: Right Around Home
Dr. Jim Corea: Health & Physical Fitness Forum
Wynn Moore: Auto World.

Price depends on market size.

P

PAMS INC.

5327 N. Central Expressway
Dallas, TX 75205
(214) 522-PAMS

PETERS PRODUCTIONS, INC.

9590 Chesapeake Drive
San Diego, CA 92110
(714) 565-8511 Collect

EXECUTIVES:

Edward J. Peters, Pres.
Jon Holiday, Regional Mgr., Northwest
Steve Colov, Regional Mgr., Midwest
David Moore, Regional Mgr., West

SERVICES:

Radio music formats, image identity jingles, total image concepts.

PROGRAMMING AVAILABLE FOR SALE:

The Great Ones, Adult Contemporary (MOR). Starting price: per market.
Your Music, Traditional (MOR). Starting price: per market.
The Natural Sound (Country crossover). Starting price: per market.
Country Lovin' format. Starting price: per market.
Beautiful Music format. Starting price: per market.

Free demo tapes available to our readers.

PROFESSIONAL RODEO NETWORK, INC.

P.O. Box 1B
315 Madison, Suite 202
Eugene, OR 97440
(503) 687-2068

EXECUTIVES:

Peter Powell, Pres./Executive Producer
Jan Yearwood, Sec'y./Nat'l Sales & Promotions
Graham Marden, VP Network Affiliate Dir.

SERVICES:

Producer and distributor of nationally sponsored radio programming. Currently offering *The Great American Cowboy*. Six programs weekly, 3 minutes in length. Country lifestyle emphasis with feature interviews and rodeo news. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo." Sales

features include network promotion. Airing in over 100 markets after first year with new markets added weekly.

PROGRAMMING AVAILABLE FOR SALE:

The Great American Cowboy. Price: barter.
The National Finals Rodeo Reports. A nine day special in December from Oklahoma City
The World Series of Rodeo.

Free demo tapes available to our readers.

R

RADIO ARTS, INC.

210 N. Pass Avenue, Suite 104
Burbank, CA 91505
(800) 423-2840 Toll Free
(213) 841-0225 Collect in California

EXECUTIVE:

John Benedict, GM

RADIO SMITHSONIAN

Office of Telecommunications
Room CMB 06 - American History Bldg.
Smithsonian Institution
Washington, DC 20560
(202) 357-1935

SERVICES:

Weekly 1/2 hour series *Radio Smithsonian*; explores adventure of Smithsonian Institution. Price: Available on a subscription basis. Commercial stations: \$221/six months or \$312/year. For Public stations (receiving series over satellite) \$130/six months or \$260/year.

RADIO SPORTS PROGRAMS TDI/WINSTON NETWORK, INC.

275 Madison Avenue
New York, NY 10016
(212) 599-1100

EXECUTIVES:

Marc Winston, President
Benjamin Isaacs, VP Syndication
John Boisclair, VP/Sales
Ken Farino, VP/General Counsel
Billy Packer, VP/Production

SERVICES:

Syndicated personality sports programming.

PROGRAMMING AVAILABLE FOR SALE:

The Billy Packer - Al McGuire College Basketball Report. Available via barter.

Demo tapes available.

REAL RADIO CO.

127 Glen Summer Road
Pasadena, CA 91105
(213) 795-4900

EXECUTIVE:

John Price, President

SERVICES:

Real Country Foremat.

REEL RADIO

Box 213

Dunkirk, MD 20754
(301) 257-9410

ROLLING STONE MAGAZINE PRODUCTIONS

745 5th Avenue
New York, NY 10151
(212) 758-3800

EXECUTIVES:

John McGhan, Director
Bethany Gorfine, Affiliate Relations
Roxy Myzal, Affiliate Relations

SERVICES:

Radio programs geared for album rock, top 40, adult contemporary stations.

PROGRAMMING AVAILABLE FOR SALE:

Continuing History of Rock and Roll. Starting price: Barter.
The 48-hour Continuing History of Rock and Roll. Starting price: Barter.
Rock Star Guest DJ. Starting price: Barter.
Solid Gold Radio. Starting price: Barter.

Demo tapes available to our readers.

THE ROYAL GROUP

Suite 5001
307 West 200 South
Salt Lake City, UT 84101
(801) 322-1222 Collect

EXECUTIVES:

Jackson Dell Weaver, President
James Cancas, VP/Jingles

SERVICES:

A Radio Program Sales Firm - Specializing in Radio-Magazine type programs oriented toward providing sales solutions for radio stations.

PROGRAMMING AVAILABLE FOR SALE:

Gabby Gourmet. \$5 day.
Business Report. \$5 day.
Players. \$5/day.
Hot Spots. Call for rates.

Free demo tapes available.

RPM-RADIO PROGRAMMING AND MANAGEMENT, INC.

25140 Lahser Road, Suite 232
Southfield, MI 48034-9942
(800) 521-2537
(313) 358-1040

EXECUTIVES:

Thomas Krikorian, Pres.
Richard Graf, GM
Frank Ohannesian, Prod. Dir.

SERVICES:

Provide complete format services for live and automated radio stations worldwide. Services include complete music package and format clock design. RPM also offers ongoing evaluation of station performance under RPM programming.

PROGRAMMING AVAILABLE FOR SALE:

Contemporary Beautiful Music. Starting price: \$500/month.
Classic Beautiful. Starting price: \$500/month.
Progressive MOR - adult contemporary. Starting price: \$600/month.
Classic MOR. Starting price: \$550/month.

Free demo tapes available to our readers.



SATELLITE MUSIC NETWORK (Burkhart/Abrams/Michaels/ Douglas and Associates)

11325 Pegasus E-241
Dallas, TX 75238
(800) 527-9205
(214) 343-9205

EXECUTIVES:

Jim Rupp, VP/COO
Roy Bliss, VP/Assoc.
Kent Burkhart, VP/Assoc.
John Tyler, VP/Assoc.
Ivan Braiker, Pres/Assoc.
George Williams, VP/Programming
Ken Fournier, VP/Marketing
David Hubschman, VP/Admin.
Larry Shipp, VP/Affiliate Sales
Tom Keenze, VP/Eng.

PROGRAMMING AVAILABLE FOR SALE:
See Satellite Directory

SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road
South Plainfield, NJ 07080
(201) 753-0444

EXECUTIVES:

James A. Schulke, Pres.
Laurence Adams, VP/GM
Phil Stout, VP/Creative Dir.
David MacFee, VP

SERVICES:

With more exclusive custom recorded music than all other syndicators combined, SRP is the leading programming for the Beautiful Music format providing both taped music and consultation on execution, engineering and promotion. Schulke II, a unique, new MOR vocal format, premiered in late December, 1980.

PROGRAMMING AVAILABLE FOR SALE:
Beautiful Music. Starting price: By market size.

SCOTT/INFOCOM BROADCAST SERVICES, INC.

Hemlock Farms
Hawley, PA 18428
1-800-233-8257

EXECUTIVES:

John L. Scott, Pres.
Gloria Scott, VP
Howard Greene, VP (Infocom only)

SERVICES:

Producers and syndicators of news, documentary and health materials

PROGRAMMING AVAILABLE FOR SALE:

Columbia Nutrition Bulletin. Starting price: Free.
The American Character. Starting price: Free.

Free demo tapes available to our readers.

SHEPHERDmusic

3875 Crary Drive, Suite B
Toledo, OH 43613
(419) 474-4191 Collect

EXECUTIVES:

Mike Shepherd, Creative Dir.
Mike Clark, Mgr.
Gary Sharpe, Sales

SERVICES:

Radio music and feature programming featuring SHEPHERD ONE, a brand new concept in adult music programming. Available in Fall, 1982.

PROGRAMMING AVAILABLE FOR SALE:

Shepherd One. Call for price quote
The Sounds of Christmas. Price: \$300 (one time only)
The Stories of Christmas. Price: \$75 (24 features)

Free demo tapes available to our readers

SIRIUS PRODUCTIONS, INC.

321 E. 22nd Street, Apt. 3-M
New York, NY 10010
(212) 228-4540

EXECUTIVE:

Don Bombard, Program Director

THE SOUNDSHOP, INC.

1307 Division Street
Nashville, TN 37203
(615) 244-4149

EXECUTIVES:

Craig Deitschmann, Pres.
Ted Johnson, VP, Broadcast Div.
Brent Ferguson, Broadcast Sales

SERVICES:

Full service production company featuring custom and syndicated jingles for radio; image and news packages for television as well as commercial material for all media.

Free demo tapes available to our readers.

STARBORNE PRODUCTIONS CORP.

4627 Van Nuys Boulevard #201
Sherman Oaks, CA 91403
(213) 995-7832

EXECUTIVE:

Jim Schlichting, Pres.

SERVICES:

Licensing of music for broadcast program use. Only "Easy Listening" popular recordings.

PROGRAMMING AVAILABLE FOR SALE:

*Frank Chackfield Orch. & Chorus
Encore Singers & Orch.*

Free demo tapes available to our readers.

STEREO RELIGIOUS COMMUNICATIONS

501 Stonearch Court
Stone Mountain, GA 30083
(404) 469-7879

EXECUTIVES:

James H. Dickson, Pres.
James O. Hutto, VP

SERVICES:

Music is programmed, unannounced, in 12 to 14 minute matched-flow segments tailored to the individual market along with complete programming schedules throughout the year. Produces three styles of religious music formats used independently, or mixed to best suit the tastes of the listening audience.

PROGRAMMING AVAILABLE FOR SALE:

Sounds of Faith (Easy Listening Beautiful Music).
Songs of Joy (Contemporary, MOR, AOR, Easy Rock).
Psalms of Praise (Classical, Beautiful Music, Educational).
Pricing structure available on request.

Free demo tapes available to our readers.

KRIS STEVENS ENTERPRISES, INC.

14241 Ventura Boulevard, Suite 204
Sherman Oaks, CA 91423
(213) 981-8255

EXECUTIVE:

Kris Erik Stevens, Pres.

STRAND BROADCAST SERVICES

1636 Voorhees Avenue
Manhattan Beach, CA 90266
(213) 372-6282

EXECUTIVES:

Mike Carruthers, Pres.
Donna Lum, VP

SERVICES:

Syndicate daily 90 second feature called "Something You Should Know." Show presents daily experts who help listeners save time and money, and help them improve their mental and physical health. Also produce radio commercials.

PROGRAMMING AVAILABLE FOR SALE:

Something You Should Know. Starting price varies according to market.

Free demo tapes available to our readers.

THE SUNBELT NETWORK, INC.

2500 McKinney Avenue
Dallas, TX 75201
(214) 741-1198 Collect

EXECUTIVES:

James T. Johns, Pres.
Robert E. Jameson, Nat'l Sales Mgr.
Rocky Chase, Director of Station Relations

SERVICES:

Producer and distributor of nationally sponsored informational feature programming. Features are designed to entertain and inform the adult listener. Each two-minute feature contains two commercial breaks, one national and the other, local.

PROGRAMMING AVAILABLE FOR SALE:

Stanley Marcus—Another Opinion.
Niki Scott—For the Working Woman.
Charlie Coane—On the Move.
Kay Johns—Food, Fashion & Family.
Roger Albright—A Home of Your Own.
Tony St. James—Mindblowers.
Alex Burton—The Opinions are My Own.
Dave Marquis—Out Here in America.
Stan Dworkin—The Garden Spot.
Dr. Joe D. Goldstrich—New Medicine.
Donald Bain—The Media Watch.
Michael Brown—In the Winner's Circle.
Dr. Robert London—Head Help.
Martin Birnbach—The Job Shop.
Dr. Thomas Vice—Pets and People.
Jerry Flemmons—Travel with Jerry.

Starting price: Barter.

Free demo tapes available to our readers.

SYNDICATE IT, INC.

2000 W. Magnolia Boulevard
Suite 206
Burbank, CA 91506
(213) 841-9350

SYNDICOM

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-9124 Collect

EXECUTIVES:

Michael B. Hesser, Pres.
Pamela Taylor, Admin. Asst.

SERVICES:

Features—Ex: *Red Neckerson*—short comedy editorial which adds true character to any format. Good for mornings and afternoon drive. "Jest ask yerself..." (60 sec.)

PROGRAMMING AVAILABLE FOR SALE:

Red Neckerson. Starting price: \$22/wk (5 shows/wk)

Free demo tapes available to our readers.

SYNDIREP, INC.

405 N. Wabash
Suite #3805
Chicago, IL 60611
(312) 670-0070

EXECUTIVES:

Jim Seemiller, Pres.
Jim Warner, National Sales Mgr.

SERVICES:

SyndiRep is a sales organization representing syndicators and their product to national advertisers. Both vignettes and program features are represented by SyndiRep.

PROGRAMMING AVAILABLE FOR SALE:

Over 100 different programs available.

Free demo tapes available to our readers.



TAFT BROADCASTING COMPANY

504 Reo Street
Tampa, FL 33609
(813) 876-0455

EXECUTIVES:

Carl J. Wagner, Exec. VP-Radio, Cable (Taft)
James Pidcock, VP/GM-Primetime Radio

PROGRAMMING AVAILABLE FOR SALE:

Primetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. 15 hours of feature programming each week and tape carts and satellite. Stations can be live local or live satellite as local needs change. Pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. Cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

WILLIAM B. TANNER COMPANY, INC.

2714 Union Avenue Extended

Memphis, TN 38112
(901) 320-4433 Person-to-Person collect

TIMBERLINE PRODUCTIONS

P.O. Box 9541, South Station
Denver, CO 80209
(303) 756-9091

EXECUTIVE:

Ted W. Scott, Pres.

PROGRAMMING AVAILABLE FOR SALE:

Chuck Buell's Super Gold. Weekly complete three hour oldies music show with special music and artist features.

Free demo tapes available to our readers.

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Pat Shaughnessy, Pres.
Buddy Scott, VP/GM-Production
Neil Sargent, VP/GM-Special Projects/Programming
David Adriance, Dir. of Marketing

SERVICES:

Broadcast Services Group specializing in products for Radio, Television, and the Cable industry.

Free demo tapes available to our readers.

TOTAL SERVICE PROGRAMMING

906 N. Hollywood Way
Burbank, CA 91505
(213) 841-0961 Collect

TRANSTAR

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-0953

EXECUTIVES:

Dwight Case, Pres.
E. Karl Foulk, Senior VP
Peggy J. Riemer, VP, Operations
R.L. Ruth, Affiliates Director

PROGRAMMING:

Live 24 hour music and personality program complete with news inserts targeted for the 25-34 year old adult contemporary audience. Full network services including proven programming, music research, sales training, and tested promotional campaigns.

TUESDAY PRODUCTIONS, INC.

4429 Morena Boulevard
San Diego, CA 92117
(714) 272-7660

EXECUTIVE:

Bo Donovan, VP-Broadcast Div.

SERVICES:

Radio/TV Jingles, Music Production



THE UNITED STATIONS

One Times Square Plaza
New York, NY 10022
(800) 223-5676

EXECUTIVES:

Dick Clark, Partner
Nicholas J. Verbitsky, Pres.
Frank J. Murphy III, VP/Marketing
Edward R. Salamon, VP/Programming

SERVICES:

Syndicator of various long form weekly programs, distributed via disc.

PROGRAMMING AVAILABLE FOR SALE:

The Weekly Country Music Countdown. Price: Free to top 176 Arbitron rated markets.
Dick Clark's Rock Roll & Remember. Price: Free to top 176 Arbitron rated markets.

Free demo tapes available to our readers.



THE WALL STREET JOURNAL REPORT

22 Cortland Street
New York, NY 10007
(212) 285-5580

EXECUTIVES:

Robert B. Rush, Dir., Broadcast Services
Chuck Downing, Sales Mgr.
Gig Barton, Mgr., Affiliate Relations

PROGRAMMING AVAILABLE FOR SALE:

The Wall Street Journal Report originates live via satellite from the Journal's newsroom studios in New York City's Wall Street district. Two minute reports fed at ten minutes to the hour 17 times per day Monday through Friday. Two minutes of business and financial news with actualities from international financial centers. *The Wall Street Journal Weekend Report*—three minutes of news and analysis of some of the week's top business stories. *The Wall Street Journal Weekend Review and Outlook*—three minutes of news and analysis covering the week past and looking ahead at week to come from world of business.

WATERMARK/ABC RADIO ENTERPRISES

10700 Ventura Boulevard
Los Angeles, CA 91604
(213) 980-9490
(800) 423-2502 Toll Free

EXECUTIVES:

Tom Rounds, Pres.
Ralph T. Smith, VP/GM
Carol Holt, Sales Mgr.
Mat Tombers, Manager, Advertising and Publicity

SERVICES:

Watermark is one of the oldest and largest producers of special programming for radio. Founded in 1969 by Tom Rounds and several associates, Watermark currently supplies special programming to more than 1500 radio stations each week.

PROGRAMMING AVAILABLE FOR SALE:

American Top 40 with Casey Kasem

American Country Countdown with Bob Kingsley
Soundtrack of the '60's with Gary Owens
TV Tonite with Ron Hendren "Musical"

Free demo tapes available to our readers.

WESTWOOD ONE

9540 West Washington Boulevard
 Culver City, CA 90230
 (213) 204-5000

575 Madison Avenue, Suite 1006
 New York, NY 10022
 (212) 486-0227

EXECUTIVES:

Norm Pattiz, Pres.
 Judy Gold, VP/Dir. of Station Sales
 Brian Heimerl, Dir. of Operations
 Ron Hartenbaum, Dir. of Advertiser Sales
 Richard Kimball, Dir. of Concert Programming

SERVICES:

Nation's largest producer of nationally sponsored radio programs, features, concerts and

specials. Distributing 21 programs to over 2000 U.S. radio stations.

PROGRAMMING AVAILABLE FOR SALE:

The Dr. Demento Show
Off the Record with Mary Turner
Live From Gilley's
In Concert
The Rock Years—Portrait of an Era
Special Edition
Coleman Country
Star Trak
Rock Album Countdown
Daybook
Shootin' The Breeze
Rock and Roll Never Forgets
Wheels
Buffalo Dick's Radio Ranch
Budweiser Concert Hour
Spaces and Places
Off the Record
Tellin' It Like It Was
The Countdown
Playboy Advisor
The Competitors

Free demo tapes available to our readers.



YANCEY CORPORATION

1010 E. 86th Street Bldg. 1070, Suite 72
 Indianapolis, IN 46240
 (317) 844-5009

EXECUTIVES:

Robert Christy, VP
 Jacqueline Doherty, Nat'l Coordinator

SERVICES:

Broadcast marketing and promotions; custom promotional concepts for all formats and all market sizes.

PROGRAMMING AVAILABLE FOR SALE:

Magic Ticket. Starting price: \$5500.
Great Southfork Landgrab II. Starting price: \$1750.
Babychek. Starting price: by market.
Rock 'n Roll Passport. Starting price: by market.
Cash Coupon. by market.

Free demo tapes available to our readers.

A

ADVERTISING COUNCIL

825 Third Avenue
New York, NY 10022
(212) 758-0400

EXECUTIVES:

Barton A. Cummings, Chmn.
Patricia Carbine, Vice Chmn.
John Elliot, Jr., Vice Chmn.
F. Kent Mitchel, Vice Chmn.
Robert B. Keim, Pres.

AMERICAN COUNCIL FOR BETTER BROADCASTS

120 E. Wilson Street
Madison, WI 53703
(608) 255-6021

EXECUTIVES:

Genevieve Finnigan, Pres.
Marieli Rowe, Exec. Director

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

1321 Connecticut Avenue, N.W.
Washington, DC 20036
(202) 296-0009

EXECUTIVES:

Muriel M. Kennedy, President
Charlotte Tharp, President-Elect

ASSOCIATED PRESS BROADCASTERS, INC.

50 Rockefeller Plaza
New York, NY 10020
(212) 621-1574

EXECUTIVES:

Charles Whitehurst, President
Bob Wells, President-Elect
John Bennett, Exec. Dir.

ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS

P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

EXECUTIVES:

William C. King, Jr., President
Dr. Jeremy Raines, VP
John A. Lundin, Sec'y
Warren Happel, Treas.

B

BROADCASTING FOUNDATION OF AMERICA

404 Park Avenue South
New York, NY 10016
(212) 679-3388

EXECUTIVE:

George Probst, Chmn.

C

COMMUNITY BROADCASTERS ASSOCIATION

3219 W. State Road

Olean, NY 14760
(716) 372-0161

EXECUTIVES:

Roger Jeffers, Pres.
George DeVault, Jr., VP/Sec'y
Richard Chapin, VP
John Henzel, Treas.

COUNTRY MUSIC ASSOCIATION, INC.

7 Music Circle North
P.O. Box 22299
Nashville, TN 37202
(615) 244-2840

EXECUTIVES:

Rick Blackburn, Chairman of the Board
Ken Kragen, President
Jo Walker-Meador, Exec. Dir.
Ed Benson, Associate Executive Director

D

DAYTIME BROADCASTERS ASSOCIATION

P.O. Box 592
Worthington, MN 56187
(507) 376-6165

EXECUTIVES:

Gary Capps, Chmn. of the Board
Jim Wychor, President
Dean Slack, Secretary
Gregg P. Skall, Esq.

E

ELECTRONIC MEDIA RATING COUNCIL, INC.

420 Lexington Avenue
New York, NY 10017
(212) 687-7733

EXECUTIVE:

Daniel Kops, Chairman

F

FINANCIAL RESEARCH COUNCIL

Suite 17 A
400 East 85th Street
New York, NY 10028
(212) 559-4103

EXECUTIVES:

Ellen Sills-Levy, Chairperson
Shelley Wilensky, Vice Chairperson

H

HOLLYWOOD RADIO AND TELEVISION SOCIETY

5315 Laurel Canyon Boulevard
North Hollywood, CA 91607
(213) 769-4313

EXECUTIVE:

Oliver H. Crawford, Exec. Dir.

I

INTERNATIONAL RADIO & TELEVISION SOCIETY, INC.

420 Lexington Avenue
New York, NY 10170
(212) 867-6650

EXECUTIVES:

Stephen B. Labunski, Executive Director
Linda M. Miller, Assistant to Exec. Dir.
Barbara F. Kurka, Director, Programs & Services

N

NATIONAL ASSOCIATION FOR BETTER BROADCASTING

7918 Naylor Avenue
Los Angeles, CA 90045
(213) 641-4903

EXECUTIVE:

Frank Orme, Exec. Director

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street N.W.
Washington, DC 20036
(202) 293-3500

EXECUTIVES:

Vincent T. Wasilewski, Pres.
Edward O. Fritts, President-Elect
John B. Summers, Exec. VP GM

NATIONAL ASSOCIATION OF FARM BROADCASTERS

Box 119
Topeka, KS 66601
(913) 272-3456

EXECUTIVES:

Roddy Peebles, Pres.
Craighton Knau, President-Elect
Art Sechrest, VP
George Logan, Executive Sec'y

NATIONAL ASSOCIATION OF SPANISH BROADCASTERS

1140 Connecticut Avenue, N.W. Suite 809
Washington, DC 20036
(202) 293-3873

EXECUTIVES:

Emilio Nicolas, Chairman
Carmen Junco, President

NATIONAL BLACK MEDIA COALITION

516 "U" Street N.W.
Washington, DC 20001
(202) 387-8155

EXECUTIVES:

Pluria Marshall, Chairman
Carmen Marshall, Executive Director
Patricia Smith, Dir. EEO Resource Center
Denise Lyon, Adm. Director

NATIONAL PUBLIC RADIO

2025 M Street, N.W.
Washington, DC 20036
(202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres.
Thomas C. Warnock, Exec. VP
Samuel C.O. Holt, Senior VP/Programming
Bill B. Oxley, Senior VP/Distribution
Clyde Robinson, VP/Representation
Walda Roseman, VP/National Affairs

NATIONAL RADIO BROADCASTERS ASSOCIATION

1705 DeSales Street N.W.
Washington, DC 20036
(202) 466-2030

EXECUTIVES:

Sis Kaplan, SIs Radio, Charlotte, President
Lisa Friede, VP
Abe Voron, Executive VP

NATIONAL RELIGIOUS BROADCASTERS

CN 1926
Morristown, NJ 07960
(201) 575-4000

EXECUTIVES:

Dr. Ben Armstrong, Executive Director
E. Brandt Gustavson, President

R

RADIO ADVERTISING BUREAU, INC.

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVES:

Miles David, Vice Chmn.
Joe Vincent, Senior VP

RADIO BUREAU OF CANADA

43 Eglinton Avenue East, 10th Floor
Toronto, Ontario, M4P 1A2
(416) 482-2222

EXECUTIVES:

Peter Harricks, Executive VP
Larry Heywood, VP/Creative Services

RADIO NETWORK ASSOCIATION

575 Lexington Avenue
New York, NY 10022
(212) 935-3998

EXECUTIVES:

Ed McLaughlin, Chairman
Tom Burchill, Co-Chairman
Maurie Webster, Consultant

RADIO AND TELEVISION RESEARCH COUNCIL

Benton & Bowles, Inc.
909 Third Avenue
New York, NY 10022
(212) 758-6200

EXECUTIVES:

Betty Anne Morse, Pres.
Stephen H. Raffel, Pres.-elect

S

STATION REPRESENTATIVES ASSOCIATION

230 Park Avenue
New York, NY 10169
(212) 687-2484

EXECUTIVES:

M.S. Kellner, Managing Director
Audrey Tanzer, Admin. Assistant

W

WOMEN IN COMMUNICATIONS, INC.

P.O. Box 9561
Austin, TX 78766
(512) 345-8922

EXECUTIVES:

Mary E. Utting, Executive Director
Ruth Massingill, Communications Director



You're looking at the two most
influential Radio Music
Programming Guides in the business.

THE FRIDAY MORNING QUARTERBACK TOP 40 & ALBUM REPORTS

Both give you the most up to date information
about the Music and Radio Industries...
covering every conceivable angle from
Artists and Labels to Rack Jobbers and Spot Buys.

But most importantly,

WE PICK HIT RECORDS.

with *uncanny accuracy*, unsurpassed by anyone.
And we print them, right on our Front Red Page.
Anyone can call a record a hit after it becomes one...
but you need to know *yesterday*. We tell you *weeks ahead*
of everyone else. Weeks you need to stay competitive.



KAL RUDMAN
PUBLISHER

**THE FRIDAY MORNING
QUARTERBACK, INC.**

THE FRIDAY MORNING QUARTERBACK
FOR TOP 40 RADIO. FOR ALBUM RADIO.
WE FIND HITS FAST.

<input type="checkbox"/> We would like to subscribe to the Friday Morning Quarterback.	NAME _____
Radio stations may become reporters immediately	TITLE & COMPANY _____
MAIL TO: FRIDAY MORNING QUARTERBACK EXECUTIVE MEWS • 1930 EAST MARLTON PIKE, F36 CHERRY HILL, NEW JERSEY 08003	ADDRESS _____
	CITY _____ STATE _____ ZIP _____

All new subscribers receive one extra month service free.

For complimentary copies of FMQB and/or FMQB Album Report, or for rate and subscription information,

write to: THE FRIDAY MORNING QUARTERBACK
Executive Mews
1930 East Marlton Pike, F36
Cherry Hill, NJ 08003

or call (609) 424-6873

A

ADVERTISING AGE

Jim Forkan
Colby Coates
220 E. 42nd Street
New York, NY 10017
(212) 210-0100

ADWEEK/EAST

Jeffrey Precourt
820 Second Avenue
New York, NY 10017
(212) 661-8080

ADWEEK/MIDWEST

Emmett Curme
435 N. Michigan Avenue
Suite 1333
Chicago, IL 60611
(312) 467-6500

ADWEEK/SOUTHEAST

Andjela Kessles, Senior Ed.
75 Third Street, N.W.
Atlanta, GA 30033
(404) 881-6442

AIM REPORT

Accuracy in Media, Inc.
1341 G Street, N.W.
Washington, DC 20005

ADWEEK WEST

Lee Kerry, Editor
514 Shatto Place
Los Angeles, CA 90020
(213) 384-7100

THE ALBUM NETWORK

Eli Bird, President
Steve Smith, V.P. and Managing Dir.
8265 Sunset Boulevard #103-105
Los Angeles, CA 90046
(213) 656-9910
(213) 656-9920

AMERICAN RADIO

James H. Duncan, Jr., Editor/Publisher
Box 2966
Kalamazoo, MI 49003
(616) 342-1356

B

BETTER BROADCASTS NEWS

The American Council for Better Broadcasts
120 E. Wilson Street
Madison, WI 53703

BILLBOARD PUBLICATIONS, INC.

Douglas Hall, Radio Programming Editor
1515 Broadway
New York, NY 10036
(212) 764-7300

BM/E

Robert Rivlin, Editor
295 Madison Avenue
New York, NY 10017
(212) 685-5320

BROADCAST FINANCIAL JOURNAL

Broadcast Financial Management Association
360 N. Michigan Avenue, Suite 910
Chicago, IL 60601

BROADCAST INVESTOR

Paul Kagan Associates, Inc.
26386 Carmel Rancho Lane
Carmel, CA 93923

BROADCASTER

Northern Miner Press Ltd.
7 Labatt Avenue
Toronto, ON, CN M5A 3P2

BROADCASTING MAGAZINE

Jay Rubin, NY Bureau Chief
Kathy Haley, Assistant Editor
1735 DeSales Street, N.W.
Washington, DC 20036
(202) 638-1022

C

CASH BOX MAGAZINE

Mark Albert, Radio Editor
Larry Riggs, Radio Editor
6363 Sunset Boulevard
Hollywood, CA 90028
(213) 464-8241

CODE NEWS

National Association of Broadcasters
1771 N Street, N.W.
Washington, DC 20036

COMMUNICATIONS AND THE LAW

Earl M. Coleman Enterprises, Inc.
Conklin Hill Road
Stanfordville, NY 12581

THE CONFIDENTIAL REPORT

Jay Stone
9000 Sunset Boulevard
Suite 1000
Hollywood, CA 90069
(213) 550-3988

CPB REPORT

Corporation for Public Broadcasting
1111 16th Street N.W.
Washington, DC 20036

D

DAILY VARIETY

Tom Bierbaum
Peter Pryor
1400 N. Cahuenga Boulevard
Hollywood, CA 90028
(213) 469-1141

F

FEEDBACK

Richard Sargent, GM
Jay Stone, Editor
19301 Ventura Boulevard
Tarzana, CA 91356
(213) 708-1221

FRIDAY MORNING QUARTERBACK

Kal Rudman, Publisher
Executive Mews
1930 E. Marlon Pike, F-36
Cherry Hill, NJ 08003
(609) 424-7077

FRIDAY MORNING QUARTERBACK ALBUM REPORT

Kal Rudman, Publisher
Executive Mews
1930 E. Marlon Pike, F-36
Cherry Hill, NJ 08003
(609) 424-7077

FRUITBOWL

Jay Trachman, Publisher
Box 9787
Fresno, CA 93794
(209) 226-0558

G

GALAXY

Randy Kosht, Managing Ed.
Box 20093
Long Beach, CA 90801
(213) 595-9588

THE GAVIN REPORT

Ron Fell, Managing Editor
Dave Sholin, Top 40 Editor
One Embarcadero
Suite 1816
San Francisco, CA 94111
(415) 392-7750

THE GALLAGHER REPORT

Cynthia A. Billings, Editor
230 Park Avenue, Suite 3320
New York, NY 10017
(212) 661-5000

It's about time radio had its own trade publication.

The broadcasting industry has had no shortage of trade publications over the years. But most of them also aim for television, cable, engineering or the record industry with the hope of attracting more advertising revenue for them. It does nothing for you, the advertiser.

Now, there's RADIO ONLY. Radio's only full-color, monthly executive magazine. Over 25,000 Radio executives from programmers, managers, corporate executives to Madison Avenue read it from cover to cover.

It's the only radio magazine with the radio executive on the cover each month instead of an ad. It's the only trade that writes incisively about management, programming, sales, corporate radio and people. It has the only "Expert" section providing "take home pay" for you and your management team. The only complete FCC databank (no television). Research from The Research Group. Hard hitting, gutsy editorial and beautiful full-color printing. No wonder advertisers looking to reach radio executive decision-makers are putting their ads in RADIO ONLY. They insure against being last in a sea of television or record company advertising. Desk life is 5 weeks (not 1 week). And, no one throws away RADIO ONLY.

Discover how RADIO ONLY can deliver more readership for your advertising dollars. It's on-target.

Radio executives respect advertisers who put their money where their mouth is—in radio. Call for rates and the latest information on upcoming issues. (609) 424-6800.

Radio Only

NO TELEVISION. NO CABLE.
NO RECORD INDUSTRY AD WASTE.



1930 E. Marlton Pike, Suite C-13, Cherry Hill, NJ 08003

H

HIGHLIGHTS

National Association of Broadcasters
1771 N Street, N.W.
Washington, DC 20036

HOLLYWOOD REPORTER

Alan Gansberg
6715 Sunset Boulevard
Hollywood, CA 90028
(213) 464-7411

I

INSIDE RADIO

Jerry Del Colliano
Executive Mews
1930 East Marlton Pike
Suite C-13
Cherry Hill, NJ 08003
(609) 424-6800

J

JOURNAL OF BROADCASTING

Broadcast Education Association
Dept. of Communications
205 Derby Hall
154 N. Oval Dr.
Ohio State University
Columbus, OH 43210

M

MADISON AVENUE

Gary Jervey
369 Lexington Avenue
New York, NY 10017
(212) 972-0600

MARKETING COMMUNICATIONS

Les Luchter, Managing Editor
David Einhorn, Associate Editor
475 Park Avenue S.
New York, NY 10016
(212) 683-8430

MARKETING MAGAZINE

Colin Wright, Broadcast reporter
481 University Avenue
Toronto, ON, CN M5W 1A7
(416) 596-5861

MARKETING & MEDIA DECISIONS

Verne Gay
342 Madison Avenue
New York, NY 10017
(212) 953-1888

MEDIA INDUSTRY NEWSLETTER

Terence Poltrack, Editor
75 East 55th Street
New York, NY 10022
(212) 751-2670

MEDIA REPORT TO WOMEN

Women's Institute for Freedom of the
Press
3306 Ross Place N.W.
Washington, DC 20008

N

THE NEWS MEDIA & THE LAW

Reporters Committee for Freedom of the
Press
1125 15th Street, N.W., Rm. 403
Washington, DC 20005

O

O'LINERS

Dan O'Day
1448 W. San Bruno Avenue
Fresno, CA 93711
(209) 431-1502

P

PERRY'S BROADCASTING AND THE LAW

Perry Publications
Box 8357
Knoxville, TN 37916

R

RPM WEEKLY

Walter Grealis, Publisher/Editor
6 Brentcliffe Road
Toronto, ON, CN M4G 3Y2
(416) 425-0257 Collect

RADIOACTIVE

National Association of Broadcasters
1771 N Street, N.W.
Washington, DC 20036

RADIO AND RECORDS

Bob Wilson
1930 Century Park West
Los Angeles, CA 90067
(213) 553-4330

RADIONEWS

Vincent Ditingo, Editor
7315 Wisconsin Avenue

Suite 1200N
Bethesda, MD 20814
(301) 986-0666

RADIO ONLY

Jerry Del Colliano
Executive Mews
1930 East Marlton Pike
Suite C-13
Cherry Hill, NJ 08003
(609) 424-6800

RADIO PROGRAMS SOURCE BOOK

Liz Doris
Broadcast Information Bureau, Inc.
100 Lafayette Drive
Syosset, NY 11791
(516) 496-3355

RELIGIOUS BROADCASTING

National Religious Broadcasters
Box 2254R
Morristown, NJ 07960

RTNDA COMMUNICATOR

Radio-TV News Directors Association
1735 DeSales Street, N.W.
Washington, DC 20036

S

SMALL MARKET RADIOGRAM

National Association of Broadcasters
1771 N Street N.W.
Washington, DC 20036

SRDS

Standard Rate & Data Service, Inc.
5201 Old Orchard Road
Skokie, IL 60077

T

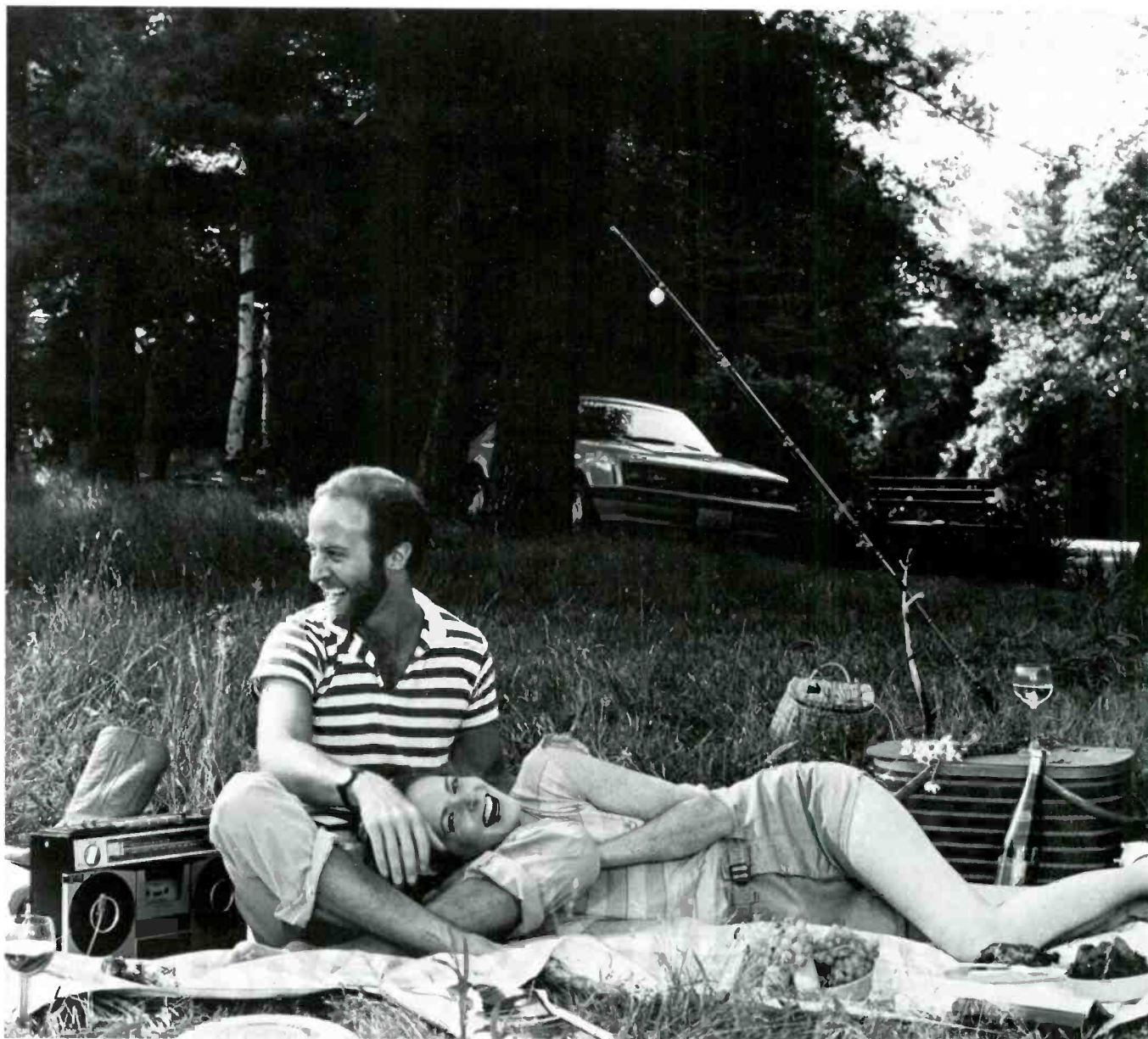
TELEVISION/RADIO AGE

Alfred Jaffe, Editor
1270 Avenue of Americas
New York, NY 10020
(212) 757-8400

V

VARIETY, INC.

Jack Loftus, Radio Editor
154 West 46th Street
New York, NY 10036
(212) 582-2700



If you think a rock network is kid stuff, think again.

The Source, America's #1 young adult network, reaches more 18-34 year olds than any other radio network. And has more 18-34 year old listeners with household incomes of \$25,000 plus and who attended college.*

Our listeners have spending power and they use it.**

The Source, compared to any other radio network, reaches more young adults who own compact cars and motorcycles. More consumers of domestic, imported, light and draft beers as well as those who drink canned colas.

A larger percentage of our audience attends movies

and concerts. And buys records, tapes, head phones, stereo speakers, turntables and AM/FM cassette radios.

They are also buying and taking care of homes. Acquiring mortgages. Investing in Keogh plans. And buying dishwashers, calculators, coffee makers, electric mixers, diamond rings, and disposable diapers.

So, if you thought that a rock network was kid stuff, think again. Want more information? Write or call The Source, 30 Rockefeller Plaza, New York, New York.

(212) 664-3985. *RADAR® 24, Vol. 2, M-S, 6A-12M, Average Audience.

**SMRB®, 1981 Study of Media and Markets, 18-34.

THE SOURCE

NBC Radio's Young Adult Network

A

AMERICAN BROADCASTING, CO. INCORPORATED

1345 Avenue of the Americas
New York, NY 10019
(212) 887-7777

EXECUTIVES:

Edward F. McLaughlin, Pres.
Walter Sabo, VP ABC Radio Networks
Robert M. Chambers, VP/Network Dev.
William J. Battison, VP/Planning, Finance, Adm. and Satellite Dev.
Louis A. Severine, VP Director of Sales
P. Kent Coughlin, VP and Director, Eng. and Program Oprs.
Linda Stern, Dir., Admin.
Frank Atkinson, Dir., Station Admin.

ABC CONTEMPORARY NETWORK EXECUTIVES:

Willard Lochridge, VP
Darryl Brown, Dir.
Corinne Baldassano, Dir. of Programming
Julie Eisenberg, Mgr., Station Relations

ABC DIRECTION NETWORK EXECUTIVES:

Charles A. King, VP
Vincent Gardino, Dir.
Ruth Meyer, Dir. of Programming

ABC ENTERTAINMENT NETWORK EXECUTIVES:

Charles A. King, VP
Leslie Benson, Dir.
Ruth Meyer, Dir. of Programming
Maria LaPorta, Mgr., Station Relations

ABC INFORMATION NETWORK EXECUTIVES:

John Axten, VP
Stuart G. Krane, Dir.
Tina Press, Dir., Programming
Debbie Bernstein, Mgr., Station Relations

ABC FM NETWORK EXECUTIVES:

Willard Lochridge, VP
Jim Keating, Dir.
Sandy Sanderson, Dir. of Programming

ABC ROCK NETWORK EXECUTIVES:

A. Thomas Plant, VP
Virginia Westphal, Dir.
Denise Oliver, Dir. of Programming
Louise Callahan, Mgr., Station Relations

ABC TALKRADIO EXECUTIVE:

Robert Chaisson, Managing Dir.

SALES:

Louis A. Severine, VP Dir. Sales
Arthur L. Sulzburgh, VP Nat'l Sales Mgr.
Francis G. Boehm, VP Western Sales Mgr.
Joseph F. Kelly, VP/Detroit Sales Mgr.
Robert Watson, VP/Eastern Sales Mgr.
Dennis Glynn, VP/Central Sales Mgr.
Rhonda Hack, Mgr., Southwest Sales Office
Linda Meilan, Dir., Sales Admin.
Thomas Rocco, Dir., Special Prog. Sales
David Logan, Sales Mgr., Market Dev.
Blaise Leonardi, Mgr., Youth Networks
Frank Leoce, Sales Mgr., Adult Networks

CREATIVE SERVICES:

Michael A. Winter, Dir.
Leo V. Collins, Dir., Marketing Services
Sam Patterson, Dir. Advertising & Promotion
Cathy Lehrfeld, Mgr. Publicity & Promotion

ENGINEERING:

P. Kent Coughlin, VP and Dir., Eng. & Program Operations
Harry Curtis, Dir., Program Operations
Richard Martinez, Dir., Technical Operations
Robert Donnelly, Dir., Satellite Systems
Brenda Morgan, Mgr., Broadcast Services
Pam Trester, Mgr., Program and Affiliate Services

Lorraine Gordon, Mgr., Commercial Oprs.
Susan Redmond, Coordinator, Affiliate Services

RESEARCH:

Bill McClenaghan, Dir. of Research
Sandra Kennedy, Mgr., Research & Media Planning

ABC NEWS:

Robert Benson, VP, ABC News and Sports, Radio
Peter M. Flannery, GM, News Programming, Radio
Joseph F. Keating, GM, News Operations, Radio
George T. Phillips, Dir. of News Coverage, Radio
Dick Rosenbaum, Dir. of News, Information Network
Kathy Lavinder, Dir. of News, Entertainment Network
Jeff Sprung, Dir. of News FM Network
Merrilee Cox, Dir. of News, Contemporary Network
Fred Davis, Dir. of News, Direction Network
Ken Scott, Dir. of Washington News Coverage, Radio
Robin Vierbuchen, Mgr. of Washington News Coverage, Radio
Mark Richards, International Assignments Manager, Radio
Dick Dressel, Domestic Assignments Mgr., Radio
Chris Johnson, Cable Supervisor, Radio

ABC CONTEMPORARY NETWORK PROGRAMMING:

Hourly News
Custom Casts - segmented national news-casts designed to be interspersed with local news, creating a two-voiced cast.
11 Daily Newscalls
3 Daily Sportscalls
Howard Cosell - with Speaking of Sports and Speaking of Everything
Snapshot with Mary Margaret Myers
Breakthrough with Bill Stoller
American Top 40
Spotlight Specials - will air: 6/20, 8/22, 10/24, 12/19

ABC DIRECTION NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Bob Buck and Don Chevrier Commentaries To Your Good Health featuring Dr. Paul Donohue

ABC ENTERTAINMENT NETWORK PROGRAMMING:

News on the Hour
11 Daily Newscalls
3 Daily Sportscalls
Agri. Answers by John Deignan
Economic Commentary by Dan Cordtz
Public Affairs Program: Meet the Author Paul Harvey
Daily news commentary by ABC correspondents on top stories around the world.
Silver Eagle - Cross Country Music Show - Features top singers and bands from key country venues.
Spotlight with Bill Diehl
Rudd Awakening
Words and Music - six shows this year. Each special features two hours of music and interviews.

ABC INFORMATION NETWORK PROGRAMMING:

News on the Hour
11 Daily Newscalls
3 Daily Sportscalls
World News This Morning with Joe Templeton
This Week with David Brinkley
Daily Weather by John Coleman

Philip Greer - On Business and Down To Business

Lou Boda Sports
Peter Jennings Journal
9 Daily Gordon Williams Business Reports
World News This Week
Fred Manfra Sports Feature
Perspective I and II, The Living World with Roger Caras, John Stosel
Consumer Lookout, Steve Bell Commentary

ABC FM NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Public Affairs Program: Listen Closely
Star Sessions - New for 1982. Ninety minutes of top music and interviews in 12 shows.
Will air: 6/5, 7/3, 8/7, 9/4, 10/2, 10/16, 11/6

ABC ROCK NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Sports Shorts with Steve McPartlin
Rock and Roll Legends - reveals the story behind the song or group.
Rocknotes - rock news including weekly special reports from London.
On Location - Hollywood reports with Gayl Murphy
Lifelines - lifestyle feature reports
King Biscuit Flower Hour - 52 one-hour shows featuring top singers and bands
Supergroups - a continuation of the widely acclaimed concert series.

OWNED AND OPERATED RADIO STATIONS:

WABC/WPLJ New York
WLS-AM FM Chicago
KGO-AM FM San Francisco
KABC KLOS Los Angeles
WXYZ WRIF Detroit
WMAL WRQX Washington, DC
KSRR Houston

ASSOCIATED PRESS RADIO NETWORK

1825 K Street NW
Washington, DC 20006
(202) 833-5910

EXECUTIVES:

Edward J. DeFontaine, Mgr. Editor
William McCloskey, Asst. Mgr. Editor
George Mayo, Chief Eng.
Jerome Smith, Affiliate Relations Dir.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Full service radio network which includes broad spectrum of news and information programming, all for sale by local station. No clearance or inventory requirements. Additionally, hourly file of audio news cuts and twice-daily feed of regional news cuts. Programming includes news-on-the-hour, 24 hours a day, daily sports, business and agriculture programming and three weekly PA programs.

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road
Tenally, NJ 07670
(201) 567-8800
(800) 631-1600

EXECUTIVES:

Marlin R. Taylor, President
John E. Patton, VP GM
Jeffrey C. Mathieu, Station Sales Manager
David Verdery, Client Services Manager
Cindy Friedman, Station Sales Manager
George Davies, Dir. Sales Marketing

DESCRIPTION OF NETWORK PROGRAMMING:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets. To fund this service and enhance the future profitability of client-stations, Bonneville has formed a cooperative association to sell network advertising for satellite subscribers.

C

CABLE NEWS NETWORK, 2

1050 Techwood Drive
Atlanta, GA 30318
(404) 898-8768

EXECUTIVES:

Henry Gillespie, Chairman of the Board
Robert Pates, VP, Radio
Charla HeWitt, Director of Ops.
Ron Kirk, Ops. Mgr., Radio

SERVICES:

Audio portion of CNN 2. Certain allowances for CNN 1 usage.

CBS RADIO NETWORK

51 West 52 Street
New York, NY 10019
(212) 975-4321

EXECUTIVES:

Robert Hosking, President
Richard M. Brescia, Senior VP
Robert Kipperman, VP, RADIORADIO
Peter Keegan, VP, Finance
Frank Miller, VP, Programming
Neil Knox, VP, Affiliate Relations
Thomas Dawson, VP, Market Development

DESCRIPTION OF NETWORK'S PROGRAMMING:

CBS Radio Network: News, sports and information. RADIORADIO: Young Adult Network (began 4/26/82) featuring news, concerts, music specials.

OWNED AND OPERATED RADIO STATIONS:

WCBS-A F, New York
WEEI-A F, Boston
WCAU-A F, Philadelphia
WBBM-A F, Chicago
KMOX-A F, St. Louis
KNX-A F, Los Angeles
KCBS, San Francisco
KRQR, San Francisco

RADIORADIO

A service of CBS, Inc.

51 West 52 St.
New York, NY 10019
(212) 975-4321

EXECUTIVES:

Robert L. Hosking, Pres., CBS Radio Div.
Richard M. Brescia, Sr. VP, CBS Radio Networks
Robert Kipperman, VP GM
Leslie Corn, Dir., Programming
W. Thomas Dawson, VP Market Develop.
CBS Radio Networks

David West, Dir., Affiliate Relations
Ralph Green, VP, Eng.
Barbara Malinowski, Dir., Program Practices
Norman S. Ginsburg, Dir., Affiliate Audience Promotion
Suzanne Sack, Dir., Sales Promotion
Pam Haslam, Dir., Press Information

DESCRIPTION OF NETWORK'S PROGRAMMING:

Two-minute news broadcasts every hour produced by RADIORADIO news department within CBS News; four 90 second daily IN TOUCH features; monthly 90-minute concert series ON STAGE TONIGHT; monthly special of varied formats and lengths, including LIVE: COAST TO COAST series of listener phone-in specials.

OWNED AND OPERATED RADIO STATIONS:

WEEI-A F, Boston
WBBM-A F, Chicago
KNX-A F, Los Angeles
WCBS-A F, New York
WCAU-A F, Philadelphia
KCBS San Francisco
KRQR-FM San Francisco
KMOX-A/F St. Louis

CHRISTIAN BROADCASTING NETWORK, INC.

International Communications Center
Virginia Beach, VA 23463
1-(800) 424-7777 Toll Free

EXECUTIVES:

Pat Robertson, President
Bob Slosser, VP
Tom Rogeberg, Dir., Satellite Network
Clay Boudreaux, Mgr., Mktg.
Mei Parker, Commercial Coord.
Jack Norman, Promotions

DESCRIPTION OF NETWORK'S PROGRAMMING:

700 Club radio broadcast on tape.

G

GLOBAL SATELLITE NETWORK

19456 Ventura Blvd.
Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

Eddie Kritzer, Producer/Pres.
Cindy Tollin, GM Assoc. Producer
Howard Gillman, Exec. Producer
Dennis Lavinthal, Exec. Producer

DESCRIPTION OF NETWORK'S PROGRAMMING:

Currently offering a weekly live-by-satellite music & interview show called "Rockline" featuring music and interviews with today's hottest recording artists and taking calls from listeners around the world who can talk to our guests on the toll-free "Rockline". (Geared for an album rock audience station). Are planning to broadcast live concerts from around the world as well as special events, etc.

K

**KANSAS INFORMATION NETWORK/
KANSAS AGRICULTURE NETWORK**

1500 N. West St.
Box 1240
Wichita, KS 67201

(316) 942-7955

EXECUTIVES:

Frank Gunn, GM/VP
Kelly Walker, News Oper. Dir.
Frank Horn, Sales Mgr.
Rich Hull, Farm Dir.
Ken Root, Farm Dir.

DESCRIPTION OF KANSAS INFORMATION

NETWORK PROGRAMMING:

17 newscasts a day comprised of news about Kansas are provided to 44 affiliate stations in Kansas. The network is hardwired on a full-time basis and also originates Wichita State University basketball.

DESCRIPTION OF KANSAS AGRICULTURE

NETWORK PROGRAMMING:

13 programs a day comprised of farm news, features and market information are fed to 31 affiliated radio stations in Kansas. Both farm directors are voting members of the National Association of Farm Broadcasters.

OWNED AND OPERATED RADIO STATIONS:

KAKZ-AM Wichita, KS

M

**MUSIC COUNTRY NETWORK
A service of AP Broadcast
Services & WSM, Inc.**

50 Rocketteller Plaza
New York, NY 10020
(212) 621-1511

EXECUTIVES:

Tom Griscom, Senior VP, WSM, INC.
Roy Steinfort, VP, AP Broadcast Services
David Hall, GM, Opryland Productions, Inc.
Jim Hood, Deputy Director, AP Broadcast Services
Glenn Serafin, Affiliate Relations, Music Country Network

**MUTUAL BROADCASTING SYSTEM,
INCORPORATED**

1755 South Jefferson Davis Highway
Arlington, VA 22202
(703) 685-20000

EXECUTIVES:

Martin Rubenstein, Pres. & CEO
Jack Clements, Exec. VP Network
Jerry M. Wallace, Sr. VP/Corp. Services
Lynn McIntosh, Acting Dir. Sta. Relations
Dick Carr, VP/Programming
John Chanin, VP Sports
Tom C'Brien, VP News & Special Programming
Gene Swanzy, VP Broadcast Services
George Barber, Regional Mgr. Southeast
Georgette Kohler, Regional Mgr. Midwest
Bill Armstrong, Regional Mgr. Southwest
Jerry Jackson, Regional Mgr. West
Lynn McIntosh, Regional Mgr. Northeast

DESCRIPTION OF NETWORK'S PROGRAMMING:

Mutual is a full service network, offering news, play-by-play sports, lifestyle features, public affairs, national telephone talk and contemporary and country music programming. Notre Dame and major league football, Larry King, Jack Anderson and Dick Clark are among Mutual's most popular programs. Recently, Mutual has added Dallas Cowboys, Pittsburgh Steelers, Atlanta Falcons and Kansas City Chiefs play-by-play sports coverage, the weekly Dick Clark national music survey,

They're sweeping across the American pop scene like a breath of fresh air - with songs like "Here I Am," "Lost in Love" and "Even the Nights Are Better." Now, hear the refreshing sound of Air Supply, in exclusive concert on RADIORADIO. Hear 90 minutes of the warm

and magical music that's making them famous. Famous enough to be named "the most successful pop group of the eighties" by Billboard magazine.

Don't miss Air Supply in concert - it'll sweep you away. Check your local listings the weekend of Sep-

tember 4th, for the RADIORADIO station near you, and the exact time of broadcast.



ON STAGE TONIGHT

Air Supply



Produced by G. K. Productions

the Forbes magazine reports and Agronski and Company to its line-up.

OWNED AND OPERATED RADIO STATIONS:
WHN, New York
WCFL, Chicago

N

NATIONAL BLACK NETWORK

10 Columbus Circle
New York, NY 10019
(212) 586-0610

EXECUTIVE:

Eugene D. Jackson, Pres. Chairman
Sydney L. Small, Exec. VP
Del Rayce, Exec. VP
George Edwards, VP GM
Vince Sanders, VP News and Operations

DESCRIPTION OF NETWORK'S PROGRAMMING:

National Black Network provides affiliates with complement of 12 different forms of regular programming. Roster offers vital news and information for an audience ranging from pre-school to college grads, including specialized interests of black females and energy minded consumer.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:
Night Talk

OWNED AND OPERATED RADIO STATIONS:

WDAS A F, Philadelphia, PA
KATZ, St. Louis, MO
WZEN, Alton, IL
WWRL, New York

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036
(202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres.
Tom Warnock, Exec. VP
Sam Holt, VP, Programming
Barbara Cohen, VP, News/Information Programs
Clyde Robinson, Sr., VP, Station Services and Representation
Art Roberts, Treasurer VP-Finance

DESCRIPTION OF NETWORK'S PROGRAMMING:

News and Information, Drama, Classical Music; Jazz; Educational programming.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

THE SUNDAY SHOW-NPR's five-hour showcase of the arts.

NATIONAL SATELLITE NETWORK - PUBLIC SERVICE SATELLITE CONSORTIUM

1660 "L" Street, N.W. Suite 907
Washington, DC 20036
(202) 331-1154

EXECUTIVES:

Elizabeth L. Young, Pres.
Robert A. Mott, Exec. VP
Louis A. Bransford, VP Planning and Development
Dail Ogden, VP Operations
Polly Rash, Dir. of Marketing
Helen J. Lauck, Dir., Nat'l Satellite Network
W. Daniel Gorton, Dir., Systems Engineering
Billy D. Lane, Dir., Operational Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Ad-hoc networks for educational seminars,

conferences and business meetings. Networks arranged for video and audio distribution. Transmits non-broadcast programs through National Satellite Network; operates satellite uplink, live origination studio and portable uplink facilities.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

Video-teleconferencing of business-related meeting, through for-profit subsidiary, for corporate clients.

NBC RADIO NETWORK

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444

EXECUTIVES:

Robert Walsh, Pres., NBC Television
Sta. Radio
Michael Eskridge, Exec. VP, NBC Television
Sta. Radio
Robert Mounly, Exec. VP, NBC Radio
Richard K. Penn, VP GM
Kevin Cox, VP Sales and Marketing Radio Networks
Charles Strehan, VP Marketing Development
Meredith K. Woodyard, VP Affiliate Relations
Jo Moring, VP NBC Radio News
Morrie Trumble, Dir., Programs
Nicholas P. Schiavone, VP, Research, Radio
Richard Green, Dir., Research, Radio
Joan Voukides, Dir. of Adv. & Promotion
Peter M. Hamilton, Press Representative

AFFILIATE RELATIONS:

Steve White, Dir., Affiliate Services
Gerald Green, Regional Director
Robert Wogan, Regional Director
Craig Simon, Regional Director

NEWS

Alan Walden, Director, Radio News
James T. Farley, Dir., Radio News Oper.

OPERATIONS AND ENGINEERING

H. Delaney (Buddy) Young, Dir., O & E
Ray Weiss, Mgr., Technical Operations
Lauren Grant, Mgr., Program Operation

PROGRAMMING

Guy Ludwig, Producer, Special Projects
Maurice Tunick, Producer, Talknet
Dave Gibson, Producer, Country Sessions

DESCRIPTION OF NETWORK'S PROGRAMMING:

Short Form: NBC Hourly news and news feature related programming geared to 25-54 year old audiences, tending to complement stations with AC, C formats. Long form: Talknet telephone talk blocks.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

Here's Morgan Again with Henry Morgan and Hear and Now with Roger Mudd (both are short form features).

OWNED AND OPERATED RADIO STATIONS:

WMAQ, Chicago
WKQX, Chicago
WRC, Washington
WKYS, Washington
KNBR, San Francisco
KYUU, San Francisco
WNBC, New York
WYNY, New York

"THE SOURCE" (NBC RADIO NETWORK)

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444

EXECUTIVES:

Robert Walsh, Pres., NBC Television
Stations Radio

Michael Eskridge, Executive VP, NBC

Television Stations Radio
Robert Mounly, Executive VP, NBC Radio
Ellyn Ambrose, VP GM

Jo Moring, VP Radio News
Shelley Lewis, Director, News, "The Source"
Nicholas Schiavone, VP, Radio Research
George Taylor Morris, Director, Program and Administration

Kevin Cox, VP, Sales and Marketing
Frank Cody, Director of Affiliate Relations
Program Dev.

Dan Formento, Program Manager
Joan Voukides, Director of Advertising & Promotion

Richard Green, Dir. Radio Research,
Radio Networks

Dan Forth, Regional Director Affil. Relations
Andy Denemark, Regional Director Affil.

Relations
Kirk Striland, Regional Director, Affil.
Relations

Peter M. Hamilton, Press Representative

DESCRIPTION OF NETWORK'S PROGRAMMING:

Long and short form news and feature programming geared toward an 18-34 year old demographic, programming used to supplement stations with album rock or young adult formats. Two minute newscasts and 15 past hour; also 45 past hour during AM/PM drive. Features: "One Minute with...", "Coping with...", "The Rock Report", "Today in Rock History". Long form: "The Source Report" Peabody and Armstrong Award winning weekly 1/2 hour public affairs program. Also weekly series of artist profiles or recorded in concert presentations.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

"Coming Attractions" (summer long series of one hour programs centering on films of interest to 18-34 demo). Format: interviews with stars and production people of films set against album rock music. "Sourcebreaks" capsulized one minute news bursts fed weekdays at 45 past hour, 4:45 pm - 7:45pm. First 30 seconds: headline type format; second 30 seconds more feature type material.

OWNED AND OPERATED RADIO STATIONS:

WNBC WYNY, New York
WMAQ/WKQX, Chicago
WRC WKYS, Washington
KNBR KYUU, San Francisco

P

PROFESSIONAL RODEO NETWORK, INC.

P.O. Box 1B
315 Madison Avenue Suite 202
Eugene, OR 97440
(503) 687-2068

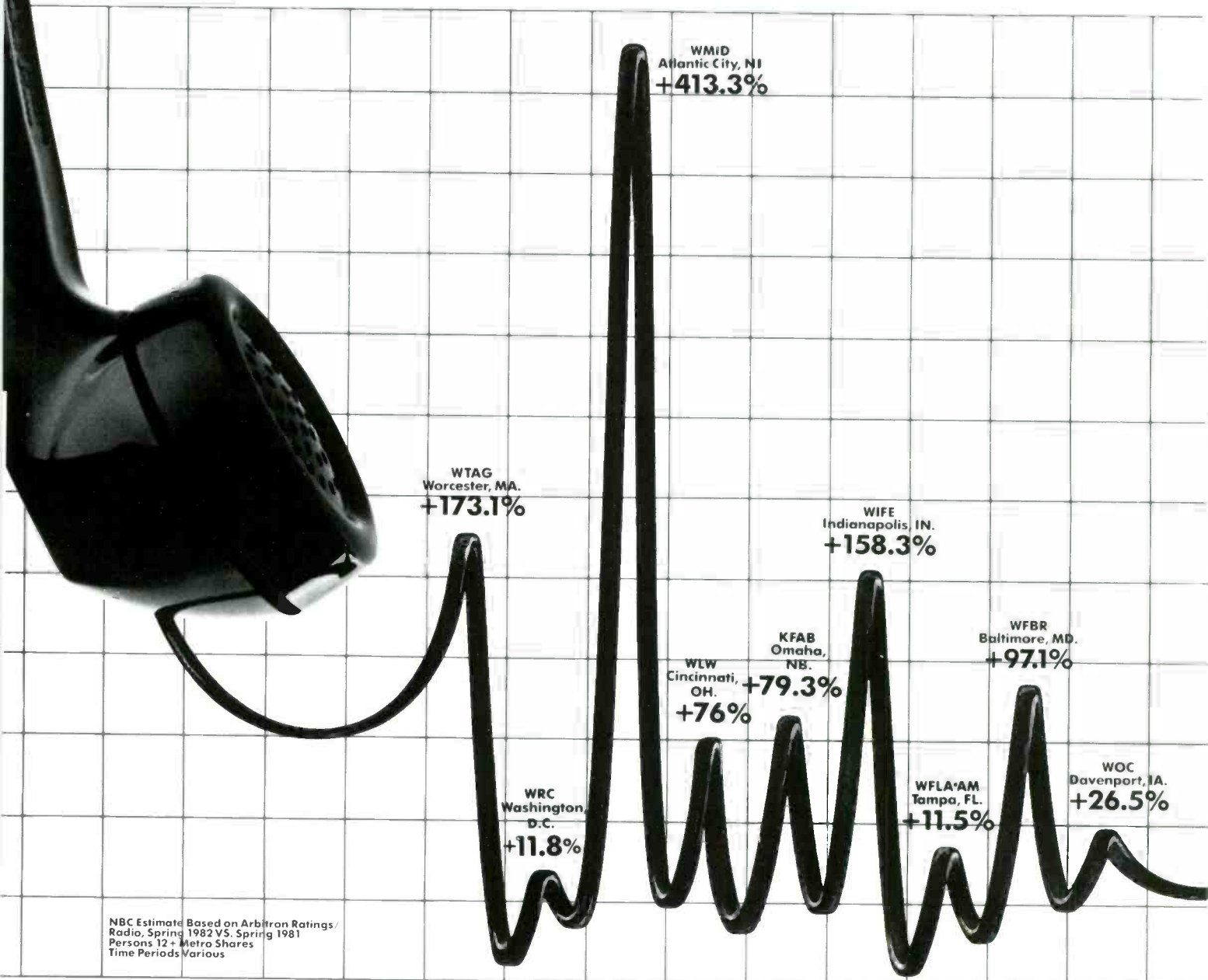
EXECUTIVES:

Peter Powell, Pres. Executive Producer
Jan Yearwood, Sec'y National Sales & Promotion
Graham Marden, VP Network Affiliate Dir.

SERVICES:

Producer and distributor of nationally sponsored radio programming. Currently offering THE GREAT AMERICAN COWBOY Six programs weekly, three minutes in length. Country lifestyle emphasis with feature interviews and rodeo news. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo". Sales features include network promotion. Airing in over 100 markets after

NIGHTTIME SHARES HAD THEM DOWN. WE TALKED THEM UP.



NBC Estimate Based on Arbitron Ratings/
Radio, Spring 1982 VS. Spring 1981
Persons 12+ Metro Shares
Time Periods Various

Metro Share Increases Spring 1982 VS Spring 1981

Share the wealth. Plug into a one-of-a-kind call-in programming service that keeps your audience up at night. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer soon on weekends. So distinctive you have to hear it to believe it.

Call Meddy Woodyard at NBC Radio collect today (212) 664-4745. Talknet. The nighttime audience builder.

Talknet
FROM NBC RADIO

first year, with new markets added weekly.

PROGRAMMING AVAILABLE FOR SALE:

The Great American Cowboy. Price: Barter
The National Finals Rodeo Reports - a nine day special in December from Oklahoma City
"The Worlds Series of Rodeo". Free demo tapes available to our readers.

R

RKO RADIO NETWORKS

1440 Broadway
New York, NY 10018
(212) 575-6100

EXECUTIVES:

Thomas F. Burchill, Pres.
Ken Harris, VP & Dir. of Affiliate Services
Dan Griffin, VP & Dir. of Prog.
Dave Cooke, VP & Dir. of News
Pamela Hamilton, Dir. of Creative Serv.
Joe Maguire, VP & Dir. of Eng.
Kevin Lyons, VP & Dir. of Sales
Frank Musumeci, Controller

DESCRIPTION OF NETWORK'S PROGRAMMING:

RKO One: Programs for young adults in 25-34 demographics. Provides news, sports, entertainment specials.

RKO Two: Designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, sports, entertainment specials.

RKO Radioshow: Provides long form programming for all radio stations, including "America Overnight" (all night talk/call-in) and "Night Time America" (all-night music).

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

The *Hot Ones* one hour specials blending music and interviews of contemporary hit artists. *Musicstar Specials* one-hour portraits of contemporary hit artists. *Solid Gold Saturday Night* - Five live hours of gold hits. *Weekly Music Magazine* - Three hour weekly top 30 Countdown. *Captured Live!* - One hour rock specials recorded live in concert featuring AOR artists. *Steiner on Sports* - Two-minute sports commentary.

OWNED AND OPERATED RADIO STATIONS:

WRKO/WROR-FM, Boston
WFYR, Chicago
WAXY, Miami/Ft. Lauderdale
KHJ/KRTH-FM, Los Angeles
WHBQ, Memphis
WOR/WRKS-FM, New York
KFRC, San Francisco
WGMS-A/F, Washington, DC

S

SHERIDAN BROADCASTING NETWORK

1811 Boulevard of the Allies
Pittsburgh, PA 15219
(412) 281-6751

EXECUTIVES:

Glenn R. Mahone, Pres.
Jerry Lopes, News Director
William Butler, III, Dir. of Station Rel.
Lynne Joy Rogers, Program Manager
Ron Weston, Eastern Sales Manager
Thaddeus Hill, Midwest Sales Manager

DESCRIPTION OF NETWORK'S PROGRAMMING:

News, Sports and Information of special interest to Black Americans.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

24-hour programming available in the Fall via satellite.

OWNED AND OPERATED RADIO STATIONS:

WAMO A F, Pittsburgh
WUFO, Buffalo, NY

U

UNITED PRESS INTERNATIONAL, INC.

220 East 42nd St.
New York, NY 10017
(212) 850-8600

EXECUTIVES:

Roderick W. Beaton, Pres./CEO
H.L. Stevenson, VP/Editor-in-Chief
Claude Hlippeau, VP/GM, International Div.
Donald J. Brydon, VP/Gen'l Sales Mgr.
James F. Darr, VP, Systems Development
Fred J. Greene, Comptroller
F.W. Lyon, VP, Newspictures
Robert P. Paffen, VP/Dir. of Personnel & Labor Rel.
Gordon Rice, VP, Broadcast Services
Ted Feurey, GM, Audio
Bill Ferguson, Editor, Nat'l Radio
Stan Sabik, Dir. of Network News, Operations & Programs
William E. Wilson, Dir. of Eng.

DESCRIPTIONS OF NETWORK'S PROGRAMMING:

Newscasts are transmitted every hour on the hour, seven days a week. They include voice reports direct wherever the most important events are taking place. Also transmits seven live Business Reports, Monday through Friday, plus a daily feature length recap. Features include: UPI Roundtable, Farm Features, UN Perspective, Reflections. Week on

Wall Street, Consumer Focus, Hollywood Focus, Science and Man, and People. Broadcast each day, Monday through Friday.

W

WESTWOOD ONE, INC.

9540 Washington Blvd.
Culver City, CA 90230
(213) 204-5000

575 Madison Ave., Suite 1006
New York, NY 10022
(212) 486-0227

EXECUTIVES:

Norm Pattiz, Pres.
Judy Gold, VP/Dir. of Station Sales
Brian Heimerl, Dir. of Operations
Ron Hartenbaum, Dir. of Advertising Sales
Richard Kimball, Dir. of Concert Programming

SERVICES:

Nation's largest producer of nationally sponsored radio programs, features, concerts and specials. Distributing 21 programs to over 2000 U.S. radio stations.

PROGRAMMING AVAILABLE FOR SALE:

The Dr. Demento Show
Off the Record with Mary Turner
Live From Gilley's
In Concert
The Rock Years - Portrait of an Era
Special Edition
Coleman Country
Star Trak
Rock Album Countdown
Daybook
Shootin' The Breeze
Rock and Roll Never Forgets
Wheels
Buffalo Dick's Radio Ranch
Budweiser Concert Hour
Spaces and Places
Off The Record
Tellin' It Like It Was
The Countdown
Playboy Advisor
The Competitors
Free demo tapes available to our readers.

ROBERT WOLD COMPANY, INC.

Los Angeles, CA 90024
(213) 474-3500

EXECUTIVES:

Robert N. Wold, Chmn./Pres.
Gary J. Worth, Pres., WOLD Communications
Wayne Baruch, Pres., WOLD Entertainment
Robert E. Wold, VP, Sales WOLD Communications

**SURREY COMMUNICATIONS RESEARCH
IS PROUD OF THE
COMPANIES WE KEEP:**

WNBC New York
WYNY New York
WMAQ Chicago
WKQX Chicago
K-101 San Francisco
KSLQ St. Louis
KCBQ San Diego
Q-105 San Diego
WOKY Milwaukee
WMIL Milwaukee
KATT Oklahoma City
KAIR Tucson
KJYK Tucson

Our clients demand special attention, and we think they deserve it. If you believe in innovative, quality solutions to your problems, we'd like to talk with you.

Headquartered In Denver To Serve You Better.



SURREY COMMUNICATIONS RESEARCH, INC.
Union Common Building, Suite 270 66 South Van Gordon
Denver, Colorado 80228 Telephone (303) 989-9980

A

THE ARBITRON COMPANY

1350 Avenue of the Americas
New York, NY 10019
(212) 887-1300

EXECUTIVES:

Theodore F. Shaker, Pres.
Anthony J. Aurichio, Exec. VP
Marshall L. Snyder, VP/GM, Product & Research Services
C. William Bahan, VP/GM Operations & Production

SERVICES:

Broadcast audience measurement; local radio market reports in 253 markets; AID; nationwide; local television reports in 211 markets; syndicated program analysis; network program analysis; county coverage; Qualidata; Condensed Radio Market Reports; Programmers' Package, Farm Radio and Television Reports; Cable Dictionary; Cable Network Report; Radio & Television Ethnic Reports; Cable Audience Measurement Profile (CAMP) Studies.

AUDIENCE ANALYSTS

14677 Midway Road, Suite 202
Dallas, TX 75234
(214) 385-3980

EXECUTIVES:

Jon Coleman, Sr. Partner
Janis Wojniak, Research Assoc.

B

ROBERT E. BALON & ASSOC., INC.

2525 Wallingwood Suite 1104
Austin, TX 78746
(512) 327-7010

EXECUTIVES:

Rob Balon, Pres.
Becky Jackson, Research Assoc.
Chuck Dunaway, Programming Consultant

SERVICES:

Research and consultation for the communications industry. Full range of perceptual research. Emphasizing psychographic segmentation studies. Customized program consultancies for individual stations - one to a market.

FEES:

Prices vary depending upon services performed.

THE BIRCH REPORT

3200 North University Drive
Coral Springs, FL 33065
(305) 753-6043

EXECUTIVES:

Thomas C. Birch, Pres.
David S. Gingold, VP Dir. of Sales & Mktg.
Roseann F. Birch, VP Dir. of Operations
Craig Harper, Nat'l Sales Mgr., Non-monthly markets.

SERVICES:

THE BIRCH REPORT - Syndicated broadcast audience measurement. Reports available on a monthly, quarterly, or semi-annual basis. Birch Report quarterly summaries include estimates by county, cume duplication analyses, location of listening by home, car, and other away-from-home locations,

product usage, reach and frequency tables, composition of audience by demographic and ethnic groups, and many other unique displays of listening information. Monthly Birch reports include 14 pages of trend information, detailed daypart and demographic data, and hour by hour estimates. Small and medium market reports available on quarterly, semi, or annual basis. Birch report quarterly summaries are available in either tape or book form to recognize advertising agencies and tabulation services. BiDD (Birch Demand Data) available exclusively to Birch report clients. BiDD services allow customized access to The Birch Report data base; BiDD services include Custom Area Reports - audience estimates by county, zip code, or city area; Ethnic Listening Reports - customized to demonstrate a station's strength by key listening groups; Cume Duplication Reports - estimates of net cume, shared cume, and exclusive cume of station combinations in any or all demographics; File Listing - complete accounting of The Birch Report data base by demographic; Ethnic Composition of Cume - shows percentage composition of stations' weekly cume by ethnic group in each of the component demographics; Customized Demographics - estimates by radio station strength within non-standard demographic breaks.

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

C

CHICAGO PROGRAMMING RESOURCES

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Susan A. Cornelius, Operations Mgr.
Robb Wexler, Monitors Mgr.

SERVICES:

CPR provides a broad range of innovative, top-quality services to radio programmers, using skilled interviewers, sophisticated market research techniques, and a powerful in-house computer system. Furthermore CPR is the industry's only source of detailed information on the programming strategies of successful radio stations in all formats across the nation.

"CPR COMPETITIVE MONITORS" are full-week analyses of the music programming on format-dominant radio stations. Each report includes chronological and alphabetical breakouts plus various summary statistics. Reports currently available include KFRC, WCOZ, KVIL-FM, WHDH, KSTP-FM, WLPX, KYA, KEGL, WKQX & KPKE, KSCS, and others. Customer reports are also available.

"CPR CLASSIC ROCK" FORMAT is designed to win the 18-34 and 18-49 demos decisively by targeting to adults who have grown up on rock and are currently dissatisfied with both AOR and pop/adult formats. Music selection decisions are based on both local input and extensive research, including CPR Competitive Monitors. Music is pre-

programmed by computer for each individual client station.

TELEPHONE INTERVIEW STUDIES available include artist-preference studies, CPR Audience Growth Analysis, Perceptual studies using "attribute-ranking" methodology, lifestyle explorations, and traditional call-out research.

SIMULATION-BASED FORMAT TESTING is an innovative technique designed to determine how listeners evaluate radio stations and develop loyalties. The technique can also show the effects of adding or deleting programming elements from a given radio station.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

CPR will typically quote as low a price as other research firms, while offering strict quality controls during interviewing, and an easier-to-interpret report format.

CUSTOM AUDIENCE CONSULTANTS, INCORPORATED

8401 Corporate Drive
Landover, MD 20785
(301) 459-2686 Collect

EXECUTIVES:

Sam Paley, Pres.
Thom Moon, VP. Ops

SERVICES:

Full-service media research firm offering stations research support for:

PROGRAMMING: Custom Diary Analysis provides an in-depth look at the behavior of a station's audience - the "numbers behind the numbers" - based on our review of Arbitron diaries. A companion study to the Custom Diary Analysis is the Mechanical Diary Analysis - a succinct summary of data contained in the Arbitron mechanical.

SALES: Complete array of multi-purpose sales promotion tools derived from the latest Arbitron, produced immediately upon release of the market report, synopsis of results for client station and its competitors from book - all produced to show client in best possible light. Specific sales presentation provide complete media plans, concrete justifications for adding radio to TV or newspaper campaign, pre- or post-buy analyses, all produced on an "as needed" basis.

MANAGEMENT: Rate card analyses and recommendations to optimize revenue while providing competitive CPM's Market analyses to pinpoint a format "hole" in market if you are considering a format change, or, ascertain economic conditions & format opportunities in a prospective market.

PRIMARY RESEARCH: Surveys to profile product & service usage of listeners to specific stations within targeted demographics. Surveys to ascertain opinions & attitudes of advertisers/agency personnel regarding radio stations' sales staffs.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Vary according to services used. Can be arranged on a per project basis, or as a retainer package customized to station's needs.

D

DIGITAL MEDIA MARKETING SERVICES

2100 Data Park, Suite 100

Statement to the Industry

The Birch Report

Dear Broadcaster:

The Birch Report has already achieved what many thought to be highly improbable - if not impossible. We are the first major competitor in radio audience measurement to be fully in place and available to Radio broadcasters and advertisers on a nationwide basis in many years.

This achievement did not occur by chance. It took us three years to gain the grass roots support of more than 1000 broadcasters buying The Birch Report in well over a hundred markets. By implementing tactics in a long term marketing strategy to establish The Birch Report as a credible National ratings service, we're now poised for the next stage of our growth: Support and use of The Birch Report by America's advertising agencies.

Last fall, we commissioned an independent attitudinal and perceptual study to solicit attitudes towards the ratings services of radio station owners, managers and group executives. Here are the highlights:

- 1) A telephone based methodology was preferred by nearly 60% of the sample.
- 2) 96% said they'd like to see a successful competitor to Arbitron (4% said "don't care": No one said "no").
- 3) The biggest complaints towards one of the services were cost, small sample sizes, monopoly, arrogance and slow delivery time. (The Birch Report was perceived as the fastest growing and best-regarded service; and, even then, second only to Arbitron in total subscribers).
- 4) Qualitative/Product Usage data was named as the most desired information not currently available in ratings books (at that time).
- 5) And, last but certainly not least - agency acceptance was at the top of the list in evaluative criteria used to choose a ratings service.

We're positioned for success and believe we now have a superior service to market to local, regional and national agencies.

Agencies want frequent reporting. The Birch Report now provides 16 complete reports annually (12 Monthlies and 4 Quarterly Summary Reports) in more than 50 markets, nationwide.

Agencies want convenience. The Quarterly Summary Report provides a convenient, easy-to-use ratings book that is custom-designed for planning and buying. Convenience will be further enhanced when Birch data is available on computer tape in the near future.

Agencies want the complete story. The Quarterly Summary Report provides cumulative duplication tables, county by county estimates, location of listening (home, car and other away-from-home) estimates, ethnic and demographic composition data, and most importantly, qualitative and product usage data. No other syndicated ratings service offers this kind of information in a standard published report.

Our marketing efforts to local, regional and national agencies have been accelerated. In addition to regularly scheduled agency presentations in local and regional markets, we recently began addressing the Madison Avenue agencies. The fruits of our labors are already paying off: The Birch Report is undergoing serious evaluations by many of the major shops. In fact, several key national agencies and buying services are now using the Quarterly Summary Report.

Hundreds of local and regional agencies are already relying on Birch data to aid in buying and planning. And, like our radio support, we're building our agency business on a solid grass roots foundation.

Bottom line: We've systematically addressed almost every industry requirement for a viable national ratings service. Low Cost. Monthly reports for monitoring market trends. Quarterly Summaries for complete, in-depth analyses. The largest annual samples in most markets. And a strong, viable methodology. The last, and most important requirement - agency acceptance - is now a reality in many local markets, and rapidly increasing at the regional and national level.

If you're not a Birch Report subscriber, now's the time to join us. We're committed to the long term. We've got the broad support and financial strength we need to continue our efforts. But our most valuable asset is you ... using The Birch Report to sell your station.

In 1982, The Birch Report is an investment in the future of a competitive radio ratings marketplace... an investment you can make money with now.

Sincerely,



Tom Birch
President

Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Admin. Exec.

SERVICES:

"Street-Useable" materials designed so sales exec can provide clear, concise understanding of radio ratings to time-buying clients. Computer-based company offers an extensive variety of graphs and tables which will effectively translate the Arbitron into comprehensive one-page pictures. Audience flow graphs, demographic profiles, competitive rankings for markets and stations are all designed for effective communication to direct buyers. Sales and programming information for over 30 daypart/combinations for as many as 41 different demographic categories. Specific packages include the widely-promoted "Tracker" (audience flow charts) and "Bottom Line", a full rate-structure translation of the Arbitron. Format exclusively available for markets.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Individual reports from \$20 to \$40. Packages from \$150 to \$1500 (less than \$8 per report). Extensive package flexibility available to address unique needs of individual stations.

E

ELECTRONIC RATING COUNCIL, INCORPORATED

420 Lexington Avenue, Room 2347
New York, NY 10017
(212) 687-7733

ERA RESEARCH

680 Beach Street, Suite 335
San Francisco, CA 94109
(415) 441-0550

F

FMR ASSOCIATES, INC.

6408 E. Tanque Verde Road
Tucson, AZ 85715
(602) 886-5548

EXECUTIVES:

Bruce Fohr, Pres.
Thomas M. McNulty, Executive VP
Faye Anne Graham, Office Mgr.

SERVICES:

Custom-designed attitudinal and perceptual research projects on proprietary, market-exclusive basis. FMR Associates specializes in broadcast research only. Does not offer programming services or consultation, but works with independent programming specialists.

FMR's exclusive research services include its trademarked *Vulnerability Analysis* and *Behaviorgraphic* audience research techniques, as well as its specialized *Target-Market* and *Format Opportunity Analysis*. The principals of FMR have worked for more than 75 stations across the country (both large and small markets) and virtually all format types. FMR's strategic and positioning research ser-

vices have been found to be especially useful for broadcasters planning to enter new markets or new formats, as well as market leaders interested in solidifying their strengths and eliminating their vulnerabilities.

FMR does not publish a client list to sell its services. However, a confidential list of references is provided on request.

Written proposals and prices accompany all projects, which generally involve focus group, telephone or in-home methodologies. Principals, not assistants, design, conduct, and analyze all projects. All projects include written reports, analyses, with clear conclusions and recommendations. Readers may write or call for additional service/company background information, specific project proposals, references and fees.

H

HUGH HELLER IMAGE RESEARCH AND DEVELOPMENT

1056 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

HEYMANN-APPLE BROADCAST

175 E. Delaware Place, Suite 5212
Chicago, IL 60611
(312) 266-9822

HIBER & HART, LTD.

P.O. Box 1220
Pebble Beach, CA 93953
(408) 373-3936

I

INDEX RESEARCH (formerly Radio Index, Inc.) A Division of Todd Wallace/Assoc.

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082 Toll Free,
(602) 242-6800 in Arizona

EXECUTIVES:

Todd Wallace, Pres.
Chuck Morgan, VP/Director, US Consultation
Tracy Massey, Research Dir.
Dawn Williams, Operations Director

SERVICES:

Programming Research Software Systems available: Market Positioning System (in-house system designed to give client the logistical know how and computer capability to conduct any research study necessary plus pre-program music 24-hours a day. MARS P.D.C. (the very latest state of the art system of callout music research offering exclusive precision dayparting control psychographic printouts). Audience Measurement services: "Radio Index" audience measurement (confidential ratings, overnight delivery); positioning questions (attitudinal/perceptual questions with both demographic and psychographic display). Program consultation services: Todd Wallace Associates (see listing under Consultants Directory). Complete brochures available upon request.

MINIMUM AND MAXIMUM FEES FOR SERVICES:
\$350 to \$5,000.

J

JOINT COMMUNICATIONS CORPORATION

191 John Street
Toronto, ON M5T 1X3, Canada
(416) 593-1136

EXECUTIVES:

Dave Charles, Pres.
John Parikhal, VP
David Oakes, Dir. of Research
Colleen Robinson, Office Mgr.

SERVICES:

A heavily research-based media consulting company. Provides full-scale market research in the U.S. and Canada for radio, television, film and records. Services include: Lifestyle studies; market specifics such as perceptions of news, announcer profile on the market, importance of various features, station image, etc.; focus groups; and competitive market profile analysis. Research information is useful in determining marketing position, format changes, etc. Joint Communications Corp. works on one key assumption - increased media fragmentation is changing the way that people choose favorites. An understanding of the relation between lifestyle and research in the most effective way to cope with this change.

L

LANDSMAN/RIVERS RADIO SERVICES

135 East 54th Street
New York, NY 10022
(212) 855-0445
741 Red Oak Terrace
Wayne, PA 19087
(215) 964-9321

LEACH RESEARCH, INC.

327 Sandoval, Suite 302
Santa Fe, NM 87501
(505) 982-1831

M

FRANK N. MAGID ASSOCIATES, INCORPORATED

One Research Center
Marion, IA 52302
(319) 377-7345

MARKET BUY MARKET (R)

5858 Sunset Boulevard
Los Angeles, CA 90028
(213) 460-5639

EXECUTIVES:

Gil Bond, GM
Denise Herb-Mazzotta, Sales Mgr.
Trish Rotsch, Oper. Mgr.

SERVICES:

Sells computerized terminal access to media research for radio, television, newspapers and magazines. Provides a range of sales and programming reports based on syndicated ratings services. Matches qualitative profiles of radio stations' audiences to quantitative measurements of audience size. Nationwide customers include many of the country's largest advertisers, advertising agencies and radio stations.

MARKETRON

2180 Sand Hill Road
Menlo Park, CA 94025
(415) 854-5301

MEDIA RESEARCH GRAPHICS, INC.

P.O. Box 5973
Sherman Oaks, CA 91413
(213) 789-4000

EXECUTIVE:

Allen Klein, Pres.

MEDIA SERVICE CONCEPTS

1713 N. North Park Avenue
Chicago, IL 60614
(312) 280-0158



RML

P.O. Box 36713
Tucson, AZ 85740
(602) 742-2034

EXECUTIVE:

Bob Lowry, Pres.

RADIO ADVERTISING BUREAU, INCORPORATED

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVE:

Miles David, Pres.

RADIO INFORMATION CENTER

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

EXECUTIVES:

Maurie Webster, Pres.
Jerry French, Sales Mgr.
Art Salisch, Ops. Mgr.

SERVICES:

Computer-based, customized research company. Big, highspeed computers are used to do the heavy quantity of research analysis on many fields, which only computers can do efficiently. "THE ANALYST" is the first exhaustive analysis of Arbitron audience data designed for station use in both Programming and Sales. In 30 reports, it evaluated dozens of critical factors which are beyond the reach

of manual analysis but important to the programming, sales and use of radio. We do the semiannual "Leading Station" analysis for TV Radio Age.

RAM RESEARCH COMPANY

10035 Carroll Canyon Road
San Diego, CA 92131
(714) 578-5660

EXECUTIVES:

Douglas P. Herman, Pres.
Michael A. Dirxx, VP, Prog.
Andrew Hangarter, VP, Mktg.

SERVICES:

Year-round audience ratings with computer terminal access to current data and zip-by-zip information. Qualitative sales reports by individual market and stations. Red Zone Reports of listening by zip code. American Music Research: national testing of standards and currents on weekly basis. Client music research systems providing sample and computer handling of data. Attitudinal research. Computerized music logging and format management systems.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$140/month to \$3500/month

RANTEL RESEARCH

Box 681
Laurel, MD 20707
(301) 490-8700

EXECUTIVES:

David Tate, Pres.
Charles E. Helene, VP-Marketing
Steven A. Smith, VP-Data Processing

SERVICES:

RANTEL Arbitron Diary Analysis: Custom analysis of raw Arbitron diaries including audience trends, cume re-cycling, geographic diary penetration, audience sharing, listener comments, and slogan penetration analyses. Music Attitude Measurement: Local market analysis of listener music preferences measuring familiarity, acceptance, and demand levels for individual, specified target groups.

Audience Perception Studies: Both quantitative studies and focus group studies examining and analyzing audience and market positioning problems. Rantel Audience Information Services are being used by over 130 radio stations nationwide.

THE RESEARCH GROUP

Strategic Marketing Center
2517 East Lake Avenue E.
Seattle, WA 98102
(206) 328-2993

EXECUTIVES:

William C. Moyes, Pres.
Larry B. Campbell, VP GM
Dick Springfield, Dir. of Research
Terry Patrick, Research Assoc.

SERVICES:

The Research Group provides a unique service - STRATEGIC RESEARCH for radio stations. Strategic research involves not just providing clients with listening behavior, or perceptual studies, but a special form of market research focused on developing a long

term strategy for the station designed to increase audience share, revenue and profit. Providing strategic research and long-term strategic planning for our clients is the only business of The Research Group.

Each member of The Research Group's professional staff has, in addition to research background, extensive "hands on" experience - in radio station ownership, general management and/or programming with major broadcasting groups. The Research Group professional staff works as a team on each research project.

Each research project is custom-designed for the client's specific needs. A variety of research tools are used in providing the client with reliable, actionable, strategic research information. The Research Group services include: telephone and "in home" Strategic market Studies, Positioning Analyses, Focus Group Discussions, Comprehensive Music Tests, Diagnostic Sales Profiles, Promotional Efficiency Test (PET) and the newly developed Sales Booster Study. These studies zero in on the type of information regarding the stations cume which can bring additional sales by profiling listeners qualitatively in a favorable light.

In the radio industry, The Research Group is synonymous with STRATEGIC RESEARCH with excellent follow-up and implementation guidance for strategic planning. Prices vary depending upon services performed.

REYMER & GERSIN ASSOCIATES, INCORPORATED

4000 Town Center, Suite 655
Southfield, MI 48075
(313) 354-4950

EXECUTIVES:

Arnold S. Reymer, Pres.
Harvey N. Gersin, Exec. VP
Jon Beacher, Sr. VP
Doug Clemensen, Dir. of Research

SERVICES:

Full range of attitudinal, behavioral, motivational and psychographic marketing research studies, covering radio station formats, programming, imagery, talent and advertising. Studies investigate not only listener reactions to competitive radio stations, but also the intellectual and emotional needs that motivate the audience. Objective is to formulate a market positioning strategy, enhancing client station's programming, advertising and promotion. Skilled researchers conduct in-depth focus groups, "case studies", custom-designed statistical surveys, comprehensive reports and data tables. All services are confidential and available exclusively to one station per market.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Prices vary depending upon project design.



STATION RESEARCH SYSTEMS

14677 Midway Road, Suite 204
Dallas, TX 75234
(214) 239-5331 Collect

EXECUTIVES:

Don Hagen, VP GM

Carl Barringer, Dir., Software Dev.

STRATEGY RESEARCH CORPORATION

100 N.W. 37th Avenue
Miami, FL 33125
(305) 649-5400

EXECUTIVE:
Peter D. Roslow, Sr. VP

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
1-(817) 649-8577

SURREY COMMUNICATIONS RESEARCH, INCORPORATED

66 South Van Gordon, Suite 270
Denver, CO 80228
(303) 989-9980

EXECUTIVES:
Al Brady Law, President
Doug Jones, Executive VP

T

TELETEST RESEARCH SERVICES

P.O. Box 120427
Arlington, TX 76012
(817) 274-9892

EXECUTIVE:
Carl Cramer, Pres.

SERVICES:
Innovative approach to the tried and true research methods used for years by many of the most respected and well known research firms in the country. Our founder a former executive with one of these firms, has put together a coalition of research experts which have developed ways to achieve the same professional quality results at a fraction of the cost.

Teletest uses its trademarked MASTER PLAN OF RESEARCH to give radio stations in virtually all market sizes input from each market area important to bottom line success, including sales research, programming research and music research. All working relationships are on a market-exclusive basis. TELETEST is a division of Cramer Communications.

PRICING STRUCTURE:

Monthly rates are according to market size, and range from \$275 to \$1500.

TELMAR MEDIA SYSTEMS

90 Park Avenue
New York, NY 10016
(212) 949-4640

W

WALLACE & WASHBURN, INC.

118 Newbury Street
Boston, MA 02116
(617) 252-5978

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

Do you know what it's like to be #1?

There's nothing like being the #1 AOR in your market. Just ask any of our clients.

They'll tell you about the warm feeling that comes from being sought after by media buyers around town and around the country.

And they'll tell you about the radio consultants who have more top ten market AOR'S* than any other.

If you're wondering what it's like at the top, just give us a call.



Sebastian,
Casey & associates, inc.
5213 N. 24th Street
Suite #206
Phoenix, Arizona 85016
(602) 957-2452

*WLUP, Chicago; KMEL, San Francisco; WABX, Detroit; WCOZ, Boston; KLOL, Houston.

A

ROGER AHRENS ADVERTISING & PUBLIC RELATIONS

5 Riverside Drive
New York, NY 10023
(212) 580-8814

EXECUTIVE:

Roger Ahrens, Pres.

SERVICES:

Complete advertising, public relations, and marketing services. Sales promotion and corporate design.

AIRCASTERS, INCORPORATED

P.O. Box 182
Scottsdale, AZ 85252
(602) 959-7341

ALFREDO MARKETING & MANAGEMENT CORPORATION

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

GARY ALLYN RADIO ENTERPRISES

1427 Granada Avenue
San Diego, CA 92102
(714) 231-2673

BOB ANTHONY AND ASSOCIATES

456 Nova Albion Way
San Rafael, CA 94903
(415) 499-8797

ATKINSON CONSULTANTS, INC.

12 Lord's Highway Ext.
Weston, CT 06883
(203) 226-3110 Collect

AUDIO STIMULATION, INC.

1680 N. Vine Street, #900
Hollywood, CA 90028
(213) 466-5201 Collect

AUSTIN COMPANY

3650 Mayfield Road
Cleveland, OH 44121
(216) 382-6600

B

RICHARD W. BALES

903 Charlesgate Circle
East Amherst, NY 14051
(716) 688-8456 Collect

EXECUTIVE:

Richard W. Bales, Owner

BANKERS TRUST COMPANY

280 Park Avenue
New York, NY 10017
(212) 692-2301

BCTA, INC.

2936 Chain Bridge Road
Oakton, VA 22124
(703) 281-7120

BEEUWKES & ASSOCIATES

4596 Mountain Creek Drive
Roswell, GA 30075
(404) 993-8722

LAWRENCE BEHR ASSOCIATES, INCORPORATED

Box 8026
Greenville, NC 27834
(919) 758-4509

BGW ASSOCIATES, INC.

P.O. Box 151
Riverside, CT 06878
(203) 637-3638
(203) 562-2916 New Haven

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

BONNEVILLE BROADCASTING SYSTEM

274 County Road
P.O. Box 157
Tenafly, NJ 07670
(201) 567-8800

BOTIK BROADCAST SERVICES, INCORPORATED

Rt. 6, Box 49B
Austin, TX 78737
(512) 288-0625

EXECUTIVE:

Bob Botik, Pres.

SERVICES:

Programming, sales and management consultation.

PRICING STRUCTURE:

50/Hr. or monthly retainer

ROBERT W. BRECKNER

1014 North Bundy Drive
Los Angeles, CA 90049
(213) 472-2132

BROADCAST MARKETING CO.

450 Mission Street
San Francisco, CA 94105
(415) 777-5400 Collect

EXECUTIVES:

William L. McGee, Pres.
Bert Levine, VP/GM

SERVICES:

Retail sales and marketing programs, co-op information. Literature available to our readers.

BROADCAST TECHNICAL SERVICES LIMITED

Box 11069
Lansing, MI 48906
(517) 487-0900

BROADCASTING Kiley Communications, Inc.

9135 North Meridian Street, Suite B4
Indianapolis, IN 46260
(317) 844-6216
(317) 253-7693 (Home)

EXECUTIVES:

Roger Kiley, Chmn.
Robert D. Kiley, Pres.

SERVICES:

1) Audio Visual Station Presentation Production and instructions for proper utilization; 2) Sales Training Seminars: Selling promotions; selling ideas; tailoring presentations for different retail classifications. Proven selling methods that lead to success. Procedures for sales growth stability.

PRICING STRUCTURE:

Available on a straight fee according to scope of assignment or expenses plus percentage of gross sales increase after typical growth projections.

BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES, INC.

6500 River Chase Circle, East
Atlanta, GA 30328
(404) 955-1550

EXECUTIVES:

Kent Burkhardt, President
Lee Abrams, Director
Lee Michaels, Director
Dwight Douglas, Exec. VP
Bob Elliot, Associate
Jon Sinton, Associate

SERVICES:

Customized format consultation for country, adult contemporary, middle-of-the-road, news/talk, album rock (Superstars), urban, ethnic. Also special two-day market analysis to help position a station's programming.

PRICING STRUCTURE:

Varies for market size from \$1,000 to \$5,000 per month, two year contract. The market analysis also varies by market size from \$1,500 to \$2,500. Normal travel, lodging, and telephone expenses are added to above figures.

BURNS MEDIA CONSULTANTS, INC.

3054 Dona Marta Drive
Studio City, CA 91604
(213) 985-8522

C

CAMERON COMMUNICATIONS

76 State Street
Brooklyn Hts., NY 11201
(212) 852-5455

EXECUTIVE:

Jim Cameron, Pres.

SERVICES:

Assist stations in positioning of all News and Information programming, its integration into over-all format, for maximum ratings success.

NOTHING SUCCEEDS

Bob Hattrik, previously Doubleday's VP/Programming, has the best winning percentage and more #1 startups than anyone! Now the most competent broadcast consultant in history can work for you!

***KWK-FM/AM St. Louis**

Bob Hattrik delivered the highest music radio share ever in St. Louis the first week on the air, only to top that in the next week (with an 11.0 12+, #1 18-49, #1 18-34, #1 teens). KWK-FM is *still* St. Louis' #1 music station over 3½ years later!

***KDWB-FM Minneapolis**

Upon appointment as group P.D., Bob Hattrik took KDWB-FM from a 2.8 to a 5.7 in one week, using the same local staff and P.D. That turnaround put "Twin Cities 101" on top of the AOR competition! KDWB-FM is *still* the #1 FM AOR!

WLLZ-Detroit

Bob Hattrik's next move was the creation of Detroit's first new rock station in years. Detroit's "Wheels" signed on and was *instantly* Detroit's #1 music station (7.9 12+). WLLZ then scored the highest share in Detroit music radio history (9.2 12+, #1 18-49, #1 18-34, #1 teens)! WLLZ *still* holds that record!

KPKE-Denver

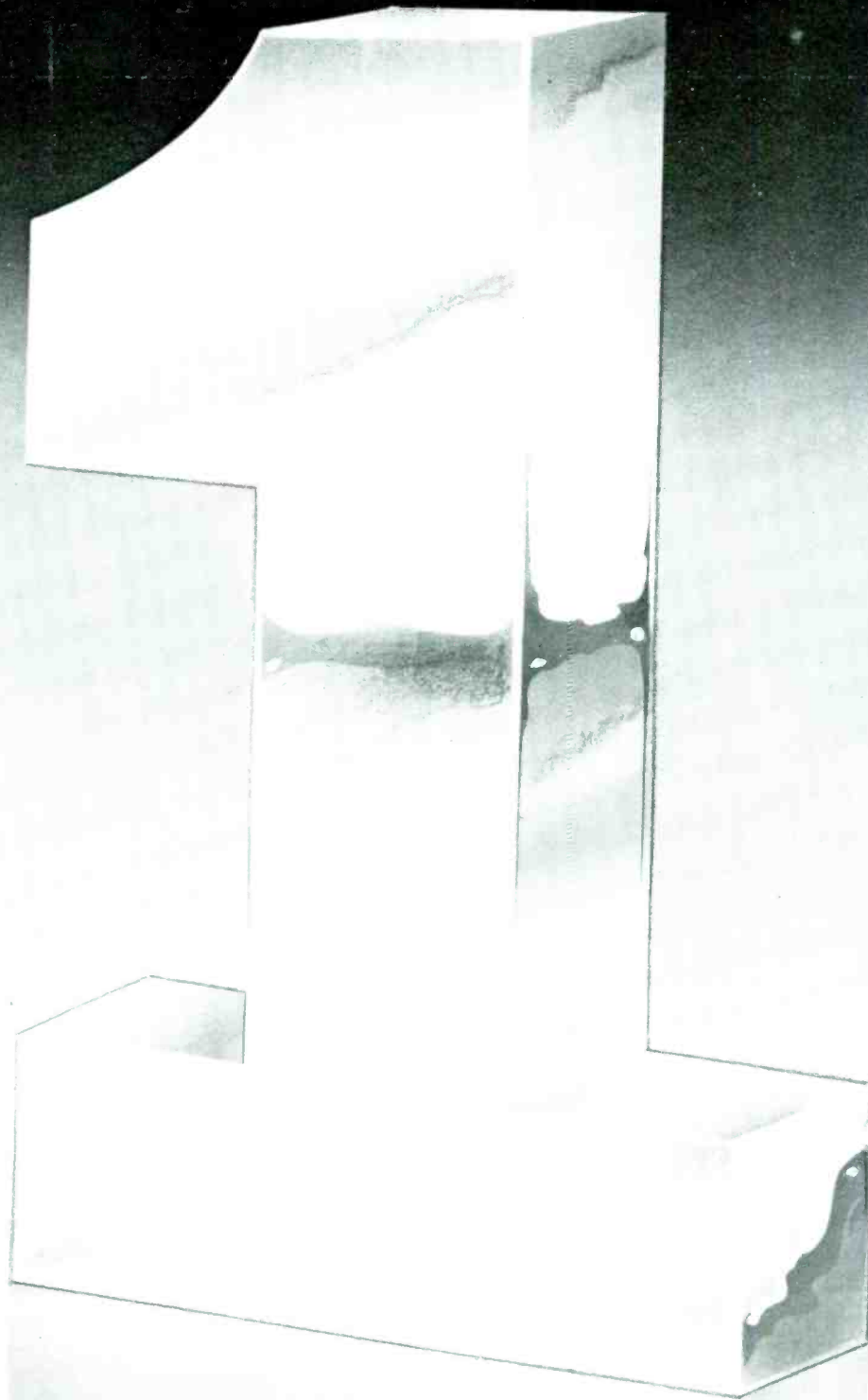
Perhaps Bob's most impressive debut of all was the recent explosion of KPKE, Denver's new peak! With just two weeks lead time before the book, the Hattrik format was installed, and suddenly Denver radio was *transformed!* KPKE soared from a 1.8 to a 5.9 12+. Then last winter, the peak climbed to Denver's #1 contemporary music station 12+, and held rank #1 adults 18-34 M-S 6A-MID.

State of the art programming (staff building and training), *Research* (computerized music analysis version 5.3, focus groups, and market studies), *Target positioning and promotion* (on air, television, street awareness), *Complete audio analysis*... clearly, a *comprehensive approach unmatched by anyone!* Our *commitment to being number one demands it!*



**#21 Carriage Lane
Suite 200
Saint Louis, MO 63108
(314) 361-6666**

LIKE SUCCESS.



The best track record in AOR history!

IN THE SPRING
'82 SERIES
OUR STATIONS
BATTLED OVER
.000

10 out of 12 of the Jeff Pollack Communications consulted stations increased their share of audience and 9 out of 12 were the #1 Rockers in their markets, which gives us the best RBI (ratings brought in) record among all the major Rock consultants.

Congratulations to our consulted stations on their winning season.

AQH Persons 12+, Mon-Sun 6AM-12Mid, Spring '82 Arbitron, MSA.

JPC

**A FULL SERVICE BUSINESS DESERVES
A FULL SERVICE CONSULTANT.**

Jeff Pollack Communications, Inc.

984 Monument Street • Suite 204 • Pacific Palisades, California 90272 • (213) 459-2783

Market analysis, review of Community Ascertainment and involvement, critique of air staffers and analysis of network and wire service utilization conducted in-person in-market, or via taped airchecks. Staff workshops available on request. Specializing in young adult targeted music radio looking to distinguish itself in competitive market. Exclusivity in market available. Our motto: "A good consultant should put himself out of business. He should service his clients needs, and move on." Literature available to our readers.

PRICING STRUCTURE:

Depending upon market size; either per diem or on monthly retainer; plus expenses.

JIM CARNEGIE CONSULTING ENTERPRISE

296-11 Echelon Road
Voorhees, NJ 08043
(609) 772-0259

EXECUTIVES:

Jim Carnegie, President
Sam Spataro, Financial Advisor
Kathy Kalvick, Administrative Assistant
R. David Adams, Technical Advisor

SERVICES:

Personalized Managerial/Programming/Marketing Development firm. Specializing in adult contemporary, mellow formats; sales/programming/rating seminars; market monitors; technical consultation; ratings critiques for programming with sales. Also, product consultation/sales. All literature customized to client needs.

PRICING STRUCTURE:

Fees based upon individual client specifications. Starting price: \$1,200 to \$5,000 monthly.

CENTER FOR RADIO SALES

2425 Torreya Drive
Tallahassee, FL 32303
(904) 385-6161

CENTRAL BROADCAST CORP.

Box 1320
Cincinnati, OH 45201
(606) 581-4950

CENTURY 21 PROGRAMMING, INC.

4340 Beltwood Parkway
Dallas, TX 75234-9990
(800) 527-5959 or (214) 934-2121

EXECUTIVES:

Dave Scott, VP/GM
Tom McIntyre, Sales Manager
Dan Rau, VP
Tommy Walker, Manager, Consulting Division

SERVICES:

Consults radio stations on profitable programming. Services include marketing, positioning, promotions and programming. Music formats are available in 12 different styles for automation or live-assist. Engineering consulting division buys & sells reconditioned automation and studio equipment.

PRICING STRUCTURE:

Varies depending upon exact services and market size. Literature is available.

BOB CESSNA'S CONSULTANT SERVICES, INC.

P.O. Box 5356
Daytona Beach, FL 32018
(904) 255-1154

EXECUTIVE:

Robert W. Cessna, Pres.

SERVICES:

Daily Script-Commentary: "From Another Point of View." Literature available to our readers.

PRICING STRUCTURE:

\$1.25 per script in market under 100,000 - \$2.50 over 100,000.

CHEETAH ASSOCIATES

508 W. Newell Street
Syracuse, NY 13205
(315) 478-2587 (24-hour line)

EXECUTIVE:

Garry G. Luke, owner

SERVICES:

Market study, program formats viability, and recommended improvements. Local media buying, copywriting.

PRICING STRUCTURE:

Base fee depends on market size. Then percentage of sales increase over one year's previous. Literature available upon request.

CHICAGO PROGRAMMING RESOURCES

666 Dundee Road
Northbrook, IL 60062

SERVICES:

(See research directory listing)

CITICOM CORPORATION

220 East 72nd Street
New York, NY 10021
(212) 472-0834

EXECUTIVE:

John N. Catlett, President

CLARK NETWORK PROGRAMMING

Box 3087
Rolling Hills, CA 90028
(213) 541-3309

ROBERT L. COE

11 East 78th Street
New York, NY 10021
(212) 737-4554

COLLINGWOOD ASSOCIATES, INC.

2025 I Street
Washington, DC 20036
(202) 466-7522

COLONY COMMUNICATIONS, INC.

120 Kentucky Avenue
Lexington, KY 40502
(606) 253-3232

COMMUNICATION SERVICES AND RESEARCH

19 Laurel Drive

Danville, IL 61832
(217) 443-1745

EXECUTIVE:

Russell D. Bredholt, Managing Partner

SERVICES:

Management consulting and research for radio.

PRICING STRUCTURE:

Time and expense.

CONNECTICUT CONSULTING GROUP INC.

73 Redding Road
Georgetown, CT 06829
(203) 544-9384

EXECUTIVE:

Thomas L. Greenbaum, Managing Director

BUD W. CONNELL ASSOCIATES

4141 Woodlawn Drive, Suite #6
Nashville, TN 37205
(615) 383-1108

CONSOLIDATED COMMUNICATIONS

5125 Briggs Avenue
La Crescenta, CA 91214
(213) 957-0957

ROGER COOPER & ASSOCIATES

P.O. Box 666
Auburn, CA 95603
(916) 927-5234

EXECUTIVE:

Roger Cooper, President

CORRON & BLACK, RUSSELL, INC.

5225 Wisconsin Avenue, NW
Washington, DC 20015
(202) 244-7600

COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

EXECUTIVE:

Bill Taylor, Owner

CRAMER COMMUNICATIONS

P.O. Box 120427
Arlington, TX 76012

EXECUTIVE:

Carl Cramer, President

SERVICES:

CRAMER COMMUNICATIONS is a consulting firm specializing in AM radio formats of today and tomorrow, including Talk, News Talk, and All-News. Our market-exclusive agreements feature intensive personal involvement by individuals with impressive track records in these areas.

CRAMER COMMUNICATIONS views each market as individually unique, and has developed its own exclusive market research system to exploit the individual characteristics of your specific market - even if your station receives long-form programming from a network or satellite supplier. Literature available to our readers.

PRICING STRUCTURE:

Monthly retainers vary according to market size.

Nobody does it better.

Sherwood, Hennes & Associates, Inc.

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439-1230



E. ALVIN DAVIS & ASSOCIATES, INC. RADIO PROGRAMMING & MARKETING

3515 Bookmark Place
Landen Farms, OH 45039
(513) 683-6500

EXECUTIVE:

E. Alvin Davis, Pres.
Cheryl Swanson, Director of Operations

SERVICES:

Provides consultation on all areas of radio programming and marketing. Services include: Ongoing consultation-offering guidance and leadership in station positioning and marketing, format implementation and execution, music selection and programming, talent search and development, Arbitron analysis and research implementation, news scheduling and content, promotional strategy and techniques and all areas relating to on-air sound and presentation.

Station/Market Analysis - for an objective view of the situation or for determining new format direction. Three day analysis used by stations in all market sizes to prepare for the upcoming Arbitron. Emphasis is on providing management with detailed, strategic guidance to improve station immediately.

The Advisory - a new service that makes it possible for management to take advantage of our skills and knowledge on a time-to-time basis, rather than the formal contract. The Advisory makes it easy for management to have a question answered, or to obtain a quick review of an idea, concept or piece of work. Doesn't require a formal contract. A call activates the service. Advisory is not available in markets where there are ongoing client relationships.

The Radio Programming Letter - A monthly forum of facts, opinions, and useful information on the current state of the radio programming art. Literature available to readers.

DEER RIVER BROADCASTING GROUP

141 East 44th St
Suite 1001
New York, NY 10017
(212) 599-3303

EXECUTIVE:

Robin B. Martin, Pres.

SERVICES:

Acquisition consulting - How to finance, select and acquire radio stations. Literature is available to our readers.

PRICING STRUCTURE:

Daily Rates.

DIGITAL MEDIA MARKETING SERVICES, INC.

2100 Data Park, Suite 100
Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Administrative Exec.

SERVICES:

Sales consultants through graphic analysis of the Arbitron. Literature available to our readers.

DIRIGO MEDIA

638 Congress Street
Portland, ME 04101
(207) 773-9022

DRAKE-CHENAULT ENTERPRISES, INCORPORATED

Specialized Consultation
P.O. Box 1629
8399 Topanga Canyon Blvd.
Canoga Park, CA 91325
(800) 423-5084 (Toll Free)

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP
Bobby Rich, Dir., Spec. Consultation

SERVICES:

Custom consultation in album rock, top 40, adult contemporary, country, MOR, and nostalgic. Literature available to readers.

PRICING STRUCTURE:

Starting price: \$1000 month.



E & O SYSTEMS, LTD.

2998 Scott Blvd.
Santa Clara, CA 95050
(408) 727-1506

E.E.C. INC.

Box 549
Poughkeepsie, NY 12602
(916) 691-7725

ELTING ENTERPRISES, INC.

515 Madison Ave.
New York, NY 10022
(212) 838-0394

EXECUTIVE:

John W. Elting, Pres.

SERVICES:

Financial and program consulting.

ESSEX COMMUNICATIONS CORP.

10 Lexington Avenue
Greenwich, CT 06830
(203) 622-1776

WILLIAM A. EXLINE, INC.

4340 Redwood Hwy., Suite F-121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Sec'y-Tres.

SERVICES:

Advice on creation of new broadcast entities with emphasis on financial structuring and personnel procurement; general appraisal work; consultation to receiverships and/or bankruptcies; overview on total operations excluding programming consulting. Literature available to readers.

PRICING STRUCTURE:

Per diem plus out-of-pocket expenses in most activities; contract quotes on long term relationships depending on circumstances.



FIRSTCOM BROADCAST SERVICES, INCORPORATED

13747 Montfort Drive
Dallas, TX 75240
(214) 934-2222 (Collect)

EXECUTIVES:

Jim Long, Chmn.
Jerry Aichley, Pres.
Ken Justiss, VP
Paul Meachum, VP
Mike Baer, VP

SERVICES:

Provides products and services to increase radio station sales and profitability. (1) Sales Performance System. Video-audio tapes. Sales training for radio time sales persons. (2) Commercial Libraries: Sales aid material consisting of total advertising campaigns for station's advertisers and jingles. Service features Dick & Bert, Chuck Blore, Don Richmond and many others. (3) Sales Promotions: Includes successful "Hot Ticket" promotion. Literature available to our readers.

PRICING STRUCTURE:

Pricing range starts at \$500/month and goes to \$5000/month.

FIRST MEDIA MANAGEMENT CO.

101 Wymore Rd.
Altamonte Springs, FL 32751
(305) 869-5200

NORMAN FISCHER & ASSOCIATES, INCORPORATED

P.O. Box 5308
Austin, TX 78763
(512) 476-9457

EXECUTIVE:

Norman Fischer, Pres.

SERVICES:

Management, personnel placement, financing expert testimony, appraisals, research and market evaluations.

RON FISCHMANN RADIO SALES SEMINARS

4050 Kelly Drive
Durham, NC 27707
(919) 493-1370 (Collect)

FM ATLAS

Box 24
Adolph, MN 55701

EXECUTIVE:

Bruce F. Elving

ROBERT H. FORWARD & ASSOCIATES

550 S. Barrington Ave.
Los Angeles, CA 90049
(213) 476-3605

FRAZIER, GROSS & KADLEC, INC.

4801 Massachusetts Ave., N.W. Suite 390
Washington, D.C. 20016
(202) 966-2280 (Collect)

EXECUTIVES:

Horace W. Gross, Pres.
Charles H. Kadlec, Exec. VP
Susan D. Harrison, Mgr./Economic Studies & Evaluations
James R. Bond, Jr., Mgr./Asset Appraisal Services

PRICING STRUCTURE:

Per hour basis. Literature available to readers.

"So far we may be willing to go: we know what to expect. But no further; for beyond that boundary we are afraid. Our experience makes cowards of us: we want its security even if it limits us. We know that many who strike out beyond this boundary are lost. But not all. Some manage it. And when we envy them, we forget the risk they took. We think that their boundaries have always been so broad and limitless. We forget that they took the effort of pushing them outwards. Effort and risk. Instead, we talk of luck."

Plato

At Cramer Communications, we believe that when you start putting boundaries and limits on success, it will surely become a self-fulfilling prophecy.

If you decide you cannot compete because your station is on the AM dial, you will not compete much longer. If you believe the top spot in the market is out of reach because you are located at the 'wrong place' on the FM dial, you will never be at the top.

If your station is not performing the way it should,

it is not time to start putting arbitrary limits on its success. But it is time to seek the expert input and advice from Cramer Communications and our newest division, Teletest Research Services.

Our knowledge of innovative radio programming, marketing and audience research is matched only by our skills in cash flow, investment return, and bottom line budgeting.

You'll also find that at Cramer, we know no limits.

We Know No Limits



FUTUREMARK RADIO SERVICES

88 N. Franklin St.
Wilkes Barre, PA 18711
(717) 823-9408

EXECUTIVES:

Joe Montione, Dir. of Programming Dev.
John Hartman, Dir. of Music Research
James Morgan, Dir. of Marketing

SERVICES:

Two basic services: Superhits - Service includes comprehensive set up of current and non-current contemporary hit music. Rates start at \$25 per week and are based on market size. Total Sound Development Program: Service includes superhits system in addition Futuremark provides complete programming consultation including talent development and selection, promotion, production, total research, development and overall strategy; guidance. Designed to achieve a consistently well executed product. Rates start at \$250 per month and are based on market size. Literature is available to our readers.



WILLIAM J. GALLAGHER, JR. & ASSOCIATES

18 Autumn Lane
Matawan, NJ 07747
(201) 566-7531

EXECUTIVE:

Wm. J. Gallagher, Jr., Owner
(Associates Nationwide)

SERVICES:

Primarily bottom line consulting, Sales and Sales Management Training. Sales Promotion ideas and execution. Emphasis is on the basics of selling which are all too often never learned. After the basics are learned, some fine tuning to acquire sophistication. Available for weekend Sales & Sales Management Seminars. Literature available to our readers.

PRICING STRUCTURE:

\$400 per day or a negotiated fee based on estimated degree of difficulty to solve the problems or improve the procedures.

MICHAEL GERSHMAN COMMUNICATIONS, INC.

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-4930

GREAT AMERICAN BROADCAST CO.

P.O. Box 5053
2284 S. Victoria Lane
Ventura, CA 93003
(805) 656-3696

GREENEBAUM & ASSOCIATES

135 S. LaSalle Street
Chicago, IL 60603

PALMER A. GREER & ASSOCIATES

277 Farris Bridge Road
Greenville, SC 29611
(803) 246-3401

ROBERT F. GRUBB

5 Regent Court
Champaign, IL 61820
(217) 359-7527

WILT GUZENDORFER & ASSOC.

2210 Hastings Drive
Belmont, CA 94002
(415) 593-2588



HAGUE, CURTIS & CO.

2730 Old Willow Road
Northbrook, IL 60062
(312) 998-1060

HARDWICK COMMUNICATIONS ENTERPRISES

15 Broad Street
Charleston, SC 29402
(803) 722-0260

BOB HATTRIK COMMUNICATIONS, INC.

#21 Carriage Lane
Suite 200
St. Louis, MO 63108
(314) 361-6666

EXECUTIVE:

Bob Hattrik, Pres.

SERVICES:

Programming, promotion, research, audio, consultation, broadcast computerization, satellite communication, program supplies, systems design, and facility planning.

HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

BOB HENABERY ASSOCIATES, INC.

136 E. 55th Street
New York, NY 10022
(212) 753-6513

EXECUTIVE:

Bob Henabery, Pres.

SERVICES:

Firm founded in 1974 currently consults stations throughout continental U.S. on all formats. Positioning and designing. Music development. Talent development.

PRICING STRUCTURE:

References and prices upon request.

GIG HENDERSON

P.O. Box 11455
Lexington, KY 40575
(606) 299-8910

SERVICES:

Custom voice/over talents. Demo tapes available to our readers.

PRICING STRUCTURE:

On demo.

R. MILLER HICKS & CO.

1011 West 11th St.
Austin, TX 78703
(512) 477-9696

JAMES C. HIRSCH COMMUNICATIONS SERVICES

447 Westover Rd.
Stamford, CT 06902
(203) 324-4747

HOFFMAN UNLIMITED

26 Greentree Circle
Westbury, NY 11590
(516) 333-0217

EXECUTIVE:

Robert M. Hoffman, Owner

SERVICES:

Marketing services, including research, advertising, promotion, public relations.

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVE:

Arthur Holt, Pres.

TOM HOTCHKISS CO.

Box 5124
Boise, ID 83705

THE HUNTER SYSTEM

130 West 42nd Street, Suite 602
New York, NY 10036



DENNIS R. ISRAEL

1 East Main Street
Riverhead, NY 11901

ISRAEL & HILTON, INC.

60 East 42nd St.
New York, NY 10017
(212) 687-2002



EDWARD J. JAEGAR

5530 Rab Street
LaMesa, CA 92041
(714) 460-9831

JASON W. JENNINGS INC.

106 Redhill Circle
Tiburon, CA 94920
(415) 435-3826
(509) 328-6794

EXECUTIVE:

Jason W. Jennings, Pres.

SERVICES:

Marketing, Sales and Promotional Consultation to medium and major market news and newstalk radio stations. Company owns KSPO newstalk in Spokane, WA and has enjoyed a 400% revenue increase in six months. Telephone consultation and seminars also available. Literature available to our readers.

PRICING STRUCTURE:

\$1,500 per day plus first class airfare and expenses.

JEAVIS PROGRAMMING CONSULTANTS

P.O. Box 4917
St. Louis, MO 63108
1-(800)-458-3491

EXECUTIVES:

Chris Turner, VP/Corp. Mgr.
Barbara J. Rogers, Pres.

SERVICES:

Programming, sales, computer research data.

PRICING STRUCTURE:

Available upon request

FRANK E. JOLLE/CONCEPT RADIO PRODUCTIONS

801 Riverside Avenue, Suite D
Roseville, CA 95678
(213) 541-5559 (Collect)

EXECUTIVES:

Dick Wagner, Pres.
Mary Wagner, VP
Frank E. Jolle, Program Consultant

SERVICES:

Concept 1 - Adult Contemporary (25-49) voice tracked programming with up to five major market announcers. Music is contemporary MOR. Concept 2 - Adult Rock (18-34) precision mixed soft and rock, coupled with one-to-one delivery by five major market air personalities. Each concept announcer does a daily shift on your radio station, achieving a maximum of audience involvement and believment. Concept 3 - Album Rock progressive mix (12-24). Unique context with natural appeal to youth and college market. Concept 4 - Voice tracked programming with up to five major market announcers. Emphasis on country hits with blend of modern and traditional country gold. Sh'Boom - Three hour weekly oldies countdown of top hits of 60's and '70's in magazine format with the news of the day highlighted with trivia. Hosted by former major market DJ Frank Jolle. Demographic: 25-44. Literature available to readers.

PRICING STRUCTURE:

Pricing begins at \$800 in small markets and ranges between \$3000-\$5000 in major markets.

C.J. JONES & ASSOC.

1874 Capri Drive
Charleston, SC 29407
(803) 722-7611

MIKE JOSEPH

11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326



KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

RAY KANDEL

2222 Avenue of the Stars, Suite 2102
Los Angeles, CA 90067
(213) 277-4980

JONATHAN KARAS & ASSOCIATES

Science House
Manchester, MA 09144
(617) 526-1120

A. LEWIS KING

30B Heritage Circle
Southbury, CT 06488
(203) 264-0677

ALLEN S. KLEIN

4615 Rubio Avenue
Encino, CA 91436
(213) 789-9598

KILEY COMMUNICATIONS, INC.

9135 N. Meridan St.
Indianapolis, IN 46260
(317) 884-6216

EXECUTIVES:

Robert Kiley, Pres.
Roger Kiley, Chmn.

KLEMM MEDIA, INC.

Box 264
Washington, CT 06793
(203) 868-0505

EXECUTIVE:

David R. Klemm, Pres.
Tom Zarecki, Programming Strategist
Pat Kelly, Dir. of Office Services

SERVICES:

Marketing, programming, sales, promotion, motivational training, personnel search, station acquisition analysis - radio stations, networks, satellites, cable. Literature available to our readers.

PRICING STRUCTURE:

Upon request.

KRNA, INC.

1027 Hollywood Blvd. at Broadway
Iowa City, IA 52240
(319) 351-6426



PAUL H. LEE

Box 721
Rockledge, FL 32955
(305) 631-0037

JOE M. LEONARD, JR.

2241 Valwood Parkway
Dallas, TX 75234
(214) 241-0254

LOMAR ASSOCIATES

P.O. Box 511
Montvale, NJ 07645
(201) 664-3637

EXECUTIVE:

Loring S. Fisher, President

MAURY H. LONG & ASSOCIATES

5100 Dorset Avenue
Chevy Chase, MD 20015
(301) 652-6999

PAM LONTOS

7055 Merriman Parkway
Dallas, TX 75231
214-341-1670

EXECUTIVE:

Pam Lontos, President

SERVICES:

Consultant; sales and management training, motivational; rallies; one hour presentation; 1 or 2 day seminars available; meeting by speaker phones.

PRICING STRUCTURE:

1 or 2 day seminars-price varies according to services. Tune In To Success in Broadcast Sales - \$125 for set of 6 tapes. Cash in on your dream - \$99 for set of 6 tapes.

JAMES P. LOUPAS

330 E. 1300 N.
Chesterton, IN 46304
(219) 762-9117

EXECUTIVE:

Jim Loupas, Pres.

GARRY G. LUKE

Cheetah Associates Broadcast
Consultants, Advertising
508 W. Newell Street
Syracuse, NY 13205

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT, INC.

San Francisco Headquarters:
1330 Millbrae Avenue
Millbrae, CA 94030
(415) 692-7777

EXECUTIVES:

John C. Lund, Pres.
June H. Lund, VP
Brian Scott, Assoc. Consultant

Nellene Teubner, Managing Editor Radio Management Monthly

SERVICES:

(1) Conduct intensive five-day Programming Audit to help determine challenges and opportunities. Analysis details every programming aspect of client station and competition. Short turn-around time is ideal for "second opinion" during crisis situation.

(2) Help management with winning strategy for profit-oriented programming.

(3) Experienced in key adult formats. Actively involved in all areas of programming, promotion, strategy, news, music and team-building.

(4) Emphasis on strong format creation, talent development, researched music, hands-on guidance and involvement, increased ratings, revenue and profit.

(5) Individual seminars for stations, groups and broadcast associations: "The Programming," and "How to Win the Ratings War."

(6) Publish radio management monthly featuring articles on winning management techniques, practical sales information and proven programming and promotion ideas.

Instant information on all services available by calling The Lund Consultants in San Francisco.

PRICING STRUCTURE:

Fees based upon specific project design or annual retainer.



MADDOX/PATTERSON AND ASSOCIATES, INC.

1550 Almond Court
Downers Grove, IL 60515
(312) 960-3275

EXECUTIVES:

Jim Maddox, President
Jack Patterson, Senior VP

SERVICES:

Complete live/automated consulting service. Specializing in the urban format, full service includes music, formatics, talent, news, promotion (internal and external), sales, etc. Also in-house/out-house research. One-time diagnostic market study, one year, and multi-year contracts available. Literature available to our readers.

PRICING STRUCTURE:

Standard market size rate card available on request.

FRANK N. MAGID ASSOCIATES, INCORPORATED

One Research Center
Marion, IA 52302
(319) 377-7345
(817) 265-7121 Dallas Office

ROBERT O. MAHLMAN, INC.

Six the High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVES:

Robert O. Mahlman, President
Nancy D. Mahlman, VP

SERVICES:

Radio Network Consultant. Literature available to our readers.

MANAGEMENT/PROGRAMMING CONSULTANTS

Box 24
Traverse City, MI 49684
(616) 947-1538

MARINA MUSIC PRODUCTIONS

777 Silver Spur Road, Suite 115
Rolling Hill, CA 90274
(213) 541-5559

EXECUTIVES:

Franke Jolle, Program Consultant/VP
Charles Patterson, Traffic/Executive VP
F. Joseph Clark, Jr., Programming
Dani Clark, Treasurer

SERVICES:

Marina Music Productions syndicates the "SH Boom Radio Show". It is a nostalgia-oldies but goodies weekly feature. Three hour countdown spotlights a specific year and fills three hours with the Top 40, the news, and even the trivia of that year in a magazine format. Also provides formats for oldies but goodies stations. Main library consists of 2500 cuts of the great golden oldies. Literature available to our readers.

PRICING STRUCTURE:

Formats begin and are structured as most of the major syndicators depending on population. SH Boom Radio Show has a bottom price of \$200 per week in the top 50 markets. These rates are based on the stations spot rates.

McGLOTHLIN CONSULTING SERVICES

3850 Twenty Thrd Street
San Francisco, CA 94114
(415) 824-2550 Collect

McHUGH AND HOFFMAN, INC.

3970 Chain Bridge Road
Fairfax, VA 22030
(703) 691-0700

DICK McKEE & ASSOCIATES

5308 Knight Road NE
Albuquerque, NM 87109
(505) 881-5333

KENNETH R. MEADES

P.O. Box 3831
Beverly Hills, CA 90212
(213) 771-0636

EXECUTIVE:

Kenneth R. Meades, Owner/Manager

SERVICES:

Audio-Visual consulting. Literature is available to our readers.

MEDIA ASSOCIATES

8220 Elmbrook Drive
Dallas, TX 75247
(214) 630-5097

MEDIA CONSULTANTS

P.O. Box 3450

Logan, UT 84321
(801) 752-2895

EXECUTIVE:

Jeff Weber, Pres.

SERVICES:

Provide program consultation music orientation for stations. Market exclusivity.

MEDIA DEVELOPMENT DIVISION, MRS DEVELOPMENT, INC.

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

METROPLEX COMMUNICATIONS

1717 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

MIDWEST COMMUNICATIONS

Box 278
Beaverton, MI 48612
(517) 435-7797

MITCHELL COMMUNICATIONS SERVICES

168 Gracey Rd.
Canton, CT 06019
(203) 693-0388

EXECUTIVE:

Jay Mitchell, Pres.

SERVICES:

Full service revenue-oriented. Consultation in programming, promotion, research, operation and technical. Full range and formats specializing in adult contemporary.

PRICING STRUCTURE:

By Market.

DAVID MOORHEAD

5746 Sunset Blvd.
Los Angeles, CA 90028
(213) 851-5964

THE MORGAN COMPANY

Box 39080
Denver, CO 80239
(303) 371-1549



ROBERT R. NATHAN ASSOC., INC.

1200 18th Street
Washington, DC 20036
(202) 833-2200

DON H. NELSON & ASSOC., INC.

3634 Seventh Avenue
San Diego, CA 92102
(714) 295-2435

NEW WORLD COMMUNICATIONS, COMPANY, INC.

11489 Almazon Street

San Diego, CA 92129
(714) 566-7896 (collect)

EXECUTIVES:

Jerry Clifton, President
Spanky Lane, Marketing

SERVICES:

Program consulting custom tailored to each unique situation. Including research, promotion, music talent and management consultation. New Worlds quality approach is designed for stations who demand the highest possible ratings. Literature available to our readers.

PRICING STRUCTURE:

Based on market size.

NOBLE BROADCAST CONSULTANTS

#1 1250 Sixth Avenue, Suite 402
San Diego, CA 92101
(714) 291-8510
211 Bridge Street
Charlevoix, MI 49720
(616) 547-4791

EXECUTIVES:

John T. Lynch, Executive VP
Bur Franks, VP/GM
Tim Moore, VP
Rich Wood, VP/Program Manager
Frank Felix, VP/Contemporary Programming

SERVICES:

Programming and marketing consultants working with radio stations on a weekly-monthly-annual basis. Literature available to our readers.

PRICING STRUCTURE:

All consulting fees are based on radio station market size.

GEORGE NORMAN BROADCASTING

2501 Olympus Drive
Salt Lake City, UT 84117
(801) 277-3905



OPUS PRODUCTIONS, INC.

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

EXECUTIVES:

Carole Starr, Pres.
Dick Starr, VP



DICK PALMQUIST

c/o KDNO
819 11th Ave.
Delano, CA 93215
(805) 725-2599

SERVICES:

Establishment and maintenance of sacred music automation package, equipment and tapes.

PRICING STRUCTURE:

Modest retainer fee plus low monthly maintenance cost.

PALM TREE, INC.

1116 Bering Drive

Houston, TX 77057
(713) 977-6545

EXECUTIVE:

Michael Jones, Pres.

SERVICES:

Broadcast Consultant and programming development. Specializing in adult contemporary and urban contemporary.

MIKE PHILLIPS AND ASSOC. PROGRAMMING STRATEGISTS

665 St. George Road
San Ramon, CA 94583
(415) 838-7988

EXECUTIVES:

Mike Phillips, Pres.
Bob Anthony, Associate
Annette Lai, Office Mgr.

SERVICES:

Full service radio consultancy specializing in AC and CHR. Programming, positioning, research and marketing are combined in a balanced, cohesive approach to assist management in strategic planning and execution. Full Service and Custom Work - MPA's Full Service Plan is a comprehensive system that includes market analysis, research, programming, sales, promotion, positioning and marketing. Custom Packages are components extracted from the Full Service Plan to uniquely suit the needs of some stations. Both Full and Custom Plans provide for regular written reports to station management. On Target Analysis - Rather than sign a long term agreement, management is often looking for an overview or outside perspective, in order to determine whether the station is on target. The MPA three day visit will assess the programming of the client station and its major competitors. Talent Pool - MPA has on file an extensive library of true professionals. Successes - WYNY, New York, WKQX, Chicago, KYUU, San Francisco, KGW, Portland. Literature is available to our readers.

PRICING STRUCTURE:

Available upon request.

JEFF POLLACK COMMUNICATIONS, INCORPORATED

984 Monument St., Suite 204
Pacific Palisades, CA 90272
(213) 459-2783 Collect

EXECUTIVES:

Jeff Pollack, President
Allen Peterson, VP, Programming/Research
Marielyn Tallman, Music Director/Ops. Coord.

SERVICES:

A full service consultancy, specializing in contemporary rock and album rock. Services include format development, marketing, promotional positioning, music programming and state-of-the-art research systems. Literature available to our readers.

PRICING STRUCTURE:

Variable by market; available upon request.

PRIKRYL MEDIA INVESTMENTS

8340 East Princeton Avenue
Denver, CO 80237
(303) 771-7675

EXECUTIVE:

R. W. Prikrly, President

SERVICES:

Brokerage and appraisals of broadcast properties plus management, sales, and

programming consultation.
PRICING STRUCTURE:
Available upon request.

PROFESSIONAL PROGRAMMING, INCORPORATED

7011 North Janmar Drive
Dallas, TX 75230
(214) 691-8846 (Collect)

PROGRAM MANAGEMENT SYSTEMS

Box 5973
Washington, DC 20014
(301) 593-3283



WARD L. QUAAL CO.

5725 East River Road
Chicago, IL 60631
(312) 693-5720



RADIOACTIVITY, INC.

711 63rd Avenue Drive West
Bradenton, FL 33507
(813) 753-3533 (Collect)

EXECUTIVES:

Dain Schult, President
Connie Schult, Operations Manager
Kevin O'Connell, Atlanta Operations
Joel Swabb, PhD., Stress Control

SERVICES:

Programming including formats, music selection, jingles, and promotions. New service - stress control seminars designed for radio station staffs to improve performance and increase communication. Literature is available to our readers.

PRICING STRUCTURE:

Based on particular needs of client and market size.

RADIO DESIGN GROUP

343 McDonald St., Suite 13
Mount Dora, FL 32757
(904) 383-7400

EXECUTIVE:

Richard A. Painter, Owner

SERVICES:

Personalized operations, programming, promotions, research and sales aids for all demographics. Specializing in small and medium markets.

PRICING STRUCTURE:

Per diem, based on project design/duration. Special small and medium market rates available on request.

RADIO MARKETING CONCEPTS, INCORPORATED

Route 4, Box 43
Warrenton, VA 22186
(703) 347-3555

EXECUTIVE:

Norm Goldsmith, Pres.

SERVICES:

Customized sales and marketing consultation in all areas of goal setting, planning, accountability, compensation plans, sales ideas and seminars.

PRICING STRUCTURE:

Individual station sales analysis for current or potential ownership.

RPM - RADIO PROGRAMMING/ MANAGEMENT, INC.

25140 Lahser Road, Suite 232
Southfield, MI 48034-9942
1-(800)-521-2537
(313) 358-1040

EXECUTIVES:

Thomas M. Krikorian, President
Richard Graf, General Manager

SERVICES:

Complete consultation in all areas of Commercial Broadcasting. Staff is versed in engineering (audio) and all phases of sales and promotion. Literature available to our readers.

PRICING STRUCTURE:

Fees for consultation only where no programming services are included are based on the actual time required and expenses. A custom quote will be provided on request.

RAYMER ASSOCIATES, INC.

203 Columbus Avenue
San Francisco, CA 94133
(415) 397-7491

STAN RAYMOND & ASSOC., INC.

1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309
(404) 351-0555

1111 19th St., NW
Suite 310
Washington, DC 20036
(202) 466-2880

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

PHILIP H. ROBERTS ADVERTISING ASSOCIATES, INC.

420 Lexington Avenue Suite 2803
New York, NY 10170
(212) 953-0446

EXECUTIVE:

Philip H. Roberts, President

WILLIAM A. ROBERTS, BROADCAST CONSULTANT

1110 N. Oak Cliff Blvd.
Dallas, TX 75208

THE ROYAL GROUP

307 W. 200 South #5001
Salt Lake City, UT 84101
(801) 322-1222

EXECUTIVE:

Jackson Dell Weaver, Pres.

SERVICES:

Sales oriented consulting, establishing market position and sales methodology.

PRICING STRUCTURE:

\$500-\$30,000 dependent upon goals, market and facility.

JOHN ROOK & ASSOCIATES

19031 Marilla Street
Northridge, CA 91324
(213) 885-7404



SANTEE-COOPER

Box 537
Eutawville, CA 29048
(803) 492-7613

SATELLITE MUSIC NETWORK

11325 Pegasus Suite E-241
Dallas, TX 75238
(800) 527-9205
(214) 343-9205 (Texas)

EXECUTIVES:

Jim Rupp, VP/COO
Roy Bliss, VP/Associate
Kent Burkhart, VP/Associate
John Tyler, VP/Associate
Ivan Braiker, Pres./Associate
David Hubschman, VP/Admin., Planning & Finance

Ken Fournier, VP/Marketing
Larry Shipp, VP/Affiliate Sales
Tom Keenze, VP/Eng.
George Williams, VP/Programming
Kris Sites, Studio Oprs. Manager
Robert Hall, Opr. Dir./Star Station
Larry Watts, Opr. Dir./Country-Coast-to-Coast
Bob Longbons, Opr. Dir./Stardust - MOR
Dave Christiansen, Network News Director

SERVICES:

STAR STATION NETWORK. Live, 24 hour, full service, Pop Adult radio network. Star Station plays the hits of today plus oldies and recurrences that appeal to active, affluent adults 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am - 10 pm Central), a top 30 Countdown show, and other specials and features. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising and television commercials at a minimal charge.

COUNTRY COAST TO COAST NETWORK. Live 24-hour stereo, full service, Modern Country radio network. Country Coast to Coast plays upbeat, contemporary country sounds aimed at American's fastest growing demographic: Adult 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am - 10 pm Central), a Top 30 Countdown show, and other specials and features. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, and television commercials at a minimal charge.

STARDUST NETWORK. Live, 24 hour stereo, full service, traditional middle-of-the-road radio network. Stardust plays original hits from the great bands of the 40's, pop sounds of the 50's, the most popular hits of the 60's and selected songs of the 70's. Targetted for the affluent 35+ audience. Service in-

cludes professionally prepared newscasts on the hour, (5 am to 10 pm Central). And periodic weekend specials and features created especially for MOR audiences. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, Stardust Club, and television commercials at a minimal charge.

WILLIAM B. SCHUTZ, JR.

515 Madison Avenue
New York, NY 10022
(212) 688-2380

SEBASTIAN, CASEY & ASSOC., INC.

5213 N 24th St., Suite 206
Phoenix, AZ 85016
(602) 957-2452

EXECUTIVES:

John Sebastian, Pres.
Steve Casey, VP
David Gariano, Director of Client Relations
Jima Peterson, Music Coordinator

SERVICES:

Full service radio consultation firm. Encompasses all facets of radio including promotions, engineering, music programming, etc. Deal with all market sizes. Currently specializing in our successful mass appeal rock and roll format. Literature available to our readers.

PRICING STRUCTURE:

Available upon request.

SHANE MEDIA SERVICES

7703 Windswept Lane
Houston, TX 77063
(713) 461-9958

EXECUTIVES:

Ed Shane, Consultant
Pamela Shane, Consultant

SERVICES:

Market Positioning Analysis: including study of station vulnerability. Radio Video, instructional material on videocassette; programming consultation for rock, news/talk, and AOR formats. Seminars for management professionals. Literature available to our readers.

PRICING STRUCTURE:

Varies by market. \$1000 per month minimum, annual contract. Client per diem quoted on request. Travel and lodging expenses additional.

SHELTON LEIGH PALMER & CO.

360 E. 57th St.
New York, NY
212-980-3445

7011 Lennox Ave., Suite 222
Van Nuys, CA 91405
(213) 786-6434

SHERWOOD, HENNES & ASSOC.

3125 Maple Leaf Drive
Glenview, IL 60025
(312) 439-1230

EXECUTIVES:

Burt Sherwood, Pres.
Bill Hennes, VP

SERVICES:

Radio programming - all formats, promotion and sales/marketing.

PRICING STRUCTURE:

Rates available upon request.

BILL SIMS PARTNERS

Route 2, Box 51
Pecos, NM 87552
(505) 757-6573

EXECUTIVE:

Bill Sims, President

SERVICES:

General Consultation to small market radio

PRICING STRUCTURE:

\$600 a day plus expenses

CLARK F. SMIDT, INC.

85 Westbourne Terrace
Brookline, MA 02146
(617) 232-1322

EXECUTIVE:

Clark F. Smidt

SERVICES:

All areas of programming, promotion, advertising, marketing, style and presence. First to use "Softrock" handle and concept. Personalized service work that fits the station and market. One-to-one approach with staff and management.

SOUTHWESTERN MEDIA ASSOC.

Box 6130
Lubbock, TX 79413
(806) 797-1221

DICK STARR BROADCAST SERVICES

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

JOE SULLIVAN AND ASSOC. INC.

1270 Ave. of the Americas - Suite 2810
New York, NY 10020
(212) 765-3330

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
(817) 649-8577

SURREY COMMUNICATIONS RESEARCH, INC.

66 South Van Gordon
Suite 270
Denver, CO 80228

EXECUTIVES:

Al Brady Law, President
Doug Jones, Executive VP/Research
Kent Nichols, Executive VP/Marketing

SERVICES:

Full service program consulting and a complete line of research services including focus groups, telephone studies, and MAX - The mass music acceptance exam. Services are offered on a market exclusive basis. Literature is available to our readers.

PRICING STRUCTURE:

Pricing is tailored to the individual needs and size of the market.

T

TAIT APPRAISAL COMPANY

3663 W. 6th Street
Los Angeles, CA 90020
(213) 385-1663 Collect

TAPE NETWORKS, INC.

819 Eleventh Avenue
Delano, CA 93215
(805) 725-2599

BILL TAYLOR COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

TAYLOR COMMUNICATIONS/ PETER V. TAYLOR

2614 Jackson Street
San Francisco, CA 94115
(415) 563-1045

EXECUTIVES:

Peter V. Taylor, President
J. Kristine Kirkebo, Research Director

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 (Collect)

EXECUTIVE:

Pat Shaughnessy, Pres./TM Companies

SERVICES:

Full service programming and sales consulting. Consults beautiful music, rock, black, soft rock/adult contemporary, country and middle-of-the-road.

PRICING STRUCTURE:

Available upon request.

EDWIN TORNBURG

P.O. Box 4230
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, President

JACK TROUT

1212 Avenue of the Americas
New York, NY 10036
(212) 869-8888

U

JOHN R. ULMER, C.P.A.

1835 Savoy Drive, Suite 102
Atlanta, GA 30341
(404) 455-4366

V

J.P. VANDERBILT & CO.

1782 Pacific Ave.
San Francisco, CA 94109
(415) 474-4049

EXECUTIVES:

Edgar S. Spizel, Pres.
Jan Zinman, VP

SERVICES:

Total marketing concepts to communicate and motivate audiences, development of new markets, teaching your sales people how to sell your station. Internal and external public relations. How to make one dollar do the work of five. Targeting and narrowcasting.

W

WALKER MEDIA & MANAGEMENT, INCORPORATED

1730 Rhode Island Avenue, NW, Suite 417
Washington, DC 20036

TODD WALLACE/ASSOCIATES

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082
(602) 242-4050

EXECUTIVES:

Todd Wallace, President
Chuck Morgan, VP/Dir. of US Consultation
Bill Clemens, Director, Int'l. Consultation
Tracy Massey, Research Director

SERVICES:

Full service "programming with a purpose". Holistic approach to music (research and interpretation), Presentation (format dynamics), promotional planning, positioning strategy, news programming, sales liaison. Speciality: immediate impact programming (rating increases within 6 months). Todd Wallace "Money Back Guarantee" guarantees your ratings must achieve a set goal or pro-rata portions of fees is refunded. Literature available to readers. Research division is "Index Research" (see listing under Research Directory).

PRICING STRUCTURE:

Rate Card structured to market size and work involved.

PAUL WARD FARWEST COMMUNICATIONS

1680 Vine Street, #900
Los Angeles, CA 90028
(213) 466-5201 (Collect)

EXECUTIVES:

Paul Ward, President
Otis Merry, General Sales Manager

SERVICES:

Consults the GOLD PLUS programming concept, an oldies-oriented hit music format, targeting toward contemporary adult listeners 25-44. Clients include WGNG/Providence, WFBC-AM/Greenville, WKRZ/Wilkes Barre. Literature is available to our readers.

CHARLES WARNER

604 S. Dixon Street

Carbondale, IL 62901
(618) 529-1691

THE WARREN/VAN PELT ASSOC.

3345 N. Main St.
Racine, WI 53402
(414) 681-1866

WATERS & CO.

Security Mutual Bldg., Suite 322
Binghamton, NY 13901
(607) 722-8450

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

NEIL T. WEINRAUB

333 N. Michigan - 932
Chicago, IL 60601
(312) 372-6582

SERVICES:

Broadcast research with emphasis on marketing plans. New format ideas including video radio. Literature available to our readers.

PRICING STRUCTURE:

On a per project basis.

J. N. WELLS & COMPANY

210 W. 22nd Street, Suite 125
Oak Brook, IL 60521
(312) 325-0901

EXECUTIVES:

Joseph N. Wells, President
Charles C. Wells, Executive VP
Jonathon "Scott" Wells, VP

SERVICES:

Consulting and brokerage in radio, TV, CATV, publishing, banks and savings loan associations.

RON WHITE

P.O. Box 4189
Little Rock, AR 72214
(501) 661-7522

WYCOM CORPORATION

Box 2407
Santa Fe, NM 87501



YANCY CORPORATION

1010 E. 86th St., Bldg. 1070, Suite 72
Indianapolis, IN 46240
(317) 844-5009

EXECUTIVES:

Robert Christy, VP
Jacqueline Doherty, National Coordinator

SERVICES:

Custom consultation, specializing in all adult formats. Research music systems, head-hunting, and promotional services available.

PRICING STRUCTURE:

Available upon request.

YOUNG ADULT MARKETING, INC.

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

TRANSTAR



More than 80 stations nationwide —half in the Top 50 markets! WHY?

The Ultimate In Flexibility

Affiliates take what fits their needs, as much or as little as they want.

Programming — “Never A Moment Of Dead Air”

Focused 25–34 — 24 hours a day — twice monthly nationwide Target Music Marketing, also delivered in hard copy — commercial integrity.

Exclusive Qualitative Research

The on-going Landmark National Study of 25–34 Heavy Radio Users.

Local Sales Support

Numerous services including Sales Packaging — Planning — Promotions — Merchandising — Local field contact with National clients.

Superior Technology

Custom built studios with latest micro circuit technology — our own fully redundant Uplink — S.C.P.C. Transmission — powerful Westar III.

The TRANSTAR Radio Network is designed as a flexible partnership with one goal in mind, improving a radio station's bottom line — we call it Excessive Revenues.

TRANSTAR

545 MIDDLEFIELD ROAD, SUITE 170, MENLO PARK, CALIFORNIA 94025
FOR FURTHER DETAILS CALL DWIGHT CASE OR RON RUTH AT (415) 321-0953.

A

ABC RADIO NETWORK

1345 Avenue of the Americas
New York, NY 10019
(212) 887-7777

EXECUTIVES:

Edward P. McLaughlin, Pres.
Robert M. Chambers, VP/GM
Louis A. Severine, VP Sales
Michael A. Winter, Dir. Creative Services

SERVICES:

Total network service: news, sports, special features, special programming. Six networks in operation.

ABC RADIO ENTERPRISES

1700 Broadway
New York, NY 10019
(212) 708-8000

EXECUTIVES:

Michael Hauptman, VP in Charge
Rick Sklar, VP/Programming
Pat Pantolini, Dir. of Creative Services

DESCRIPTION OF NETWORK'S PROGRAMMING:

TALKRADIO—Satellite distributed talk programming live.

ASSOCIATED PRESS RADIO NETWORK

1825 K Street, N.W.
Washington, DC 20006
(800) 424-8804 Toll Free

EXECUTIVES:

James Hood, Deputy Director, Broadcast Dept.
Edward J. DeFontaine, Mgr. Editor
William McCloskey, Asst. Mgr. Editor
George Mayo, Chief Engineer
Jerome Smith, Affiliate Relations Dir.

BROADCAST FACILITIES:

Westar III

SERVICES:

Newscasts on the hour—five minutes in length, eight business shows every weekday, seven farm shows every weekday, 13 sportscasts every weekday, 23 on Saturdays and Sundays; news feeds every hour on the half hour, public affairs programs in magazine format and a daily life-style feature package plus specially staffed coverage of major sporting events.

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenafly, NJ 07670
(800) 631-1600

EXECUTIVES:

Marlin R. Taylor, President
John E. Patton, VP/GM
Jeffrey Mathieu, Director/Special Projects
George E. Davies, Director, Sales and Marketing

Dave Verdery, Client Services Manager

BROADCAST FACILITIES:

Satcom III R

DESCRIPTION OF PROGRAMMING:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets. To fund this service and enhance the future profitability of client-stations, Bonneville has formed a cooperative association to sell network advertising for satellite subscribers.

C

CHRISTIAN BROADCASTING NETWORK, INC.

International Communications Center
Virginia Beach, VA 23463
1-(800)-424-7777 Toll Free

EXECUTIVES:

Pat Robertson, Pres.
Bob Slosser, VP
Tom Rogeberg, Dir. Satellite Network
Clay Boudreaux, Mgr., Mktg.
Mel Parker, Commercial Coord.
Jack Norman, Promotions

SERVICES:

"700 Club" radio broadcast on tape, available one to five times per week.

D

DRAKE-CHENAULT ENTERPRISES, INC.

8399 Topanga Canyon Boulevard
P.O. Box 1629
Canoga Park, CA 91304
(213) 883-7400

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP
B.J. Anderson, Dir. of Mktg.
Bob Ardrey, VP Sales

SERVICES:

Modern Country—AM stations in Harrisburg, Billings, Waco, Honolulu and more have increased their market share with this clean, uncluttered approach to country music. And FM stations in markets like Winston-Salem, Louisville and Topeka have become #1 total persons 12+.

Adult Contemporary—For nearly 15 years Drake-Chenault's adult contemporary format, Contempo-300, has been helping stations achieve a unique market position. Designed for a core audience of 25-34, Contempo-300 can capture the marketplace.

Rock—The hits. Totally flexible, Drake-Chenault's XT-40 format can be dayparted to meet individual market needs. Using our exclusive in-house computer to project music trends, we can guarantee your station will always have the industry's most competitive playlist. XT-40 is designed to reach the 18-34 demographic.

MOR—For AM radio. Drake-Chenault's Contemporary MOR targets to the 30 plus audience. Contemporary MOR is designed to complement a community-oriented station. The Drake-Chenault program team works with you to design the entire broadcast day.

Black—Hip, on target for the 12-34 black audience is Drake-Chenault's SuperSoul. This totally hit-oriented format adds control and discipline to black radio. Plus, there's exclusive dayparting options to insure total flexibility in your market.

SPECIAL FEATURE PROGRAMMING:

The History of Rock N Roll, Elvis: A 3 hour special, The Golden Years of Country, The Golden Years, The #1 Radio Show, The Top 100 of the Seventies, Christmas at Our House, Country Christmas, Top 30: The History of Country Music.

G

GLOBAL SATELLITE NETWORK

19456 Ventura Boulevard

Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

Howard Gillman, Exec. Prod.
Dennis Lavinthal, Exec. Prod.
Eddie Kritzer, Prod./Pres.
Cindy Tollin, Assoc. Prod./GM

BROADCAST FACILITIES:

Westar I

SERVICES:

Weekly live-by-satellite radio show called "Rockline" featuring music and interviews with today's hottest rock stars and a toll-free number for listeners to call in from around the world and talk to the stars live on the air. Additional programs as well as live concerts are currently being planned for the future.

M

MUTUAL BROADCASTING SYSTEM

1755 S. Jefferson Davis Highway
Arlington, VA 22202
(703) 685-2000

EXECUTIVES:

Martin Rubenstein, Pres./CEO
Jack Clements, Sr. VP, Mutual Radio Network
Tom O'Brien, VP, News & Special Programs
Gene Swanzy, VP, Broadcast Services

BROADCAST FACILITIES:

Westar IV

SERVICES:

Newscasts, sportscasts, sports play-by-play, music feature programs and specials, lifestyle and other feature programs, all-night Larry King live call-in talk show.

N

NBC RADIO NETWORK

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4444

EXECUTIVES:

Robert Walsh, Pres., NBC Television
Sta./Radio
Michael Eskridge, Exec. VP, NBC Television
Sta./Radio
Robert Mounty, Exec. VP, NBC Radio
Richard K. Penn, VP/GM
Kevin Cox, VP/Sales and Marketing Radio Networks

Charles Strehan, VP/Marketing Development

Meredith K. Woodyard, VP/Affiliate Relations

Jo Moring, VP/NBC Radio News

Morrie Trumble, Director, Programs

Nicholas P. Schiavone, VP, Research, Radio

Richard Green, Dir., Research, Radio

Joan Voukides, Director of Advertising & Promotion

Peter M. Hamilton, Press Representative

AFFILIATE RELATIONS:

Steve White, Dir., Affiliate Services

Gerald Green, Regional Director

Robert Wogan, Regional Director

Craig Simon, Regional Director

NEWS:

Alan Walden, Director, Radio News

James T. Farley, Director, Regional News Operations

OPERATIONS AND ENGINEERING:

H. Delaney (Buddy) Young, Director, O & E

Ray Weiss, Manager, Technical Operations

// Let's talk simple logic about live, 24-hour satellite radio programming. And why it could pay you to listen.

First, operating a satellite-fed station simply costs less to run than a station where you pay the overhead. At Satellite Music Network, we figure you could save from about \$67,000 to \$300,000 a year, depending on your market.

Second, with high quality, professionally consulted programming, you could very well gain new listeners, and boost ratings, sales and profits.

Sounds simple enough, doesn't it. But is it true? At Satellite Music Network, we have more than 150 affiliates who have the evidence ... on their bottom line.

"Since joining Satellite Music Network's Star-Station line-up on October 29, 1981, our sales have skyrocketed! November '81 — up 15%, December — up 23%, January '82 — up 92%, February — up 67%, March — up 72%, April — up 80%, and May — up 66% with two weeks left! All compared to the same month a year ago." — **KTXY-FM, Jefferson City, MO**

"Two agencies who had not used the station in years placed orders on our station after listening to us. It will take time and an improvement in local economic conditions to realize a complete turnaround, but in the meantime, we will have reduced our costs." — **WRCI, Midland, Michigan**

"WANC is a brand new station, having signed on with Satellite Music Network in January of 1982. You may be interested to know that we

expect to break even in this, our fourth full month of operation!" — **WANC, Aberdeen, N.C.**

"Although my sales department insists that all the credit is theirs, we had a 13% increase in March, a 12% in April and a projected 12% in May.

"To say how well your programming is being accepted is best illustrated by a recent phone call from a listener. (The local paper took its shot in February with the headline 'MOH goes to Chicago for its music') A lady called in mid April to ask 'When are you people going on that satellite?' Nuf said." — **WMOH, Hamilton, Ohio**

Money Talks.

"Since our affiliation began, we have experienced about a 20% increase in sales. We're very pleased with our progress thus far and feel the big victories are yet to come. Especially when the new ratings come out in July." — **WPCX-FM, Auburn, New York**

"We are very pleased, our sales are up and we feel that Satellite Music Network has given us a better product to sell." — **WHRT, Hartselle, Ala.**

As more stations consider the advantages of satellite affiliation, more are turning to Satellite Music Network. As a pioneer of space station broadcasting, we offer more formats, more experience and more ways to profit from radio ... today.

Give us a call at 1-800-527-4892 (in Texas, 214/343-9205). We'd like to show you how we can put more money on your bottom line. And that's not just small talk.



Your Future's Looking Up.

Satellite
Music
Network

Lauren Grant, Mgr., Program Operation
PROGRAMMING:
 Guy Ludwig, Producer, Special Projects
 Maurice Tunick, Producer, Talknet
 Dave Gibson, Producer, Country Sessions
DESCRIPTION OF NETWORK'S PROGRAMMING:
 Short Form: NBC Hourly news and news/feature related programming geared to 25-54 year-old audiences, tending to complement stations with AC, C formats.
 Long Form: Talknet telephone talk blocks.
NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Here's Morgan Again with Henry Morgan and Hear and Now with Roger Mudd (both are short form features).

OWNED AND OPERATED RADIO STATIONS:

WMAQ, Chicago
 WKQX, Chicago
 WRC, Washington
 WKYS, Washington
 KNBR, San Francisco
 KYUU, San Francisco
 WNBC, New York
 WYNY, New York

**"THE SOURCE"
 (NBC RADIO NETWORK)**

30 Rockefeller Plaza
 New York, NY 10020
 (212) 664-4444

EXECUTIVES:

Robert Walsh, Pres., NBC Television Stations/Radio
 Michael Eskridge, Executive VP, NBC Television Stations/Radio
 Robert Mounty, Executive VP, NBC Radio
 Ellyn Ambrose, VP/GM
 Jo Moring, VP/Radio News
 Shelley Lewis, Director, News, The Source
 Nicholas Schiavone, VP, Radio Research
 George Taylor Morris, Director, Program Administration
 Kevin Cox, VP, Sales and Marketing Radio Nets
 Frank Cody, Director of Affiliate Relations/Program Dev.
 Dan Formento, Program Manager
 Joan Voukides, Director, Advertising/Promotion
 James Farley, Jr., Director of News Operations
 Richard Green, Dir. Radio Research, Radio Net.
 Dan Forth, Regional Director Affil. Relations
 Andy Denemark, Regional Director, Affil. Relations
 Kirk Stirland, Regional Director, Affil. Relations
 Peter M. Hamilton, Press Representative

DESCRIPTION OF NETWORK'S PROGRAMMING:

Long and short form news and feature programming geared toward an 18-34 year old demographic, programming used to supplement stations with album rock or young adult formats. Two minute newscasts and 15 past hour; also 45 past hour during AM/PM drive. Features: "One Minute with . . .", "Coping with . . .", "The Rock Report", "Today in Rock History". Long form: "The Source Report" Peabody and Armstrong Award winning weekly 1/2 hour public affairs program. Also weekly series of artist profiles or recorded in concert presentations.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

"Coming Attractions" (summer long series of one hour programs centering on films of interest to 18-34 demo). Format: Interviews with stars and production people of films set against album rock music. "Sourcebreaks"

capsulized one minute news bursts fed weekdays at 45 past hour, 4:45 pm-7:45 pm. First 30 seconds: headline type format; second 30 seconds more feature type material.

OWNED AND OPERATED RADIO STATIONS:

WNBC WYNY, New York
 WMAQ WKQX, Chicago
 WRC WKYS, Washington
 KNBR/KYUU, San Francisco

NATIONAL CHRISTIAN NETWORK

1150 West King Street
 Cocoa, FL 32922
 (305) 632-1000 Collect

EXECUTIVES:

Raymond Kassis, Pres./GM
 J. Dale Wright, Oper. Mgr./Program Dir.
 Arnold J. Fox, Compt./Business Mgr.

BROADCAST FACILITIES:

Comstar D-2

SERVICES:

Fourteen hours a day, seven days a week of religious programming. 11,000 square feet studio. \$210.00 per hour production studio time rate. Air time rates \$600.00 per hour—\$350.00 per half hour.

NATIONAL PUBLIC RADIO

2025 M. Street, N.W.
 Washington, DC 20036
 (202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres.
 Thomas C. Warnock, Exec. VP
 Samuel C.O. Holt, Sr., VP, Programming
 Bill B. Oxley, Sr. VP, Distribution
 Clyde Robinson, Sr. VP, Representation
 Walda Roseman, Sr. VP, Nat'l Affairs
 Joe Gwathmey, Dir., Programming
 John Bos, Dir., Performance Programming
 Richard Cassidy, Dir., Eng./Ops.
 Linda Devillier, Dir., Public Info.

BROADCAST FACILITIES:

Westar I, transponder 2

SERVICES:

NPR is a fulltime, full service system. Transmits from 17 uplinks with over 230 interconnected downlinks. NPR satellite system is available to radio producers, syndicators, etc., of commercial, public and independent radio.

P

PUBLIC SERVICE SATELLITE CONSORTIUM

1660 L Street, N.W., Suite 907
 Washington, DC 20036
 (202) 331-1154

EXECUTIVES:

Dr. Elizabeth L. Young, Pres.
 Robert A. Mott, Exec. VP
 Dr. Louis A. Bransford, VP, Planning & Dev.
 Dail Ogden, VP, Operations & Engineering

BROADCAST FACILITIES:

All available.

SERVICES:

Video-teleconferencing—full range of services, including booking of transponder time, origination and receive-site location coordination, acquisition of production services and transmittal. Teleconferencing studio, satellite access facilities and Transportable Earth Station located in Denver, CO area. Also performs consulting studies—market and technical feasibility assessments, signal distribu-

tion, technical planning related to advanced telecommunications and satellite communications. These services are offered to non-profit organizations.

R

RKO RADIO NETWORKS

1440 Broadway
 New York, NY 10018
 (212) 575-6100

EXECUTIVES:

Thomas F. Burchill, Pres.
 Kenneth R. Harris, VP/Dir. of Affiliate Services
 Dan Griffin, VP/Dir. of Programming
 Dave Cook, VP/Dir. of News
 Pamela J. Hamilton, Dir. of Creative Services
 Joe Maguire, VP/Dir. of Eng.
 Kevin Lyons, VP/Dir. of Sales

BROADCAST FACILITIES:

Westar III

SERVICES:

RKO Radio network consists of *RKO I*—programs for young adults in 25-34 demographics. Provides news, sports, entertainment specials.
RKO II—designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, sports, entertainment specials.
RKO RADIOSHOWS—provides longform demographic programs and format blocks for all radio stations including The Hot Ones, Weekly Music Magazine, Musicstar Specials, Solid Gold Saturday Night, Captured Live, Night Time America, and America Overnight.

S

SATELLITE MUSIC NETWORK

11325 Pegasus, Suite E-241
 Dallas, TX 75238
 (800) 527-9205
 (214) 343-9205 (Texas)

EXECUTIVES:

Jim Rupp, VP/COO
 Roy Bliss, VP/Associate
 Kent Burkhart, VP/Associate
 John Tyler, VP/Associate
 Ivan Braiker, President/Associate
 David Hubschman, VP/Administration, Planning & Finance
 Ken Fournier, VP/Marketing
 Larry Shipp, VP/Affiliate Sales
 Tom Keenze, VP/Eng.
 George Williams, VP/Programming
 Kris Sites, Studio Opr. Manager
 Robert Hall, Opr. Director/Star Station
 Larry Watts, Opr. Dir./Country-Coast to Coast
 Bob Longbons, Opr. Director/Stardust-MOR
 Dave Christiansen, Network News Director

BROADCAST FACILITIES:

Satcom III R

SERVICES:

Star Station Network—Live, 24 hour stereo, full service, Pop Adult radio network. Star Station plays the hits of today plus oldies and recurrents that appeal to active, affluent adults 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am-10 pm Central), a Top 30 countdown show, and other specials and features. Cost-free professionally prepared local station

**DOUBLEDAY THOUGHT A NEW YORK
COMPANY OUGHT TO HAVE
A NEW YORK RADIO STATION...
SO WE BOUGHT ONE.**



WAPP(FM) IS NEW YORK'S "APPLE"

On May 3rd, Doubleday Broadcasting acquired WAPP(FM), serving the New York metropolitan area with maximum facilities atop the World Trade Center in Manhattan.

On June 14th we began offering the listeners in the nation's largest and toughest market that same winning programming that has made Doubleday Broadcasting the most successful

radio group in the country.

Half of our FM facilities are now located within the ten largest markets. No other major radio group has as many of its stations as highly rated at any one time.

And now, we're in the #1 market. Stand by, as our "APPLE" rocks The B g Apple.

DOUBLEDAY BROADCASTING ... WE ROCK THE NATION.

WAPP(FM)
New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWKAM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.

100 Park Avenue, New York, N.Y. 10017

Represented Nationally by McGavren Guild,
HN&W, CBS/FM National Sales and Major Market Radio
WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

promotional kits for newspaper and outdoor advertising and television commercials at a minimal charge.

Country Coast-To-Coast Network—Live 24 hour stereo, full service, modern country radio network. Country coast-to-coast plays upbeat, contemporary country sounds aimed at America's fastest growing demographic: adults 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am-10 pm Central), a Top 30 countdown show, and other special features. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, and television commercials at a minimal charge.

Stardust Network—Live, 24 hour stereo, full service, traditional middle of the road radio network. Stardust plays original hits from the great bands of the 40's, pop sounds of the 50's, the most popular hits of the 60's and selected songs of the 70's. Targetted for the affluent 35+ audience. Service includes professionally prepared newscasts on the hour, (5 am-10 pm Central.) And periodic weekend specials and features created especially for MOR audiences. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, Stardust Club, and television commercials at minimal charge.

SATELLITE SYNDICATED SYSTEMS, INC.

8252 S. Harvard
Tulsa, OK 74136
(918) 481-0881

EXECUTIVES:

Edward L. Taylor, Pres.
Richard B. Smith, Exec. VP
John W. Conwell, Senior VP
Sel Kremer, VP, Sales

PROGRAMMING AVAILABLE:

Westar IV

SERVICES BY SATELLITE, INC. (SatServ)

1660 L. Street N.W. Suite 906
Washington, DC 20036
(202) 331-1960

EXECUTIVES:

Dr. Elizabeth Young, President
Dr. Louis Bransford, VP/Marketing and Research
Arthur Gilbert, Treasurer
Polly Rash, Director, Marketing and Communications

PROGRAMMING SERVICES AVAILABLE:

See information on the Public Service Satellite Consortium. SatServ is a for profit wholly owned subsidiary of PSSC and same services are offered. SatServ markets to business organizations.

SOUTHERN SATELLITE SYSTEMS, INC.

P.O. Box 45684
Tulsa, OK 74145
(918) 481-0881

EXECUTIVES:

Edward L. Taylor, Pres.
R.B. Smith, Exec. VP
Selman M. Kremer, VP, Sales & Mktg.
Shaun Johnson, Asst. VP, Specialized Systems

John Roberts, Dir. of Specialized Services
Reuben Gant, Specialized Services Coord.

STARFLEET BLAIR

535 Boylston Street
Boston, MA 02116
(617) 262-0220

EXECUTIVE:

Sam Kopper, President

BROADCAST FACILITIES:

Westar III

SERVICES:

Shows offered by barter. Programming includes Album rock.

T

TAFT BROADCASTING COMPANY

504 Reo Street
Tampa, FL 33609
(813) 876-0455

EXECUTIVES:

Carl J. Wagner, Exec. VP-Radio, Cable
Taft

James Pidcock, VP/GM-Primetime Radio

DESCRIPTION OF PROGRAMMING:

Primetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. With 15 hours of fresh feature programming each week and tape carts and satellite, stations can be live local or live satellite as local needs change. Each station will have the benefit of pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. The cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

SERVICES:

Primetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. 15 hours of feature programming each week and tape carts and satellite. Stations can be live local or live satellite as local needs change. Pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. Cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

TRANSTAR

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-0953

EXECUTIVES:

Dwight L. Case, Pres.
E. Karl Foulk, Sr. VP
Ron L. Ruth, Affiliates Dir.

BROADCAST FACILITIES:

Westar I

SERVICES:

Live 24 hour music and personality program complete with news inserts targeted for the 25-34 year old adult contemporary audience. Full network services including proven programming, music research, sales training and tested promotional campaigns.

TUESDAY PRODUCTIONS, INC.

4429 Morena Boulevard

San Diego, CA 92117
(714) 272-7660

EXECUTIVE:

Bo Donovan, VP, Broadcast Div.

BROADCAST FACILITIES:

Satellite live, Westar I, transponder 2

TURNER PROGRAM SERVICES

1050 Techwood Drive, N.W.
Atlanta, GA 30018
(404) 898-8768

EXECUTIVES:

Henry Gillespie, Chmn. of Board, TPS
Robert Pates, VP, Radio
Charla Hewitt, Director of Opr., TPS
Ron Kirk, Opr. Manager, Radio

DESCRIPTION OF PROGRAMMING:

Complete news coverage plus features.

U

UPI AUDIO NETWORK

220 E. 42nd Street
New York, NY 10017
(212) 850-8689

EXECUTIVE:

Ted Feurey, GM

W

WALL STREET JOURNAL

22 Cortlandt Street
New York, NY 10007
(212) 285-5381

EXECUTIVES:

Bob Rush, Dir., Broadcast Service
Gig Barton, Manager/Affiliate Relations

THE ROBERT WOLD COMPANY, INC.

10880 Wilshire Boulevard
Los Angeles, CA 90024
(213) 474-3500 Collect

EXECUTIVES:

Robert N. Wold, Founder/Chmn.
Gary Worth, Pres., Wold Commun.
Wayne Baruch, Pres., Wold Commun.
Robert E. Wold, VP, Western Sales, Wold Commun.

SERVICES:

Point-to-point or point-to-multipoint radio program transmission and network interconnection via the World Satellite Network—a live, nationwide program distribution system providing monaural or high-fidelity stereo audio. Facilities include transportable satellite earth stations. Fixed satellite uplinks in New York, Los Angeles, and Washington, DC area, each interconnected via microwave to a technical operating center equipped with playback facilities. More than 40,000 hours of satellite transponder capacity annually on the RCA Satcom, Western Union Westar and AT&T Comstar systems.

B

BLACKBURN & COMPANY, INC.

1111 19th Street, N.W. Suite 1025
Washington, DC 20036
(202) 331-9270

EXECUTIVES:

James W. Blackburn, Jr., Pres.
Richard F. Blackburn, VP
Jack V. Harvey
Tony Rizzo
Joseph M. Sitrick
Charles H. Kurtz
Jay C. Bowles
Howard Stasen
Roy A. Rowan
Alan C. Tindal
Wendell W. Doss

BUSINESS BROKER ASSOCIATES

3306 Glenview Place
Chattanooga, TN 37408
(615) 756-7635

EXECUTIVE:

C. Alfred Dick, Owner

C

CAROLINA MEDIA BROKERS

516 Fenton Place
Charlotte, NC 28207
(704) 376-1161

EXECUTIVE:

Donald S. Capozzoli, General Mgr.

CHAPMAN ASSOCIATES

1835 Savoy Drive
Atlanta, GA 30341
(404) 458-9226

EXECUTIVES:

Paul H. Chapman, Pres.
John D. Emery, GM
J. William Chapman, VP
Frances H. Chapman, Sec'y/Treas.

DONALD K. CLARK, INC.

P.O. Box 1065
Merritt Island, FL 32952
(305) 459-0101

EXECUTIVE:

Donald K. Clark, President

COMMUNICATIONS CAPITAL CORP.

960 Time Life Building
New York, NY 10020
(212) 245-2870

EXECUTIVES:

Blair Walliser, Pres.
William Quivey, VP

R.C. CRISLER & CO., INC.

580 Walnut Street-Suite 801
Cincinnati, OH 45202
(513) 381-7775

EXECUTIVES:

Richard Crisler, Pres.
Clyde G. Haehnle, VP
Alex Howard, VP
Larry C. Wood, Spec. Rep.

E

WILLIAM A. EXLINE, INC.

4340 Redwood Highway
Suite F-121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Sec'y/Treas.
Andrew P. McClure, Associate
Chester P. Coleman, Associate

F

FAIRFIELD CAPITAL, INC.

230 Park Avenue
New York, NY 10017
(212) 687-8250

EXECUTIVE:

F. Reese Brown, Pres.

NORMAN FISCHER & ASSOCIATES, INC.

P.O. Box 5308
Austin, TX 78763
(512) 476-9457

EXECUTIVE:

Norman Fischer, President

MILTON Q. FORD & ASSOCIATES

5050 Poplar Avenue
Suite 816
Memphis, TN 38157
(901) 767-7980

EXECUTIVE:

Milton Q. Ford, Pres.

FRAZIER, GROSS & KADLEC, INC.

5028 Wisconsin Avenue, N.W.
Washington, DC 20016
(202) 966-2280

EXECUTIVES:

Horace W. Gross, Pres.
Charles H. Kadlec, Sr. VP

G

W. JOHN GRANDY

1029 Pacific Street
San Luis Obispo, CA 93401
(805) 541-1900

EXECUTIVE:

W. John Grandy, Pres.

H

R.D. HANNA CO.

5944 Luther Lane
Dallas, TX 75225
(214) 696-1022

EXECUTIVES:

Robert Hanna, Pres.
John Ryman, Assoc.

DAN HAYSLETT & ASSOCIATES, INC.

Suite 212
11311 No. Central Expressway
Dallas, TX 75243
(214) 691-2076

EXECUTIVES:

Dan Hayslett, Pres.
Mary B. Hayslett, VP
Dan Hayslett Jr., Associate

THE TED HEPBURN COMPANY

P.O. Box 42401
Cincinnati, OH 45242
(513) 791-8730

EXECUTIVE:

Ted Hepburn, Pres.

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVES:

Arthur H. Holt, Pres.
Bernard Fuhrmann, Associate
Gordon A. Holt, Associate
Chris Berger, Associate

THE KEITH W. HORTON COMPANY, INC.

P.O. Box 948
Elmira, NY 14902
(607) 733-7138

EXECUTIVES:

Keith W. Horton, Pres.
Richard L. Kozacko, VP
Keith Horton, Jr., VP

HUDSON INVESTMENT CORP.

1150 17th Street N.W.
Washington, DC 20036
(202) 296-8995

EXECUTIVE:

Edward R. McKenna, VP

K

PAUL KAGAN ASSOCIATES, INC.

26356 Carmel Rancho Boulevard
Carmel, CA 93923
(408) 624-1536

KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

EXECUTIVE:

Frank Kalil, President

L

LARSON WALKER & CO.

1730 Rhode Island Avenue, N.W.
Suite 417
Washington, DC 20036
(202) 223-1553

EXECUTIVES:

G. Bennett Larson, Pres.
William L. Walker, VP

H.B. LaRUE, MEDIA BROKER

44 Montgomery Street 5th floor
San Francisco, CA 94104
(415) 434-1750

EXECUTIVES:

Hugh Ben LaRue, Pres.
Joy Thomas, Sec'y/Treasurer

**ROBERT O. MAHLMAN, INC.**

Six The High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVE:

Robert O. Mahlman, Pres.

REGGIE MARTIN & ASSOCIATES

P.O. Box 222
Key Biscayne, FL 33149
(305) 361-2181

EXECUTIVES:

Reggie Martin, Owner
Margaret Martin, VP, Treasurer
Ron Jones, Associate

GEORGE MOORE & ASSOCIATES, INC.

6116 N. Central Expressway, Suite 712
Dallas, TX 75206
(214) 361-8970

EXECUTIVES:

George W. Moore, Pres.
W. James Moore, Ex. VP
Bob W. Treadway, VP
Bob H. Walker, VP
Monta L. Hall, Secretary

**DON NELSON & ASSOCIATES, INC.**

3634 Seventh Avenue
San Diego, CA 92103
(714) 295-2435

**STAN RAYMOND ASSOCIATES**

1819 Peachtree Road N.E.
Suite 606
Atlanta, GA 30309
(404) 351-0555

CECIL L. RICHARDS, INC.

7700 Leesburg Pike, Suite 408
Fall Church, VA 22043
(703) 821-2552

EXECUTIVES:

Cecil L. Richards, Pres.
Bruce Houston, Associate

RICHTER-O'GRADY

6761 East Tanque Verde Road
Tucson, AZ 85715
(602) 886-5369

EXECUTIVE:

Edwin G. Richter

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

EXECUTIVES:

Leon Lowenthal, Pres.
Herbert Shaffer, Jr., VP

ROBERT W. ROUNSAVILLE AND ASSOCIATES

3104 E. Shadowlawn Avenue, N.E.
Atlanta, GA 30305
(404) 261-3000

EXECUTIVES:

Robert W. Rounsaville, Pres.
Mary B. Bush, VP

**RICHARD A. SHAHEEN, INC.**

435 N. Michigan Avenue
Chicago, IL 60611
(312) 467-0040

SHERMAN AND BROWN ASSOCIATES, INC.

1110 Brickell Avenue Suite 430
Miami, FL 33131
(305) 371-9335

EXECUTIVES:

Gordon Sherman, Pres.
Alan Sherman, Sec'y/Treas.

HOWARD E. STARK, MEDIA BROKER

575 Madison Avenue
New York, NY 10022
(212) 355-0405

EXECUTIVE:

Howard E. Stark, Mgr.

**EDWIN TORNBURG & CO., INC.**

P.O. Box 5437
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, Pres.

FEDERAL COMMUNICATIONS COMMISSION

1919 M Street, N.W.
Washington, DC 20554

THE COMMISSION

Mark Fowler—Chairman, Republican, assumed office May 18, 1981, term expires June 30, 1987.
 Mary Weyforth Dawson—MO Republican, assumed office July 6, 1981, term expires June 30, 1988.
 Anne P. Jones—MA Republican, assumed office April 2, 1979, term expires June 30, 1985.
 Henry Rivera—NM Democrat, assumed office 1981, term expires June 30, 1987.
 Abbot Washburn—MN Republican, assumed office July 10, 1974, term expires June 30, 1982. (term extended)
 Joseph R. Fogarty—RI Democrat, assumed office Sept. 17, 1976, term expires June 30, 1983.

COMMISSION STAFF

OFFICE OF PLANS AND POLICY:

Peter K. Pitsch, Chief

OFFICE OF PUBLIC AFFAIRS:

William Russell, Jr., Director
 Maureen P. Peratino, Acting Chief, Press
 and News Media Division

REVIEW BOARD:

Joseph Marino, Chairman

OFFICE OF ADMINISTRATIVE LAW JUDGES:

Lenore G. Ehrig, Chief Judge
 Thomas B. Fitzpatrick, Asst. Chief Judge

OFFICE OF GENERAL COUNSEL:

Stephen A. Sharp, General Counsel

OFFICE OF SCIENCE AND TECHNOLOGY:

Stephen J. Lukasik, Chief Scientist

OFFICE OF THE MANAGING DIRECTOR:

Edward Mickel, Managing Director

BROADCAST BUREAU:

Lawrence Harris, Chief

FIELD OPERATIONS BUREAU:

Richard Smith, Chief

REGIONAL DIRECTORS

ATLANTA REGIONAL DIRECTOR

Carl E. Pyron
 101 Marietta Tower, Room 2111
 Atlanta, GA 30303
 (404) 221-6500

BOSTON REGIONAL DIRECTOR

Gerard Sarno
 1500 Customhouse
 165 State Street
 Boston, MA 02109
 (617) 223-7226

CHICAGO REGIONAL DIRECTOR

Kent T. Crawford
 Park Ridge Office Center, Room 306
 1550 Northwest Highway
 Park Ridge, IL 60068
 (312) 353-0368

KANSAS CITY REGIONAL DIRECTOR

Samual B. Stelk
 Brywood Office Tower, Room 320
 8800 East 63rd Street
 Kansas City, MO 64133
 (816) 926-5179

SAN FRANCISCO REGIONAL DIRECTOR

Richard I. Vaughan
 211 Main Street, Room 537
 San Francisco, CA 94105
 (415) 974-0702

SEATTLE REGIONAL DIRECTOR

William E. Johnson
 3244 Federal Building
 915 Second Avenue
 Seattle, WA 98174
 (206) 442-5544

DISTRICT OFFICES

ANCHORAGE DISTRICT OFFICE

James E. Sutherland, EIC
 1011 E. Tudor Road, Room 240
 P.O. Box 2955
 Anchorage, AK 99510
 (907) 276-7455

ATLANTA DISTRICT OFFICE

Angelo R. Ditty, Jr., EIC
 Room 440, Massell Building
 1365 Peachtree Street N.E.
 Atlanta, GA 30309
 (404) 881-3085

BALTIMORE DISTRICT OFFICE

Robert M. Mroz, EIC
 1017 Federal Building
 31 Hopkins Plaza
 Baltimore, MD 21201
 (301) 962-2728

BOSTON DISTRICT OFFICE

Vincent F. Kajunski, EIC
 1600 Customhouse
 165 State Street
 Boston, MA 02109
 (617) 223-6609

BUFFALO DISTRICT OFFICE

David Viglione, EIC
 1307 Federal Building
 111 West Huron Street
 Buffalo, NY 14202
 (716) 846-4511

CHICAGO DISTRICT OFFICE

Russell D. Monie, Jr., EIC
 230 S. Dearborn Street
 Room 3940
 Chicago, IL 60604
 (312) 353-0195

DALLAS DISTRICT OFFICE

James D. Wells, EIC
 Earle Cabell Federal Building
 U.S. Courthouse Room 13E7
 1100 Commerce Street
 Dallas, TX 75242
 (214) 767-0761

DENVER DISTRICT OFFICE

Dennis Carlton, EIC
 12477 West Cedar Drive
 Denver, CO 80228
 (303) 234-6977

DETROIT DISTRICT OFFICE

Irby C. Tallant, EIC
 1054 Federal Building
 231 W. Lafayette Street
 Detroit, MI 48226
 (313) 226-6078

HONOLULU DISTRICT OFFICE

Jack Shedletsky, EIC
 Price Kuhio Federal Building
 300 Ala Moana Boulevard
 Room 7304
 P.O. Box 50023
 Honolulu, HI 96850
 (808) 546-5640

HOUSTON DISTRICT OFFICE

Daniel A. Cantrell, EIC
 New Federal Office Building
 515 Rusk Avenue, Room 5636
 Houston, TX 77002
 (713) 226-5624

KANSAS CITY DISTRICT OFFICE

James A. Dailey, EIC
 Brywood Office Tower
 Room 320

8800 East 63rd Street
Kansas City, MO 64133
(816) 926-5111

LONG BEACH DISTRICT OFFICE
Lawrence D. Guy, EIC
Room 501, 3711 Long Beach
Boulevard
Long Beach, CA 90807
(213) 426-4451

MIAMI DISTRICT OFFICE
John L. Theimer, EIC
Room 919, 51 S.W. First Avenue
Miami, FL 33130
(305) 350-5542

NEW ORLEANS DISTRICT OFFICE
William J. Simpson, EIC
1009 F. Edward Hebert
Federal Building
600 South Street
New Orleans, LA 70130
(504) 589-2095

NEW YORK DISTRICT OFFICE
Alexander J. Zimny, EIC
201 Varick Street
New York, NY 10014
(212) 620-3437

NORFOLK DISTRICT OFFICE
J. Jerry Freeman, EIC
Military Circle
870 N. Military Highway
Norfolk, VA 23502
(804) 441-6472

PHILADELPHIA DISTRICT OFFICE
Ennis C. Coleman, Jr., EIC
One Oxford Valley Office Building
Suite 404, 2300 East Lincoln Hwy.
Langhorne, PA 19047
(215) 752-1324

PITTSBURGH DISTRICT OFFICE
Vacancy, EIC
3755 William Penn Highway
Monroeville, PA 15146
(412) 823-3380

PORTLAND DISTRICT OFFICE
George F. Wager, EIC
1782 Federal Office Building
1220 S.W. Third Avenue
Portland, OR 97204
(503) 221-4114

ST. PAUL DISTRICT OFFICE
Garrett Lysiak, EIC
691 Federal Building
& U.S. Courthouse
316 North Robert Street
St. Paul, MN 55101
(612) 725-7810

SAN DIEGO DISTRICT OFFICE
William H. Grigsby, Jr., EIC
7840 El Cajon Boulevard
Room 405
La Mesa, CA 92041
(714) 293-5478

SAN FRANCISCO DISTRICT OFFICE
Serge Marti-Volkoff, EIC
423 Customhouse

555 Battery Street
San Francisco, CA 94111
(415) 556-7701

SAN JUAN DISTRICT OFFICE
Leonard R. Langley, EIC
San Juan Field Office
747 Federal Building
Hato Rey, PR 00918
(809) 753-4008

SEATTLE DISTRICT OFFICE
Gary P. Soulsby, EIC
3256 Federal Building
915 Second Avenue
Seattle, WA 98174
(206) 442-7653

TAMPA DISTRICT OFFICE
Ralph M. Barlow, EIC
Interstate Building, Room 601
1211 N. Westshore Boulevard
Tampa, FL 33607
(813) 228-2872

MONITORING STATIONS

ALLEGAN
Melvyn H. Hyman, EIC
P.O. Box 89
Allegan, MI 49010
(616) 673-2063

ANCHORAGE
James E. Sutherland, EIC
P.O. Box 2955
Anchorage, AK 99510
(907) 243-2153

BELFAST
Barry A. Bohac, EIC
P.O. Box 470
Belfast, ME 04915
(207) 338-4088

DOUGLAS
Stephen Y. Tsuya, EIC

P.O. Box 6
Douglas, AZ 85607
(602) 364-2133

FERNDALE
Jack W. Bazhaw, EIC
P.O. Box 1125
Ferndale, WA 98248
(206) 354-4892

FORT LAUDERDALE
James M. Feagles, EIC
P.O. Box 16027
Fort Lauderdale, FL 33318
(305) 473-9845

GRAND ISLAND
James H. Berrie, Jr., EIC
P.O. Box 1588
Grand Island, NE 68801
(308) 382-4296

KINGSVILLE
Oliver K. Long, EIC
P.O. Box 632
Kingsville, TX 78363
(512) 592-2531

LAUREL
Robert J. Douchis, EIC
P.O. Box 250
Columbia, MD 21045
(301) 725-3474

LIVERMORE
Thomas N. Van Stavern, EIC
P.O. Box 311
Livermore, CA 94550
(415) 447-3614

POWDER SPRINGS
Donald E. Taylor, EIC
P.O. Box 85
Powder Springs, GA 30073
(404) 943-5420

SABANA SECA
Leonard R. Langley, EIC
P.O. Box FCC
Sanbana Seca, PR 00749
(809) 784-3772

WAIPAHU
Jack Shedletsky, EIC
P.O. Box 1035
Waipahu, HI 96797
(808) 677-3954

CHIEF, FIELD OPERATIONS BUREAU

Richard M. Smith
Chief, Field Operations Bureau
1919 M Street N.W. Room 734
Washington, DC 20554
(202) 632-6980

FOB MONITORING ASSISTANCE

Watch Officer
Monitoring Branch
Enforcement Division
(202) 632-6975

EQUIPMENT CONSTRUCTION AND INSTALLATION BRANCH

Powder Springs ECIB
Arthur Luedtke, Chief
Equipment Construction & Installation
Branch
3600 Hiram-Lithia Spring Road, SW
P.O. Box 65
Powder Springs, GA 30073
(404) 943-6425

PRIVATE RADIO BUREAU LICENSING DIVISION

Route 116
Gettysburg, PA 17325
(717) 337-1212

OFFICE OF EXECUTIVE DIRECTOR

FCC Fee Refund Unit
P.O. Box 19209
Washington, DC 20036
(202) 653-8515

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS OFFICE

Gettysburg Post Office Building
Box 1T-70
Gettysburg, PA 17325
(717) 334-7059

OFFICE OF SCIENCE AND TECHNOLOGY AUTHORIZATIONS AND STANDARDS DIVISION

7435 Oakland Mills Road
P.O. Box 429
Columbia, MD 21045
(301) 725-1585

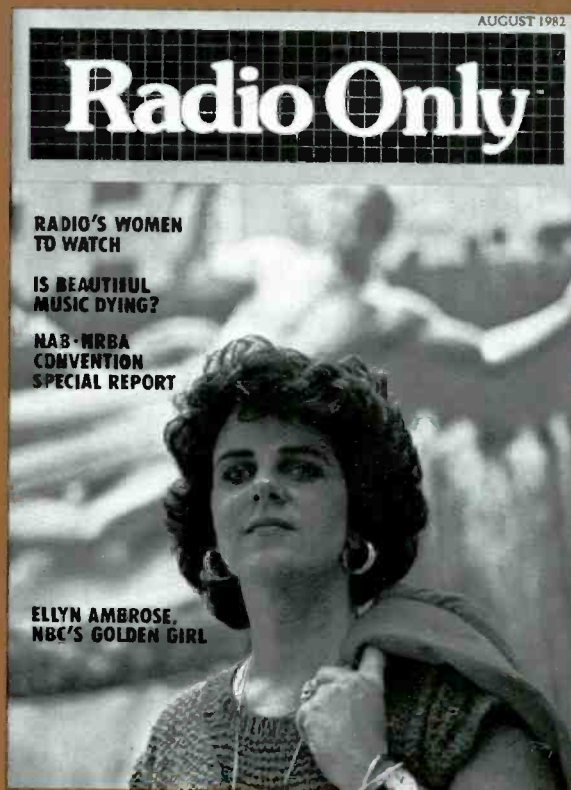
COMMON CARRIER BUREAU FIELD OFFICE

90 Church Street, Room 1309-x
New York, NY 10007
(212) 264-7321

FEDERAL COMMUNICATIONS COMMISSION CONSUMER ASSISTANCE OFFICE

Room 258
Washington, DC 20554
(202) 632-7000

THERE'S ONLY ONE MAGAZINE FOR RADIO THAT'S ALL RADIO.



News. Trends. People. Special reports. Research.
Monthly surveys. Expert columns. FCC data. Management changes.
There's only one executive radio magazine that says it all.
Month after month. From cover to cover. In-depth and in color.
Subscribe today, get your first copy next month,
then say in-tune all year long.

Radio Only

10 ISSUES PLUS 2 BONUS ISSUES OF INSIDE RADIO DIRECTORY. \$50.

Simply fill in the postage paid card. VISA, MasterCard accepted.

FCC TELEPHONE LISTING

Area Code (202) unless otherwise listed. General Information: 632-7000

If you have a question concerning:

Accounting Systems	632-3863	Reports:	Emergency Broadcast System ..	632-7232
Administrative Manuals	632-7533	Financial	Equipment Standards, Licensed ..	632-7093
Administrative Sanctions	632-7354	Employment	Equipment Standards, Non-Licensed	632-7095
ADVISORY COMMITTEES:		Ownership	632-7256	Examinations, Washington, DC area
Cable Single Leakage	632-9797	BROADCAST SERVICES (FM):		(301) 436-7590
National Industry	632-7232	Engineering Rules:	Examinations, Outside DC area ..	632-7240
Radio Tech. Comm. for Marine Serv.	632-6490	Existing Stations	FCC Rules (Legal Interpretations)	632-6990
1979 World Adm. Radio Conf. Prep.	632-7025	Minor Changes Applications ..	632-6990	Freedom of Information
ALASKAN RADIO:		New Stations/Major Changes Applications	632-6098	FREQUENCY ALLOCATIONS:
Applications/Licenses	634-1737	SCA	632-7010	Government
Rules/Hearings	632-7175	STL's, Remote Pickups, Intercity Relays	632-7698	Non-Government
Alien Restricted Permits	632-7240	Translators/Boosters	632-3984	Allocation Treaties, Agreements ..
ALLOCATION:		Non-Engineering Rules:		632-7025
Call signs	632-7111	Advertising Questions/ Comments	632-7551	Charts and Tables
Charts and Tables	632-6350	Application Forms	632-7272	Government Coordination/ Spectrum
Government Frequency	632-7087	Assignment & Transfer Applications	632-9356	Non-Government Coordination/ Spectrum
Non-Government Frequency	632-6350	Construction Permit Applications	632-6908	International Coordination/ Spectrum
International Frequency	632-7054	Educational FM	632-3954	632-7054
Annual Report Form	632-7084	Emergency Brdct. System ..	632-7232	General Counsel
Antenna Structures and Towers ..	632-7521	Political Broadcasting/ Fairness Doctrine	632-7586	Hearing Calendar
APPLICATION STATUS:		Programming Questions/ Comments	632-7551 or 632-7048	632-7680
Microwave	632-6430	Rebroadcast	632-7010	INTERFERENCE COMPLAINTS:
International & Satellite	632-7265	Renewal Applications:	General	Washington, DC Area
Rural Radio Service	632-6400	General	632-7542	(301) 436-7590
Broadcast, Inspection of Stations ..	632-7014	Processing	632-7069	All other areas
BROADCAST SERVICES (AM):		Engineering	632-7069	632-6345
Engineering Rules:		Equal Employment Opportunity	632-7069	Direction Finding Assistance
Existing Stations	632-7010	Reports:	Financial	632-7087
Minor Changes Application ..	632-7010	Financial	632-6302	Radio-Government
New Stations & Major Changes Applications	632-7010	Employment	632-6302	Radio-International
STL's, Remote Pickups, Intercity Relays	632-7698	Ownership	632-7256	Research
Non-Engineering Rules:		SCA's Stereo-Multiplex	632-6908	Standards
Advertising Questions/ Comments	632-7551	Bulletins, Requests for	632-7260	Library
Application Forms	632-7272	Call Letters	632-7111	Locator, Personnel
Assignment & Transfer Application	632-9356	Commercials, TV and Radio ..	632-7551	Marketing Rules
Construction Permit Applications	632-6908	Commis. Proceedings, Tape Recordings	632-7000	Minority Enterprise Division
Emergency Brdct. System ..	632-7232	COMPLAINTS:		New Devices or Uses of Radio ...
Political Broadcasting/ Fairness Doctrine	632-7586	Broadcast, TV and Radio	632-7048	632-7093
Programming Questions/ Comments	632-7048 or 632-7551	Advertising Questions	632-7551	News Gathering and Publishing
Renewal Applications:		Political Broadcasting/ Fairness Doctrine	632-7586	(717) 334-1145
General	632-7542	Programming Questions/ Religious Petitions	632-7048	Noise, Radio
Processing	632-7069	Consumer Affairs Division	632-7553	632-7040
Engineering	632-7069	Consumer Assistance	632-7000 or 632-7260	Off-the-Air Pickup
		Coverage, Radio	632-7080	632-6430
		Eavesdropping	632-6990	Over-the-Horizon or Scatter Technique
				632-7080
				Political Broadcasting
				632-7586
				Press Relations
				254-7674
				PUBLIC INFORMATION:
				Consumer Assistance
				632-7000
				Press & News Media
				254-7674
				Audio-Visual Management Office ..
				254-7000
				Research
				632-7040
				RULES AND REGULATIONS:
				Aviation and Marine
				632-7175
				Business
				(715) 334-9167
				Other Industrial
				(715) 334-9167
				Microwave
				632-7291
				Public Safety
				632-7249
				Copies of
				632-7546
				Interpretation of
				632-6990

A

AMPEX CORPORATION

401 Broadway
Redwood City, CA 94063
(415) 367-2011

EXECUTIVES:

Donald Kleffman, VP/GM Audio/Video Systems Division
Richard Sirinsky, Marketing Manager, AVSD
Willie Scullion, National Sales Manager, AVSD

SERVICES:

Manufactures audio and video recorders, cameras, systems and related equipment for commercial and educational broadcasters.

AMPRO/SCULLY

2693 Philmont Avenue
Huntington Valley, PA 19006
(215) 947-7000

EXECUTIVES:

Alex Meyer, Pres.
Dick Grochowsky, Exec. VP

SERVICES:

Ampro produces line of on-air audio broadcast consoles and cartridge tape machines. Scully product line of reel to reel audio tape recorder/reproducer and Scully model 8300 three deck cartridge tape machines.

AUDITRONICS, INC.

3750 Old Getwell Rd.
Memphis, TN 38118
(901) 362-1350

EXECUTIVES:

Welton Jetton, Pres.
Steve Sage, Exec. VP
James Woodworth, VP Sales
Larry Lamoray, International Marketing Mgr.

SERVICES:

Manufacturer of Audio Consoles and related accessory products for broadcast, production and recording application.

AUTOGRAM CORPORATION

P.O. Box 456
631 J. Place
Plano, TX 75074
(214) 424-8585

EXECUTIVE:

Ernest T. Ankele, Jr., Pres.

SERVICES:

Audio Consoles, 6, 8, and 10 Channels

AUTOMATED BROADCAST CONTROLS

9155 Brookville Road
Silver Spring, MD 20910
(301) 587-3505

B

BELAR ELECTRONICS LABORATORY, INC.

Box 826
Devon, PA 19333
(215) 687-5550

EXECUTIVE:

Arno M. Meyer, Pres.

SERVICES:

AM Modulation Monitors, Frequency Monitors and RF Amplifiers, AM stereo monitors; FM modulation, stereo monitors, RF Amplifiers; TV Modulation and frequency monitors and RF Amplifiers.

BROADCAST AUDIO CORP.

11306 Sunco Drive
Rancho Cordova, CA 95670
(916) 635-1048

EXECUTIVES:

David W. Evans, Owner
John M. Fernandez, Owner
Dale A. Tucker, Sales Mgr.
Gary R. Maggiore, Plant Mgr.

SERVICES:

Manufacturer of broadcast audio consoles, monitor, distribution, and phono amplifiers.

BILLBOARD INFORMATION NETWORK

1515 Broadway
New York, NY 10036
(212) 764-7530

EXECUTIVE:

Mort L. Nasatir, Radio Cons.

SERVICES:

Is an online data base that provides research reports on air play in eight regions of country and in these formats: Top 40, adult contemporary, country, soul/black, album rock. Billboard charts available in advance through BIN. Reports range from \$5-\$10 each, plus a small telephone connection charge.

BROADCAST ELECTRONICS, INC.

4100 N. 24th Street
Quincy, IL 62301
(217) 224-9600

EXECUTIVES:

Lawrence J. Cervon, Pres.
Curtis I. Kring, VP Mktg.
John A. Burtie, Director Automation Products
Joseph M. Engle, GSM

SERVICES:

Tape Cartridge Machines - single deck, three deck, and five deck models; audio consoles - five to ten mixer rotary fader models, vertical attenuator 10 mixer. Series 350; Program automation Systems - Sat-16 Satellite Controller, control 16. Microprocessor control for radio programming and Econo Control 10; FM transmitter - model FM-30 one-tube 30KW transmitter, Model FM-3.5 one-tube 3500 watt transmitter, model FX-30 synthesized 30 watt FM exciter; QRK Turntables - Model 12C three speed, and Galaxy variable speed DC servo turntable; and Rek-o-Kut tone arms.

C

CAPITOL MAGNETIC PRODUCTS

1750 North Vine Street
Los Angeles, CA 90028
(213) 462-6252

CAVALIERE COMPUTER SERVICES

c/o WWWJ Radio
Box 373
Johnstown, OH 43031
(614) 967-6776

EXECUTIVE:

Robert Kramer

SERVICES:

Affordable logging, affidavits, billing, accounting system for radio stations. Includes on site training, customizing lease plans. Multi-terminal operations with radio shack model #16 trademark.

CAVOX STEREO PROD./ TAPE-ATHON CORP.

502 S. Isis
Inglewood, CA 90301
(800) 421-1029
(213) 776-6933

EXECUTIVES:

Lee Tate, Pres.
Robert Mayfield, National Sales/Prog. Dir.

SERVICES:

CaVox Stereo Productions produces Radio Program Formats and a huge Music Library Service for automated, semi-automated and live radio stations, both AM and FM from coast to coast plus Europe and the Far East. Tape-Athon Corporation is the manufacturer of a complete line of Audio Playback Systems for on-premise, Central Studio and S.C.A. Reel-to-Reel cartridge and cassette. Tape-Athon also produces the largest background music library available.

CCA ELECTRONICS CORP.

P.O. Box 5500
Broadcast Plaza
Cherry Hill, NJ 08034
(609) 424-1500

CECO COMMUNICATIONS INC.

2115 Avenue X
Brooklyn, NY 11235
(212) 646-6300

CETEC BROADCAST GROUP

1110 Mark Avenue
Carpinteria, CA 93013
(800) 235-5715

EXECUTIVES:

Hugh Wilcox, GM
Tom Haag, GM-ABC Div.
Jerry R. Clements, Nat'l. Sales Mgr.
Frank Crane, MAPS Mktg. Mgr.

SERVICES:

Cetec Broadcast Group provides a systems approach to broadcasting. Starting with our full line of 2000 series and our 8000 audio consoles; through our prestigious, microprocessor based program automation systems - the 7000 and the 7000GLS (our Great Little System). Both offer programming control essential to smooth station operation. The Cetec/MAPS business computer system (Management, Accounting, Programming, Sales), is the custom-quality computer system that provides the tools to achieve creative and profitable station management.

CETEC VEGA

9900 Baldwin Street
El Monte, CA 91731
(213) 442-0782

CIRCUIT RESEARCH LABS, INC.

3204 S. Fair Lane
Tempe, AZ 85282
(602) 894-0077

EXECUTIVES:

Ronald R. Jones, Pres.
Gary Clarkson, VP
Chuck A. DiMaggio, Treas.

SERVICES:

CRL Systems manufactures and sells the nationally and internationally acclaimed AM-4 (mono) and AM-4S (stereo) audio processing control systems for AM broadcasting. CRL also sells the highly acclaimed FM-2 and FM-1 stereo audio processing control system with patent pending features for FM broadcasting.

THE CLEARINGHOUSE

P.O. Box 3450
Logan, UT 84321
(801) 752-2895

EXECUTIVE:

Jeff Weber, Pres.

SERVICES:

Advertising specialty company providing broadcasters with imprinted items of all kinds for promo use (ex: key chains, ball caps, pens, plastic credit cards).

COLUMBINE SYSTEMS, INC.

1301 Arapahoe Street
Golden, CO 80401
(303) 279-4000

EXECUTIVES:

William S. Cole, Pres.
Catherine P. Cole, Sec'y./Treas.
Susan B. Thompson, VP/Mktg.
Dave B. Weidner, VP/Systems

SERVICES:

Columbine offers a total sales, traffic, and accounting system to radio and television stations. The system is self-customizing which means that each station can implement the system in a different way. Columbine uses IBM's in-house computers.

COMPUTER CONCEPTS CORP.

8001 West 63rd Street
Shawnee Mission, KS 66202
(800) 255-6350
(913) 677-4000 Collect

EXECUTIVES:

Greg L. Dean, Pres.
John Clark, Sales Eng.
Klover Schafer, Regional Sales Mgr.
Walter Dean, Prod. Manager

SERVICES:

The Broadcast System is an in-house business computer system that provides any AM, FM or radio station combo with automated order entry, spot scheduling, log processing, affidavit, billing, accounts receivable, payroll, and full general ledger functions. If desired, the log produced by the Broadcast System can be sent in electronic form to program automation equipment. Word processing and music management are also available on this system. The word processor will assist in creating and storing advertising copy, news copy and general correspondence. The Music Management System will create a perfectly rotated playlist and manage an inventory of over 65,000 titles. The Broadcast System will schedule spots from orders on file to a daily, 24-hour log for each of two stations for up to three weeks (Nominal) in the future. Orders may be entered years in advance for over 1000 customers. Scheduling and printing a log takes only a few minutes. A log can be printed as often as desired and changes are easy to make. The Broadcast System will retain alternate logs to replace those "ball game" schedules that get rained out. Billing documents are quickly printed by the Broadcast System and exactly reflect the spots aired by each customer. Billing can be done daily, weekly, calendar monthly or broadcast

monthly. Invoices can be organized according to several formats including by spot rate or chronologically. In fact any of 255 combinations of billing frequency and format can be individually applied to each customer. All billings are automatically posted to the general ledger, as with the activity from the accounts payable and payroll programs. Because the Broadcast System retains all accounting and sales information on hard disk, valuable management information such as expiring orders reports, sales projections, avail reports and customer purchase histories are available upon request. Co-op scripts, news copy, general correspondence and memos can all be created with WordMaster, the word processing feature of the Broadcast System. Documents are entered through the computer terminal and stored permanently on disk for later retrieval. Redundant text need never be entered more than once. Because WordMaster has access to the accounts receivables files of the Broadcast System, past-due reminders can be sent automatically to your customers. Names and account balances are automatically inserted so that each form letter has the appearance of personally typed correspondence. With the program automation interface, the Broadcast System will automatically program the brain of your automation to perform the scheduled log. This interface is interactive, which means that the Broadcast System is aware when a spot fails to air. As always, the customer is billed only for what was successfully performed and, if desired, exact times can be printed on invoices.

COMPUTER MANAGEMENT SYSTEMS, INC.

6610 North Shadeland Avenue
Indianapolis, IN 46220
(317) 842-1830

EXECUTIVES:

Myron L. Keeney, VP/Dir. of Broadcast Div.
Sally Huffine, Project Coordinator

SERVICES:

The Broadcast Management Information System (BMIS) offers radio, TV and Networks automated business systems for the following areas: sales, traffic, accounting, billing, programming, music rotation, TV program library inventory and Network affiliate clearance evaluation and statistics.

CUSTOM BUSINESS SYSTEMS, INC.

P.O. Box 67
20th & Winchester
Reedsport, OR 97467
(503) 271-3684 Collect

EXECUTIVES:

I. Jerome Kenagy, Pres.
Steve Kenagy, VP/Mktg.
Wes Lockard, VP/Systems Dev.
John Kenagy, VP/Customer Relations

SERVICES:

CBSI offers to radio broadcasters a highly efficient, cost effective broadcast business computer system. The system combines highly reliable Wang hardware (either floppy or fixed disk) with software that has been designed by a team of broadcasters that are still active in their own station. The system offers traffic co-op, accounts receivable, general ledger, accounts payable, payroll, word processing, and a music library. The system was designed to save maximum operator time thereby allowing better utilization of personnel making the CBSI system affordable.



DATA COMMUNICATIONS CORP.

3000 Directors Row
Memphis, TX 38131
(901) 345-3544

EXECUTIVES:

F. Scott Pierce, Pres./Broadcast Div.
Bill Boyce, VP/Sales
Dick Bruce, VP/Broadcast Services

SERVICES:

BIAS, comprehensive computer service for television and radio stations, including: traffic, sales, Accounts Receivable, Accounts Payable/General Ledger, Automatic Switching, Commercial Film Inventory, Buy Line, Master Control Automation, Feature Film and Network Control System.

DELTA ELECTRONICS

Box 11268
5730 Gen. Washington Drive
Alexandria, VA 22312
(703) 354-3350

DEWOLFE MUSIC LIBRARY, INC.

25 W. 45th Street
New York, NY 10036
(212) 586-6673

EXECUTIVES:

Andy Jacobs, VP
Larry Kessler, VP

SERVICES:

600 LP albums. Production music library for use in industrial, educational, TV, Radio, any cable productions. 20 album sound effects library.

DOLBY LABORATORIES INC.

731 Sansome Street
San Francisco, CA 94111

EXECUTIVES:

Ioan Allen, VP/Marketing
Tim Prouty, Broadcast Products Mgr.

SERVICES:

Manufacturers of audio noise reduction equipment for professional recording, radio and television production, and FM transmission.



EASTERN BROADCAST SUPPLY

46 Mechanic Street
Leominster, MA 01453
(617) 537-4706

ELCOM BAUER

6199 Warehouse Way
Sacramento, CA 95826

EXECUTIVES:

Paul E. Gregg, Pres.
Juan Alonso, VP/Admin.
Bob Sidwell, Marketing Manager

SERVICES:

Manufacturer of AM/FM transmitters, audio processing equipment, AM/FM antenna systems.

F

FIDELIPAC CORPORATION

P.O. Box 808
Moorestown, NJ 08057
(609) 235-3511

EXECUTIVES:

Robert S. Thanhauser, Jr., Pres.
Daniel McCloskey, VP/GM
Arthur Constantine, VP/Sales

SERVICES:

Fidelipac is the world's largest manufacturer of NAB tape cartridges and accessories. Fidelipac supplies a complete line of NAB Test and Calibration Cartridges, Cart Racks, Studio Warning Lights, Wow & Flutter Meter, Blank-it Bulk Tape Degausser, Lubricated Tape and Cart Labels, Fidelipac is also Master Distributor to the Broadcast Industry for Audio-Technica Professional Phonograph Cartridges and provides the complete line of Audio-Technica Professional 800-Series Microphones.

G

GREGG LABORATORIES

1542A Moulton Parkway
Tustin, CA 92680
(714) 730-1100 Collect

SERVICES:

AM/FM Audio Broadcast Processing Systems, 2040 Broadcast Control Console, Telemix Broadcast telephone interface unit.

GROTON COMPUTER, INC.

19 Fort Hill Road
Groton, CT 06340
(203) 445-2325

EXECUTIVE:

Richard H. Salews, Systems Manager

SERVICES:

Automated traffic and business service, including logs, billing, affidavits, multiple month-end reports. Three levels available as In-House System, Lease Agreement, or on your Apple II computer.

H

HARRIS CORP. BROADCAST DIV.

P.O. Box 4290
Quincy, IL 62305-4290

EXECUTIVES:

G. T. Whicker, VP/GM
E.O. Edwards, VP/Marketing
A. V. Juettner, VP/Engineering

SERVICES:

AM, FM, and TV transmitters, cameras; video, microwave, satellite products, all equipment for radio and TV broadcasting.

I

IGM

4041 Home Road
Bellingham, WA 98225
(206) 733-4567

J

JEFFERSON DATA SYSTEMS

Executive Plaza
501 Archdale Drive
Charlotte, NC 28210
(704) 525-4271

EXECUTIVES:

Michael D. Jones, VP/Managing Director
John O. McDonald, GSM
Joe Abernathy, Data Processing Mgr.
Jim Butts, Installations Manager

SERVICES:

Company services include System 90—an in-station computer that provides complete computerization to TV and radio stations of all traffic, inventory control, program log, invoices, accounts receivable and general accounting. Another service is Electronic News Processing — an in-station computer for TV and radio news depts. Computer connects to AP and UPI high speed wire services, includes complete text entry and editing facility prepares news script and produces rundown sheets, connects to tele-prompter or character generator for on-air presentation, complete storage and retrieval of any news story.

K

KAHN COMMUNICATIONS, INC.

839 Stewart Avenue
Garden City, NY 11530
(516) 222-2221

EXECUTIVE:

Leonard R. Kahn, Pres.

SERVICES:

Lines-plus audio system; non-symmetra-mod enhancement system, AM stereo, Sound off squelch, symmetra-peak.

L

LPB INC.

28 Bacton Hill Road
Frazer, PA 19355
(215) 644-1123

EXECUTIVES:

Richard H. Crompton, Pres.
Harry N. Larkin, VP/Marketing

SERVICES:

Manufacturers and dealers of broadcast equipment; products manufactured are audio consoles, AM transmitters, phono preamps, distribution amplifiers, compressors/limiters, control room furniture. Other products: "radio cine" broadcast equipment for radio sound drive-in theater applications, "radio aide" transmission equipment for hard-of-hearing and translation applications, travelers informational and highway advisory AM transmission systems.

M

MOSELEY ASSOCIATES, INC.

111 Castilian Drive
Goleta, CA 93117
(805) 968-9621

EXECUTIVES:

K. Fred Zimmermann, VP/GM
Chuck Rockhill, VP/Marketing & Sales
Bill Ticen, Int'l. Sales Manager
Fred Barbra, Manager/OEM Sales

SERVICES:

Manufacturers of full line studio-transmitter links with point-to-point data distribution systems, remote and supervisory control systems, and audio processing and generating equipment.

N

NETWORK PRODUCTION MUSIC LIBRARY

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-2011

EXECUTIVES:

Robert M. Skomer, Pres.
Michael D. Anderson, Sales Manager

SERVICES:

Contemporary production music and :60 and :30 broadcast length edits.

NIDUS BROADCAST BUSINESS SYSTEMS

11465 W. 48th Ave.
Wheat Ridge, CO 80033
1-800-525-0331

EXECUTIVES:

Dennis Reinhard, Pres.
Mike Shafer, Nat'l. Sales Manager
Bill Myers, VP/Marketing
Paul Adams, VP/Engineering

SERVICES:

A competitively priced, automated broadcast business system, designed for radio and television stations. Nidus handles spot and program orders, rotation schedules, sales reports, billing, accounts payable, and receivable.

O

ORBAN ASSOCIATES

645 Bryant Street
San Francisco, CA 94107
(415) 957-1067

EXECUTIVES:

John Delantoni, Pres./GM
Robert Orban, Chief Engineer
Jesse Maxenchs, Mktg. Manager/Broadcast
Sid Goldstein, Mktg. Manager/Pro-Audio

SERVICES:

Optimod-AM; AM over-the-air audio processor, mono or stereo. Optimod-FM; integrated processing system comprising compressor, limiter, stereo generator. Production room equipment including compressor/limiter, de-essers, spring reverb, stereo synthesizer, graphic and parametric equalizers — mono or stereo.

R

RADIO COMPUTING SERVICES, INC.

Two Dean Drive
Tenafly, NJ 07670
(201) 567-3263

EXECUTIVES:

Dimitri Cotomatos, Chairman
 Andrew Economos, Pres.
 James Porges, VP
 Nelson Du Bois, Exec. VP

SERVICES:

Data processing systems for the broadcasting industry: Traffic 2000-Traffic Planning and control system. Selector-Music Rotation System. Sampler - Call Out Survey System.

RAH RAH UNLIMITED

P.O. Box 4917
 St. Louis, MO 63108
 1-800-458-3491

EXECUTIVES:

Chris Turner, Corp. Mgr.
 Rashida Kamilah, Pres.

SERVICES:

Computers computer programs: music rotation, billing, logs, reach and frequency, bookkeeping, etc.



SAKI MAGNETICS, INC.

8650 Hayden Place
 Culver City, CA 90230

EXECUTIVES:

Eugene Sakasegawa, Pres.
 Trevor J. Boyer, Dir./Marketing, Sales

SERVICES:

Saki Magnetics manufactures long life ferrite heads for most of the major studio recorders and professional duplicating equipment. We also manufacture metal heads for audio and instrumentation applications.

**SHIVELY LABORATORIES
 Division of Howell Laboratories, Inc.**

32 Harrison Road
 Bridgton, ME 04009
 (207) 647-3327

EXECUTIVES:

P. A. Wescott, Pres.
 E. H. Shively, Director for Broadcast Products
 R. A. Surette, Manager of RF Engineering
 C. W. Peabody, VP Mktg.

SERVICES:

Manufacturer of FM antenna systems and related broadcast equipment as coaxial transmission line, patch panels, combiners, reflec-

tometers, (directional couplers) harmonic filters pressurization equipment, dummy loads and coaxial switches.

SHURE BROTHERS, INC.

222 Hartrey Avenue
 Evanston, IL 60204
 (312) 866-2200

EXECUTIVES:

J. Kogen, Pres./GM
 R. Ward, Exec. VP
 W. Finnigan, VP/Marketing & Sales
 S. N. Shure, Chairman of the Board

SERVICES:

Manufacturers of high fidelity components, microphone, sound systems, and related circuitry.

SINTRONIC CORPORATION

212 Welsh Pool Road
 Lionville, PA 19353
 (215) 363-0444

STATION BUSINESS SYSTEMS

600 West Putnam Avenue
 Greenwich, CT 06830
 (800) 243-5300

EXECUTIVES:

J. Neil Smith, Pres.
 William P. O'Toole, VP/Sales

SERVICES:

Station Business Systems provides in-house, mini computer based business systems for the broadcasting and cable TV industries. The BATR systems offer billing, accounting, and traffic capabilities from order entry through general ledger. The systems can accommodate the data processing needs of large stations and small, single stations and groups. Also available: Music playlist inventory, and NEWSCOMR, the computerized broadcast newsroom system which assists in writing, editing, assignment desk, wire service, program rundown, archiving, and prompting functions.

STATION RESEARCH SYSTEMS

14677 Midway Rd., Suite 204
 Dallas, TX 75223
 (214) 239-5331

EXECUTIVES:

Don Hagen, VP/GM
 Carl Barringer, Dir. Software Dev.

STUDOR REVOX AMERICA, INC.

1425 Elm Hill Pike
 Nashville, TN 37210
 (615) 254-5651

EXECUTIVES:

Bruno Hochstrasser, President
 Barry Evans, Revox National Sales Manager

SERVICES:

Supplier of a full line of audio tape recorders, mono through 24-track; broadcast production consoles; telephone links; amplifiers; cassette decks; and related audio accessories.



**TAPE-ATHON CORP./CAVOX
 STEREO PRODUCTIONS**

502 S. Isis Ave.
 Inglewood, CA 90301
 (800) 421-1029
 (213) 776-6933

EXECUTIVES:

Lee Tate, Pres.
 Robert Mayfield, Dir. of Sales/Programming
 Blair Hunnicutt, Sales Manager

SERVICES:

Tape-Athon Corp. is the manufacturer of a complete line of audio playback systems for on-premise, central studio and S.C.A.; reel-to-reel, cartridge and cassette. Tape-Athon also produces the largest background music library available. Cavax stereo productions produces radio program formats and a huge library service for automated, semi-automated and live radio stations both AM and FM. Eight big formats.



WILKINSON ELECTRONICS, INC.

9721 Singleton Drive
 Bethesda, MD 20817
 (301) 530-6080

EXECUTIVE:

John Neff, Pres.

SERVICES:

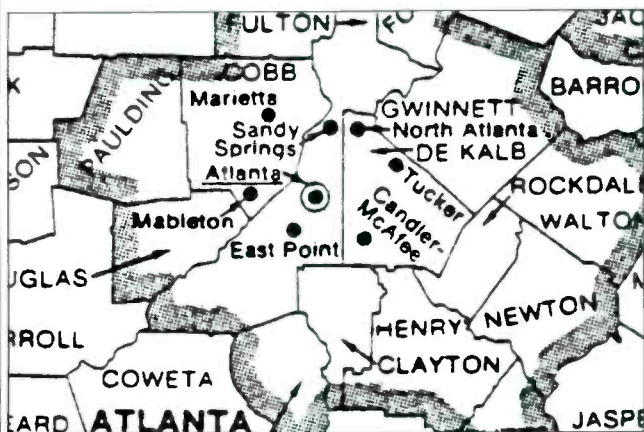
AM/FM Transmitters, Line surge protectors, Silicon rectifiers, Studio Link Equipment-STL.

ATLANTA



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAOK-AM	Atlanta	B	Atlanta OK Broadcasting	1380 KHz 5,000 w Directional night only	Rich Greener, GM John Broomfield, GSM Larry Tinsley, PD	401 W. Peachtree St., Ste 1947 Atlanta, GA 30365 404-659-1380	N/A	Bernard Howard
WCHK-FM	Canton	B	Cherokee Broadcasting Co.	105.5 MHz 3,000 w 285 ft. above average terrain	Byron Bobbs, GM Byron Bobbs, GSM	Box 1290 Canton, GA 30114 404-479-2101	\$8.50 x 1	N/A
WCNN-AM	Atlanta	N/T	Ring Radio Co.	680 KHz 25,000 w day/10,000 night Directional Night Only	Charles Smithgall, III, GM Jack Perk, GSM Ludow Porch, PD	3954 Peachtree Rd. N.E. Atlanta, GA 30319 404-261-6800	N/A	Major Market CNN 2 Network
WGKA-AM	Atlanta	CL	WGKA Inc.	1190 KHz 5,000 w Day Non-Directional	Eathel Holley, GM Eathel Holley, GSM Eathel Holley, PD	100 Colony Sq. Suite 421 Atlanta, GA 30361 404-892-1190	\$40 x 6	Concert Music
WGST-AM	Atlanta	N	Meredith Corporation	920 KHz 5,000 w Day/1,000 w Night Non-Directional	John Lauer, GM Robert Jackson, GSM Chris Valda, PD	550 Pharr Rd. N.E. Atlanta, GA 30305 404-231-0920	\$220	Katz Radio
WIGO-AM	Atlanta	B	WIGO, Inc.	1340 KHz 1,000 w Day/250 Night Non-Directional	Neil McElhaney, GM Melvin Williams, GSM Mike Roberts, PD	1422 Peachtree St. N.W. Atlanta, GA 30309 404-892-8000	N/A	CitiMedia
WJYI-AM	Marietta	BB	Devlin-Allen Communications	1080 KHz 10,000 w Directional	Linda Jackson, GM Kathryn Bankston, GSM David Rhodenhiser, PD	19 Atlanta St. Box 1080 Marietta, GA 30061 404-424-1080	\$25	Al Ham "MOYL"
WKHX-AM	Marietta	C	Capital Cities Communications	101.5 KHz 100,000 w 900 ft. above average terrain	Norman S. Schrott, GM Mel Abramovitz, GSM Ted Stecker, PD	360 Interstate North Suite 101 Atlanta, GA 30339 404-955-0101	N/A	Selcom Burns Media
WKLS-AM	Atlanta	A	Gulf Broadcast Group	970 KHz 5,000 w 6 am-local sunset	Dick Meeder, GM Eddie Esserman, GSM Max Floyd, PD	WKLS 1800 Century Blvd. Suite 1200 Atlanta, GA 30345 404-325-0960	N/A	Jack Masla
WKLS-FM	Atlanta	A	Gulf Broadcast Group	96.1 MHz 100,000 w horz/vert 950 ft. above average terrain	Dick Meeder, GM Eddie Esserman, GSM May Floyd, PD	1800 Century Blvd. N.E. Suite 1200 Atlanta, GA 30345 404-325-0960	N/A	Jack Masla Burkhart/Abrams
WLTA-FM	Atlanta	AC	Susquehanna Broadcasting	99.7 MHz 100,000 w horz/vert 1,000 ft. above average terrain	Jack DeHaven, GM Larry Pullman, GSM Al Saunders, PD	Box 7695 Atlanta, GA 30357 404-892-7766	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPCH-FM	Atlanta	BM	Meredith Corporation	94.9 MHz 100,000 w horz/vert 890 ft. above average terrain	John Lauer, GM Don Cole, GSM Jim Hutto, PD	550 Pharr Rd. N.E. Atlanta, GA 30363 404-261-9500	\$110	Katz Radio Schulke Radio
WPLO-AM	Atlanta	C	Plough Broadcasting	590 KHz 5,000 w Directional-Night Only	C.B. (Rik) Rogers, GM Barbara Kruger, GSM Jim Clemens, PD	805 Peachtree St. N.E. Atlanta, GA 30308 404-898-8900	N/A	McGavren-Guild
WQXI-AM	Atlanta	O	Jefferson Pilot Broadcasting	790 KHz 5,000 w Day/1,000 w Night Directional Night Only	Gerald Blum, GM Clarke Brown, GSM Fleetwood Gruver, PD	Suite 240 3340 Peachtree Rd. N.E. Atlanta, GA 30026 404-261-2970	N/A	Blair Radio
WQXI-FM	Smyrna	A	Jefferson Pilot Broadcasting	94.1 MHz 100,000 w 914 ft. above average terrain	Gerald Blum, GM Clarke Brown, GSM Jim Morrison, PD	Suite 240 3340 Peachtree Rd. N.E. Atlanta, GA 30026 404-261-2970	N/A	Blair Radio
WSB-AM	Atlanta	A	Cox Broadcasting Corporation	750 KHz 50,000 w Non-Directional	Michael J. Faherty, GM Bill Phippen, GSM Walt Williams, PD	1601 W. Peachtree St., N.E. Atlanta, GA 30309 404-897-7540	N/A	Christal Company
WSB-FM	Atlanta	AC	Cox Broadcasting Corporation	98.5 MHz 100,000 w horz/vert 740 ft. above average terrain	Michael Faherty, GM Bill Phippen, GSM Donna Brake, PD	1601 W. Peachtree St., N.E. Atlanta, GA 30309 404-897-7540	N/A	Christal Company
WVEE-FM	Atlanta	B	Plough Broadcasting	103.3 MHz 100,000 w 450 ft. above average terrain	C.B. (Rik) Rogers, GM George R. Reed, GSM Scotty Andrews, PD	805 Peachtree St., N.E. Atlanta, GA 30308 404-898-8900	N/A	McGavren-Guild
WYZE-AM	Atlanta	B	GHB Broadcasting	1480 KHz 5,000 w Non-Directional	James Swanger, Sr., GM James Swanger, Sr., GSM James Swanger, Sr., PD	1111 Boulevard, S.E. Atlanta, GA 30312 404-622-4444	\$10	Dora-Clayton
WZGC-FM	Atlanta	R	First Media Corp.	92.9 MHz 100,000 w horz/vert 910 ft. above average terrain	Cheryl Kiewit, GSM John Young, PD	Box 54577 603 W. Peachtree St. Suite 930 Atlanta, GA 30379 404-881-0093	\$260	Torbet Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

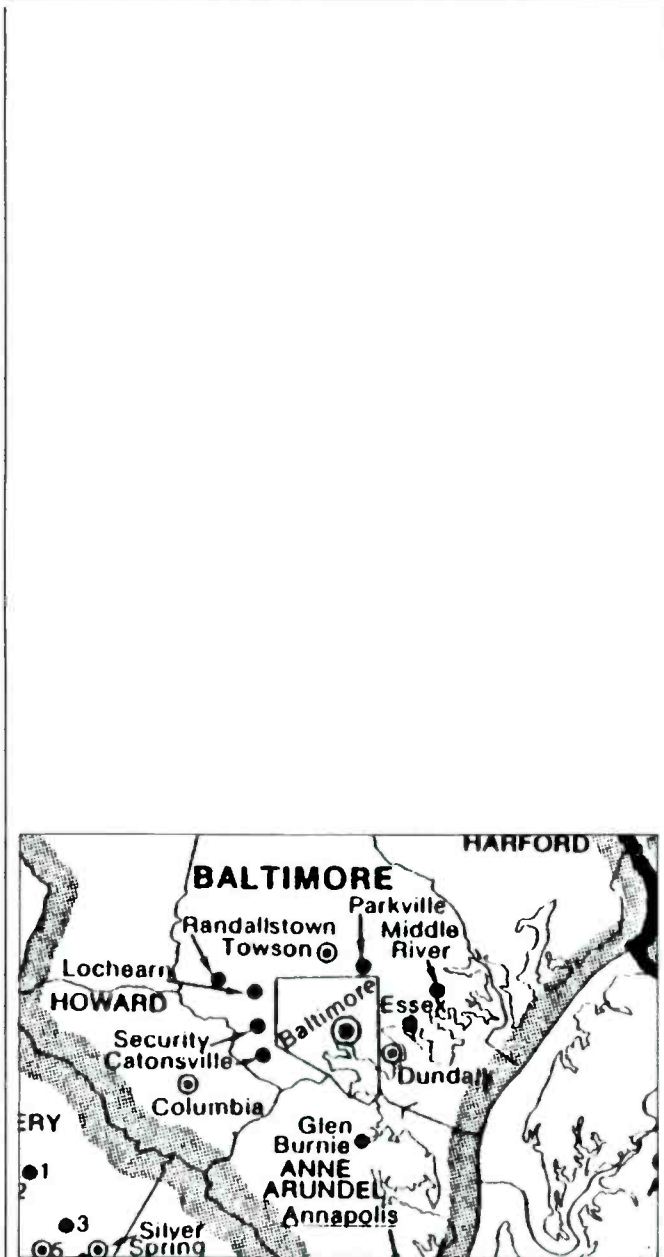
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

BALTIMORE



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBAL-AM	Baltimore	AC	Hearst Corporation	1090 KHz 50,000 w Directional-Night Only	Alfred Burk, GM Larry Doyle, GSM Ira Apple, PD	3800 Hooper Avenue Baltimore, MD 21211 301-467-3000	\$190 x 6	Blair Radio
WBSB-FM	Baltimore	R	Scripps-Howard Broadcasting	104.3 MHz 50,000 w Non-Directional	James Fox, GM Bruce Fox, GSM Jan Jeffries, PD	7 E. Lexington St. Baltimore, MD 21202 301-539-7808	\$110	Torbet Radio
WCAO-AM	Baltimore	AC	Plough Broadcasting	600 KHz 5,000 w Directional	Joseph Cahill, GM Jack Devlin, GSM Scott Richards, PD	8001 Park Heights Baltimore, MD 21208 301-653-2200	\$155	McGavren-Guild
WCBM-AM	Baltimore	N/T	Metromedia Radio	680 KHz 10,000 w Day/5,000 w Night Directional	Harold Deutsch, GM Owen Weber, GSM Dave Arlington, PD	68 Radio Plaza Baltimore, MD 21117 301-363-2000	\$150	Katz Radio
WEBB-AM	Baltimore	B	Brunson Broadcasting	1360 KHz 1,000 w Non-Directional	Don Brooks, GM Melvin Williams, GSM Don Brooks, PD	2018 Denison St Baltimore, MD 21216 301-566-9200	\$40 x 6	CitiMedia
WFBR-AM	Baltimore	AC	Baltimore Radio Show	1300 KHz 5,000 w Directional	Harry Shriver, GM Michael Plumstead, GSM Dale Andrews, PD	13 E. 20th St. Baltimore, MD 21218 301-685-1300	\$154	Major Market
WITH-AM	Baltimore	BB	Broadcast Enterprises National	1230 KHz 1,000 w Day/250 w Night Non-Directional	Ronald Stratton, GM Thomas Gavin, Jr., GSM Jim Davis, PD	5 Light Street Baltimore, MD 21202 301-528-1230	\$56 x 6	Hillier Al Ham "MOYL"
WIYY-FM	Baltimore	A	Hearst	97.9 MHz 50,000 w 946 ft. above average terrain	Alfred Burk, GM Larry Doyle, GSM Chuck DuCoty, PD	3800 Hooper Avenue Baltimore, MD 21211 301-889-0098	\$175	Blair Radio Burkhardt/Abrams
WLIF-FM	Baltimore	BM	Cox	101.9 MHz 19,500 w horz/vert 961 ft. above average terrain	George Toulas, GM Winnie Brugman, GSM Niles Seaberg, PD	1570 Hart Rd. Baltimore, MD 21204 301-823-1570	\$125	Christal Company Schulke Radio
WPOC-FM	Baltimore	C	Natlionwide Communications	93.1 MHz 50,000 w horz/vert 870 ft. above average terrain	David Fuelhart, GM William Branch, GSM Lawrence Clark, PD	711 W. 40th St. Baltimore, MD 21211 301-366-3693	\$135 x 6	Eastman Radio American Image
WRBS-FM	Baltimore	REL	Peter and John Radio Fellowship	95.1 MHz 50,000 w Directional	Tom Bisset, GM Tom Bisset, GSM Tom Bisset, PD	3600 Georgetown Rd. Baltimore, MD 21227 301-247-4100	\$12	N/A
WRLX-FM	Baltimore	BM	Abell Com	106.5 MHz 50,000 w 620 ft. above average terrain	Michael Vince, GM James McGarity, GSM Alan Field, PD	6400 York Rd. Baltimore, MD 21212 301-377-2222	\$70 x 6	Katz Radio Bonneville
WSID-AM	Baltimore	B	United Broadcasting	1010 KHz 1,000 w Non-Directional	John Columbus, Jr., GM Scott Fey, GSM Cindy Walk, PD	6623 Reisterstown Rd. Baltimore, MD 21215 301-358-9600	\$70	Jack Masla

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WWIN-AM	Baltimore	B	Waverly Tower Center	1400 KHz 1,000 w Non-Directional	H. Shelton Earp, GM H. Shelton Earp, GSM Curtis Anderson, PD	2800 Mathews St. Baltimore, MD 21218 301-366-1400	\$45 x6	Bernard Howard
WXYV-FM	Baltimore	B	Plough Broadcasting	102.7 MHz 50,000 w 400 ft. above average terrain	Joseph Cahill, GM Tina Myrick, GSM Tim Watts, PD	8001 Park Heights Avenue Baltimore, MD 21208 301-653-2200	\$150	McGavren-Guild Smith
WYST-FM	Baltimore	AC	United Broadcasting	92.3 MHz 10,000 w 550 ft. above average terrain	John Columbus, Jr., GM Scott Fey, GSM Ralph Rhoades, PD	6623 Reisterstown Rd. Baltimore, MD 21215 301-358-4600	\$70	Jack Masla
WAYE-AM	Baltimore	REL	Mortenson Broadcasting	860 KHz 1,000 w Directional	Vashti McKenzie, GM Diane Solomon, AE	334 N. Charles St. Baltimore, MD 21201 301-727-1177	\$35 x6	N/A
WBKZ-FM	Glen Burnie	BB	Baltimore Radio Show	95.9 MHz 5,000 w 352 ft. above average terrain	Harry Shriver, GM Michael Plumstead, GSM Dale Andrews, PD	13 E. 20th St. Baltimore, MD 21218 301-685-1300	\$36	Major Market



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

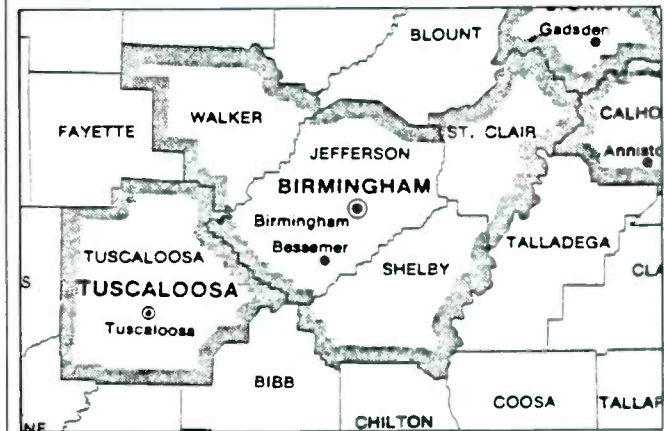
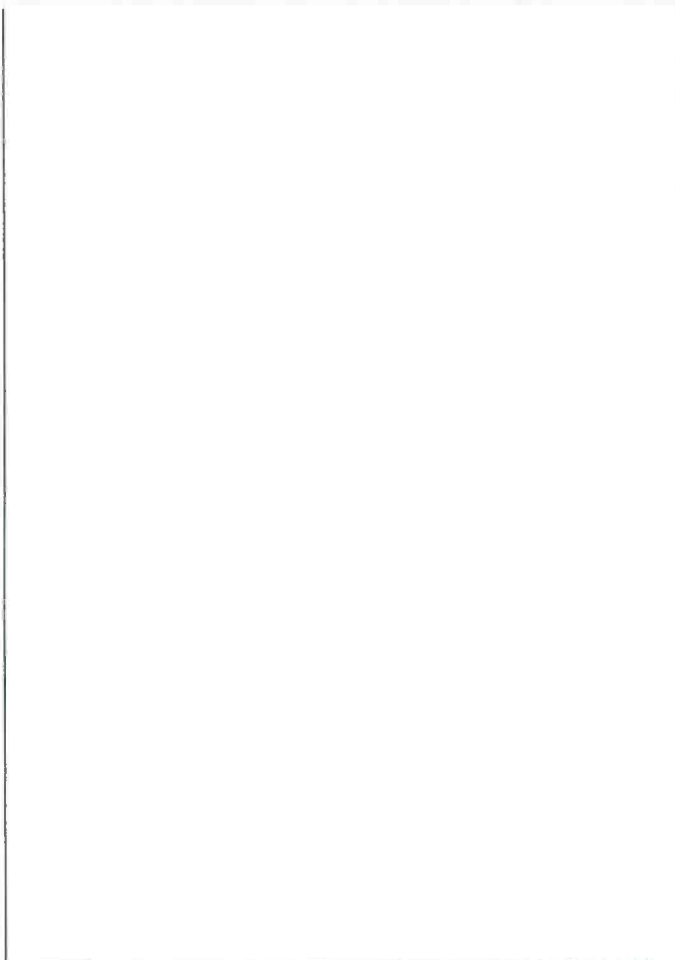
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

BIRMINGHAM



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL-TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAPI-AM	Birmingham	AC	Radio Station WAPI	1070 KHz 50,000 w Day/5,000 w Night Directional-Night Only	Bernie Barker, GM Dick Downes, GSM Jay Michaels, PD	2146 Highland Avenue S. Birmingham, AL 35205 205-933-9274	N/A	Torbet Radio
WAPI-FM	Birmingham	A	Radio Station WAPI	94.5 MHz 100,000 w 1,214 ft. above average terrain	Bernie Barker, GM Dick Downes, GSM Steve Runner, PD	2146 Highland Avenue S. Birmingham, AL 35205 205-933-9274	N/A	Torbet Radio
WATV-AM	Birmingham	B	Crescendo Broadcasting	900 KHz 1,000 w Non-Directional	Joe Lackey, GM Shirley Stewart, GSM Erskine Faush, PD	Box 39054 3025 Ensley Avenue Birmingham, AL 35208 205-780-2014	N/A	Bernard Howard
WCRT-AM	Birmingham	BM	Magic City Communications	1260 KHz 5,000 w Days Non-Directional	Blanche Fredericks, GM Monty Ballard, GSM Tom Chaney, PD	110 N. 35th St. Birmingham, AL 35222 205-251-5117	N/A	Blair Radio Al Ham "MOYL"
WDJC-FM	Birmingham	REL	Crawford Broadcasting	930 MHz 100,000 w 1,214 ft. above average terrain	Ben Cleary, GM Linda Harper, GSM Ben Cleary, PD	Box 58021 Birmingham, AL 35259 205-879-3324	\$24	Savalli & Schritz
WENN-AM	Birmingham	B	Booker T Washington Broadcast	1320 KHz 5,000 w Non-Directional Day Only	Kirkwood Balton, GM Tim McRaymonds, GSM Dave Donnell, PD	Box 697 Birmingham, AL 35201 205-324-3356	N/A	Selcom
WENN-FM	Birmingham	B	Booker T. Washington Broadcast	107.7 MHz 100,000 w horz/vert 640 ft. above average terrain	Kirkwood Balton, GM Tim McReynolds, GSM Dave Donnell, PD	Box 697 Birmingham, AL 35201 205-324-3356	N/A	Selcom
WERC-AM	Birmingham	AC	Mooney Broadcasting	960 KHz 5,000 w Directional-Night Only	John Bomer, GM Rice Baxter, GSM Kevin McCarthy, PD	Box 10904 1729 Second Ave. N. Birmingham, AL 35202 205-252-3171	N/A	McGavren-Guld
WKXX-FM	Birmingham	R	Mooney Broadcasting	106.9 MHz 100,000 w horz/vert 1,114 ft. above average terrain	John Bomer, GM Don Benefield Kevin McCarthy, PD	Box 10904 1729 Second Avenue N. Birmingham, AL 35202 205-252-3171	N/A	McGavren-Guld
WQEZ-FM	Birmingham	BM	Magic City Communications	96.5 MHz 100,000 w horz/vert 890 ft. above average terrain	Blanche Fredericks, GM Monty Ballard, GSM Tom Chaney, PD	110 N. 35th St. Birmingham, AL 35222 205-251-5117	N/A	Blair Radio TM Programming
WRKK-FM	Birmingham	A	Brennan Properties	99.5 MHz 100,000 w horz/50,000 w vert 952 ft. above average terrain	Dan Brennan, GM Gordon Sprouse, GSM Tommy Hays, PD	1776 Independence Ct. Birmingham, AL 35216 205-870-9900	N/A	Christal Company
WSGN-AM	Birmingham	AC	Harte-Hanks Radio	610 KHz 5,000 w Day/1,000 w Night Non-Directional	Warren Merrin, GM Robin Carpenter, GSM Walt Brown, PD	236 Goodwin Crest Dr. Suite 518 Birmingham, AL 35209 205-942-0600	\$80	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WVOK-AM	Birmingham	C	Mack Sanders	690 KHz 50,000 w Non-Directional	Dale McWhorter, GM Terry Gray, GSM Dave White, PD	Box 1926 Birmingham-Bessemer Super Hwy. Birmingham, AL 35201 205-428-7153	N/A	Hillier
WYDE-AM	Birmingham	C	WYDE Radio	350 KHz 50,000 w Day/1,000 w Night Directional Day Only	Ronald E. Hale, GM Eva Gibson, GSM Jim Powell, PD	2112 11th Avenue S. Birmingham, AL 35205 205-322-4511	\$52 x 6	PRO Radio
WZZK-FM	Birmingham	C	Katz Broadcasting	104.7 MHz 100,000 w horz/vert 640 ft. above average terrain	Jerdan Bullard, GM James Morley, GSM Rusty Walker, PD	530 Beacon Pkwy. West Birmingham, AL 35209 205-942-7800	N/A	Katz Radio Lunc Consultants



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |



WXKS
FOR "THE MUSIC OF YOUR LIFE"
1430 AM

The Best Radio Buy in the Boston Area is as Easy as 1,2,3

STILL

#1*

A25-49 M-SU 6am-mid

A25-49 M-F 3-7pm

W25-49 M-F 6am-mid

W25-49 M-F 3-7pm

A25-54 M-F 10am-3pm

A25-54 M-F 3-7pm

#2*

A25-49 M-F 6am-mid

W25-49 SA-SU 6am-mid

A25-54 M-F 6am-mid

A25-54 SA-SU 6am-mid

M25-54 M-F 6am-mid

W25-54 M-F 6am-mid

#3*

W25-49 SA-SU 6am-mid

A25-54 M-F drives

M25-54 M-F drives

W25-54 M-F drives

A25-49 M-F 6am-mid

A25-49 SA-SU 6am-mid

STILL

WXKS-AM/FM is POSITIONED Right Where it Counts

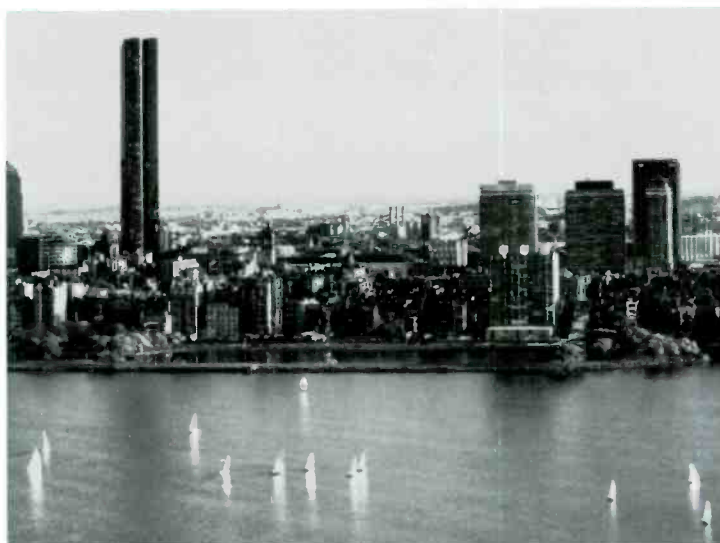


MAJOR MARKET RADIO SALES

*SOURCE: Spring '82/Avg. ¼ Hour Estimates, Metro Survey Area: All dayparts as listed.

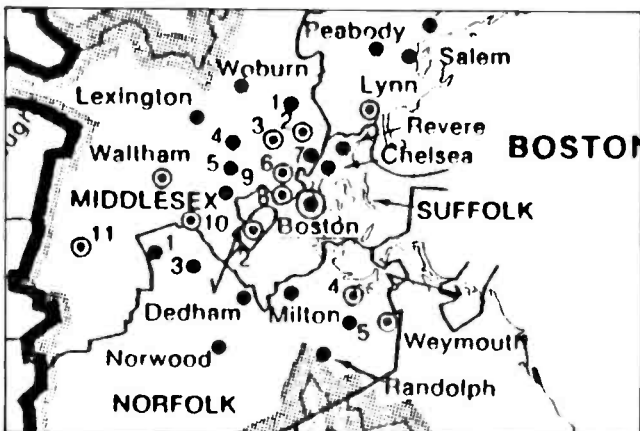
Survey claims are based on estimates only and are not precise to any mathematical degree.

BOSTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAAF-FM	Worcester	A	Katz Broadcasting	107.3 MHz 18,000 w 760 ft. above average terrain	Steven A. Marx, GM John Sutherland, GSM David Bernstein, PD	19 Norwich St. Worcester, MA 01608 617-752-5611	\$130	Katz Radio
WBCN-FM	Boston	A	Infinity	104.1 MHz 19,000 w horz/vert 742 ft. above average terrain	Tony Berardini, GM Robert Mendelsohn, GSM Oedipus, PD	1265 Boylston St. Boston, MA 02215 617-266-1111	\$300 x 6	Torbet Radio Per/ni Scleroso
WBOS-FM	Brookline	A	Champion Broadcasting Systems	92.9 MHz 12,200 w horz/vert 888 ft. above average terrain	Allan H. Johnson, GM Carole Mailloux, GSM Jack O'Brien, PD	160 N. Washington St. 6th Floor Boston, MA 02114 617-367-9003	N/A	Bernard Howard
WBZ-AM	Boston	AC	Westinghouse Broadcasting	1030 KHz 50,000 w Directional	A. B. (Bill) Hartman, GM Steve Soule, GSM Rick Starr, PD	WBZ Radio and TV Center 1170 Soldiers Field Rd. Boston, MA 02134 617-787-7000	\$500	RAR
WCAP-AM	Lowell	AC	Northeast Radio, Inc.	980 KHz 5,000 w Directional	Maurice Cohen, GM Charlie Dent, GSM Joe Corcoran, PD	243 Central St. Lowell, MA 01852 617-454-0404 617-729-4270	N/A	PRO Radio
WCOZ-FM	Boston	A	Blair	94.5 MHz 6,700 w horz/vert 1,140 ft. above average terrain	Richard W. Borel, STM William Wayland, GSM Andy Beaubien, PD	441 Stuart St. Boston, MA 02116 617-267-9090	\$300	Blair Radio Sebastian
WCRB-FM	Boston- Waltham	CL	Charles River Broadcasting	102.5 MHz 50,000 w 920 ft. above average terrain	David S. MacNeill, GM John Donofrio, GSM David B. Tucker, PD	Boston Studio and Sales Office Copley Plaza Hotel Boston, MA 02116 617-893-7080	\$55	Charles River
WDLW-AM	Waltham	C	Action Communications of Mass.	1330 KHz 5,000 w Directional	William E. Berman, GM William E. Berman, GSM Duncan Stewart, PD	Box 1330 Waltham, MA 02254 617-890-1400	\$35	N/A
WEEI-AM	Boston	N	CBS Radio	590 KHz 5,000 w Directional	Jack Baker, GM Jon Hirshberg, GSM Jon Wheeling, PD	4450 Prudential Tower Boston, MA 02199 617-262-5900	\$325	CBS Radio
WEEI-FM	Boston	M	CBS/Radio	103.3 MHz 12,000 w horz/vert 890 ft. above average terrain	David R. Austin, GM Jerry Charm, GSM Rick Peters, PD	4418 Prudential Tower Boston, MA 02199 617-262-5900	\$145	CBS/FM
WEZE-AM	Boston	REL	New England Continental Media	1260 KHz 5,000 w Directional	Ed Cochran, GM Dale Anderson, PD	100 Riverside Avenue Milton, MA 02186 617-328-0880	\$30	N/A

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WHDH-AM	Boston	AC	Blair	850 KHz 50,000 w Dir.-Sep. patterns day & night	David C. Croninger, GM Ross Elder, GSM Bob Adams, PD	441 Stuart St. Boston, MA 02116 617-267-1313	N/A	Blair Radio
WHUE-AM	Boston	BM	General Cinema Corporation	1150 KHz 5,000 w Dir.-Sep. patterns day and night	Alexander Tanger, Pres. Paul Kelley, GM Douglas Tanger, GSM Bill Heiser, OM	John Hancock Tower 200 Clarendon St., T-42 Boston, MA 02116 617-267-0123	N/A	Selcom Churchill
WHUE-FM	Boston	BM	GCC Communications	100.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Paul Kelley, GM Douglas H. Tanger, GSM Bill Heizer, PD	The John Hancock Tower 200 Clarendon St., T-42 Boston, MA 02116 617-267-0123	N/A	Selcom Churchill
WILD-AM	Boston	B	Nash Communication	1090 KHz 5,000 w Directional	Kendell Nash, GM Monte Bowens, GSM Steve Crumbley, PD	90 Warren St. Boston, MA 02119 617-427-2222	\$45	Jack Masla
WITS-AM	Boston	N/T	Mariner Communications	1510 KHz 50,000 w Directional	Frank D. Tenore, GM Dan McCarney, GSM Pat Whitley, PD	74 Landsdowne St. Fenway Park Boston, MA 02215 617-267-1510	\$90	Katz Radio
WJIB-FM	Boston	BM	General Electric Broadcasting	96.9 MHz 8,700 w horz/vert 1010 ft. above average terrain	Charles M. Pickering, GM Jennifer McCann, GSM Don Nutting, PD	68 Commercial Warf Boston, MA 02110 617-528-6611	\$185 x 6	Christal Company Bonnevile
WMJX	Boston	AC	Greater Media, Inc.	106.7 MHz 50,000 w 500 ft. above average terrain	Jim Campbell, GM Richard Ramirez, GSM Jack Casey, PD	Box 352 Back Bay Annex 330 Stuart St. Boson, MA 02117 617-542-0241	\$65	Eastman Radio
WRKO-AM	Boston	N/T	RKO General Broadcasting	680 KHz 50,000 w Directional	Bob Fish, GM Bruce Mittman, GSM Mel Miller, PD	RKO General Bldg. Government Center Boston, MA 02114 617-725-2700	N/A	RKO Radio
WROR-FM	Boston	AC	RKO General Broadcasting	98.5 MHz 5,500 w horz/3,300 w vert 1,191 ft. above average terrain	Tom Baker, GM Peter Smyth, GSM Mike Addams, PD	RKO General Bldg. Government Center Boston, MA 02114 617-725-2838	N/A	RKO Radio
WSSH-FM	Lowell	BM	WLLH, Inc.	99.5 MHz 40,000 w horz/vert 550 ft. above average terrain	Arnold S. Lerner, GM Steve Chartrand, GSM Mike Colby, PD	Box 1400 4 Broadway Lowell, MA 01853 617-458-8486	N/A	Hillier
WVBF-FM	Framingham	AC	Fairbanks Broadcasting	105.7 MHz 10,600 w horz/vert 954 ft. above average terrain	Jay Williams, Jr., GM Robin C. Davis, GSM Reg Johns, PD	100 Mt. Wayte Avenue Framingham, MA 01701 617-879-2222	\$185	McGavren-Guild
WXKS-AM	Medford	BB	Pyramid Broadcasting	1430 KHz 5,000 w Non-Directional	Rich Balsbaugh, GM Janet Karger, GSM Arnie Ginsburg, PD	99 Revere Beach Parkway Medford, MA 02155 617-396-1430	N/A	Major Market Al Ham "MOYL"
WXKS-FM	Medford	AC	Pyramid Broadcasting	107.9 MHz 21,000 w horz/vert 710 ft. above average terrain	Richard Balsbaugh, GM Janet Karger, GSM Sunny Joe White, PD	99 Revere Beach Parkway Medford, MA 02155 617-396-1430	\$160	Major Market Todd Wallace



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

BUFFALO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBEN-AM	Buffalo	AC	Algonquin Broadcasting	930 KHz 5,000 w Directional-Night Only	Larry Levite, GM Robert Russo, GSM Bob Wood, PD	2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930	N/A	Eastman Radio
WBEN-FM	Buffalo	C	Algonquin Broadcasting	102.9 MHz 110,000 w horz/vert 1800 ft. above average terrain	Larry Levite, GM Robert Russo, GSM Bob Wood, PD	2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930	N/A	Eastman Radio TM Programming
WBLK-FM	Depew	B	WBLK Broadcasting	93.7 MHz 50,000 w 380 ft. above average terrain	Franklin Lorenz, GM Marty Mercurio, GSM Lee Zimmerman, PD	420 Franklin St. Buffalo, NY 14202 716-882-1500	\$38 x 6	PRO Radio
WBUF-FM	Buffalo	AC	Lincoln Broadcasting	92.9 MHz 91,000 w horz/vert 580 ft. above average terrain	Dave Lyman, GM Dave Lyman, GSM Jeff Appleton, PD	38 Virginia Place Buffalo, NY 14202 716-882-4300	N/A	McGavren-Guild
WDCX-FM	Buffalo	REL	Crawford Broadcasting	99.5 MHz 110,000 w Non-Directional	Nevin Larson, GM Milt Ellis, GSM Jack DePetris, PD	625 Delaware Avenue Buffalo, NY 14202 716-883-3010	\$18 x 1	N/A
WECK-FM	Cheektowaga	BB	Quid Me Broadcasting	1230 KHz 1,000 w Day/250 Night Non-Directional	Chet Musialowski, GM N/A J. R. Russ, PD	2900 Genesee St. Buffalo, NY 14225 716-894-1230	N/A	Jack Masla Al Ham "MOYL"
WGR-AM	Buffalo	AC	Taft Broadcasting	550 KHz 5,000 w Directional-Night Only	John Soller, GM Richard Aaron, GSM Dave Mason, PD	464 Franklin St. Buffalo, NY 14202 716-881-4555	N/A	Katz Radio
WGRD-FM	Buffalo	A	Taft Broadcasting	96.9 MHz 12,600 w horz/vert Non-Directional	James Di Figlia, GM Bill Newton, GSM Paul Heine, PD	59 Virginia Place Buffalo, NY 14202 716-881-4555	N/A	Katz Radio Burkhart/Abrams
WJLJ-AM	Niagara Falls	AC	Niagara Frontier Broadcasting	1440 KHz 1,000 w Non-Directional	Robert Rogers, GM Robert Rogers, GSM Chuck Mandreil, PD	Radio Center 1224 Main St. Niagara Falls, NY 14301 716-285-5795	\$11	N/A
WJYE-FM	Buffalo	BM	McCormick Communications	96.1 MHz 50,000 w 480 ft. above average terrain	Donald Zink, GM Ronald Goldberg, GSM Joe Chille, PD	1700 Rand Bldg. Lafayette Square Buffalo, NY 14203 716-856-3550	\$127	Torbet Radio Schulke
WKBW-FM	Buffalo	R	Capital Cities Communications	1520 KHz 50,000 w Directional	Frank Woodbeck, GM Victor Sansone, GSM Neil McGinley, PD	695 Delaware Avenue Buffalo, NY 14209 716-884-5101	N/A	Blair Radio
WLVJ-AM	Lockport	AC	Culver Communications	1340 KHz Non-Directional Night Only	Richard Greene, GM Richard Greene, GSM Hank Nevins, PD	320 Michigan St. Lockport, NY 14094 716-443-5944	\$26	PRO Radio

Book After Book After Book...

*At WBEN
Radio
We NEVER
Have To
Change
This
Ad*

*Dear Jerry,
Happy to report another
great book, so again we
will not have to go to the
expense of changing this ad
Sincerely
Jerry Levite*

Reach the 704,000
different people who
listen each week to
WBEN Radio.

WBENRADIO
AM-FM

**the only
combo buy
in Buffalo!**

No.1*

Total
persons 12+
Exclusive Cumes
Adults 18+
Adults 18-34
Adults 18-49
Adults 25-54

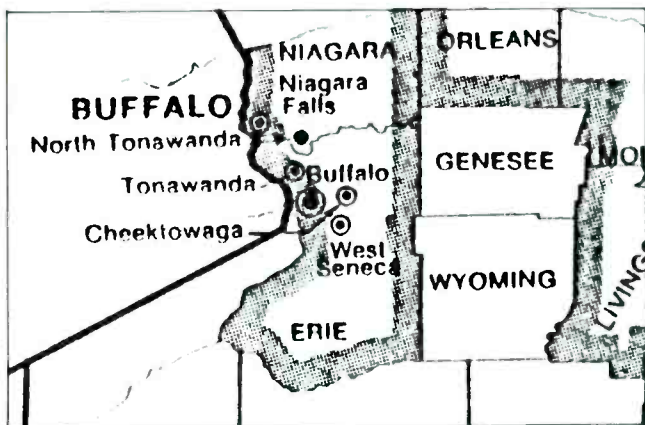
And... our combined total
week share of audience is
a dominant 20.5 share of
all persons 12+

*Arbitron Spring, 1981.
AV 1/4 estimates 6 a.m.-midnight,
Monday-Sunday, Buffalo total area.
Estimates subject to limitations
of said report.
Represented nationally by

EASTMAN  RADIO, INC.

WBENRADIO
AM-FM

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNYS-FM	Buffalo	AC	Associated Communications	104.1 MHz 50,000 w 390 ft. above average terrain	Al Ruscito, GM N/A Chuck Johnson, PD	Buffalo Hilton Buffalo, NY 14202 716-854-1120	N/A	Selcom FM 100 Plan
WPHD-FM	Buffalo	A	Howard Communications	103.3 MHz 49,000 w horz/vert 423 ft. above average terrain	Robert Howard, GM Richard Siuta, GSM Harvey Moore, PD	425 Franklin St. Buffalo, NY 14202 716-885-1400	N/A	Major Market
WUFO-AM	Amherst	B	Sheridan Broadcasting	1080 KHz 1,000 w Non-Directional	Terry Swain, GM Jos. Freeman, GSM David Michaels, PD	89 LaSalle Avenue Buffalo, NY 14214 716-834-1080	\$18	Selcom
WWOL-AM	Buffalo	C	Associate Communications	1120 KHz 1,000 w Non-Directional	Al Ruscito, GM Greg Mazurowski, GSM Ken Johnson, PD	Church & Terrace Buffalo, NY 14202 716-854-1120	\$40	RKO Radio Sales
WXRL-AM	Lancaster	C	Dome Broadcasting	1300 KHz 1,000 w Day/2,500 w Night Non-Directional	Louis Schriver, GM Earl Morgan, GSM Louis Schriver, PD	5360 William St. Lancaster, NY 14086 716-681-1313	\$21	Pates/Walton
WYRK-FM	Buffalo	C	Stoner Broadcasting System	106.5 MHz 50,000 w horz/vert 390 ft. above average terrain	Al Fetch, GM Al Fetch, GSM Ken Johnson, PD	5th Floor, Rand Bldg. Buffalo, NY 14203 716-852-7444	N/A	McGavren-Guild Century 21
WYSL-AM	Buffalo	AC	Howard Communications	1400 KHz 1,000 w Day/250 w Night Non-Directional	Robert Howard, GM N/A Harvey Moore, PD	425 Franklin St. Buffalo, NY 14202 716-885-1400	N/A	Major Market Peters Productions "Your Music"
WZIR-FM	Niagara Falls	A	Butler Communications	98.5 MHz 46,000 w circular polarized 420 ft. above average terrain	Paul Butler, GM Eugene Hegedus, GSM Dino Mateja, PD	2692 Staley Rd. Grand Island, NY 14072 716-773-0098	\$40 x 1	Christal Co.
WNYS-FM	Buffalo	R	Radio Buffalo	104.1 MHz 50,000 w 390 ft. above average terrain	Al Ruscito, GM Doug Jay, GSM Ray St. James, PD	Buffalo Hilton Buffalo, NY 14202 716-854-1120	N/A	Selcom



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

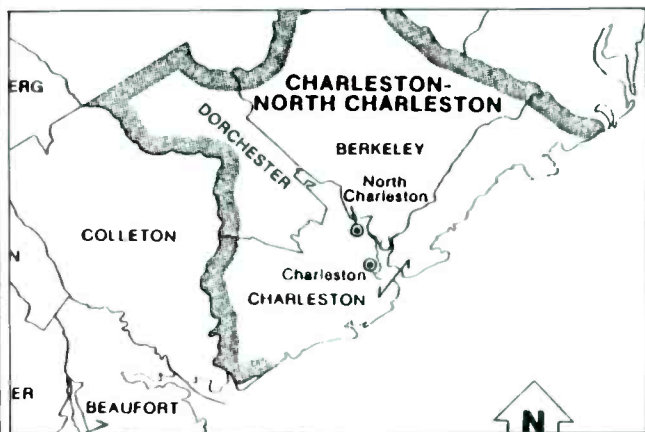
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

CHARLESTON-HUNTINGTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBEB-AM	Moncks Corner	C	Berkeley Broadcasting	950 KHz 500 w Non-Directional	Joseph Cussac, GM Joseph Cussac, GSM Joseph Cussac, PD	Box 67, 233 E. Main St. Moncks Corner, SC 29461 803-899-2195	\$6	Southern Spot
WCSC-AM	Charleston	AC	WCSC, Inc.	1390 KHz 5,000 w Directional-Night Only	Douglas McFarland, STM Howard Keller, GSM Bob Casey, PD	Box 186, 485 E. Ray St. Charleston, SC 29402 803-722-7611	N/A	McGavren-Guild
WDWO-FM	St. George	R	Trident Communications	107.5 MHz 100,000 w 585 ft. above average terrain	Steve Judy, GM Steve Judy, GSM Mike Juston, PD	Box 903-904, Hwy 15 S. St. George, SC 29477 803-563-2772	\$15 x 10	N/A
WEZL-FM	Mt. Pleasant	C	WEZL, Inc.	103.5 MHz 100,000 w 700 ft. above average terrain	C.A. (Buddy) Barton, GM Lee Miller, GSM Charles Lindsey, PD	424 Broadway Mt. Pleasant, SC 29464 803-884-2534	\$46 x 12	Blair Radio
WGCA-AM	Charleston	AC	Charleston Sports Enterprises	1450 KHz 1,000 w Day/250 w Night Directional	Charlie Boswell, GM Joe Bell, GSM	42 Tenth Avenue Charleston, SC 29403 803-722-2652	\$22 x 12	Roslin Radio
WKCN-AM	N. Charleston	C	KTM Broadcasting	910 KHz 5,000 w Non-Directional	Bill Dudley, GM Pete Jet, GSM Brad Hoffman, PD	Box 5758, O'Hear Avenue North Charleston, SC 29406 803-554-7154	N/A	Torbet Radio
WKTM-FM	N. Charleston	R	KTM Broadcasting	102.5 MHz 100,000 w horz/vert 700 ft. above average terrain	Bill Dudley, GM Pete Jet, GSM Brad Hoffman, PD	Box 5758, O'Hear Avenue North Charleston, SC 29406 803-554-7154	N/A	Torbet Radio Toby Arnold
WOKE-AM	Charleston	AC	Weaver Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Harry Weaver, GM Gil Kirkman, GSM Harry Weaver, PD	Box 30547 1715 Sam Rittenberg Blvd. Charleston, SC 29407 803-763-1340	\$8	N/A
WPAL-AM	Charleston	B	Brothers Broadcasting	730 KHz 1,000 w Non-Directional	D. Ward Wilson, GM Cleary Butler, GSM Don Kendrick, PD	Box 2828, 218 Rutledge Avenue Charleston, SC 29403 803-722-2730	\$32	Bernard Howard
WQIZ-AM	St. George	REL	Trident Communications	810 KHz 5,000 w Non-Directional	Steve Judy, GM Steve Judy, GSM Bennish Brown, PD	Box 903-904, Hwy 15 S. St. George, SC 29477 803-563-2772	N/A	N/A
WSSX-FM	Charleston	A	Sconnix Broadcasting of S.C.	94.9 MHz 100,000 w horz/vert 700 ft. above average terrain	Randall Odeneal GM Rick Green, GSM Bill Martin, PD	Box 31089, Orange Grove Rd. Charleston, SC 29407 803-556-5660	N/A	Kalz Radio
WWWZ-FM	Summerville	B	Attaway Broadcasting Group	93.5 MHz 3,000 w horz/vert 510 ft. above average terrain	Ken Goodman, GM Walter Green, GSM Chuck Hayward, PD	Box 30669 Charleston, SC 29407 803-556-9132	N/A	PRO Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WXTC-FM	Charleston	BM	WCSC, Inc	96.9 MHz 100,000 w horz/vert 782 ft. above average terrain	Tom Burkhardt, GM Howard Keller, GSM Bill Breland, PD	Box 186, 485 E. Bay St. Charleston, SC 29402 803-722-7611	N/A	McGavren-Guild

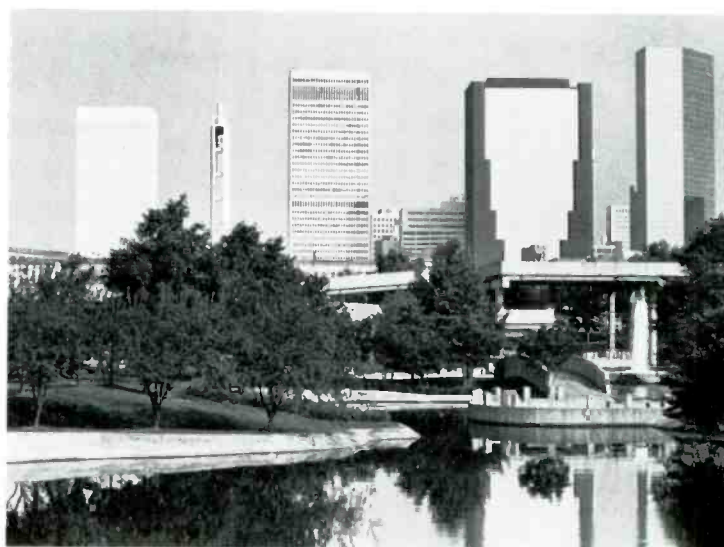


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

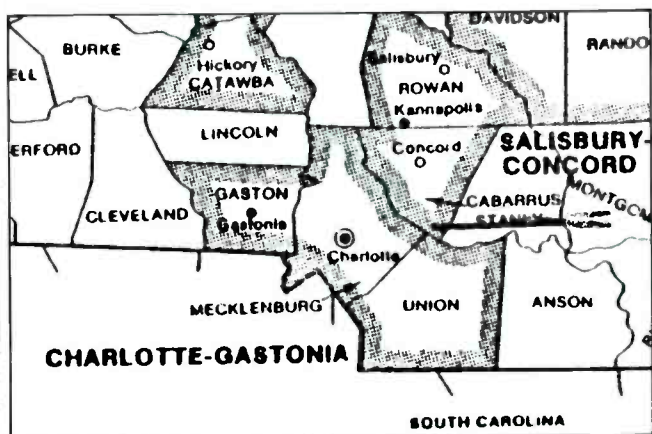
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

CHARLOTTE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAME-AM	Charlotte	REL	Swaggert Broadcasting	1480 KHz 5,000 w Directional	Jim Bell, GM N/A Cornell McGee, PD	301 East Blvd. Charlotte, NC 32068 704-377-5916	N/A	N/A
WAYS-AM	Charlotte	T	Sis Radio Inc.	610 KHz 5,000 w Day/1,000 w Night Dir. - Sep. patterns day & night	Sis Kaplan, GM Susan Gillmore, GSM Scott Slade, PD	400 Radio Rd. Charlotte, NC 28216 704-392-6191	N/A	Eastman Radio
WBCY-FM	Charlotte	R	Jefferson-Pilot Broadcasting	107.9 MHz 100,000 w 980 ft. above average terrain	William Jennings, Jr., GM Robert Stultz, GSM Bob Kaghan, PD	One Julian Price Place Charlotte, NC 28208 704-374-3500	N/A	Blair Radio
WBT-AM	Charlotte	AC	Jefferson-Pilot Broadcasting	1110 KHz 50,000 w Directional-Night Only	William Jennings, Jr., GM Robert Stultz, GSM Dave Bishop, PD	One Julian Price Place Charlotte, NC 28208 704-374-3500	N/A	Blair Radio
WEZC-FM	Charlotte	BM	E.Z. Communications	104.7 MHz 100,000 w 1,240 ft. above average terrain	Gary Brobst, GM Bob Wood, GSM Gary Michaels, PD	Box 30247 137 S. Kings Dr. Charlotte, NC 28230 704-372-1106	N/A	Torbet Radio
WGIV-AM	Charlotte	B	Harris Communications	1600 KHz 1,000 w Day/500 w Night Directional-Night Only	Hal Harrill, GM Hal Harrill, GSM Hal Harrill, PD	Box 3856 Charlotte, NC 28203 704-333-0131	N/A	Selcom
WGNC-AM	Gastonia	BM	Catherine McSwain	1450 KHz 1,000 w Day/250 Night Non-Directional	Douglas McSwain, GM Carl Rhine, GSM N/A	Box 2187 Gastonia, NC 28052 704-865-8501	\$4	N/A
WIST-AM	Charlotte	R	Metrolina Broadcasting	1240 KHz 1,000 w Day/250 w Night Directional	Dave Anderson, GM Dave Anderson, GSM Lee Michaels, PD	Box 9466 1418 Elizabeth Ave. Charlotte, NC 28299 704-376-3511	N/A	PRO Radio
WIXE-AM	Monroe	C	Monroe Broadcasting	1190 KHz 1,000 w Non-Directional	Ray Atkins, GM John Griffen, GSM Dwayne Stegall, PD	Box 1007 1700 Buena Vista Drive Monroe, NC 28110 704-289-2525	\$12 x 1	C. K. Beaver
WLVV-FM	Statesville	AC	Capitol Broadcasting Corp.	96.9 MHz 100,000 w 499 ft. above average terrain	Larry Rouse, GM Reta Thorn, GSM Keith Smith, PD	5237 Albermarle Rd., Suite 229 Charlotte, NC 28212 704-570-9588	N/A	Katz Radio
WPEG-FM	Concord	B	Concord-Kannapolis Broadcasting	97.9 MHz 20,000 w horz/vert 110 ft. above average terrain	William Rollins, GM Nancy Cooper, GSM Fred Graham, PD	Box 128 520 Hwy. 29 N. Concord, NC 28025 704-786-9111	\$57	Bernard Howard Drake-Chenault
WROQ-FM	Charlotte	A	Sis Radio, Inc.	95.1 MHz 100,000 w horz/vert 574 ft. above average terrain	Sis Kaplan, GM Richard Henshaw, GSM Jim Ballard, PD	400 Radio Rd. Charlotte, NC 28216 704-392-6191	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WSOC-AM	Charlotte	BB	Cox Broadcasting	930 KHz 5,000 w Day/1,000 w Night Non-Directional	Lee Morris, GM Roger Malney, GSM Don Bell, PD	1901 N. Tryon St. Charlotte, NC 28206 704-335-4700	N/A	Chrystal Company Toby Arnold
WSOC-FM	Charlotte	C	Cox Broadcasting	103.7 MHz 100,000 w horz/vert 1,040 ft. above average terrain	Lee Morris, GM Roger Malney, GSM Don Bell, PD	1901 N. Tryon St. Charlotte, NC 28206 704-335-4700	N/A	Chrystal Company TM Programming
WZXI-FM	Gastonia	AC	WZXI (FM)	101.9 MHz 100,000 w horz/vert 1,040 ft. above average terrain	Jerry McSwain, GM Jim Turner, GSM Dean McTindal, PD	Box 2187 1700 N. Broadcast St. Gastonia, NC 28052 704-865-8501	\$30 x 6	Jack Masla

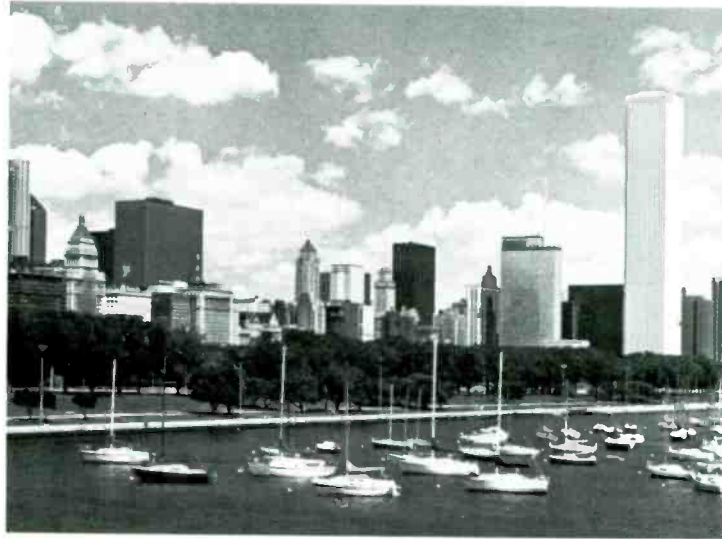


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

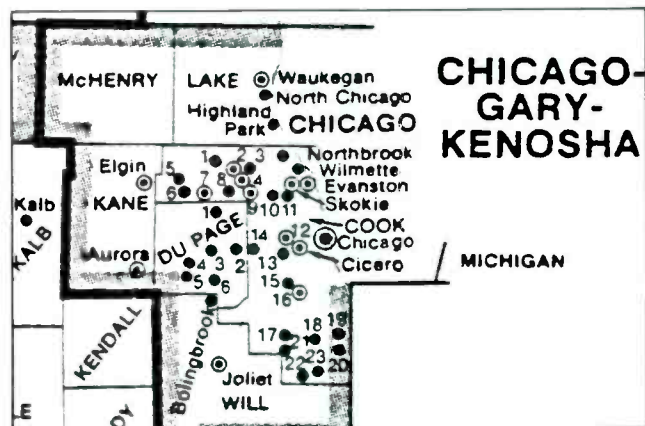
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

CHICAGO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIT-AM	Chicago	MM	Century Broadcasting	820 KHz 5,000 w Day/1,000 w Night Directional Night Only	Harvey Wittenberg, GM Jack Bivans, GSM Darrel Peters, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-3100	\$100	Katz Radio FM 100 Plan
WBBM-AM	Chicago	N	CBS, Inc.	730 KHz 50,000 w Non-Directional	Gregg Peterson, GM Jay Jordan, GSM Joe Durso, Jr. PD	630 N. McClurg Court Chicago, IL 60611 312-944-6000	N/A	CBS Radio Spot Sales
WBBM-FM	Chicago	R	CBS, Inc.	96.3 MHz 6,200 w horz/vert 1,174 ft. above average terrain	Brian Pussilano, GM Michael Murphy, GSM Buddy Scott, PD	630 N. McClurg Court Chicago, IL 60611 312-944-6000	N/A	CBS/FM Nat'l Sales Mike Joseph's "Hot Hits"
WBMX-FM	Oak Park	B	Sonderling Radio Corp.	102.7 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Kernie Anderson, GM Richard Barnett, GSM Lee Michaels, PD	408 S. Oak Park Avenue Oak Park, IL 60302 312-626-1030	\$200	Jack Masla
WCFL-AM	Chicago	AC	Mutual Broadcasting	1,000 KHz 50,000 w Dir.-Sep. patterns Day/Night	William C. O'Donnell, GM Cheryl Goepfert, GSM Dean Richards, PD	Marina City Comm. Bldg. 300 N. State St. Chicago, IL 60610 312-836-1000	N/A	Bernard Howard
WCLR-FM	Skokie	AC	Bonneville Int'l	101.9 MHz 4,600 w horz/vert 1,520 above average terrain	Chet Redpath, GM Chuck Tweedle, GSM Dave Martin, PD	The WCLR Building 8833 Gross Point Rd. Skokie, IL 60077 312-677-5900	N/A	Torbet Radio
WFMT-FM	Chicago	CL	WFMT Inc.	98.7 MHz 16,000 w horz/vert 1,167 ft. above average terrain	Raymond Nordstrand, GM Rich Marschner, GSM Norm Pellegrini, PD	Three Illinois Center 303 E. Wacker Drive Chicago, IL 60601 312-565-5060	\$140 x 6	Concert Music Broadcast Sales
WFYR-FM	Chicago	AC	RKO	103.5 MHz 4,300 w horz/vert 1,552 ft. above average terrain	Jim Barker, GM Drew Horowitz, GSM Jack Kelly, PD	130 E. Randolph-Prud. Plaza Chicago, IL 60601 312-861-8100	N/A	RKO Radio
WGCI-FM	Chicago	B	Gannett	107.5 MHz 33,000 w horz/vert 600 ft. above average terrain	Marv Dyson, GM Abe Thompson, Jr., GSM Rich Pezue, PD	6 N. Michigan Avenue Chicago, IL 60602 312-984-1450	N/A	Selcom
WGN-AM	Chicago	T	WGN Continental Broadcasting	720 KHz 50,000 w Non-Directional	Wayne R. Vriesman, STM Donald D. DeCarlo, SM Dan Fabian, PD	2501 Bradley Place Chicago, IL 60618 312-528-2311	N/A	Christal Company
WIND-AM	Chicago	T	Westinghouse Broadcasting	560 KHz 5,000 w Dir.-Sep. patterns day & night	David Graves, GM Ron Jamison, GSM Susan Eggleton, PD	625 N. Michigan Avenue Chicago, IL 60611 312-751-5560	N/A	RAR
WJJD-AM	Chicago	BB	Plough Broadcasting	1160 KHz 50,000 w Directional	George Dubinetz, GM Craig Collins, GSM Art Wander, PD	180 N. Michigan Avenue Chicago, IL 60601 312-977-1800	\$160	Major Market Al Ham's "MOYL"

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WJEZ-FM	Chicago	C	Plough Broadcasting	104.3 MHz 18,500 w horz/vert 820 ft. above average terrain	George Dubinetz, GM Craig Collins, GSM Art Wander, PD	180 N. Michigan Avenue Chicago, IL 60601 312-977-1800	N/A	Major Market
WJPC-AM	Chicago	B	Allas Communications	950 KHz 1,000 w Day/5,000 w Night Non-Directional	Charles Mootry, GM Gregory Brown, GSM Jerry Boulding, PD	829 S. Michigan Avenue Chicago, IL 60605 312-322-9400	\$100	N/A
WKQX-FM	Chicago	R	NBC	101.1 MHz 6,000 w horz/vert 1,170 ft. above average terrain	James F. Smith, GM G. Michael Donovan, GSM Randy Lane, PD	Merchandise Mart Chicago, IL 60654 312-861-5555	\$200	Eastman Radio
WLAK-FM	Chicago	BM	Viacom	93.9 MHz 4,600 w horz/vert 1,530 ft. above average terrain	James E. Haviland, GM Michael Murphy, GSM Jack Lee, PD	400 N. Michigan Avenue Suite 1200 Chicago, IL 60611 312-329-9002	\$200	McGavren-Guild Bonneville
WLOO-FM	Chicago	BM	Century Broadcasting	100.3 MHz 6,200 w horz/vert 1,167 ft. above average terrain	Darrel Peters, GM Jack Blvans, GSM Darrel Peters, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-3100	\$350	Katz Radio FM 100 Plan
WLS-AM	Chicago	R	ABC	890 KHz 50,000 w Non-Directional	John Gehron, GM Craig B. McKee, GSM R. Lippincott, PD	360 N. Michigan Avenue Chicago, IL 60601 312-984-0890	N/A	Blair Radio
WLS-FM	Chicago	R	ABC	94.7 MHz 6,200 w horz/vert 1,170 ft. above average terrain	John Gehron, GM Craig B. McKee, GSM R. Lippincott, PD	360 N. Michigan Avenue Chicago, IL 60601 312-984-0890	N/A	Blair Radio
WLUP-FM	Chicago	A	Hefel Broadcasting	97.9 MHz 6,000 w horz/vert 1,170 ft. above average terrain	James E. DeCastro, GM Linda Lyke, GSM Kim Kelly, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-5270	\$225	Major Market Sebastian
WMAQ-AM	Chicago	C	NBC	670 KHz 50,000 w Non-Directional	J. David Martin, GM James Kezios, GSM Ted Cramer, PD	Merchandise Mart Chicago, IL 60654 312-861-5555	N/A	Eastman Radio
WMET-FM	Chicago	A	Metromedia	95.5 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Carl Brazell, GM Bob Gould, GSM Trip Reeb, PD	444 N. Michigan Avenue Chicago, IL 60611 312-828-9191	\$225	Katz Radio
WNIB-FM	Chicago	Cl	Northern Illinois Broadcasting	97.1 MHz 5,600 w 1,196 ft. above average terrain	Sonia Florian, GM Ron Ray, PD	12 E. Delaware Pl. Chicago, IL 60611 312-337-5252	\$60 x 12	Unirep
WPMH	Portsmouth	REL	Chesapeake-Portsmouth Broadcasting Corp.	1010 KHz 5,000 w Day Only Direct	Les Litchfield, GM Allan Gumba, GSM	Box 1010 No. 1 Memory Lane Portsmouth, VA 23705 804-488-8366	\$7.45	
WUSN-FM	Chicago	C	First Media	99.5 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Charles Artique, GM Lois Gredeff, GSM Lee Logan, PD	875 N. Michigan Avenue Chicago, IL 60611 312-649-0099	N/A	N/A



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

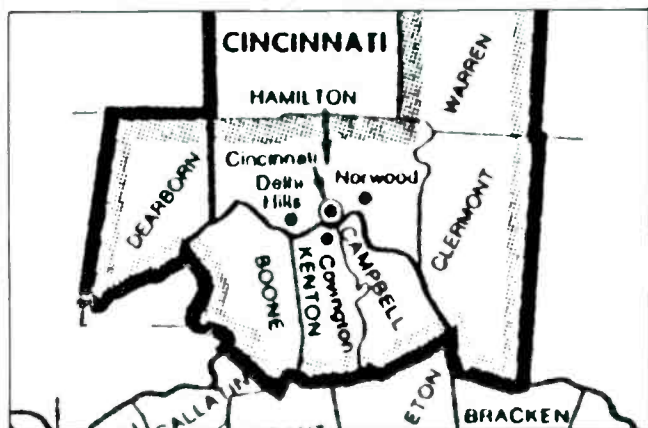
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

CINCINNATI



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBLZ-FM	Hamilton	B	Beni Broadcasting Associates	103.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Peter Eden, GM Peter Eden, GSM N/A	106 Glenwood Ave Cincinnati, OH 45217 513-281-7180	\$60 x 12	Hillier
WCIN-AM	Cincinnati	AC	Beni Broadcasting Assoc.	1480 KHz 5,000 w Day/500 w Night Directional	Peter Eden, GM Peter Eden, GSM Everett Cork, PD	106 Glenwood Ave Cincinnati, OH 45217 513-281-7180	\$60 x 12	Hillier
WCKY-AM	Cincinnati	N/T	Federated Media	1530 KHz 50,000 w Directional-Night Only	Phillip McDonald, GM Mike Gaier, GSM Jim Glass, PD	501 Carew Tower Cincinnati, OH 45202 513-241-6565	N/A	Eastman Radio
WEBN-FM	Cincinnati	A	Circe Communications	102.7 MHz 31,000 w horz/vert 610 ft. above average terrain	Frank Wood, GM David Macejko, GSM Denton Marr, PD	2724 Erie Avenue Cincinnati, OH 45208 513-871-8500	N/A	Torbet Radio Sebastian
WHKK-FM	Erlanger Cincinnati	REL	Christian Broadcasting	100.9 MHz 3,000 w	Norman Cox, GM N/A N/A	100 Commonwealth Ave. Erlanger, KY 41018 606-727-2500	\$8	N/A
WKRC-AM	Cincinnati	AC	Taft Broadcasting	550 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns Day & Night	Harold Calvin, GM Christopher Wheat, GSM Randy Michaels, PD	1906 Highland Ave. Cincinnati, OH 45219 513-381-5500	N/A	Katz Radio
WKRC-FM	Cincinnati	R	Taft Broadcasting	101.9 MHz 25,000 w horz/vert 660 ft. above average terrain	Mark Hubbard, GM Tim Mc Nerney, GSM Jim Fox, PD	1906 Highland Ave. Cincinnati, OH 45219 513-381-5500	N/A	Katz Radio
WLW-AM	Cincinnati	AC	Mariner Comm. Corp.	700 KHz 50,000 w Non-Directional	Bernhard Kvale, GM James Meyer, GSM Bill Sledman, PD	3 E. Fourth St. Cincinnati, OH 45202 513-241-9597	\$170	CBS Radio Bernhard Kvale
WLYK-FM	Millford	BM	Perry Broadcasting	107.1 MHz 3,000 w 300 ft. above average terrain	Jerry Leshner, GM Perry Samuels, GSM Ellen Samuels, PD	Box 216 Millford, OH 45150 513-831-9595	\$25	Herbert Groskin Bonneville
WMLX-AM	Cincinnati	BB	Plough Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Bob English, GM Terry Dean, GSM Mike McCoy, PD	Box 1232, 225 E. 6th St. Cincinnati, OH 45201 513-621-6960	N/A	McGavren-Guild Al Ham's "MOYL"
WNOP-AM	Newport	J	Albert Willi Vontz	740 KHz 1,000 w Directional	Don Meineke, GM N/A Ray Scott, PD	Box 740 Newport, KY 41072 606-581-7100	\$40	N/A
WRRM-FM	Cincinnati	AC	Susquehanna	98.5 MHz 15,000 w horz/vert 810 ft. above average terrain	George Hyde, GM Gordon Obarski, GSM Tom Walker, PD	1223 Central Pkwy Cincinnati, OH 45214 513-241-9898	\$120	Blair Radio
WSAI-AM	Cincinnati	C	Booth Broadcasting	1360 KHz 5,000 w Directional-Night Only	Jim Wood, GM Jim Gnau, GSM Dale Turner, PD	2601 W. Eighth St. Cincinnati, OH 45204 513-251-5700	\$75	Christal Co.

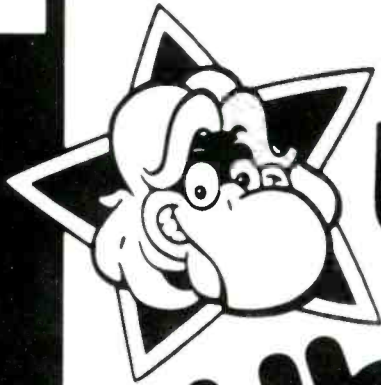
CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WSAI-FM	Cincinnati	C	Booth Broadcasting	94.1 MHz 32,000 w 550 ft. above average terrain	Jim Wood, GM Jim Gnau, GSM Dale Turner, PD	W. 8th St. & Malson Pl. Cincinnati, OH 45204 513-251-5700	\$75	Christal Co.
WSKS-FM	Hamilton	A	Mariner Communications	96.5 MHz 15,000 w 810 ft. above average terrain	Barry Hersh, GM Dennis Hensley, GSM Mike McConnell, PD	96 Stereo Ln./770 New London Hamilton, OH 45013 513-868-3696	\$42	CBS/FM
WTSJ-AM	Cincinnati	REL	Jacor Broadcasting of S.W. Ohio	1050 KHz 1,000 w Non-Directional	David Prince, GM Walter Bohn, GSM Mamie Vall, PD	Suite 420, 620 Main Cincinnati, OH 45202 513-579-8080	\$20 x6	N/A
WYYS-FM	Fairfield	AC	Hettel	94.9 MHz 27,000 w horz/vert 640 ft. above average terrain	Tim Montgomery, GM Frank Kockritz, GSM Ken Rogers, PD	1132 W. Kemper Rd. Cincinnati, OH 45240 513-825-5400	\$29 x12	Major Market
WUBE-FM	Cincinnati	C	Plough Broadcasting	105.1 MHz 11,000 w horz/vert 920 ft. above average terrain	Bob English, GM Terry Dean, GSM Duke Hamilon, PD	Box 1232, 225 E. 6th St. Cincinnati, OH 45201 513-621-6960	N/A	McGavren-Guild
WWEZ-FM	Cincinnati	BM	Federated Media	92.5 MHz 11,200 w horz/vert 905 ft. above average terrain	Steve Kline, GM Mike Gavin, GSM Mike Davidson, PD	520 Carew Tower Cincinnati, OH 45202 513-241-6565	\$80	Eastman Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		



WMMMS 101 FM

 A MALRITE STATION

**Where
Cleveland
ROCKS!**



**#1 18-34 ADULTS 21 CONSECUTIVE
ARBITRON RATING PERIODS!***



**ROLLING STONE MAGAZINE RADIO
STATION OF THE YEAR 3 TIMES
IN A ROW!**

**CONSISTENCY— THE MARK
OF A TRUE CHAMPION!**

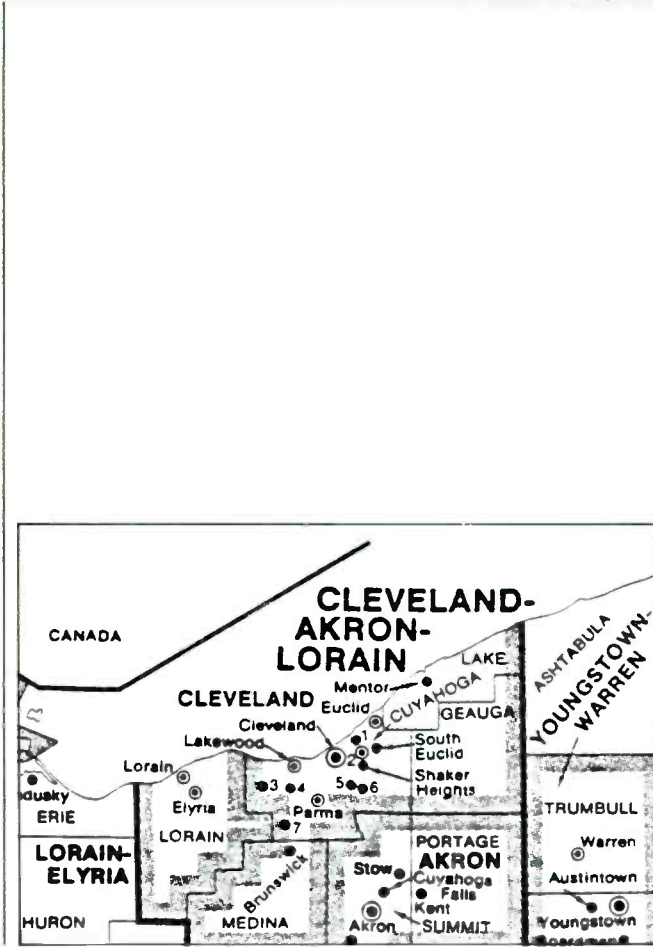
*OCT/NOV 1975 THROUGH SPRING 1982, EXCLUDING
1981 SUMMER ARB, DUE TO NON-SUBSCRIPTION. (AVG. QTR. HR.,
METRO, MON - SUN, 6 AM - MID.)

CLEVELAND



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WABQ-AM	Cleveland	B	WABQ, Inc.	1540 KHz 1,000 w Non-Directional	Michael Gallagher, GM Michael Gallagher, GSM Michael Gallagher, PD	8000 Euclid Avenue Cleveland, OH 44103 216-231-8005	N/A	Lotus Reprs.
WBBG-AM	Cleveland	BB	Embrescia Communications	1260 KHz 5,000 w Directional	Thomas Embrescia, GM James Embrescia, GSM Jim Davis, PD	3940 Euclid Avenue Cleveland, OH 44115 216-391-1260	\$76 x 6	Torbert Radio FairWest
WCLV-FM	Cleveland	CL	Radio Seaway	95.5 MHz 27,000 w 640 ft. above average terrain	C. K. Patrick, GM Harry Dennis, GSM Robert Conrad, PD	Penthouse East Terminal Tower Cleveland, OH 44113 216-241-0900	\$55 x 6	Concert Music
WDBN-FM	Medina	BM	WDBN, INC.	94.9 MHz 118,000 w horz/vert 430 ft. above average terrain 24 hours daily	Robert McBride Miller, GM Roger Mackall, GSM Pam Miller, PD	4986 Gateway Drive Medina, OH 44256 216-225-9300	\$36	Jack Masla FM100 Plan
WDMT-FM	Cleveland	B	Beasley Broadcast Group	107.9 MHz 70,000 w horz/vert 390 ft. above average terrain	William Becker, GM Jerry Miller, GSM Bobby Majic, PD	Box 298 14781 Sperry Rd. Newbury, OH 44065 216-338-3108	\$70 x 6	Bernard Howard
WDOK-FM	Cleveland	BM	Gannett	102.1 MHz 50,000 w horz/vert 370 ft. above average terrain	Peter Irmilter, GM Tom Wilson, GSM Neil Hershberger, PD	The Park 1250 Superior Avenue Cleveland, OH 44114 216-781-1100	N/A	Eastman Radio Churchill
WERE-AM	Cleveland	N/T	Chester Broadcasting (G.C.C. Communications)	1300 KHz 5,000 w Directional	Kim Colebrook, GM William Snow, GSM Len Will, PD	1500 Chester Ave. Cleveland, OH 44114 216-696-1300	\$122	Major Market
WGAR-AM	Cleveland	AC	Nationwide	1220 KHz 50,000 w Directional	Harold Hinson, GM Bill Enders, GSM Mike Scott, PD	Broadcast Park 9446 Broadview Rd. Cleveland, OH 44114 216-526-6700	N/A	Blain Radio
WGCL-FM	Cleveland	AC	G.C.C. Communications of Cleveland	98.5 MHz 40,000 w horz/vert 600 ft. above average terrain	Kim Colebrook, GM William Snow, GSM Bob Travis, PD	1500 Chester Avenue Cleveland, OH 44114 216-861-0100	N/A	Major Market
WHK-AM	Cleveland	C	Malrite Broadcasting	1420 KHz 5,000 w Directional Night Only	Ronald Jones, GM Lonnie Gronek, GSM Joe Raab, PD	Euclid Avenue at E. 12th Street Cleveland, OH 44115 216-781-142C	N/A	Katz Radio
WJMO-AM	Cleveland Heights	B	Friendly Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Curtis Shaw, GM Van Lane, GSM Eric Stone, PD	11821 Euclid Avenue Cleveland, OH 44106 216-795-1212	N/A	Jack Masla

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WJW-AM	Cleveland	AC	Lake Erie Radio	850 KHz 10,000 w Day/5,000 w Night Directional	Art Caruso, GM Ron Brennan, GSM Merle Pollis, PD	13461 Ridge Rd. Cleveland, OH 44133 216-237-8000	\$70 x6	Christal Company
WKSW-FM	Cleveland	C	Nationwide Communications	99.5 MHz 50,000 w horz/vert 500 ft. above average terrain	David Gerard, GM Mark Biviano, GSM Jon Olson, PD	One Playhouse Square Cleveland, OH 44115 216-696-2455	\$71 x6	Blair Radio
WLYT-FM	Cleveland Heights	R	Friendly Broadcasting	92.3 MHz 27,000 w 234 ft. above average terrain	Curt Shaw, GM Tom Kroh, GSM Tim Spencer, PD	2156 Lee Rd. Cleveland Heights, OH 44118 216-371-3534	N/A	Jack Masla
WMMS-FM	Cleveland	A	Malrite Broadcasting	100.7 MHz 32,000 w horz/vert 600 ft. above average terrain	Walt Tiburski, GM Brian Baylog, GSM John Gorman, PD	Euclid Avenue at E. 12th Street Cleveland, OH 44115 216-781-9667	N/A	Katz Radio Sebastian
WQAL-FM	Cleveland	BM	Gulf Broadcast Group	104.1 MHz 7,800 w circular polarized 1,060 ft. above average terrain	Bob Mills, GM Bill Scull, GSM Lou Salatino, PD	3101 Euclid Avenue Cleveland, OH 44115 216-391-6666	N/A	McGavren-Guild Bonneville
WWWE-AM	Cleveland	C	Pacific and Southern	1100 KHz 50,000 w Non-Directional	Tom Wilson, GM Dean Smith, GSM Norm Pringle, PD	The Park 1250 Superior Avenue Cleveland, OH 44114 216-781-1100	N/A	Eastman Radio
WWWM-FM	Cleveland	R	M105 Associates	105.7 MHz 27,000 w horz/vert 900 ft. above average terrain	Thomas Embrescia, GM James Embrescia, GSM Phil DeMarne, PD	3940 Euclid Avenue Cleveland, OH 44115 216-391-1260	\$100 x6	Torbet Radio
WZAK-FM	Cleveland	B	Trans-World Broadcasting	93.1 MHz 27,500 w horz/vert 620 ft. above average terrain	Xenophon Zapia, GM Michael Hilber, GSM Lynn Tolliver, PD	1303 Prospect Avenue Cleveland, OH 44115 216-621-9300	\$55	Selcom Regional Reps
WZZP-FM	Cleveland	AC	Booth Broadcasting	106.5 MHz 7,800 w horz/vert 1,060 ft. above average terrain	Gordon Stenback, GM Anthony Gazzana, GSM Bob McKay, PD	One Radio Lane Cleveland, OH 44114 216-696-4444	\$102	Christal Company Regional Reps.



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

COLUMBIA, SC



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCOS-AM	Columbia	C	WCOS, Inc.	1400 KHz 1,000 w Day/250 w Night Non-Directional partial simulcast	Jake Bogan, GM Jimmy Collins, GSM Jim Tice, PD	Box 748, 2440 Millwood Ave. Columbia, SC 29202 803-256-7348	\$80 w/FM \$24 individ.	McGavren-Guild
WCOS-FM	Columbia	C	WCOS, Inc.	97.9 MHz 50,000 w circular polarized 450 ft above average terrain partial simulcast	Jake Bogan, GM Jimmy Collins, GSM Jim Tice, PD	Box 748, 2440 Millwood Ave. Columbia, SC 29202 803-256-7348	\$80 w/AM \$64 individ.	McGavren-Guild
WDWQ-FM	St. George	A	Trident Communications	107.5 MHz 100,000 w	Steve Judy, GM Steve Judy, GSM Michael Justin, PD	P.O. Box 903 St. George, SC 29477 803-723-5119	N/A	Selcom
WIGL-FM	Orangeburg	C	Key Market Communication	106.7 MHz 100,000 w 600 ft above average terrain	Tom Love, GM Thom Pennington, GSM Charles Boswell, PD	Box 5106 Columbia, SC 29250 803-765-2520	\$28	Eastman Radio
WIS-AM	Columbia	AC	Cosmos Broadcasting	560 KHz 5,000 w Directional-Night Only	Dick Coulter, GM Jim Swallow, GSM Mike Collins, PD	Box 21567, 1 Wis Ln. Columbia, SC 29221 803-772-5600	\$48	Christal Co.
WLFF-AM	Cayce	BM	Southcom, Inc.	620 KHz 1,000 w Non-Directional	Daniel Covell, GM C.J. (Buster) White, STM C.J. White, GSM Dave McIntosh, PD	P.O. Box 620, 1303 State St Columbia, SC 29202 803-796-9533	\$15	Dora-Clayton Al Ham MOYL
WNOK-AM	Columbia	AC	Audubon Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	William McElveen, GM Charles Snyder, GSM Emily Chauker, GM	Box 50568, 1717 Gervais St. Columbia, SC 29250 803-771-0235	\$18	Blair Radio
WNOK-FM	Columbia	AC	Audubon Broadcasting	104.7 MHz 100,000 w 450 ft above average terrain	William McElveen, GM Charles Snyder, GSM Tom Anderson, GM	Box 50568, 1717 Gervais St. Columbia, SC 29250 803-771-0235	\$125 w/AM	Blair Radio
WOIC-FM	Columbia	B	Nuance Corp.	1320 MHz 5,000 w Day/1,000 w Night Directional-Night Only	Jesse Bowers, GM Jesse Bowers, GSM Mickey Arnold, PD	Box 565 Columbia, SC 29202 803-791-1320	\$35	Eastman Radio
WQIZ-AM	St. George	R	Trident Communications	810 KHz 5,000 w Day-Only	Steve Judy, GM Steve Judy, GSM Bennish Brown, PD	P.O. Box 903 St. George, SC 29477 803-723-5119	\$10	Selcom
WQXL-AM	Columbia	REL	Metro Communications	1470 KHz 5,000 w Day/500 w Night Directional	Dorothy Akerler, GM Ben Byrd, GSM Mary Ellen Coffin, PD	Box 3277, 1303 Sunset Dr. Columbia, SC 29230 803-779-7910	\$9	Busby, Finch
WSCQ-FM	West Columbia	AC	Congaree Broadcasters	100.1 MHz 2,400 w horz/vert 330 ft above average terrain	David Wright, GM John Carroll, STM Dennis Waldrop, GSM Gene McKay, PD	Box 888 1440 Knox Abbott Dr West Columbia, SC 29169 803-796-9060	\$34	Southern Spot

NUMBER ONE WITH BOTH TEENS AND ADULTS. INCREDIBLE.

A lot of the young people who are tuned in to WNOK-FM are older than you might think. Because we're not only number one with Columbia's teenagers, but also with Columbia's adults. So, no matter who you need to talk to, you'll find them all in one place: listening to our station.

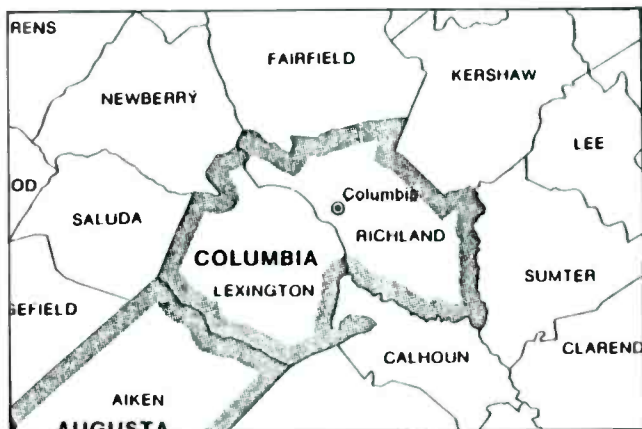
AUDIENCE	SHARE	RANK
Teens 12-17	32.3	# 1
Adults 18-34	27.7	# 1
Adults 25-49	18.4	# 1

WNOK-FM

P.O. Drawer 50568 • Columbia, South Carolina 29250 • Telephone 803-771-0105 • Represented By Blair Radio

*Source: Spring 1982 Arbitron, Teens 12-17, Adults 18-34, Adults 25-49,
M.S.A., A.Q.H., MON-SUN, 6AM-12MID, Subject To Limitations Given In The Report*

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WWDM-FM	Sumter	B	Gamecock City Broadcasting	101.3 MHz 100,000 w 629 ft. above average terrain	Leroy Durant, GM Steve Patterson, GSM Barbara Taylor, PD	Drawer 38, Bradham Blvd. Sumter, SC 29150 803-495-2558	\$41	Bernard Howard
WZLD-FM	Cayce/ Columbia AC		WZLD, Inc.	96.7 MHz 3,000 w horz/vert 650 ft. above average terrain	Frank Baker, GM Frank Baker, GSM Chuck Finley, PD	2334 Airport Blvd. West Columbia, SC 29169 803-796-8896	\$55	Selcom



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

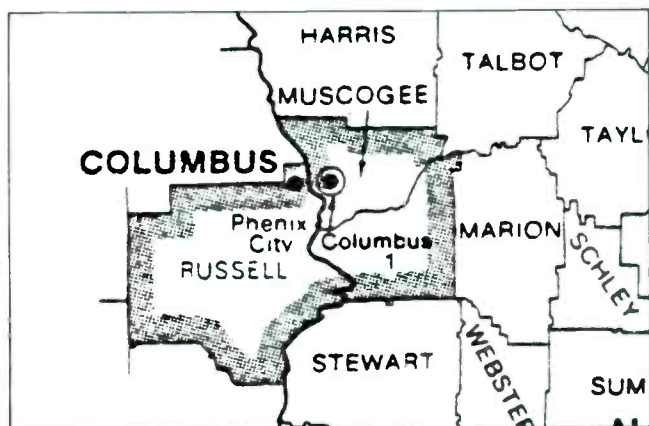
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

COLUMBUS, OH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBYY-AM	Westerville	BB	Mld-Ohio Communicatlons	103.9 KHz 2,000 w horz/vert 360 ft. above average terrain	David Freeman, GM N/A Tim Hodges, PD	Box 14 Westerville, OH 43081 614-891-1829	\$25 × 6	Roslin Radio
WBNS-AM	Columbus	AC	RadiOhio	1460 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Thomas Stewart, GM Tom Caputo, GSM Gary Parks, PD	62 E. Broad St. Columbus, OH 43215 614-460-3850	\$177 comb w/FM	Blair Radio The Lund Consultants
WBNS-FM	Columbus	BM	RadiOhio	97.1 MHz 26,000 w horz/vert 660 ft. above average terrain	Thomas Stewart, GM Tom Caputo, GSM Gary Parks, PD	62 E. Broad St. Columbus, OH 43215 614-460-3850	\$177 comb. w/AM	Blair Radio
WCOL-AM	Columbus	BB	Great Trails Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Dan Morris, GM Thomas Simkins, GSM Harry Valentine, PD	195 E. Broad St. Columbus, OH 43215 614-221-7811	\$100 × 6	Eastman Radio Al Ham "MOYL"
WHOK-FM	Lancaster	C	WHOK	95.5 MHz 50,000 w horz/vert	Stan Robinson, GM Stan Robinson, GSM Max Raines, PD	1660 Col-Lanc Rd., N.W. Lancaster, OH 43130 614-653-4373	N/A	Regional Reps. P/W Radio
WLOH-AM	Lancaster	AC	WHOK	1320 KHz 1,000 w Non-Directional	Stan Robinson, GM Max Raines, GSM Greg Shepherd, PD	1660 Col-Lanc Rd., N.W. Lancaster, OH 43130 614-653-4373	\$14.95	Regional Reps. P/W Radio
WLWQ-FM	Columbus	A	Taft Broadcasting	96.3 MHz 40,000 w horz/vert 570 ft. above average terrain	David Crowl, GM Tom Thon, GSM Pat Still, PD	42 E. Gay St. Columbus, OH 43215 614-224-1271	N/A	Katz Radio
WMNI-AM	Columbus	C	North American Broadcasting	920 KHz 1,000 w Day/500 w Night Directional	Mark Jividen, GM James Rapp, GSM Steve Cantrell, PD	Southern Hotel Main & High Sts. Columbus, OH 43215 614-221-1354	\$90	McGavren-Guild
WNCI-FM	Columbus	R	Nationwide Communications	97.9 MHz 175,000 w 565 ft. above average terrain	Art Ortega, GM Dennis Vincenli, GSM Tom Watson, PD	4900 Sinclair Rd. Columbus, OH 43229 614-846-3303	\$130	Christal Company
WRFD-AM	Columbus- Worthington	REL	Salem Media Management	880 KHz 5,000 w Non-Directional	Richard McIntosh II, GM Christine Sams, GSM Boyce Lancaster, PD	N. High St. & E. Powell Columbus, OH 43285 614-885-5342	N/A	McGavren-Guild
WRMZ-FM	Columbus	BM	North American Broadcasting	99.7 MHz 50,000 w horz/vert 542 ft. above average terrain	Mark Jividen, GM James Rapp, GSM Damon Sheridan, PD	Southern Hotel Columbus, OH 43215 614-221-1354	\$75	McGavren-Guild Century 21
WSNY-FM	Columbus	AC	Franklin Communications	94.7 MHz 29,000 w Non-Directional	Steve Joos, GM Skip Bednarczyk, GSM N/A	4401 Carriage Hill Lane Columbus, OH 43220 614-451-2191	\$65	Major Market

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTVN-AM	Columbus	AC	Taft Broadcasting	610 KHz 5,000 w Directional-Night Only	Perry Frey, GM Ed Sander, GSM Jack Fitzgerald, PD	42 E. Gay St. Columbus, OH 43215 614-224-1271	N/A	Katz Radio
WVKO-AM	Columbus	B	Josephson International	1580 KHz 1,000 w Directional	Stephen Joos, GM Lorraine Golden, GSM Kirk Bishop, PD	4401 Carriage Hill Lane Columbus, OH 43220 614-451-2191	N/A	Bernard Howard
WXGT-FM	Columbus	R	Great Trails Broadcasting	92.3 KHz 50,000 w horz/vert 311 ft. above average terrain	Dan Morris, GM Thomas Simkins, GSM Harry Valentine, PD	195 E. Broad St. Columbus, OH 43215 614-221-7811	\$100 × 6	Eastman Radio

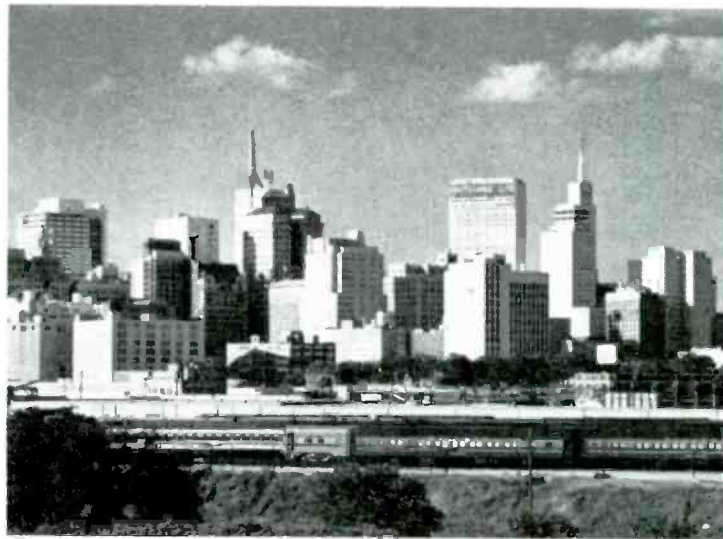


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

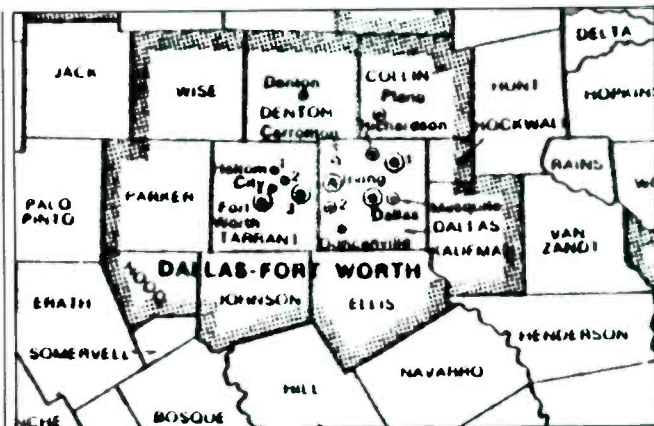
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

DALLAS-FT. WORTH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAAM-AM	Dallas	O	Bonneville International	1310 KHz 5,000 w Day/2,000 w Night Directional Night Only	Bill Steding, GM Bill Harrison, GSM John Shomby, PD	Suite 512 12700 Park Central Drive Dallas, TX 75251 214-386-6100	N/A	Torbet
KAFM-FM	Dallas	R	Bonneville International	92.5 MHz 100,000 w 1685 ft. above average terrain	Bill Steding, GM Bill Harrison, GSM John Shomby, GM	Suite 512 12700 Park Central Drive Dallas, TX 75251 214-386-6100	N/A	Torbet
KBOX-AM	Dallas	C	Group One Broadcasting of Texas	1480 KHz 5,000 w Day/1,000 w Night Dir. -Sep. patterns day & night	Chester Maxwell, GM Dusty Black, GSM Dave O'Brien, PD	9900 McCree Rd. Dallas, TX 75238 214-348-3800	\$125	McGavren-Guild
KEGL-FM	Fort Worth	R	KEGL Radio	97 MHz 100,000 w horz/vert 1,302 ft. above average terrain	M. Wayne Walker, GM Bob Faulkner, GSM Christopher Haze, PD	5915 Pioneer Parkway Arlington, TX 76013 817-457-9700	\$200	Christal Company
KESS-FM	Fort Worth	SP	Latin American Broadcasting	93.9 MHz 100,000 w horz/vert 434 ft. above average terrain	Marcos Rodriguez, Jr., GM Dennis Roberts, GSM Salvatore Valdez, PD	Box 6195 666 Seminary So. Ft. Worth, TX 76115 817-924-4961	\$52 x 12	Caballero Spanish
KFJZ-AM	Fort Worth	BB	Swanson Broadcasting	1270 KHz 5,000 w Directional	Jim Stanton, GM Phyllis Jackson, GSM Art Snow, PD	5915 Pioneer Parkway Arlington, TX 76013 817-457-1270	\$45	Christal Company
KIXK-FM	Denton	C	Hicks Comm.	106.1 MHz 100,000 w horz/vert 480 ft. above average terrain	Steven Hicks, GM Rick Cohn, GSM Micky Ashworth, PD	8235 Douglas Suite 300 Dallas, TX 75225 214-739-5000	\$70	Roslin Radio
KKDA-FM	Dallas	B	Service Broadcasting	104.5 MHz 100,000 w 390 ft. above average terrain	Hymen Childs, GM Ken Johnson, GSM Michael Spears, VP/PRO	Box 860 Grand Prairie, TX 75050 214-748-0261	\$175	Selcom
KLIF-AM	Dallas	C	Susquehanna	1190 KHz 50,000 w Days/5,000 w Nights Directional	Larry Grogan, GM Nancy Vaeth, GSM Dan Halyburton, PD	411 Ryan Plaza Drive Arlington, TX 76011 817-461-0995	N/A	RKO Radio
KLVU-FM	Dallas	AC	John Tenaglia	98.7 MHz 100,000 w 1,585 ft. above average terrain	Gary Hess, GM Johnny Trefalls, GSM John Rivers, PD	Merchants State Bank Bldg. 5217 Ross Avenue Dallas, TX 75206 214-826-8760	\$60	N/A
KMEZ-FM	Dallas	BM	Group One Broadcasting Co. of Texas	100.3 MHz 89,000 w horz/vert 1,280 ft. above average terrain	Chester Maxwell, GM Dusty Black, GSM Dave O'Brien, PD	9900 McCree Rd. Dallas, TX 75238 214-348-3800	\$200	McGavren-Guild Churchill

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KMGC-FM	Dallas	AC	The Shamrock Broadcasting Group	102.9 MHz 100,000 w horz/vert 1,572 ft. above average terrain	David Small, GM Bob May (Dallas), GSM Sherri Peters (Ft. Worth), GSM Steve Nicholl, PD	1353 Regal Row Dallas, TX 75247 214-688-0641	\$185	Selcom TM
KNOK-FM	Fort Worth	B	EGG Dallas Broadcasting	107.5 MHz 100,000 w horz/vert 445 ft. above average terrain	William Curtis Chatman, GM Jack Howard, GSM Dewayne Dancer, PD	Box 7116 3601 Kimbo Rd. Fort Worth, TX 76111 817-831-1278/214-748-5501	\$127	Bernard Howard
KOAX-FM	Dallas	BM	Westinghouse Broadcasting & Cable	105.3 MHz 100,000 w horz/vert 1,560 ft. above average terrain	Drew George, GM Bill Latz, GSM Steve Schy, PD	400 S. Houston 105 Union Station Dallas, TX 75202 214-748-0105	\$110	RAR Bonneville
KPBC-AM	Dallas	REL	Dontron, Inc.	1040 KHz 1,000 w Day Only Non-Directional	Bill McCormick, GM Bob Hill, GSM Bill McCormick, PD	3201 Royalty Row Irving, TX 75062 214-438-1776	\$32	N/A
KPLX-FM	Fort Worth	C	Susquehanna	99.5 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Larry Grogan, GM Nancy Vaeth, GSM Bobby Kraig, PD	411 Ryan Plaza Dr. Arlington, TX 76011 817-461-0995	N/A	RKO Radio
KRLO-AM	Dallas	N/T	Metromedia Radio	1080 KHz 50,000 w Directional-Night Only	Ken Fairchild, GM Ed Robbins, GSM Vicky Ulrick, PD	7901 Carpenter Frwy. Dallas, TX 75247 214-634-1080	\$350	Katz Radio Toby Arnold
KSCS-FM	Fort Worth	C	Capital Cities Communications	95.3 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Warren Potash, GM Gary Hill, GSM R.T. Simpson, PD	One Broadcast Hill Fort Worth, TX 76103 817-429-2330	N/A	Eastman Radio Burns/Somerset
KSKY-AM	Dallas	REL	Sky Broadcasting	660 KHz 10,000 w/Day Only Non-Directional	Bill Simmons, GM Bill Simmons, GSM Bill Simmons, PD	2727 Inwood Rd. Dallas, TX 75235 214-352-3975	\$15	N/A
KTXQ-FM	Fort Worth	A	Gulf Broadcasting Group	102.1 MHz 100,000 w horz/vert 1,420 ft. above average terrain	Clint Culp, GM Tim Cochran, GSM Tom Owens, PD	Oakwood Tower 3626 N. Hall St. Dallas, TX 75219 214-528-5500	N/A	CBS/FM Burkhar/Abrams
KVIL-FM	Highland Park - Dallas	AC	Fairbanks Broadcasting Co. of Texas	103.7 MHz 1,000 w Directional	David Spence, GM Jerry Bobo, GSM Larry Dixon, PD	5307 E. Mockingbird Lane Suite 500 Dallas, TX 75206 214-826-7900	\$400	Blair Radio
KZEW-FM	Dallas	A	Belo Broadcasting Corp.	97.9 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Jay Hoker, GM Gene Boivin, GSM Andy Lockridge, PD	Communications Center Dallas, TX 75202 214-748-9898	N/A	Major Market Jeff Pollack
WBAP-AM	Fort Worth	C	Capital Cities Communications	820 KHz 50,000 w Non-Directional	Warren Potash, GM Joan Kessler, GSM Sandy Beach, PD	One Broadcast Hill Fort Worth, TX 76103 817-429-2330	\$215	Eastman Radio
WFAA-AM	Dallas	N/T	Belo Broadcasting Corp.	570 KHz 5,000 w Dir.-Sep. patterns day & night	Jim Gaskin, GM Shelly Armstrong, GSM Diane Raymond, PD	Communications Center Dallas, TX 75202 214-748-9631	\$160	Major Market
WRR-FM	Dallas	CL	City of Dallas	101.1 MHz 100,000 w horz/vert 600 ft. above average terrain	Bill Nicholson, GM Linda Weaver, GSM Eddie Hill, PD	WRR Bldg. Fair Park Station Dallas, TX 75226 214-670-8888	\$75 x 6	Concert Music

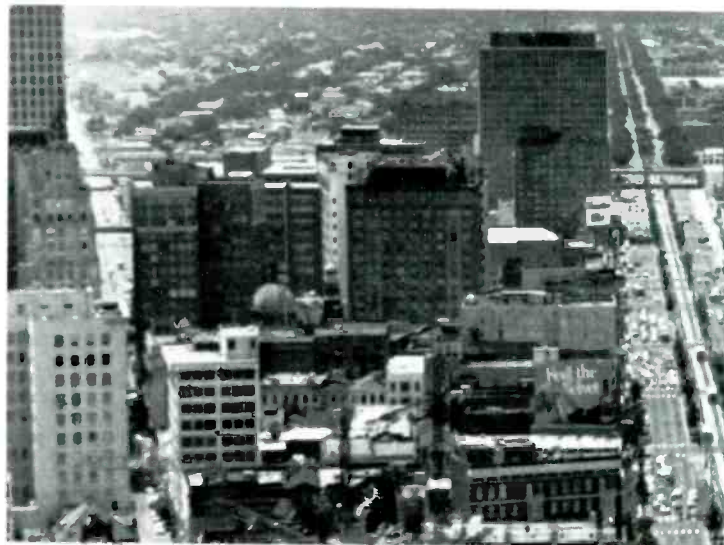


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

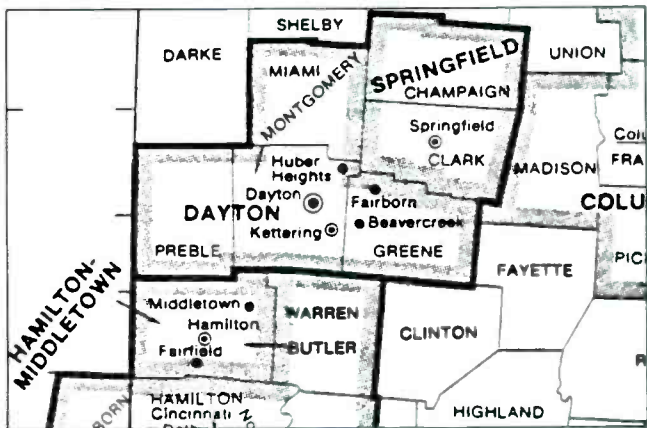
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

DAYTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAVI-AM	Dayton	N/T	WAVI Broadcasting	1210 KHz 250 w Non-Directional	Joseph Whalen, GM Chuck Mascola, GSM Steve Hall, PD	Broadcast Center 1400 Cincinnati St. Dayton, OH 45408 513-221-1137	\$60 × 6	Bernard Howard Regional Reps
WBLZ-FM	Hamilton	B	Beni Broadcasting Associates	103.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Peter Eden, GM Peter Eden, GSM Harry Lyles, PD	106 Glenwood Avenue Cincinnati, OH 45217 513-281-7180	\$60 × 12	Hillier
WBZI-FM	Xenia	C	Bakers Broadcasters	95.3 MHz 3,000 w horz/vert 331 ft. above average terrain	Richard Moran, GM C. David Richley, GSM C. David Richley, PD	Box 99 600 Kinsey Rd. Xenia, OH 45385 513-426-2433	\$16 × 6	Regional Reps
WCBW-FM	Columbia	REL	Universal Broadcasting	104.9 MHz 3,000 w 500 ft. above average terrain	Carl Whipple, GM Linda Tierman, GSM Stel Pontikes, PD	111 W. Locust Columbia, IL 62236 314-487-1007	\$20	Radio Spot Sales
WDAO-FM	Dayton	B	WAVI Broadcasting	107.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Joseph Whalen, GM John Jay, GSM Kirk Logan, PD	Broadcast Center 1400 Cincinnati St. Dayton, OH 45408 513-224-1137	\$45 × 6	Bernard Howard Regional Reps
WDJX-FM	Xenia	R	Ohio Broadcast Association	103.9 MHz 3,000 w horz/vert 331 ft. above average terrain	Bryan McIntyre, GM Bryan McIntyre, GSM Steve Allen, PD	Box 578 Xenia, OH 45385 513-429-9080	N/A	Torbet Radio
WHIO-AM	Dayton	AC	Cox Broadcasting	1290 KHz 5,000 w Directional-Night Only	Ron Kempff, GM Tim Kenner, GSM Mike McMurray, PD	1414 Wilmington Avenue Dayton, OH 45401 513-259-2111	N/A	Christal Company
WHIO-FM	Dayton	BM	Cox Broadcasting	99.1 MHz 50,000 w 1,060 ft. above average terrain	Ron Kempff, GM Tim Kenner, GSM Gary Calvert, PD	1414 Wilmington Avenue Dayton, OH 45401 513-259-2111	N/A	Christal Company Bonnevillie
WING-AM	Dayton	AC	Great Trails Broadcasting	1410 KHz 5,000 w Directional-Night Only	James Eblin, GM Robert Mendelsohn, GSM John Tinz, PD	717 E. David Rd. Dayton, OH 45429 513-294-5858	\$120	Katz Radio
WJAI-FM	Eaton	C	Great Trails Broadcasting	92.9 MHz 20,000 w 373 ft. above average terrain	John Dunn, GM John Dunn, GSM John Roberts, PD	100 E. Somers St. Eaton, OH 45320 513-294-5858	\$30 × 6	Katz Radio
WLW-AM	Cincinnati	AC	Mariner	700 KHz 50,000 w Non-Directional	Bernhard Kvale, GM James Meyer, GSM Bill Sledman, PD	3 E. Fourth St. Cincinnati, OH 45202 513-241-9597	N/A	CBS Radio
WONE-AM	Dayton	C	Group One Broadcasting	980 KHz 5,000 w Directional-Night Only	Don Kidwell, GM Don Schwartz, GSM Chuck Browning, PD	11 S. Wilkinson St. Dayton, OH 45402 513-224-1501	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPBF-FM	Middletown	AC	Braden	15.9 MHz 34,000 w horz/vert 593 ft. above average terrain	Earl Francis, GM Stan Reed, Jr., GSM Margo Bryant, PD	4505 Central Avenue Middletown, OH 45042 513-422-3625	N/A	Lotus Reps. Regional Reps. TM Programming
WPTW-AM	Piqua	AC	WPTW Radio	1570 KHz 250 w Non-Directional	Joanna Hill, GM Joanna Hill, GSM Bob Davis, PD	1625 W. Covington Ave Piqua, OH 45356 513-773-3513	\$10.60	Regional Reps
WPTW-FM	Piqua	BM	WPTW Radio	95.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Joanna Hill, GM Joanna Hill, GSM Joanna Hill, PD	1625 W. Covington Avenue Piqua, OH 45356 513-773-3513	\$7.95	Regional Reps
WTUE-FM	Dayton	A	Group One Broadcasting	104.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Don Kidwell, GM Don Schwartz, GSM Chuck Luczak, PD	11 S. Wilkinson St. Dayton, OH 45402 513-224-1501	N/A	McGavren-Guild
WVUD-FM	Kettering	R	University of Dayton	99.9 MHz 50,000 w horz/vert 500 ft. above average terrain	John Schaller, GM Andrea Butler, GSM Keith Wright, PD	300 College Park Avenue Dayton, OH 45469 513-229-2041	N/A	Jack Masla



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

AGAIN & AGAIN & AGAIN

#1 Men 18-44*

#1 Men 18-34*



DENVER'S NEW PEAK

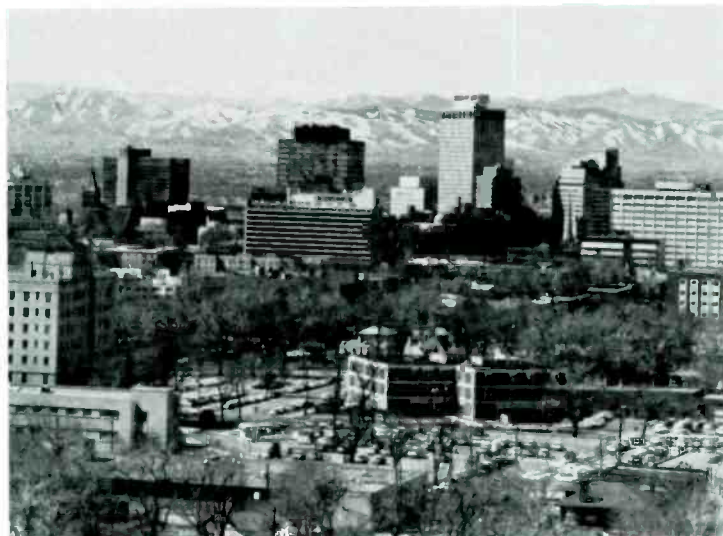
After nine months on the air
Consistently delivering more of Denver's young adults

db DOUBLEDAY BROADCASTING

Represented nationally by:
CBS FM National Sales

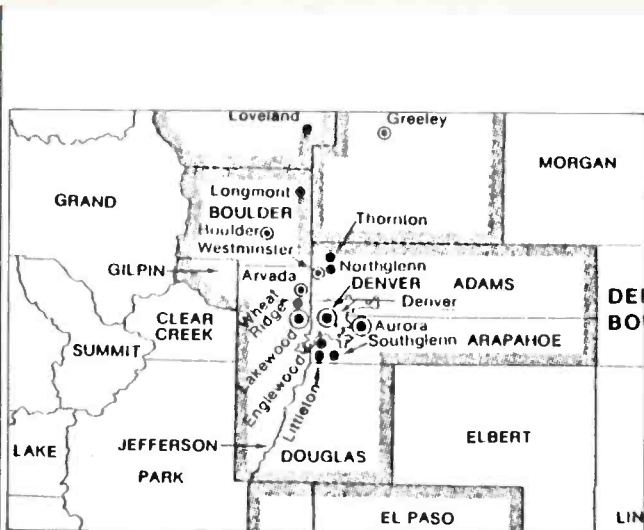
*Source: SPRING 1982 ARB / MEN 18-44,
MEN 18-34 / 6A-12M / MON-FRI / AQH / MSA

DENVER



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAZY-FM	Denver	A	Group One Broadcasting	106.7 MHz 94,000 w horz/vert 960 ft. above average terrain	Marvin Rosenberg, GM Edward Hardy, GSM Bill Bradley, PD	2149 S. Holly St. Denver, CO 80222 303-759-5600	N/A	McGavren-Guild Frank Felix
KBCO-FM	Boulder	A	Centennial Wireless	97.3 MHz 33,000 w 920 ft. above average terrain	Robert Greenlee, GM Ray Skibiisky, GSM Dennis Constantine, PD	4840 Riverbend Rd. Boulder, CO 80301 303-444-5600	\$60 x 12	Jack Masla
KBNO-AM	Denver	Sp	Latino Broadcasting	1220 KHz Non-Directional Day	Edward Romero, GM Erlinda Trugillo, GSM Jim Hinojos, PD	4760 Tejon Ave. Denver, CO 80211 303-455-0275	\$41.25	Caballero
KBPI-FM	Denver	A	Sandusky Newspapers	105.9 MHz 100,000 w horz/vert 900 ft. above average terrain	Toney Brooks, GM Louise Crawford, GSM Phil Strider, PD	4460 Morrison Rd. Denver, CO 80219 303-936-2313	N/A	Selcom
KBRQ-AM	Denver	C	Denver Great Empire Broadcasting	1280 KHz 5,000 w Dir.-Sep. patterns day & night	R.W. (Skip) Schmidt, GM Bob Proffitt, GSM Roger Mundy, PD	1165 Delaware St. Denver, CO 80204 303-573-1280	\$62	Torbet Radio
KBRQ-FM	Denver	C	Denver Great Empire Broadcasting	1051 MHz 100,000 w 175 ft. above average terrain	R.W. (Skip) Schmidt, GM Bob Proffitt, GSM Roger Mundy, PD	1165 Delaware St. Denver, CO 80204 303-573-1280	\$62	Torbet Radio
KDEN-AM	Denver	N	KDEN Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Douglas Stephens, GM Pamela Ambasky, GSM Dave Tanin, PD	5660 S. Syracuse Circle Englewood, CO 80111 303-771-6000	N/A	Savalli & Schutz
KDKO-AM	Littleton	B	Sterling	1510 KHz 1,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Rodney Loudon, GM James Walker, GSM Byron Pilts, PD	7880 E. Berry Pl. Englewood, CO 80111 303-779-8797	\$50	Roslin Radio
KEZW-AM	Aurora	BB	Republic Media	1430 KHz 5,000 w Directional-Night Only	Dino Ianni, GM Dino Ianni, GSM David Hixson, PD	Box 98 1565 Elmira St. Aurora, CO 80040 303-343-1430	N/A	Christal Company Al Ham "MOYL"
KHOW-AM	Denver	AC	Metromecia Broadcasting	630 KHz 5,000 w Directional-Night Only	Sam Sherwood, GM Art Knott, GSM Dave Anthony, PD	8975 E. Kenyon Avenue Denver, CO 80237 303-694-6300	N/A	Eastman Radio
KIMN-AM	Denver	R	Jefferson-Pilot Broadcasting	950 KHz 5,000 w Directional	Steven Keeney, GM Bill Dalke, GSM Doug Erickson, PD	Box 14008 5350 W. 20th Avenue Denver, CO 80214 303-286-9500	N/A	Blair Radio
KJJZ-AM	Denver	J	Radio Denver	1390 KHz 5,000 w Non-Directional	Gary Sankey, GM Denny Workman, GSM Ira Gordon, PD	1602 S. Parker Rd. Denver, CO 80231 303-751-1390	\$26	Lotus Repts

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KLAK-AM	Lakewood	C	Western Sun	1600 KHz 5,000 w Directional-Night Only	James Teeson, GM Jim McCarthy, GSM Rom Tomkins, PD	7075 W. Hampden Avenue Denver, CO 80227 303-985-8771	N/A	Major Market Toby Arnold
KLIR-FM	Denver	BM	KLIR	100.3 MHz 100,000 w. circular polarized 500 ft. above average terrain	Lew Campbell, GM Don Nelson, GSM Fred Everett, PD	6655 W. Jewell Avenue Denver, CO 80226 303-922-8386	N/A	Christal Company
KLZ-AM	Denver	C	Group One Broadcasting	560 KHz 5,000 w Directional	Edward Hardy, GM Edward Hardy, GSM Bill Bradley, PD	2149 S. Holly St. Denver, CO 80222 303-759-5600	N/A	McGavren-Guild
KNUS-AM	Denver	N/T	Sandusky Newspapers	710 KHz 5,000 w Directional	Louise Heifetz, GM Louise Crawford, GSM Carl Gardner, PD	4450 Morrison Rd. Denver, CO 80219 303-937-1200	N/A	Selcom
KOA-AM	Denver	N/T	General Electric Broadcasting	850 KHz 50,000 w Non-Directional	Joel Day, GM George Kirkpatrick, GSM Dave Scott, PD	Box 5012, T.A. 1044 Lincoln St. Denver, CO 80217 303-861-4444	\$200 x 6	Katz Radio Dick Foreman
KOAO-FM	Denver	R	General Electric Broadcasting	103.5 MHz 100,000 w horz/vert 1,061 ft. above average terrain	Joel Day, GM George Kirkpatrick, GSM Jack Regan, PD	Box 5012 T.A. 1044 Lincoln St. Denver, CO 80217 303-861-4444	\$100 x 6	Katz Radio Dick Foreman
KOSI-FM	Denver	BM	Westinghouse Broadcasting	101.1 MHz 100,000 w. circular polarized 790 ft. above average terrain	A.S. (Al) Perry, GM Ross Allie, GSM Lee Stewart, PD	10200 E. Girard Avenue B-131 Denver, CO 80231 303-696-1714	N/A	RAR Bonnevillia
KPKE-FM	Denver	A	Doubleday Broadcasting	95.7 MHz 100,000 w horz/vert 725 ft. above average terrain	Eric Stenberg, GM Catherine McFarlane, GSM Alan Baxter, PD	8975 E. Kenyon Avenue Denver, CO 80237 303-694-1080	N/A	CBS/FM National
KPPL-FM	Lakewood	AC	Register	107.5 MHz 100,000 w horz/vert 1,800 ft. above average terrain	James Teeson, GM Jim McCarthy, GSM Roger White/Rick Brady, PD	7075 W. Hampden Avenue Denver, CO 80227 303-989-1075	N/A	Major Market The Lund Consultants
KRKS-AM	Denver	REL	KRKS Radio	990 KHz 5,000 w Non-Directional	Richard Schoeder, GM Richard Schoeder, PD	6535 W. Jewell Ave. Denver, CO 80226 303-922-5511	\$10	N/A
KRZN	Englewood	O	Ervin Johnson Isiah Thomas Mark Aguire	1150 KHz 6,000 w	Brad Lusk, GM Mike Ginsburg, GSM Don Daniels, PD	600 W. Van Buren Chicago, IL 60607 312-648-0713	\$30	Bernard Howard
KVOD-FM	Denver	CL	Capitol City Broadcasting	99.5 MHz 100,000 w 380 ft. above average terrain	Ed Koepke, GM Ed Koepke, GSM John Wolfe, PD	1601 W. Jewell Avenue Denver, CO 80223 303-936-3428	\$75 x 6	Concert Music Broadcast
KYGO-FM	Denver	C	Jefferson-Pilot Broadcasting	98.5 MHz 100,000 w 90 ft. above average terrain	Steve Keeney, GM Bill Dalke, GSM Bob Call, PD	Box 14008 5350 W. 20th Avenue Denver, CO 80214 303-234-9500	N/A	Blair Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

DETROIT



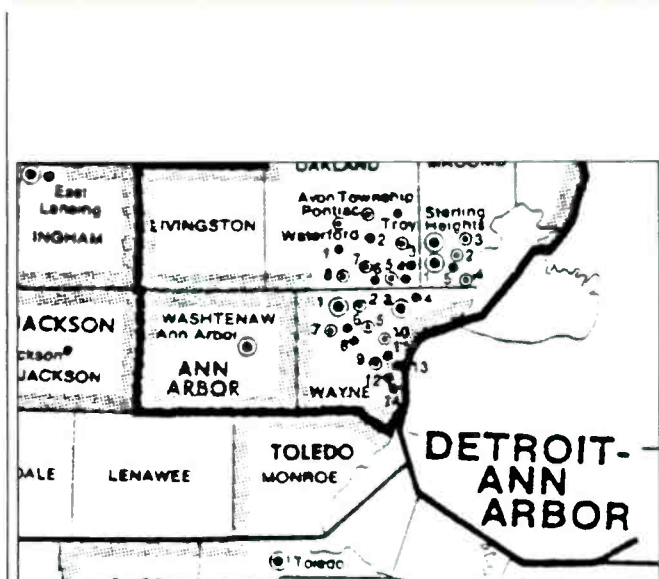
CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
CKLW-AM	Windsor, CN	AC	CKLW Radio	300 KHz 50,000 w Non-Directional	Bob Baker, GM John Bourne, GSM Pat Holliday, PD	26400 Lahsen Rd. Southfield, MI 48037 313-353-6200	\$300	Christal Company
WABX-FM	Detroit	A	Century Broadcasting	99.5 MHz 6,500 w 870 ft. above average terrain	Allan Wilson, GM Joe Badamo, GSM Carey Curelop, PD	20760 Coolidge Detroit, MI 48237 313-398-1100	\$130	Katz Radio Sebastian
WCXI-AM	Detroit	C	Golden West Broadcasters	1130 KHz 50,000 w Day/10,000 w Night Directional	John Risher, GM Michael Berman, GSM Larry Patton, PD	18900 James Couzens Hwy. Detroit, MI 48235 313-345-8600	\$265 × 6	Torbet Radio
WCXI-FM	Detroit	C	WTWR, Golden West Broadcasters	92.3 KHz 21,500 w horz/vert 742 ft. above average terrain	John Risher, GM Mike Berman, GSM Larry Patton, PD	Renaissance Center, Tower 100 Detroit, MI 48243 313-259-9292	\$250 × 6	Torbet Radio
WCZY-FM	Detroit	BM	Gannett Co.	95.5 MHz 100,000 w horz/vert 430 ft. above average terrain	James Mulla, GM Gary Lewis, GSM Dave Shafer, PD	15401 W. Ten Mile Rd. Detroit, MI 48237 313-967-3750	\$150	CBS/FM
WDRQ-FM	Detroit	B	Charter	93.1 MHz 20,000 w 500 ft. above average terrain	Dick Desautel, GM N/A Brian White, PD	20300 Civic Center Drive Southfield, MI 48076 313-354-9300	\$160 × 10	Selcom
WGPR-FM	Detroit	B	WGPR, Inc.	107.5 MHz 50,000 w horz/vert 388 ft. above average terrain	Wm. Banks, GM Jim Panagos, GSM George White, PD	3140-46 E. Jefferson Detroit, MI 48207 313-259-8662	\$90	R.A. Lazar
WHYT-FM	Detroit	R	Capital Cities Communications	96.3 MHz 50,000 w horz/vert 480 ft. above average terrain	Robert Longwell, GM Rocky Sisson, GSM Lee Malcolm, PD	Fisher Bldg. Detroit, MI 48202 313-875-4440	\$234 × 6	Eastman Radio Mike Joseph "Hot Hits"
WJLB-FM	Detroit	B	Booth Broadcasting	97.9 MHz 50,000 w horz/vert 490 ft. above average terrain	Verna Green, GM John Greer, GSM Vince Fruge, PD	Suite 2050 City National Bank Bldg. Detroit, MI 48226 313-965-2000	\$95 × 6	Jack Masia
WJOI-FM	Detroit	BM	Evening News Association	97.1 MHz 12,000 w 802 ft. above average terrain	E. Lee Leicinger, GM N/A Steve Van Ort, PD	622 Lafayette Blvd. Detroit, MI 48231 313-222-2588	N/A	CBS Radio FM 100 Plan
WJR-AM	Detroit	AC	Capital Cities Communications	760 KHz 50,000 w Non-Directional	Ronald Pancratz, GM James Long, GSM Joseph Bacarella, PD	Fisher Bldg. Detroit, MI 48202 313-875-4440	\$234 × 6	Eastman Radio
WJZZ-FM	Detroit	J	Bell Broadcasting	105.9 MHz 34,000 w horz/vert Non-Directional	Robert Bell Bass, GM Dennis Jackson, GSM Dorian Pastner, PD	2994 E. Grand Blvd. Detroit, MI 48202 313-871-0590	N/A	Bernard Howard

FM 98.7



DETROIT'S
WHEELS

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WLBS-FM	Mount Clemens	B	Inner City Broadcasting	102.7 MHz 50,000 w horz/vert 410 ft. above average terrain	Janie Washington, GM Kenneth Patt, GSM Burt Wilson, PD	Radio Drive Mt. Clemens, MI 48043 313-792-6600	\$110	Unirep Broadcasting
WLLZ-FM	Farmington Hills	A	Doubleday Broadcasting	98.7 MHz 50,000 w horz/vert 480 ft. above average terrain	Michael Solan, GM Jeffrey Sleete, GSM Joe Urbiel, PD	31555 14 Mile Rd. Suite 102 Farmington Hills, MI 48018 313-855-5100	N/A	McGavren-Guild
WLQV-AM	Detroit	REL	Gannett	1500 KHz 50,000 w Day/5,000 w Night Directional	Jack Myczka, GM Sharon Fisher, GSM N/A	15401 W. Ten Mile Road Detroit, MI 48237 313-967-1515	N/A	N/A
WMJC-FM	Birmingham	AC	Greater Media	94.7 MHz 10,000 w 950 ft. above average terrain	Chuck Borchard, GM Don Hamlin, GSM Ken Scott, PD	One Radio Plaza Detroit, MI 48220 313-398-7600	N/A	Major Market
WMUZ-FM	Detroit	REL	Crawford Broadcasting	103.5 MHz 115,000 w Day/Night 300 ft. above average terrain	Frank Franciosi, GM Frank Franciosi, GSM N/A	12300 Radio Place Detroit, MI 48228 313-272-3434	\$32	N/A
WNIC-FM	Dearborn	AC	Josephson International	100.3 MHz 50,000 w horz/vert 400 ft. above average terrain	Ed Christian, GM Lorraine Golden, GSM Jim Harper, PD	Box 1310 15001 Michigan Avenue Dearborn, MI 48126 313-846-8500	N/A	RKO Radio E. Alvin Davis
WOMC-FM	Detroit	AC	Metromedia	104.3 MHz 190,000 w horz/vert 416 ft. above average terrain	Elaine Baker, GM Carl Kitts, GSM Chuck Morgan, PD	2201 Woodward Heights Detroit, MI 48220 313-546-9600	\$150	Katz Radio
WQBH-AM	Detroit	B	Detroit Broadcasting	1400 KHz 1,000 w Day/250 w Night Non-Directional	Harvey Deutch, GM David Levitt, GSM Martha Jean, PD	2056 CNB Building Detroit, MI 48226 313-965-4500	\$75	N/A
WQRS-FM	Detroit	CL	Outlet Company	105.1 MHz 50,000 w horz/vert 520 ft. above average terrain	Lee Hanson, GM Dick Sheppard, GSM James Keeler, PD	500 Temple Detroit, MI 48201 313-833-6105	N/A	Concert Music Broadcast
WRIF-FM	Detroit	A	ABC Radio	101.1 MHz 27,200 w horz/vert 880 ft. above average terrain	John Hare, GM Marcellus Alexander, Jr., GSM Fred Jacobs, PD	20777 W. Ten Mile Road Southfield, MI 48037 313-827-1111	\$170	Blair Radio
WWJ-AM	Detroit	N	Evening News Association	950 KHz 5,000 w Directional-Night Only	Lee Leicinger, GM N/A Don Patrick, PD	622 W. Lafayette Blvd. Detroit, MI 48231 313-222-2428	N/A	CBS Radio
WWWW-FM	Detroit	C	Shamrock Broadcasting Group	106.7 MHz 61,125 w 508 ft. above average terrain	Philip Lamka, GM Steve Hill, GSM Barry Mardit, PD	2930 E. Jefferson Detroit, MI 48207 313-259-4323	\$150	Christal Company
WXYZ-AM	Detroit	N/T	ABC Radio	1270 KHz 5,000 w Directional-Night Only	Charles Fritz, GM Ed Poole, GSM Michael Packer, PD	Box 789 20777 W. Ten Mile Rd. Southfield, MI 48037 313-827-1270	N/A	Blair Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

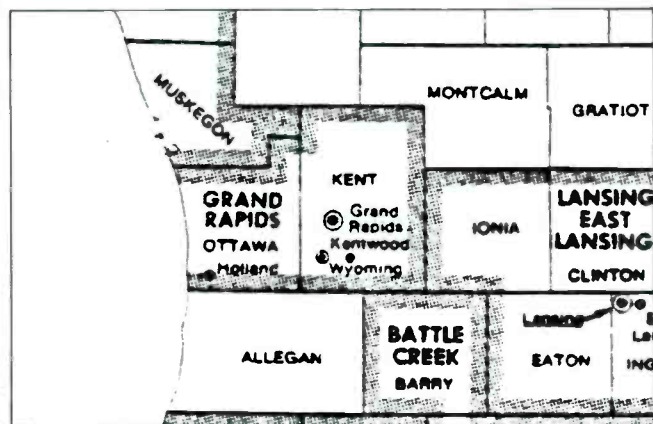
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

GRAND RAPIDS-KALAMAZOO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCUZ-AM	Grand Rapids	C	Pathfinder Communications	1230 KHz 1,000 w Day/250 w Night Non-Directional	Ronald Dykstra, GM A. Michael Gordon, GSM Ed Buchanan, PD	1 McKay Tower Grand Rapids, MI 49503 616-451-2551	\$76	Eastman Radio
WCUZ-FM	Grand Rapids	C	Pathfinder Communications	101.3 MHz 50,000 w horz/vert 420 ft. above average terrain	Ronald Dykstra, GM A. Michael Gordon, GSM Ed Buchanan, PD	1 McKay Tower Grand Rapids, MI 49503 616-451-2551	\$76	Eastman Radio
WFUR-FM	Grand Rapids	BM	Furniture City Broadcasting	102.9 MHz 40,000 w 257 ft. above average terrain	William Kuiper, Sr., GM Rodger Peuler, GSM William Kuiper, PD	Box 1808 Grand Rapids, MI 49501 616-456-9541	\$14	Michigan Spot
WGRD-FM	Grand Rapids	AC	Regional Broadcasters of Michigan	98.2 MHz 13,000 w 590 ft. above average terrain	Steve Cartwright, GM Robert Wohlleit, GSM Chuck Bailey, PD	122 Lyon N.W. Grand Rapids, MI 49503 616-459-4111	\$38	Torbet Radio
WHTC-AM	Holland	AC	Holland Comm.	1450 KHz 1,000 w Day/250 w Night Non-Directional	Michael Walton, GM Stanley Gebben, GSM Don Roberts, PD	Box 911 Holland, MI 49423 616-392-3121	N/A	Pates/Walton
WJFM-FM	Grand Rapids	AC	WJFM, Inc	93.7 MHz 320,000 w horz/vert 350 ft. above average terrain	Stanton Smart, STM David Wiehe, GSM David Myers, PD	Broadcast Place 280 Ann St. N.W. Grand Rapids, MI 49504 616-363-7701	\$51	McGavren-Guid TM Programming
WJPW-AM	Rockford	AC	Jack Lee Payne	810 KHz 500 w Non-Directional	Jack Lee Payne, GM Jack Lee Payne, GSM Jack Lee Payne, PD	Box 810 3691 10 Mile Rd. N.E. Rockford, MI 49341 616-866-1501	\$5	N/A
WLAV-FM	Grand Rapids	A	Shepard Broadcasting	96.9 MHz 50,000 w horz/vert 500 ft. above average terrain	John Shepherd, GM Dennis Lemon, GSM Dave Logan, PD	161 Ottawa N.W. Grand Rapids, MI 49503 616-456-5461	N/A	Blair Radio
WDDD-AM	Grand Rapids	AC	Wood Broadcasting	1300 KHz 5,000 w Directional-Night Only	Michael Lareau, GM Joe Borrello, GSM Skip Essix, PD	180 N. Division College Park Plaza Grand Rapids, MI 49503 616-459-1919	N/A	Katz Radio
WDDD-FM	Grand Rapids	BM	Wood Broadcasting	105.7 MHz 265,000 w horz/vert 810 ft. above average terrain	Michael Lareau, GM Joe Borrello, GSM Skip Essix, PD	180 N. Division College Park Plaza Grand Rapids, MI 49503 616-459-1919	N/A	Katz Radio
WQWQ-FM	Muskegon	BM	TSPS Broadcasting	105.5 MHz 50,000 w horz/vert 375 ft. above average terrain	Frederick Tascone, GM Larry Veenstra, GSM William Stevens, PD	Box 296 1877 Peck St. Muskegon, MI 49443 616-722-1661	\$16.50	Jack Masla

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTWN-AM	Grand Rapids	AC	Shepard Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	John Shepherd, GM Al Bober, GSM Dave Logan, PD	161 Ottawa N.W. Grand Rapids, MI 49503 616-456-5461	N/A	Blair Radio
WXQT-AM	Grand Rapids	BB	Regional Broadcasters of Michigan	1410 KHz 1,000 w Day/500 w Night Non-Directional	Steve Cartwright, GM Robert Wohlfeil, GSM Chuck Bailey, PD	122 Lyon St., N.W. Grand Rapids, MI 49502 616-459-4111	\$28	Torbet Radio Al Ham "MOYL"
WZND-FM	Zeeland	C	West-Slate Broadcasters	99.3 MHz 2,000 w 354 ft. above average terrain	Charles Rich, GM Charles Rich, GSM Craig Rich, PD	Box 106 1305 S. 96th Avenue Zeeland, MI 49464 616-772-2144	\$12	N/A
WZZR-FM	Comstock Park	AC	WZZR, Inc.	95.7 MHz 50,000 w horz/vert 310 ft. above average terrain	Michael Jackman, GM Michael Jackman, GSM Lucian Jay, PD	3655 Alpine N.W. Comstock Park, MI 49321 616-784-3200	N/A	Selcom
WFUR-AM	Grand Rapids	REL	Furniture City Broadcasting	1570 KHz 1,000 w Days Non-Directional	William Kuiper, Sr., GM William Kuiper, Sr., GSM Ronald Harper, OM	399 Garfield Ave. S.W. Grand Rapids, MI 49504 616-456-9541	N/A	N/A
WKWM-AM	Kentwood	J	WKWM, Inc.	1140 KHz 5,000 w Directional	Richard Culppepper, GM Frank Grant, STM Lloyd Brown, GSM Frank Grant, PD	Box 828 Kentwood, MI 49508 616-676-1237	\$15	The Roberts Associates
WMAX-AM	Grand Rapids	REL	Grand Lakes Broadcasting	1480 KHz 5,000 w Non-Directional	Jack Hoppus, GM N/A N/A	209 H Waters Bldg. Grand Rapids, MI 49503 616-458-3793	\$18	Savalli & Schutz
WYGR-AM	Wyoming	REL	Donna Broadcasting	1530 KHz 500 w Non-Directional	Fred Jacob, GM N/A John Clemence, PD	325 E. 28th St. S.E. Grand Rapids, MI 49508 616-452-3111	\$20	N/A



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

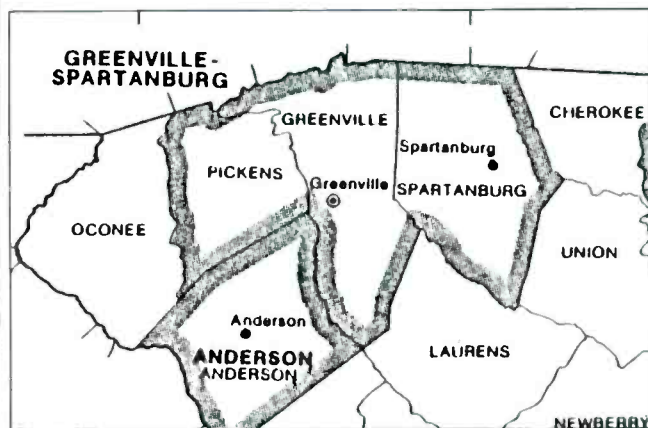
- | | | | |
|----|----------------------|-----|----------------|
| A | — ALBUM ROCK | MM | — MELLOW MUSIC |
| AC | — ADULT CONTEMPORARY | N | — NEWS |
| B | — BLACK | N/T | — NEWS/TALK |
| BB | — BIG BAND | O | — OLDIES |
| BM | — BEAUTIFUL MUSIC | R | — ROCK |
| C | — COUNTRY | SP | — SPANISH |
| CL | — CLASSICAL | REL | — RELIGION |
| D | — DISCO | T | — TALK |
| J | — JAZZ | | |

GREENVILLE-SPARTANBURG



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WASC-AM	Spartanburg	B	New South Broadcasting	1530 KHz 1,000 w Non-Directional	James Harrelson, GM K. Joe Sessoms, GSM Lou Brodus, PD	Box 5686 840 Wofford St. Spartanburg, SC 29301 803-585-1530	\$14 × 6	Bernard Howard
WESC-AM	Greenville	C	Broadcasting Company of the Carolinas	660 KHz 10,000 w Non-Directional	John Davenport, GM Wally Mullinax, GSM Dale Gilbert, PD	Box 660 223 W. Stone Avenue Greenville, SC 29602 803-242-4660	\$70 × 6	Blair Radio
WESC-FM	Greenville	C	Broadcasting Company of the Carolinas	92.5 MHz 100,000 w horz/vert 2,000 ft. above average terrain	John Davenport, GM Wally Mullinax, GSM Dale Gilbert, PD	Box 660 223 W. Stone Avenue Greenville, SC 29602 803-242-4660	\$70 × 6	Blair Radio
WFBC-AM	Greenville	AC	Multimedia Broadcasting	1330 KHz 5,000 w Directional-Night Only	Bruce Buchanan, GM Dennis DeMichele, GSM Greg Anderson, PD	Box 1330 505 Rutherford St. Greenville, SC 29602 803-271-9200	\$82 × 6	Katz Radio
WFBC-FM	Greenville	AC	Multimedia Broadcasting	93.7 MHz 100,000 w 1,840 ft. above average terrain	Bruce Buchanan, GM Dennis DeMichele, GSM Greg Anderson, PD	Box 1330 505 Rutherford St. Greenville, SC 29602 803-271-9200	\$82 × 6	Katz Radio Drake-Chenault
WHYZ-AM	Greenville	B	Hooper Communication	1070 KHz 50,000 w Directional	Thomas Hooper, GM Thomas Hooper, GSM Michael Williams, PD	Box 4309 Greenville, SC 29608 803-246-1441	N/A	Bernard Howard
WMRB-AM	Greenville	BB	Paramount Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Alton Finley, Jr., GM Tom Wall, GSM Robert David Mackney, PD	310 Rutherford St. Greenville, SC 29604 803-242-1490	\$14.50	N/A Al Ham "MOYK"
WORD-AM	Spartanburg	AC	Brooks Broadcasting	910 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Robert Brown, GM Ralph Destito, GSM N/A	Box 3257 Malibu Drive Spartanburg, SC 29304 803-583-2711	\$34	Jack Masla
WSPA-AM	Spartanburg	AC	Spartan Radiocasting	950 KHz 5,000 w Directional-Night Only	Larry Cook, GM Larry Cook, GSM Bob Kaake, PD	224 E. Main St. Spartanburg, SC 29301 803-585-9500	N/A	McGavren-Guild
WSPA-FM	Spartanburg	BM	Spartan Radiocasting	98.9 MHz 100,000 w horz/vert 1,910 ft. above average terrain	Larry Alverson, GM Jim Peacock, GSM Ed Coheen, PD	Box 1717 244 E. Main St. Spartanburg, SC 29301 803-585-9999	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY		GENERAL MGR.		ADDRESS	PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
				POWER-DAY NIGHT	DIRECTIONAL TERRAIN	SALES MGR.	PROGRAM DIR.				
WSSL-FM	Laurens	C	Keymarket Communications	100.5 MHz	100,000 w horz/vert 1,280 ft. above average terrain	David Bernstein, GM	Mike Steinhilper, GSM John Knight, PD	Box 100 Greenville, SC 29602	803-246-0100	\$59 × 6	Eastman Radio TM Programming

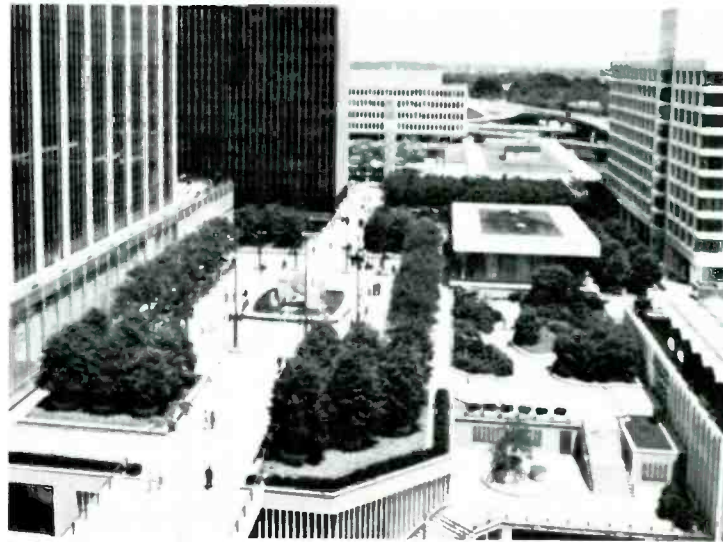


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

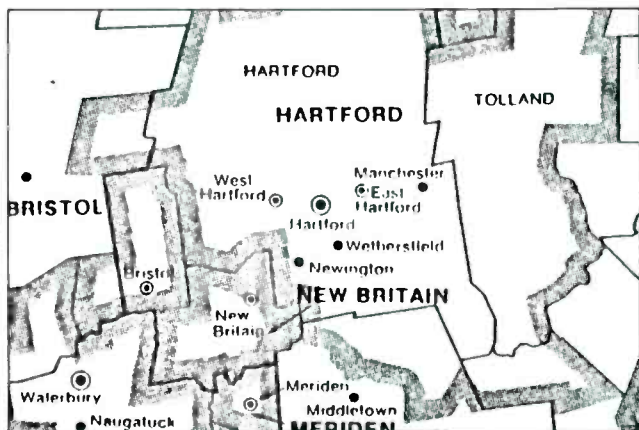
- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

HARTFORD-NEW HAVEN



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCCC-FM	Hartford	A	Greater Hartford Communications	106.9 MHz 23,200 w horz/vert 720 ft. above average terrain	Sy Dresner, GM Mill Aninger, GSM Lich, PD	243 S. Whitney Hartford, CT 06105 203-233-4426	\$45 x 6	Selcom
WDRG-AM	Bloomfield	AC	Buckley Broadcasting	1360 KHz 5,000 w Directional-Night Only	Richard Korsen, GM Ron Pell, GSM Charles Parker, PD	869 Blue Hills Avenue Bloomfield, CT 06002 203-278-1115	N/A	McGavren-Guild
WDRG-FM	Bloomfield	R	Buckley Broadcasting	102.9 MHz 19,500 w horz/vert 810 ft. above average terrain	Richard Korsen, GM Ron Pell, GSM Charles Parker, PD	869 Blue Hills Avenue Bloomfield, CT 06002 203-278-1115	N/A	McGavren-Guild
WHCN-FM	Hartford	A	Beck-Ross Communications	105.9 MHz 16,000 w horz/vert 867 ft. above average terrain	A. William Lee, GM Donald Ambrose, GSM Dan Hayden, PD	1039 Asylum Avenue Hartford, CT 06105 203-247-1060	\$60 x 7	Jack Masla
WIOF-FM	Waterbury	AC	Merv Griffin	104.1 MHz 14,000 w horz/vert 835 ft. above average terrain	Al Pellegrino, GM Gary Gerard, GSM Lou Terri, PD	Box 2719 Waterbury, CT 06720 203-758-4450	N/A	Torbet Radio TM Programming
WINF-AM	Manchester	BB	WINF Broadcast Management	1230 KHz 1,000 w Day/250 w Night Non-Directional	Randall Wilhite, GM -N/A Jerry Tucker, PD	257 E. Center St. Manchester, CT 06040 203-646-1230	\$19	Market 4 Toby Arnold
WKCI-FM	Hamden	R	Kops Monahan	101.3 MHz 10,000 w circular polarized 1,070 ft. above average terrain	Stanley Puzycki, GM Andrew Gambardella, GSM Curtis Hansen, PD	152 Temple St. Hamden, CT 06510 203-777-7809	N/A	McGavren-Guild
WKND-AM	Windsor	B	Hartcom	1480 KHz 500 w Directional	John Catlett, GM Byron McClanahan, GSM Ed Jordan, PD	Box 1480 Windsor, CT 06095 203-688-6221	\$59	R.A. Lazar
WKSS-FM	Hartford-Meriden	BM	Sturgeon	95.7 MHz 14,500 w 820 ft. above average terrain	Dick Bertel, GM Robert Lang, GSM Dick Bertel, PD	60 Washington St. Hartford, CT 06106 203-243-9577	\$70	Blair Radio Bonneville
WMLB-AM	West Hartford	C	1550 Radio	1550 KHz 1,000 w Day Only Non-Directional	Philip Burgess, GM Aaron Osipon, GSM Bill Burgess, PD	630 Oakwood Avenue West Hartford, CT 06110 203-521-1550	\$18	New England Spot
WPDG-AM	Hartford	N	Merv Griffin	1410 KHz 5,000 w Directional	Al Pellegrino, GM Gary Gerard, GSM Lou Terri, PD	Box 11-1410 Newington Branch Hartford, CT 06111 203-666-1411	\$68 x 6	Torbet Radio
WRCH-FM	New Britain	BM	Radio Corp. of Hartford	100.5 MHz 25,000 w circular polarized 720 ft. above average terrain	Enzo De Dominicis, GM Jerry Shepard, GSM Steve Nichols, PD	Radio Park Farmington, CT 06032 203-678-9100	\$90	Christal Company

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WRCC-AM	New Britain	AC	Radio Corp. of Hartford	910 KHz 5,000 w Dir.-Sep. patterns day & night	Richard Bremkamp, GM Jerry Shepard, GSM Steve Nichols, PD	Radio Park Farmington, CT 06032 203-678-9100	N/A	Christal Company
WTIC-AM	Hartford	AC	The Ten Eighty	1080 KHz 50,000 w Directional-Night Only	Perry Ury, GM Bob Dunn, GSM Tom Barsantei, PD	1 Financial Plaza Hartford, CT 06103 203-522-1080	\$370 × 12	Katz Radio
WTIC-FM	Hartford	R	The Ten Eighty	96.5 MHz 15,000 w horz/13,000 w vert 810 ft. above average terrain	Perry Ury, GM Warren Ladder, GSM Steve Goldstein, PD	1 Financial Plaza Hartford, CT 06103 203-522-1680	N/A	Katz Radio
WWYZ-FM	Waterbury	AC	WNAB	92.5 MHz 17,800 w horz/vert 860 ft. above average terrain	Fred Erwin, GM N/A Glen Colligan, PD	Broadcast Centre 1 Broadcast Ln. Waterbury, CT 06706 203-755-3111	N/A	CBS/FM

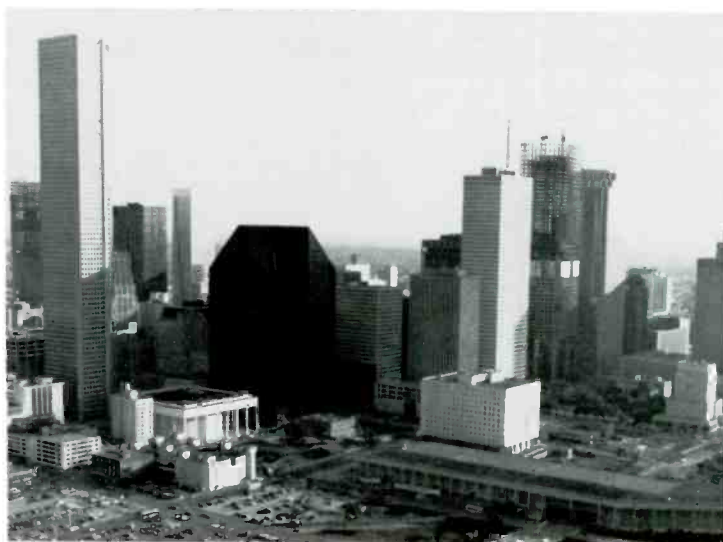


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

HOUSTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KCOH-AM	Houston	B	KCOH	1430 KHz 1,000 w Non-Directional	Mike Petrizzo, GM John Wilson, GSM Travis Gardner, PD	5011 Almeda Rd. Houston, TX 77004 713-522-1001	\$45 x 12	PRO Radio
KENR-AM	Houston	C	Lake Huron Broadcasting	1070 KHz 10,000 w Day/5,000 w Night Directional	Robert Chandler, GM Miles Chandler, GSM Jason Williams, PD	9801 Westheimer Houston, TX 77042 713-266-1000	\$110	Katz Radio SMN Stardust
KEYH-AM	Houston	SP	Arlite Broadcasting	850 KHz 10,000 w Directional	David Armstrong, GM Bill Pogue, GSM Miguel Franco, PD	3130 Southwest Frwy. Houston, TX 77098 713-527-9363	\$72 x 6	Lotus Repts.
KFMK-FM	Houston	R	First Media Corp.	97.9 MHz 100,000 w horz/vert 500 ft. above average terrain	Dan Mason, GM David Meszaros, GSM Jim Sumpter, PD	6420 Richmond Ave. Houston, TX 77057 713-978-7328	N/A	RKO Radio
KIKK-AM	Pasadena	C	Viacom	650 KHz 250 w Day Only Non-Directional	Nick Trigony, GM Deane Hardy, GSM Charlie Ochs, PD	6306 Gulfton Dr. Houston, TX 77081 713-772-4433	\$360 comb./FM	Torbet Radio
KIKK-FM	Houston	C	Viacom International	95.7 MHz 100,000 w horz/vert 995 ft. above average terrain	Nick Trigony, GM Dean Hardy, GSM Charlie Ochs, PD	6306 Gulfton Drive Houston, TX 77081 713-772-4433	N/A	Torbet Radio
KILT-AM	Houston	C	The LIN Broadcasting	610 KHz 5,000 w Dir.-Sep. patterns day & night	Dickie Rosenfeld, GM Harry Rogers, GSM Rick Cendea, PD	500 Lovett Blvd. Houston, TX 77006 713-526-3461	N/A	Burns Media
KILT-FM	Houston	C	The LIN Broadcasting	100.3 MHz 100,000 w horz/vert 790 ft. above average terrain	Dickie Rosenfeld, GM Harry Rogers, GSM Rick Cendea, PD	500 Lovett Blvd. Houston, TX 77006 713-526-3461	N/A	Blair Radio
KKBQ-AM	Houston	AC	Harte-Hanks Radio	790 KHz 5,000 w Non-Directional	Dick French, GM Sandy Gamblin, GSM John Lander, PD	2100 Travis, Suite 1400 Houston, TX 77002 713-654-7900	N/A	Eastman Radio
KLAT-AM	Houston	SP	Spanish Broadcasting	1010 KHz 5,000 w Day Only Directional	Ricardo Castillo, GM Chuck Brooks, GSM Rogelio Soto, PD	101 N. Milby Plaza Houston, TX 77003 713-868-4344	\$78 x 12	Caballero Spanish Media
KLEF-FM	Houston	CI	Entertainment Communications	94.5 MHz 100,000 w horz/vert 610 ft. above average terrain	Steve Shepard, GM Mark Rothenberg, GSM Regina Scruzgs, PD	5353 W. Alabama, No. 410 Houston, TX 77056 713-622-5533	\$90 x 6	Concert Music Broadcast
KLOL-FM	Houston	A	Rusk Corp.	101.9 MHz 100,000 w horz/vert 790 ft. above average terrain	Hal Kemp, GM Max Cohen, GSM Chris Miller, PD	Box 1520, 510 Lovett Rd. Houston, TX 77001 713-526-4591	N/A	Christal Co. Sebastian
KLVL-AM	Pasadena	SP	Felix H. Morales	1480 KHz 1,000 w Day/500 w Night Non-Directional	Felix Morales, GM John Hernandez, GSM J. Ramos, PD	111 N. Ennis St. Houston, TX 77003 713-225-3207	\$24	National Time

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KMJQ-FM	Clear Lake City	B	Amaturo Group	102.1 MHz 100,000 w horz/vert 790 ft. above average terrain	Monty Lang, GM Jeff Silver, GSM Fred Henderson, PD	Suite 210, 3100 Richmond Ave. Box 22900 Houston, TX 77227 713-527-9545	N/A	McGavren-Guild
KNUZ-AM	Houston	C	Texas Coast	1230 KHz 1,000 w Day/250 w Night Non-Directional	Dave Nooris, GM Sally Williams, GSM Bruce Nelson, PD	4701 Caroline Houston, TX 77004 713-523-2581	N/A	Major Market
KODA-FM	Houston	BM	Westinghouse Broadcasting	99.1 MHz 100,000 w 790 ft. above average terrain	Mill Willis, GM Bill Legrand, GSM Ken Rogulski, PD	4810 San Felipe Rd. Houston, TX 77056 713-622-1010	N/A	Radio Adv. Rep. Bonneville
KPRC-AM	Houston	N/T	Houston Post Co.	950 KHz 5,000 w Directional-Night Only	Cleve Griffin, GM George Stokes, GSM Tom Reiff, PD	Box 2222, 8181 S.W. Frwy. Houston, TX 77001 713-771-4631	N/A	CBS Radio
KQUE-FM	Houston	AC	Texas Coast Broadcasters	102.9 MHz 280,000 w horz/vert 700 ft. above average terrain	Dave Morris, GM Sally Williams, GSM Paul Berlin, PD	Box 188, 4701 Caroline Houston, TX 77001 713-523-2581	N/A	Major Market
KRBE-FM	Houston	AC	GCC Communications of Houston	104.1 MHz 100,000 w horz/vert 790 ft. above average terrain	John Dew, GM Bill Hill, GSM Roger Garrett, PD	9801 Westheimer, Suite 700 Houston, TX 77042 713-266-1111	N/A	Katz Radio FairWest Prg. One George Johns
KRLY-FM	Houston	B	Gulf Broadcasting Group	93.7 MHz 100,000 w horz/vert 790 ft. above average terrain	John Hiatt, GM Don Peterson, GSM Steve Harris, PD	2630 Fountainview Dr., Suite 210 Houston, TX 77057 713-780-1646	N/A	Jack Masla
KSRR-FM	Houston	A	American Broadcasting	96.5 MHz 100,000 w circular polarized 580 ft. above average terrain	Jeff Trumper, GM Kevin McCarthy, GSM Alan Sneed, PD	1201 Fannin Band Bldg. Houston, TX 77030 713-797-0097	N/A	Hillier
KTRH-AM	Houston	N/T	Rusk Corp.	740 KHz 50,000 w Directional	Hal Kemp, GM Max Cohen, GSM Ed Shane, PD	Box 1520, 510 Lovett Blvd. Houston, TX 77001 713-526-4591	N/A	Christal Co.
KYND-FM	Pasadena	BM	Harte-Hanks Radio	92.5 KHz 97,000 w horz/vert 790 ft. above average terrain	Vici Williams, GM Scott Davis, GSM John Davidson, PD	11 Greenway Plaza, Suite 2022 Houston, TX 77046 713-961-0092	N/A	Eastman Radio Churchill Prdctns
KYOK-AM	Houston	B	Shamrock Broadcasting	1590 KHz 5,000 w Directional-Night Only	Bernard Walker, GM Jim Foxx, GSM Rick Roberts, PD	Box 8218, 3000 LaBranch Houston, TX 77004 713-526-7131	\$65	N/A
KXYZ-AM	Houston	SP	Slater Broadcasting	1320 KHz 5,000 w Directional-Night Only Non-Directional/Day	Bill Walters, GM Joyce Becker, GSM Eleazar Garcia, PD	Box 87190 225 Berk & South Sts. Houston, TX 77287 713-472-2500	\$70	P/W Radio Reps.



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

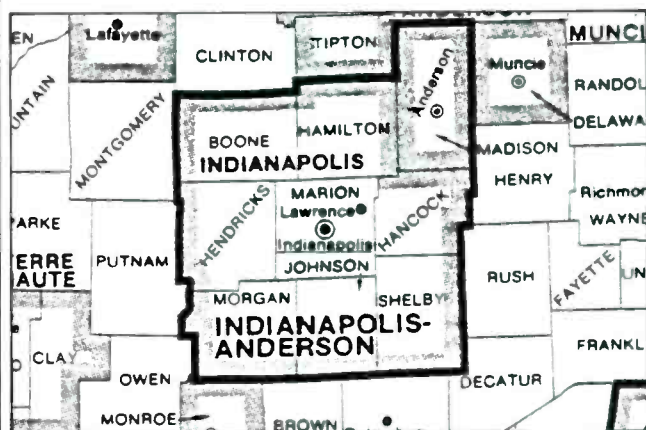
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

INDIANAPOLIS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WATI-AM	Indianapolis	BM	Sarkes Tarzian	810 KHz 250 w Non-Directional	Tom Tolar, GM Tom Tolar, GSM Bob Todd, PD	3490 Bluff Rd. Indianapolis, IN 46217 317-783-9284	N/A	Jack Masla FM 100 Plan.
WBRI-AM	Indianapolis	REL	Radio One Five Hundred	1500 KHz 5,000 w Directional	Gary Arnold, GM Bruce Mughman, GSM Gary Saltee, PD	4802 E. 62nd St Indianapolis, IN 46220 317-255-5484	\$24 x 5	N/A
WCBK-FM	Martinsville	AC	Morgan County Broadcasters	102.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Dave Keister, GM Jeff Hancock, GSM Dave Keister, PD	1639 Burton Lane Marlinsville, IN 46151 317-342-3394	N/A	N/A
WENS-FM	Shelbyville	AC	Emmis Broadcasting	97.1 MHz 30,000 w horz/vert 679 ft. above average terrain	Jeffrey Smulyan, GM James Culbertson, GSM Richard Cummings, PD	2255 N. Hawthorne Ln. Indianapolis, IN 46218 317-353-9700	\$110	CBS/FM National Henaberry
WFBQ-FM	Indianapolis	A	Gulf Broadcast Group	94.7 MHz 52,000 w 850 ft. above average terrain	L. David Moorhead, GM Rick Miles, GSM Joe Krause, PD	6161 Fall Creek Rd. Indianapolis, IN 46220 317-257-7565	N/A	Katz Radio Sebastian
WFMS-FM	Indianapolis	C	Susquehanna	95.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Larry Grogen, GM Kevin Aufmann, GSM Herb Allen, PD	8120 Knue Rd. Indianapolis, IN 46250 317-842-9550	\$110	Torbet Radio
WGTC-FM	Bloomington	AC	Sarkes Tarzian	92.3 MHz 37,000 w horz/vert 1,091 ft. above average terrain	R.G. Holben, GM R.G. Holben, GSM Joel Widdows, PD	535 S. Walnut Street Bloomington, IN 47401 812-332-3366	15/0 time only	PRO Radio
WIBC-AM	Indianapolis	AC	Fairbanks Broadcasting	1070 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Roy Cooper, GM Tim Medland, GSM Jed Duval, PD	2835 N. Illinois St. Indianapolis, IN 46208 317-924-5211	\$180	Blair Radio
WIFE-AM	Indianapolis	N/T	Communicom Broadcasting Partners	1310 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Don Watson, GM Mitt McConnell, GSM Don Watson, PD	1440 N. Meridian St. Indianapolis, IN 46202 317-637-1375	\$52 x 6	Selcom
WIKS-FM	Greenfield	R	Heftel Broadcasting	99.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Dennis Rossmo, GM Charlie Slavic, GSM C. Matthews, PD	1800 N. Meridian #99 Indianapolis, IN 46202 317-924-9457	\$50 x 6	Major Market E. Alvin Davis
WIRE-AM	Indianapolis	C	Mid America Media	1430 KHz 5,000 w Directional-Night Only	Jack Hobbs, GM Jack Sorbi, GSM Gary Havens, PD	Box 88456 Indianapolis, IN 46208 317-927-4200	N/A	Eastman Radio
WNAP	Indianapolis	R	Fairbanks Broadcasting	93.1 MHz 50,000 w 1,022 ft. above average terrain	Roy Cooper, GM Bill Johnson, GSM Cris Conner, PD	2835 N. Illinois St Indianapolis, IN 46208 317-924-5211	\$80	Blair Radio
WNDE-AM	Indianapolis	AC	Gulf Broadcast Group	1260 KHz 5,000 w Directional-Night Only	L. David Moorehead, GM Jerry Harbin, GSM Jay Lawrence, PD	6161 Fall Creek Rd. Indianapolis, IN 46220 317-257-7565	N/A	Katz Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNTS-AM	Beach Grove	REL	S & M Broadcasting	1590 KHz 5,000 w Day/500 w Night Directional	Jack Marsella, GM Jim Wilson, GSM Mike Ayers, PD	4800 E. Raymond St. Indianapolis, IN 46203 317-359-5591	\$14	Radio Spot
WTLC-FM	Indianapolis	B	Beni of of Indiana	105.7 MHz 50,000 w horz/vert 445 ft. above average terrain	Al Hobbs, GM Al Hobbs, GSM Jay Johnson, PD	Box 697 2126 N. Meridan St. Indianapolis, IN 46206 317-923-1456	N/A	Bernard Howard
WXLW-AM	Indianapolis	REL	Shirk Inc.	950 KHz 5,000 w Directional	Ed Sears, GM N/A Elizabeth Flynn, PD	3003 Kesster Blvd. Indianapolis, IN 46222 317-925-6494	\$15	N/A
WXTZ-FM	Indianapolis	BM	Mid-American Radio	103.3 MHz 18,000 w horz/vert 860 ft. above average terrain	Jack Hobbs, GM Gaylon Scott, GSM William Franzman, PD	4560 Knollton Rd. Indianapolis, IN 46208 317-927-4200	N/A	Eastman Radio Bonneville
WXVW-AM	Jeffersonville	BB	Sunnyside Communications	1450 KHz 1,000 w Day/250 w Night Non-Directional	Charles Jenkins, Jr., GM Charles Jenkins, Jr., GSM Gill Dougherty, PD	Box 726 Jeffersonville, IN 47130 812-283-3577	\$25	Lotus Al Ham "MOYL"

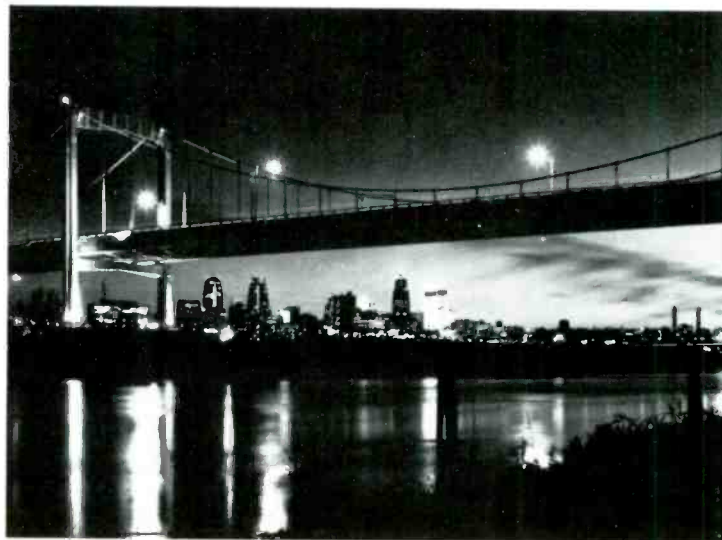


FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

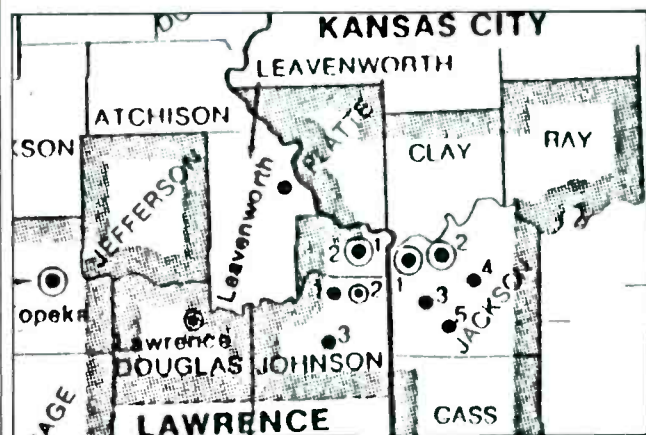
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

KANSAS CITY



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBEA-AM	Mission	N	KBEA Broadcasting	1480 KHz 1,000 w Day/500 w Night Directional	Robert Ingram, GM/Pres Lawyer Ward, GSM Dave Wilson, PD	Box 1347 Mission, KS 66202 913-432-1480	N/A	PW Radio
KBEQ-FM	Kansas City	R	Mariner Communications	104.3 MHz 50,000 w horz/vert 953 ft. above average terrain	Gary Rodriguez, GM John Kizer, GSM Maja Britton, PD	605 W 47th St Kansas City, MO 64112 816-531-2535	N/A	Eastman Radio
KCEZ-FM	Fairway	BM	Meredith	94.9 MHz 100,000 w. circular 1,057 ft. above average terrain	Steve Shannon, GM Gary Reames, GSM Mary Dunbar, PD	4500 Johnson Dr. Fairway, KS 66205 913-677-9595	\$64	Major Market
KCCV-AM	Independence	REL	Bott Broadcasting	1510 KHz 1,000 w Non-Directional	Rich Bott II, GSM Gary Coulter, STM/PD	10841 E 28th St. Independence, MO 64052 816-252-5050	\$18	N/A
KCMO-AM	Fairway	N/T	Meredith	810 KHz 50,000 w horz/vert Directional-Night Only	Steve Shannon, GM Bill Newman, GSM Tom Tradup, PD	4500 Johnson Dr. Fairway, KS 66205 913-677-7321	\$95	Major Market
KCNW-AM	Fairway	REL	Universal Broadcasting	1380 KHz 5,000 w Day/500 w Night Directional	Andy Willoughly, GM Nick Marshi, PD	Box 461 Shawnee Mission, KS 66201 913-492-1380	\$14	N/A
KFKF-FM	St. Joseph	C	KCKN	94.1 MHz 100,000 w horz/vert 465 ft. above average terrain	Robert LaBonte, GM William Goetze, GSM Paul Sebastian, PD	4121 Minnesota Avenue Kansas City, MO 66102 913-321-3200	N/A	McGavren-Guld
KJLA-AM	Kansas City	BB	Osborn Communications	1190 KHz 1,000 w Day/250 w Night Directional-Night Only	Wilton Osborn, II, GM Linsey Shannon, GSM Lee Mallory, PD	3435 Broadway Kansas City, MO 64111 816-753-7707	\$20	Roslin Radio
KKCI-FM	Kansas City	A	Golden East Broadcasting of Kansas City	106.5 MHz 100,000 w horz/vert 880 ft. above average terrain	John Beck, GM John Beck, GSM Dave Popovich, PD	4722 Broadway, Suite 221 Kansas City, MO 64112 816-531-3400	\$60	CBS/FM
KLDY-AM	Liberty	N	Southwest Radio Enterprises	1140 KHz 500 w Non-Directional	Keith Harrington, GM Steve Lilwer, GSM Sandy Sherar, PD	310 LaFrenze Rd. Liberty, MO 64068 816-781-6600	\$25	CBS/FM
KMBR-FM	Shawnee Mission	BM	Bonneville International	99.7 MHz 100,000 w horz/vert 950 ft. above average terrain	Walter Lochman, GM Jim Adams, GSM Jim Welch, PD	4935 Belinder Rd. Shawnee Mission, KS 66205 913-236-9800	N/A	Torbet Radio Bonneville
KMBZ-AM	Shawnee Mission	AC	Bonneville International	980 KHz 5,000 w Directional-Night Only	Walter Lochman, GM Jim Adams, GSM Steve Bell, PD	4935 Belinder Rd. Shawnee Mission, KS 66205 912-236-9800	N/A	Torbet Radio
KPRS-FM	Kansas City	B	KPRS Broadcasting	103.3 MHz 100,000 w horz/vert 450 ft. above average terrain	John Carter, GM John Carter, GSM Primm Carter, PD	Three Crown Center, Suite 118 Kansas City, MO 64108 816-471-2100	\$60	Bernard Howard

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KPRT-AM	Kansas City	REL	KPRS Broadcasting	1590 KHz 1,000 w Day Only Non-Directional	John Carter, GM	Three Crown Center, Suite 118 Kansas City, MO 64108 816-471-2100	\$60	Bernard Howard
KUDL-FM	Kansas City-Merriam, KS	AC	Shamrock Broadcasting	98.1 MHz 100,000 w 250 ft. above average terrain	Robert Hensky, GM Greg Fitzmaurice, GSM Ruth Reagan, PD	6230 Edy Merriam Mission, KS 66202 913-722-2866	\$65	Seicom TM Programming
KXTR-FM	Kansas City	CL	KXTR Broadcasting	96.5 MHz 100,000 w 546 ft. above average terrain	Lawyer Ward, GM Lawyer Ward, GSM Byl Strother, PD	1701 South 55th St. Kansas City, MO 66106 913-432-1480	\$50 x 12	Concert Music
KYYS-FM	Kansas City	A	Taft Broadcasting	102.1 MHz 100,000 w 940 ft. above average terrain	Bob Garrett, GM Herndon Hasty, GSM Joe MacCabe, PD	Signal Hill Kansas City, MO 64108 816-753-4567	N/A	N/A
WDAF-AM	Kansas City	C	Taft Broadcasting	610 KHz 5,000 w Non-Directional	Tom Connolly, GM Mike Costello, GSM Neal Mullins, PD	Signal Hill Kansas City, MO 64108 816-753-4567	N/A	Katz Radio
WHB-AM	Kansas City	R	Storz Broadcasting	710 KHz 10,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Skip Broussard, GM Skip Broussard, GSM Jeff Roberts, PD	106 W. 14th St. Kansas City, MO 64105 816-221-8300	\$130	Blair Radio



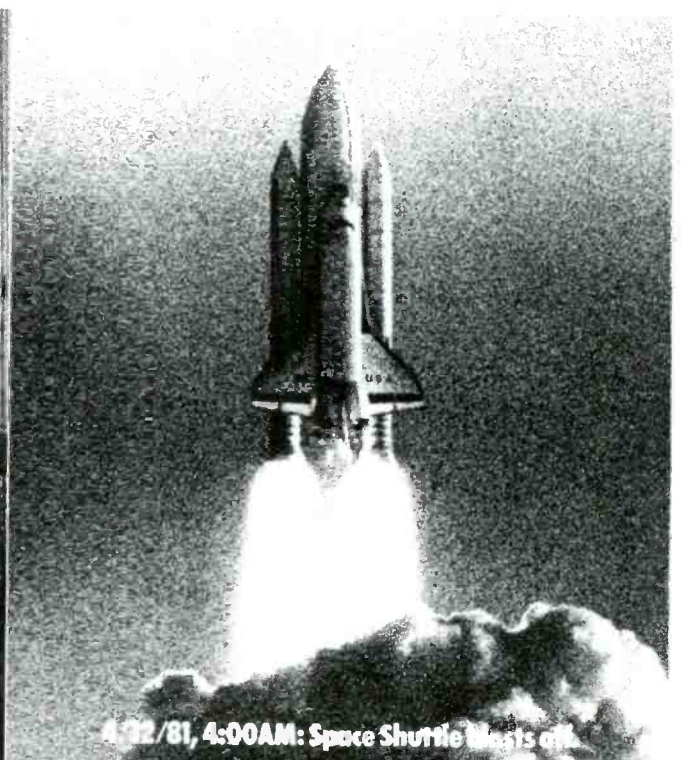
FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	



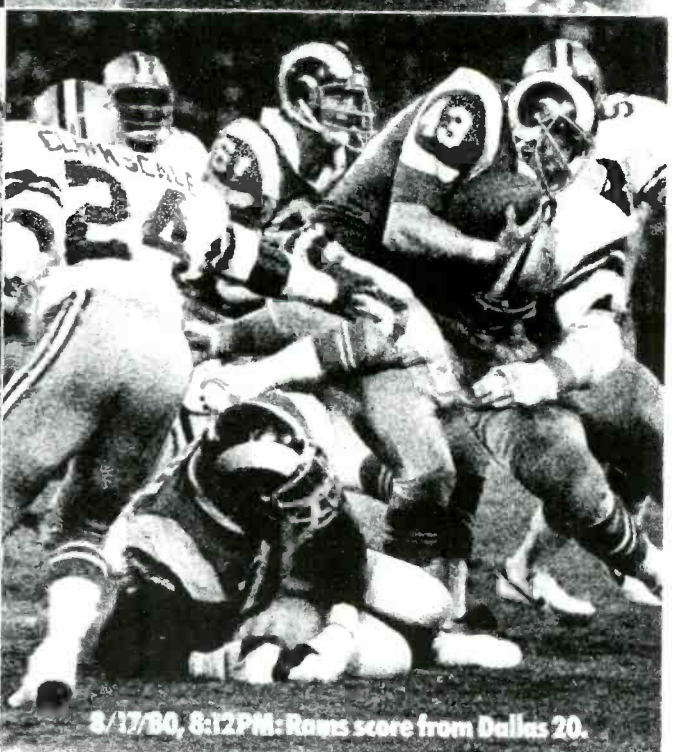
5/19/74, 11:25AM: LAPD apprehends barricaded suspect.



4/12/81, 4:00AM: Space Shuttle blasts off.



10/2/78, 6:00PM: Bluebird Canyon slides away.



8/17/80, 8:12PM: Rows score from Dallas 20.

**ALL NEWS ALL THE TIME.
BECAUSE THAT'S WHEN IT HAPPENS.**

KFWB RADIO 98

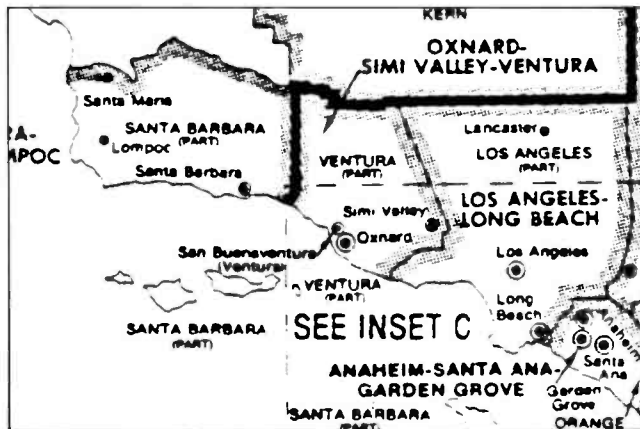


LOS ANGELES



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KABC-AM	Los Angeles	T	ABC	790 KHz 5,000 w Directional-Night Only	George Green, GM Pat Duffy, GSM Wally Sherwin, PD	3321 S. LaCienega Blvd. Los Angeles, CA 90016 213-557-7900	\$450 x 12	Katz Radio
KALI-AM	San Gabriel	SP	United Broadcasting	1430 KHz 5,000 w Directional	Raul Ortal, GM James Stratton, GSM Pepe Reyes, PD	5723 Melrose Avenue Hollywood, CA 90038 213-466-6161	\$60	Jack Masla
KBIG-FM	Los Angeles	BM	Bonneville International	104.3 MHz 105,000 w horz/vert 5,800 ft. above average terrain	Jack Adamson, GM Don Cena, GSM Rob Edwards, PD	7755 Sunset Blvd. Los Angeles, CA 90046 213-874-7700	\$360	Torbet Radio Bonneville
KFWB-AM	Los Angeles	N	Westinghouse Broadcasting	980 KHz 5,000 w Non-Directional	Frank Oxarart, GM Erle Younker, GSM Ned Foster, PD	6230 Yucca St. Los Angeles, CA 90028 213-462-5392	N/A	RAR
KGFJ-AM	Los Angeles	B	Inner City Broadcasting of Los Angeles	1230 KHz 1,000 w Day/250 w Night Non-Directional	Harold Jackson, GM Faye Bowling, GSM George Pierre, PD	6464 Sunset Blvd. Los Angeles, CA 90028 213-669-1000	N/A	Jack Masla
KHJ-AM	Los Angeles	C	RKO General	930 KHz 5,000 w Directional-Night Only	Allan Chlowitz, GM David Forier, GSM Lon Helton, PD	5515 Melrose Avenue Hollywood, CA 90038 213-462-2133	N/A	RKO Radio
KHTZ-FM	Los Angeles	AC	Greater Media	97.1 MHz 55,000 w circular polarized 770 ft. above average terrain	Robert Moore, GM Jim Freeman, GSM Jim Conlee, PD	3580 Wilshire Blvd. Los Angeles, CA 90010 213-383-4222	N/A	Selcom
KIQQ-FM	Los Angeles	R	The Outlet Co.	100.3 MHz 58,000 w 1,180 ft. above average terrain	George Wilson, GM Richard Warshaw, GSM Paula Matthews, PD	6430 Sunset Blvd. Hollywood, CA 90028 213-469-1631	\$220	Jack Masla
KJOI-FM	Los Angeles	BM	CCLA Communications	98.7 MHz 75,000 w horz/vert 1,833 ft. above average terrain	Gordon Mason, GM Robert Bochicchio, GSM Stan Gold, PD	2555 Briarcrest Rd. Beverly Hills, CA 90210 213-278-5990	\$250 x 12	Selcom Churchill
KLAC-AM	Los Angeles	C	Metromedia	570 KHz 5,000 w Directional	Donald Kelly, GM Stuart Levy, GSM Charlie Cook, PD	5746 Sunset Blvd. Los Angeles, CA 90028 213-462-5522	\$280	Eastman Radio
KLOS-FM	Los Angeles	A	ABC	95.5 MHz 68,000 w horz/vert 2,920 ft. above average terrain	Bill Sommers, GM Lee Larsen, GSM Tom Hedges, PD	3321 S. LaCienega Blvd. Los Angeles, CA 90016 213-557-7000	\$325 x 6	Katz Radio Jeff Pollack
KLVE-FM	Los Angeles	SP	Caballero Spanish Radio	107.5 MHz 34,000 w horz/vert 5,800 ft. above sea level	Elias Liberman, GM Julio Liberman, GSM	K-Love Radio Broadcasting 5724 Hollywood Blvd. Hollywood, CA 90028 213-465-3171	N/A	Caballero

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL/TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KMET-FM	Los Angeles	A	Metromedia	94.7 MHz 58,000 w horz/vert 2,835 ft. above average terrain	Howard Bloom, GM Bob Griffith, GSM Sam Bellamy, PD	5746 Sunset Blvd. Los Angeles, CA 90028 213-464-5638	\$510	Eastman Radio John Sebastian
KMPC-AM	Los Angeles	BB	Golden West Broadcasters, Inc.	710 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Kenneth Miller, GM Norman Epstein, GSM John Felz, PD	Box 710, 5858 Sunset Blvd. Los Angeles, CA 90028 213-460-5672	\$300	Major Market Drake-Chenault
KNX-AM	Los Angeles	N	CBS Radio	1070 KHz 50,000 w Non-Directional	George Nicholaw, GM W. Dean LeGras, GSM Bob Sims, PD	6121 Sunset Blvd. Los Angeles, CA 90028 213-460-3000	\$500	CBS Radio
KNX-FM	Los Angeles	MM	CBS Radio	93.1 MHz 54,000 w 2,870 ft. above average terrain	Robert Nelson, GM Hal Jay Bedsole, GSM Michael Sheehy, PD	6121 Sunset Blvd. Los Angeles, CA 90028 213-460-3203	N/A	CBS-FM
KOST-FM	Los Angeles	BM	Cox Broadcasting	103.5 MHz 12,500 w horz/vert 6,100 ft. above average terrain	Don Dalton, GM Bob Griffin, GSM Fred Seiden, PD	Box 76860 Los Angeles, CA 90076 213-385-0101	N/A	Christal Co. FM 100 Plan
KPRZ-AM	Los Angeles	BB	Gannett Broadcasting	1150 KHz 5,000 w Directional-Night Only	Wally Clark, GM Cos Cappelino Tom Murphy, PD	1150 Corp. 6255 Sunset Blvd. Los Angeles, CA 90028 213-462-6211	N/A	McGavren-Guild
KRLA-AM	Pasadena	AC	KRLA	1110 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Bert West, GM Mark Sayatovic, GSM Jack Roth, PD	1401 South Oak Knoll Pasadena, CA 91109 213-793-3330	\$260	Bernard Howard
KROQ-FM	Pasadena	A	George E. Cameron Communications	106.7 MHz 25,500 w 1,600 ft. above average terrain	Pat Welsh, GM Jeff Freeman, GSM Rick Carroll, PD	Burbank Broadcasting Co. 117 South Los Robles Avenue Pasadena, CA 91101 213-578-0830	N/A	Roslin Radio
KRTH-FM	Los Angeles	AC	KHJ Division RKQ General Broadcasting	101.1 MHz 58,000 w horz/vert 2,930 ft. above average terrain	Allan Chlowitz, GM Jan Kopic, GSM Bob Hamilton, PD	5901 Venice Blvd. Los Angeles, CA 90034 213-937-5230	\$400	RKO Radio
KTNO-AM	Los Angeles	SP	K-Love Radio Broadcasting	1020 KHz 50,000 w Directional	Elias Liberman, GM Julio Liberman, GSM Jose Liberman, PD	5724 Hollywood Blvd. Hollywood, CA 90028 213-465-3171	\$96 x 12	Caballero
KWST-FM	Los Angeles	AC	Century Broadcasting	105.9 MHz 72,000 w horz/vert 2,000 ft. above sea level	Tim Sullivan, GM Paulette Williams, GSM Jeff Salgo, PD	6430 W. Sunset Blvd. Los Angeles, CA 90028 213-467-1224	N/A	Torbet Radio
KZLA-AM	Los Angeles	C	Capital Cities Broadcasting	1540 KHz 50,000 w Directional	Vern Ore, GM Des Phelan, GSM Tom Casey, PD	5700 Sunset Blvd. Los Angeles, CA 90028 213-466-4123	N/A	Blair Radio
KZLA-FM	Los Angeles	C	Capital Cities Broadcasting	94 MHz 50,000 w Non-Directional	Vern Ore, GM Des Phelan, GSM Tom Casey, PD	5700 Sunset Blvd. Los Angeles, CA 90028 213-466-4123		Blair Radio Burns-Somerset



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

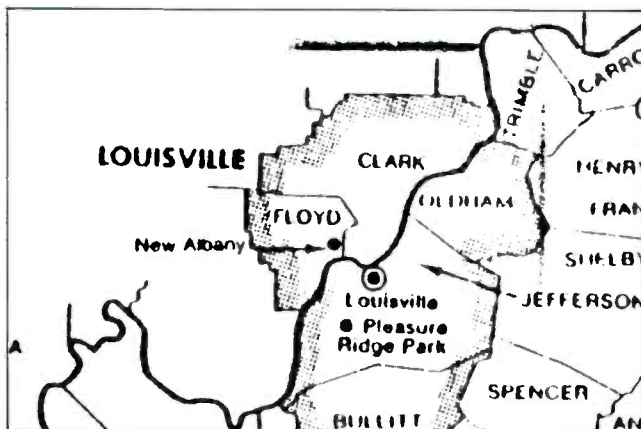
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

LOUISVILLE



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAKY-AM	Louisville	O	Multimedia	790 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Howdy Bell, GM Howdy Bell, GSM Bob Moody, PD	558 4th Avenue Louisville, KY 40202 502-589-7979	N/A	Katz Radio
WAMZ-FM	Louisville	C	WHAS	97.5 MHz 100,000 w horz/vert 505 ft. above average terrain	Robert Morse, GM Jane Vance, GSM Coyote Calhoun, PD	520 W. Chestnut St. Louisville, KY 40201 502-582-7832	\$80	Christal Co. Lee Bayley
WAVG-AM	Louisville	AC	ORIN	970 KHz 5,000 w Dir.-Sep. patterns day & night	Edward Henson, Jr., GM Joe McDevitt, GSM Alan Brown, PD	Box 37970, 725 S. Floyd St. Louisville, KY 40233 502-585-2201	\$65 x 6	Eastman
WCII-AM	Louisville	C	Great Trails Broadcasting	1080 KHz 10,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Richard Ferry, GM Horace Roth, GSM Jack Armstrong, PD	307 W. Muhammad Ali Blvd. Louisville, KY 40202 502-589-4800	\$100.75	Major Market Lund Consultants
WFIA-AM	Louisville	REL	American Bible Radio	900 KHz 1,000 w Non-Directional	Anne Wright, GSM Jim Todd, PD	310 W. Liberty St., Suite B-3 Louisville, KY 40202 502-583-4811	\$10 x 10	Radio Spot
WHAS-AM	Louisville	AC	WHAS	840 KHz 50,000 w Non-Directional	Robert Morse, GM James Topmiller, Jr., GSM Jerry David Malloy, PD	520 W. Chestnut Louisville, KY 40202 502-582-7801	\$130	Christal Co. Lee Bayley
WJYL-FM	Jeffersontown	AC	Publicast Communications	101.7 MHz 1,500 w 400 ft. above average terrain	Roger Hilkert, GM Roger Hilkert, GSM Mark Williams, PD	10,000 Shelbyville Rd Louisville, KY 40223 502-245-6601	N/A	N/A
WKJJ-FM	Louisville	AC	Great Trails Broadcasting	99.7 MHz 20,000 w horz/vert 720 ft. above average terrain	Richard Ferry, GM Horace Roth, GSM Jack Armstrong, PD	307 W. Muhammed Ali Blvd. Louisville, KY 40202 502-589-4800	\$100	Major Market John Lund
WINN-AM	Louisville	C	Communications Properties	1240 KHz 1,000 w Day/250 w Night Non-Directional	David Roederer, GM David Rogers, GSM David Rogers, PD	660 S. Third St., Fincastle Bldg. Louisville, KY 40202 502-585-5148	\$40	McGavren-Guild
WLOU-AM	Louisville	B	Summers Broadcasting	1350 KHz 5,000 w Non-Directional	William Summers, III, GM DuWayne McElroy, GSM Bill Price, PD	Box 8278, 2459 S. 3rd St. Louisville, KY 40208 502-636-3535	\$40 x 6	Bernard Howard
WLRS-FM	Louisville	A	Kentucky Technical Institute	102.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Louisa Henson, GM Nick Ulmer, GSM Dave Conley, PD	800 S. Fourth St. Louisville, KY 40203 502-585-5178	\$60 x 6	Eastman Radio Burkhart/Abrams
WOBS-AM	New Albany	REL	S.S.S. of Kentucky	1570 KHz 1,000 w Day Only Directional	Ed Sears, GM Ed Sears, GSM Gary Hart, PD	Box 126 New Albany, IN 47150 812-944-7781	\$9	Pates/Walton Radio-USA
WQMF-FM	Jeffersonville	A	The Other Corp.	95.7 MHz 34,000 w horz/vert 580 ft. above average terrain	John Page Otting, GM Michael Horlander, GSM Tom Owens, PD	Box 960 Louisville, KY 40201 502-589-4400	\$45 x 12	Selcom Sebastian

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WRKA-FM	St. Matthews	AC	Capitol Broadcasting	103.1 MHz 3,000 w horz/vert 300 ft. above average terrain	Ray Quinn, GM Joe Koetter, GSM Dan O'Toole, PD	10001 Linn Station Rd. Louisville, KY 40223 502-423-9752	\$60	Christal Co. David Klemm
WTMT-AM	Louisville	C	Jefferson Broadcasting	620 KHz 500 w Directional	Lee Stinson, GM Lee Stinson, Jr., GSM Bill McClain, PD	162 W. Broadway Louisville, KY 40202 502-583-6200	\$18	Jack Masala
WVEZ-FM	Louisville	BM	Multimedia	106.9 MHz 24,500 w horz/vert 670 ft. above average terrain	Christine Woodward, GM Christine Woodward, GSM Ed Williamson, PD	558 4th Avenue Louisville, KY 40202 502-589-0107	N/A	Katz Radio Schulke
WXLN-FM	Louisville	REL	American Bible Radio	103.9 MHz 950 w horz/vert 490 ft. above average terrain	Ann Wright, GSM Jim Todd, PD	310 W. Liberty St., Suite B-3 Louisville, KY 40202 502-583-4811	\$20 x 10	Radio Spot
WXVW-AM	Jeffersonville	BB	Sunnyside Communications	1450 KHz 1,000 w Day/250 w Night Non-Directional	Charles Jenkins, Jr., Pres. Charles Jenkins, Jr., GSM G. R. Daugherty, OM	Box 726 Jeffersonville, IN 47130 812-283-3577	\$25	Lotus Rep. Al Ham's "MOYL"



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

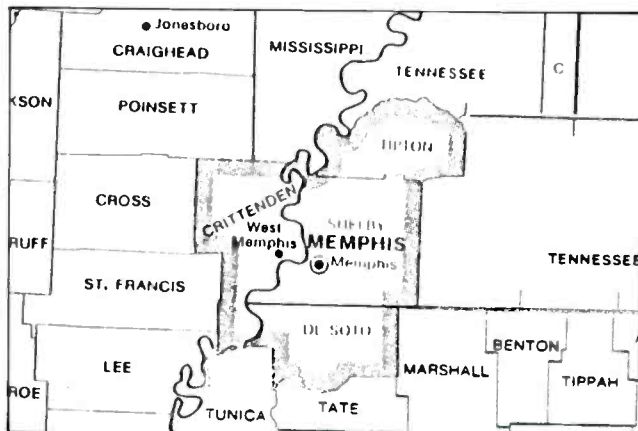
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

MEMPHIS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KSUD-AM	West Memphis	REL	Newport Broadcasting	730 KHz 250 w Non-Directional	Harold Penn, GM Harold Penn, GSM Harold Penn, PD	Box 3696 Memphis, TN 38103 501-735-6622	\$8.55	N/A
KWAM-AM	Memphis	REL	KWAM	990 KHz 10,000 w Directional	E. W. Bie, GM Kathy Wessels, GSM Floyd Blackwell, PD	64 Flicker St Memphis, TN 38112 901-323-2679	N/A	Stars
KWAM-FM	Memphis	B	KWAM	101.1 MHz 10,000 w horz/vert 300 ft. above average terrain	E. W. Bie, GM Kathy Wessels, GSM Floyd Blackwell, PD	Box 12107 Memphis, TN 38112 901-323-2679	N/A	Dora Clayton
KWJJ-AM	Portland	C	Roy H. Park Broadcasting	1080 KHz 50,000 w Day/10,000 w Night Dir. -Sep. patterns day & night	Don Shore, GM Jeff Davis, PD	931 S W King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Kalz Radio
WDIA-AM	Memphis	B	Viacom Radio	1070 KHz 50,000 w Days/5,000 w Night Dir. -Sep. patterns day & night	Charles Scruggs, GM Ernest Jackson, GSM Carl Conner, PD	WDIA, Inc., Box 12045 2265 Central Ave. Memphis, TN 38112 901-278-4550	\$70 x 6 \$72 - fixed spot	Bernard-Howard
WEZI-FM	Memphis	BM	Harie-Hanks Radio	105.9 MHz 100,000 w horz/vert 762 ft. above average terrain	Dave Thomas, GM Gloria Sangster-Welch, GSM Phyllis Moore, PD	5900 Poplar Memphis, TN 38119 901-767-6532	\$101 x 6	Christal Company Churchill
WHBQ-AM	Memphis	O	RKO General	560 KHz 5,000 w Day/1,000 w Night Dir. -Sep. patterns day & night	Ron Thompson, GM Jay Childress, GSM Mike Scalzi, PD	483 S. Highland Memphis, TN 38111 901-458-0056	N/A	RKO Radio
WHRK-FM	Memphis	B	Plough Broadcasting	97.1 MHz 100,000 w horz/vert 530 ft. above average terrain	Craig Scott, GM Priscilla Watts, GSM Ron Olson, PD	112 Union Radio Center Memphis, TN 38103 901-529-4397	N/A	Eastman Radio
WLDK-AM	Memphis	B	Gilliam Communications	1340 KHz 1,000 w Non-Directional	Lee Armstrong, GM Lois Stockton, GSM C. J. Morgan, PD	363 S. Second St. Memphis, TN 38103 901-527-9565	\$21	Jack Masla
WLVS-FM	Germantown	C	Omni Broadcasting	94.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Betty Thornton, GM Jack Hill, GSM Paul Selth, PD	Box 17527 6080 Mt. Moriah Ext. Memphis, TN 38117 901-365-2032	N/A	Hillier
WMC-AM	Memphis	C	Scripps-Howard Broadcasting	790 KHz 5,000 w Directional-Night Only	Dean Osmundson, GM Greg Hamilton, GSM Les Acree, PD	Box 4020 Crosstown Station 1960 Union Avenue Memphis, TN 38104 901-726-0555	N/A	Blair Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WMC-FM	Memphis	R	Scripps-Howard Broadcasting	99.7 MHz 300,000 w horz/100,000 w vert 970 ft. above average terrain	Donald Meyers, GM Carl McNeill, GSM Garry Wall, PD	Box 420 Crosstown Station 1960 Union Avenue Memphis, TN 38104 901-726-0555	N/A	Blair Radio
WMPS-AM	Memphis	C	Plough Broadcasting	680 KHz 10,000 w Day/5,000 w Night Directional-Night Only	Craig Scott, GM Richard Snowdon, GSM Walt Jackson, PD	Radio Center 112 Union Memphis, TN 38103 901-529-4368	N/A	Eastman Radio
WREC	Memphis	BB	Summit Communications of Tennessee	600 KHz 5,000 w Directional-Night Only	Bill Thomas, GM David Stewart, GSM Allen Tynes, PD	Box 2099 1385 Lamar Memphis, TN 38101 901-726-0060	N/A	McGavren-Guild
WRVR-FM	Memphis	AC	Viacom International	104.5 MHz 100,000 w horz/vert 750 ft. above average terrain	Terry Wood, GM Carolyn Craft Edmondson, GSM Jim Robertson, PD	2272 Central Avenue Memphis, TN 38104 901-274-3400	N/A	Bernard Howard
WWEA-AM	Memphis	N/T	Big River Broadcasting	1430 KHz 1,000 w Non-Directional	Betty Thornton, GM Jack Hill, GSM Betty Thornton, PD	6080 ML Moriah Ex. Memphis, TN 38117 901-365-2032	N/A	Hillier
WZXR-FM	Memphis	A	Summit Communications of Tennessee	102.7 MHz 100,000 w horz/vert 900 ft. above average terrain	Bill Thomas, GM Greg Hamilton, GSM Doug Hill, PD	Box 2099 1385 Lamar Memphis, TN 38101 901-726-0060	N/A	McGavren-Guild Burkhardt/Abrams



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

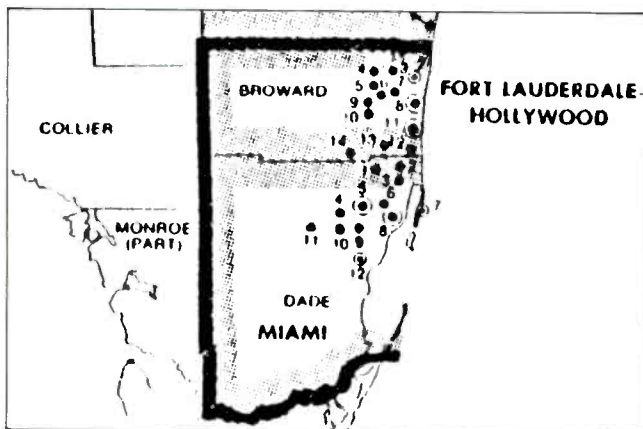
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

MIAMI



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIA-FM	Miami	MM	Cox Broadcasting	97.3 MHz 98,000 w 790 ft. above average terrain	Bill Viands, GM Phil Costin, GSM Alan Anderson, PD	1401 N. Bay Causeway Miami, FL 33141 305-759-4311	N/A	Christal Company
WAXY-FM	Fort Lauderdale	O	RKO General	106 MHz 100,000 w horz/vert 1,049 ft. above average terrain	Douglas Donoho, GM Gary Lawrence, GSM Rick Shaw, PD	1975 E. Sunrise Blvd. Fort Lauderdale, FL 33304 305-463-9299	N/A	RKO Radio
WCKO-FM	Pompano Beach	R	Rose Broadcasting	102.7 MHz 100,000 w horz/vert 345 ft. above average terrain	Robert Bell, GM Tom Duffy, STM Buddy Hollis, PD	4431 Rock Island Rd. Ft. Lauderdale, FL 33319 305-737-4996	\$75	Lotus Reps
WCMQ-AM	Miami	Sp	Radio WCMQ	1220 KHz 1,000 w Non-Directional	Joseph Rey, GM Lisabeth Reynolds, GSM Hector Viera, PD	1411 Coral Way Miami, FL 33145 305-854-1830	\$105	Major Market
WCMQ-FM	Hialeah	Sp	Great Joy Broadcasting	92.1 MHz 3,000 w horz/vert 300 ft. above average terrain	Joseph Rey, GM Lisabeth Reynolds, GSM Betty Pino, PD	1411 Coral Way Miami, FL 33145 305-854-1830	\$52.50	Major Market
WEDR-FM	Miami	B	WEDR	99.1 MHz 70,000 w horz/vert 650 ft. above average terrain	Jerry Rushin, GM Don Gardner, GSM Leo Jackson, PD	1437 N.W. 35th St. Miami, FL 33142 305-633-1487	N/A	Stars
WHTT-AM	Miami	AC	Metroplex Communications	1260 KHz 5,000 w Directional	David Ross, GM David Harris, GSM Ed McMann, PD	825 Arthur Godfrey Rd. Miami Beach, FL 33140 305-673-5803	N/A	McGavren-Guild
WHYI-FM	Hollywood	R	Metroplex Communications of	100.7 MHz 100,000 w 1,000 ft. above average terrain	Matt Mills, GM Dave Harris, GSM Bill Tanner, PD	2741 N. 29th Avenue Hollywood, FL 33020 305-925-7117	N/A	McGavren-Guild
WINZ-AM	Miami	N	Gannett Broadcasting	940 KHz 50,000 w Day/25,000 w Night Directional	Harold Frank, GM Stanley Cohen, GSM Dave Ryder, PD	4330 N.W. 207 Drive Miami, FL 33055 305-624-9490	\$120	Katz Radio
WINZ-FM	Miami	R	Gannett Broadcasting	94.9 MHz 100,000 w 650 ft. above average terrain	Harold Frank, GM Stanley Cohen, GSM Keith Isley, PD	4330 N.W. 207 Drive Miami, FL 33055 305-624-9490	N/A	Katz Radio
WIOD-AM	Miami	AC	Cox Broadcasting	610 KHz 10,000 w Dir.-Sep. patterns day & night	William Viands, Jr., GM Phil Costin, GSM Alan Anderson, PD	1401 N. Bay Causeway Miami, FL 33141 305-759-4311	N/A	Christal Company
WKAT-AM	Miami	BB	Hernsdt Broadcasting	1360 KHz 10,000 w Day/1,000 w Night Non-Directional	Howard Premer, GM Bob Gardner, GSM Jack McDermott, PD	1759 Bay Rd Miami Beach, FL 33139 305-531-8181	N/A	Lotus Reps
WKQS-FM	Boca Raton	BM	Sunshine Wireless	99.9 MHz 100,000 w horz/vert 930 ft. above average terrain	John Hill, GM Raymond Perry, GSM Ron Samuels, PD	9881 Sheridan St. Hollywood, FL 33024 305-621-4300	N/A	Roslin Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WLYF-FM	Miami	BM	Jefferson-Pilot Broadcasting	101.5 MHz 100,000 w horz/vert 813 ft. above average terrain	Dan Di Loreto, GM Dennis Collins, GSM George Rudolph, PD	710 Brickell Avenue Miami, FL 33131 305-377-8811	N/A	CBS Radio TM Programming
WMBM-AM	Miami	B	Community Service Broadcasters	1490 KHz 1,000 w Day/250 w Night Non-Directional	Gary Starr, GM Steve Avellone, GSM Michael Dall'ozzo, PD	814 First St. Miami Beach, FL 33139 305-672-1100	\$40	Jack Masia
WNWS-AM	Miami	N/T	Sudbrink Broadcasting	790 KHz 5,000 w Dir.-Sep. patterns day & night	Lewis Krone, GM Michael Mondshein, GSM Neil Rogers, PD	8000 S.W. 67th Avenue Miami, FL 33143 305-665-4833	\$65 × 6	Bernard Howard
WOCN-AM	Miami	Sp	Minority Broadcasters	1450 KHz 1,000 w Day/250 w Night Non-Directional	Jorge Filerre, GM N/A N/A	1779 W. Flagler St. Miami, FL 33135 305-649-1450	N/A	Lotus Reps
WQAM-AM	Miami	C	Storz Broadcasting	560 KHz 5,000 w Day/1,000 w Night Non-Directional	Ronald Beckey, GM Bob Grimm, GSM Tim Baxter, PD	767 41st St. Miami Beach, FL 33140 305-531-6651	N/A	Blair Radio
WQBA-AM	Miami	Sp	Susquehanna Broadcasting	1140 KHz 10,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Herbert Levin, GM Julio Rumbaut, GSM Julio Mendez, PD	701 S.W. 27th Avenue Miami, FL 33135 305-649-8989	\$150 AM/FM	Eastman Radio Caballero
WQBA-FM	Miami	Sp	Susquehanna Broadcasting	107.5 MHz 100,000 w horz/vert 500 ft. above average terrain	George Hyde, GM Jack Nobles, GSM Julio Mendez, PD	701 S.W. 27th Ave. Miami, FL 33135 305-649-8989	\$90 individual	Eastman Radio Caballero
WRHC-AM	Coral Gables	Sp	Radiocentro Broadcasting	1550 KHz 10,000 w Directional	Salvador Lew, GM Salvador Lew, GSM Ricardo Jorge, PD	2260 S.W. Eight St. Miami, FL 33135 305-643-1121	N/A	Caballero
WSHE-FM	Ft. Lauderdale	AC	TK Communications	103.5 MHz 100,000 w 600 ft. above average terrain	Joe Davidman, GM Chuck Bortnick, GSM Sonny Fox, PD	3000 S.W. 60th Avenue Ft. Lauderdale, FL 33314 305-581-1580	N/A	Eastman Radio
WTMI-FM	Miami	CL	Marlin Limited Partnership	93.1 MHz 100,000 w 480 ft. above average terrain	Maurice Loewenthal, GM Sam Rosenblat, GSM Alvis Sherkouse, PD	2951 S. Bayshore Dr. Miami, FL 33133 305-443-5251	\$70	Concert Music Broadcast
WVCG-AM	Coral Gables	O	Broad Street Communications	1080 KHz 50,000 w Directional	Pete Vincelette, GM Allan Gantman, GSM Jeri Sullivan, PD	377 Alhambra Circle Coral Gables, FL 33134 305-445-5411	\$130 AM/FM	Major Market
WWJF-FM	Ft. Lauderdale	AC	WFTL Broadcasting	106.7 MHz 100,000 w 980 ft. above average terrain	Doug Auerbach, GM James Butler, GSM Ray Schilens, PD	Box 5333, 2100 N.W. 21st Ave. Ft. Lauderdale, FL 33310 305-485-4111	\$115	Hillier
WWWL-FM	Miami	AC	Community Service Broadcasters	93.9 MHz 100,000 w horz/vert 650 ft. above average terrain	Gary Starr, GM Steve Avellone, GSM Michael Dall'ozzo, PD	843 1st St. Miami Beach, FL 33139 305-672-2500	\$160	Jack Masia
WYOR-FM	Coral Gables	BM	Broad Street Communications	105.1 MHz 100,000 w 600 ft. above average terrain	Pete Vincelette, GM Pete Vincelette, GSM Jeri Sullivan, PD	377 Alhambra Circle Coral Gables, FL 33134 305-445-5411	\$130 AM/FM	Torbet Radio Bonnevillie



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

MILWAUKEE



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAWA-AM	West Allis	B	Suburbanaire	1590 KHz 1,000 w Days Directional	Mike Elliott, GM Marianne Anderson, GSM Jimmy Goodtimes, PD	12800 W. Bluemound Rd. Elm Grove, WI 53122 414-786-1590	\$21	Bernard-Howard
WBCS-AM	Milwaukee	C	Great Trails Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Gina Gallagher, GM Tom Kuehl, GSM Pat Martin, PD	5407 W. McKinley Avenue Milwaukee, WI 53208 414-453-4130	N/A	RKO Radio
WBCS-FM	Milwaukee	C	Great Trails Broadcasting	102.9 MHz 50,000 w horz/48,000 w vert 440 ft. above average terrain	Gina Gallagher, GM Tom Kuehl, GSM Pat Martin, PD	5407 W. McKinley Avenue Milwaukee, WI 53208 414-453-4130	\$124	RKO Radio
WBKV-AM	West Bend	BM	West Bend Broadcasting	1470 KHz 1,000 w Non-Directional	Larry Tainter, GM N/A N/A	Box 60 Indiana & Decorah Rd West Bend, WI 53095 414-334-2344	\$15	N/A
WEMP-AM	Hales Corners	BM	Lin Broadcasting	1250 KHz 5,000 w Directional	Jack Lee, GM Dick Williams, GSM Gregg Ewert, PD	11800 W. Grange Avenue Hales Corners, WI 53130 414-529-1250	N/A	Blair Radio Schulke
WEZW-FM	Wauwatosa	BM	Multimedia Radio	103.7 MHz 19,500 w horz/vert 840 ft. above average terrain	Dr. John Timm, GM Bob Lind, GSM Bill Moos, PD	735 W. Wisconsin Avenue Milwaukee, WI 53233 414-272-1040	\$109	McGavren-Guild
WFMR-FM	Milwaukee	CL	WFMR, Inc.	96.5 MHz 50,000 w 387 ft. above average terrain	Marlene Knopf, GM Tom Mierendorf, GSM Daniel Berry, PD	711 W. Capitol Dr. Milwaukee, WI 53206 414-372-8000	\$50	Roslin Radio
WISN-AM	Milwaukee	AC	Hearst	1130 KHz 50,000 w Day/10,000 w Night Directional	John Hinkle, Jr., GM Lee Dolnick, GSM Ken Warren, PD	Box 402 759 N. 19th St. Milwaukee, WI 53201 414-342-1111	\$150 × 6	Katz Radio Lund Consultants
WKTI-FM	Milwaukee	R	WTMJ, Inc.	94.5 MHz 15,500 w 911 ft. above average terrain	Steven Smith, GM Dave Smith, GSM Dallas Cole, PD	Box 693 720 E. Capitol Dr. Milwaukee, WI 53201 414-332-9611	\$43	Christal Company
WLPX-FM	Milwaukee	A	Hearst	97.3 MHz 11,700 w 920 ft. above average terrain	John Hinckle, GM Terry Jelfords, GSM Rick Harris, PD	Box 402 759 N. 19th St. Milwaukee, WI 53201 414-342-1111	\$100	Katz Radio Burkhart/Abrams
WLUM-FM	Elm Grove	B	Suburbanaire	102.1 KHz 50,000 w 360 ft. above average terrain	Mike Elliott, GM Marianne Anderson, GSM Jack Randall, PD	12800 W. Bluemound Rd. Elm Grove, WI 53122 414-786-1590	N/A	Bernard Howard
WMYX-FM	Milwaukee	AC	Lin Broadcasting	99.1 MHz 50,000 w horz/vert 486 ft. above average terrain	Jack Lee, GM Dick Williams, GSM Beth Fast, PD	11800 W. Grange Avenue Hales Corners, WI 53130 414-529-1250	N/A	Blair Radio George Burns

GUESS WHO'S NUMBER ONE IN MILWAUKEE RADIO?

#1 PERSONS 12+
Mon-Sun, 6A-Mid, AQH
#1 PERSONS 12+
Mon-Fri, 10A-3P, AQH
#1 ADULTS 18+
Mon-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Mon-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Sat-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Mon-Fri, 6A-10A, AQH
#1 ADULTS 18+
Mon-Fri, 6A-7P, AQH
#1 ADULTS 35-64
Mon-Fri, 6A-7P, AQH
#1 ADULTS 18+
Mon-Fri, 10A-3P, AQH
#1 ADULTS 35-64
Mon-Fri, 10A-3P, AQH
#1 ADULTS 18+
Sat-Sun, 10A-3P, AQH
#1 ADULTS 18+
Mon-Fri, 3P-7P, AQH
#1 ADULTS 25-54
Mon-Fri, 3P-7P, AQH
#1 ADULTS 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 18+
Mon-Fri, 6A-7P, AQH

#1 MEN 18+
Mon-Fri, 10A-3P, AQH
#1 MEN 18+
Sat-Sun, 10A-3P, AQH
#1 MEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 35-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-64
Mon-Fri, 10A-3P, AQH
#1 MEN 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 35-64
Mon-Fri, 6A-7P, AQH
#1 MEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 18+
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Mon-Fri, 6A-7P, AQH
#1 WOMEN 18+
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-49
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-Mid, AQH

#1 WOMEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 35-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 35-64
Sat-Sun, 6A-Mid, AQH
#1 MEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Sat-Sun, 6A-Mid, AQH
#1 MEN 45-54
Mon-Fri, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-Mid, AQH
#1 MEN 55-64
Mon-Fri, 6A-Mid, AQH

#1 WOMEN 55-64
Mon-Fri, 6A-Mid, AQH
#1 MEN 45-54
Mon-Fri, 6A-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-7P, AQH
#1 MEN 55-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 55-64
Mon-Fri, 6A-7P, AQH
#1 MEN 55-64
Mon-Fri, 6A-10A, AQH
#1 MEN 55-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-44
Sat-Sun, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 10A-3P, AQH
#1 MEN 55-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 55-64
Mon-Fri, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 3P-7P, AQH
#1 MEN 55-64
Mon-Fri, 3P-7P, AQH
#1 WOMEN 55-64
Mon-Fri, 3P-7P, AQH

THE "MUSIC OF YOUR LIFE"™

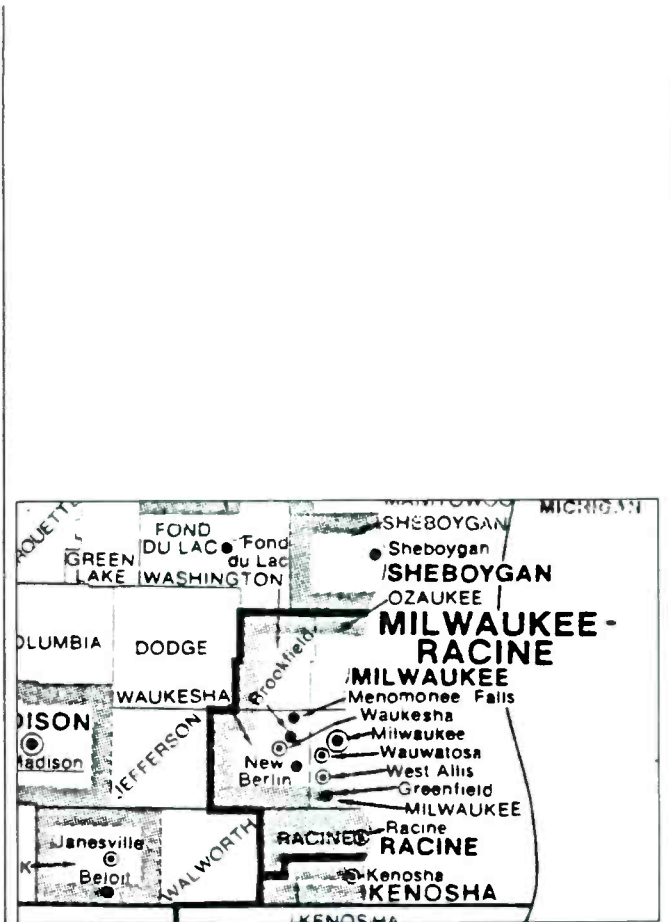
woky
AM 920

SOURCE:
THE BIRCH REPORT,
APRIL-JUNE 1982



REPRESENTED NATIONALLY BY HILLIER, NEWMARK & WECHSLER.

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNOV-AM	Milwaukee	REL	Courier Communications	860 KHz 250 w Day-Only Directional	David Reynolds, GM N/A Bob Collins, PD	3815 N. Teutonia Ave. Milwaukee, WI 53206 414-445-1986	\$27	N/A
WOKY-AM	Milwaukee	BB	Charter	920 KHz 5,000 w Day/1,000 w Night Directional	Jerry McKenna, GM Tom Mierendorf, GSM Steve Sands, PD	3500 N. Sherman Blvd Milwaukee, WI 53216 414-442-0150	\$60	Hillier Al Ham "MOYL"
WYLO-AM	Jackson	REL	Universal Broadcasting of Milwaukee	540 KHz 250 w Day Directional-Day Only	Paul Ploener, GM Larry Jay, GSM Kathy Chromy, PD	Highland Rd., Box 25 Jackson, WI 53037 414-353-5300	\$22	Radio Spot
WQFM-FM	Milwaukee	A	Shamrock Communications	93.3 MHz 14,000 w horz/vert 940 ft. above average terrain	Ralph Barnes, GM Robert Wallace, GSM Lee Arnold, PD	606 W. Wisconsin Avenue Milwaukee, WI 53203 414-276-2040	N/A	Selcom Sebastian
WRKR-FM	Racine	R	Broadcast Management of Wisconsin	100.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Dennis Pilnska, GM Al Crouse, GSM Steve Warren, PD	2200 N. Green Bay Rd. Racine, WI 53405 414-552-8787	N/A	CBS/FM
WTMJ-AM	Milwaukee	AC	WTMJ	620 KHz 5,000 w Directional-Night Only	Steven Smith, GM Dave Smith, GSM Dallas Cole, PD	Box 693 720 E. Capitol Drive Milwaukee, WI 53201 414-332-9611	\$225 x 6	Christal Company
WXJY-FM	Menomonee Falls	BM	Darrel Peters Productions	98.3 MHz 3,000 w horz/vert 280 ft. above average terrain	Pete Wood, GM N/A Darrel Peters, PD	Box 147 Menomonee Falls, WI 53051 414-255-3100	\$23 x 6	P/W Radio
WZUU-AM	Greenfield	O	Malrite	1290 KHz 5,000 w Dir.-Sep. patterns day & night	Paul Le Sage, GM Al Moll, GSM Bill Shannon, PD	520 W. Capitol Drive Milwaukee, WI 53212 414-964-8300	N/A	Eastman Radio
WZUU-FM	Milwaukee	AC	Malrite	95.7 MHz 34,000 horz/vert 610 ft. above average terrain	Paul Le Sage, GM Al Moll, GSM Bill Shannon, PD	520 W. Capitol Drive Milwaukee, WI 53212 414-964-8300	N/A	Eastman Radio



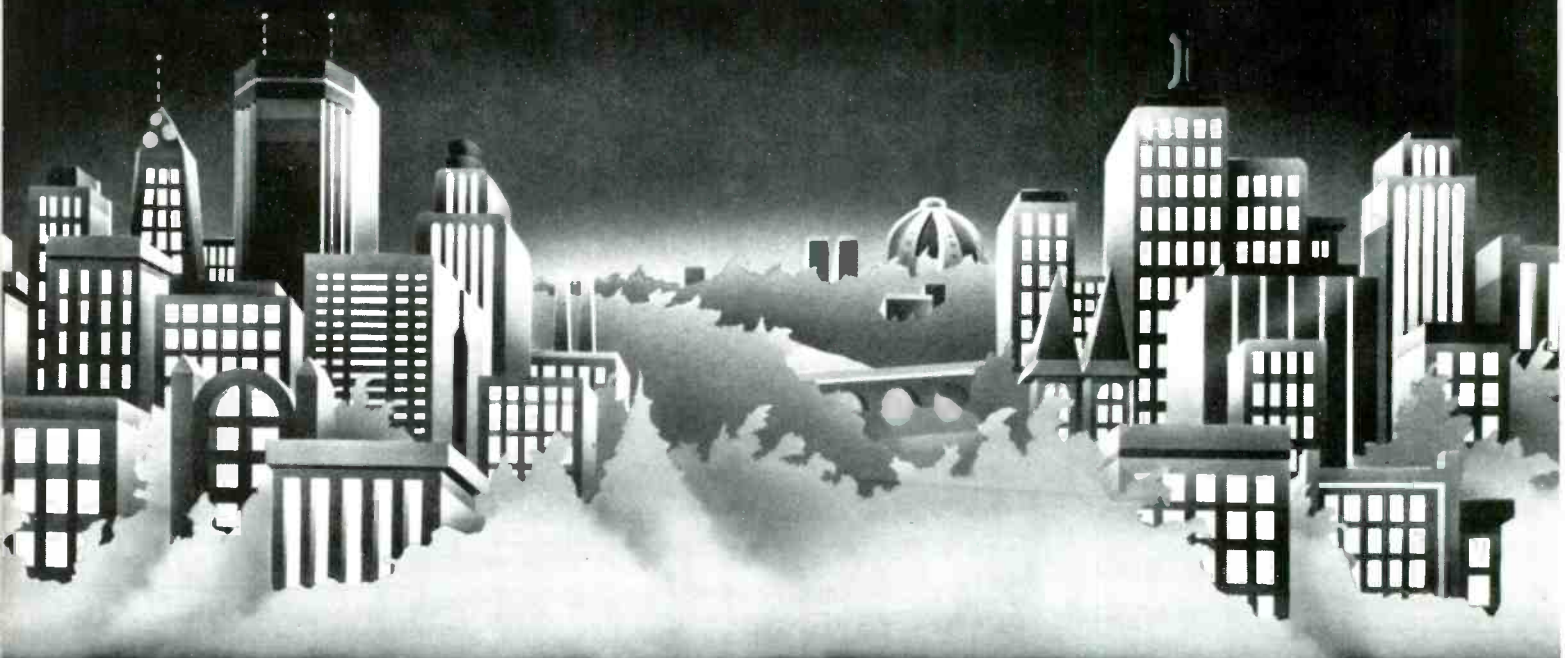
FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADJLT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

KDWB AM-FM

The Twin Cities Music Station Leader!



***When you want the Twin Cities, you want a leader.
Again, KDWB AM/FM is Minneapolis & St. Paul's
most popular music station.***

db DOUBLEDAY BROADCASTING

KDWB AM 63
TWIN CITIES | **FM 101**

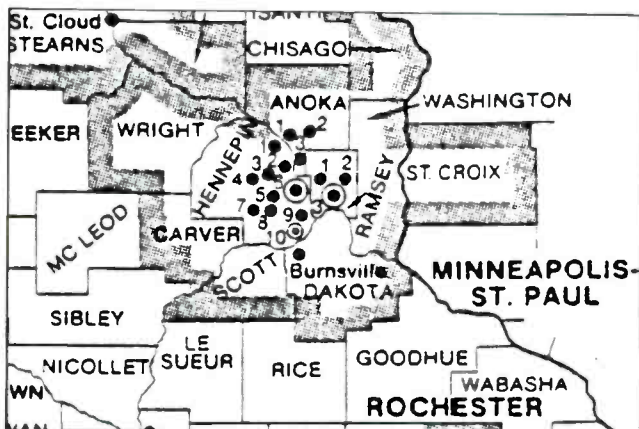
RR RADIO ADVERTISING REPRESENTATIVES, INC.

MINNEAPOLIS-ST. PAUL



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KDWB-AM	St. Paul	AC	Doubleday Broadcasting	630 KHz 5,000 w Day/500 w Night Directional	Louis Buron, Jr., GM Robert Harris, GSM Joel Folger, PD	Box 7630 St. Paul, MN 55119 612-739-4000	N/A	McGavren-Guild
KDWB-FM	Richfield	A	Doubleday Broadcasting	101.3 MHz 100,000 w 822 ft. above average terrain	Louis Buron, Jr., GM Robert Harris, GSM Joel Folger, PD	Box 7630 St. Paul, MN 55119 612-739-4000	N/A	McGavren-Guild
KEEY-FM	St. Paul	BM	Malrite	102.1 MHz 100,000 w horz/vert 822 ft. above average terrain	Doug Brown, GM David Habisch, GSM Dave Malmberg, PD	611 Frontenac Pl. St. Paul, MN 55104 612-645-7757	N/A	Katz Radio Bonneville
KJJD-FM	Eden Prairie	C	Park Broadcasting	104.1 MHz 52,500 w horz/vert 260 ft. above average terrain	John Werner, GM Michael Waggoner, GSM Don Michaels, PD	11320 Valley View Rd. Eden Prairie, MN 55343 612-941-5774	N/A	Hillier
KKSS-AM	Richfield	AC	Entercom	980 KHz 5,000 w Directional	Alan Goodman, GM Doug McMonagle, GSM Mike Ryan, PD	2110 Cliff Road Eagan, MN 55122 612-452-6200	N/A	Major Market RPM
KQRS-AM	Golden Valley	A	Hudson Broadcasting Corp.	1440 KHz 5,000 w Day/500 w Night Directional-Night Only	Dick Poe, GM Bob Rabin, GSM Doug Sorenson, PD	917 N. Lilac Dr. Minneapolis, MN 55422 612-545-56C1	\$135 (combo.)	Torbet Radio Jeff Pollack
KQRS-FM	Golden Valley	A	Hudson Broadcasting Corp.	92.5 MHz 50,000 w horz/vert 822 ft. above average terrain	Dick Poe, GM Bob Rabin, GSM Doug Sorenson, PD	917 N. Lilac Dr. Minneapolis, MN 55422 612-545-56C1	\$135 (combo.)	Torbet Radio Jeff Pollack
KRSI-AM	St. Louis Park	BB	Park Broadcasting	950 KHz 1,000 w Directional	John Werner, GM Michael Waggoner, GSM Don Michaels, PD	11320 Valley View Rd. Eden Prairie, MN 55343 612-941-5774	N/A	Hillier
KSTP-AM	St. Paul	N	Hubbard Broadcasting	1500 KHz 50,000 w Directional-Nights Only	Alan Quarnstrom, GM Scott Meler, GSM Scott Quarnstrom, PD	3415 University Avenue S.E. St. Paul, MN 55114 612-646-5555	\$80	Christal Company
KSTP-FM	St. Paul	AC	Hubbard Broadcasting	94.5 MHz 100,000 w circular polarized 1,250 ft. above average terrain	John Mayasich, GM Timothy Monahan, GSM Chuck Knapp, PD	3415 University Avenue S.E. St. Paul, MN 55114 612-642-4141	N/A	Christal Company
KTCR-FM	Minneapolis	C	Hennepin Broadcasting	97.1 MHz 50,000 w horz/vert 150 ft. above average terrain	Robert Rock, GM Todd Garamella, GSM Jeff Carpenter, PD	3701 Winneka Avenue N. Minneapolis, MN 55427 612-544-1558	N/A	Roslin Radio TM Programming
KTWN-FM	Anoka	J	North Suburban Radio	107.9 MHz 57,000 w 400 ft. above average terrain	Jack Moore, GM Jack Moore, GSM Tom Pellissero, PD	Box 1470 Anoka, MN 55303 612-421-2600	\$30	Lotus
WAYL-FM	Eagan	BM	Entercom	93.7 MHz 100,000 w 822 ft. above average terrain	Alan Goodman, GM Doug McMonagle, GSM Greg Kulka, PD	2110 Cliff Rd. Eagan, MN 55122 612-452-6200	\$65 x 12	Major Market RPM

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCCO-AM	Minneapolis	AC	Midwest	830 KHz 50,000 w Non-Directional	Phil Lewis, GM Clayt Kaufman, GSM By Napier, PD	625 Second Avenue So. Minneapolis, MN 55402 612-370-0611	\$400	CBS Radio
WCCO-FM	Minneapolis	AC	Midwest Radio & Television	102.9 MHz 100,000 w circular polarized 1,304 ft. above average terrain	Paul Slagg, GM Steve Woodbury, GSM Thomas Ambrose, PD	215 S. 11th St Minneapolis, MN 55403 612-339-1029	\$74	Eastman Radio Bob Henabery
WOGY-AM	Minneapolis	C	Storz Broadcasting	1130 KHz 50,000 w Day/25,000 w Night Dir. -Sep. patterns day & night	Dale Weber, GM Donna Britton, GSM Gary Stone, PD	Box 6606 Minneapolis, MN 55420 612-881-2633	\$140	Blair Radio
WLOL-FM	St. Paul	AC	Metrocom	99.5 MHz 100,000 w 844 ft. above average terrain	Doyle Rose, GM Lindsay Russell, GSM Bob Birkland, PD	1370 Davern St. St. Paul, MN 55116 612-698-5566	\$70 x 10	Selcom Paul Christy
WMIN-AM	Maplewood	C	Voyageur's Broadcasting	1010 KHz 250 w Directional	Greg Borgen, GM Greg Borgen, GSM Mark Andrews, PD	1995 S. Century Avenue St. Paul, MN 55125 612-739-4433	\$18	Pates/Walton
WWTC-AM	Minneapolis	AC	Metropolitan Radio	1280 KHz 5,000 w Directional-Night Only	Charles Loufek, GM Bill Knowles, GSM B.J. Crocker, PD	609 Second Avenue S. Minneapolis, MN 55402 612-871-2608	\$60	Jack Masla



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

NASHVILLE



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAMB-AM	Nashville	BB	Great Southern Broadcasting	1170 KHz 25,000 w Non-Directional	S. Bart Walker, GM S. Bart Walker, GSM Ken Bramming, PD	1617 Lebanon Rd. Nashville, TN 37210 615-889-1960	N/A	N/A AL Ham "MOYL"
WJRB-AM	Madison	C	Jaco, Inc.	1430 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Tom Weaver, GM Tom Weaver, GSM Don Keith, PD	48 Music Square E. Nashville, TN 37203 615-244-7300	N/A	N/A
WJYN-FM	Nashville	AC	Sudbrink Broadcasting	105.9 MHz 100,000 w 410 ft. above average terrain	Richard D. Casper, GM Pat Parker, GSM Dave Walton, PD	10 Music Circle E. Nashville, TN 37203 615-748-8106	N/A	RKO Radio
WKDF-FM	Nashville	A	Dick Broadcasting	96.3 MHz 100,000 w 895 ft. above average terrain	Vic Rumore, GM Vic Rumore, GSM Smokey Rivers, PD	506 Second Avenue S. Nashville, TN 37210 615-244-9533	N/A	Torbet Radio
WKOS-FM	Murfreesboro	AC	WKOS, Inc.	96.3 MHz 100,000 w 895 ft. above average terrain	Phil Zeni, GM Phil Zeni, GSM Dick Shannon, PD	Box 17365 Nashville, TN 37217 615-896-9694	N/A	Midsouth
WLAC-AM	Nashville	N/T	Sudbrink Broadcasting	1510 KHz 50,000 w Directional-Night Only	Richard D. Casper, GM Pat Parker, GSM Richard D. Casper, PD	10 Music Circle E. Nashville, TN 37203 615-748-8150	\$63	RKO Radio
WSIX-AM	Nashville	AC	General Electric Broadcasting	980 KHz 5,000 w Directional-Night Only	Jim Bocoock, GM Cecil Thomas, GSM Gerry House, PD	441 Murfreesboro Rd. Nashville, TN 37210 615-259-2200	\$185 × 6	Katz Radio
WSIX-FM	Nashville	C	General Electric	97.9 MHz 100,000 w horz/vert 1,145 ft. above average terrain	Jim Bocoock, GM Cecil Thomas, GSM Gerry House, PD	441 Murfreesboro Rd Nashville, TN 37210 615-259-2200	\$185 × 6	Katz Radio
WSM-AM	Nashville	C	WSM, Inc.	650 KHz 50,000 w Non-Directional	Tom Cassetty, GM Bob Myer, GSM Hairl Hensley, PD	2644 McGavock Pike Nashville, TN 37214 615-889-6595	N/A	Christal-Company
WSM-FM	Nashville	AC	WSM, Inc.	95.5 MHz 100,000 w horz/vert 1,280 ft. above average terrain	Tom Cassetty, GM Bob Myer, GSM Bruce Sherman, PD	2644 McGavock Pike Nashville, TN 37214 615-889-6595	N/A	Christal Company
WVOL-AM	Berry Hill	B	Phoenix of Nashville	1470 KHz 5,000 w Day 1,000 w Night Directional	Clarence E. Kilcrease, GM David Lane, GSM Fred Harvey, PD	Box 8085 1320 Brick Church Pike Nashville, TN 37207 615-227-1470	N/A	Bernard Howard
WWKX-FM	Gallatin	R	B & V Broadcasting	104.5 MHz 100,000 w horz/vert 1,050 ft. above average terrain	Ronald L. Bledsoe, GM Tex Meyer, GSM Michael St. John, PD	Hwy 109 Gallatin, TN 37066 615-452-4747	N/A	Jack Masia

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WZEZ-FM	Nashville	BM	South Central Broadcasting	92.9 MHz 100,000 w horz/vert 650 fL above average terrain	Harry P. Stephenson, GM Harry P. Stephenson, GSM Ron Johnson, PD	Box 40506 504 Rosedale Avenue Nashville, TN 37204 615-259-9393	N/A	Selcom Bonneville
WYHY-FM	Lebanon/ Nashville	AC	Mooney	107.3 MHz 100,000 w Non-Directional	Jerry Adams, GM Bill Storey, GSM Bill Burkett, PD	810 Division St. Nashville, TN 37202 615-256-6556	N/A	McGavren-Guild
WLUY-AM	Nashville	AC	Mooney	1300 KHz 5000 w Day/Night Directional-Night Only	Jerry Adams, GM Laura Richbourg, GSM Chris Romer, PD	810 Division St. Nashville, TN 37202 615-256-6556	60 top net at 28	McGavren-Guild
WKDA-AM	Nashville	R	Dick Broadcasting	1240 KHz 1,000 w days/250 w nights Non-Directional	Vic Rumore, GM Vic Rumore, GSM Smokey Rivers, PD	506 Second Ave. S. Nashville, TN 37210 615-244-9533	\$30	Blair Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

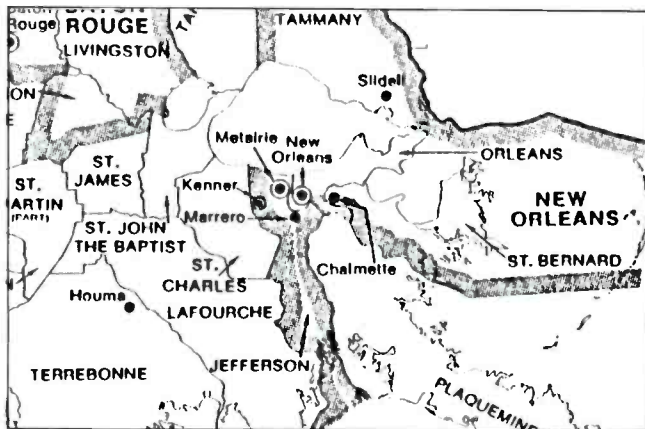
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

NEW ORLEANS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIL-FM	Slidell	B	Phase II Broadcasting	105.3 MHz 100,000 w horz/vert 407 ft. above average terrain	Ed Munis, GM Manny Feldstein, GSM Barry Richards, PD	1639 Gentilly Blvd. New Orleans, LA 70119 504-943-9019	N/A	N/A
WAJY-FM	New Orleans	AC	Loyola University of South	101.9 MHz 100,000 w 825 ft. above average terrain	J. Michael Early, GM Al Widmer, GSM Michael Bourgeois, PD	1024 N. Rampart St. New Orleans, LA 70116 504-529-5205	N/A	Katz Schulke II
WBYU-FM	New Orleans	BM	Swanson Broadcasting	95.7 MHz 100,000 w horz/vert 600 ft. above average terrain	Everett G. Strong, GM Mal Pelham, GSM Al Braud, PD	1001 Howard Ave. New Orleans, LA 70113 504-525-9680	\$95	Christal Company
WEZB-FM	New Orleans	R	EZ Communications	97.1 MHz 100,000 w horz/vert 511 ft. above average terrain	Bob Reich, GM Rich Parsons, GSM N/A	601 Loyola Ave., Poydras Plaza Box 53447 New Orleans, LA 70153 504-581-7002	N/A	Torbet Radio Burkhardt/Abrams
WGSO-AM	New Orleans	N/T	Insil-co Broadcast Group	1280 KHz 5000 w Directional	Mike McGee, GM Leo Holzenthal, GSM Ted Landphair, PD	1440 Canal St. Suite 800 New Orleans, LA 70112 504-581-1280	\$69.30 x 12	Eastman Radio
WNNR-AM	New Orleans	B	Phase II Broadcasting	990 KHz 1000 w Non-Directional	Ed Muniz, GM Manny Feldstein, GSM Barry Richards, PD	1639 Gentilly Blvd. New Orleans, LA 70119 504-943-9019	N/A	Selcom
WNOE-AM	New Orleans	C	James A. Noe	1060 KHz 50,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Eric Anderson, GM Clark Harvey, GSM Joe Patrick, PD	529 Bienville St. New Orleans, LA 70130 504-529-1212	\$20 x 200	McGavren-Guild
WNOE-FM	New Orleans	C	James A. Noe	101.1 MHz 100,000 w horz/vert 440 ft. above average terrain	Eric Anderson, GM Clark Harvey, GSM James Reese, PD	529 Bienville St. New Orleans, LA 70130 504-529-1212	N/A	McGavren-Guild TM Programming
WQUE-FM	New Orleans	AC	Insilico Broadcast	93.3 MHz 100,000 w 512 ft. above average terrain	Thomas J. Durney, GM Paul B. Rogers, GSM Phil Zachary, PD	1440 Canal St. Suite 800 New Orleans, LA 70112 504-581-1280	N/A	Eastman Radio
WRND-FM	New Orleans	A	Gulf South Broadcasters	99.5 MHz 100,000 w 500 ft. above average terrain	Otto Goessl, GM Otto Goessl, GSM Michael Costello, PD	4539 1-10 Service Rd. Metairie, LA 70002 504-889-2424	\$72	Jack Masla
WSHO-AM	New Orleans	BB	Swanson Broadcasting	800 KHz 1000 w Directional	Everett Strong, GM Bruce Corn, GSM John Gray Turner, PD	1001 Howard Ave. New Orleans, LA 70113 504-525-9680	N/A	Christal Company Al Ham "MOYL"
WSMB-AM	New Orleans	N/T	WSMB Joint Venture	1350 KHz 5000 w Directional-Night only	Eugene Coleman, GM Rosalie Lockhart, GSM Casey O'Connor, PD	Maison Blanche Bldg. New Orleans, LA 70112 504-523-5921	\$42 x 6	Bernard Howard

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTIX-AM	New Orleans	AC	Storz Broadcasting	690 KHz 10,000 Day/5,000 Night Directional	William Engel, GM Don DelaHoussaye, GSM Bob Mitchell, PD	332 Carondelet St. New Orleans, LA 70130 504-561-0001	\$80 × 12	Blair Radio
WWL-AM	New Orleans	N/T	Loyola University South	870 KHz 50,000 w Directional	J. Michael Early, GM Raymond Muro, Jr., GSM Tom Krimsier, PD	1024 N. Rampart St. New Orleans, LA 70116 504-524-8787	\$119 × 6	Katz Radio
WYLD-FM	New Orleans	B	Inter-Urban Broadcasting of New Orleans	98.5 MHz 100,000 w horz/vert 480 ft. above average terrain	James Hutchinson, GM Stuart Barondess, GSM Cornelius Bailey, PD	2906 Tulan Ave. New Orleans, LA 70119 504-822-1945	N/A	Bernard Howard
WBOK	New Orleans	B	Shamrock Broadcasting	1230 KHz 250 w Day/1000 w Night Directional	Richard Bell, GM Jeff Peters, GSM Kate Stann, PD	3301-1/2 Tulane Ave. New Orleans, LA 70119 504-827-1522	\$50	N/A
WYLD	New Orleans	B	Inter-Urban Broadcasting of New Orleans	940 KHz 10,000 w Day/500 w Night Dir.-Sep. patterns day & night	James Hutchinson, GM Stuart Barondess, GSM E. Rodney Jones, PD	2906 Tulane Ave. New Orleans, LA 70119 504-822-1945	\$80	Bernard Howard
WVOG	New Orleans	REL	F.W. Robbert Broadcasting	600 KHz 1000 w Day	Fred Westinburger, GM Fred Westinburger, GSM Fred Westinburger, PD	125 N. Galves New Orleans, LA 70119 504-822-0890	\$15	N/A



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

NEW YORK



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WABC-AM	New York	T	ABC Radio	770 KHz 50,000 w Non-Directional	Alfred Racco, GM Gary Fisher, GSM Jay Clark, PD	1330 Avenue of Americas New York, NY 10019 212-887-7777	N/A	Blair Radio
WADD-AM	New York	SP	Command Broadcast Associates	1280 KHz 5,000 w Directional	Nelson Levergne, GM Ricardo Fernandez-Vasconcelos, GSM Luis Feliciano, PD	666 Third Avenue New York, NY 10017 212-599-2701	\$140	N/A
WAPP-FM	Lake Success	A	Doubleday Broadcasting	103.5 MHz 5,800 w horz/vert 1,390 ft. above average terrain	E. Patrick McNally, GM Dave Hamilton, GSM Ralph Gerone, PD	173-15 Long Island Expressway New York, NY 11365 212-357-8000	N/A	Major Market
WBLS-FM	New York	B	Inner City Broadcasting	107.5 MHz 50,000 w 1,241 ft. above average terrain	Charles M. Warfield, Jr., GM Val Bruce, GSM Frankie Crocker, PD	801 Second Avenue New York, NY 10017 212-953-0300	\$395	McGavren-Guild
WCBS-AM	New York	N	CBS Radio	880 KHz 50,000 w Non-Directional	James McQuade, GM Donald Gorski, GSM T.R. Sunde, PD	51 West 52nd St. New York, NY 10019 212-975-2127	\$600	CBS Radio
WCBS-FM	New York	O	CBS Radio	101.1 MHz 4,600 w 1,300 ft. above average terrain	Nancy Widmann, GM Rod Calarco, GSM Bill Brown, PD	51 West 52nd St. New York, NY 10019 212-975-4321	\$280	CBS/FM
WHN-AM	New York	C	Mutual	1050 KHz 50,000 w Directional	Brian Moors, GM Richard Kelley, GSM Dene Hallam, PD	400 Park Avenue New York, NY 10022 212-688-1000	N/A	Christal Company
WINS-AM	New York	N	Westinghouse Broadcasting	1010 KHz 50,000 w Directional	Tony Hirsh, GM Raymond Vitale, GSM Frank Schiortine	90 Park Avenue New York, NY 10016 212-557-1010	N/A	RAR
WJIT-AM	New York	SP	Infinity	1480 KHz 5,000 w Dir.-Sep. patterns day & night	Ralph Costantino, GM David Rapoport, GSM Rafael Pineda, PD	655 Madison Avenue New York, NY 10021 212-935-5170	\$138	Caballero
WKHK-FM	New York	C	Viacom Radio	106.7 MHz 50,000 w 1,218 ft. above average terrain	George Wolfson, GM Jack Maloney, GSM Bill Ford, PD	Riverside Broadcasting 140 W. 43rd New York, NY 10036 212-382-6000	\$155 x 6	Bernard Howard
WKTU-FM	New York	D	Infinity	92.3 MHz 5,400 w horz/3,380 w vert 1,200 ft. above average terrain	Mel Karmazin, GM Ed Moir, GSM Carlos DeJesus, PD	655 Madison Avenue New York, NY 10021 212-750-0550	\$400	Torbet Radio
WMCA-AM	New York	N/T	Straus Communications	570 KHz 5,000 w Directional	Ellen Straus, GM Carey Davis, GSM Gene Straus, PD	888 Seventh Avenue New York, NY 10019 212-586-5700	N/A	Selcom

**JOHN GAMBLING
HAS SOME GREAT NEWS
FOR MORNING
RADIO LISTENERS...**

LOU ADLER.



**Lou Adler, WCBS Newsradio's No. 1 newsmen, is joining
John Gambling, New York radio's No. 1 morning personality.**

John Gambling starts your day with easy-going conversation, candid observations, and topical commentary that have long earned him a special place in the hearts of New Yorkers.

Now, Lou Adler adds even greater depth to John's program, with incisive, perceptive news-

casts and business updates, presented in his own award-winning style, 5 to 10 A.M., Monday through Saturday.

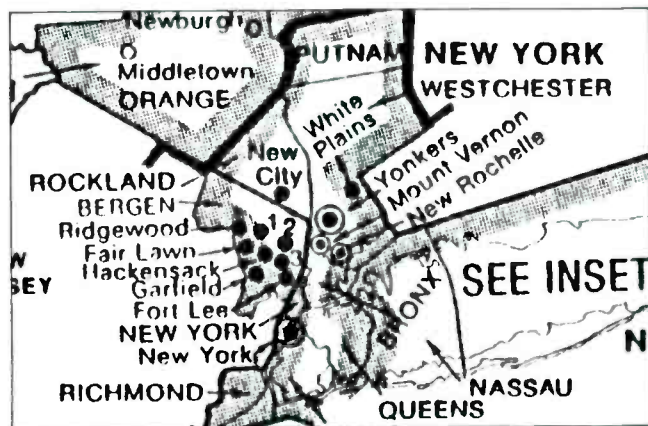
Lou joins a proven team, dedicated to keeping you on top of your world. George Meade keeps an eye on traffic from Helicopter 710. Nationally-known sports commentator Don Criqui uncovers the inside sports news. Staff meteorol-

ogist Bill Korbel brings you accurate, up-to-the-minute weather forecasts. Consumer advocate Joan Hamburg shares tips on "How to Cope."

Altogether, we're bringing you more information than ever. And that's great news for every morning radio listener.

WOR RADIO
710 THE HEART OF NEW YORK

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNBC-AM	New York	AC	NBC Radio	660 KHz 50,000 w Non-Directional	Dom Fioravanti, GM Lana Mercogliano, GSM Kevin Metheny, PD	30 Rockefeller Plaza, Rm. 293 New York, NY 10020 212-664-4444	\$600	Hillier
WNEW-AM	New York	BB	Metromedia Radio	1130 KHz 50,000 w Directional-Night only	Jack Thayer, GM Kris Karavitis/Rosemary Arters, GSM Jim Lowe, PD	655 Third Avenue New York, NY 10017 212-986-7000	\$350	Katz Radio
WNEW-FM	New York	A	Metromedia Radio	102.7 MHz 5,900 w horz/vert 1,360 ft. above average terrain	Michael Kakoyiannis, GM Rosemary Arters, GSM Richard Neer, PD	655 Third Avenue New York, NY 10017 212-986-7000	\$300	Katz Radio
WOR-AM	New York	T	RKO General	710 KHz 50,000 w Directional	Robert Biernacki, GM Milt Melinger, GSM Robert Bruno, PD	1440 Broadway New York, NY 10018 212-764-7000	N/A	RKO Radio
WPAT-FM	Paterson, NJ	BM	Capital Cities Communications	93.1 MHz 12,500 w horz/vert 870 ft. above average terrain	Fred Weinhaus, GM John Fennell, GSM Ken Lamb, PD	603 3rd Avenue New York, NY 10158 212-599-1993	\$125	Eastman Radio
WPIX-FM	New York	AC	WPIX, Inc.	101.9 MHz 5,400 w horz/3,800 w vert 1,228 ft. above average terrain	John C. Goodwill, GM Marvin Sella, GSM Jack Miller, PD	220 E. 42nd St. New York, NY 10017 212-949-2102	\$150 x 6	Christal Company
WPLJ-FM	New York	A	ABC Radio	95.5 MHz 7,200 w 1,270 ft. above average terrain	Joe Parish, GM Marc W. Morgan, GSM Larry Berger, PD	1330 Avenue of the Americas New York, NY 10019 212-887-6130	\$300	Blair Radio
WRFM-FM	New York	BM	Bonneville	105.1 MHz 5,200 w horz/3,700 w vert 1,220 ft. above average terrain	John C. Moler, GM Mark Bench, GSM Norma Sams, PD	485 Madison Avenue New York, NY 10022 212-752-3322	\$200	Torbet Radio Bonneville
WRKS-FM	New York	B	RKO General	98.7 MHz 5,400 w horz/3,800 w vert 1,250 ft. above average terrain	Lee Simonson, GM Harry Callahan, GSM Don Kelly, PD	1440 Broadway New York, NY 10018 212-764-6856	N/A	RKO Radio
WYNY-FM	New York	AC	NBC Radio	97.1 MHz 50,000 w 1,300 ft. above average terrain	Frank Osborn, GM Diane Dunbar, GSM Peter Salant, PD	Room 252, WYNY 30 Rockefeller Plaza New York, NY 10020 212-664-4444	N/A	Hillier
WRWL-AM	Woodside	B	Unity	1600 KHz 500 w Dir.-Sep. patterns day & night	Mark Olds, GM Erv Kagan, GSM	Riverside Broadcasting 41-30 58th St. Woodside, NY 11377 212-335-1600	N/A	Bernard Howard



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

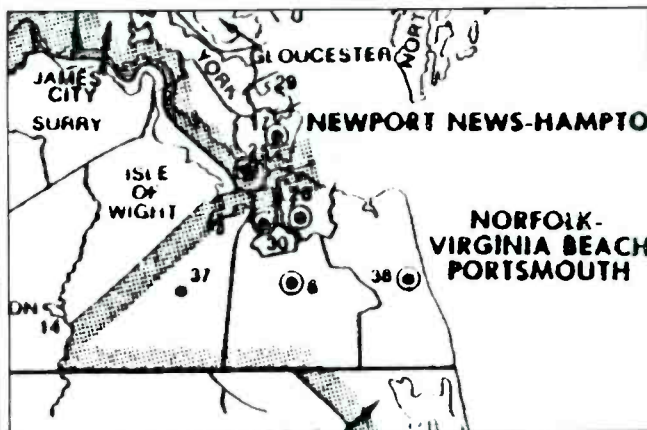
- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

NORFOLK-PORTSMOUTH-NEWPORT NEWS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCMS-AM	Virginia Beach	C	WCMS Radio Norfolk	1050 KHz 5,000 w Directional	William H. Weller, GM Michael D. Bump, GSM Russ Cassidy, PD	900 Commonwealth Place Virginia Beach, VA 23464 804-424-1050	N/A	Katz Radio
WCMS-FM	Virginia Beach	C	WCMS Radio Norfolk	100.5 MHz 50,000 w horz/vert 509 ft. above average terrain	William H. Weller, GM Michael D. Bump, GSM Russ Cassidy, PD	900 Commonwealth Place Virginia Beach, VA 23464 804-424-1050	N/A	Katz Radio
WCPC-AM	Chesapeake	BM	Payne of Virginia	1600 KHz 5,000 w Non-Directional	Charles Payne, GM Charles Payne, GSM George Payne, PD	500 E. Liberty St. Chesapeake, VA 23324 804-543-3535	\$20	Southern
WFOG-FM	Suffolk	BM	McCormick Communications of Virginia	92.9 MHz 50,000 w horz/vert 500 ft. above average terrain	Stuart M. Cohen, GM Paulette Baydush, GSM Allan Pressley, PD	330 W. Brambleton Ave. Norfolk, VA 23510 804-622-6771	\$85 x 12	Torbet Radio
WGH-AM	Hampton	R	Hampton Roads Broadcasting	1310 KHz 5,000 w Directional-Night Only	Ambert Dail, GM Elizabeth P. Whitley, GSM Bob Canada, PD	Box 9347 Hampton, VA 23670 804-826-1310	N/A	Blair Radio
WGH-FM	Hampton	CI	Hampton Road Broadcasting	97.3 MHz 74,000 w horz/vert 420 ft. above average terrain	Howard Jernigan, GM Elizabeth P. Whitley, GSM Vianne B. Webb, PD	Box 9347 Hampton, VA 23670 804-826-1310	N/A	Blair Radio
WKEZ-FM	Yorktown	C	Karas Radio Corp.	94.1 MHz 50,000 w horz/vert N/A	Bob LaFerme, GM Bob LaFerme, GSM Jim Stevens, PD	Tower Box 29, 2101 Executive Dr. Yorktown, VA 23666 804-826-9494	N/A	Eastman Radio
WLTY-FM	Norfolk	AC	Landmark Communications	95.7 MHz 40,000 w horz/vert 881 ft. above average terrain	Dick Fraim, GM Dan Maxwell, GSM Dale Parsons, PD	720 Boush St. Norfolk, VA 23510 804-446-2700	N/A	Christal Company
WNIS-AM	Portsmouth	N/T	Golden East	1350 KHz 5,000 w Dir.-Sep. patterns day & night	Bob Sinclair, GM Sharon Bosso, GSM Doug Boynton, PD	Box 1350 Norfolk, VA 23501 804-622-5591	N/A	Hillier
WNOR-AM	Norfolk	BI	Josephson International	1230 KHz 1,000 w Day/250 w Night Non-Directional	Jack Rattigan, GM Judy Hundley, GSM Vick Gregory, PD	700 Monticello Ave. Norfolk, VA 23510 804-623-9667	N/A	RKO Radio
WNOR-FM	Norfolk	A	Josephson International	98.7 MHz 50,000 w 549 ft. above average terrain	Jack Rattigan, GM Judy Hundley, GSM Ron Reger, PD	700 Monticello Ave. Norfolk, VA 23510 804-623-9667	N/A	RKO Radio
WOWI-FM	Norfolk	BI	Willis Broadcasting	102.9 MHz 50,000 w horz/vert 500 ft. above average terrain	L.E. Willis, GM L.E. Willis, GSM Leonard Ware, PD	1010 Park Ave. Norfolk, VA 23504 804-622-4600	N/A	N/A

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPCE-AM	Portsmouth	REL	Tidewater Radio Show	1400 KHz 1,000 w Non-Directional	L.E. Willis, GM L.E. Willis, GSM Celestine Willis, PD	1010 Park Ave. Norfolk, VA 23504 804-622-4600	N/A	N/A
WPEZ-AM	Hampton	C	Golden East Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Joe Schwartz, GM Leo Williams, GSM Joe Moore, PD	Tower Box 101 2101 Executive Dr. Hampton, VA 804-838-4295	\$20	CBS-FM
WPMH	Portsmouth	REL	Chesapeake- Portsmouth Broadcasting	1010 KHz 5,000 w Day Only Directional	Les Litchfield, GM Allan Jumba, GSM Allan Jumba, PD	Box 1010 #1 Mercury Lane Portsmouth, VA 23705 804-488-8364	\$7.45	N/A
WQRK-FM	Virginia Beach	R	Bay City Communications	104.5 MHz 50,000 w 418 ft. above average terrain	Gene Loving, GM Jim Lowe, GSM Ralph Wimmer, PD	160 Newtown Rd. Newtown Square Bldg. Virginia Beach, VA 23462 804-497-1067	N/A	Selcom
WRAP-AM	Norfolk	BI	Rollins Broadcasting of Delaware	850 KHz 5,000 w Day/1,000 w Night Non-Directional	Jack M. Rattigan, GM Walter Huntsberry, GSM Frank Stewart, PD	13 Downtown Plaza Norfolk, VA 23501 804-483-6300	\$45 x 6	Bernard Howard
WTAR-AM	Norfolk	AC	Landmark Communications	790 KHz 5,000 w Directional-Night Only	Dick Fraim, GM Wayne Simons, GSM Dale Parsons, PD	720 Boush St. Norfolk, VA 23510 804-446-2755	\$116	Christal Company
WTJZ-AM	Hampton	J	Bay City Communications	1270 KHz 1,000 w Directional-Night Only	Roger Clark, GM Gloria Heinrich, GSM Larry Hollowell, PD	553 Michigan Dr. Hampton, VA 23669 804-461-7195	\$22	Selcom
WWDE-FM	Hampton	AC	Golden East Broadcasting	101.3 MHz 50,000 w horz/vert Non-Directional	Joe Schwartz, GM Larry Saunders, GSM Paul Richardson, PD	Tower Box 101 2101 Executive Dr. Hampton, VA 23666 804-838-4295	N/A	CBS/FM Sales Drake-Chenault
WXRI-FM	Portsmouth	AC	CBN-Continental Broadcasting Network	105.3 MHz 50,000 w horz/vert 500 ft. above average terrain	Bob Johnson, GM Ray Fowler, GSM Stu Rod, PD	1318 Spratley St. Portsmouth, VA 23704 804-393-2501	N/A	Hillier



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

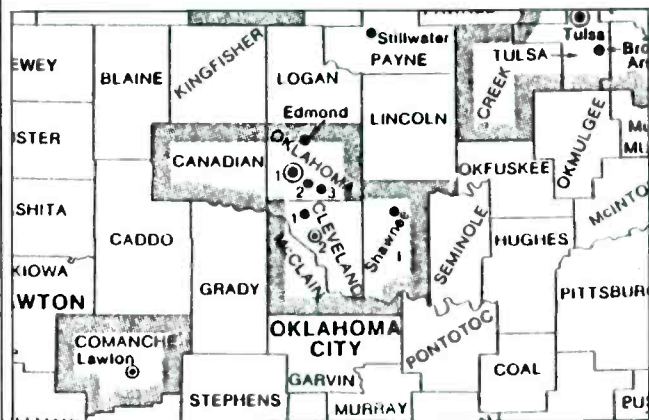
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

OKLAHOMA CITY



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAEZ-FM	Oklahoma City	B	All American Broadcasting	107.7 MHz 100,000 w 500 ft. above average terrain	Jimmy Miller, GM Jackie Miller, GSM D.J. Foster, PD	Box 11333 4240 N.E. 23rd St. Oklahoma City, OK 73136 405-424-3376	N/A	N/A
KATT-AM	Oklahoma City	A	Surrey	1140 KHz 1,000 w Non-Directional	Paul Gleiser, GM Gregory Biggs, GSM Dave Brewer, PD	Box 25787 Oklahoma City, OK 73125 405-631-8881	\$125 (combo)	RKO Radio
KATT-FM	Oklahoma City	A	Surrey	100.5 MHz 100,000 w. circular polarized 598 ft. above average terrain	Paul Gleiser, GM Gregory Biggs, GSM Dave Brewer, PD	Box 25787 716 S.E. 79th St. Oklahoma City, OK 73125 405-631-8881	\$125 (combo)	RKO Radio
KEBC-FM	Oklahoma City	C	KEBC Radio	94.7 MHz 100,000 w horz/vert 440 ft. above average terrain	Donald Hodges, GM Skip Stow, GSM Lynn Waggoner, PD	Box 94580 5101 S. Shields Blvd. Oklahoma City, OK 73143 405-631-7501	\$100	Torbet Radio
KGOU-FM	Norman	A	University of Oklahoma	106.3 MHz 3,000 w 180 ft. above average terrain	Bruce Hinson, GM Betty Hickman, GSM Michael Bailey, PD	780 Van Vleet Oval Norman, OK 73019 405-325-3388	\$8.50	N/A
KJIL-FM	Bethany	REL	Jimmy Swaggart Ministries	104.9 MHz 3,000 w 300 ft. above average terrain	John Gaudet, STM Timothy Van Over, GSM John Williams, PD	2809 N. MacArthur Oklahoma City, OK 73127 405-789-7746	\$22	N/A
KJYO-FM	Oklahoma City	AC	Insilco Broadcast Group	102.7 MHz 100,000 w horz/vert 1,003 ft. above average terrain	Bernie Thompson, GM Chuck Vellermayer, GSM Jerry Dean, PD	Box 1000 Oklahoma City, OK 73101 405-846-5271	N/A	Major Market
KKLR-FM	Edmond	C	Mid America Media	97.7 MHz 3,000 w horz/vert 300 ft. above average terrain	Roger Lindsey, STM Bobette Moisan, GSM George Thomas, PD	700 S. Kelly Edmond, OK 73034 405-348-9898	N/A	Bernard Howard
KKNG-FM	Oklahoma City	BM	Swanson Broadcasting	92.5 MHz 100,000 w 900 ft. above average terrain	Mike Nauman, GM Bill Hurley, GSM Steve White, PD	110 N.E. 48th St. Oklahoma City, OK 73105 405-525-5595	\$75	Christal Company
KLNK-FM	Oklahoma City	AC	Wavelength Associates	98.9 MHz 48,000 w 1,253 ft. above average terrain	Wally Tucker, GM Stephanie Rolan, GSM Dave Allen, PD	7301 N. Broadway Ext. Oklahoma City, OK 73116 405-848-6823	N/A	Selcom
KLTE-FM	Oklahoma City	AC	OK Communications	101.9 MHz 10,000 w horz/vert 420 ft. above average terrain	David Thompson, GM David Thompson, GSM Tony Stone, PD	2814 Quail Plaza Dr. Oklahoma City, OK 73120 405-755-5583	\$70	Jack Masla
KOCY-AM	Oklahoma City	BB	Summit Communications	1340 KHz 1,000 w Day/250 w Night Non-Directional	William Kirkpatrick, GM Jim Tillery, GSM Charles Marcus, PD	101 N.E. 28th St. Oklahoma City, OK 73105 405-528-5543	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KOFM-FM	Oklahoma City	AC	Guy Gannett Broadcasting	104.1 MHz 100,000 w 1,425 ft. above average terrain	Michael Colello, GM J. Robert Dart, GSM Jon Jenkins, PD	1200 E. Britton Rd. Oklahoma City, OK 73113 405-478-0444	\$60	Katz Radio
KOMA-AM	Oklahoma City	C	Storz Broadcast ng	1520 KHz 50,000 w Directional-Night Only	Woody Woodard, GM John Rogers, GSM Gregg Lindahl, PD	Box 1520 Oklahoma City, OK 73101 405-794-1573	\$84	Blair Radio
KTOX-AM	Oklahoma City	N/T	Insilco Broadcast Group	1000 KHz 5,000 w Dir.-Sep. patterns day & night	Kenneth Gaines, GM Bob Rogers, GSM Bob Dergin, PD	Box 1000 50 Penn Place Oklahoma City, OK 73101 405-840-5271	\$90	Major Market
KQCV-AM	Oklahoma City	REL	Bott Broadcasting	800 KHz 250 w Non-Directional	Rich Bolt II, GM Pam Bracken, GSM John Gilley, PD	1919 N. Broadway Oklahoma City, OK 73103 405-521-1412	\$21	N/A
KXXY-FM	Oklahoma City	A	Summitt Communications	96.1 MHz 100,000 w horz/vert 300 ft. above average terrain	William Kirkpatrick, GM Jim Tillery, GSM Charles Marcus, PD	101 N.E. 28th St. Oklahoma City, OK 73105 405-528-5543	N/A	McGavren-Guild
WKY-AM	Oklahoma City	AC	Gaylord Broadcasting	930 KHz 5,000 w Directional-Night Only	Tom Perryman, GM Tom Perryman, GSM Alvin Ross, PD	400 E. Britton Rd. Oklahoma City, OK 73114 405-478-2930	\$59	Eastman Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

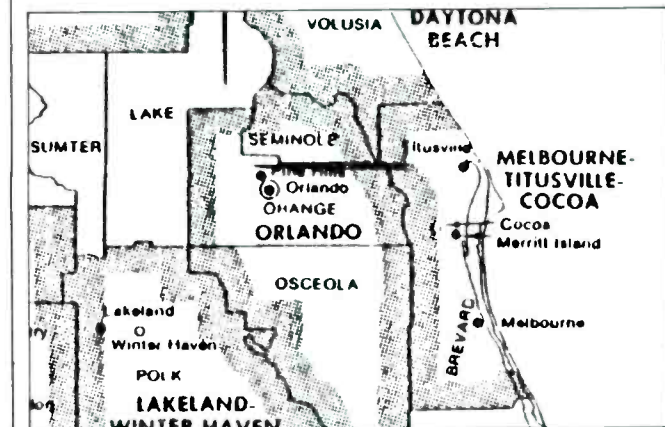
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

ORLANDO-DAYTONA BEACH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WJL-AM	Winter Park	REL	Alleluia Broadcasting	1440 KHz 5,000 w Directional-Night Only	Albert Chubb, GM Diane Rich, GSM	Box 1-7777 5325 Edgewater Dr. Orlando, FL 32860 305-291-9255	\$12	N/A
WBJW-FM	Orlando	R	R.W. Rounsaville	105.1 MHz 100,000 w 370 ft. above average terrain	M.F. Kershner, GM Rich Weinkauf, GSM Tom West, PD	Box 7475 222 Hazard St. Orlando, FL 32854 305-425-6631	N/A	McGavren-Guild
WDBO-AM	Orlando	AC	Katz	580 KHz 5,000 w Directional-Night Only	Jack Porteous, GM Frank Celebre, GSM Tom Kennington, PD	Box 158 58 S. Ivanhoe Blvd. Orlando, FL 32802 305-843-5800	N/A	Katz Radio
WDBO-FM	Orlando	BM	Katz	92.3 MHz 100,000 w 1,320 ft. above average terrain	Jack Porteous, GM Frank Celebre, GSM Tom Kennington, PD	Box 158 58 S. Ivanhoe Blvd. Orlando, FL 32802 305-843-5800	N/A	Katz Radio
WDIZ-FM	Orlando	A	Shamrock	100.3 MHz 100,000 w 820 ft. above average terrain	George Duffy, GM Bob Osburn, GSM Bob Church, PD	2699 Lee Rd. Suite 470 Winter Park, FL 32789 305-645-1802	N/A	Selcom
WELE-FM	De Land	C	Elyria-Lorain Broadcasting	105.9 MHz 100,000 w horz/vert 600 ft. above average terrain	Bill Stipsits, GM Vance Tyler, GSM Bill Jenkins, PD	Drawer F De Land, FL 32720 904-775-4611	\$30 x 6	Roslin Radio
WFIV-AM	Kissimmee	C	Radio Florida Broadcasters	1080 KHz 10,000 w Non-Directional	Edward Allmon, GM Edward Allmon, GSM Edward Allmon, PD	1080 Country Blvd. Kissimmee, FL 32741 305-847-4422	\$17.50 6 x	PRO Radio
WHLY-FM	Leesburg	AC	General Broadcasting of Florida	106.7 MHz 100,000 w 798.75 ft. above average terrain	Jake Russell, GM Ralph Salerno, GSM Mark Kaplowe, PD	233 N. Lake Blvd. Altamonte Spring, FL 32701 305-339-1067	\$60 x 6	Christal Company
WHOO-AM	Orlando	C	WHOO Radio	990 KHz 50,000 w Directional-Night Only	W. Max Rein, GM Fred Murr, GSM Bucks Braun, PD	Box 15310 1 WHOO Rd. Orlando, FL 32808 305-295-3990	N/A	Torbet Radio
WHOO-FM	Orlando	BM	WHOO Radio	96.5 MHz 100,000 w 493 ft. above average terrain	W. Max Rein, GM Fred Murr, GSM Bucks Braun, PD	Box 15310 1 WHOO Rd. Orlando, FL 32808 305-295-3990	N/A	Torbet Radio TM Programming
WJYO-FM	Mount Dora	AC	CKK Broadcasting	107.7 MHz 100,000 w horz/vert 829 ft. above average terrain	Harvey J. Tate, GM Barbara Peckett, GSM David Sousa, PD	2001 Mercy Dr. Orlando, FL 32808 305-298-5510	\$75	RKO Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WKIS-AM	Orlando	N/T	Susquehanna Broadcasting	740 KHz 5,000 w Day/1,000 w Night Non-Directional	Larry Kindel, GM Karen Kjos, GSM Andrew Goodman, PD	Box 740 Orlando, FL 32802 305-295-0740	\$60 × 6	Eastman Radio
WLOF-AM	Orlando	R	Rounsaville	950 KHz 5,000 w Directional-Night Only	M.F. Kershner, GM Arnold Kaufman, GSM Roger Stallard, PD	Box 15746 Old Winter Garden and Ring Rd Orlando, FL 32808 305-293-2431	N/A	McGavren-Guild
WLOQ-FM	Winter Park	AC	WLOQ Stereo Radio	103.1 MHz 3,000 w 300 ft. above average terrain	John Gross, GM Brian Dunbar, GSM Robert M. Kelley, PD	174 Comstock Ave. Winter Park, FL 32789 305-647-5557	\$40	P/W Radio
WOKB-AM	Winter Garden	B	Lesli Broadcasting	1600 KHz 5,000 w Dir.-Sep. patterns day & night	Arnold Schoor, GM Diane Chenault, GSM Billye Love, PD	1111 S. Division Ave. Orlando, FL 32805 305-841-1600	\$33	Lotus Reps
WORL-AM	Orlando	B	Sudbrink Broadcasting	1270 KHz 5,000 w Non-Directional	Harvey Tate, GM Gary Nicholson, GSM Nathan Hemphill, PD	2001 Mercy Dr. Orlando, FL 32808 305-298-5510	\$37.50	RKO Radio
WPCV-FM	Winter Haven	C	Hall Communications	97.5 MHz 100,000 w 499 ft. above average terrain	Herbert Stewart, GM Herbert Stewart, GSM Dave Wright, PD	Box 2038 Lakeland, FL 33802 813-682-8184	\$16 × 56	Hillier
WREM-AM	Pinecastle Sky Lake	BB	Borgen-Murphy	1190 KHz 1,000 w Non-Directional	Jim Shipley, GM Jim Shipley, GSM Pete Forgiore, PD	707 E. Oak Ridge Rd. Orlando, FL 32809 305-859-4350	\$12	N/A Al Ham "MOYL"



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

PHOENIX SUCCESS STORY!

If your audience is 25+, find out more about
the fastest growing radio in Phoenix!

KTAR 620 NEWS PLUSSM

Arizona's #1 station* (again!)

K-Lite *Light* *Rock* **99FM**SM

A 45% audience increase* in
the station's first book!

Target your audience in
the largest growth
market between Dallas
and L.A. Find out more
about the dominant
influence and powerful
impact of "News Plus"
and "Lite Rock."

Call Mike Shields,
KTAR/KKLT Director of
Sales: (602) 274-6200.

Represented nationally by: CBS RADIO SPOT SALES

- New York (212) 975-4575
- Atlanta (404) 233-8281
- Chicago (312) 951-3357
- Dallas (214) 556-1145
- Detroit (313) 352-2800
- Los Angeles (213) 460-3701
- Philadelphia (215) 581-5990
- St. Louis (314) 444-3221
- San Francisco (415) 765-4006

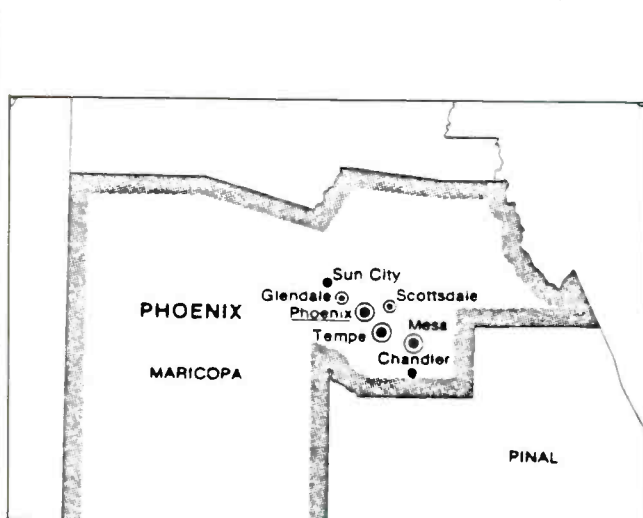
*ARBITRON/Spring '82: Metro, 12+, 6AM - 12M, Mon. - Sun.
KTAR and KKLT are Pulitzer Stations

PHOENIX



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KARZ-AM	Phoenix	C	Stauffer Communications	960 KHz 5,000 w Directional-Night Only	Al Lobeck, GM Joe Ferguson, GSM Scott Husky, PD	Box 44096 2196 E. Camelback Rd. Phoenix, AZ 85064 602-956-9696	N/A	Katz Radio George Burns
KDKB-FM	Mesa	A	Sandusky Newspapers	93.3 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Tommy R. Vasoco, GM Elizabeth Young, GSM Jeff Sattler, PD	Box 4227 Mesa, AZ 85201 602-897-9300	N/A	Blair Radio Jeff Pollack
KIFN-AM	Phoenix	SP	KIFN Radio	860 KHz 1,000 w Non-Directional	Mauricio Mendez, GM Mauricio Mendez, GSM Luis Trujillo, PD	Box 390 147 E. Garfield Phoenix, AZ 85001 602-257-9363	\$40	Caballero
KJJJ-AM	Phoenix	C	ITC Comm.	910 KHz 115,000 w Directional-Night Only	Gray Fries, GM Doug Stewart, GSM Mike Morgan, PD	631 N. First Ave. Phoenix, AZ 85003 602-258-6161	N/A	Major Market Sherwood Hennes
KJJJ-FM	Glendale	C	ITC Comm.	92.3 MHz 100,000 w horz/vert 880 ft. above average terrain	Gray Fries, GM Doug Stewart, GSM Mike Morgan, PD	631 N. First Ave. Phoenix, AZ 85003 602-258-6161	N/A	Major Market Sherwood Hennes
KKLT-FM	Phoenix	AC	Canyon Communications	98.7 MHz 115,000 w 1,650 ft. above average terrain	Jim Taszarek, GM Mike Shields, GSM Mike McCoy, PD	301 W. Osborn Phoenix, AZ 85013 602-274-6200	N/A	CBS Radio
KLFF-AM	Glendale	BB	Canyon Communications	1360 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Larry Mazursky, GM Wally Grant, GSM Bob Baker, PD	7401 W. Camelback Rd. Phoenix, AZ 85033 602-245-1500	\$55 x 12	Lotus Reps. Al Ham "MOYL"
KMEO-AM	Phoenix	BM	Scripps-Howard Broadcasting	740 KHz Daytime	Steve Wrath, GM Steve Wrath, GSM N/A	3719 N. 32nd Ave. Phoenix, AZ 85017 602-279-5577	\$72	McGavren-Guild Bonneville
KMEO-FM	Phoenix	BM	Scripps-Howard Broadcasting	96.9 MHz 100,000 w horz/vert 1,556 ft. above average terrain	Steve Wrath, GM Steve Wrath, GSM —	3719 N. 32nd Ave. Phoenix, AZ 85017 602-279-5577	\$72 (combo)	McGavren-Guild Bonneville
KNIX-AM	Tempe	C	Buck Owens Broadcasting	1580 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Michael Owens, GM Richard Wodrich, GSM Larry Daniels, PD	Box 3174 Tempe, AZ 85281 602-966-6236	N/A	Christal Company
KNIX-FM	Tempe	C	Buck Owens Broadcasting	102.5 MHz 100,000 w 1,610 ft. above average terrain	Michael Owens, GM Richard Wodrich, GSM Larry Daniels, PD	Box 3174 Tempe, AZ 85281 602-966-6236	N/A	Christal Company
KOOL-FM	Phoenix	AC	KOOL Radio	94.5 MHz 100,000 w 1,620 ft. above average terrain	Bill Smith, GM Bill Smith, GSM Bob Polk, PD	KOOL Bldg. 511 W. Adams St. Phoenix, AZ 85003 602-257-1234	N/A	Katz Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KOPA-FM	Scottsdale	R	First Media Corporation	100.7 MHz 100,000 w 1,847 ft. above average terrain	Gary Guthrie, GM Bob Weaver, GSM Steve Rivers, PD	Box 1827 4601 N. Scottsdale Rd. Scottsdale, AZ 85251 602-941-1007	N/A	Torbet Radio
KOY-AM	Phoenix	AC	Harte-Hanks Radio	550 KHz 5,000 w Day/1,000 w Night Non-Directional	Gary Edens, GM Bob Zimmerman, GSM Charlie Van Dyke, PD	840 N. Central Ave. Phoenix, AZ 85004 602-258-8181	N/A	Eastman Radio
KPHX-AM	Phoenix	SP	Continental Broadcasting of Arizona	1480 KHz 1,000 w Day/500 w Night Directional-Night Only	Freddy Morales, GM Joe Alvarado, GSM Freddy Morales, PD	1975 S. Central Ave. Phoenix, AZ 85004 602-257-1351	N/A	Caballero
KQYT-FM	Phoenix	BM	Harte-Hanks	95.5 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Mike Horne, GM Bob Bolanger, GSM J.D. Freeman, PD	3501 N. 16th St. Phoenix, AZ 85016 602-264-0123	N/A	Eastman Radio Churchill
KSTM-FM	Apache Junction	A	Beta Communications	107.1 MHz 3,000 w horz/vert 430 ft. above average terrain	Scott Burton, GM Ron Bellus, GSM Jefi Parrets, PD	525 W. Southern Ave. Mesa, AZ 85202 602-835-1767	\$42 × 6	N/A
KTAR-AM	Phoenix	N/T	Pulitzer	620 KHz 5,000 w Directional-Night Only	Jim Taszarek, GM Mike Shields, GSM Johnny Andrews, PD	Phoenix Broadcasting 301 W. Osborn Phoenix, AZ 85013 602-274-6200	N/A	CBS Radio Spat
KUKQ-AM	Tempe	B	Tri-State Broadcasting	1060 KHz 5,000 w Day/500 w Night Non-Directional	Lloyd Melton, STM Lloyd Melton, GSM Ed Harlin, PD	2021 E. Thomas Rd. Phoenix, AZ 85016 602-957-2710	\$66.60	Jack Masla
KUPD-FM	Tempe	A	Tri-State Broadcasting	97.9 MHz 100,000 w 1,620 ft. above average terrain	Lloyd Melton, STM Lloyd Melton, GSM Ernesto Gladdon, PD	2021 E. Thomas Rd. Phoenix, AZ 85016 602-957-2710	\$66.60	Jack Masla
KZZP-AM	Mesa	R	Western Cities Broadcasting	1310 KHz 5,000 w Day/500 w Night Directional-Night Only	Bill Phalen, GM Palmer Pyle, GSM Randy Stewart, PD	727 South Extension Mesa, AZ 85202 602-964-4000	N/A	McGavren-Guild
KZZP-FM	Mesa	R	Western Cities Broadcasting	104.7 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Bill Phalen, GM Palmer Pyle, GSM Randy Stewart, PD	727 South Extension Mesa, AZ 85202 602-964-4000	N/A	McGavren-Guild
KHEP-FM	Phoenix	CL	Grand Canyon Broadcasters	101.5 MHz 100,000 w circular polarized 1,740 ft. above average terrain	Jack Willis, GM John Redfield, GSM Bob Christiansen, PD	3883 N. 38th Ave. Phoenix, AZ 85019 602-278-5555	\$34 × 6	Concert Music
KDJQ-FM	Mesa	A	Sandusky Newspapers	93.3 MHz 100,000 w Directional	Tommy Vasocu, GM Elizabeth Young, GSM Jeff Settler, PD	Box 4227 Mesa, AZ 85201 602-897-9300	\$12.75	Michael Collins
KSUN-AM		N/T	Michael Levin	1400 KHz 1000 w Day/250 w Night Non-Directional	Michael Levin, GM Gary Robb, GSM Tom Straw, PD	3003 N. Central Ave., Suite 704 Phoenix, AZ 85012 602-264-5786	N/A	Hillier
KWA0-FM	Sun City	BB	Sun City Broadcasting	106.3 MHz 3,000 w Non-Directional	Edwin White, GM Jim Sweida, GSM Edwin White, PD	10820 Oakmont Dr. Sun City, AZ 85351 602-974-3681	\$18	N/A



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

PHILADELPHIA



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KYW-AM	Philadelphia	N	Westinghouse Broadcasting	1060 KHz 50,000 w Directional	Nelson Cohen, GM Nick Marnell, GSM Ed Belkin, PD	Independence Mall East Philadelphia, PA 19106 215-238-4700	\$470	RAR
WCAU-AM	Philadelphia	N/T	CBS Inc.	1210 KHz 50,000 w Non-Directional	Allan Serxner, GM Bill McCadden, GSM Bob K., PD	City Avenue & Monument Road Philadelphia, PA 19131 215-839-7000	\$200	CBS Radio Bruce Man
WCAU-FM	Philadelphia	R	CBS Inc.	98.1 MHz 12,600 w 1,000 ft. above average terrain	Vince Benedict, Jr., GM Elissa Dorfsman, GSM Scott Walker, PD	City Avenue & Monument Road Philadelphia, PA 19131 215-839-7000	\$150	CBS/FM
WDAS-AM	Philadelphia	B	Unity Broadcasting Network-Penna.	1480 KHz 5,000 w Day/1,000 w Night Directional	W. Cody Anderson, GM Peter Drialo, GSM Joe Tamburro, PD	WDAS Bldg. Belmont Avenue & Edgely Rd. Philadelphia, PA 19131 215-878-2000	\$160	Bernard Howard
WDAS-FM	Philadelphia	B	Unity Broadcasting Network-Penna.	105.3 MHz 50,000 w 870 ft. above average terrain	W. Cody Anderson, GM Peter Drialo, GSM Joe Tamburro, PD	WDAS Bldg. Belmont Avenue & Edgely Rd. Philadelphia, PA 19131 215-878-2000	\$120	Bernard Howard
WEAZ-FM	Philadelphia	BM	WDVR, Inc.	101.1 MHz 12,500 w 1,010 ft. above average terrain	Jerry Lee, Pres. Irv Zeit, GSM Lee Martin, PD	10 Presidential Blvd. Bala Cynwyd, PA 19004 215-667-8400	\$155	McGavren-Guild Schulke
WFIL-AM	Philadelphia	C	Lin Broadcasting Co.	560 MHz 5,000 w	Bruce Holberg, GM Michael R. Craven, GSM Kris Chandler, PD	440 Domino Ln. Philadelphia, PA 19128 215-482-7000	N/A	Blair Radio George Burns
WFLN A/F	Philadelphia	CL	Franklin Broadcasting Co.	900 KHz/95.7 MHz AM: 1,000 w Day FM: 50,000 w horz/vert AM: Directional FM: 830 ft. above average terrain	Harry J. Haas, Jr., STM Richard Grear, GSM David Conant, PD	8200 Ridge Avenue Philadelphia, PA 19128 215-482-6000	\$75 x 6	Concert Music Sales
WIFI-FM	Philadelphia	R	GCC Communications	92.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Arthur G. Camiolo, GM Frank J. Neill, GSM Roy Laurence, PD	1 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-667-9000	N/A	Eastman Radio Clark Smidt
WIOQ-FM	Philadelphia	A	Outlet Co.	102.1 MHz 30,000 w horz/vert 650 ft. above average terrain	Donald Pettibone, GM Richard O. Feinblatt, GSM Alex Demers, PD	No. 2 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-667-8100	N/A	McGavren-Guild
WIP-AM	Philadelphia	AC	Metromedia Radio	610 KHz 5,000 w Directional	William S. Dallmann, GM Jimmy J. Smith, GSM Al Herskovitz, PD	19th & Walnut Sts. Philadelphia, PA 19103 215-568-2900	\$350	Katz Radio
WMGK-FM	Philadelphia	AC	Greater Media	102.9 MHz 50,000 w horz/vert 300 ft. above average terrain	Larry Wexler, GM Ed McCusker, GSM Bob Craig, PD	One Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-879-6000	N/A	Major Market

PHILADELPHIA



COUNTRY?

#2 EVENING DRIVE

#2 MIDDAY

#4 MORNING DRIVE

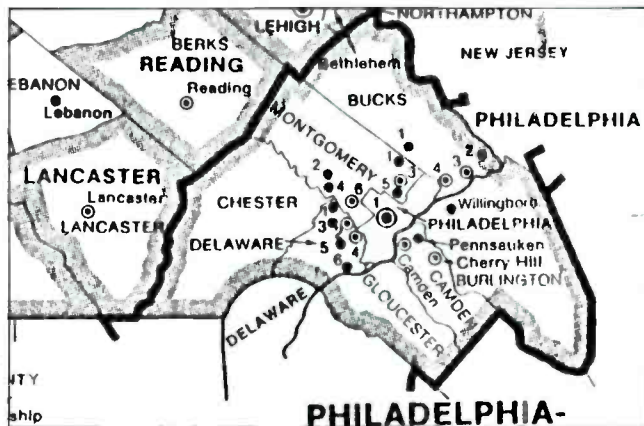
YES!

**Say adults 25-54
to the WFIL/WUSL COUNTRY MUSIC COMBO!**



Spring 1982 Arbitron, AQH Adults 25-54. Combined WFIL/WUSL audience against all other individual stations. Figures are estimates only and subject to limitation of source material.

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WMMR-FM	Philadelphia	A	Metromedia, Inc.	93.3 MHz 25,000 w horz/vert 670 ft. above average terrain	Hal Smith, GM Rhody A. Bosley, GSM Charlie Kendall, PD	The Wellington 19th & Walnut Sts. Philadelphia, PA 19103 215-561-0933	\$200	Katz Radio Burkharl/Adams
WPEN-AM	Philadelphia	BB	Greater Media	950 KHz 5,000 w Directional-Night Only	Larry Wexler, GM Ed McCusker, GSM Bob Craig, PD	One Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-879-6000	N/A	Major Market
WSNI-FM	Philadelphia	AC	Associated Communications	104.5 MHz 12,600 w 1,008 ft. above average terrain	Mike Marder, GM Robert Ballantine, GSM Tony Mann, PD	One Bala Plaza Bala Cynwyd, PA 19004 215-668-0750	N/A	RKO Radio
WUSL-FM	Philadelphia	C	Lin Broadcasting	98.9 MHz 18,000 w horz/vert 830 ft. above average terrain	Bruce Holberg, GM Michael R. Craven, GSM Kris Chandler, PD	440 Domino Lane Philadelphia, PA 19128 215-483-8900	N/A	Blair Radio Burns Media
WWDB-FM	Philadelphia	T	Banks Broadcasting	96.5 MHz 50,000 w horz/vert 1,200 ft. above average terrain	Lita Cohen, GM Eugene Vassall, GSM Marc Kuhn, PD	3930-40 Conshohocken Avenue Philadelphia, PA 19131 215-876-1500	\$110	Hillier
WWSH-FM	Philadelphia	AC	Cox Broadcasting	106.1 MHz 19,000 w horz/vert 740 ft. above average terrain	James E. Connor, GM Henry A. Tronco, GSM Jack Acuff, PD	555 City Line Avenue Bala Cynwyd, PA 19004 215-835-2350	\$60	Chrystal Company
WYSP-FM	Philadelphia	A	Infinity Broadcasting	94.1 MHz 16,000 w 900 ft. above average terrain	Harvey A. Pearlman, GM A. Richard Marks, GSM Michael Picozzi, PD	1 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-668-9460	\$150	Torbet Radio Jeff Pollack
WHAT-AM	Philadelphia	B	Independence Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Dolly Banks, GM Gene Vassall, GSM Mary Mason, PD	WHAT Radio Center 3930-40 Conshohocken Ave. Philadelphia, PA 19131 215-878-1500	\$80	Hillier
WRCP-AM	Philadelphia	O	Associated Communications	1540 KHz 50,000 w Day Directional	Mike Marder, GM Robert Ballantine, GSM Tony Mann, PD	1 Bala Plaza Bala Cynwyd, PA 19004 215-668-0750	N/A	RKO Radio
WZZD-AM	Philadelphia	REL	Communicom Corp of America	990 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Jennifer E. Lear, GM Jim Thomas, GSM Carl Dean, PD	117 Ridge Pike Lafayette Hill, PA 19444 215-242-6300	\$345 program time	Radio Spot



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

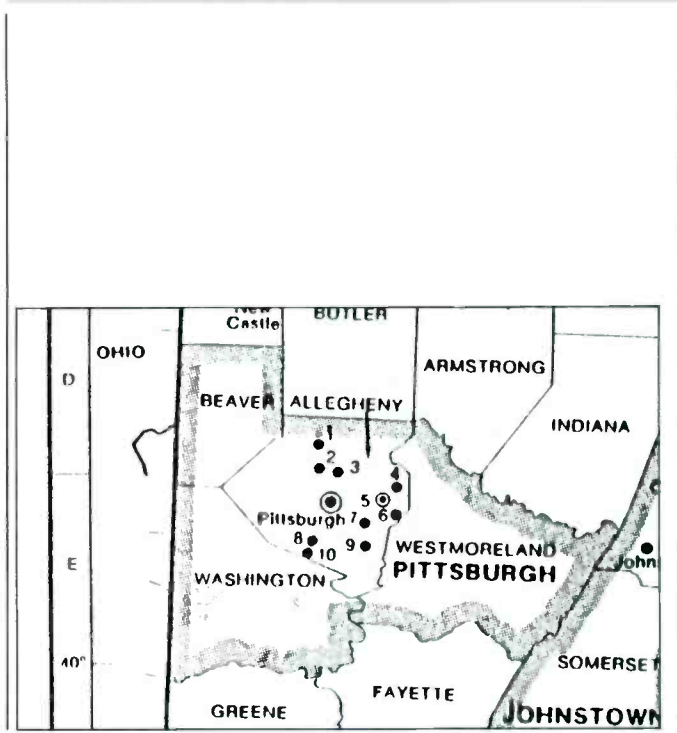
- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

PITTSBURGH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KDKA-AM	Pittsburgh	AC	Westinghouse Broadcasting	1020 KHz 50,000 w Non-Directional	Jonathan Klein, GM Philip Brown, GSM	KDKA Radio One Gateway Center Pittsburgh, PA 15222 412-393-2200	N/A	RAR
KQV-AM	Pittsburgh	N	Taft Broadcasting Co.	1410 KHz 5,000 w Dir.-Sep. patterns day & night	Robert Dickey, GM Chris Corson, GSM Peggie Philbin, PD	411 7th Ave. Pittsburgh, PA 15219 412-562-5900	N/A	Eastman Radio
WAMO-AM	Pittsburgh	B	Sheridan Broadcasting	860 KHz 1,000 w Daily Sunrise- local sunset	Glenn Mahone, GM Ray Gusky, GSM J.C. Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$30	Selcom
WAMO-FM	Pittsburgh	B	Sheridan Broadcasting	105.9 MHz 72,000 w horz/vert 440 ft. above average terrain	Glenn Mahone, GM Ray Gusky, GSM Jay Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$70	Selcom
WBVP-AM	Beaver Falls	AC	Beaver Falls Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Scott Lowe, GM Chuck Bearrice, GSM Joey Macy, PD	Box 719 Beaver Falls, PA 15010 412-846-4100	\$15 x 12	Market 4
WBZZ-FM	Pittsburgh	R	EZ Communications	93.7 MHz 41,000 w horz/vert 547 ft. above average terrain	Garry Eaves, GM Dan Vallie, PD	1715 Grandview Ave. Pittsburgh, PA 15211 412-381-8100	N/A	Torbet Radio
WDSY-FM	Pittsburgh	C	Entercom	107.9 MHz 50,000 w 500 ft. above average terrain	Peter Casella, GM Paul Kress/Mike Civiletti, GSM Ted Sohler, PD	107 Sixth St. Pittsburgh, PA 15222 412-471-9950	\$90	Major Market
WDVE-FM	Pittsburgh	A	Taft Broadcasting	102.5 MHz 55,100 w 820 ft. above average terrain	Robert Schutt, GM Shawn Portmann, GSM Howard Castle, PD	411 7th Ave. Pittsburgh, PA 15219 412-562-5900	N/A	Eastman Radio Burkhart/Abrams
WEEP-AM	Pittsburgh	C	Entercom	1080 KHz 50,000 w Directional-Day	Peter Casella, GM Paul Kress/Mike Civiletti, GSM Alan Furst, PD	107 Sixth St. Pittsburgh, PA 15222 412-471-9950	\$90	Major Market
WFFM-FM	Braddock	AC	Matta Broadcasting Co.	96.9 MHz 60,000 w horz/vert 520 ft. above average terrain	William Matta, GM Guy Kosinski, GSM Chuck Brinkman, PD	1233 Braddock Ave. Braddock, PA 15104 412-351-1100	\$74	Hillier
WIXZ-AM	McKeesport	C	Renda Broadcasting	1360 KHz 5,000 w Directional-Night Only	Anthony Renda, GM Tony Sciere, GSM Dave Nelson, PD	Box 1360 400 Lincoln Hwy. East McKeesport, PA 15035 412-566-1360	\$45	N/A
WJAS-AM	Pittsburgh	BB	Beni Broadcasting of Pittsburgh	1320 KHz 5,000 w Directional-Night Only	John O'Hearn, GM Jim Title, GSM Toni Martin, PD	Broadcast Plaza Crane Ave Pittsburgh, PA 15220 412-531-4800	\$50	Hillier Al Ham "MOYL"

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPIT-AM	Pittsburgh	REL	Associated Comm.	730 KHz Non-Directional	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A
WPIT-FM	Pittsburgh	REL	Associated Comm.	101.5 MHz 525 ft. above average terrain	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A
WPNT-FM	Pittsburgh	BM	Group W- Westinghouse Bdcastg. & Cable	92.9 MHz 47,000 w horz/vert 890 ft. above average terrain	James Aberle, GM Chuck Hobbs, GSM Bruce Hansen, PD	1051 Brinton Road Pittsburgh, PA 15221 412-244-7600	\$60	RAR Bonneville
WSHH-FM	Pittsburgh	BM	Nationwide Communications	99.7 MHz 10,500 w 930 ft. above average terrain	Mickey Franko, GM John Rohm, GSM —	Broadcast Plaza Crane Ave. Pittsburgh, PA 15220 412-531-7773/412-531-9500	\$64	Blair Radio
WTAE-AM	Pittsburgh	AC	The Hearst Corp.	1250 KHz 5,000 w Directional-Night Only	Ted Atkins, GM John Mackin Ade, GSM Mark Roberts, PD	400 Ardmore Blvd. Pittsburgh, PA 15230 412-731-1250	N/A	Katz Radio
WTKN-AM	Pittsburgh	T	WWSW Radio	970 KHz 5,000 w Directional	Michael Harvey, GM Dollie Bucci, GSM David Berner, PD	1 Allegheny Sq. Pittsburgh, PA 15212 412-323-5300	N/A	McGavren-Guild
WWSW-FM	Pittsburgh	AC	WWSW Radio	94.5 MHz 50,000 w horz/vert 810 ft. above average terrain	Michael Harvey, GM Dollie Bucci, GSM David Berner, PD	1 Allegheny Sq. Pittsburgh, PA 15215 412-323-5300	N/A	McGavren-Guild
WXKX-FM	Pittsburgh	R	Hearst Corp.	96.1 MHz 50,000 w horz/vert 500 ft. above average terrain	Ted Atkins, GM John Mackin Ade., GSM Bobby Christian, PD	400 Ardmore Blvd. Pittsburgh, PA 15230 412-731-0996	N/A	Katz Radio
WYDD-FM	Pittsburgh	A	Gateway Broadcasting Enterprises	104.7 MHz 50,000 w horz/vert 1,573 ft. above average terrain	Norm Slemenda, GM Norm Slemenda, GSM Mike Perkins, PD	810 5th Ave. New Kensington, PA 15068 412-362-2144	\$45 x 12	Jack Masia
WAMO-AM	Pittsburgh	B	Sheridan Broadcasting	860 KHz 1,000 w Daily Sunrise-local sunset —	Glenn Mahone, GM Ray Gusky, GSM J.C. Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$30	Selcom
WPIT-AM/FM	Pittsburgh	REL	Associated Comm.	730 KHz/101.5 M-Hz — AM Non-Directional/FM Non- Directional 525 ft. above average	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

PORTLAND, OR



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KUPL-AM	Portland	BB	Scripps-Howard Broadcasting	1330 KHz 5,000 w Directional	Bob Oxarart, GM Ed Groppo, GSM Joe Ferguson, PD	6400 S.W. Canyon Ct. Portland, OR 97221 503-297-3311	N/A	Torbet Radio Al Ham "MOYL"
KUPL-FM	Portland	BM	Scripps-Howard Broadcasting	98.5 MHz 100,000 w horz/48,000 w vert 1,100 ft. above average terrain	Bob Oxarart, GM Ed Groppo, GSM Joe Ferguson, PD	6400 S.W. Canyon Ct. Portland, OR 97221 503-297-3311	\$110 x 12	Torbet Radio
KWJJ-AM	Portland	C	Roy H. Park Broadcasting	1080 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Don Shore, GM Jeff Davis, PD	931 S.W. King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Katz Radio
KXL-AM	Portland	N/T	Kaye-Smith Radio	750 KHz 50,000 w Day/1,000 Night Directional	Ray Watson, GM Shirley Treacy, GSM Brian Jennings, PD	1415 S.E. Ankeny Portland, OR 97214 503-231-0750	N/A	McGavren-Guild
KXL-FM	Portland	BM	Kaye-Smith Radio	95.5 MHz 100,000 w 920 ft. above average terrain	Ray Watson, GM Shirley Treacy, GSM Howard Huntley, PD	1415 S.E. Ankeny Portland, OR 97214 503-231-0750	N/A	McGavren-Guild
KYXI-AM	Oregon City	N	Western Sun	1520 KHz 50,000 w Day/10,000 w Night Directional	Craig McCoy, GM Linn Harrison, GSM Mike Johnson, PD	Box 22125 Portland, OR 97222 503-656-1441	\$60 x 12	Hillier
KAAR-AM	Vancouver	AC	Palton Broadcasting	1480 KHz 1,000 w Day/Night Non-Directional	Terry Edgar, GM John Turner, GSM Bob Meyer, PD	6301 N.E. Highway 99 Vancouver, WA 98665 503-228-1480	\$26	Roslin & Tacher
KKSN-AM	Vancouver	CL	Ft. Vancouver Broadcasting	91 KHz 5,000 w Day/Night Directional	Bill Failing, GM Mickie Hall, GSM Lawrence Holmes, PD	4617 N.E. 158th St. Portland, OR 97230 503-257-9106	\$50	Concert Music
KLIQ-AM	Portland	N/T	Tamarack Communications	1290 KHz 5,000 w Non-Directional	Dave Jack, GM Les Sugarman, GSM Larry Lester, PD	Broadcast Sq., Oak Park Portland, OR 97202 503-234-8448	\$50 x 20	Radio Spot
KCNR-AM	Portland	AC	Duffy Broadcasting	1410 KHz 5,000 w Non-Directional	Tom Farley, GM Dave McDonald, GSM Richard Harker, PD	4700 S.W. Council Crest Dr. Portland, OR 97201 503-226-7676	\$125	Christal Company
KPDQ-AM	Portland	REL	Jack Davis II	800 KHz 1,000 w Non-Directional	Robert Ball, GM Don Lucich, GSM Joe Alcorn, PD	5110 S.E. Stark Portland, OR 97215 503-231-7800	\$30	N/A
KPDQ-FM	Portland	REL	Jack Davis II	93.7 MHz 100,000 w	Robert Ball, GM Don Lucich, GSM Joe Alcorn, PD	5110 S.E. Stark Portland, OR 97215 503-231-7800	\$32	N/A
KQFM-FM	Portland	AC	Golden West Broadcasters	100.3 MHz 100,000 w circular polarized 920 ft. above average terrain	Walton Reid, GM Tim McNamara, GSM Bill Dodd, PD	4949 S.W. Macadam Portland, OR 97201 503-226-0100	\$50	Major Market

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KRDR-AM	Gresham	C	Community Pacific	1230 KHz 1,000 w Day/250 w Night Non-Directional	Don Cross, GM Sandy Decker, GSM Don Lane, PD	Community Gresham Brcdstg. Box 32 Gresham, OR 97030 503-667-1230	\$26	N/A
KVAN-AM	Vancouver	C	KGAR, Inc.	1550 KHz 10,000 w Directional-Night Only	Ron Hughes, GM Bob Walters, GSM Bill Cole, PD	Box 4638, 5620 N.E. Gher Rd. Vancouver, WA 98662 206-256-9043	\$24	N/A
KYTE-AM	Portland	C	Gaylord	970 KHz 5,000 w Directional-Night Only	Ronald Saito, GM William Fuller, GSM Jim Liniger, PD	2040 S.W. 1st Avenue Portland, OR 97201 503-222-1841	\$110	Selcom
KCNR-FM	Portland	AC	Duffy Broadcasting	97.1 MHz 100,000 w horz/vert 1,200 ft. above average terrain	Tom Farley, GM Dave McDonald, GSM Richard Harker, PD	4700 S.W. Council Crest Dr. Portland, OR 97201 503-226-7676	N/A	Christal Company
KEX-AM	Portland	AC	Golden West Broadcasters	1190 KHz 50,000 w Directional	Greg Reed, GM Skip Townsend, GSM Bob Miller, PD	4949 S.W. Macadam Avenue Portland, OR 97201 503-225-1190	\$158 x 12	Major Market
KGON-FM	Portland	A	Western Sun	92.3 MHz 100,000 w 920 ft. above average terrain	Craig McCoy, GM Linn Harrison, GSM Dave Van Dyke, PD	Box 22125 Portland, OR 97222 503-655-9181	N/A	Hillier
KGW-AM	Portland	AC	King Broadcasting	620 KHz 5,000 w Directional-Night Only	Jim Woodyard, GM Bob Scherner, GSM Bill Minkler, PD	KGW Broadcast Center 1501 S.W. Jefferson St. Portland, OR 97201 503-226-5055	\$320	Blair Radio
KINK-FM	Portland	A	King Broadcasting	101.9 MHz 100,000 w horz/vert 1,611 ft. above average terrain	Stan Mak, GM Paul Clithero, GSM Rick Scott, PD	1501 S.W. Jefferson St. Portland, OR 97201 503-226-5080	N/A	Blair Radio
KJIB-FM	Portland	C	Park Broadcasting Contemporary FM	99.5 MHz 100,000 w horz/vert 920 ft. above average terrain	Don Shore, GM N/A Jelf Davis, PD	931 S.W. King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Katz Radio
KKEY-AM	Portland	T	Western Broadcasting	1150 KHz 5,000 w Directional	Ralph Weagant, GM Ernest Crater, GSM Ralph Weagant, PD	Box 5757 Portland, OR 97228 503-222-1150	N/A	N/A
KLLB-FM	Portland	R	Gaylord Broadcasting	101.1 MHz 100,000 w horz/vert 1,640 ft. above average terrain	Ronald Saito, GM Bill Fuller, GSM Robin Mitchell, PD	2040 S.W. 1st Avenue Portland, OR 97201 503-222-1841	\$80	Selcom
KMJK-FM	Lake Oswego	AC	Harte-Hanks Radio	106.7 MHz 94,000 w horz/vert 880 ft. above average terrain	Victor Ives, GM Rick White, GSM Jon Burry, PD	9500 S.W. Barbur Blvd., Suite 302 Portland, OR 97219 503-245-1433	N/A	Eastman Radio Churchill



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

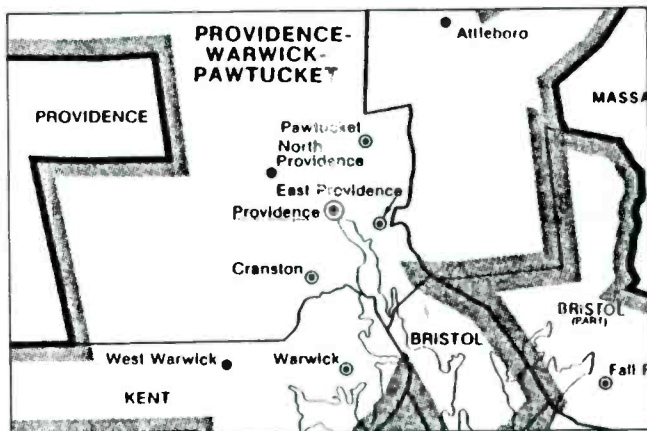
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

PROVIDENCE-NEW BEDFORD



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBRU-FM	Providence	R	Brown Broadcasting Service	95.5 MHz 20,000 w 434 ft. above average terrain	Jonathan Groff, GM David Grady, GSM George Bradt, PD	88 Benevolent St. Providence, RI 02906 401-272-9550	N/A	Roslin Radio Sales
WBSM-AM	New Bedford	A	Southern Massachusetts Broadcasters	1420 KHz 5,000 w Day/1,000 w Night Directional	George Gray, GM John Lawton, GSM David Derosters, PD	Box J4105 New Bedford, MA 02741 617-993-1767	\$25.50	PRO Radio
WEAN-AM	Providence	N/T	Providence Journal	790 KHz 5,000 w Dir.-Sep. patterns day & night	David Garrison, GM David Seaton, GSM Dave Nicholson, PD	290 Westminster Mall Providence, RI 02903 401-277-7900	\$120	McGavren-Guild
WGNG-AM	Pawtucket	C	Roger Williams Broadcasting	550 KHz 1000 w Directional-Night Only	Don Hysko, GM Chuck Stevens, GSM Bob West, PD	Route 123 On the Blackstone Cumberland, RI 02864 401-725-9000	\$36	Christal Company
WHIM-AM	East Providence	C	East Providence Broadcasting	1110 KHz 5,000 w Non-Directional	Rick Ruggieri, GM Jeffrey Salkin, GSM Jim O'Brien, PD	125 Eastern Avenue East Providence, RI 02914 401-434-2400	N/A	Christal Company
WHJJ-AM	East Providence	AC	Franks Broadcasting	920 KHz 5,000 w Directional-Night Only	John Franks, GM Robert Harrison, GSM Jim Murphy, PD	115 Eastern Avenue East Providence, RI 02914 401-438-6110	N/A	Katz Radio
WHJY-FM	East Providence	A	Franks Broadcasting	94.1 MHz 50,000 w 546 ft. above average terrain	John Franks, GM Phillip Norton, GSM Jim Murphy, PD	115 Eastern Avenue East Providence, RI 02914 401-438-6110	N/A	Katz Radio Jeff Pollack
WLKW-AM	Providence	BB	McCormick Communications	990 KHz 50,000 w Non-Directional	Eugene Mitchell, GM Eugene Mitchell, GSM Toni Rizzini, PD	1185 N. Main St. Providence, RI 02904 401-331-7810	N/A	N/A
WLKW-FM	Providence	BM	McCormick Communications	101.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Eugene Mitchell, GM Eugene Lombardi, GSM Toni Rizzini, PD	1185 N. Main St. Providence, RI 02904 401-331-7810	N/A	Torbet Radio
WPJB-FM	Providence	A	Providence Journal	105.1 MHz 50,000 w 500 ft. above average terrain	David Garrison, GM Ric Gorman, GSM Tod Chase, PD	290 Westminster Mall Providence, RI 02903 401-277-7105	N/A	McGavren-Guild
WPRO-AM	East Providence	R	Capital Cities Communications	630 KHz 5,000 w Directional-Night Only	Aaron Daniels, GM Tim Gorman, GSM Tom Cuddy, PD	1502 Wampanoag Trail East Providence, RI 02915 401-433-4200	\$165	Blair Radio
WPRO-FM	Providence-Pawtucket	R	Capital Cities Communications	92.3 MHz 50,000 w horz/vert 536 ft. above average terrain	Aaron Daniels, GM Greg Delmonica, GSM Tom Cuddy, PD	1502 Wampanoag Trail East Providence, RI 02915 401-433-4200	\$165	N/A
WSAR-AM	Fall River	N/T	Quality Radio	1480 KHz 5,000 w Dir.-Sep. patterns day & night	Bob Nims, GM Paul Gel Zinnis, GSM Ken McLean, PD	Home St. Somerset, MA 02721 617-678-9727	N/A	Major Market Knight Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY		GENERAL MGR.		ADDRESS	TOP AD RATE	REP CONSULTANT SYNDICATOR
				POWER-DAY/NIGHT	DIRECTIONAL TERRAIN	SALES MGR.	PROGRAM DIR.			
WSNE-FM	Taunton, MA	AC	Outlet Broadcasting	93.3 MHz	50,000 w horz/vert 619 ft. above average terrain	Tom Mosher, GM Paul Levesque, GSM Peter Mokover, PD	111 Dorrance St. Providence, RI 02903 401-751-5700	\$48 × 12	Eastman Radio	



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

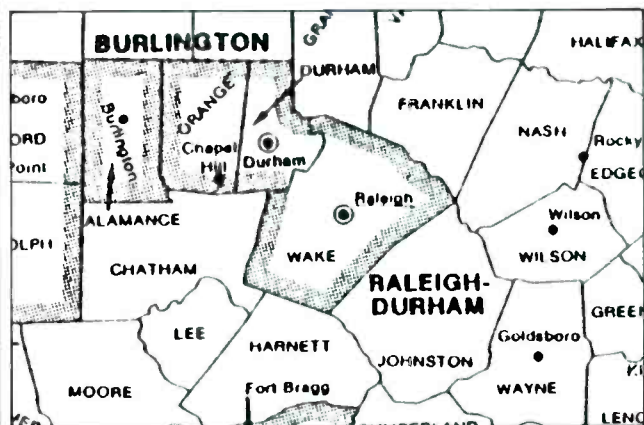
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

RALEIGH-DURHAM



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL-TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCHL-AM	Chapel Hill	AC	Village Broadcasting	1360 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Walker Morris, GM Sally Beamer, GSM Nancy Jones, PD	Box 2127 1721 E. Franklin Chapel Hill, NC 27514 919-942-8765	\$20.50	Southern Spot
WDBS-FM	Durham	CL	Duke University	107.1 MHz 3,000 w 300 ft. above average terrain	William Dix, Jr., GM William Dix, Jr., GSM Rob Gringle, PD	1007 Broad St. Durham NC 27705 919-286-9327	\$19 x 6	Lotus Reps
WDCG-FM	Durham	R	Durham Radio	105.1 MHz 99,000 w horz/vert 330 ft. above average terrain	Julian Stoler, GM Randy Kabrich, PD	Box 2126 Durham, NC 27702 919-682-0319	N/A	CBS/FM
WDNC-AM	Durham	AC	Durham Radio	620 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Jim Sackett, STM	Box 2126 Durham, NC 27702 919-682-0319	\$45 x 12	CBS/FM
WDUR-AM	Durham	B	Airways of Durham	1490 KHz 1,000 w Day/250 w Night Non-Directional	Rich Glover, GM Sharmaine McKissick, GSM Alvin Stowe, PD	Box 2169 1826 Nixon St. Durham, NC 27702 919-683-1490	\$35 x 6	Selcom
WKIX-AM	Raleigh	C	Mann Media	850 KHz 10,000 w Day/5,000 w Night Directional-Night	Edward Weiss, GM Rich Styles, GSM Joe Formicola, PD	Box 12526 Raleigh, NC 27605 919-851-2711	N/A	Blair Radio
WLLE-AM	Raleigh	B	Special Markets Media	570 KHz 500 w Non-Directional	Henry Monroe, GM Prentiss Monroe, GM Henry Monroe, GSM Chester Davis, PD	649 Maywood Ave. P. O. Box 190 Raleigh, NC 27602 919-833-3874	\$22 x 6	Bernard Howard
WPCM-FM	Burlington-Araham	C	Rau Radio	101.1 MHz 100,000 w 910 ft. above average terrain	Buddy Poole, GM Glenn Thompson, GSM	Rau Radio 2100 M. St. N.W. Suite 716 Washington, DC 20037 919-275-4748	N/A	Jack Masla
WPJL-AM	Raleigh	REL	Raleigh Radio	1240 KHz 1,000 w Day/250 w Night Non-Directional	Bill Suttles, GM Ed Hessington, GSM Tim Shephens, PD	Box 27946 515 Bart St. Raleigh, NC 27611 919-834-6401	\$13	Radio Spot
WPTF-AM	Raleigh	N/T	Durham Life Broadcasting	680 KHz 50,000 w Directional-Night Only	Wally Ausley, GM Bob Evans, GSM George Densos, PD	Box 1511 WPTF Bldg 410 S. Salisbury St. Raleigh, NC 27602 919-832-8311	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WQDR	Raleigh	A	Life Broadcasting	94.7 MHz 100,000 w 1,025 ft. above average terrain	David Berry, GM Barbara Price, NSD Laurel Smith, NSD Ron Phillips, PD	Box 1511 410 S. Salisbury St. Raleigh, NC 27602 919-832-8313	N/A	McGavren-Guild
WRAL-FM	Raleigh	AC	Capitol Broadcasting	101.5 MHz 100,000 w horz/vert 1,890 ft. above average terrain	Claire Shaffner, GM Martin Seligson, GSM E. J. Attayek, PD	711 Hillsborough St. Raleigh, NC 27605 919-821-8701	\$160	Katz Radio Drake-Chenault
WSRC-AM	Durham	B	Carolina Radio of Durham	1410 KHz 5,000 w Directional	James Mayes, GM Bob Wolfe, GSM Warren Massenburg, PD	Box 1331 700 E. Club Blvd. Durham, NC 27702 919-477-7331	\$20 x6	Bernard Howard
WTIK-AM	Durham	C	W & W Broadcasting	1310 KHz 5,000 w Day/1,000 w Night Directional	Harry Welch, Jr., GM Harry Welch, Jr., GSM Tom Tolley, PD	Box 1571 707 Leon St. Durham, NC 27702 919-477-7351	\$21 x18	Charles Welch
WYYD-FM	Raleigh	BM	Mann Media	96.1 MHz 9,800 w	Ed Weiss, GM Dick Harlow, GSM Mikey Fenley, PD	Box 12526 Raleigh, NC 27605 919-851-2711	N/A	Blair Radio Carsen Radio Services



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

FM 106 KWK AM 13.8

**CLEARLY,
ST. LOUIS' FAVORITE
YOUNG ADULT
STATIONS!**

**KWK AM/FM #1: TEENS, MEN 18-24,
ADULTS 18-24, MEN 18-34, ADULTS 18-34,
PERSONS 12-24, PERSONS 12-34**

*Source: Arbitron, March/June 1982. Metro AQH Mon-Sun, 6A-12M. Subject to limitations stated therein. KWK-FM Granite City/St. Louis.

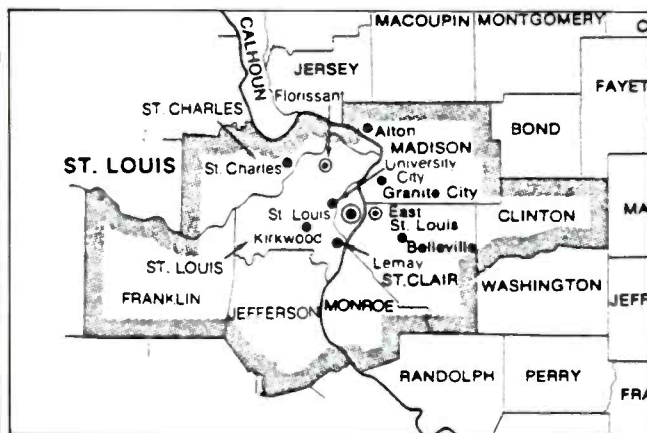
Represented Nationally by Hillier, Newmark & Wechsler.

ST. LOUIS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KADI-FM	St. Louis	AC	Communications Fund	96.3 MHz 100,000 w horz/vert 650 ft. above average terrain	Richard Miller, GM John Sink, GSM Peter Parisi, PD	7530 Forsyth St. Louis, MO 63105 314-721-2323	N/A	Selcom Al Casey
KATZ-AM	St. Louis	AC	Laclede Radio	1600 KHz 5,000 w horz/vert Directional-Night Only	Robert Miller, GM Charles Shields, GSM Ajay Kemp, PD	1139 Olive St. St. Louis, MO 63101 314-241-6000	N/A	Bernard Howard
KEZK-FM	St. Louis	BM	Melroplex Communications of Missouri	102.5 MHz 100,000 w horz/vert 450 ft. above average terrain	Matt Mills, GM Hank Poth, GSM Mike Liston, PD	7711 Carondelet Ave. St. Louis, MO 63105 314-727-2160	N/A	Torbet Radio Bonneville
KIRL-AM	St. Charles	REL	Bronco Broadcasting	1460 KHz 5,000 w Day Directional	Bill White, GM Bill White, GSM Columbus Gregory, PD	Box 978 St. Charles, MO 63302 314-946-6600	6 x \$35	PRO Radio
KMJM-FM	St. Louis	B	Amatura Group	107.7 MHz 100,000 w horz/vert 575 ft. above average terrain	Barry Baker, GM Victor Sansone, GSM Dick Edwards, PD	532 DeBaliviere St. Louis, MO 63112 314-361-1108	N/A	McGavren-Guild New World Comm.
KMOX-AM	St. Louis	N/T	CBS Radio	1120 KHz 50,000 w horz/vert Non-Directional	Robert Hyland, GM Robert Fulstone, GSM Judith Simms, PD	One Memorial Dr. St. Louis, MO 63102 314-621-2345	\$350	CBS Radio
KMOX-FM	St. Louis	AC	CBS Radio	103.3 MHz 100,000 w horz/vert 1,212 ft. above average terrain	Robert Hyland, Jr., GM Steve April, GSM Ed Scarborough, PD	One Memorial Dr. St. Louis, MO 63102 314-621-2345	\$75	CBS/FM
KSD-AM	St. Louis	C	Gannett Broadcasting	550 KHz 5,000 w horz/vert Directional-Night Only	Phillip Trammell, GM John Gutbrod, GSM Walt Turner, PD	10155 Corporate Square St. Louis, MO 63132 314-997-5594	N/A	Eastman Radio
KSD-FM	St. Louis	AC	Gannett Broadcasting	93.7 MHz 100,000 w horz/vert 850 ft. above average terrain	Jay Cook, STM John Gutbrod, GSM Ron Morgan, PD	10155 Corporate Square St. Louis, MO 63132 314-997-5594	N/A	Eastman Radio
KSHE-FM	Crestwood	A	Century Broadcasting	94.7 MHz 100,000 w horz/vert 500 ft. above average terrain	Nancy Pool-Leffler, GM Robert Wolken, GSM Rick Balis, PD	9434 Watson Rd. St. Louis, MO 63126 314-842-1111	\$145 x 6	Katz Radio
KSLQ-FM	St. Louis	AC	Charter Broadcasting	98.1 MHz 100,000 w horz/vert 580 ft. above average terrain	Ronald Grubbs, GM Karen Carroll, GSM Rick Torcasso, PD	111 S. Berniston Ave. St. Louis, MO 63105 314-725-9814	\$105	RKO Radio
KSTL-AM	St. Louis	REL	Radio St. Louis	690 KHz 1,000 w horz/vert Non-Directional	Art Ford, GM Joe Voss, GSM Bill Vielmeier, PD	814 N. 3rd St. St. Louis, MO 63102 314-621-5785	10 x \$160	N/A
KWK-AM	St. Louis	A	Doubleday Broadcasting	1380 KHz 5,000 w Day/1,000 w Night Directional	Allan Thompson, GM Alan Abert, GSM Beau Raines, PC	2360 Hampton Ave. St. Louis, MO 63139 314-644-1380	\$154.50	Hillier

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KWK-FM	Granite City	A	Doubleday Broadcasting	106.5 MHz 39,000 w horz/vert 592 ft. above average terrain	Allan Thompson, GM Alan Abert, GSM Beau Raines, PD	2360 Hampton Ave. St. Louis, MO 63139 314-644-1380	\$154.50	Hillier
KXOK-AM	St. Louis	O	Storz Broadcasting	630 KHz 5,000 w horz/vert Dir.-Sep. patterns day & night	Lee Douglas, GM Larry Daver, GSM Lee Douglas, PD	7777 Bonhomme Ave Suite 1601 St. Louis, MO 63105 314-727-6500	\$125 x 6	Katz Radio
WESL-AM	East St. Louis	B	WESL, Inc.	1490 KHz 1,000 w Day/250 w Night Non-Directional	Dr. Wendell Hansen, GM Frank Davis, GSM Charles Smith, PD	149 S. 8th St. E. St. Louis, IL 62201 618-271-1490	N/A	R.A. Lazar
WEW-AM	St. Louis	BB	WEW Radio	770 KHz 1,000 w horz/vert Directional	Charles Stanley, GM N/A Buddy Moreno, PD	1701 S. 8th St. St. Louis, MO 63104 314-436-7777	\$48	N/A
WIL-AM	St. Louis	C	LIN Broadcasting	1430 KHz 5,000 w horz/vert Dir.-Sep. patterns day & night	F. Craig Magee, GM Joseph Stephenson, GSM Michael Carter, PD	300 N. Twelfth St. St. Louis, MO 63101 314-436-1600	N/A	Christal Company
WIL-FM	St. Louis	C	LIN Broadcasting	92.3 MHz 100,000 w horz/vert 510 ft. above average terrain	F. Craig Magee, GM Joseph Stephenson, GSM Michael Carter, PD	300 N. Twelfth Blvd. St. Louis, MO 63101 314-436-1600	N/A	Christal Company
WRTH-AM	Wood River, IL	BB	King Radio Broadcasting	590 KHz 1,000 w horz/vert Directional	Merrell Hansen, GM Bill Weaver, GSM Paul Warner, PD	9666 Olive Street Rd. Suite 780 St. Louis, MO 63132 314-997-5959	\$65	Blair Radio Al Ham "MOYL"
WZEN-FM	Alton	B	Unity Broadcasting Network-Missouri	100.3 MHz 50,000 w horz/vert 495 ft. above average terrain	Robert Miller, GM Charles Shields, GSM Ajay Kemp, PD	1139 Olive St. St. Louis, MO 63101 314-241-6000	N/A	Bernard Howard



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

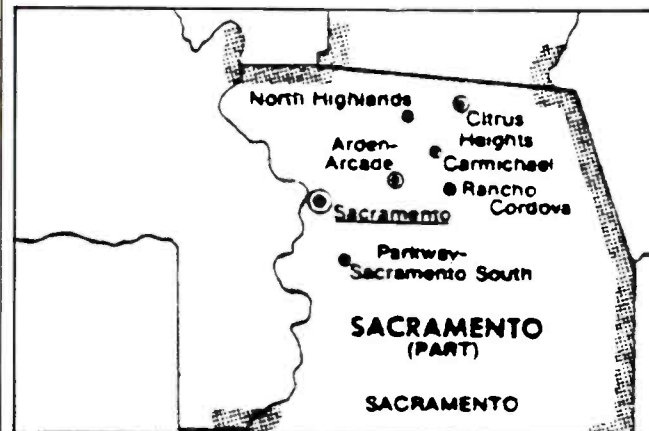
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

SACRAMENTO-STOCKTON



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAER-FM	Sacramento	BM	McClatchy Broadcasting	92.5 MHz 115,000 w 240 ft. above average terrain	Paul Aaron, GM Jim Wahl, GSM Barbara Fahey, PD	1440 Ethan Way, Suite 200 Sacramento, CA 95825 916-929-3277	N/A	Katz Radio
KCTC-FM	Sacramento	BM	WGN of California	96.1 MHz 45,000 w horz/vert 520 ft. above average terrain	Robert Henley, GM Harvey Fisher, GSM Gil Boucher, PD	2225 19th St. Sacramento, CA 95818 916-441-5282	N/A	Christal Company Kalamusic
KEWT-FM	Sacramento	BM	Affiliated Broadcasting	105.1 MHz 50,000 w horz/vert 240 ft. above average terrain	James Conley, GM John Stolzenburg, GSM LeGrand Rogers, PD	3326 El Camino Avenue Sacramento, CA 95821 916-488-8300	N/A	Eastman Radio
KFBK-AM	Sacramento	N/T	McClatchy Broadcasting	1530 KHz 50,000 w Directional	Paul Aaron, GM Virgil Clemons, GSM Bill Hile, PD	1440 Ethan Way, Suite 200 Sacramento, CA 95825 916-929-5325	\$75	Katz Radio
KFIA-AM	Carmichael	REL	Olympic Broadcasters	710 KHz 10,000 w Day/250 w Night Directional	Tom Wallace, GM	5738 Marconi Ave. Carmichael, CA 95608 916-485-7710	\$25	N/A
KGMS-AM	Sacramento	AC	KULA Broadcasting	1380 KHz 1,000 w Directional	Alex Krisik, GM Bill Stukaloff, GSM Herb Nesmith, PD	937 Enterprise Dr. Sacramento, CA 95825 916-929-5467	N/A	Major Market FM 100 Plan
KGNR-AM	Sacramento	N/T	WGN of California	1320 KHz 5,000 w Dir.-Sep. patterns day & night	Robert Henley, GM Harvey Fisher, GSM Ken Duke, PD	2225 19th Street Sacramento, CA 95818 916-441-5272	\$150	Christal Company
KHYL-FM	Auburn	O	Empire Broadcasting	101.1 MHz 50,000 w 465 ft. above average terrain	Kenn Cunningham, GM Max Reeder, GSM Jim Huggins, PD	3300 Grass Valley Hwy. Auburn, CA 95603 916-885-5636	N/A	Bernard Howard
KJAY-AM	Sacramento	R/am MOR/pm	Broadcast Ranch	1430 KHz 500 w Directional	Jack L. Powell, GM	Box 1430, Rt. 1 W. Sacramento, CA 95691 916-371-5101	\$27 x 6	N/A
KPOP-FM	Roseville	B	K-POP Radio	93.5 MHz 3,000 w 299.4 ft. above average terrain	Hank Gonzales, GM Hank Gonzales, GSM Bill Jeffries, PD	Box 1110 8842 Quail Lane Roseville, CA 95661 916-791-4111	\$40 x 6	Lotus Reps.
KRAK-AM	Sacramento	C	Affiliated Broadcasting	1140 KHz 50,000 w Directional	James Conley, GM John Stolzenburg, GSM Don Langford, PD	3326 El Camino Avenue Sacramento, CA 95821 916-482-7100	\$122.40 x 6	Eastman Radio
KROY-AM	Sacramento	R	Johnson Communications	1240 KHz 10,000 w Day/250 w Night Non-Directional	Mark Jonsson, GM John Caselli, GSM Dennis Newhall, PD	620 Bercut Dr Sacramento, CA 95814 916-446-5769	\$66	Selcom

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KROY-FM	Sacramento	AC	KROY	96.9 MHz 50,000 w. circular polarized 500 ft. above average terrain	Mark Johnson, GM John Caselli, GSM Jeff Newhall, PD	620 Bercut Dr. Sacramento, CA 95814 916-446-5769	N/A	McGavren-Guild
KSFM-FM	Woodland	AC	KSFM	102.5 MHz 50,000 w 535 ft. above average terrain	A.J. Krisik, GM Bill Stukaloff, GSM Billy Mander, PD	500 Main St., Suite 1 Woodland, CA 95695 916-662-1047	N/A	Major Market
KWOD-FM	Sacramento	AC	Royce International Broadcasting	106.5 MHz 50,000 w horz/vert 1,100 ft. above sea level	Edward Stolz, II, GM Kevin Loughran, GSM Tom Chase, PD	777 Campus Commons Dr. Sacramento, CA 95825 916-929-5000	\$45 x 24	Jack Mastia
KXOA-AM	Sacramento	BB	KXOA	1470 KHz 5,000 w Day/1,000 Night Dir.-Sep. patterns day & night	Phil Melrose, GM Dennis Gwiazdon, GSM Kris Mitchell, PD	1017 Front St. Sacramento, CA 95814 916-446-4965	N/A	Blair Radio Al Ham "MYOL"
KXOA-FM	Sacramento	MM	KXOA	108 MHz 27,500 w horz/vert 420 ft. above average terrain	Phil Melrose, GM Dennis Gwiazdon, GSM Art Schroeder, PD	Box 1677 1017 Front St. Sacramento, CA 95808 916-446-4965	N/A	Blair Radio
KYLO-AM	Davis	C	Vernon Miller Dan Forrestall	105.5 KHz 3,000 w 300 ft. above average terrain	Dan Forrestall, GM Richard Burgin, GSM Keith Ward, PD	KYLO, Inc. 1717 Professional Dr. Sacramento, CA 95825 916-483-9213	\$23 x 12	Roslin Radio
KZAP-FM	Sacramento	A	Western Cities Broadcasting	98.5 MHz 50,000 w horz/vert 495 ft. above average terrain	Thomas Weidle, GM Spade Cooley, GSM Les Tracy, PD	Box 15985 298 Commerce Circle Sacramento, CA 95815 916-925-3700	N/A	McGavren-Guild



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

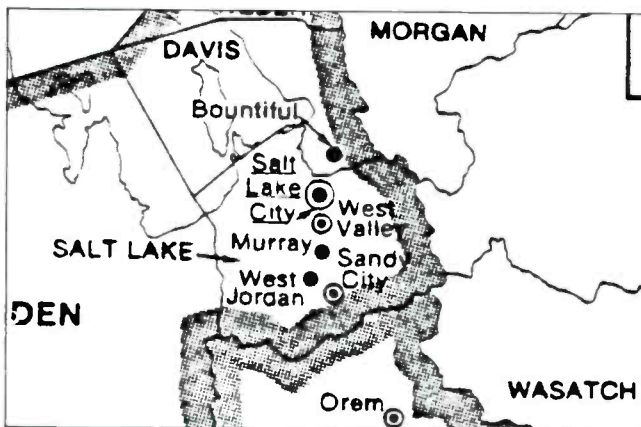
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

SALT LAKE CITY



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KALL-AM	Salt Lake City	AC	Salt Lake City Broadcasting	910 KHz 5,000 w Day/1,000 w Night Non-Directional	Bennie L. Williams, STM Bennie L. Williams, GSM Paul England, PD	312 E. South Temple Salt Lake City, UT 84111 801-364-3561	\$69 × 6	Eastman Radio
KALL-FM	Salt Lake City	AC	Ninety-Four Corp.	94.1 MHz 24,000 w 3,030 ft. above average terrain	Bennie L. Williams, STM Bennie L. Williams, GSM Paul England, PD	312 E. South Temple St. Salt Lake City, UT 84111 801-364-3561	\$59 × 6	Eastman Radio
KCPX-AM	Salt Lake City	R	KCPX, Inc.	1320 MHz 5,000 w Directional	Bruce Cummings, GM Randy Rogers, GSM Gary Waldron, PD	1760 Fremont Dr. Salt Lake City, UT 84104 801-972-3030	\$75 × 6	Katz Radio
KCPX-FM	Salt Lake City	A	KCPX, Inc.	98.7 MHz 27,000 w horz/vert 2,932 ft. above average terrain	Bruce Cummings, GM Randy Rodgers, GSM Gary Waldron, PD	1760 Fremont Dr. Salt Lake City, UT 84104 801-972-3030	\$75 × 6	Katz Radio
KDAB-FM	Ogden	AC	KDAB, Inc.	101.1 MHz 25,000 w horz/vert 3,740 ft. above average terrain	Paul R. Droubay, GM Don Droubay, GSM Michael Droubay, PD	385 24th Street Eccles Plaza, Suite 821 Ogden, UT 84401 801-393-8611	N/A	Bernard Howard
KDYL-AM	Salt Lake City	N	Simmons Family	1280 KHz 5,000 w Directional-Night Only	Craig Hanson, GM Henry (Ty) Theurer, GSM Lane Rogers, PD	57 W. South Temple, Suite 800 Salt Lake City UT 84101 801-524-2600	\$16	Blair Radio
KFMY-FM	Provo	AC	First Media Corp.	96.1 MHz 55,000 w horz/vert 2,620 ft. above average terrain	Gene Manning, GM Jerry Cronin, GSM Scott Gentry, PD	Box 960 651 W. 1600 South Provo, UT 84601 801-373-8550	N/A	Jack Masia
KISN-FM	Salt Lake City	AC	Carmen Corp.	97.1 MHz 26,000 w horz/vert 3,650 ft. above average terrain	Bunk Robinson, GM F.R. Robinson, Jr., GSM Daniel Jessup, PD	Box 389 Salt Lake City UT 84110 801-322-5476	N/A	McGavren-Guild Churchill
KLUB-AM	Salt Lake City	BM	Carmen Corp.	570 KHz 5,000 w Directional	Bunk Robinson, GM Terry Schmidt, GSM Dan Jessup, PD	Box 389 Salt Lake City, UT 84110 801-359-7794	N/A	McGavren-Guild
KRSP-AM	South Salt Lake City	AC	Holiday Broadcasting	1060 KHz 10,000 w Day/1,000 w Night Directional-Night Only	Ralph J. Carlson, GM Rich Mathis, GSM Steve Carlson, PD	Box 7760 1130 W. 5200 S. Salt Lake City, UT 84107 801-262-5541	\$17	Selcom
KRSP-FM	Salt Lake City	A	Holiday Broadcasting	103.5 MHz 18,500 w 3,650 ft. above average terrain	Ralph J. Carlson, GM Rich Mathis, GSM Randy Rose, PD	Box 7760 1130 W. 5200 S. Salt Lake City, UT 84107 801-262-5541	\$22	Selcom
KSFI-FM	Salt Lake City	BM	Simmons Family	100.3 MHz 26,000 w 3,740 ft. above average terrain	Craig Hanson, GM Henry (Ty) Theurer, GSM Lane Rogers, PD	57 W. South Temple, Suite 800 Salt Lake City, UT 84101 801-524-2600	N/A	Blair Radio Bonneville

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KSL-AM	Salt Lake City	AC	Bonneville International	1160 KHz 50,000 w Non-Directional	Thomas S. Glade, GM Thomas S. Glade, GSM Thomas S. Glade, PD	Broadcast House Salt Lake City, UT 84111 801-237-2517	N/A	Torbet Radio
KSOP-FM	Salt Lake City	C	KSOP, Inc.	104.3 MHz 25,000 w horz/vert 3,650 ft. above average terrain	Greg Hilton, GM Greg Hilton, GSM Greg Hilton, PD	1301 W. 1320 S. Salt Lake City, UT 84119 801-972-1043	N/A	Major Market Century 21 Drake-Chenault
KOYL-AM	Salt Lake City	N	Simmons Family	1280 KHz 5,000 w Directional-Night/Non-Directional-Day	Craig Hanson, GM Henry Theurer, GSM Lane Rogers, OM	57 W. South Temple Salt Lake City, UT 84104 801-972-1280	\$26	Blair Radio
KWHO-AM	Salt Lake City	CL	Northwest Radio Broadcasting	860 KHz 1,000 w Non-Directional-Day	Patrick Thomas, OM Allan Thomas, GSM Gordon Wildman, PD	Box 1526, 329 E. 200 S. Salt Lake City, UT 84111 801-534-4105	\$25 × 6	Hillier
KWHO-FM	Salt Lake City	BB	Northwest Radio Broadcasting	93.3 MHz 26,000 w 3,900 ft. above average terrain	Patrick Thomas, OM Allan Thomas, GSM Rod Goodliffe, PD	Box 1526, 329 E. 200 S. Salt Lake City, UT 84111 801-534-4105	\$25 × 6	Hillier
KRGD-AM	West Valley City	C	Group Communications	1550 KHz 10,000 w Day/500 w Night Non-Directional	Gene Guthrie, GM Andy Anderson, GSM-Nat'l Steve Brosius, GSM-Local John C. Scott, PD	5065 W. 2100 S. Salt Lake City, UT 84120 801-972-3449	\$28	Christal Company
KPRQ-FM	Murray	AC	Murray Broadcasting	1230 MHz 1,000 w Day/250 w Night Non-Directional	Jay Gardner, GM Jay Gardner, GSM Chris Allen, PD	4874 S. State St. Murray, UT 84107 801-266-1230	\$16	Savalli & Schatz
KSOP-AM	Salt Lake City	C	KSOP, Inc.	1370 KHz 5,000 w Day/Night Non-Directional/Day. Directional/500 w Night	Greg Hilton, GM Greg Hilton, GSM Joseph Slint, PD	1285 West 2320 South Salt Lake City, UT 84119 801-972-1043	N/A	Major Market



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

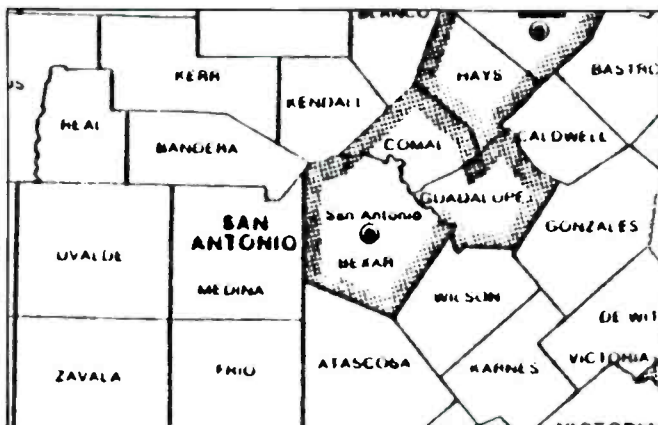
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

SAN ANTONIO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAPE-AM	San Antonio	B	S.I.T. Broadcasting	1480 KHz 500 w Directional	Sam Sitterle, GM Louis Roney, GSM Thomas Poe, PD	3900 Martin Luther King Dr. Box 20107 San Antonio, TX 78220 512-337-8840	\$27 x 9	PRO Radio
KAJA-FM	San Antonio	C	Clear Channel Communications	97.3 MHz 100,000 w horz/vert 472 ft. above average terrain	John W. Barger, GM John W. Barger, GSM Pat Rogers, PD	6222 N.W. I-H Rd San Antonio, TX 78201 512-734-7301	N/A	CBS/FM Lund
KBUC-AM	San Antonio	C	Sigmar Corp.	1310 KHz 5,000 w Directional	Harrell Banks, GM Laura Pryor, GSM Gene Kelly, PD	Box 20267 3642 E. Houston St. San Antonio, TX 78220 512-222-9191	N/A	Eastman
KBUC-FM	San Antonio	C	Sigmar Corp.	107.5 MHz 100,000 w 408 ft. above average terrain	Harrell Banks, GM Laura Pryor, GSM Gene Kelly, PD	Box 20267 3642 E. Houston St. San Antonio, TX 78220 512-222-9191	N/A	Eastman
KCCW-AM	Terrell Hills	BB	Southwestern Broadcasters	930 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Jack Collins, GM Phil Johnson, GSM Joe Conway, PD	Turtle Creek Tower II 8401 Dalapoint Dr., Suite 900 San Antonio, TX 78229 512-690-1925	N/A	RKO Radio FairWest
KCOR-AM	San Antonio	SP	Tichenor Radio Group	1350 KHz 5,000 w Directional-Night Only	Nathan Safir, GM Sam Murray, GSM Federico Rodriguez, PD	KCOR/KOXT Bldg. 1115 W. Martin San Antonio, TX 78207 512-225-2751	\$83	Katz
KEDA-AM	San Antonio	SP	D & E Broadcasting	1540 KHz 5,000 w Day/1,000 w Night Non-Direct onal	Manuel Davila, GM Jordan Sawyer, GSM Manuel Davila, PD	510 S. Flores St. San Antonio, TX 78204 512-226-5254	\$25 x 6	Selcom
KFHM-AM	San Antonio	SP	Felix H. Morales	1150 KHz 1,000 w Directional	Angel Toledo, GM Martha Qattan, PD	501 W. Quincy St. San Antonio, TX 78212 512-224-1166	\$17	National Time
KISS-FM	San Antonio	A	KISS Broadcasting	99.5 MHz 100,000 w 570 ft. above average terrain	Frank Maruca, GM Jim Tiller, GSM Tim Spencer, PD	World Savings Bldg. 1100 N. Main Avenue San Antonio, TX 78212 512-223-6211	\$200	McGavren-Guild Jeff Pollack
KITY-FM	San Antonio	AC	Mission Broadcasting Co.	92.9 MHz 100,000 w horz/vert 475 ft. above average terrain	Jack Roth, GM Lee Taylor, GSM Rob Stewart, PD	KONO Bldg. 317 Arden Greve San Antonio, TX 78298 512-225-5111	N/A	Major Market
KKYX-AM	San Antonio	C	Swanson Broadcasting	680 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Blfi Rohde, GM Dennis Griffin, GSM Paul Morgan, PD	8022 Bandera Rd San Antonio, TX 78228 512-684-0068	\$85	Christal Company

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KLLS-FM	San Antonio	AC	Southwestern Broadcasters	100.3 MHz 100,000 w horz/vert 580 ft. above average terrain	Jack Collins, GM Sandy McElwain, GSM Harry Nelson, PD	Turtle Creek Tower II 8401 Datapoint Dr., Suite 900 San Antonio, TX 78229 512-690-1925	N/A	RKO Radio
KMAC-AM	San Antonio	AC	KISS Broadcasting	630 KHz 5,000 w Day/Night Directional	Frank Maruca, GM Jim Tiller, GSM Greg Stevens, PD	United Federal Bldg. 1100 N. Main Ave. San Antonio, TX 78212 512-223-6211	\$20	McGavren-Guild
WOAI-AM	San Antonio	N/T	Clear Channel Communications	1200 KHz 50,000 w Non-Directional	John Barger, GM John Barger, GSM Pat Rogers, PD	6222 N.W. I-10 San Antonio, TX 78201 512-734-7301	N/A	CBS Radio
KONO-AM	San Antonio	R	Mission Broadcasting	860 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Jack Roth, GM Joe Acoff, GSM Joe Acoff, PD	KONO Bldg. 317 Arden Grove San Antonio, TX 78298 512-225-5111	N/A	Major Market
KQXT-FM	San Antonio	BM	Tichenor Radio Group	101.9 MHz 100,000 w horz/vert 550 ft. above average terrain	Nathan Safir, GM Sam Murray, GSM Frederico Rodriguez, PD	KQXT Bldg. 1115 W. Martin San Antonio, TX 78207 512-225-2751	\$85 x 12	Katz
KTFM-FM	San Antonio	A	Waterman Broadcasting of Texas	102.7 MHz 100,000 w 720 ft. above average terrain	Joe Ernest, GM Larry Mariner, GSM Joe Nasty, PD	Box 18128 San Antonio, TX 78218 512-655-5500	N/A	N/A
KTSA-AM	San Antonio	R	Waterman Broadcasting of Texas	550 KHz 5,000 w Directional-Night Only	Joe Ernest, GM Larry Mariner, GSM Rick Curry, PD	Box 18128 San Antonio, TX 78218 512-655-5500	\$105 x 10	Blair Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

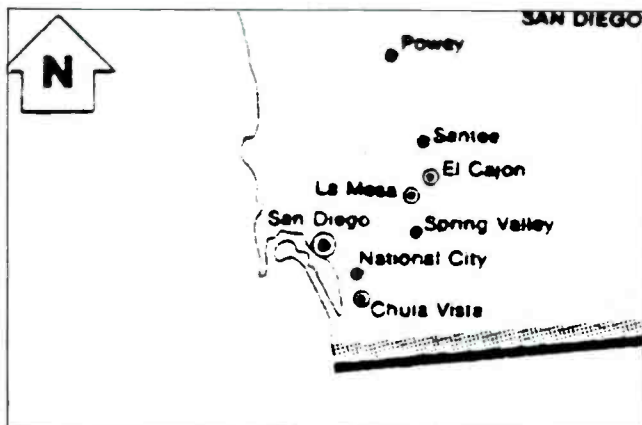
- | | |
|--------------------------------|--------------------------|
| A — ALBUM ROCK | MM — MELLOW MUSIC |
| AC — ADULT CONTEMPORARY | N — NEWS |
| B — BLACK | N/T — NEWS/TALK |
| BB — BIG BAND | O — OLDIES |
| BM — BEAUTIFUL MUSIC | R — ROCK |
| C — COUNTRY | SP — SPANISH |
| CL — CLASSICAL | REL — RELIGION |
| D — DISCO | T — TALK |
| J — JAZZ | |

SAN DIEGO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBZT-FM	San Diego	AC	Alta Broadcasting	94.9 MHz 1,900 w 1,850 ft. above average terrain	Mark Deboskey, GM Tim Hahnke, GSM A.J. Roberts, PD	7867 Convoy Court Suite 303 San Diego, CA 92111 714-565-9595	N/A	Christal Company
KCBQ-AM	San Diego	C	Charter	1170 KHz 50,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	John Bayliss, GM Peter Moore, GSM Bob McKay, PD	9416 Mission Gorge Rd. San Diego, CA 92112 714-286-1170	N/A	RKO Radio George Burns
KCBQ-FM	San Diego	C	Charter	105.3 MHz 29,000 w circular polarized- 620 ft. above average terrain	John Bayliss, GM Peter Moore, GSM Bob McKay, PD	9416 Mission Gorge Rd. Santee, CA 92071 714-286-1170	N/A	RKO Radio
KCNN-AM	San Diego	N	KGB	1360 KHz 5,000 w Day/1,000 w Night Non-Directional	Jim Price, GM Frank McGrath, GSM Larry Bruce, PD	Box 8208 7150 Engineer Rd. San Diego, CA 92111 714-292-1360	\$130	Katz Radio
KEZL-FM	San Diego	MM	Gannett Broadcast Group	102.9 MHz 1,950 w horz/vert 1,840 ft. above average terrain	George Mills, GM Tom McMillan, GSM Dave Park, PD	3180 University Avenue San Diego, CA 92104 714-283-7121	N/A	CBS Radio Schulke 2
KFMB-AM	San Diego	AC	Midwest Television	760 KHz 5,000 w Directional-Night Only	Paul Palmer, STM Peter Hallisay, GSM Mark Larsen, PD	7677 Engineer Rd. San Diego, CA 92111 714-292-5362	N/A	McGavren-Guild
KFMB-FM	San Diego	AC	Midwest Television	100.7 MHz 30,000 w 620 ft. above average terrain	Paul Palmer, GM Peter Hallisay, GSM Glen McCartney, PD	7767 Engineer Rd. San Diego, CA 92111 714-292-5362	N/A	McGavren-Guild
KFSD-FM	San Diego	CL	Lotus Communications	94.1 MHz 100,000 w horz/vert 641 ft. above average terrain	Hal Rosenberg, GM Russ Haberle, GSM Brian Stuart, PD	1540 Sixth Avenue San Diego, CA 92101 714-239-9091	\$70	Lotus Reps.
KGB-FM	San Diego	A	KGB, Inc.	101.5 MHz 50,000 w 577 ft. above average terrain	Jim Price, GM Frank McGrath, GSM Larry Bruce, PD	Box 2088 7150 Engineer Rd. San Diego, CA 92111 714-292-1360	N/A	Katz Radio
KIFM-FM	San Diego	MM	West Coast Media	98.1 MHz 28,000 w horz/vert 1,000 ft. above average terrain	Bruce Walton, GM Jerry Glynn, GSM Art Good, PD	7807 Convoy Ct. Suite 210 San Diego, CA 92111 714-560-9800	N/A	Selcom
KJFM-FM	Oceanside	BM	Dolph-Petty Broadcasting	102.1 MHz 50,000 w horz/vert 1,070 ft. above average terrain	Lyle Richardson, GM Larry Thomas, GSM Steve Clark, PD	Box K1320 Oceanside, CA 92054 714-757-1320	\$30 x 52	Jack Masla

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KJQY-FM	San Diego	BM	Westinghouse Broadcasting	103.7 MHz 36,000 w horz/vert 650 ft. above average terrain	Jerry Lee, GM David Pearlman, GSM Mike Burnette, PD	625 Broadway Suite 1200 San Diego, CA 92101 714-238-1037	\$130	RAR FM 100 Plan
KKOS-FM	Carlsbad	AC	Tri-Cities Broadcasting	95.9 MHz 3,000 w horz/vert 305 ft. above average terrain	John Oehrlein, GM Rich Roome, PD	Suite A-13 Box 949, 800 Grand Ave. Carlsbad, CA 92008 714-729-5945	\$45	N/A
KMJC-AM	El Cajon	REL	KMJC	910 KHz 5,000 w Dir.-Sep. patterns day & night	Richard Bartell, GM Jim Lucas, GSM Arden Smiffen, PD	Box 2908 San Diego, CA 92112 714-579-0910	\$31.25	J.C. Gates
KMLO-AM	Vista	BB	North County Broadcasting	1000 KHz 2,500 w Non-Directional	Gene Alfred, GM Craig Thomas, GSM Mic Ryan, PD	Box 1000 1591B E. Vista Way Vista, CA 92083 714-724-8333	\$42 × 6	Roslin Radio Al Ham "MOYL"
KOGO-AM	San Diego	AC	Southwest Broadcasters	600 KHz 5,000 w Directional	Jeff Peck, GM Don Walker, GSM Reid Reker, PD	8665 Gibbs Drive Suite 201 San Diego, CA 92123 714-565-6006	N/A	Eastman Radio
KPRI-FM	San Diego	A	Southwestern Broadcasters	106.5 MHz 50,000 w 413 ft. above average terrain	Jeff Peck, GM Don Walker, GSM Reid Reker, PD	8665 Gibbs Drive Suite 201 San Diego, CA 92123 714-565-6006	N/A	Eastman Radio Burkhart/Abrams
KSDO-AM	San Diego	N/T	Gannett Broadcast Group	1130 KHz 10,000 w Dir.-Sep. patterns day & night	George Mills, GM Tom McMillan, GSM Bill Lorin, PD	3180 University Avenue San Diego, CA 92104 714-283-7121	N/A	CBS Radio Spct
KSON-AM	San Diego	C	McKinnon Enterprise	1240 KHz 1,000 w Day/250 w Night Non-Directional	Don Nelson, GM Dex Allen/Mike Stafford, GSM Rod Hunter, PD	College Grove Center Hwy. 94 at College Avenue San Diego, CA 92115 714-286-1240	N/A	Blair Radio
KSON-FM	San Diego	C	McKinnon Enterprise	97.3 MHz 50,000 w horz/vert 445 ft. above average terrain	Don Nelson, GM Dex Allen/Mike Stafford, GSM Ed Chandler, PD	College Grove Center Hwy. 94 at College Avenue San Diego, CA 92115 714-286-1240	N/A	Blair Radio
KYXY-FM	San Diego	AC	Parker Broadcasting	96.5 MHz 45,000 w 400 ft. above average terrain	Edwin Denker, Jr. GM Allan Stelmach, GSM Ken Richards, PD	8033 Linda Vista Rd. San Diego, CA 92111 714-571-7600	\$80 × 12	CBS/FM
XEHRM-FM	Tijuana, MX	B	Morrow Broadcasting	92.5 MHz 50,000 w horz/vert 749 ft. above average terrain	Kenena Johnson, GM Ted Salter, GSM Jeffrey Von Sutton, PD	4165 Market St. San Diego, CA 92102 714-263-4485	N/A	Bernard Howard
XETRA-FM	Tijuana, MX	A	Multimedia Comm.	91.1 MHz 100,000 w 1,000 ft. above average terrain	John Lynch, GM Bill Arbenz, GSM Jim Delaro, PD	4891 Pacific Hwy. San Diego, CA 92110 714-291-9191	N/A	Major Market Noble Broadcasting



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

SAN FRANCISCO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KABL-AM	Oakland	BM	Shamrock Broadcasting	960 KHz 5,000 w horz/vert Directional	Bill Clark, GM Ronni Brand, GSM Dave McKinsey, PD	632 Commercial St. San Francisco, CA 94111 415-788-5225	\$155 (combo)	Christal Company TM Programming
KABL-FM	San Francisco	BM	Shamrock Broadcasting	98.1 MHz 100,000 w horz/vert 1,800 ft. above sea level	Bill Clark, GM Ronnie Brand, GSM —	632 Commercial St. San Francisco, CA 94111 415-788-5225	\$155 (combo)	Christal Company TM
KBAY-FM	San Jose	BM	Golden Pacific Group	100.3 MHz 14,500 w horz/vert 2,580 ft. above average terrain	Steve Snell, GM Bill Holmberg, GSM Bob Kohiz, PD	240 Stockton St. San Francisco, CA 94108 415-989-5229	\$86	Major Market
KBLX-FM	Berkeley	AC	Inner City Broadcasting	102.9 MHz 50,000 w horz/vert 1,285 ft. above average terrain	Oliver Sutton, GM Harvey Stone, GSM B.K. Kirkland, PD	601 Ashby Ave. Berkeley, CA 94710 415-848-7713	\$135	Hillier
KBRG-FM	San Francisco	SP	Entercom	105.3 MHz 15,000 w horz/vert 1,200 ft. above average terrain	Doug Matthews, GM Terrence Butler, GSM Marcos Gutierrez, PD	1355 Market St., Suite 152 San Francisco, CA 94103 415-626-1053	\$70	Caballero
KCBS-AM	San Francisco	N	CBS Radio	740 KHz 50,000 w horz/vert Dir.-Sep. patterns day & night	Ray Barnett, GM N/A Charlie Seraphim, PD	One Embarcadero Center San Francisco, CA 94111 415-765-4101	N/A	CBS Radio
KDIA-AM	Oakland	B	Viacom	1310 KHz 5,000 w horz/vert Directional	Earnest James, GM Reginald Hutcherson, GSM Jeff Harrison, PD	Box 8432 Oakland, CA 94662 415-839-1310	\$110	Bernard Howard
KFOG-FM	San Francisco	R	General Electric Broadcasting	104.5 MHz 7,900 w horz/vert 1,454 above average terrain	John Gaston, GM Tony Salvadore, GSM N/A	900 North Point San Francisco, CA 94109 415-885-1045	\$100	RAR Burkhart/Abrams
KFRC-AM	San Francisco	R	RKO General	610 KHz 5,000 w horz/vert Non-Directional	Patrick Norman, GM Joseph Marshall, GSM Gerry Cagle, PD	415 Bush St. San Francisco, CA 94108 415-986-6100	\$331	RKO Radio
KGO-AM	San Francisco	N/T	ABC Radio	810 KHz 50,000 w horz/vert Directional	Michael Luckoff, GM Roland Galli, GSM Jeanette Boudrea, PD	277 Golden Gate Ave. San Francisco, CA 94102 415-863-0077	\$415 x 6 (combo)	Blair Radio
KGO-FM	San Francisco	N/T	ABC Radio	103.7 MHz 50,000 w horz/vert 1,468 above average terrain	Michael Luckoff, GM Roland Galli, GSM Jack Swanson, PD	277 Golden Gate Ave. San Francisco, CA 94102 415-863-0077	N/A	Blair Radio
KIDI-FM	San Francisco	AC	Charter Media	101.3 MHz 125,000 w horz/vert 1,160 ft. above average terrain	Fritz Beesemyer, GM Dick Stein, GSM Mike Phillips, PD	700 Montgomery St. San Francisco, CA 94111 415-956-5101	\$195	Selcom
KIQI-AM	San Francisco	SP	Oro Spanish Broadcasters	1010 KHz 10,000 w Day Directional	Rene DeLaRosa, GM Walter Conway, GSM Carlos DeMarty, PD	2601 Mission St. San Francisco, CA 94110 415-648-8800	\$50	Caballero

610 KFRC

SAN FRANCISCO

THE LEADER AMONG 18-49 ADULTS

Arbitron Total Area Cume
Spring, 1982

MON-SUN, 6 AM-MID

KFRC	614,300
KNBR	465,100

MON-FRI, 6-10 AM

KFRC	357,400
KGO	297,600

MON-FRI, 10 AM-3PM

KFRC	257,800
KMEL	189,400

MON-FRI, 3-7 PM

KFRC	295,200
KMEL	227,800

MON-FRI, 7 PM-MID

KFRC	195,300
KMEL	175,500

AUDIENCE ESTIMATES FROM SPRING 1982 ARBITRON,
SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

DIVISION OF RKO RADIO

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KLHT-FM	San Francisco	AC	King Broadcasting	93.3 MHz 69,000 w horz/vert 593 ft. above average terrain	Fred Schumacher, GM Perry Adams, GSM N/A	300 Broadway San Francisco, CA 94133 415-391-1260	N/A	Eastman Radio
KMEL-FM	San Francisco	A	Century Broadcasting	106.1 MHz 69,000 w horz/vert 1,240 ft. above average terrain	Rick Lee, GM Mike Brandt, GSM Bobby Cole, PD	2300 Stockton San Francisco, CA 94133 415-391-9400	\$250	Christal Company
KNBR-AM	San Francisco	AC	NBC Radio	680 KHz 50,000 w horz/vert Non-Directional	William Dwyer, GM Dave Kendrick, GSM Ron Reynolds, PD	1700 Montgomery St. San Francisco, CA 94111 415-951-7000	\$300	McGavren-Guild
KNEW-AM	Oakland	C	Malrite Broadcasting	910 KHz 5,000 w horz/vert Directional-Night Only	Steve Edwards, GM Joel Schwartz, GSM Jim Wood, PD	66 Jack London Square Oakland, CA 94607 415-836-0910	N/A	Katz Radio
KOIT-FM	San Francisco	BM	Bonneville International	96.5 MHz 33,000 w horz/vert 1,410 ft. above average terrain	Paulie Landon, GM Bill Daisa, GSM Rob Edwards, PD	77 Maidenland St. San Francisco, CA 94111 415-434-0965	N/A	Torbet Radio Bonneville
KOME-FM	San Jose	A	Audio House	98.5 MHz 12,500 w horz/vert 880 ft. above average terrain	Dan Tapson, GM David Plowden, GSM Michael Hunter, PD	1245 S. Winchester Blvd. San Jose, CA 95128 408-246-6811	\$125	Torbet Radio
KQAK-FM	San Francisco	A	—	98.9 MHz 4300 w horz/vert 1,450 ft. above average terrain	Les Elias, GM Charles Warner, GSM Bob Heymann, PD	1311 Sutter St. San Francisco, CA 94102 415-755-5679	\$225	Bernard Howard
KRE-AM	Berkeley	J	Inner City Broadcasting	1400 KHz 1,000 w horz/vert Non-Directional	Oliver Sutton, GM Harvey Stone, GSM B.K. Kirkland, PD	601 Ashby Ave. Berkeley, CA 94710 415-848-7713	N/A	Hillier
KRQR-FM	San Francisco	A	CBS Radio	97.3 MHz 82,000 w horz/vert 1,100 ft. above average terrain	George Sosson, GM Tom Matheson, GSM Dave Roberts, PD	One Embarcadero Center San Francisco, CA 94111 415-765-4097	\$200	CBS/FM Sales
KSAN-FM	San Francisco	C	Malrite Broadcasting	94.9 MHz 30,000 w horz/vert 1,290 ft. above average terrain	Steve Edwards, GM Joel Schwartz, GSM J.D. Spangler, PD	66 Jack London Square Oakland, CA 94607 415-836-0910	N/A	Katz Radio
KSFO-AM	San Francisco	AC	Golden West Broadcasters	560 KHz 5,000 w day/1,000 w Night Non-Directional	Jim Myers, GM Pete Cooney, GSM Allan Hotten, PD	950 California St. San Francisco, CA 94108 415-398-5600	\$225	Major Market
KSOL-FM	San Mateo	B	United Broadcasting	107.7 MHz 6,200 w horz/5,700 w vert 1,588 ft. above average terrain	Ken Shubat, GM Gary Morrison, GSM Marvin Robinson, PD	1 Pennsula Pt. 1730 S. Amphlett Blvd. San Mateo, CA 94402 415-341-8777	N/A	Jack Masla
KYA-AM	San Francisco	O	King Radio Broadcasting	1260 KHz 5,000 w Day/1,000 w Night Non-Directional	Fred Schumacher, GM Perry Adams, GSM Ken Dennis, PD	300 Broadway San Francisco, CA 94133 415-391-1260	N/A	Eastman Radio
KYUU-FM	San Francisco	AC	NBC Radio	99.7 MHz 45,000 w horz/vert 1,240 ft. above average terrain	John Hayes, Jr., GM Jack McSorley, GSM Mike Novak, PD	530 Bush St. San Francisco, CA 94108 415-951-7200	N/A	McGavren-Guild

FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		



SEATTLE-TACOMA



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBRD-FM	Tacoma	BM	Entercom, Inc.	103.7 MHz 100,000 w 1,670 ft. above average terrain	Harold S. Greenberg, GM Roger C. Grossman, GSM Todd Shelton, PD	2000 Tacoma Mall Office Bldg. Tacoma, WA 98411 206-475-1039	\$60	Jack Masla Churchill
KEZX-FM	Seattle	AC	Park Broadcasting	99 MHz 100,000 w 1,070 ft. above average terrain	David Littrell, GM Peyton Mays, GSM Peyton Mays, PD	3826 Woodland Park Ave., N. Seattle, WA 98103 206-633-5590	\$30 x6	Hillier
KING-AM	Seattle	AC	King Broadcasting Co.	1090 KHz 50,000 w Dir. -Sep. patterns day & night	Edith N. Hilliard, GM Dana Horner, GSM John Michaels, PD	333 Dexter Avenue, N. Seattle, WA 98124 206-343-3666	N/A	Blair Radio Jon Coleman
KING-FM	Seattle	CL	King Broadcasting Co.	98.1 MHz 100,000 w 850 ft. above average terrain	Tim Davidson, GM Jane B. Wallace, GSM Dick Bailey, PD	333 Dexter Avenue, N. Seattle, WA 98109 206-343-3981	N/A	Blair Radio
KIRO-AM	Seattle	N/T	Bonneville International	710 KHz 50,000 w Directional-Night Only	Joseph K. Abel, GM Bill Jensen, GSM Vic Bremer, PD	3rd & Broad Seattle, WA 98121 206-624-7077	N/A	Torbet Radio
KISW-FM	Seattle	A	Kaye-Smith Radio	99.9 MHz 100,000 w 1,200 ft. above average terrain	Steve West, GM John Sandvig, GSM Beau Phillips, PD	712 Aurora Avenue, North Seattle, WA 98109 206-285-7625	N/A	McGavren-Guild Burkhardt/Abrams
KIXI-AM	Seattle	BB	KIXI, Inc.	910 KHz 1,000 w Directional	Dean L. Smith, GM Jim Niest, GSM Jim Willis, PD	801 Pine St. Seattle, WA 98101 206-623-6910	\$90	Christal Company SMN-Stardust
KIXI-FM	Seattle	AC	KIXI, Inc.	95.7 MHz 100,000 w 1,100 ft. above average terrain	Dean L. Smith, GM Jim Niest, GSM Jim Willis, PD	801 Pine St. Seattle, WA 98101 206-623-6910	\$90	Christal Company
KJR-AM	Seattle	AC	Metromedia Radio	950 KHz 5,000 w Directional-Night Only	Rich Robertson, GM Mac Steen, GSM Ben Hill, PD	2600 26th Ave., S.W Seattle, WA 98106 206-937-5090	\$120	McGavren-Guild
KJZZ-AM	Bellevue	J	Sandusky Newspapers	1540 KHz 5,000 w Directional-Nights Only	N/A Galen Hungate, GSM Jelf Hanley, PD	10245 Main St. C9-1540 Bellevue, WA 98009 206-454-1540	N/A	Selcom
KMPS-AM	Seattle	C	Affiliated Broadcasting	1300 KHz 5,000 w Directional-Night Only	James B. McGovern, GM Rob Hasson, GSM Ron Norwood, PD	Box 24888 1507 Western Avenue, Suite 505 Seattle, WA 98101 206-622-2312	\$100 x6	Eastman Radio
KMPS-FM	Seattle	C	Affiliated Broadcasting, Inc	94.1 MHz 100,000 w horz/vert 1,165 ft. above average terrain	James B. McGovern, GM Rob Hasson, GSM Ron Norwood, PD	Box 24888 1507 Western Avenue, Suite 505 Seattle, WA 98101 206-622-2312	\$100 x6	Eastman Radio S/R Reps

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KNBQ-FM	Tacoma	R	Tribune Publishing Co.	97.3 MHz 100,000 w 700 ft. above average terrain	Jack J. Bankson, GM Chuck Woodstock, GSM Gary Bryan, PD	Box 5200 948 S. Grant Tacoma, WA 98405 206-597-8700	\$70	Bernard Howard
KOMO-AM	Seattle	AC	Fisher Broadcasting	1,000 KHz 50,000 w Directional-Night Only	Bob Adkins, GM Robert Adkins, National SM Shirley Thom, Local SM Ken Kohl, PD	100 4th Ave., N Seattle, WA 98109 206-223-4000	\$185 x12	Katz Radio
KPLZ-FM	Seattle	AC	Golden West Broadcasters	101.5 MHz 100,000 w horz/vert 1,200 ft. above average terrain	Todd M. Bits, GM John L. Hendricks, GSM Jeff King, PD	Plaza 600 600 Stewart St. Seattle, WA 98101 206-223-5703	N/A	Major Market
KRPM-FM	Tacoma	C	RPM Broadcasting, Inc.	106 MHz 100,000 w 700 ft. above average terrain	Ray E. Court, GM Robert L. Brokman, GSM Dave Hastings, PD	106 S. 9th St. Suite 20 Tacoma, WA 98402 206-572-5776	\$32 x12	Market 4 Radio
KSEA-FM	Seattle	BM	Bonneville	100.7 MHz 100,000 w horz/vert 730 ft. above average terrain	William Knudsen, STM Ron Carter, GSM Terry Rose, PD	Broadcast House 3rd & Broad Seattle, WA 98121 206-624-7077	N/A	Torbet Radio Bonneville
KSPL-AM	Seattle	AC	Obie Broadcasting Corp.	1150 KHz 5,000 w Directional-Night Only	Marty Loughman, GM Marty Loughman, GSM N/A	2939 4th Ave. S. Seattle, WA 98134 206-623-2480	\$25	Roslin Radio
KTAC-AM	Tacoma	AC	Entercom Inc.	850 KHz 10,000 w Day/Night Directional	Harold S. Greenberg, GM Peg Dempsey, GSM Bruce Cannon, PD	2000 Tacoma Mall Office Bldg. Tacoma, WA 98411 206-473-0085	\$86	Jack Masla
KTNT-AM	Tacoma	AC N/T	Tribune Publishing	1400 KHz 1,000 w Non-Directional	Jack Bankson, GM Jack Bankson, GSM Dewey Boynton, PD	Box 5200 Tacoma, WA 98405 206-597-8700	\$27	Bernard Howard
KUBE-FM	Seattle	R	First Media Corp.	93.3 MHz 100,000 w Non-Directional	Michael O'Shea, GM Hank Mam, GSM Charlie Brown, PD	110 Lakeside Avenue Seattle, WA 98122 206-322-1622	N/A	RKO Radio
KVI-AM	Seattle	T	Golden West Broadcasters	570 KHz 5,000 w Non-Directional	J. Shannon Sweatte, GM John L. Hendricks, GSM Jay Johnson, PD	Tower Bldg. 7th Avenue & Olive Way Seattle, WA 98101 206-223-5700	N/A	Major Market
KXA-AM	Seattle	O	O'Day Broadcasting of Washington	770 KHz 1,000 w Non-Directional	Verl Wheeler, GM Verl Wheeler, GSM N/A	1305 Third Avenue Seattle, WA 98101 206-682-2828	N/A	Christal Company
KYYX-FM	Seattle	AC	O'Day Broadcasting of Washington	96.5 MHz 81,000 w horz/vert Non-Directional	Verl Wheeler, GM Verl Wheeler, GSM	1305 Third Avenue Seattle, WA 98101 206-682-2828	N/A	Christal Company
KZAM-FM	Bellevue	A	Sandusky Newspapers	92.5 MHz 100,000 w. Circular polarized 1,100 ft. above average terrain	Galen Hungate, GSM Chris Kovarik, PD	10245 Main St. C9-1540 Bellevue, WA 98009 206-454-1540	N/A	Selcom
KZOK-FM	Seattle	A	Sterling Recreation Organization	102.5 MHz 100,000 w horz/vert 1,165 ft. above average terrain	Gale E. Johnson, GM Susan Lake, GSM Jim Robinson, PD	1426 Fifth Ave. Bldg. Seattle, WA 98101 206-223-3900	N/A	CBS-FM Sebastian



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

The Only Way to Buy Tampa Bay.

The WRBQ Q-105 FM and WNSI News-1 Radio combo is the only way to buy the Tampa/St. Petersburg Market. WRBQ is one of America's great contemporary FM stations. Tampa Bay's radio leader for close to a decade, WRBQ is the area's only full-service FM station with news, sports, weather, airborne traffic and the famous Q-Morning Zoo. WNSI News-1 Radio is the all news, sports and information station, bringing you exclusive CBS Radio News as well as the World Series, the Super Bowl and ABC Talk Radio.

We've Got the Numbers

#1 Adults 18 +	#1 Adults 18-34	#1 Adults 18-49
----------------	-----------------	-----------------

#1 Adults 25-49	#1 Adults 25-54	#1 Adults 35-64
-----------------	-----------------	-----------------

The WRBQ/fm & WNSI/am Combo

Represented Nationally by Eastman Radio  HARTE-HANKS RADIO

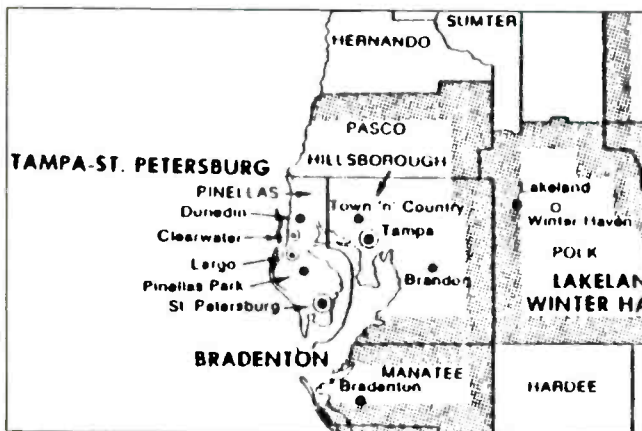
Source: Spring 1982 Arbitron, M.S.A., A.Q.H., MON.-SUN. 6AM-12MID, Subject To Limitations Given In This Report

TAMPA-ST. PETERSBURG



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAZE-AM	Clearwater	AC	Three Rivers Communications	860 KHz 5,000 w Day/250 w Night Non-Directional		Box 4667 Belcher Plaza Clearwater, FL 33518 813-725-5545	\$20	Lotus Reprs.
WDAE-AM	Tampa	BB	Taft Broadcasting	1250 KHz 5,000 w Directional	David Milner, GM Rick Porter, GSM Larry Anderson, PD	504 Reo St. Tampa, FL 33609 813-876-0455	N/A	Katz Radio
WFLA-AM	N/A	AC	Media General	970 KHz 5,000 w Dir.-Sep. patterns day & night	James Ashbery, GM Sandra Alexander, GSM Bob Neil, PD	333 E. Grace St. Richmond, VA 23219 813-228-9797	\$83.50	Blair Radio
WFLA-FM	N/A	BB	Media General	93.3 MHz 100,000 w 925 ft. above average terrain	James Ashbery, GM Sandra Alexander, GSM Bob Neil, PD	333 E. Grace St. Richmond, VA 23219 813-229-0093	\$83.50	Blair Radio
WGUL-AM	New Port Richey	BB	Richey Airwaves	1500 KHz 250 w Non-Directional	Ralph Johnson, GM Jean Graham, GSM Dave Harrell, PD	1233 U.S. Highway 19 N. New Port Richey, FL 33552 813-849-2285	\$30	Southern Spot Al Ham. "MOYL"
WJYW-FM	Tampa	BM	Gannett Broadcasting	100.7 MHz 100,000 w 503 ft. above average terrain	David Strubbe, GM Joni Crane, GSM Scott Robbins, PD	101 N. Tampa St. Tampa, FL 33602 813-229-1991	N/A	Christal Company Bonneville
WMGG-FM	Clearwater	AC	Metroplex Communications	95.7 MHz 100,000 w 507 ft. above average terrain	Jim Johnson, GM Gary Weiss, GSM Wiley Sale, PD	51 S. Main Avenue Suite 96 Clearwater, FL 33515 813-461-9666	N/A	Selcom Gary Berkowitz
WNSI-AM	St. Petersburg	N/T	Harte-Hanks Radio	1380 KHz 5,000 w Directional-Night Only	Peter Schulte, GM Marc Kaye, GSM Jan Thomas, PD	10051 5th St. N. St. Petersburg, FL 33702 813-577-0136	N/A	Eastman Radio
WPLP-AM	Pinellas Park	N/T	David Gorman Trustee	570 KHz 1,000 w Non-Directional	Dan Johnson, GM Douglas Burkholder, GSM Drew Hayes, PD	Box 570 Pinellas Park, FL 33560 813-392-2215	\$36	Lotus
WQXM-FM	Clearwater	A	Plough Broadcasting	97.9 MHz 100,000 w horz/vert 639 ft. above average terrain	Gary Kines, GM Larry Gorrick, GSM Mark Stevens, PD	Box 4809 Clearwater, FL 33518 813-391-9988	N/A	McGavren-Guild
WQYK-FM	St. Petersburg	C	Suncoast Stereo Corp.	99.5 MHz 100,000 w circular polarized 550 ft. above average terrain	Rod Brosig, GM Dave Hutchinson, GSM Pete Porter, PD	Box 20087 St. Petersburg, FL 33742 813-576-6055	N/A	Torbet Radio
WRBQ-FM	Tampa	R	Harte-Hanks Radio	104.7 MHz 100,000 w circular polarized 555 ft. above average terrain	Michael Osterhout, GM Luis Albertini, GSM Scott Shannon, GM	5510 Gray St. Suite 130 Tampa, FL 33609 813-879-1420	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WRXB-AM	St. Petersburg	B	Rolwn Communications	1590 KHz 1,000 w Directional	J. Eugene Danzey, GM Michael Danzey, GSM James Murray, PD	3000 34th St. S. Suite B 206 St. Petersburg, FL 33711 813-864-1515	N/A	R.A. Lazar
WSRZ-FM	Sarasota	AC	Cosmos Broadcasting	102.5 MHz 100,000 w horz/vert 570 ft. above average terrain	Charles Jones, Jr. GM Joe Ademy, GSM Dain Schult, PD	4306 N. Tamiami Trail Sarasota, FL 33580 813-355-7131	\$70	CBS/FM
WSUN-AM	St. Petersburg	C	Plough Broadcasting	620 KHz 5,000 w Directional-Night Only	Don Hibbits, GM Bob Abernathy, GSM Bill Gamble, PD	Box 761 St. Petersburg, FL 33731 813-821-6262	N/A	McGavren-Guild
WTMP-AM	Tampa	B	Gulf South Communications	1150 KHz 5,000 w Day/2,500 w Night Directional	R.A. McLeod, GM Charlie Acton, GSM Jerry Walker, PD	Box 1101 5207 Washington Blvd Tampa, FL 33601 813-626-4106	N/A	Jack Masla
WWBA-FM	St. Petersburg	BM	Metromedia Inc.	107.3 MHz 100,000 w horz/vert 649 ft. above average terrain	Jim Smith, GM Richard Roslon, GSM David McKay, PD	Koger Executive Center Suite 200 PO Box 2200 St. Petersburg, FL 33742 813-576-1073	N/A	RKO Radio
WWLF-AM	St. Petersburg	BB	Ed Winton	680 KHz 1,000 w Non-Directional-Day Only	John Fennessy, STM Bob French, GSM Lyle Wood, PD	9549 Koger Blvd. St. Petersburg, FL 33702 813-576-6868	N/A	Roslin Radio
WYNF-FM	Tampa	A	Taft Broadcasting	94.9 MHz 100,000 w horz/vert 1,460 ft. above average terrain	Dave Milner, GM Robert Lawrence, STM Wayne Greentberg, GSM George Hawras, PD	504 Reo St. Tampa, FL 33609 813-876-0455	N/A	Katz Radio Sebastian



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations

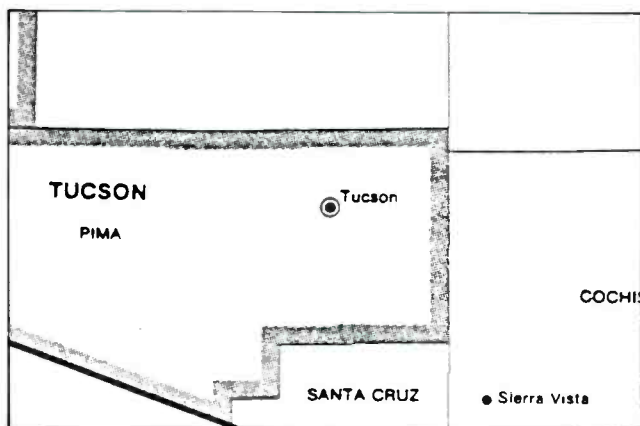
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

TUCSON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAIR-AM	Tucson	BM	Surrey Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Dick Paye, GM Dick Paye, GSM John Stevens, PD	3438 N. Country Club Tucson, AZ 85716 602-795-1490	N/A	Blair Radio
KCEE-AM	Tucson	AC	790	790 KHz 5,000 w Day/500 w Night Directional	Stephen Jacobs, GM Stephen Jacobs, GSM Ken Roberts, PD	Box 5886 2100 N. Silverbell Rd. Tucson, AZ 85745 602-623-7556	N/A	Christal Company
KCUB-AM	Tucson	C	Rex Broadcasting	1290 KHz 1,000 w Non-Directional	Jim Slone, GM Phil Richardson, GSM Dave Nelson, PD	Box 50006 575 W. Roger Rd. Tucson, AZ 85703 602-887-1000	\$47	Katz Radio
KGVI-AM	Green Valley	BB	Crystal Sets	1080 KHz 1,000 w Non-Directional	Joe Crystall, GM Tom Moore, GSM Max Lindberg, PD	Box 767 1510 W. Camino Antiqua Green Valley, AZ 85614 602-625-0700	\$12 x6	Savalli & Schutz
KHYT-AM	Tucson	R	Golden State Broadcasting	1330 KHz 500 w Day/5,000 w Night Directional-Night Only	Laurie Fagin, GM Laurie Fagin, GSM Rich Robbin, PD	2820 S. 8th St. S. Tucson, AZ 85713 602-623-7501	N/A	RKO Radio
KJYK-FM	Tucson	BM	Surrey Broadcasting	94.9 MHz 80,000 w 500 ft. above average terrain	Howard Duncan, GM Dick Paye, GSM John Stevens, PD	3438 N. Country Club Rd. Tucson, AZ 85716 602-795-1490	N/A	Blair Radio Bonneville
KLPX-FM	Tucson	A	Lotus Communications	96.1 MHz 93,000 w 505 ft. above average terrain	Mark Schwartz, GM Diane Scheehan, GSM Allan Browning, PD	Box 5585 2020 W. Grant Rd. Tucson, AZ 85703 602-622-6711	N/A	Lotus Reps
KNDE-FM	Tucson	C	KTUC	99.5 MHz 3,000 w 246 ft. above average terrain	Thomas Maples, GM Rob Davidson, GSM Ron Jacobs, PD	Box 40188 1511 E. 16th St. Tucson, AZ 85717 602-622-3344	\$19.50	Bernard Howard
KNST-AM	Tucson	N/T	Western Cities Broadcasting	940 KHz 1,000 w Day/250 w Night Non-Directional	Michael Cutchall, GM Mike McCarthy, GSM Bob Lee, PD	Box 3068 La Placita Village Magdalena Bldg. Tucson, AZ 85702 602-624-2431	\$26	McGavren-Guild
KOPA-FM	Scottsdale	R	First Media	100.7 MHz 5,000 Day Non-Directional	Gary Guthrie, GM Bob Weaver, GSM Steve Rivers, PD	Box 1827 4601 N. Scottsdale Rd. Scottsdale, AZ 85251 602-941-1007	N/A	Torbet Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KRQQ-FM	Tucson	R	Western Cities Broadcasting	93.7 MHz 25,000 w horz/vert 150 ft. above average terrain	Michael Cutchall, GM Mike McCarthy, GSM Guy Zapoleon, PD	Box 3068 La Placita Village Magdalena Bldg. Tucson, AZ 85702 602-624-2431	\$33	McGavren-Guild
KTKT-AM	Tucson	R	Lotus Communications	990 KHz 10,000 w Day/1,000 w Night Directional	Mark Schwartz, GM Diane Scheehan, GSM Bobby Rivers, PD	Box 5585 2020 W. Grant Rd. Tucson, AZ 85703 602-622-6711	\$50	Lotus Reps
KTUC-AM	Tucson	N	KTUC	1400 KHz 1,000 w Day/250 w Night Non-Directional	Thomas Maples, GM Rob Davidson, GSM Don Kelly, PD	Box 40188 1511 E. 16th St. Tucson, AZ 85717 602-622-3344	\$18.50	Bernard Howard
KUKQ-AM	Tempe	B	Tri-State Broadcasting	1060 KHz 5,000 w Day/500 w Night Directional-Night Only	Lloyd Melton, GM Lloyd Melton, GSM Ed Hamlin, PD	2021 E. Thomas Rd Phoenix, AZ 85016 602-957-2710	N/A	Jack Masia
KWFM-FM	Tucson	A	Sandusky Newspapers	92.9 MHz 46,800 w horz/vert 86 ft. above average terrain	Jim Hardy, GM Lee Dombrowski, GSM Jim Ray, PD	199 N. Stone Avenue Suite 708 Tucson, AZ 85701 602-748-2400	N/A	Selcom
KXEW-AM	Tucson	SP	Cactus Broadcasting	1600 KHz 1,000 w Non-Directional	Bob Feinman, GM Patricio Barraza, GSM Raul Aguirrel, PD	889 El Puente Ln. Tucson, AZ 85713 602-623-6429	N/A	Caballero Eastman Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

WASHINGTON, DC




CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WASH-FM	Washington	AC	Melromedia	97.1 MHz 22,500 Panel-Type Circular Antenna 690 ft. above average terrain	William Kunkel, Jr., GM Earl Murton, GSM Bob Hughes, PD	5151 Wisconsin Avenue, N.W. Washington, DC 20016 202-244-9700	\$250	Katz Radio
WAVA-FM	Arlington	A	Doubleday Broadcasting	105.1 MHz 50,000 w horz/vert 500 ft. above average terrain	David Barrett, GM Dan Wachs, GSM John Larson, PD	5232 Lee Hwy. Arlington, VA 22207 703-534-0320	N/A	CBS/FM
WEAM-AM	Arlington	BB	Thoms Radio	1390 KHz 5,000 w Directional	Stan Karas, GM Bob Steinhelber, GSM Dean Tsutras, PD	213 Crimmins Ln. Falls Church, VA 22043 703-534-1390	\$32	Rosini Radio
WEZR-FM	Manassas	BM	EZ Communications	106.7 MHz 50,000 w 500 ft. above average terrain	Wyatt Thompson, Jr., GM Dick Eury, GSM Dan Vallie, PD	10380 Democracy Ln. Fairfax, VA 22030 703-691-1900	\$80	Herbert Groskin
WGAY-FM	Washington	BM	Greater Media	99.5 MHz 21,000 w 780 ft. above average terrain	Ted Dorf, GM Peter Ferrara, GSM John David Chadwick, PD	8121 Georgia Avenue Silver Springs, MD 20910 301-587-4900	N/A	Major Market
WGMS-AM	Bethesda	CL	RKO General	570 KHz 5,000 w Day/1,000 w Night Dir. -Sep. patterns day & night	Jerry Lyman, GM Michael Ferrel, GSM Paul Teare, PD	One Central Plaza 11300 Rockville Pike Rockville, MD 20852 301-468-1800	N/A	RKO Radio
WGMS-FM	Washington	CL	RKO General	103.5 MHz 20,000 w horz/vert 435 ft. above average terrain	Jerry Lyman, GM Michael Ferrel, GSM Paul Teare, PD	One Central Plaza 11300 Rockville Pike Rockville, MD 20852 301-468-1800	N/A	RKO Radio
WHFS-FM	Bethesda	R	High Fidelity Broadcasters	102.3 MHz 3,000 w Non-Directional	Jake Einstein, GM Patti Ebbert, GSM David Einstein, PD	4853 Cordell Avenue Bethesda, MD 20814 301-656-0600	\$45	P/W Radio
WHUR-FM	Washington	B	Howard University Radio	96.3 MHz 50,000 w horz/vert 670 ft. above average terrain	Robert Taylor, GM Diane Harris-Johnson, GSM Jesse Sax, PD	2600 Fourth St. N.W. Washington, DC 20059 202-636-6680	\$120	
WKYS-FM	Washington	B	NBC Radio	93.9 MHz 50,000 w horz/vert 485 ft. above average terrain	Bartley Walsh, GM Donna Ragland, GSM Donnie Simpson, PD	4001 Nebraska Ave. N.W. Washington, DC 20016 202-686-4330	N/A	Eastman Radio
WLTT-FM	Bethesda	AC	Gulf Broadcast Group	94.7 MHz 21,000 w horz/vert 780 ft. above average terrain	Kenneth Wolt, GM Tom Brenahan, GSM Gary Balaban, PD	Box 70067 Washington, DC 20088 301-652-9470	N/A	Hiliter
WMAL-AM	Washington	AC	ABC Radio	630 KHz 5,000 w Directional	Andy Dckershausen, GM Bob Bowen, GSM Jim Gallant, PD	4400 Jenifer St. N.W. Washington, DC 20015 202-686-3050	N/A	McGavren-Guild

WAVA ROCKS D.C.

When the votes were counted
WAVA topped all Washington, D.C.
contemporaries in audience
share gains with nearly a 47%
jump in Doubleday's first book!

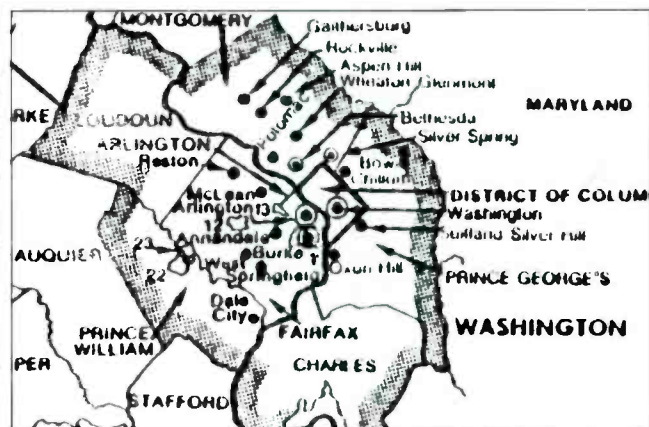
WAVA
FM105

 DOUBLEDAY BROADCASTING

Represented nationally by:
CBS/FM National Sales

Source: Spring 1982 Arbitron, Metro Shares
Total Persons, M-Sun, 6 am-Mid.

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WMZQ-FM	Washington	C	Viacom International	98.7 MHz 50,000 w 185 ft. above average terrain	Gil Rozzo, GM M.E. (Doc) Fidler, GSM Carol Parker, PD	5513 Connecticut Avenue, N.W. Washington, DC 20015 202-362-8330	\$150	Bernard Howard
WOL-AM	Washington	B	Almic Sonderling Broadcasting	1450 KHz 1,000 w Day/250 w Night Non-Directional	Catherine Hughes, GM Dewey Hughes, GSM Robin Holden, PD	1680 Wisconsin Ave. N.W. Washington, DC 20007 202-338-5600	\$65	Unirep Broadcasting
WOOK-FM	Washington	B	United Broadcasting	100.3 MHz 40,000 w 320 ft. above average terrain	E. Carlton Meyers, GM Jack Wamsley, GSM Chris Gardner, PD	5321 First Pl. N.E. Washington, DC 20011 202-722-1000	N/A	Jack Masla
WPGC-AM	Morningside	R	First Media	1580 KHz 10,000 w Day Only Directional	Charles Giddens, GM Don Cavaleri, GSM	Box 10239 Washington, DC 20018 301-441-3500	N/A	Torbet Radio
WPGC-FM	Morningside	R	First Media	95.5 MHz 50,000 w horz/vert 496 ft. above average terrain	Charles Giddens, GM Don Cavaleri, GSM	Box 10239 Washington, DC 20018 301-441-3500	N/A	Torbet Radio
WPXK-AM	Alexandria	BB	Metroplex Communications	730 KHz 5,000 w Day Directional	William Sherard, GM Robert Woodward, GSM Bob Cole, PD	510 King St. Alexandria, VA 22314 703-683-3000	N/A	Selcom
WPXK-FM	Woodbridge	C	Metroplex	105.9 MHz 50,000 w horz/vert 410 ft. above average terrain	William Sherard, GM Robert Woodward, GSM Bob Cole, PD	510 King St. Alexandria, VA 22314 703-683-3000	N/A	Selcom
WRC-AM	Washington	N/T	NBC Radio	980 KHz 5,000 w Directional-Night Only	Jerry Nachman, GM Bill McGlamery, GSM Gordon Peil, PD	4001 Nebraska Avenue, N.W. Washington, DC 20016 202-686-4332	\$130	Eastman Radio
WRQX-FM	Washington	R	ABC Radio	107.3 MHz 50,000 w 410 ft. above average terrain	Ernest Fears, Jr., GM Tony Renaud, GSM Allan Burns, PD	4400 Jenifer St. N.W. Washington, DC 20015 202-686-3071	N/A	Blair Radio
WTOP-AM	Washington	N	The Outlet Co.	1500 KHz 50,000 w Directional	Michael Douglass, GM David Nelson, GSM John Watkins, PD	4646 40th St. N.W. Washington, DC 20016 202-364-5800	N/A	CBS Radio
WWDC-AM	Washington	A	Capitol Broadcasting	1260 KHz 5,000 w Day/1,000 w Night Directional-24 Hours	Goff Lebhar, GM Jeff Hedges, GSM Don Davis, VP/P	1150 Connecticut Avenue N.W. Suite 200 Washington, DC 20036 202-828-9932	N/A	Christal
WWDC-FM	Washington	A	Capitol Broadcasting	101.1 MHz 50,000 w 500 ft. above average terrain	Goff Lebhar, GM Frank Byrne, GSM Don Davis, VP/P	1150 Connecticut Avenue, N.W. Washington, DC 20036 202-828-9932	N/A	Christal
WUST-AM	Washington	B	District Group Communications	1120 KHz 1,000 w Days Non-Directional	James McQueen, PR Perry Walters, GM Cal Hackett, PD	815 Vee St. N.W. Washington, DC 20001 202-462-0011	\$28 x 6	N/A
WXTR-AM	La Plata	O	The Dalton Group	1560 KHz 1,000 w Day Only	William Dalton, GM Susan Toren Dalton, GSM Jim Herron, PD	Box 19 La Plata, MD 20646 301-932-1440	\$84	Jack Masla
WXTR-FM	La Plata	O	The Dalton Group	104.1 MHz 50,000 w horz/vert 500 ft. above average terrain Non-Directional	William Dalton, GM Susan Dalton, GSM Jim Herron, PD	Box 19 La Plata, MD 20646 301-932-1440	\$84	Jack Masla



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

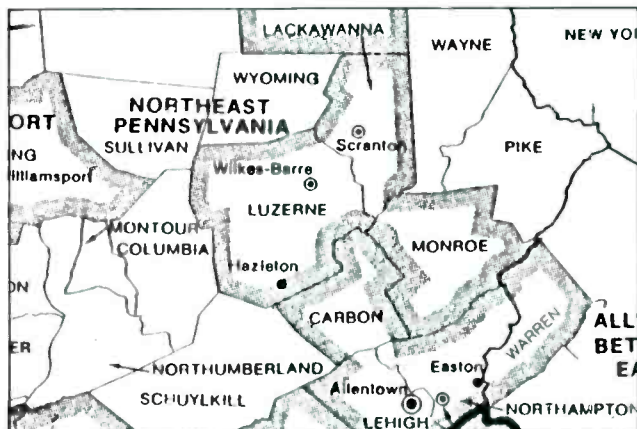
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

WILKES BARRE-SCRANTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WARD-AM	Pittston	N/T	Ward Broadcasting	1540 KHz 1,000 w Non-Directional	Jim Ward, GM Joe Grice, GSM Sam Liguori, PD	Box 1540 Pittston, PA 18640 717-655-5521	\$6	N/A Savalli
WARM-AM	Scranton	AC	Susquehanna	590 KHz 5,000 w Dir.-Sim. patterns day & night	Jim Davey, GM Phil Condron, GSM Bill Kimble, PD	Box 590 Avoca, PA 18641 717-346-4646	\$65	Eastman Radio
WBAX-AM	Wilkes Barre	C	WBAX, Inc.	1240 KHz 1,000 w Day/250 w Night Non-Directional	Bob Maley, GM Buz Boback, GSM Tony Lynn, PD	1 Broadcast Plaza Wilkes-Barre, PA 18703 717-288-7575	\$20 x 12	Torbet Radio
WEJL-AM	Scranton	AC	Shamrock	630 KHz 500 w Non-Directional	William Linett, GM Phil Bullwinkle, GSM John Hunter, PD	Times Bldg Penn Avenue at Spruce St. Scranton, PA 18503 717-346-6555	N/A	Selcom
WEZX-FM	Scranton	A	The Scranton Times	107.1 MHz 125 w 1,270 ft. above average terrain	William Linett, GM Phil Bullwinkle, GSM John Hunter, PD	Penn Avenue at Spruce St. Scranton, PA 18503 717-346-6555	N/A	Selcom
WGBI-AM	Scranton	C	WGBI Radio	910 KHz 1,000 w Day/500 w Night Non-Directional	Megargee Holcomb, GM Gerald Petrella, GSM Mort Rosenthal, PD	1000 Wyoming Avenue Scranton, PA 18509 717-961-2222	N/A	Torbet Radio Drake-Chenault
WGBI-FM	Scranton	AC	WGBI Radio	101.3 MHz 7,000 w 1,100 ft. above average terrain	Megargee Holcomb, GM Gerald Petrella, GSM Mort Rosenthal, PD	1000 Wyoming Avenue Scranton, PA 18509 717-961-2222	N/A	Torbet Radio
WICK-AM	Scranton	BM	Lancom	1400 KHz 1,000 w Day/250 w Night Non-Directional	Douglas Lane, GM Douglas Lane, GSM Lou Schwass, PD	1049 N. Sekol Rd Scranton, PA 18504 717-344-1221	N/A	Jack Masla
WILK-AM	Wilkes Barre	R	Wyoming Valley Broadcasting	980 KHz 5,000 w Day/1,000 w Night Directional-Night Only	James Morgan, STM Lee Vincent, GSM Joe Montione, PD	88 N. Franklin St. Wilkes-Barre, PA 18711 717-824-4666	N/A	McGavren-Guird
WKRZ-FM	Wilkes Barre	AC	Northeast Radio	98.5 MHz 6,900 w horz/vert 1,100 ft. above average terrain	James Shea, GM Hank Kestenbaum, GSM Jim Rising, PD	156 South Franklin Wilkes-Barre, PA 18701 717-823-5000	\$65	Katz Radio
WNAK-AM	Nanticoke	AC	Seven-Thirty Broadcasters	730 KHz 1,000 w Non-Directional	Robert Neilson, GM Robert Baird, GSM Frank Murman, PD	84 S. Prospect St. Nanticoke, PA 18634 717-822-6108	N/A	Lotus Reps
WRAX-FM	Bedford	C	Bedford Broadcasting	100.9 MHz 3,000 w 205 ft. above average terrain	George England, GM Ginger Edwards, PD	Box 101 Bedford, PA 15522 814-623-5131	\$4	Dome

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WVCD-FM	Hazleton	BM	The Luzerne Company	97.9 MHz 50,000 w 640 ft. above average terrain	Paul Hartman, GSM Chris Pellegrino, PD	Hazleton National Bank Bldg. Hazleton, PA 18201 717-454-3533	\$13.25 x 12	N/A
WYZZ-FM	Wilkes Barre	BM	Scranton-Wilkes-Barre Fine Music	92.9 MHz 50,000 w circular polarization 1,065 ft. above average terrain	Richard Evans, Sr., GM Robert Evans, GSM Richard Evans, Sr., PD	156 Prospect St. Wilkes-Barre, PA 18702 717-823-1166	\$22 x 6	Jack Masla
WZZD-FM	Bethlehem	A	The Holt Corp. of Pennsylvania	95.1 MHz 12,500 w 630 ft. above average terrain	Gordon Holt, GM Steve Gortvay, GSM Tom Kelly, PD	Suite 205-2285 Schoenersville Rd. Bethlehem, PA 18017 215-694-0511	\$50	Blair Radio



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		



MARKET-BY-MARKET

I N D E X

ATLANTA	126	MINNEAPOLIS-	
BALTIMORE	128	ST. PAUL	189
BIRMINGHAM	130	NASHVILLE	191
BOSTON	133	NEW ORLEANS	193
BUFFALO	135	NEW YORK	195
CHARLESTON-		NORFOLK-	
HUNTINGTON	138	PORTSMOUTH-	
CHARLOTTE	140	NEWPORT NEWS	198
CHICAGO	143	OKLAHOMA	200
CINCINNATI	144	ORLANDO-	
CLEVELAND	147	DAYTONA BEACH	202
COLUMBIA, SC	149	PHOENIX	205
COLUMBUS, OH	152	PHILADELPHIA	207
DALLAS-		PITTSBURGH	210
FT. WORTH	154	PORTLAND, OR	212
DAYTON	156	PROVIDENCE-	
DENVER	159	NEW BEDFORD	214
DETROIT	161	RALEIGH-	
GRAND RAPIDS-		DURHAM	216
KALAMAZOO	164	ST. LOUIS	219
GREENVILLE-		SACRAMENTO-	
SPARTANBURG	166	STOCKTON	221
HARTFORD-		SALT LAKE CITY	223
NEW HAVEN	168	SAN ANTONIO	225
HOUSTON	170	SAN DEIGO	227
INDIANAPOLIS	172	SAN FRANCISCO	229
KANSAS CITY	174	SEATTLE	232
LOS ANGELES	177	TAMPA	235
LOUISVILLE	179	TUCSON	237
MEMPHIS	181	WASHINGTON, DC	239
MIAMI	183	WILKES BARRE-	
MILWAUKEE	185	SCRANTON	242

NOW
#1 IN CHICAGO*



ALL THE RADIO YOU'LL EVER NEED

NATIONALLY REPRESENTED

by



M^cGAVREN GUILD RADIO

*Spring Arbitron. Total persons 12 + and adults 18 + 6AM-Mid/M-S/Metro
Subject to the same limitations as the source.

SRP

**THE MUSIC SYNDICATOR
OTHER MUSIC SYNDICATORS
MEASURE THEMSELVES AGAINST**

"All Music,
All The Time"

"Great Stars
Great Songs"

Call: Larry Adams 201/753-0444

SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road • South Plainfield NJ 07080