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AMERICA'S ONLY REVIEW
OF THE RADIO MARKETPLACE.

Compiled by Bob Hamilton

Radio Quarterly Report '76

News and Events That Shaped
The Radio and Music Industry

Jan. 1-June 30, 1976

**Special Double
Premier Issue**

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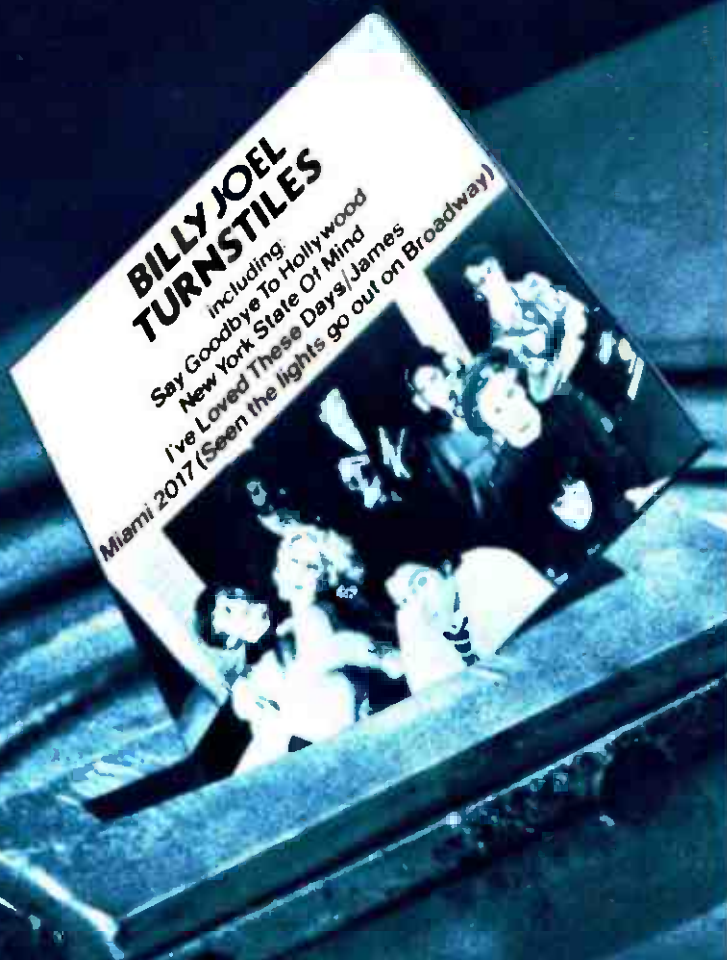
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CHARLIE DANIELS
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RUSS BALLARD
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JOHNNY WINTER
RICK DERRINGER
KANSAS
U-ROY
BOXER
MIKE O'DFIELD
PEOPLE'S CHOICE
ARCHIE BELL &
THE DRELLS
HAROLD MELVIN
& THE BLUE NOTES
BILLY PAUL
LOU RAWLS
ANTHONY WHITE
DEXTER WANSEL
FORCE OF NATURE
DAN HARTMAN
EDDIE RUSS
BILL BRANTLEY

**The Crowd Pleasers.
On Epic, Philadelphia
International, T-Neck, TSOP,
Virgin, Caribou, Full Moon/Epic,
Kirshner, Blue Sky, Hot Wax,
Sound Stage Seven, Epic/
Sweet City, and Invictus.**

Token of genius.



Billy Joel's always known how to take you places other musicians couldn't find with a map. The consummate artistry that created "Piano Man" and "Captain Jack" comes into its own with a new album called "Turnstiles." It's urban, it's urbane; it's about comings and goings, the mass transits of a unique musical mind, from Manhattan to Hollywood and back again.

"Turnstiles." Billy Joel's far-ranging new album. On Columbia Records.

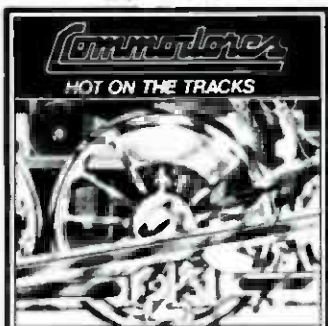
Produced by Billy Joel.

© COLUMBIA • MARCAS REG. E 1976 CBS INC

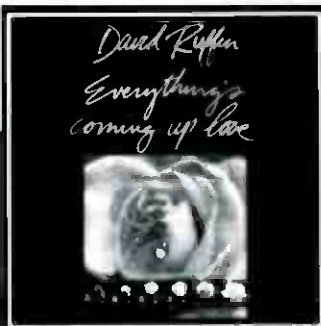
A stylized illustration of a tropical jungle scene. Two tall palm trees with large, green fronds frame the central text. At the bottom, there is a dense thicket of various tropical plants, including smaller palm trees and large-leafed shrubs. In the lower-left corner, two figures in traditional, patterned clothing are visible, standing among the foliage. The entire scene is set against a light yellow background and enclosed within a double-line border.

Radio
Quarterly
Report
'76

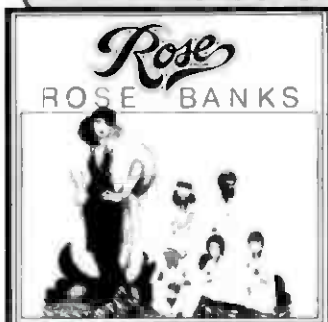
MOTOWN POWER PLAY



M6-867S1



M6-866S1



M6-845S1



M6-863S1



M6-971S1



M6-850S1



©1976 Motown Record Corporation

DEDICATION

This book is dedicated to Chuck Blore, Kaye Tipton, Claude Hall, Jack McCoy, Ray Anderson, Fred Mancuso, Eddie Reeves, Bobby Applegate, Robyn Weiss, Heidi Richman, Helen Roberts, Nancy Sain, Stan Monteiro, Jack Fitzgerald, Tom Cossi, Rick Carroll, Rich Seargent, Lenny Silver, Bill Gavin, Kal Rudman, Dick Krizman, Chuck Thagard, Marty Goldrod, Larry Hayes, Augie Blume, Neil Bogart, Morris Levy, Rob Clayton, Meredith Lifson, Dennis Waters, Fred Ruppert, Carl Wigglesworth, Will Scott, Don Richman, Chuck Dunaway, Beau Matthews, Lee Sims, John Bayliss, Sonny Fox, Bruce Hinton, Mike Kagan, Denny Carhart, Mike Lee, Beverly Magid, Tony Richland, Jay Cook, Steve Resnick, Harold Childs, Ron Granger, Doug Herman, Sidney Miller, Khristi Shultz, Cynthia Calvert, Dick Wooley, Lee Abrams, Beau Weaver, Eric Chase, Bobby Ocean, Paul Fishkin, Scotty Brink, Ed DeJoy, Ron Alexumburg, Sebastian Stone, Billy Bass, Jim Long, Buck Reingold, Pat Pipolo, Jon Scott, Dave Urso, Buzz Bennett, Stu Yahm, Herb Gordon, Mickey Newbury, Tom Dooley, Jerry Delcaliano, Joe Smith, Ron Saul, Mark Driscoll, Dwight Case, Noel Love, Dennis Ganim, Mike Leventon, Vince Cosgrave, Jerry Morris, Bruce Wendell, Paul Johnson, Larry Douglas, Jerry Doughman, Russ Reagan, Pat McCoy, Dave Carrico, Joe & Gidget Hamilton, Mel Phillips, Peter Sale, Gordon McLendon, Jim Smith, John Gehron, Ron Jones, Michael Nesmith, Jerry Peterson, Eileen Biscoe, Don Elliott, Tom Rounds, John Antoon, Dave Monte, Alan Mitchell, Casey Spencer, Suzanne Garner, Selma Williams, Bill Drake, Bill McLenaghan, Marc Nathan, Russ Palmer, Red Schwartz, Sean Conrad, Dan O'Day, Mike Post, Steve Binder, Frank Fentor, Lavada June, Sharon Nelson, The Haro Family, Jim Shulke, Jimmi Fox, Joe Benson, Benjamin Hill, Al Bell, Dr. Don Altfeldt, Marty Cerf . . . with Special Memory to Cannonball Adderly, George Brewer and Ross Bagdasarian.

Ultimate thanks to all those who filled out questionnaires, answered phone calls and gave good wishes.

Bob Hamilton
July 10, 1976

WELCOME BACK BOB



**Gary McKee
Rhett Walker
Jack FitzGerald
Dickie Shannon
Coyote McCloud
Night Train Laine
Eric Stevens**



**Jeff McCartney
Captain Nimmo
Sean Kelly
Jim Morrison
Adrienne Edwards
W.D. Sandaferd**

**Gerald Blum, General Manager
Jack FitzGerald, Program Director**

Jefferson-Pilot Broadcasting Stations

INTRODUCTION

This book is about radio.

It is based on two premises.

First of all, in surveying the media in 1976, it goes without saying that there are more periodicals aimed at the radio-record industry than ever before. While we believe this is good (never can be too much communication), it is literally impossible to read them all each week and do your job as well. So we have created the Radio Quarterly Report in order to present an overview of the very important news and information in one complete book.

In the second place, while there are the many periodicals available to the industry, we have noticed a commonality with each and every one. All seem to strive to be a reflection of the day-to-day business of the industry. This of course is needed. But it has left a hole in information to complete the picture, with a new deeper communication between those who live and work in the broadcast community. We have let our pages out to those who have something different to offer. You'll note articles from Freud's humor to General Peabody's nonsense to the story behind the ratings, automation, etc., etc. Some perhaps will say that we're "innovating." But rather than wishing to innovate we are working toward a new dimension of reflection. Radio, after all, is made up of people and these are growing, learning individuals. To really reflect the industry, one needs to look past the surface. We have attempted to do so in this issue of the Quarterly Report.

Finally, may we say that it has been an extreme pleasure to once again sit in front of the typewriter and telephone and take a gaze at what we have again been shown is the finest group of people in this country today. Having sampled a bit of the world of books, as well as the group calling themselves psychologists, we believe that nowhere are there more stimulating, deeper thinking, inspired people as those who exist in radio and music.

Everywhere we have gone across this country, throughout the past six months we have been met with open doors, and arms of folks we consider to be our real family. If we were to add up all the hours spent by the people who filled questionnaires, answered telephones, wrote letters and offered suggestions, it would undoubtedly number into the millions. Without this cooperation we neither could have put this book together, nor would we have had the inspiration to do so.

Speaking for myself may I say that in this, my 17th year of radio and music, I have come to realize how kindly I have been treated and how much I truly love you all. It is my hope that the following pages will at least be a partial payment for your faith.

Bob Hamilton



Jethro Tull
CHR 1111



Lee Garrett
CHR 1109

**Four more
sound
reasons to
celebrate summer**

CHR 1103
UFO



CHR 1089
Robin Trower



Available now on **Chrysalis** records and tapes

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Windsong Records

In touch with the tastes of America.

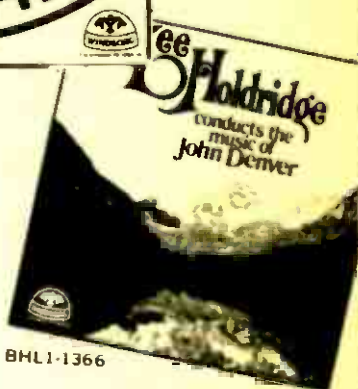
Teens and young adults across the nation have made "Afternoon Delight" one of the biggest hit singles of the year. And there's more where that came from.

BHL1-1351



BHL1-1125

Progressive listeners, pop and country, will find Starwood's debut album full of good tunes and a tight band.



BHL1-1366

Denver fans of every age will love these beautiful, wide-screen orchestrations of some of John's latest and greatest hits.



Manufactured and Distributed by RCA Records.

He is the music and the music is everyone.



Gold Singles

"Take Me Home, Country Roads"
GB-0904

"Rocky Mountain High" GB-10477

"Sunshine On My Shoulders"
GB-10474

"Annie's Song" GB-10472

"Back Home Again" PB-10065

"Thank God I'm A Country Boy"
GB-10476

"I'm Sorry"/"Calypso" PB-10353

Gold and Platinum Albums

"Poems, Prayers and Promises" LSP-4499

"Aerie" LSP-4607

"Rocky Mountain High" LSP-4731

"Farewell Andromeda" APL1-0101

"John Denver's Greatest Hits" CPL1-0374

"Back Home Again" CPL1-0548

"An Evening With John Denver" CPL2-0764

"Windsong" APL1-1183

"Rocky Mountain Christmas" APL1-1201

RCA Records

MARLEY

"BOB MARLEY AND THE WAILERS BAND OF THE YEAR 1975"

Rolling Stone Music Awards

"BOB MARLEY AND THE WAILERS ... Reggae at it's sinuously, sexily, rocking best"

—John Rockwell, New York Times

"BOB MARLEY represents the artistic and sociological heart of Reggae ... a music that is the most compelling and exciting to arrive here in years"

—Robert Hilburn, Los Angeles Times

"MARLEY IS FANTASTIC, INCREDIBLE, HIS LYRICS SHOULD BE PRINTED ON THE FRONT PAGE OF EVERY NEWSPAPER"

—Dr. John

"BEST THING I HAVE SEEN IN TEN YEARS ... I COULD WATCH THE WAILERS ALL NIGHT"

—George Harrison

**BOB MARLEY
& THE
WAILERS
RASTAMAN
VIBRATION**



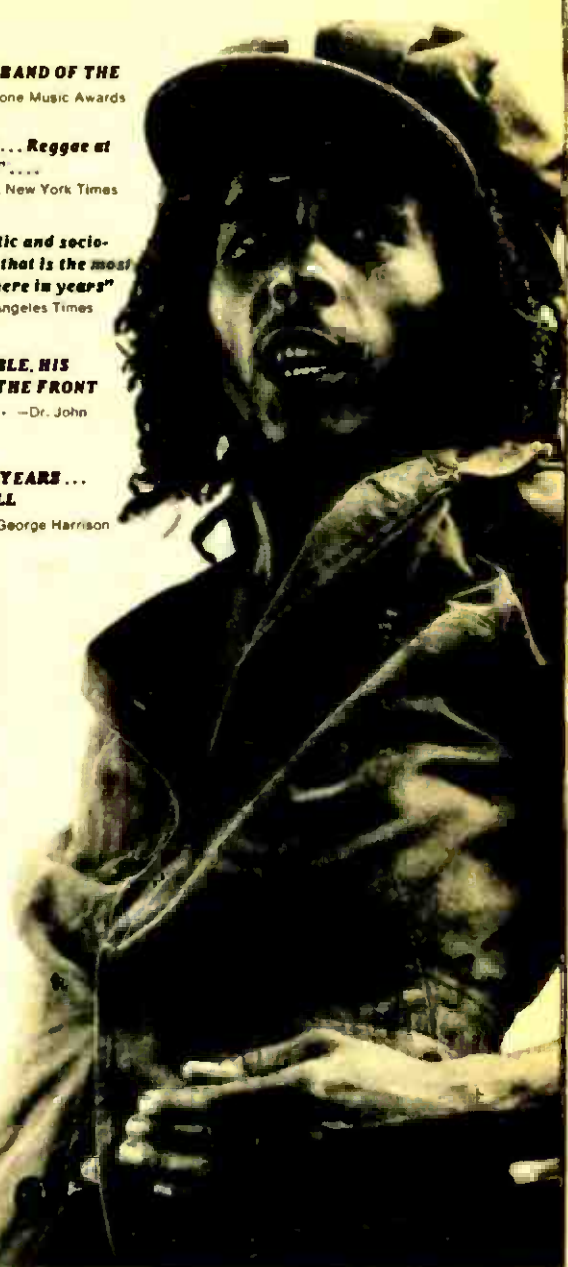
**A Brand New Album by the Most
Talked About Star in Music.**

Produced By Bob Marley

**Also available on
8 Track and Cassettes**



Island records



HEADS!

These are the stories that made radio/record business headlines during the past two quarters.

"BIG WASHINGTON PUSH FOR 500 750,000-WATT RADIO STATIONS ... "

"BILL McLENAGHAN FIRED AT ARBITRON ... "

"DON BURDEN ENDS 10-YEAR BATTLE WITH FCC AND LOSES STAR ... "

"DOUBLEDAY BUYS WYOO-FM IN MINNEAPOLIS. THEY OWN KDWE-AM ... "

" 'EXCLUSIVE' LP'S FOR STATIONS CREATE HAVOC AND CONTROVERSY FOR RECORD COMPANIES AND RADIO STATIONS ACROSS THE COUNTRY ... "

"FAIRBANKS BROADCASTING TAKES OVER WIBG ... "

"FCC BEGINS INQUIRY INTO ITS ROLE IN PROGRAMMING FORMAT CHANGES ... "

"FCC EXPRESSES CONCERN OVER—AND RADIO GIVES AWAY CB UNITS ... "

"FIRST DISCO FORUM HELD IN NEW YORK— DISCOS CONTINUE TO GROW AROUND THE COUNTRY ... "

"FCC PUTS 6-MONTH MORATORIUM ON AM/FM GRANTS ... "

MORE IN BROADCAST USE THAN ANY COMPETING MODEL!

Sparta Studio/Remote Audio Control Centers have for 15 years been the industry favorite!

Studio quality audio production, with functional good looks where out-front showmanship counts...on remotes, at discos! Built-in cueing...pushbutton multiple input selection...pre-wired, ready to use... furniture grade non-marring cabinetry throughout. Sparta "Audio Studio/Remote Systems" brochure and price list on request.

COMPLETE, READY TO GO ANYWHERE!



Cetec Broadcast Group

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(805) 968-1561

"FIVE COUNTS DISMISSED, ARISTA PRESIDENT CLIVE DAVIS PLEADS GUILTY TO ONE COUNT TAX EVASION; SENTENCING JULY 15 ... "

"FORMATS SHOW SIGNS OF LOOSENING TIGHT RECORD CONTROLS WITH SOFT ROCK, TOP 40; OTHERS HITTING RECORDS OUT OF THE BOX ... "

"GORDON McLENDON TRIES TO BLOCK FAIRCHILD (OWNERS OF KLIF) PURCHASE OF KDTX IN DALLAS; CONTINUES TO HOLD UP SALE ... "

"JANIS IAN—SEND IN THE CLOWNS; HERO & HEROINE AT GRAMMY AWARDS ... "

"JANUARY ESTIMATES ARE THAT BROADCAST STATIONS IN GENERAL INCREASED '75 REVENUES BY 10% OVER '74—PREDICTIONS ARE FOR AN EVEN BETTER '76 ... "

"JOHN SEBASTIAN RETURNS TO CHARTS WITH ONE OF ALL-TIME BIGGEST RECORDS—'WELCOME BACK KOTTER' ... "

"K 106 IN SAN FRANCISCO BEGINS TESTING RECORDS—COST FOR RECORD COMPANIES, \$1000 A SHOT ... "

"KCBQ A.R.B. PROMOTION GETS SAN DIEGO RADIO OFF THE STREETS AND INTO COURT ... "

**WANT YOUR
SONGS BROKEN
FASTER?**

**WANT YOUR
HITS BROUGHT
HOME QUICKER?**

RON AND LARRY SAUL

are offering you a unique
new national independent promotion service
that will deliver your hits faster and bring
them home quicker. Utilizing a team of key
pros located all over the country
plus keying on single accounts;
major Top 40's, special mailings and
a proven track record, we're ready
to put it all to work for you.

We'll do it - just give us a call.

RLS
Entertainment
A Total Company



Production
Management
Promotion

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Los Angeles, CA 90028
(213) 461-3734

"LONG JINGLES COME BACK ON KHJ WITH 'YOU' PACKAGE – SAID TO NET TM HEAVY BUCKS ... "

"NAB CONVENTION HELD IN CHICAGO – OVER 15,000 SAID TO HAVE ATTENDED ... "

"NEW JERSEY GRAND JURY PROBE OF RADIO/ RECORDS CONTINUES WITH COURTS, GAINING CONVICTIONS OF FIVE ... "

"NIS/NBC ALL-NEWS SERVICE CONTINUES TO GROW WITH OVER 60 STATIONS—EARTH NEWS, AT 40, KING BISCUIT – HUGE SYNDICATOR SUCCESSES ... "

"OVER 5,000 ATTEND MIDEM IN CANNES ... "

"PROGRAM DIRECTOR CHANGES – JERRY CLIFTON TO WMJX—RESIGNS AS BARTELL NATIONAL PD ... SCOTT SHANNON ABRUPTLY LEAVES WQXI TO TAKE OVER NAT'L PROMOTION AT CASABLANCA ... RICK CARROLL RETURNS TO L.A. TO PROGRAM KEZY—HE WAS A FORMER SUCCESS AT KKDJ ... GERRY PETERSON TO KCBO IN JANUARY ... DENNIS WATERS TO 13-Q DURING SAME MONTH ... CHUCK ROBERTS TO KSLO ... BO DONOVAN LEAVES SRO AFTER SEVERAL YEARS AS GROUP PD ... JOHN LUND LEAVES WNBC ... "

"RADIO & RECORDS HOLDS LARGEST CONVENTION IN RADIO-RECORD HISTORY ... "

WELCOME BACK, BOB!

THE BAND
GLEN CAMPBELL
NATALIE COLE
JESSI COLTER
BILL COSBY
DR. HOOK
STEVE MILLER
ANNE MURRAY

HELEN REDDY
BOB SEGER
STATUS QUO
SWEET
THE SYLVERS
TAVARES
NANCY WILSON
WINGS

BEST WISHES FROM HOLLYWOOD & VINE!



"RALPH BEAUDIN WHISKED AS COMBINE COMMUNICATIONS HEAD ... "

"RECORD COMPANY CHANGES ... RUSS THYRET IN, GARY DAVIS OUT AS HEAD OF PROMOTION AT WB ... BUCK REINGOLD LEAVES CASABLANCA FOR PARTNERSHIP IN CHELSEA ... AL TELLER FIRED, ARTIE MOGUL TAKES OVER AS UA PREZ ... HARVEY COOPER TAKES OVER AS VP-PROMO FOR 20th CENTURY ... STEVE WAX RUMORED TO DRAW HUGE SALARY – TAKES OVER AS EXEC VP FOR ELEKTRA/ASYLUM ... AL COURY SPLITS CAPITAL, BECOMES PREZ AT SRO – BRUCE WENDELL TAKES OVER AT CAPITOL ... JOE SMITH LEAVES WB – TAKES OVER AS HEAD OF ELEKTRA/ASYLUM ... BRUCE LUNDVALL TAKES OVER AS PRESIDENT OF COLUMBIA ... JERRY RUBENSTEIN REPORTS \$28 MILLION LOSS AT ABC ... "

"STAX BANKRUPTCY PROCEEDINGS CONTINUE ... "

"SYNDICATORS/AUTOMATORS EYE FUTURE AS FCC RULES 25% AM/FM DUPLICATION CUTBACK for '77 ... "

"THE EMERGENCE OF TODD WALLACE'S RADIO INDEX – SUCCESS WITH JACK McCOY'S DPS ANALYSIS OF RATINGS – THE SOURCE RATING SERVICE GROWTH ..."

"WCFL BECOMES A BEAUTIFUL MUSIC STATION ... "

It marked the beginning of
a new era in station I.D.'s and promotional concepts
that reach your listeners with a brilliant package
of friendly, musical persuasion.

So that your listeners will remember you.

Yes, we've revolutionized the jingle
business with You. But there's more on the
horizon for you — from the people who created You.

TM Productions.

The company that's waiting to hear from you.

Because if you have to follow anyone —
follow the leader.

YOU

TM

Call Jerry Atchley, collect at 214-634-8511 or write,
TM Productions, Inc., 1349 Regal Row, Dallas, Texas 75247.

COMING.....

(Calendar For Rest Of This Year)

July 17	Record World sponsored Trade/Radio Seminars...Mariott Hotel, Washington, D.C.
July 18-20	California Broadcasters Association summer convention...Del Monte Hyatt House, Monterrey, California
August 1	NATRA Convention...The Bahamas
August 21-22	Bill Gavin Regional Radio Seminar for Northern California...Holiday Inn, Monterrey, California
September 8-11	Musexpo '76...Fairmont Hotel, New Orleans, Louisiana
September 11-12	New England Regional Radio Meeting... Framingham, Mass.
September 19-22	National Radio Broadcasters Association Conference...Hyatt Regency Embarcadero, San Francisco, CA
October 24-27	National Association of Educational Broadcasters...Annual Convention... Conrad Hilton, Chicago, ILL
October 30-31	Bill Gavin Regional Radio Seminar... Downtown Sheraton, Spokane, Washington
November 13-14	Bill Gavin Regional Radio Seminar for Florida...Cocoa Beach
December 1-4	Billboard Programming Conference... Marriott Hotel, New Orleans, LA
December 13-15	Radio Television News Directors Association Meeting...Americana Hotel, Bal Harbor, Miami, FLA

TIME MAGAZINE SAID IT:

**“Private Stock—
a scrambling, young
recording company!”**

**Read the rest
of our story in the trades...
on the album charts
and the singles charts!**



**PRIVATE STOCK
RECORDS. LTD.**

RECORDS

Guinness World Book of Records delves into the radio/music business, with such items as 1st record to sell a million copies was Vesti La Guibba by Enrico Caruso...recorded November 12, 1902... First gold single was Carry Me Back to Old Virginny by Alma Gluch ...St. Louis Blues and Stardust are the most recorded songs; between 900 and 1000 times each...Biggest seller of all time is White Christmas. In December '74 it had reached 135,000,000 copies. Fastest seller of all time was John F. Kennedy; a memorial album...sold 4,000,000 copies at \$.99 in 6 days. Longest stay on a Billboard chart...490 weeks...Johnny's Greatest Hits; an LP by Johnny Mathis. They also have the longest radio marathon listed by Mark Gonderman at Woodstock, NY...800 hours in July of 1975....First car radio was in 1901, installed by Marconi himself in a thornycraft steam bus.

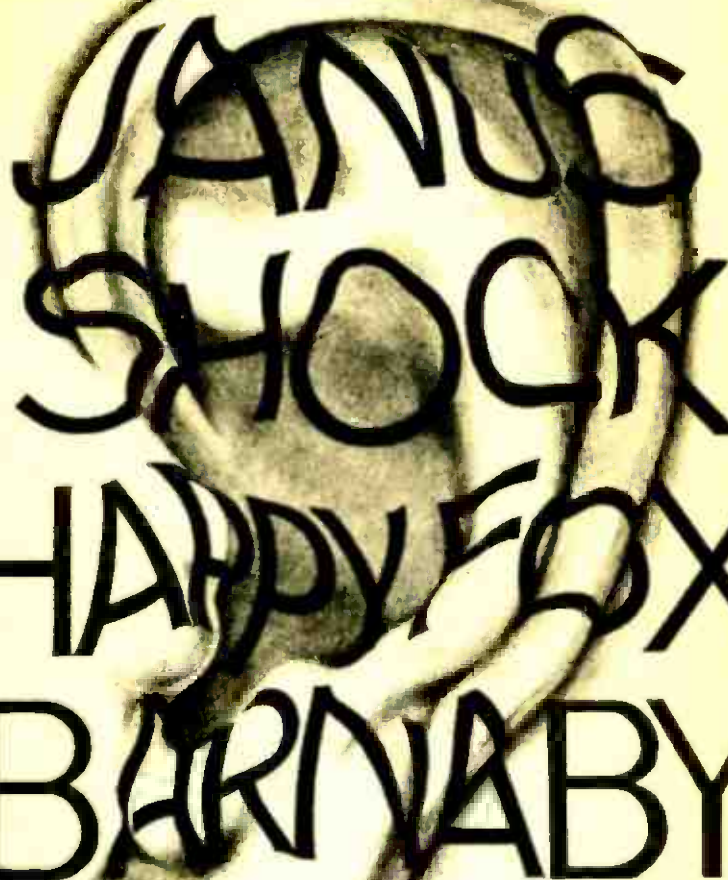
We have with this issue, started compiling our own list...For example...

LONGEST TERM AS PROGRAM DIRECTOR---Dick Thompson has been program director at WHOT in Youngstown for 18 years...
LONGEST TIME WITH ONE RADIO STATION-CONTINUOUS---Ron Hartman has been with WIRK in West Palm Beach for 38 years ...started as a jock; now general manager...
LONGEST CONTINUOUS PAPER CHAIN---KOLO in Reno, Nevada built a continuous paper chain 19 miles long...involved 1500 people...
SHORTEST TERM WITH ONE STATION---Lee "Baby" Simms was with KMET in Los Angeles for 2 hours before he was taken off the air...
HIGHEST AMOUNT OF MONEY BROUGHT IN BY A PUBLIC RADIO STATION FOR ONE WEEK OR LESS---In a marathon this year WETA-FM in Washington raised \$130,425. ...
CAR CRAMMING---CK 101 in Cocoa Beach crammed 48 people into one car...
MOST CALL LETTER CHANGES IN THREE YEAR PERIOD---WKJF in Pittsburgh changed to WKOI and then to WJOL...all in less than 3 years...
MOST DISC JOCKEYS LEAVING A RADIO STATION AT ONCE WITH NO ANIMOSITY---Dave Hamilton of WROK in Rockford, Illinois lost 3 jocks in one week...all for more pay...Scott Wallace, 2½ years with the station is going to WMEX; Mark Larson, 3 years with WROK heads for KFMB and Joe James, 1½ years there has accepted a job at WDFH in Chicago...
LONGEST RUNNING RADIO SHOW---Has to be the John Gambling morning show which began on WOR in 1925 and is still running. John Sr. stayed with the show until '59 and his song has been on the show since '53 and is still there every morning...
MOST 50,000 WATT RADIO STATIONS CONSULTED---Mike Joseph has consulted 9.

Now...we've only begun. If you think you've set a record in either radio or the record business, let us know. We'll publish it in the fall issue of the Radio Quarterly Report.

Earresistible.

MUSIC



JANUS
SHOCK
HAPPY FOX
BARNABY

RECORDS



Janus Records, a division of GRT Corporation,
8776 Sunset Blvd., Los Angeles, Ca. 90069.

CASH BOX



Billboard

Radio &
Records

THE TRADES



If you want to be in the radio-record business, there are many different aspects you may choose. You could be a disc jockey, a time salesman, a song-writer, a producer, or a promotion man. Within it all, no profession is more unique and exclusive than that of the trade publisher. In essence, he is really neither in the record business nor the radio business, but is in fact in the periodical publishing business. The difference, however, is that he is not less involved with the radio-record business but in fact is more involved. That is his total content and thinking. While the radio man deals with club presidents and the local retailer, the man who formats and executes a successful trade must be totally involved with records and radio to the degree that it affects his music, this is also true of the promotion man.

A survey taken by the Radio Quarterly Report of stations in the top 200 markets in the US, and

some 15 selected markets in Canada showed that today there are at least 75 trade publications significant to radio program directors. Stations were asked to list the five most important trade publications to their station. The results were not surprising. Out of the top ten only 3 have nothing to do with music. The old established and largest of the publications, *Billboard* magazine continues to dominate the programmer's thinking. Yet the newest of the top ten, *Radio and Records Magazine* was a close second and actually garnered more number one votes than did *Billboard*. *The Gavin Record Report* was third, then came *Broadcasting Magazine*, *Record World*, *Kal Rudman*, *Cashbox*, *BME*, *Broadcast Programming and Production*, *Walrus*, and *Radio/TV Age*.

Of the top ten, only *The Gavin Report* and *Walrus* are not supported by advertising. All are weeklys except for the surprisingly

high scoring *Broadcast Programming and Production*. A complete look at the survey will be listed at the end of this article.

Billboard magazine literally began in 1894. It was started by a printer and a salesman who were interested in traveling shows. They printed an 8 page sheet of sorts in their first issue, geared, as quoted in the Silver Anniversary issue of *Billboard*, to "the people in this business, who called no place home or were home only a few months of each year." It was felt that they would "appreciate a publication which enabled them to keep in touch with one another."

As did most of the older trades, *Billboard* became part of the music business through the growth of the coin operated machines. In 1939, *Billboard* issued its first *Record Buyers Guide*. A 1940 issue listed a national top ten, along with a west and east coast top ten. In addition, they had sections they called "Going Strong" and "Coming Up." They first printed the *Hot 100*. Recent years have seen the magazine also become more involved with radio through the radio section written by Claude Hall. His Vox Jox and feature stories have helped to create a community of radio people corresponding with each other via the association and contact with *Billboard*. Truly it is not totally unlike the traveling show attitude with which *Billboard* began. Today their circulation has grown into the 10's of thousands and is read not only by radio programmers but by virtually anyone having anything whatsoever to do with music.

Two offshoots of the *Billboard* idea was *Cashbox* and *Record World*.

Both originally date back as periodicals for coin operated machines. *Cashbox*, which got its name for the box that contained the coins in the machines, was originally a publication that printed price lists of used equipment. Then came Mayor Laguardia, and in New York pinball machines and other types of equipment were outlawed. Other

states followed suit and the cops, finding themselves in trouble, turned to the jukebox business. *Cashbox* began to change, too. They started printing a *Most Played* records list in response to the readers who were having problems knowing what to put in the boxes for their new found business. The Juke Box Play List turned into the Top 10 list and owners Bill Girsch and Joe Orlich continued to move toward the record business. *Billboard* and *Variety* were the powers in the record business at that time.

Cashbox noticed that there was a hole in reporting and they began to be a vehicle for what they began to call R 'n B music. At about the same time that this music was starting to become the nation's Pop Music, small independent companies found a home at *Cashbox*. In 1956, George Alpert bought the book, and today subscribers number around 15,000, according to editor Marty Ostrow. Ostrow began as a messenger boy at the magazine, moved into the mail room and continued to grow to his present position. He has never worked for any other company, having spent the 25 years since high school graduation with *Cashbox*.

He noted that the most important decisions in *Cashbox's* history of survival was to "go international, and then to aim at the new R 'n B music."

Record World, now quoting 17,000 circulation is 12 years old. Bob Austin was in sales and Sid Parnes, editor of *Cashbox* magazine. They left to start *Record World*, buying out *Music Vendor* magazine from Dick Steinburg. The two men immediately changed the magazine to hit the record business, changing the format throughout, including the size.

Both in this survey and most probably in circulation *Record World* has now surpassed *Cashbox* in importance. *Record World* hired Editor Mike Sidman and gave chart responsibility to Lenny Beers (who did test marketing for Clairol after

completion of Masters in marketing). And they have given the magazine a youthfulness and credibility it had needed to gain a surge past *Cashbox*. Beers, (along with various other people from *Cashbox*) has set up seminars to promote the credibility of their chart system. Indications are that it has begun to work.

From the major overall trades, one generally steps to the Tip-sheets of the business. Generally these are fast print, simply designed periodicals not containing advertising. The big three in this area are Bob Wilson and his Radio Records, Kal Rudman and his Friday Morning Quarterback and Bill Gavin and his Record Report. However, the definition has changed somewhat in recent years as both Wilson and Rudman print advertising, most of it from the record companies trying to reach radio people. Gavin is still the oldest, and in the truest sense of the word a "tip-sheet."

From Philadelphia, Kal Rudman continues to be strong influence in the industry after some 6 years of publishing. His success has come from an incredibly energetic drive toward knowing the complete picture in the business. He prints not only extensive record information

but has a huge amount of information regarding job openings, moves, etc. His sharp tongued pen has oft gained him the name of the "Walter Winchell" of the record business. Controversial as he has been in the past he continues an incredibly strong influence in both radio and the record business.

If there be a success story in recent days of the publishing business, however, it must go to Bob Wilson's Radio and Records. Barely three years in operation, it has skyrocketed past all but *Billboard* in importance to radio programmers. Bob Wilson spent the first part of his life in Rhode Island. When he was nine his parents moved to LA and he's been here ever since. His father owned a restaurant and then went into the liquor industry as a salesman. Bob, like so many, had early beginnings with records and radio. At age 3, he would pick out records for his father's phonograph

just by knowing the label. At 15 he was hanging around KRLA and Jimmy O'Neil. At 16, he was parking cars for the restaurant behind KFVB. There he got to know all the Jocks at the stations, as well as promo men and other radio folks. It was Gary Owens, then a KFVB jock who took the time to tell Bob about radio. He encouraged him and advised him to get a first ticket. That ticket enabled him at age 18 to get part time jobs in local LA stations. Wilson landed his first full time job at KAFY in Bakersfield. The next years were spent working at California radio stations. He moved from KAFY to KFYM in San Bernardino, back to KAFY and then to KROY in Sacramento. Finally he moved back to KAFY as PD and there he began to be a factor in the overall radio record industry. After some time he moved to KDAY in Los Angeles, "to wait 2 years for a 50,000 watt signal. It was supposed to be there a month after I got there."

Three years ago he noted that he saw a void in the radio-record publication business, and from this Radio-Records was born. From the 37 people in those days to the 22 full timers on his staff today, Wilson now in his early 30's insists that the basis of the publication is the fact that, "We will never insult a radio programmer trying to assume we know more than what he does. We are exactly what a successful radio station is; a mirror of the community."

Wilson himself stays up all night at least one night per week as do many other members of the staff. The pressure of a publication deadline is its greatest plague. All who have experienced it also experience the pleasures of dealing with the radio-record industry full time.

As a publication in sort of the same vein, the *Radio Quarterly* takes this opportunity in its first issue to not only thank those who spend their lives as communication vehicles for the industry, but to salute every single one for the all-nights and the pressures. It is a fact. Without the trade publications we would be a scattered, even slower growing industry than we are today.

RADIO QUARTERLY REPORT SURVEY

RADIO PROGRAMMERS EVALUATE
THE TRADES

Over 2,700 questionnaires were sent. By May 20th, the date of this compilation, some 736 had been returned; all formats are included.

TRADE	TOTAL MENTIONS						TOTAL POINTS
		1	2	3	4	5	
Billboard	570	199	177	113	55	21	2173
Radio & Records	344	246	114	49	27	8	1895
Bill Gavin	314	122	104	50	26	19	1247
Broadcasting	298	81	87	63	31	20	1024
Record World	211	17	53	73	50	16	632
Kal Rudman	121	16	26	38	27	14	366
Cashbox	127	5	25	33	30	34	318
Broadcast Mang/Eng	87	6	18	24	21		211
Broadcast Prog & Production	91	8	9	22	23	8	196
Walrus	51	14	17	14	4	2	190
TV/Radio Age	48	4	9	17	15	3	190
Hall Radio Report	33	4	4	11	9	3	190
Broadcast Eng.	30	4	4	11	9	3	90
Ron Brandon	24		4	9	11	6	71
Advertising Age	20	1	6	5	7	6	64
Betty Breneman(BRS)	22	1	4	5	9	1	55
Pop Music Survey	24		2	7	9	4	51
Phonograph Record Magazine	11		1	8	5	10	48
Inside Radio(J. Delcalino)	13	1	2	3	3	2	30
Perry's Law For Broadcasters	7		2	4	3	3	29
Variety	12		1	3	5	3	26
Country Music Mag.	6		1	3	4	1	22
Music City News	7	1	2	1	3		22
D.B.	9		1	1	5	1	18
Singing News	5	1		3	1		16
Radio Formats	3	2	1				11

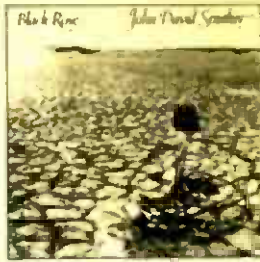
Our music...and yours!



CARLY SIMON
Another Passenger
7E-1061

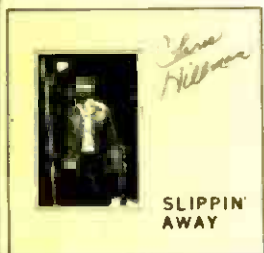


HARRY CHAPIN
Greatest Stories—Live
7E-2009



J.D. SOUTHER
Black Rose
7E-1059

We're Elektra/Asylum



CHRIS HILLMAN
Slippin' Away
7E-1062

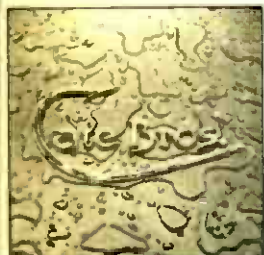


QUEEN
A Night At The Opera
7E-1053



EDDIE RABBITT
Rocky Mountain Music
7E-1065

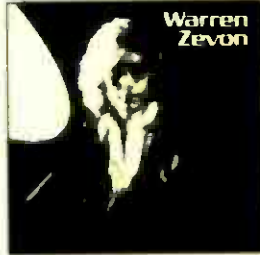
where every record counts!



THE CATE BROS.
7E-1050



EAGLES
Their Greatest Hits 1971-1975
7E-1052



WARREN ZEVEON
7E-1060





**"IT'S LUCKY WHEN YOU LIVE
IN CALIFORNIA"**

50 YEARS WITH BILL & JANET

"Mr. Gavin, I don't care if you are a teacher, I think you're a terrible snob."

She was 14 then and he was 18. She was a freshman in high school and he was her teacher. It was the first of millions of conversations they would have from that moment through the rest of their lives.

For Bill and Janet Gavin the scene has shifted from that Elmwood Wisconsin classroom in 1925 to two desks facing each other in a spacious, well-lit office overlooking San Francisco from One Embarcadero Center.

Looking back on that early incident, Janet comments about Bill's snobbery, substantiating that "he was," and Bill laughs, and agrees, "I was."

Born October 6, 1907, Bill paused with Janet and reflected on their lives which have paralleled radio industry development since Bill's aspirations to become a lawyer faded into what he called the "fascination and miracle" of radio.

"My earliest recollection of radio", he said, "was a recreation of the 1921 World Series game broadcast over a St. Paul station between the Yankees and the Giants. The fascinating thing about radio was to tune in at night and see how far away you could get a station."

Bill listened to pipe organ music, baseball games, etc., over such stations as KMOX, WSB, KSL, WLS and "a station in Boston we'd get once in awhile."

"I can't leave early radio" he added, "without recalling the thrill it was to listen to the Dempsey-Ferpo fight. When Ferpo knocked Dempsey out of the ring and the sportswriters helped him back in and he came back and knocked Ferpo out, it was just about as thrilling (maybe more so) to hear it on the radio as it was to have been there in person." When speaking of radio the word "miracle" was often used in those days. When Bill's folks moved to San Francisco and Bill followed to finish his education at Berkeley, he began to find himself moving toward becoming part of the "miracle."

Bill was an excellent baritone singer. After a short teaching stint in Utah, he saw the school close and himself out of work. KPO in San Francisco 1929, was the beginning of it all, when he walked into the station with hopes of getting a job as a vocalist. He got an audition and the gig. "I don't remember what I sang...probably 'Old Man River'."

As the years progressed Bill worked in such places as S.F.'s Fox Theatre, Warner Brothers movies, and the popular network radio show, "Captain Dobsy's Shell Ship of Joy" as part of a glee club, trio, quartet or soloist. He learned vocal

arranging as well, and finally began to feel that "here is a career."

1935 was heat wave time in the midwest, as Bill began to send wires to Janet (who had continued a teaching career in Minnesota) that said "it's cool in San Francisco." They were married that year in Glide Memorial Church and Bill notes "I never knew if it was because of me or the weather."

Shortly after their marriage, Bill's glee club was fired at the Golden Gate Theatre. Fortunately, the Blenders quartet at the theatre lost their baritone and Bill got the job, "wearing a white cowboy outfit, and singing 'I'm headin' for the last round-up; home on the range."

With the Blenders, Bill toured the West Coast for some time playing clubs, conventions and whatever they could get. "We had an engagement for several weeks playing at the old Embassy Club down on Fisherman's Wharf. I saved up all the tips I got there to help pay for the baby that was on the way at that time."

With the new baby Bill decided he'd had enough traveling around. While playing in Seattle he went to KOMO and "asked if they needed a singer-arranger. They said no they didn't, but they'd like to have me around. They needed an announcer."

Bill was hired and worked as an announcer at both KOMO and KJR. One was a red network and the other blue.

Shortly thereafter he became a producer and writer for the stations and got his own daily 15 minute show for a coffee company. "I'd sit at the piano and play and sing and do commercials for them."

Finally World War II started and Bill and family moved back to San Francisco where "We had always wanted to be." Bill worked for the Office of War Information from 1942 to 1946, and in addition, he had a 15 minute show on KQW (now KCBS). He was also the Vice President of



● Bill "Fishfinder" Gavin, 1941

IN THE FORTIES BILL ACHIEVED THE SPOTLIGHT BY NOMINATING HIMSELF PRESIDENT OF AFRA, WHEN ANYONE WHO OPPOSED THE ESTABLISHMENT WAS LABELED "COMMUNIST"

the national AFRA Board for several years during that period. While at a national convention in New York, Bill achieved a heavy spotlight by nominating himself as president of AFRA at a time when anyone who opposed the established officers was labeled a communist. While he missed being elected by just a handful of votes, his action spurred nominations for every other office and a change in AFRA attitudes.

A telegram from KPO during the convention invited Bill to return to the station where he had begun a 15 minute daily show that he held from 1947 to 1951. While there he wrote and produced as well, spending a good deal of his time writing jingles for advertising clients. One of the people that he wrote a jingle for was the Lucky Lager brewing company. Their campaign was "It's Lucky When You Live In California" and Bill set that to music for them. This established his relationship with McCann-Erikson, Lucky's advertising agency.

With the advent of television, radio began to change. The agency for Burgermeister Beer came up with the idea of a half hour show that would play the "most popular phonograph records of the day." Bill noted they they "wanted to do it in a manner that would not be interfered with by anybody in the brewery's Board of Directors or the agency or anybody at the station. In other words, get an objective basis for controlling the records played, so it would not be anybody's opinion. So we worked out a system."

This was 1951 and Billboard magazine listed their "Honor Roll of Hits" which were the Top 30 single records in the country. Bill used

Billboard as his basis for a half hour show on KNBR, and no one expected what happened. He remembers, "We would follow some of the network shows that would finish up at 9:30. Hooper was the big audience measurement then and they would show the Telephone Hour with a 25% share of the audience. We'd come on with the Burgie Music Box and they'd show us with a 35% to 40% share of the audience."

Lucky Lager Dance Time then was running from 10 to 12 every night on KGO and was picked up by several other stations in the west. With an agency change for Burgermeister, McCann-Erikson, impressed by Bill's ratings, hired him for Lucky Lager Dance Time. From 1955 to 1960 Bill hosted the show, changing from the Billboard charts (within 6 months after taking it over) to a compilation of the Lucky Ten from all their pickup stations. The stations (which numbered near 50) sent their chart to Bill each week and from that, he compiled a top 50 and played them on his show.

From this, Bill observed that "there were things happening in the East and the South that we out in the West were behind on. I had an idea that I would like to get in touch with some radio people back there to see if we could exchange information on what I was getting along with their markets. It happens that there was an independent record promotion lady in the office. She had a mailing list of stations in those areas and gave me a copy of it."

Bill wrote to the stations. He got affirmative responses from such people as Jack Lacey at WINS in New York, Bob Clayton at WHDH in Boston, Buddy Deane at WITH in



● *At home with Janet & Bill—Seattle, 1939*

"I'd like to think I pioneered the controlled frequency of play"

Baltimore, Paul Drew at WGST in Atlanta, and Peter Myers from WHK in Cleveland.

About this time Bill was approached by stations who were interested in adopting his show format for the entire broadcast days on their station. It began with Joe Campbell from KJOY in Stockton, and as a result Bill worked out a controlled frequency music format, playing ABCD (and sometimes "even X & Y") records in rotation.

"I would like to think that I pioneered the controlled frequency of play which now practically every music news stations does," said Bill, "I've always thought that you don't dilute your programming by having a long list of new records to add. I could have 16 new records every week, but we only played one an hour."

Bill began to set up a programming service for several stations. Included were KCBO in San Diego and KYA in San Francisco. As part of the service Bill sent out three publications a week. "They were not printed, they were simply typed up and carbon copies were sent out."

The publications were called "Bill Gavin's Record Report." Finally, when Bill decided to send the information to his eastern correspondents as well, he began to mimeograph it. This was in 1958. Record people began to be aware of the Report, and asked to be on the mailing list. Bill agreed, but stated that they would have to pay for it and pulled a rate of \$30 a quarter out of the air. Actually, the record promotion people were my best ambassadors. They go from one place to another and tell people that they ought to get this."

Bill Gavin's very first *Record*

Report was for Tuesday, May 20, 1950. It was three pages (printed on the same color blue paper still used today) and listed such items as "Best of the New Ones," "I Also Like," "Still No Word On (but staying with)," "Good Action Reports On." The "Ten Best For Programming" were:

- "Purple People Eater"-
Sheb Wooley
- "All I Have To Do Is Dream"-
Everly Brothers
- "Jennie Lee"-Jan and Arnie
- "Secretly"-Jimmie Rodgers
- "Sugar Moon"-Pat Boone
- "I Wonder Why"-Dion &
The Belmonts
- "Looking Back"-Nat Cole
- "This Happy Feeling"-
Debbie Reynolds
- "Big Man"-Four Preps
- "Do You Want To Dance"-
Bobby Freeman

It also contained a letter to all PD's and MD's which said in part, "Information in the Reports is based on weekly reports of record sales in over 200 stores in the Western States, distributors reports, and telephone and audience mail reports from four stations operating on my 'feedback' system." The letter offered to send the Report in exchange for their weekly lists and was signed by Bill Gavin of McCann-Erickson. Bill looked at the sheet and commented, "I look at these primitive attempts to do this sort of thing and I wonder how we ever survived."

With an added emphasis toward teens in the popular music of the day, Lucky Lager realized a change in their market for popular records and reluctantly they cancelled the show.



BILL IN HIS CONDUCTING AND ARRANGING DAYS

**"In 1960 we could count
all our stations without
running out of toes."**

Bill was still running his program service and decided to try and keep the sheet going as well. This was 1960 and Janet commented, "at that time we could count all our stations without running out of toes. It was a long haul."

Bill added, "I had wondered whether the record companies that were subscribing to the *Report* were doing it as a means of good public relations with somebody programming 48 stations, and when I was doing this, how many of them would cancel. Only one did."

In the beginning there was less than one hundred paying subscribers. Today they have over 700 radio stations subscribers with about half reporting weekly to the sheet, and a huge waiting list in the wings. Add to that record companies and other periphery individuals and

organizations and the list numbers into the thousands.

While the growth of the *Report* was gradual; Bill recalls three different times when there was a surge of subscribers. First was when he began listing his correspondents on page 2. Secondly was a few years ago when record companies began to cut back on service (and it became more important to be in front of the companies) and the third time was with the closing of the BH Radio Report over two years ago. It's easier for Bill and Janet than it was in those days when the two would spend their evening folding, stuffing and licking envelopes.

As we turned off the tape recorder Bill looked over at Janet and commented, "I could never have done it without you, Janet."

COMMENTS FROM GAVIN ON....

Rock And Roll

Rock and Roll. "Lots of people think that rock and roll was an explosion that completely took over. It was not that way at all. It took two years or so to make that full impact. The first couple of years I was programming Lucky Lager, there were still the Doris Days and Perry Comos. I couldn't understand rock and roll when it started, what it was all about, why they would play some horrible out of tune stuff where you couldn't understand the words and the voices weren't good. I had been brought up as a legit musician and there were certain elements of vocal quality you had to have in order to

be in the profession. I told the president of Lucky Lager, who was a great fan of popular music, "Elvis had a new record out called 'Heart-break Hotel,' but we're not playing it. I don't think it's suitable." He said, "the people like it, you better play it." He never knew Elvis' name, he always called him "Elvin." I remember back in 1959 there was a record called "Cayuse" and it was a burlesque on the sound of top forty radio, which in those days was very controversial. Parents thought it was a terrible thing to hear the sound of this horrible music. It was undermining the morals of their children. I gradually, through a long difficult



The Gavin Awards have been among the industries' most valued. Is there anybody here you don't know?

**"There was 1 record I removed
without waiting for listener complaints...
as a matter of fact."**

process of education, developed at first, a tolerance and then an appreciation for some of the things that were going on and at the same time realized what a sterile area pop music had been for years. It's no wonder that when something came along with some guts and feeling to it that young people responded."

**Why the Gavin Report
in the first place?**

"A programmer in Baltimore or Atlanta is really more interested in something new that is happening in Detroit or Houston that might be a key to him to confirm his opinion on a new record; much more interested in that than having somebody tell him what the hits are. He knows what the hits are, what's selling in his market. He wants to be right on a new record. He has a flood of new records coming in every week, promotion men battering at him to play this and play that. He's getting all sorts of information, a lot of it phony. In those days (beginning of *Report*) they were at the mercy of the promotion people to provide them information. Some promotion men were famous exaggerators. There was one, I remember, who you always divided any sales figures he gave you by three and then it was probably inflated. It was a means of getting some factual information from other radio people. It was the first opportunity they had had.

RECORD LYRIC CONTENT- "I have always tried to evaluate controversial lyrics on the basis, not of what I thought about them personally necessarily, but on what

impact they would have on a station's well being; its stature in the community. I have always maintained that a radio station as a business institution cannot afford to present the kind of musical environment in which local advertisers do not want to place their commercials. This has happened in the past. Pretty generally, as in the case of the Donna Summer record, I had expected to get reports earlier that there were listener complaints. It was several weeks before they started to come in. After I picked up sufficient evidence of listener complaints and particularly from parents on how they were ashamed to have the radio on with their children listening and having this record to come on. I made the announcement that I believe this would be harmful to a station to play it and I would no longer list it. There was one record which I deliberately removed without waiting for any listener complaints...two as a matter of fact. One was "Eight Miles High" which I arbitrarily stated in my opinion, had not just a reference to drugs but a reference in such a way that it encouraged the use of mind-bending drugs and that on that level I could not get on it. Another record I dropped was "Cloud Nine" by the Temptations. To me this was nothing more than an attempt to ignore the troubles of the world by getting high on pot, or LSD or whatever; just an invitation to retreat, to be alienated from real life.

To me this was terrible. I could afford, I guess you could say, to take those personalized opinions because I was not dependent upon the music business for circulation of the *Report*. I felt completely independent, and as a matter of fact, I felt responsible for stating and doing



**"I have never rejected
any record because
it was explicit about sex."**

what I felt was right. I have never rejected any record because it was explicit about sex. I wrote a little piece for example stating what a great song 'Lay Lady Lay' was. I thought it was one of the most beautiful songs in the world. There's nothing wrong with sex. Where would we be without it? I suppose there are things in song lyrics today which I found acceptable, even admirable that would have shocked me ten years ago."

ADVERTISING- (In response to the statement that the Gavin sheet is one of the few leading publications which does not take advertising.) "I never thought seriously about taking

advertising in the *Report*. I asked Buddy Deane one time if he thought it should carry advertising and he was rather negative about it. I've always felt good about being independent; about never being under obligation to anybody. I'm not implying that trade publications who do carry advertising are influenced by that in their reporting, matter of fact, I think they are not. But I would not like even the feeling that a record man could call me up and say, 'here I spend a thousand dollars a month with you and why aren't you giving me better listings than that?' I am awfully mean at record people who call me and complain about the listings they get. I really chew them out. It's happened a few

**"I couldn't care less if KHJ
or KRIZ is playing a record.
That doesn't mean it's a hit."**

times. I told a couple of people never to call me again."

Record Promo People

"There will be some information from the promotion men that we want to pass along to our readers. The MCA man was in with an Elton John album and he said here's a cut from the album that I thought you'd want to know about and we're releasing it for the rating period. We carried that information in last week's publication. Little things like that. It's helpful to know that artist is coming with a new record that is about to be released. Promotion from the standpoint of telling us which stations are playing a record is useless. It's absolutely a waste of time. We can't use that information. I could care less if KHJ or KRIZ is playing a record or not. That doesn't

prove that it's a hit. Mostly it's the information items that make a difference. Frankly along that line I don't think radio stations are influenced as much as they used to be by the fact that a KFRC decided to go on a new record. I think that record promotion, generally on its highest level has improved over the years. It's attracted a better class of people, I think. The requirements are higher. The pay is more I guess. The main function I think that it serves the broadcaster is as a liason with the world of music in general, to bring information, to be a kind of a window on the world of music where the radio programmer lives. That's probably a very general statement."

Janet and Bill working together

[since 1959] (Janet) "I think the first year he fired me every other



Bucky (Fuller) with Bill



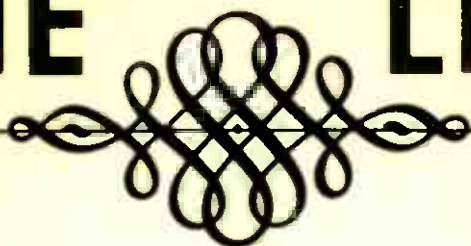
"I'd hate to think the momentum we've established couldn't be maintained under another management."

week and I quit the others. Actually it's been quite exciting, but that's a legitimate question; it is rough on a relationship." (Bill) "You figure the average businessman works in an office every day and his wife is at home looking after the children, busy with clubs or church or whatever, they grow up in two different worlds and there are not nearly so many points of common interest in that sort of a relationship that Janet and I have, I don't know how much we talk about the business but we talk about it not as a business but as part of our lives. She and I have the same friends in radio and it doesn't separate between business and social. I consider myself very fortunate to be able to work together." P.S. Bill and Janet have

four grown children and eight grandchildren. Both actively study whales, and Janet is an executive in the Country Music Association.

The future I hope that it is well enough established so that it can continue for a long time even after Janet and I are not personally involved in handling it. I would like to see it become a part of my estate after I'm gone. I would hate to think that the momentum which we have established can't be maintained under other management. We haven't made any very definite plans as to how this is to be accomplished. Matter of fact, I think I can be replaced but so far we haven't been able to figure out how we can replace Janet.

THE LIST



The following is a list of some of the most mentioned publications in our survey:

Academy of Country
Music
P.O.Box 508
Hollywood, CA. 90028
(213) 462-2351

Advertising Age
740 Rush St.
Chicago, Ill. 60611
(312) 649-5200

A&M Trade News 'n'
Reviews

Publicity
A&M Records
1416 No. La Brea Ave.
Hollywood, CA 90028
(213) 469-2411 ex. 345

One Astor Plaza
1515 Broadway
New York, N.Y. 10036
(212) 764-7300

Arbitron Radio U.S.A.
4311 Wilshire Blvd.
Los Angeles, CA 90010
(213) 937-6420

Back Stage
5670 Wilshire Blvd.
Los Angeles, CA 90036
(213) 936-5200

165 W. 46th St.
New York, N.Y. 10036
(212) 581-1080

Behind The Scenes
429 Franklin St.
Buffalo, N.Y. 14202
(716) 881-4142

Billboard
9000 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-7040

**Bobby Poe's Pop Music
Survey**
1203 28th St. N.W.
Washington, D.C. 20007
(202) 296-6668

The Boston Phoenix
100 9th Ave.
Boston, Mass. 02115
(617) 536-5390

BRS Review
23117 Collins St.
Woodland Hills, CA 91364
(213) 348-3162

Broadcast Engineering
60 E. 42nd St.
New York, N.Y. 10019
(212) 687-7240

Broadcast Magazine
Broadcasting-Telecasting
Bldg.
1735 Desales St. N.W.
Washington, D.C. 20036
(202) 638-1022

**Broadcast Management/
Engineering**
295 Madison Ave.
New York, N.Y. 10019
(212) 685-5320

**Broadcast Programming
& Production**
P.O. Box 2449
Hollywood, CA 90028
(213) 467-1111

Cashbox
6565 Sunset Blvd.
Suite 526
Hollywood, CA 90028
(213) 464-5121

119 W. 57th St.
New York, N.Y. 10019
(212) 586-2640

Celebrity
Church of Scientology
Celebrity Center
1551 N. La Brea Ave.
Hollywood, CA 90028
(213) 851-7900

Country Music Digest
P.O. Box 341
Madison, Tenn. 37115
(615) 868-2344

Country Music Magazine
475 Park Ave. S.
16th Floor
New York, N.Y. 10016
(212) 685-8200

COUNTRY RADIO NETWORK
P.O. Box 15721
Nashville, Tenn. 37215
(615) 373-3020

The Cuesheet
P.O. Box 4254
Amarillo, Tx. 79105
(806) 372-4421

Daily Variety
1400 Cahuenga Blvd.
Hollywood, CA 90028
(213) 469-1141

D B Publications
521 5th Ave.
New York, N. Y. 10019
(212) 697-3160

The 4 Channel Scene
201 Communications, Inc.
201 East 42nd St.
New York, N.Y. 10017
(212) 867-3325

The Gavin Report
One Embarcadero Center
Suite 2113
San Francisco, CA 94111
(415) 392-7750 or 7758

The Hall Radio Report
30 Ten O' Clock Lane
Weston, Conn. 06880
(203) 277-6615

Herald Examiner
1111 S. Broadway
Los Angeles, CA
(213) 748-1212

Hollywood Reporter
6715 W. Sunset Blvd.
Hollywood, CA 90028
(213) 464-7411

Inside Radio
56 Woodhurst Drive
West Berlin, N.J. 08091
(609) 627-7776

Insider
C/O Hechter Publications
9101 Poplar Bridge Rd.
Minneapolis, Minn. 55437
(612) 835-1696

Inside 12 X 12
15233 Ventura Blvd.
Suite 516
Sherman Oaks, CA 90049
(213) 981-1212

Kal Rudman
(The Friday Morning QB)
Cherry Hill Plaza
1415 E. Marilton Pike
Suite 404
Cherry Hill, N.J. 08034
(609) 428-8640

L.A. Times
Times Mirror Square Bldg.
Los Angeles, CA
(213) 625-2345

Mighty 90 News Report
C/O KPFT/FM 90
Pacifica Radio
419 Lovett Blvd.
Houston, TX. 77006
(713) 526-3800

The Music City Entertainer
P.O. Box 1607
1009 17th Ave. S.
Nashville, Tn.
(615) 256-1693

The Music Retailer
6308 Woodman Ave.
Suite 201
Van Nuys, Ca 91401
(213) 785-3114

50 Hunt St.
Watertown, Mass. 02172
(617) 926-3770

Music Week
(Europe-Billboard Pub.)
7 Carnaby St.

London, England
WIV 1PG

The New Melting Pot
Magazine
2109 Broadway
New York, N.Y. 10023
(212) 580-8531

Performance Magazine
308 Professional Bldg.
Fort Worth, TX. 76104
(817) 338-9444

Perry's Law for
Broadcasters

Pop Top
C/O Little Face, Inc.
909 Beacon St.
Boston, Mass. 02215
(617) 536-8807

Radio Aces Magazine
750 Amana
Suite 1400
Honolulu, Hawaii 96814

Radio Formats

Radio Musical Monthly
(Div. of Ilny Records)
90-58 201st St.
Hollis, N.Y. 11423

Radio Music Report
P.O. Box 2671
Spartanburg, N.C. 29302
(803) 583-2711

Radio and Records
6430 Sunset Blvd.
Suite 1221
Hollywood, CA 90028
(213) 466-9561

Record World
6290 Sunset Blvd.
Hollywood, CA 90028
(213) 465-6126

1700 Broadway
New York, N.Y. 10019
(212) 765-5020

Replay Magazine
23065 Leonora Drive
Woodland Hills, CA 91364
(213) 347-3820

Rolling Stone
6606 W. Sunset Blvd.
Los Angeles, CA 90028
(213) 461-3571

RPM Magazine
6 Brantcliff
Toronto, Canada
(416) 425-0257

Songwriter Magazine
P.O. Box 3510
Hollywood, CA 90028
(213) 550-7664

Standard Rate & Data Service
5201 Old Orchard Rd.
Skokie, Ill. 60076
(312) 966-8500

Television/Radio Age
Editorial, Circulation &
Publication
666 Fifth Ave.
New York, N.Y. 10019
(212) 757-8400

Walrus Stats
Box 35
Narberth, PA. 19072
(215) 667-9788


THE SPIRIT OF '76 AT 33 1/3



STEELY DAN
The Royal Scam
ABCD 931

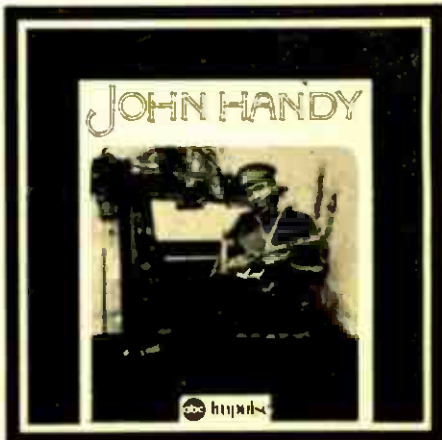


THE CRUSADERS
Those Southern Nights
BTSD 6024

abc Blue Thumb 



POCO
Rose of Cimarron
ABCD 946



JOHN HANDY
Hard Work 
ASD-9314



TERRY REID
Seed of Memory
ABCD 935



AMAZING RHYTHM ACES
Too Stuffed To Jump
ABCD 940



RENAISSANCE
Live At Carnegie Hall
SASY-3902-2



SYNERGY
Sequencer
?PSD-98014



From The ABC Family of Labels on Records and Tapes



©1976 ABC Records, Inc.

the air part

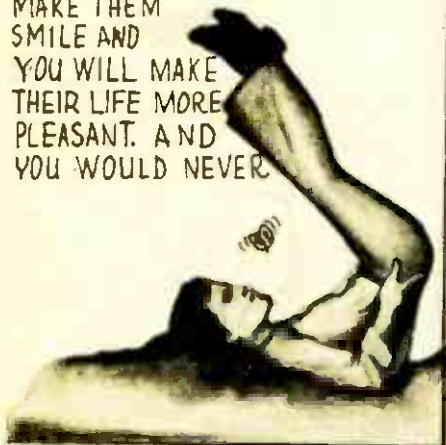
BY CHUCK BLORE

I WISH I HAD A
RADIO STATION



I WOULD
TELL ALL
THE DJ'S,
EVERYTHING
YOU DO ON
THE AIR MUST
BE YOUR PROUDEST
EXHIBITION OF YOUR
TALENT. IF IT DOES
NOT KNOCK YOU OUT-LEAVE
IT OUT! WITH EVERYTHING
YOU DO OR SAY, YOU MUST
PROVE TO YOUR AUDIENCE THAT
YOU WILL NEVER LET THEM DOWN.

SHOW THEM THAT YOU WILL
MAKE THEM
SMILE AND
YOU WILL MAKE
THEIR LIFE MORE
PLEASANT. AND
YOU WOULD NEVER



PUT ON A LOT OF
STUFF TO WHICH
THEY MIGHT BE
INDIFFERENT.
YOU ARE A MUCH
BETTER FRIEND
THAN THAT.



IF THE DJ'S WOULD DO ALL THAT,
I'D HAVE THE MOST POPULAR
RADIO STATION IN
THE WORLD.
PEOPLE WOULD
COME FROM
ALL OVER TO
HEAR IT...



BOY. THEN
I'D GET
THE GIRLS.



The FCC: An Overview



In case you didn't know, the *Federal Communications Commission* is the government regulatory body for all of broadcasting. This includes radio, television, CB's, cable, the telephone system, you name it.

Radio first came under the *FTC* in its early beginnings but as it grew, Congress—basically in response to an ever pressing problem, passed *The Radio Act of 1927* and the Federal Radio Commission was formed.

In 1934, yet another 'communications - act' was established and the FCC was formed. It is a 7-member body appoint-

ed by the President and approved by Congress. *The Communications Act of 1934* is still the general basis of radio laws today.

The past couple of years have seen some major changes at the Commission. Richard Wiley is now chairman and his basic philosophy has been to be less concerned with technical matters (less stringent interpretation) and more with the overall personality of a station. He has streamlined the Commission somewhat by delegating more authority to the various bureaus. For example, the Broadcast Bureau can now impose fines of up to \$2,000 itself without the red tape necessary before.



STREAMLINING---DICK WILEY

Of particular importance on our visit back to the Commission is the change of that department and information formerly delegated only to trade publications is now free flowing to anyone interested. The

PIO now has its own information service merely for the price of a stamp. In prior days, the only way you could know what was occurring at the Commission was to subscribe to information services.

"I guess I have no hope but to just hype back, huh? The official responded with, That's right."

The Commission, today, is dealing with new sets of problems under Wiley. A recent ruling by the Commission put the contest rating hyping-monkey on the FTC's back, ruling "no action" in some twenty-six different cases of direct rating hype under consideration at the time. One broadcaster turned to an FCC official at lunch while we were there and said, "I guess I have no hope but to just hype back, huh?" The official responded with, "that's right." With the new ruling has come increased complaints to the Commission and it is obvious that the rating hyping problem is heading for a showdown at some level of government over the next few months.

Last year was, again, a record year for complaints at the Commission with some 96,000 different letters to the Complaints and Compliances division. Some 66,000 of these registered the mass

complaint, that of too much crime, violence and horror on television. Radio got its share of complaints; indecency and obscenity. One case was singled out which named WBAI in New York for that station's broadcast of a George Carlin album—the case has not yet been settled.

Another major concern at the Commission is the growth of Citizen's Band Radio. Bill Ray, Director of Complaints and Compliances, informed us that just two years ago the Commission received license applications for about one-million CB units per year. That number has since swelled to in excess of one-half million per *month*. Ray emphasized that while they've measured the number sold, there are many additional unlicensed units operating. The Commission asked Congress for more money to handle the problem but there's no resolution in sight at this time.

The payola trip is not over either. Despite the fact that the Commission for years could not interest the Justice Department in the issue of payola, suddenly, about three years ago, the Department started to take action. The Commission had two full-time employees delegated to the Justice Department and the result has been sixteen individual indictments. Ultimately, most of the complaints to the Commission have proven meer rumors. What prompted the sudden interest by the Justice Department is still a question.

The Commission ruled, as of May 1, 1977, "If either the AM or FM station is licensed to a community of over 100,000 population, the FM station cannot devote more than 25% of the average week to duplicated programming. If the station is licensed to a community over 25,000, but not over 100,000 population, it will now be limited to 50% duplication. The "25% limit on duplication will also be extended to the smaller markets", effective May

1, '79. This will undoubtedly mean greater growth of automation and syndication.

The Commission may wield another blow to small market stations if power increases of up to 750,000 watts for larger market stations are granted during slated September hearings—see *Super-Power* story—The situation is complicated by the international Union's planned reduction in separations (9khz as opposed to the present international standard of 10khz), and use of super-power stations outside the U.S. up to 2 megawatts. This change is expected to come in the fall of 1978, and will mean widespread interference with U.S. stations, especially on the East and West coasts.

The Commission placed a *freeze* on applications as of June 30th. They stopped accepting applications for either FM or AM stations for the next six months. A 600% filing increase over the past few months has the Commission facing a huge backlog of processing and hearings.

...FCC continued

Sansui and Motorola have proposed two new systems to the National AM Stereophonic Radio Committee. RCA, Sansui and Comm Associates, Inc. have presented other systems. There is good talk that AM stereo could literally become a widespread reality in less than two years.

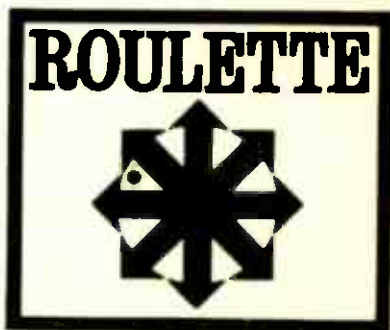
Finally, forthcoming hearings will address the question of FCC involvement in programming. The hearings will attempt to resolve differences between citizen's group de-

mands for various types of programs and First Amendmant stand on a broadcaster's right to freedom of expression.

These issues will take time to solve and their direction could change with the possibility of a Democratic Administration. This most undoubtedly would mean a new chairman and some restructuring of the Commission. Pending, as of press time, is selection of the replacement for Glen O. Robinson, whose term ended June 30th.

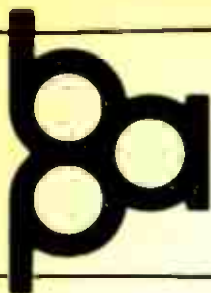
OUR FUTURE WILL

ECSTASY, PASSION & PAIN
POISON
LONDON TO ROME
WHIRLWIND
BIMBO JET
GENTLEMEN & THE LADY
APACHE
DARREN WITH FLAVOR



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**BROADCASTERS
PROMOTION
ASSOCIATION, INC.**

Box 5102
Lancaster, Pa. 17601
Phone 717-626-4524

By the time you read this the BPA will have held its 21st annual seminar (June 16th-18th). Some 500 people are expected to meet in Washington for the three days to discuss ways of promoting radio and TV stations. Exactly who formed the 21 year-old organization isn't exactly clear. Its purpose, however, remains the same; to create an atmosphere that will allow for the exchange of ideas. Today the organization has some 520 members and they range from station promotion directors to syndicators, students etc. It costs 65 dollars per year to become a member of BPA (12 for students) and for that you get the BPA newsletter, *Ideas* magazine, and access to the

library service.

The BPA newsletter is a monthly 8-pager that includes news of the organizations along with various promotion-contest ideas run by various stations.

Ideas comes out 6 times a year and is an overview of successful promotions and articles on promotional type philosophy.

Pat Evans maintains the Lancaster, Pa. office and from there receives calls from members asking for ideas in specific areas. For ten years BPA has maintained a catalogue file of successful promotions and Pat spends her day looking up just the right trip for BPA members.

Lynne Anne Morian Grasz of KOLN-TV (Lincoln, Neb.) has just taken over as president of BPA, the very first woman elected to that office.

SPEAK FOR ITSELF



**D.C. LARUE
PAT LUNDY
JAKKI
PHIL MEDLEY & THE M.V.B.
EGG CREAM**

Pyramid Recording Co. Inc. Corp. in USA by Roulette Records Inc.

Morris Levy
Pres. Roulette

Dennis Gamon
Pres. Pyramid

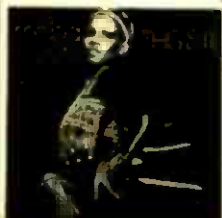
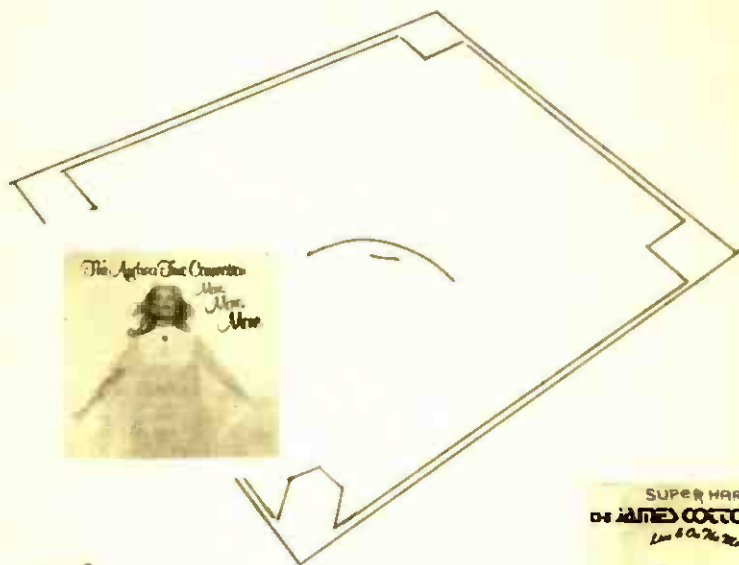
Irwin Berlin
Vice Sales Mgr.

Fred Barten
A & B

Phil Kent
International

Brinda
Appelberg
Secondary Mktg.

Buddah is Rounding the Bases and Heading Home!



BUDDAH RECORDS
and **BRT**

PLEASURE FROM THE BUDDAH GROUP

THANKS FOR THE RADIO

THE NATIONAL
ASSOCIATION OF
BROADCASTERS



TODAY

While the NAB is now some 53 years old, it too is beginning to go through some changes. President Vince Wasilewski (boasting a new \$90,000 a year salary) has begun to get flack from both ends of the organization. Currently, there is sentiment (at least expressed by NAB board member George Brooks of KCUE-AM-FM in Red Wing, Minnesota) to get

the NAB cracking on needed legislation or else oust Wasilewski as president. At the same time, the organization is facing its first serious competition from the newly founded NRBA (National Radio Broadcasters Association). The NRBA which charges that the NAB is not radio-oriented enough, has grown from 500 to 700 members in just a short period of

time. The NAB is, however, in no direct threat of being overtaken. They still number around 4,000 or so members listed in their Washington Building, as well as the Broadcasters Club, continues to maintain a large staff and a slick, business like attitude.

Cause of some embarrassment, nonetheless, was the loss of over 200 members who had not

VINCE WASILEWSKI,

N.A.B. President

paid their dues. The wipeout of the members off the books cost the jobs of those who apparently had not held a tighter rein on collections.

Some 15,000 people were said to be in Chicago for the NAB convention last Spring and the FCC was there in full force as was most any well known broadcaster.

Besides legislative battles, the NAB has instituted some other kinds of radio station





Wiley speaks at NAB

help over the past few months. In a statement of important activities prepared for the Radio Quarterly Report by the RIO, it was noted: "The Radio Information office of the National Association of Broadcasters is directly responsible for all radio activities. Last fall the RIO launched a 20 page monthly magazine called RADIOactive for its over 4000 radio members. The magazine features "how-to" information regarding broadcast management, government regulation, as well as broadcast promotion and programming ideas.

Also last fall, NAB conducted its third annual visitation for FCC staffers to two small

market radio stations. The impetus for this stems from giving those who regulate broadcasting a first-hand chance to see what they are regulating -- and to note problems particular to small markets. This tour will be repeated on September 10, 1976.

May was National Radio Month and NAB supplied its members with a host of supplemental material. This year's theme was "Thanks for the Radio". Local stations were urged to talk about radio's importance to their communities. One local broadcaster we know integrated the "Thanks for the Radio" jingle with several quick interviews from people who depend on radio for their news,

weather, information and entertainment to produce some very effective local spots.

At the same time the NAB issued 10 grants for research in broadcasting, ranging all the way from "information and format needs of radio station personnel" to "the role of the commercial radio

station in the local community: an attitudinal study of commercial radio station managers."

It will be particularly interesting to watch the role of Wasilewski, the kind of effective legislation, and the effect of the NRBA on the NAB during the coming months.

**THE MOST ATTENDED CONVENTION
IN THE BUSINESS IS THE ANNUAL
GET TOGETHER OF THE NAB.**



**We're Proud of
Our Record(s)
released in the
past nine months.**

2 Albums

**Foghat "Fool In The City"
Todd Rundgren "Faithful"**

3 Singles

**Slow Ride
Fool For The City
Good Vibrations**

More to Come...

Bearsville Records



SUMMER REFRESHMENTS FROM THE AMHERST FAMILY



THE MOST **EXPLOSIVE** NEW GROUP IN BLACK MUSIC TODAY!

on **GOLD PLATE** Records & Tapes

JOHNNY'S **BEST ALBUM EVER-ON**



Records & Tapes



Distributed By Amherst Records
355 Harlem Rd., Buffalo, N.Y.



Radio Television News Directors Association

The RTNDA is now 31 years old, sporting 1200 members, with about 500 of them holding news director positions in both radio and television. Only news directors are allowed to vote on Association matters.

The RTNA is more than a social club for news folks. It's 35 dollar a year membership dues gives the newsman an annual directory covering names and addresses of its members, a weekly *Communicator*, which "keeps the news director informed as to what's happening on

freedom of information, feedback on problems being met and solved at other stations, articles of interest to him on a variety of subjects, job changes and availability of new talent and interesting features."

With the hot water more than one newsman has found himself in, of late the RTNDA has established a defense fund for newsmen; faced with jail sentences for refusing to divulge confidential sources.

The organization also holds regional and annual conferences with

this year's major meeting being held December 13th-15th in Miami Beach. The keynote speaker will be Walter Cronkite.

RTNA maintains a Washington office and legal counsel at the Capitol working for the legislation, etc. John Salbury, of KXL-AM-FM in Portland, is the current president of the organization and Wayne Vriesman of KWGN-TV IN Denver is president-elect.

IT'S A MATTER OF TASTE

By Tom Cossie

Many times in your hectic travels you pause at dinner with your friends and/or business associates and ask the question... "Perhaps some wine?" In this day and age of diaries, hitbounds, bullets and demographics, one does not have the time to research the more culinary delights of liquidom.

Now, being the class act and media person that you are and considering the prestigious restaurants that you frequent, your knowledge of wine may not yet be on the front page with an underline... So... ta-da... this little question and answer section is dedicated to first, myself (because I'm tired or ordering Thunderbird, May) and second, to my friends in our great radio and record industry, who, just when they are ready to order, say to themselves, "Aw, shit, if I could only remember that flashy year or that no-no we-we. was it Grevey Gallo

Rothschild?! Was it '64 or '72 that the grape treads along the Rhine had athletes foot?"

Well, rest assured, the panacea of the palate is at your fingertips. Below are questions and answers which may be of interest to you.

Q What makes sweet wine?

A Sweet wine is made by stopping its fermentation or bottling it before fermentation is complete.

Q What makes wind dry?

A Continuing fermentation until all its sugar is used up.

Q Should all white wines be chilled?

A Champagne or any white wine is at its best thoroughly chilled. Good wine should never be chilled beyond coolness.

Q I am having dinner with 5 people. I don't know what they are going to order, more than likely we order fish and meat; what kind of wine do I ask for?

A Suggest a bottle of red and a bottle of white.

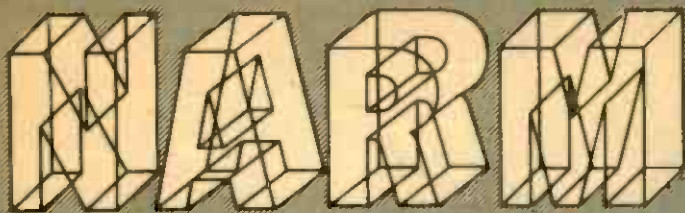
Q What are some good years for French wines?

A White Bordeaux '70, '71, '73; White Burgandy '69, '71, '73; Red Bordeaux '61, '64, '66, '67, '70, '71; Red Burgandy '61, '69, '71, '73.

Q What is the difference between a bordeaux and a burgandy?

A The grapes. Pinot Noire: Red grape in burgandy. Chardonnay: the grape of white burgandy. Cabernet sauvignon: Small, tough-skinned grape which gives distinction to the red wine of Bordeaux. Sauvignon blanc: The chief white bordeaux grape.

Stay tuned to the next issue where we will ask a Chardonnay grape dressed in nylons and a garter belt to bend over and check out our fermenting vats.



NARM

NATIONAL ASSOCIATION OF RECORDING MERCHANTISERS

NARM, the National Association of Recording Merchandisers, is the trade association which represents the merchandising segment of the phonograph record industry via its Regular Membership. The Regular Membership of NARM is comprised of rack jobbers, independent distributors, and retailers of phonograph records, tapes, accessories and equipment. The NARM Associate Membership consists of the suppliers of all types of product and services to NARM's Regular and Associate Members. Virtually every record and tape manufacturing company is an Associate Member of NARM. In addition, music industry trade press, manufacturers of display fixtures, printing and packaging services are also Associate Members. In 1976, 325 companies comprised the NARM membership.

18th Annual NARM Convention Diplomat Hotel/Hollywood, Fla. March 4 - 9, 1976

Jules Malamud, NARM President, is now serving his fifteenth year as the Association's first and only chief executive officer. In conjunction with the NARM Board of Directors, the Chairman of which is Daniel Heilicher of Pickwick International, Jules Malamud has the primary responsibility for all NARM activities and projects, including the annual convention. More than 1500 industry members and their wives attended the 18th Annual Convention at the Diplomat Hotel in Hollywood, Florida in 1976. The 19th Annual Convention will be held March 4-9 at the Century Plaza Hotel in Los Angeles, California.

The direction of NARM's activity through the years has always been dictated by the needs of the NARM membership in particular and of the music industry in general. The 1976 Convention program illustrates

this sensitivity to the needs of the industry. Executive education—a primary focus at all NARM meetings—was highlighted at this convention with such speakers as Arthur Taylor, President of CBS, Inc.; Dr. Mortimer R. Feinberg, eminent industrial psychologist; and Robert Curtis, one of the nation's leading experts on security.

Responding to the industry need to reassess its marketing and creative approaches because of the changing demographics which will see fewer teen-age buyers and a 45% increase in the 25-45 year old market within the next 15 years, NARM sponsored a consumer research study into this growing adult market. Joseph Cohen, a graduate student at the Baruch College of the City University of New York, piloted



NARM '76--Kenny Gamble, Philly Inter.,
John Reid, manager of Elton John; Jules Malamud, NARM President;
Leon Huff, Philly Inter., Walter Yetnikoff President, CBS Records



the project, and reported on its findings at the Convention. A panel of some of the most astute marketing people in the industry analyzed the results of the survey and its implications for record companies and merchandisers alike. Panelists were Jack Craig, CBS Records; Michael Kapp, Warner Special products; Louis Kwiker, Handleman Company; David Rothfeld, Korvettes; and Alvin Teller.

Because the music industry is now "big business" and not only influences Wall Street, but is influenced by Wall Street, a unique panel session at the Convention saw a group of analysts from the financial community exchange ideas with an equally knowledgeable group of industry executives in an erudite exchange entitled "Music and the Money Game: As Wall Street Sees Us". Participating were Emanuel Gerard, Warner Communications; Charles Klein, Lehman Securities, Cy Leslie, Pickwick International; David J. Londoner, Wertheim and Co.; I. Martin Pompadour, American Broadcasting Company; Harvey Sandler, Goldman, Sachs and Company; and Sheldon Wool, CBS Records.

The anti-piracy program in which NARM has actively participated since its involvement in the passage of the first Federal Anti-Piracy Bill in 1971, continues as the Association and its members work actively in the states which do not yet have such legislation. Of particular importance to the industry's fight against the sale of illegal product has been the active role of its membership in working with Federal and State law enforcement agencies with other industry organization such as RIAA, CMA, and NMPA in the fight against illegal product. A regular NARM Anti-Piracy News Digest keeps the industry informed on apprehension, indictments and pro-

secutions resulting from both Federal and state anti-piracy legislation.

Always active in legislative matters which affect the industry (in addition to those related to piracy) NARM has played an active role in the campaign for a revised Federal Copyright Law. Most rewarding was its cooperative effort with RIAA in fighting proposed legislation in California which would have unfairly taxed records and tapes.

With the needs of its membership in mind, particularly the frowning Regular Membership which represents every type of mass merchandiser of music, in the summer and fall of 1975 NARM held individual conferences for each of the segments: Retailers, Rack Jobbers and Independent Distributors. The success of these conferences lead to the 1976 Mid Year Conference, which will be held at the Continental Plaza Hotel in Chicago, Illinois, September 21-23, an all-business conference which will provide opportunities for the three Regular Membership segments to meet both individually and as a group. Educational seminars will be specifically aimed at middle-management and young executives. Highlighting the conference is a speech by Professor Theodore Levitt of the Harvard Graduate School of Business, on creative marketing approaches to the growing adult market, a development of NARM's program to meet the opportunities presented by this expanding market.

NARM continues to be the only industry organization which honors best-selling product produced by the music industry. Each year since 1958, NARM has presented at each year's convention, awards to the best-selling recorded product. The validity of these awards, which are based on the actual dollars spent by consumers, are the only industry awards based on actual sales.

Top Photo--Jimmy Carter, with NARM Scholarship Award Winner
Bottom Left--Bob Fead accepts. Bottom right--So does Ahmet
Ertegun



One would be remiss, in reviewing the NARM program, to omit the NARM Scholarship Foundation. Founded in 1966 for the purpose of providing scholarships to employees and children of employees of NARM member companies, 105 scholarship recipients have received over \$400,000 in financial aid. William G. Owen, Secretary of the University of Pennsylvania, has served as the Foundation's academic consultant

since the inception of the Foundation

It is difficult to predict what directions NARM activity will take. One thing, however, is certain. Wherever the industry needs lie, in whatever areas the NARM membership requires its association to respond, it will. NARM, the music industry association, will serve the industry which created and nurtured it.



.MCA RECORDS

RECORDING INDUSTRY
ASSOC. OF AMERICA, INC.

One East 57th Street
New York, New York 10022



"BIG PAPA OF THE RECORD INDUSTRY"

I'm a smash! Color me gold. The recording Industry Association of America, after less than a decade of existence, is beginning to get its name around. Not only because of the gold records they certify with each copy of the weekly trades, but because they have made huge strides in areas which have plagued record manufacturers the most; namely piracy, copyright revision, and general overall overhead.

Stan Gordicoff is the president of the RIAA which now lists 46 member companies, along with 6 other associate members. Its shining star is new legislation against record piracy over the past couple of years. Almost 40 states have instituted anti-piracy laws, now, an activity which at it's "zenith" was estimated to be siphoning off over \$250 million a year from the recording industry. Fines and prison punishment have been made stiffer by the new laws and there are continued reports of convictions.

In another mark of achievement the RIAA has recently gotten new

laws prohibiting sound alike recordings, presented to the public as originals. Advertising now is extremely limited to the truth about the product in the media and all product must contain a warning: "This is not an original artist recording."

The RIAA has been, and is still concerned about postal and freight rates, taxes on royalties.

They even have an Engineering Committee whose latest function has been to investigate the possibility of introducing a subsonic signal into authentic recordings to aid in law enforcement of pirated product, but as yet nothing has been achieved in that angle.

The RIAA plaudits are impressive. Their membership is just as impressive...Columbia, Capitol, WEA, MCA...the majors are all there. New membership dues prices for smaller companies promises a further growth into the literally hundreds of mama and papa manufacturers across the country. In the meantime lets talk about the Gold.

GROUP PROGRAMMERS AND CONSULTANTS

The following is a list of programmers, consultants, and group executives for radio. As this information came inch-by-inch, we realize that there are probably missing consultants and groups. If you are one of those, or if you know of one, please contact the Radio Quarterly Report office so that we may make this even more complete in our next issue.

**Nick Anthony, VP-Programming
Globetrotter Comm.**

1 IBM Plaza
Chicago, Ill. 60611
can usually be reached at:
3940 Euclid Ave.
Cleveland, Ohio 44115
216-391-1260

WIXY-Cleve.
WVON-Chic.
WDOK-Cleveland
WGCI-Chic.
WDEE-Detroit

**Bud Armstrong-Exec. P.D.
Storz Broadcasting**

Kiewit Plaza
Omaha, Neb. 68131
402-342-4700

WHB-K.C.
KOMA-Okla. City
WQAM-Miami
KXOK-St. Louis
WDGY-Minn.

**Ralph Bodin, Pres. Radio Div.
Combine Comm.**

1101 N. Central
Phoenix, Az. 85004
602-258-7333

KSDO-San Diego
WWDJ-Hackens
WSAI-AM/FM-Cincinnati
KIIS-AM/FM-L.A.
KEZL-San Diego
KTAR-Phoenix
KBBC-Phoenix

**Julian Breen, Gen. Mgr. Prog.
Greater Media**

96 Bayard St.
New Brunswick, N.J.
Can usually be reached at:
WMGC
2212 Walnut St.
Phila., Pa. 19103

WPEN-Phil.
WMGC-Phil.
WHND-Detroit
WMJC-Detroit
WGAY-AM/FM-Wash.
WTC/WQMR-New Brunswick
WGSM-Huntington, L.I.
WCTO-Smithtown, L.I.
WESO-AM/FM-Southbridge, Ma.
WTCR-Ashland, Ky.
WHEZ-Huntington, W. Va.

**Robert Burch
Century Broadcasting**

875 N. Michigan Ave.
Chicago, Ill. 60611

KSHE-St. Louis
WABX-Detroit
KWST-L.A.

**Dick Carr, VP Radio Operation:
Meredith Broadcasting**

550 Pharr Rd.
Box 11920
Atlanta, Ga. 30355
404-892-0092

WGST-Atlanta
KCMO/KCEG-K.C.
WOW-Omaha
KEZO-Omaha

**Bob Cole-VP
CBS-FM Stations**

51 W. 52nd St.
NY, NY
212-975-3558
WCBS-NY
WEEI-Boston
WCAV-Phil.
WBBM-Chic.
KNX-L.A.
KCBS-S.F.
KMOX-St. Louis

The following is a list of programmers, consultants, and group executives for radio. As this information came inch-by-inch, we realize that there are probably missing consultants and groups. If you are one of those, or if you know of one, please contact the Radio Quarterly Report office so that we may make this even more complete in our next issue.

Paul Drew
RKO Broadcasting
6255 Sunset Blvd. Suite 724
L.A., Ca. 90028
213-462-2133
WAXY-Ft. Lauderdale
WGMS-Wash.
WRKO-Boston
WROR-Boston
KRTH-L.A.
KHJ-L.A.
WHBQ-Memphis
WXLO-NY
WOR-NY
KFRC-S.F.
WFYR-Chic.

Loring Fischer, VP., Gen. Mgr.
Bonneville Broadcasting
Consulting
P.O. Box 640
274 County Rd.
Tenafly, NJ 07670
201-567-8800

[Note: Company
consult a station in addition
to music service]

Jay Hoffer, VP Programming
Hercules Broadcasting
P.O. Box 6347
Sacramento, Ca. 95860
916-482-7100
KRAK-Sacramento
KEWT-Sacramento
KMPS-Seattle
KEVT-Seattle

Sam Holman
Star Stations
8901 Indian Hills Dr.
Omaha, Neb. 68114
402-391-7800
KISN-Portland
KOIL-Omaha
WIFE-Indianapolis
KEFM-Omaha

Art Holt, Pres., G.M.
Holt Corp.
Box 111

Bethlehem, Pa. 18016
215-865-3775
WGPA-Bethlehem
WEZV-Allentown

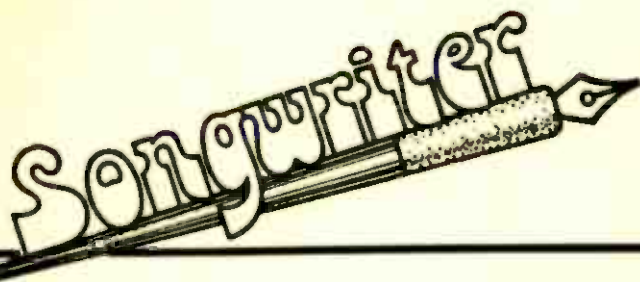
Keith James
CKXL
Box 1140
Calgary, Alb., Canada
403-264-8000
CKLG-Vancouver
CKXL-Calgary
CHED-Edmonton
CKY-Winnepeg
CHAB-Moose Jaw
CHFM-Calgary
CKLG-Vancouver
CKT-Winnipeg

Dick Jensen-GM Radio
Natiowide
246 High St.
Columbus, Ohio 43216
614-227-7111
WNCI-Columbus
WPOC-Baltimore
WGAR-Cleveland
WKSW-Cleveland
WLEE-Richmond

Wally Jorgenson, VP Radio
Jefferson Pilot Corp.
1 Julian Price Pl.
Charlotte, NC 28208
704-374-3500
WBIG-Greensboro
WQXI-Atlanta
WBT-Charlotte
KIMN-Denver

George Johns
Fairbanks Broadcasting
2835 N. Illinois
Indianapolis, Ind. 46208
317-924-5211
WIBC-Ind.
WNAP-Ind.
WIBG-Phil.
KVIL-Dallas
WRMF-Titusville
WVBF-Boston
WKOX-Framingham

Cont: on page 110



PERFORMING RIGHTS SOCIETIES

By Eddie Reeves

The American Society of Composers, Authors, and Publishers (A.S.C.A.P.), Broadcast Music Incorporated (B.M.I.), and the Society of European Stage Authors and Composers (S.E.S.A.C.) are the performing rights societies in the United States. These are organizations whose purpose it is to collect for their member songwriters

and music publishers, moneys payable to them for their respective copyrighted works by virtue of public performance for profit of said works. This right was granted to the creators and owners of copyrighted works by the Copyright Act of 1909, which is today the governing law regarding such rights.

Public performance for profit refers to airplay on radio and/or television in that such performance creates a listening audience and in turn revenue (and possible profit) from advertising. This also applies to music performed in concerts, restaurants, night clubs etc. Only juke boxes are excluded in that they did not exist in 1909 when the copyright act was passed by Congress, and subsequently a strong lobby has kept them excluded.

The major sources of income for songwriters and music publishers are: 1) record and tape sales (known as mechanicals), 2) print sales (sheet music and songbooks), and 3) public performance for profit (known as performances). It is the duty of the music publisher to collect all the moneys earned by copyrighted works and to then pay to the songwriter his share of the income (roughly 50% of total), with the exception that the performances are paid directly to the writers by the performing rights societies.

Mechanicals are collected by the publisher from the various record companies, usually through some agent, the most used one being the Harry Fox Agen-

cy. Print moneys are collected by the publisher from the music print company or companies who have been granted the right to print and distribute for sale the said copyrighted works. Performances are collected from the performing rights societies - A.S.C.A.P., B.M.I., and/or S.E.S.A.C. Any one copyrighted work is usually licensed by only one of these societies. The society is determined according to which society the writer is affiliated with. In some cases a song will be written by a composer belonging to A.S.C.A.P. and a lyricist belonging to B.M.I., and in such a case, both societies collect each writer's share of income, and thereby such work is licensed by two societies.

In 1975, a total of over \$137,000,000 was collected by these societies in the United States and after operating expenses, they paid out about \$112,000,000 to over 50,000 songwriters and over 17,000 music publishers. It is interesting to note that each society has its own method of determining who gets how much of the performance moneys. A.S.C.A.P. has 24 field offices which have employees who at the direction of an independent research organization actu-

ally record various radio programs. These tapes are sent to A.S.C.A.P.'s New York headquarters where forty to fifty **music monitors** identify the music contained on the tapes. The A.S.C.A.P. music contained therein is used as a sample and is then fed into a complex statistician's formula to determine payment. B.M.I. sends to radio stations a logging form that the station fills out over a seven day period. About 300 stations log each month with a cycle of any one station being logged at least once every year or two. Both of these societies log all radio and television **network** performances. S.E.S.A.C. divides their collections among their members based on trade charts and other such information which helps determine the general popularity and use of the various works in its repertoire. The collections made by each of these societies from the radio and television stations and night clubs, concert halls etc. are for a license that gives the establishment the right to use any part of the performing rights societies' repertoire for performance for profit. The license fee for radio and television stations is usually based on a very small percentage of the radio and/or television

stations' gross income, and the negotiation of these fees is renewable every few years.

A.S.C.A.P. was formed in 1914 when Victor Herbert, upon hearing one of his songs performed in a night club, demanded to be paid a fee and recognized the need for a collecting agency. He and other songwriters soon after established the A.S.C.A.P.

B.M.I. was formed in 1940 by about 300 broadcasters as an attempt to increase the broadcasting industry's bargaining power with A.S.C.A.P.

S.E.S.A.C. was founded by Paul Heinecke in 1931 as an alternative to A.S.C.A.P. It is the smallest of the three societies and collected about \$2,500,000 in 1975, compared with A.S.C.A.P.'s \$85,000,000 and B.M.I.'s \$50,000,000.

For all you get-rich-quick fans, here is what you can expect within one year after your song becomes a big hit—\$30,000 to \$60,000 from writers' share of performance moneys and another \$10,000 per one million records sold. A song that gets recorded many times and becomes a "standard" can earn a writer \$20,000 or more per year, perhaps for many years.



WOMEN IN THE BUSINESS



WOMEN IN THE BUSINESS

Yesterday's joking is just about over. The "Rhoda Looks At Recipes" and "Candy's Community Calendar" to which those of the female gender have been relegated in the past radio days has now turned to full-fledge on-the-air constantly disc jockies and news people. A recent Radio Quarterly Report survey has begun to show that the "girls" have grown to women.

Fully 58% of the stations surveyed in the top 200 markets show at least one full-time female newsperson or disc jockey. True, 29% were news folks, but 14% of the stations also showed full-time daily on-the-air announcers. Add to that the brave stations who have at least one of both and you've got the 1976 women in radio story.

The other 9% put their Ms. on the weekend, with 2.5% news and 6.5% announcer shift.

American Women in Radio and Television, an organization based in Washington, cites 2200 on-the-air broadcasters, administrators, writers, publicists, directors, executives; i.e., their membership. This includes radio and television.

The Radio Quarterly Report survey was the response of a double mailing to 2700 radio stations in all formats. 964 stations returned the questionnaire. The sampling was completely random. The people cited work in all formats: Classical, Religion, Spanish, Album Oriented Radio, you name it.



AMERICAN WOMEN IN RADIO-TELEVISION

1321 Connecticut Ave. N.W.
Washington, D.C. 20036
202-296-0009

American Women in Radio and Television is now 25 years old. Their goals are certainly directed toward proper legislation and treatment of women's roles in broadcasting as it has to do with Washington. At the same time, however, equally important are the various projects designed to educate their members in all phases of broadcasting. They've published such periodicals as "Hot Starters," an indexed collection of 354 pages of brief advertising copy to stimulate the imagination of copy writers; "The World of AWRT," a study of the professional specializations, and various other periodicals on various phases of broadcast management. In addition they publish a bi-monthly newsletter called "News and Views," and an annual membership directory.

They hold an annual convention each spring (just completed) as well as 7 regional fall conferences. Local chapters (50+ across the US) also hold their own meetings.

The record business also is becoming more female oriented and in the next issue of Radio Quarterly Report we will present our study on that area.

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the next time you're asked about
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and
Using
Radio Audience
Estimates**

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Company _____

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Mr. Sherm Brodey
Director of Communications
Arbitron
4320 Ammendale Rd.
Beltsville, MD 20705

ARBITRON RADIO
Servicing you is our business



Nancy Sain

A few months ago Nancy had her first opportunity to meet one of her heroines, Spector Record's head, Florence Greenburg. They sat over in the corner away from the rest, at a party and talked. Florence asked Nancy how she felt being a female among a generally male ordered profession; namely record promotion.

"I don't think it's been a detriment, I feel it's been an asset," Nancy told her.

Florence agreed. That's how she had found it as well.

In six years of attending conventions, constant telephoning, visitation to

some of the nation's smaller markets, Nancy Sain has made a name for herself nationally. She sits in an office overlooking the patio at UA and with phones literally in both ears, she carries on two other conversations with people in the room. She has as good a working knowledge in the disco area of the business as anyone.

As she left for the Bobby Poe convention, the first of June, we asked her to write something on herself for this section of the book. The following is her reply.....

Making someone write about themselves is really one of the most unfair things to do to someone, especially someone employed in our industry where a strong ego is necessary just for day-to-day survival. It's a little hard to say I'm great, modestly.

My first serious job in record promotion started in 1970, with Gregar Records, owned by George Greif, famous entrepreneur. I was there for a couple of years. When I left, I moved north to San Francisco and went to work for Dr. Hook and was involved in the "Cover of Rolling Stone" campaign. This was my first successful venture in the business. When I came back to Los Angeles a year later, I started working on various independent projects. At that point I was working for Bob Wilson at KDAY as part-time music librarian. Later I formed an independent promotion company working with Macey Lipman's marketing organization. The experience with Macey's company was a good thing for me. I specialized in national secondary marketing and promotion. I worked Mac Davis' "One Hell of a Woman."

Subsequent to working with Macey I took a job with Neil Bogart at Casablanca Records in April of '74. I became "Kissized" and marched forward in the Kiss army.

Now I work for Ray Anderson at United Artists, by the time this is printed I'll have assumed the National Singles Director position.

In the future I look forward to evolving into a total marketing professional. I intend to refine and develop my skills and technique to the point where it can be applied to the mass marketing of any commodity.



Bonnie Simmons, KSAN Program Director

We went to San Francisco to do a story on KSAN. But after sitting in front of their pretty 5 foot tall, dynamic program director, we realized we had two stories. One of them had to be on Bonnie Simmons, who for over a year has been the guiding force of this most successful station. She *is* the PD. She doesn't look like it, and you have a hard time imagining her calling a jock in for a chewing out, but she does program the station. Not only that, for some 6 months after the death of Tom Donohue, she was also the GM.

"I want this station to be the best," she explained. "I want the people on the air to be their best as well. Not only that my ass is on the

line. I don't want to intimidate them though. I'm much too short. I know it's not going to do me any good to jump up and down. They're just going to laugh at me and say 'she's cute when she's mad.' I have to use other ways to get what I want. I guess my biggest problem is just that. I'm not tough enough. I guess I'll learn it. But I don't think I'll ever get used to firing people. I'll do it but I sure don't like it."

Bonnie is 27 years old. She grew up in New York and Denver, working with the group, the Family Dog and Music West prior to coming to San Francisco. She continued working with Family Dog for awhile after moving to the west coast and then

WOMEN IN
THE BIZ

BONNIE SIMMONS

PROGRAM
DIRECTOR



spent the next few years as a buyer for record contributors. She joined KSAN some 5½ years ago as music librarian, then jumped to public service director, operations director, part time jock, then full time jock and finally program director. Along with her PD duties she pulls the 10AM-2PM shift. "Each step" said Bonnie, "helped me get ready for the next one." KSAN is the only station she ever worked for. Donohue was a very heavy influence on her.

"He will always be one of my favorite people. I have Tom to thank for just about anything I was given here. I worked hard as well, but Tom was always good about fighting for the people who were working for him. He was good at pushing you a little further than what you thought you were ready for, to see if you could handle it. He let you do it yourself. When it came down to a crisis you'd work around the clock to please him. There aren't many people like that."

How does a lady like Bonnie handle her position? One way is by not emphasizing the fact that she is a female. "You're just a person, working in radio along with a lot of other people. We grew up together. I can't tell you if it's different to be a woman in my position or not but I've never felt being female kept me

from getting a job. In fact it sometimes has probably helped me. The staff challenged me, when I first became program director, but not because I was a woman, I don't think. I had to go through that hazing just like anybody else."

What, as a program director is Bonnie trying to accomplish? "Some days just getting through it all," she laughed, "but I do get uptight. I'm not exactly mellow all the time."

What happens to get her uptight? "I don't like announcers to be boring...you know, go on about their personal problems on the air, i.e. their headache hangover or the fact that they didn't get some sleep last night." Another thing is playing the same music in the same sets from day to day. The other thing is I prefer to think the audience is more intelligent than they're usually given credit for. I don't think you should lie to them; don't bullshit."

There's more about this lady in our story on KSAN. Just suffice to say here that Bonnie leaned back and lamented, "Were I to leave KSAN I have no idea what I'd do, where I'd go." In the meantime, the ratings and the sales are good and Bonnie Simmons looms as an example of what even a "short" girl can accomplish when job opportunity is not based on sex, but on ability.



CAMELOT IN DIXIE
On Location in Macon, Ga.
By Bob Hamilton

The black arms extended into the dishwater in the kitchen of the Gray Hound Bus Station and the bits of food floated to the top. The dishwater looked down and the words came to him, "Tutti Fruitti, it's all rooty." Just four doors down was Miss Anne's Tick Tock Lounge and



*A study in
Southern
Architecture:
The new
Capricorn
Records offices
(above), built
alongside the
original
(right).*



Little Richard, as he came to be called, would, after work, head for Miss Anne's late at night to put the words into sound. On this small block on Broadway in Macon, Georgia came the birth, not only of Little Richard's music, but of countless others like him.

Phil used to wait outside the Douglas Theatre while Otis performed. White people weren't allowed.

Take Johnny Jenkins and the Pine Toppers. Take Phil Walden. Phil was a student at Mercer University and had the job of booking bands for school dances. He was particularly infatuated with R 'n B Phil booked Johnny and while there was obvious talent throughout the band, Phil was most impressed by the lead singer. His name was Otis Redding. A friendship was struck and the rest is music business history. Phil began to manage Otis while continuing to go to school. Coming, himself, from a rather impoverished background, Phil found that he didn't have the money to continue. The story is told that upon hearing this Otis handed Phil a brown paper bag full of crumpled bills and coins. Otis felt it important that Phil finish college, and he did. Needless to say, in Macon 15 years ago it was less than acceptable for whites and blacks to socialize. Phil, for example, used to wait outside the Douglass theatre, while Otis performed inside. White people weren't allowed. But despite criticism, Otis and Phil stuck together and success after success came their way. In 1965, after a two year trip in the Army, Phil returned to Macon just as black music was beginning to gain mass appeal. Phil's successes with Otis brought more and more black artists to Phil's management-booking company and from here developed, what is today, one of the world's largest agencies.

Otis was killed in a plane crash in December, 1967 and while the agency continued, it set Phil back for sometime. In 1969, he was in the studio with Wilson Pickett and Rick Hall (recording "Hey Jude") and suddenly the lead guitar player caught his attention. It was Duane Allman. Phil persuaded him to return

to Florida and start a band. They moved to a farm just outside of Macon and jammed for six months. Frank Fenter was head of Atlantic records in London and had come to be friends with Walden while Otis was performing there. On visits to the US, Frank would go to Macon and visit Phil and on one particular occasion, Phil brought an acetate of the Allman Brothers band and Frank noted "it blew me away." With the persuasion and help of Jerry Wexler (he advanced them 75,000 dollars), Frank and Phil started their own record company.

"We were going to call it Exit records," Frank recalls. "In a drunken stupor one night the thought hit us that the exit sign was the most well known sign there was. Wexler, when he heard about it said, 'Are you crazy?' He felt it was a negative name." Jerry and Phil were both Capricorns and from this emerged Capricorn Records.

The Allman Brothers success has been incredible. Their breakout came mostly from the fact that Walden had them constantly booked and this exposure, for sure, sold records. This was duplicated with the Marshall Tucker band, who Phil and Frank found one night while they were playing at Grant's Lounge. Tucker toured with the Allmans and, once again, the constant exposure broke another hit act for Capricorn.

Today they have further success with Wet Willie, Elvin Bishop and hopefuls like Martin Mull and Marcia Waldorf.

Besides Capricorn Records, there is the Phil Walden and Associates management agency and the Paragon booking agency. The little office begun so many years ago by Phil



The Hollywood and Vine of Macon.

**"CHER COMES DOWN AND WALKS AROUND TOWN
AND NOBODY BOTHERS HER."**

and Otis now employs well over a hundred people. An article in *Fortune* reported that they have grossed over 15.7 million dollars in the past three years.

My own visit to Macon astonished me. Situated about 80 miles south of Atlanta, a rattly Eastern airlines jet set down in a typical small southern airport. That was about the only time I used the word "typical" while I was there. Former Capricorn promotion man (and long time friend) Dick Wooley picked me up at the airport and drove me to the city's best hotel and largest (8 stories) building. They were quite used to long hair and L.A.-N.Y. visitors. "Cher comes down and walks around town and nobody bothers her", Dick told me. From there I got my first shocker of the evening. To dinner at Le Bistro. Not a cat-fish place but what one could describe as a typical London restaurant of sorts. When Frank Fentor moved from London to Macon, he grabbed the entire staff of his english restaurant (including not only chefs but bus-boys as well) and carted them to Georgia. We sat down and in the back where there were 10 or 15 long-hairs seated in heavy discussion. "The brothers are having a meeting of some sorts", Dick told me. "They're finally back in the studio and I hear it's going really good." One by one they came by our table as the meeting broke up. The discussion centered around tennis (some have their own courts) and antique cars and how drunk somebody was the night before; no talk about music.

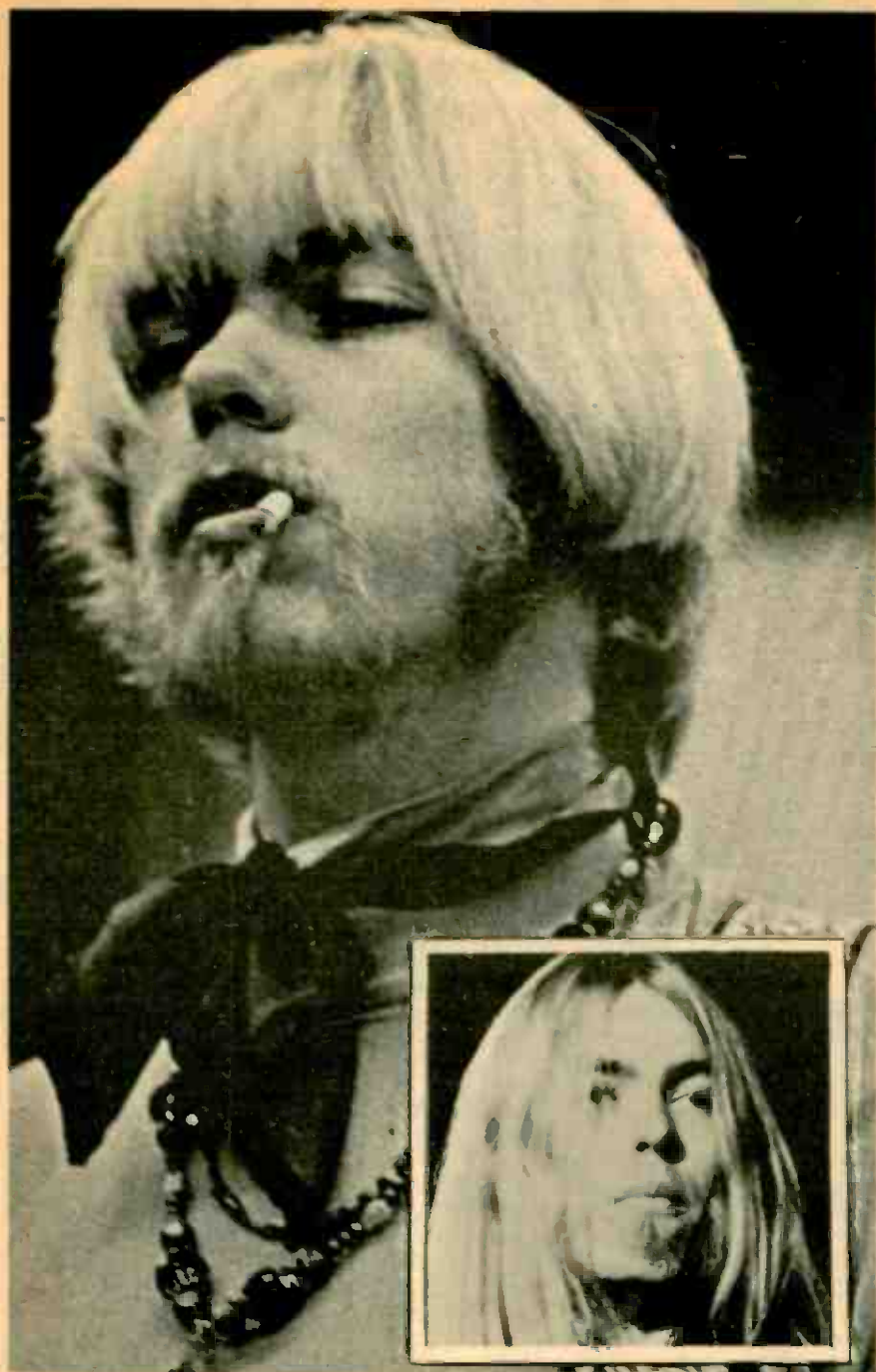
Two of the original members of the group were missing. One might several years ago, as you will recall, Duane was riding his big Harley-

Davidson chopper over to Barry Oakley's house for a rehearsal. He tried to pass a truck, noticed he couldn't make it, tried to get back in, and his head struck a crane hanging from the truck. He was killed instantly. "Barry was never the same after that," Dick explained. "They were awful close."

One year and one week later, Dick had seen Barry on a Saturday morning and they discussed the rehearsal for the brothers that night.

Dick had waited for Barry to meet him so they could go to the hall together but after a period of time, and no Barry, Dick went by himself. When he arrived at the rehearsal location rather than hearing instruments he heard party sounds. The liquor was flowing and the cause for the reaction was this. On his way in that afternoon Barry, on his chopper, had plunged through an intersection and crashed into the side of a bus. The impact split his helmet open but he appeared to be okay. He was taken home and a few hours later he suddenly collapsed and died. "They were celebrating?" I asked. "That's the way things are done down here," Dick told me. "Beats all that sad stuff."

A night on the town in Macon, Georgia is different from that of any other southern community I've ever visited. We went from one club to another and listened to music. In no place was it short of super. "There are some 500 musicians living here, professionals, being booked across the south. Add to that their families, and the groupies that hang out, and you've got one helluva big music industry in an awfully small place." The result is a hipness and a class unduplicated in any other southern city.



BEFORE & AFTER: Gregg Allman as he looked with Hourglass (Top) and as a Brother (Insert).



L to R: Phil Walden, Rudi Slezar (German publisher visiting Macon), Carolyn Brown (Director of publishing & executive secretary to Walden), Frank Fenter.

Macon's population is about 120,000 people, but just a few miles (8) away is Water-Robbins. The combined population of Bibb-Jones counties is over 250,000.

There's plenty else unique about Macon. Back during the civil war residents of the city got word that Atlanta was burning and they went out to meet the Yankee troops with white flags. Only one cannonball hit the town during the entire war. That shot went through the window of one house and rolled upon the floor into the corner. The house still stands today and is called (as it would be) the "Cannonball House." What this has done is preserve the early architecture of Macon and that makes it (with its southern colonial structures) one of the south's most beautiful cities as well.

Walden could be bitter about the years he was condemned for his association with blacks. But he's not. Capricorn acts have held benefit concerts for the city and have raised money for buses for old people, television sets for the jail, provided scholarships, built parks,

promoted race relations and pretty well influenced the city to the place where, in fact, they own it. The city is centered around Capricorn, as exemplified by the fact that when Wooley decided to leave Capricorn and start his own local label (Rabbit Records) it made front page headlines in the local paper.

Walden has expanded past the record business in fact to real estate, a nightclub, and an amusement park, not to mention a heavy involvement with Jimmy Carter. The end of the expansion is still not in sight.

I was so taken by Macon, Ga. that a planned departure was held up as I spent an afternoon at the beautiful home of Frank Fenter, where we sat around and talked about the business. As you walked outside among the huge flowers and greenery, and listened to the quiet and realized from whence it had all come, you saw the argument in Dick's comment: "Few people would really believe it, so don't write too much. For me though, it truly is Camelot in Dixie."



THE MACON MOB:
(Above) Wet Willie,
(Left) Elvin Bishop,
(Bottom) Marshall Tucker
Band





•The Record Exec.

By JOE SMITH
PRESIDENT, ELEKTRA/ASYLUM

A long time ago I made my first industry speech. I've now moved ahead of Clive Davis, Stan Gortikov and three others in communicating the deep and convoluted

messages from my psyche and heart of hearts. Fortunately I've got somewhat of a sense of humor and get away with passing along all that jive to various audiences in various locales.

To consign to paper some additional thoughts is challenging however, and I've been on a "Promote the Promotion Person" kick in 1976.

The absolute best training ground for a record company chief is in the ranks of promotion. The best, brightest and youngest of our people are out hustling records to the thousands of radio stations who will have them.

Their work weeks are a melange of dropping words familiar to the programmers' ears (took a nine point jump at FIL; good phones at CK; bulleting on all charts; 687 Gavin correspondents, etc., etc.); chauffeuring artists through the streets of town; buying advertising; talking to hot lines; attending sales meetings and creating expense accounts.

That promotion man or woman has an opportunity to touch on most of the important functions of this industry. If he or she would then avail themselves of that opportunity and give each area the proper priority, we'd have the best trained cadre of comers in the history of our relatively young business.

Big butts, though....the glamour overwhelms the young and impressionable promotion man. The affiliation with a

colossus in California or New York becomes more important than the nature and quality of the affiliation. The ability to hand out free records, tickets and T-shirts becomes an important part of the role. All of the above prevails in promotion.

And because of it, the headquarters people find it hard to take most of the promotion people seriously. Age is no handicap...immaturity is. Hanging out is valuable but thinking and creating is ever more so.

We love it when a promotion person asks to take a shot with a record...when he proposes a promotional campaign...when he fights for advertising money...when an artist raves about his efficiency and know-how...when a broadcaster regards him as a valuable ally.

The major executives of companies who came from promotion are *legend*...Russ Regan, Jerry Moss, Ron Alexenburg, Steve Wax, Al Coury, Steve Popovich, Neil Bogart, Bob Skaff and many others.

The ranks of today's promotion forces include a number of stars....many of whom can make it. I'd love to see our guys move along and, as each of us dinosaurs passes into contemplative semi or total retirement, some man or woman who got hitbounds at SAI, knew Paul Drew's home number, covered store reports like a blanket, ran Van Morrison around town for interviews and took heat from everyone move into our spots.

Radio: Scie

"What is fate?" the teacher was asked by his student.

"An endless succession of intertwined events, each influencing the other."

"That is hardly a satisfactory answer. I believe in cause and effect."

"Very well," said the teacher, "look at that." He pointed to

a procession passing in the street.

"That man is being taken to be hanged. Is that because someone gave him a silver piece, and enabled him to buy the knife with which he committed the murder; or because someone saw him do it; or because nobody stopped him?"

Lee Eisenburg, editor of Esquire, was being interviewed in KABC a few days ago. In speaking of marketing the publication, he made note (and we'll paraphrase) that he didn't care about

all the demographics and research. Rather, he noted; his concentration was simply on making the very best publication he could; i.e., the whole emphasis was on the product.



FM 88 90 92 94 96

AM 55 60 70

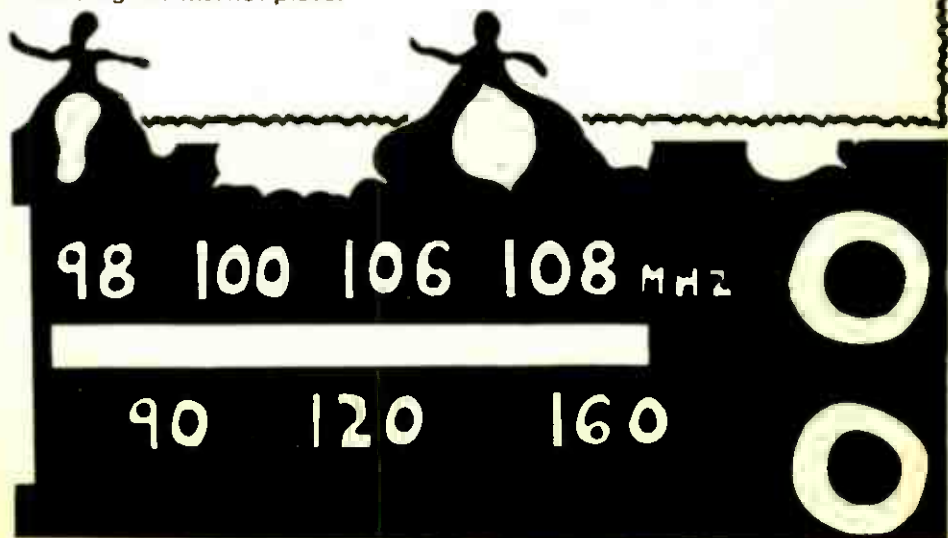
Science Or Art?

Of all subjects in the Radio Quarterly Report, none is more controversial and more emotion-evoking than a discussion of "research." It has been the reason (or excuse) for playing or not playing a record, or other programming elements in a station. It has kept records from being released. Its impact has been such that its proponents and opponents have aligned themselves in past years into directly clashing camps.

The first part of the war, however, is almost over. Interviews with record promotion and marketing people made it clear that the record industry deems it completely necessary to spend more time and money today, understanding the market place.

A Radio Quarterly Report survey of 2700 radio stations reveals that only 26.8% of stations in the top 200 markets don't employ any type of research. Biggest kind of music research is, of course, calling record stores to see what is selling. Almost half the stations doing research do extensive research in the record stores. Another 25% compile request action and integrate it into the calculation of what they do and do not play.

Those are the old-hat methods. But in 1976 it's only the beginning. Today radio stations have employed such methods as putting in Wats lines so the entire survey (and more) areas can call and request records. The contest entrants, with the names, addresses,

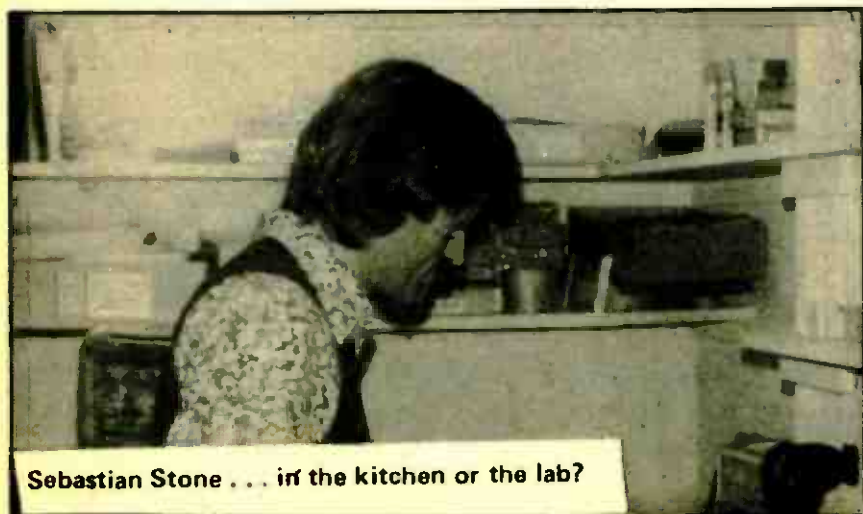


Radio: Science Or Art?

ses and phone numbers are being saved and used in all sorts of ways. This has been part of the call-out methodology now rapidly growing in radio research. These call-outs will range from asking the listener to audition 30 short pieces of music and ranking them, to questions like, "what is your favorite music?" or "who are your favorite recording artists?"

to, "what station do you most hate to listen to?"

In-store research is growing. In an interview in his Dallas office, TM head Jim Long pointed out that, watching people put 6 or 7 dollars over the counter to buy a piece of music was to him, "meaningful research." Although he made it a point to say that "I really have not seen any research done by a radio station that I consider meaningful research." In-store research itself has even gone further. Some stations have attached mail cards to the album, getting the buyer to fill out his name and address and favorite cuts off the album. The in-store interviewer can also do this, later calling the buyer and asking him which cuts he liked best off the album. Other stations are using the number of jukebox plays, a method further enhanced by new national jukebox surveys such as those done by Replay.



Sebastian Stone . . . in the kitchen or the lab?

Q-FM's FIRST BUFFALO TO SAN FRANCISCO MUSIC POLL.

Categories

Instructions

1. Do not leave any blanks. Vote only once in each category.
2. In some categories there are nominations listed. Select your choice from the nominations listed, or you may write in another choice (not listed) if you prefer to.
3. Make sure your name, address, telephone number, and age are printed on the other side. You must complete this to be eligible to win.
4. Please print neatly.
5. Listen for the results on Q-FM starting Monday, April 28th.

ALBUM

Best album released in the past 12 months

- Queen - "Night at the Opera"
- Dylan - "Desire"
- Phoebe Snow - "Second Childhood"
- The Who - "The Who by Numbers"
- Paul Simon - "Still Crazy After All These Years"
- Bad Company - "Run With The Pack"
- Other

SINGLE

Best single released in the past 12 months

- "Miracles" - Jefferson Starship
- "So Ways To Lose Your Lover" - Paul Simon
- "Born To Run" - Bruce Springsteen
- "Someone Saved My Life" - Elton John
- "At Seventeen" - Janis Ian
- Other

BEST CONCERT

Best live concert of the past 12 months

WORST CONCERT

Worst live concert of the past 12 months

HERO

Buffalo hero of the year

TWERP

Buffalo twerp of the year

BEST CRITIC

Best Buffalo music critic

- Daie Anderson - Buffalo Evening News
- Roberta Plutza - Courier Express
- John Dwyer - Buffalo Evening News
- Hal Crowther - Buffalo Evening News
- Jeff Simon - Buffalo Evening News
- Chris Farkas - Spectrum
- John Duncan - Spectrum
- Bernard Kugel - Postrol
- Gary Sperrazza - Freelance
- Bill Wasi - Buffalo Jazz Report
- Other

ROCK

Best Buffalo rock

- Talas
- Cock Robin
- Jambo
- Silver Heels
- Zap
- Warlocks
- Weekend
- Spank
- Big Wheelie and the Hubcaps
- Freeze
- Scratch
- All About
- Windfall
- Izac

- Free Spirit
- Front Page News
- Good Times
- National Trust
- Chenango
- Harpy
- Other

WORST STATION

Worst Buffalo radio station

JAZZ

Best Buffalo jazz act

- Jay Mann
- New Wave
- Buffalo Jazz Ensemble
- Birthright
- Jeremy Wall
- Existing Reality
- Other

BEST CONCERT FACILITY

Best Buffalo concert facility

BEST D.J.

Best Buffalo Disc Jockey

WORST D.J.

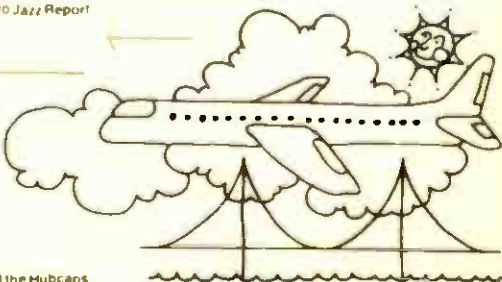
Worst Buffalo Disc Jockey

WORST CONCERT FACILITY

Worst Buffalo concert facility

BEST STATION

Best Buffalo radio station



Q-FM

We then found people like Lee Abrams who combine a contest with research information. At WGRQ he gave away trips to San Francisco with contestants entering by filling out "Q-FM's First Buffalo to San Francisco Music Poll." With the contest he ties in station image as well by asking listeners to check the box for their favorite album by mentioning various big sellers, but he also leaves blank on the sheet as well. He finds information on the Worst Concert, Buffalo Hero of the Year, Worst Buffalo Radio Station, Best DJ, Best Music Critic, etc. He, by the way, combined this with the fact that you had to listen to the station during the last week of April in order to win. A good many stations are using the questionnaire method, and it goes deeper than just the top 40 stations. KFAC in Los Angeles has compiled a top 40 classical list, tying in with one of the record store chains in town. From this they are getting what is, in essence, the classical hits in Los Angeles.

A limited number of stations are compiling data by using listener panels, on-the-street interviews, and a surprisingly small per cent utilize discos. It was mentioned in the *Radio Quarterly Report* survey as only 4% of the stations. Finally there are those stations using emotional research. Sebastian Stone of ERA in San Francisco specializes in this research technique and it is successful not only in radio but of recent days in television newscast assessment as well. Stone told the *Report* that, "You are only doing half the research if you're not doing emotional research."

Today in psychology the dual hemisphere aspects of the central nervous system is well accepted, Robert E. Ornstein in his *Psychology of Consciousness* pointing to the rational and irrational aspects of man. He emphasizes the fact that man views the world in two different ways; "one is analytic, the other holistic." Stone and his partner Willis Duff, come into a market and

seat a finely culled group of subjects before radio tapes of T.V. screens and get not only the secret voting of what they are viewing, but their response on the Galvanic Skin Response equipment. A final confrontation session of sorts between ERA and the subjects adds to the final understanding of what is accepted or rejected.

It should be understood from scientific testing all the way back at least to the 1920's, that there is considerable question as to the actual validity of psychophysiological testing. A psychologist by the name of J.I. Lacey reported in a series of experimental publications in 1963 that there was significant evidence to support the claim that people's hearts tend to slow down when they are pleased with the environmental stimulus. Yet, in subsequent studies, duplicating the DeLacy experiments, all sort os different results were found. There are many different ways to measure a person emotionally. Heart-rate, Galvanic Skin response,

muscle contractions and brain-wave feedback and most often utilized and there is still plenty of research going on in the nation's psychology labs. Dr. Tom Turrichi has brought emotional testing to the forefront in the industry and we ourselves attempted to duplicate his experiment at Cal State University. In 6 months of research we found no definite conclusion; interpretation is the key to understanding the graphs and charts. While our own experiments showed statistically significant predictability, specifically in the area of GSR, there was also some significance in heart rate as well. Research on this subject is available upon request from the *Radio Quarterly Report*.

The stack of records that used to sit on the programmer's desk has now been replaced by questionnaire results and compilation of research data. Computer screens are in the music director's office. People like Jim Smith, MD of WLS in Chicago have not only Masters in Marketing

degrees, but also have complete knowledge of computer programming.

At the Midwest Conclave in Minneapolis a few months ago a PD in response to a promo man's suggestion that "you have an ear" retorted with "yes, and I also have a business, and I can't take those kind of chances."

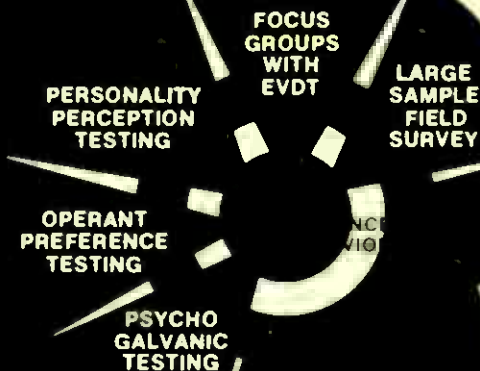
Those opposing the mathematical attitude of the industry today have a tendency to ask "has it all turned to questionnaires and factor analysis and request line compilations? Is nobody in the industry listening to music anymore?"

But the picture is not all so bleak. There are the KNXs and the KSANs and the classical and spanish stations, and the other speciality stations who are ignoring research and picking their music by sound. And at the same time there is beginning to be a new awareness that numbers, as Winstein once said, "prove nothing."

As one gets deeper and deeper into attempting to objectively analyze the questionnaires and all the data, and as one designs experiments, computes the results and comes up with statistical significance, one realizes that all mathematical answers result only in more questions. It's like one fellow said, "if all you have is a hammer, you tend to treat everything as a nail."

Today in the research field, which includes marketing people, sociologists and psychologists there is a growing realization that not only is there a scientific, mathematical way to perceive the world but at the end of exhaustive research there is clearly the arts. After all, with all our technology we still don't really know where we cam from, why we're here, and where we're going when we die. With all our research, it's still just probability...perhaps at least a 60% chance... perhaps only a 10.

YOUR NEWS HAS A HEAD START WITH ERA.



MAJOR MARKET SUCCESS STORIES:

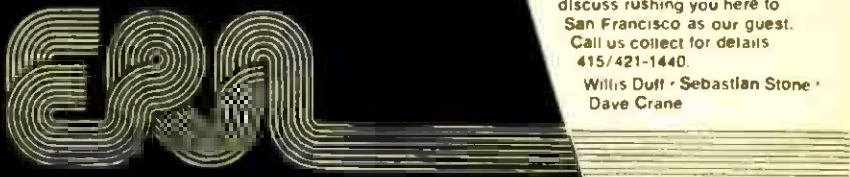
Other researchers just ask them. But if you want answers that you can put into operation—ask them our way. We're ERA, broadcast research consultants, and we have a proven method for getting into your audience's heads. We call it Multiple Methodology Research utilizing five interlocking attitudinal and behavioral techniques at both conscious and subconscious levels. That's a lot of fancy jargon that simply interpreted means there's more than one way to get into your audience's head. We get into their heads to show you how to put your news ahead.

We're experienced broadcasters who believe research should be more than solely relying on memory or a bunch of numbers telling you where you've been. Let's take a look at where you're headed.

WRITE/CALL:

Send for our brochure, or if you're in a hurry, pick up the phone. In fact, if you're really close to buying research, we'd like to discuss rushing you here to San Francisco as our guest. Call us collect for details 415/421-1440.

Willis Duff • Sebastian Stone •
Dave Crane



An ERA Trade Ad – The Forward Edge of Radio 1976

TODD AND JACK

Besides ERA there are at least two fairly recent formed companies which are gaining heavy success in the area of radio research. Former programmer, Todd Wallace has established (in Phoenix) what he calls Radio Index. Basically it is a personal random call-out for a station, on a weekly basis. Wallace computerizes the week's calls on the weekend, and gives the station the result the following Monday. He told Radio Quarterly Report: "The total audience, as a mass, is constantly changing its is constantly shifting its listening habits in weekly cycles. And as social change speeds up, it many times takes unexpected turns. So, a weekly moving average of ratings is becoming more and more necessary to aid the programming realist."

In addition to Radio Index, Todd has several other services, including Preferential Profiles (which display on a percentage basis the reasons why listeners prefer the station), Talent Recognition Reports (which

note the positive and negative awareness of every air personality in the market), Stratified Format Studies (which are qualitative studies of specific demographic and psychographic group), Geographic Breakouts, and Mutual/Exclusive studies (which indicate audience mix and exclusive cume data for each station).

Finally Wallace has recently introduced MARS/Music, a stratified sample study of music preference. He told us: "The germ of the idea was formed several years ago when I began to realize that less than 10 percent of the audience purchased 45 RPM singles or called a radio station to make a request ...and even that 10 percent basis is heavily biased in favor of teens and sub-teens. So, it follows that if you're trying to appeal to a 12-34 audience base, you don't do it by programming what the 10 to 15 year olds say should be played. So," he added, "as a programmer I was most interested in influencing the Arbitron universe, so it seemed

logical that to find out what 100 percent of the target audience in the ARB universe wanted to hear, all you had to do was ask them." (This is the way ARB found out what radio stations the people in the Arbitron universe like in the first place.)

Wallace gives the station "a familiarity rating of each record, its acceptance and rejection, the burnout level, tolerance ratio, and displays for every target demo are included for every song."

Wallace's company, which has almost 60 subscribers, has been so successful that he put a moratorium on new customers until sometime this summer when expansion can allow for more customers.

Down in San Diego, Jack McCoy and Doug Herman have formed Dynamics Programming Services. The walls of the former programmer's office are lined with blackboard equations from one side to the other. Herman does the computer programming on their computer. They offer Chapter One which

is a huge hard bound analysis of the station's ARBITRON ratings. It shows where the station was weak (in precise form) and gives suggestions for improvement all based on mathematical equations worked out by the two. In addition, it will be interesting over the next few months to watch the growth of RECON (basically a computer terminal right in the station), which is hooked to the San Diego computer. From this a station can get on line and test optimum rotation of various programming elements such as music or promos. The computer will tell the programmer just when and how often a record should be played for example, in order to hit the demographic audience that the record appeals to. This is only the beginning of the services offered by McCoy and company. He created and successfully marketed the Last Contest a few months ago, and with a new studio now functioning, more scientifically designed programs will be coming out of DPS.



Tony is one of America's most successful independent promotion men. Known for his quick wit and humor, we are pleased to present one of his very first articles of seriousness.

LIGHTEN UP, BOYS

By Tony Richland

Has radio O.D.'d on research?

I was waiting for an appointment with a program director at a Southern California TOP 40 several years ago. He and his staff were in a jock meeting and when the meeting broke, the P.D. and all the D.J.'s emerged in a euphoric state, laughing and joking and acting as though they had just dredged out a cure for cancer.

When I asked why they were on such a high (ARB results weren't due for a week) the P.D. told me that they had finally found the answer to stifling the competition once and for all. There was no question about it; the guys across the street may as well roll over. This was it! You see, after a helluva lot of research we're moving our news to 41 1/2 after the hour immediately following a bottom of the hour 8 minute sweep with no female medium tempo re-currents following a mid-sixties or older male up-tempo oldie and never right before a middle of the thirty current.

Well it was clear to me that they HAD hit upon a sure tuneout preventer. PRIOR to this meeting female medium tempo re-currents HAD followed mid-sixties or older male up-tempo sweeps or whatever. To this the great unwashed have GOT to respond!

NOW picture two close friends, females, target audience 18-34 types driving home from the beauty parlor. On comes the news at the new time followed by the female, the sweep, the male or whatever. One of the 18 to 34's turns to her friend and says, "Hey did you hear that??? Wow! Yesterday these losers NEVER would have played "California Dreamin'" right after that current Olivia Newton-John. "California Dreamin'" is from late '65!...and HEY what a great idea hearing the news at 41 and a half after the hour!

YESTERDAY these turkeys had their news on at seven and four-fifths minutes after!" Her friend, really excited, nearly feverish with enthusiasm says..."Right girl, NOW let's STAY with this station!"

What I'm saying is: the recent madness about research has gone a bit far. Everyone in radio seems to be trying to out-research each other.

Granted some interesting, if haphazard, pictures of the audience can display themselves. However, the over-complexities of a lot of current research and talk about balance, day parts and all the rest has gone bananas in the opinion of some people around the business (namely me). Sometimes I think that SOME radio people justify their gigs that way. When it's dull around the place, let's have some research. Let's pretend we're Dr. Joyce Brothers and decide that we know what order or pacing or scheduling the public wants to hear.

Personally, I say PLAY THE RECORDS! Some stations are proving that it doesn't *necessarily* have to be Play the Hits. Ever hear of KNX-FM in LA? Big Success. Good Numbers. Top Sales. Catch their act sometime. Lots of new UNFAMILIAR records! Sometimes TWO IN A ROW! Sometimes three female familiar vocals in a row. Rules being broken. But the station *sounds* good. They play the records, remaining within a reasonable framework and sound and they respect the audience. Of course there is room for and a need for the slick and well-programmed TOP 30. But at least two of the GOOD ones on the West Coast, KHJ and KCQB, have programmed some out of the box, left field new releases lately with no mutiny by their audiences despite the fact that both stations are heavily into research. Maybe there's light on the horizon.

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WOSH-Oshkosh
 WIZM-La Crosse Cont. on page 14 9



..by lee abrams

There's a new kind of programming research that is by far the simplest to do. It requires no paper and requires no interviewing, except for one person. That person is yourself. Self-evaluation research can be, by far, the most enlightening and in many cases, the most valuable that can possibly be accomplished. The first phase in self-evaluation research is looking at your own background, thinking back as far as you can go, to the first times you started listening to the radio. When you were just a teenybopper yourself, you can usually remember what turned you on, what turned you off to radio. At that time, you may have been a little active, a little different from the rest of your peers, yet at the same time, you probably didn't know what demographics were and you probably didn't know that Pulse or Hooper ratings even existed. Yet, some startling observations can be made by looking into your own past. For example, let me go back to 1968, January of that year, to the lunchroom of Homewood Flossmoor High School, right outside of Chicago. I remember a tremendous argument between a group of people who thought Cream was the best group in the world vs. a group who thought the Young Rascals were the best group in the world. Now, by digging deeper into that situation, I remember that actually only three of four of the school's hipper people were into Cream. However, because these people were hip and because people looked up to these individuals, dozens of

people joined the side of the Cream followers, preaching that Cream was the best. What actually happened here is that peer pressure formed a response and in reality, a lot of the people who sided with Cream actually felt the Young Rascals were better, but were afraid to admit it. Along side of this, dozens of people responded that the new progressive station in Chicago was the one they always listened to. When I probed a little deeper, I found that most of the people who responded to the progressive station responded only because it was the hip thing to say. This may be very basic, but it's important because it gave me additional insight into how the masses think. Another example might be an older brother of mine who thought the music I was listening to was junk. I couldn't believe this, because here I was, a 15 year-old music know-it-all and my brother was an 18-24 hipster, into the Brothers Four and the Lime-lighters. Here is a realization that every individual is an individual, when in regard to their musical tastes. I can apply that to 1976, where I personally don't care for a lot of hard rock artists and can't understand anybody who would like these artists; by looking back on that mid 60's situation, I can feel a sense of understanding toward today's heavy metal teens.

If you have a rigid format background and research orientation, it is sometimes difficult to trust yourself. At times I think a record is good, but am afraid to play it because of a



“BECAUSE OF OUR BACKGROUND IN THE BUSINESS, WE ARE TOO FRIGHTENED TO EXPERIMENT.”

built-in fear of individual thinking. In 1976, it's time for the emotion science balance. This would mean trusting your own emotions, but backing it up with some sort of valid, mass input. Without this, radio can only continue in a vicious circle, where there is no progress because of such locked in ideas of what the whole industry is all about. You might hear something on a very successful radio station and think, "Boy, that doesn't sound good at all." But, the station is successful. In many cases, your own thoughts about that idea might be very correct, but your conditioning says, "No, we better do it, because that station's doing it and usually they do things right." Self evaluation, combined with mass evaluation is the key. Many of us forget that our own mind is the most valuable research tool we have and that soul-searching, when combined with science is a killer combination...one that can bring dramatic results. Soul-searching goes beyond programming concepts into administrative concepts. Administration is nothing more than formalized communication. Communication is not always an easy process, so sometimes it's necessary to think back to how you have been handled in your early days of radio to what a rebel or a yes man you used to be as an individual. Such backtracking can give you an excellent insight on how to deal with your peers or staff members today. And, that's important.

You can even go back and find specific promotions or specific ideas from the past. Rework them a little bit and use them today. There is a vast wealth that can be learned from contemporary radio circa 1956, 1965, also known as the "pre-tight" days.

You might listen to an old aircheck of KFVB and WQAM and pick up on the magic those stations had. Needless to say, it would probably be a disaster to take exactly what they were using and apply it today, but that's where you come in. You are living today. You are seeing what's going on. You can translate that magic into 1976. Even more impressive are the ideas that you can create today. It's time to break out of your shell and look around. If you have a good firm grasp on your own past, relating to radio, and music, you can start looking around today and start thinking of new concepts and new ideas. Again, when these are backed with science to act as a consideration factor for the idea validity, the combination can be mind boggling.

The frightening thing about many broadcasters today is their lack of insight. Sometimes you'll get so tied up in *Radio and Records*, *Billboard* and the competitors that you lose track of individualism. The FCC is very lenient and gives us great leeway in programming. But, because of our background in the business, we tend to be frightened to experiment. You should be frightened to experiment because an experiment by definition implies something that may have negative or positive results. Again, I must stress the emotion science combination. First emotion, then back it up with some science and technology to find out the feasibility of your projected project. As we all know, things are getting tougher. Fragmentation is occurring. The next step is lower homes-using-radio factors, because stations will very gradually and very slowly lose appeal through technological deficiency. We have to update ourselves and the first place to update is in your own head.

THE LAST OF THE NEIGHBOR TO THE NORTHWEST?



WCCO GOES CART IN 76!

The big news of the year for WCCO radio was a final breakdown from disc recordings to cart machines. The cutters have been laid to rest and there are other signs of WCCO's modernization as well. News studios in another part of the building, newer, quieter wire service machines and a gradual whittling away of the ratings by a fractionalization of the audience, bring us to believe that even further improvements are impending for the "Good Neighbor to the Northwest."

WCCO is an extraordinary radio station. Their overall share of the audience hovers around the 30's. They are far and away the leader in the heavy section of 25 plus. While their numbers under 25 have been

taken away by the KDWB's, KSTP's KRRS's, they still rank among the leaders in those demos.

What's even more important is that in this day of strict formats, and heavy money give-aways, WCCO has been able to accomplish their numbers with much less music, plenty of commercials and essentially black programming. They had so many little features running through the day we couldn't begin to list them all, but they run from Dear Abby to recipe shows to the Good Neighbor Award and the Daily Almanac. Agriculture is a heavy emphasis as it has been since its initiation into the market in 1924. Originally known as WLAG, the WCCO call letters stand for the

Washburn Crosby Company, who took over in 1924, and programming wise the changes have been infrequent. True, the orchestra isn't there anymore but you still see scripted shows and heavy production throughout the broadcast day. We asked assistant PD By Napier to explain the WCCO success. "Primarily it's the people" he said. Few stations enjoy the longevity of its air people. Morning man Howard Viken just celebrated his 25th anniversary on the air by bringing in the governor to do his show. The newest man on the staff has been there about 5 years. The average is somewhere in the neighborhood of 15 years. Their names, Howard Viken, Charlie Boone, Roger Erikson, Chuck Lilligran, Steve Cannon, Franklin Hobbs, Steve Edstrom, are household names in Minneapolis. Newsmen Jergen Nash and Dick Chapman have put in around 20 years each and farm director Maynard Spreece has been a mainstay for 22 years. Napier went on. "It's

the old familiar, dependable thing." A recent survey by another Minneapolis station showed that 75% of those surveyed turned primarily to WCCO for news and weather. "We generally draw our people from the area. People coming in from other areas have a hard time relating to us. We don't rule them out but we'd prefer local people. I think we've built up a confidence over the years, that when something big is happening we are going to cover it right. A couple of years ago we had a big blizzard come through here and we scratched hours and hours of commercial programming to just go on and talk to people about events cancelled and all kinds of things that were going on. We try to think what their needs are and do something about it."

On our visit to WCCO we asked, "What is the format here?" Music Director Denny Long screens the music and sets the current records in a bin for selection by the air personalities and he maintains a

DENNY LONG: "The Kid," Music Director at WCCO.



large library of older records as well. He'll suggest things that he thinks might be food, but in the long run the programming is up to whoever puts his name on the show. It really is the Howard Viken show in every way. Napier elaborated: "Our people know what we're after and they know their listeners so well, we don't need to be that exact with a format. We don't do any contests but we do a lot of promotional type things. We built a broadcast station at the Minneapolis State Fair, for example. I don't mean a booth, I mean a broadcast station. We tell the announcers, 'We put you out there, not so the people could look at you, but so you could look at them.' We want them to see who the people are, what they want to hear and this kind of thing."

The Station has some basic programming practices such as "don't say television on the air. We're doing some interesting things in our evening. Why discuss a television show you hear; or 'Don't say *here* in Minneapolis. WCCO is everywhere." But Napier notes, the basic philosophy is the "me to you approach." "We feel we're talking to one person at a time. We feel that is a very special art. We're seeing less and less people able to do this and I believe that in some ways top forty radio has done this to us. This is the kind of radio those youngsters have grown up with and the kind that they relate to and go into. We've had many top forty jocks who have outgrown the business and want to get into a more stable MOR situation and they've come to us and we've worked with some of them for awhile but we haven't been able to bring them over. They're just not able to do the kind of relating that we like our people to do. We urge our people to read constantly. We keep them on the air no more than 3 hours a day, if that much. We expect them to spend the rest of their time finding out what is going on in the world. Our people are well paid and their tastes may run ahead of our listeners and so they have to work at being interesting."

We then turned our discussion to rating and contests. In response By

said, "We don't do contests because it always smacks at buying the audience. We'd achieve audience involvement in various ways. We do a one hour night time quiz show but the prize is not significant (it's only \$8.30) but the conversation is. In one hour we may only ask 5 questions and the rest of the time we just sit there visiting with them on the air. We've never worried about the ratings so we haven't given that much thought of programming to ARB. I think we're talking about the same thing really. When you're programming to the listeners, you're programming to ARB. It's just a longer range thing. They're (the other stations running contests, etc.) trying to do it all at once. I don't think there's any short cut to it. We've proven that, by working at it for 52 years here. First you program to the listeners and the ARB takes care of itself. Recently an article in the paper here reported that at least two of the stations here were spending up to 60,000 dollars each during this current ARB, giving away 20,000 dollars a whack and that sort of thing. The program directors admitted they didn't really think it did that much good. Everybody is doing it, so what do they gain? I don't know."

Finally we asked By whether or not WCCO was Utopia for disc jockeys. He answered, "Well, we have an exclusivity thing with our people. They can't do spots that will run on any station in this market. Some of them do national spots that do not appear in this market but we do insist that they only appear here on our air. Their salaries are well above most stations in the country. This is really the reason we keep them for so long, really."

There is word that Program Director Val Linder may soon retire and be replaced by Napier in the PD position. By's parting words were, "The day may come when we have to go to playlists and this sort of thing. I just don't know."

As a radio-art student, I hope we don't have to say good-bye to the Neighbor Of The Northwest and hello to shot-gun jingles. In the meantime, the hits just don't keep on comin'...but the ratings do.

WLS MUSICRADIO 89 abc
 WLS MUSICRADIO 89 abc
 WLS MUSICRADIO 89 abc
 WLS MUSICRADIO 89 abc
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DUH·BUL·YOU·
 ELL·ESSS

IN CHICAGO

Old Chicago-landers will tell you that it really racked them off when slick, big old WLS, came on the air with top forty radio to compete against day timer WBBM. This was around 1960. There was Crowley and Company with knocks on the door and there was Dick Biondi with his spaghetti. Those who followed it will tell you about Gene Taylor and Art Roberts and John Rook. It's sort of not-different-and-kind-of-the-same today.

The hang-outs have changed. They have a woman disc jockey now and the music director has a masters in Market Research. But they're still 50,000 watt clear channel and you can pick them up in your tooth anyplace in Arkansas.

They are top forty. That you can absolutely say. They've got the call letters going in and out at just the right times. The balance of the music is carefully planned. It's done by MD, Jim Smith, on a computer program he designed and maintains himself. He went to school for it. PD John Gehron, on the other hand, listens to the records and they told us in an interview at dinner that, "They kind of balance each other off."

They're an ABC 070 and recent knowledge has indicated that PD's and MD's, especially of corporate stations, are obligated to justify every piece of music they play by giving reasons, and most of them turn out to be mathematical.

Truth of the matter is that the station which literally covers the US, depending upon the condition of the atmosphere, has about 18 records on its current playlist and half of their rotation is oldies.

Yet, with all this scientific attitude toward programming, contrary to popular belief, WLS can be, at times, one of the nuttiest radio stations you've ever heard.

There's the format going along just nicely and the next thing you know morning man, Fred Winston, has just killed it all. He and the morning newsman are talking over each other and finally the newsman persuades the engineer to kill Fred's mike and we hear him screaming behind the news in the background.

One evening in Chicago, we heard John Records Landecker take a full 10 minutes to explain very carefully a promotion that was coming up.

There's sound effects and personality and bits of some kind or another running through every show and it is evident that programming policy does not hold the format as a sacred cow that can't be violated.

Overall the Jan-Feb Arbitron rating has WLS third in the market behind WGN and WLOO. The book was down a bit for them; usually they are running just behind WGN in total M-S shares. They, of course, own the teen market, pulling a 20 or better in all the past five books. WCFL's switch to beautiful music should give them an even greater lion's share of that market.

A 1975 Super Cume rating noted that WLS had 5 1/2 million listeners in 32 states in the US.

WLS (World's Largest Store) has been broadcasting since 1924 when Sears-Roebuck put them on the air. ABC bought them in 1960.

One of the secrets to the continued success of the station, John Gehron believes, is the contentment of the staff. They have not had a major disc jockey change in over 3 years.

The station is heavy into promotions. One of the most extensive campaigns (with strong advertising in other media) is their "Sing It and

Win" contest. Their promo reads:

WLS, Music Radio, has a little magic that you can do

First, take the letters WLS;

three seemingly ordinary letters found in your every day alphabet then, add Music and here's what you get.....

(sound of listener on the phone singing the jingle)

(Jock in actuality comes on with "You have just won 1,000 dollars.")

WLS. It means big money magic when you "Sing it and Win."

To be eligible, send your name, address, home phone numbers along with those of two friends to WLS...etc.

The station, by the way, has not changed its call letter logo since its beginning.

The line-up of the station reads

5:30AM-10AM Fred Winston

10AM-2Pm Tommy Edwards

2PM-6PM Bob Sirott

6PM-10PM John Records Landecker

10PM-2AM Steve King

2AM-5:30AM Yvonne Daniels

Weekends

Jeff Davis

Bill Price

WLS	MUSICRADIO	89	
WLS	MUSICRADIO	89	
WLS	MUSICRADIO	89	
WLS	MUSICRADIO	89	
WLS	MUSICRADIO	89	
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WLS	MUSICRADIO	89	
WLS	MUSICRADIO	89	

the new
WCOL

WCOL-Columbus, Ohio

Over lunch one day, *Record World's* Lenny Beer brought up WCOL. "Columbus is the best test market in the country," he told me. "And WCOL is the most watched station in the US."

This prompted telephone conversations and tapes and tons of material from Ohio's capital city. The market is virtually perfect for test marketing first of all because it is so balanced. Ohio State University gives it a youthful feel, while state government and heavy industrial employment express a conservative side. It is one hundred miles away from the nearest SMSA, Cincinnati so it's a self contained market.

WCOL has virtually kept the same format for almost 20 years of rock and roll, top forty type radio. As one would guess the station is tight but personality oriented, with its on the air staff as well. The combined AM-FM operation has some 70 employees, complete with a ten man news staff, broadcasting live news coverage 24 hours. Three of those newsmen have Masters in Investigative Journalism.

The average disc jockey longevity is 4 years. PD Brian McIntire has been there 8 years and morning man Wes Hopkins has been doing that for 9 years (32 in radio).

WCOL has about 40 records on its current play list; long by today's standards. Their rotation contains about 30% oldies. McIntire notes that "our music selection is done by a five member panel, made up of the General Manager, myself, Music Director Dave Bishop, FM program director Bob Gooding, and Market Research Director John Lankenau. Dave and I do all the background sales and request research and then the five of us sit down on Tuesday afternoon and make the final decisions. We have remained with a 40 record playlist for many years and we push the 'new music' image of

the station on the air. Columbus is not only a great test market for new products, but also for new records. We truly do not go on a new record with the idea of 'breaking it,' but on certain types of new music we feel we know our market and the types of songs that will do well here."

The station researches 16 local retail outlets, 2 local one stops and 3 regional racks. They take their request line very seriously and it's monitored constantly for feedback.

McIntire points out that "we are a family station, having used a pretty conservative music lyric policy that has kept some records off the air that would have upset parents."

The station is heavily community oriented, their promotions have been things like the "Tornado Safe Spots" which were distributed to over 250,000 Central Ohio school children for them to put on the wall of the safest spot in their home. They also gave away over 20,000 flashlights to school children to use walking to school in the dark, when daylight savings came early to Ohio.

"Much of the success of WCOL lies in our longevity," Brian told us. "General Manager Dan Morris has strived to make this a great place to work and it has paid off with very little turnover and a staff that works very well together. There is a team spirit here and that helps get tons of work done smoothly and efficiently."

WCOL on the air line-up:

6 10AM Wes Hopkins
10-2PM Jim Davis
2-6PM Tom Kennedy
6-12mid Chuck Martin
12 6AM Terry Ward
Weekends -

Dave Bishop
Harry Valentine (also prod. dir.)
12-6AM Mon. - Tues. Vicki

SPOTLIGHT ON:



WMAQ-Chicago

Come out of the record with the call letters; same going in. Hold a current play list of about 30. Mix in about 60% oldies. Do call out research on both music and listening habits. Pay attention to the sound balance. Mix 'em all up and you've got the number five radio station in Chicago. It's COUNTRY WMAQ, although PD Bob Pittman might object to that COUNTRY remark. He points out, "I really don't believe in labels. We share our audience with other formats more than we do with the other 'country stations.'" Since Lee Sherwood and Bob Pittman took over the station, the ratings have consistently been in the top stations in Chicago. The secret has to be in the amount of research being done (immense) gaining them an incredible knowledge of their audience. At the same time within all the very psychologically oriented programming, the jocks are obvious in striving for a natural "human" communication. Pittman explained, "our on the air people strive to be real. If they feel like talking, they can...as long as they are being

themselves. But we do not do 'prepared' material. We do not put on a 'show.'"

The station promotes heavily with such contests as cashcall and the "O-in" (Rip off). They use jingles sparingly but their TM custom package is there. Within it all there's White Sox baseball and uniquely enough a female 7-12 midnight disc jockey named, Ellie Dylan. They have 15 newspeople among their 100 employees.

Bob summarizes the station with "we've just set goals and worked toward those goals in the most analytical & objective manner we could."

WMAQ-On The Air Line-up

6 10AM Lee Sherwood
 10-3PM Jay Marks
 3-7PM Bob Pittman
 7-12mid Ellie Dylan
 12-6AM Fred Sanders
 Swing-
 Dude Walker
 Lon Helton
 Rich Renick



DAVE KLAHR & JULIAN BREEN

WMGK-PHILADELPHIA

Back in April, WMGK operations director Julian Breen told Jerry Del Caliano in an interview that the idea behind KMGK had come in a parallel way to the old Todd Storz experience of watching the juke box. In San Francisco back in '71, Breen hung out at a restaurant that provided a free juke box. He noticed that "the songs the people were selecting were along the softer contemporary line, as opposed to any hard rock or Frank Sinatra." (Songs like "Yesterday" by the Beatles.) He put demo tapes together 2 years later, and Greater Media slapped it on in Philadelphia.

WMGK is along the same principle lines of KNX-FM and WKTU, but again the sound, selection wise, makes it unique and impossible to define. But, when you listen to the three stations the difference is obvious. WMGK plays jingles (15 seconds in length) with the slogan,

"The Magic Is The Music." They will run 3 or 4 records in any one set, with a total of 8 commercial units per hour. News is run every hour, 60 seconds worth at 50-55 before the hour. Like WKTU they run no contests or promotions, but do a good bit of outside newspaper, television and billboard advertising. The station has been so successful that the format has now gone on WMJC in Detroit.

Larry Wexler is station GM and Dave Klahr is PD.

WMGK-On The Air Line-up

6-12AM Bob Leonard
12-6PM Peter Booker
6-12mid Walt McCree
12mid-6AM Carol Lynn
Weekends:

Gary Jacobs
Mike Landry
Herb Barry

KRSM

SAN FRANCISCO



A Metromedia Stereo Station

K S A N SAN FRANCISCO

KSAN's history is that of a whole new kind of radio that is now taken for granted in practically every North American city of any size. Tom Donohue began it all at KMPX and within just a few months the entire staff had moved to KSAN. That was 1968 and the overall format or "non-format" if you please, still remains.

Tom Donohue passed away over a year ago. The same format called "acid rock" back then is called AOR or progressive now.

Donahue's general idea was to put together a radio station that was the opposite of everything he had had to put up with in his top forty radio days. As KSAN PD Bonnie Simmons pointed out, "Tom could hire all those weirdos who couldn't get jobs anywhere else. He could be inventive and imaginative and have a good time doing it."

KSAN is unusual in today's radio in the fact that they have no set psychological format. "There are 14 music directors at this station," Bonnie told us. "We listen all the time, but the on the air staff plays what it believes the listeners want to hear. We don't do sales reports because I was a part of hyping those reports when I was on a distributor level. We still listen to music here. There is no playlist." Bonnie admits that possibly if the station did have a mathematical, psychological format the ratings might increase, but she calls such an approach "ugly."

Yet, she adds "I'm speaking from a position of strength. I don't know if I'd say the same thing, if we were in the toilet. We're sold out, though."

Not only is KSAN sold out but when you check recent ARB's you'll see not only an overall top ten listing for the station but that KSAN is a strong number one in 18-34 men (quarter hour) and doesn't do so

bad in women either.

It is, in a day and age when so called progressive stations are more and more formatted, still a "free-form" station. The jocks come from all sorts of radio backgrounds; country, top forty, all news, MOR. There's Terry McGovern, who moved over from KSFO a few months ago and has become one of the most talked about jocks in the city. Bonnie follows him and then Bob McClay comes in. McClay has been there, and back. Richard Bossett, Phil Buvhanan and Norman Davis round out the line-up. "They've lived here for a good long time. They know the city and know the people. They know how to pronounce the names of the streets. They're involved."

KSAN has a four man newscast; most of the news is blocked in the morning, ten to fifteen minutes casts. The news to say the least is unique and creative.

There are no jingles, no pimple cream spots, but there is rock and roll. "We sell oil, cars, coca cola, you name it," Bonnie explained. "But we do try to stay away from junk food, bad movie commercials and those spots that has the guy yelling at you."

Throughout the week there are various specialty programs on the station, "Maybe it's Melissa Manchester with a 90 minute live concert from the back studio, or Francis Ford Coppola dropping by to talk about his latest movie in progress. Or it might be such items as the Fillmore years which was 60 hours long and won the Armstrong Prize. There are weekly shows such as The Talkies, a Sunday morning talk show. There's the KSAN Kollege of Knowledge, a quiz show spoof or more serious stuff with news documentaries on the Last News Show.

**GENERAL BASIC ASSUMPTIONS
ABOUT RADIO PROGRAMMING**

If you've been in radio over a couple a months you've probably run onto about a thousand different statements (with about half from the general manager and a third from the chief engineer) about how a radio station should be programmed. In our continuing drive (which began back in 1968) for getting back to the basics we found as many programmers as we could and asked them to give us some of the basic statements they had either over the years or invented themselves. We do admit to initiating just one, in order to kick it off: I take credit for "Never play two female artists back to back." Something with which I open every new station meeting. We'd like to know how many of these statements you agree with. The important point is **ALWAYS REMEMBER** that we are generally speaking. You will find exceptions to every statement but the rule of thumb to should be "more than 50% of the time." What we'd like you to do is go through each of the following statements; circle them true or false. At the bottom we have left room for you to add ten of your own, that you don't see on the list. If you have more, use an extra sheet of paper. Then send the list back, or Xerox it or something and we'll tabulate them and throw out the ones without 50% or more votes. We'll reprint the winners next issue, along with the most widely suggested new ones. Eventually, what we'll come up with is the **TEN GENERAL BASIC ASSUMPTIONS OF RADIO PROGRAMMING** and we'll send it to the Smithsonian, Library of Congress and Mt. Ararack for posterity.

**BASIC GENERAL ASSUMPTIONS
ABOUT RADIO PROGRAMMING**

Contests bring more listeners to a station (CUMES).	T	F
People want more information in the morning.	T	F
People under 35 generally tune into the radio to listen to music.	T	F
The biggest tune-out on a radio is commercials.	T	F
Any talk on a music station is a potential tune-out.	T	F
Playing two females back to back is a potential tune-out.	T	F
People generally prefer male disc jockeys (over female).	T	F
Generally the shorter the playlist the better the teens.	T	F
What people are doing nationally (e.g. that which is reported in the trades).	T	F
Doesn't mean anything to a local radio station.	T	F
It is incorrect to lock in features on an hourly time clock.	T	F
Women don't like to listen to other women on the air.	T	F
You should open a show with high energy music.	T	F
A jingle is a signal for music to follow.	T	F
You should not play a jingle between two commercials.	T	F

People like to hear humor in the morning.	T	F
FM listeners will not tolerate as many commercials as AM.	T	F
Women like softer music than men.	T	F
Contests improve quarter-hour maintenance.	T	F
A hard-sounding record should not be played before 3 p.m.	T	F
Contests increase call letter awareness.	T	F
Jingles increase call letter awareness.	T	F
Call letters should be first out of the record and last into it.	T	F
You should not play more than two commercials in a set.	T	F
A new record should be played in low rotation.	T	F
You can tell whether or not a record is going to make it with three weeks play.	T	F
News is a tune-out, after AM drive.	T	F
Deeper-voiced disc jockeys in midday.	T	F
Black people prefer black disc jockeys.	T	F
Black people prefer black music.	T	F
Black people like rhyming disc jockeys.	T	F
Bad humor is better than no humor at all.	T	F
Live DJs communicate better than taped DJs.	T	F
Hard-sell commercials turn people off.	T	F
3 30's are worse than 2 60's.	T	F
Audience wants the jock to identify every record.	T	F
2 stop sets should be followed by a sweep	T	F
Sweeps should start with the weakest record first.	T	F
Sweeps should begin with the slow record first.	T	F
People like to hear humorous kickers in the last story of a newscast.	T	F
On the spot correspondents are more believable than a live local newsman.	T	F
The news machine background makes a newscast sound more authentic.	T	F
A lot of little prizes are better than one big prize.	T	F
Country music listeners wear cowboy hats and boots.	T	F
The older the person the softer the music should be.	T	F
Disc jockey's shows should be 4 hours, aligned with ARB.	T	F
Requests from listeners should be weighted by demos.	T	F
A top 40 station can enhance its image by giving away concert tickets, albums and concert news.	T	F
Stations having a printed list in the store can get feedback quicker on the records they're playing.	T	F
Attending radio conferences makes you a better programmer.	T	F
Music specials should be run on the weekend as opposed to the weekdays.	T	F
Long talk shows (% hour or over) should only run mornings or Sunday nights.	T	F
Public appearances help a disc jockey's ratings.	T	F
Listeners prefer albums to be mailed to them rather than having to pick them up.	T	F
It's wise for radio programmers to communicate with each other.	T	F

You should give unlimited programming information to the trades.	T	F
People on the radio should be who they are.	T	F
People want something different than is currently available on the radio.	T	F
You should decide 8-10 records are hits and play them in a high rotation.	T	F
Every record you play should be a genuine hit.	T	F
Disc jockeys should have distinctive professional voices.	T	F
You should always sweep across the quarter hours.	T	F
Progressive AOR stations are only capable of reaching 18-24's.	T	F
You should not play 2 slow records back to back.	T	F
Top 40 stations should not play records over 4 minutes long.	T	F
Newscasts should not be over 5 minutes long.	T	F
Newscasts should not be over 10 minutes long.	T	F
You should not play oldies over 10 years old.	T	F
Music in the morning should be softer.	T	F
Billboarding future events increases quarter-hour maintenance.	T	F
There are certain markets where black records won't make it.	T	F
Everyone in radio has at least one dumb theory they operate under.	T	F
Never back announce a record.	T	F
There is no such thing as housewife time anymore.	T	F
The need for drastic day parting has been reduced.	T	F
The mood a jock is trying to create is more important than programming by rules and regulations.	T	F
Listening to music will cloud decision making when considering whether or not to play it.	T	F
All decisions regarding radio programming finally wind up on how it affects the bottom line (money).	T	F
The best way to deal with a chief engineer is in front of the station manager.	T	F
The best way to deal with a chief engineer is on an honest, adult basis.	T	F
Music selections on a DJ show should be programmed by a PD rather than the jock.	T	F
Promos should run during audience surge times during the hour.	T	F
Live spots should run first in a stop set.	T	F
You should run news before your competition.	T	F
The oldest oldie you play during the hour should run directly after a newscast.	T	F
PSA's should be a quick 10 second announcement rather than being recorded by members of the community.	T	F
DJ's should not socialize with staff members of the competition.	T	F
You should list selling records on your store survey even though you're not playing the record.	T	F

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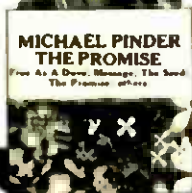
LP cuts are just stiff singles to a top 30 station.	T	F
LP cuts tune out teens and the passive audience.	T	F
LP cuts get upper demo teens and the active audience.	T	F
DJ's should talk right up to records so the station sounds tight.	T	F
Too much DJ talk irritates the listener.	T	F
PD's should instruct jocks to lie about the time to the listener during ARB periods so the listener will round off his listening time to the nearest 5 min. so the station can get credit for another quarter hour.	T	F
A radio station should never lie to its audience.	T	F
Off the air PD's can be more objective about the station's sound.	T	F
You should never refer to the competition on the air.	T	F
DJ's should be held responsible for the ratings on his show if everyone else's are consistent.	T	F
Hit music should not be used as background music on spots unless for record companies or a concert.	T	F
Stations that program to teens should not run X-rated movie spots.	T	F
Stations should refuse advertising from junk food advertisers.	T	F
A recording artist's creativity and self expression is lost when station edits a song down.	T	F
Records should be sped up to sound fresh and make the competition sound like they're dragging.	T	F
Most listeners know when a song has been edited.	T	F
Hitchhikers are a good source of research.	T	F
DJ's should never refer to TV shows out of fear that listeners will turn them off and watch the show.	T	F
You shouldn't give the time 7-12 midnight because it reminds listeners that it's getting late and they may turn you off and go to something else.	T	F
Overweight, ugly teenage girls who stay home alone, fill out and return the highest % of ARB diaries.	T	F
When programming to teens the above statement should weigh heavy in music selection and DJ delivery.	T	F
DJ's who produce a lot of local spots should not produce station promos because they will sound like commercials.	T	F
Most listeners decide whether or not to tune out a commercial during the first 10 seconds of a spot break.	T	F
Listeners round off times to the nearest 5 min. or 15 min. when filling out listening times in an ARB diary.	T	F
Most listeners with ARB's fill them out in advance or on the last day of a survey.	T	F
Saying call letters before commercials associates the station with commercials.	T	F
Jocks with big voices don't sound real to listeners.	T	F
Hit Bounds should not be played in morning drive.	T	F
The exact year of an oldie should not be given and should only be treated as another hit record.	T	F

THE MOODY BLUES TODAY.

MICHAEL PINDER



and a musical statement of his beliefs in life on his solo l.p. "The Promise"



MS 11



RAY THOMAS

presents his second solo l.p. for Threshold: "Hopes, Wishes & Dreams" This new release follows his highly successful debut solo album "From Mighty Oaks"



MS 12



JUSTIN HAYWARD & JOHN LODGE

and their "BlueJays" l.p. — an album so big we had to hire Carnegie Hall just to debut it.



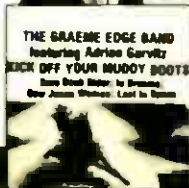
MS 14

Coming this year..... Justin Hayward's first solo release.

And a superb solo l.p. from John Lodge.



GRAEME EDGE



master drummer, combines with master guitarist Adrian Gurvitz for the most exciting rock package of the year: "Kick Off Your Muddy Boots"

MS 15



THE MOODY BLUES

The definitive recordings together on a double l.p. set: "This is The Moody Blues" 26 of their all time successes

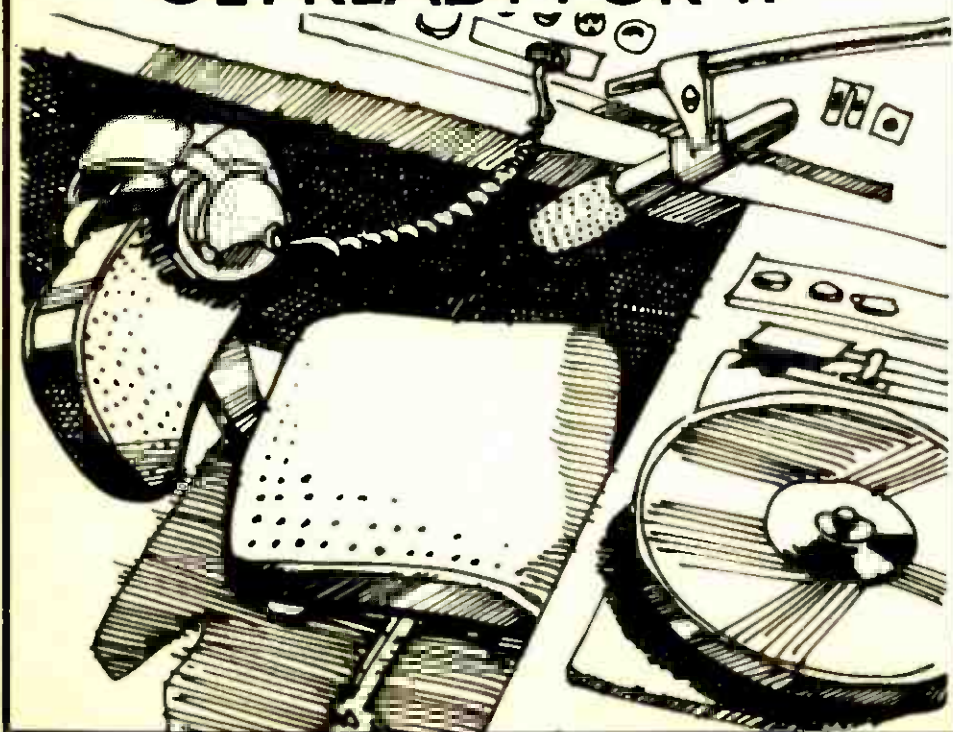
MS 12/13



INDIVIDUALLY AND TOGETHER...
THE MOODY BLUES TODAY.

It's 5 A.M. at your local radio station. At exactly the right moment the transmitter begins to glow and the tower lights outside are turning off. The coffee starts to burble in the kitchen, the temperature is checked outside and the Sign-On hits the air, followed by the first record. The announcer notes a "Good Morning World," gives the time and talks about the weather. While this is going on, transmitter readings are taken and network news is recorded, to be aired for playback later. As a commercial is aired, it's logged and automatically billed.

AUTOMATION GET READY FOR IT



What makes this scene unusual is, the first person has not even arrived at the station as yet. All the above has been activated by a computer. This is automation and it is not the radio of the future. It's the radio of today.

A *Radio Quarterly Report* survey of all stations in the top 200 markets indicates at least 17% of those stations automate at least sometime during their broadcast day. This represents somewhere in the neighborhood of 500 radio stations. 8.8% of the stations surveyed are completely automated. There are four main companies supplying the programming for the automated stations:

Jim Long's *TM* offers a variety of services, especially with George Burns Stereo Rock. *TM* has and is planning several other types of formats as well. There are the six different formats offered by Drake-Cheneult, the beautiful music formats of Bonneville and Jim Shulke's Stereo Radio Productions. These four companies alone automate over 500 stations themselves.

Other stations purchase their own automation equipment, and design their own (like KNX-FM for example). It's not out of the question to assume there's over a thousand radio stations in the US automating now, at least sometime during a broadcast day. Some stations automate the all night show (About 1% in our survey) while others simulcast AM-FM in the daytime and automate when they have to

divide programming in line with the 50% automation rule (3.7% stations surveyed).

The FCC struck a heavy blow in favor of automation this year. The agency ruled that beginning in 1977, stations will be able to simulcast AM-FM only 25% of the programming day. It's obvious that the Commission is looking toward a complete phasing out of AM-FM duplicated programming.

If you'd like to know what the average programming person feels about automation, you can note questionnaire answers of Radio Quarterly's survey.

Despite the question of how automation will affect the disc jockey job market in a business bottom-line based on economics, the jock hasn't got a chance. Depending on the market, you can buy a complete programming service for around 500 dollars monthly. Equipment itself starts in the area of \$20,000 but can go all the way up to \$150,000. If the station itself does its own programming, the jock can tape a six-hour air show in less than an hour. A complete day's music programming can be selected and computerized in less than 10 minutes.

Traffic and billing costs are done automatically by computerized set ups in only a fraction of the time it has taken heretofore. Automation is decidedly less expensive than live programming and saves time as well.

An obvious defense against automated formats is simply, "It doesn't work," but frankly, such is not the case. Ratings have demonstrated many automated stations are overall number one in their markets. Shulke's beautiful music formats, for example, have garnered consistent high ratings. All the major automation companies span all formats. Drake-Chenault, for example, has country, black, oldies, and top 40 type formats and are just in the stages of introducing an AOR and beautiful music format. Former WOR General Manager Bob Smith has just introduced an all-talk automated format and NBC is doing well (over 50 stations) with its all-news NIS format.

Why has automation finally come along today? Various reasons are given; for one, radio is mostly music and in many cases background music for listeners. This means the de-emphasis of talk between the records and the continual phasing out of personalities on the air. One automater noted that less and less people were getting into radio as a disc jockey because the psychology of the human being in the 70s

means less emphasis on ego; hence the star syndrome of the disc jockey has gone by the wayside. "It's harder to find really good announcers who can keep an audience entertained, and there is less need from the audience for that type of entertainment as well.

Cont. on page 132

SOME LATE LISTINGS

CTI RECORDS

1 ROCKEFELLER PLAZA NEW YORK 10020

LABELS: Kudo, Salvation, Three Brothers

Albums Released From Dec. 1 - April 30: 8

Singles: 4

Biggest Success: *For All We Know* by Esther

Employees: 22

Phillips

Director of Press & Advertising: *Didier Deutsch*

Director of Publicity: *Simo Doe*

Director of FM/College Promotion: *Kris Slocum*

Director Publishing, Writer Relations: *Tony Sarafino*

Director of Product Services: *Benny Stark*

Vice President, Marketing: *Jerry Wagner*

President: *Creed Taylor*

Distribution: *Independent*

Record Service: *Home Office*

AMHERST RECORDS

355 HARLEM RD.

BUFFALO, NY 14224

716-826-9560

Labels: Gold Plate, DJM, Soul Intl.

Albums Released From Dec. 1 - April 30: 11

Singles: 4

Biggest Success: *Soul Dog (Part I)* - single

Director of Promo: *Rich Sargent*

National Promotion: *Mary Bloom*

Nat'l Sales & Marketing: *Barry Lyons*

Advertising Director: *David Colson*

Drake, George Burns and Jim Long agreed that the goal of an automated station was not to sound live. "I would say that we strive to sound 'compatible', Drake told Radio Quarterly. "Basically the main thing is to sound normal and not have something sticking out like a sore thumb, not be pseudo either way."

Does this mean the death of "creativity" in radio? Drake noted the importance of the programmer in an automated station..."it's possibly more challenging as to what you can get out of it. Let's face it; it seems to be the wave of the future just like elevator operators, etc. Technology is going to go on and the challenge to make that work is quite an accomplishment. I think people who think that there has to be constant creativity..sometimes they wind up with change for the sake of change...mental masturbation I call it. It gets them off, but it still winds up with what is good and what isn't. I think part of being innovative or creative is to know what not to screw around with. If I do that because I like that and it gets me off, I'm going to do that. It could be wrong. If I did that, it could be the only one it pleases, and that's not what it's about. That's very selfish on my part." Drake has been automating since he began Hit Parade on KHJ-FM(now KRTH)back in 1968.

Another earlier automator is George Burns who had some thoughts on automation over the breakfast table one morning..."we had three announcers, one from 6-12, another

from 12-6 and the other from 6-midnight, and they would all cut a third of the all night show...in essence the guy could do a six hour show in one hour. Now, it was interesting what happened there. What does he do with the rest of his time? He could do production. By the way, it's interesting too that if he didn't like his last set, he could roll back and do it again. My analysis of the situation was that he was able to get 6 hours experience in one hour....6 years in 1 year. We found that we were able to develop their skills incredibly rapidly. Automation is going to put the guy on the air through some changes. But, you say, let's do better production. Let's do five minutes of the program, and go back and listen to it.

Fifty percent of the commercials are done out of the station, and they don't have an orchestra in there...the music is produced for them...if you analyze what stations do themselves [in a live station) during the course of an hour, it's very little. So what automation really is when you're working with it as a tool, is doing what is convenient. Was man made to watch celluloid discs go round in circles? One guy we know made the comment "I hate automation!" It upsets people. The fact is that good creative people can do it infinitely more.

Despite your vote against automation, the signs now are pointing toward its continued growth, and while it may seem that machines are taking us over the general consensus among its proponents is that

SUPERPOWER

The 1976 Clear Channel Story

Just about the time you think you know about everything there is to know about this business something crops up like the Organization of Clear Channel Stations in Washington, called the Clear Channel Broadcasting Service. Essentially, this is an organization formed in the 30s to provide legal representation for the class A stations that are non-network owned.

There are a total of 25 50,000 watt clear channel radio stations in the US. They have come to our attention because of a proposal mostly engineered by the attorneys in Washington working for, what they call, Superpower Radio Stations. The contention proposed by CCBS is that there are 26 million people (see adjacent map) in the United States who are not served by primary signal coverage at night. This means that an incredible number of people in the country receive radio only through the sketchy skip pattern of high power radio stations.

The answer that CCBS has proposed to the Commission is to increase the power of certain stations from somewhere between 50 to 500,000 all the way up to 750,000 watts of power. Eight stations have already filed applications with the Commission.

Just recently the FCC postponed the hearings on the matter pending further discussion and investigation. FCC PIO officer Sam Sharkey told us that it will be at least September before anything substantial happens at the FCC.

In the meantime, needless to say, there is not smooth sailing for the giant stations' proposal. The Small Market Radio Committee of the NAB unanimously passed a resolution in April to go on record opposing the power increase. Their contention of course is that it will cut deeply into the listenership of their own radio stations and that in fact, "It's tough enough to make it in a small market."

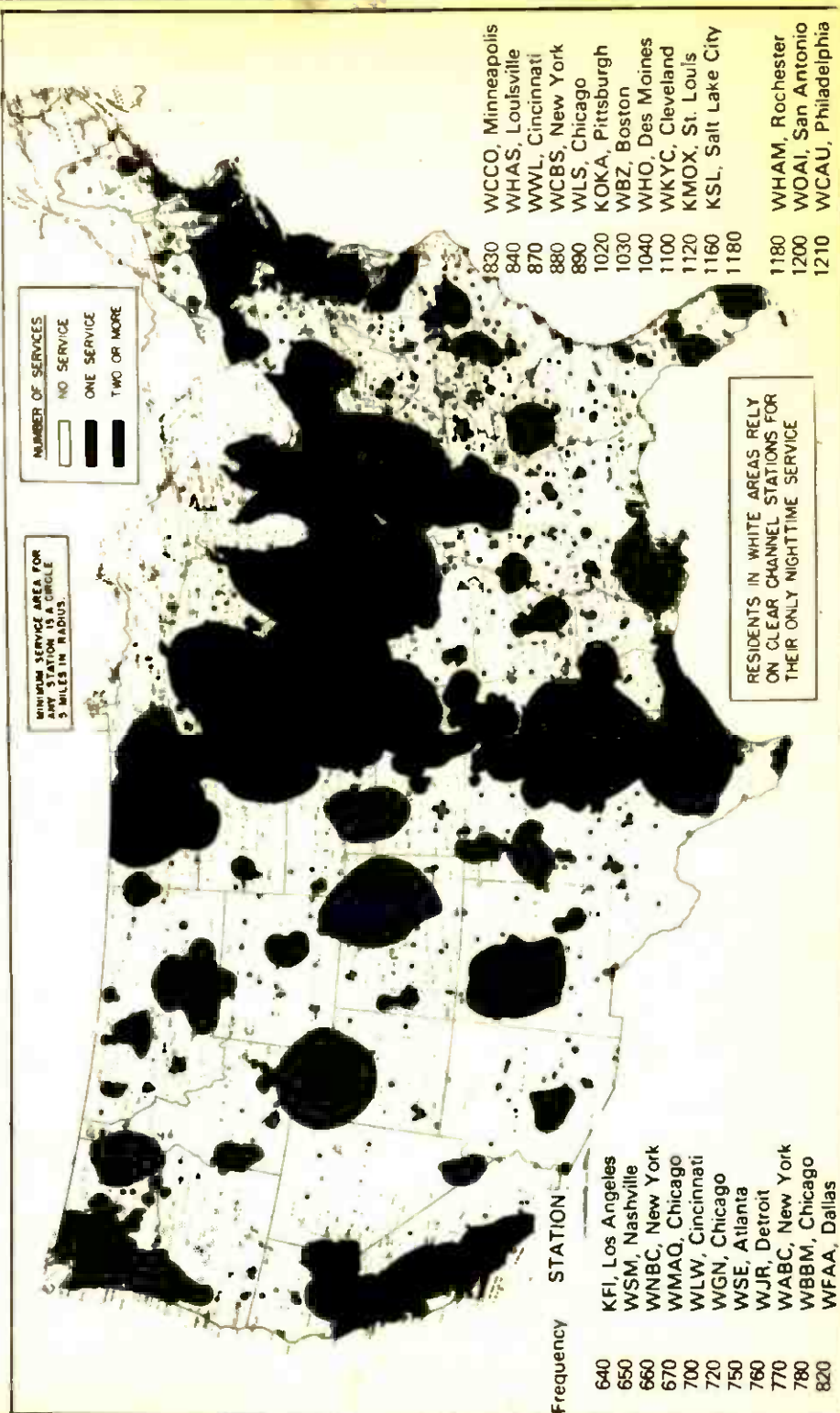
Other opponents to the plan have

pointed out the danger from the high power radiation effects of the transmitter and that if one were close enough to one of the 750,000 watt stations one would pick up the signal merely by having a filling in one of their teeth. They also talk of lights dimming and all sorts of, what the CCBS calls "Scare tactics." The CCBS poo poo both critics stating that of course there would have to be shields and other safe-guards, but that would be no problem to accomplish. As for the small market situation, CCBS, again, point to the fact that the Super Powers were proposing to serve only those people who were not being served. None the less, it will be some ball game over the next few months as the radio giant stations battle the small market guys whose only defense is in the NAB lobby and the fact that they are the majority of radio stations in America.

Note: The following applications for super power tendered for filing are KSL, Salt Lake 500 kw, WHO, Des Moines, 750kw; KFI, Los Angeles 750kw; WLW, Cincinnati 700kw; WSM, Nashville 650kw; WCCO, Minneapolis 830kw, WJR, Detroit 500kw, WGN, Chicago, 750kw. This was the list as of this writing.

WHO NEEDS IT

As an aside note to this story, Stan Monteiro and Sherm Strickhauser combined for an interesting story. In the 30's when the Commission decided to allow 50,000 watt radio stations they first sproved WJAR in Providence and offered them the increase. The station was owned by The Outlet Department Store and was located over the store in Providence. The owner of the store turned down the Commission, thinking to himself, (and commenting to others) "Who needs it? I only want to cover as far as our delivery trucks go out." So they settled for 10,000 watts, saved electricity and the highly valuable signal went to WBZ in Boston.



MINIMUM SERVICE AREA FOR
A SINGLE
5 MILES IN RADIUS

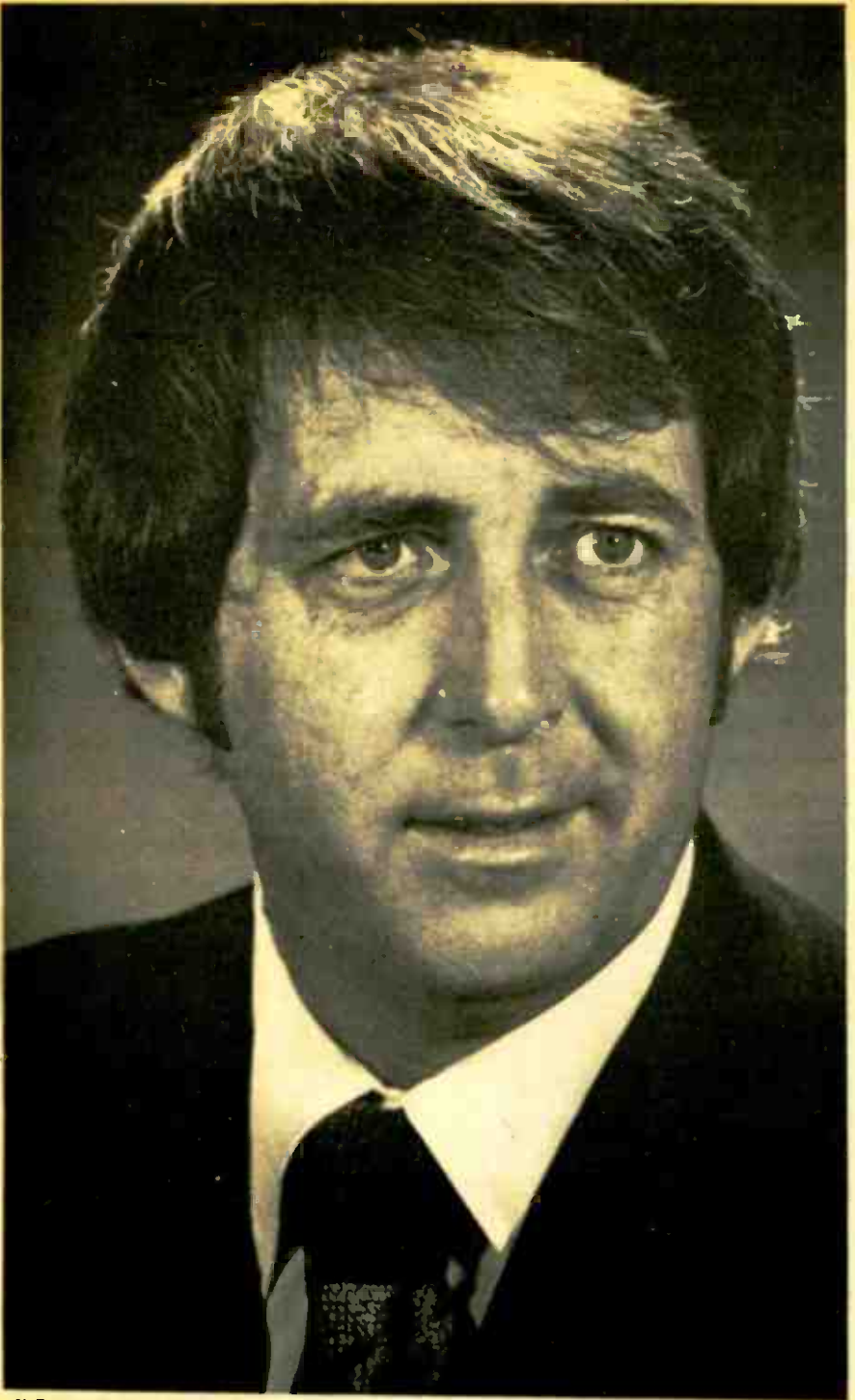
NUMBER OF SERVICES
 NO SERVICE
 ONE SERVICE
 TWO OR MORE

RESIDENTS IN WHITE AREAS RELY
ON CLEAR CHANNEL STATIONS FOR
THEIR ONLY NIGHTTIME SERVICE

Frequency STATION

- 640 KFI, Los Angeles
- 650 WSM, Nashville
- 660 WNBC, New York
- 670 WMAQ, Chicago
- 700 WLW, Cincinnati
- 720 WGN, Chicago
- 750 WSE, Atlanta
- 760 WJR, Detroit
- 770 WABC, New York
- 780 WBBM, Chicago
- 820 WFAA, Dallas

- 830 WCCO, Minneapolis
- 840 WHAS, Louisville
- 870 WWL, Cincinnati
- 880 WCBS, New York
- 890 WLS, Chicago
- 1020 KOKA, Pittsburgh
- 1030 WBZ, Boston
- 1040 WHO, Des Moines
- 1100 WKYC, Cleveland
- 1120 KMOX, St. Louis
- 1160 KSL, Salt Lake City
- 1180
- 1180 WHAM, Rochester
- 1200 WOAI, San Antonio
- 1210 WCAU, Philadelphia



JOHN BAYLESS

RADIO SALES

Imagine, if you will, going into business for yourself, but in that enterprise, someone else is picking up the tab for your office, telephone, secretary, production support (and if you are lucky, an expense allowance). Now add to that (if you have the right commission arrangement, and you are working with a good company), an opportunity to make as much as you want to. This is a rather accurate description of what a radio sales representative has going for himself in today's marketplace.

Now that sounds simple and it also sounds like a dream of an assignment. Obviously, there is no "dream assignment." It gets pretty rough out there. There are constant changes brought about by your station's position in the marketplace, competitive forces emerging, fragmentation of audience, "whizz-bang" promotions that tap a market dry, new advertising media to deal with, etc., but with all of this and with all we might be able to forecast in the foreseeable future, it can be one hell of a fine way to make a living and at the same time, find yourself working in a constantly changing, challenging and exciting business.

I have been actively engaged in this business for just a little more

Editor's note: Bayliss has an extraordinary record of achievement and success in radio sales and management since 1956 in California, Denver, and several other Ohio markets—last week he announced the formation of his own company and, pending FCC approval, he will soon acquire WHLQ-FM in Canton, Ohio...He is currently President and General Manager of WSAI-AM/FM in Cincinnati, Ohio.

than 19 years and I have been more than mildly successful at various assignments during that same period of time. Allow me to share a few bits of sage advice from this aging (and still learning) warrior in the broadcast marketplace.

Understand your product fully. Know everything you possibly can about it: who it appeals to, why, when, and be prepared to support that. Equally as important—make every attempt to understand your client's product or service—how it works, its appeal, etc. Then, let the creative juices flow and some how, some way, there is a way where you can get together and move his product with your facility.

By all means, believe in what you are selling. If you don't, you shouldn't be selling it. There is nothing more contagious than one's belief, conviction and enthusiasm for what you are representing. Never sell anyone anything you don't honestly believe they should have. (I did that once in the past 19 years and I haven't forgiven myself for that yet.)

Familiarize yourself with competitive media to the point that you can become your client's "media advisor." Your competitive spirit and desire to "beat the other guys" can sometimes find you throwing rocks at the competition—don't—make every attempt to avoid that. Sell radio as a medium and sell your station as a strong, integral part of that medium. Our industry still survives on a ridiculous share of gross advertising expenditures. We constantly undersell the medium. I think that is partially due to the fact that we spend too much time competing with each other as opposed to going out after dollars that are and should not be in other media.



GORDON McLENDON RADIO PIONEER

The following is a copy of the speech that was delivered by Gordon McLendon on March 9, 1956 before the First Annual Pop Disc Jockeys Conference in Kansas City. The Conference was organized by Todd Storz ...

REVOLUTION IN RADIO

By GORDON McLENDON

If there was a father of contemporary radio, one would have to name Todd Storz and/or Gordon Mc Lendon. Just at the very dawn of that type of radio Todd Storz held a radio convention in Kansas City. One of the featured speakers was McLendon. Here is the text of that speech.



Well, I am indebted to my old friend, Todd Storz, for this opportunity to address such an alert and wide-awake audience. But we all have to be wide awake in the radio business these days, with all this talk of a recession. As my grandfather said, talking to Sam Levinson, "ain't it a shame that a depression has to come along when things are so bad?" But Sam said, "well, Jeff," he said, "bad luck is better than no luck at all." But then, all of this talk about a recession doesn't bother me. You'll recall that I once owned something called the Liberty Broadcasting System. And as somebody said, "I don't worry about all this talk about a depression; hell, I went broke in the boom."

But none of you in local radio today are apt to go broke. I cannot resist telling you what I see in radio's future. I see a time, from two to five years from now, when radio will have spliced sharply into retail budgets now going into newspaper. Radio offers a cost per thousand that newspapers can never duplicate—in many of your cities, as low as twenty cents per thousand. And as soon as this revolution in retail advertising occurs, radio will not be taking in six cents of the advertising dollar, as it is today, but twenty cents—a vision that makes even Kevin Sweeney look pessimistic as a 1958 Republican.

I also foresee a time when your radio station will be sold out on Sundays, and even Saturdays, as it is weekdays—because all but the really globe-headed timebuyers must soon find that these two days, Saturday and Sunday, have a larger set-in-use than weekdays. And it also takes little vision to perceive that soon someone will discover the fact that nighttime sets-in-use is, much of the time, only twenty percent lower than daytime, with vastly reduced rates! Before long we must achieve a major triumph in the after-dark.

Gordon McLendon

(cont.)

The reason this smashing radio victory is in sight is that, with every reason for economy in buying, the timebuyer must now take a new look at *newspaper* circulation. His hard-pressed account will force him to discover that the circulation of a newspaper cannot hope to match that of any representative radio station here. And soon, timebuyers will discover that newspaper circulation does *not* mean advertising *readership*. Much newspaper advertising is *ego* advertising which the advertiser cannot afford forever. With the timebuyers' cognizance of circulation will come an amazing new era in radio profits.

And every day, radio develops new ways to exploit this circulation. Utilizing new methods, we at KLIF in Dallas have just taken a small, remote, suburban motion picture theatre and, in one week, produced gross receipts greater than that of the number one downtown theatres in London, Washington or Baltimore during the same week—to be exact, almost \$15,000.00. An unbelievable story? Yes, but true.

And I can clearly see the day when radio will not only be dominant in dollars but dominant in influence. Radio's editorial power, exercised rightfully and in saturation, is awesome. Radio should have been slugging it out editorially a long time ago. Newspapers, of course, have no reticence to compete with themselves. Years ago, when the New York Sun and the New York Post were in a circulation war, the two newspapers bristled with editorials against each other. Finally, one day the New York Post charged in an editorial that the Sun was a "yellow dog newspaper." Such a charge in the newspaper field is of course anathema. But the Sun responded editorially the following day by saying, "yesterday the New York Post accused the New York Sun of being a yellow dog

newspaper. Accordingly, and henceforth, the Sun will treat the Post as any dog would treat any post."

In addition, we will in years to come see some form of toll TV with a resultant diminution in television audience and consequently revenue. Radio will absorb these lost television dollars.

Soon, you will see wrist-watch radios and with them will come the first true realization of that hackneyed phrase—radio is everywhere.

But there is yet another reason for the Nirvana to come of radio. Many in radio enjoy greater profits even today than all but the most fortunate of newspapers and television stations. I would venture to say that the profits of Mr. Storz's station here in Kansas City would embarrass many a great newspaper. The profits of these hard-working and resourceful radio operators will, in a relatively few years, breed the shoots of a new and healthy communications power in the United States. At the same time, the old giants of other media must gradually sink to their knees before their own economic burdens. Too, in years to come, the newspapers, who own many great radio facilities and most often treat them with disdain, will have to dispose of these tragically abused great signals. All of radio will be better for that.

The American newspaper, a great institution, has sadly neglected the public interest in its conduct of radio properties. By virtue of their early leadership in the communication field, newspapers seized many of the great physical facilities of radio when they were first being handed out by our government. Many of these newspapers promptly subjugated these great signals and fantastic properties into the position of step-children to the printed medium. In doing so, in subordinating these almost sacred trusts, these newspapers have violated their obligation to serve in the public interest, convenience and necessity. It is no good for these newspapers to say that they rode NBC or CBS for twenty years, or that they carried

a farm program here and there; the fact is, the guilty ones did nothing and most of them are still doing nothing, through imaginative programming, to exploit and develop the full potential of this radio medium, to establish the early techniques of radio as an art form. In your city, you may be appalled at the spectre of one or two powerful radio stations on fine frequencies—stations owned by newspapers who strangle these properties to death. The guilty newspapers have held their great facilities as virtual captives of the paper itself. The tail has been, and is, wagging the dog. For this reason as well as others, the Federal Communications Commission is right when it attempts to avoid a concentration of control of communications. One day, we will see these sleeping giants of radio cut loose from their joke of oppression and a great new horizon will then open, with radio rates beyond our present dream, with prestige and power for radio beyond our wildest imagination.

You may wonder how you, as a performer, can share in these halcyon days to come. The answer to that is that, as an artist, you must render a service that another artist cannot render as well. For instance, the days have gone when the disc jockey was a precious novelty. He is in competition now. He must develop new talents, new skills, new preparation, re-develop old fibres of resistance. And, with this *utility*, he will not merely share in the new era—he will *be* the new era.

When I was a boy, there was no greater thrill than to climb in an arm chair on a Saturday afternoon, turn on our old Majestic radio and listen to Ted Hueing's great football broadcasts. I guess that's where I fell in love with radio—and nothing has ever changed with me. It's still the same.

It's almost physical anguish for me when I see radio abused, or see a market where radio lies stagnant, or talk to an operator who has lost the romance of radio.

The situation of radio and television reminds me of that day in 1940 when France had surrendered and Britain was left bitterly alone. Across the channel was Adolph Hitler, a colossus, with one foot in Tobruk and the other in Finland. It was Britain's blackest night since the Spanish Armada lay off her coast in 1599. Experts gave the British six months to live. Night after night, the Nazi stuka bombers came...the waters of the Thames estuary blazed with oil...roses withered in the pools of English blood...the war was almost over... and yet, after thirty-six months, six times as long as the experts had given the British, something was obviously wrong. Even Paul Joseph Goebbels confessed himself baffled at the British resistance. So it has been with radio and television. Those who gave radio two years to live in the wake of television's first grinding onslaught are now baffled at the longest death watch in history.

The word radio evokes many sharp memories from the old years—Pick and Pat, Sam and Henry, the Eskimos, the Atwater Kent Hour, Major Bowes, Myrt and Marge, Stoopnagle and Budd, Frank Munn, the golden voice of radio, the A&P Gypsies, the Happiness Boys, Graham McNamee, Jolson and Will Rogers and Woolcott—great names fraught with the memory of entertainment *giants*, the last of a magnificent school that with them died forever. They are all gone now, with their long-forgotten audiences, but behind them they left the legend of a radio era as dazzling as the morning sun. To those of us who still stand on the threshold of radio's tomorrow, this has been no ending, no final curtain, but merely the closing of a brilliant chapter. Radio's great and shining hour has not slipped away. It is simply up to us to turn the tripod of history around again, for there are still sounds that are worth a thousand pictures.

Believing that, we will yet recapture some of that sunlight that was radio's yesterday.



★ TEXAS ★

By CHUCK DUNAWAY

Some folks call it "Outlaw Music", some call it "Hippie Cowboy" or "Underground Cowboy", but what's in a name? The label "Progressive Country" is probably the biggest problem we have with regard to this new type of radio format. At KAFM we call it "Texas Music" but obviously, that name could not be translated to all other states. Somehow "Minnesota Music" just doesn't quite have that "ring". On the back of most country-outlaw albums released today, the reference is **always** "Progressive Country". In all of the articles written lately, the tag "Progressive Country" is almost exclusively used. In our own press releases and outside advertising, we use the term "Progressive Country"...but we are **not** "Progressive Country". Willie Nelson has been widely quoted as saying, "I am not 'Progressive Country'; the audience is," and that probably is about as close as we can get to an explanation, of what this new breed of music fan is all about. These are people who've evolved beyond country and rock music to where "Progressive Country" is today. The music has finally caught up to their progression.



**“We’re
not pop,
but
we’re
damn
sure
popular”**

If that sounds confusing and vague, let me try to clarify by way of relating my obsession with “Progressive Country” as a legitimate and commercially acceptable form of music.

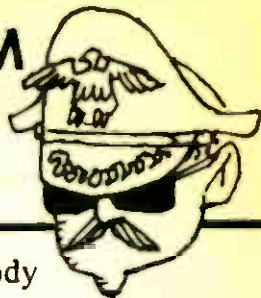
To best understand country music, one must take a look at the beginnings of the music itself. In the pre-mechanized society of 100 years ago there were no records, no television, no radio and no cinema. Entertainment was self created. Often families and communities would entertain themselves by telling stories through songs. Folk music, as it came to be labeled, was just that...simply music that reflected the lives and times of an infant country, and a new breed of people in search of a dream in a new frontier. Folk music was the forerunner of Country Music. With the incorporation of the blues by people like Jimmy Rogers, Folk-Country music captured even more of the base of American Music itself. With Pop music spinning off from Jazz and Blues and Country music taking on Folk and Blues. The real difference of the two music forms became American art in the purest form. While Pop music utilized the Big Band type of evolution in the forties, Country music saw the advent of electric guitars from people like Ernest Tubb. The Big Band era even had its influences on Country music with performers

like Bob Wills. What we had was two different forms of music with common roots in American history. The division became more apparent in the 60's when British music became such a big influence on our own music. In the 50's "Rock-a-Billy" had its flurry with people like Elvis Presley. All the time Country music, as expressed by Nashville, showed no signs of progress. Just as Tin Pan Alley stifled Pop music in the 40's, Nashville did the same injustice to Country music. The only difference being that it took Country music twenty years longer to break the creative chains. When some of the rockers of the 50's got caught-up in the Beatle crunch of the 60's, they reverted to their roots (probably for survival) and began performing Country music. Waylon Jennings probably did more than anyone to put a rock beat into Country music...but many others helped. Rock music has always fostered many musicians who had Country as their musical base...people like Bill Haley. The country music hybrid has been disguised in folk music with people like Joan Baez, Bob Dylan, Joni Mitchell, James Taylor, etc. and in rock with groups like Poco, Loggins & Messina, C.S.N.Y. and the Youngbloods.

Popular music has always had its main figure or figures that seem to emerge in roughly ten year cycles to influence the music of that era. Sinatra in the 40's, Elvis in the 50's and the Beatles in the 60's. In Texas, the Godfather of "Progressive Country" music is Willie Nelson. We sincerely feel Willie Nelson will be the main force behind this new music in the 70's and his influences will be felt world-wide. Willie Nelson is a legend and that legend of Outlaw and Musician is exactly what "Progressive Country" is all about...so in fact, the only problem is the problem of labeling. It's not really country, but it is progressive in the truest sense of the word. It's a progression of American music but most important, it's a progression of good music. Maybe that's the problem with labeling music at all...there is much good music around, of many kinds.

What all of this boils down to is that even though we feel uncomfortable with the name "Progressive Country", that's unfortunately the handle it carries. We're not pop but we're damn sure popular in Texas and the movement continues to be felt all over America. If we have to label it, let's call it "Good American Music"...Happy Birthday America!

NOTES FROM HEAD☆☆ QUARTERS



General Peabody Nobody

As Homo sapiens, we all possess that innate instinct to grow older. I, for one, could find better things to do with eternity. Recently having reached the point of no return, I tried to join Paranooids Anonymous. None of them, however, would tell me where they meet. I mean, really. What else is there when you've been hung out to dry on the tattered trapeze of youth, swinging high above the center ring of experience with only a net of maudlin memories loosely woven beneath you in case you should fall. By now, you're probably asking yourself, "What the f---; what is he talking about?" Some of you might even be thinking, "Who gives a sh---; Who cares?" Well, to those of you who don't, I say, "Go ahead. Be a Communist. See how you like it on the 'B' side of the planet." Now please don't get me wrong, unless, of course, you feel you must. And if you do, then at least don't tell me about it. I think I'm a better person for having said that. If not, perhaps you are.

Now let's get to the crux of the matter. Let us address ourselves to the fact that, once in a while, we all think about crux, and what it's done to each of us. I know she does. As we grow older, the flux of one's crux tends to vacillate in accordance with the patterns of our gourd. Contrary to popular belief, crux vacillation cannot be cured with Vaseline.

Dr. Benjamin Mench of Duke University once said, "Thank God I don't got a peach inspediment." He later went on to become the noted head of Security at Ohio State. Excuse the digression, and the lack of discretion. There is no protection against losing direction, and none so foolish who will follow an erection into the crux of life's misconception. This type-writer has no idea what I'm talking about. And neither does the ribbon. Now let's just take this thought one step further. There! That's better.

Those of us who are involved, in one form or another, with the analytical perspective of the Communicative Arts, can certainly realize the impact and subliminally impregnated worship of the mass media "voice," whether it be in the resonant tones of a professional air personality, who quite innocently uses the sexual double entendre to inform us that it might be seventy-one degrees outside, and closing in on the big hour of five as the blue-black blanket of night falls across the sunny sheets of another Wonderful Wednesday, or whether it be manifested in the explosive lyric of a pop tune advising us to "get down, and shake that thing around." In either case, let's take stock of our responsibility to the amalgamated mass of protoplasm we call folks. They have long ago given up listening to the birds. And with good reason. Who the

hell can understand a bird? And even if we could, who would be able to dance to it? It wouldn't have been the same growing up with Dick Clark's American Bird-stand. So, in compensation for nature's own music, we have evolved with our musical instruments, our highly sensitive machinery capable of recording our music, and the most powerful instrument in the history of mass communications, the microphone. Okay. Now we've got them cornered. We can talk to them in their homes. We can make them laugh. We can play them all the music we think they should hear. We can make them send in money. We can make them run out to their corner store and buy whatever we tell them to. Isn't this fun? We could take over Poland. And then Hungary. We could rule the world. Maybe even Minneapolis. Aha! The power is overwhelming. Let's just put this little system to a test and see if it really works. What if we told everyone in Lansing to kill their puppies? Do you think they would? Maybe. Hey, wait, I've got a better idea.

Let's tell the entire population of Omaha that a recent study in Washington has proven that toilet seats are hazardous to their health. Let's tell them that Ralph Nader has ordered the Stanley Toilet Company to recall all the toilets in Omaha. Huh? What do you think?

Without over-dramatizing, I hope you got the point. I know I didn't. Suffice to say, all that really matters is the truth. We must not look at radio as merely another technological accident just looking for someplace to happen. Even though its invention was, indeed, a blatant accident on the part of our beloved Mr. Marconi, who was actually preoccupied in his floundering attempts to electrocute himself. He actually in-

vented the wireless quite in error. Marconi's problem was further compounded by the fact that there was no one at the other end, thereby making it extremely difficult to demonstrate.

I know many of you are thinking about the pros and cons of such phenomena as double-knits, the dry look, and the ever pressing question of Federal Aid to the Columbia School of Broadcasting. But these are not the issues, my friends. Let's talk about honesty. Honesty on the air. Face it, regardless of the remedy, hemorrhoids and irregularity will never replace happiness or joy. Deep down, we all know that toothpaste has nothing whatsoever to do with one's increased availability of willing sexual partners. Ten pounds of pimple cream on the face of a fifteen-year-old will never negate the traumatic wounds inflicted by one Hershey Bar.

In conclusion, if this piece has done nothing more than merely waste a few precious moments of your otherwise productive schedule, then I am, indeed, fulfilled. I say let's put truth back into honesty where it belongs. Let's call it trunesty if we have to. But now is the time to act. Call the toll free number of your mind, and pledge whatever truth you can afford to help fight this most dreaded disease of all. The only disease that can strike, without warning, at any one of us. Whether at work, or at home, or at play, which in most cases prevails at either work or at home, this disease knows no mercy. It preys on young and old alike, striking when we least expect it. With no known cure, you must help us fight this cerebral cripler. Only you can prevent BULLSHIT. After all, when you stop and think about it, we do owe a great deal more to this little thing we call life.

WYFE-Rocford
 WJIM-St. Joe-Benton Harper, Mich.
 WJL-Lansing

Norm Wain, Pres.
Penton Broadcasting
 1111 Chester Ave.
 Cleveland, Oh. 44114

[Note: New company not yet on
 the air with KOAX-Dallas & others]

George Williams-Nat'l PD
Southern Broadcasting
 P.O. Box 5176
 Winston-Salem, NC 27103

WRVA-Richmond
 WRVQ-Richmond
 WKIK-Raleigh
 WYYD-Raleigh
 WEZI-Memphis
 KFWD-Dallas
 WRBQ-(Q-105)-Tampa
 WSGN-Birmingham
 KULF-Houston
 KYND-Houston
 KOY-Phoenix
 KRFM-Phoenix

George Wilson
Bartell Media
 205 E. 42nd
 NY, NY 10017
 212-983-5600

KCBQ-San Diego
 WOKY-Milwaukee
 KSLQ-St. Louis
 WDRQ-Detroit
 WMJX-Miami

**RADIO GROUPS AND
 CONSULTANTS OTHER THAN
 NORTH AMERICA**

J.L. Andrew
Director Emison
 23 Redan Place
 London W2 4SA, England
 01-229-0104

Luis Brenini
Mario Barbatta-Nat'l P.D.
Sistema Globo de Radio
 Rua do Russell, 434 Gloria
 2c-01
 Rio do Janeiro, 20.000
 Brasil

Hope, Bennett, Blackburn
 18 La Rosa
 Islaverde,
 Puerto Rico 00913

Rod Muir, 25M Group Pres.
C/O 25m Radio
 257 Clarence St.
 Sydney, 2.000
 N.S.W. Australia

Eugenio Fontan Perez, Dir. Gen.
Radio Madrid
 Sociedao, Espanola
 de Radio difusion
 Avda. Jose Antonio
 32 Madrid (13)
 Spain

RADIO CONSULTANTS

Lee Abrams-Kent Burkhardt
 6500 River Chase Circle East
 Atlanta, Ga. 30328
 404-252-3188

[Note: Kent usually takes care of
 the AM's and Lee the FM's, but
 there is some crossover.]

KSTP-Minn.
 KJR-Seattle
 KJRB-Spokane
 WAYS-Charlotte
 WAPE-Jacksonville
 WHOT-Youngstown
 WLAC-Nashville
 WKY-Okla. City
 WJIT-N.Y.
 WROQ-Charlotte
 WQDR-Raleigh
 WWDC-Washington
 KFWD-Dallas
 WKTU-N.Y.
 KEXL-San Antonio
 WJIT-N.Y.
 WKQQ-Lexington
 KISW-Seattle
 KYYS-K.C.
 WDVE-Pittsburgh
 WGRQ-Buffalo
 WWDC-Washington, D.C.
 WYSP-Phila.
 WKLS-Atlanta
 WLRS-Louisville
 KYA-FM-S.F.
 KQMQ-Honolulu

Bud Connell
4600 Via Marina Suite 209
Marina Del Rey, Ca. 90291
213-823-0363

WLHN-Anderson, Ind.
WBOQ-Terre Haute
WCIB-Falmouth, Ma.
WCVS-Springfield, Ill.
WFEC-Harrisburg, Pa.
[And others]

Frank Crocker Prod.
P.O. Box 985
Beverly Hills, Ca. 90213
213-650-8300

WBLS-N.Y.
WGCI-Chicago
KKSS-St. Louis

Gary Granger-Gene Milner
WSHE-FM
3000 S.W. 60th Ave.
Fort Lauderdale, Fla. 33314
305-581-1580

[Note: Nothing regular but do short term consulting]

Bob Henabery Assoc.
136 E. 55th
NY, NY 10022
212-753-6513

WKYS-Wash.
KMOO/KXXO-Tulsa
[And others]

[Note: Also Reprs. Nat'l Sales]

Mike Joseph
11 Punch Bowl Dr.
Westport, Conn. 06880
203-227-8326

WTIC-AM/FM-Hartford
WEAN-Providence
WPJB-Providence
WKAQ-AM/FM-San Juan, P.R.
WCKS-FM-Coco Beach, Fla.
[And others]

John Rook and Assoc.
19031 Marilla St.
Northridge, Ca. 91324
213-885-7404

[Note: Did not wish to list stations]

Bill Taylor
Country Consultants
1636 S. Reservoir
Pomona, Ca. 91766
213-629-4588
213-623-3434

[Note: Specializes in mass appeal]

Todd Wallace
P.O. Box 11347
Phoenix, Az. 85061
602-242-4050

[Note: Besides rating service analysis, will be consulting stations in next few weeks with new service]

Cont. from page 180

EXNER, Alon
Schwartz Bros. [L]
(202)529-5700

HURD, John
Elektra-Asylum [L]
(301)792-7540

KIDD, Michael
Atlantic [L]
(301)474-3636

LOMB, Johnny
Schwartz Bros. [L]
(202)529-5700

MILANESE, Ray
WB [L]
(609)234-5600

PORTMANN, Bruce
Capitol [L]
(301)428-0794

ROLLISON, Earl
Columbia [L]
(301)587-5000

SLAUGHTER, Vernon
Columbia/Black [L]
(301)587-5000

SMITH, James
ABC/Black [L]
(301)937-1850

STONE, George
WB [L]
(609)234-5600

THOMPSON, Gerry
Epic [L]
(301)587-5000

VAN DRUFF, Larry
Zamoisky [L]
(301)644-2900



THE PROGRAM- MING CLINIC OF OZ

By BEAU MATHEWS
(WAYS-Charlotte)

So far, in pages other than these, we've discussed the similarities of fast food franchises and mass appeal radio, the fear of appearing less than hip that dominates the business, the psychological effects of bad ratings, obscurity as an end rather than a means, why conventions are probably useful and the dinner conversation of a rock and roll demigod.

Rather than continue this increasingly boring trend, we're making available for the first time a revealing historical document. It was discovered in the attic of a small daytime only station in unusual proximity to Beltsville, Maryland. The authorship of the document is as yet undetermined.

It appears to have been written (under some strain) at some period in the mid-sixties by a conscientious observer of the radio industry. Whether it's a complete fabrication designed to embarrass certain not-so-obvious parties or an actual testimonial based on actual facts we leave to the reader:

We stood patiently in a long line for hours. He permits only large groups at a time. His presence is fearsome and overwhelming. The exposure of so immense an intellect on one or two of us might be devastating.

Finally a gnarled, cigar-smoking heap of a servant showed us in. We entered a dark, smoke-filled chamber of enormous length. There were one hundred of us. We could barely see Him in candlelight at the other end of the room. Was He standing at a pulpit?

We sat on the floor. A few, nearer the front, kneeled and bowed. When he spoke, the sky thundered. The candle blazed. The floor trembled.

"You shall play Eighteen records," He decreed. "They shall be the hits. Sixteen during April and May."

Twenty program directors from the west coast bolted to the exits. "Eighteen records!" they yelled in unison. "Got to get back to the station and tell the jocks! Sixteen in April!"

Those remaining moved closer, but not too close.

"You shall segue at the top of the hour," He decreed. "You shall lead with the call letters."

Twenty more program directors flew like bats out the doors. "Lead with the letters!" they yelled together. "Segue at the top! Glad we thought of it!"

The rest of us moved closer.

"There shall be demographic breakdowns," He decreed. "There shall be psychographic research."

Thirty program directors fell all over themselves and created a small panic on the way to the door. It took an hour to disentangle them. "Demographic research!" they yelled again and again. "Psychographic breakdowns!" None of them were

quite sure what it meant, but it sounded very respectable. Scientific even. General managers would love it. "Glad I thought of it," one shouted as he limped out.

We moved closer.

"There shall be quarter hour maintenance," he decreed. "There shall be power gold."

Two program directors fainted and fell to the floor. Twenty-six others carried them out. "Quarter hour maintenance!" they said. "Power gold!"

Only two of us were left. We moved closer than ever. But at this angle we could see that the man behind the candle and pulpit was nothing other than a huge wooden puppet with wires and strings leading to the curtains beyond.

We walked behind the curtains. The cigar smoking servant looked at us in surprise. He'd been manipulating the wires and strings and a sizeable recording device.

"Well, what do you know," he said.

"Who are you?" we asked.

"P.T. Barnum," he said.

"Here, have a sucker."

"But we came for advice," we said.

"Fine, here's mine: play the hits, give away a lot of loot, and talk dirty."

"That's all?" we said.

"Son," he said. "Do that and you'll never lose."

He showed us to a door with a sign on it that said: twenty-five cents to see the Egress.

"What's an Egress?" we said.

"Cost you twenty-five cents to find out," he said.

We're researching it now.

At this point the document trails off into totally incoherent rambling which leads this writer to believe it's possibly the work of a major market program director.

SIGMUND FREUD LOOKS AT SHTICK



By DAN O'DAY

When humor is meant to be taken seriously, it's no joke-

-Lionel Strachey

[1864-1927]

British writer & humorist

It's been said that the world is divided into two classes: those who divide the world into two classes and those who don't. Similarly, comedians (including radio comedians/entertainers) can be divided into those who analyze their humor and those who just do it.

I've yet to read a book or article (Steve Allen's countless forays into the realm of humor come to mind) that can actually teach someone to be funny. "Funny" seems to be a state of mind, a peculiar way of looking at things, the product of a slightly offbeat mind.

Years ago Freud published a book entitled *Jokes and Their Relation to the Unconscious*. As you undoubtedly know, Freud maintained that all human behavior is related to hidden unconscious motivations.

Freud divided humor into two classes (here we go again!): Tendentious Humor and Non-tendentious (innocent) humor. Tendentious humor, he said, serves some aggressive or sexual purpose, while innocent humor merely offers pleasure via the mental activity required to appreciate the joke "technique"—e.g., puns, plays on words, etc.

Freud said that tendentious humor serves the function of gratifying a forbidden impulse or wish (he talked a lot about such things). He contended that the pleasure gained from humor comes from a sudden reduction of inner tension (or anxiety); one marshals his energy to the task of keeping those unacceptable impulses checked, which creates the tension. When the anxiety is suddenly reduced, the energy being used for self-control is suddenly freed. This suddenly freed energy, said Freud, expresses itself in the form of laughter. Thus, for a joke to appear "funny," it must first arouse some anxiety and then

relieve this tension.

At this point you're probably thinking, "What a bunch of psycho-analytic garbage! If I laugh it's because something is funny!" And you're probably right. But as we examine this concept further, I think you'll discover that Freud was accurately describing a certain type of humor.

Let's look at two examples. The first is a typical "golfer" joke: Jim is a dedicated golf nut out for a round with a friend of his. Upon reaching the 9th tee, they discover one golfer vigorously choking another with his bare hands. Aghast, Jim turns to his friend and says, "Isn't that just awful? That's the worst grip I've ever seen!"

Dynamite, huh? Did it have you overcome with laughter? Perhaps not, but I think we can all agree that it is a joke and that some people—especially golfers—might find it funny. Now, note that in the first part of the joke, the scene merely depicts an act of aggression. By all accounts, it's not particularly funny. However—according to Freud—we do respond to it because it brings to the surface our own inhibited aggressive impulses; we tend to repress those impulses because society as a rule does not encourage aggression. This causes a tension within us. The punchline—such as it is—is totally unexpected and removes the focus from the act of aggression, thereby removing the tension. This sudden reduction of tension results—hopefully—in laughter (or in a chuckle or a smile).

Maybe you're still not convinced. "It's all a crock," you say. I think you'll be able to identify with the participants in the following experiment which was conducted to explore the facets of humor:

Three experimental groups of students were brought individually to a laboratory, supposedly to assess their reactions to small animals. Three cages were visible to the students, but were arranged so that only the occupants of the first two cages (white rats) could be seen.

Subjects in one group—the "low anxiety group"—were told that their task would be to pick up the rat in

the third cage (the rat they could not see) and hold it for five seconds. The experimenter emphasized that the rat was docile and that the student should have no difficulty and would be in no danger. Students in the second group—"moderate anxiety group"—were shown two slides which supposedly contained blood samples from the rats in the first two cages. It was explained that they would have to get a blood sample from the third rat. The experimenter explained how they were to do this, and they were told it wasn't very hard. Finally, the students in the third—"high anxiety"—group were also told they would have to take a blood sample from the third rat, but they were shown bottles supposedly containing blood from the first two rats and were instructed in the procedure for taking a large quantity of blood with a hypodermic needle. They were also cautioned that it would be difficult and that the rat might bite.

Given these various instructions, each student individually (and out of sight of the others) attempted to do as he was told. Upon reaching into the cage, the students were all surprised (and relieved) to discover that the "third" rat was only a toy!

The above is an example, obviously, of a practical joke. Odds are as you read what finally happened, even *you* chuckled or smiled as you experienced the relief you would have felt if *you* had been told to handle a rat.

But the results of this experiment verified Freud's conclusions. The higher the students' anxiety prior to seeing the "rat," the funnier they found the situation afterward. In other words, those who were the most tense beforehand saw the most humor in the situation after it was all over.

Well, so much for Freud. He never worked in a major market anyway!

Dan O'Day is a graduate student at Fresno State in Fresno, California and has his own comedy service he calls OBits. Comments to him can be addressed to 366 West Bullard Avenue, Fresno, CA 93704.

Does More Loudness Equal More Listeners?

By ROB CLAYTON

Since the beginning of commercial broadcasting, radio stations have sought ways to stand out from the crowd on the dial. They have often looked to engineering for help to make the signal the outstanding feature. We have known many eras of audio processing in music formats over the years. Gimmicks like "color radio," "Surround sound," heavy Hammond-Fisher spring suspension echo, excessive equalization, ex-



**"THEY TAKE EVERYTHING AND COMPRESS IT INTO
A LITTLE SMALL WINDOW ABOUT SO BIG AND
SHOVE IT DOWN THE LISTENERS THROAT"**

treme compression (where the record fades to 100% modulation,) speeding up records, and many more. This was all so prevalent in the fifties and sixties. Little consideration was given to how these kinds of treatments generated listener fatigue and what in turn that did to quarter hour maintenance. All that mattered was to try to be different, to stand out! The audience was far less sophisticated then, the state of the art was not what it is today, and the hit records were often produced in garages and were of comparatively poor quality. Those were the days of the screamers. If nothing else, rock or contemporary radio of its day was just hard driving; period. The idea of faithfully reproducing the music was hardly considered except by a few purists.

Some stations are still caught up in the old philosophies that started back then and are still using various methods of audio processing that color and change the *very* product they are using to attract their listeners, the recorded music. One notion that holds on relentlessly is this attitude concerning loudness. Some station managers and program directors still feel that the loudest signal on the dial will reach out and grab the listeners, even in FM. In doing so, they may severely alter the mix of the recorded product to achieve as high an average modulation percentage as possible, ignoring the effect on the overall sound. As Bill Robinson, Studio Manager of Sunset Sound Recorders in L.A. put it, "they take everything and compress it into a little small window about so big and shove it down the listeners throat." How important is apparent loudness or other audio gimmicks in gaining

listeners? Or is it the music, or the format, or creative programming that really makes the difference?

Today's music is being produced in recording studios with incredibly sophisticated gear, with highly talented and creative personnel, and at great expense. Gone are the days of the garages and Wollensaks. A typical two studio recording facility I recently visited, housed three million dollars of equipment. The average in studio time now spent per side is twelve hours at an average cost of \$125 per hour. And the average production cost is between \$3500 and \$3800, *per side!* The artist, the producer and the recording engineer work hard at their craft to try to produce the best possible sound, the "hit sound" they think will attract the greatest numbers of the record buying public and hence your listeners. The recording engineer uses many technical tricks to accomplish this "you are there" feeling in his records. Each individual facet of the record is carefully considered in the mix, something the broadcaster cannot do. Then all too often, he and the artist hears their "child" on the air and find that it has been altered to an extent they find offensive. Brian Ingoldsby, Director of Disc Mastering and Recording at MCA relates that one of their prominent female vocalists said at a disc mastering session, "If we only knew how fast the stations were going to speed it up, we could slow it down when we cut it, so it would come out correct when it gets played on the air." Image trying to sing along with your own record and finding the high notes out of your range! Some stations suffer the misconception that there is something inherently wrong with the majority of records released today;



“TODAY’S
LISTENER

KNOWS THE
DIFFERENCE”

no doubt a hangover from the garage days. So they set out to change them. Don Neal, Chief Engineer of K100 in Los Angeles, believes, “I don’t think I am that good to try to change the work of the recording engineer and artist when it goes on the air, since they knew what they wanted artistically when they recorded the side.”

If the artist finds the alterations unacceptable, how do today’s more savvy listeners react? Many today are audiophiles. They spend millions of dollars annually for receivers of a caliber once only available to the affluent. Today’s low-priced system surpasses the reproduction quality of far more expensive systems a decade ago. Today, many listeners are amateur recording engineers with multi-tracking and overdubbing capabilities in their homes. Sound has become an integral part of their way of life. The average listener has become educated to a higher standard of sound than ever before. He is exposed to high quality sound in concert halls, in discos, live entertainment and even in bars. He has become far more critical in his evaluation of the sound he hears on a radio station. He may reject and tune out a station without really knowing why, but subconsciously he cannot identify it with the quality of sound he has grown accustomed to hearing elsewhere and will not tolerate it.

A good clean unaltered sound can pay off. A chief engineer of a Los

Angeles radio station told me that when he took the job over a year ago, the station was using considerable limiting and equalization. He advised the management to discontinue the excessive limiting and process the audio in no other way than to use sufficient limiting to keep a good average modulation level, but not enough to be apparent. Their competition continued to process the audio for maximum apparent loudness making the other stations louder than they. With no programming changes, their ratings started to increase with the new, cleaner sound. Programming changes were then made eight months later, and within a year their ratings had nearly tripled; and management gave credit to engineering for the rating increase.

Considering the quality of today’s recorded music, the current advanced technical status and the increased awareness of quality on the part of the public, we broadcasters should recognize these factors and put them to work for us. Loudness is fine as long as in achieving same, quality is not ignored. Everyone wants to keep the average modulation level up, but not at the sacrifice of listeners. The name of the game is attracting listeners, as many listeners as we can. Let’s woo ears with the cleanest, most faithfully reproduced signal possible. Today’s listener knows the difference. With today’s listener, phony loudness may turn him off.

RATINGS



The Arbitron press release read: "Bill McLenaghan, vice-president/general manager of Arbitron Radio resigned his position today after considering for some time a move to Beltsville, MD, as vice-president/general manager of operations and production of Arbitron radio and television. He decided that he would rather remain in the New York area and pursue his career in radio. He will make himself available to Arbitron as consultant, for which we are grateful. We also wish Bill the greatest of success in his endeavors." (Then the key line) . . . **"BILL HAS BEEN ALMOST SOLELY RESPONSIBLE FOR THE POSITION ARBITRON HAS ACHIEVED IN THE BROADCAST INDUSTRY."**

McLenaghan has indeed been responsible for increasing the awareness of the rating service past merely the advertising agencies, and for the first time, to radio people across the country. Record companies, for example, now time their releases with consideration for rating periods. McLenaghan has been in the forefront; attending radio conventions, making speeches, showing slides, explaining the methodology to whoever would listen and as a result it came time to farm Bill to Beltsville.

It's taken 15 years for Bill to bring Arbitron to a position where over 90% of the major agencies rely on Arbitron ratings for their time buys. Arbitron's visibility has resulted in highly sophisticated, computerized ways to increase the ratings of stations.

A study by Torbet-Lasker (national rep firm) showed that 84% of the agencies were asking for

Arbitron ratings as compared to only 13.8% for Pulse; a fact that has RAB (See Broadcasting, May 24) disturbed. There is now virtually only one rating service.

McLenaghan told Radio Quarterly Report, "That was my objective. My objective was not to sit around and let the competitor succeed. I'm sorry, but that's it." Richard Roslow of Pulse substantiated that his rating service has had its problems. They are now in only 110 markets in the country, not all on a regular basis. There is a move, however, by the company to restructure its rates so that it requires only a few stations to bring Pulse into their market. Hooper, a former power, has little influence at this time in radio ratings.

"Every broadcaster wants more than one chance to win," McLenaghan continued. "They don't care how bad the other rating service is, as long as they have

it. They would like it looked at on Madison Avenue, however, and that's a problem."

What then about playing to the ratings. "My philosophy about that is that you can only improve programming. I want you to know that. If you increase the audience and get people to listen longer you're probably making a contribution to the general public. Broadcasters have to sharpen their programming in order to win."

But isn't there a difference in good programming and winning in the ratings: "I don't think so. I think there's a high correlation between good programming and winning in the ratings. Let me put it this way. Can a badly programmed station win through promotional efforts only? I can't think of any case."

McLenaghan ends his 15 years with Arbitron with no announced plans at press time. He leaves behind a company which faces the problems of huge success.

Now the question is, Where will the competitor for Arbitron come from? Will Pulse regain strength? Will Hooper come back? Or will there be a new rating service somewhere? Los Angeles, San Francisco and Chicago have started going to The Source.

Source ratings are part of Dimensions Unlimited. Based in Los Angeles, and started by Terry DiAngona (former researcher for KGIL and KFWB) and Nevil Gondereau (former researcher for KFI), is quite an interesting story. The two decided that none of the rating services were fulfilling the needs of the broadcasters. The Source is now 3 years old.

"The real danger in only one rating service," Source VP Ed Poole told Radio Quarterly, is that it allows that rating service to say "I know you paid 22 grand for our service last year...but it's now



going to be 32 grand this year, and you can take it or leave it, baby, 'cause where else you going to go? Would Arbitron do that? I don't know."

The Source at a glance has made some improvements over other rating services. First of all their sample is not taken from the phone book, as it is in other services. They use resident addresses supplied by the US Postal Service. In a city like LA where over half the phone numbers are unlisted, this supplies a completely different group of people making up the sample.

Their diary return has never been below 80% in any survey, compared to the national average of below 60% in Arbitron.

This is a result of the methodology. Once the house is selected, an interviewer goes to the house in person and places the diary, conducting a pre-diary questionnaire to determine various things about the subject. This is reflected in the product usage section of the book. In the LA book, for example, you can find not only what station a person listens to, but such items as how much that person makes, what supermarket he buys at, how many records he

buys a month, how often he goes to the movies, etc. This is also broken down by demographics.

The diary is left and an appointment is made to pick up the diary one week later. In mid-week the person is contacted by phone to see if there are any problems and the pick-up date is reaffirmed. At the end of 7 days the interviewer goes back to the house and picks up the diary. Arbitron waits for the person to send the diary back.

The sample base is at least comparable to Pulse and Arbitron. In Chicago, the Source used 3000 diaries as opposed to 2300 for Arbitron (8-county MSA only) and 1500 for Pulse. In LA Source used 3000 in the 2-county metro area as opposed to 2500 for Arbitron and 1700 for Pulse. The difference is that Source stays pretty much in the metro area while Arbitron will average 3200-5000 in tab diaries for a total 8-county TSA in Los Angeles, for example. Arbitron has just recently increased their metro sample as well.

Stations pay from 3 to 10 thousand dollars per report, depending on the one-minute rate.

There is little indication that the Source will be challenging Arbitron in the near future as they are growing just a little at a time. Next year they will be in New York. That's the only real addition planned.

"Mechanically we have it knocked," Poole told us. "To get into a number of additional markets would require additional personnel. And that costs bucks, and we don't have the bucks. It'll cost us \$150,000 to break in the New York market. We hope, that once the book comes, everybody will buy it."

While the Source speaks of growing a little at a time, when one estimates the doubtless cooling of heavy promotion by Arbitron and pressure from such folks as RAB to bring in another rating service, the industry may be looking west faster than even Ed Poole thinks they will.

A further update in next issue of Radio Quarterly Report.

TIME		STATION		PLACE	
(Indicate AM or PM)		WHEN LISTENING TO FM, CHECK HERE (✓)	FILL IN STATION "CALL LETTERS" (IF YOU DON'T KNOW THEM, FILL IN PROGRAM NAME OR DIAL SETTING)	CHECK ONE (✓)	
FROM —	TO —			AT HOME	AWAY FROM HOME (INCLUDING IN A CAR)
6:40 AM	7:30 AM	✓	WWTM	✓	
10:10 AM	11:30 AM		PIERCE SHOW		✓
4:45 PM	5:20 PM		WREF		✓
6:30 PM	8:30 PM		WWAC	✓	
10:50 AM	11:10 AM	✓	101.1 on the dial	✓	

⊙ PLEASE CHECK HERE



IF YOU DID NOT LISTEN TO A RADIO TODAY.

IMPORTANT — Many stations broadcast on both AM and FM. For this survey, it is important to correctly identify whether you are listening on AM or FM (even though the station may use the same call letters and broadcast the same thing over the air).

To keep your diary from getting mixed up with any others in your home — please fill in your initials (or first name) here

THE ART & SCIENCE OF RECORD PROMOTION

"I used to think record promotion men were just useless", a former major market music director, now turned promotion lady added incredulously, "Can you believe that?"

The Radio Quarterly Report survey indicates that there are now over 1,000 men and women in the country who make their living promoting records. While all professions have their own uniqueness, it would be difficult to find another job which demands the same set of circumstances as that of the promo man.

"THE BIRTH OF THE DJ RESULTED IN THE END OF THE SONG PLUGGER AND THE BEGINNING OF THE RECORD PROMOTION MAN"

"The Song Plugger" had been around since there was sheet music. His job in former days was to get singing waiters to perform his songs at important restaurants. He may find himself in a department store playing the organ and performing his song before potential public customers. With the advent of radio, he became a frequent visitor at the offices of the big name bands. Then came the record, first the 78, then in quantities, the 45, and finally the popularity of the album again changed his direction and outlet. No change was bigger than that of television and its influence in pushing radio stations toward all music. With the birth of the disc jockey came the end of the "song plugger" and the beginning of the record promotion man.



Just exactly what its attraction is, is not so evident when one examines the life of the record promotion man. We may paraphrase by noting that if he is not in an airplane, he's on the phone or in a meeting, and when he's not doing all those things, he's talking records over a drink or at home...you guessed it; listening to music. On the road he may hit ten stations in three cities in one day. He learns to deal with no sleep, radio station waiting rooms, and insults. Back in the office, his challenge is to get the music director to take his call. With the number of records being released today, and the ensuing competition for a spot for one of those records on a radio station that has continuously whittled their play lists to almost nothing over the past 20 years, it is a wonder that the record promotion man can continue

Top--Ray Anderson, United Artists. Bottom --Fred Ruppert, Polygram

“TIGHT PLAYLISTS HAVE MADE MARKETING MEN OUT OF RECORD PROMO FOLK.”



*Top--George Furness,
Atlantic
Bottom--Noel Love,
Private Stock*

to survive.

In 1976, however, just as he has done throughout a century of music, when the outlet changes so does the promotion man. Tight play lists have made marketing men out of record promo folk. Seventy years ago, his evening was spent in restaurants plugging his songs. Today just down the street from where his fore father listened while the waiter sang, he watches the disc jockey place his record on the turntable in a discotheque. By his phone he is very likely to have a computer screen flashing out sales figures throughout the day. The excitement and spontaneity of that "smash" record has turned into planning meetings, careful calculating and examining each move necessary to bring a record into prominence.

Our "promo man" now sports titles like "vice president" and he has taken off the plaid jacket, pink tie and alligator shoes and quite often sits in a business suit, reminiscent of the insurance business.

Chances are he now knows how to read an ARB and companies, realizing that play lists decrease during a rating period, cut their single release schedule down until it's over.

But before we end this story, making you believe it's all become dullsville (seriousville is more like it,) note too that the fast one liner patter, broads, booze and bread image the promotion man has had to live with in the past is rapidly vanishing. In a majority of cases (especially with the importance of

WE WELCOME OUR SALES AND PROMOTION STAFF TO THE WEST COAST FOR SOME MORE "HITS."



Welcome to the Annual A&M East-West All-Star Championship Softball Game:

Eastern Hitters

IS BRENNER
GAIL DAVIS
RON FARBEN
MEL FUHRMAN
BILLY GILBERT
BILLY HARPER
LYNDA KING
BARRY KORKIN
PETER MOLICA
RICHARD PACTER
JOHN POWELL
TOM SHEEHY
BOB STULL
RICH TOTOBAN

Southern Hitters

JOEL ACKERMAN
RALPH BATES
JOHN FERRER
DAVID FITCH
DERRY JOHNSON
WAYNE LESTER
AL MOINET
JOHNNY SHULER
WAYNE SHULER
MICHAEL TAYLOR
DON TOLLE

Midwestern Hitters

STEVE DURN
BOSS GENTILE
THOM GORMAN
BILL JOHNSON
GARY LIPPE
BILL PAGE
JAYNE NECHES
NICK STEARN
DAVID STEFFEN
ALVIN THOMAS

Western Hitters

JAN BASHAM
LENNY BRONSTEIN
HAROLD CHILDS
DAVID EZZELL
BOB FRYMIRE
RICK GALLIANI
LARRY GREEN
BERNIE GROSSMAN
STEVEN LEAVITT
CHARLIE MIMOR
MARVIN MURPHY
BOB SCHARBERT

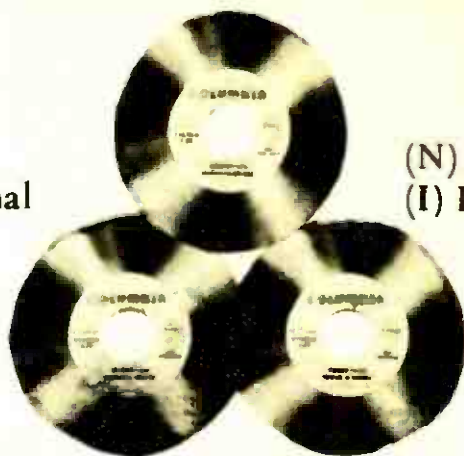
Thanks for the hits of '76!

SEE YOU AT THE ANNUAL JUNE SALES & PROMOTION MEETINGS.

Promotion People

(L) Local
(R) Regional

(N) National
(I) Independent



Throughout the past several months we have searched trades, companies lists, made hours of calls all over the U.S. to come up with the names of every single record promotion man in the country. We're sure, despite our efforts, that we left a bunch of folks out. If you're one of them please accept our apologies and let us know so we can be more complete next quarter. Thanks....

ATLANTA

ADAMS, Gaylen RCA/C&W (404) 455-3636	(R)	CONGER, Dan Buddah (404) 546-7481	(R)	EVANS, Ray De-Lite (404) 349-7429	(L)
ALOU, Bob 20th Century (404) 448-8100	(R)	CONLEY, Lonnell RCA/R&B (404) 455-3636	(R)	FERRER, John A&M (404) 449-7900	(L)
BEE, Johnny Hellicher Bros. Inc. (901) 454-1286	(R)	DAVENPORT, Danny WB (404) 344-4933	(R)	FRANCIS, Jim ABC (404) 458-8721	(L)
BEGOR, Steve Janus (404) 634-7092	(R)	DAVENPORT, Jimmy Independent (404) 973-8387		GEER, Charles Atlantic (404) 344-4933	(L)
BLACK, Paul Columbia (404) 321-4553	(R)	DEAN, Jackie Independent (404) 768-5378		HORT, Bobby RSO (404) 433-1121	(R)
BURLESON, Gene Arista/R&B (404) 344-1633	(R)	DUCK, Harvey Hellicher Bros. Inc. (901) 454-1286	(L)	JOHNSON, Derry A&M (404) 449-7900	(R)
CIFARELLI, Georgeann RCA (213) 461-9171	(L)	ESSERMAN, Eddie Columbia (404) 321-4553	(L)	JONES, Curtis Lifesong (404) 377-8854	(R)

KING, Larry <i>Atlantic</i> (404) 344-4933	[R]	RILEY, Robert <i>Capital</i> (404) 321-5441	[L]	BRADY, Bob <i>ABC</i> (301) 937-5733	[L]
KRAFT, Mike <i>RCA</i> (404) 435-3636	[L]	ROCKHILL, Rick <i>MCA</i> (404) 448-5584	[L]	BUPP, Dave <i>RCA</i> (301) 585-5575	[L]
LEE, Ken <i>Curtom</i> (312) 769-4676	[N]	RON, Mu <i>Independent</i> (404) 422-8007		CASH, Jonas <i>Independent</i> (301) 585-5755	
LEMMONS, Bill <i>Arista</i> (404) 875-2555	[R]	RUMPLE, Gene <i>Capital</i> (404) 321-5441	[L]	DAVIS, Danny <i>Phonogram</i> (301) 946-7242	[L]
LENAHAN, Bob <i>Independent</i> (404) 266-0970		SANDERS, Richard <i>Motown/R&B</i> (404) 349-2268	[R]	FALISE, Frank <i>MCA</i> (301) 448-9300	[L]
LYMAN, Jeff <i>MCA</i> (404) 448-5584	[L]	SAYLES, Roger <i>Phonogram</i> (404) 433-1121	[L]	GREGORY, Ron <i>WB</i> (301) 474-3636	[L]
MARTIN, Mike <i>Independent</i> (404) 422-8007		SILVER, Long John <i>Polydar-MGM</i> (404) 433-1121	[L]	SCHOBERG, Tom <i>Jos. Zamojski Dist.</i> (301) 644-2900	[L]
MATTHEWS, Charles <i>Curtom</i> (312) 769-4676	[R]	SIMMONS, Chester <i>Phonogram</i> (404) 344-1633	[R]	TOMPKINS, Larry <i>RCA/R&B</i> (301) 585-5575	[R]
McCANN, Phillip <i>ABC/R&B</i> (404) 458-8721	[L]	SIMPKINS, Lamont <i>London/R&B</i> (404) 875-2555	[L]	VanDRUFF, Larry <i>Jos. Zamojsky Dist.</i> (301) 644-2900	[L]
McCOLLUM, Doyal <i>Phonogram/C&W</i> (404) 634-3951	[R]	TANNER, Geary <i>Atlantic</i> (404) 344-4933	[L]	WEISS, Mark <i>20th Century</i> (301) 946-2985	[R]
MILLER, Dan <i>Epic</i> (404) 321-4553	[R]	THOMPSON, Sandy <i>ABC</i> (404) 455-1831	[L]	<hr/> BOSTON <hr/>	
MILLER, Jamie <i>Toro Dist.</i> (404) 875-2555	[L]	WADE, Bill <i>Heilicher Bros. Inc.</i> (901) 454-1286	[L]	BERNARD, Joe <i>Malverne Dist.</i> (617) 423-3820	[L]
MOINET, Al <i>A&M</i> (404) 449-7900	[R]	WAGGONER, Mike <i>Epic</i> (404) 321-4553	[L]	BRANNEN, Mike <i>ABC</i> (617) 935-7450	[L]
MOSS, Al <i>WB</i> (404) 344-4933	[L]	WARE, Fred <i>Columbia/R&B</i> (404) 321-4553	[R]	BRENNER, Jerry <i>Independent</i> (617) 935-7500	
PARKER, John <i>Cosablanca</i> (404) 433-0065	[R]	WATKINS, Maurice <i>Atlantic</i> (404) 344-4933	[R]	CHALMERS, Tony <i>Hitsville Dist.</i> (617) 327-1234	[R]
PEPPER, Wade <i>Independent</i> (404) 233-5167		WOODS, Sonny <i>Independent</i> (404) 892-4760		COLLINS, Lennie <i>Epic</i> (617) 890-3814	[L]
PHELPS, Ron <i>RCA</i> (404) 455-3636	[L]	JACKSON, Wyn <i>Chelsea</i> (404) 949-3856	[R]	DAMALT, Willis <i>London</i> (617) 444-9310	[L]
PHILPOT, Andy <i>Heilicher Bros. Inc.</i> (901) 454-1286	[L]	<hr/> BALTIMORE <hr/>		DeLACY, Don <i>RCA</i> (617) 444-7204	[L]
RANDELL, Mike <i>Elektra-Asylum</i> (404) 344-4933	[L]	BILELLO, Joe <i>Polydar-MGM</i> (301) 946-7242	[L]	GAUTIER, Gilles [<i>Frenchy</i>] <i>RSO</i> (617) 933-8155	[R]

HEATHFIELD, James
Malverne Dist. [L]
(617) 423-3820

HORN, Ms. Billie Lee [R]
20th Century
(617) 261-2579

HOROWITZ, Frank [L]
MCA
(617) 244-7294

INGEME, SI [L]
Columbia
(617) 89D-3814

INTERLAND, Brian [R]
Cosablanca
(617) 834-9338

JANIS, Andy [N]
Beersville
(617) 526-7101

KENNEDY, Lois [L]
Private Stock
(617) 877-8643

KEOGH, Kevin [R]
Chelsea
(603) 882-7407

KING, Linda [L]
A&M
(617) 247-3570

KORKIN, Barry [L]
A&M
(617) 247-3570

LEWIS, Fred [L]
Atlantic
(617) 935-5170

MAGID, Paul Alpha [L]
Independent
(617) 266-0354

MASTERS, Don [L]
Polydor-MGM
(617) 933-8155

NERLINGER, Kurt [L]
Elektra-Asylum
(617) 935-5170

PAUL, Frank [N]
Casa Grande
(617) 933-1474

POWER, Paul [L]
Phonogram
(617) 933-8155

SILVI, Dom [L]
Capitol
(617) 329-5570

STRUBE, Carl [L]
Independent

SYMONDS, Mike [L]
WB
(617) 935-5170

TARDANICO, Richie [R]
Arista
(617) 238-4106

Thurkins, Cindi [R]
Carl Strube Promo
(617) 944-0423

BUFFALO

CAHN, David [L]
Elektra-Asylum-WB
(716) 886-0133

GRADY, Jerry [L]
Best Dist.
(716) 826-9560

NESTRO, Frankie [L]
Independent
(212) 586-6200

PACHTER, Richard [L]
A&M
(716) 826-9560

CHARLOTTE

ANDERSON, David [L]
Capital
(404) 321-5441

BROOKS, Billy [L]
De-Lite
(919) 784-5204

DANNHEISER, Dave [L]
Elektra-Asylum-WB
(704) 568-0482

FOGLE, Wayne [R]
Motown/Pop
(704) 394-9695

FOLEY, John [L]
MCA
(704) 596-1380

GOODMAN, Jerry M. [R]
Elektra-Asylum
(704) 364-7239

MOBLEY, Curtis [L]
Columbia/R&B
(704) 527-4533

OREMAN, Alan [L]
London
(704) 535-0921

POINDEXTER, Bill [L]
ABC
(704) 365-3012

REUS, Dick [L]
Atlantic
(704) 568-0482

SENN, Robert [L]
Columbia
(919) 781-4359

THOMPSON, Bob [L]
818 Dist.
(704) 527-0440

CHERRY HILL

DESSIPO, Fred [L]
Independent
(609) 424-3633

RUDMAN, Kal [L]
Independent
(609) 428-8640

CHICAGO

ATKINS, Deke [L]
Independent
(312) 947-0566

BARG, Erwin [L]
London
(312) 647-0410

BEDNO, Howard [L]
Bedno-Wright Promo
(312) 664-6054

BELLOW, Ron [R]
Lifesong
(312) 587-9516

BENNETT, Ron [R]
Columbia
(312) 463-0900

BLY, Stan [L]
Phonogram-Mercury [N]
(312) 645-6300

BONE, Mike [L]
Phonogram-Mercury [N]
(312) 645-6300

BURKE, Kirkland [L]
Atlantic/R&B
(312) 298-3100

CERAMI, Sam [L]
Columbia
(312) 463-0900

CHAPLIN, Frank [L]
ABC/R&B
(312) 643-4185

CHIOVARI, Roy [L]
WB
(312) 298-3100

DIAMOND, Paul [L]
London
(312) 647-0410

DODD, Greg [L]
MCA
(312) 692-3366

FISHER, Earlean [L]
RCA
(312) 782-0700

FLOYD, Jan Polydor-MGM/R&B (312) 671-0003	[L]	MANN, Lou Epic (312) 463-0900	[L]	WHITE, Granville Columbia/R&B (312) 463-0900	[R]
GIROD, Rich MS Dist. (312) 478-1133	[R]	MATTHEWS, Charles Gemigo (312) 769-4676	[N]	WRIGHT, Don RCA (312) 782-0700	[R]
GORALSKI, Steve Elektra-Asylum (312) 298-3100	[L]	McLEESE, Richard Alligator (312) 973-7736	[N]	WRIGHT, Pete Bedna-Wright Promo (312) 664-6054	
GREEN, Jim Independent (312) 486-3100		PAAS, Walter UA (312) 467-0878	[L]	WUBKER, Tom RSO (312) 671-0003	[R]
HAWKINS, William MCA (312) 692-3366	[L]	PETRIE, John Phonogram-Mercury (312) 671-5380	[L]	<hr/> CINCINNATI <hr/>	
HAYWOOD, Bill Mercury/R&B (312) 645-6300	[N]	PHILIPS, Leroy RCA/R&B (312) 782-0700	[R]	AMANN, Tom Progress Rec. Dist. (513) 381-0190	[L]
HOLK, Randy Atlantic (312) 298-3100	[L]	PLOCIDO, Sam Atlantic (312) 298-3100	[R]	BAUMASTER, Mike ABC (513) 961-2806	[L]
IGLAUER, Bruce Alligator (312) 973-7736	[N]	POPE, Skip MS Dist. (312) 478-1133	[R]	BAXTER, Clay Polydor-MGM (513) 381-3724	[L]
JOHNSON, Bill A&M (312) 478-1133	[L]	PRICE, Tony Gemigo (312) 769-4676	[N]	BETHEL, Dick Capitol (313) 583-9600	[L]
JONES, Odis London/R&B (312) 647-0411	[L]	RAVID, Bruce Capitol (312) 647-8338	[R]	BIRD, Bruce Independent (216) 531-0858	
KAPP, Frank M.S. Dist. Co. (312) 478-1133	[L]	REMEDY, Dave Columbia (312) 463-0900	[L]	De CIOCCIO, Mary RCA (513) 821-8100	[L]
KING, Alonzo Motown/R&B (312) 375-8510	[R]	SEINEIGLE, Bob Epic (312) 463-0900	[R]	FEINEGLE, Bob Columbia (513) 241-4088	[L]
KOPSHEVER, Ed MCA (618) 357-2167	[R]	SMALLWOOD, Jerry Arista (312) 478-1133	[R]	FOGEL, Lee MCA (513) 721-4210	[L]
LEBEN, Vicki RCA (312) 782-0700	[L]	SMITH, Richard Arista/R&B (312) 248-2417	[R]	GODSEY, Julie Epic (513) 241-4088	[L]
LEMKE, Dick Elektra-Asylum (312) 298-3100	[R]	STEBBINS, Bud Polydor-MGM (312) 671-0003	[L]	GRIERSON, Ross Elektra-Asylum (513) 721-5800	[L]
LEWIS, Don MS Dist. (312) 478-1133	[R]	STEIN, Burt Elektra-Asylum (312) 298-3100	[N]	LIPKE, Bob Atlantic (513) 721-5800	[L]
LITTLE, Leroy Jr. Atlantic/R&B (312) 298-3100	[R]	STEPHENS, Charles Curtom-Gemigo (312) 769-4676	[R]	MEIS, Allen Independent (513) 631-5999	
LUFMAN, Lenny ABC (312) 439-2730	[L]	TAYLOR, Jim Phonogram-Mercury (312) 645-6300	[N]	RIZK, Mike Phonogram-Mercury (513) 871-1451	[L]
MAGNESS, Bill De-Lite (312) 548-7833	[R]	THOMAS, Alvin A&M (312) 787-6805	[R]	SCULL, Bill Arista (513) 752-4575	[R]

SEARS, Kitty
Columbia/R&B [L]
(513) 241-4088

STANN, Al
WB [L]
(513) 631-2847

CLEVELAND

BIRD, Gary
Independent
(216) 921-7681

BROOKS, Jay
RCA [L]
(216) 861-4215

BROOKS, Ron
Janus [R]
(216) 383-1100

CALABRESE, Roy
Progress Rec. Dist. [L]
(216) 461-7880

CATINO, Bill
RCA/C&W [R]
(216) 861-4215

DILEO, Frank
Polydor-MGM [L]
(216) 228-6412

FARMER, Larry
RCA/R&B [R]
(216) 861-4215

FRONTERA, Al
WB [R]
(216) 271-3900

GEORGE, Don
Phonogram-Mercury [L]
(216) 228-6412

HARDY, Carol
Atlantic [L]
(716) 886-0133

HAUGHIN, Barry
Capitol [L]
(216) 888-8575

HUMPHREY, Fred
Columbia [L]
(216) 439-5544

IAFORNARO, Ron
Progress Rec. Dist. [L]
(216) 461-7880

JACKSON, JJ
Chelsea [R]
(216) 273-4922

LA BEAU, Mike
Atlantic [L]
(216) 271-3900

LIPPE, Gary
A&M [L]
(216) 461-4476

LUCAS, David
WB [L]
(216) 271-3900

MANOCCHIO, Mike
ABC [L]
(216) 252-2700

MILLER, Tom
Progress Dist. [L]
(614) 890-5584

MIMS, Laura
ABC/R&B [L]
(216) 621-5579

MOONEY, Marty
Progress Rec. Dist. [L]
(216) 461-7880

PRESCOTT, Oave
Piks Dist. [L]
(216) 696-3155

SCHWARTZ, Chuck
Epic [L]
(216) 439-5544

SMITH, Willie
Atlantic/R&B [L]
(216) 271-3900

TOEDTMAN, Fred
Asylum [L]
(216) 271-3900

WRIGHT, Glen
Columbia/R&B [L]
(216) 439-5544

ZAREMBSKI, Hank
RCA [L]
(216) 861-4215

DALLAS

ALLEE, John
Capitol [L]
(404) 344-1633

ANDERSON, Frank
WB [R]
(214) 638-1690

ARBUCKLE, Lee
RSO [R]
(214) 387-2797

BETANCOURT, John
RCA [L]
(214) 638-6200

BLAND, Roger
Elektra/Asylum [R]
(214) 638-1690

CHARLES, Tommy
Polydor/MGM [L]
(214) 387-3980

CLIMIE, Ed
Columbia [L]
(214) 634-1700

DODDS, Randy
Heilicher Bros. [L]
(214) 631-1530

EDWARDS, Wayne
RCA/C&W [R]
(214) 638-6200

FLETCHER, Terry
Arista [L]
(214) 221-2160

GARNER, Bob
De-Lite [L]
(713) 747-2219

GUSLER, Mike
Columbia [R]
(214) 634-1700

HACKETT, Jeff
Mafown/Pop [R]
(214) 358-5905

HALL, Jerry
London [L]
(214) 631-1100

HAYES, Alta
Big State Dist. [L]
(214) 631-1100

HEARD, Bill
Epic [R]
(214) 634-1700

KEITH, Raymond
Capitol [L]
(214) 637-1890

KING, Larry
Atlantic [R]
(214) 638-1690

KIRKSEY, John
Epic [L]
(214) 634-1700

LEWIS, James
WB [L]
(214) 233-1249

MARS, Ken
Big State Dist. [L]
(214) 631-1100

MORRIS, Patt
ABC [L]
(214) 634-9717

NAGEL, Murray
WB [R]
(214) 233-1249

PEACOCK, Michelle
Heilicher Bros. [L]
(214) 631-1530

PHILLIPS, Ernie
Indep endent [L]
(214) 661-3461

RAPHAEL, Ronnie
Phonogram-Mercury [L]
(214) 661-0769

SAMUELS, David <i>Atlantic/R&B</i> (214) 638-1690	[R]	OSTIN, Randy <i>Elektra-Asylum</i> (303) 758-6171	[L]	DOUGLAS, Ron <i>Epic</i> (313) 354-0470	[L]
SATTER, Jack <i>Hellicher Bros.</i> (214) 631-1530	[L]	PRINCE, Mike <i>Arista</i> (303) 320-4660	[L]	DUNN, Steve <i>A&M</i> (313) 474-0300	[R]
SEIBERT, Michael <i>Capitol</i> (214) 637-1890	[R]	PYNE, Spencer <i>Record Sales</i> (303) 320-4660	[L]	DURHAM, Ernie <i>Casablanca/R&B</i> (313) 393-0199	[R]
SMITH, Danny <i>WEA</i> (214) 638-1690	[L]	REYMANN, Larry <i>Columbia</i> (303) 837-8333	[L]	FANT, Vivian <i>Capitol</i> (313) 583-9600	[L]
SPACEK, Ed <i>MCA</i> (214) 241-8646	[L]	ROTHSTEIN, Dave <i>Capitol</i> (303) 433-9257	[L]	GELARDI, Tom <i>Independent</i> (313) 779-1380	
SPENDLOVE, Bob <i>RCA</i> (214) 638-6200	[L]	RYLAND, John <i>Polydor-MGM</i> (303) 761-6957	[L]	GROGAN, James <i>ABC</i> (313) 645-1713	[L]
SUENDESEN, Peter <i>Hittsville</i> (817) 641-6801	[R]	SCHULTZ, Rick <i>Epic</i> (303) 623-6668	[L]	HALL, Willis <i>Atlantic/R&B</i> (313) 567-4822	[L]
THOMPSON, Gracia <i>ABC/R&B</i> (214) 634-9770	[L]	SMITH, Jimmy <i>A&M</i> (303) 320-4660	[L]	HUDSON, John <i>AMI Dist.</i> (313) 255-7600	[L]
TIMMONS, Russell <i>Columbia/R&B</i> (214) 634-1700	[L]	TOPE, John <i>Atlantic</i> (303) 758-6171	[L]	JOSEPHS, Ted <i>Independent</i> (313) 835-4170	
TOLLE, Don <i>A&M</i> (214) 423-6653	[L]	WREN, Robin <i>RCA</i> (303) 321-4258	[L]	KELLEY, Ernest <i>Independent</i> (313) 862-1879	
WITT* Eddie <i>Hellicher Bros.</i> (214) 631-1530	[L]	DETROIT			
WOMBLE, Noble <i>Polydor-MGM</i> (214) 387-3980	[L]	BLATT, Brian <i>Arista</i> (313) 255-7600	[L]	LAMBERT, Craig <i>WB</i> (313) 354-2020	[L]
YOUNG, John <i>RCA/R&B</i> (214) 638-6200	[R]	BOSTICK, Millie <i>Polydor-MGM</i> (313) 645-9884	[L]	LEEMON, Arnold <i>Motown/Pop</i> (312) 352-1136	[R]
DENVER		BROWN, Speedy <i>Columbia/R&B</i> (313) 354-0470	[L]	MORGAN, Andre <i>Motown/R&B</i> (313) 846-7578	[R]
BATEMAN, Gil <i>Independent</i> (303) 753-9980		CHEERS, Jemy <i>Arc Joy</i> (313) 491-7900	<i>Kay</i>	OSBORNE, Norm <i>Elektra-Asylum</i> (313) 569-4822	[L]
GREEN, Lorry <i>A&M</i> (303) 320-4660	[R]	<i>Arc Jay Kay</i> (313) 491-7900	[L]	OSOWSKI, Dennis <i>Merit Dist.</i> (313) 272-839D	[L]
KAMPF, Mock <i>Record Sales</i> (303) 320-4660	[L]	COUNTS, Ron <i>Atlantic</i> (313) 569-4822	[L]	SCHWARTZ, Bob <i>AMI Dist.</i> (313) 255-7600	[L]
KEANE, Bert <i>WB</i> (303) 758-6171	[L]	CRAFT, Leona <i>ABC/R&B</i> (313) 357-3133	[L]	SICILIANO, Jim <i>Music Trend</i> (313) 474-0300	[L]
McCOMMAS, Chuck <i>MCA</i> (303) 534-4104	[L]	CURDY, Dan <i>AMI Dist.</i> (313) 255-7600	[L]	STEARNS, Nick <i>A&M</i> (313) 474-0300	[L]

STONE, Mike
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STRITMATTER, Jim
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De-Lite [L]
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VENTOUR, Kelyvn
Independent
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WALLINGFORD, Larry
RCA [L]
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WALTER, Tim
MCA [L]
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WELCH, Ray
Columbia [L]
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HARTFORD

ALLEN, John
MCA [L]
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AMOLS, Merv
Capital [L]
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BERGER, Ron
Janus [R]
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BERMAN, Frank
Hitsville Dist. [L]
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BERNARD, Joe
Malverne Dist. [L]
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DEMERS, Dave
Columbia [L]
(203) 522-7151

GREENE, Herb
Atlantic [L]
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PERRY, Jack
Epic [L]
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PIKE, Dave
Epic [L]
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POLLACK, Barry
MCA [L]
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RUSTICI, Pat
Elektra-Asylum [L]
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HONOLULU

FUJII, Paul
Microphone Music [L]
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Eric of Hawaii [L]
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SMITH, Carl
Columbia-Epic [L]
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COOK, Bill
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(713) 498-2384

CUMMINGS, Steve
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(713) 771-3787

DODDS, Randy
Hellcher Bros. [L]
(713) 621-2661

DUNAWAY, John
Atlantic [L]
(713) 789-5920

ELEY, Paris
Columbia [L]
(713) 688-3761

GREEN, Norris
WB [L]
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HANCOCK, Ceaser
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HARRELL, Sam
Epic [L]
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HICKS, Mike
HW Daily Dist. [L]
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MATHIAS, Al
RCA [L]
(214) 638-6200

PEALE, Bob
Columbia [L]
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POLLACK, Barry
MCA [L]
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PRIVETT, Al
Phonogram-Mercury [L]
(713) 493-6785

RYMKUS, Mike
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SHULER, Wayne
A&M [L]
(713) 861-9251

SIDES, Rob
WB [L]
(713) 789-5920

TERRY, Carol
Polydor-MGM [L]
(713) 789-8659

WINERITER, Terry
ABC [L]
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YOUNG, Tommy
Phonogram-Mercury [R]
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LAMBERT, Paul
Artists of America [R]
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WEA [L]
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WARE, Dick
Columbia [L]
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(213) 874-0180

ANDERSON, Roy
UA [N]
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ANIT, Don
Anty-Muscala
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ASHTON, Jack
ABC [L]
(213) 849-6033

ATKINSON, Mike
Columbia [R]
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BARBER, Dick <i>Discreet</i> (213) 461-3267	[N]	CHAPPELL, Bill <i>Eric Mainland Dist.</i> (213) 464-8358	[L]	DOYLE, Cathey <i>Casablanca</i> (213) 650-8300	[N]
BARNET, Leonard <i>Amherst</i> (213) 986-0473	[R]	CHECCIA, Phil <i>Farr</i> (213) 550-8007	[N]	EASON, Don <i>ABC</i> (213) 651-5530	[N]
BASHAM, Jan <i>A&M</i> (213) 469-2411	[L]	CHEMEL, Richard <i>Anti-Muscola</i> (213) 651-2383		EZZELL, David <i>A&M</i> (213) 469-2411	[N]
BASS, Billy <i>Rocket</i> (213) 550-0144	[N]	CHILOS, Harold <i>A&M</i> (213) 469-2411	[N]	FARRELL, Ernie <i>In Tune</i> (213) 782-6420	[L]
BENCI, Jim <i>De-Lite</i> (213) 273-3565	[N]	CLAY, Chris <i>Chelsea/R&B</i> (213) 273-4922	[N]	FEDER, Larry <i>Casablanca</i> (213) 650-8300	[N]
BENSON, Ken <i>Capital</i> (213) 257-8224	[R]	COOPER, Paul <i>Little David</i> (213) 659-3870	[N]	FIELDS, Lou <i>Independent</i> (213) 469-7101	
BLONSTEIN, Marshall <i>Ode</i> (213) 462-0738	[N]	COSGRAVE, Vince <i>MCA</i> (213) 985-4321	[N]	FINEMAN, Howard <i>Shadybrook</i> (213) 652-4782	[N]
BORCHETTA, Mike <i>Independent</i> (213) 461-8488		CRAMER, Brad <i>Record Merch.</i> (213) 385-9161	[L]	FITZGERALD, Rich <i>RSO</i> (213) 278-1680	[N]
BRONSTEIN, Lenny <i>A&M</i>	[N]	CRAWFORD, Kent <i>WB</i> (213) 849-3941	[R]	FRANK, Howard <i>Ode</i> (213) 462-0738	[N]
BROWN, John <i>MCA/C&W</i> (213) 985-4321	[N]	CRIST, Chris <i>WB</i> (213) 849-3941	[L]	FREEMAN, Barry <i>Atlantic</i> (213) 849-3941	[L]
BROWN, Lygia <i>Chelsea/R&B</i> (213) 273-4922	[N]	CURB, John <i>Hitsville</i> (213) 462-3111	[N]	FURNESS, George <i>Atlantic</i> (213) 278-9230	[R]
BURGARD, Sunny <i>Casablanca/R&B</i> (213) 650-8300	[L]	DEAN, Marvin <i>ABC</i> (213) 651-5530	[N]	GAITERS, Bob <i>Arista/R&B</i> (213) 550-0381	[R]
BUSBY, Cheryl <i>Casablanca/R&B</i> (213) 650-8300	[R]	DeMANN, Fred <i>Elektra-Asylum</i> (213) 655-8280	[N]	GARLAND, Bob <i>Arista</i> (213) 480-0808	[L]
BUTLER, Jay <i>Atlantic/R&B</i> (213) 278-9230	[R]	DENGROVE, Jeff <i>Island</i> (213) 874-7760	[N]	GIDEON, Pete <i>MCA</i> (213) 985-4321	[N]
BUTTICE, Gary <i>Bearsville</i> (213) 846-9090	[N]	Di NOBLE, Al <i>Casablanca</i> (213) 650-8300	[N]	GOETZ, Lindy <i>Phonogram-Mercury</i> (213) 851-6100	[L]
BUTTICE, Kenny <i>Elektra-Asylum</i> (213) 655-8280	[N]	DOHERTY, Marcy <i>Chelsea</i> (213) 273-4922	[N]	GOLDROD, Marty <i>Arista</i> (213) 550-0381	[R]
CASTLE, Beth <i>Independent</i> (213) 461-8488		DOUGHMAN, Jerry <i>Windsong</i> (213) 277-1682	[N]	GRAHAM, Don <i>Cream</i> (213) 461-3288	[N]
CERVANTES, AJ <i>Chelsea</i> (213) 273-4922	[R]	DOUGLAS, Larry <i>Windsong</i> (213) 277-1682	[N]	GREENWALD, Dave <i>Janus</i> (213) 659-6444	[College]

<p>GRIFFITH, Gerald Columbia/R&B (213) 466-2481</p>	[R]	<p>KUPPS, Morty Lifesong (213) 550-8886</p>	[N]	<p>MEYER, Chuck MCA (213) 985-4321</p>	[N]
<p>GRIMES, Angie In Tune (213) 782-6420</p>	[L]	<p>LANHAM, Ron Elektra-Asylum (213) 849-3941</p>	[L]	<p>MEYER, Steve Capitol (213) 462-6252</p>	[N]
<p>GROSS, Barry Lifesong (213) 550-8886</p>	[N]	<p>LAWSON, Frances Casablanca/R&B (213) 650-8300</p>	[L]	<p>MILLER, Skip Motown/R&B (213) 642-3111</p>	[R]
<p>HAKIM, Jack 20th Century (213) 657-8210</p>	[N]	<p>LEWERKE, Stan</p>		<p>MINOR, Charlie A&M (213) 469-2411</p>	[N]
<p>HALL, Joy Barnaby (213) 657-6150</p>	[N]	<p>LUNDY, Janice RSO (213) 278-1680</p>	[N]	<p>MONTGOMERY, John WB (213) 846-9090</p>	[N]
<p>HAMBY, Larry Windsong (213) 277-1682</p>	[N]	<p>MACK, Marty RCA/R&B (213) 461-9171</p>	[R]	<p>MORGAN, Dennis Rocket (213) 550-0144</p>	[N]
<p>HARRINGTON, Susan Rocket (213) 550-0144</p>	[N]	<p>MANABE, KoKo Chelsea (213) 273-4922</p>	[N]	<p>MORRELC, Dave RCA (213) 461-9171</p>	[L]
<p>HARRIS, Larry Casablanca (213) 650-8300</p>	[N]	<p>MANCUSO, Fred Chrysalis (213) 550-0171</p>	[N]	<p>MUSCOLA, Tony Anti-Muscola (213) 651-2383</p>	
<p>HARTLEY, Mark Caribou (213) 659-1301</p>	[N]	<p>MANI, Dave Buddah (213) 278-6600</p>	[N]	<p>NEWMAN, Laule Janus (213) 659-6444</p>	[N]
<p>HIGER, Donna Farr (213) 550-8007</p>	[N]	<p>MARTINE, Pat RCA (213) 461-9171</p>	[L]	<p>PALADINO, Rich Independent (213) 851-7833</p>	
<p>HILL, Sandra Capitol (213) 462-6252</p>	[N]	<p>MAYER, Eric Independent (213) 461-8488</p>		<p>PAPALE, Michael Independent (213) 348-1956</p>	
<p>HINTON, Bruce Independent (213) 881-0037</p>		<p>McCORMICK, Steve Chelsea (213) 273-4922</p>	[N]	<p>PENDLETON, Mary Fantasy (213) 461-9171</p>	[N]
<p>HOLMES, Cecil Casablanca (213) 650-8300</p>	[N]	<p>McCOY, Pat ABC (213) 651-5530</p>	[N]	<p>PHILLIPS, Tommy Capitol (213) 257-8224</p>	[L]
<p>HOPPERS, Shelly MCA (213) 985-4321</p>	[N]	<p>McCREARY, Gentry Chelsea-Bee Gee (213) 273-4922</p>	[N]	<p>PIPPOLO, Pat Island (213) 874-7760</p>	[N]
<p>HORN, Sandy Epic (213) 466-2481</p>	[L]	<p>McGregor, Don MCA (213) 768-3200</p>	[L]	<p>PLANET, Janet Dark Horse (213) 469-2411</p>	[N]
<p>JACKSON, Scot ABC (213) 651-5530</p>	[N]	<p>McGREGOR, Don WB (213) 846-9090</p>	[N]	<p>PLUMMER, Mike Janus (213) 659-6444</p>	[R]
<p>JEFFERSON, Barbara UA (213) 461-9141</p>	[N]	<p>McMANNERS, Wayne MCA (213) 768-3200</p>	[L]	<p>RAPPAPORT, Paul Columbia (213) 466-2481</p>	[R]
<p>JOHNSON, Paul Motown (213) 462-3111</p>	[N]	<p>MERCER, Bob Fantasy (415) 549-2500</p>	[N]	<p>RATNER, Marc Island (213) 874-7760</p>	[N]

RAY, Tom <i>Independent</i> (213) 985-3560		SCHWARTZ, Peter <i>London</i> (213) 248-0354	[L]	URSO, Dave <i>WB</i> (213) 846-9090	[N]
REICHENBACH, Chuck <i>Janus</i> (213) 659-6444	[L]	SCHWARTZ, Red <i>Farr</i> (213) 550-8007	[N]	WALKER, Robert <i>Farr/R&B</i> (213)550-8007	[N]
REINGOLD, Buck <i>Chelsea</i> (213) 273-4922	[N]	SCOTT, Jon <i>MCA</i> (213) 985-4321	[N]	WAX, Steve <i>Elektra-Asylum</i> (213) 655-8280	[N]
REINGOLD, Nancy <i>Chelsea</i> (213) 273-4922	[N]	SCOTTI, Ben <i>Ben Scotti Promo</i> (213) 273-7071		WENDELL, Bruce <i>Capitol</i> (213) 462-6252	[N]
RESNIK, Steve <i>ABC</i> (213) 651-5530	[N]	SHANNON, Scott <i>Casablanca</i> (213) 650-8300	[N]	WILLIAMS, Donna <i>ABC</i> (213) 651-5530	[N]
REYNOLDS, Evon <i>Tom Cat</i> (213) 274-0756	[N]	SHEPPARD, Bunky <i>Matown/R&B</i> (213) 462-3111	[N]	WILLIAMS, Warren <i>Columbia</i> (213) 466-2481	[L]
RICHARDSON, Ron <i>Record Merch.</i> (213) 385-9161	[L]	SHERLOCK, George <i>Artists of America</i> (213) 999-1170	[N]	WILSON, Belinda <i>ABC/R&B</i> (213) 651-5530	[L]
RICHLAND, Tony <i>Independent</i> (213) 467-2151		SIMS, Eddie <i>Columbia/R&B</i> (213) 466-2481	[L]	WOOD, Barbara <i>Shady Brook</i> (213) 652-4782	[N]
ROKER, Renny <i>Cosoblonco</i> (213) 650-8300	[N]	SMITH, John <i>UA/R&B</i> (213) 461-9141	[N]	ZEITLER, Denny <i>Private Stock</i> (213) 782-6910	[R]
ROWLAND, Steve <i>RCA</i> (213) 461-9171	[L]	STEIN, Bert <i>Elektra-Asylum</i> (213) 655-8280	[N]	MACON	
ROY, Del <i>Granite</i> (213) 462-6933	[N]	STONE, Don <i>Lifesong</i> (213) 550-8886	[R]	MAZZETE, Pete <i>Capricorn</i> (912) 745-8511	[R]
SAIN, Nancy <i>UA</i> (213) 461-9141	[N]	TALLEY, Jim <i>Bee Gee</i> (213) 731-2460	[R]	RUSH, Phil <i>Capricorn</i> (912) 745-8511	[N]
SALINO, Tom <i>Capital</i> (213) 257-8224	[L]	THACKER, Tom <i>Chelsea</i> (213) 273-4922	[N]	MEMPHIS	
SANK, Stuart <i>UA</i> (213) 461-9141	[N]	THAGARD, Chuck <i>Columbia</i> (213) 466-2481	[R]	BEAN, William <i>London/R&B</i> (901) 774-4125	[L]
SAUL, Ron <i>Independent</i> (213) 7777		THOMPSON, Matt <i>Capital</i> (213) 257-8224	[L]	BLARDO, Joshua <i>MI</i> (901) 526-5951	[N]
SAUL, Larry <i>Independent</i> (213) 7777		THYRET, Russ <i>WB</i> (213) 846-9090	[N]	BROTHERTON, Janet <i>Independent</i> (901) 458-1421	
SCHARF, Susan <i>Capital</i> (213) 462-6252	[N]	TORRES, Bernie <i>Farr</i> (213) 550-8007	[N]	BRYAN, Jim <i>Elektra-Asylum</i> (901) 332-1140	[L]
SCHREIBER, Carson <i>Farr/C&W</i> (213) 550-8007	[N]	TUSKEN, Ray <i>Capital</i> (213) 462-6252	[N]	BURT, Don <i>Independent</i> (901) 726-4167	
				CORDELL, Butch <i>Handleman</i> (901) 332-3650	[L]

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DAVIS, Richard <i>WB</i> (901) 332-7568	[L]	LUTHIN, George <i>Capital</i> (305) 592-3810	[L]	HANECA, Gloria <i>Hellcher Bros.</i> (612) 544-4201	[R]
MELVIN, Sid <i>Hellcher Bros.</i> (901) 454-1286	[R]	MAZZETA, Tom <i>Phonogram-Mercury</i> (305) 592-6839	[L]	KEHR, Timothy <i>Motown/Pop</i> (612) 929-5146	[R]
KING, John <i>Independent</i> (901) 458-1421		MINKLER, Jason <i>WB</i> (305) 891-4511	[L]	KNODLE, Kerry <i>ABC</i> (612) 920-1143	[L]
LUNA, Doris <i>So. Rec. Promo</i> (901) 458-1421	[I]	MOORE, Tom <i>Independent</i> (305) 431-8472		LEE, Doug <i>Independent</i> (612) 544-4487	
MATTHEWS, Gideon <i>Independent</i> (901) 458-1421		PERRY, Bob <i>Hellcher Bros.</i> (305) 685-7601	[L]	MASSIE, Steve <i>Phonogram</i> (612) 560-3753	[L]
McLEMORE, Lee <i>Hot Line</i> (901) 525-0756	[L]	SGRO, Tom <i>Columbia</i> (305) 893-7030	[L]	MATTHEWS, John <i>Capital</i> (612) 927-4522	[L]
PEARCE, Bill <i>Independent</i> (901) 452-8594		SHAEFFER, Gory <i>TK</i> (305) 888-1685	[N]	McDEU'YT, Steve <i>Epic</i> (612) 831-8626	[L]
RILEY, Tim <i>So. Rec. Promo</i> (901) 458-1421	[I]	VAN DURAND, Ken <i>RCA</i> (305) 871-2287	[L]	ROONEY, Brian <i>WB</i> (612) 835-7255	[L]
SHULER, Johnny <i>A&M</i> (901) 372-1951	[L]	WITSELL, Rolph <i>MCA</i> (305) 592-5140	[L]	SIEGEL, Cliff <i>WB</i> (612) 835-7255	[R]
YOUNG, Joseph <i>ABC/R&B</i> (901) 947-1492	[L]	ZIMMERMAN, Train <i>Hellcher Bros.</i> (305) 685-7601	[L]	WALKER, Bob <i>Independent</i> (612) 537-9475	

MIAMI

BENNETT, Bill <i>Epic</i> (305) 893-7030	[L]
CATALDO, Bill <i>WEA</i> (305) 891-4511	[L]
CLARK, John <i>ABC/R&B</i> (305) 557-1758	[L]
GARRETT, Emma <i>Motown/R&B</i> (305) 693-1226	[R]
JOHNSON, Gary <i>Capital</i> (305) 592-3810	[L]
LAMBERT, Eddie <i>Polydor-MGM</i> (305) 592-6839	[L]

MILWAUKEE

JACOBS, Alan <i>A&M</i> (312) 478-1132	[L]
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MINNEAPOLIS

BENSON, Pamela <i>Atlantic</i> (612) 835-7255	[L]
BOYLAN, Brian <i>MCA</i> (612) 332-7428	[L]
DIAMOND, Gary <i>Hellcher Bros.</i> (612) 544-4201	[L]
GESLIN, Ron <i>RCA</i> (612) 831-5404	[L]
GOLDEN, Alan <i>Elektra-Asylum</i> (612) 835-7225	[L]

WESTCOTT, Mark <i>Columbia</i> (612) 831-8626	[L]
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WOLK, Nate <i>Private Stock</i> (612) 374-9494	[L]
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NASHVILLE

ADAMS, Ted <i>Music City</i> (615) 255-7315	[L]
BENSON JR., Robert <i>Heart Wrmg. Impact Rec.</i> (615) 254-1051	[N]
BLACKBURN, Rick <i>Monument</i> (615) 244-6565	[N]
BOWLES, Bruce <i>Polydor-MGM</i> (901) 767-5659	[L]

BUNDY, Roy <i>Music City Dist.</i> (615) 255-7315	[L]	ORNAGE, Allan <i>Alshire</i> (615) 256-7162	[N]	PILLOTT, Fred <i>Columbia</i> (504) 524-4546	[L]
BYRD, Stan <i>WB/C&W</i> (404) 344-4933	[L]	PRIDE, Jack <i>Polydar-MGM</i> (615) 244-8484	[N]	PROVENZANO, John <i>Elektra-Asylum</i> (713) 789-5920	[L]
CASEY, Joe <i>Columbia</i> (615) 259-4321	[N]	SEABOLT, Jerry <i>UA</i> (615) 329-9356	[L]	ROBBINS, Bob <i>Independent</i> (504) 643-3391	
CHELLMAN, Chuck <i>Independent</i> (615) 329-9256		SHARP, Jim <i>Columbia</i> (615) 244-6565	[L]	ROBIN, Bob <i>Independent</i> (504) 837-4180	
COLBERT, June <i>Arista</i> (901) 767-8783	[R]	SHULTS, Lynn <i>RCA/C&W</i> (615) 244-9880	[N]	WOODWARD, David <i>Int'l Rec. Dist.</i> (615) 244-7783	[N]
CONCLIN, Wade-Zo <i>Buddah</i> (615) 242-1843	[R]	STEINHAUER, Matt <i>Heart Wrmg. Impact Rec</i> (615) 254-1051	[N]	ZDANOWICZ, Lenny <i>All South Dist.</i> (504) 522-1157	[L]
DAVIS, Tex <i>Monument/C&W</i> (615) 244-6565	[N]	SUTTLE, Mike <i>Elektra-Asylum</i> (615) 383-6461	[L]	ZEE, Lenny <i>All South Dist.</i> (504) 522-1157	[L]
DAVIS, Tex <i>Columbia/C&W</i> (615) 244-6565	[N]	THEIS, Arnold <i>Alshire</i> (615) 256-7162	[N]	<hr/> NEW YORK <hr/>	
FLEISCHMAN, David <i>Atlantic</i> 14041344-4933	[L]	TSILIS, Leon <i>MCA</i> (615) 256-7017	[L]	ABLE, Bill <i>Independent</i> (212) 875-4573	
FISHER, John <i>Hitsville</i> (615) 356-9201	[R]	TURNER, Frank <i>20th Century</i> (901) 725-6830	[R]	ALIBERTE, Ric <i>Elektra-Asylum</i> (212) 484-8030	[R]
FLOOD, Chuck <i>Capitol/C&W</i> (615) 244-1842	[N]	VAIL, Fred <i>GRT</i> (615) 383-0800	[N]	ARMOND, Gene <i>UA</i> (212) 575-3000	[R]
HAND, Pam <i>Polydar-MGM</i> (615) 244-8484	[L]	WILLIAMS, Bill <i>Capitol/C&W</i> (615) 244-1842	[N]	BARNES, Reggie <i>De-Lite</i> (212) 757-6770	[R]
HUNTER, Nick <i>Independent</i> (615) 242-0511		WUNSCH, Roy <i>Epic/C&W</i> (615)259-4321	[N]	BECCE, Michael <i>RCA</i> (212) 598-5900	[N]
KEELEY, Ed <i>Capitol/C&W</i> (615) 244-1842	[R]	<hr/> NEW HAVEN <hr/>		BERGER, Ronnie <i>Janus</i> (203) 635-2205	[R]
LAWRENCE, Joante <i>Phanagram-Mercury</i> [L] (615) 292-4583	[L]	BEAMISH, Bill <i>ABC</i> (203) 865-3021	[L]	BERMINGHAM, Roy <i>Roulette-Pyramid</i> [N] (212) 757-9880	[N]
LEFFEL, Frank <i>Phanagram-Mercury</i> [N] (615) 244-3938	[N]	<hr/> NEW ORLEANS <hr/>		BERNARDO, Ms. Mike <i>Columbia/R&B</i> [L] (212) 898-1900	[L]
MASCOLA, Eddie <i>RCA</i> (615) 244-9880	[R]	BARRETT, Jerry <i>WB</i> (504) 523-0684	[L]	BERNSTEIN, Joel <i>Biograph</i> (518) 392-3400	[N]
McENTEE, Tom <i>GRT</i> (615) 383-0800	[N]	CHAISSON, Stan <i>Independent</i> (504) 282-2056		BLARDO, Joshua <i>London</i> [N] (212) 675-6060	[N]
		MOOREHEAD, Walter <i>Atlantic</i> (504) 523-0684	[L]		

BROWN, John ABC/R&B (212) 581-7777	[L]	G., Rocky Rocky G. Promo (212) 582-2748	[I]	KARAMANOS, Ms. Sam Arista (212) 757-6081	[N]
BROWN, Paul Independent (212) 687-3071	?	GABRIEL, Howard Yazoo-Blue Goose (212) 255-3698	[N]	KATZMAN, Gertie Capitol (212) 757-7470	(N)
BULLARD, Liarence Atlantic/R&B (212) 484-8580	[L]	GARDNER, Norman London/R&B (212) 675-6060	[N]	KIJE, Thomas Independent (212) 247-2159	
CARRICO, David J. Arista (212) 751-6081	[N]	GAYLES, Juggie Independent (212) 454-6593		KLENFER, Michael Arista (212) 757-6081	[N]
CHAVOUS, George Columbia/R&B (212) 898-1900	[R]	GELLER, Arnie Polydor-MGM (212) 977-7000	[N]	KLINE, Dick Atlantic (212) 484-6000	[N]
CHLANDA, Shella Columbia (212) 975-5275	[N]	GILREATH, Eddy WB (212) 832-0950	[R]	KNESZ, Mergo Atlantic (212) 484-6000	[N]
COLGUIT, Gil Columbia (212) 898-1900	[N]	GLITHERO, R.F. MCA (518) 725-0604	[R]	La PATIN, Nat Vanguard (212) 255-7732	[N]
COOPER, Perry Arista (212) 757-6081	[N]	GOODMAN, Barry MCA (212) 759-7500	[L]	LEEDS, Steve Atlantic (212) 484-8580	[L]
COSSIE, Tom Buddah (212) 582-6900	[N]	GORDON, Herb London (212) 675-6060	[N]	LEON, Mike Arista (212) 757-6081	[R]
DANN, Laurel Vanguard (212) 255-7732	[N]	GRADY, Jerry Best Rec. Dist. (716) 826-9560	[L]	LESLIE, Ira Roulette-Pyramid (212) 757-9880	[N]
D'ARIANO, Ray MCA (212) 759-7500	[L]	GREENBERG, Steve RCA (212) 598-8331	[L]	LEVENTON, Mike ATV-Pye (212) 826-9636	[N]
DONELSON, Chip Polydor-MGM/R&B (212) 977-7000	[N]	HARRIS, Ray RCA/R&B (212) 598-5900	[N]	LEWOW, Louis Private Stock (212) 397-1600	[N]
DU BOIS, Duke RCA/R&B (212) 598-5391	[R]	HENKE, Kathy London (212) 657-6060	[N]	LOTT, Alon Buddah (212) 582-6900	[N]
ERIM, Tunc Atlantic (212) 484-6000	[N]	HURLEY, Ed Vanguard (212) 255-7732	[R]	LOVE, Noel Private Stock (212) 397-1600	[N]
FARACI, Vince Atlantic (212) 484-6000	[N]	HYNKS, Ed Columbia (212) 898-1900	[R]	MAIMORE, Joe Capitol (212) 757-7470	[L]
FARBER, Ron A&M (212) 826-0477	[R]	IRIZARRY, Iris De-Lite (212) 757-6770	[N]	MATTHEWS, Matty Columbia (212) 898-1900	[L]
FREE, Ray Epic (212) 898-1900	[L]	JEFFRIES, Jim Epic (212) 975-5281	[N]	MELILLO, Dom Country Int'l (212) 581-5516	[N]
FRIEDMAN, Larry ABC (212) 581-7777	[L]	KANE, Peter WB (212) 832-0950	[L]	MEYERS, Jerry Independent (716) 632-7229	

MONTEIRO, Stan Columbia (212) 975-5275	[N]	ROBERTS, Randy Polydor-MGM (212) 977-7000	[L]	SNERWOOD, Bob Columbia (212)975-5275	[N]
MONTGOMERY, Jean Buddoh (212) 582-6900	[N]	ROBINSON, Primus Atlantic (212) 484-6000	[N]	SHINDLER, Bruce Elektra-Asylum (212)484-8580	[L]
MOORE, Norm Apex Martin (201) 923-7474	[L]	RODRIGUEZ, Ruben Motown/Block (212) 345-5841	[R]	SNULMAN, Mo Alpha Dist. (212)586-6200	[L]
MORRELL, Dave RCA (212) 598-8837	[L]	ROGAN, Tom Independent (800) 221-7289		SIEGEL, Niles Polydor-MGM (212)977-7000	[N]
MOSER, Bruce Best Dist. (716) 826-9560	[L]	ROSEN, Herb Independent (212) 799-5220		SIMON, Arty Beta Dist. (212)239-0440	[R]
NESTRO, Frank Alpha Dist. (212) 586-6200	[R]	ROSEN, Howard Private Stock (212) 397-1600	[N]	SIROTTA, Irwin Capital (212)757-7470	
O'BRIEN, Walter ATV-Pye (212) 826-9636	[N]	ROSENBERG, Roy Audio Fidelity (212) 757-7111	[N]	SPERLING, Bruce Capital (212)757-7470	[L]
OLIVIERI, Mike WB (212) 832-0950	[R]	ROSICA, John RCA (212) 598-5900	[N]	SPITALSKY, Bill Spring (212)581-5398	[N]
O'SHEA, Bud Epic (212) 975-5281	[N]	ROSNER, Ben Independent (212) 765-2342		STATON, Bill Atlantic (212)484-6100	[N]
PARSONS, Matt Capital/R&B (212) 757-7470	[N]	ROSS, Jerry Malverne Dist. (212) 392-5700	[L]	STEIN, Daniel Biograph (518)392-3400	[N]
PATTERSON, Worthy RCA (212) 598-5900	[N]	ROSSI, George WEA (212) 484-4850	[L]	SWIG, Rick Epic (212)898-1900	[R]
PAYNE, Jake Country Int'l (212) 581-5516	[N]	RUPPERT, Fred Polydor-MGM (212) 977-7000	[N]	TESSMAN, Bruce WEA (212)484-4850	[L]
PERRY, Jack Columbia (716) 325-1736	[L]	RUSSO, Bob Lifesong (212) 752-3033	[R]	TODD, David RCA/Disco (212)598-5900	[N]
PHILLIPS, Mel Epic (212) 975-5281	[N]	RYAN, Kathy De-Lite (212)757-6770	[N]	TOTOIAN, Rich A & M (212)826-0477	
PILLOT, Mike Columbia (212) 975-5275	[N]	SARGENT, Rich Amherst (716)826-9560	[N]	TURO, Kathi Big Tree (212)489-0955	[N]
PRICE, Stan De-Lite (212) 757-6770	[N]	SCHULMAN, Moe Alpha Dist. (212)586-6200	[L]	VANDERBILT, Dick Big Tree (212)489-0955	[N]
PUVOGEL, Kenny WB (212) 832-0950	[L]	SCHULTZ, Lynn RCA/C&W (212)598-5900	[N]	VARGAS, Sammy Phonogram-Mercury (212)233-6062	[L]
RESNICK, Barry Rocky G. Promo (212) 582-2748	[I]	SENKIEWILS, Joe Columbia (212) 898-1900	[L]		

OKLAHOMA CITY

TYLER, Pete [I]
(405)427-7266

PHILADELPHIA

ABRAMS, Barry [L]
Arista (215)232-6950

ALDEN, Rick [L]
RCA (609)779-0920

ARMOUR, Jerry [L]
Phonogram-Mercury (609)667-1516

BALTZELL, Joe [L]
Elektra-Asylum (609)234-5600

BROOKS, Alonzo [N]
Pearl Harbor (215)747-0613

CAMELLONE, Joe [L]
Chips Dist./Pop (215)226-4600

COHEN, Larry [L]
Universal Dist. (215)232-6950

COLBERG, Don [L]
Columbia (215)839-0246

COLLIER, George [R]
Atlantic (609)234-5600

COMBS, Harry [N]
Philo. Int'l. (215)985-0900

COX, Pat [N]
Argus (609)939-0034

DAVIS, Jim [L]
Universal Dist. (215)232-3333

EDMONDSON, Al [L]
Universal Dist. (215)CE-26950

FIELD, Arthur [L]
Capital (215)835-2450

HENDRICKS, Billy [I]
R & B (215)365-2751

ISGRO, Joe [R]
Motown/Pop (609)461-7749

JOHNSON, Chappy [R]
Motown/R&B (215)848-3683

KANOFSKY, Len [L]
MCA (609)854-5810

KENNEDY, Tom [L]
Universal Rec. Dist. (215)232-3333

MARTIN, Marcus [L]
Chips Dist./R&B (215)226-4600

McKISSICK, Armond [L]
Columbia/R&B (215)839-0246

PATTERSON, Gobby [R]
Casablanca/Black (215)726-3483

PAPPER, Peter [R]
Argus (609)939-0034

PITTS, Greg [L]
Atlantic/Black (609)234-5600

RICHARDS, Reds [L]
Epic (215)839-0246

SCIARRA, Frankie [I]
(215)839-7950

SILBER, Gil [L]
Polydor-MGM (609)667-3190

SINGER, Matty [L]
ABC (609)428-6764

SPRATLEY, Leonard [N]
Pearl Harbor Rec. (215)747-0613

TAMBORRO, Rich [L]
ABC (609)428-6764

UNCANGCO, Chris [L]
Atlantic (609)234-5600

VOGEL, Sam [L]
Universal Rec. Dist. (215)232-3333

PHOENIX

RIVERS, Frea [R]
Assoc. Dist. (602)278-5584

SOUVALL, Potty [L]
Alta Dist. (602)269-1411

TURNER, Bruce [L]
Alta Dist. (602)269-1411

PITTSBURGH

KELLEY, Dan [L]
WB (412)562-0909

TURNER, Harry [I]
(412)441-7440

RALEIGH

SENN, Rob [L]
Epic (919)781-4359

RICHMOND

KIMMEL, David [L]
WEA (804)353-3170

SAN FRANCISCO

BARBIS, John [L]
London (415)441-6333

BETTENCOURT, John [L]
ABC (415)824-5433

BLUME, Auggie [I]
(415)457-0215

BROWN, Mick [I]
(415)282-5798

CAMPBELL, Jack [L]
Winterland (415)922-2529

CHASE, Jack [L]
Columbia (415)495-6910

FORMAN, David [L]
Phonogram-Mercury (415)383-6300

FORSTER, Dick [I]
(415)388-3071

GALLIANI, Bob [L]
WB (415)441-6111

GALLIANI, Lou [R]
Elektra-Asylum (415)441-6111

HEIDRICK, Joanne [L]
Eric Mainland Dist. (415)658-9285

HIX, Bruce [I]
Rec. Merch. (415)285-0959

KARP, Larry Rec. Merch. (415)285-0959	[L]	MORRIS, Jerry (206)284-2410	[I]	BURD, David Capitol (612)927-4522	[L]
KILBERT, Tony Elektra-Asylum (415)441-6111	[L]	NESBITT, Robert ABC (206)763-8600	[L]	BURMAN, Jean MCA (314)291-7744	[L]
KILMARTIN, Mike Eric Mainland (415)658-9285	[L]	REUTHER, Ken London (415)441-6333	[L]	COUZART, Mel (314)533-7957	[I]
MARSHALL, Dove Fantasy (415)549-2500	[N]	FELDMAN, Greg MCA (206)322-3100	[L]	DENONOVICH, Gene Columbia (314)878-4004	[L]
MERCER, Bob Fantasy (415)549-2500	[N]	RICHTER, Nancy RCA (206)242-5710	[L]	KRAGSKOW, David WB (314)968-4777	[L]
NEWMAN, Joel Epic (415)495-6910	[L]	ROBERTSON, Ray ABC Rec. & Tape	[L]	KRANZBERG, Scott Hitsville Dist. (314)977-1800	[L]
NEWMARK, David RCA (415)864-7900	[L]	ROWLEY, Michael RCA Dist. (206)763-8600	[R]	LEMOINS, Mike Roberts Rec. Dist. (314)621-7171	[L]
OSBORNE, Bob MCA (415)788-6880	[L]	SILER, Sandy Atlantic (206)575-0190	[L]	MARTINOVICH, Mike Epic (314)878-4004	[L]
O' SHEA, Bud Epic (415)495-6910	[R]	SMITH, Bob Columbia (206)575-0931	[L]	MURPHY, Bud WEA (314)968-4777	[L]
SHIELDS, Jack Eric Mainland Dist. (415)658-9285	[L]	VAUGHAN, Diana ABC Dist. (206)763-8600	[R]	PALMESE, Richard Arista (314)576-5744	[R]
TASHJMAN, Ralph (415)282-5798	[I]	YAZZOLINO, Gwen ABC Dist. (206)763-8600	[L]	SALAH, Jim (314)652-8183	[I]
TRAGER, Jeff Polydor-MGM (415)383-6300	[L]	ZAFHLER, Fred Epic (206)763-9800	[L]	SIEBE, Steve Polydor-MGM (314)831-0105	[L]
WILLIAMS, Koren Arista (415)658-9285	[L]	SHREVEPORT		WILLIAMS, Dick Casablanca (313)469-7864	[R]
SEATTLE		LEWIS, Lenny Stan's Records (318)222-7182	[L]	WILLIAMS, Mike RCA/Black (314)567-5081	[R]
CHANCE, Dave Elektra-Asylum (206)575-0190	[L]	SILVER SPRINGS		TAMPA	
FLYNN, Dan ABC/Dist. (206)763-8600	[L]	BIGELOW, Jackson B. Adelphi (301)270-9440	[N]	SCHOENBERGER, John ABC (813)985-1793	[L]
FOREMAN, Stan Capitol (303)433-9257	[L]	ROSENTHAL, Howard E. Adelphi (301)270-9440	[N]	WASHINGTON	
HOFFNER, Harvey ABC (206)271-2430	[L]	ST LOUIS		BLOCK, Bernie De-Lite (202)757-6770	[R]
LAVINTHEL, Loren Phonogram-Mercury (206)285-0818	[L]	BENCE, Carl Hitsville Dist. (314)997-1800	[L]	BOWIE, Gerald Schwartz Bros. (202)529-5700	[L]
		BRUNER, Glen Roberts Rec. Dist. (314)621-7171	[L]	CASH, Jonas (301)585-5755	[I]

Cont. on page 150

**THE BUSINESS IS THE BEST IT'S EVER BEEN.
I'VE WATCHED MILLIONS BECOME BILLIONS.**

the LP) he is a man who is where he is because he loves music and he loves the excitement of being a part of bringing it to the public. That perhaps has been the common denominator that has made him survive through all the changes since the song plugger days.

We asked 10 prominent record promotion people if they would tell us what changes they had seen in the record promotion man's role over the past few years. Here, briefly, is what they said.



HERB GORDON-National Promotion Director, London Records—"It's really facts, figures and quality today. The promotion man in his market must know that market, be able to relate to what the competition is doing, and be aware of his product in conjunction so he can know where he can go to get his best shot. They must be aware of "demographics." They have to have a knowledge of ARB's, and what they mean. Favors are over, you know. It's real and everybody's there to survive. The station has to have the ratings and they have to have the right product. (The Man) has to be very knowledgeable with a good radio background, good marketing background, merchandising, marketing, artist relations, a & r; he knows how to talk to managers, producers. (The Difference) Take the Michael Pinder album. Before we released it we had a thorough meeting. First we knew the tapes were coming. We were getting bits and pieces. We spoke to their



*Top--Herb Gordon, London
Bottom--Vince Cosgrave,
MCA*



ABC RECORDS
8255 Beverly Blvd.
Los Angeles, Ca. 90048
(213) 651-5530

Labels: ABC, Impulse, Westminster, Dot, Sire/Passport, Anchor & Blue Thumb.

LPs Dec. 1-Apr. 30: 52

Singles:

Biggest Successes: *S.W.A.T./Rhythm Heritage, Sweet Thing/Rufus*

Employees: 480

National Promotion Director: *Pat McCoy*

National R&B Promo Dir: *Don Eason*

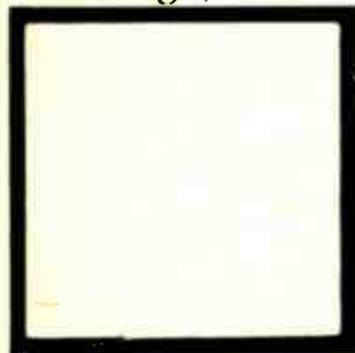
National LP Promo Dir.: *Scott Jackson*

Natl. Secondaries Promo Dir.: *Steve Resnik*

Advertising Director: *Pete Senoff*

President: *Jerold Rubenstein*

Distribution: *Branches-Los Angeles, Dallas, Chicago, New York, Atlanta*



ACCENT RECORDS
6533 HOLLYWOOD BLVD.
HOLLYWOOD, CA. 90028
(213) 469-1621

Labels: Accent, Ranwood, GNP, Crescendo.

N Of Albums Released Dec. 1 - April 30: 2

Singles: 5 **Employees:** 5 **President:** *Scott Sealy*

Ad Director: *Dolores Gulden [213] 876-8669*

Distribution: *Accent licenses masters to other labels for distribution.*



**ADELPHI RECORDS
& DIST. CO.
P.O. BOX 288
SILVER SPRING, MD. 20907
(301) 270-9440**

*Labels: Adelphi, Piedmont,
Skyline, Bomp.*

**Number Of Albums Released From Dec. 1 -
April 30: 9**

Singles: none

Biggest Successes: *Open All Night/Night-
hawks, If It Ain't One Thing/Bill Holland
& Rents Due*

Employees: 6

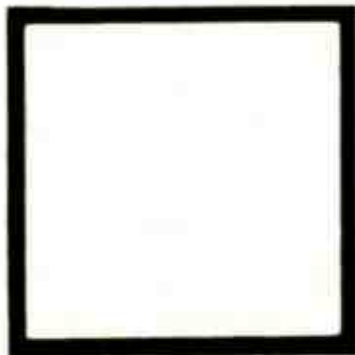
Vice Pres. Promotion: *Howard E. Rosenthal*

V.P. Promo. & A&R: *Jackson B. Bigelow*

Advertising Director: *Howard E. Rosenthal*

President: *Eugene Rosenthal*

Distribution: *As manufacturer, Adelphi is
distributed nationally by independent
distributors who are members of NAIRD.*



**ALLIGATOR RECORDS
P.O. BOX 11741
CHICAGO, ILL. 60611
(312) 973-7736**

Albums Released From Dec. 1-April 30: 1

Natl. Promo. Dir. & Pres.: *Bruce Iglauer*

Advertising Director: *Richard McLeese*

Distribution: *24 independent national distr.*

I NEVER CHANGE. I DO THE SAME THING ALL THE TIME. IF IT WAS GOOD THEN YOU TRY TO MAKE IT WORK NOW.



management in England and set up a complete marketing campaign scientifically, so the country would all hit on the same day, followed up by dj pressing, ads breaking nationally, set up a west coast tour...just a total artist relations promotion trip. It was all planning and timing. I think that the record business is the best it's ever been. I think its become a legitimate quality business and the people you deal with are sharp. I've watched millions become billions, as a result."



*Top—Ron Saul, RLS
Bottom—Harvey Cooper,
20th Century*

FRED RUPERT- National Singles Promotion, Polydor—"A lot more mathematical that's for sure. I'm finding out demographics on my records for example...something I wouldn't have thought about doing two years ago. The thing that bothers me most about the change is that there seems to be a lot less interest in music and a lot more interest in numbers. The thing that got me into this in the beginning was music. Everybody wants to know, "where is it in print? What chart is it on?" as opposed to 'hey that's really a good piece of music.' (NEW WAYS OF MARKETING) Radio is still it. The NARM survey showed that 62% of the record buyers bought the record because they heard it on the radio. The other things we're more actively involved in is in store play. Word of mouth is still the second most effective way of marketing. I sit here with 7 tip sheets on my desk, trade numbers and I find myself making charts and graphs and those kind of things more than I do listening to music.



A & M RECORDS
1416 N. LA BREA BLVD.
LOS ANGELES, CA. 90028
(213) 469-2411

Labels: A&M, Ode, Dark Horse, Horizon.

Albums Released From Dec. 1-April 30: 37

Singles: 49

Biggest Successes: *Captain & Tennile, Nazareth, Brothers Johnson, Peter Frampton*

Employees: *Approx. 300*

President Of Promotion: *Harold Childs*

National Promo. Director: *David Ezzell*

National FM Promo Coordinator:

Lenny Bronstein

National FM Promo Dir: *Rich Totoian*

Advertising Director: *Kiki LaPorta*

President: *Jerry Moss*

Distribution: *Indies*



ARISTA RECORDS
ARISTA RECORD BLDG.
6 WEST 57TH ST.
N.Y., N.Y. 10019
(212) 757-6081

Labels: Arista, Haven, Morning Sky Records.

Albums Released From Dec. 1-April 30: 11

Singles: 31

Biggest Successes: *All By Myself/Eric Carmen, I Write The Songs/Barry Manilow, Saturday Night/The Bay City Rollers*

Employees: *Approx. 160*

V.P. Of Promotion: *David J. Carrico*

V.P. Album Promo. & Special Projects:
Michael Klenfer

Natl. Pop Promo Mgr: *Ms. Sam Karamanos*

National LP Promo. Mgr. *Perry Cooper*

Advertising Director: *Rick Dobbis*

President: *Clive Davis*

Distribution: *Independent*



**ARIOLA AMERICA
RECORDS**
8671 WILSHIRE BLVD.
BEVERLY HILLS, CA. 90211
(213) 659-6530



ATLANTIC RECORDS
75 ROCKEFELLER PLAZA
N.Y., N.Y. 10019
(212) 484-6000

Labels: *Atlantic, Atco, Swan
Song, Big Tree, Rolling
Stone, Nempemor.*

Albums Released From Dec. 1-April 30: 37
Singles: 58

Biggest Successes: *Rolling Stones, Bette Midler, J. Geils, Black Oak Arkansas, Led Zeppelin, Genesis, Bad Company, Major Harris*

Employees: 200

V.P. Of Promotion: *Dick Kline*

Natl. Pop Promo. Director: *Vince Faraci-Margo Knesz, Asst.*

Natl. R&B Promo. Dir.: *Bill Staton-Primus Robinson, Asst.*

Natl. Spec. Projects LP's Dir.: *Tunc Erim*

Advertising Director: *Mark Shulman*

President: *Gerald Greenberg*

Distribution: *WEA*



ATV/PYE RECORDS
3 WEST 57TH ST.
N.Y., N.Y. 10019
(212) 826-9636

Labels: *ATV/PYE, Calla, Shakti, Rite Track.*

Albums Released From Dec. 1-April 30: 15
Singles: 15

Biggest Successes: *Save Your Kisses For ME/The Brotherhood Of Man*

Employees: 12

Natl. Singles Promo. Dir.: *Michael Leventon*

Natl. LP's Promo. Dir.: *Walter O'Brien*

Advertising Director: *Stan Hoffman*

President: *Marvin Schlacter*

Distribution: *Independent*

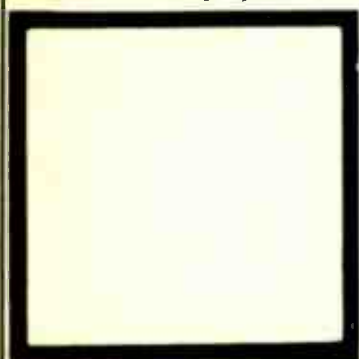


**AUDIO BOOK CO.
301 PASADENA AVE.
SO. PASADENA, CA. 91745**

(213) 799-0666

Labels: Audio, Literary.

Albums Released From Dec. 1-April 30: 2
Biggest Success: *Bible on record and cassette, narrated by Marvin Miller*
Employees: 4 President: T. Garner
Distribution: *Wholesale dealer-distributed primarily for education*



**AUDIO FIDELITY
RECORDS
221 WEST 57TH ST.
N.Y., N.Y. 10019
(212) 757-7111**

Labels: BASF, Black Lion, Chiaroscuro, Enja, Thimble, World Jazz.

Albums Released From Dec. 1-April 30: 30
Singles: 5
Biggest Success: *I Love The Blues, She Heard My Cry by George Duke*
Employees: 20
Natl. Promo. Director: Roy Rosenberg
President: William Gallagher
Distribution: Independent



BANG RECORDS
2107 FAULKNER RD. N.E.
ATLANTA, GA. 30324
(404) 325-9810

Labels: *Bang, Bullet, Solid Gold, Shout.*

Albums Released From Dec. 1-April 30: 3
Singles: 10

Biggest Successes: *Do It With Feeling/ Michael Zager & Moon Band, Born To Get Down/Muscle Shoals Horns*

Employees: 11

V.P. Promotion: *Ilene Biscoe*

National Pop Promotion: *Linda Alter*

National R&B Promotion: *Keith Frye*

National Sales Manager: *Buddy Brown*

President: *Eddie Biscoe*

Advertising: *Bullet Advertising*

Distribution: *Independent*



**BEARSVILLE
RECORDS**
75 E. 55TH ST.
N.Y., N.Y. 10022
(212) 751-7030

Albums Released From Dec. 1-April 30: 2
Singles: 1

Biggest Successes: *Slow Ride by Foghat from the gold LP Fool For The City*

Employees: 8

Natl. Singles Promo. Dir: *Gary Buttice*

Natl. Albums Promo Dir.: *Andy Janis*

Advertising Director: *Joni Juster*

President: *Paul Fishkin*

Distribution: *WEA per WB*



BIG TREE RECORDS
75 ROCKEFELLER PLAZA
N.Y., N.Y. 10019
(212) 489-0955

Labels: *Big Tree, Spector.*

Records Released From Dec. 1-April 30: **3**

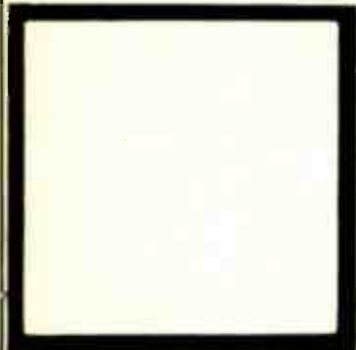
Singles: **12**

Biggest Successes: *You Sexy Thing/Hot Chocolate, Without Your Love/C Ross*

Vice President: *Dick Vanderbilt*

President: *Doug Morris*

Distribution: *WEA per Atlantic*



BIOGRAPH RECORDS
P.O. BOX 109
CANAAN, N.Y. 12029
(518) 392-3400

Labels: *Biograph, Historical, Melodeon, Waterfall, Center.*

Albums Released Dec. 1-April 30: **22**

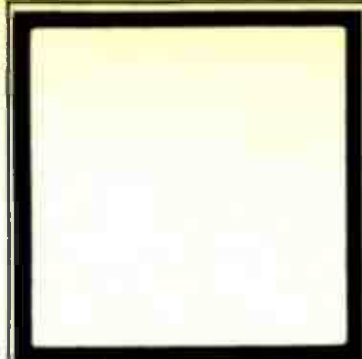
Employees: **10**

Promotion: *Joel Bernstein, Daniel Stein*

Advertising Director: *Joel Bernstein*

President: *Arnold S. Caplin*

Distribution: *Independent*



BLUE SKY RECORDS
745 5TH AVE.
N.Y., N.Y. 10022
(212) 751-3400

Albums Released From Dec.1-April 30: 1
Singles: 1
Biggest Success: *Captured Live LP*
By *Johnny Winter*
Employees: 3
General Manager: *Marsha Franklin*
President: *Steve Paul*
Distribution: *Epic/CBS*



BUDDAH RECORDS
810 7TH AVE.
N.Y., N.Y. 10019
(212) 582-6900

Labels: *Buddah, Kama Sutra,*
Desert Maan.

Albums Released From Dec. 1-April 30: 28
Singles: 22 Employees: 40
Biggest Successes: *Best of Gladys Knight,*
More, More, More/Andrea True
V.P. Of Promotion: *Tom Cossie*
Natl. Singles Promotion: *Dave Mani*
National LP Sales: *Bernie Sparago*
National Singles Sales: *Jean Montgomery*
Advertising Director: *Lou Merenstein*
President: *Art Kass* Distribution: *ind.*



CAPITOL RECORDS
1750 N. VINE STREET
HOLLYWOOD, CA. 90028
(213) 462-6252

Labels: Capitol, Ariola-America, EMI, Angel, Seraphim.

Albums Released From Dec. 1-April 30: 19
Singles: 26

Biggest Successes: *Rhinestone Cowboy/
Glen Campbell, Natalie Cole,
Paul McCartney & Wings*

Employees: 3,089

V.P. Natl. Promo.: *Bruce Wendell*

Natl. Promo. Manager: *Steve Meyer*

Natl. AOR Promo. Manager: *Ray Tusken*

Natl. Secondaries Promo. Mgr. *Susan Scharf*

Natl. Adult Contemporary Coordinator:
Gertie Katzman

National Trade Liason: *Judy Axler*

Advertising Director: *Don Grierson*

President: *Bhaskar Menon*

Distribution: *Own*



**CAPRICORN
RECORDS.**

CAPRICORN RECORDS
535 COTTON AVE.
MACON, GA. 31208
(912) 745-8511

Albums Released From Dec.1-April 30: 5
Biggest Successes: *Fooled Around and Fell*

*In Love/Elvin Bishop, Searching For A
Rainbow/The Marshall Tucker Band*

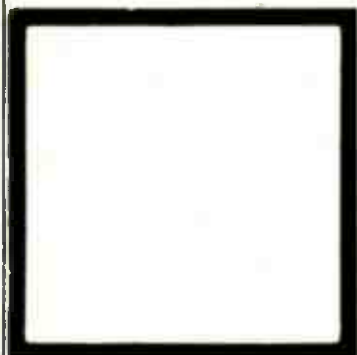
Employees: 40

Natl. Director Of Promotion: *Phil Rush*

Advertising Director: *Diana Kaylan*

President: *Phil Walden*

Distribution: *WEA per WB*



**CARIBOU RECORDS
8600 MELROSE AVENUE
LOS ANGELES, CA. 90069
(213) 659-1301**

Albums Released From Dec. 1-April 30: 2

Singles: 2 Employees: 6

V.P., Promo. & Marketing: *Mark Hartley*

General Manager: *Larry Fitzgerald*

Advertising Director: *Mark or Larry*

President: *James William Guercio*

Distribution: *Epic/CBS*



**CASABLANCA RECORDS
8255 SUNSET BLVD.
LOS ANGELES, CA. 90046
(213) 650-8300**

**Labels: *Casablanca, Oasis,
Chocolate City, Douglas.***

Albums Released From Dec. 1-April 30: 8

Singles: 7

**Biggest Successes: *Destroyer and Alive LP's
By Kiss, Love to Love You and A Love***

*Trilogy by Donna Summer, Mothership
Connection by Parliament*

Employees: 52

Executive V.P. Of Promo. And Sales

Larry Harris

Senior V.P., Head Of R&B Promotion

Cecil Holmes

V.P., Director Of Promotion And Media

Scott Shannon

Natl. Singles Promo. Dir.: *Al DiNoble*

National R&B Promotion: *Renny Roker*

National LP Promotion: *Larry Feder*

Advertising Director: *Phyllis Chotin*

President: *Neil Bogart*

Distribution: *Independent*



Chrysalis

**CHRYALIS RECORDS
9255 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 550-0171**

Albums Released From Dec.1- april 30: 10

Singles: 4

**Biggest Successes: *M.U. Best of Jethro Tull
by Jethro Tull, Robin Trower Live***

Employees: 23

National Promotion Director:

Sales & Advertising Director: *Sal Licata*

President: *Terry Ellis*

Distribution: *WEA per WB*



CHELSEA RECORDS
9200 SUNSET BLVD.
SUITE 620
LOS ANGELES, CA. 90067
(213) 273-4922

Labels: Chelsea, Roxbury.

Albums Released From Dec. 1-April 30: 4
Singles: 20

Biggest Success: *Sky High by Jigsaw*

Employees: 22

President Of Promotion: *Buck Reingold*

National Promo. Director: *Steve McCormick*

National Album Promotion: *Tom Thacker*

Natl. Promo. Coordinator: *Koko Manabe*

Natl. MOR Promo. Director: *Marcy Doherty*

Top 40 Promotion: *Nancy Reingold*

Natl. R&B Promo: *Chris Clay, Lygia Brown*

Natl. Gospel Promotion: *Gentry McCrary*

President: *Wes Farrell*

Distribution: *Independent*



COLUMBIA RECORDS
51 WEST 52ND ST.
N.Y., N.Y. 10019
(212) 975-4321

**Labels: Columbia, Monu-
ment, Sound Stage 7, [Note:
The Epic div. of CBS Records
distributes the Philadelphia
International, Blue Sky, Carl-
bou, T-Neck, Virgin.]**

LP's Released From Dec. 1 - April 30:
Approx. 120 [on Columbia; includes classical]

Singles: *Approx. 115*

Biggest Successes:

Earth, Wind and Fire, Paul Simon, Aerosmith, Johnnie Taylor, Art Garfunkel. The Manhattans, Boz Scaggs, Santana, Willie Nelson, Bob Dylan, Janis Ian, Return to Forever, Phoebe Snow, Weather Report, Chicago. [Columbia is the only label in history to hold positions 1, 2, 3 and 4 on the national album charts in all three national trade publications for 3 weeks in a row...Jan. 26, Feb. 2, Feb. 9.]

Employees: *Hundreds*

President: *Bruce Lundvall [President, CBS Records Division]*

Walter Yetnikoff [President, CBS Records Group-International]

V.P., National Promotion: *Stan Monteiro*

Director, National Promotion: *Bob Sherwood*

Assoc. Director, National Album Promotion
Mike Pillot

Assoc. Director, Secondary Markets; Trade Liaison: *Sheila Chlanda*

Assoc. Director, West Coast; Pop Promo
Chuck Thagard [L.A.]

Director, National Promo., Special Markets
Richard Mack

Assoc. Director, National Country Promo
Joe Casey [Nashville]

Advertising Director: *Don Devito*

Distribution: *Own*



CREAM RECORDS
6269 SELMA AVE.
HOLLYWOOD, CA. 90028
(213) 461-3288

Albums Released From Dec. 1-April 30: 1
Singles: 6
Biggest Successes: *Too early to tell*
Employees: 6
V.P./Director of National Sales & Promo:
Don Graham
Dir. of Publicity, Artists Relations: *Laurie Hersch*
V.P., A & R: *Hal Winn*
V.P., Publishing: *Bob Todd*
V.P., Treasurer: *Wayne Bennett*
Advertising Director: *Hal Winn*
President: *Al Bennett*
Distribution: *Independent*



CURTOM/GEMIGO
RECORDS
5915 N. LINCOLN AVE.
CHICAGO, ILL. 60659
(312) 769-4676

Albums Released From Dec. 1-April 30: 4
Singles: 6
Biggest Successes: *Notations, Leroy Hudson, Impressions*

Employees: 12

Presidents: *Curtis Mayfield & Marv Stuart*

Distribution: *WEA per WB*



DARK HORSE RECORDS
1416 N. LA BREA BLVD.
LOS ANGELES, CA. 90028
(213) 469-2411

Albums Released From Dec. 1-April 30: 3

Singles: 3 **Employees:** 8

Director of Operations: *Dennis Morgan*

Promotion Projects Coordinator: *Janet Plant*

Advertising Director: *Patti Wright*

President: *George Harrison*

Distribution: *A&M*



DE-LITE RECORDS
200 WEST 57TH ST.
N.Y., N.Y. 10019
(212) 757-6770

Labels: *De-Lite, Vigor, Gang.*

Albums Released From Dec. 1-April 30: 3

Singles: 15

Biggest Successes: *Love & Understanding LP by Kool and the Gang, Venus by Frankie Avalon, Foxy Lady by Crown Heights Affair*

Employees: 30

National Promotion Director: *Stan Price*

National Asst. Pop Promotion: *Iris Irizarry*
National Asst. R&B Promotion: *Kathy Ryan*
President: *Fred Fioto*
Distribution: *Handled by P.I.P. Records,*
division of Pickwick International



ELEKTRA/ASYLUM
962 N. LA CIENEGA BLVD.
LOS ANGELES, CA. 90069
(213) 655-8280

Labels: *Elektra/Asylum,*
Nonesuch.

Albums Released From Dec. 1-April 30: *11*
Singles: *25*
Biggest Successes: *Queen, Eagles, Harry*
Chapin
Employees: *60*
National Promotion Director: *Kenny Buttice*
National LP Promo. Director: *Bert Stein*
Natl. Dir., Field Operations: *Fred DeMann*
Executive V.P. of Promotion: *Steve Wax*
Advertising Director: *Susan Ostman*
President: *Joe Smith*
Distribution: *WEA*



EPIC RECORDS
51 WEST 52ND ST.
13TH FLOOR
N.Y., N.Y. 10019
(212) 975-5281

Labels: *T-Neck, Philadelphia*
International, TSOP, Blue
Sky, Caribou, Virgin.

Albums Released From Dec. 1-April 30: 18
Singles: 20

Biggest Successes: *Harold Melvin, O'Jays,
Michael Murphey, Tammy Wynette, Charlie
Rich, Johnny Nash*

Employees: *Many!*

National Promo. Director: *Jim Jeffries*

Assoc. Natl. Promo. Manager: *Mel Phillips*

Assoc. Natl. Promo. Manager: *Bud O' Shea*

Advertising Director: *Bruce Harris*

President: *Bruce Lundvall*

Distribution: *Columbia*



FANTASY RECORDS
10TH & PARKER
BERKELEY, CA. 94710
(415) 549-2500

Labels: *Fantasy, Prestige,
Milestone.*

Albums Released From Dec. 1-April 30: 13
Singles: 10

Biggest Successes: *Blackbyrds, Flora Purim,
Creedence Clearwater Revival, Stanley
Turrentine, McCoy Tyner, Country Joe
McDonald*

Employees: 70

National Promotion Director: *Dave Marshall*

Genl. Mgr. Of Promo. & P.R.: *Bob Mercer*

Promotion Asst. - West Coast:

Mary Pendleton [213] 462-6409

Advertising Director: *David Lucchesi*

President: *Ralph Kaffel*

Distribution: *Independent*



FARR RECORDS
9220 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 550-8007

Labels: Farr, Semnole.

Singles Released From Dec. 1-April 30: 6

Employees: 13

National Country Music Promotion Director:
Carson Schreiber

National Promo. Director: *Phil Checcia*

National Director: *Bernie Torres*

National R&B Promo. *Robert Walker*

National Sales And Advertising Director:
Red Schwartz

Executive V.P.:

President: *Gavin Murrell*

Distribution: *Independent*



GRANITE RECORDS
6255 SUNSET BLVD.
LOS ANGELES, CA. 90028
(213) 462-6933

Albums Released From Dec. 1-April 30: 1

Singles: 5

Biggest Success: *Abyssinis Jones*

Natl. Promo. & Advertising Dir.: *Del Roy*



GRT RECORDS
2345 16th St.
Nashville, TN
615-383-0800

Albums Released From Dec. 1-April 30: 6
Singles: 12

Biggest Successes: *I.O.U.* by Jimmy Dean,
Wild Side Of Life by Freddie Fender, *Pick
Me Up On Your Way Down* by Bobby G.
Rice

Employees: 10

National Promotion Director: *Tom McEntee*

National Pop Promotion Director: *Fred Vail*

Advertising Director: *Dick Heard*

President: *Dick Heard*

Distribution:



GRUNT RECORDS
2400 FULTON ST.
SAN FRANCISCO, CA. 94118
(415) 668-2326

#Records Released From Dec. 1-April 30: 0

Employees: 4

General Manager: *Cynthia Bowman*

President: *Bill Thompson*

Distribution: *RCA*



HAVEN RECORDS
6255 SUNSET BLVD.
SUITE 709
HOLLYWOOD, CA. 90028
(213) 466-8377

Singles Released From Dec. 1-April 30: 3
Employees: 5 Distribution: *Arista*
Advertising & Promotion: *Arista*
President: *Dennis Lambert*



HI RECORDS
308 POPLAR AVE.
MEMPHIS, TENN. 38103
(901) 526-5951

Labels: *Hi, Mach, Pawn, Hi Country.*

Albums Released From Dec. 1-April 30: 5
Singles: 14 Employees: 18
Biggest Success: *Full of Fire by Al Green*
Natl. Dir. Of Promotion: *Herb Gordon*
Asst. Natl. Dir. Of Promo: *Joshua Blardo*
Advertising: *Nick Pesce* Distribution: *London*



ISLAND RECORDS
7720 SUNSET BLVD.
LOS ANGELES, CA. 91364
(213) 874-7760

Labels: *Island, Antilles.*

Albums Released From Dec. 1-April 30: 10
Singles: 8 Employees: 16
Biggest Successes: *Rastaman Vibration* by
Bob Marley, *18 With a Bullet* by *Pete*
Wingfield, *Pressure Drop* *Robert Palmer*
Promotion: *Pat Pipolo* *Fred Manciso*
FM Promotion: *Jeff Dengrove*
Natl. Secondaries Promotion: *Marc Ratner*
Advertising Director: *Susan Markheim*
President: *Charles Nuccio*
Distribution: *Independent*



JANUS RECORDS
8776 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 659-6444

Labels: *Janus, Happy Fox,*
Shock, Barnaby.

Albums Released From Dec. 1-April 30: 3
Singles: 6 Employees: 15
Biggest Successes: *Camel, Tubular Bells*
Natl. Dir. Of Promo.: *Louie Newman*
Natl. College Promotion: *Dave Greenwald*
Advertising: *William Supry* [213] 273-1344
President: *Ed DeJoy* Distribution: *Inde*



LIFESONG RECORDS
488 Madison Ave.
New York, N. Y. 10019
(212) 752-3033

Albums Released From Dec. 1-April 30: 4
Singles: 6

Biggest Successes: *Release by Henry Gross,
Faces I've Been by Jim Croce*

Employees: 20

V.P. Of Sales, Promotion, Distribution
Barry Gross, Marty Kupps

Executive V.P.: *Phil Kurnit*

V.P. Of Creative Services: *George Brown*

National Director Of Media And Publicity
Bob Sarlon

Advertising Director: *Doug Spellman*

President: *Terry Cashman*

Distribution: *Independent*



LITTLE DAVID
RECORDS
8921 SUNSET BLVD.
HOLLYWOOD, CA. 90069
(213) 659-3870

Albums Released From Dec. 1-April 30: 2
Singles: 2

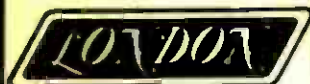
Biggest Successes: *An Evening With George
Carlin, Inside by Kenny Rankin*

Employees: 14

National Director of Creative Services,
Promotion & Advertising: *Paul Cooper*

President: *Monte Kaye*

Distribution: *WEA per Atlantic*



LONDON RECORDS
539 WEST 25TH STREET
N.Y., N.Y. 10001
(212) 675-6060

*Labels: London, Phase 4,
Threshold, Parrot, Deram,
UK, Hi, Argo, Richmond.*

Albums Released From Dec. 1-April 30: 80
Singles: 35

Biggest Successes: *ZZ Top, Al Green, John Miles, Michael Pinder, Savoy Brown Porgy and Bess classics*

Employees: *109*

Natl. Dir. Of Promo.: *Herb Gordon*

Natl. Dir. of R&B Promo.: *Norman Gardner*

Assoc. Natl. Promo. Mgr.: *Joshua Blardo*

Natl. Promo. Coordinator: *Kathy Henke*

Advertising Director: *Don Wardell*

President: *D.H. Toller-Bond*

.MCA RECORDS

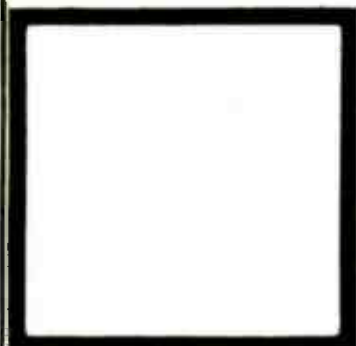
MCA RECORDS
100 UNIVERSAL CITY PLAZA
UNIVERSAL CITY, CA 91608
213-985-4321

Albums Released From Dec. 1-April 30: 28
Singles: 49

Biggest Successes: *Elton John's Greatest Hits, Rock Of The Westies by Elton John, Come On Over by Olivia Newton-John*

Employees: *Approx. 1000*

V.P. National Promotion: *Vince Cosgrave*
Natl. Singles Promo. Director: *Pete Gidion*
Natl. LP Promo. Director: *Jon Scott*
National Secondary Promotion Director
Shelley Hoppers
National Adult Contemporary Promo. Dir.
Chuck Meyer
National Country Promotion Director
John Brown
Advertising Director: *Bob Siner*
President: *Mike Maitland* **Dist:** *Branch Owned*



MONUMENT RECORDS
21 MUSIC SQ. EAST
NASHVILLE, TENN. 37203
(615) 244-6565

Labels: *Monument, Sound Stage 7.*

Albums Released From Dec. 1-April 30: 6
Singles: 16 **Employees:** 15
National Promo. Director: *Rick Blackburn*
V.P. & General Manager: *Jim Sharp*
Natl. Country Promo. Dir.: *Tex Davis*
Advertising Director: *Rick Blackburn*
President: *Fred Foster* **Distrib:** *Columbia*



MOTOWN RECORDS
6255 SUNSET BLVD.
HOLLYWOOD, CA. 90028
(213) 462-3111

Labels: *Motown, Hitsville, Tamla, Rare Earth, Gordy, Prodigal, Mantlcore, Soul.*

Albums Released From Dec. 1-April 30: 12

Singles: 30

Biggest Successes: *Theme From Mahogany-Original Soundtrack, Who Am I* by David Ruffin, *I Want You LP* by Marvin Gaye, *Wings of Love* by The Temptations, *High Energy LP* by The Supremes, *Smokey's Family Robinson LP* by Smokey Robinson, *City of Angels LP* by The Miracles, *Movin' On LP* by The Commodores, *He's A Friend LP* by Eddie Kendricks, *Love Hangover* by Diana Ross, *I'm Just A Love Machine* by The Miracles

Employees: 285

V.P. of Promotion: Paul Johnson

National R&B Promo. Dir: Bunky Sheppard

National LP Promo. Dir.:

Advertising Director: Derek Church

President: Berry Gordy

Distribution: Independent [exception: Atlanta branch shared with A&M]



ODE RECORDS
1416 N. LA BREA BLVD.
HOLLYWOOD, CA. 90028
(213) 462-0738

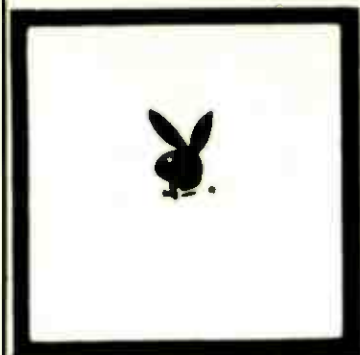
Albums Released From Dec. 1-April 30: 3

Singles: 4 Employees: 7

Biggest Successes: *Thoroughbred LP* by Carole King, *Sleeping Beauty LP* by Cheech & Chong

V.P., General Manager (Promotion, Sales, Advertising): *Marshall Blonstein*

President: *Lou Adler* **Distribution:** *A&M*



PLAYBOY RECORDS
8560 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 659-4080

Labels: *Playboy, Beserkley.*

Albums Released From Dec. 1-April 30: 2
Singles: 13

Biggest Successes: *Hamilton Joe Frank & Reynolds, Al Wilson, Barbie Benton*

Employees: 15

Advertising Director: *Eli Bird*

President: *Tom Takayoshi*

Distribution: *Own*



PHONOGRAM/MERCURY RECORDS
1 IBM PLAZA
CHICAGO, ILL. 60611
(213) 645-6300

Labels: *Mercury, Phillips, Verdigo.*

Albums Released From Dec. 1-April 30:

Singles: **Employees:** 115

Biggest Successes: *Head On by BTO, Honey LP by The Ohio Players*

V.P., Natl. Promotion: *Stan Bly*

Asst. Dir. Natl. Promo.: *Jim Taylor*

Sr. V.P. Marketing: *Jules Abramson*

Natl. Dir. of Sales: *Harry Lask*
Natl. R&B Manager: *Bill Hayward*
Natl. LP Promo. Manager: *Frank Leffel*
Advertising Director: *Harry Lask*
President: *Erwin H. Steinberg*
Distribution: *Phonodisc*



POLYDOR, INC.
810 SEVENTH AVENUE
N.Y., N.Y. 10019
(212) 977-7000

Labels: *Polydor, RSO, Mercury, Verve, Kolob, ECM, Oyster.*

Records Released From Dec. 1-April 30: ?

Biggest Success: *Osmonds*

Employees: *85 [west coast]*

National Promo. Director: *Arnie Geller*

National R&B Promo. Dir.: *Chip Donelson*

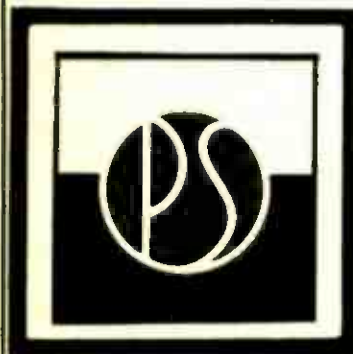
Asst. Natl. Dir. of Promo.: *Fred Ruppert*

Natl. Album Promo. Manager: *Niles Siegel*

Advertising Director: *Hariette Vidal*

President: *Irwin Steinberg*

Distribution: *Phonodisc*



PRIVATE STOCK RECORDS
40 WEST 57TH STREET
N.Y., N.Y. 10019
(212) 397-1600

Labels: *Private Stock, Splash.*

Albums Released From Dec. 1-April 30: 7

Biggest Success: *4 Season's Story, Fallen Angel by Frankie Valli, Making Our Dreams Come True by Cyndi Grecco*

Employees: *50*

V.P. Promotion: *Noel Love*

National Dir. of Promotion: *Howard Rosen*

Dir. West Coast Promo.: *Dennie Zeitler*

National Director Of AOR: *Louis Lewow*

Advertising Director: *Harold Sulman*

President: *Larry Uttal*

Distribution: *Independent*

The RCA logo is displayed in a bold, black, sans-serif font within a white square that has a thick black border.

RCA RECORDS
1133 AVE. OF THE AMERICAS
N.Y., N.Y. 10036
(212) 598-5900

Labels: *RCA, Windsong, Flying Dutchman, Gryphon Prod., Midland Intl., Pablo, Phantom, Utopia, Tattoo, 6TH Ave., Soul Train.*

Employees: *Many!*

V.P. of Promotion: *John Rosica*

National Promotion Dir.: *Worthy Patterson*

National Disco Coordinator: *David Todd*

National Dir. of Field Promo.: *Michael Bece*

National Mgr. of R&B Promo.: *Ray Harris*

Natl. Mgr. of Country Promo.: *Lynn Schultz*

Advertising Director: *Tom DeLaCorte*

President: *Kenneth Glancey*

Distribution: *Own*



ROCKET RECORDS
211 SO. BEVERLY DR.
BEVERLY HILLS, CA. 90212
(213) 550-0144

Albums Released From Dec. 1-April 30: 3
Singles: 6

Biggest Successes: *Neil Sedaka, Kiki Dee*

Natl. Promo. Director: *Billy Bass*

Natl. Promo. Coordinator: *Susan Harrington*

Advertising Director: *David Larkham*

President: *John Reid*

Distribution: *MCA*

**ROULETTE/PYRAMID
RECORDS**
17 WEST 60TH ST.
N.Y., N.Y. 10023
(212) 757-9880

Labels: *Roulette/Pyramid,
Virgo.*

Albums Released From Dec. 1-April 30: 3
Singles: 8

Biggest Successes: *Pat Lundy, Phil Medley*

Employees: 22

Natl. Sls. & Promo. Dir.: *Ira Leslie*

Natl. Disco Promotion: *Roy Bermingham*

Advertising: *Hunt Media, Inc. [212]757-9880*

President: *Morris Levy, Dennis Ganim*

Distribution: *Independent*



R.S.O. RECORDS
9200 SUNSET BLVD. #505
LOS ANGELES, CA. 90069

Employees: 12 Distribution: Phonodisc
Promo. Man At Large: Rich Fitzgerald
Advertising Director: Janis Lundy
President: Al Coury



SHADYBROOK RECORDS
8913 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 652-4782

Labels: Shadybrook, Sound Bird.

Albums Released From Dec. 1-April 30: 13
Singles: 7 Employees: 7
National Promo. Director: Barbara Wood
Natl. Secondaries Promo.: Howard Fineman
Advertising Director: David Knight
President: Joe Sutton Distribution: Ind.

SHELTER
RECORDING
COMPANY INC.

SHELTER RECORDS
5112 HOLLYWOOD BLVD.
HOLLYWOOD, CA. 90027
(213) 660-1605

Labels: Shelter, Mango.

Albums Released From Dec. 1-April 30: 0

Employees: 20

General Manager: *Ron Henry*

Mgr. of Intl. Operations: *Bernadette Gorman*

National Director of A&R: *Ted Williams*

Advertising Director: *Marc Abraham*

President: *Denny Cordell*

Distribution: *ABC*

The logo for Spring Records, featuring the word "spring" in a stylized, lowercase, cursive font with a decorative flourish at the end, set against a black rectangular background.

SPRING RECORDS
161 WEST 54TH STREET
N.Y., N.Y. 10019
(212) 581-5398

Labels: *Spring, Event.*

Albums Released From Dec. 1-April 30: 5

Singles: 10 Employees: 10

Biggest Successes: *I Need You, You Need Me by Joe Simon, Lovin' Arms by Millie Jackson, Spanish Hustle by the Fatback Band*

Executive V.P.: *Bill Spitalsky*

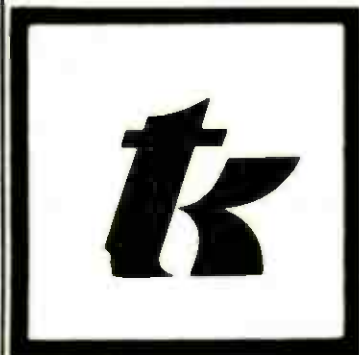
President: *Jules Rifkind*

Distribution: *Phonodisc*

The logo for Swan Song Records, featuring the words "SWAN SONG INC." in a stylized, serif font, with a decorative flourish above the text.

SWAN SONG RECORDS
444 MADISON AVE.
N.Y., N.Y. 10022
(212) 752-1330

Albums Released From Dec. 1-April 30: 2
Singles: 2 Employees: 5
Biggest Success: *Run With The Pack LP*
by *Bad Company*
Advertising Director: *Samuel Aizer*
or *Janine Safer*
President: *Led Zeppelin-Peter Grant*
Distribution: *WEA per Atlantic*



T.K. RECORDS
495 S.E. 10TH COURT
HIALEAH, FLA.
(305) 888-1685

Labels: *T.K., Kayvett, Marlin,*
Silver Blue, Lotta, Glades,
Alston, Wicked.

Albums Released From Dec. 1-April 30: 6
Singles: 22
Biggest Success: *K.C. & The Sunshine Band*
Employees: 40
Natl. Dir. of Promotion: *Gary Schaeffer*
General Manager: *Howard Smiley*
Advertising Director: *Howard Smiley*
President: *Henry Stone*
Distribution: *Independent*



20TH CENTURY RECORDS
8544 SUNSET BLVD.
LOS ANGELES, CA. 90069
(213) 657-8210

Labels: *20th Century, West-*
bound.

Albums Released From Dec. 1-April 30:15

Singles: 32

Biggest Successes:*Let the Music Play LP by Barry White, Tales of Mystery & Imagination-Edgar Allan Poe by The Alan Parsons Project*

Employees: 63

V.P. of Promotion & Artist Relations
Jack Hakim

Advertising Director: *Harvey Cooper*

ZPresident: *Russ Regan*

Distribution: *Own*



VANGUARD RECORDS
71 WEST 23RD ST.
N.Y., N.Y. 10010
(212) 255-7732

Albums Released From Dec. 1-April 30:15

Singles: 5

Biggest Success: *Oregon Live LP*

Employees: 37

Natl. Dir. of Promo. & Sales: *Nat LaPatin*

Asst. Natl. Promo. Dir.: *Laurel Dann*

Advertising Director: *Lois Gertzman*

President: *Seymour Soloman*

Distribution: *Independent*



UNITED ARTISTS RECORDS

UNITED ARTISTS
OF AMERICA
6920 SUNSET BLVD.
LOS ANGELES, CA. 90028
(213) 461-9141

Labels: *U.A., Grateful Dead,
Round, Blue Note.*

Albums Released From Dec. 1-April 30: 59
Singles: 36

Biggest Successes: *Right Back Where We
Started From* by *Maxine Nightingale*,
Brass Construction LP, *Kingfish LP*, *Lee
Oskar LP*, *Evil Woman* by *Electric
Light Orchestra*

Employees: 200

V.P., Dir. of Promo.: *Ray Anderson*

Natl. R&B Promo. Dir.: *John Smith*

Natl. Dir. Secondaries: *Nancy Sain*

Natl. Promo. Coordinator: *Barbara Jefferson*

Advertising Director: *Iris Surawin*

President: *Artie Mogull*

Distribution: *Independent*



WINDSONG RECORDS
400 SO. BEVERLY DR.
SUITE 403
BEVERLY HILLS, CA. 90212
(213) 277-1682

Albums Released From Dec. 1-April 30: 3
Singles: 2

Biggest Successes: *Afternoon Delight* by
Starland Vocal Band

Employees: 5

V.P. of Promotion: *Larry Douglas*

Natl. Promo. Director: *Jerry Doughman*

Natl. Promo. Coordinator: *Larry Hamby*

President: *Harold Thau*

Distribution: *RCA*



**WARNER BROTHERS
RECORDS**
3300 WARNER BLVD.
BURBANK, CA. 91505
(213) 846-9090

*Labels: W.B., Capricorn,
Chrysalis, Bearsville, Cur-
tom/Gemigo, Reprise, Philly
Groove.*

Albums Released From Dec. 1-April 30: 25
Singles: 39

Biggest Successes: *Happy Days* single by
Pratt & McClain, *Over My Head* LP and
single by *Fleetwood Mac*, *Dream Weaver*
LP by *Gary Wright*, *Welcome Back Kotter*
single by *John Sebastian*, *The Breezin'*
Album and *This Masquerade* single by
George Benson

Employees: 230

V.P., Natl. Promotion: *Russ Thyret*

Natl. Promo. Director: *Dave Urso and
Don McGregor*

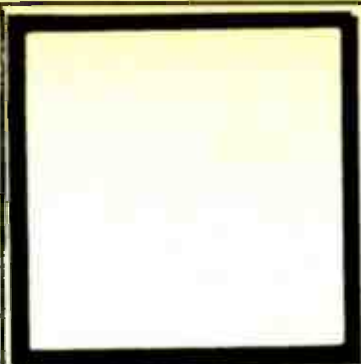
Natl. LP Promo. Dir. *John Montgomery*

National Sales Director: *Bob Meredith*

Natl. Merchandising Dir.: *Adam Somers*

Natl. Advertising Dir.: *Shelley Cooper*

President: *Mo Ostin* **Distribution:** *WEA*



**YAZOO/BLUE GOOSE
RECORDS
245 WAVERLY PL.
N.Y., N.Y. 10014
(212) 255-3698**

Albums Released From Dec. 1-April 30: 10
Biggest Successes: *R. Crumb & His Cheap
Suit Serenaders, Roy Bookbinder & Fats
Kaplin*
Employees: 56
Vice President: *Howard Gabriel*
Advertising Director: *Arthur Blake*
President: *Nick Perls*
Distribution: *Independent*

SHARING IDEAS A TO Z



When the final question about promotions, contests and ideas, was presented to the thousands of respondents to the Radio Report Questionnaire, it must have been a flash. We say that, because about 25% responded with such statements as "It's for sale" or "No comment" or "No thank you."

Of utmost concern were those stations who answered with, "There's nothing new in radio."

And there were plenty of them. Perhaps this section (which originally was intended to be called IDEAS) is more for those folks who feel that "The IDEAS only come once and, hang onto it because it'll probably be the only one I'll ever have."

This section then is by the people who remember that Marconi, and DeeForrest, and Major Armstrong, and Bill Drake and Whoo Dun ut Harry, the chief engineer at that first little station you started at, took time to share what they had created.

But, as it should be; it is also for those folks who forgot, that since man began we have learned from each other.

ALBUM PLAY—Several stations do something similar to this but we'll cover the way WLAV in Grand Rapids does it. They call it the "One A Day." Every night, at midnight, a new album is played cover to cover...both sides. At the end of the month, LP's played on the air are given away.

AOR-KAMC in Arlington, Texas is doing many interesting things. The first thing that you'll notice is that they produce their own "cosmic" promos...most with synthesizers with call letters through all that weird equipment. Promos are run after each break. The station does a lot of promotions with local head shops...one recent contest had listeners picking up entry blanks at all the shops...interestingly enough, printed on rolling papers. They also will announce 95-FM nights on occasion. This is where listeners can go to certain designated rocking and rolling drinking establishments and drink all the beer they want for 95 cents.

APRIL FOOL'S DAY—**KNDE** in Sacramento announced that they would be transmitting "smell" over the radio.

Apparently they had come up with a new device to enable them to do this. Heavy pre-promotion and careful description of the "smell" as it was being transmitted whetted the imagination of the listeners, and we were told that most people fell for it.

APRIL FOOLS DAY—On March 31st **WMEL** in Melbourne, Florida started promoting the big April Fool's Day Parade that would be held in downtown Melbourne the next day. They announced the time that it would be held and gave heavy promotion to specifics. The next day if there were people there at the located sight, they saw nothing. If they were standing on the corner where it was all supposed to be happening they could "turn on their transistors" and listen to what was passing by. **WMEL** had completely produced a parade that lasted for at least an hour in short cut increments, totaling about 15 min. in all.



Station disclaimed the parade legally at the beginning of the shot, and the end of it. Bands played, floats passed, awards were given...but you had to not be there in order to get it. This whole article is an April Fool's joke. None of the above is true.

Note: The statement that "none of the above is true" is the real April Fool's joke.

AUDIENCE

FEEDBACK--WSAV in Savannah has its weekly "Bunch for Lunch" contest. Listeners call and register with the station, and once a week a whole group of them are taken to lunch. At the luncheons, station personnel sit and talk with the listeners about the station...finding out their likes and dislikes...there's more than one way to skin an ARB.

AUDIENCE

FEEDBACK--WRLB in Long Branch, N.J. is running their WLRB-beef line. Listeners can call the station code-a-phone and beef about anything they want. The best are taken off the phone and played 4 or 5 times per day during news casts. Listeners can talk about anything they want.

BIG FOOT--WWVD in Schenectady is starting a Big Foot contest (as are a lot of other folks). The station will award a suit of clothes and a huge supply of shoes to the biggest foot in Schenectady.

BILLBOARDS--KRLC in Lewiston gave listeners a chance to be artists for the station's "Design Our Billboard" contest. Winning billboards actually went up in the city and listeners got paid for it. Warren West is the PD for the station.

CALL LETTERS--At our press time it was interesting to note that the call letters KKKK were still not taken...of course there is a WWWW in Detroit.

CB's--98Q in Vidalia is not the only station doing this, but they're one of them. A CB unit is installed in the 98Q control room and the



station constantly monitors channel 15. Any listener with a CB in his car or home merely has to call the station on his rig to request a record. Other stations are using it for traffic and other news information as well.

CB.S AND TRUCKIN'—
WMAY in Springfield, in their CB radio tie-in, not only gave away CB radios, but one lucky listener got chaf-fuered to work and back in a gigantic semi-trailer truck. The station's Morning man went along for the ride..... and the promo.

CLASSICAL--Radio is continuing to compete. **WGKA** in Atlanta has a promotion that says, "WGKA plays the hits...the real hits"...followed by the first bars of Beethoven's Fifth Symphony...the station is classical.

CLASSICAL STATIONS--can promote, too. **KFAC**, in its own sophisticated style, has been announcing that they're going "top forty." In conjunction with a local record chain, the station is asking the audience to come up with their top forty favorite classical pieces. Results will be tabulated and the station will present the top forty in

July. All the hits, all the time...even back to the 1700's.

CLASSICAL RADIO--**WCLV** in Cleveland has published a list of classical radio stations, available free of charge to those folks who will be traveling around the country this summer. The list is broken down state by state and includes city, station, frequency and classical music on the station.

COCA-COLA--**KUGN** in Eugene had one of their on-the-air personalities (remember them?) go up in a balloon with a two-way radio. Listeners, prior to the flight, have picked up their special "balloon finder" maps from the



cartons of Coca Cola. The contest entrants must turn in their card with designated point of landing of the jocks before the flight takes off...closest "X" to the actual landing point wins...reports from the "guy in the sky" make it all the more of an event.

COMMERCIALS--KRPI in San Diego is running no commercials on Mondays...**KXKX** in Denver kicked off their radio station with no commercials for 3 months.

COMMERCIALS STANDING OUT--WXRT in Chicago has no pre-recorded spots. Everything is live. When the music itself is important, as in the case of record companies, the jock will read over a bed. John Platt is PD of the station.

COMMUNITY INVOLVEMENT--WZAP in Bristol, Va. is in the heart of hog calling country, and there's an art to it. That's why they have a Hog Calling contest with listeners on the air callin' like they can only in Bristol. Sure, when the pig squeals, the caller gets a shot to do the hog calling. So far they've received a call back from an elephant, a train and a policeman.

Winners get the 15 lb. ham; losers come up with cranberry sauce.

COMMUNITY INVOLVEMENT--WMAL in Washington ran a couple of interesting listener involvement campaigns. When inflation was uppermost in the minds of the audience, they asked for listener suggestions on ways to save money and energy. Their comments were recorded for playback on the air. Best suggestion received one ounce of pure gold...the station called it the Bullionaire Line. They also have been promoting themselves as the **Grand Family Station**. They asked listeners to call in their bit of "Family Folklore," be it



a family saying, family remedy, or story passed down through the generations. Each bit aired got a family portrait.

COMMUNITY INVOLVEMENT—WBT in Charlotte is famous for it. Each year they run the World's Largest Attic Sale. Held each Spring, the station helps organizations raise money by renting the Charlotte Merchandise Mart, and supplying over 100 booths for organizations. Booth spaces come on a first come basis and people sell all kinds of stuff. They raised about \$50,000 for the folks in the last sale with about 35,000 people attending.

COMMUNITY SERVICE—WOKS in Columbus, Ga. is helping with a little educational type contest. Each day they announce the word for the day...first listener to call up with the correct spelling and definition wins the \$13.40. Ain't that easy...the example they gave the Report wasn't

CONCERTS—FM-100... KISW in Seattle lists all the upcoming area concerts on their Concert Calendar. They do it 4 times per day. Stops rumors of who may or may not be in town...its surprising how important that is to concert-goers.

CREATE TALK—WQXI in Atlanta has done this 3 years in a row and it has worked out super every time. They mail over a half million "Little Blue Winner Cards" (complete with numbers) to Atlanta residents. People can also get them free at various stores. Twice an hour the winning numbers are announced and prizes are given away. PD Jack Fitzgerald figures that at least $\frac{1}{3}$ of the market gets the cards...doesn't hurt quarter hour maintenance either.

CONCERTS—WYSP in Philadelphia, noting the growing popularity of Monty Python, took 18 charter busses full of



listeners to see Python in New York. The station provided spam, spam, spam, eggs, spam and spam box lunches for each passengers.

CREATE TALK—On one of the hottest days of the summer, **WLAC** decided to build the South's Largest Ice Cream Sundae. The sundae weighed over 2400 lbs. and was covered with pineapple, cherries, pecans and almonds. Over 6,000 people were there to break through the lines and share in what could have turned out to be a very "sticky" promotion. Sorry.

CREATE TALK—**WFTL** in Ft. Lauderdale did this and it's so bizarre that we will let them tell you about it. "In Spring 1975 we did a complete investigative series into the mysteries of the Bermuda Triangle. It started with a series of 3 weekly telephone talk shows (on Sunday nights 8-12). Then a one day "flight" of the Triangle doing constant airborne live reports of observances, magnetic disturbances, mechanical problems, etc. Our 4 week series culminated with a five day cruise of the Triangle on an 85 ft. motor sailer. We had a crew of 11, and on-board guests included the author

of "The Bermuda Triangle", an oceanographer, a psychic, and several of the news people. All returned safely."

CREATING

TALK—Gordon McLendon's famous slogan was "create talk about your radio station," and the Top Banana contest at **KIIQ** in Manitou Springs had to do just that. The first phase of the contest had DJ McCoy, AM drive guy, living in a 23 foot banana for 143 hours and 23 minutes. He had to stay there until he got a listener to answer the phone with the phrase "K Double I-Q is top banana."



Second phase of the contest had the station "going bananas" by giving away 2 motorcycles, a trip to Bermuda, 149 banana yellow roses, 149 Bic banana pens, \$149 in cash, 149 banana splits, as well as the original banana.

DAY PAKING--Jack Fitzgerald of **WQXI** thinks it's over, noting that the **HEW** survey of women 18-49 shows 49% of them working. At the same time, 1/2 day school systems mean teen listeners listen all day, all year round now.

DEMOGRAPHICS--Here's a contest designed to increase upper demographics...**KHJ**, **WPGC**, **99X** and **WDRQ** are four stations we know of that ran the contest. Listeners, on the phone, simply have to remember what the last 3 records played on the station were and they get a cash prize double their age. Then if they remember the last 4, the cash prize is triple their age. Occasionally they'll run in a quadruple for remembering the last 5 records. The contest is obviously attractive to older listeners as they can win more money.

FANTASY--We haven't been able to confirm any of this but it's good enough to

share anyway. Word is that the new AM station going on the air in Rockford is going to be called **WYBR**, to stand for Yellow Brick Road. The morning man will be the tin man, Dorothy will pull the night show, etc. The news lady will be the Wicked Witch of the West. Apparently everybody will be some character out of **OZ**. We also heard (again not confirmed) that the station is an absolute doll house with little characters all over the grounds. No one knows at this point everything that is going to be on the station, but figuring maybe a soft **AOR** format of sorts.





SHARING



FANTASY—Listen to what **WIBA** in Madison did.

"When we moved to new studios last summer, we invented a 59 story building called "The Towers" with our studios on the top floor, and a concert hall on the 58th. We then rented out rooms 'for your imagination' on the other 57 floors to 600 listeners.

We sent them a lease to frame which simply entitled them to free rent for one year in their room and sent them a special station T-shirt to show they were tenants of 'The Towers.' The response was super, and it was interesting to note what the folks intended doing in their respective rooms."

FORMATS—**K101** in San Francisco has a format which consists of 3 records in a row and 3 clustered stop sets in a given hour. They schedule a minimum of news and talk. Most important is the strictness with which the station adheres to no more than 8 minutes of commercials per hour. Station Owner Jim Gabbett oversees the programming—it's a rare GM who doesn't want too many commercials on his station....hmmmmm.



FUN--KNBR in San Francisco ran what they called "The World's Dumbest Contest." They gave away 10,20,50 or 100 dollar bills for answering ridiculous questions like "how do you spell **KNBR**?" It's certainly an oldie, but hadn't heard it done in awhile.

HOLIDAYS--KPIK in Colorado Springs did one of the better ones, we think. Over one of the many three-day weekends we have now, they announced that if the listeners registered with them prior to the holiday, they would foot the bill for the funeral in case they were killed in an automobile crash over the weekend. Of course, they got entrants. Did they pay off?

IMAGE--All over San Diego you see them...bumper stickers, patches, etc. It's part of the "create talk" campaign of **KCBQ**...Stickers read "I Q in my car" or "I Q in my pants," etc.

IMAGE--KSSS in Colorado Springs, which for want of a better word is "progressive country" never calls itself that on the air. In fact, they never use the word "country" on the air. They figure

listeners will like the progressive type music, but will not want to think of themselves as listening to "country" radio. Station constantly uses the theme line, "we're going to make you happy." They follow by announcing their upcoming **LINCOLN'S**

BIRTHDAY--WGAR got a good fix on their audience by "losing" a bunch of billfolds in various areas of Cleveland on Lincoln's Birthday. Each wallet contained some money along with the identification and phone number of the person who "lost" it. The number was that of **WGAR**. The station then awarded him triple the amount of money in the billfold. Plenty can be done with this one.

LISTENER CREATIVITY--WRAL in Raleigh ran a contest they called "Fill In The Blank." They asked listeners to complete the sentence, "I'd listen to **WRAL** more, but I have to _____"
Station gave away small prizes to those listeners who responded to such announcements as: "Otto Grotz says he'd listen more but he has to sleep sometimes....Otto, if you



call us right now we'll send you some bedsheets that are so loud, you won't be able to sleep...so you can listen to **WRAL** more." Station also had drawing for bigger prizes.

LIVE RADIO—John "Records" Landecker has now been on **WLS** in the early evenings long enough to develop a following. In the tradition of Dick Biondi, John can be your ordinary top forty "smoothie." Suddenly, Landecker will go 10 full minutes without any music whatsoever. The night we heard him, he explained that the "Boogie Check" was going to be put back on the air on **WLS**, but this time they (the listeners) were going to understand that he was "in charge" and that they'd have to behave. The next night he was on with a "whoop and a hooray," and punching from button to button, he allowed listeners to perform "schticks"; if it's "crap" in John's ears, he shuts them in a second but if it hooks him he might spend five minutes with the person. Songs, poems, sounds effects you name it: "The Boogie Check."

MARATHONS—**WLLH** is into longevity contests at

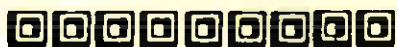


the moment. They had a dance marathon contest, the winner staying on the floor 62 hours. Then one person went for 3½ days in the "Keep your hands on a Toyota contest." Finally there was a marathon involving the jocks themselves. It started when one jock who, having grown a beard, was told by the GM to erase it. This resulted in a beard growing contest with the GM joining in, and, of course, winning. Heavy newspaper promotion and on-the-spot judging staff. Listeners picked who they thought would win.

MARATHONS—**KEWI** in Topeka had its jocks in a shopping center phone booth, reading the names of every person in the book. Listeners were to guess how long it would take for the entire book to be read. Winner got his own phone booth, along with a complete Superman kit. Station cut in broadcasts of the reading once an hour and people who heard their names and called the station won bi-centennial phones.

METRIC

MEASUREMENT—As we traveled around the country, we noted the



number of stations that were giving the temperature, both in degrees Fahrenheit and degrees Celsius. Radio will continue to play an important part in educating Americans to the metric system. Several stations have put together their own metric measurement charts that listeners can get just by sending in.

MOVIES—WDEE in Detroit, during promotion of "The Core of the Earth," found that a nearby salt mine was 1500 feet deep. Just so happens the station is also 1500 on the dial. So **WDEE**, the Detroit "Core of the Earth" is giving away dinner at the bottom of the salt mine. Listeners will get helmets with lights, lunch pails, etc., and will take the ride 1500 feet down for dinner with station personnel and workmen. Definitely the pits.

MOVIES—WCHL in Chapel Hill with the opening of "All The Presidents Men," sent a couple to Washington. The couple stayed at the Watergate Hotel and got a guided tour of the Washington Post.

MUSIC

INVOLVEMENT—Here's one of the contests that

identifies station image with its music and listeners, and also provides quarter hour maintenance as well. Bill Taylor has syndicated a radio game called "The Great American Music Game." It's the old Radio Bingo game, but instead of letters and numbers it's country artists. Loretta Lynn and Conway Twitty? Or George Jones and Tammy Wynette?

NEWS—WTAR in Norfolk has a TV monitor in their control room with a radar sweep of 150 miles around the area. Jocks keep listeners informed as to frontal areas, areas of precipitation, etc.

NEWS—KNDE in Sacramento, noting that the market had two all news stations, and further noting that Sacramento is a super sports city, has now replaced all the hard news with 100% sports news.

NEW STATION IN TOWN—This contest is a super oldie. **KDWB** in Minneapolis back in '60-61, having moved into a top forty format, noted that all the stations in town had frequencies at 10 or above. **KDWB**, on the other hand, was at 630 and this meant



nobody was switching over, so they had to do something. Chuck Blore and company bought time on all the other stations in town, including their most direct competitors. Knowing that stations wouldn't accept their advertising they devised "Formula 63." The station got the Hadacol commercials guy and he announced that "for folks suffering from Ennui...no excitement in their life," relief was available in this exciting new product called "Formula 63." Not only that, the stuff was available free at the following drug stores. Station had tied in with huge displays of "Formula 63," which turned out to be a box with a piece of paper in it which told the person that excitement and life could be put back in his life if he would turn his radio to 630-KDWB. The key to the promotion was buying specified time, so that no matter where you turned (at 8am) you heard the commercial. People with their curiosity aroused stormed the stores and in a few days competitors found out about it and most cancelled...but the damage



was done and KDWB won the next Hooper.

OLDIES—WKTU-FM in Charleston features a two-hour oldies show which follows the Sunday night Dick Clark Solid Gold Show. An evening of all-oldies on a

"contemporary" station and we're told that it's a "smash with the audience."

OUTSIDE THE STATION PROMOTION—WQLR in Kalamazoo, a "contemporary" radio station pushing for a special



For The Next Issue

demographic, buys radio time on other stations to promote their trip. They buy it on country, news station and general audience formats.

PEOPLE—Charlie Van Dyke of KHJ has recorded a stirring patriotic record (with proceeds not going to Charlie) called "The Flag." Dave MacNamee of KLIF in Dallas is in the process of recording a follow-up

KMET, K---etc, also is thinking of doing a disco version of "Deck of Cards." He figures it will tie in with his new sheet which will appeal only to SOR stations (singles oriented radio).

PEOPLE—We won't mention names. Seems that a local promotion man doing a promotion went to a graveyard and had a picture of himself taken holding his album, as he lay



PEOPLE.....KMPC music director Allene McKinney is holding what used to be a promotion man. Said promo man turned into above object when he promoted Allene on his latest acid rock album.

called "The Rag." He further insists that the record should be rotated no more than every 28 days. Steve Clean formerly of

in front of a tombstone. Along with the album, he used the picture as part of the promotion. Seems as if the marker he had picked



PEOPLE.....At 12 years old Jim Cornell got his first shot as a disc jockey on the Saturday Night "Guest Jock Show" on WGRQ. That's the excited rookie on the left and WGRQ MD Tom Tueber introducing Jim to the pots.

just so happened to be that of the father of the first PD he visited. The promotion man no longer works in the market.

PEOPLE—JJ Scott of **WKTM-FM** in Charlotte, sings, plays guitar, organ, harmonica, and drums. The station's production director and wife both sing, play guitar and percussion, and the 3 write, produce, and record jingles for the station and its clients.

PEOPLE—Three former jocks got together and bought their own station;

now it's one year old. Skip Broussard, (ex-**WOKY** etc.), Roger Caveness, (ex-**WKNR**, **WLOK**, **WKGN**), and John Starr (ex-**WQSN**) now own **WMOB** in Mobile.

PEOPLE—"Machine Gun" Kelly of **KHJ** has just signed to his second movie. He was in Streisand's "A Star Is Born." Of all things, he played the role of a disc jockey.

PEOPLE—A GM was looking back at the station he had just left, and noted that "in all my days, I've

never worked with such genius programmers. They were able to actually develop a format, for which there was absolutely no known audience."

PEOPLE—Superstition? Jim Guercio, producing the Billy Joel album in New York, had the piano used on "Bridge Over Troubled Water" flown from San Francisco.

PEOPLE—Todd Phillips, Sebastian Stones' (ERA) 12 year old son, announced he

had made about 10 thousand dollars in the stock market that day. Sebastian asked him how he did it and Todd answered: "I use the Phillips Dipsy Doodle system, which contains one basic law; 'what goes up, must come down.'" Asked just exactly how much of his system was based on feeling, he replied "100%."

PEOPLE—David Parks at WIBC is the pilot of the helicopter traffic reports...More



PEOPLE.....Mother and child reunion never fades away. This time the child is Bryan Sergeant, son of Amherst promo head Rish Sergeant, and the lady is WGRQ operations manager Michelle O'neil. Note that Michelle is trying to get it on.....Bryan. Funny...people in radio and the record biz are people too.....

than once now he has had some adventures. Just recently he rescued two men stranded in a local river af-

"Yeah, I know it's crazy, but KHJ is number one."

PEOPLE—Steve Andrews is one of many all night



PEOPLE.... Steve Resnik, National Promotion man for ABC, has just completed over 10 years' work; collecting every record ever appearing on Billboard's Hot 100. One bedroom of his Burbank apartment houses the records.

ter canoe mishap. Joe Green, of WBZ in Boston is another copter pilot who just recently saved a child.

PEOPLE—Record World super story on KHJ noted that back when the station was blasting with Drake's new format, Don Steele and Robert W. Morgan, knowing there were many visiting programmers in town listening to the station over weekends, executed subtle changes in the format just to screw up the visiting PD's who must have gone home perplexed:

people who have had calls from folks who were saying good-bye because they were committing suicide. Steve was on **WPIX** one night and it wasn't the first time he'd heard the story..A 15-year-old girl had lost her boy-friend and was ready to do it all in. Steve was rational and helpful and stayed on the line with her and she hung-up feeling better. Next day, Steve read in the paper that the very same young lady had jumped to her death. You never

know...sometimes you don't take the call seriously.

PEOPLE—Ron Granger of Fantasy Records finally met someone who received an ARB diary. It was him. He reported that he and his daughter conscientiously filled out exactly what they listened to.

PEOPLE—Keith Angelina moved to New York and spent 7 years driving a cab at night so he could play his guitar in the daytime. He tried and failed, tried and failed, until he was signed as an artist to a major record company, and was given a good advance. Signing took place on Friday and Keith decided that he would drive just one more weekend. At 2 AM on a Sunday he picked up three well dressed guys and chauffeured them to club after club. At 5 AM he told them he was getting off and the next stop would be the last. The three got out of the car and one pulled a gun and laid it against Keith's head. They began daring each other to "shoot the mother". Knowing he had one chance, Keith hit the floor at the same time he stepped on the gas, holding



onto the steering wheel. That's where they shot, right into Keith's hand. It'll be over a year before he can play the guitar again.

PEOPLE—**WABY** in Albany has been an all news station for some time but they're still getting good record service. The station manager says there are now boxes and boxes of un-opened records.

PEOPLE—Motown promotion man Tim Kehr not only is a promotion man but an entrepreneur as well. He has collected some 800 films of old television shows and runs them on a local TV station as host each Sunday morning.

PEOPLE—Bill Gavin told us that John Sebastian's "Welcome Back" was the most reported record in the **Report's** history.

PEOPLE—Record World's super story on **KHJ** noted that Don Steele and Robert W. Morgan, knowing there were many visiting programmers in town listening to the station during weekends, executed subtle changes in the format, just to screw up the visiting PD's who must have gone home perplexed:



"Yeah, I know it's crazy, but KHJ is number one."

PETS—WTAX in Springfield, Illinois helps listeners with their Pet Registration System. Station gives away tags for listeners' pets and keeps a file on the tag numbers. If a pet is lost, station announces this and calls the owner itself when the pet is found.

PRIZES—KRG0 in Salt Lake announced the Diamond Mine Contest. Listeners (who qualified) got to sift through the sand-filled pick-up bed to find their share of the \$3,000 worth of diamonds in the pile. Each listener got 60 seconds to try his luck.

PRIZES—KNDE in Sacramento gave away a huge grand prize: a pair of tickets to every major rock concert held in the area for over a year.

QUARTER HOUR MAINTENANCE—WJPC in Chicago runs "Know the Missing Music and Win" several times a day. Jock gets listener on the line and gives him four song titles. Listener has to name which of the four records mentioned was not played during the last hour.

RECORD COMPANY PROMOTIONS—Credit Bobby Applegate of Ariola-America with this one. Almost every AOR disc jockey in America got his own personal copy of the Sons Of Champlin album, along with an entry blank for company contest. Apple and Company offered a large cash prize to the jock who came up with the best radio commercial for the album. Contest not only got the album listened to, but Ariola got some super ideas for radio commercials. Most importantly, jocks got a chance to participate in a little creative thought...and get paid for it.

RECORD STORES—KFWD in Dallas is doing the old "grab-all-you-can-within-this-length-of-time" contest. Rather than doing it with meat and canned goods in a super market, they're doing it at a record store. Station gives winning listeners 102 seconds to grab all the LP's they can. Whatever they get to the counter, they keep.

RECORD TIE-INS—98Q in Vidalia runs a different promotion almost every week. They tied-in with



"Wing and a Prayer's Baby Face" by running baby pictures of their jocks in over a dozen local newspapers and asking listeners to identify which jock was which. The winner got a weekend in Atlanta to see the Baby Grand 50 race and then the 17th Annual Atlanta 500.

RECORD TIE-IN CONTESTS—WMBR in Jacksonville ran contests tying-in with McCartney's "Silly Love Songs." They had listeners call and record their "silly love songs" and then played the best of these on the air and awarded prizes.

RECORDING ARTISTS—WYSP in Philadelphia has what they call their "actuality format." Interviews with artists are edited to 30-90 seconds and the pertinent thoughts of the artist are used as an introduction to the record. It runs almost hourly with a different artist each hour. PD Sonny Fox says that fans of the artist are given extra insight.

RECORDS—KABL in San Francisco is truly an MOR station. They polled their listeners for their favorite



songs (by mail), and with 2100 responses and 6,000 titles, the winners were: 1) "Stardust" 2) "I Left My Heart In San Francisco," 3) "The Way We Were," 4) "Lara's Theme From Dr. Zhivago," 5) "Begin the Beguine."

RECORDS—K106 in San Francisco runs record tests for companies and gets listeners to call and give their opinion. (Companies have to pay for it; It's complete with disclaimer on front and back and very legal.) Station plays the top 20 over and over, computing a new chart every day.

RECORDS—If you're in Madison, Wisconsin and you're a recording artist, you might contact **WISM**. Whenever the artist is willing, the station will hold a press party prior to the concert. 150-200 fans win tickets to the party and have a chance to ask questions, take pictures, get autographs, etc.

RIP-OFFS—WSGA in Savannah announced "The Great Savannah Flood" at the beginning of Arbitron ratings this spring. It rained prizes for a full 40





days and 40 nights...LP's, boats, TV sets, etc.

ROCK—and roll. **WVTS** in Terre Haute, promoted that "WVTS gives away the rock." They ran contests asking listeners to guess the weight of the station's rock and held a Pet Rock Show, complete with all kinds of "rock" prizes.

SALES—**WRNO-FM** in New Orleans is not worrying as much about collecting from small or new accounts. They let advertisers charge time buys to their personal credit cards. Credit can be checked quickly.

SAN FRANCISCO—is one of the most unique radio markets in the country. You have two jazz radio stations in one market, **KJAZ** and **KRE**. You have radio stations that do nothing but humor, drama and entertainment. There are stations who spend a good deal of time helping musicians get jobs with on the air announcements; plus you have Chinese and Japanese programming and many AOR stations. When you think there's no diversity left in radio remember San Francisco.

SECRET PRIZES—We still

don't know what they are and it's killing us.

WCOZ-FM in Boston gave away "kilos" to listeners sending in post cards. The station couldn't say what was in the "kilos" because "giving away that kind of stuff on the air could get us in a lot of trouble."

Listeners were prompted to use their imagination...**PD Clark Schmidt** so far cannot be persuaded to tell...

SEX—**KIXS** in Kileen, Texas ran the **KIXS Love Machine**. Station got the listener on the line and gave him 10 seconds to "turn on the **KIXS Love Machine**", with poems, words of love, heavy breathing or whatever. The prize for a good "turn-on" was a red-and-white custom built waterbed.

SEX—only female on **KKKX** in Denver is the **KX Call Girl** who calls every hour during the day and asks listeners what station they're listening to. If they answer **KX** they win up to \$500 cash. On occasion she'll also find someone listening to the station, go up to them, identify herself as the **KX Call Girl**, and give them the **KX Pleasure Machine**, which turns out to be a '76 AMC Pacer.



SEX—WJET in Erie had 5 girls in bikinis visit local shopping centers. Prior to arrival they were pasted with WJET bumper stickers from the waist down. Winners got prizes for most accurately guessing the number of the stickers on each lady. Whew!

SLOGANS—Not every station uses them, but more than half of our folks responded with a particular image-slogan they constantly use. Here are those most mentioned:

- "In [city] for good"
- "We Do It For You"
- "Someplace Special"
- "When You Need To Know (station) Knows It"
- "The Most Music" "The Best Music" "More Music More Often"
- "The Music Station" "Music Radio" "The Music's On Us" "Music And Much More"
- "All Hits All The Time"
- "The Longer You Listen The More You Can Win"
- "The Entertainer"
- "Where The Hits Are"
- "Where Your Friends Are"
- "Where The Music Is"
- "The Music Is"
- "The Mellow Sound"



"The Great American Music Machine"
 "Stereo Rock" "Pet Rock"

Then there were some that only came up on occasion. For example:

- "Un Rock On 1470"[WMMW]
- "WAAY-The Great American Way"
- "WJCO-We've Got The Country Covered"
- KWKW—"Con Musica Para Todas Las Edades"
- "KJLH-Kindness, Joy, Love, Happiness"
- "WFPG-All The Radio You Need" "WCBM-Where All The Good Songs Have Gone" "KLIF-The Station You Grew Up With" "Rock Your Socks Off With KDZA" "WRBL-FM...102.9, The Pleasure Point"
- "WHLQ-The Closer You Listen, The Better It Sounds" "WSDM-FM, Rock Easy Radio" "WNAM-Blue 128, The Music Mother"
- "WEZY-EZ 95" "WCGY, The Rock Garden"
- "WDJF-Celebrate 108"
- "KRGV-The Rock Of The Valley" "WLLE-Wonderful Willie" "WDBS-The Station That Comes To Mind"
- "WIGL-South Florida's



100,000 watt Wiggle"

"KSAN-Jive 95, Sleazy Radio"

"KOLA-The Pop Sound"

"WEEL-The Golden Wheel"

"WKBO-With The Longest Winners List In Town"

"KMO-The Radio Factory"

"WYOU-The New You"

KLAY-Music For The Mind" KEZX-Oceans Of Beautiful Music" "You And Me And WLST"

"WIOT-FM, The Toledo Institute Of Rock"

SLOGANS—At WAPL in Appleton they're letting the listeners think up the one-liners. Listeners are invited to send in a slogan promoting the station and the best are used on the air. If a listener hears his slogan on the air, he has three minutes to call up and claim it as his and win the prize.

TELEVISION—KYA in San Francisco doesn't agree with WCCO's policy of not mentioning television. Noting the fanaticism of viewers for "Mary Hartman, Mary Hartman," KYA does daily updates in case you missed it the night before.

TRENDS—Had to happen

somewhere. **KTSA** in San Antonio has announced that they have found a Howard Hughes will, left in a mayonnaise jar at the station. Seems that old Howard left some of his stuff for San Antonio folk. Jocks are reading the will and calling off the last four digits of social security numbers, giving listeners with that number 10 minutes to call in and claim their \$55 share of the inheritance.

TWINKIES—**WBNZ** in Greenwood, Illinois had their own Twinkie Roll on the lawn of the Greenwood courthouse. In conjunction with Hostess, they watched over a hundred entrants nose-push a Twinkie from one end of the lawn to the other. Winner got a genuine 5-lb. Twinkie from Hostess and 50 bucks from the station. Credit John Brenmer. Have you ever even thought about rolling a Twinkie with your nose?



SYNDICATORS

The syndication business has never been so big as evidenced by this: probably the largest syndicator list ever printed. With the simulcast cut back we expect an even bigger list next time We'll wait to hear from you if you're going to be one of the new ones.

ALCARE COMMUNICATIONS, INC. / 215-687-5767

137 West Wayne Ave, Wayne, PA 19087

SALES: Thomas Holland, Dir Nat'l Radio Sales; Annette Burriss, Dir of Radio. **OTHERS:** Jordan Schwartz, Pres; Frank Beazley, Vice-Pres Sales & Mktg; James D. Hardy, Regional Dir; Shari Parks, Admn Asst. **DESCRIPTION:** Creators, producers and distributors of quality features and programs for TV and radio. **PRICE:** Prices quoted upon request. **COMMENTS:** Radio programs: One Moment Please with Mort Crim; Bernard Meltzer on Living Better; Update: Where Are They Now?; What An Ideal; Revolutionary Woman

AMERICAN RADIO PROGRAMS / 213-244-2141

524 E Glenoaks Blvd, D, Glendale, CA 91207

SALES: Craig B. Simmonds, Gen Mgr. **OTHERS:** Caroline Heiserman, Station Relations Dir; Steve Dunstone, Traffic. **DESCRIPTION:** Radio syndication, Chuck Cecil's Music of the Swingin' Years - 3 hr wkly Big Band program. **PRICE:** Per market pricing

TOBY ARNOLD & ASSOC / 214-661-8201

4255 LBJ, Ste 156, Dallas, TX 75234

SALES: Toby Arnold. **OTHERS:** Walter F. Wienecke, Dir Mktg; Jim Adams, Concept Mktg; Bob Clayton, Salesman Specializing in Country Jingle Pkgs; Jim Ramsburg, Regional Rep working out of Minneapolis, Minn. **DESCRIPTION:** We are a full line musical production house producing station ID's, commercial concepts, automated formats, a wkly 4 hr show - American Music Pipeline. **PRICE:** Varies with product. **COMMENTS:** Would like to see format type designated to the side of the Radio Station call letters

AUDIO/VIDEO PROGRAMMING / 213-461-4766

6362 Hollywood Blvd, Los Angeles, CA 90028

SALES: Robert Syers, Pres. **OTHERS:** Keith Larkin, Vice-Pres Station Relations; Bobbie Magic, Vice-Pres Program Mktg. **DESCRIPTION:** Syndicators of national radio programs: Record Report, Hitbound from Billboard, 90 Minutes With..., Dr. Irene Kassorla, Music Report. **PRICE:** Free to stations in rated markets, supported by national sponsors

AUDIO STIMULATION INC. / 213-466-9569

6430 Sunset Blvd, No. 1221, Hollywood, CA 90028

SALES: Sales Dept. **DESCRIPTION:** Wolfman Jack custom radio shows, All Hits, Solid Gold, Graffiti Gold. **PRICE:** Call for rate cards (structured per market). **COMMENTS:** Australia, etc. Wolfman Jack is syndicated throughout the world via Audio Stimulation and AFRTS

BIG BUCKS CREATIONS / 213-274-1244

9100 Sunset Blvd, No. 113, Los Angeles, CA 90069

SALES: Monte Gast or Shadoe Stevens. **OTHERS:** Linda Ingstad, Creative Co-Dir. **DESCRIPTION:** A full service audio production company that writes, voices, produces (or all of the preceding) radio shows, commercials, TV voiceovers and beds and other audio related projects (jingles, quad production, etc.). **PRICE:** \$350 - \$1,000 each, depending on markets, no. of spots, etc. **COMMENTS:** Shadoe Stevens was the 1975 Billboard Magazine's Progressive Radio Personality of the Year...BBC made the finals of the 1975 Clio Awards with 2 commercials last year and is in the finals again this year

CHUCK BLORE CREATIVE SERVICES / 213-466-9221

1606 N Argyle, Hollywood, CA 90028

SALES: Chuck Blore. **OTHERS:** Dan Richman, Pres. **DESCRIPTION:** Create and produce radio and TV commercials, radio programming, material including Mini-Dramas Billboards best syndicated material, Little Moments program brighteners, etc. **PRICE:** Based on station rate card

BONNEVILLE PRODUCTIONS / 801-524-2400

130 Social Hall Ave, Salt Lake City, UTAH 84111

SALES: Dave Michelsen, Dir. **DESCRIPTION:** Complete audio recording and production 16 track to mono. Custom tape duplications - full track and two-track stereo and custom loaded cassettes. **PRICE:** The best - call for exact quote. **COMMENTS:** Creative writing and production - winner Clio, IBA, AAF, and other advertising awards

BROADCASTING FOUNDATION OF AMERICA / 212-MU4-2505

52 Vanderbilt Ave, Ste 1810, NY, NY 10017

SALES: Howard L. Kany, Vice-Pres & Exec Dir. **OTHERS:** George Probst, Chm; Seymour N. Siegel, Pres. **DESCRIPTION:** Production and distribution of international audiotape program service for U.S., Canada and foreign radio stations, universities and libraries, in areas of news background, public affairs, education, science, culture, the arts and music. **PRICE:** Range from \$3 to \$17 per program on subscription basis. **COMMENTS:** BFA is non-profit educational organization founded in 1955

BROADCAST PRODUCTIONS & SERVICES / 202-628-1024

635 Nat'l Press Bldg, Washington, D.C. 20045

SALES: Robert M. Johnson. **DESCRIPTION:** Programs, provocative services - produce and distribute news and info programs including daily Sixty Seconds featuring commentator Steve McCormick. **PRICE:** Negotiable

BROADCAST PROGRAMMING INTER / 206-676-1400

Bx 547, Bellingham, WA 98225

SALES: Sales Reps in Territories listed below. **OTHERS:** Sales Reps: West, Mike Bettelli (206-676-2400); Midwest, Bill Vreeke (206-454-5010); East, Pat Rowe (800-621-7725); Kemper Freeman, Jr., Pres; Mike Kirkland, Sr Vice-Pres. **DESCRIPTION:** Complete program for-

mats for AM & FM radio stations including announced and unannounced rock, album oriented rock, MOR, Country, Good Music, Beautiful Music, Easy Listening and Classical. PRICE: Unannounced formats - \$400-\$800 monthly; announced formats - \$500-\$900 monthly (depending on market size). COMMENTS: Presently largest program syndicator with over 260 customer stations in U.S. and Canada

GERT BUNCHEZ ASSOC INC. / 314-862-5250**SYNDICATED PROGRAM PRODUCTION/SALES DIV**

7730 Carondelet, St Louis, MI 63105

SALES: Gert Bunchez. DESCRIPTION: We produce, syndicate and sell radio and TV programs (primarily radio). We also are a sales arm for other producers

CASINO LOOT PROD. / 212-768-1587

232 8th St, Brooklyn, NY 11204

SALES: Tom Savino or Frank Cotolo, Engineer. DESCRIPTION: Production of the nationally syndicated direct sale, 30 min wkly for radio, soon to be stereo, zany comedy series "Dead Air." Other shows are currently in the developmental stages. Casino Loot also produces, writes, and casts radio spots. Also Jingle Packages. PRICE: Dead Air - \$260 for 13 shows, two air plays - \$10 per play. COMMENTS: All material is original. Stations can use one actual 30 min show free for 21 days to get a response and to approach prospective sponsors

CaVOX STEREO PRODUCTIONS / 213-776-6933

502 S Isis, Inglewood, CA 90301

SALES: Robert "Bob" Mayfield, Nat'l Sales/Programming Mgr. OTHERS: Lee Tate, Exec Dir; Lee Arnett, Engineering Dir; Mike Cortson, Recording Dir; Diana Mendiola, Production Mgr; William "Bill" Owens, Program Dir. DESCRIPTION: Produces music service for various formats. COMMENTS: Supply format programming to more than 75 radio stations in the U.S. Supply total programming to all American Forces Radio & Television Service, FM stations around the world. Supply programming to most foreign countries throughout the world

CENTURY 21 PRODUCTIONS & PROGRAMMING, INC. /

214-638-3222/8383 Stemmons, Ste 233, Dallas, TX 75247

SALES: Dick Starr, Gen Mgr. OTHERS: Carole Starr, Operations Mgr; Dave Scott, Programming Mgr; Mike Patterson, Creative Dir; Tom McIntyre, Vice-Pres Sales; Bob Harris, Mktg Dir; Jim Kerr, Regional Sales Mgr; Jackie Dickson, Group Leader. DESCRIPTION: Complete production services for radio and television, automation programming, consulting, creative broadcast services. Nonstop Contests, Opus Special of the Year, The Z Format, The Progressive Country Format; complete jingle pkgs for all formats, sounds, styles, etc. PRICE: Varies with market size and product

CHICAGO RADIO SYNDICATE / 312-944-7724

Two E Oak St, Chicago, IL 60611

SALES: Ursula Wosik, Sales Mgr. OTHERS: Sandy Orkin, Pres; Dick Orkin, Exec Producer. DESCRIPTION: We syndicate comedy radio features such as Chickenman, Tooth Fairy, Masked Minuteman, Mini-People and most recently a jingle image concept for very contemporary radio stations. PRICE: Price is based upon market size and local spot rates

CHASE MEDIA, INC. / 801-363-5858

Hotel Newhouse, 4th S & Main Streets, Salt Lake City, UTAH 84101
SALES: Randal S. Chase, Pres. OTHERS: Louise B. Chase, Office Mgr; Irel L. Chase, Vice-Pres. DESCRIPTION: Syndicated music programming for the live or automated station; computer-based selection of tunes min-by-min is displayed on microfilm reader screens for absolute format control; lists separate or with music library provided. PRICE: Based on market size; full service starts at \$350/mo. COMMENTS: The company also operates a recording and pressing business and record label: Chase Records, and an advertising agency -- both on a local basis. We were formerly known as: DRC Corporation

CLEVELAND ORCHESTRA BROADCAST SERVICE / 216-241-0900
c/o WCLV, Terminal Tower, Cleveland, OHIO 44113

SALES: Robert Conrad. OTHERS: Dan Vedda, Tape Duplicating Supervisor. DESCRIPTION: Wkly two-hour concerts by The Cleveland Orchestra, taped in SQ quad/stereo during performances at Severance Hall and the Blossom Music Center. Programs are complete with audience reaction, commentary and intermission feature. PRICE: Varies according to market size. COMMENTS: Wkly one-hour Pop Concerts by The Cleveland Orchestra taped in SQ quad/stereo at Severance Hall and the Blossom Music Center. Includes guest appearances by such artists as Henry Mancini, Victor Borge, Duke Ellington, Jose Feliciano, Andre Kostelanetz, Arthur Fiedler, Peter Nero

THE CNB STUDIOS / 415-592-6149

3415 Beresford Ave, Belmont, CA 94002

SALES: Alden G. or Carole Thompson. OTHERS: Orvie Stelle, Recording Consultant. DESCRIPTION: The CNB Studios provide musical tapes for automated radio stations. PRICE: Varies with tape configuration and quantity. COMMENTS: Normal music libraries, tapes to supplement existing libraries, libraries to add-a-flavor normal programming, and Big Band hits for automation

BUD CONNELL ASSOCIATES / 213-823-0363

4600 Via Marina, Ste 209, Marina del Rey, CA 90291

SALES: Bud Connell. OTHERS: Bill Taylor, Assoc. DESCRIPTION: Radio Management and Programming Consultants for MOR, Country, Rock, Beautiful Music, Oldies and All News Programming. Complete live or custom-automated programming; music systems; promotional planning; psychographic and demographic targeting; personnel evaluations; custom musical identities and voicer production; station and market analyses. Syndicated promotions: Superstars, music game for Rock stations; The Great American Music Game for Country stations. PRICE: Hourly, daily or monthly rates for consulting. Monthly rates with annual contract for automated and live custom programming. Flat rate for each flight of syndicated promotions based on market size. COMMENTS: Bud Connell Assoc is now marketing All Gold sm, a syndicated MOR format strong on 18-49 demographics in medium markets; The Music Box tm, a Beautiful Music service; The Music of America tm, a Country Music service; and two new mass-appeal country music formats, live or automated. Fresh, new-concept Rock and Oldie automated formats will be introduced within several months

CONTINENTAL RECORDINGS, INC. / 617-426-3131

210 S St, Boston, MASS 02111

SALES: L. Daniel Flynn, Pres. **OTHERS:** John F. Flynn, Vice-Pres; Sonny Dufault, Jr., Engineer; Robert Rose, Music Dir. **DESCRIPTION:** Commercial Music Logos, Station ID Pkgs, Commercial Productions, SFX and Saunders. **PRICE:** Varies. **COMMENTS:** Also distribute Fidelipac carts, 3M tape and cassettes

CRACIUN III PRODUCTIONS / 216-771-4434

1375 Euclid Ave, Ste 410, Stouffer Bldg, Cleveland, OHIO 44115

SALES: Jack Craciun III, Pres. **OTHERS:** George Jay Wienberg, Vice-Pres in charge of Research & Analysis; Ann Bostaph, Mktg Coordinator. **DESCRIPTION:** Craciun III Productions is actively involved in the management of the band "Ralph." We are also a full blown production company having produced the "Music You're My Mother" television specials featuring the band "Ralph," "Brian Auger," "Earl Scruggs," "Barbie Benton," "Pure Prairie League," "Rufus" and "Joe Cocker." We represent full videotape services unexcelled in the U.S. or Europe. **PRICE:** Varies per clients' needs. **COMMENTS:** Also represents Don Costa, Producer for the band Ralph, Television Production Center for all contemporary forms of entertainment on videotape and/or film, Catfish Airlines, pilot Rick Block, veteran of the Astronaut Training Program, Coombah Music, Inc., publishing company (BMI) and Craciun III Costa, Inc., publishing company (Ascap)

CREATIVE MEDIA CONSULTANTS, INC. / 415-938-4444

Bx 3146, Walnut Creek, CA 94598

SALES: John Hawkins, Pres. **OTHERS:** Steve Rood, Exec Vice-Pres; Steve Tuttle, Vice-Pres Mktg; Wolfgang Klamp, Vice-Pres Special Projects; Tom Wilson, Operations Dir. **DESCRIPTION:** Total consulting services for radio, emphasizing maximizing efficiency in programming and engineering. Specialize in saving failing operations. Also provide complete music services - all oldies in stereo, automated tape formats, complete production house. **PRICE:** Depends on Job. **COMMENTS:** Own Fleet of Aircraft provide fast and efficient service - all key personnel carry pagers for instant contact; utilize additional service of several top San Francisco broadcasters whose names may not be used in printed advertising

CREATIVE RADIO SHOWS / 213-276-5022

9121 Sunset Blvd, Ste 206, Los Angeles, CA 90069

SALES: Darwin Lamm, Mark Bradford. **DESCRIPTION:** Syndication of radio shows. **PRICE:** Depends on metro area

CROSS-TRK TAPES / 213-655-6146

6399 Wilshire Blvd, Ste 619, Los Angeles, CA 90048

SALES: Tom Cross. **DESCRIPTION:** Produce radio commercials and syndicated shows

D.I.R. BROADCASTING / 212-371-6850

445 Park Ave, NY, NY 10022

SALES: Bob Meyrowitz, Pres. **OTHERS:** Alan Steinberg, Vice-Pres; Peter Kauff, Vice-Pres Talent; Estie Todtman, Station Relations; Pat

Cox, Public Relations. DESCRIPTION: Provide programs to FM i.e. King Biscuit, British Biscuit, Conversations, The Way It Went Down. PRICE: Varies. COMMENTS: Shows are regularly scheduled on network of 180 stations

JOHN DOREMUS, INC. / 312-664-8944

875 N Michigan, Chicago, IL 60611

SALES: John Doremus, Pres. DESCRIPTION: Producers and Packers of Syndicated Programming, Audio and Visual, United, Delta, Braniff & Air Jamaica Audio Entertainment, Spirit of '76 Series Sponsored by Union Oil of CA, Radio & TV Commercials, Videotape Display at Great Lakes, Passing Parade heard all over the United Kingdom. COMMENTS: John Doremus Show - syndicated music/talk show heard on radio stations all over the U.S.A.

DRAKE-CHENAULT / 213-883-7400

8399 Topanga Cyn Blvd, Ste 300, Canoga Park, CA 91304

SALES: Art Astor, Exec Vice-Pres & Gen Mgr. OTHERS: James Keford, Regional Mgr; Buddy Scott, Regional Mgr; Bert Kleinman, Exec Vice-Pres Programming; Lee Bayley, Vice-Pres Programming & Station Relations. DESCRIPTION: We provide 6 different automated radio formats for AM and FM stations. We are in the process of developing 2 more new formats, the range being from Top 40 rock to beautiful music. Includes country, soul and MOR. PRICE: Varies with size, population, market ranking. COMMENTS: Drake-Chenault is bringing back the History of Rock and Roll in a revised edition in the fall of 1976. The new Special Features Division will produce other specials throughout the year

EARTH NEWS / 213-457-2547 (Collect)

32234 Pacific Coast Hwy, Malibu, CA 90265

SALES: Jim Brown. OTHERS: Lew Irwin, Editor in Chief & Editor of Earth News; Sally Smaller, Editor of Hot News; Craig Fisher, Editor of Script Supplement; Richard Bee Bee, Script Writer; Jeff Hillary, Correspondent; Judy Brown, Bus Mgr; Sue Ochoa, Traffic. DESCRIPTION: Earth News Radio with Lew Irwin - News for Young People (12 to 30s); News for Rock stations, 14 features, 3½ min, presently on 320 stations. PRICE: Shows are free per running enclosed spot, Hot News sponsored by Warner Lambert, hosted by Sally Smaller - similar to Earth News in target audience and content themes - the voice is Sally Smaller - 7 features a week, presently on 200 stations; Earth News script supplement - 8 news items per day with script form - for supplemental news. COMMENTS: They offer a free trial record

DON ELLIOT CREATIVE SERVICES / 213-851-SPOT

Bx 662, Hollywood, CA 90028

SALES: Don Elliott/Bill Meeks. OTHERS: Dave McNamee, Audio PR Division. DESCRIPTION: Specializing in album commercials and syndicated radio specials, jingles, contests and consulting. PRICE: Based on market size. COMMENTS: New full studio facilities designed and specifically constructed for radio production, as opposed to a "Make-do" re-done studio

EXECUTIVE RADIO RESEARCH / 801-487-0194

2605 E 3300 S, Salt Lake City, UTAH 84109

SALES: Dennis Drake, Gen Mgr. **OTHERS:** Bruce Cole, Acct Exec; Jan Andrews, Jim Bunnell, Steve Oldroyd, Producers; Tom Johnson, Production & Studio Operations Engineer; Dennis Silver, Chief Engineer. **DESCRIPTION:** We produce a wkly 2-hour stereo FM radio feature syndication, Johathan Field and Friends. The program is designed for the college-age audience, and explores a different social, historical and cultural topic-area and its influences on contemporary music, each week. **PRICE:** Program is bartered to the station for spot time trade-outs on a 13-week quarterly basis. Exclusive market rights guarantee. **COMMENTS:** ERR is currently placing Jonathan Field & Friends on qualified stations for Fall Quarter, 1976. Stations interested in receiving advance schedule of upcoming programs and a placement application should contact Bruce Cole or Dennis Drake no later than July 20, 1976

FOOTPRINT PRODUCTIONS LTD. / 416-961-5661

11 Yorkville Avenue, Toronto, Ontario, Canada M4W-1L2

SALES: Dan Plouffe. **OTHERS:** Morgan Earl, Pres; John Hanlon, Vice-Pres Creative; Mitch Gold, Finance. **DESCRIPTION:** Footprint is a company that deals only with the creation and syndication of radio programs. **PRICE:** Varies with program and market size. **COMMENTS:** Footprint won Billboard Award in 1974 for best syndicated radio programs

THE GREAT NORTHWEST MUSIC COMPANY / 202-622-0470

300 Vine St, Seattle, WA 98121

SALES: Jerry Dennon

HABILE ENTERPRISES, INC. / 213-660-8742

9348 Santa Monica Blvd, Beverly Hills, CA 90210

SALES: Dave Steele or John Peyar. **OTHERS:** Ronald Miller, East Coast Rep, c/o WSLT Radio, Atlantic City, NJ. **DESCRIPTION:** We offer three, one-time documentaries, The Dawn of Rock n' Roll, 12 hrs from the beginnings through 1963, including intro of Beatles; The Golden Era of the Four Seasons, a 6-hr production from 1960 to 1971 and Rock Memory, a series of 18, 15-min vignettes with a major rock star. **PRICE:** One-sixth or 16.67% of income from sales of programs

HARLAN PRODUCTIONS / 212-TE2-2375

5 E 51st St, NY, NY 10022

SALES: Ray Harlan. **DESCRIPTION:** We produce and syndicate radio programs that are given to radio stations at no cost. Close-Up is a five show per week series with each show made up to a 3-min celebrity interview coupled with a 60-second commercial. **PRICE:** Client pays us, no cost to radio stations. **COMMENTS:** We will produce and syndicate custom-tailored radio programs for any client. Stations wishing additional information about our programs need only write or call us

ILNY RECORDS, INC. / 212-464-4035

Bx 300, NY, NY 11423

SALES: T. H. Richards or Richard Meienberg. **OTHERS:** R. Wood,

Circulation Mgr; M. James (Print) Syndication Mgr; T. H. Richards, Radio Syndication Exec Producer. DESCRIPTION: Radio productions. Complete production facilities available for outside producers. Studios in NYC area. Radio Syndication: The Music and the Musician, top-running classical music interview program for over 56 weeks in first run, soon to be re-issued. Also other programs. RMM Publishing: Radio Musical Monthly. PRICE: Programs & Studio, rate cards. Cost for RMM, free to trade (newspaper for classical radio stations). COMMENTS: We have a complete line of graphics and printing services for radio stations which publish a program guide. Custom radio production up to and including disc pressing and packaging for special promotions or for commercial distribution. Tape duplication. Research services. Remote recordings

IN RECORDS AUDIO PRESENTATIONS / 714-687-6948

Bx 7293, Riverside, CA 92503

SALES: Dorothy L. Muehlig. OTHERS: Bob Johnson, Pres; Robert Michaels, Producer; Linda Cancino, Assoc Producer; Rebecca Canfield, Scriptwriter; Joan Fry, Research Announcer; April Dancer. DESCRIPTION: Radio syndication: Currently producing and distributing Stars Top Ten, Countup, a weekly hour show in stereo. The fast paced 60 Minute Program is written, researched and announced by women. A refreshing change!!! PRICE: \$50 per week plus special shows free in commitment. COMMENTS: Format changes at stations: Up-dates made quarterly

JAM Creative Productions / 214-630-5260

7319-C Hines Place, Suite 202, Dallas, TX 75235

SALES: Fred Hardy, Jr., sales mgr. OTHERS: Jon Wolfert, president and production director; Mary Lyn Wolfert, vice president; Randy Bell, sales representative; Paul Allen, sales representative. DESCRIPTION: JAM is a production company dealing exclusively with the creation of radio ID jingles and commercials. We have syndicated jingle packages available for all formats, and also work with stations to create custom product. PRICE: Varies; average syndicated ID is \$175/cut. COMMENT: We are quite concerned with quality and creativity; we are not a "jingle factory." Each cut is as customized as possible to an individual station's needs. Our jingles are currently in use at WABC, WQXI, WPEN, WMGK, WJJD, KYA, etc.

JOY BOYS PRODUCTIONS / 301-881-8168, 7148

13014 Atlantic Avenue, Rockville, MD 20851

SALES: John Hickman, Robert Parish. DESCRIPTION: Offering various comedy skits by Ed Walker and Willard Scott, the "Joy Boys," heard in the Washington area for over 20 years, and around the world via American Forces Radio & Television. PRICE: According to market size.

KALA MUSIC / 616-345-7121

334 ISB Building, Kalamazoo, MI 49006

SALES: Bill Wertz, VP. OTHERS: Stephen C. Trivers, president; Terry Armbruster, operations mgr. DESCRIPTION: Kala Music is an "up

front" good music company. We're programmed to achieve longterm listening and to deliver high ¼-hour shares in ARB. Historically, 70% of Kala Music listeners are adults 18-49. PRICE: \$550-850 per month. COMMENTS: We are, like those people that choose us, broadcasters. We operate W-Clear in Kalamazoo, and face daily the joys and sorrows broadcasters everywhere face.

KRISHANE ENTERPRISES, INC. / 213-981-8255

4601 Willis Avenue, Sherman Oaks, CA 91403

SALES: Kris Erik Stevens, President. OTHERS: Paul Clarke, account executive; Ronald Ress, national sales rep. DESCRIPTION: Our Creative Services include custom programming features for broadcasters and commercial productions for advertising agencies. Syndicated features include "Love is the Message," a mass-appeal series of vignette cuts containing expressions of love for each day of the year. "startalk" is a 4-minute feature highlighting actual interviews with recording artist superstars and their hit music. Also available is our Professional Programming Aid package, with dynamic custom cuts for every programming situation & format. Our Commercial Productions include Image Jingles for advertisers and ad agencies, plus concepts & copywriting, and voice-talent people are available. PRICES: According to market.

ROBERT MICHELSON INC. / 212-580-0254

135 West 87th St., NY, NY 10024

SALES: Robert Michelson. DESCRIPTION: Radio production-syndication offering The Marvel Comics Radio Series, The New Times Radio Service and Crawdaddy Radio. COMMENTS: Currently working on a project with "Ms." magazine. Have formed all-women production crew and are currently working on the pilot.

TED MATERS PRODUCTIONS / 616-454-6288

1101 Ionia N.W., Grand Rapids, MI 49503

SALES: Ted Maters. DESCRIPTION: Original musical compositions for Radio-TV-Commercials-Motion Pictures-Records. Will accept scoring assignments. PRICE: \$1000 & up, depending on scope of assignment.

MHL PRODUCTIONS, INC. / 816-582-5536

No. 61 Thunderbird Estates, Maryville, MO 64468

SALES: Michael Lazar, president. DESCRIPTION: A radio production house, producing a capella radio station jingles and custom commercials. PRICE: Basic jingle package is \$150. COMMENTS: \$2 demo tape fee, deductible from first order.

CHARLES MICHELSON INC. / 212-759-3232

444 Madison Ave., NY, NY 10022

SALES: Charles Michelson. OTHERS: Vivian Michelson, vice president; Carol De Souza, manager radio division; Mrs. Raye Goldberg, office manager. DESCRIPTION: Distributors of Famous Network Radio Drama Series: "The Shadow," "The Lone Ranger," "Gangbusters," "The Green Hornet," "Dragnet," "Gunsmoke," "Tarzan," "Sherlock Holmes" & "Fibber McGee & Molly." PRICE: \$10 per ¼-hour to \$125 per ½-hour based on market size.

MORE MUSIC ENTERPRISES INC. / 213-985-3300

5315 Laurel Canyon Blvd., No. Hollywood, CA 91607

SALES: Ron Lewis or Jay Stevens. **OTHERS:** June Mansfield, secretary; Dave Hull, announcer; Don Burns, announcer; Johnnie Darin, announcer; John Peters, announcer; Gary Kleinman, art director. **DESCRIPTION:** Supplier of automated broadcast programming to radio stations all over U.S. Formats include The Great Hits (Top 40 with 3 tempos), The Performers (live-sound contemporary MOR with four announcers), The Economy Contemporary, for minimum amount of equipment. Also specials. **PRICE:** \$150-800.

MUSIC BOX PRODUCTIONS / 212-677-6868

175 Fifth Ave., NY, NY 10010

SALES: Arthur Cuff. **OTHERS:** D. Cuff, marketing manager; Steve Hansen, producer; Joseph Shawtz, staff coordinator. **DESCRIPTION:** Production and syndication of "The Cuff & Duff Show," a weekly program featuring unique characters, features and comedy presented in short skit form between tunes. Up to 4 hours per week available with or without musical formatting. **PRICE:** Varies.

NATIONAL ALBUM COUNTDOWN / 213-769-6455

8321 Beverly Blvd., LA, CA 90048

SALES: Tim Robinson (213-769-3500). **OTHERS:** Humble Harv production. **DESCRIPTION:** 3-hour weekend countdown of Record World magazine's top 30 albums & pick LP's, artist interviews, etc. **PRICE:** Varies.

PIPPIN PLACE PRODUCTIONS / 918-682-2200

Bx 1921, Muskogee, OKLA 74401

SALES: D. Leon Seifried, Producer & Writer; Diane Seifried, Music Dir; **OTHERS:** Bill Davis; Production Dir & Engineering; Jerry Pippin, Host of Program & Head of the Company. **DESCRIPTION:** We produce a syndicated radio show that is designed for automated radio stations. The show is a personality program using automated techniques to custom make the show for each individual market. **PRICE:** Varies, but no more than \$300 per quarter, plus barter agreement. **COMMENTS:** The program is available in non-automated formats of five hours per week with optional cutaways offering station up to 10 minutes per hour to cutaway for News and Information programming. In addition, the non-automated programming is free on a barter basis, offering 12 minutes of local commercial time per hour.

RADIO ARTS, INC. / 213-841-0225

210 N Pass Ave, Burbank, CA 91505

SALES: Phillip B. Koener, Gen Sales Mgr. **OTHERS:** Larry Vanderveen, Pres; Chuck Southcott, Program Dir; Ron Sheets, Acct Exec. **DESCRIPTION:** A complete format service - automated and non-automated stations. The Entertainers, Adult MOR, and Proud Country, Countryopolitan. Also various specials. **PRICE:** Varies by market

RATUN RADIO & TV PUBLISHING / 617-536-7625

1108 Boylston St, Boston, MASS 02215

SALES: Danny Lipman, Publishing; Eddie Knitzer, Producer, Radio & TV. **OTHERS:** Keith Jackson, Circulation Magazine; Jim Kozlowzki, Music Dir, Radio; Karen Lipman, Art Dir Magazine; Curt Naihensy, Editor; Duana Lemay, Photo Dir. **DESCRIPTION:** Nationally syndicated radio show (150 stations) featuring interviews and concerts from around the world. **PRICE:** Bartered for time. **COMMENTS:** Also publish Rock Around the World Magazine, which goes to every rock station in U.S.A. and to consumers in selected markets, Boston, Detroit, Los Angeles, St. Louis, Cleveland...

SCOTT ROSS SHOW / 607-347-4411

R.D.No. 2, Freeville, NY 13068

SALES: Jacki Brown. **OTHERS:** Duane McNett, Program Coordinator. **DESCRIPTION:** The Scott Ross Show is a nationally syndicated Jesus Rock program. It is distributed to stations free of charge - qualifies as Religions & Public Service programming to meet FCC requirements. **PRICE:** Free. **COMMENTS:** Program available in one, two or three-hour segments

RPM-RADIO PROGRAMMING/MANAGEMENT, INC. / 313-557-3246

15552 Arbor Place, Southfield, MICH 48075

SALES: Thomas Krikorian. **OTHERS:** Mark Masters, Music Dir; Glen Johnstone, Production Shipping; Diane Roback, Secretary. **DESCRIPTION:** We provide music recorded on reel-to-reel tape for automated radio stations. Plus, full service consultation concerning all phases of station operation. **PRICE:** \$375-\$1,400

SEAWAY PRODUCTIONS / 216-241-0900

c/o WCLV, Terminal Tower, Cleveland, OHIO 44113

SALES: Robert Conrad. **DESCRIPTION:** We provide several radio broadcast series, primarily of a classical music nature: Cleveland Orchestra broadcasts, Cleveland Orchestra Pops, Adventures in Good Music with Karl Haas. These programs are for sale. The following are available at no charge to a limited number of stations: Music from Oberlin, Kent in Concert, Music from the University of Akron, Baldwin-Wallace Concert, CIM Concert Hall, City Club Forum, Cleveland Orchestra Scrapbook, Artsrap. **PRICE:** Rates on request

SIU RADIO NETWORK / 618-453-4343

Southern Illinois University, Carbondale, ILL 62901

SALES: Richard B. Hildreth, Dir. **OTHERS:** Kenneth Garry, Mgr WSIU-FM; David Rochelle, Dir of Bdcstg Services; Joel Seguire, Asst Mgr & Production Dir, WSIU. **DESCRIPTION:** Produce, record, duplicate and distribute public affairs, educational, cultural, ethnic, entertainment and other programs and series for affiliates across the U.S. Affiliates are both commercial and public. **PRICE:** \$100/year; \$30/quarter. **COMMENTS:** Under a professional staff with commercial experience of more than 20 years, an average of 14 program-series per week is made available to more than 80 affiliates in 30 states. Prior to

1974, when the service was without charge (the network is more than 20 years old), affiliates totaled 172 stations in 47 states. Much of the production is performed by students of the Radio-TV Dept at SIU, many of them paid, and released after review by the professional staff. Our year runs Oct 1-Sept 30. Brochures are published in late Aug and may be secured by writing the above address

SOUND COMMUNICATIONS / 213-652-3984

8913 W Olympic Blvd, Beverly Hills, CA 90211

SALES: Martin Lassman, Vice-Pres Sales. **OTHERS:** Jack Morris, Pres; Kevin Kelly, Exec Vice-Pres; Jim Ladd, Vice-Pres, Exec Producer. **DESCRIPTION:** National radio syndication, Endless Journey and Inner-View. **PRICE:** Free. **COMMENTS:** After one successful year in business, Sound Communications, Inc. would like to thank each and every station from coast to coast who helped make it all happen!

STEREO RADIO PRODUCTIONS / 201-753-0444

3001 Hadley Rd, South Plainfield, NJ 07080

SALES: Jim Shulke; Dave MacFee. **OTHERS:** Phil Stout, Vice-Pres. **DESCRIPTION:** Beautiful Music syndicated format. Has exclusive rights to all BBC Beautiful Music material. **PRICE:** Based on market size. **COMMENTS:** Getting ready to go into another format within a year

SUMMIT PRODUCTIONS / 213-762-5544

6605 Ampere Ave, N Hollywood, CA 91606

SALES: Mike LaRocque; Derith Jones; Ron Gardner. **OTHERS:** Jane Olsen, Office Mgr; Linda Phillips, Receptionist; Don Short, Bookkeeper; Art Thurston, International Sales. **DESCRIPTION:** We provide quality syndicated programs on subjects of international interest. We try to identify an area of general interest, research it, and tie up the package with relevant music and backup material for the stations to provide to the listening audience. **PRICE:** Based on SRDS and market population. **COMMENTS:** In addition to designing our own syndicated packages, we also provide total concept marketing, advertising and publicity packages for other syndicators and diverse clients in other forms of communication-minded organizations

SUSQUEHANNA PRODUCTIONS / 717-843-9951

140 E Market St, York, PA 17401

SALES: Dick Drury, Gen Mgr. **OTHERS:** Carl Loucks, Mktg Dir. **DESCRIPTION:** A supplier of Broadcast Products to the Radio Industry. We provide complete Program Formats in Contemporary Good Music....station jingles featuring Anita Kerr....syndicated or custom created. Program Vignettes: CB Report...Womens World...From the Drivers Seat....all 60 seconds and ready for local sale...Magazine of the Air with Stan Matlock. **PRICE:** Priced according to market size

WILLIAM B. TANNER CO. / 901-320-4340

2714 Union Ave Ext, Memphis, TN 38112

SALES: Jack Hernandez. **OTHERS:** Keith Lee, Station IDS; Kurt Alexander, Syndicated Music Services; Henry Tanner, Merchandise;

John McFarlane, Commercial Concepts. DESCRIPTION: WBT Co. offers station IDS, Sales and production services, contest services, syndicated music services, commercial concepts and merchandise. PRICE: Given on request; call person-to-person, collect, above number. COMMENTS: Wm B Tanner Co now offers syndicated music services, Bright Blue and Pacific Green. Call collect for Kurt Alexander for more information

BILL TAYLOR COUNTRY CONSULTANTS / 714-629-4588

1636 S Reservoir, Pomona, CA 91766

SALES: Bill Taylor. OTHERS: Bud Cohnell, Assoc. DESCRIPTION: A complete consultancy specializing in mass-appeal country formats, live or automated. Multitrack production facilities, automation tape mastering. Complete full color, artwork, graphics, logo design, printing. Special features: The Great American Music Game, Country Music Game, plus Superstars-Rock Music Game. COMMENTS: Very few organizations have our diversity of media facilities. "Farming out" work always lowers quality control and increases cost

TM PRODUCTIONS, INC. / 214-634-8511

1349 Regal Row, Dallas, TX 75247

SALES: Jerry Atchley, Gen Sales Mgr. OTHERS: Jim Long, Chief Exec Officer; Tom Merriman, Pres; Jim West, Sr Vice-Pres; Ken Justiss, Operations Mgr; Doug Farner, Admn Dir; Dan Peterson, Recording Engineer. DESCRIPTION: Producer of station ID's, custom commercials and music, and commercial production libraries for radio, television and film. Facilities also available for record recording, multi-track transfers and high-speed duplication. PRICE: Cost of ID's, commercials, and libraries varies with market size. Studio rental - \$70. COMMENTS: Facilities include two 16-track studios, all Dolby

TM PROGRAMMING, INC. / 214-634-8511

1349 Regal Row, Dallas, TX 75247

SALES: Ernie Winn, Gen Mgr & Vice-Pres. OTHERS: Jim Long, Pres; Allen Collier, Acct Exec; Dave Verdery, Operations; Bob Gaskins, Operations; Don Hagen, Operations. DESCRIPTION: Producer of total programming for automated radio stations. Formats include two Beautiful Music, Stereo Rock, and TM Country. Service consists of in-person implementation plus continuing consultation and custom formatting. PRICE: Cost varies per market size

TOTAL SERVICES INC. / 213-461-8168

6362 Hollywood, No. 424, Hollywood, CA 90028

SALES: D. Alan Clark, Pres. OTHERS: Constance Cole, Production Coordinator. DESCRIPTION: Record service (singles), Pop, Adult and Country formats. PRICE: \$50 for 1st format; \$25 for 2nd format; Additional \$25 for 3rd format, plus postage. COMMENTS: We also do production on syndicated radio programs (music, sports, talk, drama, etc.)

UNITED TAPES OF AMERICA / 303-242-0405

Bx 1193, Grand Junction, COLO 81501

SALES: Steve Schmidt, Pres. **OTHERS:** Bob Anstine, Producer; Ron Powers, Producer. **DESCRIPTION:** We provide automated music services, jingles, production primarily to small market radio stations at prices small markets can easily afford. **PRICE:** A full-time music service for under \$250, or under \$25 on a per tape basis. **COMMENTS:** A list of stations using automation equipment, or the various services available and their client stations

JAMES WALSH AND ASSOCIATES / 317-849-7420/356-2033

1463 Shannon Ave, Indianapolis, IND 46201

SALES: James Walsh, Pres; Jane Maher, Office Supervisor. **OTHERS:** Allen G. Deck, National Acct Dir; Mike Risk, Promotion Dir. **DESCRIPTION:** As a consulting service we offer to American and Canadian radio stations a complete programming and promotional package entitled **FORMAT/75**, which is a registered name encompassing an idea formulated in 1974 and first offered to the industry in 1975. **PRICE:** Fee begins with market of 200,000 at \$1,500/mo, minimum 18 mos. **COMMENTS:** **FORMAT/75** is a unique radio idea offering exciting promotional features and a new concept in hourly programming which can be tailored to fit mor to aor...and a new idea in news and hourly public affairs

WATERMARK, INC. / 213-980-9490

10700 Ventura Blvd, N Hollywood, CA 91604

SALES: Steve Aitken; Brian Heimerl; Jeff Allen. **OTHERS:** Tom Rounds, Pres; Chuck Olsen, Vice-Pres; Lee Hansen, Dir of Creative Services; Pete Skye, Chief Engineer; Suzie Hillner, Studio Reservations; Nikki Wine, Don Clark and Bob Kingsley, Producers. **DESCRIPTION:** Producers and distributors of radio series: Am Top 40; Am Country Countdown; Mansion of Mystery; Robert W. Morgan Special of the Week; California Special; The Elvis Presley Story. **PRICE:** Reasonable. **COMMENTS:** Two completely equipped recording studios, specializing in radio production - 1, 2, 4, 8 and 16-track capability

ED YELIN ENTERPRISES / 213-851-6377

3518 W Cahuenga Blvd, Hollywood, CA 90068

SALES: Ed Yelin. **OTHERS:** Tom Fenno, Exec Vice-Pres; Sandra Leiviska, Secretary. **DESCRIPTION:** Radio commercials, radio jingles, radio stations ID's, produced total packages. **PRICE:** Varies

ZOUNDS! / 609-429-4482

224 Bellevue Ave, Haddonfield, NJ 08033

SALES: Frank Knight, Pres. **OTHERS:** Douglas Knight, Vice-Pres. **DESCRIPTION:** Complete radio-TV commercial creative and production service, from conception through completion. **PRICE:** Depends on the job. **COMMENTS:** Hundreds of credits...



SERVICES

We've got a little bit of everything in the companies listed here. They'll supply you with oldies, green shucks, electronic equipment, comedy services; you name it. If you're company isn't listed in here, we're sorry. We were looking for you. Let us know so this fall we can include you in the next issue of the Radio Quarterly.

ADVERTISING COUNCIL / 212-758-0400

825 Third Ave, NY, NY 10022

SALES: Nancy Napier or Media Department. **DESCRIPTION:** We are the media's representation in national public service campaigns. We conduct some 28 campaigns and recommend some 65 other worthy causes to the media. We service nearly every station in the country and are happy to add others to our list for this free service. **PRICE:** Free

AMERICAN RECORD SALES INC. / 609-848-1900

1120 Crown Point Rd, Westville, NY 08093

SALES: Bill Buster. **DESCRIPTION:** Most complete stock of 45 RPM oldies in the country. We specialize in top quality-sounding records for air play, 100% guaranteed to station's satisfaction. Call for information on how to order and any other questions you may have. **PRICE:** \$.85 per record plus freight

AMERICAN AIR-CHEXX, INC. / 800-341-7588 / 207-442-8744

Bx 805, Bathport Plaza, Bath, MAINE 04530

SALES: Subscription Department, above address. **OTHERS:** Craig Erickson, Publisher-Editor; Dave Alpen, Producer; Al Fraser, Technical Consultant; Gregory Jackson, Advertising-Marketing; Carol Stevens, Radio Station Relations. **DESCRIPTION:** American Air-Chexx Magazine is the contemporary radio industry's first bi-weekly (every other week) audio magazine, published on C-90 cassettes. The magazine contains airchecks, interviews, produced articles, special features, classified advertising, and general news of the industry. **PRICE:** Full year (26 issues) \$99.95; Complete, U.S. & Canada, Sample issue \$4.95. **COMMENTS:** Phone orders may be placed toll-free: 800-341-7588

BAPTIST RADIO-TV COMMISSION / 817-737-4011

6350 W Fwy, Ft Worth, TX 76116

SALES: Marketing Dept (Jerry Pillow). **DESCRIPTION:** 1) Powerline, 28 min radio program featuring seven top 40 chart records and 6 min of contemporary discussion on religion, relative to life in today's world; 2) Soulsearchers, a sister show to Powerline, with identical format, except records are from R&B and black radio charts; 3) Master Control, a 28 min radio program featuring interviews with national personalities and punctuated with records from the M O R charts, includes subtle religious material; 4) Country Crossroads, a 28 min radio program fea-

turing interviews with country recording artists, and their music... hosted by Jerry Clower, Bill Mack and Leroy Van Dyke, religious material is related to interviews. PRICE: Free, no cost to station programming as public service

BOB BARRY PRODUCTIONS / 414-347-1250

200 N Jefferson St, Milwaukee, WI 53202

SALES: Bob Barry Productions. DESCRIPTION: We have a newsletter which is published every Monday and goes out to radio personalities throughout the country and Canada. PRICE: \$100/6 mo subscription

BRENEMAN RADIO SERVICES / 213-348-3162

23117 Collins St, Woodland Hills, CA 91364

SALES: Tom Breneman, Owner. OTHERS: Betty Breneman, Owner; Marilyn Barrett, Office Mgr; Janet Rothbert, Asst. DESCRIPTION: Full music service for radio stations; The "New" BRS Review, The Yellow Pages of Music Radio, a weekly publication concerned with day-to-day music programming for contemporary radio stations and Record Service. PRICE: Determined by market size, \$135 annually

BROADCAST ELECTRONICS, INC. / 301-588-4983

8810 Brookville Rd, Silver Spring, MD 20910

SALES: Melton J. Black, Jr., Asst Dir Mktg & Sales. OTHERS: Paul E. Malec, Sales Engineer; Bob Bousman, Sales Engineer. DESCRIPTION: Manufacturer of Spotmaster audio tape cartridge machines, audio consoles and Modtec video monitors. PRICE: Varies from \$500 to \$1,600, cartridge machines

B & W SALES / 609-667-6841

Bx 37, Moorestown, NJ 08057

SALES: R. Wessels, Sales & Mktg. DESCRIPTION: Broadcast Equipment Distributor for the following companies: Edcor, Electro-Voice, Garner, LPB, Inc., Micro-Trak, QRK, Ramko Research, Robins, Russco, Spectra Sonics, Telecommunications Ind., Ltd., Telex

BURNS MEDIA CONSULTANTS, INC. / 213-654-6413

3054 Dona Marta Dr, Studio City, CA 91604

SALES: Judith Burns. OTHERS: George A. Burns, Pres; Sylvia Clark, Operations Dir; Judith Burns, Vice-Pres. DESCRIPTION: Radio program consulting; Management and promotional consultants; Program syndication and automated format syndication. Publishers of monthly radio audio magazine, The Burns Media Radio Album

CENTURY RECORDS / 213-365-3991

26000 Springbrook Rd, Saugus, CA 91350

SALES: Dick Maxwell, George Krieger. OTHERS: Bill Liguther, Asst Gen Mgr & Chief Dist Mgr; Rosi Harrison, Office Mgr; Diana Sides, Production Control. DESCRIPTION: Complete facilities for record manufacturing, 4 disc mastering rooms, Matrix (metal) processing, record pressing, printing, of labels and albums, shipping, computerized fulfillment. PRICE: Varies

CETEC BROADCAST GROUP / 805-968-1561

75 Castilian Dr, Goleta, CA 93017

SALES: Contact the Cetec Broadcast Group for the salesman in your area. **DESCRIPTION:** The Cetec Broadcast Group is the exclusive marketing organization for: Cetec Jampro Antennas; Cetec Schafer Automation and Cetec Sparta Transmitters and Audio Equipment, plus other radio station professional equipment. **PRICE:** Contact the Cetec Broadcast Group for prices on specific items. **COMMENTS:** New entity, direct questions to: Dwight Herbert at the above address and telephone number

CLW BROADCASTERS, INC. / 615-698-3429

2004 S Orchard Knob Ave, Chattanooga, TN 37404

SALES: Mr. William J. Kitchen, Exec Vice-Pres... **OTHERS:** Bill Jeffers, Vice-Pres Quality Programming; Jim Price, Vice-Pres Broadcast Consultants; Paul Dragoo, Vice-Pres Audio Visual Products; Jerry Siler, Vice-Pres Broadcast Stations; Abe Theissen, Vice-Pres Television Services. **DESCRIPTION:** We sell broadcast equipment, audio visual products. We operate an advertising agency (Quality Programming). We have a broadcast consulting service and we own two radio stations. **COMMENTS:** We own Radio Station WSCW, S. Charleston W VA and a CP for a 50,000 Watt AM radio station in Jacksonville, FLA (Target air date, Sept 1, 1976), Proposed call letters: WCRJ

THE COMEDY CENTER / 302-656-2209

801 Wilmington Trust Bldg, Wilmington, DL 19801

SALES: Ruth Mahaffy. **OTHERS:** Robert Orben, Editor; Lamot Copeland, Jr., Publisher. **DESCRIPTION:** We supply topical one-liners that bring the headlines into a new focus, get to the funny bone fast and establish an immediate rapport with any audience. Sent via first class mail 24 times a year. **PRICE:** \$42 per year (24 issues). **COMMENTS:** We also offer books of humor for DJ's and other speakers

CREEYADIO SERVICES / 916-961-5372

Bx 382, Fair Oaks, CA 95628

SALES: Jay Trachman, Owner/Mgr/Editor; Debbi Marcus, Contributing Editor & Bus Mgr. **OTHERS:** Walter Spott, Contributing Editor; Linda R. Trachman, Secretary. **DESCRIPTION:** Fruitbowl, weekly topical and humorous newsletter for broadcasters, includes "bits," intro's & extro's, and "Jock Tips" ... CriTeeKaJoK, critiquing service for jocks in small and medium markets ... Astroscope, taped daily horoscope featurett. **PRICE:** Fruitbowl, \$65/year, CriTeeKaJoK, \$15/year, Astroscope, \$50/mo.

DBX, INC. / 617-899-8090

296 Newton St, Waltham, MASS 02154

SALES: Larry Blakely, Dir Mktg; David Purple, Sales Mgr; Harold Cohen, Customer Service. **DESCRIPTION:** Manufacture of tape noise reduction systems and other consumer, professional and industrial audio products

DCC/BFAS / 901-332-3544

3000 Director's Row, Memphis, TN 38131

SALES: Skip Sawyer, Gen Sales Mgr. **OTHERS:** Norfleet R. Turner, Pres; Jim McKee, Sr Vice-Pres; Patrick M. Choate, Dir Mktg; Claude Morris, Mgr Station-Relations. **DESCRIPTION:** We offer an on-line, real time broadcast automatic service for handling radio or TV stations' sales, traffic, accounting and TV automatic switching. **PRICE:** Determined by survey of stations' operations. **COMMENTS:** BFAS is the world's largest broadcast automation system with 149 customers, radio and TV stations across the U.S., Canada & Europe

DIMENSIONS UNLIMITED, INC. / 213-666-1406

2816 Rowena Ave, Los Angeles, CA 90039

SALES: Ed Poole, Vice-Pres/Client Services. **OTHERS:** Deborah Gonderil, Pres; Terry D'Angona, Exec Vice-Pres; M. Fox, Chief Supervisor, Field Services. **DESCRIPTION:** Dimensions Unlimited, Inc. is a full-service media/marketing research company specializing in primary research for the media. Radio research services include the syndicated audience ratings and marketing survey, THE SOURCE; public ascertainment surveys as required for license renewal and transfer; listener profile and music preference studies as used by stations' sales and programming departments; telephone coincidentals. Such other special studies, as are necessary to fulfill specific and unique information needs of stations' sales and programming departments, are designed and conducted on an ad hoc basis. **PRICE:** Costs of ad hoc primary research services necessarily vary widely. Considerations include type, amount of information to be collected, sample-size and methodology. THE SOURCE surveys, conducted twice yearly (spring and fall), are \$1,500 to \$10,200 per each report on an annual subscription basis and as established by station's highest minute rate in SRDS. Secondary research services are provided at \$50 hourly on a per job basis or \$400 - \$600 monthly on an annual retainer basis. Exact monthly cost is determined based upon size and activity of station's staff and projected average time required monthly for services to station

DOLBY LABORATORIES / 415-392-0300

731 Sansome St, San Francisco, CA 94111

SALES: John Gibb, FM Applications. **OTHERS:** Stacey Rehm, Sales Admn; Christopher Parker, Recording Studio Applications; Ioan Allen, Mktg Vice-Pres. **DESCRIPTION:** Market complementary noise reduction equipment for FM stations, recording studios and cinema applications. **PRICE:** Varies depending on specific equipment

ELECTRIC WEENIE / 808-377-6509

128 Opihikao Way, Honolulu, Hawaii 96825

SALES: Electric Weenie or personal to Tom Adams. **OTHERS:** Karen King, Secretary; Alan Adams, Bookkeeping. **DESCRIPTION:** 2 basic services...first a monthly 6-page legal size 2 column per page one liners, jokes, permanent (non-current humor that can be used over and over). Also we feature personalized taped drop-ins, 25 to a pkg...each made

fresh by several of my people...Gary Owens of L.A. ...an impressionist who does many voices and myself in my best Tex Baxter imitation. PRICE: Weenie sheet is 30 6 mo or 55 12...Tapes Gary Owens 25 for \$110; my mimic \$50 and myself \$37.50. Each are made fresh at order. COMMENTS: The Weenie has been in business since 1970. First issue went to 7 subscribers. We now have over 1000. 75% renewals. The writer, Tom Adams, using his humor won the Billboard Top DJ, MOR Major Market 2 years in a row and was runnerup to Gary Owens the 3rd year. Most of our subscribers have swept nearly all categories since 1972

ELECTRO IMPULSE, INC. / 201-741-0404

Bx 870, 116 Chestnut St, Red Bank, NJ 07701

SALES: Mark Rubin. DESCRIPTION: Manufacturer of dummy loads and other equipment for broadcasters

ERA PRODUCTIONS / 313-694-3743

5019 Middleboro, Grand Blanc, MICH 48439

SALES: Jack Hood. DESCRIPTION: Now limited to scripted material for DJ's and personalities - comedy, holiday, trivia, and assorted collections. Sold only in booklet-package collections. In other words, we are not a weekly or monthly service. PRICE: \$10-\$50 per scripted pkg. (depending on copy). COMMENTS: Jack Hood is an air personality on WJR, Detroit, a 50,000 Watt clear channel. Material described above is not available within a 200 mile radius of Detroit (as it is used in WJR programs)

ERIC SMALL & ASSOCIATES / 415-441-0666

680 Beach St, Ste 315, San Francisco, CA 94109

SALES: Eric Small. OTHERS: Bob Orban, Chief Engineer. DESCRIPTION: The Optimod-FM combines a stereo generator, peak compressor, limiter into one unit - a 3-in-1 system. The effect is high FM modulation without audible distortion...a clearer, brighter sound. PRICE: \$2,950. COMMENTS: Additional information on unit upon request

ESE / 213-674-3021

505½ Centinela, Inglewood, CA 90302

SALES: L. Stroud; J. Johnson; David B. Kaiser; R. Mayers. OTHERS: J. Johnson, Pres; R. Mayers, Vice-Pres. DESCRIPTION: Manufacture digital clocks and timers. PRICE: \$98 to \$1,500

FIDELIPAC / 609-235-3511

109 Gaither Dr, Mt Laurel, NJ 08057

SALES: Gene Bidun or Patti Ward. OTHERS: Arthur Constantine, Electrical Engineering; Frank Di Leo, Mechanical Engineering; Dan McCloskey, Plant Mgr. DESCRIPTION: Manufacturer of NAB Audio Tape Cartridges, Models 300, 350, 600, 1200 and Master Cart; accessories including On-Air Light, Cartridge Alignment Gages and Test Tapes, Racks, Erasers, etc. PRICE: Request professional price schedules. COMMENTS: Over 300 distributors and manufacturers provide Fidelipac products to broadcasters and industrial users

BILLY GLASON'S "FUN-MASTER" SERVICE / 212-265-1316

200 W 54th St, NY, NY 10019

SALES: Billy Glason. **DESCRIPTION:** I am the original comedy service. I created this service over 36 years ago. I also train novices (mail and/or in person) in the art of standup comedy delivery-construction writing. **PRICE:** Monthly service "The Comedian" \$45/year plus postage and handling. **COMMENTS:** I do not send samples! I service the biggest names in every field all over the world and that's 'nuf sed'

HARRIS CORP. / 217-222-8200

123 Hampshire St, Quincy, IL 62301

SALES: Sales Dept. **OTHERS:** Walt Rice, Sales Mgr-Radio; Tom Schoonover, Sales Mgr-TV; Rolland Looper, Sales Specialist RF/Audio; John Burtle, Automation. **DESCRIPTION:** Complete line of broadcast equipment

HOUSE OF OLDIES / 212-243-0500

267 Bleecker St, NY, NY 10014

SALES: Bob Abramson. **DESCRIPTION:** Rare RnR RnB 45's and Beatles, Elvis, Stones, Pop -- LP's, No tapes. **PRICE:** \$1.25 and up for oldies, See catalogue. **COMMENTS:** We have the largest record selection in the country...

IGM/NORTHWESTERN TECHNOLOGY / 206-733-4567

Bx 943, 4041 Home Rd, Bellingham, WASH 98225

SALES: Steve Grayson, Mkt Mgr. **OTHERS:** E. C. Burkhardt, Pres; Nick Solbert, Engineering Mgr; Don Dinsmore, Comptroller; Pete Ruese, Production Mgr. **DESCRIPTION:** Design, manufacture and installation of systems and components for automated radio broadcasting. **PRICE:** Varies by system

INSTANT PIOTROWSKI / 513-921-7945

3199 Considine Ln, No. 124, Cincinnati, OHIO 45205

SALES: Casey Piotrowski. **DESCRIPTION:** We're a subscription joke service...using jokes I've done on the air at WSAI, and other virgin material...all original and never duplicated from month to month. **PRICE:** \$35/yr; \$20/½yr; \$5/single issue

INTERCOLLEGIATE BROADCASTING SYSTEM / 914-565-6710

Bx 592, Vails Gate, NY 12584

SALES: Rick Askoff, Exec Dir. **OTHERS:** Donald Grant, Chm of Bd; Jeff Tellis, Pres; Herbert B. Barlow, Jr., Secretary; Fritz Kass, Treasurer; Dave Borst, Vice-Chm. West; George Abraham, Vice-Chm. East. **DESCRIPTION:** Trade Assoc of College Radio Stations (700 total in U.S., Canada and Australia). Publisher of Journal of College Radio and Format magazines, tape syndication service, consultation, publisher of IBS Master Handbook (operating manual for college radio stations, other items. **PRICE:** Membership is \$60 for first year, \$45 thereafter

JAM CREATIVE PRODUCTIONS, INC. / 214-630-5260

7319-C Hines Place, Ste 202, Dallas, TX 75235

SALES: Fred Hardy, Jr., Sales Mgr. **OTHERS:** Jon Wolfert, Pres & Production Dir; Mary Lyn Wolfert, Vice-Pres; Randy Bell, Sales Rep; Paul Allen, Sales Rep. **DESCRIPTION:** JAM is a production company dealing exclusively with the creation of radio ID jingles and commercials. We have syndicated jingle packages available for all formats, and also work with stations to create custom product. **PRICE:** Depends on several factors, but average syndicated ID is \$175/cut. **COMMENTS:** We are quite concerned with quality and creativity; we are not a jingle factory. Each cut is as customized as possible to an individual station's needs. Our jingles are currently in use at such stations as WABC, WQXI, WPEN, WMGK, WJJD, KYA, and many more

JOY BOYS PRODUCTIONS / 301-881-8168/881-7148

13014 Atlantic Ave, Rockville, MD 20851

SALES: John Hickman or Robert Parish. **DESCRIPTION:** Offering various comedy skits by Ed Walker and Willard Scott, the "Joy Boys" heard in the Washington area for over 20 years, and around the world via American Forces Radio & Television. **PRICE:** Sold by market size

JOKES UN-LTD. / 213-876-0830

1357 Miller Dr, Hollywood, CA 90069

SALES: Jokes Un-Ltd. **DESCRIPTION:** Monthly Joke Service. **PRICE:** \$60 for 12 monthly issues; sample issue (current) \$5. **COMMENTS:** We are strictly mail-order. We do not want to be listed without the information that the sample issue (current) costs \$5...check or money order in front

KALA MUSIC / 616-345-7121

334 ISB Bldg, Kalamazoo, MI 49006

SALES: Bill Wertz, Vice-Pres. **OTHERS:** Stephen C. Trivers, Pres.; Terry Armbruster, Operations Mgr. **DESCRIPTION:** Kala Music is an "Up-Front" good music company. We're programmed to achieve long-term listening and to deliver high quarter hour shares in Arb historically, 70% of listeners are adults, 18-49. **PRICE:** \$550-\$850 per mo. **COMMENTS:** We are, like those people that choose us, broadcasters. We operate W-clear in Kalamazoo, and face daily the Joys and Sorrows broadcasters everywhere face

KALEIDOSCOPE NEWS SERVICE / 415-93702579

Bx 4819, Walnut Creek, CA 94596

SALES: Mark McKay, Publisher. **OTHERS:** Jaynie Sandau, Exec Asst; Ray Kilcoyne, Contributing Writer. **DESCRIPTION:** 24-page issue every two weeks. Total personality service. Not jokes. Short bio bits on artists with current hits, a daily calendar of birthdays and events, trivia, human interest stories. All artist info in cumulative alphabetical index. We offer separate services for Pop and Country radio personalities. **PRICE:** \$99/24 mos.; \$52/12 mos.; \$30/6 mos.; \$17/3 mos. **COMMENTS:** Over 500 subscribers in the U.S., Canada, Mexico, Europe, Australia. We offer the only publication of this type for jocks. There is no more "Rock Bios" and we purchased the "Sullivan Letter" subscription list a year ago

KRISHANE ENTERPRISES, INC. / 213-981-8255

4601 Willis Ave, Sherman Oaks, CA 91403

SALES: Kris Erik Stevens, Pres. **OTHERS:** Paul Clarke, Acct Exec; Ronald Ress, Nat'l Sales Rep. **DESCRIPTION:** Our Creative Services include Custom Programming Features for Broadcasters, and Commercial Productions for Advertising Agencies. Syndicated features include Love is The Message...a mass-appeal series of vignette cuts containing expressions of love for each day of the year. Artist superstars and their Hit Music. Also available is our Professional Program Aid Pkg, with dynamic custom cuts for every programming situation and format. Our Commercial Productions include Image Jingles for Advertisers and Ad Agencies, plus concepts and copywriting, and voice-talent people. **PRICE:** According to market

LAUGHING STOCK CO. / 212-799-9229

200 W 79th St, NY, NY 10024

SALES: c/o Megan Stine or H. Wm. Stine. **DESCRIPTION:** Promotion and production specializing in comedy features and promotions, pre-recorded and tailored to the market and the station

LOGOS UNLIMITED / 313-434-2712

Bx 219, Ypsilanti, MICH 48197

SALES: Art Vuolo, Jr. (Self-employed--we use only a few outside contacts on up-dating info. No others on staff however.) **DESCRIPTION:** Produce Radio Station Guides for people that travel, listing stations and formats - rockguides, country music guides, state guides, tune-pike guides, etc. Have circulated 7.5 million of them in 30 states over past 4 years. **PRICE:** Based on "cost per thousand" rate - usually not sponsored by station rather by outside client. **COMMENTS:** Our guides have been put out by stations like: WLS Chicago, KFRC San Francisco, WDEE Detroit, WIRE Indpls., WJR Detroit. People appreciate them and their accuracy is unduplicated

THOMAS McMURRAY IDEAS / 704-364-4798

610 Shelton St, Charlotte, NC 28211

SALES: Tom McMurray. **OTHERS:** D. Stedrick, Vice-Pres Operations; B. Carpenter, Vice-Pres Finance and Research. **DESCRIPTION:** Programming specialist, formats, personnel, custom jingles, promotion, total concept. Creators and managers of Pension Funds. We fix radio stations, engineering, management, people, research, production. **PRICE:** Contract - Initial 3-day evaluation \$2,000. **COMMENTS:** Congress has passed the law - but just how effective has it been - we talk to a lot of people who still don't know the new laws, and you can be sure their employer won't tell them - re: Pension Fund

TED MATERS PRODUCTIONS / 616-454-6288

1101 Ionia NW, Grand Rapids, MICH 49503

SALES: Ted Maters. **DESCRIPTION:** Original musical compositions for Radio-TV-Commercials-Motion Pictures-Records. Will accept scoring assignments for you to produce, or I will produce for you. **PRICE:** \$1,000 and up depending on scope of assignment. **COMMENTS:** Directory of Record Companies (with national distribution) who will audition new material and artists

MHL PRODUCTIONS, INC. / 816-582-5536

No. 61, Thunderbird Estates, Maryville, MI 64468

SALES: Michael Lazar, Pres. **DESCRIPTION:** We are a radio production house. We produce A Capella radio station jingles and custom commercials. **PRICE:** Basic station jingle pkg is \$150. **COMMENTS:** \$2 demo tape fee; deductible from first order

CHARLES MICHELSON INC. / 212-759-3232

444 Madison Ave, NY, NY 10022

SALES: Charles Michelson. **OTHERS:** Vivian Michelson, Vice-Pres; Ms. Carol de Sovza, Mgr Radio Div; Mrs. Raye Goldberg, Office Mgr. **DESCRIPTION:** Distributors of Famous Network Radio Drama Series: The Shadow, The Lone Ranger, Gangbusters, The Green Hornet, Dragnet, Gunsmoke, Tarzan, Sherlock Holmes, etc. **PRICE:** \$10 per ½ hour to \$125 per ½ hour, based on size of market. **COMMENTS:** I would like to see an indepth report of Radio Drama programming by stations throughout the country. This has never been done yet we alone service over 150 stations every week scheduling some 300 series contracts on a yearly basis!!!

ROBERT MICHELSON INC. / 212-580-0254

135 W 87th St, NY, NY 10024

SALES: Robert Michelson. **DESCRIPTION:** Radio Production-Syndication Currently offering - The Marvel Comics Radio Series, The New Times Radio Service and Crowdaddy Radio. **COMMENTS:** I am currently working on a project with Ms. Magazine. We have formed all women production crew and we are currently working on the pilot

MICRO-TRAK CORP. / 413-536-3551

620 Race St, Holyoke, MA 01040

SALES: W. Stacy; M. Stacy. **OTHERS:** R. MacFarlane, Purchasing. **DESCRIPTION:** Manufacture audio equipment. Tone arms, turntables, audio consoles, studio furniture, audio control centers, production equipment, preamps. **PRICE:** Depends on equipment

MODULAR AUDIO PRODUCTS, INC. / 516-567-9620

1385 Lakeland Ave, Bohemia, NY 11716

SALES: Rick Belmont, Sales Mgr. **OTHERS:** Julius Brick, Pres. **DESCRIPTION:** Manufacture Modular Professional Audio Components for recording, broadcast and sound control consoles and systems; i.e. amplifiers, equalizers, compressors, switching modues, etc. **PRICE:** Price list available on request. **COMMENTS:** Plan to introduce new line of professional audio attenuators in near future and are expanding capabilities to manufacturing complete mixing consoles

MORE MUSIC ENTERPRISES INC. / 213-985-3300

5315 Laurel Cyn Blvd, N Hollywood, CA 91607

SALES: Ron Lewis or Jay Stevens. **OTHERS:** June Mansfield, Secretary; David Hull, Announcer; Don Burns, Announcer; Johnnie Darin, Announcer; John Peters, Announcer; Gary Kloamar, Art Dir. **DESCRIPTION:** We supply automated broadcast programming to radio stations all over the U.S. Formats include: The Great Hits (Top 40, with 3 different tempos), The Performers (Live sound contemporary MOR

with 4 announcers), The Economy Contemporary MOR, can be run on minimum amount of equipment. Also special programs like The 27 Hour "A Chronogy of American Music," a countdown of all the number one songs from 1955 to present. Weekly shows include The Dave Hill Show and The National Album Countdown. We also record national, regional and local commercials for radio and television, sell broadcast equipment and Ampex and capitol magnetics tape products. PRICE: The Great Hits \$325-\$475; The Performers \$450-\$800; The Economy \$150. COMMENTS: We are a quality oriented company that cares about the needs of its clients. We are always improving our products and welcome suggestions

MUSIC BOX PRODUCTIONS / 212-677-6868

175 Fifth Ave, NY, NY 10010

SALES: Arthur Cuff. OTHERS: D. Cuff, Mktg Mgr; Steve Hansen, Producer; Joseph Shawtz, Staff Coordinator. DESCRIPTION: Production and syndication of The Cuff & Duff Show, a weekly radio program featuring unique characters, features and comedy presented in short skit form between tunes. The show is available in hour modules up to 4 hrs per week, available with or without musical formatting. PRICE: Barter

THE MUSIC DIRECTOR PROGRAMMING SERVICE / 413-783-4626

Bx 103, Indian Orchard, MASS 01151

SALES: Anyone in office or via order form. OTHERS: Herb Jackson, Editor & Client Relations Dir; Budd Clain, Dir of Record Reviews; Norman S. Blodgett, Consultant; William Schoenborn, Audio Production Dir; Brenda Clain, Office & Circulation Mgr; Ray Rocca, Production Coordinator. DESCRIPTION: Produces and distributes MOR music list/tip sheet called "The Music Director." Also sells music service on top plus MOR oldies. PRICE: Varies depending on market size

NATIONAL ALBUM COUNTDOWN / 213-769-6455

8321 Beverly Blvd, Los Angeles, CA 90048

SALES: Tim Robinson. OTHERS: Humble Harv, Producer. DESCRIPTION: 3 hour weekend countdown of record world mag's top 30 albums and pick LP's. Artists interviews, etc. PRICE: Contact Tim Robinson

NUCLEAR PRODUCTS CO. / 213-283-2603

Bx 5178, El Monte, CA 91734

SALES: Dick or Chuck Evleth. DESCRIPTION: Manufacturers of the Staticmaster record cleaning brush, and of other static elimination devices; radioactive Polonium 210 elements emit low-energy (non-penetrating) alpha particles that bleed off static charges from records, etc. PRICE: \$14.95

OBITS / 209-431-1502

366 W Bullard Ave, Fresno, CA 93704

SALES: Dan O'Day. OTHERS: Harry Viderchi, Reporter; Abigail & Roland Amunsworth, Society Editors; Pauline Pavillion, Sports Editor; Feliz Navidad, Secretary. DESCRIPTION: Obits is an original comedy service for radio entertainers. Each monthly issue consists of 32 pages of fresh, funny, outrageous, bits - phony commercials, horoscopes, fake PSA's, etc. Obits is designed for the jock who doesn't want to be

like all the others. PRICE: \$60/year, \$35/6 mos. COMMENTS: We'll be glad to send a free sample to any air personality who requests one

O'CONNOR CREATIVE SERVICES / 213-769-3500

Bx 8888, Universal City, CA 91608

SALES: Harry O'Connor, Pres. DESCRIPTION: Creators and producers of radio features, syndication of radio features internationally. PRICE: Based on market population. COMMENTS: O'Connor Creative Services, Pty., Ltd., Sydney, Australia

OLDIES UNLIMITED

Bx 389, Flushing, NY 11352

SALES: Shelly Weltman, Pres (Mail order only). DESCRIPTION: Sell/buy/trade old and rare records (45's and LP's) (mostly 1950's) Rock n' Roll/Rhythm & Blues/Rockabilly/Pop/Beatles, etc. PRICE: All prices based on rarity. COMMENTS: Our catalogue listing over 6000 records, \$1, all in-stock items listed. (Search service for arly not in stock.) All records new or mint condition

O'LINERS / 209-431-1502

366 W Bullard Ave, Fresno, CA 93704

SALES: Dan O'Day. OTHERS: Ed Whiskey, Physician; Bubbles la Teur, Gardening Editor. DESCRIPTION: O'Liners is a one-liner service for funny radio and TV people. Each monthly issue offers anywhere from 200 to 300 original lines - topical lines, record lines, jock bits, off-the-wall funnies. O'Liners is written to fit any format. PRICE: \$55 per year, \$30 per 6 mos. COMMENTS: You can subscribe to both Obits & O'Liners together at a big discount: \$90 per year, \$50 per 6 mos (savings of \$25 and \$65, respectively)

ORANGE COUNTY ELECTRONICS CORP., LTD. / 204-775-8151

1125 Empress St, Winnipeg, Manitoba R3E 3H1

SALES: In Canada: Michael A. Gillespie; In USA: Chateau Seven Group, Ltd. (204-772-6350). OTHERS: Michael Gillespie, Pres; Alvin C. Duff, Vice-Pres; A. Terry McIntyre, Secretary-Treasurer. DESCRIPTION: Manufacturer of professional audio and control equipment for broadcast and recording. Products include monitor amplifiers, and equalizers, compressor limiter expanders, VS-1 stressor. PRICE: See price list. COMMENTS: Company consists of a group of broadcast engineers with a good deal of operational experience. All products are designed and built on this basis. The company also is engaged in custom design

EDMUND ORRIN / 209-431-3431

2786 W Roberts, Fresno, CA 93711

SALES: Edmund Orrin. DESCRIPTION: Primary service is the publication of the Hollywood Gag Letter, a printed monthly devoted to supplying one-liners, jokes, stories, and trivia to disc jockeys. Secondary service is the supplying of books of one-liners, putdowns, stories and trivia to DJ's. PRICE: Subscription price of Hollywood Gag Letter: \$35/year. COMMENTS: Readers mentioning Radio Quarterly Report are welcome to a sample issue free

OVATION INCORPORATED / 312-729-7300

1249 Waukegan Rd, Glenview, IL 60025

SALES: Dick Schory. **OTHERS:** Bob Owens, Vice-Pres Radio, TV, Films; Scott Lawrence, Promotion Mgr, Ovation Record Division. **DESCRIPTION:** Record Manufacturer: Ovation and Black Jazz Records; Producer of radio, TV commercials; Publishers: Creative Music, Streeterville Music, Mason Jar Publishing; Producers of multimedia presentations for industry and entertainment venues. Supplier of audio/visual software and hardware to the amusement industry. **PRICE:** Quoted as per job. **COMMENTS:** Ovation Records has a library of sound effect records available to radio stations at a special pkg price

PAPERWORK SYSTEMS, INC. / WATS 800-426-8872

Bx 38, 2000 "A" St, Bellingham, WASH 98225

SALES: Joseph D. Coons, Pres. **OTHERS:** Lee Facto, Secretary/Treasurer; Christopher Young, Vice-Pres Field Operations; James R. Lane, Dir Mktg; Warren W. Middleton, Regional Sales Mgr East; Gordon English, Westronics (Canada); Neil Hamilton, AWA (Australia). **DESCRIPTION:** Computer office systems for TV & radio perform Billing, Accounting, Traffic and Payroll functions. **PRICE:** \$32,000 to \$80,000

PARASOUND, INC. / 415-673-4544

680 Beach St, San Francisco, CA 94109

SALES: Sid Goldstein. **DESCRIPTION:** Original music composition, arranging and production for radio and TV commercials, station ID pkgs, etc. Syndication available of K101 Good-Time Radio Package for progressive MOR stations. **PRICE:** No set prices; all work bid on project basis

PETERS PRODUCTIONS, INC. / 714-565-8511

8228 Mercury Ct., San Diego, CA 92111

SALES: Ed Peters, Pres; Redd Gardner, Regional Mgr; Bo Donovan, Dir of Mktg Creative Services. **OTHERS:** Mike Larsen, Operations Mgr; Geoff Williams, Creative Dir; Jack Merker, Dir of Programming. **DESCRIPTION:** Music syndication, commercial - jingle production. **PRICE:** \$400-\$2,500 per mo

THE PROFIT CENTER / 214-638-6231

5415 Maple Ave, Dallas, TX 75235

SALES: Ralph Stachon, Pres; Jim Collins, Exec Vice-Pres. **DESCRIPTION:** Customized audio and video productions for radio and TV stations and advertising agencies. Special promotions for radio and TV. "Broadcast Personnel Mart" is a division of the Profit Center that is concerned with personnel placement on all levels of the Broadcast Industry. Company also does custom film strips and multimedia slide presentations. Conducts specialized sales campaigns for radio and TV stations

PROGRAM DATA SALES, INC. / 312-664-9119

233 E. Erie St, Chicago, IL 60611

SALES: Peter H. Wright, Pres. **OTHERS:** Dr. Thomas Turicchi, Dir of Research, Consumer Behavior Center. **DESCRIPTION:** Emotional response testing using biofeedback techniques of recorded product prior to release to determine market acceptability. A section outlining the various research services for the radio and record industry

PROVOCATIVE PROMOTIONS / 213-469-1109

6606 Sunset Blvd, Ste 202, Los Angeles, CA 90028

SALES: Chuck Simon, Admn Vice Pres. **OTHERS:** Marc Paul Simon, Pres; Bob Berites, Asst to Pres; Richard Rinaldi, L.A. Promo; John Bernstein, S.F. Promo. **DESCRIPTION:** The first and most successful disco-record promo company operating on a national level in 72 cities and 400 clubs plus all related media exposure

PUNCHLINE!

Bx 48584, Los Angeles, CA 90048

SALES: Editor. **DESCRIPTION:** A biweekly topical humor service for disc jockies. **PRICE:** \$52/year

RADIO MUSIC CO. / 213-855-0419

1011 N Palm Ave, Ste 412, Los Angeles, CA 90069

SALES: Steven J. Gaspar, Pres. **OTHERS:** Ernie Burke, MS Mktg Research, Vice-Pres. **DESCRIPTION:** Music Research Company, specializing in top 40 music record acceptance, using typical top 40 listeners. Also we can research any areas in the music industries. **PRICE:** Varies, \$250 and up. **COMMENTS:** Nude centerfold of Claude Hall!

RADIO & TV ROUNDUP PRODUCTIONS / 212-986-5707

18 W 45th St, NY, NY 10036

SALES: Bill Bertenshaw. **OTHERS:** Dan Frercks, Program Dir; Bill King, TV-Video Dir. **DESCRIPTION:** Free public service and public affairs programs made available to radio-TV stations on all such subjects as health, energy, religion, general interest - titles, "Perspectives on Health," "Health Horizons," "Suggested Solutions," etc. **PRICE:** No price charge, only require confirmation of usage. **COMMENTS:** We would like to hear from stations as to their needs in "Free" programming 60-90 seconds, 3½-4½ minutes and 24-minutes. We can provide if we can show that their is a need for more syndicated public affairs programming

RECORD RESEARCH INC. / 414-251-5408

Bx B2, Menomonee Falls, WI 53051

SALES: William Hathaway. **OTHERS:** Joel Whitburn, Pres. **DESCRIPTION:** We publish books which give detailed information on any record that ever made the Billboard charts

RECORD SOURCE INTERNATIONAL / 212-764-7311

4515 Broadway, NY, NY 10036

SALES: Nancy Erlich. **OTHERS:** Denis Hyland, Dir, Billboard Special Projects; Mary Lou Imhoff, Mgr RSI Cincinnati office (2160 Patterson St, Cinn, OH 45214). **DESCRIPTION:** Singles and albums by subscription; catalogue LP's offering basic record libraries; monthly new-release album selections; disco record libraries plus weekly updates. **PRICE:** All price quotes in catalogue. **COMMENTS:** RSI is a division of Billboard, an industry service going into its 17th year; records from virtually all American labels available only to eligible customers (broadcasters, discos)

RELEVANT PRODUCTIONS / 212-799-4455

1564 Broadway, 5th Flr, NY, NY 10036

SALES: Sam Chase. **DESCRIPTION:** Producer of radio program series,

mainly of a type loggable as public service/public affairs, with unique audience-grabbing characteristics. PRICE: Usually free; sometimes on barter basis. COMMENTS: Programs are designed first for listener impact. "Periscope," featuring the editors of Newsweek in daily 3½ min program, distributed free for over 5 years, played on 1100 stations daily - largest continuing station lineup ever. Others with similar success records of programming and audience response

RICHMAN PRODUCTIONS / 213-985-4040

Bx 442 S, N Hollywood, CA 91606

SALES: Carry Mansfield. OTHERS: Stephanie Mansfield. DESCRIPTION: Richman Productions is currently involved in providing paint media and radio stations with artist-group discographies from the late 50's to the present. They consist of 45 RPM records, record numbers, release dates and in most cases, biographical or trivial information. PRICE: \$1.50 per discographie, less in quantities. COMMENTS: In the future we hope to be writing articles on recording artists, following their history through their records

ROCK BIO'S UNLIMITED / 608-365-9884

Bx 978, Beloit, WISC 53511

SALES: Marc Kaplan. DESCRIPTION: Publish programming aids for DJ's. This consists of biographies on 701 recording stars from 1955-1975, a daily almanac, drop-ins, & rock trivia questions. Over 1200 pages of easy-to-read information geared for the DJ. This is the only service of its kind that publishes information on stars of the past! PRICE: \$50 for 75 issues, \$1 per issue. COMMENTS: A subsidiary of Rock Bio's Unltd. is The Country Almanac (same address, phone, editor, etc). The Country Almanac is a daily almanac geared for C & W DJ's. It cannot be outdated, so once it's paid for, the information inside can be used year after year. Price: \$10 for 6 mos or \$15 for 1 yr

ROSS-GAFFNEY INC. / 212-582-3744

21 W 46th St, NY, NY 10036

SALES: Paul Burcrap. OTHERS: Richard Weigle, Chief Engineer; Henry Mankosford, Engineer; Bud Mocan, Sound Effects. DESCRIPTION: Full audio services recording, mixing, duplication, production casting, music libraries, sound effects, editions

SANSUI ELECTRONICS / 212-779-5300

55-11 Queens Blvd, Woodside, NY 11377

SALES: Mr. LeBow. DESCRIPTION: 4 Channel Broadcast Encoders QSE5B. Also, technical assistance with installation of encoder. PRICE: \$900 (10% cash discount in 30 days)

SHOE PRODUCTIONS, INC. / 901-458-4496

485 N Hollywood, Memphis, TN 38112

SALES: Charles Thomason. OTHERS: Warren Wagner, Pres; Wayne Crook, Vice-Pres; Alan Perlman, Secretary/Treasurer; Jerry Thompson, Engineer; Andy Black, Engineer; Charles Thomason, Sales Dir; Mark Cereghino, Sales (St Louis, MO). DESCRIPTION: Musical and narrative spot production. Sound track production. High speed reel to reel tape duplication. Complete recording facilities. PRICE: Call for quotes on all services

SPECTRA SONICS / 801-392-7531

770 Wall Ave, Ogden, UTAH 84404

SALES: Gregory Dilley, Sales Engineer. **OTHERS:** William G. Dilley, Pres; Mrs. J. Dilley, Comptroller; Mrs. F. Hamblin, Purchasing; E. L. Miller, Mktg. **DESCRIPTION:** Spectra Sonics designs and manufactures audio products for professional application in the industry. Spectra Sonics audio products are used in recording studios, TV-AM-FM broadcast stations, sound reinforcement systems of varying power up to several kilowatts. Spectra Sonics has the capability to design systems to meet the specific needs of any audio requirement. **PRICE:** Can be obtained through price lists upon request. **COMMENTS:** Spectra Sonics audio control consoles are available for immediate shipment as are all Spectra Sonics products

TABER MFG. & ENG. CO. / 415-635-3831

2081 Edison Ave, San Leandro, CA 94577

SALES: Robert H. Kearns, Mktg Mgr. **DESCRIPTION:** Taber manufactures and reconditions Ampex and Scully audio heads; Ampex and RCA VTR audio heads; manufacture bulk tape eraser; Distribute S.T.L. audio test tapes; Overhaul Ampex professional audio recorders...**Dealer:** Ampex, Scully, Inovonics, ElectroSound, Otari, Revox, UREI, Gotham, Wireless Sound System

TAB BOOKS / 717-794-2191

Bx 40, Blue Ridge Summit, PA 17214

DESCRIPTION: On all phases of Radio/TV, etc. **COMMENTS:** Can write for catalogue and obtain all information therein

TRAV / 404-873-1531

341 Ponce de Leon Ave, NE, Atlanta, GA 30308

SALES: Bill Huie, Dir Comm. **OTHERS:** Carole Etzler, Assoc Producer; Fran Terranella, Project Dir; Sara Wagner, Admn Asst; Henry Howard, Chief Engineer; Mary Boyd, Station Relations. **DESCRIPTION:** Production of public service programs and spots. Continuing programs include: What's It All About?, Women of Faith, and The Protestant Hour. Periodic spots and radio specials. **PRICE:** Free to stations for broadcast. **COMMENTS:** What's It All About? heard on 750 stations in 14 countries, has won the Billboard Award for 3 years in a row. Women of Faith is a new bicentennial series featuring outstanding women of American history (5-min dramas)

RICK TROW PRODUCTIONS / 215-635-6200

7320 York Rd, Philadelphia, PA 19126

SALES: Rick Trow. **OTHERS:** Staff of 40 production and scheduling personnel including road performers. **DESCRIPTION:** High School Assembly Promotion services. **COMMENTS:** RTP Shows have been used by over 100 major contemporary stations in U.S. and Canada

WORONER PRODUCTIONS / 945-5465

1995 NE 150th St, N Miami, FLA 33181

SALES: Murry Woroner, Pres. **OTHERS:** Purves Harley, Unit Mgr; Arnie Leeds, Producer/Dir; Ms. Frankie Klemyk, Exec Asst. **DESCRIPTION:** Provide custom commercial production, holiday radio specials, computerized sports events, sound effects from world's largest library. **PRICE:** Varies by market size. **COMMENTS:** We are a full service audio company

DREAMS DO COME TRUE...

Casablanca



THE

M A R K E T S

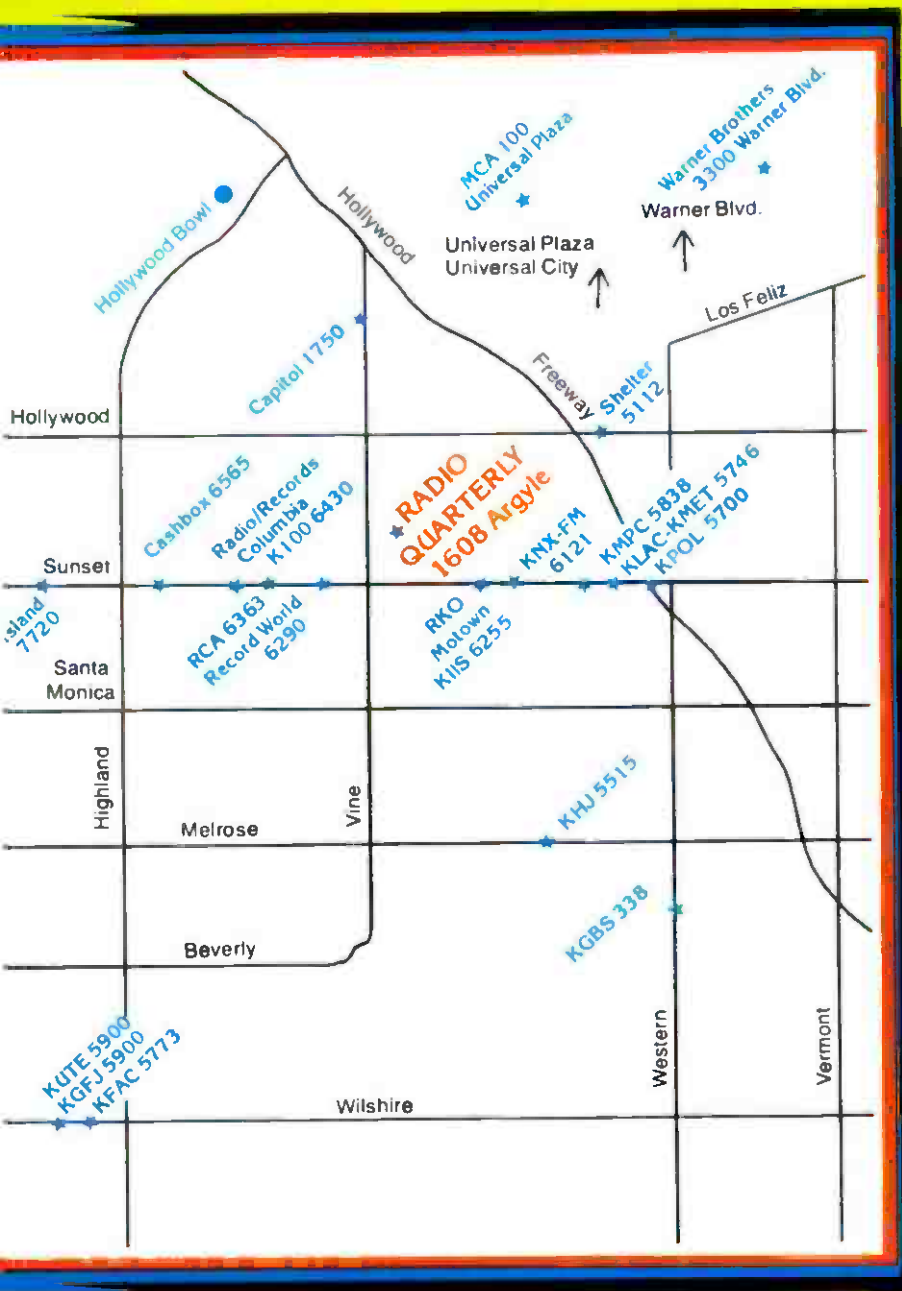
WELCOME

TO

Consolidated

California





CASABLANCA RECORDS • 8255 SUNSET BLVD. • LOS ANGELES, CALIF. 90046 • (213) 650-8300



AKRON, OHIO

☐ Rank - 54

Population: Metro 553,900/Total 2,477,500 [Black 8%]

Economy: The home of the rubber industry. Diversified mix of industries including research and service, chemicals, metals. Also a trucking center.

Home of: Eleven colleges within a 30 mile radius, including Kent State.

Recommended Accomodations: Cascade Holiday Inn (downtown), Imperial House (near airport).

Special Places Of Interest: E. J. Thomas Performing Arts Hall, World Series of Golf Championship, All American Soap Box Derby.

Cost of Living: Regular gasoline 52.9c...two bedroom apartment (unfurnished) \$275...state sales tax 4%...city income tax 1.5%...state income tax 1½ to 3½%.

Liquor Laws: Legal age is 21 (18 for 3.2 beer)

Salaries: Disc jockeys average between approximately \$150 to \$500 per week.

Summary: Akron is forward thinking in terms of civic progress and the numerous colleges in the immediate area help keep cultural activities important and businesses stimulated.

AM

WAKR 1590 MOR

WCVE 1150 AOR

WHLO 640 News

WKNT 1520 MOR

WSLR 1350 Modern Country

FM

WAEZ 97.5 Beautiful

WCVE 96.5 AOR

WKNT 100.1 MOR



AKRON, OHIO

DREAMS CONTINUE...



DOUGLAS



ALBANY, SCHENECTADY, TROY, N.Y. □ Rank - 44

Population: Metro 748,000/Total 1,262,400 [Black 23,010]

Economy: Some of the largest industries are: The Hearst Corp. (Newspapers Publishing), Ford Motor Co., Industrial fabrics, Communications Equipment.

Home of: 17 colleges and universities which cover such specialties as Medical, Law, Pharmacy and Technicological Research.

Recommended Accomodations: Holiday Inn (near airport), Sheraton Hotel (downtown)

Special Places Of Interest: (to name only a few) Green Mt. Park (horse racing) Saratoga Spa, International Center, Albany Institute of History and Art.

Cost of Living: Regular gasoline 55.9c...one bedroom apt. (furnished) \$250 (unfurnished) \$175...state sales tax 7% (Schenectady 4%).

Liquor laws: Legal age is 18 and opening and closing times are 9am to 9pm.

Salaries: Disc jockeys average from approximately \$165 to \$350 per week.

Summary: Albany is the capital of the Empire State and is a year-round convention and tourist city. Port of Albany is a world port listed in the top 20% of U.S. seaports. The people have a progressive atmosphere mostly due to the influence of so many colleges. Transportation facilities are excellent and recommended because of a definite parking problem. Albany is the oldest existing settlement of the original 13 colonies.

			FM		
WABY	1400	News	WFLY	92.3	AOR
WGY	810	Solid Gold	WGFM	99.5	Solid Gold
WHAZ	1330	Religious	WGNA	107.7	Modern Country
WKOL	1570	Country	WHRL	103.1	Beautiful
WOKO	1460	Country	WQBK	103.9	AOR
WPTR	1540	AOR	WROW	95.5	Beautiful
WQBK	1300	Talk	WWOM	100.9	Beautiful
WROW	590	Beautiful			
WTRY	980	Top 40			
WWWD	1240	Top 40			



**ALBANY-
SCHENECTADY-
TROY, NEW YORK**

ALBUQUERQUE, N.M.

Rank - 91

Population: Metro 306,100/Total 506,700 [Black 4%, Spanish/American 35%, Other 15%]

Economy: Sandia Corp. (Nuclear study), electronics industry and Levi-Strauss are the major industries.

Home of: University of New Mexico, University of Albuquerque, Kirtland Air Force Base.

Recommended Accomodations: Hilton, Albuquerque Inn (downtown), Marino Hotel (airport).

Special Places of Interest: Sandia Peak Tramway (longest aerial tramway in North America), Old Town, Sandia Mountains (skiing)

Cost of Living: Regular gasoline 52.9c (self service)...one bedroom apt. (unfurn. \$160, furn. \$175)...state sales tax 4%.

Liquor Laws: Legal age 21, closed on Sundays.

Salaries: Disc jockeys average from approximately \$150 to \$500 per week.

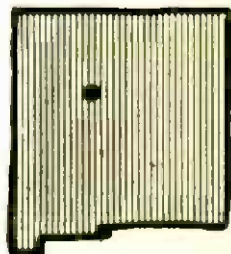
Summary: Albuquerque is one of the oldest metropolitan cities in the nation. It exists because of the rich agricultrual lands which brought the first economic support. The Spanish and Indian cultural heritage of the city is evident everywhere. The people are conservative overall and middleclass is a small minority. The climate is dry with mild summers and winters.

AM

KABQ	1350	Spanish
KAMX	1520	Spanish
KDAZ	730	Country[SPan.]
KDEF	1150	AOR
KKIM		Religious
KOB	770	MOR
KPAR	1190	Beautiful
KQEO	920	Top 40
KRKE	610	AOR
KRZY	1450	Country
KZIA	1580	Talk

FM

KHFM	96.3	Classical
KMYR	99.5	AOR
KOB	93.3	Beautiful
KPAR	100.3	Beautiful
KRKE	94.1	Modern Country
KRST	92.3	AOR



ALBUQUERQUE, N.M.

ALEXANDRIA, LA.

Rank - 211

Population: Metro 50,484/Total 118,000

Economy: Industries include wood products, Proctor & Gamble, valves and gaskets.

Home of: Louisiana State University, Louisiana College.

Recommended Accomodations: Ramada Inn, Holiday Inn, Sheraton.

Special Places of Interest: Old plantation Homes, Hot Wells Health Resort, areas for good fishing.

Cost of Living: Regular gasoline 55.9c...one bedroom apt. (unfurn. \$145)...state sales tax 4%...state income tax 3%...Parrish tax 1c.

Liquor Laws: Legal age is 18.

Salaries: Disc Jockeys average from approximately \$90 to \$190 per week.

Summary: The city overall is pretty mellow with the only apparent problem being the need of better roads. It is considered a sportsman's paradise with excellent fishing and a perfect climate for outdoor activity.

AM

KALB 580

Country

FM

KDBS 100.3

Top 40

Adult Contemp.

KSLI 96.9

Beautiful

KSVL 970

MOR



ALEXANDRIA, LA.

ALLENTOWN-BETHLEHEM-EASTON, PA. Rank - 60
 Population: Metro 510,000/ Total 614,400 [Ethnic 10%]

Economy: Major industries are Mack Truck, Bell Labs, Martin Guitars, Bethlehem Steel, Dixie Cups, Schaeffer Breweries.

Home of: Lafayette University, Lehigh University, Muhlenberg University, Penn State.

Recommended Accomodations: Holiday Inn East (airport), Sheraton Motor Inn (downtown)

Special Places Of Interest: Historic Bethlehem (founded 50 years before the revolution), Liberty Bell Shrine, Rose Gardens.

Cost of Living: Regular gasoline 53.9c...one bedroom apt. (furn. \$265, unfurn. \$215)...state sales tax, 6%.

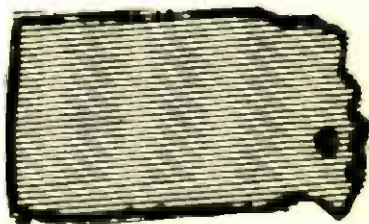
Liquor Laws: State stores for wine & whiskey, legal age is 21.

Salaries: Disc jockeys average from approximately \$110 to \$225 per week.

Summary: The people are conservative and industrious, most of them with a "Pennsylvania Dutch" background. The proximity to NYC and Philadelphia of about two hours by car makes just about anything you might want to do available. There is a higher than average median age.

AM			FM		
WAEB	790	Adult Contemp.	WEZV	95.1	Adult Contemp.
WCRV	1580	Modern Country	WFMZ	100.7	Beautiful
WEEX	1230	Top 40	WLEV	96.1	Hit Parade
WEST	1400	Talk	WQQQ	99.9	Beautiful
WGPA	1100	Solid Gold	WXXW	104.1	Beautiful
WKAP	1320	Top 40			
WSAN	1470	AOR			

**ALLENTOWN-
 BETHLEHEM-
 EASTON, PA.**



ALTOONA PA.

Rank - 208

Population: Metro 135,356/Total 485,300

Economy: Conrail (handles the entire rail system), Sports Wear Factory and agriculture.

Home of: Penn State University

Recommended Accomodations: With the airport about 21 miles away the closest to all is Sheraton Motor Inn.

Places of Interest: Horshoe Curve, Baker Mansion.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (unfurn.) \$125...state sales tax 6%...state income tax 2%.

Liquor Laws: Legal age is 21.

Salaries: Disc jockeys average from approximately \$150 to \$200 per week.

Summary: Altoona is situated in a valley which makes the entire area scenically beautiful with good clean air. Basically conservative, the only problem the people are concerned with now is housing. Old projects are being torn down but not rebuilding fast enough.

AM

WFBG 1290

WJSM 390

WKMC 1370

WRTA 1240

WVAM 1430

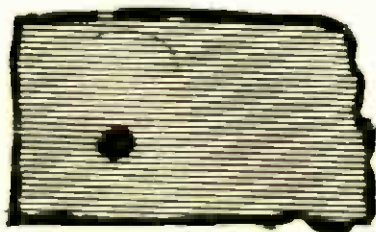
FM

WFBG 98.1

WHGM 103.9

WJSM 99.7

WVAM 100.1



ALTOONA, PA.

AMARILLO, TX.

Population: Metro 124,400/Total 347,800. [Black 6,784, Spanish-American 8,205(Metro)] □ Rank - 190

Economy: Iowa Beef Processing, American Smelting & Refinery.

Home of: West Texas State, Amarillo Jr. College, Texas State Tech.

Recommended Accomodations: Hilton Inn, Villa Inn, Howard Johnson's (all between airport and city).

Special Places of Interest: Helium Monument, Art Center, New Discovery Center (just opened), State Park.

Cost of Living: Regular gasoline 50c...one bedroom apt. (furn. \$180-\$200, \$150 unfurn.)...state sales tax 12c.

Liquor Laws: Legal age is 18, but... north Amarillo is dry and South Amarillo is wet.

Salaries: Disc jockeys average from approximately \$500 to \$1600 per month.

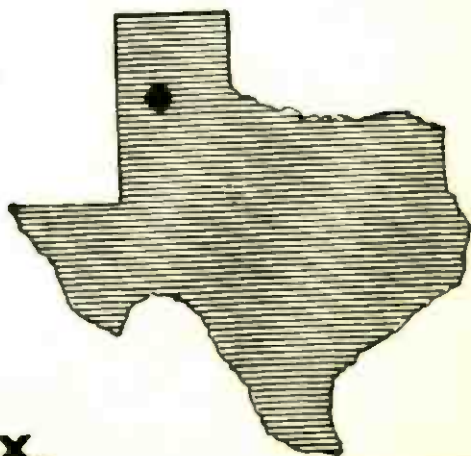
Summary: The people are basically conservative and definitely want to see the city continue its consistant growth pattern.

AM

KDJW	1010	Modern Country
KGNC	710	MOR
KIXZ	940	Top 40
KPUR	1440	Top 40
KQIZ	1360	Adult Contemp.
KZIP	1310	Country

FM

KDJW	94.1	Country
KGNC	97.9	MOR



AMARILLO, TX.

ANCHORAGE, ALASKA

Rank - 198

Population: Metro 132,900/Total 161,000

Economy: Shifting from dependence on government and military funding to private industry. Oil is the biggest factor in area development.

Home of: Alaskan Air Command's Elmendorf Air Force Base, Fort Richardson.

Recommended Accomodations: The Convention Center of the North. Many could be recommended.

Special Places of Interest: Everything from ice fishing to skiing. Winter is the social season.

Cost of Living: A one bedroom apt. (furn. \$350, unfurn. \$300).

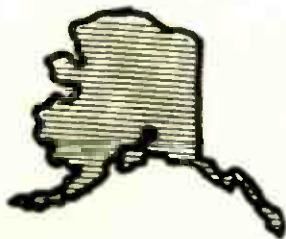
Summary: With the economy shifting to private industry the growth of the city is intense. The people are very straight ahead in attitude, in general, and the whole feeling makes evident a definite direction. Rental units are scarce and it is anticipated that they will eventually be non-existent.

AM

KBYR	700	Adult Contemp.
KENI	550	Top 40
KFQD	750	MOR
KHAR	590	Top 40
KYAK	650	Country

FM

KNIK	105.5	Adult Contemp.
KGOT	101.3	Top 40
KHAR	103.9	Beautiful



ANCHORAGE, ALA.

ANN ARBOR, MICH.

☐ Rank - 139

Population: Metro 234,103/Total 109,000 [Black 7%,
[Other 2%]

Economy: Aero-space research centers, private non-manufacturing.

Home of: University of Michigan and at least 4 other colleges or jr. colleges.

Recommended Accomodations: Brierwood Hilton(airport), Campus Inn, Holiday Inn(downtown).

Cost of Living: Regular gasoline 56c...one bedroom apt. (furn. \$250, unfurn. \$200)...state sales tax 4%...state income tax 4.6%.

Liquor Laws: Legal age is 18.

Salaries: Disc jockeys average from approximately \$125 to \$225 per week.

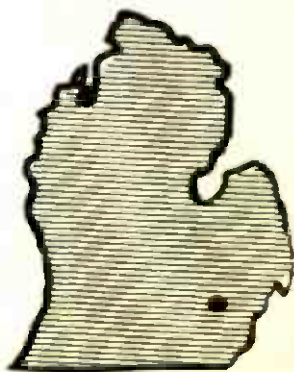
Summary: A defined college town the people are generally sophisticated due to the fact that such a high percentage is employed by the University of Michigan. Since such a large percentage of the population is made up of students, the atmosphere and activities are a reflection of an educationally minded people.

AM

- WARM 1600 Top 40**
- WNRS 1290 Country**
- WPAG 1050 Talk[MOR]**
- WSDS 1480 Modern Country**
- WYFC 1520 Religious**

FM

- WPAG 102.9 AOR**
- WPAG 107.1 same as AM**
- WIQB 102.9 AOR**



ANN ARBOR, MI.

APPLETON-OSHKOSH, WISC.

□ Rank - 121

Population: Metro 231,000/Total 506,500 (Black 1%)

Economy: A wide variety of industries (over 100) include, paper products, speciality trucks (Fire trucks), sailboat hardware and the home office of several national insurance companies.

Home of: Lawrence University, Institute of Paper Chemistry, University of Wisconsin, Oshkosh, Fox Tech. Institute.

Recommended Accomodations: Pioneer Inn Resort, Holiday Inn, Howard Johnson (airport only a mile or so away from town).

Special Places of Interest: War Sister Art Centers, Green Owl Home (1836), Resorts.

Cost of Living: Regular gasoline 57.6c..one bedroom apt. (furn. \$210, unfurn. \$185)....state sales tax 4%...state income tax 2.3% to 7.9%.

Liquor laws: The legal age is 18.

Salaries: Disc jockeys average from approximately \$110 to \$190 per week.

Summary: Located on and about Lake Winnebago and the Fox River, cities are approximately 80 miles north of Milwaukee. Excellent fishing is found in the more than 275 square miles of the cities. The fact that it is a resort area gives it a comfortable, easy atmosphere.

AM

WAGO	690	Adult Contemp.
WAPL	1570	Modern Country
WHBY	1230	Adult Contemp.
WKAV	1050	Top 40
WNAM	1280	Top 40
WYNE	1150	Top 40
WYTL	1490	Modern Country

FM

WAPL	105.7	Modern Country
WKAV	104.9	Top 40
WMKC	96.7	Adult Contemp.
WOSH	103.9	Top 40
WROE	94.3	Beautiful



**APPLETON-
OSHKOSH, WI.**

ATLANTA, GA.

☐ Rank - 18

Population: Metro 1,383,000/Total 2,028,400 [Ethnic 22.3%]

Economy: Retail and wholesale trades are the major industries. Manufacturing is next including textiles, apparel, furniture, paper products, machinery and food products. There is also Lockheed of Georgia.

Home of: Over 70 private schools and 30 degree-granting colleges, Jr. colleges, and universities as well as 3 vocational-technical schools. Also Dobbins Air Force Base.

Recommended Accomodations: Peachtree Plaza, Atlanta Hilton (downtown), Holiday Inn, Hyatt Regency (near airport).

Special Places of Interest are: Six Flags, Stone Mountain, The World of Sid & Marty Croft, High Museum of Art, Theatre of the Stars, Chattahoochie River for rafting or canoeing.

Cost of Living: Regular gasoline 59c...one bedroom apt. (unfurn \$170) state sales tax 3%...state income tax 1%-6%.

Liquor Laws: Legal age is 18, no alcoholic beverages sold on Sundays or election days.

Salaries: Disc jockeys average from approximately \$18,000 to \$30,000 per year.

Summary: Atlanta is the State Capitol (the Peachtree State) and one of the fastest growing cities in the U.S. The climate is moderate averaging 33 degrees in winter and 88 in the summer. Apts. are plentiful and varied but houses for rent are scarce.



ATLANTA, GA.

AM

WAOK	1380
WAVO	1420
WCHK	1290
WCOB	1080
WFOM	1230
WGKA	1190
WGST	920
WGUN	1010
WIIN	970
WQAK	1310
WQXI	790
WRNG	680
WSB	750
WSSA	1570
WXAP	860
WYNX	1550
WYZE	1480
WPLO	590

R&B
Religious
Country
Beautiful
Top 40
Classical
Adult Contemp.
Religious
MOR
Jazz
Adult Contemp.
Talk
News
Modern Country
Jazz
Religious
Solid Gold
Country

FM

WBIE	101.5
WCHK	105.5
WKLS	96.1
WLTA	99.7
WPCH	94.9
WPLO	103.3
WQXI	94.1
WSB	98.5
WZGC	92.9

Country
Same as AM
AOR
Beautiful
Beautiful
Country
Adult Contemp.
Beautiful
Top 40

AUGUSTA, GA.

☐ Rank - 125

Population: Metro 220,600/Total 341,300

Economy: Medical Centre, Continental Can (paper products), textiles, Kendall (hospital supplies) and many diversified industries coming in.

Home of: Medical College of Georgia, Augusta College, Paine College.

Recommended Accomodations: Continental Masters Host Inn (airport), Executive House of Augusta (downtown).

Special Places of Interest: Confederate Powder Works, National Tournament Golf Course.

Cost of Living: Regular gasoline 51.9c...one bedroom apt. (furn. \$135, unfurn. \$125)...state sales tax 3%, county tax 1%.

Liquor Laws: Legal age is 18, there is no set closing time except for Saturdays at 2:00am.

Salaries: Disc jockeys average from approximately \$75 to \$250 per week.

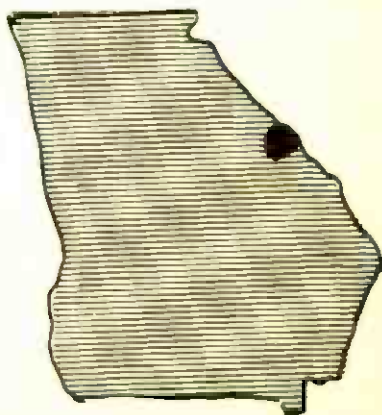
Summary: The people of Augusta are basically conservative and the influence of the colleges and Medical school gives the city an academic atmosphere. Being a wealthy city, overall, it is growing fast with the people welcoming new industry.

AM

- WAVG 1050 AOR**
- WBBQ 1340 Adult Contemp.**
- WBIA 1230 Adult Contemp.**
- WFNL 1600 Modern Country**
- WGAC 580 MOR**
- WGVS 1380 Country**
- WLOW 500 MOR**
- WRDW 1480 R&B**
- WTHB 1550 R&B**

FM

- WAVG 105.7 AOR**
- WBBQ 104.3 Adult Contemp.**
- WGVS 102.3 Adult Contemp.**
- WLOW 95.9 MOR**
- WZZW 103.1 [D]Hit Parade**



AUGUSTA, GA.

AUSTIN, TEXAS

☐ Rank - 92

Population: Metro 303,600/Total 402,200 [Latin 14.9%
Other 11.9%]

Economy: Mostly due to colleges.

Home of: University of Texas, St. Edwards University, Huston-Tillotson, and several colleges and business schools.

Special Places Of Interest: French Legation, Moonlight Tower (installed 1885).

Salaries; For disc jockeys, average from approximately \$550 to \$1500 per month.

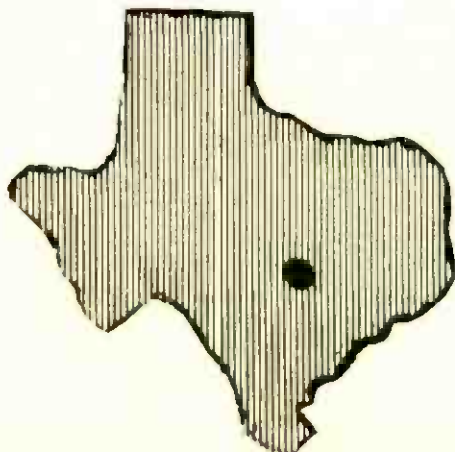
Summary: Austin is the capitol of Texas. The people are fairly liberal mostly due to the influence of the colleges and universities and the fact that the average age is 25.

AM

KIXL	970	Solid Gold
KLBJ	590	MOR
KNOW	1490	Top 40
KOKE	1370	Modern Country
KVET	1300	Country

FM

KASE	100.7	Beautiful(TM)
KHFI	98.3	Top 40
KLBJ	93.7	AOR
KOKE	95.5	Prog. Country
KRMH	103.7	Adult Contemp.



AUSTIN, TX.

BAKERSFIELD, CA.

☐ Rank - 105

Population: Metro 277,300/Total 436,300 [Spanish 15% & Black 8%]

Economy: Oil, Agriculture (#2 in national farm income).

Home of: Cal State Bakersfield, Bakersfield College.

Recommended Accomodations: Bakersfield Inn, Hilton Inn.

Special Places of Interest: Lake Isabella, Kern River, Wine Tasting Rooms.

Cost of Living: Regular gasoline 53.9c, one bedroom apt. (furn. \$190, unfurn. \$165)...state sales tax 6%.

Liquor Laws: Legal age is 21.

Salaries: Disc jockeys average from approximately \$500 to \$850 per month.

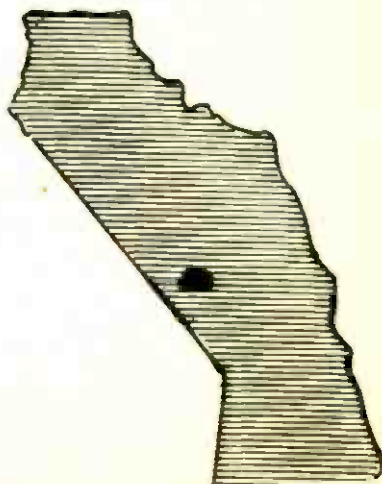
Summary: Bakersfield is located in the center of California's population. It is 112 miles north of Los Angeles and 285 miles south of San Francisco, near the Sierra Nevada mountains, the Pacific Coast and the Mojave Desert. The climate is warm and semi-arid. The people are basically conservative and easy going.

AM

- KAFY 550 Top 40**
- KBIS 970 Country**
- KERN 1410 Top 40**
- KGEE 1230 Talk**
- KLYD 1350 Adult Contemp.**
- KMPC 1560 News**
- KUZZ 800 Mod. Country**
- KWAC 1490 Spanish**

FM

- KRMH 103.7**
- KDNO 98.5 Religious**
- KGFM 101.5 Talk**
- KLYD 94.1 Adult Contemp**
- KUZZ 107.9 Mod. Country**



BAKERSFIELD, CA.

BALTIMORE, MD.

☐ Rank - 14

Population: Metro 1,725,200/Total 2,851,300 [Black 22.2%]

Economy: Steel is the major industry here. Other important industries include: shipbuilding, sugar refining, apparel, meat-packing, missiles, etc.

Home of: University of Maryland, John Hopkins University and several colleges.

Recommended Accommodations: Many major chains.

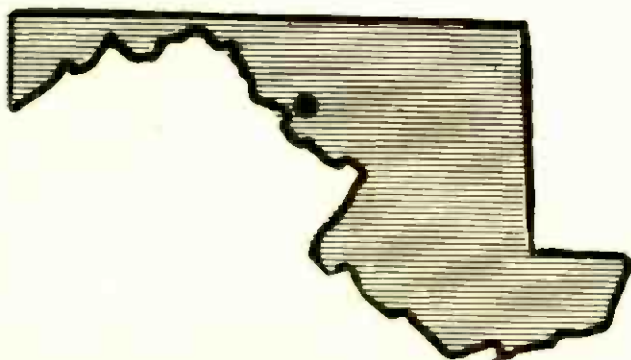
Cost of Living: Regular gasoline 52.9c...one bedroom apt. (furn. \$200, unfurn. \$225)...state sales tax 4%...state income tax varies.

Liquor Laws: 18 is the legal age for beer and wine, 21 is the legal age otherwise, establishments open anywhere from 6am to 2am.

Salaries: Disc jockeys average from approximately (minimum wage) to \$20,000 per year.

Summary: Baltimore is located in eastern Maryland, 40 miles north of Washington, D.C., 191 miles southwest of New York City, on the Chesapeake Bay. The city is one of mixed atmospheres. Attitudes are generally conservative and there is not a great deal of night life. There is one section called "The Block" which is the home of the best known 'burlesque houses and bars in the country. Sports are very popular.

Special Places of Interest: Fort Mc Henry (where Francis Scott Key wrote the words to the national anthem), Baltimore and Ohio Railroad was chartered here in 1827 and still running, the Preakness Festival in the spring.



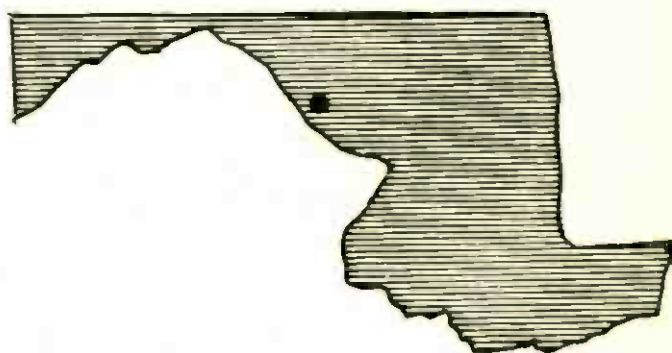
BALTIMORE, MD.

AM
WAVE 860
WBAL 1090
WBMD 750
WCAO 600
WEBB 1360
WFBR 1300
WISZ 1590
WITH 1230
WSID 1010
WTOW 1570
WWIN 1400

FM
WBAL 97.9
WCAO 102.7
WDJQ 104.3
WISZ 95.9
WKTK 105.7
WLIF 101.9
WLPL 92.3
WMAR 106.5
WPDC 93.1
WRBS 95.1

AOR
MOR
AOR
Adult Contemp.
Black
Adult Contemp.
Mod. Country
Soft AOR
R&B Oldies
Religious
Black

News
Adult Contemp.
Top 40
Mod. Country
AOR
Beautiful
Top 40
MOR
Country
Religious



BATON ROUGE, LA.

□ Rank - 86

Population: Metro 314,700/Total 525,800 [Black 29%]

Economy: Petro-chemical hub of the South, refinery reps for all majors with the Esso Humble the largest in the country.

Home of: Louisiana State University, Southern University, A&M College.

Special Places of Interest: Many historical sites.

Cost of Living: Regular gasoline 55c...one bedroom apt. (furn. \$190, unfurn. \$150).

Liquor Laws: Legal age is 18 and most places close at 2am.

Salaries: Disc jockeys average from approximately \$8,000 to \$15,000 per year.

Summary: Baton Rouge is located in the south central part of the state, 70 miles northwest of New Orleans, on the Mississippi River. Being an important inland port shipping is the second most important industry. The people of the capitol city are politically involved and hold with the traditionalized Southern attitude. The climate is usually pretty hot and humid in the summer and the winters would be considered fairly moderate if not for the damp air.

AM

WIBR	1300	Top 40
WJBO	1150	MOR
WKNR	1400	
WLBI	1220	Country
WLCS	910	Top 40
WLUX	1550	Religious
WSLG	1090	Modern Country
WXOK	1460	R&B
WYNK	1380	Modern Country

FM

WFMF	102.5	AOR
WQXY	100.7	Beautiful
WYNK	101.5	Modern
		Country

**BATON ROUGE, LA.**

BEAUMONT-PORT ARTHUR-ORANGE, TX. □ Rank - 99
 Population: Metro 286,900/Total 375,900 [Black 21%]

Economy: The Texas Oil Empire controls the economy.
Home of: Lamar State College of Technology, Port Arthur College.

Special Places of Interest: The Southeast Texas State Fair.

Cost of Living: Regular gasoline 49c...one bedroom apt. (unfurn. \$190, very few furnished available)...state sales tax 5%.

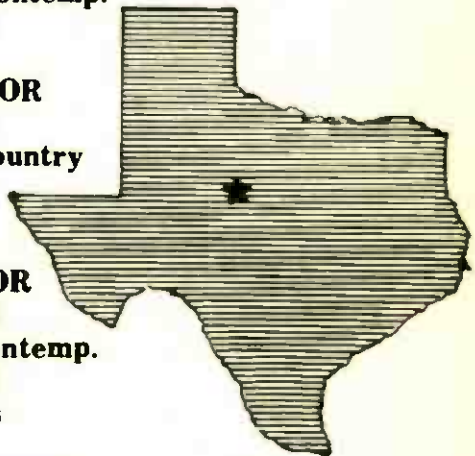
Liquor Laws: Legal age is 18 and most places close at 2am.

Salaries: Disc jockeys average from approximately minimum to \$1200 per month.

Summary: Location is in the southeast corner of Texas, 85 miles east of Houston, 275 miles south of Dallas, on the Neches River and Sabine, and the Gulf of Mexico. The people are conservative with a major influence coming from the Baptists in this part of the "Bible Belt".

AM		
KAYC	1450	Adult Contemp.
KJFT	1380	Black
KLVI	560	Adult Contemp.
KOGT	1600	Country
KOLE	1340	Top 40
KPAC	1250	Block MOR
KTRM	990	Country
KYKR	1510	Prog. Country

FM		
KAYD	97.5	Prog. AOR
KBPO	94.1	Beautiful
KOBS	104.5	Adult Contemp.
KPAC	98.5	Beautiful
KTRM	95.1	Religious
KWIC	108.0	Top 40
KYKR	93.3	Prog. Country



**BEAUMONT-
 PORT ARTHUR-
 ORANGE, TX.**

BILOXI-GULFPORT, MISS.

☐ Rank - 179

Population: Metro 46,497/Total [Ethnic 17%]

Economy: Tourism, Keesler AFB, Seafood Industry, Shipbuilding, Steel Works.

Home of: Keesler AFB (over 20,000 personnel)

Recommended Accomodations: Magnolia Hotel (built in 1847), Most major chains.

Special Places of Interest: Old French House, Beauvoir (last home of Jefferson Davis), Biloxi Lighthouse, Seafood Industry Trail, and many others.

Cost of Living: Regular gasoline 56c-63c., one bedroom apt. (furn. \$175, unfurn. \$146)...state sales tax 5%...state income tax 3% on first \$5,000, 4% on rest...no industrial tax.

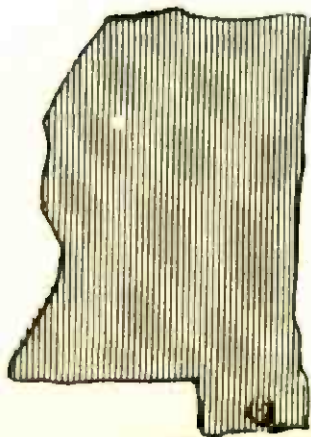
Liquor Law: 18 is the legal age for beer, other is 21.

Salaries: Disc jockeys average from approximately \$125 to \$190.

Summary: Biloxi is one of the oldest cities in the United States, predating Mobile and New Orleans. It was the first capital of the Louisiana Purchase Territory. It occupies a penninsula and is 60 miles west of Mobile and 85 miles east of New Orleans. The climate is mild and winters are hardly noticeable. The people are traditionalized and noticeably intent on keeping it that way.

AM
WGCM 1240 MOR
WIGG 1420 Block
WLOX 1490 Adult Contemp.
WROA 1390 Top 40
WVMI 570 Modern Country

FM
WQID 93.7 Top 40
WROA 107.1 Top 40
WTAM 102.3 Black



BILOXI, MISS.

BIRMINGHAM, ALA.

☐ Rank - 45

Population: Metro 630,700/Total 1,375,400 [Black 42%, Other 20%]

Economy: Distribution center of cotton, Steel industry, considered the industrial city of the south.

Home of: University of Alabama, Sanford University, 11 colleges.

Recommended Accomodations: Kahler Plaza, Hyatt House, Sheraton.

Special Places of Interest: Vulcan (world's largest iron statue), Botanical Gardens.

Cost of Living: Regular gasoline 52c...one bedroom apt. (furn. \$220, unfurn. \$180)...state sales tax 6%...state income tax 5%, occupational tax 1%.

Liquor Laws: Beer and wine legal age 18, other 21, closed 2am Sun. - 12am Mon.

Salaries: Disc jockeys average from approximately \$120 to \$250 per week.

Summary: The people are southern conservative with a strong undercurrent of liberal young. The arts are emphasized. The climate is moderate and it's three hours to the Gulf. The city is about 156 miles from Atlanta.

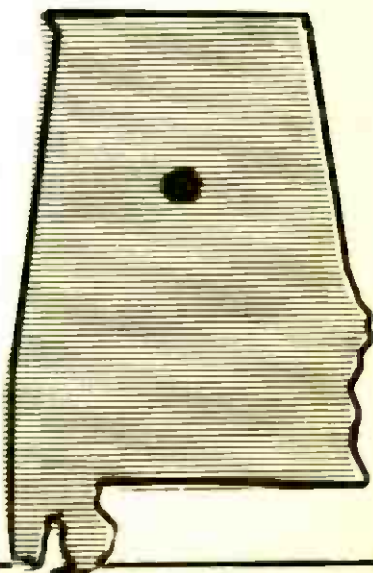
AM

WAPI 1070	Adult Contemp.	WERC 106.9	AOR
WATV 900	Talk	WQFZ 96.5	Beautiful
WBUL 1220	Black	WZZK 104.7	Modern Country
WCRT 1260	MOR		
WENN 1320	R&B		
WERC 960	Top 40		
WJLD 1400	Black		
WLPH 1480	Religious		
WSGN 610	Top 40		
WVOK 690	Adult Contemp.		
WYAM 1450	Country		
WYDE 850	Modern Country		

FM

WAPI 94.5	Hit Parade
WDJC 93.7	Religious
WDJC 93.7	Religious
WENN 107.7	R&B

BIRMINGHAM, ALA.



BOSTON, MASS.

□ Rank - 6

Population: Metro 2,972,800/Total 5,646,400

Economy: Chief U.S. wool market and fishing port, textile, meat packing, electrical equipment, iron and steel products, chemicals and beverages.

Home of: Harvard, M.I.T., Tufts, Boston University and many more.

Recommended Accomodations: There are over 49 hotels equipped to handle conventions.

Special Places of Interest: Tea Party Ship and museum, 8 other museums (at least), New England and Boston Zoo.

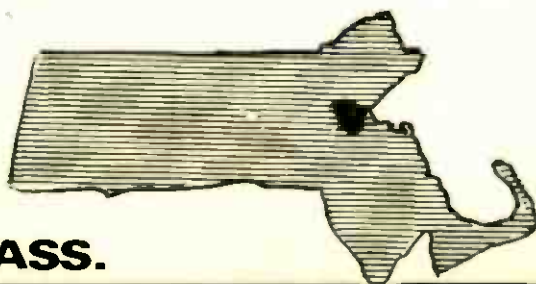
Cost of Living: Regular gasoline 55c...two bedroom apt. (unfurn. \$275) state sales tax 3%...state income tax 5%.

Liquor Laws: Legal age, 18.

Salaries: Disc jockeys average approximately \$275 to \$300.

Summary: Boston is located 100 miles northeast of Hartford and 200 miles from New York on the Atlantic Ocean, and the Mystic and Charles Rivers. The "birthplace of American industry" is the state capitol. It is the nearest leading Atlantic port to Europe. Cape Cod is 57 miles away for summer resorting and a short drive away from the city and there are ski resorts for winter. The seasons change pretty drastically. January and February are the coldest months and July and August the hottest. Boston is the "Preview" town for many New York productions. The universities also enrich its cultural life.

AM		
WBZ	1030	Adult Contemp.
WCAP	980	MOR
WCAS	740	AOR
WCCM	800	MOR
WCOP	1150	Modern Country

**BOSTON, MASS.**

WEEI	590	News
WESX	1230	
WEZE	1260	Beautiful
WHDH	850	MOR
WILD	1090	Black
WHET	1330	Nostalgia
WKOX	1190	MOR
WLLH	1400	Top 40
WMEX	1510	MOR
WRKO	680	Top 40
WRYT	950	Religion
WUNR	1600	Ethnic
FM		
WBCN	104.1	AOR
WBZ	106.7	Top 40
WCGY	93.7	Top 40
WCOP	100.7	Country
WCOZ	94.5	AOR
WCRB	102.5	Classical
WEEI	103.3	MOR
WJIB	96.6	Beautiful
WROR	98.5	Solid Gold
WVBF	105.7	Top 40
WWEL	107.9	Beautiful

BUFFALO, N.Y.

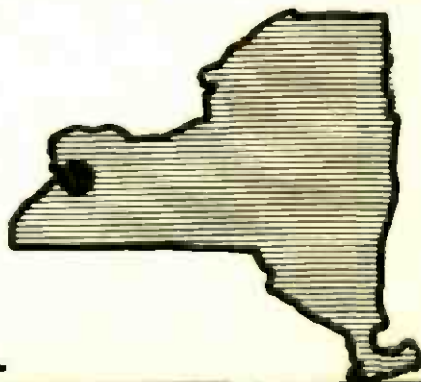
Rank - 27

Population: Metro 1,073,600/Total 1,539,200 [Black 8%]

Economy: Automobile manufacturing, Steel, Petroleum refining, Tourism.

Home of: University of Buffalo, Buffalo State, Canisius, St. Bonaventure.

Recommended Accomodations: The Executive, Sheraton East, Statler Hilton.



BUFFALO, N.Y.

Special Places of Interest: Niagra Falls, Albright-Knox Gallery, Rich Stadium, Fort Erie, Artpark.

Cost of Living: Regular gasoline 57.9c...one bedroom apt. (unfurn. \$125, furn. \$350)...state sales tax 7%.

Liquor Laws: 18 is the legal age, closing time 4am.

Salaries: Disc jockeys average from approximately \$10,000 to \$60,000 per year.

Summary: The city is located in the northwestern New York State, 186 miles north of Cleveland, 252 miles east of Detroit and 445 miles from New York City. The city has a wide variety of nationalities. The people make extra efforts to compensate for the "poor" publicity the city receives. Good highways make it easy to live far from work i.e. country life. Because of the physical appearance of downtown Buffalo, due to local industry, it seems living outside the city is preferable.

AM

WBEN	930	MOR
WEBR	970	News
WGR	550	Top 40
WJL	1440	Adult Contemp.
WKBW	1520	Top 40
WLVL	1340	MOR
WUFO	1080	Black
WWOL	1120	Modern Country
WXRL	1300	Country
WYSL	1400	Top 40

FM

WADV	106.5	Jazz/Big Bands
WBEN	102	Top 40
WBLK	93.7	Black
WBNY	96.1	Beautiful
WBUF	92.9	AOR
WDCX	99.5	Religious
WGRQ	96.9	AOR
WREZ	94.5	Classical
WWOL	104.1	Modern Country
WYSL	103.5	Top 40

BRIDGEPORT, CONN.

☐ Rank - 45

Population: Metro 342,400/Total 708,800 [Black (SMSA) 33,343, Spanish (SMSA) 17,207].

Economy: One of the chief industrial cities in New England.

Home of: Bridgeport University, Fairfield University.

Recommended Accomodations: Holiday Inn.

Special Places of Interest: Barnum Museum (city home of P.T. Barnum, Beardsley Zoo, Barnum Festival.

Cost of Living: Regular gasoline 57c...one bedroom apt. (furn. \$190, unfurn. \$150)...state sales tax 7%.

Salaries: Disc jockeys average from approximately \$175 to \$250 per week.

Summary: Bridgeport lies in the southwestern part of Connecticut facing Long Island Sound. It is situated in an area closely connected to six other cities. Dependency on each for various activities is thus the case.

AM

WFIF	1500
WICC	600
WMMM	1260
WNAB	1450
WNLK	1350
WSTC	1400

Top 40
Adult Contemp.
MOR
Adult Contemp.
MOR
MOR

FM

WDJF	107.9
WNLK	95.9
WYRS	96.7
WEZN	99.9

MOR
MOR
MOR
Beautiful



BRIDGEPORT, CONN.

CANTON, OHIO

☐ Rank - 88

Population: Metro 323,600/Total 402,100 [Black]

Economy: Diversified with some of the major industries being Timken Company (steel) Republic Steel Company, safe equipment and other devices used in banks, diesel motors, paving and building brick, meat processing.

Home of: Malone College, Walsh College.

Recommended Accomodations: Holiday Inns, Imperial House.

Special Places of Interest: Football Hall of Fame, McKindley Monument.

Cost of Living: Regular gasoline 55.9...one bedroom apt. (unfurn. \$175)...state sales tax 4%...state income tax 1¼ %...city income tax 1¼ %.

Liquor Laws: Sunday Blue Law.

Salaries: Disc jockeys average from approximately \$125 to \$175.

Summary: Canton is 60 miles southeast of Cleveland and 90 miles west of Pittsburgh. The people are definitely conservative with a heavy business attitude.

AM

WHBC	1480
WINW	1520
WNYN	900
WOIO	1060
WTIG	990

Adult Contemp.
Top 40
Modern Country
Top 40
MOR

FM

WHBC	94.1
WHLQ	106.9
WTOF	98.1

MOR
MOR
Religious



CANTON, OHIO

CEDAR RAPIDS, IOWA

Rank - 183

Population: Metro 134,600/Total 480,500 [Ethnic 2%]

Economy: Industrial...General Mills, Quaker Oats, meat packing, airborne communications, Cedar Rapids Engineering, etc.

Home of: University of Iowa, Mt. Mercy College, Kirkwood Community College.

Recommended Accomodations: Roosevelt Royale Hotel, Village Inn.

Special Places of Interest: Duane Arnold Nuclear Power Plant, Art Center.

Cost of Living: Regular gasoline 49.9c...one bedroom apt. (furn. \$220, unfurn. \$190)...state sales tax 3%.

Liquor Laws: Legal age is 18...liquor by the drink and state package stores.

Salaries: Disc jockeys \$7,000 and up per yr.

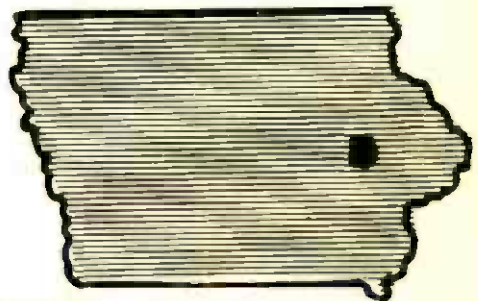
Summary: Cedar Rapids is a very progressive city. Even with the industry the air is clean and seasonal changes are obvious. The people pride themselves on the quality of education and culture here. There is a slight lack of night life and the public transportation system needs improvement.

AM

KCRG	1600	Top 40
KHAK	1360	Country
KLWW	1450	Top 40
WMT	600	MOR

FM

KHAK	98.1	Country
KQCR	102.9	Top 40
WMT	96.5	Beautiful



CEDAR RAPIDS, IA.

CHARLESTON, S.C.

☐ Rank - 97

Population: Metro 276,900/Total 406,200 [Black 32.8%]

Economy: Dupont, General Dynamics, Detyens Shipyard, Inc., United Price Dye Works.

Home of: Citadel Military School, College of Charleston, Tech Center, Charles Air Force Base, Charleston Naval Base and other colleges.

Recommended Accomodations: Mills Hyatt House (downtown), Holiday Inn (airport).

Special Places of Interest: Boone Hall Plantation, Heyward-Washington House, The Provost Dungeon, Gibbes Art Gallery, Confederate Museum.

Cost of Living: Regular gasoline 58.5c...one bedroom apt. (furn. \$180, unfurn. \$156)...state sales tax 4%.

Liquor Laws: Legal age is 21.

Salaries: Disc jockeys average from approximately \$135 to \$285.

Summary: Charleston's year round temperature is 67 degrees fahrenheit. It has four good beaches and deep sea fishing (The Gulf Stream) is one of the more popular sports. The people are rather conservative and very ecological minded.

AM

WCSC	1390
WNCG	910
WOKE	1340
WPAL	730
WQSN	1450
WTMA	1250

Top 40

MOR

MOR/News

R&B

Modern Country

Top 40

FM

WEZL	103.5
WKTM	102.5
WPXI	102.5
WPXI	95.1
WWWZ	93.5
WXTC	96.9

Modern Country

Top 40

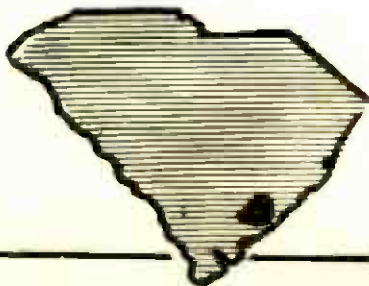
Top 40

R&B[24 Auto.]

AOR

Beautiful

CHARLESTON, S.C.



CHARLESTON, W. VA.

☐ Rank - 136

Population: Metro 211,100/Total 470,300

Economy: Chemical industry (major FMC, DuPont, Union Carbide plants), coal mining, AMC engine plant.

Home of: West Virginia University, Morris Harvey College (private school).

Recommended Accomodations: Holiday Inn, Daniel Boone Hotel (downtown).

Special Places of Interest: Track and Field Hall of Fame, Art & Culture centre at Capitol, Coonskin State Park, Glass Factories.

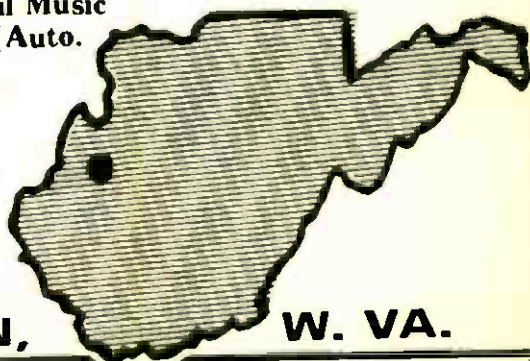
Cost of Living: Regular gasoline 60c...one bedroom apt. (furn. \$180, unfurn. \$150)...state sales tax 4%...yearly personal property tax on car etc., about 1% book value...Title tax 5% of car's book value to bring car into state.

Liquor Laws: All bars are considered "private clubs" and membership is required in each...legal age is 18 and closing time is 2am, no Sunday sales.

Salaries: Disc jockeys average from approximately \$100 to \$300 per week.

Summary: Most of the socially and financially influential class came here from out-of-state as industrial management, etc. The state capitol city has a healthy economy and presently there is an extreme housing shortage. Outdoor sports are particularly favored here because of the surrounding mountains and rivers.

AM		FM	
WCAW	680	Mod. Country	WKLC 105.1 Country
WCHS	580	Adult Contemp.	WQBF 97.5 Top 40
WKAZ	950	Top 40	WHO 102.7 Beautiful
WKLC	1300	Block	WVAF 99.9 AOR
WSCW	1410	Religious	
WIIP	1240	Beautiful Music	
WXIT	1490	Top 40 [Auto.	
WZTQ	1080	Disco	



CHARLESTON,

W. VA.

CHARLOTTE, N. C. [Gastonia]

□ Rank - 62

Population: Metro 470,000/Total 1,179,600 [Ethnic 24.1%]

Economy: Textiles, Trucking, Distribution, Financial.

Home of: University of North Carolina at Charlotte, Winthrop, Central Piedmont Community College, Queens, Davidson, J.C. Smith, etc.

Recommended Accomodations: Sheraton, Downtown, Red Carpet.

Special Places of Interest: Mint Museum, Children's Theatre, Festival in the Park, Carowinds, Kings Mountain Battleground.

Cost of Living: Regular gasoline 55c per gallon, one bedroom apt. (Furn. \$175, Unfurn. \$155)...state sales tax 3% (city sales tax 1%).

Liquor Laws: 18 legal age to buy beer and wine, 21 for other, no liquor-by-the-drink.

Salaries: Disc jockeys average from approximately \$150 to \$400 per week.

Summary: The majority of the people here are non-native. Charlotte Motor Speedway is the home of the World 600 Stock Car Race. The area is popular as a resort in the summer due to Lake Wiley and Norman Lake (the largest in the south). In winter, the Great Smokies Mountain Range provides excellent skiing. There are very definite season changes although due to the sheltering effect of the Appalachian Mountains to the west causes a warming of cold air coming in on west or northwesterly winds.

AM

WAME 1480 Modern Country
 WAYS 610 Top 40
 WBT 1110 AOR
 WGAS 1420 MOR
 WGIV 1600 Black
 WGNC 1450 MOR
 WHVN 1310 Religious
 WIST 1240 Block
 WRPL 1540 Soft AOR
 WSOC 930 Adult Contemp.

FM

WBT 107.9 Beautiful
 WGNC 95.1 AOR
 WSOC 103.7 Country



CHARLOTTE-GASTONIA, N.C.

CHICAGO, ILL.

Rank - 2

Population: Metro 6,182,400/Total 12,487,900

Economy: This is the midwest's major industrial, business, banking, government, transportation, educational and communications and cultural center.

Home of: Loyala University, Roosevelt University, Northwestern University, De Paul University, Great Lakes Naval Base, Fort Sheridan Army Post.

Recommended Accomodations: Marriott (airport), Palmer House (downtown).

Special Places of Interest: Art Institute of Chicago, Oriental Institute (exhibits date 3000 B.C.), Highland Park, the London House (top jazz spot), etc.

Cost of Living: Regular gasoline 58c...one bedroom apt. (unfurn. \$250)...state sales tax 5%.

Liquor Laws: Closing time 2 to 3 am, some places licensed later for weekends.

Salaries: Disc jockeys average from approximately \$150 to \$500 per week.

Summary: Being situated in the middle of the American Continent, Chicago is affected by a lot of different weather from all points of the compass. The average winter temperature is 18 degrees and summer about 85 degrees. There are 5 rivers and numerous lakes in the greater Chicago area. The people are forward thinking.



CHICAGO, ILL.

AM

WAIT	820
WBBM	780
WBEE	1570
WCFL	1000
WGN	720
WIND	560
WJJD	1160
WJOB	1230
WJPC	950
WLS	890
WMAQ	670
WVON	1390

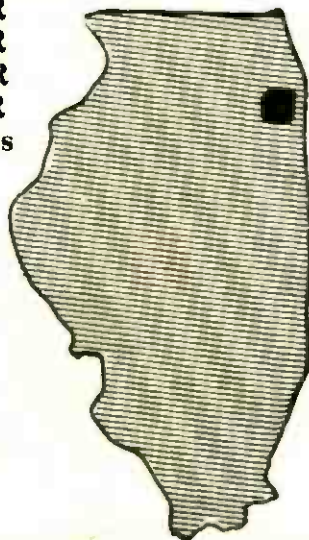
Beautiful
All News
Black/Jazz
Beautiful
MOR
Adult Contemp.

Country
Black
Top 40
Country
Black

FM

WGCI	107.5
WBBM	96.3
WBMX	102.7
WCLR	101.9
WDAI	94.7
WDHF	95.5
WEFM	99.5
WFM	
WFMT	98.7
WJJD	104.3
WLAK	93.9
WLOO	100.3
WNIB	97.1
WSDM	97.9
WXRT	93.1
WYEN	106.7
WJKL	94.3
WNIS	101.1

Prog. Black
Mellow
Black
MOR
AOR
Top 40
Classical
Oldies
Classical
Country
Beautiful
Beautiful
Classical
AOR
AOR
MOR
AOR
News



CINCINNATI, OHIO

☐ Rank - 25

Population: Metro 1,116,200/Total 2,621,900

Economy: Diversified industries such as Proctor & Gamble, Cincinnati Machine Tool, Chemicals, clothing, steel mill products, Schoenling Breweries, Avon Plant, meat packing etc.

Home of: University of Cincinnati, Xavier University, Thomas Moore College.

Special Places of Interest: Outside the standard zoos, parks, museums, is King's Island Amusement Park.

Cost of Living: Regular gasoline 57c...one bedroom apt. (unfurn. \$170)...state sales tax 4.5%.

Liquor Laws: Legal age is 21, 18 for 3.2 beer.

Salaries: Disc jockeys average from approximately \$10,000 to \$75,000 per year.

Summary: The people are conservative with major ethnic groups including Germans, Irish, and Italians. The city is old and could be compared to St. Louis or Louisville. Cincinnati is located in the southern part of the state on the Ohio River, 244 miles southeast of Cleveland, 284 miles west of Pittsburgh, 108 miles east of Indianapolis, and 110 miles northeast of Louisville.

AM

- WCIN 1480 Black
- WCKY 1530 Beautiful
- WCLU 1320 Mod. Country
- WKRC 550 Adult Contemp.
- WZIP 1050 Religious
- WLW 700 MOR
- WNOP 740 Jazz
- WSAI 1360 Top 40
- WUBE 1230 Country

FM

- WEBN 102.7 Top 40
- WKRQ 101.9 Top 40
- WLQA 98.5 MOR
- WLYK 107.1 Good Music
- WSAI 94.1 Adult Rock
- WUBE 105.1 Mod. Country
- WWEZ 92.5 Beautiful



CINCINNATI, OHIO

CLEVELAND, OHIO

☐ Rank - 17

Population: Metro 1,635,800/Total 3,044,500 Ethnic 13.5%

Economy: Heavily industrial with iron and steel production the biggest.

Home of: Case-Western University, Cleveland-Marshall Law School, Baldwin-Wallace College, Cleveland State, etc.

Recommended Accomodations: Most major chains available.

Special Places of Interest: Cedar Point, Cleveland Zoo, University Circle.

Cost of Living: Regular gasoline 58c...one bedroom apt. (furn. \$180) state sales tax 4%.

Liquor Laws: 21 is the legal age (except for 3.2 beer, that you can get at 18).

Salaries: Disc jockeys average from approximately \$150 to \$450 per week.

Summary: Cleveland is in northern Ohio in a triangle formed by Detroit, Pittsburgh and Buffalo and on the south shore of Lake Erie. It is represented by several professional sports teams including Football, Baseball, and Hockey. Because of the extensive industry the pollution in the city and Lake Erie is pretty bad, but not too far away are some good skiing areas.

AM

WABQ	1540	Black
WERE	1300	News
WGAR	1220	Adult Contemp.
WHK	1420	Mod. Country
WIXY	1260	Top 40
WJMO	1490	R&B
WJW	850	MOR
WWWE	1100	MOR/Talk

FM

WCLV	95.5	Classical
WDOK	102.1	Beautiful
WGCL	98.5	Top 40
WLYT	92.3	Disco
WMMS	100.7	Prog. AOR
WQAL	104.1	Beautiful
WWWM	105.7	AOR
WZAK	93.1	Ethnic



CLEVELAND, OHIO

COLORADO SPRINGS, COLORADO

Population: Metro 235,600/Total 264,500

Rank - 119
[Black 3%,
Spanish 7%]

Economy: Electronics, military, tourism, Ampex, aircraft mechanics, technical.

Home of: Colorado College, University of Colorado, Air Force Academy, Fort Carson.

Recommended Accomodations: Broadmore (downtown), Antler's Plaza, Four Seasons.

Special Places of Interest: National Carvers Museum, auto racing, Rainbow Falls Park, Garden of the Gods, Cave of the Winds, etc.

Cost of Living: Regular gasoline 51c...one bedroom apt. (furn. \$135, unfurn. \$110)...state sales tax 3%...state income tax 8% on net over \$10,000, city tax 2%.

Liquor Laws: Legal age is 21, open 7am - close 2am.

Salaries: Disc jockeys average from approximately \$140 to \$180.

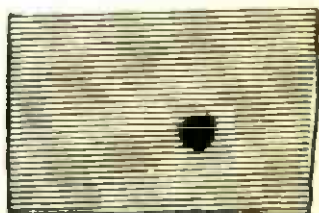
Summary: The people of Colorado Springs are basically conservative with many of them coming from the midwest and the south. It is located in relatively flat semi-arid country on the eastern slope of the Rocky Mountains. The lack of humidity moderates the effects of temperature in both winter and summer. In fact, there are 310 sun-filled days a year, making it ideal for outdoor activities, including skiing, fishing, smowmobiling, etc.

AM

KHIQ	1490	Adult Contemp.
KPIK	1580	Country
KRDO	1240	News
KRYT	1530	Adult Contemp.
KSSS	740	Modern Country
KVOR	1300	MOR
KYSN	1460	Top 40

FM

KHIQ	102.7	Adult Contemp.
KKFM	96.5	AOR
KPIK	93.3	Country
KRDO	95.1	Beautiful
KRYT	101.9	Adult Contemp.



COLORADO SPRINGS, COLO.

COLUMBIA, S. C.

☐ Rank - 101

Population: Metro 282,000/Total 568,800 [Black 24%]

Economy: Fort Jackson, the universities, General Electric Plant, Westinghouse Plant, various others.

Home of: University of South Carolina.

Recommended Accomodations: Carolina Inn, Sheraton-Columbia Inn.

Special Places of Interest: South Carolina Confederate Relic Room and Museum, Robert Mills Historic House and Garden, etc.

Cost of Living: Regular gasoline 49.9c...one bedroom apt. (furn. \$200, unfurn. \$180)...state sales tax 4%...maximum state income tax is 7%..property tax 1-2% of fair market value.

Liquor Laws: Legal age is 18.

Salaries: Disc jockeys average from approximately \$150 to \$250 per week.

Summary: The capitol city stands on the east side of the Congraree River. Both mountains and seashore are easily reached from Columbia. Mild winters and moderate summers make an ideal year round climate for outdoor sports.

AM

WCAY	620
WCOS	1400
WIS	560
WNOK	1230
WOIC	1320
WQXL	1470

Country
Adult Contemp.
MOR
Top 40
R&B
Religious

FM

WCOS	97.9
WNOK	104.7
WXRY	93.5
WZLD	96.7

Country
Top 40
Beautiful
Hit Parade



COLUMBIA, S.C.

COLUMBUS, GA.

☐ Rank - 149

Population: Metro 175,800/Total 332,200 [Black 40%, other less than 1%]

Economy: RC Cola, Field Crest Mills, American Family and Life Insurance, Coca Cola was founded here, Ft. Benning.

Home of: Auburn University, Columbus College, Tuskegee Institute.

Recommended Accomodations: Martinique Hotel, Airport Holiday Inn.

Special Places of Interest: The Chatahoochie River, Victory Drive near Ft. Benning.

Cost of Living: Regular gasoline 50c...one bedroom apt. (furn. \$175, unfurn. \$145)...state sales tax 3%...state income tax (yes).

Liquor Laws: Sunday Blue - close 1 AM Monday - Friday, 12 PM Saturdays.

Salaries: Disc jockeys average from approximately \$135 to \$150 per week.

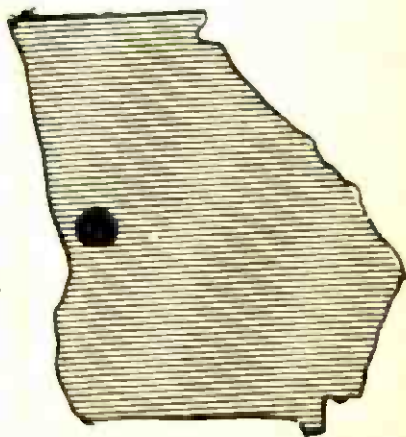
Summary: Located on Georgia's longest river Columbus is one of the more progressive cities in the state. Typically southern there are 4 or 5 old line conservative families controlling the city so there is a definite mixture of attitudes. Job discrimination is still going on Race wise, although progress has been made. The weather is fairly moderate and water sports are a favorite.

AM

- WCLS 1580 Top 40**
- WDAK 540 Top 40**
- WHYD 1270 Prog. Country**
- WOKS 1340 Black**
- WPNX 1460 Country**
- WRBL 1420 MOR**

FM

- WCGQ 107.3 Top 40**
- WEIZ 100.1 Beautiful**
- WRBL 102.9 Beautiful**
- WWRH 104.9 Adult Contemp.**



COLUMBUS, GA.

COLUMBUS, OHIO

☐ Rank - 35

Population: Metro 861,200/Total 1,373,800 [Black 14%]

Economy: Industry is diversified with the most important being aircraft machinery, paper, glass, food, chemicals, and telephone equipment, North American Aviation, Western Electric, Westinghouse and Bordon Industries.

Home of: Ohio State University, Capital University, Ohio Dominican, Ohio Wesleyan, Franklin, Otterbein, Lockbourne AFB, Defense Construction Center.

Recommended Accomodations: Sheraton-Downtown, Christopher Inn.

Special Places of Interest: Center of Science and Industry.

Cost of Living: Regular gasoline 57.9c...one bedroom apt. (furn. \$200)...state sales tax 4%...state income tax 1½%.

Salaries: Disc jockeys average from approximately \$550 to \$1,500 per month.

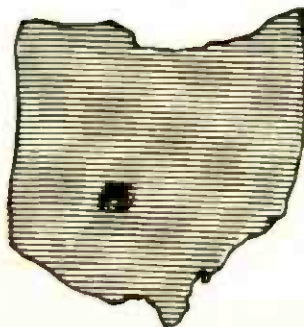
Summary: The people of the city are conservative overall. The Universities are concentrated in the north end of the city. The city continues to grow rapidly and even so there is much less pollution here than in Cleveland or Cincinnati.

AM

WBNS	1460	MOR
WCOL	1230	Top 40
WHOK	1320	MOR
WANI	920	Modern Country
WRFD	880	Solid Gold
WTVN	610	Adult Contemp.
WKCO	1580	Black

FM

WBRY	103.9	Top 40
WBNS	97.1	Beautiful
WCOL	92.3	AOR
WHOK	95.5	Country
WANI	99.7	MOR/Talk
WNCI	97.9	Top 40
WSYX	106.1	Beautiful
WTVN	96.3	Beautiful
WKCO	94.7	Black/Beautiful



COLUMBUS, OHIO

CORPUS CHRISTI, TX.

☐ Rank - 112

Population: Metro 235,800/Total 346,400 [Black 8% Spanish 48%]

Economy: Tourism is the number one industry and it is one of the top 10 largest ports in the country shipping grain, cotton and petroleum.

Home of: U.S. Naval Air Station (nation's largest training base of this kind), University of Corpus Christi, Del Mar Junior College.

Recommended Accomodations: Most major chains.

Special Places of Interest: Padre and Mustang Islands, Lake Corpus Christi.

Cost of Living: Regular gasoline 51c...one bedroom apt. (furn. \$175, unfurn. \$165)...state sales tax 5%.

Liquor Laws: Legal age is 18...closing time 2am.

Salaries: Disc jockeys average from approximately \$150 to \$200 per week.

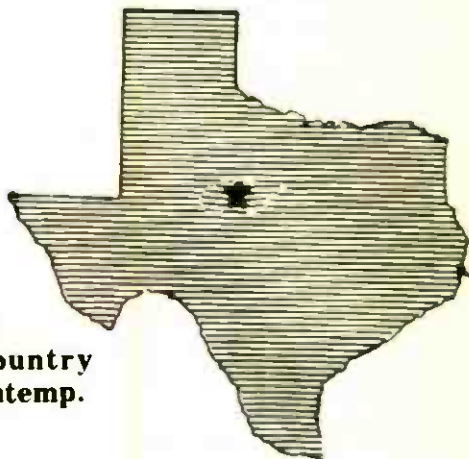
Summary: Corpus Christi is located in South Texas, 210 miles from Houston, 145 miles from San Antonio and 160 miles from the border of Mexico. The temp. averages 71.2. The downtown business district fronts on a marina, and has the deepest port on the Gulf of Mexico. The people have a liberal attitude and are fortunate enough to have just about every sport under the sun available to them at its best.

AM

KCCT	1150	Spanish
KCTA	1030	Religious
KEYS	1400	Top 40
KIKN	1590	Country
KRYS	1360	Top 40
KSIX	1230	Beautiful
KUND	1400	Spanish

FM

KIOU	95.5	Beautiful
KOUL	103.3	Prog. Country
KZFM	95.5	Adult Contemp.



CORPUS CHRISTI, TX.

CHATTANOOGA, TENN.

☐ Rank - 89

Population: Metro 312,300/Total 621,500 [Black 5%, Other 2%]

Economy: No one industry can be considered "major" because the city is completely diversified industrially. There are over 590 manufacturers in the vicinity.

Home of: University of Tennessee, Covenant College, Chattanooga State Technical Institute, and others.

Recommended Accomodations: Many of the major chains, numerous others.

Special Places of Interest: Chattanooga Choo-Choo, Chickamauga Battlefield, Crystal Caverns, Lookout Mountain Museum, Mountain Aetna Skyride, Ruby Falls, etc.

Cost of Living: Regular gasoline 56.9...one bedroom apt. (furn. \$185, unfurn. \$125)...state sales tax 4½%...state income tax (none).

Liquor Laws: Legal age is 18, by drink available.

Salaries: Disc jockeys average from approximately \$125 to \$200 per week.

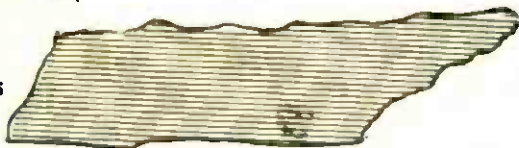
Summary: The city is a forward thinking people. The average annual temperature is 58.6 degrees with a relatively high humidity. Beautifully located. A recent survey of city residents ranked pollution as the single biggest problem here. Chickamauga Lake is a 35,400 acre man-made lake located six miles above downtown Chattanooga. There are numerous boating and fishing clubs and a good marine racing course for power and sailing craft.

AM

WDEF	1370	MOR
WDOD	1310	Modern Country
WDXB	1490	MOR
WFLI	1070	Top 40
WGOW	1150	Top 40 [Auto.]
WMOC	1450	Gospel
WNOO	1260	Black
WRIP	980	Religious

FM

WDEF	92.3	MOR
WDOD	96.5	Mod. Country
WSIM	94.3	Progressive
WYNQ	106.5	Beautiful[Auto.]



DALLAS-FT. WORTH, TX.

☐ Rank - 10

Population: Metro 2,000,300/Total 3,646,100 [Black 15%
Other 5%]

Economy: Electronics, airplane manufacturing, grain, livestock, and banking industries.

Home of: Southern Methodist, Texas Christian, University of Texas at Arlington, University of Dallas, Texas Wesleyan, Carswell Air Force Base.

Recommended Accomodations: Fairmont (downtown), Holiday Inn (everywhere) and many more.

Special Places of Interest: Amon Carter Museum of Western Art, Six Flags Over Texas, Seven Seas Aquarium, etc.

Cost of Living: Regular gasoline 48c...one bedroom apt. (furn or unfurn. \$200)...no state income tax...sales tax 5%.

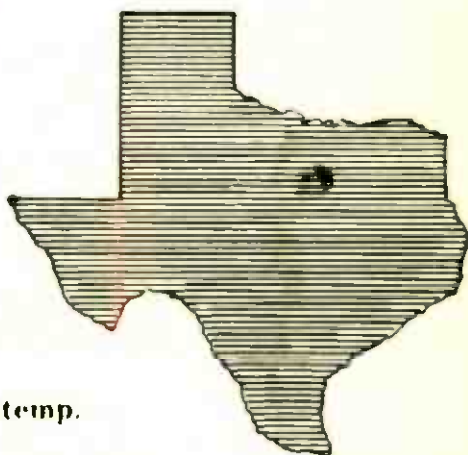
Liquor Laws: Range from no liquor sales to beer and wine only to all liquor sales depending on the district.

Salaries: Disc jockeys average from approximately minimum wage to \$24,000 per year.

Summary: Dallas is generally a forward thinking city, but is located in a conservative area. Ft. Worth, on the other hand is generally conservative with a high church-going ratio. Pollution is low in both cities and the weather makes outdoor activities popular.

AM

KBOX	1480	Mod. Country
KRXV	1540	All News
KFJZ	1270	Top 40
KPBC	1040	Religious
KKDA	730	Black
KLIF	1190	Top 40
KNOK	970	Black
KPRC	1040	Religious
KRID	1030	Block
KSKY	660	Country
KVII	1150	Top 40
KXOL	1360	Country
WRR	1310	All News
WBAP	820	Block
WFAA	570	Adult Contemp.



DALLAS-FORT WORTH, TX.

FM

KAFM	92.5	Prog. Country
KAMC	94.9	AOR
KBOX	100.3	Country
KESS	93.9	Spanish
KDTX	102.9	Religious
KKDA	104.5	Black
KFWD	102.1	Soft AOR
KNOK	107.5	Black
KNUS	98.7	Top 40
KOAX	105.3	Beautiful
KUIL	103.7	Top 40
KWXI	97.1	Solid Gold
KZEW	97.9	AOR
KPLX	99.5	MOR
KSCS	96.3	Country
WRR	101.1	Classical

DAVENPORT, IOWA

Rank - 95

Population: Metro 291,300/Total 545,400

Economy: Farm equipment manufacturing, the world's largest manufacturing arsenal, etc.

Home of: The Quad cities support seven colleges, the largest school of Chiropractory in the world.

Recommended Accomodations: Sheraton Inn, Clayton House.

Special Places of Interest: Museums, numerous places for live entertainment at night.

Cost of Living: Regular gasoline 51c...one bedroom apt. (furn. \$185, unfurn. \$170)...state sales tax 3%...

Liquor Laws: Blue laws prevail, daily 2am closing time.

Salaries: Minimum wage to \$400 per week.

Summary: The area is known as the Quad Cities, which grew together on each side of the Mississippi. The countryside is beautiful with a lot of open land available. The local government is conservative.



DAVENPORT, IA.

AM

KSTT	1170
KWNT	1580
WHBF	1270
WOC	1420
WQUA	1230

Top 40
Country
Country
Big Bands
MOR

FM

KIHK	103.7
KRVR	106.5
WEMO	
WHBF	
WHTT	96.9

Top 40
Beautiful
Talk/MOR
Tight AOR
Adult Contemp.

DAYTON, OHIO

Rank - 42

Population: Metro 691,700/Total 1,345,900

Economy: Automotive industry is most important in addition to the manufacturing of heating and air conditioning equipment, plus precision manufacturing associated with the aerospace industry, agricultural production.

Home of: Writer Patterson Air Force Base, University of Dayton, Writer State University, Whittenburg University, etc.

Recommended Accomodations: Many of the larger chains.

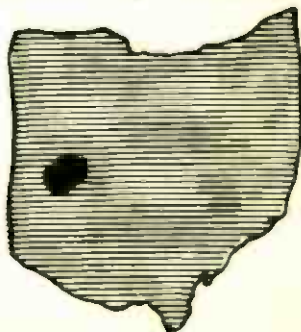
Special Places of Interest: Air Force Museum, Kings Island, Lion Country Safari, etc.

Cost of Living: Regular gasoline 52c...one bedroom apt. (furn. \$200, unfurn. \$170)...state sales tax 4½%...state income tax (yes).

Liquor Laws: 18 legal age for 3.2 beer, other 21 is legal age.

Salaries: Disc jockeys average from approximately \$150 to \$600 per week.

Summary: The region is characterized by temperate



DAYTON, OHIO

climate, moderate precipitation and seasonal snow averages about 10 inches. Dayton is often referred to as the "birthplace of aviation". It was the home of the Wright Brothers. There is a reasonable balance here between the conservatives and liberals. The median age is average, about 28.

AM			FM		
WAVI	1210	Talk	WDAO	107.7	Black
WHIO	1290	MOR	WHIO	99.1	Classical
WING	1410	Top 40	WTVE	104.7	MOR
WONE	980	Country	WVUD	99.9	Prog./Educ.

DENVER-BOULDER, COLORADO **Rank - 22**
 Population: **Metro 1,131,000/Total 1,827,400** [**Black 4.1½%, Other 11.3%**]

Economy: Varied industries such as service (such as health care), government (federal, state and local), retail trade, manufacturing, etc.

Home of: University of Denver, University of Colorado, CU Medical Center, and many more colleges.

Recommended Accomodations: Major chains plus many more.

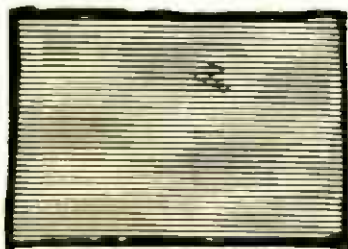
Special Places of Interest: Numerous and some examples are Boettcher Conservatory at Denver Botanical Gardens, many old Forts, Denver Mountain Parks.

Cost of Living: Regular gasoline 53.9c...one bedroom apt. (Furn. \$250, Unfurn. \$200)...state sales tax 3%...city tax 2½%.

Liquor Laws: Legal age is 18 for 3.2 beer, other 21, closing time is 2am.

Salaries: Disc jockeys average from approximately \$500 to \$1500 per month.

Summary: Located in north central Colorado on the South Platte River at the eastern foot of the Rocky Mountain



DENVER, COLO.

region. Because of the low relative humidity both days and nights are usually ideal, even though the seasonal change is a bit blurred. The people are generally conservative and a heavy influx of people in the last few years has created somewhat of an environmental problem, meaning smog. Night life is pretty active and outdoor sports, of course, are bountiful.

AM

KAAT/1090	Religious
KADE/1190	Tight AOR
KBOL/1490	MOR
KDEN/1340	News
KDKO/1510	Black Disco
KERE/710	Mod. Country
KFML/1390	AOR
KHOW/630	Adult Contemp.
KIMN/950	Adult Contemp.
KLAK/1600	Country
KLZ/560	Adult Contemp.
KOA/850	News/Mor
KPOF/910	Relig./Classical
KOSI/1430	Beautiful
KRKS/990	Religious
KTLK/1280	Top 40
KWBZ/1150	Talk

FM

KADX/105.1	Jazz
KBPI/105.9	AOR
KBVL/94.7	MOR
KIMN/98.5	AOR
KLAK/107.5	Country
KLIR/100.3	Beautiful
KLZ/106.7	AOR
KOAQ/103.5	Adult Contemp.
KOSI/101.1	Beautiful
KVOD/99.5	Classical
KXKX/95.7	Top 40

DES MOINES, IOWA

☐ Rank - 108

Population: Metro 270,600/Total 1,267,200 [Black 3%]

Economy: Insurance agencies and companies, second only to Hartford, Conn., Firestone, Armstrong, agriculture.

Home of: Drake University, Iowa State, Fort Des Moines.

Recommended Accomodations: Holiday Inn, Hyatt House, Hilton.

Special Places of Interest: Adventure Land.

Cost of Living: Regular gasoline 55.9....one bedroom apt. (furn. \$250, unfurn. \$230)....state sales tax 3%.

Liquor Laws: Legal age is 18, open 6am - close 2am.

Salaries: Disc jockeys average \$140 to \$375 per week.

Summary: The people are generally conservative wanting to keep things the way they are. The weather is very cold in winter with fairly moderate summers. Des Moines is the largest city in Iowa.

AM

KCBC 390 Top 40
KIOA 940 Top 40
KWKY 1150 Country
KRNT 1350 MOR
WHO 1040 Talk
KSO 1460 Country

FM

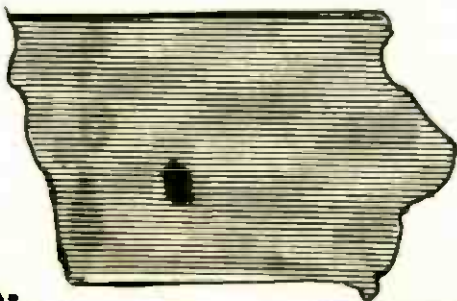
KGGO 95 Top 40
KRNQ 102.5 Top 40(TM)
KLYF 100.3 Beautiful
KRNT 102.5 MOR
WHO 100.3 Talk
KMGK 93.3 Top 40

DETROIT, MICHIGAN

☐ Rank - 5

Population: Metro 3,551,100/Total 8,269,900 [Black 5%]

Economy: Automobile production is still the major industry here. One third of the country's cars and trucks are manufactured in Detroit (Ford, GM, Chrysler and American Motors), along with other related products - steel (Great Lakes and National), tires (Uniroyal, Firestone), spark plugs (Champion), oil (Universal), etc. The city is also known for pharmaceutical products (Parke Davis), garden seeds, plane parts, military equipment, brass and copper, office equipment, chemicals and electronic computers.



DES MOINES, IA.

Home of: Wayne State University, University of Detroit, Detroit Institute of Technology.

Recommended Accomodations: Most major chains.

Cost of Living: Regular gasoline is between 58c - 62c...one bedroom apt. (furn. \$210, unfurn. \$175)...state sales tax is 5%.

Liquor Laws: Bars close at 2am and the legal age is 18.

Salaries: Disc jockeys average between \$10,000 - \$150,000.

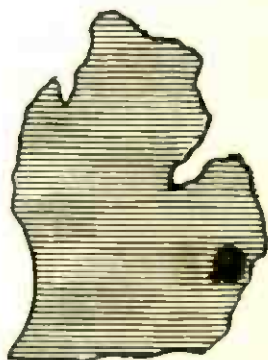
Summary: The winters are cold and windy with lots of snow, and the summers are hot and humid. The society is very class oriented. Freeways are fast and efficient, and pollution is serious.

AM

CKLW	800	Top 40
WBRB	1430	MOR
WCAR	1130	All News
WCHB	1440	Black
WDEE	1500	Modern Country
WEXL	1340	Religious
WHNE	560	Oldies
WIID	1090	Block/Ethnic
WJLB	1400	Black
WJR	760	News/MOR
WNIC	1310	Beautiful
WWJ	950	News/Talk/MOR
WXYZ	1270	Adult Contemp.

FM

CKLW	93.9	Country
WABX	99.5	AOR
WCAR	92.3	All News
WDRQ	93.1	Top 40
WGPR	107.5	Black/Jazz
WMJC	94.7	Soft Rock
WJR	96.3	Beautiful
WJZZ	105.9	Jazz
WLDM	95.5	MOR
WMUZ	103.5	Religious
WMZK	97.9	Ethnic Rock
WNIC	100.3	Adult Contemp.
WQRS	105.1	Classical
WRIF	101.1	Tight AOR
WWJ	97.1	MOR
WWWW	106.7	AOR



DETROIT, MI.

DULUTH, MINN. - SUPERIOR, WIS.
 Population: Metro 215,900/Total 359,600

□ Rank - 132

Economy: Manufacturing distribution center for the upper midwest, Duluth is also an important medical center.

Home of: University of Minnesota-Duluth, Wisconsin State University - Superior, Duluth Air Force Base.

Recommended Accomodations: Raddison Duluth, Edgewater East & West.

Special Places of Interest: North Shore of Lake Superior, etc.

Cost of Living: Regular gasoline 59.9c...one bedroom apt. (furn. \$225, unfurn. \$200)...state sales tax 4%...Duluth has a 1% sales tax.

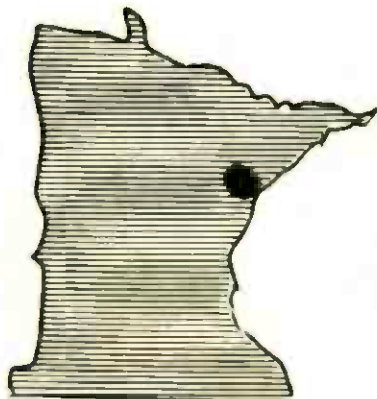
Liquor Laws: 18 is the legal age, 8am open - 1am closed, nothing on Sunday.

Salaries: Disc jockeys average from \$75 to \$225 per week.

Summary: Located about 140 miles north of the Twin Cities, the winters are very cold with a late arrival of summer. There are excellent skiing areas just outside the cities and within the cities there are plenty of good places of entertainment. The median age is above average and the people are very conservative.

AM		
KAOH	1390	Country
KDAL	610	MOR
WAKX	970	Top 40
WDSM	710	Country
WEBC	560	Top 40
WELY	1450	MOR/Country
WEVE	1340	MOR
WHLB	1400	MOR
WMFG	1240	MOR
WWJC	850	Religious

FM		
WAKX	98.9	Top 40
WGGR	105.5	Beautiful
WIRN	107.1	MOR
WMFG	106.3	MOR
WIRN	107.1	MOR



DULUTH-SUPERIOR, MINN.

EL PASO, TX.

□ Rank - 87

Population: Metro 290,800/Total 395,900 [Black 2.8%, Spanish 56.9%, Other 1.1%]

Economy: Agriculture, cattle, copper, oil industry, military, clothing.

Home of: University of Texas, Fort Bliss, Biggs AFB.

Recommended Accomodations: Airport Hilton, Holiday Inn downtown.

Special Places of Interest: Juarez Mexico, Sunland Park Race Track, Tigua Indian Reservations, etc.

Cost of Living: Regular gasoline 51c...one bedroom apt. (furn. \$150, unfurn. \$140)...state sales tax 4%...no state income tax.

Liquor Laws: 18 is legal age...open 3am - close 2am.

Salaries: Minimum to \$29,000 per year.

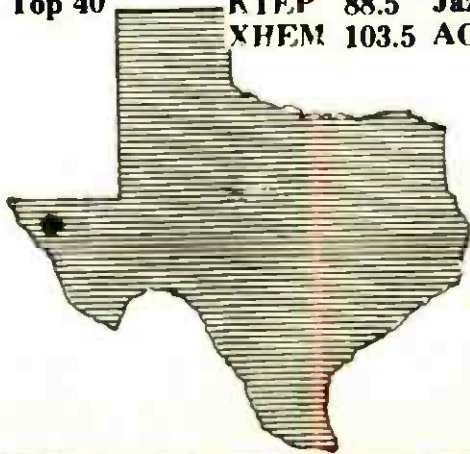
Summary: The median age here is 22.6 and the city is one of the fastest growing in the United States. The people are progressive and liberal and race relations are good with the city being on the border of Mexico. While there are mountains near by it's a long way to any kind of massive water.

AM

KAMA	1060	Spanish
KELP	920	Top 40
KHEY	690	Country
KINT	1590	Top 40
KISO	1150	Country
KROD	600	MOR
KSET	1340	MOR
KTSM	1380	News
XROK	80	Top 40

FM

KAMA	93.1	Spanish
KEZB	96.3	Easy Music
KINT	97.5	Top 40
K102	102.1	C & W
KPAS	94	Gospel
KROD	95.5	Adult Contemp.
KSET	94.7	MOR
KTSM	99.9	Top 40
KTEP	88.5	Jazz-Classical
XHEM	103.5	AOR



ERIE, PA.

Rank - 126

Population: Metro 216,800/Total 374,200

Economy: General Electric, manufacturing such as steamshovels, iron & steel, Marx Toy Co., etc.

Home of: Endinboro State, Mercyhurst College.

Recommended Accomodations: Ramada Inn, Holiday Inn.

Special Places of Interest: Waldameer Amusement Park, Presqur Isle, Dixon's Tavern.

Cost of Living: Regular gasoline 55.9c...two bedroom apt. (furn. \$150, unfurn. \$250)...state sales tax 6%...state income tax 2%...city income tax 1%.

Salaries: Disc jockeys average minimum to \$18,000 per year.

Summary: Located on Lake Erie in the northwest part of Pennsylvania, Erie is 110 miles southwest of Buffalo, 120 miles northwest of Cleveland and 150 miles north of Pittsburgh. It is important as a resort town due to the twelve-mile peninsula which juts into the lake. Plenty of boating, beaches, etc. The city is also in the Concord Grape Belt with Welch Food just 14 miles away.

AM

WJET 1400 Top 40

WRIE 1330 MOR

WWGO 1450 Country

WWYN 1260 MOR/Block

FM

WCCK 103.7 Top 40

WLUV 99.9 Beautiful

WMDI 102.3 AOR



ERIE, PA.

Eugene, OREGON

☐ Rank - 145

Population: Metro 195,000/Total 400,500 [Black & Indian 5%]

Economy: Eugene's major economical support lies in lumber and wood products.

Home of: The University of Oregon at Eugene.

Recommended Accomodations: The Valley River Inn.

Special Places of Interest: Fall Creek—it is a beautiful recreation area.

Cost of Living: Regular gasoline between 54.9c and 59.9c...one bedroom apt. (furn. \$185, unfurn. \$160)...no state sales tax.

Liquor Laws: All liquor is sold through state controlled liquor stores that close at 8pm although bars are open until 2:30 am. The legal age is 21.

Salaries: \$75.00 to \$300.00.

Summary: There is quite a bit of precipitation in Eugene year-round, although it is pleasantly warm during the summer. Eugene is a small, youth and college oriented town involved in alternative living.

AM

KASH	1600	News
KATR	1320	Talk/Country
KBDF	1280	Top 40
KEED	1450	Modern Country
KMED	1440	Adult Contemp
KORE	1050	Relig./Country
KPNW	1120	MOR
KUGN	590	Contemp. MOR

FM

KFMY	97.9	Prog. Rock
KORE	93.1	Relig./Country
KPNW	99.1	Beautiful
KSND	93	Beautiful[Auto]
KZEL	96.1	AOR



EUGENE, ORE.

EVANSVILLE, INDIANA

☐ Rank - 120

Population: Metro 288,600/Total 861,700 (Black 5.1%
SMSA area, 7.3% Black Evansville proper)

Economy: The economy is basically industrial. The Whirlpool Corporation has its largest plant in Evansville and the Mead Johnson & Co. has its national headquarters there. Other industries include: Alcoa, Babcock Wilcox, Bucyrus Erie (excavating machinery).

Home of: The University of Evansville, Indiana State University at Evansville, Indiana Vocational Training Center.

Recommended Accomodations: Executive Inn, Jackson House, Ramada Inn.

Special Places of Interest: Mesker Zoo, Museum of Fine Arts.

Cost of Living: Regular gasoline 53.9c...one bedroom apt. (furn. \$200, unfurn. \$175)...state sales tax 4%...state income tax 2%.

Liquor Laws: Open 8am, close 2am, legal age is 21.

Salaries: \$150 - \$250.

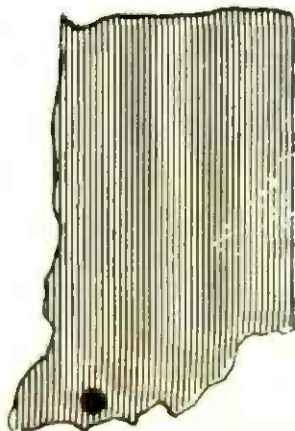
Summary: Evansville is located 126 miles west of Louisville, 170 miles east of St. Louis, 167 miles south of Indianapolis and 156 miles north of Nashville. Evansville temperatures are mostly within the desirable range of 40 to 65 degrees, and precipitation is moderate and fairly constant through the year...snowfalls over 2 inches are rare. The people are fairly conservative and friendly.

AM

WGBF	1280	Top 40
WIKY	820	MOR
WJPS	1330	Top 40
WROZ	1400	Modern Country

FM

WIKY	104.1	Beautiful
WUHI	105.3	Gospel



EVANSVILLE, IND.

FAYETTEVILLE, N.C.

☐ Rank - 153

Population: Metro 53,510/Total 241,000 [Black 38%, Other 1%]

Economy: Fort Bragg, Popo Air Force Base, Kelly Springfield Tire Company, Black and Decker Power Tools, Rohm and Haas Chemical Prod. Firm, Dupont.

Home of: Fayetteville State University, Methodist College, Fayetteville Technical Institute.

Recommended Accomodations: St. James Inn, Bordeaux Motor Inn.

Special Places of Interest: Fayetteville Little Theatre, Fayetteville Museum of Art.

Cost of Living: Slightly over the national average...regular gasoline is 51c...one bedroom apt. (furn. \$150-200, unfurn. \$130-180)...state sales tax is 3%.

Liquor Laws: Hard liquor is sold only by state ABC stores, and beer and wine is sold at bars and stores...the legal age is 21.

Salaries: Disc jockeys average \$150-\$200.

Summary: The old line residents are conservative, but because of the military base the area is really a melting pot of all kinds of people. The winters are moderate and the summers are hot and humid. The Cape Fear River is nearby, supplying recreation and water sports.

AM

WFAI 1230

WFLB 1490

WFNC 940

WIDU 1600

WFDS 1450

Country

Top 40

Modern Country

Soul

Top 40

FM

WQSM 98.1

Top 40



FAYETTEVILLE, N.C.

FLINT, MICHIGAN

☐ Rank - 65

Population: Metro 406,900/Total 939,900

Economy: General Motors, chemical manufacturing, paper products, food products, recreational vehicles, etc.

Home of: University of Michigan Flint branch, Genessee College, General Motors Institute.

Recommended Accomodations: Sheraton Motor Inn, Holiday Inn downtown.

Special Places of Interest: Cultural Center, Crossroads Village, etc.

Cost of Living: Regular gasoline 55.9c...one bedroom apt. (furn. \$240, unfurn. 190)...state sales tax 4%...state income tax (yes) and there is also a city income tax.

Liquor Laws: Legal age is 18.

Salaries: \$150 - \$350.

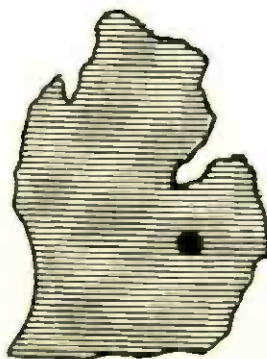
Summary: Located only 60 miles from Detroit, Flint is a very wealthy city. It is a northern city with a southern influence. A good part of the people migrated from the south for the jobs here. Relatively conservative.

AM

WAMM 1420 Block
WCZW 1570 Country
WTRX 1330 Adult Contemp.

FM

WWCK 105.5 Tight AOR
WGMZ 107.9 Beautiful



FLINT MI.

FT. LAUDERDALE-HOLLYWOOD, FLA. Rank - 43
 Population: Metro 647,400/Total 2,218,800 [Black 5%]

Economy: Major economical supports are tourism, banking and light industry.

Home of: Broward Community College, Nova University, Ft. Lauderdale College.

Recommended Accomodations: Pier 66 Hotel, Holiday Inn Oceanside.

Special Places of Interest: Ft. Lauderdale Beach, Oceanworld, Birch State Park, Port Everglades.

Cost of Living: Regular gasoline 52c...one bedroom apt. (furn. \$210, unfurn. \$185)...state sales tax is 4%, and there is no income tax.

Liquor Laws: Closing time varies from 2am to 4am depending upon type of license. Legal age is 18.

Salaries: Disc jockeys average \$200 - \$300 week.

Summary: Ft. Lauderdale has lots of sunshine, and excellent beaches that are conducive to lots of water sports.

AM

WAVS	1190	All news
WEXY	1520	MOR
WFTL	1400	MOR
WGMA	1320	Country
WLOD	980	MOR
WRBD	1470	Black
WSRF	1580	Disco

FM

WAXY	97.3	Oldies
WCKO	102.7	Black/Gospel
WGLO	106.7	Beautiful
WHYI	100.7	Top 40
WSHE	103.5	AOR



**FORT LAUDERDALE-
 HOLLYWOOD, FLA.**

FORT WAYNE, INDIANA

□ Rank - 84

Population: Metro 294,600/Total 1,216,400 [Black 13%]

Economy: Manufacturing is the major industry with some 50 home offices of companies here...International Harvester's Truck Division, General Electric.

Home of: Nine colleges in the area including Indiana University (Purdue).

Recommended Accomodations: Marriott Inn.

Special Places of Interest: Glenbrook Mill, Old Fort Wayne, etc.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (furn. \$200, unfurn. \$170) state sales tax 4%...state income tax 2%.

Liquor Laws: Legal age is 21, closing time 2am.

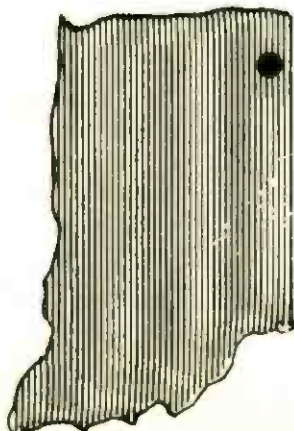
Salaries: Fort Wayne is located in northeast Indiana, 150 miles each from Chicago and Detroit. The people are generally conservative. Called the "City of Churches" there are about 257 here. The variance in age and religion make the city a good test market.

AM

WFWR	1090	C&W/religious
WGL	1250	MOR
WLYV	1450	Modern Country
WMEE	1380	Top 40
WOWO	1190	Adult Contemp.

FM

WCMX	101.7	Soul
WMEF	97.3	Beautiful[auto.]
WPTH		Top 40



FORT WAYNE, IND.

FRESNO, CALIFORNIA

☐ Rank - 69

Population: Metro 354,200/Total 699,800 (Black 5%, Spanish 24%)

Economy: Agriculture is the main support, also a major wine area.

Home of: Cal State University Fresno, Pacific College, Lamore Naval Base.

Recommended Accomodations: Fresno Hilton, Airport Marina.

Special Places of Interest: Wine tasting rooms.

Cost of Living: Regular gasoline 52c...one bedroom apt. (furn. \$180, unfurn. \$195)...state sales tax 6%.

Liquor Laws: Legal age is 21, closing time 2am.

Salaries: \$450 to \$1,500 per month.

Summary: The people are generally conservative but with a laid back attitude. Fresno is located in the middle of miles of level flatlands and the weather is hot in the summer and very moderate in winter.

AM

KARM	1430	News
KBIF	900	Religious
KEAP	980	Country
KFRE	940	MOR
KGST	1600	Spanish
KIRV	1510	Beautiful
KMAK	1340	Country
KMJ	580	Block/News
KXEX	1550	Spanish
KYNO	1300	Top 40

FM

KARM	101.9	Beautiful
KFIG	94.9	AOR
KFYE	93.7	Soft AOR
KKNU	102.7	Beautiful
KYNO	95.5	AOR



FRESNO, CA.

GRAND RAPIDS, MICHIGAN

☐ Rank - 67

Population: Metro 438,500/Total 992,200 [Black 10%
Spanish 3%]

Economy: The major economical support in Grand Rapids is heavy industry—Fisher Body, GM Plants, Lear-Siegler, heavy furniture manufacturing, metal working for the auto industry and the Amway Corporation.

Home of: Aquinas, an independent liberal arts college, Calvin, a Christian reformed Church institution, Davenport Junior College of Business, Grand Rapids Junior College and the Grand Valley State College.

Recommended Accomodations: Cascade Motor Inn, Midway Motor Inn.

Special Places of Interest: The New Music Hall, the Art Museum, and Lake Michigan is right there—lots of water sports.

Cost of Living: Regular gasoline 59.9...one bedroom apt. (furn. \$190, unfurn. \$175)...state. sales tax is 4%...state income tax is 4.67%.

Liquor Laws: No liquor is sold on Sunday. The bars close at 2am and the legal age is currently 18, but is subject to change.

Salaries: Disc jockeys average \$110 - \$500.

Summary: It gets a bit cold in Grand Rapids and there is heavy summer humidity. It is not a swinging rock and roll place, but it is a great atmosphere for raising a family. Grand Rapids is a big Jr. executive town.

AM
WCUZ 1230 Country
WFUR 1570 Religious
WGRD 1410 Top 40
WLAV 1340 Top 40
WMAX 1480 All News
WOOD 1300 MOR
WYGK 1530 Gospel/MOR

WJFM 93.7 Beautiful
WLAV 96.9 AOR
WOOD 105.7 Beautiful
WYON 101.3 MOR
WZZM 95.7 Top 40

FM
WFUR 102.9 Gospel
WGRD 97.9 Top 40



GRAND RAPIDS, MICH.

**GREENSBORO-HIGH POINT-
WINSTON-SALEM, NORTH CAROLINA**

☐ Rank - 48

Population: Metro 312,000/Total 893,100 [Black 30%]

Economy: Diversified economic support from textiles, apparel electrical and non-electrical machinery, metals and tobacco.

Home of: Guilford Technical Institute, 6 four year colleges and 2 state supported universities.

Recommended Accomodations: Major chains.

Special Places of Interest: Natural Science Center, Greensboro Country Park & Zoo, Old Salem, Schlitz Brewery.

Cost of Living: Regular gasoline 56c...one bedroom furnished apt. \$140...state sales tax 4%.

Liquor Laws: Legal age is 21.

Salaries: Disc jockeys average \$100 - \$190.

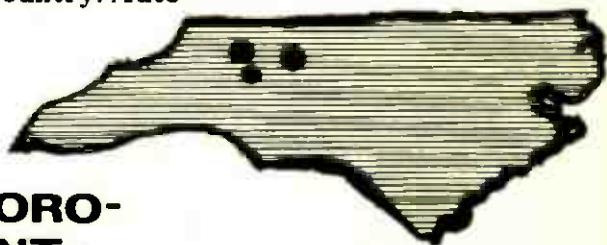
Summary: The weather in Greensboro - High Point is moderate, but with definite seasonal changes. There is an average rainfall of 42 inches and 8.8 inches of snow. The people are civic minded and attend church regularly. Three reservoirs of the city water system provide lakes for sailing, fishing and boating.

AM

- WAAA 980 R&B**
- WAIR 1340 Top 40**
- WURL 1500 News**
- WPGD 1550 News**
- WPGD**
- WSJS 600 Adult Contemp.**
- WTOB 1380 Adult Contemp.**

FM

- WKZL 107.5 Contemp.**
- WGPL 93.1 Gospel**
- WTQR 104.1 Country/Auto**



**GREENSBORO-
HIGH POINT-
WINSTON SALEM, N.C.**

GREENVILLE-SPARTANBURG, S.C. Rank - 72
 Population: Metro 412,900/Total 911,600 (Black 16.6%)

Economy: The major economic support comes from textile manufacturing (Wunda Weave, Bond Textile, Cone Mill, and Allied Textile)—however, Michelin Tire, Celanese and Union Carbide are also located there.

Home of: Furman University, Bob Jones University, North Greenville Jr. College, Greenville TEC.

Recommended Accomodations: Cricket Inn, Orvin Inn and national chains.

Special Places of Interest: Greenville County Museum of Art, Paris Mountain State Park, Cleveland Park Zoo, Cherokee Foothills Scenic Highway.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (furn. \$170, unfurn. \$140)...state sales tax is 4%.

Liquor Laws: Mini-bottle - 21.

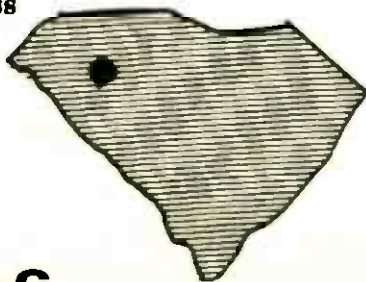
Salaries: Disc jockeys average \$150 - \$350.

Summary: The climate averages a moderate 52 in winter and 71 in the summer. Lake Hartwell provides skiing, sailing and fishing. The water is clean and pure.

AM

WASC	1510	Black Disco
WESC	660	Country
WFBC	1330	MOR
WHYZ	1070	Black
WKDY	1400	Country
WMRB	1490	Beautiful
WMMU	1260	Classical
WORD	910	Top 40
WQOK	1440	Top 40
WSPA	950	MOR

WESC	92.5	Beaut/Country
WFBC	93.7	MOR
WMUU	94.5	Block/Rel./Class
WSPA	98.9	Beautiful



**GREENVILLE
 SPARTANBURG, S.C.**

HARTFORD, CT.

☐ Rank - 52

Population: Metro 678,200/Total 2,377,200 [Black 6%]

Economy: Aircraft products, firearms, Government and of course, insurance.

Home of: University of Connecticut, University of Hartford College for Women, St. Joseph's College. Yale is closeby in New Haven.

Recommended Accomodations: Downtown Sheraton, Ramada Inn.

Cost of Living: Regular gasoline 58-60c...One bedroom apt. (furn. \$180, unfurn. \$140) state sales tax is a whopping 7%.

Liquor Laws: Liquor stores close at 8pm, and bars are open until 2am, 3am on weekends. The legal age is 18.

Salaries: Disc jockeys average \$150 - \$210 per week.

Summary: The weather in the summer can be rather unpredictable—90 degrees one day and 60 the next with rain. The winters are extremely cold with cloudy mist, snow and freezing rain. The people are conservative, characteristic to New England.

AM

WCCC	1290	AOR
WDRC	1360	Top 40
WEXT	1550	Country
WKND	1480	Soul
WPOP	1410	All News
WRCH	910	Beautiful
WRYM	840	Foreign
WTIC	1080	MOR
WRCQ	910	Oldies

FM

WCCC	106.9	AOR
WDRC	102.9	Top 40
WHCN	105.9	AOR
WKSS	95.7	Beautiful
WLVB	93.7	Spanish
WRCH	100.5	Beautiful
WTIC	96.5	Sports/MOR



HARTFORD, CONN.

HONOLULU, HAWAII

☐ Rank 53

Population: Metro 545,700/Total 669,400 [Japanese, 28%, Hawaiian, 12%, Filipino, 12%, Chinese, 7%]

Economy: Tourism, Military and Agriculture (sugar and pineapple).

Home of: University of Hawaii, Leeward Community College, Kaneohe MCAS, Wheeler AFB, Schoefield Barracks, Ft. Deruusy.

Recommended Accomodations: Outrigger, Kahala Hilton, Iikai, Hyatt Regency.

Special Places of Interest: Too many to list! The most obvious is Waikiki Beach and the various neighbor islands.

Cost of Living: High. Regular gasoline is 68c...one bedroom apt. (Furn. \$275, Unfurn. \$225)...state sales tax is 4%. Food is expensive.

Liquor Laws: Fairly liberal. Legal age is 18.

Salaries: Disc jockeys average \$2.40/hr. to \$1800/mo.

Summary: Hawaii is well known to be a cultural melting pot, with no ethnic group holding a majority. Kamaainas (transplanted mainlanders) are well accepted. 76 is the average temperature. Summer/Spring averages about 85 and balmy. January/February/March is the rainy season.

AM

KAHU	940	Country
KAIM	870	Religious
KCCN	1420	All Hawaiian
KGMB	590	MOR
KGU	760	Adult Contemp.
KHAI	1080	Hawaiian/40's
KHVH	1040	News
KIKI	830	Prog. AOR
KKUA	690	Top 40
KMVI	550	Adult Contemp.
KNDI	1270	Hawaiian
KOHO	1170	Japanese
KORL	650	Top 40
KPOI	1380	Beautiful
KUMU	1500	Beautiful
KZOO	1210	Japanese

FM

KAIM	95.5	Religious
KQMQ	93.1	AOR
KPOI	97.5	Beautiful
KUMU	94.7	Beautiful



HONOLULU, HAW.

HOUSTON, TEXAS

Rank - 13

Population: Metro 1,752,800/Total 2,377,200 [Black 6%]

Economy: Major economical support is derived from petroleum refining, chemicals & petrochemicals, fabricated metal products, non-electric machinery, food & kindred products, printing and publishing, mining, contract construction, transportation and allied services, wholesale and retail trade, finance, insurance, real estate, business and personal services.

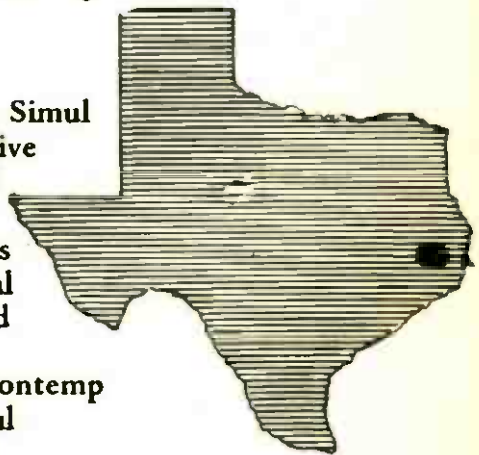
Summary: Houston's weather is generally mild. Normal daily maximum temperature in summer is 92, winter is 65, fall/spring is 80. Rainfall is abundant. From September through March, the penetration of polar air can plunge temperatures suddenly into the freezing range within hours. Houston has convenient public transportation and an excellent freeway system.

AM

KCOH	1430	Black
KENR	1070	Country
KIKK	650	Country
KILT	610	Adult Contemp
KLVL	1480	Spanish
KNUZ	1230	Country
KODA	1010	MOR
KPRC	950	MOR
KTRH	740	Talk
KULF	790	MOR
KXYZ	1320	Adult Contemp
KYOK	1590	Black

FM

KAUM	96.5	Disco
KIKK	95.7	Country Simul
KILT	100.3	Progressive
KLEF	94.5	Classical
KLOL	101.1	AOR
KLYX	102.1	All News
KODA	99.1	Beautiful
KQUE	102.9	Big Band
KRBE	104.1	Top 40
KRLY	93.1	Adult Contemp
KYND	92.5	Beautiful
KRBE	104.1	Top 40
KRLY	93.1	Adult Contemp
KYND	92.5	Beautiful



HOUSTON, TX.

INDIANAPOLIS, INDIANA

□ **Rank - 32**

Population: Metro 906,400/Total 1,820,300 [Black 20%]

Economy: Based on manufacturing—cars, electronics, pharmaceuticals, chemicals, paper products, metals, rubber and plastics. Also military employment.

Home of: Army Finance Center, Fort Benjamin Harrison, Butler University, Indiana Central College.

Recommended Accomodations: Downtown Hilton, Stouffers, Airport Hilton.

Special Places of Interest: Indianapolis Museum of Art, Indianapolis Motor Speedway, James Whitcomb Riley Home.

Cost of Living: Regular gasoline 57c...one bedroom apt. (Furn. \$200, Unfurn. \$170)...state sales tax 4%.

Liquor Laws: Brown bag is in effect here, and Sunday liquor sales are restricted to food establishments. Legal age is 21.

Salaries: Disc jockeys average \$200 - \$1200.

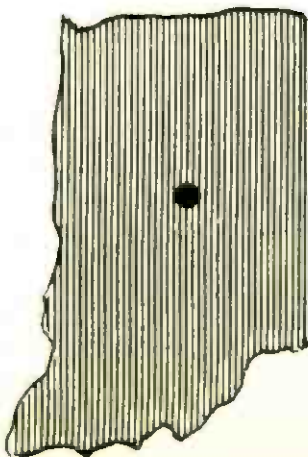
Summary: 65 is the median temperature, and the annual precipitation is 50". The people are generally conservative and becoming cosmopolitan. The majority of the people are Republican.

AM

WATI/810	Beautiful
WBRI/1500	Religious
WIBC/1070	Adult Contemp.
WIFE/1310	Top 40
WIRE/1430	Country
WNDE/1260	Top 40
WNTS/1590	News/Talk
WXLW/950	MOR

FM

WFBQ/94.7	Rock
WFMS/95.5	Adult Contemp.
WIFE/107.9	Country
WNAP/93.1	AOR
WTLC/105.7	Black
WXTZ/103.3	
WXTZ/103.3	Beautiful



INDIANAPOLIS, IND.

JACKSON, MISSISSIPPI

☐ Rank - 129

Population: Metro 225,600/Total 573,300 [Black 55%]

Economy: Electrical machinery is the largest manufacturing employment category. Food and kindred products rank second. Ranking third are stone, clay and glass products. Other economic support is derived from furniture, fixtures, apparel and other finished products. Jackson is also the headquarters for many oil and gas development concerns.

Home of: Jackson State University, Mississippi College, Belhaven College, Millsaps College, Tougaloo College, Westminster College.

Recommended Accomodations: Airways Inn, Downtowner Motor Hotel, Jackson Hilton.

Special Places of Interest: Old Capital Museum, New Capital, Petrified Forest, Jackson Zoological Park, Governor's Mansion, Education and Research Center of Mississippi.

Cost of Living: Regular gasoline 58.9c...one bedroom apt. (Furn. \$185, Unfurn. \$130)...state sales tax 5%...state income tax 3%.

Liquor Laws: Liquor stores are open from 10am to 10pm. Bars close at midnight, but the resort areas are open longer. The legal age is 21.

Salaries: Disc jockeys average \$150 - \$225/wk.

Summary: The summers are very hot and the winters are extremely cold. The people are rather conservative, although liberal compared to the rest of the state and much of the rest of the South. Jackson represents the progressive New South as well as the charm and gracious living of the Old South.



AM			FM		
WJDX	620	Adult Contemp.	WZZQ	102.9	AOR
WJQS	1400	Mod. Country	WJMI	99.7	Black
WJXN	1450	Gospel	WKXI	94.7	Black
WOKJ	1550	Black	WSLI	96.3	MOR
WRBC	1300	All News	WLIN		Easy
WSLI	930	MOR			Listening
WWUN	1590	Country			

JACKSONVILLE, FLORIDA

Rank - 55

Population: Metro 547,600/Total 744,600

Economy: Aside from being a port city, Jacksonville's major economical support lies in insurance, paper products and the Seaboard Railroad.

Home of: Florida Jr. College, Jacksonville University, University of Northern Florida, Edward Waters College, Jones College, May Port, The Gator Bowl.

Recommended Accomodations: Fox Fire Inn, Sea Turtle.

Special Places of Interest: Amelia Allan Plantation, Ft. Caroline.

Cost of Living: Regular gasoline is 54c...one bedroom apartment unfurnished is \$145...state sales tax is 4%.

Liquor Laws: Closing time is 2am, and only beer is sold on Sunday. The legal age is 18.

Salaries: Disc jockeys average \$5200 - \$27,000.

Summary: Jacksonville is "the bold new city of the south", as the people are both conservative and liberal. The winters are mild (average temp. of 67.8) and the summers are hot. The highways are excellent. Jacksonville has good educational TV and is a music oriented city.



JACKSONVILLE, FLA.

AM

WAFE	690	Top 40
WBIX	1010	Religious
WCGL	1360	Adult Contemp
WERD	1400	Gospel
WIVY	1290	Adult Contemp.
WJAX	930	MOR/News
WKTZ	1220	Beautiful
WOZN	970	Gospel
WPDQ	1460	R&B
WCMG	1090	Country Gold
WVOJ	1320	Country
WMBR	600	MOR

FM

WAIV	96.9	AOR
WIVY	102.9	Adult Contemp.
WJAX	95.1	Top 40
WKTZ	96.1	Beautiful
WCMG	99.1	Country

KANSAS CITY, MISSOURI

☐ Rank - 28

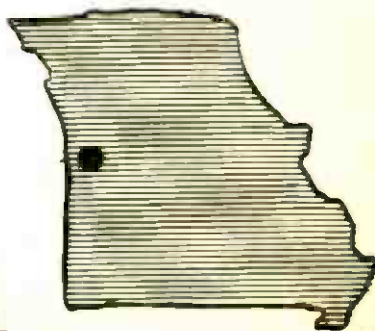
Population: Metro 1,066,400/Total 2,278,500 [Black 12.1%]

Economy: Major economical support comes from manufacturing (automobiles, greeting cards, wheat flour, etc.), regional distribution (rail, truck, warehousing, air freight), agribusiness (production agriculture, livestock, farm machinery).

Home of: Avila College, Central Missouri State College, William Jewell College, University of Kansas Medical Center, Rockhurst College.

Recommended Accomodations: Major chains.

Special Places of Interest: Nelson Gallery-Atkins Museum,



KANSAS CITY, MO.

Conservatory of Music, Starlight Theatre, Kansas City Philharmonic Orchestra.

Cost of Living: Regular gasoline 51.9 - 54.9c...one bedroom apt. (Furn. \$200, Unfurn. \$180)...state sales tax 3%...state income tax 5%.

Liquor Laws: Closing time for taverns is midnight, 2am for private clubs. The legal age for Missouri is 21, 18 for Kansas.

Salaries: Disc jockeys average \$7200 for non-union, \$14,310 for union.

Summary: The people are a cultural mix of East and West, and are open, friendly and honest. It is a clean city, intermediate in size yet diverse in entertainment, culture and quality of living. There are no natural attractions (mountains, ocean, etc.)

AM

KAYQ/1190	Mod. Country
KBEA/1480	Beautiful
KBIL/1140	Country
KCCV/1510	Religious
KCKN/1340	Country
KCMO/810	Adult Contemp.
KMBZ/980	Adult Contemp.
KPRT/1590	Black
WDAF/610	Adult Contemp.
WHB/710	Top 40
KUDL/1380	News

FM

KBEQ/104.3	Adult Contemp.
KCKN/94.1	Country
KMBR/99.7	Beautiful
KPRS/103.3	Black
KUDL/98.1	Disco
KWKI/93.3	AOR
KXRT/96.5	Classical
KYYS/102.1	AOR



KNOXVILLE, TENNESSEE

☐ Rank 78

Population: Metro 354,700/Total 720,200 [Black 8%]

Economy: Union Carbide, Aluminum Co. of America, wholesale and retail trade, and manufacturing.

Home of: University of Tennessee, Knoxville College, Marysville College, Associated Universities.

Recommended Accomodations: Hyatt Regency Knoxville.

Special Places of Interest: Smokey Mountain National Park, Tennessee Valley Authority Lakes, American Museum of Atomic Energy.

Cost of Living: Regular gasoline is 51.9c...One bedroom apt. (Furn. \$185, Unfurn. \$160)...state sales tax is 4½%, city sales tax is 2%, and there is no state income tax.

Liquor Laws: Legal age is 18. Stores close at 11pm, bars at 3am. Only beer on Sunday.

Salaries: Disc jockeys average \$125 - \$225.

Summary: The weather is mild with a year-round average temperature of 60 degrees, and there is an average winter snowfall of 13 inches. The people are extremely conservative—liquor has only been legal for the past 11 years. Knoxville was named the All-American City in 1965.

AM

WBIR	1240	All News
WETE	620	MOR
WIVK	850	Country
WJBE	1430	Black
WKGN	1340	Top 40
WKXV	900	Religious
WNOX	990	Adult Contemp.
WKVQ	1490	AOR
WSKT	1580	Religious

FM

WBIR	103.5	Country[Auto]
WEZK	97.5	Beautiful
WIVK	107.7	Country

**KNOXVILLE,
TENN.**



LANSING-E. LANSING, MICHIGAN □ Rank - 76
 Population: Metro 351,600/Total 521,700 [Black 7.7%]

Economy: Michigan State University is the basis of the economy, as well as the automobile industry, as three Oldsmobile plants are located here. Lansing is the capitol of Michigan, thus there are several employees working in the government offices.

Home of: Michigan State University, Lansing Community College.

Recommended Accomodations: Lansing Hilton, Hospitality Inn.

Special Places of Interest: Michigan State University Campus, numerous night clubs, state capitol building.

Cost of Living: Regular gasoline 53.0...One bedroom apt. (Furn. \$200, Unfurn. \$150)...state sales tax.

Liquor Laws: Legal age 18.

Salaries: Disc jockeys average \$150-\$250 per wk.

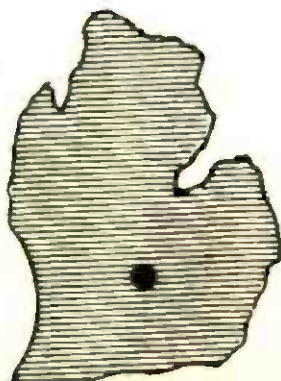
Summary: High percentage of white collar, professional workers. The population is primarily in the 18-24 age group, due to the high percentage of college students, as well as young auto factory workers.

AM

WILS	1320	Top 40
WITL	1010	Country
WVIC	730	Top 40
WJIM	1240	MOR

FM

WFMK	99.1	Auto/AOR
WILS	101.7	AOR/Top 40
WITL	100.7	Country
WJIM	97.5	Beautiful
WVIC	94.9	Top 40



**LANSING,
 EAST LANSING,
 MICH.**

LAS VEGAS, NEVADA

☐ Rank - 109

Population: Metro 248,000/Total 248,000 [Minority 16%]

Economy: Gaming, Entertainment, Tourism.**Home of:** Nellis AFB, University of Nevada, Clark County Community College.**Recommended Accomodations:** Caesar's Palace, Grand Hotel, The Dunes, The Plaza.**Special Places of Interest:** Hoover Dam, MGM and Hilton Hotels, Lake Mead, Mt. Charleston with skiing about 40 minutes away.**Cost of Living:** Regular gas is 53.9c...one bedroom apt. (furn. \$210, unfurn. \$185)...state sales tax is 3% and there is no state income tax.**Liquor Laws:** Open 24 hours, legal age is 21.**Salaries:** Disc jockeys generally \$350 - \$1000/mo.**Summary:** The climate is terrific, although sometimes it does get super-hot with a lot of wind and dust. The people have a good time.**AM**

KMBI	1400	All News
KDWN	720	Adult Contemp.
KENO	1460	Top 40
KLAV	1230	Beautiful
KLUC	1140	Top 40/AOR
KORK	920	MOR
KRAM	1340	Country
KVEG	970	Prog. Country

FM

KLUC	98.5	Top 40/AOR
KILA		Religious
KORK	97.1	Beautiful
KFMS	101.9	Stereo Rock
KTRI	92.3	Country
KXTZ	94.0	Beautiful

**LAS VEGAS, NEV.**

LEXINGTON, KENTUCKY

□ Rank - 122

Population: Metro 227,400/Total 475,200 [Black 12.3%]

Economy: Economy is strong, due to a widely diversified economic base. Important industries are construction, manufacturing, government, wholesale and retail, services, especially medical and agriculture. Lexington has the largest burley tobacco market in the world, and is a large producer of crushed limestone. It is an important livestock market, and its horse sales are the largest in America.

Home of: University of Kentucky, Transylvania College, Lexington Theological Seminary.

Recommended Accomodations: Campbell House, Ramada Inn, Hilton Inn.

Special Places of Interest: Thoroughbred horse farms, beautiful countryside, mansions dating from the Civil War.

Cost of Living: Regular gasoline 61.9c...one bedroom apt. (Furn. \$160, Unfurn. \$140)...state sales tax 5%...state income tax 2-6%, city tax 2%.

Liquor Laws: Close at 1am...legal age 21.

Salaries: Disc jockeys average \$7500-\$15,000, pick up outside "talent" money also.

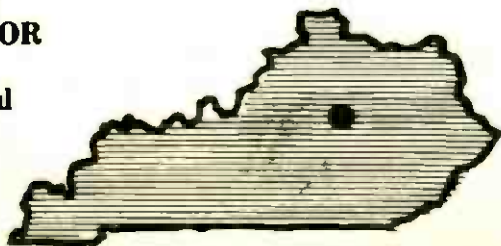
Summary: Lexington is a city surrounded by green rolling hills, with an absence of heavy industry. Its people have a higher level of education than the national average. The climate is temperate, however Lexington is subject to sudden and large changes of temperature and humidity. The months of September and October are the most pleasant of the year.

AM

WAXU	1580	Country
WBLG	1300	Adult Contemp.
WLAP	630	Adult Contemp.
WVLK	590	Top 40

FM

WAXV	103.1	Country
WKQQ	98.1	Tight AOR
WLAP	94.5	Rock
WVLK	92.9	Beautiful

**LEXINGTON,
KY.**

LINCOLN, NEBRASKA

☐ Rank - 168

Population: Metro 153,000/Total 248,700 [Black 35%, Mexican-American 12%]

Economy: Government, Union Pacific industrial tract, 27 home office insurance companies.

Home of: University of Nebraska, Nebraska Wesleyan University, Nebraska School of Religion, Union College.

Recommended Accomodations: The Villager, Clayton House.

Special Places of Interest: Sheldon Art Museum, Nebraska Historical Society Museum, State Capitol Building.

Cost of Living: Regular gasoline 56.0c - 57.0c...one bedroom apt. (Furn. \$175, Unfurn. \$160)...state sales tax 2½%.

Liquor Laws: Close 1am Mon. - Sat., closed Sunday. Legal age is 19.

Summary: Lincoln is the home of the University of Nebraska's Cornhusker football team. Lincoln has a rich cultural life, featuring programs by the Lincoln Symphony Orchestra, university music and drama departments, and fine art galleries. The climate is moderate in the summer, the winters are usually mild, with periods of severe cold.

AM

KECK/1530

Country

KFOR/1420

MOR

KLIN/1400

MOR

KLMS/1480

Top 40

FM

KBHL/98.3

Gospel

KFMQ/102

AOR

KFOR/102.7

MOR

KHAT/106.3

Country

KLIN/107.3

Beautiful



LINCOLN, NEB.

LITTLE ROCK-NO. LITTLE ROCK, ARK. Rank - 98
Population: Metro 284,200/Total 763,000 [Black 30%]

Economy: Manufacturing, agriculture, industrial (mining).

Home of: Little Rock AFB, 6 major colleges.

Recommended Accomodations: Camelot Inn, Holiday Inn Downtown.

Special Places of Interest: Many lakes and streams for water recreation.

Cost of Living: Regular gasoline 46-58c...one bedroom apt. (Furn. \$175, Unfurn. \$160)...state sales tax 3%.

Liquor Laws: Closed Sunday. Open 8am - 1am Mon. through Fri., close at midnight Sat.

Salaries: Disc jockeys average \$115 - \$350/wk.

Summary: Summers are hot and dry (92-103). Spring and falls are rainy. The winters are cold with rain and snow. Look out for tornadoes. The people are friendly and are becoming more and more progressive. Little Rock is a clean city, but the transportation system leaves a lot to be desired.

AM

KAAZ	1090	Top 40
KALO	1250	Black/Disco
KARN	920	News/Block
KLRA		Country
KSOH	1050	Religious
KOKY	1440	Black
KXLR	1150	Country
KARN		

FM

KARN	103.7	Adult Contemp.
KEZQ	94.1	Beautiful/Auto
KLAZ	98.5	Top 40



**LITTLE ROCK-
NORTH LITTLE ROCK,
ARK.**

LOS ANGELES-LONG BEACH-ANAHEIM, CA. □ Rank - 3
Population: Metro 6,907,400/Total 9,981,600 [Black 20%
Spanish American 20%]

Economy: Los Angeles is a leading manufacturing city (aircraft and related components, textiles and apparel, chemicals, motor vehicles, electrical machinery, clay and glass products, fabricated metal goods, furniture and fixtures. Economical support is also derived from construction and building, wholesale, retail, banking and insurance business, also agriculture.

Home of: USC, UCLA, Pepperdine, Loyola—more than 35 colleges and Universities in the area.

Recommended Accomodations: Beverly Wilshire, Century Plaza, Beverly Hills Hotel, Chateau Marmont, Sheraton Universal.

Special Places of Interest: Disneyland, Magic Mountain, Chinatown, Olvera Street, Angeles National Forest, nearby desert areas.

Cost of Living: Regular gasoline 60c...one bedroom apt. (Furn. \$250, Unfurn. \$200-250 up)...state sales tax 6%.

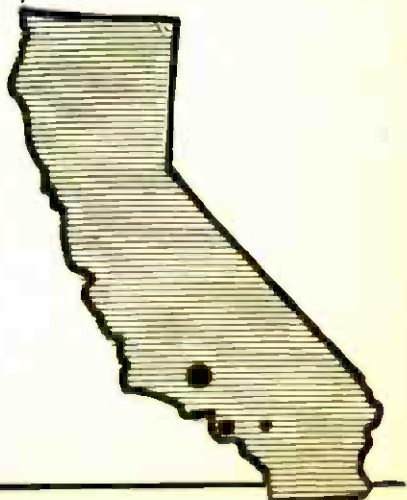
Liquor Laws: Close 2am. Legal age is 21.

Salaries: Disc jockeys average \$250/wk - \$150,000/yr.

Summary: Los Angeles is home for people from every walk of life, friendly and not so friendly. The climate is generally mild, and the annual precipitation is just enough to keep crops growing. There is a lot of traffic congestion and the smog can be unbearable at times. Los Angeles offers enormous opportunity for recreation, as it is centrally located near beaches, mountains and desert resorts such as Palm Springs.

AM

KABC	790	Talk
KALT	1430	Spanish
KBRT	740	MOR
KDAY	1580	Black
KEZY	1190	Top 40
KFAC	1330	Classical



KFI	640	MOR
KFOX	1280	Mod. Country
KFWB	980	News
KGBS	1020	Mod. Country
KGFI	1230	Black
KGIL	1260	MOR
KHJ	930	Top 40
KIEV	87	All Talk
KIIS	1150	Adult Contemp.
KLAC	570	Country
KMPC	710	MOR
KNX	1070	All News
KPOL	1540	Beautiful
KRLA	1110	Oldies
KWIZ	1480	Adult Contemp.
KWKW	1300	Spanish
KKAR	1220	Spanish

FM

KBCA	105.1	Jazz
KFAC	92.3	Classical
KIQQ	100.3	Tight AOR
KHOF	99.5	Religious
KJOI	98.7	Beautiful
KKDJ KIIS 	102.7	Adult Contemp.
KLOS	95.7	AOR
KMET	94.7	AOR
KNAC	105.5	AOR
KNX	93.1	Soft AOR
KOST	103.5	Beautiful
KPOL	93.9	Beautiful
KPPC	106.7	Gospel/Ethnic
KRTH	101.1	Auto/Oldies
KUFE	101.9	Jazz/Black
KWST	105.9	AOR
KXTZ	104.9	Beautiful
KUFM	94.3	Religious
KYMS	106.3	
KEZY	95.9	AOR
KJLH	102.3	Black
KBIG	104.3	Beautiful



LOUISVILLE, KENTUCKY

☐ Rank - 39

Population: Metro 723,100/Total 1,602,700 [Black 13%]

Economy: Major economical support comes from General Electric, Ford, Brown-Forman, American Air Filter, Brown-Williamson. There is a lot of tourism around Kentucky Derby time.

Home of: University of Louisville, Bellermine, Spalding, Jefferson Community College, Ft. Knox.

Recommended Accomodations: Executive Inn, Executive West, Galt House, Marriott.

Special Places of Interest: Churchill Downs, Ohio River, Bernheim Forest, Kentucky Fair and Exposition Center.

Cost of Living: Regular gasoline 50c...one bedroom apt. (furn. \$160, unfurn. \$120)...state sales tax 5%...state income tax 6%.

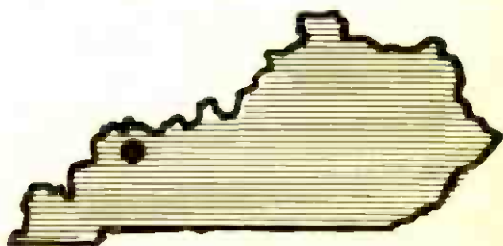
Liquor Laws: Closing time is 2am except for Sunday when only beer is sold. The legal age is 21.

Salaries: Disc jockeys average \$175 - \$700 wk.

Summary: The weather is moderate. The people are polite and hospitable...a combination of Yankee industry and Southern grace. Louisville has excellent recreational areas for boating, waterskiing, etc. Easy access to several larger cities.

AM		FM	
WAKY	790	Top 40	WNNS 97.5 All News
WAVE	970	Adult Contemp.	WCSN 99.7 Beautiful
WFIA	900	Religious	WVEZ 106.9 Beautiful
WHAS	840	MOR	WLRS 102.3 AOR
WHEL	1570	Religious/Block	WSTM 103.1 Disco
WINN	1240	Country	WQHI 95.7 Auto/ Top 40
WKLO	1080	Top 40	
WLOV	1350	Black	
WREY	1290	Block	
WTMT	620	Country	
WXVW	1450	Adult Contemp.	

**LOUISVILLE,
KY.**



MACON, GEORGIA

□ Rank - 146

Population: Metro 192,100/Total 414,500 [Black 55%]

Economy: Major economical support derived from manufacturing of food, tobacco, textiles, electrical machinery, stone, clay and glass, and the growing music industry.

Home of: Warner Robins AFB.

Recommended Accomodations: Macon Hilton, Sheraton Motor Inn.

Special Places of Interest: Ocmulgee National Park, The Hay House.

Cost of Living: Regular gasoline 56c...one bedroom apt. (furn. \$225, unfurn. \$160)...sales tax 3%.

Liquor Laws: Close at 2am except Sat. and Sun. when they close at midnight. Legal age is 18.

Salaries: Disc jockeys average \$150 - \$300/wk.

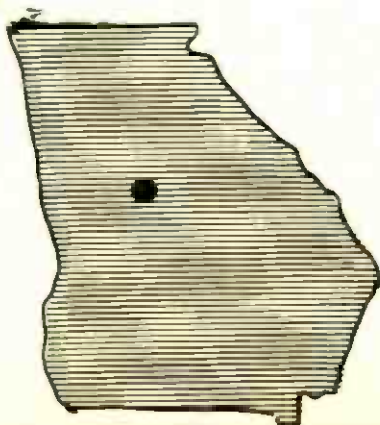
Summary: The people are extremely friendly "good ol' Georgia Folks." Macon has 4 distinct seasons, all mild.

AM

WAVC	1350	Religious
WBML	1240	Adult Contemp.
WCRY	900	Talk/MOR
WDEN	1500	Country
WIBB	1280	Black
WMAZ	940	Adult Contemp.
WNEX	1400	Top 40
WQCK	1600	Modern Country

FM

WCRY	107.9	Beautiful
WDEN	105.3	Country
WMAZ	99.1	Auto Solid Gold
WRBN	101.7	Top 40

**MACON, GA.**

MADISON, WISCONSIN

☐ Rank - 111

Population: Metro 251,500/Total 458,300 [Black 1.5%]

Economy: The economy is supported by two main things: the University of Wisconsin, home of over 30,000 students, is located in Madison; and also the state capital and numerous government offices and employees are located here. Wisconsin itself is a heavy dairy farming state, which also influences the city's economy.

Home of: University of Wisconsin.

Recommended Accomodations: Ramada Inn, Holiday Inn.

Special Places of Interest: Capital Building, University of Wisconsin, many nice lakes and countryside.

Cost of Living: Regular gasoline 53.9c...one bedroom apt. (Furn. \$200, Unfurn. \$180)...state sales tax 4%, state income tax 4%.

Liquor Laws: Close at 2am; Saturday 2am; Sunday, open.

Salaries: Disc jockeys average \$110 - \$200 a week.

Summary: Madison is found in a nice, green part of the country with its many surrounding lakes and scenic farmland providing a nice, quick escape from the city. In the city the university helps to bring in intellectual and cultural stimulus.

AM

WGEZ/1490

AOR

WIBA/1310

Beautiful

WISM/1480

AOR

WMAD/1550

Country

WTSO/1070

Country

FM

WIBA/101.5

AOR

WISM/98.1

Auto/Oldies

WLVE/94.9

Beautiful

WMAD/106.3

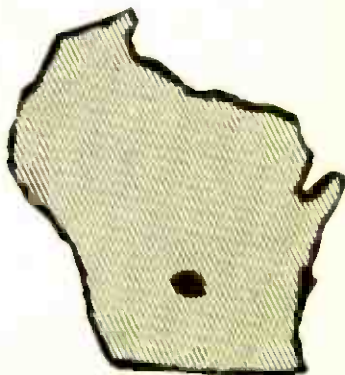
Country

WYXE/92.1

AOR

WZEE/104.1

Top 40



MADISON, WISC.

MELBOURNE-TITUSVILLE-COCOA, FLA. Rank - 144
Population: Metro 205,300 /Total 243,200 [Black 3%]

Economy: Kennedy Space Center-NASA, Patrick AFB, Tourism (Disneyworld, Sea World), and various light industries like Harris Communications, Collins Radio, Cadillac Gage and a number of subcontractors for the Space Program. Also, Port Canaveral is the only deep water port in east central Florida.

Home of: Brevard Community College, Florida Institute of Technology, Florida Technological University.

Recommended Accomodations: Any of the major chains.

Special Places of Interest: Kennedy Space Center, Disneyworld.

Cost of Living: Regular gasoline 59c...one bedroom apt. (furn. \$195, unfurn. \$195) state sales tax 4%...no state income tax. No Fault Auto Insurance.

Liquor Laws: Legal age is 18.

Salaries: Disc jockeys approx. \$100 - \$160/wk.

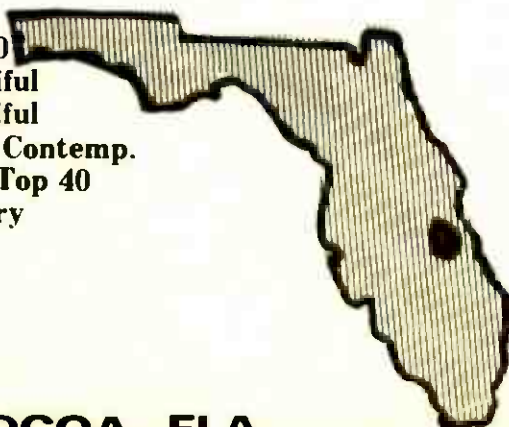
Summary: The weather is tropical year-round, and the people maintain an easy going attitude.

AM

WEZY	1350	Top 40
WKKO	860	Top 40
WMEL	920	Top 40
WMMB	1240	MOR
WRKT	1300	Adult Contemp.
WRMF	1060	Adult Contemp.
WTAI	1560	Modern Country
WWBC	1510	Country

FM

WCKS	101.1	Top 40
WEZY	99.1	Beautiful
WRKT	104.1	Beautiful
WRMF	98.0	Adult Contemp.
WTAI	107.0	Auto/Top 40
WYRL	102.3	Country



**MELBOURNE -
TITUSVILLE-COCOA, FLA.**

MEMPHIS, TENNESSEE

☐ Rank - 41

Population: Metro 693,000/Total 1,795,800 [Ethnic 38.9%]

Economy: Hardwood lumber and cotton are the principal products of this distribution center of the Mid-South. Memphis is home of Holiday Inns, Plough, Inc., and Cook Industries, a major grain exporter.

Home of: Eight colleges (Memphis State University is the largest), 5 vocational training schools, and Millington Air Station.

Recommended Accomodations: Hyatt Regency-Airport, Holiday Inn-Rivermont.

Special Places of Interest: Libertyland Theme Park, Overton Square entertainment center, Delta Queen Steamboat, Elvis Presley Home.

Cost of Living: Regular gasoline 55c...one bedroom apt. (Furn. \$220, Unfurn. \$157)...state sales tax 4½%...state income tax - none...local sales tax 1½%.

Liquor Laws: Legal age 18. Liquor is served by the drink in licensed places.

Salaries: Disc jockeys average \$200/wk. - \$30,000/yr.

Summary: Memphians have built a city that still maintains the charm and courtesy of the old South while being moderate in political affairs and relatively open to new ideas. There exists a new spirit among the young people here to develop the mid-city area as a haven for entertainment, living and working activities. The summers are very hot and humid and the winters are mild. The spring and fall seasons seem to blend into summer and winter respectively. There are more churches than service stations.

AM

KSUD/730

KWAM/990

WDIA/1070

WHBQ/560

WLOK/1340

Religious

Religious

Black

Top 40

Black

**MEMPHIS,
TENN.**



WMC/790	Country
WMPS/680	Top 40
WMQM/1480	Country
WREC/600	Adult Contemp.
WWEE/1430	Talk
FM	
KWAM/101.1	Country
WEZI/105.9	Beautiful
WMC/99.7	Progressive
WQAD/104.5	Adult Contemp.
WZXR/102.7	Country

MIAMI, FLORIDA

Rank - 24

Population: Metro 1,222,700/Total 2,436,800 [Black 15%]

Economy: The mainstay of the economy is travel and tourism, followed closely by the aviation industry and light manufacturing. Miami is a center for Pan-American finance and insurance with 76 banks, 15 savings and loan associations and a branch of the Federal Reserve Bank.

Home of: The Miami-Dade Community College and the Florida International University.

Recommended Accomodations: All major chains available, along with the more exclusive hotels on Miami Beach.

Special Places of Interest: Ring Theatre, Miami Philharmonic, Miami Ballet Company, Miami Beach Symphony, The Bass Museum, and the Lowe Museum.

Cost of Living: Regular gasoline is 55c...there are very few one bedroom furnished apartments...unfurnished cost about \$215, but because it is a seasonal town, rents change considerably. State sales tax is 4% and there is no income tax.

Liquor Laws: Legal age is 18. Discos close at 1am, but bars and private clubs close at 6am.



MIAMI, FLA.

Salaries: Disc jockeys average \$300/wk. - \$35,000/yr.

Summary: The Miami weather is subtropical. The winters are mild and dry and the temperature ranges from 59 to 76. During the warm summer months (90 degrees) the city gets most of its annual precipitation of 60 inches, and it is humid. Night life is active on the beach, and the city is taking on more and more of a cosmopolitan atmosphere.

AM

WCMQ	1220	Spanish
WFAB	990	Spanish
WFUN	790	Beautiful
WGBS	710	MOR
WINZ	940	All News
WIOD	610	MOR
WKAT	1360	News/Talk
WMBM	1490	Black
WOCM	1450	MOR
WQAM	560	Top 40
WQBA	1140	Spanish
WRHC	1550	Spanish
WVCG	1080	MOR
WWOK	1260	Mod. Country

FM

WAIA	97.3	Adult Contemp.
WBUS	93.9	AOR/Jazz
WCMQ	92.1	Spanish
WEDR	99.1	Black
WIGL	107.5	Prog. Country
WINZ	94.9	AOR
WLYF	101.5	Beautiful
WMJX	96.3	Top 40
WTMI	93.1	Classical
WYOR	105.1	Beautiful



MILWAUKEE, WISCONSIN

☐ Rank - 21

Population: Metro 1,163,500/Total 1,757,500

Economy: Manufacturing—diesel and gasoline engines, outboard engines, motorcycle parts, tractors, and automotive parts—and let us not forget the breweries.

Home of: Wisconsin-Milwaukee University, Marquette, Milwaukee School of Engineering, Alverno, Cardinal Stritch, Concordia, Mount Mary.

Recommended Accomodations: Pfister or Marc Plaza Hotels.

Special Places of Interest: Lake Michigan for summer sports, Museum of Natural History, Milwaukee Zoo.

Cost of Living: Regular gasoline 54c...one bedroom apt. (Furn. \$200-275, Unfurn. \$175-250)...state sales tax 4%.

Liquor Laws: Close 2am. Legal age 18.

Salaries: Disc jockeys average \$125-\$300/wk.

Summary: The summers are hot and the winters are severely cold. The city has a small town atmosphere with conservatism prevailing. The crime rate is low and there is a widespread interest in art and education.

AM		FM	
WAWA/1590	Black	WAWA/102.1	Black
WBKU/1470	MOR	WBCS/102.9	Country
WEMP/1250	Top 40	WBKU/92.5	MOR
WISN/1130	Adt Contemp.	WBON/107.7	Religious
WNOV/860	Black	WEZW/103.7	Beautiful
WOKY/920	Top 40	WFMR/98.3	AOR
WRIT/1340	News	WISN/97.3	Beautiful
WTMJ620	Adt Contemp.	WNUW/99.1	Beautiful
WYLO/540	Ethnic	WTMJ/94.5	Top 40
WZUU/1290	Top 40	WQFM/92.9	AOR
		WZFM/98.3	AOR
		WZUU/95.7	Top 40



MILWAUKEE, WISC.

MOBILE, ALABAMA

□ Rank - 90

Population: Metro 309,700/Total 632,100 [Black 30%]

Economy: Based on shipbuilding, chemicals, paper products, forest products, cement, roofing, paints, aluminum, oil aircraft engines and metal.

Home of: University of Southern Alabama, Spring Hill College, Mobile College, S.D. Bishop State Junior College, U.S. Coast Guard.

Recommended Accomodations: Major chains.

Special Places of Interest: Bellingrath Gardens, USS Alabama, Historic Homes.

Cost of Living: Regular gasoline 56c...one bedroom apt. (Furn. \$175, Unfurn. \$150)...city and sales tax 6%.

Liquor Laws: State stores, bars closed Sundays. Legal age is 18.

Salaries: Disc jockeys average about \$175.

Summary: The people come from old Southern families, and the rest are country folks. They are very conservative. The winters are pleasant with no snow, but the summers are hot and very humid. Mobile is a pretty city with nice beaches.

AM

WABB/1480

WGOK/900

WKRK/710

WLIQ/1360

WMOB/840

WMOO/1550

WUNI/1410

WKSJ/1270

Top 40
Black
MOR
Country
Adult Contemp.
Gospel
Country
Auto/Top 40

FM

WABB/97.5

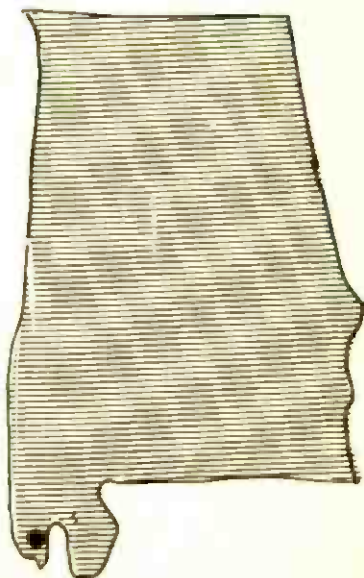
WGOK/92.1

WKRK/99.9

WKSJ/94.9

WLPR/96.1

AOR
Black
Block
Country
Beautiful



MOBILE, ALA.

MONTGOMERY, ALABAMA

□ Rank - 142

Population: Metro 188,800/Total 466,100 [Black 34%]

Economy: Montgomery's economic base is agricultural and military.

Home of: Maxwell AFB, Auburn University at Montgomery, Troy State at Montgomery, Alabama State University, Huntington College.

Recommended Accomodations: Governor's House Motel, Downtowner, any of 3 Holiday Inns.

Special Places of Interest: State Capital Complex, First White House of Confederacy, Union Station.

Cost of Living: Regular gasoline 49-51c...one bedroom apt. (Furn. \$200, Unfurn. \$150)....state sales tax 4%...state income tax 5%.

Liquor Laws: State stores; mixed drinks available at most eating establishments.

Salaries; Disc jockeys average \$125 - \$200/wk.

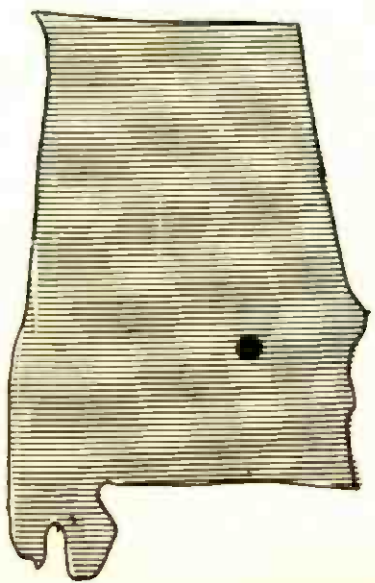
Summary: Montgomery is cold in the winter, and super hot in the summer. It is a friendly town, small enough to know most people, although being the state capital probably keeps things too tight. There is no air pollution.

AM

WBAM	700	Mod. Country
WCOV	1170	MOR
WETU	1250	Country
WHHY	1440	Top 40
WMGY	800	Religious
WPXC	1410	Country
WRMA	950	Top 40
WQTY	1000	MOR
WXVI	1600	Black

FM

WHHY	101.9	Solid Gold/Auto
WFMI	98.9	Beautiful
WKLH	92.3	Top 40/MOR
WMGZ	103.0	Beautiful



**MONTGOMERY,
ALA.**

NASHVILLE-DAVIDSON, TENN.

□ Rank - 51

Population: Metro 603,600/Total 1,280,900 [Black 5%]

Economy: The printing industry is first, followed closely by the music industry, and also tourism.

Home of: Vanderbilt University, Peabody College, Scarritt College, McHarry Medical College, Fisk University, Belmont College, David Lipscomb College and 35 other colleges.

Recommended Accomodations: Major chains.

Special Places of Interest: Opryland, Grand Ol' Opry, State Capital, Hermitage (home of Andrew Jackson).

Cost of Living: Regular gasoline is 49.9c...one bedroom apt. (furn. \$165, unfurn. \$125)...state sales tax is 6%, and there is no state income tax.

Liquor Laws: Legal age is 18.

Salaries: Disc jockeys average \$150 - \$300.

Summary: The people are friendly, easy going and metropolitan. The weather is cold and snowy in the winter and hot in the summer. There are lots of parks and lakes with plenty of recreation. Nashville, the capital of Tennessee, is considered the home base of the Country Music biz.

AM

- WAMB 1190 Big Band**
- WENO 1430 Country**
- WHIN 1010 Top 40**
- WKDA 1230 Country**
- WLAC 1510 Top 40**
- WMAK 1300 Top 40**
- WMTS 810 Country**
- WNAH 1360 Gospel**
- WSIX 980 Adult Contemp.**
- WSM 650 Adult Contemp.**
- WVOL 1470 Black**

FM

- WCOR 107.3 Talk/MOR**
- WHIN 104.5 Solid Gold**
- WKDA 103.3 AOR**
- WLAC 105.9 MOR**
- WSIX 97.9 Country**
- WSM 95.5 Soft AOR**
- WMTS 96.3 Adult Contemp.**

**NASHVILLE,
TENN.**



NEW HAVEN-WATERBURY, CONN. Rank - 49
 Population: Metro 344,200/Total 924,100 [Black 26%,
 Spanish American 4%]

Economy: Major economic support from: Olin, Sargent, Armstrong Tires, Sero & Gant, Pratt & Whitney Aircraft, Southern New England Telephone, Penn Central, Schick Razor.

Home of: Yale, Southern Connecticut State College, University of New Haven, Albertus Magnus College, Quinnipac College.

Recommended Accomodations: 2 Holiday Inns, Sheraton Park Plaza, Ramada Inn.

Special Places of Interest: Peabody Museum of Natural History, Shubert Theatre, East Haven Trolley Museum, Yale Repertory and Long Wharf Theatres, Historic New Haven Green.

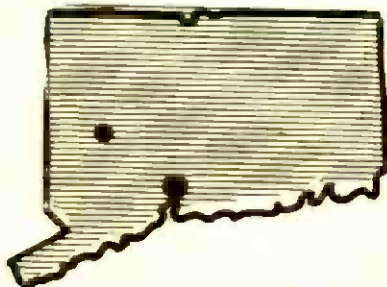
Cost of Living: Regular gasoline 57.9c...one bedroom apt. (Unfurn. \$195-\$235)...state sales tax 7%, and there is no state income tax.

Liquor Laws: Legal age is 18. Closing time is 1am weeknights, 2am weekends. Some open Sunday.

Salaries: Disc jockeys \$125 - \$400/wk.

Summary: The people are generally conservative. New Haven offers diverse cultural activities and opportunities. Relative proximity to Hartford, Boston, and New York. Excellent health facilities (Yale, New Haven and St. Raphael's Hospitals.) A lot of air pollution. The summers are hot and humid, and the winters are cold but rarely severe.

AM		FM	
WADS/690		MOR WIOF/104.1	Country
WATR/1320		MOR WKCI/101.2	Beautiful
WAVZ/1300		Top 40 WPLR/99.1	AOR
WCDQ/1220		Country	
WELI/960		MOR	
WFIF/1500		Top 40	
WNHC/1340	Adult Contemp.		
WOWW/1380	Solid Gold		
WWCO/1240	Top 40		



**NEW HAVEN -
 WATERBURY, CONN.**

NEW YORK, NEW YORK

Rank - 1

Population: Metro 13,292,800/Total 16,798,700 (black 30%)

Economy: Apparel, printing and publishing, jewelry, silverware, notions, retail and tourism are New York's major economical supports. The Port of New York is the most active in the US.

Home of: CU of New York(10 colleges), Brooklyn Law, Mt. St. Vincent, Columbia University, Cornell Medical, Albert Einstein Medicine, Fordham, Julliard, Long Island, Manhattan College, New York College, Pace, Pratt.

Recommended Accomodations: Too many to mention, but most are great.

Special Places of Interest: Metropolitan Museum, American Museum of Natural History, The World Trade Center...there are so many!

Cost of Living: Very high. Regular gasoline is 62c, one bedroom apt in the city is approx. \$500...and the state sales tax is way up there at 8%.

Liquor Laws: Very liberal—sold 7 days a week. Legal age is 18.

Salaries: Disc jockeys average \$20,000 - \$100,000.

Summary: The summers are hot and very humid, and the winters are brisk and snowy. New York is a melting pot for all walks of life. New York is a cultural center. It is smoggy, congested and the crime rate is very high.



NEW YORK, N.Y.

AM		
WABC	770	Top 40
WADO	1280	Spanish
WCBS	880	All News
WEVD	1330	Ethnic
WHN	1050	Country
WJIT	1480	Spanish
WINS	1010	All News
WLIB	1190	Ethnic
WMCA	570	Talk
WNBC	660	Adult Contemp.
WNEW	1130	Adult Contemp.
WOR	710	Block/MOR
WPAT	930	Beautiful
WQXR	1560	Classical
WVNJ	620	Beautiful
WWDJ	970	Religious
WWRL	1600	Black

FM		
WBLS	107.5	Black
WCBS		Oldies
WKTV		Soft Rock
WNWS	97.1	All News
WNCN	104.3	Classical
WNEW		AOR
WXLO	98.7	Top 40
WPAT	93.1	Beautiful
WPIX	101.9	Top 40
WPLJ	95.5	Tight AOR
WQXR	96.3	Classical
WRFM	105.1	Beautiful
WTFM	103.5	Beautiful
WVNJ	100.3	Beautiful
WRVR	106.7	Jazz



NEW ORLEANS, LOUISIANA

□ Rank - 33

Population: Metro 863,100/Total 1,644,900 [Black 45%]

Economy: Industries include: Shipbuilding, food processing, petroleum refining, primary metals production. The commercial sector is composed of almost 15,000 firms with employment leaders being services, retailing and water transportation. Over 15 percent of the total employment in the eight-parish region is in the public school sector-local, state, and federal government...tourism also plays a part in the economy.

Home of: There are almost 600 educational institutions in the New Orleans Region. Some of the largest are: The University of New Orleans, Tulane University, Loyala University, Southern University in New Orleans, Tulane University, Louisiana State Medical Centre, etc.

Recommended Accomodations: The Marie Antoinette (the Quarter), Howard Johnson's (near airport).

Special Places of Interest: Numerous...some of the most popular are: The French Quarter, Louisiana Superdome (seating capacity 100,000), The Marina, etc.

Cost of Living: Regular gasoline 56.9c...one bedroom apt. (Furn. \$200, Unfurn. \$160)...state sales tax 3% to 6%...state income tax 2% to 6%...local property taxes are among the lowest in the nation.

Salaries: Disc jockeys from \$175 per wk. to \$50,000 per yr.

Summary: New Orleans is located about 100 miles above the mouth of the Mississippi River. The climate is semi-tropical with the surrounding water modifying the temperatures and decreasing the range between extremes. The Mardi Gras and the Sugar Bowl are two of the most important events of the year here. The people of the city get very involved in both traditionally.



NEW ORLEANS, LA.

AM		FM	
WBOK/1230	Black	WBYU/95.7	Beautiful
WGSO/1280	MOR	WEZB/97	Beautiful
WNNR/990	Black	WNOE/101.1	AOR
WNOE/1060	Top 40	WQUE/93.3	Auto/Top 40
WNPS/1450	Mod. Country	WRNO/99.5	AOR/Top 40
WSHO/800	Mod. Country	WWL/101.9	Beautiful
WSMB/1350	Talk/MOR	WXEL/105.3	Black
WTIX/690	Top 40	WYLD/98.5	Black
WVOG/600	Religious		
WWL/870	MOR/Block		
WYLD/940	Black		

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VIRGINIA ☐ Rank - 50
 Population: **Metro 864,600/Total 1,071,800 [Other 28%]**

Economy: Major economic support comes from Military installations (Norfolk Naval Bases, Naval Air Station, Portsmouth Naval Shipyard), shipbuilding and drydock, Ford Motor Co., and tourism.

Home of: Old Dominion University, Norfolk State College, Va. Wesleyan College, Tidewater Community College, Army Staff College, Christopher Newport College, Hampton Institute.

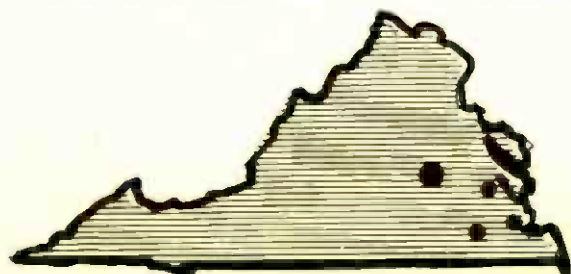
Recommended Accomodations: Holiday Inn, Scope, Omni International.

Special Places of Interest: Historical areas of Williamsburg, Jamestown and Yorktown, McArthur Memorial.

Cost of Living: Regular gasoline 50.2c...one bedroom apt. Furn. 210, Unfurn. \$180...state sales tax 4%.

Liquor Laws: Legal age is 18. Open on Sundays, and there is a brown bag law.

Salaries: Disc jockeys average \$125/wk. - \$25,000/yr.



Summary: The cities are not typically "Southern", although they are generally conservative politically. A lot of transient and retired military people. The winters are mild, and the summers are hot and humid.

AM		FM
WCMS 1050	Mod. Country	WCMS 100.5 Mod. Country
WGH 1310	Top 40	WFOG 92.9 Beautiful
WKLX 1350	News	WGH 97.3 Top 40
WNOR 1230	Top 40	WNOR 98.7 AOR
WPCE 1400	Black	WQRK 104.5 Top 40/Auto
WPMH 1010	Religious	WKEZ 95.7 Beautiful
WRAP 850	Black	WOWI 102.9 AOR
WTAR 790	Adult Contemp.	WXRI 105.0 Religious
WTID 1270	Auto/Country	
WVEC 1490	MOR	

OKLAHOMA CITY, OKLAHOMA ☐ Rank - 49
 Population: Metro 611,400/Total 1,315,800 [Black 3%]

Economy: Based on oil, agriculture and aerospace. A lot of oil processing machinery and oil field equipment are manufactured here. There are also flour mills, meat packing plants, iron foundries, steel mills, and printing and publishing plants. Cattle is also a major factor.

Home of: Oklahoma City University, University of Oklahoma at Norman (32 miles away), Oklahoma State University (60 miles away), Tinker AFB.

Recommended Accomodations: Major chains.

Special Places of Interest: Cowboy Hall of Fame, Oklahoma City Zoo and a lot of really nice parks.

Cost of Living: Regular gasoline 55c...one bedroom apt. (Furn. \$165, Unfurn. \$145)...state sales tax 4%.

Liquor Laws: Legal age is 21. Brown bag law, in private clubs, bars Sunday - open til midnight.



**OKLAHOMA CITY,
OKLA.**

Salaries: Disc jockeys - maximum is \$700/wk.

Summary: The people are conservative and attend church regularly. The summers are hot and muggy and the winters are cold with a fair amount of snow. Most of the people come from a farm background.

AM		FM	
KBYE 890	Religious	KAFG 102.7	Oldies/Top 40
KJEM 800	Black	KEBC 94.7	Country
KLPR 1140	Country	KFJL 98.9	Black
KNDR 1400	Top 40	KFNB 101.9	Beautiful
KOCY 1340	MOR	KKNG 92.5	Beautiful
KOMA 1520	Top 40	KJAK 100.5	Country
KTOK 1000	MOR	KXXY 96.1	Top 40
WKY 930	Contemp.	KOFM 104.1	Adult Contemp.
WNAD 640	Country	KWHP 97.7	Adult Contemp.
		KGOU 106.3	AOR

OMAHA, NEBRASKA

Rank 63

Population: Metro 457,500/Total 1,346,600 [Black 12%]

Economy: Based on Insurance (Mutual of Omaha), Railroad (Union Pacific), Western Electric.

Home of: SAC Headquarters, University of Nebraska at Omaha, Creighton.

Recommended Accomodations: Major chains.

Special Places of interest: Merrits Beach, Joslyn Museum, Aerospace Museum nearby in Lincoln.

Cost of Living: Regular gasoline 52-61c...one bedroom (Furn. \$175, Unfurn. \$160)...4% sales tax.

Liquor Laws: During the week and Saturday, open 8am - 1am, Sunday after 4pm you can only buy beer. No brown bag.

Salaries: Disc jockeys average \$120 - \$350.

Summary: The summers are hot and humid, with regular rain. (Good growing weather.) The winters are rough. There is at least 1 tornado a year. The people are conservative and it is a very wealthy city.



OMAHA, NEB.

AM			FM		
KFAB	1110	MOR	KGOR	99.9	Top 40[Auto]
KLNG	1490	News	KFMX	92.3	Beautiful
KOIL	1290	Top 40	KOIL	96.1	Top 40
KOOO	1420	Country	KOOO	104.5	Country
KOWH	660	Religious/MOR	KOWH	94.1	Black
KRCB	1560	Adult Contemp.	KQKQ	98.5	AOR

ORLANDO, FLORIDA □ Rank - 64
 Population Metro 485,400/Total 1,170,300 [Black 13%]

Economy: Economic support is derived from tourism, citrus, construction, finance, insurance, industry.

Home of: McCoy AFB, Florida Technological University, Rollins College, Seminole Community College, Valencia Community College.

Recommended Accomodations: Langford Hotel, Hyatt House.

Special Places of Interest: Disneyworld, Sea World, Circus Hall of Fame, Star Hall of Fame.

Cost of Living: Regular gasoline 53.9...one bedroom apt. (Furn. \$160, Unfurn. \$135)...state sales tax 4% and no state income tax.

Liquor Laws: Open till 5am. Legal age is 18.

Salaries: Disc jockeys average \$150 - \$300/wk.

Summary: Location, beauty, diversified economic base, climate and human resources. These are the ingredients that make a community great, and Orlando seems to have them all.

AM		
WNBE	1440	News
WDBO	580	MOR
WHOO	990	Mod. Country
WKIS	740	MOR
WLOF	950	Top 40
WOKB	1600	Black
FM		
WDBO	92.3	Beautiful
WDIZ	100.3	Top 40
WHOO	96.5	Beautiful
WLOQ	103.1	Classical
WORJ	107.7	AOR
WBJW	105.1	Top 40



ORLANDO, FLA.

PENSACOLA, FLORIDA

☐ Rank - 131

Population: Metro 226,900/Total 400,800 [Black 50%]

Economy: Major economic support comes from State, County, Local Govt., Federal Govt. (Military), Monsanto Textile Co., St. Regis Paper Co., Armstrong Cork Co., American Cyanimid Co., Vanity Fair Inc., Westinghouse.

Home of: NAS Naval Base, Whiting Field, Corry Field, University of West Florida, Pensacola Jr. College, Saufley Field.

Recommended Accomodations: Major chains.

Special Places of Interest: Seville Square Historical District, Quayside Thieve's Market, Rosie O' Grady's Entertainment Complex.

Cost of Living: Regular gasoline 55c...one bedroom apt. (Furn. \$165, Unfurn. \$150)...no state income tax, and no city or county taxes on personal income or sales.

Liquor Laws: No liquor on Sundays until 1pm, open 24 hours other days. Legal age is 18.

Salaries: Disc jockeys average \$150/wk.

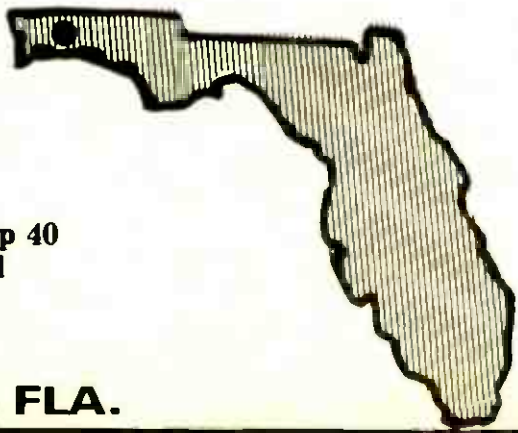
Summary: Pensacola is primarily made up of military families, although there are many natives who were born there and never left. There is presently a large portion of Vietnamese due to the military camp which houses refugees. It is a very friendly town. Pensacola is located in a warm temperate zone, and its climate is typical of the region along the upper Gulf Coast. The winters are mild and the summer heat is tempered by the prevailing winds from the Gulf of Mexico.

AM

- WBOP 980 Black**
- WBSR 1450 Top 40**
- WCOA 1370 MOR**
- WNVY 1230 Country**
- WPFA 790 Country**
- WVIX 610 Gospel**

FM

- WBOP 101.5 Black**
- WJLQ 100.7 Auto/Top 40**
- WMEZ 94.1 Beautiful**



PENSACOLA, FLA.

PEORIA, ILLINOIS

□ Rank - 100

Population: Metro 280,600/Total 478,600 (Black 7½)

Economy: Major economic support derived from manufacturing—Caterpillar Tractor Co.

Home of: Bradley University, Illinois Central College, Peoria School of Medicine of the University of Illinois.

Recommended Accomodations: Peoria Hilton, Caroline Motor Lodge and major chains.

Special Places of Interest: Proctor Recreation Center, Observation Tower, Wildlife Prairie Park, Peoria Rake, Bibb Gallery for Art, Lakeview Center for the Arts and Sciences.

Cost of Living: Regular gasoline 57.9c...one bedroom apt. (Furn. \$210, Unfurn. \$195)...state sales tax 5%.

Liquor Laws: Closed until 1pm Sunday—some 4am licenses.

Salaries: Disc jockeys average \$155-\$250.

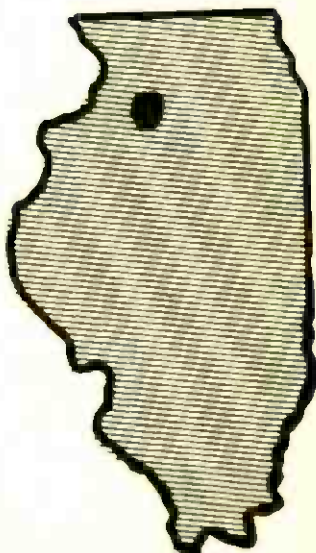
Summary: The summers in Peoria are very hot (115) and the winters are super cold (20 below). It is a heavy industrial city, and the people are very conservative. There are problems with the public schools right now.

AM

WIRL	1290	Top 40
WMBD	1470	MOR
WPEO	1020	Religious
WSIV	1140	Beautiful
WXCL	1350	Country

FM

WMBD	93.3	Auto Rock
WSIV	95.3	Beautiful
WSWT	106.9	Beautiful
WWCT	105.7	Beautiful
WZRO	104.9	Country



PEORIA, ILL.

PHILADELPHIA, PENN.

Rank - 4

Population: Metro 3,926,100/Total 6,620,900 [Black 36%]

Economy: The Port of Philadelphia is the largest fresh water harbor in the world, and the nation's foremost foreign trade center, serving 300 ports in 10 countries. Major economic support also comes from manufacturing machinery, chemical food products, and apparel.

Home of: 76 colleges, including the University of Pennsylvania.

Recommended Accomodations: Major chains.

Special Places of Interest: Independence Hall, Liberty Bell, Liberty Trail, Benjamin Franklin Memorial.

Cost of Living: Regular gasoline 53c...one bedroom apt. (Furn. \$250, Unfurn. \$175)...state sales tax is 1%.

Liquor Laws: Bars close at 2am. State stores close at 7pm.

Salaries: Disc jockeys average \$150 - \$500.

Summary: Philadelphia is a super city for music. The people are friendly and very aware. There are lots of funky restaurants, the beaches are great and the weather isn't that bad.

AM

← KFW	1060	News
← WCAU	1210	News
WFIL	560	Top 40
WFLN	900	Classical
WHAT	1340	Black
-WIBG	990	Adult Contemp
WIP	620	Adult Contemp
-WPEN	950	Oldies
WRCP	1540	Country
WTMR	800	MOR
WTEL	860	Ethnic/Relig.

FM

← WCAU	98.1	Disco
WDAY	105.3	Black AOR
WDVR	101.1	Beautiful
WFLN	95.7	Classical
← WIFI	92.5	Top 40
WIOQ	102.1	AOR
WMMR	93.3	AOR
WPBY	98.9	Beautiful
← WMGK	102.0	Soft AOR
WRCP	104.5	Country
WWDB	96.5	All Talk
WWSH	106.1	Beautiful
WYYP	94.1	AOR



PHILADELPHIA, PA.

PHOENIX, ARIZONA

☐ Rank - 31

Population: Metro 949,200/Total 1,137,400 [Black 3%, Spanish American 9%]

Economy: Value added manufacturing, semiconductor production, general electronics, cattle, cotton, citrus, tourism.

Home of: Arizona State University, Luke and Williams AFB.

Recommended Accomodations: Major chains.

Special Places of Interest: Desert Botanical Gardens, Phoenix Zoo, Pueblo Grande, Heard Museum, Wax Museum.

Cost of Living: Regular gasoline 50-55c self serve...one bedroom apt. (Furn. \$150, Unfurn. \$125)...state sales tax 4%...state income tax 8% - \$6000+.

Liquor Laws: Open 6am - 1am. Legal age is 19.

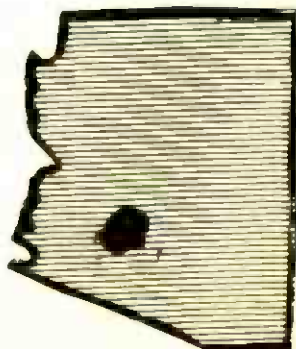
summary: The people are diverse, friendly and casual. The climate is wonderful but the summers get hot.

AM

KASA	1540	Religious
KBUZ	1310	Beautiful
KDKB	1510	AOR
KDOT	1440	Country
KPHX	1480	Spanish
KHCS	1010	Religious
KHEP	1280	Classical/Relig.
KIFN	860	Spanish
KMEO	740	Beautiful
KOOL	960	MOR
KOY	550	Adult Contemp.
KJJJ	910	Country
KRDS	1190	Talk/Spanish
KRIZ	1230	Top 40
KRUZ	1360	All News
KTAR	620	All News
KNIX	1580	Country
KUPD	1060	Top 40
KXIV	1400	MOR

FM

KBBC	98.7	Top 40
KBUZ	104.7	Beautiful
KDKB	93.3	AOR
KHEP	101.5	Classical/Relig.
KMEO	96.9	Beautiful
KOOL	94.5	Solid Gold
KNIX	102.5	Country
KUPD	97.9	Top 40
KXTC	92.3	Sports/Jazz
KDOT	100.7	Beautiful
KRFM	95.5	Beautiful



PHOENIX, AZ.

PITTSBURGH, PENNSYLVANIA

□ Rank - 12

Population: Metro 1,966,100/Total 3,378,200 [Black 20%]

Economy: Pittsburgh is the third largest corporate city in the US, and is also a major inland port. Major economical support comes from the steel industry. It is Alcoa's world headquarters, and is soon to be the home of Volkswagen's only American plant.

Home of: University of Pittsburgh, Duquesne, Robert M. Zorris University, Carnegie-Mellon.

Recommended Accomodations: Pittsburgh Hilton, Marriott Inn in Greentree.

Special Places of Interest: Buhl Planetarium, View from Mt. Washington, Point Park.

Cost of Living: Regular gasoline is 60c...one bedroom apt. (Furn. \$275, Unfurn. \$225)...there is no state sales tax on necessities.

Liquor Laws: State liquor stores. Blue law prevails except in restaurants.

Salaries: Disc jockeys, \$15,000-\$100,000, average \$22,000.

Summary: The people are conservative, but friendly overall. The average resident has lived here 17 years. There are more bridges over rivers than any other city, and the highways are the worst in the nation. The summers can get hot, and occasionally the winters are severe. Pittsburgh is polluted. It is a little like living in a small town—everyone seems to know everyone else.

AM

KDKA 1020 Block
KQV 1410 All News
WAMO 860 Black/Gospel
WEDO 810 Oldies
WEPP 1080 All Talk
WIXZ 1360 Country
WKTQ 1320 Top 40
WLOA 1550 MOR
WPIT 730 Religious
WTAE 1250 Contemp.
WWSW 970 MOR

FM

WAMO 105.9 Black/Jazz
WDVE 102.5 Tight AOR
WEPP 107.9 All Talk
WJOI 96.9 Beautiful
WLOA 96.9 MOR
WPEZ 94.5 Top 40
WNUF 100.7 Big Band
WPIT 101.5 Religious
WSHH 99.7 Beautiful
WTAE 96.1 Contemp.
WYDD 104.7 AOR



PITTSBURGH, PA.

PORTLAND, MAINE

Rank - 171

Population: Metro 162,100/Total 533,400 [Black 1%]

Economy: The major economical support is derived from the fishing industry, paper mills, and tourism.

Home of: Westbrook College and University of Maine campus.

Recommended Accomodations: Holiday Inns, Howard Johnson's, Sheratons.

Special Places of Interest: Henry W. Longfellow's House and heavy winter sports.

Cost of Living: Regular gasoline 55c...one bedroom apt. (Unfurn. \$190, Furn. \$225)...state sales tax 5%...state income tax 3%.

Liquor Laws: State liquor stores. Only beer is served after 1am Mon. - Sat., and only in restaurants on Sunday.

Salaries: Disc jockeys average \$130 - \$300 a wk.

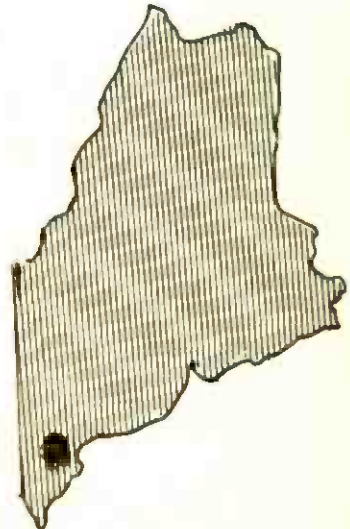
Summary: Portland is a rural city. Crime is not a big problem. The city and surrounding countryside is beautiful. There is much unemployment and the local economy is depressed.

AM

- WCHS/970 All News
- WGAN/560 Contemp.
- WJBQ/1440 Top 40
- WLOB/1310 Top 40
- WPOR/1490 Country

FM

- WDCS/97.9 Gospel/Classical
- WGAN/102.9 Beautiful
- WJBQ/94.9 Beautiful
- WPOR/101.9 Country



PORTLAND, ME.

PORTLAND, OREGON

□ Rank - 34

Population: Metro 885,600/Total 1,495,500 [Black 3.5%]

Economy: Construction, Manufacturing (Oscilloscopes and electronic equipment, paper, pulp, lumber, sportswear, heavy duty trucks and trailers, alloy steel, aluminum ingots, photographic projection equipment, saw chains, ships, boats, barges, sawmill machinery, railroad cars, food products, investment castings, steel plate, telephone equipment, furniture, plywood and glass containers), Wholesale Trade, Transportation, Tourism and Conventions.

Home of: Columbia Christian College, Lewis & Clark College/Northwestern School of Law, Portland State University, Reed College, University of Oregon Health Sciences Center, School of Dentistry, Concordia College, Judson Baptist College.

Special Places of Interest: Oregon Museum of Science and Industry, Willamette River, Portland Meadows, Portland Museum of Art, and the Fairview Track for Greyhound racing. Also, the Portland Civic Stadium and the Glass Palace.

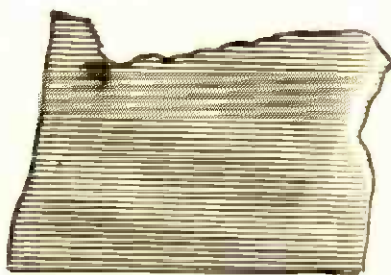
Recommended Accomodations: Benson Hotel or Portland Hilton.

Cost of Living: Regular gasoline 58-62c...one bedroom apt. (Furn. \$250, Unfurn. \$200)...no state sales tax...state income tax 12-18%.

Liquor Laws: Liquor stores are state operated...bars are open from 7am till 2:30am. Legal age is 21.

Salaries: Disc jockeys average \$150-\$750.

Summaries: It is always rainy, and the winters and summers are generally moderate. The people are relaxed and friendly. They are liberal in some ways and conservative in others.



PORTLAND, ORE.

AM		FM	
KEX/1190	Adult Contemp.	KINK/101.9	AOR
KGW/620	Top 40	KJIB/99.5	Beautiful
KISN/910	Top 40	KOIN/101.1	Top 40
KKEY/1150	Talk	KPAM/97.1	Top 40
KLIQ/1290	Religious	KPDQ/93.7	Religious
KOIN/970	Adult Contemp.	KPOK/98.5	Country
KPAM/1410	Top 40	KQFM/100.3	MOR
KPDQ/800	Religious	KXL/95.5	Beautiful
KPOK/1330	Country	KGON/92.3	AOR
KRDR/1230	Country		
KVAN/1480	AOR		
KWJJ/1080	Mod. Country		
KXL/750	News		
KYXI/1520	Adult Contemp.		
KQIV/107	R & B		

PROVIDENCE-WARWICK-PAWTUCKET, R.I. □ Rank-38
 Population— Metro 787,800/Total 1,433,900 [Black 7%]

Economy: Based on jewelry manufacturing, textiles and automotive.

Home of: Providence College, Brown University/Pembroke, Bryant College, Rhode Island College, University of Rhode Island.

Recommended Accomodations: Major chains.

Special Places of Interest: State Capital Building, Historic Homes.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (Furn. \$225, Infurn. \$200)...state sales tax is 5%.

Liquor Laws: No liquor on Sundays. Legal age is 18.

Salaries: Disc jockeys average \$110 - \$1200/wk.

Summary: The people are cordial and energetic. They are aware of trends but slow to change. The weather is hot and humid in the summer and very cold in the winter. It is a convenient place to live between New York and Boston. Located on the water, there are water sports in the summer and skiing in the winter.



**PROVIDENCE-
 WARWICK-
 PAWTUCKET, R.I.**

AM		FM	
WEAN	790	All News	WBRU 95.5
WGNG	550	Top 40	WEAN 105.5
WHIM	1110	Country	WHIM 94.1
WICE	1290	Talk/Jazz	WLKW 101.5
WJAR	920	Adult Contemp.	WPRO 92.3
WLKW	990	Beautiful	
WPRO	630	Adult Contemp.	
WRIB	1220	Religious	

RALEIGH-DURHAM, N.C. ☐ Rank - 75
 Population: Metro 375,700/Total 1,142,100 [Black 29.8%]

Economy: State government dominates the economy since Raleigh is the state capital. Overall employment reached an all-time high this past year. Tourism and conventions have been economy boosters in recent years.

Home of: North Carolina State University, Meredith College, Shaw University, and Holding Technical Institute.

Recommended Accomodations: Governor's Inn, Velvet Cloak Inn, and Plantation Inn.

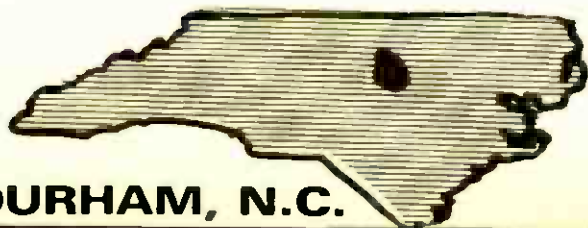
Special Places of Interest: Dorton Arena, Rose Gardens (Raleigh Little Theatre), and Pullen Park.

Cost of Living: Regular gasoline 58c...one bedroom apt. (Unfurn. \$155, Furn. \$200)...state sales tax 3%.

Liquor Laws: Legal age 21. No liquor is sold by the drink. ABC throughout the state.

Salaries: Disc jockeys average \$125/\$300.

Summary: A wide variety of people live in this area. White-collar workers are predominate due to the state government, Research Triangle Park, and the numerous educational institutions. The student population exerts a strong influence on all phases of local activities. The people tend to be friendly and easy-going. There is ample opportunity for participation in summer-oriented sports and recreation.



RALEIGH-DURHAM, N.C.

AM		FM	
WDNC 620	Adult Contemp.	WDBS 107.1	AOR
WKBQ 1000	Country	WDCG 104.9	Country
WKIX 850	Top 40	WQDR 94.7	AOR
WLLE 570	Black	WRAL 101.5	Hit Parade
WPTF 680	MOR	WYYD 96.1	Beautiful
WRNC 1240	Religious		
WSRC 1410	Block		
WSSB 1490	Top 40		
WTIK 1310	Country		
WYNA 1550	Country		

RICHMOND, VIRGINIA

Rank - 66

Population: **Metro** 473,300/**Total** 788,100 [**Black** 42%]

Economy: Based mainly on the chemical industry, and also upon the production of tobacco. Richmond is also a major financial center, and houses the 12,000 seat Richmond Coliseum.

Home of: University of Richmond, Virginia Commonwealth University, Virginia Union University, Union Theological Seminary, and J. Sargeant Reynolds Community College.

Recommended Accomodations: Richmond Hyatt, Howard Johnson's, John Marshall Hotel.

Special Places of Interest: Kings Dominion-Lion Country Safari (located 23 miles north of Richmond), Colonial Williamsburg, Busch Gardens-Old Country, Civil War Battlefields, Edgar Allen Poe Museum.

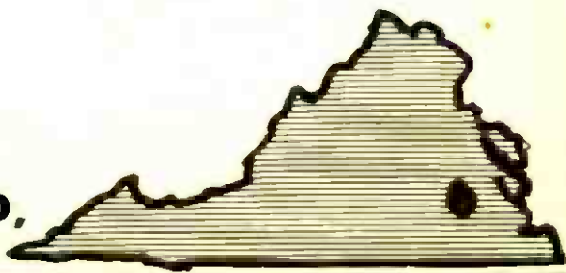
Cost of Living: Regular gasoline 56.9c...one bedroom apt. (Furn. \$230, Unfurn. \$185)...state sales tax 4%...state income tax 2-4% graduated...house prices reasonable, and usually include good sized pieces of property.

Liquor Laws: Liquor by the drink only in places with 70% volume in food/other...close 1am weekdays, 2am weekends. Legal age 18 for beer, 21 for hard liquor.

Salaries: Disc jockeys average \$140 - \$400 per week.

Summary: Richmond is a city steeped in tradition and

**RICHMOND,
VA.**



history. Its people are generally laid back and friendly. The city is clean, and a low unemployment rate. The winters are moderate, and the summers are hot, with a high degree of humidity.

AM

WANT/990	Black	WRVA/1140	MOR/Talk
WEET/1320	Mod. Country	WTVR/1380	Country
WENZ/1450	Black	WXGI/950	Country
WGLE	AOR	FM	
WGOE/1590	AOR	WEZS/103.7	MOR
WLEE/1480	Top 40	WRVQ/94.5	Top 40
WRGM/1540	MOR/Block	WRXL/102.1	Top 40/AOR
WRWL/910	News	WTVR/98.1	Beautiful

ROANOKE, VIRGINIA

Rank -

Population: Metro 173,500/Total 337,200 (Black 12.5%)

Economy: Major economical support lies in manufacturing and retail and wholesale trade.

Home of: Roanoke College, Hollins College, Va. Western Community College.

Recommended Accomodations: Major chains.

Special Places of Interest: Civic Center, City Parks, Blue Ridge Parkway.

Cost of Living: Regular gasoline 55c...one bedroom apt. (Furn. \$150, Unfurn. \$110) state sales tax 4%.

Liquor Laws: Legal age is 18.

Salaries: Disc jockeys average \$100 - \$300.

Summary: The people are a good mix of native and cosmopolitan, friendly and moderately conservative. The summers are pretty hot, and the winters are fairly mild. Gracious living.

AM

WBLU/1480	Black	FM	
WFIR/960	Contemp.	WJLM/93.5	Religious
WKBA/1550	Country	WLRG/92.3	Auto/MOR
WRIS/1410	Religious	WPVR/94.9	MOR
WROV/1240	Top 40	WSLQ/99.1	Top 40
WSLC/610	Country		
WTOY/910	Black		

**ROANOKE,
VA.**



ROCHESTER, NEW YORK

□ Rank - 36

Population: Metro 772,700/Total 1,010,300 [Ethnic 52,000]

Economy: Kodak, Zerox, Garlock, Sybron, Gerber, Bond Clothes, Hart Schaffner & Marx, Mobil Oil, Neisner Brothers, Bausch & Lomb, G.M., Borden Foods, Quaker Oats Co., Lin Broadcasting.

Home of: University of Rochester, Eastman School of Music, Rochester Institute of Technology, Wesleyan, Nazareth, Hobart & William Smith.

Recommended Accomodations: Americana Hotel.

Special Places of Interest: Eastman Home, Dan Clayton Home, Strassenburgh Planetarium, several parks, Iron-quoit Bay.

Cost of Living: Regular gasoline 60c...one bedroom apt. (Furn. \$250, Unfurn. \$200)...state sales tax 7%.

Liquor Laws: Open.

Salaries: Disc jockeys minimum of \$18,000 per yr.

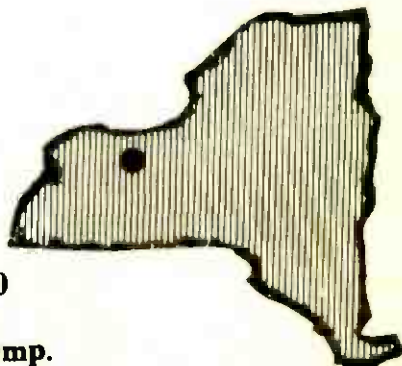
Summary: Rochester is a city of civic minded people with many charitable organizations and community campaigns. It is located on the Genesee River which originally prompted the growth of many flour mills. Today it is known as the "Flower City" due to the Lilac Festival held there every May. Each season is well-represented, with an especially wintry winter. The heavy concentration of industry also makes for a strong financial climate.

AM

WAXC	1460	Top 40
WBBF	950	Top 40
WHAM	1180	MOR
WNYR	680	Country
WROC	1280	MOR
WSAY	1370	AOR

FM

WBFB	92.5	News
WCMF	96.5	AOR
WDKX	103.9	Black
WEZO	101.3	Beautiful
WHFM	98.9	Auto/Top 40
WPXY	97.9	Beautiful
WVOR	100.5	Adult Contemp.



ROCHESTER, N.Y.

ROCKFORD, ILLINOIS

□ Rank - 128

Population: Metro 211,200/Total 389,200 [Black 6.8%]

Economy: Rockford is the largest thread fastener center and the second largest machine tool center in the United States.

Home of: Rockford College, Rock Valley College, National Guard Armory.

Recommended Accomodations: Major chains.

Special Places of Interest: Fine Arts Guild, Children's Farm, Civic Symphony Orchestra, and the 102 municipal parks.

Cost of Living: Regular gasoline 56c...one bedroom apt. (Unfurn. \$175, Furn. \$200)...state sales tax 5%.

Liquor Laws: Legal age is 21, everything; 19, beer and wine. Open 6am and close 1am. Only establishments whose food sales are over 50% of total sales may sell liquor on Sundays.

Summary: The people of Rockford are very industry-minded. The town is predominately White and Protestant. There are 200 civic, fraternal, service, veteran, church, business, and social organizations in Rockford, which is indicative of Rockford's strong sense of community.

AM

WLUV/1520

WROK/1440

WRRR/1330

WYFE/1150

**Country
Top 40
MOR/Talk
AOR**

FM

WLUV/96.7

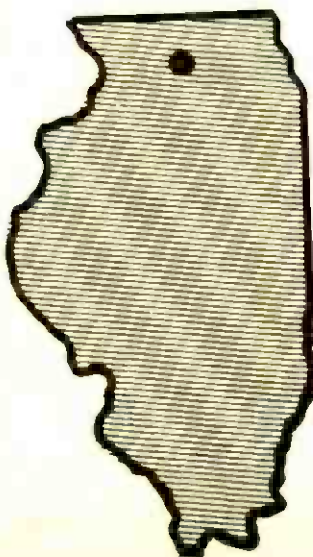
WQFL/100.9

WRWC/103.1

WYFE/95.3

WZOK/97.5

**Country
Religious
MOR
AOR
Beautiful**



ROCKFORD, ILL.

SACRAMENTO, CALIFORNIA

□ Rank - 40

Population: Metro 716,700/Total 1,400,300 [Black 5%, Spanish 10%]

Economy: Based on State Government and Military.

Home of: University of California - Davis, Cal State University of Sacramento, Mather AFB, McClellan AFB, McGeorge Law School.

Recommended Accomodations: Red Lion Hotel, Mansion Inn.

Special Places of Interest: State Capital, Gold Rush areas, Sutter's Fort, Folsom Lake, American River.

Cost of Living: Regular gasoline 56-58c...one bedroom apt. (Furn. \$230, Unfurn. \$190)...state sales tax 6%.

Liquor Laws: Close at 2am. Legal age is 21.

Salaries: Disc jockeys average \$150 - \$250.

Summary: The people are easy going and friendly. Sacramento has all the benefits of a small town, plus a close proximity to San Francisco and Lake Tahoe. Excellent skiing in Tahoe. Sacramento unfortunately has a high rate of unemployment.

AM

KCRA/1320 News
KFBK/1530 News
KGMS/1380 MOR
KNDE/1470 Top 40
KOBO/1450 AOR
KPOP/1110 Country

KRAK/1140 Country
KROY/1240 AOR
KVON/1440 MOR

FM

KCTC/96.1 MOR
KEBR/100.5 Religious
KEWT/105.1 Beautiful
KFBK/92.5 News
KPIP/93.5 Spanish
KSFM/102 AOR
KXOA/107.9 AOR
KZAP/98.5 AOR



SACRAMENTO, CA.

SALT LAKE CITY-OGDEN, UTAH Rank - 47
 Population: Metro 591,300/Total 892,000 [Black 9%]

Economy: Major economic support derived from copper mining, steel and iron production, salt production, defense.

Home of: University of Utah, BYU, Utah State, Weber State, Westminister, Hill AFB.

Recommended Accomodations: Salt Lake Hilton, Tri Arc Travel Lodge, Little America.

Special Places of Interest: Temple Square, Pioneer Memorial Theatre, Trolley Square.

Cost of Living: Regular gasoline 59c...one bedroom apt. (Furn. \$250, Unfurn. \$225)...state sales tax 4%...state income tax 3-8%.

Liquor Laws: Hard liquor is only served in private clubs, and can be purchased in state stores. Closing time is 2am except Sunday when they close earlier. Legal age is 21.

Salaries: Disc jockeys average \$700 - \$2000/mo.

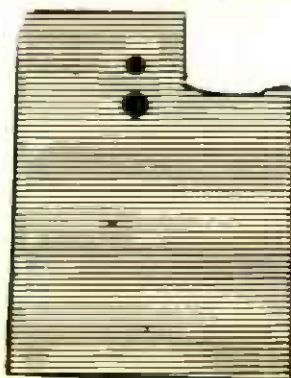
Summary: The summers are hot (90), and the winters can be pretty violent. The people are primarily Mormon, and the city is clean with an attitude of status quo, but growth has forced that attitude to diminish in recent years. The skiing is great.

AM

KALL	910	MOR
KCPX	1320	Top 40
KLUB	570	MOR
KMOR	1230	MOR
KWMS	1280	All News
KRGO	1550	Contemp.
KRSP	1060	Top 40
KSL	1160	MOR
KSOP	1370	Country
KSXX	630	Conversatio
KWHO	860	Classical
KANN	1090	MOR
KLO	1430	MOR
KSVN	730	Country
KVOG	1490	MOR

FM

KALL	94.1	Beautiful
KCPX	98.7	AOR
KRSP	103.5	Top 40
KSL	100.3	MOR
KSOP	104.3	Country
KWHO	93.3	AOR
KLUB	97.1	MOR
KAYK	96.0	Top 40
KDAB	101.1	Auto/MOR
KQPD	101.9	Beautiful



**SALT LAKE CITY
 OGDEN, UTAH**

SAN ANTONIO, TEXAS

☐ Rank - 37

Population: Metro 751,400/Total 1,856,300 [Black 7.6%]

Economy: Based primarily on the military and tourism. There are several air force bases, resulting in a large amount of civil service employees. The Alamo attracts thousands of tourists each year.

Recommended Accomodations: Major chains.

Special Places of Interest: The Alamo, San Antonio River, San Antonio Zoo.

Cost of Living: Regular gasoline 49.9c...one bedroom apt. (Furn. \$180, Unfurn. \$160).

Salaries: Disc jockeys average \$600-\$1000 per month.

Summary: San Antonio is a thriving cosmopolitan city, yet it maintains much of its original charm, with a mingling of the past and the present. The climate is temperate and outdoor sports are enjoyed year-round.

AM

KAPE/1480

KKYX/680

KQAM/1150

KBUC/1310

KCOR/1350

KDRY/1110

KEDA/1540

KITE/930

KMAC/630

KONO/860

KTSA/550

KUKA/1250

Black

Country/AOR

Top 40

Country

Spanish

Religious

Spanish

MOR

AOR

Contemp.

Top 40

Spanish

FM

KBUC/106.3

KEXL/104.5

KITY/92.9

KMFM/96.1

KQXT/101.9

KTFM/102.7

KEEZ/97.3

KISS/99.5

KSAQ/100.3

Country

AOR

Contemp.

Classical

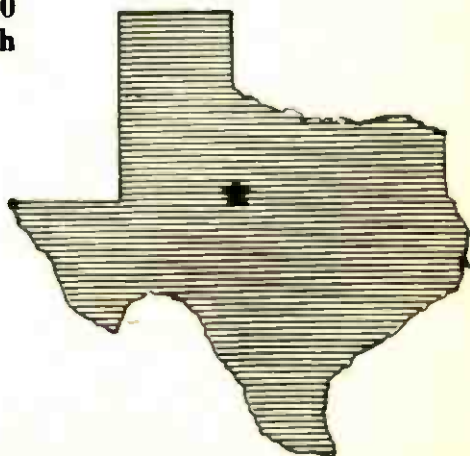
Beautiful

AOR

Contemp.

AOR

Contemp.



SAN ANTONIO, TX.

**SAN BERNARDINO-
RIVERSIDE-ONTARIO, CALIF.**

☐ Rank - 29

Population: Total approx. 1,000,000 [Black 7.4%]

Economy: Kaiser Steel, Bourns Electronics, Santa Fe, etc.
Home of: San Bernardino Valley College, UC Riverside, University of Redlands, Loma Linda University, Norton AFB, George AFB, Marine C. Supply Center.

Recommended Accomodations: Hilton Inn (airport), Roadrunner Motor Hotel (downtown).

Special Places of Interest: San Bernardino Mountain Resorts such as Big Bear (skiing in winter), Lake Arrowhead (boating, etc.), and Palm Springs (50 minutes away).

Cost of Living: Regular gasoline 60.9c...one bedroom apt. (Furn. \$145, Unfurn. \$130)...state sales tax 6%.

Liquor Laws: Legal age is 21...On & Off Sale.

Salaries: Disc jockeys average \$500 to \$1,000 per month.

Summary: The Inland Empire is a "melting pot" of the Western States. Here you'll find all backgrounds. Even though the people are basically conservative and have great concern for the ecology of the area. The smog has caused great problems for the area reaching as high as some of the mountain areas just above San Bernardino, and affecting the growth of timber there.

AM

KBON	240	Beautiful
KCKC	1350	Country
KFXM	590	Top 40
KHNY	1570	Adult Contemp.
KMEN	1290	Adult Contemp.
KPRO	1440	Beautiful
KSOM	1510	Top 40

FM

KBBL	99.1	Religious
KHNY	92.1	Adult Contemp.
KOLA	99.9	Top 40
KSOM	93.5	Gold
KQLH	95.1	Religious



**SAN BERNARDINO-
RIVERSIDE-
ONTARIO, CA.**

SAN DIEGO, CALIFORNIA

☐ Rank - 20

Population: Metro 1,255,200/Total 1,255,200 [Black 7.6%]

Economy: Aerospace and the electronics industry have a strong foothold in the local economy. Other local supports include the tourism trade and oceanography.

Home of: Camp Pendleton, Miramar Naval Air Station, San Diego State University, and U.C. San Diego.

Recommended Accomodations: Major chains, anything in Vacation Village.

Special Places of Interest: San Diego Zoo, Sea World, Whale Watching, La Jolla Caves, Sunrise Drive, and Hall of Champions.

Cost of Living: Regular gasoline 62c...one bedroom apt. (Unfurn. \$150, Furn. \$250)...state sales tax 6%.

Salaries: Disc jockeys average \$200/\$500 a week.

Summary: San Diego's pleasant year-round climate provides both tourists and residents with an ideal backdrop for a wide range of warm-weather sports and recreation. The people of San Diego are trying to break away from their traditional stereotype of conservatism, with the students at the numerous near-by educational institutions adding to this more easy-going attitude.

AM

KCBQ 1170	Top 40
KDEO 910	AOR
KGB 1360	Soft AOR
KOGO 600	MOR
KSDO 1130	All News
KSON 1240	Mod. Country

FM

KEZL 102.9	Beautiful
KFMB 100.7	Top 40
KFSD 94.1	Classical
KGB 101.5	AOR
KITT 105.3	Beautiful
KLRO 94.9	Religious
KOZN 103.7	Country
KPRI 106.5	AOR
KSON 97.3	Mod. Country
KYXY 96.5	Beautiful



SAN DIEGO, CA.

SAN FRANCISCO-OAKLAND, CALIFORNIA Rank - 6

Population: **Metro** 3,970,400/**Total** 5,895,600 (**White** 61%, **Hispanic** 13%, **Black** 13%, **Asian** 13%)

Economy: Major economical support comes from manufacturing (computer equipment, paper, chemicals, pharmaceuticals, dairy products, forest and lumber products, petroleum items, apparel and cosmetics.) There are also a lot of utility corporations, shipping companies, heavy engineering and construction corporations, banking and finance institutions.

Home of: San Francisco State University, University of San Francisco, Golden Gate College, Stanford and the University of California at Berkeley.

Recommended Accomodations: Stanford Court, Fairmont, Mark Hopkins and major chains.

Special Places of Interest: Fisherman's Wharf, Ghiaardelli Square, Golden Gate Park, Sausalito, Golden Gate Bridge, North Beach, Chinatown.

Cost of Living: Regular gasoline is 59c...one bedroom apt. (Unfurn. \$300, Furn. \$325)...state sales tax is 6%.

Liquor Laws: Closing time is 2am. Legal age is 21.

Salaries: Disc jockeys average \$100 - \$800/wk.

Summary: The weather is mild year round and it does get foggy. It is an elegant city, and the people are friendly and come from all walks of life. San Francisco has excellent public transportation.



SAN FRANCISCO-OAKLAND, CA.

AM

KABL	960	Beautiful
KCBS	740	News
KDIA	1310	Black
KEST	14350	Talk
KFAX	1100	Religious
KFRC	610	Top 40
KGO	810	Talk/News
KIBE	1220	Classical
KIOI	1010	Adult Contemp.
KKHI	1550	Classical
KKIS	990	Religious
KNBR	680	MOR
KNEW	910	Country
KSFO	560	Adult Contemp.
KYA	1260	Top 40
KRE	1400	Black/Jazz
KTIM	1510	AOR

FM

KWAI	99.7	All News
KABL	98.1	Beautiful
KBRG	105.3	Ethnic
KCBS	98.9	Soft AOR
KFRC	106.1	Top 20
KFOG	104.5	Beautiful
KDFC	102.1	Classical
KIOI	101.3	Adult Contemp.
KJAZ	92.7	Jazz
KKHI	95.5	Classical
KMPX	107.1	Big Old Bands
KYA	93.3	Tight AOR
KSAN	94.9	AOR
KSFX	103.7	Black Disco
KSOL	107.7	Black
KRE	102.9	Black/Jazz
KTIM	100.9	AOR



SAN JOSE, CALIFORNIA

Rank - 30

Population: Metro 575,000/Total 932,600 [Mex-Amer. 18%]

Economy: Based primarily on aerospace, electronics and machinery.

Home of: San Jose State, University of Santa Clara, Stanford, and 5 community colleges.

Recommended Accomodations: Major chains.

Special Places of Interest: Winchester Mystery House, Frontier Village Amusement Park, Egyptian Museum.

Cost of Living: Regular gasoline 59.9c...one bedroom apt. (Furn. \$210-300, Unfurn. \$190-300)...state sales tax 6½ %.

Liquor Laws: Close at 2am. Legal age 21.

Salaries: Disc jockeys average \$150-300.

Summary: The people are sophisticated with high incomes and educational levels due to the technology employment base. The city has a woman mayor. The climate is mild.

AM

KAZA/1290

KEEN/1370

KLIV/1590

KLOK/1170

KNTA/1430

KXRX/1500

**Top 40
Mod. Country
Top 40
MOR
Spanish
MOR**

FM

KBAY/100.3

KOME/98.5

KEZR/106.5

KARA/105.7

KRVE/95.3

KSJO/92.3

**Beautiful
AOR
Top 40
MOR
MOR
Tight AOR**



SAN JOSE, CA.

**SANTA BARBARA-
SANTA MARIA-LOMPOC, CALIFORNIA**

☐ Rank - 124

Economy: Tourism, manufacturing, agriculture, trade, and public service, including education.

Home of: University of California, Santa Barbara, Santa Barbara City College, Westmount College, Brooks Institute of Technology, Point Hueneme.

Recommended Accomodations: The Biltmore, Mary by the Sea.

Special Places of Interest: Santa Barbara Mission, Harbor area, Botanical Gardens, Santa Barbara Art Museum, Santa Barbara Court House.

Cost of Living: Regular gasoline 62.0...one bedroom apt. (Furn. \$200, Unfurn. \$180)...state sales tax 6%.

Liquor Laws: Close at 2am, no brown bag law, legal age 21.

Summary: The climate in the Santa Barbara area attracts many people going into retirement. There are no extremes in temperature, with the average year round temp. 65-75 degrees, and the sun is almost always shining. The people are generally middle class, and the college community plays a large role in the activities of the area.

AM

KKIO	1290	Country
KDB	1490	Beautiful
KGVO	990	
KIST	1340	Top 40
KKOK	1410	Country
KSEE	1480	MOR
KTMS	1250	Adult Contemp.
KTYD	99	AOR
KUHL	1440	Adult Contemp.

FM

KDB	93.7	Beautiful
KRUZ	103.3	Beautiful
KTMS	97.5	AOR
KTYD	99.9	AOR



**SANTA BARBARA-
SANTA MARIA-
LOMPOC, CA.**

SHREVEPORT, LA.

☐ Rank - 103

Population: Metro 274,300/Total 757,700 [Black 34.1%]

Economy: Cotton, oil and natural gas are mainstays in the local economy. Everything from raising cotton to the manufacture of clothing and fabrics is done here.

Home of: Barksdale AFB, LSU Shreveport.

Recommended Accomodations: Major chains, Chateau.

Special Places of Interest: River Front Square, Red River cricket chirping, and Bossier City.

Cost of Living: Regular gasoline 54c...one bedroom apt. (Furn. \$200, Unfurn. \$150)...state sales tax 5%.

Liquor Laws: Legal age is 18. Open at 10am, close at 2am.

Salaries: Disc jockeys average \$150/\$500 a wk.

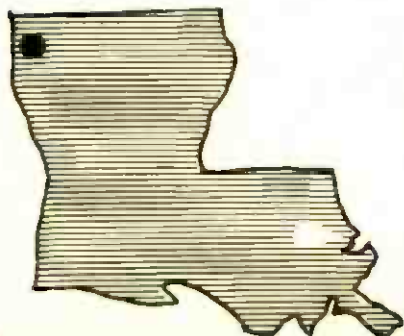
Summary: The people of Shreveport have a friendly attitude while remaining very conservative. Louisiana is divided by parishes, not counties. This is a reflection of the strict religious convictions throughout the state, especially in Shreveport. Every April there is a grand celebration called "Holiday in Dixie." This is Shreveport's way of remembering the Louisiana Purchase. There is strong sense of community; high school football is second only to fishing as the most popular sport.

AM

KBCL	1220	Beautiful
KCIJ	980	Religious
KEEL	710	Top 40
KJOE	1480	News
KOKA	1550	Black
KRMD	1340	Country
KWKH	1130	Adult Contemp.

FM

KEPT	96.5	Religious
KEEL	93.7	Solid Gold
KROK	94.5	AOR
KTAL	98.1	Country



SHREVEPORT, LA.

**SPRINGFIELD, CHICOPEE,
HOLYOKE, MASS.**

☐ Rank - 69

Population: Metro 501,100/Total 644,600

Economy: Springfield is at the intersection of two main interstate highways and is supported mainly by small industry.

Home of: University of Mass., Mt. Holyoke, Smith College.

Recommended Accomodations: Holiday Inn.

Special Places of Interest: Summitt House, Basketball Hall of Fame.

Cost of Living: Regular gasoline 55c...One bedroom apt. (Furn. \$260, Unfur. \$225)...state sales tax 8%.

Liquor Laws: Closing time 2am. Legal age 18.

Salaries: Disc jockeys average minimum \$200/wk.

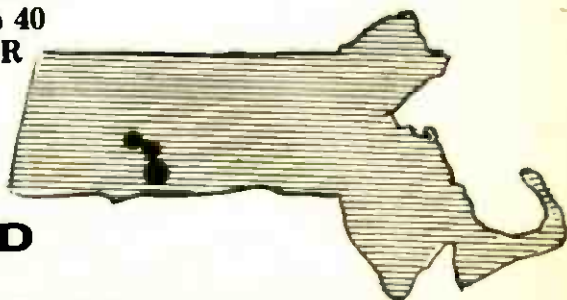
Summary: Springfield, Chicopee, and Holyoke are typical New England towns located 100 miles to the east of Boston and 25 miles south of Hartford. Also 30 miles south of Stockbridge where Arlo Guthrie stopped in one day at Alice's Restaurant...whence came the song. Conservative home owner type attitude.

AM

WACE	730	Gold
WARE	1250	Top 40
WDEW	1570	Adult Contemp.
WHMP	1400	MOR
WHYN	560	Top 40
WMAS	1450	MOR
WTTT	1430	MOR/Block
WTYM	1600	MOR

FM

WAQY	102.1	AOR
WHMP	99.3	MOR
WHYN	93.1	Top 40
WMAS	94.7	MOR



**SPRINGFIELD
CHICOPEE-
HOLYOKE, MASS.**

SPOKANE, WASHINGTON □ Rank - 112
 Population: Metro 244,000/Total 477,200 Minority 3%

Economy: Wholesale and retail center for 36 counties within the state of Washington, Idaho and Montana. Agriculture, lumber, mining; economic support from Kaiser Aluminum.

Home of: Eastern Washington State College, Gonzaga University, Spokane Falls Community College, Whitworth College.

Recommended Accomodations: Davenport, Ridpath, Sheraton.

Special Places of Interest: Riverfront Park and a variety of recreation areas for hunting, fishing, camping, skiing.

Cost of Living: Gasoline 57c...one bedroom apt. (Furn. \$175, Unfurn. \$150)...state sales tax 5%.

Liquor Laws: State controlled stores with highest liquor prices in nation. Closed weeknights 2am, Sat. close 2:30...closed Sunday.

Summary: The summers are moderate and dry. The winters are mild with some snow. It seldom gets below freezing.

AM

KEZE/1380	MOR/Auto
KGA/1510	Mod. Country
KHQ/590	Adult Contemp.
KJRB/790	Top 40
KREM/970	Top 40
KSPO/1230	News
KUDY/1280	Religious
KXLY/920	Adult Contemp.
KXXR/1440	Beautiful
KZUN/630	Adult Contemp.

FM

KEZE/105.7	MOR/Auto
KHQ/98.1	AOR
KREM/92.9	Soft AOR
KXLY/99.9	Adult Contemp.
KXXR/93.7	Beautiful
KZUN/96.1	Adult Contemp.



SPOKANE, WASH.

ST. LOUIS, MISSOURI

☐ Rank - 11

Population: Metro 1,873,100/Total 2,756,100 [Black 40.9%]

Economy: Based on the aerospace industry, as well as the manufacture of automobiles, shoes, beer, wool and lumber. The city also is one of the largest trucking and railway centers in the world.

Home of: St. Louis University, Washington University, and University of Missouri.

Recommended Accomodations: Chesire, Clayton Inn.

Special Places of Interest: Gateway Arch, world famous zoo in Forest Park, and Civil War historical sites.

Cost of Living: Regular gasoline 60.9c...one bedroom apt. (Furn. \$175, Unfurn. \$150)...state sales tax 4%.

Liquor Laws: Sunday Blue Laws - no alcohol.

Salaries: Disc jockeys average \$7,200 - \$60,000 per yr.

Summary: City is a Democratic stronghold, due to the large amount of blue collar workers, and abundance of unions.

AM

KATZ/1600	Black
KIRL/1460	Top 40
KMOX/1120	Block/MOR
KSD/550	Adult Contemp.
KSTL/690	Religious
KXEN/1010	Religious
KXOK/630	Top 40
WIL/1430	Country
WRTH/590	Beautiful
KHAD/1190	Mod. Country

FM

KADI/96.3	AOR
KCFM/93.7	Beautiful
KKSS/107.5	Black
KMOX/103.3	Beautiful
KSHE/94.7	AOR
KSLQ/98.1	Top 40
WGNU/106.5	Country
WIL/92.3	Country
WMRY/101.1	Adult Contemp.
KEZK/102.5	Beautiful



ST. LOUIS, MO.

SYRACUSE, NEW YORK

☐ **Rank - 57**

Population: Metro 512,400/Total 888,800 [Ethnic 12%]

Economy: Electrical and machinery manufacturing.

Home of: Syracuse University, National Guard.

Recommended Accomodations: Major chains.

Special Places of Interest: Everson Museum of Art, Canal Museum, French Fort.

Cost of Living: Regular gasoline 54c...one bedroom apt. (Furn. \$190, Unfurn. \$170)...state sales tax 4%, 3% county sales tax.

Liquor Laws: Close 3am. Legal age is 18.

Salaries: Disc jockeys average \$140 - \$350.

summary; The weather is very bad. The winters are insufferably cold, and it is cloudy most of the time. The people are informal, intellectual and enjoy an excellent quality of life, although the suicide rate is very high.

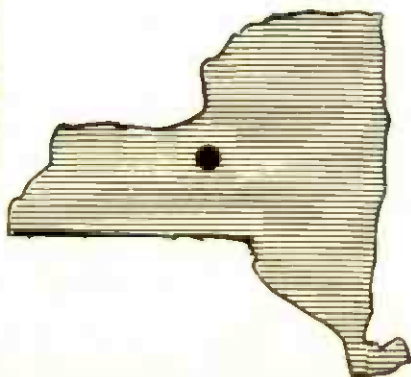
AM

WFBL/1390	Gold Top 40
WHEN/620	Adult Contemp.
WNDR/1260	Top 40
WOLF/1490	Top 40
WSEN/1050	Country
WSOQ/1220	Beautiful
WSYR/570	MOR
WYRD/1540	Black/Gospel

fm

FM

WEZG/100.9	Beautiful
WKFM/104.1	Auto/Top 40
WMHR/102.9	Religious
WNTC/93.1	Beautiful
WONO/107.9	Classical/jazz
WSEN/92.1	Country
WSYR/94.5	Beautiful



SYRACUSE, N.Y.

TACOMA, WASHINGTON

□ Rank - 84

Population: Metro 411,000/Total 412,334 [Mixed 10%]

Economy: Paper production is the mainstay of the economy.

Home of: Community colleges.

Recommended Accomodations: The Roadway Inn, Holiday Inn.

Special Places of Interest: Washington State Historical Museum, Point Defiance Park (aquarium and zoo).

Cost of Living: Regular gasoline 64c...one bedroom apt. (Furn. \$175, Unfurn. \$125)...state sales tax 5%...state income tax, none.

Liquor Laws: Legal age 21. Bars are open every night until 2am. Liquor stores close every night at 9pm.

Salaries: Disc jockeys average \$200 per week.

Summary: Weather is moderate year-round. The average temperature is 65 degrees, but it rains 50 inches a year. Tacoma has a very high suicide rate. The people are generally friendly with a small town attitude.

AM

KMO/1360

KTAC/850

KTNT/1400

Mod. Country

Top 40

AOR

FM

KLAY/106.1

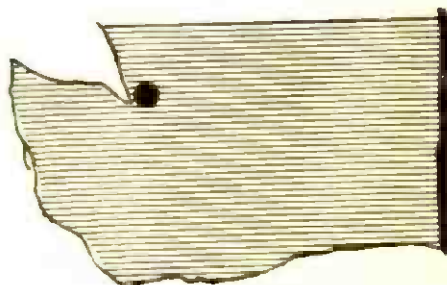
KNBQ/97.3

KBRD/103.9

Soft AOR

Adult Contemp.

Beautiful



TACOMA, WASH.

TAMPA-ST. PETERSBURG, FLORIDA Rank - 26
 Population: Metro 1,164,000/Total 1,726,900 [Black 17.5%]

Economy: Tourism is the largest economic factor. There are also 29 cigar factories, Aerospace and appliance industries; Shipping is 8th in the nation.

Home of: University of South Florida, Tampa University.

Recommended Accomodations: Riverside Hilton-Tampa, Princess Martan-St. Pete.

Special Places of Interest: Busch Gardens, several natural Wild Jungles; St. Pete has 65 parks and 20 miles of beach.

Cost of Living: Regular gasoline 53.9c...one bedroom apt. (Furn. \$175, Unfurn. \$150)...state sales tax 4%...no state income tax.

Liquor Laws: Legal age is 18...2am closing and only by the drink on Sundays.

Salaries: Disc jockeys average \$100 to \$300 per week.

Summary: Situated on Florida's west coast, 189 miles from Miami. The two cities are connected by bridges across Tampa Bay. Over three million people visit each year and the median age has lowered considerably in recent years. Because of the climate and resort facilities there is a wide variety of people and the atmosphere is very casual.

AM		FM	
WDAE/1250	MOR	WAVV/100.7	Beautiful
WFLA/970	MOR	WLCY/94.9	Top 40
WFSO/570	AOR	WQSR/102.5	AOR
WHBO/1050	Country	WQXM/97.9	Beautiful
WINQ/1010	Religious	WQYK/99.5	Country
WLCY/1380	Top 40	WRBQ/104.7	Top 40
WRXB/1590	Black	WTAN/95.7	Beautiful
WSOL/1300	Spanish	WWBA/107.3	Beautiful
WSUN/620	Mod. Country		

WTAN/1340	MOR
WTIS/1110	Religious
WTMP/1150	Black
WWBA/680	Beautiful
WYOU/1550	MOR



TAMPA-ST. PETERSBURG, FLA.

TOLEDO, OHIO

Rank - 46

Population: Metro 629,700/Total 864,300 [Black 11%]

Economy: AMC Jeep, Automobile manufacturing, Owens Corning Fiberglass.

Home of: University of Toledo, Bowling Green State University.

Recommended Accomodations: Holiday Inn, Ramada Inn.

Special Places of Interest: City Zoo and Museum.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (Furn. \$175, Unfurn. \$165)...state sales tax 4%...county 3 1/2 %.

Liquor Laws: Legal age is 21, closing time 2:30am.

Salaries: Disc jockeys \$500 to \$1200 per month.

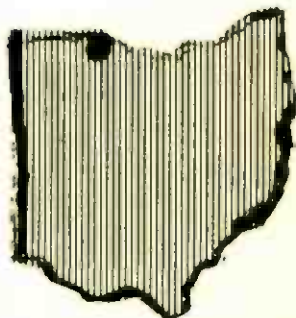
Summary: The area is basically conservative. The city and the area is continuing to grow with land values increasing. Considered a progressive, conservative market overall.

AM

WCWA	1230	Adult Contemp.
WOHO	1470	Top 40
WSPD	1370	MOR
WTOD	1560	Country

FM

WIOT	104.7	AOR
WKLR	99.9	Black
WLQR	101.5	Beautiful
WMHE	92.5	AOR
WXEZ	105.5	Beautiful



TOLEDO, OHIO

TOPEKA, KANSAS

☐ Rank - 164

Population: Metro 158,800/Total 486,700 [Black 6%]

Economy: Agriculture, Government, Manufacturing, Medical, Services and Transportation.

Home of: Washburn University.

Recommended Accomodations: Holiday Inn, Ramada Inn.

Special Places of Interest: Kansas Historical Society, Rain Forest, State Capitol, The Menninger Foundation's Museum and Grounds.

Cost of Living: Regular gasoline 49 to 57c...One bedroom apt. (Furn. \$160, Unfurn. \$145)...state sales tax 3%, state income tax 2 - 6.5%.

Liquor Laws: Can't buy any liquor on Sunday. Legal age is 18 for beer and wine, otherwise 21.

Salaries: Disc jockeys average \$100 - \$250.

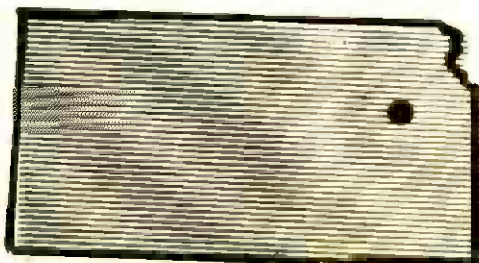
Summary: No longer the Kansas of Steinbeck and the Dustbowl, the marinas, reforestation, campsites and federal reservoirs have made Topeka a Midwestern oasis. Fairly mild winters and semi-humid summers of 70-100 degrees characterize Topekan weather. Kansas has a lot of farming area, which influence is felt in the cities in those farmers who are turning to industry. The conservatism which they bring loosens with the more modern ideas of city life and a University town.

AM

KEWI	1440	Top 40
KTOP	1490	Top 40
WIBW	580	News/MOR
WREN	1250	MOR

FM

KSWT	107.7	Beautiful
KTOP	100.3	Country
KTPK	106.9	Country
WIBW	97.3	Top 40



TOPEKA, KS.

TUCSON, ARIZONA

☐ Rank - 79

Population: Metro 355,500/Total 491,100 [Black 3.5%]

Economy: The tourist trade is an important industry. Construction is also important, due to the city's rapid growth. Copper mining is the largest industry.

Home of: The University of Arizona, Pima Junior College.

Recommended Accomodations: The Doubletree, Sheraton Pueblo.

Special Places of Interest: Old Tucson, where several motion pictures have been filmed; dude ranches, ski resorts.

Cost of Living: Regular gasoline 52.9c...one bedroom apt. (Furn. \$175, Unfurn. \$150)...state sales tax 4%.

Liquor Laws: Bars stop serving at 1am. Legal age 19.

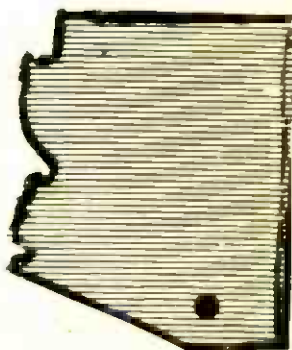
Salaries: Slow-paced, friendly city. The population is increasing rapidly, and there is a wide variety of ethnic backgrounds as a result. There is very little humidity, and the winters are warm. The city is very clean.

AM

KAIR/1490	Beautiful
KCEE/790	MOR
KCUB/1290	Country
KEVT/690	Spanish
KHOS/940	Country
KHYT/1330	MOR
KIKX/580	Top 40
KOPO/1450	MOR
KTKT/990	Top 40
KTUC/1400	All News
KXEW/1600	Spanish

FM

KAIR/94.9	Beautiful
KCEE/96.1	Beautiful
KFMM/99.5	Religious
KWFM/92.9	AOR
KXEW/93.7	Spanish



TUCSON, AZ.

TULSA, OKLAHOMA

☐ **Rank - 65**

Population: Metro 460,500/Total 897,800 Black 10.6%

Economy: The major industry is oil, and aviation and water navigation are also primary sources of income.

Home of: University of Tulsa, Oral Roberts University, and Tulsa Junior College.

Recommended Accomodations: Hilton or Camelot Hotel.

Special Places of Interest: Philbrook Art Center, Will Rogers Memorial Center (in Claremore 30 miles N.E. of Tulsa). Arnie's Bar which features the world's tallest beer for only 35c, Arnie's been in the same location for 20 yrs.

Cost of Living: Regular gasoline 56.0...One bedroom apt. (Furn. \$175, Unfurn. \$160)...state sales tax 4%.

Liquor Laws: Brown bag law, no liquor by the drink.

Salaries: Disc jockeys average \$500 - \$1200 per mo.

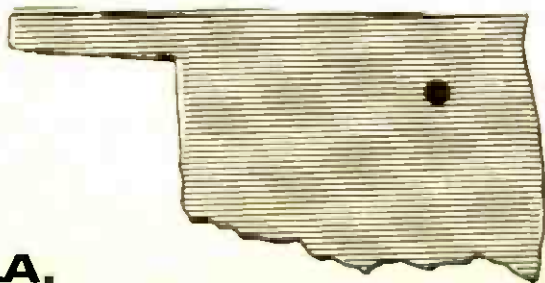
Summary: Tulsa is a wealthy, clean city. In fact, it boasts of being the only city in the United States which washes its downtown streets every night. It also boasts of having the biggest building under one roof in the United States—The International Expo Square. The climate is good, the summers are hot and the winters are mild.

AM

KAKC	970	Top 40
KXXO	1300	Tight AOR
KELI	1430	Top 40
KFMJ	1050	Religious
KRMG	740	Adult Contemp.
KTOW	1340	Country
KVOO	1170	Country

FM

KAKC	92.9	Auto/Oldies
KRAV	96.5	Adult Contemp.
KWEN	95.5	Beautiful
KMOD	97.5	Tight AOR



TULSA, OKLA.

UTICA-ROME, NEW YORK

☐ Rank - 106

Population: Metro 270,300/Total 386,900

Economy: GAF Corp., General Electric, IBM.

Home of: State University of NY at Birmingham, Harpur College.

Recommended Accomodations: Major chains.

Special Places of Interest: Greenwood Park, Hawkins Pond, Roberson Center for the Arts and Sciences.

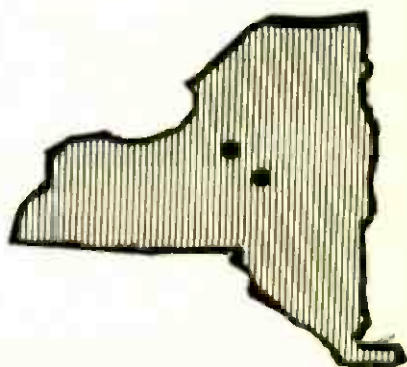
Summary: Avg. temperature: Spring 43, Summer 66, Autumn 49, Winter 26. Avg. annual rainfall 50".

AM

WADR/1480	Country
WALY/1420	Block
WBRV/900	Country
WBVM/1550	Solid Gold
WIBX/950	News/Talk
WKAL/1450	Adult Contemp.
WLFH/1230	MOR
WRNY/1350	MOR
WRUN/1150	Top 40
WTLB/1310	Top 40

FM

WKAL/95.9	Adult Contemp.
WKGW/104.3	Hit Parade
WOUR/96.9	AOR
WTLB/107.3	Mod. Country



UTICA-ROME, N.Y.

WASHINGTON, D.C.

☐ Rank - 7

Population: Metro 2,475,600/Total 3,151,300 [Black 73%]

Economy: The major economic support lies in the Federal Government.

Home of: Fort Mead, Fort Belvoire, Andrews AFB, Maryland University, George Washington University, Catholic University, American University, Georgetown University.

Recommended Accomodations: Stouffer's Inn, Americana, Statler Hilton.

Special Places of Interest: State Capital, Potomac, etc.

Cost of Living: Regular gasoline 62c...one bedroom apt. (Unfurn. \$225)...state sales tax 4%.

Liquor Laws: Close 1am Mon. - Sat., midnight Sunday. Blue law applies on Virginia side of Washington. Legal age 18 for beer and wine, 21 for hard liquor.

Salaries: Disc jockeys average \$100 - \$400 a wk.

Summary: It is seldom below 35 degrees during the winter, but it rains a lot. The summers are hot and muggy, and the fall is beautiful. The city is a classic melting pot with less than one-third of its residents natives.

AM		FM	
WAVA/780	All News	WASH/97.1	Contemp.
WDON/1540	Country	WAVA/105.1	All News
WEAM/1310	AOR	WEZR/106.7	Beautiful
WEEL/1390	Contemp.	WGAY/99.5	Beautiful
WFAX/1220	Religious	WGMS/103.5	Classical
WGAY/1050	Beautiful	WHFS/102.3	AOR
WGMS/570	Classical	WHUR/96.3	Black
WINX/1600	Top 40	WJMD/94.7	Beautiful
WMAL/630	MOR	WMAL/107.3	MOR
WOL/1450	Black	WMOD/98.7	Top 40
WOOK/1340	Black	WKYS/93.9	Disco
WPIK/730	Country	WWDC/101.1	AOR
WRC/980	All News	WXRA/105.9	Country
WTOP/1500	News/Sports		
WUST/1120	Religious		
WWDC/1260	Contemp.		

WASHINGTON, D.C.

WEST PALM BEACH-BOCA RATON, FLA. Rank - 82
 Population: Metro 348,700/Total 393,500

Economy: Tourism, RCA Computers, Pratt-Whitney, much sugar growing.

Home of: Florida Atlantic Inn; Navy has submarine installation here.

Recommended Accomodations: The Breakers, Jupiter Hotel.

Special Places of Interest: Lion Country Safari, Worth Ave. (an elite shopping district) and beaches.

Cost of Living: Regular gasoline 60c...one bedroom apt. (Furn. \$250, Unfurn. \$190)...state sales tax 4%.

Liquor Laws: Close 5am, no booze until after 2pm Sunday.

Salaries: Disc jockeys average \$180.

Summary: The mean age is 35, and many people are very wealthy. The weather is super! Youthful entertainment isn't plentiful.

AM

WEAT/850	Country
WDBF/1420	Adult Contemp.
WIRU/1290	Top 40
WJNO/1230	Adult Contemp.
WKAO/1510	Beautiful
WLIZ/1380	Religious
WPBR/1340	Talk
WPOM/1600	News

FM

WEAT/104.5	Beautiful
WGMW/94.3	Beautiful
WIRK/107.9	Country
WJNO/97.9	Top 40
WRYZ/96.7	Adult Contemp.



**WEST PALM BEACH-
BOCA RATON, FLA.**

WICHITA, KANSAS

☐ Rank - 96

Population: Metro 295,900/Total 577,700

Economy: Manufacturing, Agriculture, Corp. Headquarters for Pizza Hut Chain.

Home of: Wichita State University, Friends University, Kansas Newman College.

Recommended Accomodations: Major chains.

Special Places of Interest: Century II, River area, New Indian Cultural Center.

Cost of Living: Regular gasoline 53c...One bedroom apt. (Unfurn. \$195)...state sales tax 2%.

Liquor Laws: Legal age is 21, there are a lot of private clubs.

Salaries: Disc jockeys average from \$600 per month to \$14,000 per year.

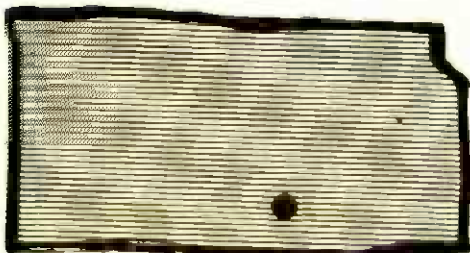
Summary: The people are well educated, moderately conservative with the median age around 27.0, and it is a culturally active community. There are six major lakes within an hour's drive, the air is clean and there is a four season climate, a bit windy at times.

AM

KAKE	1240	Adult Contemp.
KBUL	900	Mod. Country
KFDI	1070	Country
KFH	1330	MOR
KLEO	1480	AOR
KOYY	1360	MOR
KWBB	1410	News

FM

KARD	107.3	Beautiful
KBRA	97.9	Beautiful
KEYN	103.7	Top 40
KFDI	101.3	Country
KICT	95.1	Country
KOYY	99.3	MOR



WICHITA, KS.

**WILKES BARRE-SCRANTON-
HAZELTON, PENNSYLVANIA**

☐ Rank - 52

Population: Metro 533,400/Total 715,400 [Black 6%]

Economy: Based primarily on manufacturing—textiles, shoes.

Home of: Penn State, Marywood, University of Scranton.
Recommended Accomodations: Treadway and major chains.

Special Places of Interest: Pocono Mountain.

Cost of Living: Regular gasoline 54c...one bedroom apt. (Furn. \$240, Unfurn. \$200)...state sales tax 6%...state income tax 2%.

Liquor Laws: Close at 2am. Legal age is 21.

Salaries: Disc jockeys average \$100-\$400 per week.

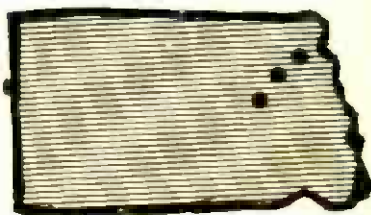
Summary: The people are older, conservative and ethnically-rooted. The crime rate is low, and the pace is relaxed. Small town atmosphere.

AM

WARD/1540	MOR/Block
WARM/590	Adult Contemp.
WAZL/1490	Top 40
WBAX/1240	Top 40
WBRE/1340	All News
WEJL/630	Adult Contemp.
WGBI/910	Country
WICK/1400	Talk
WILK/980	Top 40
WNAK/730	MOR
WSCR/1320	Top 40

FM

WBRE/98.5	All News
WEJL/107.1	Beautiful
WGBI/101.3	Country
WVCD/97.9	Beautiful
WDDL/104.9	Adult Contemp.
WYZZ/92.9	Classical



**WILKES-BARRE-
SCRANTON-HAZELTON, PA.**

WILMINGTON, DEL.

□ Rank - 70

Population: Metro 421,000/Total 732,800 [Black 11%]

Economy: Wilmington's economy is dominated by the chemical industry, being the home of such companies as E.I. Dupont de Nemours and Co. Businessmen are attracted here because of Delaware's low taxes.

Home of: University of Delaware.

Recommended Accomodations: Brandywine Hilton.

Special Places of Interest: Longwood Gardens, Hagley Museum, Winterthur Museum, and Old Town Hall.

Cost of Living: Regular gasoline 60c...One bedroom apt. (Unfurn. \$160-\$180, Furn. \$180 up)...state sales tax-none.

Liquor Laws: Legal age 20. Close at 1am.

Salaries: Disc jockeys average \$125/\$325.

Summary: Wilmington is suburban, yet is very close to such major cities as Philadelphia, New York, and Washington. There is no local auditorium for concerts.

AM

WAMS	1380	Top 40
WDEL	1150	Adult Contemp.
WILM	1450	All News
WNRK	1260	MOR/Country
WTJX	1290	Beautiful

FM

WJBR	99.5	Beautiful
WSTW	93.7	Beautiful

**WILMINGTON, DEL.**

**WORCESTER-FITCHBURG-
LEOMINSTER, MASSACHUSETTS**

☐ Rank - 56

Population: Metro 294,600/Total 523,600 [Black 1.9%]

Economy: Home office of State Mutual and Paul Revere Insurance companies. Heavy electronics industry. Worcester Center—large shopping mall.

Home of: Worcester Poly Tech, Clark University, Holy Cross.

Recommended Accomodations: Major chains.

Special Places of Interest: Worcester Science Center, Art Museum, Historical Society.

Cost of Living: Regular gasoline 58c...one bedroom apt. (Furn. \$300, Unfurn. \$250)...state sales tax 5%...food tax 8%.

Liquor Laws: Sunday blue laws; restaurants okay...2am closing.

Salaries: Disc jockeys average \$120 - \$125 per week.

Summary: Basically a blue collar city. Lots of money, but controlled by a few. Conservative, slow growing city. Summer is hot, winters are cold with heavy snowfall.

AM

WAAB/1440

WNEB/1230

WORC/1310

WTAG/580

News/Talk

Country

Top 40

MOR

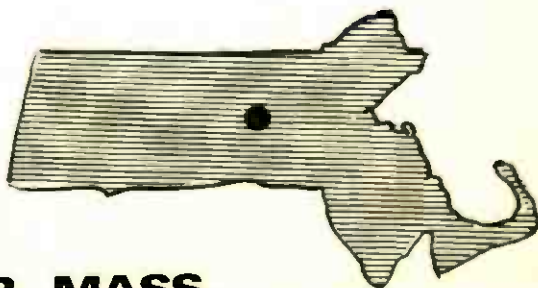
FM

WAAF/107.3

WSRS/96.1

Tight AOR

Beautiful



WORCESTER, MASS.

YOUNGSTOWN-WARREN, OHIO ☐ Rank - 68
 Population: Metro 444,000/Total 727,600 [Black 21.7%]

Economy: A great steel centre, there is a wide diversity of manufacturing such as: mechanical and moulded rubber goods, electric lamps, aluminum chairs, steel office furniture, rolling mill equipment, automotive parts, truck assembly, automotive assembly, plastics, electronic equipment, paper products, etc.

Home of: Youngstown State University, Penn-Ohio Junior College.

Recommended Accomodations: Voyager Motor Inn (downtown), Ramada Inn (airport).

Special Places of Interest: Butler Institute of American Art, Lake Milton, Old Mill Museum in Mill Creek Park, The Canfield Fairgrounds (home of Pioneer Village, a 10 building restoration of the old western reserve).

Cost of Living: Regular gasoline 57.9c...one bedroom apt. (Furn. \$190, Unfurn. \$140)...state sales tax 4%...state income tax 1/2-3 1/2%.

Liquor Laws: Legal age for anything other than 3.2 beer is 21, closing time is usually around 2am, no liquor sold in stores on Sunday—by drink only in some bars.

Salaries: Located in the northeastern part of Ohio, five miles from the Pennsylvania line, and midway between Cleveland and Pittsburgh, this is the center of the fourth largest steel producing district in the country. The mean temperature for January is 27.7 degrees and for July is 71 degrees. The mean annual precipitation is 39.27 inches. Important sports to the area are Football, Basketball and Polo. The people are politically liberal and progress continues in pollution control and urban renewal.

AM			FM		
WBBW	1240	Talk	WHOT	101.1	Top 40
WFMJ	1390	Top 40	WKBN	98.9	Beautiful
WGFT	1500	Black	WQOD	93.3	Beautiful
WHHH	1440	Block/MOR	WYFM	102.9	Top 40
WHOT	1330	Top 40			
WKBN	570	Adult Contemp.			
WPIC	790	Adult Contemp.			
WTCL	1570	MOR			



**YOUNGSTOWN
 WARREN, OHIO**

"THE PROBLEM WITH CHUCK BLORE IS HE THINKS PEOPLE STILL LISTEN TO RADIO"

(Quote from nationally known programmer at a recent radio programming conference.)

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• Ted Atkins, WTAE, PITTSBURGH, now playing MINI-
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MINI-DRAMAS • Ken Meyer, KTXR, SPRINGFIELD, now playing
LITTLE MOMENTS • Frank Callaghan, CKLG, VANCOUVER,
now playing MINI-DRAMAS • Jim McLaughlin, CHED, EDMON-
TON, now playing MINI-DRAMAS • Ed Wodka, KMGK, DES
MOINES, now playing MINI-DRAMAS • Steve Stafford, WQUD,
MEMPHIS, now playing MINI-DRAMAS • Jim Jackson, CKY,
WINNIPEG, now playing MINI-DRAMAS • John Garland, KANC,
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1606 N. Argyle Ave., Hollywood 90028 (213) 466-9221



RADIO STATION SPOTLIGHT

We would have loved to spotlight every radio station in the country but again the old space problem limited it to the following. You'll note that they are divided by K's and W's and are in alphabetical order by call letter. For formats and frequencies turn to the markets section. That contains every station in each of the cities. You'll note the following info contains: call letters, phone, address, owner, number of employees, program director, music director, news director, general manager (and the number of years each has been at the station), number of records generally on their playlist, whether or not they play LP cuts, what percentage of their daily playlist is oldies, whether they consider themselves a tight or personality station, what jingle package they run, what syndication packages they are running, their policy in interviewing artists, and what trades they report to.

CKLW/50,000 Watts/313-963-1567

1640 Duelllette, Southfield, MI 48076

Owner - Batow Bdcstg / No. Emps - 110 / PD - Les Garland (9 mos) / MD - Rosalie Trombley (8 yrs) / News Dir - Byron MacGregor (7 yrs); Staff-18 / GM - Herbert W. McCord (4 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - Pams / Synd - RKO Special / Interviews - Occasionally / Reports to: KR, RR, BG

KAAY/50,000 Watts/501-375-5311

1425 W. 7th St., Little Rock, Ark. 72203

Owner - Multi-Media Radio, Inc. / No. Emps - 26 / PD - Wayne Moss (5 yrs) / MD - Sonny Martin - 11 yrs) / News Dir - Mitch Michaels (9 yrs); Staff-4 / GM - Pat Walsh, Jr. (14 yrs) / Playlist - 36 / LP Cuts - Yes / Oldies - 20% / Approach - Personality AM & late nite / Jingles - TM, Pams / Synd - Bicentennial features / Automate - No / Interviews - Occasionally

KAFM/100,000 Watts/214-634-1080

7901 Carpenter Fwy., Dallas, TX

Owner - KRLD Corporation / No. Emps - 15 / PD - Chuck Dunaway (11 mos) / MD - Bob Shannon (10 mos) / GM - John Butler / Playlist - 50-60 / LP Cuts - Yes / Oldies - 65-70% / Approach - Tight / Jingles - Custom / Synd - None / Automate - No / Interviews - Format related artists

KAFY/1000 Watts/805-366-4411

8301 Kern Canyon Rd., Bakersfield CA 93306

Owner - General Bdcstg Corp. / No. Emps - 15 / PD & MD - Chris Connor (5 yrs) / News Dir - Ron Foster (7 yrs); Staff-1 / GM - Ozzie Knudsen (5 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - Drake-Motown / Synd - Nat'l LP Countdown / Automate - No / Interviews - None / Reports to: RR

KAKC/1000 Watts/918-743-9877

Box 970, Tulsa, OK 74101

Owner - S. Carl Mark, Markway Inc. / No. Emps - 30 / PD - Gary Stevens (2 yrs) / MD - Steve Carter (6 mos) / News Dir - Bob Hendryx (6 mos); Staff-4 / GM - Wes Stegeman (15 yrs) / Playlist - 35 / LP Cuts - Occasionally / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Used in news / Reports to: KR, RR, BG

KAKE/1000 Watts/316-943-4221

1500 No. West St., Wichita, KS

Owner - Kake Inc. / No. Emps - 25 / PD - Gene Rump (5 yrs) / MD - Mike Delamoter (2 yrs) / News Dir - John McKean (2 yrs); Staff-6 / GM - Frank Gunn (5 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - Jam / Synd - HB, etc. / Automate - No / Reports to: RR, BG

KAMC/100,000 Watts/817-265-3103

P.O. Bx 460, Arlington, TX 76010

Owner - Dick Osburn / No. Emps - 12 / PD - Ken Bateman (3 yrs) / MD - Stuart McRae (2 yrs) / GM - Dick Osburn (4 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 60% / Approach - Tight / Jingles - Own / Synd - Interview / Automate - No / Interviews - Sometimes / Reports to: RR, KR

KAOK/1000 Watts/318-436-7541

645 15th St, Lake Charles, LA 70601

Owner - E. J. Prendergast / No. Emps - 18 / PD - Bill Conway (8 mos) / MD - Ken Rice (1½ yrs) / News Dir - Frank Bily (6 mos); Staff-1 / GM - Tom Fletcher (10 yrs) / Playlist 25-30 / LP Cuts - Yes / Oldies - 40-50% / Approach - Tight / Jingles - TM Propellent, 4 Basics / Synd - Hitbound from Billboard / Automate - No / Interviews - Artists with current hit only / Reports to: BG

KARN/5000 Watts/501-376-9292

1001 Spring St., Little Rock, Ark.

Owner - Snider Corp. / No. Emps - 15 / PD - Bob Galen (New) / News Dir - Don Corbet (15 yrs); Staff-7 / GM - Larry A. Duke (5 yrs) / Playlist - None / LP Cuts - Taped Music Service / Approach - Easy Personality / Jingles - TM / Synd - Our Am Heritage / Interviews - No on-air interviews

KATZ/5000 Watts/314-241-6000

812 Olive, St. Louis, MO 63101

Owner - Wollan-Hartley / No. Emps - 20 / PD & MD - Chris Hall (3 yrs) / News Dir - Ty Wamsley (2½ yrs); Staff-1 / GM - Doug Eason (15 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 15% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

KAYC/1000 Watts/713-833-9421

P.O. Box 870, Beaumont, TX 77704

Owner - Texas Coast Bdcstrs / PD & MD - Paul King (8 mos) / News Dir Dir - Roger Dimmick (2 yrs); Staff-3 / GM - Ed Dittert (18 yrs) / Playlist - 20-30 / LP Cuts - Selected / Oldies - 50-60% / Approach - Personality / Jingles - TM / Synd - Am Top 40; Great Am Spirit / Automate - No / Interviews - As scheduled

KAYD/50,000 Watts/713-833-3697

P.O. Box 870, Beaumont, TX

Owner - Texas Coast Bdcstrs / No. Emps - 15 / PD - Paul King (1½ yrs) / MD - Michael Danbom (1 yr) / News Dir - Roger Dimmick (3 yrs) / GM - Al Caldwell (14 yrs) / Playlist - 50 LP's / Oldies - 35% / Approach - Personality / Jingles - None / Synd - Rock around the World; King Biscuit / Automate - Rarely / Interviews - As scheduled

KAYO/5000 Watts/206-623-2480
2939 4th Ave. So., Seattle, WA 98134

Owner - Washington Telecasters / No. Emps - 25 / PD & MD - Ben Peyton (1 yr) / News Dir - Dennis Buckel (1 yr); Staff-3 / GM - John DiMeo (27 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Open / Reports to: RR, BG

KAYQ/1000 Watts/816-753-7707
3435 Broadway, Kansas City, MO

Owner - Coleman Am. Bdcstg / No. Emps - 20 / PD & MD - Jon Reed (1½ yrs) / News Dir - Rod Allen (8 mos); Staff-3 / GM - Dale Coleman (8 mos) / Playlist - 30-35 / LP Cuts - No / Oldies - Varies / Approach - Tight / Jingles - Own / Synd - None / Automate - No / Interviews - Discouraged

KAZA/5000 Watts/408-998-1290
P.O.Bx 1290, San Jose, CA 95108

Owner - Radio Fiesta Corp / No. Emps - 11 / PD - Robert Colunga / MD - Alfredo Rodriguez / News Dir - Edmundo Saenz; Staff-2 / GM - Albert Rodriguez / Playlist - 60 / LP Cuts - No / Oldies - 45% / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No

KBBC/115,000 Watts/602-258-7333
1101 N Central Ave, Phoenix, AZ 85001

Owner - Combined Comm / No. Emps - 14 / PD - Tony Booth (2 yrs) / MD - Art Webb (2 yrs) / News Dir - Roger Downey (2 yrs); Staff-3 / GM - John Bonnett (4 yrs) / Playlist - 40-50 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Pams of Dallas / Synd - Am Top 40, Nat'l Album Countdown, Record Report / Automate - No / Interviews - Popular artists occasionally

KBDF/5000 Watts/503-345-4304
1600 Coburg Rd., Eugene, OR 97401

Owner - Mattco Inc. / No. Emps - 16 / PD & MD - Richard Harker (2 yrs) / News Dir - Bill Polish (1 yr); Staff-3 & GM - Michael Cole (3 yrs) / Playlist - 40 / LP Cuts - 10 per week / Oldies - 30% / Approach - Tight / Jingles - TM / Synd - Wolfman / Automate - No / Interviews - Rarely / Reports to: KR, BG

KBEQ/50,000 Watts/816-531-2535
3100 Broadway, Suite 111, Kansas City, MO

Owner - KBEQ, Inc. / No. Emps - 25 / PD - Bob Laurence (9 mos) / MD - Jeff Elliott (5 mos) / News Dir - Art Hadley (2 yrs); Staff-1 / GM - J.D. Williamson (2½ yrs) / Playlist - 25 / LP Cuts - Limited / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - BBC, Am T 40 / Automate - No / Interviews - Not usually / Reports to: BG

KBFW/1000 Watts/206-734-8555

P.O.Box D, Bellingham, WA 98225

Owner - Fred Danz/SRO Bdcstg / No. Emps - 15 / PD - Al Sande (8 mos) / MD - Dale Hansen (2 yrs) / News Dir - Pete Kremen (2½ yrs); Staff-3 / GM - Jack Chunn (New) / Playlist - 30 / LP Cuts - Yes / Oldies - 2% / Approach - Personality / Jingles - Pams, Modern Uptempo Country / Synd - None / Automate - No / Interviews - Occasionally

KBIS/1000 Watts/805-872-1776

4107 Crescent Dr., Bakersfield 93306

Owner - Westco Media, Inc. / PD - Bob Stevens (6 mos) / MD - Greg Edwards (4 mos) / GM - Al Crocker / Playlist - 40 / LP Cuts - Occasionally / Oldies - 40% / Approach - Tight except mornings / Jingles - Gwainsound / Synd - None / Automate - No / Interviews - None

KBOL/1000 Watts/303-444-1490

Box 146, Boulder, CO 80302

Owner - Boulder Radio KBOL, Inc. / No. Emps - 23 / PD - Rusty Shaffer (6 yrs) / MD - Tim Larson (5 yrs) / News Dir - Adrian Hise (2 yrs); Staff-3 / GM - Russel W. Shaffer (29 yrs) / Playlist - 26-32 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - TM / Synd - On This Day / Automate - No / Interviews - Occasionally

KBOX/5000 Watts/214-348-3800

9900 McCree Rd., Dallas, TX 75238

Owner - Group One Bdcstg. / PD & MD - Tom Allen (3 yrs) / News Dir - Dave O'Brien (8 yrs); Staff-6 / GM - Chet Maxwell (8 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Best Damn Country / Synd - Feel the Spirit / Automate - No / Interviews - Weekday afternoons / Reports to: RR

KBPI/1000,000 Watts/303-936-2313

4460 Morrison Rd., Denver, CO 80219

Owner - Progressive Bdcstrs / No. Emps - 22 / PD, MD, News Dir, GM - Frank Felix (5 yrs); News Staff-1 / Playlist - Albums / Jingles - None / Synd - Inner View, King Biscuit / Automate - No / Interviews - At times

KBYR/1000 Watts/907-272-3456

Box 2200, Anchorage

Owner - Northern Television, Inc. / No. Emps - 25 / PD - Jerry Rose (2 yrs) / MD - Bruce Kier (2 yrs) / News Dir - Gregg Clapper (1 yr); Staff-3 / GM - Ron Moore (6 yrs) / Playlist - 40-45 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

KCAD/500 Watts/915-692-1188

No. 4 Westgate, Abilene TX 79605

Owner - Dell Morton / No. Emps - 11 / PD - Johnny Thurman (5 yrs) / MD - Johnny Thurman / News Dir - Bob Long (2 yrs); Staff-2 / GM - Virgil Terry (14 yrs) / Playlist - 60 / LP Cuts / Yes / Oldies - 1 per hr / Approach - Personality / Jingles - None / Synd - Man & Molecules / Automate - No / Interviews - Whenever

KCBC/1000 Watts/515-277-4483

Box 1404, Des Moines, Iowa

Owner - Blackhawk Bdcstg / No Emps - 16 / PD & MD - Jim Stewart (7 mos) / News Dir - Dale Cerbin (5 mos); Staff-7 / GM - Don Weir (7 mos) / Playlist - 18-20 / LP Cuts - Yes / Oldies - 60% / Approach - Personality / Jingles - TM / Synd - Chuck Cecil, Theatre of the Mind, Record Report / Automate - No / Interviews - Anytime

KCBQ/50,000 Watts/714-286-1170

9416 Mission Gorge Rd., Santee, CA 92071

Owner - Downe Comm / No. Emps - 56 / PD - Gerry Peterson (5 mos) / MD - Susan Dixon (4 mos) / News Dir - Reid Carroll (7 yrs); Staff-6 / GM - Russ Wittberger (4 yrs) / Playlist - 30-35 / LP Cuts - Occasionally / Oldies - 20% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally; on air / Reports to: KR, RR

KCBS-AM/50,000 Watts/415-982-7000

One Embarcadero Center, San Francisco, CA 94111

Owner - CBS Inc / No. Emps - 85 / News Dir - Dave McElhatton (2 yrs); Staff-38 / GM - Peter M. McCoy (4½ yrs) / Playlist - None / Approach - Tight / Jingles - Produced by Imagination Inc. of San Francisco / Synd - None / Automate - No

KCEE AM-FM/5000 & 25,500 Watts/602-622-7788

P.O. Bx 5886, Tucson, AZ 85703

Owner - Strauss Bdcstg / No. Emps - 21 / PD & MD - David C. Graham (10 yrs) / News Dir - Mr. Clare Coffman (18 yrs); Staff-1 / GM - Robert A. Strauss (10 yrs) / Playlist - Several hundred / LP Cuts - AM-Almost exclusively, FM-Tapes / Oldies - AM-90%, FM-100% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Public affairs or news programs

KCKC/5000 Watts/714-882-2575

3225 E St., San Bernardino, CA 92406

Owner - Doug Trenner / PD - Jack Lindsey (3 yrs) / MD - Bob Mitchell (10 yrs) / News Dir - Bob Harvey (2 yrs); Staff-1 / GM - Bob Mitchell / Playlist - 35 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - TM / Synd - Drake-Chenault Golden Yrs of Country / Automate - No / Interviews - Phone; weekly / Reports to: RR, BG

KCKN/1000 Watts/816-321-3200

Box 1165, Kansas City, Kansas

Owner - Smith-Kaye Radio / No. Emps - 23 / PD - Gary Brazeal (2 yrs) / MD - Don Rhea (11 yrs) / News Dir - Mike Shannin (4 yrs); Staff-4 / GM - Glen George (14 yrs) / Playlist - 90-110 / LP Cuts - Yes / Oldies - 2 per hr / Approach - Personality / Jingles - Pams / Synd - None / Automate - Midnight to 6am 6 nights / Interviews - Pre-recorded / Reports to: RR, BG

KCMO/50,000 Watts/816-531-6789

125 E. 31st St., Kansas City, MO 64108

Owner - Merredith Bdcstg / No. Emps - 35 / PD - Al Casey (9 mos) / MD - Joan Kelly (New) / News Dir - Mike McGee (7 mos) / GM - Steve Shannon (1½ yrs) / Playlist - 20 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - Special of the Week / Automate - No / Interviews - Sometimes

KCPX-FM/27,000 Watts/801-486-3931

1760 Freemount Dr, Salt Lake City, UT

Owner - Columbia Pictures / No. Emps - 20 / PD & MD - Gary Waldron (7 yrs) / News Dir - Joe Lee (11 yrs); Staff-15-20 / GM - William E. Wright (11 yrs) / Playlist - 60 Albums / Oldies - 50% / Approach - Tight / Jingles - None / Synd - News Blimp, Progressive Network / Automate - Midnight-8:00 p.m.

KCPX-AM/5000 Watts/801-486-3931

1760 Freemount Dr, Salt Lake City, Utah

Owner - Columbia Pictures / No. Emps - 20 / PD & MD - Gary Waldron (7 yrs) / News Dir - Joe Lee (11 yrs); Staff-15-20 / GM - William E. Wright (11 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 25% / Approach - Tight/Personality / Jingles - Priority One Production / Synd - Am Top 40 / Automate - No

KCRG/5000 Watts/319-398-8422

2nd Ave. at 5th St. S.E., Cedar Rapids, Iowa 52401

Owner - Cedar Rapids Television Co. / No. Emps - 30 / PD & MD - Rick Rick Sellers (1 yr) / News Dir - Sid Hayman; Staff-18 / GM - Ed Lasko (10 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - Approx. 33% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Taped / Reports to: BG

KDAL/5000 Watts/218-727-8911;

425 W. Superior St., Duluth, MN 55802;

Owner - WGN Cont'l-Chicago / No. Emps - 19 / PD & MD - John R. Snee (8 yrs) / News Dir - Bill Cortes (11 yrs); Staff-11 / GM - John LaForge (22 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

KDEF/5,000 Watts/505-881-5333

4103 Montgomery NE, Albuquerque, N.M. 87101

Owner - Bill Weaver / No Empl - 14 / PD - Paul Britt / MD - Paul Britt (8 yrs) / News Dir - John Milholland (2 yrs); Staff - 3 / GM - Larry Filkins (5 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - Mini-Dramas / Automate - No / Interviews - 10-2pm / Reports to: BG

KDEO/1000 Watts/714-583-9100

Box 2908, San Diego, CA 92112

Owner - Metromedia / No. Empls - 30 / PD & MD - Roger Agnew (6 mos) / News Dir - John Hernandez (2 yrs); Staff-2 / GM - Tom Sidley (2 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 60% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - When available

KDIA/5000 Watts/415-397-3224

Bay Bridge Toll Plaza Rd, Oakland, CA 94662

Owner - Sonderling / No. Empls - 35 / PD & MD - Keith Adams (9 mos) / News Dir - Wes Moore (New); Staff-3 / GM - J. Walter Carroll (10 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - TM Synergy / Synd - None / Automate - No / Interviews - Public affairs, taped

KDJW-AM/54,000 Watts/806-372-6543

Box 5844, Amarillo, TX 79107

Owner - John B. Walton, Jr. / No Empls - 20 / PD - Dugg Collins (8 yrs) / MD - Dugg Collins / New Dir - Jenny Gentry (1 yr) / Staff - 3 / GM - George Schmidt (5 yrs) / Playlist - 70 / LP Cuts - Yes / Oldies - 2 per hour / Approach - Tight / Jingles - Tanner / Synd - No / Automate - No / Interviews - Depends / Reports to: BG, RR

KDJW-FM/54,000 Watts/806-372-6543

Box 5844, Amarillo, TX 79107

Owner John B. Walton Jr. / No Empls - 20 / PD - Dugg Collins (8 yrs) / MD - Dugg Collins / News Dir - Genny Gentry (1 yr) / GM - George Schmidt (5 yrs) / Automate - Yes (Drake-Chenault "Great American Country") / Reports to: BG

KDKA/50,000 Watts/412-391-3000

One Gateway Center, Pitts, PA 15222

Owner - Westinghouse Bdcstg / No. Empls - 70 / PD - Dave Graves (2 mos) / MD - Dick Skrinjar (3 yrs) / News Dir - Bill Brady; Staff-10 / GM - Bill Hartman / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Only charity related involvement

KDKB AM-FM/10,000 & 100,000 Watts/602-833-4261

146 S. Country Club Dr., Phoenix AZ 85201

Owner - Dwight Karma Bdcstg / No. Emps - 27 / PD - William E. Compton (4½ yrs) / MD - Linda Thompson (3 yrs) / News Dir - Bob Dunn (4 yrs); Staff-6 / GM - Eric Havenstein (4½ yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 60-7-% / Approach - Personality / Jingles - None / Synd - King Biscuit Flower Hour / Automate - No / Interviews - Public affairs programs wkdays 6-7:00 p.m. and at random during remaining hours

KDKO/5000 Watts/303-794-4211

Box 418, Littleton, CO 80120

Owner - KDKO, Inc. / No. Emps - 14 / MD - Bob Moore (6 yrs) / News Dir - Don Miller (7 yrs); Staff-2 / GM - David M. Segal (12 yrs) / Playlist - 41 / LP Cuts - Yes / Oldies - 5% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Short, pretaped

KDWN/50,000 Watts/702-385-7212

Union Plaza Hotel, One Main St., Las Vegas, NV 89114

Owner - Radio Nevada / No. Emps - 20 / PD & MD - Charley Scott (2 yrs) / News Dir - Mal Harris (1 yr); Staff-1 / GM - A.J. William (1 yr) / Playlist - 48 / LP Cuts - Some / Oldies - 30-40% / Approach - Personality / Jingles - Terry Moss / Synd - Chuck Blore / Automate - No / Interviews - Normally discouraged except 2 min. features / Reports to: RR, BG

KDZA/1000 Watts/303-544-5646

P.O.Bx 93, Pueblo, CO 81002

Owner - Gayberry Bdcstg / No. Emps - 30 / PD - Frank Provenza (2 yrs) / MD - Rip "Van Winkle" Avina (6 mos) / News Dir - Gary Wayne (3 mos) / GM - Ralph Carter (2 yrs) / Playlist - 42 / LP Cuts - No / Oldies - 25% / Approach - Tight / Jingles - Tanner Super "O" Pkg / Synd - None / Automate - No / Reports to: RR

KEBC/50,000 Watts/405-631-7501

P.O.Bx 94580, Okla City, Okla 73109

Owner - Electronic Bdcstg / No. Emps - 22 / PD & MD - Dennis Rainwater (5 yrs) / News Dir - Mike Kouri (3 yrs); Staff-5 / President - Ralph Tyler / Playlist - 90 / LP Cuts - Yes / Oldies - 4 per hr / Approach - Personality / Jingles - None / Synd - Ralph Emory Show / Automate - No / Interviews - Of interest to listeners

KEED/1000 Watts/503-344-1457

1245 Charnelton, Eugene, OR 97401

Owner - Monroe Bdcstg / PD - Don Kennedy (6 mos) / MD - Don Scott (1½ yrs) / News Dir - Pete St. James (1 yr); Staff-2 / GM - Bill Moller (6 mos) / Playlist - 50 / LP Cuts - 1 per hr / Oldies - 3 per hr / Approach - Tight / Jingles - TM / Synd - Ralph Emory / Automate - No / Interviews - As available / Reports to: RR

KEEL/50,000 Watts/318-425-8692

Box 7, Shreveport, LA 71120

Owner - Multi-Media / No. Emps - 33 / PD - Steve Kelly / MD - Howard Clark / News Dir - Ken Booth (6 yrs); Staff-4 / GM - Marie Gifford (18 yrs) / Playlist - 45 / LP Cuts - Rarely / Oldies - 35% / Approach - Personality / Jingles - Pams / Synd - TM Obediah / Automate - No / Interviews - Rarely / Reports to: RR, KR

KEEN/5000 Watts/408-249-5336

1245 S Winchester Blvd, San Jose, CA 95128

Owner - United Bdcstg Co / PD & MD - Steve Snell (5 yrs) / News Dir - Jan Maroff (1 yr); Staff-1 / GM - George Snell (27 yrs) / Playlist - 65-70 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Tanner's Sophisticated / Synd - None / Automate - No / Interviews - Country artists when in area / Reports to: BG

KEEZ/100,000 Watts/512-223-3004

2800 Tower Life Bldg, San Antonio, TX 78205

Owner - Clear Channel Comm / No. Emps - 13 / PD & MD - John Shannon (1 yr) / News Dir - Bob Guthrie; Staff-5 / GM - Henry Roberts (1½ yrs) / Playlist - 20 / LP Cuts - Seldom / Oldies - 30% / Approach - Tight / Jingles - TM / Synd - Am Idea / Automate - Semi-automated TM Stereo Rock / Interviews - Entertainment News, Midnight-6:00 a.m.

KELI/5000 Watts/918-622-1430

Box 52185, Tulsa 74152

Owner - Bdcstg Assoc. / No. Emps - 20 / PD - John Michaels / MD - Joe Henderson / News - Randy Kindy / GM - Joe Henderson / Playlist - 40 / LP Cuts - Some / Oldies - 25% / Approach - Tight / Jingles - Custom / Synd - Am T 40 / Automate - No / Interviews - Occasionally / Reports to: RR

KENR/10,000 Watts/713-621-1550

2 Greenway Plaza East, Ste. 900, Houston, TX 77046

Owner - Lake Huron Bdcstg / No. Emps - 36 / PD - Ric Libby (5 yrs) / MD - Bruce Nelson (4 yrs) / News Dir - Frank Boardman (5 yrs); Staff-5 / GM - Robert M. Chandler (4 yrs) / Playlist - 60+ / LP Cuts - Limited / Oldies - 20-40% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - On DJ shows / Reports to: RR, BG

KERE/5000 Watts/303-534-5373

Box 2097, Denver, CO 80201

Owner - Mission Bdcstg / No. Emps - 30 / PD & MD - R.T. Simpson (1 yr) / News Dir - Jack Duane (1 yr); Staff-4 / GM - Ed Hardy (2 yrs) / Playlist - 50+ / LP Cuts - Yes / Oldies - Varies / Approach - Tight / Jingles - Tanner, Pams / Synd - None / Automate - No / Interviews - Occasionally / Reports to: RR, BG

KERN/1000 Watts/805-832-1410**P.O. Box 2700, Bakersfield, CA 93309**

Owner - Brandon-Robison / No. Emps - 15 / PD - John Mitchell (4 yrs) / MD - Bob Harlow (1 yr) / News Dir - John Q. Lawrence (7 mos); Staff Staff-1 / GM - Terry Dorsey (1 yr) / Playlist - 25-30 / LP Cuts - Very selective / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - Am Top 40 / Automate - No / Reports to: RR

KEWI/5000 Watts/913-272-2122**5315 W. 7th St., Topeka, KS**

Owner - Midland Bdcstrs / No. Emps - 26 / PD - Bob Finot (5 yrs) / MD - Bruce Wayne (6 mos) / News Dir - Mike Manns (5 yrs) / News Dir - Mike Manns (5 yrs) / GM - Bob Russell (14 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - Toby Arnold / Synd - Am T 40 / Great Am Spirit, R.W. Morgan / Automate - No / Interviews - Record Report / Reports to: RR, BG

KEYS/1000 Watts/512-882-7411**P.O. Box 1460, Corpus Christi, TX 78403**

Owner - Radio Corpus Christi / PD - J.J. Stone (4 mos) / MD - Ron Wood (3 mos) / News Dir - E.D. Day (1 yr); Staff-2 / GM - E.C. Stern, Jr. / Playlist - 39 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Pams / Synd - Earth News / Automate - No / Interviews - Anytime / Reports to: BG

KEX/50,000 Watts/503-225-1190, 206-256-1190**2130 SW 5th Ave, Portland OR 97201**

Owner - Golden West Bdcstg / No. Emps - 25 / PD - Eric G. Norberg (1 yr) / MD - Bob Swanson (9 yrs) / News Dir - Jim Howe (16 yrs); Staff-4 full, 1 part-time / GM - Richard P. Kale (7 yrs) / Playlist - 42 Singles, 6 LP's / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - The Americans / Automate - No / Interviews - Occasional, brief, live, major artists, Bob Swanson show-arranged by Bob Swanson / Reports to: RR, BG

KEXL/100,000 Watts/512-696-9940**8400 Data Point, San Antonio, TX 78229**

Owner - Doubleday Bdcstg / No. Emps - 13 / PD - Tony Dale (8 mos) / MD - Ken Cowley (3 mos) / News Dir - Sam Kendrick (1 yr); Staff-2 / GM - Rex Tackett (1½ yrs) / Playlist - Varies / LP Cuts - Almost exclusively / Oldies - 30% / Approach - Personality / Jingles - None / Synd - King Biscuit, Rock Around the World, Earth News, etc. / Automate - No / Interviews - At all opportunities / Reports to: RR

KEZY/5000 Watts/714-776-1191**1190 East Ball Road, Anaheim 92805**

Owner - KEZY Inc. / No Emps - 31 / PD - Rick Carroll (3 mos) / MD - Larry Groves (3 mos) / News Dir - Adam J. DeMarais (8 yrs); Staff-3 / GM - Dan Mitchell (13 yrs) / Playlist - 32 / LP Cuts - 15 / Oldies - 40% / Approach - Tight / Jingles - Old Pams Jingles / Synd - Religious programs / Automate - No / Interviews - Nothing regularly / Reports to: KR, RR & BG

KFAC AM-FM/5000 & 50,000 Watts/213-938-0161**5773 Wilshire Boulevard**

Owner - ASI Communications / No Emps - 30 / PD - Carl Princi (23 yrs) / MD - Clyde Allen (4 yrs) / News Dir - Tom Franklin (5 yrs); Staff-1 / GM - George Fritzinger (3 yrs) / Playlist - 1500 / LP Cuts - Yes / Oldies - 98% ("The Original Top 40") / Approach - Tight-personality / Jingles - None / Synd - Boston Pops, Phil. Orch., Utah Symph. Concerts, etc. / Automate - 1 AM to 4 PM on FM & 1 AM to 6 AM on AM / Interviews - Of classical artists and/or authorities; some exceptions

KFDI/10,000 Watts/316-838-9141**4200 No. Old Lawrence Rd., Wichita, KS**

Owner - Wichita Great Empire Bdcstg Inc. / No. Emps - 43 / PD - Larry Scott (5 mos) / MD - Don Walton (11 yrs) / News Dir - Chuck Hogan (3 yrs); Staff-8 / GM - Mike Oatman (12 yrs) / Playlist - 80-100 / LP Cuts - Yes / Oldies - 25-30% / Approach - Personality / Jingles - TM / Synd - Tommy Cutrer / Automate - No / Interviews - Anytime / Reports to: BG

KFI/50,000 Watts/213-385-0101**610 So. Ardmore**

Owner - Cox Broadcasting / No Emps - 60 / PD - Biggie Nevins (3 yrs) / MD - Rudy Magueri (5 yrs) / News Dir - Mike Parker (5 yrs); Staff-12 / GM - Jim Wesley (3 yrs) / Playlist - 75 / LP Custs - 1-2 per hour / Oldies Oldies - 20% / Approach - Personality / Jingles - Anita Kerr / Synd - None / Automate - No / Interviews - Top artists or guest personalities on occasion / Reports to: RR

KFJZ/5000 Watts/817-737-6631**4801 West Freeway, Ft. Worth, TX 76101**

Owner - CPI Inc. / No. Emps - 60 / PD - Larry James (8 mos) / MD - Danny Owen & George Erwin / News Dir - Bob Barry (1 yr); Staff-17 / GM - Floyd Shelton / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - WFIL Custom, WLS, '75 / Synd - None / Automate - No / Reports to: RR, BG

KFMB-FM (B-100)/30,000 Watts/714-232-2114**1405 5th Ave., San Diego, CA 92112**

Owner - Midwest Television / No. Emps - 20 / PD - Bobby Rich (1½ yrs) / MD - Jimi Fox (1½ yrs) / News Staff-1 / GM - Paul Palmer (1½ yrs) / Playlist - 37 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally / Reports to: RR

KFML/5000 Watts/303-399-1390**6675 E. Tennessee, Denver, CO**

Owner - Bruce Lien / No. Emps - 15 / PD - Craig Applequist (3 yrs) / MD - Rolf Gunnar (2 yrs) / News Dir - Mitch Levy, Kathy Miller (1½ yrs); Staff-2 / GM - Don Zucker (2 yrs) / Playlist - 40-50 / LP Cuts - Yes / Oldies - Varies / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interview - 5 min, one per day / Reports to: RR

KFMN/100,000 Watts/915-677-3632

102 Pine St., Abilene, TX 79601

Owner - Dave L. Boyll / No Emp - 15 / PD - David R. Perry (1 yr) /
MD - David R. Perry / GM - Dave L. Boyll (8 yrs); / Playlist - 50 / LP
Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - none /
Synd - Earth & Hot News / Automate - No

KFOX/1000 Watts/213-436-7281

666 E. Ocean Blvd., Long Beach

Owner - John Walton / No. Emps - 30 / PD - Jim Christopherson (1 yr) /
MD - Jim Christopherson / News Dir - Daren Lane / GM - Dave Sweeney /
Playist - 50 / LP Cuts - 1 per hour in drives / Oldies - 62% / Approach -
Tight / Jingles - TM / Synd. - None / Automate - No / Interviews -
Midday show / Reports to: RR, BG

KFRC/5000 Watts/415-982-9200

415 Bush St, SF, CA

Owner - RKO Radio / No. Emps - 70 / PD - Michael Spears (3 yrs) /
MD - Dave Sholin (2 yrs) / News Dir - Jo Interrante (2½ yrs); Staff-6 /
GM - Patrick W. Norman (3½ yrs) / Playlist - 30 / LP Cuts - Few / Old-
ies - 25% / Approach - Personality / Jingles - TM You Pkg / Synd - None
/ Automate - No / Interviews - Focus '76, Newscasts, etc. / Reports to:
KR, RR, BG

KFWD-FM/100,000 Watts/817-267-4411

P.O.Bx 61111, DFW, TX

Owner - Southern Bdcstg. / No. Emps - 18 / PD - Dave Van Dyke (3
mos) / MD - Tim Spencer (1½ yrs) / GM - E. C. Stiker (1 mo) / Playlist -
50-60 / LP Cuts - Yes / Oldies - 60% / Approach - Tight / Jingles - None
/ Synd - Rock Around the World / Automate - No / Interviews - Sunday
Sunday nights
nights

KFXM/1000 Watts/714-825-5555

666 Airway Dr., San Bernardino, CA 92408

Owner - John Hearne & Howard Tullis / No. Emps - 30 / PD & MD -
Ted Brown (3 yrs) / News Dir - Larry Shield (6 yrs) / GM - Bob Bunnell
(18 yrs) / Exec. VP - Al Anthony (20 yrs) / Playlist - 27-32 / LP Cuts -
Yes / Oldies - 33% / Approach - Tight / Jingles - TM / Synd - None /
Automate - No

KFYE-FM/68,000 Watts/209-486-5294

Fresno Townehouse, Ste. 535, Fresno, CA

Owner - Stereo Bdcstg. Corp. / No. Emps - 21 / PD - Dan L. Spears (6
mos) / MD - Greg Elliot (6 mos) / News Dir - Phil Veiner (5 mos); Staff-
1 / GM - Bob Treadway (1 yr) / Playlist - 120-150 / LP Cuts - Yes / Old-
ies - 25-45% / Approach - Tight/Personality / Jingles - None / Synd -
Robert W. Morgan Special of the Week / Automate - Daily 1-5:00 a.m. /
Interviews - Depends on availability / Reports to: RR, BG

KGA/50,000 Watts/509-535-4606**South 6228 Regal, Spokane, WA**

Owner - Monroe Bdcstg Co / No. Emps - 20 / PD & MD - Ron Norwood (2 yrs) / News Dir - Ron Hardin (2½ yrs); Staff-2 / GM - Steve Dean (6 yrs) / Playlist - 60-65 / LP Cuts - Yes / Oldies - 20-25% / Approach - Tight/Personality / Jingles - TM Country Music Radio / Synd - Ralph Emory Show / Automate - No / Interviews - Popular artists only, live or taped / Reports to: RR

KGB/5000 Watts/714-297-2201**4141 Pacific Highway, San Diego, CA 92138**

Owner - KGB, Inc. / No. Emps - 42 / PD - Rick Leibert (4 yrs) / MD - Art Schroeder (3 yrs) / News Dir - Lew Rogers (4 mos); Staff-4 / GM - James Price (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 60% / Approach - Tight / Jingles - None / Synd - Dr. Demento, Am T 40, Earth News / Automate - No / Interviews - "Joyful Wisdom Program"

KGB-FM/50,000 Watts/714-297-2201**4141 Pacific Highway, San Diego, CA 92138**

Owner - KGB, Inc. / No. Emps - 42 / PD - Rick Leibert (4 yrs) / MD - Art Schroeder (3 yrs) / News Dir - Lew Rogers (4 mos); Staff-4 / GM - James Price (2 yrs) / Playlist - 60-70 / LP Cuts - Yes / Oldies - 60% / Approach - Tight / Jingles - None / Synd - BBC, Earth News, Dr. Demento / Automate - No / Interviews - Usually None / Reports to: RR

KGGD/100,000 Watts/515-265-6182**3900 N.E. Broadway, Des Moines, Iowa 50317**

Owner - Stoner / No. Emps - 15 / PD & MD - Jefferson Kaye (New) / News Dir - Doug McLeod (2 yrs); Staff-3 / GM - Glen Bell / Playlist - 29-35 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

KGMB/5000 Watts/808-949-6131**1599 Kapiolani Blvd., Honolulu HI**

Owner - Pacific Bdcstg / PD - George Kennedy (2½ yrs) / MD - Kim Chee (1½ yrs) / News Dir - Bill Edwards (7 yrs); Staff-4 / GM - Earl McDaniel (6 yrs) / Playlist - 1000 / LP Cuts - Yes / Oldies - 90% / Approach - Personality / Jingles - Kintel / Synd - Yankee Doodles, Chicken Man, Story Lady / Automate - No / Interviews - Mornings

KGNC AM-FM/10,000 & 45,000 Watts/806-355-9801**P.O. Box 710, Amarillo, TX 79105**

Owner - Stauffer Publications Inc. / PD & MD - John Dawson (2 yrs) / News Dir - Lee Wilcox (4 yrs); Staff-6 / GM - George Logan (1 yr) / Playlist - 45 / LP Cuts - a few / Oldies - 5% / Approach - Personality / Jingles - Am 200 (TM) / Synd - Tandem / Automate - FM 24 hrs; AM simulcast 1 PM to 5 AM / Interviews - Drop-In interviews in daytime

KGON-FM/100,000 Watts/503-655-9181

P.O.Box 22125, Portland, OR 97222

Owner - McCoy Bdcstg / No. Emps - 11 / PD - Bob Brooks (2 yrs) / MD - Mike Johnson (2 yrs) / News Dir - Paul Hansen (2 yrs); Staff-2 / GM - Craig McCoy (2 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 40% / Approach - Tight/Personality / Jingles - None / Synd - Storylady, Alan Watts, etc. / Automate - No / Interviews - Taped for special production or concert live / Reports to: KR

KGOU/3000 Watts/405-325-3388

780 Van Vlee & Oval, Norman, Okla 73066

Owner - Univ of Okla / No. Emps - 6 / PD, MD & News Dir - T. Roy Carmichael (6 yrs); Staff-12 / GM - Linda Durbin (5 yrs) / Playlist - Varies / LP Cuts - Exclusively / Approach - Personality/Tight / Jingles - None / Synd - You Had to be There-Chicago Radio Syndicate / Automate - No

KGU/10,000 Watts/808-536-3626

605 Kapiolani Blvd., Honolulu, HI 96813

Owner - Panax Corp. / No. Emps - 26 / PD & MD - Bernie Armstrong (3 yrs) / News Dir - Dick Cook (2 yrs); Staff-4 / GM - Don Metzger (15 yrs) / Playlist - 51 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - Great Am B'day Party / Synd - Great Am B'day Party, Golden Years (Drake-Chenault) / Interviews - Pretaped; midday / Reports to: BG

KGW/5000 Watts/503-226-5000

1501 SW Jefferson St, Portland, OR 97201

Owner - King Bdcstg / No. Emps - 60 / PD - Mike Phillips (1 yr) / MD - Sydney Coker (1 yr) / News Dir - Bill Merris (New); Staff-3 / GM - Keith Lollis (2 yrs) / Playlist - 25 / LP Cuts - Occasionally / Oldies - 33-50% / Approach - Personality / Jingles - Drake Motown / Synd - None / Automate - No / Interviews - Conducted regularly for yearly top hits countdown show / Reports to: KR, BG

KHAD/1000 Watts/314-586-8577

Box 585, DeSoto, MO 63020

Owner - DeSoto Bdcstg Co. Inc. / No. Emps - 6 / PD - Judy Cole (7 yrs) / MD - Judy Cole & Kenny Miller (7 yrs) / News Dir - Dave Taylor (4 yrs); Staff-3 / GM - Pinkney B. Cole (9 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Pepper-Tanner / Synd - None / Automate - No / Interviews - Occasionally

KHJ/5000 Watts/213-462-2133

5515 Melrose Avenue

Owner - RKO General / No Emps - 70 / PD - Charlie Van Dyke (1 yr) / MD - Rosie Guevara (8 mos) / News Dir - Lyle Kilgore (6 yrs); Staff-11 / GM - Tim Sullivan (3 yrs) / Playlist - 30 / LP Cuts - Occasionally / Oldies - varies / Approach - Tight / Jingles - TM / Synd - RKO's Special of the Month / Automate - No / Interviews - Special of the Month; Public Affairs and use within regular newscasts / Reports to: KR, RR, BG

KHOS/1000 Watts/602-624-2431**P.O.Box 5946, Tucson, AZ 85703**

Owner - Grabet Bdcstg, Inc / No. Emps - 20 / PD - Tommy Wright (1 yr) / News Dir - Lee Allen (1 yr) / GM - Bill Phalen (3 yrs) / Playlist - 38 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - TM Country Music Radio Pkg / Synd - None / Automate - No

KHOW/5000 Watts/303-573-6300**Petroleum Club Bldg, Denver, CO 80202**

Owner - Doubleday Bdcstg Co. Inc. / No. Emps - 45 / PD - Hal Moore (6½ yrs) / MD - Scott Fischer (3½ yrs) / News Dir - Bud Elliott (5½ yrs) / Staff-9 / GM - Joe Ryan (6 mos) / Playlist - 25-28 / LP Cuts - Yes / Oldies - 2 per hr / Approach - Personality / Jingles - Wm. Tanner / Synd - None / Automate - No / Interviews - 12-3pm / Reports to: RR, BG

KIHK-FM/100,000 Watts/319-324-9151**805 Brady, Davenport, Iowa 52808**

Owner - Palmer Bdcstg / No. Emps - 20 / PD & MD - Charles King (9½ yrs) / News Dir - Jack Thomsen (15 yrs) / Staff-8 / GM - Don Hanley (9 yrs) / Playlist - 34 / LP Cuts - No / Oldies - Varies / Approach - Tight / Jingles - None / Synd - None / Automate - 1-6 AM

KIIQ AM-FM/500 & 250 Watts/303-685-5678**P.O.Box 111, Manitou Springs, COLO 80829**

Owner - Mtn. States Bdcstg / No. Emps - 20 / PD - Jack Bullet (1 yr) / MD - Steve Kennedy (1 yr) / News Dir - Dave Hewitt (3 mos) / Staff-3 / GM - Charles Oliver (2 yrs) / Playlist - 30-40 / LP Cuts - No / Oldies - 66% / Approach - Tight / Jingles - Gwainsound / Synd - R.W. Morgan / Automate - No / Interviews - When possible / Reports to: BG

KIKN/1000 Watts/512-884-9354**P.O. Box 2827, Corpus Christi, TX**

Owner - A.E. Schepper / No. Emps - 15 / PD - Ed Sharpe (2 yrs) / MD - Larry Byers (6 mos) / News Dir - John K. Hale (3 mos) / Staff-1 / GM - Al Schepper (1 yr) / Playlist - 65 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - California Country / Synd - Ralph Emery / Automate - No / Interviews - As available

KIKX/5000 Watts/602-299-9711**4701 N Swan, Tucson, AZ 85703**

Owner - Wakon Bdcstg / No. Emps - 19 / PD - Doc Holliday (1 yr) / MD - Mike Hester (1 yr) / News Dir - Dave Ulmer (2 yrs) / Staff-3 / GM - Bob Mitchell (1 yr) / Playlist - 40 / LP Cuts - Few / Oldies - 25% / Approach - Tight / Jingles - TM / Synd - Innerview, Earth News, Scott Ross Show / Automate - No / Interviews - Talk shows on Sundays

KILE/1000 Watts/713-762-8434

P.O. Bx 1441, Galveston, TX 77550

Owner - Tom Wiseheart / No. Emps - 18 / PD - Dan Gallo (4 yrs) / MD - Ken Rush (2 yrs) / News Dir - Scott Michaels (1½ yrs); Staff-2 / GM - Lou Muller (10 yrs) / Playlist - 40 / LP Cuts - Few / Oldies - 50% / Approach - Tight/Personality / Jingles - TM Pacific & Southern / Synd - Interview / Automate - No / Interviews - Taped and run as stop sets during regular air shift / Reports to: RR

KILT (AM)/5000 Watts/713-526-3461

500 Lovett, Houston, TX 77006

Owner - Lin Bdcstg / PD & MD - Bill Young (11 yrs) / News Dir - Jim Corolla (12 yrs); Staff-7 / GM - Dickey Rosenfelt (15 yrs) / Playlist - 40 / LP Cuts - Occasionally / Oldies - 30-60% / Approach - Personality / Jingles - PM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: KR

KIMN (AM)/5000 Watts/303-234-9500

5350 W. 20th Ave., Denver, CO

Owner - Jefferson Pilot / No. Emps - 47 / PD - Jim Davis (1 yr) / MD - Linda Hauth (2 yrs) / News Dir - John McCabe (2 yrs); Staff-8 / GM - John McGuinness (2 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 40-80% / Approach - Personality / Jingles - Music K / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

KING/50,000 Watts/206-223-5000

320 Aurora Ave. No., Seattle, WA 98109

Owner - KING Bdcstg Corp. / No. Emps - 34 / PD - Alan Mason (1 yr) / MD - Rob Conrad (7 mos) / News Dir - Alan Mason; Staff-3 / GM - Jim D Kime (4 yrs) / Playlist - 28 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Specials / Reports to: KR, RR

KINK-FM/100,000 Watts/503-226-5080

1501 SW Jefferson, Portland, OR 97201

Owner - King Bdcstg / No. Emps - 9 / PD - Marquis L. Marsh (4 yrs) / News Dir - Jeff Douglas (8 yrs), Ed Godfruy; Staff-1 / GM - Jeff Douglas (8 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - BBC Rock Hour / Automate - 9:00 a.m.-3:00 p.m., Midnight-6:00 a.m. / Interviews - Whenever possible

KIOA/10,000 Watts/515-247-4533

215 Keo Wy, Des Moines, Iowa 50309

Owner - Mid America Media / No. Emps - 35 / PD & MD - Peter McLane (12 yrs) / News Dir - Jim Vogelaar (2 yrs); Staff-5 / GM - Ed Wodka (2 yrs) / Playlist - 25 / LP Cuts - Occasionally / Oldies - 40-50% / Approach - Tight / Jingles - Shotguns / Synd - None / Automate - No / Interviews - Artists with local appeal / Reports to: BG

KIQI AM-FM/10,000 & 125,000 Watts/415-956-5101

700 Montgomery, SF, CA 94111

Owner - Jim Gabbert / No. Emps - 10 / Station Mgr - Michael Lincoln / MD - Laverne Drake (1 yr) / News Dir - Charles Serrapan (18 mos) / GM - Jim Gabbert / Playlist - 60 / LP Cuts - No / Oldies - 25% / Approach - Tight/Personality / Jingles - Local Custom / Synd - None / Automate - No / Interviews - Sometimes / Reports to: RR, BG

KIQQ (K-100)/58,000 Watts/213-469-1631

6430 Sunset Boulevard

Owner - Cosmic Communications / No. Emps - 30 / PD - Eric Chase (1 yr) / MD - Denise Gorman (1 yr) / GM - Pat Shaughnessy (2½ yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - None - Synd - Earth News; occasional specials / Automate - No / Interviews - Only the most important go live; otherwise late Sunday nite

KISN/5000 Watts/503-226-7191

10 NW 10th, Portland, OR 97209

Owner - Star Stations / No. Emps - 32 / PD - Bill Stevens (1 yr) / MD - Dick Simms (3 mos) / News Dir - Whitey Coker (14 yrs); Staff-5 / GM - Sol Rosinsky (3 yrs) / Playlist - 30 / LP Cuts - Few / Oldies - 30% / Approach - Personality / Jingles - Pams / Synd - Wolfman Jack, Am Top 40 / Automate - No / Interviews - All artists, live, when available

KISS AM-FM/5000 & 8000 Watts/213-466-8381

6255 Sunset Boulevard

Owner - Combined Communications Corp. / No Emps - 52 / PD - Charlie Tuna (2½ yrs) / MD - Sharon Nelson (1½ yrs) / News Dir - Boyd R. Britton (1½ yrs); Staff-3 / GM - Edward R. Boyd - 3 yrs) / Playlist - 55 / LP Cuts - Sometimes / Approach - Personality / Jingles - Pams / Synd - Am Top 40; Hitbound; Nat'l Album Countdown / Automate - No / Interviews - Can be scheduled anytime; primarily during 9-10 AM & 2-3 PM / Reports to: RR, BG

KIST/1000 Watts/805-966-3981

P.O.Bx 1169, Santa Barbara, CA 93102

Owner - Radio Santa Barbara / No. Emps - 18 / PD - Hal Bates (14 yrs) / MD - Dick Williams (5 yrs) / News Dir - Pat Riley (3 yrs); Staff-3 / GM - Pat Wardlaw (16 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 20-25% / Approach - Personality / Jingles - Gwynn Sound / Synd - None / Automate - No / Interviews - Seldom / Reports to: BG

KITY/100,000 Watts/512-225-5111

P.O.Bx 2338, San Antonio, TX 78298

Owner - Mission Bdcstg / No. Emps - 15 / PD & MD - Ted Stecken (3 yrs) / News Dir - Frank Mortonson (1 yr); Staff-6 / GM - Dee Collins (6 mos) / Playlist - 36 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No

KIXZ/5000 Watts/806-355-4477

1703 Avondale, Amarillo, TX 79106

Owner - Raymond Ruff / No. Emps - 21 / PD - Dayton Todd (3 yrs)
MD - Larry Anthony (2 yrs) / News Dir - Jay Daniels (1 yr); Staff-3 /
GM - Tom York (2 yrs) / Playlist - 49 / LP Cuts - At night / Oldies -
25% / Approach - Personality / Jingles - Pams / Synd - None / Auto-
mate - No / Interviews - Yes

KJET/1000 Watts/713-842-2210

4945 Fannett Rd., Beaumont, TX

Owner - Tom Gibson / PD & MD - Lloyd Jones (1 yr) / News Dir - Jerry
Dalton (3 mos); Staff-3 / GM - Don Turner (8 mos) / Playlist - 40 / LP
Cuts - Yes / Oldies - 24 per day / Approach - Tight / Jingles - Pepper-
Tanner / Synd - None / Automate - No / Interviews - None

KJLH/3000 Watts/213-299-2992

3847 So. Crenshaw Boulevard

Owner - John Lamar Hill / No. Emps - 21 / PD - Rod McGrew (4 yrs) /
MD - Ollie Harris (7 yrs) / News Dir - Earl Johnson (1 yr) / GM - Rod
McGrew (3½ yrs) / Playlist - 70 / LP Cuts - Yes / Oldies - 5% / Ap-
proach - Tight personality / Jingles - None / Synd - None / Automate -
No / Interviews - Public affairs once weekly on four different shows

KJOE/1000 Watts/318-222-0732

526 Lane Bldg. Shreveport, LA

Owner - John D. Mitchell / No. Emps - 10 / News Dir - Doyle Hardin (6
mos); Staff-5 / GM - John D. Mitchell / Playlist - All News / Jingles -
None / Synd - None / Automate - No / Interviews - None

KJR/5000 Watts/206-937-5100

Box 3726, Seattle, WA 98124

Owner - Kaye-Smith Radio / No. Emps - 29 / PD & MD - Steve West
(1½ yrs) / News Dir - Les Parsons (10 yrs); Staff-2 / GM - J. Shannon
Sweatte (1½ yrs) / Playlist - 27 / LP Cuts - Yes / Oldies - 60% / Ap-
proach - Personality / Jingles - Pams / Synd - Am T 40 / Automate -
No / Interviews - 8-9am Sun & Reports to: KR, RR, BG

KJRB/5000 Watts/509-535-8861

P.O.Box 8007, Spokane, WA 99203

Owner - Kaye-Smith Enterprises / No. Emps - 24 / PD - John Sherman
(1½ yrs) / MD - Dave Yates (1½ yrs) / News Dir - Ross Woodward (18
mos); Staff-3 / GM - Rod Krebs (4 mos) / Playlist - 27 / LP Cuts - Yes /
Oldies - 40% / Approach - Tight / Jingles - TM You Pkg / Synd - Casey
Casem Am Top 40 / Automate - No / Interviews - Top artists only / Re-
ports to: KR, RR, BG

KKDA/500 Watts/214-647-1813

P.O.Bx 707, Grand Prairie, TX 75051

Owner - Service Bdcstg. Corp. / No. Emps - 20 / PD & MD - Chuck Smith (6 yrs) / News Dir - Tom Joyner (3 yrs); Staff-8 / GM - Hyman Childs (6 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 5% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Regular basis on news / Reports to: BG

KKFM/23,000 Watts/303-576-9292

225 So. Academy, Colo. Springs, CO 80906

Owner - Richard Socker / No. Emps - 23 / PD & MD - Steven Scott (1 yr) / News Dir - John Bartholomew (2 yrs); Staff-3 / GM - John Leehy (6 yrs) / Playlist - 100 LP's / Oldies - 28% / Approach - Personality / Jingles - None / Synd - Innerview; Dr. Demento / Automate - No / Interviews - Occasionally

KKLS AM-FM/1000 & 60,000 Watts/605-343-6161

P.O.Bx 460, Rapid City, SD 57701

Owner - Ingstad Bdcstg / No. Emps - 18 / PD - Tom Franklin (1 yr) / MD - Jack Lunde (1 yr) / News Dir - Abner Hunter George (17 yrs); Staff-1 / GM - Bill Spitzer (4 yrs) / Playlist - 33 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - TM Shockwave, Spirit of Am Bicent Pkg / Synd - Earth News, King Biscuit Flower Hour / Automate - No / Interviews - Steve Kooper Show, 1-2:00 p.m.

KKUA/10,000 Watts/808-946-2869

765 Amana St., Honolulu, HI 96814

Owner - Koku Radio 1 Corp. / No. Emps - 25 / PD & MD - Ron Castro (2½ yrs) / News Dir - Brent Kellogg (1 yr) / GM - Bob Wilson (6 yrs) / Playlist - 40 / LP Cuts - Occasionally / Oldies - 20% / Approach - Personality / Jingles - TM / Synd - Am T 40 / Interviews - Top personalities; exclusives only

KKYX-AM/50,000 Watts/512-684-0068

8022 Bandera Rd, San Antonio, TX 78228

Owner - Swanco Bdcstg, Inc / No. Emps - 28 / PD - Bill Rohde (9 yrs) / MD - Max Gardner (4 yrs) / News Dir - Joe Simpson (15 yrs); Staff-6 / GM - Richard Marcellan (7 yrs) / Playlist - 106 / LP Cuts - Yes / Oldies - 1 out of 3 / Approach - Personality / Jingles - Custom Pkg / Synd - Sounds of Texas by Tumble Weed Smith / Automate - No / Interviews - Max Gardner Show, afternoons; Jerry King Show, 7:00 p.m.-Midnight; other times when time allows or when necessary

KLAC/5000 Watts/213-937-0110

5828 Wilshire Boulevard

Owner - Metromedia / PD - Hal Smith (3 yrs) / MD - Don Langford (2 mos.) / News Dir - Dean Sander (11 yrs); Staff-7 / GM - Bill Ward (4 yrs) / Playlist - 57 / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - Custom / Synd - None / Automate - No / Interviews - Limited interviews during music shows / Reports to: RR, BG

KLAK AM-FM/5000 & 56,000 Watts/303-985-8771

7075 W. Hampson, Boulder, CO 80227

Owner - Arthur McCoy / No. Emps - 23 / PD, MD & News Dir - Jonathan Frick (New); News Staff-4 / GM - Bob Prangly (New) / Playlist - 50 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - None / Synd - Am Country Countdown, Gunsmoke, Lone Ranger / Automate - No / Interviews - Regularly; mornings

KLBK/1000 Watts/806-745-2345

7400 S University, Lubbock, TX 79408

Owner - Dal-Tex Optical / No. Emps - 21 / PD - Kevin Stone (3 yrs) / MD - Jerry Browning (2½ yrs) / News Dir - ABC Contemporary / GM - Chuck Spaugh (2 yrs) / Playlist - 35-45 / LP Cuts - No / Oldies - 30% / Approach - Personality / Jingles - None / Synd - None / Automate - 2-6:00 a.m. on KLBK-FM / Interviews - Occasionally / Reports to: BG

KLEO/5000 Watts/316-685-0261

5610 E. 29th St., Wichita, KS 67220

Owner - Swanco Bdcstg / No. Emps - 22 / PD - Gary Mack (2½ yrs) / MD - Joe Shurtz (1 yr) / GM - Sam Bakke (2½ yrs) / Playlist - 26 / LP Cuts - Seldom / Oldies - 40-60% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Lifestyle / Reports to: RR, BG

KLIF/50,000 Watts/214-749-9311

2120 Commerce, Dallas, TX 75080

Owner - Fairchild Industries / No. Emps - 34 / Operations - Dave MacNamer (1½ yrs) / MD - Mikie Baker (1 yr); Staff-6 / GM - Klee Dobra (2 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 40% / Approach - Personality / Jingles - TM-YOU / Synd - Am Top 40 / Automate - No / Interviews - Occasionally / Reports to: KR, RR

KLIN/1000 Watts/402-475-4567

P.O.Bx 30181, Lincoln, NE 68503

Owner - Norton Warner / No. Emps - 28 / PD - Ron Dean (3 yrs) / MD - Rich Ray (4 yrs) / News Dir - Bill Oltman (2 yrs); Staff-5 full-2 part-time / GM - Norton Warner (5 yrs) / Playlist - 25 Singles, 16 Albums / Oldies - 2 per hr / Approach - Personality / Jingles - Voice ID's by Brad Crandall / Synd - Feel the Spirit Comedy Vignettes by Loman and Barclay / Automate - No / Interviews - Live, occasionally

KLIV/5000 Watts/408-293-8030

P.O.Bx 995, San Jose, CA 95108

Owner - Empire Bdcstg Co / No. Emps - 35 / PD - John McCloud (9 yrs) / MD - Ralph Koal (2 yrs) / News Dir - Alan Wald (4 yrs); Staff-1-full, 2 part-time / GM - Bob Kieve (9 yrs) / Playlist - 35 / LP Cuts - No / Oldies - Varies with time of day / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: BG

KLOK/50,000 Watts/408-274-1170

P.O. Bx 21248, San Jose, CA 95151

Owner - P & T Davis Investment / No. Emps - 30 / PD - Don Welsh (2 yrs) / MD - Steve Martinez (1½ yrs) / News Dir - Ray Hasha (1 yr); Staff-4 / GM - Bill Weaver (10 yrs) / Playlist - 20 / LP Cuts - Few / Oldies - 90% / Approach - Tight / Jingles - Custom Jingles with KLOK Ticking Produced by Art Twain in San Francisco / Synd - None / Automate - No / Interviews - Music Information writer Guy Heston; Taped interviews sometimes aired evenings on Dave Ware Show

KLOL/100,000 Watts/713-526-2621

P.O. Box 1520, Houston, TX 77001

Owner - Rusk Corp. / No. Emps - 15 / PD - Jim Hilty (1 yr) / MD - Jackie McCauley (1 yr) / News Dir - Bob Wright (2 yrs); Staff-3 / GM - Jerry Lee (4 yrs) / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - King Biscuit, BBC / Automate - No / Interviews - Early afternoon

KLOS-FM/68,000 Watts/213-663-3111

3321 So. La Cienega

Owner - ABC / No. Emps - 45 / PD - Tom Yates (5 yrs) / MD - Dabar Hoorelbeke (1 yr) / News Dir - David Heller (3 yrs); Staff-1 / GM - John Winnaman (6 yrs) / Playlist - 300-500 / LP Cuts - Yes / Oldies - 40% / Approach - "Low Profile" personality / Jingles - None / Synd - None / Automate - No / Interviews - Marshall Phillips Show, Mon & Tues 2 AM / Reports to: RR, KR

KLPR(KJAK-FM)/1000 & 5000 Watts/405-634-1411

P.O. Bx 94970, Okla City, Okla 73101

Owner - Ed Sossen / No. Emps - 19 / PD & MD - Bill Corey (8 mos) / News Dir - Bob Cherry (New); Staff-1 / GM - Ed Sossen (10 yrs) / Playlist - 30-35 / LP Cuts - Yes / Oldies - 25-30% / Approach - Personality / Jingles - Pepper Tanner / Synd - None / Automate - No / Interviews - On 48-hr notice only

KLUB AM-FM/5000 & 15,000 Watts/801-259-7794

P.O. Bx 389, Salt Lake City, UT

Owner - Frank Carman / No. Emps - 35 / PD & MD - Paul Coburn (10 yrs) / News Dir - Clate Holm (7 yrs); Staff-5 / GM - Frank Carman (38 yrs) / Playlist - 30 / LP Cuts - Mostly / Oldies - 66% / Approach - Tight / Jingles - Century 21 / Synd - None / Automate - Continuously

KLUC AM-FM/10,000 Watts/702-739-9883

3510 W. Hacienda, Las Vegas, NV

Owner - Peterson, Phalen & Phalen / No. Emps - 20 / PD & MD - Ray McDonald / News Dir - Murray Westgate (New); Staff-4 / GM - Rick Phalen (6 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - None / Automate - No

KLVI/5000 Watts/713-838-6191

P.O. Bx 5463, Beaumont, TX 77702

Owner - John Hicks / No. Emps - 28 / PD - Jay Scott (3 mos) / MD - Butch Brady (2 mos) / News Dir - Jerry Dennis (2 mos); Staff-3 / GM - Steve Hicks (1 yr) / Playlist - 35-40 / LP Cuts - Nights / Approach - Personality / Jingles - Guinn Sound / Synd - None / Automate - No / Interviews - 6-10 a.m.

KLWW/1000 Watts/319-363-8265

1110 26th Ave. S.W., Cedar Rapids, Iowa 52406

Owner - Blackhawk Bdcstg. / No. Emps - 25 / PD - Denny Luell (7 mos) / MD - Gary Hart (2 yrs) / News Dir - Jim Holland (1½ yrs); Staff-6 / GM - David Schneider (9 yrs) / Playlist - 33 / LP Cuts - Occasionally / Oldies - 33% / Approach - Personality / Jingles - TM Inter-Key / Synd - None / Automate - No / Reports to: BG

KLZ-FM/5000 Watts/303-759-5600

2149 So. Holly, Denver, CO 80222

Owner - Group 1 Bdcstg / No. Emps - 45 / PD - Russ Knight (4 yrs) / Asst. - Bill Struck (2 yrs) / News Dir - Bob Butz (20 yrs); Staff-10 / GM - Dino Ianni (1 yr) / Playlist - 30 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Anytime

KMAC(KISS-FM)/5000 & 12,900 Watts/512-223-6211

1100 N Main Ave, San Antonio, TX

Owner - Howard W. Davis / No. Emps - 19 / PD - Shirley Browning (4 yrs) / MD & News Dir - Lou Roney (5 yrs); Staff-3 / GM - Howard W. Davis (43 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - When available

KMAK/1000 Watts/209-266-9448

2020 E. McKinley, Fresno, CA 93703

Owner - John F. McCarthy / No. Emps - 18 / PD - Bobby Martin (8 yrs) / MD - Dave Young (1 yr) / GM - Jerry Holt (3 mos) / Playlist - 30-40 / LP Cuts - Rarely / Oldies - 30-50% / Approach - Tight / Jingles - Thunder Traxx / Synd - American Idea-Susquehanna / Automate - No / Interviews - Occasionally

KMBZ/5000 Watts/913-236-9800

Box 98, Kansas City, MO 64141

Owner - Bonneville / No. Emps - 56 / PD - Steve Bell (3½ yrs) / MD - Bill Morse (6 yrs) / News Dir - Noel Heckerson (2½ yrs); Staff-4 / GM - Walt Lochman (10 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - Own / Synd - Am Legacy / Automate - 11pm-6am / Interviews - Yes / Reports to: BG

KMEN/5000 Watts/714-889-2651

Box 1290, San Bernardino, CA 92402

Owner - Lincoln Dellar Bdcstg / No. Emps - 35 / PD - Doug Collins (1 yr) / MD - Bob Griffin (1 yr) / News Dir - Jim Ness (6 yrs); Staff-2 / GM - Ron Thompson (3 yrs) / Playlist - 40 / LP Cuts - Generally none / Oldies - 50% / Approach - Personality / Jingles - Tanner / Synd - R.W. Morgan / Automate - No / Reports to: RR

KMET-FM/58,000 Watts/213-937-0117

5828 Wilshire Boulevard

Owner - Metromedia / No. Emps - 29 / PD - Sam Bellamy (1 yr) / MD - Michael Brown (new) / News Dir - Brad Messer (6 mos); Staff-3 / GM - David Moorhead (4 yrs) / Playlist - 60 / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR, KR

KMGK-FM/50,000 Watts/515-247-4500

215 Keo, Suite 312, Des Moines, Iowa 50309

Owner - Mid America Bdcstg / No. Emps - 20 / PD - Jim Michaels (1 yr) / MD - Mike Sherman (1 yr) / News Dir - Jim Vogelaar (4 yrs); Staff-5 / GM - Edwin Wodka (2 yrs) / Playlist - 30-35 / LP Cuts - Midnite to 1 AM / Oldies - 42% / Approach - Tight-personality / Jingles - Jams / Synd - None / Automate - No / Interviews - Prerecorded

KMOD/50,000 Watts/918-664-2810

5350 E. 31st St., Tulsa, OK 74135

Owner - Lowrey Mays / No. Emps - 30 / PD - Bill Bruun (3 mos) / MD - Jim Richards (6 mos) / News Dir - Kitty Roberts (2 yrs); Staff-3 / GM - Travis Reeves (2 yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - None / Synd - King Biscuit / Automate - No / Interviews - Impronptu / Reports to: RR

KMPC/50,000 Watts/213-3469-534

5858 Sunset Boulevard

Owner - Golden West Broadcasting / No. Emps - 123 / PD - Mark Blinoff (9yrs) / Asst. PD - Bill Watson / MD - Alene McKinney (11 yrs) / News Dir - Tom Wayman (2 yrs); Staff-17 / GM - Stan Spero (8 yrs) / Playlist - 120 / LP Cuts - No / Oldies - 8% / Approach - Tight personality station / Jingles - Custom / Synd. None / Automate - No / Interviews - Wink Martindale interviews musical artists; Gary Owens interviews comedy artists; Roger Carroll interviews sports stars; Clark Race interviews authors; Sonny Melendrez interviews freakos. / Reports to: RR

KMVI/5000 Watts/808-244-3981

P.O. Box 550, Wailuku, Maui, HI

Owner - Maui Publishing Co. Ltd. / No. Emps - 15 / PD - Jim Collins (New) / MD - L.D. Reynolds (7 yrs) / News Dir - Jim Collins; Staff-2 / GM - Nora Cooper / Playlist - 35-40 / LP Cuts - Yes / Oldies - 70% / Approach - Personality / Jingles - None / Synd - Mini-Drama (Blore-Hamilton) and Masked Minuteman (Chi. Radio Synd.) / Interviews - As arranged

KMYR-FM/20,000 Watts/505-265-7661

4011 Menaul Blvd., NE, Albuquerque, N.M. 87110

Owner - Fontana Media Corp. / No Emps - 16 / PD - Frank Cody / MD - Steve Suplin / News Dir - Zane Blaney (1½ yrs) / Staff - 1 / GM - David Arnold (1½ yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 8% / Approach - Personality / Jingles - None / Synd - London Wavelength's BBC Rock Hour, Sound Communications Interview, King Biscuit, Rolling Stone News / Automate - No / Interviews - Yes / Reports to: RR, CB

KNAC/1600 Watts/213-437-0366

320 Pine, Long Beach

Owner - Harden Broadcasting / No. Emps - 20 / PD - Paul Sullivan (1 yr) / MD - Bob B. Blue (3 yrs) / News Dir - Steve Milner (1 yr) / GM - mos) / 20 / PD - Paul Sullivan (1 yr) / MD - Bob B. Blue (3 yrs) / News Dir - Steve Milner (1 yr) / GM - James Harden (7 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 40% / Approach - A "clean" personality station / Jingles - None / Synd - None / Automate - No / Interviews - Taped rock star interviews; public affairs interviews live on Sunday AM talk show / Reports to: RR

KNAM/5000 Watts/414-722-6471

Box 707, Neenah, Wisc.

Owners- Cumming Comm. / No. Emps - 15 / PD - Ron Ross (2½ yrs) / News Dir - Phil Snyder (6 mos.); Staff-3 / GM - Dave Moore (2½ yrs) / Playlist - 30 / LP Cuts - Rarely / Oldies - 40% / Approach - Personality / Jingles - Pams / Synd - Am M Pipeline, Robt. W. Morgan, Earth News / Automate - No / Interviews - On Earth News and AM Music Pipeline / Reports to: BG

KNBR/50,000 Watts/415-626-6700

700 Grosvenor Plaza, SF, CA 94102

Owner - NBC / No. Emps - 65 / PD - Allan Hotlen (1½ yrs) / MD - Ron Reynolds (1½ yrs) / News Dir - Gene D'Accardo (10 yrs); Staff-15 / GM - William Dwyer (1 yr) / Playlist - 45-55 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - KNBR Custom Series from TM Productions, Dallas / Synd - None / Automate - No / Interviews - Occasionally on Mike Cleary Show, 10:00 a.m.-2:00 p.m.

KNDE/5000 Watts/916-922-8851

355 Commerce, Sacramento, CA 95813

Owner - Mediacast Inc / No. Emps - 22 / PD - Steve Moore (2 mos) / MD - Donovan Blue (8 mos) / News Dir - Jim Beilby (1 mo); Staff-2 / GM - Scott Elrod (2 yrs) / Playlist - 20-30 / LP Cuts - Few, Nights / Oldies - 25% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Taped mini-interviews / Reports to: BG

KNEW/5000 Watts/415-836-0910

P.O. Bx 910, Oakland, CA 94604

Owner - Metromedia / PD - Cliff Haynes (8 mos) / MD - Steve Leader (2 yrs) / News Dir - Knowles Robertson (10 yrs); Staff-6 / GM - Harvey Levin (2 yrs) / Playlist - 52 / LP Cuts - Yes / Oldies 22% / Approach - Tight/Personality / Jingles - Toby Arnold, Best Damn Country / Synd - None / Automate - Semi-auto at all times / Interviews - Only select artists in person / Reports to: RR, BG

KNIT-AM/500 Watts/915-677-1404

P.O. Box 3098, Abilene TX 79604

Owner - West Tex Media / PD - Josh Ammons (4 yrs) / MD - Josh Ammons / News Dir - John Turner (18 yrs); Staff-2 / GM - Ralph Fry (7 yrs) / Playlist - 65 / LP Cuts - Yes / Oldies - 40% / Approach - Varies / Jingles - Century 21 / Synd - Search, Encounter With Science / Automate - No / Interviews - 11 5-minute interviews per week

KNOK AM-FM/1000 & 100,000 Watts/817-831-1278

3601 Kimbord, Ft. Worth, TX 76111

Owner - Stuart J. Hepburn / No. Emps - 26 / News Dir - Joe Austin (2 yrs) / GM - Dean McClain (29 yrs) / Playlist - 40 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

KNOW/1000 Watts/512-477-9841

1907 No. Lamar, Austin, TX 78767

Owner - Wendell Mayes, Jr. / No. Emps - 30 / PD - Dave Jarrott (2½ yrs) / MD - Bill Mayne (1½ yrs / News Dir - Bob Shrader (3 yrs); Staff-7 / GM - Harry Smith, Jr. / Playlist - 36 / LP Cuts - No / Oldies - 30-35% / Approach - Tight / Jingles - Pams / Synd - None / Automate - No / Interviews - No interviews / Reports to: BG
Interviews - No interviews / Reports to: BG;

KNUS-FM/100,000 Watts/214-651-1010

1917 Elm St., Dallas, TX 75201

Owner - McLendon Co. / No. Emps - 25 / PD - Christopher Haze (1 yr) / Operations & MD - Kevin McCarthy (1 yr 3 mos) / News Dir - Jack Hines; Staff-5 / GM - Bart McLendon (4 yrs) / Playlist - 23 / LP Cuts - Few / Oldies - 40% / Approach - Personality / Jingles - Own / Synd - None / Automate - No / Interviews - Afternoons, major artists only / Reports to: RR

KNX-FM/54,000 Watts/213-469-1212

6121 Sunset Boulevard

Owner - CBS / No Emps - 18 / PD - Steve Marshall (3 yrs) / News Dir - Christopher Ames (2 yrs); Staff-3 / GM - Robert Nelson (4 yrs) / Playlist -15 current; 75-100 extras / LP Cuts - Primarily / Oldies - 70% / Approach - Tight / Jingles - EYE Custom / Synd - Occasional special / Automate - 24 hrs except news / Interviews - After Midnight (Sunday); Insight Out

KOB/50,000 Watts/505-243-4411

Box 1351, Albuquerque, N.M. 87103

Owner - Hubbard Bdcstg. / No Emps - 21 / PD - Larry Sherman / MD Larry Sherman (2½ yrs) / News Staff - 6 / GM - Ron Sack (4 mo) / Playlist - 42 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Toby Arnold / Synd - None / Automate - No / Interviews - No

KOBO/500 Watts/916-673-7677

P.O.Bx 1056, Yuba City, CA 95991

Owner - Concerned Comm / No. Emps - 12 / PD - Ron Kay (1½ yrs) and Ross W. Forbes / MD - Ross W. Forbes / News Dir - Liz Fulton (1 yr); Staff-2 / GM - Tod Baker (1½ yrs) / Playlist - 35-40 / LP Cuts - Yes / Oldies - 25-30% / Approach - Tight/Personality / Jingles - Toby Arnold / Synd - Earth News / Automate - No / Interviews - will accept / Reports to: KR

KOCY/1000 Watts/405-528-5543

101 NE 28th, Okla City, Okla

Owner - Bonebrake & Co / No. Emps - 26 / PD - Sammy Moon (6 mos) / MD - John Streailey (4 yrs) / News Dir - Johnny Allen (2 yrs) / GM - Ron Bonebrake (5 yrs) / Playlist - 20 / LP Cuts - 5 to 6 / Oldies - 70% / Approach - Tight/Personality / Jingles - TM / Synd - None / Automate - No

KOGO/5000 Watts/714-263-6191

Box 545, San Diego, CA 92112

Owner - Retlaw Ent. Inc. / No. Emps - 36 / PD - Scotty Day (5 yrs) / MD - Rowena Paley (10 yrs) / News Dir - Ken Graue (4 yrs); Staff-5 / GM - Jerry Jackson (9 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - Varies / Approach - Personality / Jingles - None / Synd - Chuck Cecil / Automate - No / Interviews - None / Reports to: RR

KOIL-AM/5000 Watts/402-397-1290

8901 Indian Hills Dr, Omaha, NE 68114

Owner - Star Stations, Don W. Burden, Chairman / No. Emps - 45 / PD - Jimmy O'Neill (5 mos) / MD - Mick Kjar (6 mos) / News Dir - Chuck White (2 wks); Staff-4 / GM - Steve Shepard (9 mos) / Playlist - 30-35 / LP Cuts - No / Oldies - 50% / Approach - Tight/Personality / Jingles - Chris Kershaw Pkg / Synd - Watermark-Am Top 40 / Automate - No / Interviews - Morn. show features and phone-in / Reports to: BG

KOIN/5000 Watts/503-228-3333

140 SW Columbia St, Portland, OR 97201

Owner - Hood Radio & TV Corp / No. Emps - 160 / PD - Jack Hayes (1 yr) / MD - Alan Archer (1 yr) / News Dir - Sherm Meyer (4 mos); Staff - 5 plus 30 in TV who report for station / GM - Bob McGill (21 yrs) / Playlist - 44 / LP Cuts - Yes / Oldies - 20% / Approach - Tight/Personality / Jingles - Thunder / Synd - Record Report, Robert W. Morgan, CRS, Masked Minuteman Series / Automate - No // Reports to: BG

KOKE-AM/1000 Watts/512-454-2562

3108 No. Lamar, Austin, TX 78767

Owner - KOKE, Inc. / No. Emps - 28 / PD & MD - Jerry Gee / News Dir Dir - Mike Wolverton (1 yr) / GM - Ken Moyer (13 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - Pepper Tanner / Synd - None / Automate - No

KOKE-FM/10,000 Watts/512-454-2561

P.O. Box 1208, Austin, TX 78767

No. Emps - 30 / PD - Joe Gracey (New as PD / Steve Gary (2 yrs) / News Dir - Mike Wolverton (1 yr); Staff-4 / GM - Ken Moyer (13 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 4-5 per hour / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Open

KOLE/1000 Watts/713-982-9436

Box 336, Port Arthur, TX 77640

Owner - Gulf States Bdcstg / No. Emps - 19 / PD - Rex Russell (2½ yrs) / MD - Marc Franklin (2 yrs) / News Dir - Art Jackson (3 mos); Staff-3 / GM - Bill Prikryl (3 yrs) / Playlist - 25-28 / LP Cuts - Yes / Oldies - 45% / Approach - Tight / Jingles - TM / Synd - Robt. W. Morgan, Am Music Pipeline / Automate - No / Interviews - Occasionally /

KOMA-AM/50,000 Watts/405-794-1573

P.O. Bx 1520, Okla City, Okla 73101

Owner - Storz Bdcstg / No. Emps - 25 / PD - Tom Birch (2 mos) / News Dir - Mark Startzell (3 yrs); Staff-4 / GM - Tom Reddell (5 yrs) / Playlist - 20 / LP Cuts - No / Oldies - 32% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Whenever possible

KOME-FM/12,500 Watts/408-246-6811

1245 S Winchester Blvd, San Jose, CA 95128

Owner - Audio House Inc / No. Emps - 24 / PD - Ed Romig (2 yr) / MD - Dana Jang (2 yrs) / News Dir - Lynn Rider (8 mos); Staff-1 / GM - Dan Tapson (3 yrs) / Playlist - 50 / LP Cuts - Almost exclusively / Oldies - 60% / Approach - Personality / Jingles - None / Synd - King Biscuit, Innerview and News Blimps / Automate - No / Interviews - Taped except for major artists / Reports to: RR, KR

KOLA/31,000 Watts/714-684-9992

3616 Main St., Suite 200, Riverside, CA 92501

Owner - Frederick R. Cote / No. Emps - 12 / PD - Kirt Freitag (2 yrs) / MD - Dennis Martin (6 yrs) / News Dir - Bill Lorin (5 yrs); Staff-2 / GM - Frederick R. Cote (10 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - None / Synd - Nat'l LP Countdown, HB, King Biscuit, Rock Around the World, Inner View / Automate - Mon - Sat / Interviews - Synd shows

KONO/5000 Watts/512-225-5111

P.O.Bx 2338, San Antonio, TX 78298

Owner - Mission Bdcstg / No. Emps - 30 / PD & MD - Bill Dante (New) / News Dir - Frank Mortenson (6 mos); Staff-6 / GM - R. D. Collins (2 mos) / Playlist - 40 / LP Cuts - Yes / Oldies - 45% / Approach - Personality / Jingles - Pams / Synd - Record Report / Automate - No / Interviews - Open at all times to recording artists and movie people / Reports to: BG

KOOL-FM/100,000 Watts/602-257-1234

511 W Adams, Phoenix, AZ 85003

Owner - KOOL Radio-Television, Inc / PD - Guy King / MD - Skip Conway / News Dir - Frank K. Warlick / Station Mgr. - E. Morgan Skinner, Jr. / Playlist - 35 / LP Cuts - Yes / Oldies - 70% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: BG

KORL/10,000 Watts/808-524-3880

1200 College Walk, Honolulu, HI 96817

Owner - Founders Corp. / No. Emps - 22 / PD - Bob McAlester / MD - Riley Cardwell / GM - Bob McAlester / Playlist - 30 / LP Cuts - No / Oldies - 25% / Approach - Tight / Jingles - None / Synd - None / Automate - No

KOUL/100,000 Watts/512-643-6504

Box 898, Corpus Christi, TX

Owner - Bdcst Corp of Southwest / No. Emps - 12 / PD - Albert Cox (New) / MD - Jon Dennis (New) / GM - Tom Meade (New) / Playlist - 45 / LP Cuts - 25% / Oldies - 25% / Approach - Tight / Jingles - Peters & Tanner / Synd - None

KOWH-FM/100,000 Watts/402-422-1600

3910 Harney, Omaha, NE 68131

Owner - Reconciliation, Inc / No. Emps - 10 / Operations - Richard Baker (1½ yrs) / MD - Tony Sledge (6 mos) / News Dir - John Brooks (2 yrs); Staff-2 / GM - Keith Donald (1½ yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Great Am Birthday Party / Synd - Great Am Birthday Party / Automate - No

KOYY/500 Watts/316-321-1360

Box 550, El Dorado, KS 67042

Owner - Dale McCoy / No. Emps - 13 / PD & MD - Ken Dean (2½ yrs) / News Dir - Jim Gibb (1 yr); Staff-6 / GM - Doug Wagner (6 mos) / Playlist - 30-40 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No

KPAM AM-FM/5000 & 100,000 Watts/503-226-7676

4700 SW Council Crest Or. Portland. OR

Owner - Walter P. Rossmann / No. Emps - 23 / PD & MD - Michael O'Brien (3½ yrs) / News Dir - Robert Baren (1 yr); Staff-3 / GM - Walter P. Rossmann (11 yrs) / Playlist - 34-38 / LP Cuts - Only old LP's / Oldies - 50% / Approach - Personality / Jingles - None / Synd - Inner-view, Sun. night 10:00 p.m. / Automate - No / Reports to: BG

KPIK AM-FM/5000 & 83,000 Watts/303-685-5678

P.O. Box 111, Manitou Springs, CO 80829

Owner - D.P. Pinkston / No. Emps - 16 / PD - Charlie Brown (7 mos) / MD - Dave Stone (8 yrs) / News Dir - Tom Ninneman (3 mos); Staff-1 / GM - Bonnie Paris (8 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - None / Synd - Ralph Emery / Inter-

KPIP/3000 Watts/916-791-4111

8842 Quail Lane, Roseville, CA 95678

Owner - Partnership / PD - David Jiminez (2 yrs) / MD - Armando Botello (2 yrs) / News Dir - David Jiminez (2 yrs); Staff-1 / GM - Gene N. Ragle (8 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

KPOP/500 Watts/916-791-4111

8842 Quail Lane, Roseville, CA 95678

Owner - Partnership / No. Emps - 15 / PD & MD - Wes Meyers (8 yrs) / News Dir - Larry Elliott (1 yr); Staff-1 / GM - Gene Ragle (8 yrs) / Playlist - 50 / LP Cuts - Few / Oldies - 24% / Approach - Tight / Jingles - De-Munck-Simelink / Synd - The American Woman / Automate - No / Interviews - Soul artists 7:00 p.m.-Midnight

KPOK/5000 Watts/503-227-3484

1019 SW 10th St, Portland, OR 47205

Owner - Tracy Bdcstg / No. Emps - 21 / PD - Joe Ferguson (2½ yrs) / MD - Bob Taylor (2½ yrs) / News Dir - Neal Penland (5 yrs); Staff-2 / GM - Bob Oxaraet (1 yr) / Playlist - 75 / LP Cuts - Varies / Oldies - Varies / Approach - Tight/Personality / Jingles - Tanner / Synd - None / Automate - No / Reports to: RR, BG

KPRC/5000 Watts/713-771-4631

Box 2222, Houston, TX 77001

Owner - KPRC Radio Co. / No. Emps - 35 / PD - Jack London (5 yrs) / MD - Marie Lantrip (3 yrs) / News Dir - Don Watson (3 yrs); Staff-15 / GM - Cleve Griffin (5 yrs) / Playlist - 1500 / LP Cuts - Yes / Oldies - None / Approach - Personality / Jingles - None / Synd - None / Automate - No

KPRI-FM/50,000 Watts/714-452-8181

11585 Sorrento Valley Rd., San Diego, CA

Owner - Southwestern Bdcstg / No. Emps - 12 / PD & MD - Keith Allen (9 mos) / News Dir - Jonathan Lang (2 yrs); Staff-1 / GM - Dex Allen (New) / Playlist - 20 LP's, 25 singles / Oldies - 50% / Approach - Personality / Jingles - None / Synd - Rock Around the World, Inner View, King Biscuit, etc. / Interviews - Inner View / Automate - No / Reports to: RR

KQEO/1,000 Watts/505-243-6791

P.O. Box 26071, Albuquerque, N.M. 87104

Owner - Swanco Bdcstg. / No Emps - 25 / PD - Gary Diamond / MD - Frank Ragan / News Dir - Bob McKay / Staff - 1 / GM - Ken Baugh (13 yrs) / Playlist - 20 / LP Cuts - No / Oldies - 40% / Approach - Tight / Jingles - Sundance / Synd - AT-40, Wolfman Jack, Earth News / Automate: No / Interviews - No

KQIZ-AM/500 Watts/806-353-6663

P.O. Box 7488, Amarillo TX 79101

Owner - Jim Shelton / No Emps 10 / PD - Scott Mitchell (1½ yrs) / MD - Scott Mitchell / News Dir - Keith Adams (1½ yrs); Staff-2 / GM - Keith Adams / Playlist - 35 / LP Cuts - Yes / Oldies - 15% / Approach - Personality / Jingles - Century 21 / Synd - None / Automate - No / Interviews - Occasionally

KQMQ-FM/808-536-2326

700 Kapiolani Blvd., Honolulu, HI 96813

Owner - Aloha Bdcstg / PD, MD & News Dir - Gene Davis (6 mos) / GM - Cale Carson (New) / News Staff-3 / Playlist - Albums / Oldies - 60% / Approach - Tight / Jingles - None / Synd - King Biscuit, Rock Around the World / Automate - Midnight to 10AM & all Sunday / Interviews - Prerecorded & channelled into feature programs

KRCB/1000 Watts/712-322-4041

P.O. Bx 586, Council Bluffs, NE

Owner - John Mitchell / No. Emps - 10 / PD - Kevin Kassera (1 mo) / MD - Dean Todd (2 mos) / News Dir - Betty Gross (3 mos); Staff-3 / GM - John Howard (2 yrs) / Playlist - 42 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Pepper Tanner Pkg / Synd - None / Automate - No / Interviews - Only artists played on station

KRE AM-FM/1000 & 50,000 Watts/415-848-7713

601 Ashby, Berkeley, CA

Owner - Horizons Comm Corp of CA / No. Emps - 23 / PD - Rod Singleton (18 mos) / MD - Joe Smith (4 mos) / News Dir - Ric Vaill (1 yr); Staff-1 / GM - Alice Potter (2 yrs) / Playlist - 45 singles, 100 LP's / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - Midnight-6:00 a.m. on AM / Interviews - Major artists all the time / Reports to: BG

KREM/5000 Watts/509-534-0423

4103 S Regal, Spokane, WA 99203

Owner - King Bdcstg / No. Emps - 20 / PD - "Citizen" Bill Carpenter (10 mos) / MD - Craig Lutz ("Charlie Busch") (5 mos) / News Dir - Dave Smith (1 yr); Staff-2 / GM - Larry Campbell (2½ yrs) / Playlist - 40-45 / LP Cuts - Yes / Oldies - 40-50% / Approach - Tight / Jingles - Johnny Mann Singers Custom Acapella / Synd - None / Automate - No / Reports to: BG

KREM-FM/4800 Watts/509-543-0423

4103 S Regal St, Spokane, WA 99203

Owner - King Bdcstg / No. Emps - 3 / PD & MD - Don Adair (1 yr) / News Dir - Dave Smith (1 yr); Staff-1 / GM - Larry Campbell (2 yrs) / Playlist - 80-100 / LP Cuts - Almost exclusively / Oldies - 30-40% / Approach - Personality / Jingles - None / Synd - None / Automate - Mon.-Fri., 5:00 a.m.-7:00 p.m., Sat., 5-10:00 a.m., Sun., 3-7:00 p.m. / Interviews - Carefully screened live interviews will override automation / Reports to: RR

KRIZ/1000 Watts/602-258-6717

2345 W. Buckeye Rd., Phoenix, AZ 85009

Owner - Doubleday Bdcstg / No. Emps - 25 / PD - Jay Stone (2 yrs) / Program Co-ordinator - Alan McLaughlin (1½ yrs) / News Dir - Burt Goodman (3 mos); Staff-2 / GM - William G. Smith (2 yrs) / Playlist - 20-25 / LP Cuts - Rarely / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Various wkend programs / Reports to: RR, BG

KRKE/5,000 Watts/505-765-5600

Box 737, Albuquerque, N.M.

Owner - Gaylord Bdcstg. / No Emps - 30 / PD - Bill Burkett / MD - Waylon Walker / News Dir - Ray Herne (2 yrs) / Staff - 5 / GM - Dell Wood (2 yrs) / Playlist - 23 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Yes / Reports to: KR, BG, RR

KRKO/5000 Watts/206-355-1144

Box 1227, Everett, WA 98206

Owner - First Pacific Bdcst / No. Emps - 15 / PD - Dave Corbin (1 yr) / MD - Chris Murray (1 yr) / News Dir - Shirley Bartholomew (33 yrs); Staff-2 / GM - Jon Marple (New) / Playlist - 30 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: BG

KRMD AM-FM/1000 & 25,000 Watts/318-221-6171

Box 1739, Shreveport, LA 71166

Owner - KRMD, Inc. / No. Emps - 19 / PD & MD - Marty Sullivan (4 yrs) / News Dir - Maury Wayne (3 yrs); Staff-3 / GM - Smokey Hyde (4 yrs) / Playlist - 44 / LP Cuts - Occasionally / Oldies - 33%+ / Approach - Personality / Jingles - Toby Arnold / Synd - None / Automate - No / Interviews - Visit on air / Reports to: RR, BG

KRMG/50,000 Watts/918-583-7400

1502 So. Boulder, Tulsa, OK

Owner - Swanco Bdcstg / No. Emps - 28 / PD - Jerry Vaughn (4 yrs) / MD - Don Bishop (1½ yrs) / News Dir - Ed Brocksmitth (5 yrs); Staff-7 / GM - Ron Blue (10 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - TM & Chicago Radio / Synd - Chicago Radio Bicentennial / Automate - No / Interviews - Anytime; usually AM drive / Reports to: RR, BG

KRNT/5000 Watts/515-280-1350

611 5th Ave., Des Moines, Iowa 50305

Owner - Stauffer Publ., Inc. / No. Emps - 38 / PD & MD - Del Hull (5 yrs) / News Dir - Chuck Seel (2 yrs); Staff-6 / GM - Al Lobeck (2 yrs) / Playlist - 48 / LP Cuts - 2 per hour / Oldies - 40% / Approach - Personality / Jingles - None / Synd - Can You Feel the Spirit / Automate - No / Reports to: BG

KRSP AM-FM/10,000 & 13,000 Watts/801-262-5541

1130 W 5200 S, Salt Lake City, UT 84107

Owner - Holiday Bdcstg Co / No. Emps - 20 / PD - Alan Hague (8 yrs) / MD - Lorraine Winegar (3 yrs) / News Dir - Bob Moon (2 yrs); Staff-2 / GM - Ralph Carlson (7 yrs) / Playlist - 33 / LP Cuts - Occasionally / Oldies - 33% / Approach - Tight / Jingles - TM Shockwave / Synd - None / Automate - No / Interviews - Very few except for public affairs programs on Sunday mornings / Reports to: RR, BG

KRST/9,000 Watts/505-266-7946

Box 328, Albuquerque N.M. 87110

Owner - Burrows Bdcstg. / No Emps - 15 / PD - Bill Stambaugh / MD - Dave Jackson / News Dir - John Ihrig (1½ yrs) Staff - 2 / GM - Ric Thom (10 mo) / Playlist - 100 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Yes / Reports to: RR

KRUX-AM/5000 Watts/602-247-7447

7401 W Camelback Rd, Phoenix, AZ

Owner - Lotus Comm / No. Emps - 25 / PD & News Dir - Bob Rondeau (3 mos); Staff-19 / GM - Larry Mazursky (2 mos) / Playlist - Varies / LP Cuts - No / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Local rock artists Fridays, 8:40 a.m. & 4:40 p.m., also at random in features & newscasts

KRYS/1000 Watts/512-882-8481

P.O. Box 9698, Corpus Christi 78408

Owner - Sigmor / No. Emps - 21 / PD - Dan Daniels (16 yrs) / News Dir - Ken Sullivan (8 yrs); Staff-2 / GM - Jim Springer (16 yrs); Playlist - 30 / LP Cuts - Rarely / Oldies - 25% / Approach - Personality / Jingles - Century 21 / Synd - None / Automate - No / Interviews - Anytime / Reports to: BG

KRZY/1,000 Watts/505-266-5833

2401 Quincy NE, Albuquerque, N.M. 87110

Owner - Ray Moran - John Burroughs / No Emps - 24 / PD - Alan Boyd / MD - Tom Lang / News Dir - Rex Munger / Staff - 2 / GM - Ray Moran / Playlist - 43 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - Super Kicker / Synd - None / Automate - No / Interviews - 1-3pm / Reports to: BG, RR

KSAN/35,000 Watts/415-986-2825

345 Sansome St, SF, CA 94104

Owner - Metromedia / No. Emps - 28 / PD - Bonnie Simmons (2 yrs) / MD - Cristie Marcus (1 yr) / News Dir - Danice Bordett (1½ yrs); Staff-3 / GM - Jerry Graham (6 mos) / Playlist - Varies / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - London Wavelength, King Biscuit / Automate - No / Interviews - Occasionally / Reports to: RR, KR

KSAQ/100,000 Watts/512-648-3511

5500 Alma, San Antonio, TX

Owner - Pacific Western / No. Emps - 27 / PD - Dale Franz (10 mos) / MD - Rob Allen (2 yrs) / News Dir - Howie Roberts (1 yr); Staff-3 / GM - Mike Shepard (4 mos) / Playlist - 30 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - Toby Arnold (Dallas) / Synd - None / Automate - No / Interviews - Bob Allen, 6-10:00 a.m., Sun. morn. 8:30-9:00 a.m.

KSFM/50,000 Watts/916-422-1025

P.O.Bx 526, Woodland, CA 95695

No. Emps - 18 / PD - Patrick Moore / MD - Gend Mitchell / News Dir - Patrick Moore; Staff-1 / GM - Glenn Johnson / Playlist - 100 / LP Cuts - Yes / Oldies - 20-25% / Approach - Tight/Personality / Jingles - None / Synd - Erwin Earth News / Automate - No / Interviews - Taped, 8:00 a.m. and 11:00 p.m. Sundays / Reports to: RR

KSFO/5000 Watts/415-398-5600

950 California St, SF, CA 94108

Owner - Golden West Bdcstg / No. Emps - 70 / PD - Victor M. Ives (1 yr) / MD - Elma Greer (16 yrs) / News Dir - Jeff Skov (13 yrs); Staff-9 / GM - William D. Shaw (1 yr) / Playlist - 40-60 / LP Cuts - Yes / Oldies - 40% / Approach - Tight/Personality / Jingles - Hugh Heller / Synd - Bob and Ray Comedy Library, Old Time Radio Shows / Automate - No / Interviews - any show at option of KSFO entertainer / Reports to: BG

KSEE/1000 Watts/805-922-1777

P.O.Bx 442, Santa Maria, CA 93454

Owner - Buddy Black / No. Emps - 10 / PD - Larry R. Watts (2 yrs) / MD - Tim Scott (1½ yrs) / News Dir - Larry R. Watts; Staff-1 / GM - James C. Mouyeos (4 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - Gwynn Sound-Accelerators / Synd - TM Producers Astroscope / Automate - No / Reports to: BG

KSFX-FM/7000 Watts/415-928-0104

1177 Polk St, SF, CA 94109

Owner - American Bdcstg Co / No. Emps - 35 / PD - Sean Conrad (1 yr) / Assistant - Deirdre Gentry (3 mos) / News Dir - William Abbott (5 yrs); Staff-2 / GM - Don Platt (1 yr) / Playlist - 18 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - 10:00 a.m.-3:00 p.m. and Midnight-6:00 a.m. / Interviews - Taped for Music Education program Sat. 6-8:30 a.m.

KSHE/100,000 Watts/314-842-1111

9434 Watson Rd., St. Louis, MO 63126

Owner - Century Bdcstg / No. Emps - 20 / PD - Bob Burch (5 yrs) / MD - Ron Stevens (5 yrs) / News Dir - Ed Goodman (2 yrs); Staff-2 / GM - Rick Lee (5 yrs) / Playlist - 2000 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - King Biscuit, Rock Around the World / Automate - No / Interviews - Live / Reports to: RR, KR

KSO/5000 Watts/515-265-6181

3900 Broadway, Des Moines, Iowa 50317

Owner - Stoner Co. / No. Emps - 21 / PD - Perry St. John (7 yrs) / MD - Curtis King (2½ yrs) / News Ed - Ed Anderson (New); Staff-3 / GM - Glen Bell (8 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 3 per hr / Approach - Personality / Jingles - TM / Synd - Am Country Countdown; Inside Nashville / Automate - No / Interviews - Occasionally / Reports to: RR, BG

KSLO/100,000 Watts/314-725-9814

111 So Bemiston, St. Louis, MO 63105

Owner - Bartell / No. Emps - 25 / PD - Chuck Roberts (7 mos) / MD - Janet Cohen (6 mos) / News Dir - Art Riley (1 yr) ; Staff-3 / GM - Ted Smith (1 yr) / Playlist - 36 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally / Reports to: KR, RR, BG

KSOJ/20,000 Watts/408-246-6060

3003 Moorpark, San Jose, CA 95150

Owner - Sterling Recreation Org / No. Emps - 26 / PD - Don Wright (9 mos) / MD - Burt Baumgartner (9 mos) / News Dir - Randall Hill (9 mos); Staff-4 / GM - Steve Rosetta (1 yr) / Playlist - 40 Singles, 50 LP's / Oldies - 60% / Approach - Tight / Jingles - None / Synd - Dr. Demento, High Wire, Radio Choir, Lou Irvin's Earth News / Automate - No / Interviews - Once per week / Reports to: RR, BG

KSOM/10,000 Watts/714-981-2876

Box 1510, Ontario, CA 91762

Owner - Media Mgmt. Co. / No. Emps - 23 / PD - Steve Brown (8 mos) / MD - Chuck Van Horne (8 mos) / News Dir - Mike Anthony (9 mos); Staff-6 / GM - Bill Wade (10 mos) / Playlist - 30 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - Bill Tanner / Synd - Drake-Chenault Hitparade (FM) / Automate - FM 24 hrs / Interviews - Guest DJ's, drive time

KSON/1000 Watts/714-286-1240

College Grove Center, San Diego, CA 92115

Owner - McKinnon Entr. / No. Emps - 22 / PD - Ed Chandler (5 yrs) / MD - Frank Lee (3 yrs) / News Dir - Wade Douglas (1 yr); Staff-3 / GM - Ed Chandler (5 yrs) / Playlist - 40 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - Local / Synd - Ralph Emery / Automate - No / Reports to: RR, BG

KSOP AM-FM/1000 Watts/801-484-4435**P.O. Bx 25548, Salt Lake City, UT 84125**

Owner - KSOP, Inc / No. Emps - 20 / PD & MD - Larry Hunter (8 yrs) / News Dir - Paul Quinn (1 yr); Staff-4 / GM - Greg Hilton (3 yrs) / Playlist - 20-30 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - Tanner, American Style and OK Country, Bicent-We Believe in America Series / Synd - Don Bowman's Am Country Countdown, Biff Collier's Inside Nashville, etc. / Automate - No / Interviews - Larry Hunter Show 2-6:00 p.m., Phones open anytime artists' available / Reports to: RR

KSSS/1000 Watts/303-596-5000**P.O. Box 740, Colo. Springs, CO 80901**

Owner - Peoria Star Journal / No. Emps - 20 / PD - Mike Maloney (2 yrs) / MD - Rick Stockdell (2 yrs) / News Dir - Dan Griffin (5 mos); Staff-1½ / GM - Wes Bradley (Many years) / Playlist - 45 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Century 21 / Synd - Masked Minuteman, Elvis Story / Automate - No / Interviews - Thursday Night Special

KSTN/5000 Watts/209-948-5786**2172 Ralph Ave, Stockton, CA**

Owner - Knox LaRue / No. Emps - 13 / PD & MD - Dave Morgan (6½ yrs) / News Dir - Bob Minor (3 yrs); Staff-1 / GM - Knox LaRue (25 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Own / Synd - None / Automate - No / Interviews - Seldom / Reports to: BG

KSTT/1000 Watts/319-326-2541**1111 E. River Dr., Davenport, Iowa 52803**

Owner - Fred Epstein / No. Emps - 30 / PD & MD - Steve McFarland (mos) / News Dir - Jerry Reid (5 yrs); Staff-6 / GM - Mel Laforce (3 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 45% / Approach - Personality / Jingles - TM / Synd - Am T 40, Dr. Demento, BBC / Automate - No / Interviews - Occasionally / Reports to: KR, BG

KTAC/10,000 Watts/206-473-0085**2000 Tacoma Mall, Tacoma, WA 98411**

Owner - Entertainment Comm / No. Emps - 32 / PD - Derek Shannon (6 yrs) / MD - Bruce Cannon (5 yrs) / News Dir - Chuck Boland (4 mos); Staff-2 / GM - Harold Greenburg (2 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - TM / Synd - Nat'l LP Countdown / Automate - No / Interviews - Occasionally / Reports to: BG

KTFM/100,000 Watts/512-655-5500**4050 Eisenhower Rd, San Antonio, TX 78218**

Owner - Waterman Bdcstg. / No. Emps - 31 / PD - Trigger Black (1 yr) / MD - David Munoz (1 yr) / News Dir - Scott Tallol (3 mos); Staff-4 / GM - Ken Dowe (1½ yrs) / Playlist - 10 current LP's, 10 new LP's, 8-12 Singles / Oldies - 50-60% / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Interviews - Appt. only / Reports to: KR

KTYD AM-FM/1000 & 34,000 Watts/805-963-1601

1216 State St, Ste 810, Santa Barbara, CA 93101

Owner - Greg Gentling / No. Emps - 25 / PD - Larry Johnson (2½ yrs) / MD - Laurie Cobb (2½ yrs) / News Dir - Gerry Dewitt (1 yr); Staff-1½ / GM - Greg Gentling (1 yr) / Playlist - 50-80 / LP Cuts - Yes / Oldies - 33-50% / Approach - Personality / Jingles - None / Synd - King Biscuit / Automate - No / Interviews - Drop-in basis only, seldom / Reports to: RR

KTKT/10,000 Watts/602-622-6711

P.O.Bx 5585, Tucson, AZ 85703

Owner - Lotus Comm / No. Emps - 21 / PD - Roger Collins (4 yrs) / MD - Ed Alexander (3 yrs) / News Dir - Toni Stanton (2 yrs) / GM - Mark Schwartz (1 yr) / Playlist - 25-35 / LP Cuts - Yes / Oldies - 25% / Approach - Tight/Personality / Jingles - Toby Arnold of Dallas and own / Synd - None / Automate - No / Reports to: RR, BG

KTLK/5000 Watts/303-673-1280

1165 Delaware, Denver, CO

Owner - Action-Welcome Radio, Inc. / No. Emps - 30 / PD & MD - Paul Kirby (New) / News Dir - Scott Monahan (9 mos); Staff-3 / GM - Ray Mineo (1 yr) / Playlist - 40 / LP Cuts - Yes / Oldies - 40-50% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - None / Reports to: RR, BG

KTIM AM-FM/1000 & 1900 Watts/415-456-1510

1040 B St, San Rafael, CA 94901

Owner - Marin Bdcstg / No. Emps - 21 / PD - Clint Weyrauch (5 yrs) / MD - Tony Berardini (2 yrs) / News Dir - Vicky Cunningham (6 mos); Staff-1 / GM - Ollie Hayden (2 yrs) / Playlist - Varies / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - D.I.R. / Automate - No / Interviews - Open / Reports to: RR

KTOK-AM/1000 Watts/405-235-1671

1800 W Main St, Okla City, Okla 73101

Owner - Covenant Bdcstg / No. Emps - 22 / PD & MD - Bob Rigginn (10 yrs) / News Dir - Bob Durgin (5 yrs); Staff-10 / GM - Ken Gaines (2 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - TM / Synd - The World Tomorrow / Automate - No

KTOP/1000 Watts/913-234-3444

Topeka, KS

Owner - Harris Ent., Inc. / No. Emps - 17 / PD - Joe Monteith (9 yrs) / MD & News Dir - Bob Potter (12 yrs) / GM - Merle Blair / Playlist - 30 / LP Cuts - Yes / Approach - Tight / Jingles - TM / Synd - Great Am Bday Party / Automate - No / Interviews - Sunday 8-12 AM & PM / Reports to: BG

KTSA/5000 Watts/512-655-5500

4050 Eisenhower Rd, San Antonio, TX 78218

Owner - Waterman Bdcstg / PD - Lee Randall (3 yrs) / MD - John Wagner (2 yrs) / News Dir - Logan Stewart (4 yrs); Staff-5 / GM - Lee X. Taylor (7 yrs) / Playlist - 33 / LP Cuts - Seldom / Oldies - 40% / Approach - Tight/Personality / Jingles - TM / Synd - Am Top 40 / Automate - No / Interviews - Sometimes on News Program / Reports to: BG

KUGN/5000 Watts/503-344-6215

P.O. Box 59, Eugene, OR 97401

Owner - Obie Comm. / No. Emps - 27 / PD - Bill Ford (2 yrs) / MD - Steve Mueller (2 yrs) / News Dir - Ernie Ross (2 yrs); Staff-7 / GM - Ralph Petti (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - Great Am BDay Party / Automate - No / Interviews - "Anything Goes" 9-12 weekdays / Reports to: BG

KUPD AM-FM/500 & 100,000 Watts/602-838-3062

2085 E Camelback, Phoenix, AZ 85061

Owner - Tri-State Bdsctg / No. Emps - 25 / PD - Scotty Brink, V.P. (3 mos) / MD - Cleveland Wheeler (2 mos) / News Dir - J. Paul Emerson (3 mos); Staff-2½ / GM - Barry Leverant / Playlist - 25-30 / LP Cuts - Yes / Oldies - 40% / Approach - Tight/Personality / Jingles - None / Synd - None 6 Automate - No / Interviews - Seldom / Reports to: KR, BG

KUZZ/4000 Watts/805-393-1500

1209 No. Chester Ave., Bakersfield, CA 93308

Owner - Buck Owens Ent. / No. Emps - 15 / PD - Jay Albright (1 yr) / MD - Pete Shannon Elieff (1½ yrs) / News Dir - Gary McKenzie (1½ yrs) / GM - Mike Owens (3 yrs) / Playlist - 50 / LP Cuts - Occasionally / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Off the Record, Sun., 7 PM / Reports to RR

KVAN/1000 Watts/503-286-5938

1197 N Portland Rd, Portland, OR 97203

Owner - Howard Slobodin / No. Emps - 8 / PD - Bob Ancheta (2 yrs) / MD - Gloria Baton (1½ yrs) / News Dir - Michael Waggoner (9 mos); Staff-1 / GM - Howard Slobodin (2 yrs) / Playlist - Thousands / LP Cuts - Yes / Oldies - Occasionally with discretion / Approach - Personality / Jingles - None / Synd - Rock Around the World / Automate - No / Interviews - Pre-arranged only

KVET-AM/5000 Watts/512-474-1300

705 No. Lamar, Austin, TX 78703

Owner - KVET Bdcst. Corp. / PD - Jerry Green / News Dir - Joe Stroap; Staff-4 / GM - Ron Rogers (1½ yrs) / Playlist - 70 / LP Cuts - Few / Oldies - 30% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

KVI/5000 Watts/206-223-5700

800 Tower Bldg., Seattle, WA 98101

Owner - Golden West Bdcstg / No. Emps - 45 / PD & MD - Don Hofman (3½ yrs) / News Dir - Jack Spencer (10 yrs); Staff-6 / GM - Jack Bankson (16 yrs) / Playlist - 28 / LP Cuts - Seldom / Oldies - 50% / Approach - Personality / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - Occasionally / Reports to: RR, BG

KVOO/50,000 Watts/918-743-7814

Box 1349, Tulsa, OK 74101

Owner - Southwestern Sales Corp. / No. Emps - 34 / PD - Jay Jones (14 yrs) / MD - Billy Parker (5 yrs) / News Dir - Alan Lambert (11 yrs); Staff-8 / GM - Jack Cresse (7 yrs) / Playlist - 96 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR, BG

KVOX/1000 Watts/218-233-1522

P.O.Bx 97, Moorhead, MINN 56561

Owner - Dick Herbst / No. Emps - 24 / PD & MD - Bob Denver (1½ yrs) / News Dir - Dave Barker (1 yr); Staff-2 / GM - Dick Herbst (2 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Tanner Music People / Synd - Am Top 40 / Automate - No

KWFM/28,500 Watts/602-624-5588

199 N Stone, Tucson, AZ 85702

Owner - Korm Gold Bdcstg, Inc / No. Emps - 15 / PD - Allan Browning (2½ yrs) / MD - Dave Gordon (1½ yrs) / GM - Lee Donbrowski (1 yr) / Playlist - 100 LP's / Oldies 40-50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - All artists anytime, live, taped, whatever

KWHO-FM/37,000 Watts/801-322-5819

512 E 2nd S, Salt Lake City, UT 84102

Owner - Reese C. Anderson / No. Emps - 21 / PD - King Zoborink (6 mos) / MD - Gregory Smith (6 mos) / News Dir - Lou Weaver (6 mos); Staff-4 / GM - Reese C. Anderson (10 yrs) / Playlist - 80 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Own / Synd - None / Automate - No / Interviews - Top artists only

KWIC-FM/100,000 Watts/713-842-2210

P.O.Bx 6067, Beaumont, TX 77702

Owner - Tom Gibson / No. Emps - 6 / PD - Sambo Roberts (7 mos) / MD - Charlie Brannon (3 mos) / News Dir - Jerry Dalton (4 mos); Staff - 3 / GM - Terrell Metheny, Jr. (1 mo) / Playlist - 100 / LP Cuts - Yes / Oldies - 2% / Approach - Personality / Jingles - Jam-Priority One / Synd - London Wavelengths, Powerline, Master Control / Automate - No

KWJJ-AM/50,000 Watts/503-228-4393

931 SW King Ave, Portland, OR 97205

Owner - Park Bdcstg / No. Emps - 21 / Operations - Chris Adams (6 yrs) / MD - Sammy Taylor (38 yrs) / News Dir - Denis Ackerman (8 yrs); Staff-2 / GM - Jim Opsitnik (4 yrs) / Playlist - 100 / LP Cuts - No / Oldies - 25% / Approach - Tight / Jingles - Toby Arnold's Our Country / Synd - Cowboy Church (Stu Hamblin) / Automate - Simulcast with FM affiliate KJIB Sun. nights, 10:00 p.m.-Midnight for Public Affairs / Interviews - Live interspersed with music, occasionally

KWKC-AM/1,000 Watts/915-673-2545

P.O. Box 2201, Abilene TX 79604

Owner - Frontier Broadcasting / No Emps - 19 / PD - Roger B. Rodgers (1 yr) / MD - Roger B. Rodgers / News Dir - Len Johnson (28 yrs); Staff-1 / GM - Lloyd Mynatt (7 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 15% / Approach - Tight / Jingles - Century 21 Chroma Country / Automate - No / Interviews - Anytime

KWKH/50,000 Watts/318-222-8711

Box 1130, Shreveport, LA 71120

Owner - International Bdcstg / No. Emps - 40 / PD & MD - Jim Hawthorne (1 yr) / News Dir - Russ Wise (1 yr); Staff-5 / GM - Chuck Fellers (1 yr) / Playlist - 50 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - 10-12 / Reports to: BG

KWKI/100,000 Watts/816-474-6400

1722 Main St., Kansas City, MO 64106

Owner - Communications Fund / No. Emps - 17 / PD & MD - Peter Parisi (8 mos) / GM - Arvie Baie (1½ yrs) / Playlist - 5 / LP Cuts - Yes / Oldies - None / Approach - Tight / Jingles - None / Synd - Dr. Demento / Automate - No / Interviews - Specials only

KWMT/5000 Watts/515-576-7333

P.O.Box 578, Ft Dodge, IOWA 50501

Owner - J. W. Maurer / No. Emps - 21 / PD - Skip Nelson (5 yrs) / MD - Dale Eichor (4½ yrs) / News Dir - Skip Michaels (2 yrs); Staff-2 / GM - J. W. Maurer (20 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - Love Our Country, Toby Arnold & Assoc. / Synd - Ralph Emory / Automate - No / Interviews - Country artists only, live, short, anytime

KWST/7200 Watts/213-657-6130

8833 Sunset Boulevard

Owner - Century Broadcasting / No. Emps - 20 / PD - Mark Cooper (1½ yrs) / MD - David Perry (1½ yrs) / News Dir - Brent Seltler (6 mos.) / GM - John Detz / LP Cuts - Yes / Jingles - None / Synd - Rock Around the World / Automate - No / Reports to: RR, KR

KWWL/5000 Watts/319-234-4401

500 E 4th St, Waterloo, IOWA

Owner - Black Hawk / PD & MD - Bob Beck (4 yrs) / News Dir - Grant Price (4 yrs); Staff-26 / GM - Bill Bolster (7 yrs) / Playlist - 36 / LP Cuts - No / Oldies - 33% / Approach - Personality / Jingles - TM Innerkey and Sound of Chicago / Synd - That American Woman, Those Golden Times / Automate - No / Reports to: BG

KWYZ/1000 Watts/206-252-5123

Box 1234, Everett, WA 98206

Owner - Robt. Brown, Martin Hamstra / No. Emps - 16 / PD - Tom Lewis (1 yr) / MD - Hal Murray (2 yrs) / News Dir - Tom Lewis (3 yrs); Staff-2 / Operations - Rick Knapp (4 yrs) / GM - Martin Hamstra (1 yr) / Playlist - 40 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Tanner / Synd - Our Changing World / Automate - No / Interviews - Brief; at nite only / Reports to: BG

KXEL-FM/100,000 Watts/319-233-3371

Hwy 281 E., Waterloo, Iowa 50705

Owner - KXEL Bdcstg Co. / No. Emps - 5 / PD & MD - Charlie Scott (New) / News Dir - Darwin Panstian (4 yrs); Staff-3 / GM - Rick Hall (4 yrs) / Playlist - 35 / LP Cuts - Seldom / Oldies - 30% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Reports to: BG

KXIV/1000 Watts/602-264-9001

3003 N Central, Phoenix, AZ 85012

Owner - Dick Van Dyke / No. Emps - 22 / PD & MD - Frank Pollack (5 yrs) / News Dir - Paul B. Munt (8 yrs); Staff-2 / GM - Ira Lavin (8 yrs) / Playlist - Several hundreds / LP Cuts - Yes / Oldies - 20-25% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - At random with discretion

KKKX/52,000 Watts/303-629-0096

16th & Broadway, Denver, CO 80202

Owner - Doubleday Bdcstg / No. Emps - 19 / PD & MD - Bobby Christian (8 mos) / News Dir - Ron Engelman (7 mos); Staff-1 / GM - Bob Korun (7 mos) / Playlist - 25 / LP Cuts - Occasionally / Oldies - 40-45% / Approach - Personality / Jingles - Sundance custom / Synd - Earth News, Hot News / Automate - No / Interviews - Occasionally

KXOA/27,500 Watts/916-483-5083

2434 Loma Vista Dr, Sacramento, CA 95825

Owner - KXOA, Inc / No. Emps - 16 / PD - Ed Hamlin (2 yrs) / MD - Steve Capan (13 mos) / GM - Phil Melrose (14 mos) / Playlist - 42-48 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Own / Synd - Am Top 40, Nat'l Album Countdown, Dr. Demento, Rock Around the World, etc. / Automate - No / Interviews - When available / Reports to: BG

KXLY AM-FM/5000 Watts**W 500 Boone Ave, Spokane, WA 99201**

Owner - Mrs. Murphy, Eauclair Wisl. / No. Emps - 12 / PD & MD - Chuck Harmon (3 yrs) / News Dir - Jay Justice (6 mos); Staff-1½ / GM - Wayne McNulty (14 yrs) / Playlist - 35-45 / LP Cuts - Seldom / Oldies - 45% / Approach - Personality / Jingles - None / Synd - Great American Spirit / Automate - FM simulcasts with AM 5 hrs on Sun., rest of week FM totally automated / Interviews - Joe Lyons, whenever possible / Reports to: BG

KXOL/5000 Watts/817-335-4841**1705 W. 7th St., Ft. Worth, TX 76102**

Owner - Signor Corp. / No. Emps - 18 / PD - Tom Wayne (6 mos) / MD - Jim Ron (1½ yrs) / News Dir - Bob Norman (3 yrs); Staff-5 / GM - Dick Morrison (1½ yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 5% / Approach - Personality / Jingles - GWEN Sound / Synd - None / Automate - No / Interviews - Country & Western when available

KXRX/10,000 Watts/408-292-5080**P.O.Bx 167, San Jose, CA 95103**

Owner - San Jose Bdcstg / No. Emps - 25 / PD - David Fraser-Smith (14 yrs) / MD - Dennis Gregg (1 yr) / News Dir - Ken Blase (8 yrs); Staff-6 / GM - Joe Levitt (25 yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 10% / Approach - Personality/Tight / Jingles - TM and CRC / Synd - None / Automate - 7:00 p.m.-Midnight, Jepko-Mbs, Midnight-5:30 a.m.

KYA/5000 Watts/415-397-2500**No. 1 Nob Hill Circle, SF, CA 94108**

Owner - Avco Radio Corp / No. Emps - 43 / PD - Mark Taylor (2 yrs) / MD - Steve Jordan (3 yrs) / News Dir - Larry Brownell (13 yrs); Staff-5 / GM - Cliff Hunter (2 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 40% / Approach - Tight / Jingles - None / Synd - Am Top 40 / Automate - No / Interviews - Chris Cane, 10:00 a.m.-2:00 p.m. and Steve Jordan, 2-6 p.m. / Reports to : BG

KYAK/50,000 Watts/907-344-2522**2800 E. Dowling Rd., Anchorage 99507**

Owner - Big Country Radio, Inc. / No. Emps - 30 / PD - Jim Robbins (2½ yrs) / MD - Wayne Lowe (3 yrs) / News Dir - Steve Lamar (1 yr); Staff-3 / GM - Robert Fleming (10 yrs) / Playlist - 60 / LP Cuts - 1 per hour / Oldies - 2 per hour / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Pretaped

KYKR AM-FM/1000 & 100,000 Watts/817-985-2543**P.O. Box 2307, Port Arthur, TX 77640**

Owner - James H. Joynt / No. Emps - 14 / PD - Bob Shannon (3 mos) / News Dir - Tom Taney (6 mos); Staff-3 / GM - Jimmie Joynt (7 yrs) / Playlist - 40 / LP Cuts - 2 per hour / Oldies - 5 an hour / Approach - Tight / Jingles - Toby Arnold / Synd - Creative Radio Shows / Automate - 7 PM-6AM weekdays and all Sunday / Interviews - As scheduled / Reports to: BG

KYNO-FM/50,000 Watts/209-266-2132

1060 Fulton Mall, Ste. 1500, Fresno, CA

Owner - Gene Chenault / No. Emps - 8 / PD - Mike Novak (3 mos) / Operations & MD - Nick Alexander (3 mos) / News Dir - Bill Turner (3 mos); Staff-2 / GM - Wayne Decker (3 mos) / Playlist -20 / LP Cuts - Yes / Oldies - 25% Singles, 25% Old LP's / Approach - Tight / Jingles - None / Synd - Drake Chenault / Automate - Yes / Interviews - Whenever possible

KYNO/5000 Watts/209-255-8383

2125 N. Barton Ave., Fresno, CA 93703

Owner - Gene Chenault / No. Emps - 35 / PD - Mike Novak (3 yrs) / MD - Kris Van Kamp (3½ yrs) / News Dir - Bill Turner (2 yrs); Staff-2 / GM - Wayne Decker (yrs) / Playlist - 30-36 / LP Cuts - Yes / Oldies - 35-40% / Approach - Tight / Jingles - Century 21 / Synd - None / Automate - No / Interviews - Taped / Reports to: RR, KR, BG

KYOK/5000 Watts/713-526-7131

Houston, TX

Owner - Star Bdcstg / No. Emps - 33 / PD - Rick Roberts (12 yrs) / MD - George Frazier (8 yrs) / News Dir - Charles Porter (New); Staff-5 / GM - Bernard Walker (7 yrs) / Playlist - 40 / LP Cuts - Yes / Approach - Tight / Jingles - TM / Synd - Nat'l Black Network, Story Hour / Automate - No / Interviews - 11 PM Weekdays

KYSN/1000 Watts/303-634-1511

Box 1715, Colo. Springs, CO 80901

Owner - Donald T. Harding / No. Emps - 25 / PD - Larry Blake (8 mos) / MD - Rob Sherwood (2 yrs) / News Dir - Hal Totel (8 yrs); Staff-2 / GM - John Lambert (16 yrs) / Playlist - 33 / LP Cuts - Yes / Oldies - 40-50% / Approach - Tight / Jingles - Sundena / Synd - Am Top 40 / R.W. Morgan / Automate - No / Interviews - Rarely

KYXI/50,000 Watts/503-656-1441

P.O.Bx 22125, Portland, OR 97222

Owner - McCoy Bdcstg / No. Emps - 26 / PD - Jim Liniger (8 yrs) / MD - Mike Davis (6 mos) / News Dir - Kirk Matthews (3 yrs); Staff-3 / GM - Heber Smith (1 yr) / Playlist - 42 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Reports to: BG

KZAM/5000 & 100,000 Watts/206-454-1540

1200 112th Ave N.E., Bellevue, WA 98004

Owner - Bellevue-Eastside Radio / No. Emps - 24 / PD - Tom Cordry (14 mos) / Music Dir - Jon Kertzer (14 mos) / News Dir - Denny Fleenor (14 mos); Staff-4 / GM - Stew Ballinger (3 yrs) / Playlist - LP's / Oldies - 50% / Tight / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally

KZAP-FM/50,000 Watts/916-444-2806

P.O.Bx 511, Sacramento, CA 95803

Owner - New Day Bdcstg Co Inc / No. Emps - 26 / PD - Robert Williams (1½ yrs) / MD - Scott McConnell (1 yr) / News Dir - Jok Church (1½ yrs); Staff-2 / GM - Ed Beimfohr (3 yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 18% / Approach - Personality / Jingles - None / Synd - King Biscuit / Automate - No / Interviews - Live for promotion of album or concert / Reports to: RR

KZEL-FM/100,000 Watts/503-747-1221

P.O. Box 1122, Eugene, OR 97401

Owner - Jay A. West / No. Emps - 23 / PD & MD - Stan Garrett (2 yrs) / GM - Jay West (6 yrs) / Playlist - 150-250 / LP Cuts - Yes / Oldies - Varies / Approach - Personality / Jingles - None / Synd - King Biscuit, Rock around the World, Earth News, etc. / Automate - No / Interviews - As arranged

KZEW/100,000 Watts/214-748-9898

Communications Center, Dallas, TX 75202

Owner - Belo Bdcstg / No Emps - 25 / PD - Ken Rundel (2 yrs) / MD - Mark Christopher (6 mos) / News Dir - Jamie Friar (6 mos); Staff-3 / GM - John Dew (3 yrs) / Playlist - 200 titles / LP Cuts - Almost Entirely / Oldies - 60% / Approach - Personality / Jingles - None / Synd - King Biscuit, BBC / Automate - No / Interviews - Top Nat'l & Local Artists

KZFM/41,000 Watts/512-883-3516

600 Bldg, Corpus Christi, TX 78401

Owner - Texas Media Group/ No. Emps - 22 / PD - Jim Allen (3 yrs) / News Dir - Bud Lockhart (1½ yrs) / GM - Roger Stoner - (3 yrs) / Playlist - 55 + 40 LP's / Oldies - 40-50% / Approach - Personality / Jingles - TM / Synd - Am Top 40, Hitbound, Innerview / Interviews - Short mid-day hourly features

KZIP/1000 Watts/806-374-3796

808 Charlotte, Amarillo, TX 79107

Owner - Dave Stone / No. Emps - 9 / PD & MD - Mike Fox (3 yrs) / News Dir - Janie Kirkland (6 yrs); Staff-1 / GM - Charlie Phillips (1 yr)/ Playlist - 60 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No

KZUN AM-FM/10,000 Watts/509-924-2400

P.O.Bx 14029, Spokane, WA 99214

News Dir - Jerry Anderson (5 yrs); Staff-1 / GM - Robert L. Swartz (20 yrs) / Playlist - 25 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Tanner's Spirit of Am / Synd - Dick Clark Show, Nat'l Album Countdown / Automate - No / Interviews - Usually Mid-day 10:00 a.m.-3:00 p.m. / Reports to: BG

KXYZ/5000 Watts/713-795-4820

1602 Fannin Bank Blvd., Houston, TX 77030

Owner - American Bdcstg Co. / No. Emps - 47 / PD - Jack Daniels (14 mos) / MD - Ted Carson (4 mos) / News Dir - Mike Anthony (8 mos); Staff-6 / GM - Nick Trigony (8 mos) / Playlist - 31 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - TM / Synd - None / Automate - No

WAAF/50,000 Watts/617-752-5611

34 Mechanic St, Worcester, MASS 01608

Owner - George Gray / No. Emps - 25 / PD & MD - Joe Capobianco (1½ yrs) / News Dir - Pattie Geier (1½ yrs); Staff-2 / GM - George Gray (1 mo) / Playlist - 50-70 LP's / Approach - Tight / Jingles - None / Synd - King Biscuit, BBC Rock Hour, Interview / Automate - No / Interviews - Taped only / Reports to: RR

WAAL/50,000 Watts/607-772-8850

117 Hawley St, Binghamton, NY 13901

Owner - Butternut Bdcstg / No. Emps - 25 / PD - Robert Lindquist (2 yrs) / MD - Steve Becker (6 mos) / News Dir - Tony Russell (6 mos); Staff-1 / GM - Al Ruscito (9 mos) / Playlist - 30 Singles, 50 LP's / Oldies - 50% / Approach - Tight / Jingles - None / Synd - King Biscuit Flower Hour, Earth News, ABC-FM / Automate - No / Interviews - Live / Reports to: BG, RR

WAAM/5000 Watts/313-971-1600

4230 Packard Rd., Ann Arbor MI 48104

Owner - WAAM, Inc. / No Emps - 20 / PD - Jerry Riley (1 yr) / MD - Jim Michaels (1 yr) / News Dir - Doug Boynton (4 yrs); Staff-3 / GM - Robert Sinclair (4 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 30-50% / Approach - Personality / Jingles - TM / Synd - Am Top 40 / Automate - No

WAAY/5000 Watts/205-534-8471

P.O.Bx 551, Huntsville, AL 35084

Owner - M. D. Smith / No. Emps - 18 / PD - Allen Dennis (8 mos) / MD - Lenny Bruce (14 mos) / News Dir - Gary Beaty (6 mos); Staff-3 / GM - Wayne Johnson (3 yrs) / Playlist - 25-30 / LP Cuts - Few / Oldies - 35-40% / Approach - Personality / Jingles - Pams / Synd - Earth News / Automate - No / Interviews - Occasionally / Reports to: RR, BG

WABB/5000 Watts/205-432-5572

1551 Spring Hill Ave., Mobile, AL 36601

Owner - Bernard Dittman / No. Emps - 30 / PD - Gary Mitchell (6 yrs) / MD - Scott Griffith (1 yr) / News Dir - Mike Sloan (3 yrs); Staff-3 / GM - Bernie Dittman (15 yrs) / Playlist - 36 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - Am T 40 / Automate - No / Interviews - Occasionally

WABC/50,000 Watts/212-LT1-7777

1330 Ave. of the Americas, NYC 10019

Owner - ABC / No. Emps - 100+ / Operations - Rick Sklar (15 yrs) / PD - Glenn Morgan (5 yrs) / MD - Sonia Jones (5 yrs) / News Dir - Paul Ehrlich (8 yrs); Staff-15 / GM - Al Racco (1 yr) / Playlist - Varies - LP Cuts - Sometimes - Oldies - Varies / Approach - Tight / Jingles - Jam / Synd - None / Automate - No / Interviews - None / Reports to: KR

WABX/36,000 Watts/313-398-1100

10760 Coolidge, Oak Park, MI 48237

Owner - Century Bdcstg / No. Emps - 25 / PD & MD - Ken Calvert (6 mos) / GM - Allan Wilson (3 yrs) / Playlist - Albums / Approach - Personality / Jingles - None / Synd - King Biscuit, Rock Around the World, Alan Watts / Automate - No / Interviews - Frequently / Reports to: RR, KR

WAEB/1000 Watts/215-434-4424

Owner - Rust Williams / PD & MD - Jeff Frank (10 yrs) / News Dir - Jim Hertzler (4 yrs); Staff-4 / GM - Bob Ackley (27 yrs) / Playlist - 38 / LP Cuts - None / Oldies - 1-5% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Occasional

WAIL/1000 Watts/504-926-7600

P.O.Bx 66497, Baton Rouge, LA 70806

Owner - Angie D. Burge / No. Emps - 10 / PD & MD - Frank Stevens (8 yrs) / News Dir - Ted Andrews (6 mos); Staff-4 / GM - Harold G. Herthum (10 yrs) / Playlist - 40-50 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Gwinsound / Synd - Masked Minuteman, Powerline-Baptist Church, Hometalk-Home Improvement / Automate - No / Interviews - Local and nat'l, Bill Profit Show, mornings / Reports to: BG

WAIR-AM/1000 Watts/919-722-1347

P.O.Bx 2099, Winston-Salem, NC 27102

Owner - Nick Patella / No. Emps - 21 / PD & MD - Tim Byrd (1 yr) / GM - Nick Patella (14 yrs) / Playlist - 31-35 / LP Cuts - Yes / Oldies - 20% / Approach - Tight/Personality / Jingles - Pams / Synd - Am Top 40 / Automate - No / Interviews - Whenever possible

WAKR/5000 Watts/216-535-7831

853 Copley Rd., Akron 44320

Owner - Group One / PD & MD - Larry Crawford (4 yrs) / News Dir - Fred Anthony; Staff-8 / GM - Sam Yacavazzi (8 mos) / LP Cuts - Occasionally / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Reports to: GB

WAKX-FM/26,000 Watts/218-727-7271

410 W. Superior St., Duluth, MN 55802

Owner - Stereo Bdcstg / No. Emps - 15 / PD & MD - John Stewart (New) / News Dir - Dick Gottschald (6 mos); Staff-4 / GM - Lewis M. Latta (12 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - None / Synd - King Biscuit, BBC / Reports to: RR

WAKY/5000 Watts/502-583-8803

558 River City Mall, Louisville, KY 40202

Owner - Multi-Media / No. Emps - 33 / PD & MD - John Randolph (5 yrs) / News Dir - Reed Yadon; Staff-6 / GM - Don Meyers / Playlist - 33 / LP Cuts - Very few / Oldies - 40% / Approach - Tight / Jingles - Jam / Synd - Inner View / Automate - No / Interviews - Many / Reports to: KR, RR

WAME/5000 Watts/704-377-5916

P.O.Bx 1008, Charlotte, N.C. 28231

Owner - Mission Bdcstg. / No. Emps - 30 / PD - Edd Robinson (8 yrs) / MD - Rich Jones (3 yrs) / News Dir - Cloyd Bookout (8 yrs); Staff-4 / GM - Hap Pate (7 yrs) / Playlist - 45-50 / LP Cuts - Non-drive only / Oldies - 40-50% / Approach - Tight/Personality / Jingles - Tanner Country Pkg. / Synd - None / Automate - No / Interviews - Country Artists Live

WAMO/1000 Watts/412-471-2181

1811 Blvd of Allies, Pitts, PA 15219

Owner - Sheridan Bdcstg / No. Emps - 27 / PD & MD - Matt Ledbetter (12 yrs) / News Dir - Derek Hill (3 yrs); Staff-2 / GM - Skip Finley (2 yrs) / Playlist - Varies / LP Cuts - Yes / Approach - Tight/Personality / Jingles - TM / Synd - None / Automate - No / Interviews - 5-minute only

WAMS/5000 Watts/302-654-8881

Box 3677, Wilmington, DE 19807

Owner - Rollins Inc. / No. Emps - 30 / PD - Ray "Mighty" Quinn (3 yrs) / MD - Bobby Dark (1 yr) / News Dir - Matt Likovich (2 yrs); Staff-Staff-4 / GM - Phil Schweinfurth (2 yrs) / Playlist - 25 / LP Cuts - Some / Oldies - 70% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Open / Reports to: KR, BG

WANT/1000 Watts/804-321-5662

1101 Front St., Richmond, VA 23222

Owner - Old Dominion Bdcstg / No. Emps - 16 / PD - Ben Miles (8 yrs) / MD - Kirby Carmichael (5 yrs) / News Dir - Calvin King (1 yr); Staff-2 / GM - Howard Parkus (1 yr) / Playlist - 42 / LP Cuts - Yes / Oldies - 2 per hr / Approach - Personality / Jingles - Pams / Synd - Music Report / Automate - No / Interviews - Occasionally

WAOK/5000 Watts/404-659-1380

75 Piedmont Ave., Atlanta 30303

Owner - Broadcast Enterprise Net. / No. Emps - 33 / PD & MD - Frank P. Barrow / News Dir - Gene Michaels; Staff-6 / GM - Stan Raymond / Playlist - 50 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Pepper Tanner / Synd - None / Automate - No / Interviews - Anytime / Reports to: KR, RR, CB

WAPE/10,000 Watts/904-264-4523

P.O. Box 486, Orange Park, FL 32073

Owner - Sis Radio, Inc. / No. Emps - 30 / PD - John Long (9 mos) / MD - J.J. Jackson (2 mos) / News Dir - Allen Moore (New); Staff-1 / GM - Joe McCluskey / Playlist - 30-33 / LP Cuts - Occasionally / Oldies - 50% / Approach - Tight / Jingles - None / Synd - Am T 40 / Special of the Week / Automate - No / Interviews - Occasionally on the air / Approach - KR, RR, BG

WAQY/27,000 Watts/413-525-4141

45 Fisher Ave. East, Longmeadow, MA

Owner - Springfield FM / No. Emps - 14 / PD & MD - Bob Brooks (3 yrs) / News Dir - Fred Stevens (3 yrs); Staff-2 / GM - Donald Wilks (3 yrs) / Playlist - 50+20 LP's / Oldies - 20% / Approach - Tight / Jingles - Own / Synd - BBC, King Biscuit, Rock Around the World, Nat'l LP Countdown / Automate - 24 hrs

WASH/22,500 Watts/202-244-9700

5151 Wisconsin Ave NW, Washington, D.C.

Owner - Metromedia, Inc / No. Emps - 32 / PD - Bob Hughes (3 yrs) / MD - Bob Duckman (7 yrs) / News Dir - Ed Tobias (1 yr); Staff-5 / GM - Bill Dalton (7 yrs) / Playlist - 35-40 / LP Cuts - yes / Oldies - 40% / Approach - Tight/Personality / Jingles - Johnny Mann Custom, WASH With the Stars / Synd - Various specials / Automate - No / Interviews - Live or taped anytime, depending on suitability

WAUG/5000 Watts/404-722-1302

Box 669, Augusta, GA 30903

Owner - Hunter Groups, Inc. / No. Emps - 14 / PD - Gary Hamilton / MD - Steve York & Steve Berry / News - ABC network / GM - Jack Carpenter (6 mos) / Playlist - 40 / LP Cuts - At night / Approach - Personality / Jingles - TM / Synd - King Biscuit, Am Top 40, Wolfman / Automate - No / Interviews - Anytime / Reports to: KR, BG

WAVZ/1000 Watts/203-777-4761

152 Temple St., New Haven, CT 06510

Owner - Kops Monahan Comm Inc. / No. Emps - 20 / PD - Chuck Martin (1 yr) / MD - Mike West (1 yr) / News Dir - Steve Palmer (1 yr); Staff-5 / GM - Richard Monohan (Years) / Playlist - 30 / LP Cuts - No / Oldies - 20% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Morning drive / Reports to: RR, KR

WAXC/5000 Watts/716-546-2325

50 Chestnut Plaza, Chestnut St., Rochester, NY 14602

Owner - Sande Bdcstg Co. Inc. / No. Emps - 24 / PD & MD - Larry White (4 yrs) / News Dir - Ray Levato (6 mos); Staff-3 / GM - John T. Sayre (4 yrs) / Playlist - 25 / LP Cuts - Occasionally / Oldies - 45% / Approach - Personality / Jingles - Sundance custom / Synd - None / Automate - No

WAYE-AM/1000 Watts/301-728-7570

1111 Park Ave., Baltimore, MD 21201

Owner - Coastal Telecommunications Corp. / PD & MD - Marty McLean (1 yr) / GM Stuart Frankel / Playlist - 50 LP's / Oldies - 50% / Approach - Personalities / Jingles - None / Synd - Crowdaddy / Interviews - Artists appearing in town on playlist

WAYS/5000 Watts/704-392-6191

400 Radio Rd., Charlotte, N.C. 28216

Owner - SIS Radio, Inc. / No. Emps - 25 / PD - Jay Thomas (4 yrs) / MD - Bean Mathews (3 yrs) / News Dir - John Kilgo (10 yrs); Staff-6 / GM - Sis Kaplan (10 yrs) / Playlist - 25 / LP Cuts - Hits only / Oldies - 25% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Reports to: KR, RR, BG

WAZL/1000 Watts/717-454-3533

Hazleton, PENN 18201

Owner - Victor C. Diehm / No. Emps - 25 / PD & MD - Joe Cepin (2 mos) / News Dir - Jim Boyle (4 yrs); Staff-3 / GM - Vic (Bud) Diehm (5 yrs) / Playlist - 50 / LP Cuts - No / Oldies - 40% / Approach - Tight/Personality / Jingles - TM-Image Mixed with Great Am Birthday Party / Synd - Hitbound from Billboard / Automate - No

WBAL/50,000 Watts/301-467-3000

3800 Hooper Ave., Baltimore, MD 21211

Owner - Hearts Corp. / No. Emps - 55 / MD - Jack Lacy (8 yrs) / News Dir - Charles Jackson (1 yr); Staff-12 / GM - Alfred E. Burk / Playlist - 55 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Custom / Synd - None / Automate - No / Interviews - Occasionally

WBAM/50,000 Watts/205-288-0150

4740 Radio Rd., Montgomery, AL

Owner - Deep South Bdcstg / No. Emps - 20 / PD - Cyril G. Brennan (20 yrs) / MD - Diane West (3 yrs) / News Dir - Lewis Fryer (5 yrs); Staff-5 / GM - Cyril G. Brennan (6 yrs) / Playlist - 70 / LP Cuts - Yes / Oldies - 15% / Approach - Personality / Jingles - Toby Arnold / Synd - Am Idea / Automate - No / Interviews - 9-11am / Reports to: BG

WBAP/50,000 Watts/817-429-2330

3900 Barnett, Ft. Worth, TX 76103

Owner - Capital Cities / No. Emps - 45 / PD - Don Thompson (6 yrs) / MD - Art Davis (25 yrs) / News Dir - Carl Cramer (2 mos); Staff-8 / GM - Warren Potash (18 mos) / Playlist - 80 / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Not on a regular basis / Reports to: BG

WBAX/1000 Watts/717-288-7575

One Broadcast Plaza, Wilkes-Barre, PENN 18703

Owner - January Enterprises / No. Emps - 23 / PD - Jeff Gerber (6 mos) / MD - Bob Wilensik (1 mo) / News Dir - Dave Kush (5 mos); Staff-3 / GM - Dick Booth (8 mos) / Playlist - 42 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - Scott Ross Show / Automate - No / Interviews - Spontaneous / Reports to: KR, BG

WBBF/2000 Watts/716-232-7550

850 Midtown Tower, Rochester, NY 14604

Owner - Lin Bdcstg / No. Emps - 35 / PD - Bob Savage (1½ yrs) / MD - Tom Nast (1 yr) / News Dir - Dick Tobias (6 mos); Staff-7 / GM - Dan Clayton (3 yrs) / Playlist - 30-35 / LP Cuts - Nights / Oldies - 30-40% / Approach - Tight / Jingles - None / Synd - Am T 40, Wolfman / Automate - No / Interviews - Saturday Nite Special / Reports to: KR, RR, BG

WBBM-FM/6200 Watts/312-944-6000

630 N. McClurg Court, Chicago 60611

Owner - CBS / PD - Tony Phillips (1½ mos) / MD - Dick Bartley (9 mos) / News Dir - Pam Wilsey (6 mos); Staff-1 / GM - Lois Gredell (3 mos) / Playlist - 30 / LS Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Pams / Synd - The Robert W. Morgan Special of the Week / Automate - Yes, except morn. show / Interviews - Profile from 1:00-1:30 a.m. wk. nights

WBBQ-AM-FM/1000 & 100,000 Watts/803-279-6610

Box 2066, Augusta, GA 30903

Owner - Savannah Valley Bdcstg Co. & Musicast of the South, Inc. / No. Emps - 31 / PD - Harley Drew (12 yrs) / MD - John Jenkins (2½ yrs) / Asst. MD - Bruce Stevens (1½ yrs) / News Dir - Henry Holmes (4 yrs) Staff-6 / GM - Ed Dunbar (28 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 20-25% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - By invitation / Reports to: RR, KR, BG & CB

WBCN/50,000 Watts/617-266-1111

5005 Prudential Tower, Boston 02199

Owner - Concert Network / PD - Norm Winer (5 yrs) / MD - Bob Slavin (3 yrs) / News Dir - Danny Schechter (6 yrs); Staff-6 / GM - Al Perry (8 yrs) / Playlist - Unltd. / LP Cuts - Yes / Oldies - None / Approach - Personality / Jingles - None / Synd - King Biscuit, Rock Around the World, Renaissance / Automate - No / Interviews - Discourage non-musical interviews / Reports to: RR, KR

WBGN/1000 Watts/502-842-1638

P.O.Bx 900, Bowling Green, KY 42101

Owner - Rob Proctor/J. P. Brown / No. Emps - 15 / PD - Tim England (1 yr) / MD - Steve Denton (1 mo) / News Dir - John Gentry (1 mo); Staff-2 / GM - Bud Tyler (17 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Pams, WLS Music Radio / Synd - Masked Minuteman, Earth News, Hot News, Shadow, Green Hornet, Sherlock Holmes / Automate - No / Interviews - Major artists only, taped

WBIA/1000 Watts/404-724-2421**1534 Walton Way, Augusta, GA 30903**

Owner - WBIA, Inc. / No. Emps - 16 / PD - J. Mitchell Russell (1 yr) / MD - Hans Peterson (1 yr) / News Dir - Eric Cramer (New); Staff-2 / GM - Charles Westbrook (1 yr) / Playlist - 45 / LP Cuts - Yes / Oldies - 40-45% / Approach - Tight / Jingles - TM / Synd - None / Automate - No

WBIE/100,000 Watts/404-424-1015**P.O. Box 491, Marietta, GA 30061**

Owner - Marietta Bdcstg. Co. Inc. / No. Emps - 14 / PD & MD - James M. Wilder (20 yrs) / News Dir - Don Hicks (6 yrs); Staff-3 / GM - James M. Wilder (20 yrs) / Playlist - 150 / LP Cuts - Yes / Oldies - 15% / Approach - Personality / Jingles - None / Synd - None / Automate - 21 hours per day except Sat Night / Interviews - Mornings

WBJW/100,000 Watts/305-425-6631**P.O. Bx 7475, Orl, FLA 32804**

Owner - Rounsaville Radio / No. Emps - 20 / PD - Tom West (1½ yrs) / MD - Terry Long (1 yr) / News Dir - Jay Frank (1 yr); Staff-3 / GM - Jerry Peterson (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Century 21, Shotgun / Synd - None / Automate - No / Interviews - Special Sunday Show / Reports to: KR, RR

WBQK (FM)/3000 Watts/518-462-5555**Box 1300, Albany, NY 12201**

Owner - People Communications Corp. / PD & MD - Jack Hopke (2 yrs) / GM - Laurence Barnet (6 yrs) / Playlist - Albums / Approach - Personality / Jingles - None / Synd - King Biscuit, BBC, Rock Around the World / Automate - No / Interviews - Occasionally

WBRU-FM/50,000 Watts/401-272-9550**75 Waterman St, Providence, RI 02912**

Owner - Brown Bdcstg Service, Inc / No. Emps - 30 / PD - Bill Lichtenstein (1 yr) / MD - Llyse Gottlieb (3 mos) / News Dir - Mark Rasati (1 yr); Staff-3 / GM - Kurt Salsburg (1 yr) / Playlist - 13,000 / LP Cuts - Yes / Oldies - 30-60% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Local concert artists only, informally / Reports to: RR

WBSR/1000 Watts/904-432-6172**P.O. Bx 17049, Pens, FLA 32522**

Owner - Mooney Bdcstg / No. Emps - 25 / PD - Chris Hampton (3 yrs) / MD - Dan Ingram (2 yrs) / News Dir - Jeff Stevens (1½ yrs); Staff-3 / GM - Sam C. Trent (6 yrs) / Playlist - 40 / LP Cuts - No / Oldies - 20% / Approach - Tight/Personality / Jingles - Tanner's Music People / Synd - Am Top 40, The Masked Minuteman & Countdown / Automate - No / Interviews - Local concert artists only / Reports to: KR, BG

WBLS/3000 Watts/212-725-4500

801 2nd Ave., NY, NY 10017

Owner - Inner City Bdcstg / No. Emps - 25 / PD - Frankie Crocker (5 yrs) / MD - Wanda Ramos (3 yrs) / News Dir - David Lampel (3 yrs); Staff-4 / GM - Dorothy Brunson (3 yrs) / Playlist - 50 / LP Cuts - 40-50 / Oldies - 10% / Approach - Tight / Jingles - None / Synd - None / Automate - No

WBMD/1000 Watts/301-485-2400

5200 Moravia Rd., Baltimore, MD 21206

Owner - Keye Bdcstg. / No. Emps - 15 / PD & MD - Clark West (21 yrs) / GM - Carl Brenner (20 yrs) / Playlist - 75 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - "Backstage"; anytime

WBML/1000 Watts/803-743-5454

847 Riverside Dr., Macon, GA 31201

Owner - Prairieland Bdcstg / PD & MD - Ken Crock (1½ yrs) / News Dir - Jess Branson (10 yrs); Staff-6 / GM - Bill Hannah / Playlist - 38-42 / LP Cuts - No / Oldies - 30% / Approach - Personality / Jingles - None / Synd - Earth News / Automate - No / Interviews - During afternoon drive

WBMX/6000 Watts/312-626-1030

408 S. Oak Park Ave., Chicago 60302

Owner - Sonderling / No. Emps - 26 / PD & MD - Earnest James (1½ yrs) / News Dir - Elijah Mitchell (2½ yrs); Staff-3 / GM - Ronald Craven (3 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 10% / Approach - Tight / Jingles - In-house / Synd - None / Automate - 24 hrs / Interviews - Yes / Reports to: BG

WBT/50,000 Watts/704-374-3500

One Julian Price Place, Charlotte, N.C. 28208

Owner - Jefferson Pilot Bdcstg. / No. Emps - 40 / PD & MD - Andy Bickel / News Dir - Russ Ford; Staff-7 / GM - Cullie Tarleton / Playlist - LP's / Oldies - 60% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally / Reports to: KR

WBUL/1000 Watts/205-786-4303

Box 3800, East Birmingham, Ala.

Owner - Radio Bdcstg Corp of B'ham, Inc. / PD - Ron Allen (1 yr) / MD - Vic Bogkin (2 yrs) / News Dir - John Tidwell (1 yr) / Staff-2 / GM - Hal Hodgins (4 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 10% / Approach - Tight / Jingles - Tanner / Synd - None / Automate - No / Interviews - No policy / Reports to: BG

WBUS/38,000 Watts/305-672-2500

843 First St., Miami Beach, FL 33104

Owner - Community Service Bdcstg / No. Emps - 15 / PD - China Valles (2 yrs) / MD - Dean Goodman (1 yr) / News Dir - Pete Berlin (3 yrs) / GM - Joe Rico (5 yrs) / Playlist - Albums / Approach - Personality / Jingles - Custom (Don Ellis) / Synd - None / Automate - No / Interviews - Prerecorded

WBZ/50,000 Watts/617-787-7000

1170 Soldiers Field Rd., Boston 02134

Owner - Westinghouse / No. Emps - 70 / PD - Ira Apple (4 yrs) / MD - Vincent Peruzzi (1 yr) / News Dir - Ed Bell; Staff-11 / GM - Bill Cusack (3 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - On talk shows

WBZ-FM/18,000 Watts/617-787-7235

1170 Soldiers Field Rd., Boston

Owner - Westinghouse / PD & MD - Vinnie Peruzzi (6 mos) / News Dir - Ed Bell; Staff - Simulcast AM / GM - Bill Cusack / Playlist - 38 / LP Cuts - 2 per hr / Oldies - 6 per hr / Approach - Tight / Jingles - Own / Synd - None / Automate - 24 hrs / Interviews - Saturday 10-12am

WCAO/5000 Watts/301-685-0600

40 W. Chase St., Baltimore, MD 21201

Owner - Plough, Inc. / No. Emps - 42 / PD - Ron Riley (5 yrs) / News Dir - Ted Jaffee (8 yrs); Staff-4 / GM - Joseph M. Cahill (3 yrs) / Playlist - 35 / LP Cuts - Sometimes / Oldies - 33% / Approach - Tight / Jingles - Jams / Synd - Am Top 40, Nat'l LP Countdown / Automate - No / Interviews - Not generally / Reports to: KR, RR

WCAS/250 Watts/617-492-7679

620 Massachusetts Ave. Cambridge, 02139

Wickus Island Bdcstg / No. Emps - 12 / PD - Moe Shore (2 mos) / MD - Don Cohen (2 mos) / News Dir - Judith Brackley (1 yr); Staff-2 / GM - Merrill Smith / Playlist - 100 new LPs / Oldies - None / Approach - Personality / Jingles - None / Synd None / Automate - No / Interviews - Many at various times

WCAW/50,000 Watts/304-925-4986

P.O. Bx 4318, Charleston, W.VA. 25304

Owner - Capitol Bdcstg. Corp. / No. Emps - 36 / PD - Tom Miller / MD - Rick Johnson / News Dir - Bob Casto; Staff-2 / GM - Paul Miles / Playlist - 45 / LP Cuts - Yes, Nights / Approach - Personality / Jingles - Gwinn Sound / Synd - None / Automate - No / Reports to: RR

WCBM/10,000 Watts/301-363-2000

68 Radio Plaza, Owings Mills, MD 21117

Owner - Metromedia, Inc. / No. Emps - 35 / PD - Bruce Holberg (2 yrs) / MD - Dexter Beane (2 yrs) / News Dir - Robert Shilling; Staff-5 / GM - Harold Deutsch (2½ yrs) / Playlist - 25-27 / LP Cuts - No / Oldies - 67% / Approach - Tight / Jingles - TM / Synd - Specials / Automate - No / Interviews - Pretaped / Reports to: BG, RR

WCCC AM-FM/50,000 Watts/203-549-3456

11 Asylum St., Hartford, Conn. 06103

Owner - Sy Dresner / No. Emps - 14 / PD & MD - Bill Nosal (1½ yrs) / News Dir - Milt Anninger (2 yrs); Staff-1 / GM - Sy Dresner (6 yrs) / Playlist - Varies / LP Cuts - Yes / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR

WCKK/50,000 Watts/814-456-7078

P.O. Box 1184, Erie, PA 16501

No. Emps - 15 / PD - Bill Shannon (5 yrs) / Operations - Ron Rondo (6 yrs) / Playlist - 20-30 / LP Cuts - No / Oldies - 40-50% / Approach - Personality / Jingles - TM / Synd - None / Automate - No

WCDQ/1000 Watts/203-288-3561

473 Denslow Hill Rd., Hamden, CT 06514

Owner - Southern New Engl. Bdcstg Corp. / No. Emps - 18 / PD - Ken Devoe (7 mos) / MD - Jay McCormick (4 mos) / News Dir - Ken Devoe; Staff-1 / GM - H. Theodore Quale (8 yrs) / Playlist - 40 / LP Cuts - Rarely / Oldies - 20% / Approach - Tight Jingles - None / Synd - None / Automate - No / Interviews - Local appearances

WCGQ/100,000 Watts/404-327-1217

1414 Wynton Rd., Columbus, GA 31902

Owner - McClure Bdcstg / No. Emps - 15 / PD - Randy Reeves / MD - Al Miller (New) / GM - Charles Giddens / Playlist - 30 / LP Cuts - "Future singles" / Oldies - 20% / Approach - Tight / Jingles - Jams / Synd - Earth News / Interviews - Specials or when appearing

WCHB/1000 Watts/313-278-1440

32790 Henry Ruff Rd., Inkster, MI 48141

Owner - Mary L. Bell & Dr. Wendell Cox / No. Emps - 30 / Operations & Music - Wade Briggs (8 yrs) / News Dir - Marvin Moss (6 yrs); Staff-2 / GM - Wendell Cox / Playlist - 32 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - TM & Local / Synd - None / Automate - No / Interviews - "Rap with Butter," Noon Tuesday

WCHK AM-FM/1000 & 3000 Watts/404-479-2101

P.O. Box 1290, Canton, GA 30114

Owner - Charokee Bdcstg. / No. Emps - 12 / PD - Byron Dobbs (19 yrs) / MD - Larry Cavender (5 yrs) / GM - Byron Dobbs / Playlist - 90 / LP Cuts - Seldom / Oldies - 25% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Whenever

WCIN/5000 Watts/513-281-7180

106 Glenwood Ave., Cincinnati, OH 45217

Owner - Rounsaville of Cinn., Inc. / No. Emps - 22 / PD & MD - Bob Long (8 yrs) / News Dir - Bill Webb (6 yrs) / GM - H. E. "Sonny" Burns (14 yrs) / Playlist - 35 / LP Cuts - Approx. 2 per hr / Oldies - 20% / Approach - Tight / Jingles - Station Produced / Synd - None / Automate - No / Interviews - Restricted to Mid-days / Reports to: BG

WCKS (CK-101)/100,000 Watts/305-783-9257

Box 520, Cocoa Beach, FL

Owner - Southland Bdcstg / No. Emps - 25 / PD - Benjamin Hill (3 mos) / MD - Jim Sumpter (New) / News Dir - Bill Baker (3 yrs); Staff-2 / GM - Les Roberson (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - None / Approach - Personality / Jingles - Pams Custom / Synd - None / Automate - No / Interviews - During their news-only morning drive / Reports to: KR, BG

WCLS/1000 Watts/404-327-3648

1214 1st Ave., Columbus, GA

Owner - Muscofee Bdcstg / No. Emps - 12 / PD - Bill Lenkey (2 mos) / MD - O'Henry Allen (2 mos) / News Dir - Miles Cannon (2 mos); Staff-2 / GM - Doyle Palmer (2 mos) / Playlist - 25 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Looking / Synd - None / Automate - No / Interviews - Recorded; use on Sundays

WCLU/500 Watts/606-581-4950

P.O.Bx 1320, Cincinnati, OH 45201

Owner - Irving Schwartz / PD - Roy Wakely / MD - R. Galin / News Dir - Dave Boone / GM - Irving Schwartz / Playlist - Varies / LP Cuts - Yes / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No

WCLV/27,000 Watts/216-241-0900

Terminal Tower, Cleveland, OH 44113

Owner - Radio Seaway, Inc. / No. Emps - 17 / PD - Robert Conrad (14 yrs) / MD - Albert Petrak (4 yrs) / News Dir - Tony Bianchi (12 yrs); Staff-1 / GM - C. K. Patrick (14 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 85% / Approach - Tight / Jingles - None / Synd - Cleveland Orchestra Concerts, New York Philharmonic, Boston Symphony, etc. / Automate - No / Interviews - Classical artists

WCMF/20,000 Watts/716-288-3200

129 Leighton Ave., Rochester, NY 14609

Owner - Community Music Inc. / No. Emps - 25 / PD & MD - Bernie Kimble (1½ yrs) / News Dir - Blaine Schwartz (1 yr); Staff-2 / GM - Jim Trayhean (6 yrs) / Playlist - 60 / LP Cuts - Only / Oldies - 60% / Approach - Tight / Jingles - None / Synd - King Biscuit, Rock Around the World, BBC / Automate - No / Interviews - Occasionally

WCMS/5000 Watts/804-420-1050

5600 Curlew Dr., Norfolk, VA

Owner - George Crump / No. Emps - 20 / PD - Joe Hoppel (21 yrs) / MD - Earle Faulk (8 yrs) / News Dir - Joe Lowenthal (3 yrs), Staff-5 / GM - Irvine B. Hill (8 yrs) / Playlist - 70 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - As scheduled / Reports to: RR, BG

WCOL/1000 Watts/614-221-7811

195 E. Broad St., Columbus, OH 43215

Owner - Great Trails / No. Emps - 70 / PD - Brian McIntire (9 yrs) / MD - Dave Bishop (2 yrs) / News Dir - Jay Solomon (5 yrs); Staff-12 / GM - Dan Morris (14 yrs) / Playlist - 40 / LP Cuts - Top 10 / Oldies - 30% / Approach - Personality / Jingles - Century 21-Chroma Key 2 / Synd - Nat'l Album Countdown / Automate - No / Interviews - Occasionally

WCOL-FM/50,000 Watts/614-221-7811

195 E. Broad St., Columbus, OH 43215

Owner - Charles Sawyer / No. Emps - 15 / PD - Bob Gooding (3 yrs) / MD - Guy Evans (4 mos) / News Dir - Jay Solomon (4 yrs); Staff-10 / GM - Dan Morris (3 yrs) / Playlist - Varies / LP Cuts - Yes, 95% / Oldies - 50% / Approach - Personality / Jingles - None / Synd - King Biscuit, Rolling Stone News, Live From the Agora / Automate - No / Interviews - Mid-morning or after 10:00 p.m. / Reports to: RR, KR

WCOS-AM/1000 Watts/803-252-2177

P.O.Bx 748, Columbia, S.C. 29210

Owner - George H. Buck, Jr. / No. Emps - 25 / PD - Dave MacDougall (3 yrs) / MD - Ken Martin (3 yrs) / News Dir - Ken Willmott (3 yrs); Staff-2 / GM - Jess Plummer (18 yrs) / Playlist - 40 / LP Cuts - At night / Oldies - 20% / Approach - Tight/Personality / Jingles - Tanner Shotgun Heaven / Synd - Am Top 40 / Automate - No / Interviews Recognized artists, taped / Reports to: BG

WCOS-FM/10,000 Watts/803-252-2177

P.O.Bx 748, Columbia, S.C. 29202

Owner - George H. Buck, Jr. / No. Emps - 25 / Operations - Woody Windhan / MD - Mike Rast / News Dir - Ken Willmott; Staff-2 / GM - Jess Plummer / Playlist - Varies / LP Cuts - Varies / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No

WCOZ-FM/50,000 Watts/716-247-2020

441 Stuart St., Boston

Owner - WHDH Corp. / PD - Clark Schmidt (9 mos) / MD - Ken Shelton (8 mos) / News Dir - George Taylor Morris (7 mos); Staff-2 / GM - David C. Croninger (2 yrs) / Playlist - 75 current LPs / Oldies - 18-30% / Approach - Personality / Jingles - Own / Synd - None

WCRO/1000 Watts/814-536-5158

605 Main St, Carnegie Bldg, Johnstown, PA 15901

Owner - Century Bdcstg Corp / PD - Sandy D. Neri (6 yrs) / MD - Jack Michaels (2 yrs) / News Dir - Scott McCloud (5 yrs); Staff-4 / GM - Sandy D. Neri (2 yrs) / Playlist - 30-35 / LP Cuts - Yes / Oldies - 3 per hr / Approach - Tight / Jingles - TM Propellants / Synd - 90 Minutes With, Record Report / Automate - No / Interviews - 1 hr per day, Hall of Fame Show / Reports to: KR, BG

WCRV/1000 Watts/201-689-1580

Box 150, Washington, N.J. 07882

Owner - Warren Bdcstg Co / No Emps - 10 / PD - Carl Baker / MD - Wayne Scott / News Dir - Jim Brewster; Staff-2 / GM - Nick De Rienzo / Playlist - 40 / LP Cuts - Yes / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Anytime

WCSC-AM/5000 Watts/803-722-7611

485 E. Bay St., P.O.Bx 186, Charleston, S.C. 29402

Owner - WCSC, Inc. / No. Emps - 25 / PD - Mike Hiott (3 yrs) / MD - Dave Derek (1 yr) / News Dir - Debbie Chard (3 mos); Staff-5 / GM - Gloria Wilson (6 mos) / Playlist - 30 / LP Cuts - Yes, 9:00 p.m.-1:00 a.m. / Oldies - 57% / Approach - Tight / Jingles - Pams / Synd - Wolfman Jack / Automate - No / Interviews - Yes

WCUE/1000 Watts/216-923-9761

424 Sackett Ave., Akron

Owner - WCUE Radio, Inc. / No. Emps - 40 / PD & MD - Bobby Knight (5 yrs) / News Dir - Eric Thomas (4 yrs); Staff-2 / GM - John Demeter (5 yrs) / Playlist - 45 / LP Cuts - Some / Oldies - 40% / Approach - Personality / Jingles - TM / Synd - Nat'l LP Countdown / Automate - No / Interviews - Occasionally on AM Show

WCUZ/1000 Watts/616-451-2551

No. 1 McKay Tower, Grand Rapids, Mich. 49502

Owner - Pathfinder Communications / No. Emps - 20 / PD & MD - John Howard (3 yrs) / News Dir - Ric London (3 yrs) / GM - Al Schneider (3 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - None / Synd - None / Automate - No

WCWA-AM/1000 Watts/419-248-2627

604 Jackson, Toledo, OH 43604

Owner - Frazier Reams, Jr. / No. Emps - 25 / PD - Mike Morin (1½ yrs) / MD - Bruce Wild (2 yrs) / News Dir - Lou Hebert (1½ yrs); Staff-3 / GM - Terry Shaw (3 yrs) / Playlist - 25-30 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - None / Synd - None / Automate - 9:30pm-5:30am

WCUE-FM/50,000 Watts/216-923-9761

424 Sackett Ave., Akron

Owner - WCUE Radio, Inc. / No. Emps - 40 / PD - Bobby Knight (5 yrs) / MD - Vince Radilovic (2 yrs) / News Dir - Eric Thomas (4 yrs); Staff-2 / GM - John Demeter (5 yrs) / Playlist - 70 LP's, 15 singles / Oldies - 30% / Approach - Personality / Jingles - None / Synd - Inner View / Automate - No / Interviews - Anytime

WDAI/6200 Watts/312-782-6811

360 Michigan, Chicago 60601

Owner - ABC / No. Emps - 52 / PD - Bill Todd (2½ yrs) / MD - Mary Klug (3 yrs) / News Dir - Jeff Finch (3 yrs) / GM - Roger Tuinbeaugh (4 yrs) / Playlist - 75 / LP Cuts - Yes / Oldies - Varies / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Talk show Mon. morn.

WDAK/5000 Watts/404-322-5447

Box 1640, Columbus, GA 31902

Owner - Alan Woodall / No. Emps - 28 / PD & MD - Harry Myers (1 yr) / News Dir - Ed Wilson (9 yrs); Staff-2 / GM - Bernie Barker (14 yrs) / Playlist - 38-42 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - Pams / Synd - Feel the Spirit / Automate - No / Interviews - Anytime / Reports to: KR

WDAO/100,000 Watts/513-224-1137

1400 Cincinnatti St., Dayton, Ohio 45408

Owner - WAVE Corp. / No. Emps - 22 / PD - Tuck Logan (6 yrs) / MD - Keith Willis (5 yrs) / News Dir - Art Banett (6 yrs); Staff-5 / GM - Joe Whalon (14 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 15-50% / Approach - Tight / Jingles - TM / Synd - Frank O'Harris, Blacks in Sports / Automate - No / Interviews - When appearances locally

WDAS/5000 Watts/215-TR8-2000

Belmont & Edgely Dr., Phil. 19131

Owner - Max M. Leon Inc. / No. Emps - 70 / PD & MD - Joe Tamburro / News Dir - Bob Perkins (8½ yrs); Staff-6 / GM - Bob Klein (24 yrs) / Playlist - 40 / LP Cuts - Some / Oldies - 22% / Approach - Personality / Jingles - TM / Synd - None / Automate - No

WDBS/3000 Watts/919-684-3686

Box 4742, Durham, NC 27706

Owner - WDBS, Inc. / No. Emps - 19 / PD & MD - Steve Tulsy (2 yrs) / News Dir - Barbara Hedman (5 mos); Staff-2 / GM - Bob Conroy (6 mos) / Playlist - 75 LP's / Oldies - 50% / Approach - Personality / Jingles - None / Synd - Rock Around the World, King Biscuit / Automate - No / Interviews - Live, taped for weekends

WDEE/50,000 Watts/313-557-1500

21700 Northwestern, Southfield, MI

Owner - Globetrotter, Comm., Inc. / No. Emps - 40 / Operations - Tim Collins (3 yrs) / MD - Dave Williams (5 yrs) / GM - John Risher (2 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 13% / Approach - Personality / Jingles - Custom / Synd - None / Automate - No / Interviews - For weekend promotions / Reports to: RR, BG

WDEF AM-FM/5000 & 100,000 Watts/615-267-3392

3300 Broad St., Chattanooga, TN 37408

Owner - Roy H. Park Bdcstg., Inc. / PD - Jim King (2 yrs) / MD - Luther Masingill (34 yrs) / News Dir - Ray White (1 yr) / Staff-8 / GM - Donald M. Olson (3 yrs) / Playlist - 60 Current / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - None / Synd - On This Day / Automate - 10:00 p.m.-1:00 a.m. / Interviews - Continuously during day

WDEL/5000 Watts/302-478-2700

2727 Shipley Rd., Wilmington, DE 19899

Owner - Steinman Bdcstg / No. Emps - 30 / PD - Alan E. Parker (3 yrs) / MD - Joe Benson (6 mos) / News Dir - John Rago (2 mos) / Staff-8 / GM - Harvey C. Smith (25 yrs) / Playlist - 35-45 / LP Cuts - Yes / Oldies - 40-50% / Approach - Personality / Jingles - TM, Wm. Tanner, Pepper-Tanner / Synd - RPM on FM / Automate - FM 24 hrs except Sunday (Simulcast) / Interviews - Occasionally

WDRG AM-FM/17,000 & 5000 Watts/203-278-1115

750 Main St., Hartford, Conn. 06103

PD - Charlie Parker (32 yrs) / MD - James English (8 yrs) / News Dir - Walter Dibble (10 yrs) / GM - Richard Korsen / Playlist - Varies / LP Cuts - Varies / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR, KR

WDRQ/20,000 Watts/313-272-8000

15933 W. Eight-Mile Rd., Detroit, MI 48235

Owner - Bartell Bdcstg / No. Emps - 40 / PD - Ted Ferguson (1½ yrs) / News Dir - Jim Hawke (2 yrs) / Staff-4 / GM - Thomas Mosher (2 yrs) / Playlist - 25 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - As available / Reports to: KR

WDUZ/1000 Watts/414-435-5331

225 N Adams, Green Bay, WISC 54305

Owner - Green Bay Bdcstg Co / No. Emps - 30 / PD - Bill Laird (2 yrs) / MD - Gregg Albert (3 yrs) / News Dir - John Dussling (3½ yrs) / Staff-2 / GM - Ken Peterson / Playlist - 28-31 / LP Cuts - Select only / Oldies - 30% / Approach - Tight/Personality / Jingles - Priority One / Synd - Hit-bound from Billboard / Automate - No / Interviews - When in area for concert appearance, live or by phone / Reports to: BG

WDEN/1000 Watts/912-745-3383

Box 46, Macon, GA

Owner Elliott Bdcstg / No. Emps - 15 / PD - Gordon Price (2 yrs) / MD - Aaron Bouch (1 yr) / GM - Wayne B. Sawyer (1 yr) / Playlist - 110 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - Live

WGOW/5000 Watts/615-266-6141

P.O.Bx 4707, Chattanooga, TN 37405

Owner - Turner Communications / No. Emps - 22 / PD - Bob Riley (3 yrs) / MD - Larry Martin (6 mos) / News Dir - Bob O'Day (1 yr); Staff-2 / GM - Robert Elliott (3 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 45% / Approach - Personality / Jingles - None / Synd - None / Automate - 100% / Interviews - Yes, taped / Reports to: BG

WDHF/6000 Watts/312-346-5411

108 N. State, Chicago 60602

Owner - Metromedia / No. Emps - 25 / PD - Gary Price (1 yr) / MD - Dave Morgan (1½ yrs) / News Staff-2 / GM - Harvey Peachman (2 yrs) / Playlist - 23-30 / LP Cuts - No / Oldies - 30% / Approach - Tight / Jingles - TM / Synd - Am. Top 40 / Automate - No / Interviews - Possibly / Reports to: KR, RR

WDIA/50,000 Watts/901-278-4550

2265 Central Ave., Memphis, TN 38112

Owner - Sonderling Bdcstg / PD - Michael Frisby (1 yr) / MD - Maxx Fortune (8 mos) / News Dir - John Kyles (3 yrs); Staff-4 / GM - Chuck Scruggs (4 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - Quick Shots (Sundance) / Synd - None / Automate - No / Interviews - Some / Reports to: KR

WDJQ/20,000 Watts/301-539-1043

7 E. Lexington St., Baltimore, MD 21202

Owner - Reeves Telecom / No. Emps - 4 / PD & MD - Dave Harrison (2 yrs) / News - John Stupek, Fred Snyder / GM - Gordon Faulkner (3 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 75% / Approach - Tight / Jingles - Imagenius-Streak pkg / Synd - London Wavelength, Mutuel Prog. News / Automate - Midnite to 6 and weekends / Interviews - Limited

WDNC/5000 Watts/919-682-0319

Box 2126, Durham, NC 27702

Owner - Durham Radio Corp. / No. Emps - 25 / PD - Joe Nuckols (1 yr) / MD - Jeff Goodridge (1 yr) / News Dir - Jim Boyd (1 yr); Staff-3 / GM - Howard Wilcox (1 yr) / Playlist - Varies / LP Cuts - No / Oldies - 30-60% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Vignettes / Reports to: BG

WDVE/55,000 Watts/412-562-5900

411 Seventh Ave, Pitts, PA

Owner - Taft Bdcstg / No. Emps - 26 / PD - Jim Roach (1 yr) / MD - Tom Daniels (5 yrs) / News Dir - Carl Eckels (5 yrs); Staff-1 / GM - Gil Rozzo (5 yrs) / Playlist - 25-40 / LP Cuts - Yes / Oldies - 40% / Approach - Tight/Personality / Jingles - None / Synd - Earth News / Automate - No / Interviews - Seldom / Reports to: RR

WDOD AM-FM/5000 & 100,000 Watts/615-266-5117

P.O.Bx 4232, Chattanooga, TN 37405

Own

Owner - WDOD Inc. / No. Emps - 25-30 / MD - Gary Pond / News Dir - Earl Frendenberg / GM - William R. Nash / Playlist - Varies / LP Cuts - Varies / Approach - Tight/Personality / Jingles - Pams, Logo Banks of Beauty, Tenn., etc. / Synd - None / Automate - No

WEAM/5000 Watts/703-534-1390

2131 Crimmins Lane, Falls Church, VA 22043

Owner - Thoms Radio & TV Enterprises / No. Emps - 23 / PD - Frank Adair (1½ yrs) / MD - Ed Rodriguez (6 mos) / News Staff-2 / GM - Bruce Houston (2 yrs) / Playlist - 55 / LP Cuts - Yes / Oldies - 54% / Approach - Tight / Jingles - None / Synd - 90 Minutes With, Earth News Audio, Crawdaddy Radio Show / Automate - No / Interviews - Contemporary Rock artists with new LP on market or preceding a concert appearance

WEAN/50,000 Watts/401-277-7401

10 Dorrance St, Providence, RI 02903

Owner - Providence Journal Corp / No. Emps - 15 / PD - Todd Chase (10 mos) / MD - Robb Stewart (10 mos) / News Dir - Mike Waite (10 mos); Staff-5 / GM - Lincoln Pratt (8 yrs) / Playlist - 50 / LP Cuts - Yes / Approach - Tight/Personality / Jingles - Pams / Synd - None / Automate - No

WEBC/5000 Watts/218-728-4484

1001 E. 9th St., Duluth, MN 55805

Owner - Park Bdcstg / No. Emps - 18 / PD & MD - Gary Stevens (1½ yrs) / News Dir - Jim Hursh (3 yrs); Staff-2 / GM - Robert Grann (10 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 34% / Approach - Tight / Jingles - Jam / Synd - Am T 40, Scott Ross, Chicken Man / Interviews - Afternoon drive / Reports to: BG

WEBN-FM/30,000 Watts/513-871-8500

2724 Erie Ave., Cincinnati, OH 45208

Owner - Frank Wood, Jr. / No. Emps - 30 / PD - Denton Marr (3 yrs) / News Dir - Mark Scheerer (1 yr); Staff-1 / GM - Frank E. Wood III (4 yrs) / Playlist - 35-40 / LP Cuts - Yes / Oldies - 10-15% / Approach - Tight/Personality / Jingles - None / Synd - King Biscuit, Innerview / Automate - No / Interviews - Live performances only / Reports to: RR

WEET/5000 Watts/804-321-4800

Box 27184, Richmond, VA 23261

Owner - WEET Bdcstrs Inc. / No. Emps - 12 / PD & MD - Mike Allen (New) / News Dir - Gary Shannon (New); Staff-2 / GM - Ray Bentley (Owner) / Playlist - 60 / LP Cuts - Yes / Oldies - 5% / Approach - Tight / Jingles - Tanner / Synd - None / Automate - No / Interviews - Pretaped

WEEX/1000 Watts/215-258-6155

P.O.Bx 190, Easton, PA 18042

Owner - WEEX, Inc / No. Emps - 24 / PD - Bill Robbins (3 yrs) / MD - Mickey Hagerty (3 yrs) / News Dir - Walt Mitchell (5 yrs); Staff-3 full-3 part-time / GM - Tom Wolfe (15 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 15% / Approach - Tight / Jingles - Century 21, Energy Elements / Synd - Century 21 Nonstop / Automate - No / Interviews - At random, 9:30-10:00 a.m. Sundays

WEEX/1000 Watts/215-258-6155

Box 190, Easton, PA 18092

Owner - WEEX, Inc. / PD - Bill Robbins (3 yrs) / MD - Mickey Hager ty (3 yrs) / News Dir - Walt Mitchell (5 yrs); Staff-6 / GM - Tom Wolfe (15 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 15% / Approach - Tight / Jingles - Century 21 / Synd - Century 21 "Nonstop" / Automate - No / Interviews - At Random, 9:30 - 10 AM Sun.

WEMP/5000 Watts/414-347-1250

200 No. Jefferson, Milwaukee, WI 53202

Owner - Consolidated Bdcstg / No. Emps - 38 / PD & MD - Roger St. John (6 mos) / News Dir - Bob Betts (5 yrs); Staff-5 / GM - Clifford J. Barborka (6 mos) / Playlist - 30-35 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Anytime / Reports to: BG

WENE/5000 Watts/607-785-3551

909 E Main St, Binghamton, NY 13760

Owner - Julann Griffin / No. Emps - 21 / PD & MD - Fred Merrin (1½ yrs) / News Dir - Steve Craig (3 yrs); Staff-4 / GM - William Knudson (2½ yrs) / Playlist - 35 / LP Cuts - Nights only / Oldies - 10% / Approach - Personality / Jingles - TM Shockwaves / Synd - Wolfman Jack, Am Top 40, Mini-Dramas / Automate - No / Interviews - Always

WENO/5000 Watts/615-868-9366

Box 5236, Nashville, TB 37206

Owner - Cal Young / No. Emps - 23 / PD & MD - Johnny K (2 yrs) / News Dir - Chuck Young (1 yr) / GM - Casey Jenkins (3 yrs) / Playlist - 125 / LP Cuts - 2 an hr / Oldies - 2+ an hr / Approach - Tight / Jingles - Super Sound / Synd - Mini View / Automate - No / Interviews - Mini View hourly

WERC/5000 Watts/205-252-3171

1729 2nd Ave. No., Birmingham, Ala.

Owner - Mooney Bdcstg / PD - Frank Lewis (4 yrs) / MD - Mike St. John (3 yrs) / News Dir - Bob Rowe (1 yr); Staff-7 / GM - John Bomer (4 yrs) / Playlist - 30 / LP Cuts - No / Oldies - Varies / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Reports to: BG, KR, RR

WESC/10,000 Watts/803-242-4460

P.O.Bx 2447, Greenville, S.C. 29602

Owner - Robert A. Schmidt Bdcstg. Co. of the Carolinas, Inc. / No. Emps - 14 / PD & MD - Bob Hooper (12 yrs) / News Dir - Lowell Fletcher (4 yrs) / GM - John Davenport (20 yrs) / Playlist - 65 / LP Cuts - Yes / Oldies - 30% / Approach - Tight/Personality / Jingles - 21st Century Chroma Country / Synd - None / Automate - Daytime on FM / Interviews - Drop-in basis

WEXT/10,000 Watts/203-527-1878

630 Oakwood Avenue, W. Hartford Conn. 06110

Owner - WEXT Inc. / No. Emps - 15 / PD & MD - John Q. Parks (6 yrs) / News Dir - Bill Albert (2 yrs); Staff-1½ / GM - Marcey Blumberg (7 yrs) / Playlist - 60-70 / LP Cuts - 3 per hour / Oldies - 25% / Approach - Personality / Jingles - Edited Pepper Country Giant / Synd - None / Automate - No / Interviews - Regular wkly show, on Friday

WEXY/1000 Watts/305-565-1841

539 E. Oakland Park Blvd., Ft. Laud., FLA 33308

Owner - James S. Beattie / No. Emps - 13 / PD - Dick Vance (1 yr) / MD - Doug de Vos (6 mos) / News Dir - Don Perrie (2 yrs); Staff-3 / GM - James Beattie (6 mos) / Playlist - 40 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Pepper Tanner / Synd - The Bargainman Show / Automate - No / Interviews - Talk of the Town show, Noon-1:00 p.m.

WEZV/50,000 Watts/215-694-0506

428 Brodhead Ave., Bethlehem, PA

Owner - Holt Corp. of PA / No Emps - 15 / PD & MD - Gordon Arthur - 2½ yrs / News Dir - Harrison Knerr (4 yrs); Staff-2 / GM - Arthur White (4 yrs) / Playlist - 24 / LP Cuts - Yes / Oldies - 25-30% / Approach - Tight / Jingles - Toby Arnold, Inc. / Synd - Am. Music Pipeline / Automate - 24 hours

WFAA/5000 Watts/214-748-9631

Communications Center, Dallas, TX

Owner - Belo Bdcstg. / No. Emps - 65 / PD - Ken Summers (3 yrs) / MD - Steve Goddard (1 yr) / News Dir - Bob Scott (3 yrs); Staff-7 / GM - John Dew (3 yrs) / Playlist - 24 / LP Cuts - No / Oldies - 40% / Approach - Tight / Jingles - Pams / Synd - None / Automate - No

WFBG/5,000 Watts/814-943-1136

Hilltop, Logan Blvd., Altoona, PA 16603

Owner - Ed Giller / PD - Don Paul (5 yrs) / MD - Kevin O'Brian (5½ yrs)
/ News Dir - Don Ross (4 yrs) Staff - 2 / GM - Ed Giller (8 yrs) /
Playlist - 44 / LP Cuts - Yes / Oldies - 4 per hour / Approach - Personal-
ity / Jingles - Solid Rock / Synd - No / Automate - No / Interviews -
Weekends

WFBR/1300 Watts/301-685-1300

13 E. 20th St., Baltimore, MD 21218

Owner - Baltimore Radio Show Inc. / No. Emps - 50 / PD & MD - Nor-
man Brooks (4 yrs) / News Dir - Tom Marr (11 yrs); Staff-4 / GM -
Harry Shriver (20 yrs) / Playlist - 40 / LP Cuts - No / Oldies - 33% / Ap-
proach - Personality / Jingles - None / Synd - Dr. Demento, Chicken Man
/ Automate - No / Interviews - Public Affairs only

WFDF/5000 Watts/313-232-7158

Garland at 1st Ave., Flint, Mich. 48503

Owner - WFDF Corp. / No. Emps - 29 / PD & MD - Dan Hunter (20 yrs)
/ News Dir - Les Root (4 yrs); Staff-3 / GM - Elmer Knopf (25 yrs) /
Playlist - 35 / LP Cuts - Few / Oldies - 3 days per wk. / Approach - Per-
sonality / Jingles - TM, Good Feelings / Synd - Dick Clark / Automate -
No

WFDS/1000 Watts/919-497-3176

P.O.Bx 707 Springlake, N.C. 28390

Owner - Jerry Oakley / No. Emps - 13 / PD - Linda Padilla (7 yrs) /
MD - Ann Thomas (New) / News Staff-1 / GM - Jerry Oakley (6 mos) /
Playlist - 30 / LP Cuts - No / Approach - Personality / Jingles - Pepper
Tanner / Synd - No / Automate - No / Interviews - Whenever possible

WFIL/5000 Watts/215-879-1600

4100 City Line Ave., Phil. 19131

Owner - Lin Bdcstg. / No. Emps - 55 / PD - Jay Cook (6 yrs) / MD - Joel
Denver (3 yrs) / News Dir - Jack Hyland (10 yrs) / GM - Jim DeCaro (8
yrs) / Playlist - 25-28 / LP Cuts - No / Oldies - 40-60% / Approach - Per-
sonality / Jingles - TM / Synd - Wolfman, Nat'l LP Countdown / Inter-
views - 1-6 AM Tues-Sat / Automate - No / Reports to: KR, BG

WFLB/1000 Watts/919-323-0925

P.O.Bx 530, Fayetteville, N.C. 28302

Owner - Gardner Reverand Altman, Sr. / No. Emps - 15 / PD - Larry
Cannon (3 yrs) / MD - Stanley B. Stewart (2 yrs) / News Dir - Johnny
Joyce (4 yrs); Staff-1 / GM - Gardner Altman (2½ yrs) / Playlist - 25 /
LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Pams,
You and the Sunshine / Synd - Paul Harvey / Automate - No / Inter-
views - 6-10:00 a.m., Live / Reports to: RR, KR, BG

WFLI/50,000 Watts/615-821-3555**621 O'Grady Dr., Chattanooga, TN 37049**

Owner - WFLI Inc. / No. Emps - 27 / PD - Merv Pilgrim (3 wks) / MD - David Carroll (1 yr) / News Dir - Marilyn Hickey (8 mos); Staff-3 / GM - Dale Anthony (4 yrs) / Playlist - 35 / LP Cuts - Yes, 10:00 p.m.-2:00 a.m. / Oldies - 40% / Approach - Tight / Jingles - Sundance, Shotgun / Synd - Robert W. Morgan Special of the Week / Automate - No / Interviews - Whenever possible / Reports to: KR, BG

WFLY/10,000 Watts/518-456-1144**4243 Albany St., Albany, NY 12205**

Owner - Wm. Rust / PD - J.W. Wagner (1 yr) / News Dir - Bruce Wayne (1 yr); Staff-5 / GM - George Geib (1 yr) / Playlist - Automated / LP Cuts - No / Oldies - 25%

WFMJ/5000 Watts/216-744-8611**101 W. Boardman St., Youngstown, OH 44503**

Owner - Vindicator Printing Co. / No. Emps - 15 / PD & MD - Jerry Allen (4 yrs) / News Dir - Ed Baron; Staff-3 / GM - Mitch Stanley (23 yrs) / Playlist - 55 / LP Cuts - At night / Oldies - 2 per hr / Approach - Personality / Jingles - TM / Synd - None / Automate - No

WFMF-FM/100,000 Watts/504-343-0710**4444 Florida Blvd., Baton Rouge, LA 70821**

Owner - Baton Rouge Bdcstg Co. / MD - Michael Thoreson / News Dir - Gene Perry (1 yr) / GM - Don Grady (New) / Playlist - 30 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - None / Synd - Rec Rep, King Biscuit, BBC / Automate - No / Interviews - Prerecorded & promoted

WFMR/50,000 Watts/414-372-8000**Box 1635, Milwaukee, WI 53201**

Owner - Koss Bdcstg / No. Emps - 15 / PD - Claudia Burns (3 yrs) / MD - Mark Kremer (2 yrs) / News Dir - Robert Fritz (2 yrs); Staff-1 / GM - Claudia Burns (1 yr) / Playlist - 15-20,000 / LP Cuts - Entire albums only / Oldies - 100% / Approach - Personality / Jingles - None / Synd - Symphonies / Automate - No / Interviews - 11:30am, 5:50-6pm, 12M-6am (live)

WFNC/50,000 Watts/919-867-3131**P.O.Box 35297, Fayetteville, N.C. 28303**

Owner - Cape Fear Bdcstg. Company / No. Emps - 32 / PD & MD - Mike Davis (3 mos) / News Dir - Don Perkins (3 yrs); Staff-3 / GM - Paul Michels (3 yrs) / Playlist - 35-40 / LP Cuts - Yes / Oldies - 25-30% / Approach - Tight / Jingles - OK Country, Wm. B. Tanner / Synd - No / Automate - No / Reports to: RR

WFNL/500 Watts/404-738-4581**P.O. Box 1454, Augusta, GA**

Owner - Warner Group / No. Emps - 10 / PD - Jim Turner (3 yrs) / MD - Carole Witcher (3 yrs) / GM - Dick Warner (3½ yrs) / Playlist - 60-75 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Gwainsound / Synd - None / Automate - No / Interviews - Anytime

WFOM/1000 Watts/404-428-3396

835 So. Cobb Dr., Marietta, GA

Owner - James A. Davenport / No. Emps - 17 / PD - Paul Sebastian (1 yr) / MD - Peter Price (9 mos.) / GM - Jerry Crowe (15 yrs) / Playlist - 26 / LP Cuts - Some / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - None / Automate - No

WFSO/500 Watts/813-392-2215

P.O. Bx 570, Pinellas Park, FLA 33565

Owner - Pinellas Radio / No. Emps - 12 / PD & MD - Glenn Scott (7 yrs) / News Dir - Charlie Farley (3 yrs); Staff-2 / GM - Dan Johnson (10 yrs) / Playlist - Varies / LP Cuts - Exclusively / Approach - Personality / Jingles - Various Tanner's / Synd - Earth News, Hot News, Innerviews / Automate - No / Interviews - Anytime

WGAR/50,000 Watts/216-526-6700

9446 Broadview Road, Cleveland, OH 44147

Owner - Nationwide Communications / No. Emps - 40 / PD - Chick Watkins (2 yrs) / MD - Al Resler (2 yrs) / News Dir - John Oday (3 yrs); Staff-6 / GM - Art Caruso (2 yrs) / Playlist - 35-40 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - Pams Custom 46B / Synd - None / Automate - No / Interviews - Taped / Reports to: BG, RR

WGAS/500 Watts/704-865-WGAS

P.O. Bx 250, Gastonia, N.C. 28052

Owner - MGM Bdcstg. / No. Emps - 9 / PD & MD - Dan Bell (8 yrs) / GM - Glenn F. Mace / Playlist - 65 / LP Cuts - Yes / Oldies - 4 per hr / Approach - Tight / Jingles - Reaching Out Touching You, Old Peper Tanner / Synd - During May, Radio-The 2nd 50 Years / Automate - No / Interviews - Talk Shows, 1-9 a.m.

WGBF/5000 Watts/812-477-8811

P.O. Bx 3486, Evansville, Indiana 47734

Owner - Metro Radio Co. Inc. / No. Emps - 28 / PD - Jim Wood (1½ yrs) / MD - Buddy Scott (1½ yrs) / News Dir - Randy Wheeler (1½ yrs); Staff-4 / GM - Don Newberg (1½ yrs) / Playlist - 20 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - Synthesizer, Jams / Synd - None / Automate - No / Interviews - Whenever possible / Reports to: BG

WGBS/50,000 Watts/305-377-8811

710 Brickell Ave., Miami, FL 33131

Owner - Storer Bdcstg / No. Emps - 47 / PD - Lee Rodgers (3 yrs) / MD - Vasilios Liappas (long time) / News Dir - Ken Taylor (9 yrs); Staff-6 / GM - Don Hamlin (2 yrs) / Playlist - 20-24 / LP Cuts - No / Oldies - 70% / Approach - Personality / Jingles - Pams & Tanner / Synd - Am T 40 / Automate - No / Interviews - None

WGCL/50,000 Watts/216-861-0100

1715 Euclid Ave., Cleveland, OH 44115

Owner - Oliva-Newhoff / No. Emps - 25 / PD - Wayne Shayne (9 mos) / MD - Charlie Tuna / News Dir - Greg Anthony (2 yrs); Staff-2 / GM - Dave Noll (2 yrs) / Playlist - 29 / LP Cuts - Yes / Oldies - 48% / Approach - Tight / Jingles - Shotgun / Synd - None / Automate - No / Reports to: KR, RR

WGEZ/1000 Watts/608-365-8865

622 Public Ave., Beloit, WI

Owner - Seehafer & Johnson Bdcstg / No. Emps - 13 / PD - Tim Grant (5 yrs) / MD - John McKenna (3 yrs) / News Dir - Larry Davis (5 yrs); Staff-1 / GM - Jack Ludescher (1½ yrs) / Playlist - 35-40 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - Gwainsound / Synd - None / Automate - No / Interviews - Occasionally

WGGG/1000 Watts/904-376-1230

1230 Waldord, Gainesville, FLA

Owner - Quality Bdcstg / No. Emps - 15 / PD & MD - Phil Williams (9 mos) / News Dir - Don Reid / GM - Ms. Elsie Mercer / Playlist - 50 / LP Cuts - 1 hr per day after 7:00 p.m. / Oldies - 16% / Approach - Tight / Personality / Jingles - Century 21 Shotguns / Synd - Am Top 40 / Automate - No / Interviews - Whenever possible

WGH/5000 Watts/804-826-1310/804-340-1310

P.O.Bx 98, Newport News, VA

Owner - Hampton Roads Bdcstg Corp / No. Emps - 54 / PD & MD - Jim Stewart (4½ yrs) / News Dir - Jim Moore (15 yrs); Staff-5 / GM - Ambert Dail (27 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - TM Synergy / Synd - Am Top 40 / Automate - No / Interviews - Occasionally from 6-10:00 p.m. / Reports to: RR, BG

WGIV/1000 Watts/704-333-0131

P.O.Bx 3856, Charlotte, N.C. 28203

Owner - Bdcstg. Enterprises / No. Emps - 26 / PD & MD - Manny Clark (18 mos) / News Dir - Bill Ward (8 yrs); Staff-3 / GM - Ken Goldblatt (8 mos) / Playlist - 45 / LP Cuts - Yes, 10 / Oldies - 2% / Approach - Tight / Jingles - None / Synd - None / Automate - No /

WGL/1000 Watts/219-747-1511

2000 Lower Huntington Rd., Ft. Wayne, IND 46819

Owner - News Sentinel / No. Emps - 18 / PD & MD - Jon Patrick (6 yrs) / News Dir - Dick James (4 yrs); Staff-3 / GM - Len Davis / Playlist - Varies / LP Cuts - Yes / Oldies - 100% / Approach - Personality / Jingles - Own / Synd - Lum & Abner, Jon Dreamums, the World Tomorrow / Automate - No / Interviews - Mornings, Iris Lathem Show

WGMA/5000 Watts/305-431-6200

9881 Sheridan St., Hollywood, FLA 33024

Owner - Tichenor Media / No. Emps - 31 / PD - Fred Hohl (7 mos) / MD - Joe Conway (1½ yrs) / News Dir - Clark Porterfield (3 yrs); Staff-4 / GM - Robert Eicholz (3 yrs) / Playlist - Top 40 / LP Cuts - Yes / Oldies - 60% New, 40% Classics / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Whenever possible

WGN/50,000 Watts/312-528-2311

2501 Bradley Place, Chicago 60610

Owner - Tribune Co. of Delaware / No. Emps - 127 / PD - Richard D. Jones / MD - Charles Allen / News Dir - Charles Harrison; Staff-45 / GM - Robert Henley / Playlist - Varies / LP Cuts - Yes / Oldies - When Applicable / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: R & R

WGNA/9,400 Watts/518-273-6500

Box 1069, Albany, NY 12201

Owner - J.M. Camp Inc. / PD & MD - Jay P. Scott (3 yrs) / News Dir - Paul Conti (1 yr); Staff-3 / GM - Gordon Hall (New) / Playlist - 45 / LP Cuts - 1 per hr / Oldies - 20% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Saturday Afternoon Special

WGNG/1000 Watts/401-725-9000

100 John St, Cumberland, RI 02864

Owner - Roger Williams Bdcstg / No. Emps - 26 / PD - Bob Marshall (9 mos) / MD - Burt Brown (5 mos) / News Dir - Beverly Horne (8 mos); Staff-2 / GM - Don Hysko (10 yrs) / Playlist - 35 / LP Cuts - Rarely / Oldies - 50% / Approach - Tight/Personality / Jingles - Pams / Synd - None / Automate - No / Reports to: RR, KR, BG

WGOE/5000 Watts/804-649-9196

WGOE/5000 Watts/804-649-9196

104 W. Franklin, Richmond, VA 23220

Owner - WGOE Radio Inc. / No. Emps - 12 / PD & MD - Dave Ritz (1 yr) / News Dir - Pat O'Neill (2½ yrs); Staff-1 / GM - Barry Coffman (1 yr) / Playlist - Albums / Oldies - None / Approach - Personality / Jingles - None / Synd - Rock Around the World / Automate - No / Interviews - Occasionally

WGOK/1000 Watts/205-432-8661

800 Gum St., Mobile, AL 36603

Owner - Paglin & Assoc. / No. Emps - 20 / PD & MD - Johnny Bee (New) / GM - Dickie Roberds (5 yrs) / Playlist - 52 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Own / Synd - None / Automate - No / Interviews - Occasionally

WGR/5000 Watts/716-881-4555

464 Franklin St., Buffalo, NY 14202

Owner - Taft / No. Emps - 40 / PD - Larry Anderson (4 yrs) / MD - Jerry Reo (3 yrs) / News Dir - Brad Casey (1 yr); Staff-9 / GM - Harold Calvin (1½ yrs) / Playlist - 25 / LP Cuts - Limited / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Not generally

WGST/5000 Watts/404-231-0920

P.O. Box 11920, 550 Pharr Rd., Atlanta 30355

Owner - Meredith Corp. / No. Emps - 39 / PD - Bill Sherard (1½ yrs) / MD - Dave Loyd (1½ yrs) / News Dir - Eric Seidel (1½ yrs); Staff-6 / GM - Dick Carr (2 yrs) / Playlist - 20 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - Pams Custom / Synd - None / Interviews - Regularly for features / Reports to: BG

WGUY/5000 Watts/207-947-7354

7 Main St, Bangor, ME 04401

Owner - Bangor Bdcstg / No. Emps - 15 / PD - Mark Laurence (2 mos) / MD - Mike O'Hara (2 mos) / News Dir - J. Charles Foster (8 mos); Staff-2 / GM - Robert Mooney (34 yrs) / Playlist - 30-33 / LP Cuts - No / Oldies - 45% / Approach - Tight / Jingles - Tanner Shotgun Heaven / Synd - None / Automate - No / Reports to: BG, RR

WGY & WGFM/50,000 Watts/518-385-1385

1400 Balltown, Schenectady, NY 12309

Owner - General Electric / PD - Lee Fowler (1 yr) / MD - Linda Gray (1 yr) / News Dir - Don Decker (14 yrs); Staff-16 / GM - Jim Del Monica (8 yrs) / Playlist - 45 / LP Cuts - Selected / Oldies - 25% / Approach - Tight / Jingles - TM / Synd - None / Automate - FM 24 hrs; AM 12-5am Tues thru Sat / Interviews - On talk shows only / Reports to: BG, KR

WHAS/50,000 Watts/502-582-7840

Box 1084, Louisville, KY 40201

Owner - WHAS, Inc. / MD - Jerry Melloy (3 yrs) / News Dir - Glen Bastin (3 yrs); Staff-12 / GM - Hugh Barr (4 yrs) / Playlist - 200 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - Mort Crim / Automate - No / Interviews - Sometimes / Reports to: BG

WHBC/5000 Watts/216-456-7166

550 Market South, Canton, Ohio

Owner - Beaver Kettle Corp. / No. Emps - 61 / PD & MD - Todd T. Taylor (2 yrs) / News Dir - Jim Burnett (25 yrs); Staff-8 / GM - Paul Gilmore (29 yrs) / Playlist - 55 / LP Cuts - Seldom / Oldies - 35% / Approach -

WHBQ/5000 Watts/608-323-7661

485 So. Highland Ave. NW, Memphis, TN 38111

Owner - RKO General / PD - George Klein (3 yrs) / MD - Dude Walker (1 yr) / News Dir - Sid Leak (13 yrs); Staff-3 / GM - Dick French (3 yrs) / Playlist - 40 / LP Cuts - Occasionally / Oldies - 4 per hr / Approach - Tight / Jingles - TM / Synd - Special of the Month / Automate - No / Interviews - Occasionally / Reports to: KR, RR, BG

WHBY/1000 Watts/414-733-6639

Appleton, Wisc. 54911

Owner - Telegraph-Herald, Inc. / No. Emps - 19 / PD & MD - James A. Choudoit (14 yrs) / News Dir - Ray Wiater (5 yrs); Staff-4 / GM - Lewis J. Proless (25 yrs) / Playlist - 30-50 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Criterion Productions / Synd - None / Automate - No

WHDH/50,000 Watts/617-247-0850

441 Stuart St., Boston 02116

Owner - John Blair Co. / PD - Al Brady (6 mos.) / MD - Barbara Dempsey (3 mos.) / News Dir - Nick Mills (2 yrs); Staff-9 / GM - David Croninger (2 yrs) / Playlist - 20-25 / LP Cuts - Sometimes / Oldies - 50-65% / Approach - Personality / Jingles - TM Custom / Synd - None / Automate - No / Interviews - Occasionally

WHEX/1000 Watts/912-745-3301

Box 6318, Macon, GA 31201

Owner - Macon Bdcstg Co. / No. Emps - 17 / PD - Ben Sandifer (9 mos) / MD - Terry Taylor (8 yrs) / News Dir - Joe Ferry (5 yrs); Staff-3 / GM - Alfred Lowe (15 yrs) / Playlist - 40 / LP Cuts - 7pm-6am only / Oldies - 33-40% / Approach - Personality / Jingles - Jam / Synd - Cent 21 seasonal features / Automate - No / Interviews - Artists appearing

WHHY/5000 Watts/205-264-2288

3435 Nitman Bridge Rd., Montgomery, AL 36105

Owner - Hoh Bdcstg / No. Emps - 24 / PD - Larry Stevens (7 yrs) / MD - Lanny West (2 yrs) / News Dir - Robert Charles (4 yrs); Staff-3 / GM - Ann Collister (20 yrs) / Playlist - 37 / LP Cuts - Rarely / Oldies - 25% / Approach - Personality / Jingles - Pams, Tanner / Synd - Am T 40 / Automate - No / Interviews - As arranged / Reports to: RR, BG

WHIN/1000 Watts/615-452-4741

Highway 109 No., Gallatin, TN 37066

Owner - Sumner Bdcstg / No. Emps - 11 / PD - John Hawkins (3 mos) / MD - Chris Collins (1 yr) / News Dir - Pat Julien (5 yrs) / GM - William Buntin (8 yrs) / Playlist - 42 / LP Cuts - No / Oldies - 30% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - On occasion

WHIO (AM)/5000 Watts/513-254-5311
1414 Wilmington, Dayton, Ohio 45401

Owner - Cox Bdcstg / No. Emps - 60 / PD - Paul Kehl (15 yrs) / MD - Kris Rankin (5 yrs) / News Dir - Winston Hoehner (20 yrs); Staff-12 / GM - Ron Kempff (5 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - Jam / Synd - What Makes You Tick / Automate - No / Interviews - Weekday morning features

WHK/5000 Watts/216-391-5000
5000 Euclid Ave., Cleveland, OH

Owner - Milt Maltz / No. Emps - 40 / PD - Ron Jones (2 yrs) / MD - Jim Brady (1 yr) / News Dir - Marv Boone (6 yrs); Staff-4 / GM - Carl E. Hirsch (2 yrs) / Playlist - 45 / LP Cuts - Nights only / Oldies - Varies / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Interviews - Discretion of PD / Reports to: RR, BG

WHLO/1000 Watts/216-867-1650
2650 W. Market, Akron 44313

Owner - Susquehannah / No. Emps - 30 / PD & MD - George Joachim (4 yrs) / News Dir - Dave Lieberth (6 yrs); Staff-8 / GM - Allen Saunders (15 yrs) / Playlist - 40 / LP Cuts - No / Oldies - 30% / Approach - Personality / Jingles - Susquehannah / Synd - Am Idea / Automate - No / Interviews - 1-5pm

WHN/50,000 Watts/212-688-1000
400 Park Ave., NY, NY

Owner - Storer Radio Inc. / No. Emps - 60 / PD - Ed Salamon (1 yr) / MD - Pam Green (1 yr) / News Dir - Charles Kaye (New) / GM - Neil Rockoff (1 yr) / Playlist - 35 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - None / Reports to: RR

WHOL/1600 Watts/215-434-4801
Allentown, PA

Owner - Carl Steward & Jim Herbert / No Emps - 12 / PD & MD - Bob Woodling / News Dir - Phil May / GM - Carl Stewart / Playlist - 75 / LP Cuts - Yes / Oldies - 1 per hour / Approach - Personality / Jingles - None / Automate - No

WHOO-AM/5000 Watts/305-295-3990
P.O.Bx 15310, OrL, FLA 15310

Owner - Bluegrass Inc / No. Emps - 32 / PD & MD - Mike Burger (2 yrs) / News Dir - Adrain Charles (6 mos); Staff-4 / GM - Bill Stakelin (2 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 10% / Approach - Tight / Jingles - TM, Country Music Radio / Synd - Ralph Emory Show / Automate - No / Interviews - Whenever possible on Starline 99, mornings at 10:30 / Reports to: RR, BG

WHOT/1000 Watts/216-746-8464

401 No. Blaine, Youngstown, OH 44505

Owner - WHOT, Inc. / No. Emps - 28 / PD & MD - Dick Thompson (18 yrs) / News Dir - Bill Clark (10 yrs); Staff-4 / GM - William Fleckenstein (20 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - None / Synd - None / Automate - 12-6am / Interviews - None

WHTT/50,000 Watts/319-326-2541

Box 3788, Davenport, Iowa 52808

Owner - Fred Epstein Org., Ltd. / No. Emps - 4 / PD - Bill Longman (3 mos) / News Dir - Jerry Reid; Staff-5 / GM - Mel La Force / Playlist - Drake Chenault Hitparade / Oldies - 60% / Jingles - Drake-Chenault / Automate - 24 hours except 5-9 AM Sunday

WHYD/5000 Watts/404-323-3603

P.O. Box 1537, Columbus, GA 31902

Owner - Chuck McClure / No. Emps - 6 / PD & MD - Chuck Holladay (16 yrs) / GM - Charles Giddens (New) / Playlist - 75-100 / LP Cuts - Yes 30-35 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - Pams Custom / Synd - Am Top 40 / Automate - No / Interviews - Depends on availability / Reports to: BG

WHYI/100,000 Watts/305-931-1107

2741 N. 29th Ave., Hollywood, FLA 33020

Owner - Heftel Bdcstg. / No. Emps - 35 / PD - Robert W. Walker (2 yrs) / MD - Quincy McCoy (1 yr) / News Dir - Jim Reihle (1½ yrs); Staff-2 / GM - Bill Cunningham (2 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 30% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally taped / Reports to: KR, RR, BG

WHYZ/50,000 Watts/803-246-1441

P.O. Box 4308, Greenville, S.C. 29608

Owner - WHYZ, Inc. / No. Emps - 12 / PD - Mike Williams (1 yr) MD - King Hill (4 mos) / News Dir - Wm. Morris (6 mos) / GM - Raymond Somers (5½ yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - 1 per hr / Approach - Personality / Jingles - None / Synd - None / Automate - No

WHYN/5000 Watts/413-785-1911

1300 Liberty St., Springfield, MA

Owner - Guy Gannett Bdcstg Svcs / No. Emps - 34 / PD - Bob Charest (16 yrs) / MD - Ken Capurso (16 yrs) / News Dir - Durham Caldwell (12 yrs); Staff-10 / GM - Jim Kontoleon (14 yrs) / Playlist - 34 / LP Cuts - No / Oldies - 30% / Approach - Tight / Jingles - Pams / Synd - None / Automate - No / Interviews - Not normally done

WIBC/50,000 Watts/317-924-5211

2835 No. Illinois, Indianapolis, IN 46208

Owner - Fairbanks / No. Emps - 50 / PD & MD - George Johns (3 yrs) / News Dir - Fred Heckman (20 yrs); Staff-12 / GM - Jim Hilliard (8 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Hugh Heller / Synd - None / Automate - No / Interviews - At breakfast

WIBG/5000 Watts/215-242-6300

117 Ridge Pk., Lafayette Hill, PA 19444

Owner - Fairbanks Bdcstg. / No. Emps - 50 / PD - George Johns / News Dir - Ken Matz; Staff-8 / Playlist - 35 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Custom / Synd - None / Automate - No / Interviews - None / Reports to: KR, BG

WIBR/1000 Watts/504-344-2666

P.O. Box 1226, Baton Rouge LA 70821

Owner - Community Bdcstg, Inc. / No. Emps - 22 / PD & MD - Joe London (4 yrs) / GM - Bob Furlow / Playlist - 40 / LP Cuts - Sometimes / Oldies - 40% / Approach - Tight / Jingles - None / Synd - Am Top 40 / Automate - No / Interviews - Rarely

WIBW-FM/5000 Watts/913-272-3456

Box 119, Topeka, KS 66601

Owner - Stauffer Publications / PD - Darrel Witham (20 yrs) / MD - Looking / News Dir - Tom Parmley (10 yrs) / GM - Darrel Witham / Approach - Tight / Synd - TM 3000 R / Automate - 24 hrs

WIFE/5000 Watts/317-637-1375

1440 No. Meridian, Indianapolis, IN 46202

Owner - Indianapolis Bdcstg / No. Emps - 34 / PD - Sam Holman (New) / MD - Jack Armstrong, Jerry Steele / News Dir - David Berry (New); Staff-5 / GM - Jerry Kunkle (New) / Playlist - 35 / LP Cuts - Some / Oldies - 40% / Approach - Tight / Jingles - Pams / Synd - Am T 40, Wolfman / Automate - No / Interviews - Some / Reports to: KR, RR, BG

WIFI/50,000 Watts/215-839-0900

One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004

Owner - GCC Communications / No. Emps - 43 / PD & MD - Bob Hamilton (1 yr) / News Dir - Susan Ahern (6 mos); Staff-4 / GM - William Parke (2 yrs) / Playlist - 33 / LP Cuts - No / Oldies - 40% / Approach - Tight / Jingles - Pams-Shotgun / Synd - None / Automate - No / Interviews - Generally none / Reports to: RR, BG

WIGL-FM/100,000 Watts/305-856-1260

1699 Coral Way, Miami, FL

Owner - Mission Bdcstg / No. Emps - 33 / PD & MD - Ted Cramer / News Dir - Jack McCoy; Staff-6 / GM - Cy Russell / Playlist - 40 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - W.B. Tanner / Synd - None / Automate - No / Interviews - None

WIIN/5000 Watts/404-231-1777

3340 Peachtree Rd. NE, Atlanta

Owner - Sudbrink Bdcstg. / PD - Jim Hutto (1 yr) / MD - Rod Baum (1 yr) / News Staff - 2 / GM - John Lauer (1 yr) / Playlist - Many / LP Cuts - Many / Oldies - Many / Approach - Tight / Jingles - None / Synd - None / Automate - Semi on weekends / Interviews - On "Metro"

WIL/5000 Watts/314-436-1600

300 No. 12th Blvd., St. Louis, MO 63101

Owner - Lin Bdcstg / No. Emps - 37 / PD & MD - Walt Turner (3 yrs) / News Dir - Gene Hirsch (12 yrs); Staff-5 / GM - Wally Clark (3 yrs) / Playlist - 35-40 / LP Cuts - Occasionally / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Sat 10am-3pm / Reports to: RR, BG

WILD/1000 Watts/617-267-1900

390 Commonwealth Ave., Rosta, MA 02215

Owner - Sheridan Bdcstg. / PD & MD - Charlene Watts (New) / News Dir - Danny Diggs (New); Staff-2 / GM - Al Williams (7 yrs) / Playlists- 40 / LP Cuts - Yes / Oldies - 170 per day / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - During PM shows

WILK/5000 Watts/717-824-4666

88 N Franklin St, Wilkes-Barre, PENN

Owner - Roy E. Morgan / No. Emps - 30 / PD & MD - Don Bruce (4 yrs) / News Dir - John Bugbe (2 yrs); Staff-4 / GM - Roy E. Morgan / Playlist - 20-30 / LP Cuts - Yes / Oldies - 15% / Approach - Tight / Jingles - Tanner, Music Radio / Synd - Am Top 40, Innerview, Robert W. Morgan, Rock Around the World, etc. / Automate - No / Interviews - Short, Live

WILS AM-FM/5000 & 3000 Watts/517-393-1320

600 W. Cavanaugh, Lansing, Mich. 48910

Owner - Lansing Bdcstg. / No. Emps - 34 / PD - Eric Furseth (22 yrs) / MD - Rick Steele (4 yrs) / News Dir - Keith Cummings (8 yrs); Staff-7 / GM - E. L. "Red" Byrd (18 yrs) / Playlist - 35 / LP Cuts - Limited / Oldies - 35% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Nights

WIND/5000 Watts/312-527-2170

625 N. Michigan, Chicago 60611

Owner - Westinghouse Bdcstg. Co., Inc. / No. Emps - 65 / PD - Alan Mitchell (2 yrs) / MD - Gale Meyers (1 yr) / News Dir - Ed Dorsey (10 yrs); Staff-8 / GM - Phil Nolan (6 yrs) / Playlist - 30-40 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM Custom Pkg. / Synd - None / Automate - No / Interviews - Continuously

WINE/29,000 Watts/203-775-1212

P.O.Bx 95, Danbury, CONN

Owner - Housatonic Valley Bdcstg / No. Emps - 15 / PD & MD - Kevin Burland (2 yrs) / News Dir - Ron Tarsi (6 mos); Staff-3 / GM - Chris Chygiano (1 yr) / Playlist - 45 / LP Cuts - Yes, Select only / Oldies - 50% / Approach - Tight / Jingles - Gwinsound / Synd - Record Report, Am Top 40 / Automate - No / Interviews - 1 hr per day, Wine Line Talk Show

WING/5000 Watts/513-222-3773

717 E. David Rd., Dayton, Ohio 45429

Owner - Great Trails Bdcstg / No. Emps - 60 / PD & MD - Ken Warren (1 yr) / News Dir - George Wymer (New); Staff-11 / GM - Jim Bennett (11 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - Pams / Synd - None / Automate - No / Interviews - Weekdays at 9:10 AM

WINN/1000 Watts/502-585-5148

3rd & Broadway, Louisville, KY 40202

Owner - Kentucky Central Bdcstg / No. Emps - 20 / PD, MD & News Dir - Moon Mullins (7 yrs); / GM - Max Rein (1 yr) / Playlist - 50 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Usually midday / Reports to: BG

WINN/1000 Watts/216-492-5630

4111 Martindale Rd. N.E., Canton, Ohio 44705

Owner - Radio North American, Inc. / PD - Jim Gaspar (2 yrs) / MD - B. S. Quinn (2 yrs) / News Dir - Jeremy Slade (1 yr); Staff-2½ / GM - Jack Steenbarger (2 yrs) / Playlist - 25 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - Century 21 Energy Elements / Synd - None / Automate - No / Reports to: RR

WINR/1000 Watts/607-775-4240

P.O.Bx 27, Binghamton, NY 13904

Owner - Command Bdcstg / No. Emps - 16 / PD - Jon Scott (6 mos) / MD - Bruce Coleman (9 mos) / News Staff-2 / GM - Gary McNulty (5 mos) / Playlist - 30 / LP Cuts - No / Oldies - 33% / Approach - Tight / Jingles - Gwinsound / Synd - None / Automate - No / Interviews - Yes

WINX/1000 Watts/202-424-9292

P.O. Bx 1726, Rockville, MD 20850

Owner - Montgomery County Bdcstg / No. Emps - 17 / PD - Pierre Eaton (23 yrs) / MD - Bill Palmer (18 yrs) / News Dir - Bob Adams (8 yrs) / GM - Pierre Eaton / Playlist - 35 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Spontaneous if at all

WINZ-FM/100,000 Watts/305-371-6641

100 Biscayne Blvd., Miami, FL 33132

Owner - Guy Gannett Bdcstg / No. Emps - 20 / PD - Bill Stedman (1½ yrs) / MD - Dave Sousa (1 yr) / News Dir - Bishop Cheen (6 mos); Staff-3 / GM - Richard Casper (1½ yrs) / Playlist - 20-30 LP's / Oldies - 50% / Approach - Tight / Jingles - None / Synd - Bottom Line Concerts, Rock Around the World / Automate - No / Interviews - Taped for features

WIOD-AM/5000 Watts/305-759-4311

Box 1177, Miami, FL 33138

Owner - Cox Bdcstg / No. Emps - 60 / PD - Jim Gallant (1½ yrs) / MD - Yolanda Parapar (15 yrs) / News Dir - Chuck Dent (8 yrs); Staff-9 / GM - Joe Abernathy (1½ yrs) / Playlist - 42 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - An American Idea / Automate - No / Interviews - On feature shows / Reports to: BG

WIOQ/27,000 Watts/215-835-6102

Phil., PA 19004

Owner - Richer Communications / No. Emps - 17 / PD & MD - Alex Demers (1 yr) / News Dir - Bill Fantini (3 yrs) / GM - Bill Staats (2 yrs) / Playlist - Albums / Oldies - 30% / Approach - Tight / Jingles - Own / Synd - None / Automate - No / Interviews - Live & taped

WIOT/100,000 Watts/419-248-3377

604 Jackson, Toledo, OH 43604

Owner - Reams Bdcstg / No. Emps - 23 / PD - Dave Loncao (6 mos) / News Dir - Craig Kopp (2 yrs); Staff-2 / GM - Ron O'Brian (6 mos) / Playlist - 40 LP's / Oldies - 50-75% / Approach - Tight / Jingles - None / Synd - Rock Around the World, King Biscuit, Rolling Stone / Automate - No / Interviews - Specials / Reports to: RR

WIP/5000 Watts/215-568-2900

19th & Walnut Sts., Phil. 19103;

Owner - Metromedia / No. Emps - 40 / PD & MD - Dean Tyler (7 yrs) / News Dir - Paul Rust (16 yrs) / GM - Don Kelly (6 yrs) / Playlist - 48-55 / LP Cuts - Yes / Oldies - 45-55% / Approach - Tight / Jingles - Larry Greene / Synd - Chicago Radio Syndicate / Automate - No / Interviews - Usually in non-drive hours / Reports to: KR, RR, BG

WIQB/10,000 Watts/313-663-0569

P.O. Box 5, Ann Arbor 48107

Owner - Community Music / No Emps - 15 / PD - Neil Lasher / MD - John Giese / News Dir - Greg Bowman (3 yrs) / GM - Eugene Skuratowicz / Playlist - 3,500 / LP Cuts - Yes / Oldies - 60% / Approach - Personality / Jingles - None / Synd - Earth News / Automate - No / Interviews - At will

WIRE/5000 Watts/317-925-9201

4560 Knollton Rd., Indianapolis, IN 46208

Owner - Mid America Radio / No. Emps - 58 / Operations - Bill Robinson (8 yrs) / MD - Lee Shannon (8 yrs) / News Staff-6 / GM - Don Nelson (9 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Joe Cuff / Synd - Ralph Emery / Automate - No / Reports to: RR, BG

WIRK/5000 Watts/305-965-9211

P.O. Bx 3828, W. Palm Beach, FLA 33402

Owner - Ken-Sel / No. Emps - 25 / PD - Terry Lee (8 yrs) / MD - Randy Marsh (9 mos) / News Dir - John Picano (1 yr); Staff-2 / GM - Rome Hartman (38 yrs) / Playlist - 38 / LP Cuts - Midnight-6:00 a.m. / Oldies - 25% / Approach - Personality / Jingles - None / Synd - Rock Around the World, Nat'l Album Countdown / Automate - No / Reports to: BG

WIRL/5000 Watts/309-694-6262

P.O. Bx 3335, Peoria, IL 61614

Owner - MidAmerica Media / No. Emps - 20 / PD - Bill McClugage (3 yrs) / MD - Wayne R. Miller (2 yrs) / News Dir - Ira Bitner (4 yrs); Staff-4 / GM - Howard Frederick (10 yrs) / Playlist - 25 / LP Cuts - Occasion-ality / Oldies - 20% / Approach - Tight/Personality / Jingles - Jam Priority One / Synd - None / Automate - No

WISE/5000 Watts/704-253-5381

90 Lookout Rd., Asheville 28804

Owner - N. Eric Jorgensen / No. Emps - 20 / PD - Mark St. John (8 mos) / MD - Miles Mead (5 mos.) / News Dir - Sherrill Barber (5 mos.); Staff-2 / GM - N. Eric Jorgensen (5½ yrs) / Playlist - 35 / LP Cuts - At nite / Oldies - 30% / Approach - Tight / Jingles - Pams / Synd - Am Top 40, Record Report, Earth News / Automate - No / Interviews - Usually in AM when artist is appearing / Reports to: BG, RR

WISM/5000 Watts/608-271-1486

3220 Syene Rd., Madison, WI 53701

Owner - Mid-West Family/ No Emps. 44 / PD - William Vancil (7 yrs) / MD - Jonathan W. Little (7 yrs) / News Dir - Wayne Wallace (4 yrs); Staff-10 / GM - William R. Walker (16 yrs) / Playlist - 40-45 / LP Cuts - Selected / Oldies - 30-45% / Approach - Personality / Jingles - None / Synd - R.W. Morgan / Automate - No / Interviews - Frequently / Reports to: RR, KR, BG

WISN/50,000 Watts/414-342-1111
759 No. 19th St., Milwaukee, WI 53201

Owner - Hearst Corp. / No. Emps - 47 / PD - Tom Lambert (19 yrs) / MD - Tom Spartel (6 yrs) / News Dir - Don Froehlich (20 yrs); Staff-6 / GM - John E. Hinkle, Jr. (7 yrs) / Playlist - 50-55 / LP Cuts - Yes / Oldies - 40-50% / Approach - Personality / Jingles - TM, Toby Arnold / Synd - World Tomorrow, Quiet Hour, Herb Jepko / Automate - None / Interviews - Occasionally

WISZ/1000 Watts/301-761-1590
P.O. Box 2849, Baltimore, MD 21225

Owner - WISZ Inc. / No. Emps - 18 / PD & MD - Bill Barder (6 yrs) / News Dir - Dave Levin (6 mos) / GM - H.C. Goldman (5 yrs) / Playlist - 45-50 / LP Cuts - Selected / Oldies - 45% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - Anytime / Reports to: RR

WIVY/100,000 Watts/904-396-2505
Gulf Life Center, Hilton Hotel, Jacksonville, FL

Owner - Jacksonville Bdcstg / PD - Jeff Craig (1 yr) / MD - Hal Harrison (6 mos) / News Dir - Jay Solomon (1 yr); Staff-4 / GM - Pat Hayes (4 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Weekly / Reports to: KR, RR, BG

WIXY/5000 Watts/216-391-1260
3940 Euclid Ave., Cleveland, OH 44115

Owner - Globetrotter Communications / No. Emps - 60 / PD - Bill Bailey (3 mos) / MD - Marge Bush (8 yrs) / News Dir - Dave Wahl (1 mo); Staff-3 / GM - Nick Anthony (1 yr) / Playlist - 40 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - Am Top 40 / Automate - No / Interviews - Adult appeal mornings, Teen appeal nights, News appeal Sun. talk shows / Reports to: KR, RR, BG

WIXZ/5000 Watts/412-566-1360
P.O. Bx 37, Pitts, PA

Owner - Renda Bdcstg / No. Emps - 15 / PD - John Polster (2 yrs) / MD - Kirk McCall (6 mos) / News Dir - Hank Dale (6 mos); Staff-2 / GM - Anthony Renda (3 yrs) / Playlist - 25 current, 19 recurrent / LP Cuts - No / Oldies - 33% / Approach - Tight / Jingles - None / Synd - Drake Chenault's Great Am Country during automated hours / Interviews - Major artists only with listener phone-in participation / Reports to: RR

WJBQ AM-FM/5000 & 3000 Watts/207-854-8409
Box 46, Canal Plaza, Portland, ME 04111

Owner - Bride Bdcst Group / No. Emps - 14 / PD & MD - Jeff Ryder (2 yrs) / GM - Rick Snyder (2 yrs) / Playlist - 20 / LP Cuts - Rarely / Oldies - 45% / Approach - Tight / Jingles - Pams / Synd - None / Interviews - Occasionally / Reports to: RR

WJAR/5000 Watts/401-751-5700

176 Weybosset St, Providence, RI 02903

Owner - Outlet Company / PD - Ron Dennington (1½ yrs) / MD - Mike Ivers (3 yrs) / News Dir - Arthur Alpert (1 yr); Staff-6 / GM - Donald Kane (2 mos) / Playlist - 22 / LP Cuts - No / Oldies - 40-60% / Approach - Tight/Personality (varies) / Jingles - Pams / Synd - None / Automate - No

WJET/1000 Watts/814-455-2741

1635 Ash St., Erie, PA 16503

Owner - Myron Jones / No. Emps - 31 / PD - Sandy Beach (2 yrs) / MD - Kay Jones (20 yrs) / News Dir - Matt Locke (5 yrs); Staff-5 / GM - Rick Hanna (11 yrs) / Playlist - 25-40 / LP Cuts - No / Oldies - 25% / Approach - Personality / Jingles - Thunder Prod. / Synd - None / Automate - No / Interviews - None / Reports to: BG

WJJD AM-FM/50,000 & 14,000 Watts/312-782-5466

112 Union Ave., Chicago 38103

Owner - Plough / No. Emps - 42 / PD - Craig Scott (1½ yrs) / MD - Bill Hart (1½ yrs) / News Dir - Reese Rickards (15 yrs); Staff-3½ / GM - George Dubinetz (11 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 30% / Approach - Personality / Jingles - Jam, Best Production / Synd - Ralph Emory / Automate - No / Interviews - Yes

WJLL/1000 Watts/716-285-5795

1224 Main St., Niagara Falls, NY

Owner - Thomas W. Talbot / No Emps - 13 / PD - Steve Christopher (1 yr) / MD - Joe Chille (1 yr) / News Dir - Tom Darro (1 yr); Staff-1 / GM - Thomas W. Talbot (21 yrs) / Playlist - 40 / LP Cuts - occasionally / Oldies - 10% / Approach - tight / Jingles - TM Accapellas / Synd - Keith Jackson Olympic Memories / Automate - No

WJKL/3000 Watts/312-741-7700

18½ Douglas, Elgin, IL 60120

Owner - Elgin Bdcstg. / No. Emps - 17 / PD - Armen Chianti (1½ yrs) / MD - Tom Marker, Trudy Fisher / News Staff-1 / GM - Richard Jakle (7 yrs) / Playlist - 150 / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Continuously / Reports to: R & R

WJLB/1000 Watts/313-965-2000

3100 Broderick Tower, Detroit MI 48226

Owner - John L. Booth / No. Emps - 41 / PD - Norman Miller (12 yrs) / MD - Al Perkins (8 yrs) / News Dir - James Reese (7 yrs); / GM - Norman Miller (12 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 10% / Approach - Tight-Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally

WJLD/1000 Watts/205-324-3462**Box 58065, Birmingham, Ala. 35209**

Owner - George Johnston / PD & MD - Tony Saetta (New) / News - Network / GM - Dave Davis / Playlist - 20 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - None / Automate - 24 hrs / Interviews - Occasionally

WJMO/1000 Watts/216-795-1212**11821 Euclid Ave., Cleveland, OH 44106**

Owner - Friendly Bdcstg. Co. / No. Emps - 15 / PD & MD - J. J. Jeffries (4 yrs) / News Dir - William Harrison (5 yrs); Staff-3 / GM - Curtis Shaw (3 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 2 per hr, alternate wkends / Approach - Tight / Jingles - None / Synd - None / Automate - No

WJNO AM-FM/1000 & 100,000 Watts/305-659-1230**1500 N Flagler Dr, Palm Beach, FLA**

Owner - Walter-Weeks Bdcstg / No. Emps - 27 / PD & MD - Russ Morley (8 mos) / News Dir - Steve Armstrong (5 yrs); Staff-3 / GM - Doug Shull (6 mos) / Playlist - AM-45, FM-40 / LP Cuts - Yes / Oldies - AM-45%, FM-30% / Approach - AM-Personality, FM-Tight / Jingles - AM-TM, FM-Century 21 / Synd - AM-Chickenman, FM-Am Top 40 / Automate - AM-No, FM-10:00 p.m.-6:00 a.m. / Interviews - Occasionally on talk shows

WJOX/5000 Watts/601-982-1062**Box 2171, Jackson, MS 39205**

Owner - WJOX, Inc. / No. Emps - 32 / PD - Bob Burton (1½ yrs) / MD - Bill Crews (3 yrs) / News Dir - Terrence McKeever (3 mos); Staff-6 / GM - Marshall Magee (1 yr) / Playlist - 28 / LP Cuts - No / Oldies - 25-40% / Approach - Personality / Jingles - None / Automate - No / Interviews - Mornings, Sunday night / Reports to: RR, KR

WJPC/1000 Watts/312-726-1932**221 N. LaSalle, Chicago 60601**

Owner - Johnson Publishing / No. Emps - 30 / PD & MD - Richard Steele (6 yrs) / News Staff-3 / GM - William Manney (2 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 5% / Approach - Tight/Personality / Jingles - TM-Soul Sophistication / Synd - None / Automate - No / Reports to: BG

WJPS/5000 Watts/812-425-2221**29 N.W. 4th, Evansville, Indiana 47735**

Owner - Wayne Deyer / No. Emps - 14 / PD & MD - Jerry Smith (16 yrs) / News Dir - Stan Clark (6 yrs); Staff-1 / GM - Jerry Smith / Playlist - 40 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - Pams / Synd - None / Automate - No / Interviews - Sun. mornings, ½ hr pre-taped

WJQS/1000 Watts/601-948-2401

1020 Terry Rd., Jackson, MS 39205

Owner - Town & Country Bdcstg Inc. / No. Emps - 14 / PD, MD & News Dir - John Friskillo (18 yrs); News Staff-2 / GM - Lee Hodges (17 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

WJSR/100,000 Watts/404-549-1470

255 Whitehall Rd, Athens, GA 30601

Owner - H. Rivers / No. Emps - 15 / PD & MD - John R. Wilson (7 mos) / News Dir - Jim Stewart (1 yr); Staff-2 / GM - William Burpitt / Playlist - 40-45 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - None / Synd - BBC Rock Hour, King Biscuit Flower Hour, News Blimps / Automate - No / Interviews - Continuously

WKAL AM-FM/1000 & 3000 Watts/315-336-7700

5 Jay St, Rome, NY 13440

Owner - Maurer Bdcstg Corp / No. Emps - 10 / PD, MD & News Dir - Mark Howell (3 yrs); Staff-10 / GM - J. B. Maurer (15 yrs) / Playlist - 94-100 / LP Cuts - No / Oldies - 30% / Approach - Tight/Personality / Jingles - Gwinsound / Synd - Wolfman Jack / Automate - No

WKAP/5000 Watts/215-435-9572

P.O. Bx 246, Allentown, PA 18052

Owner - RaHall Comm / No. Emps - 27 / PD - Tom Moran (3 yrs) / MD - Steve Kelly (2 yrs) / News Dir - Al Raber (14 yrs); Staff-3 / GM - Jerry Duckett (20 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 25% / Approach - Tight/Personality / Jingles - TM Phase II / Synd - Am Top 40 / Automate - No / Interviews - Sunday Night Talk Show

WKAP/5000 Watts/215-435-9572

P.O. Box 246,

Owner - RaHall Communications / No Emps - 27 / PD - Tom Moran (3 yrs) / MD - Steve Kelly (2 yrs) / News Dir - Al Kaber (14 yrs); Staff-3 / GM - Jerry Duckett (20 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 15% / Approach - Tight / Jingles - TM / Synd - Am Top 40 / Automate - No / Interviews - Sunday nite talk show

WKAU/1000 Watts/414-739-9511

Box 1050, Kaukauna, Wisc.

Owner - Forward Communications / No. Emps - 14 / PD - B.J. Crocker (3 yrs) / MD - Mike Robbins (1 yr) / News Dir - Ken Richards (3 yrs); Staff-2 / GM - Jim Esler (3 yrs) / Playlist - 30 / LP Cuts - Rarely / Oldies - 35-45% / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No

WKAZ/5000 Watts/304-344-9691

P.O.Bx 871, Charleston, W.VA. 25323

Owner - Bristol Bdcstg., Inc. / No. Emps - 26 / PD - Charlie Cooper (2½ yrs) / News Dir - Darrell (Hudnall) Daniels (1 yr); Staff-2 / GM - Fred B. Winton (3 yrs) / Playlist - 50-55 / LP Cuts - No / Oldies - 15% / Approach - Personality / Jingles - Toby Arnold, TM / Synd - None / Automate - No / Interviews - Seldom

WKBN/5000 Watts/216-782-1144

3930 Sunset Blvd., Youngstown, OH 44501

Owner - W.P. Williamson, Jr. / No. Emps - 100 / PD & MD - Don Guthrie (6 yrs) / News Dir - John Nagy (7 yrs) ; Staff-5 / GM - W.P. Williamson III / Playlist - 45 / LP Cuts - Seldom / Oldies - 20% / Approach - Personality / Jingles - TM / Synd - None / Automate -- 11pm-5am daily / Interviews - None / Reports to: BG

WKBW/50,000 Watts/716-884-5101

1430 Main, Buffalo, NY 14209

Owner - Capital Cities Comm. / No Emps - 40 / PD - Bob Harper (2½ yrs) / MD - Jim Quinn (2 yrs) / News Dir - Jim McLaughlin (5 yrs); Staff-5 / GM - R. Thomas Cronk (4 yrs) / Playlist - 30 / LP

WKDA/1000 Watts/615-254-0511

1202 Stahlman Bldg, Nashville, TN 37201

Owner - Dick Bdcstg / No. Emps - 24 / PD - Mike Haines (2 yrs) / MD - Chris McGuire (1 yr) / News Dir - Bob Witkin (1½ yrs) / GM - Jim Ragan (9 yrs) / Playlist - 50-55 / LP Cuts - 1 per hr / Oldies - 30% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - 10-12am

WKDA-FM/100,000 Watts/615-254-1355

1202 Stahlman Bldg, Nashville, TN 37201

Owner - Chatham Corp. / PD - Jack Crawford (2½ yrs) / MD - Dave Walton / News Dir - Bob Witkin (2 yrs); Staff-2 / GM - James B. Ragan / Playlist - 40-50 LP's, 20-25 singles / Oldies - 50% / Approach - Personality / Jingles - None / Synd - King Biscuit, Innerview, Rock Around the World, News Blimps, BBC / Automate - No / Interviews - Live, middays / Reports to: RR, BG

WKDY/1000 Watts/803-583-2727

P.O.Bx 5035, Spartanburg, S.C. 29301

Owner - Capitol Bdcstg. / No. Emps - 13 / PD & MD - Don Mobley (6 mos) / News Dir - Bill Elliott (10 yrs); Staff-1 / GM - Paul Howard (4 yrs) / Playlist - 44 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Guinn Sound / Synd - None / Automate - No / Interviews - Depends on availability / Reports to: BG

WKEE AM-FM/304-525-7788

P.O. Bx 2288, Huntington, W VA 25701

Owner - Reeves Telecom / No. Emps - 24 / PD - Rob Scheibly (18 mos) / MD - Jason Douglas (6 mos) / News Dir - Gordon Hall (10 mos); Staff-3 full-1 part-time / GM - Jim Eblin (3 yrs) / Playlist - 36 / LP Cuts - Yes / Oldies - 27% / Approach - Tight/Personality / Jingles - Century 21 Energy Elements / Synd - Am Top 40, Century 21 Nonstop / Automate - No / Interviews - With night-time and mid-day announcers only / Reports to: BG

WKGN/1000 Watts/615-573-2931

Box 1870, Knoxville, TN 37901

Owner - Creative Bdcstg / No. Emps - 24 / PD & MD - Al Adams (15 mos) / News Dir - Joe Anderson; Staff-3 / GM - Vic Rumore / Playlist - 39 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - TM / Synd - None / Automate - No / Interviews - None / Reports to: BG

WKIX/10,000 Watts/919-851-2711

Box 12526, Raleigh, NC 27605

Owner - Southern Bdcstg / No. Emps - 39 / PD - Steve Roddy (2 yrs) / MD - Ron McKay / 1½ yrs / News Dir - Scott White (2½ yrs); Staff-5 / GM - Frank Maruca (5 yrs) / Playlist - 33-38 / LP Cuts - Occasionally / Oldies - 27% / Approach - Personality / Jingles - Wm. Tanner / Synd - None / Automate - No / Reports to: RR, KR

WKKE-AM/5000 Watts/704-252-6703

P.O. Box 2156, Asheville 28802

Owner - Greater Asheville Bdcstg. Corp. / No. Emps - 11 / PD - Steve Sandman (2 yrs) / MD - Ed Fisher (1 yr) / News Dir - Jack Hill (1 yr); Staff-1 / GM - Robert McDermott (6 mos.) / Playlist - 35 / LP Cuts - No / Oldies - 50% / Tight / Jingles - Pams / Synd - Dick Clark Solid Gold / Automate - No / Interviews - Sunday evening Key Koncert / Reports to: BG

WKKO/1000 Watts/305-636-2411

Box 3188, Cocoa, FL 32922

Owner - Emcom Assoc. / No. Emps - 11 / PD - Tom Collins (2 yrs) / MD - Chip Taylor (6 mos) / GM - Bill Maschmeier (1 yr) / Playlist - 35 / LP Cuts - No / Oldies - 35-50% / Approach - Personality / Jingles - Pams / Synd - Great Am Spirit / Automate - No / Interviews - Occasionally

WKLH/50,000 Watts/205-264-7392

Box 1466, Montgomery, AL 36102

Owner - Griffin Bdcstg / No. Emps - 14 / MD - Jeff Tilden (5 mos) / News Dir - Mike Jones (6 mos) / GM - Warren Earl (New) / Playlist - 60 + 30 LP's / Oldies - 35-40% / Approach - Tight / Jingles - None / Synd - Concept. King Biscuit / Automate - 12M-7PM / Reports to: RR

WKLS-FM/100,000 Watts/404-892-WKLS

Atlanta Townhouse Motor Inn, Atlanta 30309

Owner - SJR Communications / No. Emps - 20 / PD & MD - Drew Murray (3 mos) / GM - Dick Meeder (6 mos) / Playlist - 30-40 / LP cuts / Oldies - 60% / Approach - Tight / Jingles - None / Synd - BBC, King Biscuit, Inner View, etc. / Automate - No / Reports to: RR, CB

WKLO/10,000 Watts/502-589-4800

307 W. Walnut, Louisville, KY 40202

Owner - Great Trails / No. Emps - 30 / PD - Lee Grey / MD - Gary Major / News Dir - Dave White / GM - Ernie Gutteridge / Playlist - 25 / LP Cuts - No / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Sometimes / Reports to: KR

WKQQ/50,000 Watts/606-252-6694

Box 100, Lexington, KY 40501

Owner - Village Comm / No. Emps - 23 / PD & MD - Jim Ballard (1 yr) / News Dir - Bob Hensley (1 yr); Staff-2 / GM - Roger Jennings (1 yr) / Playlist - 10 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - None / Synd - King Biscuit, Rock Around the World, BBC / Automate - 24 hrs except specials / Interviews - Pre-recorded, aired at nite

WKRC/5000 Watts/513-381-5500

1906 Highland Ave., Cincinnati, OH 45219

Owner - Taft Bdcstg. / No. Emps - 38 / PD - Jim Lohse (7 mos) / MD - Scott Jackson (2 yrs) / News Dir - Allen Edwards (2 mos); Staff-5 / GM - Harold Calvin (1 mo) / Playlist - 36-40 / LP Cuts - Occasionally / Oldies - 40% / Approach - Personality / Jingles - TM / Synd - The Dick Clark Oldies Show / Automate - No

WKRR/50,000 Watts/513-381-5500

1906 Highland Ave., Cincinnati, OH 45219

Owner - Taft Bdcstg. Co. / No. Emps - 25 / PD - Randy Michaels (1 yr) / MD - Jim Fox (2 yrs) / News Dir - Allan Edwards (3 mos); Staff-4 / GM - John Soller (1 yr) / Playlist - 30 / LP Cuts - Few / Oldies - 30% / Approach - Personality / Jingles - None / Synd - Wolfman Jack / Automate - No / Interviews - Only recognized artists / Reports to: RR

WKTK/50,000 Watts/301-485-2400

5200 Moravia Rd., Baltimore, MD 21206

Owner - Key Bdcstg / PD & MD - Steve Cochran (2 yrs) / News Dir - Chuck Caty (6 mos) / GM - Carl Brenner (20 yrs) / Playlist - 65 / LP Cuts - Only / Oldies - 40% / Approach - Tight / Jingles - None / Synd - None / Interviews - As scheduled

WKTM-FM/50,000 Watts/803-554-7154

O'Hear & Aragon Sts., Charleston, S.C.

Owner - Ansley D. Cohen, Jr. / No. Emps - 30 / PD - J. J. Scott (2 yrs) / MD - Bobby Nash (1 yr) / News Dir - John Patterson (1 yr); Staff-2 / GM - William G. Dudley, III (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - Century 21, etc. / Synd - Dick Clark[s Solid Gold, Scott Ross Show / Automate - No / Interviews - Saturday Night Special, Live

WKTQ/5000 Watts/412-391-9800**100 Forbes Ave, Pitts, PA 15222**

Owner - Heftel Bdcstg / No. Emps - 50 / PD - Dennis Waters (8 mos) / MD - Jack Forsythe (6 mos) / News Dir - Andrea Bray (1 yr); Staff-2 / GM - Doyle Peterson (6 mos) / Playlist - 20 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Whenever possible based on audience appeal / Reports to: KR, RR, BG

WKTU/50,000 Watts/212-246-3900**136 W. 52nd St., NY, NY**

Owner - SJR Comm / No. Emps - 26 / PD & MD - Larry Miller / News Dir - Janet Rose; Staff-1 / GM - David Rappaport / Playlist - None / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - No

WKTV/4,600 Watts/212-975-6043**51 W. 52nd St., NY, NY 10019**

Owner - CBS / No. Emps - 35 / PD - Bill Brown (7 yrs) / MD - Jack Miller (New) / News Dir - Tom Franklin (1 yr); Staff-10 / GM - James McQuade (3 yrs) / Playlist - 16 / LP Cuts - Not usually / Oldies - 80% / Approach - Tight / Jingles - Pams Custom / Synd - None / Automate - No / Interviews - Limited / Reports to: BG

WKVQ/1000 Watts/615-637-1490**Knoxville, TN**

PD - Ron Baptist (3 mos) / MD - Kim Curry (4 mos) / News Dir - Michael Ambrosia (4½ mos); Staff-3 / GM - Bob Blow, Jr. / Playlist - 30 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Will be interviewing

WKWK/1000 Watts/304-232-2250**1201 Main St, Wheeling, W VA 26003**

Owner - Community Service Bdcstg / No. Emps - 16 / PD - Gary Persons (2 mos) / MD - Jim Roberts (10 yrs) / News Dir - Bill Murdock (2 mos); Staff-1 / GM - Tom Schlosser (8 mos) / Playlist - 30-35 / LP Cuts - No / Oldies - 40% / Approach - Personality / Jingles - TM Phase II / Synd - None / Automate - No / Interviews - Drop-in basis only / Reports to: KR, BG

WKY/5000 Watts/405-478-1212**208 E Britton Rd, Okla City, Okla 73114**

Owner - Gaylord Bdcstg / No. Emps - 45 / PD - Danny Williams (18 and Mike Munday (3 yrs) / MD - Sandy Jones (12 yrs) / News Dir - Bo Nance (10 yrs); Staff-8 / GM - Lee Allan Smith (15 yrs) / Playlist - 24 / LP Cuts - Yes / Oldies - 5% / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Interviews - Discretion of PD's / Reports to: RR, BG

WKYS/50,000 Watts/202-686-4320

400 Nebraska Ave NW, Washington, D.C.

Owner - NBC / No. Emps - 68 / PD - Gordon Peil (10 yrs) / MD - Candy Wessling (5 yrs) / News Dir - Frank Barnako (15 yrs); Staff-21 / GM - Frank Scott / Playlist - 30 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - None / Automate - Mon.-Fri. Midnight-6:00 a.m., Sat. Midnight-9:00 a.m., Sun. Midnight-6:00 a.m., 4:00 -Midnight

WLAC/50,000 Watts/615-256-0161

159 4th Ave No., Nashville, TN 37219

Owner - Life & Casualty Ins. Co. / No. Emps - 38 / PD - Dick Kent (3½ yrs) / MD - Wilma Carwell (2 yrs) / News Dir - George Baber (3 yrs); Staff-5 / GM - James M. Ward (8 yrs) / Playlist - 30-40 / LP Cuts - Yes / Oldies - 35% / Approach - Personality / Jingles - None / Synd - Wolfman / Automate - No / Interviews - Occasionally / Reports to: KR, RR, BG

WLAP/5000 Watts/606-293-0563

Box 11670, Lexington, KY 40511

Owner - Illinois Bdcstg Co. / No. Emps - 27 / PD & MD - Dan Reynolds (6 mos) / News Dir - F. Wayne Gregory (1 yr); Staff-4 / GM - James C. Allison II / Playlist - 40 / LP Cuts - Rarely / Oldies - 25-30% / Approach - Personality / Jingles - TM / Synd - Am T 40 / Automate - No / Interviews - As available

WLAV/1000 Watts/616-456-5461

101-C Waters Bldg., Grand Rapids, Mich. 49502

Owner - Shepard Bdcstg Corp. / No. Emps - 38 / PD - Bob Casey (1 yr) / MD - Doc Donovan (2 yrs) / News Dir - John Westman (8 yrs); Staff-4 / GM - John Shepard (15 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 45% / Approach - Tight/Personality / Jingles - Pams - Energy 1 / Synd - None / Automate - No / Reports to: KR, BG

WLAV-FM/28,000 Watts/616-456-5461

101-C Waters Bldg., Grand Rapids, Mich. 49502

Owner - John Shepard / No. Emps - 20 / PD - Ed Buchanan (3 mos) / MD - Doc Donovan (9 mos) / News Dir - John Westman (3 yrs); Staff-3 / GM - John Westman (3 mos) / Playlist - 10-30 / LP Cuts - Exclusively / Oldies - Varies / Approach - Personality / Jingles - None / Synd - D.I.R., R.A.T.W., Earth News, etc. / Automate - No / Interviews - Drop-in basis and occasionally taped

WLCY-FM/100,000 Watts/813-577-1111

P.O.Bx 10,000, St. Petersburg, FLA 33733

Owner - Rahall Comm / No. Emps - 20 / PD - Chuck Morgan (4 mos) / MD - Ben Christopher (4 mos) / News Dir - J. Paul MacGregor (4 mos); Staff-5 / GM - Ray Yorke (4 mos) / Playlist - 20 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - TM Shotgun / Synd - Am Top 40 / Automate - No / Reports to: RR, KR, BG

WLCS/1000 Watts/504-383-4411

1 America Pl., Suite 2420, Baton Rouge, LA 70825

Owner - Air Waves, Inc. / No. Emps - 25 / PD & MD - Gene Nelson (20 yrs) / News Dir - Barry Hayes (1 yr) / GM - LaMar Simmons (20 yrs) / Playlist - 30 / LP Cuts - After 8 PM / Oldies - 30% / Approach - Tight / Jingles - None / Synd - Wolfman / Automate - No / Interviews - Sometimes

WLEE/5000 Watts/804-288-2835

Box 8477, Richmond, VA 23226

Owner - Nationwide Comm / No. Emps - 35 / PD & MD - Dave Parks (New) / News Dir - Mike Kavanagh (2 yrs); Staff-3 / GM - John Piccirillo (2 yrs) / Playlist - 34 / LP Cuts - No / Oldies - 30-60% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: KR, RR

WLEE/5000 Watts/804-288-2835

Box 8477, Richmond, VA 23226

Owner - Nationwide Comm / No. Emps - 35 / PD & MD - Dave Parks (New) / News Dir - Mike Kavanagh (2 yrs); Staff-3 / GM - John Piccirillo (2 yrs) / Playlist - 34 / LP Cuts - No / Oldies - 30-60% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: KR, RR

WLLE/500 Watts/919-833-3874

649 Maywood Ave., Raleigh, NC 27602

Owner - WLLE, Inc. / No. Emps - 10 / PD, MD & News Dir - Paul Enggram (6 mos) / News Staff-2 / GM - Robert Hankin (6 mos) / Playlist - 40 / LP Cuts - Yes / Oldies - 15% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Probe, Sat at 12N

WLLH/1000 Watts/617-458-8486

46 Amesbury St., Lawrence, MA

Owner - Arnold Lerner / No. Emps - 25 / PD & MD - Jack Peterson (13 yrs) / News Dir - Ron Gamache (4 yrs); Staff-7 / GM - Arnold Lerner (13 yrs) / Playlist - 39 / LP Cuts - No / Oldies - 40% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Point of View weekdays at 9 / Reports to: KR

WLOB/5000 Watts/207-775-2336

779 Warren Ave., Portland, ME 04101

Owner - Japat Corp. / No. Emps - 15 / PD - Ron Foster (1 yr) / MD - Steve Brodie (2 yrs) / News Staff - 2 / GM - Barry Potter / Playlist - 35 / LP Cuts - Selected / Oldies - 50% / Approach - Personality / Jingles - None / Synd - Inner View / Automate - No

WLOF/5000 Watts/305-293-2431**P.O. Bx 15746, Orl, FLA 32808**

Owner - Home Security Bdcstg Co / No. Emps - 35 / PD - John Lander (3 mos) / MD - John Scott (2 mos) / News Dir - Bill Bauman (4 mos); Staff-4 / GM - Carl Glicken (4 yrs) / Playlist - 25-30 / LP Cuts - No / Oldies - 20% / Approach - Personality / Jingles - TM You Pkg / Synd - Earth News Radio, Am Top 40, Robert W. Morgan, etc. / Automate - No / Interviews - Abridged or edited versions

WLOV/5000 Watts/502-636-3535**2549 So. 3rd, Louisville, KY 40208**

Owner - Sommers Bdcstg / No. Emps - 18 / Operations - Seretha Sommers Tinsley (2 yrs) / MD - Neil O. Ray (2 yrs) / News Dir - Carl Edwards (2 yrs); Staff-2 / GM - Wm. E. Sommers (25 yrs) / Playlist - 40 / LP Cuts - 1 per week / Approach - Tight / Jingles / Custom / Synd - None / Automate - No / Interviews - Prearranged

WLPL/20,000 Watts/301-358-4600**6623 Reisterstown Rd, Baltimore, MD 21215**

Owner - United Bdcstg Co. / No. Emps - 18 / PD & MD - Lou Krieger (1 yr) / GM - Maynard Grossman (2 yrs) / Playlist - 30-38 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - None / Synd - Earth News / Automate - No / Interviews - Occasionally

WLRS/3000 Watts/502-585-5178**800 So. 4th St., Louisville, KY 40203**

Owner - Kentucky Technical Inst. / No. Emps - 18 / PD - Lee Masters (6 mos) / MD - Austin Vali (6 mos) / GM - Lou Henson / Playlist - 10 / LP Cuts - Many / Approach - Tight / Jingles - None / Synd - King Biscuit, Rock Around the World / Automate - No / Reports to: RR, BG

WLS/50,000 Watts/312-782-2002**360 N. Michigan, Chicago 60601**

Owner - ABC / No. Emps - 75 / PD - John Gehron (2½ yrs) MD - Jim Smith (3 yrs) / News Dir - Bud Miller (16 yrs); Staff-10 / GM - Martin Greenberg (3 yrs) / Playlist - 18 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - Pams, Sundance / Synd - None / Automate - No / Interviews - Whenever possible / Reports to: KR, RR, BG

WLW/50,000 Watts/513-241-9597**901 Elm St., Cincinnati, OH**

Owner - Avco Bdcstg. / No. Emps - 40 / PD & MD - Jack Lawyer (3 mos) / News Dir - Bill Ridinour (8 yrs); Staff-4 / GM - Charles K. Murdock (9 yrs) / Playlist - 50 / LP Cuts - No / Oldies - 3 per hr / Approach - Personality / Jingles - TM / Synd - None / Automate - 3-7:00 p.m. / Reports to: BG, RR

WLYN/1000 Watts/219-743-3443**925 Anthony Wayne Bank, Ft. Wayne, IND 46808**

Owner - Golden Bear Comm. / No. Emps - 21 / PD - Jeff Blocher (1 yr) / MD - Bruce Lee (8 mos) / News Dir - Scott Micheals (2 yrs); Staff-3 / GM - Herb Weber (8 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 50% / Approach - Tight/Personality / Jingles - Toby Arnold, Love My Country / Synd - None / Automate - No / Interviews - Taped for record intros only

WMAL-AM/5000 Watts/202-686-3000

4400 Jennifer St NW, Washington, D.C. 20015

Owner - Evening Star Bdcstg Co, Joe L. Albritton / PD - Marc Kuhn (4 mos) / MD - Bonnie L. Smith (4 yrs) / News Dir - Ted Landphair (2 yrs); Staff-25 / GM - Charles Macatee (2 yrs) / Playlist - 40-50 / LP Cuts Cuts - Yes / Oldies - Some / Approach - Personality / Jingles - Hugh Heller / Synd - None / Automate - No / Interviews - On approval only / Reports to: RR, BG

WMAK/5000 Watts/615-256-6556

810 Division St., Nashville, TN 37219

Owner - Mooney Bdcstg / No. Emps - 30 / PD - Stu Bowers (2 mos) / MD - Nancy Solinski (5 yrs) / News Dir - Paul Randall Dickerson (New); Staff-8 / GM - John Patton (8 mos) / Playlist - 35 / LP Cuts - Occasionally / Oldies - 4-5 per hr / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Reports to: KR, RR

WMAQ/50,000 Watts/312-861-5555

Merchandise Mart, Chicago 60654

Owner - NBC / No. Emps - 100 / PD - Bob Pittman (1½ yrs) / MD - Colleen Cassidy (1 yr) / News Dir - Lou Prato (½ yr); Staff-15 / GM - Charles Warner (2 yrs) / Playlist - 24-36 / LP Cuts - No / Oldies - 60% / Approach - Tight/Personality / Jingles - TM Custom Pkg. / Synd - None / Automate - No / Interviews - Live

WMAS/1000 Watts/413-737-1414

101 West St., Springfield, MA 01104

Owner - Valley Bdcstrs, Inc. / No. Emps - 23 / PD & MD - Budd Claim (6 mos) / News Dir - Bob Farrell (1 yr); Staff-2 / GM - Zack Land (2 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally

WMAZ/50,000 Watts/912-746-7311;

Box 5008, Macon, GA 31208;

Owner - Multimedia, Inc. / No. Emps - 15 / PD - Bill Powell (18 yrs) / MD - Steve Malone (10 yrs) / News Dir - Bill Tribble (15 yrs); Staff-9 / GM - Albert Sanders (30 yrs) / Playlist - 75-80 / LP Cuts - Yes / Oldies - 15% / Approach - Personality / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - None / Reports to: BG

WMBD/5000 Watts/309-676-0711

212 SW Jefferson, Peoria, IL 61602

Owner - Midwest Television / PD - Bill Rogers (2 yrs) / MD - Jim Walker (8 yrs) / News Dir - Duane Wallace (8 yrs); Staff-18 / GM - William L. Brown (18 yrs) / Playlist - 40-60 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - Century 21, Chroma key / Synd - TM Spirit of America / Automate - No / Interviews - Topic, 1-2:00 p.m., also at discretion

WMBM/1000 Watts/305-672-1100

814 First St., Miami Beach, FL 33139

Owner - Allan B. Margolis / No. Emps - 25 / PD & MD - Fred Hanna (10 yrs) / News Dir - Al Mozell (10 yrs), Staff-2 / GM - Allen B. Margolis (16 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - None / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - At random

WMBR/5000 Watts/904-786-1131

P.O. Box 6877, Jacksonville, FL 32205

Owner - Rounsaville / No. Emps - 30 / PD & MD - Tom Daren (3½ yrs) / News Dir - John Matthews (3 mos); Staff-5 / GM - Arnold C. Kaufman (3 yrs) / Playlist - 43 / LP Cuts - No / Approach - Personality / Jingles - TM / Synd - Zip / Automate - No / Interviews - Mornings; Sunday 7 PM / Reports to: KR

WMDI/3000 Watts/814-796-2085

Box 365, McKeane, PA 16426

Owner - Micro Dawn Inc. / No. Emps - 10 / PD - Garrett Hart (2 yrs) / MD - Randy Schemes (9 mos) / GM - Keith Shidemanth (2 yrs) / Playlist - Albums / Jingles - King Biscuit, Rock Around the World, Earth News, BBC / Automate - No / Interviews - Often

WMEE/5000 Watts/219-447-5684

2915 Maples Rd., Ft. Wayne, IND 46806

Owner - Pathfinder Communications / No. Emps - 28 / PD & MD - Rick Hughes (4 yrs) / News Dir - Jack Maurer, Victor Locke (5 yrs, 3 yrs); Staff-4 / GM - Burt Sherwood (5 yrs) / Playlist - 24-30 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - Pams, Energy / Synd - None / Automate - No / Interviews - Contact show strictly for interviewing

WMEL/1000 Watts/305-254-2282

Box 1318, Melbourne, FL 32935

Owner - Elyria-Lorain Bdcstg / PD & MD - Bill Early (3½ yrs) / News Dir - Frank Lasko (1½ yrs); Staff-2 / GM - Bill Humphries / Playlist - 30-50 / LP Cuts - Yes / Oldies - 15% / Approach - Light personality / Jingles - William Tanner / Synd - None / Automate - No / Interviews - As arranged / Reports to: BG

WMFJ/1000 Watts/904-255-1456

5606 Daytona Beach, Daytona Beach, FLA 32018

Owner - Walter-Weeks Bdcstg Co / No. Emps - 20 / PD - Jay McDaniel (6 mos) / MD - Tim Edwards (6 mos) / News Dir - Charlie Shuttig (5 yrs); Staff-2 / GM - Bill Kirk (1½ yrs) / Playlist - 30-34 / LP Cuts - Yes / Oldies - 4% / Approach - Tight/Personality / Jingles - TM Shotgun / Synd - Am Top 40 / Automate - No / Reports to: KR, BG

WMGK/50,000 Watts/215-564-6000

2212 Walnut Street, Phil. 19103

Owner - Greater Media, Inc. / No. Emps - 20 / Operations - Julian H. Breen (1 yr) / PD - Dave Klahr (1 yr) / News Dir - Bruce Smallwood; Staff-3 / GM - Larry Wexler (4 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - Varies / Approach - Tight / Jingles - Jam / Synd - None / Automate - No

WMJX/100,000 Watts/305-538-5321

825 41st St., Miami Beach, FL

Owner - Bartell Media / PD - Jerry Clifton (6 mos) / MD - Dean Mitchell (1½ yrs) / News Dir - Steve Hamill (1½ yrs) ; Staff-12 / GM - Carl Como (1½ yrs) / Playlist - 40-50 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Many; throughout the day / Reports to: KR, RR, BG

WMMR/25,000 Watts/215-561-0933

19th & Walnut Sts., Phil. 19103

Owner - Metromedia / PD - T. Morgan (1½ yrs) / MD - Paul Fuhr (6 mos) / News Dir - Bill Vitka (5 yrs); Staff-3 / GM - Don Fioravanti (New) / Playlist - 65 / LP Cuts - Yes / Oldies - 40-60% / Approach - Personality / Jingles - Own / Synd - None / Automate - No / Interviews - Various interviews for feature shows / Reports to: RR, KR

WMMS-FM/32,000 Watts/216-431-8000

5000 Euclid Ave., Cleveland, OH 44103

Owner - Malrite of Ohio / No. Emps - 50 / PD - Don Garfinkle, John Gorman (3 yrs) / MD - Charlie Kendall (1 yr) / News Dir - Ed Ferenc (1½ yrs) / GM - Carl Hirsch (2½ yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - Varies / Approach - Personality / Jingles - None / Synd - King Biscuit, BBC Rock Hour, Rock Around the World / Automate - No / Interviews - Continuously, 70% local artists, 30% nat'l artists / Reports to: RR, KR

WMNI/1000 Watts/614-221-1354

Southern Hotel, Columbus, OH 43215

Owner - North Am. Bdcstg. / No. Emps - 34 / PD - Ron Barlow (6 yrs) / MD - Ott More (6 yrs) / News Dir - Martin Petree (12 yrs); Staff-4 / GM - William Mnich (18 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 1 per hr / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Feedback, 7:30-8:30 p.m. Wkdays

WMOB/1000 Watts/205-478-6345

1020 First Southern Tower, Mobile, AL 36606

Owner - Bay Bdcstg Corp. / No. Emps - 12 / Operations - Skip Broussard (1 yr) / MD - Dick Hylton (3 yrs) / News Dir - Jim Sands (6 mos); Staff-2 / GM - John Starr (1 yr) / Playlist - 35 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - TM / Synd - Dick Clark / Automate - No / Interviews - 11am M-F / Reports to: BG

WMOD/50,000 Watts/202-338-8700**1680 Wisconsin Ave NW, Washington, D.C. 20007**

Owner - Sonderling Bdcstg / No. Emps - 22 / PD - Bill Figenshu (1½ yrs) / MD - Mike Fitzgerald (4 yrs) / News Dir - John Christopher (5 yrs); Staff-2 / GM - Mike Cohen (3 yrs) / Playlist - 30-35 / LP Cuts - Yes / Oldies - 30% / Approach - Tight/Personality / Jingles - Image 73 from TM / Synd - None / Automate - Sunday Morning Religion / Interviews - Sunday night 8:00 p.m.-Midnight

WMOH/1000 Watts/513-863-6800**220 High St, Hamilton, OHIO 45011**

Owner - Raymar Comm Inc / No. Emps - 20 / PD & MD - Joe London (3½ yrs) / News Dir - Bob Long (3 yrs); Staff-2 / GM - Bill McRae (3½ yrs) / Playlist - 33 / LP Cuts - Some / Oldies - 25-40% / Approach - Personality / Jingles - Tanner Music People / Synd - Great Am Spirit, Opus 74, 75, 76, etc. / Automate - No / Interviews - Welcome when available / Reports to: KR

WMQM/5000 Watts/901-523-1604**Hotel Chisca, 272 S. Main St., Memphis, TN 38113**

Owner - Kurt Meer, Sr. / No. Emps - 12 / PD & MD - Mike Day (1 yr) / News Dir - Claudia Barr (6 mos); Staff-2 / GM - Kurt Meer, Jr. (6 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - All Hot Country / Synd - None / Automate - No / Interviews - Live

WMT AM-FM/5000 & 50,000 Watts/319-393-8200**P.O.Bx 2147, Cedar Rapids, Iowa**

Owner - Orion Bdcstg. / No. Emps - 55 / PD - Joe Martelle (1 yr) / MD - Darel Bargar (6 yrs) / News Dir - Bruce Northcott (6 mos); Staff-24 / GM - Lew Van Nostrand, Jerry Bretey (16 yrs) / Playlist - Fluctuates / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - Comedy Pkgs. / Automate - FM only

WNAP/50,000 Watts/317-924-5211**2835 No. Illinois, Indianapolis, IN 46208**

Owner - Fairbanks / No. Emps - 20 / PD & MD - Chris Conner (8 yrs) / News Dir - Tom Cochran (4 yrs); / GM - Roy Cooper (1½ yrs) / Playlist - 35+ / LP Cuts - Yes / Oldies - 5% / Approach - Tight / Jingles - Hugh Heller Custom / Synd - None / Automate - No / Reports to: RR

WNBC/50,000 Watts/212-247-8300**30 Rockefeller Plaza, NY, NY**

Owner - NBC Radio / PD - Bill Rock / MD - Jeff Mazzei (3 yrs) / News Dir - Reg Laite (2 mos); Staff-16 / GM - Perry Bascom (6 yrs) / Playlist - 22 / LP Cuts - At night / Oldies - 60% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Not usually

WNCG-AM/500 Watts/803-554-7154**P.O.Bx 5758, N. Charleston, S.C. 29402**

Owner - Ansley D. Cohen / No. Emps - 25 / PD - Steve Russell (1 yr) / MD - William G. Dudley (3 yrs) / News Dir - John Patterson (8 mos); Staff-2 / GM - William G. Dudley (3 yrs) / Playlist - 30 Current / LP Cuts - No / Approach - Tight / Jingles - Pams / Synd - None / Automate - Continuously

WNCI/185,000 Watts/614-846-3698

4900 Sinclair Rd., Columbus, OH 43229

Owner - Nationwide Communications / No. Emps - 25 / PD - E. Karl (3 yrs) / MD - Andy Williams (6 mos) / News Dir - Chuck Denson (New); Staff-2 / GM - Harold Hinson (New) / Playlist - 24 / LP Cuts - Hits only / Oldies - 50% / Approach - Tight / Jingles - Pams / Synd - Am Top 40 / Automate - No / Reports to: RR, BG

WNDE/5000 Watts/317-257-7565

6161 Fall Creek Rd., Indianapolis, IN 46220

Owner - Rahall Comm Corp / No. Emps - 35 / PD - Bill Hennes (1 yr) / MD - Kevin Murphy (3 yrs) / News Dir - Julian Mouton (1 yr); Staff-5 / GM - Murray Green (1 yr) / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - TM / Synd - Chicken Man, Earth News / Automate - No / Reports to: KR, RR, BG

WNDR/5000 Watts/315-446-1515

Box 1212, Syracuse, NY 13201

Owner - Tower Bdcstg / No. Emps - 38 / PD - Steve Andrews (10 yrs) / News Dir - Dick Mastriano (8 yrs); Staff-5 / GM - Frank Small (26 yrs) / Playlist - 35 / LP Cuts - Not generally / Oldies - 4 per hr / Approach - Personality / Jingles - TM / synd - None / Automate - No / Interviews - Occasionally / Reports to: KR

WNEW/50,000 Watts/212-986-7000

565 Fifth Ave., NY, NY 10021

Owner - Metromedia Inc. / No. Emps - 40 / PD - Bob Bruno (1 yr) / MD - Carolyn Parinello (2½ yrs) / News Dir - Jim Gordon (1 yr) / GM - Varner Paulsen (1½ yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 60% / Approach - Personality / Jingles - Music House (Dick Lavsky) / Synd - None / Automate - No / Interviews - 8pm-12M

WNEW/20,000 Watts/212-986-8844

565 5th Ave., NY, NY 10017

Owner - Metro / PD - Scott Muni (8 yrs) / MD - Vin Skelska (5 yrs) / News Dir - Jim Gordon (2 yrs); Staff-15 / GM - Mel Karmazin (2 yrs) / Playlist - Albums / Jingles - None / Synd - King Biscuit, BBC, Earth News / Automate - No / Reports to: BG

WNIC-FM/50,000 Watts/313-846-8500

15001 Mich. Ave., Dearborn, MI 48126

Owner - St. Mutual Life Assur. / No. Emps - 26 / PD & MD - Paul Christy (New) / News Dir - Jim Brooker (7 yrs); Staff-2 / GM - Ed Christian (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 25% / Approach - Tight / Jingles - Toby Arnold / Synd - None / Automate - No / Interviews - None / Reports to: RR

WNOK-AM/1000 Watts/803-776-1230

P.O. Drawer M, Columbia, S.C. 29210

Owner - Palmetto Radio Corp. / No. Emps - 15 / PD & MD - Doug Enlow (1 yr) / News Dir - John Cook (10 yrs); Staff-4 / GM - Frank Stish (8 yrs) / Playlist - Top 40 / LP Cuts - Yes / Oldies 15% / Approach - Tight / Jingles - Century 21 / Synd - Nat'l Album Countdown, Sctoo Ross Show / Automate - No / Interviews - Seldom

WNOR-AM/1000 Watts/ 804-623-9667

700 Monticello Ave, Ste 555, Norfolk, VA 23510

Owner - Commonwealth Bdcstg / No. Emps - 35 / PD - Mike Deeson (8 mos) / MD - Phil Beckman (8 mos) / News Dir - Joel Rubin (5 mos); Staff-6 / GM - Fred Gage (3 yrs) / Playlist - 27 / LP Cuts - No / Approach - Tight/Personality / Jingles - Shotgun Jingles from Sundance / Synd - Hitbound from Billboard / Automate - No / Interviews - Seldom / Reports to: RR, KR

WNOX/10,000 Watts/615-523-3171

4400 Whittle Springs Rd, Knoxville, TN 37917

Owner - Scripts-Howard Bdcstg / PD - Eddie Roy (6 yrs) / MD - Dick Winsted (2 yrs) / News Dir - Paul Oscar Anderson (1½ yrs); Staff-3 / GM - Peter R. Dryer (10 yrs) / Playlist - 20 / LP Cuts - No / Oldies - 30-75% / Approach - Tight / Jingles - Pams, Solid Rock / Synd - Am T 40 / Wolfman / Automate - No / Interviews - Artists appearing

WNYN/500 Watts/216-456-8396

1515 Cleveland Ave. N., Canton, Ohio 44703

Owner - Don Keyes, Keyes Corp. / No. Emps - 10 Full-3 Part-time / PD & MD - Lee Philips (2½ yrs) / News Dir - George Miller (1½ yrs); Staff-2 / GM - Don Keyes (9 yrs) / Playlist - 50-60 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - A Tanner Country Pkg. / Synd - Country Hotline Report / Automate - No / Interviews - Occasionally / Reports to: RR

WOAI/50,000 Watts/512-226-9331

1021 Navarro St, San Antonio, TX

Owner - Clear Channel Comm / No. Emps - 30 / PD & MD - Carl Wiglesworth (1 mo) / News Dir - Bob Guthrie (15 yrs) / GM - John Barger (10 mos) / Playlist - 25-30 / LP Cuts - Yes / Oldies - 60% / Approach - Personality / Jingles - Pams '72 / Synd - None / Automate - No / Interviews - All night shows, progressive country artists

WOHO/1000 Watts/419-255-1470

2965 Pickle Rd., Toledo, OH

Owner - Lewis Dickey / No. Emps - 52 / PD - Bunkie Anderson (3 mos) / MD - Ron Sobezak (4 yrs) / News Dir - Lamont McGlucan (2 yrs); Staff-4 / GM - Graham Richard (3 mos) / Playlist - 50 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - As available

WOIO/5000 Watts/216-477-8585

4601 Hills & Dales Rd. N.W., Canton, Ohio

Owner - Douglas Properties / No. Emps - 15 / PD & MD - Mike Morgan (1 yr) / News Dir - Tom Henry (1 yr); Staff-2 / GM - Doug Collins (12 yrs) / Playlist - 24 / LP Cuts - No / Oldies - 25-33% / Approach - Tight / Jingles - Century 21 / Synd - None / Automate - No

WOKJ/50,000 Watts/601-948-1515

Box 3320, Jackson, MS 39204

Owner - Tri-Cities Bdcstg / No. Emps - 22 / PD - Bob Collins (6 mos) / MD - Dick Dawkins (4 yrs) / News Dir - Bruce Payne (15 yrs); Staff-4 / GM - Zane Roden (5 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 2 per hr / Approach - Semi-personality / Jingles - Audio Sellers / Synd - None / Automate - No / Interviews - Occasionally

WOKO/5000 Watts/518-449-1460

41 State, Albany, NY 12201

Owner - Area Radio Inc. / PD & MD - C. Pitts (4 yrs) / News Dir - V. Murphy (4 yrs); Staff-3 / GM - W. Musser (5 yrs) / Playlist - 50 / LP Cuts - No / Oldies - 45% / Approach - Personality / Jingles - Gwinsound / Synd - None / Automate - ~~No~~ / Reports to: RR

WOKS/1000 Watts/404-324-0261

1115 14th St., Columbus, GA 31906

Owner - Ken Woodfin / No. Emps - 21 / PD - Warren Palmer (12 yrs) / MD - Al Smith (10 yrs) / News Dir - Ed Habison (4 yrs); Staff-1 / GM - Ken Woodfin / Playlist - 53 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Live

WOKY/5000 Watts/414-442-0150

3500 No. Sherman, Milwaukee, WI

Owner - Bantell / No. Emps - 50 / PD - Jim Brown (2 yrs) / MD - Mary Kay Anthony (2 yrs) / News Dir - Dan Abernathy (2½ yrs); Staff-5 / GM - Bill Yaeger / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Reports to: KR, BG

WOLF/1000 Watts/315-422-7211

Box 1490, Syracuse, NY

Owner - Regional Bdcstg / No. Emps - 25 / PD - Don Bombard (3 mos) / MD - John Gabriel (3 mos) / News Dir - Ron Bee (3 yrs); Staff-2 / GM - Thomas Shine (7 yrs) / Playlist - 21 / LP Cuts - No / Oldies - 50% / Approach - Tight; AM Personality / Jingles - None / Synd - Record Report / Automate - No / Interviews - Sat Nite Special (midnight)

WOMC/195,000 Watts/313-546-9600

2201 Woodward Hts. Blvd., Detroit, MI 48220

Owner - Metromedia / No. Emps - 25 / PD - Joe Taylor (3½ yrs) / MD - Bob Chenault (1½ yrs) / GM - Carl C. Brazell, Jr. (1½ yrs) / Playlist - 30 / LP Cuts - No / Oldies - 25% / Approach - Personality / Jingles - Artie Fields / Synd - None / Automate - No / Interviews - None

WOMP-FM/13,500 Watts/614-676-5661**P.O. Bx 448, Bellaire, OHIO 43906**

Owner - T/R Inc / No. Emps - 25 / PD & MD - Roy Stuewe (6 mos) / News Dir - Howard Munroe (4 yrs); Staff-3 / GM - Robert Andre (8 yrs) / Playlist - 30-40 LP's / Oldies - 20-25% / Approach - Tight/Personality / Jingles - None / Synd - King Biscuit, Live at the Agora, Earth News, Hot News / Automate - No

WONE/5000 Watts/513-224-1501**11 So. Wilkinson St., Dayton, Ohio**

Owner - Group 1 Bdcstg / No. Emps - 45 / Operations & PD - Terry Wood (6 yrs) / News Dir - Kent Scott (9 yrs); Staff-8 / GM - Donald L. Kidwell (4 yrs) / Playlist - 65 / LP Cuts - Selected / Oldies - 20% / Approach - Personality / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - Pre-recorded with music / Reports to: RR

WORD/5000 Watts/803-583-2711**P.O. Bx 3257, Spartanburg, S.C. 29301**

Owner - Brooks Bdcstg. / No. Emps - 20 / PD & MD - Ron Brandon (2 yrs) / News Dir - Ms. Aussie Geer (2 yrs); Staff-2 / GM - Tony Brooks / Playlist - 40-44 / LP Cuts - Yes / Oldies - 15% / Approach - Personality / Jingles - Pams / Synd - Nat'l Album Countdown, etc. / Automate - No / Interviews - McCoy Calls the World, 6-10:00 a.m.

WORG/1000 Watts/803-536-1580**P.O. Bx 1386, Orangeburg, SC 29115**

Owner - Ed Crapps / No. Emps - 8 / PD, MD & GM - Ted Bell (3 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - TM Shockwave / Synd - Am Top 40, Dick Clark / Automate - No / Reports to: RR

WORC/5000 Watts/617-799-0581**8 Portland St, Worcester, MASS 01608**

Owner - Roger Knowles / No. Emps - 25 / PD & MD - Dick Smith (3 yrs) / News Dir - Phil Lagios (3½ yrs); Staff-2 / GM - Edward Deedy (1½ yrs) / Playlist - Top 30 / LP Cuts - Yes / Oldies - 3 per hr / Approach - Personality / Jingles - Pams / Synd - Nat'l Album Countdown, Rock Around the World / Automate - No / Interviews - Hit artists only / Reports to: RR, KR, BG

WOSH/3000 Watts/414-235-3150**2333 Bowen, Oshkosh 54901**

Owner - Value Radio Corp. / No. Emps - 25 / PD & MD - Dan Davis (2½ yrs) / News Dir - Bud McBain (15 yrs); Staff-5 / GM - Philip Robbins (3 yrs) / Playlist - 33 / LP Cuts - 12 / Oldies - 40% / Approach - Tight / Jingles - TM / Synd - Interview series, Earth News / Automate - Semi / Interviews - Afternoons / Reports to: BG, RR

WOUR/16,000 Watts/315-797-0803

288 Genesee St, Utica, NY 13502

Owner - Bunkfeldt Bdcstg Corp / No. Emps - 15 / PD - Jeff Chard (3 yrs) / MD - Tom Starr (1 yr) / News Dir - Marjorie Marable (6 mos); Staff-2 / GM - Robert Putnam (3 yrs) / Playlist - Varies / LP Cuts - Yes / Oldies - Varies / Approach - Personality / Jingles - None / Synd - King Biscuit, Rock Around the World, BBC Concert Series, Live at the Agora / Automate - No / Reports to: RR

WOW/5000 Watts/402-346-3400

3501 Farnam St, Omaha, NE 68131

Owner - Meredith Corp / No. Emps - 31 / PD - Tom Barsanti (3½ yrs) / MD - Erik Foxx (2 yrs) / News Dir - Pat Kelley (2 yrs); Staff-7 / GM - Jim Eddens (12 yrs) / Playlist - 23 / LP Cuts - No / Oldies - 50% / Approach - Tight/Personality / Jingles - TM Synergy / Synd - Wolfman Jack, Nat'l Album Countdown / Automate - No / Interviews - Days / Reports to: RR

WOWO-AM/50,000 Watts/219-742-8373

128 W. Washington Blvd., Ft. Wayne, IN 46802

Owner - Westinghouse Bdcstg. / No. Emps - 47 / PD - Chris Rathaus (2 yrs) / MD - Sam DeVincent (16 yrs) / News Dir - Dugan Fry (9 yrs); Staff-7 / GM - Warren Maurer (1 yr) / Playlist - 30-60 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Drop-in basis / Reports to: RR

WOXR/3000 Watts/513-523-FM97

118 E High, Oxford, OHIO

Owner - BGS Bdcstg / No. Emps - 18 / PD - Shawn Smith (1 yr) / MD - Doc Morehouse (1 yr) / News Dir - William Dauer (1 mo); Staff-5½ / GM - Mark Davidson (3½ yrs) / Playlist - 80 Singles and LP's / Oldies - 33% / Approach - Personality / Jingles - None / Synd - News Blimps, Crawdaddy Radio, Marvel Comix, Dragnet / Automate - Yes / Interviews - Live performances in studio

WPCE/1000 Watts/804-622-4600

1010 Park Ave, Norfolk, VA 23507

Owner - Tidewater Radio Shows / No. Emps - 15 / PD - Leonard M. Ware (2 yrs) / MD - Mickey Arnold (6 mos) / News Dir - Steve Crump (6 mos); Staff-2 / GM - L. E. Willis (2 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 10% / Approach - Tight / Jingles - Century 21, Multiple Energy / Synd - None / Automate - No

WPEZ/50,000 Watts/412-322-5500

One Allegheny Square, Pitts, PA 15212

Owner - WWSW Radio, Inc / No. Emps - 16 / PD & MD - Charley Lake (1 yr) / News Dir - Jane Clark (1 yr); Staff-1 / GM - Steve Berger (1½ yrs) / Playlist - 29 / LP Cuts - Yes / Oldies - 50% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Live or by telephone, local concert artists only / Reports to: KR, RR, BG

WPFA/1000 Watts/904-433-1141

P.O.Bx 8127, Pens, FLA 32505

No. Emps - 14 / PD & MD - Charlie Dill A. Rd (13 yrs) / News Dir - Charlie Dill A. Rd, Jim Wost and Don Griffith ; Staff-14 / GM - Don Griffith (9 yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Country Wide V / Synd - Am Country Countdown, The Elvis Story / Automate - No

WPLR/50,000 Watts/203-777-6617

1244 Chapel St., New Haven, CT 06510

Owner - Metro Conn. Media / No. Emps - 30 / PD - Barry Grant (1 yr) / MD - Gordon Weingarh (3 yrs) / News Dir - Jim Marco (6 mos); Staff-4 / GM - Bob Herpe (5 yrs) / Playlist - Albums / Approach - Personality / Jingles - None / Synd - Inner View, BBC / Automate - No / Interviews - Occasionally; live

WPOC/50,000 Watts/301-366-FM93

711 W. 40th, Baltimore, MD

Owner - Nationwide Comm. / No. Emps - 26 / PD - Pete Porter (1½ yrs) / MD - Bob Walker (1½ yrs) / News Dir - Tom Cheche (1½ yrs); Staff-4 / GM - David Fuellhart (1½ yrs) / Playlist - 48 / LP Cuts - Yes / Oldies - 35% / Approach - Tight / Jingles - None / Synd - Ralph Emery / Automate - No / Interviews - Seldom / Reports to: BG, RR

WPRO-AM/5000 Watts/401-433-4200

1502 Wampanoag Trail, E. Providence, RI 02915

Owner - Capital Cities Comm Inc / No. Emps - 35 / PD - Jay Clark (4½ yrs) / MD - Holland Cooke (2 yrs) / News Dir - Mark Haines (2 yrs); Staff-5 full-2 part-time / GM - Richard Rakovan (1½ yrs) / Playlist - 30 / LP Cuts - No / Oldies - 45% / Approach - Personality / Jingles - Pams Series 46 / Synd - An American Idea-Susquehanna Bdcstg / Automate - No / Interviews - Popular artists whenever possible

WPRO-FM/50,000 Watts/401-433-4200

1502 Wampanoag Trail, E. Providence, RI 02915

Owner - Capital Cities Comm Inc / No. Emps - 25 / PD - Gary Berkowitz (2½ yrs) / MD - Mike Osborne (1 yr) / News Dir - Mark Haines (1 yr); Staff-5 / GM - Richard Rakovan (1½ yrs) / Playlist - 30 / LP Cuts - No / Oldies - 33% / Approach - Tight / Jingles - Pams Energy One, WLS '75 / Synd - Robert W. Morgan Record Report / Automate - Mon.-Fri., 2-6:00 a.m. / Reports to: BG

WPTH-FM/44,000 Watts/219-482-4596

P.O.Bx 2671/St. D., Ft. Wayne, IND

Owner - Sarkes Tarzian Inc. / No. Emps - 15 / PD - Don Ray (7 yrs) / MD - Alan North (3 yrs) / News Dir - John Szink (2 yrs); Staff-4 / GM - Ken McQuin (4½ yrs) / Playlist - 65-70 / LP Cuts - Evenings only / Oldies - 30% / Approach - Tight / Jingles - TM / Synd - King Biscuit, etc. / Automate - No / Interviews - Ft. Wayne Entertainment, Sun. morn. show

WPTR/50,000 Watts/518-456-1144**4243 Albany St., Albany, NY 12205**

Owner - Wm. Rust / PD - J.W. Wagner (8 yrs) / MD - Johnny Williams (2 yrs) / News Dir - Bruce Wayne (2 yrs); Staff-5 / GM - George Geib (7 yrs) Playlist - 45 / LP Cuts - Yes / Oldies - 10% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

WQAM/500 Watts/305-531-6651**767 41st St., Miami Beach, FL**

Owner - Storz Bdcstg / No. Emps - 26 / PD, MD & News Dir - Jim Dunlap (12 yrs); News Staff-3 / GM - Ron Ruth (2 yrs) / Playlist - 30 / LP Cuts - Sometimes / Oldies - 33% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR

WQCK-AM/1000 Watts/912-922-2222**P.O. Drawer AB, Warner Robins, GA 31093**

Owner - WRBN / No. Emps - 11 / PD - Ric Sebastian (New) / MD - Dave Kelly (3 mos) / News Dir - Will Callahan / GM - John Lynn (4 yrs) / Playlist - 30 / LP Cuts - Nights / Oldies - 20% / Approach - Tight / Jingles - Wm. Tanner / Synd - Record Report, HB-BB, Powerline, Loman & Barkley / Automate - No / Interviews - pretaped, aired PM's

WQFM/50,000 Watts/414-276-2040**606 W. Wisconsin Ave., Milwaukee, WI 53203**

Owner - Shamrock Development / No. Emps - 26 / PD - Joe Santore (1 yr) / MD - Bobbin Beam (2½ yrs) / News Dir - Mary Curran (2 yrs); Staff-5 / GM - Tony Smith (3 yrs) / Playlist - LP's / Approach - Personality / Jingles - None / Synd - Rock Around the World, King Biscuit / Automate - No / Interviews - Pre-recorded / Reports to: RR

WQOK/5000 Watts/803-246-2112**P.O. Drawer T, Greenville, S.C. 29608**

Owner - T. C. Hooper / No. Emps - 36 / PD - Steve Chris (6 yrs) / MD - Gary Jackson (1½ yrs) / News Dir - Alan Mason (1½ yrs); Staff-2 / GM - T. C. Hooper (17 yrs) / Playlist - 36 / LP Cuts - Yes / Oldies - 37% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - 6-10:00 a.m. Lee Nolan Show / Reports to: BG

WQPD/5000 Watts/813-682-3142**P.O. Bx 827, Lakeland, FLA 33802**

Owner - Hugh Holder / No. Emps - 12 / PD & MD - George McGovern (1½ yrs) / News Dir - Dave Wright (6 mos); Staff-2 / GM - Hugh Holder (5 yrs) / Playlist - 40-50 / LP Cuts - Yes / Oldies - 30% / Approach - Tight/Personality / Jingles - Pams / Synd - Pams / Automate - No / Interviews - Live or phone-in, 6 minutes only, afternoon drives / Reports to: KR

WQQT/1000 Watts/912-232-4182

110 E. Congress St., Savannah, GA

Owner - Robert Powers / No. Emps - 12 / PD & MD - Dennis Eversoll (3 yrs) / News Dir - Scott Seiden (2 yrs); Staff-3 / GM - Robert Powers (3 yrs) / Playlist - 70 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Pepper-Tanner / Synd - None / Automate - No / Interviews - Sun 10-11am Q-Point / Reports to: BG

WQQW/5000 Watts/203-753-2121

499 Boyden St, Waterbury, CONN 06704

Owner - Waterbury Radio, Inc / No. Emps - 17 / PD - Tom Coffey (2½ yrs) / MD - Steve Skipp (1½ yrs) / News Dir - Ken Main (1 yr); Staff-2½ / GM - Marshall Pite (2½ yrs) / Playlist - 40-45 / LP Cuts - Yes / Oldies - 7-8% / Approach - Personality / Jingles - Pams/Philly / Synd - Century 21 Nonstop / Automate - No / Interviews - Live or phone-in, late afternoons only

WQSM-FM/50,000 Watts/919-867-0121

P.O.Bx 35297, Fayetteville, N.C. 28303

Owner - Cape Fear Bdcstg. Co. / No. Emps - 32 / PD & MD - Robert Wayne Anderson (3 mos) / News Dir - Don Perkins (3 yrs); Staff-3 / GM - Paul Michels (3 yrs) / Playlist - 30-35 / LP Cuts - Yes / Oldies - 15-20% / Approach - Tight / Jingles - Wm. B. Tanner, Accapellas / Synd - Am Top 40 / Automate - No / Reports to: KR

WQSN/1000 & 250 Watts/803-722-2652

42 Tenth Ave., Charleston, S.C. 29402

Owner - LowCountry Bdcstg., Inc. / No. Emps - 11 / PD - Jim Faucette (2½ yrs) / MD - Randy Scott (1 yr) / GM - Douglas R. Clements (8 yrs) / Playlist - Varies / LP Cuts - No / Oldies - 40% / Approach - Tight / Jingles - Good Am. Country / Synd - None / Automate - Continuously / Interviews - Occasionally taped

WQSR-FM/100,000 Watts/813-366-0424

P.O.Bx 7700, St. Petersburg, FLA 33578

Owner - Sarasota Radio Co / No. Emps - 18 / PD - Mark Beltaire (2½ yrs) / MD - Steve Huntington (1 yr) / News Dir - Norm Hale (1 yr); Staff-2 / GM - Edward A. (Ted) Rogers (3 yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 50% / Approach - Tight/Personality / Jingles - None / Synd - King Biscuit Flower Hour, Live at the Agora, Crowdaddy Radio, BBC, London Wavelength, etc. / Automate - No /

WQYK-FM/100,000 Watts/813-223-2584

P.O.Bx 1274, Tampa, FLA

Owner - Suncoast Radio, Inc / PD & MD - Jim Maloy / News Dir - Don Beckman / GM - Robert Roland / Playlist - 55 / LP Cuts - Occasionally / Oldies - 20-25% / Approach - Tight / Jingles - None / Synd - None / Automate - No

WQXI AM-FM/5,000 Watts/404-261-2970

3340 Peachtree Rd. N.W., Atlanta

Owner - Jefferson-Pilot / No. Emps - 55 / PD - Jack FitzGerald (3 mos.) / MD - Rheet Walker (8 mos.) / News Dir - David Collin (1½ yrs); Staff-8 / GM - Jerry Blum (14 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - Jams / Synd. - Dr. Demento / Automate - No / Interviews - At random / Reports to: KR, RR, CB

WRAW/1000 Watts/215-376-7173

19 N 5th St, Reading, PA 19601

Owner - Rust Comm, Inc / No. Emps - 22 / PD & MD - Doug Weldon (5 yrs) / News Dir - Don Greth (2½ yrs), Staff-3 / GM - Ben Varishone (10 yrs) / Playlist - 47 / LP Cuts - Occasionally / Oldies - 40% / Approach - Personality / Jingles - Pams / Synd - None / Automate - No / Interviews - Occasionally if artist in area

WRBD/5000 Watts/305-731-4800

4431 Rock Island Rd., Ft. Laud. FLA 33319

Owner - Donald J. Owlder / No. Emps - 28 / Operations - Joe Fisher (11 yrs) / MD - McKinley Willaims (9 yrs) & News Staff-1 / GM - Michael N. Korman (11 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Tanner-Super O / Synd - None / Automate - No / Interviews - Occasional short interviews / Reports to: RR

WRBN-FM/3000 Watts/912-922-2222;

P.O. Drawer AB, Warner Robins, GA 31093

Owner - WRBN, Inc. / No. Emps - 11 / PD - Ric Sebastian / MD - Danny Summers (New) / GM - John Lynn (6 yrs) / Playlist - 38 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - Wm. Tanner / Synd - Rec Rep, HB, King Biscuit, Rock Around the World / Automate - No / Interviews - Artists appear as DJ's / Reports to: BG

WRBQ/100,000 Watts/813-879-1420

5510 Gray St, Tampa, FLA 33609

Owner - Southern Bdcstg / No. Emps - 20 / PD & MD - Bill Garcia (2½ yrs) / News Dir - Jon Powers (2½ yrs); Staff-3 / GM - Peter Schulte (2½ yrs) / Playlist - 28 / LP Cuts - Rarely / Oldies - 33% / Approach - Tight / Jingles - Tanner Shotgun / Synd - Nat'l Album Countdown / Automate - No / Interviews - Top artists only

WREN/5000 Watts/913-232-0505

Box 1280, Topeka, KS 66601

Owner - Alf M. Landon / No. Emps - 25 / PD - Steve Southerland (4 yrs) / MD - Frank Edwards (2 yrs) / News Dir - Tom Taylor (2 yrs); Staff-4 / GM - Russ Gibson (2 yrs) / Playlist - 55-60 / LP Cuts - Yes / Oldies - 2 per hr / Approach - Personality / Jingles - None / Synd - None / Automate - No / Interviews - Anytime

WRIF/27,000 Watts/313-444-1010

20777 W. Ten Mile Rd., Detroit, MI

Owner - ABC / PD - Tom Bender (3 mos) / MD - Gloria Johnson (3 yrs) / News Dir - Tom Bender; Staff-2 / GM - Jack Minkow / Playlist - Mostly LP's / Approach - Tight / Jingles - None / Synd - Innerview / Automate - No / Interviews - Occasionally

WRKO/50,000 Watts/617-742-9000

Government Center, Boston 02114

Owner - RKO General / No Emps - 56 / PD - J.J. Jordan (1 yr) / MD - Christy Wright (3 yrs) / News Dir - Roger Allan (16 yrs); Staff-4 / GM - Jack Hobbs (2½ yrs) / Playlist - 30 / LP Cuts - Rarely / Oldies - 15% / Approach - Tight / Jingles - TM / Synd - RKO Special of the Month / Automate - No / Interviews - Occasionally / Reports to: BG, KR, RR

WRKT-AM/5000 Watts/305-632-1300

Box 3845, Cocoa, FL 32922

Owner - Chester E. Pike, Jr. / PD - Jack Gregory (3 mos) / MD - Michael W. Cowe (6 mos) / News Dir - Gary Henderson (2 yrs); Staff-2 / GM - Chester E. Pike, Jr. (6 yrs) / Playlist - 45 / LP Cuts - Occasionally / Oldies - 25% / Approach - Tight / Jingles - None / Synd - HB / Interviews - Occasionally / Reports to: BG, KR

WRMA/1000 Watts/205-264-6449

Box 8147, Montgomery, AL 36110

Owner - Gemini Comm / No. Emps - 25 / PD & MD - Al Scott (3 yrs) / News Dir - Mike O'Neil (2 yrs); Staff-4 / GM - Bill Flemister (3 mos) / Playlist - 35 / LP Cuts - At nite / Oldies - 40% / Approach - Personality / Jingles - Jam / Synd - Wolfman / Automate - No

WRMF/10,000 Watts/305-267-2060

Box 1060, Titusville, FL

Owner - Fairbanks Bdcstg / No. Emps - 20 / PD - Larry Knight (2 yrs) / MD - Lou Josephs (3 yrs) / News Dir - Allen Moore (1 yr); Staff-3 / GM - R.L. Bright (18 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 45% / Approach - Personality / Jingles - Custom Heller / Synd - None / Automate - No / Interviews - 7-8am only

WROK/5000 Watts/815-399-2233

1100 Tamarack Lane, Rockford, IL 61125

Owner - Vernon A. Nolte / No. Emps - 35 / PD & MD - C. David Hamilton (3 yrs) / News Dir - Bill Phillips (3 yrs); Staff-5 / GM - Dave Salisbury (10 yrs) / Playlist - 25-35 / LP Cuts - Few / Oldies - 30% / Approach - Personality / Jingles - Pams / Synd - Casey Kasem Am Top 40, Nat'l Album Countdown / Automate - No / Interviews - If popular with Rockford listeners / Reports to: RR, BG

terly Report Radio Quarterly Report Radio Qua

WROV/1000 Watts/703-343-4447

15th St. & Cleveland Avenue, Roanoke, VA 24015

Owner - WROV Bdcstrs Inc. / No. Emps - 20 / PD - Bart Prater (4 yrs) / MD - David Levine (1 yr) / News Dir - Mark Fayburg (2½ yrs); Staff-3 / GM - Don Foutz (12 yrs) / Playlist - 38 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - Pams / Synd - Chicken Man, Record Report, News Blimps / Automate - No / Interviews - As arranged / Reports to: RR, KR

WROZ/1000 Watts/812-422-4171

P.O. Bx 139, Evansville, Indiana 45501

Owner - Fuqua Communications / No. Emps - 21 / PD - B. J. Hughes (2 yrs) / MD - Wayne Secrost (2 yrs) / News Dir - John Travis (1 yr); Staff-2 / GM - Wilbur J. Walker (13 yrs) / Playlist - 60 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - Modern Country / Synd - Ralph Emery / Automate - No / Interviews - Any convenient time for artist

WROQ-FM/100,000 Watts/704-392-6191

400 Radio Rd., Charlotte, N.C. 28216

Owner - SIS Radio, Inc. / No. Emps - 10 / PD & MD - Larry Sprinkle (3 yrs) / News Dir - John Kilgo (10 yrs); Staff-6 / GM - George Francis (5 yrs) / Playlist - 25 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - 10:00 a.m.-6:00 p.m. Wkdays, 6:00 a.m.-6:00 p.m. Sat., Noon-6:00 p.m. Sun. / Interviews - Taped for David Blue Show

WRPL-AM/1000 Watts/704-372-1540

1402 E. Morehead St., Charlotte, N.C. 28204

Owner - Risdon Lyons / No. Emps - 10 / PD & MD - Chris Hensley (1½ yrs) / News Dir - Barry Sidwell (1 yr); Staff-2 / GM - Albert Cafaro (2 yrs) / Playlist - 50-7- / LP Cuts - Exclusively / Oldies - 40% / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - No / Interviews - Occasionally

WRTA/1,000 Watts/814-943-6112

Box 272, Altoona, PA 16603

Owner - Altoona Trans-Audio Corp. / No Emps - 16 / PD - Tom Casey / MD - Don Girard / News Dir - Karl King (4 yrs) Staff - 2 / GM - Rod Wolf (18 yrs) / Playlist - 40 / LP Cuts - Yes / Oldies - over 50% / Approach - Personality / Jingles - Pepper Tanner (Shotgun Heaven) / Synd - None / Automate - No / Interviews - No Policy

WRUN/5000 Watts/315-736-5225

Thomas Rd, Oriskany, NY 13424

Owner - Woods Comm / PD - Don DeRosa (3 yrs) / MD - John Carucci (5 yrs) / News Dir - Gary Kennernect (4 yrs); Staff-3 / GM - John Sadowski (5 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 1% / Approach - Tight / Jingles - None / Synd - Hit Parade, etc. / Automate - WKGW-FM, 24 hrs

WRVQ/200,000 Watts/804-649-9151

Box 1394, Richmond, VA

Owner - Southern Bdcstg / No. Emps - 21 / PD - Bob McNeill (4 yrs) / MD - Scott Richards (3 yrs) / News Dir - Bob Walker (1 yr); Staff-3 / GM - Phil Goldman (4 yrs) / Playlist - 29-31 / LP Cuts - Yes / Oldies - 30-50% / Approach - Personality / Jingles - Sundance custom / Synd - King Biscuit, Am T 40, Nat'l LP Countdown / Automate - No / Interviews - Saturday AM newscasts

WRXL/140,000 Watts/804-282-9731

1700 Bethlehem Rd., Richmond, VA 23228

Owner - Wm. F. Rust / No. Emps - 8 / PD - Lee Rust (1 yr) / MD - Liz Underwood (30 yrs) / News Dir - Rod Segram (1½ yrs) / GM - John Langlois (1½ yrs) / Playlist - 20 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - Earth News, Radio Blimps / Automate - 24 hrs

WSAI/5000 Watts/513-251-5700

W. 8th & Matson Pl., Cincinnati, OH 45204

Owner - Combined Communications / No. Emps - 40 plus / PD - Robin Mitchell (3 yrs) / MD - Bob Goode (6 yrs) / News Dir - Joe Gillespe (3 yrs); Staff-5 / GM - John Bayliss (3 yrs) / Playlist - 20-30 / LP Cuts - Occasionally / Oldies - 30-50% / Approach - Personality / Jingles - TM / Synd - Am Top 40, National Album Countdown / Automate - No / Reports to KR, RR, BG

WSAK/5000 Watts/617-677-9477

P.O. Box 927, Fall River, MA 02722

Owner - Norman Knight / No. Emps - 20 / PD - Jack Michaels (2 yrs) / MD - Curt Hansen (2 yrs) / News Dir - Paul Douglas (6 mos); Staff-3 / GM - Gordon Reid (4 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 35% / Approach - Tight/Personality / Jingles - Music K, LS Pkg / Synd - Am Top 40 / Automate - No / Interviews - Short bits, live or phone-in, used for news or with music / Reports to: RR

WSAV/5000 Watts/912-236-0303

Box 2429, Savannah, GA 31404

Owner - WSAV, Inc. / No. Emps - 19 / PD - Ed Burchfield (9 mos) / MD - Jerry Katz (9 mos) / News Dir - Stan Bowman (5 yrs) / GM - Harbin Daniel (37 yrs) / Playlist - 40 / LP Cuts - 1 per hr / Oldies - 25% / Approach - Personality / Jingles - Cent 21 / Synd - None / Automate - No / Interviews - Anytime / Reports to: KR, RR, BG

WSB-AM/50,000 Watts/404-897-7500

1601 W. Peachtree, Atlanta

Owner - Cox Bdcstg. / No. Emps - 85 / PD - George Fisher / MD - Gene Christie / News Dir - Bob Kitchersid; Staff-12 / GM - Elmo Ellis / Playlist - 50% current / LP Cuts - Yes / Oldies - Yes / Approach - Tight / Jingles - Own / Synd - None / Automate - No / Reports to: RR

WSCR/1000 Watts/717-347-3388

1520 N Keyser Ave, Scranton, PENN 18508

Owner - Rice Comm / No. Emps - 16 / PD & MD - Vince Alberts (12 yrs) / News Dir & GM - Tom Rice (11 yrs) / Playlist - 40 / LP Cuts - / Oldies - 20% / Approach - Tight / Jingles - Custom / Synd - Great American Spirit, Hitbound, Record Reports / Automate - No / Interviews - Yes, occasionally

WSDM/6000 Watts/312-266-9600

875 N. Michigan Ave., Chicago 60601

Owner - Phil Chess / No. Emps - 20 / PD & MD - Burt Burdeen (11 yrs) / GM - Terry Chess (7½ yrs) / Playlist - 70-80 / LP Cuts - Yes / Oldies - 50% / Approach - Tight/Personality / Jingles - None / Synd - None / Automate - After 2:00 a.m. Wkdays, After Midnight Sat.

WSDS/500 Watts/313-484-1480

580 Clark Rd, Ann Arbor

Owner - Robert W. Coch / No Emps - 14 / PD - Dan Kelly (2½ yrs) / MD - Jack Wilkerson (9 yrs) / News Dir - Mike Lawrence (1 yr) / GM - Robert W. Coch (7 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 2 per hour / Approach - Personality / Jingles - Givine Sound / Synd - Country Crossroads / Automate - No

WSEN/3000 Watts/315-635-3971

Box 1050, Baldwinsville, NY 13027

Owner - Sentry Comm / No. Emps - 14 / PD - Lee Howard (1 yr) / MD - Kick Kuklinski (1 yr) / News Dir - Arnie Pugh (10 yrs); Staff-2 / GM - James Lowery (15 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 2% / Approach - Personality; Tight (nights) / Jingles - Gwainsound / Synd - Financial Page, Laramie, Country Crossroads, Am Challenge / Automate - No / Interviews - Sat nights when available

WSGA/1000 Watts/912-233-8807

Box 8247, Savannah, GA 31402

Owner - Albert Weis / No. Emps - 18 / PD - Jerry Rogers (6 yrs) / MD - Mac King (3 yrs) / News Dir - Dave Brannen (2 yrs) / GM - Jerry Rogers / Playlist - 30 / LP Cuts - At times / Oldies - 40% / Approach - Personality / Jingles - Wm. Tanner / Synd - Wolfman, Am T 40, Nat'l LP Countdown / Automate - No / Interviews - Anytime / Reports to: KR, RR, BG

WSGN/5000 Watts/205-322-3434

City Federal Bldg, PH, Birmingham, Ala.

Owner - Southern Bdcstg Co. / PD - Jan Jeffroes (1 yr) / MD - Bill Thomas (1 yr) / News Staff-5 / GM - Ben K. McKinnon / Playlist - 30 / LP Cuts - No / Oldies - 40% / Approach - Personality / Jingles - LS / Synd - Am T 40 / Automate - No / Interviews - PM drive / Reports to: KR

WSHE-FM/1000,000 Watts/305-581-1580

3000 S.W. 60th Ave., Ft. Laud., FLA 33314

Owner - Van Patrick Bdcstg. Inc. / No. Emps - 35 / PD & MD - Gary Granger (5 yrs) News Dir - Buzz Killman (2½ yrs); Staff-2 / GM - Gene Milner (10 yrs) / Playlist - Varies / LP Cuts - Yes / Approach - Tight / Personality / Jingles - None / Synd - None / Automate - Public Affairs Programming / Interviews - Seldom, Recorded

WSIX/5000 Watts/615-259-2200

441 Murfresboro Rd., Nashville, TN 37210

Owner - General Electric / No. Emps - 11 / PD - Don Sullivan (1½ yrs) / MD - Dick Downes (1 yr) / News Dir - Bill Ryan (4 mos); Staff-12 / GM - Jim Tandy (2 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 50-60% / Approach - Personality / Jingles - TM / Synd - Mystery Theatre, Big Bands are Back / Automate - No / Interviews - As features / Reports to: RR, BG

WSJS/5000 Watts/919-727-0060

875 W Fifth St, Winston-Salem, NC 27102

Owner - Summit Comm / No. Emps - 27 / PD - George Lee (5 mos) / MD - Kim Jones (1 yr) / News Dir - Wayne Willard (20 yrs); Staff-2 / GM - Richard Barron / Playlist - 40 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - TM Sound of Chicago and own / Synd - Hit-bound from Billboard, Bicent. Report, Record Report / Automate - No / Interviews - Concert appearing artists only, live or by phone

WSKY/1000 Watts/704-253-4451

Box 2956, N.W. Bank Bldg., Asheville 28002

News Dir - Ken Blackwell (8 yrs); Staff-2 / GM - Zeb Lee (29 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 2 per hour / Approach - Tight / Jingles - Tanner / Synd - None / Automate - No

WSLG/500 Watts/504-644-2191

P.O. Box 236, Gonzales, LA

Owner - R.E. Hook & Carl Sauceman / No. Emps - 9 / PD - Ted Sauceman (7½ yrs) / MD - Carl Sauceman (7½ yrs) / News Dir - Joe Galliety (1 yr) / GM - Carl Sauceman (7½ yrs) / Playlist - 100 / LP Cuts - Yes / Oldies - 1 per hour / Approach - Personality / Jingles - Pepper-Tanner / Synd - None / Automate - No / Interviews - As scheduled

WSLR/5000 Watts/216-535-6165

369 So. Portage Path, Akron 44320

Owner - Welcome Radio Inc. / No. Emps - 32 / PD - Jim Huitt (3½ yrs) / MD - Bob Fuller (1½ yrs) / News Dir - Tom Locicero (2½ yrs); Staff-4 / GM - Richard Luminello (10 yrs) / Playlist - 41 / LP Cuts - 5 to 8 / Oldies - 4 per hour / Approach - Tight / Jingles - Pepper Tanner / Synd - Nashville / Automate - No / Interviews - Anytime / Reports to: BG, CB

WSM-FM/100,000 Watts/615-749-2244

5700 Knob Rd., Nashville, TN 37202

Owner - Nat'l Life & Acc. Ins. Co. / No. Emps - 11 / PD & MD - John Young (1 yr) / News Dir - Al Voecks (8 yrs); Staff-7 / GM - Len Hensel (5 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - TM / Synd - None / Automate - All night / Interviews - None / Reports to: KR

WSOC/5000 Watts/704-372-0930

P.O.Bx 2536, Charlotte, N.C. 28201

Owner - Cox Bdcstg. Corp. / No. Emps - 30 / PD - Don Bell (7 mos) / MD - Skip Carney / News Dir - Cameron Keyser (4 mos); Staff-4½ / GM - Lee Morris (1½ yrs) / Playlist - 33 / LP Cuts - Occasionally / Oldies - 50% / Approach - Tight/Personality / Jingles - None / Synd - Bicent. Feature, American Idea / Automate - No / Interviews - Two-way talk show Hotline, Live guests

WSPR/5000 Watts/413-732-4182

63 Chestnut St., Springfield, MA 01103

Owner - A.C. Tindal & C. Solberg / No. Emps - 26 / PD & MD - Mike Connors (3 yrs) / News Dir - Sy Becker (10 yrs); Staff-5 / GM - Alan Tindal (40 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 67% / Approach - Personality / Jingles - TM / Synd - None / Automate - No

WSLQ/200,000 Watts/703-387-0234

Box 6002, Roanoke, VA 24017

Owner - Bass Bros. Telecasters / No. Emps - 9 / PD & MD - Rick Singer (3 yrs) / News Dir - John Witt (2 yrs); Staff-2 / GM - John Willett (5 yrs) / LP Cuts - Yes / Oldies - 40% / Jingles - None / Synd - Earth News, Inner View, Crawdaddy / Automate - 6am to 1 pm 7 days except Sat & Sun evenings / Interviews - Sat or Sun eves

WSSA/5000 Watts/404-361-8843

P.O. Box 752, Forrest Park, GA 30050

Owner - Atlanta Bdcstg. / PD & MD - Jay Beattie (1½ yrs) / News Dir - Marty Perry (6 mos); Staff-1 / GM - Van Temple (6 mos) / Playlist - 44 / LP Cuts - Yes / Oldies - 4 per hour / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Sunday AM; anytime

WSSB/1000 Watts/919-682-8109

1826 Nixon St., Durham, NC 17701

Owner - Woods Comm Corp. / No. Emps - 18 / PD & MD - J.J. Stevens (2 yrs) / News Dir - Bob Armstrong (2 yrs); Staff-2 / GM - John Woods / Playlist - 42 / LP Cuts - Yes / Oldies - 20% / Approach - Personality / Jingles - None / Synd - Mini-Dramas / Automate - No / Interviews - Weekend spots / Reports to: KR

WTAC/100,000 Watts/313-694-4146**P.O.Bx 600, Flint, Mich. 48501**

Owner - Fuqua Communications / No. Emps - 20 / PD & MD - Peter C. Cavanaugh (6 yrs) / News Dir - Joe Franks (15 yrs); Staff-3 / GM - Bryce Cooke (2 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - TM, Shockswave / Synd - Earth News, etc. / Automate - No

WTAE AM-FM/5000 & 50,000 Watts/412-242-4300**400 Ardmore Blvd, Pitts, PA 15230**

Owner - Hearst Corp / No. Emps - 44 / PD - Atkins Handles / MD - Chuck Brinkman (3½ yrs) / News Dir - Atkins Handles; Staff-6 / GM - Ted Atkins (3 yrs) / Playlist - 35 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - TM You Pkg / Synd - Blore's Mini-Dramas, Wolfman Jack (summer only) / Automate - FM totally when not simulcast / Reports to: KR, RR, BG

WTAR/5000 Watts/804-446-2600**720 Boush St, Norfolk, VA 23510**

Owner - Landmark Comm / No. Emps - 30 / PD - Dick Lamb (4 yrs) / MD - Tom Looney (10 yrs) / News Dir - Bill Leslie (1 yr); Staff-5 / GM - Larry Saunders (15 yrs) / Playlist - 45 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Tanner / Synd - Barry Farber Show, Great Am Birthday Party / Automate - No / Interviews - Anytime but brief

WTLB/1000 Watts/315-797-1330**P.O.Bx 781, Utica, NY 13503**

Owner - WTLB, Inc / No. Emps - 25 / PD - Art Levy (3 yrs) / MD - Jim Reitz (4 yrs) / News Dir - Brian Whittemore (8 yrs); Staff-3 / GM - Paul Dunn (8 yrs) / Playlist - 30 plus / LP Cuts - Occasionally / Oldies - 15-20% / Approach - Tight / Jingles - Joe Cuff Shotgun / Synd - Watermark's Am Top 40 / Automate - No / Interviews - Whenever possible / Reports to: BG

WTMA/5000 Watts/803-556-5660**P.O.Bx 10208, Charleston, S.C. 29411**

Owner - Chas. Comm. Corp. / No. Emps - 18 / PD & MD - Lee Richards (2½ yrs) / News Dir - Al Kamhi (2 yrs); Staff-2 full-1 part-time / GM - John Trenton (10 yrs) / Playlist - 28-31 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - TM Phase II / Synd - AT 40 / Automate - No / Interviews - Whenever possible

WTMJ/5000 Watts/414-332-9611**720 E. Capitol Dr., Milwaukee, WI 53201**

Owner - WTMJ, Inc. / No. Emps - 50 / PD & MD - Jack Lee (5½ yrs) / News Dir - Don Loose (10 yrs) / GM - Bill Haig (12 yrs) / Playlist - 50-75 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: BG

WTMP/5000 Watts/813-626-4108**P.O. Bx 1101, Tampa, FLA 33601**

Owner - Gulf South Comm / No. Emps - 14 / PD & MD - Jerry Walker (1 yr) / News Dir - Rosemary Williams (3 yrs); Staff-1 / GM - Charles Gilbert (1 yr) / Playlist - 50 / LP Cuts - Yes / Approach - Tight/Personality / Jingles - Senergy from TM, Dallas / Synd - Carl Rowan Report / Automate - No

WTOB/5000 Watts/919-723-4353**P.O. Bx 5129, Winston-Salem, NC 27106**

Owner - Woods Comm Corp / No. Emps - 35 / PD - Jimmy Dean (1 mo) / MD - Robert Page (6 mos) / News Dir - Keith Young (1 yr); Staff-4 / GM - John Woods (3 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 20-45% / Approach - Personality/Tight / Jingles - None / Synd - Chuck Blore's Mini-Dramas / Automate - No / Interviews - Whenever possible

WTRU/5000 Watts/616-733-2126**P.O. Bx 4305, Muskegon Hts, MICH 49442**

Owner - Regional Bdcstg / No. Emps - 22 / PD & MD - Jon London (2 yrs) / News Dir - Bill Trap (18 yrs); Staff-3 / GM - Fred Tascone (15 yrs) / Playlist - 35 / LP Cuts - Occasionally / Oldies - 35% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR, BG

WTRX-AM/5000 Watts/313-743-1150**P.O. Bx 1330, Flint, Mich. 48501**

Owner - Mid-America Media / No. Emps - 15 full-5 part-time / PD & MD - Mike Anderson (1 mo) / News Dir - Art Reid (2 yrs); Staff-2 full-1 part-time / GM - C. K. Froosaam (4 mos) / Playlist - 40-45 / LP Cuts - Occasionally / Oldies - 30% 5-7:00 a.m., 50% Mid-night-5:00 a.m. / Approach - Personality / Jingles - Gwinn Sound / Synd - None / Automate - No / Interviews - Occasionally / Reports to: RR, BG

WTRY/5000 Watts/518-274-4100**92 4th St., Troy NY**

Owner - Scott Bdcstg / PD - Dan Martin (3 yrs) / MD - Jeff Ryan (3 mos) / News Dir - Don Fields (2 yrs); Staff-3 / GM - Dick Vassana (14 yrs) / Playlist - 33 / LP Cuts - After midnight / Oldies - 30-40% / Approach - Tight / Jingles - Jams / Synd - Am T 40 / Automate - No / Interviews - Groups appearing in concert / Reports to: KR

WTVN/5000 Watts/614-224-1271**42 E. Gay St., Columbus, OH 43215**

Owner - Taft Bdcstg. / No. Emps - 35 / PD - John Potter (6 mos) / MD - Vance Dillard (6 mos) / News Dir - Bill Patterson (13 yrs); Staff-5 / GM - Jim Pidcock (1 mo) / Playlist - 30-50 / LP Cuts - Few / Oldies - Varies / Approach - Personality / Jingles - TM / Synd - TM Spirit of America / Automate - No / Interviews - Very little

WUBE AM-FM/11,000 Watts/513-621-6960

P.O.Bx 1232, Cincinnati, OH 45201

Owner - Kaye - Smith Radio / No. Emps - 30 / PD - Johnny Bridges (6 mos) / MD - Larry "B" (5 yrs) / News Dir - Doug Anthony (2 mos); Staff-2 / GM - Verl Wheelour (1 yr) / Playlist - 40 / LP Cuts - No / Oldies - 4 per hr / Approach - Personality / Jingles - Pams, Omni / Synd - Crossroads, etc. / Automate - a.m.-line day, 7-12 Mid. / Interviews - Whenever possible / Reports to: RR, BG

WUNI/5000 Watts/205-438-4514

1257 Springhill Ave., Mobile, AL 36604

Owner - Kirk Bdcstg / No. Emps - 22 / PD - Mike Malone (11 yrs) / MD - Johnny Barr (6 yrs) / News Dir - Dave Turner (3 yrs); Staff-3 / GM - Don Reich (11 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 4 per hr / Approach - Personality / Jingles - Tanner / Synd - None / Automate - No / Interviews - Not usually / Reports to: RR

WVAF/50,000 Watts/304-925-7829

4110 Mackorkle Ave., Charleston, W.VA.

Owner - Capitol Bdcstg. / No. Emps - 15 / PD & MD - Tom Owens (1 yr) / News Dir - Bob Casto (3 yrs); Staff-2 / GM - George Assaley (1 yr) / Playlist - Top 35 LP's / Oldies - 40% / Approach - Tight / Jingles - None / Synd - King Biscuit Flower Hour, BBC Presents, Daily Planet / Automate - No / Interviews - Depends on availability / Reports to:

WVAN/5,000 Watts/814-944-9456

2727 West Albert Drive, Altoona, PA 16602

Owner - Blair County Bdcstg. / No Emps - 18 / PD - Roger Corey (6 mo) / MD - George Maifair (18 mo) / News Dir - Tom Riley / Staff - 4 / GM - Bob Abernethy (18 mo) / Playlist - 50 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - William B. Tanner (Music Radio) / Synd - Watermark's American Top 40 / Automate - No / Interviews - Yes

WVIC/1000 Watts/517-487-5986

2517 E. Mt. Hope, Lansing, Mich. 48910

Owner - James Morse / No. Emps - 30 / PD - Jim St. John (5 yrs) / MD - Steve Schram (1½ yrs) / News Dir - Chris McClure (6 yrs); Staff-5 / GM - Joe D. Buys (7 yrs) / Playlist - 40 / LP Cuts - 10:00 p.m.-6:00 a.m. / Oldies - 25% / Approach - Tight/Personality / Jingles - Tanner / Synd - BBC Rock, King Biscuit, Rock Around the World, etc. / Automate - No / Interviews - Sometimes

WVKO/1000 Watts/614-451-2191

4401 Carriage Hill Lane, Columbus, OH 43220

Owner - Skyway Broadcast / No. Emps - 27 / Operations & MD - Bill Moon (1½ yrs) / News Dir - Mike Hudson (8 mos); Staff-3 / GM - Bert-ram Charles (27 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - Wkends only / Approach - Tight / Jingles - Own / Synd - None / Automate - No / Interviews - Public affairs

WVLK/5000 Watts/606-254-1151

Box 1559, Lexington, KY 40507

Owner - Bluegrass Bdcstg / No. Emps - 36 / PD & MD - Jim Jordan (5 yrs) / News Dir - Tom McCarthy (1 yr); Staff-6 / GM - Ralph Hacker (1 yr) / Playlist - 30 / LP Cuts - Nites / Oldies - 30% / Approach - Personality / Jingles - Tanner / Synd - Dick Clark, Earl Nitingale, Ralph Emery / Automate - No / Interviews - Anytime / Reports to: RR, KR, BG

WVON/5000 Watts/312-847-2600

3350 S. Kedzie Ave., Chicago 60623

Owner - Globetrotter / No. Emps - 45 / PD - Walt Love (3 wks) / MD - E. Rodney Jones (14 yrs) / News Staff-4 / GM - Bernadine C. Washington (1 yr) / Playlist - 28 / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - None / Automate - No

WVOV/10,000 Watts/205-859-2441

P.O.Box 5188, Huntsville, AL 35805

Owner - Powell Bdcstg Co Inc / PD - Chris Tyler (2½ yrs) / MO - John Wise (9 mos) / GM - Ed Powell (2 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 35% / Approach - Tight/Personality / Jingles - TM Phase II / Synd - None / Automate - No / Reports to: BG

WWBC/1000 Watts/305-632-1510

Box 493, Cocoa, FL 32922

Owner - Astro Ent. Inc. / No. Emps - 7 / PD - Stan Anderson (15 yrs) / MD - Dusty Shaw (11 yrs) / News Dir - John Fox (15 yrs); Staff-1 / GM - Ray Kassis (1 yr) / Playlist - 45 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - Topgun, Goodlife / Synd - None / Automate - No / Interviews - 1:30 pm

WWCK/3000 Watts/313-744-1570

3217 Lapeer St, Flint, MICH 48503

Owner - Gencom Corp / No. Emps - 22 / PD - Charlie Cohn (8 mos) / MD - Chris McCabe (8 mos) / News Dir - Dave Leyton (8 mos) / GM - Charlie Cohn (8 mos) / Playlist - 30-45 / LP Cuts - Yes / Oldies - 50% / Approach - Tight / Jingles - None / Synd - King Biscuit, Innerview / Automate - No / Interviews - Live when advisable

WWCK-FM/3000 Watts/313-744-1055

3217 LaPeen St., Flint, Mich. 48503

Owner - Gencon / No. Emps - 22 / PD & MD - Chris McCabe (1 yr) / News Dir - Dave Layton (1 yr); Staff-2 / GM - Jack Linn (1 yr) / Playlist - Varies / LP Cuts - Yes / Approach - Tight / Jingles - None / Synd - King Biscuit / Automate - No / Reports to: RR

WWCO/1000 Watts/203-758-2468

Box 2777, Waterbury, CT 06720

Owner - Winnipeg Corp. / No. Emps - 15 / PD - Joe McCoy (1 yr) / MD - Danny Lyons (9 mos) / News Dir - Steve Thomas (3 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 30-45% / Approach - Personality / Jingles - Pepper-Tanner / Synd - Record Report, Programme Shoppe / Automate - No / Interviews - Included in Magic Concert at midnight

WWDC AM-FM/5000 & 50,000 Watts/202-457-5220

1150 Connecticut Ave, Washington, D.C.

Owner - Capitol Bdcstg Co / No. Emps - 50 plus / PD & MD - Dwight Douglas (4 mos) / News Dir - Ross Simms (2 mos); Staff-2½ / GM - Mort Bender (6 mos) / Playlist - AM-25, FM-Varies / LP Cuts - AM-No, FM-Yes / Oldies - AM-50%, FM-30% / Approach - AM-Personality, FM-Tight / Jingles - None / Synd - None / Automate - No / Interviews - AM-FM, Popular artists only / FM Reports to: RR

WWOK/5000 Watts/305-856-1260

1699 Coral Way, Miami, FL 33145

Owner - Mission Bdcstg Co. / PD - Ted Cramer (2½ yrs) / MD - Ron Tatar (2 yrs) / News Dir - Jack McCoy (2 yrs); Staff-2 / GM - Cy Russell (6 yrs) / Playlist - 30 / LP Cuts - No / Oldies - 50% / Approach - Personality / Jingles - OK Country (Tanner) / Synd - None / Automate - No / Interviews - Short; major artists only / Reports to: RR, BG

WWOL AM-FM/1000 & 50,000 Watts/716-854-1120

Hotel Lafayette, Buffalo, NY

Owner - Rustcraft Bdcstg / PD & MD - David R. Snow (2 yrs) / News Dir - Tom Hill (3 yrs); Staff-1 / GM - Michael Plumstead (5 mos) / Playlist - 50 / LP Cuts - Yes / Oldies - 30% / Approach - Tight / Jingles - Tanner / Synd - None / Automate - No / Interviews - No artist interviews

WWRL/5000 Watts/212-335-1600

41-30 58th St., Woodside, NY 11377

Owner - Sonderling Bdcstg / No. Emps - 38 / PD - Sonny Taylor (1½ yrs) / MD - Gerry Shannon (1½ yrs) / News Dir - Dick London (10 yrs); Staff-4 / GM - Mark Olds (8 yrs) / Playlist - 24 / LP Cuts - 8-10 / Oldies - 2-3 an hr / Approach - Tight / Jingles - Pams / Synd - None / Automate - No / Interviews - Talk show / Reports to: KR, BG

Tight / Jingles - TM, Sound of Chicago, 6-Pak Summer Set / Synd - A.T. 40, Hitbound, Dick Clark, etc. / Automate - Not on a.m. / Interviews - Daily 12:45-1:30 p.m.

WWWD/1000 Watts/518-370-5386

Schenectady, NY

Owner - Walvon Comm Inc. / PD - Lee Sommers (New) / MD - Jim Walsh / News Dir - Low Tinney; Staff-2 / GM - W. Musser (5 yrs) / Playlist - 50 / LP Cuts - No / Oldies - 45% / Approach - Personality / Jingles - Pams / Synd - Audio Video Prmg, Robt W. Morgan / Automate - No / Interviews - Anytime / Reports to: KR

WWWM/27,000 Watts/216-781-1100

Park Centre, Cleveland, OH 44114

Owner - Ohio Comm. Inc. / No. Emps - 15 / PD - Eric Sterns (1½ yrs) / GM - Jim Ambrescia / Playlist - 38-42 / LP Cuts - Yes / Oldies - 40% / Approach - Personality / Jingles - None / Synd - None / Automate - No / Reports to: RR

WWWW-FM/61,000 Watts/313-259-4323

2930 E. Jefferson, Detroit, MI 48207

Owner - Starr Bdcstg / No. Emps - 20 / PD - Jerry Lubin (2 yrs) / MD - Karen Savelly (3½ yrs) / News Dir - Carmen Harlan (1 yr); Staff-1 / GM - Bart Walsh (3½ yrs) / Playlist - Current LP's / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Generally none / Reports to: KR, RR

WXCL/1000 Watts/309-685-5975

3641 Meadow Brook Rd, Peoria, IL 61604

Owner - Peoria Valley Bdcstg / No. Emps - 25 / PD & MD - Lee Ranson (10 yrs) / News Dir - Bill Marlowe (9 yrs); Staff-5 / GM - Syl Binkin (10 yrs) / Playlist - 65 / LP Cuts - Yes / Oldies - 33% / Approach - Personality / Jingles - Wm B. Tanner, Am Country / Synd - Ralph Emory / Automate - Midnight-5:00 a.m.

WXLO (99-X)/5400 Watts/212-764-7000

1440 Broadway, NY, NY

Owner - RKO General / No. Emps - 77 / PD - Lee Douglas (6 mos) / MD - Floria Ehrenfeld (1 yr) / News Dir - Ed Lewis (1 yr) / GM - Rick Devlin (1½ yrs) / Playlist - 20 / LP Cuts - Limited / Approach - Tight / Jingles - Various / Synd - Special of the Month / Interviews - As arranged / Reports to: KR, RR

WXRT-FM/50,000 Watts/312-777-1700

4949 W. Belmont, Chicago

Owner - WSBC, Inc. / PD - John Platt (3½ yrs) / MD - Bob Shulman (3 yrs) / News Dir - Linda Brill (6 mos) / GM - Daniel Lee (10 yrs) / Sales Manager - Seth Mason (3 yrs) / Playlist - 100 / LP Cuts - Yes / Approach - Personality / Jingles - None / Synd - King Biscuit, BBC Rock Hour / Automate - No / Interviews - Taped / Reports to: RR, KR

WXVI/1000 Watts/205-263-3459

211 Dexter Ave., Montgomery, AL 36104

Owner - Brothers Bdcstg / No. Emps - 12 / PD, MD & News Dir - Lynn Reeves (1 yr); News Staff - 2 / GM - Hollis Carlton

WXYZ/5000 Watts/313-444-1111

20777 W. Ten-Mile Rd., Southfield, MI 48075

Owner - ABC / No. Emps - 60 / Operations & MD - Joe Bacarella (10 yrs) / News Dir - Don Patrick (6 yrs); Staff-8 / GM - Charles D. Fritz (13 yrs) / Playlist - 16 / LP Cuts - No / Oldies - 60% / Approach - Personality / Jingles - TM / Synd - None / Automate - No / Interviews - Occasionally / Reports to: RR

WYDE/50,000 Watts/205-322-4511

2112 11th Ave. So., Birmingham, Ala. 35205

Owner - Columbia Pictures Industries / PD & MD - Johnny Groy (11 yrs) / News Dir - Robert Harper (4 yrs); Staff-4 / GM - Wynn Alby (15 yrs) / Playlist - 50 / LP Cuts - Yes / Oldies - 25% / Approach - Personality / Jingles - Audio Sellers / Synd - None / Automate - No / Interviews - Anytime

WYFE/815-877-6064

1901 Show Rd, Rockford, IL 61111

Owner - Midwest Family / No. Emps - 20 / PD - Nick Owen (6 mos) / GM - Tom Kushak (3 yrs) / Playlist - 100% LP's / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - Midnight Feature

WYFM/26,000 Watts/216-534-2316

2030 Pine Hollow Blvd., Youngstown, OH

Owner - Sharon Bdcstg / No. Emps - 30 / PD & MD - Jack Taylor (2 yrs) / News Dir - Tom McCarthy (2 yrs); Staff-3 / GM - Joseph Dobosh (12 yrs) / Playlist - 25 / LP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - None / Synd - Wolfman / Automate - No / Interviews - None / Reports to: BG

WYNE/1000 Watts/414-739-1158

P.O. Box 92, Appleton, Wisc.

Owner - Total Radio / No. Emps - 14 / PD - Scott Walker (4 yrs) / MD - Charlie Bennett (2 yrs) / News Dir - Jay Bell (8 mos.); Staff-2 / GM - Terry Strobe (1 yr) / Playlist - 25 / KP Cuts - No / Oldies - 50% / Approach - Tight / Jingles - Sundance / Synd - Wolfman, Record Report, BB HB / Automate - No / Interviews - Robt. W. Morgan twice daily

WYOU/10,000 Watts/813-253-6071

13333 Cass St, Tampa, FLA 33606

Owner - WYOU, Inc / PD & MD - Ed Ripley (6 mos) / President & Gen. Mgr. - Art Reuben / Station Mgr. - Bill Polk (10 yrs) / Playlist - 30 / LP Cuts - Yes / Oldies - 33% / Approach - Tight / Jingles - None / Synd - None / Automate - No

WYRE/250 Watts/301-263-9211

P.O.Box 1551, Annapolis, MD 21404

Owner - Syd Abel / No. Emps - 21 / PD - Casey Michaels (1 yr) / MD - Joe Pachino (6 mos) / News Dir - Alan Schlosburg (1 yr) / Staff-4 / GM - Sydney Abel (1 yr) / Playlist - 30 / LP Cuts - No / Oldies - 20-30% / Approach - Tight / Jingles - None / Synd - None / Automate - No

WYSL AM-FM/1000 & 50,000 Watts/716-885-1400

425 Franklin St., Buffalo, NY

Owner - Howard Communications / PD & MD - Harv Moore (1 yr) / GM - Robert Howard (1½ yrs) / Playlist - 22 / LP Cuts - 12 / Oldies - 45% / Approach - Personality / Jingles - Gwinsound / Synd - Am T 40 / Automate - No / Interviews - None

WYSP-FM/50,000 Watts/215-TE9-ROCK

One Bala Cynwyd Plaza, Ste. 424, Bala Cynwyd, PA 19004

Owner - SRJ Communications / No. Emps - 26 / PD & MD - Sonny Fox (8 mos) / GM - Frank X. Feller (1 yr) / Playlist - 30-50 / LP Cuts - Yes / Oldies - 65% / Approach - Tight / Jingles - Own / Synd - Dr. Demento, Rock Around the World, etc. / Automate - No / Interviews - Live

WYXE/3000 Watts/608-837-8591

P.O. Box 3470, Madison, WI

Owner - Total Radio / PD - Wayne Anthony (3½ yrs) / MD - Steve Cooper (1 yr) / News Dir - Jim McBean (1 yr) / Staff-2 / GM - Melvin Ondre (4 yrs) / Playlist - 35 / LP Cuts - Yes / Oldies - 20% / Approach - Tight / Jingles - None / Synd - Earth News, Hot News / Automate - No / Interviews - Occasionally / Reports to: RR

WYZE/5000 Watts/404-351-7664

1900 Emery, Atlanta, GA 30318

Owner - WYZE, Inc. / No. Emps - 15 / PD & MD - Dan Dunnigan (1 yr) / News Dir - Buzz Weiss (4 yrs) / GM - Steve Wyman (6 mos) / Playlist - Solid Gold / Approach - Tight / Jingles - Gwinsound / Synd - None / Automate - No / Interviews - Anytime

WZZM-FM/50,000 Watts/616-364-9551

645 3 Mile Road N.W., Grand Rapids, Mich. 49501

Owner - West Michigan Telecasters Inc. / No. Emps - 20 / PD - Skip Essex (2 mos) / MD - Lee De Young (2 yrs) / News Dir - Jack Hogan (Many years); Staff-2 / GM - Bob Wohlfeil (1 yr) / Playlist - 30 / LP Cuts - Yes / Oldies - 35% / Approach - Personality / Jingles - You, TM / Synd - None / Automate - No / Reports to: RR, BG

WZNG/1000 Watts/813-299-1141

1505 Dundee Rd, Winter Haven, FLA 33880

Owner - Vantage Bdcstg Co / No. Emps - 13 / PD - Bob Ryan (3 yrs) / MD - Chuck Walker / News Dir - Ann Fields; Staff-2½ / GM - Dave Buerger / Playlist - 48 / LP Cuts - Yes / Oldies - 4 per hr / Approach - Tight / Jingles - Wm B. Tanner, Simple & Free / Synd - Am Challenge, Public Affairs / Automate - No / Interviews - Partyline, 10-11:00 a.m., Tuesdays only

WZUU/414-964-8300

520 W. Capitol Dr., Milwaukee, WI 53212

Owner - Malrite Corp. / No. Emps - 26 / PD - Chris Anthony (3 yrs) / MD - Dave Anthony (8 mos) / News Dir - David Haines (2 yrs); Staff-2 / GM - William Luchtman (7 yrs) / Playlist - 20 / LP Cuts - Yes / Oldies - 40% / Approach - Tight / Jingles - None / Synd - None / Automate - No / Interviews - AM drive & night / Reports to: KR, BG

Cont. from page 109

Sure TOP 40's are in a pressure packed arena which forces them to think of every way to beat the guy on the other side of town, but it's kind of amusing when they knock themselves out with research and then come on the air giving away thousands of dollars. I'm not knocking the giveaways. Hell, it brings points. No research will ever reveal that the general public dislikes money. But if I stood on a street-corner giving away thousand dollar bills I'd have the best ratings on that streetcorner if the guy across the street was only giving out C-Notes.

Then of course, there's the new deal wherein someone ties strings around your arms and plays records for you and some kind of electric sensor lie detector device decides your reaction to the record being played, and thereby the whole WORLD's reaction. Give us a break!

The day after Harry Truman was elected president in 1948, the

Chicago paper had a headline that said Dewey Wins. The polls were wrong. And the ratings can be wrong. And research can be wrong. AND all of it can be RIGHT...But, don't you think we're getting a little wacko, fellas?

As for me, excuse me while I turn on my radio to see if I can catch the Maxine Nightingale single I like so well. But I'll tell you one thing: If it comes on in the middle of a bottom of the hour 3 record sweep, and it's sandwiched between a slow-tempo male re-current and a mid-fifties female golden, I ain't gonna like it any more!...(that is, unless it's followed by a change in news from 32 after to 29½. THEN I'll still dig it).

THE MUSIC

The following is a list of all records placing in the Top 20 in the industries most important music trade periodicals. The number listed beside each record is **THE HIGHEST NUMBER** that record reached in the period from the first week in December '75 to the last week in May '76. You'll note we have included Billboard (BB), Cashbox (CB), Record World (RW), Radio & Records (RR), Bill Gavin Report (BG), Kal Rudman's Friday Morning Quarterback (KR) and Replay (RP). Each of these publications figures their charts in various areas, including sales, radio play and requests, etc. Replay Magazine reflects juke box play.

ALBUMS

	BB	CB	RW		BB	CB	RW
-A-B-				-E-F-G-			
AEROSMITH (CBS)				EAGLES (Asylum)			
Toys in the Attic	18	-	-	Their Greatest Hits	1	1	1
Aerosmith	-	-	20	One of These Nights	14	9	4
AMERICA (WB)				EARTH WIND & FIRE (CBS)			
History—America's Great-	3	2	2	Gratitude	1	1	1
est Hits				ELECTRIC LIGHT ORCHESTRA			
Hideaway	13	15	11	(UA)			
BACHMAN-TURNER OVERDRIVE				Face the Music	8	7	17
(Mercury)				FLEETWOOD MAC (WB)			
Head On	-	13	-	Fleetwood Mac	3	4	3
BAD COMPANY (Swan Song)				FRAMPTON, PETER (A&M)			
Run With the Pack	5	3	3	Frampton Comes Alive	1	1	1
BAY CITY ROLLERS (Arista)				GARFUNKEL, ART (CBS)			
Bay City Rollers	20	14	19	Breakaway	7	8	10
BEE GEES (RSO)				GAYE, MARVIN (Tamla)			
Main Course	14	18	14	I Want You	5	6	6
BENSON, GEORGE (WB)							
Breizin'	19	-	-	-H-I-J-			
BISHOP, ELVIN (Capricorn)				HAROLD MELVIN & the BLUE-			
Struttin' My Stuff	18	-	-	NOTES (Phil. Int'l.)			
BLACKBYRDS (Fantasy)				Wake Up Everybody	9	-	16
City Life	16	-	-	IAN, JANIS (CBS)			
BOWIE, DAVID (RCA)				Aftertones	12	16	18
Station to Station	3	4	6	JETHRO TULL (Chrysalis)			
BRASS CONSTRUCTION (UA)				M.U. The Best of Jethro	1	1	1
Brass Construction	10	12	15	Tull			
BROTHERS JOHNSON (A&M)				JEFFERSON STARSHIP (Grunt)			
Look Out For No. 1	10	16	-	Red Octopus	2	3	2
-C-D-				JOHN, ELTON (MCA)			
THE CAPTAIN & TENNILLE (A&M)				Rock of the Westies	3	1	3
Song of Joy	9	7	5	Here and There	6	-	7
CARMEN, ERIC (Arista)				Captain Fantastic & the	-	-	9
Eric Carmen	-	18	-	Brown Dirt Cowboy			
CHICAGO (CBS)				Greatest Hits	-	-	15
IX Chicago's Gr. Hits	1	1	1	-K-			
CROSBY, DAVID/GRAHAM NASH				KC & THE SUNSHINE BANK (TK)			
(ABC)				KC & the Sunshine Band	4	7	8
Wind On the Water	6	11	18	KING, CAROLE (Ode)			
DENVER, JOHN (RCA)				Thoroughbred	3	9	14
Windsong	3	2	3	KISS (Casablanca)			
Rocky Mtn. Christmas	14	9	7	Alive	9	9	9
DOOBIE BROTHERS (WB)				Destroyer	11	7	4
Takin' It to the Streets	8	9	9				
DYLAN, BOB (CBS)							
Desire	1	1	1				

-L-M-N-	BB	CB	RW
LED ZEPPELIN (Swan Song) Presence	1	1	1
LENNON, JOHN (Apple) Shaved Fish	12	19	-
LOGGINS & MESSINA (CBS) Native Son	16	20	-
MANILOW, BARRY (Arista) Tryin' to Get the Feelin'	5	6	8
McCALL, C.W. (MGM) Black Bear Road	12	12	8
MIDLER, BETTE (Atlantic) Songs for the New Depression	-	14	20
MITCHELL, JONI (Asylum) The Hissing of Summer Lawns	4	5	3
NAZARETH (A&M) Hair of the Dog	17	20	-
NEWTON-JOHN, OLIVIA Come On Over	13	15	7
Clearly Love	-	-	15

-O-P-Q-R-			
OHIO PLAYERS (Mercury) Honey	8	-	15
O'JAYS (Phil. Int'l.) Family Reunion	7	13	12
PARLIAMENT (Casablanca) Mothership Connection	15	-	-
PINK FLOYD (CBS) Wish You Were Here	15	5	11
QUEEN (Elektra) A Night at the Opera	4	5	8
REDDY, HELEN (Capitol) Helen Reddy's Gr. Hits	5	5	6
ROLLING STONES (Rolling Stones) Black and Blue	1	1	1
RONSTADT, LINDA (Asylum) Prisoner In Disguise	-	10	12
ROSS, DIANA (Motown) Mahogany/Orig. Sndtrk.	19	19	-
Diana Ross	8	12	17
RUFUS FEATURING CHAKA KHAN (ABC) Rufus Featuring Chaka Khan	7	13	10

-S-			
THE SALSOUL ORCHESTRA (Salsoul) The Salsoul Orchestra	14	-	-
SANTANA (CBS) Amigos	12	13	-

	BB	CB	RW
SCAGGS, BOZ (CBS) Silk Degrees	17	-	-
SEDAKA, NEIL (Rocket) The Hungry Years	16	-	-
SEALS & CROFTS (WB) Greatest Hits	11	10	6
SILVER CONVENTION (Midland Int'l.) Save Me	10	15	-
SIMON, CARLY (Elektra) The Best of Carly Simon	17	16	12
SIMON, PAUL (CBS) Still Crazy After All These Years	1	2	2
SKYNYRD LYNRD (MCA) Gimme Back My Bullets	20	20	-
SNOW, PHOBE (CBS) Second Childhood	13	17	17
STREISAND, BARBRA (CBS) Lazy Afternoon	12	18	-
SPINNERS (Atlantic) Spinners Live	20	-	-
SPRINGSTEEN, BRUCE (CBS) Born To Run	20	20	-
STAPLE SINGERS WITH CURTIS MAYFIELD (Curtom) Let's Do It Again (Orig. Sndtrk.)	20	-	-
STEVENS, CAT (A&M) Numbers	13	12	14
SUMMER, DONNA (Oasis) Love to Love You Baby	11	20	-

-T-U-V-W-X-Y-Z-			
TAYLOR, JOHNNIE (CBS) Eargasm	5	9	7
TROWER, ROBIN (Chrysalis) Live	10	13	-
WALSH, JOE (ABC) You Can't Argue With a Sick Mind	20	-	-
WASHINGTON, GROVER Jr. (Kudu) Feels So Good	10	-	20
WAYLON JENNINGS, WILLIE NELSON, JESSI COLTER, TOMPALL GLASER (RCA) The Outlaws	10	14	13
WHITE, BARRY (20th Century) Barry White's Gr. Hits	-	-	20
WHO (MCA) The Who By Numbers	8	18	-
WINGS (Capitol) Wings at the Sound of S	1	2	3
WRIGHT, GARY (WB) The Dream Weaver	7	9	11

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-J-K-L-

	BB	CB	RW	BG	RP	RR
JAMES, SONNY (CBS)						
The Prisoner's Song/Back In the Saddle Again	14	11	10	14	8	19
JENNINGS, WAYLON (RCA)						
Are You Sure Hank Done It This Way/Bob Wills Is Still the King			19		11	18
JONES, GEORGE (Epic)						
The Battle of LA COSTA (Capitol)	16	10	20			
Western Man	11	12	14	16		16
LEE, DICKEY (RCA)						
Angels, Roses and Rain	9	1	6	8	11	10
LEE, JONI (MCA)						
I'm Sorry Charlie	16	5	14	12	14	12
LYNN, LORETTA (MCA)						
When the Tingle Becomes a Chill	2	1	1	2	3	2
Red, White and Blue	20	20	20	18		19

-M-N-O-

	BB	CB	RW	BG	RP	RR
MANDRELL, BARBARA (ABC/Dot)						
Standing Room Only	5	4	6	6	9	8
McCALL, C.W. (MGM)						
Convoy	1	1	1	1	1	1
There Won't Be No Country Music (There Won't Be No Rock 'n Roll)	19	14	16		13	20
MEGGARD, CLEDUS (CBS)						
The White Knight	1	1	1	3	1	2
MICKEY GILLEY & BARBI BENTON (Playboy)						
Roll You Like a Wheel					19	
MILSAP, RONNIE (RCA)						
Just in Case	4	1	3	5	13	6
What Goes On When the Sun Goes Down	1	1	2	1	2	4
She Even Woke Me Up to Say Goodbye		12				
MURRAY, ANNE (Capitol)						
The Call	19		20	19	17	16
NELSON, WILLIE (CBS)						
Remember Me (When the Candelights Are Gleaming)	2	1	1	1	4	1
I'd Have To Be Crazy	18			15		15
Fire & Rain		18				
Blue Eyes Crying in the Rain				6		
NEWTON-JOHN, OLIVIA (MCA)						
Let It Shine	5	7	9	11	8	6
Come On Over	5	4	6	5	3	2
OVERSTREET, TOMMY (ABC/Dot)						
From Woman to Woman	16	8	15			16

-P-Q-

	BB	CB	RW	BG	RP	RR
PARTON, DOLLY (RCA)						
We Used To	9	4	5	10		12
Hey Lucky Lady	19	17				
PRESLEY, ELVIS (RCA)						
Hurt/For the Heart	7	10	7	5	5	4
PRIDE, CHARLEY (RCA)						
The Happiness of Having You	3	1	9	5	7	5
My Eyes Can Only See As Far As You	1	1	1	2	5	1

-R-

	BB	CB	RW	BG	RP	RR
RABBIT, EDDIE (Elektra)						
Drinkin' My Baby Off My Mind	1	1	1	2	1	1
RICH, CHARLIE (Epic)						
All Over Me	14	8	7			10
Since I Fell For You	10	8	11	13	10	
Now Everybody Knows (RCA)					20	
America the Beautiful						15
RICHARDS, SUE (ABC/Dot)						
Sweet Sensuous Feeling		16				
ROBBINS, MARTY (CBS)						
El Paso City	10	16	13	3	14	5
RODRIGUEZ, JOHNNY (Mercury)						
Love Put a Song in My Heart	1	1	1	6	6	6
I Couldn't Be Me Without You	3	3	1	5	10	5
ROGERS, KENNY						
Love Lifted Me	19	20	18			18
RONSTADT, LINDA (Elektra)						
Love Is a Rose	5	9				19
The Sweetest Gift/Tracks of My Tears	11	10	11	5	12	7
ROSS, CHARLIE (Big Tree)						
Without Your Love	13	13	15	12	12	9

-S-

	BB	CB	RW	BG	RP	RR
SHEPARD, T.G. (Melodyland)						
Motels and Memories	7	5	7	9	7	9
SMITH, CAL (MCA)						
Jason's Farm	12	7	10	11	6	11
Thunderstorms		19			19	
SMITH, CONNIE (CBS)						
('Til) I Kissed You	10	5	11	11	12	11
SMITH, SAMMI (Mega)						
Today I Started Loving You Again					10	
SPEARS, BILLIE JOE (UA)						
Silver Wings & Golden Rings	20	13	15	19	14	17
What I've Got in Mind	5	2	1	1	5	3
STAMPLEY, JOE (ABC/Dot)						
All These Things	17			12	17	13
Billy Get a Woman		20				
STARR, KENNY (MCA)						
The Blind Man in the Bleachers	2	2	1	3	5	2
Tonight I'll Face the Man Who Made It Happen		18				
STATLER BROTHERS (Mercury)						
Your Picture in the Paper	19			19		
STEAGALL, RED (ABC/Dot)						
Lone Star Beer and Bob Wills Music	11	8	9	12	10	14
STEVENS, CONNIE (CBS)						
Till I Kissed You					13	
STEWART, GARY (RCA)						
Flat Natural Born Good	20	17	20			
Timing Man						
Oh Sweet Temptation		17	19			
STREET, MEL (GRT)						
Lust Affair		14	19			
STUCKEY, NAT (MCA)						
Sun Coming Up	13	9	13	11	14	12

	BB	CB	RW	BG	RP	RR		BB	CB	RW	BG	RP	RR
-T-U-V-W-X-Y-Z-													
TILLIS, MEL (MGM)								WATSON, GENE (Capitol)					
Looking for Tomorrow	16	3	13	18	10	13	Where Love Begins	5	3	1	4	7	5
Mental Revenge	15	8	15	14	-	14	You Could Know as	10	7	7	9	13	12
TWITTY, CONWAY (MCA)							Much About a Stranger						
This Time I've Hurt Her	1	1	1	1	2	1	WAYLON JENNINGS & JESSIE COLTER (RCA)						
More Than She Loves Me							Suspicious Mind	11	-	20	17	4	18
After All the Good Is Gone	1	1	4	3	5	1	WAYLON and WILLIE (RCA)						
TUCKER, TANYA (MCA)							Good Hearted Woman	1	1	1	1	1	1
Don't Believe My Heart Can Stand Another You	4	1	4	3	5	1	WILKENS, LITTLE DAVID (MCA)						
You've Got Me to Hold On To	4	9	15	5	11	7	The Good Night Special	18	14	12	-	-	17
Greener Than the Grass San Antonio Stroll	-	16	20	-	-	-	WILLIAMS, DON (ABC/Dot)						
WALKER, BILLY (RCA)							'Till the Rivers All Run	1	1	1	1	3	1
Don't Stop in My World (If You Don't Mean to Stay)	19	14	-	-	11	-	Dry (Turn Out the Lights and) Love Me Tonight	-	-	-	-	13	-
							WILLIAMS, HANK JR. (MGM)						
							Stoned at the Jukebox	19	16	20	-	17	-
							WYNETTE, TAMMY (Epic)						
							Till I Can Make it On My Own	1	1	1	1	7	1
							I Still Believe in Fairy Tales	-	19	-	-	-	-
							YOUNG, FARON (Mercury)						
							Feel Again	16	-	17	-	-	-

BLACK

	BB	CB	RW	BG	RP	RR		BB	CB	RW	BG	RP	RR
-A-B-C-													
ANDREA TRUE CONNECTION (Buddah)							COSBY, BILL (Capitol)						
More More More	-	17	18	-	-	9	Yes, Yes, Yes	-	-	-	6	8	-
ARCHIE BELL & the DRELLS (Phil. Int'l.)							CROWN HEIGHTS AFFAIR (De-Lite)						
Let's Groove (Part 1)	7	6	4	11	6	20	Every Beat of my Heart	20	-	-	-	-	-
AVERAGE WHITE BAND (Atlantic)							Foxy Lady	-	-	-	19	-	-
School Boy Crush	-	-	-	-	15	-							
BLACKBYRDS (Fantasy)							-D-E-F-						
Happy Music	3	4	3	3	-	7	DAVIS, TYRONE (Dakar)						
BLAND, BOBBY (ABC)							Turning Point	1	1	1	1	2	4
Today I Started Loving You Again	-	-	-	-	18	15	DELLS (Mercury)						
BLOODSTONE (London)							We Got to Get Our Thing Together	17	20	-	-	-	-
Give Me Your Heart	18	19	-	-	-	-	DRAMATICS (ABC)						
Do You Wanna Do a Thing	19	-	-	-	-	-	You're Fooling You	10	16	12	8	8	-
BRASS CONSTRUCTION (UA)							EARTH WIND & FIRE (CBS)						
Movin'	1	3	3	3	4	8	Sing a Song	1	1	1	1	6	3
BROTHERS JOHNSON (A&M)							Can't Hide Love	11	12	19	-	13	9
I'll Be Good to You	4	5	10	2	4	6	EDDIE ORENNON & BBS UNLTD (Friends & Company)						
CHI-LITES (Brunswick)							Let's Do the Latin Hustle	-	-	20	-	-	-
The Devil Is Doing His Work	-	-	-	-	17	-	EXPRESS						
COLE, NATALIE (Capitol)							Close to You	-	-	-	19	-	-
Inseparable	1	1	7	3	3	12	FACTS OF LIFE (Kayrette)						
Sophisticated Lady	7	-	-	5	5	-	Caught in the Act	-	-	-	20	-	-
This Will Be	-	-	7	-	-	19	FAITH, HOPE & CHARITY (RCA)						
COMMODORES (Motown)							To Each His Own	-	19	14	-	-	-
Sweet Love	2	2	4	4	3	4	FATBACK BAND (Event)						
CONNORS, NORMAN (Buddah)													
Valentine Love	10	16	-	12	-	-							

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	BB	CB	RW	BG	RR	RP		BB	CB	RW	BG	RR	RP
Spanish Hustle	12	13	14	13	16	10							
FOUR TOPS (ABC)							-L-M-						
Stick Together	-	-	-	17	-	-	LaSALLE, DENISE (20th Cen./Westbound)	16	11	14	13	15	-
FRANKLIN, ARETHA (Atlantic)							Other						
You	15	-	-	18	15	-	LEWIS, RAMSEY (CBS)						
Something He Can Feel	-	-	-	17	10	-	Spider Man	-	-	-	14	-	-
							MANHATTANS (CBS)						
-G-H-							Kiss & Say Goodbye	1	1	1	1	1	8
GAYE, MARVIN (Tamla)							MARGIE JOSEPH & BLUE MAGIC (Atco)						
I Want You	1	4	8	4	3	5	What's Come Over Me	11	13	-	14	-	14
GENERAL JOHNSON (Arista)							Grateful	15	-	-	-	-	-
All in the Family	-	17	-	-	-	-	MASQUERADERS (ABC)						
GILSTRAP, JIM (Roxbury)							(Call Me) The Traveling	-	-	8	6	7	-
I'm On Fire	-	-	10	-	-	-	Man						
GLADYS KNIGHT & the PIPS (Buddah)							McCOO & DAVIS (ABC)						
Part Time Love	4	8	4	9	-	14	I Hope We Get to Love In	-	-	-	-	18	-
Make Yours a Happy	13	19	12	20	10	17	Time						
Home							McCOY, VAN (Avco)						
GREEN, AL (Hi)							Change With the Times	12	18	-	12	-	-
Full Of Fire	1	4	5	5	8	-	MCCRAE, GEORGE (TK)						
Let It Shine	20	-	-	-	19	-	Honey I	18	17	-	19	16	-
GRAHAM CENTRAL STATION (WB)							MAIN INGREDIENT (RCA)						
It's Alright	19	-	-	-	-	-	Shame On the World	20	-	-	14	19	-
The Jam	15	14	-	-	18	13	MIGHTY CLOUDS OF JOY (ABC)						
Love	-	-	-	-	19	-	Mighty High	15	-	17	17	18	-
HALL and OATES (RCA)							MILTON, LITTLE (Glades)						
Sara Smile	-	-	-	10	16	12	Friend of Mine	17	16	16	14	12	-
HAROLD MELVIN & the BLUENOTES (Phil. Int.)							MIRACLES (Tamla)						
Wake Up Everybody	1	1	9	3	12	6	Love Machine (Part 1)	5	1	3	7	7	4
Tell the World How I Feel	7	11	-	18	14	12	MONDAY AFTER (Buddah)						
About 'Cha Baby							Merry Go Round	20	-	-	-	-	-
HAYES, ISAAC (Hot Buttered Soul)							MOORE, DOROTHY (Malaco)						
Come Live With Me	20	-	-	-	-	-	Misty Blue	2	2	1	1	2	1
HAYWOOD, LEON (20th Century)							MOORE, MELBA (Buddah)						
I Wanna Do Something	-	-	16	-	-	12	This Is It	18	14	17	19	-	-
Just Your Fool	-	-	20	-	18	-	MUSCLE SHOALS HORNS (Bang)						
Stro Kin	-	-	-	13	-	-	Born to Get Down (Born	8	15	13	11	19	-
HOT CHOCOLATE (Big Tree)							to Mess Around)						
You Sexy Thing	6	8	9	4	16	3							
Don't Stop Now	-	-	-	-	-	20	-N-O-P-Q-						
HUTCH, WILLIE (Motown)							NIGHTINGALE, MAXINE (UA)						
Party Down	19	10	20	15	14	-	Right Back Where We	-	-	-	-	-	6
Love Power	-	-	16	-	-	-	Started From						
							O'JAYS (Phil. Int'l.)						
-I-J-K-							I Love Music (Pt. 1)	1	1	1	1	-	2
IMPRESSIONS (Curton)							Livin' for the Weekend/	1	2	9	5	2	5
Loving Power	11	19	11	16	-	-	Stairway to Heaven						
Same Thing it Took	-	17	11	-	-	-	OHIO PLAYERS (Mercury)						
ISLEY BROS. (T-Neck)							Love Rollercoaster	1	1	2	1	-	1
For the Love of You	10	5	12	-	-	11	Fopp	9	10	5	9	13	6
Who Loves You Better	14	18	-	8	8	15	PARLIAMENT (Casablanca)						
JACKSON, CHUCK (All Platinum)							Tear the Roof Off the	10	7	9	5	5	14
I'm Needing You	-	-	-	14	-	-	Sucker						
JACKSON, MILLIE (Spring)							P-Funk	-	-	4	9	-	-
Lovin' Arms	-	-	-	17	-	-	PAUL, BILLY (Phil. Int'l.)						
KC & the SUNSHINE BAND (TK)							Let's Make a Baby	18	10	-	7	11	7
That's the Way I Like It	5	2	1	1	-	1	PEOPLES CHOICE (TSOP)						
Queen of Clubs	-	-	-	-	-	13	Nursery Rhymes (Pt. 1)	-	15	16	-	-	-
KENDRICKS, EDDIE (Tamla)							Do it Any Way You	-	-	17	-	-	-
Happy	13	8	20	14	-	15	Wanna						
He's a Friend	2	3	3	2	2	8	THE POINTER SISTERS (Blue Thumb)						
KING, B.B. (ABC)							Going Down Slowly	16	-	-	-	-	16
When I'm Young	19	-	-	-	-	13							
KOOL & the GANG (De-Lite)							-R-						
Caribbean Festival	6	10	9	-	-	19	REYNOLDS, JEANNIE (Casablanca)						
Love and Understanding	8	13	12	14	15	-	Lay Some Lovin'	-	-	18	-	-	-

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	BB	CB	RW	BG	RR	PP
RHYTHM HERITAGE (ABC)						
Theme From SWAT	11	5	1	5	7	1
Barett's Theme: Keep Your Eye on the Sparrow	—	19	15	18	17	18
ROBINSON, SMOKEY (Motown)						
Open	12	20	12	15	16	—
Quiet Storm	—	—	14	—	—	—
The Agony & the Ecstasy	—	—	—	—	—	20
ROGERS, D.J. (RCA)						
Say You Love Me/Flip	—	—	—	20	20	—
ROSS, DIANA (Motown)						
Theme From Mahogany (Do You Know Where You're Going To)	14	9	3	9	—	6
Love Hangover	1	1	1	1	1	1
RUFFIN, DAVID (Motown)						
Walk Away From Love	1	1	1	2	14	2
Heavy Love	8	6	9	12	17	10
RUFUS featuring CHAKA KHAN (ABC)						
Sweet Thing	1	1	1	1	1	1
Dance Wit Me	5	6	7	10	8	7
-S-						
SAIN, OLIVER (A&R)						
Party Hearty	16	—	—	20	—	—
SAL SOUL ORCHESTRA (Salsoul)						
Tangerine	17	—	15	—	—	5
SILVER CONVENTION (Midland Int'l.)						
Fly, Robin, Fly	14	4	4	8	—	2
Get Up and Boogie	5	3	3	8	5	3
SIMON, JOE (Spring)						
I Need You, You Need Me	5	7	9	7	8	14
THE SOFTONES (Avco)						
That Old Black Magic	—	20	—	—	20	—
SOUL TRAIN GANG (Soul Train)						
Soul Train '75	9	12	12	—	—	16
SPECIAL DELIVERY (Mainstream)						
I Destroyed Your Love	—	—	—	20	11	—
The Lonely One	—	—	—	16	—	—
SPINNERS (Atlantic)						
Love Or Leave	8	8	13	11	11	10
They Just Can't Stop It	—	—	7	—	—	—
Games People Play	—	—	—	—	—	10
STAIRSTEPS (Darkhorse)						
From Us To You	10	12	10	11	10	—
STAPLE SINGERS (Curton)						
Let's Do It Again	1	1	2	2	—	1
New Orleans	4	5	9	6	6	7
STATON, CANDI (WB)						
Young Hearts Run Free	2	3	4	3	2	11
STREET PEOPLE (Vigor)						
You're My One Weakness	13	—	13	—	19	—
STUFF and RAMJETT (Chelsea)						
It's Been a Long Time	—	—	—	14	—	—
STYLISTICS (Avco)						
You Are Beautiful	17	—	12	—	17	9
Funky Weekend	—	—	—	—	—	19
SUMMER, DONNA (Oasis)						
Love to Love You Baby	3	1	1	8	13	1
Could It Be Magic	—	—	—	—	18	11
SYLVERS (Capitol)						
Boogie Fever	1	2	2	3	2	2

	BB	CB	RW	BG	RR	PP
TAYLOR, DEBBIE (Arista)						
I Don't Want to Leave You	—	—	—	19	—	—
TAYLOR, JOHNNIE (CBS)						
Disco Lady	1	1	1	1	1	1
TEMPTATIONS (Gordy)						
Keep Holding On	3	9	12	7	7	9
TRAMMPS (Buddah)						
Hold Back the Night	10	10	15	12	12	16
That's Where the Happy People Go	13	17	18	—	11	—
TYMES (RCA)						
It's Cool	3	10	6	4	3	12

-W-X-Y-Z-

WAR (UA)						
Low Rider	16	16	6	—	—	—
WARWICKE, DIONNE (WB)						
Once You Hit the Road	5	6	8	—	—	19
WHITE, BARRY (20th Century)						
Let the Music Play	4	7	11	5	6	7
You See the Trouble With Me	14	20	—	—	—	12
WILSON, AL (Playboy)						
I've Got a Feeling (We'll Be Seeing Each Other Again)	3	4	4	11	13	7
THE WING & PRAYER FIFE & DRUM CORPS. (Wing & Prayer) Atlantic						
Baby Face	—	—	—	—	—	11
WITHERS, BILL (CBS)						
Make Love to Your Mind	10	9	11	13	—	18
WOMACK, BOBBY (UA)						
Where There's a Will, There's a Way	13	—	—	—	—	—
Daylight	5	8	11	12	8	14
WRIGHT, BETTY (Alston)						
Slip and Do It	—	16	—	—	—	—

-T.U.V-

TAVARES (Capitol)						
Free Ride	8	19	19	—	—	17
The Love I Never Had	11	15	20	9	7	—

TOP FORTY

-A-B-	BB	CB	RW	BG	KR	RP	RR	BB	CB	RW	BG	KR	RP	RR
ABBA (Atlantic)														
I Do, I Do, I Do, I Do, I Do	15	19	-	19	10	13	17							
SOS	-	-	17	-	-	-	18							
AEROSMITH (CBS)														
Dream On	6	6	6	5	6	13	6							
ALBERT, MORRIS (RCA)														
Feelings	-	-	10	-	-	10	-							
AMERICA (WB)														
Today's the Day	-	-	-	-	16	-	-							
ANDREA TRUE CONNECTION (Buddah)														
Murc, More, More	17	14	15	16	15	-	17							
ANKA, PAUL (UA)														
Times of Your Life	7	17	-	-	-	15	-							
BAD COMPANY (Swan Song)														
Young Blood	20	-	-	-	-	-	-							
BAY CITY ROLLERS (Arista)														
Saturday Night	1	1	1	1	1	6	3							
Money Honey	9	7	10	12	8	4	8							
BEE GEES (RSO)														
Nights On Broadway	7	4	7	9	-	6	5							
Fanny (Be Tender With My Love)	12	9	19	8	6	9	8							
BELAMY BROTHERS (WB/Curb)														
Let Your Love Flow	1	1	4	2	1	1	3							
BISHOP, ELVIN (Capricorn)														
Fooped Around and Fell In Love	3	3	3	3	4	2	3							
BLACK BYRDS (Fantasy)														
Happy Music	19	-	-	-	-	-	-							
BOWIE, DAVID (RCA)														
Golden Years	10	12	14	18	16	-	15							
BRASS CONSTRUCTION (UA)														
Movin'	-	20	-	-	-	-	-							
-C-														
CAMPBELL, GLEN (Capitol)														
Country Boy (You Got Your Feet in L.A.)	11	17	-	-	18	16	-							
Don't Pull Your Love	-	-	-	-	-	19	-							
CAPTAIN and TENNILE (A&M)														
The Way I Want to Touch You	5	9	6	14	14	7	8							
Lonely Night (Angel Face)	3	1	1	1	2	1	2							
Shop Around	14	13	16	4	6	7	9							
CARMEN, ERIC (Arista)														
All By Myself	2	1	1	1	1	1	2							
Never Fall in Love Again	-	-	-	14	14	15	13							
CARPENTERS (A&M)														
There's a Kind of Hush (All Over the World)	12	12	17	18	17	5	14							
CASH, JOHNNY (CBS)														
One Piece at a Time	-	-	-	-	-	7	-							
CLEDUS MAGGARDA & the CITIZENS BAND (Mercury)														
The White Knight	-	20	-	-	-	-	-							
COLE, NATALIE (Capitol)														
This Will Be	-	19	10	-	-	-	-							
COMMODORES (Motown)														
Sweet Love	5	9	6	-	15	20	16							
-D-E-F-														
DARYL HALL & JOHN OATES (RCA)														
Sara Smile	9	10	12	9	10	17	7							
DENVER, JOHN (RCA)														
Fly Away	13	6	15	14	5	3	14							
Looking for Space	-	18	-	-	-	-	19							
DOOBIE BROTHERS (WB)														
Takin' It to the Streets	-	-	-	12	13	19	18							
DR. HOOK (Capitol)														
Only Sixteen	6	5	10	6	5	4	9							
EAGLES														
Take it to the Limit	4	5	6	4	10	2	4							
EARTH WIND & FIRE (CBS)														
Sing a Song	5	7	5	11	10	10	9							
ELECTRIC LIGHT ORCHESTRA (UA)														
Evil Woman	10	9	9	5	3	8	5							
Strange Magic	14	14	20	13	12	-	17							
FENDER, FREDDY (ABC/Dot)														
Secret Love	20	-	-	-	-	5	-							
FLEETWOOD MAC (WB/Reprise)														
Over My Head	20	18	-	10	15	17	15							
Rhiannon	12	9	11	7	5	10	8							
FOGHAT (Bearsville)														
Slow Ride	20	20	15	9	7	-	16							
FOUR SEASONS (WB/Curb)														
December 1963	1	1	1	1	1	1	1							
Who Loves You	17	-	-	-	-	-	20							
FRAMPTON, PETER (A&M)														
Show Me the Way	6	4	6	-	5	5	5							
-G-H-I-J-K-L-														
GEDDES, DAVID (Big Tree)														
The Last Game of the Season	18	-	-	-	-	-	-							
GEORGE BAKER SELECTION (WB)														
Paloma Blanca	-	-	-	20	20	13	-							
GLADYS KNIGHT & the PIPS (Buddah)														
Part Time Love	-	-	-	-	-	-	17							
GROCE, LARRY (WB/Curb)														
Junk Food Junkie	9	20	-	-	-	-	16							
GROSS, HENRY (Lifesong)														
Shannon	8	5	6	2	6	8	4							
HAMILTON, JOE FRANK & REYNOLDS														
Winners & Losers	-	18	18	18	19	-	-							
HAROLD MELVIN & the BLUENOTES (Ph.B. Int'l)														
Wake Up Everybody	12	15	12	-	15	-	-							
HAYWOOD, LEON (20th Century)														
I Wanna Do Something Freaky To You	15	20	-	-	-	-	-							
HOT CHOCOLATE (Big Tree)														
You Sexy Thing	3	2	6	6	4	2	7							

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	BB	CB	RW	BG	KR	RP	RR
JEFFERSON STARSHIP (Grunt)							
Miracles			16				
JIGSAW (Chelsea)							
Sky High	3	5	5	8	3	4	7
JOHN, ELTON (MCA)							
Island Girl	6	5	3	10	16	16	3
Grow Some Funk of Your Own	14	9	17	18	19	4	16
I Feel Like a Bullet	14	18	17	18	19	4	16

	BB	CB	RW	BG	KR	RP	RR
ROSS, DIANA (Motown)							
Theme From Mahogany	1	1	1	3	6	7	2
Love Hangover	1	3	3	2	2	6	2
ROXY MUSIC (Atco)							
Love Is the Drug				20	14		
RUFFIN, DAVID (Motown)							
Walk Away From Love	9	8	8	17	16	9	18
RUFUS featuring CHAKA KHAN (ABC)							
Sweet Thing	5	5	5	8	7	7	5
SALSOUL ORCHESTRA							
Tangerine	18						
SEALS & CROFTS							
Get Closer				13	11		
SEBASTIAN, JOHN (Reprise)							
Welcome Back	1	1	1	1	1	1	1
SEDAKA, NEIL (Rocket)							
Breaking Up Is Hard To Do	8	7	10	5	6	6	7
Love in the Shadows	16	17				10	18
Bad Blood							13
SILVER CONVENTION (Midland Int'l.)							
Fly, Robin, Fly	1	2	1	3	8	2	2
Get Up and Boogie	4	4	5	3	3	5	3
SIMON & GARFUNKEL (Columbia)							
My Little Town (CBS)	9	7	11	7	12	9	11
SIMON, PAUL (CBS)							
50 Ways to Leave Your Lover	1	1	1	1	1	1	1
STAPLE SINGERS (Curtom)							
Let's Do It Again	1	1	3	3	4	3	4
STARBUCK (Private Stock)							
Moonlight Feels Right				9	10		15
STARLAND VOCAL BAND (Windsong)							
Afternoon Delight				8	7		14
STYX (A&M)							
Lorelei				15			
SWEET (Capitol)							
Fox on the Run	5	5	4	5	4	6	6
Action	20	10	18	13	9	11	19
SUMMER, DONNA (Oasis)							
Love to Love You Baby	2	3	1	7	3	3	4
SYLVERS (Capitol)							
Boogie Fever	1	1	1	1	1	1	2

-M-N-O-P-Q-

MANILOW, BARRY (Arista)							
I Write the Songs	1	1	1	1	1	1	1
Trying to Get the Feeling Again	10	10	10	10	8	9	11
MANHATTANS (Columbia)							
Kiss & Say Goodbye				20	18		
McCALL, C.W. (MGM)							
Convoy	1	1	1	1	1	1	2
MAGGARD, CLEDUS (Mercury)							
The White Knight	19			17	19	12	
MILLER, STEVE (Capitol)							
Take the Money and Run				17	12		
MIRACLES (Tama)							
Love Machine (Pt. 1)	1	1	1	11	11	12	11
MOORE, DOROTHY (TK)							
Misty Blue	5	7	9	5	9	12	11
NAZARETH (A&M)							
Love Hurts	8	9	8	3	5	4	6
NEWTON JOHN, OLIVIA (MCA)							
Let It Shine						16	
Come On Over						11	
NIGHTINGALE, MAXINE (UA)							
Right Back Where We Started From	2	1	1	1	1	1	2
OCEAN, BILLY (Capitol)							
Love Really Hurts Without You		16		17	19	14	16
OHIO PLAYERS (Mercury)							
Love Rollercoaster	1	3	3	3	2	5	3
O'JAYS (Phil. Int'l.)							
I Love Music (Pt. 1)	5	7	7	9	7	14	10
Livin' for the Weekend	20					12	
OSMOND, DONNIE & MARIE (MGM)							
Deep Purple	14	20		16	12	18	19
PRATT & McCLAIM (Reprise)							
Happy Days (From the Paramount TV Series)	6	6	7	6	5	3	6
PRESLEY, ELVIS (RCA)							
Hurt						12	
QUEEN (Elektra)							
Bohemian Rhapsody	9	6	4	4	2	8	8

-T-U-V-W-X-Y-Z-

TAYLOR, JOHNNY (CBS)							
Disco Lady	1	1	1	1	1	1	1
THIN LIZZY							
The Boys Are Back in Town						17	
TONY ORLANDO & DAWN (Elektra)							
Cupid							11
VALLI, FRANKIE (Private Stock)							
Our Day Will Come	11	14	20				13
5000 VOLTS (Phillips)							
I'm On Fire							12
WAR (UA)							
Low Rider	7		13				19
WAYLON & WILLIE (RCA)							
Good Hearted Woman							20
WHO (MCA)							
Squeeze Box	16	11	11	15	9	13	12
THE WING & a PRAYER FIFE & DRUM CORPS (Atlantic)							
Baby Face	14						13
WINGFIELD, PETE (Island)							
WINGS (Capitol)							
Venus and Mars Rock Show	12	16					14
Silly Love Songs							
WRIGHT, GARY (WB)	1	1	1	1	1	2	1
Dream Weaver	2	1	1	1	1	2	
Love Is Alive				6	5	20	16

-R-S-

REDDY, HELEN (Capitol)							
Somewhere in the Night	19	20					
RHYTHM HERITAGE (ABC)							
Theme From SWAT	1	1	1	1	1	1	1
ROLLING STONES (Rolling Stones)							
Fool To Cry	11	11				18	19
RONSTADT, LINDA (Asylum)							
Heat Wave			14				16
Love Is a Rose			14				
Tracks of My Tears						17	
ROSS, CHARLIE (Atlantic)							
Without Your Love						17	

ADULT CONTEMP

	BB	RP	RR	BG		BB	RP	RR	BG
-A-B-									
ABBA (Atlantic)					CARMEN, ERIC (Arista)				
SOS	19	-	-	-	All By Myself	6	1	1	2
I do I do I do I do I do	8	5	9	10	Never Gonna Fall In	5	6	11	11
AEROSMITH (CBS)					Love Again				
Dream On	-	7	-	-	CARPENTERS (A&M)				
ALBERT, MORRIS (RCA)					There's a Kind of Hush	1	2	2	3
Sweet Loving Man	15	-	-	-	CASH, JOHNNY (CBS)				
AMERICA (WB)					One Piece at a Time	11	-	18	18
Today's the Day	-	-	-	12	CHARLES RANDOLPH GREEN				
ANDREA TRUE CONNECTION					SOUND (Ranwood)				
(Buddah)					Star Trek	8	-	11	19
More More More	-	-	16	-	COLE, NATALIE (Capitol)				
ANKA, PAUL (UA)					Inseparable	20	-	17	-
Times of Your Life	1	-	14	11	This Will Be	-	-	20	13
Anytime (I'll Be There)	2	-	14	11	COTTON, LLOYD & CHRISTIAN				
AVALON, FRANKIE (De-Lite)					(20th Century)				
Venus	1	-	14	19	I Can Sing, I Can Dance	19	-	-	-
BACHMAN-TURNER OVERDRIVE					-D-E-F-				
(Mercury)					DELICATO, PAUL (Artists of America)				
Lookin' Out for No. 1	15	-	-	13	Carma Mia	5	-	-	-
BAND OF THE BLACK WATCH					DENVER, JOHN (RCA)				
(Private Stock)					Fly Away	1	2	3	2
Scotch on the Rocks	-	-	12	-	Looking For Space	1	9	11	6
BEE GEES (RSO)					I'm Sorry	-	15	-	-
Nights On Broadway	16	3	11	9	DR. HOOK (Capitol)				
Fanny (Be Tender With	9	6	5	8	Only Sixteen	14	2	7	10
My Love)					EAGLES (Asylum)				
BELLAMY BROTHERS (WB/Curb)					Lyn' Eyes	17	10	-	11
Let Your Love Flow	2	1	1	1	Take it to the Limit	4	2	2	4
BISHOP, ELVIN (Capricorn/WB)					EDELMAN, RANDY (20th Century)				
Foiled Around and Fell	-	-	16	15	Concrete & Clay	11	-	14	15
BROTHERHOOD OF MAN (Pyc)					FAITH, PERCY (CBS)				
Save Your Kisses for Me	7	-	-	20	Summer Place '76	13	-	17	-
-C-									
CAMPBELL, GLEN (Capitol)					FENDER, FREDDY (ABC)				
Country Boy (You Got	1	7	4	4	Secret Love	10	-	18	-
Your Feet in L.A.)					FLEETWOOD MAC (Reprise)				
Don't Pull Your Love/	1	8	9	4	Over My Head	-	-	17	20
Then You Can Tell					Rhainnon	-	-	6	-
Me Goodbye					FOUR SEASONS (WB/Curb)				
CAPTAIN & TENNILLE (A&M)					December 1963 (Oh What	18	-	2	5
The Way I Want to Touch	12	4	3	3	a Night)				
You					Who Loves You	-	6	7	20
Lonely Night (Angel	1	1	1	1					
Shop Around	3	-	7	5					

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	BB	FP	PR	BG		BB	FP	PR	BG					
-G-														
GARFUNKEL, ART (CBS)					MANILOW, BARRY (Arista)									
Breakaway	1	10	12	6	I Write the Songs	1	1	1	1					
I Only Have Eyes for You	-	13	-	-	Tryin' to Get the Feelin'	1	-	3	2					
GEORGE BAKER SELECTION (WB)														
Paloma Blanca	1	7	6	13	Again									
GERRARD, DONNY (Greedy)														
Words Are Impossible	-	-	19	-	MARILYN McCOO & BILLY DAVIS JR. (ABC)									
GLADYS KNIGHT & the PIPS (Buddah)														
Part Time Love	17	-	18	16	I Hope We Get to Love	9	-	13	-					
GOLDSBORO, BOBBY (UA)														
Butterfly for Bucky	-	-	-	19	In Time									
GROCE, LARRY (WB)														
Junk Food Junkie	-	-	11	-	MARTINO, AL (Capitol)									
GROSS, HENRY (Lifesong)														
Shannon	13	3	4	7	Volare	17	17	19	-					
HALL & OATES (RCA)														
Sara Smile	18	-	2	14	MATHIS, JOHNNY (CBS)									
HAMILTON, JOE, FRANK & REYNOLDS (Playboy)														
Winners and Losers	5	-	10	8	Stardust	4	-	-	17					
Everyday Without You	7	-	16	17	McCALL, C.W. (MGM)									
HARDY, HAGOOD (Capitol)														
The Homecoming	6	-	5	9	Convoy	19	-	1	7					
HARRIS, EMMYLOU (Reprise)														
Here, There & Everywhere	13	-	18	17	MOORE, DOROTHY (Malaco/TK)									
HUMPERDINCK, ENGELBERT (Parrot)														
This is What You Mean to Me	14	-	-	-	Misty Blue	-	-	-	13					
IAN, JANIS (CBS)														
In the Winter	-	-	-	18	MURRAY, ANNE (Capitol)									
JEAN CLAUDE BORELLY & his ORCHESTRA (London)														
Dolannes Melodie	15	-	-	-	The Call	6	11	13	9					
JEFFERSON STARSHIP														
Miracles	-	-	11	13	Sunday Surprise	-	-	-	18					
JIGSAW (Chelsea)														
Sky High	5	2	4	8	NELSON, WILLIE (CBS)									
Love Fire	20	-	20	-	Blue Eyes Cryin' in the Rain	20	12	17	-					
JOHN, ELTON (MCA)														
Island Girl	-	-	10	14	NEWTON-JOHN, OLIVIA (MCA)									
I Feel Like a Bullet	-	-	19	-	Let it Shine/He Ain't Heavy	1	9	2						
KING, CAROLE (Ode)														
Only Love is Real	1	13	8	7	Come On Over	1	5	6	3					
-L-M-N-														
LAWRENCE, STEVE (20th Century)														
Now That We're in Love	16	-	-	-	Something Better To Do	-	19	-	-					
MANCHESTER, MELISSA (Arista)														
Just You and I	3	-	11	8	NEWTON, WAYNE (Chelsea)									
Just Too Many People	9	-	9	16	The Hungry Years	-	-	20	-					
Better Days	12	-	19	-	NIGHTINGALE, MAXINE (UA)									
-O-P-Q-R-														
OSMOND, DONNIE & MARIE (Kolob)														
Deep Purple										8	8	20	18	
PRATT & McCLAIN (Warner/Reprise)														
Happy Days (From the Paramount TV Series)										10	1	1	4	
PRESLEY, ELVIS (RCA)														
Hurt										7	7	15	13	
REDDY, HELEN (Capitol)														
Somewhere in the Night										2	10	7	6	
Ain't No Way to Treat										-	20	-	-	
RHYTHM and HERITAGE (ABC)														
Theme from SWAT										6	1	1	5	
RICH, CHARLIE (Epic)														
Since I Fell For You										11	-	-	20	
All Over Me										-	18	-	-	
America the Beautiful										-	13	-	-	
RONSTADT, LINDA (Asylum)														
Tracks of My Tears										4	-	-	10	6
Love is a Rose										-	14	-	-	
ROSS, DIANA (Motown)														
Theme From Mahogany										1	3	1	2	
I Thought it Took a Little										4	-	12	15	
Love Hangover										-	-	8	16	

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	BB	PP	RC	BG
RUSSELL, LEON (Shelter)				
Lady Blue	-	16	19	-
-S-				
THE SALSOUL ORCHESTRA (Salsoul)				
Tangerine	11	-	-	-
SANTOS, LARRY (Casablanca)				
We Can't Hide It Any-	-	-	11	-
more				
SEALS & CROFTS (WB)				
Get Closer	14	-	-	7
SEBASTIAN, JOHN (Warner/Reprise)				
Welcome Back	1	1	1	1
SEDAKA, NEIL (Rocket)				
Breakin' Up Is Hard	1	4	2	2
To Do				
Love in the Shadows	4	5	10	6
Rhiannon	-	-	-	19
SILVER CONVENTION (Midland				
Int'l.)				
Fly, Robin, Fly	6	1	2	2
SIMON & GARFUNKEL (CBS)				
My Little Town	3	6	1	1
SIMON, PAUL (CBS)				
50 Ways to Leave Your	1	1	1	1
Lover				
Still Crazy After All	8	9	-	18
These Years				
SPINNERS				
They Just Can't Stop It	-	-	15	-
STARBUCK (Private Stock)				
Moonlight Feels Right	-	-	13	9
STARLAND VOCAL BAND (Windsong)				
Afternoon Delight	-	-	4	3

Cont. from page 137

Ours is a very small and very competitive business but if you have the stuff for it and work at it, and dedicate yourself to a constantly high level of performance and achievement, you are going to win and I promise you, you will win far beyond your greatest expectations. Let's face it. Basically you are selling thin air and ideas, so you had better

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rather than taking away creativity from radio, it takes away only the mundane aspects of cuing, playing and waiting, and in fact gives the creative person more time for just that, "creativity." Was man really meant to spend his time watching records go round in circles?

	BB	PP	RC	BG
-T-U-V-W-X-Y-Z-				
TAYLOR, JAMES (WB)				
Mexico	15	-	-	-
TONY ORLANDO & DAWN (Arista)				
Skybird	7	-	20	17
Cupid	2	5	6	4
Midnight Love Affair	19	-	-	-
VALLI, FRANKIE (Private Stock)				
Our Day Will Come	2	9	6	5
Fallen Angel	9	-	13	-
VINTON, BOBBY (ABC)				
Moonlight Serenade	15	-	-	-
WARWICKE, DIONNE (WB)				
Once You Hit the Road	-	-	19	-
WAYLON & WILLIE (RCA)				
Good Hearted Woman	16	-	15	15
WILLIAMS, ANDY (CBS)				
Tell it Like it Is	17	-	-	-
WING & A PRAYER PIPE & DRUM				
CORPS. (Wing & a Prayer)				
Baby Face	6	-	8	10
WINGS (Capitol)				
Silly Love Songs	1	2	1	1
WRIGHT, GARY (WB)				
Dream Weaver	14	-	4	6

Cont. from page 122

KSAN is a family of people who are allowed to be creative, even expected to be. They are a team of people who have been honest in their approach to radio, are highly concerned about their audience, and have been rewarded with loyal listeners, sold out billing and high ratings. The real secret? Bonnie Simmons explained, "through the miracle of hard work. That's it."

be good, but, the better you are, the more valuable you become and that is when the "superstar" money starts to happen and when it does, God Bless you, you are entitled to it. I can't think of a better job in the country today, unless, of course, it is mine.

IT STILL IS A BUSINESS BUT IT'S ALSO ROCK AND ROLL AND I STILL LIKE TO SEE THE FLAMBUOYANCY OF THINGS..... MAKING PEOPLE AWARE.....

For years I based everything on the music. Today I find myself being a research man and a music man second."

GEORGE FURNESS-West Coast Director, Atlantic Records—"Six years ago you could go to the MD or the PD any day of the week and if he liked your record he would add it. Today you have to wait for a meeting day and they never really get to a one on one with the guy they're supposed to do their business with. (How has your promotion changed?) I never change. I do the same thing all the time. If it was good then you try to make it work now. It's tougher. You walk in with four records; he may have time to listen to part of one. If he listened to all four he wouldn't have time to go to the meeting."

VINCE COSGRAVE-National Promotion Director, MCA Records—"It's tougher, more intense. You know the obvious things; with play lists shrinking you've got to go other places to get your records played. Marketing departments are more important today than they ever were and there has to be close co-ordination with marketing, sales and promotion. There's no wall here. The sales manager gets just as excited over a KJR ad as I do, and follows through immediately. You should read Stan Cornyn's speech, "The Day Radio Died". I copied that for all my guys. What if there were no radio? How would we market records?

FRED MANCUSO-National Promotion Director, Chrysalis Records

"It's become more difficult because the play lists have gotten shorter. Everybody has to really sharpen up on all ends, especially with all the information. A record promotion man has to be a better researcher than the radio station. To be able to provide the radio station with enough information, he's got to know what's going on where, how it happens, and when. It's come down to being more thorough...and more expensive. It's tougher for the little companies because they can't get spread fast enough because of the lack of people in the field. (Other ways) There are the discos for one thing. But I don't see anything new that's gigantic as far as marketing records other than what they've done in the past, in store play, displays, merchandising. It's not different. It's just that it's become better and more competitive.

MARSHALL BLONSTEIN-National Sales Promotion, Ode Records—"It's changed in the amount of information and the amount of stations you have to call. You used to be able to pick up a KJR in Seattle... once you did that the secondaries would follow. Now you have to go to Spokane, Salem; it doesn't mean the secondaries will follow. What kind of calls are they getting, what sales reports? It's not harder. It's just different.

HARVEY COOPER-VP, Promotion, 20th Century Records—"It's changed, but it hasn't. We find an entirely different structure than ever

I THINK THE PROMOTION MAN TODAY IS TAKING MORE TIME TO UNDERSTAND THE RADIO SIDE OF THE BUSINESS SO THAT THEY CAN COMMUNICATE A LOT EASER

before, because the people of consequence in radio have become smaller as a group. The record promotion people have had to gain in stature to keep up with the chain consultant for example. The record companies have seen a need to make executives out of promotion people. (OTHER WAYS) Discos are the most obvious and the least effective. Now you might get an argument in certain quarters. Radio is still the most effective device."

NOEL LOVE-National Promotion Private Stock—"It's more professional. I think the promotion man today is taking more time to understand the radio side of the business so that they can communicate a lot easier with the MD's and PD's. Most of the PD's don't want to talk to too many promotion men. I really don't blame them in a lot of ways because half the promo men don't know what they're talking about, but you are finding more and more knowledgeable promo people because the business is educating them differently today. You have to care about the radio station and its problems so you can conform to the needs

Ron Saul-National Singles Director, Motown Records—"The difference would be that promotion, three years ago was exactly what the word meant, promotion, whereas today promotion means more. It means marketing, it means sales and promotion. There's much more business orientation than a few years ago. The basics of promotion to a radio station are still there, the

profile on the record, how well it's doing, market comparison, (if you're sophisticated enough to find out what that station looks at). It still is a business, but it's also rock and roll and I still like to see the flamboyancy of things...making people aware of acts and why they are distinguishable from other acts, why Elton John gets crazy; it's important to have a representative of a company that is an extension of the artist and his company.

RAY ANDERSON-National Promotion Director, United Artists - "It's a total market awareness; no longer just peddling records. You gotta know the market place. That's starting from the local man to your national people. It's no longer just call letters...WQXI is on it in Atlanta...I can't call up someone without telling them that Peaches ordered 5,000 copies before the station went on it, and when the station played it for two weeks there were 10,000 re-orders, and if you don't have that information you're dealing with zip. You can't deal with those programmers today any other way .knowing what's going on. Is it selling, is it getting requests? What age demographic is requesting it? The promotion man has to rely on that information. (OTHER WAYS) Discos have become a big factor and so has in-store play. We spend four or five hours every Monday in a promotion and merchandising meeting. We listen to the product and try to figure out where we're going to go with that product. We started the Natural Gas Project four months ago "

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Night*



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and be unseen....
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In the last several months there have been hits from War, Maxine Nightingale, Marlena Shaw, Lee Oskar, Bobby Goldsboro, ELO, Crystal Gayle, Donald Byrd, Billie Jo Spears, Kenny Rogers, Grateful Dead, Kingfish and in the months to come there will be a lot more where those came from;

United Artists.