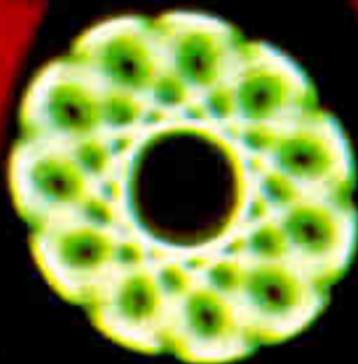


News and Events That Shaped the Radio and Music Industry

# Radio Quarterly Report '77

Oct. 1 — Dec. 31, 1976,  
Vol. III



**AMERICA'S ONLY REVIEW  
OF THE RADIO MARKETPLACE**

Compiled by Bob Hamilton

World Radio History

\$7.50

# WE'RE PROUD OF THE ARTISTS WHO RECORD ON CAPITOL HILL



Natalie Cole

Helen Reddy

The Sylvers

Carole King

Glen Campbell

Steve Miller

Anne Murray

O U N T A I N S   O F   L I G H T



**From their debut success  
on Epic to their  
second LP and success  
story from Epic...**

*STARCASTLE  
ON THE ROAD AND  
IN THE GROOVES*



World Radio History

on tour:

**THE**

**STEVE GIBBONS**  
**BAND**



*Fresh*

Barclay James Harvest



© 1977 MCA Records, Inc

**new on:**  
**MCA RECORDS**

Tavares

Little River Band

Sweet

Wings

Dr. Hook

Bob Seger





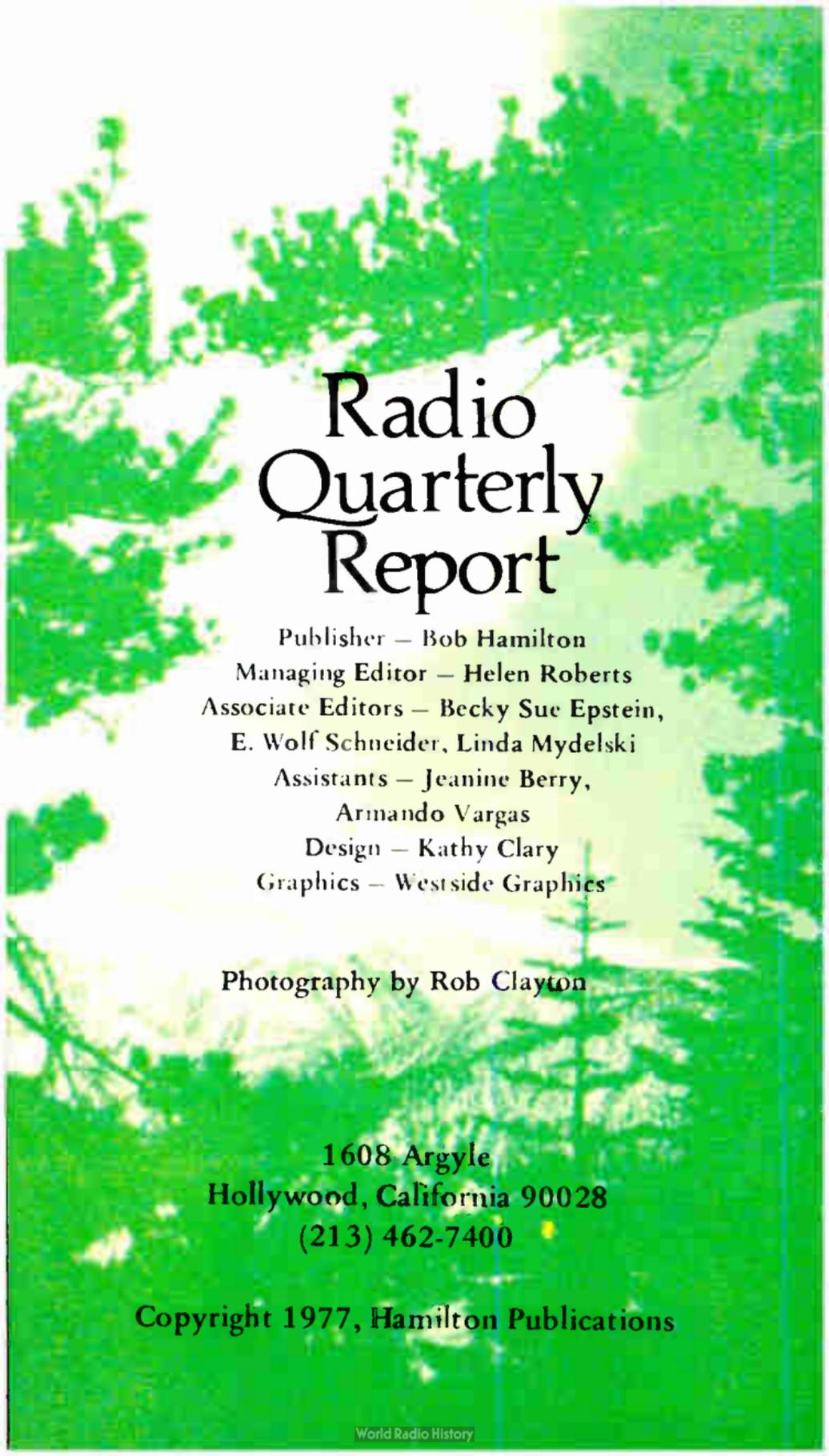
**All the excitement of the event...  
all the beauty of the music.**

**The original sound track  
from the Warner Bros. film starring  
Barbra Streisand and Kris Kristofferson.  
Only they could make the story sing.  
On Columbia Records and Tapes.**

Album produced by Barbra Streisand and Phil Ramone.



© 1978 COLUMBIA RECORDS INC.



# Radio Quarterly Report

Publisher – Bob Hamilton  
Managing Editor – Helen Roberts  
Associate Editors – Becky Sue Epstein,  
E. Wolf Schneider, Linda Mydelski  
Assistants – Jeanine Berry,  
Armando Vargas  
Design – Kathy Clary  
Graphics – Westside Graphics

Photography by Rob Clayton

1608 Argyle  
Hollywood, California 90028  
(213) 462-7400

Copyright 1977, Hamilton Publications

# IF YOU KNOW MUSIC...YOU KNOW MOTOWN !



AN EVENING WITH DIANA ROSS



SMOKEY ROBINSON



Deep In My Soul

SYREETA One To One



JERRY BUTLER  
SUITE  
FOR THE  
SINGLE GIRL



THE ORIGINALS  
Down To Love Town



G. C. CAMERON  
You're What's Missing In My Life



GETTIN' READY  
MICHAEL QUATRO



JU- PAR UNIVERSAL  
ORCHESTRA  
Moods And Grooves



VALERIE SIMPSON  
Keep It Comin'



WENDEL ADKINS  
Sundowners



# Dedication

*This book stays alive only because there are enough people who care enough to keep it alive. This issue of the Radio Quarterly Report is dedicated to them. It is first of all dedicated to and by its immediate family; Chuck Blore and Don Richman, Helen Roberts who has given so much, as well as her family who have put up with her long hours and work at home. The others who have lived its facts day and night ... Becky Sue Epstein, E. "Wolf" Schneider, Linda Mydelski, Jeannie Berry and Armando Vargas. It is to Kathy Clary and Khristi Shultz who have known it from its inception. It is to Rob Clayton, Ken Langren, Bob Schuleit, Heidi Richman, Eddie Reeves, Ed Silver, David Rudick, Rick Shemcoff, Chris Hosick, Tom Ikeda, Tom Cahill, Terry Mitchell, Peter Sale, Sondra Kennedy, Rande Goldman, Shelly Siegal, Ray Anderson, Bobby Applegate, Fred Mancuso, Sebastian Stone, Jerry Sharell, Rich Seargeant and Michelle, John Antoon, Chuck Thagard, Stan Monteiro, Lee Abrams, Joe & Gidget Hamilton, Paul Fishkin, Tom Cossie, Dave Mani, Chris Sailor, Artie Blume, Mike Becci, all the loving people at Black Oak Arkansas, Steve Meyer, Ray Tuskin, Bruce Wendell and the people at Capitol, Eddie Dejoy and the Janus people, Beverly Magid, Mark Driscoll, Claude Hall, Kal Rudman, Jerry DelCaliano, Bill Gavin, Ron Brandon, Betty Brenneman, Mike Harrison, Kathleen Eichler, Bob Harrington, Sidney Miller, Dennis and Carole Ann Ganim, Larry Hayes, Mike Kagan, Michael Nesmith, Noel Love, Howard Rosen, Pat Pipilo, Iris Zurawin, Mickey Newbury, the Saul family, Seamore Stein, Steve Resnick, Vince Cosgrave, Lee Simms and Johnnie, Lenny Silver, Kiki Laporta, Joan, Nancy Sain, Jay Cook, Russ Reagan, the entire staff of Casablanca, especially Larry Harris, Neil Bogart, Scott Shannon, Phyllis Chotin and all the people who help so willingly, Vince DelMonte, Harvey Cooper, the folks at Tower Records, Dave Urso and Don McGregor, Fred Vail, Lebaron Taylor, Terrell & Kevin Metheney, Scotty Brink, Fred Ruppert, Sal and the folks at Martoni's and Tony and Ray and the people at Cathay de Grande, Mickey Diagge, Stan Hoffman, Rick Sklar, Jimmy Fox and the folks at KTNQ, Jim Jeffries, Alan Mink, Linda Kamorsky, Chuck & Carole Duna-way, Don Whittemore, Lenny Bronstein, Harold Childs ... without these names this book would not be in your hand.*

*Finally I'd like to dedicate this work to the memory of my father, who would have been 79 the day Volume III is released.*

# WE HAVE A STYLE OF OUR OWN



ALL OF US AT MUSHROOM RECORDS  
WOULD LIKE TO EXTEND  
OUR THANKS TO  
ALL THE RADIO PROGRAMMERS,  
DISTRIBUTORS AND PROMOTION  
PEOPLE AROUND THE COUNTRY  
FOR MAKING OUR FIRST YEAR  
NOTHING LESS THAN  
INCREDIBLE...



*THERE'S MAGIC UNDER OUR UMBRELLA*

MUSHROOM RECORDS  
1234 WEST 6TH AVENUE  
VANCOUVER, B.C. V6H-1A5  
TEL. (604) 736-7207

MUSHROOM RECORDS, INC.  
8833 SUNSET BOULEVARD  
LOS ANGELES, CALIF. 90069  
TEL. (213) 659-9255

# ...UNDER THE MUSHROOM FOR 1977

Dreams, Dreams, Dreams

# Chilliwack

MRS 5006



*THERE'S MAGIC UNDER OUR UMBRELLA*

MUSHROOM RECORDS  
234 WEST 6TH AVENUE  
VANCOUVER, B.C. V6H-1A5  
TEL.(604)736-7207

MUSHROOM RECORDS, INC.  
8833 SUNSET BOULEVARD  
LOS ANGELES, CALIF. 90069  
TEL. (213)659-9255

Janus Records  
is proud to announce  
our first Gold Album.  
Al Stewart's  
"Year of The Cat"

Thank you Al, and thanks to  
all of you who made it possible.



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

# Introduction

This is the third issue of the Radio Quarterly Report. It is, as have been the last two, about radio. We should also mention that it is also about the major programming content of radio; that being music.

A basic staff of four full-time people, along with the designer, type-setter, and friends, have put this book together. We have worked for 3 months; in the office, at home, on weekends, on the road.

This issue is a bit different than the last two. First of all, it was the most pleasant to put together. The first two issues generally consisted of "all-night nervous-breakdown nightmares" and comments like "why don't we try another system next time?" Nothing like that occurred in this issue. The systems have been worked out, people have generally been cooperative (but, we could tell you some stories . . .) and speaking for the staff, it has been an overall joy for us all.

You'll note additions to the book, specifically in the "Markets" sections and the "Record Company" sections. We spent over 5000 dollars in telephone bills and additional staff to present an accurate picture of what really occurred in those areas over the past quarter. Hopefully, our efforts will mean that you are better informed when you go into a market or want to know more about a record company.

More than either one of the last two issues of the Radio Quarterly, we are proud of every page of this book. It is accurate, and as complete as we possibly could have made it. Our proofing time has increased, so you'll note a marked decrease in typos. The added time allowed us to go more in-depth with feature stories, and to carry out ideas we just didn't have moments for in the first two books.

We are doing the Radio Quarterly Report mainly because we enjoy it. We also hope to make enough profit to keep it going and allow us all to eat our beans. But within it all, we finally are sincere in saying that we are publishing this book because we feel it is a needed service for those associated in and around radio and music.

Without your support, in all its many facets — advertising, subscriptions, feedback, suggestions, criticisms — this book is only a self-serving waste of paper. As we grow and continue, may we ask that you let us know your feelings about RQR. Is it, to you, what we intended it to be? Myself and the rest of the folks are anxious to hear from you. Our address is 1608 Argyle, Hollywood, California 90028, and the phone number is (213) 462-7400.

Here, then, is Volume III of the Radio Quarterly Report. We give it with the sincerity of love we have for the people who allowed that they needed it. . . . . May it be fulfilling for you.

# A YEAR OF THANKS... AND THANKS FOR A GREAT YEAR! TO:

JOE CASH  
KENNY KENDALL  
Baltimore

HOWARD BEDNO  
PETE WRIGHT  
Chicago

DON ANTI  
TONY MUSCOLO  
DONNA SIANI  
Los Angeles

HERB ROSEN  
New York

MIKE LEE  
Denver

DOUG LEE  
Minneapolis

JERRY BRENNER  
Boston

MICHAEL PAPAIE  
Los Angeles

JERRY MEYERS  
Buffalo

KELVIN VENTOR  
Detroit

ANDRE MONTELL  
Los Angeles

JERRY GRADY  
Buffalo

MICHAEL SCHIED  
Chicago

TOM GELARDI  
Detroit

DAN FLYNN  
Seattle

MIKE KILMARTIN  
San Francisco

MITCH KAMPF  
Denver

MORRIE KING  
ELLEN WHITE  
Los Angeles

JUDY BRISCOE  
Phoenix

GLORIA HANECA  
Minneapolis

CARL BENCY  
Saint Louis

RICH HALL  
SKIP POPE  
Chicago

CHRIS HUVVARTH  
Detroit

LEN EVANOFF  
Cleveland

TOM MILLER  
Columbus

ROY ROSENBERG  
New Jersey

TOM AMANN  
Cincinnati

BEN WATSON  
Dallas

JOHN MITCHELL  
Nashville

SKIP SCHRIEBER  
Miami

RANDY RIGGENS  
Charlotte

BOBBY BEE  
New Orleans

LENNY LEWIS  
Shreveport

JOHNNY BEE  
Atlanta

MOE SHULMAN  
New York

FRANK BERMAN  
Hartford

PAUL MAGID  
Boston

LARRY VAN DRUFF  
Baltimore

JOE CAMPELLONE  
Philadelphia

RAY CALABRESE  
Cleveland



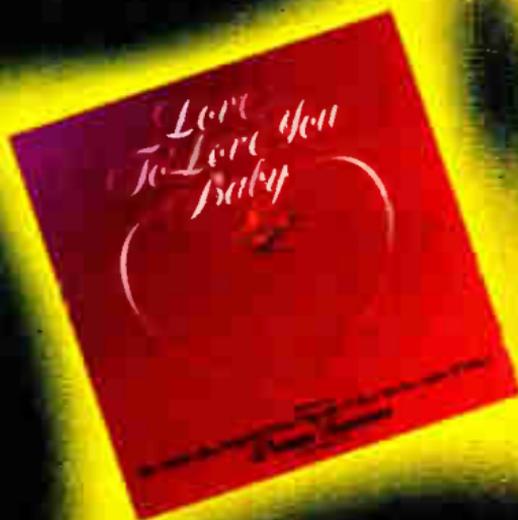
Island Records Inc., 7720 Sunset Boulevard, Los Angeles, California 90046

# Table of Contents

Top 100 . . . . .	25	<i>The Record Exec, by Shelly Siegel . . . . .</i>	122
Black Oak Arkansas . . . . .	30	<i>How To Use a Comedy Service, By Dan O'Day . . . . .</i>	127
Record Company of the Quarter . . . . .		<i>Record Companies . . . . .</i>	131
Capitol . . . . .	44	<i>Promotion People . . . . .</i>	161
The Art Part . . . . .	58	<i>Markets . . . . .</i>	183
Creative Radio		<i>The Gold Pages . . . . .</i>	217
Fairbanks . . . . .	60	<i>Spotlight Radio . . . . .</i>	343
WLI B . . . . .	66	<i>Music . . . . .</i>	456
KFML . . . . .	68	<i>Sharing Ideas A-Z . . . . .</i>	465
KTNO . . . . .	72	<i>Notes From Headquarter, by General Peabody Nobody . . . . .</i>	482
Radio Tech . . . . .	76	<i>Don Richman With a Second Look . . . . .</i>	484
Buttoning - WEA Ad Campaign . . . . .	78	<i>Books . . . . .</i>	486
Women in the Biz		<i>Memo From Tony Richland . . . . .</i>	487
Janis Lundy . . . . .	82	<i>This Is Disco by Dennis Ganim . . . . .</i>	489
Sylvia Clark . . . . .	85	<i>Super Jock . . . . .</i>	492
The Artist Looks at Radio		<i>Machine Gun Kelly . . . . .</i>	493
Boz Scaggs . . . . .	88	<i>The Laserium Experience . . . . .</i>	494
Brenda Lee . . . . .	93	<i>Video Disc Jockey . . . . .</i>	499
The Young Blind . . . . .	97	<i>Remember Spiro Agnew? . . . . .</i>	504
Tim Leary In Radio . . . . .	100		
This is NARAS . . . . .	104		
Music Express . . . . .	109		
AOR - Where did it Come From . . . . .	112		
Radio Sales By Miles David . . . . .	119		

ON THE COVER: THIS ISSUE WE'D LIKE TO THANK L.A.-BASED "LASER IMAGES, INC." FOR SUPPLYING US WITH A LASER-PRODUCED "WINTER" SCENE: "IT'S ALL IN THE FEEL."

# F U T U R



**E G G O L D**



*Casablanca*  
Record and Filmworks

**From Casablanca  
Record & Filmworks, Inc.**

# Welcome to ZZ Top's Texas.



The  
new  
album



LONDON<sup>\*</sup>  
RECORDS & TAPES



THESE ARE THE STORIES THAT MADE  
HEADLINES THIS PAST QUARTER

FCC SETS PUBLIC HEARINGS ON PAYOLA FOR 1977 . . .

ARBITRON DIARY SCANDALS HIT IN MEMPHIS, BALTI-  
MORE . . . COMPANY ANNOUNCES REVISIONS OF  
METHODOLOGY AS A RESULT . . .

NBC DECIDES TO SHUT DOWN ITS NEWS AND INFORMA-  
TION SERVICE AFTER TWO YEARS OPERATION . . .

ARISTA PRESIDENT CLIVE DAVIS CLEARED OF ALL  
BUT ONE CHARGE OF TAX EVASION . . . PAYS \$10,000  
FINE . . . .

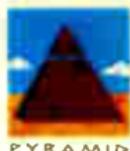
ODE'S LOU ADLER KIDNAPPED . . . RELEASED AFTER 8  
HOURS BY PAYING \$25,000 RANSOM . . .

...and now for your listening and dancing pleasure

**D.C. LARUE**

STARRING IN

**"THE TEA DANCE"**



Available on Pyramid Records and Tape

CASABLANCA RECORDS GOES INTO THE FILM BUSINESS WITH PETER GUBER . . . BECOMES CASABLANCA RECORD AND FILMWORKS, INC. SCOTT SHANNON BECOMES SPECIAL ASSISTANT TO NEIL BOGART . . .

DARK HORSE RECORDS LEAVES A&M LOT . . . JOINS WARNER BROTHERS . . .

FCC DENIES LICENSE RENEWAL OF WFAB IN MIAMI . . . MAIN CHARGE . . . FRAUDULENT BILLING . . .

FCC DENIES LICENSE RENEWAL CF KIKX IN TUCSON BECAUSE OF CONTEST IRREGULARITIES . . .

KMEN IN SAN BERNARDINO AND KRUX IN PHOENIX CHANGE FORMATS BACK TO TOP FORTY . . .

JOHN BAYLISS TAKES OVER PRESIDENCY OF COMBINED COMMUNICATIONS CORPORATION . . .

FORMER WLS MORNING MAN FRED WINSTON TAKES OVER AM SLOT AT WMAQ IN CHICAGO . . .

LARRY LUJACK RETURNS TO WLS TO DO MORNINGS . . .

DAVE CARRICO AND STAN BLY SWITCH PLACES . . . CARRICO TO MERCURY . . . BLY TO ARISTA . . . BOTH VP OF PROMOTION

ALAN MINK TAKES OVER VP FROMOTION JOB AT TATTOO RECORDS . . . .

WORTHY PATTERSON, FRANK MANCINI, JOHN ROSICA EXIT RCA RECORDS . . . .

PAUL JOHNSON LEAVES MOTOWN RECORDS . . .

**SAMMY ALFONO LEAVES NATIONAL PROMOTION POSITION AT ARIOLA AMERICA . . .**

**BARRY GRIEF BECOMES VP AT A&M RECORDS . . . .**

**RICK FRIO LEAVES MARKETING VP JOB AT MCA . . .  
RICHARD BIBBY TAKES HIS PLACE**

**LOU DENNIS APPOINTED VP AT WARNER BROTHERS . . .**

**BOB GREENBURG NAMED VP AT ATLANTIC . . .**

**NATIONWIDE COMMUNICATIONS BUYS 13-Q AND WSHH FROM HEFTEL BROADCASTING . . . BOTH STATIONS ARE IN PITTSBURGH**

**AMERICAN BROADCASTING COMPANY PURCHASES WMAL IN WASHINGTON FROM WASHINGTON STAR COMMUNICATIONS . . .**

**CENTURY BROADCASTING CONTINUES TO EXPAND . . .  
BUYS KFRC-FM FROM RKO . . .**

**COLUMBIA RECORDS ARTIST TOMMY BOLIN FOUND DEAD IN MIAMI HOTEL . . . APPARENT HEART ATTACK**

**PORTRAIT RECORDS FORMED . . . FIRST RELEASE OUT OF THE BOX (BURTON CUMMINGS) IS A SMASH . . .**

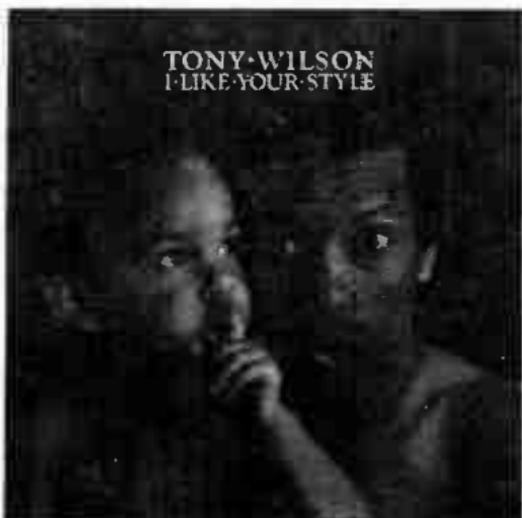
**WASH-FM, WEEL, WHFS-FM, WMAL-FM, WEAM, WPGC AND WPGC-FM ALL IN WASHINGTON DC . . . FINED FOR RUNNING LOTTERY SPOTS**

**MICHAEL NESMITH GETS DISTRIBUTION DEAL WITH ISLAND RECORDS . . .**

**SCEPTER RECORDS FILES FOR BANKRUPTCY . . .**



# OUR FIRST TWO FOR '77



**Bearsville Records**

# Pure Dirt.

A specially priced three record anthology from the Nitty Gritty Dirt Band: the history of their past and a powerful, fresh step into the future. Including the old: a collection of their greatest hits like "Mr. Bojangles," "House at Pooh Corner," and "All I Have To Do Is Dream." Including the new: previously unreleased material and completely new songs recorded for this release.

Produced by Wm. E. McEuen for the Aspen Recording Society.



On  
United Artists  
Records and Tapes.

©1977 United Artists Music and Records Group, Inc.



# Coming...

---

---

**THE FOLLOWING IS A CALENDAR OF EVENTS FOR THE  
UPCOMING MONTHS.**

---

---

- |                |                                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------|
| Feb 9 – 11     | Public Broadcasting Service annual programming conference in Atlanta at the Hyatt Regency Hotel.      |
| Feb 18 – 20    | Radio and Records convention in the Fairmont Hotel in Dallas.                                         |
| Mar 4 – 8      | National Association of Record Merchandising annual convention in Century Plaza Hotel in Los Angeles. |
| Mar 27 – 30    | National Association of Broadcasters annual convention in Washington, D.C.                            |
| Apr 27 – May 1 | American Women In Radio and Television in Radisson Downtown, Minneapolis                              |
| May 26 – 29    | Black Radio Exclusive Convention, Century Plaza Hotel, Los Angeles                                    |
| June 2 – 4     | Associated Press Broadcasters annual convention, Chase-Park Plaza Hotel, St. Louis.                   |
| June 12 – 16   | Broadcaster Promotion Association annual convention at Beverly Hilton Hotel, Beverly Hills            |
| Sept 14 – 18   | Radio Television News Directors Association annual meeting at Hyatt Regency Hotel, San Francisco      |
| Oct 2 – 6      | National Radio Broadcasters Association annual convention – site to be announced.                     |

**BILLBOARD RADIO FORUM HELD IN NEW ORLEANS WITH ABOUT 600 IN ATTENDANCE . . .**

**BILLBOARD PUBLICATIONS BUYS WLAC IN NASHVILLE . . . THEIR FIRST STATION**

**LA MARKET CHANGES WITH KPOL-FM SWITCHING TO SOFT AOR FORMAT . . . KGBS BECOMES KTNQ AND GOES ON THE AIR WITH TOP FORTY FORMAT . . .**

**RADIO TELEVISION NEWS DIRECTORS ASSOCIATION MEETS IN BAL HARBOUR, FLORIDA . . . NAMES WAYNE RODGER VRIESMAN AS NEW PRESIDENT . . . HE'S VP-NEWS DIRECTOR OF KWGN-TV IN DENVER**

**PRESIDENT-ELECT JIMMY CARTER NAMES SIMON LAZARUS, FORMER AIDE TO NICHOLAS JOHNSON, AS LIAISON WITH FCC . . .**

**NAB CODE BOARD PASSES RESOLUTION ASKING BROADCASTERS TO PAY CLOSE ATTENTION TO RECORDS FOR DRUG AND SEX REFERENCES . . .**

**BEN HOOKS RESIGNS FROM FCC TO TAKE OVER NAACP . . .**

**RADIO REPORTS DOLLAR REVENUES UP IN 1975 . . .**

**PD CHANGES – CHUCK KNAPP APPOINTED AT WIBG IN PHILLY . . . KEN RUSH TAKES OVER AT KILE IN GALVESTON . . . JOHN LONG TAKES OVER AT WHBQ REPLACING GEORGE KLEIN . . . MICHAEL ST. JOHN LEAVES WERC IN BIRMINGHAM TO TAKE OVER PD-SHIP AT WMPS . . . JIM HARPER BECOMES NEW PD AT WDRQ IN DETROIT . . . JIM DAVIS TAKES OVER AS PD**

**AT KLIF, WITH PAUL DREW CONSULTING . . . ROB SHERWOOD, FORMERLY OF U-100 TAKES OVER AS PD OF KSTP . . . TIM BYRD RESIGNS PD-SHIP OF WAIR IN WINSTON-SALEM . . . CHARLIE FOX BECOMES PD OF**

# Top Lines of the Quarter

"This show is brought to you by Phillips Milk of Amnesia ... For those who *forget* to go to the bathroom." — Gary Owens, KMPC

"Assumption is the mother of 'fuck-uption'." . . . (I think it was Kiki La Porta of A&M who first said this, but I've said it so many times it could have been original with me!).

With these two extras let us depart to Ron Brandon's Radio Music Report and make a point of pointing out one of the most pointed of people . . . Calls himself ole Bear . . . real name Jimmy Davenport . . . In searching for the funniest . . . we continually depart to one of the departed:

"A nymphomaniac is a Jewish girl who'll go to bed with a guy after she's had her hair done."

"I wonder if I could buy back my introduction to Ernie Phillips?"

"The secret of Dave Carrico's success — still is."

"What this country needs is a good five-cent nickel."

"If you can't say anything nice about the guy, let's hear it."

"The anchorman on a TV late-night news program surprised his viewers with this announcement: 'We have good news and bad news for you. First the bad news: Our planet is being invaded by Martians . . . Now the bad news: They eat politicians and pee gasoline.'"

"What is a ding-a-ling-us? The desire in a male to eat the Avon lady?"

**P.S.** It occurred to us to print a picture of Jimmy Davenport in this Report . . . but this is a family publication.

---

## Records

---

*Each quarter we search for those items that will recognize great exceptional achievement in the industry. If you have or know of someone who has set a "record" in this business, please phone RQR at (213) 462-7400 immediately so we may print that item in the Spring issue.*

Chuck Dunaway of KAFM in Dallas claims he holds a lot of records (like using the first microphone, knowing Bill Young personally, etc.), but we would like to hone in on one one amazing fact about "Kid's" husband. . . . In 24 years of being on the air (WABC, KILT, WKY, WKYC, etc.) Chuck Dunaway has never ever used another name; other than Chuck Dunaway.

Here's a record that one would rather not hold: Joe Osborne, instrumental in the beginning of the Carpenters, now a Nashville resident, holds the record for most gold records — lost! In a fire at his Tennessee house, Joe was unable to recover some 46 gold singles and albums presented to him . . . hanging on his wall. All were lost.

BURTON  
CUMMINGS  
SOLID  
GOLD  
ON

*Portrait*

*Portrait* Records & Tapes

8831 Sunset Blvd., Suite 200, Los Angeles, Calif. 90069

# TOP 100 Radio Stations

In the last issue of Radio Quarterly Report we did an analysis of radio stations based on their quarter hour share in the April/May Arbitron rating book.

As promised, we took those same books and found the top 100 radio stations according to cume (i.e., the number of people reported tuning into that station. The picture (and of course the stations) is totally different. You'll note the top 15 come from only 6 different cities with New York and Chicago dominating.

We sent questionnaires to all 100 stations and asked them to give us information regarding their station. 56 of those stations responded.

The average cume leader is of course a major market. WOW in Omaha and WOAI in San Antonio stand out as two stations that are exceptions to that statement. The average top 100 station is a Top 40 station; its format has been in existence for less than 5 years. The air staff has been there 2 years or longer. It's a heavy news station averaging news more than once an hour. It is a super promotion-contest minded station. The program director screens the music for the jocks. It is a live station rather than being automated. It plays jingles and considers itself a very tight-sounding station. Interestingly enough, almost (but not quite) half of the stations are associated with a network in some way. Its playlist is more than 50

records, and the average leader plays LP cuts. Over half its daily music rotation is Oldies. Its commercial load limit is 12 minutes or less and the station does have females regularly on the air. Surprisingly enough, the average cume leader does not do play-by-play sports. It will be interesting to take the spring book '77 and note changes in the programming and line-up of those stations over the next years.

The following is the result of our survey:

#### What is your format?

Top 40 . . . . .	19.2%
Beautiful . . . . .	15.7%
Adult Contemporary . . . . .	14%
Block . . . . .	12.2%
MOR . . . . .	12.2%
Solid Gold . . . . .	5.2%
News . . . . .	5.2%
Country . . . . .	5.2%
Talk . . . . .	3.5%
Black . . . . .	1.7%
Classical . . . . .	1.7%
AOR . . . . .	1.7%
Soft AOR . . . . .	1.7%

#### What is the average time your air staff has been employed at the station?

2 years . . . . .	21.4%
3 years . . . . .	8.9%
1 year . . . . .	8.9%
4 years . . . . .	8.9%
10 years . . . . .	7.1%
7 years . . . . .	7.1%
6 years . . . . .	7.1%
8 years . . . . .	5.3%
22 years . . . . .	3.5%

**Quarterly Report Radio Quarterly Report Radio Quarterly Re**

Under 1 year . . . . .	3.5%
20 years . . . . .	1.7%
15 years . . . . .	1.7%
13 years . . . . .	1.7%
11 years . . . . .	1.7%
9 years . . . . .	1.7%

**What is your commercial load limit?**

6 minutes . . . . .	4.8%
8 minutes . . . . .	19.5%
9 minutes . . . . .	4.8%
10 minutes . . . . .	4.8%
12 minutes . . . . .	19.5%
13 minutes . . . . .	2.4%
14 minutes . . . . .	4.8%
15 minutes . . . . .	2.4%
16 minutes . . . . .	9.7%
17 minutes . . . . .	9.7%
18 minutes . . . . .	9.7%
18 minues . . . . .	14.6%
22 minutes . . . . .	2.4%

**How often do you run news?**

Less than hourly . . . . .	35.1%
Hourly . . . . .	20.3%
More than hourly . . . . .	44.4%

**How often do you run contests?**

Heavy (monthly or more) . . . . .	53.3%
Sometimes . . . . .	32.1%
Never . . . . .	14.2%

**Are you automated at any time?**

Yes (100%) . . . . .	12.5%
No . . . . .	82.1%
Sometimes . . . . .	5.3%

**Is your music screened by the program department before air play or do jocks decide?**

Screened . . . . .	92%
Jocks decide . . . . .	8%

**How many records generally are on your playlist?**

50+ . . . . .	39%
40-49 . . . . .	9.7%

30-39 . . . . .	19.5%
20-29 . . . . .	26.8%
10-20 . . . . .	4.8%

**Do you play LP cuts?**

Yes . . . . .	89.1%
No . . . . .	10.8%

**What is your percentage of Oldies in daily rotation?**

0-10 . . . . .	10.8%
10-19 . . . . .	0%
20-29 . . . . .	9.7%
30-39 . . . . .	19.5%
40-49 . . . . .	10.8%
50+ . . . . .	46.3%

**Are there any female announcers regularly on the air?**

Yes . . . . .	68.5%
No . . . . .	31.4%

**Do you do sports play-by-play?**

Yes . . . . .	25.5%
No . . . . .	74.4%

**Do you use station ID jingles?**

Yes . . . . .	66.6%
No . . . . .	33.3%

**Are you affiliated with any network?**

Yes . . . . .	49.1%
No . . . . .	50.9%

**On a scale of 1-10, with 1 being personality and 10 being tight, where do you place your station?**

1 . . . . .	5.6%
2 . . . . .	3.7%
3 . . . . .	5.6%
4 . . . . .	5.6%
5 . . . . .	15.0%
6 . . . . .	7.5%
7 . . . . .	9.4%
8 . . . . .	18.8%
9 . . . . .	7.5%
10 . . . . .	20.7%

**TOP 100 RADIO STATIONS**

1.	WABC	New York	7.	WMAQ	Chicago
2.	WLS	Chicago	8.	CKLW	Detroit
3.	WOR	New York	9.	WJR	Detroit
4.	WCBS	New York	10.	WNBC	New York
5.	WGN	Chicago	11.	WBBM	Chicago
6.	WINS	New York			

12.	WXLO	New York	57.	WAIT	Chicago
13.	WNEW	New York	58.	WEEI	Boston
14.	KHJ	Los Angeles	59.	WWRL	New York
15.	WRFM	New York	60.	WTFM	New York
16.	WPLJ	New York	61.	WBAL	Baltimore
17.	KFRC	San Francisco	62.	KRLA	Los Angeles
18.	KDKA	Pittsburgh	63.	WPGL	Wash. D.C.
19.	KNX	Los Angeles	64.	WRIF	DEtroit
20.	WHN	New York	65.	WBVF	Boston
21.	WBZ	Boston	66.	WOW	Omaha
22.	WFIL	Philadelphia	67.	KNX-FM	Los Angeles
23.	WCBS-FM	New York	68.	WXYZ	Detroit
24.	KYW	Philadelphia	69.	WVNJ	New York
25.	WRKO	Boston	70.	WDHF	Chicago
26.	WPAT	New York	71.	WWWE	Cleveland
27.	WBLS	New York	72.	KXOK	St. Louis
28.	KABC	Los Angeles	73.	KLAC	Los Angeles
29.	WCCO	Minn./St. Paul	74.	KSD	St. Louis
30.	WPIX	New York	75.	KRLD	Dallas/Ft.W
32.	WCAU	Philadelphia	76.	WIFI	Philadelphia
33.	KBIG	Los Angeles	77.	KRTH	Los Angeles
34.	WBAP	Dallas/Ft Worth	78.	XTRA	Los Angeles
35.	KFWB	Los Angeles	79.	WOAI	San Antonio
36.	WCFL	Chicafa	80.	WGAR	Cleveland
37.	WIND	Chicago	81.	WKTU	New York
38.	KMOX	St. Louis	82.	WBBM-FM	Chicago
39.	KCBS	San Francisco	83.	KABL	San Francisco
40.	KMPC	Los Angeles	84.	WDRQ	Detroit
41.	WPAT-FM	New York	85.	WVON	Chicago
42.	KFI	Los Angeles	86.	wwj	Detroit
43.	WNEW-FM	New York	87.	WCAO	Baltimore
44.	WQXR	New York	88.	WKTO	Pittsburgh
45.	WHDH	Boston	89.	WOWO	Ft. Wayne
46.	WWSH	Philadelphia	90.	KDWB	Minn./St. Paul
47.	KJOI	Los Angeles	91.	KPOL	Los Angeles
48.	WIP	Philadelphia	92.	WPEZ	Pittsburgh
49.	KGO	San Francisco	93.	WADO	New York
50.	WVNJ-FM	New York	94.	KMET	Los Angeles
51.	WLAK	Chicago	95.	KIQQ	Los Angeles
52.	WLOO	Chicago	96.	WDVR	Philadelphia
53.	KSFO	San Francisco	97.	WPEN	Philadelphia
54.	WIBG	Philadelphia	98.	WMEX	Boston
55.	KLOS	Los Angeles	99.	WFAA	Dallas/Ft W.
56.	KNBR	San Francisco	100.	KSTP	Minn./St. Paul

Chuck Blore & Don Richman Incorporated

We believe your TV commercials should have the same quality as the albums they represent.

Thus far --- Paul Anka, Chicago, ELO and Shirley Bassey have agreed.

*More Excitement  
From Mercury Records*



10cc  
"THE THINGS  
WE DO  
FOR  
LOVE"

(Watch  
for  
new album  
soon)

WILLIAM  
BELL  
"TRYIN' TO  
LOVE TWO"

(Watch  
for  
new album  
soon)

BAR-KAYS  
"TOO HOT  
TO  
STOP"

From the album of  
the same title.



SRM 1-1099 / MC8-1-1099  
/ MCR4-1-1099

A Product Of Phonogram, Inc.





on location.

# BLUE SKIES OVER BLACK OAK KANSAS

Black Oak Arkansas "is a mongrel group of satanic origins that is promoting drugs, sex and rebellion. This is one place in America that hasn't been touched by 20th Century heathenism that rivals 1st Century heathenism. 90 percent of the people here have never seen the place the way it is, with the old American tears intact."

— J.D. Tedder, Pastor Open Baptist Church  
Harrison, Arkansas

Harrison (Ark.) Daily Times— Monday, April 21, 1975

**For \$570,000**

# 'Black Oak' Sues Preacher Tedder

An attorney for Black Oak Arkansas this morning filed a lawsuit against Baptist preacher J.D. Tedder for statements he made about the rock group at a city council meeting April 7 and at a public rally April 12.

The scene wasn't new to Butch Stone, Jim Dandy Mangrum, and the other folks that made up a band and a family called Black Oak Arkansas. They'd been run out of more than one city, had taken years of criticism for their long hair and lifestyle; but this time it was different. It wasn't 1965. It was 1975.

Like more than once before, various county officials, led by County Judge Billy Rose, had come to Black Oak for help. At about the same time the group had continuously been visited by young area fans asking for a local concert. The group decided to kill two birds with one stone. They would help raise the money for the poor people's hospital wing and they'd do it in the area. They chose the county fairgrounds in Harrison for the event, but pastor Tedder wasn't ready for it. He charged into a City Council meeting just a year ago last April, and demanded that the Council not allow the concert, charging "Harrison does not need the trash, immorality and drug-related problems that these mongrel groups bring with them."

But alas for Tedder and company the Council responded by saying that they could no more stop Black Oak than they could Andy Williams or Merle Haggard from playing there.

Tedder wouldn't give up. He announced to the council that, that being the case, "We'll pray for rain. If we're right with God, he'll answer our prayers."

Black Oak manager Butch Stone later commented to the press that Tedder should get down on his knees and "ask God forgiveness for his stupidity."

Saturday night approached and 4000 plus showed up at the fairgrounds for Ruby Starr and Black Oak, and Jim Dandy remembers there was not even "a single little bitty white fluffy cloud in the sky." The concert came off without the slightest of problems. From the group's efforts the money was raised for the wing in the Marion County Hospital.

Butch noted that back in the 60s "we were kids then. We didn't know how to fight. We didn't have families. God gave us this place to raise and teach our child-



**Black Oak Concert Attended By 4,000**

PARSONS, Aug. 14 (AP) — Drawn as an effort by local organizers to bring the performance, and to raise a variety concert by the rock group Black Oak Arkansas was held without incident Saturday night.

A source acquainted with the scene, 4,000 persons attended the concert, which was to be held in the Marin County Health Center here. The Oakland school on the B.B. Sholes site normally another 100,000.

TV. Rev. J. D. Tabor, pastor of the New Zion Baptist Church, said between 10 and 150 persons headed a rally in downtown Berkeley before the concert.

The Rev. J. D. Tabor said

severe anti-racism protests against the concert, the cause of the last month in Berkeley (Continued)

We encourage the citizens who attended the rally to give us the best possible opinion in Harrison," Tabor said.

Tabor was one of the speakers who attended a Black Oak concert, reading the Lincoln night, a general performance of various groups.



ren and there's no way we're going to leave."

He backed that up by promptly filing a defamation of character suit against Tedder, asking a total of \$570,000 in damages for the defendant's "false, malicious and untrue accusations."

"We were concerned about our families having to shop in town and the fact that sometimes we're 2000 miles away; we wanted to rectify our name."

For days the lifestyle and beliefs of Black Oak Arkansas were put on trial with each of the members going to court to testify. The band won the case, but waived damages. Tedder and company had been turned back.

Black Oak Arkansas is a rock and roll band. They've now recorded some 13 albums and gross over 2 million dollars a year in about 200 annual dates on the road.

One afternoon this fall Butch Stone phoned the Report office and invited us to visit. We set a date and Butch questioned, "You don't mind small planes, do you?" "No," I assured him, thinking I'd probably have to ride in a DC-3 or something.

What I knew about Black Oak Arkansas was simply that they were heavy rock and rollers and they lived in a commune in Arkansas. That brought up images of women in long dresses with no makeup, dirty kids running around the yard and of course, no smoking and plenty of honey and unseasoned foods. You figure that you'll probably be sleeping in a dusty corner someplace in a sleeping bag.

The Delta 727 landed in Memphis and we were met by pilot Tom Fleming. To my non-surprise by this time, the plane was not a



DC-3 but a twin-engine Cessna. It seated eight very close friends. My uneasiness was furthered, I must admit, by the heavy clouds in the sky. But, halfway across the flatlands of northern Arkansas, so often traveled by Black Oak, the clouds slowly vanished and we donned sunglasses against the bright sun, backgrounded by the same crystal blue sky that the group must have seen that day in Harrison.

I learned that Black Oak had just sold their two planes to buy a larger one and this was a leased replacement. They owned planes? My expected hippy commune image began to wane.

The flatlands turned into rolling hills, the hills turned into mountainous areas and the beauty of an Arkansas fall came into view. After an hour we landed in Mountain Home. Sparkey Stone, Butch's

brother, picked me up in a new 4-wheel drive camper truck. He had long hair but he wasn't eating honey. My expected image continued to dim.

We drove through the beautiful 20 miles from Oakland, past but a few homes. All of Marion County has but 10,000 residents. Few places in the U.S. were so untouched as this Ozark area. Sparkey talked of Black Oak on the way with a constant smile on his face. "You're not too happy," I commented.

Oakland is a "city" of about 200 people. Sparkey pointed out the post office, which the group had bought when it was about to close. They take in half the daily mail in the town themselves. A quarter of a mile away was the schoolhouse. The little one-room grade school had closed sometime ago and the kids were all going to be bused into Mountain Home.

Black Oak held a benefit concert in Little Rock and raised \$25,000 for the material to build a new one. They hired two teachers and are currently in the process of building homes for them.

Sparkey, who is on the school board, noted that dedication for the school was but one week away and U.S. Senator Bumpers and Arkansas Governor Pryor would both be in attendance.

"One of the best things we ever did was there at the Community House," Sparkey pointed to the next building. "We came in with acoustic guitars and served coffee and stuff and really got to know the people in the area."

Obviously the city was called Oakland, but it was Black Oak all the way.

We pulled into the drive of a house another 3 miles past Oakland and Sparkey stopped at "the office." And just as in L.A. or New York, phones were ringing, secretaries typing, business being done with Butch dictating letters and telling his secretary to "tell the Congressman I can't make it because I have a prior commitment."

There were four buildings on the place: the office, a large rehearsal hall, another office used to promote the group, and in the back that old one-room schoolhouse, now being used for storage, but soon to be renovated as a sort of monument and gift shop.

Butch finished his business and we got in his camper to go "down to the place and stash your stuff." It was here that the long print dresses and sleeping bag idea went out the window. A mile down the road, a solid oak fence over 15 feet high, covering 8 acres of land came into view. This was the "place." Butch stopped and

unlocked the gate and what I saw inside was breathtaking, to say the least. Here were 11 beautiful homes overlooking the gigantic Bull Shoals Lake. An incredibly huge swimming pool with the BOA insignia painted on the bottom stood in front. Pine trees were all around. They parked in front of a guest house and inside it was dotted with antiques, fireplaces everywhere (complete with fires already built, thank heaven), and a refrigerator full of food. The stereo system was ready to go and there was a TV, if wanted.

Three doors down was Butch's house; just adding a wing for his

new pool table. As were all the homes at BOA, it was unbelievable with taste, spacious and comfortable. Fireplaces blazed constantly in all the homes and one got a feeling of being sort of in a Beverly Hills with an Arkansas soul.

Each day was spent with one or another of the various homes for breakfast, lunch or dinner. I'd get up in the morning and go over and have breakfast with Butch and his lovely lady Connie (who should have given birth to their fifth child by the time you read this) or Jim Dandy and his equally charming lady Nancy. Black Oak has gone on record with commercials against heroine and uppers and downers, etc., but were quoted in the papers as "not being opposed to marijuana." In truth, the group is heavily involved in Arkansas politics, having contributed constantly to Arkansas improvement programs, not to mention the good will and publicity they've given to the state. One got the impression that they also wouldn't be "opposed to the legalization of marijuana in Arkansas as well."

Jim Dandy Mangrum and his wife, Nancy .... at home.



Jim and Geronimo survey the road.

Butch took me around the area that afternoon. Across the street from the main complex was another group of houses where Ruby Starr and various other band members lived. In all there are about 100 people making up Black Oak Arkansas. We drove down to the lake, able to view 25 or 30 feet down to the bottom; one of the clearest lakes in the US. Deer, black panthers, bear, quail, squirrels and turkeys were evident throughout the woods; we saw four deer on the road on a night's drive to Mountain Home.

Butch, Sparkey and a couple of other band members are deputy sheriffs, and since arriving they've been able to get No Hunting laws passed. "We'd come upon 30 or 40 deer carcasses laying in a camp with nothing more than a hind leg gone. We stopped that pretty fast. Hunting for food is another thing," he added.

The group shares meat, eggs and vegetables, grown by helpers on the land; "enough to even truck some into town." Likewise there is a community liquor cabinet where one night Jim Dandy and myself decided to borrow a little tequila. There was, however, very little alcohol consumption, but you've never seen so many Pepsi's coming out of the machine. If they had a vice, that was it; Pepsi Cola's.

Black Oak Arkansas is a rock and roll band. It's Tommy Aldridge on drums, Jimmy Henderson and Stanley Knight on guitars, Pat Dougherty on the bass and Jim Dandy Mangum on vocals (not to mention tambourine and washboard.) Black Oak is manager Butch Stone, organizer Sparky Stone, caretaker Jimmy Henderson, production manager "Little" Dave Glover, it's Danny and Marjie watching over the place, it's Molly taking care of the de-

That's Dottie at the top, and Molly at the bottom.





**"I was surprised to find I was spending four days in a dry county!"**

tails. It's Ruby Starr and a new group they're managing called Target. It's the roadies. It's the helpers on the farm. But most of all Black Oak Arkansas is people like Butch's wife Connie and Jim's wife Nancy. And especially, it's the children; Dennis, Denise, Jessie, Ginny, Karen, Jimmy and the others. Black Oak Arkansas is a family, in a sense that has obviously been fading in American culture.

A strange thing happened to me on my "On Location" trip this time. As I sat around the breakfast table and listened to the conversations of the children and the logical, loving adult attitude they and their parents displayed to each other; as the house filled up with children at the end of the day for discussions about what it was like to be the children of a rock and roll band ("everybody's

always asking for free t-shirts or albums or something ... takes a while to know who your friends are); as I talked to Connie and Nancy about how much they miss living in a more active city and environment ("we've already done that ... we're worried that the family doesn't seem to mean much to most people anymore) — as I experience all that, I suddenly realized that I had subtly found a peaceful, comfortable awareness that had not been there for a long time. Usually a 2-pack-a-day cigarette smoker, I ran out and just forgot to get anymore. The evening beer to settle frazzled nerves was not needed in that brilliantly clear starlit, cricket-chirping atmosphere. Black Oak Arkansas is a family that didn't just happen. It had been a long time coming.

The real Black Oak Arkansas is a community about 25 miles from Blytheville, over 100 miles from where Black Oak lives today.

(Butch noted that now the city of Black Oak no longer puts up population signs — "People kept stealing them.")

Butch's father was a police sergeant most of his life. Jim Dandy grew up on a farm. "If it hadn't been for that hard freeze, wiping us out and my getting kicked out of school, I'd probably still be a farmer myself," JD told us, but that prompted a cynical "Sure!" from Nancy who was preparing breakfast in the kitchen. She added, "You had an itch that needed scratching." Jim's deep gravelly voice has prompted more than one reviewer to say Jim couldn't sing. He attributes it to the singing he used to do over the loud whine of his John Deere tractor.

For Jim Dandy the farm turned into a Shell service station "In town" and rock and roll started being a way of life for him there.

Just a few miles away in Jonesboro, Arkansas, Butch Stone was getting ready to go to medical school, but like so many he'd found a way to get through college; namely, booking bands. Then here came Jim Dandy and company and Butch opted for their management. In those days they were called Knobody Else, and for good reason; long hair and rock and roll were not like "anybody" else, and that fact caused the band their first tragedy. Gigs were few and far between for the band in those days and when they got one, it meant they also had to have the equipment. Nobody renting to them because of their salty look didn't stop them. They broke into the schoolhouse and "borrowed" a PA system. For that Jim Dandy alone got an 8 year sentence in Tucker prison. Fortunately



ly for them their sentences were suspended but it kept the band from touring Europe until just a year and a half ago when they brought the house down in England. As Dandy commented, "We have been through the gutters of the world."

Those gutters took them from town to town across Arkansas, Oklahoma and New Orleans, playing to 300 people in a roller rink on "good nights." But while the grueling one-nighters brought near starvation in the old days, it later was probably what made Black Oak Arkansas the success they are today. "Everybody thought we was a local band," Butch reminisced, "we played those places over and over and got to know the people. That's it. Black Oak is a people's band."

For a good four years the band did its touring, coming into a town and spending a day putting posters all over the city, then spent the next day promoting the concert. Finally in 1969 they returned to Memphis to do their first album for Stax. That stay ended after a period on a night in the LSD experimental days. The band had almost completely rented one apartment house, and their house was suspect, for nothing more than the uniqueness of long hair in the city.



Sparkey, Little Dave and Danny in the office.



Rehearsal was at 2:00 each afternoon.

One night after a session, the guys decided to drop some acid that had been laid on them, and there occurred a scene that brought the police to inquire "Martians?" Shortly after, the band was asked to leave Memphis. They turned to New Orleans. From there they took off for California, lasting only two weeks and coming back to the south. Through those years they continued their constant one-nighters, being "the people's band."

Their dates continued to get bigger and bigger. Suddenly they were playing to 3000 in Jonesboro and the decision for the third trip to California took place.

Their second trip in the late 60s had memories of free concerts in Griffith Park with helmeted shielded police surrounding the area. Jim Dandy recalls being passed through the crowd after a young lady had given him a drink of Kool-Aid, unfortunately laced with acid. Here was Dandy crawling back through the crowd to find his microphone, getting back on stage only to see the concert surrounded by riot police. "They've just come over to hear the music," he told the crowd. "So, we're going to play one more song just for them."

This time, however, as they came back to California, the free gigs had turned into club dates at places like the Beach House and the Corral, and the peanut butter and crackers they'd lived on became real meals. While at the Beach House, Jerry Wexler saw them and signed them to an Atlantic contract. By the end of 1970 they were on their first of what would become continuous tours on the national circuit.

"We always said that we'd make a million dollars and go back to Arkansas," was a theme song of the BOA discussion. At the end of 1973, they found the land they wanted and bought it and came home. Yet they continue to be just as active on the road playing over 200 gigs a year, now expanding into Europe, Canada, Australia and Japan. Yet they still find time for the Springfield's and the Little Rock's. They count it important to maintain the folks in the secondaries.

The group itself has one luxuriously decorated double-decker touring bus, comfortably sleeping 12. Another bus follows as well as two semi's loaded with lights and sound. The band, now with 13 albums and some gold hanging on the wall has been a stone smash on television as well, with more than one appearance on shows like Midnight Special.

Today they're expanding into helping other acts such as Target and "one or two more" to be named in the near future. Butch said the goal of the organization is to be "self sustaining," moving into other media as another possibility of expansion.

All the days of my stay at Black Oak Arkansas there were no clouds in the sky. Not only was the sky blue, but so was the feeling. On stage, Black Oak is a high-energy destructive primal type rock and roll. At home Jim Dandy Mangrum spends most of his home hours studying the Urantia book. He fasts at least two days a week. "I believe in Christ," Jim Dandy flicked the ashes in the tray. "I believe in Christ as divine destiny. I think Urantia could help a lot of kids."

"You just try to be a good man," Butch added, "You try to help as many people as you can, take care of the ones you love and try to learn something on the way." I believe our success has had totally to do with our ability to stay together as a group of people."

"Our religion," said Dandy, "is 7 days a week."

"And," he flicked some more ashes, "music, in truth, is answering the anxieties of life."

And as for the children, it was Dandy who said, "Our children will not have to go through the shit we did."

The home is the only place where sexual education is supposed to be taught, where religion is taught and practiced seven days a week. It is important for the children to be well-mannered; to be diplomatic and have a reasoning mind."

Black Oak Arkansas — a name chosen to remind them of "their roots and their heritage" has 10 years under its belt now and the work continues. Why did it happen? Dandy answered, "We didn't have nothin else to do. Those people made us mad. We didn't want things ending like they wanted it to. We're going to stay together. We're still as tight as we ever were. We're growing so much. If there's anything great in what we do it's in our heart."

As I boarded the Cessna on Saturday morning after 4 days at Black Oak Arkansas, I must admit my own heart had changed. Here I saw how people can practice sincerely what they do, in a peaceful atmosphere in the midst of other loving people who make up not just a group or a business, but a family; and I supposed I learned a new hope of sorts — that perhaps the skies could be blue for everybody like that.

Butch's daughter, Ginny, just getting up.





RECORD COMPANY OF THE QUARTER

# Capitol



*"THE TOWER!  
HOW MANY PASSAGES TO DEATH DID  
THAT DARK STRUCTURE PRESENT!"*

*— Sir Walter Scott*

"Wallich's salary as chairman was then \$75,000 annually. Gortikov received \$80,000 as president. The corporation's 17 directors and officers accepted remuneration amounting to \$495,564 in 1970, exclusive of bonuses and stock option privileges.

And when the report to stockholders for the fiscal year ending June 30, 1971 was issued, the staggering, unthinkable net loss for 12 months came to \$8,092,000. Eight million dollars. It was the first year ever that Capitol had not turned a profit.

"How," I demanded of Wal-

lich, "can we sell \$143,055,000 worth of records and come out with an \$8 million loss?"

He gave me a wry, cynical smile and shook his head slowly.

"It isn't easy. But with the good Lord willing to give me the time, I'm going to take Capitol apart and make it sound again."

"You think there've been changes this last year? We haven't even started. But now it's management that needs cleaning out. I hope I've got time."

— Dave Dexter in his new book *Playback*, Copyright 1976, Billboard Publications.

The time that Dexter was talking about in his just released memoirs of decades with Capitol Records was 1971. Just a few weeks ago, Capitol Industries-EMI Inc. released their annual report for the fiscal year ending June 30, 1976. In a note to shareholders the now Capitol head, Bhaskar Menon reports "It is with pride that I report to you that Fiscal 1976 was a year of strong financial performance by our company accompanied by significant achievements in the artist base from which the Company's future growth will result.

In just 5 years as Capitol's head officers, Menon had turned an \$8 million loss into a \$10 million profit! Sitting with him in the "E" floor of the Capitol tower, I asked him simply "How did you do it?" The answer is worth printing.

"My own role in it, frankly, has been largely that of a non-playing captain. When you go through a major traumatic exper-

ience, which it was for us in 1971, to suddenly lose this incredible amount of money, having never done so in the past, and having a role that had been quite distinguished in the business; that trauma tends to release emotions that brings the best out of people. It's a period of great testing. If the human element is able to stand that testing, it brings out, I think, a sense of re-focus, of purpose, of fundamental enquiry into things that have been taken for granted in the past. Remember that I myself was, by any standards, the most improbable choice [to take over] at that particular time. I have never seen such a set of people with human strengths, with the ability to recover from adversity. I see it [the role of chief administrator] as really almost exclusively that of maintaining an environment within a company which is hospitable to excellent people giving of their best; an environment that is not intimidating, but is encourageable of finding that very dignity and self-respect."



The Capitol Tower---Under construction in the middle fifties

Net sales were \$168,161,000, up 35% from 1975's \$124,996,000. Net income was \$10,349,000, up 97% from 1975's \$5,262,000. Earnings per share in Fiscal 1976

were \$3.12 on 3,311,908 average shares outstanding, compared to \$1.58 on 3,327,302 average shares outstanding in the previous year."



**President Bhaskar Menon rapping with Bob Hamilton**

Born in Kerala, South India in 1934, Bhaskar Menon was indeed an unlikely choice to replace the departing Sal Iannuci. The announcement was generally greeted in U.S. record circles with "Who?" And then of course there was the overall feeling of "I wonder how long he'll last."

But, in fact, Menon was no newcomer to either the record business or EMI. He graduated from Oxford University in 1956 with an MA in Philosophy, Politics and Economics and immediately joined EMI in England. Most of the early years with EMI he spent back in India, running the Gramophone Company, moving from Commercial Manager to Managing Director and then to Chairman of the company.

In 1970 Menon was transferred to London as Managing Director of EMI International Services. He has done record business in over

30 different countries since that time.

With a disaster on their hands, Capitol Records looked to the parent company and there was the highly successful Menon ready to take over.

His title now takes up a page. He is President and Chief Executive Officer of Capitol Industries. He is also Chairman and President of Capitol Records, Inc. and Chief Executive Officer of all Capitol's operating companies in North America. Highly versed in all of EMI's activities, he is a member of the parent Board of EMI Limited, London.

One gets a bit of a look at the man's philosophy by noting that the names of his two sons are Sid-dhartha and Vishnu.

The "turn-around" of Capitol Records was no easy task. As he arrived, Menon noted that the

exit of the "commanders" had left tremendous gaps in the company. In but a small space of the time, Capitol lost its president, VP of A&R, VP of marketing, head of promotion and merchandising.

Menon admits that he began looking around the industry for replacements but decided that the basic philosophy had to be a "dedication and commitment to our own talent." The company leaders were generated from within.

He added, "I think if I were to look back, I would really have to say that I don't think I could ever have imagined that I could derive such personal, professional satisfaction of anything I've done in my life; nor am I ever likely to do it again; as it had to do with this tremendous development of our own people who have come forward in what I hope has been an environment that has been hospitable to their development." He laughed, "in addition to that it was also the right type of good luck at the right time."

Besides the great "luck" as he called it in picking the right people for the right jobs, Menon made some other basic changes. "In the first 2 or 3 years," he explained, "we concentrated a lot of our energy in refining the delivery system. My own feeling was that, what was required was, to de-escalate this 'lease theory of talent'; in other words, every major production source being signed up."

Capitol had operated very much on the principle of getting its talent from deals with other smaller companies such as Island or Shelter. Menon, one by one got out of the deals, sometimes having to "pay, what it took to get out of them."

Armed with people like promotion chief Al Coury, Menon began to build a solid artist roster base at Capitol. Of Coury, Menon commented, "Whatever field he elects for himself; phonograph records or shipowner, he will be a success. He has that great gift; an almost demonic sense of concentration toward accomplishing goals."

The returns were immediate. Capitol sales dropped to \$129,688,000 in 1972, but its profit was \$1,621,000. In 1973 the company pulled a net income of \$5,624,000 and in 1974 continued to climb, with a profit of \$7,322,000.

"Our goals in the past 6 years have been purely qualitative" Menon explained, "I had, for example, deep concern about Capitol's lack of presence in the R&B field. Invictus didn't quite make it. I didn't think it was the way to make it anyway." He also noted the importance of maintaining and improving Capitol's ability in the Country field. Both of those areas have been strengthened in Menon's stay at Capitol. 1971 was the only year Capitol ever lost money. There is no question. Menon has returned Capitol to the same "presence of spirit" with which it began, almost exactly 29 years before.

That was 1942. At lunch at a Hollywood restaurant, songwriter Buddy DeSilva, songwriter-singer Johnny Mercer and Glen Wallichs, owner of Sunset and Vine's Music City record store, mutually agreed to begin a new company called Liberty Records. They were to change the name before their first release to Capitol Records, because of a conflict with Liberty Music stores in New York. DeSilva, we were told, was primarily interested



Buddy DeSylva, Glen Wallichs & Johnny Mercer

in putting his stepson Dave Shelly into a business, and agreed to put up \$10,000. Wallichs would run the business side of the label and Mercer would more or less be the creative force. Wallichs had for some time had his own radio repair shop in the back of Al Jarvis' record store on Hollywood Boulevard. He'd gotten the money together to start his own store, but had run into the Decca, Columbia, RCA franchised dealer problem. He kept his store alive by getting a franchised friend of his to order twice as much. Glen would drive over and stack the product in the back of his station wagon. Apparently, this had to do with his desire to start his own label.

Wallichs was aggressive, spending much of his time on the road staying in \$1 a night YMCA rooms across the country.

Wallichs was the first record

manufacturer to give free records to radio stations. Glen had a hundred copies of each record made up with a label that said "made especially for" and the concept was so successful it eventually became natural to give away "promo" copies for radio play.

Equally successful was Johnny Mercer who recorded 7 hits out of his first 10 records, personally. The company released 25 singles its first year; total sales was \$200,000. Biggest of the first year was Cow Cow Boogie by Ella Mae Morris and Strip Polka by Johnny Mercer.

It wasn't a good time to start a record company. First of all, the war was on and getting shellac was not the easiest of commodities to come by. Secondly, in 1943 a strong musicians union went on strike, and stayed that way against the record studios for some 10 months.

For a Capitol that was to later rely heavily on "the right luck at the right place," the ball bounced their way in the form of Nat King Cole. The Cole Trio played in a bowling alley near to Music City and Capitol and "Cole at the piano" in the store is described by Capitol oldtimers. Because masters were getting scarce they were exceptionally prone to pick up a master by Cole called "All For You." It sold about 100,000 copies, and his second single for Capitol did even better. It was "Straighten Up and Fly Right." He was Capitol's biggest artist up until his death in 1965.

Capitol's first office was in the 1400 block of Vine Street and their second above the store at Vine and Sunset. Wallich's Music City still stands today as the most famous record store in that part of Hollywood.

In a historical rap with Dave Cavanaugh, Pete Goyak and John Palladino, all 25+ year veterans with Capitol, Cavanaugh recalls

the first inter-office memo was instituted by a fellow by the name of Bill Flower. "The whole place was like a store," Cavanaugh explained, "everybody was in the same office. Flower would write an inter-office memo and Lou Sharell, (who was art director), along with a bunch of other things), would get his bugle out of the drawer and blow the charge and ([Dave] Dexter would read it."

By the time they moved to the office above the record store there were plenty of offices and about 60 or 70 people in the place, a fact disliked by Mercer.

The company continued to cook on until the later part of '46 and the beginning of '47. Suddenly there were no hits. "And from out of left field," remembers Cavanaugh, "there were hits by Julia Lee and Nellie Letcher, and smashes such as "Smoke Smoke Smoke that Cigarette" by Tex Williams and "12th Street Rag by Pee Wee Hunt.



John Palladino



Pete Goyak



Dave Cavanaugh

The hits kept on coming and Capitol continued to grow. Paul and Mary Ford were sensations of the early 50s with "How High the Moon" and "The World is Waiting for the Sunrise." The company was now a major. In 1948 they grossed 16 million dollars, released 400 singles and 44 LPs. In 1949, Buddy DeSilva died.

That was about the time that Wallichs persuaded Johnny Mercer to take on a trumpet player by the name of Jim Conkling as an assistant. Conkling was later president of both Warner Brothers and Columbia.

"Capitol got too big," Mercer told Dave Dexter, "it wasn't fun anymore.

In a sense, Mercer never really left Capitol. Sometime in that period in the 40s-50s transition, Mercer, who had never thought it was necessary to keep regular office hours, if there was nothing he thought worth doing, walked into his office and found another unknown person on the telephone. Mercer hadn't been in in 6 months and the stranger had only asked to use the phone, but the story is that Mercer abruptly left and never came back to the office.

Capitol had grown through the 40s with artists like Peggy Lee, Nat Cole, Stan Kenton, Margaret Whiting, Jo Stafford, Andy Russell and Paul Weston. Now as the 50s began they became the "hottest of the hot" with further hits by Sinatra, Kay Starr, Jackie Gleason, Les Baxter, Billy May and Nelson Riddle dominating the charts. Kenton continued to be their mainstay.

Glen Wallichs is described as a born businessman, and a one-man staff of artist relations. "His word was his bond," we were told by all three of our Capitol history ad-

visors. "He didn't drink or smoke and he left A&R alone."

Wallichs used to get up every morning in his Beverly Hills home and head for DuPar's restaurant for breakfast. He would gaze at the empty spaces in Hollywood and from those gazes conceived his own building just above Hollywood Boulevard, on Vine Street. He finagled the property he wanted, hired Weldon Beckett, a well-known architect and built the Capitol Tower. Wallichs knew everything about that building. Cavanaugh called it, "truly a monument to Glen Wallichs. One time the elevators broke down in the building, and the elevator company couldn't figure out the problem. Wallichs's know-how as a radio repair man and his love for the tower enabled him to go in the back, change a few fuses and wires and "get the lifts running again."

The company had been public since 1945. Their first day on the exchange, they opened at \$19 a share. By the next day it had climbed to \$33 a share. The following day it dropped to \$3.

In 1958 with a gross of \$21,308,633, Mercer, Wallichs

In 1958 with a gross of \$21,308,633, Mercer, Wallichs and the DeSilva estate sold Capitol Records to EMI for \$8.5 million.

Wallichs continued as Chairman of the Board and despite the sale, obviously never lost his concern for Capitol. But he turned over chores to such people as Alan Livingstone, corporation president from 1962 to 1968. During that period two important things happened to Capitol. It was the emergence of the Beatles and the illness of the Capitol father, Glen Wallichs.

In 1963 Dave Dexter was handling International Relations for Capitol in the U.S. He remembers in "Playback" that he had 20 records almost every day coming in from throughout the world, from producers who "hungered for a release of their work in the largest market on earth." He adds that "in this well-remembered box from London, however, I encountered a Parlophone debut disc by a Liverpool-based quartet called The Beatles. The name meant nothing to me, nor did the songs pressed back to back, "Love Me Do" and "P.S. I Love You." He remembers the Beatles well because he "regarded the raspy harmonica by John Lennon as particularly distasteful." VeeJay wound up with the record and later on released a second single with "Please Please Me" and "Ask Me Why." A third import was released by Swan in 1963 called "She Loves You" and "I'll Get You."

Dexter, so importantly recalls, "Came September and I touched base in London to meet with a half dozen EMI personell as a stopover on a European business trek which would take me as far as Helsinki. Tony Palmer maneuvered me into his new Manchester Square office hours after I arrived from Hollywood.

He started playing samples of British music - mostly dull rock - and suddenly Tony reached into a desk drawer and pulled out a lacquer test disc.

"You remember this group, the Beatles?" he asked.

"Sure, lousy harmonica."

"Not on these sides," Palmer responded.

"They've died on two labels back home. Why in hell should they die in my arms a third time?"

"Dexter, be a good chap and listen. Everywhere they play in England they're creating riots. Suddenly they are EMI's biggest sellers. Listen to this sound."

The song was "I Want to Hold Your Hand." Dexter committed. The rest is history. It is generally, readily admitted by those present during that period that the Beatles and the coincidental success of the Beach Boys both helped, and hurt, Capitol. Concentration was on the biggest phenomena since Sinatra, Capitol entered the rock field late. Yet as the 60s ended and the 70s began, Capitol hung onto its luck, with artists like The Band, Quicksilver and Steve Miller. The Beatles continue to be big sellers, even today.

In 1967, Wallichs found that he had multiple myeloma, a disease affecting the bone structure, for which there is no cure. Wallichs turned the reigns of the record company over to Stan Gorticovi. By 1969 he felt it necessary to give the entire Capitol Industries structure over to Stan. Capitol's record company division head became Sal Ianucci. Wallichs died two days before Christmas in 1971.

To my three veteran Capitol advisors, all of whom had been through the amazing domination of Capitol in the 50s, the Beatles experience in the 60s, the disaster of the early 70s and the saddened loss of their friend Glen Wallichs, these are "indeed the best of all days at Capitol."

"We have been through the reign of terror at Capitol," said Cavanaugh, referring not only to the 70s but earlier times as well. "There have been times of uprooting of families, causing problems. We were always the trendsetter, yet there came a time of getting into a bag of watching what everybody else was doing."

"We now have a solid team effort" someone else in the room brought out.

"Yeah," they almost agreed in unison, "the best times are now."

"When you decide to fall in love with only 4 women this season," Bhaskar Menon had told us, "you'd better better make sure you're a damn good lover. The position we were in, in 1971, was one of humiliation; one of defeat. Each part of that \$15 million loss that was suffered rubbed off on each person's professional performance. You're not about to win top promotion man at the promotion man's club in Pittsburgh that year."

We could not end a story on Capitol and its record company "comeback of the decade" if we were not to mention the contribution of now RSO president, Al Coury. His drive has been given as one of the major reasons Capitol

moved back into the black, back in 1972. Coury left his legacy behind on his move to RSO and now assistant Bruce Wendell, along with Steve Meyer and Ray Tuskin control the promotion strings at Capitol. Wendell, a former radio man, lives, as do most, the business that he is in. Interestingly enough, not Capitol artists but Neil Diamond paintings highlight his office. Music is obviously his passion.

There were others, too, who came from the ranks of promotion, sales and the warehouses around the country. Dom Zimmerman came in as national sales manager. Jim Mazza took over the international department. Dan Davis and Don Grierson came in to run merchandising and creative services. Larkin Arnold has literally built a successful black division from scratch. Today Capitol has one of the youngest group of executives in the business.



Don Zimmerman



**Bruce Wendell**



**Steve Meyer**



**Ray Tusken**



**Don Grierson**



**Larkin Arnold.**

Zimmerman attributes a lot of the success of the company to "a lack of politics between executives." "I certainly saw it here in the late 60s," Zimmerman recalls, "department heads wouldn't talk to each other."

But today he noted, "It's kind of free-wheeling here now. We operate more like a small independent record company. One of the keys to Capitol success," he continued, "is that Wendell is involved with the marketing guys and the marketing guys are involved with promotion. It's a synergistic sort

of an attitude. There aren't a lot of layers. Everybody relates directly."

Capitol continues its success, with Menon satisfied with the "qualitative growth. Now it's time to go for an increased market share. We are now so poised," he told the Report, "that we are able to do so. It takes some time to gain a psychological foundation of reassurance and confidence."

Capitol, over the past few months, has enjoyed success with Steve Miller, Natalie Cole, Helen Reddy, Bob Segar, Dr. Hook, Tavares, the Beach Boys and of course Wings and Beatle product. The offices are decorated with promotion piece after promotion piece, T-shirts, murals, etc.

Downstairs Glen Campbell records in one of the three studios in the tower. Upstairs Meyer continues the tradition of "vitalness" in the move to capture "an increased share of the marketplace." It is but days until they announce the signing of Carole King. Meyer is on the phone with an unknown entity as we begin our story on Capitol Records: "Hello ... what do you mean? ... yeah, ... TIX isn't an RKO station. Hey, you know ... KFRC is .. uh ... I mean FIL ... What do you think this is? Look, if you're gonna play in the super bowl you can't have injuries. You have to go with the first string. The second string can't carry you through a su -- you can get there, but if you wanna win you gotta ... on what? Get outa here! Look, I got KXOK, I got SLQ, I got GCL, I got APE. C'mon man, it's not like you're left alone out there ... Well, thank you - am I supposed to like that though? ... I wish I was back there so I didn't have to listen to my own bullshit!"

Our thanks to the very lovely folks at Capitol who were so kind and so open, during our investigation of its operations - especially to Dave Dexter, Pete Goyak, Dave Cavanaugh, John Palladino, Bruce Wendell, Ray Tuskin, Steve Meyer and Bhaskar Menon who reminded us that what was important about the record business was "a commitment to the artist base, the ultimate goal."

---

## EXECUTIVES OF CAPITOL RECORDS

- Bhaskar Menon, Chairman, President and Chief Executive Officer
- Don Zimmerman, Executive VP and Chief Operating Officer
- Peter Goyak, VP, Administration
- James Mazza, VP, Marketing
- Rupert Perry, VP, A&R
- Bruce Wendell, VP, Promotion
- Robert L. Young, VP, Business Affairs
- Larkin Arnold, VP, Soul Division
- Daniel C. Davis, VP, Creative Services/Merchandising / Advertising/Press & Artist Relations
- Frank Jones, VP, Country & Western Division
- Dennis White, VP Sales Division
- Bruce E. Garfield, Director, Press & Artist Relations
- Don Grierson, Director, Merchandising & Advertising
- Roy Kohara, Art Director
- Walter Lee, National Sales Manager
- Steve Meyer, National Promotion Manager
- Ray Tusken, National AOR Promotion Manager



**Rupert Perry**



**Dennis White**



**Bruce Garfield**



**Roy Kahara**



**Janene Possell**



**Susan Scharf**



**Ben Edmonds**



**Sondra Hill**

the  
art  
part

I ONCE FLEW  
VERY LOW OVER THE  
STATUE OF LIBERTY  
I COULD LOOK  
DOWN ON TOP OF  
THE STATUE'S HEAD.

by  
Chuck  
Blore

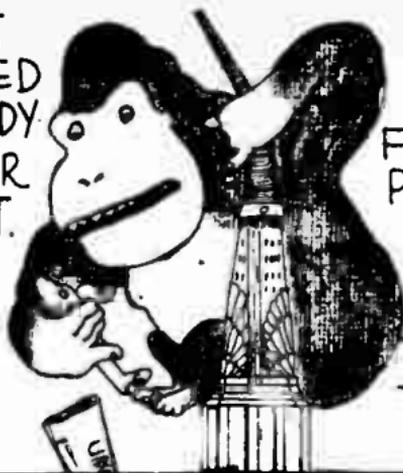
I WAS AMAZED AT THE DETAIL THERE. THE SCULPTOR  
HAD DONE A PAINSTAKING JOB WITH THE LADY'S  
COIFFURE. EACH HAIR WAS PERFECTLY IN PLACE.

THEN, IT OCCURED TO  
ME THAT THE  
STATUE WAS  
SEVERAL YEARS  
OLDER THAN  
AVIATION.



THE SCULPTOR  
MUST HAVE  
BEEN PRETTY  
CERTAIN THAT THE  
ONLY EYES THAT WOULD  
EVER SEE THIS INCREDIBLE DETAIL  
WOULD BE THE UNCRITICAL EYES  
OF AN OCCASIONAL SEAGULL

HE COULD NOT  
HAVE DREAMED  
THAT ANYBODY  
WOULD EVER  
FLY OVER IT.



AND YET HE  
WAS ARTIST  
ENOUGH TO  
FINISH OFF THIS  
PART WITH AS  
MUCH CARE  
AS HE HAD  
DEVOTED TO  
THE REST OF  
THE STATUE.

I WONDER IF I  
WERE CERTAIN  
NO ONE WOULD  
SEE OR HEAR  
THE THINGS  
I DID,  
WOULD I TAKE  
THE  
SAME  
PAINS



I HOPE SO.  
IF YOU  
CONSIDER  
YOURSELF  
AN ARTIST  
NO MATTER  
WHAT YOU  
DO YOU  
MUST DO  
THE JOB  
PERFECTLY.

YOU NEVER KNOW WHEN AN AIRPLANE, OR SOME  
OTHER INSTRUMENT NOT YET INVENTED, WILL  
COME ALONG AND FIND YOU OUT.

CHUCK.



FAIRBANKS  
BROADCASTING —

THE QUIET GIANT  
WIBC-  
INDIANAPOLIS



## CREATIVE RADIO

Over the years radio has had its leading giant chains, i.e., the RKO's, McLendons, Stars and Storz. Today there is a new corporate organization emerging as still another leader, and it's a different kind. One has to look hard to find the commonality between the 7 stations who make up Fairbanks Broadcasting. WIBC in Ind-

ianapolis could easily be called an MOR-personality station: lots of talk, heavy news and sports. On the other hand, its sister FM station, WNAP, is an AOR type station — plenty of albums but playing the hits as well. WIBG in Philly, their newest station, might be most appropriately termed an Adult Contemporary station — plen-



**WIBG PD Chuck Knapp is feeling so good he's started to wear a suit and tie.**

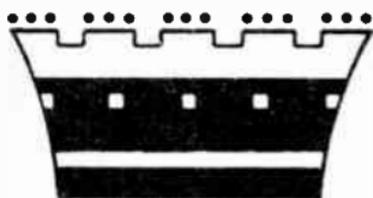
ty of personality, heavy promotion. WVBF in Framingham is a straight out top 40 tight format station and its sister WKOX is more of a community station, emphasizing heavy local news. WRMF in Titusville, Florida is similar to WIBC in its approach to the community and KVIL in Dallas could be called about anything. It's top 40, heavy personality and creative.

Unlike RKO, for example,

each station that VP-FM Jim Hilliard and Group Programmer George Johns put on the air is uniquely designed according to the market. There is no "Fairbanks format" but there is a "Fairbanks formula." And this formula may be the most important example for radio today.

In the first place, Fairbanks stations are generally successful. Take Boston for example. The la-

test Arbitron (Oct-Nov) ratings for WVBF (a station licensed to suburb community called Framingham) show them with an overall 5.8. That's only 3.0 points below AM'er WRKO, their biggest competition. WVBF is definitely a power in Boston.



**WIBC**

In Indianapolis, WIBC pulled a 13.1 in the Spring '76 book, second overall only to Country WIRE. Likewise WNAP grabbed a total 8.6. Both are leaders in their respective areas in the community.

Biggest of all stories perhaps is KVIL in Dallas. Fairbanks bought the AM-FM combination 3 years ago, a virtual dog. PD Johns explained that KVIL was kind of an experiment for the company, "Kind of a fun project." While the station didn't have much ratings or power, it did have a well-known morning man named Ron Chapman. With heavy question about whether or not the station could ever really be a factor in the Dallas-Ft. Worth market, the station went about doing the unusual. For example, Chapman, noting the success of the movie Jaws, ran a promotion where two listeners got a trip to the actual location of the gilling of Jaws. To do the drawing, Chapman himself put on special equipment with a built-in microphone inside and went down to visit with six of the

sharks. He broadcast live and Johns noted that he was obviously shaken by the experience. But what the promotion did for KVIL was create talk. And that's common denominator number one for the Fairbanks stations: "create talk."

Johns explained to us, "Jim Hilliard has a tendency to hire people that are crazy. We sit around all day and say 'what hasn't been done?' 'What can we do?' Our whole thing in our company is to try and come up with something that will make people talk about radio."

Johns is very critical about today's radio. He told the Report, "There is nothing going on in radio that is new and exciting. We're substituting contests for excitement. All we know how to do is give away 10-20,000 dollars." He added, "The question is, how am I going to get a person to tell another person about my station?"

Checking on the Arbitron ratings, Johns noted, "Not enough people listen to radio. If you take out the morning show, only 15% of the population is listening to radio at any one time. Radio overall isn't held in very high esteem. TV and newspapers get all the dollars in this business and we get such a small part of it. Our whole quest is to turn people onto radio.

Whether or not you agree with the importance of "creating talk" about a station you can note that the latest rating (April-May) for KVIL in Dallas shows them with a 7.7 on FM and a 1.9 on AM. WBAP leads the market with an 11.5 and KLIF showed a 4.1 in that book. Chapman himself pulled an 8.8 on FM and a 1.3 on AM. The station is unique, to say the least. They play the hits all right, averaging about 35 currents and re-currents in rotation at any

one time. But there's plenty of personality and craziness and it does create talk, which is apparently the secret of success for the station.

There is a second approach to Fairbanks stations that was equally obvious in the growth of KVIL. The company, says Johns, "goes for longevity." It took 3 years to get KVIL there, he reported, emphasizing that "there's a lot of things we could do to grab the numbers quicker." Johns pointed to "trust" of the audience for the performer as the most important element. He added that even if the station let down at that point it would probably take the competition about as much time to reverse the station success. As WIBG PD Chuck Knapp echoed, "You can lose it just as fast as you can build it."

---

# WIBG

---

WIBG is a firm example of the company's longevity policy. Knapp and company (including assistant PD Bill Gardner) came into Philly last April 1st. The station quickly went up from a 3.5 to a 6.9 overall, but the fall Arbitron, just out, showed them dipping to a 3.0. Knapp blames it on the loss of the Phillies' play-by-play. He noted good numbers in 25-34 men and 18-24 women, and memos from Hilliard congratulated the staff, indicated, however, much work still to be done. WIBG moves along the path of keeping people and building slowly, still of course promoting with contests and outside advertising. An example of that attitude came with the beginning of the station. Hilliard and company fired no one, giving the staff their own chance

to work from the Buckley to the Fairbanks system.

Finally, there is a third obvious element in the Fairbanks formula; it is a combination of hand-in-hand attitudes. First of all there is a uniqueness to the way programming people (and others) are looked upon at each station. Secondly, there is an obvious preoccupation with a "touch of class."

Speaking of the programming people, Johns commented, "The reason I'm in the business is because of those guys. Talented guys on the radio who say something really turn me on. I respect them. I go after the best I can find."

There is a blatant lack of turnover at the stations. WIBG PD Knapp, who is super enthused about the company (he's even buying a house) cites good pay and the fact that "everything is professionally well done" as two of the reasons. He noted, "They're interested in the results. If it's there, they don't mind paying for it." He further added that one of the company's policies was "no surprises."

"If you're in trouble you'll see it coming a long way in advance," Knapp told the Report. "You can talk about it and anything is open for debate. You have all the opportunity in the world to discuss what's going on on the air. But," he commented, "in the end they really expect you to do what you agreed upon. They're really into the radio station."

George Johns concurred, "If one of those guys who had no talent worked for us I doubt if he'd say we were great to work for."

And he emphasized the importance of good working conditions to the lack of creativity in radio today saying, "It's insecurity. How can you create something

when you're afraid you're going to get fired. If more PDs went into work and said 'I don't give a shit if I get fired, I'm going to do something that turns me on,' radio would be better today. With 13-week contracts he's going to do something that has been successful someplace else."

Johns further supported this by saying, "Does the guy (jock or PD) have the guts to break the rules? And does he have the mental capacity (if he gets hell for doing it) so that he doesn't crawl in a hole?"

He added, "I challenge the jocks. I put in the tightest format I can and say 'go ahead and break the rules.' I mean how do you describe Johnny Carson? If he were on radio today we probably wouldn't have any problems." He punctuated, "I don't use fear."

Knapp in his few months at WIBG observed that Johns and Hilliard "don't pull any punches, but there is never a feeling of intimidation. They're very knowledgeable people but everything is open for debate."

Likewise, the station is hung up on integrity as far as programming content is concerned. Hilliard was heard to say that if he had a choice between being number two with "class" and number one without it he'd rather be number two. Johns echoed Hilliard in putting down blue material and lack of integrity.

Johns, like so many, is appalled by the copying that radio seems to accept as fact in the '77 season. He recalls a certain promotion at WNAP saying "It's the kind of thing that makes me uptight about this business." He and Chris Connor had their heads together in one of the "What can we do that's different" sessions, and they devised what is known today

as Fantasy Park. They put a PA system in the control room with terrible feedback and overall quality. They drew a map on the console with three stages marked and presented live albums in a great "pretend" concert. Shortly after, another well-known corporation put the whole thing together, copyrighted it and syndicated it.

The story of the promotion had appeared in the old Radio Report and was well-known to the industry. "I didn't mind until 2 years later when they tried to sell it to us," Johns lamented.

Since that time Fairbanks and folks have been reluctant to share any ideas with the rest of the industry. "We shared it with the world," said Johns, "and they copyrighted it."

Another uniqueness about Fairbanks is the way they treat the news. At KVIL they started with a two anchor team; at WIBG, news is 50% of the ratings; and now at WIBG, there's a four anchor morning team.

"We can afford to experiment with WIBG," Johns told the Report, "every station that Jim Hilliard seems to buy is a dog, I get to experiment, and if something is successful it ends up on some of our other stations."

The four news people sit (excuse me, I mean stand) in a room built for one person. Throughout the cast they are shoulder to shoulder, not able to move. Chuck Knapp noted that it had been so successful the station was reluctant to knock out the wall, to give them more room. "They're standing in there giggling and laughing and being tight with one another and that comes across," Chuck gleefully pointed out.

Johns added as an aside, "If WIBG makes it, everybody will

say that's the answer man, four anchor people."

There is an indication that the old low profile image of the company is beginning to fade. Johns is attending more radio convention functions and making himself at least more available than in the past for comment.

"We are not stopping where we are now," said Johns, and in a meeting in November of some 25 programming people in Miami Beach, it was announced that the company would probably be buying another major station in a major market within a year. Because of the lack of creativity in radio, Johns believes "we do have an opportunity to win."

There is some question whether stations in markets like Titusville are a part of Fairbanks' future.

Despite Johns' feeling about "low profile non-sharing" in the past there is definitely an effort to look at radio competition in a different light. Shortly after the fall ratings some 25 programmers gathered in Miami Beach, and for 6 or 7 hours a day for 3 days they sat in a hotel room and just talked about radio with basic questions being, "How do we make radio better?" "Why are we chopping each other (station against station) up?" "With only 15% radio listening at any one time why don't we go after other media, like TV?"

Johns, a former musician in Canada who became a board operator and later successful programmer, had trouble getting into the US because he called himself a radio talent. Later he got the immigration agents to agree when he put down "specialist."

"I'm not afraid of my job at all," he told the Report. "I am concerned with the ratings and Jack McCoy helps us with that kind of analysis. But we're trying

to be different; we're trying to do new and unusual things."

Fairbanks, of course, is more than Hilliard and Johns and the other programmers. It is National Sales Manager Dick Yancy, a former Green Beret who whips the sales in line, and it's young Dick Smart, an engineer who Chuck Knapp says, "wants to be challenged."

Fairbanks is also, of course, Richard M. Fairbanks, a man in his 60s who Chuck Knapp met once. Knapp recalls that in the introduction someone said, "Mr. Fairbanks, you remember Chuck Knapp when he was just a disc jockey" and Fairbanks replied, "Oh no. Chuck Knapp was never just a disc jockey."

This then is Fairbanks Broadcasting. It is a company that pays well, respects its people, expects the most of them and rewards them for it. Perhaps it is a new trend in radio, in that its attitude toward both the people who program it and the people who listen is a strive toward uniqueness of



service. For the sake of those moments when the rating book came out and you hitched the pickup with ropes and took off for Cheyenne for another beginning and ending, let us hope so.

The Fairbanks formula is perhaps a cure for radio. It's a winner rating-wise, it's creative and it treats programming people as people; is that so bad a combination?

As Chuck Riley at WIBC (formerly Chuck Dann - KOMA) said about Hilliard, Johns and company, "It takes a little time, but they always get it right."

**FAIRBANKS PDs**

<b>Indianapolis</b>	
WIBC	George Johns
WNAP	Chris Connor
<b>Dallas</b>	
KVIL AM-FM	Ron Chapman
<b>Philadelphia</b>	
WIBG	Chuck Knapp
	Assistant, Bill Gardner
<b>Framingham</b>	
WVBF	Bob Christie
WKOX	Allen Johnson
<b>Titusville</b>	
WRMF	Lou Joseph



# WLIB

## WLIB - ROOTS ROCKS REGGAE RADIO

It's a fact. There is no other station like it in the United States. WLIB is unique unto itself not only because it's a radio station that pulled a 26th ranking .9 in the last rating book, and yet remains sold out weeks in advance. It's unique because it is the only station boasting an 'all-Caribbean' format.

'All Caribbean' is in fact 3 basic types of music: Reggae from Jamaica, Spooze from Barbados,

and Calypso from Trinidad. Just to keep things straight the station salts in the Top 10 R&B hits and just a smattering of R&B oldies. The station, in all of its daytime-only programming, is aimed straight at the West Indian immigrant of New York. Program Director Al "G," a long-time New York disc jockey (WWRL, WPIX, WLIB) claims there are over a million in its target audience. He adds to that a good number of whites who dig the sound also.



AL "G"

Generally the college student age, Al's belief, was substantiated by noting that well over  $\frac{3}{4}$  of the audience at a Manhattan Peter Tosh (former Wailer) concert was White.

At first thought one knowing only of acts like Tosh and Marley would wonder whether or not there would be enough music to program a station full-time with West Indian music. Al "G" claims he gets literally hundreds of pieces of product a week; much of it not released in the U.S.

Of the music he notes, "It's spiritual and so political it's frightening. They may have problems getting it played, even in their own country." Certainly this was true of Tosh's own "Legalize It," a cut banned in Jamaica for some time.

The station went 'all Caribbean' last August as a result of a growing process on the station. Al hated Reggae music when he first came to New York from his home town of Pittsburgh, where there was "none of this kind of music."

"It was strange music to me," he recalls, "but once you feel the vibes and the beat of what's happening it gets in your blood. You love it. I love it."

Al G spent a week in Jamaica with Johnny Nash and remembers that the beginning of the new format happened with a ½-hour on the weekends. It was so accepted that it eventually grew into a whole weekend, and then a regular weekend. Finally, the weekend advertising was outweighing the rest of the week. That did it. The station adhered to the response by not only changing its music but by instituting community service features and talk about various West Indian organizations and their activities. The promo reads: "All Caribbean music, and proud of it." Half of the 6 jocks on the station are themselves from the Caribbean.

In other ways the station is just like any other black station in the country. There are jingles and fast-paced jock rap and tight production. Al believes strongly in contests, just finishing a promotion where he hid a thousand dollar bill in each of the boroughs and gave clues until each was found. He told the Report, "I believe in promotion and contests. I'll always have them."

Al noted the parts of the picture that were still yet incomplete

for the WLIB sound. An interesting phenomena is that a good many black listeners do not like WLIB's kind of music. "The hardcore sole listener," Al pointed out, "hasn't really been exposed to it because he's used to hearing American Black music. He hasn't been to the Caribbean. They don't have the money. It's strange music to them. They don't know what it's about but we're beginning to educate a lot of grass roots blacks to the music and they're beginning to dif it."

Part of the problem, again, he felt, might be a language barrier. But, he emphasized, "after you listen for awhile your ear gets attuned to it. Now I can understand every world."

Al firmly believes that the Caribbean sound will sweep the country, starting with the eastern coastal cities beginning with New York and moving down into the Washington and Carolina areas. But, he said, "it will take 3 years."

Just a few days ago in the student union building at California State University at Los Angeles, hundreds of mostly white college students crowded in to spend their lunch hour listening to — you guessed it — Reggae. That's 3000 miles from WLIB. Maybe it will take less time for that sweep than Al thinks.

## KFML

### KFML — "SAVE THE TIGER"

There are few radio stations today who still maintain the original concept of "progressive" or "alternative" radio. So when one finds a station like KSAN or KFML in Denver, it is kind of like being Jack Lemmon in the movie

"Save the Tiger." Ah, Tom Donohue, "now there was a third baseman." Today that "alternative" radio, born and bred in San Francisco spreading (in just a short few years) to every corner of the U.S. and Canada, is now format-

ted and streamlined and their ratings have gone from .9 to 9.0. No matter how long it will take for all of those non-formatted, free-form radio stations to ultimately disappear, there are few left. Take KFML in Denver; hardly what you would call a high-rated Arbitron radio station. Yet, the station continues to have enough audience and billing to make a profit and remain its old self. Witness the fact that PD Craig Applequist and GM Don Zucker invited an old has-been disc jockey named Bob Hamilton to guest for an hour or so one Sunday afternoon. "What shall I play?" I asked them. "Anything you want," they replied. "Do you want me to introduce the records?" "If you want to." "Can I just play an hour of music and then talk?" "If you feel like it."

So I did just what I wanted. I played all my favorite cuts and created and loved every minute of it. For a man who came in just as time and temperature and short jingles were becoming the thing, it was obviously the experience that had everybody laughing at the "get off."

KFML and the two men who run it are incredibly unique, open, radio freaks. On a Saturday we sat down together along with Lynn and Kathy and talked about the station, as well as radio in general. Rather than paraphrase I felt the taped conversation was something you might like to hear in getting a perspective of what probably is one of the vestiges of the final frontier of radio in this decade ...

*DON: I worked at KFML and tried to make it go. I was working as the liaison between the freaks and the owners. That's what it built up to. Everybody made a hundred dollars a week. That was our pay. Then we had the walk-out; the strike. Remember, Les*



**Craig Applequist**

*Carter came to town? When he came in I said, 'Les, it ain't gonna work baby.' He said, 'No, I'm sure it is. I know you're good and you work with the sales manager and everything will be cool.' I said, 'It ain't gonna work.' He said, 'Try it.' I said 'alright.' I had nothing else to do. A week later he calls me into the production room. It was a little smaller than this table. He said, 'I hate to tell you this, but I'm going to have to let you go.' I said, 'Les, let me tell you something. No matter what you do, you might think this is the worst thing that ever happened to me but this is the worst thing that ever happened to you. It's not going to work.' Three weeks later he was gone. I went to KPBI. They had just bought that. They were doing oldies when I went there. I went in as a sales person. Two months later they made me the sales manager and then it was politics; dealing with the president of the corporation and I just had to politic the changes. I took them from oldies to KLOS progressive with jingles, to halfway decent*

progressive. The month before I went there they did 83 dollars. I left there the month they did 33,000.

After the corporation saw the money, then they decided to tell me how to do it. I just said 'no.' We went on vacation; the president of the corporation comes to me my first day back and says, 'You know while you were gone I was thinking about it.' I was a troublemaker because all of the allegiance was to me, not to him. He said, 'I was thinking about letting you go, but better than that you just run the sales department and everything will be fine.' I said, 'I don't think I can do that.' He said, 'Well, think about it.' I said, 'I don't think so.' When I first sat down to go to work for him he asked me what I wanted to do. I said, 'I want to be the general manager of this radio station. I want to run the radio station. I'm not going to bullshit you. I'll do whatever I have to do to prove that I can do it.' So he said, 'Well think about it. Why don't you go have lunch with your wife and think about it.' So I went and picked up Lynn and said 'Marvin is threatening to fire me and this is what he wants me to do and what should I tell him?' She said, 'Well I'll go back with you.' So we sat in the conference office and Marvin puts his feet up on the desk and says, 'Well, what'd you guys decide?' I said 'Stick your radio station up your ass.' And we got up and left and I went to putting a deal together for KFML, so we just bounced back and forth. Lynn and I went into this together so we went out together. She's very involved in this, because we do what we do all the time.

CRAIG: She listens to the station (KFML) from the time she gets up in the morning until it

goes off the air — everyday.

LYNN: It's really neat because I tell him things he didn't know about.

Before we get too deeply involved at KFML, let me say that Don Zucker did work his way back into KFML courtesy of owner Bruce Lein. Zucker now runs the station fairly autonomously with the help of Craig and Lynn who works from the standpoint of wifely advice and support (yes, Virginia, there are some women who are still doing that and liking it). Okay, Continue conversation:

DON: Bruce Lein is beautiful — he leaves me alone — the bottom line; that's what he cares about. And he's so honest that he really appreciates what we're doing because we're trying to be so honest in what we're doing that he gets off on it.

CRAIG: He said there are 3 things that have to be done: Everybody working there has to have a livable income, have fun and push — pay for yourself.

LYNN: But he said the most important thing was to have a good time, because that's the important thing.

BOB: Where does he live?

EVERYBODY: Rapid City, South Dakota.

CRAIG: He's always wanted to have a radio station. All his friends have radio stations and he wanted one.

DON: Now he wants 14.

CRAIG: Everybody at the radio station has been offered more money someplace else.

DON: Not me, I'm the only one.

CRAIG: In order to work at KFML you have to be willing to kill for it. It really boils down to that.

BOB: Why?

CRAIG: Because it's worth it.

DON: It's so much easier to

do MOR. But we like what we're doing.

CRAIG: I get off on it.

DON: It gets me high.

LYNN: It's exciting; it's stimulating.

CRAIG: It's the only thing that beats laying in the sun, or going skiing everyday.

DON: How could you work at something you don't want to do?

BOB: Why do you want to do it?

DON: Because it's creative, it's new, it's innovative, it's worthwhile. More than anything else, it's worthwhile.

CRAIG: Everybody has a moral code that they live by, I don't care who it is, you have things that you do and things that you don't do — and at some point you say 'this is what I'll do and this is what I don't do, and you get a gig. It doesn't matter, whatever that moral code is, it stands up.

I give somebody a spot and they'll read it and they'll say 'I just can't do it' — that's fine. That's a perfectly acceptable excuse to me. I'd rather give it to somebody else who'll say, 'Yeah, I can do something with that.'

So that's the commercial policy of KFML ... Moving right along here's what they think of promotions and contests:

CRAIG: People were coming into the radio stations to pick up the tickets to the movies [they'd won] and we were giving them 2 albums apiece. 'Can I have the tickets for that movie?' 'Oh yeah, here's your tickets ... wanna record? We got a Leon Redbone record here.' 'Oh, I dig Leon Redbone.' 'Well, here, take it home and listen to it.' 'Why?' People are so conditioned. One station in town is selling their T-shirts for \$5. People would call into KFML and say, 'Hey, what was that last cut you played?' 'Uh, Wind On



Don Zucker in the control room

the Water ... say, you wanta T-shirt?' 'Okay' ... 'I'll write your names down ... come in and pick it up.' People would call and ask for a ride and we'd give 'em a T-shirt.'

LYNN: The "expose yourself" T-shirt ...

CRAIG: They were bizarre ... it's a cartoon of a bus pulling up to a bus stop and you see from the back there's a guy standing there with his trench coat open, everybody on the bus ... all you see is faces with this gasping expression. It just says, 'expose yourself ... KFML.' There's a dog in the corner with a little bubble coming up saying, 'I don't understand this kind of advertising.'

We'd like to end this story with a succinct black and white description of KFML ... but through 3 days of talk and many hours of tape we can only reiterate that the station is indeed its own. The folks work hard on creating and producing ideas and expressions of the need of the Denver target audience. The people there are doing what they believe is the best kind of radio ... and they're allowed to. There is no format ... but there is, as in the case of creative radio today "a form." In the case of successful KFML an attitude and the attitude is to forget the form. Just maybe something will happen and the Tiger that that kind of radio is just might be saved. Who knows?



# FOX ON THE RUN

By David Mani

KHJ's been the only station that means anything in "Boss" Angeles. Everyone knows KHJ means RKO, means PAUL DREW, means a bullet and maybe a 10-point chart jump, means 100,000 records, which taken together mean 93 KHJ is the unchallenged leader of the Los Angeles Top 40 radio market. Surviving every competitive attempt to unseat AMERICA'S NO. 1 MUSIC STATION, KHJ has remained the 'big Kahoona' for 10 unprecedented L.A. years. YOU ARE THE MUSIC WE PLAY, they say. But recently, there have been murmurings suggesting a different KHJ profile. The following message courtesy of Jimi Fox: "They're

No. 1 by default!! They are a poorly-programmed radio station but thrive because they have no competition!! till now ... Soon it will be: KHJ — the family plutz!!"

Jimi Fox is the new PD of LA's former country-oriented KGBS, the 50,000 Watt clear channel AM-FM Storer Broadcasting facility. Since July, Jimi began gearing this big momma for an all-out Top 40 war, which began around Christmas 1976. From the new call letters, KTNQ (the New 10 Q), to an

all new format, it's Fox's baby all the way. "A total personal expression of all the radio and music knowledge my 'dues' have taught me — I'm putting together what I feel will be the greatest single radio station in the history of the industry — I want this station to be a new direction, something the younger people on the way up can look at to know that creativity won't be stunted as it has been, a radio station that will bring Top 40 out of the background, to being a forerunner of all radio. That is important to me. This industry has been good to me and I owe it the best I can deliver. That's what I want to do here at 10 Q." Now consider this: Jimi Fox has never

consider this: Jimi Fox has *never* been a program director! Are these, then, the cliched yammerings of a madman? A distinct possibility. But the Storer folks have been diligent and knowledgeable station managers in the past. So how did Fox get his shot with this potential giant? What makes Jimi run? His story is filled with multiple defeats, demeaning positions, but relentless self-motivation, and above all, persistence. His interest in radio dates to San Diego in the 40s.

To 4-year-old Jimi, the Spanish commentator emanating from the household radio represented relief from the rigors of extreme poverty. He saw his mother laugh, he watched his entire family attentive around the box, discussing, becoming involved, *forgetting*. He formed a lasting and unswerving lifetime ambition to make the "escape": radio represented a permanent reality. By seven, it was "be a jock or die" as far as he was concerned, but it was the junior high school jukebox that presented Jimi's first tool for musical expression on an audio level. At age 13

programming the juke, he handled requests on a one-to-one basis for his dancing friends. He expanded his programming knowledge by monitoring the 5 local record stores for super-current record activity. Meanwhile, Top 40 was beginning to permeate San Diego. KCQB with Happy Hare, and nearby KEDO, were first in Jimi's mind. In fact, Hare's energetic high-pitched vocal style had special meaning for Jimi. With a voice similar to Hare's, he figured if Hare can do it, there's hope.

Entering high school in a predominantly black San Diego neighborhood, he really got into Soul music. When he transferred to a white high school, he got his first taste of R&B crossover. After graduation, he entered the Bill Wade School of Broadcasting, then college as a TV-Radio major. His senior year thesis was San Diego Radio with emphasis on the then No. 1 rocker, KGB. Impressed with the enthusiasm and legitimacy of this youngster, KGB offered him a position as news editor, FM jock, and all around 'go-fer.' Three months later, MD Johnny Darin chose him as his assistant, predicting a bright future for Jimi Fox. But to staff at KGB, 22 and well-schooled wasn't enough. He needed a 1st Class ticket and left after 2 years to get one. 16 jobs and 8 years later, he got his shot.

1 — William B. Ogden School of Broadcasting - achieving his 1st class ticketing, with classmate Dave Sholin (KFRC) and Shotgun Tom Kelly (B100). Jimi hoped to develop status as an air personality. Upon graduation in 1968, tapes and resumes went out.

2 — KLAN (Top 40) Hanford, CA, 1968 - a 250-watt coffee-pot daytimer, so far in the sticks that living accommodations required a daily 100-mile commute. On

\$350 a month, after 2 months his patience, salary and \$700 savings were exhausted. Back to San Diego, unemployment, more tapes and resumes.

3 - KSTN (Top 40) Stockton, CA, 1969 - hired by PD Nick Ryan as MD doing middays, soon moved to night-time, salaried at \$550/month. Was canned after a 4-month tenure due to management politics - back to San Diego, more tapes and resumes.

4 - KOY (MOR) Phoenix, Ariz. - PD Nat Stevens hired Fox, who was elated at working with this old pro. But KOY's MOR format quickly cooled Jimi's energies, and after 3 weeks he parted company with Phoenix. Xerox copies of Stevens' superb letter of recommendation were added to the tapes and resumes spewing forth from San Diego.

5 - KBIM (Top 40) 500 watts, Roswell, New Mex. - hired by PD Mike Constantine, Jimi spent 6 months fine-tuning himself as MD and assistant PD with this CBS-affiliated rocker. Together, Constantine and Fox turned the station around and so completely dominated the market, their cross-town competition pulled the plug after the first rating book. But after Constantine's departure, Fox's hippy appearance no longer fit management's image. Back to San Diego, and an all-time low. Fox was getting nowhere, fast. He couldn't hold a job. Scared and depressed, he simply took off to...

6 - Thom McCann Shoes, Pasadena, CA - as a shoe-dog pushing leather pumps. In his 5th week, Jimi's old mentor, Johnny Darin, walked in for a pair of shoes. One can imagine how they both felt - Darin as PD of Pasadena's then-power KRLA, and Fox, as Darin's highly-touted former

KGB prodigy, looking for 11½ D width. But friends are friends, and Darin made a call that took Jimi to ...

7 - KDES (Top 40) Palm Springs, CA 1971 - PD Jerry Clifton brought Jimi in as a night-time jock, where he immediately established in his slot the highest numbers (83s, 85s) in the station's history - whipping KRLA and Wolfman Jack for 4½ months. Then KENO's operations manager Jack Daniels called and ...

8 - KENO (Top 40) Las Vegas, Nev., 1971 - in 3 weeks Daniels had resigned and Jimi accepted the dual post of OM and PD. A few staff replacements and creative programming succeeded in tripling every time slot by the 1st book. For the next 1½ years, KENO was THE station to beat. Yet management felt "sales" ruled rather than creative programming. Fox departed in 1973 for ...

9 - KDES (Top 40) Palm Springs, CA, again with PD Jerry Clifton. However, both departed after one month due to politics. More tapes and resumes.

10 - KACY (Top 40) Point Hueneme, CA. - Jimi replaced old friend Shotgun Tom Kelly. Wisdom teeth intervened almost immediately, a messy affair involving jawbone surgery and Jimi was left literally speechless. The station carried him 2½ months. Then, you guessed it, back to San Diego.

11 - Electrical Construction, Highway 8, San Diego - Jimi seriously questioned any further attempt to pursue a radio career. He quietly completed Bell Telephone microwave engineering exams while spending about 4 months working on highway lights with his dad. As '73 became '74, Jimi made his decision. Taking off blindly again, he got lucky in Tucson.

12 — KIKX (Top 40) Tucson, Ariz. - He jocked for 2 years, surviving 6 PDs, 3 GMs, 5 complete staff changes, 2 control room relocations, various salesmen, secretaries, etc. The last PD fired Fox for adding Crocodile Rock during his absence, considered by the PD as one of the worst records ever. Jimi took off for nearby Phoenix to check out KUPD, but ...

13 — KRIZ (Top 40) Phoenix - arriving there, he heard old buddy Shotgun Kelly at KRIZ, and decided to stop in. Receptionist Christy Wright (now RKO national program coordinator) introduced Fox to consultant Buzz Spaceman Bennett who hired him as MD and night-time jock. 6 months later, PD Chuck Browning called and ...

14 — KUPD (Top 40) 100,000 watt FM, Phoenix - as MD and assistant to Browning. Jimi feels this was one of the greatest influences in his career. He completely mirrored Chuck's attitude for creative kick-ass rock & roll. When KUPD changed format, Jimi left to accept a position of personal glory — back to San Diego!

15 — Bartell's KCBQ (Top 40) 50,000 watts, San Diego, 1975 - brought in as MD and night-time jock by PD Chuck Roberts; it was old home week for Jimi: Shotgun Tom, Magic Christian, Dick Young, Gene Knight, and so on. Then a turn-around. Jerry Clifton (Palm Springs) came in as National PD for Bartell. But Clifton's style and programming attitude had changed by this time, and Fox didn't fit. Generously, Bartell kept him on the payroll until he found his next gig.

16 — B100 (Top 40) San Diego - hired by PD Bobby Rich, B100 succeeded in seriously damaging the almighty 'Q,' largely due to the magical hard-working staff

under Rich. No. 1 for 6 months in the night-time slot led to a call from KGBS' GM Paul Cassidy. "Do you think you can program in Los Angeles?!!!"

Of course!

Jimi Fox on Los Angeles Radio and the New 10 Q:

"In reality, the No. 1 key station is KLOS. They are closer to the audience's needs than anybody else in the market. KGFJ is another important station for the same reason — programmed strictly for LA. The rest are scattered, as far as I am concerned."

"The whole approach of the radio station in putting it together was to be better in every category than anybody else in the market — a large promotional budget, a great traffic system, a magical staff, super production, etc., etc."

The 10 Q music wheel will be very unlike any music wheel ever heard in this market. Very vibrant, alive, purposely directed, up tempo, charting about 40 currents, plus LP cuts, and oldies. If it's a hit song, it's got a shot on this station."

For openers, Storer has supplied with almost \$4 million for studio equipment and transmitter overhaul alone. And after screening over 600 airchecks, Fox describes his magical staff. "Everyone on the staff is a hired gun. On the air staff alone, there are 7 former PDs and one former general manager. It's the greatest radio staff on the face of the earth!"

# radio tech

by Rob Clayton

On December 26, 1976, the Storer AM facility in Los Angeles, KGBS, became KTNQ and changed its format from Country to Top 40. Normally this would not be of particular interest to engineering, except in this case the change was a result of their beginning full-time operation on that date. This obtaining of a full-time license on a clear channel culminated years of efforts and more than one petition to the FCC. Why did the commission grant the application? Does this indicate a change in their thinking toward daytimers or clear channel operation?

Perhaps not. The KGBS story is unique. In fact, it was that very uniqueness that was possibly the largest single contributing factor in obtaining the grant. The commission expressed concern that if they granted nighttime operation to this station, they would not be able to deny nighttime operation to other daytimers. They felt it would open the "floodgates" to applications for nighttime operation. But other broadcasters might be hard pressed to be fortunate enough to accumulate a similar set of conditions such as those KGBS found themselves with. A petition submitted by Storer in March 1972 was turned down. Storer petitioned for reconsideration (with Berrendo Broadcasting Company) in April 1974 restating these unique conditions.

First, the State of California had chosen the existing transmitter location for a new freeway.

The highway engineers felt that towers sprouting up in the fast lane might not be to their liking nor particularly practical. So the State bought the property and leased it back to Storer on a 90-day notice basis. Moving a transmitter site in a city like Los Angeles can be a very costly proposition. The cost was estimated in excess of one million dollars. It simply isn't worth a million dollars in today's radio market to erect new towers for a daytimer! The commission may not normally give much weight to the financial problems of its applicants, but they must have had to take a hard cold look at this hard cold fact!

Another unusual situation pointed to in the petition was that Los Angeles does not have the same kind of high power nighttime coverage as do major cities elsewhere in the United States. The city has grown considerably greater in size and population compared to her sister cities in the east. And her growth pattern has been different than other cities. The original high power stations were granted licenses based on the population densities years before this tremendous growth pattern emerged.

KGBS's situation was unique in still another way. KGBS was not truly a "daytime" station but one of only 16 "limited-time" stations in the country. No licenses have been granted for "limited-time" operation since 1959 nor will the commission consider granting them in the future. As a

"limited-time" station, KGBS was already operating at night when the dominant station (KDKA) was off the air. So in essence, KGBS was applying for further use of nighttime hours.

In 1961 when 12 of the clear channels were chosen for additional full-time stations, the frequency 1020 was allocated to New Mexico. Roswell, New Mexico was granted the license. At that time the commission encouraged these new facilities to operate at a full 50,000 watts of power day and night. Because of the expense of erecting additional towers to provide adequate nighttime protection, the Roswell station went on the air with 50,000 watts daytime and only 10,000 watts at night. In its petition for nighttime operation, Storer agreed to underwrite the cost to the current licensee, Berrendo Broadcasting Company, to install the necessary equipment to KSWs to operate at the full 50,000 watts at night. This was estimated 2 years ago to cost \$500,000. Increasing KSWs's power to 50,000 watts would increase their nighttime coverage area by 1,800 square miles as well as allowing KGBS to operate at night with a reasonable pattern and still not cause interference to KSWs. It would seem with a station in New Mexico, essentially between KGBS and the dominant station, KDKA, Pittsburg, and if Roswell were adequately protected, that Pittsburg would be adequately protected as well. The proposals for increasing KSWs to 50,000 watts at night, and for KGBS's nighttime operation operation were submitted to Westinghouse Broadcasting Corp. for their approval prior to petitioning the commission. Their engineering staff approved both proposals.

The commission raised the objection that granting nighttime operation to KGBS might pre-

clude the licensing of other Class II-A stations in the future, particularly in the Northwest. Storer engineers conducted a "preclusionary study" in which they showed the nighttime radiation of KGBS would not cause interference in Washington or Oregon and only slightly to a small portion of Northern California, much of which is state or national forest. They concluded that granting the KGBS petition would not preclude the commission from licensing a new facility in that area in the future.

And what of the "floodgate" worry caused by the precedent of granting a nighttime operation to an existing daytimer on a clear channel? The petition showed that so many unique conditions existed that only two other stations in the country and probably only one at that would be in similar circumstances. KFAX in San Francisco, like KGBS, is a limited-time facility, located west of both the dominant Class I-A station (WWWE, Cleveland) and the Class II-A station on the channel (KREX, Grand Junction, Colorado). KCTA in Corpus Christi, the second station in a similar situation, however, is in a sense between the dominant Class I-A station (WBZ, Boston) and the Class II-A station (KTWO, Casper, Wyoming), and it would appear to be more difficult to make a convincing non-preclusion study.

This combination of unusual circumstances has allowed KGBS to petition the commission for nighttime operation showing such operation would not cause interference to existing facilities or possible new facilities. It looks as if the commission's granting of that petition allowing nighttime operation to KTNQ on the 1020 clear channel would not indicate any new thinking on the part of the commission.

# BUTTONING

THE STORY ON THE BIGGEST "IN" INDUSTRY AD  
CAMPAIGN IN THE BUSINESS



**George Harrison  
And Dark Horse Couldn't  
Resist Mo And His  
Big Button.**



When RQR received the Elektra ad with its prominent button, we started talking about how the campaign originated. Peter Whorf has the distinction of being in charge of the "Button Campaign" at Warner Communications. Peter was art director at ABC and A&M Records before assuming his post at Warners. He has come up with the design and execution concepts for the button (though this, of course, is not all that he does.)

As Mr. Whorf explained, last April (1976), at a NARM convention, the Warner people decided they wanted a campaign with a single corporate identity for the record division. The campaign, to be used only in trade advertising, was to show Warner Communications' strength in the industry, while maintaining the three companies' — Warner, Elektra and Atlantic — individual identities. It

took a month of meetings to come up with the idea of a switch or a button. At the end of April, Peter went out and had a model of the button made. The original had no writing on it, but the ones used in the later ads have Warner-Elektra-Atlantic printed around the base (see photos).

The philosophy behind the button campaign, which is, admittedly, a little off-beat, was complex. First, Peter Whorf and Stan Cornyn's (executive VP and director of creative services) of Warner Brothers Records concept was to make the ads different from what one usually sees in the music industry. They had in mind more of a Fortune Magazine type look for this series. But the button idea is whimsical, to give the campaign a "certain flair and flamboyance," and incorporate a little bit of Warner ego-tripping.





## Joe Smith Can Push The Biggest Button In The Business

Joe Smith, president of Warner Bros. Records, is the man who has made the button a success story. He is the man who has made the button a success story. He is the man who has made the button a success story.



**It's Wonderful - A Big Button Could (Cover) One!**

Warner Bros. Records, Inc. is the man who has made the button a success story. He is the man who has made the button a success story. He is the man who has made the button a success story.

**W/R: A man since then also became the biggest seller of records in America. But for One, And '76 looks even bigger.**

can control it," said Peter, "or it really gets too silly." As it is, the presidents were a little reluctant to associate themselves with an almost cartoon-like idea, but they trusted Stan Cornyn, and the campaign has certainly paid off in terms of Warners' publicity.

Peter handles the campaign personally. He printed only 2 full-color pages each time the button was used, and even did some of the photography himself. His and Stain's delicacy seems to have solved the "matter of identity" at Warner Communications, if there ever was one.

The first ad appeared in August, and the button has been used at strategic points throughout the fall. But now, "We've come to the end of the button," said Mr. Wharf. It will be used occasionally in international advertising, but probably the last time it will appear in print in the U.S. is here in front of you, right in RQR.





WOMEN IN THE BIZ:

## Janis Lundy

*Executive Assistant to Al Coury, RSO Records*

"Do you know what happens to people who get what they want? They live happily ever after." She likes Willie Wonka and the Chocolate Factory and the Little Prince. She enjoys long drives alone through the hills with her camera and reads Dostoyevsky. At first meeting one would think the very attractive, 27 year old lady was a romanticist without a care in the world. Your mind however would be changed quickly if you watched Janis Lundy with phones on both her shoulders in her office at RSO. She's mighty serious about what

she's doing; one could easily say even "dedicated."

Now 10 years in the business she talked over lunch about her aspirations. "I have very high ones," she noted, "I love my work so much that I'd rather be working than almost anything else — almost." Yet she still finds a part of her life is spent in enjoying "fanciful" things, a fact not always true of her. Growing up an only child in San Francisco and Los Angeles, she noted that she was either alone most of the time

or relating to adults, which gave her plenty of time for self assessment. "I decided even then, that I was going to make something of myself. There wasn't a desire to fantasize then. I was an extremely realistic child."

Her family was into Sinatra and music of that ilk in her pre-teen years, and when she hit her teens she became a "beach bunny" and hung with the surfing group and their music in Malibu. Later came Cream and rock and roll.

Her interest in mental things led her to enroll at UCLA as a psychology major. While still a freshman she decided to get a job. The agency she applied to sent her to Rod McKuen, who hired her as sort of a receptionist. "A lady by the name of Charlotte Brennen taught me music publishing administration," Janis remembers, "I began to attend all the copyright conferences and started to stay up on all the copyright laws. I loved it."

That love was the end of her psych career and the beginning of what is now a decade in the music business. Chuck Kaye later hired her away from McKuen and she spent 2½ years as a copyright administrator at A&M Records. While there she learned another aspect of the business — foreign licensing. Her knowledge of the publishing business continued to grow with her acceptance of a job at Warner Brothers Publishing Company. She spent a year and a half there and noted that it was still another facet of publishing. Instead of just songs she learned about buying whole catalogues. Likewise she spent much time in licensing for TV and motion pictures. Still, her aggressiveness took her into even more learning areas. She left WB for a "quick stop at Playboy" and then met Al Coury.

"It was instant energy," she explained, "Al had just changed from artist relations to promotion at Capitol and needed an administrative assistant. Janis got the job and spent 4½ years under Coury doing special projects for him. She'd canvas stores in markets where Coury and company were getting play, act as liaison with other departments at Capitol and "a lot of other things." With Coury's move to the presidency of RSO, she followed, and is today Al's executive assistant.

Of Coury, she stated: "He is the lion and the lamb. I heard him spend 15 minutes on the phone talking about the joy of childbirth with a friend who announced his new baby. When he got off the phone he was almost in tears. He's aggressive, but extremely sensitive as well. But, I don't want to say too much. I might blow his cover."

As with most record company executives, Janis's day begins early in the morning with calls to the east coast. She gets in the office about 9:30, beginning with a phone ring that "doesn't stop all day." She spends a good deal of her time as RSO liaison with distributors at Polydor and Phonogram. At the same time, with only 5 people in the office running the entire company, everybody does a little bit of everything.

"When the producer calls and says it's finished, that's when I start," Janis pointed out, "There comes the 'ref' and then approval and communication with Polydor. Everything at RSO is a rush." Deadlines are extreme.

Her past education in publishing has come in handy as well. She spends a good deal of time reading contracts, communicating with attorneys on commitments to artists. To top that off she also

handles RSO's advertising. Yet, it's more than purely business for her. "It's important to let the artists know that we are a family. I think the acts feel that. We really honestly care. We're small enough to do that."

Janis's business is pretty much all her life. Weekends occasionally can go for recreation but more often than not, there's business to attend to. Her RSO "hot-line" number is known only by company personnel, and she notes, "working at RSO is kind of like being in the White House, I suppose. You're always on call. You have to sometimes be on a plane with 45 minutes notice. It's like S.W.A.T."

Travel is very much a part of her job, with numerous trips to New York communicating with Polydor and there is much travel with RSO groups like the Bee Gees, Eric Clapton, Lady Flash and Yvonne Elliman. In all there is little time for just plain socializing.

With her heavy responsibility one wonders how it's different, being a woman in the business. She answers, "I have a theory, called 'wearing blinders'! It's a total vibration you give out when you're conducting business. It's something you give out so that a man knows you're conducting business. You can laugh. You can be friendly. You can discuss a little bit of personal things. You don't have to be just a staunch businesswoman, but they know." She continued, "The majority of women in this business who have a problem with men, ask for it. I know maybe 5 other women in this business in executive positions and they don't have a prob-

lem either so there's something we're doing that is right. It's an attitude. Sure people will flirt. That's only flattering, but I've never ever had a problem." She paused then punctuated, "Some women use their sexuality and other women think they're men."

And the future: we asked what she thought she'd be doing when she was 50. "I'll probably be in an airplane going someplace. I hope I'm happy and have at least some semblance of peace of mind," she said and added hopefully, "I want to grow with RSO, which I know is going to branch out and become a major company. I don't care to have children. I could, but only if I could still continue my career; I don't know whether or not that's possible." She also expressed interest in films and both film and record production. "Robert Stigwood is in the film business," she stated.

Despite her dedication to her business, Janis still has had time to work on her spiritual self. For 2½ years she studied hypnosis at the Hypnotic Motivation Institute in L.A.

She expressed belief in reincarnation and the law of karma and when asked about what she would change in her 27 years of experience, she philosophized with "I think we're here to learn a lot of lessons. Every painful experience I've gone through I learned something. I wouldn't change anything because I think it was meant to be."

And finally she added, "The only thing that matters to me now is to be the best possible person I can be and conjunct that with being successful, which is hard. It's like going through the eye of the needle."



WOMEN IN THE BIZ:  
**SYLVIA CLARK**  
Burns Media Consultants, Inc.

Over the past decade or so the radio industry has spawned a new position of sorts: From company to company the position of corporate music director has made familiar such names as Mardi Nehbass, Betty Brennehan, Rochelle Staub, and as outstanding as any, Sylvia Clark. From 1968 to 1972 Sylvia selected the music for WQXI in Atlanta and the other stations that were eventually added to the Pacific and Southern chain. When the Pacific and Southern chain began breaking up in 1972, Sylvia was selecting music for 8 of the nation's most powerful radio stations. For promo men the name Sylvia Clark became very important.

Today she lives in Los Angeles, working with George and Judy Burns from their home just off Laurel Canyon in Studio City. Rather than 8 radio stations, Sylvia now selects music for 52 radio stations via the Burns-TM Stereo rock automated service. Yet, because it's automated Sylvia does not experience the record company promotion pressures that

were part of her daily life at P&S. She told the Report, "The pressures at P&S were incredible. I was always defending what I'd done (in adding music) to promotion people. I felt an obligation to try to let them know what I was doing. I think they felt I bent over backwards not to; but that wasn't true." She added, "I do still have some very close friends I made during that time."

About the P&S job she noted, "I spent many hours grieving. This guy told me he was going to lose his job if he didn't get the record on. I finally had to get out of that. I did care. It was important that these people understand where I was coming from. I never communicated it apparently, but it was in my heart."

Asked what her first job out of college was, she laughed, "I worked for a retail credit company in Atlanta. I was a clerk. I stamped prices on little bitty pieces of paper and went crazy."

Her craziness ended when a friend turned her on to a copywriting job opening at Atlanta's

Channel 11. It was what she later termed one of the many times she was just "in the right place at the right time," for she had no experience at all but still got the job. And she kept it. In the next 2 years at the station she began to formulate her true fascination. She got more and more into production, "taking over responsibility for the background library" at the station. After 2 years, because of money, she quit.

After a couple of weeks she was introduced to Kent Burkhart. Again writing copy, this time for Radio WQXI, Sylvia grew in her knowledge of programming for 2 years. In 1965 the growth was rewarded with the job as operations manager and music director for WQXI-FM. She recalls that at that station it was one of her most satisfying moments; "I put my whole heart into it." For the opportunity she notes "I will always be grateful to Kent Burkhart."

In 1968 Sylvia was made music director of both WQXI and WQXI-FM.

In 1970 George Burns came to the station and her responsibility in music continued to expand with the addition of WSAI and WSAI-FM. Later that year Pacific & Southern was formed and in 1971 she and George moved to Denver to program all 8 of the new company's stations. She noted that she "really loved that." After a couple of years the company was disbanded.

She recalls, "I think the biggest earthquake of my life was when the radio division of Pacific & Southern was dissolved. That really shook me up. I thought 'there is no way that I can work for a company for so long and all of a sudden I'm not there anymore.' It made me think even more that nothing is forever, because I had

given so much blood and guts and sweat to that. But I later realized that I got so much back that it was alright; it was time to move on."

Leaving P&S, she followed George and Judy Burns to Los Angeles, first of all consulting KFWD in Dallas and then joining George in his new company. She now has been an L.A. resident for 3 years.

Her move to the west coast was traumatic, she recalls, but in those years "it's been all work." There have been no vacations and little else outside of the radio-record business. She lives in the Hollywood area with her two dogs; Lafite and Solly and a cat named Ruby. Her golf and tennis days in Atlanta did not follow her to L.A. and only recently has she started "getting back into bridge." She is exceptional even for this business, in her life being all-encompassing radio and music. She noted, however, that that had begun to change, noting that "I don't listen to the radio *all* the time anymore."

Kent Burkhart and George Burns have been the two most important people in her career and she gave an appraisal of each for the Report.

"Kent is a super professional. He has the capacity to read trends; he seems to have an incredible gut feeling about radio and has the courage to follow through with his ideas. You can't teach anyone gut feeling, but he took a great deal of time teaching me to cultivate what I have."

She added, "I think I have a gut feeling about music. Kent gave me the opportunity to realize that. We'd listen to music together and talk about it and he taught me."

Today, still working with George Burns after both their de-

partures from P&S Sylvia has continued to grow within 13 years in the industry, "I still agonize over every record," she told us, "but I've done it so long that I don't have quite the emotional pressure."

She pointed out that "There are very few promotion people that consider automated services important."

Sylvia is unique in the fact that she began with Kent Burkhardt and later George Burns in Atlanta, and has worked with one or the other since her first day in radio.

She grew up in Cairo (pronounced "Karo" in the south), Georgia, a town of about 6000. She recalls her experience with radio began very early, "I remember being 2 years old, gluing my head to the radio."

Sylvia, like so many others whose career finally winds up in Hollywood show business, was a loner. An only child, Sylvia noted that "my mother never allowed me to be a child. I didn't enjoy being a child. I was waiting for the day when I could grow up and do my own thing."

Her childhood was filled with horseback riding, WLAC at night and good grades. It was expected and she fulfilled the expectations by becoming valedictorian of her graduating class. Her education continued after high school, interestingly enough with a B.A. in music at Wesleyan College in Macon. While there she was taught that R&B music she had so loved on WLAC was "trashy" and that Bach and Beethoven were where it was at. She recalls, however, that she used to get caught "tapping her foot" to Bach and after about a 3 year reorientation she fell back into the music she really loved.

Of George Burns she commented, "George and I are very close emotionally and mentally, and it's very hard to talk about close friends. George is a philosopher. He also, like Kent, has the courage to carry through his convictions. In working with him in programming it's almost uncanny. He can take an ARB and read it like Jack [McCoy], I guess, is trying to do with machines. He knows, for example; when its time to add album cuts to a market in our stereo rock service. He's almost always right. He gets more emotionally involved in music than Kent does. George is an emotional man — a positive emotional man."

Besides working with music selection for Stereo Rock, Sylvia is currently busy putting together the music for another new format called "Beautiful Rock." She explains that it's like a KNX-FM but broader than KNX-FM because it will be in broader markets than L.A."

She is, in addition, a voice on the Burns Media Radio Album, a service sent free to 700 radio stations, and she is learning to produce. The company has "just gotten its feet wet" in television recently producing a local California show called "Do It to the Music."

Being a producer or an artist-manager are the two newest interests in Sylvia's radio life. She expects that both are very much in her future. She noted, however, that, "I can't see with things happening naturally, going anywhere else but with Burns Media, because there are so many places to go."

Asked how her 38 years on earth would have been different if she were a man rather than a woman in a man's world, she philosophized, "I would probably have gotten there faster."



Boz Scaggs

# The Artist Looks at Radio



Son of a Tokyo rose  
I was bound to wander from home  
Stranger to whatever I'd  
awakened to  
Spun the wheel; took a shot in  
the dark  
One-way ticket and a runaway  
heart  
A sailor's dream came true the  
night I dreamed of you  
Thru the neon doorways; down  
the stone streets I fell  
All hands — All eyes —  
I follow  
Sailing shadows reds and blues  
All hands high side  
All eyes a wreck  
I follow  
Sailing shadows reds and blues  
The curtains drawn but I saw  
through  
The window to your soul  
I found you

Oh the Harbor Lights of Venus  
Shining thru the breeze  
That brings me back  
To you my love, to you my love,  
to you my love  
My eyes must be betrayin'  
But that lonesome juke box playin'  
somethin' bout the Harbor Lights  
is callin' me  
Back to some Jamaicar bay  
Doesn't seem so far away  
Keep the change but  
I'll repay these memories  
Dawn came in this morn'ng  
Like some old junked out melody  
The words she spoke  
As we awoke  
Still haunt me  
What you feel too  
Won't reveal you  
Let me steal you for my life

Copyright 1975 Boz Scaggs Music

**A short rap with Boz Scaggs . . .**

**BOB:** It's only recently that I've really become aware of your music. This particular album (*Silk Degrees*), radio played the hell out of it. What kind of relationships have you had with radio and radio people over these past few years?

**BOZ:** Well, I'm considered a renegade in my particular end of the business. I happen to like radio and I like promotion men and I've gotten to know everybody in the field for CBS Records; them, their wives and their kids. It's one of the highlights of a tour for me, to see my friends at CBS Records. I've done a great deal of field work in the last five years. It's another facet. They're working as hard as we are (my musician friends) in getting things across. If they're taking it seriously and working at it, it's their lives too. That's refreshing. As far as radio is concerned, I don't know a great deal about format but I have a little working knowledge about how you guys put things together.

**BOB:** Do you listen to a lot of radio when you're home in San Francisco or when you're on the road?

**BOZ:** Yeah ... just like everybody else ... when I'm in the car or I carry around one of those little cassette radios and wherever I am, I try to tune into whatever is happening. Let's say in the last year we've been enjoying a lot of FM play and a lot of AM play. If I'm in Philadelphia I'll tune into 'FIL or in Boston or wherever I'll tune into the major stations and just listen; try to check out what they're doing. I think it's a nice scientific study in a way. I know it's very serious to a lot of people and I find it very interesting.

**BOB:** Can you elaborate a little more about what you mean by "scientific" study?

**BOZ:** Well, you meet the nuts — the PDs who are nothing but walking documents about their demographics and about how they came out in the last ratings. You would think they don't know anything about the sounds, the technicalities of the music itself, the way they talk about the demographics, the numbers. But on the other hand, you have people who are scientific in the way they listen to the station musically. They know more about the musicians on my session than I do. They're scientists and they know this stuff a lot more than I do. I'm in another end of it, but they study, they're involved, it's their work.

**BOB:** You visit a lot of stations ...

**BOZ:** Yeah, in the past. I'm not doing it so much this year because I've been on a very heavy touring schedule. To take that 3 hours or so to get ready, and get out of the hotel, and get to the stations has been more difficult because we're keeping a 7 day a week performance schedule; but I have in the past been around pretty extensively.

**BOB:** Each album you've done has gotten more and more play. None of them has received anywhere as much play as *Silk Degrees*. What's the difference?

**BOZ:** I took about a two-year break between the "Slow Dancer" album and this one, and it was a matter of finding what I wanted to do and why I wanted to do it. We had several ideas, several guidelines about the material on the album. We wanted it to be very direct material, very energetic and "up" material. We really wanted to project to a lot of people and there was concern from very talented musicians, arranger Joe Page and producer Joe Wissert. It

was a concerted effort just to give the people what they wanted.

**BOB:** That's interesting. How is it that you were playing for the people; a lot of artists are aesthetic in approach and don't want to be a part of that? You consciously were going for the public ...

**BOZ:** Absolutely. Anybody who denies that is denying themselves a career in popular entertainment.

**BOB:** "It's Over" off that album had meaning for me as far as my personal life was concerned. It touched me. What do you think a song is supposed to add to an audience?

**BOZ:** Well, I think we're trying to set up, with the music, the obvious things — melody, rhythm pattern, the mix, the hook. Unfortunately, or fortunately, I think the lyric content is secondary or tertiary to the point of the record. You know, a few people get through to the lyrics which is groovy. After Lowdown was a top five single I started to get some response like "Hey man, I really dig the lyrics!" They're starting to hear that. Primarily it was a "groove." Lowdown was a "groove." It's a kind of Motown soul groove that's been sitting around for a long time. The lyrics are written after I hear the song. The way I do it, I write the music; we do the rhythm session; I sit around and listen to it time and time and time again, and see what the music suggests and that particular rhythm track suggested those particular lyrics, and they mean a lot to me, and the fact that people pick up on it is very gratifying. It's very personal stuff and I'm glad other people relate to it. Only one song on the album I had written as a complete tune before I came in. I know the music. I had a clear idea where we were going with it.

**BOB:** Which one was that?

**BOZ:** Harbor Lights.

**BOB:** Tell me about Harbor Lights. I've listened to the lyrics and I can take it four or five different ways.

**BOZ:** It doesn't — well it's — it's a very romantic song.

**BOB:** Somebody told me the other day ... it's about a hooker.

**BOZ:** Well, you know, it's about whatever anybody wants it to be about. It isn't about a hooker to me. As a matter of fact I was flying on an airplane between San Francisco and L.A. and I was reading the sports section of the L.A. Times and I was reading the horses that were running on that particular day and there was one called "Harbor Lights." I wrote down the lyrics on a piece of paper and I got home and there were very exotic images about "wayward sailors" and "casting your fate to the wind" and the "romance of a sailor coming into the harbor" and the "light shimmering off in the distance," and I just wrote several pages about these images. It doesn't mean anything at all, it's just an image. It happens to be, musically, one of the most gratifying songs on the album. It was a "stretch" for all the players.

**BOB:** It was a what?

**BOZ:** It was a "stretch." I mean everybody got to "stretch" out. Everybody got to be a little loose. It's very free-form. The other songs have definite conceived intro and rhythm patterns and this one just comes on real fine and groovy and everybody just kind of drifts into the main pattern of the tune. It's loose and everybody is relaxed and "stretches" out. So, it was very satisfying for all of us. In completing the track, we had arranger David Page do a string part and horn parts to it, which we did with a full orchestra, and it was a beautiful chart

but in the end we just said, "skip it. We like it the way it is." We want the four piece rhythm section and the vocal and that's it. Leave it like it is.

**BOB:** When you listen to radio, do you listen to one particular kind of station more than any other?

**BOZ:** Yeah, I listen to R&B stations — AM R&B, and I listen to whatever the top pop station is, like KFRC and KHJ.

**BOB:** When you hear radio, what do you like about it and what do you dislike about it? In other words, how would you change it? If you owned KFRC and were not concerned about billing or any of that stuff — what would you like to hear on KFRC that you don't hear?

**BOZ:** I think they're kind of exciting. The only thing that I would change is some of the tunes. I mean, I have my own personal taste, everybody does. I like the way KHJ and KFRC have been going. To me the obvious change is that they're going more into their oldies catalogue, along with a tighter playlist on the new records. But, I think they're doing a good job. I like the equalization they're putting on records. I have no qualms about it. I don't know what I would change. I learned about radio from people like Steve Popovich. He goes through the whole format on the dial. Two beats and he knows what it is. That's the way I listen to radio.

**BOB:** When you're listening and they intro or outro one of your songs, the way they do it — has that ever pissed you off?

**BOZ:** No. In San Francisco and Dallas I've done a few — a KLIF thing and a KYA thing where I've played records and I talked and I got involved with it. I know what it means in looking at 15 tunes on your playlist, what it means to grab, say, an Elton John or to grab a high power tune and

put it on your turntable; to grab a high power tune — it's an up, it's great. I know where it's coming from. They're personalities and they're projecting themselves and they're projecting the station and the music and it's nice whatever they have to say. It's not what they say. It's nice they have a lot of energy and excitement ... whatever .. they represent their format — that's the point. That's the point. That's what people are listening to. They're listening to the energy. They're listening to the excitement or the mood the jock can generate. So I'm not offended by an intro or an outro.

**BOB:** There was a period when you weren't getting all that much radio play. What is the difference? Is it because the music you're doing today is better or because of the promotion or because you visited radio a lot or what?

**BOZ:** I don't know, Bob. I think if I had the answer to that somebody would pay me a lot of money just to sit here and talk. We're talking about a very elusive apple when we're talking about what makes top forty play material.

**BOB:** When I hear this album the word "jazz" comes to mind. There was a time when anything that sounded like jazz would not get played on top forty radio. Seems that's been a major breakthrough. Do you think the audience has changed?

**BOZ:** I think tastes have become much more sophisticated, yeah. I think people are a lot more open to all sorts of forms. For example, you can get a disco-oriented jazz artist on the radio now when you couldn't before.

**BOB:** I wonder if marijuana has something to do with that? Seems that people are smoking more, getting back into themselves a little more.

**BOZ:** That might be ... could be.



And a short rap with Brenda Lee . . .

**BOB:** Brenda, how long ago was it that you visited your first radio station?

**BRENDA:** My goodness. I was on a radio show on weekends in Augusta, Georgia when I was 8 years old. I was on with a disc jockey named Peanuts Faircloth. I also did a TV show down in Augusta called "Peachblossom Special." The radio show originated live from a record shop and they had a little band and I sang two songs on Saturday. After I started recording of course, in 1956, there was an era there where you did the really big promotion tours. You'd hit about 11 big cities in a week and you'd go to all the stations. Then you took out ads in the papers and the trades and stuff, but radio was the thing.

That was the media you had to get to in order to make it.

**BOB:** You were a very young girl in those days. How did radio take a visit by a child?

**BRENDA:** I was treated very nice. They didn't play a lot of my records at first but they were nice to me. It was a gamble to play a record by a child as it is now. You know to go after something non-existing, that you don't know anything about. I was awfully young when I had my first record. Sweet Nothin's was the first big one in 1959, but before that I had Dynamite, One Step at a Time and Rockin' Around the Christmas Tree. Although Rockin' Around the Christmas Tree didn't become a success until I had a few hits like Sweet Nothin's and I'm Sorry.

*But Jambalaya was my very first record and that did pretty well but not really anything that fantastic.*

**BOB:** *How old were you when Sweet Nothin's was a hit?*

**BRENDA:** *Going on 14, I believe.*

**BOB:** *That had to freak radio people out. Here's this 14 year old star coming into visit my radio station ... I mean that's not the ordinary.*

**BRENDA:** *I always had a great relationship with jocks and they were always very good to me. I had such a relationship with them that I was on a first name basis with a lot of the jocks in the country. Really at that point in my life, as it is now, my first priority was to make friends and if success happened, fine, but it was never any hard-core promotion type bit, you know. Everybody was sort of on my side in a sense.*

**BOB:** *So you didn't get the kind of treatment John Denver talked about where he waited outside for an hour or two and then they listened to 10 seconds of his record and said, "Thanks a lot kid; come and see us later"?*

**BRENDA:** *I don't ever remember getting that type of treatment until these past years. I have run into it a couple of times, only because music has changed so drastically. From 1959 to 1970 I had 32 consecutive top ten records in the pop field. I just found out last year that I've sold 80 million records. I was never anything but pop but I fortunately also got play on country stations. I was never labeled anything but the past couple of years I've been putting out what I call Metropolitan Country. It's not hard core country, but it's not necessarily pop either. I have asked a few stations to play my record and they just sort of say, "Well, you're country*



and we don't play that." They say that without even listening to it, which hurts you when you've been in the business as long as I have. The jocks are just not the same today. I hope this isn't taken wrong because I don't mean it detrimentally, but I think a lot of the jocks today are stars themselves and I think a lot of it goes on personal preference other than what the public wants until they finally clamor and demand it. A lot of the new jocks are young people and they kind of look upon me as an establishment singer. Maybe they've heard of Brenda Lee but they're not in tune with what she's doing. They have no personal contact with her so there is no obligation. Country jocks you have a relationship with and you don't have to put out hit after hit. You're kind of normal, which says a lot for country fans. No jock would play your record if it were not demanded.

**BOB:** Now you have a new album out which is quite different for you. Are you still involved in talking and visiting with radio stations?

**BRENDA:** Oh yeah.

**BOB:** You've done a million interviews. What do you feel about that today, as long as you've been in the business. Is it boredom?

**BRENDA:** No. Well I think it's a must. You must have some sort of communication with them to let them know that you are out there. Maybe there's no demand for a Brenda Lee interview, you have to call them. Even if they don't want to use you, you call and just say, "Hi." If you do get a hit out, they're hopefully going to remember that.

**BOB:** You live in Nashville now. What radio station do you listen to?

**BRENDA:** I don't listen to a lot of radio when I'm home because I'm a classical music buff, in the worst way. I'm hung up on it.

But, I do listen to 'MAK because it's a top pop station and I have to stay in tune with what's going on. I listen to all the stations here but I mainly listen to contemporary adult FM stations.

**BOB:** How long has that classical thing been going on?

**BRENDA:** Oh, since I was a little girl. I discovered classical music when I was about 10 years old. Somebody gave me a copy of Madame Butterfly.

**BOB:** Seems like MCA is really on a big Brenda Lee push right now, with all sorts of literature coming with this album release. How does that all come about?

**BRENDA:** Well, I haven't exactly been a forerunner in the past couple of years but Snuffy Garrett called Mike Maitland and said he'd like to record me. He had done a lot of things for MCA with Cher and various people and so they were quite thrilled over it. Mr. Maitland didn't think I was doing things up to my capacity and he said I'd like you to come to the coast and we'd sort of like to turn this thing around. He said, "We believe in you and we don't see why you can't be hitting these markets. You've done it before and you're still the same person. We just feel you might need a change in recording and a change in producers and an updated sound." That's basically what it is, and I'm very thrilled because I've been with the label 20 years. I've never been with another label.

**BOB:** Your enthusiasm is up today, you think. You're all for having a hit record and doing whatever?

**BRENDA:** Oh, I'd love to have a hit record. I'd love to have a hit album. But, as I told somebody the other day, they said, "It must be frustrating when you don't have a hit." But it's not for me, because I've already sold 79 million more records than I

thought I would. Heck, I'm thrilled with singing and I always have been, and I hope I continue to grow and perfect my craft. Of course, I'm excited now because this is a whole new kind of thing for Brenda Lee,

**BOB:** How many children do you have now?

**BRENDA:** I have two girls. Julie, my oldest, will be 13 and my baby will be 8 in January.

**BOB:** So you're still pretty much a family person too?

**BRENDA:** Oh yeah. Julie socializes so much that when I'm home I keep the roads hot. If junior high gets any worse I'll go nuts.

**BOB:** How do they handle being your children in school? Is it okay?

**BRENDA:** You see, I have no identity in Nashville. I'm Julie and Jolie's mother and Ronnie's wife. The girls go to school with a lot of kids that are connected with the business.

**BOB:** Either one of them sing?

**BRENDA:** No. My oldest is a classical pianist and she just won state competition. I'm very proud.

**BOB:** Would you let them do the same things that you did as a child, if they had that same talent?

**BRENDA:** My first inclination would be no, because I think it's very important that you have a childhood. I was an adult at 8 years old and I was supporting my family. My childhood years ended when my father died — I was 6½. But, if they wanted to do it — I'm glad they're not — but if it were a thing in their heart that they had to do, I would let them do it.

**BOB:** Are you a happy lady today?

**BRENDA:** Yeah, I'm happy. It's taken me a while to come to terms with myself and what I wanted to do, and be, and go. I don't ever want to be satisfied because that means I'll stop working and trying, but I think I'm prob-

ably as at peace with myself now as I ever will be.

**BOB:** You had some tough times?

**BRENDA:** Yeah. My tough times came preceding my marriage. A lot of poverty and a lot of responsibility. You go through those things and it makes you either bitter or compassionate. It made me compassionate because I've seen a lot of bitter people.

**BOB:** Back to radio for just a second. I want to give you a hypothetical situation. It's 50,000 watts clear channel in the center of America. You have so much money that you don't care if you sell commercials on that station or get any ratings whatsoever, and you're totally in charge of the programming. What are you going to put on the radio? Would you play all classical music, or all Brenda Lee albums?

**BRENDA:** No, I would probably play — because I'm thinking of the audience and their intelligence and we are right now in the present — I would probably play things that would hopefully broaden them, and let them know of people like Bessie Smith. I would play innovators of music. I'd play some Joe Williams, some Sinatra and Bennett because they are the innovators of phrasing, I feel. I would play Judy Garland. I'd play the innovators in the jazz field that started off things that our music was derived from, and that it is today. Those that we've built on and taken their ideas and made our music what it is today. I'd do that to let people know that it does go back; that it wasn't just invented today.

**BOB:** Now your disc jockey staff, what would you tell them?

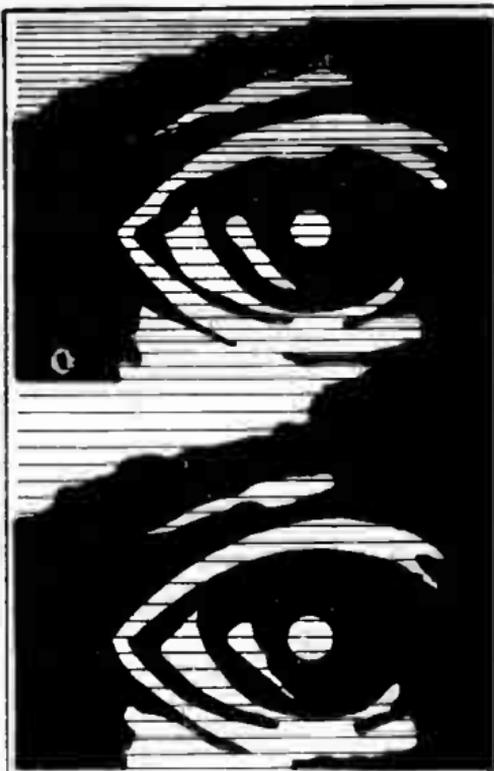
**BRENDA:** I wouldn't tell them anything, basing that on their knowing what was right on the radio.

The assumption is that most blind people relate much better to radio than other media since it is the only normal channel of communication for which sight is not necessary. However, after researching the listening habits of visually handicapped people, it is not clear that this theory holds true.

There is so much reference to the sighted world in radio that even though video projection does not exist to be missed, the visual aspect is so greatly a part of radio that it is almost undifferentiable from television in this respect. And most of the visually handicapped also spend a substantial amount of time in front of the television. (One must note, though, that according to Ms. Carolyn Helmer, Director of Active Blind, Inc., 90% of blind people are not born blind but lost their sight later in life. This means that most of the older listening audience can fill in their own background to the broadcast word, just as sighted people do.)

After talking with blind and sighted administrators of programs and organizations for the blind, and with young blind people, it seems that some of the young may use the radio less as a background and more as direct entertainment than sighted people of the same age. If they have been born visually handicapped, this may have been their first source of outside stimulation, and may have more importance in their lives for this reason. Because it is not necessary to monitor a visual output, working in radio is often a career goal of these young people.

Larry Smith, a visually handicapped teacher of electronics skills at the Foundation for the Junior Blind in Los Angeles, stated that initially radio is a major influence in opening up people's lives, and that is why three-quarters of his clients are interested in careers in



## REPORT ON LISTENING HABITS OF

# The Young Blind

By Becky Sue Epstein



radio. However, he said that most don't make it because the competition with sighted workers is too great and the same discrimination exists here as in other career fields.

I did talk with one man in his 20s who had been involved in radio. Mitchell Pomerantz did a weekly show for KPFK-FM (National Public Radio in Los Angeles) — "The Other Minority," which dealt with various types of handicaps, as well as working on other public affairs broadcasts. His views were singular in that he believes that, for the blind, radio is as important as television is for the sighted. He is also one of the few visually handicapped people in the area who has fulfilled his ambition of becoming actively involved in radio.

Rick Platt, a blind college graduate also in his 20s differed sharply in his views on listening habits. He maintained that unsighted people use the radio much as sighted people do — partly as background and partly not — and that the choice of stations and amount of listening time depends totally on the individual. Both blind and sighted people turn on the radio to have another presence in the room, he said.

In talking with boys and girls from 10 to 17 in the Los Angeles area, it seemed that their listening habits do not differ greatly from those of their sighted peers. The majority listen to top 40 or rock music when they get home from school, in the evenings and on weekends — stations KDAY, KHJ, K100, KIIS and others were mentioned. Blacks would listen to black music and influenceable teens would listen to whatever the dominant member of their group turned on. Loners had their individual preferences such as classical



REPORT ON LISTENING  
HABITS OF

## The Young Blind

By Becky Sue Epstein



or religious music, or even corresponding with DJs. A number of the young people I talked with were into country music, though this may not be significant.

Administrators had their own opinions. Ernie Daniels, Program Coordinator of Saturday programs at the Foundation for the Junior Blind deals with the congenitally visually handicapped. He feels that these young people listen to radio more than sighted people, and use it less as a background to doing other things, though his clients did not agree with him. An administrator of a public school for the blind believes that there is no difference between his students' and sighted students' listening habits to radio or television. Ms. Helmer is of the opinion that the congenitally blind would pay more attention to radio than the adventitious blind. None of the people I spoke with could see any advantage in special programming for the blind — especially as the goal of the many programs and societies for the blind is to have visually handicapped people functioning normally in the sighted world.

Radio has the distinct advantage of being portable. (In addition, there is' also a TV-Radio which is reasonably priced, as portable as a transistor radio, and receives the sound portion of television programs as well as AM and FM radio broadcasts.) It seems that the difference in listening habits of blind and sighted young people is slight. The blind may use it less as background, or discover it at a younger age than sighted children, but absolute comparisons would be difficult.

**SOME BELIEVE THAT  
RADIO AND MUSIC  
ARE MORE IMPORTANT  
TO THE BLIND. OTHERS DISAGREE'**



# Tim Leary and Radio

"Timothy Leary's dead; oh, no, he's outside, looking in."

(Moody Blues)

*I got two Live Lovers  
I don't think that's a crime  
To let them oscillate me  
Both at the same time  
Cause  
They're Radio-Active!!!!  
I got my AM lover  
He keeps me up to date  
His amplitude's so powerful  
I can't help but modulate*

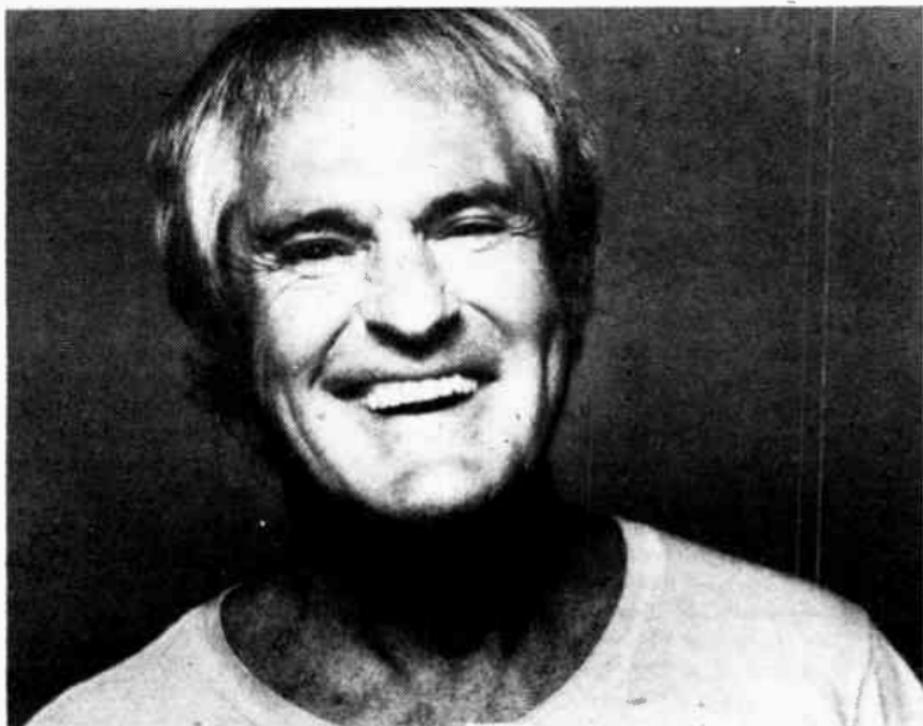
*I got my FM baby  
He's sure a solid state  
He spins those fast vibrations  
That make me resonate  
I got me two live loves \*  
They tell me it's all right  
To let them both caress my ears  
At the speed of light  
Cause  
They're Radio-Active!!!*

[From FM-AM Lover — song by Timothy Leary & Gabriel Wisdom.  
Copyright 1976, All rights reserved.]

Timothy Leary is very much alive and very much caught up by radio. Dr. Leary, now free on bond while appealing his 1970 federal marijuana conviction, joins KGB's Gabriel Wisdom on a new syndicated show called The Joyful Wisdom Program. The show, which specializes in "philosophic, psychological and scientific themes" is being marketed

by former Motown promo exec Stan Lewerke through his new company he calls Newspace.

Leary's segment of the show is called Conversations with Higher Intelligence and includes questions to Leary from distinguished scientists, philosophers, rock stars and film people. Such folk as Paul McCartney, Fleetwood Mac's Ste-



## "I SEE MYSELF AS AN EVOLUTIONARY AGENT"

via Nicks, Frank Zappa and Cliff Robertson appear on the show to hear Leary discuss S.M.I.L.E., i.e., Space Migration Intelligence Increase and Life Extension."

Radio Quarterly Report writers were invited to spend an afternoon with Leary in his small one-room Hollywood apartment. The white-haired, blue jeaned former Harvard professor was preparing to leave on another of his many speaking engagements.

Leary sat back in the lone chair in the room, smoked cigarettes and rapped with the floor-placed writers.

Rather than attempt to paraphrase Tim, we decided that we would present some of his thoughts in direct quote. Most of these statements were in response to questions:

"I see myself as an evolutionary agent. I think everybody

should. Everyone can. You can find yourself however you want to, right? I think it's a very useful self identification; to think of yourself as being a conscious agent of evolution, because I think if you understand the evolutionary process, it's like waves; surfing. Number one, you're not caught by surprise. You don't get wiped out. You can only understand yourself in terms of change and evolution. I think right now, electro-magnetic communication is an evolutionary tool. It was an evolutionary tool when we developed the 9 muscles of the throat so we could make noises, and communicate. Or when we could learn to bend our thumb so we could make symbols and artifacts. I think that television has not reached its maturity yet. It took radio several decades to come of age and I think radio's come of age right now.

"You know all this; the fact there are so many FM stations; that's tremendously increased the diversity of the medium. On network television there's very little information that can be passed on because you're dealing with a huge 70 million mass audience, so that it has to be kind of watered down to fit the 'average.'

"The fact that there are so many stations in L.A., for example; it's tremendous because that means that each small demographic group can have their own radio station that's talking to them and giving them the information that they need.

"I feel that diversity is another key of the evolutionary process. We have to stimulate the differences, stimulate new mutations, the new ideas. I think this can be done with radio. Radio is much more informal, much freer than television. I think it's going to take some time before television matures, that is, in the seriousness of the ideas expressed. Twenty years ago radio was Amos & Andy. Being precise in our communication is what it's all about. We want to communicate accurately.

"The most far-out physicists today are the Quantum physicists. They say the basic nature of all energy and matter is "quanta" or "bits." Bits of what? They say, 'bits of information.' The quantum physicists are now defining the universe as almost like a galactic brain; that is, it's all communication. Electrons are signals; even the particles that make up the nucleus of the atom are highly-charged, very highly accelerated and quickly changing 'bits of information.' The functions of life is communication. The communication must be 'precise' and 'accurate.'

"You can get on the radio and say 'the sky is raining frogs.' It's not accurate and you're not going to communicate anything. I think that the role of intelligent communication is transmitting ideas intensely and precisely accurate, that trigger off in the receivers powerful reactions.

"Sometimes people put down media or marketing or salesmanship. I think that marketing and salesmanship are techniques of the DNA code. When the DNA code puts beautiful designs on a peacock feather, that's advertising. When the DNA code puts out that scent that will cause an insect to fly 5 miles to mate with a ladybug, that's marketing. I think that broadcasting has been misused, whether for power or for money, but all energies have been misused and that shouldn't disguise the fact that broadcasting and marketing and the distributing of signals that move and stimulate people isn't almost a holy occupation.

"I think that also the truth comes out. You can lie over the media. But you can't really lie, over a long run. On the other hand, you can start telling the truth of the media ... (whistle) then the response is really phosphorescent and electric. I've been studying how the DNA code produces mutations in species and it has a great deal to do with electromagnetic signals. For example, there's a cocoon, and when the sun hits the cocoon at a certain angle, that means that it's May. It can't be at a certain temperature because that might be a hot day in March, and it can't open then. It has to be at a certain angle and that tells the cocoon, "Okay, now it's time, you can open up" and now the new metamorphosis can occur. All life on this planet is an information system which is ener-



**Tim Leary & Gabriel Wisdom**

gized by the sun. Everything is. But not only is the sun the energizer, but it is also a signal that tells the individual how to evolve.

"Now to get back to radio. I think that the human nervous system is a receiver of signals. We think in our daily marketplace lives that the most important signals you receive are symbols, like dollar bills or red lights or 'vote for Carter' or . . . It's true that we need symbols to do our daily life but in the evolutionary sense, the nervous system can pick up evolutionary signals and the aim of our radio show is to trigger off mutations by sending a precisely accurate and truthful signal it will trigger off in the nervous systems of a certain percentage of the listeners exactly the response that they've been waiting for. Signals that they've been designed and geared to accept.

I want to say again, that you can use these techniques to sell Coca Cola. But then the Pepsi Cola people catch on. So that is small potatoes really. Evolution hasn't worked for 2½ billion years to create nervous systems that will pick up signals to drink Coca Cola rather than Pepsi Cola. I think that's trivial. The nervous system is basically an instrument to pick up evolutionary signals that tells the species when it's time to change, to really move ahead, that something really important has happened." .....

*Not because we want to, but because of space limitations, we'll stop right here and continue with Part II of Tim Leary on Radio in the next issue of the Radio Quarterly Report. It's all evolution anyway.*

# this is naras

**NATIONAL ACADEMY  
OF RECORDING ARTS  
& SCIENCES**



On February 19th of this year some 1500 or more folks will gather in a large auditorium in Los Angeles to witness the 19th Annual Grammy Awards. The awards are put together by an interesting group of some 4000 people who call themselves the National Academy of Recording Arts and Sciences, or "NARAS." Several record company executives interviewed by Radio Quarterly noted the importance of the awards in spurring sales. One particular classical manufacturer said that when his album won last year, sales jumped drastically. Supposedly, this is true in all categories.

The formation of NARAS was, in many instances, an accident. Hollywood and its Chamber of Commerce have for many years laid stars along Hollywood and Vine Streets to honor the most successful of the entertainment industry. In 1958, with the growth of the record business in Hollywood it became obvious that recording talent should also be recognized. They asked several

people to form a committee and decide exactly which music people would get the stars. This group consisted of people like Paul Weston of Columbia, Lloyd Dunn and Dave Cavanaugh of Capitol, Jessie Kaye of MGM, Jim Conkling of Columbia, Denny Farnon of RCA and Sonny Burke of Decca. The decision as to just who would get the honor of the cement star became so difficult that it became apparent to the men that an organization of the recording industry was long overdue. If there was a leader in the organization it was Paul Weston, and he was its first president.

They immediately got help from a general membership. The record executives who had come mostly from the creative end of the business gave as criteria for membership basically "successful creativity." Today, in order to be a member of the academy you have to have 25 bucks in your pocket, and have had at least 6 re-

cordings that you had something to do with creatively. This could include anything from being a songwriter, producer, arranger, liner-note writer, album cover designer, etc.

A record executive or a promotion man or a salesman is not eligible unless he also had something to do with the direct creation of the record. That fellow can become an associate member, paying 15 bucks to the academy. An associate member has no voting rights.

As a full member of the academy you basically get for your \$15 the right to vote each year, and you also get a chance to buy a ticket to the Grammy Awards. That doesn't necessarily mean you'll get one. "Last year," NARAS president Jay Cooper remembered, "we could have had 5

to 15,000 more people. We have more demand for tickets than we have room."

You can also become a "patron" of the Academy and buy a whole table for you and your guests but the cost is "substantial." Cooper also told us that the amount of money paid by Pierre Cossette Productions for the rights to the Grammy live telecast show is also "substantial." Basically the academy makes its money from the membership and the Grammy Awards, although from time to time there are other smaller projects. Next year NARAS will probably release a premium record to commemorate the 100th anniversary of recording. They had done that same premium album idea 7 years ago.

If it looks a little stiff and organized this second Saturday



**NARAS NATIONAL PRESIDENT, JAY COOPER**

night in February with all the combed hair and tuxedos, (It is black tie "requested," although if you come in a suit or another "outfit" you won't be stopped at the door) it's because both the organization and the awards are highly organized and hence highly complicated. For those who'd really like to know, we'll detail both right here. Otherwise, you can skip to the end of this explanation, and still find rhetoric more to your liking.



There are 7 local NARAS chapters in the U.S. They are in L.A., San Francisco, New York, Chicago, Memphis, Nashville and Atlanta. The national office is located at 4444 Riverside Drive in Burbank (91505). If you're interested in its phone number, it's 213-843-8233. About 5 people work full-time in that office under the direction of Chris Farnon, the executive director employed by the Academy.

The dispute of over a year ago over the power of the L.A. local chapter and the national chapter being in Los Angeles is over. At first it was thought that the Grammy telecast would alternate between each of the member cities. After a shot in New York and Nashville, networks objected to the awards being outside Los Angeles. Both from a personality-artist availability and technical crew cost standpoint, it was decided not to hold the awards in Chicago as planned. Instead, the awards were moved back to L.A. Four members, from the local Chicago, Nashville and Atlanta

chapters withdrew, but the Grammys stayed on the west coast despite the heavily-publicized turmoil.

When one joins NARAS, one is a member both of the local chapter and the national organization. A member selects and elects the board of governors of the local chapter. That local chapter's board of governors then elects the trustees for its local chapter and then votes on the trustees for the national board. There are 23 trustees, proportioned according to 1 trustee for each 200 members in a local chapter. The trustees then elect the president and pretty much run what happens to NARAS.

A Los Angeles attorney, Jay Cooper succeeded Atlanta-based Bill Lowry as president 2 years ago and will be retiring for another president when his 2-year mandatory term is up in May.

The voting on the Grammys themselves is equally complicated. The process begins with a pre-nominations list. Record companies and each individual member is given a chance to enter a record in what becomes a list of some 4000 "eligible" singles and LPs. A record is eligible if it has been released in the period of time outlined by NARAS and if it is entered in the right category.

NARAS now gives away 48 awards so members get this massive list of recordings screened by both local and national screening committees comprised of critics, disc jockeys, writer-musicians, etc. That committee is of course selected by the trustees.

The member is allowed to vote for 5 records in each of the categories. His ballot goes back to Haskins & Sells, the NARAS-appointed auditors. They add up the tally and come up with the nominations list.

In addition to the record ballot and screening committees, there is also another division to all of this called the "Crafts" committee. The "Crafts" committees in each of the individual chapters decide the top 5 in "craft" fields, such as engineering, arranging, album design, etc. Haskins & Sells also gets these nominations and compiles the final five in each field.



The final ballot is sent to the general membership sometime around the middle of January, giving nominees little time before the awards to campaign for votes; unlike the Oscar awards of the motion picture industry. In addition to the time element, Cooper pointed out that the record business was scattered across the U.S. and not so accessible as the Hollywood-sometimes-New York-based movie business.

As an aside, NARAS is now also seriously involved in the formation of a Music Hall of Fame in Burbank. The six million dollar-plus project is certainly in the infancy stage with current negotiations going on to find the right architect. Cooper figures construction to begin in something less than 2 years. Despite the lack of a building, the Hall of Fame is technically already in existence. Three years ago NARAS began giving 5 awards each year to records released prior to 1958. Awards have been given to such pieces as *White Christmas*, *The Christmas Song*, etc. One year even *Caruso* entered the Hall of Fame. There is now a display at



**Judy Collins with Gladys Knight & The Pips**



**Henry Mancini and Roberta Flack**



**Ella Fitzgerald, Louis Bellson, Mel Tormé**



**Joan Baez and Stevie Wonder awarding Captain & Teanil**

Universal Studios commemorating those awards. The new building will not only house the Hall of Fame but will include a record library, research library, various record memorabilia and a small auditorium. It will, in Cooper's words, "be a music center unto itself and will ultimately be 3 or 4 times bigger than Nashville's Country Music Hall of Fame."

Each year NARAS continues to expand and change in other ways. In the past 3 or 4 years the organization has attracted a generally younger membership; hence awards to people like Janis Ian and songs like "Send in the Clowns" have brought a contemporary feel to the event.

This year the show will not only expand from a 90-minute to a 2-hour show, but will be even more extravagant with its production and more impressive with the stars present. The extra 30 minutes will allow 12 awards on camera instead of the usual 10 or 11 and will include a special segment concerning next year's 100th Anniversary of recording.

Only one new category has been added to the ballot this year; that being "vocal arranging."

There will also be a segment on one of the member cities; ironically in this "new president" year, it's Atlanta. Cooper also suggested "a couple of other new wrinkles" but didn't want to talk about them before air time.

Of particular interest is a problem in the selection of the awards that has always "been there" but never as drastically as this year, indicating a major departure in American music.

Cooper explained it this way: "We find the various elements are borrowing from each other. Jazz is borrowing from rockers; rock-

ers from jazz. Jazz is borrowing from R&B; R&B from rock."

The Captain & Tennille, Leo Sayer, AWB, Glen Campbell, Carroll O'Connor, BTO-legal representative continued: "There has been a tremendous problem this year between classical and jazz. Is that a jazz record or a classical record? The 'classicals' said, "that's jazz." And the jazz people said, "No, that's classical."

He continued, "We had tremendous battles among pros — and I mean pros — some of the top classical and jazz producers did face-to-face battle with each other as to where this record belonged. We had that same battle with R&B, Jazz and Rock."

He emphasized, "The three of them are getting closer and closer together. What is it? It becomes a big question. Electronic music — we had that problem this year. Where does it belong? Jazz or classical?"

"Remember," he pointed out, "the criteria is your ear. We don't go to the producer and ask 'Where did you intend this to be?' We don't ask that question. We ask our ear. We are trying our best to decide where our ear says it belongs. We have even had cases where we had singles in one category and the album is in another."

Cooper concluded by saying, "We may have to discuss 'Fusion'; maybe a specialized category. We've been having these battles for a few years. Only this year they've been tremendous."

There you have it. That's the organization, balloting, and overall scorecard for this year's Grammys (which by the way became Grammys via a public contest in the early years). Now all you need are the nominations. As Cooper commented upon leaving, "It's fun to be associated on this level."



# MUSIC EXPRESS

By Becky Sue Epstein

Hal went to Warner Records, and they agreed to let Music Express handle one department on an experimental basis. Delivery service by Music Express proved to be so much better than any other messenger service that Hal now handles Warner's business exclusively. Warner Records remains Music Express' largest account.

Now the business has 22 employees with 20 radio-dispatched vehicles including Pinto wagons, Courier pickups, ¾-ton pickups and 1-ton vans. The majority of calls are for messenger service. Music express specializes in hand-carrying valuable objects, which is why they are entrusted not only with important documents, but e-

## "Happy first Birthday to Music Express .."

equipment from the nuclear valve division of Borg-Warner or eyeglasses from an optical firm, not to mention the crucial and delicate item of food.

Music Express is a completely one-stop operation. A customer makes one phone call and Music Express handles all the arrangements for whatever needs to be done, as well as all of the paperwork. Through their agreements with limousine and air forwarding services, they can undertake a myriad of tasks, 24 hours a day.

Their 250-300 calls a day are not only from record and management companies, music publishers, PR firms, the trade magazines, recording studios and production companies, but also such organizations as a chamber orchestra, travel agency, doctors office, auto leasing company, real estate company, and a bank. At present their books show a total of about 200 accounts.

"Happy 1st Birthday To Music Express" read the Tower Records marquee in the first week of January, 1977. One year ago, Hal Berkman, former VP of MGM and Warner/Discreet Records, was sitting in his car wash, waiting for the phone to ring — which it did maybe 3 or 4 times a day. Then he would jump into his car (actually his wife's car) and take some records or a letter from one music business to another — or possibly even pick up and deliver a sandwich in the middle of the night.

When Hal Berkman left MGM, he already had the idea for Music

Express formulated from discussions with his former partner and both of their wives. Fortunately, he owned a car wash and his cashier could answer the phone when he was out on a delivery.

Four months of this was really preying on his nerves. Hal "used up every favor, pulled every string" and, though not much was happening, he kept his faith in the concept of Music Express. Then the phones started ringing. Hal's old friends from 20 years in the music industry began to realize that this was no jive shoestring operation. And Hal "didn't want their business out of friendship"; he wanted to prove his messenger service was better than any other, catering specifically to the needs of music people. Having been on the other side of the desk for many years, he knew what frustrations were involved in trying to get something — anything — from one place to another in Los Angeles (or to/from other cities.) People either "allowed for delay or cried a lot," Hal explained.

A call comes in, Stan answers the phone and takes down the pertinent information on a small slip of paper. They have found from experience that it's best to have a man answer the phone, since most of the incoming calls are from women. And Stan is the right person to have on the phones, with his outgoing manner and warm voice.

Then the slip of paper (actually a simple printed form) is passed to the next desk where Jim sits with an array of numbered plexiglas slots and two-way radio equip-

ment in front of him. Jim is responsible for routing all of the pick-ups and deliveries. His father had one of the largest florist businesses in L.A., and Jim has been dispatching cars since he was 12 or 13. He is a walking map of Los Angeles, and on the rare occasions when he doesn't know where a particular address is, he and the driver whip out their trusty Thomas Bros. Books with a detailed street index of Los Angeles and Orange County, and figure out the location over the air.

In the car — or truck — each driver fills out an invoice form with the delivery names and addresses, and the internal billing code or client name for each company. What makes the job interesting to the couriers is the off-beat deliveries that are periodically requested. At 3am one morning, Neil Diamond discovered he had left his watch at a studio. Whom did he call? Music Express, which promptly retrieved it for him. Music Express has also delivered six-foot hero sandwiches and taken a forgotten arrangement from the composer's house to an orchestra of hired musicians waiting onstage to record it.

I accompanied one of the drivers on a rainy day in the slow period after Christmas. Skip is a 6'6" former professional race car driver who decided to forego that career after a crash broke every bone in his body. He's now well on his way into an acting career. Most of the drivers, however, are making Music Express their full-time career, unlike Skip. Skip claims he's only lived in Michigan and California, but by his accent, boots and attitudes I swear he's spent at least 30 of his 32 years in Texas.

I'm sure my experience was somewhat exceptional considering the slowness and wetness of the day, the fact that drivers don't usually have anyone along to talk to, and everybody in general was probably on his best behavior. But we went to Janus Records and RSO Records and Tony Curtis's house and Jeff Wald's, and met up with another driver who had the delivery from Casablanca, all in the short time I spent on the road. Everything flowed smoothly, from what I saw, with the Music Express people being calm and congenial no matter how many phones were ringing in the office or how many instructions they were given at once, in their vehicles.

The most unpleasant experience Hal Berkman could recall was picking up a crate of dead fish at the airport for The Deep. And one of the harest experiences was getting the scenery for a show to Las Vegas for a next-day opening.

Hal is enjoying running this new, fairly sane business, and is glad to be one step removed from the craziness of the Hollywood Entertainment industry. He runs Music Express in an easygoing way, wearing a Teaneck Little League' jacket when I saw him, despite his 30-odd year and 3000 mile distance from that part of his life. He's proud of his superior service record and his couriers, and proud of his clientele: Warner Brothers — the first and largest, Atlantic, Buddah, Casablanca, Pryor-Cashman, and the other one hundred ninety-five. Hal's example should be an inspiration to us all: Yes, it is possible to get into the music business, and out, with one's sanity intact, even in Hollywood.

# AOR

## WHAT DOES IT MEAN AND WHERE DID IT COME FROM?

By Becky Sue Epstein and E. Wolf Schneider

---

AOR has become an accepted descriptive term in the radio industry. We have found, though, that many of the people who use it — which includes some of the 600-odd program directors and station managers we have talked with in the past month — have different interpretations of the term as it applies to radio in 1977.

Although some have rejected the term AOR on the grounds that it has grown to connote that format which grew up in the mid-70s as the bastardized offspring of progressive rock, this is not what it is intended to refer to. Rather, it intends to provide a liberating umbrella over all stations playing Album-Oriented Rock music without forcing the stations to further describe and compare their formats unless they choose to. The term "AOR" has replaced the term "Progressive" (or "Underground," "Acid Rock," "Alternative," "Free-Form," etc.) which was used as both an objective noun and a subjective qualifier for the past 10 years. For the true definition and origin of AOR we went directly to the source of the term, and the following are his ideas.

The term AOR was coined in 1974 by Mike Harrison, now managing editor of Radio & Records. It grew out of months of thought about, and years of experience in

radio. According to Harrison, AOR means Album Oriented Rock radio. Nothing else. It is an umbrella term for the industry, an objective noun used to describe a type of radio. Not a format, and not a subjective description. It covers radio formats where the primary attention, airplay, discussion and concern is given to albums, as opposed to singles, news or any other music or talk. It is imperative that the term be understood and accepted as an objective noun, to which all forms of subjective adjectives can be applied, and under which varied formats can fall, for any worthwhile discussion about it to take place. Accepting AOR in the above context, adjectives such as progressive, free-form, underground, or tight, playlisted, or restricted can all be used to further modify it, if desired. However, the term itself only demands that the major orientation be toward albums.

We would like to differentiate here between AOR and progressive, and explain the meaning of the term progressive and its relationship to AOR.

An AOR station is programmed in a certain way, using LP cuts and Album Oriented materials. If the end result of the programming — never mind the methodology or technique — sounds innovative, then one may be able to refer to

the station's output of whatever period as "progressive." "Progressive," again, according to Mike Harrison, is a subjective adjective. It is not a format, or even a noun. A station cannot be programmed to be progressive but the product can be judged (subjectively) to be a progressive output, after the fact. Any judgment of what is progressive must, of necessity, change from day to day and from place to place, depending on the norm for that area.

Progressive radio began around 1967. WOR-FM in New York and KSAN in San Francisco (initially staffed from KMPX), are generally given credit for being the pioneer stations of the movement, although they were followed almost immediately by WBCN in Boston, KPPC in Pasadena, and a multitude of others. Once conceived and implemented, the format spread rapidly, as if by spontaneous combustion. Stations sprouted like wildflowers across the nation.

Progressive radio provided an alternative on many levels. Radio-wise, it was a move to the FM stereo band and enhanced quality; and it was an outlet for the new underground album-retailed music of bands such as the now legendary Grateful Dead, the Airplane, and the Doors, who were not being aired on AM radio. The new experimental stations in many cases replaced classical music stations which were not making much money, so station managers were willing to chance a new approach. The sweep (playing continuous music) and the segue (the sweep with creative continuity) were first introduced at this time. On a deeper, socio-political level, the late 60s gave rise to an unprecedented "counter-culture" revolutionary movement of its youth. The rejection of the establishment for a more personalized, honest

and mutually supportive life-style became a nationwide movement, though, with the centers still in those key cities of New York (the East Village) and San Francisco (the Haight).

The progressive format was radio's contribution to that movement. Being a part of it was, to quote Zacherte (with WNEW-FM at the beginning), "an incredible experience." It was idealistically conceived as music for the people, provided by informed, hip, honest jocks who knew what was happening and would communicate with their listeners by providing commentary and leadership, as well as by creatively programming entertainment. The progressive format was an ideal, and in that conception it had nowhere to go but downhill, immediately upon its implementation. Ideals are conceived in purity, but rarely can they be expressed and function in that matter. The conception of the progressive ideal was one of communication through the highest common denominator to select a few who could appreciate it. At the beginning, there was not that much economic pressure from without, as it was still in experimental stages of management, nor from within, since it was the revolutionary era of comunally-shared idealism.

Progressive or free-form programming was exclusively "underground" or "alternative" (non-Top 40) and/or totally eclectic, depending upon the station. "Progressive" was how the new leaders saw themselves, and "free-form" or totally undisciplined, defined the freedom of these new artists, which is what the creative jocks became. Later criticism of the jocks had them ego-tripping and self-indulgent. They may have been equally so at the beginning, but at that time there was less

music available to play, so it was less obvious if they were. For several years progressive radio seemed to grow and flourish simultaneously.

We can take KMPX in San Francisco as an example of the evolution of what was called an "underground" station in the sixties. In February 1967, when Larry Miller arrived at KMPX, two-thirds of the programming was foreign language. The all-night show and a few segments of time between blocks were all the music programming on the station. And, according to Larry, the station played "any type of music" during those times. Larry Miller had been programming a free-form folk music show in Detroit, which had given him a chance to develop his thinking on the idea of free-form radio. When he took over the all-night show at KMPX, which he did for a year, he continued the practice at the station. The other jocks at the station were heading in the same agreed-upon direction when Tom Donahue arrived at KMPX in April. Although he came from a Top 40 station, as program director he was able to exercise the leadership necessary to make KMPX an all-music "progressive" radio station.

In June of 1968, an unresolved (largely financial) dispute with the management of the station sent Tom Donahue and most of the jocks over to form KSAN, which had changed its call letters and its programming (classical) to become San Francisco's new "progressive station." Larry Miller remained at KMPX in the capacity of program director until his dispute with the management also grew overwhelming. Soon after that, he found himself at WABX in Detroit, another station which had been programming primarily

foreign language, and the whole transition began almost exactly as it had happened at KMPX. WABX, however, remained a progressive station until 1971 or 1972.

Around 1971 the most ardent of the free-form stations began experiencing troubles of a different nature. Although the progressive format was flourishing and appearing in multiple cities, problems threatened from within and without. For the first time, there was more than one AOR station per market. The popularity of the new format, while proving how it was fulfilling the people's needs, also gave rise to rivalry between stations. Differentiation of programming became a necessity, with competition. Stations began to be more or less tightly programmed, or more or less progressive in their sound, organization and listener involvement. For instance, there was rivalry between the jocks at different stations and debate about the amount of personality the audience wanted. Economically, the experimental phase was over and station management was no longer content to just break even. Jim Parry (WBCN) and Charles Laquidara (ex-WBCN) see this as the primary factor in the fall of radio's "progressiveness." The advertisers who had hardly been interested in the non-affluent underground freaks in '68 now began making salesmen's lives easier, yet drastically altering the stations' commitments to their own ideals. Commercials no longer began and ended with Janis Joplin and Jim Morrison reading Crowdaddy copy, nor with head shops, clothing stores, discotheques, or rock publications like Rolling Stone communicating with their people. In the words of Zacherle (WPLJ, WNEW): "We all had a dream at one time that there would never be any com-



mercials that you'd never want to hear — simply who was going to be playing at the Fillmore next and what jeans stores and head shops there were." Some of the lifestyles, ideals and goals became absorbed by the masses, and more faded with the times. The new music had not only been accepted by the masses, it had been heralded by them. In that sense, the revolution had accomplished its goals and was no longer needed.

AOR is the current development or expression of the progressive format. Progressive, among other things, actually became a contradiction in terms when it became necessary to go back in years, or regress in order to recapture its initial musical spirit. As an art form, but without the 60s' socio-political community involvement for which it furnished spokespeople, it is questionable if it could have survived even without the economic transformation success brought it. It was, and remains, a disappointment to many people whose musical consciousness had been raised. To others,

including Allison Steele (WNEW-FM) and the many jocks currently working at AOR stations throughout the country, the commercial success was embraced for its financial security, additional proof of listener support, and the chance to keep playing album cuts.

Under the AOR umbrella there are still a handful of stations attempting a somewhat disciplined "progressive" format: WBCN, KSAN, KZEL and WMMS, among others. For these, especially, and for other AOR stations, the years are bringing an additional problem: whether to continue playing music for and communicating with one's peers or whether, and how to relate to the new generation of teenagers. The jocks at these stations are by necessity among the rock music authorities of the country, and they are trying to fight the widely accepted theory and practice that familiarity is what all listeners thrive on, and there are not enough people really interested in new, unproven and therefore possibly somewhat obscure music. They are resisting, to quote Jim Parry, "sinking to the lowest common denominator."

AOR radio's existence has affected the entire music industry. As an example, witness Capitol Records' establishment of an AOR promotion department in June 1976. It began unofficially a year ago, as it has at other labels, with the realization that the LP is now the primary tool to promote rock acts. Bruce Wendell, vice president of national promotion, felt that Capitol needed the AOR department to build acts without first having to break a single. Ray Tusken, a local (Los Angeles) promotion man was called in by Bruce Wendell to head the department. Ray is also a subscriber to Mike Harrison's explanation of AOR.

In conversation, Ray noted that the fact that AOR stations are artist-oriented, as well as album-oriented, was very helpful for promotion people trying to break a new act (or a new release). He also expressed the idea that "good execution" is as important as "pre-conception," when a station is evaluated, since AOR radio has become so widespread it encompasses a wide variety of formats.

Having talked with some other people presently concerned with AOR radio, we came up with more supplemental opinions on the matter. George Meier, editor of *Walrus*, believes that, in the first place, "there is an overemphasis on language," and that the existence of more definitions just narrows their applicability unnecessarily. Mr. Meier is "not overly concerned with" what radio is called — to him, what comes out of the speakers is important. However, as we're going to continue with the discussion anyhow, he stated that the word "progressive" 10 years ago meant that radio was actually moving along, or progressing, which it is not doing now. AOR, he agreed, had taken over as a term, and the word "progressive" could be used to modify it or any other noun, e.g., "jazz."

Norm Wineř, program director of WBCN in Boston, has been trying to keep the "progressive," in radio; and specifically in WBCN. AOR, to him, means "where the music comes from," and the term doesn't deal with other parts of the station, like news, use of non-music materials on the air, and the station's relation to the community. Progressive does describe a radio station that is evolving in its policies, operation and approach to its audience, along with the socio-economic environment it is in. Norm feels there may be

room for more definitions within the framework of AOR.

WBCN, he said, is a progressive AOR station, for example, because of the way it handles community involvement and its relationship with the listener. "Progressive music," or any new music with artistic merit, is now played by the jocks on WBCN. But this, in itself, does not qualify WBCN to be considered a progressive radio station; it is the changing, improving policies and philosophies which can be termed progressive after their appearance on the air. Larry Miller (now at WCOZ, Boston) suggests that AOR has already started to become this (the former radical youth) generation's MOR. And Lee Abrams seems to agree, aiming for an increased demographic to 12-49 for AOR stations, in 10 years. The so-called hip counter-culture or at least the trappings thereof, have become part of the Establishment now, i.e., everybody has long hair and smokes grass; and radio programming reflects this.

Charles Laquidara left AOR radio in May, 1967. He had been at KPPC, Pasadena, before its first progressive years, and then at WBCN, Boston. A veteran of underground radio in the late 60s, he may be making his statement about AOR radio today by his actions.

At this point, Charles feels that it is possible to have a really good radio station which sounds progressive, under certain conditions. "Progressive radio," he said, "done brilliantly, could be a commercial success, if the jocks have a high degree of musical consciousness and are personalities." Also, the people at his mythical progressive station would have to be immune to the influences of other stations in the market, especially financially. Charles' dream station might have to be financed by an

angel for at least the first year of its existence, and the station managers would have to be profit motiveless.

John Gorman, program director of WMMS, Cleveland, (formerly of WHDH-FM and WNTN) believes that a commercial [AOR] station must be concerned with its ratings; one that is not may be out of touch with the community. The programming philosophy at his station is that the jocks have freedom as to the specifics of what they play, as long as it's "what the people want to hear," and as long as the responsibility of trying to turn people on to new things is not shirked.

This is Bonnie Simmons' 3rd year as program director of KSAN; she's been at the station since 2 years after the station went to progressive programming. It is now much different from 1968, "but so is everything else," she said. KSAN reaches, and tries to reach, a much larger audience, partially because of financial pressures on the station. The goals of the station haven't changed much in the past decade. "If we've been here 10 years I think we've proved ourselves." Bonnie would prefer to call the evolved techniques used at KSAN a process of becoming more "professional." She and the jocks have to put a great deal more thought behind what they do now, in order for it to come across as progressive, since AOR stations are no longer progressive by definition.

Bonnie Simmons sees KSAN's function as somewhat educational, and not just to "fill space." "I don't think that we have sold out," she stated about the necessary changes (especially self-imposed discipline) that have been effected at the station in the past years. Bonnie doesn't really like using the term AOR for KSAN, not because she doesn't consider the station an AOR type, but because

many of the newer AOR stations are so far removed in philosophy and format from KSAN.

Stan Garrett, PD of KZEL in Eugene, helped found KZEL in December 1969. The format had been "right-wing Country & Western" when they replaced it with free-form, which has remained unchanged to date. The music has changed somewhat, he says, and "the people have become a lot more disciplined: more conscious of the audience's needs and demands, what songs to play and when to play them." Stan sees AOR as a "nice little hook, good for advertising, easy to remember and promoting a general understanding." Progressive and underground, to him, imply "more of a political stance."

AOR stations' programming reflects the return to the institutions of society after the youth revolution. What was new in music and in radio is no longer new, it is an integral, acceptable part of each form. Parts of what were radical a few years ago have been incorporated into the System (as it used to be called.) It is presently the time for the "perfection of the form of radio known as AOR, both commercially and artistically — until the next generation, in its turn, overthrows this system. To be a [commercial] success, it appears that a radio station today must not be free-form, and must be disciplined to an extent. It is still debatable, however, to what degree AOR stations are upgrading the music for the "masses" or are downgrading themselves and their jocks' sophisticated musical knowledge and taste.

AOR is a term created to bridge the spectrum: broad enough to cover automated formats which some consider to appeal to the lowest common denominator, as well as to shelter the rainbow-tinted memories.

**BLACK RADIO!** SIDNEY MILLER'S  
*Exclusive*

*THE ONLY BLACK RADIO MUSIC TRADE PUBLICATION*

*THE MOST EFFECTIVE PROMOTIONAL TOOL FOR  
COMMUNICATING TO BLACK RADIO BECAUSE:*

- *MORE BLACK STATION PROGRAMMERS  
READ US FROM COVER TO COVER.*
- *MORE BLACK STATION PROGRAMMERS USE  
US AS A PROGRAMMING GUIDE THAN ANY  
OTHER TRADE.*
- *WE ARE THE MOST ECONOMICAL.*

*3049 Laurel Canyon Blvd., Studio City, Calif. 91604 (213) 656-3169*

# RADIO BIG GAINS IF WE WORK SALES



By Miles David, RAB President

Radio programming has since its beginnings been constantly inventive. TV right now is living largely on the imaginative foundations laid down 30 or 40 years ago in Radio.

And since TV, Radio has constantly invented and reinvented

new programming to fit a more mobile America, with more leisure, a briefer attention span, and constant demand for new goods and better services.

More than any other medium, Radio fits a time of change with a personal intimate style that relates

to its audience as individual rather than faceless demographics.

It is this programming responsiveness that contributed immeasurably to Radio's sales momentum — gains that began building over the last several years, and should produce at least an 11% overall growth in 1977, if everyone in the industry continues to drive hard, and communicate all the advantages of our uniquely powerful medium.

If it were not for the bedrock contributions of programmers, Radio could not have grown or adapted so well. However, there's another Radio area that's just as creative, just as aggressive, and equally responsible for Radio's progress. And that's Radio sales — a department that often works as a team with programming to build Radio commercials that build sales and awareness for Radio advertisers.

These hard-working men and women in Radio sales are more and more functioning as "idea factories," professional marketing consultants, and ex officio advertising agencies. In fact, in many markets, and for many advertisers, a radio station will actually be a better, more efficient, ad agency than those that claim the title and the commission.

As Radio sales get more sophisticated and complex — salespeople can no longer walk into a client (if they ever could) with a big smile, and the sentence: "You want to buy some Radio advertising today?"

A salesperson must make that first call not as a salesperson, but as a consultant — a professional equipped to come up with solutions to business problems that cover media, marketing, scheduling.

That's the logic behind the

RAB "Consultant Sell" technique. An organized series of questions designed to draw from the prospect the information you need (his goods, his needs, media budget, even personal attitudes) to shape the proper campaign.

This "Consultant Sell" approach is put on what we call "win/win" selling — salespeople win because they've sold the account a campaign with long-range participation. The prospect wins because he's on the air with a productive, customized approach to his problems.

Here's a hypothetical example from a large midwestern market of what a station salesperson might accomplish when he goes beyond taking an offer, and becomes a marketing analyst.

A sporting goods store, in the center of a declining downtown area, was losing sales to the suburbs. And businessmen, once the store's mainstay customers, weren't stopping by to shop at lunchtime the way they used to.

After a Consultant Sell interview, a Radio salesman suggested that the owner take advantage of the jogging craze. The store broke on Radio with a sale on higher-priced running shoes, with the voice of the owner delivering his own spots, and introduced as "The Sneaker Maven." The campaign featured tips on jogging, what shoes to buy, etc. The store billed itself first in Radio, then with the addition of other media, as "The Sneaker Mavens." This Fall: an effective tie-in with the movie "Marathon Man" (free tickets with every \$20 or more purchase). In the works: sponsoring a city-wide marathon. Results: a dramatic turnaround in sales, and a sharply-increased awareness for the downtown store.

Here's a small example. From

a town in Texas that makes Plains, Georgia, as metropolitan as Milan. A Radio salesman, using the "Consultant Sell" interview, came up with a concept for a commercial printer that increased sales by 40% in 15 months and expanded the print shop's work force from 4 to 14.

"The salesman proposed we humanize our business, by having our spots delivered by a mythical 'Ben the Printer,'" the print shop owner said recently. "People come in all the time asking for Ben, and — at the suggestion of the station — we've now got a coffee lounge in the shop for clients called 'Ben's Den,' and the sign outside our shop says 'Home of Ben the Printer'."

Not a big deal by Madison Avenue standards perhaps, but, still a long way, from "sell 'em 20 spots and run."

Another area where Radio salespeople are exhibiting a more professional expertise: Co-op — in which the manufacturer and the retailer split the cost of local advertising — has a tremendous potential for Radio. But — for a lot of reasons — Radio co-op has been under-emphasized by salespeople for too many years.

Recently, though, RAB — together with others in our industry — have focused a lot of attention on this vastly profitable resource. For example, we've just published a new RAB "Co-op Profiles" — a directory of 850 co-op plans that salespeople can use in their calls on retailers.

We've also sponsored seminars on "Co-op" workshops explaining to salespeople the fine balancing act needed to get retailers, manufacturers and follow-up procedures — to make the job of selling co-op both systematic and productive.

RAB's "Consultant Sell" and our "Co-op" drive are just two factors that influence Radio selling today. There is also an old standby — creating and selling with the "speculative" spot that today's salespeople have raised to a new professional level.

It's always been a part of Radio sales. You tape a commercial, based on what you know about the client, and play it for him. Aim: to get him so enthused about his Radio commercial, he'll sign on the spot. But even "spec spot" selling isn't simple, anymore.

RAB completed a survey on — among other things — how stations create new business with spec spots. We got something like 400 returns. And almost as many spec-spot techniques from stations.

If you're interested in picking up ideas (or providing some) on this one small facet of the intricate occupation of selling Radio, drop me a note at RAB, 555 Madison Avenue, New York 10022. I'll send you a booklet detailing some of the best spec-spot strategies we discovered as well as thoughts on sales management and on the all-important subject of collections.

As I said, Radio is headed into what could be one of its biggest, most successful year.

We've made for an economy with sudden stops and starts, with retailers cautious one week, aggressive the next, and always intensely competitive. Radio — easier than any other medium — can make the changes, within existing schedules, to meet the sudden demands of the marketplace.

But it will take hard dedicated work — and the exploitation of all resources available — resources like RAB — to make this year as good as it should be.



## SHELLY SIEGEL

*"I've sold a million fucking albums, and nobody in L.A. knows who I am, so when they find out ... I'll sell a million point two."*

*— Shelly Siegel*

*Rolling Stone Magazine  
December 2, 1976*

As I got off the boat in Los Angeles, there were a number of questions that immediately came to mind. One was where to get a good taco, another was how to get to Sunset Blvd. and the third was how come everybody has blond hair and blue eyes? The first gentleman I approached immediately mugged me and took all 12 Heart albums I was carrying in my official 12 x 12 leather record bag, complete with mushroom buckle. I figured he just went nuts when he saw what albums I had, but later I heard he also tried to steal a stereo. I thought I had a monster in my grasp. They were stealing stereos to get into the LP. This is easy, I muttered to myself as I hitched a ride in my first Hollywood Mercedes Benz, complete with sunroof. Today Sunset Boulevard ... tomorrow, maybe I'll go to the beach.

Everyone I spoke to about my plans of establishing a tiny independent Canadian label here in the states seemed to think it had been tried before and I'd probably have more luck with a hockey franchise. Our attempt was the second by a Canadian independent. Two years ago Avenue of America opened offices here in Los Angeles, but were forced to close after one year. There have also been numerous exploratory talks between U.S. and Canadian representatives offering to help establish branch operations in New York or Los Angeles. Quality Records have been active in the U.S. in the past, but I haven't heard much about them lately.

When we entered the U.S. market, we felt we were prepared for almost any possibility. Three months prior to our actual launching, I did a feasibility study in a number of U.S. markets. What I came up with were three different

possible forecasts for the first year. First, I came up with a 'no hit' forecast. I had to be realistic and I guess after it was on paper we just ignored that forecast. Second, was a 'progressive hit' forecast, in which AOR airplay would sell albums, and a small amount of singles. The third forecast is the one I liked the most; 'hit album and hit single.' To date we have had one hit album, that has been certified platinum, a single that went top 5 and one that went top 30. Presently, our third single release is top 30 with bullets in all three trades and shows signs of being the biggest one yet. What that all means is that I now eat at Franco's and forgot all about those tacos.

A certain amount of luck went into the Heart success story, but believe me, we just didn't find Heart and decide to release them. That is exactly what we don't ever want to do with a group.

We worked on the album for quite some time and when we felt good about it we put it on the street. In Canada it was an instant success, but all the major U.S. labels we showed it to, passed on it. I had sold 50,000 LPs in 60 days, which qualified it for Canadian gold and couldn't get arrested down here.

Originally we intended to be distributed by a major, but as I mentioned, none of them liked the band. It really didn't bother me though, as I have always been an independent and felt most comfortable in that situation. Besides, almost every executive we met with had their own special band they were intent on breaking. It only meant that we would have to fight and maybe, with some luck, they would support

the act. And then again, maybe the regionals in certain key areas didn't like the record, so they worked a different act. They told their nationals that they just didn't think it was there for them, in their respective markets, and that was that.

When my financing came through, I decided to test the product in the Pacific Northwest. I had worked with Jerry Morris in the past and I felt comfortable with him. In my opinion and in the opinion of his peers, Jerry is probably the most respected promotion man in the Northwest. He played a vital role in the success of the label. In the beginning, I spent my entire days with him and his wife Dana, hanging around his office and even spending my nights at his home. By the time we actually launched the label, we had already sold 20 to 30 thousand albums in the Pacific Northwest and in my mind the test proved positive.

The actual launching of the label came during the R&R convention in Atlanta last February. Jerry, Macey Lipman and myself contacted almost all the promo people we wanted and had most of the distributors lined up by then. At the meeting I told all present that I was inexperienced in the U.S. and much of what I did depended on what they said. I think that everyone at that meeting felt that they, in their own way, had a small piece of what could develop into a monstrous success. We didn't go out and hire someone because he had a heavy name in the market. Every promo man working Mushroom Records totally believed in what he was doing. It was essential because our entire approach to the industry was based on the total honesty between all involved. For that reason, we still don't have promo

reps in New York, Philadelphia, Chicago or other key cities.

I didn't come down here to blow everybody away, and dazzle them with my footwork. There is no way that anyone can come into the market and burn  $\frac{3}{4}$  of a million and expect to have hits. There were too many things that could go wrong. We were dedicated to our acts and were going to work them for as long as it took.

The order in which we released singles was vital. It was decided that 'Crazy On You' would go first, as it was top 10 in Canada at the time. I didn't feel it was the strongest single, but with the band touring many cities of the country, it would be a strong opening. It was important that we gained programmer support in the beginning as it was a key for future releases. I was certain that 'Crazy On You' would gather enough action to give us the clout to bring the next single, 'Magic Man,' all the way home.

More or less it worked out the way I had planned.

I felt that with the band being on the road and playing with top names such as the Starship, ZZ Top and Rod Stewart, it had to bust eventually.

The fact that the band toured the country for as many nights as they did had much to do with their total success. It boggles my mind just to think how many concerts they did last year. To top it off, they then toured Europe to support the release of their records there. Each member of the band was totally dedicated to accomplishing the task they had set out to do. Fronted by Ann and Nancy Wilson, the band has been honored with numerous awards

this year by trade and consumer publications, as well as by radio programmers. Steve Fossen, Roger Fisher, Michael Derosier and Howard Leese make up the balance of the band and were all vital to the success of Heart.

It is important that I give my feelings on exactly what they accomplished with all their touring. Let's use this example: sales in a certain city would be minimal, the band would do a couple concerts in that city, and due to the great bookings, maybe 10 to 12 thousand people would see them. A week later radio airplay would increase and all of a sudden sales would explode. This happened all through the midwest, where they were probably the top new band this year.

Another key factor was my concern about getting paid for product. If we had hooked up with a major label it would have guaranteed payment in most cases. The checks wouldn't be quite as large but at least we knew we'd be paid. In this area Macey Lipman played a key role. Macey was the one who helped set up our national distribution and laid his reputation on the line in doing so.

I felt that with Macey's credibility out front, if any distributor decided not to pay, it would soon be common knowledge. When I personally visited some of the distributors, some would wonder who the hell I was and who I worked for! As instructed, they would call Macey and he would explain the situation. Almost every one of them decided to do business. They would call back and tell me that they didn't know me from Adam, but if Macey stands behind you, we'll give it a shot. It's not like I was offering them the entire CBS catalogue. After the actual set-up the orders started coming in from

key areas. I admit that at first some distributors ordered 50 albums and 20 tapes, or others ordered 50 albums and no tapes ... however that all turned around soon enough so that our orders were coming in by hundreds and thousands. The Salstones in Chicago and Ed Richter at ABC in Seattle come to mind as doing an outstanding job for us.

Other people who played a key role must be mentioned. Among those Don Anti and Tony Muscola stand out. They are the ones who locked up all those secondaries, which is the course all 3 Heart singles have gone. They helped establish the Mushroom name and they also put their reputation on the line for us.

Richard Chemel worked the Heart album from day one. It was Richard's persistence that finally made the key breakthrough in many cities. I think it was easier for some stations to play the record rather than have Richard tell them off each week. We were neighbors for a time and often at night we would sit around and try to decide how to deal with different people around the country.

Next I think that our promotion staff around the country is the tops. Jerry Brenner in Boston, Joe Cash and Ken Kandell in Baltimore/Washington, Tom Gelardi in Detroit, Bruce Bird in Cleveland, Doug Lee in Minneapolis, Jerry Morris in Seattle, Tom Riley covering the south, Jerry Meyers in New York State and Augie Bloom in San Francisco. Oh yeah, I can't forget Lu Fields in Los Angeles.

Throughout our first year, Lana Beery more or less ran Mushroom Records. During our first year I was constantly on the road, sometimes for weeks. She was the order desk, the mail room, the promotion coordinator and

anything and everything person. If it had to be done, she did it. We're going to retire her number when she decides to hang it up.

There were also key executive appointments made throughout our first year that strengthened the internal structure of the company.

Ian Warner was brought in from London, England as Vice President of International Affairs. Before joining Mushroom, Ian was with Columbia/Screen Gems, as their top songplugger (promotion man). Ian negotiated Heart's distribution deal with Arista in Europe, and most recently toured Europe with the band. In his current capacity Ian is overseeing all publishing in the U.S. and the rest of the world. Burl Davis joined the company a few months ago from Shorewood Packaging. Burl handles all production, purchasing and related products. Our most recent appointments round out our now complete operation. Mark Hodes has been appointed my National Promotion and Press Coordinator. I first met Mark when he was running singles promotion for Polydor Records in Montreal. We had the opportunity to do some work together in Canada, and when it was possible we brought him in. He brings the knowledge of both countries as he has promoted in both. He is also establishing our own in-house press-publicity department. At the same time we added Jay Gold in a similar position in our Vancouver office. Jay offers us considerable marketing knowledge, and is a key to the success of our Canadian company, as I am away most of the time. Before I forget, one other person who must be mentioned is Rolf Henneman, our in-house engineer and the guy who introduced Heart to us in the first place.

Our philosophy at Mushroom will always remain basically the same. We will work an act until everything possible has been done to establish a career for that act. Our second act is Chilliwack and at the time of this writing they are well on their way to breaking out in the U.S. after four gold albums in Canada.

Everyone tells me that sooner or later I will have to go with a major label. That one of them will make me an offer ... some people tell me that I've already turned that offer down.

#### **BACKGROUND ON SHELLY SIEGEL:**

*Shelly Siegel joined the ranks of the music industry in 1967 when he went to work for a concert promoter in Toronto. He moved to Vancouver, B.C. in 1969 where he became involved in various aspects of the business including booking, public relations, personal management and independent promotion for a number of Canadian artists.*

*He also managed a chain of 35 retail record stores in Western Canada, and later ran the west coast office of True North Records, an independent Canadian label.*

*In 1973, he was recruited by Can-Base Productions to set up their Vancouver-based independent record label, Mushroom Records. Following 2½ years of operation exclusively in Canada, Siegel opened Mushroom's U.S. office in Los Angeles last February. His first release, 'Dreamboat Annie' album by Heart has been certified platinum.*

# HOW TO USE A COMEDY SERVICE

*by*  
*Dan O'Day*

"THE ONLY FUNNY SERVICE"  
"PROFESSIONAL COMEDY MATERIAL"  
"NEW SURE-FIRE COMEDY"  
"HILARIOUS MATERIAL"  
"ORIGINAL GAGS"  
"FAST AND FUNNY LINERS"  
"ORIGINAL COMEDY FOR RADIO ENTERTAINERS"  
"FUNNY THOUGHTS"  
"WE GUARANTEE YOU'LL BE FUNNIER"

So the ads read in a recent issue of *Billboard*. Comedy material. Jokes, one-liners, gags, bits, funnies, verbal cartoons. Each service is assuring you that *their* material will make you a star.

What the ads don't say, of course, is that only YOU can make you a star. If you're into humor, outside comedy material can help. If you know how to use that material, it can be a big help. But if you merely take your *O'LINERS* or *Weenie* or *Contemporary Comedy* into the studio and read them cold on the air without attempting to assimilate the humor into your own personal style, it'll probably take you right down the tubes.

It's not really that hard to incorporate a comedy service into your show. First, you've got to have a sense of humor. That doesn't mean you have to be a comedy writer yourself; it just means that it'll help a lot if you understand where the punchline is. There are few things as pathetic as a decidedly unfunny soul trying to be comical on the air.

Second, you have to *personalize* the material. If you give it just a little bit of thought, you'll learn

that it's easy. If you've got an insult, apply it to your newsman or your boss — or yourself. If you've got a funny story, make it sound *real*.

*Localize* your material. If you're in Altoona and your service has a joke about the Los Angeles smog, switch it to the Pittsburgh smog. Use names of local streets and landmarks. By all means, read your local newspapers! Know what people are talking about.

The set-up of the joke is also important. You can't just come out of a record and say, "Hey, did I tell you about the girl who ..." Instead, you might say, "... the latest from Olivia Newton-John. ... As you know, Olivia is originally from Australia, and I was reading the other day that when she was a girl she ...."

Some lines, of course, fit right in with some records. One way to take advantage of this is to type up selected lines from your service each day — 10 or 12. — and bring that sheet of paper into the studio at the start of your show. Go over them before you go on the air. Keep them in mind; be familiar with the material you've got prepared and be watching for a place in your show where a

smooth transition presents itself.

The most common points of reference for a joke are record titles & lyrics and commercials. Examples of using record titles for takeoffs:

"KYUK with Englebert Humperdinck, 'After the Lovin,' ... reminds me of that old joke — SHE: Do you smoke after sex? HE: I don't know; I never looked!"

or

"7:20 on KYUK with Asleep at the Wheel ... 'Miles & Miles of Texas' ... I know a Texan who's got a ranch that's so big his house has a telephone in each room, and each telephone has a different area code!"

Commercials offer additional opportunities to tie in a joke. Sometimes you can joke directly about the subject of the spot. But if the station management frowns on fooling around with clients' spots, you can still use the spot as a jumping-off point. Example:

(SPOT ENDS) "So be sure to bring the kids to see Santa this Sunday at City Mall! Ho ho ho ..." (YOU) "Gosh, I can't believe it's that time of year already. I didn't realize it was getting that close to Christmas until the other day when our newsboy left the paper *right in front of our door* — gift-wrapped!"

A lot of guys aren't very comfortable with insult humor. One way to use a funny insult and still maintain your "good guy" image is to aim it at yourself. Here's a good opportunity to exercise your character voices. Cart up a good put-down and keep it ready; punch it up when you've just let loose with a corny joke or stumbled all over your tongue.

The same principle holds true for off-color humor. For some

reason, a "character" can get away with much more risqué material than the jock can. If you've got a very funny line that's a little too "blue" for comfort — but still not all *that* dirty — give it to your Old Man voice — or your Ernestine voice, if you've got access to one. Then if you want, *you* can react to the remark by chastising the character — thus disassociating yourself from the "shocking" bad taste!

There are distinct differences between stand-up and radio comedy. Stand-up offers you invaluable eye contact with your audience. You can judge their reactions and pace yourself accordingly. You can take a bit more time in setting up your punchline — you don't have to worry about a hot-clock or 18-minute spot load.

When doing radio comedy, though, you can protect yourself with sound effects — groans, laughter, horns, etc. But the most valuable tools at your disposal are spots and jingles. These should be used to accentuate your lines, to give them an added crispness. When you've given a funny line, *don't* stop to chuckle about it; go right into that jingle or spot! This technique becomes radio's equivalent to television's blackout sketches. And it's just this "in and out" ability offered by radio that allows you to get away with much cornier material than you could get by with in a nightclub or on TV.

Above all, if you're not comfortable with the material, don't use it! Don't try to force another person's style on yourself. Ignore the promotional hype we all engage in; evaluate a humor service solely on the basis of the material's appeal to you. If *you* don't think the stuff is funny, don't try to entertain your audience with it.

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400



# THE RECORD COMPANY



**ABC RECORDS**  
8255 BEVERLY BOULEVARD  
LOS ANGELES, CALIFORNIA 90048  
(213) 651-5530

**1330 AVENUE OF THE AMERICAS**  
**NEW YORK, NEW YORK 10019**

**LABELS: Impulse, Westminster, Dot, Sire/Passport,**  
**Anchor, Shelter, ABC Classics**

**ALBUMS RELEASED: 3 SINGLES: 30. PRESIDENT: Jerry Rubenstein**  
**NO. ON ROSTER: 100. EMPLOYEES: 450. PROMO MEN: 30. NATL**  
**PROMO: VP pop—Charlie Minor; Singles - Steve Resnick; LPs - Scott**  
**Jackson; MOR - Marvin Deane; A&R - VP - Roy Halee. HEAD OF**  
**MKTG: VP - Herb Belkin. ADVERTISING DIR: Pete Senoff. OTHER**  
**EXECS: VP Spec. Projects - Otis Smith; VP Sales - Don England. DIS-**  
**TRIBUTION: Independent. SUMMARY: Charlie Minor has shaken up**  
**promotion staff pretty good over the past quarter, adding or changing**  
**personnel in 9 different cities. National people remain static. McCoo**  
**AND Davis hit No. 1 on all three trades just at press time with their single**  
**"You Don't Have to Be a Star." Company also has 2 gold LPs for**  
**the past quarter with Crosby and Nash and Steely Dan. Their War LP**  
**featuring Eric Burdon and the Steven Bishop LP are also notable suc-**  
**cesses for the final '76 quarter. Company has re-signed with Sire/Pass-**  
**port and a recently-signed Harold Melvin & the Bluenotes. Also they re-**  
**signed Jimmy Buffet shortly before press time. Coming in the next**  
**quarter will be LPs by Rufus, Harold Melvin, Jimmy Buffet, Climax,**  
**Jim Weatherly, BB King and a new act they're hot on called The Big**  
**Whakoo. There is also a possibility of another Crosby-Nash LP.**



**A&M RECORDS**  
1416 No. LA BREA BLVD.  
LOS ANGELES, CALIFORNIA 90028  
(213) 469-2411

**595 MADISON AVENUE**  
**NEW YORK, NEW YORK 10022**  
**(212) 826-0477**

**LABELS: Ode, Horizon**

**ALBUMS RELEASED: 26. SINGLES: 22. NO. ON ROSTER: 66. EM-**  
**PLOYEES: 300. PROMO MEN: 38. PRESIDENT: Jerry Morris. NATL**  
**PROMO: VP - Harold Childs, Natl Dir - Al Moinet, Asst Natl - Pete Mol-**  
**lica, Natl LP - Rich Totoian, Natl LP Coord - Lenny Bronstein. A&R:**  
**VP - Kip Cohen. HEAD OF MKTG: VP - Barry Griff. ADVERTISING**  
**DIR: Kiki Laporta. OTHER EXECS: Ex VP - Gil Friesen, VP Sales -**  
**Bob Fead, Natl Sales - Arnie Orleans. DISTRIBUTION: Independent.**  
**SUMMARY: Company has been through some changes in the past quar-**

ter. Dark Horse, of course, left the lot for WB and there is still no word on whether or not Ode will continue with A&M. With Charlie Minor & David Ezell leaving, Pete Mollica was brought in from New York to do Assistant National and Al Moinet is now the promo director. Company expanded its promotion staff slightly, adding full-time people in Oregon and Phoenix. They also have recently hired 4 regional men to do R&B and Jazz. Company has little-by-little become more involved in R&B with a No. 1 single in that area this past quarter with LTD. They have strength there also with Brothers Johnson and Quincy Jones, not to mention crossovers from such acts as Gato Barbieri, Chuck Mangione, & Richie Havens. It's overall been a great year for A&M. Peter Frampton LP is now over the 6 million mark. Captain & Tennille continue to sell approximately 100,000 albums a week. At press time C&T had about 1.6 million on their Song of Joy LP and 2.35 million on Love Will Keep Us Together. The Ozark Mtn. Daredevils are also a super hot act, pulling well, especially in concert. Look for Joan Armatrading to continue to grow as probably their best new act. Look for new LPs over the next few weeks from Kim Carnes, Garland Jeffries, Tubes, Nils Lofgren, Super Tramp, Rita Coolidge, Captain & Tennille, Cat Stevens, Quincy Jones, Eikie Brooks, 38 Special, Dingos, Rick Wakeman, Symphonic Claim, Andy Fairweather, Low, Burt Bacharach, Pablo Cruz and Head East. There is also planned a 2nd edition of Herb Alpert's Greatest Hits.



**ARISTA RECORDS –**  
**ARISTA RECORDS BLDG.**  
**6 WEST 57th STREET**  
**NEW YORK, NEW YORK 10019**  
**(212) 489-7400**

**9220 SUNSET BOULEVARD, SUITE 312**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 550-0381**

**LABELS: Haven, Morning Sky, Savor, Freedom**

LPs RELEASED: 13. SINGLES: 24. No. ON ROSTER: 65. EMPLOYEES: 150. PROMO MEN: 18. PRESIDENT: Clive Davis. NATL PROMO: VP - Stan Bly, Natl Promo Dir - Richard Palmese, VP R&B Promo - Hank Talbert, VP LP-Special Projects - Mike Klefner, Assoc. singles - Sam Karamanos. A&R: Robert Feiden. HEAD OF MKTG: Natl Sales Dir - Jon Peisinger. ADVERTISING DIR: David Spiwack. OTHER EX-ECs: Artist Development - Rick Dobbis. DISTRIBUTION: Independent. SUMMARY: Stan Bly comes in as VP promotion, trading places with Dave Carrico who takes Stan's place at Phonogram-Mercury. Arista shows no immediate changes in the field as yet. Gordon Bossin also exits the company. He was head of artist development. Rick Dobbis is in charge of that area now. Company continues to be successful with LPs by Barry Manilow & Bay City Rollers as well as singles by the Rollers and Silver (both Top 20). At press time "Weekend in New England" by Barry Manilow (single) was starting to climb.



**ARIOLA AMERICA**  
**8671 WILSHIRE BOULEVARD**  
**BEVERLY HILLS, CALIFORNIA 90211**  
**(213) 659-6530**

LPs RELEASED: 2. SINGLES: 10. No. ON ROSTER: 12. EMPLOYEES: 13. PROMO MEN: 11. PRESIDENT: Jay Lasker. NATL PROMO: Exec VP - Howard Stark. A&R: Harvey Bruce. HEAD OF MKTG: Dir-Sales - Julie Zimand. ADVERTISING DIR: Julie Zimand. DISTRIBUTION: Capitol. SUMMARY: Company just comes off Top 10 black single with John Valenti, who'll be starting his own weekly TV show in January. An LP by Mary MacGregor just shipped and next quarter shows plans for another Sons of Champlain album. Company remains mostly stable with only change in the past quarter being the exit of Sammy Alfono as national promotion director.



**ATLANTIC RECORDS**  
**75 ROCKEFELLER PLAZA**  
**NEW YORK, NEW YORK 10019**  
**(212) 484-6000**

**9229 SUNSET BOULEVARD, SUITE 710**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 278-9230**

**LABELS: Nemporer, Wing & A Prayer, Little David, Rolling Stone, Big Tree, Swan Song, Cotillion, WMOT**

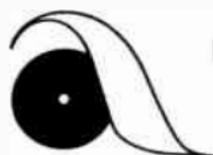
LPs RELEASED: 37. SINGLES: 32. No. ON ROSTER: 139. EMPLOYEES: 200. PROMO MEN: 30. NATL PROMO: VP - Dick Kline, Natl Promo Dir - Vince Feraci, VP R&B - Hillary Johnson, Natl R&B Primus Robinson, Secondaries - Margo Knesz, FM - Tunc Erim. A&R: Jim Delehendt. HEAD OF MKTG: Gen Mgr - Dave Glew. ADVERTISING DIRECTOR: Mark Schulman. DISTRIBUTION: WEA. SUMMARY: It's been a super hot quarter for Atlantic with such hits as She's Gone and I'd Really Love To See You Tonight by Hall & Oates, Fernando by Abba and You Are The Woman by Firefall. Rubberband Man by the Spinners was at 1.5 at press time. Hillary Johnson replaces Bill Staton as VP in the R&B area and Dave Glew has now been appointed Sr. VP & general manager, interestingly enough the same title once held by Pres. Jerry Greenburg. Over the next quarter you can look for a new Abba album, as well as LPs by the Tramps, a live double-pocket Average White Band LP, a new one from Genesis, Parker McGee on Big Tree and another one from Bad Company. Dick Wooley's Rabbitt Records will have their first release with the Winter's Brothers (distributed by Atlantic) and there is a good possibility that this quarter will produce another Emerson, Lake & Palmer album.



**AUDIO-FIDELITY RECORDS**  
221 WEST 57th STREET  
NEW YORK, NEW YORK 10019  
(212) 757-7111

**LABELS: BASF, Black Lion, Chiaroscuro, Enja, Thimble  
World Jazz, Ashtree, Image, Hidden Sign**

LPs RELEASED: 40. SINGLES: 4. No. ON ROSTER: 64. EMPLOYEES: 25. PROMO MEN: 3. PRESIDENT: William Gallagher. NATL PROMO: Natl Dir - Joe Friscia. A&R - Irv Lichtman. HEAD OF MKTG: Bill Singer. ADVERTISING DIR: Bill Gallagher. DISTRIBUTION: Independent, except company owns 3 distributorships. SUMMARY: Joe Friscia has just replaced Rory Rosenberg as head of promotion. Company hit jazz charts with Liberated Fantasies LP by George Duke. Company's jazz line continues to do well overall. They are starting to work a bit toward the pop field as well. At press time Classical Elise by Dino Solera on their Hidden Sign label was starting to get some action.



**AMHERST RECORDS**  
355 HARLEM ROAD  
BUFFALO, NEW YORK 14224  
(716) 826-9560

**LABELS: DJM, Gold Plate**

LPs RELEASED: 5. SINGLES: 7. No. ON ROSTER: 15. EMPLOYEES: 17. PRESIDENT: Lenny Silver. NATL PROMO: Dir - Rich Sargent, LPs - Bruce Moser, R&B - Johnny Lloyd, MOR & secondaries - Maury Bloom. A&R: Lenny Silver. HEAD OF MKTG: Barry Lyons. ADVERTISING DIRECTOR: Dave Colson. OTHER EXECs: GM - Doug Dombrowski. DISTRIBUTION: Independent. SUMMARY: In 1976 Lenny Silver proved he was serious about being a successful record company out of Buffalo. The Johnny Guitar Watson album is about as big a success as a new company can ask for, along with a good success from David La Flamme. The Watson album should be gold by Quarterly release time. The Ozo album is also beginning to get good action; group should be a strong one for the label over the next quarter. Next quarter should bring another Johnny Guitar Watson album and possibly something from Papa John Creech who they've just signed to DJM. Doug Dombrowski has recently been appointed GM of the label.



**BANG RECORDS**  
2107 FAULKNER ROAD N.E.  
ATLANTA, GEORGIA 30324  
(404) 325-9810

**LABELS: Bullett, Solid Gold**

LPs RELEASED: 0. SINGLES: 4. No. ON ROSTER: 5. EMPLOYEES: 12. PROMO MEN: 4. CHAIRMAN OF BOARD: Ilene Biscoe. NATL PROMO: Pop Dir - Linda Alter. A&R: Ilene Biscoe. HEAD OF MKT & ADVERTISING: Buddy Brown. DISTRIBUTION: Independent. SUMMARY: Last quarter brings changes at this label with announced exit of Eddie Biscoe. Bang did super well with Brick, bringing in a million-seller plus single (Dazz) and coming closer and closer with a gold LP by that group. Planned releases for the next quarter were still up in the air the 1st of January.

---



**BEARVILLE RECORDS**  
**75 EAST 55th STREET**  
**NEW YORK, NEW YORK 10022**  
**(212) 751-7030**

LPs RELEASED: 1. SINGLES: 3. No. ON ROSTER: 6. EMPLOYEES: 9. PROMO MEN: 2. PRESIDENT: Paul Fishkin, Chairman of the Board - Albert Grossman. NATL PROMO: Gary Buttice. A&R: Paul Fishkin. HEAD OF MKTG: Andy Janis. ADV. DIR: Paul Fishkin. OTHER EX-ECs: Pres. Advisor - Alison Wickwire. DISTRIBUTION: WEA per WB. SUMMARY: This little company continues to have amazing success. The Foghat LP (Night Shift) has done super over last quarter; should be gold by the time you read this. Foghat also appeared, at press time, to have a hit single with Drivin' Wheel; showing top 40 bullets in the trades. Jesse Winchester and Todd Rundgren continue to sell well with their LPs and both will be releasing new albums after the end of the year. With looming presidential pardon for draft dodgers, Jesse Winchester may finally get to come back to the U.S. sometime this year. Winchester's LP is being produced by Brian Ahern of Emmy Lou Harris, Anne Murray, Jonathan Edwards-fame. Company has expanded its roster a bit in the past few weeks, signing Tony Wilson (formerly of Hot Chocolate) and Jonathan Cain. Both will have LPs sometime the first half of the year.

---



**BIG TREE**  
**RECORDS**

**BIG TREE RECORDS**  
**75 ROCKEFELLER PLAZA**  
**NEW YORK, NEW YORK 10019**  
**(212) 489-0955**  
**LA: (213) 278-9230**

INFORMATION NOT AVAILABLE

---

---



**BUDDAH RECORDS  
810 7th AVENUE  
NEW YORK, NEW YORK 10019  
(212) 582-6900**

**9255 SUNSET BOULEVARD, 7th FLOOR  
LOS ANGELES, CALIFORNIA 90069  
(213) 278-6600**

**LABELS: Kama Sutra, Studio One, Pi Kappa, Celebration**

**LPs RELEASED: 8. SINGLES: 12. No. ON ROSTER: 18. EMPLOYEES: 35. PROMO MEN: 9. PRESIDENT: Art Kass. NATL PROMO: VP - Tom Cossie, LPs - Jack Kreisberg. A&R: Lewis Merenstein. HEAD OF MKTG: Bernie Sparago. ADV. DIR: Judy Lyons. OTHER EXECS: R&B Operations - Alan Lott. DISTRIBUTION: Independent. SUMMARY: Company continues to battle to stay on the charts. Gladys Knight showed some success in the last quarter, although for an artist of her stature there were signs of disappointment over lack of single to be as big as expected. Norman Connors LP (You Are My Starship) did go gold, however, and their single went Top 20 as well. Company doing super good on the R&B charts (Connors went to No. 1) with Connors, Gladys Knight and Melba Moore. Only major personnel change was the exit of Dave Mani, national sales director, who left to go into the advertising business. At press time he still had not been replaced. Company just signed Diamond Reo and Alex Harvey and made a distribution deal with Diamond Reo.**



**BLUE NOTE RECORDS  
6920 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90028  
(213) 461-9141**

**LPs RELEASED: 10. SINGLES: 2. No. ON ROSTER: 14. EMPLOYEES: 6. PROMO MEN: 2+ UA. PRESIDENT: Artie Mogull A&R: VP-GM - George Butler. HEAD OF MKTG: VP - John Smith. ADV. DIR: Iris Zurawin. OTHER EXECS: Dir. Op. - June Taylor. DISTRIBUTION: UA-Independent. SUMMARY: John Smith takes over as VP in charge of marketing, trading places with Eddie Levine who moves to UA. Smith reports that there will be expansion in the regional promotion men area for the next quarter. Jazz label continues to be super successful with Fever by Ronnie Laws, Living Inside Your Love by Earl Klugh and Stepping Into Tomorrow by Donald Byrd. Next quarter will bring about new Donald Byrd album along with John Lee and Gerry Brown LP produced by Skip Drinkwater. There'll be a big push on Horace Silver. February will be Horace Silver month at the company.**



**CAPITOL RECORDS**  
**1750 NORTH VINE STREET**  
**HOLLYWOOD, CALIFORNIA 90028**  
**(213) 462-6252**

**LABELS: Harvest, Ariola-America, EMI, Angel, Seraphim**

LPs RELEASED: 25. SINGLES: 61. No. ON ROSTER: 97. EMPLOYEES: 2,844. PROMO MEN: 39. NATL PROMO: VP - Bruce Wendell, Natl Promo Mgr - Steve Meyer, Natl AOR - Ray Tusken, Natl Secondaries - Sondra Hill, Susan Scharf. A&R: VP - Ruppert Perry. HEAD OF MKTG: VP - Jim Mazza. ADV. DIR: Merchandising - Don Grierson. OTHER EXECS: VP-Chief Op. Officer - Don Zimmerman. DISTRIBUTION: Own - 13 branches. SUMMARY: You couldn't get much hotter than this company has been over the past quarter. Little River Band is Capitol's biggest new act and they've shown further success with both Bob Segar LPs (Live Bullett went gold; Night Moves continuing to sell), Steve Miller, Sylvers, Dr. Hook, Wings, Tavares and Natalie Cole. Look for continuing exposure of Starz and BeBop Deluxe over the next few weeks. Company showed No. 1 in albums 7 out of last 10 weeks on Billboard survey. Company has just added 4 new regional AOR promotion men. No significant personnel changes at the company took place in latter part of '76. Company has signed Carole King in a surprise move, adding to that Freda Payne and Lonnie Mack. The complete Capitol story is told in the article featuring them as the Record Company of the Quarter, where prez, Menon, noted over \$10 million profit for fiscal '76. Menon also noted that the company is starting to move toward an increased share of the marketplace after 5 years of successful reconstruction of the company. Over the next quarter you can look for new LPs by the Band, Natalie Cole, Steve Miller, Little River Band, Sammy Hagar, and Steve Harley. In addition there'll be big pushes on an album by a group called Maze and a 2-record set of "Live" Gentle Giant. There's possibly going to be another Wings album in the spring but no word on when company will actually release anything by Carole King.



**CAPRICORN RECORDS**  
**535 COTTON AVENUE**  
**MACON, GEORGIA**  
**912-745-8511**

**4405 RIVERSIDE DRIVE**  
**BURBANK, CALIFORNIA 91505**  
**(213) 849-1371**

LPs RELEASED: 5. SINGLES: 3. No. ON ROSTER: 14. EMPLOYEES: 44. PROMO MEN: 4. PRESIDENT: Phil Walden. NATL PROMO DIR: Phil Rush. A&R: Everybody - especially Phil, Don & Frank. HEAD OF MKTG: David Young. ADV. DIR: Diana Kaylan. OTHER EXECS: Exec VP - Frank Fenter, VP-GM - Don Schmitzerle, Publicity - Mark Pucci, VP - Publicity - Mike Hyland. DISTRIBUTION: WEA per WB. SUMMA-

RY: Biggest success for the company for the past quarter has been Elvin Bishop "by far." His album, entitled "Hometown Boy Makes Good" is continuing to do well for the company. Also the Allman Brothers Live album released in November is selling well at Quarterly press time. Big excitement for the New Year is the first LP from Sea Level, which includes the rhythm section of the Allman Brothers Band (3 members). There's also going to be Marshall Tucker's 6th album, an LP by Greg Allman (Playing Up a Storm), and albums by both Grinders Switch and Billy Jo Shaver. Most attention has been centered on whether the Allman Brothers Band will get back together and while there's no word at this time, there's a general feeling that eventually it will happen.

---



**CARIBOU RECORDS**  
8600 MELROSE  
LOS ANGELES, CALIFORNIA 90069  
(213) 659-1301

LPs RELEASED: 2. SINGLES: 1. No. ON ROSTER: 5. EMPLOYEES: 4. PROMO MEN: 7. PRESIDENT: Jim Guercio. NATL PROMO: VP - Mark Hartley. A&R: Jim Guercio, Mark Hartley, Larry Fitzgerald. HEAD OF MKTG. & ADV. DIR: Mark Hartley. OTHER EXECs: GM - Larry Fitzgerald. DISTRIBUTION: CBS Records. SUMMARY: This should be a year of expansion for Caribou with word company is looking for new signings to build its roster. They have done fairly well with the L.A. Express album and that jazz type of sound will continue to sell steadily for them. James Vincent's Space Traveler LP is also doing super well at press time. O.C. Smith with a single and a planned album is an example of their desire to do more in the R&B area. That LP will come sometime after the first of the year along with a Dennis Wilson solo album. Exact date of the Wilson release isn't known, although it will probably not come before early spring.

---



**CASABLANCA RECORD & FILM WORKS**  
8255 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90046  
(213) 650-8300

**LABELS: Chocolate City**

LPs RELEASED: 5. SINGLES: 10. No. ON ROSTER: 17. EMPLOYEES: 86. PROMOMEN: 20. PRESIDENT: Neil Bogart. NATL PROMO: VP - Bruce Bird, LPs - Larry Feder, Natl Secondary - Barbara Bridges, Natl MOR - Nancy Reingold, R&B - Renny Roker, Natl Coord - Marsha Friedman, Choc City/R&B - Tommy Davis, HEAD OF MKTG: VP - Dick Sherman. ADV. DIR: Phyllis Chotin. OTHER EXECs: Exec VP - Larry Harris, Sr. VP - Cecil Holmes, Exec. Asst. Scott Shannon. DISTRIBUTION: Independent. SUMMARY: Company has just announced a record quarter profit-wise. Big successes for the quarter include the

---

Top 10 single by Kiss called Beth, as well as further successes by Donna Summer, Parliament, Larry Santos and Angel. Promo VP Scott Shannon noted that 43% of the company's total release albums have gone gold at this point. This quarter also saw the company change its name to Casablanca Records and Film Works, and their first movie will be Peter Benchley's "The Deep." Company not only bought the building they're in (formerly home of A&M and 20th Century) but have also purchased the building next door on Sunset Boulevard. Promo staff has strengthened some in past few weeks with addition of 4 new promo men. They recently announced a big push toward 12-inch singles, containing 3 or 4 pieces of music and selling in the neighborhood of \$2.45. Two new acts have joined the company; Meisburg-Walters and Stallion. Both will have LPs in the first quarter. They'll also be releasing the Donna Summer Special Valentine LP and a Non-Stop Disco album. Casablanca will continue to expand through '77 and it will be interesting to watch the uniqueness of their marketing and promotion ideas through it all.

---

**Chrysalis****CHRYSALIS RECORDS  
9255 SUNSET BOULEVARD****LOS ANGELES, CALIFORNIA 90069  
(213) 550-0171****NY: (212) 535-1292**

LPs RELEASED: 6. SINGLES: 3. No. ON ROSTER: 12. EMPLOYEES: 40. PROMO MEN: 8. PRESIDENT: Terry Ellis. CO-CHAIRMAN: Chris Wright. NATL PROMO DIR: Billy Bas, LPs - Jack Ashton, Singles - Susan Harrington. A&R: Roger Watson. HEAD OF MKTG: VP - Sales & Promo - Sal Licatta. ADV. DIR: Terry Ellis, Sal Licatta. OTHER EX-ECs: Sales Dir. Marv Helfer. DISTRIBUTION: Independent. SUMMARY: Story for this company for the past quarter is Robin Trower; LP went gold shortly before end of the year. At press time they were in addition, feeling good about "Jeans On," a single by David Dundess. Company has some new signings with planned LPs by Leo Kottke, Babies, Split Ends and Racing Cars, coming in January. There should be a Jethro Tull album in February and while Procul Harem is in the studio now, there's no definite word on when they'll have a release.

---

**COLUMBIA RECORDS  
51 WEST 52nd STREET  
NEW YORK, NEW YORK 10019  
(212) 975-4321****6430 SUNSET BOULEVARD  
HOLLYWOOD, CALIFORNIA 90028  
(213) 466-2481**

**LABELS: Only Columbia. NOTE: EPIC distributes all other associated labels.**

---

LPs RELEASED: 70. SINGLES: 65. No. ON ROSTER: 160. EMPLOYEES: Hundreds. PROMO MEN: 62. PRESIDENT: International - Walter Yetnikoff, U.S. - Bruce Lundvall. NATL PROMO: VP - Stan Monteiro, Natl Promo Dir - Bob Sherwood, Natl LP promo - Mike Pillot, West Coast Assoc Dir - Chuck Thagard, Natl Trade & Secondary - Sheila Chlanda, Natl Country - Joe Casey, Natl Special markets - VP - Richard Mack. A&R: VP - Don Ellis. HEAD OF MKTG: VP - Jack Craig. ADV. DIR: - VP Arnold Levine. OTHER EXECS: VP sales - Paul Smith, VP merchandising - Don Dempsey. DISTRIBUTION: Own branch system. SUMMARY: So what else is new? Columbia continues as the giant with another successful quarter. This was the quarter for Boz Scaggs to score his first gold single with Lowdown and to grab a more than platinum album with Silk Degrees. In addition, Chicago picked up its very first No. 1 record on all three trades with "If You Leave Me Now." That's not all. They now have 10 platinum albums with Chicago X LP coming in over last quarter. Blue Oyster Cult had their first gold LP with Agents of Fortune. This was the quarter for hit singles by Earth, Wind & Fire, Neil Diamond, Tyrone Davis, Emotions, Aerosmith and Deniese Williams. There were hit LPs by Neil Diamond, Tower of Power, Bob Dylan, Herbie Hancock, Aerosmith (all 4 LPs are platinum), Dave Mason, Phoebe Snow, the late Tommy Bolin, Loggins & Messina and The Star Is Born soundtrack which promises to be a giant. Columbia signed the following artists and we can look for releases from them in the near future: Mary Kay Place, Mick Taylor, Bruce Johnston, Rusty Wier, Libby Titus, Bobby Womack, Heartsfield, Marlena Shaw, Elliott Murphy, The Miracles, Valerie Carter and Cash McCall. There were no significant personnel changes at the company.



**CREAM RECORDS**  
**6269 SELMA AVENUE**  
**HOLLYWOOD, CALIFORNIA 90028**  
**(213) 461-3288**

LPs RELEASED: 2. SINGLES: 2. No. ON ROSTER: 7. PRESIDENT: Al Bennett. EMPLOYEES: 7. PROMO MEN: 1. NATL PROMO: VP - Don Graham. A&R: Hall Winn. HEAD OF MKTG: Paul Culberg. ADV. DIR: Don Graham. OTHER EXECS: (Everything else - ) Laurie Hersch. SUMMARY: This little struggling label continues to add a bit at a time. They've just come up with some Woody Guthrie, previously unreleased stuff in an album called "We Ain't Down Yet. Paul Colberg album is creating some noise for them and Kid Dynamite in their first rock & roll effort is doing something as well. Don Nix is a talent and the company is preparing to come up with another album from him in this first quarter. Also in the first quarter there'll be an album by Chuck Howard and a single by an Australian lady named Patty Keith. Don Graham is showing a lot of energy behind the label and Cream could be significant in '77.



**CURTOM/GEMICO**  
**5915 N. LINCOLN AVENUE**  
**CHICAGO, ILLINOIS 60659**  
**(312) 769-4676**

LPs RELEASED: NA. SINGLES: NA. No. ON ROSTER: NA. EMPLOYEES: 10. PROMO MEN: 4. PRESIDENT: Curtis Mayfield. A&R: Rich Tofu. HEAD OF MKTG: Marv Stuart. DISTRIBUTION: WEA through WB.

---



**CTI RECORDS**  
**One ROCKEFELLER PLAZA**  
**NEW YORK, NEW YORK 10020**  
**(212) 489-6120**

LPs RELEASED: 10. SINGLES: 4. No. ON ROSTER: 15. EMPLOYEES: 30. PROMO MEN: 6. NATIONAL PROMO DIR: Bill Staton. A&R: Creed Taylor. HEAD OF MKTG & ADV: Jerry Wagner. DISTRIBUTION: Independent. SUMMARY: We'd like to tell you more about CTI but holidays broke up communication. Company is now on its own distribution-wise and seems to be much happier for the occasion. Bill Staton has just come in to replace Chip Donaldson at national promo spot. Patti Austin is a continuing big push and may wind up a hit with the company. Creed is spending a lot of time in the studio and there should be even more product coming from them in the next year.

---



**DARK HORSE RECORDS**  
**3300 WARNER BOULEVARD**  
**BURBANK, CALIFORNIA 91505**  
**(213) 846-9090**

LPs RELEASED: 1. SINGLES: 1. No. ON ROSTER: 5. EMPLOYEES: 5. PROMO MEN: 0. MANAGING DIRECTOR: Dennis Morgan. SUMMARY: There's a lot more to the story than we have at press time but if there was one unusual saga in '76 it had to be Dark Horse Records. They left A&M abruptly and split to Warner Brothers and word on the street is that it cost the company a good deal of money in one way or another. Now they've settled themselves a good deal and the George Harrison album is helping a lot. A second single should be released on him by the time you read this (Cracker Box Palace). The next quarter they'll also have a new LP by the Attitudes called "Good News" as well as a Kenny Burke album.

---

*De-Lite*

**DE-LITE RECORDS  
200 WEST 57th STREET  
NEW YORK, NEW YORK 10019  
(212) 757-6740**

**PRESIDENT: Fred Fioto. EMPLOYEES: 20. NATL PROMO DIR: Stan Price. A&R: Freddy Vee. HEAD OF MKTG & ADV. DIR: Gabe Vigorito.**

---



**ELEKTRA/ASYLUM RECORDS  
962 N. LA CIENEGA BOULEVARD  
LOS ANGELES, CALIFORNIA 90069  
(213) 655-8280**



**LPs RELEASED: 9. SINGLES: 20. No. ON ROSTER: 50. EMPLOYEES: 84. PROMO MEN: 30. CHAIRMAN OF THE BOARD: Joe Smith. NATL PROMO: VP - Kenny Buttice, Dir - Fred DeMann, LP - Burt Stein, Country - Terry Fletcher. A&R: VP - Chuck Plotkin. HEAD OF MKTG: - VP - George Steele. ADV. DIR: Stan Marshall, George Steele. OTHER EXECs: VP-Sales - Stan Marshall. DISTRIBUTION: WEA.**

**SUMMARY:** Elektra just completed their biggest year in history with 27 of 36 released LPs hitting the charts. At press time they had 5 out of Billboard's Top 15 albums with the Eagles (2 albums), Jackson Browne, Linda Ronstadt and Joni Mitchell. They also continue to do well with Tom Waits, a steady seller. Singles-wise they have done well with Bread coming back with a Top 5 single right out of the box. Queen's "Somebody To Love" hooked like a hit at press time and the Eagles and Linda Ronstadt were also sporting hit records. In January the company, no doubt, will continue its winning ways with singles by Orleans (Reach), Jackson Browne (Here Come Those Tears Again), Cate Brothers (Where Can We go) and a Peter Asher-produced Andrew Gold single (Doo-Wah Diddy). A new Bread LP has just shipped and should be a biggie. Company has some new acts that will be coming with product in the first quarter. Blondie Chaplain, who wrote Sail On Sailor with the Beach Boys has just been signed. Andrew Gold, Television and Corky Laing are now part of Elektra, and will have product shortly. Laing's album contains help from such notables as Eric Clapton and Dickie Betts. Company also has just signed a lady named Carol Sagar. Under Joe Smith, company remains stable. There was a little shifting of duties in the last quarter but personnel remain the same — and why shouldn't they with this record.



**EPIC RECORDS  
51 WEST 52nd STREET  
NEW YORK, NEW YORK 10019  
(212) 975-4321**

**6430 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90028  
(213) 466-2481**

**LABELS: Caribou, Portrait, Invictus, Kirshner, T-Neck,  
Blue Sky, Philly Int., T-Sop**

No. ON ROSTER: 91. PROMO MEN: 31. NATIONAL PROMO DIR: Jim Jeffries, ASSOC. DIR: Rick Swig, ASSOC DIR. WEST COAST: Bud O'Shea. LPs - Mike Shavelson. A&R: VP - Lennie Petze. HEAD OF MKTG: VP - Jim Tyrell. ADV. DIR: Bruce Harris. OTHER EXECS: Sr. VP-GM - Ron Alexenburg. DISTRIBUTION: CBS. SUMMARY: Company noted 2 platinum LPs in the final quarter of '76. Boston and Wild Cherry were the groups; both just as big as Epic had predicted. A&R head Steve Popovich, after 15 years with the company has resigned and will return to Cleveland to begin his own production company. Apparently he will still be working some with Epic. Parting was amiable; Steve just needed a rest. Lennie Petze takes his place. Coming in the next quarter will be a new Star Castle LP, which the company is very hot on - certainly one to watch. They'll also have new LPs from the 3 Degrees, Dan Fogelburg, Minnie Riperton, a new group from Wisconsin called Cheap Trick and a new LP by a group called Denim, which is being produced by John Boyland of Boston fame. Should make special note that their new label, Portrait, is a smash right out of the box with Burton Cummings.

---

**FANTASY/PRESTIGE/MILESTONE RECORDS**



**10th and PARKER  
BERKELEY, CALIFORNIA 94710  
(415) 549-2500  
(800) 227-0466**

**LABELS: Riverside**

LPs RELEASED: 14. SINGLES: 9. No. ON ROSTER: 100. EMPLOYEES: 100. PROMO MEN: 7. PRESIDENT: Ralph Kaffel. NATL PROMO DIR: Dave Marshall. A&R: Orrin Keepnews. HEAD OF MKTG: Bob Ursury. ADV. DIR: Dave Lucchesi. DISTRIBUTION: Independent. SUMMARY: Fantasy has done rather well in the latter part of '76 with the first David Bromberg LP doing very well at press time. In addition, they have had good success with Country Joe McDonald, who'll be coming up with another LP in the first quarter of '77. Company also just signed Ron Carter (jazz) and Harry Chapin's brother, Tom Chapin, who's out with his first release. Additional plans for first quarter includes a single from the Blackbirds. Personnel-wise there's little change - Christie Joy Marcus has been added to the staff to do secondaries.



**GRT RECORDS**  
1226 16th AVE S.  
NASHVILLE, TENNESSEE 37212  
(615) 383-0800

EMPLOYEES: 11. PROMO MEN: 3. VICE PRESIDENT: Dick Heard.  
NATL PROMO DIR: Tom McEntee, pop - Fred Vail, Country - Bob  
Fry. A&R: Nelson Larkin.

---



**HI RECORDS**  
308 POPLAR AVENUE  
MEMPHIS, TENNESSEE 38103  
**LABELS: Mach, Pawn, Hi Country**

LPs RELEASED: 3. SINGLES: 7. No. ON ROSTER: 10. EMPLOYEES:  
18. PROMO MEN: 0. PRESIDENT: Nick Pesce. A&R: Willie Mitchell.  
DISTRIBUTION: Independent through London. SUMMARY: Hi Rec-  
ords continues to stay alive, mostly as a production company of sorts.  
They're just out with Keep Me Cryin' by Al Greene, their only release.

---



**ISLAND**

**ISLAND RECORDS**  
7720 SUNSET BOULEVARD  
HOLLYWOOD, CALIFORNIA 91364  
(213) 874-7760  
154 WEST 57th STREET, SUITE 810  
NEW YORK, NEW YORK 10019  
(212) 757-5026

**LABELS: Antilles, Mango, True North, Pacific Arts**

LPs RELEASED: 7. SINGLES: 10. No. ON ROSTER: 24. EMPLOY-  
EES: 39. PROMO MEN: 9. PRESIDENT: Charlie Nuccio. NATL PRO-  
MO: VP - Fred Mancuso, Natl Promo - Bobby Applegate. A&R: Chris  
Blackwell. HEAD OF MKTG & ADV. DIR: - Bill Valenciano. OTHER  
EXECS: Sales - Herb Corsack. DISTRIBUTION: Independent. SUM-  
MARY: With expanded promo staff, company has done well with  
Automatic Man and Robert Palmer in the last months of 1976. Com-  
pany continues to be the leader in reggae music with well over 20 acts  
on the label. Two notable signings have taken place in the last quarter.  
Michael Nesmith just signed with the label and will be releasing an al-  
bum in the first quarter. Album will be released on Nesmith's Pacific Arts  
label which will be distributed by Island. Also, the company has signed  
a group called True North which will feature Murray McLaughlin and  
Bruce Cockburn. Besides Nesmith, company will be coming with a new  
Jess Roden Band, Jorge Ben and Third World LPs during the first quar-  
ter of '77.

---



**JANUS RECORDS**  
**8776 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 659-6444**

**LABELS: Happy Fox, Shock, Barnaby**

LPs RELEASED: 3. SINGLES: 5. No. ON ROSTER: 11. EMPLOYEES: 15. PROMO MEN: 7. PRESIDENT: Eddie DeJoy. NATL PROMO: Dir - Louie Newman, LPs - Michael Plummer. A&R: Alan Mason. HEAD OF MKTG: Howard Silvers. ADV. DIR: Ed DeJoy. OTHER EXECS: Publicity - Rana Siciliano. DISTRIBUTION: Independent. SUMMARY: Big gambles pay off for Janus in 1976. Al Stewart's LP has just gone gold and Stewart has been super successful in latest concerts on the road. Company also is doing well with Lucifer's Friend. Look for Janus to continue to expand throughout 1977. They've just added Michael Plummer as their LP promotion man and signed two new acts - Light Heart and Symbol Eight. In first quarter of '77 they'll have 3 new albums; a group called Charlie, Molkie Cole and Steve Hill (formerly of Bloodrock). Heavy credit to Mason, Newman, Silvers and DeJoy.



**LIFESONG RECORDS**  
**9229 SUNSET BOULEVARD, SUITE 818**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 550-8886**

**488 MADISON AVENUE**  
**NEW YORK, NEW YORK 10022**  
**(212) 752-3033**

LPs RELEASED: 7. SINGLES: 7. No. ON ROSTER: 8. EMPLOYEES: 35. PROMO MEN: 8. PRESIDENT: Terry Cashman, Tommy West. NATL PROMO: VP - Marty Kupps, VP - Barry Gross. A&R: Terry Cashman, Tommy West. HEAD OF MKTG: VP Creative Services: George Brown, VP Sales-Marketing - Mel Furham. ADV. DIR: Shelly Petnon. OTHER EXECS: Exec VP - Phil Kurnit. DISTRIBUTION: Independent. SUMMARY: Lifesong announces new appointments as '76 ends. Bob Sarlin takes over as VP in charge of media and publicity; Mel Furham becomes VP in charge of sales and George Brown becomes VP in charge of creative services. Company has just gotten all the Croce masters from ABC after a lawsuit and will be releasing an album called Time In A Bottle - Jim Croce's Greatest Love Songs. Company has gone through a fairly slow period in latter part of the year but plan heavy release schedule in first part of '77. There'll be a new Crack The Sky LP, another one from Henry Gross, and LPs from Dean Friedman, Tony Romeo and Joe George and Luis McGhee.



**LITTLE DAVID RECORDS  
8921 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90069  
(213) 659-3870**

LPs RELEASED: 5. SINGLES: 3. No. ON ROSTER: 6. EMPLOYEES: 11. PROMO MEN: 1. PRESIDENT: Monte Kay. NATL PROMO DIR: Paul Cooper. HEAD OF MKTG: Ben Hurwitz. ADV. DIR & Artist Relations: Paul Cooper. DISTRIBUTION: WEA through Atlantic. SUMMARY: Company continues to chug along. This past quarter saw George Carlin's Occupation Fool LP go gold. They also are doing well with LPs from Nat Adderly, Franklin Ajæ and Kenny Rankin. The Watergate Comedy LP is also continuing to sell. Company has just signed Dee Dee Bridgewater and she'll have her first album in initial quarter of '77. There'll also be albums by George Carlin and Kenny Rankin in February as well as another Nat Adderly. Company stays small; no personnel changes reported.



**LONDON RECORDS  
539 WEST 25th STREET  
NEW YORK, NEW YORK 10001  
(212) 675-6060**

**LABELS: Threshold, Hi, Phase 4, London Classics**

LPs RELEASED: 15. SINGLES: 13. No. ON ROSTER: 35. EMPLOYEES: 155. PROMO MEN: 17. PRESIDENT: D.H. Toller-Bond. NATL PROMO: Natl Dir - Jerre Hall, Natl Mgr - Carolyn Nakano, Natl R&B Phil Colbert, Natl C&W - Joe Sun. A&R: Walter Maguire. HEAD OF MKTG: Sy Warner: ADV & CREATIVE SVCS DIR: Don Wardell. DISTRIBUTION: Independent except own branch in Chicago. SUMMARY: Company has just gone through some personnel changes with Jerre Hall coming in as National Promotion Director. He brought new field men in, in four cities. Herb Goldfarb left the company after 25 years. Company showed some good movement in the last quarter of '76, especially with ZZ Topp. His single, "It's Only Love" hit the 30s on the charts and his LP Tejas was selling well at press time and only beginning. Al Greene single and LP also were moving well. Also, company did fairly well with Porcupine by Nature's Own. The Company will release somewhere in the neighborhood of 55 albums in January alone. Of these of course, there are 21 classical LPs, 12 imported classical and 13 in the International Series on Phase Four. They also have some spoken word LPs on the way. Of particular interest is the beginning of the Collectors' Series. Throughout the year, the company will be releasing "The Best Of" several artists. First issues will be LPs by Savoy Brown, Them featuring Van Morrison, Tom Jones, John Mayall and Thin Lizzy. In the pop vein, London has high hopes for John Miles who did okay with his first album and second one is one the way. He has all the markings of a superstar - be interesting to watch his development. Company will also

be releasing LPs by such acts as Bing Crosby (recorded last summer in England), Bill Black Combo, Olympic Runner, Stan Kenton, Nature's Own, Hodges James & Smith, Tomorrow's Promise, Ronnie Aldridge, Andre Gagnon and L.D. Pearl.



**MONUMENT RECORDS**  
**21 MUSIC SQUARE EAST**  
**NASHVILLE, TENNESSEE 37206**  
**(615) 244-6565**

**LABELS: Sound Stage**

LPs RELEASED: 5. SINGLES: 10. No. ON ROSTER: 30. PRESIDENT: Fred Foster. EMPLOYEES: 20. PROMO MEN: 3. NATL PROMO: Natl Pop - Paul Lovelace, Country - Tex Davis. A&R: Fred Foster. SOUNDSTAGE: John Richbourg. HEAD OF MKTG: Tom Rodden. ADV. DIR: Ken Kim. PUBLICITY: Don Kusik. DISTRIBUTION: Independent. SUMMARY: Company is now settled and stable after taking over their own distribution. Biggest success for the past quarter was in the Country field with Broken Lady by Larry Gatlin hitting No. 1. His follow-up, Statue Without Hearts is also doing well at press time. No release schedule was available but company reports they have several things in the works for the coming quarter.



**MOTOWN RECORDS**  
**6255 SUNSET BOULEVARD**  
**HOLLYWOOD, CALIFORNIA 90028**  
**(213) 468-3500**

**LABELS: Ju-Par, Black Bull**

LPs RELEASED: 21. SINGLES: 26. No. ON ROSTER: 30-40. PRESIDENT: Barney Ales. CH. OF BOARD: Berry Gordy. EMPLOYEES: 285. PROMO MEN: 18. NATL PROMO: Natl Pop - Joe Isgro, VP R&B - Bunky Sheppard, Natl R&B Dir - Skip Miller. A&R: Suzanne Depasse. HEAD OF MKTG: Natl Sales - Mike Lushka. ADV. DIR: Derek Church. DISTRIBUTION: Independent. SUMMARY: If there was a bigger album or a better marketing campaign in 1976 than Motown's Stevie Wonder's "Songs In The Key Of Life," you'd be hard-pressed to find it. Certainly it would have to be in the Top 5. Bunky Sheppard returns to Motown after a short exit, bringing Ju-Par to the label. Paul Johnson, VP of Promo, left the company. Motown also had success with the Commodores and Diana Ross' Greatest Hits LPs. They should continue to be super strong in '77 with planned albums by Jerry Butler, Diana Ross (live), Marvin Gaye, Smokey Robinson, Syreeta, G.C. Cameron and The Originals all coming in the first quarter. In addition there'll be the Ju-Par Universal Orchestra on Ju-Par, Michael Quatro on Prodigal and Wendell Atkins on Hitsville.

**.MCA RECORDS MCA RECORDS**  
100 UNIVERSAL CITY PLAZA  
UNIVERSAL CITY, CALIFORNIA 91608  
(213) 985-4321

**LABELS: Rocket**

LPs RELEASED: 12. SINGLES: 36. No. ON ROSTER: 75. EMPLOYEES: 300. PROMO MEN: 32. NATL PROMO: VP - Vince Cosgrave, Singles - Pete Gideon, LPs - Jon Scott, Secondary - Shelley Hoppers, AC - Chuck Meyer, Country - John Brown. A&R: J.K. (Mike) Maitland. HEAD OF MKTG: Richard Bibby. ADV. DIR: Bob Siner. DISTRIBUTION: Branch-owned; 19 branches. SUMMARY: Big change here in last quarter was Ric Frio leaving the company. He was in charge of marketing. Richard Bibby moves in from the company in Canada. Company had 4 stand-out successes in last quarter with Car Wash single already gold and no doubt will reach platinum shortly. Of course there was the Elton John album on Rocket as well as a smash single with "Sorry Seems to be the Hardest Word." In addition, Olivia Newton-John and Lynyrd Skynyrd had hit LPs. Looking toward the first quarter of '77, there'll be a new New Riders LP, Barclay James Harvest, Fresh, and Joe Ely will all be out with LPs. In addition, Reggie Lavonne's new production company, Rollers, will supply MCA with two new acts and LPs; Kalyan and Man's Theory. There'll also be Rush and Webber's new rock opera called Evita, based on the life of Eva Parone. In February there'll be an album by a group called Law on Gold Hawke Records.



**MUSHROOM RECORDS**  
8749 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90069  
(213) 659-9255

LPs RELEASED: 0. SINGLES: 2. No. ON ROSTER: 7. EMPLOYEES: 7. PROMO MEN: 3. PRESIDENT: Wink Vogel. NATL PROMO: VP - Shelly Siegel, Coordinator - Mark Hodes, Secondaries - Lana Beery. A&R: Ian Warner. HEAD OF MKTG: Shelly Siegel. ADV. DIR: Mark Hodes. DISTRIBUTION: Independent. SUMMARY: Company is one of newest successful entries into the industry. With but a small staff of people they stuck with Heart and broke them city by city. Now LP (Dreamboat Annie) is close to Double Platinum. Company is already beginning to expand personnel some but word is they'll work to keep Mushroom fairly small. They have just released a Chilliwack LP and it's just now starting to ship. In March there'll be a new Heart LP and probably in April there'll be an album by Paul Horn. Shelly Siegel, who is largely responsible for company's success guests in record executive section of this issue of RQR.



**ODE RECORDS**  
1416 N. LA BREA  
HOLLYWOOD, CALIFORNIA 90028  
(213) 462-0738

LPs RELEASED: 0. SINGLES: 0. No. ON ROSTER: 4. EMPLOYEES: 6. PROMO MEN: 1. PRESIDENT: Lou Adler. NATL PROMO: VP & GM - Marshall Blonstein. A&R: Lou Adler. DISTRIBUTION: A&M. SUMMARY: At press time Ode Records' future was up in the air. They still had not resigned their agreement with A&M and there was question as to whether or not this would come about. Company lost Carole King to Capitol but apparently there is still product and they'll probably be releasing more LPs on her through '77 - but isn't certain. They had no releases in last quarter of '76 and have nothing definite in releases for first quarter of '77. Company has been super successful in past and no doubt will be back and running ... question is when.

**PACIFIC ARTS RECORDS**  
BOX 5547  
CARMEL, CALIFORNIA 93921  
(408) 624-4704

LPs RELEASED: 3. SINGLES: 0. No. ON ROSTER: 3. EMPLOYEES: 2. PROMO MEN: 0. PRESIDENT: Michael Nesmith. A&R: Michael Nesmith. HEAD OF MKTG & ADV. DIR: Michael Nesmith. VP-GM: Kathryn Nesmith. DISTRIBUTION: Island. SUMMARY: Michael Nesmith, disenchanted with the Hollywood Record business, split for Carmel a couple years ago and has been building his new label, Pacific Arts. He wrote, recorded and released "The Prison" and distributed the package himself. He also released an album on a group (formerly on Epic) called Kaleidoscope. Now Nesmith has a distribution deal with Island Records and the first release through them will be a compilation LP of Nesmith's biggest records. He also has just recorded a whole new album and that probably will be released sometime in March. At the same time he'll be releasing another album by Kaleidoscope as well as a brand new album by Biff Rose which Nesmith produced. The company is LP-oriented and is unique in the fact that it is artist-owned and -operated and features nonexclusive contracting for the artist.

**PHONOGRAM/MERCURY RECORDS**

One IBM PLAZA

CHICAGO, ILLINOIS 60611

(313) 645-6300

(800) 621-8052



LABELS: Phillips, Em Arcy

LPs RELEASED: 18. SINGLES: 26. No. ON ROSTER: 50. EMPLOYEES: 120. PROMO MEN: 28. PRESIDENT: Irwin Steinberg. NATL

PROMO: VP - Dave Carrico, Natl Coordinator - Jim Taylor, LP - Mike Bone, Country - Frank Leffel, R&B - Bill Haywood, Secondaries - Karen Green. A&R: Anita Wexler (NY), Rob McBride (Chicago), Jerry Kennedy (Nashville), Jud Phillips (Memphis), Denny Rosencrantz (LA). HEAD OF MKTG & ADV. DIR: VP - Jules Abramson. EXEC VP-GM: Charlie Fach. NATL SALES: Harry Losk. DISTRIBUTION: Own branches. SUMMARY: Dave Carrico takes over as VP promotion, trading places with Stan Bly who took Dave's place at Arista. They've had a good quarter with success stories on Bachman Turner's Greatest Hits album, Best of Ohio Players, 2 Rod Stewart re-releases, and Bar-Kays single and LP. In addition, Rush has just come up with their biggest LP ever. Company has just released their First Em Arcy re-releases. First album is a two-record set, retailing at 7.98. In the next quarter, look for LPs by the Runaways, Coke Escovedo, Statler Brothers, Spirit, City Boy and newly-signed Jimmy Smith.



**PLAYBOY RECORDS**  
**8560 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 659-4080**

**LABELS: Beserkly**

LPs RELEASED: 3. SINGLES: 7. No. ON ROSTER: 15. EMPLOYEES: 15. PROMO MEN: 4. PRESIDENT: Tom Takayoshi. NATL PROMO: MOR - John Wellman, Top 40 - Marc Nathan, Secondary - Connie Geller, R&B - Jay Butler, Country - Nick Hunter. A&R: Tom Takayoshi. HEAD OF MKTG & ADV. DIR: Eli Bird. GM-Nashville: Eddie Kilroy. DISTRIBUTION: Independent. SUMMARY: Story here is continuation of a good profit picture for the company under the direction of Tom Takayoshi. They've done super well in the country field with people like Mikey Gilley (150,000 an album average), Wynn Stewart (another bulleted-single at press time), Bobby Borchers, Chuck Price and Sunday Sharp. Hamilton, Joe Frank and Dennison have a new LP just starting and Weapons of Peace LP is also coming on. They are having good success on Beserkley label with acts like Earthquake and Jonathan Richman. Coming up for the next quarter will be LPs by Al Wilson, Mickey Gilley, Wynn Stewart and Barbi Benton. In addition, there'll be 4 LPs on Beserkley, including a new act, the Rubinos.



**POLYDOR RECORDS**  
**810 7th AVENUE**  
**NEW YORK, NEW YORK 10019**  
**(212) 399-7100**

**LABELS: RSO, Verve, Spring, ECM, Oyster**

LPs RELEASED: 38. SINGLES: 39. No. ON ROSTER: 59. EMPLOYEES: 104. PROMO MEN: 28. PRESIDENT: Irwin Steinberg. NATL PROMO: Dir - Arnie Geller, Singles - Fred Ruppert, LPs - Niles Siegal, Special Projects - Jerry Jaffe, Country - Jack Pride. A&R: Rick Stevens,

Barry Oslander. HEAD OF MKTG: Exec-VP-GM Lou Simon. ADV. DIR: Nancy Schraeger. NATL SALES: Harry Anger. DISTRIBUTION: Phono-Disc branch system. SUMMARY: Company continues in an expansion with addition of 3 R&B promotion men as well as other new field people. Interestingly enough, most of new promo folk are coming from radio. Company now no longer shares any promo men with Mercury. Biggest success of the past quarter of course is Donny & Marie Osmond. With TV support this has been one of their biggest quarters ever. The Osmonds themselves are no slouches either, with 4 current albums making up sales of about 100,000 per week. Company also did well this past quarter with the Roy Ayers LP. There are no scheduled January releases on Polydor but RSO will be coming with 9 repackaged LPs. In February there'll be 11 new albums coming out, including the Atlanta Rhythm Section, Chick Corea, James Brown, C.W. McCall, Millie Jackson and a solo album by Andy Gibb.

**Portrait**

**PO@TRAIT RECORDS**  
**8831 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 659-7000**

LPs RELEASED: 1. SINGLES: 1. No. ON ROSTER: 2. EMPLOYEES: 9. PROMO MEN: 1. NATL PROMO DIR: Randy Brown. A&R: VP - Lorne Saifer. HEAD OF MKTG: VP of Epic - Jim Tyrell. ADV. DIR: Jim Tyrell. VP-GM - Larry Harris. DISTRIBUTION: CBS. SUMMARY: How much better start can a new company have? They've released one album, and one single and both are smashes. Burton Cummings is the success story. His album at press time had just gone gold in Canada and wasn't far away from the same award in the U.S. Likewise the single was at 811,000 on December 28 and still selling super, so should be gold by the time you read this. Company states that it will continue to be small - "no more than 15 artists at the end of 3 years." Looking to the New Year there'll be a follow-up single by Burton Cummings, plus another album sometime in early Spring. Also they'll be releasing Joan Baez's initial entry with the new company.



**PRIVATE STOCK RECORDS**  
**40 WEST 57th STREET**  
**NEW YORK, NEW YORK 10019**  
**(212) 397-1600**

**LABELS: Splash, Quality**

LPs RELEASED: 10. SINGLES: 31. No. ON ROSTER: 20. EMPLOYEES: 29. PROMO MEN: 7. PRESIDENT: Larry Uttal. NATL PROMO: VP - Noel Love, Dir - Howard Rosen, Mgr - Lewis Lewow A&R: Larry Biegel. HEAD OF MKTG & ADV. DIR: Harold Sulman. DISTRIBUTION: Independent. SUMMARY: Company has had a good quarter, especially with Walter Murphy's "A Fifth of Beethoven," which is now platinum. His LP is also selling well. David Soul is doing super well with

his new LP and a single is just out and starting for him. Company also did well with a Rod Stewart LP release and are currently getting a lot of airplay on the Dirty Angels album. Private Stock continues to move toward being an album company, with planned releases for the 1st quarter by Ezra Mohawk, Jose Feliciano, Brownsville Station and Benny Mardones. There are a couple of other things pending at press time.

**RCA**

**RCA RECORDS**  
**1133 AVENUE OF THE AMERICAS**  
**NEW YORK, NEW YORK 10036**  
**(212) 598-5900**

**6363 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90028**  
**(213) 461-9171**

LPs RELEASED: 106. SINGLES: 82. No. ON ROSTER: 120. PRESIDENT: Ken Glancey. EMPLOYEES: 3700. PROMO MEN: 48. NATL PROMO: Natl Singles Mgr - Mike Becce, Natl LPs Mgr - Don Wright, R&B LPs - Wendell Bates, Country - Joe Galante, Disco - David Todd, Mgr R&B - Ray Harris, Div VP Special Markets - Ron Mosley, Coordinators: MOR - Elaine Locatelli, Pop - Marge Manacapilli, LA - Georgeann Cifarelli. HEAD OF MKTG: VP - Jack Kiernan. ADV. DIR: Tom Bellacorte. DIR MERCH: Bob Harrington. DIR CUSTOM LABEL MKTG: Mort Weiner. DIR MKTG DIST SVCS: Lynn Adelman. DISTRIBUTION: Own branch system. SUMMARY: Past quarter has been one of shake-up and trim for RCA. John Rosica, Worthy Patterson and Frank Mancini all leave the company and there's word that more trimming of personnel will be taking place. Despite reorganization of sorts, this has been a super quarter for RCA. Savannah Band LP has been a smash; already gold and still selling. Both Hall & Oates LPs went gold in last quarter and successes continue for acts like John Denver, Jefferson Starship, David Bowie and Vickie Sue Robinson. Elvis continues to sell his share as well. Planned for next quarter are LPs by David Bowie, a new group called Beaver Teeth, Bill Quatman, Pepper, Flame (big push) and a Starship anthology album. There's a John Denver LP in the works and possibility of something more from Hall & Oates, but both are not certain for first quarter. Dolly Parton will have a new LP and company will be working on crossing her more into pop field. Two albums are scheduled on Midland - big pushes on both Keith Herman and John Travolta.



**RSO RECORDS**  
**9200 SUNSET BOULEVARD, SUITE 505**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 278-1680**

LPs RELEASED: 8. SINGLES: 9. No. ON ROSTER: 10. EMPLOYEES: 17. PROMO MEN: 8. NATL PROMO DIR: Rich Fitzgerald. A&R: Al

Coury and Everybody. ADV. DIR & EXEC ASST TO PRES: Janis Lundy. VP-EAST COAST OPERATIONS: Bob Edson. DISTRIBUTION: Through Polydor. SUMMARY: It certainly didn't take long for Al Coury and company to get untracked. This past quarter RSO had 2 gold Bee Gees singles with Love So Right and You Should Be Dancing. Their LP "Children of the World" is already platinum and still selling. Rick Dees' single Disco Duck is also platinum. Yvonne Elliman's single went Top 15 and Lady Flash single was Top 20. In addition, Eric Clapton's LP was selling well at press time. Coming up in the next quarter will be the 9 re-packaged albums by Cream, Disraeli Gears, Wheels of Fire, Blind Faith and Derek & the Dominoes. There'll be LPs by Andy Gibb, Jack Bruce, Marscape, Yvonne Elliman and probably one from Rick Dees. The Bee Gees' new single will be "Boogie Child" and Eric Clapton's single is "Carnival." Look for company to continue to grow.



**ROCKET RECORDS**  
**212 SOUTH BEVERLY DRIVE**  
**BEVERLY HILLS, CALIFORNIA 90212**  
**(213) 550-0144**

LPs RELEASED: 1. SINGLES: 2. No. ON ROSTER: 7. EMPLOYEES: 12. PROMO MEN: 1. PRESIDENT: John Reid. NATL PROMO DIR: Lynn Adam. A&R: Tony King. VP-GM: Tony King. DISTRIBUTION: MCA. SUMMARY: Lynn Adam now at the helm promotion-wise and quarter is a good one for Elton and company. Elton John has gone gold with his single "Sorry Seems to be the Hardest Word." The album, "Blue Moves", has been Top 10 since its release and is well over a million units and still selling. Over the next quarter there'll be a big push to break Kiki Dee. She has a new LP and single coming, produced by Elton John, himself. There will also probably be a single and LP by Cliff Richard and possibly one from Colin Bloodstone, but that will have to do with action on Kiki Dee, most probably.



**ROULETTE/PYRAMID**  
**17 WEST 60th STREET**  
**NEW YORK, NEW YORK 10023**  
**(212) 757-9880**

**LABELS: Virgo, Birdland, Golden Goodies, Echoes of an Era, End, Gee**

LPs RELEASED: 7. SINGLES: 7. No. ON ROSTER: 25. EMPLOYEES: 22. PROMO MEN: 6. PRESIDENT: Morris Levy (Roulette), Dennis Ganim (Pyramid). NATL PROMO: Natl Sales & Promo - Ira Leslie, Natl R&B - Cal Stiles, Secondary - Dennis Gordon, Disco - Roy Birmingham. A&R: Fred Bailin. HEAD OF MKTG & ADV DIR: Ira Leslie, Dennis Ganim. DISTRIBUTION: Independent. SUMMARY: Dennis Ganim and Morris Levy wanted to build a record company and last

quarter looks like they did. D.C. LaRue is a disco smash, particularly with his LP, Cathedrals. He has a TV pilot coming out sometime in February called Disco City and there's good possibility it could become a series. Phil Medley won a NATRA award for Snap It — got best instrumental of the year. Company also has had some success with Whirlwind and Stradivarius on Roulette and Jakki on Pyramid. Coming in the next quarter will be releases from Phil Medley and Pat Lundy on Pyramid and Johnnynefi on Roulette.



**SALSOUL RECORDS**  
**240 MADISON AVENUE**  
**NEW YORK, NEW YORK 10016**  
**(212) 889-7340**

**LABELS: Gold Mine, Free Spirit**

LPs RELEASED: 2. SINGLES: 6. No. ON ROSTER: 10. EMPLOYEES: 14. PROMO MEN: 4. PRESIDENT: Joe Cayre. CH. OF BOARD: Stan Cayre. NATL PROMO: Natl Mgr - Kathy McKilroy, Disco - Dennis Chatman. A&R: Ken Cayre. HEAD OF MKTG: VP - Chuck Gregory. ADV DIR: Lloyd Gelassen. DISTRIBUTION: Independent. SUMMARY: Last quarter shows this company in the ballgame on a serious level. They've expanded into new folks and are increasing rapidly. Salsoul began in January '75 by the owners of Caytronics Corporation, the largest Latin record company in the U.S. Last quarter saw SalSoul Orchestra go gold with LP and single Nice 'n Nasty did super well. In addition they had some success with Double Exposure, a single by a group called Ten Percent. Company also has an exclusive distribution deal with Norman Harris' new label, Gold Mine, which includes artists like First Choice, The Love Committee and Harris as a solo artist. Over the next quarter look for product from Carol Williams, Lolleana Holloway and Eddie Hollman. There will be, in addition, some product from Gold Mine.



**SHADY BROOK RECORDS**  
**8913 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 652-4782**

**LABELS: Sound Bird**

LPs RELEASED: 2. SINGLES: 4. No. ON ROSTER: 8. EMPLOYEES: 8. PROMO MEN: 2. PRESIDENT: Joe Sutton. NATL PROMO: R&B - Cliff Frazier, Secondaries-Top 40 - Rick Neigher. A&R: Joe Sutton. HEAD OF MKTG & ADV DIR: Johnny Musso. VP-GM: Johnny Musso. DISTRIBUTION: Independent. SUMMARY: Some changes in this company over last quarter; particularly noting the exit of Dave Knight and the entrance of Johnny Musso as VP-General Manager. Mystic Moods had one of its first chart singles ever, with Being With You. Likewise El Chicano has been doing well with their new LP. Coming in the first quarter will be an LP by SSO and singles from Bobby Vee, Kelle Patterson and Mean Machine. Company continues to add some promotion people, getting serious in the contemporary vein.

# **SHELTER**

**SHELTER RECORDS**

**5112 HOLLYWOOD BOULEVARD  
HOLLYWOOD, CALIFORNIA 90069  
(213) 660-1605**

LPs RELEASED: NA. SINGLES: NA. No. ON ROSTER: NA. EMPLOYEES: 15. PRESIDENT: Denny Cordell. A&R: Ted Williams. HEAD OF MKTG & ADV DIR: Ron Henry. DISTRIBUTION: Through ABC

---



**SIRE/PASSPORT  
165 WEST 74th STREET  
NEW YORK, NEW YORK 10023  
212-595-5500**



LPs RELEASED: 8. SINGLES: 4. No. ON ROSTER: 15. EMPLOYEES: 15. PROMO MEN: 3. PRESIDENT: Seymour Stein (Sire), Marty Scott (Passport). NATL PROMO DIR: Len Scaffidi. A&R: Committee of 6. HEAD OF MKTG: Len Scaffidi. ADV DIR: John Gillespie. PUBLICITY: Janice Schacht. ARTIST RELATIONS: Ken Kushnick. DISTRIBUTION: Through ABC. SUMMARY: This most interesting company continues hard at work to stay "ahead of the trends." As Seymour Stein said, "We have to." Company has just had good success with Climax Blues Band LP and good growth and movement with Renaissance, Ramones and the Talking Heads. Marty Scott is hard at work in the studio on a concept album called Tales of the Inter-Galactic Touring Band, a huge project which should be ready by late Spring. Sometime in February they'll be releasing the soundtrack to the movie Banjo Man which includes acts like Joan Baez, Nitty Gritty Dirt Band, Doc Watson, Merle Haggard and others. Movie is based on the life of Earl Scruggs. Over the next quarter they'll also be releasing a new single by Climax called Couldn't Get It Right. Record has gone Top 5 in England. In addition, they'll have product by Renaissance and the Ramones, along with a trip by Stanky Brown called "If The Lights Don't Get You The Helots Will." In addition, Passport has just signed the Pez Band out of Chicago and should be coming out with product on them very soon.

---



**SPRING RECORDS  
161 WEST 54th STREET  
NEW YORK, NEW YORK 10019  
(212) 581-5398**

**LABELS: Event, Spring**

LPs RELEASED: 3. SINGLES: 3. No. ON ROSTER: 8. EMPLOYEES: 10. PROMO MEN: 2. PRESIDENT: Jules Rifkind (Spring), Bill Spitalsky (Event). NATL PROMO: Exec VP - Bill Spitalsky. A&R: Ray Godfrey. HEAD OF MKTG: Jules Rifkind. ADV DIR: Jules, Bill, Roy Rif-

---

kind. **SUMMARY:** Company has had good success this past quarter with singles from Joe Simon and the Fatback Band, both continuing to grow. In addition, they've just released a new album on Millie Jackson, just shipping, Next quarter more product from Joe Simon and Gatback Band along with three acts on Event: Andy White, Determination and Ric Corin.



**SPRINGBOARD INTERNATIONAL**  
947 U.S. HIGHWAY 1  
RAHWAY, NEW JERSEY 07065  
(201) 574-1400

8295 SUNSET BOULEVARD  
LOS ANGELES, CALIFORNIA 90046  
(213) 654-6240

**LABELS:** Catalyst, Trip, Morning Star, Top 16, Up Front  
Cheri, Musicor

**LPs RELEASED:** 50. **SINGLES:** 6. **No. ON ROSTER:** 21. **EMPLOYEES:** 400. **PROMO MEN:** 1. **PRESIDENT:** Danny Pugliese. **NATL PROMO DIR:** John Antoon. **A&R:** Dick Broderick. **HEAD OF MKTG:** Bob DeMain. **ADV DIR:** Dick Broderick. **PROD DEVELOPMENT:** Stan Green. **DISTRIBUTION:** Own. **SUMMARY:** This little-heard-from company continues to be super strong with its own distribution, selling a ton in the budget line area. With recent addition of John Antoon in Hollywood office, company heads for more share of contemporary market. They've had super success in last quarter on Catalyst, particularly with LP by Sonny Stitt. Also big for them was the Return of the 50 Guitars by 50 Guitars and singles Fly Disco Fly by Tender Aggression and Vera Powell's "Mama's Baby, Daddy's Maybe." They've just signed a distribution deal with Len Levy's Zodiac Records which includes Enoch Light's Project III. Coming up in next quarter will be LPs by people like Sonny Stitt on Catalyst, Larry Coryell on Zodiac and Michael Urbaniah on Catalyst. Look for more noise through '77 from this company.



**SWAN SONG**  
444 MADISON AVENUE  
NEW YORK, NEW YORK 10022  
(212) 752-1330

**LPs RELEASED:** 1. **SINGLES:** 0. **No. ON ROSTER:** 6. **EMPLOYEES:** 6. **PROMO MEN:** 2. **PRESIDENT:** Peter Grant. **NATL PROMO:** Janine Safer, Samuel Aizer (Co-heads, Promotion-Publicity). **A&R:** Sam Aizer. **HEAD OF MKTG & ADV DIR:** Janine & Sam. **ADMINISTRATOR:** Steve Weiss. **DISTRIBUTION:** Through Atlantic. **SUMMARY:** Little company continues to do big things. Led Zeppelin's "The Song Remains the Same" LP which is the soundtrack from their movie already has hit platinum and continues to sell. Nothing is really definite yet for the next quarter but probably will be coming out with new LPs from both Bad Company and Maggie Bell.



**T.K. RECORDS**  
**495 S.E. 10th COURT**  
**HIALEAH, FLORIDA 33010**  
**(305) 888-1685**

LPs RELEASED: 8. SINGLES: 15. No. ON ROSTER: 25. EMPLOYEES: 12. PROMO MEN: 6. PRESIDENT: Henry Stone. NATL PROMO: GM - Howard Smiley, Dir. R&B George Chavous, Natl Sec - Moe Preskell. A&R: Steve Alamo, Henry Stone, Howard Smiley; HEAD OF MKTG & ADV DIR: Howard Smiley. DISTRIBUTION: Independent. SUMMARY: Henry Stone and company know how to sell records and label continues to show super success through final quarter of '76. KC & the Sunshine Band is their biggest act; when release time comes the only question is whether or not their record will "only go gold this time." Shake Your Bootie of course is a giant. In addition, they've done well over the past quarter with a single and LP by the Ritchie Family and a jazz artist named Ralph McDonald. Company will be expanding more into rock & roll and jazz, trying to establish younger artists over the next few months. They've got planned releases by Chic Coltrane, John Tropea, Bill Salter (he wrote "Where Is The Love") and the Ritchie Family. No word on anything new by KC.

---



**20th CENTURY**  
**8544 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90069**  
**(213) 657-8210**

**LABELS: Unlimited Gold**

LPs RELEASED: 8. SINGLES: 7. No. ON ROSTER: 28. EMPLOYEES: 58. PROMO MEN: 17. PRESIDENT: Russ Reagan. NATL PROMO: VP - Jack Hakim, Dir - Barry Goldberg, Secondary - Judy Stern, VP R&B - Josea Wilson. A&R: Russ Reagan. HEAD OF MKTG & ADV DIR: Sr. VP Harvey Cooper. ADMIN ASST. Pat Glasser. EXEC VP - Bill Donnelly. DISTRIBUTION: Independent. SUMMARY: With new staff solidifying itself, company took a sharp upturn over the last quarter. World War II album is doing super well and Alan Parsons Project album is over 300,000 and continuing to sell. Company broke Kenny Nolan with single called "I Like Dreaming." Barry White and Ambrosia continue to sell well in addition. Over the next quarter, company will be releasing a Kenny Nolan LP along with product from Tony Jo White, Night City (featuring former Doors artist, Ray Manzeric) and Love Unlimited Orchestra. Company owes success to the fact they are working less product and hence have the ability to do more extensive campaigns. Look for additional expansion in the area of promotion and sales over the next quarter.

---



**UNITED ARTISTS**  
**6920 SUNSET BOULEVARD**  
**LOS ANGELES, CALIFORNIA 90028**  
**(213) 461-9141**

**LABELS: Chi Sound, Road Show, Jet, Blue Note**

LPs RELEASED: NA. SINGLES: NA. No. ON ROSTER: NA. EMPLOYEES: 200. PRESIDENT: Artie Mogul. NATL PROMO: VP - Pat Pipilo, Natl Coordinator - Barbara Jefferson, R&B - Ed Levine, AOR - Jeff Dengrove. A&R: Denny Dianer. HEAD OF MKTG: Gordon Bosin. ADV DIR: Iris Zurawin. DISTRIBUTION: Independent. SUMMARY: Despite addition of Artie Mogul, Pat Pipilo and company there have been little changes in field staffs over the past quarter. Pipilo reports final quarter of '76 as the biggest in company's history. They've had 2 platinum and 7 gold albums as '76 came to a close. ELO had their biggest all-time LP - now over 3 million units on their latest. War's Greatest Hits is gold and still selling. Brass Construction is over a million units on their second LP. Company also showed good success with Shirley Bassey, Al Kooper, Big Walter Jackson, Earl Klugh and Lee Oskar. Coming up for next quarter will be product by Iguana, Isis (all girl group), Steve March and American Flyer. In addition, they've just released sound tracks from movies Rocky and Bound for Glory. Company signed Lavendar Hill Mob and should have product on them soon. Nitty Gritty Dirt Band, now 10 years together, take their tour to Russia this year. No word on whether or not War will be continuing with UA by press time.



**WARNER BROTHERS**  
**3300 BURBANK BOULEVARD**  
**BURBANK, CALIFORNIA 91505**  
**(213) 846-9090**

**LABELS: Capricorn, Bearsville, Reprise, Curtom/Gemico, Philly Groove**

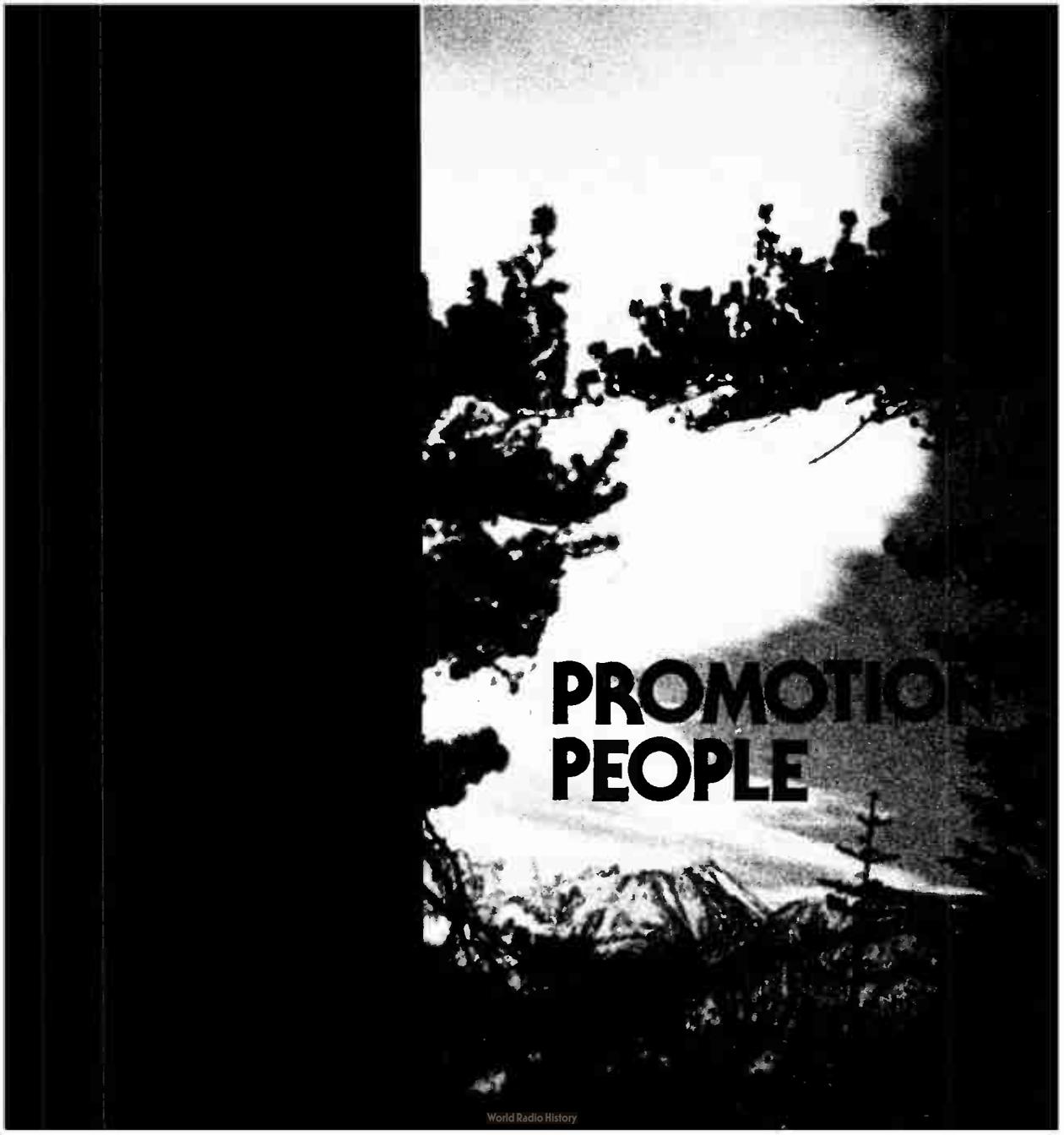
LPs RELEASED: 22. PROMO MEN: 43. CHAIRMAN OF BOARD: Mo Ostin. NATL PROMO: VP - Russ Thyret, Mgrs - Dave Urso, Don McGregor, AIR - John Montgomery, Secondaries - Dan Kelley, Admin. Assoc. - Carl Hart. A&R: VP Lenny Waronker. HEAD OF MKTG: VP-Dir, Sales & Promo - Ed Rosenblatt. ADV. DIR: Shelley Cooper. Sr. VP & Dir Creative Svcs - Stan Cornyn, VP Artist Development - Bob Regear. SUMMARY: And the rich get richer - another super quarter for WB. This was the picture. Rod Stewart LP is now gold, and his single "Tonight's the Night" has gone platinum. Leo Sayer's LP and single "You Make Me Feel Like Dancing" is a smash. George Harrison LP is doing sensational on Dark Horse; it's already gold. Manfred Mann has a smash single. Alice Cooper hit with a Top 15 single with I'll Never Cry. Fleetwood Mac's latest LP is at least triple platinum. They's just released a new single called Go Your Own Way. Summertime Dream LP by Gor-

don Lightfoot is close to platinum. Long May You Run by the Stills-Young band is already gold. Alice Cooper Goes to Hell by Alice Cooper is already gold. George Benson and Gary Wright LPs are both platinum. Best of the Doobies, released in late October, went platinum in less than 2 months. James Taylor's Greatest Hits is gold; Richard Prior's last album is close to gold, and here's one for you: an act called Bootsie Collins has an album out that is close to gold. Coming up next quarter will be new LPs from such acts as Fleetwood Mac, Gary Wright, George Benson, Van Morrison, Little Feat, America, Beach Boys, and Foru Seasons. Company is continuing to expand promotion staff with huge amount of product continuing. Interestingly enough, in 9 cities at this point they've hired a second local promotion man as sort of new trainees. They handle mostly secondaries and do a lot of running for the main local man. Apparently this program will continue to expand.



**WINDSONG RECORDS  
9744 WILSHIRE BOULEVARD  
BEVERLY HILLS, CALIFORNIA 90212  
(213) 550-7100**

LPs RELEASED: 0. SINGLES: 1. No. ON ROSTER: 4. EMPLOYEES: 7. PROMO MEN: 5. PRESIDENT: Harold Thau. NATL PROMO: VP - Larry Douglas, Dir - Jerry Doughman, Coord - Larry Hamby, Promo Assoc - Polly Anthony. DISTRIBUTION: Through RCA. SUMMARY: Record company itself has been quiet over the past quarter with concentration coming on continuing expansion of Jerry Weintraub's management company. Label has just shipped a new Starland Vocal Band single called Hail Hail Rock and Roll. In addition, they just signed Helen Schneider and there should be a single and an LP on her over the next quarter. Word is that company is close to signing at least 2 more acts and maybe more. One of the acts reportedly will be a name act.



# PROMOTION PEOPLE

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

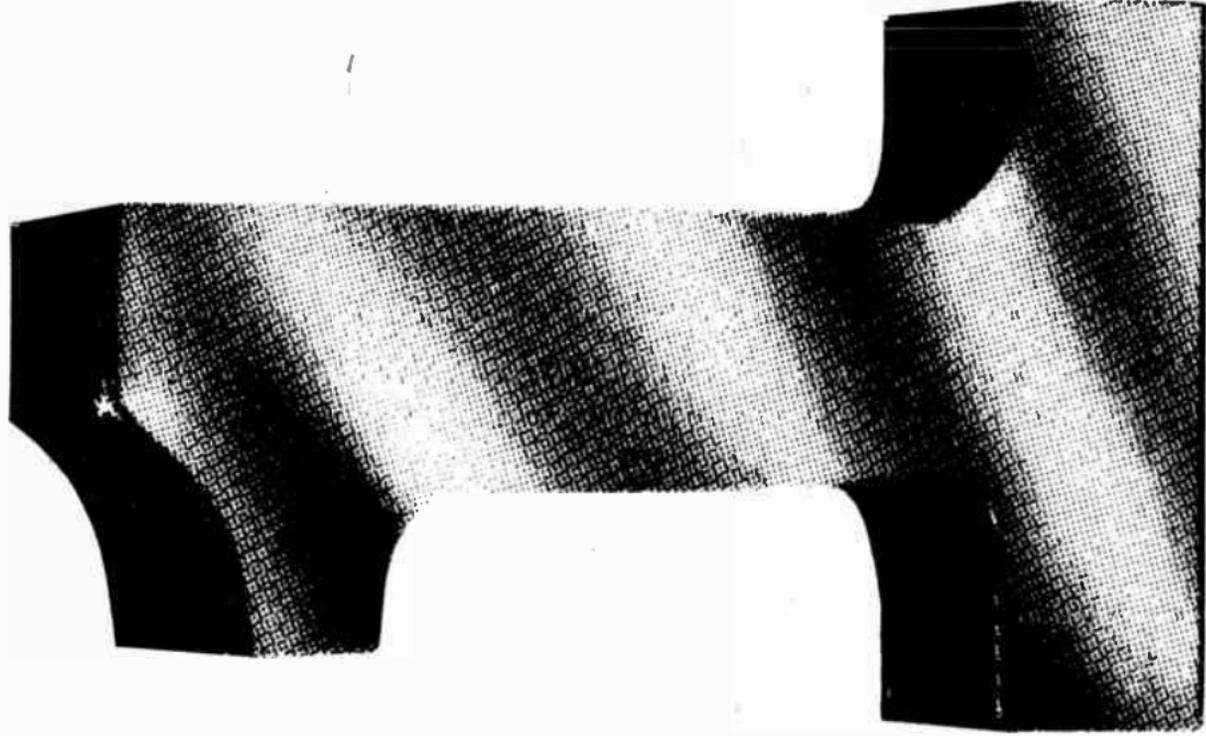
Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400



**RAY ANDERSON**

**National Consultant  
Record Promotion**

**Tel. (213) 884-9222**

**ALBANY**

Bernstein, Joel  
Biograph [N]  
518-392-3400

Glithero, R.F.  
MCA [R]  
518-725-0604

Stein, Daniel  
Biograph [N]  
518-392-3400

**ATLANTA**

Adams, Gaylen  
RCA/C&W [R]  
404-455-3636

Allee, John  
Capitol [L]  
404-344-1633

Alou, Bob  
20th Century [R]  
404-448-3100

Alter, Linda  
Bang6Pop [N]  
404-225-9810

Anderson, David  
Capitol [L]  
404-321-5441

Bee, Johnny  
Heiflicher Bros., Inc. [R]  
404-696-1850

Begor, Steve  
Janus [R]  
404-634-7092

Biscoe, Ellene  
Bang [N]  
404-325-9810

Black, Paul  
Columbia [R]  
404-321-4553

Burleson, Gene  
Arista/R&B [R]  
404-344-1633

Byrd, Stan  
WB/C&W  
404-344-4933

Clark, Mike  
Lowery Music  
404-233-9703

Conley, Lionell  
RCA/R&B [R]  
404-455-3636

Davenport, Danny  
WB [R]  
404-344-4933

Davis, Bill  
Capricorn [R]  
404-434-2488

Dean, Jackie  
RCA/R&B [R]  
404-455-3636

DeFraites, Debra  
UA [R]  
404-696-1850

Esserman, Eddie  
Columbia [L]  
404-321-4553

Evans, Ray  
De-Lite [L]  
404-349-7429

Ferrer, John  
A&M [L]  
404-449-7900

Fleischman, David  
Atlantic [L]  
404-344-4933

Francis, Jim  
ABC [L]  
404-458-8721

Frye, Dennis  
Chelsea Records/R&B  
404-325-8792

Frye, Keith  
Bang/R&B [N]  
404-325-9810

Geer, Charles  
Atlantic [L]  
404-344-4933

Hurt, Bobby  
RSO [R]  
404-433-1121

Jackson, Wayne  
Chelsea [R]  
404-325-8792

Johnson, Derry  
A&M [R]  
404-449-7900

Jones, Curtis  
WB [L]  
404-344-4933

Kraft, Mike  
RCA [L]  
404-455-3636

Lemmons, Bill  
Arista [R]  
404-875-2555

Lenahan, Bob  
independent [I]  
404-266-0970

Lyman, Jeff  
MCA [L]  
404-448-5584

Martin, Mike  
Independent [I]  
404-422-8007

McCann, Philip  
ABC/R&B [L]  
404-458-8721

McCollum, Doyal  
Phonogram/C&W [R]  
404-634-3951

Morgan, Chris  
20th Century [R]  
404-921-7318

Moss, Al  
WB [L]  
404-344-4933

Nuhfer, Ed  
Ariola [L]  
404-973-7945

Allen, Orrman  
Columbia/Epic [L]  
404-233-5167

Pepper, Wade  
Independent [I]  
404-233-5167 &  
404-233-6703

Phelps, Ron  
RCA [L]  
404-455-3636

Randell, Mike  
Elektra-Asylum [L]  
404-344-4933

Reus, Dick  
Atlantic [R]  
404-344-4933

Rockhill, Rick  
MCA [L]  
404-448-5584

Ron, Mu  
Independent [I]  
404-422-8007

Rumple, Gene  
Capitol [L]  
404-321-5441

Sanders, Richard [R]  
Motown/R&B  
404-449-7900

Sayles, Roger  
Phonogram [L]  
404-433-1121

Schoenberger, John  
ABC [L]  
404-455-1831

Silver, Long John Polydor-MGM [L] 404-433-1121	Chamberlain, Karen Columbia [L] 301-587-5000	Bernard, Joe Malverne Dist. 617-423-3820
Simmons, Chester Phonogram [R] 404-344-1633	Davis, Danny Phonogram [L] 301-946-7242	Brannen, Mike ABC [L] 617-935-7450
Simpkins, Lamont London/R&B 404-875-2555	Edwards, Jeff Audio Fidelity [R] 301-656-5876	Brewwer, Jerry Independent [I] 617-935-7500
Tanner, Geary Atlantic/Pop [L] 404-344-4933	Falise, Frank MCA [L] 301-448-9300	Chalmers, Tony Hitsville Dist. [R] 617-327-1234
Thompson, Sandy ABC [L] 404-455-1831	Gregory, Ron WB [L] 301-474-3636	Collins, Lennie Epic [L] 617-890-3814
Thrasher, Norman Independent [I] 404-790-1622	Kidd, Michael Atlantic [L] 301-474-3636	Damalt, Willis London [L] 617-444-9310
Waggoner, Mike Epic [L] 404-321-4553	Richardson, Freddie Columbia/R&B [L] 301-587-5000	DeLacy, Don RCA [L] 617-444-7204
Walker, Charlie Janus [R] 404-432-9721	Rollison, Earl Columbia [L] 301-587-5000	Gautier, Giles (Frenchy) RSO [R] 617-933-8155
Ware, Fred Columbia/R&B [R] 404-321-4553	Rosenthal, Howard Adelphi [N] 301-270-9440	Greene, Herb Atlantic [L] 617-935-5170
Watkins, Maurice Atlantic/R&B 404-344-4933	Schoberg, Tom Zamoiski Dist. [L] 301-644-2900	Hill, Ben Independent [I] 617-440-8328
Williams, Bruce Island [R] 404-892-4760	Sellers, Earl RCA [R] 301-585-5575	Horn, Ms Billie Lee 20th Century [R] 617-261-2579
Woods, Sonny Buddah/R&B [R] 404-892-4760	Thompson, Gerald [L] Epic 301-587-5000	Horowitz, Frank MCA [L] 617-244-7294
<b>BALTIMORE</b>	Tompkins, Larry RCA/R&B [R] 301-585-5575	Ingeme, Sal Columbia [L] 617-890-3814
Bigelow, Jackson B. Adelphi [N] 301-270-9440	Van Druff Zamoiski Dist. [L] 301-644-2900	Interlawd, Briwn Casablanca [R] 617-834-9338
Bilello, Joe Polydor-MGM [L] 301-946-7242	Weiss, Mark 20th Century [R] 301-946-2985	Janis, Andy Bearsville [N] 617-526-7101
Brady, Bob ABC [L] 301-937-5733	Zimmeral, Zim Columbia [R] 301-587-5000	Kennedy, Lois Private Stock [L] 617-877-8643
Bupp, Dave RCA [L] 301-585-5575	<b>BOSTON</b>	Keogh, Kevin Chelsea [R] 603-673-8832
Cash, Jonas Independent [I] 301-585-5755	Allen, John MCA [L] 413-732-6219	Kimmelman, Greg Independent [I] 603-472-5070

King, Linda  
A&M [L]  
617-247-3570

Korkin, Barry  
A&M [L]  
617-247-3570

Lewis, Fred  
Atlantic/R&B-Pop [L]  
617-935-5170

Lifesett, Roger  
Malverne Dist. [R]  
617-639-0522

Magid, Paul Alpha  
Independent [I]  
617-266-0354

Masters, Don  
Polydor-MGM [L]  
617-933-8155

Mercurio, Sam  
MCA [L]  
617-244-7294

Nerlinger, Kurt  
Elektra-Asylum [L]  
617-935-5170

O'Malley, Dennis  
Capitol [L]  
617-329-5570

Paul, Frank  
Casa Grande [N]  
617-933-1474

Power, Paul  
Phonogram [L]  
617-933-8155

Scavedra, Nancy  
MCA [L]  
617-244-7294

Strube, Carl  
Independent [I]  
617-944-0423

Symonds, Mike  
WB [L]  
617-935-5170

Tardanico, Richie  
Arista [R]  
617-238-4106

Thurkins, Cindi  
Carl Strube Promo  
617-944-0423

**BUFFALO**

Bloom, Maury  
Amherst [N]  
716-826-9560

Brady, Jerry  
Best Dist. [L]  
716-826-9560

Cahn, David  
WB [L]  
716-886-0133

Dumbrowski, Doug  
Amherst [N]  
716-826-9560

Grady, Jerry  
Best Rec. Dist. [L]  
716-826-9560

Hardy, Carroll  
Atlantic  
716-886-0133

Hey, John  
Best 'n Gola Rec. [L]  
716-826-9560

Lloyd, John  
Amherst [N]  
716-826-9560

Meyers, Jerry  
Independent [I]  
716-632-7229

Moser, Bruce  
Amherst [N]  
716-826-9560

Pachter, Richard  
A&M [L]  
716-826-9560

Perry, Jack  
Columbia [L]  
716-325-1736

Sargant, Rick  
Amherst [N]  
716-826-9560

**CHARLOTTE**

Dannheiser, Dave  
Elek.-Asylum-WB [L]  
704-568-0482

Fogle, Wayne  
Motown/Pop [R]  
704-394-9695

Foley, John  
MCA [L]  
704-596-1380

Goodman, Jerry M.  
Elektra-Asylum [R]  
704-364-7239

Oreman, Alan  
Columbia [L]  
704-364-7082

Perry, Andre  
CTI  
703-524-6364

Phelps, Ron  
RCA [L]  
704-535-4223

Poindexter, Bill  
ABC [L]  
704-365-3012

Thompson, Bob  
BIB Dist. [L]  
704-527-0440

**CHICAGO**

Acerenza, Nick  
ABC  
312-679-4590

Atkins, Deke  
Independent [I]  
312-947-0566

Barg, Erwin  
London [L]  
312-647-0410

Baxter, Clay  
Phonodisc [L]  
312-671-0003

Bedno, Howard  
Bedno-Wright Promo  
312-664-6054

Bone, Mike  
Phonogram-Merc. [N]  
312-645-6300

Burke, Kirkland  
Atlantic/R&B [L]  
312-298-3100

Carrico, David [N]  
Phonogram-Merc.  
312-645-6300

Carter, Russell  
Buddah/R&B [R]  
312-375-3152

Ceram, Sam  
Columbia [L]  
312-463-0900

Cervic, Bill  
Capitol [L]  
312-647-8338

Chaplin, Frank  
ABC/R&B [L]  
312-643-4185

Chiovari, Roy  
WB [L]  
312-298-3100

Cunniff, Jay  
Lifesong [R]  
312-945-4921

Diamond, Paul  
London [L]  
312-647-0410

Dodd, Greg MCA [L] 312-692-3366	King, Alonzo Motown/R&B [R]	Petrie, John Phonogram-Merc. [L] 312-671-5380
Ellison, Ron Spring Records [R] 312-731-9343	Knapp, Frank MS Dist [L] 312-478-1133	Philips, Leroy RCA/R&B 312-782-0700
Feineigle, Robert Epic 312-463-0900	Knox, Charles R&B [L] 312-463-0900	Plocido, Sam Atlantic [R] 312-298-3100
Floyd, Jan [L] Polydor-MGM/R&B 312-671-0003	Kopshever, Ed MCA 618-357-2167	Pope, Skip MS Dist. [R] 312-478-1133
Gardner, Norm Polydor/R&B 312-645-6300	La Forgia, Ron ABC [L] 312-439-2730	Price, Tony Gemigo [N] 312-769-4676
Girod, Rich MS Dist. [R] 312-478-1133	Lackner, Chuck Atlantic/Pop R&B [L] 312-298-3100 816-753-7338	Ravid, Bruce Capitol [R] 312-647-8338
Goralski, Steve Elektra-Asylum [L] 312-298-3100	Lazley, Bill Spring Records [R] 312-721-3551	Remedi, Dave Columbia [L] 312-463-0900
Green, Karen Phonogram-Merc [N] 312-645-6300	Leben, Vicki RCA [L] 312-986-8700	Scully, Jim Columbia [N] 312-463-0900
Green, Jim Independent [I] 312-486-3100	Lee, Ken Curtom [N] 312-769-4676	Smallwood, Jerry Arista [R] 312-478-1133
Gulliano, Frank Columbia [L] 312-640-5900	Lemke, Dick Elektra-Asylum [R] 312-298-3100	Smith, Richard Arista/R&B [R] 312-248-2417
Hack, Randy Atlantic/R&B [L] 312-298-3100	Lewis, Don MS Dist [R] 312-478-1133	Taylor, Jim Phonogram-Merc [N] 312-645-6300
Hawkins, William MCA [L] 312-692-3366	Magness, Bill De-Lite [R] 312-548-7833	Thomas, Alvin A&M [R] 312-787-6850
Haywood, Bill Merc./R&B [N] 312-645-6300	Mann, Lou Epic [L] 312-463-0900	White, Granville Columbia/R&B [N] 312-463-0900
Humphrey, Fred Columbia [R] 312-640-5900	Matthews, Charles Gemingo-Curtom [N] 312-769-4760	Williams, George Atlantic/R&B 312-298-3100
Iglauer, Bruce Alligator [N] 312-973-7736	Mazzetta, Pete Capricorn [R] 312-751-1422	Wright, Pete Bedno-Wright Promo 312-664-6054
Jacobs, Alan A&M [L] 312-227-5646	McLeese, Richard Alligator [N] 312-973-7736	Wubker, Tom RSO [R] 312-671-0003
Johnson, Bill A&M [L]	Milne, Jeff MS Dist./C&W 312-478-1133	
Jones, Otis London/R&B [L] 312-274-5843	Paas, Walter UA [L] 312-527-1030	<b>CINCINNATI</b>
		Amann, Tom Progress Dist. [L] 513-381-0196

Bethel, Dick  
Capitol [L]  
513-583-9600

Deciocchio, Mary  
RCA [L]  
513-821-8100

Ellis, Paul  
Capricorn [R]  
513-621-4926

Emory, Roy  
CTI  
513-381-5300

Ewald, Bob  
Columbia  
513-241-4088

Godsey, Julie  
Epic [L]  
513-241-4088

Grierson, Ross  
Elektra-Asylum [L]  
513-721-5800

Heil, Thom  
Atlantic  
513-271-5800

Lipke, Bob  
Atlantic  
513-721-5800

Meis, Allen  
UA [R]  
513-631-5999

Monnig, Tim  
Columbia [L]  
513-241-4088

Scull, Bill  
Arista [R]  
513-752-4575

Sears, Kitty  
Columbia/R&B [L]  
513-241-4088

Stann, Al  
WB [L]  
513-651-2847

Van Arsdale, Mike  
Polydor [L]  
513-729-2153

**CLEVELAND**

Bird, Gary  
Buddah [R]  
216-321-6065

Brooks, Jay  
RCA [L]  
216-861-4215

Catino, Bill  
RCA/C&W [R]  
216-861-4215

Crosby, Galyn  
Fantasy [R]  
216-681-1848

Evanoff, Steve  
Phonodisc [L]  
216-226-8282

Farmer, Larry  
Promotion/R&B  
216-861-4215

Frontera, Al  
WB [R]  
216-271-3900

George, Don  
Phonogram-Merc. [L]  
216-228-6412

Hart, Jay  
Janus [R]  
216-228-7742

Haughin, Barry  
Capitol [L]  
216-888-8575

Humphrey, Fred  
Columbia [L]  
216-439-4544

Iaforwaro, Ron  
Progress Dist. [L]  
216-461-7880

Jackson, J.J.  
Chelsea [R]  
216-273-4922

Jamieson, Bob  
Columbia [L]  
216-439-5544

Kaplan, Hal  
Atlantic Records  
216-271-3900

Kostick, John  
Columbia [R]  
216-439-5544

La Beau, Mike  
Atlantic [L]  
216-271-3900

Lippe, Gary  
A&M [L]  
216-461-4476

Little, Leroy Jr.  
Atlantic/R&B [R]  
216-271-3900

Loncao, Dave  
MCA [L]  
216-621-9770

Lucas, David  
WB [L]  
216-271-3900

Manocchlo, 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 Dist. [L]  
216-461-7880

Nelson, Willy  
Atlantic/R&B [L]  
216-271-3900

Prescott, Dave  
Piks Dist. [L]  
216-696-3155

Schwartz, Chuck  
Epic [L]  
216-439-5544

Smith, Willie  
Atlantic  
216-271-3900

Toedtman, Fred  
Asylum [L]  
216-271-3900

Wolk, Nate  
Columbia [L]  
216-439-5544

Wright, Glen  
Columbia/R&B [L]  
216-439-5544

Wright, J.L.  
Independent [I]  
216-381-1514

Zarembski, Hank  
RCA [L]  
216-861-4215

Z. Lenny  
Amherst [R]  
216-581-6973

**DALLAS**

Anderson, Frank  
WB [R]  
214-638-1690

Arbuckle, Lee  
RSO [R]  
214-387-2797

Bland, Roger Elektra-Asylum 214-638-1690	Mobley, Curtis R&B [R] 214-634-1700	Watson, Ben Heilicher Bros. [R] 214-631-1530
Byrd, Stan Columbia 214-634-1700	Morriss, Patt ABC [L] 214-634-9717	Witt, Eddie Heilicher Bros. [L] 214-631-1530
Clime, Ed Columbia [L] 214-634-1700	Nagel, Murray WB [R] 214-233-1249	Womble, Noble RCA [L] 214-638-6200
Conger, Dan Casablanca 404-353-1464	Patterson, Bob Independent [I] 214-275-9449	Young, John RCA/R&B [R] 214-638-6200
Dodds, Randy Heilicher Bros. 214-631-1530	Phillips, Ernie Independent [I] 214-661-3461	<b>DENVER</b>
Dugan, Jay Capitol [L] 214-637-1890	Price, Tony Curton [R] 404-768-8243	Bateman, Gil Independent [I] 303-753-9980
Edwards, Wayne RCA/C&W [R] 214-638-6200	Raphael, Ronnie Phonogram-Merc. [L] 214-661-0769	Brannen, Mike ABC 303-757-8752
Elliott, Bobbie UA/R&B [R] 214-263-0053	Samuels, David Atlantic/R&B 214-638-1690	Foreman, Stan Capitol [L] 303-433-9257
Fletcher, Terry Arista [L] 214-221-2160	Satter, Jack Heilicher Bros. [L] 214-631-1530	Green, Larry A&M [R] 303-320-4660
Gusler, Mike Columbia [R] 214-634-1700	Seibert, Michael Capitol [R] 214-637-1890	Kampf, Mitch Record Sales [L] 303-320-4660
Hackett, Jeff Motown/Pop 214-358-5905	Smith, Danny WEA [L] 214-638-1690	McCommas, Chuck MCA [L] 303-534-4104
Hayes, Alta Big St. Dist [L] 214-631-1106	Spacek, Ed MCA [L] 214-241-8646	Merkle, Dick WB [L] 303-750-4850
Heard, Bill Epic [R] 214-634-1700	St. Romain, Nevin Atlantic 214-638-1690	Ostin, Randy Elektra-Asylum [L] 303-758-6171
Jensen, Jay Columbia [L] 214-634-1700	Svendsen, Peter Hittsville [R] 817-641-6801	Phifer, Greg Columbia [L] 303-837-8333
Keith, Raymond Capitol [L] 214-637-1890	Sundeen, Don Ariola [L] 214-823-9563	Prince, Mike Arista [L] 303-320-4660
Kirksey, Jon Epic [L] 214-634-1700	Thompkins, Gracia ABC/R&B [L] 214-634-9770	Pyne, Spencer Record Sales [L] 303-320-4660
Lewis, James WB [L] 214-233-1249	Timmons, Russell Columbia/R&B [R] 214-634-1700	Rothstein, Dave Capitol [L] 303-433-9257
Mars, Ken Big State Dist. 214-631-1100	Tolle, Don A&M [L] 214-423-6653	Schultz, Rick Epic [L] 303-837-8333

Smith, Jimmy  
A&M [L]  
303-320-4660

Tope, John  
Atlantic [L]  
303-758-6171

Triscari, Joe  
Ariola [L]  
303-674-6970

Wren, Robin  
Independent [I]  
303-973-0943

**DETROIT**

Blatt, Bryan  
UA [R]  
313-491-7900

Bostick, Millie  
Polydor-MGM [L]  
313-645-9884

Brown, Speedy  
Columbia/R&B [L]  
313-354-0470

Cheers, Jemy  
Arc-Jay-Kay  
313-491-7000

Counts, Ron  
Atlantic  
313-569-4822

Craft, Leona  
ABC/R&B [L]  
313-357-3133

Curdy, Dan  
AMI Dist. [L]  
313-255-7600

Douglas, Ron  
Epic [L]  
313-354-0470

Dunn, Steve  
A&M [R]  
313-474-0300

Durham, Ernie  
Casablanca/R&B [R]  
313-393-0199

Fant, Vivian  
Capitol  
313-583-9600

Gelardi, Tom  
Independent [I]  
313-779-1380

Ginsburg, Barry  
Ariola [L]  
313-474-1441

Hall, Willis  
Atlantic/R&B [L]  
313-567-4822

Hannon, Dennis  
Columbia  
313-354-0470

Hudson, John  
AMI Dist. [L]  
313-255-7600

Jones, Otis  
UA/R&B [R]  
313-491-7900

Josephs, Ted  
Independent [I]  
313-835-4170

Kelly, Ernest  
Independent [I]  
313-862-1879

Kelvyn, Ventour  
Independent [I]  
313-493-0210

Knight, Bruce  
Buddah  
313-491-7900

Lambert, Craig  
WB [L]  
313-354-2020

Morgan, Andre  
Motown/R&B [R]  
313-846-7578

Nalli, Reen  
Big Tree [N]  
313-761-3755

Osborne, Norm  
Elektra-Asylum [L]  
313-569-4822

Osowski, Dennis  
Merit Dist. [L]  
313-272-8390

Sherr, Julie  
Arista [R]  
313-525-7600

Schwartz, Bob  
AMI Dist. [L]  
313-255-7600

Shivley, Frank  
ABC  
313-582-9048

Siciliano, Jim  
Music Trend [L]  
313-474-0300

Stearn, Nick  
A&M [L]  
313-474-0300

Stone, Mike  
WB [L]  
313-569-4822

Stritmatter, Jim  
Phonogram-Merc. [L]  
313-644-5102

Stritmatter, Julie  
Arista [L]  
313-644-5012

Thompson, Lewis  
De-Lite [L]  
313-526-6192

Wallingford, Larry  
RCA [L]  
313-569-5980

Walter, Tim  
MCA [L]  
313-588-6943

Welch, Ray  
Columbia [L]  
313-354-0470

Williams, Dick  
Casablanca [R]  
313-469-7864

**HARTFORD**

Beamish, Bill  
ABC [L]  
203-865-3021

Berger, Ronnie  
Janus [R]  
203-267-4401

Berman, Frank  
Hittsville Dist. [L]  
203-872-8411

Bernard, Joe  
Malverne Dist. [L]  
203-528-4576

Demers, Dave  
Columbia [L]  
203-522-7151

Pike, Dave  
Epic [L]  
203-522-7151

Rustici, Pat  
WEA [L]  
203-938-2059

**HONOLULU**

Fujii, Paul  
Microphone Music [L]  
808-946-1488

Haas, Bob  
RCA [L]  
808-524-3031

Roesler, Harry  
Eric of Hawaii [L]  
808-946-6522

Smith, Carl  
Columbia-Epic [L]  
808-955-0774

**HOUSTON**

Carter, Don  
Motown/R&B [R]  
713-777-9476

Cook, Bill  
Independent [I]  
713-498-2384

Cummings, Steve  
Independent [I]  
713-771-3787

Dodds, Randy  
Heilicher Bros. [L]  
713-621-2661

Eley, Paris  
Columbia [L]  
713-688-3761

Galli, Todd  
Atlantic/Pop-R&B [L]  
713-789-5920

Garner, Bob  
De-Lite  
713-747-2219

Green, Norris  
WB [L]  
713-789-5920

Hancock, Caesar  
Independent/R&B [I]  
713-832-1158

Harrell, Sam  
Epic [L]  
713-688-3761

Hicks, Mike  
HW Daily List [L].  
713-861-9251

Mathias, Al  
RCA [L]  
713-523-1065

Matthews, John  
Capitol [L]  
713-789-4338

Metting, Roger  
Columbia [L]  
713-688-3761

Peale, Bob  
Columbia [L]  
713-688-3761

Pollack, Barry  
MCA [L]  
713-659-7840

Privett, Al  
Phonogram-Merc. [L]  
713-495-6785

Provenzano, John  
Elektra-Asylum [L]  
713-789-5920

Rymkus, Mike  
Independent [I]  
713-498-4977

Shuler, Wayne  
A&M [L]  
713-777-1600

Sides, Bob  
WB [L]  
713-789-5920

Terry, Carol  
Polydor-MGM  
713-789-8659

Warner, Ed  
Island [R]  
713-780-7650  
713-782-7167

Wineriter, Terry  
ABC [L]  
713-497-1577

Young, Tommy  
Phonogram-Merc. [R]  
713-688-4716

**LOS ANGELES**

Adam, Lynn  
Rocket [N]  
213-550-0144

Anderson, Ray  
Independent [I]  
213-884-9222

Anthony, Polly  
Windsong [N]  
213-277-1682

Anti, Don  
Anti-Muscolo [I]  
213-651-2382

Antoon, John  
Springboard [N]  
213-654-6240

Applegate, Bob  
Island [N]  
213-874-7760

Ashton, Jack  
Chrysalis [N]  
213-550-0171

Atkinson, Mike  
Columbia [R]  
213-466-2481

Barnes, Reggie  
Buddah/R&B [R]  
213-278-6600

Barnet, Leonard  
Amherst [R]  
213-986-0473

Basham, Jan  
A&M [L]  
213-469-2411

Bass, Billy  
Chrysalis [N]  
213-550-0171

Beery, Lana  
Mushroom [N]  
213-659-9255

Benci, Jim  
De-Lite [R]  
213-273-3565

Benson, Ken  
Capitol/AOR [R]  
213-257-8224

Beverly, Marsha  
Casablanca [L]  
213-650-8300

Birdfeather, Barbara  
Independent [I]  
213-271-6265

Blonstein, Marshall  
Ode [N]  
213-462-0738

Borchetta, Mike  
Independent [I]  
213-461-8488

Bridges, Barbara [N]  
213-650-8300

Brill, Bill  
Polydor [L]  
213-466-9574

Bronstein, Lenny  
A&M [N]  
213-469-2411

Brown, John  
MCA/C&W [N]  
213-985-4321

Brown, Randy  
Portrait [N]  
213-659-7000

Burns, Scott [N] Elektra-Asylum/college 213-655-8260	Curb, John Hittsville 213-468-3500	Freeman, Barry Atlantic 213-278-9230
Butler, Jay Playboy/R&B [N] 213-659-4080	Davis, Don Calif.Rec.Dist. [I] 213-245-6464	Friedman, Marsha Casablanca/Pop [L] 213-650-8300
Buttice, Gary Bearsville [N] 213-655-1177	Davis, Danny Screen Gems [N] 213-469-8371	Furness, George Atlantic [R] 213-278-9230
Buttice, Kenny Elektra-Asylum [N] 213-655-8280	Davis, Tommy Chocolate City [N] 213-650-8300	Galters, Bob Arista/R&B [R] 213-550-0381
Carle, Lucky UA [N] 213-461-9141	Deane, Marvin ABC [N] 213-651-5530	Garland, Bob Arista [L] 213-480-0808
Chappell, Bill MS Dist. [L] 213-875-3960	DeMann, Fred Elektra-Asylum [N] 213-655-8280	Geller, Connie Playboy [N] 213-659-4080
Chemel, Richard Anti-Muscolo 213-651-2383	Dengrove, Jeff UA [N] 213-461-9141	Gidion, Pete MCA [N] 213-985-4321
Childs, Harold A&M [N] 213-469-2411	Doherty, March Chelsea [N] 213-273-4922	Göetz, Lindy Phonogram-Merc. [L] 213-466-4571
Cifarelli, Georgeann RCA 213-461-9171	Doughman, Jerry Windsong [N] 213-550-7100	Goldberg, Barry 20th Century [N] 213-657-8210
Cooper, Paul Little David [N] 213-659-3870	Douglas, Larry Windsong [N] 213-550-7100	Goldrod, Marty Arista [R] 213-550-0381
Cosgrave, Vince MCA [N] 213-985-4321	Easter, Terry Columbia-Epic [L] 213-466-2481	Graham, Don Cream [N] 213-461-3288
Costein, Harold Island/R&B 213-874-7760	Eric, Dain Capitol 213-258-3275	Granger, Ron Atlantic/R&B [R] 213-278-9230
Cowan, Mark In Tune [L] 213-782-6420	Farrell, Ernie Independent [I] 213-270-3408	Greenwald, Dave Janus [L] 213-659-6444
Cramer, Brad Record Merch. [L] 213-385-9161	Feder, Larry Casablanca [N] 213-650-8300 [N]	Griffith, Gerald [R] 213-466-2481
Crawford, Kent WB [R] 213-849-3941	Fields, Lu Independent [I] 213-469-7101	Gross, Barry Lifesong [N] 213-550-8886
Craig, Bob CTI [R] 213-273-7116	Fitzgerald, Rich RSO [N] 213-278-1680	Hakim, Jack 20th Cent. [N] 213-657-8210
Crist, Chris [L] WB 213-849-3941	Frank, Howard ABC 213-651-5530	Hamby, Larry Windsong [N] 213-550-7100
Culberg, Paul Cream Rec. [N] 213-461-3288	Frazier, Cliff Shadybrook/R&B 213-652-4782	Harrington, Susan Chrysalis [N] 213-550-0171

**ort Radio Quarterly Report Radio Quarterly Report Radio Q**

Hartley, Mark  
Caribou [N]  
213-659-1301

Hernandez, Sammy  
Record Merch  
C&W-Disco  
213-385-9161

Hill, Sondra  
Capitol [N]  
213-462-6252

Hinton, Bruce  
Independent [I]  
213-881-0037

Hodes, Mark  
Mushroom [N]  
213-659-9255

Holmes, Cecil  
Casablanca [N]  
213-650-8300

Holser, Thomas  
Janus/college  
213-659-6444

Hoppers, Shelly  
MCA [N]  
213-985-4321

Horn, Sandy  
Epic [L]  
213-466-2481

Isgro, Joe  
Motown [N]  
213-468-3500

Jackson, Scott  
ABC [N]  
213-651-5530

Jefferson, Barbara  
UA [N]  
213-461-9141

Jenkins, Patrick  
Chelsea/Disco [N]  
213-273-4922

Jones, Tom  
Arista [L]  
213-550-0381

Kelly, Dan  
WB [N]  
213-846-9090

Kenyon, Kathy  
Island [N]  
213-874-7760

Kupps, Marty  
Lifesong [N]  
213-550-8886

Lane, Tim  
Marsel  
213-465-6130

Lanham, Ron  
Elektra-Asylum [L]  
213-849-3941

Lee, Ron  
Windsong [R]  
213-550-7100

Levine, Ed  
UA/R&B [N]  
213-461-9141

Louis, Gary  
Prelude Prod. [L]  
213-342-9094

Mack, Marty  
RCA/R&B [R]  
213-461-9171

Mancuso, Fred  
Island [N]  
213-874-7760

Martine, Pat  
RCA [L]  
213-461-9171

McCoy, Pat  
Lifesong [R]  
213-550-8886

McGregor, Don  
WB [N]  
213-846-9090

McManners, Wayne  
MCA [L]  
213-768-3200

Mercer, Bob  
Fantasy [R]  
213-462-6409

Meyer, Chuck  
MCA [N]  
213-985-4321

Meyer, Steve  
Capitol [N]  
213-462-6252

Meyers, Leanne  
Independent [I]  
213-656-2028

Minor, Charlie  
ABC [N]  
213-651-5530

Molnet, Al  
A&M [N]  
213-469-2411

Mollica, Pete  
A&M [N]  
213-469-2411

Montgomery, John  
WB [N]  
213-846-9090

Mupo, Don  
CTI [R]  
213-273-7116

Muscolo, Tony  
Anti-Muscolo  
213-651-2383

Nathan, Marc  
Playboy [N]  
213-659-4080

Neigher, Rick  
Shadybrook [N]  
213-652-4782

Newman, Louie  
Janus [N]  
213-659-6444

Osborn, Bob  
MCA [L]  
213-768-3200

Paiva, Bob  
London [R]  
213-385-9161

Papale, Michael  
Independent [I]  
213-348-1956

Pearlman, Franci  
Fantasy/AOR [N]  
213-462-6409

Pfordresher, Bill  
TK  
213-782-6886

Phillips, Tommy  
Capitol/R&B [L]  
213-257-8224

Pipolo, Pat  
UA [N]  
213-461-9141

Plummer, Michael  
Janus [R]  
213-659-6444

Rappaport, Paul  
Columbia [R]  
213-466-2481

Ratner, Marc  
RSO [N]  
213-278-1680

Ray, Tom  
Independent [I]  
213-985-3560

Reichenbach, Chuck  
Janus [R]  
213-659-6444

Reingold, Buck  
Chelsea [N]  
213-273-4922

Reingold, Nancy Casablanca [N] 213-650-8300	Shannon, Scott Casablanca [N] 213-650-8300	Thyret, Russ WB [N] 213-846-9090
Resnik, Steve ABC [N] 213-651-5530	Siegal, Shelly Mushroom [N] 213-659-9255	Tillar, John [N] Chelsea/MOR, college 213-273-4922
Richardson, Ron Rec.Merch/R&B [L] 213-385-9161	Sheppard, Bunky Motown/R&B [N] 213-468-3500	Totoian, Rich A&M [N] 213-469-2411
Richland, Tony Independent [I] 213-467-2151	Smith, Bob RSO [R] 213-278-1680	Turoff, Mel Independent [I] 213-761-8061
Roker, Renny Casablanca [N] 213-650-8300	Smith, John Blue Note [N] 213-461-9141	Tusken, Ray Capitol/AOR [N] 213-462-6252
Rowland, Steve Atlantic 213-849-3941	Spoon, Laurie Buddah [L] 213-278-6600	Urso, Dave WB [N] 213-846-9090
Roy, Del ATV [N] 213-462-6933	Stark, Howard Ariola [N] 213-659-6530	Wax, Steve Elektra-Asylum [N] 213-655-8280
Rush, Phil Capricorn [N] 213-849-1371	Stearns, Judy 20th Cent. [N] 213-657-8210	Wellman, John Playboy [N] 213-659-4080
Ryback, Kenny Casablanca [N] 213-650-8300	Stein, Burt Elektra-Asylum [N] 213-655-8280	Wendell, Bruce Capitol [N] 213-462-6252
Saul, Larry Independent [I] 213-461-3734	Stolarski, Bob Island 213-874-7760	White, Dale Ariola [L] 213-659-6530
Saul, Ron Independent [I] 213-461-3734	Stowne, Don Lifesong [N] 213-550-8886	White, Ellen MS Dist. [L] 213-875-3960
Scharf, Susan Capitol [N] 213-462-6252	Summers, Kelly Independent [I] 213-881-0037	Whittemore, Don Independent [I] 213-OK-RADAR
Schesel, Arlene Ariola/R&B [N] 213-659-6530	Swink, Kenne WB [L] 213-849-3941	Williams, Warren Columbia [L] 213-466-2481
Schreiber, Carson RCA/C&W [R] 213-461-9171	TAR Productions Curton 213-985-3560	Wilson, Belinda ABC/R&B [L] 213-651-5530
Schwartz, Pete RCA [L] 213-461-9171	Thacker, Tom Chelsea [N] 213-273-4922	Wilson, Josea 20th Cent/R&B [N] 213-657-8210
Schwartz, Red Independent [I] 213-826-7037	Thagard, Chuck Columbia [N] 213-466-2481	Wright, Don RCA [N] 213-461-9171
Scott, Jon MCA [N] 213-985-4321	Thirlwall, Heidi ABC [N] 213-651-5530	Zeitler, Denny Private Stock [R] 213-782-6910
Scotti, Ben Ben Scotti Promo 213-273-7017	Thompson, Matt Capitol [L] 213-257-8224	

**MACON**

Moss, Al  
Rabbit  
912-746-2427

Rush, Phil  
Capricorn [N]  
912-745-8511

**MADISON**

Cox, Pat  
Argus Records  
608-939-0034

Pepper, Peter  
Argus Records  
608-939-0034

**MEMPHIS**

Bean, William  
London/R&B [L]  
901-774-4125

Bowles, Bruce  
Polydor-MGM [L]  
901-767-5659

Brotherton, Janet  
Independent [I]  
901-458-1421

Bryan, Jim  
Elektra-Asylum [L]  
901-332-1140

Burt, Don  
Independent [I]  
901-726-4167

Colbert, June  
Arista [R]  
901-767-8783

Cordell, Butch  
Handleman [L]  
901-332-3650

Daniels, Stan  
Independent [I]  
901-743-3503

Davis, Richard  
WB [L]  
901-363-7816

Duck, Harvey  
Heilicher Bros. [L]  
901-454-1286

Fleischman, Jaye  
Independent [I]  
901-726-4167

Fleshman, David  
Atlantic/Pop-R&B [L]  
901-274-3749

Floyd, Jerry  
Polydor  
901-358-6450

Hill, Rusty  
RCA [L]  
901-795-3773

Kaufman, Courtney  
Southern Rec. Promo  
901-458-1421

King, John  
Independent [I]  
901-458-1421

Lacker, Marty  
Independent [I]  
901-346-4937

Luna, Doris  
So. Rec. Promo [I]  
901-458-1421

Matthews, Gideon  
Independent [I]  
901-458-1421

McLemore, Lee  
Hot Line [L]  
901-525-0756

Melvin, Sid  
Heilicher Bros. [R]  
901-454-1286

Pearce, Bill  
Independent [I]  
901-452-8594

Philpot, Andy  
Heilicher Bros. [L]  
901-454-1286

Riley, Tim  
So. Rec. Promo [I]  
901-458-1421

Shuler, Johnny  
A&M [L]  
901-372-1951

Spendlove, Bob  
RCA [R]  
901-362-6165

Terry, J. Stanley  
Fantasy [R]  
901-454-1286

Turner, Frank  
20th Century [R]  
901-725-6830

Wade, Bill  
Heilicher Bros. [L]  
901-454-1286

Young, Joseph  
ABC/R&B [L]  
901-947-1492

**MIAMI**

Bennett, Bill  
Epic [L]  
305-893-7030

Browning, Chuck  
WB [L]  
305-891-4511

Chavous, George  
TK [N]  
305-888-1685

Clark, John  
ABC/R&B [L]  
305-557-1758

Gibson, Jack  
Spring Rec. [R]  
305-423-4931

Hargrave, Larry  
Independent [L]  
305-485-0291  
305-462-7661

Johnson, Gary  
Capitol [L]  
305-592-3810

Lambert, Eddie  
Polydor-MGM [L]  
305-592-6839

Lester, Wayne  
A&M [L]  
305-685-7601.

Luthin, George  
Capitol [L]  
305-592-3810

Mazzeta, Tom  
Phonogram-Merc [L]  
305-592-6839

Moore, Tom  
Independent [I]  
305-431-8472

Perry, Bob  
Heilicher Bros. [L]  
305-685-7601

Prager, Mike  
Atlantic  
305-891-4511

Preskell, Moe  
TK Records [N]  
305-888-1685

Schavous, George  
TK Records [N]  
305-888-1685

"DELIVERING  
THE SOUTH"



TIM RILEY  
AND FRIENDS

(205) 251-2211

Schaeffer, Gary  
TK Records [N]  
305-888-1685

Schwartz, Marty  
Elektra-Asylum [L]  
305-891-4511

Sgro, Tom  
Columbia [L]  
305-893-7030

Smiley, Howard  
TK Records  
305-888-1685

Smith, Milton  
TK Records  
305-888-1685

Van Durand, Ken  
RCA [L]  
305-871-2287

Witsell, Ralph  
MCA [L]  
305-592-5140

Zimmerman, Train  
ABC  
305-274-4127

**MINNEAPOLIS**

Benson, Pamela  
Atlantic [L]  
612-835-7253

Boylan, Brian  
MCA [L]  
612-332-7428

Burd, David  
Capitol [L]  
612-927-4522

Diamond, Gary  
Arista [R]  
612-544-4201

Geslin, Ron  
RCA [L]  
612-831-5404

Golden, Alan  
Elektra-Asylum [L]  
612-835-7225

Goreman, Thom  
A&M [L]  
612-544-4201

Haneca, Gloria  
Heilicher Bros. [R]  
612-544-4201

Kehr, Timothy  
20th Century [R]  
612-929-5146

Knodle, Kerry  
ABC [L]  
612-920-1143

Lee, Doug  
Independent [I]  
612-544-4487

Massie, Steve  
Phonogram [L]  
612-560-3753

Matthews, John  
Capitol [L]  
612-927-4522

McDevitt, Steve  
Epic [L]  
612-831-8626

Rooney, Brian  
WB [L]  
612-835-7255

Shultz, Cliff  
Capitol [L]  
612-927-4522

Siegel, Cliff  
WB [R]  
612-835-7255

Walker, Bob  
Independent [I]  
612-789-6637

Westcott, Mark  
Columbia [L]  
612-831-8626

Wolk, Nate  
Private Stock [L]  
612-374-9494

Yastic, Ken  
Columbia  
612-831-8626

**NASHVILLE**

Adams, Ted  
Music City [L]  
615-255-7315

Benson, Robert Jr.  
Heart Wrng. Impact  
Rec. [N]  
615-254-1051

Bundy, Ray  
Music City [L]  
615-255-7315

Casey, Joe  
Columbia [N]  
615-259-4321

Chellman, Chuck  
Independent [I]  
615-329-9256

Conklin, Wade  
Buddah [R]  
615-242-1843

Cook, Glen  
IRDA  
615-244-7783

Davis, Ted  
Monument/C&W [N]  
615-244-6565

Ezell, David S  
Independent [I]  
615-834-5550

Fletcher, Terry [N]  
Elektra-Asylum/C&W  
615-383-6461

Fisher, John  
Hittsville [R]  
615-356-9201

Flood, Chuck  
Capitol/C&W [N]  
615-244-1842

Galante, Joe  
RCA/C&W [N]  
615-244-9880

Hand, Pam  
Polydor-MGM [L]  
615-244-8484

Hawkins, Hylton  
UA/C&W [R]  
615-255-7315

Hunter, Nick  
Punboy/C&W [N]  
615-244-6969

Keeley, Ed  
Capitol/C&W  
615-244-1842

Lawrence, Joanie  
Phonogram-Merc [L]  
615-292-4583

Leffel, Frank  
Phonogram-Merc [N]  
615-244-3938

Lovelace, Paul  
Monument [N]  
615-244-6565

Mascola, Eddie  
RCA [R]  
615-244-9880

McEntee, Tom  
GRT [N]  
615-383-0800

Mims, Chuck  
Spring [R]  
615-385-2731

Ornage, Allan  
Alshire [N]  
615-256-7162

Patton, Bob  
Independent [I]  
615-833-8909

Peacock, Michelle  
Capitol [L]  
615-244-1842

Poindexter, Bill  
ABC-Dot  
615-385-0840

Pride, Jack  
Polydor/MGM [N]  
615-244-8484

Seabolt, Jerry  
UA [L]  
615-329-9356

Sharp, Jim  
Columbia [L]  
615-244-6565

Shults, Lynn  
UA [N]  
615-244-9880

Solinski, Nancy  
Independent [I]  
615-834-5550

Steinhauer, Matt [N]  
Heart Wrmg. Impact  
615-254-1051

Sun, Joe  
London/C&W [N]  
615-255-2675

Suttle, Mike  
Elektra-Asylum [L]  
615-383-6461

Theis, Arnold  
Alshire [N]  
615-256-7162

Tsllis, Leon  
MCA [L]  
615-256-7017

Vail, Fred  
GRT [N]  
615-383-0800

Williams, Bill  
Capitol/C&W [N]  
615-244-1842

Woodward, David  
Intl. Rec Dist [N]  
615-244-7783

Wood, Curtis  
Country Intl. [N]  
615-255-8076

Wunsch, Roy  
Epic/C&W [N]  
615-259-4321

**NEW ORLEANS**

Barrett, Jerry  
WB [L]  
504-288-6166

Chaisson, Stan  
Independent [I]  
504-282-2056

Delatte, Mel  
ABC [L]  
504-455-6750

Moorehead, Walter  
Atlantic [L]  
504-523-0684

Pillott, Fred  
Columbia [L]  
504-524-4546

Robin, Bob  
Independent [I]  
504-837-4180

**NEW YORK**

Able, Bill  
Independent [I]  
212-875-4573

Acosta, Teddy  
Salsoul [N]  
212-889-7340

Allberte, Ric  
Elektra-Asylum [R]  
212-484-8030

Amols, Merv  
Capitol [L]  
201-247-3573

Armond, Gene  
UA [R]  
212-575-4931

Axler, Judy  
Capitol [N]  
212-757-7470

Barnes, Reggie  
De-Lite [R]  
212-757-6770

Ball, Tina  
London  
212-675-6060

Boss, Harry  
MCA [L]  
212-759-7500

Beece, Michael  
RCA [N]  
212-598-8204

Berg, Doree  
RCA [L]  
212-598-8837

Birmingham, Roy  
Roulette [L]  
212-757-9880

Bernardo, Ms. Mike  
Columbia/R&B [L]  
212-898-1900

Blardo, Joshua  
Chrysalis [R]  
212-535-1292

Bly, Stan  
Arista [N]  
212-751-6081

Brown, John  
ABC/R&B [L]  
212-581-7777

Brown, Paul  
Independent [I]  
212-687-3071

Bullard, Clarence  
Atlantic/R&B [L]  
212-484-8580

Buttice, Gary  
Bearsville  
212-751-7030

Caviano, Ray  
TK Records/Disco [N]  
212-752-0160

Cataldo, Bill  
Atlantic  
212-484-8580

Chambers, Robert  
MCA [L]  
212-759-7500

Chatman, Denise  
Salsoul/Disco  
212-889-7340

Chavous, George  
Columbia/R&B [R]  
212-898-1900

Chlanda, Sheila  
Columbia [N]  
212-975-5275

Colberg, Dan  
Columbia [R]  
212-898-1900

Colbert, Phil  
London/R&B [N]  
212-675-6060

**Report Radio Quarterly Report Radio Quarterly Report Ra**

Colquitt, Gil Columbia 212-898-1900	Free, Ray Epic [L] 212-898-1900	Jaffe, Jerry Polydor [N] 212-399-7100
Cooper, Parry Arista [N] 212-757-6081	Friedman, Larry ABC [L] 212-581-7777	Jeffries, Jim Epic [N] 212-975-5281
Cossie, Tom Buddah [N] 212-582-6900	Frischia, Joe Audiofidelity [N] 212-757-7111	Jerome, Bill TK Records [N] 212-484-8580
Cresson, Steve Amherst [L] 201-964-6222	G., Rocky Rocky G. Promo [I] 212-582-2748	Johnson, Hillery Atlantic/R&B 212-484-6000
Cruickshank, Carol Arista/R&B [N] 212-489-7400	Gabriel, Howard Yazoo-Blue Goose [N] 212-255-3698	Kane, Peter WB [L] 212-832-0950
Dann, Laurel Vanguard [N] 212-255-7732	Gardner, Ann Famous Music 212-333-3410	Karamanos, Sam Arista [N] 212-757-6081
D'Ariano, Ray MCA [L] 212-759-7500	Gayles, Juggie Independent [I] 212-454-6593	Katzman, Gertie Capitol [N] 212-757-7470
Davies, John NY Times Pub. 212-593-8200	Geller, Arnfe Polydor [N] 212-977-7000	Kije, Thomas Independent [I] 212-247-2159
Dempsey, Don Columbia 212-975-5261	Gilreath, Eddy WB [R] 212-832-0950	King, Larry Atlantic [N] 212-484-6000
Donelson, Chip [N] Polydor-MGM/R&B 212-977-7000	Goodman, Barry MCA [L] 212-759-7500	Klefner, Michael Arista/LP [N] 212-757-6081
Emil, Sue Big Tree [N] 212-489-0955	Gordon, Dennis Roulette-Pyramid [N] 212-757-9880	Kilne, Dick Atlantic [N] 212-484-6000
Erim, Tunc Atlantic/AOR [N] 212-484-6000	Hall, Jerre London [N] 212-675-6060	Knesz, Margo Atlantic [N] 212-484-6000
Faber, Nadeleine Columbia [L] 212-898-1900	Harris, Ray RCA/R&B [N] 212-598-8777	Kreisberg, Jack Buddah 212-582-6900
Falbert, Hank Arista [N] 212-751-6081	Hauer, Gunter Atlantic/MOR [N] 212-484-6000	Krell, Stan Brut [N] 212-675-6060
Faraci, Vince Atlantic [N] 212-484-8161	Henke, Kathy London [N] 212-657-6060	La Patin, Nat Vanguard [N] 212-255-7732
Farber, Ron A&M [R] 212-826-0477	Hurley, Ed Vanguard [R] 212-255-7732	Lawnter, Allen Lifesong 212-752-3033
Fisher, Earlean ABC [L] 212-581-7777	Hynes, Ed Columbia [R] 212-898-1900	Lawton, Clarence 201-833-8038 201-833-8088
Fishkin, Paul Bearsville [N] 212-751-7030	Irizarry, Iris De-Lite [N] 212-757-6770	Leeds, Harvey Columbia [R] 212-898-1900

Leeds, Steve  
Atlantic  
212-484-6000

Leslie, Ira  
Roulette-Pyramid [N]  
212-757-9880

Lewow, Louis  
Private Stock [N]  
212-397-1600

Libowi, Judy  
Atlantic/College [N]  
212-484-6000

Lott, Alan  
Buddah [N]  
212-582-6900

Love, Noel  
Private Stock [N]  
212-397-1600

MacDonald, Gerry  
Choice Records  
516-671-7299

Mack, Richard  
Columbia [N]  
212-975-4321

Maria, Nick  
Atlantic [R]  
212-484-8580

Matthews, Matty  
Columbia [L]  
212-898-1900

McKilroy, Kathy  
Salsoul [N]  
212-889-7340

Mellillo, Dom  
Country Intl. [N]  
212-581-5516

Monteiro, Stan  
Columbia [N]  
212-975-5275

Montgomery, Jean  
Buddah [N]  
212-582-6900

Moore, Norm  
Apex Martin [L]  
201-923-7474

Morrell, Dave  
20th Century [R]  
212-397-8552

Mosley, Ron  
RCA/Special [N]  
212-598-5900

Nakano,Carolynn  
London [N]  
212-675-6060

Nestro, Frank  
Alpha Dist. [R]  
212-586-6200

O'Brien, Walter  
ATV-Pye/FM [N]  
212-826-9636

Olivieri, Mike  
WB [R]  
212-832-0950

Palmese, Jane  
Island [L]  
212-757-5026

Palmese, Richard  
Arista [N]  
212-489-7400

Parsons, Matt  
Capitol/R&B [N]  
212-757-7470

Payne, Jake  
Country Intl. [N]  
212-581-5516

Perls, Nick  
Yazoo-Blue Goose  
212-255-3698

Pilot, Mike  
Columbia [N]  
212-975-5275

Powell, Tim  
Fantasy [R]  
212-757-2134

Price, Stan  
De-Lite [N]  
212-757-6770

Puvogel, Kenny  
WB [L]  
212-832-0950

Roberts, Randy  
Polydor-MGM [L]  
212-977-7000

Robinson, Primus  
Atlantic/R&B [N]  
212-484-6000

Rodriguez, Ruben  
Motown/Black [M]  
212-345-5841

Rosen, Herb  
Independent [I]  
212-799-5220

Rosen, Howard  
Private Stock [N]  
212-397-1600

Rosengard, Beth  
Atlantic [N]  
212-484-6000

Rosengardner, Vince  
Atlantic [N]  
212-484-6000

Rosner, Ben  
Independent [I]  
212-765-2342

Ross, Jerry  
Malverne Dist. [L]  
212-392-5700

Rossi, George  
WEA [L]  
212-484-4850

Rubin, Norman  
TK Records  
212-752-0160

Ruppert, Fred  
Polydor-MGM [N]  
212-977-7000

Russo, Bob  
Lifesong [R]  
212-752-3033

Ryan, Kathy  
De-Lite [N]  
212-757-6770

Scaffidi, Len  
Sire-Passport [N]  
212-595-5500

Sherwood, Bob  
Columbia [N]  
212-975-5275

Shindler, Bruce  
Elektra-Asylum [L]  
212-484-8580

Shifran, Jerry  
Independent/R&B [I]  
East Coast

Shulman, Moe  
Alpha Dist.  
212-586-6200

Siegel, Niles  
Polydor-MGM [N]  
212-977-7000

Simon, Arty  
Beta Dist. [R]  
212-239-0440

Sirota, Irwin  
Capitol/AOR  
212-757-7470

Slaughter, Vernon  
Columbia [N]  
212-898-1900

Sperling, Bruce  
Capitol [L]  
212-757-7470

- Spero, Harry  
Midland Rec. [N]  
212-541-5100
- Spitalsky, Bill  
Spring [N]  
212-581-6100
- Staton, Bill  
CTI Records [N]  
212-489-6120
- Stiles, Cal [N]  
Roulette-Pyramid/R&B  
212-757-9880
- Swig, Rick  
Epic [R]  
212-898-1900
- Talbert, Hank  
Arista/R&B [N]  
212-489-7400
- Tessman, Bruce  
WEA [L]  
212-484-4850
- Thomas, George  
Country Intl.  
212-581-5516
- Todd, David  
RCA/Disco [N]  
212-598-5900
- Totoian, Rich  
A&M  
212-826-0477
- Vanderbilt, Dick  
Big Tree [N]  
212-489-0955
- Vargas, Sammy  
Phonogram-Merc. [L]  
212-233-6062
- Wallach, Mickey  
ABC [L]  
212-581-7777  
516-883-8772
- West, Frank  
RCA/R&B [L]  
212-598-8837
- OKLAHOMA CITY**
- Tyler, Pete  
Independent [I]  
405-427-7266
- PHILADELPHIA**
- Abrams, Barry  
Arista [L]  
215-232-6950
- Alden, Rick  
Atlantic [L]  
609-234-5600
- Armour, Jerry  
Phonogram-Merc. [L]  
609-667-1516
- Baltzell, Joe  
Elektra-Asylum [L]  
609-234-5600
- Betencourt, John  
RCA [R]  
609-779-0920
- Brooks, Alonzo  
Pearl Harbor [N]  
215-747-0613
- Campellone, Joe  
Chips Dist/Pop [L]  
215-226-4600
- Cervino, Rich  
RCA [L]  
609-779-0920
- Cohen, Larry  
Universal Dist. [L]  
215-232-6950
- Collier, George  
Atlantic [R]  
609-234-5600
- Combs, Harry  
Phila. Intl. [N]  
215-985-0900
- Cox, Pat  
Argus  
609-939-0034
- Davis, Jim  
Universal Dist.  
215-232-3333
- Dee, Buddy  
Atlantic/R&B  
609-234-5600
- Desipio, Fred  
Independent [I]  
215-260-9429
- Edmondson, Al  
Universal Dist. [L]  
215-CE2-6950
- Field, Arthur  
Capitol [L]  
215-835-2450
- Gordon, Herb  
Columbia [L]  
215-839-0246
- Hendricks, Billy  
Independent [I]  
215-365-2751
- Johnson, Chappy  
Motown/R&B [R]  
215-848-3683
- Johnson, Varnell  
UA/R&B [R]  
215-232-6950
- Kanofsky, Len  
MCA [L]  
609-854-5810
- Kennedy, Biff  
Epic [L]  
215-839-0246
- Kennedy, Tom  
Universal Dist. [L]  
215-232-6950
- Martin, Marcus  
Chips Dist./R&B [L]  
215-226-4600
- McKissick, Armand  
Columbia/R&B [L]  
215-839-0246
- Milanese, Ray  
WB [L]  
609-234-5600
- Papper, Peter  
Argus [R]  
609-939-0034
- Patterson, Gabby  
Casablanca/Black [R]  
215-726-3483
- Pitts, Greg  
Atlantic/Black [L]  
609-234-5600
- Richards, Reds  
Epic [R]  
215-975-5281
- Rudman, Kal  
Independent [I]  
609-428-8640
- Sciarra, Frankie  
Independent [I]  
215-839-7950
- Silber, Gil  
Polydor-MGM [L]  
609-667-3190
- Silver, Bobbi  
Island [R]  
215-922-6774
- Singer, Matty  
ABC  
609-858-6464
- Spratley, Leonard  
Pearl Harbor [N]  
215-747-0613

Tambura, Rich  
ABC  
609-858-6464

Uncango, Chris  
Atlantic [L]  
609-234-5600

Vogel, Sam  
Universal Dist. [L]  
215-232-3333

**PHOENIX**

Rivers, Fred  
Assoc. Dist. [R]  
602-278-5584

Souvall, Patty  
Alta Dist. [L]  
602-269-1411

Turner, Bruce  
Alta Dist. [L]  
602-269-1411

**PITTSBURGH**

Kelly, Dan  
WB [L]  
412-562-0909

Turner, Leo  
Independent [I]  
412-441-7440

Wallace, Mark  
WB [L]  
412-562-0909

Zurich, Bob  
Island  
412-835-8030

**RALEIGH**

Brooks, Billy  
De-Lite [L]  
919-784-5204

Senn, Rob  
Epic [L]  
919-781-4359

Senn, Rob  
Epic [L]  
919-781-4359

**RICHMOND**

Kimmel, David  
WEA [L]  
804-355-2972

**SAN FRANCISCO**

Avner, Freddie  
PRT [L]  
415-451-1318

Bettencourt, John  
ABC [L]  
415-673-3050

Blume, Augie  
27th Music Promo  
415-457-0215

Blume, Nancy  
27th Music Promo  
415-457-0215

Bravey, Brad  
MS Dist. [L]  
415-981-1210

Brown, Mick  
Independent [I]  
415-282-5798

Calloway, Walt  
Atlantic/R&B [L]  
415-441-6111

Campbell, Jack  
UA [L]  
415-981-8787

Chaltas, George  
Columbia  
415-495-6910

Forman, Dave  
RCA  
415-864-7900

Forster, Dick  
Independent [I]  
415-388-3071

Galliani, Rick  
A&M  
415-981-1210

Galliani, Lou  
Elektra-Asylum [R]  
415-441-6111

Hix, Bruce  
Rec. Merch. [I]  
415-285-0959

Jones, J.J.  
KMI Prod.  
415-562-5505

Karp, Larry  
Rec. Merch. [L]  
415-285-0959

Keane, Bert  
WB [L]  
415-441-6111

Kilmartin, Mike  
MS Dist. [L]  
415-981-8787

Leaver, Rosemary  
27 Music  
415-457-0215

Mangrum, George  
MCA [L]  
415-543-6880

Marcus, Cristie Joi  
Fantasy [N]  
415-549-2500

Marshall, Dave  
Fantasy [N]  
415-549-2500

Middag, Ron  
Independent [I]  
415-457-5722

Newman, Joel  
Epic [L]  
415-495-6910

Newmark, David  
RCA [R]  
415-864-7900

O'Shea, Bud  
Epic [R]  
415-495-6910

Pruski, Phil  
PRT [L]  
415-451-1518

Reuther, Kenny.  
London  
415-441-6333

Salstone, Susan  
MS Dist [L]  
415-981-1210

Schialdler, Bruce  
Elektra-Asylum [L]  
415-441-6111

Shields, Jack  
MS Dist.  
415-223-2611

Tashjman, Ralph  
Independent  
415-282-5798

Thompson, Sandy  
Capitol [L]  
415-771-3210

Traeger, Jeff  
Polydor-MGM [L]  
415-383-6300

Ursery, Bob  
Fantasy/R&B [N]  
415-549-2500

**Radio Quarterly Report Radio Quarterly Report Radio Quarterly Report**

Walters, Carl  
WB [L]  
415-441-6111

Williams, Karen  
Arista [L]  
415-981-1210

Zell, Michael  
27th Music Promo  
415-457-0215

**SEATTLE**

Alhadeff, Michael  
Ariola [L]  
206-632-7107

Bergamo, Al  
Craig Corp.  
206-575-0294

Brett, Sue  
WB [L]  
206-575-0190

Chance, Dave  
Elektra-Asylum [L]  
206-575-0190

Feldman, Gregg  
ABC  
206-365-2009

Flynn, Dan  
ABC/Dist. [L]  
206-763-8600

Holiday, Dan  
20th Century [R]  
206-763-8600

Morris, Jerry  
Independent [I]  
206-937-3950

Murray, Chris  
Chelsea [R]  
206-745-0196

Nesbitt, Robert  
ABC [L]  
206-763-8600

Reymann, Larry  
Columbia [L]  
206-575-0931

Richter, Nancy  
RCA [L]  
206-242-5710

Rowley, Michael  
RCA Dist. [R]  
206-763-8600

Scharbert, Bob  
A&M  
206-763-8600

Siler, Sandy  
Atlantic [L]  
206-575-0190

Smith, Bob  
Columbia [L]  
206-575-0296

Yazzolino, Gwen  
UA [R]  
206-763-8600

Zafhier, Fres  
Epic [L]  
206-575-0295

**SHREVEPORT**

Lewis, Lenny  
Stan's Records [L]  
318-222-7182

**ST. LOUIS**

Anderson, Kim  
WB [L]  
314-862-1030

Bence, Carl  
Hittsville Dist. [L]  
314-997-1800

Bingslager, Randy  
Polydor [L]  
314-878-4695

Bruner, Glen  
Roberts Rec. Dist. [L]  
314-621-7171

Burman, Jean  
MCA [L]  
314-291-7744

Couzart, Mel  
Independent [II]  
314-533-7957

Denonovich, Gene  
Columbia [L]  
314-878-4004

Eiz, Ron  
Columbia [R]  
314-878-4004

Kranzberg, Scott  
Hittsville Dist [L]  
314-997-1800

Lemoins, Mike  
Roberts Dist. [L]  
314-621-7171

Martinovich, Mike  
Epic [L]  
314-878-4004

Murphy, Bud  
Atlantic [L]  
314-862-1030

Rollison, Earl  
Columbia  
314-878-4004

Salah, Jim  
Independent [I]  
314-652-8183

Schnepp, Ray  
WB [L]  
314-434-8573

Schwan, Richard  
Epic [R]  
314-878-4004

Seibe, Steve  
RCA  
314-567-5081

Swengros, Dave  
Columbia  
314-878-4004

Williams, Mike  
RCA/Black [R]  
314-567-5081

**TAMPA**

Schoenberger, John  
ABC [L]  
813-985-1793

**TOPEKA**

Ware, Dick  
Columbia [L]  
913-432-0582

**WASHINGTON**

Block, Bernie  
De-Lite [R]  
202-757-6770

Bowie, Gerald  
Schwartz Bros. [L]  
202-529-5700

**WICHITA**

Miller, Mal  
Friends II Music [L]  
316-686-7496

**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 ACCOMMODATIONS:** 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 56c; two bedroom apartment (unfurnished) \$205; state sales tax 4%; city income tax 1.5%; state income tax 1½ to 3¼ %. **GRASS:** Pretty lax attitude overall.

**SUMMARY:** PD Bobby Knight moves from WCUE to WKKD (formerly WCUE-FM). Acceptance of WKKD's new 50KW was "immediate and impressive in the Akron/Canton area. Akron is divided in musical tastes - West-Rock & Roll; South-more Country; North Akron-MOR and Blues; East-almost all Soul. Interesting that two of the highest rated radio stations in this market are located in Cleveland. The average age range is 18 to 40. Radio people frequent Balaun's Village Restaurant, Iacomini's, Brown Derby, Marcells, and the Gallery. Good clubs for Akron are the Big Apple and Red's. Akron could definitely be called a hotbed of sports. Professional teams include baseball, basketball, football, hockey, tennis and bowling. In fact, a Bowling Hall of Fame has just recently been completed here and the World Series of Bowling is held here. The universities are also very competitive in sports amongst themselves. At least 35% of the people who attend professional functions in nearby Cleveland are from the Akron-Canton area.

**AM**

<b>WAKR</b>	<b>1590</b>	<b>MOR</b>
<b>WCUE</b>	<b>1150</b>	<b>Top 40</b>
<b>WHLO</b>	<b>640</b>	<b>News</b>
<b>WKNT</b>	<b>1520</b>	<b>MOR/Black</b>
<b>WSLR</b>	<b>1350</b>	<b>Modern Country</b>

**FM**

<b>WAEZ</b>	<b>97.5</b>	<b>Beautiful</b>
<b>WKDD</b>	<b>98.5</b>	<b>AOR</b>
<b>WKNT</b>	<b>100.1</b>	<b>MOR/Black</b>
<b>WDBN</b>		<b>Beautiful</b>



**ALBANY—SCHENECTADY—TROY, NEW YORK**

**RANK - 42. POPULATION:** Metro 797,800/TOTAL 1,262,400 (Black 3%). **ECONOMY:** Major employers are Sterling Drug, Niagara Mohawk, State of New York, New York Telephone, Albany Medical Center. **HOME OF:** 17 colleges and universities. **RECOMMENDED ACCOMMODATIONS:** Sheraton Roundtown, Hyatt House, Americana Inn (near airport). **SPECIAL PLACES OF INTEREST:** Saratoga Spa, Lake George, The Adirondack Mountains. **COST OF LIVING:** Regular gas 55.9c; 1-bedroom apt \$250 furn, \$180 unfurn. **GRASS:** Use with caution. **SALARIES:** DJs average \$165-300/week. **SUMMARY:** During the last quarter WWOM has quietly dropped beautiful music in favor of Bonneville's MOR service. WSHH and WROW-FM took advantage of this change to try to grab WWOM's listeners. People in radio don't spend much time together because it is such a competitive market within itself. The Fountains and Saratoga Performing Arts Center are the concert facilities. Saratoga, about 40 miles away, provides most of the entertainment with the horse racing season and concerts in the summer. The two favorite restaurants are Gideon Putnam (also a hotel) and the Country Gentleman. Near all three cities is the proverbial hotel strip, with the Turf Inn (also has a locally favorite club) and the usual chains. Albany is the capital of the Empire State; the whole state government complex is here. Port of Albany is a world port. The people are conservative, and that includes the colleges.

**AM**

<b>WABY</b>	<b>1400</b>	<b>News</b>
<b>WGY</b>	<b>810</b>	<b>Ad. Contemp.</b>
<b>WHAZ</b>	<b>1330</b>	<b>Religious</b>
<b>WOKO</b>	<b>1460</b>	<b>Country</b>
<b>WPTR</b>	<b>1540</b>	<b>Top 40</b>
<b>WQBK</b>	<b>1300</b>	<b>Talk</b>
<b>WQBK</b>	<b>1300</b>	<b>Talk</b>
<b>WROW</b>	<b>590</b>	<b>Beautiful</b>
<b>WTRY</b>	<b>980</b>	<b>Top 40</b>
<b>WWWD</b>	<b>1240</b>	<b>Top 40</b>

**FM**

<b>WFLY</b>	<b>92.3</b>	<b>Top 40</b>
<b>WGFM</b>	<b>99.5</b>	<b>Top 40</b>
<b>WGNA</b>	<b>107.7</b>	<b>Mod. Country</b>
<b>WHRL</b>	<b>103.1</b>	<b>Beautiful</b>
<b>WSHH</b>	<b>106</b>	<b>Beautiful</b>
<b>WQBK</b>	<b>103.9</b>	<b>AOR</b>
<b>WROW</b>	<b>95.5</b>	<b>Beautiful</b>
<b>WWOM</b>	<b>100.9</b>	<b>MOR</b>



## ALBUQUERQUE, N.M.

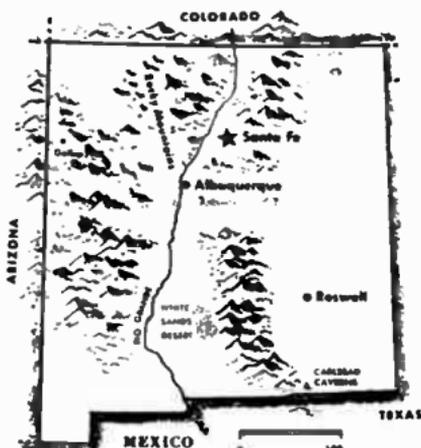
**RANK** - 91. **POPULATION**: Metro 306,100/Total 506,700 [Black 4%, Spanish/American 35%, Other 15%]. **ECONOMY**: Sandia Corp (nuclear study), electronics industry and Levi-Strauss are the major industries, Tourism. **HOME OF**: University of New Mexico, University of Albuquerque, Kirtland Air Force Base. **RECOMMENDED ACCOMMODATIONS**: Four Seasons, Hilton, Albuquerque Inn (downtown), Marina Hotel (airport), Holiday Inn, Sheraton Old Town. **SPECIAL PLACES OF INTEREST**: Sandia Peak Tramway (longest aerial tramway in North America), Old Town, Sandia Mountains (skiing). **COST OF LIVING**: Regular gasolines 57c; 1 bedroom apt (unfurn \$180, furn \$210; sales tax 4¼%. **GRASS**: Because of college influence there it's sort of okay. **SALARIES**: Disc jockeys average from \$125-500/wk. **SUMMARY**: Albuquerque is one of the oldest metropolitan cities in the nation. The Spanish and Indian cultural heritage of the city is evident everywhere. The people are conservative although median age is relatively young due to the colleges and Air Force Base. It is a fairly regular stop-off for tour groups. Concert facilities are Johnson Gym and the University stadium. DJs frequent El Monte's and Ned's. Other places to wine and/or dine are La Hacienda and High Noon in Old Town, and Elliot's Nest (disco).

### AM

KABQ	1350	Spanish
KAMX	1520	Spanish
KDAZ	730	Country/Span.
KNWZ	1150	News
KKIM	1000	Religious
KOB	770	MOR
KPAR	1190	Beautiful
KQEO	920	Top 40
KRKE	610	Top 40
KRZY	1450	Country
KZIA	1580	Talk

### FM

KHFM	96.3	Classical
KMYR	99.6	AOR
KOB	93.3	Beautiful
KPAR	100.3	Beautiful
KRKE	94.1	Modern Country
KRST	92.3	AOR



**ALLENTOWN-BETHLEHEM-EASTON, PA**

**RANK - 60. POPULATION:** Metro 510,000/Total 614,400 [Ethnic 8%]. **ECONOMY:** Major industries are Mack Truck, Bell Labs, Martin Guitars, Bethlehem Steel, Dixie Cups, Schaeffer Breweries, Kraft Foods. **HOME OF:** Lehigh University, Penn State and 7 other colleges and universities. **RECOMMENDED ACCOMMODATIONS:** Holiday Inn East & West (airport), Sheraton Motor Inn (downtown). **PLACES OF INTEREST:** Historic Bethlehem (founded 50 yrs before the revolution), Liberty Bell Shrine, Rose Gardens. **COST OF LIVING:** Regular gasoline 59.9 c; 1 bedroom apt \$210 furn, \$175 unfurn; sales tax 6%. **GRASS:** Relatively loose. **SALARIES:** Disc jockeys average from approximately \$120-195/wk. **SUMMARY:** This area is essentially exclusively a radio market, as all the TV comes from New York or Philadelphia (except one new station). This is the third largest population area in Pennsylvania. There is a higher-than-average median age made evident by the radio stations that dominate the market. Radio here is greatly influenced by New York City and Philly, both being within easy driving distance. Kutztown State and Muhlenburg are the major concert colleges. A couple of the most attended clubs are Phase 5, The Mirage, The Library and R.A.'s Place. In the last 10 years there has been an influx of people that has balanced the once obvious "Pennsylvania Dutch" background attitude.

**AM**

<b>WAEB</b>	<b>790</b>	<b>Adult Contemp</b>
<b>WCRV</b>	<b>1580</b>	<b>Modern Country</b>
<b>WEEX</b>	<b>1230</b>	<b>Adult Contemp</b>
<b>WEST</b>	<b>1400</b>	<b>Talk</b>
<b>WGPA</b>	<b>1100</b>	<b>Oldies</b>
<b>WHOL</b>	<b>1600</b>	<b>Country</b>
<b>WKAP</b>	<b>1320</b>	<b>Adult Contemp</b>
<b>WSAN</b>	<b>1470</b>	<b>AOR</b>

**FM**

<b>WEZV</b>	<b>95.1</b>	<b>Adult Contemp.</b>
<b>WFMZ</b>	<b>100.7</b>	<b>Varied/Talk</b>
<b>WLEV</b>	<b>96.1</b>	<b>Hit Parade</b>
<b>WQQQ</b>	<b>99.9</b>	<b>Beautiful</b>
<b>WXKW</b>	<b>104.1</b>	<b>Beautiful</b>



**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 ACCOMMODATIONS:** With the airport about 21 miles away the closest to all is Sheraton Motor Inn. **PLACES OF INTEREST:** Horseshoe Curve, Baker Mansion, Lakemont Park. **COST OF LIVING:** Regular gas 52.9c; 1 bedroom apt \$175 furn, \$125 unfurn; sales tax 6%, income tax 2%. **SALARIES:** DJs average \$150-200/wk. **SUMMARY:** The radio market has been stable for the past year. The only recent change has been WFBG discontinuing their affiliation with ABC to become the first CBS FM station in the country — they are live as of January 3, 1977. The market is getting more competitive in radio, causing an upswing in interest here. Jocks might frequent The Pub; other places to go are The Grouse's Nest (Sheraton), Sid's Lounge, and the Box Seat. The major urban problem is housing — rehabilitated projects are not rebuilding fast enough. Altoona is situated in a valley which makes the entire area scenically beautiful with clean air. The people are generally conservative.

**AM**

<b>WFBG</b>	<b>1290</b>	<b>Top 40</b>
<b>WKMC</b>	<b>1370</b>	<b>Country</b>
<b>WRTA</b>	<b>1240</b>	<b>MOR</b>
<b>WVAM</b>	<b>1430</b>	<b>Top 40</b>

**FM**

<b>WFBG</b>	<b>98.1</b>	<b>Beautiful</b>
<b>WHGM</b>	<b>103.9</b>	<b>Religious</b>
<b>WJSM</b>	<b>99.7</b>	<b>Religious</b>
<b>WVAM</b>	<b>100.1</b>	<b>Country</b>



## AMARILLO, TX.

**RANK - 190. POPULATION:** Metro 124,400/Total 347,800 [Black 6,784, Spanish/American 8,205(Metro)]. **ECONOMY:** Iowa Beef Processing, American Smelting & Refinery, Bell Helicopters, Levi-Strauss, Cattle Feeding Industry. **HOME OF:** West Texas State, Amarillo Jr. College, Texas State Tech., West Texas State University. **RECOMMENDED ACCOMMODATIONS:** 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 gas 52c; 1 bedroom apt \$190 furn, \$160 unfurn; State sales tax 5%. **GRASS:** Up tight - 1 oz. misdemeanor). **SALARIES:** Disc jockeys average from approximately \$600 to \$1600 per month. **SUMMARY:** The people are conservative with an average median age. The market is getting more competitive for radio as the city is growing consistently. Some of the recommended places to hit if you have reason to be there are Rhett Butler's Restaurant (expensive), a club called Fuzzies (some live music), and Cross Timbers Restaurant. Sports are not a major interest here although they do have a minor baseball team. There is some good fishing in the area and the weather lends itself to being outdoors comfortably. The Civic Center Coliseum seats over 8000 for concerts.

### AM

KCAN	1510	Country
KDJW	1010	Modern Country
KGNC	710	MOR
KIXZ	940	Top 40
KPUR	1440	Top 40
KQIZ	1360	Adult Contemp
KZIP	1310	Country

### FM

KBUY	94.1	Country
KGNC	97.9	Beautiful
KQIZ	93.1	Adult Contemp.
KWAS	101.9	Religious



## ANCHORAGE, ALASKA

**RANK** - 146. **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, Ft. Richardson. **RECOMMENDED ACCOMMODATIONS:** The Convention Center of the North, among others. **PLACES OF INTEREST:** Everything from ice fishing to skiing. **COST OF LIVING:** 1 bedroom apt \$300 furn, \$275 unfurn. **SUMMARY:** It is interesting to note that 3 of the top 4 radio stations are automated, indicating a swing toward automation in the past year. A good place to find radio folks hanging out is the Bonfire Lounge. With the economy shifting to private industry, the growth of the city is intense. Anchorage is not known for convention centers, but is billed as the Air Crossroads of the World. Winter, understandably, is not the social season. At this point, and for the next 2 or 3 years, rental units will definitely not be scarce, nor is there a scarcity of homes, since pipeline construction is winding down.

### AM

<b>KANC</b>	<b>1080</b>	<b>Top 40</b>
<b>KBYR</b>	<b>700</b>	<b>News-Sports</b>
<b>KENI</b>	<b>550</b>	<b>News &amp; Contemp.</b>
<b>KQFD</b>	<b>750</b>	<b>MOR/Gold</b>
<b>KHAR</b>	<b>590</b>	<b>Beautiful (auto)</b>
<b>KYAK</b>	<b>650</b>	<b>Country (auto)</b>

### FM

<b>KGOT</b>	<b>101.3</b>	<b>AOR (auto)</b>
<b>KJZZ</b>	<b>102.1</b>	<b>Jazz</b>
<b>KKLV</b>	<b>103.9</b>	<b>Adult Cont. (auto)</b>
<b>KNIK</b>	<b>105.5</b>	<b>Beautiful</b>



**ANN ARBOR, MICH.**

**RANK - 139. POPULATION:** Metro 234,103/Total 109,000 [Black 7%, Other 2%]. **ECONOMY:** Aerospace research centers, private non-manufacturing, Ford & Chrysler plants. **HOME OF:** University of Michigan and at least 4 other colleges or jr colleges. **RECOMMENDED ACCOMMODATIONS:** Briarwood Hilton (airport), Campus Inn, Holiday Inn (downtown). **COST OF LIVING:** Regular gasoline .61c; one bedroom apt (furn) \$250 (unfurn) \$200; state sales tax 4%; state income tax 4.6%. **GRASS:** Five dollar law/fairly loose/they have a hash bash once a year. **SALARIES:** Disc jockeys average from approximately \$125 to \$225 per week. **SUMMARY:** A defined college town the people are sophisticated due to such a high percentage being employed by the universities. The stations here have to be concerned with Detroit as some of the stations come in to Ann Arbor loud and clear. There are many discos but a few of the most popular are Zelda's Green House and The Blue Frogge. There are also several good restaurants here (many ethnic): Chez Crepe, Gandhi Dancer and Seva. The median age here is 25 with such a large percentage of the population made up of students.

**AM**

<b>WAAM</b>	<b>1600</b>	<b>Adult Contemp.</b>
<b>WNRS</b>	<b>1290</b>	<b>Country</b>
<b>WPAG</b>	<b>1050</b>	<b>Talk/MOR</b>
<b>WSDS</b>	<b>1480</b>	<b>Modern Country</b>
<b>WYFC</b>	<b>1520</b>	<b>Religious</b>

**FM**

<b>WPAG</b>	<b>107.1</b>	<b>Same as AM</b>
		<b>Country at night</b>
<b>WIQB</b>	<b>102.9</b>	<b>AOR</b>



**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 Valley Tech Institute. **RECOMMENDED ACCOMMODATIONS:** Midway Motor Lodge, Guest House Inn, Pioneer Inn Resort. **PLACES OF INTEREST:** Worcester Art Center, Green Owl Home, Green Bay Packer Hall of Fame, Experimental Aircraft Assoc. Convention (summer). **COST OF LIVING:** Regular gas 52.9c; 1 bedroom apt \$190 furn, \$170 unfurn; sales tax 4%; state income tax graduated scale. **GRASS:** Beginning to loosen up. **SALARIES:** DJs average \$110-250/wk. **SUMMARY:** WAPL has just been sold, and their simulcasting will be discontinued, with the FM maybe going toward an MOR format. The cities are about 80 miles north of Milwaukee on Lake Winnebago and the Fox River. Basically a resort area, the atmosphere is relaxed and family-oriented. There's some great fishing and hunting around the area. Some of the clubs to know about are Fire Alarm, Captain's Hideaway, The Left Guard, Mr. Roberts, The Night Hawk and Bobby McGee's. For restaurants there's Alex's Crown, George's and The Captain's Steak Joint. The median age is over 27.

**AM**

<b>WAGO</b>	<b>690</b>	<b>Adult Contemp</b>
<b>WAPL</b>	<b>1570</b>	<b>Modern Country</b>
<b>WHBY</b>	<b>1230</b>	<b>Adult Contemp</b>
<b>WKAU</b>	<b>1050</b>	<b>Top 40</b>
<b>WNAM</b>	<b>1280</b>	<b>Top 40</b>
<b>WYNE</b>	<b>1150</b>	<b>Top 40</b>
<b>WYTL</b>	<b>1490</b>	<b>Modern Country</b>

**FM**

<b>WAPL</b>	<b>105.7</b>	<b>Modern Country</b>
<b>WKAU</b>	<b>104.9</b>	<b>Top 40</b>
<b>WMKC</b>	<b>96.7</b>	<b>Adult Contemp</b>
<b>WOSH</b>	<b>103.9</b>	<b>Top 40</b>
<b>WROE</b>	<b>94.3</b>	<b>Beautiful</b>



## 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 ACCOMMODATIONS:** Royal Coach Inn, Journey's Inn, Peachtree Plaza, Atlanta Hilton, Holiday Inn, Hyatt Regency (near airport), Omni Int'l. **PLACES OF INTEREST:** Six Flags, Stone Mountain, High Museum of Art, Theatre of the Stars, Chatahoochie River for rafting and canoeing and the Fox Theatre. **COST OF LIVING:** Regular gasoline 59c; 1 bedroom apt \$170 unfurn; state sales tax 3%; state income tax 1-6%. **GRASS:** Pretty up-tight. **SALARIES:** DJs average \$15-30,000/yr. **SUMMARY:** Stations in the area are trying to create more music flow on the air by rearranging their spots into longer commercial breaks. Atlanta is the state capital and one of the fastest-growing cities in the U.S. The median age is about average. The main clubs (discos have taken over here) are Xandua, Cisco's, Reflections, Bristols (live bands) and Coolies Electric Ball Room (live music). The main concert halls are The Omni (17,000), The Civic Center (5,500), and The Fabulous Fox (4500). Some of the restaurants recommended are Mimi's, The Sandpiper and Gregorie's. Music people can be found at Royal Coach Hotel, Tom Foolery, Holiday Inn (Marietta), and The Sonesta Hotel.

### AM

WAOK	1380	R&B
WAVO	1420	Religious
WCHK	1290	Country
WCOB	1080	Beautiful
WFOM	1230	Top 40
WGKA	1190	Classical
WGST	920	Adult Contemp
WGUN	1010	Religious
WHN	970	MOR
WQAK	1310	Jazz
WQXI	790	Adult Contemp
WRNG	680	Talk
WSB	750	News
WSSA	1570	Modern Country
WXAP	860	Jazz
WYNX	1550	Religious
WYZE	1480	Solid Gold
WPLO	590	Country

### FM

WBIE	101.5	Country
WCHK	105.5	Same as AM
WKLS	96.1	AOR
WLTA	99.7	Beautiful
WPCH	94.9	Beautiful
WPLO	103.3	Country
WQXI	94.1	Adult Contemp
WSB	98.5	Beautiful
WZGC	92.9	Top 40



**AUGUSTA, GEORGIA**

**RANK - 127. POPULATION:** Metro 278,900/Total 529,700 (Ethnic 44%). **ECONOMY:** Major employers are the military, The Medical Center, Continental Can, textiles, hospital supplies, and many diversified industries coming in. **HOME OF:** Ft. Bragg military base, medical and dental colleges of Georgia, Augusta College, Paine College. **RECOMMENDED ACCOMMODATIONS:** Thunderbird Inn, The Towers, Ramada Inn, Continental Masters Host Inn (airport), Executive House of Augusta (downtown). **PLACES OF INTEREST:** Confederate Powder Works, National Tournament Golf Course. **COST OF LIVING:** Regular gasoline 55.9c; 1 bedroom apt \$145 furn, \$125 unfurn; sales tax 3%; county tax 1%. **GRASS:** Relatively lax (over 1 oz. felony). **SALARIES:** DJs average \$90-300/wk. **SUMMARY:** George Fisher, a top MOR person in the area, moved from WGAC to WBIA, both of which had extensive staff changes. WBIA is now MOR and WGAC is adult contemporary. The people of Augusta are conservative and the influence of the colleges and medical schools gives the city an academic atmosphere. The city is industrially wealthy growing in leaps and bounds. It's a very competitive market mostly with Top 40 stations. Some of the favorite places to go are The Thunderbird Inn Restaurant and The Executive House restaurants, and The Town Tavern. The Man of War Lounge has live music. Belle Auditorium is the concert facility, but the city is building a coliseum.

**AM**

<b>WAKN</b>	<b>990</b>	<b>Top 40</b>
<b>WAUG</b>	<b>1050</b>	<b>Gospel</b>
<b>WBBQ</b>	<b>1340</b>	<b>Top 40</b>
<b>WBIA</b>	<b>1230</b>	<b>MOR</b>
<b>WFNL</b>	<b>1600</b>	<b>Mod. Country</b>
<b>WGAC</b>	<b>580</b>	<b>Adult Contemp.</b>
<b>WGUS</b>	<b>1380</b>	<b>Country</b>
<b>WLOW</b>	<b>1300</b>	<b>MOR</b>
<b>WRDW</b>	<b>1480</b>	<b>R&amp;B</b>
<b>WTHB</b>	<b>1550</b>	<b>R&amp;B</b>
<b>WVAP</b>	<b>1520</b>	<b>Country</b>

**FM**

<b>WAUG</b>	<b>105.7</b>	<b>Top 40 Contemp.</b>
<b>WBBQ</b>	<b>104.3</b>	<b>Top 40</b>
<b>WGUS</b>	<b>102.3</b>	<b>Easy Listening</b>
<b>WLOW</b>	<b>95.9</b>	<b>MOR</b>
<b>WNEZ</b>	<b>99.3</b>	<b>Easy Listening</b>
<b>WZZW</b>	<b>103.1</b>	<b>Hit Parade</b>



## AUSTIN, TEXAS

**RANK** - 92. **POPULATION:** Metro 303,600/Total 402,200 [Latin 14.9%, Other 11.9%]. **ECONOMY:** Financier thriving - land development. **HOME OF:** University of Texas, St. Edwards University, Huston-Tillotson, and several colleges and business schools. **SPECIAL PLACES OF INTEREST:** Moonlight Tower (installed 1885). **GRASS:** Extremely liberal. **SALARIES:** Disc jockeys average from approximately \$550 to \$1500 per month. **SUMMARY:** There is some controversy as to the current fate of progressive country in Austin. KIXL has switched from Solid Gold to religious programming. Pioneer Broadcasting bought KRMH and changed it to KCSW, going from rock to adult contemporary format. Bob Joseph is the new PD. Music and radio people can be found at Pelican's Wharf and the Magic Time Machine. A couple of clubs to try are the Armadillo World Headquarters and Castle Creek. Disco chains have also moved into the area. The area is beautiful, sort of nestled in the Texas hill country. The Texas economic boom has brought a lot of new people into Austin, where people are beginning to feel a job crunch. The amount of big-name acts who come into the area is phenomenal, considering its size. Concerts are held at the Municipal Auditorium.

### AM

KIXL	970	Religious
KLBJ	590	MOR
KNOW	1490	Top 40
KOKE	1370	Modern Country
KVET	1300	Country

### FM

KASE	100.7	Beautiful
KCSW	103.7	Adult Contemp.
KHFI	98.3	Top 40
KLBJ	93.7	AOR
KOKE	95.5	Prog. Country



**BAKERSFIELD, CA.**

**RANK - 105. POPULATION:** Metro 277,300/Total 436,300 [Spanish 15%, Black 8%]. **ECONOMY:** Oil, agriculture (No. 2 in national farm income). **HOME OF:** Cal State Bakersfield, Bakersfield College. **RECOMMENDED ACCOMMODATIONS:** Bakersfield Inn, Hilton Inn, Roadway. **SPECIAL PLACES OF INTEREST:** Lake Isabella, Kern River, Wine Tasting Rooms. **COST OF LIVING:** Regular gasoline 58.9c one bedroom apt (furn) \$190 (unfurn) \$165; state sales tax 6%. **GRASS:** Up-tight. **SALARIES:** Disc jockeys average from approximately \$500-900/month. **SUMMARY:** There have been format changes by many of the stations in the area. KGFM should be announcing their program changes at any moment. KUZZ, formerly 800, Modern Country, is moving to KBIS's slot at 970. KBIS ceases to exist. At 800 is KHIS with religious programming. KLYD AM and FM will split from simulcasting. KGEE is now All News, not Conversaion. KUZZ-FM changed its call letters to KKXX, and its format to AOR. KAFY went through an extensive staff turnover, and Richard W. Irwin is the new PD. The people here are very conservative and once settled in here they never seem to want to leave. When the stock market crash in '29 happened and the recent recession hit, neither really affected Bakersfield because it's so self-contained. La Mucchi's Tam O' Shanter (bar & food) is a regular stop-off for record and radio people. A couple of other places are The Mexicali, Bakersfield Inn and Maison Jaussaud. Otherwise, it's a pretty straight atmosphere.

**AM**

<b>KAFY</b>	<b>550</b>	<b>Top 40</b>
<b>KERN</b>	<b>1410</b>	<b>Top 40</b>
<b>KGEE</b>	<b>1230</b>	<b>News</b>
<b>KHIS</b>	<b>800</b>	<b>Religious</b>
<b>KLYD</b>	<b>1350</b>	<b>MOR</b>
<b>KPMC</b>	<b>1560</b>	<b>News</b>
<b>KUZZ</b>	<b>970</b>	<b>Mod. Country</b>
<b>KWAC</b>	<b>1490</b>	<b>Spanish</b>

**FM**

<b>KGFM</b>	<b>101.5</b>	<b>Ad. Contemp.</b>
<b>KHIS</b>	<b>96</b>	<b>Religious</b>
<b>KKXX</b>	<b>107.9</b>	<b>AOR</b>
<b>KLYD</b>	<b>94.1</b>	<b>MOR</b>



**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. **SPECIAL PLACES OF INTEREST:** Fort McHenry (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. **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$225 furn, \$200 unfurn; State sales tax 4%; state income tax varies. **GRASS:** Cool it! **SALARIES:** Jocks make minimum wage to \$20,000/yr. **SUMMARY:** The Arbitron scandal must be noted in news from here. Also, during the past quarter, WISZ was sold to the owners of WFBR and now is a Drake-Chenault subscriber. The city is one of mixed atmosphere. There is one section called "The Block" which is the home of the best-known burlesque houses and bars in the country. The historic Fells Point area is the scene of radio and sports people's hangouts such as Turkey Joe's and The Horse You Rode In On. Danny's is a good restaurant, and for clubs, try Pecora's and Hipopotamus. Baltimore is undergoing tremendous urban renewal, bringing new interest and vitality to the city proper. The Inner Harbor activities include major name free concerts, while The Lyric, Painters Mill, Center Stage, and the Civic Center house other concerts.

**AM**

<b>WAVE</b>	<b>860</b>	<b>AOR</b>
<b>WBAL</b>	<b>1090</b>	<b>MOR</b>
<b>WBMD</b>	<b>750</b>	<b>Country</b>
<b>WCAO</b>	<b>600</b>	<b>Top 40</b>
<b>WEBB</b>	<b>1360</b>	<b>Black</b>
<b>WFBR</b>	<b>1300</b>	<b>Adult Contemp.</b>
<b>WISZ</b>	<b>1590</b>	<b>Mod. Country (daytime)</b>
<b>WITH</b>	<b>1230</b>	<b>AOR</b>
<b>WSID</b>	<b>1010</b>	<b>R&amp;B/Oldies (daytime)</b>
<b>WTOW</b>	<b>1570</b>	<b>Religious</b>
<b>WWIN</b>	<b>1400</b>	<b>R&amp;B</b>

**FM**

<b>WBAL</b>	<b>97.9</b>	<b>News</b>
<b>WCAO</b>	<b>102.7</b>	<b>Classical</b>
<b>WDJQ</b>	<b>104.3</b>	<b>Top 40</b>
<b>WISZ</b>	<b>95.9</b>	<b>Adult Contemp.</b>
<b>WKTK</b>	<b>105.7</b>	<b>Progressive</b>
<b>WLIF</b>	<b>101.9</b>	<b>Beautiful</b>
<b>WLPL</b>	<b>92.3</b>	<b>Top 40</b>
<b>WMAR</b>	<b>106.5</b>	<b>Beautiful</b>
<b>WPDC</b>	<b>93.1</b>	<b>Country</b>
<b>WRBS</b>	<b>95.1</b>	<b>Religious</b>



**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 56c; one bedroom apt (furn) \$190 (unfurn) \$150. **GRASS:** Conservative attitudes but laws loosely enforced. **SALARIES:** Disc jockeys average from approximately \$8,000 to \$15,000 per year. **SUMMARY:** Baton Rouge is a true southern college town with heavy French influence. The people would be considered very conservative if not for the balance of the college population. It's also one of the stop-offs on the majority of the tour circuits. The Assembly Center is an absolutely beautiful facility and attendance records are excellent. Though radio people do not have any special hangouts, some good restaurants are Jack Sabin's and The Village. Clubs to try are the Cockpit, Carousel, and Embers.

**AM**

<b>WIBR</b>	<b>1300</b>	<b>Top 40</b>
<b>WJBO</b>	<b>1150</b>	<b>MOR</b>
<b>WKNR</b>	<b>1400</b>	
<b>WLBI</b>	<b>1220</b>	<b>Country/Gospel</b>
<b>WLCS</b>	<b>910</b>	<b>Top 40</b>
<b>WLUX</b>	<b>1550</b>	<b>Religious</b>
<b>WSLG</b>	<b>1090</b>	<b>Mod Country</b>
<b>WXOK</b>	<b>1460</b>	<b>R&amp;B</b>
<b>WYNK</b>	<b>1380</b>	<b>Mod Country</b>
<b>WAIL</b>	<b>1260</b>	<b>MOR (daytime)</b>

**FM**

<b>WFMF</b>	<b>102.5</b>	<b>AOR</b>
<b>WAFB</b>	<b>98.1</b>	<b>Adult Contemp.</b>
<b>WQXY</b>	<b>100.7</b>	<b>Beautiful</b>
<b>WYNK</b>	<b>101.5</b>	<b>Mod. Country</b>



## BEAUMONT—PORT ARTHUR—ORANGE, TEXAS

**RANK:** 99. **POPULATION:** Metro 286,900/Total 375,900 (Black 33%).  
**ECONOMY:** The major industries are petrochemicals, rice farming, and lumber. **HOME OF:** Lamar State University, Port Arthur College. **PLACES OF INTEREST:** The Southeast Texas State Fair, Neches River Festival, Spindletop Museum. **COST OF LIVING:** Regular gas 52¢; 1 bedroom apt \$210 furn, few unfurn available. State sales tax 5%. **GRASS:** Take care! **SALARIES:** DJs make minimum wage to \$1500/month. **SUMMARY:** A new station should be on the air in the first few months of 1977 — they've been working on it for about a year. Format, call letters, etc., are unknown at press time. Several changes have occurred during the past quarter: KBPO is now KQXY, Beautiful Music; KTRM FM is KIEL with a Beautiful, not Religious, format; KLVI has gone from Adult Contemporary to Country. There are new PDs at KLVI, KWIC and KAYC. The market is very competitive, with 15 stations in the area, also suffering from Houston penetration. Most of the Top 40 stations now have 4-hour board shifts. The people in the area are very conservative, with a major Cajun influence apparent. The area's claim to fame is as the birthplace of Janis Joplin, Johnny and Edgar Winter, and the most NFL players of any high school (Beaumont) in the country. Houston and Lake George are drivable for entertainment, but radio people in Beaumont can be found at Steak & Ale, Gallaghers, The Handlebar and Restaurant, or Al's (Pt. Arthur) for seafood. Discos have also invaded this area. Horse racing is only a few miles away, in Louisiana.

### AM

KAYC	1450	Top 40
KIEL	990	Beautiful
KJET	1380	Black
KLVI	560	Country
KOGT	1600	Adult Contemp.
KOLE	1340	Top 40
KPAC	1250	Block/MOR
KYKR	1510	Prog. Country

### FM

KAYD	97.5	Prog. AOR
KIEL	95.1	Religious
KOBS	104.5	Adult Contemp.
KPAC	98.5	Beautiful
KQXY	94.1	Beautiful
KWIC	108	Top 40
KYKR	93.3	Prog. Country



**BILOXI-GULFPORT, MISS.**

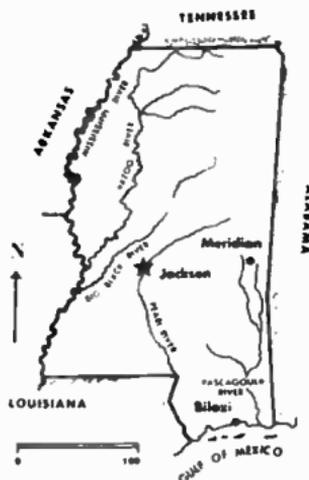
**RANK - 179. POPULATION:** Metro 46,497/Total 320,000 (Ethnic ECONOMY: Tourism, Keesler AFB, Seafood Industry, Shipbuilding, Steel Works, Government 70% of income. HOME OF: Keesler AFB (over 20,000 personnel). RECOMMENDED ACCOMMODATIONS: Magnolia Hotel (built in 1847), Hilton, Sheraton. SPECIAL PLACES OF INTEREST: Old French House, Beauvoir (last home of Jefferson Davis), Biloxi Lighthouse, Seafood Industry Trail, Magnolia Hotel Museum, 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. GRASS: Strict. SALARIES: Disc jockeys average from approximately \$125 to \$200 per week. SUMMARY: Biloxi is one of the oldest cities in the U.S., predating Mobile and New Orleans. The people are very traditionalized and take pride in keeping it that way. There are numerous places to see since so much of the city has been kept in tact from it's beginning. The Gulf Coast Colosium (seats 10,000) is due to open next summer and will be an excellent facility. The Sanger Theatre (seats 1245) and The Buena Vista Hotel (1500) are good existing facilities. If you want to take a friend to dinner try The Old French House (tons of atmosphere) and for clubs try Club 21, The River Queen (in the Sheridan), The Gringos Room, to name a few. Radio people's nightspots are the Ramada Longbeach and the Biloxi Queen Lounge (Sheraton).

**AM**

<b>WGCM</b>	<b>1240</b>	<b>MOR</b>
<b>WGUF</b>	<b>1130</b>	<b>Country</b>
<b>WLOX</b>	<b>1490</b>	<b>Adult Contemp</b>
<b>WROA</b>	<b>1390</b>	<b>Top 40</b>
<b>WVMI</b>	<b>570</b>	<b>Country</b>

**FM**

<b>WQID</b>	<b>93.7</b>	<b>Top 40</b>
<b>WROA</b>	<b>107.1</b>	<b>Beautiful</b>
<b>WTAM</b>	<b>102.3</b>	<b>Black</b>



**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 and 11 colleges. **RECOMMENDED ACCOMMODATIONS:** Kahler Plaza, Hyatt House, Sheraton, Parliament House. **PLACES OF INTEREST:** Vulcan (world's largest iron statue), Botanical Gardens, Jimmy Morgan Zoo, Morris Ave. **COST OF LIVING:** Regular gas 54c; 1 bedroom apt \$220 furn, \$180 unfurn; state sales tax 6%; state income tax 5%; occupational tax 1%. **SALARIES:** Disc jockeys average \$120-250/wk. **SUMMARY:** The people are southern conservative with a strong undercurrent of liberal young. The arts are emphasized. The climate is moderate, and it's 3 hours to the Gulf. The city is about 156 miles from Atlanta. Radio people can be found at Victoria Station or Morris House.

**AM**

<b>WAPI</b>	<b>1070</b>	<b>Top 40</b>
<b>WATV</b>	<b>900</b>	<b>Black</b>
<b>WBUL</b>	<b>1220</b>	<b>Black</b>
<b>WCRT</b>	<b>1260</b>	<b>Adult/MOR</b>
<b>WENN</b>	<b>1320</b>	<b>R&amp;B</b>
<b>WERC</b>	<b>960</b>	<b>Top 40</b>
<b>WJLD</b>	<b>1400</b>	<b>Black</b>
<b>WLPH</b>	<b>1480</b>	<b>Religious</b>
<b>WSGN</b>	<b>610</b>	<b>Top 40</b>
<b>WVOK</b>	<b>690</b>	<b>Top 40</b>
<b>WYAM</b>	<b>1450</b>	<b>Country</b>
<b>WYDE</b>	<b>850</b>	<b>Modern Country</b>

**FM**

<b>WAPI</b>	<b>94.5</b>	<b>Hit Parade</b>
<b>WDJC</b>	<b>93.7</b>	<b>Religious</b>
<b>WENN</b>	<b>107.7</b>	<b>R&amp;B</b>
<b>WERC</b>	<b>106.9</b>	<b>AOR</b>
<b>WQEZ</b>	<b>96.5</b>	<b>Beautiful</b>
<b>WZZK</b>	<b>104.7</b>	<b>Modern Country</b>



**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 ACCOMMODATIONS:** There are over 49 hotels equipped to handle conventions. Hvatt Regency, Colonnade, Sheraton Plaza. **PLACES OF INTEREST:** Tea Party Ship, many other museums and historical sites dating from the 1600s. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$250 furn, \$200 unfurn; state income tax 5%; sales tax 5% GRASS: Loose. **SALARIES:** DJs make around \$150-400/wk. **SUMMARY:** Among the recent changes are WRKO's new PD Les Garland. From CKLW Detroit, after JJ Jordan left. WCOP FM changed its call letters to WTTK - Progressive Country. WMEX is now part of NBC, not ABC network. George Taylor Morris has taken over Clark Schmidt's PD position at WCOZ. The seasons change drastically in Boston, so beware if you go there during the winter. Cape Code is just an hour away for resorting. Being a big concert town, the major facilities are the Boston Garden, The Music Hall, the Orpheum, and the fairly new Berklee Performance Center. Discos are The Kenmore, Kix, etc. Recommended restaurants are Lock-Obers, Joseph's and Cafe Budapest, to name a few of the more expensive ones. Good clubs where music/radio people can be found are the Jazz Workshop, Paul's Mall, and The Rat. The cost of living here is the 3rd highest in the continental U.S.

**AM**

<b>WBZ</b>	<b>1030</b>	<b>Adult Contemp</b>	<b>WILD</b>	<b>1090</b>	<b>Black</b>
<b>WCAP</b>	<b>980</b>	<b>MOR</b>	<b>WHET</b>	<b>1330</b>	<b>Gold</b>
<b>WCAS</b>	<b>740</b>	<b>AOR</b>	<b>WKOX</b>	<b>1190</b>	<b>MOR</b>
<b>WCCM</b>	<b>800</b>	<b>MOR</b>	<b>WLLH</b>	<b>1400</b>	<b>Top 40</b>
<b>WCOP</b>	<b>1150</b>	<b>Modern Country</b>	<b>WMEX</b>	<b>1510</b>	<b>Talk/Sports</b>
<b>WEEI</b>	<b>590</b>	<b>News</b>	<b>WRKO</b>	<b>680</b>	<b>Top 40</b>
<b>WEZE</b>	<b>1260</b>	<b>Beautiful</b>	<b>WRYT</b>	<b>950</b>	<b>Religious</b>
<b>WHDH</b>	<b>850</b>	<b>Adult Contemp</b>	<b>WUNR</b>	<b>1600</b>	<b>Ethnic</b>

**FM**

<b>WBCN</b>	<b>104.1</b>	<b>Progressive</b>
<b>WBZ</b>	<b>106.7</b>	<b>Top 40</b>
<b>WCGY</b>	<b>93.7</b>	<b>Top 40</b>
<b>WTTK</b>	<b>100.7</b>	<b>Country</b>
<b>WCOZ</b>	<b>94.5</b>	<b>AOR</b>
<b>WCRB</b>	<b>102.5</b>	<b>Classical</b>
<b>WEEI</b>	<b>103.3</b>	<b>MOR</b>
<b>WJIB</b>	<b>96.6</b>	<b>Beautiful</b>
<b>WROR</b>	<b>98.5</b>	<b>Solid Gold</b>
<b>WVBF</b>	<b>105.7</b>	<b>Top 40</b>
<b>WWEL</b>	<b>107.9</b>	<b>Beautiful</b>



## BRIDGEPORT, CONN.

**RANK - 45. POPULATION:** Metro 342,000/Total 708,800 [Black & Puerto Rican combined 60%]. **ECONOMY:** One of the chief industrial cities in New England, G.E. headquarters, Shick Razor. **HOME OF:** Bridgeport University, Fairfield University, Sacred Heart University. **RECOMMENDED ACCOMMODATIONS:** Holiday Inn. **PLACES OF INTEREST:** Barnum Museum and home of PT Barnum, Beardsley Zoo, Bridgeport and Milford Jai Alai, Barnum Festival. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt \$190 furn, \$150 unfurn; state sales tax 7%. **GRASS:** Conservative. **SALARIES:** Disc jockeys average from \$100-250/wk. **SUMMARY:** AM-FM liaisons have been splitting up, in response to the new FCC nonduplicating rulings. WFIF has broken into black programming. WICC has a new PD in Gary Almeda, and Randy West is fairly new at WFIF. WNLK is now WLYQ, Beautiful Music. WDJF should be changing their format soon, and WDJZ will be on the air in the near future. The people here are very conservative with most of the action happening in the suburbs. Also, its closeness to New York takes people out of the city. There is very little night life, and the concerts are in New Haven, just a short distance away. Radio people can be found at the Neutered Rooster (New Haven) and the Steak & Ale (Milford).

### AM

WFIF	1500	Top 40
WICC	600	Adult Contemp.
WLYQ	1350	Beautiful
WMMM	1260	MOR
WNAB	1450	Adult Contemp
WSTC	1400	MOR

### FM

WDJF	107.9	MOR
WNLK	95.9	MOR
WYRS	96.7	MOR
WEZN	99.9	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 ACCOMMODATIONS:** The Executive, Sheraton East, Statler Hilton. **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%. **GRASS:** Lieniant on 1st offense (can be bad news though). **SALARIES:** Disc jockeys average from approximately \$10-60,000/year. **SUMMARY:** WEBR and WNED (its FM affiliate) are both public radio – WEBR programs news from 6 am to 7 pm, then jazz, and WNED will be all Classical in January. The new PD at WBN is Dave Hammond. WBUF and WKBW have been updating their stations technically. WWOL is changing their format as of February 1st. Buffalo has quite a variety of nationalities, mostly blue collar because of the extensive industry here. Living outside the city is preferable, and good highways make it easy. If you're going to spend some time in Buffalo there are some places you might want to be aware of. Frank & Teresa's Anchor Bar has the best chicken wings you can imagine, and a few more are The Cloisters (fancy), Mory Bloome (dress-jacket), Mulligan's Cafe, Gepitoes Tail of the Wail, and the current rising favorite – St. George's Table. Radio people like Sebastian's, Mother's Bakery, and Club 747. Buffalo is a center for sportscasters and writers.

**AM**

<b>WBEN</b>	<b>930</b>	<b>MOR</b>
<b>WEBR</b>	<b>970</b>	<b>News</b>
<b>WGR</b>	<b>550</b>	<b>Top 40</b>
<b>WJLJ</b>	<b>1440</b>	<b>Adult Contemp</b>
<b>WKBW</b>	<b>1520</b>	<b>Top 40</b>
<b>WLVL</b>	<b>1340</b>	<b>MOR</b>
<b>WUFO</b>	<b>1080</b>	<b>Black</b>
<b>WWOL</b>	<b>1120</b>	<b>Modern Country</b>
<b>WXRL</b>	<b>1300</b>	<b>Country</b>
<b>WYSL</b>	<b>1400</b>	<b>Top 40</b>

**FM**

<b>WADV</b>	<b>106.5</b>	<b>Jazz/Big Bands</b>
<b>WBEN</b>	<b>102</b>	<b>Top 40</b>
<b>WBLK</b>	<b>93.7</b>	<b>Black</b>
<b>WBNY</b>	<b>96.1</b>	<b>Beautiful</b>
<b>WBUF</b>	<b>92.9</b>	<b>AOR</b>
<b>WDCX</b>	<b>99.5</b>	<b>Religious</b>
<b>WGRQ</b>	<b>96.9</b>	<b>AOR</b>
<b>WREZ</b>	<b>94.5</b>	<b>Classical</b>
<b>WWOL</b>	<b>104.1</b>	<b>Modern Country</b>
<b>WYSL</b>	<b>103.5</b>	<b>Top 40</b>



## 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, Hoover Plant. **HOME OF:** Malone College, Walsh College. **RECOMMENDED ACCOMMODATIONS:** Holiday Inns, Imperial House. **SPECIAL PLACES OF INTEREST:** Football Hall of Fame, McKindley Monument. **COST OF LIVING:** Regular gasoline 53c; two bedroom apt (unfurn) \$170; state sales tax 4%; state income tax 1¼%; city income tax 1¼%. **GRASS:** Caution. **SALARIES:** Disc jockeys average from approximately \$150-225/wk. **SUMMARY:** WOIO changed its call letters to WQIO to jive with its "Q" format. Max Wulf, new PD at WNIW (from KULF, Houston) is trying to add more personality to the Top Fortyness of his station. The people are definitely conservative with a heavy business attitude, and very politically conscientious. The median age is somewhere between 25 and 45 evident by the formats of the majority of stations in the market. Radio people don't really hang out together here much because of the competition amongst themselves. Since Cleveland is only 60 miles away that seems to be the first step out of this smaller market for ambitious jocks. Some of the places to hit while in Canton are Harry O's Disco (1700 people), The Boar's Head (steaks), Mergus (downtown), Topps Chalet, and the Four Winds Restaurant, and the Brown Derby and Love Pubs (tiny places). Sports are very heavy here and Canton homes the pro football Hall of Fame.

### AM

<b>WHBC</b>	<b>1480</b>	<b>Adult Contemp</b>
<b>WINW</b>	<b>1520</b>	<b>Top 40</b>
<b>WNYN</b>	<b>900</b>	<b>Modern Country</b>
<b>WQIO</b>	<b>1060</b>	<b>Top 40</b>
<b>WTIG</b>	<b>990</b>	<b>MOR/Adult Contemp</b>

### FM

<b>WHBC</b>	<b>94.1</b>	<b>Beautiful</b>
<b>WHLQ</b>	<b>106.9</b>	<b>MOR/John Bayle's owned</b>
<b>WTOF</b>	<b>98.1</b>	<b>Religious</b>



## CEDAR RAPIDS, IOWA

**RANK -63. POPULATION:** Metro 134,600/Total 480,500 (Ethnic 2%).  
**ECONOMY:** Industrial — General Mills, Quaker Oats, Wilson Company, Collins Radio, Cedar Rapids Engineering, etc. **HOME OF:** Trampolines, Mt. Mary College, Kirkwood Community College and Coe College.  
**PLACES OF INTEREST:** Duane Arnold Nuclear Power Plant, Art Center. **RECOMMENDED ACCOMMODATIONS:** Hotel Roosevelt Royale, Sheraton, Holiday Inn. **COST OF LIVING:** Regular gas 61c; 1 bedroom apt \$220 furn, \$190 unfurn; state sales tax 3%. **GRASS:** Strict. **SALARIES:** DJs average \$9,100+/yr. **SUMMARY:** Cedar Rapids is a very progressive city. Even with the industry the air is clean and seasonal changes are obvious. There are 3 new discos in town, boosting the night life up in the past few months. They are The Gin Mill, Oskar's and Bugsey's. A couple of restaurants recommended are The Boar's Head and The Sheraton Inn. The two main concert halls are The Paramount Theatre (1900), the Veterans Coliseum (4000) and an 8000-seat Civic Center is slated to open in the fall of '78.

### AM

<b>KCRG</b>	<b>1600</b>	<b>Adult Contemp.</b>
<b>KHAK</b>	<b>1360</b>	<b>Country</b>
<b>KLWW</b>	<b>1450</b>	<b>Top 40</b>
<b>WMT</b>	<b>600</b>	<b>MOR</b>

### FM

<b>KHAK</b>	<b>98.1</b>	<b>Country</b>
<b>KQCR</b>	<b>102.9</b>	<b>Top 40</b>
<b>WMT</b>	<b>96.5</b>	<b>Beautiful</b>



## CHARLESTON, SOUTH CAROLINA

**RANK - 97. POPULATION:** Metro 276,900/Total 406,200 (Black 32.8%). **ECONOMY:** Industries such as DuPont, General Dynamics, Detyens Shipyard, Inc., United Price Dye Works, Westvaco Corp., Renken Boat Manufacturing. **HOME OF:** Citadel Military School, College of Charleston, Trident Tech College, Charleston Air Force Base, Charleston Naval Base, Baptist College. **RECOMMENDED ACCOMMODATIONS:** White Horse Inns, Mills Hyatt House (downtown), Heyward-Washington House, The Provost Dungeon, Gibbes Art Gallery, Confederate Broadcast Museum. **COST OF LIVING:** Regular gas 58.5c; 1 bedroom apartment \$285 furn, \$150 unfurn; state sales tax 4%. **SALARIES:** DJs average \$135-285. **GRASS:** Pretty loose; misdemeanor for less than 1 oz. **SUMMARY:** A couple of slight format shifts have been made recently - WKTM is now Adult Contemporary with an up-tempo sound, instead of Top 40, and WPXI has added more white artists to their Black/Soul playlist. WKTM-FM has "Booby" Nash as its new PD. The people are conservative, mostly young working people, very ecologically minded and independent but with an easy-going attitude at the same time. There are good beaches and excellent deep sea fishing for sporting folks. Some of the clubs to make if you're there are the Terry Tunes Disco, Mister Sam's, The Lob Steer, and the Trawler (seafood). The only facility for concerts is the Gaillard Municipal Auditorium (2700).

### AM

WCSC	1390	Top 40
WNCG	910	MOR
WOKE	1340	Black/News
WPAL	730	R&B
WQSN	1450	Mod. Country
WTMA	1250	Top 40

### FM

WEZL	103.5	Mod Country
WKTM	102.5	Adult Contemp.
WPXI	95.1	Black
WSCI	89.3	Public
WWWZ	93.5	AOR
WXTC	96.9	Beautiful



**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), Marshall University. **RECOMMENDED ACCOMMODATIONS:** 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 67.9c; 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. **GRASS:** Misdemeanor for possession, a bit conservative. **SALARIES:** Disc jockeys average from approximately \$100 to \$300 per week. **SUMMARY:** Larry Shannon and K.C. Jones have come to WCHS from Winston-Salem, and Kris Shay from Lexington, Kentucky is now at WKAZ. WZTQ's disco format failed and they have gone back to Top 40. WQBE is building a new 50KW site. Most of the socially and financially influential class came here from out-of-state as industrial management, etc. The state capital city has a health economy. Outdoor sports are plentiful, with the surrounding mountains and rivers. Jocks frequent the Roaring 20s (disco), No. Eight Capitol Street (bar), Charleston Athletic Club (bar/singles). Places for concerts are the Municipal Auditorium (2000) and Charleston Civic Center (8600). The 18-34 age group makes up the largest percentage of the population.

**AM**

<b>WCAW</b>	<b>580</b>	<b>Mod Country</b>
<b>WCHS</b>	<b>580</b>	<b>Adult Contemp</b>
<b>WKAZ</b>	<b>950</b>	<b>Top 40</b>
<b>WKLC</b>	<b>1300</b>	<b>Religious</b>
<b>WSCW</b>	<b>1410</b>	<b>Religious</b>
<b>WTIP</b>	<b>1240</b>	<b>Beautiful</b>
<b>WXIT</b>	<b>1490</b>	<b>Top 40 [Auto]</b>
<b>WZTQ</b>	<b>1080</b>	<b>Top 40</b>

**FM**

<b>WKLC</b>	<b>105.1</b>	<b>Country</b>
<b>WQBE</b>	<b>97.5</b>	<b>Top 40</b>
<b>WTIO</b>	<b>102.7</b>	<b>Beautiful</b>
<b>WVAF</b>	<b>99.9</b>	<b>AOR</b>



**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, JC. Smith, etc. **RECOMMENDED ACCOMMODATIONS:** 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; one bedroom apt (furn) \$175 (unfurn) \$155; state sales tax 3%; city sales tax 1%. **GRASS:** No big deal, if you're careful. **SALARIES:** DJs average from \$150-500/wk. **SUMMARY:** WSOC picked up NBC's NIS just 3 weeks before the entire service was cancelled, but they will remain all news. Jim Bullard from WKQQ, Lexington, Kentucky, is the new PD at WROQ. John Hooks went from WAYS to PD at WIST. WAYS had an almost complete staff turnover. Radio/record people, if they go out, could be found at Mancino's, The Diamond Restaurant, or the 1-77 Health Clinic. Some recommended restaurants are The Stonehenge, Laura's and the Cafe Eugene. Concert facilities are The Coliseum (13,000) and Park Center (4000). Being a popular resort area, the attitude is pretty relaxed. There's plenty of activity, though. The median age is about 25.

**AM**

<b>WAME</b>	<b>1480</b>	<b>Mod Country</b>
<b>WAYS</b>	<b>610</b>	<b>Top 40</b>
<b>WBT</b>	<b>1110</b>	<b>Adult Contemp</b>
<b>WGAS</b>	<b>1420</b>	<b>MOR</b>
<b>WGIV</b>	<b>1600</b>	<b>Black</b>
<b>WGNC</b>	<b>1450</b>	<b>MOR</b>
<b>WHVN</b>	<b>1310</b>	<b>Religious</b>
<b>WIST</b>	<b>1240</b>	<b>Black</b>
<b>WRPL</b>	<b>1540</b>	<b>Soft AOR</b>
<b>WSOC</b>	<b>930</b>	<b>News</b>

**FM**

<b>WBT</b>	<b>107.9</b>	<b>Beautiful</b>
<b>WGNC</b>	<b>95.1</b>	<b>AOR</b>
<b>WSOC</b>	<b>103.7</b>	<b>Country</b>
<b>WROQ</b>	<b>95.3</b>	<b>AOR</b>



**CHATTANOOGA, TENN.**

**RANK - 89. POPULATION:** Metro 390,400 /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 ACCOMMODATIONS:** Many of the major chains, numerous others.....Holiday Inn, Sheraton, Chattanooga Choo-Choo. **SPECIAL PLACES OF INTEREST:** Chattanooga Choo-Choo, Chickamauga Battlefield, Crystal Caverns, Lookout Mountain Museum, Mountain Aetna Skyride, Ruby Falls, Rock City, etc. **COST OF LIVING:** Regular gasoline 52.9c; one bedroom apt (furn) \$165 (unfurn) \$125; state sales tax 6¼%; state income tax - none. **GRASS:** Inside the city not too strict; suburbs not too cool. **SALARIES:** Disc jockeys average from approximately \$125-200/week. **SUMMARY:** WDXB has a new PD - Alan Gold, from England. Radio people like The Loft, Tennessee's and The River Bed. The city is beautifully located and the people are relatively progressive thinking with the median age being about 29. There are numerous boating and fishing clubs, the major sport, obviously. Some clubs to hit are The Choo-Choo, The Station House and The Brass Register. For restaurants, recommended are The Loft, The Town & Country and Timothy's Staircase. The best concert facility is The Memorial Auditorium (5000).

**AM**

<b>WDEF</b>	<b>1370</b>	<b>MOR</b>
<b>WDOD</b>	<b>1310</b>	<b>Mod Country</b>
<b>WDXB</b>	<b>1490</b>	<b>MOR</b>
<b>WFLI</b>	<b>1070</b>	<b>Top 40</b>
<b>WGOW</b>	<b>1150</b>	<b>Top 40 (auto)</b>
<b>WMOC</b>	<b>1450</b>	<b>Gospel</b>
<b>WNOO</b>	<b>1260</b>	<b>Black</b>
<b>WRIP</b>	<b>980</b>	<b>Religious</b>

**FM**

<b>WDEF</b>	<b>92.3</b>	<b>MOR</b>
<b>WDOD</b>	<b>96.5</b>	<b>Mod Country</b>
<b>WOWE</b>	<b>105.</b>	<b>Religious</b>
<b>WSIM</b>	<b>94.3</b>	<b>Progressive</b>
<b>WYNQ</b>	<b>106.5</b>	<b>Beautiful [Auto]</b>

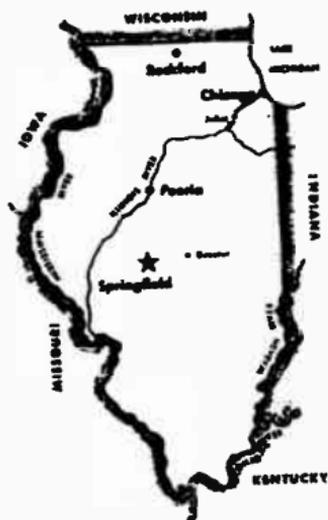


**CHICAGO, ILL.**

**RANK - 2. POPULATION:** Metro 6,182,400/Total 12,487,900 (Ethnic 45%. **ECONOMY:** This is the midwest's major industrial, business, banking center. **HOME OF:** Loyola University, Roosevelt University, Northwestern University, De Paul University, Great Lakes Naval Base, Fort Sheridan Army Post. **RECOMMENDED ACCOMMODATIONS:** Marriott (airport), Hyatt Regency, Sheraton Chicago (downtown). **SPECIAL PLACES OF INTEREST:** Art Institute of Chicago, Lincoln Park Navy Pier, John Hancock Bldg, Shedd Aquarium, Museum of Science & Industry, Lincoln Park Zoo, Wendella Boat Rides. **COST OF LIVING:** Regular gasoline 58c; one bedroom apt (furn) \$350 (unfurn) \$250; state sales tax 5%. **GRASS:** Not too much of a hassle. **SALARIES:** Disc jockeys average from approximately \$300-2000/week. **SUMMARY:** WHDF changed its call letters to WMET. WNIS is to be WKQX with an automated AOR format instead of News. Jay Blackburn is the new PD at WSDM. One of the places that radio people like to go is the Rookery. The people here are relatively progressive yet conservative at the same time. It's right in the middle of the American Continent and known for extreme weather changes with only one stable condition - and that is, it's always windy. Just about every tour booked comes through here and a lot of groups come from this area. Some of the concert facilities are The Stadium (20,000), Ari Crown Theatre (4500), Ivanhoe Theatre and The Aragon Ballroom. Some clubs of import to our business are Ratso's, Butch McGuires, Tango, The BBC, Faces, etc. There are numerous restaurants but a few of the recommended are Arnie's, Abacus, Cape Cod Room, Waterfront, Barone's, Sucasa, Lawrey's, Four Torches.

<b>AM</b>		<b>WIND</b>	<b>560</b>	<b>Adult Contemp</b>
<b>WAIT</b>	<b>820</b>	<b>WJJD</b>	<b>1160</b>	<b>Country</b>
<b>WBBM</b>	<b>780</b>	<b>WJPC</b>	<b>950</b>	<b>Black</b>
<b>WBEE</b>	<b>1570</b>	<b>WLS</b>	<b>890</b>	<b>Top 40</b>
<b>WCFL</b>	<b>1000</b>	<b>WMAQ</b>	<b>670</b>	<b>Country</b>
<b>WGN</b>	<b>720</b>	<b>WVON</b>	<b>1390</b>	<b>R&amp;B</b>

<b>FM</b>		
<b>WGCI</b>	<b>107.5</b>	<b>Black</b>
<b>WBBM</b>	<b>96.3</b>	<b>Adult Contemp.</b>
<b>WBMX</b>	<b>102.7</b>	<b>Black/Disco</b>
<b>WCLR</b>	<b>101.9</b>	<b>MOR</b>
<b>WDAI</b>	<b>94.7</b>	<b>AOR</b>
<b>WMET</b>	<b>95.5</b>	<b>Top 40</b>
<b>WFSM</b>	<b>99.5</b>	<b>Classical</b>
<b>WFYR</b>	<b>103.5</b>	<b>Oldies</b>
<b>WFMT</b>	<b>98.7</b>	<b>Classical</b>
<b>WJJD</b>	<b>104.3</b>	<b>Country</b>
<b>WLAK</b>	<b>93.9</b>	<b>Beautiful</b>
<b>WLOO</b>	<b>100.3</b>	<b>Beautiful</b>
<b>WNIB</b>	<b>97.1</b>	<b>Classical</b>
<b>WSDM</b>	<b>97.9</b>	<b>Adult Contemp.</b>
<b>WXRT</b>	<b>93.1</b>	<b>AOR</b>
<b>WYEN</b>	<b>106.7</b>	<b>MOR (Request)</b>
<b>WJKL</b>	<b>94.3</b>	<b>AOR</b>
<b>WKQX</b>	<b>101.1</b>	<b>AOR (auto)</b>
<b>WXFM</b>	<b>105.9</b>	<b>Block/Progressive</b>



## 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%. **GRASS:** Extremely conservative/strict. **SALARIES:** Disc jockeys average approximately \$10,000-\$100,000 per year. **SUMMARY:** There is a continuing growth of FM in this area. E. Alvin Davis has taken over programming at WSAI, one of many staff changes at the station. Cincinnati is a comfortable city to live in due to several reasons. The Ethnic sections are defined neighborhoods geographically separated from each other. The city is financially independent and politically conservative (Republican, mainly). It's very cosmopolitan with the median age being between 25 and 34. A lot of action in Clifton which is the university district. Another active area is Mt. Adams. A few clubs are The Conservatory, Lucy in the Sky and Lighthouse Ltd. Radio people frequent Yesterday's Wonderful Old Saloon, Bogart's and La Normandie. There are two 5-star restaurants here (of 13 in the US): Pigalle's and The Maisonette. Other recommended places are Chester's Road House, The Gourmet Room, and a definite must is Walt's Hitching Post (ribs). Concerts are held at the colleges, The Riverfront Coliseum, and other facilities.

### 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	AOR
WKRQ	101.9	Top 40
WLQA	98.5	Beautiful
WLYK	107.1	Good Music
WLVV	92.	Beautiful
WSAI	94.1	Adult Rock
WUBE	105.1	Mod Country
WWEZ	92.5	Beautiful



## CLEVELAND, OHIO

**RANK - 17. POPULATION:** Metro 1,975,400/Total 2,912,300 (Ethnic 13.5%). **ECONOMY:** Diversified industrial-nonindustrial, machine tools, and service industries. **HOME OF:** Case-Western Reserve University, Cleveland State University, Cuyahoga Community College, Baldwin-Wallace College, etc. **RECOMMENDED ACCOMMODATIONS:** The Keg & Quarter, most major chains. **PLACES OF INTEREST:** Cedar Point, Cleveland Zoo, University Circle. **COST OF LIVING:** Regular gas is 61c; 1 bedroom apt \$225 furn, \$200 unfurn; state sales tax 4%; county sales tax 5.5%. **GRASS:** Pretty cool. **SALARIES:** DJs average from approximately \$150-450/week. **SUMMARY:** FM is growing, and several of the radio stations have changed ownership during the past quarter. WIXX is now WMGC and they have switched from Top 40 to Soft Rock programming. Music people can be found at the Keg and Quarter. The actions seems to be growing out of the city towards the suburbs. Another good change is that Lake Erie is in the midst of a clean-up plan. In fact, you can even catch some fish in it now. Being a big concert town (365 concerts last year from one promoter) there are good facilities available.

### AM

<b>WABQ</b>	<b>1540</b>	<b>Black</b>
<b>WERE</b>	<b>1300</b>	<b>News</b>
<b>WGAR</b>	<b>1220</b>	<b>Adult Contemp.</b>
<b>WHK</b>	<b>1420</b>	<b>Mod. Country</b>
<b>WJMO</b>	<b>1260</b>	<b>R&amp;B</b>
<b>WJW</b>	<b>850</b>	<b>MOR</b>
<b>WMGC</b>	<b>1260</b>	<b>Adult Contemp.</b>

### FM

<b>WCLV</b>	<b>95.5</b>	<b>Classical</b>
<b>WDOK</b>	<b>102.1</b>	<b>Beautiful</b>
<b>WGCL</b>	<b>98.5</b>	<b>Top 40</b>
<b>WKSX</b>	<b>99.5</b>	<b>Beautiful</b>
<b>WLYT</b>	<b>92.3</b>	<b>Disco</b>
<b>WMMS</b>	<b>100.7</b>	<b>Progressive/AOR</b>
<b>WQAL</b>	<b>104.1</b>	<b>Beautiful</b>
<b>WWMN</b>	<b>105.7</b>	<b>AOR</b>
<b>WZAK</b>	<b>93.1</b>	<b>Ethnic</b>



## COLORADO SPRINGS, COLORADO

**RANK** - 105. **POPULATION**: Metro 325,000/Total 374,500 (Black 3%, Spanish 7%). **ECONOMY**: Winter sports, the military, electronics, aircraft mechanics, etc. **HOME OF**: University of Colorado, Colorado College, Air Force Academy, Fort Carson. **RECOMMENDED ACCOMMODATIONS**: The Broadmoor, The Antlers Plaza (downtown), Four Seasons, Ramada Inn, Holiday Inn. **PLACES OF INTEREST**: Pike's Peak, Air Force Academy, Garden of the Gods, Cave of the Winds. **COST OF LIVING**: Regular gas 55c; 1 bedroom apt \$150 furn, \$135 unfurn; state sales tax 3-5.4%; 8% state income tax on net over \$10,000; city tax 2%. **GRASS**: Liberal attitude (over 1 oz. fine). **SALARIES**: DJs average from \$140-180/week. **SUMMARY**: Simulcasting stations will split their broadcasts in 1977 as per the new FCC rulings. KRDO lost their new format, which was NIS. The people are pretty conservative, coming mainly from the south and midwest. A true median age is difficult to pinpoint as so much of the audience is transient due to Fort Carson and the Air Force Academy. Radio/record people hang out at Sir Cid's, Charley's Place, The Smugglers Inn, Jose Muldoon's (especially Fridays). Other places are Cracker's Attic, Downwynde Zephyr. Restaurants are Broadmoor, Hatchcover, Sunbird, Tommy Wong's, The Rugby Club, and 3 Thieves. The city is located at the base of the Rocky Mountains, making skiing THE sport for the area.

### AM

KIIQ	1490	Adult Contemp
KPIK	1580	Country
KRDO	1240	News
KRYT	1530	Adult Contemp [Auto]
KSSS	740	Mod Country
KVOR	1300	MOR
KYSN	1460	Top 40

### FM

KIIQ	102.7	Adult Contemp
KKFM	96.5	AOR
KPIK	93.3	Country
KRDO	95.1	Beautiful
KRYT	101.9	Adult Contemp
KSPZ	93	Top 40



## COLUMBIA, S.C.

**RANK - 89. POPULATION:** Metro 360,000/Total 648,000 [Black 24%]. **ECONOMY:** Fort Jackson, 3 major universities, General Electric Plant, Westinghouse Plant, various others. **HOME OF:** University of South Carolina. **RECOMMENDED ACCOMMODATIONS:** Carolina Inn, Sheraton-Columbia Inn. **SPECIAL PLACES OF INTEREST:** South Carolina Confederate Relic Room and Museum, Robert Mills Historic House and Garden, Columbia Zoological Garden. **COST OF LIVING:** Regular gasoline 55.9c; one bedroom apt (furn) \$200 (unfurn) \$175; state sales tax 4%; maximum state income tax 7%; property tax 1 to 2% of fair market value; **GRASS:** Widespread here, not really enforced. **SALARIES:** Disc jockeys average from approximately \$120-170/week. **SUMMARY:** Two new FM stations are on the air: WLTR - Public Broadcasting, at 91.3, and WMHK 89.7, Religious format. FM, as in many other markets, is becoming a more viable competitor to AM here. Radio/record people can be found at The Carolina Inn, Smugglers Inn, Jess's, Oliver's Pub West and The Coal Co. The capital city has all the geographical goodies for outdoor sports easily accessible, plus good weather to go with it. For restaurants try The Four Flames, Steak 'n Ale and Smugglers Inn. The Carolina Coliseum (13,000) and the Columbia Townships Auditorium (5000) are where the concerts are held.

### AM

<b>WCAY</b>	<b>620</b>	<b>Country</b>
<b>WCOS</b>	<b>1400</b>	<b>Adult Contemp</b>
<b>WIS</b>	<b>560</b>	<b>MOR</b>
<b>WNOK</b>	<b>1230</b>	<b>Adult Contemp</b>
<b>WOIC</b>	<b>1320</b>	<b>R&amp;B</b>
<b>WQXL</b>	<b>1470</b>	<b>Religious</b>

### FM

<b>WCOS</b>	<b>97.9</b>	<b>Country</b>
<b>WLTR</b>	<b>91.3</b>	<b>Block (Public)</b>
<b>WMHK</b>	<b>89.7</b>	<b>Religious</b>
<b>WNOK</b>	<b>104.7</b>	<b>Top 40</b>
<b>WSCQ</b>	<b>100</b>	<b>Easy Listening</b>
<b>WXRY</b>	<b>94.5</b>	<b>Beautiful</b>
<b>WZLD</b>	<b>96.7</b>	<b>Hit Parade</b>



**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 ACCOMMODATIONS:** Martinique Hotel, Airport Holiday Inn. **SPECIAL PLACES OF INTEREST:** The Chatahoochie River, Victory Drive near Ft. Benning. **COST OF LIVING:** Regular gasoline 54c; one bedroom apt (furn) \$175 (unfurn) \$145; state sales tax 3%; state income tax - yes. **GRASS:** Fine for less than 1 oz, loosely enforced. **SALARIES:** DJs range from \$135-250/week. **SUMMARY:** Howie Castle is the new program director at WDAK' WRBL is now WRCG, with a new PD, Harry Meyers, and has changed their format from MOR to Adult Contemporary as of January. The Top 40 stations in the market are very tight and haven't changed much recently. Radio people don't hang out together much, but they could be found at the Brer Rabbit or Mickle's Alley. The market here now is highly competitive. A lot of radio people from larger markets have been imported and makes a lot of difference. People are still conservative but changing slowly but surely. A few clubs to know about are The Brer Rabbit, The Final Approach and Chick-A-Saw. Restaurants to take your favorite person to are Pirtchets of Columbus, The Hungry Hunter and Goetches House. The largest concert hall is the public auditorium (7,000).

**AM**

<b>WCLS</b>	<b>1580</b>	<b>Top 40</b>
<b>WDAK</b>	<b>540</b>	<b>Top 40</b>
<b>WHYD</b>	<b>1270</b>	<b>Religious</b>
<b>WOKS</b>	<b>1340</b>	<b>Black</b>
<b>WPNX</b>	<b>1460</b>	<b>Country</b>
<b>WRCG</b>	<b>1420</b>	<b>Adult Contemp.</b>

**FM**

<b>WCGO</b>	<b>107.3</b>	<b>Top 40</b>
<b>WEIZ</b>	<b>100.1</b>	<b>Beautiful</b>
<b>WRBL</b>	<b>102.9</b>	<b>MOR</b>
<b>WWRH</b>	<b>104.9</b>	<b>Top 40/Progressive</b>





# GO! PAC!

**AIRCHECK SERVICES**

**THE AIRCHECK FACTORY — Tom Konard**  
 Box 38, Bensenville, Illinois 60106

**AMERICAN AIRCHEXX, INC. — Subscription Department**  
 Box 805, Bathport Plaza, Bath, Maine 04530 . . . . . 800-341-7588  
 . . . . . 207-442-8744

**INSTITUTE OF BROADCAST ARTS — Arthur J. Mansavage**  
 75 E. Wacker Dr, Chicago, IL 60601 . . . . . 312-236-8105

**AIRLINES — RESERVATIONS & INFORMATION**

**Boston**

TWA . . . . . 617-742-8800  
 Eastern . . . . . 617-262-3700  
 United . . . . . 617-482-7900  
 Pan Am. . . . . 617-482-6910  
 Allegheny . . . . . 617-482-3160  
 American. . . . . 617-542-6700

**Chicago**

American. . . . . 312-372-8000  
 United . . . . . 312-569-3000  
 TWA . . . . . 312-332-1118  
 Continental 312-686-6500

**Cleveland**

United . . . . . 216-356-1311  
 TWA . . . . . 216-781-2700  
 American. . . . . 216-696-8500  
 Eastern . . . . . 216-861-7300  
 NW . . . . . 216-267-0515  
 No. Central 216-861-4815

**Dallas**

American. . . . . 214-267-1151  
 United . . . . . 214-691-2301  
 TWA . . . . . 214-741-6741  
 Continental 214-647-2910

**Denver**

Continental 303-398-3000  
 Western. . . . . 303-398-3400  
 TWA . . . . . 303-292-6620  
 United . . . . . 303-398-4141  
 Rocky Mtn. 303-398-3896  
 Braniff . . . . . 303-825-1111

**Detroit**

North Central 313-283-8910  
 American. . . . . 313-965-1000  
 United . . . . . 313-336-9000  
 TWA . . . . . 313-962-8650

**Houston**

TWA . . . . . 713-222-7273  
 Pan Am. . . . . 713-659-3333  
 American. . . . . 713-222-9873  
 Braniff . . . . . 713-621-3111  
 Eastern . . . . . 713-621-8100  
 National . . . . . 713-224-9011

**Los Angeles**

American. . . . . 213-937-6811  
 United . . . . . 213-482-2000  
 TWA . . . . . 213-483-1100  
 Continental 213-772-6000

**Memphis**

Delta . . . . . 901-396-7200  
 Eastern . . . . . 901-527-2241  
 Continental 800-621-6104

**Miami**

National . . . . . 305-874-5000  
 Eastern . . . . . 305-873-3000  
 TWA (domestic). . . . . 305-371-7471  
 (international). . . . . 526-4104  
 United . . . . . 305-377-3461  
 Pan Am. . . . . 305-637-6441

**Minneapolis**

NW Orient . . . . . 612-726-1234  
 TWA (US) . . . . . 612-333-6543  
 (Intl.) . . . . . 612-339-4691  
 Eastern . . . . . 612-335-9541  
 United . . . . . 612-339-3671  
 Braniff . . . . . 612-339-3131  
 NW . . . . . 612-726-1234

**Nashville**

American. . . . . 615-244-5500  
 Southern. . . . . 615-242-8381  
 Delta . . . . . 615-244-9860

**New York**

American. . . . . 212-661-4242  
 United . . . . . 212-867-3000  
 TWA . . . . . 212-OX5-6000  
 Continental 212-582-6111  
 . . . . . 800-621-6111  
 Eastern . . . . . 212-986-5000  
 National . . . . . 212-697-9000

**San Diego**

PSA . . . . . 714-298-4611  
 United . . . . . 714-234-7171  
 American. . . . . 714-232-4051  
 Continental 714-232-9155

**San Francisco**

American. . . . . 415-433-2000  
 United . . . . . 415-397-2100  
 TWA . . . . . 415-626-7400  
 Continental 415-989-3370

**Seattle**

NW Orient . . . 206-433-3500  
 United . . . 206-682-3700  
 Continental 206-624-1740  
 American. . . 206-623-5724  
 Pan Am. . . . 206-624-2121  
 Braniff . . . . 206-623-2390  
 Japan . . . . . 206-624-8556

**St. Louis**

TWA . . . . . 314-436-4800  
 Eastern . . . . 314-621-8900  
 American. . . . 314-231-9505  
 Braniff . . . . 314-436-6500

**Washington, D.C.**

TWA . . . . . 202-659-1000  
 United . . . . 703-893-3400  
 Pan Am. . . . . 202-833-1000  
 American. . . . 202-393-2345  
 Continental 800-222-2810  
 Eastern . . . . 202-393-4000  
 NE . . . . . 202-920-5500  
 NW . . . . . 202-337-0611  
 Allegheny . . . 202-783-4500

**AUTOMATED FORMATS**

- BONNEVILLE BROADCASTING CONSULTANTS** — Loring Fischer  
 P.O. Box 640, 274 County Rd, Tenafly NJ 07670  
 . . . . . 201-567-8800
- BROADCAST PROGRAMMING INTERNATIONAL, INC.** — Michael  
 D. Kirkland, P.O. Box 547, Bellingham WA 98225 . . 206-676-1400
- BURNS MEDIA CONSULTANTS, INC.** — Judith Burns  
 3054 Dona Marta Dr, Studio City CA 91604 . . . . . 213-654-6412
- CA VOX STEREO PRODUCTIONS** — Robert "Bob" Mayfield  
 502 S. Isis, Inglewood CA 90301 . . . . . 213-776-6933
- CENTURY 21 PRODUCTIONS & PROGRAMMING, INC.** — Dick Starr  
 2825 Valley View No 221, Dallas TX 75234 . . . . . 800-527-3262
- THE CNB STUDIOS** — Carole Thompson  
 3415 Beresford Ave, Belmont CA 94002 . . . . . 415-592-6149
- CONCEPT PRODUCTIONS** — Dick Wagner, Pres.  
 Box 41406, Sacramento CA 95841. . . . . 916-782-7754
- BUD CONNELL ASSOCIATES** — Bud Connell  
 4600 Via Marina, Ste 209, Marina del Rey CA 90291  
 . . . . . 213-823-0363
- CONSOLIDATED COMMUNICATIONS COUNSELORS** — Sam Holman  
 10407 Devonshire Circle, Omaha NE 68114. . . . . 402-397-3010  
 . . . . . 800-228-2771
- CREATIVE MEDIA CONSULTANTS, INC.** — John Hawkins  
 Box 3146, Walnut Creek CA 94598 . . . . . 415-938-4444
- CRITERION PROD., INC.** — Mike Eisler  
 3103 Routh Ave, Sallas TX 75201 . . . . . 214-651-0029
- DRAKE-CHENAULT** — Art Astor  
 8399 Topanga Cyn Blvd, Canoga Park CA 91304. . . 213-883-7400
- BOB HENNEBARY & ASSOCIATES** — Bob Hennebary  
 136 E 55th St, New York NY 10022. . . . . 212-753-6513
- H.G. PRODUCTIONS** — Howard Greenlee, Jr.  
 Box 2049, Scottsdale AZ 85252 . . . . . 602-946-2093
- IN RECORDS AUDIO PRESENTATIONS** — Bob Johnson  
 Box 7293, Riverside CA 92503 . . . . . 714-687-6948
- KALA MUSIC** — Bill Wertz  
 334 ISB Bldg, Kalamazoo MI 49006 . . . . . 616-345-7121

## **Radio Quarterly Report Radio Quarterly Radio Quarterly Rep**

- MEDIA SERVICE CONCEPTS**  
441 W Belmont, Chicago IL 60657 . . . . . 312-327-1010
- PONEK FISHER ASSOC. — Stefon Ponek, Stephan Fisher**  
414 Pine St, Mill Valley CA 94941 . . . . . 415-383-1636
- RADIO ARTS INC. — Phillip B. Koener**  
210 N Pass Ave, Burbank CA 91505 . . . . . 213-841-0225
- RADIO PROGRAMMING/MANAGEMENT — Thomas M Krikorian**  
25140 Lahser Rd, Southfield MI 48075 . . . . . 313-358-1040
- RADIO PROGRAMS, INC. — William G. Mors**  
2772 E Horseshoe Dr, Las Vegas NV 89120. . . . . 702-732-8670
- RPM—RADIO PROGRAMMING & MGMT., INC. — Thomas Krikorian**  
25140 Lahser Rd, Ste 232, Southfield MI 48075 . . . 313-358-1040
- SCHULKE RADIO PRODUCTION, LTD. — Bill McClenaghan (V.P.)**  
3001 Hadley Rd, So Plainfield NJ 07080 . . . . . 201-753-0444
- STUDIO WEST — Jim Meeker**  
3901 Westerly Pl, Newport Beach CA 92660 . . . . . 714-752-1918
- SUSQUEHANNA PRODUCTIONS — GM - Geo. Hyde, Mktg Consultants - Carl Loueks & Carl Crawford**  
140 E Market St, York PA 17401. . . . . 717-843-9951
- BILL TAYLOR COUNTRY CONSULTANTS — Bill Taylor**  
1636 S Reservoir, Pomona CA 91766 . . . . . 714-629-4588  
. . . . . 714-623-3434
- TM PROGRAMMING INC. — Ron Nickell (VP, Gen. Sales Mgr.)**  
1349 Regal Row, Dallas TX 75247 . . . . . 214-634-8511
- UNITED TAPES OF AMERICA — Steve Schmidt**  
Box 1193, Grand Junction CO 81501 . . . . . 303-242-0405
- JAMES WALSH & ASSOCIATES — James Walsh**  
1463 Shannon Ave, Indianapolis IN 46201 . . . . . 317-356-2033
- MARTIN WOLF — Richard Oliver**  
9830 Willow Creek Rd, San Diego CA 92131 . . . . .

---

### **BROADCAST BOOKS**

- RADIO QUARTERLY REPORT**  
1608 N Argyle, Ste 105, Hollywood CA 90028. . . . 213-462-7400
- TAB BOOKS — Call or write**  
Box 40, Blue Ridge Summit PA 17214. . . . . 717-794-2191

---

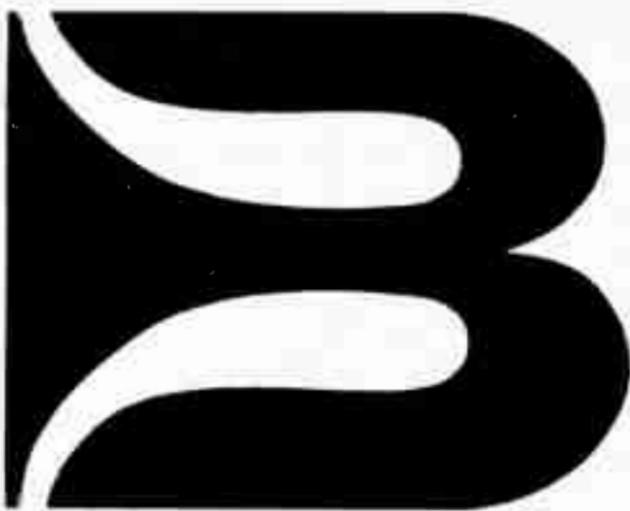
### **AUDIO MAGAZINES**

- AMERICAN AIRCHEXX, INC. — Subscription Dept.**  
Box 805, Bathport Plaza, Bath ME 04530 . . . . . 800-341-7588  
. . . . . 207-442-8744
- BURNS MEDIA CONSULTANTS, INC.**  
3054 Donta Marta Dr, Studio City CA 91604. . . . . 213-654-6413

---

### **AUDIO TAPE DUPLICATION**

- BROADCASTING FOUNDATION OF AMERICA — Howard L. Kany**  
52 Vanderbilt Ave, New York NY 10017 . . . . . 212-MU4-2505



**Burns**

---

**Media Consultants, Inc.**

---

Radio Program Consultation  
Television Production  
Radio Production  
Syndicated Programs  
Format Syndication  
Burns Media Radio Album  
Burns Media Radio Album-Album

3054 Dona Marta Drive  
Studio City, California 91604  
(213) 654-6412

**Quarterly Report Radio Quarterly Report Radio Quarterly**

- INTER-VIEW COMMUNICATIONS, INC. — Radio Stations & National Advertisers, 30 E 60th St, New York NY 10022 . . . 212-758-4651**
- THOMAS McMURRAY IDEAS — Tom McMurray**  
11 Oak St, Charlotte NC 28210. . . . . 704-554-8939
- RADIO and TV ROUNDUP PRODUCTIONS — Bill Bertenshaw**  
18 W 45th St, New York, NY 10036 . . . . . 212-986-5707  
New Jersey. . . . . 201-762-2755
- ROSS-GAFFNEY INC. — Paul Burggraf**  
21 W 46th St, New York NY 10036 . . . . . 212-582-3744
- SHOW PRODUCTION INC. — Charles Thomason**  
485 N Hollywood, Memphis TN 38112 . . . . . 901-458-4496
- 

**COMEDY SERVICES**

- CASINO LOOT PRODUCTIONS — Tom Savino**  
232 8th St, Brooklyn NY 11215 . . . . . 212-768-1587
- THE COMEDY CENTER — Ruth Mahoffy**  
801 Wilmington Trust Bldg, Wilmington DE 19801  
. . . . . 302-656-2209
- COMMAND PRODUCTION — Warren Weagant**  
Box 26348, San Francisco CA 94126 . . . . . 415-332-3161
- "CREE YADIO" SERVICES — Jay Trachman**  
Box 382, Fair Oak, CA 95628. . . . . 916-961-5362
- THE ELECTRIC WEENIE — Tom Adams**  
128 Ophikao Way, Honolulu HI 96825 . . . . . 808-377-6509
- BILLIE GLASON FUN-MASTER COMEDY SERVICE — Billy Glason**  
200 W 54th St, New York NY 10019 . . . . . 212-265-1316
- INSTANT PIOTROWSKI — Casey Plotrowski**  
3199 Considine Lane, Cincinnati OH 45205. . . . . 513-921-7945
- JOKES UN-LTD. — Don Wolf**  
1357 Miller Dr, Hollywood CA 90069
- JOY BOYS PRODUCTIONS — John Hickerman**  
13014 Atlantic Ave, Rockville MD 10857. . . . . 301-881-8168  
. . . . . 301-881-7148
- LAUGHING STOCK COMPANY — Megan Stine, H. William Stine**  
200 W 79th St, New York NY 10024 . . . . . 212-799-9229
- OBITS — Dan O'Day**  
366 W. Bullard Ave, Fresno CA 93704. . . . . 209-431-1502
- O'LINERS — Dan O'Day**  
366 W Bullard Ave, Fresno CA 93704 . . . . . 209-431-1502
- EDMUND ORRIN — Edmund Orrin**  
2786 W Roberts, Fresno CA 93711. . . . . 209-431-3431
- PUNCHLINE — Editor**  
Box 48584, Los Angeles CA 90048
- DAVE SPECTOR COMEDY — Dave Spector**  
48th Flr, John Hancock Center, 175 E Delaware, Chicago IL 60611  
. . . . . 312-757-0803
-

**COMMERCIAL PRODUCTION**

- TOBY ARNOLD & ASSOCIATES — Toby Arnold**  
4255 LBJ, Ste 156, Dallas TX 75234. . . . . 214-661-8201
- BIG BUCKS CREATIONS — Monte Gast**  
9100 Sunset Blvd, Los Angeles CA 90069. . . . . 213-274-1244
- CHUCK BLORE & DON RICHMAN INC. — Chuck Blore, Don Richman**  
1606 N Argyle, Hollywood CA 90028 . . . . . 213-466-9221  
. . . . . 213-462-0944
- BONNEVILLE PRODUCTIONS — Dave Michelson**  
130 Social Hall Ave, Salt Lake City UT 84111 . . . . . 801-524-2400
- BROADCASTING FOUNDATION OF AMERICA — Howard L. Kany**  
52 Vanderbilt Ave, New York NY 10017 . . . . . 212-MU4-2505
- BROADCAST PRODUCTIONS AND SERVICES — Robert M. Johnson**  
635 National Press Bldg, Wash, DC 20045. . . . . 202-628-1024
- CASINO LOOT PRODUCTIONS — Tom Savino**  
232 8th St, Brooklyn NY 11215 . . . . . 212-768-1587
- CENTURY 21 PRODUCTIONS & PROGRAMMING, INC. — Dick Starr**  
2825 Valley View No 221, Dallas TX 75234 . . . . . 800-527-3262
- COMMAND PRODUCTIONS — Warren Weagant**  
Box 26348, San Francisco CA 94126 . . . . . 415-332-3161
- BUD CONNELL ASSOCIATES — Bud Connell**  
4600 Via Marina, Suite 209, Marina del Rey CA 90291  
. . . . . 213-823-0363
- CONTINENTAL RECORDINGS, INC. — L. Daniel Flynn**  
210 South St, Boston MA 02111 . . . . . 617-426-3131
- CRITERION PROD., INC. — Mike Eisler**  
3103 Routh Ave, Dallas TX 75201 . . . . . 214-651-0029
- CROSS-TRK TAPES — Tom Cross**  
6399 Wilshire Blvd, Ste 619, Los Angeles CA 90048  
. . . . . 213-655-6146
- JOHN DOREMUS INC. — John Doremus**  
875 No Michigan, Chicago IL 60611 . . . . . 312-664-8944
- DON ELLIOT CREATIVE SERVICES — Don Elliot**  
Box 662, Hollywood CA 90028. . . . . 213-851-7768
- EMISON — David MacKenzie**  
Queensway, London W2, England . . . . . 01-229-0104
- EXECUTIVE RADIO RESEARCH — Dennis Drake, Bruce Cole**  
2605 E 3300 S, Salt Lake City UT 84109 . . . . . 800-322-2990  
. . . . . 581-0605
- HARLAN PRODUCTIONS — Ray Harlan**  
5 E 51st St, New York NY 10022 . . . . . 212-TE2-2375
- ILNEY RECORDS, INC. — M. James**  
90-58 201st St, Hollis NY 11423 . . . . . 212-464-4035
- IN RECORDS AUDIO PRESENTATIONS — Bob Johnson**  
Box 7293, Riverside CA 92503 . . . . . 714-687-6948
- INTER-VIEW COMMUNICATIONS, INC. — Radio Stations & National Advertisers, 30 E 60th St, New York NY 10022 . . . . . 201-758-4651**

**port Radio Quarterly Report Radio Quarterly Report Radio**

JAM CREATIVE PROD., INC. — Fred Hardy, Jr. 7319-C Mines Pl, Dallas TX 75235 . . . . .	214-630-5260
ROY JAY ENTERPRISES 314 SW 9th Ave, Portland OR 97205 . . . . .	503-225-0509
KRISHANE ENTERPRISES INC. — Ronald G Ress 4601 Willis Ave, Sherman Oaks CA 91403. . . . .	213-981-8255
TED MATERS PRODUCTIONS — Ted Maters 1101 Ionia NW, Grand Rapids MI 49503 . . . . .	616-454-6288
MHL PRODUCTIONS — Michael Lazer 1135 Loren Dr, DeKalb ILL 60115. . . . .	815-758-2183
ROBERT MICHELSON, INC. — Robert Michelson 135 W 87th St, New York NY 10024 . . . . .	212-580-0254
MORE MUSIC ENTERPRISES, INC. — Ron Lewis 5315 Laurel Canyon Blvd, N Hollywood CA 91607 . . . . .	213-985-3300
O. CONNOR CREATIVE SERVICES — Harry O'Connor Box 8888, Universal City CA 91608 . . . . .	213-769-3500
OVATION INCORPORATED — Dick Schory 1249 Waukegan Rd, Glenview IL 60025. . . . .	312-729-7300
PAMS, INC. — Sam Holman 4141 Office Parkway, Dallas TX 75204 . . . . .	214-827-0901 800-228-2771
PETERS PRODUCTIONS INC. — Ed Peters 8228 Mercury Ct, San Diego CA 92111 . . . . .	714-565-8511
PONEK FISHER ASSOC. — Stefon Ponek, Stephan Fisher 414 Pine St, Mill Valley CA 94941 . . . . .	415-383-1636
THE PROFIT CENTER — Ralph Stachon 5415 Maple Ave, Dallas TX 75235 . . . . .	214-638-6231
PROGRESSIVE RADIO NETWORK — Eric Riback Box 172, Bronx, NY 10457 . . . . .	212-585-2717
RADIO AND TV ROUNDUP PRODUCTIONS 18 W 45th St, New York NY 10036 . . . . .	212-986-5707
New Jersey. . . . .	201-762-2755
ROCK AROUND THE WORLD — Danny Lipman 1108 Boylston St, Boston MA 02215 . . . . .	617-536-7625
ROSS-GAFFNEY, INC. — Paul Burggraf 21 W 46th St, New York NY 10036 . . . . .	212-582-3744
SHOW PRODUCTION, INC. — Charles Thomason 485 N Hollywood, Memphis TN 38112 . . . . .	901-458-4496
ST. CLAIR PRODUCTIONS, LTD — Richard Loth 24 St. Clair Ave West, Toronto Ontario Canada M4 1L6 . . . . .	416-922-4441
SUMMIT PRODUCTIONS — Mike LaRocque 6605 Ampere Ave, No Hollywood CA 91606 . . . . .	213-762-5544
WILLIAM B. TANNER CO. INC. — Zack Hernandez 2714 Union Ave Extd, Memphis TN 38112 . . . . .	901-320-4212
TM PRODUCTIONS — Jerry Atchley 1349 Regal Row, Dallas TX 75247 . . . . .	214-634-8511
TRAV — Bill Huie 341 Ponce de Leon Ave NE, Atlanta GA 30308 . . . . .	404-873-1531

<b>UNITED TAPES OF AMERICA — Steve Schmidt</b> Box 1193, Grand Junction CO 81501 . . . . .	303-242-0405
<b>WATERMARK INC. — Steve Altken</b> 10700 Ventura Blvd, No Hollywood CA 91604. . . . .	213-980-9490
<b>WORONER PRODUCTIONS — Murray Woroner</b> 1995 NE 150th St, No Miami FL 33181. . . . .	305-945-5465
<b>ED YELIN ENTERPRISES — Tony Pastor, Tom Fenno</b> 3518 Cahuenga West No 305, Hollywood CA 90068 . . . . .	213-851-6377
<b>ZOUNDS — Frank Knight</b> 224 Bellevue Ave, Haddonfield NJ 08033 . . . . .	609-429-4482

**COMPUTER BUSINESS**

<b>COMPU-NET — AJ Aurichio, Pres (NY), Bruce Cotter, Eastern Sales Mgr., Bruce Massie, Western Sales Manager, Howard Haskins, Director Radio Oper. (CA)</b> 1350 Ave of the Americas, New York NY 10019. . . . . 8616 La Tijera Blvd, Los Angeles CA 90045 . . . . .	212-262-5293 213-642-2211
<b>COX DATA SERVICE — Bill Henderson</b> 5600 Rowell Rd NE, Atlanta GA 30342. . . . .	404-256-5200
<b>DATA COMMUNICATIONS CORP. (Bias) — Skip Sawyer</b> 3000 Director Row, Memphis TN 38131 . . . . .	901-332-3544
<b>PAPERWORK SYSTEMS, INC. — Joseph D. Coons</b> Box 2000, A St, Bellingham WA 98225 . . . . .	800-426-8872

**CONSULTANTS**

<b>CHRIS BAILEY &amp; ASSOCIATES — Chris Bailey, Bill Bussiere</b> Box 2033, Cincinnati OH 45201 (Competitive Marketing)	
<b>BURKHART/ABRAMS — KSTP Minn, KJR Seattle, KJRB Spokane, WAYS Charlotte, WAPE Jacksonville, WHOT Youngstown, WLAC Nashville, WKY Okla. City, WJIT New York, WROQ Charlotte, WQDR Raleigh, WWDC Wash, KFWD Dallas, WKTU New York, KEXL San Antonio, WKQQ Lexington, KISW Seattle, KYYS Kansas City, WDVE Pittsburgh, WGRQ Buffalo, WYSP Phil, WKLS Atlanta, WLRS Louisville, KYA-FM S.F., WQMQ Honolulu</b> 6445 Powers Fairy Landing, Ste 180, Atlanta GA 30328 . . . . .	404-955-1550
<b>CONNELL, BUD — Client list available per individual inquiry</b> 4000 Via Marina, Ste 209, Marina del Rey CA 90291 . . . . .	213-823-0363
<b>FRANK CROCKER PRODUCTIONS — WBLS New York, WGCI Chicago, KKSS St. Louis. Box 995, Beverly Hills CA 90212</b> . . . . .	213-650-8300
<b>GARY GRANGER — GENE MILNER — WSHE-FM</b> 3000 SW 60th Ave, Ft Lauderdale FL 33314 . . . . .	305-581-1580
<b>BOB HENNEBARY &amp; ASSOC. — KXXO Tulsa, KMOD Tulsa, G-98 Cleveland, WERE Cleveland, WMEE Ft Wayne, 93 KYS Washington</b> 136 E 55th, New York NY 10022 . . . . .	212-753-6513
<b>JOSEPH, MIKE — WTIC AM-FM Hartford, WEAN Providence, WPJB Providence, WKAQ AM-FM San Juan P.R., WCKS-FM Coco Beach</b> 11 Punch Bowl Dr, Westport CT 06880 . . . . .	203-227-8326

<b>MEDIA SERVICE CONCEPTS — Roger Skilnik (Research &amp; Program Consulting)</b> 441 W Belmont, Chicago ILL 60657 . . . . .	312-327-1010
<b>REGALL COMMUNICATIONS — WNDE, WFBQ, WLCY, WLCY-FM (Bill Hennes)</b> Box 10,000, St Petersburg FL 33733. . . . .	
<b>JOHN ROOK &amp; ASSOC. INC. — John Rook (Total radio consulting in Top 40, News, Conversation, Country and MOR)</b> 19031 Marilla St, Northridge CA 91324 . . . . .	213-885-7404
<b>SHERIDAN BROADCASTING CORP. — Matthew Ledbetter, Nat'L PD (WILD Boston, WUFO Amherst-Buffalo, WAMO AM-FM Pittsburgh)</b> 1811 Blvd of Allies, Pittsburgh PA 15219 . . . . .	412-281-6747
<b>BILL TAYLOR COUNTRY CONSULTANTS — Bill Taylor</b> 1636 S Reservoir, Pomona CA 91766 . . . . .	714-629-4588 714-623-3434

**EIGHT HUNDRED NUMBERS**

<b>Automobile Rental</b>	
American International. . . . .	800-527-6346
Avis. . . . .	800-331-2112
Budget . . . . .	800-228-9650
Hertz . . . . .	800-654-3131
National . . . . .	800-328-4567
Sears . . . . .	800-228-2800
Thrifty . . . . .	800-331-4200

<b>Hotels</b>	
Americana . . . . .	800-652-1735
Associated Inns & Restaurants of America. . . . .	800-228-2211
Barclay Hotel of New York City . . . . .	800-221-2690
Blitmore Hotel of New York City. . . . .	800-221-2690
Commodore Hotel of New York City . . . . .	800-221-1690
Downtowner-Rowntowner Motor Inns. . . . .	800-228-9600
Dunes Hotel of Las Vegas . . . . .	800-634-6971
Elm Inn Highway, So. Lake Tahoe . . . . .	800-822-5955
Fremont Hotel, Las Vegas . . . . .	800-634-6982
Frontier Hotel, Las Vegas . . . . .	800-634-6966
Holiday Inns. . . . .	800-453-5555
Howard Johnsons. . . . .	800-654-2000
Hyatt Hotels. . . . .	800-228-9000
International Reservation Inc., Las Vegas . . . . .	800-634-6441
Knott-Westbury Hotel . . . . .	800-327-3384
Landmark Hotel, Las Vegas . . . . .	800-634-6819
Las Brisas Hotel, Acapulco. . . . .	800-527-6168
Las Vegas Hacienda Hotel . . . . .	800-634-6111
Marriott Hotels . . . . .	800-228-9290
MGM Grand Hotel, Las Vegas. . . . .	800-634-6363
Omni International Hotels, Inc. . . . .	800-241-5500
Ormsby House, Carson City, Nevada . . . . .	800-648-4990
Pick Hotels & Motor Inns . . . . .	800-621-4404
Playboy Club Hotels . . . . .	800-621-1116
Princess Hotels International . . . . .	800-327-1313
Quality Inns . . . . .	800-323-5151
Ramada Inns. . . . .	800-228-2828
Rodeway Inns . . . . .	800-228-2000
Roosevelt Hotel, New York City . . . . .	800-221-2690
Sahara Hotel, Las Vegas . . . . .	800-634-6666
Sahara Tahoe Hotel. . . . .	800-648-3322
Sands Hotel, Las Vegas. . . . .	800-634-6901
Stardust Hotel, Las Vegas . . . . .	800-634-6757
Stauffer Hotels . . . . .	800-323-4455
Thunderbird Hotel & Casino. . . . .	800-634-6894
Timoa Inns. . . . .	800-447-4470

TMS International Hotel . . . . .	800-421-6662
Tropicana Hotel, Las Vegas . . . . .	800-634-6637
Trust Houses Forte Hotel Inc. . . . .	800-223-5672
Vagabond Motor Hotels . . . . .	800-522-1555
Western International Hotels . . . . .	800-228-3000
Yosemite Park & Curry Co. . . . .	800-692-5811

**EQUIPMENT**

- AKG ACOUSTICS** — Andrew Brakhan  
Headphones, microphones and accessories, phono cartridges, reverberation units.  
91 McKee Dr, Mahwah NJ 07430
- AMERICAN ELECTRONICS LABS** — C.J. Fowler  
Transmitters: IM-25KE, AM-5KD  
Box 552, Lansdale PA 19449 . . . . . 215-822-2929
- AMPEX CORPORATION** — Paul Hansil (For recorders), Richard Antonio (For blank tape) Audio magnetic tape & magnetic tape recorders  
401 Broadway, Redwood City CA 94063 . . . . . 415-367-4151
- AUTOMATED PROCESS, INC.** — Nick Balsamo  
Audio Equipment. 789 Park Ave, Huntington, NY 11743  
. . . . . 516-427-6024
- BCS/KAMAN SCIENCES CORPORATION** — Jack Finlayson. Computerized Traffic & Accounting Systems.  
1500 Garden of the Gods Rd, Colorado Springs, CO 80907  
. . . . . 303-599-1601
- BELAR ELECTRONICS LABORATORY** — Joe Novik, Arno Meyer  
Monitoring Equipment — AM, FM, TV.  
Lancaster Ave at Dorset, Devon PA 19333 . . . . . 215-687-5550
- BROADCAST CARTRIDGE SERVICE** — Bryant W. Ellis, Bob Leif.  
1227 N Vine St, Hollywood CA 90038. (Cartridge Sales, Cartridge Reload Service) . . . . . (213)464-5100
- BROADCAST ELECTRONICS, INC.** — Melton J. Black  
8810 Brookville Rd, Silver Spring MD 20910. (Manufacture Audio Consoles, Limiting Amplifiers, Tape Cartridge Machines  
. . . . . 301-587-1800
- B&W SALES** — Mr. Wessels. (Distributor of broadcast equipment and studio audio equipment; audio systems). P.O. Box 37, Morestown, NJ 08057 . . . . . 609-667-6841
- CAPITOL MAGNETIC PRODUCTS, DIV. OF CAPITOL RECORDS** — E.C. Khoury. 1750 N Vine St., Los Angeles CA 90028. (Tape manufacture and sales of broadcast cartridges, cassettes and reels.  
. . . . . 213-255-5103
- CCA ELECTRONICS CORP** — Sheldon Perlman. (FM & AM broadcast transmitters, TV broadcast equipment, audio equipment).  
716 Jersey Ave, Gloucester City NJ 08030 . . . . . 609-456-1716
- CETEC BROADCAST GROUP** — Call for salesman in your area. (Sales of Jampro FM antennas, Schafer automation, Sparta AM&FM transmitters and audio equipment.) 75 Castilian Dr, Goleta CA 93017  
. . . . . 805-968-1561
- CLW BROADCASTERS, INC.** — William J. Kitchen. (Audio equipment & visual products) 2004 S Orchard Knob Ave, Chattanooga TN 37404 . . . . . 615-698-3429
- COLLINS BROADCASTING SYSTEMS - ROCKWELL INTERNATIONAL** — Al Senter. (Audio & Broadcasting equipment) 1200 N. Alma Rd, Richardson TX 75080 . . . . . 214-690-5000

- CONSOLIDATED COMMUNICATIONS COUNSELORS**— Sam Holman (Production aids) 10407 Devonshire Circle, Ste 140, Omaha NE 68114 . . . . . 402-397-3010  
 . . . . . 800-228-2771
- CONTINENTAL RECORDINGS, INC.** — L. Daniel Flynn (Tape supplies) 210 South St, Boston MA 02111 . . . . . 617-426-3131
- CSI ELECTRONICS, INC.** — Bernie Gelman (Transmitters, AM & FM antennas, cables, studio equipment and towers) 2607 River Rd, Cinnaminson, NJ 08077 . . . . . 609-786-1060
- DBX, INC.** — Larry Blakely, Cass Vanini (Manufacture - tape noise reduction systems) 296 Newton St, Waltham MA 02154  
 . . . . . 617-899-8090
- DELTA ELECTRONICS, INC.** — Joe Novak (Monitors, antennas; bridges, impedance; remote control systems; receiver, generators; ammeter systems; transformers; toroidal current, meter jacks) 5534 Port Royal Rd, Springfield VA 22157. . . . . 703-321-9845
- DISC-LOCATION** — Jim Schlichting. (Amplifiers, record care products & phono reamps) P.O. Box 8260, Van Nuys CA 91409 . . . . .
- DOLBY LABORATORIES** — Jim Gibb. (Noise reduction equipment for radio stations, recording and cinema applications) 731 Sansome St, San Francisco CA 94111. . . . . 415-392-0300
- ELECTRO IMPULSE, INC.** — Mark Rubin. (Broadcasting equipment) Box 870, 116 Chestnut St, Red Bank NJ 07701 . . . 201-741-0404
- ELECTRO SOUND INC.** — R.H. Burkett (Tape recorder reproducer) 160 San Gabriel Dr, Sunnyvale CA 94086 . . . . . 408-245-6600
- ESE** — L. Stroud (Digital Clocks & Timers) 505½ Centinela, Inglewood CA 90302 . . . . . 213-674-3021
- FAX NET INC.** — John Porterfield (Radio newspaper system) 67 Mountain Ave, Chatham NJ 07928 . . . . . 201-635-1140
- FIDELIPAC** — Gene Bidvin (Alignment gauges, alignment tapes, cartridge storage racks, cartridge tapes, erasers, on-air lights, tape cartridges & test tapes) 109 Galther Dr, Mt. Laurel NJ 08057  
 . . . . . 609-235-3511
- HARRIS CORPORATION** — Walt Rice. (Manufacture audio consoles, cartridge equipment, monitors, AM, FM & TV transmitters) 123 Hampshire, Quincy IL 62301 . . . . . 217-222-8200
- IGM/NORTHWESTERN TECHNOLOGY, INC.** — Pete Ruese (Automated broadcasting equipment) P.O. Box 943, 4041 Home Rd, Bellingham, WA 98225. . . . . 206-733-4567
- INTERNATIONAL TAPETRONICS CORP** — Andy Rector (Broadcast equipment, cartridges & reel-to-reel machines) 2425 So Main St, Bloomington IL 61701. . . . . 309-828-1381
- JOHNSON ELECTRONICS INC** — Joseph Lutz (Audio equipment) Box 7, Casselberry FL 32707 . . . . . 305-339-2111
- LPB INC** — Harry N Larkin (Broadcast audio consoles & equipment. Low power AM transmitters & accessories; educational FM transmitters & accessories) 520 Lincoln Highway, Frazer, PA 19355  
 . . . . . 215-644-1123
- MCCURDY RADIO INDUSTRIES, INC** (Amplifiers, broadcast systems, consoles, intercoms, switchers) 1057 Clinton St, Buffalo NY 14206  
 . . . . . 716-854-6700

- McMARTIN INDUSTRIES, INC** — Ray McMartin (AM/FM frequency modulation monitors, AM/FM transmitters, AM RF amplifiers, amplifiers, audio consoles, exciters, FM relay receivers, FM SCA receivers, intercom equipment, mixer preamps, RPU systems, SCA generators, stereo generators) 4500 So 76th St, Omaha NE 68127  
 ..... 402-331-2000
- MICRO-TRAK CORPORATION** — W Stacy (Audio equipment)  
 620 Race St, Holyoke MA 01040. .... 413-536-3551
- MODULAR AUDIO PRODUCTS** — Rick Bemont (Design & manufacture professional audio equipment, modular components and consoles for broadcast, recording, sound & communications  
 50 Orville Dr, Airport Plaza, Bohemia NY 11716. . . 516-567-9620
- MORE MUSIC ENTERPRISES INC** — Ron Lewis (Sells broadcast equipment & tape products) 5315 Laurel Canyon Blvd, No Hollywood CA 91607. .... 213-985-3300
- MOSELY ASSOCIATES** — John E Leonard, Jr (Broadcasting equipment)  
 111 Castilian Dr, Goleta CA 93017. .... 805-968-9621
- NUCLEAR PRODUCTS COMPANY** — Chuck Evleth (Manufactures static elimination devices) Box 5178, El Monte CA 91734  
 ..... 213-283-2603
- ORANGE COUNTY ELECTRONICS CORP, LTD** — Michael A Gillespie (Audio & control equipment) 1125 Empress St, Winnipeg, Manitoba R3E 3H1. .... 204-775-8151
- OVATION INCORPORATED** — Dick Schory (Supplies: audio-visual, software & hardware) 1249 Waukegan Rd, Glenview IL 60025  
 ..... 312-729-7300
- RCA BROADCAST SYSTEMS** — Randy McCallister (AM transmitter & custom audio) — WW "Wally" Warren (FM transmitter, tape & automated pgmg equipment) — GG "Gil" Strubel (AM & FM antennas & towers) Building 2-5, Front & Cooper St, Camden NJ 08102  
 ..... 609-963-8000
- SANSUI ELECTRONICS** — Mr. LeBow (4-channel broadcast encoders)  
 55-11 Queen Blvd, Woodside NY 11377. .... 212-779-5300
- SINTRONIC CORPORATION** — Mr. Tyrrell (Transmitters)  
 705 Haverford Rd, Bryn Mawr PA 19010 ..... 215-LA5-3700
- ERIC SMALL & ASSOCIATES** — Eric Small (Broadcast audio consulting, facilities design, marked Optimod FM limiter, compressor, stereo generator) 680 Beach St, Ste 315, San Francisco CA 94109  
 ..... 415-441-0666
- SPECTRA-SONICS** — Gregory Dilley (Manufacture professional audio products) 770 Wall Ave, Ogden UT 84404. .... 801-392-7531
- SPECTRA SONICS, HOLLYWOOD** — Ray Kimber, Andre Hansen (Manufactures professional audio products) 6430 Sunset Blvd, Ste 1117, Hollywood CA 90028. .... 213-461-4321
- SYSTEMS MARKETING CORP.** — Pete Charlton (Audio & broadcast equipment) 1005 W Washington St, Bloomington, IL 61701  
 ..... 309-829-6373
- TABER MFG & ENG CO** — Robert H Kearns (Manufacture & recondition audio equipment) 2081 Edison Ave, San Leandro CA 94521  
 ..... 415-635-3831
- THOMSON CSF** — Bob Estony (Manufacture of amplifiers & limiters)  
 37 Brownhouse Rd, Stamford CT 06902 ..... 203-327-7700
- TIME & FREQUENCY TECHNOLOGY INC** — John Webster, Frank Stolten (Modulation monitors, remote control) 300 Olcott St, Santa Clara CA 95051. .... 408-246-6365

- UMC ELECTRONICS CO. — Allen J Shaftel (Broadcast equipment)  
460 Sackett Point Rd, New Haven CT 06473 . . . . . 203-288-7731
- US PIONEER ELECTRONICS CORP — John Brozda (Broadcasting  
equipment) 75 Oxford Dr, Moonachie NJ 07074 . . . . . 201-935-4300
- 

**GOVERNMENT**

- FCC, 1919 M Street NW, Washington DC 20554  
. . . . . 202-655-4000
- FTC, 7th & Constitution Ave NW, Washington, DC 20580  
. . . . . 202-655-4000
- 

**GRAPHIC DESIGN**

- CENTURY CUSTOM RECORDS, 6363 Sunset Blvd, Ste 718, Holly-  
wood CA 90028 — Dick Marwell  
. . . . . 213-465-6282
- WALTER MORGAN ASSOCIATES — Kathy Clarey, Terry Mitchell  
7606½ Lexington Ave, Los Angeles CA 90046  
. . . . . 213-654-2517
- WESTSIDE GRAPHIC DESIGN — Khristi Shultz, Kent Bridwell  
2909 Arizona St., Santa Monica, CA 90404  
. . . . . 213-828-8523
- 

**GROUP PROGRAMMERS**

- ABC-FM RADIO — Allen Shaw (KLOS LA, WPLY NY, WRIF Detroit,  
WDAI Chicago, KSFX SF, KAUM Houston) 1330 Ave of the Ameri-  
cas, New York NY 10019 . . . . .
- BARTELL MEDIA — George Wilson (KCBQ San Diego, WOKY Mil-  
waukee, KSLQ St. Louis, WRQ Detroit, WMJX Miami) 205 E  
42nd St, New York, NY 10017 . . . . . 212-983-5600
- CBS-FM STATIONS — Bob Cole, VP (KCBS S.F., KMOX St. Louis,  
KNX L.A., WBBM Chicago, WCAU Phil., WCBS N.Y., WEEI Bos-  
ton) 51 W 52nd St, New York NY . . . . . 212-975-3558
- CENTURY BROADCASTING — Robert Burch, Natl. PD (KWST L.A.,  
KSHE St. Louis, WABX Detroit) 8833 Sunset Blvd, Los Angeles CA  
90069 . . . . . 213-657-6130
- COMBINE COMMUNICATIONS — John Bayliss (KBBC Phoenix,  
KEZL San Diego, KIIS AM-FM LA, KSDO San Diego, KTAR Pho-  
enix, WWOJ Hackensack) 1101 N Central, Phoenix AZ 85004  
. . . . . 714-231-5886
- CONSOLIDATED COMMUNICATIONS COUNSELORS (Various sta-  
tions from coast to coast) — Sam Holman, 10407 Devonshire Circle,  
Ste 140, Omaha NE 68114 . . . . . 402-397-3010  
. . . . . 800-228-2771
- FAIRBANKS BROADCASTING (WIBC Ind, WNAP Ind, WIBG Phil,  
KVIL Dallas, WRMF Titusville, WVBF Boston, WKOX Framingham  
2835 N Illinois, Indianapolis IN 46208
- GLOBETROTTER COMM — Nick Anthony, VP Programming (WOOE  
Detroit, WOOK Cleveland, WGCI Chicago, WIXY Cleveland, WVON  
Chicago) 1 IBM Plaza, Chicago IL 60611 . . . . . 216-391-1260  
Also: 3940 Euclid Ave, Cleveland OH 44115
-

- GREATER MEDIA** — Julian Breen, Gen Mgr Radio Prog (WPEN Phil, WMGK Phil, WHND Detroit, WMJC Detroit, WGAY AM-FM Wash, WCTC WGMR New Brunswick, WGSM Huntington L.I, WCTO Smithtown, LI, WESO AM-FM Southbridge MA, WTCR Ashland, KY, WHEZ Huntington W. VA) 96 Bayard St, New Brunswick NJ 08901 . . . . . 201-247-6161
- HERCULES BROADCASTING** — Jay Hoffer, VP Programming (KRAK Sacramento, KEWT Sacramento, KMPS & KEVT Seattle) Box 6347, Sacramento CA 95860 . . . . . 916-482-7100
- JEFFERSON PILOT CORP.** — Wally Jorgenson, VP Radio (WBIG Greensboro, WQXI Atlanta, WBT Charlotte, KIMN Denver) 1 Julian Price Pl, Charlotte NC 28208 . . . . . 704-374-3500
- LARSON GROUP STATIONS** — Brent Larson, Pres (KXA Seattle, KODL Dallas, KWZ Boise, KAIN Napa) 1307 2nd Ave, Seattle WA 98101 . . . . . 206-682-9033
- MEREDITH BROADCASTING** — Dick Carr, VP Radio Operation (WGST Atlanta, KCMO & KCEZ Kansas City, WOW & KEZO Omaha) 550 Pharr Rd, Atlanta GA 30305 . . . . . 404-231-0920
- THE MIDWEST FAMILY** — Bill Vancil, Grp PD (WOSH Oshkosh, WIZM & WISM La Crosse, WSJM St Joseph) Box 2058, Madison WI 53701 . . . . . 608-271-1486
- MOFFAT COMMUNICATIONS** — Keith James, VP Progmng (CKLG AM & FM Vancouver, CKXL & FM96 Calgary, CHED Edmonton, CKY & FM 92 Winnipeg, CHAB Moose Jaw) Box 1140, Calgary, Alberta, Canada . . . . . 403-264-8000
- MONROE BROADCASTING** — Ron Norwood (KGA Spokane, KEE Eugene) S. 6228 Regal, Spokane WA 99203. . . . . 509-448-2311
- NATIONWIDE** — Dick Jensen, GM Radio (WNCI Columbus, WPOC Baltimore, WGAR Cleveland, WKSX Cleveland, WLEE Richmond), 246 High St, Columbus OH 43216 . . . . . 614-227-7111
- NBC RADIO DIVISION** — Jack Thaver, Pres (WNBC & WNWS NY, WMAQ & WNIS Chicago, KNBR & KNAI SF, WRC & WKYS Wash) 30 Rockefeller Plaza, New York NY . . . . . 212-247-8300
- OPPENHEIMER, RICHARD Sr.** (WBOK New Orleans, WYOK Houston, WLOK Memphis, KXLR Little Rock, KUDL Kansas City, WWWW Detroit, KDTX Dallas, KABL SF) 3715 Williams Blvd, Kenner, LA 70062 . . . . . 504-443-5656
- PENTON BROADCASTING** — Norm Wain (KOAX Dallas) 1111 Chester Ave, Cleveland OH 44114 . . . . . 216-696-7000
- PLOUGH BROADCASTING** — Craig Scott, Natl Op Mgr (WCOP Boston, WPOL Atlanta, WCAO Baltimore, WJJD Chicago, WMFS Memphis, WFUN St. Petersburg) 2355 Ballard, Des Plaines IL 60016 . . . . . 312-782-5466
- RKO BROADCASTING** — Paul Drew (WAXY Ft Lauderdale, WGMS Wash, WRKO WROR Boston, KRTH KHJ L.A., WHBQ Memphis, WXLO WOR N.Y., KFRC S.F., WFYR Chicago) 6255 Sunset Blvd, Ste 724, Los Angeles CA 90028. . . . . 213-462-2133
- SONDERLING** — Mac Allen (KDIA Oakland, WDIA Memphis, WWRL NY, WMOD Wash, WQUD Memphis, WBMX Chicago, KIKK Houston) P.O. Box 1152, Houston TX. . . . . 713-473-4433
- S.R.O. BROADCASTING** — Fred Danz (KZOK, KUU Seattle, KBFW Bellingham, KSJO San Jose, KASH, KSND Eugene, KALE Tri-Cities, KEDO, KLYK Longview) 600 106th NE, Bellevu WA 98008 . . . . . 206-455-8100

**rt Radio Quarterly Report Radio Quarterly Report Radio Q**

**SOUTHERN BROADCASTING** — George Williams, Natl. PD (WRVA, WRVQ Richmond, WKX, WYYD Raleigh, WEZI Memphis, KFWD Dallas, WRBQ Tampa, WSGN Birmingham, KULF Houston, KYND Houston, KOY KRFR Phoenix) Box 5176, Winston-Salem NC 27103 . . . . . 919-723-3561

**STORZ BROADCASTING** — Bud Armstrong, Exec. VP (KOMA Oklahoma City, KXOK St. Louis, WDGY Minn, WHB Kansas City, WQAM Miami, WTIW New Orleans) Kiewit Plaza, Omaha NE 68131 . . . . . 402-342-4700

---

**JINGLES**

**ALSHIRE INTERNATIONAL** — Ricardo Ceja  
1015 Isabel St, Burbank CA 91502. . . . . 213-849-4671

**TOBY ARNOLD & ASSOCIATES** — Toby Arnold  
4255 LBJ, Suite 156, Dallas TX 75234  
. . . . . 214-661-8201

**AUDIO SELLERS INC/THE MONEY MACHINE** — Jerry K Williams  
Box 23355, Nashville TN 37202  
. . . . . 800-251-2058

**BIG BUCKS CREATIONS** — Monte Gast  
9100 Sunset Blvd, Los Angeles CA 90069  
. . . . . 213-274-1244

**CHUCK BLORE AND DON RICHMAN INCORPORATED** — Chuck  
Blore or Don Richman - 1606 N Argyle, Hollywood CA 90028  
. . . . . 213-466-9221  
. . . . . 213-462-0944

**CENTURY 21 PRODUCTIONS & PROGRAMMING, INC.** — Dick Starr  
2825 Valley View, No 221, Dallas TX 75234 . . . . . 800-527-3262

**BUD CONNELL ASSOCIATES**  
4600 Via Marina, Ste 209, Marina del Rey CA 90291  
. . . . . 213-823-0363

**CONSOLIDATED COMMUNICATIONS COUNSELORS** — Sam Holman  
10407 Devonshire Circle, Ste 140, Omaha NE 68114  
. . . . . 402-397-3010  
. . . . . 800-228-2771

**CONTINENTAL RECORDINGS, INC.** — L. Daniel Flynn  
210 South St, Boston MA 02111 . . . . . 617-426-3131

**CRITERION PROD., INC.** — Mike Eisler  
3103 Routh Ave, Dallas TX 75201 . . . . . 214-651-0029

**DON ELLIOT CREATIVE SERVICES** — Don Elliott  
Box 662, Hollywood CA 90028. . . . . 213-851-7768

**EMISON** — David MacKenzie  
23 Redan Pl, Queensway, London W2, England. . . . . 01-229-0104

**THE GREAT NORTHWEST MUSIC CO.** — Jerry Dennon  
300 Vine St, No 12, Seattle WA 98121 . . . . . 206-622-0470

**JAM CREATIVE PROD., INC** — Fred Hardy, Jr.  
7319-C Hines Place, Dallas TX 75235 . . . . . 214-630-5260

**KRISHANE ENTERPRISES, INC.** — Ronald G. Ross  
4601 Willis Ave, Sherman Oaks CA 91403  
. . . . . 213-981-8255

**THOMAS McMURRAY IDEAS** — Tom McMurray  
11 Oak Meadow, Charlotte NC 28210 . . . . . 704-554-8939

## **Report Radio Quarterly Report Radio Quarterly Report Radio**

- MHL PRODUCTIONS — Michael Lazer  
1135 Loren Dr, DeKalb, IL 60115 . . . . . 815-758-2183
- TERRY MOSS PRODUCTIONS/L.A. AIR FORCE — Terry Moss  
2445 E Third St, Long Beach CA 90814 . . . . . 213-433-5020
- PAMS, INC. — Sam Holman  
4141 Office Parkway, Dallas TX 75204 . . . . . 214-827-0901  
. . . . . 800-228-2771
- PARASOUND, INC. — Sid Goldstein  
680 Beach St, San Francisco CA 94109 . . . . . 415-673-4544
- PETERS PRODUCTIONS INC. — Ed Peters  
8228 Mercury Ct, San Diego CA 92111 . . . . . 714-565-8511
- ST. CLAIR PRODUCTIONS, LTD. — Richard Loth  
24 St. Clair Ave, West, Toronto, Ontario, Canada M4V 1L6  
. . . . . 416-922-4441
- SUSQUEHANNA PRODUCTIONS — GM George Hyde, Mktg - Carl  
Loueks & Carl Crawford - 140 E Market St, York PA 17401  
. . . . . 717-843-9951
- WILLIAM B. TANNER CO, INC. — Zack Hernandez  
2714 Union Ave Extd., Memphis TN 38112. . . . . 901-320-4212
- TM PRODUCTIONS — Jerry Atchley  
1349 Regal Row, Dallas TX 75247 . . . . . 214-634-8511
- UNITED TAPES OF AMERICA — Steve Schmidt  
Box 1193, Grand Junction CO 81501 . . . . . 303-242-0405
- ED YELIN ENTERPRISES — Tony Pastor, Tom Fenno  
3518 Cahuenga West No 305, Los Angeles CA 90068  
. . . . . 213-851-6377

### **NEWS SERVICES**

- ASSOCIATED PRESS — Bob Benson  
50 Rockefeller Plaza, New York NY 10020 . . . . . 212-262-4000
- EARTH NEWS — Jim Brown  
32234 Pacific Coast Hwy, Malibu CA 90265 . . . . . 213-457-2547
- KALEIDOSCOPE NEWS SERVICE — Mark McKay  
Box 4819, Walnut Creek CA 94596 . . . . . 415-937-2579
- MUTUAL BROADCASTING SYSTEM — Gary Worth  
1755 So Jefferson Davis Hwy, Arlington VA 22202  
. . . . . 703-685-2000
- NEWSPACE  
1323 Anacapa St, Santa Barbara CA 93101 . . . . . 805-966-9161
- PROGRESSIVE RADIO NETWORK — Eric Riback  
Box 172, Bronx, NY 10451 . . . . . 212-585-2717
- RADIO MUSICO — Steven Gasper, Steven McCormick  
1011 N. Palm, Los Angeles CA 90069 . . . . . 213-855-0419
- UNITED PRESS INTERNATIONAL — William B. Ketter  
220 E. 42nd, New York NY 10017. . . . . 212-MU2-0400

# apradio...

... the full, live, flexible news and feature programming for 1977...



## ● Newscasts

24-hours a day on the hour, with full five, 3-1/2 min. and 90-sec. formats. Audience is universal.

## ● SportsLine

Daily 90-sec. format, live from 6:45 am to 10:45 pm, at :45. Expanded weekend coverage. Audience avid and attentive.

## ● Business Barometer

Mon. thru Fri., at :15, for 90-seconds live from 10:15 am to 5:15 pm. Expanded at 5:15 pm to 3-1/2 min. Audience is wide ranging, direct.

## ● Agreport

Each live report 3-1/2 min. each, Mon. thru Fri. from 6:25 am to 12:25 pm. Audience includes both producers and consumers. Ideal for co-op advertising.

## ● MotorsportsLine

Offered on Sat., Sun. and Mon., 3-1/2 min. ea. at 6:30 am and 10:30 am. Deals in week's racing news, actualities and recap plus upcoming racing. Strong male audience with female interest growing. (All Times Eastern)

### Additional APRadio Features

#### ● SPECIAL ASSIGNMENT

Magazine format program, with avails; a popular APR item.

#### ● NATIONAL TOWN MEETING

A Public Affairs program with public involvement, q and a.

#### ● CONSUMER REPORT

A daily feature which usually deals with a single item of special interest to consumers.

#### ● PROJECT...SERIES

Features and human interest programming on people, government, consumer with special weekend topics of timeless values.

### APRadio Services

- BILLBOARDS
- UPDATES
- BULLETINS
- REGIONAL FEEDS
- SPECIAL UPDATES

FOR DETAILS, CALL YOUR NEAREST AP BUREAU IN PRINCIPAL CITIES OF EVERY STATE, OR APRADIO, (212) 262-4012 IN NEW YORK.

**THE ASSOCIATED PRESS BROADCAST NEWS**

**OLDIES**

- AMERICAN RECORD SALES, INC. — Bill Buster (45 rpm's)  
1120 Crown Point Rd, Westville NJ 08093 . . . . . 609-848-1900
- CREATIVE MEDIA CONSULTANTS, INC. — John Hawkins  
Box 3146, Walnut Creek CA 94598 . . . . . 415-938-4444
- THE MUSIC DIRECTOR PROGRAMMING SERVICE — Herb Jackson  
Box 103, Indian Orchard MA 01151 . . . . . 413-783-4626
- OLDIES UNLIMITED — Shelly Weltman  
Box 389, Flushing, NY 11352
- 

**PRODUCTION LIBRARY**

- AUDIO SELLERS, INC./THE MONEY MACHINE — Jerry K. Williams  
Box 23355, Nashville TN 37202 . . . . . 800-251-2058
- CA VOX STEREO PRODUCTIONS — Bob Mayfield  
502 So Isis, Inglewood CA 90301. . . . . 213-776-6933
- CENTURY 21 PRODUCTIONS & PROGRAMMING, INC - Dick Starr  
2825 Valley View, No 221, Dallas TX 75234 . . . . . 800-527-3262
- DISC-LOCATION — Jim Schlichting  
Box 8260, Van Nuys CA 91409
- PAMS, INC — Sam Holman  
4141 Office Parkway, Dallas TX 75204 . . . . . 214-827-0901  
. . . . . 800-228-2771
- ROSS-GAFFNEY, INC. — Paul Burggraf  
21 W 46th St, New York, NY 10036 . . . . . 212-582-3744
- ST. CLAIR PRODUCTIONS, LTD. — Richard Loth  
24 St. Clair Ave West, Toronto, Ontario, Canada M4V 1L6  
. . . . . 416-922-4441
- WORONER PRODUCTIONS — Murray Woroner  
1995 NE 150th St, No Miami FL 33181. . . . . 305-945-5465
- 

**PROGRAMMING AIDS — MISCELLANEOUS**

- ROCK BIO'S UNLIMITED/THE COUNTRYALMANAC — Marc Kaplan  
(Publish programming aids for DJs) Box 978, Beloit, WI 53511  
. . . . . 608-365-9884
- 

**PUBLIC AFFAIRS**

- SAM CHASE ASSOCIATES, INC — Sam Chase  
118 W 79th St, New York NY 10024 . . . . . 212-799-4455
- EXECUTIVE RADIO RESEARCH — Dennis Drake, Bruce Cole  
2605 E 3300 So, Salt Lake City UT 84109 . . . . . 581-0605  
. . . . . 800-322-2990
- PUBLIC AFFAIRS BROADCAST GROUP — Mark Bragg  
Box 48911, Los Angeles CA 90048. . . . . 213-550-7151
- RADIO & TV ROUNDUP PRODUCTIONS — Bill Bertenshaw  
18 W 45th St, New York NY 10036 . . . . . 212-986-5707  
. . . . . 201-762-2755
-

THE SIU RADIO NETWORK — Richard B. Hildreth, Jack Brown  
 Southern Illinois University, Carbondale IL 62901 . . . 618-453-4343

**PUBLIC SERVICE**

- ACTION — Marshall Pittman**  
 806 Connecticut Ave NW, Wash DC 20525 . . . . . 202-254-7520
- ADVERTISING COUNCIL — Nancy Napier, Media Dept.**  
 825 Third Ave, New York NY 10022 . . . . . 212-758-0400
- LARRY BLACK SHOW — Larry Black**  
 Rd No 2, Freeville NY 13068 . . . . . 607-347-4411
- SAM CHASE ASSOCIATES, INC. — Sam Chase**  
 118 W 79th St, New York NY 10024 . . . . . 212-799-4455
- DO IT NOW FOUNDATION — Nancy Gray**  
 Box 5115, Phoenix AZ 85010. . . . . 602-257-0797
- RADIO and TV ROUNDUP PRODUCTIONS — Bill Bertenshaw**  
 18 W 45th St, New York NY 10036 . . . . . 201-762-2755  
 . . . . . 212-986-5707
- SUMMIT PRODUCTIONS — Mike LaRocque**  
 6605 Ampere Ave, No Hollywood CA 91606 . . . . . 213-762-5544

**RADIO PROMOTIONS**

- BUNCE RADIO PROMOTIONS, KLFM RADIO — Robert Bunce**  
 425 Fifth St, Ames, Iowa 50010 . . . . . 515-232-0104
- BUD CONNELL ASSOCIATES — Bud Connell**  
 4600 Via Marina, Ste 209, Marina del Rey CA 90291  
 . . . . . 213-823-0363
- ILNEY RECORDS, INC — M. James**  
 90-58 201st St, Hollis NY 11423 . . . . . 212-464-4035
- JAM CREATIVE PROD., INC. — Fred Hardy, Jr.**  
 7319-C Hines Pl, Dallas TX 75235 . . . . . 214-630-5260
- Roy Jay Enterprises**  
 314 SW 9th Ave, Portland OR 97208 . . . . . 503-225-0509
- DEAN LANDSMAN RADIO SERVICES — Dean Landsman**  
 135 E 54th St, New York NY 10022. . . . . 212-753-5259
- LOGOS UNLIMITED — Art Vuolo Jr.**  
 Box 219, Ypsilanti MI 48197 . . . . . 313-434-2712
- THOMAS McMURRAY IDEAS — Tom McMurray**  
 11 Oak Meadow, Charlotte NC . . . . . 704-554-8939
- TERRY MOSS PRODUCTIONS/L.A. AIR FORCE — Terry Moss**  
 2445 E Third St, Long Beach CA 90814. . . . . 213-433-5020
- THE PROFIT CENTER — Ralph Stachon**  
 5415 Maple Ave, Dallas TX 75235 . . . . . 214-638-6231
- PROVOCATIVE PROMOTIONS — Chuck Simon**  
 6606 Sunset Blvd, Ste 202, Los Angeles CA 90028. . 213-469-1109
- TRAV — Bill Huie**  
 341 Ponce de Leon Ave NE, Atlanta GA 30308 . . . 404-873-1531

## **arly Report Radio Quarterly Report Radio Quarterly Report**

- RICK TROW PRODUCTIONS — Betsy Sieracki**  
7320 York Rd, Philadelphia PA 19126. . . . . 215-635-6200
- UNDERWOOD-McCLAIN & ASSOCIATES — Joseph A Weber**  
516 SE Morrison Weatherly Bldg, 10th Flr, Portland OR 97214  
. . . . . 503-232-2216
- 

### **RADIO SALES AIDS**

- ADVENTURES INTERNATIONAL — Harvy Borlaug**  
222 Columbus Ave, San Francisco CA 94133. . . . . 415-398-1472
- BLACKBURN & COMPANY — Joseph M. Sitrick**  
1725 K St, NW, Wash DC 20006  
. . . . . 202-331-9270
- CO-AD ASSOCIATES, INC — Seminars for advertisers & broadcasters**  
7500 W Mississippi Ave, Fort Morgan CO 80226 . . . 303-867-2573
- ROY JAY ENTERPRISES**  
314 SW 9th Ave, Portland OR 97208 . . . . . 503-225-0509
- UNDERWOOD-McCLAIN & ASSOCIATES — Joseph A. Weber**  
516 SE Morrison Weatherly Bldg, Portland OR 97214.503-232-2216
- 

### **RATING SERVICES**

- AMERICAN RADIO 76 — James H. Duncan, Jr.**  
c/o Gilmore Advertising, 200 Michigan Blvd, Kalamazoo MI 49006  
. . . . . 616-381-4262
- ARBITRON — Pete Megroz (VP Bdcstg Sales & Mktg), Wm. Engel (VP  
Radio Sales), Larry Manuel (VP, GM, Arbitron Radio, Richard  
Weinstein, VP Advertiser-Agency Sales & Mktg**  
1350 Ave of the Americas, New York NY 10019. . . 212-262-2600
- DIMENSIONS UNLIMITED RESEARCH, INC — Ed Poole**  
2816 Rowena Ave, Los Angeles CA 90039 . . . . . 213-666-1406
- DEAN LANDSMAN RADIO SERVICES — Dean Landsman**  
135 E 54th St, New York NY 10022. . . . . 212-753-5259
- MEDIA SERVICE CONCEPTS — Dr. Roger Skolnir**  
441 W Belmont, Chicago IL 60657. . . . . 312-327-1010
- THE PULSE, INC — George Sternberg**  
1212 Ave of the Americas, New York NY 10036. . . 212-575-7966
- PULSE PACIFIC INC. — Kenneth Gross**  
6404 Wilshire Blvd, Los Angeles CA 90048 . . . . . 213-653-7733
- THE SOURCE — Ed Poole**  
2816 Rowena Ave, Los Angeles CA 90039 . . . . . 213-666-1406
- 

### **RECORDING FACILITIES**

- AMPRO CORPORATION — Alex Meyer**  
850 Pennsylvania Blvd, Ste 1026, Feasterville PA 19047  
. . . . . 215-322-5100
- BONNEVILLE PRODUCTIONS — Dave Michelsen**  
130 Social Hall Ave, Salt Lake City UT 84111 . . . . 801-524-2400
- CONTINENTAL RECORDINGS, INC. — L. Daniel Flynn**  
210 South St, Boston MA 02111 . . . . . 617-426-3131
-

CREATIVE MEDIA CONSULTANTS, INC. — John Hawkins Box 3146, Walnut Creek CA 94598 . . . . .	415-938-4444
INSTITUTE OF BROADCAST ARTS — Arthur J. Mansavage 75 E Wacker Dr, Chicago IL 60601 . . . . .	312-236-8105
KRISHANE ENTERPRISES, INC. — Ronald G. Ress 4601 Willis Ave, Sherman Oaks CA 91403 . . . . .	213-981-8255
STUDIO WEST — Jim Meeker 3901 Westerly Place, Newport Beach CA 92660 . . .	714-752-1918

---

**RECORD PRESSING**

ALSHIRE INTERNATIONAL — Ricardo Ceja 1015 Isabel St, Burbank CA 91502 . . . . .	213-849-4671
CENTURY CUSTOM RECORDS — Dick Marwell 6363 Sunset Blvd, Ste 718, Hollywood CA 90028 . .	213-465-6282
OVATION INCORPORATED — Dick Schory 1249 Waukegan Rd, Glenview IL 60025 . . . . .	312-729-7300

---

**RECORD SERVICES**

Breneman Radio Service — Tom Breneman 23117 Collins St, Woodland Hills CA 91364 . . . . .	213-348-3162
CHASE MEDIA, INC. — Randal S. Chase Hotel Newhouse, 4th St & Main, Ste 1204 Salt Lake City UT 84101 . . . . .	801-363-5858
DISC-LOCATION — Jim Schlicting Box 8260, Van Nuys CA 91409	
HOUSE OF OLDIES — Bob Abramson (Rare 45's) 267 Bleeker St, New York NY 10014 . . . . .	212-243-0500
THE MUSIC DIRECTOR PROGRAMMING SERVICE — Herb Jackson Box 103, Indian Orchard MA 01151 . . . . .	413-783-4626
RECORD SOURCE INTERNATIONAL, DIV. OF BILLBOARD — Nancy Erlich - 1575 Broadway, New York NY 10036 . . . . .	212-764-7311
TOTAL SERVICES, INC. — D. Alan Clark 6362 Hollywood Blvd, Hollywood CA 90028 . . . . .	213-461-8168

---

**RELIGIOUS PROGRAMMING**

ACC PRODUCTIONS — Joan Tonyan 50 Oak St, San Francisco CA 94102 . . . . .	415-864-3232
BAPTIST RADIO-TV COMMISSION — Jerry Pillow 6350 W Freeway, Ft Worth TX 76116 . . . . .	817-737-4011
LARRY BLACK SHOW — Larry Black Rd No 2, Freeville NY 13068 . . . . .	607-347-4411
YOUTH DEVELOPMENT, INC — Jim Vaus 810 Emerald, San Diego CA 92109 . . . . .	714-270-0661

**RESEARCH SERVICES**

- BROADCAST PROGRAMMING INTERNATIONAL INC.** — Michael Kirkland - Box 547, Bellingham WA 98225 . . . . . 206-676-1400
- DIMENSIONS UNLIMITED RESEARCH, INC.** — Ed Poole  
2816 Rowena Ave, Los Angeles CA 90039 . . . . . 213-666-1406
- ERA RESEARCH** — Sebastian Stone  
680 Beach St, Ste 373, San Francisco CA 94109 . . . 415-441-0550
- DEAN LANDSMAN RADIO SERVICES** — Dean Landsman  
135 E 54th St, New York NY 10022 . . . . . 212-753-5259
- MEDIA SERVICE CONCEPTS** — Dr. Roger Skolnick  
441 W Belmont, Chicago IL 60657 . . . . . 312-327-1010
- PROGRAM DATA SALES, INC** — Peter H. Wright (Audio & visual test-ings) - 233 E Erie, Chicago IL 60611 . . . . . 312-664-9119
- PULSE PACIFIC INC.** — Kenneth Gross  
6404 Wilshire Blvd, Los Angeles CA 90048 . . . . . 213-653-7733
- RADIO INDEX INC.** — Todd Wallace  
Box 11347, Phoenix AZ 85061 . . . . . 602-242-4050  
. . . . . 800-528-6082
- RADIO MUSIC CO.** — Steven Gasper, Steven McCormick  
1011 N Palm, No 412, Los Angeles CA 90069 . . . . . 213-855-0419
- RECORD RESEARCH, INC.** — Wm. Hathaway  
Box 200, Menomonee Falls WI 53051 . . . . . 414-251-5408
- SCOTT ROSS SHOW** — Jackie Brown  
Rd No 2, Freeville, NY 13068. . . . . 607-347-4411
- TM PRODUCTIONS** — Jerry Atchley  
1349 Regal Row, Dallas TX 75247 . . . . . 214-634-8511

**SYNDICATED SHOWS**

- THE AIRCHECK FACTORY** — Tom Konard  
Box 38, Bensenville, IL 60106 . . . . .
- ALCARE COMMUNICATIONS, INC.** — Thomas Holland  
137 W Wayne Ave, Wayne PA 19087. . . . . 215-687-5767
- AMERICAN RADIO PROGRAMS** — Craig B Simmonds  
524 E Glenoaks Blvd, No D  
Glendale CA 91207. . . . . 213-244-2141
- TOBY ARNOLD & ASSOCIATES** — Toby Arnold  
4255 LBJ, Ste 156, Dallas TX 75234. . . . . 214-661-8201
- AUDIO STIMULATION, INC** — Sales Dept.  
6430 Sunset Blvd, No 1221, Los Angeles CA 90028  
. . . . . 213-466-5201
- AUDIO/VIDEO PROGRAMMING** — Robert Syers  
6362 Hollywood Blvd, Los Angeles CA 90028  
. . . . . 213-461-4766
- LARRY BLACK SHOW** — Larry Black  
Rd No 2, Freeville NY 13068 . . . . . 607-347-4411
- CHUCK BLORE & DON RICHMAN INCORPORATED** — Chuck Blore  
or Don Richman, 1606 No Argyle, Hollywood CA 90028  
. . . . . 213-466-9221  
. . . . . 213-462-0944

## **Radio Quarterly Report Radio Quarterly Report Radio Qua**

<b>BROADCASTING FOUNDATION OF AMERICA — Howard L Kany</b> 52 Vanderbilt Ave, New York NY 10017 . . . . .	202-MU4-2505
<b>BURNS MEDIA CONSULTANTS, INC. — Judith Burns</b> 3054 Dona Marta Dr, Studio City CA 91604 . . . . .	213-654-6412
<b>GORDON CASADY, INC. — Linda Turner</b> 221 So Doheny Dr, Beverly Hills CA 90211. . . . .	213-278-1440
<b>CASINO LOOT PRODUCTIONS — Tom Savino</b> 232 8th St, Brooklyn NY 11215 . . . . .	212-7681587
<b>CASS BROADCASTING CO — Greg Cass</b> Box 531, New York NY 10016 . . . . .	212-365-4418
<b>CHASE MEDIA, INC. — Randal S. Chase</b> Hotel Newhouse, 4th St and Main, Ste 1204, Salt Lake City UT 84101 . . . . .	801-363-5858
<b>THE CHICAGO RADIO SYNDICATE — Ursula Wusik</b> Two E. Oak St, Chicago IL 60611 . . . . .	312-944-7724
<b>CLEVELAND ORCHESTRA BROADCAST SERVICE — Robt Conrad</b> Terminal Tower, Cleveland OH 44113 . . . . .	216-241-0900
<b>COMMAND PRODUCTIONS — Warren Weagant</b> Box 26348, San Francisco CA 94126 . . . . .	415-332-3161
<b>BUD CONNELL ASSOCIATES — Bud Connell</b> 4600 Via Marina, Ste 209, Marina del Rey CA 90291 . . . . .	213-823-0363
<b>CONSOLIDATED COMMUNICATIONS COUNSELORS — Sam Holman</b> 10407 Devonshire Circle, Ste 140, Omaha NE 68114 . . . . .	402-397-3010 800-228-2771
<b>CREATIVE RADIO SHOWS — Darwin Lamm</b> 9121 Sunset Blvd, Ste 206 Los Angeles CA 90069 . . . . .	213-276-5022
<b>CREE YADIO SERVICES — Jay Trachman</b> Box 382, Fair Oak CA 95625 . . . . .	916-961-5362
<b>CROSS-TRK TAPES — Tom Cross</b> 6399 Wilshire Blvd, Ste 619, Los Angeles CA 90048 . . . . .	213-655-6146
<b>D.I.R. BROADCASTING — Bob Meyrowitz</b> 445 Park Ave, New York NY 10022 . . . . .	212-371-6850
<b>JOHN DOREMUS INC. — John Doremus</b> 875 No Michigan, Chicago IL 60611 . . . . .	312-664-8944
<b>DRAKE-CHENAULT — Art Astor</b> 8399 Topanga Canyon Blvd, Canoga Park CA 91304 . . . . .	213-883-7400
<b>EARTH NEWS — Jim Brown</b> 32234 Pacific Coast Hwy, Malibu CA 90265 . . . . .	213-457-2547
<b>DON ELLIOT CREATIVE SERVICE — Don Elliot</b> Box 662, Hollywood CA 90028. . . . .	213-851-7768
<b>EMISON — David MacKenzie</b> 23 Redan Pl, Queensway, London W2, England. . . . .	01-229-0104
<b>EXECUTIVE RADIO RESEARCH — Dennis Drake, Bruce Cole</b> 2605 E 3300 S, Salt Lake City UT 84109 . . . . .	801-322-2990 801-581-0605

THE FM-100 PLAN 175 E Delaware Pl, Chicago IL 60611 . . . . .	
FOOTPRINT PRODUCTIVE LTD. — Dan Plouffe 11 Yorkville Ave, Toronto, Ontario, Canada M4W 1L2 . . . . .	416-961-5661
THE GOOD MUSIC COMPANY — Tom Fenno 3518 Cahuenga W, Hollywood CA 90068 . . . . .	213-851-7777
THE GREAT NORTHWEST MUSIC CO. — Jerry Dennon 300 Vine St, No 12, Seattle WA 98121 . . . . .	206-622-0470
HABILE ENTERPRISES, INC — Dave Steele 9348 Santa Monica Blvd, Beverly Hills CA 90210 . . . . .	213-660-8742
HARLAN PRODUCTIONS — Ray Harlan 5 E 51st St, New York NY 10022 . . . . .	212-TE2-2375
ILNEY RECORDS, INC — M. James 90-58 201st St, Hollis NY 11423 . . . . .	212-464-4035
IN RECORDS AUDIO PRESENTATIONS — Bob Johnson Box 7293, Riverside CA 92503 . . . . .	714-687-6948
INTER-VIEW COMMUNICATIONS, INC. — Radio station & Natl ad- vertisers - 30 E 60th St, New York, NY 10022 . . . . .	201-758-4651
ROY JAY ENTERPRISES 314 SW 9th Ave, Portland OR 97205 . . . . .	503-225-0509
KALA MUSIC — Bill Wertz 334 ISB Bldg, Kalamazoo MI 94006 . . . . .	616-345-7121
KRISHANE ENTERPRISES INC. — Ronald G. Ress 4601 Willis Ave, Sherman Oaks CA 91403. . . . .	213-981-8255
LAUGHING STOCK COMPANY — Megan Stine, H. Wm. Stine 200 W 79th St, New York NY 10024 . . . . .	212-799-9229
THOMAS McMURRAY IDEAS — Tom McMurray 11 Oak Meadow, Charlotte NC 28210 . . . . .	704-554-8939
CHARLES MICHELSON, INC. — Charles Michelson (Old Radio Dra- mas) - 9350 Wilshire Blvd, Beverly Hills CA 90212 . . . . .	213-278-4546
ROBERT MICHELSON, INC. — Robert Michelson 135 W 87th St, New York NY 10024 . . . . .	212-580-0254
MORE MUSIC ENTERPRISES, INC. — Ron Lewis 5315 Laurel Canyon Blvd, N Hollywood, CA 91607 . . . . . . . . . .	213-985-3300
MUSIC BOX PRODUCTIONS — Arthur Cuff 175 5th Ave, New York NY 10010. . . . .	212-677-6868
NATIONAL ALBUM COUNTDOWN — Tim Robinson 8321 Beverly Blvd, Los Angeles CA 90048 . . . . .	213-769-6455
O'CONNOR CREATIVE SERVICES — Harry O'Connor Box 8888, Universal City CA 91608 . . . . .	213-769-3500
OVATION INCORPORATED — Dick Schory 1249 Waukegan Rd, Glenview IL 60025 . . . . .	312-729-7300
PAMS, INC. — Sam Holman 4141 Office Parkway, Dallas TX 75204 . . . . . . . . . .	214-827-0901 800-228-2771

# ort Radio Quarterly Radio Quarterly Report Radio Quarter

PETERS PRODUCTIONS INC. — Ed Peters 8228 Mercury Ct, San Diego CA 92111 . . . . .	714-565-8511
PIPPIN PLACE PRODUCTIONS — Leon Seifried Box 1921, Muskegee OK 74401. . . . .	918-682-2200
PONEK FISHER ASSOC. — Stefon Ponek or Stephan Fisher 414 Pine St, Mill Valley CA 94941 . . . . .	415-383-1636
PROGRESSIVE RADIO NETWORK — Eric Riback Box 172, Bronx, NY 10451 . . . . .	212-585-2717
PROVOCATIVE PROMOTIONS — Chuck Simon 6606 Sunset Blvd, Ste 202, Los Angeles CA 90028 . . . . .	215-469-1109
PUBLIC AFFAIRS BROADCAST GROUP — Mark Bragg Box 48911, Los Angeles CA 90048. . . . .	213-550-7151
RADIO ARTS, INC. — Phillip B. Koener 210 N Pass Ave, Burbank CA 91505 . . . . .	213-841-0225
ROCK AROUND THE WORLD — Danny Lipman 1108 Boylston St, Boston MA 02215 . . . . .	617-536-7625
SEAWAY PRODUCTIONS — C.K. Patrick, Robt. Conrad Terminal Tower, Cleveland OH 44113 . . . . .	216-241-0900
SOUND COMMUNICATIONS, INC. — Martin Lassman 8913 W Olympic Blvd, Beverly Hills CA 90211 . . . . .	213-652-3984
ST. CLAIR PRODUCTIONS, LTD. — Richard Loth 24 St Clair Ave West, Toronto, Ontario Canada M4V 1L6 . . . . .	416-922-4441
SUMMIT PRODUCTIONS — Mike LaRocque 6605 Ampere Ave, No Hollywood CA 91606 . . . . .	213-762-5544
SUSQUEHANNA PRODUCTIONS — George Hyde, Carl Loueks, Carl Crawford - 140 E Market St, York PA 17401 . . . . .	717-843-9951
SYNDICATED PROGRAM PRODUCTION/SALES DIV. — Gert Bunchez - 7730 Carondelet, St Louis, MO 63105. . . . .	314-862-5250
WILLIAM B. TANNER CO. INC. — Zack Hernandez 2714 Union Ave Extd, Memphis TN 38112 . . . . .	901-320-4212
TM PRODUCTIONS — Jerry Atchley 1349 Regal Row, Dallas TX 75247 . . . . .	214-634-8511
TOTAL SERVICES INC. — D. Alan Clark 6362 Hollywood Blvd, Hollywood CA 90028. . . . .	213-461-8168
TRAV — Bill Huie 341 Ponce de Leon Ave NE, Atlanta GA 30308 . . . . .	404-873-1531
RICK TROW PRODUCTIONS — Betsy Sieracki 7320 York Rd, Philadelphia PA 19126. . . . .	215-635-6200
UNDERWOOD-McCLAIN & ASSOCIATES — Joseph A Weber 516 SE Morrison, Weatherly Bldg, Portland OR 97214 . . . . .	503-232-2216
WESTWOOD ONE — Norm Pattiz 10960 Wilshire Blvd, Ste 2210, Los Angeles CA 90024 . . . . .	213-479-7713
WORONER PRODUCTIONS — Murray Woroner 1995 NE 150th St, No Miami FL 33181. . . . .	305-945-5465

**erly Report Radio Quarterly Report Radio Quarterly Report**

WINDCHIME COMMUNICATIONS, INC. — Tom McKay Box 552, Woodland Hills CA 91365 . . . . .	213-986-0618
ED YELIN ENTERPRISES — Tony Pastor, Tom Fenno 3518 Cahuenga W, No 305, Los Angeles CA 90068 . . . . .	213-851-6377
YOUTH DEVELOPMENT, INC. — Jim Vaus 810 Emerald, San Diego CA 92109. . . . .	714-270-0661
ZBS MEDIA — Ken Zoan Rd 1, Ft Edward NY 12828 . . . . .	518-695-6404
ZOUNDS — Frank Knight 224 Bellevue Ave, Haddonfield NJ 08033 . . . . .	609-429-4482

**TRADE ASSOCIATIONS**

AWRT, 1321 Connecticut Ave NW, Wash DC 20036 . . . . .	202-296-0009
BPA, Box 5102, Lancaster PA 17601 . . . . .	717-626-4524
INTERCOLLEGIATE BROADCASTING SYSTEM — Rick Askoff (College Radio Stations), Box 592, Vails Gate NY 12584 . . . . .	914-565-6710
NAB, 1771 N St, Washington DC 20036. . . . .	202-293-3500
NAEB, 1346 Connecticut Ave NW, Wash DC 20036 . . . . .	202-785-1100
NARAS, 4444 Riverside Dr, Ste 202, Burbank CA 91505 . . . . .	213-843-8233
NARM, 1060 Kings Highway No, Cherry Hill NJ 08034 . . . . .	609-795-5555
NATIONAL RADIO BROADCASTERS ASSOC., 500 5th Ave, New York NY 10036. . . . .	212-869-8873
NATIONAL RELIGIOUS BROADCASTERS ASSOC., 38 Speedwell Ave, Morristown NJ 07960 . . . . .	201-540-8500
NATRA, 3705 Liberty Heights Ave, Ste C, Baltimore MD . . . . .	301-542-1370
RAB, 555 Madison Ave, New York NY 10022 . . . . .	212-688-4020
RIAA, New York One E. 57th St, New York NY 10022 . . . . .	212-688-3778
RIAA, Los Angeles 9200 Sunset Blvd, Los Angeles CA 90069 . . . . .	213-278-5500
RTNDA, 1735 De Sales St NW, Wash DC 20036 . . . . .	202-737-8657

**TRADE PUBLICATIONS**

ADVERTISING AGE, 740 Rush St, Chicago IL 60611 . . . . .	312-462-5200
A&M TRADE NEWS, 1416 N La Brea, Los Angeles CA 90028 . . . . .	213-469-2411 X-345

**Quarterly Report Radio Quarterly Report Radio Quarterly Report**

BACK STAGE, 5670 Wilshire Blvd, Los Angeles CA 90036	
165 W 46th St, New York, NY 10036 . . . . .	213-936-5200 212-581-1080
BEHIND THE SCENES, 429 Franklin St, Buffalo NY 14202	
. . . . .	716-881-4142
BILLBOARD, 9000 Sunset Blvd, Los Angeles CA 90069	
. . . . .	213-273-7040
BOBBY POE'S POP MUSIC, 1203 28th St NW, Wash DC 20007	
. . . . .	202-296-6668
THE BOSTON PHOENIX, 100 9th Ave, Boston MA 02115	
. . . . .	617-536-5390
BRS REVIEW, 23117 Collins St, Woodland Hills CA 91364	
. . . . .	213-348-3162
BROADCAST MAGAZINE, Broadcasting-Telecasting Bldg, 1735 DeSales St NW, Wash DC 20036 . . . . .	202-638-1022
BROADCAST MANAGEMENT/ENGINEERING, 295 Madison Ave, New York NY 10019. . . . .	212-685-5320
BROADCAST PROGRAMMING & PRODUCTION, Box 2449, Holly- wood CA 90028. . . . .	213-467-1111
CASHBOX, 6363 Sunset Blvd, Ste 930, Los Angeles CA 90028	
119 W 57th St, New York NY 10019 . . . . .	213-464-8241 212-586-2640
COUNTRY MUSIC DIGEST, Box 341, Madison TN 37115. . . . .	615-868-2344
COUNTRY MUSIC MAGAZINE, 475 Park Ave S, 16th Flr, New York, NY 10016 . . . . .	212-685-8200
THE CUESHEET, 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 NY 10019	
. . . . .	212-697-3160
THE GAVIN REPORT, One Embarcadero Ctr, San Francisco CA 94111 . . . . .	415-392-7750, 7758
THE HALL RADIO REPORT, 6715 W Sunset Blvd, Hollywood CA 90028 . . . . .	213-464-7411
HOLLYWOOD REPORTER, 6715 W Sunset Blvd, Hollywood CA 90028 . . . . .	213-464-7411
INSIDE RADIO, 56 Woodhurst Dr, W Berlin NJ 08091	
. . . . .	609-627-7776
INSIDER, c/o HECHTER PUBLICATIONS, 9101 Poplar Bridge Rd, Minneapolis MN 55437. . . . .	612-835-1696
INSIDE 12 X 12, 15233 Ventura Blvd, Ste 516, Sherman Oaks CA	
. . . . .	213-981-1212
KAL RUDMAN, 1415 E Marlton Pike, Ste 404, Cherry Hill NJ 08034	
. . . . .	609-428-8640
THE MUSIC CITY ENTERTAINER, Box 1607, 1009 17th Ave S, Nashville TN. . . . .	615-256-1693

## **erly Radio Quarterly Report Radio Quarterly Report Radio**

- THE MUSIC RETAILER, 6308 Woodman Ave, Ste 201, Van Nuys CA  
91401 . . . . . 213-785-3114  
50 Hunt St, Watertown MA 02172 . . . . . 617-926-3770
- THE NEW MELTING POT MAGAZINE, 2109 Broadway, New York  
NY 10023 . . . . . 212-580-8531
- PERFORMANCE MAGAZINE, 308 Professional Bldg, Ft Worth TX  
76104 . . . . . 817-338-9444
- PERRY'S LAW FOR BROADCASTERS, TOP TOP, c/o Little Face,  
Inc., 909 Bealon St, Boston MA 02215 . . . . . 617-536-8807
- RADIO ACES MAGAZINE, 750 Anana, Ste 1400, Honolulu HI 96814  
. . . . .
- RADIO FORMATS, Radio Musical Monthly, Div. of Illy Records,  
90-58 210st St, Hollis NY 11423 . . . . .
- RADIO MUSIC REPORT, Box 2671, Spartanburg NC 29302  
. . . . . 803-583-2711
- RADIO AND RECORDS, 6430 Sunset Blvd, Ste 1221, Hollywood CA  
90028 . . . . . 213-466-9561
- RADIO QUARTERLY REPORT, 1608 N Argyle, Ste 105, Hollywood  
CA 90028 . . . . . 213-462-7400
- ROCK AROUND THE WORLD, 1108 Boylston St, Boston MA 02215  
. . . . . 617-536-7625
- RECORD WORLD, 6290 Sunset Blvd, Hollywood CA 90028  
. . . . . 213-465-6126  
1700 Broadway, New York NY 10019. . . . . 212-765-5020
- REPLAY MAGAZINE, 23065 Leonora Dr, 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, Ontario Canada  
. . . . . 416-425-0257
- SONGWRITER MAGAZINE, Box 3510, Hollywood CA 90028  
. . . . . 213-550-7664
- STANDARD RATE & DATA SERVICE, 5201 Old Orchard Rd, Skokie  
IL 60076. . . . . 312-966-8500
- TELEVISION/RADIO AGE, 666 5th Ave, New York NY 10019  
. . . . . 212-757-8400
- WALRUS STATS, Box 35, Narberth PA 19072  
. . . . . 215-667-9788

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

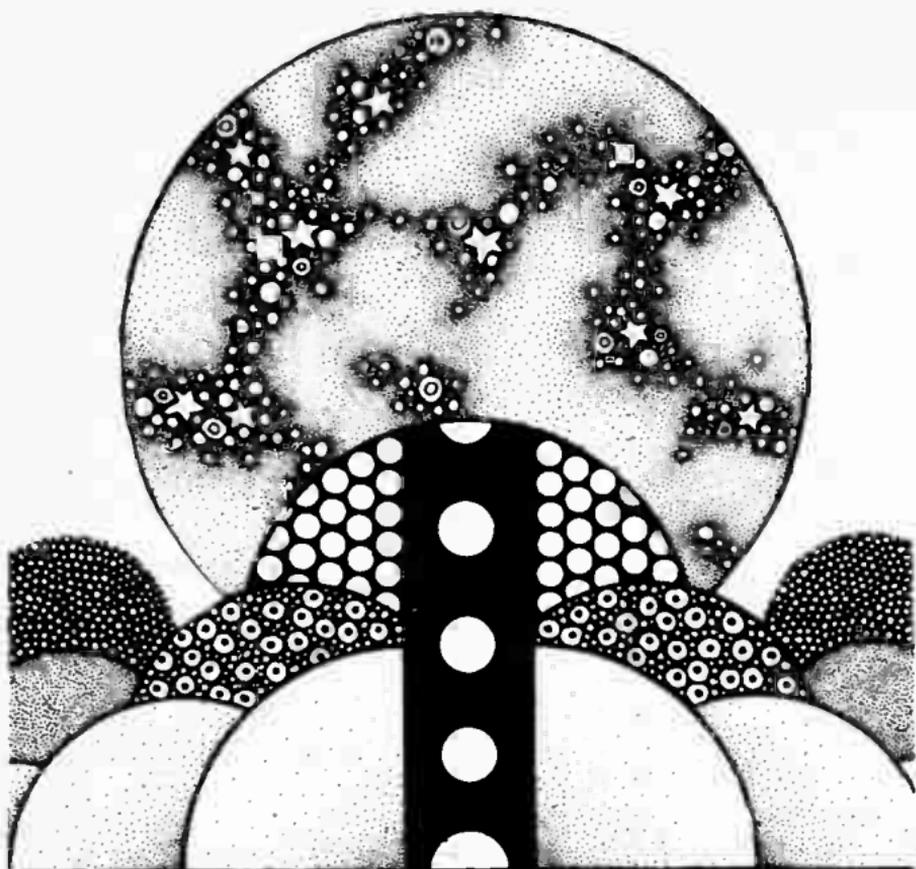
RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400

# Chuck Blore & Don Richman Incorporated

We believe your TV commercials should have the same quality as the albums they represent.

Thus far --- Paul Anka, Chicago, ELO and Shirley Bassey have agreed.

1606 North Argyle, Hollywood, California 90028 • (213) 462-0944



This issue of Radio Quarterly Report was designed and produced by Walter Morgan Associates and Westside Graphic Design Santa Monica, California, (213) 828-8523. Specializing in complete graphic arts services, including logos, album covers, ads, magazines, books, brochures, typesetting, annual reports, newsletters and photography.

**COLUMBUS, OHIO**

**RANK - 35. POPULATION:** Metro 861,200/Total 2,373,800 [Black 14%]. **ECONOMY:** Insurance companies, State Government. Industry is diversified with the most important being aircraft machinery, paper, glass, food, chemicals, and telephone equipment, North American Aviation, Western Electric, Westinghouse and Borden Industries. **HOME OF:** Ohio State University, Capital University, Ohio Dominican, Ohio Wesleyan, Franklin, Otterbein, Lockbourne AFB, Defense Construction Center. **RECOMMENDED ACCOMMODATIONS:** Sheraton-Downtown, Christopher Inn, Hilton Inn. **SPECIAL PLACES OF INTEREST:** State Capitol Bldg, Center of Science and Industry. **COST OF LIVING:** Regular gasoline 58c; one bedroom apt (furn) \$200 (unfurn) \$160; state sales tax 4%; state income tax 1½%. **GRASS:** Lenient, especially around the campus. **SALARIES:** Disc jockeys average from approximately \$550 - \$1500/month. **SUMMARY:** There is a rumor that WTVN FM may go AOR very shortly. Radio/record people favor The Agora and The Red-Eye Saloon, for hangouts. Columbus is still growing in leaps and bounds. Even though the colleges influence the population, the median age is around 27. Some great restaurants are The Engine House No. 5, Garden Gallery, The Place Upstairs, Kahiki and The Wine Cellar.

**AM**

<b>WBNS</b>	<b>1460</b>	<b>MOR</b>
<b>WCOL</b>	<b>1230</b>	<b>Top 40</b>
<b>WHOK</b>	<b>1320</b>	<b>MOR</b>
<b>WMNI</b>	<b>920</b>	<b>Mod Country</b>
<b>WRFD</b>	<b>880</b>	<b>Solid Gold</b>
<b>WTVN</b>	<b>610</b>	<b>Adult Contemp</b>
<b>WVKO</b>	<b>1580</b>	<b>Black</b>

**FM**

<b>WBBY</b>	<b>103.9</b>	<b>Top 40</b>
<b>WBNS</b>	<b>97.1</b>	<b>Beautiful</b>
<b>WCOL</b>	<b>92.3</b>	<b>AOR</b>
<b>WHOK</b>	<b>95.5</b>	<b>Country</b>
<b>WMNI</b>	<b>99.7</b>	<b>MOR/Talk</b>
<b>WNCI</b>	<b>97.9</b>	<b>Top 40</b>
<b>WSYX</b>	<b>106.1</b>	<b>Beautiful</b>
<b>WTVN</b>	<b>96.3</b>	<b>Beautiful</b>
<b>WVKO</b>	<b>94.7</b>	<b>Black/Beautiful</b>



**CORPUS CHRISTI, TEXAS**

**RANK - 112. POPULATION:** Metro 235,800/Total 346,000 (Black 6%, Ethnic 48%). **ECONOMY:** Manufacturing and business, supported by agriculture, petrochemical, and metal industries; one of the largest salt-water ports in the country. **HOME OF:** US Naval Air Station, Corpus Christi Army Depot, Texas A&I University, Del Mar College. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Padre Island National Seashore, Padre and Mustang Islands, Lake Corpus Christi, King Ranch (largest in the world), Bayfront Science and Art Park. **COST OF LIVING:** Regular gas 54c; 1 bedroom apt \$200 furn, \$165 unfurn; state sales tax 4%; city sales tax 1%. **GRASS:** Fairly liberal. **SALARIES:** DJs average \$150-200/week. **SUMMARY:** The median age is around 24. The downtown business district and port area front on the marina. Major sports are hunting, fishing and other water sports. The major concert facility is the Memorial Coliseum (4000) though there is a new civic auditorium and community convention center in the bayfront area. Radio people can be found at Trini's, The Godfather or Caesar's. Some good restaurants are The Bavarian Village, Gallagher's and the Rusted Nail.

**AM**

**AM**

<b>KCCT</b>	<b>1150</b>	<b>Spanish</b>
<b>KCTA</b>	<b>1030</b>	<b>Religious</b>
<b>KEYS</b>	<b>1440</b>	<b>Top 40</b>
<b>KIKN</b>	<b>1590</b>	<b>Country</b>
<b>KROB</b>	<b>1510</b>	<b>Country</b>
<b>KRYS</b>	<b>1360</b>	<b>Top 40</b>
<b>KSIX</b>	<b>1230</b>	<b>Oldies</b>
<b>KUNO</b>	<b>1400</b>	<b>Spanish</b>

**FM**

<b>KIOU</b>	<b>96.5</b>	<b>Beautiful</b>
<b>KNCN</b>	<b>101.3</b>	<b>Black</b>
<b>KOUL</b>	<b>103.3</b>	<b>Country</b>
<b>KROB</b>	<b>99.9</b>	<b>Country</b>
<b>KSIX</b>	<b>93.9</b>	<b>Beautiful</b>
<b>KZFM</b>	<b>96.5</b>	<b>Top 40</b>



**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 University, Texas Christian University, University of Texas at Arlington, University of Dallas, Texas Wesleyan, Carswell Air Force Base. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Texas Stadium, Amon Carter Museum of Western Art, Six Flags Over Texas. **COST OF LIVING:** Regular gas 55c, 1 bedroom apt \$200 furn, \$150 unfurn; no state income tax; state sales tax 5%. **GRASS:** Conservative. **SALARIES:** DJs average from minimum wage to \$2400/year. **SUMMARY:** FM is increasing all the time, while the AM stations are not keeping up in the market. Dallas is a forward-thinking city, while Ft. Worth is more conservative. The cities are clean with low crime rates, and pretty relaxed, in general. There is a huge selection of apartments, with more being built. Some clubs are Oz, The Jabber Wocky, The Railhead, The Electric Ballroom, Fairmont Venetian Room in Dallas; in Ft. Worth The Levee, The Merrimack Restaurant, Sammy's, The Rhinestone Cowboy, Cattleman's - but this list may be outdated by press time, so many new clubs keep appearing in the area. Concert facilities are McFarlin Auditorium, University of Texas at Arlington, and The Tarrant County Convention Center. For restaurants try Maria-no's, Chateaubriand, and The Celebration.

**AM**

KBOX	1480	Mod. Country	KRLD	1040	News/MOR
KFJZ	1270	Top 40	KSKY	660	Religious
KKDA	730	Black	KVIL	1150	Adult Contemp.
KLIF	1190	Top 40	KXOL	1360	Country
KNOK	970	Black	WRR	1310	News
KPBC	1040	Religious	WBAP	820	Country
KRXV	1540	All News	WFAA	570	News

**FM**

KAFM	92.5	Progressive/Country
KESS	93.9	Spanish
KDTX	102.9	Religious
KKDA	104.5	Black
KFWD	102.1	AOR
KMEZ	100.3	Easy Listening
KNOK	107.5	Black
KNUS	98.7	Top 40
KOAX	105.3	Beautiful
KVIL	97.1	Adult Contemp.
KFJZ	97.1	Top 40
KZEW	97.9	AOR
KPLX	99.5	MOR
KSCS	96.3	Country
WRR	101.1	Classical



**DAVENPORT, IOWA**

**RANK** - 86. **POPULATION:** Metro 291,300/Total 545,400 (Black 3%). **ECONOMY:** Farm equipment manufacturing, world's largest manufacturing arsenal. **HOME OF:** The Quad cities support 7 colleges, the largest school of Chiropractic in the world. **RECOMMENDED ACCOMMODATIONS:** Sheraton Inn, Clayton House. **PLACES OF INTEREST:** Museums, numerous places for live entertainment at night. **COST OF LIVING:** Regular gasoline 56c; 1 bedroom apt \$220 furn; \$190 unfurn; state sales tax 3%. **GRASS:** Serious if caught. **SALARIES:** Minimum wage to \$350/week. **SUMMARY:** The market reflects the Quad cities area in its stability. With a very small Black population, the primary interest seems to be in white rock 'n roll — especially albums — though there is no entirely-AOR station in the area. Radio people might be found at Balboa's Disco and Delicatessen, The Cock, Uncle Sam's, My Broker's or J.K. Frisbee's. Restaurants are Jumer's and the Plantation. Concert facilities are the RKO Orpheum Theatre, the Masonic Auditorium and the Palmer Auditorium.

**AM**

<b>KSTT</b>	<b>1170</b>	<b>Adult Contemp./AOR</b>
<b>KWNT</b>	<b>1580</b>	<b>Country</b>
<b>WHBF</b>	<b>1270</b>	<b>Country</b>
<b>WOC</b>	<b>1420</b>	<b>Beautiful (Oldies)</b>
<b>WQUA</b>	<b>1230</b>	<b>Adult Contemp.</b>

**FM**

<b>KIHK</b>	<b>103.7</b>	<b>Top 40</b>
<b>KRVR</b>	<b>106.5</b>	<b>Beautiful</b>
<b>WEMO</b>	<b>101</b>	<b>Talk/MOR/Sports</b>
<b>WHBF</b>	<b>99.8</b>	<b>Top 40</b>
<b>WHTT</b>	<b>96.9</b>	<b>Adult Contemp.</b>



## DAYTON, OHIO

**RANK - 42. POPULATION:** Metro 691,700/Total 2,345,900. **ECONOMY:** General Motors is the largest employer, along with NCR, Dayton Press, other manufacturing and government (including the military). **HOME OF:** Wright Patterson AFB, University of Dayton, Wright State University. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Air Force Museum, Kings Island, Lion Country Safari. **COST OF LIVING:** Regular gasoline 55c; 1 bedroom apt \$200 furn, \$170 unfurn; state sales tax 4½%; state income tax. **GRASS:** Conservative and laws are enforced. **SUMMARY:** Basically, the status quo has held for the last year, though more disco music is being broadcast, along with an increase in talk shows on the weekends. Radio/Record people might be found at The Living Room or Bailiwicks. There's a pretty good balance of conservatives and liberals here with a median age of 28. Being one of the major stop-offs for just about every tour happening, it has a couple of excellent facilities like the University of Dayton Arena (17,000) and The Hara Arena (10,000). Some clubs happening are Suttmillers, The Colony, The Tropics and Annarinos. For restaurants the Steak 'n Ale (once again), Stouffers, Top of the Inn and King Cole.

### AM

<b>WAVI</b>	<b>1210</b>	<b>Talk</b>
<b>WHIO</b>	<b>1290</b>	<b>MOR</b>
<b>WING</b>	<b>1410</b>	<b>Top 40</b>
<b>WONE</b>	<b>980</b>	<b>Country</b>

### FM

<b>WDAO</b>	<b>107.7</b>	<b>Black</b>
<b>WHIO</b>	<b>99.1</b>	<b>Classical</b>
<b>WTVE</b>	<b>104.7</b>	<b>MOR</b>
<b>WVUD</b>	<b>99.9</b>	<b>Prog/Educ</b>



## DENVER-BOULDER, COLORADO

**RANK** - 22. **POPULATION:** Metro 1,131,000/Total 1,827,400 [Black 4.1%, 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, and many more colleges. **RECOMMENDED ACCOMMODATIONS:** Denver Marina, Brown Palace, major chains. **PLACES OF INTEREST:** Numerous, including Denver Botanical Gardens, old forts, Denver Mountain Parks. **COST OF LIVING:** Regular gasoline 62c; 1 bedroom apt \$250 furn, \$200 unfurn; state sales tax 3%; city tax 2½%. **GRASS:** Fairly relaxed (under 1 oz a misdemeanor). **SALARIES:** DJs average \$500-1500/month. **SUMMARY:** KLAK boosted its power to 100 KW in December; their AM and FM will split by May. KBVL is now broadcasting Classical, not MOR. Radio and record people hang out at London House, among other places. Good clubs and restaurants are too numerous to mention. The concert facilities for the area are Red Rocks Amphitheatre, Denver Auditorium Arena, Folsom Stadium, and Ebbets Field.

### AM

KAAT	1090	Religious
KADE	1190	Adult Contemp.
KBOL	1490	MOR
KDEN	1340	News
KDKO	1510	Black Disco
KERE	710	Mod Country
KFML	1390	AOR
KHOW	630	MOR
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	Classical
KCFR	90.1	Block
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
KXXK	95.7	Top 40



## DES MOINES, IOWA

**RANK - 108. POPULATION:** Metro 326,500/Total 1,267,200 (Black 3%). **ECONOMY:** Insurance, automobile accessories, wearing apparel, cosmetics, agriculture. **HOME OF:** 5 colleges and 5 professional schools. **RECOMMENDED ACCOMMODATIONS:** Holiday Inns, Hyatt House, Hilton, Sheraton. **PLACES OF INTEREST:** Living History Farms, Adventureland, Terrace Hill, Iowa State Fair. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$250 furn, \$175 unfurn; state sales tax 3%. **GRASS:** Tolerated. **SALARIES:** DJs average \$140-350/week. **SUMMARY:** The listening trend is switching from AM to FM. Des Moines is a very competitive market for its size. Jerry Dean, new PD at KGGO, has brought in the city's only female jock - Christie Lucas. The people are very conservative, stabilized, and not into much change. There is a heavy sports interest, but armchair-oriented. DJs like The Filling Station, Smugglers Inn and Uncle Sam's. A recommended club is Dos Mothers; restaurants are The Colorado Feed & Grain, Soup Kitchen, Babe's and Eddie Webster's, Concert Halls are the Vets Auditorium (14,000) and Hilton Coliseum (14,000).

### AM

KCBC	1390	Adult Contemp/Oldies
KIOA	940	Top 40
KRNT	1350	MOR
KSO	1460	Country
KWKY	1150	Country
WHO	1040	Talk
WOI	640	Block (Public)

### FM

KDMI	97.3	Religious
KDPS	88.1	Block
KGGO	94.9	Top 40
KLFM	104.1	MOR
KLYF	100.3	Beautiful
KMGK	93.3	Top 40
KRNQ	102	Oldies
WOI	90.1	Block (Public)



## DETROIT, MI.

**RANK - 5. POPULATION:** Metro 3,551,100/Total 8,269,900 [Black 50%]. **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. **HOME OF:** Wayne State University, University of Detroit, Detroit Institute of Technology. **RECOMMENDED ACCOMMODATIONS:** Most major chains. **COST OF LIVING:** Regular gasoline 58c; one bedroom apt (furn) \$210 (unfurn) \$175; state sales tax 5%. **GRASS:** Very liberal. **SALARIES:** Disc jockeys average between \$10,000 & \$110,000/year. **SUMMARY:** Over the last few years, FM and AM penetration have been about equal, because more FM stations are very market-conscious. Jim Harper is the new PD at WDRQ, replacing Ted Ferguson. Dick Bozzi replaces Les Garland as PD at CKLW — Mr. Garland moves to WRKO, Boston. WCAR-FM went from an All News format to Old Gold, in December. Radio people like the Mushroom, Archibald's, and Yesterday's (Sheraton). Restaurants are Joe Mure's and others in the Greektown District. Some clubs to know about are Bakers Keyboard Lounge, The Hyatt Regency and The Raleigh House. With so many concerts coming through here there are a couple of facilities that would be good to know about — Cobo Hall (13,000) and Pontiac Stadium (86,000).

### AM

CKLW	800	Top 40
WBRB	1430	MOR
WCAR	1130	All News
WCHB	1440	Black
WDEE	1500	Mod Country
WEXL	1340	Religious

WHNE	560
WIID	1090
WJLB	1400
WJR	760
WNIC	1310
WWJ	950
WXYZ	1270

Oldies
Block/Ethnic
Black
News/MOR
Beautiful
News/Talk/MOR
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
WWWV	106.7	AOR



kim carnes - sailin'



## Kim Carnes. Not just another pretty voice.

Kim Carnes' looks may be innocent, but her voice isn't. It's husky. Earthy. Unexpected.

Listen to Kim's unforgettable voice on her newest album, *Sailin'*. Recorded in Muscle Shoals, Alabama, and produced by Jerry Wexler and Barry Beckett, *Sailin'* isn't just another pretty album. It's a powerful new album by a powerful new singer. Kim Carnes.

**KIM CARNES' SAILIN' NEW ON A&M RECORDS & TAPES.**

Produced by Jerry Wexler and Barry Beckett





# It's How You Push What You've Got That Counts.

Take it from the heavy hunksters depicted in the accompanying photograph – Kenny Buttice (the burly one) and his right-hand (de) man, Freddy DeMann (the curly one).

As the Vice President of Promotion and the National Promotion Director of Elektra/Asylum Records, Kenny and Fred know like nobody's business that the size of a record company's artist roster means little compared to how that company's promotion personnel push those artists.

Over the last couple of years, nobody's promotion people – including those with rosters eight, nine or even ten inches long, single-spaced – have performed so proficiently as those who call Kenny and Freddy boss. Consider such startling statistics as these:

Nearly 80% of the albums Elektra/Asylum released in 1976 made the charts. *Eighty per cent.*

Over the past couple of years, over 47% of Elektra/Asylum's single releases have charted.

Even as we chat, singles by such Elektra and Asylum favorites as Queen, Bread and the Eagles are in the Top 15, while albums by the likes of Linda Ronstadt, Jackson Browne and Joni Mitchell do no less swimmingly.

All praise for which rightfully accrues to the seldom-sung but sensationally skilled quarter-of-a-hundred promotion men around the country who are overseen in their respective necks of the woods by Ric Aliberte, Dick Lemke, Jerry Goodman, Lou Galliani and John Provenzano.

Who in turn answer – nearly always with a resounding Yes! – to our original heroes, Kenny and Freddy.

**The business of promotion alive and well  
at Elektra/Asylum Records.**



A Warner Communications Company

# Eartraps.

Four new albums they'll want  
to stay tuned for.



**Bill Quateman**  
"Night After Night"



**Beaverteeth**  
"Beaverteeth"



**Flame**  
"Queen of the  
Neighborhood"



**Pepper**  
"Pepper"

**RCA Records**

**DULUTH, MINN. - SUPERIOR, WIS.**

**RANK - 132. POPULATION:** Metro 215,900/Total 359,600. **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, College of St. Scholastica. **RECOMMENDED ACCOMMODATIONS:** Raddison Duluth, Edgewater East & West. **SPECIAL PLACES OF INTEREST:** North Shore of Lake Superior, Lift Bridge, and Duluth Ship Canal. **COST OF LIVING:** Regular gas 55c; 1 bedroom apt \$225 furn, \$185 unfurn; state sales tax 4%; 1% sales tax. **GRASS:** Liberal in Duluth, stricter in Superior. **SALARIES:** DJs average \$125-325/week. **SUMMARY:** Pat McCoy is the new PD at WEBC, Gary Stevens has gone to Des Moines. WKKD is a new daytime Country station at 1080 AM. The market in Duluth-Superior is fairly conservative. Radio/record people frequent The Pickwick, Top of the Harbor (Raddison-Duluth), and The Bellows. A good club to try is the Sound Museum, and restaurants are Grandma's and The Chinese Lantern. Duluth is the 3rd largest port on the Great Lakes. There are excellent skiing areas just outside the cities. Concerts are held at the Duluth Arena Auditorium.

**AM**

<b>KAOH</b>	<b>1390</b>	<b>Country</b>
<b>KDAL</b>	<b>610</b>	<b>MOR</b>
<b>WAKX</b>	<b>970</b>	<b>Top 40</b>
<b>WDSM</b>	<b>710</b>	<b>Country</b>
<b>WEBC</b>	<b>560</b>	<b>Top 40</b>
<b>WELY</b>	<b>1450</b>	<b>MOR/Country</b>
<b>WEVE</b>	<b>1340</b>	<b>MOR</b>
<b>WHLB</b>	<b>1400</b>	<b>MOR</b>
<b>WKKD</b>	<b>1080</b>	<b>Country (day)</b>
<b>WMFG</b>	<b>1240</b>	<b>MOR</b>
<b>WWJC</b>	<b>850</b>	<b>Religious</b>

**FM**

<b>WAKX</b>	<b>98.9</b>	<b>Top 40</b>
<b>WGGR</b>	<b>105.5</b>	<b>Beautiful</b>
<b>WIRN</b>	<b>107.1</b>	<b>MOR</b>
<b>WMFG</b>	<b>106.3</b>	<b>MOR</b>
<b>WDTH</b>	<b>103.3</b>	<b>Educational</b>



**EL PASO, TEXAS**

**RANK - 87. POPULATION:** Metro 410,037/Total 367,594 (Black 2.8%, Spanish 56.9%, Other 1.1%). **ECONOMY:** Agriculture, cattle, copper, oil, industry, military, clothing. **HOME OF:** University of Texas, Fort Bliss, El Paso Community College. **RECOMMENDED ACCOMMODATIONS:** Royal Inn of El Paso, Airport Hilton, Holiday Inns. **PLACES OF INTEREST:** Juarez, Mexico, Sunland Park Race Track, Tigua Indian Reservation. **COST OF LIVING:** Regular gas 52c; 1 bedroom apt \$190 furn, \$140 unfurn; state sales tax 5%; no state income tax. **GRASS:** Fairly openminded. **SALARIES:** \$600-1200/month. **SUMMARY:** Bob Payton has left his position at XROK and Brian Hartford was promoted to PD' KPAS is running a progressive format most of the day, with Gospel remaining only from 6am to noon. El Paso, although near mountainous areas, is one of those places in the middle of nowhere (you can see for miles) and yet is very cosmopolitan. Because of its increasing growth rate it is becoming a more important market. There are no standard "watering holes" for radio people, but some locally preferred restaurants are The Nantucket Lobster Trap, The Wharf, Cattleman's Steak House, and Miguel's. For clubs try Waldo Pepper's, Taffy Jones and Knights Club. With a median age of 24, concert attendance is good. Major facilities are El Paso County Coliseum (12,000), The Sun Bowl (30,000) and the Civic Center (3300). Also, contrary to what a lot of people think, it's not a country-oriented market.

**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	Progressive/Gospel
KROD	95.5	Adult Contemp
KSET	94.7	MOR
KTSM	99.9	Top 40
KTEP	88.5	Jazz/Classical
ZHEM	103.5	AOR



## ERIE, PA.

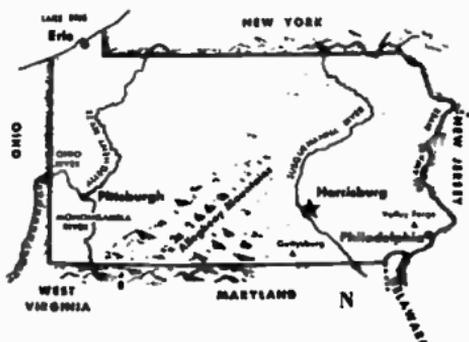
**RANK** - 126. **POPULATION**: Metro 216,800/Total 374,200. **ECONOMY**: General Electric, manufacturing such as steamshovels, iron and steel, Marx Toy Co., etc. **HOME OF**: Endinboro State, Mercyhurst College. **RECOMMENDED ACCOMMODATIONS**: Ramada Inn, Holiday Inn. **SPECIAL PLACES OF INTEREST**: Waldameer Amusement Park, Presqur Isle, Dixon's Tavern. **COST OF LIVING**: Regular gasoline 61c; one bedroom apt (furn) \$250 (unfurn) \$150; state sales tax 6%; state income tax 2%; city income tax 1%. **GRASS**: Conservative and the laws are strictly enforced. **SALARIES**: Disc jockeys average \$150 to \$250 per week. **SUMMARY**: Erie is the only lake port in Pennsylvania and being a heavy resort town gives it a laid-back feeling. A couple of clubs to know about are Ricardo's, Piro's and The Bouy. Ricardo's and Piro's are also favored restaurants here. The concert facility is Erie County House (5,000).

### AM

<b>WJET</b>	<b>1400</b>	<b>Top 40</b>
<b>WRIE</b>	<b>1330</b>	<b>MOR</b>
<b>WWGO</b>	<b>1450</b>	<b>Country</b>
<b>WWYN</b>	<b>1260</b>	<b>MOR/Block</b>

### FM

<b>WCCK</b>	<b>103.7</b>	<b>Top 40</b>
<b>WLUV</b>	<b>99.9</b>	<b>Beautiful</b>
<b>WMDI</b>	<b>102.3</b>	<b>AOR</b>



## EUGENE, OREGON

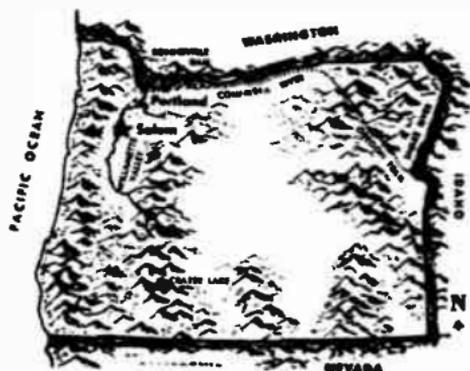
**RANK - 145. POPULATION:** Metro 198,500/Total 408,200 (Black and Indian 5%). **ECONOMY:** Eugene's major economic support lies in lumber and wood products. **HOME OF:** The University of Oregon. **RECOMMENDED ACCOMMODATIONS:** Rodeway Inn, Valley River Inn. **PLACES OF INTEREST:** Fall Creek — a beautiful recreation area. **COST OF LIVING:** Regular gas 58c; 1 bedroom apt \$200 furn, \$150 unfurn; no state sales tax. **GRASS:** Liberal (under 1 oz a citation). **SUMMARY:** KORE is now KSND Beautiful Music at 93.1. There are no special hangouts for radio people, except maybe Foo's. Some clubs are Murphy & Me, Duffy's Tavern, and The Backdoor. Restaurants recommended are Excelsior and Mazzi's, The climate is mild — rainy and foggy in the winter but lovely during the rest of the year. This is a participation sports town, with a good youth orientation.

### AM

KASH	1600	News
KATR	1320	Country
KBDF	1280	Adult Contemp.
KEED	1450	Mod. Country
KORE	1050	Religious
KPNW	1120	MOR
KUGN	590	MOR/Talk

### FM

KBMC	94.5	Religious
KFMY	97.9	Progressive
KPNW	99.1	Beautiful
KSND	93.1	Beautiful
KZEL	96.1	Progressive



**EVANSVILLE, INDIANA**

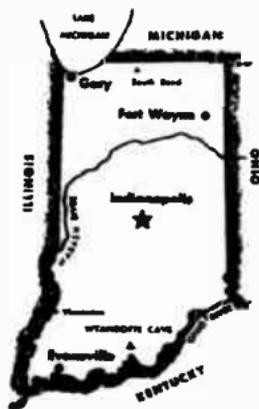
**RANK - 120. POPULATION:** Metro 288,600/Total 861,700 [Black 5.1%, SMSA area, 7.3% Black Evansville proper]. **ECONOMY:** The economy is basically industrial. The Whirlpool Corporation has it's largest plant in Evansville and the Mead Johnson & Co. has it's national headquarters there. Other industries include Alcoa, Babcock Wilcox, Bucyrus Erie (excavating machinery). **HOME OF:** The University of Evansville, Indiana State University at Evansville, Indiana Vocational Training Center. **RECOMMENDED ACCOMMODATIONS:** Executive Inn, Jackson House, and major chains. **PLACES OF INTEREST:** Mesker Zoo, Museum of Fine Arts. **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$200 furn, \$175 unfurn; state sales tax 4%; state income tax 2%. **GRASS:** Strict and conservative; laws are enforced. **SALARIES:** \$400-1000/month. **SUMMARY:** WJPS has changed its programming from Top 40 to Talk and Request. For clubs try Funky's Disco or The Stage Door and for restaurants recommended are The Steak House and Funky's Cork & Cleaver. Another bit is the median age — it's about 30.

**AM**

<b>WGBF</b>	<b>1280</b>	<b>Top 40</b>
<b>WIKY</b>	<b>820</b>	<b>MOR</b>
<b>WJPS</b>	<b>1330</b>	<b>Talk/Request</b>
<b>WROZ</b>	<b>1400</b>	<b>Mod. Country</b>

**FM**

<b>WIKY</b>	<b>104.1</b>	<b>Beautiful</b>
<b>WVHI</b>	<b>105.3</b>	<b>Gospel</b>



**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 ACCOMMODATIONS:** St. James Inn, Bordeaux Motor Inn, Holiday, Sheraton. **SPECIAL PLACES OF INTEREST:** Fayetteville Little Theatre, Fayetteville Museum of Art, Fort Bragg. **COST OF LIVING:** Regular gasoline 53c; one bedroom apt (furn) \$150-200 (unfurn) \$130-180; state sales tax 3%. **GRASS:** Absolutely not; very strict laws. **SALARIES:** DJs average \$150-200/week. **SUMMARY:** WQSM boosted its power to 10 Kw, and went to automation for its Top 40 format in November. 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 Cape River is nearby, supplying recreation and water sports. Some clubs are Lib's Place, Napoleon's Retreat, The Skyline, The Tavern. Recommended restaurants are Le Chateau (steaks) and St. James Inn. The median age is 25, and the market is competitive within itself.

**AM**

<b>WFAI</b>	<b>1230</b>	<b>Country</b>
<b>WFLB</b>	<b>1490</b>	<b>Top 40</b>
<b>WFNC</b>	<b>940</b>	<b>Mod Country</b>
<b>WIDU</b>	<b>1600</b>	<b>Soul</b>
<b>WFDS</b>	<b>1450</b>	<b>Top 40</b>

**FM**

<b>WQSM</b>	<b>98.1</b>	<b>Top 40 [Auto]</b>
-------------	-------------	----------------------



## FLINT, MICHIGAN

**RANK** - 65. **POP:** Metro 406,900/Total 939,900. **ECONOMY:** General Motors, chemical manufacturing, paper products, food products, recreational vehicles. **HOME OF:** Univ. of Michigan-Flint, Genesee College, General Motors Institute. **RECOMMENDED ACCOMMODATIONS:** Howard Johnsons, Sheraton. **PLACES OF INTEREST:** Alfred P Sloan Museum, Art Museum, Longway Planetarium, Crossroads Village. **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$240 furn, \$200 unfurn; state sales tax 4%. **GRASS:** Laws are strict, but not strictly enforced. **SALARIES:** DJs make \$150-350/week. **SUMMARY:** There is an FM station in litigation at press time — a minority group would like it for Gospel/Ethnic/Information, and WTAC would like to make it AOR, or so the rumors go. Economically, the city is getting itself together now that jobs in the auto industry are picking up. Flint has a southern flavor because a good part of the people migrated from the south for jobs here. Recommended clubs are Contos, Plush Hobo, Plush Pony and Country Squire. The concert halls are IMA Auditorium (8000) and the Pine Knob (18,000). Even though it's just a short distance from Detroit, there is a low crime rate.

### AM

<b>WAMM</b>	<b>1420</b>	<b>Black (day)</b>
<b>WFDF</b>	<b>910</b>	<b>MOR</b>
<b>WKMF</b>	<b>1410</b>	<b>Country</b>
<b>WLBQ</b>	<b>1570</b>	<b>Gospel/Beautiful</b>
<b>WTAC</b>	<b>600</b>	<b>Top 40</b>
<b>WTRX</b>	<b>1330</b>	<b>Adult Contemp.</b>

### FM

<b>WFBE</b>	<b>95.1</b>	<b>Block (Public)</b>
<b>WGMZ</b>	<b>107.9</b>	<b>Beautiful</b>
<b>WWCK</b>	<b>105.5</b>	<b>AOR</b>



**FT. LAUDERDALE-HOLLYWOOD, FLA.**

**RANK - 43. POP:** Metro 647,400/Total 2,218,800 [Black 5%]. **ECONOMY:** Major economical supports are tourism, banking and light industry. **HOME OF:** Broward Comm College, Nova Univ, Ft. Lauderdale College. **RECOMMENDED ACCOMMODATIONS:** Pier 66 Hotel, Holiday Inn Oceanside. **SPECIAL PLACES OF INTEREST:** Ft. Lauderdale Beach, Oceanworld, Birch State Park, Port Everglades. **COST OF LIVING:** Reg gas 54c; 1 bdrm apt (furn) \$210 (unfurn) \$185; st sales tax 4%; no incm tax. **GRASS:** Very conservative, laws strictly enforced. **SALARIES:** \$175 to \$300/wk. **SUMMARY:** Like most resort areas it's pretty laid-back but there is a high crime rate. A few of the many clubs are J.W. West, Bubbas, The Castaways and Jack Orandas. Restaurants (also to name just a few) to know about are Tony Roma's and Jack Oranda's (once again).

**AM**

<b>WAVS</b>	<b>1190</b>	<b>All News</b>
<b>WEXY</b>	<b>1520</b>	<b>MOR</b>
<b>WFTL</b>	<b>1400</b>	<b>MOR</b>
<b>WGMA</b>	<b>1320</b>	<b>Country</b>
<b>WLOD</b>	<b>980</b>	<b>MOR</b>
<b>WRBD</b>	<b>1470</b>	<b>Black</b>
<b>WSRF</b>	<b>1580</b>	<b>Disco</b>

**FM**

<b>WAXY</b>	<b>97.3</b>	<b>Oldies</b>
<b>WCKO</b>	<b>102.7</b>	<b>Black/Gospel</b>
<b>WGLO</b>	<b>106.7</b>	<b>Beautiful</b>
<b>WHYI</b>	<b>100.7</b>	<b>Top 40</b>
<b>WSHE</b>	<b>103.5</b>	<b>AOR</b>



## FORT WAYNE, INDIANA

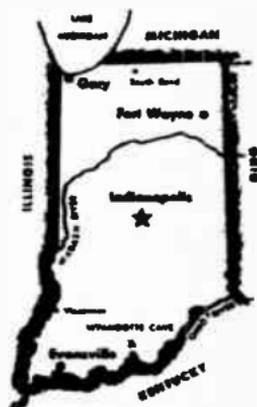
**RANK - 84. POPULATION:** Metro 185,600/Total 291,000 (Black 11%). **ECONOMY:** Manufacturing is the major industry; 50 companies have their home offices here, including International Harvester's Truck Division and General Electric. **HOME OF:** Indiana/Purdue University and 8 other colleges. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Glenbrook Mall, Old Fort Wayne, Zoo. **COST OF LIVING:** Regular gas 61c; 1 bedroom apt \$200 furn, \$150 unfurn; state sales tax 4%; state income tax 2%. **GRASS:** Very conservative; laws enforced. **SALARIES:** DJs average \$115-250/week. **SUMMARY:** There have been several format changes recently: WFWR has gone from C&W/Religious to Beautiful Music; WOWO has switched from Adult Contemporary to Top 40. WXKE is now MOR and WBCL is now Classical/Inspirational. The people here are conservative and the pace is relaxed, slow in change. The median age is 27. A few recommended clubs are The Cat's Meow, 412 Club and Mothers. Favorite restaurants are the Moon Raker, The Wharf, and Cafe Johnell's. Concerts are at The Embassy Theatre, Memorial Coliseum, and Scottish Rite Auditorium.

### AM

WFWR	1090	Beautiful
WGL	1250	MOR
WLYV	1450	Mod. Country
WMEE	1380	Top 40
WOWO	1190	Top 40

### FM

WCMX	101.7	Black
WMEF	97.3	Beautiful
WPTH	95	Top 40
WBCL	90.3	Classical/Inspirational
WXKE	104.1	MOR



## FRESNO, CALIFORNIA

**RANK - 69. POP:** 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 Univ Fresno, Pacific College, Lamoore Naval Base. **RECOMMENDED ACCOMMODATIONS:** Fresno Hilton, Airport Marina. **SPECIAL PLACES OF INTEREST:** Wine tasting rooms. **COST OF LIVING:** Reg gas 57c; 1 bdrm apt (furn) \$195 (unfurn) \$180; st sales tax 6%. **GRASS:** Liberal attitude. **SALARIES:** DJ's ave \$600 to \$1500/month. **SUMMARY:** KARM has changed its format to Country, in direct competition with KMAK. KMJ is using "The Entertainers" in an MOR format. Radio/record people's hangouts are The Airport Marina, Smugglers Inn and the Fresno Hilton. Additional clubs to know about are at the Sheraton and Holiday Inn. The Refectory is a good restaurant, and for good Armenian food, try Stanley's. Concerts are at the Warners Theatre (3000) and Selland Arena (8000). Fresno is a pretty easy-going place, sitting in the middle of miles of farmlands. Although a fairly small market, there are plenty of radio stations here.

### AM

<b>KARM</b>	<b>1430</b>	<b>Country</b>
<b>KBIF</b>	<b>970</b>	<b>Religious</b>
<b>KEAP</b>	<b>980</b>	<b>Country</b>
<b>KFRE</b>	<b>940</b>	<b>MOR</b>
<b>KGST</b>	<b>1600</b>	<b>Spanish</b>
<b>KIRV</b>	<b>1510</b>	<b>Beautiful</b>
<b>KMAK</b>	<b>1340</b>	<b>Country</b>
<b>KMJ</b>	<b>580</b>	<b>MOR</b>
<b>KXEX</b>	<b>1550</b>	<b>Spanish</b>
<b>KYNO</b>	<b>1300</b>	<b>Top 40</b>

### FM

<b>KFRY</b>	<b>101.9</b>	<b>Beautiful</b>
<b>KFIG</b>	<b>101.3</b>	<b>AOR</b>
<b>KFYE</b>	<b>93.7</b>	<b>Soft AOR</b>
<b>KKNU</b>	<b>102.7</b>	<b>Beautiful</b>
<b>KMJ</b>	<b>97.9</b>	<b>Classical</b>
<b>KYNO</b>	<b>95.5</b>	<b>AOR</b>



## GRAND RAPIDS, MICHIGAN

**RANK - 67. POPULATION:** Metro 438,500/Total 992,200 (Black 5%, Spanish 1%). **ECONOMY:** Diversified, and thus stable economy — some of the major manufacturing involves the auto industry. **HOME OF:** Aquinas College, Calvin College, Davenport Jr. College of Business, Grand Rapids Jr. College, Grand Valley State College. **RECOMMENDED ACCOMMODATIONS:** Hospitality Motor Inn, Midway Motor Inn. **PLACES OF INTEREST:** Art Museum, Lake Michigan for water sports. **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$175 furn, \$145 unfurn; state sales tax 4%; state income tax 4.67%. **GRASS:** Liberal. **SALARIES:** DJs average \$130-500/week. **SUMMARY:** Not much change in the last quarter, except WLAV's change from Top 40 to MOR. Although Grand Rapids is considered a junior executive town there is a lot of night life and a youthful attitude. A couple of clubs recommended are The Point After and Hoffman House. For restaurants try Hungry Lion, Great Lakes Steak Company and The Point After. The Civic Auditorium (4500) is where they have concerts.

### AM

<b>WCUZ</b>	<b>1230</b>	<b>Country</b>
<b>WFUR</b>	<b>1570</b>	<b>Religious</b>
<b>WGRD</b>	<b>1410</b>	<b>Top 40</b>
<b>WLAV</b>	<b>1340</b>	<b>MOR</b>
<b>WMAX</b>	<b>1480</b>	<b>News</b>
<b>WOOD</b>	<b>1300</b>	<b>MOR</b>
<b>WYGK</b>	<b>1530</b>	<b>Gospel/MOR</b>

### FM

<b>WFUR</b>	<b>102.9</b>	<b>Gospel</b>
<b>WGRD</b>	<b>97.9</b>	<b>Top 40</b>
<b>WJFM</b>	<b>93.7</b>	<b>Beautiful</b>
<b>WLAV</b>	<b>96.9</b>	<b>AOR</b>
<b>WOOD</b>	<b>105.7</b>	<b>Beautiful</b>
<b>WYON</b>	<b>101.3</b>	<b>MOR</b>
<b>WZZM</b>	<b>95.7</b>	<b>Adult Contemp.</b>



**GREENSBORO-HIGH POINT-WINSTON-SALEM, N. C.**

**RANK** - 48. **POP:** 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 two state supported universities. **RECOMMENDED ACCOMMODATIONS:** Major chains. **SPECIAL PLACES OF INTEREST:** Natural Science Center, Greensboro Country Park & Zoo, Old Salem, Schlitz Brewery. **COST OF LIVING:** Regular gas 65c; 1 bedroom apt \$220 furn, \$180 unfurn; state sales tax 4%. **GRASS:** Pretty conservative but changing. **SALARIES:** DJs average \$140-250/week. **SUMMARY:** The economy is good and stable and the people are civic-minded. Some of the clubs to be aware of are Mother Fletcher's, Rittenhouse Square and EJ's. Recommended restaurants are Staley's, Sam's Gourmet and The Carriage House. The concert halls are Groves Stadium and Benton Convention Center. Radio people can be found at the Hyatt House and Attila's Cave.

**AM**

<b>WAAA</b>	<b>980</b>	<b>R&amp;B</b>
<b>WAIR</b>	<b>1340</b>	<b>Top 40</b>
<b>WPGD</b>	<b>1550</b>	<b>Religious</b>
<b>WSJS</b>	<b>600</b>	<b>Adult Contemp.</b>
<b>WTOB</b>	<b>1380</b>	<b>Top 40</b>
<b>WURL</b>	<b>1500</b>	<b>News</b>

**FM**

<b>WKZL</b>	<b>107.5</b>	<b>AOR</b>
<b>WSEZ</b>	<b>93.1</b>	<b>Top 40</b>
<b>WTQR</b>	<b>104.1</b>	<b>Country [Auto]</b>



## GREENVILLE-SPARTANBURG, SOUTH CAROLINA

**RANK** - 72. **POPULATION:** Metro 535,700/Total 911,600 (Black 16.6%). **ECONOMY:** The major manufacturing companies (accounting for the economic support in the area) are Fiber Industries, GE, Dan River, Inc., J.P. Stevens, Michelin Corp., Deering Milliken, Union Carbide and Stone Mfg. **HOME OF:** Furman University, Bob Jones University, No. Greenville Jr. College, Greenville Tech. **RECOMMENDED ACCOMMODATIONS:** Major chains, Thunderbird, Cricket Inn. **PLACES OF INTEREST:** Greenville County Museum of Art, Paris Mountain State Park, Cleveland Park Zoo, Cherokee Foothills Scenic Highway. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$170 furn, \$165 unfurn; state sales tax 4%. **GRASS:** Beware! **SALARIES:** DJs average \$150-350/week. **SUMMARY:** There are constant programming changes happening. Of late WESC has added MOR to its Country music; WFBC and WHYZ have both added more rock to their formats. The people are conservative and sports are a major interest. The Loading Dock and The Greenville are good clubs. The Greenville Memorial Auditorium (8000) is the concert hall.

### AM

WASC	1510	Black Disco
WBBR	1580	Gospel
WCKI	1300	Gospel/Country
WEAB	800	Country
WESC	660	Country/MOR
WFBC	1330	MOR
WFIS	1600	Black
WHYZ	1070	Black
WKDY	1400	Country
WMRB	1490	Beautiful
WMMU	1260	Classical
WORD	910	Top 40
WQOK	1440	Top 40
WSPA	950	MOR

### FM

WESC	92.5	Beautiful/Country
WFBC	93.7	MOR
WMUU	94.5	Block/Relig/Classical
WSPA	98.9	Beautiful



**HARTFORD, CT.**

**RANK - 52. POP:** Metro 568,200/Total 2,377,200 [Black 6%].  
**ECONOMY:** Aircraft products, firearms, Government and of course, insurance. **HOME OF:** Univ. of Connecticut, Univ. of Hartford, Connecticut College for Women, Trinity College. **RECOMMENDED ACCOMMODATIONS:** Major chains. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$200 furn, \$170 unfurn; state sales tax 7%. **GRASS:** Not liberal and not really conservative. **SALARIES:** DJs average \$200-500/week. **SUMMARY:** WTIC-FM may be slated for an imminent change to Top 40, but the market has remained pretty stable. The area is beautiful and there are plenty of nearby places to get away to the country. Radio people do not have any special places to hang out, but some good clubs are Zero's and Mad Murphy's, Restaurants are The Signature, Benihana, The Brownstone, and Windsor House. The concert facilities are the Hartford Civic Center (12,000), Bushnell Auditorium (3000) and Bushnell Park in the summer.

**AM**

<b>WCCC</b>	<b>1290</b>	<b>AOR</b>
<b>WDRC</b>	<b>1360</b>	<b>Top 40</b>
<b>WEXT</b>	<b>1550</b>	<b>Country</b>
<b>WKND</b>	<b>1480</b>	<b>Black</b>
<b>WPOP</b>	<b>1410</b>	<b>All News</b>
<b>WRCH</b>	<b>910</b>	<b>Beautiful</b>
<b>WRYM</b>	<b>840</b>	<b>Ethnic</b>
<b>WTIC</b>	<b>1080</b>	<b>Adult Contemp.</b>
<b>WRCQ</b>	<b>910</b>	<b>Oldies</b>

**FM**

<b>WCCC</b>	<b>106.9</b>	<b>AOR</b>
<b>WDRC</b>	<b>102.9</b>	<b>AOR</b>
<b>WHCN</b>	<b>105.9</b>	<b>AOR</b>
<b>WKSS</b>	<b>95.7</b>	<b>Beautiful</b>
<b>WL VH</b>	<b>93.7</b>	<b>Spanish</b>
<b>WRCH</b>	<b>100.5</b>	<b>Beautiful</b>
<b>WTIC</b>	<b>96.5</b>	<b>Beautiful</b>



## HONOLULU, HAWAII

**RANK - 53. POP:** Metro 545,700/Total 669,400 [Japanese 28%, Hawaiian 9%, Korean, Black, Indian, etc. 4%]. **HOME OF:** University of Hawaii, BYU Hawaiian Campus, site of the combined military commands of the Pacific and Far East, and all of the major military installations. **ECONOMY:** Tourism, military and agriculture (sugar and pineapple). **RECOMMENDED ACCOMMODATIONS:** Outrigger, Kahala Hilton, Ilikai, Hyatt Regency. **PLACES OF INTEREST:** Too many to list! The most obvious is Waikiki Beach and the various neighboring islands. **COST OF LIVING:** Regular gas 68c; 1 bedroom apt. \$280 furn, \$250 unfurn; state sales tax 4%; food very expensive. **GRASS:** Pretty loose. **SALARIES:** DJs salaries range from minimum wage to the highest paid DJ in the world. **SUMMARY:** Ron Jacobs (KKUA) has settled out of court for \$30,000 with WKU (KJMB). The market has not changed, essentially, except for KHAI. Switching their format to Disco and their call letters to KIOE. One good restaurant is Yacht Harbor Towers; a good club is Whiskey Willies. Aloha Stadium (54,000), Blaisdell Memorial Center (8000) and Waikiki Shell (1200) are the major concert facilities. Although Honolulu is known to be called a cultural melting pot, there is a high crime rate and the traffic is beginning to get out of hand.

### AM

<b>KAHU</b>	<b>940</b>	<b>Country</b>
<b>KAIM</b>	<b>870</b>	<b>Religious</b>
<b>KCCN</b>	<b>1420</b>	<b>Hawaiian</b>
<b>KGMB</b>	<b>590</b>	<b>MOR</b>
<b>KGU</b>	<b>760</b>	<b>MOR</b>
<b>KHVH</b>	<b>1040</b>	<b>News</b>
<b>KIKI</b>	<b>830</b>	<b>Progressive/MOR</b>
<b>KIOE</b>	<b>1080</b>	<b>Disco</b>
<b>KKUA</b>	<b>690</b>	<b>Top 40</b>
<b>KMVI</b>	<b>550</b>	<b>Adult Contemp.</b>
<b>KNDI</b>	<b>1270</b>	<b>Hawaiian</b>
<b>KOHO</b>	<b>1170</b>	<b>Japanese</b>
<b>KORL</b>	<b>650</b>	<b>Top 40</b>
<b>KPOI</b>	<b>1380</b>	<b>Beautiful</b>
<b>KUMU</b>	<b>1500</b>	<b>Beautiful</b>
<b>KZOO</b>	<b>1210</b>	<b>Japanese</b>

### FM

<b>KAIM</b>	<b>95.5</b>	<b>Religious</b>
<b>KHSS</b>	<b>97</b>	<b>Beautiful</b>
<b>KQMQ</b>	<b>93.1</b>	<b>AOR</b>
<b>KPOI</b>	<b>97.5</b>	<b>Beautiful</b>
<b>KUMU</b>	<b>95.7</b>	<b>Beautiful</b>



## HOUSTON, TEXAS

**RANK -13. POP:** Metro 1,752,800/Total 2,377,200 [Black 26%].  
**ECONOMY:** Agriculture (rice), petroleum refining, chemicals and petrochemicals, fabricated metal products, major oil companies home base, finance, insurance, real estate. **HOME OF:** Rice University, University of Houston, TSU, St. Thomas University, Houston Baptist College.  
**RECOMMENDED ACCOMMODATIONS:** Hyatt Regency (downtown), Warwick, Sheraton Houston, The Plaza, Stauffers. **PLACES OF INTEREST:** Astrodome, Museum of Modern Art, The Summets. **COST OF LIVING:** Regular gas 55c; 1 bedroom apt \$225 furn, \$180 unfurn; state sales tax 5%. **GRASS:** Be careful inside city limits; more lax outside. **SALARIES:** DJs make \$700-2500/month. **SUMMARY:** KPRC has a Talk format, dropping MOR since the beginning of the year. There is plenty of entertainment in Houston, but many people go to Austin (2½ hour drive) on the weekends. There is a high turnover in good clubs, many of which are located in the Westheimer Road area. Restaurants to experience are Brenners (steaks), Brennans (where Sunday Brunch is an institution), and Kathan's (for seafood). Concerts are held at the Music Hall (3500), Liberty Hall (900) and the Summit (18,000), Sam Houston Coliseum and the Astrodome (60,000). In addition to the main airport, a less busy one for many private planes to land at is Hobby Airport on the outskirts of the city.

### AM

KCOH	1430	Black
KENR	1070	Country
KEYH	850	News
KILT	610	Top 40
KLVL	1430	Spanish
KNUZ	1230	Country
KODA	1010	Easy Listening
KPRC	950	Talk
KTRH	740	Talk
KULF	790	Adult Contemp.
KXYZ	1320	Adult Contemp.
KYOK	1590	Black

### FM

KAUM	96.5	AOR
KIKK	95.7	Country
KILT	100.3	AOR
KLEF	94.5	Classical
KLLO	101.1	Progressive
KLYX	102.1	All News
KODA	99.1	Beautiful
KQUE	102.9	MOR
KRBE	104.1	Top 40
KYND	92.5	Beautiful
KRLY	93.1	Top 40
KYND	92.5	Beautiful



**INDIANAPOLIS, INDIANA**

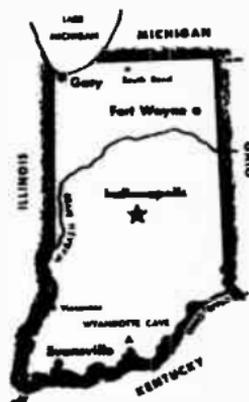
**RANK - 29. POPULATION:** Metro 1,156,000/Total 1,849,000 (Black 12%). **ECONOMY:** Major employers are transportation equipment, electrical machinery, other machinery, pharmaceuticals and chemicals and jet engines. **HOME OF:** Army Finance Center, Fort Benjamin Harrison, Butler University, Indiana Central University, Purdue, IUPUI. **RECOMMENDED ACCOMMODATIONS:** Downtown Hilton, Stouffers, Airport Hilton, Sheraton. **PLACES OF INTEREST:** Indianapolis Museum of Art, Indianapolis Motor Speedway, James Whitcomb Riley Home, and the Indiana Childrens Museum. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$225 furn, \$180 unfurn; state sales tax 4%. **GRASS:** No problem with smoking; typical marijuana laws. **SALARIES:** DJs average \$200-1200/week. **SUMMARY:** WNTS switched from News/Talk to Religious Programming. WIFE-FM is off the air temporarily, by court order, but should be back on the air in the spring with an interim staff, possibly MOR. Radio/record people favor Stouffers Grog Shop, Lucifer's and Marriott Driftwood Room. Good restaurants are Key West, Stouffers, La Tour, King Cole and Chanteclair. Being one of the major stops for the tour circuit, there is the Exposition Center (15,000), the State Fair Grounds Coliseum (15,000), and Market Square Arena (14,000).

**AM**

<b>WATI</b>	<b>810</b>	<b>Beautiful</b>
<b>WBRI</b>	<b>1500</b>	<b>Religious</b>
<b>WIBC</b>	<b>1070</b>	<b>Adult Contemp</b>
<b>WIFE</b>	<b>1310</b>	<b>Top 40</b>
<b>WIRE</b>	<b>1430</b>	<b>Country</b>
<b>WNDE</b>	<b>1260</b>	<b>Top 40</b>
<b>WNTS</b>	<b>1590</b>	<b>Religious</b>
<b>WXLW</b>	<b>950</b>	<b>MOR</b>

**FM**

<b>WFBQ</b>	<b>94.7</b>	<b>Top 40</b>
<b>WFMS</b>	<b>95.5</b>	<b>Country</b>
<b>WIFE</b>	<b>107.9</b>	<b>Country</b>
<b>WNAP</b>	<b>93.1</b>	<b>AOR</b>
<b>WTLC</b>	<b>105.7</b>	<b>Black</b>
<b>WXTZ</b>	<b>103.3</b>	<b>Beautiful</b>



## JACKSON, MISSISSIPPI

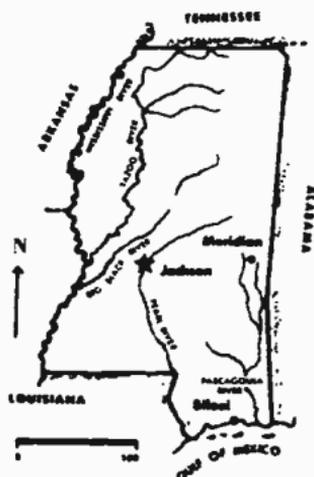
**RANK -88. POPULATION:** Metro 300,000/Total 573,300 [Black 38%].  
**ECONOMY:** Electrical machinery is the largest manufacturing employment category. Food and kindred products rank second. Ranking third are stone, clay and glass products. Other economic support is derived from furniture, fixtures, apparel and other finished products. Jackson is also the headquarters for many oil and gas development concerns.  
**HOME OF:** Jackson State Univ, Mississippi College, Belhaven College, Millsaps College, Tougaloo College, Westminster College.  
**RECOMMENDED ACCOMMODATIONS:** 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 gas 59c; 1 bedroom apt \$185 furn, \$150 unfurn; state sales tax 5%; state income tax 3%.  
**GRASS:** Laws and attitudes are liberal. **SALARIES:** DJs average \$125-300/week. **SUMMARY:** Radio people favor Stringer's Landing, Bo Weevil, Cork Room, and Maine Harbor. Jackson is a safe town, with a low crime rate, and a slow, easy pace. Jackson is the home of The Mississippi Coliseum (10,000), an excellent concert facility. A few recommended restaurants are Bernards, La Fleys and Olive's.

### AM

<b>WJDX</b>	<b>620</b>	<b>Adult Contemp</b>
<b>WJQS</b>	<b>1400</b>	<b>Mod Country</b>
<b>WJXN</b>	<b>1450</b>	<b>Gospel</b>
<b>WOKJ</b>	<b>1550</b>	<b>Black</b>
<b>WRBC</b>	<b>1300</b>	<b>News</b>
<b>WRKN</b>	<b>970</b>	<b>Country</b>
<b>WSLI</b>	<b>930</b>	<b>MOR</b>
<b>WWUN</b>	<b>1590</b>	<b>Top 40</b>

### FM

<b>WZZQ</b>	<b>102.9</b>	<b>AOR</b>
<b>WJMI</b>	<b>99.7</b>	<b>Black</b>
<b>WKXI</b>	<b>94.7</b>	<b>Black</b>
<b>WSLI</b>	<b>96.3</b>	<b>MOR</b>
<b>WLIN</b>	<b>95.5</b>	<b>Beautiful</b>



## JACKSONVILLE, FLORIDA

**RANK - 55. POP:** 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 Univ, Univ of Northern Florida, Edward Waters College, Jones College, May Port, The Gator Bowl. **RECOMMENDED ACCOMMODATIONS:** Foxfire Inn, Turtle Inn. **PLACES OF INTEREST:** Amelia Allan Plantation, Fort Caroline. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$180 furn; \$145 unfurn; state sales tax 4%. **GRASS:** Attitudes are slightly conservative with the laws enforced sporadically. **SALARIES:** DJs average 10-\$25,000/year. **SUMMARY:** WIVY, having been sold to Torrid Broadcasting, changed its programming from Adult Contemporary to Top 40. Jacksonville has a busy night life, with clubs like The Other Place, Driscoll's, Someplace Else and Zachary's which are also favored by radio people. The city has a lot of concerts, and the Jacksonville Memorial Auditorium is an excellent facility (50,000). Jacksonville has several excellent restaurants, and a few worth trying are The Foxfire Inn, Sandy's Steer Room and the Turtle Inn.

### AM

WAPE	690	Top 40
WBIX	1010	Religious
WCGL	1360	Beautiful
WERD	1400	Gospel
WEXI	1290	News
WJAX	930	MOR/News
WKTZ	1220	Beautiful
WOZN	970	Gospel
WPDQ	1460	Soul
WCMG	1090	Country Gold
WVOJ	1320	Country
WMBR	600	MOR

### FM

WAIV	96.9	Progressive
WIVY	102.9	Top 40
WJAX	95.1	Oldies
WKTZ	96.1	Beautiful
WQIK	99.1	Country



**KANSAS CITY, MISSOURI**

**RANK - 28. POP:** 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, Univ of Kansas Medical Center, Rockhurst College, U.M.K.C. **RECOMMENDED ACCOMMODATIONS:** Crown Center, Alameda Plaza. **SPECIAL PLACES OF INTEREST:** Nelson Gallery-Atkins Museum, Conservatory of Music, Starlight Theatre, Kansas City Philharmonic Orchestra. **COST OF LIVING:** Reg gas 51.9c; 1 bdrm apt (furn) \$200 (unfurn) \$180; st sales tax 3%; st incm tax 5%. **GRASS:** Fairly conservative in the laws as well as personal smoking. **SALARIES:** DJs average \$11,000 for non-union, \$14,310 for union. **SUMMARY:** Getting into the South, Kansas City is basically the Southern-type city. It is clean and quite low-key in the mellow sense of the world. There are tons of good restaurants, but the area is especially noted for steak houses: Colony Steak House, The Golden Ox, and Plaza Three, to name a few. A couple of good clubs are Fanny's and Dimple's. The major auditoriums are Kemper Arena (17-18,000), The Municipal Auditorium (12,000), Bartle Hall (22,000) and Arrowhead Stadium (82,000 for sports; 100,000 for concerts).

**AM**

<b>KAYQ</b>	<b>1190</b>	<b>Mod Country</b>
<b>KBEA</b>	<b>1480</b>	<b>Beautiful</b>
<b>KBIL</b>	<b>1140</b>	<b>Country</b>
<b>KCCV</b>	<b>1510</b>	<b>Religious</b>
<b>KCKN</b>	<b>1340</b>	<b>Country</b>
<b>KCMO</b>	<b>810</b>	<b>Adult Contemp</b>
<b>KCNW</b>	<b>1380</b>	<b>News</b>
<b>KMBZ</b>	<b>980</b>	<b>Adult Contemp</b>
<b>KPRT</b>	<b>1590</b>	<b>Black</b>
<b>WDAF</b>	<b>610</b>	<b>Adult Contemp</b>
<b>WHB</b>	<b>710</b>	<b>Top 40</b>
<b>KUDL</b>	<b>1380</b>	<b>News</b>

**FM**

<b>KBEQ</b>	<b>104.3</b>	<b>Top 40</b>
<b>KCKN</b>	<b>94.1</b>	<b>Country</b>
<b>KMBR</b>	<b>99.7</b>	<b>Beautiful</b>
<b>KPRS</b>	<b>103.3</b>	<b>Black</b>
<b>KUOL</b>	<b>98.1</b>	<b>Disco</b>
<b>KWKI</b>	<b>93.3</b>	<b>AOR</b>
<b>KXRT</b>	<b>96.5</b>	<b>Classical</b>
<b>KYYS</b>	<b>102.1</b>	<b>AOR</b>
<b>KCEZ</b>	<b>94.9</b>	<b>Beautiful</b>



## KNOXVILLE, TENNESSEE

**RANK - 78. POP:** Metro 354,700/Total 720,000 (Black 8%). **ECONOMY:** Union Carbide, Aluminum Co. of America, wholesale and retail trade, and manufacturing. **HOME OF:** Univ of Tennessee, Knoxville College, Marysville College, Associated Universities of Oakridge. **RECOMMENDED ACCOMMODATIONS:** Hyatt Regency Knoxville. **SPECIAL PLACES OF INTEREST:** Smokey Mountain Natl Park, Tenn Valley Authority Lakes, American Museum of Atomic Energy, Zoo. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$185 furn, \$160 unfurn; state sales tax 4½%; city sales tax 2%; no state income tax. **GRASS:** Just don't be obvious. **SALARIES:** DJs average \$150-259/week. **SUMMARY:** WETE (MOR) is now WRJZ, with Bob Keghan the new PD for their Adult Contemporary format. Knoxville is the 3rd largest city in the state. It is a rather competitive market. The median age is around 30, and the people are heavy baseball, basketball and football fans. Some good restaurants are Regas and The Orangerie and Ivanhoe's, Concert facilities are Knoxville Civic Auditorium (7500), Stokely Athletic Center (13,500), and Neyland Stadium (84,000).

### AM

<b>WBIR</b>	<b>1240</b>	<b>All News</b>
<b>WRJZ</b>	<b>620</b>	<b>Adult Contemp.</b>
<b>WIVK</b>	<b>850</b>	<b>Country</b>
<b>WJBE</b>	<b>1430</b>	<b>Black</b>
<b>WKGN</b>	<b>1340</b>	<b>AOR</b>
<b>WKXV</b>	<b>900</b>	<b>Religious</b>
<b>WNOX</b>	<b>990</b>	<b>Adult Contemp</b>
<b>WKVQ</b>	<b>1490</b>	<b>AOR</b>
<b>WSKT</b>	<b>1580</b>	<b>Religious</b>

### FM

<b>WBIR</b>	<b>103.5</b>	<b>Country [Auto]</b>
<b>WEZK</b>	<b>97.5</b>	<b>Beautiful Music</b>
<b>WIVK</b>	<b>107.7</b>	<b>Country</b>
<b>WOKI</b>	<b>101</b>	<b>Contemp</b>



## LANSING-E. LANSING, MICHIGAN

**RANK** - 76. **POP:** Metro 351,600/Total 521,700 [Black 7.7%]. **ECONOMY:** Michigan State Univ 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 Univ, Lansing Comm College. **RECOMMENDED ACCOMMODATIONS:** Lansing Hilton, Hospitality Inn. **SPECIAL PLACES OF INTEREST:** Michigan State Univ Campus, numerous nightclubs, state capitol bldg. **COST OF LIVING:** Reg gas 55c; 1 bdrm apt (furn) \$200 (unfurn) \$150; **GRASS:** Somewhat conservative, but not that great of a worry. First offense penalty is a drug abuse class. **SALARIES:** DJ's ave \$150 to \$250/week. **SUMMARY:** Cliff Carey is the new PD at WILS, which recently stopped simulcasting their AM and FM. Radio people can be found at Dooley's, Coral Gables, Huddle, Beggar's Banquet and Ikey Joe's. Being the conservative town it is, the people of Lansing are fairly sports-minded, supporting football and basketball.

### AM

<b>WILS</b>	<b>1320</b>	<b>Top 40</b>
<b>WITL</b>	<b>1010</b>	<b>Country/Gold</b>
<b>WVIC</b>	<b>730</b>	<b>Top 40/AOR</b>
<b>WJIM</b>	<b>1240</b>	<b>MOR</b>

### FM

<b>WFMK</b>	<b>99.1</b>	<b>AOR</b>
<b>WILS</b>	<b>101.7</b>	<b>AOR</b>
<b>WITL</b>	<b>100.7</b>	<b>Mod. Country</b>
<b>WJIM</b>	<b>97.5</b>	<b>Beautiful</b>
<b>WVIC</b>	<b>94.9</b>	<b>Top 40/AOR</b>



## LAS VEGAS, NEVADA

**RANK** - 109. **POP:** Metro 248,000/Total 248,000 [Minority 16%]. **ECONOMY:** Gambling, Entertainment, Tourism. **HOME OF:** Nellis AFB, Univ of Nevada, Clark County Comm College. **RECOMMENDED ACCOMMODATIONS:** 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 58c; 1 bedroom apt \$210 furn, \$185 unfurn; state sales tax 3%; no state income tax. **GRASS:** Conservative and strictly enforced. **SALARIES:** DJs average \$650 to \$1200 monthly. **SUMMARY:** KBMI (1400 KC) may be switching their news format to music very shortly. What can you say about this city that everyone doesn't already know? There's gambling, entertainment of any kind you might want to see, numerous hotels and motels. The Aladdin Theatre for the Performing Arts (7500) houses major concert acts.

### AM

<b>KBMI</b>	<b>1400</b>	<b>News</b>
<b>KDWN</b>	<b>720</b>	<b>Adult Contemp</b>
<b>KENO</b>	<b>1460</b>	<b>Top 40</b>
<b>KLAV</b>	<b>1230</b>	<b>Beautiful</b>
<b>KLUC</b>	<b>1140</b>	<b>Top 40/AOR</b>
<b>KORK</b>	<b>920</b>	<b>MOR</b>
<b>KRAM</b>	<b>1340</b>	<b>Country</b>
<b>KVEG</b>	<b>970</b>	<b>Prog Country</b>

### FM

<b>KFMS</b>	<b>101.9</b>	<b>Adult Contemp.</b>
<b>KLUC</b>	<b>98.5</b>	<b>Top 40</b>
<b>KORK</b>	<b>97.1</b>	<b>Beautiful</b>
<b>KTRI</b>	<b>92.3</b>	<b>Country</b>
<b>KXTZ</b>	<b>94.0</b>	<b>Beautiful</b>



## LEXINGTON, KENTUCKY

**RANK** - 122. **POP:** 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:** Univ of Kentucky, Transylvania Univ, Lexington Theological Seminary. **RECOMMENDED ACCOMMODATIONS:** Campbell House, Ramada Inn, Hilton Inn, Hyatt Regency (open in March). **SPECIAL PLACES OF INTEREST:** Thoroughbred horse farms, beautiful countryside, mansions dating from the Civil War. **COST OF LIVING:** Reg gas 61.9c; 1 bdrm apt (furn) \$285 (unfurn) \$175; st sales tax 5%; st incm tax 2-6%; city tax 2%. **GRASS:** Ultra-conservative. **SALARIES:** DJs make \$7500-18,000 annually. **SUMMARY:** WKQQ, automated for the past 2 years, may finally be going live, as they had hoped to for some time. Lexington is one of the fastest-growing cities in the area, with 6-7000 people a year coming in. The median age is about 29, and the income is above average. A few hangouts for radio people are Green Street, Nelly Kelly's, Charley Browns, Flaherty's. Good restaurants are Columbia's Steak House and John Postlewaite's Tavern. Being a major stop-off for tours, there are some good concert facilities, such as Rupp Arena (23,000) and the Opera House, which is small but considered an excellent and beautiful facility.

### AM

<b>WAXU</b>	<b>1580</b>	<b>Country</b>
<b>WBLG</b>	<b>1300</b>	<b>Adult Contemp.</b>
<b>WKVL</b>	<b>590</b>	<b>Adult Contemp.</b>
<b>WLAP</b>	<b>630</b>	<b>Adult Contemp.</b>

### FM

<b>WAXU</b>	<b>103.1</b>	<b>Country</b>
<b>WBKY</b>	<b>91.3</b>	<b>Block (public)</b>
<b>WKQQ</b>	<b>98.1</b>	<b>AOR</b>
<b>WKVL</b>	<b>92.9</b>	<b>Beautiful</b>
<b>WLAP</b>	<b>94.5</b>	<b>Top 40</b>



## LINCOLN, NEBRASKA

**RANK** - 168. **POPULATION:** Metro 153,000/Total 248,700 (Black 2.5%). **ECONOMY:** Major employers are government, manufacturing, finance, retail and wholesale and insurance companies. **HOME OF:** University of Nebraska, Nebraska Wesleyan University, Nebraska School of Religion, Union College. **RECOMMENDED ACCOMMODATIONS:** The Villager, Clayton House, Hilton, Cornhusker Hotel. **PLACES OF INTEREST:** Sheldon Art Museum, Nebraska Historical Society Museum, State Capitol Building. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$175 furn, \$150 unfurn; state sales tax 3%. **GRASS:** Fairly conservative towards open smoking but is a felony for first offense. Penalty is a drug abuse class. **SUMMARY:** Lincoln, though not a major metropolis, is a stop on the tour circuit — concerts are held at Pershing Municipal Auditorium (8000) and University of Nebraska Sports Arena (15,000). Radio people hang out at the Hilton Hotel, Lincoln Underground and Scott's Piedmont. Some clubs and restaurants to be seen at are Little Bo's, Uncle Sam's and the Boar's Head (beef) Restaurant.

### AM

<b>KECK</b>	<b>1530</b>	<b>Country</b>
<b>KFOR</b>	<b>1240</b>	<b>MOR</b>
<b>KLIN</b>	<b>1400</b>	<b>MOR</b>
<b>KLMS</b>	<b>1480</b>	<b>Top 40</b>

### FM

<b>KBHL</b>	<b>98.3</b>	<b>Gospel</b>
<b>KFMQ</b>	<b>102</b>	<b>AOR</b>
<b>KFOR</b>	<b>102.7</b>	<b>MOR</b>
<b>KHAT</b>	<b>106.3</b>	<b>Country</b>
<b>KLIN</b>	<b>107.3</b>	<b>Beautiful</b>



**LITTLE ROCK—NO. LITTLE ROCK, ARKANSAS**

RANK - 98. POPULATION: Metro 284,200/Total 763,000 (Black 18%). ECONOMY: Major employers are agriculture, state, local and federal government, manufacturing and mining. HOME OF: University of Central Arkansas, University of Arkansas at Little Rock, Little Rock Air Force Base. RECOMMENDED ACCOMMODATIONS: Sheraton, Camelot Inn, Holiday Inn. COST OF LIVING: Regular gas 60c; 1 bedroom apt \$185 furn, \$165 unfurn; state sales tax 3%. SALARIES: DJs average \$115-400/week. GRASS: Conservative, with good cause for paranoia. SUMMARY: The market is getting very competitive. KAAY has dropped their AM Religion, which should up their ratings. Ken Dennis is now PD at KKYK. Jim Cassidy from WNOE, New Orleans, is the new PD at KLAZ, among other personnel changes. Clubs to try are Crazy Horse Saloon, John Barleycorns, Cajuns Wharf, Stage One and State Room. An excellent, though expensive, restaurant is Jacques and Suzannes. Little Rock is basically a big small town. Some of the concert Halls are Barton Coliseum (10,000), Robinson Auditorium (26,000) and Pine Bluff Convention Center (7800).

**AM**

KAAY	1090	Top 40
KALO	1250	Black/Disco
KARN	920	News/Block
KLRA	1010	Country
KSOH	1050	Religious
KOKY	1440	Black
KXLR	1150	Country

**FM**

KARN	103.7	Adult Contemp.
KEZQ	94.1	Beautiful [Auto]
KKYK	103.5	Adult Contemp.
KLAZ	98.5	Top 40
KXXQ	96	News



**LONG ISLAND—NAUSSAU—SUFFOLK, N.Y.**

**RANK:** 9. **POP:** Metro 2,132,200/Total 2,132,200. **ECONOMY:** Aircraft, electronic companies, plastic products, radio, TV & communication equipment, printing, tourism, retail. **HOME OF:** CW Post, Hofstra, Adelphi, Stoneybrook, Nassau Community College. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Arboretums, State Parks, Beaches, especially Jones. **COST OF LIVING:** Suffolk is generally less expensive than Nassau. Regular gasoline 60c. One bedroom apt \$350 furn, \$300 unfurn. State sales tax 8%. **SALARIES:** DJs average \$150-350/week. **GRASS:** Rough laws, users aren't hassled. **SUMMARY:** The median age is 28. The island is really self-contained. In

(3000) and The Commack Arena (6000). My Father's Place (Roslyn), is a good alternative to the Bottom Line in the City, is more club-like and seats around 1000.

**AM**

<b>WALK</b>	<b>1370</b>	<b>MOR</b>
<b>WGBB</b>	<b>1240</b>	<b>MOR</b>
<b>WGLI</b>	<b>1290</b>	<b>MOR</b>
<b>WGSM</b>	<b>740</b>	<b>MOR</b>
<b>WHLI</b>	<b>1100</b>	<b>MOR</b>
<b>WLIX</b>	<b>540</b>	<b>Oldies</b>
<b>WLNG</b>	<b>1600</b>	<b>Adult Contemp.</b>
<b>WNYG</b>	<b>1440</b>	<b>Gospel</b>
<b>WRCN</b>	<b>1570</b>	<b>Top 40/Oldies</b>
<b>WRN</b>	<b>1390</b>	<b>MOR</b>
<b>WTHE</b>	<b>1520</b>	<b>Block</b>

**FM**

<b>WALK</b>	<b>97.5</b>	<b>MOR</b>
<b>WBAB</b>	<b>102.3</b>	<b>Progressive</b>
<b>WBLI</b>	<b>106.1</b>	<b>Adult Contemp.</b>
<b>WCTO</b>	<b>94.3</b>	<b>Beautiful</b>
<b>WIOK</b>	<b>98.3</b>	<b>Beautiful</b>
<b>WLIR</b>	<b>92.7</b>	<b>Progressive</b>
<b>WLNG</b>	<b>92.1</b>	<b>Adult Contemp.</b>
<b>WRCN</b>	<b>103.9</b>	<b>Top 40/Oldies</b>
<b>WWRJ</b>	<b>95.3</b>	<b>Beautiful</b>



**LOS ANGELES—LONG BEACH—ANAHEIM, CALIFORNIA**

**RANK - 3. POPULATION:** Metro 6,907,400/Total 9,981,600 (Black 20%, Spanish 20%). **ECONOMY:** In addition to the entertainment industry, the LA area is also a leading manufacturing center for aircraft components, textiles, apparel, chemicals, motor vehicles. Economic support is also derived from construction, wholesale and retail trade, banking, insurance and agriculture. **HOME OF:** USC, UCLA, Pepperdine, Loyola, and 30 other colleges and universities. **RECOMMENDED ACCOMMODATIONS:** Beverly Wilshire, Century Plaza, Beverly Hills Hotel, Chateau Marmont, Sheraton Universal and Beverly Hilton. **PLACES OF INTEREST:** Disneyland, Magic Mountain, Knotts Berry Farm, Chinatown, Olvera Street, Angeles National Forest, Griffith Park, Universal Studios, beaches and nearby desert areas. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$260 furn, \$210 unfurn. Sales tax 6%. **SALARIES:** DJs make \$250/week to \$150,000/year. **GRASS:** Loose, as in much of the state. **SUMMARY:** During the past quarter, KPOL FM (93.9) split to an AOR format — Roger Layng is the new PD. KPOL AM (1540) is MOR. KGBS is now on the air as KTNQ at 1020. They are Top 40, KHJ's newest and biggest competitor. KUSC boosted their power to 10KW. Their programming (at 91.5) is mostly classical, with some national public radio programming. Charlie Tuna resigned from his PD position at KIIS, but remains as a DJ. As of November, KFOX is on the air 24 hours a day. In general, stations are becoming very competitive in advertising, using other media to boost their listeners. In Los Angeles, most of the things you've heard are true, and life goes on around the clock. Radio and record people can be found at Martoni's, Musso & Frank's, Hamburger Hamlet on Sunset, Cathay de Grande, The Rainbow, Nick's Fishmarket. Clubs are The Troubador, The Roxy, The Starwood, to name a few. Concert facilities are Universal Amphitheatre (5500), The Forum (18,600), Santa Monica Civic Auditorium (3000), Long Beach Arena (14,500), Greek Theatre (4400), Anaheim Convention Center (8800) and Anaheim Stadium (55,000). The city is definitely youth-oriented, and the music-film-TV business affects everyone's lives, though all kinds of lifestyles can be found here.

**AM**

<b>KABC</b>	<b>790</b>	<b>Talk</b>
<b>KALT</b>	<b>1430</b>	<b>Spanish</b>
<b>KBRT</b>	<b>740</b>	<b>MOR</b>
<b>KDAY</b>	<b>1580</b>	<b>Black</b>
<b>KEZY</b>	<b>1190</b>	<b>Top 40</b>
<b>KFAC</b>	<b>1330</b>	<b>Classical</b>
<b>KFI</b>	<b>640</b>	<b>MOR</b>
<b>KFOX</b>	<b>1280</b>	<b>Mod. Country</b>
<b>KFWB</b>	<b>980</b>	<b>News</b>
<b>KGFJ</b>	<b>1230</b>	<b>Black</b>
<b>KGIL</b>	<b>1260</b>	<b>Adult Contemp.</b>
<b>KHJ</b>	<b>930</b>	<b>Top 40</b>
<b>KIEV</b>	<b>870</b>	<b>Talk</b>
<b>KIIS</b>	<b>1150</b>	<b>Adult Contemp.</b>
<b>KKAR</b>	<b>1220</b>	<b>Spanish</b>

<b>KLAC</b>	<b>570</b>	<b>Country</b>
<b>KMPC</b>	<b>710</b>	<b>MOR</b>
<b>KNX</b>	<b>1070</b>	<b>News</b>
<b>KPOL</b>	<b>1540</b>	<b>MOR</b>
<b>KRLA</b>	<b>1110</b>	<b>Oldies</b>
<b>KROQ</b>	<b>1500</b>	<b>AOR</b>
<b>KTNQ</b>	<b>1020</b>	<b>Top 40</b>
<b>KWIZ</b>	<b>1480</b>	<b>Adult Contemp.</b>
<b>KWKW</b>	<b>1300</b>	<b>Spanish</b>

**FM**

<b>KBCA</b>	<b>105.1</b>	<b>Jazz</b>
<b>KBIG</b>	<b>104.3</b>	<b>Beautiful</b>
<b>KEZY</b>	<b>95.9</b>	<b>AOR</b>
<b>KFAC</b>	<b>92.5</b>	<b>Classical</b>
<b>KGBS</b>	<b>97</b>	<b>Country</b>
<b>KGIL</b>	<b>94.3</b>	<b>AOR</b>
<b>KIQQ</b>	<b>100.3</b>	<b>Top 40</b>
<b>KHOF</b>	<b>99.5</b>	<b>Religious</b>
<b>KJLH</b>	<b>102.3</b>	<b>Black/Jazz</b>
<b>KJOI</b>	<b>98.7</b>	<b>Beautiful</b>
<b>KIIS</b>	<b>102.7</b>	<b>Top 40</b>
<b>KLOS</b>	<b>95.5</b>	<b>AOR</b>
<b>KLVE</b>	<b>107.5</b>	<b>Spanish</b>
<b>KMET</b>	<b>94.7</b>	<b>AOR</b>
<b>KNAC</b>	<b>105.5</b>	<b>AOR</b>
<b>KNX</b>	<b>93.1</b>	<b>AOR</b>
<b>KOST</b>	<b>103.5</b>	<b>Beautiful</b>
<b>KPFK</b>	<b>90.7</b>	<b>Block (Public)</b>
<b>KPOL</b>	<b>93.9</b>	<b>AOR</b>
<b>KPPC</b>	<b>106.7</b>	<b>Gospel/Ethnic</b>
<b>KRTH</b>	<b>101.1</b>	<b>Oldies</b>
<b>KUFM</b>	<b>94.3</b>	<b>Religious</b>
<b>KUTE</b>	<b>101.9</b>	<b>Jazz/Black</b>



## 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 ACCOMMODATIONS:** 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 55c; one bedroom apt. (furn \$170, unfurn. \$140); State sales tax 5%. State income tax 6%. **SALARIES:** Disc jockeys average \$150 - \$500/wk. **GRASS:** Not too conservative; getting easier. **SUMMARY:** WNNS is rumored to be going Country soon. Besides seeing some of the most attractive race horses in the world and being able to attend the Kentucky Derby, you'll be able to attend some of the finest restaurants in the area, such as the Embassy Supper Club, The Cornwall Lady and Joe's Palm Room. Clubbers can hit Babe's and Harlows; concerts are held at Freedom Hall and Louisville Gardens.

### AM

<b>WAKY</b>	<b>790</b>	<b>Top 40</b>
<b>WAVE</b>	<b>970</b>	<b>MOR</b>
<b>WFIA</b>	<b>900</b>	<b>Religious</b>
<b>WHAS</b>	<b>840</b>	<b>MOR</b>
<b>WHEL</b>	<b>1570</b>	<b>Religious/Block</b>
<b>WINN</b>	<b>1240</b>	<b>Country</b>
<b>WKLO</b>	<b>1080</b>	<b>Top 40</b>
<b>WLOV</b>	<b>1350</b>	<b>Black</b>
<b>WREY</b>	<b>1290</b>	<b>Block</b>
<b>WTMT</b>	<b>620</b>	<b>Country</b>
<b>WXVW</b>	<b>1450</b>	<b>Oldies</b>

### FM

<b>WNNS</b>	<b>97.5</b>	<b>News</b>
<b>WCSN</b>	<b>99.7</b>	<b>Beautiful</b>
<b>WVEZ</b>	<b>106.9</b>	<b>Beautiful</b>
<b>WLRS</b>	<b>102.3</b>	<b>AOR</b>
<b>WSTM</b>	<b>103.1</b>	<b>Disco</b>
<b>WQHI</b>	<b>95.7</b>	<b>Top 40 [Auto]</b>



## MACON, GEORGIA

**RANK - 146. POPULATION:** Metro 192,100/Total 414,500 [Black 30%]. **ECONOMY:** Major economical support derived from manufacturing of food, tobacco, textiles, electrical machinery, stone, clay and glass, and the growing music industry. **HOME OF:** Mercer University, Wesleyan College, Macon Jr. College, and Walter Robins AFB, largest employer in Georgia. **RECOMMENDED ACCOMMODATIONS:** Macon Hilton, Sheraton Motor Inn. **PLACES OF INTEREST:** Ocmulgee National Park, The Hay House. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$225 furn, \$160 unfurn; sales tax 3%. **SALARIES:** DJs average \$125-300/week. **GRASS:** Nobody really cares. **SUMMARY:** WBML is now Country, not Adult Contemporary. Stations in the area are tending toward more album play lately. Good restaurants are Green Jacket and Kegs. Macon has a lot of young people living here because of the college, university, air force and music influence. The people are extremely friendly, and no one is out to give an outsider a hard time. They've tried a lot of different sports here, but the only one that goes over is wrestling. A couple of clubs you might check out here are Diablo's Den and Grant's Lounge. The larger acts in Macon are held at the Coliseum (13,000). Capricorn Records holds a giant picnic here every summer at Lakeside that the whole town gets into.

### AM

<b>WAVC</b>	<b>1350</b>	<b>Religious</b>
<b>WBML</b>	<b>1240</b>	<b>Country</b>
<b>WCRY</b>	<b>900</b>	<b>Talk/MOR</b>
<b>WDEN</b>	<b>1500</b>	<b>Country</b>
<b>WIBB</b>	<b>1280</b>	<b>Black</b>
<b>WMAZ</b>	<b>940</b>	<b>Adult Contemp.</b>
<b>WNEX</b>	<b>1400</b>	<b>Top 40</b>
<b>WQCK</b>	<b>1600</b>	<b>Mod. Country</b>

### FM

<b>WCRY</b>	<b>107.9</b>	<b>Beautiful</b>
<b>WDEN</b>	<b>105.3</b>	<b>Country</b>
<b>WMAZ</b>	<b>99.1</b>	<b>Oldies [Auto]</b>
<b>WRBN</b>	<b>101.7</b>	<b>Adult Contemp.</b>



**MADISON, WISCONSIN**

**RANK** - 111. **POPULATION:** Metro 253,000/Total 435,000 (Black 1.5%). **ECONOMY:** Major employers are government, insurance and The University of Wisconsin. **HOME OF:** University of Wisconsin. **PLACES OF INTEREST:** Capitol Building, University, three large lakes within the immediate area of the city. **COST OF LIVING:** Gasoline 54.9c; 1 bedroom apt \$200 furn, \$180 unfurn; sales tax 4%; graduated state income tax. **RECOMMENDED ACCOMMODATIONS:** Sheraton Inn, The Concourse, Howard Johnsons. **SALARIES:** DJs average \$110-200/week. **GRASS:** A cautiously liberal outlook; laws still enforced. **SUMMARY:** WMAD changes its country format for Solid Gold and its call letters for WWQM in January. WISM-FM (98.1) is now Adult Contemporary, not Oldies. There are three large lakes within the immediate area of the city, and it is found in a nice green part of the country. For clubs try El Tejon (live), Fogcutter (disco) and The Stone Hearth, and The Shuffle Inn. A few good restaurants are the Hatchcover, The Mariners and Rhodes. Madison holds its large concerts at Dane County Museum. The seasons bring many sports like football, basketball, hockey, boating, waterskiing, fishing, snow skiing and hunting. It's considered a real college town. Another important piece of information that you might not be aware of is that is this is where the Great Otis Redding was killed.

**AM**

<b>WIBA</b>	<b>1310</b>	<b>Easy Listening</b>
<b>WISM</b>	<b>1480</b>	<b>Top 40</b>
<b>WMAD</b>	<b>1550</b>	<b>Oldies</b>
<b>WTSO</b>	<b>1070</b>	<b>Country</b>

**FM**

<b>WIBA</b>	<b>101.5</b>	<b>AOR</b>
<b>WISM</b>	<b>98.1</b>	<b>Adult Contemp.</b>
<b>WLVE</b>	<b>94.9</b>	<b>Beautiful</b>
<b>WMAD</b>	<b>106.3</b>	<b>Country</b>
<b>WYXE</b>	<b>92.1</b>	<b>AOR</b>
<b>WZEE</b>	<b>104.1</b>	<b>Top 40</b>



## MELBOURNE-TITUSVILLE-COCOA, FLA.

**RANK - 144. POPULATION:** Metro 205,300/Total 243,200 [Black 3%]. **ECONOMY:** Kennedy Space Center-NASA, Patrick AFB, Tourism (Disney World, 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 ACCOMMODATIONS:** Any of the major chains. **PLACES OF INTEREST:** Disneyland (40 miles away), Kennedy Space Center and the Beaches. **COST OF LIVING:** Regular gas 53c; 1 bedroom apt \$160 furn, \$145 unfurn; state sales tax 4%; no state income tax; no-fault auto insurance. **SALARIES:** DJs average \$140-250/week. **GRASS:** Rather liberal. **SUMMARY:** WEZY (1350) has dropped Top 40 for a more adult sound. WWBC is now mostly religious programming. WRKT-AM is joining their FM in automation (though not simulcasting). There are basically no concerts in the area, but the restaurants make up for it. They include Mouse Trap, Bernard Surf, Islander and Beef & Grog. A couple of good clubs are The Anchor Club and George's Discotheque. Cocoa, by the way, has the distinction of the second highest unemployment rate in the country, next to Detroit.

### AM

WEZY	1350	Adult Contemp.
WKKO	860	Adult Contemp.
WMEL	920	Top 40
WMMB	1240	MOR
WRKT	1300	Top 40
WRMF	1060	Adult Contemp/Top 40
WTAI	1560	Mod. Country
WWBC	1510	Country/Religion

### FM

WCKS	101.1	Top 40
WEZY	99.1	MOR
WRKT	104.1	Beautiful
WRMF	98.0	Adult Contemp.
WTAI	107	Top 40 [Auto]
WYRL	102.3	Country



**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 ACCOMMODATIONS:** Hyatt Regency-Airport, Holiday Inn-Rivermont, Hyatt Regency, Hilton. **PLACES OF INTEREST:** Libertyland Theme Park, Overton Square entertainment center, Delta Queen Steamboat, Elvis Presley Home, Liberty Bowl. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt \$240 furn, \$190 unfurn; sales tax 1½%; no state income tax. **SALARIES:** DJs make \$200/week to \$60,000/year. **GRASS:** Up-tight; laws enforced. **SUMMARY:** After the Arbitron Diary scandal, the ratings were redone to show WHBQ lower, WMC-AM, WELI and WMPS higher. George Klein is no longer at WHBQ. Michael St. John came to WMPS as PD from Birmingham. Rick Dees was released from WMPS after his single broke and is now at WHBQ. WMC-FM's new PD is George Bryant. Radio/record people can be found at Chesterfield's, Wellington's, Friday's, Elan's. Some recommended restaurants are The Pyrenees, Four Flames, Fred Gang's Meat Market, Justin's and Hugo's. The Mid-South Coliseum is most used for concerts, with a seating capacity of around 11,000.

**AM**

<b>KSUD</b>	<b>730</b>	<b>Religious</b>
<b>KWAM</b>	<b>990</b>	<b>Religious</b>
<b>WDIA</b>	<b>1070</b>	<b>Black</b>
<b>WHBQ</b>	<b>560</b>	<b>Top 40</b>
<b>WLOK</b>	<b>1340</b>	<b>Black</b>
<b>WMC</b>	<b>790</b>	<b>Country</b>
<b>WMPS</b>	<b>680</b>	<b>Top 40</b>
<b>WMQM</b>	<b>1480</b>	<b>Country</b>
<b>WREC</b>	<b>600</b>	<b>Adult Contemp.</b>
<b>WVEE</b>	<b>1430</b>	<b>Talk</b>

**FM**

<b>KWAM</b>	<b>101.1</b>	<b>Country</b>
<b>WEZI</b>	<b>105.9</b>	<b>Beautiful</b>
<b>WHRK</b>	<b>97.1</b>	<b>Disco</b>
<b>WMC</b>	<b>99.7</b>	<b>Progressive</b>
<b>WQUD</b>	<b>104.5</b>	<b>Adult Contemp.</b>
<b>WZXR</b>	<b>102.7</b>	<b>Country</b>



## MIAMI—FT. LAUDERDALE—HOLLYWOOD, FLORIDA

**RANK - 20. POPULATION:** Metro 1,219,500/Total 2,536,100 (Black 11%, Cuban 30%). **ECONOMY:** Tourism, aviation industry, light manufacturing, agriculture and banking. **HOME OF:** University of Miami, Miami-Dade Community College, Florida International University, Broward Community College, Nova University, Ft. Lauderdale College. **RECOMMENDED ACCOMMODATIONS:** Major chains, with exclusive hotels on Miami Beach, Pier 66 Hotel, Holidan Inn Oceanside. **PLACES OF INTEREST:** The Beach, Seaquarium, Jai-Alai, Oceanworld, Everglades, The Bass Museum, Lowe Museum. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$200 unfurn; few furnished apartments available and rents are seasonal; state sales tax 4%; no state income tax. **GRASS:** Situation is average. **SALARIES:** \$200/week to \$35,000/year for DJs. **SUMMARY:** WSRF now has an AOR format, not Disco. WBUS (93.9) is now WWWL with an Adult Contemporary "Love Song" format; Alan Polaski is the new PD. The area is a resort, with a conglomeration of all income brackets, elderly retired and Cuban refugees. Sports of all types are big because of the weather. Some good clubs are J.W. West, Bubba's, The Castaways, Seven Seas, Marco Polo's, Honey for the Bears and Widow McCoy. A few of the many restaurants are Tony Roma's, Jack Oranda's, The Forge, and Joe's Stone Crabs. The main concert facilities are Gusman Hall (2000), the Hollywood Sport Auditorium (10,000), Miami Jai Alai (6000), The Orange Bowl (85,000), and The Tube Center.

### AM

WAVS	1190	News
WEXY	1520	MOR
WFAB	990	Spanish
WFTL	1400	MOR
WFUN	790	Beautiful
WGBS	710	MOR
WGMA	1320	Country
WINZ	940	News
WIOD	610	MOR
WKAT	1360	News/Talk
WLOD	980	MOR
WMBM	1490	Black
WOCM	1450	Beautiful
WQAM	560	Top 40
WQBA	1140	Spanish
WRBD	1470	Black
WRHC	1550	Spanish
WSRF	1580	AOR
WVCG	1080	Beautiful
WWOK	1260	Mod. Country

### FM

WAIA	97.3	MOR
WAXY	106	Oldies
WCKO	102.7	Black/Gospel
WCMQ	92.1	Spanish
WEDR	99.1	Black
WGLO	106.7	Beautiful
WHY	100.7	Top 40
WIGL	107.5	Adult Contemp.
WINZ	94.9	Progressive
WLYF	101.5	Beautiful
WMJX	96.3	Top 40
WSHE	103.5	AOR
WTMI	93.1	Classical
WWWL	93.9	Adult Contemp.
WYOR	105.1	Beautiful



## MILWAUKEE, WISCONSIN

**RANK - 21. POP:** 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:** Univ. of Wisconsin, Marquette, Milwaukee School of Engineering, Alverno, Cardinal Stritch, Concordia, Mt. Mary College. **RECOMMENDED ACCOMMODATIONS:** Pfister or Hyatt Regency or Marc Plaza Hotels. **PLACES OF INTEREST:** Lake Michigan for summer sports, Museum of Natural History, Milwaukee Zoo, Mitchell Park Conservatory. **COST OF LIVING:** Regular gasoline 57c; 1 bedroom apt \$200 furn, \$175 unfurn; sales tax 4%. **SALARIES:** DJs average \$125-300/week. **GRASS:** Liberal use, but a heavy trip if caught. **SUMMARY:** The radio situation has been stable over the past quarter. Milwaukee has a small town atmosphere with conservatism prevailing. It is also a big sports town, supporting the Green Bay Packers, Milwaukee Brewers and Bucks, and the Admirals. A few clubs to try are Mad Hatters, The Fritz, and Pal Joey's. 1520 A.D. is the newest, most interesting restaurant (at Marc Plaza). Concerts are held at the Performing Arts Center (great acoustics), Milwaukee Auditorium and the Milwaukee Arena.

### AM

<b>WAWA</b>	<b>1590</b>	<b>Black</b>
<b>WBKC</b>	<b>1470</b>	<b>MOR</b>
<b>WEMP</b>	<b>1250</b>	<b>Country</b>
<b>WISN</b>	<b>1130</b>	<b>Ad. Contemp.</b>
<b>WNOV</b>	<b>860</b>	<b>Black</b>
<b>WOKY</b>	<b>920</b>	<b>Top 40</b>
<b>WRIT</b>	<b>1340</b>	<b>News</b>
<b>WTMJ</b>	<b>620</b>	<b>Ad. Contemp.</b>
<b>WYLO</b>	<b>540</b>	<b>Ethnic</b>
<b>WZUU</b>	<b>1290</b>	<b>Top 40</b>

### FM

<b>WAWA</b>	<b>102.1</b>	<b>Black</b>
<b>WBCS</b>	<b>102.9</b>	<b>Country</b>
<b>WBKU</b>	<b>92.5</b>	<b>MOR</b>
<b>WBON</b>	<b>107.7</b>	<b>Religious</b>
<b>WEZW</b>	<b>103.7</b>	<b>Beautiful</b>
<b>WFMR</b>	<b>98.3</b>	<b>Classical</b>
<b>WISN</b>	<b>97.3</b>	<b>Beautiful</b>
<b>WNUW</b>	<b>99.1</b>	<b>Beautiful</b>
<b>WKTI</b>	<b>94.5</b>	<b>Top 40</b>
<b>WQFM</b>	<b>93.3</b>	<b>AOR</b>
<b>WZMF</b>	<b>98.3</b>	<b>AOR</b>
<b>WZUU</b>	<b>95.7</b>	<b>Top 40</b>



## MINNEAPOLIS-ST. PAUL, MINNESOTA

**RANK-16.** POP: Metro 1,588,500/Total 2,770,700 [Black 3%]; **ECONOMY:** Major economical support lies in electronics, food processing, machinery, fabricated metals, garments, graphic arts, finance, insurance. **HOME OF:** University of Minnesota, Augsburg College, Minneapolis College of Art and Design. **RECOMMENDED ACCOMMODATIONS:** Hotel Sofitel, Marquette Inn. **PLACES OF INTEREST:** Minnehaha Falls, IDS Center, Institute of Arts, Guthrie Theatre, Nicollet Mall. **COST OF LIVING:** Regular gasoline is 59.4c; one-bedroom apt. (furn. \$225, unfurn. \$200); sales tax 4%. **GRASS:** Real liberal laws concerning smoking. **SUMMARY:** In radio, there has been an increased awareness of the importance of music research of late. Radio people can be found at Charlies, Fu Ji Ya, Blue Horse and Lowell Inn — also good eating places. Being a winter-minded state, hockey and football are quite fashionable. Music-wise, there are very few bands who do not include Minneapolis-St. Paul in their itinerary. Gigs are held at the Met Center (18,000), Orchestra Hall (4000) and St. Paul Civic Center (20,000).

### AM

<b>KDAN</b>	<b>1370</b>	<b>Country</b>
<b>KDWB</b>	<b>630</b>	<b>Top 40</b>
<b>KEYE</b>	<b>1400</b>	<b>Beautiful</b>
<b>KQRS</b>	<b>1440</b>	<b>AOR</b>
<b>KRSI</b>	<b>950</b>	<b>Auto-Country</b>
<b>KSTP</b>	<b>1500</b>	<b>Top 40</b>
<b>KTCR</b>	<b>690</b>	<b>Mod. Country</b>
<b>KUXL</b>	<b>1570</b>	<b>Talk/Black</b>
<b>WDGY</b>	<b>1130</b>	<b>Top 40</b>
<b>WCCO</b>	<b>830</b>	<b>MOR/News</b>
<b>WWTC</b>	<b>1280</b>	<b>News</b>
<b>WJSW</b>	<b>1010</b>	<b>Ethnic/For. Lang.</b>
<b>WLOL</b>	<b>1330</b>	<b>Mod Country</b>

### FM

<b>KDWB</b>	<b>101.3</b>	<b>Top 40</b>
<b>KEYE</b>	<b>102.1</b>	<b>Beautiful</b>
<b>WCCO</b>	<b>102.9</b>	<b>MOR</b>
<b>KTCR</b>	<b>97.1</b>	<b>Country</b>
<b>KSTP</b>	<b>94.5</b>	<b>Adult Contemp.</b>
<b>KRSI</b>	<b>104.1</b>	<b>Country</b>
<b>KQRS</b>	<b>92.5</b>	<b>AOR</b>
<b>WAYL</b>	<b>93.7</b>	<b>Beautiful</b>
<b>WLOL</b>	<b>99.5</b>	<b>Religious</b>



## MOBILE, ALABAMA

**RANK - 90. POP: Metro 390,700/Total 750,000 (Black 30%). ECONOMY:** Based on shipbuilding, chemicals, paper products, forest products, cement, roofing, paints, aluminum, oil, aircraft engines and metal. **HOME OF:** University of South Alabama, Spring Hill College, Mobile College, S.D. Bishop State Jr. College, U.S. Coast Guard, USA Medical School. **RECOMMENDED ACCOMMODATIONS:** Sheraton, Malaga Inn. **PLACES OF INTEREST:** Bellingrath Gardens, USS Alabama, Historic Homes. Home of the Mr. Miss Pageant. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$150 furn, \$135 unfurn; sales tax 6%. **SALARIES:** Jocks average \$175/week. **GRASS:** Being a port city, there is widespread use. **SUMMARY:** WKSH-AM and FM has gone from Top 40 to Country. This is the original Mardi Gras city, though nobody knows it. The beaches are quite beautiful, and there is also deep-sea fishing and boating. There is quite an influx of people due to the booming oil and tourism industries. Mobile has a very low unemployment rate and the economy is on the upswing. Bobacio's and Dr. Wong's are clubs to try. Discos are also big. Some good restaurants are Two Guys From Italy, The Pillars and The Gaslight.

### AM

<b>WABB</b>	<b>1480</b>	<b>Top 40</b>
<b>WGOK</b>	<b>900</b>	<b>Black</b>
<b>WKRK</b>	<b>710</b>	<b>MOR</b>
<b>WLIQ</b>	<b>1360</b>	<b>Country</b>
<b>WMOB</b>	<b>840</b>	<b>MOR</b>
<b>WMOO</b>	<b>1550</b>	<b>Gospel</b>
<b>WUNI</b>	<b>1410</b>	<b>Country</b>
<b>WKSJ</b>	<b>1270</b>	<b>Country</b>

### FM

<b>WABB</b>	<b>97.5</b>	<b>AOR</b>
<b>WGOK</b>	<b>92.1</b>	<b>Black</b>
<b>WKRK</b>	<b>99.9</b>	<b>Hit Parade</b>
<b>WKSJ</b>	<b>94.9</b>	<b>Country</b>
<b>WLPR</b>	<b>96.1</b>	<b>Beautiful</b>



## MONTGOMERY, ALABAMA

**RANK** - 142. **POP:** Metro 188,800/Total 466,100 [Black 34%].  
**ECONOMY:** Montgomery's economic base is agriculture and military, and state government. **HOME OF:** Maxwell AFB, Auburn University at Montgomery, Troy State at Montgomery, Alabama State University, Huntington College, Gunter AF Station. **RECOMMENDED ACCOMMODATIONS:** Governor's House Motel, Downtowner, Holiday Inns. **PLACES OF INTEREST:** State Capitol Complex, First White House of Confederacy, Union Station. **COST OF LIVING:** Regular gasoline 54c. One bedroom apt (furn \$200, unfurn. \$150); sales tax 7%. **SALARIES:** Disc jockeys average \$125 - \$200/wk. **GRASS:** You can get away with it if you're careful. **SUMMARY:** WRMA is undergoing many changes. At press time, it seems to have a Top 40 or Adult Contemporary format, but the call letters will be changed and the format stabilized very soon. This is a very clean town - free of air pollution. For clubs try Dr. Sage's, Keglers Kove, and The Embers. If you get hungry try the Governor's House or Le Chateau. A couple of good facilities here are Garrett Coliseum (13,000) and the Civic Center (8-15,000). Football season creates complete chaos. The people love it.

### AM

<b>WBAM</b>	<b>740</b>	<b>Mod. Country</b>
<b>WCOV</b>	<b>1170</b>	<b>MOR</b>
<b>WETU</b>	<b>1250</b>	<b>Country</b>
<b>WHHY</b>	<b>1440</b>	<b>Top 40</b>
<b>WMGY</b>	<b>800</b>	<b>Religious</b>
<b>WPXC</b>	<b>1400</b>	<b>Mod. Country</b>
<b>WQTY</b>	<b>1000</b>	<b>MOR/Talk</b>
<b>WRMA</b>	<b>950</b>	<b>Adult Contemp.</b>
<b>WXVI</b>	<b>1600</b>	<b>Black</b>

### FM

<b>WHHY</b>	<b>101.9</b>	<b>AOR</b>
<b>WFMI</b>	<b>98.9</b>	<b>Beautiful</b>
<b>WKLH</b>	<b>92.3</b>	<b>AOR</b>
<b>WMGZ</b>	<b>103.3</b>	<b>Beautiful</b>



**NASHVILLE, TENN.**

**RANK - 51. POPULATION:** Metro 603,600/Total 1,280,900 (Black 16%). **ECONOMY:** The printing industry is first, followed closely by the music industry and tourism. **HOME OF:** Vanderbilt University, Peabody College, Scarritt College, McHarry Medical College, Fisk University, Belmont College, David Lipscomb College and 11 other colleges. **RECOMMENDED ACCOMMODATIONS:** Major chains, Spence Manor. **PLACES OF INTEREST:** Opryland, Grand Ol' Opry, State Capital, Hermitage (home of Andrew Jackson), The Parthenon. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt \$200 furn, \$165 unfurn, sales tax 6%; no state income tax. **SALARIES:** DJs average \$150-300/week. **GRASS:** Less than 1 oz. is now a misdemeanor. **SUMMARY:** The capital of Tennessee is one of the music business hot spots in the country. Everybody from Perry Como to Grand Funk has recorded here. Most major record companies have branch offices here too. There are so many clubs for bands to play in that the ones mentioned aren't a representative of the total available. A few favorites are Exit Inn, and The Pickin' Parlor. A couple of restaurants recommended are Mario's, The Peddler Steak House and Friday's.

**AM**

<b>WAMB</b>	<b>1190</b>	<b>Big Band</b>
<b>WENO</b>	<b>1430</b>	<b>Country</b>
<b>WHIN</b>	<b>1010</b>	<b>Top 40</b>
<b>WKDA</b>	<b>1230</b>	<b>Country</b>
<b>WLAC</b>	<b>1510</b>	<b>Top 40</b>
<b>WMAK</b>	<b>1300</b>	<b>Top 40</b>
<b>WMTS</b>	<b>810</b>	<b>Country</b>
<b>WNAH</b>	<b>1360</b>	<b>Gospel</b>
<b>WSIX</b>	<b>980</b>	<b>MOR</b>
<b>WSM</b>	<b>650</b>	<b>Ad. Contemp.</b>
<b>WVOL</b>	<b>1470</b>	<b>Black</b>

**FM**

<b>WCOR</b>	<b>107.3</b>	<b>Talk/MOR</b>
<b>WHIN</b>	<b>104.5</b>	<b>Solid Gold</b>
<b>WKDA</b>	<b>103.3</b>	<b>AOR</b>
<b>WLAC</b>	<b>105.9</b>	<b>MOR</b>
<b>WSIX</b>	<b>97.9</b>	<b>Country</b>
<b>WSM</b>	<b>95.5</b>	<b>Soft AOR</b>
<b>WMTS</b>	<b>96.3</b>	<b>Ad. Contemp.</b>
<b>WYBQ</b>	<b>92.0</b>	<b>Ad. Contemp.</b>
<b>WEZE</b>	<b>101</b>	<b>Beautiful</b>



**NEW HAVEN—WATERBURY, CONN.**

**RANK** - 49. **POP:** Metro 344,200/Total 924,100 [Ethnic 45%]. **ECONOMY:** Major economic support from: Olin, Sargent, Armstrong Tires, Sero & Gant, Pratt-Whitney, Southern New England Telephone, Penn Central, Schick. **HOME OF:** Yale, Southern Connecticut State College, University of New Haven, Albertus Magnus College, Quinnipac College. **RECOMMENDED ACCOMMODATIONS:** 2 Holiday Inns, Sheraton Park Plaza, Ramada Inn. **PLACES OF INTEREST:** Peabody Museum, Yale Community, American Shakespeare Theatre at Stratford, 12 miles away. **COST OF LIVING:** Regular gasoline 58c; 1 bedroom apt \$195-235 unfurn; sales tax 7%; no income tax. **SALARIES:** DJs average \$100-400/week. **GRASS:** A mixture of Yankee and college attitudes. **SUMMARY:** The New Haven and Hartford radio and entertainment markets overlap. There are plenty of places to go at night, among them The Arcadia Ballroom, Oxford Ale House, Toad's Place, H.L. Wilfred's and The Shaboo Inn (though not in the immediate area, it has good acts). Restaurants to try are Old Heidelberg, Kasey's, Chart House, Sanford Barn and New England House. Concerts are held at the New Haven Coliseum (11,000), Waterbury Palace Theatre (3500), Woolsey Hall (2000) and Hartford Civic Center (12,000 - 35 miles away).

**AM**

<b>WADS</b>	<b>690</b>	<b>MOR</b>
<b>WATR</b>	<b>1320</b>	<b>MOR</b>
<b>WAVZ</b>	<b>1300</b>	<b>Top 40</b>
<b>WCDQ</b>	<b>1220</b>	<b>Disco</b>
<b>WELI</b>	<b>960</b>	<b>MOR</b>
<b>WFIF</b>	<b>1500</b>	<b>Top 40</b>
<b>WNHC</b>	<b>1340</b>	<b>Adult Contemp.</b>
<b>WOWW</b>	<b>1380</b>	<b>Oldies</b>
<b>WWCO</b>	<b>1240</b>	<b>Top 40</b>

**FM**

<b>WIOF</b>	<b>104.1</b>	<b>Country</b>
<b>WKCI</b>	<b>101.2</b>	<b>Beautiful</b>
<b>WPLR</b>	<b>99.1</b>	<b>AOR</b>
<b>WYBC</b>	<b>94.3</b>	<b>Black</b>



## NEW ORLEANS, LOUISIANA

**RANK - 33. POP:** 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. Tourism also plays a part of the economy. **HOME OF:** Almost 600 educational institutions including University of New Orleans, Tulane University, Loyola, Southwestern University of New Orleans and Louisiana State Medical Center. **RECOMMENDED ACCOMMODATIONS:** The Marie Antoinette, Howard Johnsons (airport). **PLACES OF INTEREST:** The French Quarter, Louisiana Superdome (seats 100,000), the Marina. **COST OF LIVING:** Regular gasoline 58c; 1 bedroom apt \$190 furn, \$150 unfurn; sales tax 3-6%; income tax 2-6%; property taxes among lowest in the nation. **SALARIES:** Disc jockeys average from \$175/week to \$50,000/year. **GRASS:** Users aren't generally bothered. **SUMMARY:** Buzz Bennett has taken over as PD at WNOE now that E. Alvin Davis has left. There is quite a variety of people in New Orleans, although tradition seeps out of every corner of the city. There are so many excellent places to eat and fun places to catch good music that it would be impossible to turn you on to all of them. Most of the club action is in "Fat City," just outside the city limits. The median age is above average here.

### AM

<b>WBOK</b>	<b>1230</b>	<b>Black</b>
<b>WGSO</b>	<b>1280</b>	<b>News/Talk</b>
<b>WNNR</b>	<b>990</b>	<b>Black</b>
<b>WNOE</b>	<b>1060</b>	<b>Top 40</b>
<b>WNPS</b>	<b>1450</b>	<b>Mod. Country</b>
<b>WSHO</b>	<b>800</b>	<b>Mod. Country</b>
<b>WSMB</b>	<b>1350</b>	<b>Talk/MOR</b>
<b>WTIX</b>	<b>690</b>	<b>Top 40</b>
<b>WVOG</b>	<b>600</b>	<b>Religious</b>
<b>WWL</b>	<b>870</b>	<b>MOR/Country</b>
<b>WYLD</b>	<b>940</b>	<b>Black/Disco</b>

### FM

<b>WBYU</b>	<b>95.7</b>	<b>Beautiful</b>
<b>WEZB</b>	<b>97</b>	<b>Beautiful</b>
<b>WNOE</b>	<b>101.1</b>	<b>AOR</b>
<b>WQUE</b>	<b>93.3</b>	<b>Top 40</b>
<b>WRNO</b>	<b>99.5</b>	<b>AOR</b>
<b>WWL</b>	<b>101.9</b>	<b>Beautiful</b>
<b>WXEL</b>	<b>105.3</b>	<b>Black</b>
<b>WYLD</b>	<b>98.5</b>	<b>Black</b>



## NEW YORK, NEW YORK

**RANK - 1.** POP: 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, Cornell Medical, Albert Einstein Medical, Fordham, Julliard. **RECOMMENDED ACCOMMODATIONS:** Too many to mention, but a few are the St. Moritz and the Plaza (elegant), and The Chelsea and The Gorham (reasonable). **PLACES OF INTEREST:** Metropolitan Museum, American Museum of Natural History, World Trade Center, Statue of Liberty, Central Park, shopping on 5th Avenue, the UN Building. **COST OF LIVING:** Very high. Regular gasoline 65c; 1 bedroom apt \$400 furn, \$300 unfurn; sales tax 8%. **SALARIES:** DJs make around \$20-\$300,000/year. **GRASS:** The attitude is very loose but the laws are strict, especially concerning sales. **SUMMARY:** The city of cities. The restaurants there are virtually endless. A few of the better are The Sign of the Dove and The Inca. Some of the better clubs are the Bottom Line, J.P.'s, Home, Max's, and CBGB's. Among the concert facilities are Madison Square Garden (20,000), Nassau Coliseum (15,000) and the Academy of Music on 14th Street, The Capitols in Passaic and Westchester, and My Father's Place in Roslyn, Long Island. The best way to see the city, if you aren't that familiar with it, is with someone who lives there. Entertainment is unlimited.

AM			FM		
WABC	770	Top 40	WBLS	107.5	Black
WADO	1280	Spanish	WCBS	101.1	Oldies
WCBS	880	News	WKTV	92.3	Adult Contemp.
WEVD	1330	Ethnic	WNWS	97.1	All News
WHN	1050	Country	WNCN	104.3	Classical
WJIT	1480	Spanish	WNEW	102.7	Progressive
WINS	1010	All News	WXLO	98.7	Top 40
WLIB	1190	Black	WPAT	93.1	Beautiful
WMCA	570	Talk	WPIX	101.9	Top 40
WNBC	660	Top 40	WPLJ	95.5	AOR
WNEW	1130	Adult	WQXR	96.3	Classical
WOR	710	Block/MOR	WRFM	105.1	Beautiful
WPAT	930	Beautiful	WTFM	103.5	Beautiful
WQXR	1560	Classical	WVNJ	100.3	Beautiful
WVNJ	620	Beautiful	WRVR	106.7	Jazz
WWDJ	970	Gospel			
WWRL	1600	Black			



**NORFOLK—PORTSMOUTH—NEWPORT NEWS—HAMPTON, VIRGINIA**

**RANK** - 50. **POP:** 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, Hampton Institute. **RECOMMENDED ACCOMMODATIONS:** Marina Resort Inn, Sheraton Beach Inn, Hilton Inn, Omni International. **PLACES OF INTEREST:** Busch Gardens, Williamsburg, Jamestown, Yorktown, The Beach (Virginia Beach is 15 miles away). **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$210 furn, \$180 unfurn; sales tax 4%. **SALARIES:** DJs average \$150-200/week. **GRASS:** Liberal laws toward smoking. **SUMMARY:** SKLX (1350) has been sold, and will be broadcasting with a different format this winter with the call letters of WHNE. Radio people may be found at the Jolly Ox, The Steak & Ale, Copper Kettle (Hilton), or the Nations Room of the Holiday Inn Scope. One of the many good restaurants is the Esplanade Room at the Army International Hotel. Concerts are held at the Scope (11,000) in Norfolk and Hampton Rhodes Coliseum (11,000). Because there are five summer months, the tourist season here is outrageous. Many people from Washington D.C. come to vacation and retire. Sometimes the population rises to 5 to 6 million during the summer.

**AM**

WCMS	1050	Mod. Country
WCPK	1600	Oldies
WFOG	1450	Beautiful
WGH	1310	Top 40
WNOR	1230	Top 40
WPCE	1400	Black
WPMH	1010	Religious
WRAP	850	Black
WTAR	790	Adult Contemp.
WTID	1270	Country [Auto]
WVEC	1490	MOR
WZAM	1110	Mod. Country [day]

**FM**

WBCI	96.5	Top 40 [Auto]
WCMS	100.5	Mod. Country
WFOG	92.9	Beautiful
WGH	97.3	Classical
WMYK	93.7	Progressive
WNOR	98.7	AOR
WQRK	104.5	Top 40 [Auto]
WKEZ	95.7	Beautiful
WOWI	102.9	AOR
WVHA	101	Beautiful
WXRI	105.0	Religious

## OKLAHOMA CITY, OKLAHOMA

**RANK** 49. **POP:** Metro 611,400/Total 1,315,800 [Black 3%]. **ECONOMY:** Based on oil, agriculture and aerospace. A lot of oil processing machinery and oilfield equipment are manufactured here. There are also flour mills, meat packing plants, iron foundries, steel mills, printing and publishing plants. Cattle is also a major factor. **HOME OF:** Oklahoma City University, University of Oklahoma at Norman (32 mi away), Oklahoma State University (60 miles), Tinker AFB. **RECOMMENDED ACCOMMODATIONS:** Major chains, Sheraton and Hilton. **PLACES OF INTEREST:** Cowboy Hall of Fame, Oklahoma City Zoo and many parks. **COST OF LIVING:** Regular gasoline 55c, one bedroom apt (furn \$165, unfurn \$145), sales tax 4%. **SALARIES:** Disc jockeys maximum is \$700/wk. **GRASS:** Beginning to be socially acceptable. **SUMMARY:** The Oklahoma City Market has been undergoing somewhat of a readjustment period this fall. KNOR (1440 AM) underwent a management change, and now aims its programming at the local Norman market, not at Oklahoma City. Adult Contemporary and Top 40 formats don't appear to differ very much here, so the newly-restructured KOMA and WKY are now in competition. KOFM changed format from AOR to Top 40. There is now a new AOR station in town — KATT (100.5), formerly KJAK — which is taking over the listenership of KOFM (104.1), now Top 40. KAEZ (107.7) is the new Black station in the area. The people are conservative and most of them come from a farm background. There are constant developments in the works partially due to the wealth here, and the people are serious and conservative about what goes on in their city. The main places to hang out are the Butterfield (disco, dinner), The Pistaccios (same), and The Hungry Peddler (restaurant). The median age is about 26 and with 9 rock stations here, it's a pretty competitive market.

### AM

KBYE	890	Religious
KJEM	800	Black
KLPR	1140	Country
KOCY	1340	MOR
KOMA	1520	Top 40
KTOK	1000	MOR
WKY	930	Contamp.
WNAD	640	Country

### FM

KAEZ	107.7	Black
KAFG	102.7	Oldies/Top 40
KATT	100.5	AOR
KEBC	94.7	Country
KFJL	98.9	Black
KFNB	101.9	Beautiful
KKNG	92.5	Beautiful
KXXY	96.1	Top 40
KOFM	104.1	Top 40
KWHP	97.7	Top 40
KGOU	106.3	AOR



## ORLANDO, FLORIDA

**RANK - 64. POP:** Metro 485,400/Total 1,170,300 [Black 13%]. **ECONOMY:** Economic support derived from tourism, citrus, construction, finance, insurance, industry. **HOME OF:** McCoy AFB, Florida Technological University, Rollins College, Seminole Community College, Valancia Community College. **RECOMMENDED ACCOMMODATIONS:** Langford Hotel, Hyatt House, The Gold Key Inn, Hilton Inn West. **PLACES OF INTEREST:** Disneyworld, Sea World, Circus Hall of Fame. **COST OF LIVING:** Regular gas 55c; 1 bedroom apt. \$160 furn, \$140 unfurn; sales tax 4%; no income tax. **SALARIES:** DJs average \$150-350/week. **GRASS:** Fairly hard-nosed attitudes. **SUMMARY:** Stations are tightening up their formats and becoming more competitive in advertising and sales. Radio people frequent the Hilton Inn West and Freddie's Steak House. Rosy O'Grady's and Limey Jim's (Hyatt House) are two other clubs to check out. Restaurants in the area, to name a few, are the Why Not Lounge and PJ's. For concerts there is a new facility, The Atlantis Theatre at Sea World which seats 5000 enclosed and 2000 on the grass. The Orlando Stadium (8500) has bad acoustics, but concerts are still held there, and at the Tangerine Bowl (72,000). The weather is great and Orlando offers everything good about Florida except traffic problems and industry.

### AM

<b>WNBE</b>	<b>1440</b>	<b>MOR</b>
<b>WDBO</b>	<b>580</b>	<b>MOR</b>
<b>WHOO</b>	<b>990</b>	<b>Mod. Country</b>
<b>WKIS</b>	<b>740</b>	<b>MOR</b>
<b>WLOF</b>	<b>950</b>	<b>Top 40</b>
<b>WOKB</b>	<b>1600</b>	<b>Black</b>
<b>WORL</b>	<b>1600</b>	<b>Black [day]</b>

### FM

<b>WDBO</b>	<b>92.3</b>	<b>Beautiful</b>
<b>WDIZ</b>	<b>100.3</b>	<b>AOR</b>
<b>WHOO</b>	<b>96.5</b>	<b>Beautiful</b>
<b>WLOQ</b>	<b>103.1</b>	<b>Classical</b>
<b>WORJ</b>	<b>107.7</b>	<b>AOR</b>
<b>WBJW</b>	<b>105.1</b>	<b>Top 40</b>



## OMAHA, NEBRASKA

**RANK - 63. POPULATION:** Metro 457,500/Total 1,346,600 [Black 10%]. **ECONOMY:** Agriculture, insurance, government, manufacturing, trade and services are major economic sectors. **HOME OF:** University of Nebraska, Creighton University, SAC Headquarters. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Joslyn Museum, Boys Town, Aerospace Museum in nearby Belview, NCAA College World Series of Baseball held here in June. **COST OF LIVING:** Regular gasolines 55c; 1 bedroom apt \$175 furn, \$160 unfurn; 3½% sales tax. **SALARIES:** DJs average \$120-350/week. **GRASS:** Somewhat conservative. **SUMMARY:** KOIL is back on the air as of December 16, with Steve Brown as PD. All their profits are going to charity until they get a permanent license. KEFM is back on the air with Beautiful Music. For those of you in the vicinity of Iowa, Nebraska and Missouri, Omaha holds the best race track for horses. Aksarben has been one of the main draws in the sports world for years. A few of the clubs to hit are Joker (disco), Pogos, The Heet and Smugglers (restaurant-disco). It is definitely the place to have a great steak. Some of the nicer restaurants are Anthony's, The French Cafe, and Ron's Steak House. It is also another stop-off for bands and they are usually held at Civic Auditorium (10, 000) and the Music Hall (2600) and Old Orpheum (2700).

### AM

KFAB · 1110	MOR
KLNG 1490	News
KOIL 1290	Top 40
KOOO 1420	Country
KOWH 660	Relig/Black
KRCB 1560	Ad. Contemp.
WOW 590	Top 40

### FM

KGOR 99.9	Top 40
KEZO 92.3	Beautiful
KEFM 96.1	Top 40
KGBI 100.7	Religious
KIOS 91.5	Classical [Public]
KOOO 104.5	Country
KOWH 94.1	Black
KQKQ 98.5	AOR





**PHILADELPHIA, PA.**

**RANK - 4. POP:** Metro 3,911,400/Total 6,676,700 [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, apparel and primary and fabricated metals. **HOME OF:** 76 colleges, including the University of Pennsylvania. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Independence Hall, Liberty Bell, Liberty Trail, Benjamin Franklin Memorial **COST OF LIVING:** Regular gas 55c; 1 bedroom apt \$260 furn, \$200 unfurn; sales tax 1%. **SALARIES:** DJs average \$175-400/week. **GRASS:** Fairly lax. **SUMMARY:** There was an upset at WMMR; T. Morgan was fired from his position as PD on December 27, along with another staff member, since people at the station were unhappy with its share of the AOR listeners. Philly is the No. 1 breakout market for acts in the music business. Practically every tour makes it through here. Concerts happen at the Academy of Music (3500), Robin Hood Dell West (8800), Valley Forge Music Fair (2700), JFK Stadium (110,000). A few of the places radio people go to are the Mainpoint Cafe and the Bijou Cafe. Two of the many discos are Artemis and the Library. Good restaurants are Fish Market, Astro Plane, Pop-Edwards, Bookbinders and The Frog.

**AM**

<b>KYW</b>	<b>1060</b>	<b>News</b>
<b>WCAU</b>	<b>1210</b>	<b>News</b>
<b>WFIL</b>	<b>560</b>	<b>Top 40</b>
<b>WFLN</b>	<b>900</b>	<b>Classical</b>
<b>WHAT</b>	<b>1340</b>	<b>Black</b>
<b>WIBG</b>	<b>990</b>	<b>Top 40</b>
<b>WIP</b>	<b>610</b>	<b>Ad. Contemp</b>
<b>WPEN</b>	<b>950</b>	<b>Oldies</b>
<b>WRCP</b>	<b>1540</b>	<b>Country</b>
<b>WTMR</b>	<b>800</b>	<b>MOR</b>
<b>WTEL</b>	<b>860</b>	<b>Ethnic/Relig.</b>

**FM**

<b>WCAU</b>	<b>98.1</b>	<b>Disco</b>
<b>WDAS</b>	<b>105.3</b>	<b>Black AOR</b>
<b>WDVR</b>	<b>101.1</b>	<b>Beautiful</b>
<b>WFLN</b>	<b>95.7</b>	<b>Classical</b>
<b>WIFI</b>	<b>92.5</b>	<b>Top 40</b>
<b>WIOQ</b>	<b>102.1</b>	<b>AOR</b>
<b>WMMR</b>	<b>93.3</b>	<b>AOR</b>
<b>WPBS</b>	<b>98.9</b>	<b>Adult Contemp.</b>
<b>WMGK</b>	<b>102.0</b>	<b>Adult Contemp.</b>
<b>WRCP</b>	<b>104.5</b>	<b>Country</b>
<b>WWDB</b>	<b>96.5</b>	<b>Talk</b>
<b>WWSH</b>	<b>106.1</b>	<b>Beautiful</b>
<b>WYSP</b>	<b>94.1</b>	<b>AOR</b>
<b>WMGK</b>	<b>103</b>	<b>AOR</b>



**OXNARD-VENTURA, CALIF.**

**ECONOMY:** Hospitals, agriculture, military, food processing plants and electronics research, off-shore oil exploration. **HOME OF:** Moorpark College, Point Mugu Pacific Air Test Center, Ventura Jr. College. **RECOMMENDED ACCOMMODATIONS:** Oxnard Hilton, Casa Sirena, Westlake Inn. **PLACES OF INTEREST:** Lake Casitas, Channel Islands and Harbor, Pacific Ocean. **COST OF LIVING:** Regular gasoline 58-65c. 1 bedroom apt \$180 unfurn, \$200 & up unfurn; sales tax 6%. **SALARIES:** DJs average \$500-1000/month. **GRASS:** Pretty lax. **SUMMARY:** Because of the area's proximity to the beach, the atmosphere is casual. There is a diverse attitude within the population because of the ethnic breakdown. The median age is a bit above average here. A couple of Ventura clubs are the Scotch & Sirloin, The Red Onion and Pierpont. In Oxnard is the Lobster Trap, the Whale's Tail and the Colonial House. In Thousand Oaks are Bocaccio's, Westlake Inn, Charlie Brown's and The Hungry Tiger.

**AM**

<b>KACY</b>	<b>1520</b>	<b>Ad Contemp.</b>
<b>KBBQ</b>	<b>1590</b>	<b>Country</b>
<b>KOXR</b>	<b>910</b>	<b>Spanish</b>
<b>KAAP</b>	<b>1400</b>	<b>All News</b>
<b>KVEN</b>	<b>1450</b>	<b>MOR</b>
<b>KGOE</b>	<b>850</b>	<b>Adult Contemporary</b>

**FM**

<b>KAAP</b>	<b>96.7</b>	<b>Adult Contemp.</b>
<b>KGAB</b>	<b>95.9</b>	<b>AOR</b>
<b>KHAY</b>	<b>100.7</b>	<b>Mod. Country</b>
<b>KNJO</b>	<b>92.0</b>	<b>Beautiful</b>
<b>KOVA</b>	<b>105.5</b>	<b>MOR</b>
<b>KPMJ</b>	<b>104.7</b>	<b>MOR</b>



## PHOENIX, ARIZONA

**RANK** - 31. **POP:** Metro 949,200/total 1,137,400 [Black 3%, Spanish American 9%]. **ECONOMY:** Value-added manufacturing, semiconductor production, electronics, cattle, cotton, citrus, tourism. **HOME OF:** Arizona State University, Luke and Williams AFB. **RECOMMENDED ACCOMMODATIONS:** Hyatt Regency, Fiesta Inn. **PLACES OF INTEREST:** Desert Botanical Gardens, Phoenix Zoo, Pueblo Grande, Heard Museum, Wax Museum. **COST OF LIVING:** Regular gasoline 55c. 1 bedroom apt \$250 furn, \$200 unfurn; sales tax 4%; state income tax 8%. **GRASS:** Normally liberal; misdemeanor for less than 1 oz., at discretion of arresting officer. **SUMMARY:** Hank Cookenboo has been promoted to PD of KDKB, after Bill Compton left. KBBC changed its format from Top 40 to Adult Contemporary. KDOT is now KSGR at 1400 AM. KQXI (1310) with Adult Contemporary programming is the former KBUZ. KBUZ-FM at 104.7 is now KIOG, Oldies programming. KRDS, which was Spanish and Talk, now has Religious programming. Jay Stone is now PD at KUPD. Phoenix is a fairly sports-minded city. Basketball, hockey, soccer, baseball and football are great spectator sports. Some of the favorite restaurants to hit are Maximillians, John's Green Gables and Avanti's. Follow dinner with a few clubs like Monk's Garden, the Giraffe and Sun Devil Lounge. Phoenix is also a definite when it comes to concerts. The Coliseum holds 13,000, the ASU Activity Center holds 14,000, Celebrity Theatre holds 2500 and the Civic Plaza seats 2557.

<b>AM</b>			<b>KJJ</b>	<b>910</b>	<b>Country</b>
<b>KASA</b>	<b>1540</b>	<b>Religious</b>	<b>KQXI</b>	<b>1310</b>	<b>Adult Contemp.</b>
<b>KDKB</b>	<b>1510</b>	<b>AOR</b>	<b>KRDS</b>	<b>1190</b>	<b>Religious</b>
<b>KPHX</b>	<b>1480</b>	<b>Spanish</b>	<b>KRIZ</b>	<b>1230</b>	<b>Top 40</b>
<b>KHCS</b>	<b>1010</b>	<b>Religious</b>	<b>KRUX</b>	<b>1360</b>	<b>Top 40</b>
<b>KHEP</b>	<b>1280</b>	<b>Classical/Relig.</b>	<b>KSGR</b>	<b>1440</b>	<b>Oldies</b>
<b>KIFN</b>	<b>860</b>	<b>Spanish</b>	<b>KTAR</b>	<b>620</b>	<b>All News</b>
<b>KMEO</b>	<b>740</b>	<b>Beautiful</b>	<b>KNIX</b>	<b>1580</b>	<b>Country</b>
<b>KOOL</b>	<b>960</b>	<b>MOR</b>	<b>KUPD</b>	<b>1060</b>	<b>Top 40</b>
<b>KOY</b>	<b>550</b>	<b>Adult Contemp.</b>	<b>KXIV</b>	<b>1400</b>	<b>MOR</b>

<b>FM</b>		
<b>KBBC</b>	<b>98.7</b>	<b>Adult Contemp.</b>
<b>KDKB</b>	<b>93.3</b>	<b>AOR</b>
<b>KHEP</b>	<b>101.5</b>	<b>Classical/Relig.</b>
<b>KIOG</b>	<b>104.7</b>	<b>Oldies</b>
<b>KMEO</b>	<b>96.9</b>	<b>Beautiful</b>
<b>KOOL</b>	<b>94.5</b>	<b>Solid Gold</b>
<b>KNIX</b>	<b>102.5</b>	<b>Country</b>
<b>KUPD</b>	<b>97.9</b>	<b>Top 40</b>
<b>KXTC</b>	<b>92.3</b>	<b>Sports/Jazz</b>
<b>KDOT</b>	<b>100.7</b>	<b>Beautiful</b>
<b>KRFM</b>	<b>95.5</b>	<b>Beautiful</b>



**PITTSBURGH, PENNSYLVANIA**

**RANK - 12. POP:** Metro 1,966,100/Total 3,378,200 [Black 205].  
**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. Morris College, Slippery Rock College, Carnegie-Mellon. **RECOMMENDED ACCOMMODATIONS:** Pittsburgh Hilton, Marriott Inn Greentree. **PLACES OF INTEREST:** Buhl Planetarium, Mt. Washington, Point Park, Duquesne Incline. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt \$225 furn, \$175 unfurn; 6% state sales tax. **SALARIES:** DJs average \$18-22,000/year. **GRASS:** Somewhat liberal, though strict law enforcement for sales. **SUMMARY:** WEEP, formerly All Talk radio, is now Country. Radio/record people can be found at Pirmante Bros. (open midnight to 3pm), or the Oyster House. Market Square is the center of the club scene. Good restaurants to try are Klein's and Cliffside. The Civic Arena (15,000), Syria Mosque (3000) and the Stadium (60,000) are the places where concerts are held. This is the third largest concert market in the country. Pittsburgh people are big sports fans, since it is the home of the Steelers and Pitt Panthers, as well as the Pittsburgh Pirates, Penguins (hockey), and Triangles (tennis).

**AM**

<b>KDKA</b>	<b>1020</b>	<b>Block</b>
<b>KQV</b>	<b>1410</b>	<b>News</b>
<b>WAMO</b>	<b>860</b>	<b>Black/Gospel</b>
<b>WEDO</b>	<b>810</b>	<b>Oldies</b>
<b>WEEP</b>	<b>1080</b>	<b>Country</b>
<b>WIXZ</b>	<b>1360</b>	<b>Country</b>
<b>WKQT</b>	<b>1320</b>	<b>Top 40/Ad. Cont.</b>
<b>WLOA</b>	<b>1550</b>	<b>MOR</b>
<b>WPIT</b>	<b>730</b>	<b>Religious</b>
<b>WTAE</b>	<b>1250</b>	<b>Adult Contemp.</b>
<b>WWSW</b>	<b>970</b>	<b>MOR</b>

**FM**

<b>WAMO</b>	<b>105.9</b>	<b>Black/Jazz</b>
<b>WDVE</b>	<b>102.5</b>	<b>AOR</b>
<b>WEEP</b>	<b>107.9</b>	<b>Country</b>
<b>WJOI</b>	<b>93.7</b>	<b>Beautiful</b>
<b>WLOA</b>	<b>95.9</b>	<b>Beautiful</b>
<b>WPEZ</b>	<b>94.5</b>	<b>Top 40</b>
<b>WNUF</b>	<b>100.7</b>	<b>Big Band</b>
<b>WPIT</b>	<b>101.5</b>	<b>Religious</b>
<b>WSSH</b>	<b>99.7</b>	<b>Beautiful</b>
<b>WTAE</b>	<b>96.1</b>	<b>Top 40</b>
<b>WYDD</b>	<b>104.7</b>	<b>Progressive</b>



**PORTLAND, MAINE**

**RANK** - 171. **POP:** Metro 162,100/Total 533,400 [Black 1%]. **ECONOMY:** The major economic support is from the fishing industry, paper mills and tourism. **HOME OF:** Westbrook College and University of Maine. **RECOMMENDED ACCOMMODATIONS:** Holiday Inns, Howard Johnsons, Sheratons. **PLACES OF INTEREST:** Longfellow's House and winter sports. **COST OF LIVING:** Regular gasoline 57c. One bedroom apt. unfurn. \$190, furn. \$225. Sales tax 5%, income tax 3%. **SALARIES:** Disc jockey average \$130-300/wk. **GRASS:** Liberal laws and so-so attitudes. **SUMMARY:** The economy is no longer depressed here and the unemployment rate is now normal compared to last quarter. Some hangouts are The Steakout (club), Old Orchard Beach (club) Di-Millo's (restaurant) and Jeff's Seafood. The Cumberland County Civic Center is the concert hall here. Radio people like The Old Port Tavern.

**AM**

<b>WCHS</b>	<b>970</b>	<b>News</b>
<b>WGAN</b>	<b>560</b>	<b>Contemp.</b>
<b>WJBQ</b>	<b>1440</b>	<b>Top 40</b>
<b>WLOB</b>	<b>1310</b>	<b>Adult Contemp.</b>
<b>WPOR</b>	<b>1490</b>	<b>Country</b>

**FM**

<b>WBCM</b>	<b>107.5</b>	<b>AOR</b>
<b>WDCS</b>	<b>97.9</b>	<b>Gospel/Classical</b>
<b>WGAN</b>	<b>102.9</b>	<b>Beautiful</b>
<b>WHON</b>	<b>94.9</b>	<b>Beautiful</b>
<b>WIGY</b>	<b>105.9</b>	<b>Top 40</b>
<b>WJBQ</b>	<b>106.3</b>	<b>Top 40</b>
<b>WPOR</b>	<b>101.9</b>	<b>Country</b>
<b>WRQN</b>	<b>100.9</b>	<b>Top 40</b>



**PORTLAND, OREGON**

Rank - 34. POP: 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, 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, Concordia College, Judson Baptist College. PLACES OF INTEREST: Oregon Museum of Science and Industry. Willamette River, Portland Meadows, Portland Museum of Art, Fairview Track for greyhound racing, Portland Civic Stadium and Glass Palace. RECOMMENDED ACCOMMODATIONS: Benson Hotel or Portland Hilton. COST OF LIVING: Regular gas 62c; 1 bedroom apt \$175 furn, \$140 unfurn. No sales tax; state income tax 12-18%. SALARIES: DJs average \$150-250/week. GRASS: No real hassle. SUMMARY: KISN and KQIV (Don Burden stations) are off the air. Eventually there will be new licensees for those stations, but nothing firm is known at press time. Both KGAR and KVAN have boosted their power. KOIN has been sold to Gaylord Broadcasting, with rumors of future rock programming. When you want to get away from it all, move up to Portland. There's plenty of land available and you can be left to do what you want if in the right area. The town is going through a transition now, but it doesn't seem to bother the long-time residents. As you can see by the number of stations, it's a pretty booked-up market and is certainly competitive. A couple of clubs to go to are Euphoria and Slaptown. For restaurants there's Jake's Crawfish, The Wood Stove, The London Grill, Tortilla Flats and L'Omelette. Some of the concert halls (many come through here) are The Paramount Theatre (3000), Civic Auditorium (3000) and Memorial Coliseum (10,000).

**AM**

KEX	1190	Adult Contemp.	KPDQ	800	Religious
KGAR	1550	Top 40	KRDR	1230	Country
KGW	620	Top 40	KUPL	1330	Easy Listening
KKEY	1150	Talk	KVAN	1480	AOR
KLIQ	1290	Religious	KVIK	1360	Top 40
KOIN	970	Adult Contemp.	KWJJ	1080	Mod. Country
KPAM	1410	Top 40	KXL	750	News
			KYXI	1520	Adult Contemp.

**FM**

KGON	92.3	AOR
KINK	101.9	AOR
KJIB	99.5	Beautiful
KOIN	101.1	MOR/Classical
KPAM	97.1	Top 40
KPDQ	93.7	Religious
KQFM	100.3	Easy Listening
KUPL	98.5	Easy Listening
KXL	95.5	Beautiful



**PROVIDENCE—WARWICK—PAWTUCKET,  
RHODE ISLAND**

**RANK** - 38. **POP:** 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, Univ. of Rhode Island & Rhode Island School of Design. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** State Capitol Building, Historic homes. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt. \$275 furn, \$250 unfurn; sales tax 5%. **SALARIES:** DJs average \$110-1200/week. **GRASS:** Just don't sell it. **SUMMARY:** Steve Rivers is the new PD at WNGN. Radio people can sometimes be found at The Engine Company. The people are mostly blue-collar workers and there's a very independent attitude overall. You can cover the entire state within 45 minutes. The area is conservative and laid back. Try the Marriott for a club, and for restaurants Brook Manor, David's Pot Belly, and Twin Oaks. Concerts are held at the Providence Civic Center and Leroy Concert Theatre in Pawtucket, which is a very bad experience.

**AM**

<b>WEAN</b>	<b>790</b>	<b>All News</b>
<b>WGNG</b>	<b>550</b>	<b>Top 40</b>
<b>WHIM</b>	<b>1110</b>	<b>Country</b>
<b>WICE</b>	<b>1290</b>	<b>Talk/Jazz</b>
<b>WJAR</b>	<b>920</b>	<b>Adult Contemp.</b>
<b>WLKW</b>	<b>990</b>	<b>Beautiful</b>
<b>WPRO</b>	<b>630</b>	<b>Adult Contemp.</b>
<b>WRIB</b>	<b>1220</b>	<b>Religious</b>
<b>WWON</b>	<b>1240</b>	<b>MOR</b>

**FM**

<b>WBRU</b>	<b>95.5</b>	<b>AOR</b>
<b>WPJB</b>	<b>105.5</b>	<b>Top 40</b>
<b>WHIM</b>	<b>94.1</b>	<b>Country</b>
<b>WLKW</b>	<b>101.5</b>	<b>Beautiful</b>
<b>WPRO</b>	<b>92.3</b>	<b>Top 40</b>
<b>WWON</b>	<b>106.3</b>	<b>Beautiful</b>



## RALEIGH—DURHAM, NORTH CAROLINA

RANK - 75. POP: Metro 375,700/Total 1,142,100 [Black 29.8%].

ECONOMY: Agriculture — tobacco, specifically — is a dominant factor in the economy of the surrounding area. 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, University of North Carolina, Duke University, Peace College, North Carolina Central University. RECOMMENDED ACCOMMODATIONS: Governor's Inn, Velvet Cloak Inn, Plantation Inn, Carolina Inn (Chapel Hill). PLACES OF INTEREST: Dorton Arena, Sarah P. Duke Gardens, Pullen Park & surrounding area. COST OF LIVING: Regular gas 60c; 1 bedroom apt \$200 unfurn, \$225 furn; sales tax 3%. SALARIES: DJs average \$200/week to \$25,000/year. GRASS: Pretty loose because of college area. SUMMARY: While not one of the major concert spots Greensboro, which is not far away, is always on the list when bands are gigging. Concerts, however, are held at the Dorton Arena, when held. Not quite the clubber's paradise, but the Skyline is a must. Three very nice restaurants to hit are Kanki's, Velvet Cloak and the Plantation Inn.

### AM

WDNC	620	Adult Contemp.
WKBQ	1000	Country
WKIX	850	Top 40
WLLE	570	Black
WPTF	680	MOR
WRNC	1240	Religious
WSRC	1410	Black
WSSB	1490	Top 40
WTIK	1310	Country
WYNA	1550	Country

### FM

WDBS	107.1	AOR
WDCG	104.9	Country
WQDR	94.7	AOR
WRAL	101.5	Hit Parade
WYYD	96.1	Beautiful



## RICHMOND, VIRGINIA

**RANK** - 66. **POP:** Metro 473,300/Total 788,100 [Black 42%]. **ECONOMY:** Based mainly on the tobacco and chemical industries. 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 ACCOMMODATIONS:** Richmond Hyatt, Howard Johnsons, Downtown Holiday Inn. **PLACES OF INTEREST:** Kings Dominion, Lion Country Safari, Colonial Williamsburg, Busch Gardens, Old Country, Civil War Battlefield, Edgar Allen Poe Museum. **COST OF LIVING:** Regular gasoline 60c; 1 bedroom apt \$175 furn, \$135 unfurn; sales tax 4%; income tax 2-4%. **SALARIES:** DJs average \$140-500/week. **GRASS:** Rather conservative. **SUMMARY:** Radio stations in the area are waking up to current needs. Two leaders in the market have shifted the emphasis in their programming: WLEE from Top 40 to Adult Contemporary, and WRVA from traditional to a more progressive approach to MOR. Other stations are adding more album cuts to their playlist. Radio and record people hang out at the Rainbow Inn, Poor Richard's, The Pass and Gatsby's. While not the hottest spot in the country for the disco market, Fanny's is supposed to be one of the finer clubs in Richmond. It is however a great place for concerts and many are held at the Mosque (6000) and the Arena (5000). One point to stress about the city is that 80% of the volume sold in restaurants has to be food before they can carry a club license.

### AM

<b>WANT</b>	<b>990</b>	<b>Black</b>
<b>WEET</b>	<b>1320</b>	<b>Mod. Country</b>
<b>WENZ</b>	<b>1450</b>	<b>Disco</b>
<b>WGOE</b>	<b>1590</b>	<b>AOR</b>
<b>WLEE</b>	<b>1480</b>	<b>Ad. Contemp.</b>
<b>WRGM</b>	<b>1540</b>	<b>MOR/Block</b>
<b>WRNL</b>	<b>910</b>	<b>News</b>
<b>WRVA</b>	<b>1140</b>	<b>MOR/Talk</b>
<b>WTVR</b>	<b>1380</b>	<b>Country</b>
<b>WXGI</b>	<b>950</b>	<b>Country</b>

### FM

### FM

<b>WEZS</b>	<b>103.7</b>	<b>Beautiful</b>
<b>WRVQ</b>	<b>94.5</b>	<b>Top 40</b>
<b>WRXL</b>	<b>102.1</b>	<b>AOR</b>
<b>WTVR</b>	<b>98.1</b>	<b>Beautiful</b>



**ROANOKE, VIRGINIA**

**POP:** Metro 173,500/Total 337,200 [Black 12.5%]. **ECONOMY:** Major economical support lies in manufacturing and retail & wholesale trade. **HOME OF:** Roanoke College, Hollins College, Va. Western Community College. **PLACES OF INTEREST:** Civic Center, City parks, Blue Ridge Parkway. **COST OF LIVING:** Regular gasoline 55c. One bedroom apt. furn \$150, unfurn \$115. Sales tax 4%. **SALARIES:** Disc jockeys average \$100-300/wk. **GRASS:** Another of those ultra-conservative places we seldom see anymore.

**SUMMARY:** WFIR has softened into a Beautiful Music format. WROV has gotten into LP cuts on its playlist. Radio people can be found at the Kings Inn, Red Lion and Le Chateau (a good restaurant). A new disco has opened, with good food - G.D. Graffiti. Other good places for food are The Gourmet and Hotel Roanoke. The Civic Center (SRO 11,000) has top acts in concert.

**AM**

<b>WBLU</b>	<b>1480</b>	<b>Black</b>
<b>WFIR</b>	<b>960</b>	<b>Beautiful</b>
<b>WKBA</b>	<b>1550</b>	<b>Country</b>
<b>WRIS</b>	<b>1410</b>	<b>Religious</b>
<b>WROV</b>	<b>1240</b>	<b>AOR</b>
<b>WSLC</b>	<b>610</b>	<b>Country</b>
<b>WTOY</b>	<b>910</b>	<b>Black</b>

**FM**

<b>WJLM</b>	<b>93.5</b>	<b>Country</b>
<b>WLRG</b>	<b>92.3</b>	<b>MOR [Auto]</b>
<b>WPVR</b>	<b>94.9</b>	<b>MOR</b>
<b>WSLQ</b>	<b>99.1</b>	<b>Top 40</b>



**ROCHESTER, NEW YORK**

RANK - 36. POP: Metro 772,700/Total 1,010,300 [Ethnic 52,000]. ECONOMY: Kokak, Xerox, Garlock, Sybrom, Gerber, Bond Clothes, Hart Schaffner & Marx, Mobil Oil, Bausch & Lomb, GM, Borden, Quaker Oats, etc. HOME OF: Univ. of Rochester, Eastman School of Music. Rochester Inst. of Technology, Nazareth Hobart, William Smith, Roberts Wesleyan, St. John Fisher. RECOMMENDED ACCOMMODATIONS: Americana Hotel, Marriott Hotels. PLACES OF INTEREST: Eastman House, Strasenburgh Planetarium, Midtown Plaza. COST OF LIVING: Regular gas 60c; 1 bedroom apt \$250 furn, \$200 unfurn; sales tax 7%. SALARIES: DJs make a minimum of \$20,000/year. GRASS: Conservative attitudes. SUMMARY: WNWZ is switching its News format to MOR, and its call letters to WMJQ at 92.5 FM. The radio market is highly competitive, and very good for test markets. Clubs to take in are Green Streets (disco), Park Ave. Pub (pub and restaurant), and the Schoolhouse (disco) and Red Creek. Eddie's Chop House has excellent meat and potatoes. Cathy Pagoda and Italian Village, in the Same area, are also good. Rochester happens to be on the tour circuit, and gigs are held at the Auditorium Theatre (2640), the War Memorial Auditorium (9100), and the Dome Arena (5500).

**AM**

<b>WAXC</b>	<b>1460</b>	<b>Top 40</b>
<b>WBBF</b>	<b>950</b>	<b>Top 40</b>
<b>WHAM</b>	<b>1180</b>	<b>MOR</b>
<b>WNYS</b>	<b>680</b>	<b>Country</b>
<b>WROC</b>	<b>1280</b>	<b>MOR</b>
<b>WSAY</b>	<b>1370</b>	<b>AOR</b>

**FM**

<b>WMJQ</b>	<b>92.5</b>	<b>MOR</b>
<b>WCMF</b>	<b>96.5</b>	<b>AOR</b>
<b>WDXK</b>	<b>103.9</b>	<b>Black</b>
<b>WEZO</b>	<b>101.3</b>	<b>Beautiful</b>
<b>WHFM</b>	<b>98.9</b>	<b>Top 40 [Auto]</b>
<b>WPXY</b>	<b>97.9</b>	<b>Beautiful</b>
<b>WVOR</b>	<b>100.5</b>	<b>Adult Contemp.</b>
<b>WXXI</b>	<b>91.5</b>	<b>Classical [Public]</b>



**ROCKFORD, ILLINOIS**

**RANK** - 128. **POP:** Metro 211,200/Total 389,200 [Black 6.8%]. **ECONOMY:** Rockford is the largest thread fastener center and second largest machine tool center in the US. **HOME OF:** Rockford College, Rock Valley College, National Guard Armory. **PLACES OF INTEREST:** Fine Arts Guild, Children's Farm, Civic Symphony Orchestra and 102 municipal parks. **COST OF LIVING:** Regular gasoline 59c. One bedroom apt. unfurn \$175, furn \$200. Sales tax 5%. **GRASS:** Don't let anybody see you participate. **SUMMARY:** Known as a Mafia retirement area, it's one of the richest small towns around. There are a lot of ethnic restaurants. A couple are the Mayflower (Italian) and the Pink Flamingo—both are very good. If you want to see a concert, you have to take a short trip to Chicago or to Madison, Wisconsin. Radio people like the Hard Times Bar (Friendship House Restaurant), Sweden House and the Branding Iron. A new facility - Harlem North Campus Field House (5000) is acoustically perfect.

**AM**

<b>WKKN</b>	<b>1150</b>	<b>Country</b>
<b>WLUV</b>	<b>1520</b>	<b>Country</b>
<b>WROK</b>	<b>1440</b>	<b>Top 40</b>
<b>WRRR</b>	<b>1330</b>	<b>MOR/Talk</b>

**FM**

<b>WLUV</b>	<b>96.7</b>	<b>Country</b>
<b>WQFL</b>	<b>100.9</b>	<b>Religious</b>
<b>WRWC</b>	<b>103.1</b>	<b>MOR</b>
<b>WYFE</b>	<b>95.3</b>	<b>AOR</b>
<b>WZOK</b>	<b>97.5</b>	<b>Beautiful</b>
<b>WYBR</b>	<b>104.9</b>	<b>MOR</b>



**SACRAMENTO, CALIFORNIA**

**RANK - 40. POP:** Metro 716,700/Total 1,400,300 [Black 5%, Spanish 10%]. **ECONOMY:** Based on state government and military and agriculture. **HOME OF:** University of California Davis, Cal State Univ. Sacramento, Mather AFB, McClellan AFB, McGeorge Law School. **RECOMMENDED ACCOMMODATIONS:** Red Lion Hotel, Mansion Inn. **PLACES OF INTEREST:** State Capitol, Gold rush areas, Old Sacramento, Sutter's Fort, Folsom Lake, American River. **COST OF LIVING:** Regular gasoline 58c. One bedroom apt. \$230 furn, \$190 unfurn. Sales tax 6%. **SALARIES:** DJs average \$150-300/week. **GRASS:** The laws and attitudes are changing rapidly and becoming more liberal. **SUMMARY:** Sacramento is a large town with a small-town atmosphere. There are a lot of concerts, and Sacramento has several great concert facilities, such as Memorial Auditorium (4550), Sacramento Convention Center (65,000), The Community Center Theatre (2400), which is a very good facility, CalExpo, and Hughes Stadium (20,000). There are quite a lot of good nightclubs and restaurants, many centered in the most charming part of town, known as Old Sacramento. A couple of recommended nightclubs are D.O. Mills & Fanny Anne's, located in Old Sacramento. Granny's Attic, The Rainforest and D.O. Mills are all fine restaurants.

**AM**

KCRA	1320	News/Oldies
KFBK	1530	News
KGMS	1380	MOR
KJAY	1430	MOR ½day]
KNDE	1470	AOR
KOBO	1450	AOR
KPOP	1110	Country/Black
KRAK	1140	Country
KROY	1240	Top 40

**FM**

KCTC	96.1	MOR
KEBR	100.5	Religious
KEWT	105.1	Beautiful
KFBK	92.5	Classical
KROI	97.5	Top 40
KPIP	93.5	Spanish
KSFM	102	AOR
KXOA	107.9	Adult Contemp.
KZAP	98.5	AOR



## ST. LOUIS, MISSOURI

**RANK - 11. POP:** Metro 1,873,100/Total 2,756,100 [Black 40.9%].  
**ECONOMY:** Based on the aerospace and chemical industries, as well as the manufacture of automobiles, shoes, beer, wool and lumber. The city is one of the largest trucking and railway centers in the world.  
**HOME OF:** St. Louis University, Washington University and University of Missouri.  
**RECOMMENDED ACCOMMODATIONS:** Cheshire, Clayton Inn, Stouffers and the Riverfront Inns.  
**PLACES OF INTEREST:** Gateway Arch, Forest Park Zoo and Civil War historical sites.  
**COST OF LIVING:** Regular gasoline 60.9c; 1 bedroom apt \$175 furn, \$150 unfurn; sales tax 4%.  
**SALARIES:** DJs average \$900/month.  
**GRASS:** Open-minded.  
**SUMMARY:** St. Louis is a highly radio-oriented town. Radio/record people might be found at Rico's or Fourth and Pine. Some of the better restaurants are O'Connell's Irish Pub, Anthony's, Robert E. Lee, and Casa Gollardo. It's a regular on the concert circuit with exceptionally good facilities such as the St. Louis Arena (18,000), Keil Auditorium (10,500), Fox Theatre (5000) and Busch Memorial Stadium (50,000).

<b>AM</b>		
<b>KATZ</b>	<b>1600</b>	<b>Black</b>
<b>KFUO</b>	<b>850</b>	<b>Relig/News/Talk</b>
<b>KIRL</b>	<b>1460</b>	<b>Top 40</b>
<b>KMOX</b>	<b>1120</b>	<b>Sports/News</b>
<b>KSD</b>	<b>550</b>	<b>Ad. Contemp.</b>
<b>KSTL</b>	<b>690</b>	<b>Religious</b>
<b>KXEN</b>	<b>1010</b>	<b>Religious</b>
<b>KXOK</b>	<b>630</b>	<b>Top 40</b>
<b>WIL</b>	<b>1430</b>	<b>Mod. Country</b>
<b>WRTH</b>	<b>590</b>	<b>Beautiful</b>

<b>FM</b>		
<b>FM</b>		
<b>KADI</b>	<b>96.3</b>	<b>AOR</b>
<b>KCFM</b>	<b>93.7</b>	<b>Beautiful</b>
<b>KFUO</b>	<b>99.1</b>	<b>Classical</b>
<b>KKSS</b>	<b>107.5</b>	<b>Black</b>
<b>KMOX</b>	<b>103.3</b>	<b>Beautiful</b>
<b>KSHE</b>	<b>94.7</b>	<b>AOR</b>
<b>KSLQ</b>	<b>98.1</b>	<b>Top 40</b>
<b>WGNU</b>	<b>106.5</b>	<b>Country</b>
<b>WIL</b>	<b>92.3</b>	<b>Country</b>
<b>WMRY</b>	<b>101.1</b>	<b>Ad. Contemp.</b>
<b>KEZK</b>	<b>102.5</b>	<b>Beautiful</b>



## SALINAS—MONTEREY—SANTA CRUZ, CALIFORNIA

**RANK** - 122. **POPULATION:** Metro 213,600/Total 351,700. **ECONOMY:** The economy has been pretty stable. Despite conditions throughout the country, as it is based largely on tourism and agriculture. **HOME OF:** Fort Ord, Hartnell Junior College, Monterey Peninsula College, UC Santa Cruz, Naval Post-Graduate School, Defense Language Institute. **RECOMMENDED ACCOMMODATIONS:** Del Monte Lodge, Casa Munras, Hilton, Hyatt House, major chains. **PLACES OF INTEREST:** Cannery Row, 17 Mile Drive at Pebble Beach, Fisherman's Wharf, Adobe Tour, Big Sur, Carmel Mission, The Boardwalk. **COST OF LIVING:** Regular gas 62c; 1 bedroom apt \$225 furn, \$175 unfurn; sales tax 6%. **GRASS:** Pretty open attitudes. **SALARIES:** Jocks average \$600-650/month. **SUMMARY:** KMBY's new PD is Jim Philips; KDON's is Johnny Morgan. The radio market has remained stable during the fall quarter, in general, though KMBY has shifted their emphasis toward a more adult target audience, instead of pure Top 40 programming. Radio people, when they are found together, are at the Warehouse. Some of the good restaurants are the Sardine Factory, Club XIX, The York, Rocky Point, and Neil DeVaughn's. A few clubs to check out are Tia Maria's, The Townhouse, The Boiler Room, Doc Rickett's Lab, and Cooper House. Concerts in the area are held at Santa Cruz Civic Auditorium and Monterey County Fairgrounds (7500), neither of which are very great, and the Coconut Grove (1000) in Santa Cruz.

### AM

KCTY	980	Spanish [day]
KDON	1460	Top 40
KIDD	630	Beautiful/Talk
KMBY	1240	Adult Contemp.
KRML	1410	MOR
KSCO	1080	Beautiful
KTOM	1380	Country
KWYT	1570	Beautiful

### FM

KBEZ	102.5	Adult Contemp.
KCTY	103.9	Spanish
KLRB	101.7	Progressive
KSCO	99.1	Beautiful
KWAV	96.9	MOR/Classical
KWYT	100.7	Beautiful
KZEN	107.1	Black

**SALT LAKE CITY, UTAH**

**RANK - 47. POP:** Metro 591,300/Total 892,000 [Black 1% ]. **ECONOMY:** Economic support derived from copper mining, steel and iron production, salt production, defense and tourism. **HOME OF:** University of Utah, Utah State, Weber State and Westminster Hill AFB **RECOMMENDED ACCOMMODATIONS:** Salt Lake Hilton, Tri Arc Travel-Lodge, Little America, Hotel Utah. **PLACES OF INTEREST:** Temple Square, Trolley Square, Great Salt Lake. **COST OF LIVING:** Regular gasoline 59c. One bedroom apt. furn \$200, unfurn \$170. Sales tax 5%. State income tax 3-8%. **SALARIES:** Disc jockeys average \$700-1000/mo. **GRASS:** Frowned upon. **SUMMARY:**

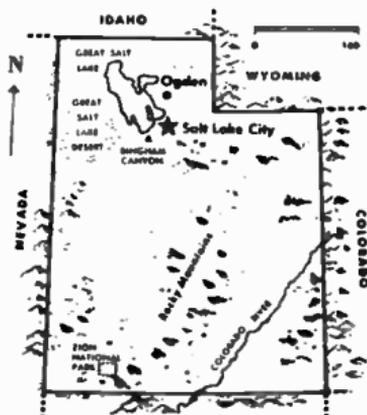
**SALARIES:** DJs average \$700-1000/month. **GRASS:** Frowned upon. **SUMMARY:** Not much has happened in radio in this market during the past quarter, except that Don Bishop is the new PD at KAYK. The people are largely Mormon and conservative. Salt Lake City has the highest per capita family size in the U.S. Because the city is so isolated (nearest major city is 500 miles away) it is not as influenced by larger markets. In fact, it is becoming a good test market for this reason. The number of stations in a market this size is unusual, and because of the heavy competition, several are applying for power increase (particularly day-timers). Nightlife is limited and clubs are private (membership only). For restaurants try La Quaille (French), La Fleur de Lys (French) or the Log Haven. There's great fishing here as well as good skiing areas around.

**AM**

<b>KALL</b>	<b>910</b>	<b>MOR</b>
<b>KANN</b>	<b>1090</b>	<b>Religious</b>
<b>KCPX</b>	<b>1320</b>	<b>Top 40</b>
<b>KLO</b>	<b>1430</b>	<b>MOR</b>
<b>KLUB</b>	<b>570</b>	<b>Beautiful</b>
<b>KMOR</b>	<b>1230</b>	<b>MOR</b>
<b>KWMS</b>	<b>1280</b>	<b>News</b>
<b>KRGO</b>	<b>1550</b>	<b>Country</b>
<b>KRSP</b>	<b>1060</b>	<b>Top 40</b>
<b>KSL</b>	<b>1160</b>	<b>MOR</b>
<b>KSOP</b>	<b>1370</b>	<b>Country</b>
<b>KSVN</b>	<b>730</b>	<b>Country</b>
<b>KSXX</b>	<b>630</b>	<b>Talk</b>
<b>KVOG</b>	<b>1490</b>	<b>MOR</b>
<b>KWHO</b>	<b>860</b>	<b>Classical</b>

**FM**

<b>KALL</b>	<b>94.1</b>	<b>Easy Listening</b>
<b>KAYK</b>	<b>96.0</b>	<b>Adult Contemp.</b>
<b>KCPX</b>	<b>98.7</b>	<b>AOR</b>
<b>KDAB</b>	<b>101.1</b>	<b>Adult Contemp.</b>
<b>KLUB</b>	<b>97.1</b>	<b>Beautiful</b>
<b>KOPD</b>	<b>101.9</b>	<b>Beautiful</b>
<b>KRSP</b>	<b>103.5</b>	<b>Top 40</b>
<b>KSL</b>	<b>100.3</b>	<b>Beautiful</b>
<b>KSOP</b>	<b>104.3</b>	<b>Country</b>
<b>KWHO</b>	<b>93.3</b>	<b>AOR</b>



## SAN ANTONIO, TEXAS

RANK - 37. POPULATION: Metro 751,400/Total 1,856,300 [Black 7.6%; Spanish 45%]. 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 ACCOMMODATIONS: Major chains. PLACES OF INTEREST: The Alamo, San Antonio River, San Antonio Zoo. COST OF LIVING: Regular gasoline 49.9c; 1 bedroom apt \$180 furn, \$160 unfurn. SALARIES: DJs average \$600-1400/month. SUMMARY: The radio market situation is practically unchanged since September. Radio people can be found at Burgandy Words, Halleluyah Hollywood, J.K.'s and Reed's Red Derby. Although San Antonio is considered a cosmopolitan city, it maintains a mingling of the past original charm. The median age here is a bit above average with a large part of the population being retired military people, although somewhat countered by the younger population partially due to colleges. There are many good Mexican restaurants which are a must if you're in the area. A couple other restaurants are Casa Rio and Crystal Baking Company. Most concerts are held at San Antonio Convention Center (11,000) and the Municipal Auditorium (7000).

### AM

KAPE	1480	Black
KKYX	680	Country
KQAM	1150	Top 40
KBUC	1310	Country
KCOR	1350	Spanish
KDRY	1110	Religious
KEDA	1540	Spanish
KITE	930	MOR
KMAC	630	AOR
KONO	860	MOR
KTSA	550	Top 40
KUKA	1250	Spanish
WOAI	1200	Talk/Mor

### FM

KBUC	106.3	Country
KEXL	104.5	AOR
KITY	92.9	Contemp.
KMFM	96.1	Classical
KQXT	101.9	Beautiful
KTFM	102.7	AOR
KEEZ	97.3	Ad. Contemp.
KISS	99.5	Hard AOR
KSAQ	100.3	Contemp.



**SAN BERNARDINO—RIVERSIDE—ONTARIO, CALIF.**

**RANK** - 29. **POP:** Total 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 Corps Supply Center. **RECOMMENDED ACCOMMODATIONS:** Hilton Inn (airport), Roadrunner Motor Hotel (downtown), Holiday Inn. **PLACES OF INTEREST:** San Bernardino Mountain resorts such as Big Bear (snow skiing), Lake Arrowhead (boating) and Palm Springs (50 minutes away). **COST OF LIVING:** Regular gasoline 65c. One bedroom apt, furn \$165, unfurn \$130. State sales tax 6%. **SALARIES:** Disc jockeys average \$500-1000/mo. **GRASS:** No big deal (unless blatant). **SUMMARY:** The people here are basically conservative and come from all kinds of backgrounds. It's a pretty competitive market in radio as are most places this close to a major market (L.A.). The No. 1 place to find each other there is Edward's Mansion (restaurant). For clubs, The Smugglers (disco), Ashgrove (disco) and Tony's Store (live bands) are recommended. Concerts are usually held at The Swing Auditorium (7500) or Raincross Square (3500) or at the colleges.

**AM**

<b>KBON</b>	<b>1240</b>	<b>Beautiful</b>
<b>KCKC</b>	<b>1350</b>	<b>Country</b>
<b>KFXM</b>	<b>590</b>	<b>Top 40</b>
<b>KHNY</b>	<b>1570</b>	<b>Adult Contemp.</b>
<b>KMEN</b>	<b>1290</b>	<b>Adult Contemp.</b>
<b>KPRO</b>	<b>1440</b>	<b>Beautiful</b>
<b>KSOM</b>	<b>1510</b>	<b>Top 40</b>

**FM**

<b>KBBL</b>	<b>99.1</b>	<b>Religious</b>
<b>KDUD</b>	<b>97.5</b>	<b>Easy Listening</b>
<b>KHNY</b>	<b>92.1</b>	<b>Adult Contemp.</b>
<b>KOLA</b>	<b>99.9</b>	<b>Top 40</b>
<b>KSOM</b>	<b>93.5</b>	<b>Oldies</b>
<b>KQLH</b>	<b>95.1</b>	<b>Religious</b>



## SAN DIEGO, CALIFORNIA

**RANK - 20; POP:** 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 UC San Diego. **RECOMMENDED ACCOMMODATIONS:** Islandia, Bahia, Hotel Coronado. **PLACES OF INTEREST:** San Diego Zoo, Sea World, Whale Watching, La Jolla, Balboa Park. **COST OF LIVING:** Regular gas 59c; 1 bedroom apt \$225 furn, \$150 unfurn; sales tax 6%. **SALARIES:** DJs average \$200-500/week. **GRASS:** The pot laws and attitudes are very liberal. **SUMMARY:** There is a strong military influence here. However, due to the universities and colleges there is a very large young population. It is one of the major concert cities in California, and has been known to pull the best rock & roll acts in the state. The gigs are usually held at the Sports Arena (12-15,000), Golden Hall (3000) and San Diego Stadium (65,000). Some of the clubs to hang out at are Spanky'sm The Public House and Dirty Dan's. Some of the best restaurants in the city are The Bungalow, Anthony's (there are several) and the Fish Factory. San Diego is right on the ocean, and is a great place to vacation with its excellent weather and profusion of water sports.

### AM

<b>KCBQ</b>	<b>1170</b>	<b>Top 40</b>
<b>KDEO</b>	<b>910</b>	<b>AOR</b>
<b>KFMS</b>	<b>760</b>	<b>MOR</b>
<b>KGB</b>	<b>1360</b>	<b>AOR</b>
<b>KOGO</b>	<b>600</b>	<b>MOR</b>
<b>KSDO</b>	<b>1130</b>	<b>News</b>
<b>KSON</b>	<b>1240</b>	<b>Mod. Country</b>

### FM

<b>KEZL</b>	<b>102.9</b>	<b>Beautiful</b>
<b>KFMB</b>	<b>100.7</b>	<b>Top 40</b>
<b>KFSD</b>	<b>94.1</b>	<b>Classical</b>
<b>KGB</b>	<b>101.5</b>	<b>AOR</b>
<b>KITT</b>	<b>105.3</b>	<b>Beautiful</b>
<b>KLRO</b>	<b>94.9</b>	<b>Religious</b>
<b>KOZN</b>	<b>103.7</b>	<b>Country</b>
<b>KPRI</b>	<b>106.5</b>	<b>AOR</b>
<b>KSON</b>	<b>97.3</b>	<b>Mod. Country</b>
<b>KYXY</b>	<b>96.5</b>	<b>Beautiful</b>



**SAN FRANCISCO, CALIF.**

RANK - 6. POP: Metro 3,970,400/Total 5,895,600 [Oriental 13%, Black 13%, Spanish-American 14%]. ECONOMY: Economic support comes from manufacturing (computer equipment, paper, chemicals, pharmaceuticals, apparel and cosmetics). There are a lot of utility corporations, shipping companies, heavy engineering and construction corporations, banking, financial institutions and tourism. HOME OF: San Francisco State Univ., University of San Francisco, Golden Gate College, Stanford and UC Berkeley. RECOMMENDED ACCOMMODATIONS: Stanford Court, Fairmont, Hyatt Regency, St. Francis, Sr, Francis Drake, Miyako. PLACES OF INTEREST: Fisherman's Wharf, Ghirardelli Square, Golden Gate Park, Sausalito, North Beach, Chintown. COST OF LIVING: Regular gasoline 65c; 1 bedroom apt \$325 furn, \$300 unfurn; sales tax 6%. SALARIES: DJs average \$175-800/week. GRASS: Real loose. SUMMARY: There are several rumored changes in this market. KFRC is being sold and may change its format from Top 40 to AOR. KNAI may go into a soft rock format this winter. KOIT (96.5) is now Beautiful Music. KCBS-FM, now owned by Golden Gate Radio, Inc., is the first Black-owned station in the Northern California radio market area. Major hangouts for radio/record people are Enrico's, The Buena Vista Cafe and the Trident (Sausalito). Incidentally, there is an abundance of recording studios in the area. Good restaurants are too numerous for easy selection, but some clubs to try are The Boardinghouse, Keystone Corner (jazz, in Berkeley), and The Savoy. San Francisco is not the music business "hangout" it used to be, although it has been and still is the home base of many rock groups. It's on the circuit of practically every tour and has numerous facilities to accommodate such. The major ones are Winterland, The Cow Palace, Oakland Coliseum, The Paramount Theatre, Berkeley Community Theatre, The Masonic Auditorium and the Civic Center Auditorium.

**AM**

KABL	960	Beautiful
KCBS	740	News
KDIA	1310	Black
KEST	1430	Talk
KFAX	1100	Religious
KFRC	610	Top 40
KGO	810	Talk/News
KIBE	1220	Classical
KIOI	1010	Adult
KKHI	1550	Classical
KKIS	990	Religious
KNBR	680	MOR
KNEW	910	Country
KSFO	560	Adult
KYA	1260	Top 40
KRE	1400	Black/Jazz
KTIM	1510	AOR

**FM**

KNAI	99.7	News/Talk
KABL	98.1	Beautiful
KBRG	105.3	Ethnic
KCBS	98.9	AOR
KFRC	106.1	Top 40
KFOG	104.5	Beautiful
KDFC	102.1	Classical
KIOI	101.3	Adult
KJAZ	92.7	Jazz
KKHI	95.5	Classical
KMPX	107.1	Big Band
KOIT	96.5	Beautiful
KSAN	94.9	AOR
KSFX	103.7	Black/Disco
KSOL	107.7	Black
KRE	102.9	Black/Jazz
KTIM	100.9	AOR
KYA	93.3	AOR

## SAN JOSE, CALIFORNIA

**RANK** - 30. **POP:** Metro 575,000/Total 932,600 [Mexican-American 18%]. **ECONOMY:** Based primarily on aerospace, electronics and machinery. **HOME OF:** San Jose State, University of Santa Clara, Stanford and 5 community colleges. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Winchester Mystery House, Frontier Village Amusement Park, Marriott's Great America, Egyptian Museum. **COST OF LIVING:** Regular gas 64c; 1 bedroom apt \$270 furn, \$225 unfurn; sales tax 6%. **GRASS:** Generally okay, if not obvious. **SALARIES:** AM jocks make about \$17,000/year, FM about half that. **SUMMARY:** The market has remained stable over the past quarter, but stations remain aware of trends in listening. The median age is 25-27. The people are sophisticated with high incomes and high educational levels due to the technology employment base. The atmosphere is socially liberal even though the businesses are highly competitive and serious. Some of the clubs to meet in are Sophie's (club & restaurant), Bodega (live music), Joshua's (live ent. & food), The Brewery (live ent. & booze). A couple of restaurants media folks hang out at are the Laundry Works, Fung Lum and the Swiss Family Affair. The main halls for concerts are Spartan Stadium (23,000) and Leavy Center (5200).

### AM

<b>KAZA</b>	<b>1290</b>	<b>Spanish</b>
<b>KEEN</b>	<b>1370</b>	<b>Mod. Country</b>
<b>KLIV</b>	<b>1590</b>	<b>Top 40</b>
<b>KLOK</b>	<b>1170</b>	<b>MOR</b>
<b>KNTA</b>	<b>1430</b>	<b>Spanish</b>
<b>KXRX</b>	<b>1500</b>	<b>MOR</b>

### FM

<b>KBAY</b>	<b>100.3</b>	<b>Beautiful</b>
<b>KOME</b>	<b>98.5</b>	<b>AOR</b>
<b>KEZR</b>	<b>106.5</b>	<b>Top 40</b>
<b>KARA</b>	<b>105.7</b>	<b>MOR</b>
<b>KRVE</b>	<b>95.3</b>	<b>MOR</b>
<b>KSJO</b>	<b>92.3</b>	<b>AOR</b>



## SANTA BARBARA—SANTA MARIA—LOMPOC, CALIFORNIA

**RANK** - 124. **ECONOMY**: Tourism, manufacturing, agriculture, trade and public service, including education. **HOME OF**: UC Santa Barbara, Westmont College, Brooks Inst. of Photographic Arts & Science. **RECOMMENDED ACCOMMODATIONS**: The Biltmore, The Peppertree. **PLACES OF INTEREST**: Santa Barbara Mission, Harbor area, Botanical Gardens, Santa Barbara Art Museum, Santa Barbara Courthouse. **COST OF LIVING**: Regular gasoline 66c; 1 bedroom apt \$200 furn, \$180 unfurn; sales tax 6%. **GRASS**: Very loose unless blatantly used in public. **SUMMARY**: This city is undoubtedly one of the most refreshing spots in Southern California. The people are very intuned to what's going on with music and life (taking it easy) in general. The population is mainly middle to upper class, with many people retired from the entertainment industry. However, the university makes youth a factor in the area. Maggie McFly's and the Bistro are excellent club-restaurant combinations. Other clubs are the Talk of the Town, Hobey Baker's and the Bluebird. Restaurants in the area are The Yankee Clipper, The Head of the Wolf, John's at the Beach, and Chuck's Steak House. Sports are a greater part of the pasttime for many. Surfing, tennis and volleyball are definite winners. Plus it is but a hop and a skip to the ocean as well as some of the prettiest mountain ranges you will see in Southern California. Concerts are held at the County Bowl (5000), Arlington Performing Arts Center (2000) and the UCSB Stadium (10,000).

### AM

<b>KKIO</b>	<b>1290</b>	<b>Country</b>
<b>KDB</b>	<b>1490</b>	<b>Beautiful</b>
<b>KIST</b>	<b>1340</b>	<b>Adult Contemp.</b>
<b>KKOK</b>	<b>1410</b>	<b>Country</b>
<b>KSEE</b>	<b>1480</b>	<b>Top 40</b>
<b>KTMS</b>	<b>1250</b>	<b>Adult Contemp.</b>
<b>KUHL</b>	<b>1440</b>	<b>Adult Contemp.</b>

### FM

<b>KDB</b>	<b>93.7</b>	<b>Beautiful</b>
<b>KRUZ</b>	<b>103.3</b>	<b>Beautiful</b>
<b>KTMS</b>	<b>97.5</b>	<b>AOR</b>
<b>KTVD</b>	<b>99.9</b>	<b>AOR</b>



**SAVANNAH, GEORGIA**

**RANK** - 154. **POP:** Metro 170,000/Total 320,100 [Black 44.9%]. **ECONOMY:** Port and harbor facilities, retail trade center of coastal Georgia and a good portion of South Carolina industrial and manufacturing. **HOME OF:** Armstrong State College, Savannah State College, Ft. Stewart and Hunter Army Air Field. **RECOMMENDED ACCOMMODATIONS:** DeSoto Hilton, Ramada Downtown. **PLACES OF INTEREST:** Harbor Queen, Ships of the Sea Maritime Museum, Coastal Fair (last week in October). **COST OF LIVING:** Regular gasoline 52.9. One bedroom apt. furn \$190, unfurn \$155. Sales tax 4%. **SALARIES:** Disc jockeys average \$120-200/wk. **GRASS:** Beware. **SUMMARY:** The people are conservative and the median age is between 25 & 34. There is a mixture of cliques, some of them being radio people. Some hang out together and some don't. The night life is light but some of the places to know about are the Stonehenge (new disco), The Pirates House (sort of expensive) and the real barhopping area is called River Street, which has several nifty little places. The only place for concerts is the Civic Center Arena (8000).

**AM**

<b>WEAS</b>	<b>900</b>	<b>Black</b>
<b>WNMT</b>	<b>1520</b>	<b>Country</b>
<b>WQQT</b>	<b>1450</b>	<b>Mod. Country</b>
<b>WSAV</b>	<b>630</b>	<b>MOR</b>
<b>WSGA</b>	<b>1400</b>	<b>Top 40</b>
<b>WSOK</b>	<b>1230</b>	<b>Black</b>
<b>WTOC</b>	<b>1290</b>	<b>Top 40</b>

**FM**

<b>WEAS</b>	<b>93.1</b>	<b>Black</b>
<b>WJCL</b>	<b>96.5</b>	<b>Beautiful</b>
<b>WSGF</b>	<b>95.5</b>	<b>Adult Contemp.</b>
<b>WTOC</b>	<b>94.1</b>	<b>Country</b>
<b>WXLM</b>	<b>97.3</b>	<b>Beautiful</b>
<b>WZAT</b>	<b>102.1</b>	<b>Adult Contemp.</b>



**SEATTLE—EVERETT—TACOMA, WASHINGTON**

**RANK - 17. POPULATION:** Metro 1,470,200/Total 1,953,900 (Ethnic 7%). **ECONOMY:** Manufacture of lumber, wood products and transportation equipment provide major economic support for the area, the largest single employer currently being Boeing. **HOME OF:** University of Washington, Seattle University, Ft. Lewis, Nimmerton Naval Shipyard, University of Puget Sound. **RECOMMENDED ACCOMMODATIONS:** The Admiralty, Mayflower Park Inn, Olympic Hotel, Washington Plaza, Edgewater Inn, and major chains. **PLACES OF INTEREST:** Washington State Historical Museum, Point Defiance Park (aquarium and zoo), Pike Place Market, Seattle Center (site of the 1962 World's Fair) and Pioneer Square. Not too far away are Mt. Ranier and Northwest Trek (wildlife reserve). **COST OF LIVING:** Regular gas 64c; 1 bedroom apt \$180 furn, \$150 unfurn; sales tax 5%. **GRASS:** Liberal. **SALARIES:** DJs make \$150-300/week, on the average. **SUMMARY:** Due to the enormous number of stations in the area, competition for radio audience is critical. Hangouts for radio people, if they are found together, are Top of the Ocean, Johnny's on the Mall, The Old City Jail, Tony C's, Back Forty Tavern, The Quarterdeck, Brothers Antone. In addition, some good restaurants are The Butcher and The Cliffhouse. Water sports and skiing are major attractions to the area. The median age is a bit lower than average. Major concert facilities are The Bicentennial Pavilion (2700), King Dome, The Coliseum, The Paramount Northwest, and auditoriums at the various colleges.

AM		FM			
KAYO	1150	Country	KBIG	105.3	Beautiful
KBLE	1050	Religion	KBLE	93.3	Religion
KDKN	630	Religion	KBRD	103.9	Beautiful
KILO	1460	AOR	KEUT	94.1	Beautiful
KING	1090	Top 40	KEZY	98.8	Beautiful
KIRO	710	News/MOR	KING	98.1	Classical
KIXI	910	Beautiful/News	KISW	99.9	AOR
KJR	950	Top 40	KIXI	95.7	News/Beautiful
KMO	1360	Country	KLAY	106.1	AOR
KMPS	1300	Mod. Country	ISEA	100.5	News/MOR
KOMO	1000	MOR	KVI	101.5	Adult Contemp.
KQIN	800	Country	KYAC	96.5	Jazz
KRKO	1380	Adult Contemp.	KZAM	92.5	AOR
KTAC	850	Top 40	KZOK	102.5	AOR
KTNT	1400	Top 40			
KUUU	1590	Solid Gold			
KVI	570	Adult Contemp.			
KWYZ	1230	Mod. Country			
KXA	770	Classical			
KZAM	1540	AOR			
KYAC	1260	Black			

## SHREVEPORT, LOUISIANA

**RANK** - 103. **POPULATION:** Metro 274,300/Total 757,700 [Black 34%]. **-ECONOMY:** Agriculture (cotton is being replaced by soybeans, beef and dairy cattle) and oil and natural gas are mainstays of the economy. **HOME OF:** Centenary College, LSU Shreveport, Barksdale AFB. **RECOMMENDED ACCOMMODATIONS:** Hilton, Sheraton and Chateau. **PLACES OF INTEREST:** Shreve Square, Louisiana Downs Race-track. **COST OF LIVING:** Regular gas 53c; 1 bedroom apt \$200 furn, \$150 unfurn; sales tax 5%. **SALARIES:** DJs average \$200-250/week. **GRASS:** Split pros and cons; misdemeanor for less than 1 oz. **SUMMARY:** There is a new Beautiful Music station on the air: KCOZ, 100.1 FM. KJOE, 1480, is now Religious programming, not News, and KROK, 94.5, is Top 40. Radio people are to be found at The Place Across the Street or the Sportspace. Sansone's and Ernest's are a couple of good restaurants in the city. Concerts are held at Hirsch Coliseum (12,000) or the Municipal Auditorium (3500). Shreveport is usually a stop-off on the tour circuit, though the median age here is higher than the national average.

### AM

<b>KBCL</b>	<b>1220</b>	<b>MOR</b>
<b>KCIJ</b>	<b>980</b>	<b>Religious</b>
<b>KEEL</b>	<b>710</b>	<b>Top 40</b>
<b>KFLO</b>	<b>1300</b>	<b>Country</b>
<b>KJOE</b>	<b>1480</b>	<b>Religious</b>
<b>KOKA</b>	<b>1550</b>	<b>Black/Top 40</b>
<b>KRMD</b>	<b>1340</b>	<b>Country</b>
<b>KWKH</b>	<b>1130</b>	<b>Adult Contemp.</b>

### FM

<b>KCOZ</b>	<b>100.1</b>	<b>Beautiful</b>
<b>KEPT</b>	<b>96.5</b>	<b>Religious</b>
<b>KMBQ</b>	<b>93.7</b>	<b>Beautiful</b>
<b>KROK</b>	<b>94.5</b>	<b>Top 40</b>
<b>KTAL</b>	<b>98.1</b>	<b>Country</b>
<b>KRMD</b>	<b>101.1</b>	<b>Country</b>



## SPOKANE, WASHINGTON

RANK - 112. POP: Metro 244,000/Total 477,200. Minority 3%. ECONOMY: Wholesale and retail center for 36 counties within the states of Washington, Idaho & Montana. Agriculture, lumber, mining, Kaiser Aluminum. HOME OF: Eastern Washington State College, Gonzaga University, Spokane Falls Community College, Whitworth College. RECOMMENDED ACCOMMODATIONS: Davenport, Ridpath, Sheraton, PLACES OF INTEREST: Riverfront Park and recreation areas for hunting, fishing, camping and skiing. COST OF LIVING: Gasoline 55c. One bedroom apt. \$175 furn, \$150 unfurn. Sales tax 5%. GRASS: Just know who you're with as participating can be dangerous. SUMMARY: People on the whole are ultra-conservative here. For restaurants try Stroebel's and Clinkerdaggers. The places for concerts are the Spokane Coliseum (7-8000), The Spokane Opera House (3-4000), and the colleges.

### AM

KEZE	1380	MOR [Auto - day]
KGA	1510	Mod. Country
KHQ	590	Top 40
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	AOR
KXLY	99.9	Adult Contemp.
KXXR	93.7	Beautiful
KZUN	96.1	Adult Contemp.



**SPRINGFIELD—CHICOPEE—HOLYOKE, MASS.**

Rank - 69. POP: 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 Massachusetts, Amherst College, Smith College, Holyoke College and Hampshire College. RECOMMENDED ACCOMMODATIONS: Major chains. PLACES OF INTEREST: Grounds of the colleges, Basketball Hall of Fame in Springfield, homes of Calvin Coolidge, Emily Dickinson. COST OF LIVING: Regular gas 58c; 1 bedroom apt \$200 furn, \$150 unfurn; sales tax 5%. SALARIES: Jocks average \$140-400/week. GRASS: Mixture of college and blue collar attitudes. SUMMARY: WTYM's format is Country, a recent change from MOR. Area residents also listen to the Hartford, Connecticut stations on a regular basis. The area does not tend to have a very busy nightlife. Many people in the area, especially in the vicinity of the colleges, are oriented toward country living. There are some clubs in Springfield: Foggy's, Anthony's, Sheraton Inn West, The Oak Inn, etc. Good restaurants are Vincent's, The Monte Carlo, and Cireos in Springfield, Beardsley's and Cousin Willy's in Northampton, and The Equinox, Lord Jeffrey Inn, and Wiggins Tavern in Amherst. Springfield Civic Center (10,000) draws major acts into the area.

**AM**

WACE	730	Oldies
WARE	1250	Top 40
WDEW	1570	Adult Contemp.
WHMP	1400	MOR
WHYN	560	Top 40
WMAS	1450	MOR
WTTT	1430	MOR/Block
WTYM	1600	Country

**FM**

WAQY	102.1	Adult Contemp.
WHMP	99.3	MOR
WHYN	93.1	Top 40
WMAS	94.7	MOR



## SYRACUSE, NEW YORK

**RANK** - 57. **POPULATION:** Metro 512,400/Total 888,800 [Ethnic 12%]. **ECONOMY:** Breweries and other light, non-polluting industries are located here. **HOME OF:** Syracuse University, Lemoyne College and community colleges. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Everson Museum of Art, Canal Museum, French Fort, New Civic Center. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$190 furn, \$170 unfurn; sales tax 7%. **SALARIES:** DJs average \$125-350/week. **GRASS:** Tolerated. **SUMMARY:** WFBL's new PD is Mike Andrews, WHEN's new PD is Bob Carolin. The radio market has not changed much over the last quarter. Syracuse is a city small enough for comfort yet large enough for privacy. Attitudes tend toward the progressive because of the student population. Radio people hang out at the Poorhouse, Shifty's, The Library, The Machine Shop, The Firebarn Tavern, The Boardwalk and Scratch Daniel's. There are plenty of good restaurants around, among them are Soo Lin's, Camelot's, Walter White's, Downtown, Quarterback and Phoebe's. For concerts, Syracuse Memorial Auditorium seats 15,000 and the new Civic Center seats about 4000. The Syracuse area is also known for summer and winter resorts.

### AM

<b>WFBL</b>	<b>1390</b>	<b>Top 40/Oldies</b>
<b>WHEN</b>	<b>620</b>	<b>Adult Contemp.</b>
<b>WNDR</b>	<b>1260</b>	<b>MOR</b>
<b>WOLF</b>	<b>1490</b>	<b>Top 40</b>
<b>WSEN</b>	<b>1050</b>	<b>Country</b>
<b>WSOQ</b>	<b>1220</b>	<b>Beautiful</b>
<b>WSYR</b>	<b>570</b>	<b>MOR</b>
<b>WYRD</b>	<b>1540</b>	<b>Religious</b>

### FM

<b>WEZG</b>	<b>100.9</b>	<b>Beautiful</b>
<b>WKFM</b>	<b>104.1</b>	<b>Top 40 [Auto]</b>
<b>WMHR</b>	<b>102.9</b>	<b>Religious</b>
<b>WNTC</b>	<b>93.1</b>	<b>Beautiful</b>
<b>WONO</b>	<b>107.9</b>	<b>Classical/Jazz</b>
<b>WOUR</b>	<b>96.9</b>	<b>AOR</b>
<b>WSEN</b>	<b>92.1</b>	<b>Country</b>
<b>WSYR</b>	<b>94.5</b>	<b>Beautiful</b>



## TAMPA-ST. PETERSBURG, FLORIDA

**RANK - 26. POP:** Metro 1,164,000/Total 1,726,900 [Ethnic 21%].  
**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 ACCOMMODATIONS:** Riverside Hilton-Tampa, Princess Martan-St. Pete. **PLACES OF INTEREST:** Busch Gardens, several natural wild jungles. St. Pete has 65 parks and miles of beach.  
**COST OF LIVING:** Regular gasoline 53.9c. One bedroom apt. \$175 furn, \$150 unfurn. Sales tax 4%. No state income tax. **SALARIES:** Disc jockeys average \$150-275/week. **GRASS:** Has arrived here, too. **SUMMARY:** WYOU has changed its programming to Country and Easy Listening from MOR'. The former WTAN FM is now WOKF (95.7), and Adult Contemporary. Being so close to Miami, there's no trouble with catching most of the concerts there. There are some in the Tampa area, however, at Curtis Hixon Hall (7000), Lakeland Civic Centr (10,000), and St. Petersburg Bayfront Center (7000). Radio people don't have any favorites, but some of the clubs are The Depot, The Performing Arts Center, and Dr. Feelgood's. A couple of the good restaurants are Bern's Steak House (grows its own meat and produce), and the Columbia in Ybor City.

### AM

WDAE	1250	MOR
WFLA	970	MOR
WFSO	570	AOR
WHBO	1050	Country
WINQ	1010	Religious
WLCY	1380	Top 40
WOKF	1340	Adult Contemp.
WRXB	1590	Black
WSOL	1300	Spanish
WSUN	620	Mod. Country
WTIS	1110	Religious
WTMP	1150	Black
WWBA	680	Beautiful
WYOU	1550	Country

### FM

WAVV	100.7	Beautiful
WLCY	94.9	Top 40
WQSR	102.5	AOR
WQXM	97.9	Beautiful
WQYK	99.5	Country
WRBQ	104.7	Top 40
WTAN	95.7	Beautiful
WWBA	107.3	Beautiful



## TOLEDO, OHIO

**RANK** - 46. **POPULATION:** Metro 629,700/Total 864,300 [Black 11%]. **ECONOMY:** Retail and manufacturing (Owens, Libby Owens Ford, AMC, Jeep and Chevrolet, mainly) are the major employing establishments. **HOME OF:** University of Toledo, Bowling Green State University. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** City zoo and museum. **COST OF LIVING:** Regular gas 58c; 1 bedroom apt \$185 furn, \$175 unfurn; sales tax 4%. **GRASS:** Conservative; don't get caught. **SALARIES:** DJs average \$500-1200/month. **SUMMARY:** Toledo is continuing to grow. The people are very conservative and the median age is around 27. Some recommended clubs are 2001, Onion 1 and Onion 2, and Dixie Electric Co. The favorite restaurants are Mancy's, Paco's and Frank Unkles. Concerts are held at the Masonic Auditorium (3000) and Sports Arena (7500). Radio/record people like the Paladium, The Zodiac, 2001 and the Coach House.

### AM

<b>WCWA</b>	<b>1230</b>	<b>Adult Contemp.</b>
<b>WOHO</b>	<b>1470</b>	<b>Top 40</b>
<b>WSPD</b>	<b>1370</b>	<b>MOR</b>
<b>WTOD</b>	<b>1560</b>	<b>Country</b>

### FM

<b>WIOT</b>	<b>104.7</b>	<b>AOR</b>
<b>WKLR</b>	<b>99.9</b>	<b>Black</b>
<b>WLQR</b>	<b>101.5</b>	<b>Beautiful</b>
<b>WMHE</b>	<b>92.5</b>	<b>AOR</b>
<b>WXEZ</b>	<b>105.5</b>	<b>Beautiful</b>



**TOPEKA, KANSAS**

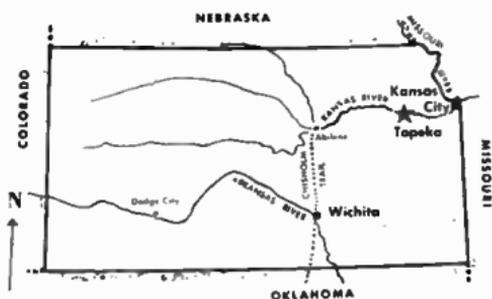
**RANK** - 164. **POP:** Metro 158,800/Total 486,700 [Black 6%]. **ECONOMY:** Agriculture, government, manufacturing, medical services and transportation. **HOME OF:** Washburn University. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Kansas Historical Society, Rain Forest, State Capitol, The Menninger Foundation Museum and grounds. **COST OF LIVING:** Regular gasoline 57c. One bedroom apr. \$160 furn, \$145 unfurn. Sales tax 3%. State income tax 2-6.5%. **SALARIES:** Disc jockeys average \$100-200/wk. **GRASS:** A definite no-no. **SUMMARY:** An area for the average farm-loving individual. You can get great steaks here, and a few of the places to go to are Tommy's and Robby's, and Pore Richard's, Humple Pie for radio people. What nightlife there is is centered around the Showcase Dinner and the bars and private clubs.

**AM**

<b>KEWI</b>	<b>1440</b>	<b>Top 40</b>
<b>KTOP</b>	<b>1490</b>	<b>Top 40</b>
<b>WIBW</b>	<b>580</b>	<b>News/MOR</b>
<b>WREN</b>	<b>1250</b>	<b>MOR</b>

**FM**

<b>KSWT</b>	<b>107.7</b>	<b>Beautiful [Auto]</b>
<b>KTOP</b>	<b>100.3</b>	<b>Country</b>
<b>KTPK</b>	<b>106.9</b>	<b>Country [Auto]</b>
<b>WIBW</b>	<b>97.3</b>	<b>Adult Contemp. [Auto]</b>



**TUCSON, ARIZONA**

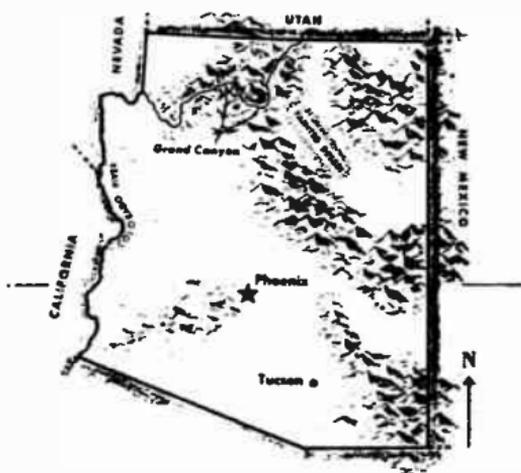
**RANK - 79. POPULATION:** Metro 355,500/Total 491,100 [Black 3.5%. **ECONOMY:** The tourist trade is important, as are electronics, construction and copper mining. **HOME OF:** University of Arizona, Pima JC. **RECOMMENDED ACCOMMODATIONS:** The Doubletree, Sheraton Pueblo, Marriott Hotel. **PLACES OF INTEREST:** Old Tucson, where several motion pictures have been filmed; dude ranches, ski resorts, Spanish missions. **COST OF LIVING:** Regular gas 56c; 1 bedroom apt \$175 furn, \$150 unfurn; sales tax 6%. **GRASS:** Plenty here because of local Mexican border. **SUMMARY:** Tucson happens to have one of the nicer 16-track recording studios in the area (Lee Furr). People in the city tend to be very sports-minded with the University of Arizona basketball team, football, Southwest Hockey League, Volleyball Professional League, and the Western Davis Cup Tourney is here. The median age is 27. Some of the favored clubs are The Doubletree, F.C. LaMar's and the Hilton Inn. The Solarium and Bobby McGee's are two good restaurants in town.

**AM**

<b>KAIR</b>	<b>1490</b>	<b>Beautiful</b>
<b>KCEE</b>	<b>790</b>	<b>MOR</b>
<b>KCUB</b>	<b>1290</b>	<b>Country</b>
<b>KEVT</b>	<b>690</b>	<b>Spanish</b>
<b>KHOS</b>	<b>940</b>	<b>Country</b>
<b>KHYT</b>	<b>1330</b>	<b>MOR</b>
<b>KIKX</b>	<b>580</b>	<b>Top 40</b>
<b>KOPO</b>	<b>1450</b>	<b>MOR</b>
<b>KTKT</b>	<b>990</b>	<b>Top 40</b>
<b>KTUC</b>	<b>1400</b>	<b>All News</b>

**FM**

<b>KAIR</b>	<b>94.9</b>	<b>Beautiful</b>
<b>KCEE</b>	<b>96.1</b>	<b>Beautiful</b>
<b>KFMM</b>	<b>99.5</b>	<b>Religious</b>
<b>KWFM</b>	<b>92.9</b>	<b>AOR</b>
<b>KXEW</b>	<b>93.7</b>	<b>Spanish</b>



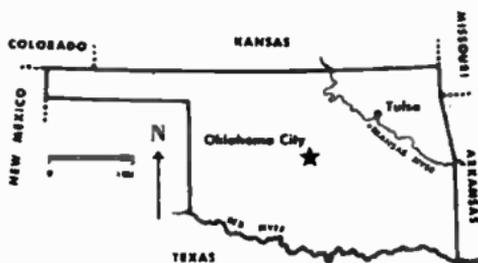
## TULSA, OKLAHOMA

**RANK** - 65. **POPULATION:** Metro 469,500/Total 904,100 [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 ACCOMMODATIONS:** Hilton or Camelot Hotel. **PLACES OF INTEREST:** Philbrook Art Center, Will Rogers Memorial Center (in Claremore, 30 miles northeast of Tulsa), The Gilcrease Art Museum and The Williams Center – a shopping/hotel/arts complex. **COST OF LIVING:** Regular gasoline 56c; 1 bedroom apt \$175 furn, \$160 unfurn; state sales tax 4%. **GRASS:** In the Bible belt, so take it from there. **SALARIES:** DJs average \$500-1200/month. **SUMMARY:** Besides being a stop for rock & roll, Tulsa has quite the night life for Oklahoma. Some of the clubs there are Tennessee Gin & Cotton, 20th Century (disco) and the Casino (disco). High school sports seem to be quite hot, many kids get into football and the same goes for the older set, participating in hockey and basketball, as well as football. To start out the evening with a great dinner, try The Chalet, Benningan's or The Oklahoma Territory.

<b>KAKC</b>	<b>970</b>	<b>Ad. Contemp.</b>
<b>KXXO</b>	<b>1300</b>	<b>Tight AOR</b>
<b>KELI</b>	<b>1430</b>	<b>Top 40</b>
<b>KFMJ</b>	<b>1050</b>	<b>Religious</b>
<b>KRMG</b>	<b>740</b>	<b>Adult Contemp</b>
<b>KTOW</b>	<b>1340</b>	<b>Country</b>
<b>KVOO</b>	<b>1170</b>	<b>Country</b>

### FM

<b>KAKC</b>	<b>92.9</b>	<b>Adult Contemp</b>
<b>KRAV</b>	<b>96.5</b>	<b>Adult Contemp</b>
<b>KWEN</b>	<b>95.5</b>	<b>Beautiful</b>
<b>KMOD</b>	<b>97.5</b>	<b>Tight AOR</b>



## UTICA-ROME, NEW YORK

**RANK** - 106. **POPULATION**: Metro 270,300/Total 386,900. **ECONOMY**: General Electric, IBM, Univac, Griffith AFB. **HOME OF**: State University of NY. **RECOMMENDED ACCOMMODATIONS**: Major chains. **SPECIAL PLACES OF INTEREST**: Fort Stanwix, Utica Club Brewery, ski areas nearby. **GRASS**: An extremely liberal mayor now reigns. **COST OF LIVING**: Regular gas 57c; 1 bedroom apt \$110 furn, \$85 unfurn; sales tax 4%. **SALARIES**: DJs average \$100 to \$200/month, but it looks like you don't need much to live on here. **SUMMARY**: The market is virtually unchanged since September. Utica has the distinction of having an extremely liberal, youth-oriented mayor, Edward A. Hanna, who not only supports rock concerts but has honored the artists and promoters thereof. The town's concert hall is Utica Memorial Auditorium. Devereaux, Oasis, Four Aces, Sting, and Down the Road are names of the better local clubs. For restaurants check out Grimaldi's, Hart's, Hill Inn and Alfredo's.

### AM

<b>WADR</b>	<b>1480</b>	<b>Country</b>
<b>WALY</b>	<b>1420</b>	<b>Block</b>
<b>WBRV</b>	<b>900</b>	<b>Country</b>
<b>WBVM</b>	<b>1550</b>	<b>Solid Gold</b>
<b>WIBX</b>	<b>950</b>	<b>News/Talk</b>
<b>WKAL</b>	<b>1450</b>	<b>Adult Contemp</b>
<b>WLFH</b>	<b>1230</b>	<b>MOR</b>
<b>WRNY</b>	<b>1350</b>	<b>MOR</b>
<b>WRUN</b>	<b>1150</b>	<b>Top 40</b>
<b>WTLB</b>	<b>1330</b>	<b>Top 40</b>

### FM

<b>WKAL</b>	<b>95.9</b>	<b>Adult Contemp</b>
<b>WKGW</b>	<b>104.3</b>	<b>Hit Parade</b>
<b>WOUR</b>	<b>96.9</b>	<b>AOR</b>
<b>WTLB</b>	<b>107.3</b>	<b>Mod Country</b>



## WASHINGTON, D.C

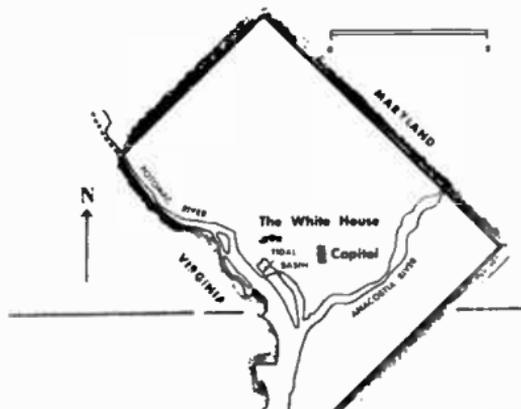
**RANK - 7. POPULATION:** Metro 2,475,600/Total 3,151,300 [Black 73%]. **ECONOMY:** The major economic support lies in the federal government. **HOME OF:** Ft Mead, Ft Belvoir, Andrews AFB, Maryland University, George Washington University, Catholic University, American University, Georgetown University. **RECOMMENDED ACCOMMODATIONS:** Stouffer's Inn, Americana, Statler Hilton. **SPECIAL PLACES OF INTEREST:** White House, Washington Monument, National Gallery, Georgetown, Smithsonian Institute, Lincoln Memorial, National Space and Aeronautics Museum, Library of Congress. **COST OF LIVING:** Regular gas 65c; 1 bedroom apt \$350 furn, \$250 unfurn; sales tax 4%. **GRASS:** Conservative because of the political circles. **SUMMARY:** Being the seat of government, Washington is a very internationally-oriented city. The people are into politics and also enjoy sports. At present, the radio scene is somewhat confused in this city because the change in presidential administration extends to the directorship of the FCC. Radio/record people have mentioned liking Tramp's, The Cellar Door, The Library, and Duke Zibar's. There are too many restaurants to recommend any, but you might start with the 1789, Jean-Pierre's and Phinea's. The main concert facility is the Capital Centre (25,000).

### AM

WAVA	780	News
WDON	1540	Oldies
WEAM	1310	Black
WEEL	1390	Contemp.
WFAN	1340	Spanish
WFAX	1220	Religious
WGAY	1050	Beautiful
WGMS	570	Classical
WINX	1600	Adult Contemp.
WMAL	630	MOR
WPIK	730	Country
WRC	980	All News
WTOP	1500	News/Sports
WUST	1120	Religious
WWDC	1260	Contemp.

### FM

WASH	97.1	Contemp.
WAVA	105.1	All News
WEZR	106.7	Beautiful
WGAY	99.5	Beautiful
WGMS	103.5	Classical
WHFS	102.3	AOR
WHUR	96.3	Jazz
WJMD	94.7	Beautiful
WKYS	93.9	Disco
WMAL	107.3	AOR
WMOD	98.7	Top 40
WOOK	100.3	Black
WPGC	95.5	Top 40
WWDC	101.1	AOR
WXRA	105.9	Country



**WEST PALM BEACH – BOCA ROTON, FLA.**

**RANK -68. POPULATION:** Metro 348,700/Total 393,500. **ECONOMY:** Tourism, RCA computers, Pratt-Whitney, sugar. **HOME OF:** Florida Atlantic University, Palm Beach Comm. College. **RECOMMENDED ACCOMMODATIONS:** The Breakers, Jupiter Holiday Inn. **PLACES OF INTEREST:** Lion Country Safari, Worth Ave. (an elite shopping district) and beaches. Henry Flagler Museum. **COST OF LIVING:** Regular gas 60c; 1 bedroom apt \$250 furn, \$190 unfurn; state sales tax 4%. **GRASS:** Go on ahead. **SALARIES:** DJs average \$150-200/week. **SUMMARY:** All radio formats have remained constant this quarter, which is the first time it's happened in a long time. The economy is good here and incomes are high. Sort of a retirement area which boosts the median age. Some clubs here are O'Hares, Hot Nites in the South and Abby Road. Good restaurants are Taboo, Frederick's and Chez Guido. Radio people are likely to be found at The Greenhouse in West Palm Beach. Concerts are held indoors at the West Palm Beach Auditorium (8000) and outdoors at the Palm Beach Music Park (6000).

**AM**

<b>WEAT</b>	<b>850</b>	<b>Country</b>
<b>WDBF</b>	<b>1420</b>	<b>Adult Contemp.</b>
<b>WIRK</b>	<b>1290</b>	<b>Top 40</b>
<b>WJNO</b>	<b>1230</b>	<b>Adult Contemp.</b>
<b>WKAO</b>	<b>1510</b>	<b>Beautiful</b>
<b>WLIZ</b>	<b>1380</b>	<b>Religious</b>
<b>WPBR</b>	<b>1340</b>	<b>Talk</b>
<b>WPOM</b>	<b>1600</b>	<b>News</b>
<b>WRYZ</b>	<b>1000</b>	<b>MOR</b>
<b>WSBR</b>	<b>740</b>	<b>MOR</b>

**FM**

<b>WEAT</b>	<b>104.5</b>	<b>Beautiful</b>
<b>WGMW</b>	<b>94.3</b>	<b>Beautiful</b>
<b>WIRK</b>	<b>107.9</b>	<b>Country</b>
<b>WJNO</b>	<b>97.9</b>	<b>Top 40</b>
<b>WRYZ</b>	<b>96.7</b>	<b>MOR</b>
<b>WWRN</b>	<b>94.0</b>	<b>Beautiful</b>



**WORCESTER-FITCHBURG-LEOMINSTER,  
MASSACHUSETTS**

**RANK** - . **POP:** 294,600/Total 523,600 [Black 1.9%]. **ECONOMY:** Basically heavy industry. **HOME OF:** Worcester Poly Tech, Clark University, Holy Cross, Assumption College, Worcester State. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Worcester Science Center, Art Museum, Historical Society. **COST OF LIVING:** Regular gasoline 59c; 1 bedroom apt \$300 furn, \$250 unfurn; sales tax 5%. Food tax 8%. **SALARIES:** DJs average \$130-300/week. **GRASS:** Beware. **SUMMARY:** Dick Smith has mysteriously left WORC after 25 years in the market. WAAB changed its call letters to WNCR, with little change in format. At WORC, the sound has softened to adult contemporary and Chris Roberts is the new PD. This is a slow-growing, blue-collar area, in general, though younger people are moving out here from Boston to experience countrified living. Concerts are held at the Worcester Memorial Auditorium (3000), Wallace Civic Center (8500, located in Fitchburg), Harrington Auditorium, and at Holy Cross College. Clubs favored by music people are Last Chance Saloon, B.J.'s Disco, The Red Barn, The Penthouse, Meeting House Tavern (restaurant), Sheraton Lincoln, Steeple-Bumstead, and Maxwell Silverman's Toolhouse, Ltd.

**AM**

<b>WNCR</b>	<b>1440</b>	<b>News/Talk</b>
<b>WNEB</b>	<b>1230</b>	<b>Country</b>
<b>WORC</b>	<b>1310</b>	<b>Adult Contemp.</b>
<b>WTAG</b>	<b>580</b>	<b>MOR</b>

**FM**

<b>WAAF</b>	<b>107.3</b>	<b>AOR</b>
<b>WSRS</b>	<b>96.1</b>	<b>Beautiful</b>



**YOUNGSTOWN—WARREN, OHIO**

**RANK - 68. POP:** Metro 444,000/Total 727,600 [Black 21.7%].  
**ECONOMY:** A great steel center, there is a wide diversity of manufacturing such as mechanical and molded rubber goods, electric lamps, rolling mill equipment, automotive parts, plastics, paper products. **HOME OF:** Youngstown State University, Penn-Ohio Jr. College. **RECOMMENDED ACCOMMODATIONS:** The Western Hotel and Ramada Inn. **PLACES OF INTEREST:** Butler Institute of American Art, Lake Milton, Old Mill Museum in Mill Creek Park, Canfield Fairgrounds. **COST OF LIVING:** Regular gas 57c; 1 bedroom apt \$190 furn, \$165 unfurn; 4% sales tax. **GRASS:** Very conservative. **SUMMARY:** A heavy mining area. Progress continues in pollution control. Some clubs here are Tomorrow Night, The Penthouse and The Playground. Restaurants to know about are The Mansion and Cherry's Top of the Mall. Concert facilities are Stambaugh Auditorium (2000), Powers Auditorium (2300), Packard Music Hall (2000) and Youngstown State University.

**AM**

<b>WBBW</b>	<b>1240</b>	<b>Talk</b>
<b>WFMJ</b>	<b>1390</b>	<b>Top 40</b>
<b>WGFT</b>	<b>1500</b>	<b>Black</b>
<b>WHHH</b>	<b>1440</b>	<b>Block/MOR</b>
<b>WHOT</b>	<b>1330</b>	<b>Top 40</b>
<b>WKBN</b>	<b>570</b>	<b>Adult Contemp.</b>
<b>WPIC</b>	<b>790</b>	<b>Adult Contemp.</b>
<b>WTCL</b>	<b>1570</b>	<b>MOR</b>

**FM**

<b>WHOT</b>	<b>101.1</b>	<b>Progressive</b>
<b>WKBN</b>	<b>98.9</b>	<b>Beautiful</b>
<b>WQOD</b>	<b>93.3</b>	<b>Beautiful</b>
<b>WYFM</b>	<b>102.9</b>	<b>Top 40</b>





# SPOTLIGHT RADIO

**Report Radio Quarterly Report Radio Quarterly Report Ra**

**KAAY/50,000 W / (501-661-1090) Top 40**  
 Box 1790, 2400 Cottondale Ln, Little Rock, Ark 72203  
 Owner - Multimedia / No emps - 40 / GM - Jim Tandy / PD - Dick Downes / MD - same / ND - Mitch Michaels; staff-4 / Playlist - 20+ / LP cuts - yes / Oldies - 45% / Jingles - looking for new ones / Synd - Wolfman / Auto - no / Interviews - Occas. mornings /

**KAFY/1000 W/805-366-4411 Top 40**  
 8301 Kern Canyon Rd, Bakersfield, CA 93306  
 Owner - General Bdcstg Co / No emps - 15 / GM - Gary Burns / PD - Chris Conner / MD - same / ND - Mike Scott; staff-1 / Playlist - 30 / LP cuts - yes / Oldies - 30% / Jing - Drake Motown / Synd - none / Auto - no / Interviews - none / Reports to RR BB CB / C load - 16 / Promo - 9-9-noon

**KAFM / 100,000 W / 214-634-1080 AOR**  
 7901 Carpenter Fry, Dallas TX  
 Owner - KRLD Corp / No Emps - 15 / GM - Chuck Dunnaway / PD - Elwin Farmer / MD - Bob Shannon / Playlist - 50-60 / LP Cuts - yes / Oldies - 65-70% / Jing - none / Synd - Kaleidoscope / Auto - no / Interviews - open / C load - 8 m / Promo - open

**KAKC / 1000 W / 918-743-9877 Top 40**  
 Box 970, Tulsa, OK 74101  
 Owner - Mark/Way Inc / No emps - 35 / GM - Wes Stegeman / PD - Ken Curtis / MD - Steve Carter / ND - Daryl Myers, staff-3½ / Playlist - 35 / LP cuts - occas / Oldies - 45-55% / Jing - TM You / Synd - Wolfman / Auto - no / Interviews - some / Reports to KR RR BG

**KAKE / 1000 W / 316-943-4221 Ad. Contemp.**  
 1500 N. West  
 Owner - KAKE Inc / No emps - 25 / GM - Frank Gunn / PD - Gene Rump / MD - John Myers / ND - Kelly Walker; staff-7 / Playlist - 30 / LP cuts - rarely / Oldies - 60% / Jing - JAM / Synd - 90 Min / Auto - no / Interviews - Oldies show on Sun pm / C load - 18 m / Reports to BG & RR / Promo - 2-5 pm KAOK / 1000 W / 436-518-7541 Top 40  
 645 15th St, Lake Charles, LA 70601

**KALB/443-2543 Top 40**  
 Box 471, Alexandria, LA  
 Owner - Alexandria Bdcstg / No emps - 18 / GM - Bruce Ralney / PD - Gene Duprie / MD - Taylor Thompson / ND - Steve Hill; staff-2 / Playlist - 60 / LP cuts - yes / Oldies - 25% / Jing - Tanner Shotgun / Synd - AT 40, Wolfman / Auto - no / Interviews - anytime /

**KAOK / 1000 W / 436-518-7541 Top 40**  
 645 15th St, Lake Charles, LA 70601  
 Owner - E.J. Prendergast / No emps - 18 / GM - Tom Fletcher / PD - Bill Conway / MD - Ken Rice / ND - Bob Penny / Playlist - 25-30 / LP cuts - yes / Oldies - 40-50% / Synd - Record Report / Auto - no / Interviews - am show / C load - 18 min / Reports to BG RB Cue / Promo - 10-1

KARN / 501-376-9292 Beautiful  
 1001 Spring St, Little Rock, ARK  
 No emps - 15 / GM - Larry Duke / PD - Bob Galen / ND - Don Corbet /  
 LP cuts - music service / Jing - TM / Synd - none / Auto - yes / Inter-  
 views - none on air / C load - 11 m

KATZ/5000W/314-241-6000 Top 40  
 812 Olive St, St Louis MO  
 Owner - Hartley / No emps - 20 / GM - Doug Eason / PD - JJ Jackson /  
 MD - Chico Brown / ND - Ty Wamsley / Playlist - 30 / LP cuts - yes /  
 Oldies - 15% / Jing - TM / Synd - none / Auto - no / Interviews - occas /  
 C load - 16m / Report to BB BG BRE Mickey's Turntable

KAUM/100,000W/713-795-4770 Ad. Contemp.  
 1201 Fannin Bank Bldg, Houston TX 77030  
 Owner - ABC / No emps - 25 / GM - James E Mankines / PD - Bruce  
 Johnson / MD - Michael Jones / ND - Mike Anthony / Playlist - 50 / LP  
 cuts - yes / Oldies - 40% / Jing - none / Synd - none / C load - 10 / Pro-  
 mo - M,T / Reports to RW

KAYC / 1000 W / 713-833-9421 Top 40  
 Box 870, Beaumont TX 77704  
 No emps - 13 / GM - Al Caldwell / PD - Jay Scott / MD - same / ND -  
 John Dennis / Playlist - 35-40 / LP cuts - yes / Oldies - 30-60% / Jing -  
 TM You / Synd - AT 40 / Auto - no / Interviews - none / C load - 14 m  
 / Reports to RR / Promo - 9-1:30 M,W

KAYD / 50,000 W / 713-833-3697 AOR  
 Box 870, Beaumont, TX  
 Owner - Texas Coast Bdcstrs / No emps - 9 / GM - Al Caldwell / PD -  
 Michael Danbaum / MD - same / ND - John Dennis; staff-3 / Playlist -  
 60 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - King B, Rock ar-  
 ound World / Auto - 4-6 am M-F, 2-9 am Sat & Sun / Interviews - none  
 / C load - 8 min / Promo - 1-3 / Reports to RR

KAYO / 5000 W / Country  
 2939 4th Ave, Seattle WA 98134  
 Owner - Wash Telecstrs / GM - John DiMeo / PD - Ben Peyton / MD -  
 same / ND - Dennis Buckel / Playlist - 50 / LP cuts - yes / Oldies - 30% /  
 Jing - TM / Synd - none / Auto - none / Interviews - open / Promo - 9-  
 12 / C load - 14 u / Reports to CB RR BG

KAYQ Country  
 No emps - 23 / GM - Jim Coleman / PD - Jon Reed / Playlist - 30 / LP  
 cuts - yes / Oldies - 30% / Jing - Great Am Music Mach / Synd - none /  
 Auto - no / Interviews - discouraged / C load - 12-15 m / Promo - open /  
 Reports to BG BB RW

**KAZA/5000W/408-998-1290** Spanish  
Box 1290, San Jose, CA 95108  
Owner - Radio Fiesta / No emps - 18 / GM - Albert Rodriguez / PD - Robert Colonga / MD - Alfredo Rodriguez / ND - Edmundo Saenz; staff-2 / Playlist - 60 / LP cuts - yes / Jing - custom / Synd - none / Auto Auto - no / Interviews - none / C load - 18 m / Promo - open

**KBBC-FM/115,000W/602-258-7333** AOR  
Box 711, Phoenix, AZ 85001  
Owner - Combined Comm / GM - Richard K Penn / PD - JD Freeman / MD - Consult (Tom McKay) / Playlist - 100 / LP cuts - many / Oldies - 50% / Jing - none / Synd - Windchime / Auto - no / Promo - open / C load - 10 m / Reports to BB BG RR

**KBDF/5000W/503-345-4304** Ad. Contemp.  
1600 Coburg Rd, Eugene, OR 97401  
Owner - Mattco Inc / GM - Michael Cole / PD & MD - Richard Harker / ND - Tom Franklin; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 30% / Jing - TM / Synd - Wolfman / Auto - no / Interviews - rarely / Reports to KR BG / C load - 14 u / Promo - open

**KBEQ-FM/50,000W/531-816-2535** Ad. Contemp.  
3100 Broadway, Ste 111, Kansas City, MO  
Owner - KBEQ Inc / No emps - 25 / GM - Connie Wodlinger / PD - Bob Laurence / MD - Jeff Elliot; / ND - Art Hadley; staff-1 / Playlist - 30 / LP cuts - limited / Oldies - 50% / Jing - TM / Synd - AVP / Auto - no / Interviews - not usually / Reports to BG RR Brennaman cb rw 6 C load - 10 m / Promo - after 2

**KBFW/206-734-8555** Prog. Country  
Box "D", Bellingham, WN 98225  
Owner - Fred Danz / No emps - 15 / GM - Jack Chunn / PD - Al Sande / MD - Dale Hansen / ND - Pete Kreman; staff-1 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - Tanner / Synd - none / Auto - no / Interviews - artists often / C load - 18 m / Promo - 10-1 / Reports to BG RR

**KBLE/515-266-0091** AOR  
1332 Morton Ave, Des Moines IOWA  
Owner - Thunderbird Corp / No emps - 5 / GM, PD & MD & ND - Ron Sorensen / Playlist - infinite / LP cuts - yes / Jing - none / Synd - Rock around World / Auto - yes / Interviews - Whenever / C load - 6 m / Promo - open / Reports to Walrus

**KBOL/1000W/303-444-1490** MOR  
Box 146, Boulder, CO 80302  
Owner - Boulder Radio KBOL Inc / No emps - 22 / GM & PD - Rusty Shaffer / MD - Dave Gumm / ND - Adrian Hise; staff-3 / Playlist - 32 / LP cuts - yes / Oldies - 15% / Jing - TM / Synd - Flashback / Auto - no / Interviews - Occas / C load - 18 m / Promo - open

**KBOX/214-348-3800** Mod Country  
 9900 McCree Rd, Dallas, TX 75238  
 Owner - Grp 1 / No emps - 45 / GM - Chester Macwell / PD & MD - Tom Allen / ND - Dave O'Brien; staff-7 / Playlist - 45 / LP cuts - yes / Oldies - 50% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - 3-6 pm, anytime

**KBPI/100,000W/936-2313** AOR  
 4460 Morrison Rd, Denver CO 80219  
 Owner - Progressive Bdcstrs Inc / No emps - 22 / GM - None / PD - Frank Felix / MD - same / ND - Larry Jacobs; staff-1 / Playlist - LPs / Oldies - 55% / Jing - none / Synd - King B / Auto - no / Interviews - at times / C load - 8 u / Promo - open

**KBUY-FM/54,000W/806-372-6543** Country  
 Box 5844, Amarillo TX 79107  
 Owner - John Walton / No emps - 21 / GM - George Schmidt / PD - Dugg Collins / MD - Auto (Drake-Chen / ND - Bruce Freeman; staff-2 / Jin - none / Synd - no / Auto - Drake-Chen 24 hrs / Interviews - none / Reports to BG / C load - 18 m

**KBYR/1000W/907-272-3456** MOR  
 Box 2200, Anchorage, Alaska  
 Owner - Northern TV Inc / No emps - 25 / GM - Ron Moore / MD - Bruce Kier / ND - Cathy Madison; staff-3 / Playlist - 45 / LP cuts - yes / Oldies - 20% / Synd - Old Gold / Interviews - open / Reports to BB / C load - 10 m / Promo - open

**KCAD/500W/915-692-1188** Country/Gospel  
 Box 5744, Abilene TX  
 Owner - Dell Morton / No emps - 11 / GM - Paul Hull / PD - Johnny Thurman / MD - same / ND - Bob Long; staff-1 / Playlist - 60 / LP cuts - yes / Oldies - 1 hr / Synd - Man & Molecules / Auto - no / Interviews - whenever / C load - 18 m / Promo - open

**KCBC/1000W/515-277-4483** Ad. Cont.  
 6967 University Ave, Des Moines IOWA 50311  
 Owner - Blackhawk Bdcstg / No emps - 17 / GM - Jim Stewart / PD - same / MD - Dick Lemmon / ND - Dale Cerbin; staff-8 / Playlist - 20 / LP cuts - no / Oldies - 60% / Jing - TM / Synd - Theatre of the Mind, 90 Minutes / Auto - no / Interviews - no artist interviews / C load - 15 m / Promo - 9-11 / Reports to BB BG

**KCBQ/50,000W/714-286-1170** Top 40  
 9416 Mission Gorge Rd, San Diego CA 92071  
 Owner - Downe Comm / No emps - 56 / GM - Russ Wittberger / PD - Gerry Peterson / MD - Mason Dixon / ND - Bob Publicover; staff-6 / Playlist - 35 / LP cuts - occas / Oldies - 25% / Jing - TM / Synd - none / Synd - none / Interviews - occas; on-air / Rep to BB KR RR Bren BG CB RW Poe / C load - 12 m / Promo - T-F

KCBS (AM)/50,000W/415-982-7000 News  
One Embarcadero Center, San Francisco CA 94111  
Owner - CBS Inc / No emps - 85 / GM - Peter McCoy / ND - Ted Feurey  
- staff-38 / Playlist - none / Jing - custom / Synd - none / Auto - no

KCEE (AM)/5000W/602-622-7788 MOR  
Box 5886, Tucson, AZ 85703  
Owner - Strauss Bdcstg / No emps - 21 / GM - Robt A Strauss / PD &  
MD - David C Graham / ND - Clare Coffman; staff-1 / Playlist - hund-  
reds / LP cuts - almost exclusively / oldies - 90% / Jing - none / Synd -  
none / Auto - no / Interviews - public affairs or news / C load - 18 m /  
Promo - open

KCEE-FM/25,000W/602-622-7788 Beautiful  
Box 5886, Tucson, AZ 85703  
Owner - Strauss Bdcstg / No emps - 21 / GM - Robt A Strauss / PD &  
MD - David C Graham / ND - Clare Coffman; staff-1 / Playlist - tapes /  
Oldies - 100% / Jing - none / Synd - none / Auto - no / Interviews - pub-  
lic affairs or news / C load - 18 m / Promo - open

KCKC/5000W/714-882-2575 Mod. Country  
3225 E St, San Bernardino, CA 92406  
Owner - Doug Trenner / GM - Bob Mitchell / PD & MD - Bob Mitchell /  
ND - Bob Harvey; staff-1 / Playlist - 35 / LP cuts - yes / Oldies - 33% /  
Jing - TM / Synd - Drake-Chen Golden Yrs of Cntry / Auto - no / Inter-  
views - phone, weekly / Reports to RR BG / C load - 16 m / Promo - af-  
ter 2 pm

KCKN/1000W/816-321-3200 Country  
Box 1165, Kansas City, KA  
Owner - Kaye-Smith / No emps - 32 / GM - Glen George / PD - Gary  
Brazael / MD - Don Rhea / ND - Mike Shannon; staff-4 / Playlist - 60 /  
LP cuts - yes / Oldies - 25% / Jing - Pams / Synd - none / Auto - 12-6 am  
6 nites / Interviews - prerecorded / Reports to RR BG / C load - 18 m /  
Promo - Th afternoon

KCMO/50,000W/816-531-6789 Adult Contemp.  
125 E. 31st St, Kansas City, MO  
Owner - Meredith Bdcstg / No emps - 30 / GM - Steve Shannon / PD -  
Al Casey / MD - Joan Kelly / ND - Pam Whiting; staff-6 / Playlist - 30 /  
LP cuts - yes / Oldies - 60% / Jing - TM / Synd - Spec of Wk, Computer  
Kickoff, Studio B, Breakfast Serial / Auto - 2-6 am / Interviews - as av-  
ailable / Promo - W,Th,F

KCPX-AM/5000W/801-972-3030 Top 40  
1760 Freemount Dr, Salt Lake City, UT  
Owner - Columbia Pictures / No emps - 20 / GM - Wm E Wright / PD &  
MD - Gary Waldron / ND - Joe Lee; staff-20 / Playlist - 30 / LP cuts - no  
/ Oldies - 25% / Jing - Priority 1 / Synd - AT 40 / Auto - no / C load -  
16 m / Promo - before 2 pm / Reports to BB BG

KCPX-FM/17,000W/B01-972-3030 AOR  
 1760 Freemount Dr, Salt Lake City, UT  
 Owner - Columbia Pictures / No emps - 24 / GM - Wm E Wright / PD & MD - Gary Waldron / ND - Joe Lee; staff-15 / Playlist - 60 LPs / Oldies - 50% / JIng - none / Synd - News Blimp, Progressive Network / Auto - 12 am - B pm

KCRG/5000W/319-398-8422 Top 40  
 2nd Ave at 5th St, SE, Cedar Rapids, IOWA 53401  
 Owner - Cedar Rapids TV Co / No emps - 30 / GM - Ed Lasko / PD - Carl Mann / MD - Duke Davis / ND - Phil Morgan; staff-4 / Playlist - 35 / LP cuts - rarely / Oldies - 33% / JIng - TM / Synd - none / Auto - no / Interviews - live in studio; occas phone in am / Reports to BG / C load - 30 / Promo - open

KCSW/100,000W/512-477-6375 Adult Contemp.  
 Box 2197, Austin, TX  
 Owner - Pioneer Bdcstg / No emps - 12 / GM - Bob Botik / PD & MD - Bob Joseph / ND - Bob Shrader; staff-10 / Playlist - 22 / LP cuts - yes / Oldies - 38% / JIng - none / Synd - none / Auto - no / Interviews - No interviews / Reports to BB RR BG / C load - 12 m / Promo - M-Th

KDAL/5000W/218-727-8911 MOR  
 425 W Superior St, Duluth, MN 55802  
 Owner - WGN Contl Chicago / No emps - 19 / GM - John LaForge / PD & MD - John R Snee / ND - Buck Battin; staff-7 / Playlist - 50 / LP cuts - yes / Oldies - 33% / JIng - none / Synd - none / Auto - no / Interviews - open / C load - 1B m / Promo - after 10:30 am

KDEO/1000W/714-5B3-9100 AOR  
 Box 2908, San Diego CA 92112  
 Owner - Metro Comm Inc / No emps - 20 / GM - Tom Sidley / PD - Larry Himmel / MD - Meme Kinsella / ND - Rick Hill; staff-2 / LP cuts - yes / Oldies - 30-40% / JIng - none / Synd - none / Auto - no / Interviews - public affairs only / Promo - open / C load - 10 u / Reports to RR BG

KDIA/5000W/415-834-4262 Black  
 Bay Bridge Toll Plaza Rd, Oakland CA 94662  
 Owner - Sonderling / No emps - 35 / GM - J Walter Carroll / PD - Keith Adams / MD - Johnny Morris / ND - Wes Moore; staff-3 / Playlist - 50 / LP cuts - yes / Oldies - 25% / JIng - TM Synergy / Synd - none / Auto - no / Interviews - public affairs / Promo - W 11:30-2 / C load - 16 m / Reports to BB RW CB BG

KDJW AM/54,000W/B06-372-6543 Country  
 Box 5844, Amarillo TX 79107  
 Owner - John B Walton / No emps - 21 / GM - George Schmidt / PD - Dugg Collins / MD - same / ND - Bruce Freeman; staff-2 / Playlist - 70 / LP cuts - yes / Oldies - 33% / JIng - Tanner / Synd - none / Auto - no / Interviews - Drop in / Reports to RR BG / C load - 18 / Promo - W

**KDJW-FM/54,000W/806-372-6543** Country  
Box 5844, Amarillo, TX 79107  
Owner - John B Walton / GM - George Schmidt / PD & MD - Dugg Collins / ND - Bruce Freeman / Synd - Great Am Country / Auto - Always / C.load - 18 m / Promo - none /

**KDKA/50,000W/412-391-3000** Block  
1 Gateway Center, Pittsburgh, PA 15222  
Owner - Westinghse Bdcstg / No emps - 70 / GM - Bill Hartman / PD - Dave Graves / MD - Harry O'Toole / ND - Nancy Kadlovsky; staff-10 / Playlist - 30 / LP cuts - limited / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - public affairs / C load - 17 m / Promo - open

**KDKB AM-FM/10,000 & 100,000W/602-833-4261** AOR  
146 So Country Club Dr, Phoenix, AZ 85201  
Owner - Dwight Karma Bdcstg / No emps - 27 / GM - Eric Haverstein / PD - Hank Cookenboo / MD - Linda Thompson / ND - Mark Nykannon; staff-6 / Playlist - var / LP cuts - yes / Oldies - 65% / Jing - none / Synd - King B / Auto - no / Interviews - Public affairs & at random / Reports to RR RW CB BB / C load - 9 m / Promo - open

**KDKO/5000W/303-794-4211** Disco  
Box 418, Littleton, CO 80129  
Owner - KDKO Inc / No emps - 14 / GM - David M Segal / PD & MD - Bob Moore / ND - Don Miller; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 5% / Jing - none / Synd - none / Auto - no / Interviews - short, pre-rec / Promo - 9-1 M,T,Th,F / Reports to CB RW BC / C load - 12 m

**KDWB AM-FM/5000 & 100,000W/612-739-4000** Top 40  
Box 7630, St. Paul, MN 55119  
Owner - Doubleday / No emps - 30 / GM - Gary Stevens / PD - John Sebastian / MD - True Don Bleu / ND - Mike Elston / staff-1 / Playlist - 30 / LP cuts - occas / Oldies - 50% / Jing - none / Synd - AT 40, RW Morgan / Auto - no / Interviews - no interviews / C load - 10 m / Promo - open / Reports to BB RW CB BG RR KR

**KDWN/50,000W/702-385-7212** Adult Contemp.  
Union Plaza Hotel, 1 Main St, Las Vegas NV 89114  
Owner - Radio Nevada / No emps - 20 / GM - A J William / PD & MD - Charley Scott / ND - Mal Harris; staff-1 / Playlist - 45 / LP cuts - yes / Oldies - 35% / Jing - Terry Moss / Synd - Chuck Blore / Auto - no / Interviews - 2 min features / Reports to RR BG / C load - 16 m / Promo - before 3

**KDZA/1000W/303-544-5646** Top 40  
201 W 8th, Pueblo, CO 81002  
Owner - Gayberry Bdcstg / No emps - 30 / GM - Mike Galer / PD - Frank Provenza / MD - Rip 'Van Winkle' Avina / ND - Gary Wayne; staff-4 / Playlist - 42 / LP cuts - no / Oldies - 25% / Jing - Tanner Super O / Synd - none / Auto - no / Interviews - no / Reports to RR BG / C load - 12 m / Promo - T after 1 pm

**KEBC/50,000W/405-631-7501** Country  
 Box 94580, Oklahoma City, OK 73109  
 Owner - Electronic Bdcstg / No emps - 24 / Pres - Ralph Tyler / PD & MD - Dennis Rainwater / ND - Mike Kouri; staff-5 / Playlist - 90 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - Ralph Emory / Auto - no / Interviews - yes / Reports to BB RR / C load - 16 m / Promo - Th 10-1

**KEED/1000W/503-344-1457** Country  
 1245 Charnelton, Eugene, OR 97401  
 Owner - Monroe Bdcstg / GM - Bill Moller / PD - Tom Edwards / MD - Bob Wise / ND - Bob Anderson; staff-1 / Playlist - 30+ / LP cuts - night only / Oldies - 47% / Jing - TM Country / Synd - Ralph Emory / Auto - no / Interviews - once a month hr feature / Reports to RR BG / C load - 18 m / Promo - 10-1

**KEEL/50,000W/318-425-8692** Adult Contemp.  
 710 Spring St, Shreveport, LA 71102  
 Owner - Multi-Media / No emps - 33 / GM - Marie Gifford / PD - Steve Kelley / MD - Charlie Ross / ND - Ken Booth; staff-4 / Playlist - 35 / LP cuts - rarely / Oldies - 35% / Jing - TM Synergy / Synd - none / Auto - no / Interviews - major artists / Reports to RR KR BG RW BB CB / C load - 22 u / Promo - M,W,Th 1:30-3 pm

**KEEN/5000W/408-249-5336** Country  
 1245 So Winchester Blvd, San Jose, CA 95128  
 Owner - United Bdcstg Co / GM - George Snell / PD & MD - Steve Snell / ND - Mark Allen; staff-1 / Playlist - 70 / LP cuts - yes / Oldies - 50% / Jing - Tanner Soph / Synd - none / Auto - no / Interviews - artists when in area / Reports to BG / C load - 18 m / Promo - after 2 pm

**KEEZ/100,000W/512-223-3004** Adult Contemp.  
 2800 Tower Life Bldg, San Antonio TX 78205  
 Owner - Clear Channel Comm / No emps - 13 / GM - Henry Roberts / PD - John Shannon / MD - Joe Sandoval / ND - none; staff-5 / Playlist - 20 / LP cuts - seldom / Oldies - 50% / Jing - TM / Synd - Am Idea / Auto - semi / Interviews - Entertainment News, nites / C load - 8 u / Reports to BB / Promo - open

**KEFC/3500W/817-776-3900** Gospel  
 4700 Bosque Blvd, Waco TX 76710  
 Owner - Joy Bdcstg / No emps - 7 / GM - Joe Willis / PD & MD - Randy Woodall / ND - Gary Struth; staff-1 / Playlist - 200 / LP cuts - yes / Jing - TM / Auto - no / Interviews - Point of View / Promo - open

**KELI/5000W/918-622-1430** Top 40  
 Box 52185, Tulsa, OK 74152  
 Owner - Bdcstg Assoc / No emps - 20 / GM & MD - Joe Henderson / PD - John Michaels / ND - Randy Kindy; staff-3 / Playlist - 30 / LP cuts - some / Oldies - 30% / Jing - cust / Synd - AT 40, Natl LP Cntdn / Auto - no / Interviews - in town, artists with hits / Reports to RR CB BB / C load - 14 m / Promo - afternoons

**Quarterly Report Radio Quarterly Report Radio Quarterly Re**

**KENR/10,000W/713-621-7192** Mod. Country  
 Two Greenway Plaza E, Houston TX 77046  
 Owner - Lake Huron Bdcstg / No emps - 36 / GM - Robt M Chandler / PD - Ric Libby / MD - Bruce Nelson / ND - Frank Boardman; staff-5 / Playlist - 60 / LP cuts - limited / Oldies - 30% / Jing - TM / Synd - none / Auto - no / Interviews - on jock shows / Reports to RR BG BB CB RW / C load - 14 m

**KERE/5000W/303-759-0071** Country  
 Box 22703, Denver CO 80222  
 Owner - Mission Bdcstg / No emps - 30 / GM - Ed Hardy / PD - R T Simpson / MD - Jim Love / ND - Steve Wilcox; staff-4 / Playlist - 50+ / LP cuts - yes / Oldies - var / Jing - Tanner, Pams / Synd - none / Auto - no / Interviews - occas / Reports to RR BG BB / C load - 16 m / Promo - M,W,Th,F 9-12

**KERN/1000W/805-832-1410** Top 40  
 Box 2700, Bakersfield CA 93303  
 Owner - Brandon Robison / No emps - 15 / GM - Terry Dorsey / PD - John Mitchell / MD - Bob Harlow / ND - John Q Lawrence; staff-1 / Playlist - 33 / LP cuts - selected / Oldies - 40% / Jing - TM / Synd - AT 40 / Auto - no / Reports to RR / C load - 15 m / Promo - open

**KEUT-FM/622-2312** Beautiful  
 1100 SW Florida, Seattle WA 98124  
 Owner - Hercules Bdcstg / No emps - 7 / GM - Jim McGovern / Op - Richard Connell / MD - SRP / ND - George Garrett; staff-6 / LP cuts - few / Jing - none / Synd - none / Auto - 24 hrs / Interviews - public service program on Sun / Reports to RAB HR / C load - 6 u / Promo - none

**KEWI/5000W/913-272-2122** Top 40  
 5315 W 7th St, Topeka KS  
 Owner - Midland Bdcstrs / No emps - 25 / GM - Bob Russell / PD - Bob Finot / MD - Bruce Wayne / ND - Mike Manns; staff-3 / Playlist - 35 / LP cuts - yes / Oldies - 45% / Jing - Toby Arnold / Synd - AT 40, Gr Am Spirit, RW Morgan / Auto - no / Interviews - Record Report / Reports to RR BG RW CB Bdcstg / C load - 18 m / Promo - M,T,F 1-4, W 3-4

**KEYS/1000W/512-882-7411** Top 40  
 Box 1460, Corpus Christie, TX 78403  
 Owner - Radio Corpus Christi / GM E C Stern Jr / PD - Eric Chase / MD - Rusty Garrett / ND - Ede Day; staff-3 / Playlist - 39 / LP cuts - yes / Jing - Toby Arnold / Synd - Earth News / Auto - no / Interviews - open / Reports to BG / C load - 18 m / Promo - Th,F

**KEX/50,000W/503-256-1190, 503-225-2290** Adult Contemp.  
 2130 SW 5th Ave, Portland OR 97201  
 Owner - Golden West Bdcstg / No emps - 36 / GM - Richard P Kale / PD - Eric G Norberg / MD - Bob Swanson / ND - Jim Howe; staff-5 / Playlist - 42 / LP cuts - 6 / Oldies - 50% / Jing - Cent 21 / Synd - RW Morgan / Auto - no / Interviews - occas on Bob Swanson show / Reports to RR BB BG

**Quarterly Report Radio Quarterly Report Radio Quarterly**

**KEXL-FM/100,000W/512-696-9940** AOR  
 8400 Data Point, San Antonio TX 78229  
 Owner - Doubleday Bdcstg / No emps - 13 / GM - Rex Tackett / PD - Tony Dale / MD - Allen Grimm / ND - Sam Kendrick; staff-2 / Playlist - var / LP cuts almost all / Oldies - 30% / Jing - none / Synd - King B, Earth News / Auto - no / Interviews - open / Reports to RR CB BB / C load - 8 m / Promo - F

**KEZR-FM/50,000W/408-287-5775**  
 Box 167, San Jose CA 95103  
 Owner - Alta Bdcstg / No emps - 10 / GM - Jim Levitt / PD - Don Welsh / MD - Terry Gillingham / ND - Vic Bremer; staff-10 / Playlist - 200 / LP cuts - yes / Jing - none / Synd - none / Auto - 24 hrs / Interviews - no policy / C load - 12 m / Promo - T,Th after 2

**KEYZ/5000W/714-776-1191** Top 40  
 1190 E Ball Rd, Anaheim CA 92805  
 Owner - KEYZ Inc / No emps - 31 / GM - Dan Mitchell / PD - Rick Carroll / MD - Larry Groves / ND - Adam J DeMarais; staff-3 / Playlist - 35+ / LP cuts - yes / Oldies - 40% / Jing - WLS Pams 76 / Synd - LP Cntdn, Relig / Auto - no / Interviews - not reg / Reports to KR RR BB BG RW CB Brenaman / C load - 10 m / Promo - W-F

**KEYZ-FM/714-776-3696** AOR  
 1190 E Ball Rd, Anaheim CA 92805  
 Owner - Harris J Thompson / GM - Dan Mitchell / PD - Jack Snyder / MD - Ron Burnstein / ND - Adam DeMarais; staff-1 / Playlist - 800 / LP cuts - yes / Oldies - 45% / Jing - none / Synd - King B, BBC, Earth News / Auto - 24 hrs / Interviews - as sched / Reports to KR RR BG BB RW CB Brenaman / C load - 10 m / Promo - W,Th,F

**KFAC AM-FM/5000 & 50,000W/213-938-0161** Classical  
 5773 Wilshire Blvd, Los Angeles, CA  
 Owner - ASI Comm / No emps - 30 / GM - George Fritzingler / PD - Carl Princi / MD - Clyde Allen / ND - Tom Franklin; staff-1 / Playlist - 1500 / LP cuts - yes / Oldies - 98% - The Orig Top 40 / Jing - none / Synd - Boston Pops, Phil Orch, Utah Symph, Chicago Symph, Library of Congress / Auto - 1am-5pm on FM & 1-6am on AM / Interviews - classical artists & authorities / C load - 12 m / Promo - open

**KFDI/5000W/316-838-9141** Country  
 4200 No Old Lawrence Rd, Wichita KS  
 Owner - Wichita Grt Empire Bdcstg Inc / No emps - 46 / GM - Mike Oatman / PD - Larry Scott / MD - Don Walton / ND - Chuck Hogan; staff-8 / Playlist - 90-100 / LP cuts - yes / Oldies - 25% / Jing - Toby Arnold / Synd - Ralph Emery / Auto - no / Interviews - open / Reports to BG BB RW / C load - 18 m / Promo - M

**KFI/50,000W/213-385-0101** Adult Contemp.  
 610 So Ardmore, Los Angeles CA  
 Owner - Cox Bdcstg / No emps - 60 / GM - Jim Wesley / PD - Biggie Cox / MD - Dave Moore / ND - Mike Parker / Playlist - 50 / LP cuts - 1-2 / Oldies - 30% / Jing - cust / Synd - none / Auto - no / Interviews - occas / Reports to RR BG / C load - 19 u / Promo - M

**Quarterly Report Radio Quarterly Report Radio Quarterly R**

KFIG/50,000W/209-485-7762 AOR  
 222 Tulare St, Ste 625, Fresno CA 93721  
 Owner - Kadota Wireless Inc / No emps - 16 / GM - Steve Courtney / PD - Joe Reiling / MD - Helen Melene / News staff-1 / Playlist - unlt'd / LP cuts - yes / Oldies - 55% / Jing - none / Synd - Dr D, King B, Newspace / Auto - no / Interviews - open / C load - 10 m / Reports to Wal, RR CB BB / Promo - open

KFJZ AM-FM/5000W/817-731-6301 MOR  
 Box 1317, 4801 W Freeway, Ft Worth TX 76101  
 Owner - Swanco Bdcstg / No emps - 55 / GM - Ric Marcellan / PD - Gary Mack / MD - Danny Owen / ND - Bob Barrr; staff-6 / Playlist - 30 / LP cuts - occas / Oldies - 45% / Jing - TM cust / Synd - Rec Rep, 90 Min, Spec of the Wk / Auto - no / Interviews - pre-rec, aired on Sun am / C load - 14 m / Reports to RR BG /

KFMB-AM/30,000W/714-232-2114 Adult Contemp.  
 1405 5th Ave, San Diego CA 92112  
 Owner - Midwest TV / No emps - 50 / GM - Paul Palmer / PD - Scott Burton / MD - Clark Anthony / ND - Fred Steman; staff-6 / Playlist - 30 / LP cuts - occas / Oldies - 50% / Jing - Cust TM / Synd - none / Auto - 1-5:30 am / Interviews - no policy / Promo - open (464-2132) / C load - 14 / Reports to RR BG CB RLO

KFMB-FM (B-100)/30,000W/714-232-2114 Top 40  
 1405 5th Ave, San Diego CA 92112  
 Owner - Midwest TV / No emps - 20 / GM - Paul Palmer / PD & MD - Bobby Rich / News staff-1 / Playlist - 37 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to RR BG CB RLO / C load - 8 m / Promo - open (464-2132)

KFML/5000W/303-399-1390 AOR  
 6675 E Tennessee, Denver, CO  
 Owner - Bruce Lien / No emps - 15 / GM - Don Zucker / PD - Craig Applequist / MD - Don Zucker / ND - Kathy Miller / Playlist - unlt'd / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - 5 min, 1 per day / C load - 9 per hr / Promo - open / Reports to RR Wal

KFMN/100,000W/915-677-3632 AOR  
 102 Pine St, Abilene TX 79601  
 Owner - Dave L Boyll / No emps - 15 / GM - Dave L Boyll / PD & MD - David Perry / Playlist - 50 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - Earth & Hot News / Auto - no / Interviews - various programs / C load - 8 m / Promo - M am

KFMY/3500W/503-343-4511 AOR  
 4555 Blanton Rd, Eugene, OR 97405  
 Owner - Duke Young / No emps - 11 / GM - Duke Young / PD - David Harper / MD - same / Pub Svc - Mike Young / Playlist - 100 / LP cuts - yes / Oldies - 60% / Jing - none / Synd - ABC Contemp News / Auto - no / Interviews - whenever / Reports to Wal / C load - 10 m / Promo - open

**KFOX/1000W/213-436-7281** Country

666 E Ocean Blvd, Suite 1408, Long Beach CA  
 Owner - John Walton / No emps - 30 / GM - Dave Sweeney / PD - Jim Christopherson / MD - Pat O'Brien / ND - Daren Lane; staff-3 / Playlist - 50 / LP cuts - yes / Oldies - 62% / Jing - Magic Images / Synd - none / Auto - no / Interviews - midday show / Reports to RR BG BB RW CB / C load - 18 u / Promo - W,Th 9-11 am

**KFRC/5000W/415-982-9200** Top 40

415 Bush St, San Francisco, CA  
 Owner - RKO / No emps - 55 / GM - Patrick Norman / Op - M Spears / MD - David Sholin / ND - Jo Interrante; staff-7 / Playlist - 32 / LP cuts - few / Oldies - 25% / Jing - TM You / Synd - none / Auto - no / Reports to RR BG / C load - 12 m / Promo - open

**KFWD/100,000W/214-528-5500** AOR

3626 No Hale St, Dallas TX 75219  
 Owner - Southern Bdcstg / No emps - 25 / GM - Bud Stiker / PD - Dave Van Dyke / MD - Tim Spencer / ND - Mitch Carr; staff-2 / Playlist - 55 / LP cuts - exclusively / Oldies - 50% / Jing - none / Synd - RATW, Inner-View / Auto - no / Interviews - open

**KFXM/1000W/714-825-5555** Top 40

666 Airway Dr, San Bernardino CA 92408  
 Owner - John Hearne & Howard Tullis / No emps - 30 / GM - Bob Bunnell / PD - Ted Brown / MD - Mike Matthews / ND - Larry Shield / Playlist - 32 / LP cuts - yes / Oldies - 33% / Jing - TM / Synd - none / Auto - no /

**KFYE/68,000W/209-486-5294** AOR

Fresno Townehouse, Ste 535, Fresno CA 93721  
 Owner - Stereo Bdcstg Corp / No emps - 21 / GM - Bob Treadway / PD - Dan Spears / MD - same / Playlist - 120-150 / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - as available / Reports to RR BG KR FM Q / Promo - M-F 10-3 / C load - 10 m

**KGA/50,000W/509-448-2311** Country

Box 8348, South 6228 Regal, Spokane WA  
 Owner - Monroe Bdcstg / No emps - 20 / GM - Steve Dean / PD & MD - Ron Norwood / ND - Ron Hardin / Playlist - 65 / LP cuts - yes / Oldies - 25% / Jing - TM Country / Synd - Ralph Emery / Auto - no / Interviews - popular artists only / Reports to RR BB /

**KGB (AM)/5000W/714-297-2201** Mellow Music

4141 Pacific Highway, San Diego CA 92138  
 Owner - KGB Inc / No emps - 40 / GM - James Price / PD - Rick Leibert / MD - Steve Capan / ND - Lew Rogers; staff-4 / Playlist - 40 / LP cuts - yes / Jing - none / Synd - Dr D, AT 40 / Auto - no / Interviews - Joyful Wisdom program

**KGB-FM/50,000W/714-297-2201**

**Rock**

4141 Pacific Highway, San Diego CA 92138

Owner - KGB Inc / No emps - 40 / GM - James Price / PD - Rick Leibert / MD - Steve Capan / ND - Lew Rogers; staff-4 / Playlist - 80+ / LP cuts - yes / Jing - none / Synd - BBC, Dr D, Earth News / Auto - no / Interviews - Joyful Wisdom program

**KGEE/805-327-3587**

**News**

Box 937, Bakersfield, CA 93302

Owner - Anchor-Weight Bdcstg / No emps - 25 / GM - George Allen / Op - Chris Edwards / ND - Ron Foster; staff-10 / Synd - Don Allen Commentaries / Auto - no / C load - 18 m

**KGFM/805-327-3587**

**MOR**

Box 937, Bakersfield CA 93302

Owner - Anchor Weight Bdcstg / No emps - 25 / GM - George Allen / Op - Chris Edwards / MD - Dennis Beaver / ND - Ron Foster; staff-10 / Playlist - 50 / LP cuts - yes / Oldies - 50% / Jing - Pams / Synd - Studio West Sound of Love / Auto - 24 hrs / Interviews - no policy / C load - 18 m / Promo - open / Reports to BB

**KGGO/100,000W/515-265-6181**

**Top 40**

3900 NE Broadway, Des Moines, IA 50317

Owner - Stoner Bdcstg Syst / No emps - 15 / GM - Cal Crane / PD - Jerry Dean / MD - Kevin O'Day / ND - Ed Anderson; staff-3 / Playlist - 30 / LP cuts - no / Oldies - 30% / Jing - Pams WLS 76 / Synd - Earth News / Auto - no / Interviews - in town / Reports to BG / C load - 8 m / Promo - open

**KGMB/5000W/808-949-6131**

**MOR**

1599 Kapiolani Blvd, Honolulu, HI

Owner - Pacific Bdcstg / No emps - 35 / GM - Earl McDaniel / PD - George Kennedy / MD - Jerry Cox / ND - Bill Edwards; staff-5 / Playlist - 1000 / LP cuts - yes / Oldies - 90% / Jing - Peter Prod / Synd - Yankee Doodles, Chicken Man, Story Lady / Auto - no / Interviews - mornings / Promo - open / C load - 25 u /

**KGNC/10,000W/806-355-9801**

**MOR**

3505 Olsen Blvd, Box 710, Amarillo TX 79105

Owner - Stauffer Pub Inc / No emps - 32 / GM - Geo Logan / PD & MD - John Dawson / ND - Lee Wilcox; staff-4 / Playlist - 45 / LP cuts - 5% / Oldies - 5% / Jing - TM Amer 200 / Synd - Art Turf Show, Flashback / Auto - NO / C load - 18 m / Promo - 9-11

**KGNC-FM/45,000W/806-355-9801**

**Beautiful**

Box 710, Amarillo TX 79105

Owner - Stauffer Pub Inc / No emps - 6 / GM - Geo Logan / PD & MD - John Dawson / ND - Lee Wilcox / Playlist - 45 / LP cuts - few / Oldies - 5% / Jing - AM 200 / Synd - Tandem / Auto - 22 hrs / Interviews - drop-in anytime (daytime) / C load - 18 m / Promo - 9-11 am

KGON/100,000W/503-655-9181 AOR  
Box 22125, Portland OR 97222  
Owner - McCoy / No emps - 13 / GM - Craig McCoy / PD - Bob Brods /  
MD - Mike Simon / ND - Mike Turner; staff-3 / Playlist - 16 / LP cuts -  
yes / Oldies - 40% / Jing - none / Synd - Story Lady, Alan Watts / Auto  
- no / Interviews - programs / Promo - M,W,Th,F / Reports to KR / C  
load - 9 m

KGU/10,000W/808-536-3626 Adult Contemp  
605 Kapiolani Blvd, Honolulu HI 96813  
Owner - Copley Newspapers / No emps - 20 / GM & Pres - Don Metzger  
/ PD & MD - Bernie Armstrong / ND - Dick Cook; staff-4 / Playlist - 51  
/ LP cuts - yes / Oldies - 40% / Jing - Great Am B'day Party, Drake-Chenault  
Golden Yrs / Auto - wknds / Interviews - pre-taped & live / Re-  
ports to BG BB / C load - 18 m / Promo - open

KGW/5000W/503-226-5000 Top 40  
1501 SW Jefferson St, Portland OR 97201  
Owner - King Bdcstg / No emps - 33 / GM - Keith Lollis / PD - Mike  
Phillips / MD - Sydney Coker / ND - John Erikson; staff-4 / Playlist - 20  
/ LP cuts - occas / Oldies - 40% / Jing - Drake Motown / Synd - AT 40 /  
Auto - no / Interviews - open / Reports to KR BG RR RW BB CB / C  
load - 18 u / Promo - Mon

KHAD/1000W/314-586-8577 Mod. Country  
Box 585, Desoto, MO 63020  
Owner - Desoto Bdcstg Co Inc / No emps - 16 / GM - Pinkney B Cole /  
PD - Judy Cole / MD - Kenney Miller / ND - Dave Taylor; staff-3 / Play-  
list - 40 / LP cuts - yes / Oldies - 33% / Jing - Pepper-Tanner / Synd -  
none / Auto - no / Interviews - occas / C load - 18 m / Promo - 11-11:45  
am & 1-1:30 pm

KHJ/5000W/213-462-2133 Top 40  
5515 Melrose Ave, Los Angeles CA  
Owner - RKO / No emps - 70 / GM - Tim Sullivan / PD - Charlie Van  
Dyke / MD - Rosie Guevara / ND - Lyle Kilgore; staff-11 / Playlist - 30 /  
LP cuts - occas / Oldies - var / Jing - TM / Synd - RKO Special of the  
Month, Top 100 of the Year / Auto - no / Interviews - Special of the  
Month, Public affairs, newscasts / Reports to RR BG KR CB / Promo -  
Wednesday

KHOS/1000W/602-624-2431 Country  
Box 5946, Tucson, AZ 85703  
Owner - Grabet Inc / No emps - 20 / GM - Bill Phalen / PD - Tommy  
Wright / MD - Bill West / ND - Lee Allen; staff-3 / Playlist - 47 / LP cuts  
- yes / Oldies - 65% / Jing - TM Country / Synd - none / Auto - no / In-  
terviews - no policy / Reports to RR BB / Promo - M-F

**KHOW/5000W/303-573-6300** Adult Contmp.  
 Petroleum Club Bldg, Denver CO 80202  
 Owner - Doubleday Bdcstg / No emps - 45 / GM - Joseph L Ryan / PD - Hal Moore / MD - Scott Fischer / ND - Bud Elliott; staff-9 / Playlist - 28 / LP cuts - yes / Oldies - 25% / Jing - WB Tanner / Synd - RR Year-end Cntdn, RW Morgan, Elvis Story / Auto - no / Interviews - during Scott Fischer show / Reports to RR BG BB / Promo - 10-4 / C load - 18 m

**KIHK/100,000W/319-324-9151** Rock  
 805 Brady, Davenport, IA 52808  
 Owner - Palmer Bdcstg / No emps - 20 / GM - Lee Marts / PD & MD - Charles King / ND - Jack Thomsen; staff-8 / Playlist - 35 / LP cuts - no / Oldies - var / Jing - none / Synd - none / Auto - 1-6am / C load - 10 u / Promo - open

**KIIQ AM-FM/500 & 250W/303-685-5678** Adult Contemp.  
 Box 111, Manitou Springs CO 80829  
 Owner - Mtn States Bdcstg / No emps - 22 / GM - Dan Lacy / PD - Jack Bullet / MD - Steve Kennedy / ND - Dave Hewitt; staff-3 / Playlist - 55 / LP cuts - occas / Oldies - 46% / Jing - Gwainsound / Synd - none / Auto - no / Interviews - open / Promo - 12-3 pm / Reports to BG RR / C load - 18 m

**KIIS/8000W/213-466-8381** Top 40  
 6255 Sunset Blvd, Los Angeles CA  
 Owner - Combined Comm Corp / No emps - 52 / GM - Edw R Baird / PD - Charlie Tuna / MD - Sharon Nelson / ND - Bill Browning; staff-5 / Playlist - 40 / LP cuts - no / Jing - Pams / Synd - AT 40 / Auto - no / Interviews - as scheduled / Reports to RR BG / C load - 10 m / Promo - M,W,Th,F

**KIKN/1000W/512-884-9354** Mod. Country  
 Box 2827, Corpus Christi, TX 78403  
 Owner - AE Schepper / No emps - 15 / GM - Al Schepper / PD - Joe Ethridge / ND - Ron Johnson; staff-2 / Playlist - 65 / LP cuts - yes / Oldies - 20% / Jing - Calif Cntry / Synd - Ralph Emery / Auto - no / Interviews - as available / C load - 14m / Promo - before noon

**KIKX/5000W/602-299-9711** Adult Contemp  
 4701 No Swan, Tucson AZ 85703  
 Owner - Walton Bdcstg / No emps - 25 / GM - Bill Mitchell / PD - Ron O'Neill / ND - David Ulmer; staff-3 / Playlist - 40 / LP cuts - few / Oldies - 33% / Jing - Pams / Synd - Inner-View, Scott Ross, Earth News, Harvest Glenner / Auto - no / Interviews - Talk show on Sun / Report to GR RR RW CB BB B Bren / Promo - W

**KILE/1000W/713-762-8434** Top 40  
 Box 1441, Galveston TX  
 Owner - Tom Wisenhart / No emps - 18 / GM - Lou Muller / PD - Ken Rush / ND - Scott Michaels; staff-2 / Playlist - 40 / LP cuts - few / Oldies - 50% / Jing - TM Pacific & Southern / Synd - Inner-View / Auto - no / Interviews - during airshifts / Reports to RR / C load - 18 u / Promo - 12-2 M-F

# Quarterly Report Radio Quarterly Report Radio Quarterly R

- KILI/5000W/713-526-3461** Top 40  
500 Lovett, Houston TX 77006  
Owner - Lin Bdcstg / GM - Dickey Rosenfelt / PD - Bill Young / MD - same / ND - Jim Corolla / Playlist - 40 / LP cuts - occas / Oldies - 45% / Jing - TM / Synd - none / Auto - no / Interviews - occas / Reports to KR / Promo - M 12-2
- KIMN (AM)/5000W/303-234-9500** Top 40  
5350 W 20th Ave, Denver CO 80214  
Owner - Jefferson Pilot Bdcstg / No emps - 45 / GM - John McGuinness / PD - Hal Widsten / MD - Ed Greene / ND - Bruce Kamen; staff-8 / Playlist - 24 / LP cuts - no / Oldies - 66% / Jing - Music K / Synd - AT 40 / Auto - no / Interviews - major artists occas / Promo - M 9-1 / Reports to BG RR
- KING (AM)/50,000W/206-223-5236** Top 40  
320 Aurora Ave No, Seattle WA 98109  
Owner - King Bdcstg / No emps - 34 / GM - Jim Kime / PD - Alan Mason / MD - Rob Conrad / ND - Alan Mason; staff-3 / Playlist - 21 / LP cuts - occas / Oldies - 50% / Jing - TM You / Synd - none / Auto - no / Interviews - specials and some on-air / Promo - 2-4pm / C load - 12 u / Reports to KR RR
- KINK/100,000W/503-226-5080** AOR  
1501 SW Jefferson St, Portland OR 97201  
Owner - King Bdcstg Co / No emps - 12 / GM - Mac Cross / PD - Marquis L Marsh / ND - John Erickson; staff-4 / Playlist - 100 LPs / Oldies - 50% / Jing - none / Synd - BBC, specials, Jonathan Field & Friends / Auto - 9am-3pm & 12M-7am M-f; 12M-7pm Sat, 12M-8am & 12N-8pm Sun / Interviews - per appt with artists on playlist / C load - 10 u / Promo - Before 3 pm
- KIOA/10,000W/515-247-4533** Top 40  
215 Keo Wy, Des Moines IA 50309  
Owner - Mid Am Media / No emps - 35 / GM - Ed Wodka / PD - Peter McLane / MD - same / ND - Jim Bogelaar; staff-5 / Playlist - 25 / LP cuts - occas / Oldies - 45% / Jing - Shotguns / Synd - none / Auto - no / Interviews - artists with local appeal / Reports to RR RW BB CB / C load - 10 u / Promo - before 3 pm
- KIQI AM-FM/10,000 & 125,000W/415-956-5101** Adult Contemp.  
700 Montgomery St, San Francisco CA 94111  
Owner - Jim Gabbert / No emps - 25 / GM - Jim Gabbert / PD - Michael Lincoln / MD - Laverne Drake / Playlist - 60 / LP cuts - no / Oldies - 15% / Jing - local cust / Synd - none / Auto - no / Interviews - occas / Reports to RR RG RR / C load - 10 m / Promo - open
- KIQQ/58,000W/213-469-1631** Top 40  
6430 Sunset Blvd, Los Angeles CA  
Owner - Cosmic Comm / No emps - 30 / GM - Pat Shaughnessy / PD - Eric Chase / MD - Denise Gorman / ND - Ken Beck; staff-2 / Playlist - 50 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - Earth News, occas specials / Interviews - late Sun nite; important ones go live / C load - 10 m / Promo - Prefer M

**KIST/1000W/805-966-3981**

Top 40

Box 1169, Santa Barbara CA 93102

Owner - Radio Santa Barbara / No emps - 18 / GM - Pat Wardlaw / PD - Hal Bates / MD - Dick Williams / ND - Pat Riley; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 20-25% / Jing - Gwainsound / Synd - none / Auto - no / Interviews - seldom / Reports to BG

**KITY/100,000W/512-225-5111**

Box 2338, San Antonio TX 78298

Owner - Mission Bdcstg / No emps - 15 / GM - Dee Collins / PD & MD - Charlie Olson / ND - Frank Mortonson; staff-6 / Playlist - 36 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no /

**KIXZ/65,000W/806-355-4477**

Adult Contemp.

1703 Avondale, Amarillo TX 79106

Owner - Raymond Buff / No emps - 21 / GM - Tom York / PD - Dayton Todd / MD - Larry Anthony / ND - Jay Daniels; staff-3 / Playlist - 40 / LP cuts - at night / Oldies - 25% / Jing - Pams / Synd - none / Auto - no / Interviews - yes / Reports to Behind the Scenes / C load - 18 m / Promo - 12-3pm

**KJAK/405-631-8881**

AOR

Box 25787, Oklahoma City OK 73106

Owner - Sossen / No emps - 13 / GM - Bill Lacy / PD - Barbara Marullo / MD - John M Scott / ND - Stan Tacker; staff-13 / Playlist - 125 / LP cuts - solely / Oldies - 60% / Jing - none / Synd - Jazz show, live concert specials / Auto - no / Interviews - often / Reports to Walrus, RR BB / C load - 8 u / Promo - after 2

**KJET/1000W/713-842-2210**

Black

4945 Fannett Rd, Beaumont, TX

Owner - Tom Gibson / No emps - 14 / GM - Terrell Metheny / PD - Lloyd Jones / MD - same / ND - Dee Scott; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 24% / Jing - Pepper Tanner / Synd - none / Auto - no / Interviews - none / C load - 15 m / Promo - open

**KJLH/3000W/213-299-2992**

Black

3847 So Crenshaw, Los Angeles CA

Owner - John Lamor Hill / GM & PD - Rod McGrew / MD - Ollie Harris / ND - Earl Johnson / Playlist - 70 / LP cuts - yes / Oldies - 5% / Jing - none / Synd - none / Auto - no / Interviews - public affairs shows / C load - 15 m / Promo - open

**KJOE/1000W/**

News

526 Lane Bldg, Shreveport LA

Owner - John D Mitchell / No emps - 10 / GM - John D Mitchell / ND - Doyle Hardin; staff-5 / Jing - none / Synd - none / Auto - no / Interviews - none

**erly Report Radio Quarterly Report Radio Quarterly Report Radio**

**KJR/5000W/206-937-5100** Top 40  
Box 3726, Seattle WA 98124  
Owner - Kaye Smith Radio / No emps - 29 / GM - J Shannon Sweatte / PD - Steve West / MD - Tracy Mitchell / ND - Les Parsons; staff-2 / Playlist - 27 / LP cuts - yes / Oldies - 60% / Jing - Pams / Synd - AT 40 / Auto - no / Interviews - 8-9am Sun / Reports to KR RR BG RW CB / C load - 14 u / Promo - Mon only

**KJRB/5000W/509-448-1000** Top 40  
Box 8007, Spokane WA 99203  
Owner - Kaye Smith Entr / No emps - 21 / GM - Rod Krebs / PD - John Sherman / MD - Michael Christian / ND - Gregg Hersholt; staff-2 / Playlist - 27 / LP cuts - yes / Oldies - 50% / Jing - TM You / Synd - Casey Casem / Auto - no / Interviews - during news as feature / Reports to KR BB RR BG / C load - 18 u / Promo - 1-3 M

**KKDA/500W/214-647-1831** Black  
Box 707, Grand Prairie TX 75051  
Owner - Service Bdcstg Corp / No emps - 25 / GM - Hymen Childs / PD - Chuck Smith / MD - same / ND - Lisa Himbry; staff-8 / Playlist - 45 / LP cuts - yes / Oldies - 5% / Jing - TM / Synd - none / Auto - no / Interviews - regularly on news / Reports to BG CB RW / C load - 12 m / Promo - Th,F

**KKFM/23,000W/303-596-KKFM** AOR  
225 So Academy, Colorado Springs CO 80910  
Owner - Richard Sucher, John Leehey / No emps - 22 / GM - John Leehey / PD & MD - Steve Scott / ND - John Bartholomew; staff-1 / Playlist - 200 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - Earth News / Auto - no / Interviews - 8-9am / C load - 12 m / Promo - T,Th,11-3

**KKLS AM-FM/1000W/605-343-6161** Adult Contemp.  
Box 460, Rapid City, SD 57701  
Owner - James River Bdcstg / No emps - 20 / GM - Wm Spitzer / PD - Tom Franklin / MD - Michael Kjar / ND - Abner Hunter George; staff-1 / Playlist - 34 / LP cuts - yes / Oldies - 40% / Jing - Shotgun excerpts / Synd - Earth News, King B / Auto - no / Interviews - with Michael Kjar show (10-2) / C load - 17 m / Promo - M,Th after 12

**KKUA/10,000W/808-946-2869** Top 40  
765 Amana St, Honolulu HI 96814  
Owner - Kokua Radio 1 Corp / No emps - 25 / GM - Bob Wilson / PD - Dave Shaw / MD - Ed Kanoi / ND - Dick Barr / Playlist - 35 / LP cuts - occas / Oldies - 20% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - exclusives only / Reports to BB RR / C load - 12 m / Promo - open

**KKXX FM/805-393-1500** AOR  
1209 No Chester Ave, Bakersfield CA  
Owner - Buck Owens Entr / No emps - 20 / GM - Mike Owen / PD - Jay Albright / MD - Tony Graiser / ND - Marv Howell; staff-4 / Playlist - 100 / LP cuts - yes / Oldies - 33% / Jing - none / Synd - none / Auto - no / Interviews - Sun at 11:30 Off the Record / C load - 10 m / Promo - open

**KKYZ/50,000W/512-684-0068** Country  
 8022 Bandera Rd, San Antonio TX  
 Owner - Swanco / No emps - 28 / GM - Bill Rohde / PD - Paul Morgan /  
 MD - Max Gardner / ND - Joe Simpson; staff-6 / Playlist - 106 / LP cuts  
 - yes / Oldies - 33% / Jing - cust / Synd - Sounds of Texas / Auto - no /  
 Interviews - Max Gardner Show

**KLAC/5000W/213-937-0110** Country  
 5828 Wilshire Blvd, Los Angeles CA  
 Owner - Metromedia / GM - Bill Ward / PD - Don Langford / ND - Dean  
 Sander; staff-7 / Playlist - 57 / LP cuts - yes / Oldies - 30% / Jing - cust /  
 Synd - none / Interviews - during music shows / Promo - M 9-12, W 9-5  
 / Reports to RR BG KR BB CB / C load - 16 m

**KLAK AM-FM/5000 & 100,000W/303-985-8771** Country  
 7075 W Hampson, Boulder CO 80227  
 Owner - Arthur McCoy / GM - Bob Prangley / PD MD & ND - Jonathan  
 Fricke; news staff-4 / Playlist - 57 / LP cuts - yes / Oldies - 20% / Jing -  
 Jams / Synd - Am Cntry Cntdn, Gunsmoke, Lone Ranger / Auto - no /  
 Interviews - regularly AM / Reports to BB CB BG RR RW / C load - 28  
 u / Promo - open

**KLBJ/5000W/512-474-6543** Adult Contemp.  
 Box 1209, Austin, TX 78767  
 Owner - LBJ Co / GM - J C Killam / PD - Ron Munn / MD - David Lane  
 / ND - Sandy Dochen; staff-6 / LP cuts - yes / Jing - none / Synd - Sun  
 am / Auto - no / Interviews - none / Reports to BB RW / C load - 18 m /  
 Promo - M,F

**KLBK/1000W/806-745-2345** Top 40  
 7400 So University, Lubbock TX 79408  
 Owner - Dal Tex Optical / No emps - 21 / GM - Chuck Spaugh / PD -  
 Kevin Stone / MD - Jerry Browning / Playlist - 40 / LP cuts - no / Oldies  
 - 30% / Jing - none / Synd - none / Auto - 2-6am on FM / Interviews -  
 occas / Reports to BG / C load - 18 m / Promo - M-F 3-6

**KLEO/5000W/316-685-0261** Top 40  
 5610 E 29th St, Wichita KS 67220  
 Owner - Swanco Bdcstg / No emps - 25 / GM - Sam Bakke / PD - Ken  
 Clifford / MD - Marc Elliott / ND - Joe Shurtz; staff-4 / Playlist - 27 /  
 LP cuts - occas / Oldies - 50% / Jing - TM / Synd - Earth News, RW  
 Morgan / Auto - no / Interviews - no policy / Reports to RR BG BRS  
 BP / C load - 14 m / Promo - M-F 3-6

**KLIF/50,000W/214-747-9311** Top 40  
 2120 Commerce St, Dallas TX 75080  
 Owner - Fairchild / GM - Ed Routt / PD - Jim Davis / MD - Mikie Baker  
 / ND - Bob Richmond; staff-8 / Playlist - 30 / LP cuts - occas / Oldies -  
 30% / Jing - Orig KLIF / Synd - none / Interviews - RKO, artists fitting  
 format / Reports to KR RR / C load - 14 m / Promo - open

KLIN/1000W/402-475-4567 Adult Contemp.  
Box 30181, Lincoln NE 68503  
Owner - Norton Warner / No emps - 28 / GM - Norton Warner / PD -  
Ron Dean / MD - Rich Ray / ND - Bill Oltman; staff-5 / Playlist - 25 /  
LP cuts - yes / Oldies - 15% / Jing - Pams cust / Synd - none / Auto - no  
/ Interviews - live or phone; mornings / Reports to BG / C load - 16 m /  
Promo - W before 1

KLIV/5000W/408-293-8030 Top 40  
Box 995, San Jose CA 95108  
Owner - Empire Bdcstg / No emps - 20 / GM - Robert Kieve / PD - John  
McLeod / MD - Ralph Koal / ND - Alan Wald; staff-1 / Playlist - 35 / LP  
cuts - some / Oldies - var / Jing - TM / Synd - none / Auto - no / Inter-  
views - none / Reports to BG / C load - 12½ m / Promo - F

KLOK/50,000W/408-274-1170 MOR  
Box 21248, San Jose CA 95151  
Owner - Davis Fowler Weaver Bdcstg / No emps - 30 / GM - Bill Weaver  
/ PD - same / MD - Steve Martinez / ND - Ray Hasha; staff-6 / Playlist -  
35 / LP cuts - yes / Oldies - 90% / Jing - Cust / Synd - none / Auto - no /  
Interviews - Dave Ware 6-10pm / Reports to BG RR / C load - 18 u /  
Promo - open

KLOL/100,000W/713-526-2621 AOR  
Box 1520, Houston TX 77001  
Owner - Rusk Corp / No emps - 17 / GM - Jerry Lee / PD - Jim Hilty /  
MD - Jackie McCauley / ND - Bob Wright; staff-3 / Playlist - var / LP  
cuts - yes / Oldies - 50% / Jing - none / Synd - King B / Auto - no / In-  
terviews - as arranged / C load - 9 u / Promo - open

KLOS-FM/68,000W/213-663-3311 AOR  
3321 So La Cienega Blvd, Los Angeles CA 90016  
Owner - ABC / No emps - 38 / GM - John Winnaman / PD - Tom Yates /  
MD - Dabar Hoorelbeke / ND - David Heller; staff-3 / Playlist - 15-2000  
/ LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no /  
Interviews - Mon 2-6am / Reports to RR BB CB / C load - 11 / Promo -  
W,Th,F

KLPR/5000W/405-634-1411 Country  
Box 94970, Oklahoma City OK 73101  
Owner - Ed Sossen / No emps - 19 / GM - Ed Sossen / PD - Bill Corey /  
MD - same / ND - Bob Cherry / Playlist - 35 / LP cuts - yes / Oldies -  
30% / Jing - Pepper Tanner / Synd - none / Auto - no / Interviews - 48  
hr notice / C load - 16 m / Promo - 2-4 pm

KLUB AM-FM/5000 & 15,000W/801-943-8336 Beautiful  
Box 389, Salt Lake City UT 84110  
Owner - Frank C Carman / No emps - 30 / GM - Frank C Carman / PD -  
Richard C Christensen / MD - Paul Coburn / ND - none; staff-5 / Playlist  
- 4000 / LP cuts - yes / Oldies - 66% / Jing - Cent 21 / Synd - none /  
Auto - 24 hrs / Reports to BB CB / C load - 12 u

**Radio Quarterly Report Radio Quarterly Report Radio Quarterly Report**

- KLUC AM-FM/10,000W/** Top 40  
 3510 W Hacienda, Las Vegas NV  
 Owner - Peterson Phalen & Phalen / No emps - 20 / GM - Rick Phalen /  
 PD & MD - Ray McDonald / ND - Murray Westgate; staff-4 / Playlist -  
 26 / LP cuts - no / Oldies - 50% / Jing - TM / Synd - none / Auto - no
- KLVI/5000W/838-6191** Top 40  
 Box 5463, Beaumont TX 77702  
 Owner - John Hicks / GM - Steve Hicks / PD & MD - Butch Brady / ND  
 - David Anderson; staff-3 / Playlist - 40 / LP cuts - yes / Jing - Gwin /  
 Synd - none / Interviews - 6-10 am / Reports to Brannon, RR / C load -  
 14 m / Promo - open
- KLWW/1000W/319-363-8265** Top 40  
 Box 876, 1110 26th Ave SW' Cedar Rapids IA 52406  
 Owner - Blackhawk Bdcstg / No emps - 25 / GM - Don Weir / PD - Sam  
 W Lee / MD - same / ND - Rick Sampson; staff-5 / Playlist - 45 / LP cuts  
 - yes / Oldies - 23% / Jing - TM You / Synd - AT 40, London WL, Mara-  
 natha Music, 90 Min / Auto - no / Interviews - pre-arranged / Reports to  
 BB KR BG / C load - 14 / Promo - open
- KLZ/5000W/303-759-5600** MOR  
 2149 So Holly, Denver CO 80222  
 Owner - Grp 1 Bdcstg / No emps - 45 / GM - Dino Lanni / News staff-10  
 / Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - none /  
 Auto - no / Interviews - open
- KMAC/12,900W/512-223-6211** Prog. Country  
 1100 No Main Ave, San Antonio TX  
 Owner - Howard W Davis / No emps - 22 / GM - Howard W Davis / PD -  
 Shirley Browning / MD - Lou Roney / ND - Lou Roney; staff-3 / Play-  
 list - var / LP cuts - yes / Oldies - 30% / Jing - none / Synd - none / Auto  
 - no / Interviews - as available / C load - 18 m / Promo - 2-6 pm
- KMAK/1000W/209-266-9448** Mod. Country  
 2020 E McKinley, Fresno CA 93703  
 Owner - John F McCarthy / No emps - 18 / GM - Jerry Holt / PD -  
 Bobby Martin / MD - Dave Young / Playlist - 35 / LP cuts - rarely / Old-  
 ies - 40% / Jing - Thunder Traxx / Synd - none / Auto - no / Interviews -  
 occas / Reports to BB RR CB / C load - 14 u / Promo - open
- KMBZ/5000W/913-236-9800** MOR  
 Box 98, Kansas City MO 64141  
 Owner - Bonneville / No emps - 56 / GM - Walt Lochman / PD - Steve  
 Bell / MD - Bill Morse / ND - Noel Heckerson; staff-4 / Playlist - 50 / LP  
 cuts - yes / Oldies - 30% / Jing - own / Synd - Am Legacy / Auto - no /  
 Interviews - yes / Reports to BG RW RR / C load - 18 m / Promo - Th,F
- KMEN/5000W/714-889-2651** Adult Contemp.  
 Box 1290, San Bernardino CA 92402  
 Owner - Lincoln Dellar Bdcstg / No emps - 35 / GM - Jerry Jolstead /  
 PD - Mike Mathews / MD - Wayne Carlson / ND - Jim Russell; staff-1 /  
 Playlist - 40 / Oldies - 50% / Jing - Tanner / Synd - RW Morgan / Auto -  
 no / Reports to RR / C load - 12 m / Promo - Th

**KMET/58,000W/213-937-0117** Prog. Rock  
 5746 Sunset Blvd, Los Angeles CA 90028  
 Owner - Metromedia / No emps - 28 / GM - David Moorhead / PD - Sam Bellamy / MD - Billy Juggs / ND - Brad Messer; staff-2 / Playlist - 75 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - Dr D, Inner-View, King B / Auto - no / Interviews - pre-recorded / Reports to RR KR Wal CB RW BB / C load - 9 m / Promo - open

**KMGK/100,000W/515-247-4500** Rock  
 215 Keo, Ste 312, Des Moines IA 50309  
 Owner - Mid America Bdcstg / No emps - 20 / GM - Edwin Wodka / PD - Jim Michaels / MD - Mike Sherman / ND - Jim Vogelaar; staff-5 / Playlist - 35 / LP cuts - yes / Oldies - 42% / Jing - Jams / Synd - none / Auto - no / Interviews - prerecorded / C load - 8 m / Promo - open

**KMOD/50,000W/918-664-2810** AOR  
 5350 E 31st St, Tulsa OK 74135  
 Owner -Lawrey Mays / No emps - 30 / GM - Travis Reeves / PD - Bill Bruun / MD - Leisa Johnson / ND - Kitty Roberts; staff-3 / Playlist - 100 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - King B / Auto - no / Interviews - impromptu / Reports to RR / C load - 14 m / Promo - open

**KMPC/50,000W/213-469-5341** MOR  
 5858 Sunset Blvd, Los Angeles CA 90028  
 Owner - Golden West Bdcstg / No emps - 123 / GM - Stan Spero / PD - Mark Blinoff / Assoc PD - Bill Watson / MD - Alene McKinney / ND - Tom Waymen; staff-17 / Playlist - 120 / LP cuts - no / Oldies - 8% / Jing - cust / Synd - none / Auto - no / Interviews - Sport Stars, Comedy Artists, Musical Artists / Reports to RR BG / C load - 18 m / Promo - M

**KMVI/5000W/244-3981** MOR  
 Box 550, Wailuku, Maui, HI  
 Owner - Maui Pub Co / No emps - 17 / GM - Nora I Cooper / PD - Jim Collins / MD - LD Reynolds / ND - Kathy Collins; staff-3 / Playlist - 45 / LP cuts - yes / Oldies - 70% / Jing - none / Synd - AT 40 / Auto - no / Interviews - midday & evenings / C load - 14 m / Promo - open

**KMYR/20,000W/505-265-7661** AOR  
 4011 Menaul Blvd NE, Albuquerque NM 87110  
 Owner - Fontana Media Corp / No emps - 17 / GM - Dave Arnold / PD - Bob Slavin / MD - Judy McNutt / ND - John Ward; staff-1 / Playlist - 50 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - King B, Daily Planet / Auto - no / Interviews - as arranged / Reports to RR CB / Promo - after 12 / C load - 9 u

**KNAC/1000W/213-437-0366** AOR  
 320 Pine, Ste 1000, Long Beach CA 90802  
 Owner - Harden Bdcstg / No emps - 25 / GM - Jim Harden / PD - G Paul Sullivan / MD - Bob B Blue / ND - Bill Banks; staff-3 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - Sun am & as arranged / Reports to RR CB / Promo - open / C load - 12 u

**KNAM/5000W/414-722-6471** Adult Contemp.  
Box 707, Neenah WI  
Owner - Cumming Comm / No emps - 15 / GM - Dave Moore / PD - Ron Ross / MD - Jason Page / ND - Phil Snyder; staff-3 / Playlist - 30 / LP cuts - rarely / Oldies - 40% / Jing - Pams / Synd - Am M Pipeline, RW Morgan, Earth News / Auto - no / Interviews - on synds / Reports to BG

**KNBR/50,000W/415-626-6700** Adult Contemp.  
Fox Plaza, San Francisco CA 94102  
Owner - NBC / No emps - 65 / GM - Wm Dwyer / PD - Allen Hotlen / MD - Ron Reynolds / ND - Gene D'Accordo; staff-15 / Playlist - 55 / LP cuts - yes / Oldies - 40% / Jing - Cust / Synd - none / Auto - no / Interviews - occas on Mike Cleary Show / C load - 17 m / Promo - M,T,W,Th except between 12 & 3 / Reports to RR BB EL

**KNDE/916-922-8851** Top 40  
355 Commerce Circle, Sacramento CA  
Owner - Mediacast Inc / GM - Scott Elrod / PD - Steve Moore / MD - Diane Cartwright / ND - Jim Beilby; staff-3 / Playlist - 30 / LP cuts - occas / Oldies - 40% / Jing - none / Synd - 90 Min / Auto - no / Interviews - 1-liners from pop artists endorsing station / Promo - 2:30-4:30

**KNEW/5000W/415-836-0910** Country  
Box 910, Oakland CA 94604  
Owner - Metromedia / GM - Hal Smith / PD - Cliff Haynes / MD - Steve Leader / ND - Knowles Robertson; staff-6 / Playlist - 52 / LP cuts - yes / Oldies - 22% / Jing - Toby Arnold / Synd - none / Auto - semi / Interviews - selected artists / Reports to RR BG BB / C load - 15 m

**KNIT/500W/915-677-1404** Adult Contemp.  
Box 3098, Abilene TX 79604  
Owner - West Tex Media / GM - Ralph Fry / PD - Josh Ammons / MD - same / ND - John Turner; staff-2 / Playlist - 65 / LP cuts - yes / Oldies - 40% / Jing - Cent 21 / Synd - Search, Encntr w/Science / Auto - yes / Interviews - .11 5-min interviews per wk / C load - 8 m / Promo - end of week

**KNOK AM-FM/100 & 100,000W/817-831-1278** Disco  
3601 Kimbard, Ft Worth TX 76111  
Owner - Stuart J Hepburn / No emps - 26 / GM - Dean McClain / PD - Nat Jackson / ND - Teddy Davis / Playlist - 40 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to BG / C load - 16 m / Promo - W,Th

**KNOW/1000W/512-477-9841** Top 40  
1907 No Lamar, Austin TX 78767  
Owner - Wendell Mayes Jr / No emps - 35 / GM - Harry Smith Jr / PD - Bill Mayne / MD - same / ND - Bob Shrader; staff-9 / Playlist - 34 / LP cuts - occas / Oldies - 35% / Jing - Jam / Synd - none / Auto - no / Interviews - none / Reports to BG / C load - 24 u / Promo - M,T,W am

**KNUS/10,000W/214-651-1010** Adult Contemp.  
 1917 Elm St, Dallas TX 75201  
 Owner - McLendon Co / No emps - 25 / GM - Bart McLendon / PD - Christopher Haze / MD - Randy Hames / ND - Jack Hines; staff-5 / Playlist - 23 / LP cuts - few / Oldies - 40% / Jing - own / Synd - none / Auto - no / Interviews - am Drive / Reports to RR / C load - 10 m

**KNWZ/505-881-5333** News  
 4301 Montgomery St NE, Albuquerque NM  
 Owner - Radio New Mexico Inc / No emps - 18 / GM - Bill Weaver / ND - Ed Pennybacker; staff-10 / Jing - none / Synd - Chickenman, Studio B, R Reagan / Auto - no /

**KNX-FM/54,000W/213-469-1212** AOR  
 6121 Sunset Blvd, Los Angeles CA 90028  
 Owner - CBS / No emps - 18 / GM - Robt Nelson / PD - Steve Marshall / MD - Michael Sheehy / ND - Christopher Ames; staff-3 / LP cuts - yes / Oldies - 40% / Jing - Eye Cust / Synd - none / Auto - 24 hrs / Interviews - Insight Out 10-12M Sunday; after Midnight 12M - 12:20 am Monday / C load - 8 m / Promo - M,T

**KOB/50,000W/505-243-4411** Adult Cont. MOR  
 Box 1351, Albuquerque NM 87103  
 Owner - Hubbard Bdcstg / No emps - 25 / GM - Ronald L Sack / PD - Jim King / MD - same / ND - Chas Garrett; staff-6 / LP cuts - no / Oldies - 30% / Jing - Toby Arnold cust / Synd - RW Morgan / Auto - no / Interviews - 2-6 pm, short segments

**KOBO/500W/916-673-7677** Top 40  
 Box 1056, Yuba City CA 95991  
 Owner - Concerned Comm / No emps - 12 / GM - Todd Baker / PD & MD - Ross W Forbes / ND - Liz Fulton; staff-2 / Playlist - 60 / LP cuts - yes / Oldies - 60% / Jing - Toby Arnold / Synd - RW Morgan / Auto - no / Interviews - open / Reports to KR BG Poe / C load - 18 m / Promo - open

**KOCY/1000W/405-528-5543** MOR  
 101 NE 28th, Oklahoma City OK 73105  
 Owner - Bonebrake & Co / No emps - 26 / GM - FK Bonebroke / PD & MD - Sam Moon / ND - Johnnie Allen; staff-5 / Playlist - 22 / LP cuts - some / Oldies - 70% / Jing - TM / Synd - none / Auto - no / Interviews - none / Reports to BG / Promo - open / C load - 12 u

**KOGO/714-263-6191** Adult Contemp.  
 Box 545, San Diego CA 92112  
 Owner - Retlaw Ent Inc / No emps - 38 / GM - Jerry Jackson / MD - Rowena Paley / ND - Ken Graue; staff-5 / Playlist - 60 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - no / Reports to RR / C load - 16 m / Promo - open

KOIL/5000W/402-397-1290 Top 40  
8901 Indian Hills Dr, Omaha NE 68114  
Owner - Star Stations, Burden / No emps - 45 / GM - Nathan Novak /  
PD - Steve Brown / MD - Michele Pettis / ND - Sam Stuart; staff-2 /  
Playlist - 35 / LP cuts - no / Oldies - 50% / JIng - none / Synd - none /  
Auto - no / Reports to BG

KOIN/5000W/503-228-3333 Adult Contemp.  
140 SW Columbia, Portland OR 97201  
Owner - Mt. Hood / No emps - 160 / GM - Bob McGill / PD - Mike Davis  
/ MD - same / ND - Sherm Meyer; staff-5 / Playlist - 35 / LP cuts - sel-  
dom / Oldies - 40% / JIng - Peters Prod Today / Synd - RW Morgan, 90  
Min / Auto - no / Interviews - guests on morning show / Reports to BG

KOKE/1000W/512-454-2562 Mod. Country  
3108 No Lamar, Austin TX 78777  
Owner - KOKE Inc / No emps - 14 / GM - Ken Moyer / PD - Jim Bankin  
/ MD - same / ND - Mark Hanna, Mike Wolverton / Playlist - 50 / LP  
cuts- yes / Oldies - 40% / JIng - Cent 21 / Synd - none / Auto - no /  
Interviews - open

KOKE-FM/10,000W/512-454-2561 AOR  
Box 1208, Austin TX 78767  
Owner - KOKE Inc / No emps - 14 / GM - Ken Moyer / PD & MD - Joe  
Gracey / ND - Mark Hanna / Playlist - 30 / LP cuts - yes / Oldies - 25% /  
JIng - none / Synd - Daily Planet / Auto - no / Interviews - open

KOLA/31,000W/714-684-9992 & 825-9952 Adult Contemp.  
3616 Main St, Ste 200-05, Riverside CA 92501  
Owner FR Cote / No emps - 12 / GM - FR Cote / PD - Frank Cash / MD  
- Dennis Martin / ND - Bill Lorin; staff-2 / Playlist - 40 / LP cuts - yes /  
Oldies - 40% / JIng - none / Synd - Nat'l Cntdn, King B, BBC, Inner-  
View / Auto - yes / Interviews - pretaped / C load - 12 m / Promo - after  
12

KOLE/1000W/713-982-9436 Top 40  
Box 336, Port Arthur TX 77640  
Owner - Gulf States Bdcstg / No emps - 22 / GM - Bill Prikryl / PD -  
Rex Russell / MD - Marc Franklin / ND - Art Jackson; staff-3 / Playlist -  
30 / LP cuts - yes / Oldies - 45% / JIng - TM Synergy / Synd - RW Mor-  
gan / Auto - no / Interviews - as arranged / C load - 13 u / Promo - be-  
fore noon

KOMA/50,000W/405-794-1573 Top 40  
Box 1520, Oklahoma City OK 73101  
Owner - Storz / No emps - 25 / GM - Tom Reddell / PD - Tom Birch /  
Research - Charley Cusack / News staff-2 / Playlist - 40 / LP cuts - not  
generally / Oldies - 70% / JIng - none / Synd - none / Auto - no / Inter-  
views - no policy / C load - varies / Promo - Th,F

**KOME-FM/12,500W/408-246-6811** AOR  
1245 So Winchester, San Jose CA 95128  
Owner - Audio House Inc / No emps - 26 / GM - Dan Tapson / PD - Ed Romig / MD - Dana Jaug / ND - Lynn Ryder; staff-2 / Playlist - 75 LPs / Oldies - 60% / Jing - none / Synd - King B, Daily Planet, News Blimps / Auto - no / Interviews - as arranged / Reports to RR KR BB Wal GR RW / C load - 10 u / Promo - Th,F

**KONO/512-225-5111** Adult Contemp  
Box 2338, San Antonio TX  
Owner - Mission Bdcstg / No emps - 30 / GM - Dee Collins / PD - Bill Dante / MD - Tony Raven / ND - Frank Mortenson; staff-6 / Playlist - 40 / LP cuts - yes / Oldies - 45% / Jing - Pams / Synd - RW Morgan, 90 Min / Auto - no / Interviews - open / Reports to BG

**KOOL-FM/100,000W/602-257-1234** Adult Contemp.  
511 W Adams, Phoenix AZ 85003  
Owner - KOOL Radio-TV Inc / No emps - 12 / GM - E Morgan Skinner Jr / News staff-3 / Playlist - 30 / LP cuts - yes / Oldies - 3% / Jing - none / Synd - none / Auto - no

**KORL/10,000W/808-524-3880**  
1200 College Walk, Honolulu HI 96817  
Owner - Founders Corp / No emps - 22 / GM - Bob McAlester / PD - same / MD - Riley Cordwell / Playlist - 30 / LP cuts - no / Oldies - 25% / Jing - Peters & Tanner / Synd - none / Auto - no /

**KOUL/100,000W/512-643-6504** Mod. Country  
Box 898, Corpus Christi TX  
Owner - Bdcst Corp of Southwest / No emps - 12 / GM - Robt Trask Jr / PD - Ed Sharpe / Op - Albert Cox / ND - Don Gibson; staff-3 / Playlist - 41 / LP cuts - yes / Oldies - 15% / Jing - none / Synd - none / Auto - all hours except morning drive / Interviews - during am drive show / C load - 8 m / Promo - 7am-3pm

**KOWH/100,000W/402-422-1600** Jazz  
3910 Harney, Omaha NE 68131  
Owner - Reconciliation Inc / GM - Keith Donald / PD - Richard Baker / ND - Rick Vincent / Playlist - 30 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews - occas /

**KOYY AM-FM/316-321-1360** Adult Contemp.  
Box 550, Wichita KS  
Owner - Russell, Horn / GM - Guy Russell / Op - Jim Gibb / ND - Bill Riss; staff-6 / Playlist - 40 / LP cuts - yes / Oldies - 33% / Jing - none / Synd - none / Auto - no / Interviews - Jean Plummer Show / C load - 18 / Promo - open

**ly Report Radio Quarterly Report Radio Quarterly Report**

KOZN/36,000W/714-238-1037

Mod. Country

630 Ash, San Diego CA 92101

Owner - Bert Wahlen / No emps - 20 / GM - Bert Wahlen / PD - Bob Darnell / MD - John Kenny / ND - Bill Potter / Op - Steve Randall / Playlist - 50 / LP cuts - not generally / Oldies - 30% / JIng - none / Synd - Golden Yrs of Country / Auto - no / Reports to RR / C load - 12 m / Promo - 9-10 am

KPAM AM-FM/5000 &amp; 100,000W/503-226-7676

Adult Contemp.

4700 SW Council Crest Dr, Portland OR

Owner - WP Rossman / No emps - 23 / GM - WP Rossman / PD - Michael O'Brien / MD - same / ND - Bob Beran; staff-2 / Playlist - 38 / JIng - Cent 21 / Synd - none / Auto - no / Interviews - no policy / Reports to BG

KPFK-FM/213-877-2711

Block/Public

3729 Cahuenga Blvd W, No Hollywood CA 91604

Owner - Pacifica / GM - Will Lewis / Op - Peter Sutheim / PD - Ruth Hirschman / MD - David Cloud / Pub Afrs - Jim Berland / Playlist - none / LP cuts - yes / JIng - none / Synd - none / Auto - no / Interviews - open / C load - none

KPIK-AM/5000W/303-634-1503

Country

Box 2440, Colorado Springs CO 80901

Owner - DP Pinkston / No emps - 14 / GM - Geo James / PD - Tex Live-ly / MD - Dave Stone / Playlist - 80 / LP cuts - yes / Oldies - 40% / JIng - none / Synd - Ralph Emery / Auto - no / Interviews - mid-am show / Promo - 9-11 W,F / C load - 18 m

KPIK-FM/83,000W/303-634-1503

Prog. Country

Box 2440, Colorado Springs CO 80922

Owner - DP Pinkston / No emps - 15 / GM - Geo James / PD - Charlie Brown / MD - same / Playlist - 50 / LP cuts yes / Oldies - 20% / JIng - none / Synd - none / Auto - no / Interviews - no policy / C load - 18 m / Promo - 9-11 W,F

KPIP/3000W/916-791-4111

Spanish

8842 Quail Lane, Roseville CA

No emps - 9 / GM - Gene Ragle / PD MD & ND - Modesto Rios; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 24% / JIng - none / Synd - none / Auto - no / Interviews - open

KPOP/500W/916-791-4111

Country

8841 Quail Lane, Roseville CA 95678

No emps - 17 / GM - Gene Ragle / PD - Wes Myers / MD - Jerri Atherton / ND - Larry Elliott; staff-2 / Playlist - 50 / LP cuts - occas / Oldies - 24% / JIng - none / Synd - Let's Talk About Money / Auto - no / Interviews - open

KPRC/9000W/713-771-4631

Beautiful

Box 2222, Houston TX 77001

Owner - KPRC Radio Co / No emps - 35 / GM - Cleve Griffin / PD - Jack London / MD - Marie Lantrie / ND - Don Watson; staff-15 / Playlist - 1500 / LP cuts - yes / Oldies - none / JIng - none / Synd - none / Auto - no

KPRI-FM/50,000W/714-452-8181 AOR  
 11585 Sorrento Valley Rd, San Diego CA  
 Owner - Southwestern Bdcstrs / No emps - 16 / GM - Dex Allen / PD &  
 MD - Keith Allen / ND - Scott Free; staff-1 / Playlist - LPs / Oldies -  
 50% / Jing - none / Synd - King B, BBC, Inner-View, Daily Planet /  
 Auto - no / Interviews - no / Reports to RR BB / C load - 8 m / Promo -  
 M,Th

KQEO/1000W/505-243-6791 Top 40  
 Box 26071, Albuquerque NM 87112  
 Owner - Swanco Bdcstg / No emps - 25 / GM - Ken Baugh / PD - Gary  
 Diamond / MD - Frank Ragan / ND - Bob McKay; staff-1 / Playlist - 24  
 / LP cuts - yes / Oldies - 50% / Jing - Sundance / Synd - AT 40, Wolf-  
 man, Earth News / Auto - no / Interviews - Sun nites, AM news / Re-  
 ports to BB RR BG / C load - 18 m / Promo - 9-12 M,T

KQIZ-AM/5000W/806-353-6663 Adult Contemp.  
 Box-7488, Amarillo TX 79109  
 Owner - Jim Shelton / No emps - 10 / GM & ND - Keith Adams / MD &  
 PD - Ron Harper / News staff-2 / Playlist - 35 / LP cuts - yes / Oldies -  
 50% / Jing - Cent 21 / Synd - RW Morgan / Auto - no / Interviews - oc-  
 cas / Reports to RR CS / C load - 16 m / Promo - 1-3pm, M-F

KQMQ/808-536-2326 AOR  
 770 Kapiolani Blvd, Honolulu HI 96813  
 Owner - Aloha Bdcstg / GM - Chloe Carson / PD MD & ND - Gene Davis  
 / News staff-3 / Playlist - LPs / Oldies - 60% / Jing - none / Synd - BBC,  
 Inner-View / Auto - 12M-6am & Sun / Interviews - prerec. & featured /  
 Promo - open

KQRS AM-FM/21,000W/612-545-5601 AOR  
 917 N Lilac Dr, Golden Valley MN 55422 FM Simulcast  
 Owner - Hudson Bdcstg / No emps - 20 / GM - Dick Poe / PD - Tac  
 Hammer / MD - Jim Larkin / ND - Kevin St John / Playlist - LPs / Jing -  
 none / Synd - King B, BBC, Inner-View / Auto - no / Interviews - yes /  
 Report to RW Wal / C load - 8m / Promo - open

KRAV/100,000W/ Adult Contemp.  
 Box 746, Tulsa, OK  
 Owner - KFMS Inc / No emps - 26 / GM - Carl Smith / PD - Ken Scott /  
 MD - Kenny King / ND - Don Smith; staff-4 / Playlist - 26 / LP cuts -  
 occas / Oldies - 50% / Jing - Cent 21 / Synd - RW Morgan / Auto - no /  
 Reports to BG / C load - 8 m / Promo - open

KRCB-FM/1000W/712-322-4041 Top 40  
 Box 586, Council Bluffs IA 51501  
 Owner - John Mitchell / GM - John Howard / PD - Maxton West / MD -  
 Barry Taft / ND - Brian Joidan; staff-4 / Playlist - 42 / LP cuts - yes /  
 Oldies - 50% / Jing - Pepper-Tanner / Synd - None / Auto - no / Inter-  
 views - prerec & featured / Promo - open

**KRE AM-FM/1000 & 50,000W/415-848-7713** Jazz  
 601 Ashby Ave, Berkeley CA  
 Owner - Horizons Comm Corp of Calif / No emps - 23 / GM - Alice Potter / PD - Rob Singleton / MD - Jai Smith / ND - Ric Vaill; staff-1 / Playlist - 200 / LP cuts - yes / Oldies - 30% / Jing - none / Synd - none / Auto - 12M-6am daily on AM / Interviews - often / Promo - 9:30-1:30 / C load - 12 m / Reports to BG & BB

**KREM/5000W/509-448-2000** Top 40  
 So. 4103 Regal, Spokane WA 99203  
 Owner - King Bdcstg / No emps - 20 / GM - Larry Campbell / PD & MD - Bob Anthony / ND - Dave Smith; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 45% / Jing - Cent 21 / Synd - none / Auto - no / Reports to BG / C load - 12 m / Promo - noon-5

**KREM-FM/4800W/509-543-0423** AOR  
 4103 S Regal, Spokane WA 99203  
 Owner - King Bdcstg / No emps - 8 / GM - Larry Campbell / PD - Don Adair / MD - Jeffrey Peel / ND - Dave Smith; staff-1 / Playlist - 75 LPs / Oldies - 35% / Jing - none / Synd - Inner-View, Daily Planet, Earth News / Auto - semi / Interviews - as arranged / Reports to RR CB Wal / C load - 10 m / Promo - M,T,W,Th after 2 pm

**KRIZ/1000W/602-258-6717** Top 40  
 2345 Buckeye Rd, Phoenix AZ 85009  
 Owner - Doubleday Bdcstg / No emps - 25 / GM - Alan Goodman / PD - Alan McLaughlin / MD - Charlie Foxx / ND - Bert Goodman; staff-1 / Playlist - 25 / LP cuts - no / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to RR BG / C load - 13 m / Promo 9-3

**KRKE/5000W/505-765-5600** Top 40  
 Box 737, Albuquerque NM  
 Owner - Gaylord Bdcstg / No emps - 30 / GM - Dell Wood / PD - Bill Burkett / MD - Cliss Powers / ND - Ray Herne; staff-5 / Playlist - 23 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to KR BG RR / C load - 13 m / Promo - 9-3

**KRKO/5000W/206-355-1144** Adult Contemp.  
 Box 1227, Everett WA 98206  
 Owner - First Pacific Bdcstg / No emps - 15 / GM - Jon Marple / PD - Dave Corbin / MD - Robt O'Brien / ND - Shirley Bartholomew; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - Natl LP Cntdn / Auto - no / Reports to BG RW CB RR / Promo - M,Th,F 12-3

**KRMD (AM-FM)/1000 & 25,000W/318-221-6171** Country  
 Box 1739, Shreveport LA 71166  
 Owner - KRMD Inc / No emps - 19 / GM - Smokey Hyde / PD & MD - Marty Sullivan / ND - Maury Wayne; staff-3 / Playlist - 44 / LP cuts - occas / Oldies - 33% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - public affairs, on-air / Reports to RR BG RW CB / C load - 18 m / Promo - Th 3-5

**KRMG/50,000W/918-583-7400**

Adult Contemp.

1502 S Boulder, Tulsa OK

Owner - Swanco Bdcstg / No emps - 28 / GM - Ron B Blue / PD - Jerry Vaughn / MD - Don Bishop / ND - Ed Brocksmith; staff-7 / Playlist - 30 / LP cuts - yes / Oldies - 20% / Jing - TM / Synd - none / Auto - no / Interviews - open / Reports to RR BG RW BB CB / C load - 18 m / Promo - Th 3-5

**KRMR/208-726-9767**

Progressive

Box 633, Ketchum, IA 83340

Owner - Chas Gates / No emps - 10 / GM - C Gates &amp; Barbara Bernstein / PD - Kandy Demeray / MD - C Gates / Playlist - none / LP cuts - yes / Oldies - var / Jing - none / Synd - none / Auto - 11am-3pm &amp; 2am-6am / Interviews - encouraged / C load - 6u / Promo - open

**KRNA/100,000W/351-6426**

Adult Contemp.

1027 Hollywood Blvd, Iowa City IA 52240

Owner - Communicators Inc / No emps - 23 / GM - Eliot A Keller / PD - Robt Norton / MD - Bart Goynshor / ND - Leslie Miller; staff-2 / Playlist - 25 / LP cuts - yes / Oldies - 40% / Jing - TM / Synd - Inner-View / Auto - no / Interviews - free form when avail / Reports to KR / C load - 10 m / Promo - open

**KRNT/5000W/515-280-1350**

MOR

611 5th Ave, Des Moines IA 50305

Owner - Stauffer Publ Inc / No emps - 38 / GM - Al Lobeck / PD - Dell Hull / MD - same / ND - Chuck Seel; staff-6 / Playlist - 48 / LPs - yes / Oldies - 40% / Jing - none / Synd - Feel the Spirit / Auto - no / Reports to BG RR / C load - 18 u / Promo - open

**KROB/512-387-1510**

Country

Box 752, Robstown, Corpus Christi, TX 78380

Owner - GL Gassage / No emps - 7 / GM - WA Rake / PD &amp; MD - Tom Doyle / ND - same; staff-1 / Playlist - 130 / LP cuts - yes / Oldies - 33% / Jing - Pepper Tanner / Synd - no / Auto - no / Interviews - public affairs

**KROQ (AM-FM Simul)/10 & 25,000W/213-476-6571**

AOR

11461 Sunset Blvd, Ste 213-15, Bel Air Sands, LA CA 90049

Owner - Cameron Comm, Burbank Bdcstg / No emps - 12 / GM - Gary Bookasta / PD - Mike Schwiensburg, Asst Dusti Rhodes / ND - Jerry Kaye / Playlist - untd / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - open / C load - 4 u / Promo - 10-3, 4-9 pm 578-1064 /

**KROY/1000W/916-441-4950**

Top 40

1019 2nd St, Sacramento CA

Owner - ASI Comm / No emps - 34 / GM - John Ogden / PD - Steve Rivers / MD - Brian White / ND - TM Tanaka / Playlist - 30 / LP cuts - few / Oldies - 46% / Jing - none / Synd - none / Auto - no / Reports to GR RR BB RW / C load - 12 m / Promo - W,Th,F

**KRSP AM-FM/10 & 13,000W/801-262-5541** Top 40  
 1130 W 5200, Salt Lake City UT 34107

Owner - Holiday Bdcstg / No emps - 20 / GM - Ralph Carlson / PD - Alan Hague / MD - Lorraine Winegar / ND - Bob Moon; staff-2 / Playlist - 33 / LP cuts - occas / Oldies - 33% / Jing - TM You / Synd - none / Auto - no / Interviews - occas on Sun am / Reports to RR BG BB CB RW / C load - 16 m / Promo - M,Th,F

**KRST/22,000W/505-266-7946** AOR  
 Box 328, Albuquerque NM

Owner - Burrows Bdcstg / No emps - 20 / GM - Howard Hoffman / PD - Bill Tambaugh / MD - Bill Evans / ND - Dave Jackson; staff-2 / Playlist - 100 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to RR

**KRUX/5000W/602-247-7447** Top 40  
 Camelback Towers, 4776 No Central Ave, Phoenix AZ 85012

Owner - Lotus Comm / No emps - 25 / GM - Larry Mazursky / PD - Richard Ruiz / ND - Gerald Ackley; staff-19 / Playlist - var / LP cuts - no / Oldies - 25% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - 1-3 pm / C load - 18 m / Reports to BG RR / Promo - open

**KRYS/1000W/512-882-8481** Adult Contemp.  
 Box 9698, Corpus Christi TX 78408

Owner - Sigmar / No emps - 21 / GM - Joel Yellow / PD - Dan Daniels / MD - Robt Welsh / News staff-2 / Playlist - 30 / LP cuts - rarely / Oldies - 25% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - open / Reports to BG / C load - 12 m / Promo - open

**KRZY/1000W/505-266-5833** Country  
 2401 Quincy NE, Albuquerque NM 87110

Owner - Burroughs Morgan / GM - Ray Moran / PD - Alan Boyd / MD - Tom Lang / ND - Rex Munger; staff-2 / Playlist - 43 / LP cuts - yes / Oldies - 40% / Jing - Super Kicker / Synd - none / Auto - no / Interviews - 1-3 pm / Reports to BG RR / C load - 18 m / Promo - open

**KSAN/35,000W/415-986-2825** Progressive  
 345 Sansome St, San Francisco CA 94104

Owner - Metromedia / No emps - 30 / GM - Jerry Graham / PD - Bonnie Simmons / MD - Don Potoczak / ND - Danice Bordett; staff-3 / Playlist - none / LP cuts - yes / Oldies - no rotation / Jing - none / Synd - BBC, King B / Auto - no / Interviews - live during air shifts & talk show Sun 9am-12N / C load - 8 m / Reports to RR CB RW / Promo - open

**KSAQ/513-648-3511** Top 40  
 5500 Alma, San Antonio, TX

Owner - Pacific Western / No emps - 20 / GM - Jerry Bright / PD & MD - Bob Allen / ND - Howie Roberts; staff-2 / Playlist - 30 / LP cuts - occas / Oldies - 40% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - no / Reports to RR / C load - 12 m / Promo - 10-2 M-F

KSEE/1000W/805-922-1777 Adult Contemp.  
 Box 442, Santa Maria CA 93454  
 Owner - Buddy Black / No emps - 10 / GM - JC Mouyeas / PD - Larry Watts / MD - Tim Scott / ND - Ken Jeffries; staff-1 / Playlist - 40 / LP cuts - yes / Oldies - 20% / Jing - Gwyn / Synd - TM Astroscope / Auto - no / Reports to BG QS MD RR BB RW / C load - 17 m / Promo - open

KSEL (AM)/5000W/806-747-2555 Country  
 Box 2369, Lubbock TX 79408  
 Owner - KSEL Corp / GM - John R Krieger / PD - Bill Demor / MD - Brian Hawkins / ND - Skip Watson / Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - Pams / Synd - none / Auto - no / Interviews - 7-10am / C load - 12 m / Reports to BB BG RR / Promo - 2-6, M-W

KSEL (FM)/100,000W/806-747-2555 Top 40  
 Box 2369, Lubbock TX 79408  
 Owner - KSEL Inc / GM - John R Krieger / PD - Bill Demor / MD - Brian Hawkins / ND - Skip Watson / Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - Drake-Chenault / Synd - none / Auto - yes / Reports to BB BG RR / C load - 10 m / Promo - M-W 2-6

KSFM/50,000W/916-422-1025 AOR  
 Box 526, Woodland CA 95695  
 Owner - Kula Bdcstg / No emps - 18 / GM - AJ Krisik / PD & MD - Patrick Moore / ND - Paul Vincent; staff-2 / Playlist - 40 + 50 LPs / Oldies - var / Jing - none / Synd - Earth News, Daily Planet / Auto - no / Interviews - taped, aired Sun / C load - 12 u / Reports to RR, Walrus / Promo - open

KSFO/5000W/415-398-5600 MOR  
 950 California St, San Francisco CA 94108  
 Owner - Golden West / No emps - 80 / GM - Wm D Shaw / PD - Victor Ives / MD - Elma Greer / ND - Jeff Skov; staff-12 / Playlist - 50 / LP cuts - yes / Oldies - 20% / Jing - Cent 21, Hugh Heller / Synd - Old Time Radio, Mighty Memory Mobil / Auto - no / Interviews - infrequently / Reports to BG / C load - 17 m / Promo - open

KSFX-FM/7000W/415-928-0104 Black  
 1177 Polk St, San Francisco CA 94109  
 Owner - ABC / No emps - 35 / GM - Don Platt / PD - Sean Conrad / MD - Deirdre Gentry / ND - Michelle Roth / Playlist - 18 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - semi / Interviews - taped / C load - 11 u / Promo - open / Reports to RW

KSHE/100,000W/314-842-1111 AOR  
 9434 Watson Rd, Ste C, St. Louis MO 63126  
 Owner - Century / No emps - 25 / GM - Rick Lee / PD & MD - Ron Stevens / ND - Dick Vlett; staff-3 / Playlist - 2000 / LP cuts - yes / Oldies - 30% / Jing - none / Synd - King B, BBC / Auto - no / Interviews - artists live / Reports to RR KR

KSJO/22,000W/408-246-6060 AOR  
 3003 Moorpark, San Jose CA 95150  
 Owner - Sterling Recreation Org / No emps - 22 / GM - Steve Rosetta / PD - Dan Wright / MD - Paul Wills / ND - Dale Harvison; staff-1 / Playlist - 20+80 LPs / Oldies - .60% / Jing - none / Synd - High Wire, Radio Choir / Auto - no / Interviews - once weekly / Reports to RR BG CB / C load - 8 m / Promo - M,T am

KSLI-FM//443-2543 Beautiful  
 Box 471, Alexandria, LA 71301  
 Owner - Alexandria Bdcstg / No emps - 18 / GM - Bruce Rainey / PD - Gene Duprie / MD - Taylor Thompson / ND - Steve Hill; staff-2 / Playlist - 50 / LP cuts - totally / Oldies - 50% / Jing - Tanner Stereo / Synd - none / Auto - 24 hrs / Reports to BB BC BG RR RW / C load - 18 m / Promo - open

KSLQ/100,000W/314-725-9814 Top 40  
 111 So Bemiston, St Louis, MO 63105  
 Owner - Bartell / GM - Ted Smith / PD - Jeff Baker / MD - Scott Jones / news staff-4 / Playlist - 40 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - availability / Reports to KR BG RR CB / C load - 12 m / Promo - M,Th,F

KSLY/1000W/805-543-9400 Top 40  
 Box 1400, San Luis Obispo CA 93406  
 Owner - KSLY AM Inc / No emps - 20 / GM - Terry Robinson / PD - Guy Paul / MD - John Tobin / ND - Fred Peterson / Playlist - 40 / LP cuts - yes / Oldies - 35% / Jing - Johnny Mann / Synd - Powerline / Auto - no / Interviews - produced with music / Reports to GR BB CB RW RR

KSO/5000W/515-265-6181 Country  
 3900 NE Broadway, Des Moines IA 50317  
 Owner - Stoner Bdcstg / No emps - 28 / GM - Glenn Bell / PD - Perry St. John / MD - John France / ND - Ed Anderson; staff-3 / Playlist - 65 / LP cuts - yes / Oldies - 22% / Jing - Wm Tanner / Synd - Am Cntry Cntdn, Inside Nashville / Auto - no / Interviews - occas / Reports to RR RW BG BB

KSOM/10,000W/714-981-2876 Mod. Country  
 Box 1510, Ontario CA 91762  
 Owner - Media Mgmt Inc / GM - Bill Knudson / Op - Bob West / PD - Mark Williams / ND - Gail Allen; staff-2 / Playlist - 40 / LP cuts - yes / Jing - Jerry Moss Magic Image / Synd - Drake Contempo / Auto - FM 24 hrs / Reports to RR BG / C load - 12 m / Promo - open

KSON/1000W/714-286-1240 Country  
 College Grove Center, San Diego CA 92115  
 Owner - McKinnon Entr / No emps - 30 / GM - Ed Chandler / PD - same / MD - Frank Lee / ND - Wade Douglas; staff-3 / Playlist - 40 / LP cuts - no / Oldies - 50% / Jing - local / synd - none / Auto - no / Reports to BB CB BG RR RW / C load - 16 / Promo - 10:30-12 M-F

**KSOP/1000W/801-972-1043** Country  
 Box 25548, Salt Lake City UT 84125  
 Owner - KSOP Inc / No emps - 20 / GM - Greg Hilton / PD - Larry Hunter / MD - same / ND - Doyle Lake; staff-3 / Playlist - 35 / LP cuts - no / Oldies - 50% / Jing - Tanner / Synd - Am Cntry Cntdn, Inside Nashville, Golden Yrs of Cntry / Auto - no / Interviews - artists as available / Reports to RR RW CB / C load - 12 m / Promo - 10-2 M-F

**KSSS/1000W/303-596-5000** Mod. Country  
 Box 9670, Colorado Springs CO 80932  
 Owner - Star Journal / No emps - 20 / GM - Wes Bradley / MD - Rick Stockdell / ND - Dan Griffin; staff-2 / Playlist - 45 / LP cuts - yes / Oldies - 20% / Jing - Cent 21 / Synd - Elvis Story / Auto - no / Interviews - Thurs Nite Special

**KSTN/5000W/209-948-5786** Top 40  
 2171 Ralph Ave, Stockton CA  
 Owner - Knox LaRue / No emps - 13 / GM - Knox LaRue / PD - Dave Morgan / MD - Paul Sherry, Alan Silva / ND - Bob Minor; staff-1 / Playlist - 60 / LP cuts - yes / Oldies - 30% / Jing - own / Synd - none / Auto - no / Interviews - seldom / Reports to BG

**KSTT/1000W/319-326-2541** Top 40  
 1111 E River Dr, Davenport IA 52803  
 Owner - Fred Epstein / No emps - 30 / GM - Mel Laforce / PD - Don Michaels / MD - Steve McFarland / ND - Jerry Reid; staff-6 / Playlist - 30 / LP cuts - yes / Oldies - 45% / Jing - TM / Synd - AT 40, Natl Album Cntdn / Auto - no / Interviews - occas / Reports to KR BG

**KTAC/206-473-0085** Top 40  
 2000 Tacoma Mall, Tacoma WA 98411  
 Owner - Entertainment Comm / No emps - 26 / GM - Hal Greenberg / PD - Rick Hansen / MD - Bruce Cannon / ND - Chuck Boland; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 30% / Jing - TM / Synd - Natl LP Cntdn / Auto - no / Interviews - occas / Reports to BG BB CB

**KTFM/100,000W/512-655-5500**  
 4050 Eisenhower Rd, San Antonio TX 78218  
 Owner - Waterman Bdcstg / No emps - 31 / GM - Ken Dowe / PD - Trigger Block / MD - David Munoz / ND - Scott Tallol; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 55% / Jing - none / Synd - none / Auto - no / Interviews - by appt / Reports to KR

**KTIM AM-FM/900 & 1000W/415-456-1510** Rock  
 1040 B St, San Rafael CA 94901  
 Owner - Marin Bdcstg / No emps - 21 / GM - Ollie Hayden / PD - Clint Weyrauch / MD - Tony Berardini / ND - Vicky Cunningham; staff-1 / Playlist - var / LP cuts - yes / Jing - none / Synd - DIR / Auto - no / Interviews - open / Reports to CB RR Walrus

**KTKT/10,000W/602-622-6711** Top 40  
Box 5585, Tucson AZ 85703  
Owner - Lotus Comm / No emps - 21 / GM - Mark Schwartz / PD - Roger Collins / MD - Ed Alexander / ND - Toni Stanton / Playlist - 30 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no / Report to RR BG BRS / C load - 12 m / Promo - T-F 10-2

**KTLK/5000W/303-573-1280** Top 40  
1165 Delaware, Denver CO  
Owner - Action Welcome Radio Inc / No emps - 30 / GM - Ray Mineo / PD & MD - Paul Kirby / ND - Scott Monahan; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 45% / Jing - Pams / Synd - none / Auto - none / Interviews - no / Reports to RR BG

**KTOK/1000W/405-235-1671**  
1800 W Main St, Oklahoma City OK 73101  
Owner - Covenant Bdcstg / No emps - 22 / GM - Ken Gaines / PD & MD - Bob Riffin / ND - Bob Durgin; staff-10 / Playlist - var / LP cuts - yes / Oldies - 25% / Jing - TM / Synd - World Tomorrow / Auto - no

**KTOP/1000W/913-234-3444**  
Topeka KS  
Owner - Harris Entr / No emps - 17 / GM - Merle Blair / PD - Joe Monteith / MD - Bob Potter / ND - same / Playlist - 30 / LP cuts - yes / Jing - TM / Synd - Grt Am Bday Party / Auto - no / Interviews - Sun 8-12 am & pm / Reports to BG

**KTSA/50,000W/512-655-5500** Top 40  
4050 Eisenhower Rd, San Antonio TX 78218  
Owner - Waterman Bdcstg / GM - Lee Taylor / PD - Lee Randall / MD - John Wagner / ND - Logan Stewart; staff-4 / Playlist - 33 / LP cuts - seldom / Jing - TM / Synd - AT 40 / Auto - no / Interviews - occas on news / Reports to BG

**KTYD AM-FM/34 & 100,000W/805-963-1601** Prog. Rock  
1216 State St, Ste 810, Santa Barbara CA 93101  
Owner - Greg Gentling / No emps - 25 / GM - Greg Gentling / PD - Larry Johnson / MD - Laurie Cobb / ND - Gerry Dewitt; staff-2 / Playlist - 55 / LP cuts - yes / Oldies - 45% / Jing - none / Synd - King B / Auto - no / Interviews - drop-in; seldom / Reports to RR

**KUGN/344-6215** Adult Contemp.  
Box 590, Eugene OR  
Owner - Obie Comm / No emps - 28 / GM - Ralph Petti / PD - Bill Ford / MD - Steve Mueller / ND - Fred Webb; staff-7 / Playlist - 40 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - 7-11 pm M-F / Reports to BG

<p>KUPD: AM-FM/500 &amp; 100,000W/602-957-2710                      2089 E Camelback, Phoenix AZ 85061                      Owner - Tri-State Bdcstg / No emps - 25 / GM - Barry Leverant / PD &amp; MD - Jay Stone / ND - J Paul Emerson; staff-3 / yes / Oldies - 40% / Jing - none / Synd - none / seldom / Reports to KR BG / C load - 10½ m / Stone)</p>	<p>Top 40</p> <p>Barry Leverant / PD &amp; Playlist - 30 / LP cuts - Auto - no / Interviews - Promo - open (Debbie)</p>
<p>KUPL AM-FM/5 &amp; 100,000W/503-297-3311                      6400 SW Canyon Ct, Portland OR 97205                      Owner - Tracy Bdcst / GM - Bob Axarart / PD - none / Synd - TM Beautiful Music / Auto - 24 hrs / C load - 10 u / Promo - none</p>	<p>Beautiful</p> <p>Joe Ferguson / Jing - Reports to RR BG /</p>
<p>KUZZ/4000W/805-393-1500                      1209 No Chester Ave, Bakersfield CA 93308                      Owner - Buck Owens Ent / No emps - 20 / GM - Albright / MD - Kristi Clarke / ND - Gary McKenzie; staff-2 / 45 / LP cuts - occas / Oldies - 45% / Jing - TM Cntry / Auto - no / Interviews - Off the Record, Sun 11:30pm / Reports to RR RW BB / Promo - open</p>	<p>Country</p> <p>Mike Owens / PD - Jay Kenzie; staff-2 / Playlist - Synd - none / Interviews - Off the Record, Sun 11:30pm / C load - 18 u / Reports to RR RW BB / Promo - open</p>
<p>KVAN/500W/503-223-6328                      1197 No Portland Rd, Portland OR 97203                      Owner - Howard / No emps - 10 / GM - Howard Ancheta / MD - Gloria Baton / ND - Michael Waggoner staff-2 / - 300 / LP cuts - only / Oldies - few / Synd - BBC, Inner-View, News Blimps, London Wavelength / Interviews - yes / load - 10 u / Promo - Th 9:30-11am</p>	<p>Prog. Rock</p> <p>Howard Slobodin / PD - Bob Waggoner staff-2 / Playlist - BBC, Inner-View, News Blimps, London Wavelength / Interviews - yes / Reports to Walrus / C</p>
<p>KVET/5000W/512-474-1300                      Owner - KVET Bdcstg / GM - Ron Rogers / PD - Paul Pryor; staff-4 / Playlist - 70 / LP cuts - few / none / Synd - none / Auto - no / Interviews - open</p>	<p>Country</p> <p>Jerry Green / ND - Paul Pryor; staff-4 / Playlist - 70 / LP cuts - few / Oldies - 30% / Jing - none / Synd - none / Auto - no / Interviews - open</p>
<p>KVI FM/100,000W/223-5703                      400 NE 45th St, Seattle WA 98105                      Owner - Golden West / No emps - 14 / GM - Jack J Bankson / PD &amp; MD - Frank Colburn / Playlist - 30 / LP cuts - no / / Synd - none / Interviews - none</p>	<p>Top 40</p> <p>Jack J Bankson / PD &amp; MD - Frank Colburn / Playlist - 30 / LP cuts - no / Oldies - 50% / Jing - none / Synd - none / Interviews - none</p>
<p>KVI (AM)/5000W/206-223-5700                      800 Tower Bldg, Seattle WA 98101                      Owner - Golden West / No emps - 45 / GM - Don Hoffman / ND - Jack Spencer; staff-6 / seldom / Oldies - 50% / Jing - Cent 21 / Synd - none / views - occas / Reports to RR 8G</p>	<p>MOR</p> <p>Jack Bankson / PD &amp; MD - Don Hoffman / ND - Jack Spencer; staff-6 / Playlist - 20 / LP cuts - seldom / Oldies - 50% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - occas / Reports to RR 8G</p>
<p>KVOO/50,000W/918-743-7814                      Box 1349, Tulsa OK 74101                      Owner - Southwestern Sales Corp / No emps - PD - Jay Jones / MD - Billy Parker / ND - Alan Lambert; staff-8 / list - 96 / LP cuts - yes / Oldies - 25% / Jing - none / Auto - no / Interviews - occas / Reports to RR BG</p>	<p>Country</p> <p>Jack Cresse / PD - Jay Jones / MD - Billy Parker / ND - Alan Lambert; staff-8 / Playlist - 96 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to RR BG</p>

**KVOX/1000W/218-233-1522** Top 40  
 Box 97, Moorhead, MN 56561  
 Owner - Dick Herbst / No emps - 22 / GM - Dick Herbst / PD & MD -  
 Bob Denver / ND - John Messenger; staff-2 / Playlist - 30 / LP cuts - yes  
 / Oldies - 30% / JIng - Jams / Synd - AT 40 / Auto - no / Interviews -  
 open / Reports to KR BG RW RR CB / C load - 3 u / Promo - M-W 9:30  
 to 2:00 pm

**KWAV-FM/18,000W/408-649-0969** Adult Contemp.  
 Box 1271, Monterey CA 93940  
 Owner - AB Chem Corp / No emps - 12 / GM - Stoddard Johnston / PD  
 & MD - Brian Graham / Playlist - 50 / LP cuts - mostly / Oldies - 10% /  
 JIng - none / Synd - Am Challenge / Auto - no / Interviews - Sat nite +  
 open / Reports to BG RR / C load - 8 m / Promo - open

**KWEM/28,500W/602-624-5588** AOR  
 199 No Stone, Tucson AZ 85702  
 Owner - Korm Gola Bdcstg Inc / No emps - 15 / GM - Lee Donbrowski /  
 PD - Allan Browning / Playlist - 100 LPs / Oldies - 45% / JIng - none /  
 Synd - King B, Daily Planet / Auto - no / Interviews - top artists / Re-  
 ports to RR BB Wal / C load - 8 m / Promo - 1-5pm

**KWHO-FM/37,000W/801-322-5819** Top 40  
 512 E 2nd So, Salt Lake City UT 84102  
 Owner - Reese C Anderson / No emps - 21 / GM - RC Anderson / PD &  
 MD - Scott Stone / ND - Janice Sansome; staff-4 / Playlist - 50 / LP cuts  
 - yes / Oldies - 25% / JIng - own / Synd - none / Auto - no / Interviews -  
 top artists

**KWIC/100,000W/713-842-2210** Top 40  
 Box 6067, Beaumont TX 77705  
 Owner - Tom Gibson / No emps - 17 / GM - Terrell Metheny Jr / PD -  
 Chuck White / MD - Charlie Brannon / ND - Dee Scott; staff-2 / Playlist  
 - 35 / LP cuts - yes / Oldies - 30% / JIng - Jam Priority 1 / Synd - none /  
 Auto - no /

**KWJJ-AM/50,000W/503-228-4393** Country  
 931 SW King Ave, Portland OR 97205  
 Owner - Park Bdcstg / No emps - 21 / GM - Jim Opsitnik / Op - Chris  
 Adams / MD - Sammy Taylor / ND - Dennis Ackerman; staff-2 / Playlist  
 - 100 / LP cuts - no / Oldies - 25% / JIng - Toby Arnold / Synd - Cow-  
 boy Church / Auto - simul w/KJIB (FM) Sun nite / Interviews - live w/  
 music occas

**KWKC/673-2545** Country  
 Box 2201, Abilene  
 Owner - Frontier Bdcstg / No emps - 30 / GM - Lloyd Mynatt / MD -  
 Louis Crockett / ND - Len Johnson; staff-2 / Playlist - 60 / LP cuts - yes  
 / Oldies - 5% / JIng - none / Synd - Adv in Real Estate, Bus Beattitude  
 in Blk America, Cntry Crossrds / Auto - no /

**KWKH (AM)/50,000W/318-222-8711** Adult Contemp.  
 Box 1130, Shreveport LA 71120  
 Owner - Intl Bdcstg / No emps - 40 / GM - Chuck Fellers / PD & MD -  
 Jim Hawthorne / ND - Bob Kirby; staff-5 / Playlist - 50 / LP cuts - yes /  
 Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - 10-12  
 / Reports to BG

**KWKI/816-474-6400** AOR  
 1722 Main, Kansas City MO 64108  
 Owner - FM Bdcstg / No emps - 20 / GM - Bill Forsythe / Asst -  
 Richard Gans / PD - Barry Neal / ND - Richard Gans; staff-2 / LP cuts -  
 yes / Jing - none / Synd - Wolfman / Auto - no / Interviews - Critics  
 Choice Sun am & as sched

**KWMT/5000W/515-576-7333** Mod. Country  
 Box 578, Ft Dodge, IA 50501  
 Owner - AW Maurer / No emps - 21 / GM - JW Maurer / PD & MD - Dale  
 Eichor / ND - Skip Michaels; staff-2 / Playlist - 40 / LP cuts - yes / Old-  
 ies - 40% / Jing - Toby Arnold / Synd - Ralph Emory / Auto - no / In-  
 views - country artists, live, open

**KWSL/402-987-3477** Top 40  
 Box 1230, Sioux City IA 51102  
 Owner - Radio Comm / No emps - 17 / GM - Ken Kjeldseth / PD - Doc  
 Holliday / MD - Mark Todd / ND - Paul Gomez; staff-2 / Playlist - 45 /  
 Oldies - yes / Oldies - 45% / Jing - Gwinn / Synd - Superfun, Rec Rep,  
 Chickenman, Grt Am Goldmine / Auto - no / Interviews - 2 min /

**KWST/213-657-6130** AOR  
 8833 W Sunset Blvd, Los Angeles CA  
 Owner - Century Bdcstg / No emps - 25 / GM - John Detz / PD - Bob  
 Burch / MD - Mark Cooper / LP cuts - yes / Jing - none / Synd - King B,  
 BBC / Auto - no / Interviews - middays live / C load - 12 m / Reports to  
 RR KR / Promo - M,T 10-2

**KWWL AM-FM/5 & 100,000W/319-291-1200** Beautiful (FM)  
 500 E 4th St, Waterloo IA Adult Contemp (AM)  
 Owner - Black Hawk / No emps - 49 / GM - Bill Bolster / PD - Bob Beck  
 / MD - John Arthur / ND - Grant Price; staff-26 / Playlist - 36 / LP cuts  
 - no / Oldies - 33% / Jing - TM / Synd - none / Auto - FM / Interviews -  
 occas / Reports to BG RW / C load - 14 m / Promo - M-W 9-3

**KWYZ/1000W/206-252-5123** Mod. Country  
 Box 1234, Everett WA 98206  
 Owner - Snahomish Cnty Bdcstrs / No emps - 16 / GM - Martin Hamstra  
 / PD & MD - Hal Murray / ND - Tom Lewis; staff-2 / Playlist - 30 / LP  
 cuts - yes / Oldies - 33% / Jing - Tanner OK Cntry / Synd - Our Chang-  
 ing World / Auto - no / Interviews - taped / Reports to BG / C load - 16  
 m / Promo - open

**KXEL-AM/50,000W/319-233-3371** Country  
Box 2395, Highway 281, Waterloo IA 50705  
Owner - C Bahakel / No emps - 33 / GM - JR Hall / PD - Chuck Anderson / MD - PJ Winn / ND - Darwin Paustian; staff-3 / Playlist - 50 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - drop-in / Reports to BG BC BB

**KXEL-FM/100,000W/319-233-3371** Adult Contemp.  
Box 2395, Highway 281, Waterloo IA 50705  
Owner - C Bahakel / No emps - 33 / GM - JR Hall / PD - Jay Douglas / ND - Darwin Paustian; staff-3 / Playlist - 35 / LP cuts - yes / Oldies - 33% / Jing - none / Synd - none / Auto - no / Interviews - no / Reports to BB BG BC

**KXIV/1000W/602-264-9001** MOR  
3003 N Central, Phoenix AZ 85012  
Owner - Dick Van Dyke / No emps - 22 / GM - Ira Lavin / PD & MD - Frank Pollock / ND - Paul Munt; staff-2 / Playlist - unlt'd / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - at random

**KXKX/629-0096** Top 40  
16th & Broadway, Ste 210, Denver CO 80202  
Owner - Doubleday / No emps - 24 / GM - Bob Korum / PD & MD - Bobby Christian / ND - Ron Engelman; staff-1 / Playlist - 25 / LP cuts - rarely / Oldies - 50% / Jing - Sundance cust / Synd - Earth News, Daily Planet, Hot News, Outreach / Auto - no / Interviews - produced / Reports to RR

**KXLY/328-6292** MOR  
W 500 Boone Ave, Spokane WA  
No emps - 13 / GM - WF McNulty / PD & MD - Chuck Harmon / ND - Jay Justice; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - 2-7pm / Reports to RR BG BB

**KXOA/916-483-5083** AOR  
2434 Loma Vista Dr, Sacramento CA 95825  
Owner - KXOA Inc / No emps - 19 / GM - Phil Melrose / PD & MD - Art Schroeder / Playlist - 60 / LP cuts - yes / Oldies - 60% / Jing - none / Synd - AT 40, Inner-View, Rock/World, BBC, Spec of the Wk / Auto - no / Interviews - none / Reports to BG BC BB

**KXOL/5000W/817-335-4841** Mod. Country  
1705 W 7th St, Ft Worth TX 76102  
Owner - Siger Corp / No emps - 18 / GM - Mike Bradley / PD - Tom Wayne / MD - Scott Reese / ND - Bob Norman; staff-5 / Playlist - 30 / LP cuts - yes / Oldies - 5% / Jing - Gwinn / Synd - none / Auto - no / Interviews - availability / Reports to BB BG

**KXRX/10,000W/408-292-5080**

Adult Contemp.

Box 167, San Jose CA 95103

Owner - San Jose Bdcstg / No emps - 25 / GM - Joe Lebbit / PD - David Smith / MD - Steve Jordan / ND - Dick Bremer; staff-8 / Playlist - 70 / LP cuts - yes / Jing - TM / Synd - none / Auto - at night / Interviews - occas 9am-12n / Reports to BG RR

**KXYZ/5000W/713-795-4820**

Adult Contemp.

1602 Fannin Bank Bldg, Houston TX

Owner - ABC / No emps - 47 / GM - Nick Trigany / PD - Jack Daniels / MD - Ted Carson / ND - Mike Anthony; staff-6 / Playlist - 31 / LP cuts - no / Oldies - 60% / Jing - TM / Synd - none / Auto - no / Reports to BG RR / C load - 10 m / Promo - open

**KYA AM-FM/5 & 50,000W/415-397-2500**

Top 40 (AM)

1 Nob Hill Circle, San Francisco CA 94108

AOR (FM)

Owner - Avco Radio / No emps - 43 / GM - Cliff Hunter / PD - Mike O' Connor; Steve Mitchell / MD - Steve Jordan; Jay Hansen / ND - Larry Brownell; staff-5 / Playlist - 30; 75 / LP cuts - on FM / Oldies - 40%; 30% / Jing - Jam on AM / Synd - AT 40, Spec of the Wk, Earth News, Rock Around World / Auto - 1-5am on FM / Interviews - per arrangement / Reports to BG BB RR / C load 12 m; 8 m / Promo - Mam &amp; by appointment

**KYAK/50,000W/907-344-2522**

Country

2800 E Dowling Rd, Anchorage AK 99507

Owner - Big Cntry Radio / No emps - 30 / GM - Robt Fleming / PD Jim Robbins / MD - Wayne Lowe / ND - Steve Lamar; staff-3 / Playlist - 60 / LP cuts - yes / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - pretaped

**KYKR AM-FM/1 & 100,000W/985-2543**

Mod. Country

Box 2307, Port Arthur TX 77640

Owner - Jas H Joynt / No emps - 14 / GM - Jas H Joynt / PD &amp; MD - Bob Shannon / ND - Tom Taney; staff-2 / Playlist - 50 / LP cuts - yes / Oldies - 50% / Jing - Toby Arnold / Synd - none / Auto - semi / Interviews - Sun 2-6pm, Country Music in Review / Reports to BG

**KYNO/5000W/209-255-8383**

Top 40

2125 No Barton, Fresno CA 93703

Owner - KYNO Inc / No emps - 35 / GM - Wayne Decker / PD - Mike Novak / MD - Kris Van Kamp / ND - Bill Turner; staff-2 / Playlist - 36 / LP cuts - yes / Oldies - 35% / Jing - Pams / Synd - none / Auto - no / Interviews - taped / Reports to RR BG BB / C load - 12 m / Promo - appt

**KYNO-FM/50,000W/209-266-2132**

AOR

1060 Fulton Mall, Ste 1500, Fresno CA 93721

Owner - KYNO Inc / No emps - 8 / GM - Wayne Decker / PD - Mike Novak / Op - Kris Van Kamp / Asst PD - Roy Hines / ND - Bill Turner; staff-2 / Playlist - var / LP cuts - yes / Oldies - 25% / Jing - none / Synd - Drake-Chenault / Auto - 24 hrs / Interviews - when possible / C load - 11 u / Promo - appt / Reports to RR BG BB

**KYOK/5000W/713-526-7131** Black  
3001 LaBranch, Houston TX 77004  
Owner - Star Bdcstg / No emps - 35 / GM - Bernard Walker / PD - Rick Roberts / MD - Geo Frazier / ND - Chas Porter; staff-4 / Playlist - 40 / LP cuts - yes / Oldies - none / Jing - TM / Synd - Natl Blk Netwrk, Story Hour / Auto - no / Interviews - flexible / Reports to BB CB RW BR / C load - 15 u / Promo - Tu 12-3

**KYSN/1000W/303-634-1511**  
Box 1715, Colorado Springs CO 80901  
Owner - Donald T Harding / No emps - 25 / GM - John Lambert / PD - Mark McCoy / MD - Rob Sherwood / ND - Hal Totel; staff-2 / Playlist - 33 / LP cuts - yes / Oldies - 45% / Jing - Sundance / Synd - AT 40 / A Auto - no / Interviews - rarely

**KYXI/656-1441** News  
Box 22125, Portland OR  
Owner - Art McCoy / No emps - 50 / GM - Heber Smith / MD - Mike Davis / ND - Paul Hansen / Jing - NIS / Synd - Lone Ranger / Auto - no

**KZAM (AM-FM Simul)/206-454-1540** AOR  
1200 112th Ave NE, Seattle WA  
Owner - Bellevue Eastside Radio Ltd / No emps - 24 / GM - Howard Leendertsen / PD - Tom Corddry / MD - Jon Kertzer / ND - Denny Fleenor; staff-4 / Playlist - LPs / Oldies - 55% / Jing - none / Synd - none / Auto - no / Interviews - occas / C load - 8 u / Reports to CB RW Wal RR / Promo - Mornings

**KZAP/50,000W/916-444-2806** AOR  
Box 511, Sacramento CA 95803  
Owner - New Day Bdcstg Inc / No emps - 26 / GM - Ed Beimfohr / PD - Robt Williams / MD - Bruce Meier / ND - Jok Church; staff-4 / Playlist - 60 / LP cuts - yes / Oldies - 18% / Jing - none / Synd - King B, New World of Jazz / Auto - no / Interviews - per arrangement / C load - 8 m / Promo - M,T,W,Th / Reports to RR

**KZEL-FM/100,000W/503-747-1221** AOR  
Box 1122, Eugene OR 97401  
Owner - Jay West / GM - same / No emps - 23 / PD & MD - Stan Garrett / Playlist - 30 / LP cuts - yes / Oldies - var / Jing - none / Synd - King B, Rock/World, Earth News, News Blimps, Daily Planet / Auto - no / Interviews - as arranged / C load - 10 u / Promo - open / Reports to CB BB RW Wal RR

**KZEW/214-748-9898** AOR  
Communications Center, Dallas TX 75202  
Owner - Belo Bdcstg / No emps - 25 / GM - Ivan Braiker / PD - Ira Lipson / MD - Charlie Kendall / ND - Bob White; staff-2 / Playlist - 120 / LP cuts - most / Oldies - 50% / Jing - none / Synd - King B, Earth News, BBC, New World of Jazz, Daily Planet, Hot News / Auto - no / Interviews - open / Reports to BB Wal CB RW RR / C load - 9 u / Promo - M 10-2

**KZFM/41,000W/512-883-3516** Adult Contemp.  
600 Bldg, Corpus Christi TX 78401  
Owner - Texas Media Grp / No emps - 22 / GM - Roger Stoner / PD & MD - Jim Allen / ND - Bud Lockhart; staff-4 / Playlist - 65 / LP cuts - yes / Oldies - 45% / Jing - TM / Synd - AT 40, Inner-View, RW Morgan / Auto - no / Interviews - open; rap sessions daily / C load - 12 m / Promo - 10:30 - 3:30

**KZIP-AM/1000W/806-374-3796** Country  
Box 5905, 808 Charlotte, Amarillo TX 79107  
Owner - Dave Stone / No emps - 11 / GM - Charlie Phillips / PD & MD - Doc DeWeese / ND - Janie Kirkland; staff-1 / Playlist - 60 / LP cuts - yes / Oldies - 35% / Jing - Tanner / Synd - Ralph Emery, Cntry Crossrds, Viewpoint / Auto - no / Interviews - open / C load - 18 m / Promo - after 12 / Reports to RW CB BB

**KZOK/100,000W/206-223-3900** AOR  
1426 5th Ave, Seattle WA 98101  
Owner - SRO / GM - Fred Danz / PD - Norm Gregory / MD - Lori Holder / ND - Nick Alexander; staff-3 / Playlist - 100 / LP cuts - yes / Oldies - 55% / Jing - none / Synd - none / Auto - no / Interviews - open / Promo - W 12-2 / C load - 8 u

**KZUN AM-FM/1 & 37,000W/509-924-2400** Adult Contemp.  
Box 14029, Spokane WA 99214  
Owner - Robt L Swartz / GM - same / No emps - 12 / PD - Jerry Anderson / MD - Dale Tobin / ND - Kent Allen; staff-2 / Playlist - 25 / LP cuts - yes / Oldies - 50% / Jing - Tanner / Synd - Dick Clark / Auto - no / Interviews - usually midday / Reports to BG / C load - 18 m / Promo - 9-2

**CFAC/244-9311** Country  
1301- 17 Ave SW, Calgary, Alberta  
Owner - Selkirk Holdings Ltd / No emps - 42 / GM - John McColl / PD - J Kunkel / MD - D Wilkie / ND - E Whalen; staff-13 / Playlist - 50 / LP cuts - yes / Oldies - 50% / Jing - C'DN Concepts / Synd - Opry North / Auto - no / Interviews - 9-12am, 1-4pm, 7-12m

**CFCN/249-9101** Adult Contemp.  
Postal Station E, Calgary, Alberta  
Owner - The Voice of the Prairies / No emps - 44 / GM - Norman H Haines / PD - Michael Button / MD - Joyce Nephin / ND - Thompson McDonald; staff-24 / Playlist - 60 / LP cuts - yes / Oldies - 25% / Jing - TM / Synd - RW Morgan / Auto - no / Interviews - on DJ programs

**CFGM/416-961-1310** Country  
10254 Yonge St No, Richmond Hill, Ontario, Toronto  
Owner - Allan Slaight / No emps - 34 / GM - Jack Carnegie / PD - David Charles / MD - Joe LeFresne / ND - Peter Dickens; staff-6 / Playlist - 59 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - Own - Country Times / Auto - no / Interviews - when possible

**CFPL/438-8391****MOR**

369 York St, London, Ontario

Owner - CFPL Bdcstg Co / No emps - 60 / GM - CN Knight / PD - WJ Brady / MD - Ron Moore / ND - GA Whitehead; staff-20 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - Acapella / Synd - CBC / Auto - no / Interviews - Talk Show 10-12 am

**CFRA/50,000W/613-233-6241****Adult Contemp.**

150 Isabella St, Ottawa, Ontario

Owner - CHUM Ltd / No emps - 82 / GM - Terry Kielty / PD - Al Pascal / MD - Dave Watts / ND - Ernie Calcutt; staff-11 / Playlist - 50 / LP cuts - generally no / Oldies - 45% / Jing - TM You / Synd - Hist of Rock, Wolfman / Auto - no / Interviews - Open Line show

**CFRW/204-957-0000****Top 40**

432 Main St, Winnipeg, Manitoba

Owner - CHUM Ltd / No emps - 53 / GM - Bob Lane / PD &amp; MD - Pat St. John / ND - Ron Hill; staff-9 / Playlist - 20 / LP cuts - no / Oldies - 40% / Jing - TM You / Synd - Wolfman / Auto - no / Interviews - Joe Pope, 9-11am M-F

**CFUN/731-9222****Top 40**

1900 W 4th Ave, Vancouver BC

Owner - CHUM Ltd / No emps - 42 / GM - MR Carabine / PD - Chuck McCoy / MD - Ross Davies / ND - Jon Belmont; staff-12 / Playlist - 35 / LP cuts - sometimes / Oldies - 33% / Jing - TM You / Synd - Wolfman / Auto - no / Interviews - Featurttes &amp; public affairs

**CHAB-AM/306-692-6464****Top 40**

Main St, Moosejaw, Saskatchewan

Owner - Moffit Comm / No emps - 32 / GM - Vern Traill / PD - Don West / MD - Pat Bohn / ND - R Neisner; staff-6 / Playlist - 40+ / LP cuts - yes / Oldies - 30% / Jing - Jody Lyon / Synd - none / Auto - no / Interviews - open / C load - 12 m / Promo - open

**CHED/424-2111****Top 40**

10006 107th St, Edmonton, Alberta

Owner - Moffat Comm / No emps - 40 / GM - Jerry Forbes / PD - Chuck Chandler / MD - Len Theusen / ND - Eddie Keen; staff-7 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - "Doin it for You" / Synd - Wolfman / Auto - no / Interviews - 9-12m M-F

**CHED/50,000W/403-424-2111****Top 40**

10006 107th St, Edmonton, Alberta

Owner - Moffit Comm &amp; EA Rawlinson / No emps - 41 / GM - Jerry Forbes / PD - Jim McLaughlin / MD - Len Theusen / ND - Eddie Keen; staff-7 / Playlist - 40+ / LP cuts - yes / Oldies - 25% / Jing - Jody Lyon / Synd - Chickenman, Wolfman / Auto - no / Interviews - open / Reports to: Everyone / C load - 12 m / Promo - open

**CHOM/935-2425** Progressive  
 1355 Greene Ave, Montreal  
 Owner - Apache / No emps - 28 / GM - Leslie Sole / PD - Peggy Colston / MD - Bill Androsiuk / ND - Robt Smith; staff-4 / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - open

**CHUM/416-925-6666** Top 40  
 1331 Yonge St, Toronto Ontario M4T 1Y1  
 Owner - CHUM Ltd / No emps - 100+ / GM - Allan Waters / PD - J Robt Wood / MD - Roger Ashby / ND - Dick Smyth; staff-17 / Playlist - 30 / LP cuts - some / Oldies - 40% / Jing - TM You / Synd - Wolfman / Auto - no / Interviews - Top 100, Hist of Rock /

**CJAD/514-844-0111** Adult Contemp.  
 1407 Mountain St, Montreal Quebec H3G 1Z4  
 Owner - Standard Bdcstg Corp / No emps - 85 / GM - Wm F Hambly / PD - Ted Blackman / MD - Bruce Retallack / ND - Robt Fisher; staff-10 / Playlist - 80 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - availability & Andy Barrie show middays

**CJCH/453-2524** Top 40  
 2885 Robie St, Halifax, Nova Scotia B3J 2Z4  
 Owner - CHUM / No emps - 35 / GM - Paul Ski / PD & MD - Terry Williams / ND - Dick Pratt; staff-18 / Playlist - 40 / LP cuts - not usually / Oldies - 20% / Jing - TM You / Synd - none / Auto - no / Interviews - no

**CKLG/50,000W/604-681-7511** Top 40  
 1006 Richards St, Vancouver BC  
 Owner - Moffit Comm / No emps - 40 / GM - Don Hamilton / PD - Greg Heraldson / MD - Paul McKnight / ND - J Paul Huddleston; staff-7 / Playlist - 40+ / LP cuts - yes / Oldies - 25% / Jing - Jody Lyon / Synd - none / Auto - no / Interviews - open / C load - 12 m / Promo - open

**CKLG-FM/100,000W/604-681-7511** AOR  
 1006 Richards St, Vancouver BC  
 Owner - Moffit Comm / No emps - 14 / GM - Don Hamilton / PD - Roy Hennessy / MD - same / ND - J Paul Huddleston; staff-7 / Playlist 40 / LP cuts - yes / Oldies - 50% / Jing - no / Synd - none / Auto - no / Interviews - 1pm People Program 2 15-min segs

**CKLW AM-FM/50,000W (Both) / 313-963-1567** Top 40 (AM)  
 1640 Ouellette, Windsor, Ontario Country (FM)  
 Owner - Batton Bdcstg / No emps - 105 / GM - Herbert W McCord / PD - Dick Bozzi (AM) Croft MacCullen (FM / MD - Rosalie Trombali (AM) Ron Foster (FM) / ND - Byron MacGregor; staff-17 / Playlist - 40, 30 / LP cuts - yes / Jing - Pams / Synd - RKO Spec / Auto - 1-5am on FM / Interviews - open / C load - 12 m / Reports to BB CB RR RW KR / Promo - Thurs

**CKXL/10,000W/403-264-8000** Top 40  
804 16th Ave, S.W. Calgary  
Owner - Moffit Comm / No emps - 35 / GM - Tom McBride / PD - Jim Jackson / MD - Jay Jeffries / ND - Hal Gardner; staff-6 / Playlist - 45 / LP cuts - yes / Oldies - 25% / Jing - Jody Lyon / Synd - Wolfman, Chickenman / Auto - no / Interviews - 9-12m; always welcome / C load - 12 m / Reports to RR BB / Promo - open

**CKXL-FM/10,000W/403-264-8000** AOR  
804 16th Ave, SW Calgary  
Owner - Moffit / No emps - 8 / GM - Tom McBride / PD & MD - Wayne Bryant / ND - Doug Gosen; staff-3 / LP cuts - yes / Oldies - 50% / Jing - Bill Hudson / Synd - none / Auto - all nite & early am / Interviews - open / C load - 6 m / Promo - open

**CKY/204-775-0371** Top 40  
Polo Park, Winnipeg, Manitoba R3G 0L7  
Owner - Moffit / No emps - 43 / GM - Alden E Diehl / PD - Gary Russell / MD - Robbie Piel / ND - Ted Farr; staff-8 / Playlist - 36 / LP cuts - yes / Oldies - 30% / Jing - Jody Lyon / Synd - Chickenman, Hist of Rock / Auto - no / C load - 12 m / Promo - open

**WAAF/617-75205611** AOR  
34 Mechanic St, Worcester MA 01608  
Owner - Robt L Williams / No emps - 25 / GM - Steve Marks / PD - Tom Daniels / MD - same / ND - Pattie Geier; staff-1 / Playlist - 45 / LP cuts - yes / Jing - none / Synd - Inner-View, King B, Earth News, Daily Planet / Auto - no / Interviews - open / Reports to RR

**WAAL/50,000W/607-772-8850**  
117 Hawley St, Binghamton NY 13901  
Owner - Butternut Bdcstg / No emps - 25 / GM - Al Ruscito / PD - Robt Lindquist / MD - Steve Becker / ND - Tony Russell; staff-1 / Playlist - 30 + 50LPs / Oldies - 50% / Jing - none / Synd - King B, Earth News, ABC-FM / Auto - no / Interviews - live / Reports TO BG RR

**WAAM/313-971-1600** Adult Contemp.  
4230 Packard Rd, Ann Arbor MI  
Owner - WAAM Radio Inc / No emps - 24 / GM - Jack Rubins / PD - Art Versnick / MD - Jim Michaels / ND - Jeff Johnson; staff-6 / Playlist - 50 / LP cuts - no / Oldies - 30% / Jing - Tanner / Synd - BBC / Auto - no /

**WAAY/5000W/205-534-8471**  
Box 551, Huntsville AL 35084  
Owner - MD Smith / No emps - 18 / GM - Wayne Johnson / PD - Allen Dennis / MD - Lenny Bruce / ND - Gary Beaty; staff-3 / Playlist - 30 / LP cuts - few / Oldies - 38% / Jing - Pams / Synd - Earth News / Auto - no / Interviews - occas / Reports to RR BG

**WABB AM-FM/5 & 100,000W/205-432-5572** Top 40 (AM)  
1551 Spring Hill Ave, Mobile AL 36601 AOR (FM)  
Owner - B Dittman / GM - same / No emps - 30 / PD - Gary Mitchell;  
Lee Stamp / MD - Scott Griffith; Maja Piff / ND - David Blake; staff-3 /  
Playlist - 40; var / LP cuts - few; lots / Oldies - 30% / Jing - Jams (AM) /  
Synd - AT 40 AM; King B, Rock/World, Earth News (FM) / Auto - no /  
Interviews - Occas; Often / C load - 13 m; 10 m / Reports to BG RW  
Poe; Walrus / Promo - open

**WABC/50,000W/212-LT1-7777** Adult Contemp.  
1330 Ave of the Americas, New York NY 10019  
Owner - ABC / No emps - 100+ / GM - Al Racco / Op - Rick Sklar / PD  
- Glenn Morgan / MD - Sonia James / ND - Paul Ehrlich; staff-15 / Play-  
list - var / LP cuts - sometimes / Oldies - var / Jing - Jam / Synd - none /  
Auto - no / Interviews - none / Reports to KR / C load - var / Promo -  
Fri am

**WABX/36,000W/313-398-1100** AOR  
10760 Coolidge, Oak Park MI 48237  
Owner - Cent Bdcstg / No emps - 25 / GM - Allan Wilson / PD & MD -  
Ken Calvert / Playlist - LPs / Jing - none / Synd - King B, Rock/World,  
Alan Watts, Earth News / Auto - no / Interviews - frequently / Reports  
to RR KR BB CB RW / C load - 12 m / Promo - M,T

**WAEB/1000W/215-434-4424** Top 40  
Box 2727, Lehigh Valley PA 18801  
Owner - Rust Williams / GM - Bob Ackley / PD & MD - Jeff Frank / ND  
- Jim Hertzler; staff-4 / Playlist - 38 / LP cuts - no / Oldies - 5% / Jing -  
Tanner / Synd - none / Auto - no / Interviews - occas

**WAGQ/404-546-7350** Top 40  
Ste 205, Executive Park, Athens GA 30601  
Owner - Broadcast Properties Inc / No emps - 15 / GM - Chas Giddens /  
Sta Mgr-Jerry Garson / PD - Geo Montiel / MD - J J Walker / ND - Paul  
Williams; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 25% / Jing -  
Jams / Synd - none / Auto - no / Interviews - occas

**WAIL/1000W/504-926-7600** Prog. Easy Listening  
Box 66497, Baton Rouge LA 70806  
Owner - Angie D Burge / No emps - 10 / GM - Bonnie Hagstrom / PD &  
MD - Jay Bertucci / ND - Rebecca Yates; staff-1 / Playlist - 45 / LP cuts  
- yes / Oldies - 33% / Jing - none / Synd - Powerline / Auto - no / Inter-  
views - taped / Reports to BG / C load - 8 m / Promo - open

**WAIR-AM/1000W/919-722-1347** Top 40  
Box 2099, Winston-Salem NC 27102  
Owner - Nick Patella / No emps - 21 / GM - Nick Patella / PD & MD -  
Tim Byrd / Playlist - 33 / LP cuts - yes / Oldies - 20% / Jing - Pams /  
Synd - AT 40 / Auto - no / Interviews - whenever possible

**WAKR/5000W/216-535-7831** Adult Contemp.  
853 Copley Rd, Akron OH 44320  
Owner - Grp 1 / GM - Sam Yacavazzi / PD & MD - Russ Knight / ND - Fred Anthony; staff-8 / Playlist - 35 / LP cuts - no / Oldies - occas / Jing - TM / Synd - none / Auto - no / Interviews - some / Reports to BG

**WAKX (AM-FM Simul)/26 & 100,000W/218-727-7271** Top 40  
410 W Superior St, Duluth MN 55802  
Owner - Stereo Bdcstg / No emps - 15 / GM - Lewis M Latto / PD & MD - Bruce MacGregor / ND - Phil Lewis; staff-1 / Playlist - 33 / LP cuts - few / Oldies - 50% / Jing - none / Synd - King B, Opus Cntdn / Auto - no / Interviews - in town / Reports to RR / C load - 12 m / Promo - after 2pm

**WAKY/5000W/502-583-8803** Top 40  
558 River City Mall, Louisville KY 40202  
Owner - Multimedia / No emps - 35 / GM - Don Meyers / PD & MD - John Randolph / ND - Reed Yadon; staff-6 / Playlist - 33 / LP cuts - mostly / Oldies - 40% / Jing - Jam / Synd - Inner-View, AT 40 / Auto - no / Interviews - many / Reports to KR RR BB CB RW / C load - 17 u / Promo - Fri

**WAME/5000W/704-377-5916** Mod. Country  
Box 1008, Charlotte NC 28231  
Owner - Mission Bdcstg / No emps - 30 / GM - Johnny Jacobs / PD - Jack Melvin / ND - Cloyd Bookout; staff-4 / Op - Edd Robinson / Playlist - 48 / LP cuts - yes / Oldies - 45% / Jing - Tanner Cntry / Synd - none / Auto - no / Interviews - Country artists, live / Reports to BB CB RR RW Bdcstg / C load - 16 m / Promo - W,Th 10-12

**WAMO/1000W/412-471-2181** Black (AM)  
1611 Blvd of Allies, Pittsburgh, PA 15219 Jazz (FM)  
Owner - Sheridan Bdcstg / No emps - 27 / GM - Skip Finley / PD & MD - Matt Ledbetter / ND - Derek Hill; staff-3 / Playlist - var / LP cuts - yes / Jing - TM / Synd - Mutual News / Auto - no / Interviews - 5 min / Reports to RW CB BB / C load - 16 m / Promo - Tues

**WAMS/5000W/302-654-8881** Top 40  
Box 3677, Wilmington DE 19807  
Owner - Rollins Inc / No emps - 30 / GM - Phil Schweinfurth / PD - Ray "Mighty" Quin / MD - Bobby Dark / ND - Matt Likovich; staff-4 / Playlist - 25 / LP cuts - some / Oldies - 70% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to KR BG

**WANT/1000W/804-321-5662** Black  
 1161 Front St, Richmond VA 23222  
 Owner - Old Dominion Bdcstg / No emps - 16 / GM - Howard Parkus /  
 PD - Ben Miles / MD - Kirby Carmichael / ND - Calvin King; staff-2 /  
 Playlist - 42 / LP cuts - yes / Oldies - 10% / JIng - Pams / Synd - Music  
 Report / Auto - no / Interviews - occas

**WAOK/5000W/404-659-1380** R&B, Jazz, Gospel  
 75 Piedmont Ave, Atlanta GA 30303  
 Owner - Bdcstg Ent Net / No emps - 33 / GM - Stan Raymond / PD &  
 MD - Frank Barrow / ND - Myrian Richmond / Playlist - 50 / LP cuts -  
 yes / Oldies - 10% / JIng - Pepper Tanner / Synd - none / Auto - no / In-  
 terviews - open / Reports to KR RR CB BB / C load - 18 m / Promo - M  
 1-4pm

**WAPE/10,000W/904-264-4523** SIS Radio Inc  
 Box 486, Orange Park FL 32073  
 Owner - SIS Radio Inc / No emps - 30 / GM - Joe McCluskey / Grp PD -  
 Jay Thomas / PD - John Long / ND - Allen Moore; staff-1 / Playlist - 32  
 / LP cuts - occas / Oldies - 50% / JIng - none / Synd - AT 40 / Auto - no  
 / Interviews - occas, on-air / Reports to KR RR BG / Promo - open

**WAQ4/27,000W413-525-4141** Top 40  
 45 Fisher Ave E, Longmeadow MA  
 Owner - Spfd FM / No emps - 14 / GM - Donald Wilks / PD - Rob West-  
 taley / MD - Jim Kaye / ND - Fred Stevens; staff-1 / Playlist - 50 / LP  
 cuts - no / Oldies - 35% / JIng - own / Synd - King B, LP Cntdn / Auto -  
 24 hrs / Interviews - taped / C load - 10 m / Promo - Th,F

**WASH/22,500W/202-244-9700** Adult Cōntemp.  
 5151 Wisconsin Ave NW, Washington DC  
 Owner - Metromedia / No emps - 32 / GM - Biff Dalton / PD - Bob  
 Hughes / MD - Bob Duckman / ND - Ed Tobias; staff-5 / Playlist - 38 /  
 LP cuts - yes / Oldies - 40% / JIng - Johnny Mann cust / Synd - specials /  
 Auto - no / Interviews - varies / Reports to BG RR / C load - 15 u / Pro-  
 mo - M-F, 2-4pm

**WAUG/5000W/404-722-1302** Top 40  
 Box 669, Augusta GA 30903  
 Owner - Hunter Grps Inc / No emps - 14 / GM - Jack Carpenter / PD -  
 Jimmy Byrd / MD - Steve York / ND - ABC Ntwk / Playlist - 40 / LP  
 cuts - yes / JIng - TM / Synd - King B, AT 40, Wolfman / Auto - no / In-  
 terviews - open / Reports to KR BG CB RW HQ / C load - 16 m / Pro-  
 mo - open

**WAVZ/1000W/203-777-4761** Top 40  
 152 Temple St, New Haven CT 06510  
 Owner - Kops Monahan Comm / No emps - 20 / GM - Richard Monahan /  
 PD - Mike West / MD - Paul Resnick / ND - Steve Palmer; staff-3 / Playlist  
 - 30 / LP cuts - yes / Oldies - 20% / JIng - TM / Synd - Earth News / RKO  
 Spec / Auto - no / Interviews - days / Reports to RR KR BG / C load - 12  
 m / Promo - M,T

**terly Radio Quarterly Report Radio Quarterly Report Radio**

**WAXC/5000W/716-546-2325** Adult Contemp.  
 50 Chestnut St, Rochester NY 14602  
 Owner - Sande Bdcstg Co / No emps - 24 / GM - John Sayre / PD & MD - Larry White / ND - Earl Grey; staff-4 / Playlist - 25 / LP cuts - some / Oldies - 45% / Jing - Sundance cust / Synd - none / Auto - no / Interviews - morning show / C load - 12 m / Promo - before 2 pm

**WAYE/1000W/301-547-8666** AOR  
 1111 Park Ave, Baltimore MD 21201  
 Owner - Coastal Telecomm Corp / GM - Stuart Frankel / PD - Marty McLean / MD - Chris Emry / Playlist - 20 LPs / Oldies - 60% / Jing - none / Synd - none / Auto - no / Interviews - yes / C load - 13 u / Promo - after 10 / Reports to KR

**WAYS/5000W/704-392-6191** Contemporary  
 400 Radio Rd, Charlotte NC 28216  
 Owner - SIS Radio Inc / No emps - 25 / GM - Sis Kaplan / PD & MD - Beau Matthews / ND - John Kilgo; staff-6 / Playlist - 25 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - Cent 21 Opus 76, Scott Ross / Auto - no / Interviews - occas / Reports to KR RR BG Bren CB / C load - 14 m / Promo - Mon afternoon

**WAZL (AM)/1000W/717-454-3533** Top 40  
 708 Hazelton Natl Bank Bldg, Hazelton PA 18201  
 Owner - VC Diehm / GM - Bud Diehm / No emps - 25 / PD & MD - Joe Cepin / ND - Jim Boyle; staff-3 / Playlist - 50 / LP cuts - occas / Oldies - 40% / Jing - TM / Synd - none / Auto - no / C load - 17 m / Promo - open.

**WBAL/1000W/301-467-3000** MOR  
 3800 Hooper Ave, Baltimore MD 21211  
 Owner - Hearts Corp / No emps - 55 / GM - AE Burk / MD - Jack Lacy / ND - Joë Walsh / Playlist - 55 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - occas / Reports to BG RR RHJ / C load - 18 m / Promo - open

**WBAM/50,000W/205-288-0150** Country  
 4740 Radio Rd, Montgomery AL  
 Owner - Deep South Bdcstg / No emps - 20 / GM & PD - CG Brennan / MD - Diane West / ND - Lewis Fryer; staff-5 / Playlist - 70 / LP cuts - yes / Oldies - 15% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - 9-11am / Reports to BG / C load - 18 m / Promo - open

**WBAP/50,000W/817-429-2330** Country  
 3900 Barnett, Ft Worth TX 76103  
 Owner - Capital Cities / No emps - 45 / GM - Warren Potash / PD - Don Thompson / MD - Art Davis / ND - Carl Cramer; staff-8 / Playlist - 59 / LP cuts - no / Jing - Total Sound / Synd - none / Auto - no / Interviews - not regularly / Reports to BG KR / Promo - W,Th / C load - 14 u

**WBAX/1000W/** Oldies  
 1 Broadcast Plaza, Wilkes-Barre, PA 18703  
 Owner - January Ent / No emps - 23 / GM - Dave Donun / PD - Jeff Gerber / MD - Bob Wilensik / ND - Dave Kirsh; staff-3 / Playlist - 42 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - Scott Ross / Auto - no / Interviews - spontaneous / C load - 12 u / Promo - M-F after 2pm

## **Report Radio Quarterly Report Radio Quarterly Report Ra**

- WBBF/1000W/716-232-7550** Adult Contemp.  
850 Midtown Tower, Rochester NY 14604  
Owner - Lind Bdcstg / No emps - 35 / GM - Dan Clayton / PD - Bob Savage / MD - Tom Nast / ND - Dick Tobias; staff-7 / Playlist - 33 / LP cuts - yes / Oldies - 35% / Jing - none / Synd - AT 40, Wolfman / Auto - no / Interviews - Sat Nite Spec / Reports to KR RR BG BB CB RW Poe / C load - 12 m / Promo - W 12-4
- WBBN (AM)/50,000W/312-944-6000** News  
630 N McClurg Ct, Chicago IL 60611  
Owner - CBS / No emps - 100 / GM - Wm C O'Donnell / PD & ND - John Hultman / Jing - none / Synd - none / Auto - no / Interviews - yes
- WBBN-FM/6200W/312-944-6000** Soft Rock  
630 N McClurg Ct, Chicago IL 60611  
Owner - CBS / GM - Lois Gredell / PD - Tony Phillips / MD - Dick Bartley / ND - Tandy Miller; staff-1 / Playlist - 50 / LP cuts - yes / Oldies - 30% / Jing - Pams / Synd - none / Auto - yes / Interviews - Profiles / Reports to BG / C load - 9 m / Promo - W 12-4
- WBBQ AM-FM/1000 & 100,000W/803-279-6610** Adult Contemp.  
Box 2066, Augusta GA 30903  
Owner - Savannah Valley Bdcstg & Musicast of the South / No emps - 25 / GM - Ed Dunbar / PD - Harley Drew / MD - John Jenkins & Bruce Stevens / ND - Henry Holmes; staff-6 / Playlist - 35 / LP cuts - yes / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - By invitation / Reports to RR KR BG CB BB / C load - 18 m / Promo - 10-12, 2-4 W,F
- WBCN/50,000W/617-266-1111** Progressive  
5005 Prudential Tower, Boston MA 02199  
Owner - Concert Netwk / GM - Al Perry / PD - Norm Winer / MD - Ellen Darst / ND - Danny Schecter; staff-6 / Playlist - Unltd / LP cuts - yes / Jing - none / Synd - King B, Rock/World, Rennais, BBC / Auto - no / Interviews - musical / C load - 12 m / Reports to RR CB RW Wal / Promo - M,T,F & by appt
- WBGN/1000W/502-842-1638** Top 40  
Box 900, Bowling Green KY 42101  
Owner - Bob Proctor, JP Brown / No emps - 15 / GM - Bud Tyler / PD - Tim England / MD - Steve Denton / ND - John Gentry; staff-2 / Playlist - 45 / LP cuts - yes / Oldies - 20% / Jing - Pams, WLS / Synd - Earth News, Hot News, Shadow, Grn Hornet / Auto - no / Interviews - major artists / Reports to BG CB BB RW BP KR / C load - 18 m / Promo - 3:30-5:30
- WBIA/1000W/404-724-2421** MOR  
1534 Walton Wy, Augusta GA 30903  
Owner - WBIA Inc / No emps - 16 / GM MD & PD - Hans Peterson / ND - Eric Cramer; staff-2 / Playlist - 45 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - yes / C load - 14 m / Promo - M 10-12

**Sport Radio Quarterly Report Radio Quarterly Report Radi**

- WBIE/100,000W/404-424-1015** Country  
 Box 491, Marietta GA 30061  
 Owner - Marietta Bdcstg Co Inc / No emps - 14 / GM PD & MD - James Wilder / ND - Robt Roundtree; staff-6 / Playlist - 150 / LP cuts - yes / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - am / C load - 12 m / Promo - open
- WBJW/100,000W/305-425-6631** Top 40  
 Box 7475, Orlando FL 32804  
 Owner - Rainsville Radio / No emps - 20 / GM - Jerry Peterson / PD - Tom West / MD - Terry Long / ND - Jay Frank; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 50% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - Sun Spec / Reports to KR RR BB RW / C load - 10 m / Promo - after 2 M-F
- WBKZ/685-1300** Hit Parade  
 13 E 20th St, Baltimore MD 21218  
 Owner - Baltimore Radio Show Inc / No emps - 11 / GM - Harry Shriver / Op - Wayne Gruehn / MD - Drake-Chenault / News staff-2 / Jing - Drake-Chen Contempo 300 / Synd - Contempo 300 / Auto - 24 hrs /
- WBLM/207-774-6364** AOR  
 80 Exchange St, Portland ME  
 Owner - Jeffrey, Fuller / GM - Doc Fuller / No emps - 15 / PD - Jose Diaz / MD - same / ND - Chas Rose; staff-1 / Jing - none / Synd - King B, Rock Around World, BBC & BBC Spec / Interviews - yes / Reports to RR RW BB CB BG
- WBLS/3000W/212-725-4500** R&B  
 801 2nd Ave, New York NY 10017  
 Owner - Inner City Bdcstg / No emps - 25 / GM - Dorothy Brunson / PD - Frankie Crocker / MD - Wanda Ramos / ND - David Lampel; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - Focus / Reports to RW / C load - 12 m / Promo - open
- WBMD/1000W/301-485-2400** Country  
 5200 Moravia Rd, Baltimore MD 21206  
 Owner - Keye Bdcstg / GM - Carl Brenner / PD - Clark West / MD - same / Playlist - 75 / LP cuts - yes / Oldies - 20% / Jing - Tanner / Synd - none / Auto - no / Interviews - Focus / C load - 18 m / Promo - before 1pm
- WBML/1000W/803-743-5454** Adult Contemp.  
 847 Riverside Dr, Macon GA 31201  
 Owner - Prairieland Bdcstg / GM - Bill Hannah / PD & MD - Kevin Scott / ND - Jess Bronson; staff-6 / Playlist - 48 / LP cuts - yes / Oldies - 20% / Jing - yes / Synd - Earth News / Auto - no / Interviews - am's / Reports to RW MT / C load - 14 u / Promo - after 10
- WBMX/6000W/312-626-1030** Black & Contemp.  
 408 So. Oak Park Ave, Chicago IL 60302  
 Owner - Sonderling / No emps - 26 / GM - Ronald Craven / PD & MD - Ernest James / ND - Elijah Mitchell; staff-3 / Playlist - var / LP cuts - yes / Oldies - 10% / Jing - Cust / Synd - none / Auto - no / Interviews - yes / Reports to BG MT CB BB RW RR GR

**WBRV FM/50,000W/401-272-9550** Progressive  
 75 Waterman St, Providence RI 02912  
 Owner - Brown Bdcstg Svc / No emps - 30 / GM - Kurt Salsburg / PD - Bill Lichtenstein / MD - Loyse Gottlieb / ND - Mark Rasati; staff-3 / Playlist - 13000 / LP cuts - yes / Oldies - 45% / Jing - none / Synd - none / Auto - no / Interviews - local concert artists / Reports to RR B8 Wal / C load - 6 m / Promo - T

**WBSR/1000W/904-432-6172** Top 40  
 Box 17049, Pensacola FL 32522  
 Owner - Mooney Bdcstg / No emps - 25 / GM - Sam Trent / PD - Chris Hampton / MD - Dan Ingram / ND - Russ Martin; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 20% / Jing - Tanner / Synd - none / Interviews - local concert artists / Reports to KR BG RW CB Poe, Bren / C load - 16 m / Promo - open

**WBI/50,000W/704-374-3500** Adult Contemp.  
 1 Julian Price Place, Charlotte NC 28208  
 Owner - Jefferson Pilot Bdcstg / No emps - 40 / GM - Callie Tarleton / PD & MD - Andy Bickel / ND - Russ Ford; staff-7 / Jing - Pams / Synd - AT 40 / Interviews - occas / Reports to KR RR CB BG / C load - 16 m / Promo - 10-12

**WBUL/1000W/205-786-4303** Black  
 Box 3800, East Birmingham AL  
 Owner - Radio Bdcst Corp of Bham / GM - Hal Hodgens / PD - Ron Allen / MD - Vic Bogkin / ND - John Tidwell; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 10% / Jing - Tanner / Synd - None / Auto - no / Reports to BG / C load - 18 m

**WBUS/38,000W/305-672-3694** MOR  
 843 1st St, Miami Bch, FL 33104  
 Owner - Community Svc Bdcstg / No emps - 15 / GM - Pete Berlin / PD - China Valles / MD - Dean Goodman / ND - Pete Berlin / Playlist - LPs / Jing - cust / Synd - none / Auto - no / Interviews - prerec & live / C load - 8 m / Promo - open

**WBZ/50,000W/617-787-7000** Adult Contemp.  
 1170 Soldiers Field Rd, Boston MA 02134  
 Owner - Westinghse / No emps - 70 / GM - Bill Cusack / PD - Ira Apple / MD - Vincent Petruzzi / ND - Ed Bell; staff-11 / Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - Talk shows / C load - 12 m / Promo - open

**WBZ-FM/18,000W/617-787-7235** Top 40  
 1170 Soldiers Field Rd, Boston MA 02134  
 Owner - Westngnhs / GM - Bill Cusack / PD - Vincent Petruzzi / MD - same / ND - Ed Bell / Playlist - 35 / LP cuts - yes / Oldies - 50% / Jing - own / Synd - Public affairs / Auto - 24 hrs / Interviews - Sat nites / Reports to BB / Promo - M

**Quarterly Report Radio Quarterly Report Radio Quarterly R**

WCAS/250W/617-492-1188 AOR  
620 Massachusetts Ave, Cambridge MA 02139  
Owner - Wickus Island Bdcstg / No emps - 20 / GM - Merril Smith / PD -  
Moe Shore / MD - Don Cohen / ND - Judith Brackley; staff-4 / Playlist -  
100 LPs / Oldies - none / Jing - none / Synd - none / Auto - no / Inter-  
views - many / Reports to RR Wal

WCAW/50,000W/304-925-4986 Mod. Country  
Box 4318, Charleston W.Va 25304  
Owner - Capitol Bdcstg Corp / No emps - 36 / GM - Paul Miles / PD -  
Rick Johnson / MD - same / ND - Bob Casto; staff-2 / Playlist - 38 / LP  
cuts - few / Jing - Gwinn / Synd - none / Auto - no / Reports to RR

WCBS/5000W/212-975-6043 Oldies  
51 W 52nd St, New York NY 10019  
Owner - CBS / GM - James McQuack / PD - Bill Brown / MD - Jack Mil-  
ler / ND - Tom Franklin; staff-10 / Playlist - 3000 / LP cuts - no / Oldies  
- 100% / Jing - Pams / Synd - none / Auto - no / Interviews - Public af-  
fairs

WCBM/10,000W/301-363-2000 MOR  
68 Radio Plaza, Owing Mills MD 21117  
Owner - Metromedia / No emps - 36 / GM - Harold Deutsch / PD -  
Bruce Holberg / MD - Dexter Beane / ND - Robert Shilling; staff-5 /  
Playlist - 26 / LP cuts - no / Oldies - 67% / Jing - TM / Synd - Specials /  
Auto - no / Interviews - pretaped / Reports to BG RR

WCCC/50,000W/203-549-3456 AOR  
11 Asylum St, Hartford CT 06103  
Owner - Sy Dresner / No emps - 14 / GM - Sy Dresner / PD & MD - Bill  
Nosal / ND - Dave Hardendort / Playlist - var / LP cuts - yes / Jing -  
none / Synd - none / Auto - no / Reports to RR Wal

WCCK/50,000W/814-456-7078 Top 40  
Box 1184, Erie PA 16501  
Owner - Burbach Bdcstg / No emps - 15 / GM - Larry Garrett / PD &  
MD - Bill Shannon / ND - Beth Brewster; staff-1 / Playlist - 45 / LP cuts  
- yes / Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews -  
Public affairs

WCCO-AM/50,000W/612-332-1201 MOR  
6252 52nd Ave, Minneapolis MN  
Owner - Midwest Radio TV / No emps - 90 / GM - Phil Lewis / PD - By  
Napier / MD - Denny Long / ND - Curtis Beckman; staff-7 / Jing - Twin  
Cities Studios / Auto - no / Interviews - when possible / Reports to BB  
RR RW

WCCO-FM/100,000W/612-339-1029 Adult Contemp.  
2155 11th St, Minneapolis MN 55403  
Owner - Midwest Radio TV / No emps - 34 / GM - Paul Jacobsen / PD -  
Paul Stagg / MD - Curt Lundgren / Playlist - var / LP cuts - yes / Jing -  
yes / Synd - none / Auto - no / Reports to CB BG RR RW / C load - 18  
m / Promo - open

**to Quarterly Report Radio Quarterly Radio Quarterly Report**

**WCDQ/1000W/203-288-3561** Top 40  
 473 Denslow Hill Rd, Hamden CT 06514  
 Owner - Southern New Eng Bdcstg / No emps - 13 / GM - Theodore Quale / PD - Ken DeVoe / MD - Jay McCormick / ND - Joseph Ceretta; staff-1 / Playlist - 40 / LP cuts - rarely / Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews - local appearances / Reports to RW KR

**WCGQ/100,000W/404-327-1217** Top 40  
 1414 Winton Rd, Columbus GA 31902  
 Owner - McClure Bdcstg / No emps - 15 / GM - Chas Giddens / PD - Randy Reeves / MD - A Miller / Playlist - 30 / LP cuts - yes / Oldies - 20% / Jing - Jams / Synd - Earth News / Auto - no / Interviews - specials or when appearing

**WCHB/100C:V/313-278-1440** Disco  
 32790 Henry Ruff Rd, Inkster MI 48141  
 Owner - Mary L Bell / No emps - 35 / GM - Wendell Cox / PD - Wade L Briggs / MD - same / ND - Marvin Moss; staff-2 / Playlist - 32 / LP cuts - yes / Oldies - 20% / Jing - TM & local / Synd - none / Auto - no / Interviews - Rap with Mayor's Office / Reports to BG BB RW CB

**WCHK/3000W/404-479-2101** Country  
 Box 1290, Canton GA 30114  
 Owner - Cherokee Bdcstg / No emps - 12 / GM - Byron Dobbs / PD - same / MD - Larry Cavender / Playlist - 90 / LP cuts - seldom / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - when possible / Reports to BB

**WCIN/5000W513-281-7180** Black  
 106 Glenwood Ave, Cincinnati OH 45217  
 Owner - Rounsaville of Cinn Inc / No emps - 22 / GM - HE Sonny Burns / PD & MD - Bob Long / ND - Bill Webb / Playlist - 35 / LP cuts - yes / Oldies - 20% / Jing - Own / Synd - none / Auto - no / Interviews - mid-days / Reports to BG

**WCKO-FM/100,000W/731-4800** Black  
 4431 Rock Island Rd, Ft Lauderdale FL 33319  
 Owner - Radio Broward Inc / No emps - 30 / GM - Michael Korman / PD & MD - Joe Fisher / ND - Joe Fisher; staff-1 / Playlist - 40 / LP cuts - yes / Oldies - 10% / Jing - Tanner, Accent / Synd - none / Auto 6-10 am, Sun 1-2pm

**WCKS/100,000W/305-783-9257** Top 40  
 Box 520, Cocoa Beach FL  
 Owner - Southland Bdcstg / No emps - 17 / GM - Les Roberson / MD - Mike Stone / ND - Jay McLain; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - none / Jing - Pams cust / Synd - none / Auto - no / Interviews - am drive news / Reports to BG KR

**WCLS/1000W/404-327-3648**

Adult Contemp.

1214 1st Ave, Columbus GA

Owner - Muscogee Bdcstg / No emps - 12 / GM - Doyle Palmer / PD - same / MD - Allen O'Henry / ND - Miles Cannon; staff-2 / Playlist - 25 / LP cuts - 30% / Jing - Looking / Synd - none / Auto - no / Interviews - Prerec, Sun / Reports to BB RR BG / C load - 18 m / Promo - 10-1

**WCLU/500W/606-581-4950**

Mod. Country

Box 1320, Cincinnati OH 45201

Owner - Irving Schwartz / No emps - 10 / GM - Irving Schwartz / PD - Ray Wakely / MD - R Galin / ND - Jack Evans; staff-2 / Playlist - var / LP cuts - yes / Oldies - var / Jing - CRC-Pams / Synd - none / Auto - no / Interviews - varies / Reports to RW BG CB BB

**WCLV/216-241-0900**

Classical

Terminal Tower, Cleveland OH 44113

Owner - Radio Seaway / No emps - 17 / GM - CK Patrick / PD - Robt Conrad / MD - Albert Petrak / ND - Tony Bianchi; staff-1 / Playlist - var / LP cuts - yes / Jing - none / Synd - Cleve Orch, Boston Symp, Chicago Symp, NY Phil, Advent in Good Music, First Hearing / Auto - no / Interviews - conductors & soloists appearing with Cleve Orch / Reports to BB BC / Promo - open / C load - 12 m

**WCMF/20,000W/716-288-3200**

AOR

129 Leighton Ave, Rochester NY 14609

Owner - Community Music Inc / No emps - 25 / GM - Jim Trayhern / PD - Bernie Kimble / MD - same / ND - Blaine Schwartz; staff-2 / Playlist - 60 LP cuts / Oldies - 60% / Jing - none / Synd - King B, Rock Around World, BBC / Auto - no / Interviews - occas / Reports to RW BB Wal BC / Promo - before 3 / C load - 9 m

**WCMS/5000W/804-420-1050**

Country

5600 Curlew Dr, Norfolk VA

Owner - Geo Crump / No emps - 22 / GM - Irvine B Hill / PD - Joe Hopel / MD - Earle Faulk / ND - Joe Loventhal / Playlist - 60 / LP cuts - yes / Jing - Pams / Synd - none / Auto - no / Interviews - as sched / Reports to BG BB CB RW

**WCOL/1000W/614-221-7811**

Top 40

195 E Broad St, Columbus GA 43215

Owner - Grt Trails / No emps - 70 / GM - Dan Morris / PD - Jerry Dean / MD - Dave Bishop / ND - Jay Solomon; staff-10 / Playlist - 40 / LP cuts - no / Oldies - 30% / Jing - Cent 21 / Synd - Natl Album Cntdn / Auto - no / Interviews - occas / C load - 18 u / Promo - M,T,W

**WCOL-FM/50,000W/614-221-7811**

Rock

195 E Broad St, Columbus OH 43215

Owner - Grt Trails / No emps - 18 / GM - Dan Morris / PD - Bob Gooding / MD - Guy Evans / ND - Jay Solomon; staff-10 / Playlist - 35 LPs / Oldies - 50% / Jing - none / Synd - King B, Daily Planet, Live From the Agora / Auto - no / Interviews - mid-am or late nite / Reports to RR RW Wal BB CB / C load - 12 m / Promo - M-F 2-6

WCOS-AM/252-2177 Adult Contemp.  
 Box 748, Columbia SC 29202  
 Owner - Geo Buck / No emps - 37 / GM - Jesse Plummer / PD - Hunter Herring / MD - Dan Vallie / ND - Rod Gragg; staff-3 / LP cuts - yes / Oldies - 20% / Jing - TM You / Synd - AT 40 / Auto - no / Reports to RR BG BB

WCOS-FM/10,000W/805-252-2177 Country  
 Box 748, Columbia SC 29202  
 Owner - Geo Buck / GM - Buster White / PD & MD - Ken Martin / ND - AM staff / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - Tanner OK / Synd - Am Cntry Cntdn, Ralph Emery / Auto - no / Interviews - on-air / Reports to BG / C load - 14 m / Promo - 9-2

WCOZ/50,000W/716-247-2020  
 441 Stuart St, Boston MA  
 Owner - WHDH Corp / GM - David Croninger / PD - Clark Schmidt / MD - Ken Shelton / ND - Geo Taylor Morris; staff-2 / Playlist - 75 / Oldies - 25% / Jing - own / Synd - none / Auto - no

WCRO/1000W/814-536-5158 Rock  
 305 Main St, Johnstown PA 15901  
 Owner - Cent Bdcstg / No emps - 19 / GM - Sandy Dee Neri / Op - Mike Farrow / MD - Jack Michaels / ND - Scott McCloud; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 20% / Jing - TM Syn / Synd - Rec Rep, 90 Min, Wolfman / Auto - no / Interviews - flexible / Reports to BG BB CB KR / C load - 12 m / Promo - before 12

WCRV/201-689-1580 Prog. Country  
 Box 150,  
 Owner - Warren Bdcstg / No emps - 12 / GM - Nick DeRienzo / PD - Cal Bader Jr / MD - same / ND - Jim Brewster; staff-2 / Playlist - 60 / LP cuts - yes / Oldies - 20% / Jing - TM / Synd - none / Auto - no /

WCSC/5000W/803-722-7611 Top 40  
 485 E Bay St, Box 186, Charleston SC 29402  
 Owner - WCSC Inc / No emps - 25 / GM - Gloria Wilson / PD - Mike Hiott / MD - Dave Derek / ND - Debbie Chard; staff-5 / Playlist - 20 / LP cuts - yes / Oldies - 57% / Jing - Pams / Synd - Wolfman / Auto - no / Interviews - in-studio only / C load - 12 / Reports to KR RR BG / Promo - 11-3 M-F

WCUE/1000W/216-923-9761 Top 40  
 424 Sackett Ave, Akron OH 44313  
 Owner - WCUE Bdcstg / No emps - 40 / GM - John Demeter / PD - Bobby Knight / MD - same / ND - Erik Thomas; staff-2 / Playlist - 45 / LP cuts - some / Oldies - 40% / Jing - TM / Synd - Natl LP Cntdn / Auto - M-Th 12-6am / Interviews - am show, occas / Reports to BG RW CB RR Wal BB / C load - 8 m / Promo - 2-5

## **Report Radio Quarterly Report Radio Quarterly Report Rad**

**WCUE-FM/50,000W/216-923-9761**

424 Sackett Ave, Akron OH 44313

Owner - WCUE Radio / No emps - 40 / GM - John Demeter / PD - Bobby Knight / MD - Vince Radilovic / ND - Eric Thomas; staff-2 / Playlist - 70 LPs + 15 / Oldies - 30% / Jing - none / Synd - Inner-View / Auto - no / Interviews - open

**WCUZ/1000W/616-451-2551**

Country

No. 1 McKay Tower, Grand Rapids, MI 49502

Owner - Pathfinder Comm / No emps - 20 / GM - Al Schneider / PD & MD - John Howard / ND - Scott Walker / Playlist - 30 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Auto - no

**WCWA/1000W/419-248-2627**

604 Jackson, Toledo OH 43604

Owner - Frazier Reams Jr / No emps - 25 / GM - Terry Shaw / PD - Mike Morin / MD - Bruce Wild / ND - Lou Hebert; staff-3 / Playlist - 30 / LP cuts - 60% / Jing - none / Synd - none / Auto - 9:30pm-5:30am

**WDAI/6200W/312-782-6811**

AOR

360 Michigan, Chicago IL 60601

Owner - ABC / No emps - 52 / GM - Roger Ruinbeough / PD - Bill Todd / MD - Mary Klug / ND - Jeff Finch / Playlist - 75 / LP cuts - yes / Oldies - var / Jing - none / Synd - none / Auto - no / Interviews - Talk Show / Reports to Wal RW BB CB / C load - 8 m / Promo - after 2

**WDAK/5000W/404-322-5447**

Top 40

Box 1640, Columbus GA 31902

Owner - Alan Woodall / No emps - 28 / GM - Bernie Barker / PD - Howie Castle / MD - same / ND - looking / staff-2 / Playlist - 20 / LP cuts - no / Oldies - 50% / Jing - Jam / Synd - none / Auto - no / Reports to RMR KR RW / C load 14 m / Promo - open

**WDAK-FM/5000W/404-322-5447**

Adult Contemp.

Box 1640, Columbus GA 31902

Owner - Alan Woodall / No emps - 28 / GM - Bernie Barker / PD & MD - Harry Myers / ND - Ed Wilson; staff-2 / Playlist - 41 / LP cuts - yes / Oldies - 30% / Jing - Pams / Synd - Wolfman, Inner-View, Ralph Emery / Auto - no / Interviews - yes / Reports to KR BB RR RB RW

**WDAO/100,000W/513-224-1137**

Black

1400 Cincinnati St, Dayton OH 45408

Owner - WAVI Corp / No emps - 22 / GM - JB Whalen / PD - Turk Logan / MD - Dwayne Hoard / ND - Art Barrett; staff-5 / Playlist - 40 / LP cuts - yes / Oldies - 15% / Jing - TM / Synd - Frank O Harris, Black Pride in Sports / Auto - no / Interviews - appearances / Reports to CB BB / C load - 18 m / Promo - W-F 1-5pm

**WDAS/5000W/215-878-2000**

Belmont & Edgely Dr, Philadelphia PA 19131

Owner - Max M Leon / No emps - 70 / GM - Bob Klien / PD & MD - Joe Tamburro / ND - Bob Perkins; staff-6 / Playlist - 40 / LP cuts - yes / Oldies - 22% / Jing - TM / Synd - none / Auto - no

**WDBS/3000W/919-684-3686** AOR  
 Box 4742, Durham NC 27706  
 Owner - WDBS Inc / No emps - 19 / GM - Bob Conroy / PD & MD - Steve Tulsy / ND - Barbara Hedman; staff-1 / Playlist - 80 LPs / Oldies - 50% / JIng - none / Synd - DIR shows, Rock Around World, Daily Planet, Chicago Symph / Auto - no / Interviews - live 6-7pm / Reports to Wal RR BB BC / C load - 12 / Promo - Th 11-4

**WDEE/50,000W/313-557-1500** Mod. Country  
 21700 Northwestern, Southfield MI  
 Owner - Globetrotter Comm / No emps - 40 / GM - John Risher / PD - Tim Collins / MD - Dave Williams / Playlist - 60 / LP cuts - yes / Oldies - 13% / JIng - cust / Synd - none / Auto - no / Interviews - weekend promos / Reports to RR BG

**WDEF AM-FM/5 & 100,000W/615-267-3392** MOR  
 3300 Broad St, Chattanooga TN 37408  
 Owner - Roy H Park Bdcstg / No emps - 24 / GM - Donald Olson / PD - Tom Reynolds / MD - Luther Massingill / ND - Ray White; staff-15 / Playlist - 60 / LP cuts - yes / Oldies - 20% / JIng - none / Synd - Burns Media / Auto - 10pm-1am Sat & Sun / Interviews - occas / Reports to BB BC / C load - none / Promo - open

**WDEL/5000W/302-478-2700** Adult Contemp.  
 2727 Shipley Rd, Wilmington DE 19899  
 Owner - Steinman Bdcstg / No emps - 38 / GM - Harvey C Smith / PD - Alan Parker / ND - Don Geary; staff-8 / Playlist - 38 / LP cuts - yes / Oldies - 35% / JIng - TM, Tanner / Synd - RPM / Auto - FM simulc / Interviews - occas / C load - 18 m / Promo - open

**WDEN/1000W/912-745-3383** Mod. Country  
 Box 46, Macon GA  
 Owner - Elliot Bdcstg / No emps - 15 / GM - WB Sawyer / PD - Aaron Bowers / MD - same / Playlist - 100 / LP cuts - yes / Oldies - 10% / JIng - Cent 21 / Synd - none / Auto - no / Interviews - live / C load - 6 / Promo - after 10

**WDIA/901-278-4551** R&B  
 2265 Central Ave, Memphis TN 38112  
 Owner - Sonderling Bdcstg / No emps - 41 / GM - Chas A Scruggs / PD - Michael Frisby / MD - Maxx Fortune / ND - John Kyles; staff-5 / Playlist - 30 / LP cuts - yes / Oldies - 25% / JIng - Cent 21 / Synd - none / Auto - no / Interviews - occas / Reports to RW CB BB

**WDJQ/20,000W/301-539-1043** Top 40  
 7 E Lexington St, Baltimore MD 21202  
 Owner - Reeves TV / No emps - 25 / GM - SE Hawkins Jr / PD & MD - Dave Harrison / ND - Fred Snyder; staff-1 / Playlist - 30 / LP cuts - yes / Oldies - 40% / JIng - Imagineers / Synd - none / Auto - semi / Interviews - occas / C load - 9 m / Reports to RR BC BB / Promo - M,T

**io Quarterly Report Radio Quarterly Radio Quarterly Report**

**WDNC/919-682-0319** Adult Cont./Disco  
 2126 Durham, NC 27702  
 Owner - Durham Radio Corp / No emps - 26 / GM - Howard Wilcox / PD & MD - Joe Nuckols / ND - Jim Boyd; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 20% / Jing - Tanner / Synd - none / Reports to BG

**WDOD AM-FM/615-266-5117** Country  
 Box 4232, Chattanooga TN 37405  
 Owner - WDOD Inc / No emps - 25 / GM - Bill Nash / PD - same / MD - Jerry Pond / ND - Earl Freudenberg; staff-4 / Playlist - 80 / LP cuts - yes / Oldies - 20% / Jing - Pams / Auto - no / Interviews - yes / Reports to BB CB / C load - 18m AM, 12m FM

**WDRC-AM/5000W/203-278-1115** Top 40  
 869 Blue Hills Ave, Bloomfield CT 06002  
 Owner - Richard B Buckley Bdcstg Corp / No emps - 35 / GM - Richard Korsen / PD - Chas Parker / MD - James English / ND - Walter Dibble; staff-4 / Playlist - 30 / LP cuts - no / Oldies - 5% / Jing - Pams / Synd - RW Morgan, AT 40 / Auto - no / C load - 12 u / Reports to KR RR BB CB / Promo - M,F

**WDRC-FM/17,500W/203-278-1115** AOR  
 869 Blue Hills Ave, Bloomfield CT 06002  
 Owner - Buckley Bdcstg Corp / No emps - 35 / GM - Richard Korsen / PD - Chas Parker / MD - James English / ND - Walter Dibble; staff-4 / Playlist - 20 + LPs / Oldies - 30% / Jing - none / Synd - RW Morgan, AT 40 / C load - 12 u / Promo - M,F

**WDRQ/20,000W/313-272-8000** Top 40  
 15933 W Eight Mile Rd, Detroit MI 48235  
 Owner - Bartell Bdcstg / No emps - 33 / GM - Thos Mosher / PD - Jim Harper / MD - Patricia Evans / ND - Dave Wahl; staff-3 / Playlist - 30 / LP cuts - occas / Oldies - 30% / Jing - TM / Synd - none / Auto - no / Interviews - occas / Reports to BG RR RW KR BB BC

**WDUZ/1000W/414-435-5331** Top 40  
 225 No Adams, Green Bay WI 54305  
 Owner - Green Bay Bdcstg Co / No emps - 30 / GM - Ken Peterson / PD - Bill Laird / MD - Gregg Albert / ND - John Dussling; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 30% / Jing - Priority 1 / Synd - none / Auto - no / Interviews - yes / Reports to BG / C load - 18m / Promo - open

**WDVE/55,000W/412-562-5900** Rock  
 411 7th Ave, Pittsburgh PA  
 Owner - Taft Bdcstg / No emps - 25 / GM - Robt W Dickey / PD - Jim Roach / ND - Carl Eckels; staff-1 / Playlist - 33 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - seldom / Reports to RR CB BB RW KR / C load - 10 u

**WEAM/5000W/703-534-1390** Black  
 2131 Crimmons Lane, Falls Church VA 22034  
 Owner - Thomas Radio & TV Ent / GM - Terry Watts / PD - Calvin Booder / Playlist - 45 / LP cuts - yes / Oldies - 19% / Jing - none / Synd - 90 M, Earth News, Crawdaddy / Interviews - yes / Reports to RW CB BB PP / C load - 9m /

**WEBC/5000W/218-728-4484**

Top 40

1001 E 9th, Duluth MN 55805

Owner - Park Bdcstg / No emps - 20 / GM - Jack Belle / PD & MD - Pat McKoy / ND - Russ Blix; staff-1 / Playlist - 24 / LP cuts - yes / Oldies - 40% / Jing - Jam / Synd - AT 40, RW Morgan, Daily Planet, BBC / Auto - no / Interviews - occas in afternoon / Reports to BG KR / C load - 14 m / Promo - 9-4

**WEBN-FM/30,000W/513-871-8500**

Top 40

2724 Erie Ave, Cincinnati OH 45208

Owner - Frank Wood Jr / GM - same / PD - Denton Marr / ND - Mark Sherer; staff-1 / Playlist - 38 / LP cuts - yes / Oldies - 12% / Jing - none / Synd - King B, / Auto - no / Reports to RW RR BB CB Wal / C load - 12m / Promo - M,T,W after 2

**WEET/5000W/804-276-8830**

Mod. Country

Box 8885, Richmond VA 23225

Owner - WEET Bdcstg / GM - Roy Bentley / PD - Jeff Goodridge / MD - Mark Thomas / ND - Bill James; staff-2 / Playlist - 34 / LP cuts - no / Oldies - 60% / Jing - none / Synd - specials / Auto - no / Interviews - live / C load - 18 m / Promo - Th after 3

**WEEX/1000W/215-258-6155**

Top 40

Box 190, Easton PA 18042

Owner - WEEX Inc / No emps - 20 / GM - Tom Wolfe / PD - Bill Robbins / MD - Mick Hagerty / ND - Walt Mitchel; staff-7 / Playlist - 30 / LP cuts - rarely / Oldies - 15% / Jing - Cent 21 / Synd - Non-Stop II / Auto - no / Interviews - Newscasts & At Random Sun am

**WEIM/617-343-3766**

Adult Contemp.

762 Water St, Fitchburg MA 01420

Owner - Norman Knight / No emps - 22 / GM - Frank Filippone / PD & ND - Jack Raymond; news staff-3 / MD - Tony Mitchell / Playlist - 40 / LP cuts - no / Oldies - 25% / Jing - Cust Sundance / Synd - none / Auto - no / Interviews - 10-12n wkdays /

**WEMP-AM/5000W/414-347-1250**

Mod. Country

200 N Jefferson, Milwaukee WI 53202

Owner - Consolidated Bdcstg / GM & PD - Jack Lee / Op - Bob Moke / MD - same / ND - Doug Kiel; staff-4 / Playlist - 40 / LP cuts - yes / Oldies - 40% / Jing - Pams / Synd - Drake Chencault / Auto - semi at nite / Interviews - open / Reports to BG RR BB / C load - 12m / Promo - W, Th or when available

**WENE-AM/5000W/607-785-3351**

AOR

2721 E Main St, Endwell NY 13760

Owner - Juliann Griffin / No emps - 20 / GM - Patrick Parish / PD - Fred Merrin / MD - Gary Allen / News staff-3 / Playlist - 33 / LP cuts - all / Oldies - 30% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to BB RR RW KR RMR / C load - 14m / Promo - M-F 3-5pm

WENO/5000W/615-868-9366 Country  
Box 5236, Nashville TN 37206  
Owner - HC Young / GM PD & MD - Casey Jenkins / ND - Wes James;  
staff-3 / Playlist - 55 / LP cuts - yes / Oldies - 15% / Jing - none / Synd -  
none / Auto - no / Interviews - no / Reports to BB CB RW / C load - 18  
m / Promo - W-F after 2pm

WERC/5000W/205-252-3171 Adult Contemp.  
729 2nd Ave, N Birmingham AL  
Owner - Mooney Bdcstg / GM - John Bomer / PD - Frank Lewis / ND -  
Bob Rowe; staff-7 / Playlist - 30 / LP cuts - no / Jing - TM / Synd - none  
/ Auto - no / Reports to BG KR RR / C load - 12m / Promo - Th,F

WESC AM-FM/10,000W/803-242-4660 Country  
Box 2447, Greenville SC 29602  
Owner - Schmidt Bdcstg Co of Cardinas / No emps - 14 / GM - John  
Davenport / PD & MD - Bob Hooper / ND - Lowell Fletcher; staff-1 /  
Playlist - 65 / LP cuts - yes / Oldies - 30% / Jing - Cent 21 / Synd - Am  
Country / Auto - wknds / Interviews - drop-in / Reports to BB / C load -  
18m / Promo - Th

WEXT/10,000W/203-527-1878 Mod. Country  
630 Oakwood Ave, W Hartford CT 06110  
Owner - WEXT Inc / No emps - 12 / GM - Marcey Blumberg / PD & MD  
- John Parks / ND - same; staff-2 / Playlist - 65 / LP cuts - yes / Oldies -  
25% / Jing - Tanner / Synd - no / Auto - no / Interviews - phone / Re-  
ports to BB / C load - 18u / Promo - M-F 12-5

WEXY/1000W/305-565-1841 MOR  
539 E Oakland Pk Blvd, Ft Lauderdale FL 33308  
Owner - Beattie / No emps - 15 / GM - James Beattie / PD - Doug De  
Wos / MD - Steve Cody / ND - Steve Cody; staff-3 / LP cuts - yes / Old-  
ies - 25% / Jing - Tanner / Synd - none / Auto - no / Interviews - fre-  
quent / C load - 18m / Promo - open

WEZU/50,000W/215-694-0506 Adult Contemp.  
428 Brodhead Ave, Bethlehem PA  
Owner - Holt Corp of Pa / No emps - 20 / GM - Arthur White / PD &  
MD - Gordo Arthur / ND - Bob Wolker; staff-2 / Playlist - 54 / LP cuts -  
yes / Oldies - 18% / Jing - Toby Arnold / Synd - none / Auto - semi / In-  
terviews - open / Reports to RR CB / C load - 12u / Promo - open

WFAA/5000W/214-748-9631 News/Talk  
Communications Center, Dallas TX  
Owner - Belo Bdcstg / GM - Mike Howe / PD & ND - Jim Simmon / In-  
terviews - yes

WFBG/5000W/314-943-1136 Adult Contemp.  
Hilltop, Logan Blvd, Altoona PA 16603  
Owner & GM - Ed Giller / PD - Don Paul / MD - same / ND - Don Ross;  
staff-7 / Playlist - 44 / LP cuts - yes / Oldies - 30% / Jing - none / Synd -  
none / Interviews - wknds / C load - 14m / Promo - 10-12

**WFBR/1300W/301-685-1300** Adult Contemp.  
 13 E 20th St, Baltimore MD 21218  
 Owner - Baltimore Radio Show Inc / No emps - 50 / GM - Harry Shriver / PD - Norm Brooks / MD - Andy Szulinski / ND - Tom Marr; staff-5 / Playlist - 40 / LP cuts - no / Oldies - 33% / Jing - TM You / Synd - Dr. D / Auto - no / Interviews - occas / Reports to RW BB CB / C load - 18m / Promo - Mon

**WFBS/1000W/919-497-3176** Top 40  
 Box 707, Springlake NC 28390  
 Owner & GM - Jerry Oakly / PD - Ken West / MD - Leslie Ballard / ND - Wendy; staff-1 / Playlist - 35 / LP cuts - occas / Oldies - 20% / Jing - Tanner / Synd - none / Auto - no / C load - 18 / Promo - 4-6pm

**WFDF/5000W/313-222-7158** Adult Contemp.  
 Garland at 1st Ave, Flint MI 48502  
 Owner - WFDF Corp / GM - Elmer Knopf / PD & MD - Don Hunter / ND - Les Root; staff-4 / Playlist - 35 / LP cuts - seldom / Oldies - 10% / Jing - TM / Synd - Dick Clark / Auto - no / Interviews - occas / C load - 6m / Reports to RR BB / Promo - open

**WFEC/717-238-5122** Top 40  
 112 Market St, Harrisburg PA 17101  
 Owner - Scott Bdcstg / No emps - 23 / GM - Robt Maley / PD & MD - Max Humphrey / ND - Dennis Barbagello; staff-3 / Playlist - 32 / LP cuts - yes / Oldies - 33% / Jing - Jams / Synd - none / Auto - no / Interviews - yes / Reports to BP KR BB / C load - 16m / Promo - Th before 1:30

**WFIF/5000W/203-878-5915** Top 40  
 90 Kay Ave, Milford CT 06460  
 Owner - Colonial Bdcstg / No emps - 27 / GM - Thomas Shovan / PD & MD - Randy West / ND - Dennis Murray; staff-6 / Playlist - 45 / LP cuts - yes / Oldies - 35% / Jing - Cust / Synd - none / Auto - no / Interviews - as arranged / Reports to BB BC CB FMQ KR / C load - 18m / Promo - 9-12

**WFIL/5000W/215-879-1600** Top 40  
 4100 City Line Ave, Philadelphia PA 19131  
 Owner - Lin Bdcstg / No emps - 52 / GM - James DeCaro / PD - Jay Cook / MD - Joel Denver / ND - Jack Hyland; staff-10 / Playlist - 25 / LP cuts - no / Oldies - 50% / Jing - Pams / Synd - Wolfman / Auto - no / Reports to RR RW KR BG BB / C load - 16m / Promo - M 2-6

**WFLB/1000W/919-323-0925** Top 40  
 Box 530, Fayetteville NC 28302  
 Owner - Altman-Tart / No emps - 19 / GM - Chas Larsen / PD - Larry Cannon / MD - Stanley Stewart / ND - Chris Mack; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 33% / Jing - TM / Synd - Paul Harvey / Auto - no / Interviews - open / Reports to RR RW BG KR CB / C load - 16m / Promo - open

**WFLI/50,000W/615-821-3555** Top 40  
 6210 Grady Dr, Chattanooga TN 37049  
 Owner - WFLI Bdcstg / GM - Dale Anthony / PD & MD - Merv Pilgrim /  
 ND - David Carrol; staff-3 / Playlist - 35 / LP cuts - yes / Oldies - 40% /  
 JIng - Pams / Synd - RW Morgan / Auto - no / Interviews - yes / Reports  
 to KR BG RR / C load - 11m / Promo - M-W 10-2

**WFLY/10,000W/518-456-1144** Adult Contemp.  
 4243 Albany St, Albany NY 12205  
 Owner - Wm Rust / GM - George Geib / PD - JW Wagner / ND - Bruce  
 Wayne / Playlist - auto / LP cuts - no / Oldies - 25% / Auto - yes / C  
 load - 7m / Promo - open

**WFMF/100,000W/504-383-5271** AOR  
 4444 Florida Blvd, Baton Rouge LA 70821  
 Owner - Baton Rouge Bdcstg / GM - Don Grady / PD - John Hart / MD -  
 Michael Thoreson / ND - Gene Perry / Playlist - 30 / LP cuts - yes / Old-  
 ies - 33% / JIng - none / Auto - no / Interviews - yes / C load - 10m /  
 Promo - 12-3pm

**WFMJ/5000W/216-744-8611** Top 40  
 101 W Boardman St, Youngstown OH 44503  
 Owner - Vindicator Prtng Co / GM - Mitch Stanley / PD & MD - Jerry  
 Allen / ND - Ed Baron; staff-3 / Playlist - 55 / LP cuts - at nite / Oldies -  
 15% / JIng - TM / Synd - none / Auto - no / C load - 12m / Promo - 1-4

**WFMR/50,000W/414-372-8000** Classical & Jazz  
 Box 1635, Milwaukee WI 53201  
 Owner - Koss Bdcstg / GM - Jon Koss / MD & MD - Mark Kramer / JIng  
 - yes / Synd - Symphonies / Auto - no / Interviews - yes / C load - 8 m /  
 Promo - open

**WFNC/50,000W/919-867-3131** Mod. Country  
 Box 35297, Fayetteville NC 28203  
 Owner - Cape Fear Bdcstg / GM - Paul Michels / PD - Paul Gold / MD -  
 Randy Jenkins / ND - Jeff Thompson; staff-2 / Playlist - 40 / LP cuts -  
 yes / Oldies - 28% / JIng - none / Synd - none / Auto - no / Reports to  
 RR RW BB / Promo - M,T 3-5

**WFNL/500W/404-738-4581** Mod. Country  
 Box 1454, Augusta GA  
 Owner - Warner Grp / No emps - 8 / GM - Shirley Liverett / PD MD &  
 ND - same / news staff-2 / Playlist - 100 / LP cuts - yes / Oldies - 20% /  
 JIng - Guinn / Synd - Cntry Xrds, Cntry Rd, Revivaltime / Auto - no /  
 Interviews - open / Reports to BB / C load - 18 / Promo - after 10am

**WFOM/1000W/404-428-3396** Top 40  
 835 S Cobb Dr, Marietta GA  
 Owner - Jim Davenport / No emps - 17 / GM - Jerry Crowe / PD - Paul  
 Sebastian / MD - Peter Price / Playlist - 26 / LP cuts - no / Oldies - 40% /  
 JIng - TM / Synd - none / Auto - no /

**WFSO/5000W/813-392-2215** AOR  
 Box 570, Pinellas Park FL 33565  
 Owner - Pinellas Radio / GM - Dan Johnson / PD - Art Williams / MD - Brock Whaley / ND - Charlie Farley; staff-2 / Playlist - var / LP cuts - only / Jing - Tanner / Synd - Earth News, Inner-View / Auto - no / Interviews - yes / Reports to RW RR BB / C load - 12m / Promo - 11-2

**WFTL/1000W/305-566-9621** MOR  
 Box 5333, Ft Lauderdale FL  
 Owner - JC Amatures / GM - Bill Sherry / PD - Michael O'Shea / MD - Terry Gross / ND - David Reynolds; staff-8 / Playlist - 33-45 / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to BB BG RR

**WGAR/50,000W/216-526-6700** Adult Contemp.  
 9446 Broadview Rd, Cleveland OH 44147  
 Owner - Nationwide Comm / No emps - 48 / GM - Art Caruso / PD - Chick Watkins / MD - Al Resler / ND - John O'Day; staff-6 / Playlist - 38 / LP cuts - no / Oldies - 60% / Jing - Pams cust / Synd - none / Auto - no / Interviews - phone on am show / Reports to RR BG BB / C load - 16m / Promo - open

**WGAS/500W/704-865-9427** Adult Contemp.  
 Box 250, Gastonia NC 28052  
 Owner - MGM Bdcstg / No emps - 9 / GM - Glen Mace / PD & ND - Ron Miller; news staff-3 / MD - TJ Stevens / Playlist - 48 / LP cuts - some / Oldies - 35% / Jing - Pepper Tanner / Synd - none / Auto - no / Interviews - yes / Reports to CB

**WGBF/477-8811** Top 40  
 3809 Washington Ave, Evansville IN  
 Owner - Metro Radio Inc / No emps - 25 / GM - Donald J Newberg / PD - Jim Wood / MD - Buddy Scott / ND - Randy Wheeler; staff-5 / Playlist - 20 / LP cuts - no / Oldies - 50% / Jing - Jam / Synd - AT 40, LP Cntdn, Rec Rep / Auto - no / Interviews - live / Reports to BG RR BB

**WGBS/50,000W/305-377-8811** MOR  
 710 Brickell Ave, Miami FL 33131  
 Owner - Storer Bdcstg / No emps - 35 / GM - Don Hamlin / PD - Lee Rodgers / MD - Vasilios Liappas / ND - Ken Taylor; staff-4 / Playlist - 24 / LP cuts - no / Oldies - 70% / Jing - Pams-Tanner / Synd - AT 40 / Auto - no / Interviews - Public affairs / Reports to BB BG CB

**WGCL/50,000W/216-861-0100** Top 40  
 1715 Euclid Ave, Cleveland OH  
 Owner - Olivia Nivoff / No emps - 25 / GM - Paul Nefoff / PD - TJ Lambert / MD - Dude Walker / Playlist - 30 / LP cuts - no / Jing - cust TM / Synd - no / Auto - no / Interviews - occas / Reports to RR RW BG KR CB BB / C load - 9m / Promo - before 2

**WGEZ/1000W/608-365-8865** Adult Contemp.  
Box 416, Beloit WI  
Owner - Seehafer Johnson Bdcstg / No emps - 9 / GM - Jack Ludeshner /  
Op - Dave Stevens / PD - Scott Hunter / ND - Larry Davis; staff-1 / Play-  
list - 33 / LP cuts - occas / Oldies - 60% / Jing - Guinn / Synd - none /  
Auto - no / Reports to RR / C load - 18m / Promo - 11:30-2

**WGGG/1000W/904-376-1230** Adult Contemp.  
1230 Waldord, Gainesville FL  
Owner - Quality Bdcstg / No emps - 20 / GM - Elsie Mercer / PD John  
Calvin; asst. Boomer Huff / MD - John Calvin / ND - Don Ried / Playlist  
- 50 / LP cuts - some / Oldies - 16% / Jing - Cent 21 / Synd - AT 40,  
Dick Biondi / Auto - no / Interviews - occas / Reports to BB BC / C  
load - 18m / Promo - 10-3

**WGH/5000W/804-826-1310 or 340-1310** Top 40  
Box 98, Newport News VA  
Owner - Hamp Rds Bdcstg / GM - Ambert Dail / PD - Bob Canada / MD  
- Geo Crawford / ND - Jim Moore; staff-5 / Playlist - 30 / LP cuts - yes /  
Oldies - 33% / Synd - AT 40 / Auto - no / Interviews - yes / Reports to  
RR RW BG KR BB BC CB / C load - 14m / Promo - Th

**WGIV/1000W/704-333-0131** Black  
Box 3856, Charlotte NC 28203  
Owner - BENI / No emps - 22 / GM - Ken Goldblatt / PD - Manny Clark  
/ MD - same / ND - Bill Ward; staff-3 / Playlist - 40 / LP cuts - yes / Old-  
ies - 2% / Jing - none / Synd - none / Auto - no / Interviews - none / Re-  
ports to RR RW BG KR CB BC BB / C load - 16m / Promo - M,T 10-12

**WGL/1000W/219-747-1511** Adult Contemp.  
2000 Lower Huntington Rd, Ft Wayne IN 46819  
Owner - NES Sentinel / GM - Len Davis / PD - Jon Patrick / MD - Jon  
Parker / ND - Suzanne Katt; staff-3 / Playlist - var / Oldies - 100% / LP  
cuts - yes / Jing - own / Auto - no / Interviews - yes / C load - 18m /  
Promo - 11-1

**WGLI-AM/669-1290** Adult Contemp.  
1290 Peconic Ave, Babylon NY 11704  
Owner - Beck Ross / No emps - 25 / GM - Len Rothberg / PD - Chris Mi-  
chaels / MD - Dennis Moore / ND - John Allen; staff-4 / Playlist - 35 /  
LP cuts - yes / Oldies - 40% / Jing - Tanner / Synd - no / Auto - no / Re-  
ports to RW BG CB BC BB / C load - 18m / Promo - M-F after 2

**WGMA/5000W/305-431-6200** Mod. Country  
9881 Sheridan St, Hollywood FL 33024  
Owner - Tichenor Media / GM - Robt Eicholz / PD - Don Evans / MD -  
Joe Conway / ND - Chris Sha.vs; staff-4 / Playlist - 40 / LP cuts - yes /  
Oldies - 100% / Jing - none / Synd - none / Auto - no / Interviews - yes /  
C load - 12m / Promo - 10-2

WGN/50,000W/312-528-2311 MOR  
 2501 Bradley Pl, Chicago IL 60610  
 Owner - Tribune Co of Delaware / GM - Robt Henley / PD - Richard Jones / MD - Chas Allen / ND - Chas Harrison / Playlist - var / LP cuts - yes / Jing - none / Synd - no / Auto - no / Reports to RR / C load - 18m / Promo - open

WGNA/9400W/518-273-6500 Country  
 Box 1069, Albany NY 12201  
 Owner - JM Camp Inc / GM - Gordon Hall / MD - Rex Gregory / ND - Paul Conti; staff-3 / Playlist - 45 / LP cuts - yes / Oldies - 20% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - open; Sat / C load - 12 m / Promo - after 1

WGNG/725-9000 Top 40  
 100 John St, Cumberland RI 02864  
 Owner - Roger Williams Bdcstg / No emps - 25 / GM - Don Hysko / PD - Steve Rivers / MD - Marsha Knicely / ND - Chas Scovil; staff-3 / Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - Tanner / Synd - none / Auto - no / Interviews - on-air / Reports to RR RW BG KR / C load - 10m / Promo - T 2-6

WGOE/5000W/804-649-9196 AOR  
 104 W Franklin St, Richmond VA 23220  
 Owner - B Coffman / No emps - 12 / GM - Barry Coffman / PD & MD - John Stevens / ND - Pat O'Neill; staff-1 / Playlist - 200 LPs / Oldies - 25% / Jing - none / Synd - Agora Jazz, Rock Around World, London Report / Auto - no / Reports to RR Wal / C load - 10m / Promo - M-F 10-1

WGOK/1000W/205-432-8661 Black  
 800 Gum St, Mobile AL 36603  
 Owner - Paglin & Assoc / GM - Dickie Roberds / PD - BJ Johnson / MD - same / Playlist - 52 / LP cuts - yes / Oldies - 10% / Jing - own / Synd - none / Auto - no / Interviews - occas / Promo - after 10 / C load - 15m

WGOW/756-6141 Top 40  
 Box 4704, Pineville Rd, Chattanooga TN 37405  
 Owner - Turner / No emps - 30 / GM - Jerry Lingerfelt / PD - Gene Michaels / MD - Ron Shy / ND - Bob O'Day; staff-4 / Playlist - 30 / LP cuts - none / Oldies - 50% / Jing - TM / Synd - none / Auto - semi at nite / Interviews - in-town / Reports to RR BG BB / C load - 8m / Promo - open

WGR/881-4555 Adult Contemp.  
 464 Franklin St, Buffalo NY 14202  
 Owner - Taft / GM - Wm Irwin / PD - Larry Anderson / MD - Jerry Reo / ND - Brad Casey; staff-4 / Playlist - 25 / LP cuts - yes / Oldies - 50% / Jing - Eye / Synd - none / Auto - no / Interviews - not preferred / Reports to RR KR FMQ / C load - 16m / Promo - open

**WGRQ/12,600/716-881-4555** AOR  
59 Virginia Pl, Buffalo NY  
Owner - Taft / GM - John Hayes / PD - John McGhan / MD - Tom Teuber / ND - Mary Van Vorst; staff-2 / Playlist - 50 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - King B / Auto - no / Reports to RR Wal / C load - 8m / Promo - after 11

**WGST/5000W/404-231-0920** Adult Contemp.  
550 Pharr Rd, Atlanta GA 30355  
Owner - Meredith Corp / No emps - 42 / GM - Dick Carr / PD - Bill Sheppard / MD - Lina Trosper / ND - Eric Seidel; staff-5 / Playlist - 40 / LP cuts - yes / Oldies - 50% / Jing - Peters / Synd - none / Auto - no / Interviews - regularly / Reports to BG KR BB RR / C load - 14m / Promo - open

**WGUY/207-947-7354** Top 40  
7 Main St, Bangor ME 04401  
Owner - Bgr Bdcstg / No emps - 15 / GM - Robt Mooney / PD - Mark Laurence / MD - Mike O'Hara / ND - J Chas Foster; staff-2 / Playlist - 33 / LP cuts - no / Oldies - 45% / Jing - Tanner / Synd - none / Auto - no / Interviews - as available / Reports to RR RW BG / C load - 15m / Promo - W,Th pm

**WGVL-FM/904-378-9732** AOR  
Box 14585 Gainesville, FL 32604  
Owner - Gerler Bdcstg / No emps - 14 / GM - Irv Vram / PD & MD - Lee Arnold / Asst - David Reaves / News staff-1 / LP cuts - 99% / Oldies - 50% / Jing - none / Synd - King B, BBC, Inner-View, Earth News, Daily Planet / Auto - no / Interviews - avail & on Zap News / Reports to RR RW Wal KR FMQ

**WGY & WGRM/50,000W/518-385-1385** Adult Contemp.  
1400 Balltown, Schenectady NY  
Owner - GE / GM - Jim Delmonico / PD - Lee Fowler / MD - Linda Grey / ND - Don Decker; staff-16 / Playlist - 45 / LP cuts - seldom / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - yes / Reports to BG KR BB RR / C load - 16m / Promo - open

**WHAS/50,000W/502-582-7840** Adult Contemp.  
Box 1084, Louisville KY 40201  
Owner - WHAS Inc / GM - Hugh Barr / PD - same / MD - Jerry Melby / ND - Glen Bastin; staff-12 / Playlist - 200 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - Mort Crim / Auto - no / Interviews - occas / Reports to RR BG BB BC / C load - 16m / Promo - afternoons

**WHBC/5000W/216-456-7166** Adult Contemp.  
550 Market, So Canton OH  
Owner - Beankettle Corp / GM - Paul Gilmore / PD - Bob Krahling / MD - Todd Taylor / ND - Jim Burnett; staff-8 / Playlist - 55 / LP cuts - seldom / Oldies - 35% / Jing - none / Synd - none / Auto - no / Reports to GR RR BB / C load - 15u / Promo - T 10-3

**WHBQ/901-323-7661** Top 40  
 485 S Highland, Memphis TN Top 40  
 Owner - RKO / No emps - 38 / GM - Dick French / PD - John Long /  
 MD - Judy Smithart / ND - Terrence McKeever; staff-3 / Playlist - 30 /  
 LP cuts - occas / Jing - TM / Synd - none / Auto - no / Interviews - occas  
 / Reports to RR RW CS Wal BG KR FMQ BB BC CB / C load - 12m /  
 Promo - M,W,Th,F

**WHBY/1000W/414-733-6639** MOR  
 Appleton WI 54911  
 Owner - Telegraph-Herald Inc / No emps - 19 / GM - Lewis Process / PD  
 - James Choudoir / MD - same / ND - Ray Wiater; staff-3 / LP cuts -  
 50% / Oldies - 25% / Jing - Criterion / Synd - none / Auto - no / Reports  
 to BB / C load - 18m / Promo - open

**WHCN/50,000W/203-247-9426** AOR  
 60 Washington St, Ste 106, Hartford CT 06106  
 Owner - Beck Ross Comm / No emps - 23 / GM - Jay Mitchell / PD -  
 Gene Sheeham / MD - Paul Payton / ND - Jim Cameron; staff-3 / Play-  
 list - 80 / Oldies - 60% / Jing - none / Synd - King B, News Blimps /  
 Auto - no / Interviews - occas / C load - 8m / Reports to Wal RW RR  
 BB CB / Promo - open

**WHDH/617-247-0850** MOR  
 441 Stuart St, Boston MA 02116  
 Owner - John Blair / No emps - 60 / GM - David Croninger / PD - Al  
 Brady / MD - Barbara Dempsey / ND - Rod Fritz; staff-8 / Playlist - 18 /  
 LP cuts - rarely / Oldies - 70% / Jing - TM / Synd - none / Auto - no /  
 Interviews - rarely / Reports to BG BB / C load - 18m / Promo - 12-3

**WHFS/3000W/202-656-0600** AOR  
 4853 Cordell Ave, Bethesda MD 20014  
 Owner - B Margolius / GM - Jacob Einstein / PD & MD - Dave Einstein /  
 ND - Suzanne Gordon; staff-1 / Playlist - none / LP cuts - yes / Oldies -  
 no / Jing - none / Auto - no / Interviews - yes / Reports RR BB CR Wal  
 / C load - 10u / Promo - open

**WHHY/205-264-2288** Top 40, Adult Contemp.  
 Box 2744, Montgomery AL 36105  
 Owner - Bdcst Svc of Montgy / No emps - 32 / GM - Ann Collister / PD  
 - Larry Stevens / MD - Larry West / ND - Jim Carter; staff-4 / Playlist -  
 38 / LP cuts - rarely / Oldies - 30% / Jing - Jams / Synd - AT 40 / Auto -  
 no / Interviews - some / Reports to RR BG KR BB CB /

**WHIN/1000W/615-452-4747** Top 40  
 Hwy 109 No, Gallatin TN 37066  
 Owner - Sumner Bdcstg / No emps - 15 / GM - Bill Buntin / PD - Roger  
 O'Brien / MD - Chuck Harden / ND - Byron Thomas; staff-1 / Playlist -  
 41 / LP cuts - no / Oldies - 30% / Jing - Tanner / Synd - none / Auto -  
 no / Interviews - occas / Reports to BB / C load - 4u / Promo - Th,F 2-4

**WHIO AM/500W/254-5311** MOR  
 1414 Wilmington Ave, Dayton OH 45401  
 Owner - Cox Bdcstg / No emps - 60 / GM - Ron Kempff / PD - Bob Davis / MD - Kris Rankin / ND - Winston Hoehner; staff-9 / Playlist - 60 / LP cuts - yes / Oldies - 40% / Jing - Jam / Synd - none / Auto - no / Interviews - Conversation Piece 1pm M-F

**WHK/5000W/216-391-5000** Country  
 5000 Euclid Ave, Cleveland OH 44103  
 Owner - Milton Maltz, Malrite Bdcstg / No emps - 50 / GM - Gil Rosenwald / PD - Ron Jones / MD - Jim Brady / ND - Marv Boone; staff-5 / Playlist - 45 / LP cuts - yes / Jing - TM / Synd - none / Auto - no / Interviews - occas / Reports to BG RR RW BB BC CB / C load - 16m / Promo - open

**WHLI/10,000W/516-481-8000** Top 40  
 384 Clinton St, Hempstead NY 11550  
 Owner 0 FM Bdcstg Corp / No emps - 33 / GM - Paul Godofsky / PD - Jerome Carr / MD - Steven Godofsky / ND - Howard Loeb; staff-10 / Playlist - 29 / LP cuts - yes / Oldies - 55% / Jing - Tanner / Synd - none / Auto - no / Interviews - yes / Reports to KR / C load - 14m / Promo - open

**WHLO/1000W/216-867-1650** Information/Personality  
 2650 Market, Akron OH 44313  
 Owner - Susquehannah / No emps - 35 / GM - Allen Saunders / PD - Geo Joachim / MD - Bob Simpson / ND - Dave Lieberth / Playlist - 40 / LP cuts - no / Oldies - 40% / Jing - none / Synd - America 2000 / Auto - no / Interviews - 1-5pm / C load - 18m / Promo - open

**WHN/50,000W/212-688-1000** Country  
 400 Park Ave, New York NY 10022  
 Owner - Storer Radio Inc / No emps - 60 / GM - Neil Rockoff / PD - Ed Salamon / MD - Pam Green / ND - Chas Kaye / Playlist - 35 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to RR BG RW BC / C load - 15m / Promo - open

**WHOL/1600W/215-434-4801** Country  
 Box 358, Allentown PA 18105  
 Owner - Herbert-Stewart / No emps - 13 / GM PD & MD - Carl Stewart / ND - Phil May / Playlist - 75 / LP cuts - yes / Oldies - 10% / Jing - none / Synd - none / Auto - no / C load - 18m / Promo - 10-12

**WHOO/5000W/305-295-3990** Mod. Country  
 Box 15310, Orlando FL 15310  
 Owner - Bluegrass / No emps - 30 / GM - Bill Stakelin / PD - Mike Burger / MD - same / ND - Adrian Charles; staff-4 / Playlist - 60 / LP cuts - yes / Oldies - 10% / Jing - TM / Synd - Ralph Emery / Auto - no / Interviews - Starling 99 / Reports to RR BG / C load - 36u / Promo - open

**WHOT/1000W/216-746-8464** Contemp.  
 401 N Blaine, Youngstown OH 44505  
 Owner - WHOT Inc / No emps - 31 / GM - Wm Fleckenstein / PD & MD  
 - Dick Thompson / ND - Bill Clark; staff-4 / Playlist - 35 / LP cuts - 30%  
 / Oldies - 30% / JIng - none / Synd - none / Auto - no / C load - 15½m /  
 Promo - 11-3

**WHTT-FM/50,000W/319-326-2541** Adult Contemp.  
 1111 E River Dr, Davenport IA 52808  
 Owner - Fred Epstein / No emps - 7 / GM - Melvin LaForce / PD - Don  
 Michaels / ND - Jerry Reid; staff-6 / Playlist - 30 / LP cuts - occas / Old-  
 ies - 60% / JIng - Drake-Chenault / Synd - Contempo 300 / Auto - 24  
 hrs / C load - 6m / Promo - none

**WHYI/100,000W/305-931-1107** Top 40  
 2741 N 29th Ave, Hollywood FL 33020  
 Owner - Heftel Bdcstg / GM - Bill Cunningham / PD - Bill Tanner / MD -  
 Quincy McCoy / ND - Jim Reihle; staff-2 / Playlist - 45 / LP cuts - yes /  
 Oldies - 30% / JIng - none / Synd - none / Auto - no / Interviews - occas  
 / C load - 8m / Reports to KR RR BG / Promo - M,T

**WHYN/5000W/413-785-1911** Top 40  
 1300 Liberty St, Springfield MA  
 Owner - G Barnett Bdcstg / GM - Jim Kontolen / PD - Bob Charest /  
 MD - Ken Capurso / ND - Durham Caldwell; staff-10 / Playlist - 34 / LP  
 cuts - no / Oldies - 30% / JIng - Pams / Synd - none / Auto - no / C load  
 - 12m / Promo - open

**WHYZ/50,000W/803-246-1441** Black  
 Box 4308, Greenville SC 29608  
 Owner - WHYZ Inc / GM - Raymond Somers / PD - Mike Williams / MD  
 - same / ND - Stan Montgomery / Playlist - var / LP cuts - yes / Oldies -  
 15% / JIng - none / Synd - none / Auto - no / C load - 9m / Promo - 10-  
 12n

**WIBC/50,000W/317-924-5211** Adult Contemp.  
 2835 N Illinois, Indianapolis IN 46208  
 Owner - Fairbanks Bdcstg / No emps - 80 / GM - Jim Hilliard / PD - Geo  
 Johns / MD - same / ND - Fred Heckman; staff-11 / Playlist - 40 / LP  
 cuts - yes / Oldies - 33% / JIng - yes / Synd - none / Auto - no / Inter-  
 views - yes / C load - 19u /

**WIBG/50,000W/215-242-6300** Adult Contemp.  
 117 Ridge Pk, Lafayette Hill PA 19444  
 Owner - Fairbanks Bdcstg / PD - Chuck Knapp / MD - Bill Gardner / ND  
 - Ken Matz; staff-8 / Playlist - 35 / LP cuts - yes / Oldies - 50% / JIng -  
 cust / Synd - none / Auto - no / Reports to KR BG / C load - 14u / Pro-  
 mo - open

**WIBW-AM/50,000W/913-272-3456** Talk  
 Box 119, Topeka KS 66601  
 Owner - Stauffer / No emps - 25 / GM - Darrel Witham / PD - John Katz  
 / ND - Tom Parmley; staff-10 / JIng - TM / Synd - Bik Audio Network /  
 Auto - no / Interviews - open / C load - 18m / Promo - open

**Quarterly Report Radio Quarterly Report Radio Quarterly**

- WIBW-FM/50,000W/913-272-3456** Adult Contemp.  
Box 119, Topeka KS 66601  
Owner - Stauffer Pub / No emps - 25 / GM - Darrel Witham / PD & MD - John Katz / ND - Tom Parmley; staff-10 / Playlist - 20+ / LP cuts - yes / Oldies - 33% / Jing - TM / Synd - TM, Wolfman / Auto - 24 hrs / C load - 8m / Promo - open
- WIFE-AM/5000W/317-637-1375** Top 40  
1440 N Meridian, Indianapolis IN 46202  
Owner - Ind Bdcstg / No emps - 36 / GM - Jerry Kinkel / PD - Robin Mitchell / MD - Jack Armstrong / ND - Greg Tantum; staff-6 / Playlist - 30 / LP cuts - some / Oldies - 35% / Jing - Pams / Synd - AT 40 / Auto - no / Reports to RR KR BC / C load - 14m / Promo - open
- WIFI-FM/50,000W/215-839-0900** Top 40  
1 Bala Cynwyd Plaza, Bala Cynwyd PA 19004  
Owner - GCC Comm / No emps - 44 / GM - Wm Parke / PD & MD - Bob Hamilton / ND - Susan Ahern; staff-4 / Playlist - 33 / LP cuts - no / Oldies - 40% / Jing - Pams / Synd - none / Auto - no / Interviews - Sun am / Reports to RR BG KR / C load - 8m / Promo - M,T
- WIGL-FM/100,000W/305-856-1260** Adult Contemp.  
1699 Coral Wy, Miami FL  
Owner - Mission Bdcstg / GM - Cy Russell / PD - Joel Kaplan / Op - Ted Cramer / ND - Jack McCoy; staff-6 / Playlist - 40 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - none / Auto - no /
- WIBY/50,000W/207-443-5542** Top 40  
Box 329, Bath ME 04530  
Owner - Porter Bdcstg Svcs / No emps - 25 / GM - Turner Porter / PD & MD - Jack Diamond / ND - Steve McCausland; staff-4 / Playlist - 30+ / LP cuts - yes / Oldies - 40% / Jing - Pams / Synd - AT 40 / Auto - no / Interviews - open
- WIIN/5000W/404-231-1777** MOR  
3340 Peachtree Rd NE, Atlanta GA  
Owner - Sudbrink Bdcstg / GM - John Lauer / PD - Jim Hutto / ND - same / Playlist - var / LP cuts - yes / Jing - none / Synd - none / Auto - wknds / Interviews - on Metro / C load - 8m / Promo - M,W 9-12
- WIL/5000W/314-436-1600** Country  
300 N 12th Blvd, St Louis MO 63101  
Owner - Lin Bdcstg / No emps - 38 / GM - Wally Clark / PD - Walt Turner / MD - same / ND - Gene Hirsch; staff-5 / Playlist - 38 / LP cuts - occas / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - pre-rec, used Sat 10-3 / Reports to RR RW BG BB / C load - 16m / Promo - open
- WILD-AM/1000W/617-267-1900** Black  
390 Commonwealth Ave, Boston MA 02215  
Owner - Sheridan Bdcstg / No emps - 17 / GM - Gretchen Wortham / PD & MD - Charlene Watts / ND - Al Williams; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews - 5 min live, 30 min taped / Reports to CB RW BB / C load - 18m / Promo - M

**WILK/717-824-4666**

Top 40

88 N Franklin St, Wilkes-Barre PA 18711

Owner - Morgan, Jenkins / No emps - 32 / GM - Roy E Morgan / PD & MD - Don Bruce / ND - John Bugbe; staff-5 / Playlist - 50 / LP cuts - 5% / Oldies - 20% / JIng - Tanner / Synd - RW Morgan, Inner-View, 40 Min, AT 40, LP Cntdn, Rock Around World / Auto - no / Interviews - phone; specials / Reports to RW / C load - 18m / Promo - after 2

**WILS AM-FM/517-393-1320**

Top 40 (AM)

600 W Cavanaugh, Lansing MI 48910

AOR (FM)

Owner - Lansing Bdcstg / No emps - 34 / GM - EL "Red" Byrd / PD - Cliff Carey / MD - Rick Steele / ND - Keith Cummings; staff-6 / Playlist - 35 / LP cuts - yes / Oldies - 38% / JIng - none / Synd - none / Auto - no / Reports to BG / C load - 18m / Promo - 11-12

**WIND/5000W/312-527-2170**

Adult Contemp.

625 N Michigan, Chicago IL 60611

Owner - Westinghouse / GM - Phil Nolan / PD - Alan Mitchell / MD - Gale Meyers / ND - Ed Dorsey; staff-8 / Playlist - 38 / LP cuts - yes / Oldies - 50% / JIng - TM / Synd - none / Auto - no / Interviews - open / Reports to RW RR BB / C load - 16m / Promo - T

**WINE/29,000W/203-775-1212**

Adult Contemp. (AM)

Box 95, Danbury CT 06810

AOR (FM)

Owner - Housatonic Valley Bdcstg / No emps - 14 / GM - Chris Caggiano / PD - Kevin Burland / MD - Jay Fink / ND - Ron Tarsi; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 40% / JIng - Guinn / Synd - AT 40, Rec Rep, News Blimps, Earth News, Hot News, RW Morgan / Auto - no / Interviews - open / C load - 14u / Reports to BG / Promo - 12-4 T,W,Th

**WING/5000W/513-222-3773**

Adult Contemp.

717 E David, Dayton OH 45429

Owner - Grt Trails / No emps - 52 / GM - James Bennett / PD - Steve Kirk / MD - Ken Warren / ND - Geo Wymer; staff-10 / Playlist - 45 / LP cuts - yes / Oldies - 15% / JIng - Pams / Synd - RW Morgan / Auto - no / Interviews - 9am daily / C load - 18m / Promo - before 3

**WINN/1000W/502-585-5148**

Mod. Country

3rd &amp; Broadway, Louisville KY

Owner - Kentucky Central Bdcstg / No emps - 20 / GM - Max Rein / PD - Moon Mullins / MD - Bucks Braun / ND - Moon Mullins / Playlist - 50 / LP cuts - yes / Oldies - 50% / JIng - Pams / Synd - none / Auto - no / Interviews - open / C load - 18m / Reports to BB CB RW RR KR / Promo - open

**WINR/607-775-4240**

Adult Contemp.

Box 27, Binghamton NY

Owner - Command Bdcstg / GM - Garry McNulty / PD - John Scott / MD - Chris Dixon / ND - Kevin Smith; staff-3 / Playlist - 30 / LP cuts - no / Oldies - 40% / JIng - Guinn / Synd - Natl LP Cntdn / Auto - no / Interviews - when sponsoring concerts & specials / C load - 12m / Reports to RW BB BG / Promo - open

WINW/216-492-5630 Top 40  
 4111 Martindale NE, Canton OH 44705  
 Owner - North Am Radio Inc / No emps - 17 / GM - Jack Steenbarger /  
 PD - Max Wulf / MD - BJ Quinn / ND - Chuck Harris; staff-2 / Playlist -  
 25 / LP cuts - occas / Oldies - 40% / Jing - Cent 21 / Synd - none / Auto  
 - no / Reports to RR

WINX/1000W/301-424-9292 MOR  
 Box 1726, Rockville, Wash DC 20850  
 Owner - Mont Cntdn Bdcstg / No emps - 17 / GM - ¼oerre Eaton / PD -  
 same / MD - Bill Vickers / Playlist - 35 / LP cuts - occas / Oldies - 50% /  
 Jing - none / Synd - none / Auto - no / Interviews - as arise / Reports to  
 RR BB RW KR / C load - 14m / Promo - open

WINZ-FM/100,000W/305-371-6641 AOR  
 100 Biscayne Blvd, Miami FL 33138  
 Owner - Guy Gannett Bdcstg / GM - Richard Casper / PD & MD - Bill  
 Stedman / ND - Bishop Cheen; staff-3 / Playlist - 35 LPs / Oldies - 50% /  
 Jing - none / Synd - BBC, Rock Around World / Auto - no / Interviews -  
 open / C load - 8u / Reports to RW CB BB RR Wal / Promo - open

WIOD-AM/5000W/305-759-4311 MOR  
 Box 1177, Miami FL 33138  
 Owner - Cox Bdcstg / GM - Joe Abernathy / PD - Alan Anderson / ND -  
 Chuck Dent; staff-9 / Playlist - 46 / LP cuts - yes / Oldies - 20% / Jing -  
 TM / Synd - none / Auto - no / Interviews - Nightly Talk / C load - 18m  
 / Reports to RW RR BG / Promo - open

WIOK-FM/3000W/516-481-8000 Beautiful  
 384 Clinton St, Hempstead NY 11550  
 Owner - FM Bdcstg Inc / GM - Paul Godofsky / PD - Jerome Carr / MD -  
 Steven Godofsky / ND - Howard Loeb; staff-10 / Playlist - none / LP  
 cuts - yes / Jing - none / Synd - none / Auto - yes / Interviews - none / C  
 load - 8m / Promo - W

WIOO/1000W/717-243-1200 Adult Contemp.  
 Box 399, Carlisle PA 17013  
 Owner - H Swidler / No emps - 12 / GM - H Swidler / PD - Curt Allen /  
 MD - R Thomas / ND - Jerry Edling; staff-2 / Playlist - 20 / LP cuts - no  
 / Oldies - 65% / Jing - TM / Synd - none / Auto - no / C load - 18m / Re-  
 ports to BG KR / Promo - 10-12

WIOQ/27,000W/215-835-6102 AOR  
 2 Cala Cynwyd, Bala Cynwyd PA 19004  
 Owner - Richer Comm / GM - Bill Staats / PD - Alex Demers / ND - Jim  
 Harlan / Playlist - LPs / Oldies - 30% / Jing - own / Synd - none / Auto -  
 no / Interviews - yes / Reports to RW Wal / C load - 9m / Promo - 11-3

WIOT/100,000W/419-248-3377 AOR  
 604 Jackson, Toledo OH 43604  
 Owner - Reams Bdcstg / No emps - 15 / GM - Bob Martz / PD - Bill Nei-  
 derman / MD - Jack Mandoo / ND - Rick Bird; staff-2 / Playlist - 60 LPs  
 / Oldies - 60% / Jing - none / Synd - Daily Planet / Auto - no / Inter-  
 views - open / Reports to RR Wal / C load - 8m / Promo - before 1

WIP/215-LO8-2900

Ad. Contemp/MOR

19th &amp; Walnut Sts, Philadelphia PA

Owner - Metromedia / No emps - 52 / GM - Don Kelly / PD - Dean Tyler / MD - same / ND - Paul Rust; staff-10 / Playlist - 48 / LP cuts - yes / Oldies - 50% / Jing - cust / Synd - 90 Min / Auto - no / Interviews - live

WIQB-FM/10,000W/313-662-2881

AOR

Box 5, Ann Arbor MI 48107

Owner - Radio Ann Arbor / No emps - 20 / GM - John Casciani / PD - Neil Lasher / MD - John Giese / ND - Bob Murray; staff-1 / Playlist - 3500 / LP cuts - yes / Oldies - 60% / Jing - none / Synd - Earth News / Auto - no / Interviews - yes / Reports to RR Wal / C load - 9m / Promo - open

WIRE/5000W/317-925-9201

Country

4560 Knollton Td, Indianapolis IN 46208

Owner - Mid Am Radio / GM - Don Nelson / PD - Bill Robinson / MD - Lee Shannon / ND - Steve Yount; staff-6 / Playlist - 75 / LP cuts - rarely / Oldies - 40% / Jing - Joe Cuff / Synd - Ralph Emery / Auto - no / Interviews - none / Reports to RR BG BB CB RW / C load - 16m / Promo - W,Th,F 11-1 & 3:30-5

WIRK/5000W/305-965-9211

Top 40

Box 3828, W Palm Beach FL 33402

Owner - Ken-Sel / No emps - 28 / GM - Ronne Hartman / PD - Terry Lee / MD - Randy Marsh / ND - John Picano; staff-2 / Playlist - 38 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - Natl LP Cntdn / Auto - no / Interviews - open / Reports to BG / C load - 12m / Promo - W 10-5

WIRL/5000W/309-694-6262

Adult Contemp.

Box 3335, Peoria IL 61614

Owner - Mid Am Media / GM - Howard Frederick / PD - Bill McClugage / ND - Ira Bitner; staff-4 / Playlist - 25 / LP cuts - some / Oldies - 20% / Jing - Jams / Synd - none / Auto - no / Reports to CB BB RW BP / C load - 14m / Promo - W,Th 12-2

WISE/704-253-5381

Top 40

90 Lookout Rd, Asheville NC 28804

Owner - NE Jorgensen / No emps - 23 / GM - N Eric Jorgensen / PD - Mark St John / MD - same / ND - Sherrill Barber; staff-2 / Playlist - 33 / LP cuts - no / Oldies - 42% / Jing - Jam / Synd - AT 40, Rec Rep, Earth News / Auto - no / Interviews - am drive, short / C load - 24u / Reports to BG RR RW BG / Promo - open

WISM/5000W/608-271-1486

AOR

3220 Syene Rd, Madison WI 53701

Owner - Mid-West Family / GM - Wm Walker / PD - Wm Vancil / MD - Jonathan Little / ND - Wayne Wallace; staff-10 / Playlist - 45 / LP cuts - some / Oldies - 40% / Jing - none / Synd - RW Morgan / Auto - no / Interviews - frequently / Reports to RR KR BG

WISN/50,000W/414-342-1111 Adult Contemp.  
759 N 19th St, Milwaukee WI 53201  
Owner - Hearst Corp / GM - John E Hinkle / PD - John Lund / MD - Tom Sparte / ND - Don Froelich; staff-6 / Playlist - 30 / LP cuts - some / Oldies - 60% / Jing - TM / Synd - no / Auto - no / C load - 16m / Promo - T,Th 10-12

WISZ/1000W/301-761-1590 Mod. Country  
Box 2849, Baltimore MD 21225  
Owner - WISZ Inc / No emps - 19 / GM - HC Goldman / PD - Bill Barden / MD - same / Playlist - 48 / LP cuts - no / Oldies - 40% / Jing - TM / Auto - no / Interviews - open / Reports to RR / C load - 16m / Promo - before 3

WIVY/100,000W/904-396-2505 Top 40  
Gulf-Life Center, Jacksonville FL 32207  
Owner - Torrid / No emps - 30 / GM - Don Waterman / PD - Doug Carter / MD - Ed Russ / ND - Elkie Mac; staff-4 / Playlist - 35 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - London Wavelength / Auto - no / Interviews - visiting concert artists, at nite / Reports to KR / C load - 24u

WIXY/5000W/216-391-1260 Soft Rock  
3940 Euclid Ave, Cleveland OH 44115  
Owner - Globe Bdcstg / No emps - 60 / GM - Nick Anthony / PD - same / MD - Sharon Cotton / ND - Bob Engle; staff-3 / Playlist - 38 / LP cuts - yes / Oldies - 60% / Jing - none / Synd - AT 40 / Auto - Sun nite / Interviews - Adult appeal, am's / Reports to KR RR BG BB BR / C load - 8m / Promo - M

WIXZ/5000W/412-566-1360 Country  
Box 37, Pittsburgh PA  
Owner - Renda Bdcstg / No emps - 12 / GM - Anthony Renda / PD - John Poister / MD - Mary Ann Kelly / ND - Jack Malloy; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 33% / Jing - yes / Synd - none / Auto - nites / Interviews - whenever / Reports to RR / C load - 12u / Promo - open

WJAR/5000W/401-751-5700 Adult Contemp.  
176 Weybosset St, Providence RI 02903  
Owner - Outlet Co / GM - Donald Kane / PD - Ron Dennington / MD - same / ND - Chris Blake; staff-5 / Playlist - 30 / LP cuts - no / Oldies - 50% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - none / C load - 14m / Promo - M,T 10-5

WJBQ/5000W/207-854-8409 Top 40  
Box 46, Canal Plaza, Portland ME 04111  
Owner - Bride / No emps - 14 / GM - Rick Snyder / PD - Jeff Ryder / MD - same / ND - Frank Gibbs; staff-1 / Playlist - 25 / LP cuts - rarely / Oldies - 60% / Jing - Pams / Synd - none / Auto - no / Interviews - flexible / Reports to RR RW / C load - 15u / Promo - M,W,Th,F 10-2

- WJBX/5000W/601-982-1062** Adult Contemp.  
 Box 2171, Jackson MO 39205  
 Owner - WJBX Inc / GM - Marshall Magee / PD - Bob Burton / MD - Bill Crews / ND - Cindy Brunson; staff-6 / Playlist - 28 / LP cuts - no / Oldies - 35% / Jing - none / Synd - none / Auto - no / Interviews - Am & Sun pm / Reports to KR RR BB CB BP / C load - 12m
- WJET/1000W/814-455-2741** Top 40  
 1635 Ash St, Erie PA 16503  
 Owner - Myron Jongs / GM - Rick Hanna / PD - Sandy Beach / MD - Kay Jones / ND - Matt Locke; staff-5 / Playlist - 35 / LP cuts - no / Oldies - 25% / Jing - Thunder / Synd - none / Auto - no / Interviews - none / Reports to BG / C load - 12m / Promo - after 10
- WJJD AM-FM/14 & 50,000W/312-782-5466** Country  
 112 Union Ave, Chicago IL 38103  
 Owner - Plough / GM - Geo Rubinetz / PD - Craig Scott / MD - Bill Hart / ND - Reese Rickards; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 5% / Jing - Pams / Synd - Ralph Emery / Auto - no / Interviews - yes / C load - 18m / Promo - W,Th
- WJLJ/1000W/716-285-5795** Adult Contemp.  
 1224 Main St, Niagara Falls NY  
 Owner - Niagara Frontier Bdcstg / No emps - 13 / GM - Thomas Talbot / PD - Bob Rogers / MD - Joe Chille / ND - Tom Darro; staff-2 / Playlist - 40 / LP cuts - occas / Oldies - 10% / Jing - TM / Synd - Jack Anderson / Auto - no / Reports to BB BC / C load - 18m
- WJKL/3000W/312-741-7700** AOR  
 18½ Douglas, Elgin IL 60120  
 Owner - Elgin Bdcstg / GM - Richard Jakle / PD - Armand Chianti / MD - Trudy Fisher, Tom Marker / News staff-1 / Playlist - none / Jing - none / Synd - none / Interviews - contin / Reports to Wal RR BB
- WJLB/1000W/313-965-2000** Black  
 3100 David Broderick Tower, Detroit MI 48226  
 Owner - Booth American Co / GM - Norman Miller / PD - Tony Jamison / ND - Jim Reese; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 30% / Jing - Starglow / Synd - none / Interviews - impromptu / Reports to BG BB / C load - 18m / Promo - 4pm
- WJLD/1000W/205-324-3467** Black  
 Box 58065, Birmingham AL 35209  
 Owner - G Johnston / GM - Dave Davis / PD & MD - Tony Saelta / Playlist - 20 / LP cuts - yes / Oldies - 30% / Jing - Tanner / Synd - none / Auto - no / Interviews - occas / C load - 15m / Promo - 3-5
- WJMO/1000W/216-795-1212** R&B  
 11821 Euclid Ave, Cleveland OH 44106  
 Owner - Friendly Bdcstg / GM - Curtis Shaw / PD - Lynn Tolliver / ND - Wm Harrison; staff-3 / Playlist - 35 / LP cuts - yes / Oldies - 20% / Jing - Jams / Synd - none / Auto - no / Reports to CB BG RW BB / C load - 18m / Promo - open

**Quarterly Radio Quarterly Report Radio Quarterly Report F**

**WJNO AM-FM/305-659-1230** Adult Contemp. (AM)  
 Box 189, West Palm Beach FL 33402 Top 40 (FM)  
 Owner - Walter Weeks / No emps - 25 / GM - Doug Shull / PD - Russ  
 Morley / MD - same / ND - Steve Armstrong; staff-3 / Playlist - 50; 40 /  
 LP cuts - yes / Oldies - 45%; 30% / Jing - TM; Cent 21 / Synd - Chicken  
 Man; AT 40 / Auto - no / Interviews - Open Line (AM) / Reports to RR  
 BG KR FMQ BB BC

**WJPC/1000W/312-726-1932** Black  
 221 N LaSalle, Chicago IL 60601  
 Owner - Johnson Pub / GM - Wm Manney / PD - Richard Steele / News  
 staff-3 / Playlist - 30 / LP cuts - yes / Oldies - 5% / Jing - TM / Synd -  
 none / Auto - no / Reports to BG / C load - 18m / Promo - By appt

**WJPS/5000W/812-425-2221** Adult Contemp  
 29 NW 4th, Evansville IN 47735  
 Owner - Wayne Geyer / GM - Jerry Smith / PD - Kris Kane / MD - Stacy  
 Taylor / ND - Larry Smith; staff-2 / Playlist - 30 / LP cuts - yes / Oldies  
 - 60% / Jing - Pams / Synd - none / Auto - no / Interviews - open / Re-  
 ports to RR BB / C load - 21m / Promo - after 10

**WJQS/1000W/601-969-1400** Mod. Country  
 1020 Terry Rd, Jackson MS 39205  
 Owner - Town & Cntry Bdcstg / GM - Lee Hodges / PD - John Friskillo  
 / MD - Ron Harrington / ND - John Friskillo; staff-2 / Playlist - 60 / LP  
 cuts - yes / Oldies - 33% / Jing - none / Synd - none / Auto - no / Inter-  
 views - yes / Reports to RW BB RR / Promo - open

**WJSR/100,000W/404-549-1470**  
 255 Whitehall Rd, Athens GA 30601  
 Owner - H Rivers / No emps - 15 / GM - Wm Burpett / PD - John Wilson  
 / MD - same / ND - Jim Stewart; staff-2 / Playlist - 45 / LP cuts - yes /  
 Oldies - 25% / Jing - none / Synd - BBC, King B, News Blimps / Auto -  
 no / Interviews - frequently

**WKAL AM-FM/1000 & 3000W/315-336-7700** Adult Contemp  
 50 Jay St, Rome NY 13440  
 Owner - Maurer Bdcstg / No emps - 11 / GM - WJ Maurer / PD & MD -  
 Dave Perroni / ND - Bob Lewis; staff-2 / Playlist - 100 / LP cuts - yes /  
 Oldies - 20% / Jing - none / Synd - none / Auto - no / Reports to BB BC  
 / C load - 18m / Promo - open

**WKAP/5000W/215-435-9572** Adult Contemp.  
 Box 246, Whitehall PA 18052  
 Owner - Rahall Comm / No emps - 25 / GM - Jerry Duckett / PD - Chris  
 Baily / MD - same / ND - Al Raber; staff-2 / Playlist - 30 / Oldies - 40% /  
 Jing - Jam / Synd - AT 40 / Auto - no / Interviews - Sun nite / Reports  
 to RR RW CS BG KR FMQ BB BC CB

**WKAU/3000W/414-766-4663** Adult Contemp.  
 Box 1050, Kaukauna WI  
 Owner - Forward Comm / GM - Jim Esler / PD - BJ Crocker / MD -  
 Mike Robbins / ND - Ken Richards; staff-2 / LP cuts - rarely / Oldies -  
 30% / Jing - Tanner / Synd - none / Auto - no / Reports to RR BG BB /  
 Promo - T,Th

WKAZ/5000W/304-344-9691 Top 40  
 Box 871, Charleston W VA 25323  
 Owner - Bristol Bdcstg / No emps - 23 / GM - Fred Winton / PD - Char-  
 lie Cooper / ND - Darrel Daniels; staff-2 / Playlist - 53 / LP cuts - no /  
 Oldies - 15% / Jing - TM / Synd - Wolfman / Auto - no / Interviews -  
 never / C load - 18m

WKBN/5000W/216-782-1144 Adult Contemp.  
 3930 Sunset Blvd, Youngstown OH 44501  
 Owner - WP Williamson Jr / GM - same / PD - Don Guthrie / ND - John  
 Nagy; staff-5 / Playlist - 45 / LP cuts - seldom / Oldies - 20% / Jing - TM  
 / Synd - none / Auto - semi / Reports to BG / Promo - open

WKBO/717-561-0710 Top 40  
 411 S 40th, Harrisburg PA 17111  
 Owner - Harrea Bdcstg / No emps - 24 / GM - J Albert Dame / PD - Dan  
 Steele / MD - Jim Buchanan / ND - Fred Honsburger; staff-5 / Playlist -  
 33 / LP cuts - yes / Oldies - 30% / Jing - Pams / Synd - AT 40 / Auto -  
 no / Interviews - open & with concerts / Reports to KR RR / C load -  
 12m / Promo - open

WKBW/50,000W/716-884-5101 Adult Contemp  
 1430 Main, Buffalo NY 14209  
 Owner - Capital Cities Comm / GM - R Thos Brank / PD - Bob Harper /  
 MD - Jim Quinn / ND - Jim McLaughlin; staff-5 / Playlist - 30 / LP cuts  
 - yes / Oldies - 33% / Jing - Pams / Synd - yes / Auto - no / Interviews -  
 yes / Reports to RR BB CB KR / C load - 12m / Promo - open (675-  
 9057)

WKDA/1000W/615-254-0511 Mod. Country  
 1202 Stalman Bldg, Nashville TN 37201  
 Owner - Dick Bdcstg / No emps - 20 / GM - Jim Ragan / PD - Les Acree  
 / MD - Tom Bootle / ND - Mike Hammond; staff-6 / Playlist - 50 / LP  
 cuts - yes / Oldies - 42% / Jing - none / Synd - Cntry Xrds, Computer  
 Football / Auto - no / Interviews - no / Reports to RR RW BG BB BC CB

WKDD/50,000W/216-923-9761 AOR  
 424 Sackett Ave, Akron OH 44313  
 Owner - WCUE Radio / No emps - 40 / GM - John Demeter / PD - Bob-  
 by Knight / MD - Vince Radilovic / ND - Erik Thomas; staff-2 / Playlist  
 - 70 LPs +15 / Oldies - 40% / Jing - none / Synd - Earth News, Hot  
 News, Daily Planet, London Report, Inner-View / Auto - no / Inter-  
 views - 2-5pm / Reports to RR RW BG BB

WKDY/1000W/803-583-2727 Country  
 Box 5035, Spartanburg SC 29301  
 Owner - Capital Bdcstg / No emps - 14 / GM - Paul Howard / PD - Don  
 Moblely / MD - Lennie Dolan / ND - Bill Elliot; staff-1 / Playlist - 32 /  
 LP cuts - no / Oldies - 60% / Jing - Guinn / Synd - Ralph Emery / Auto -  
 no / Interviews - yes / Reports to BB / C load - 18m / Promo - after 12,  
 prefer W,Th

**WKKE AM-FM/ 5 & 53,000W/304-525-7788** Reeves Telecom / No emps - 24 / GM - Jim Eblin / PD - Bob Scheibly / MD - Jason Douglas / ND - Gordon Hall; staff-4 / Playlist - 36 / LP cuts - yes / Oldies - 27% / JIng - Cent 21 / Synd - AT 40 / Auto - no / Interviews - yes / Reports to BG RR BB / C load - 14m / Promo - after 12

**WKGN/1000W/615-573-2931** AOR  
Box 1870, Knoxville TN 37901  
Owner - Creative Bdcstg / No emps - 20 / GM - Vic Rumore / PD & MD - Alan Sneed / ND - Joe Anderson; staff-1 / Playlist - 39 / LP cuts - yes / Oldies - 25% / JIng - none / Synd - none / Auto - semi / Interviews - yes / Reports to BG RW BP / C load - 16m / Promo - T,Th 10-3

**WKIX/10,000W/919-851-2711** Top 40  
Box 12526, Raleigh NC 27605  
Owner - South Bdcstg / GM - Frank Maruka / PD - Bob Bolton / MD - Ron McKay / ND - Scott White; staff-5 / Playlist - 32 / LP cuts - occas / Oldies - 27% / JIng - Tanner / Synd - AT 40 / Auto - no / Reports to KR FMQ RR / C load - 12m / Promo - open

**WKKE/5000W/704-252-6703** Adult Contemp.  
Box 2156, Asheville NC 28802  
Owner - Grtr Asheville Bdcstg / No emps - 12 / GM - Robt McDermott / PD - Steve Sanders / MD - Ed Fisher / ND - Jack Hill; staff-1 / Playlist - 48 / LP cuts - some / Oldies - 50% / JIng - Pams / Synd - Solid Gold / Auto - no / Interviews - Sun / Reports to BG / C load - 18m / Promo - 12-2

**WKKN-AM/1000W/815-877-6064** Mod. Country  
1901 Shaw Rd, Rockford IL 61111  
Owner - Midwest Bdcstg / No emps - 12 / GM - Dwayne Daniels / PD - Nick Owens / MD - Curtis King / ND - Greg Magnuson; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 40% / JIng - 40% / JIng - TM / Synd - none / Auto - no / Interviews - occas / C load - 14m / Reports to BB BG / Promo - 9-11

**WKKO/1000W/305-636-2411** Adult Contemp.  
Box 3188, Cocoa FL 32922  
Owner - Emcom Assoc / No emps - 12 / GM - Bill Maschmeier / PD - Tom Collins / MD - Chip Taylor / Playlist - 28 / LP cuts - occas / Oldies - 45% / JIng - Jam / Synd - Rec Rep, Scott Ross / Auto - no / Interviews - afternoon drive / Reports to RR BC / Promo - M,F 12-1:30

**WKKY/1000W/601-762-1821** Top 40  
4510 Shortcut Rd, Pascagoula MI 39567  
Owner - Standard Bdcstg / No emps - 8 / GM - Mel Cuevas / PD & MD - Nick Bazoo / News Staff-4 / Playlist - 25 / LP cuts - yes / Oldies - 25% / JIng - Jam / Synd - none / Auto - no / Interviews - no / Reports to BG BB / C load - 7m / Promo - Th,F

**WKLH/50,000W/264-7392** AOR  
 Box 1466, Montgomery AL 36102  
 Owner - Griffin Bdcstg / No emps - 10 / GM - Gary Tidwell / MD - Stan Charles / News staff-1 / Playlist - 100 / LP cuts - yes / Oldies - 35% / Jing - none / Synd - Concept, King B, Natl LP Cntdn, Daily Planet, Earth News / Auto - semi / Interviews - yes / Reports to RR BB / C load - 12u / Promo - 11-2

**WKLO/10,000W/502-589-4800** Contemp.  
 307 W Walnut, Louisville KY 40202  
 Owner - Grt Trails / No emps - 40 / GM - Bernie Thompson / PD - Lee Gray / MD - Bo Brady / ND - Dave White; staff-6 / LP cuts - yes / Oldies - 2% / Jing - none / Synd - Natl LP Cntdn / Auto - semi / Interviews - Lee Gray Show / Reports to KR FMQ / C load - 12u / Promo - 11-1

**WKLS-FM/100,000W/404-892-WKLS** AOR  
 Atlanta Townhouse Motor Inn, Atlanta GA 30309  
 Owner - JJR Comm / No emps - 20 / GM - Dick Meeder / PD - Drew Murray / Playlist - 45 / LP cuts - only / Oldies - 60% / Jing - none / Synd - BBC, King B, Inner-View / Auto - no / Rep to RR CB / C load - 10m / Promo - open

**WKQQ/50,000W/606-252-6694** AOR  
 Box 100, Lexington KY 40501  
 Owner - Village Comm / No emps - 16 / GM - Roger Jennings / PD & MD - Dick Hungate / News staff-3 / Playlist - 25 LPs / Oldies - 45% / Jing - none / Synd - Rock Around World, King B, BBC, Daily Planet / Auto - now live 24 hrs / Interviews - occas

**WKRC/5000W/513-381-5500** MOR  
 1906 Highland Ave, Cincinnati OH 45219  
 Owner - Taft Bdcstg / GM - Harold Calvin / PD - Jim Lohse / MD - Vance Dillard / ND - Allen Edwards; staff-5 / Playlist - 38 / LP cuts - occas / Oldies - 40% / Jing - TM / Synd - yes / Auto - no / Reports to CB / C load - 18m / Promo - 1-4pm

**WKRQ/50,000W/513-381-5500** Adult Contemp.  
 1906 Highland Ave, Cincinnati OH 45219  
 Owner - Taft Bdcstg / No emps - 16 / GM - John Soller / PD - Jim Fox / MD - Mark Elliott / ND - Allen Edwards; staff-4 / Playlist - 30 / LP cuts - few / Oldies - 30% / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to RR BB RW CR / C load - 10m / Promo - W-F 1-4

**WKTK/50,000W/301-485-2400** AOR  
 5200 Moravia Rd, Baltimore MD 21206  
 Owner - Key Bdcstg / GM - Carl Brenner / PD & MD - Steve Cochran / Playlist - 65 / LP cuts - only / Oldies - 40% / Jing - none / Synd - none / Auto - no / Reports to CB RW BB RR / C load - 14m / Promo - open

**terly Report Radio Quarterly Report Radio Quarterly Rep**

- WKTM-FM/50,000W/803-554-7154** Adult Contemp.  
Box 5758, No Charleston SC 29406  
Owner - Ansley D Cohen Jr / No emps - 24 / GM - Bill Dudley / PD & MD - BooBy Nash / ND - John Paterson; staff-1 / Playlist - 25 / LP cuts - yes / Oldies - 25% / Jing - Cent 21 / Synd - Cent 21 / Auto - all nite show / Interviews - no policy / Reports to RR BB BC / C load - 12m / Promo - after 10
- WKTO-AM/5000W/412-531-9500** Top 40  
Broadway Plaza, Crane Ave, Pittsburgh PA 15220  
Owner - Heftel Bdcstg / No emps - 37 / GM - Doyle Peterson / PD - Ray Boller / MD - Michael Sarzynski / News staff-2 / Playlist - 20 / LP cuts - yes / Jing - none / Synd - none / Auto no / Interviews - public affairs & artists / Reports to RR BB CB / Promo - after 3 / C load - 10m
- WKTU/50,000W/212-246-3900** Adult Contemp.  
136 W 52nd St, New York, NY  
Owner - SJB Comm / PD & MD - Larry Miller / ND - Janet Rose / Playlist - none / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - occas
- WKVQ/1000W/615-637-1490** Classic/MOR  
1830 White Ave, Knoxville TN 37916  
Owner - Robt Blow / GM - same / PD / MD - Geo Dooley / Playlist - 1000+ / LP cuts - yes / Oldies - none / Jing - none / Synd - Contl Comm Ctr, NBC News / Auto - no / C load - 10m / Promo - open
- WKWK-FM/50,000W/304-232-2250** Beautiful  
1201 Main St, Wheeling W VA 26003  
Owner - Community Svc Bdcstg / No emps - 1 / Op mgr - Gary Persons / TM Beaut Mus Svc (Playlist, Jing, Synd) / Auto - 24 hrs / Interviews - no / Reports to KR BG / C load - 8u / Promo - T,W
- WKWK-AM/1000W/304-232-2250** Top 40  
1201 Main St, Wheeling W VA 26003  
Owner - Comm Svc Bdcstg / No emps - 13 / GM - Tom Schlosser / PD - Jim Roberts / MD - same / ND - Bill Murdock; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 30% / Jing - Tanner / Synd - 90 Min / Auto - no / Interviews - occas / Reports to RR RW CS BG KR FMQ BB BC CB / C load - 14u / Promo - T,W
- WKY/405-478-2930** Adult Contemp.  
400 E Britton, Box 14930, Okla City OK  
Owner - Gaylord Bdcstg / No emps - 45 / GM - Lee Allen Smith / PD - Mike Munday / MD - Sandy Jones / News staff-8 / Playlist - 23 / Jing - none / Synd - none / Auto - no / Reports to RR BG CB BB / C load - 12m / Promo - open
- WKYS/50,000W/202-686-4321** Disco  
4001 Nebraska Ave NW, Wash DC  
Owner - NBC / GM - Frank Scott / PD - Gordon Peil / MD - Candy Wessling / ND - Frank Barnako / Playlist - 30 / LP cuts - yes / Oldies - 35% / Jing - none / Synd - none / Auto - yes / Reports to RR BB BC CB / C load - 12m / Promo - open

WLAC/615-256-0161

Top 40

159 4th Ave No, Nashville TN 37219

159 4th Ave No, Nashville TN 37219

Owner - Life & Casualty / No emps - 35 / GM - James Ward / PD - Dick Kent / MD - Wilma Carwell / ND - David Tower; staff-5 / Playlist - 35 / LP cuts - yes / Oldies - 30% / Jing - Jam / Synd - none / Auto - no / Interviews - occas / Reports to RR BB BC CB / C load - 12m / Promo - open

WLAP AM-FM/5 &amp; 50,000W/606-293-0563

Top 40 (AM)

Box 11670, Lexington KY 40511

Adult Contemp. (FM)

Owner - Illinois Bdcstg Co / No emps - 26 / GM - James Allison II / PD & MD - Dan Reynolds / ND - Ann Marshall; staff-4 / Playlist - 42 / LP cuts - seldom / Oldies - 25-30% / Jing - Jam (AM) / Synd - TM Stereo Rock, AT 40 / Auto - FM 24 hrs / Interviews - open / C load - AM 18m, FM 8m / Promo - 10-12 / Reports to RR

WLAV/1000W/616-456-5461

Adult Contemp.

101-C Waters Bldg, Grand Rapids MI 49502

Owner - Shepard Bdcstg / No emps - 38 / GM - John Shepard / PD - Jim Francis / MD - Doc Donovan / ND - John Westman; staff-4 / Playlist - 30 / LP cuts - no / Oldies - 45% / Jing - Pams / Synd - none / Auto - no / Reports to KR BG

WLAV-FM/28,000W/616-456-5461

Adult Contemp.

101-C Waters Bldg, Grand Rapids MI 49502

Owner - John Shepard / GM - same / No emps - 20 / PD - Ed Buchanan / MD - Doc Donovan / ND - John Westman; staff-3 / Playlist - 10-30 / LP cuts - only / Oldies - var / Jing - none / Synd - DIR RATW, Earth News / Auto - no / Interviews - drop-in

WLCS/1000W/504-383-4411

Adult Contemp.

1 American Pl, Ste 2420, Baton Rouge LA 70825

Owner - Air Waves Inc / No emps - 30 / GM - Lamar Simmons / PD - Gene Nelson / ND - Jeff Lawson / Playlist - 25 / LP cuts - yes / Oldies - 30% / Jing - none / Synd - none / Auto - no / C load - 14m / Promo - open

WLCY-AM/5000W/813-577-1111

Top 40

Box 10,000, St Petersburg FL 33733

Owner - Rahall Comm / GM - Thos Watson / PD - Bob Tracey / MD - Ron Parker / ND - Terrence; staff-5 / Playlist - 18 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - yes / Reports to RR CS HR BB / C load - 14m / Promo - open

WLCY-FM/100,000W/813-577-1111

Top 40

Box 10,000, St Petersburg FL 33733

Owner - Rahall Comm / GM - Raymond Yorke / PD - Chuck Morgan / MD - Ben Christopher / ND - J Paul MacGregor; staff-5 / Playlist - 23 / LP cuts - yes / Oldies - 40% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - no / Reports to RR KR BG / C load - 8m

**port Radio Quarterly Report Radio Quarterly Report Radio**

**WLEE/5000W/804-288-2835** Adult Contemp.  
 Box 8477, Richmond VA 23226  
 Owner - Nationwide Comm / No emps - 45 / GM - John Piccirillo / PD - Dave Parks / MD - Marlin Scribner / ND - Mike Kavanaugh; staff-3 / Playlist - 32 / LP cuts - yes / Oldies - 50% / Jing - Pams cust / Synd - none / Auto - no / Interviews - availability; in newscasts / Reports to BG RR KR BB / C load - 12m / Promo - open

**WLIB/10,000W/212-725-4500** Black  
 801 2nd Ave, New York NY  
 Owner - Inner City Bdcstg / GM - Dorothy Brunson / PD - Al Gee / ND - David Lamdell; staff-6 / Playlist - 64 / LP cuts - yes / Oldies - 15% / Jing - yes / Synd - Rap & Rhythm / Auto - no / Interviews - yes / Reports to RW BB CB

**WLIR/36,000W/516-485-9200** AOR  
 175 Fulton Ave, Hempstead NY 11550  
 Owner - Stereo Bdcstg / GM - Elton Spitzer / PD - Joel Moss / MD - Dennis McNamara / ND - Ed Zeidner; staff-3 / Playlist - none / LP cuts - yes / Oldies - none / Jing - none / Synd - yes / Auto - no / Interviews - Sat at 9 / Reports to RW BB RR CB / C load - 9m / Promo - open

**WLIX/250W/516-277-1100** Adult Contemp.  
 2960 Sunrise Hwy, East Islip NY 11730  
 Owner - Living Comm / No emps - 27 / GM - Chas Rigby / PD & MD - Edward Martin / ND - David Hunter; staff-4 / Playlist - 3000 / LP cuts - yes / Oldies - 30% / Jing - none / Synd - none / Auto - no / Interviews - middays / Reports to BB BC / C load - 16m / Promo - open

**WLLE/5000W/919-833-3874** Black  
 649 Maywood Ave, Raleigh NC 27602  
 Owner - WLLE Inc / GM - Ron Hankin / PD & MD - Paul Engram / ND - Rick High / Playlist - 40 / LP cuts - yes / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - Probe, Sat at 12n

**WLLH/1000W/617-458-8486** Adult Contemp.  
 Box 1400, 4 Broadway, Lowell MA 01852  
 Owner - Arnold Lerner / GM - same / PD & MD - Jack Peterson / ND - Ron Gamache; staff-2 / Playlist - 39 / LP cuts - no / Oldies - 40% / Jing - Pams / Synd - none / Auto - no / Interviews - yes / Reports to KR GR / C load - 18m

**WLNG/500 & 3000W/516-725-2300** Adult Contemp.  
 Box 2000, Long Island NY  
 Owner - E Coast Bdcstg Co / No emps - 15 / GM PD & MD - Paul Sidney / ND - Joe Ricker; staff-4 / Playlist - var / LP cuts occas / Oldies - 50% / Jing - Pams / Synd - none / Auto - no / Interviews - afternoons

**WLOB/5000W/207-775-2336** Adult Contemp.  
 779 Warren Ave, Portland ME 04101  
 Owner - Japat Corp / GM - Barry Potter / PD & MD - Bob Anderson / ND - Mike Audet; staff-2 / Playlist - 35 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - Inner-View / Auto - 2-5:30am / Reports to GR BB RR / C load - 18m / Promo - 10-2

**WLOF/5000W/305-293-2431**

Top 40

Box 15746, Orlando FL 32808

Owner - Home Security / No emps - 35 / GM - Carl Glicker / PD - John Lander / MD - John Glicker / ND - Bill Bauman; staff-4 / Playlist - 28 / LP cuts - yes / Oldies - 40% / JIng - TM / Synd - AT 40, Earth News, Rec Rep Jack Anderson / Auto - no / Interviews - occas / C load - 16 / Reports to CB BG KR / Promo - M,F 1-3

**WLOU/5000W/502-636-3535**

Black

2549 S 3d, Louisville KY 40208

Owner - Summers Bdcstg / GM - Wm E Summers III / PD - Serritha Tinsley / MD - Neil Orey / ND - Carl Edwards; staff-2 / Playlist - 40 / LP cuts - yes / JIng - cust / Synd - none / Interviews - prearranged / C load - 18m / Promo - 2-4

**WLPL/20,000W/301-358-4600**

Top 40

6625 Reistertown Rd, Baltimore MD 21215

Owner - United Bdcstg Co / No emps - 29 / GM - Maynard Grossman / PD - Lou Krieger / MD - same / Playlist - 25 / LP cuts - yes / Oldies - 60% / JIng - none / Synd - Earth News / Auto - no / Interviews - occas / Reports to RW CB / C load - 12m / Promo - open

**WLRS/3000W/502-585-5178**

MOR

800 54th St, Louisville KY

Owner - Kentucky Tech Inc / GM - Louisa Henson / PD - Lee Masters / MD - Austin Vali / Playlist - 40 LPs / JIng - none / Synd - King B, Rock Around World / Auto - no / Reports to RR BG / C load - 8m / Promo - open

**WLS/50,000W/312-782-2002**

Adult Contemp.

360 N Michigan, Chicago IL 60601

Owner - ABC / GM - Martin Greenberg / PD - John Gehron / MD - Jim Smith / ND - Bud Miller / Staff-10 / Oldies - 50% / JIng - Pams / Synd - none / Auto - no / Interviews - Music People on Sun, others open / Reports to RR BG BB CB / C load - 12½m / Promo - W

**WLW/50,000W/513-241-9597**

MOR

901 Elm St, Cincinnati OH 45202

Owner - Queen City Comm / GM - Chas Murdock / PD - Jack Lawyer / ND - Bill Ridinour; staff-4 / Playlist - 40 / LP cuts - no / Oldies - 25% / JIng - TM / Synd - none / Auto - no / Reports to BG RR BB / C load - 18m / Promo - W

**WLYV/1000W/219-743-3443**

Mod. Country

925 Anthony Wayne Bank Bldg, Ft Wayne IN 46808

Owner - Golden Bear Comm / No emps - 17 / GM - Herb Weber / PD - Jonathon Rhodes / MD - same / Playlist - 55 / LP cuts - yes / Oldies - 30% / JIng - Pams / Auto - no / Interviews - drop-in / Reports to RW BG BB / C load - 15m / Promo - open

WMAK/5000W/615-256-6556 Top 40  
 810 Division St, Nashville TN 37219  
 Owner - Mooney Bdcstg / GM - John Patton / PD - Stu Bowers / MD - Phil Stanley / ND - Paul Dickerson; staff-8 / Playlist - 30 / LP cuts - occas / Oldies - 40% / Jing - TM / Synd - none / Auto - no / Interviews - open / Reports to KR RR BG BB RW CB / C load - 12m / Promo W 8-10

WMAL-AM/5000W/202-686-3000 MOR  
 4400 Jennifer St, NW Wash DC 20015  
 Owner - Eve Star Bdcstg / GM - Chas Macatee / PD - Mark Kuhn / MD - Bonnie Smith / ND - Ted Landphair; staff-25 / Playlist - 45 / LP cuts - yes / Oldies - some / Jing - Heller / Synd - none / Auto - no / Interviews - some / Reports to BR BG /

WMAS/1000W/413-737-1414 MOR  
 101 West St, Springfield MA 01104  
 Owner - Valley Bdcstrs Inc / GM - Zack Land / PD & MD - Budd Clain / ND - Bob Farrell; staff-2 / Playlist - 50 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - occas / C load - 18m / Promo - open

WMAQ/50,000W/312-861-5555 Country  
 Merchandise Mart, Chicago IL 60654  
 Owner - NBC / GM - Chas Warner / PD - Bob Pittman / MD - Colleen Cassidy / ND - Lou Prato; staff-11 / Playlist - 30 / LP cuts - no / Oldies - 60% / Jing - TM / Synd - none / Auto - no / Interviews - occas / Reports to BB RR BG CB / Promo - open

WMAZ AM-FM/50 & 100,000W/912-746-7311 Adult Contemp. (AM)  
Top 40 (FM)  
 Box 5008, Macon GA 31208  
 Owner - Multimedia / GM - Albert Sanders / PD - Bill Powell / MD - Steve Murphy / ND - Bill Tribble; staff-9 / Playlist - 55 AM / LP cuts - yes / Oldies - 15%; 50% / Jing - Cent 21; Drake-Chenault / Synd - FM Drake Chenault Solid Gold / Auto - FM 24 hrs / Interviews - on AM / Reports to BG / C load - 18m; 8m / Promo - 9-12

WMBD/5000W/309-676-0711  
 212 SW Jefferson, Peoria IL 61602  
 Owner - Midwest TV / GM - Wm Brown / PD - Bill Rogers / MD - Jim Walker / ND - Duane Wallace / Playlist - 50 / LP cuts - yes / Oldies - 40% / Jing - Cent 21 / Synd - TM / Synd - Spirit of Amer / Auto - no / Interviews - Topic 1-2pm

WMBM/1000W/305-672-1100 Black  
 814 1st St, Miami Beach FL 33139  
 Owner - Alla Mas / No emps - 25 / GM - Allan Margolis / PD & MD - Fred Hanna / ND - Al Mozell; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - no / Jing - Rock 'n Soul / Synd - none / Auto - no / Interviews - 48 hr notice / C load - 12u / Reports to BB CB RW Blk X / Promo - M

# Quarterly Report Radio Quarterly Report Radio Quarterly

- WMBR/5000W/904-786-1131** Adult Contemp.  
Box 6877, Jacksonville FL 32205  
Owner - Rounsaville / GM - Arnold Kaufman / PD - Bob O'Brian / MD - same / News staff-4 / Playlist - 40 / LP cuts - no / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - open / Reports to KR / C load - 14m / Promo - M
- WMDI/3000W/814-796-2085** AOR  
Box 365, McKeane PA 16426  
Owner - Micro Dawn Inc / No emps - 12 / GM - Keith Shidermantle / PD - Garrett Hart / MD - Randy Shemes / Pub Svc - Tim Marchese / Playlist - 28 LPs / Oldies - 45% / Jing - no / Synd - King C, BBC, Earth News, Rock Ar World, New World of Jazz / Auto - no / Interviews - often / C load - 8m / Reports to Wal BB / Promo - open
- WMEE/5000W/219-447-5511** Top 40  
2915 Maples Rd, Ft Wayne IN 46806  
Owner - Pathfinder Comm / No emps - 30 / GM - Bob Elliott / PD - John Spangler / MD - Bobby Knight / ND - Jack Maurer; staff-4 / Playlist - 28 / LP cuts - occas / Oldies - 37% / Jing - TM / Synd - none / Auto - no / Interviews - yes / C load - 12m / Reports to RR BG / Promo - 10-2
- WMEL/1000W/305-254-2282** Adult Contemp.  
Box 1318, Melbourne FL 32931  
Owner - Elyria Lorain Bdcstg / No emps - 14 / GM - Bill Humphries / MD - Gabe Burton / ND - Frank Lasko; staff-2 / Playlist - 50 / LP cuts - yes / Oldies - 15% / Jing - Tanner / Synd - none / Auto - no / Interviews - Coffee Talk daily / Reports to BG / C load - 14m / Promo - T 11-2
- WMET/312-346-5411** Top 40  
108 N State St, Chicago IL 60602  
Owner - Metromedia / No emps - 25 / GM - Harvey Pearlman / PD - Gary Price / MD - Dave Morgan / News staff-2 / Playlist - 25 / LP cuts - no / Oldies - 50% / Jing - TM / Synd - AT 40, Natl LP Cntdn / Auto - no
- WMFJ-AM/1000W/904-255-1456** Top 40  
5606 Daytona Beach, Daytona Beach FL 32018  
Owner - Walter Weeks Bdcstg / No emps - 30 / GM - Bill Kirk / PD & MD - John Scott / ND - Charlie Shuttig / Playlist - 38 / LP cuts - yes / Oldies - 25% / Jing - Tanner / Synd - AT 40 / Auto - no / Interviews - yes / Reports to KR BG BB RW CB / C load - 14m / Promo - 10-2
- WMGC/5000W/216-391-1260** Soft Rock  
3940 Euclid Ave, Cleveland OH 44115  
Owner - Globe Bdcstg / GM - Nick Anthony / PD - same / MD - Phil Thomas / ND - Walt Henrich; staff-4 / LP cuts - yes / Jing - none / Synd - AT 40 / Auto - no / Interviews - in town / Reports to KR RR BG / C load - 8m / Promo - M,T
- WMGK-FM/50,000W/215-564-6000** Adult Contemp.  
2212 Walnut St, Philadelphia PA 19103  
Owner - Grtr Media Inc / No emps - 12 / GM - Larry Wexler / PD & MD - Dave Klahr / Op - Julian Breen / ND - Bruce Smallwood; staff-8 / Playlist - 30 / LP cuts - yes / Oldies - var / Jing - Jam / Synd - none / Auto - no / Interviews - none / Reports to BG JL / C load - 8u / Promo - open

**WMJX/100,000W/305-538-5321**

Top 40

825 41st St, Miami Beach FL

Owner - Bartell Bdcstg / GM - Carl Komo / PD - Jerry Clifton / MD - Eric Rhodes / ND - Steve Hamill; staff-2 / Playlist - 20 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to BB CB BG KR RR / Promo - T,F

**WMMR/25,000W/561-0933**

AOR

19th &amp; Walnut Sts, Philadelphia PA 19103

Owner - Metromedia / No emps - 22 / GM - Dom Fioravanti / PD - F Paul Fuhr / MD - Marie Sterner / ND - Bill Vitka; staff-3 / Playlist - 75 / LP cuts - only / Oldies - 55% / Jing - none / Synd - BBC, King B, Live Concerts / Auto - no / Interviews - 10-2 M-F / Reports to RW CB BB Wal / C load - 9m / Promo - open

**WMMS-FM/32,000W/216-431-8000**

AOR

5000 Euclid Ave, Cleveland OH 44103

Owner - Malrite of Ohio / GM - Gil Rosenwald / PD - John Gorman / MD - Shelley Stile / ND - Ed Ferenc / Playlist - var / LP cuts - yes / Oldies - var / Jing - none / Synd - yes / Auto - no / Interviews - contin / C load - 8m / Promo - open

**WMNI AM-FM/1 & 50,000W/614-221-1354**

Country (AM)

Southern Hotel, Columbus OH 43215

MOR (FM)

Owner - No Am Bdcstg / No emps - 38 / GM - Wm Mnich / PD - Ron Barlow AM, Steve Cantrell FM / MD - Otto Moore / ND - Martin Petree; staff-4 / Playlist 50+; 20+ / LP cuts - yes / Oldies - 15%; 20% / Jing - Tanner; 20th Cent / Synd - Ronald Regan, Inside Nashville / Auto - FM semi, simulcast 6-9am / Interviews - AM open, FM none / Reports to BB CB RW BM BG / C load 17m / Promo - open

**WMOB/1000W/205-478-6345**

Adult Contemp.

1020 1st Southern Tower, Mobile AL 36606

Owner - Bay Bdcstg Co / GM - John Starr / Op - Skip Broussard / MD - Dick Hylton / ND - Jim Sands; staff-2 / Playlist - 35 / LP cuts - yes / Oldies - 45% / Jing - TM / Synd - Dick Clark / Auto - no / Interviews - 11am / Reports to BG / C load - 12m / Promo - 12-2 /

**WMOD/202-338-8700**

Adult Contemp.

1680 Wisconsin Ave, NW, Wash DC 20007

Owner - Sonderling / No emps - 22 / GM - Mike Cohen / PD - Bill Figenshu / MD - Mike Fitzgerald / ND - John Christopher; staff-2 / Playlist - 35 / LP cuts - yes / Oldies - var / Jing - Jam / Synd - none / Auto - Sun religion / Interviews - varies

**WMOH/1000W/513-863-6800**

Top 40

220 High St, Hamilton OH 45011

Owner - Raymar Comm / No emps - 20 / GM - Bill McRae / PD &amp; MD - Joe London / ND - Bob Long; staff-2 / Playlist - 30+ / LP cuts - yes / Oldies - 30% / Jing - Tanner / Synd - Hot News, Rock Ar World, Scott Ross / Auto - no / Interviews - welcome / Reports to BG / C load - 14m / Promo - Fri 2-5

- WMQM/5000W/901-523-1604** Country  
 Hotel Chisca, 272 S Main St, Memphis TN 38113  
 Owner - Kurt Meer Sr / GM - same / PD - Sam Felts / ND - T Ashburn /  
 Playlist - 45 / LP cuts - yes / Oldies - 25% / Jing - Hot Country / Synd -  
 none / Auto - no / Interviews - live / C load - 14m / Promo - Sat
- WMRV-FM/35,000W/607-785-3551** Pop Adult  
 2721 E Main St, Endwell NY 13760  
 Owner - Julian Griffin / No emps - 20 / GM - Patrick M Parish / PD -  
 Fred Merrin / Playlist - 25 / LP cuts - occas / Oldies - 50% / Jing - TM /  
 Synd - Drake Chenault / Auto - 5am-1am / C load - 12m
- WMT AM-FM/5 & 50,000W/319-393-8200** MOR (AM)  
 Beautiful (FM)  
 Box 2147, Cedar Rapids IA  
 Owner - Orion Bdcstg / No emps - 50 / GM - Jerry Bretey / PD - Joe  
 Martell / MD - Rick Sellers / ND - Bruce Northcott; staff-24 / Playlist -  
 var / LP cuts - yes / Oldies - var / Jing - own on AM / Synd - none /  
 Auto - FM 24 hrs / Interviews - on AM / Reports to BG / C load - 18m;  
 6u / Promo - W,Th,F
- WNAM/5000W/414-722-6471** Top 40  
 Box 707, Neenah WI 54956  
 Owner - Cummings Comm / No emps - 20 / GM - Dave Moore / PD -  
 Ron Ross / MD - Jason Page / ND - Phil Snyder; staff-3 / Playlist - 30 /  
 LP cuts - no / Oldies - 40% / Jing - Cent 21 / Synd - BBC & specials,  
 Natl LP Cntdn, Earth News, Hot News / Auto - no / Interviews - 9-10  
 am or on synds / Reports to RR BG / C load - 21u / Promo - 3-5 M-F
- WNAP/50,000W/317-924-5211** Rock  
 2835 N Illinois, Indianapolis IN 46208  
 Owner - Fairbanks / No emps - 20 / GM - Roy Cooper / PD - Chris Con-  
 ner / MD - same / ND - Fred Heckman / Playlist - 35+ / LP cuts - yes /  
 Oldies - 5% / Jing - Heller / Synd - none / Auto - no / Reports to RR
- WNBC/50,000W/212-664-4444** Adult Contemp.  
 30 Rockefeller Plaza, New York NY  
 Owner - NBC / No emps - 50 / GM - Perry Bascom / PD - Mel Phillips /  
 MD - Jeff Mazzei / ND - Alan Walden; staff-10 / Playlist - 33 / LP cuts -  
 occas / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews  
 - Imus / Reports to RR RW BB BG CB / C load - 17m / Promo - open
- WNCG-AM/500W/803-554-7154** MOR  
 Box 5758, N Charleston SC 29406  
 Owner - Ansley Cohen / GM - Wm Dudley / PD - Steve Russell / MD -  
 same / ND - John Patterson; staff-1 / Playlist - 30 / LP cuts - some / Jing  
 - Pams / Synd - none / Auto - 100% / Reports to Entertainers Music / C  
 load - 15m
- WNCI/185,000W/614-845-3648** Top 40  
 4900 Sinclair Rd, Columbus OH 43229  
 Owner - Nationwide Comm / No emps - 25 / GM - Harold Hanson / PD -  
 E Karl / MD - Chris Edmonds / ND - Tom Rizzo; staff-2 / Playlist - 25 /  
 LP cuts - yes / Oldies - 50% / Jing - Pams / Synd - AT 40 / Auto - no /  
 Reports to BG / C load - 16m / Promo - T,W

**WNDE/5000W/317-257-7565** Top 40  
6161 Fall Creek Rd, Indianapolis IN 46220  
Owner - Rahall Comm / GM - Murray Green / PD - Bill Hennes / MD - Kevin Murphy / ND - Julian Mouton; staff-5 / Playlist - 30 / LP cuts - no / Oldies - 50% / Jing - TM / Synd - yes / Auto - no / Reports to KR RR BG / C load - 12m / Promo - M-F 2-5

**WNDR/5000W/315-446-1515** Adult Contemp.  
Box 1212, Syracuse NY 13201  
Owner - Tower Bdcstg / No emps - 38 / GM - Frank Small / PD - Dave Laird / MD - same / ND - Dick Mastriano; staff-6 / Playlist - 35 / LP cuts - occas / Oldies - 33% / Jing - TM / Synd - none / Interviews - seldom / Reports to KR RR BG / C load - 12m / Promo - M-F 2-5

**WNEW/50,000W/212-986-7000** MOR  
565 5th Ave, New York NY 10017  
Owner - Metromedia / GM - Varner Paulson / PD & MD - Bud Schwesker / ND - Jim Gordon; staff-15 / Playlist - 28 / LP cuts - yes / Oldies - 25% / Jing - Music House / Synd - none / Auto - no / Interviews - Jim Lowe's New York / Reports to BB RW / C load - 21u / Promo - open

**WNEW-FM/50,000W/212-986-7000** Progressive  
565 5th Ave, New York NY 10017  
Owner - Metromedia / No emps - 21 / GM - Mel Karmazin / PD - Scott Muni / MD - Tom Morrera / ND - Jim Gordon; staff-15 / Playlist - unlted / LP cuts - yes / Oldies - var / Jing - none / Synd - King B, BBC, Earth News / Auto - no / Interviews - open / Reports to BG BB CB RW RR Wal / C load - 10u / Promo - open

**WNEX/912-745-3301** Top 40  
Box 6318, Macon GA  
Owner - Macon Bdcstg / No emps - 18 / GM - Al Lowe Jr / PD - Ben Sandifer / MD - Terry Taylor / ND - Dennis Hayes; staff-4 / Playlist - 40 / LP cuts - yes / Oldies - 35% / Jing - Jam / Synd - none / Interviews - yes / Reports to RR CB

**WNIC-FM/50,000W/313-846-8500** Adult Contemp.  
15001 Michigan Ave, Dearborn MI 48126  
Owner - St Mutual Life / GM - Ed Christian / PD - Paul Christy / MD - same / ND - Dick Buller; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - none / Reports to RR / C load - 12u / Promo - open

**WNOE-AM/100,000W/504-529-1212** Top 40  
529 Bienville St, New Orleans LA 70130  
Owner - Noe Inc / No emps - 34 / GM - Eric Anderson / PD & MD - Kevin Metheny / ND - Michael Elston; staff-3 / Playlist - var / LP cuts - yes / Jing - none / Synd - AT 40 / Auto - no / Interviews - specials & features / Reports to RR RW BG KR FMQ CB / C load - 10m / Promo - M,T

**port Radio Quarterly Report Radio Quarterly Report Radio**

WNOK-AM/803-776-1230 Adult Contemp.  
Drawer M, Columbia SC 29250  
Owner - Palmetto Radio / No emps - 16 / GM - James Watts / PD - Doug Enlow / MD - same / ND - John Cook; staff-4 / Playlist - 30 / LP cuts - no / Oldies - 35% / Jing - Jam / Synd - Scott Ross, Natl LP Cntdn / Auto - no / Reports to RR BB / Promo - 10-2

WNOB/1000W/804-623-9667 Adult Contemp.  
700 Monticello Ave, Ste 555, Norfolk VA 23510  
Owner - Commonwealth Bdcstg / GM - Fred Gaye / PD - Mike Deeson / MD - Phil Beckman / ND - Sue Billingsley; staff-5 / Playlist - 27 / LP cuts - no / Jing - Sundance / Synd - HB / Auto - no / Interviews - seldom / Reports to RR KR / C load - 20u / Promo - 10-4 F

WNOX/10,000W/615-523-3171 Top 40  
4400 Whittle Springs Rd, Knoxville TN 37917  
Owner - Scripps Howard Bdcstg / No emps - 27 / GM - Peter Dreyer / PD - Eddy Roy / MD - Russ Brown / ND - Paul Anderson; staff-4 / Playlist - 25 / LP cuts - no / Oldies - 40% / Jing - Pams / Synd - AT 40, Wolfman, Humble Harv / Auto - no / Interviews - in concert / Reports to RR BB / C load - 16m / Promo - afternoons

WNRS-AM/500W/313-662-2881 Mod. Country  
Box 5, Ann Arbor MI 48107  
Owner - Radio Ann Arbor / No emps - 20 / GM - John Casciani / PD - Allan Jackson / MD - Jay Richards / Playlist - 50 / LP cuts - some / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - occas / C load - 12m / Reports to RR / Promo - open

WNUW-FM/50,000W/414-347-1250 Beautiful  
200 N Jefferson, Milwaukee WI 53202  
Owner - Consolidated Bdcstg / GM & PD - Jack Lee / MD - Bob Moke / ND - Doug Kiel; staff-4 / Synd - Cent 21 / Auto - 24 hrs / C load - 10m

WNYN/5000W/216-456-8396 Country  
1515 Cleveland Ave, N, Canton OH 44703  
Owner - Keyes Corp / GM - Don Keyes / PD - Lee Phillips / ND - Bruce Knox / Playlist - 40+ / Jing - Tanner / Synd - Hotline / Auto - no / Interviews - occas / Reports to RR CB BB RW / C load - 18m / Promo - after 3

WOAI/50,000W/512-226-9331 Adult Contemp./Talk  
1021 Navarro St, San Antonio TX  
Owner - Clear Channell Comm / GM - John Barger / PD - Carl Wiglesworth / ND - Bob Guthrie; staff-7 / Playlist - 30 / LP cuts - yes / Oldies - 60% / Jing - Pams / Synd - none / Auto - no / Reports to RR BG BB / C load - 22m

WOHO/1000W/419-255-1470 Top 40  
2965 Pickle Rd, Oregon, OH 43616  
Owner - Lewis Dickie / No emps - 40 / GM - Grahame Richards / PD - Bunkie Anderson / MD - Mike Dawson / ND - Bob Kitley; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - AT 40 / Auto - no / Reports to BB BC RR / C load - 15m / Promo - open

## ort Radio Quarterly Radio Quarterly Report Radio Quarterly

WOKJ/50,000W/601-948-1515

Black

Box 3320, Jackson MS 39204

Owner - Tri Cities Bdcstg / GM - Zane Roden / PD - Bob Collins / MD - Dick Dawkins / ND - Bruce Payne; staff-4 / Playlist - 40 / LP cuts - yes / Oldies - 15% / Jing - Audio Sellers / Synd - none / Auto - no / Interviews - occas

WOKO/5000W/518-449-1460

Mod. Country

41 State St, Albany NY 12201

Owner - Area Radio Inc / GM - Joe Gunther / PD - Charlie Pitts / MD - same / ND - John Murphy; staff-3 / Playlist - 50 / LP cuts - yes / Oldies - 33% / Jing - Guinn / Synd - none / Auto - no / Reports to RR RW BC / C load - 18m / Promo - 12-2pm

WOKS/1000W/404-324-0261

Black

1115 14th St, Columbus GA 31906

Owner - Ken Woodfin / GM - same / PD - Warren Palmer / MD - Al Smith / ND - Ed Habison; staff-1 / Playlist - 53 / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - live / C load - 18m / Promo - open

WOKY/5000W/414-442-0150

Adult Contemp.

3500 N Sherman, Milwaukee WI

Owner - Bartell / GM - Bill Yeager / PD - Jim Brown / MD - Mary Kay Anthony / ND - Dan Abernathy; staff-5 / Playlist - 30 / LP cuts - no / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - no / Reports to KR BG BB CB RW / Promo - open

WOLF/1000W/315-422-7211

Adult Contemp.

Box 1490, Syracuse NY

Owner - Regional Bdcstg / GM - Tom Shine / PD - Don Bombard / MD - John Gabriel / ND - Ron Bee; staff-2 / Playlist - 21 / LP cuts - no / Oldies - 50% / Jing - none / Synd - Rec Rep / Auto - no / Interviews - yes / Reports to RR / C load - 12m / Promo - 12-3

WOL/1000W/202-338-5600

Black

1580 Wisconsin Ave N, Wash DC 20007

Owner - Sonderling / GM - Jim Kelsey / PD - Cortez Thompson / MD - Nancy Caliman / News staff-4 / Playlist - 45 / LP cuts - yes / Jing - Synergy / Synd - none / Auto - no / Interviews - none / Reports to CB BB RW BG / C load - 16m / Promo - T,W

WOMC/195,000W/313-546-9600

MOR

2201 Woodward Hts Blvd, Detroit MI 48220

Owner - Metromedia / No emps - 25 / GM - Carl Brazell Jr / PD & ND - Joe Taylor / MD - Bob Chenault / News staff-3 / Playlist - 30 / LP cuts - no / Oldies - 25% / Jing - Artie Fields / Synd - none / Auto - no / Interviews - none / Reports to RR BG BB BC / C load - 8u / Promo - Open except 12-3

WOMP/13,500W/614-676-5661

Top 40

Box 448, Bellaire OH 43906

Owner - TR Inc / GM - Robert Andre / PD - Roy Stuewe / ND - Howard Munroe; staff-3 / Playlist - 35 / LP cuts - yes / Jing - none / Synd - yes / Auto - no / C load - 18u / Promo - open

WONE/5000W/513-224-1501 Country  
 11 So Wilkinson St, Dayton OH  
 Owner - Grp 1 / GM - Donald Kidwell / PD & MD - Terry Wood / ND -  
 Kent Scott; staff-8 / Playlist - 65 / LP cuts - yes / Oldies - 20% / Jing -  
 Cent 21 / Synd - none / Auto - no / Interviews - yes / Reports to RR  
 BG BB / C load - 18m / Promo - Th,F

WORC/5000W/617-799-0581 Adult Contemp.  
 8 Portland St, Worcester MA 01608  
 Owner - Roger Knowles / GM - Edward Deedy / PD - Dick Smith / ND -  
 Phil Lagios; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 20% / Jing -  
 Pams / Synd - LP Cntdn / Auto - no / Interviews - yes / Reports to RR  
 KR BG BB RW CB / C load - 18m / Promo - 2pm

WORD/5000W/803-583-2711 Top 40  
 Box 3257, Spartanburg SC 29301  
 Owner - Brooks Bdcstg / GM - Tony Brooks / PD - Ron Brandon / ND -  
 Aussie Geer; staff-2 / Playlist - 42 / LP cuts - yes / Oldies - 15% / Jing -  
 Pams / Synd - LP Cntdn / Auto - no / Interviews - am drive / Reports to  
 RMR / C load - 18u / Promo - open

WORG/536-1580 Adult Contemp.  
 Drawer 1386, Orangeburg SC 29115  
 Owner - Ed Crapps / GM - Marion Garris / PD & MD - Bill Poston / ND -  
 Ron Shuler; staff-2 / Playlist - 36 / LP cuts - yes / Oldies - 15% / Jing -  
 Tanner / Synd - AT 40 / Auto - no / Reports to RR BG BB / C load -  
 3m / Promo - M 2pm, F 4-5pm

WORJ/100,000W/305-298-5510 AOR  
 200 Merci Dr, Orlando FL 32808  
 Owner - Orlando Radio TV / GM - Emil Corona / PD - Bill McGathy /  
 ND - Steve Mack; staff-2 / Playlist - 150 LPs / Oldies - 50% / Jing - none  
 / Synd - Daily Planet, News Blimps / Auto - no / Interviews - occas

WOSH/3000W/414-235-3150 Adult Contemp.  
 2333 Bowen, Oshkosh WI 54901  
 Owner - Value Radio / No emps - 25 / GM - Phillip Robbins / PD - Dan  
 Davis / ND - Bud McBain; staff-5 / Playlist - 33 / LP cuts - 12 / Oldies -  
 40% / Jing - TM / Synd - Inner-View, Earth News / Auto - semi / Inter-  
 views - afternoons / Reports to BG RR

WOUR/16,000W/315-797-0803 AOR  
 288 Genesee St, Utica NY 13502  
 Owner - Bunkfield Bdcstg / GM - Robert Putnam / PD - Jeff Chard /  
 MD - Tom Starr / ND - Marjorie Marble; staff-2 / Playlist - var / Jing -  
 none / Synd - yes / Auto - no / Reports to BB RR CB RW KR Wal / C  
 load - 12u

WOW/5000W/402-592-3500 Top 40  
 11129 John Galt Blvd, Omaha NE 68131  
 Owner - Meredith Corp / No emps - 40 / GM - Jim Eddens / PD - Tom  
 Barsanti / MD - Erik Foxx / ND - Pat Kelly; staff-7 / Playlist - 23 / LP  
 cuts - yes / Oldies - 50% / Jing - TM / Synd - Wolfman, LP Cntdn / Auto  
 - no / Interviews - regularly / Reports to RR RW / Promo - open

# **Radio Quarterly Report Radio Quarterly Rad**

WOWI/50,000W/804-622-4600 Black  
1010 Park Ave, Norfolk VA 23504  
Owner - Levi Willis / GM - same / Playlist - 50 / LP cuts - yes / Jing - yes  
/ Synd - none / Auto - 24 hrs / Reports to CB RR / C load - 2m / Promo  
- open

WOWO/50,000W/219-742-8373 Adult Contemp.  
128 W Washington Blvd, Ft Wayne IN 46802  
Owner - Grp W / GM - Warren Maurer / PD - Bob K / MD - Sam DeVin-  
cent / ND - Dugan Fry; staff-7 / Playlist - 28 / LP cuts - yes / Oldies -  
50% / Jing - TM / Synd - RW Morgan / Auto - no /

WOXR/513-523-FM97 AOR  
118 E High, Oxford OH  
Owner - BGS Bdcstg / No emps - 10 / GM - Shawn Smith / PD - same /  
ND - Jeffrey Kingsbury; staff-3 / Playlist - 80 LP cuts / Oldies - 33% /  
Jing - none / Synd - Daily Planet, Earth News, Sherlock Holmes / Auto -  
all day / Interviews - welcome / Reports to RR / C load - 8u / Promo -  
by appt

WQIO/5000W/216-477-8585 Contemporary  
4601 Hills & Dales Rd, NW Canton OH  
Owner - Douglas Props / GM - Doug Collins / PD - Ron Foster / MD -  
Steve Brodie / ND - Bob Jeffries; staff-2 / Playlist - 30 / LP cuts - yes /  
Oldies - 50% / Jing - Pams / Synd - none / Auto - no / C load - 12m /  
Promo - after 2

WPCE/1000W/804-622-4600 Black  
1010 Park Ave, Norfolk VA 23507  
Owner - Tidewater Radio / GM - LE Willis Sr / PD & MD - Leonard  
Ware / Playlist - 40 / LP cuts - yes / Oldies - 10% / Jing - Cent 21 / Synd  
- none / Auto - no / Reports to BB RW / C load - 18m / Promo - W

WPEN-AM/5000W/215-564-6000 Adult Contemp.  
2212 Walnut St, Philadelphia PA 19103  
Owner - Grtr Media Inc / No emps - 40 / GM - Larry Wexler / Op Julian  
Breen, Asst Peter Mokover / ND - Bruce Smallwood; staff-8 / Playlist -  
10 / LP cuts - no / Oldies - 90% / Jing - Jam / Synd - none / Auto - no /  
Interviews - none / C load - 12u / Promo - open

WPEZ/50,000W/412-322-5500 Top 40  
1 Allegheny Sq, Pittsburgh PA 15212  
Owner - WWSW Inc / No emps - 16 / GM - Steve Berger / PD & MD -  
Charley Lake / ND - Jane Clark; staff-1 / Playlist - 27 / LP cuts - yes /  
Oldies - 40% / Jing - none / Synd - AT 40 / Auto - no / Interviews - yes /  
Reports to RR RW BK KR CB BB / C load - 12m / Promo - after 12

WPFA/1000W/904-433-1141 Country  
PO Box 8127, Pensacola FL 32505  
Owner - Miracle Radio / No emps - 8 / GM - Don Griffith / PD & MD -  
Chas Dillard / ND - Jim West; staff-8 / Playlist - 100 / LP cuts - many /  
Oldies - 35% / Jing - Tanner / Synd - Cntry Cntdn / Auto - no / Inter-  
views - yes / Reports to BB BC / C load - 18m / Promo - 8:30-12

# ly Report Radio Quarterly Report Radio Quarterly Report R

WPJB-FM (JB-105)/50,000W/401-277-7401 Top 40  
10 Dorrance St, Providence RI 02903  
Owner - Providence Journal Corp / No emps - 10 / GM - Lincoln Pratt /  
PD - Todd Chase / MD - Robb Stewart / ND - Mike Waite; staff-5 / Play-  
list - 50 / LP cuts - yes / Jing - Pams / Synd - Earth News / Auto - no /  
Interviews - not usually / Reports to RR / C load - 7½m / Promo - T

WPLR/50,000W/203-777-6617 AOR  
1244 Chapel St, New Haven CT 06510  
Owner - Metro Conn Media / GM - Bob Herpe / PD - Barry Grant / MD -  
Gordon Weingarh / ND - Peter Kelly; staff-4 / Playlist - LPs / Jing -  
none / Synd - Inner-View, BBC / Auto - no / Interviews - occas / Re-  
ports to BB RW CB RR Wal / C load - 9m / Promo - open

WPOC/50,000W/301-366-FM93 Country  
711 W 40th, Baltimore MD  
Owner - Nationwide Comm / GM - David Fuelhart / PD - Pete Parker /  
ND - Tom Cheche; staff-4 / Playlist - 50 / LP cuts - occas / Oldies - 35%  
/ Jing - none / Synd - none / Auto - no / Interviews - public affairs / Re-  
ports to BB BG RW BC / C load - 12m / Promo - W 9-2

WPRO-FM/50,000W/401-433-4200 Top 40  
1502 Wampanoag Trail, East Providence RI 02915  
Owner - Cap Cities / No emps - 35 / GM - Richard Rakovan / PD - Gary  
Berkowitz / MD - Mike Osborne / ND - Frank Daily; staff-6 / Playlist -  
30 / LP cuts - some / Oldies - 30% / Jing - Jam, Pams / Synd - RW Mor-  
gan, Opus 76 / Auto - 2-6am M-F / Interviews - in town / Reports to  
RW BG FMQ KR / C load - 12u / Promo - open

WPTH-FM/44,000W/219-482-4596 Adult Contemp.  
Box 8071, Ft Wayne IND  
Owner - Sarkes Tarzian / GM - Ken McGuire / PD - Don Ray / ND -  
John Szink; staff-3 / Playlist - 350 / LP cuts - yes / Oldies - 25% / Jing -  
TM / Synd - TM Adult Stereo Rock / Auto - no / Interviews - arranged /  
C load - 9u / Promo - none

WPTR/50,000W/518-456-1144 Adult Contemp.  
4243 Albany St, Albany NY 12205  
Owner - WPTR / No emps - 35 / GM - Geo Geib / PD - JW Wagner / MD  
- same / ND - Peter Jay; staff-4 / Playlist - 40 / LP cuts - yes / Oldies -  
40% / Jing - Pams / Synd - none / Auto - no / Interviews - 7-12m / Re-  
ports to RR BG CB / C load - 18m

WQAM/500W/305-531-6651 Top 40  
767 41st St, Miami Beach FL  
Owner - Storz / No emps - 22 / GM - Ron Ruth / PD - Jim Dunlap /  
News staff-3 / Playlist - 25 / LP cuts - some / Oldies - 33% / Jing - none  
/ Synd - none / Auto - no / Reports to RR BB CB

WQBK/5000W/518-462-5555 Talk  
Box 1300, Albany NY 12201  
Owner - People Comm / GM & PD - Laurence Barnet / Jing - none /  
Synd - Amer Entertainment Netwk / Auto - no

**Radio Quarterly Report Radio Quarterly Report Radio Quar**

WQBK-FM/3000W/518-462-5555 Prog. Rock  
Box 1300, Albany NY 12201  
Owner - People Comm / GM - Laurence Barnet / PD - Jack Hopke / MD  
- same / Playlist - LPs / Jing - none / Synd - Am FM Netwk, King B,  
Rock Ar World / Auto - no / Interviews - yes / Reports to Wal BB New  
World of Jazz / C load - 8u / Promo - open

WQCK/25,000W/912-922-4488 Mod. Country  
136 Hospital Dr, Warner Robbins GA 31093  
Owner - BFJ Timm / No emps - 8 / GM - Dave Rhodenhiser / PD - Alan  
Landis / MD - Jeff Greene / ND - Alan Landis; staff-2 / Playlist - 50 / LP  
cuts - yes / Oldies - 20% / Jing - Tanner / Synd - none / Auto - no / In-  
terviews - in town / Reports to RR BB BG / Promo - open

WQFM/50,000W/414-276-2040 AOR  
606 W Wisconsin Ave, Milwaukee WI 53203  
Owner - Shamrock / No emps - 28 / GM - Tony Smith / PD & MD - Ms  
Bobbin Beam / ND - Susan Wirth; staff-5 / Playlist - var / LP cuts - yes /  
Oldies - var / Jing - none / Synd - King B, Rock Ar World BBC / Auto -  
no / Interviews - as scheduled / Reports to Wal RR BB RW / C load -  
12u / Promo - T,Th after 1

WQID/100,000W/601-388-2323 Top 40  
Box 4606, Biloxi MS 39533  
Owner - New South Comm / No emps - 29 / GM - Wayne Vowell / PD -  
Bob Lima / MD - same / ND - Dave Vincent; staff-3 / Playlist - 30 / LP  
cuts - yes / Oldies - 45% / Jing - none / Synd - AT 40 / Auto - no / In-  
terviews - some / Reports to BG RR BB KR

WQIO/216-477-8585 Top 40  
Box 9260, Canton OH 44711  
Owner - Douglas Props / No emps - 14 / GM - Doug Collins / PD - Ron  
Foster / MD - Steve Brodie / ND - Bob Jeffries; staff-2 / Playlist - 30 /  
LP cuts - yes / Oldies - 50% / Jing - Pams / Synd - none / Auto - no / In-  
terviews - no / Reports to BG / C load - 12m / Promo - after 2

WQOK/5000W/803-246-8960 Top 40  
Box 7777, Greenville SC 29608  
Owner - WQOK Inc / No emps - 40 / GM - TC Hooper / PD - Steve Chris  
/ MD - Gary Jackson / ND - Alan Mason; staff-3 / Playlist - 34 / LP cuts  
- yes / Oldies - 40% / Jing - Jam / Synd - AT 40 / Auto - no / Reports to  
BG / C load - 12u / Promo - T,Th 1-4

WQPD/5000W/813-682-3142 Top 40  
Box 827, 1412 E Lime St, Lakeland FL 33802  
Owner - Hugh Holder / No emps - 9 / GM - Hugh Holder / PD - George  
McGovern / MD - same / ND - Dave Wright; staff-2 / Playlist - 50 / LP  
cuts - yes / Oldies - 30% / Jing - Pams / Synd - AT 40 / Auto - no / In-  
terviews - in town / Rep KR BB CB / C load - 11m / Promo - M-W 12-3

WQQT/1000W/912-232-4182 Mod. Country

110 E Congress St, Savannah GA

Owner - Robt Powers / No emps - 12 / GM - Bob Power / PD - Dennis Eversoll / ND - Tim Graham; staff-2 / Playlist - 75 / LP cuts - yes / Oldies - 40% / Jing - Pepper Tanner / Synd - none / Auto - no / Interviews - Q Point Sun 10am / Reports to BG / C load - 10m / Promo - 9-3

WQQW/5000W/203-753-2121

499 Bryan St, Waterbury CT 06704

Owner - Waterbury Radio / GM - Marshall Pete / PD - Tom Coffey / MD - Steve Skipp / ND - Ken Main / Playlist - 45 / LP cuts - yes / Oldies - 8% / Jing - none / Synd - Cent 21 / Auto - no / Interviews - yes / Report to KR / C load - 15m / Promo - 10-2

WQSM/100,000W/919-867-0121

Adult Contemp.

Box 35297, Fayetteville NC 28303

Owner - Cape Fear Bdcstg / No emps - 12 / GM - Paul Michels / Op & MD - Don Perkins / ND - Jeff Thompson; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 30% / Jing - TM / Synd - none / Auto - except am drive / Interviews - public affairs show / C load - 12m / Promo - before 12

WQSN-AM/1000W/803-722-2652

Mod. Country

42 10th Ave, Charleston SC 29402

Owner - Low Cntry Bdcstg / No emps - 11 / GM - Douglas Clements / PD - Jim Faucette / Playlist - 30 / LP cuts - no / Oldies - 40% / Jing - Good Am Cntry / Synd - 700 Club, Cntry Xrds, Voice of Salvatin, Drake Chenault / Auto - 24 hrs / Interviews - occas / C load - 18m / Promo - open

WQSR/813-366-0424

AOR

Box 7700, Sarasota FL 33578

Owner - SRC Inc / No emps - 28 / GM - Ted Rogers / PD - Mark Beltaire / MD - Steve Huntington / ND - Norm Hale; staff-3 / Playlist - 100 LPs / Oldies - 40% / Jing - none / Synd - KBFH, Live from London, RATW, News Blimps, Sound Advice, New World of Jazz, Firesign / Auto - no / Interviews - flexible

WQXA/50,000W/717-755-1049

Top 40

Box 1747, York PA 17405

Owner - Rust / GM - Gary Burns / PD - Dave Moreno / MD - Richard Irwan / ND - Lee Gardener; staff-3 / Playlist - 60 / Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to RR / C load - 8m / Promo - open

WQXI AM-FM/5 & 100,000W/404-261-2970

Top 40

3340 Peachtree Rd NW, Atlanta GA

Owner - Jefferson Pilot / GM - Jerry Blum / PD - Jack Fitzgerald / MD - Rhett Walker / ND - David Collin; staff-8 / Playlist - 20 / LP cuts - yes / Oldies - 50% / Jing - TM / Synd - Dr D / Auto - no / Interviews - random / Reports to KR RR CB BB / Promo - T, F 10-4

## **Quarterly Report Radio Quarterly Radio Quarterly Report**

WQXQ-FM/25,000W/904-255-1456 AOR  
5606 Daytona Beach, Daytona Beach FL 32018  
Owner - Walter Weeks Bdcstg / No emps - 30 / GM - Bill Kirk / PD & MD - John Scott / ND - Charlie Shuttig / Playlist - 50 / LP cuts - yes / Oldies - 15% / Jing - Cent 21 / Auto - 24 hrs / Interviews - open / C load - 8m / Promo - 10-2

WQYK-FM/100,000W/813-576-6055 Country  
9660 Gandy Blvd, Ste 221, St Petersburg FL 33702  
Owner - Suncoast Radio / GM - Robt Rowland / PD & MD - Jim Maloy / ND - Linda Bassett; staff-1 / Playlist - 35 / LP cuts - yes / Oldies - 25% / Jing - Tanner / Synd - none / Auto - no / Interviews - drop in / Reports to BG CB / C load - 23m / Promo - open

WRWA/215-376-7173 Top 40  
Box 1710, Reading PA 19603  
Owner - Camelot Comm / No emps - 21 / GM - Ben Varishone / PD - Doug Weldon / ND - Don Greth; staff-3 / Playlist - 40 / LP cuts - occas / Oldies - 30% / Jing - Pams / Synd - none / Auto - no / Interviews - occas / Report to RW BG BB CB

WRBD/5000W/305-731-4800 Black  
4431 Rock Island Rd, Ft Lauderdale FL 33319  
Owner - Radio Broward / No emps - 30 / GM - Michael Korman / PD - Joe Fisher / ND - same; staff-2 / MD - McKinley Williams / Playlist - 40+ / LP cuts - yes / Oldies - 5% / Jing - Tanner / Auto - no / Interviews - 5 min / Report to RW BG BD BC CB / C load - 18m / Promo - W-F 11-5

WRBN-FM/922-2222 Adult Contemp.  
727 N Houston Rd, Macon GA 31093  
Owner - WRBN Inc / No emps - 12 / GM - John Lynn / PD - Steve Norris / MD - Allen Prince / ND - Larry O'Neal; staff-2 / Playlist - 30 / LP cuts - yes / Oldies - 25% / Jing - Tanner / Synd - Rec Rep, King B, Rock Ar World, Earth News, Hot News, Inner-View, London Rep, BBC / Auto - no / Report to BG

WRBQ/100,000W/813-879-1420 Top 40  
5510 Gray St, Tampa FL 33609  
Owner - Southern Bdcstg / No emps - 22 / GM - Peter Schulte / PD - Bill Garcia / ND - Jon Powers; staff-3 / LP cuts - occas / Oldies - 33% / Jing - TM / Synd - LP Cntdn, RW Morgan / Auto - no / Interviews - yes / Reports to KR RR FMQ BB / C load - 8m / Promo - M-F before 12

WRC-AM/5000W/202-686-4321 News  
4001 Nebraska Ave NW' Wash DC  
Owner - NBC / GM - Frank Scott / PD - Gordon Piel / ND - Frank Barnako / Jing - none / Synd - none

WRCN AM-FM/3000W/516-727-1570 Top 40  
Box 666, Riverside NY 11901  
Owner - E Shore Bdcstg / GM - Jim Putbrese / PD - Mike Fischetti / MD - Bob Ciasa / ND - Jeff Fisher; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 30% / Jing - Tanner / Synd - AT 40 / Auto - no / Interviews - yes / Reports to BB BC RT

WREN/5000W/913-232-0505 MOR-  
Box 1280, Topeka KS 66601  
Owner - Alf M Landon / PD - Russ Gibbson / PD - Steve Southerland /  
MD - Frank Edwards / ND - Tom Taylor; staff-4 / Playlist - 60 / LP cuts  
- yes / Interviews - open / C load - 18m

WRHY FM/717-266-6606 AOR  
Rd No 1, Mt Wolf PA 17347  
Owner - Harrea Bdcstg / No emps - 12 / GM - John Dame / PD - Hal  
German / MD - Jeff Kauffman / ND - Chuck Meyer; staff-2 / Playlist -  
100 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - BBC, King B,  
Daily Planet / Auto - no / Interviews - live / Report to RR RW Wal / C  
load - 10½m / Promo M-F 11-3

WRIF/27,000W/313-444-1010 AOR  
20777 W 10-Mile Rd, DEtroit MI  
Owner - ABC / GM - Jack Minkow / PD - Tom Bender / MD - Gloria  
Johnson / ND - Carol Coughlin; staff-2 / Playlist - LPs / Jing - none /  
Synd - none / Auto - no / Interviews - occas / C load - 15m / Promo -  
open

WRIV/1000W/516-727-1200 MOR  
Main St, Riverhead, Long Island NY 11901  
Owner - Horizon Comm / No emps - 13 / GM - Geo Drake / PD & ND -  
Steve May / News staff-2 / Playlist - unltd / LP cuts - most / Oldies -  
50% / Jing - Weather / Synd - none / Auto - no / Interviews - on Person-  
ality show

WRKO/50,000W/617-725-2700 Adult Contemp.  
Government Center, Boston MA 02114  
Owner - RKO / GM - Jack Hobbs / PD - JJ Jordan / MD - Carol Singer /  
ND - Roger Allen; staff-4 / Playlist - 30 / LP cuts - rarely / Oldies - 15%  
/ Jing - TM / Synd - RKO / Auto - no / Interviews - occas / Report to  
BG KR RR / C load - 15m / Promo - M,Th,F

WRKT/5000W/305-632-1300 Top 40  
Box 3845, Cocoa FL 23922  
Owner - CE Pike Jr / GM - same / No emps - 12 / PD - Michael Lowe /  
MD - Chris Jackson / ND - Tom Steal; staff-3 / Playlist - 45 / LP cuts -  
yes / Oldies - 20% / Jing - none / Synd - LP Cntdn, Rock Ar World, In-  
ner-View / Auto - no / Interviews - in town / Reports to BG RR BB / C  
load - 25m / Promo - 2-5

WRMA/1000W/205-264-6449 Top 40  
Box 8147 Montgomery AL 36110  
Owner - Gemini Comm / GM - Carl Rengolds / PD - Joe Cook / MD -  
Reid Spann; / ND - Mike O'Neil; staff-4 / Playlist - 35 / LP cuts - yes /  
Oldies - 40% / Jing - Jams / Synd - Wolfman / Auto - no / C load - 8m /  
Promo - after 12

**arterly Report Radio Quarterly Report Radio Quarterly Repo**

- WRMF/305-267-1060 Adult Contemp.  
Box 1060, Titusville FL 32780  
Owner - Fairbanks / No emps - 22 / GM - RL Bright / PD - Larry Knight / MD - Lou Josephs / ND - Allen Moore; staff-5 / Playlist - 50 / LP cuts - yes / Oldies - 45% / Jing - Heller / Synd - none / Auto - no / Interviews - Breakfast 7-8am / Report to RR BB BC / C load - 8m / Promo - after 12
- WRNO-FM/100,000W/504-837-2424 AOR  
3400 N Causeway, Metairie LA 70002  
Owner - Joseph Costello / GM - same / PD - Tom Owens / Playlist - 60 / LP cuts - yes / Oldies - few / Jing - none / Auto - no / Report to BB CB Wal / C load - 10m / Promo - Th
- WRNW/3000W/914-762-1071 AOR  
55 Woodside Ave, Briar Cliff Manor, NY 10510  
Owner - Lake Champlain Bdcstg / No emps - 20 / GM - Donald Barnett / PD - same / ND - Ted Bonnit; staff-1 / Playlist - none / LP cuts - yes / Oldies - var / Jing - none / Synd - Hot News / Auto - no / Interviews - yes / Report to CB Wal BB RW / C load - 9u / Promo - open
- WROA/5000W/601-832-5111 Top 40  
Box 2639, Gulfport MI 39503  
Owner - Chas Dowdy / GM - Morgan Dowdy / No emps - 20 / PD - Steve Scott / MD - Ken Knight / ND - Ben Suddeth; staff-2 / Playlist - 29 / LP cuts - no / Oldies - 33% / Jing - Tanner / Synd - Wolfman, Powerline / Auto - no / Interviews - occas / Report to BG KR / Promo - M-F 2-4
- WROK/5000W/815-399-2233 Adult Contemp.  
1100 Tamarack Lane, Rockford ILL 61125  
Owner - Vernon Nolte / GM - Dave Salisbury / PD - G David Hamilton / ND - Bill Phillips; staff-6 / Playlist - 40 / LP cuts - some / Oldies - 30% / Jing - Pams / Auto - no / Interviews - yes / Report to RR BG / C load - 18m
- WROQ-FM/100,000W/704-392-6191 AOR  
400 Radio Rd, Charlotte NC 28216  
Owner - Sis Radio / No emps - 22 / GM - Stan Kaplan / PD - Jim Ballard / ND - John Kilgo; staff-6 / Playlist - 25 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - King B, News Blimps / Auto - semi / Interviews - random / C load - 9½m / Report to CB RR / Promo - T 3-5
- WROV/1000W/703-343-4477 AOR  
15th & Cleveland, Roanoke VA 24015  
Owner - WROV Bdcstg / GM - Don Foutz / PD - Bart Prater / MD - Bill Jordan / ND - Mark Gayburg / Playlist - 38 / LP cuts - yes / Oldies - 40% / Jing - Pams / Auto - no / Interviews - yes / Report to RR KR / C load - 24u / Promo - open
- WROZ/1000W/812-422-4171 Country  
Box 139, Evansville IN 45501  
Owner - Fuqua Comm / GM - Wilbur Walker / PD - Tiny Hughs / ND - John Travis; staff-2 / Playlist - 60 / LP cuts - yes / Oldies - 20% / Jing - Mod Cntry / Synd - Ralph Emery / Auto - no / Interviews - yes / C load - 18m / Promo - 9-12

**Quarterly Report Radio Quarterly Radio Quarterly Report**

- WRPL-AM/1000W/704-372-1540** AOR  
1402 E Moorhead St, Charlotte NC 28204  
Owner - Risdon Lyons / GM - Albert Cafaro / PD - Daniel Brunty / MD  
- Debbie Dalton / Playlist - 57 / LP cuts - most / Oldies - 40% / Jing -  
none / Synd - ABC & Earth News / Auto - no / Interviews - open / Re-  
port to BB KR RR Wal / C load - 11m / Promo - open
- WRTA/1000W/814-943-6112** Oldies  
Box 272, Altoona PA 16603  
Owner - Altoona Trans Audio / GM - Rod Wolf / PD - Tom Casey / MD  
- Don Girard / ND - Karl King; staff-2 / Playlist - 40 / LP cuts - yes / Old-  
ies - 50% / Jing - Pepper Tanner / Synd - none / Auto - no / C load 8m
- WRUN/736-5225** Top 40  
Thomas Rd, Oriskany NY 13424  
Owner - Woods Comm / No emps - 21 / GM - John Woods / PD - John  
Carucci / ND - Bob Burns / Playlist - 25 / LP cuts - yes / Oldies - 20% /  
Jing - none / Synd - none / Auto 12m-6am Drake Chenault; simulc FM /  
Reports to BB
- WRVQ/200,000W/804-639-9151** Adult Contemp  
Box 1394, Richmond VA  
Owner - Southern Bdcstg / GM - Phil Goldman / PD - Bob McNeil / MD  
- Ralph Wimmer / ND - Bob Walker; staff-3 / Playlist - 30 / LP cuts - yes  
/ Oldies - 40% / Jing - Sundance / Auto - no / Interviews - Sat am / Re-  
port to CB RR KR / C load - 12u / Promo - open
- WRXL/140,000W/804-282-9731** Top 40  
1700 Bethlehem Rd, Richmond VA 23228  
Owner - Wm Rust / GM - Hal Payne / PD - Lee Rust / MD - Liz Under-  
wood / ND - Rod Segram / Playlist - 20 / LP cuts - yes / Jing - none /  
Synd - Earth News, Blimps / Auto 24 hrs / Interviews - yes / C load -  
8m / Promo - open
- WSAI/5000W/513-251-5700** Top 40  
W 8th, & Matson Pl, Cincinnati OH  
Owner - Combined Comm / GM - John Bayliss / PD - E Alvin Davis /  
MD - Bob Goode / ND - Joe Gillespie; staff-5 / Playlist - 25 / LP cuts -  
occas / Oldies - 40% / Jing - TM / Auto - no / Report to KR RR BG / C  
load - 14m / Promo - after 2
- WSAN/5000W/215-434-9511** AOR  
Box 568, Allentown PA 18105  
Owner - Lehigh Valley Bdcstg / No emps - 20 / GM - Bud Musselman /  
PD - Rick Harves / ND - Barb Fellencher; staff-2 / Playlist - 100 / LP  
cuts - yes / Oldies - 40% / Jing - none / Synd - Rock Ar World, BBC,  
Earth News, Daily Planet, Inner-View / Auto - no / Interviews - often /  
Report to RR Wal BB / C load - 14m / Promo - after 2
- WSAR/5000W/617-677-9477** Top 40  
Box 927, Fall River MA 02722  
Owner - Norman Knight / No emps - 20 / GM - Bill Davies / PD - Jack  
Michaels / MD - Curt Hanson / ND - Paul Douglas; staff-3 / Playlist - 35  
/ LP cuts - yes / Oldies - 35% / Jing - Music K / Synd - AT 40 / Auto -  
no / Interviews - Music News / Report to RR

**Radio Quarterly Report Radio Quarterly Report Radio Qu**

**WSAV/912-236-0303 MOR**  
 Box 2429, 1430 E Victory Dr, Savannah GA  
 Owner - WSAV Inc / No emps - 25 / GM - Harbin Daniel / PD - Ed Burchfield / MD - Jerry Katz / ND - Mark Williams; staff-1 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - Cent 21, Pams / Synd - none / Auto - no / Interviews - occas / Report to RR BG BB / C load - 13m

**WSB/50,000W/404-897-7500 MOR**  
 1601 W Peachtree, Atlanta GA  
 Owner - Cox Bdcstg / GM - Elmo Ellis / PD - Geo Fischer / MD - Gene Christie / ND - Bob Ketchersid; staff-15 / Playlist - 90 / LP cuts - yes / Oldies - var / Jing - own & Synd - none / Auto - no / Report to BG BB CB / Promo - by appt

**WSCR/1000W/717-347-3388 Top 40**  
 1520 Kaeyzer Ave, Scranton PA 18508  
 Owner - Rice Comm / GM - Tom Rice / PD - Vince Alberts / ND - GM / Playlist - 40 / LP cuts - yes / Oldies - 20 / Jing - cust / Auto - no / Interviews - yes / Report to BP / C load - 10m / Promo - after 3

**WSDM/6000W/312-266-4600 Adult Contemp.**  
 875 N Michigan Ave, Chicago IL 60601  
 Owner - L&P Bdcstg / No emps - 20 / GM - Terry Chess / PD - J Blackburn / MD - Dave Logan, Ford Colley / Playlist - 45 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - none / Auto - 2-5am / Report to Wal BB RR / C load - 10m / Promo - T,W

**WSDS/500W/313-484-1480 Country**  
 580 Clark Rd, Ann Arbor MI  
 Owner - Robt Koch / GM - same / PD - Dan Kelly / MD - Jack Wilkerson / ND - Mike Lawrence / Playlist - 50 / LP cuts - yes / Oldies - 15% / Jing - Guinn / Synd - Cntry Xrds / Auto - no / Report to CB BB RW / C load - 26m / Promo - 10-1 M-F

**WSEN/635-3971 Mod. Country**  
 Box 1050, Baldwinsville NY  
 Owner - Sentry Bdcstg / No emps - 30 / GM - Jas Lowery / PD - Robt Paris / MD - Richard Kuklinski / ND - Arnold Pugh; staff-2 / Playlist - 50 / LP cuts - yes / Oldies - 25% / Jing - Guinn / Synd - none / Auto - no / Interviews - jock shows / Report to BB CB

**WSGA/1000W/912-233-8807 Top 40**  
 Box 8247, Savannah GA 31402  
 Owner - Albert Weis / GM & PD - Jerry Rogers / MD - Mac King / ND - Dave Brannen; staff-3 / Playlist - 30 / LP cuts - occas / Oldies - 40% / Jing - Tanner / Synd - AT 40, Wolfman, LP Cntdn / Auto - no / Interviews - in town / Report to RR KR / C load - 15m / Promo - 10-3

**WSGN/5000W/205-322-3434**  
 City Federal Penthouse, Birmingham AL  
 Owner - Southern Bdcstg / No emps - 35 / GM - Ben McKinnon / PD - Jan Jeffries / MD - Bill Thomas / ND - Les Coleman; staff-4 / Playlist - 28 / LP cuts - no / Oldies - 40% / Jing - Priority 1 / Synd - AT 40 / Auto - no / Interviews - pm drive / Report to RR KR FMQ BB / C load - 14m / Promo - 12-5

WSHE/100,000W/305-381-1580 AOR  
 3000 SW 60th Ave, Ft Lauderdale FL 33314  
 Owner - Van Patrick Bdcstg / GM - Gene Milner / PD - Gary Granger /  
 ND - Buzz Kilman; staff-2 / Playlist - var / LP cuts - only / Oldies - 60%  
 / Jing - none / Synd - none / Auto - no / Interviews - some / C load - 8m  
 / Promo - W

WSHH/10,000W/412-531-9500 Beautiful  
 Broadcast Plaza, Crane Ave, Pittsburgh PA 15220  
 Owner - Heftel Bdcstg / No emps - 14 / GM - Doyle Peterson / PD -  
 Dave Gorman / Synd - Schulke / Auto - 24 hrs /

WSIX/5000W/615-259-2200 MOR  
 441 Murfessboro Rd, Nashville TN 37210  
 Owner - GE / GM - Doug Dickens / PD - Don Sullivan / ND - Bill Ryan;  
 staff-12 / Playlist - 25 / LP cuts - no / Oldies - 55% / Jing - TM / Synd -  
 no / Auto - no / Interviews - yes / Report to RR BG / C load - 14m /  
 Promo - After 12

WSJS/5000W/919-727-0060 Adult Contemp.  
 875 W 5th St, Winston-Salem NC 27102  
 Owner - Summit Comm / No emps - 30 / GM - Richard Barron / PD -  
 Randy Gibson / MD - Kim Jones / ND - Wayne Willard; staff-3 / Playlist  
 - 40 / LP cuts - yes / Oldies - 40% / Jing - Sound of Chicago / Synd -  
 Dick Clark, RW Morgan, Rec Rep / Auto - no / Interviews - yes / Re-  
 port to BG / C load - 18m / Promo - late afternoon

WSKY/1000W/704-253-4451 Adult Contemp.  
 Box 2956, NW Bank Bldg, Ashville NC 28002  
 GM - Zeb Lee / MD - Warren Jones / Playlist - 50 / LP cuts - yes / Jing -  
 Tanner / Synd - no / Auto - no / Promo - open

WSLG/500W/504-644-2191 Country  
 Box 236, Gonzales LA 70737  
 Owner - Hook-Sauceman / GM - Carl Sauceman / PD - Ted Sauceman /  
 MD - GM / ND - Joe Galliety / Playlist - 100 / LP cuts - yes / Oldies -  
 10% / Jing - Pepper-Tanner / Synd - none / Auto - no / Interviews - as  
 sched

WSCR/1000W/717-347-3388 Top 40  
 1520 N Keyser Ave, Scranton PA 18508  
 Owner - Rice Comm / No emps - 12 / GM - Tom Rice / MD - Vince Al-  
 bertts / ND - Tom Rice; staff-1 / Playlist - 45 / LP cuts - yes / Oldies -  
 20% / Jing - cust / Synd - Hot News, RW Morgan, 90 Min / Auto - no /  
 Report to RW BB / C load - 10m / Promo - after 3

WSLQ/200,000W/703-387-0234 Top 40  
 Box 6002, Roanoke VA 24017  
 Owner - Mel Wheeler Inc / No emps - 11 / GM - John Willett / PD - Rick  
 Singer / ND - John Leebreck; staff-2 / Playlist - 50 / LP cuts - few / Old-  
 ies - 50% / Jing - none / Synd - Earth News, Hot News / Auto - all ex-  
 cept Sat & Sun nite / Interviews - yes / Report to RW BB / C load - 14m  
 / Promo - M-F

**Radio Quarterly Report Radio Quarterly Report Radio Quarterly Report**

WSM-AM/615-749-2258 Pop/Country  
 Box 100, Nashville TN 37202  
 Owner - Natl Life & Acc Ins / No emps - 70 / GM - Len Hensel / PD & ND - Al Voeks; news staff-10 / MD - Ted Johnson, Mary Murphy / Playlist - 45 / LP cuts - cntry only / Oldies - 35% / Jing - TM / Synd - Grand Ol Opry / Auto - no / Interviews - Cntry / Report to RR BG FMQ / C load - 14u / Promo - M-T

WSM-FM/100,000W/615-749-2289 Adult Contemp.  
 Box 100, Nashville TN 37202  
 Owner - Natl Life / No emps - 11 / GM - Lee Hensel / PD - John Young / ND - Al Voeks; staff-2 / Playlist - 60 / LP cuts - yes / Jing - TM / Auto - all nites / Report to RR BG KR FMQ BB BC / C load - 14u / Promo - M,T

WSOC/704-372-0930 News  
 Box 2536, Charlotte NC 28201  
 Owner - Cox / No emps - 36 / GM - Lee Morris / PD - Don Bell / ND - Cameron Keyser; staff-12 / Jing - none / Synd - none / Auto - no

WSSA/5000W/404-361-8843 Mod. Country  
 Box 752, Forrest Park GA 30050  
 Owner - Atlanta Bdcstg / GM - Van Temple / PD - Jay Beattie / ND - Susan Price; staff-3 / Playlist - 50 / LP cuts - yes / Oldies - 33% / Jing - Tanner / Synd - none / Auto - no / Interviews - Sun am; open / C load - 12m / Promo - open

WSSB/1000W/919-682-8109 Top 40  
 Box 2169, Durham NC 27702  
 Owner - Airways of Durham / No emps - 14 / GM - Richard Glover / PD - JJ Stevens / MD - Ernie Cee / ND - Bob Armstrong; staff-2 / Playlist - 34 / LP cuts - yes / Oldies - 40% / Jing - Guinn / Synd - LP Cntdn, Earth News / Auto - no / Interviews - welcome / Report to RW KR FMQ BB / C load - 12m / Promo - M-F 10-3

WSSH-FM/50,000W/617-458-8486 Beautiful  
 4 Broadway, Lowell MA  
 Owner - WLLH Inc / No emps - 2 / GM - Arnold Lerner / Jing - none / Synd - FM 100 / Auto - 24 hrs

WTAC/1000W/313-694-4146 Top 40  
 Box 600, Flint MI 48501  
 Owner - Fuqua Comm / No emps - 20 / GM - Bryce Cook / PD - Peter Cavanaugh / ND - Joe Franks; staff-8 / Playlist - 35 / LP cuts - yes / Oldies - 33% / Jing - TM / Synd - Earth News / Auto - no / Interviews - Involvement 1 hr wk / Report to BB / C load - 18m / Promo 10-1 M,W, Th F

WTAE AM-FM/412-242-4300 Adult Contemp.  
 400 Ardmore Blvd, Pittsburgh PA 15230  
 Owner - Hearst / No emps - 42 / GM - Ted Atkins / PD - Mark Roberts / MD - Chuck Brinkman / ND - Bob Kopler; staff-7 / Playlist - 30 / LP cuts - no / Oldies - 60% / Jing - Johnny Mann / Synd - RW Morgan / Auto - FM 2-6am / Report to KR RR BG / C load - 13m / Promo - M,T 3-5pm

**o Quarterly Report Radio Quarterly Report Radio Quarterly**

WTAM/3000W/601-864-7171 Black  
 2222 15th Ave, Gulfport MS 39501  
 Owner - EO Roder / GM - Zane Roden / Op - AI Love / Playlist - 30 /  
 LP cuts - yes / Oldies - 15% / Jing - Cent 21 / Synd - none / Auto - no /  
 Interviews - yes / Report to BB RW CB BRE / C load - 18m / Promo - T

WTAR/5000W/804-446-2600 MOR  
 720 Bush St, Norfolk VA 23510  
 Owner - Landmark Comm / GM - Larry Saunders / PD - Dick Lamb /  
 MD - Tom Looney / Playlist - 45 / LP cuts - yes / Oldies - 33% / Jing -  
 Tanner / Auto - no / Interviews - yes / C load - 18m / Promo - open

WTHE/1000W/516-742-1520 Variety  
 266 Maple Pl, Mineola NY  
 Owner - Bursam / No emps - 15 / GM - Richard Winslow / PD - Mike Pu-  
 sar / MD - Hella Newell / ND - Paul Deckelman; staff-2 / LP cuts - yes /  
 Jing - none / Synd - Natl Relig Accts / Auto - no / Interviews - arranged

WTLB/1000W/315-797-1330 Top 40  
 Box 781, Utica NY 13503  
 Owner - WTLB Inc / No emps - 25 / GM - Paul Dunn / PD - Art Levy /  
 MD - Jim Reitz / ND - Brian Whittemore; staff-4 / Playlist - 35 / LP cuts  
 - yes / Oldies - 20% / Jing - Joe Cuff / Synd - AT 40, RW Morgan / Auto  
 - no / Interviews - occas / Report to BG / C load - 18m / Promo - 12-3

WTLB-FM/1000W/315-797-1330 Country  
 Box 781, Utica NY 13503  
 Owner - WTLB Inc / No emps - 15 / GM - Paul Dunn / PD - Art Levy /  
 ND - Brian Whittemore; staff-4 / Playlist - 50 / LP cuts - yes / Oldies -  
 15% / Jing - none / Synd - none / Auto - no

WTMA/803-556-5660 Top 40  
 Box 10208, Charleston SC  
 Owner - Chas Comm Corp / No emps - 20 / GM - John Trenton / PD -  
 Lee Richards / ND - Al Kamhi; staff-2 / Playlist - 29 / LP cuts - no /  
 Oldies - 40% / Jing - TM / Synd - AT 40, Natl LP Cntdn / Auto - no /

WTMJ/5000W/414-332-9611 MOR  
 720 E Capitol Dr, Milwaukee WI  
 Owner - WTMJ Inc / No emps - 60 / GM - Wm Haig / MD - Mike Elliott  
 / ND - Jim Schlosser / Playlist - 30 / LP cuts - yes / Oldies - 40% / Jing -  
 TM / Synd - none / Auto - no / Interviews - middays / Report to BG

WTMP/5000W/813-626-4108 Black  
 Box 1101, Tampa FL 33601  
 Owner - Gulf South Comm / No emps - 14 / GM - Pierre Behano / PD -  
 Terry Walker / ND - Booker Terry; staff-2 / Playlist - 30 / LP cuts - yes /  
 Oldies - 20% / Jing - TM / Synd - Soul Control, Carl Rowan / Auto - no  
 / Interviews - yes / Report to CB / C load - 18m / Promo - W-F 11-1

**Early Report Radio Quarterly Report Radio Quarterly Report**

- WTOB/5000W/919-723-4353 Top 40  
811 W 5th, Winston-Salem NC 27106  
Owner - Woods Comm Corp / No emps - 35 / GM - John Woods / PD - Jimmy Dean / MD - Robt Page / ND - Keith Young; staff-4 / Playlist - 40 / LP cuts - yes / Oldies - 25% / JIng - none / Synd - Wolfman / Auto - no / Interviews - in town / Report to BG RW BB KR RR BP QS / C load - 18m / Promo - 9-10 & 3-5
- WTOC/5000W/912-232-0127 Top 40  
Box 8086, Savannah GA 31402  
Owner - Sannah Bdcstg / No emps - 40 / GM - Millard Ganey / PD - Dick Richards / MD - JJ Hemingway / ND - John Bry; staff-2 / Playlist - 40 / LP cuts - yes / Oldies - 40% / JIng - none / Synd - none / Auto - no / Interviews - open / Report to RR BG BB KR BC /
- WTRU/5000W/616-733-2126 Top 40  
Box 4305, Muskegon Hts, MI 49444  
Owner - Regional Bdcstrs / No emps - 17 / GM - Fred Tascone / PD - Jon London / ND - Bill Trap; staff-3 / Playlist - 35 / LP cuts - occas / Oldies - 35% / JIng - none / Synd - none / Auto - no / Report to RR BG / C load - 18m / Promo - M,W,Th,F
- WTRX/5000W/313-743-1150 Adult Contemp.  
Box 1330, Flint MI 48501  
Owner - Mid Am Media / No emps - 24 / GM - Hal Fisher / PD - Mike Anderson / ND - Art Reid; staff-3 / Playlist - 46 / LP cuts - occas / Oldies - 40% / JIng - none / Synd - looking / Auto - no / Interviews - Flint Feedback show / Report to RR BG / C load - 15m / Promo - 12-2
- WTRY-AM/5000W/518-274-1100 Top 40  
92 4th St, Troy NY  
Owner - Scott Bdcstg / No emps - 20 / GM - Dick Vassana / PD - Don Martin / MD - Jeff Ryan / ND - Don Fields; staff-3 / Playlist - 35 / LP cuts - some / Oldies - 35% / JIng - Jam / Synd - AT 40 / Auto - no / Interviews - in concert / Report to KR BB / C load - 15m / Promo - open
- WTVN/5000W/614-224-1271 Adult Contemp.  
42 E Gay St, Columbus OH 43215  
Owner - Taft / No emps - 35 / GM - Jim Pidcock / PD - John Potter / ND - Bill Patterson; staff-5 / Playlist - 45 / LP cuts - yes / Oldies - 40% / JIng - TM / Synd - none / Auto - no / Interviews - seldom / C load - 8m / Promo - open
- WUBE AM-FM/1250 & 11,000W/513-621-6960 Country  
Box 1232, Cincinnati OH 45201  
Owner - Kaye Smith Bdcstg / GM - Verl Wheeler / PD - Johnny Bridges / MD - Larry B / ND - Doug Anthony; staff-3 / Playlist - 40 / LP cuts - no / Oldies - 20% / JIng - Pams / Synd - Ralph Emery, Cntry R / Auto - nites on am / Report to BG BB RW CB / C load - 16m / Promo - W

- WUNI/5000W/205-438-4514** Mod. Country  
1257 Springhill Ave, Mobile AL 36604  
Owner - Kirk Bdcstg / GM - Don Reich / PD - Mike Malone / MD - Johnny Barr / ND - Mike Sloan; staff-2 / Playlist - 35 / Oldies - 40% / Jing - Tanner / Synd - none / Auto - no / Report to BB RR RW CB / C load - 15m / Promo - Th 2-5
- WVAF/50,000W/304-925-7829** AOR  
4110 MacCorkle Ave, Charleston W VA 25304  
Owner - Capital Bdcstg / No emps - 20 / GM - Geo Assasey / PD - Tom Owens / MD - Steven Burczyk / ND - Bob Casto; staff-2 / Playlist - 35 / LP cuts - only / Oldies - 50% / Jing - none / Synd - King B, BBC, Daily Planet, Earth News / Auto - no / Interviews - yes / Reports to RR Wal BB / Promo - not between 10-2
- WVAN/5000W/814-944-9456** Top 40  
2727 W Albert Dr, Altoona PA 16602  
Owner - Blair Bdcstg / GM - Bob Abernathy / PD - Roger Corey / MD - Geo Mayfair / ND - Tom Riley; staff-4 / Playlist - 35 / LP cuts - yes / Oldies - 20% / Jing - none / Synd - AT 40 / Auto - no / Interviews - yes / Report to RW BG / C load - 18m / Promo - 9-1
- WVIC/1000W/517-487-5986** Top 40  
2517 E Mt Hope, Lansing MI 48910  
Owner - James Morse / GM - Joe Buys / PD - Jim St John / MD - Steve Schram / ND - Chris McClure; staff-5 / Playlist - 40 / LP cuts - yes / Oldies - 25% / Jing - none / Synd - none / Interviews - yes / Report to RR GR CB / C load - 13m / Promo - M-W 2-4:30
- WVKO/20,000W/614-451-2191** Black  
4401 Carriage Hill Lane, Columbus OH 43220  
Owner - Skyway / No emps - 27 / GM - Bert Charles / Op - Bill Moon / MD - Keith Willis / ND - Diane Curington; staff-3 / Playlist - 40 / LP cuts - yes / Oldies - 7% / Jing - own / Synd - none / Auto - no / Interviews - yes / Reports to BRE / C load - 18m / Promo - T,Th 10-2
- WVLK/606-254-1151** Adult Contemp.  
Box 1559, Lexington KY 40507  
Owner - Blue Grass Bdcstg / No emps - 32 / GM - Ralph Hacker / PD - Jim Jordan / ND - Joe Catt; staff-5 / Playlist - 30 / LP cuts - no / Oldies - 30% / Jing - Tanner / Synd - Dick Clark / Auto - no / Interviews - welcome / Report to RR BG KR BB / C load - 18m / Promo - after 1
- WVON/5000W/312-847-2600** Black  
3350 S Kedzie Ave, Chicago ILL 60623  
Owner - Globetrotter / GM - Bernadine Washington / PD - Jerry Boulding / MD - E Rodney Jones / Playlist - 28 / LP cuts - yes / Jing - none / Synd - none / Report to RR RW BG CB BB / C load - 18m / Promo - after 1

**WVOV/10,000W/205-859-2441**

Adult Contemp.

Box 5188, Huntsville AL 35805

Owner - Powell Bdcstg / GM - Ed Powell / PD - Doug Shane / MD - Galen Kincaid / ND - Jacky Jordan; staff-1 / Playlist - 25 / LP cuts - yes / Oldies - 35% / Jing - TM / Synd - none / Auto - no / Report to BG KR RR / C load - 20u / Promo - M,T 12-3

**WVUD/513-229-4246**

AOR

300 College Park, Dayton OH 45469

Owner - Univ of Dayton / No emps - 54 / GM - Geo Biersack / PD - Geoffrey Vargo / MD - Dave Luczak / ND - Mary B McCabe; staff-4 / Playlist - 45 / LP cuts - yes / Oldies - 20% / Jing - none / King B, Inner-View, Earth News, Spectrum / Auto - no / Interviews - drop-in / Report to RR BG Wal / C load - 8m / Promo - open

**WWBC/1000W/305-632-1510**

Country/Gospel

Box 493, Cocoa FL 32922

Owner - Astro Ent Inc / GM - Ray Vassis / PD - Stan Anderson / MD - Tom Shaw / ND - John Fox; staff-1 / Playlist - 45 / LP cuts - yes / Oldies - 25% / Jing - Pepper Tanner / Synd - none / Auto - no / Interviews - Talk show 4-5pm / Report to RW / C load - 18m / Promo - not between 10 &amp; 1

**WWCK/313-744-1055**

AOR

3217 LaPeer St, Flint MI 48503

Owner - Gencom / No emps - 25 / GM - Lyn Martin / PD - Joe Krause / ND - Steve Robbins; staff-2 / Playlist - 39 / LP cuts - yes / Oldies - 40% / Jing - none / Synd - BBC, King B / Auto - no / Interviews - few on-air / Report to RR KR RW CS Wal BG / C load 13m / Promo - open

**WWCO/1000W/203-758-2468**

Top 40

Box 2777, Waterbury CT 06720

Owner - Winnipeg Corp / No emps - 15 / GM - Ed Maglio / PD - Bill Colman / MD - Danny Lyons / ND - Steve Thomas / Playlist - 35 / LP cuts - yes / Oldies - 35% / Jing - Pepper Tanner / Synd - Rec Rep, Programme Shoppe / Auto - no / Interviews - Magic Concert at midnite

**WWDC AM-FM/5 & 50,000W/301-589-7100**

Talk (AM)

1150 Connecticut Ave, Wash DC

AOR (FM)

Owner - Capitol Bdcstg / GM - Mort Bender / PD - Dwight Douglas / ND - Ross Simmson / Playlist - 25; var / LP cuts - FM / Oldies - 50%; 30% / Jing - none / Synd - none / Auto - no / Interviews - yes / Report to RR / C load 18 &amp; 8m / Promo - open

**WWGO AM/1000W/814-456-7078**

MOR

Box 1184, Erie PA 16501

Owner - Burbach Bdcstg / GM - Ron Smith / PD - Dave Addams / MD - Ken Olowin / ND - Beth Brewster; staff-1 / Playlist - 40 / LP cuts - no / Oldies - 40% / Jing - Pepper-Tanner / Synd - no / Auto - no / Interviews - sports

WWOK/5000W/305-856-1260 Mod Country  
 1699 Coral Way, Miami FL 33145  
 Owner - Mission Bdcstg / GM - Cy Russell / PD - Ted Cramer / MD -  
 Ron Tatar / ND - Jack McCoy; staff-6 / Playlist - 30 / LP cuts - yes /  
 Oldies - 50% / Jing - Tanner / Synd - none / Auto - no / Interviews - yes  
 / Report to BB RW CB / C load - 18m / Promo - 1-5

WWOL AM-FM/1000, 50,000W/716-854-1120 Mod. Country  
 Owner - Rustcraft Bdcstg / GM - Michael Plumstead / PD - David Snow  
 / ND - Tom Hill; staff-1 / Playlist - 50 / LP cuts - yes / Oldies - 30% /  
 Jing - Tanner / Synd - none / Auto - no / Interviews - yes / Report to  
 BB RR / C load - 18m / Promo - W-F 2-5

WWRL/5000W/212-335-1600 Black  
 4130 58th St, Woodside NY 11377  
 Owner - Sonderling / GM - Mark Olds / PD - Sonny Taylor / MD - Gerry  
 Shannon / ND - Dick London; staff-4 / Playlist - 24 / LP cuts - 10 / Old-  
 ies - yes / Jing - Cent 21 / Synd - none / Auto - no / Interviews - some /  
 Report to KR BG BB CB / C load - 16m / Promo - Tues

WWUN/5000W/601-355-0373 Top 40  
 Jackson Hilton Hotel, Jackson MS 39201  
 Owner - Radio 1 Inc / No emps - 13 / GM - Bob O'Brien / PD - Paul  
 King / ND - Doug Minor; staff-3 / Playlist - 30 / LP cuts - yes / Oldies -  
 58% / Jing - Thunder Prod / Synd - none / Auto - no / Interviews - in  
 town / Reports to RR BG BB / C load - 19m / Promo - M,T 10-1,  
 W,Th,F 2-6

WWVA/50,000W/304-232-1170 Country  
 Capitol Music Hall, Wheeling W VA  
 Owner - Columbia Pictures / No emps - 40 / GM - Ross Felton / PD -  
 Charlie Cook / MD - Bob Berry / ND - Bob Cain; staff-3 / Playlist - 40 /  
 LP cuts - no / Oldies - 40% / Jing - none / Synd - Cntry Xrds / Auto - no  
 / Interviews - occas / Report to BG RR BB

WWWD/1000W/518-370-5386 Contemp.  
 Schenectady, NY  
 Owner - Walvon Comm / GM - Jim Walsh / PD - same / ND - Lou Tin-  
 ney; staff-2 / LP cuts - yes / Oldies - 40% / Jing - Pams / Synd - Video  
 Programming, RW Morgan / Auto - no / Interviews - open / Reports to  
 RW KR / C load - 14m

WWWM/27,000W/216-781-1100 AOR  
 Park Center, Cleveland OH 44114  
 Owner - Ohio Comm / GM - Tom Emerscia / PD - Eric Stevens / ND -  
 same; staff-2 / Playlist - 42 / LP cuts - yes / Oldies - 40% / Jing - none /  
 Synd - Chickenman / Auto - no / Report to RW RR KR CB / C load -  
 8m / Promo - open

WWWW/259-4323 AOR  
 2930 E Jefferson, Detroit MI 48237  
 Owner - Starr / GM - B Walsh / PD - J Lubin / MD - G Gillispie / ND - C  
 Harlan / LP cuts - yes / Oldies - 60% / Jing - none / Synd - none / Auto -  
 no / Report to RR RW Wal BB CB

**Radio Quarterly Report Radio Quarterly Report Radio Qua**

- WXCL/1000W/309-685-5975** Country  
 3641 Meadow Brook Rd, Peoria ILL 61604  
 Owner - Peoria Val Bdcstg / GM - Syl Binkin / PD - Lee Ranson / ND - Bill Marlowe; staff-5 / Playlist - 65 / LP cuts - yes / Oldies - 33% / Jing - Tanner / Synd - Ralph Emery / Auto - mid-5am / Report to CB RR RW BB / C load - 18m / Promo - 1-3
- WXLO/5400W/212-764-7000** Top 40  
 1440 Broadway, New York NY  
 Owner - RKO / No emps - 65 / GM - Erica Farbar / PD - Lee Douglas / MD - Joe Persak / ND - Rich Patrick; staff-3 / Playlist - 30 / LP cuts - yes / Jing - none / Synd - none / Auto - no / Interviews - yes / Report to KR RR / C load - 10m / Promo - Th
- WXRT-FM/50,000W/312-777-1700** AOR  
 4949 W Belmont, Chicago ILL 60641  
 Owner - WSBC Inc / No emps - 28 / GM - Daniel Lee / PD - John Platt / MD - Harvey Wells / ND - Linda Brill; staff-5 / Playlist - LPs / Oldies - none / Jing - none / Synd - King B / Auto - no / Interviews - occas / Reports to RR RW Wal BB CB / C load - 8m / Promo - after 12
- WXVI/1000W/205-263-3459**  
 211 Dexter Ave, Montgomery AL 36104  
 Owner - Brothers Bdcstg / No emps - 12 / GM - Hollis Carlton / PD & ND - Lynn Reeves; news staff-2 /
- WXYZ/5000W/313-444-1111** Adult Contemp.  
 2077 W 10-Mile Rd, Southfield MI 48065  
 Owner - ABC / No emps - 60 / GM - Chas D Fritz / PD - Joseph Bacarella / News staff-6 / Playlist - 19 / LP cuts - occas / Oldies - 45% / Jing - TM / Synd - no / Auto - no / Interviews - occas / Report to RR CB / C load - 16m / Promo - open
- WYDD/50,000W/412-337-3588** AOR  
 810 5th Ave, New Kensington PA 15068  
 Owner - Nelson L Goldberg / No emps - 20 / GM - Nelson Goldberg / PD - Steve Downes / ND - Rhonda Gelman; staff-2 / Playlist - 100 / LP cuts - yes / Oldies - 30% / Jing - none / Synd - King B, Rock Ar World, Inner-View, New World of Jazz, BBC / Auto - no / Interviews - some / Report to BB RW RR CB Wal / C load - 8m / Promo - 12-4
- WYDE/50,000W/205-322-4511** Mod. Country  
 2112 11th Ave, So Birmingham AL 35205  
 Owner - Columbia Pictures / No emps - 25 / GM - Wynn Alby / PD - Johnny Gray / ND - Robt Harper; staff-4 / Playlist - 50 / LP cuts - yes / Oldies - 50% / Jing - Audio Sellers / Synd - no / Auto - no / Interviews - yes / Report to BB CB RW / C load - 18m / Promo - after 12
- WYFE-FM (Y-95)/3000W/815-877-6064** AOR  
 1901 Shaw Rd, Rockford IL 61111  
 Owner - Midwest Bdcstg / GM - Dwayne Daniels / PD - Nick Owens / ND - Greg Magnuson; staff-2 / Playlist - LPs / Oldies - 50% / Jing - none / Synd - King B, BBC Earth News, Hot News, Daily Planet, Rock Ar World / Auto - no / Interviews - accept / C load - 10u / Report to Wal RR / Promo - 2-5

WYFM/26,000W/216-534-2316 Top 40  
Box 211, Sharon PA 16146  
Owner - Sharon Bdcstg / GM - Joseph Dobosh / PD - Jack Taylor / ND -  
Tom McCarthy; staff-3 / Playlist - 25 / LP cuts - no / Oldies - 50% / Jing  
- none / Synd - Wolfman / Auto - no / Report to BG / Promo - M,T

WYNE/1000W/414-739-1158 Top 40  
Box 92, Appleton WI  
Owner - Ned Hughes Bdcstg / No emps - 14 / GM - Ned Hughes / PD -  
Scott Walker / MD - Alex Stone / ND - Tom Andrews; staff-3 / Playlist -  
25 / LP cuts - no / Oldies - 50% / Jing - Jam / Synd - Wolfman, 90 Min,  
Rec Rep / Auto - no / Report to RR BB CB / C load - 14m / Promo -  
after 12

WYOU/813-253-6071 MOR  
1333 W Cass St, Tampa FL 33606  
Owner - WYOU Inc / No emps - 15 / GM - Art Reuben / PD - Ed Ripley  
/ Playlist - 30 / LP cuts - yes / Oldies - 50% / Jing - none / Synd - Tanner  
& Remember Elvis / Auto - no / Report to BB CB / C load - 12m /  
Promo - 10-12

WYRE/250W/301-263-9211 Adult Contemp.  
Box 1551, Annapolis MD 21404  
Owner - Syd Abel / No emps - 18 / GM - Syd Abel / PD - Joe Pachino /  
ND - Alan Schlosburg; staff-4 / Playlist - 30 / LP cuts - none / Oldies -  
30% / Jing - none / Synd - none / Auto - no / Report to RR BG BB RW  
CB KR BP CS RB / C load - 18m / Promo - open

WYSL AM-FM/1 & 50,000W/716-885-1400 Adult Contemp.  
425 Franklin St, Buffalo NY  
Owner - Howard Comm / GM - Robt Howard / PD - Harv Moore / Play-  
list - 22 / LP cuts - yes / Oldies - 45% / Jing - Guinn / Synd - AT 40 /  
Auto - no / Report to BG / C load - 12m / Promo - after 10

WYSP-FM/50,000W/215-TE9-ROCK AOR  
1 Bala Cynwyd Plaza, Ste 424, Bala Cynwyd PA 19004  
Owner - SRJ Comm / No emps - 23 / GM - Frank Feller / PD - Sonny  
Fox / MD - Denny Somach / ND - Matt Clennott; staff-1 / Playlist - 30 /  
LP cuts - yes / Oldies - 65% / Jing - none / Synd - Dr D, Rock Ar World,  
Comedy Hour / Auto - no / Interviews - live, taped / Report to BB CB  
RW KR Wal / C load - 12m / Promo - open, appt

WYXE/3000W/608-837-8591 AOR  
Box 3470, Madison WI 53704  
Owner - Sun Bdcstg / No emps - 18 / GM - M Andre / PD - J McBean /  
MD - Mike Harold / ND - PD; staff-2 / Playlist - 38 LPs / Oldies - 20% /  
Jing - TM / Synd - Earth News, Hot News, London Wvlngh, London  
Rep, LP Cntdn / Auto - no / Interviews - always available / Report to  
RR / C load - 12u / Promo - 10-2

WYZE/5000W/404-351-7664 Oldies  
1900 Emery, Atlanta GA 30318  
Owner - WYZE Inc / No emps - 8 / GM - Steve Wyman / PD - Dan Dun-  
nigan / ND - Buzz Weiss; staff-1 / Playlist - 10 / LP cuts - yes / Oldies -  
90% / Jing - Guinn / Synd - Dick Clark / Auto - no / Interviews - open /  
Report to RW RR / C load - 12m / Promo - 2-4

WZNG/813-299-1141 Adult Contemp  
1505 Dundee Rd, Winter Haven FL 33880  
Owner - Vantage Bdcstg Co / No emps - 13 / GM - Dave Buerger / PD -  
Bob Ryan / MD - Chuck Walker / ND - Ann Fields; staff-4 / Playlist - 45  
/ LP cuts - yes / Oldies - 25% / Jing - Tanner / Synd - Opus 76 / Auto -  
no / Interviews - Partyline Tu 10am / Report to BB BC

WZUU AM-FM/1 & 50,000W/414-964-8300 Top 40  
520 W Capitol Dr, Milwaukee WI 53212  
Owner - Malrite Corp / GM - Wm Luchtman / PD - Chris Curtis / ND -  
David Haines; staff-2 / Playlist - 20 / LP cuts - yes / Oldies - 40% / Jing -  
none / Synd - none / Auto - no / Interviews - am drive & night / Report  
to KR BG

WZZM-FM/50,000W/616-364-9551 Adult Contemp.  
645 3-Mile Rd, NW Grand Rapids MI 49501  
Owner - West Michigan Telecstrs / GM - Bob Wohlfeil / PD - Rick Dona-  
hue / MD - Liz Kiley / ND - Danny Vandermude; staff-2 / Playlist - 30 /  
LP cuts - yes / Oldies - 35% / Jing - TM / Synd - none / Auto - no / Re-  
port to RR BG

WZZQ-FM/100,000W/601-982-1062 AOR  
1375 Basley Rd, Jackson MS 39206  
Owner - WJDX / GM - Marshall McGee / PD - John Sommer / MD -  
Wayne Harrison / ND - Cindy Brunson / Playlist - LPs / Jing - none /  
Synd - King B / Auto - no / Interviews - yes / Reports to RR / C load -  
18m / Promo - open



**THE  
MUSIC**

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name . . . . .  
Address . . . . .  
City . . . . .  
State . . . . .  
Zip . . . . .

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400

# **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. 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.

# COUNTRY

	BB	CB	RW	RR	RP	BG		BB	CB	RW	RR	RP	BG
<b>ALLEN, REX, JR. (WB)</b>													
Teardrops in My Heart	18	16	15			17							
<b>AMAZING RHYTHM ACES (ABC)</b>													
The End is Not in Sight	12	12	11	12	12	11							
<b>ANDERSON, BILL (MCA)</b>													
Peanuts & Diamonds	10	4	8	7	6	7							
<b>ANDERSON, LYNN (CBS)</b>													
Sweet Talkin' Man			18	20		15							
<b>BANDY MOE (CBS)</b>													
Here I Am Drunk Again	13			16	5								
Took More Than Her Share					10	20							
<b>BARE, BOBBY (RCA)</b>													
Dropkick Me, Jesus	17	14	14	17	8	17							
<b>BRESH, TOM (CBS)</b>													
Sad Country Love Song	17	17											
<b>CAMPBELL, GLEN (Capitol)</b>													
See You On Sunday	14												
<b>CARVER, JOHNNY (ABC/Dot)</b>													
Afternoon Delight	12	7	7										
<b>CRADDOCK, BILLY "CRASH" (ABC)</b>													
You Rubbed it in all Wrong	6	13											
Broken Down in Tiny Pieces	10	8	10	9	7	8							
<b>DAVE &amp; SUGAR (RCA)</b>													
I'm Gonna Love You	3	1	1	2	3	3							
<b>DUNCAN, JOHNNY (CBS)</b>													
Thinking of a Rendezvous	1	1	1	1	2	1							
<b>FAIRCHILD, BARBARA (CBS)</b>													
Mississippi						17							
<b>FARGO, DONNA (WB)</b>													
I've Loved You all the Way	10	9	15	18		15							
Don't Be Angry	14	18	14	20		14							
<b>FELTS, NARVEL (ABC)</b>													
My Prayer	14	12	13	17		16							
<b>FENDER, FREDDY (ABC)</b>													
Living It Down	2	1	3	7	7	6							
<b>FREDDIE HART &amp; the HEARTBEAT (Capitol)</b>													
That Look in Her Eyes	11	11	11	6	11	12							
<b>GATLIN, LARRY (Monument)</b>													
Status, without Hearts	12	11	13	6		5							
<b>GAYLE, CRYSTAL (UA)</b>													
You Never Miss A Real Good Thing (Till He Says Goodbye)	11	11	18	13	9	11							
One More Time						12							
<b>GILLEY, MICKEY (Playboy)</b>													
Bring It On Home to Me	10			20									
Lady Miss Clowdy	4	6	8	2	1	7							
<b>GRIFF, RAY (Capitol)</b>													
That's What I Get	14	14											
<b>HAGGARD, MERLE (Capitol)</b>													
Cherokee Mountain White	1	1	1	4	4								
Have You Got Plans for Tonight													
<b>HALL, TDM T. (Merca.)</b>													
Fox on the Run	9	11	11	12	12	11							
<b>HARRIS, EMMY LOU (WB)</b>													
Sweet Dream	6	5	3	4	1								
<b>HART, ROD (Plantation)</b>													
CR Stain						1							
<b>HOUSTON, DAVID (Epic)</b>													
Come in DAW (T.O.)						20							
Favorite Time About Her													
<b>JAMES, SONNY (CBS)</b>													
Come On In	5	8	7	11	13	8							
<b>JENNINGS, WAYLON (RCA)</b>													
Country Boy	1	4		1	6	3							
Back To Her													
Are You Really for the Country So Good Woman	20												
<b>JIM ED BROWN &amp; HELEN CORNELIUS (RCA)</b>													
I Don't Want to Have to Marry You	1	1	1	1	1	2							
<b>JONES, GEORGE (Epic)</b>													
Her Name Is	3	3	4	4	3	3							
<b>LEE, DICKEY (RCA)</b>													
9,999,999 Tears	3	1	1	2	2	2							
<b>LEE, JOHNNY</b>													
Red Sails in the Sunset						19							
<b>LEWIS, JERRY LEE (Mercury)</b>													
Let's Put it Back Together Again	6	4	5	7	18	4							
<b>LUNSFORD, MIKE (Starday)</b>													
Honey Hungry	16	19	17	19									
<b>LYNN, LORETTA (MCA)</b>													
Somebody Somewhere	1	1	1	1	1	1							
<b>MADRELL, BARBARA (ABC/Dot)</b>													
Love is Thin Ice		17	20										
<b>MILSAP, RONNIE (RCA)</b>													
I'll Stand By My Woman Man	11	1	4	5	2	7							
<b>MURRAY, ANNE (Capitol)</b>													
Things	19			17									
<b>NELSON, WILLIE (CBS)</b>													
If You've Got the Money I've Got The Time	1	1	1	3	1	5							
<b>NEWTON-JOHN, OLIVIA (MCA)</b>													
Don't Stop Believin'	14	10	14	11	5	12							
Every Face Tells a Story		20		16	15	14							
<b>PARTON, DOLLY (RCA)</b>													
All I Can Do	3	1	4	5	10	6							
<b>PLACE, MARY KAY (CBS)</b>													
Baby Boy	8	7	7	3	6	3							
<b>RABBITT, EDDIE (Elektra)</b>													
Two Dollars in the Junk box	15	13	15	15	8	6							
<b>RICH, CHARLIE (Epic)</b>													
Road Song						19							
<b>ROBBINS, MARTY (CBS)</b>													
Among My Souvenirs	1	2	1	3	1	4							
<b>RODRIGUEZ, JOHNNY (Mercury)</b>													
I Wonder if I Say Goodbye	4	2	1	8	8	11							
Hillbilly Heart	5	4	6	5	6	4							
<b>ROGER, KENNY (UA)</b>													
Laura (What's He Got That I Ain't Got)	19	19	20										
<b>RONSTADT, LINDA (Asylum)</b>													
That'll Be the Day				20	3								
<b>PRIDE, CHARLEY (RCA)</b>													
A Whole Lotta Things to Sing About	2	1	1	2	8	2							
<b>SMITH, CONNIE (CBS)</b>													
I Don't Wanna Talk It Over Anymore	13	12	17	16	17								
<b>SMITH, MARGO (WB)</b>													
Take My Breath Away	7	7	5	10	13	9							
<b>SOVINE, RED (Starday)</b>													
Little Joe						16							
Teddy Bear						20							
<b>SPEARS, BILLIE JO (UA)</b>													
Misty Blue	14	11	9	13									
Never Did Like Whisky	18	15	16	14	12	19							
<b>STAMPLEY, JOE (ABC/Dot)</b>													
The Night Time and my Baby	16	16	16		14								
Whisky Talkin' (Epic)	18	19	12	16	13								
Everything I Own	13	12	17	14	11								
<b>STATLER BROTHERS (Mercury)</b>													
Thank God I've Got You	10	4	7	5	19	4							
<b>STEWART, GARY (RCA)</b>													
Your Place or Mine						20							

	BB	CB	RW	RR	RP	BG		BB	CB	RW	RR	RP	BG
<b>STEWART, WYNN (Playboy)</b>													
After the Storm	8	7	8	8	7	6							
<b>STREET, MEL (GRT)</b>													
Looking Out My Window Through the Pain			19										
<b>T.G. SHEPPARD (Motown)</b>													
Show Me a Man	8	9	8	10	9	6							
<b>TILLIS, MEL (MCA)</b>													
Good Woman Blues	1	2	2	2	1	1							
<b>TILTON, SHEILA (Con Brio)</b>													
Half As Much			19										
<b>TUCKER, TANYA (MCA)</b>													
Here's Some Love	1	1	1	1	4	1							
<b>TWITTY, CDNWAY (MCA)</b>													
I Can't Believe She Gives It All To Me	16	17	20	17	10	18							
The Game that Daddies Play	1	1	1	1	1	2							
<b>WARD, JACKY (Mercury)</b>													
I Never Said It Would Be Easy		15	20										
<b>WILLIAMS, DIANA (Capitol)</b>													
Teddy Bear's Last Ride						9							
<b>WILLIAM, DON (ABC/Dot)</b>													
She Never Knew Me Say it Again	2	3	4	1		1							
<b>WYNETTE, TAMMY (Epic)</b>													
You & Me Golden Rings	1	1	1	1	5	1						19	

# BLACK

	BB	CB	RW	RR	RP	BG	BRE		BB	CB	RW	RR	RP	BG	BRE
<b>AVERAGE WHITE BAND (Atlantic)</b>															
Queen of My Soul		19		16	9	15									
<b>BAR KAYS (Mercury)</b>															
Shake Your Rump to the Funk	5	3	9	9	4	1									
<b>B.B. KING &amp; BOBBY BLAND (ABC)</b>															
Let the Good Times Roll															
<b>BEE GEES (RSO)</b>															
You Should Be Dancing	4	10	6	5	3	8									
<b>BENSON, GEORGE (WB)</b>															
This Masquerade Breezin'			8	17											
<b>BRICK (Bang)</b>															
Dazz	1	1	1	2	2	1									
<b>BRISTOL, JOHNNY (Atlantic)</b>															
Do It to My Mind	7	12	10	16	10	11									
<b>BROTHER TO BROTHER (Turbo)</b>															
Chance With You					20										
<b>BROTHER JOHN (A&amp;M)</b>															
Get The Funk Out Ma Face	4	3	7	4	9	4									
<b>BROWN, JAMES (Polydor)</b>															
Get Up Offa That Thing		11	9	19		15									
<b>STATION, CANDI (WB)</b>															
Run To Me				19	20	18									
<b>COLE, NATALIE (Capitol)</b>															
Mr. Melody	10	15		8	7	7									
<b>COLLINS, BOBTSY (WB)</b>															
I'd Rather Be With You				15	12	19									
<b>COMMODORES (Motown)</b>															
Just to Be Close to You	1	1	1	1	1	1									
<b>CONNOR, NORMAN (Buddah)</b>															
You Are My Starship	4	1	3	5	2	3									
<b>DAVIS, TYRONE (CBS)</b>															
Give It Up (Turn it Loose)	2	1	2	2	1	2									
<b>DRAMATICS (ABC)</b>															
Finger Fever						18									
<b>DR. BUZZARD'S BAND (RCA)</b>															
Cherchez La Femme					14										
<b>DYSON, RONNIE (CBS)</b>															
The More You Do It (The More I Like It)	12	7	12	10	5	10									
<b>EARTH, WIND &amp; FIRE (CBS)</b>															
Getaway	3	3	3	5	6	3									
Saturday Night	15	7		17	11	19									
<b>EMOTIONS (CBS)</b>															
Flowers	16	12		8	8	8									
I Don't Wanna Lose Your Love	13	11			9										
<b>FLOYD, KING (Chimneyville)</b>															
Bobby English						16									
<b>FOUR TOPS (ABC)</b>															
Catfish	7	5	10	19	2	5									
<b>FRANKLIN, ARETHA (Atlantic)</b>															
Jump/Hooked On Your Love	17	14	15	7	11	14									
<b>GAYE, MARVIN (Motown)</b>															
After the Dance		19	20	9											
<b>GLADYS KNIGHT &amp; the PIPS (CBS)</b>															
So Sad the Song	12	10	17	11	9	11									
<b>GRAM CENTRAL STATION (WB)</b>															
Entr'Act					19										
<b>GREEN, AL (Hi)</b>															
Keep Me Cryin'	4	12	18	10	8	7									
<b>HALL &amp; OATES (Atlantic)</b>															
She's Gone				13											
<b>ISLEY BROTHERS (Epic)</b>															
Harvest for the World	9	10		5		12									
<b>JACKSON, JERMAINE (Motown)</b>															
Let's Be Young Tonight	19	10		9	15	8									
<b>THE JACKSONS (Motown)</b>															
Enjoy Yourself	2	5	4	6	3	5									
<b>K.C. &amp; the SUNSHINE BAND (TK)</b>															
(Shake, Shake, Shake) Shake Your Booty	1	2	1	1	1	1									
<b>KOOL &amp; the GANG (De-Lite)</b>															
Open Sesame (Pt. II)	9	13		19	19	15									
<b>L.T.D. (A&amp;M)</b>															
Love Ballad	1	1	1	1	1	1									
<b>MANHATTANS (CBS)</b>															
I Kinda Miss You	8	6		5	6	3									
<b>MARILYN McCOO &amp; BILLY DAVIS JR. (ABC)</b>															
You Don't Have To Be a Star (To Be In My Show)	1	1	1	1	1	2									
<b>MAYFIELD, CURTIS (WB)</b>															
Only You Babe	8	15		15	6	7									
<b>MDMENTS (Stang)</b>															
With You	14	8	16		14	13									
<b>MOORE, DOROTHY (TK)</b>															
Funny How Time Slips Away	7	12	16	13		20									
<b>MOORE, MELBA (Buddah)</b>															
Lean On Me	17	20				15									
<b>O'JAYS (Epic)</b>															
Message in Our Music	1	4	5	6	4	3									
<b>PARLIAMENTS (Atlantic)</b>															
Darlin' Darlin' Baby (Sweet Tender Love)		16													
<b>DHID PLAYERS (Mercury)</b>															
Who'd She Coo	5	5	4	13	13	9									
<b>RAWLS, LOU (Epic)</b>															
Star Child				17		12									
<b>YOU'LL NEVER FIND ANOTHER LOVE LIKE MINE</b>															
You'll Never Find Another Love Like Mine		8	5	3											
<b>GROOVY PEOPLE</b>															
Groovy People	17			7											
<b>RICK DEE &amp; his CAST OF IDIOTS (RSO)</b>															
Disco Duck (Pt. I)	15	6		4		14									



	BB	CB	RW	RR	RP	BG	KR
<b>MANILOW, BARRY (Arista)</b> This One's for You	-	-	-	-	8	-	-
<b>MANN, MANFRED</b> Blinded by the Light	-	-	-	-	-	20	-
<b>MARILYN McCOO &amp; BILLY DAVIS JR. (ABC)</b> You Oon't Have to Be a Star (To Be in My Show)	5	4	3	4	3	5	2
<b>MURPHY, WALTER (Private Stock)</b> A Fifth of Beethoven	1	1	1	10	1	17	9
<b>NEWTON-JOHN, OLIVIA (MCA)</b> Don't Stop Believin'	-	-	-	-	14	-	-
<b>OHIO PLAYERS (Mercury)</b> Who'd She Coo	18	-	-	-	-	-	-
<b>ORLEANS (Asylum)</b> Still the One	5	6	7	2	6	2	3
<b>QUEEN (Elektra)</b> Somebody to Love	-	-	-	-	-	-	19
<b>RAWLS, LOU (Phil. Int'l.)</b> You'll Never Find Another Love Like Mine	5	-	9	16	2	-	-
<b>RICHARD, CLIFF (Rocket)</b> Devil Woman	6	5	5	3	2	3	2
<b>RICK DEES &amp; his CAST OF IDIOTS (RSO)</b> Disco Duck (Pt 1)	1	1	1	7	1	6	1
<b>RITCHIE FAMILY (Marlin)</b> The Best Disco in Town	17	18	20	-	10	-	-
<b>RONSTADT, LINDA (Asylum)</b> That'll Be the Day	11	11	14	11	5	10	10
<b>ROYCE, ROSE (MCA)</b> Car Wash	-	16	-	20	-	-	9

	BB	CB	RW	RR	RP	BG	KR
<b>SAYER, LEO (WB)</b> You Make Me Feel Like Dancing	6	2	8	2	2	1	2
<b>SCAGGS, BOZ (CBS)</b> Lowdown	3	1	4	4	4	4	4
<b>SILVER (Arista)</b> Wham Bam Shang a Lang	16	16	20	15	11	-	-
<b>SPINNERS (Atlantic)</b> Rubberband Man	2	3	2	3	9	2	2
<b>STARLAND VOCAL BAND (RCA)</b> Afternoon Delight	-	-	19	-	-	-	-
<b>STARR, RINGO (Atlantic)</b> A Ooze of Rock 'n Roll	-	-	-	-	12	-	-
<b>STEVE MILLER BAND (Capitol)</b> Rock 'n Me	1	1	1	1	3	1	1
<b>STEWART, ROD (WB)</b> Tonight's the Night (Gonna Be Alright)	1	1	1	1	1	1	1
<b>SYLVERS (Capitol)</b> Hot Line	19	14	16	8	16	7	8
<b>TAVARES (Capitol)</b> Heaven Must Be Missing An Angel	-	20	-	-	-	-	-
<b>WAR (UA)</b> Summer	7	15	-	-	-	-	-
<b>WILD CHERRY (Epic/Sweet City)</b> Play that Funky Music	1	1	1	2	1	2	1
<b>WINGS (Capitol)</b> Let 'Em In	-	-	11	-	13	-	-
<b>WONDER, STEVIE (Tamla)</b> I Wish	-	19	-	18	-	19	10

# ADULT CONTEMP

	BB	RR	RP	BG
<b>ABBA (Atlantic)</b> Fernando	1	1	1	2
<b>AMERICA (WB)</b> Amber Cascades	17	-	-	-
<b>BARRY DeVORZON &amp; PERRY BOTKINS (A&amp;M)</b> Nadia's Theme	8	2	2	3
<b>BAY CITY ROLLERS (Arista)</b> I Only Want to Be With You	-	17	-	-
<b>BEACH BOYS (Reprise)</b> It's OK	-	-	6	-
<b>BEATLES (Capitol)</b> Got to get you Into My Life	-	-	19	-
<b>BEE GEES (RSO)</b> Love So Right	14	10	2	7
<b>BENSON, GEORGE (WB)</b> The Masquerade Breezin'	19	14	12	-
<b>BLOOD, SWEAT &amp; TEARS (CBS)</b> You're the One	6	16	-	14
<b>BLUE OYSTER (CBS)</b> The Reaper	-	-	11	-

	BB	RR	RP	BG
<b>BREAD (Elektra)</b> Lost Without Your Love	20	-	16	13
<b>CAPTAIN &amp; TENNILLE (A&amp;M)</b> Muskrat Love	1	1	1	1
<b>CARPENTERS (A&amp;M)</b> Goofus	4	18	12	14
<b>CARRADINE, KEITH (ABC)</b> I'm Easy	-	-	17	-
<b>CHICAGO (CBS)</b> If You Leave Me Now	1	1	1	1
<b>COOPER, ALICE (Atlantic)</b> I Never Cry	-	17	8	13
<b>CUMMINGS, BURTON (Portrait/CBS)</b> Stand Tall	2	5	2	2
<b>DENVER, JOHN (RCA)</b> Like a Sad Song	1	14	12	9
<b>DIAMOND, NEIL (CBS)</b> Don't Think... Feel	4	16	-	14
<b>DR. HOOK (Capitol)</b> A Little Bit More	-	16	3	10
<b>If Not You</b>	-	-	17	-

# Report Radio Quarterly Radio Quarterly Report Radio Qu

	BB	RC	PC	BG		BB	RC	PC	BG
<b>DR. HOOK (Capitol)</b>					<b>MacGREGOR, MARY (Ariola)</b>				
A Little Bit More	-	16	3	10	Torn Between Two Lovers	4	10	18	5
If Not You	-	-	17	-	<b>NEWTON-JOHN, OLIVIA (MCA)</b>				
<b>ELLIMAN, YVONNE (RSD)</b>					Don't Stop Believin'	1	6	6	2
Love Me	5	7	12	6	Every Face Tells a Story	6	11	-	16
<b>ELTON JOHN &amp; KIKI DEE (MCA)</b>					<b>ODIA COATES &amp; PAUL ANKA (Epic)</b>				
Don't Go Breaking My Heart	4	2	4	3	Make It Up To Me in Love	20	19	-	19
<b>ENGLAND DAN &amp; JOHN FORD COLEY (Big Tree)</b>					<b>ORLEANS (Asylum)</b>				
Nights are Forever Without You	6	4	3	4	Still the One	8	-	12	
I'd Really Love to See You Tonight	-	3	6	2	<b>RAWLS, LOU (Phil. Intl.)</b>				
<b>FIREFALL (Atlantic)</b>					You'll Never Find Another Love Like Mine	-	10	1	15
You are the Woman	6	2	9	4	Groovy People	19	-	-	20
<b>FLEETWOOD MAC (WB)</b>					<b>REDDY, HELEN (Capitol)</b>				
Say You Love Me	12	12	-	6	I Can't Hear You No More	1	7	-	15
<b>FUNKY KING (Arista)</b>					Gladiola	13	-	-	
Slow Dancing	15	20	-	17	<b>RICHARD, CLIFF (Rocket)</b>				
<b>GALLAGHER &amp; LYLE (A&amp;M)</b>					Devil Woman	-	9	1	9
Heart on my Sleeve	17	-	-	19	<b>RONSTADT, LINDA (Asylum)</b>				
<b>GLADYS KNIGHT &amp; the PIPS (Buddah)</b>					That'll Be the Day	16	13	-	13
So Sad the Song	3	15	-	12	<b>SAYER, LEO (WB)</b>				
<b>HALL &amp; OATES (Atlantic)</b>					You Make Me Feel Like Dancing	-	13	-	10
She's Gone	6	2	6	3	<b>SCAGGS, BOZ (CBS)</b>				
Sara Smile	-	-	-	3	Lowdown	11	2	1	9
<b>HUMPERDINCK, ENGLEBERT (Epic)</b>					<b>SEALS &amp; CROFTS (WB)</b>				
After the Lovin'	1	2	5	1	Get Closer	-	-	12	-
<b>JEFFERSON STARSHIP (RCA)</b>					<b>SEDAKA, NEIL (MCA)</b>				
With Your Love	6	4	-	6	You Gotta Make Your Own Sunshine	7	-	-	19
<b>JOHN, ELTON (MCA)</b>					<b>SILVER (Arista)</b>				
Sorry Seems to be the Hardest Thing	2	3	3	6	Wham Bam Shang a Lang	20	-	-	
<b>KISS (Casablanca)</b>					<b>SPINNERS (Atlantic)</b>				
Beth	14	7	7	9	Rubberband Man	19	-	-	18
<b>LIGHTFOOT, GORDON (WB)</b>					<b>STARBUCK (Private Stock)</b>				
The Wreck of the Edmund Fitzgerald	9	2	2	5	I Got to Know	11	18	-	18
<b>MANHATTANS (CBS)</b>					<b>STARLAND VOCAL BAND (Windsong)</b>				
Kiss & Say Goodbye	-	-	-	14	Afternoon Delight	-	-	13	-
<b>MANILOW, BARRY (Arista)</b>					California Day	20	-	-	
This One's For You	1	6	4	6	<b>STEWART, ROD (WB)</b>				
Weekend in New England	10	14	-	9	Tonight's the Night	-	10	1	10
<b>MARILYN MCCOO &amp; BILLY DAVIS, JR. (ABC)</b>					<b>TAVARES (Capitol)</b>				
You Don't Have to Be a Star (To Be in My Show)	7	1	2	3	Heaven Must Be Missing an Angel	18	-	-	
<b>MURPHY, WALTER (Private Stock)</b>					<b>TAYLOR, JAMES (WB)</b>				
A Fifth of Beethoven	-	12	-	-	Shower the People	20	18	13	-
Flight '76	16	16	-	-	<b>WAR (UA)</b>				
<b>MURRAY, ANNE (Capitol)</b>					Summer	5	5	11	5
Things	12	17	-	18	<b>WHITTAKER, ROGER (RCA)</b>				
					The First Hello, The Last Goodbye	16	-	-	-
					<b>WINGS (Capitol)</b>				
					Let 'Em In	10	13	7	-

# ALBUMS

	BB	CB	FW		BB	CB	FW
<b>AEROSMITH (CBS)</b>				<b>CAPTAIN &amp; TENNILE (A&amp;M)</b>			
Rocks	15	17	20	Song of Joy	-	-	14
<b>AVERAGE WHITE BAND (Atlantic)</b>				<b>CHICAGO (CBS)</b>			
Soul Searching	-	19	19	Chicago X	8	4	4
<b>BACHMAN-TURNER OVERDRIVE (Mercury)</b>				<b>CLAPTON, ERIC (RSD)</b>			
Best of B.T.O.	19	-	-	No Reason To Cry	15	18	-
<b>BEE GEES (Polydor)</b>				<b>COMMODORES (Motown)</b>			
Children of the World	8	11	10	Hot on the Tracks	12	16	14
<b>BEACH BOYS (WB/Reprise)</b>				<b>DARYL HALL &amp; JOHN OATES (RCA)</b>			
15 Big Ones	-	-	16	Bigger Than Both of Us	13	20	20
<b>BENSON, GEORGE (WB)</b>				<b>DENVER, JOHN (RCA)</b>			
Breezin'	10	9	6	Spirit	7	2	2
<b>BOSTON (Epic)</b>				<b>DIAMOND, NEIL (CBS)</b>			
Boston	3	2	2	Beautiful Noise	14	12	-
<b>BROWNE, JACKSON (Asylum)</b>				<b>DOOBIE BROTHERS (WB)</b>			
The Pretender	7	7	9	The Best of the Doobies	11	9	7
				<b>DYLAN, BOB (CBS)</b>			
				Hard Rain	17	9	7

# Quarterly Report Radio Quarterly Report Radio Quarterly Report

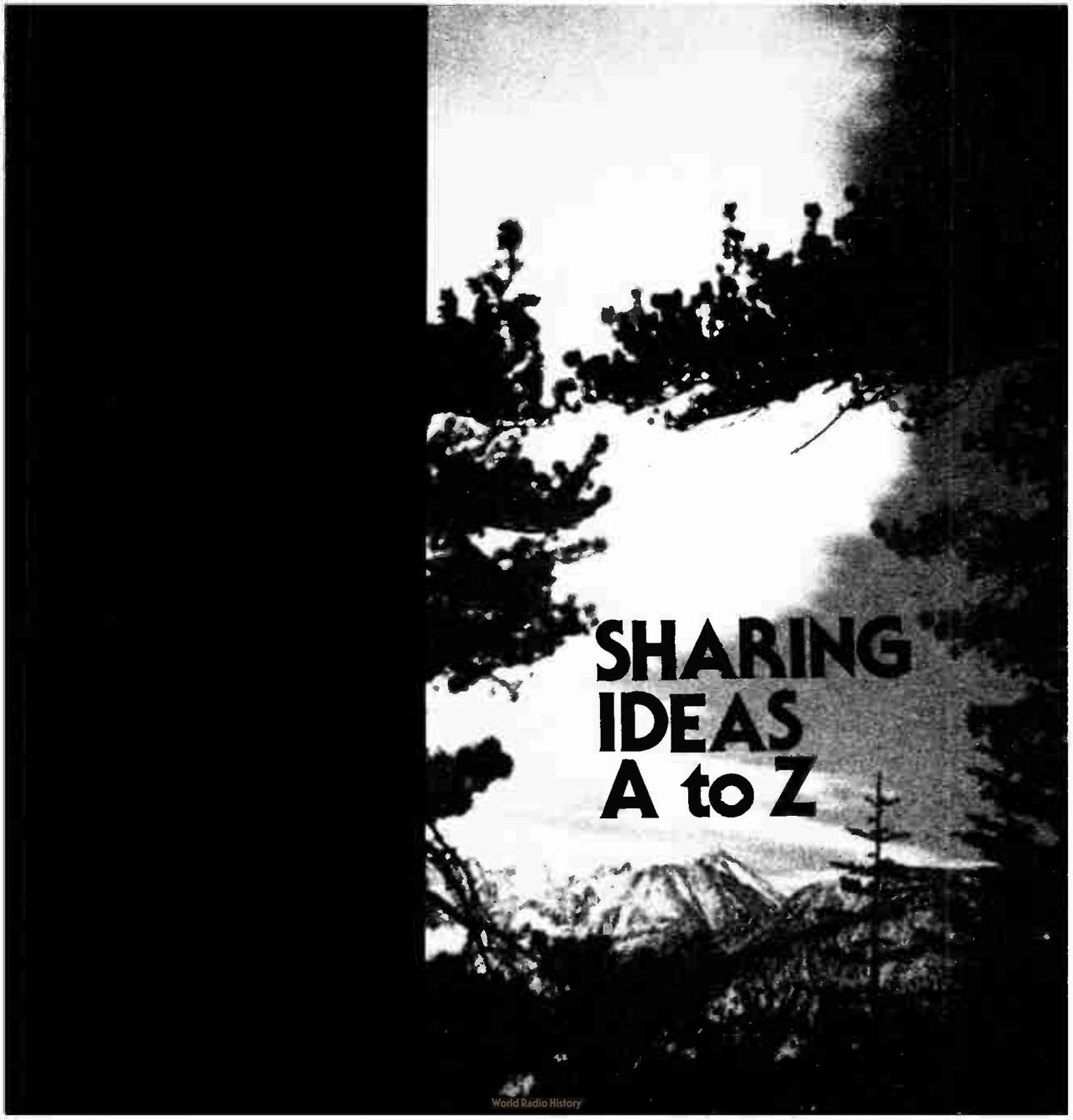
	BB	CB	RW		BB	CB	RW
<b>EAGLES (Asylum)</b>				<b>NUGENT, TED (Epic)</b>			
Their Greatest Hits: 1971-1975	19	12	11	Free-For-All	-	-	16
<b>EARTH, WIND &amp; FIRE (CBS)</b>				<b>PARLIAMENT (Casablanca)</b>			
Spirit	2	2	2	The Clones of Dr. Funkenstein	20	-	-
<b>ENGLAND DAN &amp; JOHN FORD COLEY (Big Tree)</b>				<b>O'JAYS (Epic)</b>			
Nights Are Forever	17	-	-	Message In Our Music	20	-	-
<b>ELECTRIC LIGHT ORCHESTRA (UA)</b>				<b>RAWLS, LOU (Epic)</b>			
A New World Record	9	11	8	All Things in Time	7	16	17
<b>FRAMPTON, PETER (A&amp;M)</b>				<b>RONSTADT, LINOVA (Asylum)</b>			
Frampton Comes Alive	1	1	1	Hasten Down the Wind	3	3	2
<b>FLEETWOOD MAC (WB)</b>				<b>SCAGGS, BOZ (CBS)</b>			
Fleetwood Mac	4	4	2	Silk Degrees	2	2	3
<b>HEART (Mushroom)</b>				<b>ROSS, DIANA (Motown)</b>			
Dreamboat Anne	7	6	4	Diana Ross's Greatest Hits	13	18	13
<b>JEFFERSON STARSHIP (RCA)</b>				<b>STEVE MILLER BAND (Capitol)</b>			
Spiritfire	3	7	5	Fly Like an Eagle	3	4	5
<b>JOHN, ELTON (MCA)</b>				<b>STEWART, ROO (WB)</b>			
Blue Moves	3	4	3	A Night on the Town	2	3	3
<b>K.C. &amp; the SUNSHINE BAND (TK)</b>				<b>STILLS-YOUNG BAND (WB)</b>			
Part 3	13	-	-	Long May You Run	-	15	-
<b>KISS (Casablanca)</b>				<b>WALTER MURPHY BAND (Private Stock)</b>			
Rock and Roll Over	16	12	10	A Fifth of Beethoven	15	20	19
<b>LED ZEPPELIN (Atlantic)</b>				<b>WAR (UA)</b>			
Soundtrack From the Film/The Song Remains the Same	2	2	2	Greatest Hits	6	6	7
<b>LIGHTFOOT, GORDON (WB)</b>				<b>WILD CHERRY (Epic/Sweet City)</b>			
Summertime Dream	12	19	16	Wild Cherry	5	9	6
<b>LYNYRD SKYNYRD (MCA)</b>				<b>WINGS (Capitol)</b>			
One More From The Road	9	8	6	Wings at the Speed of Sound	18	14	12
<b>MANILOW, BARRY (Arista)</b>				<b>WONDER, STEVIE (Motown)</b>			
This One's For You	12	8	13	Songs in the Key of Life	1	1	1
				<b>WRIGHT, GARY (WB)</b>			
				The Dream Weaver	-	-	20

# The Trades Survey

We received so many requests to continue our survey of the most popular trades in the country that we decided to do a quick random-sample survey in this issue. In the Spring Radio Quarterly Report we will do a more extensive survey, much akin to Issue No. 1.

About 800 stations were sent questionnaires regarding the most important periodicals, with 375 responding. In all cases the questionnaires were sent to the program director. We asked, "Please list the trade publications most important to you and your station, and comment briefly regarding their importance." We then listed 9 of the most obvious trades and left room for others to be written in. Generally, stations listed no more than 3 publications. The following results were compiled, again emphasizing that this sampling is random.

	Mentions
1. Billboard . . . . .	318
2. Radio & Records . . . . .	315
3. Gavin Report . . . . .	231
4. Record World . . . . .	142
5. Broadcasting . . . . .	118
6. Cashbox . . . . .	114
7. Kal Rudman . . . . .	97
8. Walrus . . . . .	59
9. Cue Sheet . . . . .	11
10. RMR . . . . .	8
11. Black Radio Exclusive . . . . .	5
11. Mickey Turntable . . . . .	5
11. Betty Brenneman . . . . .	5
14. Broadcast Programming & Production . . . . .	3
Two or less votes:	
Country Music Magazine	
RPM	
Record Week	
Steed Report	
Bobby Poe	
Music City News	
New World of Jazz	



**SHARING  
IDEAS  
A to Z**

# Sharing Ideas From A To Z

The promotions, contests and programming ideas presented on the following pages are demonstrative of radio's ongoing creativity. Most of them are quite current, and the key prerequisite terms were UNIQUE and INNOVATIVE.

As too many skeptics were too quick to point out, "It's all been done before and there are no new ideas — only elaborations on old ones." Well, we have gathered here the best of those elaborations, and possibly even some of those nonexistent new ideas, with the intention of providing inspiration, encouragement, and recognition.

The greater part of these were gathered during phone conversations over the past three months, and none of it would have been possible without the many program directors whose patience, details, graphics and imaginations made it all happen and them told me about it.

— E. Wolf Schneider

In 1970 in Seattle the jocks on KVI, an MOR station, did their time on KJR, the city's leading rocker while the KJR jocks became MOR personalities. The town was turned upside down by the promotion and both groups of jocks gained a lot of respect for each others formats. In 1972 Bill Young of KILT ran an April "Poolcontest." He gave away a swimming pool to listeners locating the Mystery Man who was phoning in from various places around the city, giving clues as to where he was calling from.

**BANANAS** — KSAN in San Francisco is setting a new world's record with their "Banana-Eating Contest" this year. Held in conjunction with Banana Record Stores, the world's present record is 68 bananas in 10 minutes. Con-

testants have to pass through registration, preliminaries (held at each of 10 "branch" Banana Record Stores, where the winner is

**APRIL FOOL'S DAY:** Some vintage ideas for this holiday from Operating Manual for Starship Radio '73. In 1971 KINT's jocks and the principals at the schools changed places: the principals had their own logos cut, and the jocks stood by to sing the jingles. On the other hand, jocks did their bits as leaders of the day at the schools by hiping the kids to what's happening on the school intercom. KSFO's Carter Smith in San Francisco borrowed one of the famed cable cars as well as some figures from the city's wax museum, and sat down in the car where he recorded people's reactions to sitting next to Willie

Mays, President Nixon, Liz Taylor, Richard Burton, Boris Karloff, Count Dracula, and others. the first person to finish 10 bananas), and the finals, where whoever eats 75 bananas the fastest wins. Fee Waybill of the Tubes will MC the final competition, and the winner will get a trip to Puerto Vallarta, courtesy of Hughes Air West.

**BEER** — Getting the flattest smash out of a beer can in a public parking lot in Des Moines drew 200 participants and many more spectators, standing in the rain. A garbage disposal unit was 1st prize for the women, and a CB radio 1st prize for the men, at KGO's "First Annual, Interdenominational, John Leslie Memorial Beer Can Smash." And John Leslie? He's KGO's morning man and the brains behind the exhibitions of brawn.

**BILLBOARDS** — Nashville wasn't the only city that went all out for Country Music Month this past October: the jocks at KZIP in Amarillo manned the highest and most prominent billboard in the Texas panhandle for a full week leading up to the Country Music Awards. Each jock spent one day up on top of the American National Bank Computer Billboard at the intersection of I-27 and I-40, with a mike doing live remotes. The billboard itself featured a computer controlled lighting system with public service messages flashing across it, as well as an invitation to "Enjoy Country Music Month."



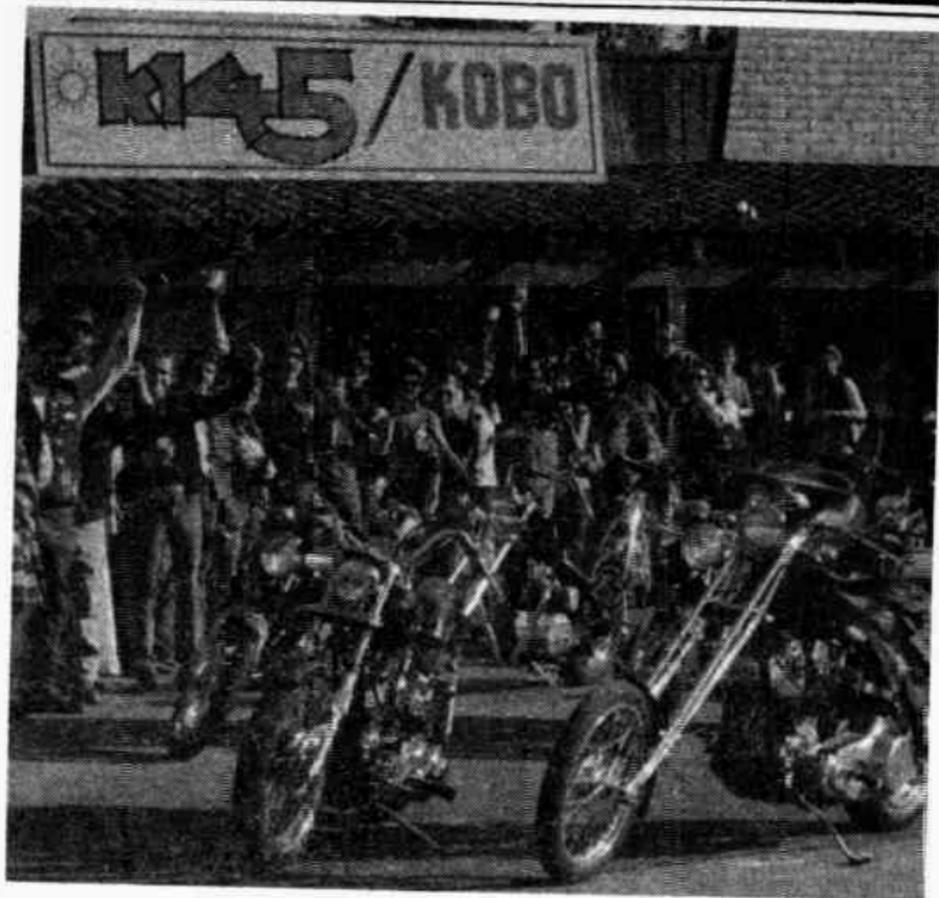
In Charleston, S.C., the 5 full-time jocks at WCSC competed in more than the usual ways: each was given a billboard to paint, limited only by their imaginations. For 3 weeks the station promoted the painted billboards, and listeners voted for their favorite billboard. The winning jock got a weekend trip for 2 to Hilton Head Island, the local resort, and he also got to choose one of his supporters and extend the same prize to them.

**CHRISTMAS** — Santa Claus doesn't only fall through chimneys, he also flies through the air in a helicopter in Tennessee. WKDA in Nashville helped sponsor his travels to The Tennessee School for the Blind, Easter Seal Home, and Sertoma Club Home with candy and toys for the children.

Once again the Nassau County Lions Club and WHLI Radio in Hempstead, N.Y., made it possible for all children between the ages of 3-6 to receive a personal phone call from Santa Claus on Christmas Eve. Parents sent the info to WHLI, including even the names of the tots' toys-to-be, and volunteers from the Lions Club acted as Santas and phoned several thousand Long Island children.

A Santa Closet was formed at WIRK in West Palm Beach, and filled with 600 toys this past Christmas. Call-ins determined the 300 winners, under the age of 12, who got to pick 2 toys each and got their pictures taken with a station Santa. 1,219 people participated in the contest by coming to the station over a 6-day period.

WNAB in Long Island had a rather unique Christmas gift for its listening audience this past year called "The Electric Christmas Card." It consisted of personal recorded seasonal greetings



from about 30 rock artists. For the 3 months preceding Christmas, whenever they spoke with rock artists, they had them give holiday greetings, poems, songs, and wishes for the new year. Contributors included David LaFlamme (who phoned from California), Deodato, Graham Parker & Irving White (from Earth, Wind & Fire). The greetings were aired once every half hour from 9pm Christmas eve until midnight, Christmas day, during which time there were no commercial interruptions. Each greeting was also immediately followed by a song by that artist. WBAB also gave away about 60 Rolling Stone Calendars during the week between Christmas and New Years. Jocks were able to give them away to listeners via

phone calls, some of which were respondents to rock trivia questions.

WYXE in Madison had some really nice gifts available in their "12 Days of Christmas" promotion, and they topped them off with a waterbed, including heater, frame and liner. For the 12 days preceding Christmas, they gave away a prize package a day, which consisted of albums, concert tickets, sewing machines, a ski package, etc. Winning the prize package wasn't that easy: You had to be the 5th or 6th caller, and then name 3 gifts from the song "The 12 Days of Christmas," and then the station played a rotating cart that listed 6 of the 12 gifts from the song. If 1 of the 3 gifts named by the caller was the

last gift mentioned on the cart, then the caller won the prize package. One day, the first caller was lucky enough to win, but on 2 of the days, after 10 hours and upwards of 300 phone calls, no winner had been found. There were 10 winners of prize packages, and on Christmas Day the station had a drawing from a hat to determine which of those 10 would receive the grand prize of the waterbed. As for the 2 prize packages which were never won, the station says they're being saved for next year.

KOBO's "Operation St. Nick" in Yuba City proved that the Christmas spirit transcends all, and no one wants to be a Scrooge in northern California. As Bill Chamberlain, PD there tells it, their charity drive began slowly, the first week of December, as the jocks asked for decorations for the station's tree. The decorations started piling in towards the end of the week, including a few boxes of them donated by a local church. The 2nd week the station asked for canned goods and fixable or new toys, to be put under the tree and then donated to needy children. By the 20th the entire front room of the station was filled up with donations, over \$5000 worth, to be exact, including multiple trees and turkeys. It was about this time when the jock on the air looked out his picture window because he heard a rumbling noise outside which he couldn't identify. As the noise grew louder, over 200 motorcycle gang members roared into view, along with a truck. The terrified jock panicked and ran to lock the front door to the station. Upon returning to his window, he saw the "Sacramento Valley Chapter of the Modified Motorcycle Association of Northern California," including quite a few of the infa-

mous Hell's Angels, form an assembly line and begin to unload canned foods from the truck! The contributions were gracefully, if somewhat shakily, accepted, and the total amount of collected goods were brought to St. John's Episcopal Church in Marysville.

**COLLEGE** — This unique contest combines community involvement with 1 particular prize. This fall Chicago's WXRT held its 3rd "College DJ Competition," in conjunction with the Loyola National College Radio Conference. One announcer was admitted from each college radio station within a 100-mile radius of Chicago, and the competitors were judged by WXRT's PD and MD. The winner got \$50, and the opportunity to put together a 1-hour program to be aired over WXRT. Surprisingly, there are usually only about 8 to 10 entrants. The 1974 winner is now working at WJKL in Dekalb, where he replaced the person hired to do the all-night show on WXRT recently.

**COMMERCIALS** — John Platt, PD of WXRT in Chicago says his station's unique commercial policy has been meeting with overall success despite some resistance, and they intend to continue with it. The policy, described in our first book, is not to air any prerecorded commercials whatsoever. The jocks do all commercials with live copy, except for spots where music is the product, such as albums, concerts, & some movies. These are produced as beds on tape, and are played with live talkover.

**COMMUNITY INVOLVEMENT** — KIFM claims they "are, by far, Denver's most active community-involved station. In the past year they have raised \$30,000 for the National Asthma Center as the result of a 'Radiothon,' \$45,-

000 for the March of Dimes through a 'Bike-a-Thon,' \$56,000 for the Campus Life youth organization by their sponsorship of a 'Scream in the Dark' Haunted House, and \$28,500 for The Listen Foundation of Denver (Helps deaf children hear again) through a 33-hour 'Radiothon'."

KPFK, Southern California's listener-supported radio station, has been really busy doing things for L.A. They currently have a \$90,000 grant from the Dept. of Health, Education & Welfare for a new transmitter which they must match. In January & November of 1976 they held Audio Fairs, raising \$30,000. 28 different manufacturers & retailers participated in the November Audio Fair, setting up booths to display and sell their wares, with Quatre Stereo even revealing a new pre-amp. KPFK also sold used audio equipment which had been donated to them by listeners. Ray Tater, who handles Community Affairs Events for the station, points out that the KPFK Audio Fair "is the only West Coast audio event that the audio industry is taking seriously" these days. The 60-75 faithful volunteers that the station counts on regularly also put their time into KPFK's Christmas Faire, which ran for one week, preceding the holiday, and provided one of the most festive and intriguing environments in all of Los Angeles. \$37,000 was raised through commissions from the 110 crafts booths, entrance fees, and KPFK's own crafts and exotic foods booths. Continuous entertainment on 3 stages ranged from country bands to belly dancers to carolers, and jugglers roamed through the crowds freely. Remote broadcasts over the air only came close to conveying the captive and festive atmosphere.

Jocks at KRUX in Phoenix recently took part in a Chamber of Commerce Career day. Not only did they man a booth, but they also distributed a KRUX Career booklet, and counseled students on getting into the radio business. Over the 3-day period, they gave out more than a thousand of the booklets, accompanied by bumper stickers and copies of the station's music survey.

This past fall KRNA in Iowa City had a wheelchair basketball game to raise money for better facilities for handicapped students at the University of Iowa. The fund-donating audience was treated to an exhibition of the KRNA jocks' basketball skill.

WNEW-FM, the originators of the "Hungerthon," had a successful follow-up Hungerthon this past November. For 26 hours they eliminated commercials and brought in artists (including Harry Chapin, co-chairman of 'World Hunger Year,' Ralph Nader and Ramsey Clark) to discuss the hunger problem throughout the world. The end result of using the station as an educational consciousness-raising vehicle was to let the administration know, through petitions from WNEW listeners, that many people are concerned about the hunger problem. Regular music programming accompanied the discussions during the 26 hours. Other stations across the country to follow with Hungerthons of their own include KSAN & WASH.

In May of 1976 WBLM in Lewiston, Maine, sponsored 2 college students from the University of Maine to hike 2000 miles, from Springer Mountain in Georgia to Mount Katahdin in Maine, all along the Appalachian Trail. The hike went all summer, from May through Labor Day. WBLM did



the hike in the name of the March of Dimes, urgin listeners to pledge a penny, nickel or dime a mile. To add interest, every 7 to 10 days the hikers would stop at a post office along the trail and report on their adventures and progress. Their reports were aired either live or taped. The pledges are still being tallied and they have raised close to \$10,000 for the March of Dimes.

San Francisco's KSAN helped make Thanksgiving and Christmas Days a lot happier for a few hundred people this year with their "Thanksgiving and Christmass Dinner Exchange" program. They placed hundreds of people who had no one to spend the day with, with each other and with families who had space, food and goodwill enough to invite more.

At the Coastal Empire Fair sponsored by the Savannah Exchange Club in Savannah, WSGA not only manned a booth and camper, but jock Brady McGraw consented to being buried in al-



bums for one week. Brady was confined to the camper which was covered by thousands of records, which were sold for 50 cents apiece, with all proceeds going to The American Cancer Society. He could not leave the camper until all the records were bought. This was accomplished by a 24-hour-a-day live broadcast for a full week from the fair site, specially highlighting cancer information, with Brady's pleas getting increasingly impassioned. Literally all alone, Brady raised over \$700 that week!

**COOKING** — A breadbaking contest, sponsored by WDBS, Durham, helped to promote Judy Collins' Bread & Roses album there. Approximately 20 participants brought their entries to a local natural foods restaurant where the 8 station announcers at WDBS who had been promoting the contest, judged the entries. Spectators also shared in tasting the breads. The judges selected a winner whose prize was having a dozen roses sent to the person of their choice, with an invitation to the local Judy Collins concert. The romantic and natural emphasis of this contest helped reinforce WDBS's appeal to its target

audience: post-academic persons in their 20s and 30s.

Now that Ms. Raechel's Blue Plate Special is defunct at KMET, it's up to other stations to carry on the tradition, and feed the listeners. KFIG in Fresno presents a Noon Salad, and KREM in Spokane has a Dinner Deluxe weeknights from 5:30 to 7:00. In keeping with their mellow format they play mellow dinner music and talk about food cuisine from around the world as well as various U.S. regions, vegetarianism, convenience cooking, and anything else they feel appropriate.

Lohman & Barkley's "First Annual Chicken Soup Breakfast" was held in the KFI's employees lounge on January 11 and 9am. 20 guests of exceptionally fine "breeding" and background were invited to attend in full dress, including black tie for the males. The event was a reaction to the changing times. It seems that the employees of KFI decided to stop drinking coffee from the vending machines in the lounge due to its rising price. They switched, en masse, to the chicken soup machine. Subtle reactions indicated a healthier staff, but all agreed that the soup tasted so bad that it must have been made by hot water running over a very old chicken. Thus, the First Annual Chicken Soup Breakfast celebrated the arrival of a new chicken, accompanied by strolling violins, and chicken soup in champagne glasses. The Breakfast was promoted over KFI, and many in L.A. wanted to attend, but only those of the finest "stock" were selected!

**CREATE TALK** — This is an old one, but it's still being used successfully. WMGC Magic Radio in Cleveland is one of the few AM stations to broadcast a mellow rock format. They implemented it

last summer, and then were faced with the problem of how to spread the word, and do it cheaply. In their "Tell a Friend" contest, they found a solution. 7000 listeners sent in cards with the names of friends who they had told to listen to Magic Radio. The friends were then contacted through a random drawing of cards, at the rate of 1 per hour for 6 weeks, and if they correctly identified the person who sent their name in, they won prizes such as records, radios and TVs.

**EASTER** — Some inspiration for the egg day from Operating Manual for Starship Radio '73. In 1971 WONE/Dayton ran a "Build An Easter Egg" contest, and they received about 180 eggs, all huge! Later on, using the winning egg, they ran a What's in the Egg contest, similar to What's in the Box.

In 1970 WAKY/Louisville hid 4000 plastic Easter eggs all over town with their call letters on them; some eggs had candy inside and others had slips with big prizes. The station gave clues as to where the big prize eggs were hidden. Johnny Randolph of WAKY says that the plastic Easter eggs can be purchased for almost nothing. 5000 of the eggs cost John \$64. The firm is in Peoria, Ill. John filled the eggs with numbers and called the numbers for prizes the week prior to Easter. The night before the contest began, all the station personnel took a pack and threw them on 5000 different lawns in the city.

**HANDSHAKING** — Jim Scott, the morning man and most popular jock at WSAI Cincinnati, just topped Teddy Roosevelt's handshaking record of 8,513 by 1 more hand. He spent from 11am until 9:30pm in the Northgate Shopping Mall one December 1976 day, giving out certificates

to all the people who helped him break the 1907 record. Having been in the market for 6 years, the PD, E. Alvin Davis, sent him out on the mission, and he and other station jocks called in progress reports all day, until he shook the 8,514th hand, at which point his own hand must've been awfully sore!

**JINGLES** — The last place you'd expect to find a jingle is on FM classical music stations, right? Wrong. As part of WCLV's promotion for their Annual Marathon for the Cleveland Orchestra, they commissioned a jingle that was recorded by none other than the Cleveland Orchestra itself! Matthias Bamert, resident conductor and composer for the orchestra wrote 2 jingles, each one minute long. The orchestra had 5 minutes rehearsal time and then 5 minutes to record the jingles. WCLV ended up using just 1 of them. They computed that if they had to pay for the composition, orchestra rehearsal and recording, etc., it would have come to \$20,000! The Marathon itself runs for 3 days and originates from 2 shopping centers in Cleveland. WCLV raises money through phone-in & walk-up pledges. Premiums, ranging from \$5 to \$1000 include requests of recordings by the orchestra (played for 2 weeks following the marathon), records, merchandise, and trips.

**KNOBS** — KROQ AM & FM recently returned to L.A. after 2 years absence and, unsolicited, listeners started tuning to their station and sending them the knobs to their radios as a show of support. The listeners were thrilled at their minimal commercial load, among other things. The jocks started talking about it on the air and hundreds more knobs came flowing in for what came to be

known as the "Send Us Your Knobs" promotion. As we went to press, the ROQ informed us of the Return of the Rabbit, and speculated as to what spontaneous promotion would follow this event.

#### **LISTENER PARTICIPATION**

— PD Randy West at WFIF decided to enable the residents of Milford to make fools of themselves for 2 months, once an hour. In an adaptation of TV's successful "Gong Show," listeners were invited to call in and expose their talents for the station's pseudo-celebrity panel of judges. The contestants either got gonged off the air mid-performance or win prizes: a Ham Hero from a local sub shop, accompanied by whatever else the station had available.

**MOVIES** — KMEN OF San Bernardino made a giant 6' 2" banana to present to King Kong himself at the premiere of the movie in San Diego. One of KMEN's listeners witnessed the presentation, and won a limo trip to San Diego and tickets to the premiere by submitting Christmas cards to King Kong. The banana received blessings from the local zoo, and Hughes Air West.

KGW of Portland, Oregon has devised a method to distribute tickets for their "King Kong" premiere that is unique. In the weeks before the showing, KGW's team of "10 gorillas," "a banana" and a KGW jock raided Portland area events soliciting King Kong yells from people who wanted premiere tickets. Those with the best yells won tickets for two. Yells worthy of airplay were recorded and the yellers received a bonus of an authentic King Kong doll.

**MUSIC PROMOTIONS —**

WBCN, Boston's pioneer free-form progressive station, began a new promotion this past fall called "Home Sweet Home." A studio unit went to Carly Simon and James Taylor's home on Martha's Vineyard for a day. Tommy Hedges, BCN jock, interviewed the couple about their personal and public lives, taped them performing in their living room, and even reported on the contents of their refrigerator. This innovative idea gave the artists a chance to express themselves in a relaxed environment, and the final 90-minute tape gave listeners a chance to get to know the real Carly and James.

You don't have to be in California to hear about it — nonstop — for a full day! As a promotion for the Starland Vocal Band's "California Day," KQIZ-AM in Amarillo played songs about California, aired calls to the Brown Derby, Fisherman's Wharf, San Juan Capistrano Mission, and other places and people in California, gave away California oranges and avacados to people answering California trivia questions, and interviewed Jon Carroll and Margot Chapman of the Starland Vocal Band. Ron Harper, afternoon drive jock at KQIZ says that Amarillo harbors a year-round affinity with The Golden State because it's located along Route 66 and the Santa Fe Railroad, both leading across to California, but that on "California Day," he strolled out of the station to find 3 SEAGULLS circling above!

This past fall KWFM in Tucson had a "Linda Ronstadt Album Cover Contest," in celebration of her return to her home town to perform. There were 35 entrants who submitted album cover designs, and the only limits

were that the design measure 12½" by 12½". The entrants were promised that the winning designs would be submitted to Asylum Records for consideration. The 1st prize was a set of all of Linda's albums, tickets to her concert, a chance to meet her at a press conference, and dinner for 2. The 2nd prize was a set of her albums & concert tickets, and 3rd prize (of which there were 10) were tickets to the show. KWFM received such diverse entries as 1 design carved in stone and another in leather, but they awarded the 1st prize to the design they considered most professional: an abstract watercolor with mountain ranges topped by the sky. To date, it has not been decided whether or not Asylum will use the design. One final thought, though, what design could top a picture of Linda herself?

In promoting Rick Dees' "Disco Duck," KNBA in Vallejo, California gave away 2 live ducks, patriotically attired in red, white & blue to their faithful listeners. The listeners had to send in postcards guessing how many times Dees' duck sings his name during the song. Every correct entry received a copy of the record, and 2 drawing winners won the ducks themselves.

One of the most innovative music promotions we heard of was the laser light show which pulsated to the music of Blue Oyster Cult, illuminating all of Long Beach and the skies for a 50-mile radius around. Paul Sullivan, PD of KNAC (who remote-broadcasted the annual event from the Long Beach Arena, live) and Paul Rappaport of Columbia Records conceived of the idea after seeing the beams cast by the giant 25-watt Argon Laser Canon, built as a promotion for Lasarium, by La-

sar Images, Inc. Knowing of Blue Oyster Cult's spectacular light show which normally accompanies their performances, they decided that a public laser show that night would be especially appropriate, so they rented the \$27,000.00 Laser Canon and brought it down to Signal Hill in Long Beach and positioned it on top of the station's transmitter. The event was promoted on KNAC for 5 days, and 5000 people came to Signal Hill to find the source of the astounding turquoise light beams, while 10,000 more people attended the show in the Arena. The light show, which lasted for an hour, had to be cleared by the FAA, the police, and the airport, and they would only permit a turquoise beam. For anyone with intentions of doing a like promotion, Paul Sullivan recommends a lot of care. Somehow the water supply to the Laser Canon was accidentally cut off and the entire instrument overheated and exploded into annihilation. It was, luckily, insured.



GENE NELSON

**PARADES** — KSFO's Gene Nelson, who bills himself as "the almost perfect body," participated in this year's San Francisco Columbus Day Parade by careening down Van Ness Ave. inside the biggest wine barrel ever made: an 18-foot fiberglass barrel. He also participated in a midget wedding in Union Square and rode on an elephant in Marine World's Jungle Theatre, in the same month.

**PARTIES** — Every week KHOW in Denver holds an "I Love you, Denver" party at a different disco. The parties go from 5pm to 7pm, with the 5-6 segment broadcasted live on the radio. The parties feature all the free beer you can drink in the 2 hours of the party, and the station describes them as "immensely popular."

**PETS** — When WABX in Oak Park heard that the Detroit Zoo needed economic help, the immediately decided to pitch in and adopt the camels. The promotion was done in conjunction with "Hump -Day," as the morning man calls Wednesdays, and they raised \$1500 exclusively on the morning show, which is enough to keep the camels fed and clothed until next October!

In April 1977, KXEL-FM and Lone Star Brewery will sponsor the 3rd annual "Texas Open Armadillo Race" in San Antonio. The 1st Annual Race drew 9000 people, and the 2nd, 25,000 people and 256 armadillos, and the 3rd promises to be bigger and better. It may even be covered by the Wide World of Sports. Traditionally, each jock at KEXL races his own armadillo, which means that each must go out and catch his own, although last year 1 jock copped out with a Bionic Armadillo which he bought stuffed in Mexico and then had a motor in-



stalled in it. The mature armadillo, by the way, measures about 12" high and although it is known as the "laid-back symbol of peace and harmony," and is not dangerous, it does not make a good pet because it doesn't show any affection either. Along with sponsoring the race, which takes place in a 50-foot circle (the armadillos race from the center to the outskirts), KEXL provides a suggested menu for the participants to be fed, so none are harmed or hurt during the proceedings. Afterwards, all are let loose in the Texan countryside.

Well, not really, KINT in El Paso had quite an original promotion this fall. For their 9-day "Shark-a-thon" all the jocks broadcast, nonstop, from a booth perched over a tank with 4 live sharks swimming about. Each jock lasted as long as he could, and was then replaced by the next one, until the entire air staff had collapsed. Jock J.J. Mitchell was

rewarded a \$250 bonus from the station for the longest airshift: 253 hours! The others did from 29 to 51 albums each. Over 14,000 listeners entered a KINT contest to guess the time that the "Shark-a-thon" would end, with the winner receiving a roundtrip for 2 vacation to Las Vegas.

When WBBF in Rochester heard that the city needed money to build a new enclosure for its polar bears, they had a 3-day outdoor event entitled "Bear-a-thon," to raise the needed funds. It included live outdoor concerts each day, and transportation to the event by BBF jocks who chauffeured donors of over \$10 in a Rolls Royce rented for the occasion. The "Bear-a-thon" was such a success that it exceeded its goal by nearly \$3000.

**PRIZES** - WQYK-FM in St. Petersburg invited their listeners to send letters saying what station they used to listen to and why

they had converted, for several weeks. Then, each day for a month they picked out one of the several hundred responses and read it in full over the air — including the call letters of their rivals. Each "converter" who's letter was aired received an FM converter of his/her own, courtesy of K-99.

Beautiful Music listeners are usually pretty passive, but Gary Persons, Operations Manager of WKWK-FM in Wheeling, West Virginia, got several hundred mail-in responses to his contest. There were a month and a half of teaser announcements, and then a random drawing. As he put it, "We're doing beautiful music ... but I've got a background of Top 40, so my promotions are pretty aggressive. We gave away a turkey with all the trimmings for Thanksgiving. The trimmings included silverware, china, and a nine-piece dining room set!"

This past fall KHJ in L.A. presented a "Captain Fantastic Offers You Something Fantastic" contest featuring several different promos done by Elton John himself for the station. Two Elton John Captain Fantastic pinball machines, valued at \$1500 each, were given away. One was given away at a drawing at Warehouse Records, and the other was given away over the air when the 7th caller was lucky enough to play the machine (over the air) and get three 99's in a row, which was totally a game of chance, not skill. The promotion ran for 3 weeks, and was the first time Elton was known to have done promos for a radio station contest.

KIIS's "No Contest Contest" provided an easy way for 1 lucky listener to win 2 brand new AMC Pacers in 1 day. For 2 months, listeners did nothing more than send in postcards (22,000 were re-

ceived, from all over L.A.). The station drew 9 of these at random each day, and announced the winners on the air. If you heard your name announced, then you had a ½ hour to call in, which qualified you to be a double winner, as in the case above. If not, you still won once. Most of the single winners didn't even know they had won till they received notification in the mail, proving how easy winning was.

**PROGRAMMING** — Jack Diamond, Operations Manager of WIGY-FM in Bath, Maine, is trying real hard to get an unprecedented communication with his listeners in order to play what they really want to hear. He spends a large amount of his spare time mixing with and listening to people in bowling alleys, shopping centers, factories, etc., and encourages his jocks to do the same. The two drive-time jocks are both locals and he treats all his announcers with respect, encouraging station and community involvement. Due to his extensive local music research, and surveys, the station's programming is often different from the rest of the country's, which doesn't bother him in the least. Neither does the prevalent New England accent and "meat and potatoes" style of his newsman, because the listening audience enjoys it. "We program specifically for Northeastern New England and try to find out what our listeners do in their spare time; what they do for a living, the movies, books and TV shows they like. We target our promotions and contests to every local interest level such as ski-free weekends, snowmobiles, boats and other prizes our target audience can use or enjoy here in New England." WIGY is going from 3000 to 50,000 watts short-

ly and their air talent are "people who love life, rock and roll, cold winters and lobsters."

KRMR (Cable), Rocky Mountain Radio in Sun Valley, formed last March, is presenting a unique free-form format for some of the world's best skiers. Because of the mountainous terrain, TV & FM reception are virtually impossible without cable; KRMR boasts a 92% hook-up rate for local homes, hotels, ski slopes and other public places, as well as being on TV, with various public service announcements. They have progressive block formatting, airing all types of music; rock, jazz, country, and classical, at different times of the day and week, and sell time per half-hour blocks of music only. Dialogue is kept to a bare minimum, the theory being that most of the listeners are impermanent vacationers, not interested in developing attachments to particular personalities.

Tony Dale, PD at KEXL-FM in San Antonio, told us that he is getting ready to switch airshifts with Kevin Black from New Zealand's Radio Hierarchy for one week in February.

**ROCKTOBER** — That is KMET lingo for the 10th month of the year. For the entire 31 days of the month the station aired one or more special concerts or "Rockumentaries" (interviews transposed with music and history) per day. The special programming was aired at a different time each day, so all time slots were covered, and was accompanied by album and T-shirt give-aways left up to the jocks' imaginations. The concerts were either live or studio performances recorded by either KMET or one of their affiliates, and averaged 1 to 2 hours in length. Groups recorded included Yes, Johnny & Edgar Winter, Ted

Nugent, Charlie Daniels, Tower of Power, The Grateful Dead, Steely Dan, Eric Carmen, and others. The "Rockumentary" subjects included Stevie Wonder and the Beach Boys. "Rocktober" was such a success that KMET promises L.A. another one next year.

**PROMOTIONS** — Warner Bros. has been involved in some interesting promotions: "Radio station WSM in Nashville was the site of a most unusual contest at the end of last week. Air personality Ralph Emery, during the course of an interview with Warner Bros. recording artist Ray Stevens, discovered that Stevens is the producer of the group known as 'The Henhouse Five Plus Too' whose current single, 'In the Mood,' features vocals by chickens. Emery and Stevens then decided to hold a cluck-in contest with listeners invited to do their best chicken impressions over the phone. Prize in the contest was a live chicken, fresh from Stevens' studio and judges were Stevens and the prize herself. The judges narrowed the selection down to two with the winner of the resultant Grand Cluck-Off a talented listener named Roy Runyon from Texarkana, Texas. Stevens, Emery, TV newsman Huell Hawser and WSM music director Mary Catherine Murphy flew to Texarkana to deliver the prize to the winner. Meanwhile, 'In the Mood' continues to bring the Glen Miller-chicken revival to listeners of pop and country stations alike. Rural listeners would be well advised to install radios in their chicken coops as egg production invariably soars when roosting poultry is 'In The Mood'."

**REQUESTS** — KBOX in Dallas tells us: "The most significant programming idea we've had in the past 2 years is the concept of taping all incoming requests and

playing the best of these back on the air. Listener gets the feeling he has a hand in programming the station, when in fact, he's only requesting something we would play anyhow. They love to hear themselves on the air, too."

**SLOGANS** — Some of the more catchy slogans being used in the final days of 1976:

"The Zoo" - KCEW, Dallas.

"Tucson's Hit Kickin Station" - KHOS, Tucson.

"The ROQS of Los Angeles, the finest pair in Los Angeles" - KROQ AM & FM, Los Angeles.

"Your Chum" - CHUM, Ontario.

"Family Radio, a radio station that's not afraid to be wrong" - WBCN, Boston.

"106-FM at the high end of your dial" - KWST, Los Angeles.

**SPORTS** — "KRSP night personality, Matt Limburg, decided to do something a little bit different this year with reporting area high school football game scores. With the help of informants from most area high schools and a secret formula, KRSP's jock was able to predict 78% correct of all high school games played in the Salt Lake area during the fall football season. 86 games were predicted right, 24 games were predicted wrong. Many area high school students were said to have had their hopes and their games riding on Matt Limburg's predictions. Hundreds of phone calls were received at the radio station each week in response to Matt's predictions."

**STAFF** — WOWO in Ft. Wayne runs a quiz contest with a different twist that utilizes the brains of the entire station staff called "Stump the Staff." "For 6 months now secretaries, department managers, engineers and producers put their work aside for

15 minutes, several times a week, and come into the AIR studio. The air personality takes calls from listeners who try to stump us. The staff hears the questions on a speaker-phone and collectively tries to answer the questions on TV trivia, sports, the Bible, history, WWI, WWII, riddles, or whatever, of a general nature. The staff is allowed 3 guesses and if we don't get the right answer the caller gets a spiffy certificate telling the world he/she stumped us. We usually take around 8 questions in a 15-minute period and our batting average is about 50%. The concept might sound a little hokey but if you keep the staff from doing downers on the listeners and keep the calls moving it can be a great little promotion that will get great response," says Bob K, the station PD.

**SWAMI** — KSAN in San Francisco recently interviewed the "Swami from Miami," who ran for president on "the spiritual ticket" in 1976. It seems that the Swami is an old friend of Scoop Niskers (of KSAN's news department) from India. As Skip told the story, "The Swami materialized on the tape machine at KSAN" to let everyone know what he was doing. "His Guru, 'Guru Lethargy,' told him to run for president, but not too fast. He did get a certain amount of votes from his 'Gurupies,' but the poll people weren't enlightened enough to count them. His campaign platform was that we should stand Karl Marx on his head where he will then see eye-to-eye with the Buddah and then we will have an enlightened people's revolution." The Swami appears regularly on Scoop's Last News Show, which appears regularly on KSAN, 9 times a week. Scoop says that the Swami intends to run for president again, seriously,

in 4 years, when he hopes that the Democratic Party will be enlightened enough to support him.

**WOMEN** — For those for whom one is not enough, WFNL in Augusta, Georgia, has been presenting an all-women staff of air talent since Oct. 1, and they report that all is going well. It all started last June, when Shirley Liverett went to the station to promote her album, and was hired, without previous experience as a jock. Her ratings were so good that within 3 months the station was all women. She was Program Director, and her husband (previously uninvolved with radio) was General Manager. The format is Country, which is what Shirley sings, and all the jocks are locals, without previous announcing experience, but carefully screened by Ms. Liverett. Changes and new ideas don't only come from the big cities these days ...

**VALENTINE'S DAY** — Some ideas from Operating Manual for Starship Radio '73 on how to promote Love. In 1970 WHHY/Montgomery held a contest to give away the world's largest Valentine. Listeners registered their names for a drawing and the winning name got to make up his or her own valentine for the member of the opposite sex chosen. The station then had a billboard in an obvious section of town displaying not only the Valentine message but station call letters as well.

In '72 CKLW in Detroit ran a Secret Sweetheart contest. Listeners called in and told their sweetheart (on tape) how much they loved them. Once an hour the lovers were played back on the air. Each lover received candy or flowers. On Valentine's Day the 10 greatest lovers were awarded a hundred bucks apiece.

In '71 Bob Harper of KQV, Pittsburgh, promoted a "Beauty and the Beast Contest." Once each hour a clue was given to "the beauty" — each beauty being a female recording artist. Later they took calls and the first person to identify took both prizes — the beauty prize being an album by that artist, and the beast being a pet of some kind; a puppy, kitten, goldfish, whatever.

In 1970 KSTT/Davenport held a "Beautiful Thoughts" promotion. They took calls from listeners who had a poem, a thought, or whatever, that pertained to something loving or beautiful. Complete with production, the best 30 were played back over the air on Valentine's Day & were sent a Whitman's Sampler. Thoughts were not over 20 seconds long, and were played right before a love ballad of a contemporary bag.

As we went to press, Richmond, Virginia's WEET was the only station to have reported plans for the heart-shaped holiday: Their "WEET's Valentine Sweetheart" or "The 12 Days of February," beginning February 2 and lasting until Valentine's Day — to be a mail-in with the winners randomly picked and with another prize being added each day of the contest. Prizes will be in the spirit of the season; roses, home furnishings and maybe a dinner with country artists.

**WAR & PEACE** - December 7 served as inspiration for KFI's afternoon drive jock, "Sweet Dick Whittington," to declare his "War on Acton." The war was publicized for 2 weeks as "an attempt to channel the hostilities of people towards organized authority in one direction." The war, however, was one to be fought with kisses, hugs, squeezes, laughs and

fun. 6000 people showed up in Acton (a small suburb on the outskirts of L.A.) with infantry, jeeps, battle regalia, airplanes and marching bands on the appointed day. The one restaurant in town, if no one else, is rumored to have made "a real killing." We didn't believe this, and called KFI back, at which point Biggie Nevins verified that 6000 people did actually show up with their own private jeeps, battle regalia, airplanes, etc.!

#### WASHINGTON'S BIRTHDAY

— Some ideas from Operating Manual for Starship Radio '73 for the holiday. In '71 WIXY of Cleveland recorded listeners saying "I listen to WIXY and that's the truth." On Washington's Birthday they played back the tapes and if a listener recognized his voice and called in in time, he

won a cherry pie. One of the cherry pies was full of pictures of George Washington instead of the usual cherry filling.

In 1970 WMAK in Nashville had a George Washington Record Toss. One day was set aside for listeners to come down and try their hand at throwing a record across the Cumberland River. It cost them 25 cents for 3 throws, with proceeds going to the Heart Fund. If anybody got lucky enough to throw one across, they won \$1300 from WMAK. The station also gave away a box of chocolate-covered cherries and dollar bills on the air. This was the third year of doing the promotion; in 1969 there was no winner, and in '68 the winner gave half the money to the Heart Fund.



## More Capitol Records

# NOTES FROM HEAD☆☆ QUARTERS



General Peabody Nobody

There's really nothing wrong with getting old — unless, of course, you're the one who is. For those of you who might be edging your way past 35, welcome to your next plateau. This portion of your life is generally referred to in demographic data, insurance applications, credit card applications, medical files, and employment applications as — "35 and Over." Isn't that reassuring? How sensitive. You are no longer under 12, no longer a teenager, and no longer a young adult. At best, you have one year of grace in the 18-35 category. But after that, you are compelled to place a check mark in the box labeled "35 and Over." The only category left after that, my friends, is simply marked "Over!"

After serving for quite some years as a combatant in the record/music business, I chose to hang up my Gucci combat boots, and give life a whirl without having to sell somebody something in order to survive. In retrospect, those were exciting years, filled with the promise of every music soldier's dream. But the dream never came to fruition. After having waged successful attacks on the senses of youthful ears waiting for something new, where was the reward? What was the reward? Was it getting laid at The Century Plaza Hotel? Was it getting loaded in a rented limousine? Perhaps it was the pride with which I hung gold medals on the wall, signifying the victory of having parted one million people with three dollars and ninety-eight cents of their hard-

earned money. Surely, that couldn't be the reward? Or could it? Does Cal Worthington hang gold cars on his wall? Does J. Paul Getty hang gold oil cans on his wall? Maybe they do. Well, the point is, I lost sight of the dream. One day it was there, and the next, the startling realization that the hunt was far more rewarding than the "kill." Onward and upward! Find a new dream. One that will serve as my wake-up call for the next ten thousand mornings of my life.

Well, to make a long story short, I found it. Whether by chance or by fate, it appeared and manifested, and soon became the essence of life. For now, you see, my reward is in the work itself, rather than in the result of my work. I am now a successful inventor, having achieved some prominence in the sexual-aid device field.

Needless to say, I am out of touch with the record-music/radio-tip sheet business. I'm sure things have changed radically since my departure. I highly doubt if Stevie still Wonders. But I suppose Marvin is still Gaye, and Sly and his family are still Stoned. I wouldn't be surprised if somewhere in the country, there's an average white band still trying to sound black. I'm certain that some pompous executive is sitting right now with his feet up on his formica desk preening over having delivered another disco Duck to the world. But, as I said, I'm out of touch. I have no idea of what the business is like

## *"I highly doubt if Stevie still Wonders"*

"TODAY." I'm pretty sure that it couldn't be the way it was 10 years ago. Surely, by this time, radio programming has advanced beyond numbers and adopted "taste" as a criterion for what the public should hear. I don't know. I'm out of touch. I don't suppose record executives still determine their worth by how many times their picture appears in the trades. But, then again, that was a long time ago. I can remember the days when record companies would spend hundreds of thousands of dollars on their annual conventions just to hype their own people. Surely by now, the record industry has outgrown that. I even remember when some record companies employed A&R men all over the country who couldn't sign a new act. Now wasn't that a silly notion? I'm certain that's all different now.

I'll bet even radio has become sophisticated. I'll bet Program Directors don't go out to lunch with promotion men and order sixty-dollar bottles of wine anymore. Radio has probably even abandoned the theory that the more money you give away, the more listeners you'll get. But, that was ages ago. Things can't be the same as the "old days." I even remember when record companies used to employ people to do nothing

more than run backstage and tell an artist how good his show was. But that was years ago. I think they used to call those people "Artist Relations" vice presidents. It's weird being out of touch for so long, wondering about how many radical changes have occurred in that industry since I left it. Yup, I'll bet it has changed tremendously.

I seriously doubt if music merely supplies the media with a veil of art behind which to hide the mass income of mass communication. Nope, I'll bet by this time it's all very honest, clean and trustworthy. I'm sure, by now, that the artist has the opportunity to look toward his recording company for artistic guidance and assurance that his image will be portrayed in the best light possible. I'm certain that in 1977, promotion men and music directors can look each other in the eyes when they speak.

Well, at least I was a part of it when it was a young, crazy business and operated as the personification of "The Peter Principle." Those were the days. I wonder what it's like today? I wonder what it will be like 10 years from now? Perhaps the executives will dress in suits and ties. Who knows? Certainly not me. As I said, I'm out of touch. Are you?



## **DON RICHMAN** with a second look

Believe it or not, I'd planned to live my entire life without having any fantasies starring sports broadcasters. Then, along came Phyllis George, and my plans

changed, for the better. The arrival in the press box of Phyllis and others of similar X and Y chromosome distribution has been one of the few pleasant developments in

*"...some of my best friends are  
lady shotputters..."*

recent sports history, and I'm sure another pleasant one we'll soon witness will be the broadcasting of more ladies' events.

Increased sports participation by women and increased acceptance of lady jocks has taken the female athlete out of the side-show-freak category where she languished for so many years. You know, you've heard it from women as well as men: "Oh, some of my best friends are lady shotputters, but I wouldn't want my son to marry one." Well, we're finally becoming enlightened enough to realize that it's not necessarily unfeminine to perspire in the pursuit of physical competition, or even "sweat."

During the past year, a number of Boards of Education have ruled that girls could compete with and against boys in sports. Naturally, controversy has followed each ruling, but, really, the rulings simply reflect the thinking of those who are thinking in our society. If a young lady has the skill, the stamina, and the desire to compete athletically on any level she chooses, she should be able to try. That's all the Boards of Education edicts mean. Of course, there are some problems which come immediately to mind, like the obvious threat to the egos of fathers and mothers who will be incensed by the fact that some girl can make the double-play better than their sons can; or heaven forbid, can dribble better. These are the type of parents who believe that a girl's involvement with the

two-handed stuff should be restricted to preparing a turkey. But, in time, their outrage will be reduced to adding another olive to their martinis and life will go on. Unless, of course, their sons don't make the team at all, and then decide to go out for the girls' team, leading not only to another equal rights lawsuit, but another olive in Dad's martini, placing him dangerously close to ODing on pimientos.

Now, I'm not saying there aren't some real problems with this new "boy meets girl" concept. From a practical standpoint, what happens at halftime of a basketball game when the boys go to their locker room? I guess the girl or girls go to their locker room and the coach gives them the halftime talk by telephone. And what will become of the traditional pat on the rump to encourage or congratulate someone? Will that now be a personal foul? I'm not saying it's foul, but now it could be very personal. And will it be up to the referee's judgment as to when holding becomes foreplay?

Quite clearly, there are many things to be worked out, but frankly, if there's just one more Babe Didrickson Zaharias out there, and these rulings give her the chance to seek her own level of athletic competition, all the problems are worth it. That's what this country is all about, and in a sports sense, the new thinking gives new meaning to the Bi in our recent Bicentennial.

And by the way, Phyllis, you were wonderful.

## BOOKS

The following are some of the more important books relating to radio programming and music.

**THE RESPONSIVE CHORD** – Tony Schwartz (Anchor): This book has been around for some time but there's never been a more important book for programmers. Schwartz deals generally and simply with communication theory, relating it from sound to the psychology of the individual. An example of this approach is found in its Chapter Four where he notes "We are deeply involved with radio, and we are strongly affected by radio programming that allows us to participate. Recent attitude-change research has shown that the most favorable condition for affecting someone's attitude involves a source the listener depends on or believes in, and yet one he does not actively or critically attend. Thus radio is an ideal medium for affecting attitudes through evoked recall communication." Schwartz has been involved in radio and commercials most of his life and his in-depth knowledge of it is a must for everyone interested in programming.

**SUBLIMINAL SEDUCTION** – Wilson Bryan Key (Signet): This is a fairly new book and is already selling super well. Book basically deals with advertising and its use of subliminal sex clues used in selling. Some chapter titles, for example, include: "It's what you don't see that sells you" . . . "Sex is alive and embedded in practically everything" . . . "The castrating cosmogogue" . . . "The Avarice-entrapped media of mass communication" . . . worthwhile for programmers who are not yet versed in the incredible sophistication and planning used by Madison Avenue. Another example of communication theory and reaction between stimuli and the psyche of the individual.

**POP MUSIC ANNUAL 75-76** – Irwin Stambler (Stambler): A very well-researched and mature approach to the facts behind the emerging musical acts of the middle 70s with stories about such people as Bruce Springsteen, Patti Smith, Bob Marley, Elton John, The Eagles, Freddy Fender and others. It's not the usual painted-glamour-type book but one probably relating more to the industry than to the public. So far it's available only in hardback.

**PLAYBACK** – Dave Dexter, Jr. (Billboard): We came upon this book while studying the history of Capitol Records. Dexter, now working with Billboard Magazine, spent 32 years with Capitol and gives in-depth accounts to the stories behind its growth. Dexter himself placed Frank Sinatra on Capitol, bought "I Want To Hold Your Hand" by the Beatles, brought Peggy Lee out of retirement, as well as more very important moments in the music business. Simply written, it should be read by all those who consider the record business a fly-by-night concern.

**THE WIRED NATION** – Ralph Lee Smith (Harper & Row): This book has been out for a long time but thought we might mention it as the best source for anyone looking for the complete story on cable and its uses.

# MEMO FROM TONY RICHLAND




What's happening to our business? It's getting dull, that's what. Here in LA just a few short years ago I knew I could walk into Martoni's radio-record hangout and be called a creep by a top afternoon drive man. Today people like that bring a Thermos to work and call me Mr. Richland — or at least *Mr. Creep*.

Our gossip channels overflowed with tales of air personalities dropping typewriters out of Chicago radio station windows or hurling tape erasers at their PDs in fits of

madness. Ex-con record promoters belted producers in the mouth and Harry Nilsson was seen in hard-hat taverns drinking tequila at 6 in the morning. Remember when tip sheet publishers crew on their joints and rambled on about the transactional cosmic hypothesis of psychotherapeutic relativity? Today these same men are down at Merrill Lynch checking their positions on the big board.

Well here's one industry person who's getting sick and tired of no one tossing a drink in his face

anymore, bored with not being punched out by San Diego all-night men and teary with nostalgia over not being called a sissy by Dick Whittinghill as when he eyeballed my 1967 love beads. Ron Jacobs at KHJ used to grunt at promo men as he lurched through the lobby and Ed Mitchell at KFRC would float out to our waiting area and regard the bunch of us as though he were observing human waste product drifting upstream. Recently Whittinghill greeted me with "Have a nice day" and by this time last year Ron had evolved into a guy whose most controversial comment was something like "Can I get you some coffee?" THAT'S NO FUN!

Jim Washburne at KRLA used to take our records, listen to our pitches and then let the 45s clatter to the floor while snickering as we scrambled to retrieve them. Mitch Reed at KFWB ordered me to buy him a drink at Aldo's bar next to the station, having just had his car parked by lot attendant Bob Wilson and the jocks at WNEW in New York would ALLOW us to show them, for a fleeting moment, 3 by 5 cards with the names of our records typed thereon. Nowadays B. Mitch asks me how my daughter's school-work is coming.

As an indie promo-man I've had accounts tell me they'd beat the living Kapoc out of me if I dared ask about my money one more time; many others made Chapter 11 a way of life AFTER getting months of free promo first. Most of my checks get spit out of computers these days and arrive at the office on time. BORING! Bring back the old days when I was a puppet, a pirate, a pauper, a poet, a pawn and a schlep all over both coasts. In NYC the jock from WCBS would invite the cab

driver into the restaurant to join us for lunch, then implore the fellow to have another Chivas and Soda. In Santa Barbara the 400 dollar a month music director was not satisfied with anything but chateaubriand and lobster — for breakfast!

But along the way lately I've noticed continuing changes. The Top 40 music directors apologize if they've kept you waiting; the typewriter through the window guy says "How's the family?" And we have a whole other kind of radio person. Charlie Tuna says thank you for 5 minutes if you bring a do-nut to the station. Van

Dyke, Nelson, Peterson, Rich and most of the rest of the West Coast people actually RETURN PHONE CALLS (!) and jocks all over the place are saying bizarre things like, "This round's on me." *THIS ROUND'S ON ME!!!* The old Don Steele would have cringed in his boots. The NEW Don Steele says Happy Hanukah to Danny Davis!

This is what I mean when I say things are getting dull. And I don't know how much longer I can tolerate this rapidly spreading betrayal of some of our most traditional standards. The evolution of the old guard and the emergence of the new breed is a mockery of a travesty of a sham of The Way We Were.

Just last week I called a radio guy in one of my areas only to have his secretary say that he was out buying his Xmas gifts for the record people! It's getting hard to handle, and if you see me around town wearing my newly lettered *Kick Me-Whip Me-Beat Me* T-shirt, you'll know that there is one record guy around who still gets misty-eyed about the Good Old Days.



### My Name Is Dennis Ganim

“It’s only a fad, it can’t possibly last much longer.” ...  
“It’s a lot of mindless music with a lot of drums.” ...  
“There is no form to it, and it all sounds the same.” ...  
“It’s kid music.” ... “Did you ever notice the people  
who like that crap – all weirdos.” ... “They listen to  
it so damn loud.” ... “The lyrics and music are de-  
stroying the morals of the generation.” ... Etc., Etc.

The above statements were made by the self-righteous pillars of our society for the past 4 decades whenever they were referring to the popular music of the day. The establishment made these statements in the 40s when they were talking about jazz. The same words were spoken in the 50s when one with taste discussed

rock ‘n roll. In the 60s anyone who was anyone had the same opinion towards progressive and acid rock, and, now in the enlightened and liberated 70s the progressive minds of the 60s have closed to the new music of today. Like it or not, dance music and the discotheque culture are the lifestyle of the 70s. Each generation unfortu-

nately, has put down the music, the art form, the lifestyle and the culture of the generation that follows it.

Most of the people reading this were among the prime movers in causing this country and the world to reevaluate its whole social, moral and political structure, and, these people should be proud of what they contributed to mankind. However, it amazes me that the same people are guilty of denying the succeeding generation the same rights and privileges that they fought for. Wake up, open your minds, and let's try to understand dance music and give the generation of the discotheque the validity it deserves.

When the Vietnam war ended and our involvement in southeast Asia was reduced to an observer's status, a sigh of relief was heard over the whole country. About the same time everyone had realized that the previous 10 years of reevaluation and self-examination were over and many conclusions were reached relative to our basic moral, sociological and political structure. Young people who grew up during this period kicked off their shoes, let their hair down and said "We know who we are, we know what we're doing, we know where we're going .... it's time to boogie." (*Sly Stone: Everybody is a Star.*) Subsequently, this attitude was reflected in the music.

Everyone knows that any 13 year old girl in her "right mind" wants nothing to do with what her 19 year old sister is into. So while the older sister was asking "Where have all the flowers gone" and was trying to adjust to the fact that the Beatles had split up, the younger sister was dancing to "I Like What I Like" by Everyday People and "Black Magic Woman" by Santana.

We all remember the discotheques that opened across the country in the early 60s. Most of them were named Whisky a Go Go (Smokey Robinson: "Goin' to A Go Go") and thought they were fashioned after the original Whisky in Paris.

In reality they were bars that kicked out the local rock group and played records over an inadequate PA system. They had a vinyl dance floor with colored lights shining underneath them and a broken-down drummer playing along with the record. Within 6 to 8 months they all became topless joints. Everyone rationalized that the European discotheque would never make it in this country because Europe didn't have the sophisticated radio programming that was available in the USA.

Consequently, discotheques filled a real void there. The truth is that the original *dance bars* in this country were not discotheques in the pure sense of the word. In the early 70s real European style discotheques opened on the East Coast right around the time American popular and/or contemporary radio stations started losing touch with what the new generation was all about. The music offered on these stations was as tired and stale to these people as music of the 50s was to the street people of the 60s.

Discotheques became FUN places to visit and one could take off his or her dungarees and dress up. Role stereotypes softened as the old rules of waiting to be asked to dance, etc. were discarded and one could get out on the floor alone, in a group, or with a partner of either sex. Along with this more relaxed attitude, other rigid customs were also done away with. There were no requirements to buy drinks or have dinner (many disco's don't serve alcohol

or food) or tip the Maitre d', etc., and one could boogie till dawn to music played by a talented disc jockey with many turntables, a fabulous sound system, a terrific light show including mirror balls and strobes and, all for the price of a \$5 admission. The music never stopped, the DJ never interrupted the action (he didn't even have a microphone) and the non-stop music dissolved from one record to another without missing a beat. These talented DJs had people screaming and flocking to their doors.

Many record companies started to realize that records were selling which were never played on the radio.

The only exposure they had was in the discotheque. As the record companies started to service the disco DJs with promotional copies of their product, they encountered numerous complaints from the disco people as to the poor quality of their pressings and /or mixing (dub down) and mastering attempts. The people in the dance halls heard the product over highly sophisticated sound systems and many of the records couldn't stand up to this test. The production and quality of all recorded music on a technical level has definitely been improved because of the demands of the disco culture. Many retail stores changed their policy and started stocking records which were receiving exposure in the discotheques, instead of only stocking records that appeared on the local radio stations' playlist. Certain record companies serviced discos with extended versions of songs and with different mixes geared towards the more sophisticated sound systems. At the same time many promotion people were bringing to the attention of the local radio program-

mers substantial sales on records which were not receiving airplay. Unfortunately, in most cases, local PDs felt it was another record company hype. In fact many radio PDs felt that the record industry was trying to change the term R&B to Disco as the label "race music" was changed to R&B in the late 50s. What they failed to realize was that disco and the disco culture had developed into an art form and lifestyle of its own totally unrelated to jazz, MOR, AOR, rock, pop and R&B. Dance music today definitely is a valid form of entertainment and is influencing the minds and mores of the record buyer and radio listener. All one has to do is look at the top 10 in any given trade paper or tip sheet, then examine the same publication issues 3 months earlier, to notice that a minimum of 6 of the current top 10 were at the top of the disco charts in the earlier publications, i.e., Trammps, Donna Summer, Gloria Gaynor, D.C. LaRue, Savannah Band, Travares, Vickie Sue Robinson, Silver Connection, etc. At the risk of sounding as if I'm copping out, I must admit that if I was programming a contemporary radio station I would not play all of the local disco hits in my city. Many of them, in my opinion, are not right for radio. However, I believe a good percentage are.

To my understanding, one of the functions of a radio station is to reflect the standards of the community which it serves. Discotheques are viable entities in each and every community in the nation and to ignore them, to refuse to try and understand them, to deny the existence of the people in your community who are part of this culture is not living up to your responsibility.

— Dennis Ganim  
President, Pyramid Records

# SUPER JOCK

## Larry Lujack AND HIS ELASTIC CAREER

What does it feel like for an established Top 40 jock to suddenly find himself in a Beautiful Music slot? Larry Lujack said "It was kind of like sitting in a dentist's office for six months."

Right now he feels a little "like a rock 'n Roll ping pong ball that bounces back and forth across the river" in Chicago. Larry started at WCFL in 1967, and worked there for 4 months. He spent the next 5 years at WLS, then 4 years back at WCFL, then, (in September 1976) he returned to WLS. He had been lured to his second stint at WCFL (well before rumblings of Beautiful Music were felt there) by the money. He went "because it wasn't for a little, it was for a TON more." And after all, the man has 3 kids to feed, and eventually put through college.

When Chicago Federation of Labor-owned WCFL changed its format to Beautiful Music in 1976, Larry Lujack was the only jock who had time remaining on his contract. He stayed on to do "the world's easiest gig," until something more appealing came along. Larry suddenly found that he had no preparation to do. His work week was 20 hours — Monday through Friday, 2-6pm. During those 4 hours a day, every 15 minutes he would give the call letters, time and temperature, and maybe read a commercial. Four different machines did all the work, he said. "I never even knew who the artists were or what the next song was — I didn't need to know." It was actually kind of nice, because there was no pressure



about ratings. If the numbers weren't good "they'd have to beat up the machines."

So from March to September, he played a lot of golf, went to a lot of movies and a few concerts, and waited for a more interesting gig to appear.

Mr. Lujack has been in radio since 1959, when he began working part time at a station while in high school in Caldwell, Idaho. Actually he likes "cowboy rock 'n roll" music best — Waylon Jennings is his "all-time, all-time, all-time fave." He doesn't dream about working at a country station in the near future for the same reason he didn't jump up and leave WCFL immediately after its format change: Money. "Basically, I'm a very shallow, greedy person."

But by the time he was offered the morning shift at WLS he was even looking forward to getting back to Top 40, "playing your fave rock 'n roll songs about sex and drugs and death."

Larry Lujack's parting inspirational words for the reading public are "I just hope that everyone lives happily ever after — and even longer, if possible." Larry, I appreciate your serious attempts with my questioning.

# MACHINE GUN KELLY



In the Summer 1976 issue of Radio Quarterly Report, there is a brief mention of KHJ's Machine Gun Kelly playing the role of a disc jockey in the film "A Star Is Born." Put just that way it sounds nice, but not particularly impressive. Lots of DJ's have gotten one-shot acting roles portraying themselves, right? Right. However, M.G. Kelly portrays anything but his own personality in this flick. And in his second film, "The Enforcer" with Clint Eastwood, Kelly plays a priest. Now where is the parallel there?

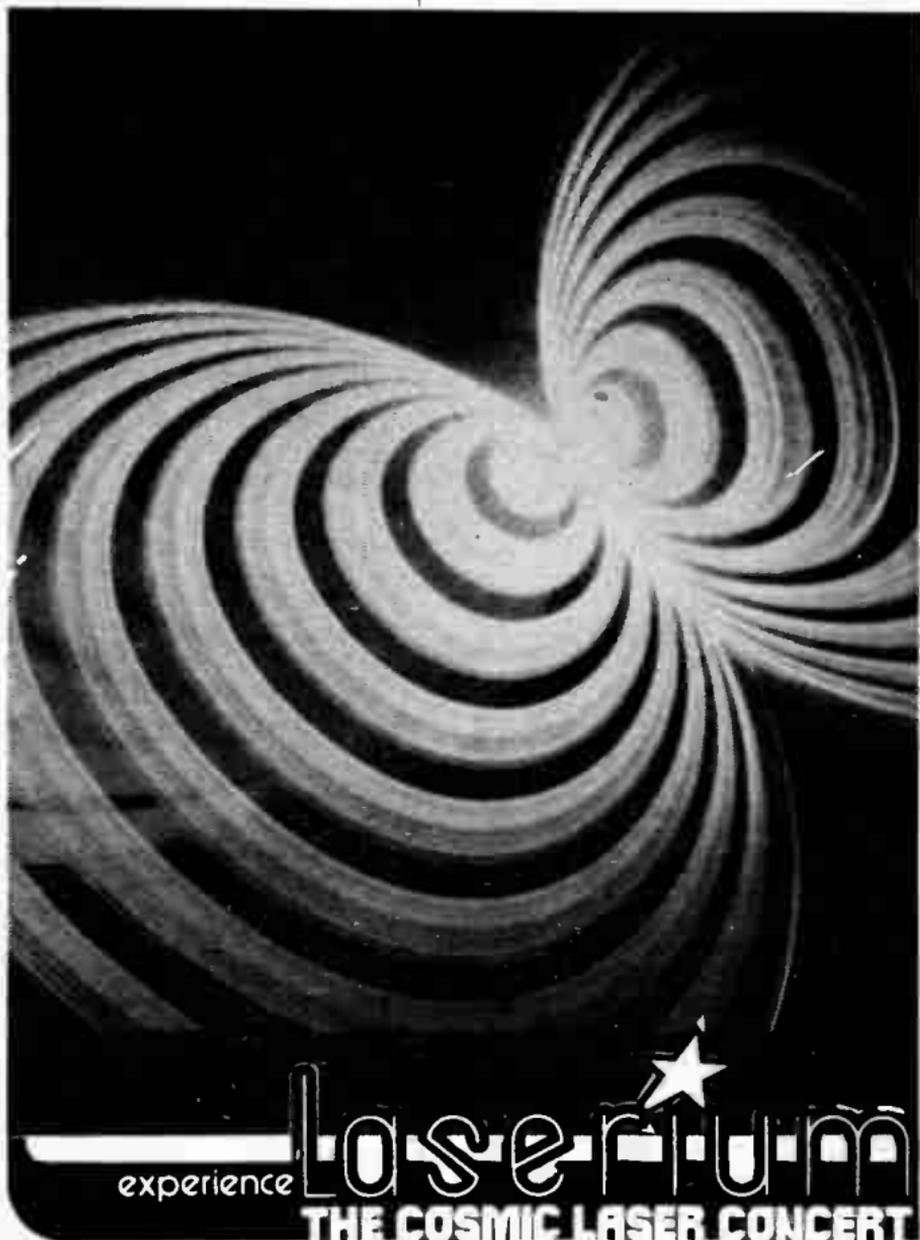
So, just to renew your faith that dreams do come true in Hollywood, here's the rest of the story. For whatever percentage of luck was involved in M.G. Kelly landing two major motion picture roles in the same year, there was just that much more hard work behind it. Kelly wrote and hosted his own television show in Minneapolis prior to coming to Los Angeles. Upon his arrival at KHJ, he took advantage of every opportunity to grow as an entertainer that Hollywood had to offer. Among those, being enrollment in the Film Actors Workshop in Burbank. Obviously, this man wasn't joking about his acting career and people couldn't help but notice. Barbra Streisand and Jon Peters noticed. Clint Eastwood noticed, too. And seeing the look on Kelly's face when he speaks of his acting and his future goals, I'm sure this is only the beginning.

Yes, M.G. Kelly is one hell of a fine disc jockey. He also is one fine actor. But then if you've seen him as Bebe Jesus (pronounced Hay-sus) in "A Star Is Born" or as Father John Voss in "The Enforcer," you noticed too.

Radio, television, concerts, sports, audio visual cassettes; what is next in the entries of stimulus to entertain and occupy men's minds? Most probably it will have to do with a device now still less than 20 years in existence — it's called the laser and it stands for Light Amplification Stimulation Emission Radiation.

Since its invention in 1959, science has found many uses for the laser. A recent visit to the lunar laboratory on top of Mount Haleakulah in Maui, Hawaii, showed one use. A giant laser was being used to fire a beam to the moon, hitting reflectors, bouncing back to the lab and its finely-tuned computers. The goal of that

## ANOTHER NEW MEDIUM, THE STORY OF LASER IMAGES



research is to finely identify the rotation of both the earth and the moon, in order to learn more about the nature of gravity. A misfired laser had blown a huge hole through the wall and was inactive until repairs could be made.

The laser is also used heavily in giant construction projects. If a company is, for example, drilling a tunnel through a mountain, they use a laser as a guidance system in order to retain the original direction.

Lasers also are used in eye and brain surgery, and many other uses are being found for it in the medical field.

In Los Angeles, however, as well as some 10 other cities in the U.S. and Japan, lasers have departed from its normal scientific use to an art mode.

Begun at Griffith Observatory, now lines of people fill auditoriums across the country paying in the neighborhood of \$4 apiece to view an entire show totally created by a special 1-watt, krypton laser beam.

Its red, green, yellow and blue colors dance in the center of a huge dome in time to music from John Philip Sousa, to Strauss, to the Nitty Gritty Dirt Band.

The show is created by a company called Laser Images Incorporated, begun 3 years ago by a man named Ivan Dryer. Its staff has grown from 5 to 75 and it now bills in the millions of dollars. Over 3 million people have attended a Laserium show; better than 700,000 in L.A. alone.

Dryer, a native of Los Angeles, is, to quote Gary Braum, finance head of the company, "a very cosmic person." He studied astronomy and physics in college, working his way through it by working as a guide in the Observatory. After school he started

working in film editing and production, putting together a film in 1970 called "Laser Images." Basically the film showed what patterns and designs could be created with the laser. But Dryer was unhappy with it because film could not capture the purity and brilliance of the actual laser.

After working some time with various technicians at Cal Tech, Dryer created the first laser light show, inviting some 500 people to come to Cal Tech for the demonstration. Disappointingly, only 1 person showed up for the demonstration. But fortunately for Dryer, that one person was his old boss, the Director of Griffith Park Observatory.

The Director was impressed enough that he gave Dryer a one month, Monday night trial at the Observatory. The response was so great that the show now has expanded to two shows a night, six nights a week, just recently moving to Laserium II, a whole new choreographed presentation.

From L.A., Dryer expanded into Denver and other cities and continues to open up market after market across the U.S.

A group in Japan built a theatre just to house the laser shows.

"The laser field is primitive," Braum told the Report. It's only 20 years old and is going to grow very rapidly. It's boggling. Laser entertainment has begun to make an impact but it's nothing as compared to what it's going to do in the next 20 years. The one watt krypton laser, for example, can only present four (brilliant and pure) colors but with the use of other materials, more colors will be added.

Dryer himself choreographs the shows. Laserium II has taken 3 months of total dedication and long nights to put together. While

we'll not bore you with long complicated explanations of how a laser works, it is important to note that a digital control system sets the image on the dome and the "laserist" himself then puts the 4 beams (which multiply into many images) through their paces. He sits at a very complicated control board and dances the lights in time with the music. The images may range from large glowing circles to diamonds to red drumsticks that beat rapidly to John Phillip Sousa.

Not everyone can be a laserist. The company's careful screening process includes a search for someone with both a musical background (expertise to perform) but a person with a "substantial background in electronics as well." Randy Resnik runs the board in L.A. He's a former lead guitarist with John Mayall.

The effect on the audience is unique, to say the least, and most of the generally 18-34 age group audience come out of their first observance stunned and raving.

Braun attributed part of the commercial success of the show to "interview radio" spots; recorded shortly after people had seen the Laserium for the first time.

Braun explained, "There is such vividness and variety, their mind kind of overloads and they go to a state of elevated consciousness. Their normal levels cannot handle the heavy music and light stimulus. They're overloaded. Then it kind of sets their emotions free. Your mind will roam and be completely free. Your mind has nothing to grab onto. There's no frame of reference."

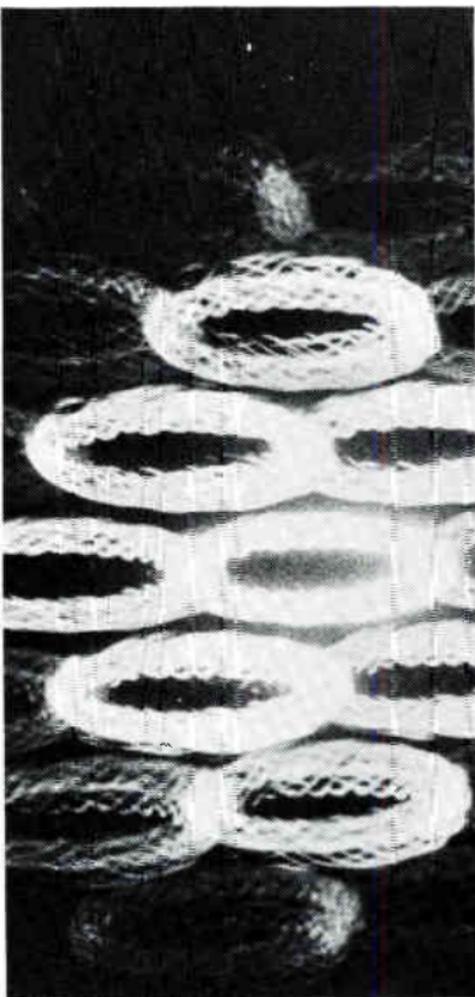
But, he added, "We've all racked our brains to measure what it is about the laserium that makes people like it. We're not really sure."



In case you are thinking about getting into your own laserium business, be aware that each laser used for the show costs 15,000 by itself. With the additional equipment necessary for programming the show, total hardware cost alone is about 75,000 a whack. In addition to that, Laserium Images, Inc. spends even more for research and development on the infant medium.

The company, with its high-energy, fast-paced group of people, is continuing to expand. They have plans for getting into rock concerts very soon, and are beginning to do some television and movie work. They had just finished a TV show with Shirley McLaine, where they are featured with their "drumstick" and other patterns.

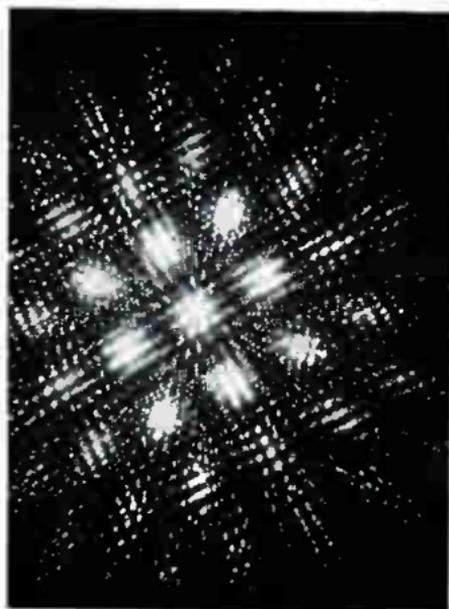
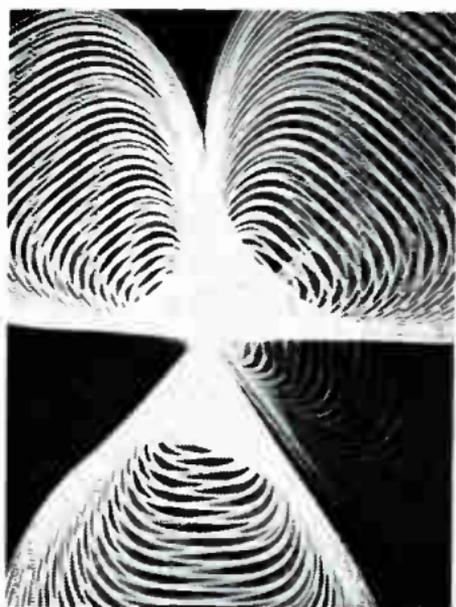
In an essay on "Art, science, education and the relevance of laserium in the planetarium," Dryer noted, "The most powerful communicative, and therefore educative, forces in history have been the cinema and the television. And they are moving in directions which will make them even more powerful." Giant three-dimensional displays by laser holography may be less than a



decade away. The trend is toward a total environment to surround the viewer with the presentation and thus totally involve him.

And, he added, "Other than appearance, the thing that outwardly most distinguishes man from other creatures is his technology. No other species has discovered and then so refined the use of tools to help with the difficult business of living. We have misused our technology and in many ways have become subservient to it, even threatened by it. Nothing should be more evident in the last half of the 20th Century than that we must restore





technology to our services, to the human uses of helping us live more comfortably and more meaningfully as well. And nothing now could be more important than its use in art to rekindle wonder and delight in the midst of our darkest anxieties. Many creatures know fear. Few have the capacity for wonder and delight.

They are among the most human experiences, and we must relearn them to survive."

This, then, is the beginning of a story on a whole new medium. But we must emphasize that it is only the beginning. Who knows what installment No. 2 will read like?



# THE WINDY DISC JOCKEY



January 11, 1977  
Written by Rush Beesley,  
President, Sundance Productions, Inc.  
4631 Insurance Lane  
Dallas, Texas 75205

**AND NOW . . . PRELUDED  
BY THE GOLDEN AGE OF  
TELEVISION . . .**

**WE PROUDLY BRING YOU  
RADIO. THE SILVER  
SCREEN. AND THE MAGIC  
OF  
THE VIDEO DISC JOCKEY!**

(Say What?)

(According to Webster's . . .)

(According to Webster's . . .)

*disc (disk) jockey:*

*A person who conducts a (radio)  
program of recorded music, inter-  
spersed with chatter, jokes, com-  
mercials, etc.*

When Bob recently visited our offices in Dallas, he asked if we might contribute to his next issue . . . discussing the emergence of the New Technology in audio and video production.

I don't think he had any idea of what he was getting himself into, so in deference to a terrific guy seeking meaningful material for a book about RADIO, we have chosen for our topic of brief discussion a Hybrid animal, as yet embryonic, but whose emergence

is as certain as the Stock Market. So raise a toast to Bob Hamilton, the Father (in print, anyway) of the Video D.J.!

#### **DISCO-TECH**

The concept of the video disc is, at the very least, intriguing. Basically, it is a vinyl "phonograph" plated with a shiny metallic substance which electrically stores video information. It plays on a machine which resembles an oversized record player, and hooks up to the antenna of any television set . . . color or black and white. It is capable of playing back multi-track audio, and most generally is configured so that you can run a pair of audio cables directly to your stereo amplifier.

The discs offer up to an hour of programming, and can be re-played many times with no audible or visible loss in quality.

If the above physical description will suffice, let us now launch ourselves wholly at the proposition of somehow relating the impact and import of this New Vehicle to the RADIO industry.

#### **DISCO OVERDARE**

The parallels with the Record Industry are significant . . . and more easily *discerned*. We're dealing with a product that is affordable to the masses . . . the player around \$500, the discs from \$2 to \$10.



“The question still remains....with a large question mark...Who will buy what?”

Unlike many new industries, the video disc marketplace is quickly and affordably defined and penetrable. Since the consumer market effectively parallels the record-buying public, and further because the discs are essentially records with pictures, the tangible fact remains that the discs can take advantage of existing avenues of record distribution. Thusly, it overcomes the monstrous problem of new product dissemination, as discs can be placed in virtually every record outlet in the country ... indeed around the world ... almost overnight.

So now we have it. It's in the stores, and it's affordable. It looks like a record, it sounds like a record, but it plays pictures as well. Pictures of what?

Ah yes ... in the words of Hercule Poirot, what we have here is the *impasse*. Who is gonna buy it ... and what do they want to see (not necessarily in that order).

The development of our Hybrid is coming along nicely, at this point. The Creature's appendages

have definitely taken shape and form. It is both Broadcast and Non-Broadcast. It is television and it is radio. It is home entertainment. It is wonderful ... and it is going Nowhere.

#### DISCO JOCKEY "SHORTS"

Ah, but it is obvious, you say, I can buy the Deluxe Library Edition of Super Bowl I - XI. Or Gone With the Wind, The Best of Bogart, or select cuts of the Hollywood Squares. I will dazzle my friends, and my new Video Library will be the talk of the town.

The question still remains ... with a large question mark ... Who will buy what?

Unlike the "off-air" recording and playback systems now available (such as Sony's Betamac), the discs are relegated to playback only. Prohibitive costs and lack of consumer interest led Sony into a marketing area which derived its dollar from non-original programming, i.e., recording broadcast shows for later playback. And the cost of half-inch video cassettes makes librarying a real luxury.

“Broadcasters have to give audiences what they want”



The real significance of the disc ... on the bottom line ... is that it represents video programming on the *retail* level for the very first time. Broadcasters have to give audiences what they want. The BOOK is the Bible in both radio and television broadcasting. Computers and various sophisticated research sampling organizations have virtually assured a “by the numbers” approach in the competitive marketplace.

Large record retailers, often owned and controlled by the record companies themselves, can afford to cater to the entire record-buying public through sheer weight and volume. In the same store with racks of Elton John and Aerosmith you find a bin featuring the Best of the Hungarian Accordion Squeeze-Offs, et al.

The point is, the store stocks and sells everything to everyone, regardless of percentage demand.

In the record business, Radio is the vehicle which exposes the product to the largest segment of the buying public. It plays what the computer says the people

want to hear. It is the advertising of the product which motivates the people to go to the record store and buy the complete Artist which the radio condenses into slick and effective formatting.

#### HI HO, DISCO AWAY!

Discs, then, are left without any visible means of support. That is, reach and frequency are not a factor. Listening and viewing habits are only suggestions of a direction ... nothing concrete. How then are these discs to be created? What programming (other than existing TV or film properties) will justify their own cost in the consumer marketplace?

To the creative mind, concept programming and development certainly represent an exciting challenge. Imagine... for the ladies ... “The Ten Most Famous Shopping Streets of the World,” or a series of “How to ...” discs on the preparation of foods from China, Italy, Sweden, Mexico, etc. The only limit to programming and production ideas is the imagination.

You yourself can imagine probably a dozen things that you’d run out and buy if they were avail-

able on discs. The problem is ... how does the Creative Programmer determine his market ... what is the potential yield from a production investment?

Certainly the Record Industry must look at the potential yield of added return from the inclusion of video discs in their marketing and distribution arrangements, especially if they are featuring their own "properties" on the discs. It's a pretty safe bet that Warner Bros. would hit big with a disc set on the Doobie Brothers. And Rocket would certainly score on the colorful visual antics of Elton John. But what will this do to their properties ... television is too lucrative to chance market dilution with overexposure; or would the return on discs offset the potential losses of network negotiations?

It is problems like these which stand in the way of allowing our Hybrid to fully attain its potential growth. A case in point ... *Time-Life* wished to acquire the beautifully produced "World at War" series from Thames Television for inclusion in a video disc library. Negotiations broke down early due to the fact that the London Philharmonic Orchestra and the Musicians Union in Britain hadn't the vaguest idea what a video disc was. And furthermore, their contract made no provision for a rate scale for "video disc." I understand the difficulty has been overcome as of this writing, but the point is made. Perusing a stack of Union agreements with various organizations, I likewise find no mention of this phenomena called the video disc. When I have a talent call for a production of "Peter and John and their Whittling Lizard" for a children's disc catalogue I am assembling, how much do I pay my actors and actresses?

And the lizard???

## TWO SHAY

Alas, I have reached my de-  
nouement! This is for Bob ... and  
RADIO ... and TELEVISION ...  
and the RECORD INDUSTRY...  
my gosh it may be the Answer to  
it all!

THE CREATION OF A NET-  
WORK OF UHF TV STATIONS  
WHICH ARE BROADCASTING  
STEREO DISC PROGRAMMING  
... THE COST TO BE OFFSET  
THROUGH A PERCENTAGE OF  
UNIT SALES PLUS ADVERTI-  
SING ON AIR ... NON-INTER-  
RUPTIVE, CONSECUTIVE  
BLOCK ADVERTISEMENT AT  
PUBLISHED INTERVALS IN  
THE SCHEDULE.

Last year was commercial TV's  
biggest year. This year promises  
to be better. Rates and avails are  
the key ... it's the old supply-  
demand game. When avails dwindle,  
i.e., when more folks want to  
advertise than there is available  
time to sell them, the price goes  
up, and up ...

By integrating this new Baby  
Boy with these other mediums, it  
becomes supportive rather than  
diluting. New avails are created to  
fill the demand, and the money  
required for the start up is comple-  
mentary to the operation of the  
related mediums.

Why not? Let our Hybrid be  
just that ... created by, of and  
from the best of each; television,  
radio and records ... hopefully  
with the direction and intent of  
giving the people ... all the people  
... a chance to purchase more ex-  
actly what they want to see and  
hear.

Besides, it would give Bob a  
chance to be something he's al-  
ways wanted to be ... the World's  
First - and Greatest -

VIDEO DISC JOCKEY

(say What?)



Justice

REMEMBER

SPIRO AGNEW?



For almost 4 years now the FCC and the Justice Department have been conducting hears on "payola," with grand juries in such places as New Jersey and now public hearings in Washington. The investigations actually began in 1973 with first target being Columbia Records, interestingly enough a division of CBS, one of the 3 powerful networks in the U.S. It is possible that the public hearings on "payola" being conducted in 1977 may stem back to the 1972 election when the music industry so openly supported Nixon-Agnew's opponent George McGovern. People like Carole King gave benefit performances for McGovern. Agnew's atti-

tude toward the music industry was obvious. During that campaign he arrived in Las Vegas on September 14 to make a speech for a Republican fund raising dinner, at the Sahara Hotel. Here he was in the midst of gambling, pornography, prostitution and free-flowing alcohol, but when speaking of today's social problems all of these were ignored. Instead he zeroed in on campus radicals, comparing them to Palestinian terrorists, and then it was the music business's turn. The following are excerpts from that speech by Spiro Agnew as a reminder that perhaps here was the beginning of a record business purge that has started only a few short months later ....

"Consider ... the influence of the drug culture in the field of music.....

"In too many of the lyrics, the message of the drug culture is purveyed. We should listen more carefully to popular music, because at its best it is worth of more serious appreciation, and at its worst it is blatant drug-culture propaganda.

"I do not suggest that there is a conspiracy among some writers, entertainers and movie producers to subvert the unsuspecting listener. In my opinion, there isn't any. But the cumulative impact of some of their work advances the wrong cause. I may be accused of advocating 'censorship' for pointing this out, but have you really heard the words of some of these songs?

"One of the hits of the 1960s, registering more than one million dollars in sales, was a record entitled 'With a Little Help From My Friends.'

"Their key lines are: 'I get by with a little help from my friends, I get high with a little help from my friends ...'

"It's a catchy tune, but until it was pointed out to me, I never realized that the 'friends' were assorted drugs with such nicknames as 'Mary Jane,' 'Speed,' and 'Ben-ny.' But the double meaning of the message was clear to members of the drug culture — and many of those who are tempted to join.

"Or this one, called 'White Rabbit.' One pill makes you larger and one pill makes you small, and the ones that mother give you don't do anything at all. Go ask Alice when she's ten feet tall ...'

"There are scores of such songs. The tiels themselves often whisper or shout the message. Listen to these: 'The Acid Queen,' 'Eight Miles High,' 'Couldn't Get High,' 'Don't Step on the Grass, Sam,' and 'Stoned Woman.' These songs present the use of drugs in such an attractive light that for the impressionable, 'turning-on' becomes the natural and even the approved thing to do.

"And all the while that this brainwashing has been going on, most of us have regarded it as good clean, noisy fun.

"I am sure that very few, if any, station managers in America would deliberately allow the use of their radio facilities to encourage the use of drugs. Few parents would knowingly tolerate the blaring of a drug-approving message from phonographs in their homes. And few musicians intend their 'in-jokes' and double meanings to reach past the periphery of pot users. But the fact is that the stations do, the parents do, and the musicians do.

"Music is only one medium used by the drug culture. Strong approval or at least an indulgent attitude also comes across in certain movies, books, and the underground press of more than 2 million circulation.

"A popular recent movie — I will not name it here because I don't want to promote it — has as its heroes two men who are able to live a carefree life off the proceeds of illegal sales of drugs. When they come to a violent end, the villain, it turns out, is an allegedly repressive society. No sympathy is wasted on the wrecked lives of the people who bought

their drugs and financed our heroes' easy ride ...

"We can expect more of this for one good reason; there's money in it. Look at the exploitation of music festivals, run by men who use young people as props in pot-smoking, acid-dropping events. These parasites of the drug culture care nothing about human rights; they're only interested in movie rights...

"It is time that we wake up — that we listen to and understand what's going on in the drug culture. It's time that we encounter this propaganda with the truth."

It was shortly after this that the then-FCC commissioner Nicholas Johnson in an address to a USIA symposium answered Agnew with the following statements:

"The real issue, Mr. Vice President, is not the desirability of hard drugs. The issue is whether you and the rest of the Administration are — to borrow Eldridge Cleaver's (and VISTA's) phrase — part of the solution or part of the problem. The question is whether you have done anything to alter the repressive, absurd and unjust forces in our society that drive people to drugs."

[Let me] "lay a few lyrics on the vice-president: Steppenwolf's 'Monster,' Dionne Warwick's 'Palmer Mache' and Joni Mitchell's 'Big Yellow Taxi.' You see, Mr.

Vice President, somebody's trying to tell you something — 'and you don't know what it is, do you, Mr. Jones?' (to quote Bob Dylan). These music people aren't really urging death through drugs; they are urging life through democracy. They believe that governments are instituted among men to promote 'life, liberty, and the pursuit of happiness' and man don't think yours is doing it ...

"Who's kidding whom? If we're really serious about doing something to alter the drug culture in America, let's get on with the work and stop worrying about the music. Let's stop accepting campaign contributions of the 'respectable' liquor manufacturers with one hand while we're imprisoning some of our finest young people with the other.

"Above all, let's stop going for help to advertising executives who sit around, after their 3-martini lunches, coming up with ad campaigns that preach the get-away-from-it-all qualities of caffeine, nicotine, aspirin and other pain-killers, alcohol, stomach settlers, pep pills, tranquilizers and sleeping pills. Now, in the midst of the chemical life they've glamorized, can they absolve their conscience by telling our kids that a sixteenth or seventeenth chemical will bring the downfall of their lives or the Republic? They can run it up your flagpole, Mr. Vice President, but nobody's going to salute it."

KQWB IN FARGO, REPLACING WAYNE HILLER, WHO BECOMES GROUP PD OF MIDWEST CHAIN . . . CHUCK ROBERTS LEAVES KSLQ FOR PD-SHIP AT WDGY IN MINNEAPOLIS . . . JEFF BAKER TAKES OVER AT KSLQ . . . WAYNE SHAYNE BECOMES PD AT WAAY IN HUNTSVILLE . . . BOB CANADA TAKES OVER PD SPOT AT WGH IN NEWPORT NEWS, VIRGINIA . . . J.J. JORDAN RESIGNS PD-SHIP AT WRKO TO JOIN RADIO AND RECORDS MAGAZINE . . . LES GARLAND LEAVES CKLW TO TAKE OVER PD JOB AT WRKO . . . CHARLIE TUNA RESIGNS AS PD OF KIIS . . . STAYS ON MORNING SHOW THERE . . . BUZZ BENNETT LEAVES WNOE . . . KEVIN METHENY NAMED INTERIM PD . . . DICK BOZZI IS NAMED PD AT CKLW . . . LEAVING KRTH IN LA . . . DENNIS WATERS RESIGNS 13-Q IN PITTSBURGH TO TAKE OVER PD SPOT AT WRVR IN NEW YORK . . . CHUCK MARTIN BECOMES PD OF WIVY IN JACKSONVILLE, FLORIDA . . . JOHN SCOTT APPOINTED PD AT WMFJ/WQXQ IN DAYTONA BEACH . . . BILL POSTON APPOINTED PD AT WORG IN ORANGEBURG . . . BOB ANTHONY LEAVES KGW IN PORTLAND TO PD KREM IN SPOKANE . . . RANDY MICHAELS MOVES FROM PD SPOT AT Q-102 TO TAKE OVER AS PD OF WDAF IN KANSAS CITY . . . JIM FOX TAKES OVER AT Q-102 . . . STATION IS IN CINCINNATI . . . BOB PEYTON LEAVES PD JOB AT XROK IN EL PASO . . . CHRIS MICHAELS TAKES OVER THERE . . . DON BISHOP LEAVES K-100 FOR PD-SHIP AT KYAK IN SALT LAKE . . . TED BROWN BECOMES PD OF KFXM IN SAN BERNARDINO . . . JOE CONDON NAMED PD OF WHRL IN ALBANY . . . JOE KRAUSE BECOMES PD AT WWCK IN FLINT . . . MIKE MATHEWS IS NEW PD AT KMEN IN SAN BERNARDINO . . . DON MICHAELS BECOMES PD AT KSTT IN DAVENPORT . . . JOE COLLINS EXITS PD POSITION AT KFIG IN FRESNO . . . BOB HOOPER TAKES OVER AS PD AT KKXL IN GRAND FORKS . . . ROBIN MITCHELL NAMED PD OF WIFE . . .

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400

**For service or reservice on any  
and all Amherst/DJM  
records Call Toll Free:  
800-828-7041  
(in New York State  
Call Collect - 716-826-9560)**



**p.s. Please listen to my  
Daddy's records.  
Thank you.**

**- Bryan Sargent**



**AMHERST RECORDS • 355 Harlem Rd. • Buffalo, New York 14224**

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400

# Radio Quarterly Report

*\$25 for 4 Issues in '77*

Name .....

Address .....

City .....

State .....

Zip .....

Send me the Winter issue and enroll me  
as a subscriber for '77. I enclose \$25.

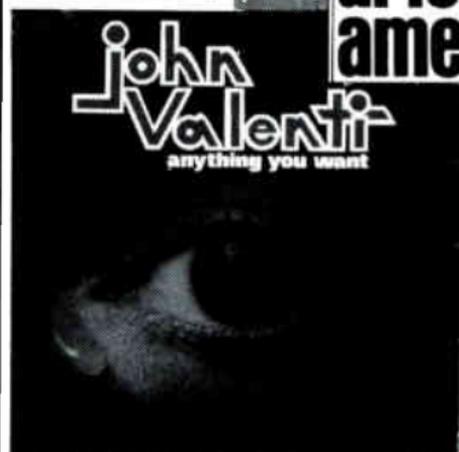
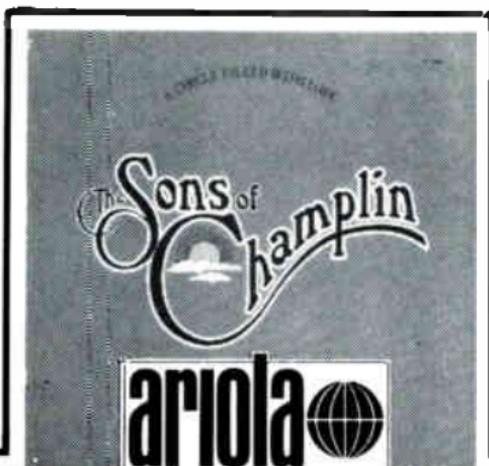
Just send me the Winter issue.  
I enclose \$7.50  \$10 (1st Class Mail)

I enclose \$7.50 for: Vol. I  Vol. II

RADIO QUARTERLY REPORT  
1608 ARGYLE  
HOLLYWOOD, CALIF 90028  
(213) 462-7400

# THREE FOR HERE AND NOW

A Circle Filled With Love  
— The Sons of Champlin, ST0007



Anything You Want  
— John Valenti, ST50012

Torn Between Two Lovers  
— Mary MacGregor, SMAS 50015