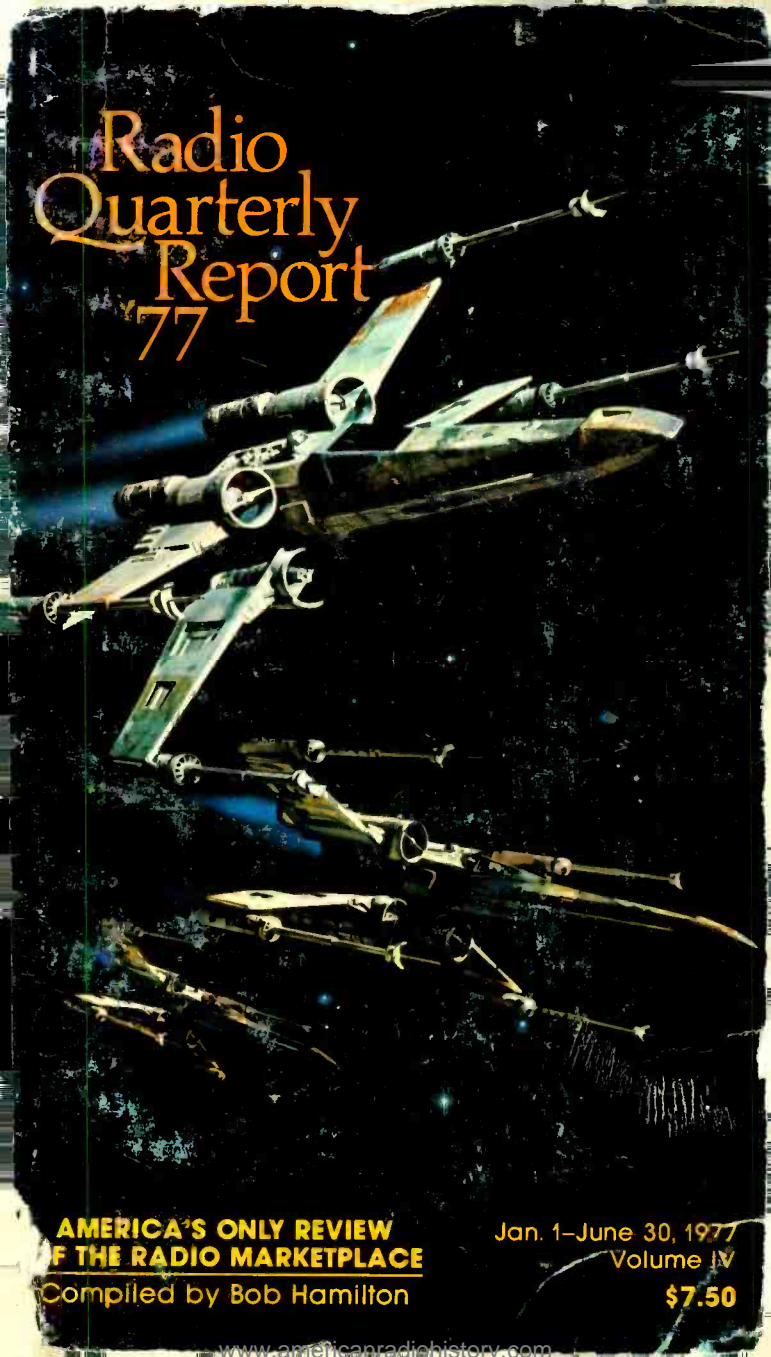


Radio Quarterly Report 77



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

Compiled by Bob Hamilton

Jan. 1-June 30, 1977

Volume IV

\$7.50

Each week these eight morning men wake up more than twice the total population of Paris, France!

and – Paris, Arkansas Paris, Iowa Paris, Mississippi
 Paris, Idaho Paris, Kentucky Paris, Missouri
 Paris, Illinois Paris, Maine Paris, Texas



Over five million people each week invite these entertaining air personalities into their homes. To those listeners who have made the RKO Radio morning men the most outstanding group in the industry, we say "Merci Beaucoup."

Jay Thomas, 99X N.Y. • John

Gambling, WOR N.Y. • Dale Dorman, WRKO Boston • Dr. Don Rose, KFRC San Francisco • Charlie Tuna, KHJ Los Angeles • Rick

Dees, WHBQ Memphis • Fred Winston, WFYR Chicago • Pete Jamerson, WGMS Wash., D.C.

RKORADIO

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HOLLYWOOD BOWL

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Ear Candy

BOB SEGER
NIGHT MOVES

LITTLE RIVER BAND
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**ONE WEEK
AFTER
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IT WAS
THE MOST
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THE COUNTRY.
TO
UNDERSTAND
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TO
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from
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Radio Quarterly Report

PUBLISHER — BOB HAMILTON
THE PEOPLE WHO PUT IT TOGETHER

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LISA J. WOODBURY
PAM SMITH
JANE DANVERS
CLAUDETTE PIRTLE

DESIGN — LAVEZZO GRAPHICS
PHOTOGRAPHY BY ROB CLAYTON

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Listen to of Peter F

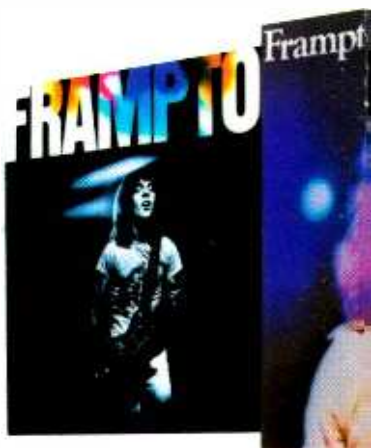


Wind
Of
Change
SP 4,348

Frampton's
Camel
SP 4,389



Somethin's
Happening
SP 3,619

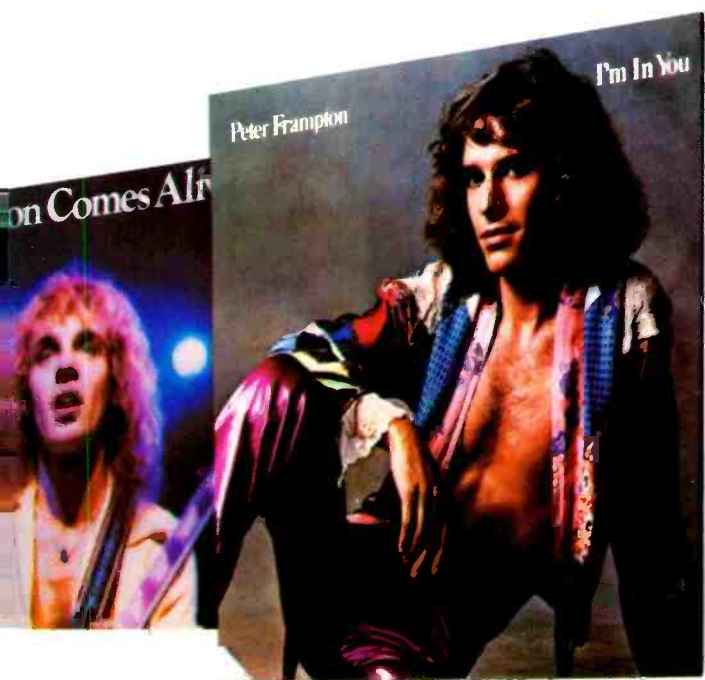


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DEDICATION

This book is dedicated to Good...and the concept of "Miracle". It is further dedicated to the thought "There is no failure...only quitting". We'd like to especially dedicate this book to the people of the Monterey Bay area who have aided us so much in this new home endeavor. It is further humbly offered in the name of Chuck Blore-Don Richman and the people who aided us at their company...Will, Dave, Suzanne, Peter. A special remembrance to Michael and Kathryn for their wonderful counsel and love through this and other projects...To the staff; Beth, Margo, Lisa, Janie, Claudette. To Tom Cossie who has been so continually kind. To Eddie Reeves, a best friend to many. To Ray Anderson who was there at the beginning. To Eddie DeJoy and the people at Janus...To Jack London and Charles Lindbergh for presenting an example of what it's really like to be free...To the continued memory of Griffin Hamilton, Ross Bagdasarian, Cannonball Adderly and George Brewer. To the children who teach us.... Joe, Gidget, Christian, Jonathan, Jessica...To Bobby and Lila Applegate; to Shelby and Sandy Singleton.....and all the new families...To Buzz Bennett and Sebastian Stone who have been brothers since that flight over Raleigh...To the twins in white... To Stan and Candy and the first year...To Mary Baker Eddy and what her words have done.....To patience....To Joni...To Rob Clayton who has been so very good to this book with work unrewarded except for this thank you...To Dennis Waters, Fred Mancuso, Dave Urso, Don McGregor, Russ Thyret, Lee Abrams, Rich Sargeant and Michelle, John Gehron...new friends Bud and Dove...Fred Vail...Chris Sailor...Terry Stone and IBM....Harold Childes, Kiki, Lenny.....my old friend Juggy Gayles.....Bruce Wendell...Jay Cook...To Neil Bogart...to Larry Harris...their support has been incredible...to Terry at Casablanca who has performed miracles...to Chuck Thagard...to Terry Powell...to Jerry Sharrell...to Jim Jeffries...to Tom Rounds...to the wonderful people at the Associated Press, all across the country...to Jack Burgess...to Ray Dariano...Derek Church, Fred Ruppert, Dave Carrico...the laughter of Randy Brown...the kindness of the radio industry in Pittsburgh...Dennis Ganim...Iris Zurawin.... Nashville...to STAR WARS for their inspiration...help from KMBY, KWAU and KLRB...Nancy Sain...The members of the Communicator Network...to the courage of Jimmy Dean at WTOB...Mike Lee...Vince Cosgrave....Paul Drew....the people at RKO...Meredith Lifson...Jerry Morris...Augie Blume...all the people at Capitol...Phil Rush and the new baby...Lee & Johnnie ...Debby Gold for her interest and help...Joe Sullivan and Jerry Adams...Chuck Chellman and Georgia...Frank Leffell and Edna ...good old Johnny Rodriguez...the kindness of all the people at the Shelby Singleton organization...to Claude Hall...Chuck Dunaway...Morris Levy...the people at KFRC for their invaluable aid...the thousands of people who took their time to send letters, call with information, and answer questionnaires...to the memory of Bobby...to Mickey Newbury...to Don and Phil, Dick and Deedee and the Mills Brothers.....and to you Fred.

Perpetual

DONNA SUMMER
I Remember Yesterday



Paul Jabara
SHUT OUT

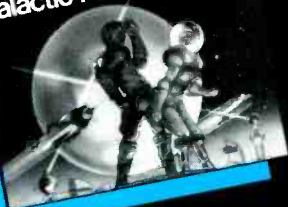


love and kisses



Motion

Music Inspired By
STAR WARS
And Other
Galactic Funk by Meco



GIORGIO
From Here To Eternity



from the
Casablanca Record and FilmWorks
family



Millennium

DOUGLAS

Thank You

With all due respect to some excellent artists and producers, we'd like to thank you people in radio for helping to make the past several months the most exciting in our history.

Thanks, AM radio, for making "Telephone Line" the biggest single of ELO's career. And thanks, AOR, for giving **A New World Record** the attention it deserves.

Thanks, everyone, for uncovering **Bill Conti's** original score from **Rocky**.

Thanks, country radio, for discovering **Kenny Rogers' "Lucille."** And thanks, everyone else, for making it happen everywhere else.

Thanks, black radio, for helping us build **Brass Construction, Enchantment** and **Ronnie Laws**.

Thanks AOR for realizing the wide appeal of Blue Note artists like **Earl Klugh, Noel Pointer** and **War**.

Thanks, country radio, for making our country among the most listened to in the business.

There are a lot of reasons why it's working at U.A. and radio is one of the best we can think of.

Thanks for listening!

United Artists Records





INTRODUCTION

And Now. . . Volume IV of the Radio Quarterly Report; this time (we might say proudly) published from our new home in Carmel, California, the home of trees, flowers, clear sky, Big Sur, Cannery Row, John Steinbeck, Jack London and overall quality of life we've ever experienced.

We hope you find a reflection of that attitude in the following pages.

You'll note that RQR IV is basically the same format-wise. We've expanded the very popular market section, adding some 20 new markets. There are more stations in the radio section, and we've added two important elements to that info; the sales manager and the highest open rate for each station.

Also this is the premier of analysis of the quarters most popular records; a feature that will continue in ensuing issues.

We've given you a little thumb nail sketch of the ratings from Arbitron this time. Hopefully this will be of aid to you.

Otherwise, in analyzing what we've done here I think there are a couple of other important new themes.

Through these past few months we have made a concentrated effort to be on a close day to day touch with the ongoings of radio and music. We have strained to reflect the care of these apparant needs.

Secondly, (and probably as a result of the above) we have come to know a very basic need of a trade periodical to talk about REAL things. These REAL things seem to center around a need for a return to art, creativity, and plain old THINKING about the product we all are involved in.

Finally, it is apropos here to make mention of the ongoing gratitude we feel inside our little Mission Street Hut. Through the (literally) 100's of thousands of miles of travel in Canada and the U.S. and the incredible number of phone calls and letters that come in every day, we have been treated with trust, with kindness, with enthusiasm.

RQR and certainly RQR IV is the most wonderful of experiences and that is so because you made it that way.

In return this then is

"THE BOOK"

Volume IV of the Radio Quarterly Report

**WHEN YOU'RE
ON THE AIR,
WE'RE
THERE!**





**Thanks,
from Ken Buttice,
Freddy DeMann,
Burt Stein and
The Crack
Elektra/Asylum
Promotion Force.**



THE MACHINE



RCA PROMOTION-BUILDING YOUR TOMORROWS...TODAY

NATIONAL STAFF:

Ray Anderson
Michael Abramson
Mike Becce
Niles Siegel
Joe Galante
Ray Harris
Don Wright
Georgeann Cifarelli
David Todd

REGIONAL MANAGERS:

David Newmark
Dan Conger
Alan Meis
John Betancourt
Eddie Mascolo
Carson Schreiber
Wayne Edwards
Alan Resler
Gaylen Adams
Jackie Dean
John Young
Lygia Brown
Leroy Phillips

LOCAL MANAGERS:

Burt Baumgartner
Doree Berg
Jay Brooks
Earl Sellers
Rich Cervino
Mike Craft
Mary DeCioccio
Don DeLacy
Dave Forman
Ron Geslin
Vicki Leben
John Lingel
Al Mathias
Jeff Nauman
Mike Williams
Peter Price
Peter Schwartz
Steve Seibe
Larry VanDruff
Ken VanDurand
Frank West
Noble Womble
Hank Zarembski
Margo Morse
Bob Walker
Charlie Ross
Stephanie McCoy
Larry Farmer
Dave Loncao

RCA



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MRS 5005



MRS 5006



MRS 5507



MRS 5502



MRS 5003



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THERE'S MAGIC UNDER EVERY MUSHROOM

COMING

SOME OF THE INDUSTRY EVENTS SLATED FOR THE NEXT FEW MONTHS.....

- Sept 8-10 RMR Convention — Atlanta at the Royal Coach Inn.
- Sept 8-11 International Musexpo '76 — New Orleans at the Fairmont.
- Sept 10-11 Bill Gavin Regional Meeting — Portland, Oregon at the Sheraton.
- Sept 15-17 Radio-Television News Directors Association — San Francisco at the Hyatt Regency Hotel.
- Oct 1-2 Bill Gavin Regional Meeting — Louisville Galt House (415-392-7750).
- Oct 9-12 National Radio Broadcasters Association — New Orleans at the New Orleans Hilton.
- Oct 14 CMA Anniversary Banquet and Show — Nashville at the Municipal Auditorium (615-244-2840).
- Nov 13-16 National Association of Educational Broadcasters — Washington at the Sheraton Park Hotel.
- April 9-14, 1978 National Association of Broadcasters — Las Vegas.



HEADS!

THESE ARE THE STORIES THAT MADE NEWS
THIS PAST SIX MONTHS
IN THE RADIO-MUSIC BUSINESS

FM STATIONS KIDNAP THE TEENS FROM TRADITIONAL AM ROCKER GIANTS IN THE MAJORITY OF MARKETS ACROSS THE COUNTRY.....
SPRING ARBITRON

JAZZ FINALLY ARRIVES! RECORD COMPANIES BEGIN TO CONSTRUCT NEW JAZZ DIVISIONS...
STATIONS BEGIN SWITCHING FORMAT TO ALL JAZZ AS MUSIC STARTS ACHIEVING COMMERCIALITY.....

FCC CONTINUES INQUIRY INTO AM STEREO.....
FINAL DECISIONS APPEAR AROUND THE CORNER.....

ARBITRON FACES FIRE FROM INDUSTRY....RAB WORKS TOWARD NEW IDEAS IN RATING SYSTEMS.....

RADIO STATIONS CONTINUE TO ADD ENORMOUSLY SUCCESSFUL BURKHART-ABRAMS AS CONSULTANTS.....

GEORGE BURNS CREATED AND TM MARKETED SOFT ROCK PACKAGE IS IMMEDIATE...CATCHES ON FIRE OUT OF THE BOX.....

PAYOLA INVESTIGATIONS CONTINUE FROM COAST TO COAST.....

PAUL DREW EXITS RKO....CONTINUES AS CONSULTANT TO THAT COMPANY AS WELL AS NEW CLIENT STATIONS.....

CHARLIE LAKE BECOMES HEAD OF PROGRAMMING FOR BARTELL.....

LEW WITZ LEAVES WCFL.....

PETER MCLANE FINALLY LEAVES KIOA PD POSITION.....

LOUIS COUTTOLENC IS NEW RCA PREZ.....

RSO-ISLAND JOIN FORCES IN MARKETING.....

NEW "RAREARTH"!

The original Rare Earth, Gil Bridges, Ed Guzman, Mike Urso and Pete Hoorelbeke have been joined by new members Ron Fransen and Dan Ferguson to recreate the sound that made Rare Earth a chart topper in the early 70's!

**ROCK WITH A DEFINITE FLAVOR OF R&B.
IT'S SOMETHING TO CELEBRATE!**

RAREARTH
RAREARTH
RAREARTH
RAREARTH



**"RAREARTH"
ON PRODIGAL
RECORDS &
TAPES.**



1977 Motown Record Corporation

DAN MASON TAKES OVER AT WPGC.....LES GARLAND PDING KFRC....HARRY NELSON TO PD-SHIP AT WRKO....JOHN ROOK TAKES OVER KFITAKES IT TOP FORTY....DEAN TYLER TO WNEW....CHARLIE VAN DYKE LEAVES KHJ FOR

KLIF MORNINGS....JIM MADDOX TO KLYX AFTER HUGE SUCCESS AT KDAY....GLENN MORGAN BECOMES OPERATIONS DIRECTOR AT WABC.....

MAIL THEFT INDICTMENTS DELIVERED IN MEMPHIS.....

PAT O'DAY BUYS KYAC-FM IN SEATTLE....ROBIN MITCHELL RETURNS TO PROGRAM. NORM WAIN'S METROPLEX BUYS HEFTEL'S WHYI IN FORT LAUDERDALE.....

JERRY RUBENSTEIN REPLACED AS ABC PREZ BY STEVE DIENER.....

RUSS REAGAN RESIGNS PREZ SPOT AT 20TH CENTURY.....FORMS OWN COMPANY.....PARACHUTE...DISTRIBUTED THROUGH CASA-BLANCA.....

MIKE KLEFNER NAMED SR VP-ASSISTANT TO PREZ AT ATLANTIC.....

STEVE WAX NAMED PREZ AT ELEKTRA.....

ALAN LIVINGSTON TAKES OVER HEAD JOB AT 20TH CENTURY.....

MIKE STEWART LEAVES UA.....

PROMOTION SHIFTING.....STAN BLY BECOMES VP PROMO AT POLYDOR.....RAY ANDERSON TAKES SIMILAR POSITION AT RCA.....RAY DARIANO AT MCA.....BOB SERWOOD AT CBSSTAN MONTEIRO AT UA.....CREAM BUYS HI RECORDS.....

NOTES FROM HEAD☆☆ QUARTERS



General Peabody Nobody

SONGWRITING...IS IT AN ART OR A SCIENCE...?

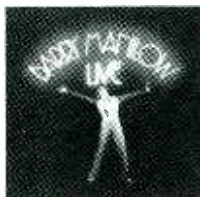
As is the case with many products of creativity that are sold on the open market in bulk form, there is only a fine line that divides art from science. When it concerns music or songwriting, very often the two spectrums overlap.

What might have started out as the art of writing melody or lyric can often lead to the science of writing "hit" melodies or lyrics especially when a winning style, technique, or formula has proved itself.

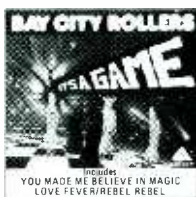
It is important for you to know the difference. The best way for me to make the point is to illustrate it to you. Below please examine carefully the difference between songs written artistically and songs written scientifically. Keep in mind that both formulas can and do work effectively and that both methods frequently result in hit records if done well.

Continued on Page 70

ARISTA'S GOT THE HOTTEST MUSIC ON RECORD.



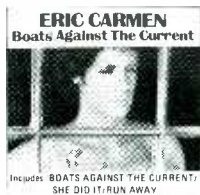
BARRY MANILOW
Barry Manilow Live
AL 8500



BAY CITY ROLLERS
"It's A Game."
AL 7004



GRATEFUL DEAD
"Terrapin Station"
AL 7001



ERIC CARMEN
"Boats Against The Current"
AB 4124



LILY TOMLIN
"On Stage"
AB 4142



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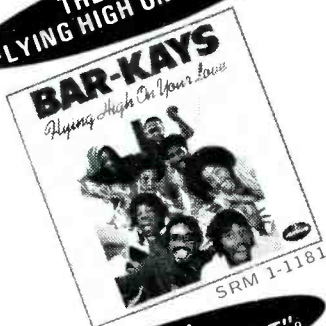
SRM 1-1180

PATRICK GLEESON
"STAR WARS"



SRM 1-1198

THE BAR-KAYS
"FLYING HIGH ON YOUR LOVE"



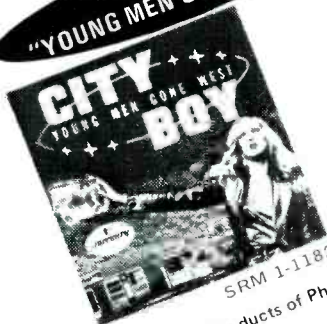
SRM 1-1181

REBA McENTIRE



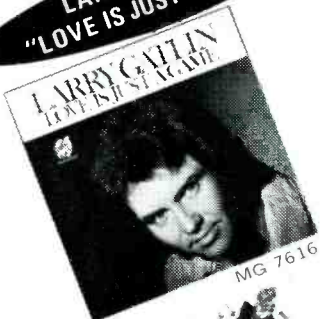
SRM 1-5002

CITY BOY
"YOUNG MEN GONE WEST"



SRM 1-1182

LARRY GATLIN
"LOVE IS JUST A GAME"



MG 7616

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ARBITRON ESTIMATES

FOR APRIL,
MAY, 1977
BASED ON
QUARTER
HOUR SHARES

Following are the No. 1 stations in four categories: Total 12+, Men, Women and Teens. We have observed that teens are moving more readily toward FM than other demographics in general programming. Teens have, in most cases, indicated where the remainder of the listeners would go, but with today's fractionalization, this may not be as strong a theory as it once was. Also, many stations are not mentioned who did very well. At any rate, these are the dominating stations in Men, Women, Teens and Total.

City	Total 12+	Men 18+	Women 18+	Teens
AKRON	WAKR	WAKR	WAKR	WZZP
ALBANY, etc	WGY	WGY	WGY	WTRY
ALBUQUERQUE	KOB	KRKE	KOB	KQEO
		KRST	KOB-FM	
ALLENTOWN, etc	WQQQ	WLEV	WQQQ	WKAP
ALTOONA	WVAM	WRTA	WVAM	WVAM
AMARILLO	KDJW	KDJW	KDJW	KPUR
			KGNC-FM	
ANCHORAGE	KHAR	KHAR	KHAR	KANC
ANAHEIM, etc	KBIG	KBIG	KBIG	KHJ
APPLETON, etc	WNAM	WNAM	WHBY	WNAM
				WIXX
ASHEVILLE	WWNC	WWNC	WWNC	WISE
ATLANTA	WSB	WSB	WSB	WZGC
AUGUSTA	WBBQ-FM	WBBQ-FM	WBBQ-FM	WBBQ-FM
AUSTIN	KVET	KVET	KVET	KHFI
BAKERSFIELD	KERN	KUZZ	KUZZ	KAFY
			KAFY	
BALTIMORE	WBAL	WBAL	WBAL	WLPL
BATON ROUGE	WXOK	WXOK	WXOK	WLCS
BEAUMONT, etc	KWIC	KLVI	KJET	KWIC
BILLINGS	KOOK	KOOK	KOOK	KOOK
BINGHAMTON	WBNF	WBNF	WQYT	WAAL
	WQYT			
BIRMINGHAM	WATV	WATV	WATV	WSGN
BLOOMINGTON	WJBC	WJBC	WJBC	WBNQ
BOISE CITY	KFXD-AM	KGEN	KBOI	KFXD-FM
BOSTON	WBZ	WBZ	WHDH	WRKO
BRIDGEPORT	WEZN	WPLR	WEZN	WPLR
BUFFALO	WBEN	WBEN	WBEN	WKBW
		WBNY		
CANTON	WHBC	WHBC	WHBC	WGAR
CEDAR RAPIDS	WMT	WMT	WMT	KLWW
CHARLESTON, etc	WPAL	WPXI	WPAL	WTMA
	WPXI			
CHARLESTON WV	WKAZ	WCHS	WCAW	WKAZ
CHARLOTTE	WBT	WBT	WBT	WAYS
CHATTANOOGA	WDEF	WDEF	WOOD	WFLI
CHICAGO	WGN	WGN	WGN	WLS
CINCINNATI	WLW	WLW	WLW	WKRQ
CLEVELAND	WHK	WHK	WHK	WVWM
COLORADO SPGS	KYSN	KRDO-FM	KRDO-FM	KYSN
COLUMBIA	WNOK	WIS	WXRY	WNOK-FM
COLUMBUS, GA	WOKS	WCGQ	WOKS	WOKS
				WCGQ

erly Report Radio Quarterly Report Radio Quarterly Report

City	Total	12+ Men	18+ Women	18+	Teens
COLUMBUS, OH	WTVN	WBNS-FM	WTVN	WNCI	
CORPUS CHRISTI	KRYS	KUND	KCCT	KRYS	
DALLAS, etc	WBAP	WBAP	WBAP	KFJZ-FM	
DAVENPORT, etc	KSTT	WOC	WHBF	KSTT	
DAYTON	WHIO	WHIO	WHIO	WING	
DAYTONA BEACH	WDBO-FM	WELE-FM	WDBO-FM	WMFJ	
DENVER, etc	KLIR	KLIR	KLIR	KTLK	
DES MOINES	WHO	WHO	WHO	KGGO	
DETROIT	WJR	WJR	WJR	WRIF	
DULUTH, etc	KDAL	KDAL	KDAL	WEBC	
EL PASO	KAMA	KHEY	KAMA	KINT-FM	
ERIE	WLVU	WLVU	WLVU	WCCK	
EUGENE, etc	KBDF	KUGN	KUGN	KBDF	
EVANSVILLE	WIKY-FM	WIKY-FM	WIKY-FM	WGBF	
FARGO, etc	KFGO	KFGO	KFGO	KVOX	
FLINT	WFDF	WFDF	WFDF	WTAC	
FT LAUDERDALE	WLYF	WLYF	WLYF	WHYI	
FT WAYNE	WOWO	WOWO	WMEF	WMEE	
FRESNO	KYNO	KMJ	KYNO	KYNO	
GRAND RAPIDS	WOOD-FM	WOOD-FM	WOOD-FM	WGRO-FM	
GREAT FALLS	KMON	KMON	KMON	KQDI	
GREEN BAY	WDUZ	WGEE	WGEE	WDUZ	
		WIXX			
GREENVILLE SC	WFBC-FM	WSPA-FM	WFBC-FM	WQOK	
HARRISBURG	WHP	WHP	WHP	WKBO	
HARTFORD	WTIC	WTIC	WTIC	WDRG	
HONOLULU	KKUA	KGMB	KKUA	KKUA	
HOUSTON	KYND	KPRC	KYND	KRBE	
HUNTINGTON WV	WGNT	WGNT	WGNT	WAMX	
HUNTSVILLE	WAAY	WBHP	WAAY	WAAY	
INDIANAPOLIS	WIBC	WIBC	WIBC	WNAF	
JACKSON MS	WJDX	WJDX	WJDX	WJMI	
JACKSONVILLE	WKTZ-FM	WKTZ-FM	WKTZ-FM	WIVY-FM	
KALAMAZOO	WKZO	WKZO	WKZO	WKMI	
KANSAS CITY	KMBZ	KMBZ	KMBZ	KBEQ	
KNOXVILLE	WRJZ	WIVK	WEZK	WRJZ	
		WRJZ			
LAFAYETTE LA	KTDY	KTDY	KTDY	KTDY	
				KVOL	
LAKELAND	WVFM	WVFM	WVFM	WRBQ	
LANCASTER	WIOV	WIOV	WIOV	WQXA	
LANSING	WVIC-FM	WJR	WITL	WVIC-FM	
LAS VEGAS	KENO	KFMS	KORK-FM	KENO	
LEXINGTON	WVLK	WVLK	WVLK	WLAP-FM	
LINCOLN NE	KFOR	KFMQ	KFOR	KLMS	
LITTLE ROCK, etc	KLAZ	KLAZ	KLAZ	KLAZ	
LOS ANGELES	KABC	KABC	KABC	KHJ	
LOUISVILLE	WAVE	WAVE	WAVE	WLRS	
LUBBOCK	KEND	KILL-FM	KEND	KLBK	
MACON	WDDO	WMAZ	WDDO	WDDO	
				WMAZ-FM	
MADISON	WTSO	WIBA	WTSO	WISM	
MANCHESTER NH	WKBR	WKBR	WZID	WFEA	
McALLEN, etc	KGBT	KGBT	KGBT	KRGV	
MEDFORD	KYJC	KYJC	KYJC	KYJC	
MELBOURNE, etc	WCKS	WDBO-FM	WCKS	WCKS	
MEMPHIS	WHBQ	WLOK	WEZI	WHBQ	
MIAMI	WQBA	WQBA	WQBA	WMJX	
MILWAUKEE	WTMJ	WTMJ	WTMJ	WOKY	
MINNEAPOLIS, etc	WCCO	WCCO	WCCO	KDWB	
MOBILE	WABB	WABB	WABB	WABB-FM	
			WABB-FM		
MODESTO	KFIV	KFIV	KFIV	KFIV	
MONTGOMERY	WHHY	WHHY	WHHY	WHHY	
NASHVILLE, etc	WLAC	WKDF	WLAC	WLAC	
NAUSSAU, etc	WABC	WCBS	WOR	WPLJ	
NEW HAVEN, etc	WELI	WELI	WELI	WAVZ	
NEW ORLEANS	WSMB	WGSO	WSMB	WNOE	
NEW YORK	WABC	WCBS	WOR	WABC	

Radio Quarterly Report Radio Quarterly Report Radio Quar

City	Total	12+ Men	18+ Women	18+ Teens
NORFOLK, etc	WTAR	WCMS-FM	WTAR	WGH
NORTHEAST PA	WARM	WARM	WARM	WARM
		WNAK		
OKLAHOMA CTY	KTOK	KATT	KTOK	KOMA
OMAHA, etc	KFAB	KFAB	KFAB	KOIL
ORLANDO	WBJW	WHOO-FM	WKIS	WBJW
PENSACOLA	WJLQ	WBSR	WCOA	WJLQ
		WCOA		
		WMEZ		
PEORIA	WMBD	WMBD	WXCL	WIRL
PHILADELPHIA	KYW	KYW	KYW	WIFI
PHOENIX	KRFM	KRFM	KRFM	KRIZ
PITTSBURGH	KDKA	KDKA	KDKA	WDVE
PORTLAND ME	WGAN	WGAN	WGAN	WJBQ-FM
PORTLAND OR	KGW	KGW	KGW	KGW
PROVIDENCE, etc	WLKW-FM	WLKW-FM	WLKW-FM	WPRO-FM
PUEBLO CO	KDZA	KDZA	KDZA	KDZA
RALEIGH, etc	WPTF	WPTF	WPTF	WQDR
READING	WEEU	WEEU	WEEU	WRAW
				WIFI
RENO	KCBN	KOLO	KOLO	KCBN
RICHMOND	WRVA	KRVA	KRVA	WRVQ
ROANOKE	WSLC	WSLC	WSLC	WSLQ
ROCHESTER NY	WEZO	WEZO	WEZO	WBBF
	WHAM		WHAM	
ROCKFORD	WROK	WROK	WROK	WROK
SACRAMENTO	KEWT	KEWT	KEWT	KROI
SAGINAW	WSGW	WSGW	WSGW	WSAM
				WHNN
ST LOUIS	KMOX	KMOX	KMOX	KSLQ
SALINAS, etc	KWYT	KTOM	KWYT	KDON
SALT LAKE CITY	KSL	KSL-FM	KSL	KCPX
SAN ANTONIO	KTSA	KTSA	KCOR	KTSA
SAN DIEGO	KOGO	KOGO	KEZL	KFMB-FM
SAN FRANCISCO	KGO	KCBS	KGO	KFRC
SAN JOSE	KBAY	KCBS	KBAY	KLIV
SAVANNAH	WSGA	WSGA	WSGA	WSGA
				WEAS-FM
SEATTLE, etc	KOMO	KVI	KOMO	KJR
SHREVEPORT	KOKA	KEEL	KOKA	KOKA
SIOUX FALLS SD	KSOO	KXRB	KSOO	KELO
SOUTH BEND	WSBT	WRBR	WSBT	WRBR
		WSBT		
SPOKANE	KJRB	KGA	KEZE-FM	KJRB
SPRINGFIELD	WHYN	WHYN-FM	WHYN	WHYN
STOCKTON	KJAX	KRAK	KJAX	KFRC
SYRACUSE	WSYR	WSYR	WSYR	WKFM
				WOLF
TALLAHASSEE	WGLF	WGLF	WANM	WGLF
TAMPA, etc	WWBA-FM	WWBA-FM	WWBA-FM	WLCY-FM
TERRE HAUTE	WTHI	WTHI	WTHI	WBOW
TOLEDO	WSPD	WSPD	WSPD	WOHO
TOPEKA	WIBW	WIBW	KSUT	WIBW-FM
TUCSON	KTKT	KTUC	KCUB	KTKT
TULSA	KRMG	KVOO	KRMG	KAKC
UTICA-ROME	WRUN	WIBX	WIBQ	WRUN
WACO	KHOO	WBAP	KWTX-FM	KRZI
WASHINGTON DC	WMAL	WMAL	WMAL	WPGC-FM
WATERLOO	KWWL	KWWL	KWWL	KWWL
WEST PALM BCH	WEAT-FM	WEAT-FM	WEAT-FM	WIRK
WHEELING	WWVA	WWVA	WWVA	WOMP-FM
WICHITA	KFDI	KFDI	KAKE	KLEO
WICHITA FALLS	KLUR	WBAP	KLUR	KTRN
WILMINGTON DE	WDEL	WDEL	WDEL	WIFI
WORCESTER	WSRS	WSRS	WSRS	WAAF
YAKIMA	KUTI	KUTI	KUTI	KIT-FM
YORK PA	WSBA-FM	WSBA-FM	WSBA-FM	WYCR
YOUNGSTOWN	WBBW	WBBW	WKBN-FM	WYFM



SILVER CLOUD RECORDS

NOEL LOVE

(212) 765 • 4410

DAVID KREBS/STEVE LEBER

(212) 765 • 2600

65 WEST 55TH STREET

NEW YORK, NEW YORK 10019

DENNIS LAVINTHAL

(213) 273 • 8811

155 NORTH LAPEER DRIVE

LOS ANGELES, CALIFORNIA, 90048



The following is a look at 15 of the most listened to morning personalities in the country, each rated by his T.S.A. cume with his M.S.A. quarter hour for comparison only. In addition, the No. 2 morning cume station is listed to reflect a true margin of success. It is obvious that Howard Vikin of WCCO has demonstrated how to do more with less since we can add the T.S.A. cume of morning in any three cities, and Howard has thousands to spare, if he could turn it into hair, Howard would have everything. And now the Morning Monsters—The Mean Fifteen.

(6-10 Morning No. 1 & 2
T.S.A. Cume and M.S.A. Quarter Hour)

1. Minneapolis - Howard Vikin No. 1 WCCO 969,200 40.3 No. 2 KSTP 277,400 5.6	9. St. Louis - Jack Carney No. 1 KMOX 158,800 32.3 No. 2 KSD 53,600 10.5
2. New York - John Gamblin No. 1 WOR 377,700 9.9 No. 2 WABC 329,700 8.4	10. Los Angeles - All News No. 1 KABC 151,400 8.8 No. 2 KNX 129,300 6.3
3. Chicago - Wally Phillips No. 1 WGN 385,000 21.6 No. 2 WLS 207,200 8.2	11. Washington - Frank Harden No. 1 WMAL 135,100 22.2 No. 2 WPGC 52,200 7.2
4. Detroit - J. P. McCartney No. 1 WJR 207,600 18.6 No. 2 WXYZ 64,000 8.0	12. San Francisco - Al Hart No. 1 KCBS 133,200 13.1 No. 2 KGO 117,100 11.2
5. Pittsburgh - Jack Bogut No. 1 KDKA 201,100 36.0 No. 2 WDVE 31,600 5.5	13. Atlanta - John Moore No. 1 WSB 114,600 31.8 No. 2 WZGC 43,700 10.6
6. Philadelphia - No. 1 All News No. 2 Ken Gartland No. 1 KYW 171,400 16.5 No. 2 WIP 140,400 13.0	14. Cincinnati - Jim O'Neil No. 1 WLW 69,400 18.3 No. 2 WCKY 31,100 12.6
7. Boston - Carl DeSuze No. 1 WBZ 169,000 16.7 No. 2 WEEI 110,900 15.1	15. Honolulu - J-Aku Pupule No. 1 KGMB 335,000 22.3 No. 2 KKUA 26,600 16.7
8. Dallas - Don Harris No. 1 WBAP 166,400 21.0 No. 2 KVIL- 154,600 13.6 FM	



RAISE A LITTLE HELL YOURSELF WITH ELVIN BISHOP
ON HIS NEW LIVE DOUBLE LP "RAISIN' HELL"
ON CAPRICORN RECORDS AND TAPES, MACON GA.

BUZZ BENNETT'S

List of 20s

For the First Half of 1977



TOP 40

- 1 EVERGREEN - B. STREISAND - Col.
- 2 DREAMS - FLEETWOOD MAC - W. B.
- 3 I'M IN YOU - PETER FRAMPTON - A&M
- 4 BLINDED BY THE LIGHT - MANFRED MANN - W. B.
- 5 UNDERCOVER ANGEL - ALAN O'DAY - Pacific
- 6 WHEN I NEED YOU - LEO SAYER - W. B.
- 7 TORN BETWEEN TWO LOVERS - MARY
- 8 HOTEL CALIFORNIA - EAGLES - Asylum
- 9 CAR WASH - ROSE ROYCE - MCA
- 10 SIR DUKE - STEVIE WONDER - Motown
- 11 DON'T LEAVE ME THIS WAY - THELMA HOUSTON - Mtn
- 12 DON'T GIVE UP ON US - DAVID SOUL
- 13 RICH GIRL - HALL & OATES - RCA
- 14 WALK THIS WAY - AEROSMITH - Col.
- 15 HIGHER & HIGHER - RITA COOLIDGE - RSO
- 16 NIGHT MOVES - BOB SEGAR - Cap.
- 17 THINGS WE DO FOR LOVE - 10cc - Merc.
- 18 BOOGIE MAN - K. C. & SUNSHINE BAND - TK
- 19 YEAR OF THE CAT - AL STEWART - Janus
- 20 I LIKE DREAMING - KENNY NOLAN - 20th

ALBUMS

- 1 STEVE MILLER - BOOK OF DREAMS (Cap.)
 - 2 FLEETWOOD MAC - RUMOURS (W. B.)
 - 3 EAGLES - HOTEL CALIFORNIA (Asylum)
 - 4 CROSBY, STILLS & NASH (Atl.)
 - 5 PETER FRAMPTON - I'M IN YOU (A&M)
 - 6 EMERSON, LAKE & PALMER - WORKS (Atl.)
 - 7 PINK FLOYD - ANIMALS (Col.)
 - 8 BOB SEGER - NIGHT MOVES (Cap.)
 - 9 STEVIE WONDER - KEY OF LIFE (Motown)
 - 10 JETHRO TULL - FROM THE WOOD (Chrysalis)
 - 11 CAT STEVENS - IZITSO (A&M)
 - 12 HEART - LITTLE QUEEN (Portrait)
 - 13 LITTLE FEAT - TIME (W. B.)
 - 14 BONNIE RAITT - SWEET FORGIVENESS (W. B.)
 - 15 GARY WRIGHT - LIGHT OF SMILES (W. B.)
 - 16 AL STEWART - YEAR OF THE CAT (Janus)
 - 17 BAD COMPANY - BURNIN' SKY (Swan Song)
 - 18 FOREIGNER - FOREIGNER (Atl.)
 - 19 DAVE MASON - LET IT FLOW (Col.)
 - 20 DAN FOGELBERG - NETHER LANDS (Epic)
-

BLACK

- 1 GIVE IT UP - MARVIN GAYE - Tamala
 - 2 I'VE GOT LOVE - NATALIE COLE - Cap.
 - 3 FREE - DENIECE WILLIAMS - Col.
 - 4 BEST OF MY LOVE - EMOTIONS - Col.
-

- 5 I DON'T LOVE YOU ANYMORE-T. PENDERGRASS-Col.
 - 6 EASY - COMMODORES - Motown
 - 7 I WISH - STEVIE WONDER - Motown
 - 8 TRYING TO LOVE TWO - WILLIAM BELL - Merc.
 - 9 AT MIDNIGHT - RUFUS - ABC
 - 10 AIN'T GONNA BUMP - JOE TEX - Epic
 - 11 FLOAT ON - FLOATERS - ABC
 - 12 SLIDE - SLAVE - Cotil.
 - 13 HOLLYWOOD - RUFUS - ABC
 - 14 SIR DUKE - STEVIE WONDER - Motown
 - 15 BOOGIE MAN - K. C. & SUNSHINE BAND - TK
 - 16 SOMETIMES - FACTS OF LIFE - TK
 - 17 DARLING BABY - O'JAYS - P. I.
 - 18 FEELS SO GOOD - MANHATTANS - Col.
 - 19 HIGH SCHOOL DANCE - SYLVERS - Cap.
 - 20 THE PRIDE - ISLEY BROS. - TNECK
-

COUNTRY

- 1 ALMOST LIKE A SONG - RONNIE MILSAP - RCA
 - 2 LUCKENBACH TEXAS - WAYLON JENNINGS - RCA
 - 3 SOUTHERN NIGHTS - GLEN CAMPBELL - Cap.
 - 4 ROLLIN' WITH THE FLOW - CHARLIE RICH - RCA
 - 5 LUCILLE - KENNY ROGERS - W. B.
 - 6 LET MY LOVE - RONNIE MILSAP - RCA
 - 7 SOME BROKEN HEARTS - DON WILLIAMS - ABC
 - 8 SAY YOU'LL STAY - TOM JONES - Epic
 - 9 THAT WAS YESTERDAY - DONNA FARGO - ABC
 - 10 MOODY BLUE - ELVIS - RCA
 - 11 COULDN'T HAVE BEEN BETTER-JOHNNY
 - 12 SHE'S GOT YOU - LORETTA LYNN - MCA
 - 13 LOVES YOUR HONEY - TOM T. HALL - Merc.
-

- 14 THAT WAS YESTERDAY - DONNA FARGO - W. B.
 - 15 JUST AN OLD LOVE - CHARLEY PRIDE - RCA
 - 16 I'LL DO IT ALL AGAIN - CRYSTAL GAYLE - U. A.
 - 17 HEART HEALER - MEL TILLIS - MCA
 - 18 PLAY, GUITAR PLAY - CONWAY TWITTY - MCA
 - 19 I'LL BE LEAVING ALONE - CHARLEY PRIDE - RCA
 - 20 CAN'T HELP MYSELF - EDDIE RABBITT - Elektra
-

ADULT CONTEMPORARY

- 1 EVERGREEN - B. STREISAND - Col.
 - 2 WHEN I NEED YOU - LEO SAYER - W. B.
 - 3 LOOKS LIKE WE MADE IT - BARRY MANILOW - Arista
 - 4 SOUTHERN NIGHTS - GLEN CAMPBELL - Cap.
 - 5 MY HEART BELONGS TO YOU - B. STREISAND - Col.
 - 6 TORN BETWEEN TWO LOVERS-MARY MacGREGOR-WB
 - 7 HOTEL CALIFORNIA - EAGLES - Asylum
 - 8 RIGHT TIME OF THE NIGHT - J. WARNES - Arista
 - 9 DON'T GIVE UP ON US - DAVID SOUL - P. S.
 - 10 DREAMS - FLEETWOOD MAC - W. B.
 - 11 MARGARITAVILLE - JIMMY BUFFET - ABC
 - 12 HIGHER & HIGHER - RITA COOLIDGE - RSO
 - 13 YEAR OF THE CAT - AL STEWART - Janus
 - 14 I LIKE DREAMING - KENNY NOLAN - 20th
 - 15 SAM - OLIVIA NEWTON-JOHN - Cap.
 - 16 HELLO STRANGER - YVONNE ELLIMAN - RSO
 - 17 I JUST WANT TO BE YOUR EVERYTHING-A. Gibb-RSO
 - 18 LUCILLE - KENNY ROGERS - W. B.
 - 19 HANDY MAN - JAMES TAYLOR - Col.
 - 20 SIR DUKE - STEVIE WONDER - Motown
-

The 1977 MCA Promotion Staff

Top 40/AOR/AC

Atlanta Lorine Mendell Charlie Walker	404-448-5584	Houston Ken Rush	713-781-6462
Baltimore Frank Falise	301-448-9300	Los Angeles Bob Osborn Neale Blase	213-768-3200
Boston Nancy Saavedra	617-244-7294	Miami Ricki Gale	305-592-5140
Buffalo Brad Hunt	716-839-2648	Minneapolis Brian Boylan	612-332-7428
Chicago Jeff Milne Rick Sudakoff	312-692-3366	Nashville Leon Tsilis	615-256-7017
Cincinnati Lee Fogel	513-721-4210	New Orleans Greg Stevens	504-821-5444
Cleveland Steve Knill	216-621-9770	New York Barry Goodman Sammy Vargas	212-759-7500
Dallas Ralph Witsell	214-241-8646	Philadelphia Lenny Kanofsky	609-854-5810
Denver Chuck McCommas	303-388-9218	San Francisco George Mangrum	415-543-6880
Detroit Arnie Leeman	313-588-6943	Seattle Jerry Leendertsen	206-322-3100
Hartford John Allen	413-732-6219	St. Louis Jean Burman	314-291-7744

R & B Regional

St. Louis Bernie Hayes	314-291-7744	New York Earl Sellers	212-759-7500
Atlanta Lamont Simpkins	404-448-5584	Los Angeles Sparkle Kemp	213-768-3200

The National Staff

213-985-4321

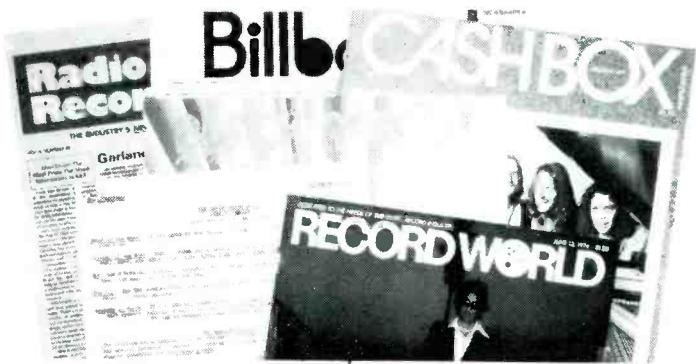
Shelley Hoppers	National Special Projects Director
Joy Hall	National Album Director
Jeff Lyman	National Country Promotion Director
Wendell Bates	National R & B Marketing Director
Wayne McManners	National Singles Director
Paul Lambert	National Singles Director
Ray D'Ariano	Vice President/Promotion

We'll Be Seein' Ya . . .

.MCA RECORDS

THE TRADES

1977



A random sample survey of some 1000 radio stations, netting a return of about 250 questionnaires shows RADIO AND RECORDS newspaper taking over from BILLBOARD magazine in overall importance to radio programmers.

The question on the survey, "Please list the five trade publications most important to you" results in R&R pulling almost 140 points ahead of BILLBOARD magazine. The same kind of survey one year ago had BILLBOARD edging out R&R.

Just by simple mathematics the survey was heavily weighted toward Top 40, but in a breakdown of formats R&R also was the favorite of AOR and Adult Contemporary stations as well.

BILLBOARD still is the choice of country programmers, but R&R was right behind them in that category. Likewise, with just a small return from black stations BILLBOARD came out number one, but the new (one year old) BLACK RADIO EXCLUSIVE came in a close second. Perhaps a broader sample in that category would change the overall results.

The only other change in the top five, from last year's survey, shows RECORD WORLD moving into fourth place in importance, with BROADCASTING dropping back to fifth. Likewise, George Meier's WALRUS report shows stronger than it did a year ago.

Jerry DeCaliano's IN-

SIDE RADIO continues to show stronger and stronger with each report. That management-type publication moved from 19th to 12th in overall rankings.

Point system of the following survey broke 5 for number one, 4 for second,

etc.

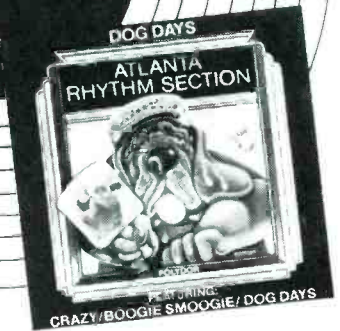
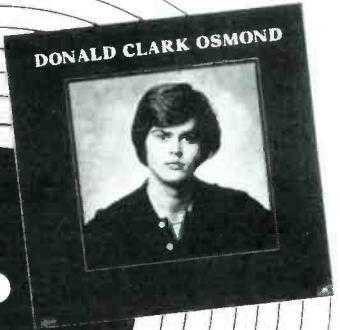
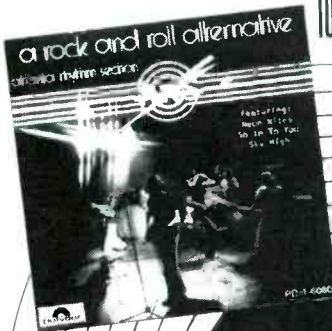
Again, it should be remembered the following is merely meant to be a key and not a final word, because of the heavy weighting toward Top 40 and the lack of proper balance of black radio stations.

TRADE	ALL FORMATS					TOTAL POINTS
	1	2	3	4	5	
1. RADIO AND RECORDS	485	172	48	20	1	728
2. BILLBOARD	185	204	129	54	22	594
3. BILL GAVIN	150	152	66	34	18	420
4. RECORD WORLD	30	92	66	64	24	276
5. BROADCASTING	105	12	57	18	9	201
6. KAL RUDMAN-FMQB	30	56	69	24	7	196
7. CASHBOX	5	44	24	50	21	144
8. WALRUS	35	20	18	8	2	83
9. RMR (BRANDON)	15	16	15	12	1	59
10. RADIO/TV AGE	0	12	15	4	1	32
11. BROADCASTING PROG/PROD	5	4	6	12	3	30
12. INSIDE RADIO	0	12	6	6	4	28
13. ADVERTISING AGE	10	12	3	0	2	27
14. BLACK RADIO EXCLUSIVE	15	0	0	6	0	21
15. BETTY BRENNEMAN.BRS	5	0	9	0	3	17
16. B/M/E	0	4	6	0	1	11
17. S.A.M.	5	0	3	0	0	8
18. HALL RADIO REPORT	0	4	3	0	0	7
19. BOBBY POE	0	0	3	2	1	6

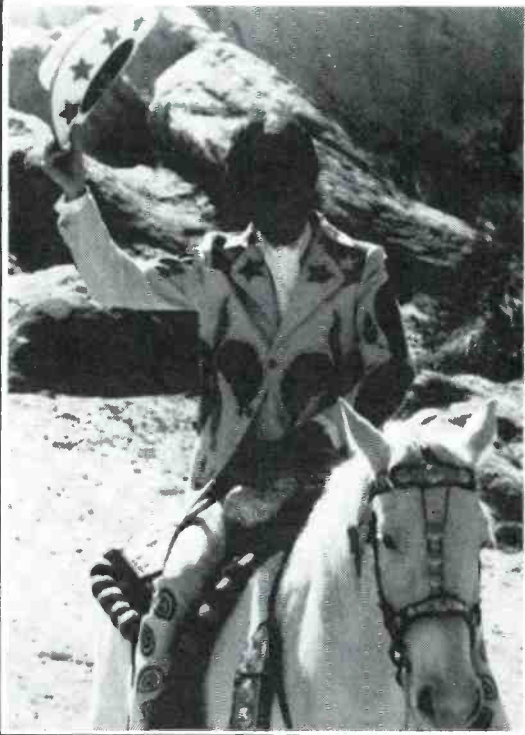
TOP 5/BY FORMAT

<p>TOP 40</p> <ol style="list-style-type: none"> 1. RADIO AND RECORDS 2. BILL GAVIN 3. BILLBOARD 4. RECORD WORLD 5. KAL RUDMAN 	<p>ADULT CONTEMPORARY</p> <ol style="list-style-type: none"> 1. RADIO AND RECORDS 2. BILLBOARD 3. BROADCASTING 4. BILL GAVIN 5. RECORD WORLD
<p>AOR</p> <ol style="list-style-type: none"> 1. RADIO AND RECORDS 2. BILLBOARD 3. WALRUS 4. KAL RUDMAN-FMQB 5. RECORD WORLD 	<p>BLACK</p> <ol style="list-style-type: none"> 1. BILLBOARD 2. BLACK RADIO EXCLUSIVE 3. RECORD WORLD 4. CASHBOX 5. BILL GAVIN
<p>COUNTRY</p> <ol style="list-style-type: none"> 1. BILLBOARD 2. RADIO AND RECORDS 3. BILL GAVIN 4. RECORD WORLD 5. CASHBOX 	

HOT!



MICHAEL NESMITH LOOKS AT RADIO



Next door to the Radio Quarterly Report office at Mission Street, (there are no street addresses here), between Fourth and Fifth in Carmel, resides Pacific Arts, a company started and maintained by Michael and Kathryn Nesmith. Michael, probably most well known for being one of the four members of the Monkees, (a group that sensationalized the country for a period in '67-'68), is the only one of the group who has had hits both as writer and artist since the group broke up; as well as being the sole businessman of the bunch. One may (depending upon the occasion) see Michael picking the guitar or studying huge sheets of sophisticated financial projections. When you walk past the secretary's desk today take note of her little bottle of Liquid Paper. Michael's mother, as a secretary in a Dallas office, invented that little gem, and one suspects that Michael might have gotten a good deal of his business sense from her, though we never talked about it. Her most famous saying is, 'Bloom where you're planted.'

About a block away from the house where poets like George Sterling, Jack London, Ambrose Bierce, Sinclair Lewis, Upton Sin-

clair and others parlayed in the early 1900's, Michael and Kathryn live with their dog, Isaiah and their cat, Noah. The large old southern looking brick from the outside, (thank God they took away the statue), turns (on the inside) into a feeling that much resembles Michael's white shoes, white pants, flowery Hawaiian shirts and Polaroid sunglasses. His favorite dress upon most occasions.

He and Kathryn are very dear friends, and we have talked about radio so much that it was obvious that some of those views of Michael's should get down on tape and be shared...

Saturday afternoon, 3 PM, Michael's cooking ribs, Kathryn's writing at the dining table...immediately downstairs with the recorder, past the giant TV screen, the video tape and video games and the 16 mm projector and the giant speakers and the 'best turntable you can buy' to the couch...

—RADIO—

It's a waste of time. In the United States of America, 212 million people did not buy the Fleetwood Mac record.

BOB: Do you listen to a lot of radio today?

MICHAEL: No.

BOB: Why not?

MICHAEL: It's a waste of time.

BOB: Why is that?

MICHAEL: Well, you're not provided with any information that helps solve any of your life dilemmas. The minute you turn on a radio, you find somebody on the 'make,' somebody that's trying to get your attention and turn you on, and motivate you to do something they want you to do. There's no genuine desire on the part of any radio station, that I can turn on, that's in my experience, to really serve and be a great useful help to me.

BOB: What if you were totally responsible for programming a radio station? How would you do it differently?

MICHAEL: Well, I don't exactly know. I suppose if somebody just handed me a radio station right now ...KLRB...'here, you can put anything you want to on the air'...I would use it as a palette...and just sort of put on it whatever intrigued me...or sounded interesting. Whether or not I could stay in business doing that, I don't know ...maybe not. But I have a feeling that, that might work

because of the desire on people's part for individuality. Anytime I see individuality expressed either in the selection of music or in the type of programming that's going on, I'm interested. In the first place, though, if somebody gave me a radio station to program, I would turn it down. I wouldn't be interested in it. If they said, 'you can have it,' I'd sell it. Unless I was able to spend some time determining just exactly the physical nature of radio and radio waves...perhaps uncovering some broader use for that energy...perhaps to power an engine. Broadcast something that would make the motor move, that would turn the blender, that would beat the eggs...you know what I'm saying? You go into your car and you dial up your frequency pattern for that particular place, and it starts up the engine in your car and you buzz off...

BOB: A top forty car...

MICHAEL: Those physics are intact. I mean as far as I know, you can make a radio engine...But, let's just get down to the nitty gritty... I mean...radio's a waste of time...it's an absolute waste of time. It's a moribund, sickly, industry...as an industry it's going nowhere...and it died on its own in-breed-

ing.

BOB: What's to do then?...That's what I'm trying to get at.

MICHAEL: Well, if you're going to do anything, there's going to have to be some sense of an individual taking over and applying his or her individuality into the radio spectrum, apart from entertaining some sort of fearful and stupid sense of what the ratings are telling them. You wander around and chase from ARB book to ARB book, by your statistics...you can't run a radio station that way and you can't run records that way... you might have a period of success, but, you're going to have to be faced with the long-term goal of having to take the money and run... leaving nothing in your wake but a bunch of smoke.

BOB: You have an album out...we were talking about the way that album gets exposed to the public... you were talking about leaving radio out of that.

MICHAEL: Well, radio is out of it. I don't any more depend on radio to get my records to the public, than a man in the moon. Radio is obstinate, stubborn...they don't want to play anything... and I'm not going to grab them and jockey for position with the latest BeeGees

record, because that's not what I'm doing. That doesn't serve me or the consumer. You get some...lunatic...ideas going about programming five records a week and that's in order to make your radio station sound consistant... Well, why don't you put a thousand cycle tone on it and leave it on all day. That way people know what they get when they tune it...you just interrupt it for the commercials. You might as well.

BOB: Don't you think radio is playing what they consider to be the best records?

MICHAEL: Do I?

BOB: Yeah.

MICHAEL: No...I think radio is playing what serves their own interests...what they consider is going to get them more listeners so they can get more 7-UP commercials.

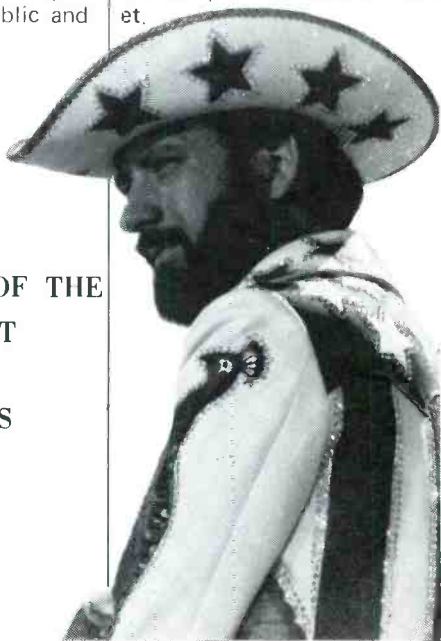
BOB: But, isn't that what the public wants?

MICHAEL: Well, listen, when you say...'what the public wants'...you're talking about...a radio station goes into a market and it serves a percentage of that market that doesn't even resemble what's in that market and the number one station in town serves no more than a very small percentage of the people in the whole town. Who cares? I'll give you a

good example...take a John Denver record...2 million people buy a John Denver record...or Fleetwood Mac... three million people bought the last Fleetwood Mac album. That means in the United States of America, 212 million people did not buy the Fleetwood Mac record. You're talking about a mass, broad, saturation medium and Fleetwood Mac appealed to their fans and they've probably gotten to the people that enjoy Fleetwood Mac records. But, if Fleetwood Mac starts entertaining some sort of idea that they're really serving the public and

doing these giant beneficial things for man-kind...it's nonsense. There are only a few million Fleetwood Mac fans. What do you think radio does when it gets 20% of the audience or 2% of the audience or some dumb percentage like that...and they say, 'yeah, we're really serving the public.' They're no more serving the public than if you stand on a street corner and give a dollar to every 110th man that walks by, and you claim you're distributing the wealth. Make it a penny. It's closer to the truth. Radio is a drop in the media bucket.

**THE LOONIES OF THE
TIGHT PLAYLIST
HAVE DONE IT
TO THEMSELVES**



BOB: I wonder how that compares...for example ...how many people have seen STAR WARS?

MICHAEL: I don't know. It's done 50 million dollars so far. But, you see the life of STAR WARS goes far beyond just the movie... How many people are touched by that? You see, STAR WARS is the new Beatles. People have always wondered what the new thing was going to be?...I'll tell you what it IS...It's STAR WARS. And I'm personally delighted.

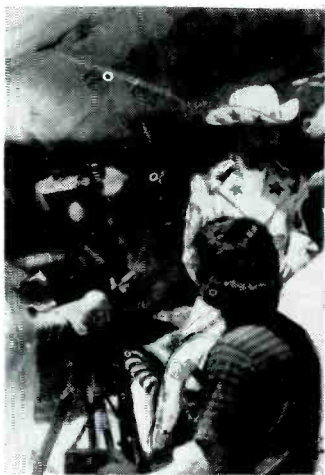
BOB: The whole idea of video...video disc, video cassette...When you say that STAR WARS is the new Beatles...are you saying 'Video'?

MICHAEL: Well, the visual is very important. You see, you have to recognize what happened when the Beatles happened...and what's now happening with STAR WARS...You know...you have a 'sociological' phenomena on your hands. It's potent and powerful. There are three STAR WARS sequels ready to come. We're coming into a period of science fiction and fantasy and...the likes of which we haven't seen in a-while. People are going to have to get off on it. And yeah, you're going to have to be able to transmit that visually, but it's not the only way

you can transmit it. Radio has an opportunity to avail themselves along those lines. I could very easily see radio drama coming back. People are going to use their own consciousness to fill in the blanks. The whole idea of using their head, real interesting. But, as far as the future of radio is concerned, radio is going to ultimately end up being a medium for travel...that's where it's heading. I walk in a door...switch to a certain frequency and arrive at a destination. It's implicit in the history of man. But I mean that's in the future. That's not going to help the guy in Iowa who is wondering what to play. It seems that a radio station has to take more of a definitive attitude toward imagery and discovery than it has in the past. The idea that it's this 'familiar old friend' that was fostered during the middle 60's...that whole period of idiocy. It was at least stupid when it came out and now it's criminal. So when you look at what radio can potentially do right now, It's to stimulate...in some degree...my thinking or your thinking, or the thinking of the listener...rather than lulling the listener to sleep and sneaking some Kellogg's in on him.

BOB: Are you saying you're against commercials?

MICHAEL: No, no, no. I'm not against commercials... I like commercials... commercials are a good way for me to find out what's happening in the market place. Anybody I know is happy to find out about commercials...It's the dishonesty that grates. I know a lot of people who have commercial files...they know what's happening on the screen and what's effective. But, we're only months away from the two second commercial. If you've ever



TOP 40 TELEVISION IS UPON US



seen a two second commercial...if you'll contemplate a two second commercial...it makes a one minute spot seem like a half hour...You can say more in one or two seconds with well chosen 'buzz' words than you can in a minute of just drivel. You tell people why they need this and why they need that...radio can effectively utilize one and two second commercials...But it doesn't come from radio stations...What you've got in radio is them sitting around with their hand out waiting for the next big guy from Ford Motor Company...

BOB: You talk about using video for marketing music...

MICHAEL: Top forty television is upon us. You know that. The reason that it's on us is that you have a diminishing power of the networks. They no longer have the same programming clout that they did ten years ago ...So you have a whole lot of little bitty television stations around that need programming. Television stations have found that it's viable to be in the market place without a network tie-up. For instance, 'Mary Hartman, Mary Hartman' outdistanced everything in its time slot, and it was syndicated on independent stations. So, for the

first time the independent, opposite ABC or NBC or CBS had the opportunity to sell more time than any of the networks. These stations sit around and they have these three and five and seven minute slots...that they just don't have anything to do with. Radio can drop in a bunch of things at three o'clock in the morning, but television is another story. You can't throw up a test pattern or something like that...The point is that the need for programming on television is a little more desperate than it is on radio...and if one is wise...you recognize that it's an opportunity...if one is an artist...to put together a film that you can drop into that market. It's already been done with a huge success with Kiss. They sold 250,000 units before it was even played on the air. They used television...just took Kiss with all its outrage...with the smoke and fire and throwing up blood and everything...had, like a two or three minute little thing and they just put that out to every Saturday morning television jockey and Saturday afternoon dance party...They just saturated the country. You see, the important thing, Bob, is that radio is no longer the means of discovery that it once

was...radio has turned into Muzak...commercial background music...and the Loonies of The Tight Playlists have done it to themselves and they're going to continue...They're forgetting that the ratings are just people who are listening to radio...They're taking a survey of people who listen to radio...survey people who don't listen to radio. So, more people are listening to KHJ than are listening to KWST. So what, if only 200 people are listening to the radio? And that listening may be somebody tuning in, in the morning to find out what time it is...it's casual too. It's a casual throw-away. It doesn't have the slightest thing to do with somebody saying 'hey, here's a good opportunity for me to get turned on'...or 'Say, did you know that Don Steele is coming on? We should really listen to him and hear what he's got to say.' I cannot imagine anybody saying such a thing...and the 'ah's'...and the 'okay's'...and the 'all-rights' of the FM jocks, provide me with no information at all. Radio is going to have to turn into an individualized, discovery medium.

BOB: I'm still not certain what you mean by that...

MICHAEL: Well, when I sit down to make a rec-

ord...I'm not one of the most successful at it...I've been around for a long time which I suppose means something. But, when I'm thinking about writing a song, I don't think 'uh-oh, I can't say that ...I'll eliminate the females over 25'...Or I don't say, 'oh, no, I don't want to do it in 'b-flat' because 'b-flat' has been shown to be a tune out to the black population in Milwaukee.' My thinking doesn't go that way...but, you talk to a program director and that's all you hear. Well, the way I'm talking about thinking...when you're operating independently...according to your own intuition and sense of art...sense of doing things...Most of the program directors I've run into (there are a few exceptions)...'Oh, yeah man...we can't do that...we tried that one time and we lost all the males under 12'...That stupid business of trying to fly your ship by statistics, ..like trying to fly an airplane by looking in the rear-view mirror. You can discern where you've been, but you don't know where you're going. The whole damage to radio is self-inflicted. 'Sense of art' is held in the same area you hold licentiousness, self-indulgence and temperament...the things that pop into mind when you think

of an artist. But what I'm saying is that what pops into my mind when I think of art is 'intuition'...'insight'...'discovery'...'courage'...'determination'...'a desire to serve and better'...All those things are qualities of art, and if that doesn't make good programming, I'll eat my shoe...But, let's lay it on the line...It's so funny to hear people talk about radio as if it is a viable medium...It's not...It's over...Gone...Bye... That's it. You're not talking about saving radio. You're talking about resurrecting it.



We're only months away
from the 2 second
commercial



THIS BUSINESS OF RADIO PROGRAMMING (BILLBOARD) HAS BEEN WRITTEN AND COMPILED BY CLAUDE HALL AND HIS WIFE BARBARA, NOW AVAILABLE AT BILLBOARD PUBLICATIONS. LIST PRICE IS \$15.95. THE 360 PAGE HARDBACK HAS TWO BASIC SECTIONS..... 1ST PART IS AN OVERALL EXPLANATION OF THE BUSINESS WITH CHAPTERS AND SUCH NITTY-GRITTY BUSINESS PROBLEMS AS "WHAT GENERAL MANAGERS THINK OF DISC JOCKEYS", "RESEARCH", "THE PROGRAM DIRECTOR", PROGRAMMING AS A SCIENCE AND RATINGS, ETC.

THE 2ND PART IS IN DEPTH INTERVIEWS WITH PEOPLE LIKE CHUCK BLORE, GEORGE WILSON, GARY OWENS, CHARLIE TUNA, BILL DRAKE, DWIGHT CASE, RON JACOBS, GEORGE BURNS AND OTHER NOTABLES.

CLAUDE AND BARBARA WORKED VERY HARD TO COMPILE THIS VERY INFORMATIVE BOOK.

ROLL WITH THE FLOW

Words and Music by M. Nesmith 1971

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She was a lackluster lover
Who thought of another
When I offered her my hand
To help her in out of the rain
Then, she became quite possessive
When I gave her the message
That I had to leave
On the out-bound ten o'clock train.
She said, "I thought you were stable
And that I might be able
To talk you into stickin' around
For a couple of years."
I said, "I roll with the flow
Wherever it goes and it's rollin'
Out of here!"

There was this didactic minister
Who told me of sinister things
Which would happen
If I were to do something wrong.
He spoke at length about brimstone
And lives that were based on
Belief that the bad and the good
Were equally strong.
That's why I think I undid him
When I started to kid him
'Cause he said, "If you'll give me some time
I can make it quite clear.
I said, "I roll with the flow
Wherever it goes and it's rollin'
Out of here."

Now those are two fine examples
Of the way that I handled
The pressure that tried to draw me away from
the light
And in the final analysis
It's foolish if you resist
The changes that come into your everyday life
There might be some trepidation
But don't let hesitation
Deprive you of hope and try to replace it
with fear
Just roll with the flow
Wherever it goes
Even if it rolls
Out of here

STAR WARS MANIA

MAY THE FORCE BE WITH YOU

"We have reached a point beyond anybody's belief...."

Charlie Lippencott

STAR WARS

No.....he (George Lucas, Producer of STAR WARS) would never do formal market research. He has never been attracted by it. In fact, the formal market research that was done on the film by Twentieth Century Fox...did five reports on the film and they all came out

negative. We were told the film was going to be an utter and complete failure. That we had the wrong name...that we were into science fiction which is the wrong genre...the research department was even saying in June that we would fail...that we had no legs at the box-office."



In case you haven't heard, there's a STAR WARS explosion on. The question right now is whether in history there has ever been a piece of media communication that has affected so many people so delightfully. Perhaps you too have stood in line for an hour or two...not so unusual...there was THE GODFATHER, THE EXORCIST...but, when in heavens name did so many people stand in line...twice!!!!?????

2001 netted 21 million dollars. "Science Fiction" (and there's plenty of question about that name...when it comes to STAR WARS...try "Space Fantasy") has never gone beyond that. Yet just a few short weeks after release, STAR WARS had already netted 66 million dollars, and it was still to be opened in second and third run theatres...and that was only in the United States. The rest of the world doesn't open until September.

Charlie Lippencott, VP. Advertising-Publicity-Promotion-Merchandising of STAR WARS, INC., talked to us in his office at Universal.

He was a former college classmate of George Lucas...studying film...Charlie went to law school, but didn't finish. He's been with STAR WARS, on the payroll, since 1975.

At the moment, in his office on the Universal Lot, (George Lucas also did AMERICAN GRAFFITI) the

phone never stops ringing. Department stores are setting up whole STAR WARS sections, over a million STAR WARS t-shirts have been back ordered. The STAR WARS comic book is selling in pounds. And that's only the beginning. Foreign newspapers are running front page news stories on the movie, even before it opens in their country. At the International Comic Book Conference in late July, Charlie presented a "making of STAR WARS" slide presentation. The audience was made up of people from all over the world...yet only four out of several hundred said they hadn't seen STAR WARS.

Michael Nesmith was not alone when he said that STAR WARS is the new Beatles; Jerry Weintraub, manager of such folks as John Denver and Frank Sinatra, has also publicly called STAR WARS the new phenomena. When asked about this, Charlie answered, "We're a different type of phenomena for a different decade, but it's a continuing thing that will keep growing."

A sequel is in the works. Rumors that there are already three scripts written are untrue. The follow-up is in the planning stage at the moment, with hopes that the script will be finished by January or February. Production is planned to begin, possibly late next summer.

Contrary to popular be-



lief, a STAR WARS does not occur overnight. One evening in 1971, George Lucas and Gary Kurtz were sitting around trying to decide what movie they wanted to go to... both being heavy movie buffs. There were none. So they began a rap about what kind of movie they would really like to see...and from this decided that THEY should make it.

George wanted to make an updated version of a Flash Gordon movie, so he approached King Features on the idea...but they weren't interested in George...they had hopes that Fellini would make it his next movie. He went home and thought about it and decided to begin work in earnest on his own story..."a space fantasy."

The concept has now gone five scripts and six

years. The special effects shop opened up in June '75. Actually set shooting began in March of '76.

It cost a total of 9½ million dollars to make (½ million less than 2001...even though inflation has made everything go up in price since then) and two studios turned it down before Alan Ladd, Jr. (President-Twentieth Century Fox) put his trust in it. Here you had an unknown quantity...no book in front...no certainty as to who the audience might be...and you had a research department that said everything was wrong with it and it would fail. But, right from the start, in the 35 initial theatres, the response was overwhelming...and the good old word of mouth advertising made the lines start...and grow...and grow...and grow.

One of the things peo-

ple talk about in discussing the concept of STAR WARS, is its "simplicity." We asked Charlie about that..."Good and bad...black and white morality. That simplicity and the ideas behind it...a lot had to do with the concept of the fairy tale. You see this is why we called it a "space fantasy" rather than Science Fiction. Science Fiction, as a concept has changed. It has become more involved with cerebral ideas and less involved with adventure in the last decade or so. We took it back to an earlier period...a period of space opera in the 20's and 30's. We also incorporated the whole idea of fairy tales and set up a morality that seemingly on the surface is very strict, although there are a lot of gray areas underneath that haven't really been delved into as yet."

Charlie continued, 'George is very much into what audiences want to see. He really considers himself into the whole area of sociology in trying to please audiences. He thought a lot about it...but he also thought a lot about what he himself wanted to see. I think he kind of sees himself as the person who really likes to see movies ...to be entertained and pleased at what he's coming to see. A strong element of surprise is put into the film and incorporated right from the beginning...that whole feeling of wonder that would bring them back to that feeling they had as a child...when

things seemed to be totally new and different from what was around them...and they weren't jaded about the world around. That concept ...that feeling...I think is very important...in film and other areas too."

Charlie then began to succumb to the idea that STAR WARS is the new Beatles..."That's what the Beatles brought on the scene. It was a really strong change from what was going on and people had a whole feeling of wonder...there was a real surprise element there. This is very important. It rarely comes up. I think Bob Dylan did it to a certain extent...and the Beatles did it...and prior to that in the 50's it was Elvis Presley. Each time it produces a change which evolves...it gets copied by others...but quite often it gets broadened into other areas...and of course leads to the next change...but it has to do with some phase of the culture evolving...with each step it takes. The 70's has been very down...there hasn't been much change...and I suppose one of the things...This film has helped to bring about a certain change for the future ...At the end of every decade Miles Davis brings a change into jazz that either has an effect on pop music or some other area of music...About the only person that has done this, decade after decade...To be able to do this is a wonderful gift."

Then you talk about

the real effects of the movie. One of the comments we heard was that STAR WARS would produce a new preoccupation with metaphysics that the world has never known; Charlie commented, "I think it's probably true. There is an interest...I hope more than a very light surface interest...in some of the things that are being talked about in the film...both politically and spiritually...I know fundamentalist groups have grabbed onto it immediately. There's a lot of depth to the film and people are starting to see some depth...with the characters and the ideas that are brought up."

RQR has run its own mini-survey as it regards one scene in the film. We found that people, no matter how old, or where they live....

from New York to Pittsburgh to Chicago, to L. A..... applauded at the point where the space ship goes into "hyper-space."

We asked Charlie about that reaction, "It's something I've talked to George Lucas, quite a bit about...a lot of it had to do with...although the special effect itself is very simple...a lot of tension built up and by that time the empathy with the characters is very strong and the first action space flight involving the characters...and you feel this whole shuddering...you feel this thing of going out into space and being chased by monstrous, unknown, evil. All of a sudden they're released from that... and they have no idea what is going to happen. It's one of those points just like at the

There's a lot of depth to the film and people are starting to see some depth with the characters and the ideas that are brought up.



end of the film when Hanolo comes in and helps Luke in the trench. At that point, also, they usually clap. It's that whole feeling of building up this tension...just like the Saturday afternoon serials. You know in the back of your mind that the hero's going to win, but you don't know how he's going to win. But, at that moment he gets saved...it's the Cavalry charge over the hill."

Charlie noted that the special effects hyper-space scene, seen singularly would not be effective. He also pointed out that George Lucas spent a lot of time working not only on the ideas of visual perception but on sound also. Much of the film's effectiveness has to do with the sound...producing something of "joy and exhilarating excitement."

Another effect of the movie comes with the feeling upon leaving the theatre. Charlie responded to the suggestion that going back in the real world outside the theatre is much like going back in time..."I've talked to a lot of people...adults...that said they wished they lived in that universe...When they came out they couldn't believe they were back on earth."

STAR WARS then is not just a movie...but a whole idea...Charlie agreed, "I think that we've got something...We're just going to have to grow with it...I hope other people do too, because George made this with the

idea that other people would have a chance."

Finally, we could wait no longer for a selfish question. How do you put STAR WARS on radio?

"People have asked us about this...about doing a serial...We'd love to. I think it can be done. People used to do fantastic stuff in old radio...I've listened to a lot of old shows...I own a lot of tapes of them...I think, the one thing about radio...that has it way over TV...There was a period that really excited people's imaginations which TV took away from them...The oral experience gave people the opportunity to imagine in their minds what was really happening out there. That's why they had things like "Make Believe Ballroom"...and all those exciting radio shows...I think people are interested now in coming back to that...CBS has proven it with their mystery theatre...with the basic concept...and I think it's going to go beyond that. I think the basic idea is to find a way of taking the characterizations...and the ideas and building on that...and I don't have the answer as to exactly how that is to be done."

Perhaps the answer may come from Obey one Canobie... "Use the force, radio".....

Footnote: One little bitty point people have asked about...Darth Vader was played by David Prowse...but the voice was James Earl Jones.

A Brief Chronology of



Mass Communication

- 105 a.d. Chinese had made paper and ink.
 By 450 Block printing practiced in Asia.
- 868 Oldest preserved block-printed book, **THE DIAMOND SUTRA**.
- 900-1450 Book scribes developed high skill. Movable type developed in China, and cast metal type in Korea. Just before the middle of the fifteenth century, Gutenberg and others apparently perfected the system of casting metal type, and applied it to bookmaking with a practical hand press and oil varnish ink.
- 1456 The 42-line "Gutenberg" Bible.
- 1450-1550 Beginning in Germany, printing swept over Europe. Caxton established an English press in 1476. Aldus was operating his famous press in Italy in 1494.
- 1539 First press in Western Hemisphere—Mexico.
- 1621 First coranto (news sheet) printed in Amsterdam (First English coranto, 1622).
- 1638 First press in American colonies. The oldest extant book printed in America—**THE BAY PSALM BOOK**—published in 1640.
- 1665 First English newspaper, **LONDON GAZETTE**.
- 1690 First American newspaper, **PUBLICK OCCURRENCES**, Boston. It lasted one issue.
- 1702 First daily newspaper in English, **THE DAILY COURANT**, London.
- 1704 First continuously published American newspaper, **THE BOSTON NEWS-LETTER**.
- 1731 First magazine, in present meaning of that term—**THE GENTLEMAN'S MAGAZINE**, London.
- 1741 First magazine in America, **AMERICAN MAGAZINE**, Philadelphia.
- 1784 First successful daily newspaper in America, **THE PENNSYLVANIA PACKET**, and **DAILY ADVERTISER**, Philadelphia (First issued tri-weekly, then daily).

- 1805 Stereotyping process developed.
- 1807 Fourdrinier brothers perfected system for making paper.
- 1814 Steam power applied to printing press, and cylinder press developed.
- 1833 First penny paper, THE NEW YORK SUN, opened the way to mass circulation.
- 1839 Daguerre developed practical method of photography (daguerrotype).
- 1844 Morse transmitted first telegraph message.
- 1848 First press association in America.
- 1853 Paper made from wood pulp.
- 1857 First transatlantic cable.
- 1867 First practical typewriter.
- 1868 First web perfecting press.
- 1872 Process of photoengraving developed (halftone in 1880).
- 1873 First daily illustrated paper.
- 1876 Bell transmitted the first telephone message by overhead wire.
- 1877 Edison invented the phonograph.
- 1886 Mergenthaler introduced the Linotype.
- 1894 Motion picture projector perfected and first films shown the public.
- 1895 Marconi sends and receives wireless messages.
- 1897 Motion pictures of Corbett-Fitzsimmons fight. First motion picture which told a story, "The Great Train Robbery." made in 1903.
- 1904 Telephone wirephoto sent from Munich to Nuremberg.
- 1906 Fessenden transmitted human voice by radio.
- 1920 Beginning of regularly scheduled broadcasting—8 MK (later WWJ), Detroit, and KDKA, Pittsburgh.
- 1923 Picture televised between New York and Philadelphia.
- 1923 TIME started new fashion in news magazines.
- 1924 Tabloid newspaper.
- 1926 Beginning of book clubs.
- 1926 First radio network, NBC, Blue (ABC) and CBS, 1927 MBS, 1934.
- 1927 "Jazz Singer" started vogue of talking pictures.
- 1928 First Disney animated cartoon.
- 1928 Regular television schedule began by WGY, Schenectady.
- 1935 Major E. H. Armstrong developed FM.
- 1936 LIFE started new fashion in picture magazines.
- 1938 Daily facsimile broadcasts started by KSD, St. Louis.
- 1941 Full commercial television authorized.
- 1948 Beginning of great expansion of television. From 100,000 sets in the U. S. at the beginning of that year, total increased more than one million during 1948, and thereafter in rapidly rising curve.
- 1952 End of television "freeze," permitting new stations to be licensed and television to spread across the continent.
- 1954 Beginning of color television broadcasts on regular and continuing commercial basis.



The Firesign Theatre Looks at Radio

They're back together and their 11th album should hit 90,000 by Christmas Butterfly records (their new label) exec Nancy Sain told us. The Firesign theatre has sold over 3 million albums according to label info sources . . . Kicking off at the Roxy the group made quite an impact on the industry by delivering plain white envelopes with only the presidential seal as a return address . . . of course the envelopes were opened and of course there was a full house at the Roxy as the note inside suggested, an invitation to "a special command performance of a Firesign chat. In the box at the performance was a man who so looked like Jimmy Carter ("Jimmy we're doing this all for you, Firesign said from the stage") that Roxy passersby were commenting that they "wondered why

the president was at the Roxy."

While their biggest impact has been on album they are first of all radio people, more specifically noted as "radio satirists."

We all gathered at a Beverly Hills (or was it West Hollywood?) apartment one evening, sipped on a little wine and reflected on one subject. Ladies and Gentlemen, A firesign chat on radio . . .

(Starring Phillip Austin, Phil Proctor, David Ostman and Peter Berg)

BOB: What were you talking about? . . . A satalleite radio station?

Peter: Well, we have an idea about putting together a weekly radio show in the near future. We're going to start, I think, by collaborating with a group we've

worked with it already... the News Pace Network... PHIL: or the New Space network... They don't know how to pronounce it yet.

David: They accused me of not knowing how to pronounce it as a matter of fact. I was severely admonished and chastized for saying News Space instead of news pace

PHIL: That's why we're thinking of naming the show, "Satellite Night Live." It will be directed toward the extra-terrestrials I believe... There's quite a large number of them.

DAVID: Aliens... We're the

only comedians in the United States that have any appeal to aliens... We are the only ones.

PHIL AUSTIN: Surveyor two was the first to poll aliens in their home lands... on Mars... to find out who was best... We need the Poles... the Germans, the Czechs... everybody... Give me a pole long enough.

PHIL PROCTOR: We did discover in the last Viking probe that the Martians are great rock fans. You can tell by the terrain.

DAVID: It's the aliens that listen to the old radio broadcasts that come beaming out



I was kicked out for saying "Get your hands up the skirt of a Toyota and you'll never let go."

from the glove like this giant radiation wave... If you're out there, you hear some of those. The aliens like radio. BOB: What kind of programming will be in your radio show?

PHIL PROCTOR: News

PETER: News

DAVID: All news... The whole idea is to create a program which will satisfy the news and public affairs requirements of progressive FM stations...

PETER: Progressive FCC stations... Do you think it fills our requirement, Gene?

PHIL PROCTOR: We used to satisfy the religious requirements... on several radio stations...

BOB: You know if you break radio down... Ra... then Dio... It's Latin for God's Waves...

PHIL PROCTOR: Dio... Ra is the God of sun...

DAVID: That's where it's from... there are no surprises there... no surprises

PHIL PROCTOR: We even broadcast a radio show from the basement of a church... at KPPC... That was the Firesign Radio Hour Hour an endless two hours...

BOB: a lot of prepared material?

PHIL PROCTOR: Yes, and a lot of repaired material.

PETER: They thought it made sense.

PHIL AUSTIN: "If they



We used to satisfy the religious requirements on several radio stations.

thought it made sense" . . . that should be our motto . . .

PETEF: Records . . . "the whole world is spinning."

DAVID: Remember, we were fired at KPFK . . . then we were fired at KRLA and then we got fired at KMET . . .

BOB: What were the reasons . . .

DAVID: You want to start from the beginning?

PETER: I got kicked out from my junior high school radio station . . .

PHIL PROCTOR: Yes, that's where it all began . . .

PETER: I used to give the morning announcements as one of the radio announcers . . . I don't think it was called the Radio Club . . . "God's Waves Club" . . .

DAVID: Young Tom Edison Club . . .

PETER: Yes . . . I made an announcement that the Communist Chinese had taken over the Junior High . . . This was in 1952 . . . at the height of the Macarthy Period. I told them there was a voluntary meeting in the auditorium, which they had to attend . . . and I did it in a Chinese accent.

DAVID: He later got his hand up the skirt of a Toyota and didn't let go and they let him go . . . there were several before that . . .

PETER: There was the one at KPFK; two guys came in and pretended to tie me up and take over Radio Oz . . . The police came and broke down the door. I was suspended from the station for a week.

DAVID: We were fired off KMET just as we were offering them a new radio show . . . the first episode of which was Nick Danger . . . We wrote that for the KMET which we were going to do at the Elks Club . . .

PHIL PROCTOR: Yeah . . . what a great place that was

. . . It had one of the largest American flags in the country . . . remember . . . hanging down there . . . and the day we went down to look over the facilities a woman jumped off the roof . . . and fortunately she landed on a car and survived and as they were taking her away she was yelling, "I'll do it again."

PETER: KMET was when I played Johnny Piss-Off by the Fugs and dedicated it to the FCC.

PHIL: And what was the station where you made the commercial?

PETER: KRLA . . . yeah, I was kicked out for saying, "get your hands up the skirt of a Toyota and you'll never let go."

DAVID: My conventional advice to young people just entering radio is "Take Over." If you get in there, "take over... Just be smarter than anybody else, do more work than anybody else, fill all the available space, try to get a lock between you and the program manager or the station manager and just use it until they take it away from you . . . and they always will. No radio station ever



We did discover in the last Viking probe that the Martians are great rock fans...you can tell by the terrain.

lasts for more than two or three years in any particular primal state of movement. They stay sterile longer than that; sometimes forever.

DAVID: I just did a long interview at KXLU at Loyola, and college radio... the girl doing the interview was complaining that the program director was so rigidly format concerned that he wanted to put this on in "Drive Time" or something which is their progressive hour, instead of in the evening which is their... jazz hour or something else. I couldn't believe that a college radio station, which is supposed to be a training ground could be involved in rigid formatting dictated by some program director.

PHIL AUSTIN: But radio is

more accessible now to these young people... even though some bad things have happened in radio, like the loss of drama. But, I've seen a lot of people under 20, who have had a lot of radio experience just through these college stations.

DAVID: People who want to do what we do, generally they have worked at college radio stations.

PHIL PROCTOR: We met a couple of such groups in fact... Where was it that that "Bisbo"... "Charlie Bisbo"... Remember they had the adventures of this wonderful fictitious college freshman...

DAVID: The High Wire Radio Choir at KSJO... The Deluxe brothers at KTYD in

Santa Barbara...and another group in Colorado Springs...

PETER: We should have a convention of them...and broadcast it around the country.

BOB: Radio Today...

PHIL: M.O.R....Media of Robots...

PETER: It's going to change...The Plains President is on the brain so that popular story telling...a great tradition in this country...can come back...Phil...Yearning for Yarns...

DAVID: Oh...Yeah...I know which one you mean...This story goes back to the very beginning actually...it was in about...Oh, Gee, I don't know which one you mean...What was your next question?

BOB: Are you talking about the beginning of radio? Going back to the very beginning? Maxwell?

DAVID: This is a very significant year...the 100th Anniversary of the invention of the Phonograph. Now without the invention of the phcnograph and without something to play on it...namely the rec-ord...radio would have very little to do these day. Right from the beginning, people were talking... "Mary had a little lamb"... Edison was the first one to say "Hello" on the telephone. He was perhaps the greatest of all electricians... We know who they are... Benjamin Franklin, Thomas Edison, Nicoli Tezla, the fa-

mous black electrician, who actually invested the earth with so much electricity that from a mountain top near Colorado Springs... okay...the most average thing that happened was that there were lightning sparks that came out of people's taps when they turned them on. The beautiful thing was that the butterflys all had archs of electricity around them as they were flying through the air.

PHIL: You were receiving radio signals from your stove... What was that station?

DAVID: KDAY...

PHIL: David, I heard just recently another story about a stove... that would go off and come on unexpectedly. It was outside... wasn't even in the house...

DAVID: Now that I read that whole thing in the New Yorker about micro waves... No wonder we couldn't work in that place (New York)... We were invaded by micro waves. Take ecology... We do a product that is so rapped up in the whole petroleum chain... the record... you can't feel clean handed... all you can do is take a look at it and see what you can do that will eventually work out to be the most successful thing in the long run, that's the way I feel about records...

PHIL PROCTOR: Biff Rose uses that concept in one of his raps when he performs where he talks about taking his entire Beatles collection,

converting them back to gas and driving around the world.
BOB: Be great, if you could do that.

DAVID: That's the trip I was talking about... around the world with the Beatles!

BOB: Cut-outs could become the big thing...

PHIL AUSTIN: Yeah... they'd be the regular gas. I'll have 42 Great Sounds of

South Africa... I'll have 37 Red Beans and Rice...

BOB: You were talking about your radio show appealing to mostly extraterrestrial beings right?

PETER: Or, on the other hand, there are the invisibles on the planet who also think we're good.

BOB: Not Aliens in the true sense...



Butterfly Records
and

The Firesign Theatre

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A Firesign Chat

at

Nine O'clock or Eleven Thirty O'clock in the evening

on

Wednesday, February 23, 1977

at the

Roxy Theatre

9019 Sunset Boulevard

Los Angeles, California

R.A.P. (limited seating) by Monday, February 21

6:30-7:00

I made an announcement that the Communist Chinese had taken over the junior high. This was in 1952...and I did it in a Chinese accent.

PHIL PROCTOR: They're aliens with a small "A".

BOB: You wouldn't consider them the buying public, though.

PETER: No, they are not the buying public.

PHIL PROCTOR: They buy the holes in the records.

DAVID: The invisible royalties...

PHIL PROCTOR: "The whole world is spinning."

BOB: What do you think the purpose or the accomplishment of radio should be?

PETER: Art.

PHIL PROCTOR: A wide spectrum of entertainment ... a wider spectrum than there is now, should be presented; a less specialized approach ... at least with some stations ... the idea of bringing variety to radio.

DAVID: May I suggest that if radio were in fact, not transmitted by microwave, but was transmitted by direct light fibers that it would no longer fall under the jurisdiction of the United States Federal Government.

PETER: Well, it might come



under Howard Hughes

DAVID: If radio stations weren't invaluable property . . . more than just the money for the equipment and all that . . .

PHIL AUSTIN: The shoddy equipment

DAVID: Then Anybody who wanted to work in radio and there are lots of people out there could work in radio and do whatever they wanted. That's what I think. I think radio, in America, should be as available to people as painting supplies; as canvas. We're talking about free enterprise. We're all American, you know. It's democracy in action. We're on the side of good; the guys in the white suits and the white hats.

PHIL PROCTOR: We're homogonized, here in America.

DAVID: We want to un-homogonize . . . which is why we do broad racial humor.

PHIL AUSTIN: Bad food is one of the great homogonizers in this country.

PHIL PROCTOR: That brings us all together in the bathroom . . .

PHIL AUSTIN: The "herd" has been created . . .

PHIL PROCTOR: I've heard

PHIL AUSTIN: It must be changed.

BOB: Will it ever change?

PHIL AUSTIN: It will . . . I think we've documented that . . . It is changing . . . We're quite sensitive to it.

BOB: How do you spell relief? There can't be anything better than laughter?

PHIL PROCTOR: That's interesting because last weekend one of the men at KFIG said to me about our show . . . which they broadcast up there . . . in hearing it . . . he said he had gotten home from working late at the station and plopped in his bed and turned on the radio for the program and turned off the lights and just lay back and enjoyed himself . . .

BOB: How little we do laugh . . . how little humor in the world . . .

PHIL PROCTOR: Yeah, and how little we are getting the opportunity to laugh at something on the radio . . . of a lasting nature . . . Lampoon tried to do it . . . A lot of people have tried to do it . . . but, it used to happen easily and all the time . . .

DAVID: It will be five years, this year, since the 4 of us were together . . . The Martian Space Party . . .

PHIL PROCTOR: Another multi-media hodge-podge . . . remember?

DAVID: We've been continually on the radio since then . . . we've never been off the radio. We appear on the radio . . . and there must be a reason for that.

PHIL PROCTOR: We could have gone and sat at KPFK if we really wanted to have a radio show but they lost it . . . there was no audience to broadcast to . . .

DAVID: That's the truth . . .

ART: When the moon
hides behind the sky
And the darkness
keeps us apart
That's when I must
ask my love
To step to the rear
of my heart

SCIENCE: I like the way
you walk
I like the way
you talk
I like the way
you shimmy
I like the way
you shake
I like you
baby, yeah
Uh, oh, uh oh,
ya do me like
ya do

ART: I saw Sangria run
from your brain
As your little eyes
began to rain
When your lips
reached out and
touched my hand
Your mama yelled,
strike up the band

SCIENCE: Shaka doo,
shaka doo,
shalala boom
yea
Chiky Chiky
yea.....
Boom sha la
Ricky Ticky,
what wah hoo,
yea

ART: You left a pink
slip in my mind
And asked me to
go away
But I took your
teeth along with me
And called it
severance pay.

SCIENCE: I want it, I
need it, gotta
have your love
As sure as the
stars in the
heavens above
C'mon and
gimme your
lovin' baby
Daddy gonna
cry if ya tell
me maybe

ART: Tutti Fruiti, all rutti
Tutti Fruiti, all rutti
Tutti Fruiti, all rutti
Whalap bopalooma, shalap ham boom

As you can plainly see, the art and science of song-writing readily overlap. With this in mind, let's not be too concerned with categorizing every song we hear. It either feels good or it doesn't. After all, it's only entertainment.

Until then, I remain very,

General Peabody Nobody

WILLIE 'N WOODY



AUSTIN, TEXAS
4TH OF JULY
WEEKEND '77

MESSRS. NELSON 'N ROBERTS TALKING ABOUT RADIO, PROGRESSIVE COUNTRY AND TEX-MEX

WN: I think radio stations are pretty well programmed to play what the program director wants to play, aren't they?

WR: Sure, and the PD is dictated to by the market place. It's like the record store, most record stores that last a long time stock records to their shoppers' tastes, and most of the radio stations that last a long time are able to figure

which songs are the favorite songs the audience wants to hear. Sounds simple.

WN: I've noticed that there are at least ten or twelve active stations in a major market and everybody is fighting for the high ratings because that gets the money in from the advertising. So, I would suppose the smartest guy in town is the one who has the most listeners. When it comes

to music, the program director has to have his ear to the ground. He needs to know what's going on out on the streets.

WR: We were talking earlier about your first radio show in Hillsboro, Texas. (Willie: Yeah) How old were you then?

WN: I was probably around fourteen, I was still in high school and my sister, Bobbie, was still in high school. She was married though; she married while she was in high school and her husband played bass, after a fashion (laughter) and Bobbie played piano; I played guitar, my dad was a fiddle player, my football coach played trombone.....we worked all over that part of the country for the door, you know. Whatever we could get, we didn't get any guaranteed money. One night in Waco, we made 51 cents apiece. It didn't pay for the beer we drank. But, the radio station was KHBR and Gordon Guess was one of the disc jockeys. He may still be there. He is one of those guys who just stays and stays. I went back eight or ten years ago, and he was still there, so I bet he.....

WR: Was this a country music station?

WN: No, they did everything. They had some pop music, some country music and some gospel music. They're like most radio stations in small towns, they just play everything, they have to. Joe Blover there who owns the Cadillac house might want to hear classical music, and if he's buying time on that station, he ought to hear classical music (laughter).

WR: Willie, you have

lived here for about five years. How do you feel about the musicians in this seventy-five mile Austin-San Antonio area; what do you notice about them? Any particular types of talent that are outstanding or...

WN: All different kinds of music here. You can go to a place and hear jazz. You can hear country or whatever you want and there are a lot of good bands. It is not just a rumor, there is music in Austin. About any place you want to walk into, they have got a live band. I don't know, there must be thirty or forty live bands playing in Austin every night somewhere, and most of them are really good because they.... Well, I don't know why that many good musicians and songwriters wound up in one spot, but they're here.

WR: Yes, this is a talent belt. It runs through the San Antonio-Austin area, and there is a wellspring of musicians around here. In San Antonio there is a very, very good group of horn players, good percussionists, fine guitarists and excellent keyboards. San Antonio has bands that have Mexican, Latin, Spanish influence. They also have first class country and western bands; some good steel players.

WN: Augi Myers comes from there, Doug Sahm, J. R. Cantwell, a wide range of pickers in San Antonio; Moe Bandy.

WR: Shotgun Records is a unique idea in marketing. How are you distributing? Well, the only product Shotgun Records has at the time is a new album of a demo session I did in 1961. But, anyway, there is a Shotgun album out of my songs, and the record company is there, and we are

just saying pick up the telephone and dial a number, and we send you the album and you send us the money—kind of an honor system. We're gonna send you the album and hope you send us the money, but, I think it is going to work. I think that anyone who takes the time to pick up the phone and order the album is going to pay for it, so, uh, the only way you can buy the album is over the telephone, and we'll use radio and television to advertise that number.

WR: What about Lone Star Records?

WN: Lone Star Records is mainly a logo that I record on and use. I had wanted to start Lone Star Records as Shotgun Records a few years back, and I went to CBS and took Lone Star with me and just recorded on Lone Star logo.

WR: Do you have a production agreement with Columbia where they finance demos and you send in so much talent a year, or any kind of product quota for Lone Star?

WN: No, no, I think I have an album a year agreement with Columbia, but I have been giving them more than that, maybe two a year, three, I don't remember, I think two for sure. But, I didn't want to get locked into doing more than one album a year, because that is really enough if you spend as much time on putting one together as I think you should. Then, sometimes we just run in, like the Lefty Frizell album, we flew into Dallas, got off the plane, and went in and cut that album in one day, but that just happens, you can't plan that.

WR: If a record com-

pany put a studio in this area and could stay busy, in two years you'd see national recognition for a lot of the unknown talented pickers around here. I think we would develop a distinctive musical sound here. Memphis — Nashville — Macon.

WN: If there were a studio?

WR: Well, if there were a studio and a major label that would keep it busy.

WN: Yeah, I agree to that. It would take a major label's involvement to make it successful. You'd have to have a certain number of artists that you could count on every year to be recording in that studio. It would take a major label to be able to know that they are going to have that much business every year, and I don't know, I expect one day that somebody will do it. Uh, hum, it's just difficult to make money with a studio to begin with. They cost too much money to build. I have, you know, gotten into the studio thing and thought about it several times, and I am still thinking about it, but it is still too expensive to do, unless you've got the business to support it and you know that going in. Right now, I know if I started one, I would record there some of the time. Maybe if I owned it, I would record there all the time, but I would hate to think I would. I think it is good to go out and record in different places, so, I don't know, I may eventually put one in the Austin Opry House, maybe a little sixteen track in the back there—I don't know. That might not be such a good idea either. I don't know whether I am ready to record what I am doing live or not (laughter).

Well, I tape each night and listen to it playing back—there are good nights and bad nights.

WR: Sure, well...

WN: I guess if we taped it every night, we'd wind up with a good show.

WR: Pick any of the "live" albums right now, if you sat and listened to the out-takes, there would be a dramatic difference from what's on the record and what didn't get pressed. They use a whole tour's material to get 40 minutes or 45 minutes and even then sometimes...I've heard out-takes from Frampton, Wings, The Dead, call it simulated live.

WN: I was talking to Waylon, and he said that he would like to go into the record business with me down here, so if he and I both were into it, that means that we would record here some and that would help, but it sure would be nice to know that we had CBS, RCA and all of those people coming down here to record too.

WR: It sure would. San Antonio is a center for Spanish language music. Johnny Zaragoza, who is the manager of Sunny and the Sunliners, told me that 60% of all Spanish music recorded in the United States has something to do with San Antonio in terms of either producer, artist, writer, recording, pressing or distributing. That kind of music would go through a label's studio.

WN: I have a feeling that Spanish music, Mexican music or Latin American music is going to be—I feel a boom coming for some reason, I don't know, maybe I have been hearing a lot more about it or maybe thinking a lot more a-

about it, or it may be that I am just trying to promote it myself. Either way, I would like to see it. I want to do—do you remember—"South of the Border", that Gene Autrey song. I want to do that, and I want to do "My Adobe Hacienda".

WR: There has been in the past a Spanish resurgence or Latin influence in popular music at a couple of points, and this time it looks like it will come through as either Salsa or Tex-Mex. Maybe we will see the polka become popular again.

WN: There is a real Spanish flavor in Jimmy Buffet's "Margaritaville". There is definitely a Latin beat there, and that is one of the most popular records today. It made the top ten in the pop charts.

WR: San Antonio is home of the Tex-Mex sound, Austin the home of progressive country. Much of the music out of this area has a polka base to it because of the German settlers.

WN: Yeah, you can go all the way up IH 35 with that polka beat, all the way to Duluth, Minnesota.

WR: Do you get strong response from the young audience when you play that beat?

WN: Yes. Yeah, we do "Under the Double Eagle", you know, "Wildwood Flower". "Cotton Eyed Joe"; all those up-tempo polka beat-type things, and we are really getting good response from everybody. Most people like happy music, they like something that will make them jump up and down and feel good. People like to jump up and down, feel good, scream and holler and have a good time. I think that is why a lot

of people come to see us, because they know they can do that. They can pay their five bucks at the door and scream for four hours and everybody will be screaming along with them, and I'll get on an amplifier.

WR: Over the last two or three years, a lot of the national rock and roll bands that were not particularly prominent or well established lost money, weren't able to find gigs, disbanded, and about this time, discotheques were doing very well and also there was a trend to country and progressive country. I think it is interesting that two kinds of music that are as different as disco music and country music would have arrived at the same time. I think that is very interesting.

WN: Yeah, it is, isn't it? I'd never thought about it.

WR: I think there has been an increase in awareness of the kind of music that a lot of country oriented musicians are playing and writing today. I think people are more aware of country now than, say, 1973 when you had your first 4th of July picnic. (70,000 attended).

WN: Yeah, you're probably right.

WR: And at the same time, disco had this heavy growth. I was working with Armadillo Productions during a lot of that period, and we felt a dramatic ticket drop at the gate during the disco peak. That audience of sixteen to twenty-five year olds who had enjoyed a really informal setting, wearing blue jeans and sitting around on the floor drinking beer were more dressed up, wanted something more dressy, and were looking for a bit dif-

ferent way to relate to each other. They did not want the stage to be the center of attention. Participation. Glamour. Sorority enrollment last year was up 145% over the previous year.

WN: I think the University here in Austin had a lot to do with the progressive country music beginning to develop...kids from all over that gathered in one spot and wanted to do some Texas music.

WR: The University of Texas is what makes Austin an important record market nationally. It's not—it has nothing to do with unit sales, but the fact that a large number of new eighteen to twenty-four year olds come in and out of this small city every year. Album action is more important here than it is in a lot of other places because it indicates that a real broad cross-section of people like it. I mean, when you compare Austin say to another capitol city of about 300,000, uh, it has this unique characteristic of 45,000 students that come rolling through. Music trends start in Austin long before they are in Dallas, Houston, Denver or Atlanta.

WN: Well this is a great place to live, on top of everything else.

WR: Bill Young came up to me one day and said something about how he had come through this hill country for a long weekend and realized what was going on, why a lot of people wanted to live in this particular part of Texas.

WN: I brag so much about Austin that I suppose I—maybe I talk about it too much. But, if I'm not talking about it, somebody else is telling me how great it is.



RECORD COMPANY OF THE QUARTER

"L. A. seemed too much for the man. He couldn't make it. So he's leaving the life he's come to know. Going on that Midnight Train to Georgia.

Gladys Knight and The Pips

"I was in Acapulco with Joyce, and I was scuba-diving, and I was underneath the water. 'The Deep'...it's ironic. Everything was so calm and so beautiful...so peaceful. I knew that I was coming back. THE 'Carson' album had just been released, and I knew that it was a miss. You know, you get that gut feeling. The record had only been out about three weeks. It was really too early to tell, but I knew it was a miss. I knew that if it was a miss, I was coming back to a company so in hock, that there was no way it could continue. I took out the mouthpiece, and I realized... 'Yeah, if I just hold it out another minute...it's all over'...

And I started remembering the last record I released at Buddah, which was 'Midnight Train to Georgia'...I remember those lyrics...and I said, 'Aw, this is ridiculous. I'm going to go back and I'm going to make it. L. A. isn't going to beat me.'

I swam to the surface, looked around, found Joyce, and she asked me what was wrong. And I said, 'I've got to go home. I've got a record company to run.'

So, I went home, and based on my past credit, I walked in and I bought a 25,000 dollar Mercedes...had no money in the bank at all...I walked over to an art gallery, and I brought back 15-20,000 dollars worth of paintings and lithographs. I brought it into my leased house...put it all around and looked at it and said, 'wait a second...I can do anything I want to do'...and I went out and went to my distributors and said, 'I need money...and this is what I'm going to do...I'm going to fight. I'm going to make it.' I went to every one of my suppliers and asked for six months to pay off my bills, because if you come after me now, I've got to close the company...just being able to know that I still had the power within myself to do something daring. I was able to convince myself that I could come back and put the company back in shape. I paid off the car and paid off the paintings and we're here today."

*Neil Bogart, President
Casablanca Records*

Casablanca Records grossed 30 million dollars last year. This year, they grossed 11 million dollars, just in the first quarter. Projections this year in total, aims well into the forties.

Casablanca Records is basically five partners. Neil Bogart, who is the President of the record company and Chairman of the Board of Casablanca Filmworks; Peter Guber, Chairman of the Board of Casablanca Record and Filmworks; Larry Harris, Executive Vice President and General Manager; Cecil Holmes, Sr., Vice President and President of Chocolate City Records; and Richard Trugman, Neil's attorney and also a Vice President of the company.

In further fact, Casablanca Records is over a hundred people in the home office buildings at 8255 Sunset, and it's artists like Donna Summer and Kiss and Parliament. It's producers, fans and just listeners.

In final fact, the quintessence of the company comes from the experience of 33 year old Neil Bogart, considered a rebel in the record business, promoting "bubble gum" in the acid age, comedy in the Watergate era, and "sensual-sexy" music in an age of doldrums.

Neil's been doing it since he left the Glenwood Projects (lower to middle income) in Brooklyn and hopped a subway to shoot a commercial, or play in an

off-Broadway performance or to cut a record.

At 16, as Neil "Scott", he sold a quarter of a million records and hit the Top 40 in BILLBOARD with a vocal performance on a record called "Bobby." It was about "a girl dying."

He did get a little practice outside the business, remembering selling "baby pictures door to door." That was about the time that (now) successful movie producer and partner Peter Guber and Neil met. Peter was going to Syracuse University to become a lawyer, but went to Neil for advice on "how to make money."

Neil answered Peter's question but not until he had experienced a career that really began when Neil became an account executive for CASHBOX magazine. From there he became Assistant to the National Promotion Director at MGM Records, working people like Herman's Hermits, the Animals, etc.

At 22, he became VP-GM of Cameo Parkway Records. Ten years ago he was made the head of Buddah Records. That part of his life lasted for seven years and the company was built super successfully with records by people like the Isley Brothers, Melanie, and an avalanche of bubble gum artists producing records with titles like "Simon Says," "Yummy Yummy Yummy, I've Got Love In My Tummy," and "1, 2, 3, Red Light."



CECIL HOLMES - VP

"Buddah was my baby," Neil remembers, but at the end he got tired of New York, believed that the record business was heading toward a visual-type media and knew to be a part of that industry meant Hollywood. The final straw was that the parent company, "View-lex" had him frustrated in the final year of business. Apparently, Neil did not conform to the corporate-type atmosphere, being more used to a free-swinging style.

"I like to be thought of as a creative person, as opposed to so much of a businessman. Of course, I have to

be a businessman, but I need a lot of people around me to say, 'Hey, wait a minute'," he told RQR.

Three years ago he left Buddah Records, moving to the west coast, after closing a deal with Warner Brothers to found a new company.

Neil named it Casablanca, but not until he had been blocked by copyrights from calling it "Emerald City" (home of the Wizard of Oz) and later "Paradise."

One night laying in bed, he racked his brain to come up with a new name... "Bogart ...where does Bogart belong? ...Rick's Cafe...no Cafe Amer-

icana...No, It's all in Casablanca...Bogart belongs in Casablanca."

Neil relates that he stayed up the rest of the night, waiting for it to get late enough to call his attorney and tell him that he had to have that name, no matter what.

Neil admits that he watches the movie "Casablanca" two or three times a year, and his office is completely in early "Casablanca." Pictures of the other Bogart greet you upon entering the huge office, and "Bogie" dots the walls throughout. Tony Masters, designer for movies like 2001, PAPILLON and THE DEEP is completing a front for the two side by side buildings on Sunset that will again make it look like you're passing by "Casablanca."

The company originally started at 1112 N. Shebourne, then they bought the current building which had previously housed other record companies like 20th Century Fox in early Russ Regan days there.

Warner Brothers completely financed Casablanca, and with eight people the company began, in early '74.

But for Neil, the set-up didn't work. "After eight months we realized that we didn't operate the same way, and it just wasn't a happy relationship. Over those months there had been signs of Neil's main two acts (Parliament and Kiss) breaking,

but he noted that they "just couldn't put it together."

Neil pointed to the lack of having enough money for the Kiss visual show and the lack of promotion direction. Most of all he pointed to the importance of staying with a record.

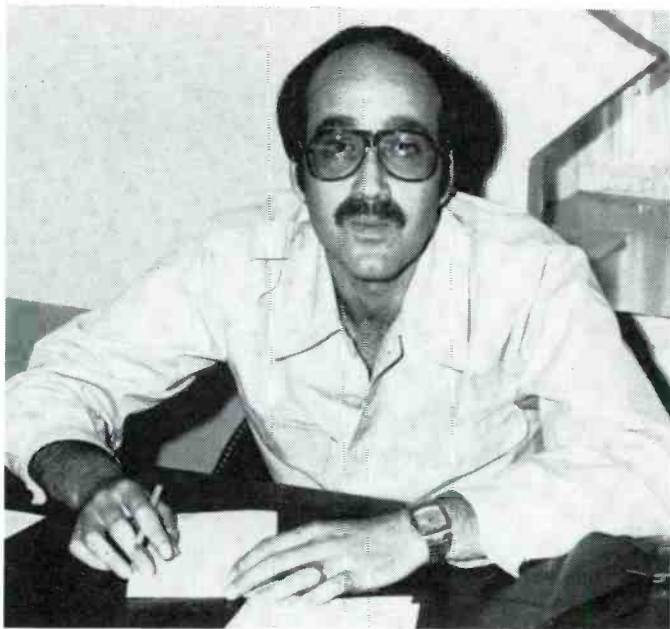
"If my record didn't happen in two or three months, it was on to the next record. I couldn't live with that. That one record was my life...it was me on that record."

Interestingly enough, Neil doesn't blame lack of radio exposure for Casablanca's failure to "jell" in its first eight months. "They gave us the shots," he commented.

Neil went to Warner Brothers, relating, "We bought ourselves out of our contract. We paid them back all the money we lost...but it took me over a year to do that."

To keep the company going, Neil went to independent distributors and asked them to loan him the money to keep going.

The first album that Neil released after the break for WB was a special comedy album from The Tonight Show, zeroing in on Johnny Carson. One of Neil's last albums from Buddah had been Dick Clark's Twenty Years of Rock. That LP had sold 1½ million copies, and Neil reasoned that with Carson's exposure, that same type of LP should sell in the



Larry Harris, Executive VP-General Manager

neighborhood of 3 million copies, at least a minimum of 1½ million.

"I guessed wrong" Neil laughed, with a cynicism in recalling that "the timing was wrong. It was the time of Watergate...time of a depression in the country. Nobody wanted to laugh.

Today Casablanca prepares to release the "Washington Hillbillies".....another comedy album, this time poking fun at the Carter family.

"Carson" sold about 300,000 copies. Neil got back 600,000 units in "returns," and lost one and a quarter million dollars. That was

about the time that he seriously thought of returning to his family's house in Brooklyn, "maybe opening a candy store" and forgetting the business.

Asked if he was bitter at the record industry during that time, he replied, "no, the business always gave me enough rope to hang myself...and I did."

This was about the point that he and his lady Joyce, (now Joyce Bogart) took their credit cards and headed for the quietness of Acapulco.

Joyce and Neil met

when she was co-producer of a syndicated television show called "Flipside" and Neil was the guest host of the show one week. When Neil began his own record company, Joyce and partner Bill Cohen brought Kiss to Neil. The group worked right in with his concept that the "visual" act of a group was going to be increasingly important, and it was love at first sight. Today, Cohen con-

tinues as manager of Kiss.

Joyce and Neil returned from Acapulco to keep the company going. It so happened Neil emphasizes, because of the local independent distributors and "their belief in us."

He pointed out that, "They had that much faith in us...to keep advancing us money to keep us going. It's amazing, especially in the light of what the image most



Joyce Bogart.....
She Found Kiss..
And Love.

people have of Indies..You know, 'They don't pay their bills.' In this case they were paying bills they didn't have to pay. There were no bills to be paid."

Things continued on the fringe, but Casablanca and company...the Larry Harries, and Cecil Holmes' hung on with their game plan. They still believed in Kiss and Parliament and were determined to stick with them.

"We had always realized that the less acts you had, the better chance you had of making it," Neil comments, pointing to their record biz philosophy. "We were building hit acts that would maintain themselves for a long period...especially until the audio-visual age of the record business comes about." And he finally noted that, "I believe that (age) will happen by the end of this year."

In that regard, he advised Radio, "You have a tremendous future, if you can turn around and look at what's going to happen in the audio-visual age. If every radio station went out and bought a cable or UHF station. You can simulcast. This could be the beginning of radio, not the end."

Casablanca put a half million dollars into the visual show of Kiss. In working with them, Neil told the group one night, "You need a song in there that tells people what you want to do...What they wanted to do was rock and

roll all day and party all night."

The group wrote the song, and it was the first hit single for them. Their fourth album came at a time, (two months after the split with WB) that Neil was giving the company maybe two months to live. "The ship looked like it was sinking," he smiled, "with a lead anchor."

But, the album was "Kiss Live," and it exploded. Shortly after that came the Chocolate City album by Parliament. They also exploded. The bills were paid and the company was INCREDIBLY in the biz! In the first half of this year alone, Kiss certified five gold and two platinum records. The company went on to gross eight million dollars its second year in business.

About that same time, "Love to Love You Baby" and Donna Summer came to Casablanca. Produced by Georgio Marona, the three minute long record just wasn't quite right for Neil, and he held it for three months.

One night he was having a party at his house, and he played the record for his guests. Everybody was dancing and having a good time, and at the record's end, somebody yelled, "Hey, play that again." A similar request the third time around, and Neil noticed that everybody was up dancing.

He recalls, "All of a sudden the room became magic. After about the sixth

listen, I ran upstairs and called Georgio...Give me a 20 minute version!".....He added, "I realized, by the time you got into the record, the record was over" and as a side note, commenting on the 40% decline in singles sales over the past two years, "on radio, by the time you start getting into the record, the commercial comes on. That's why a lot of longer versions are starting to happen."

Georgio and Donna went back to the studio and cut a 13 minute version of "Love To Love You Baby." Neil then took the first three minutes and 50 seconds from the beginning of the record and spliced it onto the end, and they had one side of an album.

Three weeks after it was released, it was gold.

Neil is one of the authorities on alternatives to radio in breaking acts. He attributes concerts to breaking Kiss, discotheques for breaking Donna Summer and black radio for breaking Parliament.

Radio, however gets credit for finally picking all three up.

With the three acts broken, the company continued to back them and grow as a result. Last year, of 20 LPs released, nine went gold and three became platinum. Neil attributes another part of his philosophy to the Casablanca success. The company continues to build the artist,

noting, "We don't just advertise when the record comes out. We advertise all year ...and we don't advertise the record...we advertise the artist."

Donna's success prompted national magazine attention, and Neil was promoted as "The Buggle Gum King of yesterday, turns to the Sex King."

Neil recalled the agony, "I wasn't married at the time, and it was a hell of a reputation to keep up...and up I kept it."

Neil and Peter Guber have been friends since they were teenagers. About the time that Neil was starting at CASHEOX, Peter was being interviewed through the NBA program by Columbia Pictures, and that company brought him to L. A., and he literally worked his way up from the very bottom of the company to the number two man at Columbia and the Exec.VP of World Wide Productions.

Peter got the itch to do his own thing, and he went in to the head of the studio and let him know that. Columbia didn't want to lose Peter, so they offered to help set him up and made a production deal with him. Columbia, today finances all of the Casablanca company's movie projects, so there's no Bogart-Guber money invested, unless Columbia refuses a project and Casablanca decides to do it on their own.

Neil and Peter got to-

gether one night about three months before Peter was to leave for Bermuda to film Robert Benchley's (Jaws), THE DEEP. Peter had gotten the movie rights to that book for a reported half million dollars.

The two old friends finished dinner, and Peter suggested they go for a walk.

Neil narrated the experience, "We started walking... walked around the block and Peter said, "You've always wanted to be in the movie business, and I've always wanted to be in the record business. It's now or never. We can make a deal before we make THE DEEP, or you go your way and I'll go my way, but if we're ever going to make a deal, now's the time." I said I very much wanted to make a deal with him, and it was very hard to put a value on Peter's company, because he was just starting. It was his first picture, even though it was a major picture. It cost over nine million dollars to do... out of this country...if it had been in this country, it would have cost that much more. So, I came up with the theory, "Let's hire one lawyer... you give him all your papers, and I'll give him all my papers and whatever he says is fair, is fair."

Peter had a six picture deal at Columbia pictures. We had a record company that was starting to grow. We gave it to the lawyer. The lawyer came back and said, "This is

what's fair." Peter had one suggestion, and I had one suggestion and about a month later the papers were signed."

Now it's Casablanca Record and Filmworks.

Neil has gone from the eight people in the little Sherbourne office to over 100 people. It continues getting bigger, and while Neil admits that he wants to grow profit-wise, he doesn't want to get much bigger people-wise... "It feels strange," he admits, "that I can walk down the hall and not know all their names."

To compensate for their bigness, Neil holds weekly meetings to share philosophies. About his people he explains, "They're coming to live here, not to work here. It's 24 hours a day, seven days a week; on call...And they are called."

Now, the excitement of the film business and the anticipation of the long dreamed of audio-visual-record business keeps Neil constantly going. He explains, "The future for me is today," and he looks forward to "another six-eight years of energy flow" and adds that by the time "I'm 53, I'm sure I'll be on that horse farm."

Yet, despite looks toward tomorrow's "video," Neil Bogart still indicates that he is a man of "audio."

"The record business is one of the last totally free means of communicating in this country"...Neil points out and continues, "We can

say anything we want on a record. We don't promote riots. We don't make vulgar records. We don't promote promiscuity. We made records we believe should be heard. We can now reach out and meet the consumer."

Neil, Larry, Cecil, and the people around them continue to experiment and grow..."taking maybe a few more shots"...with such marketing campaigns as the free record they promised Kiss buyers if they filled out and returned a questionnaire that told Casablanca everything about that buyer except for his shoe size...and there's the seven 12" discs they released this year...

They seem determined to be one of the main leaders in the new audio-visual field, and somehow it all comes back to Neil Bogart's noticeable (to say the least) drive to "pioneer."

Perhaps his attitude is best photographed by that evening back in New York some three years ago. Nobody knew that the nine years of being the leader of Buddah Records was to end for Neil Bogart on that day. So, without much "adieu," they left for a meeting outside the building.

Left alone, Neil went to each person's desk, writing a personal note as he went, but with all messages ending with one comment.

"Someday they'll understand. Here's looking at you...kids."

EXECUTIVES OF



- Peter Guber, Chairman of the Board
- Neil Bogart, President
- Larry Harris, Executive VP and General Manager
- Bruce Bird, VP, Promotion
- Cecil Holmes, Sr., VP and President of Chocolate City Records
- Howard Rosen, National Promotion Director
- Don Wasley, National Promotion
- Barbara Bridges, National Secondary Promotion
- Nancy Reingold, National MOR Promotion
- Dick Williams, National Album Promotion
- Al DiNoble, National Singles Sales
- Scott Shannon, VP, A&R
- Dick Sherman, VP Sales, Marketing
- Phyllis Chotin, Director of Advertising and Merchandising
- Susan Munao, VP, Artist Relations
- Soozin Kazick, Director of Publicity
- Mauri Lathower, Vice President



Elaine Cooper Nellie Prestwood



Susan Munao



Soozin Kazick



Celeste Cofield



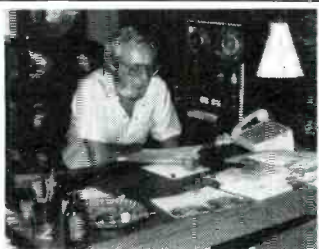
Dick Sherman



Nancy Reingold Barbara Bridges



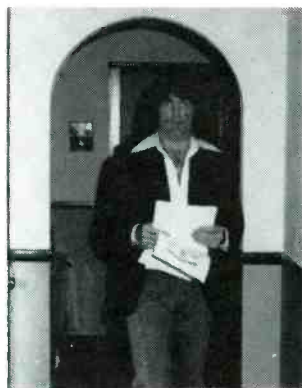
Phyllis Chotin



Mauri Lathower



Renny Roker



Scott Shannon



Al Di Noble



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SAN DIEGO

What appeared to be a little fly at about 20,000 feet turned out to be, upon a closeup look, an SST equipped with one high powered millimeter per usual passenger, with each bullet carrying KCBQ's name.

That's what KCBQ PD Gerry Peterson must have felt when he received last spring's Arbitron that showed Magic 91 pulling the teens right out from under him.

Peterson's been around long enough and successful enough to chuckle at least a little bit (for no more than a book or two).

Peterson obviously was caught with his 12-17s down, and the change will come to the station, but only after Gerry carefully analyzes the oldies cart rack.

For a good many months now (long before KDEO became KMJC-Magic 91), the station's oldies specific numbering in the lazy Susan has been the same.

Only after getting the Magic attack did Gerry notice that cart No. 91 in the rack was the record, "It's Magic"

Peterson's strategy now is to check other frequency numbers in the psychic cart holder; and we thought we'd take this opportunity to maybe give Gerry a little advice. For example, Gerry:

If cart No. 136 (KGB-1360) is "Walk This Way", you probably ought to copy their format.

If cart No. 80 (KOGO-800) is "Right Time of the Night", then better start day parting.

If cart No. 113 (KSDO-1130) is "Love Will Keep Us Together", then maybe you ought to go back to Buzzy's format.

If cart No. 124 (KSON-1240) is "Devil Woman", then watch out for their female jock. Better call in a priest.

If cart No. 102 (KEZL 102.9) is "Best Friend", don't worry about this station.

If cart No. 100 (B-100) is "5th of Beethoven", then after the next book you'll probably be programming a classical station.

If cart No. 101 (KGB-101.5) is "Hot Line", then watch it! Drake is coming back to the market.

'JAZZ' Should Arrive Shortly

by Dennis Waters



JAZZ is an intriguing word. Take it back 40 years and it carries memories of swing, of Goodman, Herman, and Dorsey. Twenty years ago, jazz conjures up images of dingy clubs in Harlem, of players high on heroin, of lots of dues-paying. Ten years ago, the thought is of Dave Brubeck sweatshirts on college campuses. From Basie to Ella to Satchmo to the King of all....

1977 will be remembered as a jazz year - a year in which jazz started to reach its highest level of mass-acceptability since the big-band era. 1977 will be remembered as a year of CROSSOVER.

Jazz can almost be defined by the word "performance," and the great players have always been "musician's musicians." Throughout its history, jazz has subtly influ-

enced the popular music of its time. That influence shows up today in the work of Joni Mitchell, Earth, Wind and Fire, and many more of the most popular and creative artists in contemporary rock and R & B. This jazz-oriented pop music has shifted the progressive segments of today's contemporary audience in the direction of jazz.

Some jazz artists have sensed this shift and, consciously or unconsciously, have attempted to make their music more mass-acceptable without sacrificing its esthetic qualities. (Many critics feel this sacrifice has occurred, that jazz has bastardized itself. But criticism of new forms has always been so much a part of jazz that history will have to be the final judge.) Crossover jazz incorporates the new technology of instrumentation and recording, plus some

funky rhythms and tasty licks, and has wound up developing a new audience.

The most successful exponent of crossover is of course, George Benson, whose success combined a ripe audience with brilliant A & R. Benson's music, like all crossover jazz, represents a natural progression BEYOND rock or R & B.

Typically, a new jazz listener is a long-time rock or R & B fan who, as he matures, is getting tired of the same old riffs or the incessant throb of disco. He has always prided himself in being musically aware, but is hearing less and less in the pop marketplace that interests him. His changing lifestyle finds him using music more to relax than to energize. Thus have Grover Washington, Jr., John Klemmer, and Chick Corea started to attract him. These three, along with dozens more, form the first generation of jazz musicians who know how to make records. The nature of jazz has always run contrary to pop music. The latter is heard more frequently and by more people ON RECORD than live. Thus the record has become the standard musical medium of our age. But jazz has always been a LIVE music, with extended jams and improvisations that required the live performance medium.

And in the past, when jazz musicians entered a recording studio, they tried to

recreate their live performances - neglecting the fact that "recorded" and "live" are two different media, requiring different degrees of audience attention. This is a reason why jazz records have rarely sold well.

But today's crossover musician is able to incorporate both the "live performance" and "recorded" media. Herbie Hancock's "Headhunters," for example, is not only a great performance, it's also a great RECORD. And it sold like a bitch.

The fact that a "hit jazz album" now means 250,000 pieces instead of 50,000 has stimulated A & R activity industry-wide. Even Capitol, long dormant in jazz, has started signing again.

With a newly-emerging audience and a fresh financial commitment at the label level, jazz should arrive shortly. All that can be seen now is a definite growth trend. Where will it peak? Who knows? 250,000 albums is a long way from triple platinum, but its likely that some jazz albums will sell at the gold level over the next year.

For AOR radio, jazz will acquire increasing importance. It could become a key ingredient in maintaining 25+ audience. It could also more firmly establish a station's PROGRESSIVE image. For the progressive listener of ten years ago remains a progressive listener today, and his music is jazz.

RADIO'S ANTI-PERFORMER BIAS

BY MICHAEL R. LEE
PH.D.



I suppose that it causes me pain to write this humble essay. But if there is one thing at which radio is uniquely instructive, it is the avoidance and diminution of pain, both real and imagined. Be that as it may, the topic at hand concerns an element inherently unformattable, and thus ignorable by radio's ruling class; that element is an individual's mind. Oh, they pay plenty of attention to the mind of the listener. That's why Dr. Tom and his skin-response brethren fare so well, I imagine, at the box-office. And radio moguls are generally eager to acquiesce to the demands of any sizable ad agency or client. In fact, with a condescending sense of irony, the minds that have the most negligible impact on radio are its performers... air personalities and newsmen, talk show hosts and sportscasters, engineers and all-night jocks.

Radio's anti-perform-

er stance has stealthily become the dominant mode of the industry. Ah, but you are seeking evidence. Some of you would be impressed if I offered the results of a step-wise multiple regression analysis as evidence. Others would seek notarized statements from radio managers attesting to this anti-performer bias. Still others would expect this type of revelation only from an authorized, bona fide bureaucracy, such as the N.A.B. or F.C.C. If that is the evidence you perceive as necessary, you will be disappointed here, for no such data exist. However, if the methods of a deductive chap named Holmes appeal to you, I shall offer some observable phenomena and plausible explanations.

1) Performers have little or no contact the station's upper management echelon (e.g. general managers, corporate programmers, etc.). As large stations be-

come larger, it is no longer necessary for top management to be concerned with those who man (or woman) the trenches. That responsibility has been delegated to de facto department heads, such as program directors, chief engineers, and news directors. Isolation from performers has facilitated management's impartiality in dealing with those individuals' minds.

2) Many station executives, perhaps fearing deviation from the approved norms, have seen fit to set forth written rules of behavior for performers. These take the convenient forms of station policies, formats, memoranda and more. Ambiguity (and creativity) are thus removed from the performer's province. These written rules clearly spell out the multitude of minor transgressions for which a performer can justifiably be fired. The radio station code of good conduct is written by and for management. Since the code directly affects performers, they are quite logically left out of all decisions regarding their behavior or performance.

3) Ratings are used as weapons against performers. Far more performers are punished for poor ratings than are other performers rewarded because of good ratings. Executives are aided by two features of the ratings: the large number of age categories and hour-by-hour breakdowns. A fellow in

Seattle is axed because he was low in 25-34 year-old women. Another chap in Denver gets it because his teen audience gradually erodes throughout the course of his show. In short, ludicrous interpretations of the book are most commonly used against performers.

4) Radio's managerial folk have instituted and maintained standardized, robotized formats. This apparently assures them that no performer's services will become too unique to be easily and inexpensively replaced. Breaking the format is not allowed for artistic considerations or, for that matter, any other. Managerial patriotism for both the format and the station is perhaps best summed up by that great adage of yesteryear: "Love it or leave it."

Thus, it is with both melancholia and understanding that I have witnessed the exit from radio of some of its most talented performers, some of its most individualistic minds. Spontaneity and innovation have fallen prey to the collective autocratic arrogance of America's radio managers. We hear much about the size of a performer's ego; yet it pales by comparison to that of the all-knowing boss man. Yes, there are exceptions to this bleak paradigm. But they are far too few, I fear, to restore dignity to the once almost noble profession of being a radio performer.

'THE RADIO EXEC'

*some
of the
great issues*

by William O'Shaughnessy

I'm grateful to Bob Hamilton for providing me with such an influential forum. RADIO QUARTERLY has grown in age and wisdom and circulation. And this unique publication now finds its way into the announcer's lounge of most stations across the country and also goes right into the executive offices of networks, group operators and major independents from coast to coast.

Thus, I welcome this opportunity to share some thoughts and concerns with my fellow broadcasters.

By doing so in RADIO QUARTERLY, I am among those who believe, as we do, in free and independent commercial broadcasting in America.

First, I should like to comment very briefly on the future direction of NAB which is the first line of defense for our embattled and misunderstood industry.

You have heard and you have read a great deal of criticism of our national association. I believe responsible criticism is always useful. But I have to tell you of my firm conviction that NAB is today a tremendously improved and very robust and healthy organization.

The restructuring and reorganization of last year were, I believe, very beneficial and improved the tone and the morale and the pace and the rhythm of our national lobby.

There are, in our service in Washington, some very dedicated and able and bright men and women who no longer deserve to be attacked in the public press by our detractors from within and by various industry politicians.

Among the several promising and thoughtful individuals on your NAB staff right now are Erwin Krasnow, Don Zeifang, John Dimling

and Jon Hall—attractive and sensitive young men. And others whose names are familiar and known to us—Wayne Cornils and Ron Irion—are doing valuable work in membership and labor relations.

And Charlie Jones of the RIO office is a relentless and imaginative promoter of the charms and merits of radio, and our senior management team of Vince Wasilewski, John Summers and Jim Hurlbert seem to have a new confidence and enthusiasm as we gear up for future battles with our common dragons. I believe I can report to you, as a fellow broadcaster, that NAB is now moving in a progressive and enlightened direction.

Truly, I don't know what's to become of the proposals prospects for federations, and confederations and mergers, but I do know that NAB has broadened considerably in recent years.

All of which does not mean we should not seek ways to improve and modernize our association which most broadcasters support with our dues.

I have urged and I believe NAB should hire a resident, in-house expert on CABLE TELEVISION. I think we must have expertise in this area. And we must have it sooner instead of later. We must have someone who speaks the language.

I would also like to see

us retain and establish a VERY SPECIAL position for an in-house "ombudsman", if you will,—or CRITIC-in-residence. We are writing and publishing some dazzling legal and technical briefs these days. But I believe NAB has got to have some sophisticated help in confronting the great moral issues as well as the political realities of the day.

"Congress shall make no laws ...issue".

We've got to put aside the old slogans and the old

I submit to you that our NUMBER ONE problem is that our critics and the public we serve and those who regulate us don't perceive our positions to be enlightened or in the public interest.

When we trade stability for a slightly longer term or for less paperwork—we're playing right into the hands of our detractors. And when we ask the Congress to legislate that a manufacturer has to build AM and FM radios—we're losing a lot more than our credibility. We've already had one senator rise against us to suggest that the next Congress will be asked to legislate that people have to read two newspapers in this country. For too long now we've worked both sides of the street on the free speech and battle cries.

We've got to begin to give positive reinforcement and focus favorable atten-

tion on all the splendid contributions made in this country by locally-owned and locally-operated independent COMMUNITY radio stations and by working broadcasters like you. We've got to do a better selling job. And at the same time we've got to admit our weaknesses and shortcomings.

It serves no useful purpose I think to engage Chip Shooshan with parochial and partisan rhetoric and posturing. The counsel of the House Communications Subcommittee is a bright and earnest and thoughtful young man. The Congress of the United States, from which he receives his charge, has every right to analyze the contributions and probe for deficiencies in the American system of broadcasting. He will not go away. Nor should he. And the policy of "benign neglect" toward the rewrite of the Communications Act which is being advocated by some of our fellows and colleagues is naive and unwise, if not dangerous. We have a story to tell—to the Congress, to Mr. Van Deerlin who is of us, AND to the courts. We know, all of us, that the American system of free, independent, commercial broadcasting is the best the world has ever seen.

Wilson Wearn, the immediate past NAB chairman, in one of the clearest statements thus far, told Congress last month that we are not against new technologies. But

Wilson also offered a good lesson in the advantages of preserving the balance and stability of broadcasting's marketplace.

But this argument alone may not carry the day for us. Earlier this year we met in my office in Westchester with Congressman Richard Ottinger, a tough, bright (and liberal) member of the committee. And I have to tell you that argument about the genius of the established free enterprise system and the glories of the "marketplace" doesn't hold much magic for some members of Congress or for Lionel Van Deerlin's staff.

And again—the Nick Johnsons and Richard Ottingers and Al Kramers and Everett Parkers are not to be wooed and won or persuaded to our cause by pointless, self-serving, parochial and selfish rhetoric. It hasn't worked. We need to try something else.

We've got to acknowledge that there ARE indeed among us those who view broadcast stations as properties. There ARE unattractive and greedy absentee "owner-broadcasters" using itinerant paid mercenaries who go from town to town, from city to city forcing inordinate profits out of radio and television stations.

This type of predator exists in our calling as in any other. These speculators are the TAKERS. They are living and trading off the

dedication and reputation and relationship most local broadcasters have established in their own home heath.

Slowly, I think, with the encouragement of an enlightened regulator like chairman Dick Wiley, these greedy individuals are being driven from our ranks. And the focus is once more on the contributions and the problems of local, community, hometown radio stations.

We can tell this story with greater effect and with more sincerity than our paid lobbyists in Washington because we are LIVING the story of free and independent commercial broadcasting. We are living it every day.

Although I promised Bob that I would not intrude for very long or take undue advantage of his kind invitation, I do also welcome the opportunity to give you a very brief accounting and a little history of our stewardship of WVOX, a radio station which at 500 watts, has less power than any station in the entire 18 county New York metro area.

You see, we believe a radio station achieves its highest calling when it resembles a platform, a forum, a soap box for the expression of many different viewpoints.

Radio's greatness and its potential lies in its ability to amplify the diverse issues in any community.

That's our theme.

That's our credo. And if you almost flunked Latin as I did, you know that's our NAME. Vox Populi. The Voice of the People.

Now I know that COMMUNITY INVOLVEMENT is coming into fashion as one of the buzz words of our calling. But community involvement means different things to different people. In radio stations where the focus is on entertainment and the basic commodity is music and celebrity and where the franchise has been given over, for the most part, to finger-snapping disc jockeys, community involvement means an annoyance, something to be tolerated.

And by programming the same relentless music all the way up the clock we are thus subject to the "tyranny of the numbers". And of course we must either live or perish by them.

But to those who consider themselves to be fiduciaries and trustees and permittees of what Julian Goodman of NBC calls "this awesome trust we have been given or we have won" then COMMUNITY INVOLVEMENT means quite another thing.

It does not mean having our programming canned and packaged and wrapped in plastic. And if we won't give over our franchise to a finger-snapping deejay, then why, I wonder, in our infinite wisdom, are many of us

letting a little old program syndicator and tape maker in a double-knit leisure suit down in Dallas select music for us and program our stations?

If, instead of programming our radio stations to resemble juke boxes, we will use our genius and creativity to encourage the people we serve to actively PARTICIPATE in the franchises which although given to use for temporary keeping are rightly THEIRS, we'll be successful.

WVOX is one of the few local stations in the New York area with daily Open Line programs. We have self-styled "official" town reports in prime time from each neighboring community. We're deeply involved in government and politics. We editorialize. We raise hell. And we try to be a PRESENCE and a FACTOR in the community. THE NEW YORK TIMES recently called our programming "sort of a glorious hodge-podge...much of which even O'Shaughnessy can't get excited about".

The publisher of Standard Rate and Data was confused, I can tell you, when we asked him to establish an entirely new category called "Community Radio" to describe our format. We got the idea from an editor who suggested that "suburban" radio was a misnomer. Suburban indicates a PLACE. And in that place and among the stations in that place are

those which enjoy a unique dialogue and RELATIONSHIP with the community.

Recognizing this, the more astute buyers of advertising are now starting to ask just what our stations STAND FOR. What do they MEAN? You'd be surprised how many broadcasters fumble when that question is asked. And there are still those numbers-oriented broadcasters and reps who sell their stations like hamburger meat with their cumes and CPMs and GRPs.

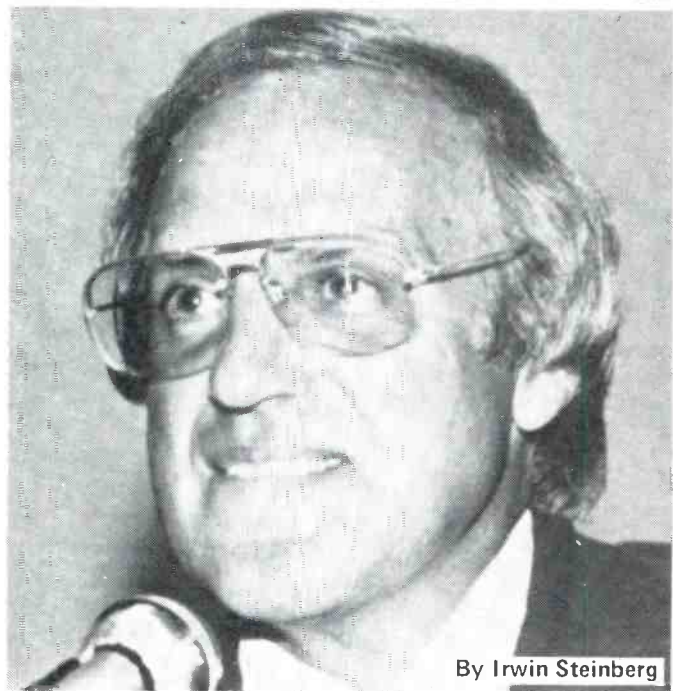
In their brilliant new revision of the classic text on our industry, BROADCAST MANAGEMENT, Ward Quaal and Doctor James Brown remind us of the responsibility and potential of our stations for communicating HUMAN VALUES.

I think that's an interesting idea.

I think President Kennedy suggested a worthy prophesy for us as broadcasters with his eloquent reminder that "when the dust of centuries has fallen over our cities...we will be remembered not for the battles we have won (and I would add not for the numbers or rating points we have achieved or the SALES we have made)...but rather for our contributions to the human spirit.

And for all of us in radio and television, the question is being asked "If not here...and now, then where...and when?"

RECORD EXEC
RECORD EXEC



By Irwin Steinberg

I have always believed very strongly in the following axiom: Exceptional and unique recorded music will overcome the organizational weakness of a record company; conversely, the strongest and most coordinated of record company organizations cannot overcome music which causes no response in the marketplace.

In my opinion, this axiom has great value in that it places the responsibility for success in the record industry in the most meaningful area—that is, in the area of creativity, in the area of the musical conception. If the responsibility is not taken at this level, then record company management and its artists and their management merely engage in a great deal of fruitless flagellation about why a record did or did not happen. The fruitless part is in these arguments. The commercial uniqueness of the music is rarely examined but the quality of the record organization always is.

What, then, makes the difference between record companies? The difference is in the extent to which the structure and the people in a record company can maximize the sale of music which is, in fact, commercially unique. Excellence in latter areas might make the difference of as much as two times in terms of unit sales. That excellence is reflected in such things as the quality of the management, the enthusiasm

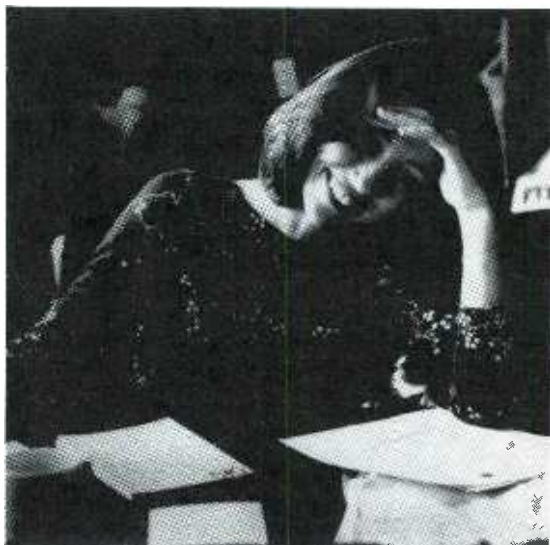
of the management, the extent of the creative marketing employed and very important is the sophistication of the use of computers which, if properly conceived, defines moment by moment the place of sale, the quantity of sale, the kind of air play and its quality and which should eventually, relatively, compare the extent to which each salesman in the distribution system does or does not contribute to that sale.

The artist and the record company organization is meant to be like a pair of scissors. One blade is represented in the artist and his or her musical conception. The other blade is the record company. Together, they cut the fabric of success, but if the scissors is broken, and one blade has been contemptuously discarded, we are left with raw ego slashing and ripping like a knife instead of carefully cutting to the pattern of success.

The answer is not in placing blame, but rather in each of the two above elements accepting full responsibility and examining the extent of success in those terms.

However, going back to the axiom, it remains my belief that the place to look first is to the extent to which the music is or is not commercially unique.

WOMEN IN THE BIZ:



KIKI LAPORTA
Advertising Media Director
A & M Records

The question one obviously most wants to ask Kiki Laporta is, "Where did you get that name?" Not to blow her cover but the lady's real handle is Henriette; pronounced Ar-ee-et. So, what is this "Kiki" Stuff. It was apparently a nick-name developed because Henriette was one of those beautiful names no-one could pronounce.

"I've made up a story that I usually use when people ask me this question," she laughed across the luncheon table at Tasco's in Hollywood. "My father's name being Henry; in Italian it's Enrico, and his mother used to call him Kee-Ko, just for short, you know; En-rico-Kee-Ko. I guess that kind of helped. How can you call a baby, Henriette? No baby in its' right mind would answer to that."

As one walks from the quiet A&M lot in the advertising department the pace speeds up about 20 ips and continues to increase until one arrives into the office of the 27 year old, "always-on-the-phone-with-one-holding", head of A&M's ad department. She and four other fast moving lady

assistants work through many thousands of dollars of (print, radio, billboard, etc.) advertising each day, frantically making decisions and deadlines dealing with an immense array of interested parties from managers to promotion men to ad salesmen to A&M execs.

Kiki is the boss. Make no mistake about that. She handles the responsibility of a business person that can be only rivaled by male counterparts. Perhaps the ability to sit in such a position comes from the fact that this first generation American, from Italian born parents, was taught a strict code of behavior and despite her "Kiki-ness" was expected to assume a great family responsibility even in early child-hood. "There was not much time devoted to frivolity" she explained. Her mother had come from Trieste, Italy and her father was born south of Rome and they expected much of Kiki. Her father, she explained, would say to her, "Don't bring me "B's" on your report card. Bring me A's and F's, but not B's and C's for that just means you're not trying."

How can you call a baby Henriette?

No baby in it's
right mind would answer to that.



One of Kiki's favorite past times is driving her white Volkswagon around Hollywood with the top down and the stereo all the way up.

If one however would try to paint a symbolic portrait of Kiki, it would not all be responsible, pressured, business. She likes to put the top down on her white Volkswagon convertible and turn up the sound on her stereo and ride through the streets of Hollywood. In the music business she ultimately is more music than business. She is more apt to spend the evening with new albums than new copies of the trades. Her real life symbolic portrait would be complete if you added many friends, books, (especially science fiction and most recently books on philosophy and metaphysics) and finally cooking, one of her favorite hobbies and one at which she's reputedly good. She takes the same responsible

hold on the blender as she does the executive telephone at A&M.

Her personality quintessence can however be most easily captured from her favorite book, "The Little Prince." One of the two most important scenes in the book she explained, is the taming of the fox, "where the Little Prince is accosted by a fox who wants to be his friend but he tells him that in order for us to be friends we have to follow a certain ritual. You have to come to the same place every day at the same time every day and little by little I'll come closer to you. And after a certain period of time I'll come close to you and we'll be able to have a conversation. And then you will have tamed me. You won't be like the farmers

in the village with their shot-guns. When they see me, they shoot at me, because they think I'm going to eat their chickens. You won't be like that to me. You will be my friend, because you will have tamed me." And she reflected, "That kind of illustrates a responsibility we have toward people."

Born and raised in early years in New York, Kiki was 8 years old when her mechanical engineer father and family moved to the west coast, settling in an LA suburb called, Covina. She recalls that they had a house right across from a farm where they "picked fresh corn on Saturday morning."

Recalling only that she learned to "hate Italian opera," there was no profound formative year influence that would predict a career in the music business.

In 1966 the family moved to the northern California city of San Anselmo where she finished her last year of high school. Most of her college was at USC where she studied Foreign Relations and Languages, specializing in Italian, French, Spanish, and Latin. She wound up in a lab teaching English to Spanish children who considered it a second language. "One of my greatest triumphs was teaching kindergarten Spanish speaking children, colors in English," she recalls. "Also at the time I was taking beha-

vioral psychology which helped me a lot in that area."

Federal funding was discontinued for the program and Kiki looked for a new job. Because she had been studying French she wound up at a French boutique in Beverly Hills.

Then it happened. A friend of hers was working with Reb Foster and they were involved in Captain Beefheart. And Captain Beefheart was involved with Warner-Reprise and this friend... told Kiki about a secretarial opening in the artist relations department at Warners. She was 20 years old, fresh out of school, couldn't type, and didn't know how to work a push button phone, but went in for an interview anyway. Bob Reger was the interviewer and he hired her.



"The basic thing to me then was, I didn't have to work Saturdays and I'd also get paid vacation and insurance," she laughed, "a lot of phones; and I knew where the keys were on the keyboard I just couldn't type without looking at what I was doing . . . so I got by. All in all, I worked in artist relations for a year."

It was to prove to be a fruitful experience for the lady moving day by day toward understanding the record business. "At the time in my limited view I thought artist relations was basically the buffer between artist and management on the one side, and the record company and the public on the other. I would get calls all day long from Des Moines asking when James Taylor was going to be playing a concert in their area. I answered a lot of kids letters. It was gratifying to get letters in, with my name on them with 'dear Kiki . . . since you were so nice to answer my letter before . . . I have this other question for you"

A year. "Suddenly it began to dawn on me that all I was doing was answering phones (of Reger she said "he was a very weird man, but a good human being") and I got to be the buffer between all the managers and agents who wanted to talk to Bob and an opening occurred in the advertising department." With Reger's help she moved over to advertising

under Shelly Cooper. This was one month before the famous head roll at WB and secretaries were let go and Kiki grabbed some more experience and responsibility.

Then came Motown and an opening in advertising as assistant with good salary and responsibility . . . "at least a good opportunity for me to learn" and she left WB in '74. Fifteen months at Motown and then, a change of regime and Barry Griff . . . at A&M.

"I had just turned down a job at ABC but I thought, well it's A&M and" . . . she's been at A&M since August of '75.

Griff, of course has just left A&M and this means even more responsibility in her job as Advertising Media Director.

The emphasis at A&M and in Kiki's advertising philosophy is "local." She pointed to the importance of coordinating and working together with A&M's local sales, local promotion, merchandising and market managers as well as the independent distributor people.

Using Joan Armatrading as an example ("We will break Joan Armatrading"). Kiki explained the procedure for making a media buy on an artist. Heads of marketing as well as Jerry Moss lead meetings to formulate artist direction and a budget is set for advertising. In addition, distributors are given

ad budgets which they can use at their own discretion. That budget is small and generally subsidy money is needed from Kiki's own A&M budget. In making the national buy decision Kiki will have individual meetings with Public Relations, Artist Relations, Creative and Promotion.

Spots are produced nationally, approved by Moss and marketing heads. Each has a 10 second bed at the end of local concert and dealer tags. Buys will be made in co-ordination with what's happening in a given market. Kiki noted that "The only effective advertising I do is local. I could do a million dollars in trade advertising. That doesn't sell records."

She added, "A national ad in Ms. magazine doesn't sell two records. What sells two records is, if the person who saw my ad in Ms. magazine happened to go to a record store and see a poster on that same artist, and my album is sitting right in front of the door so they have to fall over them to get in the store."

Distrib and local promotion and sales people have an influence on what stations Kiki buys. She pays attention to the ratings, generally "reading summaries," but it is a promotion man explaining that they are getting some action in a market, have plenty of records in the stores and plenty on hand, that has the greater influence. The fact

that an act is in town, that the promoter is running radio spots, that ticket sales are good or bad, will also have an influence on ad placement, not just on radio but newspaper, billboards, etc. as well.

Does whether or not a station is playing a record make a difference? Kiki affirmed that by noting that the "person who listens to (the station playing the record) has heard my record." Reacting to the suggestion that buying advertising on radio is a 'stroke' she responded with "Oh God no!"

"That's what makes me crazy," she continued,



"the fact that everybody is shaking the stick of federal investigation and we should do less radio and this and that . . . the fact is that people who listen to certain types of radio buy records."

She noted an example in Philadelphia, "The people who listen to WYSP buy records. If the people who listen to WYSP are hearing Piper in some regular rotation then hear an A&M spot saying; this is the new album, some information about the group, the fact that the album is available at a price at a local store and the fact that the group is coming to town . . . it's getting the frequency . . . not only the frequency of the schedule of 18 spots but I'm getting a frequency because they're hearing the name again, and the music again, and somehow somehow, if I come at them another way, if there's a review of the concert in a local paper, or if there's a print ad that a dealer is running in combination with lots of other albums and Piper is in there, I'm getting frequency. I'm trying to motivate the person that I've already hit . . . when he goes to the store, if there's a poster and the album is out front, he might pick one up. It's got nothing to do with a stroke for playing my record."

She added, "If I got as many spins as I have spent dollars on radio advertising in the time I've been in this in-

dustry, I would be the head of promotion for some BIG label. It's got absolutely no relationship."

Television buys interestingly enough generally go through an independent media agency and this is again local buys with network television being prohibitive in cost.

Despite her obvious business accuman, Kiki Laporta's future most talked about a move more toward the creative side, either in serious writing or the creative side of advertising, "not so much where and when, as what."

She emphasized this by telling the other part of the Little Prince she most liked, "at the end. In order to return to his planet, the Little Prince has to allow the snake to bite him. The pilot who writes the story is just beside himself, that the Little Prince is going to let this happen. The Little Prince says to him, 'don't worry, because you like to hear me laugh and everytime you look up at the sky you'll know that among all those stars is my star and my planet and for you everyone of those stars will laugh because you won't know who I am, you'll just know that I'm out there.' And that always has affected me."

And it is that Planetary Fantasy side of Henriette that probably is the reason she is in one of the industry's most responsible positions.

WOMEN IN THE BIZ:

**ERICA FARBER
GM--WXLO, New York**



Hypothetical situation: You're the program director of a radio station in a major market, under intense pressure. One of your jocks has come to you and demanded more money. In the first place you don't have the money in the budget, and the jock has been giving you a lot of trouble, in various ways and there's a real personality conflict going. Yet, his ratings are so good you're willing to put up with him, but you're afraid if you give him the raise he's demanded, you'll continue to lose control of your station as a PD.

The dilemma becomes impossible and you've got to get some advice from someone. Immediately, the kindly, fatherly picture of your white haired general manager comes into mind and you decide you'll just go in and lay your troubles on him. He's been

through every situation in radio and you'll know he'll have an answer.

Yet, it's not quite what you thought it was. Instead of a stiff secretary guarding a closed door, the GM's office is open and you're invited right in just from appearance.

Rather than golf trophies and "Honorary Colonel" certificates you are greeted by every picture and statue of Mickey Mouse you've ever seen at Disney World. And the hair on the general manager isn't white; it's brown and long and right there in the GM's chair is a 28 year old, 5'3", very attractive lady, named Erica Farber, and she's the GM, boss, and confidant to 50 people at New York's WXLO; as OR-FM it was the first FM radio station to compete head on with A-M giants and gain

a slice of the market.

It is one of the prize stations of highly successful broadcasting chain, RKO.

"You're cute but we already have a woman" the salesmanager at the first radio station she applied to, for a sales job, is said to have told Erica. Four years later she is the shoulder the PD and the rest of the station must rely on. "Part of my job is support. We tend to forget to just say thank you" Erica told RQR over bloody marys in a restaurant just off Times Square, it's bigness and hardness a contrast to the lady's appearance.

"Have you ever worked for a white hair general manager?" she continued. "Letting someone know, 'hey you're alright, and what you are doing is all right' ... that's very important."

I've just got to believe that all it is, is honesty and working together. Look at the people at 99-X ... God I'm on your side and if you've got a problem please talk to me about it ... or be able to come get it off ... however ... if you want to come in; and call me every name in the book or whatever you want to do you've got to be able to do it ... and they need that ... they need to know that I'm there," Erica explained.

Erica's father died when she was five and it had been his decision to not let his children grow up in a small town.

Her mother felt the same way, so when Erica was seven, the belongings were packed and she and her sister grew up, not in Denton, Texas, but in Los Angeles.

"Denton's only claim to fame" Erica laughed, "was that it produced more Miss America's than any other city.

At 7, already an accomplished tap dancer, Erica studied drama under Lorraine Tuttle five years later. The training landed her the role of Becky Thatcher in a musical version of Tom Sawyer that ran every weekend for 13 months.

For the next six years she worked as an actress in various plays and television commercials. At the same time, she attended high school, and worked in a company that did film and graphic design work. Here Erica learned much about rough editing and various phases of design.

"I don't want to think about high school," she replied when asked about those years, "After my first year of high school I was out."

At 18 the acting career came to an abrupt end. Having commercial success, Erica had reached a point of getting scripts the night before a reading. On one particular audition she was asked to read a script for a very dramatic role and she studied hard the night before the review.

She plunged into the

part the next day, reading for producers and directors and pushed herself to the ultimate, including "knowing how to cry in all the right places."

At the end of the performance the auditioners started to laugh, "Erica, that was great. Have you ever thought about becoming a comedian?"

Obviously Erica's movement and facial expression had impressed them and they were seriously trying to pay her a compliment but she saw nothing funny about it as she told her manager on the phone that same day, "Forget it, can't take the rejection."

She recalled that in those days "Remember the commercials where they have two parts; the pretty blonde girl with the problem and the brunette friend who gives her advice? I was always the friend."

Despite her current inactivity she still remarks that she loves acting ("because I think it's something that we do all day") and regretfully notes that she would have "loved to do a Broadway play."

She added, "I still would like to sing. I will do that, one day . . . not necessarily to be a singer. I'd just like the experience of saying, "I did that too."

The end of the acting career was also heightened by the fact that nudity had become prominent in films.

Erica noted that she just couldn't do that, and if she didn't that "there were still 20 or 30 alternates behind her."

For the next months she remembers doing all kinds of jobs until finally she landed at an advertising agency called "Communication Trends." This experience meant much to Erica Farber as she learned various aspects of time buying (she was in charge of insertions for the print media) trade shows etc.

The agency started a magazine called the "Southern California Singles Guide," and Erica soon devoted all of her time to it. It became very important to Camp Pendleton, for the Marines, and soon the Marine Corps began to take it over and the agency got out of it. Erica was without anything to do.

As so often happens a friend, one day in conversation, suggested selling radio time, and Erica hit KIIS. Getting a coverage map and a rate card, Erica walked out of the sales managers office, down the street for a cold call on a shoe salesman and persuaded him to give her the \$300 check in front for the spots she sold him. That sale sold the station and Erica headed for the retailers and the ad agencies, for KIIS.

One of the first things she learned was not to always rely on junk mail for leads in potential spot sales. She grabbed a stack of that and began to make phone

calls to set up appointments. The first recipient was quite receptive, and Erica got the Topanga Canyon address and headed for her first official customer.

She remembers getting lost and finally she stopped and asked someone to help her find the address. The helper pointed to the top of the hill to a lush green surrounding a gigantic house that looked like "Lost Horizon." Dressed in her best 3 piece suit (despite the fact that it was an intensely warm LA day) she excitedly pulled up the hill, parked, gathered her stuff and walked toward the house, only to be greeted by a completely undressed male coming toward her from the front door. She hurriedly hustled back to the car, rolled up the window and locked the doors. The man, explained to her through the glass that she had come to the right place... it was a nudist colony, and they were interested in advertising. The friendly man persuaded Erica out of the car and into the house; he wanted an incredible amount of radio time but of course NAB code has a frown on such stuff.

"I was so embarrassed" she laughed, "I came in the house clutching my clothes around me... he asked me, 'can I take your coat?'... It was at least 85 degrees but, no, no, I'm fine... I survived."

She points to the importance of the arrival of

Chuck Blore as KIIS program consultant a few months later. Chuck was not only "a friend" but created another whole area of radio for Erica; to work with someone so creative... someone who's not afraid to innovate.

"If copy didn't fit, I'd call the client myself," she notes, "I became so programming conscience."

Erica had begun to get offers from other stations but was so involved in KIIS product that she shunned them, until ABC television called and persuaded her to go to work for them.

TV offered less excitement for her though as she remarked, "Creativity in TV is only a numbers creativity... it's all paper work."

After two years of TV her longing to get back into radio got to her, and she called KRTH's GM Allen Chlowitz to find out what might be open around town. He instructed her to come over and pitched her real hard on the station, selling her on coming to work at KRTH and then demanded that Erica sell him on why she should get the job.

"When I got to KRTH" she told RQR, "I decided I could sell, and I could make a good living at it. But I also realized that there had to be something else I could offer."

KRTH afforded Erica the opportunity to get involved with station promotions and she became very



Dwight Case stunned Erica with the news that she was the new General Manager of WROR in Boston.



Even Hobbs new that the split had been set, but Case wanted to let Erica know in a special way.

She, of course, burst into tears.



promotion minded as a result. Her interest and commitment to radio grew, and one day she remarked to Allen that she would like to meet RKO Radio Sales Head Dwight Case to find out "more about the company and where I fit in."

She told Case over lunch shortly after that, in response to his question about her future desires, that she felt the next logical step for her would be sales manager.

RKO Head Bruce Johnson, with obvious support from Dwight Case and Allen Chlowitz, called Erica from Florida when the Sales Managers job opened a few weeks later at WROR in Boston and she quickly accepted and flew to her first company meetings.

It was a new station of sorts that Erica went to in Boston. It has been sold to Heftel in 1973 but the sale didn't go through and it had stayed under the shadow of sister AM'er, WRKO since then, with AM, GM Jack Hobbs being Erica's boss.

Jack allowed Erica her freedom and she worked "24 hours a day, 7 days a week" to put the station in to the black. She hired 3 sales people to help her, worked closely with PD Art Ortega to come up with promotions that would make Bostonians conscious of the station and Erica often found herself dressed in "high heel sneakers and bowling shirts."

Erica and the station were a success and she began to push the company to split it off from the AM and give her the job of GM.

If there was a highlight in her life it had to be at company's Florida meeting that year. Erica came down, not only with her budgets for the coming year but with a proposal for the splitting of the stations. Dwight Case had taken over charge of RKO Radio from Bruce Johnson by this time and one by one he had meeting with each company GM on the budget. She accompanied Jack Hobbs into the meeting with Case and at the end of the meeting she mentioned to him that she also had her proposal about the split, ready for presentation.

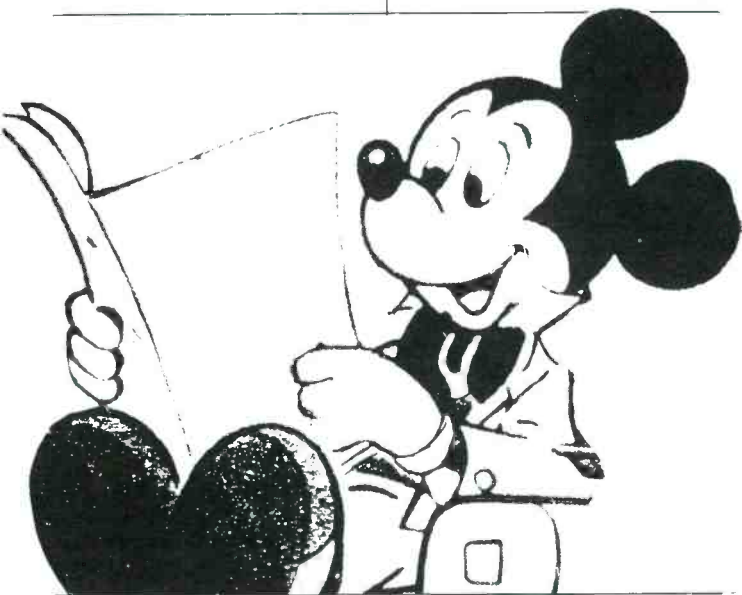
"Farber, I've got other guys waiting to do their budgets" Case rejected her beginning discussion and she dejectedly left the room. Frustration was the theme of that day in Florida and she looked to Hobbs for advice, "Why won't he even talk to me about it?" she puzzled. "Farber, don't worry about it." Hobbs advised.

That night she continued her depression as she attended the company dinner. There was a guest speaker and Dwight Case noted that he had three announcements to make before the speech. He gave awards to two employees that had been with the company for 20 years and for the third an-

nouncement stunned Erica with the news that she was the new General Manager of WROR in Boston. Even Hobbs knew that the split had been set, but Case wanted to let Erica know, "In a special way." She of course, burst into tears. When she arrived back at the station the next Monday, her name was already on a new parking space.

Once when she asked Case why she had gotten the sales managers job in Boston, ("Why me?") he told her that she was the only one who had asked for it. That apparently was a good lesson for Erica.

She however did not ask for the job as GM of WXLO. At another meeting, this time in LA Case told her, "I'd like you to go



to New York." Erica hesitated because WROR had just turned around financially and she was starting to settle into the GM job there. With Case's urgings she accepted the job at 99-X.

"The cume of the radio station frightened me"

she remarked, "it's a station that reaches over one million seven hundred thousand people" and it's very difficult... there's all these little sub groups in the New York area.

Now one year at the station Erica reflected that,

"We've built. I'm sure every GM believes this about his station. I believe in the staff very strongly... tight knit. We're running the radio station. I'm not there because I'm so smart. I'm there to help them get it all together... it's learning each other's space... learning how to be better radio people."

She points to the importance of building a visibility of the station in the market, something which feels she has successfully accomplished in her days at the station.

WXLO was the first radio station to have a float in Christmas Times Macy Days Parade and there was much station pride and excitement as the jocks dressed in their white suits and accompanied Barry Manilow down the street.

Erica Farber, despite her position had little business experience before WROR but counts herself "very lucky" that she had the guidance she did in Boston. "If I don't know something, I'm not afraid to ask. I had people there that had the answers."

Additionally, the station was constructed pretty much from the ground up so she also got the opportunity to learn the basics that way. P&L statements and budgets were built from scratch.

"Style" is an important word to Erica Farber; she continues to talk about

developing your style" and part of her style is to work 24 hours, 7 days a week on her radio station. "If anybody really cares about, or believes in what they're doing, it's always 24 hours a day" she shrugs.

Another part of her "style" she calls herself, "kind of a banana"... "I really like to laugh and I believe it's important to be able to laugh at ourselves."

So then why is Mickey Mouse all over her office? "Mickey Mouse as a person represents all the wonderful qualities that we as adults forget," she explained, "He had a naivete, a total honesty, he was ageless, you never saw his parents but he wasn't an old man. But, he was old enough to drive a car and date. He also cried. He asked questions."

As part of that influence Erica pointed to the fact that she "endeavors to be compassionate."

Yet the young GM also points to firmness as being important, "when you have to make a major decision that affects people it's never easy. We're still running a business." She footnoted with "When I make a decision it's something I've thought about... it's weighing the pros and cons."

Erica made industry trade headlines by bringing a program director in from a small station in Georgia and three days later, firing him.

The incident was "unbelievably traumatic for her. She explained, "He is a very bright young man. I made a hiring mistake. I realized it was a wrong decision and if I'd let him stay on, it would have hurt the radio station and him. He may not believe this but I think I did him a favor in the long run." She lamented, "I realize I sat his career back several months. I am sorry for that."

Erica recalls the trauma over having to go back to a jock meeting and explain to the staff that "I made a mistake, guys. I thought what I was doing was right. I made a mistake."

The staff understood, supported her and the station kept going. "It got me over the fear of what other people thought," she told RQR, "You make decisions. You make mistakes. If you can admit them, fine. But pick up fast and keep going."

Where then, does this lady go from here? She emphatically pointed to working, and working in the entertainment business as the picture of her future.

"Personal-wise, I hope I'm the same" she said, "I really like me. I drive myself; am real hard on myself, and I really care about what's around me. I really want to win at whatever I do. If I'm going to lose I want it to be because I lost."

Radio is especially part of the future, she told us, "There are so many pha-

ses to it. I do recommend that the person who wants to be a GM in the future, get a strong business, and legal background."

Erica Farber, as a young female general manager is building a path that no doubt others will find easier to follow as a result. She advises that "being visible in business leaves you open to comment and criticism. I'm sure, my being a woman helps to increase my visibility to an extent. Fortunately, I can laugh now."

Her continued advice to aspiring radio females is that if you have to, "take a supportive role in a station. In my opinion, a secretary, in a radio station who is smart has an incredible advantage of learning everything about it. She has contacts with all the other departments and she really learns a lot."

Erica again points to "style." If I had been very heavy into Women's Lib . . . I mean the extreme . . . don't laugh, be hard . . . I would have failed. I would have alienated myself totally. I don't think I could pull that off every day."

"I'm just a wonderful person" she giggled . . . and then seriously protested, "Don't print that . . . I was only kidding . . . I was"

Okay Erica, maybe you're not, but for what she's accomplished in her few years in radio, she's at least something akin to that.

THE promo giants

The former picture of the "record promotion man" was that of a pretty irresponsible, hippy dippy, pink shoed, plaid jacketed, yellow tied shyster of sorts. I.E. don't trust him...especially around your sister and your money. Tin Pan Alley and its "hepsters" however, is long gone and today's record promotion man is something all together different. He's surrounded by marketing meetings, computers, and budget proposals all dressed in dark 3 piece business suit attitudes. "Head "Head promo man" has now become known as Vice President in Charge of -romotion and the demands upon that businessman are real indeed.

It is our opinion that as one glances around the major record companies today there is a phenomenon that will probably never be repeated and it is for this reason we point out the Promo Giants of the summer of '77.

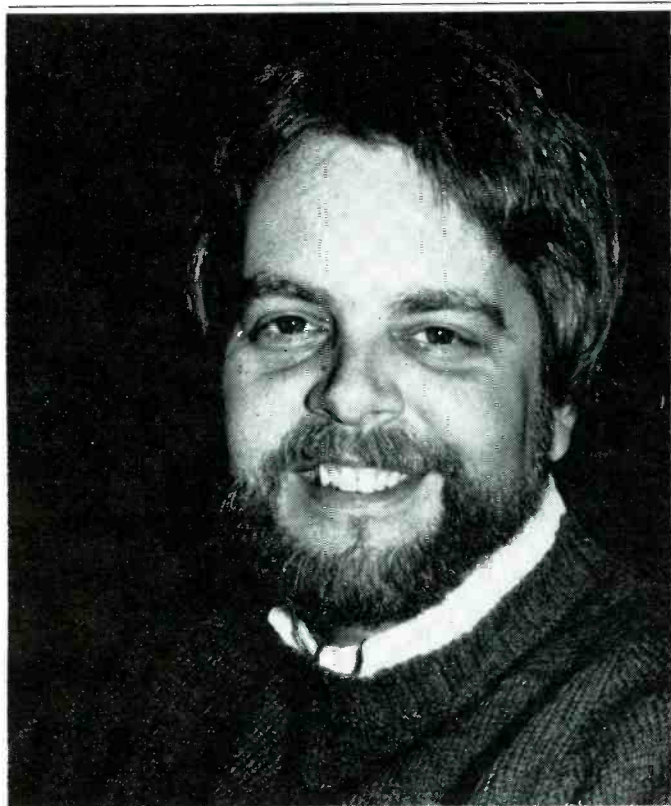
The people we are going to profile in the next few pages seem to have certain elements in common. First of all, most of them

have the title "Vice-president." That generally means that they are certainly totally responsible for that division in the company and report to only the president or the Exec VP in some cases. They are businessmen.

But just as importantly it is interesting to note that most of these leaders of major companies are all about the same age (30-40), remember when Elvis Presley first hit, have had long hair when it wasn't popular and through their demands also brought a new legitimacy to the position of promotion director. As important as any common quality is that almost all of them are part of the "business" primarily because of the "music."

There are many that influence the industry...and certainly we are missing profiles that should be here but, all in all we think that the stories that come in the following pages are among the most important. That's why we decided to call this part, the "Promo Giants" ..."Bigness" often happens because of them.

FRED RUPPERT



NATIONAL PROMOTION DIRECTOR

Born: July 9, 1942

Hometown: East Orange, N.J.

Actually Fred grew up in Summit, New Jersey (until he was 12) and Marietta, Georgia until he was 17.

Across town from Chuck Thagard's department store in Miami was Fred Ruppert doing essentially the same

job. Like Chuck, he bought records for a five store chain department store (Jordan Marsh). He began to learn the manufacturing side of the record business from the various salesmen that would come in and became interested in record promotion. When a summer vacation came time, Fred fled to New York and knocked on the doors of various record companies. "I never got to see anybody," he explained, "except personnel departments." He went back to his job in Miami, resigned to get the promotion thing out of his mind. Larry Bush, the RCA salesman in Miami called him one day and invited him to see an Eddie Fisher concert (which was exactly Fred's kind of music at the time, although he's now turned 35), and he went because of the regional men he was going to meet. One of the people he met was Vito Blando. He was hired on the spot, and two weeks later he became the local RCA promotion man, working out of Miami. "Got very, very lucky," Fred told RQR, "broke a couple of records." Nine months later, he was promoted to New York to do local; did that job for nine months, and with the exit of Augie Blume and Stan Monteiro, Fred joined Harvey

Cooper in the national office. A total of 18 months in the record business, and Fred was now helping Harvey direct the total RCA promotion. "It was too fast," Fred remembers, and eleven weeks later, he quit. The final straw was "it took three weeks to get an answer on whether or not we could tie in with a very inexpensive contest at CK-LW." Both Harvey and Fred went to Bell records; Fred stayed in New York to do national album promotion; six months later, he became East Coast regional for Bell, and six months after he joined Elektra records to do national promotion under Gil Bateman. Two months later, Gil Bateman left and Fred took his place as National Promotion Director. Fred did that for a year and then started UK Records in the United States for Jonathan King. Six months later, after "feeling many frustrations," Fred left the record business for seven months. He spent a lot of time on himself in that period and made his living painting houses (very good bucks), but the living was boring as compared to the record business, and he once again put out "feelers" that he wanted to go back in. Herb Gordon hired him as assistant at Paramount Records, and six months later

when Herb left, Fred took his job.

A year after that the company was sold and Fred joined Shelter Records, back into a regional job doing the Northeast, "and getting back on the street."

Bruce Bird called Fred when he decided to leave Buddah and suggested that he come there in a return to a national position, and he did. A year later, he moved into an A&R position at Buddah; Tom Cossie taking his place. January of '76, Fred became National Singles Promotion Director at Polydor, and just last April, Fred assumed his present position.

Outside the business, Fred digs outdoor things like horseback riding and swimming (hanging out on the beach). He also spends a lot of time working and reading on philosophy and psychology.

What does it take to be

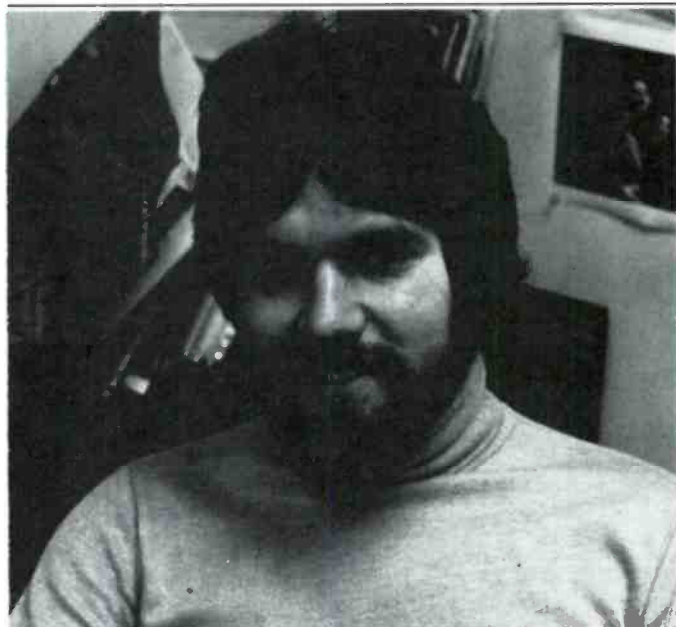
a good promotion man?

"Has to be dedicated...willing to work 80 hours a week...that determination...both on the national and local level...it takes a well organized individual...a man that's not organized; there's no possible way to get his job done, not enough time in the day. It takes a total promotion man...top forty, albums, country radio...organization, dedication, a knowledge of music...a knowledge of radio...has to understand what formats are...what an ARB is all about...how to read one...right now the local man should know who's going to win the fall book...be ahead of the trends...The only other thing he has to have is when this intense pressure is put on promotion, a man has to be able to take any viable record and get it tested. You can't put a record out today and not be able to get it tested."

**NEW WAY OF SAYING GOODBYE AT MARTONI'S
—“MAY THE FARCE BE WITH YOU.”**

**UNDERSTAND THAT STAR WARS' CHEWY IS
GOING TO BE NAMED WUKI OF THE YEAR.**

TOM COSSIE



VP-PROMOTION, MARKETING AND SALES BUDDAH RECORDS

Born: January 13, 1947

Hometown: Pittsburgh

This will be a long story..but worth it. Tom got into the business the first time he heard, "Whispering Bells" by the Del Vikings.

Fact is "Coz" was a record man forever...When he was just 11 years old, you'd see him at Murphey's Department Store, trying to "chisle" down the price from the 69

cents they were asking. Finally, he began to notice the "10 cent bin" and started picking up cheaper records from there. What he found, when he got them home is that some of them were even better than the regular priced records. Tom became a collector...and an investigator.

As he continued to col-

lect, he found that there was tremendous value for impossible to get items. He found out, "who supplied the Murpheys"...and he counts that as the most important experience of the early record business. It was a warehouse in Buffalo.

And T. C. became manager of Chuck Dembrak's record stores in Pittsburgh... And he found even bigger suppliers...And it wasn't unusual to find T. C. trucking it to Chicago to pick up a giant collection of cut out 45's and heading back to Pittsburgh. Once there, he convinced local radio stations to play the record (the reason he got it in the first place was because it was better than some of the "regulars"), and then loaded them into the shop and sold a pile.

There was a particularly famous incident.

"There was a record I found seven copies of, in Galgano's basement in Chicago...brought it back...ripped the labels off, all but one...I sold each copy...one for 60 bucks...one for 30 dollars.. these are 45 r.p.m. records...until one guy said, 'I'll give you \$150 for that single.' What he did was...he bootlegged it. The record ended up selling 20,000 copies in Pittsburgh...All of a sudden every major company

was looking for it...The record was Hanky Panky by Tommy James and the Shondells."

Now, back to Tom's history. Out of high school, he got a job at Fenway Records...Herbie Cohen and Nick Cincy had a bunch of successful students. For three years, Tom worked there, ran ... (playing some of those Chicago warehouse records) and went to school full time to complete a degree in psychology. Handleman bought Fenway and Tom did promotion for them for a year and a half.

Tom then took a position, doing "local" for RCA out of Pittsburgh...His local included Pittsburgh, Philadelphia, Cleveland, Buffalo, Maryland..."working out of my house"...He continued, "Now, I guess that's considered a big region."

He spent a year and a half doing that...and since he already was covering half the country, it was only obvious that his next step would be national...and so he took over album promotion for RCA in 1970.

For three years he moved back and forth in various capacities in national promotion for RCA. In 1973 he was made Director of all promotion for the company, and in 1974, he was made a

Division Vice President in the promotion area. At that time his national singles man was Ray Anderson and his national albums guy was Billy Bass. In the field he had people like Lou Galliani, Phil Rush and Don Whittimore.

He left RCA and started his own record company, called River Records... that lasted about a year.... "learned a lot about business."

When the boys' wagon was about to be repossessed, Tom got the message that River Records was up. He had known Art Cass for some time before and through some intense discussion, Tom found him the best person to work with in coming back into the New York record business.

He joined Art at Bud-dah Records and remains in his current position.

Outside the business, Tom loves sports cars. His daily life consists of a lot of running every day and going to the club and working out a great deal. He goes to church every Sunday..... "That's a whole thing too... just the same way you work out with your body"...that's another thing we forgot to tell you about T. C. He also was studying to be a priest... went to seminary his senior year in high school and fresh-

man year in college...he also worked with children, doing his student teaching with the psychologically retarded six months of his life.

He explained it. "I was working for Fenway and Handleman...and these record companies...while I was going to school, I had a 17 credit load a semester...full time at the distributor...going on road trips on the weekend... buying these old records."

To be a good promotion man in 1977..."Well, belief in your product is one thing...but then to believe in your product...you have to present it in a very honest and open fashion...It's very hard to be a good promotion man nowadays because you have to analyze each station... to see what they want...because too many hit records are blown...You almost have to be an analyst...If my young brother was interested in becoming a promotion man, I would ask him to go through a lot of the basics... work out of the distributor to see what the real life record business is...schlep a few boxes...the basic mechanics. A good promotion man is also a good salesman...is also a good merchandising man...is also involved...you know...a total person...if you aren't, you don't make it...it's as simple as that."

PHIL RUSH



NATIONAL PROMOTION DIRECTOR CAPRICORN RECORDS

Born: April 1, 1947

Hometown: Gary, Indiana

Actually, Phil was just born in Gary; three weeks old, and he was moved to

Memphis. He kind of split his growing up years between Phoenix and Memphis.

Phil's first involvement in the business is unique to say the least. He was working for American Express, in the Corporate Accounts office, in Phcenix. As can happen, with as many record companies and groups using credit cards, there has to be a little PR. Phil got the assignment of going to a concert featuring Jimi Hendrix, Santana and Crosby, Stills, Nash and Young to deal with all their people and promote American Express. Bill Compton was at KCAC in Phoenix at the time and Phil and he became friends, and Bill began to tell him about the business.

Phil went back from the concert and quit American Express, moved back to Memphis and became a Buyer and Operations Manager for Hotline Record distributors. This was 1970.

He became friendly with Bob Spendlove, then regional for RCA and Frank Mancini (National Promotion) came down and hired Phil for local RCA. After a year and a half there they moved him to local L. A. He worked with Ray Anderson and Don Whittimore there. Tom Cossie was then National.

After a year there they moved him to San Francisco ...after a year...he became

Regional out of L. A. In he decided that he wanted to work in a smaller company, in order to have the satisfaction of covering everything. He spent three days with Phil Walden down in Macon and became West Coast Regional for Capricorn. Three months later he took the position as National FM Promotion Director. He also worked closely with the trades and Warner Brothers home office.

When Dick Wooley, left Capricorn to form his own company, Phil assumed the position of National Promotion Director. He's held that job for a year and a half now.

There is little outside the business for Phil at this point. He particularly loves water sports...skiing, white water canoeing, etc...and has an affinity for "spelunking."

He is looking forward to more involvement with the production of records...if you want to call that a hobby.

What does it take to be a good promotion man in 1977?

"It involves lots of street knowledge...also creative promotion...being able to work with radio with promotional concepts...the fact that it's gotta be a good record for that radio station...working with the various parts of the business is important...the trades...etc."

NOEL LOVE



**EXECUTIVE VP-GM
SILVER CLOUD RECORDS**

Born: December 31, 1945

Hometown: New York

Noel's brother Jerry preceded him in the business and helped him get a job just out of high school with Malvern distributors. Noel was a promotion man for them but was probably the

only promotion man in New York that could cash his expense check on a bus, as he remembers. That was 1966. He did that for a year; went to Alpha distributors as local promotion. Then he went to

Amy/Mala/Bell, the beginning of a relationship with Larry Uttal. He was doing national promotion for DJM and Page One Records. From there he went to Polydor, setting up the first promotion department for the company.

After two and a half years at Polydor, he went back with Larry Uttal as National Promotion Manager under Steve Wax.

In 1973, he left Bell to form Love-Rosen Productions with Howard Rosen, and then the two dissolved their company, and both went to work for Private Stock Records, again returning to work with Larry Uttal, in national promotion. They were there two years.

He made a quick stop

at Midland International Records and joined David Krebs and Steve Leber in their new venture, now called Silver Cloud Records.

Outside the business Noel spends a great deal of time with his family. He likes sports...football...plays a lot of tennis...and has a knack of not betting on the wrong horses.

What does it take to be a good record promotion man in 1977?

"An understanding of radio...an understanding of the growth in music...I think it's all based on understanding. You have to be able to see the needs...the voids and fill them. If you get that job accomplished...you're a good promotion man."

From the past—some famous folks—heavy challenge—who's the guy on the far right?



RAY ANDERSON



**DIVISION VICE PRESIDENT,
PROMOTION
RCA RECORDS**

Born: August 17, 1940

Hometown: Pittsburgh, Pennsylvania

"I started out singing, years ago, in Pittsburgh, Pennsylvania, on the street corners. They fashioned that whole Rocky movie after me. I got to be quite good to where I recorded a few records with a couple of acts; the Nomads, the Catalinas.... in those days they released records regionally...1958.... tested them first. They never happened...until years later,... ..Tom Cossie went to college on them."

Truth of the matter RCA's new VP-Promo was the inspiration for this section, (also this book). A few weeks ago in a diner in Pittsburgh he revealed that he had gotten his start in the business as a singer with groups like the Skyliners (he split with them right before they were going to record

"Since I Don't Have You") and already mentioned Catalinas and Nomads.

Joe Rock, who was the manager of the Skyliners (and writer of "Since I Don't Have You") contacted Ray in New York, where he was doing several things out of the business and suggested that he get back into music with the question, "Ever try promotion?" This was 1964.

Ray didn't even know what "promotion" was but he decided to accept the insistence of his friend and walked into the Pittsburgh distirb (Fenway Standard) and the man interviewing him was Nick Cincy, a person he had done many with, as an artist. Cincy hired him, and from there he went to Fenway distirbs as a promotion man....and then

his success got him off from national labels and he went to work for RCA in Pittsburgh, doing regional. He spent 7 years with the company, moving from that position into New York and a National Promo position with them. Then it was VP time and Ray moved to United Artists where he headed the Promotion department there for two years. He left UA and started his own promotion company until RCA offered him the present position, which he's had since March of this year.

Outside the business Raymond is now into a good deal of visual art, particularly in the area of architecture (far cry from the plain old street corner in "living in New York is turning me onto a whole new energy source of the art. There's more to grasp here. Even in the store windows there's competition in displays. It's incredible. The consciousness in New York of art and the form of presenting it is incredible." He's also a lover of golf, although New York hasn't given him much opportunity. He digs dancing...reads a lot...and being a Leo is a sun worshiper."

And finally, the question, "What does it take to be a good promotion man

in 1977?"

He answered, "A good promotion man is totally into marketing. When I say "marketing" he first of all has to know the region that he's dealing with...he has to know the "market" place." It's more demanding to get into researchas the radio man has donepeople are now turning themselves more onto music. They want to know. They have this thirst for knowledge. So in turn that goes into a radio area too. So in turn that promotion man has to be totally into the consciousness of his market-place ...and what the station is trying to do...what's right for what station....he has to follow through on a marketing level...as far as letting them know what's happening...as far as support from the company...if they're committed...giving them an honest reading as to what's going on ...instead of a hype....he has a system where he's giving them in-put. He also has to follow through on the ing level. You have to merchandise the album...where

it's visible...where it can be bought...it can't be filed under "H" for Hall and Oates... it has to be visible....there has to be a means of "sell." It has to be a total marketing thing"

KENNY BUTTICE



VP PROMOTION ELEKTRA/ASYLUM RECORDS

Born: October 16, 1950

Hometown: Detroit

Kenny was a musician in the Detroit area, playing piano and singing in a group called the Good Times, while he studied music at the University of Detroit. While playing clubs, he got to know various people in the record business, especially promotion men and he wound up leaving school and joining Handleman Distributions, doing local promotion in Detroit.

In 1970, he moved to New York to work for Steve Wax at Bell records. He still covered the Midwest from his office in Manhattan. This was 1969, and he told Steve Wax that he was 23. Truth is, Kenny was only 19 at the time, and he recalls, "Mike McCormick was the program director of WLS at the time, and I took him out to a bar

and they asked me for an I.D., and I didn't have any. They wouldn't serve me."

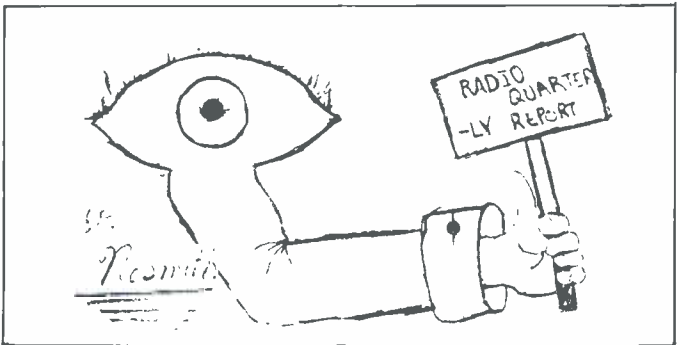
Kenny did midwest promotion for about a year and a half and then moved on to a national position with the company, doing album promotion...first couple of hits being Melissa Manchester and Barry Manilow. Then he did singles promotion, on a national basis.

In 1973, when Elektra and Asylum merged, Kenny moved over to do national promotion. He became a VP at the company in July of '76.

Outside the business, Kenny is still very much a music buff. "My whole life is this." He does love attending sports events...and he plays baseball and football as well. Just a few weeks ago he played with the Eagle's team and hit five home runs in a Sunday

afternoon doubleheader. "You could also say, I'd like to be a horse owner."

What does it take to be a good promotion man in 1977? "Determination, knowledge...and balls. As far as radio is concerned, the way that everybody's gotten involved in research and this and that...I feel that research is research and you can only research so far...everybody keeps coming up with new ideas and invention in research...but when it comes to just that old gut feeling as far as a record...they'll never lose that...when they believe in a record they're going to play it. That's my philosophy. When I hire some somebody I look for aggressiveness...someone who just wants to get out there and give 110%. There's so much a person can learn but there's so much they have to have also. Aggressiveness is important."



RANDY BROWN



NATIONAL DIRECTOR OF PROMOTION PORTRAIT RECORDS

Born: January 12, 1943

Hometown: Cleveland, Ohio

Randy was an aspiring musician for sometime in the Cleveland area, where he played "loud and very

sloppy drums," with a group called the Twilighters (had a couple of records that made it in Cleveland in the middle sixties.) While

Randy was out of college for the summer, Columbia promotion man Steve Popovich had to go into the Army reserves and ask Randy if he'd like to take his place while he was gone. Steve gave him a week's briefing and Randy filled in for several weeks. Randy went on back to his English major at Kent State, when Steve got back. After school Randy took a job as a school teacher (they weren't getting drafted). About two weeks after his first year, Randy got a call from Jimmy Randazzo, an old friend who was with Decca records in L.A. "I need a local promotion man" was Randazzo's message and Randy's reply was, "I'll start tomorrow," which he did. He spent a year at the company and then came back to Columbia records in June of 1970, promoting for them in San Francisco, as Epic's local man. He was later transferred to L.A. as Epic's regional man and after a time there he moved to the position of Field Sales Manager with CBS in L.A. and then to CBS Branch Manager in Denver. At the beginning of Portrait records, one year ago, Randy was brought in to his present position. His first single, by Burton Cummings, was a smash. Outside the busi-

ness, Randy has several hobbies most of which aren't printable. However, he does fish a lot, enjoying time out of the San Diego harbor. He does fly fishing all over the west when he gets time. Randy particularly wanted to note that "he could not let the interview go by without saying that if it wasn't for Eddie Reeves (Chappell Music VP) I would probably amount to something today. Unfortunately, I know him and that's set my career back quite a bit." He continued, "Eddie is one of the reasons that neither one of us will make it."

Finally Randy did answer the final question, finally... "What makes a good promotion man?"

His answer, "There is only one main quality. I feel that before you can get anybody to consider your records, you have to get them to consider you as a person. You have to sell yourself before you pitch your records (if you want to call it that). You've got to be able to gain people's respect as to the legitimacy of what you're saying. Otherwise, you could have a good record and it may not get a fair shot because you haven't really established yourself out there and that's very important."

JOE ISGRO



NATIONAL POP PROMOTION DIRECTOR MOTOWN RECORDS

Born: August 10, 1947

Hometown: Philadelphia,
Pennsylvania

Joe Isgro was a POW in Viet Nam. He escaped to the record business. Only a few short days in North Viet Nam, Joe Isgro returned to the United States as a civilian and back in Philly had a conversation with a friend one night, who had been in radio, and she suggested that he might like the record business. He's very matter of fact when he says that he just "walked" into Decca records to apply for an opening in local promotion for the company. Sam Pasimano was do-

ing the hiring; interviewed Joe and explained to him that "I had a lot of spirit and everything" but you need some experience...and keep trying." Whatever way he handled that advice, only a couple of days later, Sam called him and gave him the job, "explaining that we need some young blood...I wanna give you a shot."

Now, Joe explains, "What really possessed me (to go down and apply for the job) was that it was an interesting business. I always

liked music and everything and I know I didn't have any experience in it but, I also had confidence in myself. I know that anything i ever endeavored...be it Service or school or whatever it was... I know I can be successful at it."

He worked at that job for about a year and a half, and then he went to work for David Rosen's distributor in Philly...doing promotion "mostly for RCA"... Next stop was Paramount... the opening of Schwartz Brothers in Philly, Joe moved over to do promotion for them, which lasted about two years, until Morris Levy offered him a national job at Roulette records in New York. This was about 1975. He stayed there until he became part of Motown, (almost two years ago) as regional in Philly....now about a year and a month in his current position. Outside the record business, Joe's main interest is sports. He plays softball and up until last year was playing football. He works out in the gym consistently and likes to box. Also hunting. "Very good for my AOR lunge forward here at Motown," he explained to the RQR..."boxing, hunting... AOR image you know."

But fact of the matter is, whether he wants to

admit it or not, since he came to Motown records it has enjoyed some of the very biggest album success in its' history. And in answering the question of "what do you think it takes to be a good promotion man in 1977?" he answered, "Knowledge and hard work. I think you need some experience... I think you should put your time and you grade out there. I don't think you should jump from local to national in a year. I think you have to learn the business from a local level. And that's where the experience comes from. And, just simple hard work. It's that simple."

Then about the difference between what it takes to promote an album as opposed to a single he said, "there was a difference three years ago when AOR radio hadn't matured....small rotation for albums....now its all changed...I see more and more everyday between your AOR stations and your top forty stations, a similarity ...as far as promoting goes. You're dealing with tight playlists and listings and in-store deals, the same way you're doing with a single. They're looking at stores. They're looking for movement on the album. The similarity is coming closer and closer."

DAVID CARRICO



VP, NATIONAL PROMOTION PHONOGRAM MERCURY RECORDS

Born: March 22, 1940

Hometown: Baltimore, Maryland

Dave got into the business by hanging around with radio where people like Jack Gale and Buddy Deane were running the show. Buddy Deane's TV show was a huge area success and it sported a bunch of buddies that either danced on it or hung around it. Dave was one of these people and other folks like Eddie Biscoe, Eddie Dejoy, Buzz Bennett, Joe Cash and others were also part of the gang. His first official job was engineering Sunday night reli-

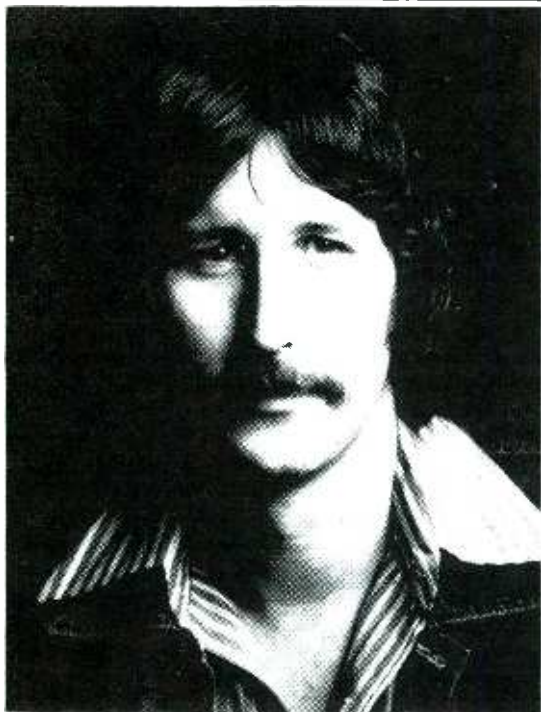
gious shows on WWIN (also Baltimore). From that he spent two years as the all night jock at WWIN. In 1960 he became program director for Buddy Deane's radio station (KOTN) in Pine Bluff, Arkansas. He spent 6 months in the service midway through 1961 and after coming out returned to Baltimore to become local promotion man for Manny Goldberg at Man Gold distributors. He stayed at that job for 4 years. One of the lines they distributed was Bell

records and Larry Uttal and Fred DeMann hired him to do national promotion out of New York. (There were 8 people working for the whole company when he came.) As the company grew larger he moved over to the A and R area. When the company became "Arista" and Clive Davis came back in, Dave moved back to head promotion. Eight months ago he left his beloved New York and went to Chicago where he has remained in his current capacity. Dave gives Buddy Deane much credit for instilling the desire to be part of the business in him. Aside from the record biz, Dave spends a lot of time riding bicycles outside his Lake Michigan-side apartment. He's also a lover of camping when time permits. His biggest hobby however

is reading...of all kinds... educational, mysteries, various other novels..."a nice relaxation after a heavy week. week." Finally, our .What does it take to be a good promotion man in 1977? Dave answered, "I think it takes the same thing it's ever taken...a lot of credibility...and enthusiasm... with the people you deal with...not only radio station personnel but your own people as well. You've got to be able to map out the target audience you think your records are going for...We're very fortunate in the record business to have all kinds of music and all kinds of avenues of exposure...You have to take advantage of that. Also, your ability to juggle...to get your people to work on as much diversified product as possible."

SPECIAL NOTE: Right at press time; Dave Carrico announced his resignation from Phonogram-Mercury to return to Larry Uttal and the job as head of promotion for Private Stock. No announcement was made in regard to his replacement. Also, Mark Hodes resigned from Mushroom. He will do independent promo work for awhile.

JIM JEFFRIES



**DIRECTOR, NATIONAL PROMOTION
EPIC RECORDS**

Born: August 8, 1943

Hometown: Detroit

Jim was going to college in Battle Creek, Michigan majoring in English, and in one of his public speaking classes there was a fellow who was a jock at WKFR. Jim became friends with the class-mate and started hang-

ing out at the radio station. While his friend was on the air, Jim would work in the production studio making air checks and doing some production. Finally, after about six months of that there was an evening opening at

the station and Jim cut an audition tape and went on the air from 9:30 PM to midnight at WKFR. That increased to a six hour shift, six nights a week and after graduating from school with an AA he continued to send tapes (every month for two years) to sister station WKNR. Frank Maruca was PD then, and finally, Jim joined the popular Detroit station on the air (it's now WNIC). All in all he worked for the corporation for over six years.

Jim then went into the service for six months, working in armed forces radio-tv in places like Seoul, Korea and Anchorage, Alaska.

Upon returning to the station he found that it was changing formats and call letters, and he started look-in' for other pastures. He found them at WQXI in Atlanta where he went on the air. With change in program directors there, he found himself out of a job

again. For several months after that he did all sorts of gigs, but it was WFOM owner Jimmy Davenport who convinced Jim that he had a stake in the business and should continue in it. He wound up in record promotion, spending the next years working local and regional for Capitol, national for GRC and finally Ron Alexenburg brought him to New York to head up Epic's promotion.

Jim lives about an hour away from Manhattan in a house at the foot of the Poconos on a lake that offers him his favorite past times...water skiing, sailing, etc. His dog Sharna also is a past time of his. In answering the question of what it takes to be a good promotion man in 1977, he mentioned many things, but most importantly, "The ability of the person to look you in the eye.....honesty...credibility."

JOE.....THAT WAS ELVIS

I was only fitting that I would be driving down the road listening to the radio, when I first knew about Elvis' death. Strangely enough for me, I was just on my way to the designers with the final copy for this book. The first news was a nonchalant, "I think Elvis is dead." It was amazing to me that as I thumbed the dial, I heard no further mention of Elvis' death. It was ironic that the announcement of the death of the King of Rock and Roll....the man who probably did more to bring about the beginnings of popular music radio than anybody...was not

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BOBBY APPLGATE



NATIONAL PROMOTION DIRECTOR ARIOLA-AMERICA RECORDS

Born: November 10, 19—

Hometown: Pennington, N. J.

Bobby was the only "Promo Giant" who refused to give us the year of his birth, which will give you at least some kind of indication of how old he actually is. Word is, he's been spending more time visiting beautiful music stations lately. "Apple" as he is known to many people he thinks are his friends, was an entertainer (singer) on the west coast while still in high school. He used to do hops with the

guys at WAAT (such notable rock and rollers working together such as Kal Rudman, Dean Tyler and Humble Harv)...while he was a member of the "Counts."

Out of high school, he started his own flower shop in New Jersey, did well with it, and moved the biz to L. A. Bobby is one of the better softball players (he is one of those guys they bring in called a "Ringer"), and he

rang for KFVB and their softball team one summer because a former manager of his, Harry Neuman, now a jock at KBLA hipped Ap to the KFVB team.

Also playing for the team was Bob Fead and the two became friendly and Fead called Freddie DeMann, then heading Dot promotion, and Bobby sold his business and went to work as the local L. A. man for Freddie.

He moved very soon to the A&R department at Dot, then left that for the job as West Coast Director for Jubilee Records; a hot company in those days.

From there he became partners with Al Schmidt and Steve Douglas, forming Pentagram Records. Al has had production hits with such people as Jackson Browne, and George Benson since those days, and the company again shone with the group Redeye.

From the later dissolution of the company, Bobby did his first radio gig, on the air daily at KPPC in Pasadena. A few months there, and it was time to get out of the business he'd been in since high school. He grabbed a tent and headed for the woods, deeply into Big Sur. After several months roughing it in the wilds, Apple began to return to folks, working at Nepenthe Restaurant in Big Sur.

Two years later he decided to come back to the

record business. He started working in the warehouse for ABC in Burbank, rapidly progressing to local L. A., regional west coast and national LP promotion. He moved over to Ariola with Jay Lasker, heading national promotion for two years there, went on to Island Records working with Freddy Mancuso in national promotion and three and a half months ago, returned to his position as National Promotion Director.

Bobby still is into sports very heavily, although as the years go on, he's playing less regularly. Word is he spends a lot of time in TV with such comments as "Well, Mamma, they don't play as good as they used to... Cookie Lavegetto... now, there was a third baseman."

Ap also digs sculpturing, and he is a connoisseur of people as evidenced by the fact that we're friends of his.

What does it take to be a good promotion man in 1977?

"Honesty ranks first..... ability to give direction and support people you work with and to have enough knowledge with your markets to know when to hip them on a record...caring about the station's direction."

As a side comment, Bobby Applegate left the interview by noting, "My attitude as a whole toward the industry, is better than it ever has been."

BRUCE BIRD



VICE PRESIDENT, PROMOTION CASABLANCA RECORDS

Born: November 10, 1947 Hometown: Cleveland

Bruce is one of three brothers now in the marketing end of the record business. Brother Eli is at Play-boy and brother Gary is doing independent promotion in Cleveland. Right out of high school, Bruce began knocking on doors to get a job. Part of these knocks went to the record business and still other

job applications were totally away from the biz. Brother Eli, who was in the business at that time helped a great deal and Bruce became a junior (trainee) salesman with Liberty Records out of the Cleveland branch. Three months later, he was a regular salesman and three months later he was promo-

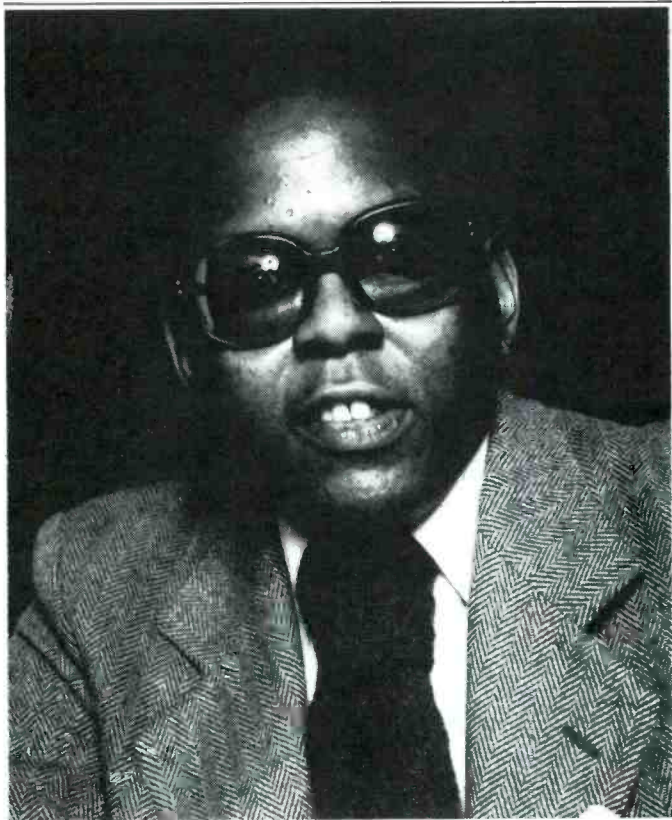
ting records (local) in Cincinnati for newly formed Liberty-UA. This was December, 1968. The first PD he called on was George Burns at WSAI, and the first record he promoted was This Magic Moment by Jay and The Americans. George gave Bruce a shot on it. After a year and a half there, he went back to Cleveland for the company, and he worked Buddah records as well; covering Cincinnati, Cleveland, Pittsburgh area. He decided to go independent in Cleveland, and Buddah became his first account. Eventually, he went to work for Buddah alone, doing midwest regional. This was 1971, and a few months later he started doing national promotion for Buddah. When Neil Bogart moved to Casablanca, Bruce did national promotion for that company, still working out of Cleveland. History repeated itself when Bruce once again decided to become independent and Casablanca again became his first customer. After a highly successful independent promotion career, Bruce left the company to brother Gary and took over as VP-promotion for Casablanca last January. Bruce duplicates the life style of so many people in his position. He has had very little time for anything besides

the business since moving to Los Angeles. His favorite past time outside the business (and some are not so sure it is outside) is sports. He enjoys playing softball, basketball and touch football. Actually, this summer Bruce is sitting out the season while Casablanca's softball team continues, but one senses that he'll probably be back next season. Bruce also likes boats a great deal and is currently moving toward spending more time with that love.

"What does it take, Bruce, to be a good promotion man in 1977?"

"It takes an overall promotion man...very, very professional. You have to be very, very professional these days. I think we've really matured in the last 3, 4, 5, years. The professionals are working as professionals and not just going into one area...a top forty area...it's so split up now that when you go into a market you have to be a total promotion man and lock up all the stations...top forty stations, MOR stations, R&B stations, progressive stations...to really break a record. I think a total promotion man makes a good promotion man in '77...plus being very professional at it. It's also working one-stops and distributors and stores."

HAROLD CHILDS



VP-PROMOTION A&M RECORDS

Born: May 8, 1943

Hometown: Philadelphia

Harold has spent over half his life in and around the record business. He was about 15 when he started working

in the local school record store. He went around to the distribs to pick up the records for the store and got to

know some of the people there. Through that he started helping the jocks at ..people like Hy Lit, Joe Niagra...Out of high school he got a job in one of the distributors (Mainline Records)... working in the stock room... then he became a counter salesman...then he moved to Marnel Distributor doing his first local promotion job. This was about 1964. He was there for about a year and a half, and John Rosica hired him to do regional promotion for RCA out of Philly. Another year and a half later, Rosica moved to A&M, and Harold went with him.... Harold was the National Album (I don't think they called it free form in those days) Promotion for A&M. A year later he moved to New York to run the New York office, being particularly responsible for sales and promo-

tion for CTI. He did that job for two years, then moved back to the coast as National Promotion Director. This was about 1971. Three years ago, Harold assumed his present position.

Harold gave us several outside interests that we'll forego here. After all, he is a Vice President. On the printable side, Harold follows politics very closely...like Ray Dariano, he also likes the Dodgers.

What does it take to be a good promotion man in 1977?

"I think it takes knowledge of sales...knowledge of advertising. I think it's much more complicated than it was years ago. But, basically it takes initiative, drive, motivation...Lot of bright guys out there today with such things as marketing and business training..."

programmed into the tapes that were spilling out the "soft rock" and "beautiful music".....It was almost an hour later that I heard another announcement about Elvis on the FM dial.

I remembered that the only time I had met Elvis was another highway of sorts....and I relived and related it to my son who had called me to ask if I'd heard the news. Joe is 13 now. I was 14 when I first heard Elvis sing; and it changed my life. I was only one of a bunch of high school freshmen who were going to sock hops thinking about the day they could play that guitar and become an "Elvis" themselves.

Seven years later, I was a disc jockey on KHEN in Henryetta, Oklahoma and one day, while doing my afternoon air-shift, I got a call from a friend at a service station..."Guess who's here getting his gas tank filled...Elvis Presley."

It was widely known that Elvis had passed through our

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RAY DARIANO



**VICE PRESIDENT, PROMOTION
MCA RECORDS**

Born: February 25, 1949

Hometown: New Rochelle,
New York

If you don't think Ray was destined for the record business, check him out in high school. One day he heard a classmate of his on WVOX and decided that he "had to do that." He went on the station as a jock, worked in a local record store and

helped do concerts with such groups as the Young Rascals.

Ray went to college and studied Communication Arts, making his way through as a page on the Tonight Show. He started getting interested in comedy while there, forming his own per-

forming group. He began writing comedy for such people as Joan Rivers, David Steinberg and others.

One night "Dandy" Dan Daniels, then a WMCA Good Guy came to the show and through the rap, Dan wound up introducing Ray to Dominic Secilia, who was going to manage Ray's comedy group but, as it turned out, he couldn't because he had just taken a position as Creative Director for Buddah records. One thing led to another and Ray became Dominic's assistant at Buddah.

About this time, such folks as Lily Tomlin, Cheech and Chong and George Carlin began to hit and Ray did a comedy album for Kama Sutra entitled "Are You On Something?" Ray left Buddah and turned comedian, playing night clubs and going from market to market promoting the album. This gave him his first opportunity to meet radio people across the country.

In talking to a couple

of friends Ray found out there was an opening for a local man for MCA Records in New York. Ray had enjoyed working at Buddah so much that he was missing the record biz, and he applied for and got the job. This was 1974.

In January of this year, Ray was named into his current position at MCA.

Outside the business.....

It's women, the Dodgers and women that take up most of Ray's time. He also spends a lot of time with tripping out on working on the MCA-Universal movie lot.

What does it take to be a good promotion man in 1977?

"The main thing is that you have to love it. It cannot be a job. It has to be a life style...you have to work at it 24 hours a day. Anybody who thinks of it as a job should go do something else. Of course you have to be a bit crazy to love it as well. It's a love for the job and the willingness to work hard."

town on the way from Memphis to Los Angeles, but apparently, this was the first time he'd ever stopped. I yelled at Bill Simmons (the station's Program Director and log typer) that I had to leave right now.... "take the board and tune me in on the mobile unit...Elvis is in town!!!"

I hit the car, turned on the yellow light and told the people within the 500 watt listening area of that station that Elvis was "here", and "I'm going to get him on the air."

They (2 big black camper trucks) were just pulling out of the station, and I began honking and pointing to my yellow light and telling the folks that "I can get a good picture of Elvis ...he's driving the front truck."

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RUSS THYRET



VP-PROMOTION WARNER BROTHERS RECORDS

Born: July 9, 1945

Hometown: Jersey City, N. J.

Russ lived in a town called Stormville, New York until he was about 12, and

then the family moved to Pasadena, California. Russ went to Pasadena City Col-

lege for awhile and then got a job as West Coast Director for a Connecticut based laser company. One day he was buying records at a record store called Music Hall and got in a rap with the owner and wound up working there. He became manager of the store and then also became manager of a couple of other stores that opened up after that. Russ got to know all the record company salesmen, of course, and Russ applied for jobs at both Warner Brothers and CBS.

Record Merchandisers (local distributor) hired him as a salesman, but three weeks after he started, the job opened up at Warner Brothers, and he became a local salesman for them.

In 1971, Eddie Rosenblatt moved him into sales in the home office doing national sales work.

In 1973, he was named Vice President, Director of

Sales for Warner Brothers, and in 1975 he moved over to the position he now currently holds.

Russ doesn't have a whole lot of time for outside interests (true of most successful people in his position)...spending a lot of time listening to music and going to shows. When he can, however, he enjoys house plants and trees around home...digs fishing and owns some exotic fish himself that he likes to raise.

What does it take to be a good promotion man in 1977?

"Good music...believability...a man has to be credible...to look at somebody and believe what they're saying...and that has to be reinforced as you deal with little things too....follow-through and all that kind of stuff...The first thing is good music...the next then, is credibility."

They didn't stop...."well folks, we're right behind them...they've got to stop sooner or later." The "later" was 17 miles down the road, and by that time I'd lost contact with the station and was about to forget it...when they did stop.

A huge black leather suited man jumped out of the back black truck (seemed like everything was black by that time), and he walked threateningly up to me, and equally threateningly asked, "What in thedo you think you're doing?"

I explained to him that, of course, I had authority. I had been on the air all the time I was behind them, and the people of Henryetta wanted to hear all about Elvis..... "you know, what he thought of our town....our gas stations."

All the time I was standing there telling him that, I was thinking to myself, "Jesus, what'll I do if he says he'll do an interview? The station hasn't heard me for the last five miles." But, that fear was squelched when the fellow (whose name was

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BRUCE WENDEL



VP-PROMOTION CAPITOL RECORDS

Born: February 13, 1939

Hometown: New York City

Bruce was there when the top forty thing began in Manhattan...as a listener who wanted to be a part of it all. As a freshman at Columbia University, he became a big fan of Alan Freed at WINS... possibly the original top forty disc jockey.

One afternoon, walking down the street in New York, he suddenly realized he was standing in front of WINS (7 Central Park West) and "got a very impulsive thing" with his "Sag moon." He walked into the radio station, heard music in the hallways and flipped out. He remembers thinking, "Can you imagine being paid to do work and listen to the radio at the same time... hear hit records."

A lady by the name of Florence was walking down the hallway (she's now Florence Levy, wife of Len Levy ...you may know)...turns out she was secretary to Mel Leeds, WINS Program Director.

Then there was a mix-up; Bruce told her he wanted to work there, and she took him seriously. She thought he'd been sent over from the employment agency and hustled him into an interview, and he was hired to work in the mailroom. Fast service.

And fast growth. Two months later Bruce was the weekend all night producer." He pulled the music, set up the shows, kept the logs, i. e. assisted the engi-

near. Shortly after that, Bruce's interest and knowledge in hit music, earned him the title of Assistant Music Director and then Music Director at WINS.

50,000 watt Los Angeles based KDAY...Bruce became Music Director there... 1960...two years. He moved over to KBLA, also top forty station, after he had sat out the business for a year, doing "all sorts of odd things." In 1965 Bruce became Program Director of KBLA.

Koppleman and Ruben were the hot producers at the time, and Bruce got the opportunity to join them after a year and a half as a PD. He was then named VP-West Coast Activities for them, in charge of publishing and artist relations with such people as Tim Hardin, John Sebastian...as well as the incredible number of artists Koppleman and Ruben were also producing at the time.

Bruce held that job until it was sold five years later.

In 1972, two weeks after he left Koppleman and Ruben, Bruce joined Capitol, where he has been ever since.

Bruce was first Al Coury's assistant, then National Promotion Director, then about a year and a half ago, he was made a VP with the company.

Outside the business

Bruce first of all is a Phillies' fan. He watches every game he can pick up in L. A., reads everything he can find on them...watches the stats on them...i. e. "I live and die for the Phillies. They're my first love in life."

Bruce is very much into astrology...is a fanatic on Neil Diamond's music...and his lady.

What does it take to be a good promotion man in 1977?

"Really knowing and understanding who you're communicating with...I think that that is probably the most important thing. Building your credibility as a person and being rather believable in what you do. You have to push and work your records, but you have to understand your product...understand the people you're dealing with and their product...their needs...who you're dealing with. I would also say, a tremendous amount of desire and energy. When you believe in something and you're that positive...not to let anyone talk you out of your goals...which is very easily done in this business...by a lot of people. When you have credibility people believe you and know you're determined, and you've got positives and you're not fabricating information."

JACK HAKIM



**VICE PRESIDENT,
PROMOTION & ARTIST RELATIONS
TWENTIETH CENTURY RECORDS**

Born: July 20, 1939

Hometown: Pittsburgh, Pa.

Jack got his start in the business doing "hops" in the Pittsburgh area. One of the people he worked with was Pitt DJ Jay Michaels and Jay had a TV show. Jack had gone to business school and left his job at the stock exchange to work with Jay on area television.

In 1962, Tim Torme (producer of Jay's show) started a distributorship called "Cosnat," and asked Jack to work for him. He remembers his first day. "I walked into this dump of a building and there were about 30 or 40 cases of steel shelving that had to be put up. And, he said, 'alright, you've got the job, here are the shelves

...I'm leaving for New York, when I come back Monday, they've got to be up.' Somehow, some way, I got them up."

Jack worked in sales initially covering the Pittsburgh area for Cosnat and then after a few months he moved over to promotion. He was with Cosnat for a little over two years.

He moved over to Fenway record distributors in Pittsburgh, working for Nick Cincy and Herbie Cohen, doing promotion for three years. He started to get into production with Nick and they found Lou Christie and co-produced "Two Faces Have I" and "The Gypsy Cried." He started a tip sheet called the Fenway Reporter, which had good success in those days. He got involved in running the company's one stop and then rack operation and then found a group called the Vogues. He produced a record for them, called "You're the One" and co-produced "Five O'Clock World."

Herb Cohen sold the Fenway distributorship and opened up an operation called Regal Records. This was 1969. Jack moved with him and ran the Regal distributorship. One of the lines the company had was Buddah Records and Neal Bog-

art hired Jack to open the Buddah office in Chicago. Jack spent four and a half years with Buddah out of the Midwest.

Finally, in 1972 Jack moved to L.A. to head promotion for United Artists. After a short time there he worked in promotion for Blue Thumb records, until it was sold nine months later. He then spent a year at Playboy Records in L.A. doing national promotion. Then he moved to his present position at 20th Century. He's now been there a year and two months.

Outside the business Jack is very much into his family and camping in their 23 foot motor home is one of their favorite past times. He swims a great deal and likes watching sports...but not much active participation.

What does it take to be a good record promotion man in 1977?

"It takes a total understanding of radio. It takes someone that's honest; has integrity. It takes someone who has an understanding of the business and someone who knows the country, because it's different everywhere you go. But knowing radio is just as important as anything else. It's as simple as that...Working hard too."

MARK HODES



**NATIONAL PROMOTION
AND ADVERTISING DIRECTOR
MUSHROOM RECORDS**

Born: June 7, 1949

Hometown: Oyster Bay,
Long Island

There's no question about how Mark got into the business. He was born into it. Mark's father was the Beatle's American publisher, and at an early age this gave Mark the opportunity to go to London and work with the Beatles in the

studio when they did the double White album. He also worked with the Hollies during that time also. "I was learning how to be a producer, which I learned I wasn't," he told RQR, "but I was gaining experience."

Mark attended Brad-

ley University, studying music and International Studies. Right out of school he wrote for Cashbox for a year (doing the R and B charts, Radio Active, new additions, part of the international section) in 1970 and then moved over to Polydor records as "National Free Form Promotion Manager," working out of New York. He spent one year there and went to Buddah records as National Album Director for about eight months.

"That's when I went to Canada," he explained. "I went up to work a record for six weeks and wound up staying four years." He was national singles director for Polydor, working out of Montreal. He moved to Vancouver and opened up an office for Polydor there... Shortly thereafter it was time for the States again and he moved to L.A., working for Chalice Productions... In November of 1975, he joined Sheely Siegel at Mushroom.

Outside the business he plays a lot of tennis, has two bicycles that he "looks at a lot." Generally, however, there isn't much outside the business for Mark, as is so often the case. His main hobby is listening to music.

What does it take to be a good promotion man in 1977?

"Probably insanity. I wouldn't recommend anybody to get in this business. My father didn't want me to go into it. It's not the same business we first got into. Today, you've got to be almost college educated. You've got to be intelligent. You've got to know the research. If I were hiring a promotion man I'd simply be looking for someone who's sharp...someone who's aggressive...self-motivating...can close a deal as well as open it...someone I can leave in charge if I went away, without feeling that I'd go out of business."

Marty Lacker, (later on a dear friend) told me that "Elvis didn't want to talk to nobody."

He gave it to me in such certain terms that I immediately gave up and started to turn back to the mobile news van when out of the front truck stepped Elvis.

Just like I pictured him. Black pants, black leather jacket, black leather gloves, getting out of a black truck. Damn! And it was one of those split-second glances that turned into an eternity. There we were, standing out in the middle of nowhere, just looking at each other. And while he looked like Elvis, I looked like a boy who had been awakened to a new music and a radio

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STAN MONTEIRO



**VICE PRESIDENT, NATIONAL PROMOTION,
PUBLICITY, ARTIST DEVELOPMENT
UNITED ARTISTS RECORDS**

Born: June 21, 1927

Hometown: Boston, Massachu-
setts

Anybody who knows Stan very well knows that one of (if not THE) major loves in his life is his clarinet. His first paying gig was when he was 13 and he's been playing almost every day since. He spent the early part of his life playing professionally as a jazz musi-

cian. He entered the record business at age 30 when he joined Records Incorporated in Boston. He started out filling orders in the warehouse, but quickly became a salesman on the street for the company. This was 1957, and he also covered the outlying areas as a

promotion as well. ("You went wherever there was a tower")...In 1958 he became a full time promotion man for the company, later ran the one stop, moved to sales manager and finally after 6 years moved to WILD radio as music librarian. Six months later he became program director, and went on the air with his own jazz show. What he calls his "most productive time" also included the position of editor of the Boston City News. In 1962 he went to work for Dale Enterprises as promotion and sales manager. Then after a short time he became the New England promotion rep for Mercury Records, where he stayed for 4 years. In 1966 he became Northeast Regional Manager for RCA and in 1968 he joined Augie Blume to head promotion for RCA. In 1970 he became National Promotion Director for Metromedia Records. In 1971 he rejoined Augie to help found Grunt Records (Stan stayed in New York). In 1972 he became National Promotion Director for Epic and in 1974 he moved over to the VP-Promotion-Director job at Columbia. Three months ago he left the east coast for the first time to take over his current position at United Artists. Outside the business? "My horn, my lady and my writing." Stan is currently working on a book that he's wanted to write for 20 years. As far as other outside interests it's simply "people." People who are in the business, Stan explains, "do this 24 hours a day." He continued, "I guess if I have a hobby at all it's working with young people...training them and watching them grow." What does it take to be a good record promotion man in 1977? "Integrity ... honesty ... credibility ... willingness to work hard ... patience...creativity...knowledge of the basics...ability to deal with your own ego on realistic terms...the feeling...in the pit of your stomach when you hear a record...You must always listen to your people... When you hire a guy you look for those qualities...You hope they have experience but if they don't, then they at least have to have those qualities and they have to be music junkies... They have to be into all kinds of music. They have to be radio junkies as well. They have to understand radio. They have to have the ability to be one on one...and to close...It takes a lot of energy today... There's so much they have to do. They have to be highly organized in the way they do business...spend part of their weekends doing business...have their shit together on Monday morning. I prefer them to be curious human beings as well.."

RICHARD PALMESE



VICE-PRESIDENT, NATIONAL PROMOTION ARISTA RECORDS

Born: October 21, 1947

Hometown: Brookly, N.Y.

As do so many in this biz, Richard started off studying to be a priest, attending school at St. Louis University as a seminary student. He was part of a religious community of about ten

people who set themselves up in the ghetto area, living and working with the people there. He really got into the business while in school; he was the program director of KPIL, campus

radio station at St. Louis University. Ron Elz, the PD of KSHE was running a broadcasting school and Richard had come over and asked Ron for some help on his campus station. They became friends and Ron hired several people at the station and Richard was one of them. Richard left the seminary and spent three years as morning man at KSHE. After those three years he did a road manager stint for the musical "Jesus Christ, Superstar," "That was the group that went to Canada in the winter and Florida in the summer." From there he became involved in the business through a distribution deal put together at Famous Music on a rock opera called "Virgin." He was involved in promoting it around the country.

Richard impressed Fred Ruppert enough that when he went from Paramount to Buddah, Richard was hired to do midwest regional out of Chicago. A short time later, Buddah had

a cut-back and Richard was out of a job, for one day.

Dave Carrico ("that beautiful person, who everyone should love") hired Richard without even knowing where he was going to place Richard. He brought Richard to Arista, first working out of Chicago (September, 1975) and then to St. Louis, doing regional out of there. In September of 1976, he was brought in to do national promotion for the company out of New York, and when Stan Bly moved over to Polydor, Richard became VP of promotion.

Richard's wife Jane also works for Arista, in the sales department. Outside the business, Richard notes, "There is very little. This business is my hobby. I love this business." He does however read a great deal.

What does it take to be a good promotion man?

"To be intelligent, hard working, knowing the facts and figures...understanding...and the final bottom line is just to have damn good product."

that later became my life's work, and I'm sure I looked like a boy that thanked him.

That's what I told my son this day that he has been reported "dead." But, I won't go with that. I'd say, Joe, that right now, Elvis is sitting back somewhere saying to himself, "My what a ride that was! Don't these new folks sing pretty. Think I'll take a walk down to the supermarket. No one will recognize me here."

CHUCK THAGARD



**DIRECTOR NATIONAL PROMOTION,
WEST COAST**

Born: January 14, 1939

Hometown: Coral Gables,
Florida

This is Chuck Thagard's first interview (by his own testimony) and couple that fact with his title and longevity with CBS, and you've got him in a nutshell. Perhaps his low profile has to do with the fact that he spent seven years with a big department store in Miami called Burdine's, starting as a stock boy, coming out of

the service, then spending several years managing various departments. One of the mistakes Burdine's made was putting Chuck in charge of the record department. He'd always loved music, wanted to be a disc jockey, "and all that" and struck up a good friendship with Columbia salesman, Carmen La Rosa, who heard Chuck's de-

sire to be in the record business, (Carmen also did the same number on Fred Ruppert...check his story... he was working in another department store across town at the same time) noting that there was an opening for a "promotion" man for Columbia. Chuck, (as do so many) wanted to know what "promotion" was, and Carmen, Chuck remembers, told him, "go to radio stations and get records played...and I said, "I get paid for that?"

Carmen confirmed and Chuck interviewed with Don Dempsey (now CBS VF) who was at that time regional promo out of Atlanta, and Chuck became a local man for Columbia in Miami. That was 1966. He is equally rare in the fact that he has never worked for another record company in all these years.

He spent two years as local in Miami; then Atlanta as regional director, then to San Francisco (after four months in Atlanta) doing west coast regional promotion. Steve Popovich promoted him to associate director of National Promotion in 1973, putting him in charge of "MOR" then. As the trades moved out to the west coast Chuck was given the responsibility of keeping them informed...

Just this year with the opening of the new L.A. offices (sort of CBS west) Chuck was promoted to a Director of the company.

Outside the business, Chuck is a particular film lover...particularly old movies. Snuff Garrett got Chuck into real collecting when he learned that Mr. Thagard could name all of the actors on about any film he showed. Chuck got a projector and Snuff is aiding in collecting the films and when you go to Chuck's house you are apt to see some classics. That word "classics," of course, includes the annual Waissal Christmas Party each year that has become perhaps the most famous of Hollywood record business parties at Christmas time. He spends a bunch of time as a father and husband and he and Shirley are silent partners in a 100 year old hotel in Volcano, California (and it's doing well). It's called the St. George Hotel and the proprietors are Chuck and Aileen Inman. Chuck Inman was in the business for 25 years, working for Columbia. Outside of that, Chuck simply enjoys the freedom of driving the L.A. freeways late at night.

"What does it take to be a good promotion man in

1977?"

He answered, "I think it takes the same thing that it did in 1957...or whenever...it just takes a strict adherence to the basics...and that is as much one on one contact with people in radio as possible...and just covering all the bases and making sure each product gets its shot. Just doing what the job descrip-

tion says...working records and doing everything possible to get them played. It really all boils down to that few minutes that you have with each MD or PD and your conversation with them and the conversation that you have...in as much detail as possible. In my case it's also in directing people."

the amazing money machine

A Top 40 Contest

First, the sound of a large machine starting up, then an explanation that indeed, the Money Machine has just started, followed by a time check. Now, count the minutes until it stops and win (a dollar — or more — an album, etc.) and win a dollar per minute. A sound effect should be laid in softly during sets to remind the listener that the AMM is still growing larger and getting ready to pay. It is recommended that each run should take the listener past 45 so as to develop the whole hour through thought in the mind of a potential dirary filler. Finally, the sound of the large Money Machine coming to a stop, at which time listeners are told to call in and win. the

caller knowing the correct amount of minutes it ran, receives the prize. EXAMPLE: 47 minutes at one dollar a minute equals \$47. It is necessary to give a time check when the Money Machine starts and stops. This is the ideal contest for taking young listeners through news casts. A variation of this contest has been used successfully by Y-100, KHJ and WNOE.

Example Promo

The Amazing Money Machine pays \$1 a minute. Listen to this sound (opening) then count the minutes until it stops and call in and win by knowing how long the Money Machine ran. It's simple and it starts at any minute. To be done with drama and sophistication.

THE CENTURY BROADCASTING PHILOSOPHY



COURTESY OF
PROGRAM DIRECTOR
BOB BURCH

By Becky Sue Epstein

Century Broadcasting Corporation now owns five radio stations, and four of the five have AOR formats. Century, itself, has been in existence since 1964, and acquired its first of the what was then called "Progressive" stations a few years later, KSHE (94.7 FM) in St. Louis. Century also owns WABX (99.5 FM) in Detroit, KWST (106 FM) in Los Angeles, W100 (its only MOR station, functioning separately from the others) in Chicago, and now KQUD (the former K-FRC 610 AM) in San Francisco.

Bob Burch, National Program Director, has been with Century Broadcasting for six

years. His Horatio Algeresque rise began in St. Louis. "I started as a weekend DJ working all nights at KSHE... then I got a full-time airshift ...then I became Production Director, Music Director, then Program Director. Then I got another station [to program]—WABX in Detroit—and I was off the air and haven't done any air work since. I enjoyed the air work; it was a lot of fun. Now, I'm very stimulated by seeing other people do air work and do a nice job on the air." Burch now programs all of Century's "rockers."

KSHE went to a rock format when Century bought it "ten

or twelve years ago," recounts Burch. "Since Century has owned it it's always been rock. But it's never been Top 40. The stations in both Detroit and St. Louis have been there for quite a while; they're accepted and the call letters carry quite a bit of charisma. They have been the first progressive stations in their respective markets. The station here [in Los Angeles] is relatively new—a little over two years as a rock station." (The San Francisco station was only acquired by Century in the the spring, so not much could be said about it at this point.)

For programming the three AOR stations, "basically the guidelines would be the same."

"I have a PD in each of my cities but I have an MD in St. Louis, whom I just hired. Each of the stations is tailored and constantly trying to adapt to each market. The best way to do that is to have a local PD for local input and to do local research. The sound of each station, programatically, is based on the research done in that particular market." "The competitive factor in St. Louis is not quite what it is in Detroit and Los Angeles" simply because the

latter are larger cities. "The tempo of the music is important. Detroit is the hardest rock city I've ever been in. Los Angeles is a little more aesthetic. St. Louis is a mix—they like their rock-and-roll but they like Southern-flavored rock, too."

Burch's programming depends on his spending a lot of time on the road—so much that he hasn't had a permanent address in just one city for two years. "I've had the opportunity to be able to spend enough time initially in each city to develop contacts and get to know people personally. I'm based in Los Angeles but I usually spend a week to two weeks in Detroit and stop in St. Louis for a few days each way."

"I have close contact and rapport with the General Manager at each station for business and station procedure [dealings.] I spend a lot of time with the local PD. If I'm in Detroit for two weeks I try to make appointments with each person, from the girls in the front office to the guy who does PSA to the GM to the sales people. I can't see all the record people—local, regional, national—I want but I have an open-door policy for my staff."

Guidelines and structure are necessary. But I feel that a particular jock would not be here [on the air] if he didn't have a lot of music knowledge. To take away a certain amount of freedom to express oneself—which obviously this individual has picked up over the years—would not only be frustrating for him but would mean that we weren't exploiting what this individual has, to the best of our ability."

"We've had an amazingly low turnover of personnel at Century. I have moved some people from one station to another. Century has adopted a policy that whenever possible we like to promote from within."

Burch doesn't have much to say about the all-important RATINGS. "How do our ratings compare? The St. Louis station has enjoyed a very handsome status in the books for quite a period of time—they are one of the leading AOR stations in the market. I've never operated (as the company has never operated) as if we slid at one time in one book that my job was on the line. The syndrome that you're only as good as your last book—there's a certain degree of truth in it, but you don't make it or break it in one

book. And I don't like to put that pressure on the people who work for me."

The Century stations are not a Nirvana of flexibility, however idealistic Burch's philosophy on ratings may sound. Though all the stations "are not all the same, they're very promotionally-oriented—concertwise as well as in other areas." Burch's boss at KSHE, now Century's vice president Sheldon Graffman, "was always very promotionally-oriented. I had the opportunity over a period of time working with him to pick up quite a bit of the knowledge which is necessary to put promotions together." WABX does a lot of concerts, but an annual kite-fly was KSHE's biggest attraction, until it got too big to handle last year.

Some of the successful promotions from other cities will be tailored for KWST in Los Angeles, and probably also for the new San Francisco station.

The Century stations are very community-oriented. "Listeners in Detroit and St. Louis are especially responsive. The target audience is 18-34. If you're talking about 18-49, you've got to take a slice of that," Burch believes. "You may bleed over to older or younger

groups but you can't be something to everyone."

"I can't tell you what an average playlist or rotation for each station would be," says Burch, who has been accused of programming no black music on his stations. With new product, he would follow an AOR convention of featuring the entire album upon its release, supposedly "to let the people make up their own minds. You try and find the one or two out-standing cuts on an album [but the tendency is] "to go with the single(s)."

"For the most part the announcers don't talk over the records at any of the stations. I believe that's somewhat of a Top 40 policy. Our stations are not as personality-oriented as Top 40 stations. We like to showcase the music. We rely more on our announcers for their music knowledge as opposed to Top 40 which relies on them for personality, and the music is picked already."

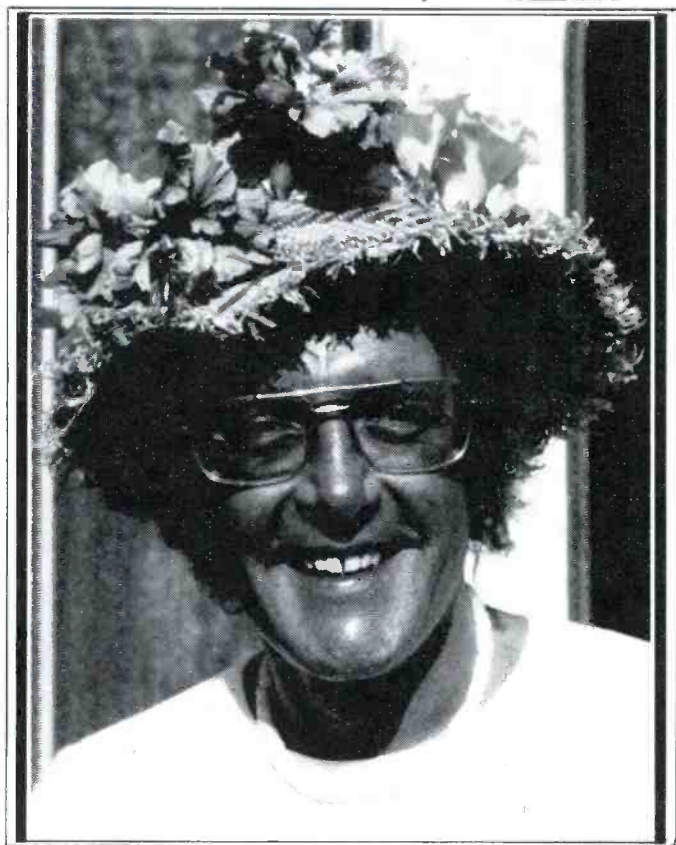
Other radio conventions also exist at the Century stations, of course, like four-hour airshifts, promotional giveaways, and use of news services. At KWST, a direct-feed news service centralized in California is used. Earth News and local stories done by each station's staff are

also part of a news broadcast. "Some of these news services are very well-oriented to our audience. I don't feel, myself," Burch says, "that the standard, every-day news broadcast is of much interest to our listeners. Fires and murders and rapes and burglaries—everybody is concerned with them but it's not something that everybody likes to hear about all the time. There are other things that go on in the world that I find more interesting than the sensationalism, and that are entertaining as well as newsworthy. Most of the [Century] stations are trying to gear the news to the morning hours, my feeling being that people get up in the morning and are a little more receptive to what's going on—they've got their day in front of them."

One final example of Century's individualistic philosophy, as explained by Bob Burch, is a slogan used on all the AOR stations: The Radio Station. "It's a low-key type of promotion. People on the street don't refer to what they've heard on the air as on a particular station. They say they've 'heard it on the radio,'" which is the basis of this particular original unofficial Century I.D.

voiceovers

BY
DANNY DARK



It is so nice to be talking to the Disc Jockeys of America. You are my absolute favorite people on earth

...I am a fan, a total fiend of a fan of the Disc Jockey. What a wonderful art form. And there are a few men in

this buisness who absolutely slay me...in Los Angeles, Gary Owens just kills me... Lomen and Barclay knock me down...Whittington....Ahh... people like that...I love em. And the great Disc Jockeys in San Francisco...and Chicago... and New York, oh God, you gotta love em...and it's really nice to have a platform to say "Hi guys, I'm still one of ya...haven't been one...a ...for gosh, eleven, twelve years. but I really feel that I am a Disc Jockey at heart... ya know...the only real reason that I don't do a Disc Jockey show is that I can't afford it"...frankly...for obvious reasons...and let's face it, this is a beautiful life, I mean it's a wonderful life and the thought of working for somebody else...and having a boss...ooooh...I wouldn't like that. But the thought of doing a Disc Jockey show...Oh God...I still fantasize.

THEY CAN'T READ

You know that most of the really good voice over cats come from radio. Most of them are former Disc Jockeys...guys like Bob Landers and Ernie Anderson, Casy Casum and I could go on and on. I don't know the New York people that well, but I'm sure that most of them came from radio. There

are quite a few actors, people who do voice overs, and they came from the stage or from movies or from television... But I tell ya something babe, they don't have the technique that you guys from radio have...**THEY CAN'T READ**... bless their hearts. They might be fine actors or actresses, but put a piece of cold copy in front of them and they just stumble all over the place... I did a commercial recently with a famous actor and, my God, we must have had thirty takes. The poor man just **FLAT** could not read. On the other had, you work with some of the guys from radio, from old radio, like Olen Sulay, Frank Nelson, those kind of guys, its just amazing, **AMAZING**, what incredibly quick studies they are. They can look at a script, I don't care if its a long, very technical, very difficult piece of material to do, they can have a quick look, and then turn on the mike boys, let's do it. And it'll be take one every time, or take two. So in my opinion, I guess the simple act of doing a daily Disc Jockey show and reading that much copy and stuff, forces us to be better readers than the actors.

If this article has any deeming social value, whatsoever, I believe it would be in the area of helping you make more money than you are making now...and I'm convinced that there's a ton of money in the advertising business, in every market in

the United States, Tulsa-ish or bigger. I'm talking about the larger markets, St. Louis...Cincinnati...Minneapolis...Pittsburgh...Cleveland...an awful lot of national business comes out of those cities and what happens is that they usually shoot out here and do their music out here, and usually they'll finish by using an announcer here in Hollywood...when they could be finishing by using an announcer back home in Cleveland...St. Louis...New Orleans...wherever...those kind of markets...Why not?? Sure, you cats should be picking up some of that bread...I would suggest that any person who is interested in picking up some of that bread...and I'm assuming, of course, that you are very, very talented people...professionals...I would suggest that you get together a presentation of your work and put it on tape and have many, many copies made, and then go visit all of the advertising agencies in town...visit the producers...get to know them...get to know what they're working on and if you can be of any help, whatsoever that's the way to get to know them...the producers...sure, they hear you on the radio, but they don't know you and you know life...if you want money you gotta ask for it...it ain't just gonna come to ya...You gotta go knockin' on doors and say, "Hi, I'm Joe Bloe and I do commercials and I'm really

very, very good and here's my tape and I'd like for you to listen to it and use me, frankly." I didn't do that, by the way, but I would now. Yeah, if I were a jock today in any of those places sure...I'd hit every ad agency once a week. But like I said earlier, you gotta go to them.

And now for a couple of reflections on the difference between a good voice over man and a bad voice over man. Let's take two men with equally beautiful voices. We'll have them do the same commercial...let's say for some cookies. If after watching that commercial, Martha turns to George and says, "Boy, that man had a beautiful voice." I would consider that guy not a very effective man. Let's take the other guy...he does the cookie commercial and Martha turns to George and says, "Damn, we gotta get some of those cookies." That's the difference...believability...that's an easy word to throw around, I know...and this may sound corny, but I to really have believability, you have to have a sense of this country and what we're all about. Because if you do have that feel, it'll come through and the folks will believe you and they'll do what you tell them to.

Well, those are a few views on the voice over from Chevy at Hills, from your little fuddy, duddy buddy, Danny Dark...

1977~THE 100TH & the 90th anniversary THE of the Nipper

This being the century mark for Edison's phonograph, it was revealed to us early this year that RCA Records and, in fact, the parent RCA Corporation were planning a major campaign on bringing "The Nipper"...the picture of the bull terrier-type dog with his head cocked listening to a phonograph.

In a survey put together by some advertisers in the early '60s, "The Nipper" came in second to Coca Cola in consumer trademark awareness.

Jack Burgess, Division Vice President of Market Planning at RCA Victor Records spent a good deal of time gaining pieces of information and memorabilia on "The Nipper" and like so many, RQR had wanted to know all about that dog for a long time.

"The Nipper" is indeed a very interesting story. He was a real dog, born in England in 1884. He was owned by Mark Henry Barraud, a scenic designer. The two were very close and importantly, Nipper was a ham, loving to run on stage to catch bows on the show his master was working.

Mark died unexpectedly. Nipper, who was mostly bull terrier, was shipped off to

live with Mark's brother Francis. Francis was an artist, and Nipper was an important friend to him as well, but "The Nipper", it is generally believed, never stopped missing his original master.

Nipper perhaps did really sit and listen for his master's voice in the speaker of the Edison, but facts, most probably, are that he was never ever captured doing this. Nipper had a habit of suddenly cocking his head and listening, and from this pose, it is believed that Francis made the painting.

Nipper died at age 11, and Francis tried to sell the painting to the Edison Bell Consolidated Phonograph Company in the early 1890s.

In 1899 Emile Berliner, a brilliant inventor from Germany, sold the concept of the recorded disc (it had been wire cylinders up to this time) to the public from his new offices at the Berliner Gramophone Company in Philadelphia. Berliner is also given credit as being the inventor of the microphone.

It had now been ten years since Francis Barraud tried to sell his painting of "The Nipper", but learning of the success of the Berliner

BIRTHDAY OF PHONOGRAPH

company, the painting was dusted off, and Francis came in to visit an executive named William Barry Owen. Owen suggested that Barraud replace the cylinder machine on the painting with a Berliner disc machine. He promised that if that were done, he would pay 50 pounds sterling for the painting and 50 pounds more for the ownership of the copyright.

Francis, in a hurry to finish his painting and collect the money, merely changed the machine. He did not touch "The Nipper".

The painting seen here then is a print of the original.

Nipper became an immediate success with the public and Francis Barraud earned a comfortable living making copies of his original painting. The gramophone company eventually valued Francis's contribution so much that he was given a lifetime 350 pounds pension.

Of particular interest is the story of the infuriation Tom Edison expressed when Berliner invented the disc recording, Edison filed copyright infringement against the Berliner company.

Berliner being a small

company against the giant, was about to go under until Emile R. Johnson, a friend of Berliner's suggested that he manufacture the disc machines until the trial was over.

Berliner won the suit, and Johnson continued the manufacture of the disc machines. It is reported that in order to commemorate the "victory", Johnson called his company Victory and started The Victory Talking Machine Company. Later, that company and The Radio Corporation of America combined to make RCA Victor. RCA exec Jack Burgess, however, reports in a letter to RQR... "Contrary to the Berliner statement, Eldridge Johnson did not name the company "Victor" because of Berliner's Supreme Court victory over the Edison group. While operating as The Consolidated Talking Machine Company, Johnson was using "Victor" as one of his labels. Johnson has been quoted as saying he merely chose the name "Victor" for the new company because he liked it and had used it previously as a record label.

Jack also reports that "The Nipper" did not appear on record labels until 1907.

ADVICE TO A YOUNG POTENTIAL FUNNY DISC JOCKEY



By Dr. Don Rose – AM Drive, KFRC

Comedy! I don't think I could define it, but I'm sure I can tell you if you've got it! Telling a gag is a little like painting. "You take some good permanent colors and smear 'em on your palette. Then you take the brush firmly in your right hand, and apply the colors to the canvas. Renoir, Rembrandt, Picasso... they all used this method!

And so it is with comedy. All the great gagsters use this method: They find a humorous subject, and then sell you on the situation, maybe fooling you for just an instant. Then you realize you've been had. Now that's funny!

**HEY,
HAVE YOU TRIED
THAT NEW DRINK
CALLED
THE
ANITA
BRYANT
COCKTAIL?.....**

For instance: "Have you tried that new drink called The Anita Bryant Cocktail? It's orange STRAIGHT! I'll say one thing for Anita: She really knows how to separate the men from the boys. So much

for the gag. There are probably a dozen ways of telling this gag. But I know one thing. If you don't think it's funny, it won't be. If you don't sell it, nobody's going to buy it. Lets take it apart: Straight line. Like you'd say to a jock that just walked in, "Hey, have you tried that new drink called the Anita Bryant Cocktail?" For just a second you've fooled your friend. Maybe there is a new cocktail out named after Anita. Possible. But don't give 'em a chance to think about it. Throw 'em the punch: It's Orange Juice (now hold it a minute... a pregnant pause) and then the gag line has to cut thru like a knife thru hot butter, S-T-R-A-I-G-H-T! then get on with it. Another quick follow up line... man, she really knows how to separate the men from the boys.

If you're going to do comedy, jump in with both feet. Work on it, prepare for it. You should subscribe to all the services you can afford. And don't throw away a piece of material. Ever! I've got gags I bought from Bob Orben in 1958. They're still funny. Only now it isn't President Truman any more. But the gag is still funny. "I could have gone to West Point, but I was too proud to talk to my congressmen!" Will Rogers said that 50 years ago. I still like it. I used it on my show the other day.

And you've got to learn to think funny. There's

humor in just about every situation. I read in the paper that in Budapest, a bunch of bees caused the deaths of two drivers by swarming all over a traffic light, completely hiding the signals . . . hmmm . . . there's got to be a gag there somewhere. How 'bout, "Well, didn't you ever fool around with your honey while waiting at the light?"

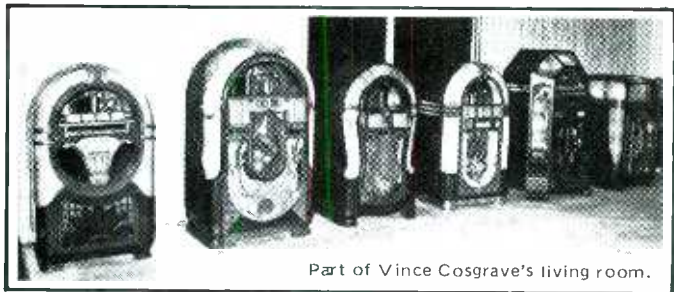
My career goes back to 1955. 22 years! And I guess I've tried everything in the book. I kept the stuff that didn't work. So, when you hear my show today, you're hearing everything that ever worked for me, MINUS everything that didn't work. So don't be afraid to experiment. If something happens play up to it! Make a bit out of it. For instance this morning on my show I was talking about mouths. And out it popped, "And from my mouth to your ear, a little 6-10 weather . . . and in the background you hear this dirty old man start to laugh . . . so on with the bit. "Would you move your ear around here a little bit closer . . . mug . . . into a sexy weather bit . . . with moans and groans . . . and finally screaming out the temperatures . . . spontaneous. Unplanned. Funny bit. Because I dared to try something new. And believe me, I've tried a lot of "something new" the past 22 years. But never thought of this before!

And I must debunk one myth: It **isn't** easy. It

doesn't always just come rolling off the tip of your tongue. You must prepare. You must work like a dog. You must use all your ingenuity to get fresh new material. Work, sort, sift, prepare, write, file. Comedy means a total commitment. Don't feel that it isn't worth all that work just for one show that nobody is going to care about anyway. That one show is the most important thing. If you do it, you've done it. You can do it again. You can take it with you when you leave Beatrice Nebraska for Omaha Nebraska. You need it to help you get your timing down. To mold the art. To develop your style. The greatest cause for failure is lack of preparation. If you're unprepared and go in scrambling, sooner or later you'll say something better left unsaid. Something that'll get you in trouble. So work. Plan. Learn to do it perfectly. Tape yourself! Listen. Keep the tapes so you can monitor your progress. And never quit learning.

Once you've mastered these things, you'll always have them. They didn't desert me after 9 months in the hospital. When I announced that I was going to San Francisco the conventional wisdom was that I'd never make it. That I'd fall flat. That I should have stayed in my secure position back East. Well, when I came west, I found a whole new audience! And tomorrow morning, I'll be back. Trying to please them again.

1977-The 100th Anniversary of the Phonograph and the 88th Anniversary of the Juke Box



Part of Vince Cosgrave's living room.

It was Vince Cosgrave, former National Promotion Director of MCA and now head of Capitol's Country Marketing Division that first interested us in the fascinating story of the "juke box." In his home in the San Fernando Valley, Vince and his wife, Terry live with an ever present consciousness of bubbling tubes, polarized peacocks that change colors and 78 r.p.m. records at their disposal.

The unusually large living room of Vince and Terry is dotted with these "jukes" and other record memorabilia from one end of the room to the

other. The shock of entering for the first time is reminiscent of Christmas.

A book on the juke box has just been released in England and has some minor distribution in the U.S. at this point, and its arrival at RQR was another shocker. It's called **JUKE BOX SATURDAY NIGHT.**"

Through this book and Vince's advisement (one gets the feeling that juke boxes are more than just a hobby with Vince) we learned some interesting things about the juke.

First of all, of course, it was 1877 when Tom Edison

invented his phonograph. It is important to point out that Edison never conceived of his instrument being solely for entertainment.

In the NORTH AMERICAN REVIEW in June, 1878, Edison suggested ten possibilities for his phonograph, including such things as "letter writing, a phonographic book that will speak to blind people, the teaching of elocution, toys, clocks that should announce in articulate speech the time for going home, going to meals, etc."

Edison was disappointed by the actual uses, commenting later that "I don't want the phonograph sold for amusement purposes. It is not a toy. I want it sold for business purposes only."

Yet at the second annual convention of the National Phonographic Association in May of 1885, it was reported that at least a third of all phonographs were being used for entertainment...not business.

In November of 1889, Louis Glass installed a coin-operated phonograph machine in the Palais Royal in San Francisco. It was the beginning of the juke box.

There were four listening tubes and a coin slot for each tube. It could earn as much as 20 cents per play.

JUKE BOX SATURDAY NIGHT, in showing the popularity of the "juke box", noted that "in the 1890's, the coin-operated phonograph was a familiar sight in the United States; the public was develop-

ing a taste for recorded music. Their favorite was John Phillip Sousa."

"Phonographic parlors" sprang up across the country. "In 1897 they were at their peak." Listen to what these parlors were like, with the description of the PATHE in Paris.

"It employed about 40 people. On the spacious street floor there were many desks equipped with listening tubes, with a chair before each desk. There was also a speaking tube at each desk. All the customer had to do was to seat himself, order the selection he wanted played by speaking into the tube, deposit his coin, and the record would be played on the phonograph in the room below, which was connected to his particular pair of ear tubes. The customer had a choice of

NOTICE!

STOP

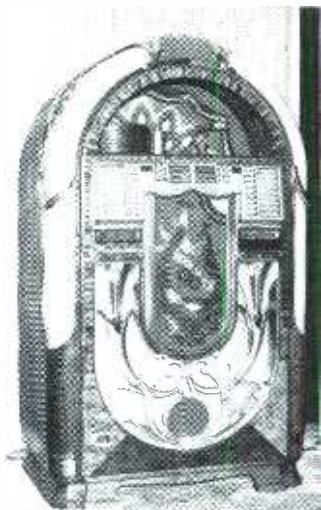
Help Save The Youth of America
DON'T BUY NEGRO RECORDS

If you don't want to serve negroes in your place of business, then do not have negro records on your juke box or listen to negro records on the radio!

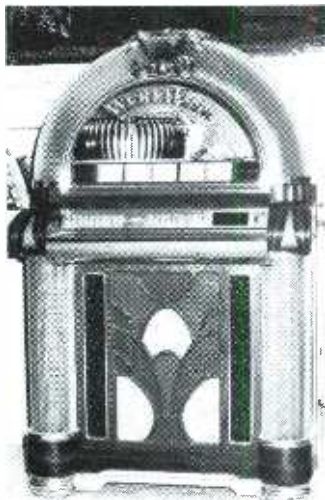
The screaming idiotic words and savage music of these records are undermining the morals of our white youth in America

Call the advertisers of the radio stations that play this type of music and complain to them!

Don't Let Your Children Buy, or Listen
To These Negro Records



The last Wurlitzer. Only 2,000 were made in 1974. It was made to look like the old ones.



The Peacock — 1941. It's the most ornate of the boxes. The peacock and it's tail change color by Polarized light.

1500 cylinders."

It is important here to interject that the phonograph faced its greatest challenge when radio was invented. People stopped investing in juke box and phonograph manufacturing companies and began investing in radio, believing strongly that in ten years (in the thirties) there would be no phonographs. "Why pay for it, when you could get it free?"

In the beautiful old Wentworth and Flexner **DICTIONARY OF AMERICAN SLANG**, you can look up the word "juke", and it begins by telling you it's an adjective... "juke house." "1. A roadhouse, especially a cheap one 2. Music, especially the style of music played in brothels, cheap roadhouses and the like; an early nonprofessional form of jazz music."

Then there is the other side of it... "to tour roadside bars usually with one of the opposite sex; to drive to one roadside bar, drink a little and perhaps dance a little, leave and go to another and continue in this manner for an entire evening or night.

In **ORPHEUS DESCENDING**, Tennessee Williams reported, "I want you to go juking with me...that's riding and stopping to drink and dance, and riding some more and stopping to drink and dance again, and after awhile you just stop to drink...and sometimes you stop drinking and go to a tourist cabin."

JUKE BOX SATURDAY NIGHT reports, "In the

South, the venue for jazz and blues was the 'juke joint.' The word 'juke' like 'funk' or rock and roll was a synonym for sex, dance and music, a combination that white society strenuously refused to acknowledge. There were shanty bars and cafes in poor agricultural areas where Negroes were allowed to party."

And there was a counterpart in the North...."You had to have these rent parties during prohibition, because there were no night clubs to speak of. They were black speakeasies...houses where people lived, with a piano in the front room where people danced. And moonshine, 25 cents a half pint. Pulverised alcohol, no admission. The money came from the sale of moonshine and supper. Spaghetti and chili...the house'd be packed all kinds of ways. Six, five, sometimes four rooms, a hundred-eighty people would be in it. They were giving a party to get their rent together," said Red Saunders, a jazz musician quoted in Studs Terkel's **HARD TIMES**.

JUKE BOX SATURDAY NIGHT notes, "when electrically amplified, automatic phonographs began appearing in the late 1920s, these two types of black locations were the first to welcome them." They added, "Harlem was the main area on the East Coast for the Juke Box."

Whether North or South, "jucking" was what brought out the coin-operated music box.

We will not attempt here to go much further with the business history of the juke box except to talk about four gentlemen who made it happen as companies, up to its present state. Certainly **JUKE BOX SATURDAY NIGHT** covered those details to a perfect extent.

Suffice it to talk about four gentlemen; Justus P. Seeburg (Sjoberg), Homer E. Capehart, Rudolph Wurlitzer and last, but a hell of a long way from least, David C. Rockola.

Justus P. Seeburg came from Sweden in the last part of the 19th Century, was an engineer and had a background in coin-operated pianos. He was a futuristic, aggressive promoter, and he invented machines that simultaneously sounded like a



Vince Cosgrave

piano, organ, drum, mandolin, flute, etc.

Homer E. Capehart says of himself, "I was the daddy of them all." Capehart, born as a poor farmer's son in Indiana, went to work for Plough as a salesman in 1911. He basically sold popcorn and gumball machines. Rising through the ranks, we see him in 1928, head of his own firm that "began manufacturing the 'Orchestra...first automatic record player that could play both sides of its capacity of twenty-eight records." He wound up as part of the Wurlitzer Corporation.

Nicholas Wurlitzer, in Schilback, Saxony made lutes in the 1650s. Of the following generations, Christian Wurlitzer, born in 1807, also made his living buying and selling musical instruments. His son, Franz Rudolph was brought up to take over the business, but had plans of his own, and in 1853 sailed to the U.S. He, first of all, sold instruments in the new country, established a chain of retail outlets in 1865, and joined by his brother, started manufacturing pianos. He moved over to phonographs in 1903, and most significantly to the "Wurlitzer Motion Picture Orchestra" by 1910. The company was worth a million dollars by 1909 and six million in 1921. Rudolph died in 1914, and his three sons took over. Through the Depression, relationship with Homer Capehart and other changes, Wurlitzer became the biggest of the juke box companies.

"Rock and Roll" is a term most generally attributed to Cleveland-New York disc jockey Alan Freed. But, one wonders very much whether or not that word really came from a man by the name of David C. Rockola. He was Canadian.

He was 14 when he left school to get a job in a coin-machine company. By 1926, he knew everything he could know about coin-operated weighing machines and started his own company. In 1930, he became intrigued by pinball machines and with the attack on those machines by the conservatives, he noted in the latter '30s, "Prohibition had been repealed and bars were opening up all over. People needed cheap entertainment, and I got to thinking about music. At about this time, a man called Smythe came to see me. He had a mechanism that could pick out a record from a stack, play it and replace it. They probably didn't want it because it needed a lot of work, but I could see that it was pretty sound, and anyway, I had been looking for one. So I went ahead and bought it. I had a good engineering team at the time. We worked on it for a long time, and we got it right."

Rockola, of course, became a giant juke box manufacturer, and it is interesting to note in the progress of the juke this quote from David in 1973..."Now my two sons are running the business. They've given me an office up here to keep me out of the way."

DISCO A BIG BUSI NESS TH AT'S HERE TO STAY



The phenomenon of the disco movement in today's record industry can no longer be denied. The impact of a four billion dollar per year segment of the industry must be reckoned with. Disco is big business and should be given the professional status it deserves. The disco promoter of today and of the future must have the knowledge and the time to devote to his craft, disco promotion is a full time profession and requires a total commitment. The competent disco promoter will have a good awareness of the disco market and what has made it so suc-

cessful.

Since Bill Wardlow, the "father" of disco, helped the record industry become aware of the disco market potential, record companies are realizing and taking advantage of the power of the disco to expose new product and talent. Black acts are now able to reach hot-100 pop charts, without necessarily numbering high on the soul charts, due to disco airplay and sales. Disco is capable of selling 50,000 to 100,000 pieces of product with little or no airplay. A new market for sales has been created

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- DATA COMMUNICATIONS CORP (BIAS) — Skip Sawyer
3000 Director Row, Memphis TN 38131 901-332-3544
- PAPERWORK SYSTEMS, INC. — Joseph D. Coons
Box 2000 A St, Bellingham WA 98225. 800-426-8872
-

CONSULTANTS

- TOBY ARNOLD & ASSOCIATES, INC. — Dick Starr, Bill Moyes
4255 LBJ, Ste 156, Two Summers Square, Dallas TX 214-661-8201
.....
- BURNS MEDIA CONSULTANTS, INC. — Judith Burns
3054 Dona Marta Drive, Studio City CA 91604. 213-654-6412
- BURKHART/ABRAMS — KJR, Seattle; WKTU, New York; KGON,
Portland; KJRB, Spokane; KISW, Seattle; KQRS, Minneapolis;
WAYS, Charlotte; KYYS, Kansas City; WIYY, Baltimore; WAPE,
Jacksonville; WOVE, Pittsburgh; KADI, St. Louis; WHOT, Youngs-
town; WGRQ, Buffalo; CILQ, Toronto; WLAC, Nashville; WYSP,
Philadelphia; WHCN, Hartford; WKY, Oklahoma City; WKLS, Atlan-
ta; WAAF, Worcester; WSIT, New York; WLRS, Louisville; KPRI, San
Diego; WROG, Charlotte; KYA-FM, San Francisco; KRKE, Albuquer-
que; WQDR, Raleigh; KYTE FM-AM, Portland; WLCS, Baton Rouge;
KEND, Lubbock; KLVJ, Beaumont; WILS AM-FM, Lansing
-

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- 6445 Powers Fairy Landing, Ste 180, Atlanta GA 30328 404-955-1550
- CENTURY 21 PRODUCTIONS & PROGRAMMING, INC. — Dave Scott, Tom McIntyre
2825 Valley View Lane, Dallas TX 75234 800-527-3262
- BUD CONNELL — client list available per individual inquiry
4000 Via Marina, Ste 209, Marina del Rey CA 90291 213-823-0363
- PAUL DREW ENTERPRISES — Paul Drew
2151 N Hobart Blvd, Los Angeles CA 90027 213-469-4100
- GARY GRANGER-GENE MILNER, WSHE-FM — Nothing regular but do short term consulting
3000 SW 60th Ave, Fort Lauderdale FL 33314 305-581-1580
- BOB HENNEBARY & ASSOCIATES — KXXO, Tulsa; KMOD, Tulsa; G-98, Cleveland; WERE, Cleveland; WMEE, Ft Wayne; 93-KYS, Washington, 136 E 55th, New York NY 10022 212-753-6513
- MIKE JOSEPH — WTIC AM-FM, Hartford; WEAN, Providence; WPJB, Providence; WKAQ AM-FM, San Juan PR; WCKS-FM, Coco Beach, Florida, 11 Punch Bowl Dr, Westport CONN 06880 203-227-8326
- MEDIA SERVICE CONCEPTS — Roger Skolnik, Research and Program Consulting, 441 W Belmont, Chicago ILL 60657 312-327-1010
- REGALL COMMUNICATIONS — Bill Hennes, WNDE, WFBQ, WLCY, WLCY-FM, Box 10,000, St Petersburg FL 33733
- JOHN ROOK & ASSOCIATES, INC. — John Rook, Total radio consulting in Top 40, News, Conversation, Country & MOR
19031 Marilla St, Northridge CA 91324 213-885-7704
- BILL TAYLOR-COUNTRY CONSULTANTS — Bill Taylor, Specializes in mass appeal
1636 S Reservoir, Pomona CA 91766 714-629-4588/623-3434

EIGHT HUNDRED NUMBERS

For Additional 800 Listings, Dial 800-555-1212

Air Lines — Reservations & Information

- Air Canada 800-634-6351
- Air West 800-632-4622
- Aloha 800-262-1417
- American 800-252-0411
- Braniff 800-527-4000
- Continental 800-621-6104
- Delta 800-652-1330
- Hawaiian 800-652-1717
- National 800-252-0086
- Northwest Orient 800-252-9041
- Pan American 800-798-0740
- Quantas 800-622-0850
- TWA 800-792-0742
- Western 800-328-4990
- United 800-792-0707

Automobile Rental

- American International 800-527-6346
- Avis 800-331-2112
- Budget 800-228-9650
- Hertz 800-654-3131

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National	800-328-4567
Sears	800-228-2800
Thrifty	800-331-4200

Hotels

Americana	800-433-1776
Biltmore Hotel of Los Angeles CA	800-252-0175
Downtowner-Rowntowner Motor Inns.	800-323-8818
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, Las Vegas.	800-634-6966
Holiday Inn	800-453-5555
Howard Johnson	800-654-2000
Hyatt Hotel	800-228-9000
Int'l Reservation, Inc., Las Vegas	800-634-6441
Knott-Westbury Hotel	800-327-3384
Landmark Hotel, Las Vegas	800-634-6819
Las Brisas Hotel, Acapulco.	800-228-3000
Las Vegas Hacienda Hotel	800-634-6611
Marriott	800-228-9290
MGM Grand, Las Vegas	800-634-6363
Omni Int'l Hotel, Inc.	800-241-5500
Ormsby House, Carson City, NV	800-648-0920
Pick Hotels & Motor Inn.	800-621-4404
Playboy Club Hotel.	800-621-1116
Princess Hotel Int'l	800-223-1818
Quality Inn	800-228-5151
Ramada Inns.	800-228-2828
Rodeway Inns.	800-228-2000
Roosevelt Hotel, NYC	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 Hotel.	800-323-4455
Thunderbird Hotel & Casino.	800-634-3410
Timoa Inns.	800-447-4470
TMS Int'l Hotel	800-421-6662
Tropicana Hotel, Las Vegas	800-634-6414
Trust Houses Forte Hotel, Inc.	800-223-5672
Vagabond Motor Hotels	800-522-1555
Western Int'l Hotel	800-228-3000

EQUIPMENT

- AKG ACOUSTICS/PHILIPS AUDIO VIDEO SYSTEMS CORP. —
S. Richard Ravich (Headphones, microphones and accessories, phono
cartridges, reverberation units, 91 McKee Drive, Mahwah NJ 07430
- AMERICAN ELECTRONIC LABORATORIES, INC. — C. J. Fowler
(Transmitters: IM-25KE, AM-5KD)
P O Box 552, Lansdale PA 19449. 215-822-2929
- AMPEX CORPORATION — Michael Ayers, Dir of Public Relations
(Audio magnetic blank tape and audio magnetic tape recorders)
401 Broadway, MS 3-14, Redwood City CA 94063 . . 415-367-4151
- AUTOMATED PROCESS, INC. — H. Charles Riker, Pres., (Audio equip-
ment, intercom systems, audio monitoring systems, audio renting
systems), 790 Park Avenue, 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

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- BELAR ELECTRONICS LABORATORY** — Joe Novik, Arno Meyer,
(Monitoring - AM, FM & TV)
Lancaster Avenue at Dorset, Devon PA 19333 215-687-5550
- BROADCAST CARTRIDGE SERVICE** — Bryant W. Ellis, Bob Leif,
(Cartridge sales and reload service)
1227 N Vine St, Hollywood CA 90038 213-464-5100
- BROADCAST ELECTRONICS, INC.** — Melton J. Black, Manufacture -
(Audio consoles, limiting amplifiers, tape cartridge machines)
8810 Brookville Road, Silver Springs MD 20910 301-587-1800
- B & W SALES** — 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, (Tape manufacture and sales of broadcast cartridges,
cassettes and reels)
1750 N Vine Street, Los Angeles CA 90028. 213-255-5103
- CCA ELECTRONICS CORPORATION** — 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 the salesman in your area,
(Sales of Jampro FM antennas, Schafer automoation, 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 PRODUCTS-ROCKWELL INTERNA-
TIONAL** — Al Senter, (Audio and broadcasting equipment)
Mail Station 406-106, Dallas TX 75207 214-690-5000
- CONSOLIDATED COMMUNICATIONS COUNSELORS** — Sam Holman,
(Production aids), 10407 Devonshire Circle, Ste 140, Omaha NE
68114 402-397-3010/1-800-228-2771
- CONTINENTAL RECORDINGS, INC.** — L. Daniel Flynn, (Tape
supplies), 210 So St, Bostor 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
- DOLBY LABORATORIES** — John 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)
P O 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. Stround (Digital clocks and timers)
505½ Centinela, Inglewood CA 90302. 213-674-3021

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- FAX NET, INC. — John Porterfield, (Radio newspaper system)
67 Mountain Ave, Chatham NJ 07928 201-635-1140
- FIDELIPAC — Gene Bidun, (Alignment gages, alignment tapes, cartridge tapes, erasers, on-air lights, tape cartridges, tape erasers and test tapes), 109 Gaither 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 ILL 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 — cartridge and reel-to-reel machines)
2425 So Main St, Bloomington ILL 61701 309-828-1381
- JOHNSON ELECTRONICS, INC. — Joseph Lutz, (Audio equipment)
P O Box 7, Casselberry FLA 32707. 305-339-2111
- LPB, INC. - Harry N. Larkin, (Broadcast audio consoles and equipment, low power AM transmitters and accessories, educational FM transmitters and accessories, 520 Lincoln Highway, Frazer PA 19355 215-644-1123
- MARATHON PRODUCTS CORPORATION (Audio devices, continuous tape magazines), 334 W Boylston St, West Boylston MA 01583 617-853-0988
- MCCURDY RADIO INDUSTRIES, INC. (Amplifiers, broadcast systems, consoles, intercoms, switchers), 1051 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, intercommunications equipment, mixer preamplifiers, RF amplifiers, 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 01041. 413-536-3551
- MODULAR AUDIO PRODUCTS — Rick Bemont, (Design and manufacture professional audio equipment, modular components and consoles for broadcast, recording, sound and communications)
50 Orville Dr Airport Plaza, Bohemia NY 11716 516-567-9620
- MORE MUSIC ENTERPRISES, INC. — Ron Lewis, (Sells broadcast equipment and tape products), 5315 Laurel Canyon Blvd, No Hollywood CA 91607. 213-985-3300
- MOSELEY ASSOCIATES — John E. Leonard, Jr., (Broadcasting equipment), 111 Castilian Dr, Goletia CA 93017 805-968-9621
- NUCLEAR PRODUCTS COMPANY — Chuck Evleth, (Manufactures static elimination devices), P O Box 5178 El Monte CA 91734 213-283-2603
- ORANGE COUNTY ELECTRONICS CORP., LTD. — Michael A. Gillespie, (Audio and control equipment)
1125 Empress St, Winnipeg, Manitoba R3E 3H1 204-775-8151
- OVATION INCORPORATED — Dick Schory, (Supplies audio/visual software and hardware), 1249 Waukegan Rd, Glenview ILL 60025 312-729-7300
- RCA BROADCAST SYSTEMS — R. S. "Randy" McCallister, AM transmitter and custom audio; W. W. "Wally" Warren, FM transmitter tape

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- and automated programming equipment; G. G. "Gil" Strubel, AM & FM antennas and towers
Building 2-5, Front and Cooper St, Camden NJ 08102. 609-963-8000
- SANSUI ELECTRONICS — Mr. LeBow, (4 channel broadcast encoders)
5-11 Queen Blvd, Woodside NY 11377 212-779-5300
- SINTRONIC CORPORATION — Mr. Tyrrell, (Transmitters)
705 Haverford Rd, Bryn Mawr PA 19010 215-525-3700
- ERIC SMALL AND ASSOCIATES — Eric Small, (Broadcast audio consulting, facilities design, market the 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 — Sales/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 and broadcast equipment), 1005 W Washington St, Bloomington ILL 61701 309-829-6373
- TABER MFG & ENG. CO. — Robert H. Kearns, (Manufacture and recondition audio equipment), 2081 Edison Ave, San Leandro CA 94521 415-635-3831
- THOMSON CSF — Bob Estony, (Manufacture of amplifiers and limiters)
37 Brownhouse Rd, Stamford CONN 06902 203-327-7700
- TIME & FREQUENCY TECHNOLOGY, INC. — John Webster, Frank Stolten, (Modulation monitors, remote control)
3000 Olcott St, Santa Clara CA 95051. 408-246-6365
- UMC ELECTRONICS CO. — Allen J. Shaftel, (Broadcast equipment)
460 Sackett Point Rd, New Haven CONN 06473 203-288-7731
- U. S. 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 and Constitution Ave, NW, Washington DC 20580. 202-655-4000
- HOUSE SUBCOMMITTEE ON COMMUNICATIONS
B331 Rayburn, House Office Building, Washington DC 20515 202-225-9304
- SENATE SUBCOMMITTEE ON COMMUNICATIONS
233 Russell, Senate Office Building, Washington DC 20510. 202-224-0411

GROUP PROGRAMMERS

- AMERICAN BROADCASTING COMPANIES, INC. — Alan Shaw
(KLOS-FM, Los Angeles; WMAL-FM, Washington DC; KABC-AM, Los Angeles; WXYZ-AM, Detroit; KAUM-FM, Hoston; WAGO-AM, San Francisco; KUHN-AM, Washington DC; KSSX-FM, San Francisco WRIF-FM, Detroit; WASC-AM, New York; WPLG-FM, New York; WDAI-FM, Chicago; WLS-AM, Chicago; KXYZ-AM, Houston)
1330 Avenue of the Americas, New York NY 10019.

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- A.S.I. COMMUNICATIONS, INC. — George Sirtzinger, (KFAC-AM, Los Angeles; KFAC-FM, Los Angeles; KROY-AM, Sacramento; KROI-FM, Sacramento; WRYT-AM, Boston)
5773 Wilshire Blvd, Los Angeles CA 90036 213-938-0161
- BARTELL BROADCASTERS, INC. — Charles Lake, (KCBQ-AM, San Diego; WOKY-AM, Milwaukee; WADO-AM, New York; KSLQ-FM, St. Louis; WMJX-FM, Miami; WDRQ-FM, Detroit)
205 E 42nd Street, 8th Floor, New York NY 10022 . . 212-983-5600
- BONNEVILLE INTERNATIONAL CORPORATION — (KBIG-FM, Los Angeles; KBRT-AM, Avalon/Catalina; WRFM-FM, New York; KOIT-FM, San Francisco; WCLR-FM, Chicago; KIRO-AM, Seattle; KSEA-FM, Seattle; KMBZ-AM, Kansas City; KMBR-FM, Kansas City; KSL-AM, Salt Lake City; KSL-FM, Salt Lake City)
36 So State Street, Ste 2100, Salt Lake City UT 84111
- CBS, INC — Steve Marshall, Program Consultant, (WCBS-AM, New York; WCBS-FM, New York; KNX-AM, Los Angeles; KNX-FM, Los Angeles; WBBM-AM, Chicago; WBBM-FM, Chicago; WCAU-AM, Philadelphia; WCAU-FM, Philadelphia; KCBS-FM, San Francisco; KCBS-AM, San Francisco; KMOX-AM, St. Louis; KMOX-FM, St. Louis; WEEI-AM, Boston; WEEI-FM, Boston)
6121 Sunset Blvd, Los Angeles CA 90028 213-469-1212
- CAPITAL CITIES COMMUNICATIONS, INC. — (KPOL-FM, Los Angeles; KPOL-AM, Los Angeles; WBAP-AM, Ft. Worth; KSCS-FM, Ft. Worth; WJR-AM, Detroit; WKBW-AM, Buffalo; WPAT-AM, Clifton; WPAT-FM, Clifton; WPRO-AM, E. Providence; WROW-AM, Albany; WROR-FM, Albany)
24 E 51st Street, New York NY 10022 212-421-9595
- CENTURY BROADCASTING CORP — Bob Birch, Natl Program Dir, (KWST -FM, Los Angeles; WLOO-FM, Chicago; WABX-FM, Chicago; WABX-FM, Detroit; KSHE-FM, Crestwood; KMEL-FM, San Francisco)
8833 Sunset Blvd, Los Angeles 90069 213-657-6130
- COMBINED COMMUNICATIONS CORP. — John Bayliss, (KTAR-AM, Phoenix; KBAC-FM, Phoenix; KEZL-FM, San Diego; KSDO-AM, San Diego; KIIS-AM, Los Angeles; KIIS-FM, Los Angeles; WWDT-AM, Hackensack)
Box 25518, Phoenix AZ 85002 714-231-5886
- COX BROADCASTING CORPORATION — Michael Kieuman, VP, Programming, (KOST-FM, Los Angeles; KFI-AM, Atlanta; WSB-AM, Atlanta; WSB-FM, Atlanta; WSOC-AM, Charlotte; WSOC-FM, Charlotte; WHIO-AM, Daytona; WHIO-FM, Daytona; WAIA-FM, Miami; WIOA-AM, Miami)
1601 W Peachtree Street, NE, Atlanta GA 30309. . . . 404-897-7000
- CRAWFORD BROADCASTING COMPANY — David Benware, Corp. Program Dir, (WPEO-AM, Peoria; WOJC-FM, Birmingham; WYCA-FM, Hammond; WMUZ-FM, Detroit; WDCX-FM, Buffalo; WYRD-AM, E. Syracuse; KELR-AM, El Reno; WDAC-FM, Lancaster; WWGM-AM, Nashville; KPBC-AM, Dallas; KFMK-FM, Houston)
3201 Royalty Rd, P O Box 34219, Dallas TX 75234. . 214-438-1440
- DOUBLEDAY BROADCASTING COMPANY — Dave Sribner (KRIZ-AM, Phoenix; KHOW-AM, Denver; KXKX-FM, Denver; KDWB-AM, St. Paul; KDWB-FM, Richfield; KITE-AM, Terrell Hills; KITE-FM, San Antonio)
Ste 417W, 13601 Preston Road, Dallas TX 75240
- EZ COMMUNICATIONS — Arthur Kellar, Pres, (WEZB-FM, New Orleans; WEZC-FM, Charlotte; WEZR-FM, Manassas; WEZS-FM, Richmond)
10810 Main St, Fairfax VA 22030 703-273-8950
- FAIRBANKS BROADCASTING COMPANY — George Johns, Group Programmer, (WIBC-AM, Indianapolis; WNAP-FM, Indianapolis)

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- WKOX-AM, Farmingham; WVBF-FM, Farmingham/Boston; KVIL-AM, Highland Park; KVIL-FM, Highland Park/Dallas; WIBG-AM, Philadelphia)
2835 N Illinois St., Indianapolis IN 46208
- JOHN E. FETZER STATIONS — (WWAM-AM, Cadillac; WKJK-FM, Cadillac; WJFM-FM, Grand Rapids; WKZO-AM, Kalamazoo)
590 W. Maple St, Kalamazoo, MI 49001 616-345-2101
- GAYLORD BROADCASTING COMPANY — Lee Allen Smith, Pres, (KRKE-AM, Albuquerque; KRKE-FM, Albuquerque; WKY-AM, Oklahoma City)
P O Box 14930, Oklahoma City OK 73114 405-478-2930
- GOLDEN WEST BROADCASTERS — (KMPC-AM, Los Angeles; KSFO-AM, San Francisco; KEX-AM, Portland; KVI-AM, Seattle; KVI-FM, Seattle)
5858 Sunset Blvd, Los Angeles CA 90028 213-469-5341
- GREAT TRAILS BROADCASTING COMPANY — (WKLO-AM, Louisville; WCSN-FM, Louisville; WCOL-AM, Columbus; WCOL-FM, Columbus; WING-AM, Dayton, WJAI-FM, Eaton; WIZE-AM, Springfield; WRIT-AM, Milwaukee; WBCS-FM, Milwaukee)
2513 Central Trust Tower, Cincinnati OH 45202 513-241-4823
- GREATER MEDIA — Julian Breen, Gen Mgr-Radio Prog, (WPEN, Philadelphia; WMGK, Philadelphia; WHND, Detroit; WMJC, Detroit; WGAY AM-FM, Washington; WCTC/WGMR, New Brunswick; WGSW, Huntington, L. I.; WCTO, Smithtown, L. I.; WESO AM-FM, Southbridge MA; WTCR, Ashland, KY; WHEZ, Huntington W VA)
Turnpike Plaza 197, Route 18, East Brunswick NJ 08816 201-247-6161
- HEARST STATIONS — WBAL-AM, Baltimore; WIYY-FM, Baltimore; WISN-AM, Milwaukee; WISN-FM, Milwaukee; WTAE-AM, Pittsburgh; WTAE-FM, Pittsburgh; WAPA-AM, San Juan P.R.)
959 Eighth Avenue, New York NY 10019 212-262-5700
- HERCULES BROADCASTING — Jay Hoffer, VP-Programming, (KRAK, Sacramento; KEWT, Sacramento; KMPS, Seattle; KEVT, Seattle)
P O Box 6347, Sacramento CA 95860 916-482-7100
- JEFFERSON-PILOT BROADCASTING COMPANY — Wally Jorgenson, VP-Radio, (KIMN-AM, Denver; KIMN-FM, Denver; WQXI-AM, Atlanta; WQKI-FM, Smyrna; WBT-AM, Charlotte; WBT-FM, Charlotte)
One Julian Price Place, Charlotte NC 28208 704-374-3500
- JAMES A. MCKENNA RADIO STATIONS — KQRS-AM, Golden Valley; KQOR-FM, Golden Valley; WCMB-AM, Harrisburg; WSFM-FM, Harrisburg; WAWA-AM, West Allis; WAWA-FM, Milwaukee; WMAD-AM, Madison; WMAD-FM, Middleton)
1150 17th Street, NW, Washington DC 20036 202-296-8995
- KAYE-SMITH RADIO — KCKN-AM, Kansas City; KJRB-AM, Spokane; KCKN-FM, Kansas City; WUBE-AM, Cincinnati; WUBE-AM, Cincinnati; WUBE-FM, Cincinnati; KXL-AM, Portland; KXL-FM, Portland; KJR-AM, Seattle; KISW-FM, Seattle)
Box 3010, Bellevue WA 98809 206-455-0923
- KING BROADCASTING COMPANY — (KGW-AM, Portland; KINK-FM, Portland; KING-AM, Seattle; KING-FM, Seattle; KREM-AM, Spokane; KREM-FM, Spokane)
320 Aurora Ave, N Seattle, WA 98109
- LARSON GROUP STATIONS — Brent Larson, Pres, (KXA, Seattle; KODL, Dallas; KWZ, Boise; KAIN, Nappa)
1307 2nd Ave, Seattle WA 98101 206-682-9033
- LIN BROADCASTING CORP — (KILT-FM, Houston; WIL-AM, St. Louis; WIL-FM, St. Louis; WBBF-AM, Rochester; WMJQ-FM, Rochester; WFIL-AM, Philadelphia; WUSL-FM, Philadelphia; KILT-AM, Houston)

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- 1370 Avenue of the Americas, New York NY 10019. . . 212-765-1902
- MEREDITH BROADCASTING — Dick Carr, VP-Radio Operation, (WGST-AM, Atlanta; KCMO-AM, Kansas City; KCEZ-FM, Kansas City; WOW-AM, Omaha; KEZO-FM, Omaha)
550 Pharr Rd, Atlanta GA 30305. 404-231-0920
- METRO RADIO COMPANY, INC. — Jim Wood, Corp Program Dir, (WROK-AM, Rockford; WJBC-AM, Bloomington; WZOK-FM, Rockford; WBNQ-FM, Bloomington)
3809 Washington, Evansville IN 47734. 812-477-8811
- METROMEDIA, INC. — Metro Radio Sales, (KLAC-AM, Los Angeles; KMET-FM, Los Angeles; KNEW-AM, Oakland; KSAN-FM, San Francisco; WASH-FM, Washington; WMET-FM, Chicago; WCBM-AM, Baltimore; WOMC-FM, Detroit; WNEW-AM, New York; WNEW-FM, New York; WIP-AM, Philadelphia; WMMR-FM, Philadelphia)
277 Park Ave, New York NY 10017. 212-682-9100
- MIDWEST FAMILY — Bill Vancii, Group PD, (WOSH, Oshkosh; WIZM, La Crosse; WISM-FM, La Crosse; WISM, Madison; WISM, Madison; WSJM, St. Joseph MO; WOSH, Oshkosh)
Box 2058, Madison WI 53701. 608-271-1486
- MISSION BROADCASTING COMPANY — (KERE-AM, Denver; WWOK-AM, Miami; WIGL-FM, Miami; WAME-AM, Charlotte; KONO-AM, San Antonio; KITY-FM, San Antonio)
Box 2338, San Antonio TX 78298. 512-225-5111
- MOFFAT COMMUNICATIONS — Keith James, VP-Programming/Natl PD, (CKLG-AM, Vancouver; CKLG-FM, Vancouver; CKXL, Calgary; FM96, Calgary; CHED, Edmonton; CKY, Winnepeg; FM92, Winnepeg; CHAB, Moose Jaw)
Box 1140, Calgary, Alb, Canada 403-264-8000
- MONROE BROADCASTING — Ron Norwood, (KGA, Spokane; KEE, Eugene), S 6228 Regal, Spokane WA 99203. 509-448-2311
- MOONEY BROADCASTING CORP.— (WERC-AM, Birmingham; WERC-FM, Birmingham; WBSR-AM, Pensacola; WMAK-AM, Nashville; WUNO-AM, San Juan PR)
Box 1750, Knoxville TN 37901. 615-546-7202
- MULTIMEDIA BROADCASTING CO. — (WMAZ-AM, Macon; KEZQ-FM, Little Rock; WMAZ-FM, Macon; KEEL-AM, Shreveport; WWNC-AM, Ashville; KMBQ-FM, Shreveport; WFBC-AM, Greenville; WBIR-AM, Knoxville, WBIR-FM, Knoxville; WAKY-AM, Louisville; KAAY-AM, Little Rock)
Box 2760, Greenville SC 29602. 803-271-8053
- NBC OWNED STATIONS — Jack Thayer, Pres, (WNBC-AM, New York; WRC-AM, Washington; WKYS-FM, Washington; WMAQ-AM, Chicago; WKQX-FM, Chicago; KNBR-AM, San Francisco; KYUU-FM, San Francisco; WYNY-FM, New York)
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- NATIONWIDE COMMUNICATIONS, INC. — Dick Jensen, GM Radio, (WPOC-FM, Baltimore; WGAR-AM, Cleveland; WKSX-FM, Cleveland; WNCI-FM, Columbus; WLEE-AM, Richmond; WKTZ-AM, Pittsburgh; WSHH-FM, Pittsburgh)
246 North High Street, Columbus OH 43216 614-227-7556
- RICHARD OPPENHEIMER, SR. — Richard Oppenheimer, Sr., VP Radio, (WBOK, New Orleans; WYOK, Houston; WLOK, Memphis; KXLR, Little Rock; KUDL, Kansas City; WWWW, Detroit; KDTX, Dallas, KABL, San Francisco)
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 COMPANY — Craig Scott, Natl Op Mgr,

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2355 Ballard, Des Plaines ILL 60016. 312-782-5466
- RKO GENERAL, INC. — Dwight Case, Pres, (WOR-AM, New York; WXLO-FM, New York; WRKO-AM, Boston; WGMS-FM, Bethesda MD; WGMS-AM, Bethesda MD; WAXY-FM, Fort Lauderdale; WFYR-FM, Chicago; WHBQ-AM, Memphis; KFRC-AM, San Francisco; KHJ-AM, Los Angeles; KRTH-FM, Los Angeles; KFRC-FM, San Francisco)
1440 Broadway, New York NY 10018. 212-764-7000
- ROLLINS, INC. — KDAY-AM, Santa Monica; WAMS-AM, Wilmington DE; WBEE-AM, Harvey IL; WRAP-AM, Norfolk VA; WCHS-AM, Charleston WV; WBBS-FM, Charleston WV)
Box 647, Atlanta GA 30301. 404-873-2355
- R. W. ROUNSAVILLE STATIONS — (WMBR-AM, Jacksonville; WAIV-FM, Jacksonville; WBJW-FM, Orlando; WDAE-AM, Tampa; WJYW-FM, Tampa; WNBE-AM, Winter Park; WCIN-AM, Cincinnati; WVOL-AM, Berry Hill TN)
3220 Peachtree Road, Atlanta GA 30305 404-261-3000
- RUST COMMUNICATIONS GROUP — (WPTR-AM, Albany, WKLX-AM, Portsmouth; WHAM-AM, Rochester; WFLY-FM, Troy NY; WAEB-AM, Allentown PA; WXKW-FM, Allentown PA; WNOW-AM, New York; WQXA-FM, York PA; WRNL-AM, Richmond; WRXL-FM, Richmond; WAHM-FM, Rochester)
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- RUST CRAFT BROADCASTING COMPANY — WSOL-AM, Tampa; WWOL-AM, Buffalo; WWOL-FM, Buffalo; WROC-AM, Rochester; WPXY-FM, Rochester; WSTV-AM, Steubenville OH; WRKY-FM, Steubenville OH; WRCP-AM, Philadelphia; WRCP-FM, Philadelphia; WPIT-AM, Pittsburgh; WPIT-FM, Pittsburgh)
700 Porter Blvd, Pittsburgh PA 15219 412-288-0920
- SCRIPPS HOWARD BROADCASTING CO. — WNOX-AM, Knoxville; WMC-AM, Memphis; WMC-FM, Memphis)
1100 Central Trust Tower, Cincinnati OH 45202. . . 513-621-0130
- SHERIDAN BROADCASTING CORP. — Mathew Ledbetter, Natl PD, (WILD-AM, Boston; WUFO-AM, Amherst NY; WAMO-AM, Pittsburgh; WAMO-FM, Pittsburgh)
1811 Blvd of the Allies, Pittsburgh PA 15219. . . . 412-281-6747
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- THE STARR BROADCASTING GROUP, INC. — (KABL-AM, Oakland; KABL-FM, San Francisco; KCNW-AM, Fairway KS; KUOL-FM, Fairway KS; WBOK-AM, New Orleans; WWWW-FM, Detroit; KMGC-FM, Dallas; KYOK-AM, Houston; KXLR-AM, North Little Rock)
P O Box 432, Saugatuck St, Westport CONN 06880 . 203-226-1035
- STORZ BROADCASTING — Bud Armstrong, Exec VP, (KOMA, Oklahoma City; KXOK, St. Louis; WDGY, Minneapolis; WHB, Kansas City; WQAM, Miami; WTIK, New Orleans)
Kiewit Plaza, Omaha NB 68131. 402-342-4700
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1177 Kane Concourse, Miami Beach FL 33154 305-866-0211
- STERLING RECREATION ORGANIZATION — Fred Danz, Pres, (KSLO-FM, San Jose; KASH-AM, Eugene OR; KSND-FM, Springfield OR; KBFW-AM, Bellingham; KEDO-AM, Longview WA; KLYK-FM, Longview WA; KALE-AM, Richland; KUUU-AM, Seattle; KZOK-FM, Seattle), Box 1723, Bellevue WA 98009 . 206-455-8100
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140 E Market St, York PA 17401. 717-845-5626
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2501 Bradley Place, Chicago ILL 60618. 312-528-2311
- WESTINGHOUSE BROADCASTING COMPANY — (WBZ-AM, Boston; WBZ-FM, Boston; WIND-AM, Chicago; WOWO-AM, Fort Wayne IN; KFWB-AM, Los Angeles; WINS-AM, New York; KYW-AM, Philadelphia; KOKA-AM, Pittsburgh; KOKA-FM, Pittsburgh)
90 Park Place, New York NY 10016 212-983-6500

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. 214-661-8201
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. 402-397-3010/1-800-228-2771

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THE INOVATION ORGANIZATION — Ron Lewis P O Box 3133, North Hollywood CA 91609	213-882-0177
JAM CREATIVE PROD., INC. — Fred Hardy, Jr. 7319-C Hines Place, Dallas TX 75235	214-630-5260
KRISHANE ENTERPRISES, INC. — Ronald G. Ress 4601 Willis Ave, Sherman Oaks CA 91403.	213-981-8255
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DISC-LOCATION - Jim Schlichting P O Box 8260, Van Nuys CA 91409	213-789-5293
HOUSE OF OLDIES — Bob Abramson (Rare 45s) 267 Bleeker St, New York NY 10014	212-243-0500
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. 503-232-2216

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EARTH NEWS/HOT NEWS — Jim Brown 32234 Pacific Coast Highway, Malibu CA 90265 . . .	213-457-2547
DON ELLIOT — Don Elliot Box 662, Hollywood CA 90028.	213-851-7768
EMISON — David MacKenzie 23 Redan Pl, Queensway, London W2, England.	01-229-0104
EXECUTIVE RADIO RESEARCH — Dennis Drake, Bruce Cole 2605 E 3300 S, Salt Lake City UT 84109 .	801-322-2990/581-0605
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, No 305, Hollywood CA 90068 . .	213-857-7777
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 East 51st St, New York NY 10022	212-832-2375
ILNEY RECORDS, INC. — T. H. Richards Box 300, Hollis NY 11423.	
IN RECORDS AUDIO PRESENTATIONS — Bob Johnson P O Box 7293, Riverside CA 92513	714-687-0611/02401
INTER-VIEW COMMUNICATIONS, INC. — Radio Station & National Advertisers, 30 East 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. William Stine 200 West 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, (Distributes: OLD RADIO DRAMAS) 9350 Wilshire Blvd, Beverly Hills CA 90212.	213-278-4546
ROBERT MICHELSON, INC. — Robert Michelson 127 West 26th Street, New York NY 10001.	212-580-0254

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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 ILL 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
THE PH FACTOR 6255 Sunset Boulevard, Ste 1006, Hollywood CA 90028	213-467-5111
PIPPIN PLACE PRODUCTIONS — Leon Seifried Box 1921, Muskegee OK 74401	918-682-2200
PONEK FISHER ASSOC. — Stefan Ponek, Stephen Fisher Mill Valley CA 94941	415-383-9020
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 P O 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, Eddie Kritzer 6255 Sunset Blvd, Ste 716, Los Angeles CA 90028	
SEAWAY PRODUCTIONS — C. K. Patrick, Robert Conrad c/o 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 La Rocque 6605 Ampere Ave, No Hollywood CA 91606	213-762-5544
SUSQUEHANNA PRODUCTIONS — George Hyde, Gen Mgr, Carl Loueks, Mktg Con 140 E Market St, York PA 17401	717-843-9951
SYNDICATED PROGRAM PRODUCTION/SALES DIV. GERT BUNCHEZ & ASSOC., INC. — 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

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TOTAL SERVICES, INC. — D. Alan Clark 21024 Victory Blvd, Woodland Hills CA 91367.	213-883-3627
TRAV PRESBYTERIAN CHURCH, U. S. — 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 Building, 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, N Miami FLA 33181	305-945-5465
WINDCHIME COMMUNICATIONS, INC. — Tom McKay 15300 Ventura Blvd, Ste 220, Sherman Oaks CA 91403.	
ED YELIN ENTERPRISES — Tony Pastor, Jr., VP, Creative Tom Fenno, Exec VP & Sales 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, Washington DC 20036	202-296-0009
B.P.A., 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" Street, Washington DC 20036	202-293-3500
NAEB - William G. Sickles 1346 Connecticut Ave, NW, Washington DC 20036	
NARAS, 4444 Riverside Dr, Ste 202, Burbank CA 91505.	213-843-8233
NARM, 1060 Kings Highway N, Cherry Hill NJ 08034	609-795-5555
NATIONAL RADIO BROADCASTERS ASSOC. 500 Fifth 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 One E 57th Street, New York NY 10022 9200 Sunset Blvd, Los Angeles CA 90069.	212-688-3778 213-278-5500

RTNDA
1735 De Sales St, NW, Washington DC 20036. 202-737-8657

TRADE PERIODICALS

- ADVERTISING AGE, 740 Rush St, Chicago ILL 60611 . 312-462-5200
- A & M TRADE NEWS
1416 No La Brea Ave, Hollywood CA 90028.213-469-2411, Ex 345
- BACK STAGE — Bob Harris
5670 Wilshire Blvd, Los Angeles CA.90036 213-936-5200
165 W 46th St, New York NY 10036 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
- BLACK RADIO EXCLUSIVE — Sidney Miller
3049 Laurel Canyon Blvd, Studio City CA 91604 . . 213-656-3169
- BOBBY POE'S POP MUSIC
1203 28th St, NW, Washington DC 20007. 202-296-6668
- THE BOSTON PHOENIX, 100 9th Ave, Boston MA 02115617-536-5390
- BRS REVIEW
23117 Collins St, Woodland Hills CA 91364 213-348-3162
- BROADCAST MAGAZINE
Broadcasting-Telecasting Bldg, 1735 DeSales St, NW,
Washington DC 20036 202-638-1022
- BROADCAST MANAGEMENT/ENGINEERING
295 Madison Ave, New York NY 10019 212-685-5320
- BROADCAST PROGRAMMING & PRODUCTION
P O Box 2449, Hollywood CA 90028 213-467-1111
- CASHBOX
6363 Sunset Blvd, Ste 930, Hollywood CA 90028 . . 213-464-8241
119 W 57th St, New York NY 10019 212-586-2640
- COUNTRY MUSIC DIGEST
P O Box 341, Madison TN 37115. 615-868-2344
- COUNTRY MUSIC MAGAZINE
475 Park Ave S, 16th Fl, New York NY 10016 212-685-8200
- THE CUESHEET, P O Box 4254, Amarillo TX 79105. . . 806-372-4421
- DAILY VARIETY
1400 Cahuanga Blvd, Hollywood CA 90028. 213-469-1141
- D. B. PUBLICATIONS, 521 5th Ave, New York NY 10019212-697-3160
- THE FRIDAY MORNING QUARTERBACK, INC. — Kal Rudman
Cherry Hill Plaza, 1415 E Route 70, Cherry Hill NJ 08034
. 609-428-8640
- THE GAVIN REPORT
One Embarcadero Center, 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
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INSIDE RADIO — Jerry Del Caliano 56 Woodhurst Dr, W Berlin NJ 08091	609-627-7776
INSIDER, C/O HECHTER PUBLICATIONS 9101 Poplar Bridge Rd, Minneapolis MI 55437	612-835-1696
INSIDE 12 X 12 15233 Ventura Blvd, Sherman Oaks CA 90049	213-981-1212
THE MUSIC CITY ENTERTAINER P O Box 1607, 1009 17th Ave S, Nashville TN	615-256-1693
THE MUSIC RETAILER 6308 Woodman Ave, Ste 201, Van Nuys CA 91401 50 Hunt St, Watertown MA 02172	213-785-3114 617-926-3770
THE NEW MELTING POT MAGAZINE 2109 Broadway, New York NY 10023	212-580-8531
PERFORMANCE MAGAZINE 308 Professional Bldg, Fort Worth TX 76104	817-338-9444
PERRY'S LAW FOR BROADCASTERS, TOP TOP, C/O, LITTLE FACE, INC., 909 Beacon St, Boston MA 02215	617-536-8807
RADIO ACES MAGAZINE 750 Amana, Ste 1400, Honolulu HA 96814	
RADIO FORMATS, RADIO MUSICAL MONTHLY (Div of Illy Rec- ords), 90-58 210st St, Hollis NY 11423	
RADIO MUSIC REPORT — Ron Brandon P O Box 2671, Spartanburg SC 29304	803-573-9421
RADIO AND RECORDS 6430 Sunset Blvd, Ste 1221, Hollywood CA 90028	213-466-9561
RADIO QUARTERLY REPORT P O Box 3135, Carmel CA 93921	408-624-0338
ROCK AROUND THE WORLD — Danny Lipman 1108 Boylston St, Boston MA 02215	617-536-7625
RECORD WORLD 6290 Sunset Blvd, Hollywood CA 90028 1700 Broadway, New York NY 10019	213-465-6126 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, Canada	416-425-0257
SONGWRITER MAGAZINE P O Box 3510, Hollywood CA 90028	213-550-7664
STANDARD RATE & DATA SERVICE 5201 Old Orchard Rd, Skokie ILL 60076	312-966-8500
TELEVISION/RADIO AGE — (Editorial, Circulation & Publication) 666 Fifth Ave, New York NY 10019	212-757-8400
VARIETY — Phil Turner, GM 1400 N Cahuenga Blvd, Hollywood CA 93921	213-469-1141
WALRUS STATS, Box 35, Narberth PA 19072	215-667-9788



The Record Companies



ABC RECORDS
8255 BEVERLY BOULEVARD
LOS ANGELES, CALIFORNIA 90048
(213) 651-5530
1441 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10019

**LABELS: Impulse, Westminster, Dot, Hickory,
Blue Thumb, Duke/Peacock,
Anchor, Shelter, ABC Classics**

ALBUMS RELEASED: 95. SINGLES: 100. PRESIDENT: Steven Diener. **NO. ON ROSTER: 80. EMPLOYEES: 420.** **PROMO MEN: 35. NATL PROMO: VP pop - Charlie Minor;** Singles - Steve Resnick; LPs - Jon Scott; MOR - Marvin Deane; A&R - VP - Mark Meyerson, Special Projects - Roy Halee. **HEAD OF MKTG: VP - Herb Belkin, Creative Services - Barry Griff. ADVERTISING DIR: Herb Wood. OTHER EXECES: VP Spec. Projects - Otis Smith; Pres. Distribution and Sales - Skip Byrd. DISTRIBUTION: Independent.** **SUMMARY:** The company attempts to strengthen with the exit of Jerry Rubenstein and the entrance of Steven Diener as president. Barry Griff's move from A&M to the company should also have a major impact. One of the first changes was a reduction in the size of the roster, philosophy being, more concentration on current artists. Jimmy Buffett has been the continuing success story for ABC with hit single, "Margaritaville," LP is also doing well for the company. The Floaters broke through this period. McCoo and Davis LP went gold...Rufus LP went platinum. Dramatics also are a success story at this writing, as well as Crusaders and Stephen Bishop. ABC in the past six months signed Blood, Sweat and Tears and the Floaters. Coming up in the next three months ABC expects to release new LPs by Steeley Dan, BS&T, Harold Melvin, Pointer Sisters and there'll be a major push on Don Williams.



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 (Jazz)

ALBUMS RELEASED: 39. SINGLES: 60. NO. ON ROSTER: 73. EMPLOYEES: 381. PROMO MEN: 36. PRESIDENT: Jerry Moss. NATL PROMO: VP - Harold Childs, Natl Dir - Al Moinet, Asst Natl - Pete Mollica, Natl LP - Rich Totoian, Natl LP Coord - Lenny Bronstein. A&R: VP - Kip Cohen. HEAD OF MKTG: Bob Reitman. ADVERTISING DIR - Kiki La Porta. OTHER EXECS: Head of Artist Relations - Bob Garcia. Dir of Publicity - Andy Meyer. Vice Chairman - Herb Alpert. VP-Intl - Dave Hubert. Natl Sales Mgr - Ernie Campagna. Senior VP-Sales - Bob Fead, VP-Finance/Comptroller - Jolene Burton. DISTRIBUTION: Independent (except Boston, own Sales/Promo office). Also share distrib facilities in Atlanta (together dist) with Motown. SUMMARY: It's been the usual strong six months for A&M. There's been a major restructuring with Jerry Moss moving from Chairman to Pres, Herb Alpert to Vice Chairman and Gil Friesen from VP to Pres. Barry head of Mktg moves to ABC. Corb Donohue also goes back to that company. Frampton's "I'm In You" is platinum and continuing to grow. Also platinum through these six months is Brothers Johnson "Right On Time" and going gold is Supertramp's "Even in Quietest Moments" and "Crime of the Century". Also gold is Cat Stevens' "Isitso" and Captain and Tennille's "Come In From the Rain". There were huge LP hits from Rita Coolidge, Pablo Cruise, Styx and LTD and hit singles from Captain and Tennille, Pablo Cruise, Rita Coolidge, Peter Frampton and Supertramp. Give the company a hand for helping Joan Armatrading on the chart for 11 months. Coming up in the next quarter will be releases by Gato Barbieri, Carpenters, Richie Havens, Hummingbird, Piper, Target, Chris De Burgh, Shaun Phillips, Peter Allen, Billy Preston, Alessi Bros, Michelle Phillips, Gino Vannelli, Joan Armatrading, Chuck Mangione, Kim Carnes, Rick Wakeman, Garland Jeffreys and Ozark Mt. Daredevils. Also on Horizon, there'll be releases from Chet Baker, Thad Jones, Mel Lewis, Billy Hart and Charlie Haden.



AMHERST RECORDS
355 HARLEM ROAD
BUFFALO, NEW YORK 14224
(716) 826-9560

LABELS: DJM, Gold Plate, Soul Int

LPs RELEASED: 10. SINGLES: 12. NO. ON ROSTER: 20. EMPLOYEES: 30. PRESIDENT: Lenny Silver. NATL PROMO: Dir - Ron Resnick, LPs - Bruce Mosier, R&B - Johnny Lloyd, MOR & secondaries - Maury Bloom. Sales Dir - Barry Lyons. Pop Singles - Lynn Gilbert. Black - Chuck Offutt. A&R - Ron Kramer. HEAD OF MKTG: Doug Dombrowski

and Dave Colson. ADVERTISING DIRECTOR: Dave Colson. OTHER EXECS: VP - Doug Dombrowski. Natl Sales - Linda Kilcullen. Adm VP - Dave Colson. Regional Promo Dir - Steve Creson. DISTRIBUTION. Independent. SUMMARY: Rich Sargeant leaves the company for Chelsea Records...Ron Resnick is now doing Natl Promotion. This sole Buffalo based record company has had a good first half. Johnny Guitar Watson is certainly an established artist. His two albums both went gold...“A Real Mother For You”...and “Ain’t That A Bitch”. Likewise, David LaFlamme’s LP “White Bird” has sold super well. In the next quarter there’ll be a tremendous amount of releases. On DJM there’s Horslips, already out, with releases coming from Danny Kirwan. Company will also be releasing LPs by Karen Nelson and Billy T, Jackie DeShannon, Moonlighters, David LaFlamme, a new Johnny Guitar Watson and Papa John Creech.



ARIOLA AMERICA
8671 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA
90211
(213) 659-6530

LPs RELEASED: 4. SINGLES: 7. NO. ON ROSTER: 7. EMPLOYEES: 25. PROMO MEN: 10. PRESIDENT: Jay Lasker. Exec VP - Howard Stark. A&R: Harvey Bruce. HEAD OF MKTG: Dir Sales - Julie Zimand. ADVERTISING DIR: Julie Zimand. DIRECTOR NATIONAL PROMOTION: Bobby Applegate. DISTRIBUTION: Capitol. SUMMARY: Company has had its best period in history with smash gold single by Mary McGregor, “Torn Between Two Lovers.” Mary continues to be a strong seller. Company is also currently breaking Mac MacAnnally with “It’s A Crazy World.” Sons of Champlain continues to be strong. Company has a super outlook for the next three months as well. Glenda Griffin has just been signed and is being produced by Don Henley of the Eagles and she’ll be touring with the Eagles in the fall. They also have just signed a new group out of Vancouver called Prism which they have big plans for. New LPs (and probably singles) will be coming out by Blue Jug and D. H. Storm as well. With the return of Bobby Applegate to Ariola, the emphasis is on promotion with ten people working exclusively for the company in the field.



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: Freedom, Savoy

LPs RELEASED: 17. SINGLES: 37. NO. ON ROSTER: 68. EMPLOYEES: 162. PROMO MEN: 22. PRESIDENT: Clive Davis. NATL PROMO: VP - Richard Palmese, VP-AOR - Scott Jackson, VP-R&B - Hank Talbert, Dir - David Burd, Assoc Dir-Singles - Sam Karamandos, Sec - Debbie Alessio, A&R: VP - Robert Feiden, HEAD OF MKTG: VP - Judd Siegal, ADVERTISING DIR - Rick Dobbis, OTHER EXECS: Dir of Publicity - Dennis Fine, DISTRIBUTION: Independent. SUMMARY: Some changes in personnel during this past six months. Stan Bly leaves VP-Promo position for Polydor, Michael Klefner and Perry Cooper both went to Atlantic, Richard Palmese, Scott Jackson and Hank Talbert share promotion responsibilities. On the west coast Michael Lippman was named VP West Coast Operations...Judd Siegal became VP Sales & Distrib for the company, David Burd was made National Promotion Director under the three VPs, and Roger Birnbaum became West Coast A&R Director. Company has continued to sign a bunch of new artists. This past six months they inked Grateful Dead, Dickie Betts & Great Southern, Lily Tomlin, Stomu Yamashta, Eddie Kendricks, Donovan and Dwight Twilly Band. Arista also formed Arista Music Publishing Group with Billy Meshel taking over VP-GM there...one of first signings was Michael Masser, Barry Manilow continues about as hot as you can get ...received two double platinum LPs this year. Melissa Manchester got a gold LP for "Melissa"...The Bay City Rollers single, "It's a Game" was gold in two weeks. Company continues to have good success with Eric Carmen, Alan Parsons, Kinks, Outlaws and Jennifer Warnes. Next quarter look for an incredible number of LP releases, including names like Eric Carmen, Lily Tomlin, Point Blank, Happy The Man, Donovan, Samu Yamashta, Alpha Band, Rick Danks, Gil Scott-Heron, Funky Kings, Don McLean, Baby Grand, David Forman, Randy Eddleman, Mike Mainien, Ursula Buddiak, Ray Parker & Raydio, Dwight Twilly Band and Savoy Jazz. One final note about formation of new Creative Services Department with Myron Pollenberg taking over as Director under Rick Dobbis.



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,
Pacific, Westbound**

LPs RELEASED: 40. SINGLES: 35. NO. ON ROSTER: 40. EMPLOYEES: 200. PROMO MEN: 30. CHAIRMAN: Ahmet Ertegun. PRESIDENT: Jerry Greenberg. NATL PROMO: VP - Dick Kline, Natl Promo Dir - Vince Feraci, VP R&B - Hilary Johnson, Natl R&B Primus Robinson, Secondaries - Margo Knesz, FM - Tune Erim. A&R: Jim Delehendt. HEAD OF MKTG: Gen Mgr - Dave Glew. ADVERTISING DIRECTOR: Mark Schulman. OTHER EXECS: Sr VP/Asst to Pres - Michael Klaener. Artist Development - Penny Cooper. Natl College Promo - Judy Le Bow. Natl Jazz Promo - Cal Stiles. Natl MOR Promo - Gunter Hauer. SUMMARY: Michael Klefner has just joined Atlantic in the capacity of Sr VP and Asst to the Pres. Penny Cooper joins to head Artist Development. There were a goodly number of changes in the Field Promotion Staff as well...updated in the Promotion People Section. The company continues its super hot state. Gold LPs in the past six months include: Abba, "Greatest Hits"; Average White Band, "Soul Searching"; Bad Company, "Burning Sky"; Abba with a second album, George Carlin, "Occupation Fool"; ELP, "Works"; Foreigner, "Breakthrough"; Crosby, Stills & Nash, Average White Band, "Dancing Queen". There were also gold singles by Abba, Hot, Alan O'Day, Firefall and Foreigner. And here's what you can look forward to this next quarter from Atlantic: Releases from England Dan & John Ford Coley, Abba, Bette Midler, CSN, Johnny Rivers, Hot Chocolate, Foreigner, Genesis, Spinners, Peter Gabriel, Tramps and Jen Luc Ponty.



**AUDIO-FIDELITY RECORDS
221 WEST 57th STREET
NEW YORK, NEW YORK 10019
(212) 757-7111 Out of N. Y. State
Incoming WATTS - 800 223 6744 6745**

**LABELS: Image, Ashtree, Hidden Sign, Chiaroscuro,
Black Lion, Enja**

LPs: 28. SINGLES: 7. NO. ON ROSTER: 85. EMPLOYEES: 27. CHAIRMAN OF BOARD: Herman Gimbel. PRESIDENT: William Gallagher. NATL PROMO: Natl Promo Coordinator - Cathy Gibney. Asst Promo Coordinator - Glenn Vallach. A&R

- William Gallagher. HEAD OF MARKETING: Irv Lichtman. ADVERTISING DIRECTOR: Irv Lichtman. OTHER EXECS: Prod Mgr - Philip Goldschmidt. DISTRIBUTION: Independent. SUMMARY: Company continues to chug along. Biggest successes of the past six months include Martee Lebous, Dollar Brand, Toulouse, A.P.B. and Mike Douglas. They'll have a new Toulouse album coming up shortly on Image Records, as well as several other projects just currently in the planning stage.



BEARSVILLE RECORDS
75 EAST 55th STREET
NEW YORK, NEW YORK 10022
(212) 751-7030

8467 BEVERLY BOULEVARD
LOS ANGELES, CALIFORNIA 90048

LPs: 3. SINGLES: 3. NO. ON ROSTER: 8. EMPLOYEES: 12. PROMO MEN: 5. DIRECTOR OF OPERATIONS: Paul Fishkin. NATL PROMO: Promo Dir-Singles - Gary Buttice. Promo Dir-Albums - Andy Jonopoulos. DISTRIBUTION: Warner Bros Records. SUMMARY: This has been an important first half of year for this company. Jessee Winchester gets to come back to U. S. after several years in Canada protesting the draft and Viet Nam. His first U. S. tour in a long time is underway. Foghat has just come up with their first platinum LP, "Fool For The City", "Night Shift" and "Rock and Roll Outlaws" also went gold for Foghat...All their LPs are either gold or platinum. Former Foghat bass player and producer, Nick Jameson was signed as a single artist. In the next quarter Bearsville will release a new Foghat Live LP...Nick Jameson will have an album...and a group called Utopia will be doing an LP called "Oops! Wrong Planet". Bearsville will be expanding its staff and generally beefing up its image in the industry in the next six months. Additional promotion people have been hired, and the company is expanding other personnel as well.



**BIG TREE
RECORDS**

BIG TREE RECORDS
9229 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069
(213) 278-9230

LPs: 4. SINGLES: 6. NO. ON ROSTER: 12. EMPLOYEES: 7. PROMO MEN: 5. PRESIDENT: Doug Morris. VP: Dick Vanderbilt. NATL PROMO: Reen Nalli. Secondaries - Suzanne Emile. A&R: Kyle Lehning. HEAD OF MARKETING: Atlantic. ADVERTISING DIRECTOR: Atlantic. OTHER

EXECS: Head of Artist Relations - Atlantic, GM-West Coast - Mardi Nehrbass, DISTRIBUTION: WEA via Atlantic, SUMMARY: At the time of writing this little company had five records on the trade charts...Hot, England Dan & John Ford Coley, Johnny Rivers, Le Blanc and Carr and Hot Chocolate. In the July rankings they were one of the five hottest companies in the country. There's going to be more next quarter with planned LP releases from Johnny Rivers, Hot Chocolate, Parker McGee, Tom Powers and probably Jimi Mack.



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: 17, SINGLES: 20, NG. ON ROSTER: 9, EMPLOYEES: 15, PROMO MEN: 7, PRESIDENT: Art Cass, NATL PROMO: VP - Tom Cossie, A&R: Lew Merenstein, HEAD OF MARKETING: Tom Cossie, ADVERTISING DIRECTOR: Chuck Walz, OTHER EXECS: Exec VP - Mort Drosnes, VP-Nashville - Wade Conklin, Head of Artist Relations - Brian Williams, Director of Publicity - Ed Goodgold, DISTRIBUTION: RCA, SUMMARY: Company continues to go through plenty of changes with new distributor sales deal with RCA, Buddah has cut back in various areas despite a pretty fair start on '77. Adrissi Brothers had a hit single with "Slow Dancing"...Melba Moore did well with "Lean On Me". Norman Connors' LP, "You Are My Starship" went gold as well. Company also began establishing Michael Henderson and Phyllis Hyman as hit acts. Next quarter will be an important one for Buddah, LPs by Alexander Harvey and Melba Moore are planned. There's also a new solo LP by Gladys Knight on the way.



CAPITOL RECORDS

1750 NORTH VINE STREET

HOLLYWOOD, CALIFORNIA 90028

(213) 462-6252

LABELS: Harvest, Ariola-America, EMI, Angel, Seraphim

LPs: 109. SINGLES: 87. NO. ON ROSTER: 104. EMPLOYEES: 2844. PROMO MEN: 40. PRESIDENT: Bhaskar Menon. NATL PROMO: Secondaries - Laura Lazenby. R&B - Paul Johnson. Country - Ed Keeley. OTHER EXECS: Dir of Publicity - Bruce Garfield. VP-Creative Services - Dan Davis. VP-Sales - Dennis White. Natl Sales Mgr - Walter Lee. SUMMARY: Capitol continues doing well...hardly any changes in personnel this year with exceptions being the addition of Vince Cosgrave to head Country Marketing and Paul Johnson to head up Black Promotion. Susan Scharf has taken over a regional promotion job in small markets on the west coast and Laura Lazenby has taken her place. In 22 of the 26 weeks, Capitol has either been number one or tied for number one in the overall singles charts. Some of the heavier hits for Capitol this past six months came from Natalie Cole, "I've Got Love"; Glen Campbell, "Southern Nights"; Steve Miller, "Fly Like An Eagle" with platinum and gold LPs from the Beatles, "At Hollywood Bowl"; Bob Seeger, Wings and Maze. Other people continuing to do well include The Little River Band, Helen Reddy and Carole King. Campbell LP will be gold shortly. Company has begun to open up its jazz roster with signings this past six months including Gary Bartz, Eddie Henderson, Raoul DeSouza and Bobby Lyle. New LPs planned for fall include Mink DeVille, Kraftwerk, Sammy Hager, Bob Seeger and probably a new Wings album. Company has changed one policy with marketing, promotion in the black and country areas now being centered out of the tower.

**CAPRICORN****535 COTTON****(921) 745-8511****MAGON, GEORGIA****31201**

ALBUMS RELEASED: 9. SINGLES: 11. NO. ON ROSTER: 20. EMPLOYEES: 44. PROMO MEN: 7. PRESIDENT: Phil Walden. NATL PROMO HEAD: Dir - Phil Rush. Singles - Bill Davis. Natl Sales - Ed Bersen. AD DIR - Diana Kaylan. DIR OF PUB: VP - Mike Hyland. VP-GM - Don Sohnitzerle. Treasurer - Ted Senters. Exec VP - Frank Fentor. DISTRIBUTION: WEA. SUMMARY: Company continues to do well year after year. Marshall Tucker Band is the big success story with two LPs going gold for that group this past six months. Also Sea Level, an off-shot of the Allman Brothers got a good start in this first six months. Greg Allman solo effort also got a good shot. Company began to broaden its perspective past the southern rock with signings of Fringe Benefit, from England, along with groups like Rabbitt, Easy Street and Garfield. Look for Capricorn to become more black oriented over the next few months. Coming up in the next quarter will be LPs from newly signed Black Oak Arkansas, Elvin Bishop, Stillwater, Rabbitt, Billy Jo Shaver, Marshall Tucker, Sea Level, and Delbert McClinton. There will also be an Allman Brothers anthology album...and we are told to look for some surprises from the west coast.



CASABLANCA RECORD & FILMWORKS

**8255 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA**

90046

(213) 650-8300

**3 WEST 57th STREET
NEW YORK, NEW YORK 10019**

(212) 759-9410

**LABELS: Parachute, Millennium, Douglas,
Chocolate City**

LPs: 24. SINGLES: 28, seven 12". NO. ON ROSTER: 35. EMPLOYEES: 115. PROMO MEN: 22. CHAIRMAN OF BOARD: Peter Guber. PRESIDENT: Neil Bogart. NATL PROMO: VP - Bruce Bird. Sr VP-R&B - Cecil Holmes. Promo Dir - Howard Rosen. Promo Dir-Custom Labels - Don Wasley. Dir-Secondary Promo - Barbara Bridges. Dir-MOR - Nancy Reingold. LP Promo - Dick Williams. Exec VP/GM - Larry Harris. A&R: VP - Scott Shannon. HEAD OF MARKETING: VP - Dick Sherman. ADVERTISING DIRECTOR: Phyllis Chotin. OTHER EXECS: Head of Artist Relations - VP - Susan Munao. Director of Publicity - Soozin Kazick. DISTRIBUTION: Independent. SUMMARY: Gold records - Kiss, "Love Gun"; Parliament, "Live P. Funk Earth Tour"; Kiss, "Kiss"; Kiss, "Hotter Than Hell"; Kiss, "Beth" (45 rpm); Kiss, "Dressed to Kill"; Kiss, "Rock and Roll Over"; Donna Summer, "I Remember Yesterday". Platinum records - Kiss, "Love Gun"; Kiss, "Rock and Roll Over". 1977 marks the addition of two new custom labels to the roster: Parachute Records (headed by Russ Regan) and Millennium Records (headed by Jimmy Jenner and Irv Biegel). 1977 is also the year of their very first motion picture, THE DEEP, a box office smash which has made film history with the biggest-ever first day box office gross. Upcoming in the next quarter are albums from Stallion, Angel, Kiss, Donna Summer and Parliament. They have also announced production on another major motion picture with big-name musical acts.



Chrysalis.

CHRYSALIS RECORDS

9255 SUNSET BLVD.

LOS ANGELES, CALIFORNIA 90069

(213) 550-0171

**115 EAST 5TH STREET
NEW YORK, NEW YORK 10022
(212) 935-8750**

ALBUMS RELEASED: 11. SINGLES: 10. NO. ON ROSTER: 25. EMPLOYEES: 46. PROMO MEN: 10. PRESIDENT: Terry Ellis. NATL PROMO HEAD: Dir - Billy Bass. Natl Mgr - John Barbis. Natl Promo Crdnt - Rochelle Fields. Natl Sec - Janis Ross. HEAD OF A&R: Roger Watson. HEAD OF MKTG: Stan Layton. ADVERTISING DIR: Stan Layton. HEAD OF ARTISTS RELATIONS: Russ Shaw. DIR OF PUB: Russ Shaw. OTHER EXECS: VP-Sales/Promo - Sal Licatta. Financial Controller - Paul Hutchinson. DISTRIBUTION: Independent. SUMMARY: Good first half for Chrysalis. Staff stays stable...note a little expansion in promotion staff. Both Robin Trower's "Long Misty Days" and Jethro Tull's "Songs From The Wood" LPs went gold this year. UFO and Babie had hit LPs as well...Jeans On by David Dundas was a big hit for them. Company has just signed Rory Block and Nick Gilder and will have product on both of them in the next quarter. Other LPs coming in next few weeks include Robin Trower, Babies, Black Blood, Nick Gilder, Split Enz, Phillip Goodhand-Tait, and Racing Cars.



**COLUMBIA
51 WEST 52nd STREET
NEW YORK, NEW YORK 10019
(212) 975-4321**

**WEST COAST NATIONAL OFFICE
1801 CENTURY PARK W.
LOS ANGELES, CALIFORNIA 90067
(213) 556-4700**

**NASHVILLE OFFICE
(615) 329-4321**

LPs: 130. SINGLES: 125. NO. ON ROSTER: 150. EMPLOYEES: 100s. PROMO MEN: 31. PRESIDENT-CBS Records Group - Walter Yetnikoff. PRESIDENT-CBS Records - Bruce Lundvall. NATL PROMO: VP - Bob Sherwood. Director - Don Colberg. VP-Special Mkts - Richard Mack. Dir-Album - Mike Pillot. Assoc Dir - Sheila Chlanda. Dir-L. A. - Chuck Thagard. Dir-Country (Nashville) - Joe Casey. A&R: VP - Don Ellis (L. A.) MARKETING: VP - Don Dempsey. ADVERTISING: VP-Merchandising - Joe Mansfield. OTHER EXECS: VP/GM - Jack Craig (All CBS labels). VP-Artist Relations - Arma Andon. Director of Publicity - Judy Paynter. DISTRIBUTION:

TION: 20 company owned branches. SUMMARY: Major change is Bob Sherwood taking over promo reins from Stan Monteiro. Barbra Streisand "A Star is Born" LP remained No. 1 on national charts for seven weeks...triple platinum in sales; "Love Theme" single No. 1 for three weeks...went gold. Kenny Loggins released his first solo album. Aerosmith "Walk This Way" went Top 10. Boz Scaggs had fourth hit single "Lido Shuffle" from "Silk Degrees" LP which went double platinum. CBS Records opened new national offices on west coast in Century City. Maynard Ferguson had his first hit single with "Theme From ROCKY". Pink Floyd "Animals" album went platinum, and group did a successful U. S. tour. Neil Diamond "Love at the Greek" LP went gold, after his top-rated first television special. The Emotions and Deniece Williams LPs went gold. Santana's "Festival" LP went gold. James Taylor (LP and single) debuted on Columbia. Next quarter: New product from Boz Scaggs, Liza Minelli, The Miracles, Chicago and Earth, Wind and Fire. An album of previously unreleased material by Tanya Tucker. First releases by new signings, including Libby Titus, Starwood, Karla Bonoff, Pockets and Topaz. New records by up-and-coming talent, such as Jane Olivor, Dr. Feelgood, Ronnie Dyson, David Allen Coe, Sparks, Deniece Williams and Katy Moffatt. A major jazz release, featuring LPs by Stan Getz, Bob James, Billy Cobham, Hubert Laws, Freddie Hubbard, Eric Gale and Herbie Hancock. Some important jazz reissues of classics by Gerry Mulligan, Charlie Parker and Lester Young. This in addition to current successes by Streisand, James Taylor and The Emotions



CREAM/ HI RECORDS
9025 MELROSE AVENUE
LOS ANGELES, CALIFORNIA 90046
(213) 655-0944

1320 S. LAUDERDALE STREET
MEMPHIS, TENNESSEE 38106
(901) 775-3790

ALBUMS RELEASED: 5. SINGELS: 12. NO. ON ROSTER: 12. EMPLOYEES: 27. PRESIDENT: Al Bennett. NATL PROMO HEAD: VP - Done Graham. HEAD OF A&R: Hal Winn. HEAD OF MKTG: Paul Culberg. GM: Wayne Bennett. HEAD OF ARTIST RELATIONS: Laurie Hersch. DIR OF PUB: Laurie Hersch. OTHER EXECS; VP-Pub Dir - Bob Todd, Foreign Dir - Bobby Weiss, Dir Prod Crdntn - Barbara Pick-erell. Mktg Crdntr - Nina Carlin. DISTRIBUTION: Independents. SUMMARY: Well...Cream Records is getting super active. Company moved out of their old condemned building into a new place on Melrose. Interestingly enough, their new

building used to be a whipping cream factory...cute. To top it off, the company has just completed a deal to buy Hi Records...both recording and publishing. They also have signed exclusive A & R production deal with Willie Mitchell. Cream also bought Stax old publishing company...East Memphis Music...that company has more then 3,000 copyrights. Eddie Ray has been appointed GM of Hi Records. Last six months Hi did well with Balcones Fault, Ann Peebles, O. V. Wright and Brenton Wood. Coming in the next quarter will be LPs by Quiet Elegance, Al Green and Ian Tamblyn.



CURTOM RECORD COMPANY, INC.
5915 NORTH LINCOLN AVENUE
CHICAGO, ILLINOIS 60659
(312) 769-4676 or 769-0622

LPs: 3. SINGLES: 5. NO. ON ROSTER: 6. EMPLOYEES: 13. PROMO MEN: 6. PRESIDENT: Marv Stuart and Curtis Mayfield. A&R: Richard Tufo. HEAD OF MARKETING: Warner Bros Records. ADVERTISING DIRECTOR: Marv Stuart. OTHER EXECS: VP - Clarice A. Pollock. Head of Artist Relations - Clarice Pollock or Marlyn Atlas. Director of Publicity - same. DISTRIBUTION: International, WEA (Warner Bros Records) SUMMARY: Curtis Mayfield is in the process of producing an album which he also wrote for Aretha Franklin. He has just finished writing, producing and performing on the soundtrack "Short Eyes" for the film of the same to be released sometime this year. Marlyn Atlas has been added as the new Midwest Promotional Representative for Curtom since May, 1977. Curtis had a hit single with "Show Me Love" from his hit album "Never Say You Can't Survive". And, Mystique made its debut with the album "Mystique" and the single "What Would The World Be Without Music". The lead singer for the group Mystique was the former lead singer with the Impressions when they had such hits as "Same Thing It Took", "Finally Got Myself Together", "Sunshine" and others. His name is Ralph Johnson. Curtom is also breaking into films. The movie "Short Eyes" which won numerous awards as a Broadway play is Curtom's first film. It will be released before the end of 1977. Releases for the next quarter: "Linda", an album by Linda Clifford, a new album on Leroy Hutson, a single and album on R-Stash, and the "Short Eyes" soundtrack by Curtis Mayfield.



DARK HORSE RECORDS
3300 WARNER BOULEVARD
BURBANK, CALIFORNIA 91505
(213) 846-9090

LPs: 2. SINGLES: 2. NO. ON ROSTER: 5. EMPLOYEES: 5. PROMO MEN: 0. PRESIDENT: Dennis Morgan. A&R: George Harrison. OTHER EXECS: Warner Bros Distribution. DISTRIBUTION: Warner Bros. SUMMARY: Dennis Morgan is the main-stay, working out of the WB offices in Burbank. This past quarter, George Harrison put out the LP "33 1/3"...It's gold. Question as to future releases or other projects was not divulged by the company.

De-Lite

**DE-LITE RECORDS
200 WEST 57TH STREET
NEW YORK, NEW YORK 10019
(212) 757-6770**

**DE-LITE RECORDED SOUND STUDIO
HUNTING PARK & RIDGE AVENUE
PHILADELPHIA, PENNSYLVANIA
(215) 225-5274**

LABELS: Vigor Records

ALBUMS RELEASED: 2. SINGLES: 4. NO. ON ROSTER: 8. EMPLOYEES: 15. PRESIDENT: Fred Fioto. NATL PROMO HEAD: R&B Dir - Stan Price. HEAD OF A&R: Fred Vee. HEAD OF MKTG: Bernie Block. ADVERTISING DIR: B. Block/Gabe Vee. HEAD OF ARTISTS RELATIONS: Fred Vee. DIR OF PUB: Luvie Coleman. OTHER EXECS: Controller - Vincent Voltoro, Ivntry Cntrl & SM - Bob Vigorito. DISTRIBUTION: Independent. SUMMARY: De-Lite Records has severed all ties with Pickwick Intl. effective December 13, 1976. Effective immediately De-Lite has gone indie and will distribute and manufacture their own product through Indie Distributors. Effective July 1, all tape cartridges and cassettes will also be distributed and manufactured through De-Lite Records as G.R.T. contract expired that date. New releases on Kool & The Gang, Kay Gees, Frankie Avalon, Crown Heights Affair. LPs forthcoming the middle of August and a steady flow of LPs from then on. Benny Troy single, pulled from his LP "Tearin' Me To Pieces" making heavy reports on secondary and some heavy FM and Pop stations. Special double album sets are being prepared for release immediately titled, "Starship" which includes all the star roster of De-Lite and Vigor. "Hollywood Swinging", a completely new exotic package of all of Kool & The Gang super hits...and a follow up of a package of "Jungle Boogie" to be released near the end of the year. All DJ's and Promo men should be on the lookout for an extensive advertising program consisting of air time buys, posters, bumper stickers, etc. The latest signing to De-Lite label are the creation of a group called

“Made In The USA” by the producers of Crown Heights Affair, Freida, Britt Button Nerangis and the latest discovery of staff producer, Billy Tenell...a rock group called “The Other Side” ready for release by the end of the month.



ELEKTRA/ASYLUM RECORDS
962 N. LA CIENEGA BOULEVARD
LOS ANGELES, CALIFORNIA 90069
(213) 655-8280

LPs: 23. SINGLES: 57. NO. ON ROSTER: 50. EMPLOYEES: 124. PROMO MEN: 30. CHAIRMAN OF BOARD: Joe Smith. PRESIDENT: Steve Wax. NATL PROMO HEAD: VP - Kenny Buttice. Dir - Freddie Demann. LP - Burt Stein. Country - Norm Osborne. A&R: VP - Chuck Plotkin. HEAD OF MKTG: VP - George Steele. ADVERTISING DIR: Susan Ostman. OTHER EXECS: Head of Artist Relations - VP-Jerry Sharrell. Dir of Publicity - Bryn Bridenthal. Vice Chairman - Mel Posner. VP-Sales - Stan Marshall. DISTRIBUTION: WEA. SUMMARY: '76 was a record year at Elektra and company Vice-Chairman told RQR that already this year they are 35% ahead in net sales over last year. Biggest success for the company had to be “Hotel California”, by the Eagles...five times platinum in the U. S. and double platinum outside the country...unheard of. Bread's LP went gold in this first half. Jackson Browne's album went platinum. Eagles had three hit singles out of that “Hotel California” LP...two of them went gold...the other about 800,000. “Lonely Boy”, by Andrew Gold was a monster hit single. If there was a big story at Elektra/Asylum (and there was more than one) it was finally taking Jackson Browne from the 300,000 average kind of seller into the platinum LP plateau and the hit single category as well. Personnel wise, there were only two major changes...Terry Fletcher leaves the National Country Promotion position for Monument and Norm Osborne takes his place. Company also formed a new jazz division, now headed by Don Mizell, moving over from A&M. Interestingly also is the fact that the company is starting to back into the R&B field. Sergio Mendes LP and single is doing well in that area at press time. Carly Simon is coming back around. “Nobody Does It Better” looks like it's going to be a hit at press time. Company signed Neil Sedaka this first half...saw Eddie Rabbitt continue as a giant country act...and began developing new acts like Bernie Ladon, Michael Georgiades Band, Takalameredith and, of course, Carole Bayer Sager, who's one of the hotter songwriters around right now and most probably a star as a vocalist. Judy Collins' two record set just shipped...there'll be new albums from Jackson Browne, Joni Mitchell, Carly Simon, Queen, Joe Walsh and Linda Ronstadt. Bread will be recording in the fall...should be out in early '78.



EPIC RECORDS
51 EST 53rd STREET
NEW YORK, NEW YORK 10019
(212) 975-4321

CBS RECORDS
1801 CENTURY PARK WEST
LOS ANGELES, CALIFORNIA 90067
(213) 556-4700

LABELS; Blue Sky, Invictus, Krishner, Virgin, Philly
Int., T-Son, T-Neck, Caribou, Playboy,
Beserkly, Calla, Portrait

NO. ON ROSTER: 106. PROMO MEN: 32. PRESIDENT:
(CBS) Bruce Lundvall. NATL DIR: (EPIC) Jim Jeffries.
Assoc - Pete Gideon; Album - Rick Swig; Natl Assoc Labels -
Gordon Anderson; Natl Spec Mrkts - Richard Mack; HEAD
A&R: VP - Lennie Petze. HEAD MKTG: VP-GM - Jack Craigo.
DIR PUB: Susan Blond. OTHER EXECS: Sr.VP-GM - Ron
Alexenburg, VP-Assoc Labels - Tony Martell, VP-Mktg - Jim
Tyrrell, Dir Artist Develop - Al Demarino, Dir Merch - Bruce
Harris. DISTRIBUTION: CBS. SUMMARY: Epic continues
its winning ways with four platinum and nine gold LPs along
with four gold singles. Heart (on Portrait) went platinum along
with Kansas, Lou Rawls, Englebert Humperdink and the Isley
Brothers. LPs going gold included Humperdink, Kansas,
Jackson, Isleys, Teddy Pendergrass, Heart, Lou Rawls, Ted
Nugent and The O'Jays. The four gold singles were from
Burton Cummings, Jacksons, Englebert Humperdink and
Joe Tex. There was very little change, personnel wise at
Epic. Mike Shavelson left the AOR national promo job for
Phonogram Mercury and with the shifts, Pete Gideon comes
from MCA as associate director, Rick Swig takes over albums.
Company bought out the Ode catalogue and will be releasing
Greatest Hits of Carole King and Cheech and Chong, along
with LPs by Tom Scott and Mary Clayton. Some other pro-
ducts coming out in the next few weeks on Epic include
Dennis Wilson, Bobby Goldsboro, Ricci Martin, Patty La
Belle (solo), Cheap Trick and Ram Jam. Also there will be
heavy energy behind a new group from England called
Crawler.



FANTASY/PRESTIGE/MILESTONE
10th AND PARKER
BERKELEY, CALIFORNIA 94710
(415) 549-2500

6363 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA
(213) 462-6409

1775 BROADWAY, SUITE 617
NEW YORK, NEW YORK 10019
(212) 757-2134

LABELS: Stax, Riverside, At Home

LPs: 34. SINGLES: 12. NO. ON ROSTER: 37. EMPLOYEES: 85. PROMO MEN: 10. CHAIRMAN OF BOARD: Saul Zaentz. PRESIDENT: Ralph Kaffel. NATL PROMO: Dir - Dave Marshall. Dir-R&B - Bob Ursery. Assoc AOR & Pop - Cristie Marcus. A&R: Orrin Keepnews. HEAD OF MARKETING: Bob Ursery. ADVERTISING DIRECTOR: David Lucchesi. OTHER EXECS: Head of Artist Relations - Bob Ursery and Dave Marshall. Director of Publicity: Gretchen Horton. DISTRIBUTION: Independent. SUMMARY: Fantasy continues to move its records. Blackbyrds had a gold album through this first half of year with "Unfinished Business". Company had good success with Side Effect, Pleasure, McCoy Tyner, Stanley Turrentine, Patrice Rushen and Ron Carter. They particularly point to singles by Side Effect, Pleasure and the Blackbyrds. An important development in Fantasy's future has to do with acquisition of the distribution rights to the Stax label. They have taken over the catalogue of both released and unreleased product from Stax and have stated that they have "Plans to fully reactivate Stax as a competitive record label. To implement this goal, Fantasy is actively planning to issue both the previously released and the unreleased Stax product. In addition, Fantasy is laying plans to recruit and sign new artists to the Stax label. So, in the next quarter, here comes Isaac Hayes, Albert King, McCoy Tyner and The Emotions. Add to that planned releases for the next quarter on Country Joe McDonald, David Bromberg, Hoodoo Rhythem Devils, Blackbyrds, Tommy James and Stanley Turrentine, and you've got continued busy times ahead for this label.



GRT
1226 16TH AVENUE, SOUTH
NASHVILLE, TENNESSEE 37212
(615) 383-0800

LABELS: GRT, LS, Gar-Pax, Casino.Sunnyvale

ALBUMS RELEASED: 9. SINGLES: 10. NO. ON ROSTER: 12. PROMO MEN: 5. NATL PROMO HEAD: Dir - Tom McEntee. Pop - Fred Vail. HEAD OF A&R: Nelson Larkin.

OTHER EXECS: VP - Dick Heard. DISTRIBUTION: Independents. SUMMARY: GRT had a good first half of the year...Meri Wilson with "Telephone Man" has sold well... Certainly created a stir. Also some good country action for the company. They are just beginning work on a Jummy Carter satire called, "Trust Me." That'll be their major project over the next quarter. Meri Wilson will have a new single... called "Rubb A Dubb Dubb"...saving water by.....



HICKORY RECORDS
2510 FRANKLIN ROAD
NASHVILLE, TENNESSEE 37204
(615) 385-3031

LPs: 4. SINGLES: 10. NO. ON ROSTER: 7. EMPLOYEES: 8. PROMO MEN: 6. CHAIRMAN OF BOARD: Wesley H. Rose. PRESIDENT: same. NATL PROMO: Don Powell, Mel Foree, Dick Kiser, Roy Acuff, Jr., Ray McClain, James Holland. A&R: Wesley H. Rose. HEAD OF MARKETING: Thru ABC. ADVERTISING DIRECTOR: John R. Brown. OTHER EXECS: Gen Mgr - John R. Brown. Head of Artist Relations - Wesley H. Rose. Director of Publicity - Bob Jennings. DISTRIBUTION: International thru ABC. SUMMARY: One of the great songwriters of all time, Mickey Newbury, had his first album release on Hickory Records entitled, "Rusty Tracks". Don Everly also had his first Hickory album release called, "Brother Jukebox". One of Hickory's newest artists, Jim Chesnut, has a new album, "Let Me Love You Now". Carl Smith still moving along with his latest album, "This Lady Lovin' Me". A lot of good albums released, and still more coming soon on ABC Hickory...Don Gibson's single of "If You Ever Get to Houston Look Me Down", is also moving. Singles are planned by all artists during the next quarter, including Carl Smith, Don Gibson, Jim Chesnut, Mickey Newbury, Don Everly, Woody and Doug Owen. Album releases include Don Gibson, Mickey Newbury and Doug Owen.



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

LPs: 18. SINGLES: 20. NO. ON ROSTER: 30. EMPLOYEES: 29. PROMC MEN: 1. CHAIRMAN OF BOARD: Chris Blackwell. PRESIDENT: Charlie Nuccio. NATL PROMO HEAD: Dir - Fred Mancuso. A&R: Chris Blackwell. HEAD OF MKTG: Dir - Herb Corsack. ADVERTISING DIRECTOR: Bill Valenciano. OTHER EXECS: Head of Artist Relations - Spencer Davis. Director of Publicity - Jeff Walker. DISTRIBUTION: Phonodisc. SUMMARY: This past six months has been one of big change for Island. Company made a deal to be distributed by Phonodisc and Island joined forces with RSO in the promotion area. Only Fred Mancuso remains as exclusively Island promotion. Steve Winwood and Bob Marley albums were biggest for company in past six months...Also, single-wise it's been good success for Marley and Wilton Place St. Band "Disco Lucy". Company plans release of albums by Robert Palmer, Automatic Man and Jess Rodden Band over the next quarter. There's still a probability of more changes at the company in the coming week...



JANUS RECORDS
8776 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 91343
(213) 659-6444

LABELS: Shock, Barnaby, Happy Fox

LPs: 3. SINGLES: 10. NO. ON ROSTER: 11. EMPLOYEES: 17. PROMO MEN: 7. PRESIDENT: Ed De Joy. NATL PROMO: Mgr - Louie Newman. Mgr-LP - Michael Plumber. A&R: VP - Allan Mason. HEAD OF MARKETING: Steve Begor. ADVERTISING DIRECTOR: Steve Begor. OTHER EXECS: Natl Sales Mgr - Howard Silvers. Director of Publicity - Reina Siciliano. DISTRIBUTION: Independent. SUMMARY: Al Stewart's LP, "Year of the Cat" went platinum this past six months. Single wound up top ten. Company signed Charlie and are showing good marketing strength behind them. Steve Begor joined the label as National Marketing and Advertising Director. Dave Greenwald was promoted from the L. A. secondaries to Atlanta Regional. Renee Manzo was promoted to National Secondary Promotion. There are four LPs planned for the next quarter...Kayak, Camel, Dickie Goodman and an Al Stewart's "Early Years" album. That will be the best of previously released LPs from England.



LIFESONG RECORDS, INC.
488 MADISON AVENUE
NEW YORK, NEW YORK 10022
(212) 752-3033

**9229 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90029
(213) 550-8886**

LPs: 2. SINGLES: 11. NO. ON ROSTER: 18. EMPLOYEES: 29. PROMO MEN: 10. CHAIRMAN OF BOARD: Tommy West. PRESIDENT: Terry Cashman. NATL PROMO: VP - Barry Gross. Coordinator - Bob Russo. A&R: Terry Cashman and Tommy West. HEAD OF MARKETING: VP-Sales & Marketing - Mel Fuhrman. ADVERTISING DIRECTOR: George Brown. OTHER EXECS: Exec VP - Phil Kurnit. Dir of Artist Development - Alan Hecht. Head of Artist Relations-VP Creative Services - George Brown. Director of Publicity-VP Media Information - Bob Sarlin. DISTRIBUTION: Independent. SUMMARY: Story out of here is the move of Barry Gross to the east coast and the exit of Marty Kupps from the label. Company is having some good success with some good ... Henry Gross, Dean Friedman and some releases from Jim Croce. They've announced ten new LP releases over the next quarter: Henry Gross, Dean Friedman, Crack the Sky, The Voltage Brothers, Tony Romeo and Arc.



**LITTLE DAVID RECORDS
9229 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069
213-278-7981**

LPs: 3. SINGLES: 4. NO. ON ROSTER: 4. EMPLOYEES: 11. PROMO MEN: 0. PRESIDENT: Monte Kay. A&R: Jack Lewis. HEAD OF MKTG: Ben Hurwitz. OTHER EXECS: Sr VP - Jack Lewis. DISTRIBUTION: Atlantic thru WEA. SUMMARY: This little company keeps on going year after year with success. "Toledo Window Box", by George Carlin (released in 1973) went gold this past quarter. That makes the fourth gold LP (out of six released for George) that has gone gold. All six continue to sell. The Kenny Rankin album, "Hummin'" by Nat Adderly and "Don't Smoke Dope, Fry Your Hair", by Franklyn Ajaye all continue to do well. George's single, "Headlines" is also selling good. Next quarter, the company will be releasing a new Kenny Rankin single, called "When Sunny Gets Blue"...Kenny will be back in the studio in the next few weeks as well. Next Carlin album probably won't come until '78.



**LONDON RECORDS
539 WEST 25TH STREET
NEW YORK, NEW YORK 10001
(212) 675-6060**

**LABELS: London, Threshold, Parrot, Deram,
Le Joint**

ALBUMS RELEASED: 30. SINGLES: 29. NO. ON ROSTER: 26. EMPLOYEES: 135. PROMO MEN: 2. PRESIDENT: D H Toller-Bond. NATL PROMO HEAD: Jerre Hall, Crdntr - Joann Jelley, Natl Disco - Billy Smith. HEAD O A&R: VP - Walt Maguire. AD DIR: Don Wardell. NATL SALES: Sy Warner. DIR OF PUB: Harriet Sternberg. Dir of Creative Services: Don Wardell. DISTRIBUTION: Independents. SUMMARY: This has been a year of change so far for London. They had 15 promotion men listed at the end of '76 but now only Jerre Hall and Bob Paivia remain on the company payroll in promotion. Company is now being covered for them by independents. With sale of Hi Records to Al Bennett and company, London loses artists like Al Green. Biggest successes over past six months included the Moody Blues Live + Five album...ZZ Top continues to do ...in one year that group reports 8 million dollar concert gross playing in 80 cities to over 1 million people. Grahame Edge did well with his album "Paradise Ballroom" and John Miles continues to sell. Company releases more LPs in its London Collectors Series with early unreleased stuff from people like David Bowie, Genesis and Van Morrison. They'll continue that Collector Series over next quarter with releases from people like Cat Stevens and other big name acts. The Moodys will be back together in the studio over the next several weeks but that album will probably not be released until after the first of the year. Company also will be releasing 13 more albums in its Internation Series on Phase IV stereo.

.MCA RECORDS

**MCA RECORDS, INC.
100 UNIVERSAL CITY PLAZA
UNIVERSAL CITY, CALIFORNIA 91608
(213) 985-4321
445 PARK AVENUE
NEW YORK, NEW YORK 10022
27 MUSIC SQUARE EAST
NASHVILLE, TENNESSEE 37202**

**LABELS: Rocket Records, Coral, Vocalion,
Rollers Prods., Goldhawke Prods.**

LPs: 55. SINGLES: 83. EMPLOYEES: 1100. PROMO MEN: 24. PRESIDENT: J. K. Maitland. NATL PROMO: VP - Ray D'Ariano. Dir-Singles - Paul Lambert and Wayne McManners. Dir-Album - Joy Hall. A&R: Denny Rosencrantz. HEAD OF MARKETING: Richard Bibby. ADVERTISING DIRECTOR: Bob Siner. OTHER EXEC'S: VP-Sales - Sam Passamano. VP-Product Development - Ed Spacek. Head of Artist Relations - Joan Bullard. Director of Publicity - Joan Bullard. DISTRIBUTION: Company owned branches. SUMMARY: "Car Wash" became the biggest single ever in the history of MCA in this past six months. Lynard Skynyrd's "One More From The Road" LP was certified platinum. Elton John's "Sorry Seems To Be The Hardest Word" was certified gold. There was a heavy change in the various areas of MCA through this past six months. Richard Bibby was named VP of marketing, Ray D'Ariano became VP of promotion, and there was pretty much a whole new regime of national promotion assistants as well. Ed Spacek took over as head of a new department they term Product Development and Denny Rosencrantz became Vice President of A&R at the label. In the coming months there are planned releases by Conway Twitty, Golden Earring, Lisa Dal Bello, Brian and Brenda, B. J. Thomas, Roger Williams, Gary Toms, Colosseum II, Ricky West, Peter Townshend/Ronnie Lane and Kalyan.



MONUMENT RECORDS
21 MUSIC SQUARE EAST
NASHVILLE, TENNESSEE 37206
(615) 244-6565

LABELS: Sound Stage

ALBUMS RELEASED: 6. SINGLES: 12. NO. ON ROSTER: 20. EMPLOYEES: 20. PROMO MEN: 4. PRESIDENT: Fred Foster. NATL PROMO HEAD: Dir - Terry Fletcher. Natl Country - Tex Davis. HEAD OF A&R: Fred Foster. HEAD OF MKTG: Tom Rodden. AD DIR: Ken Kim. DIR OF PUB: Bettye Arnold. VP-Treasurer - John Dorris. DISTRIBUTION: Phonogram. SUMMARY: Terry Fletcher leaves Elektra to take over promotion for this company, just starting August 1. Larry Gatlin is about as heavy as you would want from a country artist. At press time he was just entering his third straight number one record in the three month period. Still being distributed through Columbia, Kris Kristofferson continues hot as well. The two main stay instrumentalists Boots Randolph and Charlie McCoy continue to sell. Company has just signed Connie Smith and Roy Orbison and there'll be product out on them shortly. Over the next quarter there'll also be more product from Larry Gatlin, Boots and Charlie and two more brand new groups, Barefoot Jerry and Larry John Wilson.



MOTOWN RECORDS
6255 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA 90028
(213) 468-3500

LABELS: Prodigal, Tamla, Gordy

LPs: 35. SINGLES: 50. NO. ON ROSTER: 30-40. EMPLOYEES: 285. PROMO MEN: 19. CHAIRMAN OF BOARD: Berry Gordy. PRESIDENT: Barney Ales. NATL PROMO HEAD: VP-R&B - Bunky Shepherd, Pop - Joe Isgro, R&B - Skip Miller. A&R: Suzanne DePasse. HEAD OF MARKETING: Derek Church. OTHER EXECS: Head of Artist Relations - Junius Griffin, Director of Publicity - Bob Jones. DISTRIBUTION: Independent. SUMMARY: Motown has just completed the most successful six months in its history. With more emphasis toward album product the company picked up gold albums by Marvin Gaye, Thelma Houston and The Commodores. Gold singles were awarded to The Commodores, and Stevie Wonder got a pair ("I Wish" and "Sir Duke"). Stevie, Diana Ross, Marvin Gaye and The Commodores continue to be gigantic sellers for the company, and they'll all have new albums out in the next quarter, along with such people as Thelma Houston and Jerry Butler. The company is pushing hard on their Prodigal label, just releasing LPs on Rare Earth and Flip Jarrell. There is a new Marketing Services Division, now coming under Derrek Church. Company has been super stable with almost no personnel changes.



MUSHROOM RECORDS
8833 SUNSET BLVD.
LOS ANGELES, CALIFORNIA 90069
(213) 659-9255
1234 6TH AVE
VANCOUVER, BC V6H 1A5
(604) 736-7202

ALBUMS RELEASED: 2. SINGLES: 3. VICE PRES & GM: Shelley Siegel. NATL PROMO: Secdry Cdnt - Susie Gershon, NATL PROD MGR: Burl Davis. HEAD OF A&R: Ian Warner/ Shelley Siegel. HEAD OF MKTG: Shelley Siegel. OTHER EXECS: Natl Promo Dir - Jay Gold, Chief Eng - Rolf Henneman, Controller - Al Mordy, VP of A&R Internatl - Ian Warner. DISTRIBUTION: Independent. SUMMARY: Mushroom records continues to grow into an important independent record label. The major success of the past six months is the breaking of the group Chilliwack. "Dreams, Dreams,

Dreams" album by the group is gold in Canada, as well as the singles "California Girl," and "Fly At Night". Large sales were also felt in the US, with "Fly At Night" being one of the most programmed cuts in the country throughout the period. At this writing new single from the group is in release titled, "Something Better." Group is now in studio working on new LP due next fall. Court actions over the split of Heart from Mushroom to Portrait (CBS), continues, and it would not be in the best interest to dwell on the controversy. However, it has led to enormous amounts of press in rock press and news publication press throughout both US and Canada. "Dreamboat Annie" album is still on the charts (well over a year) and now has bullets as Portrait LP sells. Sales well over 2½ million. They have currently released a new album from jazz flutist Paul Horn, titled, "Inside the Great Pyramids." The two record set was recorded inside the great Pyramids of Gizeh (near Cairo) and features Paul alone with flute. Included in the package is an eight page full color booklet documenting the creation of the album from initial conception through the recording process. It is Paul's first solo 'Inside album' since the famous 'Inside the Taj Mahal' album was recorded some seven years ago. Company continues to use independent promotion staff through the country, and is coordinated by Shelley Siegel, who has done extensive traveling throughout the country meeting and working with them. Macey Lipman continues to do independent marketing and Sharen Weisz (W3) does independent press. For the next quarter they will be releasing the first album by Jerry Doucette, and will probably title it "Doucette." Artist is now in the studio as is Chilliwack working on their respective albums. Possibly the court will releast the "Magazine Tapes" by Heart. If so it will also be scheduled for fall release.



PACIFIC ARTS
BOX 5547
CARMEL, CALIFORNIA 93921
(408) 624-4704

LPs: 3. SINGLES: 2. NO. ON ROSTER: 6. EMPLOYEES: 4. CHAIRMAN OF BOARD: M. Nesmith. PRESIDENT: Same. VP: K. Nesmith. DISTRIBUTION: Independent-Island U. K. outside U. S. A. SUMMARY: This past six months; Constructed world's largest bagel. Destroyed evil in two major southern cities. Found a peanut. Developed nuclear capabilities. Invented seven basic patents for manufacturing leisure wear for small fowl. Had 26 inside-the-park home runs. Adopted new programming policy and now play only two records a week. Chart one record—the other hit bound. New release schedule is nothing for five years, then two Chinese folk dances. In the next six months: Planning to deviate from the norm, review the situation and get back to you on it in

a week or so. Expecting new sensitive info in the next quarter which should gross between 25 and 30 million a month for six months. Have two used tires for '68 VW, \$10 each. Also, one mag wheel for Camaro, slightly bent \$2.50. Call Fred in Tokyo. Ethel, I love you, please come home. The diamonds are embedded in the dog's ear.

**PARACHUTE RECORDS, INC.
8255 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90046
(213) 650-8300**

ALBUMS RELEASED: none. SINGLES: none. EMPLOYEES: 3. PROMO MEN: 1. PRESIDENT: Russ Regan. NATL PROMO HEAD: Steve McCormick. HEAD OF A&R: Russ Regan. DISTRIBUTION: Casablanca Records and Filmworks. SUMMARY: Russ Regan left 20th Century and has moved over to the Casablanca office with his own label deal. Russ hired Steve McCormick to head promotion and will be releasing two albums in next quarter; David Castle and Lalomi Washburn.



**PHONOGRAM/MERCURY RECORDS
One IBM PLAZA
CHICAGO, ILLINOIS 60611
(312) 645-6300
(800) 621-8052**

LABELS: Phillips, Em Arcy

ALBUMS RELEASED: 40. SINGLES: 60. NO. On ROSTER: 50. EMPLOYEES: 120. PROMO MEN: 30. PRESIDENT: Ivwin Steinberg. NATL PROMO HEAD: VP - Dave Carrico. Natl Singles - Jim Taylor; Country - Frank Laffel; R'nB - Bill Haywood; LP - Mike Shavelson; LP R'nB - Cecil Hale; Secondary - Joanie Lawrance; A&R: Gerry Hoff (LA). Steve Katz (NY), Rob McBride (Chicago), Jerry Kennedy Jud Phillips (Memphis). MKTG: Sr VP - Jules Abramson. AD DIR: Jules Abramson. HEAD ARTIST RELATIONS: Mike Gormley. Artist Development - Mike Bone. Exec VP - Charlie Fach. Natl Sales - Harry Losk. DISTRIBUTION: Phonogram. SUMMARY: No real major changes in personnel this last six months except that Denny Rosencrantz leaves to take over A&R at MCA. He's replaced in LA by former Moody Blues head business man Gerry Hoff, who has returned to the US from England. Steve Katz also takes over A&R in New York. Company had two gold singles in first half... "Things We Do" by 10cc and "Trying To Love Too" by William Bell.

Best of Statler Brothers LP also went gold. Company did particularly well, also, with Ohio Players and Bar Kays. Two new signings of particular note for this company...Esther Philips and Hamilton Bohannon...Hamilton already has his first LP out...Johnny Rodriguez was also particularly hot, country wise. LPs coming up in the next quarter include Rush, Thin Lizzy, Graham Parker, The Rumour, Bar Kays, Ohio Players, Consequences, City Boy and Esther Philips.



PLAYBOY RECORDS
8560 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069
(213) 659-4080

LABELS: Beserkly

LPs: 3. SINGLES: 10. NO. ON ROSTER: 15. EMPLOYEES: 12. 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: CBS: SUMMARY: Playboy moved to CBS distribution deal in mid-March. Then, there's the fact that one of Playboy's labels, Beserkley gas had its first top fifty single with "I Think We're Alone Now" by the Rubinos. Reportedly in mid-July, sales topped 200,000. Mickey Gilley is a country monster for the company with 3 singles that reached more than top five in the past six months. Bobby Borders also had two top ten country singles...and chart singles went to Sunday Sharpe as well. Add to that Wynn Stewart and Mac Vickory, and it's been an alright first half. Over the next three months, the company will be developing a new group with Blue Ash...they'll have another Rubinos single...and Barbi Benton will be back out there with Roger Glover of Deep Purple producing her. "With CBS help, a few groups are going to go on the road."



POLYDOR INCORPORATED
810 SEVENTH AVE.
NEW YORK, NEW YORK 10019
(212) 399-7100
21 MUSIC CIRCLE
NASHVILLE, TENNESSEE 37205
(615) 244-8184

6255 SUNSET BLVD.
SUITE 624
LOS ANGELES, CALIFORNIA 90028
(213) 466-9574

LABELS: Oyster, Spring, ECM, Verve, RSO

ALBUMS RELEASED: 37. SINGLES: 42. NO. ON ROSTER: 48 (not inclgd RSO). EMPLOYEES: 106. PRESIDENT: Irwin Steinberg. NATL PROMO: VP - Stan Bly, Natl Dir - Fred Ruppert, Natl LP Dir - Jerry Jaffe, Natl R&B - Matt Parsons, Natl Country - Jack Pride, Natl Scdry - Clay Baxter, Natl LP Field Promo - Randy Roberts, A&R: VP - Rick Stevens, HEAD OF MKTG: VP - Harry Anger, ADVERTISING DIR: Jan Simmons, HEAD OF ARTIST TOUR DIR: Harry Zerler, DIR OF PUB: Len OTHER EXECS: VP-Gen Mgr - Lou Simon, Natl Sales Mgr - Ron Pallidino, West Coast A&R Dir - Barry Oslander, DISTRIBUTION: Branch Distribution - Phonodisc - II Branches, also dist Phonogram, RSO, Island, Monument. SUMMARY: Atlanta Rythm Section did good for Polydor in the first half of this year. They have "Rock and Roll Alternative," now going gold with latest sales showing a good shot at the platinum award. There's new blood in the country division with the signing of Mel Street and Bob Luman. Arnie Geller, who was head of promotion, left Polydor to join Atlanta Rythm Section. Stan Bly returns to the group from a short term at Arista as VP-Promo. Harry Anger is upped from Sales Director to VP-MKTG. Rick Stevens becomes VP-A&R. Ron Palladino becomes Natl Sales Mgr. Jerry Jaffe from Pub Dir to Natl LP Promo Dir. Company signed Alice Cooper's back up band, Billion Dollar Babies to a contract. As we go to press, Royers Straws and Rainbow all have strong new LP releases. There's also a heavy push in the black area at Polydor. Matt Parsons has moved over from Capitol to head in R&B section of promotion with four new regional promotion men in that area. All this a heavy push toward strengthening the companies position in that Market place. Coming up in the nex quarter...there'll be the first album from Nektar in over two years. In late August the Osmonds will be releasing a "Best Of" package. That's about the time the company will be releasing an album from a new group, Stormin' Norman and Susie. New albums coming from Polydor from: Donny Osmond, James Brown, The Jam, Freddie King, Millie Jackson, Mel Street, good old Teruo Nakamura, Randy Pie, Gary Peacock, Colin Walcott, Jack DeJohnette, Taylor/Winstone/Wheeler...Joe Beck, Dave Grusin, Joe Simon, Roger Gover, Rainbow, Fatback Bank, Donny & Marie, Keith Jarrett Quartett, Ralph Towner/Jan Garbarek/Eberhard Weber, Atlanta Rythm Section, Chick Corea, and Alvin Crow.

Portrait

PORTRAIT RECORDS
1801 CENTURY PK WEST
LOS ANGELES, CALIFORNIA 90067
(213) 556-4700

ALBUMS RELEASED: 3. SINGLES: 5. NO. ON ROSTER: 4. EMPLOYEES: 8. PRESIDENT: CBS. NATL PROMO HEAD: Dir - Randy Brown. HEAD OF A&R: Lorne Saifer. HEAD OF MKTG: Jim Tyrrell. DISTRIBUTION: CBS. OTHER EXECS: VP-GM - Larry Harris. SUMMARY: Portrait has basically three acts they work on...Joan Baez, Burton Cummings, and newly signed Heart. Company has had a smash single with Heart and there are good charts and sales happening with the other two acts. Asked what was coming up in the next quarter the company merely replied, "secret." Cute.....and not worth the hundreds of one liners that come to mind.



PRIVATE STOCK RECORDS, LTD.
40 WEST 57TH STREET
NEW YORK, NEW YORK 10019
(212) 397-1600

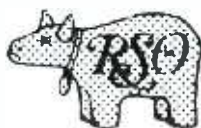
32 OLD BURLINGTON ST.
LONDON W1, ENGLAND
01-439-7011

ALBUMS RELEASED: 9. SINGLES: 34. EMPLOYEES: 26 (US). PRESIDENT: Larry Uttal. NATL PROMO HEAD: VP - Bob Harrington, Natl LP Promo - Joshua Blardo. HEAD OF A&R: Steven Scharf. HEAD OF MKTG: Harold Sulman. ADVERTISING DIR: Harold Sulman. HEAD OF ARTIST RELATIONS: Bob Harrington. PUBLICITY DIR: Jody Uttal. OTHER EXECS: Head of Prdctn - Beverly Weinstein, Legal Counsel - Joseph Sterling, Controller - Allan Cohen. SUMMARY: This has been a period of big change for Private Stock. Noel Love and Howard Rosen both left, Irv Biegel is gone. At press time there was a general cut-back on promotion staff. Bob Harrington is the new VP in charge of promotion. Despite a general unstable camp, there were a couple of successes at the company. Certainly Walter Murphy's "A Fifth of Beethoven" was a smash and David Soul did well with "Don't Give Up On Us." Company could get hot in next quarter with some super product coming. There'll be new stuff from David Soul, Blondie, Frankie Valli, Cissy Houston, Emperor, Brownsville Station, Starbuck, Walter Murphy, Robert Gordon, Jose Feliciano and Rupert Holmes. Should be some new additions back in the promo area as well.

RCA

RCA RECORDS
1133 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 20036
(212) 598-5900
6363 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90028
(213) 461-9171

LPs: 215. SINGLES: 137. NO. ON ROSTER: 171. EMPLOYEES: 3052. PROMO MEN: 49. PRESIDENT: Louis Couttolenc. NATL PROMO: VP - Ray Anderson. Dir-Singles - Mike Becce. Dir-Natl LP - Niles Siegal. Dir-Artist Dev - Michael Abramson. Dir-Natl Pop-Adult - Don Wright. Mgr-Natl Pop-Adult - George Ann Cifarelli. Dir-Nashville Op - Joe Galante. Natl R&B - Ray Harris. Coordinators: Elaine Locatelli, Sharon Heyward, David Todd, Dorothy De Francisco. HEAD OF MARKETING: VP - Bob Summer. OTHER EXECES: Head of Artist Relations - Myron Roth. Director of Publicity - VP-Herb Hellman. DIV VPs: Country - Ted Atkins. Music Services - David Henebey. Creative Affairs - Mel Ilberman. Intl - Carl J. Kurz. Finance - Arthur C. Martinez. Ind Relations - William M. O'Grady. Mftg - Ernest P. Ruggieri. Commercial Sales - Mario de Filippo. R&B Merch - Ron Moseley. DISTRIBUTION: Own branches. SUMMARY: This was a period of heavy change for RCA. First of all they have a new President, Louis Couttolenc. Also Ray Anderson took over as VP in Charge of Promotion, and there's been big changes in the Field Promotion staff. Company's biggest successes in last six months have been two gold albums by Waylon Jennings and a gold LP for John Denver. There's plenty coming up in the next few weeks, however, as RCA begins what it hopes is a resurgence. In August, there are new releases from Hall & Oates, Pure Prairie League (live), Iggy Popp, Lucio Battisti, Johnny Taylor, Dave and Sugar, Ronnie Milsap and Jimmy Reed. In September it will be LPs by Bill Quateman, Savannah Band, Redbone, David Bowie, Vickie Sue Robinson, Chocolate Milk, Dolly Parton and Porter Wagoner. In October there will be LPs by Henry Mancini, Roger Whittaker, Silverado, Aztec Two Step, Elvis Presley, Waylon & Willie, Charlie Pride and Gary Stewart. Also in these coming months expect product from Michael Smotherman, Jefferson Starship, John Travolta, Darryl Hall, Vangelis, John Denver, Carol Douglas, Silver Convention, Chester & Lester, Brown & Cornelius and Eddy Arnold.



RSO RECORDS, INC.
8335 SUNSET BLVD.
LOS ANGELES, CALIFORNIA 90069
(213) 650-1234

**1775 BROADWAY
NEW YORK, NEW YORK
(212) 975 0700**

LABELS: RSO/Island

ALBUMS RELEASED: 20. SINGLES: 12. PRESIDENT: Al Courey. **NATL PROMO HEAD:** VP-Promo - Rich Fitzgerald, Natl Promo Dir - Bob Smith, Natl LP Promo Mgr - Bob Zurich. **HEAD OF A&R:** Arthur Von Blomberg. **HEAD OF CREATIVE SERVICES:** Susan Herr. **OTHER EXECS:** Exec Assist to Pres - Janis Lundy, Natl Pop Secdry - Marc Rother, Natl AOR Secdry - Kathy Kenjon. **SUMMARY:** It's been a super active first half of the year for RSO with the move into a new building and the deal with Island Records. Island and RSO have merged their promotion efforts and it's now pretty much under one roof at RSO. Last six months the BeeGees were hotter than ever with a platinum LP (Children of the World), and a gold one (Live) as well as a gold single with "Love So Right." Andy Gibb also had his success through the past six months. Coming in the next quarter are some interesting projects...there'll be a soundtrack album for "Saturday Night Fever" which stars John Travolta...that will feature songs by the BeeGees and Yvonne Elliman. Also there'll be an album on the soundtrack from "Sgt. Pepper's Lonely Hearts Club Band"...a movie that will feature such people as Peter Frampton and the BeeGees. New albums will also be coming by John Stewart, Paul Nicholas, Yvonne Elliman, Freddie King, Player, Eric Clapton, Kenny Passarelli, Smokie, Andy Gibb and Jack Bruce.



**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: 12. SINGLES: 20. NO. ON ROSTER: 12. EMPLOYEES: 27. **PROMO MEN:** 4. **PRESIDENT:** Morris Levy. **NATL PROMO:** Director - Drew Nugent, Coordinator - Charlotte Lyons, Promo - Dave Burnstein and Vic Kislak. **A&R:** Fred Bailin. **HEAD OF MARKETING:** Natl Sales - Mike Martucci. **OTHER EXECS:** VPs - Howard Fisher and Phil Kahl, Comptroller - Harvey Zucher. **DISTRIBUTION:** Independent. **SUMMARY:** Big changes at the company with the apparent impending split between Roulette and Pyramid. Both Dennis

Ganim and Ira Leslie have left the company...there's no word on exactly how that's going to be resolved. Drew Nugent has come in to take over Promotion for the company. In the meantime, D. C. La Rue had continued disco success this past quarter. Company had a couple of chart items with D. C.'s, "Cathedrals" and "Full-Time Thing", by Whirlwind. Company got some good acceptance and play by a new group called Egg Cream and are currently picking up some good action on another new group called Sunshine. Last quarter, company also reactivated the Birdland Series...with releases by such people as Art Blakely and Lee Konitz. Next quarter, the company will continue to expand in the jazz area with Robert Watson, a young Art Blakely graduate coming out with product. There'll be a new single by Whirlwind as well as an LP and single by Ecstasy, Passion and Pain.



SHADYBROOK
8913 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069
(213) 652-4782

LABELS: Sound Bird

ALBUMS RELEASED: 5. SINGLES: 5. NO. ON ROSTER: 6. EMPLOYEES: 10. PROMO MEN: 2. PRESIDENT: Joe Sutton. NATL PROMO HEAD: Dir - Rick Neigher. R'nB - Chip Donelson. HEAD OF A&R: Joe Sutton. HEAD OF MKTG: VP-GM Johnny Musso. AD DIR: Johnny Musso. DISTRIBUTION: Independents. SUMMARY: With people like Joe Sutton and Johnny Musso working together one is not surprised by the fact that this company is planning to expand its operations; more on the street. Shadybrook has basically been kept alive by the Mystic Moods sets, which keep selling in-week out. Now, however, there's a new lady by the name of Kellee Patterson with an album called "Be Happy" and a single called "Turn On The Lights" that is starting to pick up quite a bit of unsolicited play...just could be a hit. There's also a newly released disco LP out of France by a group called Bell Epoque. Company had just released a new El Chicano single as RQR went to press. Immediate plans include release on a new group just signed out of St. Louis...A Full Moon Consort. There should be further expansion...Shadybrook is one to keep your eyes on.

SILVER CLOUD RECORDS
65 WEST 55th STREET
NEW YORK, NEW YORK 10019
(212) 765-4410

155 N. LaPEER DRIVE
LOS ANGELES, CALIFORNIA 90048
(213) 273-8811

ALBUMS RELEASES: 0. SINGLES: 0. NO. ON ROSTER: 9. EMPLOYEES: 7. PROMO MEN: 3. CHARIMAN/BOARD: David Krebs, Steve Leber. PRESIDENT; Dennis Laventhal. A&R: Noel Love, Steve Leber, David Krebs, Dennis Laventhal. MKTG & PROMO HEAD: Noel Love. ARTISTS RELATIONS: John Kostic. OTHER EXECES: Julie Rader - Natl Promo Coordinator. DISTRIBUTION: CBS. SUMMARY: Leber and Krebs manage Aerosmith and Ted Nugent among others and currently have a smash on Broadway with Beatlemania. Now, with Noel Love and Dennis Laventhal (returning to the business after many months just doing some freelance consulting) there is a record company. They have just released records by Ted Nugent (Epic) and Walter Egan on Silver Cloud. The product is strong. They have new LPs coming by Rex, Artful Dodger, Pepe Castro, Dane Donohue (wrote "I'm Easy")...The management company will also be working a live double Ted Nugent LP but that will be on Epic.



SIRE RECORDS
165 WEST 74TH STREET
NEW YORK CITY, NEW YORK 10023
(212) 595-5500

C/O WARNER BROTHERS
3300 WARNER BLVD.
BURBANK, CALIFORNIA 91510

ALBUMS RELEASED: 10. SINGLES; 7. NO. ON ROSTER: 12. EMPLOYEES: 16. OWNER: Seymour Stein. GM: Len Scaffidi. NATL PROMO DIR: Kris Slocum. ADVERTISING DIR: Jude Lyons. DIR OF ARTIST DEVELOPMENT: Ken Kushnick. DIR OF PUB: Janis Schacht. OTHER EXECES: Prodctn. Dir - Myke Dewett, Internatl - Ellen Zucker, West Oper Dir - Dave Kostens. DISTRIBUTION: Warner Brothers. SUMMARY: After a long period with Buddah, Judy Lyons moves over to head advertising here. Kris Slocum takes over as national promotional manager. This very creative record company has been concentrating very hard on the "New Wave"...or "Punk Rock" as some have called it...there have been good successful European tours by such groups as The

Ramones and The Talking Heads...company changed their distribution from ABC to Warners through this past half year. They had a good solid single with Climax Blues Band "Couldn't Get It Right"...also success with "Sheenz" in Great Britain. There'll be a "New Wave" release coming up in September with product from Richard Heil, Talking Heads, Dead Boys and The Saints. In October, there'll be LPs from Martha Vallez and Metro and in November an album by the Ramones.



SPRING RECORDS
161 WEST 54TH STREET
NEW YORK, NEW YORK 10019
(212) 581-5398

LABELS: Event Records, Gaurdian Productions, Inc.

ALBUMS REI EASED: 8. **SINGLES:** 10. **NO. ON ROSTER:** 6. **EMPLOYEES:** 10. **PROMO MEN:** 6. **PRESIDENT:** Jules Rifkind. **NATL PROMO HEAD:** Bill Spitalsky. **EXEC VP:** Bill Spitalsky. **HEAD OF A&R:** Ray Godfrey. **HEAD OF MKTG:** Jules Rifkind. **AD DIR:** Roy Rifkind. **DIR OF PUB:** Morty Wax. **DISTRIBUTION:** Spring - Polydor, Event - Indie. **SUMMARY:** The Fatback Band's album "NYCNYUSA", contained their hit "Double Dutch" which started another disco dance. The group earlier was responsible for creating the "Bus Stop" Guardian Productions (Roy Rifkin, Pres) and ABC Records landed their first joint hit since closing their major production deal last fall with Harold Melvin and the Blue Notes' recording of "Reaching For The World". Other Guardian activity included the signing of Dutch Robinson, former lead singer for the Ohio Players; the release of Jorge Dalto's "Chevere" album (United Artists Records) produced by Teddy Reig for Guardian; Sharon Paige's album (ABC Records), produced by Harold Melvin for Guardian. On Event Records there was a single release by the Smoggs, "Gotta Have A Little Talk With The Peanut Man" produced and written by Joe Simon. Also, their current release of "I'm The Other Half Of You" by Ray Godfrey looks very good. Millie Jackson's "Lovingly Yours" Spring album was a R&B hit and her next album release is entitled: "Feelin' Bitchy". Teddy Randazzo signed to produce Joe Simon's next album "Coming Down With A Bad Case Of Love", and The Fatback Band's forthcoming album is entitled: "The Roots of The Fatback Band". All three albums will be released this coming August and September.



20th CENTURY
8544 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069
(213) 657-8210

LABELS: Unlimited Gold

LPs: 12. SINGLES: 21. NO. ON ROSTER: 18. EMPLOYEES: 61. PROMO MEN: 21. PRESIDENT: Alan Livingston. NATL PROMO HEAD: VP - Jack Hakim. Dir - Barry Goldberg. A&R: Harvey Cooper. HEAD OF MKTG: Sr VP-Marketing - Arnie Orleans. OTHER EXECS: Head of Artist Relations and Dir of Publicity - Steve Kaeter. Sr VP-A&R and Promotion - Harvey Cooper. Dir-Black Prod Development - Elmer Hill. DISTRIBUTION: Independent. SUMMARY: 20th has had some action over the past six months...to say the least. First of all, Russ Reagan resigned to go into his own company. Alan Livingston took over as head of the company, along with his other duties as head of the entertainment group which includes things like TV, Marine Land and Color Deluxe. In fact, Harvey Cooper, now Sr. VP head of A&R and Promotion is pretty much making the record company happen at this point, and happen it has. There was Kenny Nolan and a hit single called "I Like Dreaming"...and there is another hit single happening at press time, "Do You Want To Make Love?", by Peter McAnn. To top it off, the STAR WARS LP came out and was gold in three weeks. Needless to say, the company is doing well at this point. Planned over the next quarter is an LP by Barry White that we are told is "quite different." There'll also be LPs by Rubicon (a new group out of S. F.), Ahmad Jahmal, a third LP from Dan Hill (which 20th vows to break) and Linda Lauries (she wrote Helen Reddy's "Ruby Red Dress")..... Company has some other things up its sleeve we're told..... wonder if it's another STAR WARS????!!!!



T.K. RECORDS
495 S. E. 10th COURT
HALEAH, FLORIDA 33010
(305) 888-1685

COULD NOT OBTAIN NEEDED INFORMATION
FROM COMPANY

TATTOO RECORDS
9454 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA 91202
(213) 273-7020

ALBUMS RELEASED: 2, SINGLES: 3, NO. ON ROSTER: 4, EMPLOYEES: 4, PROMO MEN: 2, CHAIRMAN: Sherwin Bash, PRESIDENT: Alan Mink, NATL PROMO HEAD: Sylvia Calloway, Scdry Promo - Jan Perlin, HEAD OF A&R: Bash/Mink, AD DIR: Tom Drennon, DIR OF PUB: Howard Brandy, DISTRIBUTION: RCA, SUMMARY: We're listing this company for the first time...company is part of B&B Management...managers of Captain & Tenille, Rufus, Kansas, Lou Rawls, Cheryl Ladd, etc. They had their first album in the initial six months of '77 with soundtrack from "The Omen". Also had some good success with a top 40 RnB single from The Gap Band. Two key Tattoo releases are scheduled for September...The Hollywood Hornets and Peter Banks solo album. Peter was lead guitarist for "Yes."



UNITED ARTISTS
6920 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA 90028
(213) 461-9141
NEW YORK
212-575-4931
NASHVILLE
(615) 329-9356

LABELS: Roadshow, Blue Note, Chi Sound, Magnet

LPs: 59, SINGLES: 96, NO. ON ROSTER: 32, EMPLOYEES: 190, PROMO MEN: 17, CHAIRMAN OF BOARD: Joe Bos, PRESIDENT: Arthur Mogel, NATL PROMO HEAD: VP - Stan Manteico, Dir - Rob Ed Levine, LP - Roger Lifeset, Dir-Singles - Marcie Doherty, Adm - Barbara Jefferson, A&R: VP - Pat Pipilo, HEAD OF MARKETING: VP - Larry Cohen, ADVERTISING DIRECTOR: Iris Zurawin, OTHER EXECS: Head of Artist Relations - David Bridger, Director of Publicity - Pat Thomas and Larry Friedman, VP-GM - Gordon Bossin, Promo-Nashville - Jerry Seabolt, GM-NY - Gene Armond, Natl Sales - Joe Carbone, VP-Production - Dave Neckar, DISTRIBUTION: Independent, SUMMARY: Stan Monteiro joins UA as Head of Promo and Artist Development and Gordon Bossin was added as VP-GM of the company. Donald Byrd is reported to be coming in to take over Blue Note as well. Kenny Rogers came

back in the past six months with a gold single with "Lucille"Bill Conti...ROCKY LP.....also gold. ELO's album went double platinum. Company also has been having good success with Tim Weisberg and Crystal Gayle. Coming up in the next quarter will be 14 reggae releases...unusual for the company. There'll be a couple of LPs from Blue Note, of note...Gene Harris and Bobby Hutcherson. There will also be UA LPs by Brass Construction, Mark Radice, Alan Price, Enchantment, ELO, Nitty Gritty Dirt Band, Paul Anka and Dusty Springfield.



WARNER BROTHERS
3300 WARNER BOULEVARD
BURBANK, CALIFORNIA 91505
(213) 846-9090

3 EAST 54th STREET
NEW YORK, NEW YORK 10022
(212) 832-0950

LABELS: Capricorn, Bearsville, Philly Groove
Reprise, Curtom/Gemico, Sire
Warner/Curb, Dark Horse, Paradise, Whitfield

LPs: 110. SINGLES: 147. NO. ON ROSTER: 165. EMPLOYEES: 275. PROMO MEN: 57. CHAIRMAN OF BOARD: Mo Ostin. NATL PROMO HEAD: VP - Russ Thyret. Natl Mgrs - Dave Urso, Don McGregor. Secondary - Dan Kelly. Adm Assoc - Carol Hart. Albums - David Young. Natl Promo - Eddie Pugh. A&R: VP-Dir - Lenny Waronker. HEAD OF MKTG: VP-Dir Sales-Promo - Ed Rosenblatt. ADVERTISING DIRECTOR - Shelly Cooper. OTHER EXECS: Head of Artist Relations - Dir - Carl Scott. Director of Publicity - VP-Artists Development and Publicity - Bob Regehr. Dir - Bob Merlis. VP-Dir - Creative Services - Derek Taylor. Exec VP - Stan Cornyn. VP - Ed West. VP-Dir Sales - Lou Dennis. VP-Black Music Mktg - Tom Draper. VP-Treasurer - Murray Gitlin. VP-Business - Dave Berman. VP-Exec Prod - Ted Templeman. DISTRIBUTION: Own-WEA. SUMMARY: In the first six months of this year, WB had 11 gold and 2 platinum albums. Marshall Tucker went gold on Capricorn. George Harrison on Dark Horse...also gold...Stills and Young, Gordon Lightfoot, George Benson, Manfred Mann, Bootsy's Rubber Band, Montrose, Leo Sayer, Foghat and Emmy Lou Harris. Fleetwood Mac's "Rumours" LP went at least platinum. Let's re-emphasize that George Benson was HOT...still is, for that matter. There were four gold singles...Manfred Mann, Alice Cooper, Leo Sayer and Shaun Cassidy. WB signed 23 new groups, including Ambrosia, Black Oak Arkansas (on Capricorn) Bill Evans, Travis Wom-

mach and Wayne Newton (on Warner-Curb). In the last six months the company had 15 singles that went Top 15. As a final note don't forget people like Donna Fargo in Andy Wickham's country division. Next quarter there is a basic schedule of 79 new albums to be released...including such things as The Doobie Brothers, Rod Stewart, Foghat, Randy Newman, Leo Sayer, Gordon Lightfoot, Manfred Mann and George Harrison. Company was extremely stable personnel-wise with the only major change being that of David Young taking over Album Promotion from John Montgomery. Also, company put more emphasis on its New York office during this period.



WINDSONG RECORDS
9744 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA 90212
(213) 550-7100

ALBUMS RELEASED: 4. SINGLES: 4. NO. ON ROSTER: 7. EMPLOYEES: 7. PROMO MEN: 5. PRESIDENT: Harold Thay. NATL PROMO HEAD: VP - Larry Douglas. Dir - Jerry Doughman; Crdntr - Larry Hamby; Reg - Ron Lee; Promo Asso - Polly Anthony. DISTRIBUTION: RCA. SUMMARY: Windsong Records, in the first quarter of '77 released four LPs: Helen Schneider, Johnny's Dance Band, Roger Miller, and Starland Vocal Band's second album for Windsong, "Rear View Mirror." Management III, Windsong's management affiliate acquired management on Bob Dylan, and Kenny Rogers received a gold record for his single, "Lucille". This quarter will bring product from a new artist on Windsong, Michael Smotherman. At this time, his album is close to completion and a single will be released shortly after the album. Johnny's Dance Band will be releasing the second single from their album. Roger Miller will be releasing the first single from his current album, "Off The Wall". At this time, Helen Schneider is ready to start work on a new album for Windsong. Her album should be ready to go this quarter and a single should follow shortly after it's release.

BOOKS

THE BOOK OF LISTS - WALLECHINSKY, WALLACE & WALLACÉ (Morror) Just out this quarter is the follow up to the people's almanac put together by Irving Wallace and his son and daughter, David and Amy. This 500 page book contains a list of everything from "The Most Married People in History" to "18 Famous Brains and What They Weighed" to "15 People Who Became Words."

There's not a lot in there about radio, but a good deal about music. For example, Rudy Vallee put together a list of the "Ten Best Popular Orchestra (or Band) Leaders of All Time" (1. Paul Whiteman; 2. Lawrence Welk; 3. Les Brown; 4. Stan Kenton; 5. Oriole Terrace Orchestra). Johnny Cash compiled a list of the "Ten Greatest Country Songs of All Time" (1. I Walk The Line-Cash; 2. I Can't Stop Loving You-Gibson; 3. Wildwood Flower-Carter Family; 4. Folsom Prison Blues-Cash; 5. Candy Kisses-George Morgan).

Writer David Ewen has compiled a list of the "Ten Best American Popular Songs," (1. Swanee River; 2. Stormy Weather; 3. Stardust; 4. Body and Soul; 5. The Man I Love).

Good old Dr. Demento

came up with the "Ten Worst Song Titles of All Time"... (1. I Scream, You Scream, We All Scream For Icecream; 2. They Needed A Songbird In Heaven. So God Took Caruso Away; 3. Plant A Watermelon On My Grave, and Let The Juice Soak Through; 4. If The Man In The Moon Were A Coon; 5. Where Did Robinson Caruso Go With Friday On Saturday Night).

The "15 Recording Artists With More Than Ten Albums That Have Sold A Million Copies" lists, (1. Elvis Presley-21; 2. Beatles-20; 3. The Rolling Stones-20; 4. Andy Williams-17; 5. Bob Dylan-15). Interestingly enough, with the "Beatles At The Hollywood Bowl" LP just going gold, they may finally have tied Elvis for that lead.

Book is full of fascinating trivia, (and some not so trivial), that can occupy a whole flight from LA to New York. They'll be compiling a new book shortly...maybe we can help them a bit with radio.

JUKE BOX SATURDAY NIGHT - J. Krivine (Charwell) Finally, somebody has compiled a book on the history of the juke box...A complete picture of this book is detailed in The History Of The Juke Box story...elsewhere in this addition of RQR. It's a dandy!

A black and white photograph of a typewriter keyboard. The keys are arranged in a grid, and the text "The Promotion People" is overlaid in a stylized, bold, serif font. The text is centered and occupies the middle portion of the keyboard. The background is a light, slightly textured surface, possibly the typewriter's body or a wall. The overall composition is simple and focuses on the text and the keyboard's layout.

**The
Promotion
People**

ATLANTA

	Frye, Keith Bank/R&B [N] 404-325-9810	Mack, Bill GRT [R] 404-972-7306
Adams, Gaylen RCA/C&W [R] 404-455-3636	Geer, Charles Atlantic/R&B WB [L] 404-344-4933	Martin, Michael RSO [R] 404-955-2025
Bee Johnny Pickwick International Dist Division [L] 404-696-1850	Greenwald, Dave Janus [R] 404-252-9649	Mathews, Charles Curton [R] 404-768-8243
Berkowitz, Les ABC [L] 404-455-1831	Hamilton, Gary Phonodisc [L] 404-955-2025	McCann, Phillip ABC/R&B [L] 404-458-8721
Black, Paul Columbia [R] 404-321-4553	Harrell, Sam Epic [L] 404-321-4553	McCollum, Doyal Phonograph/C&W [R] 404-634-3951
Burleson, Gene Arista /R&B [R] 404-344-1633	Howard, Jaye Casablanca/R&B [R] 404-768-8295	Mendell, Lorine MCA Dist Corp [L] 404-448-9584
Clark, Mike Lowery Music 404-233-9703	Hurt, Bobby Casablanca [R] 404-971-6580	Morgan, Chris 20th Century [R] 404-921-7318
Conley, Lionell RCA/R&B [R] 404-455-3636	Jackson, Wynn Lifesong [R]	Moss, Al WB [L] 404-344-4933
Craft, Mike RCA [L] 404-455-3636	Johnson, Derry A&M [R] 404-449-7900	Nuhfer, Ed WEA [L] 404-344-4933
Dean, Jackie RCA/R&B [R] 404-455-3636	Jones, Curtis WB [R] 404-344-4933	Oreman, Alan Epic [L] 404-321-4553
Davenport, Danny WEA 404-344-4933	Kennedy, James Columbia [L] 404-321-4553	Parker, John Ariola [R] 404-433-0065
Davis, Bill Capricorn [R] 404-434-2488	Kraft, Mike RCA [L] 404-455-3636	Paul, Clyde E. Private Stock [R] 404-993-5467
De Fraités, Debra UA [R] 404-422-8960	Lemmons, Bill Arista [L] 404-875-2555	Pepper, Wade Independent [I] 404-233-5167 404-233-6703
Evans, Ray De-lite [L] 404-349-7429	Lenahan, Bob Independent [I] 404-266-0970	Phelps, Ron RCA [L] 404-455-3636
Ferrer, John A&M [L] 404-449-7900	Litman, Brian Columbia [L] 404-321-4553	Prince, Mike Arista [R] 404-923-0811
Fleischman, David Atlantic [L] 404-344-4933	Lowery III, William Lowery Music 404-233-6703	Randell, Mike Elektra-Asylum [L] 404-344-4933
Foley, John MCA Dist Corp [L] 404-448-5584	Luthin, George Capitol/AOR [L] 404-321-5441	Reus, Dick Atlantic [R] 404-344-4933
Frye, Dennis Chelsea Records/R&B 404-325-8792	Lyman, Jeff MCA [L] 404-448-5584	Riggins, Jim Polydor [R] 404-955-1959

Ron, Mu
Independent [I]
404-422-8007

Rumple, Gene
Capitol [L]
404-321-5441

Samuels, David
Atlantic/R&B
404-344-4933

Sanders, Richard
Motown/R&B [R]
404-449-7900

Sayles, Roger
Phonogram [L]
404-955-1960

Schoenberger, John
ABC [L]
404-455-1831

Senn, Robb
Atlantic
404-344-4933

Shuler, Johnny
A&M [L]
404-449-7900

Silver, Long John
Private Stock [R]
404-993-5646

Simmons, Chester
Phonogram [R]
404-344-1633

Singleton, Ernie
Fantasy [R]
404-763-3288

Thompson, Sandy
ABC [L]
404-455-1831

Thrasher, Norman
Independent [I]
404-790-1622

Tolle, Don
A&M [R]
404-449-7900

Traugher, Schuyler
CBS/R&B [L]
404-321-4553

Waggoner, Mike
Epic [L]
404-321-4553

Walker, Charlie
MCA [L]
404-448-5584

Ware, Fred
Columbia/R&B [R]
404-321-4553

Williams, Bruce
Island [K]
404-892-4760

Woods, Sonny
Buddah/R&B [R]
404-892-4760

BALTIMORE

Bigelow, Jackson B.
Adelphi [N]
301-270-9440

Bilello, Joe
Polydor-MGM [L]
301-946-7242

Brady, Bob
ABC [L]
215-922-3403

Bupp, Dave
RCA [L]
301-585-5575

Cash, Jonas
Independent [I]
301-585-5755

Chamberlain, Karen
Columbia [L]
301-587-5000

Davis, Danny
Phonogram [L]
301-946-7242

Edwards, Jeff
Audio Fidelity [R]
301-656-5876

Falise, Frank
MCA Dist Corp [L]
301-448-9300

Franklin, Gwen [L]
Jos. M. Zamoiski Co.
301-644-2900

Gregory, Ron
WEA [L]
301-474-3636

Horn, Billie Lee
20th Century Fox [L]
617-323-4913

Hurd, John
Elektra/Asylum [L]
301-792 7540

Jamieson, Archie
Action Dist [L]
301-833-0101

Kidd, Michael
Atlantic [L]
301-474-3636

Marks, Al [L]
Jos. M. Zamoiski Co.
301-644-2900

Portman, Bruce
Capitol [L]
301-428-0794

Richardson, Freddie
Columbia/R&B [L]
301-587-5000

Rollison, Earl
Columbia [L]
301-587-5000

Rosenthal, Howard
Adelphi [N]
301-270-9440

Schoberg, Tom [L]
Jos. M. Zamoiski Co.
301-644-2900

Sellers, Earl
RCA [R]
301-585-5575

Terry, Barry
WB [R]

Thompson, Gerald
Epic [L]
301-587-5000

Tompkins, Larry
RCA/R&B [R]
301-585-5575

Van Druff, Larry
RCA [L]
301-585-5575

Weiss, Mark
20th Century [R]
301-340-3110

Zimmeral, Zim
Columbia [R]
301-587-5000

BOSTON

Ackerman, Joel
A&M [L]
617-247-3570

Bernard, Joe
Malverne Dist.
617-423-3820

Brewner, Jerry
Independent [I]
617-935-7500

Chalmers, Tony
Atlantic [L]
617-935-5170

Collins, Lennie
Epic [L]
617-890-3814

Damalt, Willis
ABC [L]
617-935-7828

Delacy, Don
RCA [L]
617-237-6663

Hill, Ben
Independent [I]
617-440-8328

Horn, Ms. Billie Lee
20th Century [R]
617-323-4913

Huffman, Mitchell
RSO [R]
617-933-8155

Ingeme, Sal
Columbia [L]
617-890-3814

Interland, Brian
Casablanca [R]
617-834-9338

Janis, Andy
Bearsville [N]
617-526-7101

Keogh, Kevin
Chelsea [R]
603-673-8832

Magio, Paul Alpha
Independent [I]
617-266-0354

Masters, Dick
Malverne Dist [L]
617-423-3820

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

Perry, Bob
Arista [L]
617-969-1000

Power, Paul
Phonogram [L]
617-933-8155

Sager, Joe
Motown [L]
617-327-1234

Scavedra, Nancy
MCA [L]
617-244-7294

Silvi, Dominic
Private Stock [L]
617-668-1218

Strube, Carl
Independent [I]
617-944-0423

Symonds, Mike
WEA [L]
617-935-5170

BUFFALO

Bloom, Maury
Amherst [N]
716-826-9560

Brady, Jerry
Best Dist [L]
716-826-9560

Cahn, David
WB [R]
716-886-0133

Creson, Steve
Amherst [R]
716-826-9560

Dombrowski, Doug
Best & Gold [L]
716-826-9560

Gilbert, Lynn
Amherst [N]
716-826-9560

Grady, Jerry
Best Rec Dist [L]
716-826-9560

Hardy, Carroll
Atlantic-Elektra [L]
716-886-0133

Haughin, Barry
Capitol [L]
216-888-8575

Hey, John
Amherst [N]
716-826-9560

Lloyd, John
Amherst [N]
716-826-9560

Lyons, Barry
Amherst [N]
716-826-9560

Meyers, Jerry
Independent [L]
716-688-1555

Mosier, Bruce
Amherst [N]
716-826-9560

Offutt, Chuck
Amherst [N]
716-826-9560

Orsdale, Michael Van
A&M [L]
716-662-3150

Perry, Jack
Columbia [L]
716-325-1736

Resnick, Ron
Amherst [N]
716-826-9560

CHARLOTTE

Anderson, David
Capitol [L]
704-568-4742

Carfaro, Al
A&M [L]
704-333-3954

Dannheisser, Dave
WEA [L]
704-568-0482

Edwin, Gene [L]
Mangold-Bertos
Corp Dist
704-334-4637

Fogle, Wayne
Motown/Pop [R]
704-394-9695

Foley, John
MCA [L]
704-596-1380

Goodman, Jerry M.
Elektra-Asylum [R]
704-364-7239

Hensley, Chris
Elektra/Asylum
704-568-0482

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King, Mack Arista [L] 704-525-1557	Chaplin, Frank ABC/R&B [L] 312-643-4185	Haywood, Bill Mercury/R&B [N] 312-645-6300
Oreman, Alan Columbia [L] 704-364-7082	Chiovari, Roy WEA [L] 312-298-3100	Humphrey, Fred Columbia [R] 312-640-5900
Phelps, Ron RCA [L] 704-535-4223	Cunniff, Jay Lifesong [R] 312-945-4921	Iglauer, Bruce Alligator [N] 312-973-7736
Poindexter, Bill ABC [L] 704-365-3012	Diamond, Paul Phonogram-Merc [L] 312-671-5380	Jacobs, Alan A&M [L] 312-227-5646
Price, Peter RCA [L] 704-523-6490	Dodd, Greg MCA [L] 312-692-336	Johnson, Bill A&M [L] 312-478-1133
Smith, Everett Atlantic [L] 704-568-0482	Eason, Don CBS/R&B [R] 312-640-5900	King, Alonzo Motown/R&B [R]
St. John, Mark Atlantic 704-568-0482	Ellison, Ron Spring Records [R] 312-731-9343	Knapp, Frank MS Dist [L] 312-478-1133
Teague, Tommy RSO [R] 704-399-0737	Feineigle, Robert Epic 312-640-5900	Kopshever, Ed MCA 618-357-2167
CHICAGO	Floyd, Jan [L] Polydor-MGM/R&B 312-671-0003	LaForgia, Ron ABC [L] 312-679-4590
Acerenza, Nick [L] Progress Record Dist	Garner, Emmett, Jr. Polydor/R&B [R] 312-671-0003	Lawrence, Joanie Phonogram-Merc [N] 312-045-0300
Atkins, Deke Independent [I] 312-947-0566	George, Don Phonogram-Merc 216-228-4260	Lazley, Bill Spring Records [R] 312-721-3953
Atlas, Marlyn Curtom 312-769-4676	Girod, Rich A&M [L] 312-478-1133	Leben, Vicki RCA [L] 312-986-8700
Babineau, Mark Arista [L] 312-967-6210	Goralsky, Steve WEA [L] 312-298-3100	Lee, Ken Curtom [N] 312-769-4676
Bedno, Howard Bedno-Wright Promo 312-664-6054	Green, Jim Independent [I] 312-486-3100	Lemke, Dick Elektra-Asylum [R] 312-298-3100
Burke, Kirkland WB/R&B [L]	Guiliano, Frank Columbia [L] 312-640-5900	Lewis, Don MS Dist [R] 312-478-1133
Carrico, David Phonogram-Merc [N] 312-645-6300	Hale, Cecil Phonogram-Merc [N] 312-645-6300	Lewis, Greg Atlantic/R&B 312-298-3100
Carter, Russell Buddah/R&B [R] 312-375-3152	Hall, Richard Polydor [L] 312-671-0003	Lufman, Lenny Motown [R] 312-398-6779
Cerami, Sam WB [R] 312-298-3100	Hawkins, William MCA [L] 312-692-3366	Magness, Bill De-Lite [R] 312-548-7833
Cervic, Bill Capitol [L] 312-647-8338		

Radio Quarterly Report Radio Quarterly Report Radio Quar

Mann, Lou Epic [R] 312-640-5900	Smith, Richard Arista/R&B [R] 312-248-2417	Ewald, Bob Columbia 513-241-4088
Matthews, Charles Gemingo-Curton [N] 312-769-4760	Stebbins, Bud Private Stock [R] 312-692-5493	Fogel, Lee MCA Dist [L] 513-721-4210
Mazzetta, Pete Capricorn [R] 312-751-1422	Stine, Debbie ABC [L] 312-679-4590	Godsey, Julie Epic [L] 513-241-4088
McLeese, Richard Alligator [N] 312-973-7736	Sudakoff, Rick MCA 312-692-3366	Grierson, Ross Elektra-Asylum [L] 513-721-5800
Milne, Jeff MCA Dist [L] 312-692-3366	Taylor, Jim Phonogram-Merc [N] 312-645-6300	Hart, Jay Atlantic [L] 513-772-5800
Nowak, Denny Elektra/Asylum [L] 312-298-3100	Thomas, Alvin A&M [R] 312-787-6850	Heathfield, James RSO [R] 513-871-2815
Ostin, Randy Elektra/Asylum [R] 312-692-5964	Thompkins, Garcia CBS/R&B [L] 312-640-5900	Imala, Orlando CBS [L] 513-241-4088
Paas, Walter UA [L] 312-527-1030	Wall, Larry CBS [R] 312-640-5900	Lipke, Bob Atlantic 513-721-5800
Petrie John Phonogram-Merc [L] 312-671-5380	White, Granville Columbia/R&B [N] 312-463-0900	McMillen, Mike Supreme Dist [L] 513-421-0747
Phillips, Leroy RCA/R&B 312-986-8700	White, Naurice [L] Progress Record Dist 312-593-5955	McNamura, John ABC [L] 513-769-5181
Pope, Skip MS Dist [R] 312-478-1133	Wubker, Tom Casablanca [R] 312-824-2708	Meis, Allen RCA [R] 513-631-5999
Price, Tony Gemigo [N] 312-769-4676	Wright, Pete Bedno-Wright Promo 312-664-6054	Miller, Tom [L] Progress Record Dist 513-381-0190
Rauid, Bruce Capitol [R] 312-647-8338	CINCINNATI	Rizk, ike Phonogram-Merc [L] 513-871-1452
Remedi, Dave Columbia Midwest Regional AOR 312-640-5900	Amann, Tom Progress REC Dist [L] 513-381-0196	Sears, Kitty Columbia/R&B [L] 513-241-4088
Scully, Jim Columbia [N] 312-463-0900	Bethel, Dick Capitol [L] 513-583-9600	Spasoff, Pete Arista [L] 513-871-1642
Shavelson, Mike Phonogram-Merc [N] 312-645-6300	Decioccio, Mary RCA [L] 513-821-8100	Stann, Al WEA [L] 513-721-5800
Siegal, Cliff WEA [R] 312-298-3100	Ellis, Paul Capricorn [R] 513-621-4926	Starks, Jim CBS [L] 513-241-4088
Smallwood, Gerry Epic [L] 312-640-5900	Emory, Roy CTI 513-381-5300	Van Arsdale, Mike Polydor [L] 513-729-2153

Waterman, Ed
Polydor [L]
216-228-6412

Kostick, John
Columbia [R]
216-439-5544

Z., Lenny
Amherst [R]
216-243-0300

CLEVELAND

Bird, Gary
Independent [R]
216-381-5919

Cahn, David
WEA [R]
216-271-3900

Catino, Bill
RCA/C&W [R]
216-861-4215

Clark, Bob
Atlantic [L]
216-271-3900

Crosby, Gaylon
Fantasy [R]
216-681-1848

Dercole, Tony [L]
Action Music
Sales, Inc. Dist
216-243-0300

Evanoss, Steve
UA [L]
216-251-5489

Farmer, Larry
RCA
216-861-4215

Frontera, Al
WEA [R]
216-271-3900

George, Don
Phonogram-Merc [L]
216-228-6412

Haughin, Barry
Capitol [L]
216-888-8575

Humphrey, Fred
Columbia [L]
216-439-4544

Iaforworo, Ron
Progress Rec Dist [L]
216-461-7880

Jamieson, Bob
Columbia [L]
216-439-5544

Keogh, Kevin
ABC [L]
216-252-2700

Knill, Steve
MCA [L]
216-621-9770

La Beau, Mike
Atlantic [L]
216-271-3900

Lippe, Gary
A&M [L]
216-461-4476

Lucas, David
WEA [L]
216-271-3900

Manoccio, Michael
Ariola [R]
216-932-5808

Miller, Tom
Progress Dist [L]
614-890-5584

Mims, Laura
ABC/R&B [L]
216-621-5579

Mooney, Marty
Progress Rec Dist [L]
216-461-7880

Peck, Gregory
Atlantic/R&B [L]
216-271-3900

Prescott, David
Piks Corporation [L]
216-696-3155

Resler, Alan
RCA/C&W
216-861-4215

Rose, Mike
RSO [R]
216-228-6412

Schwartz, Chuck
Epic [L]
216-439-5544

Scull, Bill
Arista [R]
513-752-4575

Smith, Willie
WB/Atlantic/R&B [L]

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

DALLAS

Anderson, Frank
WB [R]
214-638-1690

Arbuckle, Lee
Casablanca [R]
214-424-7749

Binslager, Randy
CBS [L]
214-634-1700

Bland, Roger
Elektra-Asylum [R]
214-638-1690

Boyd, Bruce
Atlantic [L]
214-638-1690

Climie, Ed
Columbia/AOR [R]
214-634-1700

Conger, Dan
RCA [R]
214-638-6200

Crumb, Darryl
Phonogram-Mercury
214-661-0769

Dugan, Joy
Capitol [L]
214-637-1890

Edwards, Wayne
RCA/C&W [R]
214-638-6200

Elliott, Bobbie
UA/R&B [R]
214-263-0053

Gusler, Mike
Columbia [R]
214-634-1700

Hackett, Jeff
Motown/Pop
214-358-5905

Hayes, Alta [L]
Big State Record Dist
214-631-1100

Heard, Bill
Epic [R]
214-634-1700

Jenson, Jay
Columbia [L]
214-634-1700

Keith, Raymond Capitol [L] 214-637-1890	Sundeen, Don Cream/Hfi 214-823-9563	McCommas, Chuck [L] MCA Dist Corp 303-388-9218
Kirksey, Jon Epic [L] 214-634-1700	Tanner, Geary Capricorn [R]	Merkle, Dick WEA [L] 303-750-4850
Lewis, James WEA [L] 214-638-1690	Taylor, Michael A&M [L] 214-631-1100	Phifer, Greg Columbia [L] 303-837-8333
Marrs, Ken Polydor [L] 214-387-2797	Thompkins, Gracia ABC/R&B [L] 214-634-9770	Prince, Mike Arista [L] 303-320-4660
Mobley, Curtis Columbia/R&B [R] 214-634-1700	Watson, Ben [L] Pickwick Intl Dist 214-631-1100	Pyne, Spencer Record Sales [L] 303-320-4660
Moorehead, Walter Atlantic/R&B 214-638-1690	Witteil, Ralph MCA Dist [L] 214-241-8646	Reardon, Charlie Elektra/Asylum 303-750-4850
Morriss, Patt RSO [R] 214-387-3980	Witt, Eddie Heilicher Bros [L] 214-631-1530	Ridden, Charlie [L] Pan American Record Supply 303-320-4660
Nagel, Murray WEA [R] 214-638-1690	Womble, Noble RCA [L] 214-638-6200	Rothstein, Dave Capitol [L] 303-433-9257
Patterson, Bob Independent [I] 214-275-9449	Young, John RCA/R&B [R] 214-638-6200	Schultz, Rick Epic [L] 303-837-83333

DENVER

Phillips, Ernie Independent [I] 214-661-3461	Bateman, Gil Independent [I] 303-753-9980	Smith, Jimmy A&M [L] 303-320-4660
Price, Tony Curtom 1/2r1/4 817-469-6138	Baumgartner, Burt RCA [L] 303-321-4258	Tope, John Atlantic [L] 303-758-6171
Quin, Jack MCA Dist [L] 214-241-8646	Brannen, Mike ABC 303-757-8752	Triscari, Joe Ariola [L] 303-674-6970
Satter, Jack UA [L] 214-341-9150	Cook, Jeff Arista [L] 303-320-4660	Wren, Robin Independent [L] 303-973-0943
Seibert, Michael Capitol [R] 214-637-1890	Green, Larry A&M [R] 303-320-4660	

DETROIT

Smith, Billy ABC [L] 214-634-9770	Kampf, Mitch Record Sales [L] 303-320-4660	Bernstein, Robert Private Stock [L] 313-355-0774
Smith, Danny WEA [L] 214-638-1690	McCommas, Chuck MCA [L] 303-534-4104	Bostick, Millie WEA [L] 313-569-4822
Strobel, Charles Epic [L] 214-634-1700	Lee, Mike Independent [I] 303-388-9245	Brown, Speedy Columbia/R&B [L] 313-354-0470
Suendsen, Peter Hittsville [R] 817-641-6801		Chaplin, Frank CBS [L] 313-354-0470

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Chokreff, Olga Polydor [L]	Knight, Bruce Buddah 313-491-7900	Williams, Dick Casablanca [R] 313 469-7864
Counts, Ron Atlantic 313-569-4822	Lambert, Craig Capitol [L] 313-583-9600	Wilson, Robert Atlantic/R&B 313-569-4822
Craft, Leona ABC/R&B [L] 313-357-3133	Leemon, Arnie MCA Dist [L] 313-588-6943	Wolod, Richard WEA [L] 313-569-4822
Curdy, Dan Phonogram-Merc 313-538-3277	Valley, Jon WEA [L] 313 569-4822	Zambardi, Andre Arc-Jay-Kay [L] 313-491 7900
Dunn, Steve A&M [R] 313-474-0300	Morgan, Andre Motown/R&B [R] 313-846-7578	HARTFORD
Durham, Ernie Casablanca/R&B [R] 313-393-0199 313-255-2520	Morse, Margo RCA [L] 313-569-5980	Allen, John Mca Dist [L] 413-732-6219
Fant, Vivian Capitol 313-583-9600	Nalli, Reen Big Tree Rec [IN] 313-761-3755	Amols, Merv Capitol [L] 203-247-3573
Gelardi, Tom Independent [I] 313-779-1380	Schwartz, Bob Ami Dist [L] 313-255-7600	Beamish, Bill Atlantic 617-935-5170
Ginsburg, Barry Ariola [R] 313-549-4936	Sherr, Julie RSO [R] 313-644-5103	Berger, Ronnie Janus [R] 203-267-4401
Hall, Sonny Atlantic/R&B 313-569-4822	Shivley, Frank ABC 313-582-9048	Berman, Frank Hittsville [L] 203-872-8411
Hall, Willis Atlantic/R&B [L] 313-567-4822	Stearn, Nick A&M [L] 313-474-0300	Bernard, Joe Malverne Dist [L] 203-528-4576
Hannon, Dennis Columbia 313-354-0470	Surratt, Hugh Arista [L] 313-525-7600	Bryson, Jim [L] Program Record Dist 201-964-3434
Hubbard, Chris Ami 313-255-7600	Thomas, Ellen [L] Tant Enterprises Dist 313-478-5620	Demers, Dave Columbia [L] 203-522-7151
Hudson, John Ami Dist [L] 313-255-7600	Thompson, Lewis De-Lite [L] 313-526-6192	Garneau, Tracy [L] Aquarius Dist of New England 203-278-4061
Jones, Otis UA/R&B [R] 313-491-7900	Ventour, Kelvyn Independent [I] 313-493-0210	Gilbert, George A&M [L] 203-933-3897
Joseph, Ted WB [R] 313-835-4170	Wallingford, Larry RCA [L] 313-569-5980	Gould, Deby Epic [L] 203-522-7151
Kelly, Ernest Independent [I] 313-862 1879	Walters, Tim CBS [L] 313-354-0470	Mollica, Tony ABC [R] 203-281-3346
Kinnison, Kathy Ariola [L] 313-549-2319	Welsch, Ray Columbia [L] 313-354-0470	Naumann, Jeff RCA [L] 203-289-8545

Perry, Jack
Columbia [L]
203-522-7151

Pike, Dave
Epic [L]
203-522-7151

Rustici, Pat [L]
Elektra-Asylum-WB
203-938-2059

Sykes, John
Epic [L]
203-522-7151

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

Cook, Bill
Independent [I]
713-498-2384

Cummings, Steve
Independent [I]
713-771-3787

Dodds, Randy
Arista [L]
713-780-7650

Eley, Paris
Columbia [L]
713-688-3761

Galli, Todd
Atlantic [R]
713-789-5920

Garner, Bob
De-Lite
713-747-2219

Green, Norris
WEA [L]
713-789-5920

Hicks, Mike [L]
H. W. Daily, Inc. Dist
713-861-9251

Hancock, Ceasar
CBS/R&B [L]
713-688-3761

Harrell, Sam
Epic [L]
713-688-3761

Hurt, Norman
Columbia [L]
713-688-3761

Provenzano, John M.
Elektra/Asylum [R]

Mathias, Al
RCA [L]
713-528-0804

Matthews, John
Capitol [L]
713-774-0997

Orr, Herschel
Epic [L]
713-688-3761

Peale, Bob
Columbia [L]
713-688-3761

Pillot, Fred
CBS [L]
713-688-3761

Privett, Al
Phonogram-Merc [L]
713-495-6785

Provenzano, John
Elektra-Asylum [L]
713-789-5920

Rush, Ken
MCA Dist [L]
713-659-7840

Rymkus, Mike
Polydor [L]
214-387-2797

Shuler, Wayne
A&M [L]
713-861-9251

Sides, Rob
WEA [L]
713-789-5920

Sides, Rob
WB [L]
713-789-5920

Terry, Carol
RSO [R]
713-437-3140

Tucker, Steve
Elektra/Asylum [L]
713-789-5920

Warner, Ed
Island [R]
713-780-7650
713-782-7167

Withers, Henry
Ariola [R]
713-661-9121

Wineriter, Terry
ABC [L]
713-467-3346

Young, Tommy
Phonogram-Merc [R]
713-688-4716

LOS ANGELES

Adam, Lynn
Rocket Records [N]
213-550-0144

Anderson, Gordon
Epic Assoc [N]
213-556-6700

Anthony, Polly
Windsong [N]
213-277-1682

Anti, Don
Anti-Muscolo [I]
213-651-2383

Applegate, Bob
Ariola-American [N]
213-659-6530

Archer, Carol
Independent
213-550-7100

Bachrach, Marie
20th Century [R]
213-657-8210

Barnett, Leonard
Amherst [R]
213-273-1715

Basham, Jan
A&M [L]
213-469-2411

Bass, Billy
Chrysalis [N]
213-550-0171

Bates, Wendell
MCA/R&B [N]
213-985-4321

Beck, Karmen
Casablanca [N]
213-650-8300

Benson, Ken
Capitol/AOR [R]
213-258-3265

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<p>Bird, Bruce Casablanca [N] 213-650-8300</p>	<p>Bridges, Barbara Casablanca [N] 213-650-8300</p>	<p>Eric, Dain Capitol [L] 213-258-3275</p>
<p>Birdfeather, Barbara Independent [I] 213-271-6265</p>	<p>Cooper, Mark [R] Motown Western Album Promotion 213-468-3741</p>	<p>Farrell, Ernie Independent [I] 213-270-3408</p>
<p>Blase, Neale MCA Dist Corp [L] 213-768-3200</p>	<p>Cowan, Mark Casablanca [L] 213-788-7749</p>	<p>Feder, Larry Casablanca [N] 213-650-8300</p>
<p>Borchetta, Mike Independent [I] 213-461-8488</p>	<p>Crawford, Kent WEA [R] 213-849-3941</p>	<p>Feidel, Barry Chelsea [N] 213-273-4922</p>
<p>Boyde, Steve Atlantic [R] 213-278-9230</p>	<p>Crist, Chris WEA [L] 213-849-3941</p>	<p>Fields, Barney Independent [L] 213-749-9484</p>
<p>Brill, Bill Polydor [L] 213-466-9574</p>	<p>Crook, David Cream/Hi [R] 213-655-0944</p>	<p>Fields, Lu Independent [I] 213-469-7101</p>
<p>Brown, Lygia RCA/R&B 213-461-9171</p>	<p>Curb, John Hittsville 213-468-3500</p>	<p>Fitzgerald, Rich RSO [N] 213-650-1234</p>
<p>Brown, Randy Portrait [N] 213-556-4809</p>	<p>D'Ariano, Ray MCA [N] 213-985-4321</p>	<p>Frank, Howard ABC 213-651-5530</p>
<p>Burns, Scott Elektra-Asylum/ College [N] 213-655-8280</p>	<p>Davis, Don [L] California Record Dist 213-245-6464</p>	<p>Freeman, Barry Atlantic Records 213-278-9230</p>
<p>Busby, Jheryl Casablanca/R&B [R] 213-296-6731</p>	<p>Davis, Danny [N] Screen Gems-EMI 213-469-8371</p>	<p>Furness, George 213-820-4806</p>
<p>Buttice, Kenny Elektra-Asylum [N]</p>	<p>Davis, Tommy Chocolate City [N] 213-650-8300</p>	<p>Gaiters, Bob Arista/R&B [R] 213-550-0381</p>
<p>Buttice, Gary Bearsville [N] 213-655-1177</p>	<p>Deane, Marvin ABC [N] 213-651-5530</p>	<p>Garland, Bob Columbia [L] 213-995-1234</p>
<p>Carle, Lucky UA [N] 213-461-9141</p>	<p>DeMann, Fred Elektra-Asylum [N] 213-655-8280</p>	<p>Geller, Connie Playboy [N] 213-659-4080</p>
<p>Carter, Don Motown/R&B [R] 713-777-9476</p>	<p>Doherty, Marcy UA [N] 213-461-9141</p>	<p>Goldberg, Barry 20th Century [N] 213-657-8210</p>
<p>Chemel, Richard Anti-Muscolo 213-651-2383</p>	<p>Doughman, Jerry Windsong [N] 213-550-7100</p>	<p>Goldrod, Marty Arista [L] 213-550-0381</p>
<p>Childs, Harold A&M [N] 213-469-2411</p>	<p>Douglas, Larry Windsong [N] 213-550-7100</p>	<p>Graham, Don Cream [N] 213-461-3288</p>
<p>Cifarelli, Georgeann RCA [N] 213-461-9171</p>	<p>Douglas, Ron Epic [R] 213-995-1234</p>	<p>Granger, Ron Atlantic/R&B [R] 213-278-9230</p>
<p>Collison, Edna Motown [R] 213-468-3591</p>	<p>Easter, Terry Columbia/Epic [L] 213-466-2481</p>	<p>Griffith, Gerald Columbia/R&B [R] 213-466-2481</p>

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Hakim, Jack 20th Century [N] 213-657-8210	Jones, Tom Arista [L] 213-550-0381	Mazzetta, Tom Phonogram-Merc [L] 213-466-4571
Hall, Joy MCA [N] 213-985-4321	Keeley, Ed Capitol/Country [N] 213-462-6252	McCoy, Pat Lifesong [R] 213-550-8886
Hamby, Larry Windsong [N] 213-550-7100	Kelly, Dan WE [N-Sec] 213-846-9090	McGregor, Don WB [N] 213-846-9090
Hamilton, Chris Motown [N] 213-468-3591	Kenyan, Kathy RSO [R] 213-650-1234	McKeon, Jim Epic [R] 213-995-1234
Harper, Lewis Buddah 213-582-6900	Kramer, Brad [L] Record Mechandising Co 213-385-9161	McManners, Wayne MCA [N] 213-985-4321
Hayes, Larry Independent 805-495-8150	Kreiner, Marc [N] N-Disco-Independent 213-789-4343	Mercer, Bob Fantasy [R] 213-462-6409
Hernandez, Sam [L] Record Merchandising Co/C&W 213-385-9161	Lambert, Paul MCA [N] 213-985-4321	Metting, Roger Columbia [L] 713-688-3761
Hill, Sondra Capitol [N] 213-462-6252	Lanham, Ron Elektra-Asylum [L] 213-849-3941	Meyer, Steve Capitol [N] 213-462-6252
Hinton, Bruce Independent [I] 213-881-0037	Lazenby, Laura Capitol [N] 213-462-6252	Meyers, Leanne Independent [I] 213-656-2028
Hodosh, Mark A&M Records [N] 213-469-2411	Lee, Ron Windsong [R] 213-550-7100	Miller, Skip Motown/R&B [N] 213-468-3500
Hodes, Mark Independent [N] 213-780-9448	Levine, Ed UA/R&B [N] 213-461-9141	Minkler, Jason RSO [R] 213-650-1234
Holmes, Cecil [N] Casablanca/Chocolate City 213-650-8300	Lewow, Louis Epic Assoc [N] 213-556-6765	Minor, Charlie ABC [N] 213-651-5530
Hoppers, Shelly MCA [N] 213-985-4321	Lifeset, Roger UA [N] 213-461-9141	Moinet, Al A&M [N] 213-469-2411
Horn, Sandy Epic [L] 213-995-1234	Lyman, Jeff MCA [N] 213-985-4321	Mollica, Pete A&M [N] 213-469-2411
Isgro, Joe Motown [N] 213-468-3500	Louis, Gary Prelude Prod. [L] 213-342-9094	Monteiro, Stan UA [N] 213-461-9141
Jefferson, Barbara UA [N] 213-461-9141	Mancuso, Fred Island [N] 213-874-7760	Montgomery, John Independent [N]
Johnson, Paul Capitol/R&B [N] 213-462-6252	Manebe, Koko GRT [R] 213-654-0664	Munza, Renee Janus [N] 213-659-6444
	Martine, Pat UA [L] 213-461-9141	Mousari, Ellen Ariola [N] 213-659-6530

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Muscolo, Tony Anti-Muscolo 213-651-2383	Reichenbach, Chuck Janus [R] 213-659-6444	Schesel, Arlene Ariole/R&B [N] 213-659-6530
Nathan, Marc Playboy [N] 213-659-4080	Reingold, Nancy Casablanca [N] 213-650-8300	Schreiber, Carson RCA/C&W [R] 213-461-9171
Neigher, Rick Shadybrook [N] 213-652-4782	Resnik, Steve ABC [N] 213-651-5530	Schwartz, Pete RCA [L] 213-461-9171
Newman, Louie Janus [N] 213-659-6444	Richardson, Ron [L] Record Merchandising Co/R&B 213-385-9161	Scott, Jon ABC [N] 213-651-5530
Osborn, Bob MCA Dist Corp [L] 213-768-3200	Richland, Tony Independent [I] 213-467-2151	Scotti, Ben Ben Scotti Promo 213-273-7017
Paiva, Bob London [R] 213-385-9151	Roker, Renny Casablanca [N] 213-650-8300	Siegal, Shelly Mushroom [N] 213-659-9255
Palmer, Russ Whittimore Corp [I] 213-464-6111	Rose, Tina ABC [L] 213-651-5530	Sheppard, Bunky Motown/R&B [N] 213-468-3500
Polyka, Maria Whittimore Corp [I] 213-464-6111	Rosen, Howard Casablanca [N] 213-650-8300	Smith, Bob RSO [N] 213-650-1234
Papale, Michael Independent [I] 213-348-1956	Rowland, Steve Atlantic Records 213-849-3941	Spoon, Laurie Buddah [L] 213-278-6600
Parker, Craig [L] Calif Rec Dist Inc 213-245-6464	Roy, Del ATV [N] 213-462-6933	Stearns, Judy 20th Century [N] 213-657-8210
Pearlman, Franci Fantasy [R] 213-462-6409	Rush, Phil Capricorn [N] 213-849-1371	Stein, Burt Elektra-Asylum [N] 213-655-8280
Pfordresher, Bill TK [R] 213-782-6886	Russell, George Independent 213-876-7149	Stolarski, Bob 20th Century 213-874-7760
Phillips, Tommy Capitol/R&B [N] 213-257-8224	Ryback, Kenny Independent [N] 213-886-5341	Stowne, Don Lifesong [N] 213-550-8886
Plummer, Michael Janus [N] 213-659-6444	Sain, Nancy Butterfly [N] 213-659-7500	Summers, Kelly Independent [I] 213-881-0037
Raphael, Ronnie Phonogram [R] 213-466-9571	Sargeant, Rick Chelsea [N] 213-273-4922	Swink, Kenne WEA [L] 213-849-3941
Rappaport, Paul Columbia Western Regional/AOR 213-995-1234	Saul, Larry Independent [I] 213-461-3734	Thagard, Chuck CBS [N] 213-995-1234
Ratner, Marc RSO [N] 213-278-1680	Saul, Ron Independent [I] 213-461-3734	Thomas, Sean Casablanca [N] 213-650-8300
Ray, Tom Independent [I] 213-985-3560	Scharf, Susan Capitol [R] 213-258-3275	Thompson, Matt Capitol [L] 213-257-8224

Thyret, Russ
WB [N]
213-846-9090

Timmons, Russell
CBS/R&B [R]
213-995-1234

Tusken, Ray
Capitol/AOR [N]
213-462-6252

Turoff, Mel
Independent [I]
213-761-8061

Urso, Dave
WB [N]
213-846-9090

Vance, Dottie
Independent

Walker, Dan
CBS [R]
213-995-1234

Walner, Jan
Private Stock [R]
213-474-0390

Wasley, Don
Casablanca [N]
213-650-8300

Wellman, John
Playboy [N]
213-659-4080

Wendell, Bruce
Capitol [N]
213-462-6252

White, Dale Ann
Ariola [R]
213-659-6530

White, Ellen
M. S. Dist [L]
213-875-3960

Whittemore, Donald H.
Independent
213-464-6111
213-OK RADAR

Wilkowski, Mary Ann
Epic [N]
213-556-6305

Wilson, Belinda
ABC/R&B [L]
213-651-5530

Williams, Dick
Casablanca [N]
213-650-8300

Williams, Warren
Columbia [R]
213-466-2481

Wright, Don
RCA [N]
213-461-9171

Young, David
WB [N]
213-846-9090

Zaremski, Hank
RCA [L]
213-461-9171

Zurick, Bob
RSO [R]
213-650-1234

MACON

Moss, Al
Rabbit
912-746-2427

Rush, Phil
Capricorn [N]
912-745-8511

MEMPHIS

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]
901-767-7269

Darst, Dusty
Col/Epic [L]
901-767-7587

Duck, Harvey
Pickwick Int [L]
901-454-1286

Durham, Lee
A&M [L]
901-372-2341

Fleshman, David [L]
Atlantic/Pop-R&B
901-274-3749

Floyd, Jerry
Polydor
901-358-6450

Grimes, Angie [L]
Pickwick Intl Dist
901-454-1286

Hill, Rusty
Independent [L]
901-795-3773

Kaufman, Courtney
Southern Rec Promo
901-458-1421

King, John
Independent [I]
901-458-1421

Mack, Roy [L]
Pickwick Intl Dist
901-454-1286

Pierce, Bill
Hot Line [L]
901-525-0756

Orange, Alan
Cream/Hi [R]
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Peacock, Michelle
Capitol [L]
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Philpot, Andy
UA [L]
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Rauls, Phillip
20th Century Fox [R]
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Riley, Tim
So Rec Promo [I]
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Ross, Charlie
RCA [L]

Spendlove, Bob
Ariola [R]
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Terry, Stan
Fantasy [R]
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Turner, Frank
WEA [R]
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Wade, Bill [L]
Heilicher Bros Inc
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Williams, Mike
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WB [L]
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Trl Star [I]
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Casey, Joe
Columbia [N]
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ABC/Dot Records
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Epic/C&W [N]
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Pride, Jack
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UA [N]
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Fletcher, Terry
Monument6C&W [N]

Sollinski, Nancy
Hot Dog

Foree, Mel
Hickory [N]
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Stanley, Phil
Polydor [L]
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Galante, Joe
RCA/C&W [N]
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Rec
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Playboy/C&W [N]
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Phonogram-Merc [N]
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Tri/Star [N]
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GRT [N]
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Bly, Stan Polydor [N] 212-399-7100	Cooper, Parry Arista [N] 212-757-6081	Frazier, Boo A&M [R] 201-569-2727
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Burnstein, Dave Roulette [N] 212-757-9880		

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Gideon, Pete Epic 212-975-4321	J.rome, Bill T. K. Records [N] 212-484-8580	Lawton, Clarence 201-833-8038 201-833-8088
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Goldberg, Barry 20th Century Fox [N] 212-397-8552	Jonopoulos, Andy Bearsville [N] 212-751-7030	Leeds, Steve Atlantic Records 212-484-6000
Goodman, Barry MCA Dist [L] 212-759-7500	Kane, Peter WB [L] 212-832-0950	Lempke, Dick Elektra/Asylum [R] 212-484-8045
Greenberg, Steve Arsita [L]	Kannar, Mitchell Elektra/Asylum [L] 212-484-8045	Powell, Tim Fantasy 212-757-2134
Grippio, Joe Malverne Dist [L] 212-392-5700	Karamanos, Sam Arista [N] 212-489-7400	Libow, Judy Atlantic/College [N] 212-484-6000
Gross, Barry Lifesong [N] 212-752-3033	Katzman, Gertie Capitol [N] 212-757 7470	Locatelli, Elaine RCA [N] 212-598-8493
Hall, Jerre London [N] 212-675-6060	Kayen, Barbara Atlantic 212-484-6000	Lott, Alan Buddah [N] 212-582-6900
Halonka, John Beta Records Dist [L] 212-239-0440	Kije, Thomas Independent [I] 212 247-2159	MacDonald, Gerry Choice Records 516-671-7299
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Harris, Rowena Polydor/R&B [R] 212-399-7075	Klefner, Michael Arista/LP [N] 212-757-6081	Matthews, Matty Columbia [L] 212-898-1900
Hauer, Gunter Atlantic/MOR [N] 212-484-6000	Kline, Dick Atlantic [N] 212-484-6000	McClusky, Jeff Amerama Records [N]
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Morrell, Dave [R] 20th Century NYC 212-397-8552	Rodriguez, Ruben Motown/Black [R] 212-345-5841	Siegel, Niles RCA [N] 212-598-5256
Mosley, Ron RCA/Special [N] 212-598-5900	Rogan, Tom Motown [R] 212-423-4374	Simon, Arty Beta Dist [R] 212-239-0440
Nalli, Reen Big Tree [N] 212-489-0955	Rollison, Earl Columbia [R] 212-898-1900	Sims, Eddie CBS/R&B [R] 212-898-1900
Nestro, Frank Alphe Dist [R] 212-586-6200	Rosen, Herb Independent 212-799-5220	Slaughter, Vernon Columbia [N] 212-898-1900
Nugent, Drew Roulette [N] 212-757-9880	Rosenberg, Roy Phonogram [L] 212-399-7395	Sirota, Irwin Capitol/AOR 212-757-7470
O'Brien, Walter ATV.PYE FM [N] 212-826-9636	Rosengard, Betn Atlantic [N] 212-484-6000	Skobblar, Joni [L] Peters Intl Inc Dist 212-246-2400
Olivieri, Mike WB Rec [R] 212-832-0950	Rosengardner, Vince Atlantic [N] 212-484-6000	Slocum, Kris Sire [N] 212-595-5500
Palmese, Richard Arista/AM [N] 212-489-7400	Rosner, Ben Independent [I] 212-765-2342	Smith, Craig WB [R] 212-832-0950
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Pinskey, Raleigh Private Stock [N] 212-397-1606	Ruppert, Fred Polydor-MGM [N] 212-977-7000	Stanback, Haskel Roulette [N]
Price, Stan De-Lite [N] 212-757-6770	Russo, Bob Lifesong [N] 212-752-3033	Staton, Bill CTI Rec [N] 212-489-6120
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	Shifran, Jerry Independent/R&B [I] East Coast	

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Brooks, Jay RCA [L] 412-344-9655	Elz, Ron RSO [R] 314-481-0739	Swengros, Dave Columbia 314-878-4004
Cenci, Nick Motown [R] 412 885-5858	Gentile, Ross A&M [L] 314-997-1800	Walker, Bob RCA [L] 314-567-5081
Clark, Bob Elektra/Asylum	Hoof, Larry The House Dist [L] 816-753-2661	Williams, Mike RCA/Black [R] 314-567-5081
Turner, Leo Independent [I] 412-441-7440	Kaiser, Sam Atlantic [L] 314-862-1030	
Van Dyne, Terry Polydor [L] 216-228-2181	King, Pat Capitol [L] 314-434-1655	
Wallace, Mark WEA [L] 412-562-0909	Kransberg, Scott Private Stock [R] 314-725-3945	

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Kimmel, David WEA [L] 804-355-2972	Lackner, Chuck Atlantic [L] 816-561-5623	Bettencourt, John ABC [L] 415-673-3050
	Lemoins, Mike Roberts Rec Dist [L] 314-621-7171	Blume, Augie 27th Music Promo 415-457-0215

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Anderson, Kim WEA [L] 314-862-1030	Longmire, Lonnie [L] Windy Dist Co. Inc. 816-229 4321	Blume, Nancy 27th Music 415-457 0215
	Martinovich, Mike Epic [L] 314-878.4004	Bramey, Brad MS Dist [L] 415-981-1210

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Rec Merch [L]
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Newman, Joel
Epic [L]
415-594-6910

Middag, Ron [I]
415-457-5722

Pieretti, Paul
Phonogram-Merc
415-383-6300

Pruski, Phil
PRT [L]
415-451-1518

Shindler, Bruce
Elektra/Asylum
415-441-6111

Speers, John
CBS/R&B [L]
415-495-6910

Tashjman, Ralph
Independent [I]
415-282-5798

Thompson, Sandy
Capitol [L]
415-771-3210

Trager, Jeff
Polydor [L]
415-383-6300

Ursery, Bob
Fantasy/R&B [N]
415-549-2500

Walters, Carl
WEA [L]
415-441-6111

SEATTLE

Alhadeff, Michael
Epic [L]
206-575-0931

Brown, Sue
WEA [L]
206-575-0190

Cordray, Wayne
Phonogram/Merc
206-623-9158

Feldman, Gregg
ABC
206-365-2009

Foreman, Stan
Capitol [L]
206-937-5050

Holiday, Dan
20th Century [R]
206-763-8600

Leenderstsen, Jerry
MCA Dist [L]
206-322-3100

Lingel, John
RCA [L]
206-242-5710

Morris, Dana
Arista [L]
206-763-8600

Morris, Jerry
Independent
206-937-3950

Nesbitt, Robert
ABC Rec Dist [L]
206-763-8600

Peterson, Rick
ABC Rec Dist [L]
206-763-8600

Reymann, Larry
Columbia [L]
206-575-0931

Richter, Nancy
Jerry Morris Inc [L]
206-937-3950

Rowley, Michael
RSO [R]
206-722-6489

Scharbert, Bob
A&M [L]
206-763-8600

Siler, Sandy
Atlantic [L]
206-575-0190

Yazzolino, Gwen
UA [R]
206-763-8600

Zaehler, Fred
Elektra/Asylum
206-575-0190

SHREVEPORT

Lewis, Lenny
Stan's Records [L]
318-222-7182

WASHINGTON

Barnes, Larry
Ariola [R]
202-484-1212

Bowie, Gerald
Schwartz Bros [L]
202-529-5700

Brenner, J. B.
A&M [L]
202-529-5700

Cerland, Valerie [L]
Capitol Area Rec
Dist
202-723-6917

Monnig, Tim
Columbia [L]
513-241-4088

Sgro, Tom
Columbia [L]
301-587-5000

Van Druff
Jos. Zamojski Dist [L]
301-644-2900

Image Call Letters

We wanted to list all radio stations that used image calls and frequencies, but the practice is so wide-spread that we gave up trying to be complete. Here are just some of them.....

10-Q - KTNQ-L.A.	Z-93 — KQIZ-Amarillo
M-105 — WWWM-Cleveland	Y-100 — WHYI-Ft. Lauderdale
14-FBL — WFBL-Syracuse	K-100 — KIQQ-Los Angeles
ZETA 4 — WINZ-Miami	96-X — WMJX-Miami
FM-100 — KTSM-El Paso	99-X — WXLO-New York
FM-100 — WNIC-Detroit	Z-93 — WZGC-Atlanta
K101 — KIOI-San Francisco	13-Q — WKTQ-Pittsburgh
Magic-91 — KMJC-San Diego	FM-101 — WNOE-FM - New Orleans
B-100 — KFMB-FM - San Diego	I-55 — KMV I-Wailuku, HA
Z-97 — KFJZ-Fort Worth	Y-103 — WIVY-Jacksonville

with the addition of the 12" disc which most likely will be produced by all major record companies by the end of 1977. In addition, such groups like Rose Royce (Carwash) have gotten exposure through disco play that they might not have had otherwise. The potential of a million-seller allows many relatively unknown groups to reveal their talents to a responsive audience that is buying more disco records than ever before.

The new professionalism in the disco industry has affected the disco DJ very positively. His talents are very much in demand and a super DJ, such as Tom Savarese, commands \$500 per night and up. The disco DJ more and more helps determine which songs will be hits through his exposure.

The disco sound itself is undergoing changes and is expanding into other areas of music. In the beginning, the disco sound was mainly a "strings" song with various backgrounds besides just strings. Disco records are now entertainment records, that can be listened to as well as danced to. This new sound is exemplified by such songs as "I Caught Your Act" by The Hues Corporation and "I Can't Help It" by Michael Henderson on Buddah Records. Since Walter Murphy introduced "classical" disco, companies like Capricorn Records are creating albums

featuring classical recordings that have been popularized for disco play such as "The Masters in Philadelphia." Such creative ventures keep the disco sound fresh and new.

The impact of disco has been so great that the radio, TV and movie industries are really jumping on the bandwagon. There are over ten major radio stations with disco oriented shows. Several TV shows such as "Soul Train" play predominantly disco records and Casablanca Records and Motown Records are currently producing a new movie entitled, "Disco."

Certainly, disco is going to be part of the entertainment industry for some time to come, and its professional status will continue to grow. Creative, energetic promoters will be needed to spearhead this growth; promoters who are not afraid to get their feet wet, who have the knowledge, experience and dedication to make things happen. The day of the fly-by-night, part-time disco record promoter is gone; the promoter of today and the future is a full-time professional who is sensitive to the ever-changing needs of the industry.

Marc Kreiner
President
MK Productions

Number 1 National Disco
Promotion Company



The Markets

This section is pretty much self-explanatory. We might point out that the population figures being used are total persons 12+. The rank is the total population estimated by Arbitron, and all figures are derived from the Market Survey Schedule and Population Rankings of 1976. We appreciate the many hundreds of people who took their time to aid in this compilation.

AKRON, OHIO

RANK - 19. POPULATION: Metro 546,300/Total 2,424,700 (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:** World Series of Golf Championship, All American Soap Box Derby, E. J. Thomas Performing Arts Hall-Blossum Music Center. **COST OF LIVING:** Regular gasoline about 56c; moderately high rent—one bedroom about \$190 unfurn, state sales tax 4%; city tax 1%. **SALARIES:** DJs earn minimum to \$50,000/year. **SUMMARY:** In the past six months Nick Anthony became the new PD at WHLO. Greg Gillispie became new MD at WKDD and Russ Knight (PD) took over mornings at WAKR. WAKR reports a change in their music policy to incorporate more current pop-adult sound. Akron is a super cross section city, incorporating a wide variety of musical tastes...from country to rock and roll to R&B. There are a good many blue collar workers in the industry, but just as many white collar jobs, and a very heavy college influence. This is generally a younger people's town. Hang outs for the radio music biz people include The Gallery, Tangier and Marcel's. The Wine Merchant and La Casita are two more recommended restaurants. Town is a super sports town with professional basketball, baseball, football, hockey, tennis and bowling in the city. City has the Bowling Hall of Fame. Of course, Cleveland is only a short drive away as well. Thanks to Russ Knight and Bobby Knight for their help in this compilation.

AM

WAKR	1590	MOR
WCUE	1150	Top 40
WHLO	640	News
WKNT	1520	MOR/Black
WSLR	1350	Modern Country

FM

WAEZ	97.5	Beautiful
WKDD	96.5	AOR
WKNT	100.1	MOR/Black
WDBN	94.9	Beautiful



ALBANY—SCHENECTADY—TROY, NEW YORK

RANK — 47, **POPULATION:** Metro 651,500/TOTAL 1,252,900 (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, Valle's, Newman's Pier 3, and the Golden Fox. **COST OF LIVING:** 1 bedroom apt \$250 furn \$180 unfurn; regular gasoline 55.9c. **SALARIES:** DJs average \$100-\$350/week. **SUMMARY:** 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 concert in the summer. The two favorite restaurants are Gideon Putnam (also a hotel), the Country Gentleman, also Valle's, Newman's Pier 3, and the Golden Fox. Near all three cities is the proverbial hotel strip, with the Turf Inn (also has a locally favorite club) and the usual chains. Other special places of interest are the Colony Coleseum, and Green Mountain Park. 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. Thanks to Mary Dabney of KRKE for her assistance in compiling the above information.

AM			FM		
WABY	1400	News	WFLY	92.3	AOR
WGY	810	Adult Contemp	WGFM	99.5	Top 40
WHAZ	1330	Religious	WGNA	107.7	Modern
WOKO	1460	Country			Country
WPTR	1540	Top 40	WHRL	103.1	Beautiful
WQBK	1300	Talk	WHSB	106	Beautiful
WROW	590	Beautiful	WQBK	103.9	AOR
WTRY	980	Top 40	WROW	95.5	Beautiful
WWWD	1240	Top 40	WWOM	100.9	MOR



ALBUQUERQUE, N.M.

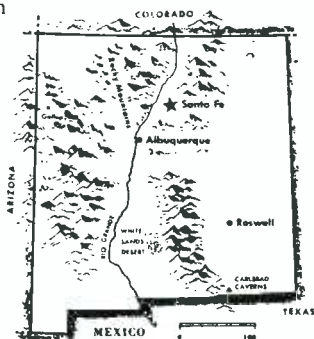
RANK — 94. POPULATION: Metro 390,400/TOTAL 517,500 (Black 4%, Spanish/American 35%, Other 15%). ECONOMY: Sandia Corp (nuclear study), electronics industry and Levi-Strauss are the major industries, Tourism. HOME OF: University of New Mexico, University of Albuquerque, Kirtland Air Force Base. RECOMMENDED ACCOMODATIONS: 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 gasoline 57c; 1 bedroom apt \$210 furn \$180 unfurn; sales tax 4%. SALARIES: DJs average from \$125-\$500/week. 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, Elliot's Nest (disco). KDEF is now KUFF (AM-1150) a country station. Dill Wood of KRKE has temporarily retired and Bill Burnett has moved from KRKE to become the PD of WKY (OKLAHOMA)-KRKE's home office. Richard Huff from KPAR is now the PM at KUFF, Bill Weaver, the owner and GM, Charlye Parker (a lady) is the MD there.

AM

KABQ	1350	Spanish
KAMX	1520	Spanish
KDAZ	730	Country/Spanish
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
KUFF	1150	Country

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

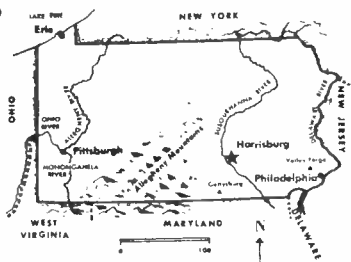
RANK - 72, POPULATION: Metro/513,100/Total 752,700 (Ethnic 8%), ECONOMY: Major industries are Western Electric, Mack Truck, Bell Labs, Martiin Guitars and Kraft Foods, HOME OF: Lehigh University, Penn State and seven other colleges and universities. RECOMMENDED ACCOMMODATIONS: Holiday Inn East & West (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 59.9c; 1 bedroom apt \$210 furn, \$175 unfurn; sales tax 6%. SALARIES: DJs average from approximately \$100-\$250/wk. SUMMARY: Interesting to note that all FM stations in the market are automoated. This is the third most populated area in Pennsylvania, but note that most of the television here comes from New York and Philadelphia. There were no format changes over the past six months. Chris Bailey comes in to take over PD spot at WKAP. WEEX has been coming on strong, picking up heavy teens, in the last book...heavy battle there between them and WKAP. WLEV and WQQQ are overall leaders in the ratings...heavily competitive market. Radio here is heavily influenced by New York-Philadelphia stations with stations like WABC and WFIL picking up their share of the local ratings. A couple of the most attended clubs are Phase 5, The Mirage, The Library and R. A.'s Place. Both Kutztown State and Muhlenburg are major concert colleges. Thanks to Jerry Duckett, WKAP. Ron Sotak, WAEB and Rick Harvey, WSAN for aid in this compilation.

AM

WAEB	790	Adult Contemp
WCRV	1580	Modern Country
WEEX	1230	Adult Contemp
WEST	1400	Talk
WGPA	1100	Oldies
WHOL	1600	Country
WKAP	1320	Top 40
WSAN	1470	AOR

FM

WEZV	95.1	Adult Contemp
WFMZ	100.7	Varied/Talk
WLEV	96.1	Hit Parade
WQQQ	99.9	Beautiful
WXKW	104.1	Beautiful



ALTOONA, PA

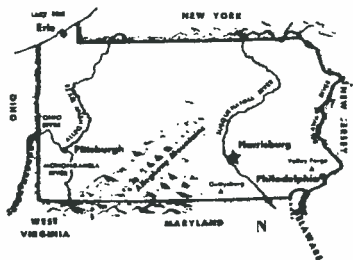
RANK - 100. POPULATION: Metro 114,300/Total 489,700. ECONOMY: Major industries are Conrail, mining, sports wear factory and agriculture. HOME OF: Penn State University. RECOMMENDED ACCOMMODATIONS: With the airport about 21 miles away the closest to all is Sheraton Motor Inn. PLACES OF INTEREST: Horseshoe Curve, Baker Mansion, Lakemont Park, Fort Roberdeau (just restored). COST OF LIVING: Regular gasoline 56c; 1 bedroom apt \$175 furn \$125 unfurn; sales tax 6%; income tax 2%. SALARIES: DJs earn between \$150-\$200/wk. SUMMARY: Welcome to the railroad capitol of the world...entire Conrail system is handled out of here. Market continues pretty stable with only real change coming at WVAM with John Harrison moving over from WFBG to take MD chores there. Herb Wolfe also was upped to GM at WVAM. Like all cities in the area, Altoona (located about the middle of the state) was hit hard by heavy winter. Summers are hot and humid, but city is situated in a valley which makes the entire area scenically beautiful with clean air. Jocks might frequent The Pub; other places to go are The Grouses's Nest (Sheraton). The Bull Pen and The Box Seat. Major problem here is housing. People are generally on the conservative side. Thanks to John Harrison, WVAM and Linda Shoe, WFBG for aid in this compilation.

AM

WFBG	1290	Top 40
WKMC	1370	Country
WRTA	1240	MOR
WVAM	1430	Top 40

FM

WFBG	98.1	Beautiful
WJGM	103.9	Religious
WJSM	99.7	Religious
WVAM	100.1	Country (Auto)



AMARILLO, TX

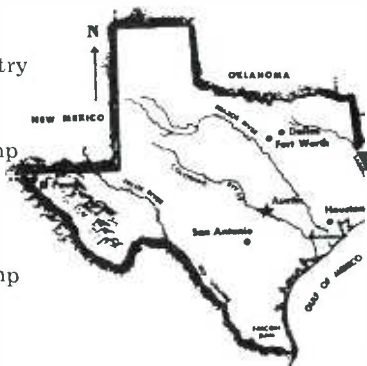
RANK - 140. POPULATION: Metro 125,000/Total 321,900 (Black 6,784; Spanish/American 8,205-Metro). ECONOMY: Iowa Beef Processing, American Smelting & Refinery, Bell Helicopters, Levi-Strauss, Cattle Feeding Industry. HOME OF: West Texas State, Amarillo Jr. College, Texas State Tech., West Texas State University. 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 gasoline 58c; 1 bedroom apt \$190 furn \$160 unfurn; state sales tax 5%. SALARIES: DJs average \$600-\$1600/month. SUMMARY: No major format changes this time around...three new PDs in the city...Dan Wilson takes over that job at KPUR, Scotty Mitchell returns as PD to KQIZ and Royce Bodiford becomes PD at KGNC. Weather here in the flat panhandle plains can be murder. Amarillo does get some snow storms in the winter, and it gets super hot in the summer. There's plenty to do here. They talk about the largest amusement park between Oklahoma City and the West coast, New Discovery Center (more than just a planetarium) and the very beautiful Palo Duro Canyon Amphitheatre...(where barbecue is served before performances)...KDJW leads the market overall, but it's a highly competitive radio market with at least six stations fighting for top spot. KQIZ-FM grabbed heavy teens in the market with their very first book, showing them with a 34.6 share, 12-17. City is growing super fast...main highway thoroughfare on coast to coast driving trips. Some of the recommended places to hit are Rhett Butler's Restaurant (fairly expensive), a club called Fuzzies and Cross Timbers Restaurant. Sports are not a real major interest here although city does have a minor league baseball team. The Civic Center seats over 8,000 for concerts. People are generally on the conservative side.

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	Prog Country
KGNC	97.9	Beautiful
KQIZ	93.1	Adult Contemp
KWAS	101.9	Religious



ANN ARBOR, MICH.

ECONOMY: Aerospace research centers, private non-manufacturing, Ford & Chrysler plants. **HOME OF:** University of Michigan and at least four other colleges or jr colleges. **RECOMMENDED ACCOMODATIONS:** Ann Arbor Inn, Campus Inn, Webers Inn Hilton. **PLACES OF INTEREST:** Many museums on campus, the Ann Arbor Art Fair is a big deal in the summer. **COST OF LIVING:** Regular gasoline 61c; 1 bedroom apt \$250 furn \$200 unfurn; state sales tax 4%; state income tax 4.6%. **SALARIES:** DJs average from approximately \$125-\$225/week. **SUMMARY:** Not much change in the stations, people-wise or format-wise. Town is growing incredibly fast...when school is in, population of town goes from 100,000 to 160,000. Winters here of course are tough...area has a lot of lakes; possible to get away from it all into some beautiful country not too far away. Detroit radio of course has a heavy influence. Some local places to eat and hang out are Chez Crepe, Wiffel Tree, Gandi Dancer and The Spaghetti Machine. A couple of discos are popular...Zelda's Green House and The Blue Frogge. Thanks to Neil Lasher at FM 103 for his help in compiling this info.

AM

WAAM	1600	Adult Contemp
WNRS	1290	Country
WPAG	1050	Talk/MOR
WSDS	1480	Modern Country
WYFC	1520	Religious

FM

WPAG	107.1	Talk/Country
WIQB	102.9	AOR



APPLETON-OSHKOSH, WISC.

RANK - 90. POPULATION: Metro 230,600/Total 534,300 (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: Hi Cliff State Park, Lake Winnebago, Fox & Wolf Rivers, Worcester Art Center, Green Owl Home, Green Bay Packers Hall of Fame. COST OF LIVING: Regular gasoline 53c; 1 bedroom \$190 furn \$170 unfurn; sales tax 4%; high property tax. SALARIES: DJs average \$125-\$150/wk. SUMMARY: This is basically a resort area with plenty of fishing and hunting. City is about 80 miles north of Milwaukee. Left Guard Restaurant and Captain Steak are two radio frequented restaurants. WAPL-AM changed to WRXA and went religion, and their sister station became WCXR-FM, staying modern country. Thanks to Gary Rogers of WCXR for aid in compiling this information.

AM

WAGO	690	Adult Contemp
WRXA	1570	Religion
WHBY	1230	Adult Contemp
WKAU	1050	Top 40
WNAM	1280	Top 40
WYNE	1150	Top 40
WYTL	1490	Modern Country

FM

WCXR	105.7	Modern Country
WKAU	104.9	Top 40
WMKC	96.7	Adult Contemp
WOSH	103.9	Top 40
WROE	94.3	Beautiful



ASHEVILLE, N. C.

POPULATION: Metro 135,500/Total 269,500 (Black 11%).
ECONOMY: Very heavy tourist area...also big in textiles and the synthetic fiber industry. **HOME OF:** University of North Carolina at Asheville, Mars Hill College. **RECOMMENDED ACCOMMODATIONS:** Gilton Smokey Mountain Resort, Grove Park Inn, Inn On The Plaza, Maggie Valley Country Club and Inn. **SPECIAL PLACES OF INTEREST:** The Biltmore House (America's largest castle), Thomas Wolfe Memorial, Antique Car Museum, Rockhound Museum. **COST OF LIVING:** Fairly average for a tourist area. **SALARIES:** DJs average \$185-\$400/month. **SUMMARY:** Last ratings show WWNC gaining an even stronger overall hold on the market. WISE pulled a 66.7 in the spring Arbitron in teens. City is situated in the Smokies and Smokey Mountain Park is a wonderful place to visit. Climate is mild because of the mountains. Asheville is also the home of several top race car drivers, and there is great enthusiasm for the sport here. There is super skiing in the winter time here as well...known as "The Land of the Sky"...

AM

WISE	1310	Top 40
WKKE	1330	Adult Contemp
WWNC	570	Mod Country

FM

WLOS	99.9	Adult Contemp
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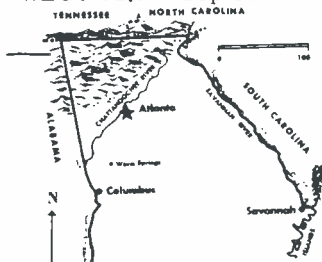


ATLANTA, GA.

RANK — 24. POPULATION: Metro 1,431,700/TOTAL 2,158,000 (Ethnic 22.3%). ECONOMY: Retail and wholesale trade 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%. SALARIES: DJs average \$15-30,000/yr. SUMMARY: At WQXI — Jack Fitzgerald has left as PD and has been replaced by Gary Corry (AM) and Don Benson (FM). The MD is Jeff McCartney-FM. Atlanta is the state capitol 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 (4,500). Some of the restaurants recommended are Mimi's, The Sandpiper and Georgie's. Music people can be found at Royal Coach Hotel, Tom Foolery, Holiday Inn (Marietta), and The Sonesta Hotel.

AM		R&B	
WAOK	1380	Religious	
WAVC	1420	Country	
WCHK	1290	Beautiful	
WCOB	1080	Top 40	
WFOM	1230	Classical	
WGKA	1190	Ad&Contemp	
WGST	920	Religious	
WGUN	1010	Black	
WIGO	1340	MOR	
WIIN	970	Jazz	
WQAK	1310	Ad/Contemp	
WQXI	790	Talk	
WRNG	680	MOR	
WSB	750	Mod/Country	
WSSA	1570	Jazz	
WXAP	860	Religious	
WYNX	1550	Jazz	
WYZE	1480	Country	
WPLO	590		

FM	
WBIE	101.5 Country
WCHK	105.5 Country
WKLS	96.1 AOR
WLTA	99.7 MOR
WPCH	94.9 Beautiful
WVEE	103.3 Disco
WQXI	94.1 Ad/Cont.
WSB	98.5 Beautiful
WZGC	92.9 Top 40



AUGUSTA, GEORGIA

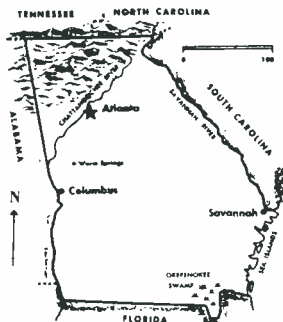
RANK — 117. **POPULATION:** Metro 216,500/TOTAL 408,800 (Ethnic 44%). **ECONOMY:** Major employers are the military, the Medical Center, Continental Can, textiles, hospital supplies, and many diversified industries coming in. **HOME OF:** Ft. Bragg Military Base, medical and dental colleges of Georgia, 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 59.9c; 1 bedroom apt \$145 furn, \$125 unfurn; sales tax 3%; county tax 1%. **SALARIES:** DJs average \$125-\$300/week. **SUMMARY:** 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. George Fisher is the morning man at WEIA. The station seems to be moving to Top 40/contemporary combination. There is a rumor that WAKN will be moving to automation and country at that! 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. Thanks to Harley Drew (WBBQ) for his assistance in compiling this information.

AM

WAKN	990	Top 40
WAUG	1050	Gospel
WBBQ	1340	Contemporary
WBIA	1230	MOR
WFNL	1600	Mod. Country
WGAC	580	Adult Contemporary
WGUS	1380	Country
WLOW	1300	MOF.
WRDW	1480	R&B
WTHB	1550	R&B
WVAP	1520	Country

FM

WAUG	105.7	Top 40/ Contemporary
WBBQ	104.3	Contemporary
WGUS	102.3	Easy Listening
WLOW	95.9	MOR
WNEZ	99.3	Easy Listening
WZZW	103.1	Hit Parade



AUSTIN, TEXAS

RANK - 107. POPULATION: Metro 323,500/Total 448,600 (Spanish 14.9%, Other 11.9%). ECONOMY: Federal and state government biggest employers. HOME OF: University of Texas at Austin, Bergstrom Air Force Base, state capitol. SPECIAL PLACES OF INTEREST: LBJ Library on University Campus, Austin Opry House. COST OF LIVING: Gasoline 52c-54c independents, 62c majors; state sales tax 4%; city tax 1%. SALARIES: DJs average \$500-\$1200/month. SUMMARY: Only change radio-wise is KOKE's dropping its progressive country for more of an AOR sound. In last rating KVET pulled up to lead market overall. KHFI becomes the leading teen stations, just ahead of KNOW and KVET. Austin is a beautiful city, with a huge lake in the middle of the downtown area. There are plenty of water sports in the surrounds. Weather is mild in the winter...hot in the summer. Radio people can be found hanging out at places like the Pelican's Wharf, The Filling Station and Mike and Charlies. There's an unusual amount of night life for a city its size with the Opry House and the Municipal Auditorium (capacity 6,000) being constantly active. Of course, there's plenty of the progressive country stuff still going on. Marijuana by the way has been almost legalized....now get a ticket here. Thanks to Joe Gracey and Ken Moyer of KOKE and Bill Mayne of KNOW for aiding in compilation of this data.

AM

KIXL	970	Religious
KLBJ	590	MOR
KNOW	1490	Top 40
KOKE	1370	Mod 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	AOR



BAKERSFIELD. CA.

RANK: 109. **POPULATION:** Metro 276,900/Total 438,000 [Spanish 15%, Black 8%]. **ECOMONY:** Oil, agriculture (No. 2 in national farm income). **HOME OF:** Cal State Bakersfield, Bakersfield College. **RECOMMENDED ACCOMODATIONS:** Hill House, Bakersfield Inn, Roadway Inn. **SPECIAL PLACES OF INTEREST:** Lake Isabella, Kern River, Wine Tasting Rooms. **COST OF LIVING:** Regular gasoline 62c, One bedroom apt (furn) \$205, (unfurn) \$180; State sales tax 6%. **SALARIES:** Disc Jockeys average from approximately \$500-900/month. **SUMMARY:** Arbitron had not been released by press time...since last RQR. KGFM has gone country and There's probably a new station unannounced...may be on the air in the next six months. Hangouts for radio-music people are La Mucchi's, Tam O'Shanters, and lunch at the Hilton. Bakersfield is a very conservative city 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. City is about two hours drive inland from Los Angeles; four hours drive from San Francisco. "It doesn't get that hot in the summer"...only between 100-105. The winters are mild and there's skiing in the Sierras about two hours away. Thanks to John Mitchell of KERN and Jay Albright of Kuzz for aid in this compilation.

AM

KAFY	550	Top 40
KERN	1410	Top 40
KGEE	1230	News
KHIS	800	Religious
KLYD	1350	MOR
KPMC	1560	News/MOR
KUZZ	970	Mod. Country
KWAC	1490	Spanish

FM

KGFM	101.5	Country
KHIS	96	Religious
KKXX	107.9	AOR
KLYD	94.1	MOR



BALTIMORE, MD.

RANK — 12. **POPULATION:** Metro 1,735,900/TOTAL 2,874,700 (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 gasoline 58c; 1 bedroom apt \$225 furn \$200 unfurn; state sales tax 5%; state income tax varies. **SALARIES:** DJs average \$150+/week. **SUMMARY:** The city is one of mixed atmosphere. There is one section called "The Block" which is the home of the 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 Hippopotamus. 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, Painter's Mill, Center Stage, and the Civic Center house other concerts. John Moen is now the PD at WLPL (FM). The market is becoming much more competitive as many format changes have taken place in the FM market. Many stations are becoming automated or semi-automated contemporary. AM radio is no longer dominating the market now as it used to due to all the FM format changes. FM/AM now on a par. Thanks to Maynard Grossman (WLPL) for his assistance in compiling this information.

AM		FM			
WAVE	860	AOR	WBAL	97.9	News
WBAL	1090	MOR	WCAO	102.7	Classical
WBMD	750	Country	WDJQ	104.3	Top 40
WCAO	600	Top 40	WISZ	95.9	Adult cont
WEBB	1360	Black	WKTK	105.7	Progressive
WFBR	1300	Adult con	WLIF	101.9	Beautiful
WISZ	1590	Modern count	WLPL	92.3	Top 40
WITH	1230	AOR	WMAR	106.5	Beautiful
WSID	1010	R&B Oldies	WPDC	93.1	Country
WTOW	1570	Religious	WRBS	95.1	Religious
WWIN	1400	R&B			



BATON ROUGE, LA.

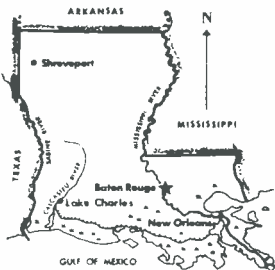
RANK - 86. POPULATION: Metro 314,700/Total 525,800 [Black 29%]. ECONOMY: Petro-chemical hub of the South, refinery reps for all majors with the Esso Humble the largest in the country. HOME OF: Louisiana State University, Southern University, A&M College. SPECIAL PLACES OF INTEREST: Many historical sites. COST OF LIVING: One bedroom apt (furn) 210-220, (unfurn) 175; sales tax 6%. SALARIES: Disc Jockeys average from approximately \$8,000 to 15,000 per year. SUMMARY: At WFMF, Michael Moore is the new PD and Jules Mayeux is the new GM. The Kingfish is named as the place for radio and music people to hang out. WAFB has gone solid gold since last RQR. Otherwise, the market has been stable. Baton Rouge is located about 90 miles north of the gulf, 70 miles from New Orleans. The city is located right on the Mississippi and is one of the nation's leading ports. It's hot and humid in the summer time here. City lies just above sea level. The winters on the other hand are very mild...they do get snow, but it's rare. ("When it snows it's so unusual that school turns out just so the kids can play in it"). Note the city's Sunday blue laws...no drinks on Sunday. City is a super football crazed town...there are 25,000 students at LSU and their football is universal in the city. Some nice restaurants are the Del Lago, Jack Sabins, Village, Gino's and The Mirror Steak House. Thanks to Bob Earle at WIBR and Michael Moore at WFMF for their aid in this compilation.

AM

WAIL	1300	Top 40
WIBR	1300	MOR
WLBI	1220	Country/Gospel
WLCS	910	Top 40
WLUX	1550	Religious
WSLG	1090	Mod. Country
WXOK	1460	Black
WYNK	1380	Mod. Country

FM

WFMF	102.5	AOR
WAFB	98.1	Solid Gold
WQXY	100.7	Beautiful
WYNK	101.5	Mod. Country



BEAUMONT—PORT ARTHUR—ORANGE, TX.

RANK: 106. **POPULATION:** Metro 282,200/Total 459,500 [Black 33%]. **ECONOMY:** The major industries are oil, natural gas, chemicals, steel, ship building and paper-wood products. **HOME OF:** Lamar State University, Port Arthur College. **PLACES OF INTEREST:** Spindletop monument & museum, French Trading Post, Dick Dowling Battlefield, Big Thicket National Preserve, Rainbow Bridge-tallest in the south, and Alabama-Coushatta Indian Reservation. **COST OF LIVING:** regular gas 52c; one bedroom apt (unfurn) \$190; state sales tax 5%. **SALARIES:** Disc jockeys make minimum wage to \$1500/month. **SUMMARY:** KIEL changed from religion to automated beautiful music since last book. Note the number of automated FM's in this market. The story here is KWIC, pulling from 3.8 in two year ago Arbitrons to overall 14.9 and number one in the market in this book. KWIC also went from a 12.5 to a 45.3 in teens. This market not only has to deal with a pretty fair amount of stations for its size but the penetration of Houston stations as well. 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 and Johnny Winter, and the most NFL players of any high school (Beaumont) in the U. S. Houston and Lake George are close enough for outside entertainment. Radio hangouts would be Steak and Ale, Gallaghers, The Handlebar or Al's. Thanks to Paul King of KAYC for iad in this compilation.

AM

KAYC	1450	Top 40
KIEL	990	Beautiful
KJET	13800	Black
KLVI	560	Country
KOGT	1600	Adult Contemp.
KOLE	1340	Top 40
KPAC	1250	Black/MOR
KYKR	1510	Prog. Country

FM

KAYD	97.5	Prog. AOR
KIEL	95.1	Beautiful (
KOBS	104.5	Adult Con'
KPAC	98.5	Beautiful
KQXY	94.1	Beautiful (
KWIC	108	Top 40
KYKR	93.3	Prog. Country



BILOXI-GULFPORT, MISS.

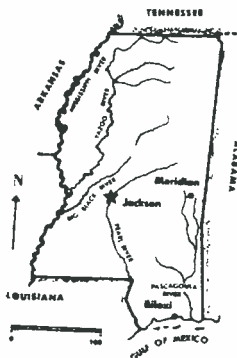
RANK - 179. POPULATION: Metro 144,000 (Black 17%). ECONOMY: Government and tourism, seafood industry, ship-building. HOME OF: Keesler Air Force Base (30,000w/dependants). Branches for USM, William Cavey College. RECOMMENDED ACCOMMODATIONS: All major hotels, Bedrock Chain No. 3 (Disco). SPECIAL PLACES 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: Gasoline 62c-68c; 1 bedroom apartment \$150; low property tax; high sales tax. SALARIES: DJs average \$150-\$200/week. SUMMARY: Interesting city with a whole bunch to see and experience. The people are very traditionalized and take pride in keeping it that way. In the past six months WROA-AM switches to MOR. WGUF-FM goes on the air in Gulfport with a beautiful music format. WKKY in Pascagoula changes with its FM switching to Top 40. The Gulf Coast Colosium (seats 10,000). The Sanger Theatre and the Boena Vista Hotel are good existing facilities. Restaurant to try is the Old French House.

AM

WGCM	1240	MOR
WGUF	1130	Country
WLOX	1490	Adult Contemp
WROA	1390	MOR
WVMI	570	Country

FM

WGUF	96.7	Beautiful
WQID	93.7	Top 40
WROA	107.1	Beautiful
WTAM	102.3	Black



BIRMINGHAM, ALA.

RANK - 41. POPULATION: Metro 637,900/Total 1,371,800 (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 58c; 1 bedroom apartment \$220 furn, \$180 unfurn; state sales tax 6%; state income tax 5%; occupational tax 1%. SALARIES: DJs average \$120-\$250/week. SUMMARY: Three hours away from the Gulf of Mexico and about four hours drive from Atlanta. This city has a moderate climate; has its share of hot weather but generally easy winters. There have been a good many changes in the recent months. WERC changed to WKXX, and its gone more Top 40. WVOK-FM becomes an AOR station, programmed by Don Keith. WVOK went country and WAPI-FM went from solid gold to a beautiful music format. John Shomby becomes the MD of WERC-AM & FM. WVOK-FM chipped pretty good at the teens in their first book as did WBUL. Hugo's Restaurant is recommended. Thanks to WERC for help in this compilation.

AM

WAPI	1070	MOR
WATV	900	Black
WBUL	1220	Black
WCRT	1260	Adult/MOR
WENN	1320	R&B
WKXX	960	Top 40
WJLD	1400	Black
WLPH	1480	Religious
WSGN	610	Top 40
WVOK	690	Country
WYAM	1450	Country
WYDE	850	Mod Country

FM

WAPI	94.5	Beautiful
WDJC	93.7	Religious
WENN	107.7	R&B
WERC	106.9	AOR
WQEZ	96.5	Beautiful
WZZK	104.7	Mod Country
WVOK	99.5	AOR



BOSTON, MASS.

RANK - 7. POPULATION: Metro 2,814,500/Total 5,780,500. 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. Hyatt Regency, Colonnade, Sheraton Plaza. PLACES OF INTEREST: Museum of Science, Concord/Lexington is 15 miles away, Tea Party Ship, many other museums and historical sites. COST OF LIVING: Third highest in country; 1 bedroom apt \$250 unfurn \$350 furn; 8% meals tax; regular gasoline 60c. SALARIES: DJs earn from \$300/week to \$75,000/year. SUMMARY: No big changes in the past six months personnel-wise, except that Harry Nelson (now four years there) has taken over as PD of WRKO. Clark Schmidt has become PD of WEEI-FM. WCOP changed call letters to WACQ and switched to an oldies format. WEZE also changed from its beautiful music to soft rock programming. There was little change in the last Arbitron here...overall, it's a continuing tight race between such stations as WEEI, WHDH and WBZ. Teen-wise, the market is dominated by WRKO, the leader and WVBF not too far under them. Radio people hangout at such places as Jazz Workshop, Paul's Mall, The Rat and The 99 near North Station. Boston is a big concert town, the major facilities are The Boston Garden, The Music Hall, The Orpheum and The Berklee Performance Center. The Kenmore and Kix are still active discos. Recommended restaurants are The Cafe Budapest, Joseph's and Lock-Obers. Harvard Square is still very much active in the nation's leading college area in the north part of the city. There's plenty of recreation nearby. Cape Cod is an hour away. The Vermont and New Hampshire ski areas are only an hour and a half from downtown Boston. Summers are usually mild here, although this summer has been unusually warm. The winters, of course, get super tough. Thanks to Harry Nelson of WRKO and the staff of WBZ for help in this compilation.

AM

WBZ	1030	Ad Contemp	WILD	1090	Black
WCAP	980	MOR	WHET	1330	Gold
WCAS	740	AOR	WKOX	1190	MOR
WCCM	800	MOR	WLLH	1400	Top 40
WACO	1150	Oldies	WMEX	1510	Talk/Sports
WEEI	590	News	WRKO	680	Top 40
WEZE	1260	Soft Rock	WRYT	950	Religious
WHDH	850	Ad Contemp	WUNR	1600	Ethnic

FM

WBCN	104.1	Progressive
WBZ	106.7	Top 40 (Auto)
WCGY	93.7	Top 40 (Auto)
WTTK	100.7	Prog Country
WCOZ	94.5	AOR
WCRB	102.5	Classical
WEEI	103.3	Soft Rock
WJIB	96.6	Beautiful
WROR	98.5	Solid Gold (Auto)
WVBF	105.7	Top 40
WWEL	107.9	Beautiful



BRIDGEPORT, CONN.

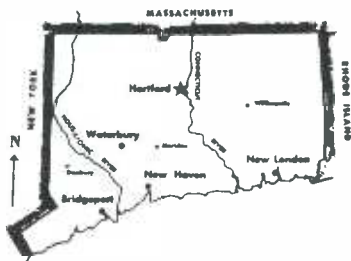
RANK - 75. POPULATION: Metro 348,900/Total 721,600 (Black & Puerto Rican combined 60%). ECONOMY: One of the chief industrial cities in New England. G.E. headquarters, Shick Razor, Bic Pen. HOME OF: Bridgeport University, Fairfield University, Sacred Heart University. RECOMMENDED ACCOMMODATIONS: Howard Johnsons in Milford, Holiday Inns. PLACES OF INTEREST: Barnum Museum and home of PT Barnum, Beardsley Zoo, Bridgeport and Milford Jai Alai, Barnum Festival. COST OF LIVING: Regular gasoline 62c; 1 bedroom apt (furn) \$190, (unfurn) \$150; state gasoline tax 7%. SALARIES: DJs average from approximately \$100-250/wk. SUMMARY: New AM station has just gone on the air . . . WDJZ at 1530 with a total big band sound. There are really three towns within a distance of 8 miles . . . Bridgeport then Milford then New Haven. Hartford radio doesn't bother much, but WDRG-FM does get into the market. The people here are very conservative with most of the action happening in the suburb. Its closeness to New York takes people out of the city and the night life is scarce. Concerts are mostly in New Haven. Radio people can be found at the Neutered Rooster in New Haven and the Steak and Ale in Milford

AM

WDJZ	1530	Big Band
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 - 34. POPULATION: Metro 1,095,800/Total 1,577,200 (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: Niagara Falls, Albright-Knox Gallery, Rich Stadium, Fort Erie, Art-park. COST OF LIVING: Regular gasoline 57.9c; 1 bedroom apartment \$350 furn \$125 unfurn; state sales tax 7%. SALARIES: DJs average from approximately \$10-\$60,000/year. SUMMARY: Let's face it. While there are a lot of great things about Buffalo, one of them isn't the weather. There's a joke here about getting one month of non-winter. It's about like that. Of course if you're tired of the summer heat....Clint Buehlman is retiring after 46 years of radio, most of it as morning man of WBEN. He leaves with the number two cume in the city. Jeff Kaye has taken over his show. Norm Schruttt has taken over the GM position at WKBW. Jon Summers is new MD there. At press time there still was no new PD at WKBW. That station also added Banana Joe to do 7-12 midnight. WREZ changed call letters to WNED and WYSL-FM became WPHD. In latest ratings it's still an overall, highly competitive battle between WBEN, WBNY, WGR and WKBW. WKBW owns the teens in this market but in its first book with new call letters, WPHD is a strong number two. If you're hanging out here there are some nice places to go. Don't miss the chicken wings at The Anchor Bar. Other restaurants you might like are The Cloisters, Mory Bloome, Mulligan's Cafe, Gepitoe's Tail of the Wail and St. George's Table. Radio-music hangouts include Sebasian's and Mother's Bakery. Thanks to Larry Anderson-WGR, Johnny Velchoff-WGRQ and Jon Summers of WKBW for aid in this compilation.

AM		FM	
WBEN 930	MOR	WADV 106.5	Jazz/Big Bands
WEBR 970	News	WBEN 102	Top 40 (Auto)
WGR 550	Adult Contemp	WBLK 93.7	Black
WJL 1440	Adult Contemp	WBNY 96.1	Beautiful
WKBW 1520	Top 40	WBUF 92.9	AOR
WLVL 1340	MOR	WDCX 99.5	Religious
WUFO 1080	Black	WGRO 96.9	AOR
WWOL 1120	Mod Country	WPHD 103.5	Top 40
WXRL 1300	Country	WNED 94.5	Classical
WYSL 1400	Top 40	WWOL 104.1	Mod Country

CANTON, OHIO

RANK - 120. POPULATION: Metro 321,400/Total 403,500. 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 61c; two bedroom apt (unfurn) \$170; state sales tax 4%; state income tax 1¼%; city income tax 1%. SALARIES: DJs average from approximately \$150-225/wk. SUMMARY: Market has been super stable this past 6 months. One major development has been the acquisition of WHLQ by Susquehanna Broadcasting. They also own WINW-AM. There is no format announcement as yet. The people here are definitely conservative with a heavy business attitude. Cleveland is 60 miles away and there is plenty of travel between the two cities. Some of the places you might like in Canton are the Boar's Head, Mergus, Topps Chalet and the Four Winds restaurants. This city is a super sports town. . . .Football Hall of Fame is a big deal. Thanks to WINW for aid in this compilation.

AM

WHBC	1480	Adult Contemp
WINW	1520	Top 40
WNYN	900	Modern Country
WQIO	1060	Top 40 :
WTIG	990	MOR/Adult Contemp

FM

WHBC	94.1	Beautiful
WHLQ	106.9	MOR
WTOF	98.1	Religious



CEDAR RAPIDS, IOWA

RANK 112. POPULATION: Metro 133,600/Total 434,500 (Ethnic 2%). ECONOMY: Industrial - General Mills, Quaker Oats, Wilson Company, Collins Radio, Cedar Rapids etc. HOME OF: Mt. Mercy College, Kirkwood Community College, Coe College. RECOMMENDED ACCOMMODATIONS: Town House, Ramade Inn, Hotel Roosevelt Royale, Sheraton Inn. SPECIAL PLACES OF INTEREST: Amana Colonies 15 miles away, Art Center, Duane Arnold Nuclear Power Plant. COST OF LIVING: Regular gasoline 57.9c; one bedroom apt (unfurn) \$190, (furn) \$220; state sales tax 3%. SALARIES: DJs average \$8,000-\$14,000. SUMMARY: Carl Mann is now programming KCRG. Ron Thompson has taken over that spot at KLWW. WMT has the overall numbers in town. It's pretty much a three way battle for the teens. . . between KCRG, KLWW and KQCR. Cedar Rapids is, interestingly enough, a very progressive city and despite the heavy industry the air is clean. Winters are tough here and summertime, while it isn't terribly hot, is terribly humid. City is about 2½ hours from Des Moines and 4½ hours away from Chicago. Three main discos liven up the evening. . . The Gin Mill, Oskar's and Bugsey's. A couple of good restaurants are the Boar's Head and the Sheraton Inn. The two main concert halls are the Paramount Theatre (1900), the Veterans Coliseum (4000) and this time next year there'll be a new 8,000 seat civic center. Thanks to Ron Thompson - KLWW and Joe Martell - WMT for aid in this compilation.

AM

KCRG	1600	Top 40
KHAK	1360	Country
KLWW	1450	Top 40
WMT	600	MOR/Talk

FM

KHAK	98.1	Country
KQCR	102.9	Top 40
WMT	96.5	Beautiful



CHARLESTON, SOUTH CAROLINA

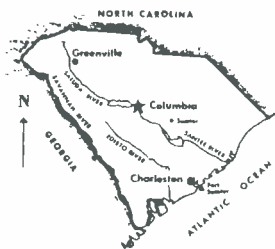
RANK - 113. POPULATION: Metro 293,300/Total 432,400 (Black 32.8%). ECONOMY: Industries such as DuPont, General Dynamics, Detyens Shipyard, Inc., United Price Dye Works, Westvaco Corp., Renken Boat Manufacturing. HOME OF: Citadel Military School, College of Charleston, Trident Tech College, Charleston Air Force Base, Charleston Naval Base, Baptist College, Medical University of S.C. RECOMMENDED ACCOMMODATIONS: White Horse Inns, Mills Hyatt House (downtown), Heyward-Washington House. SPECIAL PLACES OF INTEREST: The Provost Dungeon, Gibbes Art Gallery, Confederate Broadcast Museum, Daughters of Confederacy Museum, Fort Sumter, Charles Town landing, Middleton Place, Magnolia Gardens, Old Charleston. COST OF LIVING: Regular gas 58.5c; 1 bedroom apartment (furn) \$285, (unfurn) \$150; state sales tax 4%. SALARIES: DJs average \$150-200. SUMMARY: Not much change here from last time . . . Dave Derek is now PD and Randy Scott MD at WCSC. It's a 4-way battle for overall numbers between WPAL, WPXI, WTMA and WXTC. Likewise, the teens are split between 4 stations . . . WKTM, WPAL, WPXI and WTMA. This is a beautiful old city, situated right on the Atlantic Ocean. There are some good beaches and excellent deep sea fishing. Some of the hang out clubs are Stonehenge, The Flying Dutchman, Terry Tunes Disco and Mr. Sam's. A couple of heavy restaurants are the Ice House and The Trawler. Concerts are held at the Gaillard Municipal Auditorium (2700) and County Hall (1500). Thanks to John Christian - WWWZ - and the staff at WCSC in compiling this information.

AM

WCSC	1390	Top 40
WNCG	910	MOR (Auto)
WOKE	1340	Block/News
WPAL	730	Black
WQSN	1450	Country
WTMA	1250	Top 40

FM

WEZL	103.5	Mod Country
WKTM	102.5	Adult Contemp.
WPXI	95.1	Black (Auto)
WSCI	89.3	Public
WWWZ	93.5	AOR
WXTC	96.9	Beautiful (Auto)



CHARLESTON, W. VA.

RANK - 105. **POPULATION**: Metro 208,800/Total 468,400 (Black 5.6%). **ECONOMY**: Major center of chemical industry, 5 major chemical plants, glass manufacturing, coal mining center. **HOME OF**: Morris Harvey College, W Va State College nearby at Institute, W Va Institute of Technology upriver at Montgomery. **RECOMMENDED ACCOMMODATIONS**: Two Holiday Inns in town, Daniel Boone Hotel, Heart-O-Town Motor Inn, many small motels. **PLACES OF INTEREST**: State Cultural Center at Capitol complex, Sunrise Museum, Park System including Coonskin Park and Kanawha State Forest, P.A. Denny Sternwheel steamboat offering packet trips and cruises on the Kanawha River. **COST OF LIVING**: Above average - rent particularly high, apt hard to find. Expect to pay at least \$100 for barest minimum, \$275 for anything decent; state has relatively low property tax, personal income tax; you must pay 5% of your car's book value to bring it into state. **SALARIES**: DJs on the low side. Biggest names make \$280-300/wk, many \$2.30 hr guys. **SUMMARY**: This W Va capitol city is an active radio market. WQBE just recently changed to Peters Country Lovin format, dropping oldies. In July major fire destroyed the transmitters of WCAW and WVAF. There weren't a whole lot of changes in personnel in past months . . . Larry Shannon and KC Jones leave WCHS and Robert E Lee comes to WKAZ to do middays. While WKAZ leads in overall numbers, WCAW and WCHS are right behind. WKAZ likewise controls the teens (58.1 in spring Arbitron) . . . radio people frequent Number & Capitol St. and Charleston Athletic Club. Some restaurants to try are Top of the Inn, Captain's Lounge, Crown and Sword Room at Heart O'Town Motel. Outdoor sports are plentiful with the surrounding mountains and rivers. Thanks to Charlie Cooper and Fred Winton of WKAZ and Tom Owens of WVAF for aid in this compilation.

AM

WCAW	580	Country
WCHS	580	Adult Contemp.
WKAZ	950	Top 40
WKLC	1300	MOR
WSCW	1410	Religious
WTIP	1240	Beautiful
WXIT	1490	Top 40 (Auto)
WZTQ	1080	Top 40

FM

WKLC	105.1	Country
WQBE	97.5	Country
WTIO	102.7	Beautiful
WVAF	99.9	AOR



CHARLOTTE, N.C. (Gastonia)

RANK - 45. POPULATION: Metro 476,200/Total 1,300,700 (Black 24%). **ECONOMY:** Distribution, Trucking, Textiles, home offices of a lot of major corporations. **HOME OF:** University of NC at Charlotte, Central Piedmont Community College, Queens, Davidson, JC Smith, etc. **RECOMMENDED ACCOMMODATIONS:** Raddisson, Sheraton. **SPECIAL PLACES OF INTEREST:** Mint Museum, Children's Theatre, Festival in the Park, Carowinds, Kings Mountain Battleground, Lake Norman and Spirit Square. **COST OF LIVING:** Reg gasoline 58c; apts - (unfurn) \$175, (furn) \$200; state sales tax 3%, city sales tax 1%. **SALARIES:** DJs average \$125-700/wk., average \$250. **SUMMARY:** Scott Slade has taken over the PD/MD slot for WAYS from Beau Matthews. Otherwise, this market has been super stable. WBT has a 23.6 in total numbers with WAYS pulling a 14.8 in that category in second place. WAYS controls the teens in the market . . . 42.0 share in last book. Charlotte is in a beautiful area of the country with a lot of greenery. The summers are very hot and humid and the winters are wonderful . . . just in case you came from Buffalo . . . very mild. Radio music people can be found at Mancino's, The Diamond Restaurant or the 1-77 Health Clinic. Some recommended restaurants (and there are very few) are the Stonehenge, Laura's and the Rad-disson. Concerts are big here with majors being at the Coliseum (13,000) and Park Center (4,000). Thanks to Sis Kaplan of WAYS and Andy Bichel of WBT for aid in this compilation.

AM

WAME	1480	Mod Country
WAYS	610	Top 40
WBT	1110	Top 40
WGAS	1420	MOR
WGIV	1600	Black
WGNC	1450	MOR
WHVN	1310	Religious
WIST	1240	Block
WRPL	1540	AOR
WSOC	930	News

FM

WBT	107.9	Beautiful (Auto)
WGNC	95.1	AOR
WSOC	103.7	Country
WROQ	95.3	AOR



CHATTANOOGA, TENN.

RANK - 83. **POPULATION**: Metro 315,300/Total 597,800 (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 55c; one bedroom apt (furn) \$165, (unfurn) \$125; state sales tax 6¼%; state income tax - none. **SALARIES**: DJs average from approximately \$125-200/wk. **SUMMARY**: Market has been relatively stable the past 6 months personnel-wise. WDEF still has a squeaking edge over WFLI for overall numbers. WFLI of course controls the market teen-wise. This city lies in a valley between three mountains and sometimes when it snows, it snows forever. Is it hot in the summertime then? "Good Gold Almighty! . . .YES!" Hot and humid summers are the rule here. There are however some nice things like boating and fishing clubs on the Tennessee River. Recommended restaurants include the Choo-Choo, the Station House and the Brass Register. Thanks to John Bagley for aid in this compilation.

AM

WDEF	1370	MOR
WDOD	1310	Mod Country
WDXB	1490	MOR
WFLI	1070	Top 40
WGOW	1150	Top 40 (auto)
WMOC	1450	Gospel
WNOO	1260	Black
WRIP	980	Religious/Country

FM

WDEF	92.3	Beautiful
WDOD	96.5	Mod Country/Religious
WOWE	105.	Religious
WSIM	94.3	AOR
WYNQ	106.5	Beautiful (auto)



CHICAGO, ILL.

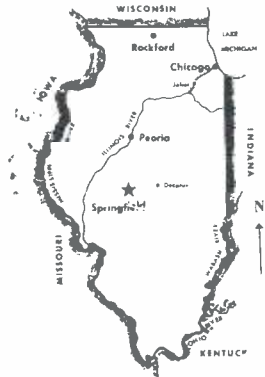
RANK - 2. POPULATION: Metro 6,113,900/Total 12,647,500 (Black 17%). ECONOMY: Convention center, farm dist. center, Midwest's major industrial, business and banking center. HOME OF: Univ of Chicago, Loyola Univ, Roosevelt Univ, Northwestern Univ, De Paul Univ, Great Lakes Naval Base, Fort Sheridan Army 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 and Industry, Lincoln Park Zoo. COST OF LIVING: Regular gasoline 60c; 1 bedroom apt \$350 furn \$250 unfurn; state sales tax 5%. SALARIES: DJs average from \$200-\$2000/week. SUMMARY: WJJD-FM switches to WKQX and goes AOR and WSDM changed to WLUP and also moves to an AOR format. There were several programming changes...too numerous to mention. In spring Arbitron WGN continued to hold a strong lead overall with WLS, WBBM and WMAQ also showing strong total persons numbers. In teen numbers, WDAI took a strong shoot back up to take number three behind dominant WLS and WMET. Chicago is an interesting town in a lot of ways...being the center of the country's activities. If you fly much, you eventually have to land at O'Hare Field, one of the world's most active airports. They call Chicago "The Windy City" for good reason. It really is always windy here...possibly because it is situated right on Lake Michigan. Downtown Chicago, with the Chicago River coming right through is very pretty...town has worked hard to keep it up. You hear talk about the "Loop"...that's where the elevated train makes a loop through the downtown area. Winters are tough here...summers get hot and muggy...not the garden spot for weather. The Old London House, for years the center of radio-music people activity, is now a Burger King...and no longer a hangout for the folks. Radio-music people can be found in The Near North-Rush Street area and in New Town. Plenty of concert activity here...Chicago Stadium (15,000), International Amphitheatre, Soldier Field, Arie Crown Theatre, Auditorium Theatre, etc. Some recommended restaurants include Arnie's, Abacus, Cape Cod Room, Waterfront, La Cheminee, Lawrey's and The Four Torches, just to name a few. Thanks to John Gehron and Jim Smith of WLS for aid in this compilation.

AM

WAIT	820	MOR	WIND	560	Adult Contemp
WBBM	780	All News	WJJD	1160	Country
WBEW	1570	Black/Jazz	WJPC	950	Black
WCFL	1000	Beautiful	WLS	890	Top 40
WGN	720	MOR/Talk	WMAQ	670	Country
			WVON	1390	Black

FM

WGCI	107.5	Disco
WBBM	96.3	Soft Rock
WBMX	102.7	Black
WCLR	101.9	MOR
WDAI	94.7	AOR
WEFM	99.5	Classical
WFMT	98.7	Classical
WFYR	103.5	Adult Contemp
WJEZ	104.3	Country (Auto)
WJKL	94.3	AOR
WKQX	101.1	AOR
WLAK	93.9	Beautiful
WLOO	100.3	Beautiful
WLUP	97.9	AOR
WMET	95.5	Top 40
WNIB	97.1	Classical
WXFM	105.9	Block/Progressive
WXRT	93.1	AOR
WYEN	106.7	MOR



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: U of Cincinnati, Xavier U, Thomas Moore College. RECOMMENDED ACCOMMODATIONS: Terrace Hilton, (airport) Barklay House. SPECIAL PLACES OF INTEREST: Outside the standard zoos, parks, museums, is King's Island Amusement Park. COST OF LIVING: Reg gas 60c; 1 bed apt (unfurn) \$170, (furn) \$190; low cost of living; state sales tax 4.5%. SALARIES: DJs average \$10,000 and up. SUMMARY: It's been a fairly stable year so far for this market. Major PD change is at WUBE where Johnny Bridges is replaced by Bob English. There is rumor that WSAI-FM will be going live but that was unconfirmed at press time. WLW is the giant in this market. Their overall numbers are almost double their nearest competitor. Teenwise WKRQ is the leader with a 39.5 in last book, as compared to 20.9 for WSAI. Take note of the format of WNOP . . . They've been playing a great deal of comedy on their station. WNOP by the way is the only floating radio station we've heard of. They sit on the Ohio and when a barge passes, the chandeliers shake. Like the general area, Cincinnati has had a super hot summer to match their incredibly cold, snowy winter. There is a good deal of night life in this city if you know where to find it. A few clubs are The Conservatory, Lucy In The Sky and Lighthouse Ltd. Radio people continue to frequent Yesterday's Wonderful Old Saloon, Bogart's and La Normandie. There are two super restaurants here . . . Pigalle's and the Maisonette are highly recommended. Concerts are held at the colleges and the Riverfront Coliseum. Of course we can't leave out the fact that this is a super sports town. Thanks to Julie Godsey for aid in this compilation.

AM

WCIN	1480	Black
WCKY	1530	Beautiful
WCLU	1320	Mod Country
WKRC	550	Adult Contemp
WZIP	1050	Religious
WLW	700	MOR
WNOP	740	Jazz/Comedy
WSAI	1360	Top 40
WUBE	1230	Country

FM

WEBN	102.7	AOR
WKRQ	101.9	Top 40
WLQA	98.5	Beautiful
WLYK	107.1	Beautiful
WLVV	92.	Beautiful
WSAI	94.1	Soft Rock (auto)
WUBE	105.1	Mod Country
WWEZ	92.5	Beautiful



CLEVELAND, OHIO

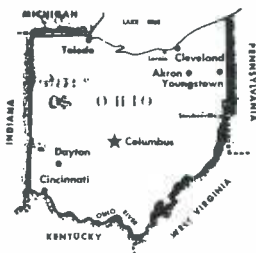
RANK - 10. POPULATION: Metro 1,586,000/Total 3,338,400 (Ethnic 13.5%). ECONOMY: Diversified industrial-nonindustrial, machine tools, service industries. HOME OF: John Carroll U, Case-Western Reserve U, Cleveland State, Cayahoga Community College, Baldwin-Wallace College. RECOMMENDED ACCOMMODATIONS: Swingo's, Keg & Quarter. PLACES OF INTEREST: Lake Erie, Cleveland Zoo, University Circle, Cedar Point. COST OF LIVING: Reg gas 62c; apt (unfurn) \$225, (furn) \$250; state sales tax 4%. SALARIES: DJs average \$150-325/wk. SUMMARY: WXEN changed calls and format to Top 40, WZZP. Ratings show WHK back on top overall with about six stations right behind them in second place. In last book WWWM took a drastic increase in teens for top spot there. Since last RQR WWWE and WDOK-FM were bought by Combined Communications. Music business is building in Cleveland with an increase in recording and national offices or new companies. Cleveland weather . . .you know about it, hot in summer and cold in winter. We reported a clean up in Lake Erie, but watch it . . .not clean as yet. Also, if you're flying out of Municipal Airport, get your chewing gum before you get there. . Commissioners outlawed sale of it because it was getting on the rug. Also, the Mayor is on a massive campaign to clean up smutty magazines in the city. We're told the crime isn't as bad as people say . . .safer here than downtown Detroit . . .hmmm. Big building trip going on downtown . . . take note that the place for radio music people is Swingo's Keg and Quarter. For evening excitement Jolly Jim's Merry-Go-Round is recommended. Thanks to Robert Conrad of WCLV and Eric Stevens of M-105 for aid in this compilation.

AM

WABQ	1540	Black
WERE	1300	News
WGAR	1220	Adult Contemp.
WHK	1420	Mod. Country
WJMO	1260	Black
WJW	850	MOR
WMGC	1260	Adult Contemp.
WWWE	1100	MOR/Sports

FM

WCLV	95.5	Classical
WDOK	102.1	Beautiful
WGCL	98.5	Top 40
WKSX	99.5	Beautiful
WLYT	92.3	Disco
WQMS	100.7	Progressive/AOR
WQAL	104.1	Beautiful
WWWM	105.7	AOR-Mass Appeal
WZAK	93.1	Ethnic
WZZP	106.5	Top 40



COLORADO SPRINGS, COLORADO

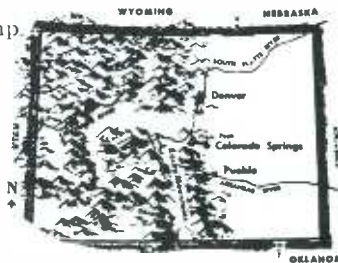
RANK - 122. POPULATION: Metro 241,500/Total 398,800 (Black 3%, Spanish 7%). ECONOMY: Winter sports, the military, electronics, aircraft mechanics, etc. HOME OF: U of Colorado, Colorado College, Air Force Academy, Fort Carson. RECOMMENDED ACCOMMODATIONS: The Broadmoor, The Antlers Plaza (downtown), Four 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: Reg gas 57c; 1 bed apt (unfurn) \$175, (furn) \$225; state sales tax 5%, city tax 2%. SALARIES: DJs average \$500-1000/mo. SUMMARY: There's been several changes in the radio market over the past six months. . . .KRYT goes to a disco format from its straight rock. . . .KRDO goes away from all news for an MOR format. . . .KPIK-FM changes over from traditional to progressive country. D.J. McCoy is the new PD at KIIQ. Colorado Springs is a beautiful city with plenty of activity because of Fort Carson and the Air Force Academy. Note that there are a ton of tourist places as well. . . .Pike's Peak for example. Skiing of course is very important here. Some hang out clubs include Homers Odyssey and The Four Seasons. Recommended restaurants include such places as Sir Sids, Crackers Rugby Club, Jose Muldoons. Thanks to D.J. McCoy-KIIQ, the staff at KYSN and Charlie Brown of KPIK for aid in this compilation.

AM

KIIQ	1490	Adult Contemp.
KPIK	1580	Country
KRDO	1240	MOR
KRYT	1530	Disco
KSSS	740	Mod Country
KVOR	1300	MOR
KYSN	1460	Top 40

FM

KIIQ	102.7	Adult Contemp.
KKFM	96.5	AOR
KPIK	93.3	Prog Country
KRDO	95.1	Beautiful
KRYT	101.9	Adult Contemp.
KSPZ	93	Top 40



COLUMBIA, S.C.

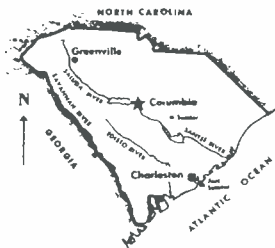
RANK - POPULATION: Metro 288,000/Total 500,000. (Black 24%). ECONOMY: Fort Jackson, USC, GE plant, Westinghouse Plant, etc. HOME OF: USC, Allen University, Benedict College, Columbia College, Cola, Bible College, Fort Jackson. RECOMMENDED ACCOMMODATIONS: Carolina Inn, Steak & Ale, Righbys, Wade Hampton, Sheraton, Bryans Warehouse, Carolina Townhouse, Stage Door. PLACES OF INTEREST: Riverbanks Zoological Gardens, SC Confederate Museum, Rbt Mills historic house & garden, etc., state capitol. COST OF LIVING: Reg gas 61.9; 1 bed apt (furn) \$215; state sales tax 4%. .maximum state income tax 7%, property tax 1-2%. SALARIES: DJs average \$175-250/wk. SUMMARY: Latest ratings show a super three battle in this market as a result of the surging of WNOK-FM. They edged out WIS and WXYR in this last book, grabbing a 26.0 on teens. Otherwise there have been little changes in this market in the last six months. Hangouts in town include the Carolina Inn, Smugglers Inn, Jess's Oliver's Pub West and the Coal Company. Restaurants to try include Four Flames, Steak 'n Ale and Smugglers Inn. City is the state capitol. Concert places here include Carolina Coliseum and the Columbia Townships Auditorium. Thanks to Hunter Herring of Columbia S.C. for aid in this compilation.

AM

WCAY	620	Country
WCOS	1400	Adult Contemp
WIS	560	MOR
WNOK	1230	Adult Contemp
WOIC	1320	R&B
WQXL	1470	Religious

FM

WCOS	97.9	Country
WLTR	91.3	Block (Public)
WMHK	89.7	Religious
WNOK	104.7	Top 40
WSCQ	100	MOR
WXYR	94.5	Beautiful
WZLD	96.7	Hit Parade



COLUMBUS, GA.

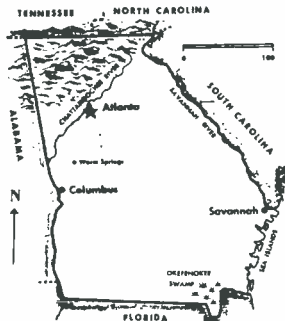
RANK - 149. POPULATION: Metro 175,800/Total 332,200 (Black 40%, Other less than 1%). ECONOMY: RC Cola, Field Crest Mills, American Family and Life Insurance, Coca Cola was founded here, Ft. Benning. HOME OF: Columbus College, Tuskegee Institute. RECOMMENDED ACCOMMODATIONS: Martinique Hotel, Airport Holiday Inn. SPECIAL PLACES OF INTEREST: The Chatahoochie River, Victory Drive near Ft. Benning, Calloway Gardens, Plains Ga 40 miles away. COST OF LIVING: Reg gas 57c; 1 bed apt (unfurn) \$155, (furn) \$190 state sales tax 4%. SALARIES: DJs average \$125-200/wk. SUMMARY: Only big changes in radio here in the last 6 months is at WCLS. Ed Hartley takes over as PD and Charlie Parrish becomes GM. This market is a tight race for overall numbers between WCGQ, WDAK and WOKS. WCGQ and WOKS tie for overall teen numbers. City is situated on the Chatahoochie, just 40 miles from Plains. Auburn University is only 40 miles away also so college sports are an important part of this city. Club hangouts are the Zodiac and Mickle's Alley. Some restaurants you might like are Pirthets, The Hungry Hunter and Goetche's House. The largest concert hall is the public auditorium. Thanks to Ed Hartley of WCLS for aid in this compilation.

AM

WCLS	1580	Top 40
WDAK	540	Top 40
WHYD	1270	Religious
WOKS	1340	Black
WPNX	1460	Country
WRCG	1420	Adult Contemp

FM

WCGQ	107.3	Top 40
WEIZ	100.1	Beautiful
WRBL	102.9	MOR
WWRH	104.9	AOR



COLUMBUS, OHIO

RANK - 35. POPULATION: Metro 861,200/Total 2,373,800 (Black 13%). **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:** Reg gas 58c; 1 bed apt (furn) \$200, (unfurn) \$160; state sales tax 4%; state income tax 1½%, city income tax 1½%. **SALARIES:** DJs average \$550-2,000/month. **SUMMARY:** WLVQ is a new station (was WTVN-FM, beautiful music) going AOR in the market. Columbus continues to be a rapidly growing market. Note that it is Ohio's state capitol. Latest ratings show a three way battle for overall numbers between WBNS-FM, WNCI and WTVN. WNCI leads in the teen market but WCOL has a good share (40.0 to 23.4). . . Hang-outs in town include the Agora and the Red-Eye Saloon. Super college town and so it's active with some recommended restaurants being Engine House No. 5, Garden Gallery, The Place Upstairs, Kahiki and The Wine Cellar. Thanks to John Patter of WTVN and John Lankenau of WCOL for aid in this compilation.

AM

WBNS	1460	MOR
WCOL	1230	Top 40
WHOK	1320	MOR
WMNI	920	Mod Country
WRFD	880	Solid Gold
WTVN	610	Adult Contemp
WVKO	1580	Black

FM

WBBY	103.9	Top 40
WBNS	97.1	Beautiful
WCOL	92.3	AOR
WHOK	95.5	Country
WLVQ	96.3	AOR
WMNI	99.7	MOR/Talk
WNCI	97.9	Top 40
WSYX	106.1	Beautiful
WVKO	94.7	Black/Beautiful



CORPUS CHRISTI, TX

RANK - 133. POPULATION: Metro 238,700/Total 350,000 (Black 6%, Spanish 48%). ECONOMY: Manufacturing and business, supported by agriculture, petrochemical and metal industries; one of the largest salt water ports in the country. HOME of: Corpus Christi State University, US Naval Air Station, Corpus Christi Army Depot, Del Mar College. RECOMMENDED ACCOMMODATIONS: Major chains, Hilton Inn, Sheraton Marina, Condos for rent on Padre Island. PLACES OF INTEREST: Museum of South Texas, Bay Front Science and Art Park, Padre Island, Seashore, Mustang Island, King Ranch (largest in the world). COST OF LIVING: Regular gasoline 58c; 1 bedroom apartment \$180 unfurn \$230 furn; housing is high, costs higher than Houston. SALARIES: DJs average \$165-\$230/week. SUMMARY: This beautiful city has hosted a very stable radio market over the past six months. KRYS is tops overall in the ratings with KCCT and KUNO not too far behind. Teen-wise, KRYS pulled a 49.0 in the last book. City is growing pretty fast...their shipping channel is being deepened, and that will make it one of the most important in the world. They are also in the process of building a new convention center...it'll be a few years before it's complete. Weather is superb here..even in summer's hat there's always a 25 mile per hour wind blowing off the ocean. It's snowed here three times in the past 20 about 1/2" all together. City has no smog problems, and is known for its excellent golf courses. Only drawback might be a higher than usual cost of living. Some restaurants to think about are the Rusted Rail, the Windjammer and the Bavarian Village. Note that KNCN has gone to an AOR format...major change in radio here. Thanks to E. C. Stern, Jr. for aid in this compilation.

AM

KCCT	1150	Spanish
KCTA	1030	Religious
KEYS	1440	Top 40
KIKN	1590	Country
KROB	1510	Country
KRYS	1360	Top 40
KSIX	1230	MOR
KUNO	1400	Spanish

FM

KIOU	96.5	Beautiful
KNCN	101.3	AOR
KOUL	103.3	Country
KROB	99.9	Country
KSIX	93.9	Beautiful
KZFM	96.5	Top 40



DALLAS-FT. WORTH, TX.

RANK - 8. POPULATION: Metro 2,011,700/Total 3,703,600 (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: Airport Marina, LeBaron, Fairmount (downtown). 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%. SALARIES: DJs earn from minimum to \$40,000/year. SUMMARY: Of course, Charlie Van Dyke is back in the market...doing mornings in his home town from KLIF. There's been changes at KNUS. Jack Shell, former assistant PD of KVIL has come to program KNUS and with the change Randy Haynes, Chris Hayes and Kevin McArthy are out. There's rumor that the station's format will change more toward a KVIL sound, but all is conjecture at this point. Note also that KAFM is into a soft rock sound..they were progressive country. WBAP is the total person giant in town... pulling 12.5 with nearest competition being KVIL-FM with a 7.4. KFJZ-FM, now known as "Z-97" came on under PD Gary Mack to grab top teen numbers. KNUS is second there and KVIL-FM (with super mass appeal...good numbers across the board)...is third. Peter McLane is now PDing KFJZ-AM. Dallas is a super modern, clean looking city, famous for Pontiac convertibles and bouffant hairdos. There are good restaurants here ...like the Celebration, Baby Does, Mario's and Papillion. Plenty of concert activity...Tarrant seats 14,000...Dallas Memorial (12,000), McFarland (3500), U of Texas at Arlington (2700) and Moody Colisium 8000. There's an occasional concert at the Cotton Bowl (82,000) but the acoustics are too awful in the gigantic Texas Stadium for a concert. Thanks to Bill Heard of CBS, Ernie Phillips and Gary Mack of Z-97 and Jim Davis of KLIF for aid in this compilation.

AM

KBOX	1480	Mod Coun	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			KNUX	98.7	Top 40
KAFM	92.5	Soft Rock	KOAX	105.3	Beautiful
KESS	93.9	Spanish	KVIL	97.1	Adult Contemp
KDTX	102.9	Religious	KFJZ	97.1	Top 40
KKDA	104.5	Black	KZEW	97.9	AOR
KFWD	102.1	AOR	KPLX	99.5	MOR
KMEZ	100.3	Beautiful	KSCS	96.3	Country
KNOK	107.5	Black	WRR	101.1	Classical

DAVENPORT, IOWA

RANK - 86. POPULATION: Metro 287,100/Total 576,900 (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: Jumer's Castle, 2 Holiday Inns, Clayton House. PLACES OF INTEREST: Museums, numerous places for live entertainment at night. COST OF LIVING: Reg gas 62c; 1 bed apt (furn) \$220, (unfurn) \$190. SALARIES: DJs average from minimum wage to \$250/wk. SUMMARY: The quad cities they are called and that means 4 towns coming together with the Mississippi River right in the middle. There's Davenport, Moline and East Moline and Rock Island, Illinois. Greg Crawford has just become PD of KSTT. KWNT has just been sold. . No word on what changes will occur there. WOC is doing more of a block programming now. It's a super tight race here for number one with KIIK, KRVR, KSTT, WHBF and WOC all in the running. Teen numbers are controlled by KSTT and then KIIK. It's super cold in the winter here. Concert facilities are the RKO Orpheum Theatre, The Masonic Auditorium, The Palmer House and the Rock Island Field House. Some restaurants you might like are The Dock and My Brokers. Thanks to Mel LaForce of KSTT for help in this compilation.

AM

KSTT	1170	Top 40
KWNT	1580	Country
WHBF	1270	Country
WOC	1420	Block/MOR
WQUA	1230	Adult Contemp

FM

KIIK	103.7	Top 40
KRVR	106.5	Beautiful
WEMO	101	Block
WHBF	99.8	Top 40
WHTT	96.9	Adult Contemp



DAYTON, OHIO

RANK - 38. **POPULATION:** Metro 684,700/Total 1,494,900. **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, Stouffers Plaza, Imperial House South. **SPECIAL PLACES OF INTEREST:** A new area - Oregon District, Air Force Museum, Kings Island, Lion Country Safari. **COST OF LIVING:** Reg gas 58c; 1 bed apt (furn) \$200, (unfurn) \$170; state sales tax 4.5%; cost of living not bad. **SALARIES:** DJs average \$125-600/wk. **SUMMARY:** Stability in this market is the word over the past six months. One change will be occurring. . . WTUE is going toward the automated soft rock format. WHIO leads the market in overall numbers. . . WING is the undisputed leader in teens, although WTUE also pulls good numbers there. WVUD is a university station but commercial with their progressive format. Situated in a flat area about 40 miles from Cincinnati, Dayton is unique for jocks in the fact that there is a great deal of free lance and other outside work going on. It's one of the last vestiges of the teen hop. The north part of town is the lowest cost area; plenty of growth and inflation in the south. A couple of recommended restaurants are Cork & Cleaver and Jay's. Heavy concert town - University of Dayton arena (17,000) and the Hara arena (10,000). Thanks to Gary Parks of WING for aid in this compilation.

AM

WAVI	1210	Talk
WHIO	1290	MOR
WING	1410	Top 40
WONE	980	Country

FM

WDAO	107.7	Black
WHIO	99.1	Classical
WTUE	104.7	Soft Rock (auto)
WVUD	99.9	Prog/Edu



DENVER-BOULDER, CO.

RANK - 22. POPULATION: Metro 1,131,000/Total 1,827,400 (Black 4.1½%, Other 11.3%). ECONOMY: Varied industries such as service (such as health care), government (federal, state and local), retail trade, manufacturing, etc. HOME OF: University of Denver, University of Colorado 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 58c, 1 bedroom \$250 furn, \$200 unfurn; state sales tax 3%, city sales 3.5c. SALARIES: DJs average \$500-\$1500/month. SUMMARY: If there has been a change in any market in the past six months it's here. Don Zucker and Craig Applequist leave KFML and are replaced in the GM-PD capacity by Bill Goodhope and Tom Ternell respectively. Dave Scriber is acting GM of KHOW. Steve Keeney is the new GM at KIMN. KLZ-FM changes over to KAZY-FM and goes AOR. Hal Widsten moves from PD slot at KIMN for PDship at KLZ-AM. C. C. McCartney and other staff members exit KXXK for KTLK. KBCO is back on the air with a soft rock format. KLAQ-FM becomes KPPL and goes MOR. This market is super competitive with KLIR taking overall numbers but not by much. KBPI, KHOW, KOA, and KOSI-FM are all in the running for that top spot. KTLK is a point and a half over KXXK in teens and the two take over half that demographic. Plenty of night life in this town...concerts are at McNichols Arena, Red Rocks Amphitheatre, Denver Auditorium Arena, Folsom Stadium and Ebbets Field. The London House is one hang out for radio-music people. We checked the smog situation. It's still here, surprising for such a beautiful city. It gets hotter in the summer than you would expect. The drought continues at press time. Winters, of course, are wonderful with more outdoor sports than you can shake a ski pole at. There are plenty of good clubs and restaurants...too numerous to mention. Thanks to Mike Lee and Craig Applequist for aid in this compilation.

AM		FM	
KAAT	1090	Religious	KADX 105.1 Jazz
KADE	1190	Soft Rock	KAZY 106.7 AOR
KBOL	1490	MOR	KBCO 97.3 Soft Rock
KDEN	1340	News	KBPI 105.9 AOR
KDKO	1510	Black Disc	KBVL 94.7 Classical
KERE	710	Mod Coun	KCFR 90.1 Black
KFML	1390	AOR	KIMN 98.5 AOR
KHOW	630	MOR	KLIR 100.3 Beautiful
KIMN	950	Adult Con	KOAQ 103.5 Top 40
KLAQ	1600	Country	KOSI 101.1 Beautiful
KLZ	560	Adult Con	KPPL 107.5 MOR
KOA	850	News/MOR	KVOD 99.5 Classical
KPOF	910	Relig/Class	KXXK 95.7 Top 40
KOSI	1430	Beautiful	
KRKS	990	Religious	
KTLK	1280	Top 40	
KWBZ	1150	Talk	

DES MOINES, IOWA

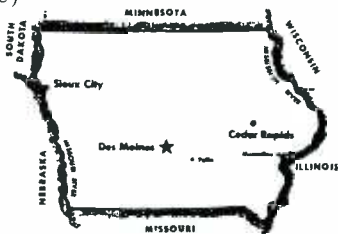
POPULATION: 350,000 (Black 4%). ECONOMY: Insurance, automobile accessories, wearing apparel, cosmetics, agriculture, banks, Firestone, John Deere. HOME OF: Drake University, Iowa State Univ (Ames), Simpson College, Grandview College. RECOMMENDED ACCOMMODATIONS: Hilton, Sheriton, Hyatt House, Holiday Inn. 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 3c; state income tax; high real estate tax, average cost of living. SALARIES: DJs average \$140-350/week. SUMMARY: Abrams comes into the market and KCBC becomes KC14 and moves to an AOR type format. Gary Stevens becomes PD at KIOA. Ratings show a super-type race in this market, between KRNT, WHO, KLYF, KSO and KIOA. WHO has a slight edge in both male and female 18+ and KGGO has the lead in teens with KIOA, KMGK and KRNQ also getting a share there. Some hangouts in the market include The Filling Station, Smugglers Inn and Uncle Sam's. Concert halls are the Vets Auditorium (14,000) and Hilton Coliseum (14,000). Thanks to Gary Stevens and the folks at KIOA and Jim Stewart of KC14 for aid in this compilation.

AM

KCBC	1390	AOR
KIOA	940	Top 40
KRNT	1350	MOR
KSO	1460	Country
KWKY	1150	Country
WHO	1040	Talk/News
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	Soft Rock
KRNQ	102	Oldies
WOI	90.1	Block (Public)



DETROIT, MICH.

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: Hyatt Regency, Dearborn and Detroit Plaza. COST OF LIVING: Regular gasoline 58c; 1 bedroom apt \$210 furn \$175 unfurn; state sales tax 5%. SALARIES: DJs earn from \$15,000-\$100,000/year. SUMMARY: WJR owns the market, speaking in total numbers pulling a 14.1 in last book. WRIF was second there with a 7.3. WRIF pulled top teen numbers, edging WDRQ 23.9 to 18.3. Big news in this market so far this year is the purchase of WCAR by Golden West Broadcasters. Rumor on the street is that the station will change from its all-news format to personality-MOR, sometime in September. Also, Lee Abrams comes in and takes over W-4. Radio people like The Mushroom, Archibald's and Yesterday's at the Sheraton for hangout places. Hottest place at press time was The London Chop House. Restaurants are Joe Mure's and others in The Greektown District. Tons of concerts here, held at such places as Cobo Hall (12,000), Pontiac Stadium (86,000) and Olympia Stadium (17,000)...Summers aren't too bad here... fairly mild...Winters? Let's talk about something else....Thanks to Herb McCord of CKLW for aid in this compilation.

AM

CKLW	800	Top 40	WHND	560	Oldies
WBRB	1430	MOR	WIID	1090	Black/Ethnic
WCAR	1130	All News	WJLB	1400	Black
WCHB	1440	Black	WJR	760	News/MOR/Sports
WDEE	1500	Country	WNIC	1310	Beautiful
WEXL	1340	Religious	WWJ	950	News/Talk
			WXYZ	1270	Adult Contemp

FM

CKLW	93.9	Mod Cnty	WLDM	95.5	MOR
WABX	99.5	AOR	WMUZ	103.5	Religious
WCAR	92.3	Gold (auto)	WMZK	97.9	Ethnic
WDRQ	93.1	Top 40	WNIC	100.3	Adult Contemp
WGPR	107.5	Black/Jazz	WQRS	105.1	Classical
WMJC	94.7	Soft Rock	WRIF	101.1	Tight AOR
WJR	96.3	Beautiful	WWJ	97.1	Beautiful
WJZZ	105.9	Jazz	WWWW	106.7	AOR

DULUTH, MINN – SUPERIOR, WIS.

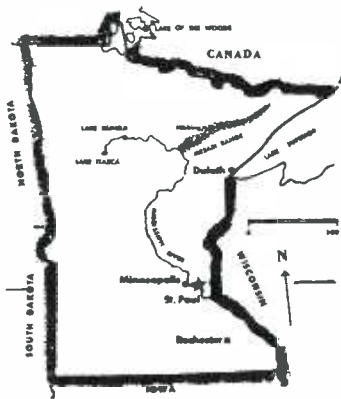
RANK - 129. **POPULATION**: Metro 218,300/Total 371,600 (Mixed). **ECONOMY**: Mining, forest products, outdoor recreation, world port, manufacturing distribution center for the upper Midwest, Duluth is also an important medical center. **HOME OF**: University of Minn-Duluth, University of Wisconsin-Superior, College of St. Scholastica-Duluth, Duluth AFB. **RECOMMENDED ACCOMMODATIONS**: Radisson Duluth, Edgewater East & West. **SPECIAL PLACES OF INTEREST**: Spirit Mountain recreation area for skiing and camping, Port of Duluth with ocean vessels, taconite mines, north shore of Lake Superior, Lift Bridge, Duluth ship canal. **COST OF LIVING**: Med-High; high taxes, regular gasoline 55c; 1 bedroom apt \$225 furn \$185 unfurn; state sales tax 4%. **SALARIES**: DJs average around \$150-\$250/week. **SUMMARY**: Super city in the summertime with average daytime temperature of 75 and nighttime of 55. We won't talk much about the winters, except to say that people go to Alaska to get warm. Lake Superior is the center of this city's activity. One of the world's largest ports is located here and there is a lot of water sports going on. The city is booked solid in the summertime by tourists. Wintertime also brings tourists with a ton of skiing, especially at the Spirit Mountain Ski Resort. Jay Scott has come in as Program Director of WEBC...about the only personnel change. Audience-wise, KDAL leads in overall numbers with a 20.2; second place is a general toss-up between WKKQ, WEBC and WAKX-FM. WEBC edges out WAKX-FM for top teen numbers, but the two grab 80% of that area together. Hangouts in town are The Pickwick, Top of the Harbor (Radisson-Duluth) and The Bellows. A couple of good restaurants are The Chinese Lantern and Grandma's. Concerts are held at the Duluth Arena Auditorium. Thanks to the staff of KDAL and Jay Scott of WEBC for aid in this compilation.

AM

KAOH	1390	Country
KDAL	610	MOR
WAKX	970	Top 40
WDSM	710	Country
WEBC	560	Top 40
WELY	1450	MOR/Country
WEVE	1340	MOR
WHLB	1400	MOR
WKKQ	1080	Country (Day)
WMFG	1240	MOR
WWJC	850	Religious

FM

WAKX	98.9	Top 40
WGGR	105.5	Beautiful
WIRN	107.1	MOR
WMFG	106.3	MOR



EL PASO, TX.

ETHNIC: 58% Spanish surname. **ECONOMY:** Clothing, cotton, oil and gas, cattle. **HOME OF:** Fort Bliss, Biggs Field, Holloman Air Force Base, White Sands Missile Range, Air Defense School for NATO allies, El Paso Comm. College, U.T.E.P. **SPECIAL PLACES OF INTEREST:** Carlsbad Caverns, White Sands, Ruidoso Ski Area, Juarez, Old Fort Bliss, Sun Bowl, Cavalry Museum, all within a couple of hours drive! **RECOMMENDED ACCOMMODATIONS:** Granada Royale, Sheraton. **COST OF LIVING:** High; 1 bedroom unfurn apt \$225 and up!; no state income tax, 5% state sales tax. **SALARIES:** DJs earn from \$3/hr. to \$1500/month. **SUMMARY:** KSET goes country on FM and KISO goes gospel on AM. El Paso is a lovely place in many ways and unusual in the fact that over half the population is Spanish. To top it off, Juarez practically joins El Paso right across the border. Growth rate here is super heavy. Winters are mostly mild, but it does get hot in the summertime. Some locally preferred restaurants include The Nantucket Lobster Trap, The Wharf, Cattlemen's Steak House and Miguel's. There's a heavy number of young people here and that means good concert business...some special places include El Paso County Coliseum (12,000), The Sun Bowl (30,000) and The Civic Center (3,300). Thanks to KELP for aid in this compilation.

AM

KAMA	1060	Spanish
KELP	920	Top 40
KHEY	690	Country
KINT	1590	Top 40
KISO	1150	Gospel
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	Country
KTSM	99.9	Top 40
KTEP	88.5	Jazz/Classical
ZHEM	103.5	AOR



ERIE, PA.

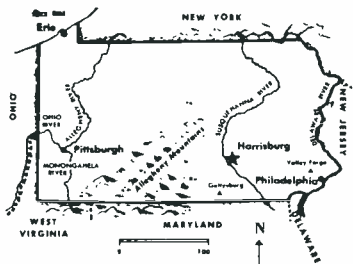
RANK - 127. **POPULATION**: Metro 220,000/Total 381,800 (Black 6%). **ECONOMY**: Tourism, General Electric, Hammermill Papers. **HOME OF**: Gannon College, Mercyhurst College, Behrend College, Villa Maria College, Edinboro State College, U.S. Coast Guard Station. **SPECIAL PLACES OF INTEREST**: Presque Isle State Park, 11 miles of beautiful sandy beaches, average weekend draw at the park during the summer is 90,000, Perry Monument, Flagship Niagara, Wayne Blockhouse. **RECOMMENDED ACCOMMODATIONS**: Hotels and restaurants abound, but on weekends in the summer, "no vacancy" signs are common. **COST OF LIVING**: Gasoline 58.9-61.9c; state taxes are second highest in the nation. **SALARIES**: DJs earn around \$150-\$225/week. **SUMMARY**: WWGO changes from country to a soft rock format and WWYN goes automated country. Larry Garrett becomes GM and Bill Shannon promoted to PD of WCKK/WWGO. While WLVU has the overall numbers in the market, they are followed closely by WCKK. Teen-wise, it's WCKK pulling a 51.4 in last Arbitron. Erie is the only lake port in Pennsylvania...hence it's a heavy resort town. The concert facility is Erie County House (5,000). Thanks to Bill Shannon of WWGO for help in this compilation.

AM

WJET	1400	Top 40
WRIE	1330	MOR
WWGO	1450	Soft Rock
WWYN	1260	Country (Auto)

FM

WCKK	103.7	Top 40
WLVU	99.9	Beautiful
WMDI	102.3	AOR



EUGENE, OREGON

RANK - 118. POPULATION: Metro 198,500/Total 408,200. ECONOMY: Education, lumber, wood products, tourists. HOME OF: The University of Oregon. RECOMMENDED ACCOMMODATIONS: Eugene Hotel, Country Squire, Village Green, Valley River Inn. COST OF LIVING: Regular gas 58c; 1 bedroom apt \$200 furn, \$150 unfurn; no state sales tax. SALARIES: In general, rather low, \$400-\$1600/month, average \$600. SUMMARY: Eugene is noted as one of the most progressive cities in the country and received TIME Magazine's 1st place award for quality living for cities this size. The only major change we can find in this market's radio is new owners at KATR...more of a progressive country sound. Latest ratings show KBDF in the total numbers lead...but KUGN is only .7 behind and KPNW AM-FM show good numbers overall also. KBDF grabbed a 60.0 in teens. Thanks to Paul Larson of KATR for aid in this brief compilation.

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

KMBC	94.5	Religious
KFMY	97.9	Progressive
KPNW	99.1	Beautiful
KSND	93.1	Beautiful
KZEL	96.1	Progressive



EVANSVILLE, IND.

RANK - 116. POPULATION: Metro 237,600/Total 416,900 (Black 5%). ECONOMY: The economy is basically industrial. The Whirlpool Corporation has it's largest plant in Evansville and the Mead Johnson & Co. has its national headquarters there. Other industries include Alcoa, Babcock Wilcox, Bucyrus Erie (excavating machinery). HOME OF: The University of Evansville, Indiana State University at Evansville, Indiana Vocational Training Center. RECOMMENDED ACCOMMODATIONS: Executive Inn, Jackson House and major chains. PLACES OF INTEREST: Mesker Zoo, Museum of Fine Arts. COST OF LIVING: Regular gas 59c; 1 bedroom apt \$200 furn, \$150 unfurn; state sales tax 4%, not on food. SALARIES: DJs average \$700-\$1200/month. SUMMARY: Buddy Scott has just become PD of WGBF as Jim Wood becomes corporate PD for Metro. WIKY is now doing an automated soft rock format. WIKY-FM has the overall ratings in the market by one point over WGBF. Those two stations take over 50% of the market. WGBF pulled an 80.5 in teens in the last book. Winters here aren't too bad. For some reason they get a little less snow than most places around them. Across the border from Evansville is Henderon, Ky., making them actually twin cities. For clubs try Funky Disco or The Stage Door and for restaurants, recommended are Funky's Cork and Cleaver and the restaurant at The Executive. Thanks to Buddy Scott of WGBF for aid in this compilation.

AM

WGBF	1280	Top 40
WIKY	820	MOR
WJPS	1330	Talk/MOR
WROZ	1400	Mod Country

FM

WIKY	104.1	Soft Rock (Auto)
WVHI	105.3	Gospel



FAYETTEVILLE, N.C.

POPULATION: Metro 53,510/Total 241,000 (Black 25%).
ECONOMY: Fort Bragg, Pope Air Force Base, Kelly Springfield Tire Company, Black and Decker Power Tools, Rohm and Haas Chemical Prod. Firm, DuPont. **HOME OF:** Methodist College, Fayetteville State University. **RECOMMENDED ACCOMMODATIONS:** St. James Inn, Bordeaux Motor Inn, Sheraton. **SPECIAL PLACES OF INTEREST:** Fayetteville Little Theatre, Fayetteville Museum of Art, Fort Bragg. **COST OF LIVING:** Regular gasoline 58c; 1 bedroom apt \$180 unfurn \$200 furn; cost of living is average but housing is stiff. **SALARIES:** DJs average \$600-\$1000/month. **SUMMARY:** While there is no Arbitron ratings here per se, there is a special pull out of the Raleigh book, but it hadn't been released by RQR press time. Charles Larson is the new GM of WFLB. WFNC is said to be going all news until noon. The city is situated only 45 miles from Raleigh and is primarily a military town. The weather is good in the winter...they had no snow last one. It's hot and humid however. A couple of recommended restaurants are the Barn and Canton Station. Clubs happening include The Sawmill and The Cellar. Thanks to Larry Cannon of WFLB and Paul Michaels of WFNC for aid in this compilation.

AM

WFAI	1230	Country
WFLB	1490	Top 40
WFNC	940	Mod Country
WIDU	1600	Black
WFBS	1450	Top 40

FM

WQSM	98.1	Top 40 (Auto)
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FLINT, MICH.

RANK - 64. POPULATION: Metro 405,600/Total 871,900 (Black 7%). ECONOMY: Automotive industry, chemicals, paper products. HOME OF: University of Michigan-Flint, Mott Community College, General Motors Institute. RECOMMENDED ACCOMMODATIONS: Holiday Inn, Sheraton. PLACES OF INTEREST: Alfred P. Sloan Museum, Art Museum, Longway Planetarium, Crossroads Village. COST OF LIVING: Regular gas 59c; state sales tax 4%; 1 bedroom \$240 furn \$200 unfurn. SALARIES: DJs average \$150-\$350/week. SUMMARY: Peter Cavanaugh has been upped from PD to VP-GM of WTAC and Fred "Boogie" Brian takes his place as PD. Joe Wade has just taken over as PD and MD of WFDF. In last Arbitron WFDF had overall top numbers followed closely (2.5 points) by WJR out of Detroit. WMGZ pulls a good close third place as well. WTAC has the teens about the same margin over WAMM. Some of the places mentioned to hang out here are Mikatam Lunge in Genesse and Mr. Gibby's Disco. The concert halls are IMA Auditorium (5,800) and the Pine Knob (18,000). Only a short distance from Detroit the winters are murder, but summers make up for it...lots of great lakes around...plenty of recreation. Thanks to Peter Cavanaugh, WTAC; Joe Wade, WDAF and Joe Krause, WWCK for aid in this compilation.

AM

WAMM	1420	Black (day)
WFDF	910	MOR
WKMF	1410	Country
WLQB	1570	Gospel/Beautiful (day)
WTAC	600	Top 40/Prog
WTRX	1330	Adult Contemp

FM

WFBE	95.1	Block (Public)
WGMZ	107.9	Beautiful
WWCK	105.5	AOR



FT. LAUDERDALE-HOLLYWOOD, FLA.

RANK - 51. **POPULATION:** Metro 693,300/Total 2,289,500, (Black 12%, Spanish 2%). **ECONOMY:** Major economical supports are tourism, banking and light industry. **HOME OF:** Broward Comm College, Nova Univ., Ft. Lauderdale Univ. **RECOMMENDED ACCOMMODATIONS:** Behiamar, Hilton on the Beach, Executive House. **SPECIAL PLACES OF INTEREST:** Ft. Lauderdale Beach, Oceanworld, Birch State Park, Port Everglades. **COST OF LIVING:** Super high cost during the season; regular gasoline 57c; state sales tax 4%; no income tax; 1 bedroom apt \$210 furn, \$185 unfurn. **SALARIES:** DJs average \$175-\$300/week. **SUMMARY:** Broward County is a super growing area...influx from Dade County is incredible. County has a super young very active audience. Y-100 has just been sold to Norm Wain and Company. WSRF has gone to an AOR format, more familiar stuff however than WSHE, its sister FM'er. David St. John is new WSRF PD. WLYF out of Miami with its beautiful music format takes over top numbers, just barely edging out WHYI (Y-100). Y-100 pulled a 36.8 in teens ...nobody is close to that. Some biz hangouts include J. W. West, Bubbas, The Castaways and Jack Oranda's. Jack Oranda's is a country club restaurant, and it's the place...there are tons of famous radio-music-Jack Oranda's stories. Some other good restaurants include the Mai Kai, Stans (on the water), Tony Roma's...and others. One surprising note about this county...note the very small Spanish population. Thanks to Gary Granger of WSHE for aid in this compilation.

AM

WAVS	1190	All News (Day)
WEXY	1520	MOR (Block - day)
WFTL	1400	MOR
WGMA	1320	Country
WLOD	980	MOR (Day)
WRBD	1470	Black (Day)
WSRF	1580	AOR

FM

WAXY	97.3	Oldies
WCKO	102.7	Black
WGLO	106.7	Beautiful
WHYI	100.7	Top 40
WSHE	103.5	AOR



FORT WAYNE, INDIANA

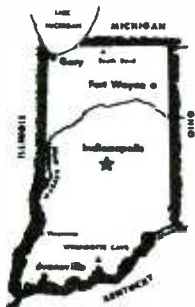
RANK - 51. POPULATION: Metro 295,900/Total 1,186,200 (Black 11%). ECONOMY: Manufacturing is the major industry; 50 companies have their home offices here, including International Harvester's Truck Division and General Electric. HOME OF: Indiana/Purdue University and eight other colleges. RECOMMENDED ACCOMMODATIONS: Marriott, Airport Hilton. COST OF LIVING: Regular gasoline 61c; 1 bedroom apt \$160 unfurn; state sales tax 4%; state income 2%. SALARIES: DJs average \$170/week. SUMMARY: Only format change in past six months is the move of WGL from MOR to soft rock. While WOWO leads in overall numbers, it's a four way race for top spot with WMEE 44.4 and WPTH 26.7. City is 110 miles from Indianapolis, 200 from Cincinnati and 150 miles from Chicago. However, outside stations aren't much of a factor. City gets cold winters and hot and humid summers...there's an abundance of lakes in the area for recreation. Minor league hockey is popular here...A couple of restaurants are The Wharf and The Moon Raker. Concerts are held at the Embassy Theatre, Memorial Coliseum and Scottish Rite Auditorium. Thanks to John Spangler of WMEE for aid in this compilation.

AM

WFWR	1090	Beautiful
WGL	1250	Soft Rock
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 - 77. POP: Metro 358,200/Total 707,300 (Black 5%, Spanish 24%). ECONOMY: Agriculture is the main support, also a major wine area. HOME OF: Cal State Univ Fresno, Pacific College, Lamore Naval Base. RECOMMENDED ACCOMMODATIONS: Fresno Hilton, Airport Marina. SPECIAL PLACES OF INTEREST: Wine tasting rooms. COST OF LIVING: Reg gas 62c; 1 bdrm apt (furn) \$195 (unfurn) \$180; state sales tax 6%. SALARIES: DJs ave \$600 to \$1500/month. SUMMARY: There are new owners at KFIG and they have moved to an automated soft rock format. Supposedly, there will be a new FM station on the air shortly with the call letters KKDJ, but no word on what that format will be. KYNO-AM is tops in the market overall, pulling a 16.3 with KMJ number two with a 10.2. KYNO owns the teens as well with a 52.0 in the last book. KYNO-FM is left as the only pure AOR type station. . . lots of soft rock. Fresno is located right in the center of the state, half way (4 hrs) between LA and San Francisco. There's hot weather in the summer time and nice weather (a little cool) in the winter. There's a lot of recreation around Fresno. . . Yosemite is only an hour away and there's good skiing there. Hangouts include the Airport Marina, Smugglers Inn and the Fresno Hilton. The Refectory and Stanley's are good restaurants. Concerts are at the Warners Theatre (3,000) and Selland Arena (8,000). Thanks to Mike Novak of KYNO for aid in this compilation.

AM

KARM	1430	Country
KBIF	970	Religious
KEAP	980	Country
KFRE	940	MOR
KGST	1600	Spanish
KIRV	1510	Beautiful
KMAK	1340	Country
KMJ	580	MOR
KXEX	1550	Spanish
KYNO	1300	Top 40

FM

KFRY	101.9	Beautiful (Auto)
KFIG	101.3	Soft Rock (Auto)
KFYE	93.7	Soft Rock
KKNU	102.7	Beautiful
KMJ	97.9	Classical
KYNO	95.5	AOR



GRAND RAPIDS, MICH.

RANK - 56. POPULATION: Metro 445,100/Total 1,004,100 (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 gasoline 57.9c; state sales tax 4%; stiff state income tax. SALARIES: DJs average \$150-\$300/week. SUMMARY: "GR" has been fairly stable over the last six months. Note that WZZR has moved to more of a top forty format...changes happening there at press time. WMLW is now on the air with an automated soft rock programming. Last Arbitron showed WOOD-FM with a 15.8 and WOOD-AM with a 13.1 in total persons. The teens are divided between WGRD-FM (30.9) and WZZM (23.5). City is a good balance between white and blue collar workers...2 hours drive from Chicago. Nightlife is plentiful; try The Point After and Hoffman House. For restaurants there is the Hungry Lion and Great Lakes Steak Company. The Civic Auditorium (4500) and Grand Valley State College are heavy concert facilities. Winters, of course, are murder here ...summers hot and muggy. Thanks to Jim Francis of WLAV for aid in this compilation.

AM

KBID	92.9	Adult Contemp
KNIN	990	
KTRN	1290	
KWFT	620	
WCUZ	1230	Country
WFUR	1570	Religious
WGRD	1410	Top 40
WLAV	1340	Adult Contemp
WMAX	1480	News
WOOD	1300	MOR
WYGR	1530	Gospel/MOR

FM

KNTD	103.3	MOR/Classical
WFUR	102.9	Gospel
WGRD	97.9	Top 40
WJFM	93.7	Beautiful
WLAV	96.9	AOR
WMLW	101.3	Soft Rock (Auto)
WOOD	105.7	Beautiful
WZZR	95.7	Top 40



GREENSBORO-HIGH POINT-WINSTON-SALEM, N. C.

RANK - 60. POPULATION: Metro 395,100/Total 925,100 (Black 30%). ECONOMY: Reynolds Tobacco, Hanes, McLean Trucking, Piedmont. HOME OF: Guilford Technical Institute, 6 four-year colleges and two state supported universities. RECOMMENDED ACCOMMODATIONS: Hyatt House, Winston-Salem and major chains. SPECIAL PLACES OF INTEREST: Winston-Salem R. J. Reynolds Tobacco, Tanglewood Steaplewood Natural Science Center, Greensboro County Park and Zoo, Old Salem, Schlitz Brewery. COST OF LIVING: Regular gasoline 56c; 1 bedroom unfurn \$180 furn \$220. SALARIES: DJs earn between \$160-\$275/week. SUMMARY: Super competitive market...only major change in listing is WURL from news to MOR. In last Arbitron WTQR took overall numbers in Greensboro-High Point with a 10.2 and WSJS took the Winston-Salem market with an overall 23.1. It's a tight battle for the teens...in Greensboro-High Point WCOG has a 22.4 and WRQK pulls 20.7. WAAA has skyrocketed to a 25.0 in teens in Winston-Salem. WTOB still is second there with a 19.4. WSEZ will be increasing its power to 100,000 watts very shortly. Some restaurants to try are Staley's, Sam's Gourmet and The Carriage House. Concerts are at Greensboro Coliseum (10-13,000) Groves Stadium and Benton Convention Center. Thanks to Jay McDaniel of WAIR and the folks at WKZL for aid in this compilation.

AM

WAAA	980	R&B
WAIR	1340	Top 40
WPGD	1550	Religious
WSJS	600	Adult Contemp
WTOB	1380	Top 40
WURL	1500	MOR

FM

WKZL	107.5	AOR
WSEZ	93.1	Top 40
WTQR	104.1	Country (Auto)



GREENVILLE—SPARTANBURG, S. C.

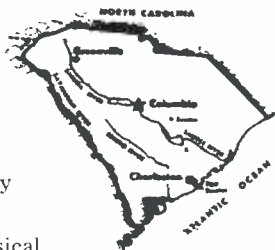
RANK - 54. POPULATION: Metro 424,200/Total 1,052,300 (Black 16.6%). ECONOMY: The major manufacturing companies (accounting for the economic support in the area) are Fiber Industries, GE, Dan River, Inc., J. P. Stevens, Michelin Corp., Deering Milliken, Union Carbide, Daniel Construction, Texize, Stone Mfg. HOME OF: Clemson University, Furman University, Bob Jones University, several junior colleges. RECOMMENDED ACCOMMODATIONS: Golden Eagle, Thunderbird. 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%. SALARIES: DJs average \$150-\$350/week. SUMMARY: Steve McCoy becomes new PD at WORD...WGXL goes on the air as the market's fifth FM. WFBC takes overall numbers in last ratings. Teens-wise it is super competitive. Listen to these numbers: WQOK, 22.9; WORD, 18.6; WFBC, 15.7; WHYZ, 12.9; and WFBC-FM, 11.4. If you're here, some restaurants to try are the Cork 'n Cleaver, Ye Old Fireplace, Talk of the Town and Peddler's Steak House. Some hangout clubs include The Brickyard and Greenville. City has warm summers and mild winters. The people are conservative and sports are a major interest. The Greenville Memorial Auditorium (8000) is the concert hall. Thanks to Steve Chris of WQOR for aid in this compilation.

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	Adult Contemp
WSPA	950	MOR

FM

WESC	92.5	Beautiful/Country
WFBC	93.7	MOR
WGXL	100.5	Beautiful
WMUU	94.5	Block/Relig/Classical
WSPA	98.9	Beautiful



HARTFORD, CT.

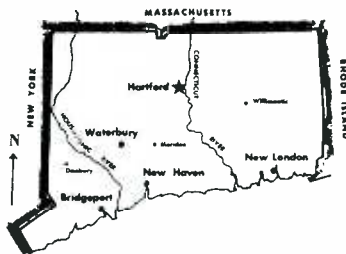
RANK - 52. POPULATION: Metro 568,200/Total 2,377,200 (Black 6%). ECONOMY: Aircraft products, firearms, Government and, of course, insurance. HOME OF: Univ. of Connecticut, Univ. of Hartford, Connecticut College for Women, Trinity College. RECOMMENDED ACCOMMODATIONS: Sheraton, Hilton, Ramada Inn, Holiday Inn. COST OF LIVING: Regular gasoline 61c; 1 bedroom apt \$240 furn \$200 unfurn; state sales tax 7%. SALARIES: DJs average \$200-\$500/week. SUMMARY: Jay Clark comes in from WPRO to take over as Operations Manager of WTIC. WRCQ-AM and WRCH-FM have been sold. Market is competitive right after WTIC gets theirs. WTIC pulled an overall 25.6 and in second place...WRCH pulling a 9.4. The rest of the market is right behind. The teen market is closer...WDRC has a 22.7 and WAQY pulls an 18.9. This is a beautiful area...plenty of outdoor activity just a short distance away...winter or summer. The concert facilities are the Hartford Civic Center (12,000), Bushnell Auditorium (3,000) and Bushnell Park in the summer. Thanks to Jim English for help in this compilation.

AM

WCCC	1290	AOR
WDRC	1360	Top 40
WEXT	1550	Country
WKND	1480	Black
WPOP	1410	All News/CBS
WRYM	840	Ethnic
WTIC	1080	MOR/Talk
WRCQ	910	Oldies

FM

WCCC	106.9	AOR
WDRC	102.9	AOR
WHCN	105.9	AOR
WKSS	95.7	Beautiful
WLVH	93.7	Spanish
WRCH	100.5	Beautiful
WTIC	96.5	Top 40



HONOLULU, HAWAII

RANK - 79. POPULATION: Metro 557,000/Total 686,300 (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, Ilikiai, Hyatt Regency. SPECIAL PLACES OF INTEREST: Too many to list! The most obvious is Waikiki Beach and the various neighboring islands. COST OF LIVING: Regular gasoline 68c; 1 bedroom apt \$280 furn \$250 unfurn; state sales tax 4%; food very expensive. SALARIES: DJs salaries range from minimum wage to the highest paid DJ in the world. SUMMARY: There are actually 129 islands in the state of Hawaii. Honolulu is on Oahu. Hawaii (the big island), Maui and Kauai add to that to make up the four main islands. Latest ratings here show KKUA over KGMB in total persons, 19.6 to 15.8. Teen-wise, it's KKUA with a 50.0 to 27.8 for KORL.

AM

KAHU	940	Country
KAIM	870	Religious
KCCN	1420	Hawaiian
KGMB	590	MOR
KGU	760	MOR
KHVH	1040	News
KIKI	830	Progressive/MOR
KIOE	1080	Disco
KKUA	690	Top 40
KMVI	550	Adult Contemp
KNDI	1270	Hawaiian
KOHO	1170	Japanese
KORL	650	Top 40
KPOI	1380	Beautiful
KUMU	1500	Beautiful
KZOO	1210	Japanese

FM

KAIM	95.5	Religious
KHSS	97	Beautiful
KQMQ	93.1	AOR
KPOI	97.5	Beautiful
KUMU	95.7	Beautiful



HOUSTON, TX.

RANK - 13. POPULATION: Metro 1,752,800/Total 2,377,200 (Black 26%). ECONOMY: Health care, industry, shipping, agriculture, petroleum, chemicals, insurance. HOME OF: Rice University, University of Houston, TSU, St. Thomas University Houston Baptist College. RECOMMENDED ACCOMMODATIONS: Shamrock Hilton, Houston Oaks. PLACES OF INTEREST: Galleria, Astrodome, Astro-World, The Summett, Museum of Modern Art. COST OF LIVING: Regular gasoline 55c; 1 bed room apt \$225 unfurn \$250 furn; state sales tax 5%. SALARIES: DJs average \$800-\$2500/month. SUMMARY: KAUM switches over from AOR to Adult Contemporary...KRLY becomes an AOR station. KLYX changes call letters to KMJQ and drops all news in favor of a black orientation format. Lee Abrams is now consulting KRLY and KBRE widens its playlist in favor of more LP cuts. The ratings battle here is phenomenal. No one owns the market. The top five stations in the last Arbitron in total person shares KYND (9.0), KMJQ (8.6 in their first book), KTRH (7.6), and a tie between KENR and KRBE both with a 6.5. Teen-wise it's KRBE with a 21.1 and KRLY pulling an 18.2. Houston is a lovely fairly new looking city super hot and humid in the summertime, but of course, the winters are mild. It did snow about an inch, 7 years ago...threw the city into panic. Restaurants you might like are Brenner's, Brennan's (for Sunday brunch) and Kathan's (seafood). Concerts are held at the Music Hall (3,500) the Summit (18,000) and Sam Houston Coliseum. The Astrodome is seldom used...but does have a concert now and then...it will hold about 60,000. Thanks to Bruce Johnson of KAUM for aid in this compilation.

AM			FM		
KCOH	1430	Black	KAUM	96.5	Adult Conte
KENR	1070	Country	KIKK	95.7	Country
KEYH	850	News	KILT	100.3	AOR
KILT	610	Top 40	KLEF	94.5	Classical
KLVL	1430	Spanish	KLOL	101.1	Progressive
KNUZ	1230	Country	KMJQ	102.1	Black
KODA	1010	Beautiful	KODA	99.1	Beautiful
KPRC	950	Talk	KQUE	102.9	MOR
KTRH	740	Talk	KRBE	104.1	Top 40
KULF	790	Adult Conte	KYND	92.5	Beautiful
KXYZ	1320	Adult Conte	KRLY	93.1	AOR
KYOK	1590	Black	KYND	92.5	Beautiful

HUNTINGTON - ASHLAND, W. VA.

RANK - 93. POPULATION: Metro 236,600/Total 520,700 (Black 3%). ECONOMY: Oil, steel. HOME OF: Marshall University. RECOMMENDED ACCOMMODATIONS: Holiday Inn, several here. COST OF LIVING: Reg gas 58c; 1 bedroom apt (unfurn) \$160, (furn) \$190; state sales tax 5%. SALARIES: DJs average \$100-\$225/wk. SUMMARY: There'll be a new civic center opening here this fall. . .seats 9,000. . .concerts come to town. After a long time Chris Robbins left WKEE. . . he went to WTCR as PD and Jim Forbes came to take the PD spot at WKEE. WGNT has a slight edge in overall numbers, but WHEZ, WKEE, WKEE-FM and WTCR aren't that far behind them. WAMX has a 37.8 in teens with WKEE-FM pulling a 22.2 and WKEE-AM and WGNT getting their share also. Check out the French Tavern and the Rebels and Redcoats if you're here for the evening. Ironton by the way is a third city in the close area. . .smaller than Huntington or Ashland. It's hot in the summertime and the humidity is murder. To top it off, with all the industry the air pollution is bad as well. Thanks to WKEE and WTCR for aid in this compilation.

AM

WCFM	1340	Top 40
WGNT	930	MOR
WIRO	1230	Block/MOR
WKEE	800	Top 40
WTCR	1420	Country
WWHY	1470	Country

FM

WAMX	93.7	Top 40
WCAK	92.7	Country
WEMM	107.9	Religion
WHEZ	103.3	Beautiful
WITO	107.1	Country (auto)
WKEE	100.5	Top 40



INDIANAPOLIS, INDIANA

RANK: 29. POPULATION: Metro 930,900/Total 1,822,00 (Black 12%) ECONOMY: Major employers are transportation equipment, electrical machinery, other machinery, pharmaceuticals and chemicals and jet engines. Also the state capital. HOME OF: Army Finance Center, Fort Benjamin Harrison, Butler U Indiana Central U, Purdue. RECOMMENDED ACCOMODATIONS: New Downtown Hyatt House, Downtown Hilton, Hilton Airport, Pendleton Pike Sheraton. PLACES OF INTEREST Indianapolis Museum of Art, Indianapolis Motor Speedway James Whitcombe Riley Home, Indiana Childrens Museum Burdon-On-The-Lake Shrine. COST OF LIVING: Regular gas 59c; 1 bedroom apt. \$185, 2 bedroom apt. \$205; State sales tax 4%. SALARIES: DJs average \$175-900 weekly. SUMMARY: It's been a changing first half for this market. WIFE-FM remains off the air...no word on when it will return. Jerry Kunkel and Jack Armstrong are both gone from WIFE-AM. Three newsmen exit the station as well...WNDE went through a complete staff change; John Piccirillo is the new GM, Dave Parks...operations manager. Word is that WFBQ (Q-95) will be going live AOR.. could bring some reaction from WNAP-FM but that's all conjecture at this point. WIBC leads the market overall but right behind them comes WXTZ, WNAP, and WIRE. The teens have got to be at least a bit mixed up with all the changes in the market. In the last Arbitron, WNAP had a 23.9 there, followed by WNDE with a 20.5 and WIFE and WTLC both pulling a 15.3. Weather is extreme here...not one of the garden spots of the country. Last winter was murder with cold and snow...land is flat so no skiing around. Summers? The ever popular hot and humid. Heavy concert town...note Exposition Center (13,000), the State Fair Ground Coliseum (15,000), and Market Square Arena (18,000)...Town is full of great restaurants...Key West, Stouggers, La Tour, King Cole and Chanteclair are just a few of the good ones. Hangouts for the radio music folks include Friday's, Munchies, Stouffers Grog Shop, Lucifers, and Marriot Driftwood Room. Just one side note; this is where the AFRTS guys are trained...huge school here. Thanks to Chris Conner of WNAP and Dave Parks of WNDE for aid in this compilation.

AM			FM		
WATI	810	Beautiful	WFBQ	94.7	Top 40 (Auto)
WBRI	1500	Religious	WFMS	95.5	Prog. Country
WIBC	1070	Adult Conte	WNAP	93.1	AOR/Top 40
WIFE	1310	Top 40	WTLC	105.7	Black
WIRE	1430	Country	WXTZ	103.3	Beautiful
WNDE	1260	Top 40			
WNTS	1590	Religious			
WXLW	950	MOR			

JACKSONVILLE, FLORIDA

RANK - 66. POPULATION: Metro 552,700/Total 830,100
 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: St. Augustine is 30 miles away, it has Ripley's Believe It Or Not, Fountain of Youth, beaches!!, Amelia Allen Plantation, Fort Caroline. COST OF LIVING: Regular gasoline 54c; 1 bedroom apt \$180 furn, \$145 unfurn; state sales tax 4%. SALARIES: DJs average \$10-\$25,000/year. SUMMARY: Marc Driscoll leaves PD slot at WAPE; replaced by Steve Rivers there. Chuck Martin is now PD at WIVY. WJAX has just recently changed to an AOR format from oldies. Stan and Sis Kaplan should be on the air shortly with a new FM in the area. WKTZ-FM took total persons numbers in last Arbitron, but it's a tight race with WAPE, WIVY and WPDQ just a point or two behind them. The teens are torn three basic ways...WIVY 26.1, WAPE 23.9 and WPDQ 23.9. City has a very busy night life with places like The Other Place, Someplace Else and Zachary's. Lots of concerts here as well in places like Memorial Auditorium (50,000). Recommended restaurants are The Foxfire Inn, Sandy's Steer Room and The Turle Inn. Thanks to Steve Rivers of WAPE, Butch Piker of WJAX-FM and Pete Owen of Pete Owen Productions for aid in this compilation.

AM

WAPE	690	Top 40
WBIX	1010	Religious
WCGL	1360	Beautiful
WERD	1400	Gospel
WEXI	1280	News
WJAX	930	MOR/News
WJNJ	1600	MOR
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	AOR
WJNJ	104.9	MOR
WKTZ	96.1	Beautiful
WQIK	99.1	Country



JACKSONVILLE, FLORIDA

RANK - 66. POPULATION: Metro 552,700/Total 830,100
 ECONOMY: Aside from being a port city, Jacksonville's major
 economical support ties 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 AC
 ACCOMMODATIONS: Foxfire Inn, Turtle Inn. SPECIAL PLACES
 OF INTEREST: St. Augustine, 30 miles away, it has Ripley's
 Believe It Or Not, Fountain of Youth, beaches!! Amelia Aller
 Plantation, Fort Caroline COST OF LIVING: Regular gasoline
 54c; 1 bedroom apt \$180 furn \$145 unfurn; state sales tax
 4%. SALARIES: DJs average \$10-\$25,000/year. SUMMARY:
 Marc Driscoll leaves PD slot at WAPE; replaced by Steve Rivers
 there. Chuck Martin is now PD at WIVY. WJAZ has just re-
 cently changed to an AOR format from oldies. Stan & Sis
 Kaplan should be on the air shortly with a new FM in the area.
 WKTZ-FM took total persons numbers in last Arbitron, but
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 Inn, Sandy's Steer Room and The Turtle Inn. Thanks to Steve
 Rivers of WAPE, Butch Piker of WJAX-FM and Pete Owen of
 Pete Owen Productions for aid in this compilation.

AM

WAPE	690	Top 40
WBIX	1010	Religious
WCGL	1360	Beautiful
WERD	1400	Gospel
WEXI	1280	News
WJAX	930	MOR/News
WJNJ	1600	MOR
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	AOR
WJNJ	104.9	MOR
WKTZ	96.1	Beautiful
WQIK	99.1	Country



KANSAS CITY, MISSOURI

RANK - 22. POPULATION: Metro 1,055,700/Total 2,253,800 (Black 16%). 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 ACCOMODATIONS: Crown Center, Alameda Plaza, Raphael. SPECIAL PLACES OF INTEREST: Nelson Gallery-Atkins Museum, Conservatory of Music, Starlight Theatre, Kansas City Philharmonic Orchestra. COST OF LIVING: Regular gasoline 58.9c; 1 bedroom apt \$210 furn \$190 unfurn; state sales tax 4%. SALARIES: DJs average \$11,000/year non-union, \$20,000/year union. SUMMARY: Tom Barsanti comes into KCMO and the station starts leaning a little more toward a top forty sound, though they still might be considered adult contemporary. Al Casey is in at WHB, so should be hearing more from that station. Randy Michaels comes in to WDAF as they move to a country format from their adult contemporary. In last ratings KMBZ came on like never before, pulling an overall 18.3. Their nearest competition in totals is KMBR with an 11.1. Top teen station in town is KBEQ with a 32.8. Kansas City, situated right on the Kansas-Missouri border is a super growing city...traffic problems are getting worse all the time. Cold winters and hot and humid summers are the rule. There's not a whole lot of outdoor recreation, although the Ozarks are only 150 miles away. Being a big beef town, KC is noted for its steak places...you might try the Colony Steak House, The Golden Ox or The Plaza Three. The major concert halls are the Kemper Arena (17,000), Municipal Auditorium (12,000), Bartle Hall (22,000) and Arrowhead Stadium (1,000,000). Thanks to Al Casey for WHB for aid in this compilation.

AM			FM		
KAYQ	1190	Mod Coun	KBEQ	104.3	Top 40
KBEA	1480	MOR	KCKN	94.1	Country
KBIL	1140	Country	KMBR	99.7	Beautiful
KCCV	1510	Religious	KPRS	103.3	Black
KCKN	1340	Country	KUDL	98.1	Soft Rock
KCMO	810	Top 40	KWKI	93.3	AOR
KCNW	1380	News	KXRT	96.5	Classical
KMBZ	980	Adult Con	KYYS	102.1	AOR
KPRT	1590	Black	KCEZ	94.9	Beautiful
WDAF	610	Country			
WHB	710	Top 40			

KNOXVILLE, TENNESSEE

RANK - 71. POPULATION: Metro 357,500/Total 768,900 (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, Flannagan's. **SPECIAL PLACES OF INTEREST:** Smokey Mountain Nat'l Park, Tenn Valley Authority Lakes, American Museum of Atomic Energy, Zoo. **COST OF LIVING:** Reg gas 57c; 1 bedroom apt (furn) \$185, (unfurn) \$160; state sales tax 4½%; city sales tax 2%; no state income tax. **SALARIES:** DJs average \$150-259/wk. **SUMMARY:** WBIR changes from all news to MOR. WKVQ is now religious. WRJZ changed over to a tight top forty sound and grabbed overall ratings in last Arbitron. They had a total 18.1 to 14.3 for WEZK. WRJZ grabbed a 54.1 in teens. Knoxville is a beautiful place to live. . .right in the Smokeys. . .lots of manufacturing around however, which gives it an industrial look in parts of the city. City is super sports crazy. Some good restaurants are Regas and The Orangerie. Concert facilities include the Knoxville Civic Auditorium (7500), Stokley Athletic Center (13,500) and Neyland Stadium (84,000). Thanks to Eddie Roy at WNOX and Vic Rumore for aid in this compilation.

AM

WBIR	1240	MOR
WRJZ	620	Top 40
WIVK	850	Country
WJBE	1430	Black
WKGN	1340	AOR
WKXV	900	Religious
WNOX	990	Adult Contemp
WKVQ	1490	Religious
WSKT	1580	Religious

FM

WBIR	103.5	Country
WEZK	97.5	Beautiful Music
WIVK	107.7	Country
WOKI	101	Contemp



LANSING — E. LANSING, MICHIGAN

RANK - 19. POPULATION: Metro 350,600/Total 528,300 (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 capital 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, state capital bldg. COST OF LIVING: Regular gasoline 57c; 1 bedroom apt \$150 unfurn \$250 furn. SALARIES: DJs average \$175-\$275/week. SUMMARY: Paul Christie is now consulting WFMK, and they've changed to a soft rock format. Last Arbitron shows WVIC-FM with a 13.1 for top total persons numbers. WJR out of Detroit is second in totals with an 8.4. Teens belong to WVIC-FM...pulled a 54.4 in last book...only station in double figures. This, of course, is a super college and super sports town with Michigan State being here. Weather is warm and humid in the summer, and you know about the winters...toughies. City is an hour and a half from Detroit and very active. Hangouts are Dooley's, Coral Gables, Huddle, Beggar's Banquet and Ikey Joe's. Rick Steele can be found at the Cinema X. Some recommended restaurants are Casanova's and Longs. Thanks to Cliff Carey, Dave Lange and Rick Steele of WILS and Jim Walton of WITL for aid in this compilation. Special thanks to Rick for taking time out from his movie.

AM

WILS	1320	Top 40
WITL	1010	Country
WVIC	730	Top 40
WJIM	1240	MOR

FM

WFMK	99.1	Soft Rock
WILS	101.7	AOR
WITL	100.7	Mod Country
WJIM	97.5	Beautiful
WVIC	94.9	Top 40/AOR



LAS VEGAS, NEVADA

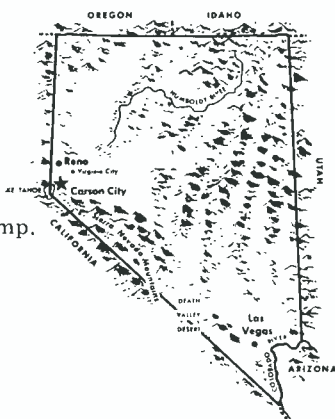
RANK: 149. **POPULATION:** Metro 260,000/Total 260,00. **ECONOMY:** Gambling, Entertainment, Tourism. **HOME OF:** Nellis AFB, Univ. of Nevada, Clark County Comm College. **RECOMMENDED ACCOMODATIONS:** Caesar's Palace, Grand Hotel, The Dunes, The Plaza. **SPECIAL PLACES OF INTEREST:** Hoover Dam, MGM and Hilton Hotels, Lake Mead, Mt. Charleston with skiing about 40 minutes away. **COST OF LIVING:** Regular gas 58c; 1 bedroom apt \$210 furn, \$185 unfurn; state sales tax 3%. no state income tax. **SALARIES:** DJs average \$650 to \$1200 monthly. **SUMMARY:** KBMI drops its all news format for an automated soft rock. KVEG changes to KNUU and drops its progressive country for all news. KENO-KENO-FM is now on the air with an AOR format. Dave Anthony is new PD of KLUC. Chip Austin is the new PD of KLAV. Four stations fight for top overall numbers with KENO taking a slight edge over KFMS, KORK-FM, and KRAM. KENO beats KFMS in teens 33.9 to 20.3. This of course is an amazing town to live in...situated in the middle of the desert, there's still plenty of water sports in the summer and in the winter time, interestingly enough despite the warm weather in Vegas itself, good snow skiing just 30 minutes away. Summers are super hot, but the weather is constantly dry. The Alladin theatre for the Performing Arts (7500) houses major concerts acts. What's if really like to liver here? Get away from the strip and it's just like any other town...people are a little more conservative than you'd expect. Thanks to Dave Anthony of KLUC and Chip Austin of KLAV for aid in this compilation.

AM

KBMI	1400	Soft Rock (Auto)
KDWN	720	Adult Contemp.
KENO	1460	Top 40
KLAV	1230	MOR
KLUC	1140	Top 40
KNUU	970	All News
KORK	920	MOR
KRAM	1340	Country
KVOV	1280	Black

FM

KENO	92.3	AOR
KFMS	101.9	Adult Contemp.
KLUC	98.5	Top 40
KORK	97.1	Beautiful
KXTZ	94.0	Beautiful



LEXINGTON, KENTUCKY

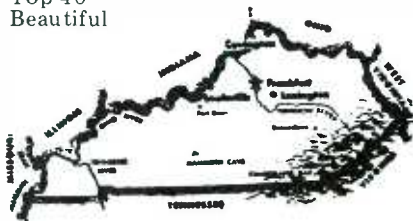
RANK - 92. POPULATION: Metro 231,900/Total 522,000. (Black 12.3%) ECONOMY: University of Kentucky, IBM, Thoroughbred horses. HOME OF: University of Kentucky, Transylvania College, Georgetown College, Bluegrass Army Depot. RECOMMENDED ACCOMODATIONS: Hyatt Regency Downtown, Campbell House Inn, Springs Motel, Holdity Inns, of course, all over the place. PLACES OF INTEREST: Lexington Center, including 23,000-seat Rupp Arena opening within the year, Kenneland Race Course, Red Mile Harness track, Thoroughbred horse farms throughout area (city is home of Seattle Slew). COST OF LIVING: relatively high; \$195/month for decent unfurnished 1 bedroom apt.; taxes, depending on section of city, dirt cheap. SALARIES: DJs range is \$150-350 weekly. SUMMARY: The word from everybody is that this has been an unusually stable six months for this market. Competition between stations is high of course. WVLK leads in overall numbers with a 19.8 followed by WLAP-AM, WLAP-FM and WVLK-FM. WLAP-FM took a gigantic jump in teens this last Arbitron, with a 42.5 there. This is a very lovely, rapidly growing city situated some 65 miles from Louisville. Summers here aren't too bad. Winters can get a little rough on occasion as they did last year. There are a lot of lakes around and so the outdoor recreation is wide-spread. Some recommended restaurants are Columbia's Steak House and John Postlewaite's Tavern. There are some good concert facilities here such as Rupp Arena (23,000) and the Opera House, which is small but considered an excellent and beautiful facility. Thanks to Jim Rivers of WBLG and Dan Reynolds of WLAP for aid in this compilation.

AM

WAXU	1580	Country
WBLG	1300	Adult Contemp.
WVLK	590	Adult Contemp.
WLAP	630	Adult Contemp.

FM

WAXU	103.1	Country
WBKY	91.3	Block (Ed)
WKQQ	98.1	AOR
WLAP	94.5	Top 40
WVLK	92.9	Beautiful



LINCOLN, NEBRASKA

ECONOMY: University, state government, insurance. **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 Capital Building. **COST OF LIVING:** Regular gasoline 59c; 1 bedroom apt \$210 furn \$180 unfurn; state sales tax 3½%; city sales tax 1%. **SALARIES:** DJs average \$175-\$250/week. **SUMMARY:** Market has been relatively stable over the past six months with KFOR pulling total 17.5, followed by KFMQ with a 16.0. KLMS grabbed a 50.0 in teens. City is dry on Sundays, in case you're in town there and need something to help you fly Kamikaze Airlines. City is super sports minded...U of Nebraska is serious about football. Some recommended restaurants are Chesterfield's, Gyro's Sandwich Shop...Hangout for the biz is The Distillery. Concerts are held at Pershing Municipal Auditorium (8,000) and University Sports Arena (15,000). Thanks to Ray Farrington of KFMQ for aid in this compilation.

AM

KECK	1530	Country
KFOR	1240	MOR
KLIN	1400	MOR
KLMS	1480	Top 40

FM

KBHL	98.3	Gospel
KFMQ	102	AOR
KFOR	102.7	MOR/Top 40
KHAT	106.3	Country
KLIN	107.3	Beautiful



LITTLE ROCK—NO. LITTLE ROCK, ARKANSAS

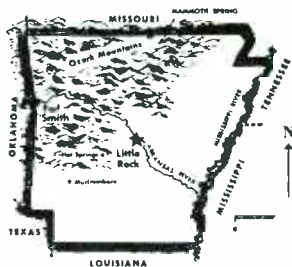
RANK - 71. POPULATION: Metro 299,700/Total 835,300. (Black 18%). ECONOMY: Major employers are agriculture, state, local and federal government, manufacturing and mining. HOME OF: University of Central Arkansas, University of Arkansas at Little Rock, Little Rock Air Force Base. RECOMMENDED ACCOMMODATIONS: Americana, Camelot, Holiday Inn. COST OF LIVING: Regular gas 54-60c; 1 bedroom apt. furn \$185, unfurn. \$165; state income tax and 3% sales tax. SALARIES: Djs average \$115-400/week. SUMMARY: Bill Hilton is the new PD at KKYK. KLAZ stormed the overall ratings in this last book, moving from a 16.6 to a 22.0 in total numbers. Back about 9 points or so in a close race for second are KLRA, KEZQ, KALO and KAAV. KLAZ grabbed a 51.9 in teens for top spot there. Some recommended spots for the evening here are Tramp's, Cajun's Wharf, John Barleycorn's, Jacques & Suzanne's. Winters can get awful here, despite the fact that it's so far south...watch the ice storms...likewise hot and humid in the summer. Some of the concert halls are Barton Coliseum (10,000) and Robinson Auditorium (26,000). Thanks to Dick Downes of KAAV for aid in this compilation.

AM

KAAV	1090	Top 40
KALO	1250	Black/Disco
KARN	920	News/Block
KLRA	1010	Country
KSOH	1050	Religious
KOKY	1440	Black
KXLR	1150	Country

FM

KKYK	013.7	Adult Contemp.
KEZQ	94.1	Beautiful (Auto)
KKYK	013.5	Adult Contemp.
KLAZ	98.5	Top 40
KXXA	96	News



LOS ANGELES—LONG BEACH—ANAHEIM, CA

RANK - 3. POPULATION: Metro 6,985,500/Total 10,140,100 (Black 20%, Spanish 20%). ECONOMY: In addition to the entertainment industry, the L.A. 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 gasoline 60c; 1 bedroom apt \$260 furn \$210 unfurn; sales tax 6%. SALARIES: DJs make \$250/week to \$150,000/year. SUMMARY: For this city it has been a relatively stable first six months. We can't find one station that changed call letters, and that has never happened in our memory in a period this long. There were changes...John Rook came in to KFI, a station that you can hear forever, especially at night...and he took it top forty. KFOX was recently sold, and we might look for changes there with new owners. It's "underground radio" return at KROQ, what with The Rabbitt and Steven Clean back there...we'll see. Of course the overpopulation of top forties continues to have its effect. Rochelle Staub is in at KIIS; Charlie Tuna's moved across the street back to his L. A. alma mater, KHJ. Michael Spears has whizzed down from S. F. to PD KHJ, and he has certainly changed the sound of that station. Ten-Q continues to cook across the street with a top forty sound. Bob Hamilton (the ugly one) comes into KRTH as PD, and they're listening to new records over there, so the strict oldies format appears to be going away. Billy Pearl and Tom Greenlee moved over from KRLA to KIQQ, and that station is sounding a bit different. Jim Maddox leaves KDAY for Houston and J. J. Johnson takes PDship there. Tom Yates split the PD job at KLOS and GM Winneman has yet to name a PD replacement. Eric Chase by the way, formerly PD of K-100 is MD at KFI. Those are just a few of the changes in this very stable market. L. A. is one of the few markets that has four Arbitrons a year; they're in one at press time. The spring book showed KABC getting even stronger in overall numbers with a 7.8. KBIG was second there with a 6.4. Teen-wise KHJ continues to lead with a 13.1 with KDAY second, pulling a 9.6 and KTNQ third with a 9.0. KIQQ was next with an 8.4. The Hollywood restaurant scene is still heavy in the radio-music biz at Roy's, Martoni's, Hamburger Hamlets on Sunset, Cathay de Grande, Carlos and Charlie's and Musso and Frank's (especially lunch). The Roxy, The Starwood and The Troubador are still happening rock and roll spots. Concert places most popular are The Forum (18,600), Universal Amphitheatre (5,500), Santa Monica Civic Auditorium (3,000), Long Beach Arena (14,500), Greek Theatre (4,400), Anaheim Convention Center

(8,800) and Anaheim Convention Center (8,800). The weather, of course, here is warm...the traffic is about as bad as you can imagine...the smog is absolutely intolerable to humans adapted to oxygen...gets worse all the time. Tell it like it is. Thanks to a whole bunch of folks, especially Chuck Thagard of Columbia Records for aid in this compilation.

AM

KABC	790	Talk	KIEV	870	Talk
KALT	1430	Spanish	KIIS	1150	Adult Conte
KBRT	740	MOR	KKAR	1220	Spanish
KDAY	1580	Black	KLAC	570	Country
KEZY	1190	Top 40	KMPC	710	Adult Cont
KFAC	1330	Classical	KNX	1070	News
KFI	640	Top 40	KPOL	1540	MOR
KFOX	1280	Mod Countr	KRLA	1110	Oldies
KFWB	980	News	KROQ	1500	Progressive
KGfJ	1230	Black	KTNQ	1020	Top 40
KGIL	1260	Adult Conte	KWIZ	1480	Adult Conte
KHJ	930	Top 40	KWKW	1300	Spanish

FM

KBCA	105.1	Jazz
KBIG	104.3	Beautiful
KEZY	95.9	AOR
KFAC	92.5	Classical
KGBS	97	Country (Auto)
KGIL	94.3	Soft Rock
KIQQ	100.3	Top 40
KHOF	99.5	Religious
KJLH	102.3	Black/Jazz
KJOI	98.7	Beautiful
KIIS	102.7	Top 40/AOR
KLOS	95.5	AOR
KLVE	107.5	Spanish
KMET	94.7	AOR
KNAC	105.5	AOR
KNX	93.1	Soft Rock
KOST	103.5	Beautiful
KPFK	90.7	Block (Public)
KPOL	93.9	Soft Rock
KPPC	106.7	Gospel/Ethnic
KRTH	101.1	Oldies/Top 40
KUFM	94.3	Religious
KUTE	101.9	Jazz/Black



LOUISVILLE, KENTUCKY

RANK - 33. POPULATION: Metro 718,400/Total 1,628,200 (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. SPECIAL PLACES OF INTEREST: Churchill Downs, Ohio River, Bernheim Forest, Kentucky Fair and Exposition Center, Louisville Downs, The Belvedere, The River City Mall Clock (the face has a computerized race track, which runs once a day at noon, local gamblers [and old ladies] gather at noon to place bets.) COST OF LIVING: Regular gasoline 68c; 1 bedroom apt \$210 furn \$185 unfurn; state sales tax 5%; state income 6%. SALARIES: DJs average from \$10-\$50,000/year. SUMMARY: Super tight race for the numbers in this town...In total persons 12+ in last Arbitron, WAVE 12.0, WQHI 11.3, WLRS 11.0, WHAS 9.9, WAKY 8.9, WVEZ 8.0. The battle for the teens is equally bad. WLRS has a 26.6 to WQHI's 19.5, WAKY's 16.4 (drop for them), WLOU 14.1, (huge increase) and WKLO 12.5 (drop for them). Word is that Johnny Randolph will be leaving the PD-MD slot at WAKY, moving into a new position with the station. Louisville is a super beautiful town in most parts. Of course, Derby week and the Kentucky Derby is the big event here. Hangouts for the biz are Harlow's, Peter Outlaws, Bennigan's and The Troubador. Some recommended restaurants are Old House, The New Orleans House and Not Quite Cricket. Thanks to Moon Mullins of WINN and Bob Moody and Coyote Calhoun of WAKY for aid in this compilation.

AM

WAKY	790	Top 40
WAVE	970	MOR
WFIA	900	Religious
WHAS	840	MOR
WHEL	1570	Religious/Block
WINN	1240	Country
WKLO	1080	Top 40
WLOU	1350	Black
WREY	1290	Block
WTMT	620	Country
WXVW	1450	Oldies/Block

FM

WCSN	99.7	Beautiful
WVEZ	106.9	Beautiful
WLRS	102.3	AOR
WSTM	103.1	Disco
WQHI	95.7	Top 40 (Auto)
WAMZ	97.5	Country (Auto)



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 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 65c; 1 bedroom apt \$160 unfurn \$185 furn; state sales tax 4%. SUMMARY: This is one of the hipper of the smaller markets in the U.S., mainly because of the influence of the record business here. You can walk into any club or hang out and expect exceptional entertainment. According to our reports, there has been little changes in the market. Exceptions are the fact that WCRY-AM is now WDDO, and it's going toward black orientation audience. There are rumored changes at other stations but nothing confirmed at press time. Last ratings showed WDDO taking the total persons 12+ in the first book, with a 17.2. Somebody obviously guessed right. Not too far behind are WMAZ-AM, WMAZ-FM and WIBB. Teen-wise, it was a tie between WDDO and WMAZ-FM...they combined for over 60% of that audience. This is a very beautiful area, with a lot of greenery and a very weird atmosphere of southern tradition and cosmopolitan-type attitudes. Include Warner-Robbins (15 miles from Macon) in this market. For an evening of rock and roll check out Grant's Lounge. Restaurants of course, include the Green Jacket and Kegs. For larger concerts there is the Coliseum (13,000). Thanks to Steve Murphey and Bill Powell of WMAZ for aid in this compilation.

AM

WAVC	1350	Religious
WBML	1240	Country
WDDO	900	Black
WDEN	1500	Country
WIBB	1280	Black
WMAZ	940	Adult Contemp
WNEX	1400	Top 40
WQCK	1600	Mod Country

FM

WCRY	107.9	Beautiful
WDEN	105.3	Country
WMAZ	99.1	Top 40 (Auto)
WRBN	101.7	Adult Contemp



MADISON, WISCONSIN

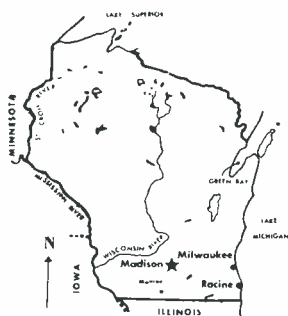
RANK - 111. POPULATION: Metro 253,000/Total 435,400 (Black 1.5%). ECONOMY: Oscar Mayer, government, insurance most of all. HOME OF: The University of Wisconsin. PLACES OF INTEREST: Capital Building, University, three large lakes within the immediate area of the city. COST OF LIVING: Gasoline 54.9c; 1 bedroom apt \$200 furn \$180 unfurn; housing is a problem; sales tax 4%; graduated state income tax. RECOMMENDED ACCOMMODATIONS: Sheraton Inn, The Concourse, Howard Johnsons. SALARIES: DJs earn about \$150-\$210 /week. SUMMARY: This market is super competitive as evidenced by battle between WISM (42.4) and WZEE (39.4) for the teens. In overall Arbitron numbers WTSO edges out WIBA with WISM and WZEE ranking third and fourth respectively. Carl Como has just come in as GM of WISM. Dean Osborne has become GM of WWQM. Abrams/Burkhart has recently taken over WYXE. WMAD has changed to WWQM, but maintained their oldies (automated) format. With heavy college population (continues to skyrocket in enrollment) and beautiful lakes and greenery in surrounding area this is a very active market. They have a brand new giant mall opening up in November '77. City is 84 miles from Milwaukee and 125 from Chicago, but are bothered little by those bigger market stations in pulling listeners. Some restaurants to try are Hoffman House and Poole's. Concerts are held at the Coliseum (10,000). Thanks to Carl Como and Jim McBean of WYXE for aid in this compilation.

AM

WIBA	1310	MOR
WISM	1480	Top 40
WTSO	1070	Country
WWQM	1550	Oldies (Auto)

FM

WIBA	101.5	AOR
WISM	98.1	Adult Contemp
WLVE	94.9	Beautiful (Auto)
WMAD	106.3	Country
WYXE	92.1	AOR
WZEE	104.1	Top 40 (Auto)

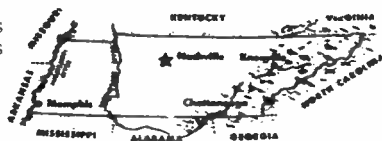


MEMPHIS, TENNESSEE

RANK - 28. POPULATION: Metro 686,500/Total 1,849,800 (Black 39%). 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 gasoline 59c; 1 bedroom apt \$240 furn \$190 unfurn; sales tax 1½%; no state income tax. SALARIES: DJs make /week to \$60,000/year. SUMMARY: There haven't been a whole lot of changes in the past six months here. Tommy Charles is now programming WMPS and Mike Powell is PD of -FM. Latest ratings from the spring Arbitron show WHBQ gaining its old numbers, pulling to lead in overall 13.7 to 11.8 over WKIA. WLOK has an 11.6 and WEZI an 11.2 in total persons 12+. WHBQ leads in teens with both WLOK and WMC-FM getting their share of that market. The Memphis music business changes are beginning to settle down here...attitudes by the folks seem positive. This is a city with fairly mild winters as compared to Buffalo, but they can do you in with ice storms, etc. Summers are about as hot and humid as you'd want, and there are more protestant churches on Memphis street corners than service stations. Restaurants include The Pyrenees, Four Flames, Justin's and Hugo's. The Mid-South Coliseum is most used for concerts (11,000). Thanks to Tim Riley and the folks at WMPS for aid in this compilation.

AM

KSUD	730	Religious
KWAM	990	Religious
WDIA	1070	Black
WHBQ	560	Top 40
WLOK	1340	Black
WMC	790	Country
WMPS	680	Top 40
WMQM	1480	Country
WREC	600	Adult Contemp
WWEI	1430	Talk



FM

KWAM	101.1	Country/Gospel
WEZI	105.9	Beautiful
WHRK	97.1	Disco
WMC	99.7	AOR
WQUD	104.5	Adult Contemp
WZXR	102.7	Country

MIAMI—FT. LAUDERDALE—HOLLYWOOD, FLORIDA

RANK - 17. 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, Nova University. RECOMMENDED ACCOMODATIONS: Fountain Bleau, Newport and tons of others. PLACES OF INTEREST: The Beach, Seaquarium, Jai-Alai, Oceanworld, Everglades, The Bass Museum, Lowe Museum. COST OF LIVING: Housing is expensive; 1 bedroom apt \$200 unfurn; state sales tax 1%. SALARIES: DJs earn from \$200/week-\$35,000/year. SUMMARY: Big shocker...after many years as PD OF WQAM, Jim Dunlap has exited...Tom Birch is new PD there. Joel Denver has taken PD position at 96-X, replacing Jerry Clifton...WHYI in Ft. Lauderdale has just been sold. Note that WTMI has added jazz to their format. Don Hamlin left GM spot at WGBS. The Miami (only) book shows Spanish WQBA with an overall 17.7...several stations vie for second place there with numbers below 6.0. WMJX has the teens in that Arbitron with a 29.4, followed by WHYI with a 19.8 and WEDR pulling an 11.7. In the Miami-Ft. Lauderdale-Hollywood market Arbitron, WQBA is again the leader, pulling an 11.0, followed by WHYI with an 8.0...(total numbers)...WHYI is the top teen station with a 27.1 followed by WMJX (96-X) with a 24.6. This, of course, is a wonderful place to live with super weather all year 'round...gets hot in the summer...but there's that ocean and Miami Beach. Incidentally, there is a very good chance that gambling is going to be legalized shortly. Already, Jai-Alai, horse and dog racing are big. Radio-music hangouts include Shark and Tarpin, Whale and Sail and The Exeuctive Club. A couple of good restaurants are Dan Dowdes Steak House, Tony Roma's, The Forge and Joe's Stone Crabs. Thanks to Tom Moore of WAXY for his aid in this compilation.

AM			WVCG	1080	Beautiful
WAVS	1190	News	WWOK	1260	Mod Country
WEXY	1520	MOR			
WFAB	990	Spanish	FM		
WFTL	1400	Beautiful	WAIA	97.3	MOR
WFUN	790	Beautiful	WAXY	106	Oldies (Auto)
WGBS	710	MOR	WCKO	102.7	Black/Gospel
WGMA	1320	Country	WCMQ	92.1	Spanish
WINZ	940	News	WEDR	99.1	Black
WIOD	610	MOR/Old	WGLO	106.7	Beautiful
WKAT	1360	News/Talk	WHYI	100.7	Top 40
WLOD	980	MOR	WIGL	107.5	Adult Contemp
WMBM	1490	Black	WINZ	94.9	Progressive
WOCM	1450	Spanish	WLYF	101.5	Beautiful
WQAM	560	Top 40	WMJX	96.3	Top 40
WQBA	1140	Spanish	WSHE	103.5	AOR
WRBD	1470	Black	WTMI	93.1	Classical/Jazz
WRHC	1550	Spanish	WWWL	93.9	Adult Contemp
WSRF	1580	AOR	WYOR	105.1	Beautiful

MILWAUKEE, WISCONSIN

RANK - 32. POPULATION: Metro 1,152,000/Total 1,745,500
 ECONOMY: Manufacturing—diesel and gasoline engines, out-board 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: Hilton Inn, 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 55c; 1 bedroom apt \$200 furn \$175 unfurn; sales tax 4%. SALARIES: DJs average around \$125-\$300/week. SUMMARY: This has always been a super competitive radio market. WTMJ continues as overall total persons 12+ leader pulling a 16.2 last time around, followed by WISN with an 11.8. WOKY edged out WZUU-FM for teen numbers...23.7 to 20.5 in spring Arbitron. City is situated 90 miles from Chicago...winters are cold and snowy...gets hot in the summertime. City is a big sports town... Green Bay Packers are their own. A couple of hangouts include The Fritz and Pal Joey. Concerts are held at the Performing Arts Center, Milwaukee Auditorium, Milwaukee Arena and Alpine Valley Music Theatre. Thanks to Judy Baumann of WZUU for aid in this compilation.

AM

WAWA	1590	Black
WBKC	1470	MOR
WEMP	1250	Country
WISN	1130	Ad Contemp
WNOV	860	Black
WOKY	920	Top 40
WRIT	1340	News
WTMJ	620	MOR
WYLO	540	Ethnic
WZUU	1290	Adult Contemp

FM

WAWA	102.1	Black
WBCS	102.9	Country
WBKU	92.5	MOR
WBON	107.7	Religious
WEZW	103.7	Beautiful
WFMR	98.3	Classical
WISN	97.3	Beautiful
WNUW	99.1	Beautiful
WKTI	94.5	Top 40
WQFM	93.3	AOR
WZMF	98.3	AOR
WZUU	95.7	Ad Contemp



MINNEAPOLIS—ST. PAUL, MINNESOTA

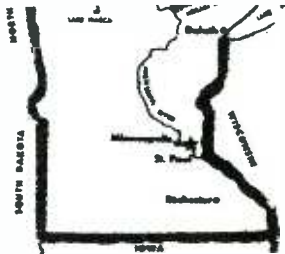
RANK - 14. POPULATION: Metro 1,602,600/Total 2,829,900 (Black 3%). **ECONOMY:** Major economical support lies in electronics, food processing, machinery, fabricated metals, garments, graphic arts, finance, insurance. **HOME OF:** University of Minnesota, Augsburg College, Minneapolis College of Art and 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; 1 bedroom apt \$225 furn \$200 unfurn; sales tax 4%. **SUMMARY:** If there is one thing to know about in this market, it's WCCO, the most phenomenally successful radio station in any given market. They take total persons 12+ share with a 27.9, followed unclosely by WCCO-FM and KDWB (tie) with 6.2. The station is as much a tradition as radio ever had. Teen-wise, however, KDWB has a 29.5 for tops there, followed by KSTP with a 14.3 and KDWB-FM pulling a 13.2. Lee Abrams has just come into the market over at KQRS. Chuck Roberts worked as interim PD at WDGY and is now gone. Rumors are that Storz, old-line top forty could be changing formats soon. Otherwise, the market remains stable with its incredible number of lakes offering boating and fishing in the summer and ice-skating, ski mobiling and skiing in the winter. Winters are long and cold here...summers short and coolly sweet. Hangouts for the very active radio folks are Don The Beachcomber and Raddison South. Heavy concert city...Met Center (18,000), Orchestra Hall (4,000) and St. Paul Civic Center (20,000). Thanks to John Sebastian of KDWB for aid in this compilation.

AM

KDAN	1370	Country
KDWB	630	Top 40
KEEY	1400	Beautiful
KQRS	1440	AOR
KRSI	950	Auto-Country
KSTP	1500	Top 40
KTCR	690	Mod Country
KUXL	1570	Talk/Black
WDGY	1130	Top 40
WCCO	830	MOR/News
WWTC	1280	News
WJSW	1010	Ethnic /For. Lang.
WLOL	1330	Mod Country

FM

KDWB	101.3	Top 40
KEEY	102.1	Beautiful
WCCO	102.9	MOR
KTCR	97.1	Country
KTIS		Religious
KSTP	94.5	Adult Contemp
KRSI	104.1	Country
KQRS	92.5	AOR
WAYL	93.7	Beautiful
WLOL	99.5	Beautiful



MOBILE, ALABAMA

RANK - 78. POPULATION: Metro 313,000/Total 700,800 (Black 30%). ECONOMY: Tourism, shipbuilding, chemicals, paper products, cement, oil, aircraft. 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 Jr. Miss Pageant. COST OF LIVING: Regular gasoline 60c; 1 bedroom apt \$165 unfurn \$190 furn; sales tax 6%. SALARIES: DJs average between \$150-\$180/week. SUMMARY: WABB is back on top in latest Arbitron...They pulled a 15.7 on AM and 14.6 with their FM in total numbers. WBLX is third with a 10.4. Station also controls the teens with FM grabbing a 28.5 and AM getting 26.0. Note call letter changes on WKSJ...now WXLK. As formerly pointed out, Mobile is the original Mardi Gras city. The beaches are beautiful here...plenty of fishing and boating. The city is growing very fast. Some hangouts include Bocaccio's, Dr. Wong's and Crockmeiers. Constantines is a recommended restaurant. Thanks to Gary Mitchell of WABB and Lee Moore of WABB-FM for aid in this compilation.

AM

WABB	1480	Top 40
WGOK	900	Black
WKRK	710	MOR
WLIQ	1360	Country
WMOB	840	MOR
WMOO	1550	Gospel
WUNI	1410	Country
WXLK	1270	Top 40 (Auto)

FM

WABB	97.5	AOR
WBLX	92.6	Black
WGOK	92.1	Black
WKRK	99.9	Hit Parade
WKSJ	94.9	Country
WLPR	96.1	Beautiful



MONTGOMERY, ALABAMA

RANK - 99. **POPULATION**: Metro 194,800/Total 492,800 (Black 37%). **ECONOMY**: Montgomery's economic base is agriculture and military and state government. **HOME OF**: Alabama State University, Huntington College, Alabama Christian College, Auburn University-Montgomery, Troy State-Montgomery, Maxwell AFB, Gunter AF Station. **RECOMMENDED ACCOMMODATIONS**: Governor's House Motel, Downtowner, Holiday Inns, Airport Inn, Ramada Inn, Sheraton. **PLACES OF INTEREST**: State Capitol Complex, First White House of Confederacy, Union Station, the General Richard Montgomery Riverboat (daily excursions), State Archives and History Building. **COST OF LIVING**: Medium range, with regular gasoline 54c; state sales tax 7% and 1 bedroom apt \$170 unfurn \$200 furn. **SALARIES**: DJs earn from minimum wage to \$250/week. **SUMMARY**: WLSQ came on the air in June, replacing what was WRMA. They are currently running a Q-top forty type format. WHHY-FM has gone live, calling themselves Y-102 (tight AOR). WQIM is also on the air now with automated top forty. In last Arbitron, WHHY showed their strength with a 29.1 in total numbers. Nearest competitor is WXVI with a 14.0. Teen-wise it's WHHY with a 45.5 over WXVI's 24.2. This city, 90 miles from Birmingham got a couple of snows last winter...highly unusual. Summers are hot...southern humidity. Some night spots to try are Coach's Corner, T. P. Crockmeirs, Desparado's, Dr. Sages. A couple of good concert facilities here are Garrett Coliseum (13,000) and the Civic Center (8-15,000). Thanks to Cyril Brennan of WBAM and Larry Stevens of WHHY for aid in this compilation.

AM

WBAM	740	Mod Country
WCOV	1170	MOR
WETU	1250	Country
WHHY	1440	Top 40
WMGY	800	Religious
WPXC	1400	Mod Country
WQTY	1000	MOR/Talk
WRMA	950	Adult Contemp
WXVI	1600	Black

FM

WHHY	101.9	AOR
WFMI	98.9	Beautiful
WKLH	92.3	AOR
WMGZ	103.3	Beautiful



NASHVILLE, TENN.

RATE - 42. POPULATION: Metro 610,000/Total 1,324,400 (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: Spence Manor, Holiday Inns, New Opryland Hotel (opening in January). PLACES OF INTEREST: Opryland, Grand Ol' Opry, State Capital, Hermitage (home of Andrew Jackson), The Parthenon. COST OF LIVING: Regular gasoline 59c; 1 bedroom apt \$200 furn \$165 unfurn; sales tax 6%; no state income tax. SALARIES: DJs average \$150-\$300/week. SUMMARY: Market has had a bunch of changes over the past six months. WHIN has switched over to a country format. John Patton and Stu Bowers both leave WMAK. Chris Hampton comes in to PD WMAK and Bear Bradley becomes the new MD there. Ted Johnson is leaving WSM-FM...no replacement named for him yet. John Davis is the new PD at 92-Q (WBYQ). Alan Dennis returns to his old spot as AM drive at WMAK. WKDA-FM changes call letters to WKDF. WLAC is now the big gun here. Latest ratings show them increasing to a total persons share of 14.5. Second then in the market is soft country WSIX-FM and WVOL, both with a 9.2. Teen-wise WLAC has a 36.4 and WKDF is second with a 22.4. Note that WHIN-FM has also switched over to a top forty format. Nashville, of course, is a great music town...not just for country but for all kinds of music. There are at least 75 active recording studios and Music Row is one music biz place after another. Winters can be crummy, as evidenced by the last one...and if you aren't used to southern humidity look out when you come here in the summer. Night life is active to say the least. There is the Exit Inn and The Pickin' Parlor just to name a couple. A couple of restaurants recommended are Mario's, the Peddler Steak House and Friday's. Thanks to Leon Tsillis of MCA and Bart Walker of WAMB for aid in this compilation.

AM		FM			
WAMB	1190	Big Band	WBYQ	92.0	Top 40 (Auto)
WENO	1430	Country	WCOR	107.3	Talk/MOR
WHIN	1010	Country	WHIN	104.5	Top 40
WKDA	1230	Country	WKDF	103.3	AOR
WLAC	1510	Top 40	WLAC	105.9	MOR
WMAK	1300	Top 40	WSIX	97.9	Country
WMTS	810	Country	WSM	95.5	Soft Rock
WNAH	1360	Gospel	WMTS	96.3	Top 40
WSIX	980	MOR	WEZE	101	Beautiful
WSM	650	Ad Contemp			
WVOL	1470	Black			

NEW HAVEN—WATERBURY, CONN.

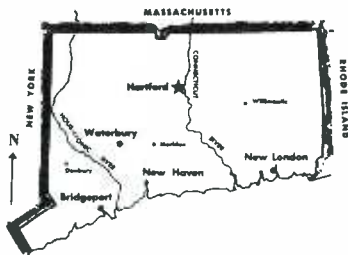
RANK - 58. POPULATION: Metro 346,800/Total 954,000 (Black 26.3%, Spanish 3.6%, large Italian-American community). ECONOMY: Major economic support from: Olin, Sargent, Armstrong Tires, Sero & Gant, Pratt-Whitney, Southern New England Telephone, Schick. HOME OF: Yale University, Southern Conn. State College, Univ. of New Haven, Quinnipiac College, Albertus Magnus College. RECOMMENDED ACCOMMODATIONS: Holiday Inn (2), Sheraton-Park Plaza, Ramada Inn. PLACES OF INTEREST: Yale University, Peabody Museum of Natural History, Shubert Theatre, East Haven Trolley Museum, Yale Repertory Theatre, Long Wharf Theatre, Shore Line beaches, Long Island Sound, take the Liberty Bell Cruise in the Harbor. COST OF LIVING: Regular gasoline 61c; 1 bedroom apt. \$195-\$235 unfurn; no state income tax. SALARIES: DJs earn around \$150-\$400/week. SUMMARY: Pete Salant is the new PD of WAVZ...Curt Hansen is the Music Director. WOWW drops it oldies in favor of adult contemporary. WCDQ is top forty now. WYBC is one of the many stations across the country who are headin' for the jazz. WELI continues to be the gun in the market...17.3 overall. WAVZ has a 26.4 in teens...WDRCFM 22.6 there. Coop de Ville is the major hangout now...For restaurants try Kasey's, Chart House, Sanforn Barn and Poor Lads. Concerts...New Haven Coliseum (11,000), Waterbury Palace Theatre (3,500), Woosey Hall (2,000). Conneticut is beautiful...if you're moving here you'll like both the winters (which are snowy but pretty) and the summers...it's green. Thanks to Pete Salant of WAVZ and Leslie Thimmig of WELI for aid in this compilation.

AM

WADS	690	MOR
WATR	1320	MOR
WAVZ	1300	Top 40
WCDQ	1220	Top 40
WELI	960	MOR
WFIF	1500	Top 40
WNHC	1340	Adult Contemp (Auto)
WOWW	1380	Adult Contemp
WWCO	1240	Top 40

FM

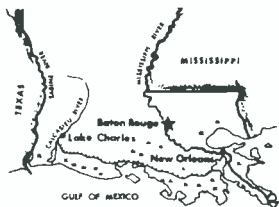
WIOF	104.1	Country
WKCI	101.2	Beautiful
WPLR	99.1	AOR
WYBC	94.3	Jazz



NEW ORLEANS, LOUISIANA

RANK - 26. POPULATION: Metro 872,300/Total 2,001,300 (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 and Louisiana State Medical Center. **RECOMMENDED ACCOMMODATIONS:** Le Richelieu, Marie Antoinette. **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 6%; income tax 2-6%; property taxes among the lowest in the nation. **SALARIES:** DJs average from \$175/week to \$50,000/year. **SUMMARY:** C. C. Courtney is the new PD at WNOE...Mike Costello takes that position at WRNO...Bob Thurgaland also at WGSO...WNPS changes to big band from modern country...WSMB pulls over-all numbers with a 9.0, but that's only slightly over a whole bunch of stations, only a couple of points below them. It's tight for the teens too...WNOE has a 17.8 for tops...followed by WYLD, WRNO, WQUE and WTIK...With the atmosphere, this is a super unique town to live in...no hype. Plenty of night life all the time...some clubs? Midtown and Country Fairmont. Hangouts for the biz? The Chart Room and The Napoleon House. Concerts? Theatre of the Performing Arts (7,500), Municipal Auditorium (7,500), the Superdome on occasion (100,000) and A Warehouse (not sure). There are so many fantastic places to eat here it's impossible to name them all...try the French Quarter...you'll freak...outside there you might enjoy Mosca's. Appreciation to C. C. Courtney of WNOE, Bobby Reno of WNOE-FM and Buzz for this compilation.

AM			FM		
WBOK	1230	Black	WBYU	95.7	Beautiful
WGSO	1280	News/Talk	WEZB	97	Beautiful
WNNR	990	Black	WNOE	101.1	AOR
WNOE	1060	Top 40	WQUE	93.3	Top 40 (Auto)
WNPS	1450	Big Band	WRNO	99.5	AOR
WSHO	800	Country	WWL	101.9	Beautiful
WSMB	1350	Talk/MOR	WXEL	105.3	Black
WTIX	690	Top 40	WYLD	98.5	Black/Jazz
WVOG	600	Religious			
WWL	870	MOR/Talk			
WYLD	940	Black			



NEW YORK, NEW YORK

RANK - 1. POPULATION: Metro 13,286,100/Total 16,847,100 (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 U. S. 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). SPECIAL PLACES OF INTEREST: Broadway, 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; sales tax 8%. SALARIES: DJs make around \$20-\$300,000/year. SUMMARY: Dennis Waters is the new PD at WRVR...station is growing. Bob Pittman is in as PD of WNBC, and there's word that a top forty battle of the giants is around the corner. WYNY is on the air with soft rock. Bill Garcia is in as PD of WXLO. The audience, of course, is super fragmented in this huge megalopolis. WABC leads in total persons 12+ in the spring Arbitron, followed by WOR with a 7.0, WBSL 5.9, WCBS 5.5 and WINS 5.1. WABC leads also in teens, pulling a 23.0 in that book. WPLJ had a 16.3 there..... WBSL a 13.3...WXLO 9.9. The restaurants here are endless...we won't try to name them. Clubs here include The Bottom Line, J. P.'s, Home and Max. Among the concert facilities are Madison Square Garden (20,000), Naussau Coliseum (15,000), Carnegie Hall, Lincoln Center and the Forrest Hills Tennis Stadium. Thanks to Glenn Morgan of WABC and Dennis Waters of WRVR for aid in this compilation.

AM			FM		
WABC	770	Top 40	WBSL	107.5	Black
WADO	1280	Spanish	WCBS	101.1	Oldies
WCBS	880	News	WKTU	92.3	Adult Contemp
WEVD	1330	Ethnic	WNCN	104.3	Classical
WHN	1050	Country	WNEW	102.7	Progressive
WJIT	1480	Spanish	WXLO	98.7	Top 40
WINS	1010	All News	WPAT	93.1	Beautiful
WLIB	1190	Caribbean	WPIX	101.9	AOR
WMCA	570	Talk	WPLJ	95.5	AOR
WNBC	660	Top 40	WQXR	96.3	Classical
WNEW	1130	Adult	WRFM	105.1	Beautiful
WOR	710	MOR	WTFM	103.5	Beautiful
WPAT	930	Beautiful	WVNJ	100.3	Beautiful
WQXR	1560	Classical	WRVR	106.7	Jazz
WVNJ	620	Beautiful	WYNY	97.1	Soft Rock
WWDJ	970	Gospel			
WWRL	1600	Black			

NORFOLK—PORTSMOUTH—NEWPORT NEWS— HAMPTON, VIRGINIA

RANK - 52. POPULATION: Metro 889,200/Total 1,110,300 (Black 24%, Other 1%). ECONOMY: Shipbuilding and repairing - port related activities, transportation, communication, government (federal, state and local), personal services (highly oriented in this area), tourism. HOME OF: Old Dominion Univ, Norfolk State College, Eastern Virginia Medical School, Thomas Nelson Comm College, Christopher Newport College, College of William and Mary and the following military bases: Langley Air Force Base, Fort Eustis, York Town Naval Weapons, Norfolk Naval Station, U. S. Coast Guard Center, Norfolk Naval Air Station, Little Creek Amphibious Base, Oceana Naval Air Station. RECOMMENDED ACCOMMODATIONS: Best Western, Sheraton, Holiday Inn, Ramada Inn and many others. SPECIAL PLACES OF INTEREST: Chrysler Museum, Naval Stations, historic homes, Azalea Gardens, St. Pauls Church, Virginia Beach, Lafayette Zoo, Yorktown Victory Center, historic Williamsburg and Jamestown, Busch Gardens. COST OF LIVING: Regular gas 56c; 1 bedroom apt \$210 furn \$180 unfurn; sales tax 4%. SALARIES: DJs average \$150-\$200/week. SUMMARY: The Bay area is a malopolis consisting of the vicinities of Hampton, Newport News Poquoson, York County Suffolk, Norfolk, Portsmouth, Virginia Beach and Chesapeake. There's plenty to see and do here. WTAR is the overall rating leader in the market according to the last Arbitron. They were a point and a half over WCMS-FM and another point over WGH in total persons. There is super competition for the teens in this young audience market...Look how close Arbitron showed the shares...WGH 19.7...WOWI 18.5...WNOR-FM 11.5....WQRK 10.8...WRAP 8.9...WMYK 8.3...The restaurants are limitless, with menus ranging from the best in local seafood to all kinds of speciality places. There are plenty of bars, clubs, beach clubs and discos...lots of live entertainment...bands, etc. There are also theatres, dinner theatres, a symphony orchestra, ballet.... and other Fine Arts productions. Thanks to Bob Canada of WGH for aid in this compilation.

AM		FM		
WCMS	1050	Mod Cnty	WBCI	96.5 Top 40 (Auto)
WCPK	1600	Oldies	WCMS	100.5 Mod Country
WFOG	1450	Beautiful	WFOG	92.9 Beautiful
WGH	1310	Top 40	WGH	97.3 Classical
WNOR	1230	Top 40	WMYK	93.7 Progressive
WPCE	1400	Black	WNOR	98.7 AOR
WPMH	1010	Religious	WQRK	104.5 Top 40 (Auto)
WRAP	850	Black	WKEZ	95.7 Beautiful
WTAR	790	Adult Con	WOWI	102.9 AOR
WTID	1270	Country (A)	WVHA	101 Beautiful
WVEC	1490	MOR	WXRI	105.0 Religious
WZAM	1110	Mod Country (Day)		



OKLAHOMA CITY, OKLAHOMA

RANK - 44. POPULATION: Metro 624,800/Total 1,315,000 (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 miles away), Tinker AFB. RECOMMENDED ACCOMMODATIONS: Lincoln Plaza, Sheraton. PLACES OF INTEREST: Cowboy Hall of Fame, Oklahoma City Zoo and many parks. COST OF LIVING: Regular gasoline 60c; 1 bedroom apt \$155 unfurn \$175 furn; state sales tax 4%. SALARIES: DJs average from minimum to \$25,000/year. SUMMARY: Bill Burkett has just become PD at WKY. Danny Williams continues to do his morning show..... thanks pard. KLPR and KATT have been sold and are simulcasting AOR at the moment but that should change with the final take-over. They're an old line country. No replacement for Tom Birch as yet at KOMA. KTOK continues as overall leader with a total persons share of 16.9. KATT blaps in, their first book is an 11.6....that's second. KOMA continues also as the teen leader with a 27.9...WKY drops to their lowest in years there...from a 25.9 to a 16.2. Winters are fairly mild...it gets cold...a bit of snow is always expected but not bad by Buffalo standards. Hot and humid in the summertime...lots of lakes nearby...easy to get to the country. Molly Murphey's House of Fine Repute is a new local hangout. Also, in the evening, try Pistaccios, The Hungry Peddler and Butterfields. Concerts happen at The Myriad (16,000) and Lloyd Noble (14,000). Thanks to Mike Mundy of WKY for aid in this compilation.

AM

KBYE	890	Religious
KJEM	800	Black
KLPR	1140	AOR
KOCY	1340	Country
KOMA	1520	Top 40
KTOK	1000	MOR/Country
WKY	930	Top 40
WNAD	640	Country

FM

KAEZ	107.7	Black
KATT	100.5	AOR
KEBC	94.7	Country
KFJL	98.9	Black
KFNB	101.9	MOR
KKNG	92.5	Beautiful
KXXY	96.1	Top 40
KOFM	104.1	Top 40
KWHP	97.7	Top 40
KGOU	106.3	AOR
KZVE	102.7	Top 40



OMAHA, NEBRASKA

RANK - 36. POPULATION: Metro 464,900/Total 1,532,100 (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. SPECIAL 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 gasoline 55c; 1 bedroom apt \$175 furn \$160 unfurn; 3½% sales tax. SALARIES: DJs average \$120-\$350/week. SUMMARY: The home of the birth of top forty, this continues to be a super active radio market. In last spring's Arbitron, KFAB was tops in total numbers...pulling 23.1 followed by WOW with a 15.3 and KOIL pulling a 9.4. Right behind was KEZO 9.1, KQKQ 8.9. In teens, it's a tight race. KOIL back in the book pulled a whopping 30.7, followed by KGOR with a 23.8, WOW pulling 22.8 and KQKQ coming on and growing...11.9. Recommended restaurants here are Anthony's, The French Cafe and Ron's Steak House. Plenty of concerts here... Civic Auditorium (10,000) the Music Hall (2,600) and Old Orpheum (2,700). Word is that KLNG will be changing to a country format...also changing call letters.

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	Beautiful
KGBI	100.7	Religious
KIOS	91.5	Classical (Public)
KOOO	104.5	Country
KOWH	94.1	Black
KQKQ	98.5	AOR



ORLANDO, FLORIDA

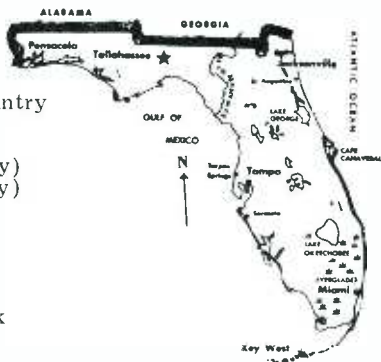
RANK - 50. POPULATION: Metro 493,000/Total 1,210,000 (Ethnic 13%). ECONOMY: Disneyworld, other tourism, citrus, construction, finance, insurance. HOME OF: McCoy AFB, Florida Technological University, Rollins College, Seminole Community College, Valancia Community College. RECOMMENDED ACCOMMODATIONS: Hilton Inn West, Park Plaza, Winter Park. SPECIAL PLACES OF INTEREST: Stars Hall of Fame, Disney World, Sea World, Circus World. COST OF LIVING: Reg gas 57c; 1 bedroom apt (unfurn) \$160, (furn) \$185; state sales tax 4%. SALARIES: DJs average \$160-375/wk. SUMMARY: Welcome to the land of Mickey Mouse, oranges & the military. WNBE changes to WAJL and go religion. . . must be the oranges. WHLY is on the air with a soft rock format. There's been a weird change in ownership here, and we'll try to keep it straight starting with the fact that Roundsville bought WLOF, Now we'll bring in Home Securities and other stations like WBJW, WAJL and WLOQ and tell you that not only is this area one of the faster growing in the US but it's got one of the most changeable radio markets as a result. Even Tom Yates has come all the way from LA to consult (or something) WORJ. What we're saying is; stay tuned for future developments in this market. In the meantime. . . WBJW leads in total numbers 14.3 to 10.6 over WDBO. That station owns the 12-17's with a consistent type 45.8. WLOF now has a 19.6 there. City is right in the center of the state. . . 60 miles to Daytona Beach, 250 to Miami, 150 to Jacksonville, and surrounded by beautiful lakes. . . lots of horses, dogs, jai-lai and lord with 10,000 employees there is Disneyworld. The radio folk talk about it a lot at the Why Not Lounge and think of it while they're watching concerts at the Atlantis Theatre at Sea World (5,000), Orlando Stadium (8500) and the Tangerine Bowl (72,000). While it lasts this is a super place. Thanks to Tom West of WLOF and the folks at WHOO for aid in this compilation.

AM

WAJL	1440	Religion
WDBO	580	MOR
WHOO	990	Mod. Country
WKIS	740	MOR
WLOF	950	Top 40
WOKB	1600	Black (day)
WORL	1600	Black (day)

FM

WDBO	92.3	Beautiful
WDIZ	100.3	AOR
WHOO	96.5	Beautiful
WHLY	106.7	Soft Rock
WLOQ	103.1	Classical
WORJ	107.7	AOR
WBJW	105.1	Top 40



PENSACOLA, FLORIDA

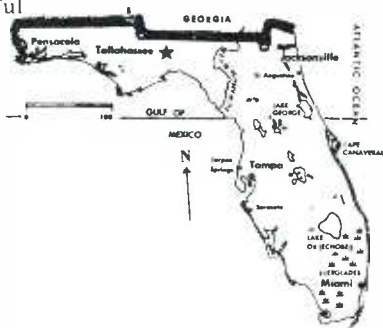
RANK - 121. POP: Metro 228,100/Total 403,100 (Black 25%).
 ECONOMY: Navy, Westinghouse, Monsanto Textiles, St. Regis Paper. HOME OF: University of West Florida, Pensacola Jr. College, Naval Air Station, Whiting Field, Corry Field, Blue Angels. RECOMMENDED ACCOMMODATIONS: The Casino, Holiday Inn at Navarre, Sheraton. COST OF LIVING: Reg gas 57c; state sales tax 4%; average cost. SALARIES: DJs average \$150-300/wk. SUMMARY: Right at the very tip of the panhandle, on the ocean lies this city; the night life town for military, college students, blue collar workers and the folks from Mobile, Alabama just an hour away. The radio market is quiet and stable. . .no call letter changes in past six months and few personnel adjustments. Last Arbitron showed a close radio race however. There's WJLQ with a 15.3 in total people. . .followed by WBSR 14.4, WCOA 12.1, WMEZ 11.2, WBOP 10.4. The teens are torn likewise. WJLQ has a 35.0 followed by WBSR with a 32.5, in that category. Dave Hampton by the way is the new PD at WBSR, replacing Chris Hampton who just took over at WMAK. There are super nice beaches here. . .it's humid in the summer and last winter they actually got two light snows. . .but it's weird for here generally. Try the Casino and Seville Quarter for hangouts. . .Two Boys for restaurants. Thanks to Chris Hampton (now of WMAK) Dave Nichols of WBSR and Wayne Coleman of WBOP for aid in this compilation.

AM

WBOP	980	Black
WBSR	1450	Top 40
WCOA	1370	MOR
WNVY	1230	Country
WPFA	790	Country
WHYM	610	Gospel

FM

WBOP	101.5	Black
WJLQ	100.7	Top 40 (Auto)
WMEZ	94.1	Beautiful



PHILADELPHIA, PA.

RANK - 5. POP: Metro 3,903,900/Total 6,582,500 (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: Temple, Villanova, St Josephs, LaSalle, University of Penn - total of 76 colleges. RECOMMENDED ACCOMMODATIONS: Marriott, Airport Sheraton, Center City Holiday Inn. PLACES OF INTEREST: Independence Hall, Liberty Bell, Liberty Trail, Benjamin Franklin Memorial. COST OF LIVING: Reg gas 60c; 1 bedroom apt (furn)\$275, (unfurn) \$225; state sales tax 6%; city wage tax 3%. SALARIES: DJs average \$200-500/wk. SUMMARY: Super active radio town with billboards and TV spots and competition. Dean Tyler leaves long time position at WIP and is replaced by Bruce Holberg from WCBM in Baltimore. Roy Lawrence comes in to head programming at WCAU-FM. Jim Nettleton takes over as PD of WFIL's FM. US 1 (WUSL-98.9). Kevin Metheny is coming in as PD of WIBG. There has been little format change here over the past six months. . WRCP has applied for a call letter change. . that might mean something. Last Arbitron showed KYW with an overall 11.4 followed by WIP with a total 8.4. . a switch in leaders. It's tight in the teen category. . WIFJ leads with an 18.7 followed by WYSP with a 17.8 (good increases for both) and WFIL drops to a 13.6 there. Despite what you might hear, Philly is an incredible town. . a great radio market. . plenty of life and activity all the time. . The Library is the major radio-music biz hangout at the time. . check out the Bigou Cafe also. Some good restaurants are the Fish Market, Astro Plane, Pop-Edwards, Bookbinders and the Frog. For concerts (and there are plenty here). . Spectrum (19,000), Academy of Music (3500) Robin Hood Dell West (8800) Valley Forge Music Fair (2700) and once in a while JFK Stadium (110,000). Weather? Well. . let's talk about something else. Thanks to Jay Cook of WFIL for aid in this compilation.

AM					
KYW	1060	News/Sports			
WCAU	1210	News	WIP	610	Adult Contemp.
WFIL	560	Top 40	WPEN	950	Oldies/Top 40
WFLN	900	Classical	WRCP	1540	Country
WHAT	1340	Black	WTMR	800	MOR
WIBG	990	Top 40	WTEL	860	Ethnic/Relig.
FM					
WCAU	98.1	Disco	WOSL	98.9	Adult Contemp.
WDAS	105.3	Black AOR	WMGK	102.0	Soft Rock
WDVR	101.1	Beautiful	WRCP	104.5	Country
WFLN	95.7	Classical	WWDB	96.5	Talk
WIFI	92.5	Top 40	WWSH	106.1	Beautiful
WIOQ	102.1	AOR	WYSP	94.1	AOR
WMMR	93.3	AOR	WMGK	103	AOR

PHOENIX, ARIZONA

RANK - 48. POP: Metro 980,900/Total 1,228,800 (Black 3%, Spanish-American 9%). ECONOMY: 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: Reg gas 55c; 1 bedroom apt (furn) \$250, (unfurn) \$200; sales tax 4%; state income tax 8%. SALARIES: DJs average \$200-350/wk. SUMMARY: ITC has just bought KJJJ and KXTC. . . What the changes there will be is anybody's guess. KIOG has moved over to that automated soft rock format. Jay Stone leaves KUPD and Don Christy comes in to PD KUPD. Neil Sargeat is the new GM at KRIZ. KRFM pulls overall 9.9 for market lead in latest Arbitron. KOY was right behind with an 8.6. In teens KRIZ strengthened its lead with a 24.7. . . KUPD-AM and KUPD-FM tied for second place. . . both a fraction over 17. Phoenix is hot and dry in the summer and super nice in the winter time. They'll have maybe 5 days a year where the temperature gets below freezing at night. Humidity hits during the monsoon season. Some restaurants - Maximillians, Joh's Green Bables and Avanti's. Hang out clubs are John's S.O.B. Room, Monk's Garden and Maggie's. Phoenix is a big concert town. Coliseum (13,000), ASU Activity Center (4,000), Celebrity Theatre (2500) and the Civic Plaza (2557). Thanks to Alan McLaughlin at KRIZ for his aid in this compilation.

AM

KASA	1540	Religious	KJJJ	910	Country
KDKB	1510	AOR	KQXE	1310	Adult Contemp.
KPHX	1480	Spanish	KRDS	1190	Relig/Spanish
KHCS	1010	Religious	KRIZ	1230	Top 40
KHEP	1280	Classic/Rel	KRUX	1360	Top 40
KIFN	860	Spanish	KSGR	1440	Oldies
KMEO	740	Beautiful	KTAR	620	All News
KOOL	960	MOR	KNIX	1580	Country
KOY	550	Adult Con	KUPD	1060	Top 40
			KXIV	1400	MOR

FM

KBBC	98.7	Soft Rock
KDKB	93.3	AOR
KDOT	100.7	Beautiful
KHEP	101.5	Classic/rel
KIOG	104.7	Soft Rock (auto)
KMEO	96.9	Beautiful
KOOL	94.5	Solid Gold
KNIX	102.5	Country
KUPD	97.9	Top 40
KXTC	92.3	Sports/Jazz
KRFM	95.5	Beautiful



PITTSBURGH, PENNSYLVANIA

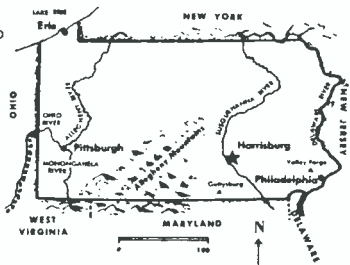
RANK - 9. POPULATION: Metro 1,948,100/Total 3,398,300 (Black 7.1%). **ECONOMY:** Steel industry, corporate headquarters, major inland port, Alcoa's world headquarters. **HOME OF:** University of Pittsburgh, Carnegie-Mellon University, Duquesne University, Chatham College, Point Park College, Carlow College, Robert Morris College. **RECOMMENDED ACCOMODATIONS:** Pittsburgh Hilton, William Penn Hotel, Marriott, Greentree, Airport Hilton, Sheraton. **SPECIAL PLACES OF INTEREST:** Point Park (confluence of three rivers), Duquesne and Monongahela inclines, Buhl Planetarium, Mt. Washington. **COST OF LIVING:** A fraction under the national average (180.6 in May); regular gasoline 61c; state income tax 2%; city wage tax 2%; state sales tax 6%. **SALARIES:** DJs average \$15-\$20,000/year at AFTRA stations. **SUMMARY:** John McGhan comes in to PD WDVE...Bob Savage is over at 13-Q...Jim Quinn doing mornings there. WTAE-FM becomes WXXK (96-kicks). WLOA-FM becomes WFFM and switches to soft rock. WAMO is now WYJZ, and they're all jazz. WKTZ/WSSH sold to Nationwide by Heftel...WJOI sold also. KDKA continues to control the total numbers. In the spring Arbitron they scored a 27.0 in total persons 12+. WSHH was second with an 8.3, followed by WDVE pulling a 7.8. The teens are split. Look at this: WDVE 21.3...WPEZ 21.0...WXXK 15.4...WKTQ 12.9. KDKA 10.3. Downtown Pittsburgh continues its improvement projects...city is alive...and lovely in places...Winters are cold...summers are hot. Some recommended restaurants include One Grandview, LaMont's, Christophers, Top of the Triangle. Hangouts? Buddy's...Concerts...Civic Arena (15,000), Syria Mosque (3,000) and The Stadium (60,000). Super sports town...Thanks to Skip Finley of Sheridan Broadcasting, Mark Roberts of WTAE, Dave Graves of KDKA and John McGhan of WDVE for aid in this compilation.

AM

KDKA	1020	Block
KQV	1410	News
WYSL	860	Jazz
WEDO	810	Oldies
WEPP	1080	Country
WIXZ	1360	Country
WKTQ	1320	Top 40/Ad Cont
WLOA	1550	MOR
WPIT	730	Religious
WTAE	1250	Adult Contemp
WWSW	970	MOR

FM

WAMO	105.9	Black/Jazz
WDVE	102.5	AOR
WEPP	107.9	Country
WJOI	93.7	Beautiful
WFFM	95.9	Soft Rock
WPEZ	94.5	Top 40
WNUF	100.7	Big Band
WPIT	101.5	Religious
WSHH	99.7	Beautiful
WXXK	96.1	Top 40
WYDD	104.7	Progressive



PORTLAND, MAINE

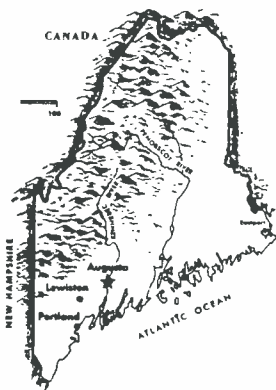
RANK - 85. POP: Metro 164,200/Total 387,100 (Black 4%).
 ECONOMY: Fishing, paper industry, tourism, beaches, skiing.
 HOME OF: University of Maine. - Portland/Gorham, Westbrook
 College, Coast Guard based here, SD Warren - Scott paper. REC-
 OMMENDED ACCOMMODATIONS: Sheraton Inn, two Holi-
 day Inns, Ramada Inn. PLACES OF INTEREST: Portland
 Headlight, Longfellow home, Anderson house, Ft. Williams on
 the Atlantic. COST OF LIVING: Reg gas 57c; 1 bedroom apt
 (unfurn) \$190, (furn) \$220; sales tax 5%. SALARIES: \$160-
 400/wk. SUMMARY: WMGX-FM is a new station on the air in
 this market, programming the magic soft rock sound. WBCM
 changes its calls to WBLM. Latest Arbitron shows a super tight
 battle but WGAN is overall out front with a total persons 15.8,
 followed by WGAN-FM with a 10.8. In teens it's WJBG-FM
 with a 48.4. WIGY has a 22.6. This of course is beautiful area
 of the country. . .really starting to grow fast now. Some res-
 taurants to try while you're here. . .Boone's Dimillo's and the
 Gallery. . .Hangouts for the biz include F Parker Riedy's, Old
 Port Tavern and the Merry Manor. The Cumberland County
 Civic Center is the concert hall here. Portland is on a peninsula
 and the Atlantic and coves surround it. Thanks to Ryan Lote
 of WLOB and Jim Sweet of WGAN for aid in this compilation.

AM

WCHS	970	News
WGAN	560	Contemp.
WJBQ	1440	Top 40
WLOB	1310	Adult Contemp.
WPOR	1490	Country

FM

WBLM	107.5	AOR
WDCS	97.9	Gospel/Classical
WGAN	102.9	Beautiful
WHON	94.9	Beautiful
WIGY	105.9	Top 40
WJBQ	106.3	Top 40
WMGX	93.1	Soft Rock
WPOR	101.9	Country
WRQN	100.9	Top 40



PORTLAND, OREGON

RANK - 37. POP: Metro 893,500/Total 1,514,500 (Black 4%).
 ECONOMY: Construction, manufacturing (oscilloscopes & electronic equipment, paper, pulp, lumber, sportswear, heavy duty trucks and trailers, alloy steel, aluminum ingots, photographic projection equipment, tourism & 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. RECOMMENDED ACCOMMODATIONS: Lloyd Center Sheraton, Benson Hotel, Hilton. 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. COST OF LIVING: Reg gas 62c; 1 bedroom apt (furn) \$175, (unfurn) \$140; no sales tax; state income tax 12-18%. SALARIES: DJs average \$150-300/wk. SUMMARY: KOIN-AM-FM sold to Gaylord Bdcstg. . now KYTE and KYTE-FM. KISN (910) is still off the air. . .competitive hearings continue. 103.3 FM frequency is still vacant. .never been constructed. The former KQIV-FM is still off the air but has been acquired by Communico Bdcstg and will reappear as KMJK later this year. .reportedly that will be automated. Golden West is negotiating to purchase KQFM. KGON is now consulted by Lee Abrams. In latest Arbitron KGW takes total person with a 15.2, followed by KPAM-FM with a 9.2, KWJJ pulling an 8.5 and KEX grabbing an 8.1.KGW has the teens with a 40.9, followed by KPAM-FM with a 28.2. Portland is a beautiful town, growing but not being "californicated" as yet. Smog is surprising in this beautiful area. .they've got it. For restaurants, try Victoria Station, Jake's Crawfish, The Wood Stove, The London Grill and others. Concert halls are The Paramount (3,000), Civic Auditorium (3,000) and Memorial Coliseum (10,000). Thanks to Eric Norberg of KEX and the folks at KYXI for aid in this compilation.

AM

KEX	1190	Adult Cont	KPDQ	800	Religious
KGAR	1550	Top 40	KRDR	1230	Country
KGW	620	Top 40	KUPL	1330	Beautiful
KKEY	1150	Talk	KVAN	1480	AOR
KLIQ	1290	Rel/BgBand	KUIK	1360	Top 40
KYTE	970	Top 40	KWJJ	1080	Mod. Country
KPAM	1410	Top 40	KXL	750	News
			KYXI	1520	All News

FM

KGON	92.3	AOR	KPDQ	93.7	Religious
KINK	101.9	AOR	KQFM	100.3	Easy Listening
KJIB	99.5	Beautiful	KUPL	98.5	Beautiful
KYTE	101.1	MOR/Classical			
KPAM	97.1	Top 40	KXL	95.5	Beautiful

PROVIDENCE—WARWICK—PAWTUCKET, RHODE ISLAND

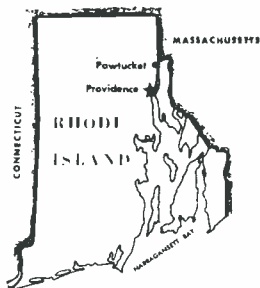
RANK - 40. POP: Metro 1,170,400/Total 1,447,700 (Black 7%). ECONOMY: Based on jewelry manufacturing, textiles and automotive. HOME OF: Providence College, Brown University, Pembroke, Bryant College, Rhode Island College, University of Rhode Island & Rhode Island School of Design. RECOMMENDED ACCOMMODATIONS: Marriott, Holiday Inn. PLACES OF INTEREST: Newport Beach. COST OF LIVING: Reg gas 63c; 1 bedroom apt (furn) \$275, (unfurn) \$250; sales tax 6%. SALARIES: DJs average \$110-1200/wk. SUMMARY: This is the only state in the US that you can cover in 45 minutes. There's an overall independent laid back attitude in this city, which by the way has a bigger metro than places like Milwaukee or Kansas City. Latest Arbitron shows WKLW-FM with a 13.1 followed by WPRO pulling a 10.6. Teen-wise it's a hot battle now with WPRO-FM pulling a 23.6 followed by WPJB with a 22.4. If there is one thing unique about this market it is the number of stations that show up with listeners. Sixty stations cut up the pie here. . . of those 28 are licensed to the Providence area. Concerts are held at the Providence Civic Center and Leroy Concert Theatre. Recommended restaurants include Brook Manor, David's Pot Belly and Twin Oaks. Thanks to Gary Berkowitz of APRO for aid in this compilation.

AM

WEAN	790	All News
WGNG	550	Top 40
WHIM	1110	Country
WICE	1290	Talk/Jazz
WJAR	920	Adult Contemp.
WLKW	990	Beautiful
WPRO	630	Adult Contemp.
WRIB	1220	Religious
WWON	1240	MOR

FM

WBRU	95.5	AOR
WPJB	105.5	Top 40
WHIM	94.1	Country
WLKW	101.5	Beautiful
WPRO	92.3	Top 40
WWON	106.3	Beautiful



RALEIGH-DURHAM, NORTH CAROLINA

RANK - 43. POP: Metro 390,700/Total 1,315,200 (Black 29.8%). ECONOMY: Tobacco, other agriculture, state govt., Research Triangle employs more PhD's than in the entire country. HOME OF: NC State University, Meredith College, Shaw University and Holding Technical Institute, University of NC, Duke University, Peace College, NC Central University. RECOMMENDED ACCOMMODATIONS: Holiday Inn Downtown, The Royal Villa. PLACES OF INTEREST: Raleigh Civic Center opening in Sept., Dorton Arena, Sarah P Duke Gardens, Pullen Park & surrounding area. COST OF LIVING: Reg gas 60c; 1 bedroom apt (unfurn) \$200, (furn) \$225; sales tax 4%. SALARIES: DJs average \$200/wk to \$25,000/yr. SUMMARY: The market has been stable in the past six months, but indications are that changes are coming. No word yet on who the new PD for WQDR will be at press time. There's also possible change in formats in the very near future. WPTF had overall numbers in last book, pulling a 19.6. WRAL was right behind with a super increase. . .they had a 14.0. The race for the 12-17's is tight with WQDR pulling a 22.7 over WKIX. . .21.2 for them. Raleigh is in a beautiful area with plenty of progressive attitudes and energy. Weather is great in the fall but hot and humid in the summer. . .winters aren't all that bad. Chapel Hill with University of North Carolina isn't far from here. . .heavy on the action there. Recommended restaurants are Angus Barn and Seth Jones. Hangouts include the Hilton Underground, Royal Villa Hotel and T.J.C.'s. Thanks to Walt Howard of WKIX and Rollye Bornstein of WDNC for aid in this compilation.

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



RENO, NEVADA

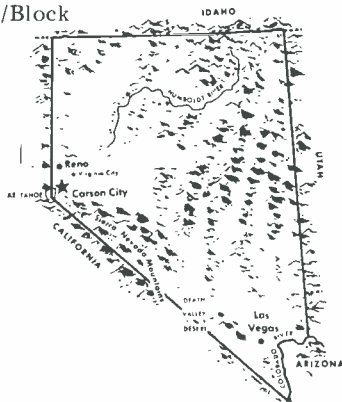
RANK - 154. POP: Metro 118,900/Total 226,400. ECONOMY: Tourist, casino gaming, outdoor rec. HOME OF: University of Nevada - Reno, Community Colleges, Reno, Carson City Naval Base, Fallon. RECOMMENDED ACCOMMODATIONS: Some of best hotel & restaurant establishments in the country, many convention facilities in Reno, Sparks, Lake Tahoe. PLACES OF INTEREST: Lake Tahoe resorts, Harrah's automobile collection, Virginia City Comstock territory. COST OF LIVING: Medium to high.; no state income tax; sales tax 4½%. SALARIES: DJs average from \$3.25/4.00 hr. SUMMARY: This is some city and some area. Lake Tahoe is only 45 minutes away and that area is one of the most beautiful and active in the US. . snow skiing there is superb. . .summers are wonderful also with pines and mountains surrounding the gorgeous lake. Add to that a heavy entertainment and gambling industry and you've got super rapid growth for the entire area. . .and it's alive and active. There have been little changes in radio here in the last 6 months. . .KCBN has an 81.3 in teens. .and a 17.2 overall for tops in total persons. KOLO is second with a 14.6 and KOH next pulling a 10.4. Thanks to D Brewster Finley of KOLO and the folks at KKBC in Carson City for aid in this compilation.

AM

KBET	1340	Country
KCBN	1230	Top 40
KCRL	780	Classical
KOH	630	News/MOR
KOLO	920	Adult Contemp.
KONE	1450	Country

FM

KGLR	105.7	Progressive
KKBC	97.3	Soft Rock
KNEV	95.5	MOR/Sports/Block
KRNO	106.9	Beautiful
KSRN	104.5	Beautiful



RICHMOND, VIRGINIA

RANK - 67. POP: Metro 471,400/Total 821,600 (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: Ramade Inn, Howard Johnson's. PLACES OF INTEREST: Valentine Museum, King's Dominion, Lion Country Safari, Colonial Williamsburg, Busch Gardens, Old Country, Civil War Battlefield, Edgar Allen Poe Museum. COST OF LIVING: Reg gas 60c; 1 bedroom apt (furn) \$225, (unfurn) \$180; sales tax 4%; income tax 2-4%. SALARIES: DJs average \$140-500/wk. SUMMARY: Lovely Virginia! WLEE has a new GM - Ralph J Barnes and PD - Ken Curtis. WRGM has gone dark. All news WRXL has switched to 40 minutes per hour of syndicated beautiful music. .20 minutes of news per hour. WTVR AM has switched from automated country to automated beautiful music. WRVA has a total persons 24.8 in last Arbitron. Second is WRVQ with a total 15.8. WRVQ has a 51.9 in teens. . WLEE is second with an 18.5. Some places to hangout. . Fanny's Lounge in the Holiday Inn on West Broadway. . Back Door in the Fan District. Concerts are held at the Mosque (3,000), The Arena (5,000) and the Richmond Coliseum (11,000). Thanks to Jack Whitt of WRXL, Mickey Arnold of Baron Radio Inc. and Dave Parks for aid in this compilation.

AM

WANT	990	Black
WEET	1320	Mod. Country
WENZ	1450	Disco
WGOE	1590	AOR
WLEE	1480	Adult Contemp.
WRNL	910	Contemp/MOR
WRVA	1140	MOR/Talk
WTVR	1380	Beautiful
WXGI	950	Country

FM

WEZS	103.7	Beautiful
WRVQ	94.5	Top 40
WRXL	102.1	AOR
WTVR	98.1	Beautiful



ROANOKE, VIRGINIA

RANK - 104. POP: Metro 178,700/Total 475,000 (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: Reg gas 55c; 1 bedroom apt (furn) \$150, (unfurn) \$115; sales tax 4%. SALARIES: DJs average \$100-300/wk. SUMMARY: Report is that this market has been super stable over the past six months. .no major changes. WSLC has top numbers with a 19.5, followed by WROV pulling 18.4, WSLQ 14.7 and WLRG with a 14.3. Obviously, this is a super competitive market. Teen-wise it's WSLQ with a 37.0 and WROV pulling 33.3. Radio people can be found at the Kings Inn, Red Lion and Le Chateau. Concerts . . .The Civic Center (11,000). Thanks to Bart Prater of WROV for aid in this compilation.

AM

WBLU	1480	Black
WFIR	960	Beautiful
WKBA	1550	Country
WRIS	1410	Religious
WROV	1240	AOR
WSLC	610	Country
WTOY	910	Black

FM

WJLM	93.5	Country
WLRG	92.3	MOR (Auto)
WPVR	94.9	MOR
WSLQ	99.1	Top 40



ROCHESTER, NEW YORK

RANK - 53. POP: Metro 779,400/Total 1,085,800 (Ethnic 52,000). ECONOMY: Kodak, 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: Holiday Inn, Americana Hotel, Marriott Hotels. PLACES OF INTEREST: Eastman House, Strasenburgh Planetarium, Midtown Plaza. COST OF LIVING: Reg gas 63c; 1 bedroom apt (furn) \$250, (unfurn) \$200; sales tax 7%. SALARIES: DJs average from \$10,000-20,000/yr. SUMMARY: Bob Scott is the new PD at WAXC. . .ownership of WAXC and WSAY is pending. .nothing happening yet. WROC has changed from MOR to all news. . .WVOR is now oldies. Latest Arbitron shows a dead hit for total persons numbers; both WHAM and WEZO have a 16.6. WBBF still has the teens. . .33.3 in this book. The winters here of course are murder. . .summers it rains a lot. . .cloudy. . .humid. House has good meat and potatoes. Rochester is a big concert town. . .Auditorium Theatre (2500), War Memorial Auditorium (9100) and the Dome Theatre (5500). Thanks to Bernie Kimble of WCMF and Jeff Rider of WBBF for their help in this compilation.

AM

WAXC	1460	Top 40
WBBF	950	Top 40
WHAM	1180	MOR
WNYR	680	Country
WROC	1280	All News
WSAY	1370	AOR

FM

WMJQ	92.5	SoftAOR
WCMF	96.5	AOR
WDKX	103.9	Black
WEZO	101.3	Beautiful
WHFM	98.9	Top 40 (Auto)
WPXY	97.9	Beautiful
WVOR	100.5	Oldies
WXXI	91.5	Classical (Public)



ROCKFORD, ILLINOIS

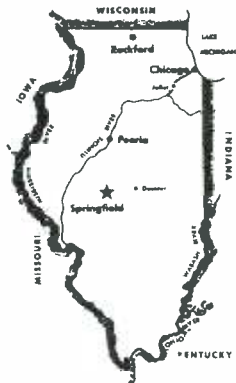
RANK - 126. POP: Metro 211,400/Total 389,500 (Black 6.8%).
 ECONOMY: Chrysler Corp. Rockford is the largest thread fastener center and second largest machine toll center in the US.
 HOME OF: Rockford College, Rock Valley College, National Guard Armory. RECOMMENDED ACCOMMODATIONS: Mayflower and Hoffman House. PLACES OF INTEREST: Fine Arts Guild, Children's Farm, Civic Symphony Orchestra and 102 municipal parks. COST OF LIVING: Reg gas 62c; 1 bedroom apt (unfurn)\$175, (furn) \$200; sales tax 5%. SALARIES: DJs average \$140-500/wk. SUMMARY: New PD at WYFE is Alan Young. Nick Owens went to KRKE in Albuquerque. Look for some more changes coming shortly in this market. Latest Arbitron shows WROK in control. . .23.6 in total persons, 58.6 in teens. WLS comes into this market pretty strong. . .they've got a 17.2 in teens. .WYFE has a 13.8. Recommended restaurants are Henrici's Sweden House, Mayflower and the Hoffman House. Concerts are held at the Corranado Theatre (2500), The Phoenix (1500), the Armory (5,000) and Harlem North Campus Field House (5,000). . .super acoustics at the field house. Radiomusic folks hang out at the Phoenix, The Poison Apple, Top of the Line and Charlotte's Web, (jazz & folk). Thanks to Dave Hamilton of WROK and Alan Young of WYFE for aid in this compilation.

AM

WKKN	1150	Country
WLUV	1520	Country
WROK	1440	Top 40
WRRR	1330	MOR/Talk

FM

WLUV	96.7	Country
WQFL	100.9	Religious
WRWC	103.1	MOR
WYFE	95.3	AOR
WZOK	97.5	Beautiful
WYBR	104.9	MOR



SACRAMENTO, CALIFORNIA

RANK - 35. POP: Metro 736,500/Total 1,564,400 (Ethnic 48%). ECONOMY: Government, agriculture, military. HOME OF: Cal State Univ - Sac, Univ. Cal at Davis, American River College, Sac City College, Sierra College, McGeorge School of Law, McClellan AFB, Mather AFB. RECOMMENDED ACCOMMODATIONS: Mansion Inn, Quality Inn-Woodlake, Red Lion Motor Lodge. PLACES OF INTEREST: Old Sacramento, state capitol, Sutter's fort, Folsom Lake, Folsom Prison, State Fair in Aug. at Cal-Expo, American River, Sacramento River, Port of Sacramento, Crocker Art Gallery, foothills gold country, Lake Tahoe 2 hrs. away. COST OF LIVING: Reg gas 60-70c; apts wide range \$190-250; state sales tax 6%. SALARIES: DJs avg. \$500-1500/mo. SUMMARY: KWOD is the new FM on the air. . playing mellow AOR and jazz from 10pm-4am. Marc Driscoll is the new PD at KNDE. KXOA changes from adult contemp. to soft rock. Latest Arbitron shows KEWT with a strong overall total persons lead. They have a 15.1 to 7.2 for KRAK and KCRA in that category. The teen battle is close and will get closer. . .KROI has a 29.8. . .their strongest numbers ever. . KROY pulled a 20.6. . .KNDE a 14.5. This state capitol city has plenty of activity, indoor & outdoor. We recommend a weekend house boat on the nearby Sacramento river. Some night spots for you. . .Plank House, Victoria Station, Old Mills, Aldo's Red Lion. This is a good concert city. . .Memorial Auditorium (4500), Convention Center (65,000) Community Center Theatre (2500), Hughes Stadium (20,000). . .Visit Old Sacramento while you're here. Thanks to Dave Darin of KCRA, Marc Driscoll of KNDE and Bert Keane of WB for aid in this compilation.

AM

KCRA	1320	News/Oldies
KFBK	1530	News
KGMS	1380	MOR
KJAY	1430	MOR
KNDE	1470	Top 40
KOBO	1450	Top 40
KPOP	1110	Black
KRAK	1140	Country
KROY	1240	Adult Contemp.

FM

KCTC	96.1	Beautiful
KEBR	100.5	Religious
KEWT	105.1	Beautiful (auto)
KFBK	92.5	Classical
KROI	97.5	AOR
KPIP	93.5	Spanish
KSFM	102	AOR
KWOD	106	Jazz/Prog.
KXOA	107.9	Soft Rock
KZAP	98.5	AOR



SALINAS—MONTEREY—SANTA CRUZ, CALIFORNIA

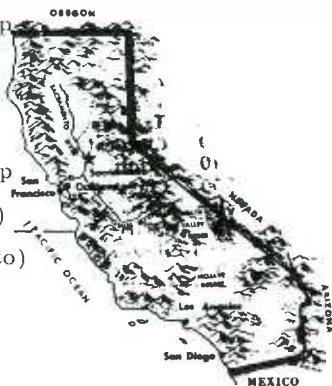
RANK - 134. POPULATION: Metro 213,600/Total 351,700 (Spanish 19%). ECONOMY: Military, tourism, agriculture, fishing. HOME OF: Fort Ord, Hartnell Junior College, Monterey Peninsula College, UC Santa Cruz, Naval Post-Graduate School, Defense Language Institute. RECOMMENDED ACCOMMODATIONS: Del Monte Lodge, Casa Munras, Hilton, Hyatt House. SPECIAL 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%. SALARIES: DJs average \$600-\$650/month. SUMMARY: The rating story in this market is KDON-FM's growth...the numbers for KDON-AM and the growth of KFAT. K WAV is into soft rock format. KOCN is on the air as automated beautiful music. Within about an hour's drive either way, the market is made up of Carmel, Monterey, Pacific Grove, Seaside and Santa Cruz. Seaside is the home of Fort Ord...heavy military town. Carmel is basically a tourist-artist colony. Santa Cruz is a college town. There are an incredible number of good restaurants in the area...At Cannery Row in Monterey, there is The Sardine Factory. We go for the Marquis and French Poodle in Carmel. Hangouts? Jack London's and The Hogs Breath in Carmel. The area is super beautiful...one of the best places in the country weather-wise...temperatures stay in the 60s all year 'round in the bay area. The new Civic Center in Monterey is ready...concerts there...also Santa Cruz Civic Auditorium and Monterey County Fairgrounds. Thanks to Jay Coffey of KMBY and the folks at KIDD for aid in this compilation.

AM

KCTY	980	Spanish (Day)
KDON	1460	Top 40
KIDD	630	MOR/Talk
KMBY	1240	Adult Contemp
KRML	1410	Ad Cont
KSCO	1080	Beautiful
KTOM	1380	Country
KWYT	1570	Beautiful

FM

KBEZ	102.5	Adult Contemp
KCTY	103.9	Spanish
KDON	102.5	Top 40 (Auto)
KLRB	101.7	Progressive
KOCN		Beautiful (Auto)
KSCO	99.1	Beautiful
KWAV	96.9	Soft Rock
KWYT	100.7	Beautiful
KZEN	107.1	Black



SALT LAKE CITY, UTAH

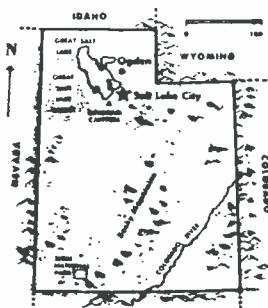
RANK - 62. POP: Metro 593,700/Total 897,900 (Black 1%).
 ECONOMY: Economic support derived from copper mining, steel and iron production, salt production, defense & tourism.
 HOME OF: University of Utah, Utah State, Weber State and Westminster Hill AFB. RECOMMENDED ACCOMMODATIONS: Salt Lake Hilton, Tri Arc Travel Lodge, Little America, Hotel Utah. PLACES OF INTEREST: Temple Square, Trolley Square, Great Salt Lake. COST OF LIVING: Reg gas 59c; 1 bedroom apt (furn) \$200, (unfurn) \$170; sales tax 5%; state income tax 3-8%. SALARIES: DJs average \$700-1000/mo.
 SUMMARY: The home of the Mormon Church. Situated in a beautiful valley is beautiful but the smog that stays and stays ain't. Around Salt Lake the area is fantastic. There is lots of skiing in the winter. . .heavy tourist trips keep the town alive. Also note that it's isolated from any larger cities. . .so independent and self-contained. Radio is competitive to say the least. KSL edges out KCPX 12.6 to 11.9 in total person shares in last Arbitron. KSL-FM has a 10.4. KCPX had a 35.0 in teens and KRSP-FM continues to grow in that area. . .grabbed a 28.2 this time around. Nightlife here is fairly limited. . .clubs are private. . . government is conservative. For restaurants (and there are some good ones). . .there's the Royal Palace, La Quaille, La Fleur de Lys and the Log Haven. Oh yeah. . .for your fisherman. . .this also is the place. Thanks to Alan Hague of KRSP for aid in this compilation.

AM

KALL	910	MOR	KRSP	1060	Top 40
KANN	1090	Religious	KSL	1160	MOR
KCPX	1320	Top 40	KSOP	1370	Country
KLO	1430	MOR	KSVN	730	Country
KLUB	570	Beautiful	KSXX	630	Talk
KMOR	1230	MOR	KVOG	1490	MOR
KWMS	1280	News	KWHO	860	Classical
KRGO	1550	Country			

FM

KALL	94.1	Easy Listening
KAYK	96.0	Adult Contemp.
KCPX	98.7	AOR
KDAB	101.1	Adult Contemp.
KLUB	97.1	Beautiful
KQPD	101.9	Beautiful
KRSP	103.5	Top 40
KSL	100.3	Beautiful
KSOP	104.3	Country
KWHO	93.3	AOR



SAN ANTONIO, TEXAS

RANK - 25. POP: Metro 774,200/Total 2,021,100 (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: La-Quinta, Palacio del Rio, Hilton, La Mansion. SPECIAL PLACES OF INTEREST: Market Square, the Alamo and missions, San Antonio Zoo, San Antonio River, Hemisfair Grounds. COST OF LIVING: Reg gas 53c; 1 bedroom apt (furn) \$180, (unfurn) \$160. SALARIES: DJs average \$600-1400/mo. SUMMARY: This is a super lovely, alive and unique city. The San Antonio River runs through the downtown area and the city works hard to keep the area around it beautiful. Besides tourism the military and the heavy Spanish population adds to the metropolitan personality. There are ghetto areas also. Radio has been changing here. . .KQAM has gone dark. KMFM and KZZY have both been recently sold. . .Ron Dennington is the new PD at KZZY. KEXL changes call letters to KITE-FM. . .KEEZ becomes WOAI-FM. WOAI drops music for news-talk. KTSA has top total persons numbers with 17.7. KCOR is second with a 12.4. KTSA pulled a 40.0 in teens in last book. . .KTFM with a 16.0 and KSAQ pulling 13.1 are both growing teen-wise. Some restaurants to try here include Karam's West, Casa del Rio, Mi Tierra. Radio-music hangouts include De Ja Vu, Burgandy Woods, Halleluyah Hollywood, J.K.'s and Reed's Red Derby. The convention center is being revamped and will be open again in about 2 years. . .then it will seat 16,000. In the meantime the Municipal Auditorium is the spot for concerts (7,000). Weather gets scorching hot in the summer. . .but the beautifully mild winters make up for it. Thanks to Lee Randall of KTSA and Rex Tackett of KITE-AM/FM for aid in this compilation.

AM

KAPE	1480	Black	KITE	930	MOR
KKYX	680	Country	KMAC	630	Prog./Religion
KBUC	1310	Country	KONO	860	Adult Contemp.
KCOR	1350	Spanish	KTSA	550	Top 40
KDRY	1110	Religious	KUKA	1250	Spanish
KEDA	1540	Spanish	WOAI	1200	Talk/News

FM

KBUC	106.3	Country
KITE	104.5	Beautiful
KITY	92.9	MOR
KMFM	96.1	Classical
KQXT	101.9	Beautiful (auto)
KTFM	102.7	AOR
KISS	99.5	Progressive
KZZY	100.3	Top 40
WOAI	97.3	Beautiful

SANTA BARBARA—SANTA MARIA—LOMPOC, CA

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. **SPECIAL PLACES OF INTEREST:** Santa Barbara Mission, Harbor area, Botanical Gardens, Santa Barbara Art Museum, Santa Barbara Courthouse. **COST OF LIVING:** Regular gasoline 66c; housing is a super rent's going up, 1 bedroom apt \$225 unfurn \$250 furn; sales tax 6%. **SALARIES:** DJs earn around \$500-\$1200/month. **SUMMARY:** Little changes here in radio...major change in the market was a tragic fire and the continuing growth of the smog. Market was super stable radio-wise...Hangout here for the business is Joe's. Restaurants you might like are The Chart House, Chuck's Steak House or The Bistro. Concerts are held at the County Bowl (5,000), Arlington Performing Arts Center (2,000), the UCSB Stadium (10,000) and Robinson Gym (3,500). Thanks to Greg Gentling of KTYD for aid in this compilation.

AM

KKIO	1290	Country
KDB	1490	Beautiful
KIST	1340	Top 40
KKOK	1410	Country
KSEE	1480	Top 40
KTMS	1250	MOR
KUHL	1440	Adult Contemp

FM

KDB	93.7	Beautiful
KRUZ	103.3	Beautiful
KTMS	97.5	AOR
KTYD	99.9	AOR



SAN BERNARDINO—RIVERSIDE—ONTARIO, CA

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 Moter Hotel (downtown), Holiday Inn. **SPECIAL 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; 1 bedroom apt \$165 furn \$130 unfurn; state sales tax 6%. **SALARIES:** DJs average \$1,110-\$1,500/month. **SUMMARY:** Situated about an hour and a half from L. A., the smog is getting worse here as well. KSOM is switching to a Spanish format...Jeff Salgo now in as PD at KFXM. Concerts are held at The Swing Auditorium (7,500) or Raincross Square (3,500)...

AM

KBON	1240	Beautiful
KCKC	1350	Country
KFXM	590	Top 40
KHNY	1570	Black (Auto)
KMEN	1290	Top 40
KPRO	1440	Beautiful
KSOM	1510	Country
KCAL	1420	AOR

FM

KBBL	99.1	Religious
KCAL	92.6	AOR/Soft Rock
KDUO	97.5	Easy Listening
KHNY	92.1	Black
KOLA	99.9	Adult Contemp
KSOM	93.5	Oldies
KQLH	95.1	Religious



SAN DIEGO, CALIFORNIA

RANK - 46. **POP:** Metro 1,299,000/Total 1,299,000 (Black 7.6%). **ECONOMY:** Military - biggest payroll, aerospace, electronics, tourism. **HOME OF:** Camp Pendleton, Miramar Naval Air Station, San Diego State University and UC San Diego. **RECOMMENDED ACCOMMODATIONS:** Motel Circle in Mission Valley, Vacation Village, Islandia Bahia, Hotel Coronado. **PLACES OF INTEREST:** San Diego Zoo, Sea World, Whale Watching, La Jolla, Balboa Park. **COST OF LIVING:** Reg gas 61c; 1 bed apt (unfurn) \$190, (furn) \$220; sales tax 6%. **SALARIES:** DJs average \$350-500/wk. Scale is \$17,300. **SUMMARY:** This is consistently one of the more exciting radio markets in the country. Lee Bartell bought KMJC and went on the air with a top 40 format. . .KIFM is a new FM'er on the air. . .they program TM's Beautiful Rock. Jay Stone is the new PD at KMJC (Magic 91), Jesse Bullitt takes over at KPRI and Bill Dodd is Pding KOGO. KGB-AM is now soft rock. . .soft AOR. . .Last Arbitron was a shocker as Magic 91 came on with their new format and grabbed a 21.6 in teens. KCBQ dropped to third with a 12.3 and B-100 (KFMB-FM) continued to lead in that area with a 27.8. Total numbers are controlled by KOGO with a 10.1, KGB-FM 7.0, and KMJC with a 6.6. Hangouts for the biz are Mom's Saloon, Crystal T's and Flamingos. Some restaurants to try are Anthony's, La Chaumiane, Bugalow and Lubach's. Concerts are plentiful. . .Civic Theatre (3600), Sports Arena (12-15,000), Golden Hall (3,000), and on very rare occasions the San Diego Stadium (65,000). Weather here is absolutely wonderful. . .cooler than LA in the summer. .plenty of sunshine and sea breezes all year round. Super sports city also, with pro everything. Thanks to Jim Price of KGB and the staff of KMJC for aid in this compilation.

AM

KCBQ	1170	Top 40
KFMB	760	MOR
KGB	1360	Soft Rock
KMJC	910	Top 40
KOGO	600	MOR
KSDO	1130	News
KSON	1240	Mod. Country

FM

KEZL	102.9	Beautiful
KFMB	100.7	Top 40
KFSD	94.1	Classical
KGB	101.5	AOR
KIFM	98.1	Beautiful
KITT	105.3	AOR
KLRO	94.9	Religious
KOZN	103.7	Country
KPRI	106.5	AOR
KSON	97.3	Mod. Country
KYXY	96.5	Beautiful



SAN FRANCISCO, CALIF.

RANK - 6. POPULATION: Metro 4,023,600/Total 6,115,500 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, Univ of San Francisco, Golden Gate College, Stanford and UC Berkeley. RECOMMENDED ACCOMMODATIONS: Stanford Court, Fairmont, Hyatt Regency, St. Francis, Sir Francis Drake, Miyako. PLACES OF INTEREST: Fisherman's Wharf, Ghiradelli Square, Golden Gate Park, Sausalito, North Beach, Chinatown, Napa Valley - wine country, 1½ hrs away. COST OF LIVING: Regular gasoline 65c; 1 bedroom apt \$325 furn \$300 unfurn; sales tax 6%. SALARIES: DJs average \$175-\$800/week. SUMMARY: KMEL (Century) is in the market with an AOR format. KFRC-FM is no more. KRE seems to be more of a jazz station through these past few months. Michael O'Connor is now PDing KYA. Tom O'Hair is back in radio, PDing KMEL. Les Garland is now PD at KFRC. Terry McGovern, long-time S. F. personality leaves radio for acting. Total persons 12+ leader is KGO with a 7.9 according to the spring Arbitron. They are followed by KCBS with a 7.0. KFRC is next, pulling a 6.6. KFRC is tops in teens with an unbelievable 26.2. Then comes KYA pulling 10.8. It has to be one of the few markets in the country where FM doesn't grab at least a reputable share of the teens...perhaps it's the topography of the city. San Francisco certainly is independent in its view of radio...no city offers such a variety of forms and sound in broadcasting. The weather is the cool northern California kind, but strangely enough, a lot of the residents love the fog that often floats in. Enrico's, The Buena Vista Cafe and The Trident in Sausalito are still heavy biz hangouts. Some clubs happening in the city now are the Old Waldorf and the Great American Music Hall. S. F. is still concert city...Winterland, The Cow Palace, Oakland Coliseum, The Paramount Theatre, Berkeley Community Theatre, The Masonic Auditorium and The Civic Center Auditorium. Thanks to Sandy Thompson of Capitol and a whole bunch of other folks for aid in this compilation.

AM		FM		
KABL	960	Beautiful	KNAI 99.7	News/Talk
KCBS	740	News	KABL 98.1	Beautiful
KDIA	1310	Black	KBRG 105.3	Ethnic
KEST	1430	Talk	KCBS 98.9	Soft Rock
KFAX	1100	Religious	KFOG 104.5	Beautiful
KFRC	610	Top 40	KDFC 102.1	Classical
KGO	810	Talk/News	KIOI 101.3	Soft Rock
KIBE	1220	Classical	KJAZ 92.7	Jazz
KIOI	1010	Soft Rock	KKHI 95.5	Classical
KKHI	1550	Classical	KMEL 106.1	AOR
KKIS	990	Religious	KMPX 107.1	Big Band
KNBR	680	Adult Con	KOIT 96.5	Beautiful
KNEW	910	Country	KSAN 94.9	Prog
KSFO	560	MOR	KSFX 103.7	Black/Disco
KYA	1260	Top 40	KSOL 107.7	Black
KRE	1400	Jazz	KRE 102.9	Jazz
KTIM	1510	AOR	KTIM 100.9	AOR
			KYA 93.3	AOR

SAN JOSE, CALIFORNIA

RANK - 15. POPULATION: Metro 972,300/Total 2,718,800 (Mexican-American 18%). **ECONOMY:** Based primarily on aerospace, electronics and machinery. **HOME OF:** San Jose State, University of Santa Clara, Stanford and five community colleges. **RECOMMENDED ACCOMMODATIONS:** Major chains. **PLACES OF INTEREST:** Winchester Mystery House, Marriott's Great America, Egyptian Museum. **COST OF LIVING:** Regular gas 64c; 1 bedroom apt \$270 furn \$225 unfurn; sales tax 6%. **SALARIES:** DJs earn from \$800-\$1200/month. **SUMMARY:** This is a super competitive market and almost as much San Francisco as San Jose rating-wise. In the spring book, KBAY shows at top total persons 12+ station with a 6.9 followed by KFRC...19.0 to 16.6. Some mentioned clubs are Sophie's, Bodega, Joshuas and The Brewery. Some restaurants...The Laundry Works, Fung Lum and The Swiss Family Affair. Concerts...Spartan Stadium (23,000), Leavy Center (5,200) and Center for Performing Arts (2,700). The city is only about an hours drive south from San Francisco, and despite the fact that it is a big city in itself, the growth has practically joined the two places together. Thanks to Ed Romig of KOME for aid in this compilation.

AM

KAZA	1290	Spanish
KEEN	1370	Mod Country
KLIV	1590	Top 40
KLOK	1170	MOR
KNTA	1430	Spanish
KXRX	1500	MOR

FM

KBAY	100.3	Beautiful
KOME	98.5	AOR
KEZR	106.5	Top 40
KARA	105.7	MOR
KRVE	95.3	MOR
KSJO	92.3	AOR



SAVANNAH, GEORGIA

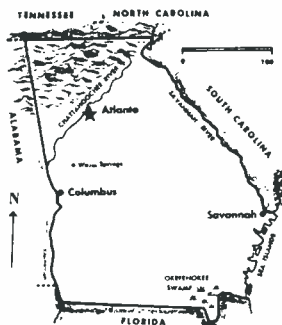
(RANK - 130. POPULATION: Metro 163,500/Total 363,300 (Black 44.9%). ECONOMY: Port and harbor facilities, retail trade center of coastal Georgia and a good portion of South Carolina industrial and manufacturing, Union Camp (paper bags), Dixie Crystal Sugar, Grumman Aircraft, Savannah Foods & Ind. HOME OF: Armstrong State College, Georgia Southern College, Savannah State College, Ft. Stewart, Hunter Army Air Field. RECOMMENDED ACCOMMODATIONS: Savannah Inn & Country Club, Desoto Hilton. SPECIAL PLACES OF INTEREST: River Street (arts and crafts), Savannah Beach, beautiful old homes and buildings, Ships of the Sea Maritime Museum. COST OF LIVING: Regular gasoline 67c; 1 bedroom apt \$240 furn \$200 unfurn; sales tax 4%. SALARIES: DJs average from \$175-\$500/week. SUMMARY: WSAV is no more. It changes to WKBX...That station and WSGF-FM have been bought by Beasley Broadcast Group...WQQT has also purchased WXLM-FM...pending FCC approval. WSGA has the total persons 12+ in last rating...17.2...followed by WZAT pulling a 13.4 and WEAS-FM grabbing 10.5. Teens are a toss-up. WEAS-FM and WSGA both have a 27.3 followed by WZAT pulling a 21.2. Savannah is a beautiful city and at the moment, there is much work on improving the over-all look. Craig's disco is the hanging out place at the moment. Some restaurants to try include The Pirate's House, Desoto Hilton, Passey's Pier, Williams Seafood Restaurant. The Civic Center Arena holds 8,000. Thanks to Jerry Rogers, WSGA and Jerry Katz of WSGF for aid in this compilation.

AM

WEAS	900	Gospel
WKBX	630	MOR
WNMT	1520	Block
WQQT	1450	Mod Country
WSGA	1400	Top 40
WSOK	1230	Black
WTOC	1290	Top 40/Progressive

FM

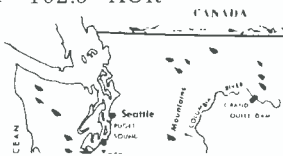
WEAS	93.1	Black
WJCL	96.5	Beautiful
WSGF	95.5	Adult Contemp
WTOC	94.1	Country
WXLM	97.3	Beautiful
WZAT	102.1	Adult Contemp



SEATTLE—EVERETT—TACOMA, WASHINGTON

RANK - 27. 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: Bremerton Naval Shipyard, Univ of Washington, Seattle University, Ft. Lewis, Univ of Puget Sound. RECOMMENDED ACCOMODATIONS: 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: Low; 1 bedroom apt \$150 unfurn \$180 furn; sales tax 5.4%. SALARIES: DJs earn around \$200-\$800/week. SUMMARY: Pat O'Day is on the air with a new FMer....KYYX (6-kicks), it replaces the old KYAC-FM. Robin Mitchell is the new PD there. Lee Michaels leaves KISW to work for Lee Abrams. Don Hoffman has left PD-ship of KVI for KSFO...no replacement for him at press time. Automated soft rock continues to grow with KUUU switching from oldies. KOMO has an 8.9 to 8.3 for KVI. KING is third with a 7.6. KJR leads in teens with a 23.7 followed by KING pulling 17.0 and KVI-FM getting a 10.4. Hangouts for radio people, (when they are together) are Top of the Ocean, Johnny's On the Mall, The Old City Jail, Tony C's, Back Forty Tavern, The Quarterdeck and Brothers Antone. The Butcher and The Cliffhouse are named as good restaurants. Major concert facilities are The Bicentennial Pavilion, King Dome, The Coliseum, The Paramount Northwest. Thanks to Alan Mason of KING, Tom Collins of KZAM and the folks at KJR for aid in this compilation.

AM		FM		
KAYO	1150	Country	KBLE	93.3 Religious
KBLE	1050	Religious	KBQ	105.3 Beautiful
KDCN	630	Religious	KBRD	103.9 Beautiful
KING	1090	Top 40	KEUT	94.1 Beautiful
KIRO	710	News/MOR	KING	98.1 Classical
KIXI	910	Bful/News	KISW	99.9 AOR
KJR	950	Top 40	KIXI	95.7 News/Beautiful
KMO	1360	Country	KLAY	106.1 AOR
KMPS	1300	Mod Ctry	KSEA	100.5 Beautiful
KOMO	1000	MOR	KVI	101.5 Top 40
KQIN	800	Country	KYYX	96.5 Top 40
KRKO	1380	Ad Cont	KZAM	92.5 AOR
KTAC	850	Top 40	KZOK	102.5 AOR
KTNT	1400	Top 40		
KUUU	1590	Soft Rock (Auto)		
KVI	570	Adult Contemp		
KWYZ	1230	Mod Country		
KXA	770	Classical		
KZAM	1540	AOR		
KYAC	1260	Black		



SHREVEPORT, LOUISIANA

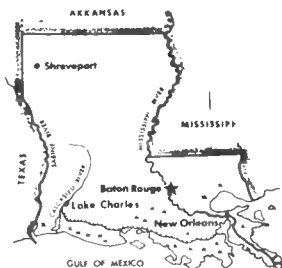
RANK - 70. POPULATION: Metro 275,100/Total 784,900 (Black 39%/city, 27%/area). ECONOMY: Manufacturing, retail, oil, agriculture. HOME OF: Barksdale AFB-Headquarters 8th Air Force, Centenary College, LSU Medical School, LSU-Shreveport, Bossier Community College, Southern Univ-Shreveport. RECOMMENDED ACCOMMODATIONS: Chateau, Hilton Inn, Bossier Sheraton. SPECIAL PLACES OF INTEREST: Louisiana Downs Racetrack, Rose Capital Grounds, Norton Museum, State Fair Museum, Meadows Museum, Cross Lake, Toledo Bend Lake. COST OF LIVING: Medium to high, low in comparison to other states; regular gasoline 53c; 1 bedroom apt \$200 furn \$150 unfurn. SALARIES: DJs average \$8,000-\$20,000/year. SUMMARY: KWKH changes to country from adult contemporary. KFLO goes from country to religion. KOKA is tops in the market in total persons according to the last Arbitron. They had a 21.7, KEEL is second with a 19.5. KOKA leads KEEL in teens 40.6 to 29.0. A couple of good restaurants are Sansones and Firenze's. Concerts are held at Hirsch Coliseum (12,000) or the Municipal Auditorium (3,500). Thanks to Steve Kelly and Marie Giffon of KEEL for aid in this compilation.

AM

KBCL	1220	MOR
KCIJ	980	Religious
KEEL	710	Top 40
KFLO	1300	Religious
KJOE	1480	Religious
KOKA	1550	Black/Top 40
KRMD	1340	Country
KWKH	1130	Country

FM

KCOZ	100.1	Beautiful
KEPT	96.5	Religious
KMBQ	93.7	Beautiful
KROK	94.5	Top 40
KTAL	98.1	Country
KRMD	101.1	Country



SPOKANE, WASHINGTON

RANK - 102. POPULATION: Metro 246,200/Total 483,300
ECONOMY: Banking center, wholesale and retail center for 36 counties within the states of Washington, Idaho and 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:** Regular gasoline 61c; 1 bedroom apt \$175 unfurn \$200 furn; housing is good; state sales tax 5%. **SALARIES:** DJs average from minimum to \$17,000/year. **SUMMARY:** Bob Anthony has left KREM...Rob Harder is the new PD there. KXXR changes over to country from beautiful music. KZUN-FM also becomes country. KEZE-FM is beautiful music. Plenty of changes in the market with more to come most probably. KJRB has some of its best numbers ever...16.4 in totals in the last Arbi-
 tron. KGA is second with a 10.7 there. KJRB pulled a 63.6 in teens, followed by KREM with a 24.2. A couple of restaurants you might like are the St. Regis and Chapter 11. Winter sports are heavy there...hockey particularly. Tons of lakes in the area, so there's summertime outdoors here. Summers it gets hot, but it's dry and winters aren't all that cold...average 20-30 degrees. Here in the Inland Empire concerts are held at the Spokane Coliseum (7-8,000), The Spokane Opera House and the colleges. Thanks to John Sherman of KJRB for aid in this compilation.

AM

KEZE	1380	Beautiful (Auto)
KGA	1510	Mod Country
KHQ	590	MOR
KJRB	790	Top 40
KREM	970	Top 40
KSPO	1230	News
KUDY	1280	Religious
KXLY	920	Adult Contemp
KXXR	1440	Country
KZUN	630	Adult Contemp

FM

KEZE	105.7	Beautiful (Auto)
KHQ	98.1	Top 40 (Auto)
KREM	92.9	AOR
KXLY	99.9	Adult Contemp
KXXR	93.7	Beautiful
KZUN	96.1	Country



SPRINGFIELD—CHICOPEE—HOLYOKE, MASS.

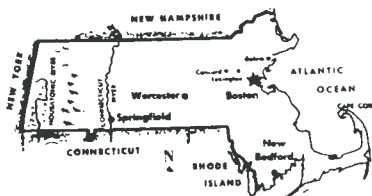
RANK - 81. **POPULATION**: Metro 492,600/Total 636,500. **ECONOMY**: Springfield is at the intersection of two main interstate highways and is supported mainly by small industry. **HOME OF**: University of Massachusetts, Amherst College, Smith College, Holyoke College and Hampshire College. **RECOMMENDED ACCOMMODATIONS**: Major chains, Sheraton and Marriott. **SPECIAL PLACES OF INTEREST**: Eastern States Expo, one of world's largest fairs, Basketball Hall of Fame, home of Calvin Coolidge, Emily Dickinson. **COST OF LIVING**: Regular gas 60c; 1 bedroom apt \$150 unfurn \$200 furn; insurance is high, but cost of living is average; state sales tax 5%. **SALARIES**: DJs earn from \$140-\$300/week. **SUMMARY**: This area is spreading out and growing rapidly. **WHYN** leads overall with an 18.5 followed by **WHYN-FM** pulling a 15.1. Teens are controlled by **WHYN**...34.1 and **WQQY** 30.5. A couple of good restaurants are **Ciroe's** and the **Salem Cross Inn**. City is famous for a good water supply...excellent fishing. **Springfield Civic Center** (10,000) draws major acts. Thanks to **Dick Vaughan** of **WACE** and **Ken Capurso** of **WHYN** for aid in this compilation.

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
WIXY	1600	Country

FM

WAQY	102.1	Top 40
WHMP	99.3	MOR
WHYN	93.1	Top 40
WMAS	94.7	MOR



ST. LOUIS, MISSOURI

RANK - 11. POP: Metro 1,873,100/Total 2,756,100 (Black 35%). 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 & University of Missouri. RECOMMENDED ACCOMMODATIONS: Cheshire, Clayton Inn, Sheraton, Westport. PLACES OF INTEREST: Gateway Arch, Forest Park Zoo and Civil War historical sites. COST OF LIVING: Reg gas 60.9c; 1 bedroom apt (furn) \$200, (unfurn) \$175; sales tax 4%. SALARIES: DJs average \$10,000-40,000/yr. SUMMARY: Great town. . . plenty to do. . . very progressive. . . weather ain't bad. Bill Bailey is the new PD at KSLQ replacing Charlie Lake, who moved to VP position with Bartell. Formats stayed very stable here over past six months. . . Last Arbitron shows KMOX continuing as the old reliable giant. . . total persons 24.3. Second in the market is KSLQ with an 8.3. Teen-wise the battle gets closer. . . KSLQ has a 25.8 there to 17.6 for KSHE. Some recommended restaurants are O'Connell's Irish Pub, Anthony's, Robert E Lee and Casa Gollardo. There are good concert facilities. . . St. Louis Arena (18,000), Keil Auditorium (10,500), Fox Theatre (5,000) and Busch Stadium (50,000). City is only 120 miles away from some of the most beautiful country in the world. . . the Ozarks. . . Mississippi floats right through here. . . major port. Winters can get cold and summers are hot but humidity isn't all that bad. Thanks to Bill Bailey & the staff of KSLQ for aid in this compilation.

AM		
KATZ	1600	Black
KFUO	850	Relig/News/Talk
KIRL	1460	Top 40
KMOX	1120	Sports/News
KSD	550	Adult Contemp.
KSTL	690	Religious
KXEN	1010	Religious
KXOK	630	Top 40
WIL	1430	Mod. Country
WRTH	590	Beautiful
FM		
KADI	96.3	AOR
KCFM	93.7	Beautiful
KEZK	102.5	Beautiful
KFUO	99.1	Classical
KKSS	107.5	Black
KMOX	103.3	Adult Cont. (Auto)
KSHE	94.7	AOR
KSLQ	98.1	Top 40
WGNU	106.5	Country
WIL	92.3	Country
WMRY	101.1	Adult Contemp.



SYRACUSE, NEW YORK

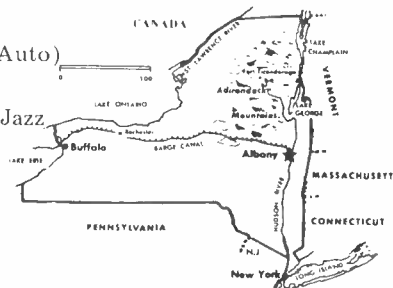
RANK - 63. **POPULATION:** Metro 510,900/Total 897,700 (Black 10%). **ECONOMY:** Carrier, G. E., Miller and Schlitz Breweries, as well as other light industries. **HOME OF:** Syracuse University, LeMoyne College and various other community colleges. **RECOMMENDED ACCOMMODATIONS:** All major chains, a new Marriott Hotel opens in August (supposed to be beautiful). **SPECIAL PLACES OF INTEREST:** The New Civic Center, Everson Museum of Art, French Fort, Canal Museum, Salt Museum, Green Lakes State Park, the Alpine slide ride at Song Mt. is "a gas". **COST OF LIVING:** Moderate; taxes are average unless you buy a house in the suburbs-then be careful. **SALARIS:** DJs earn a minimum wage to \$500/week. **SUMMARY:** WSYR-FM has changed from beautiful music to soft rock (automated). WOLF's new PD is Ed Gabriel. WSEN's new PD is Bob Mason. Despite being listed as the nation's capital for MOR stations, Syracuse has at least four stations listing themselves as MOR that are rocking. The market has become extremely "contest oriented" in the past six months with almost every station giving away trips, cars, etc. It's close and competitive. WSYR pulled a 17.2 in total numbers followed by WHEN with a 16.1 in the last Arbitron rating. WKFM and WOLF tie for teens with a 24.1 apiece. WHEN scores a 23.0. Some recommended restaurants are Soo Lin's, Camelots, Walter Whites and Phoebe's. For concerts, Syracuse Memorial Auditorium seats 15,000 and the Civic Center 4,000. The Syracuse area is also known for summer and winter resorts. Thanks to Don Bombard of WOLF for aid in this compilation.

AM

WFBL	1390	Top 40/Oldies
WHEN	620	Adult Contemp
WNDR	1260	MOR
WOLF	1490	Top 40
WSEN	1050	Country
WSOQ	1220	Beautiful
WSYR	570	MOR
WYRD	1540	Religious

FM

WEZG	100.9	Beautiful
WKFM	104.1	Top 40 (Auto)
WMHR	102.9	Religious
WNTC	93.1	Beautiful
WONO	107.9	Classical/Jazz
WOUR	96.9	AOR
WSEN	92.1	Country
WSYR	94.5	Beautiful



TAMPA-ST. PETERSBURG, FLORIDA

RANK - 31. POPULATION: Metro 1,184,700/Total 1,791,300 (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, Sandpiper in St. Petersburg. SPECIAL PLACES OF INTEREST: Busch Gardens, several natural wild jungles. St. Pete has 65 parks and miles of beach. COST OF LIVING: One bedroom apt \$160 unfurn \$195 furn; state sales tax 4%; no state income tax. SALARIES: DJs average \$225/week, some as high as \$30,000/year. SUMMARY: Six months of change...Burkhart/Abrams have come into WQXM. It's called Rock-98. John Lander is the new PD at WLCY. Bob McNeil has taken that position at WRBQ. Roger Ashberry is at WFLA. Chris Rathouse is the PD at WDAE. Charles Edwards is at WTMP. WYNF is on and top forty. WWBA-FM picked up top numbers with a 10.8 followed by WRBQ pulling 8.0. WLCY-FM has the teens with 29.9 followed by WRBQ with a 20.1. If you're in this lovely city try Bern's Steak House and Louie Pappa's. Concerts are held at Curtis Hixon Hall (7,000), Lakeland Civic Center (10,000) and St. Petersburg Bayfront Center (7,000). Thanks to Chuck Morgan of WYNF for aid in this compilation.

AM

WDAE	1250	MOR
WFLA	970	MOR
WFSO	570	AOR
WHBO	1050	Country
WINQ	1010	Religious
WLCY	1380	Top 40
WTAN	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

WJYD	100.7	Beautiful
WOKF	104.7	Top 40 (Auto)
WQSR	102.5	AOR
WQXM	97.9	AOR
WQYK	99.5	Country
WRBQ	104.7	Top 40
WWBA	107.3	Beautiful
WYNF	94.9	Top 40



TOLEDO, OHIO

RANK - 65. POPULATION: Metro 631,200/Total 871,100 (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 AC-COMODATIONS: Sheraton West Gate, Holiday Inn (down-town) and major chains. SPECIAL PLACES OF INTEREST: Promenade Park-right on the river, City Zoo, City Museum. COST OF LIVING: Regular gasoline 58c; 1 bedroom apt \$185 furn \$175 unfurn; sales tax 4%. SALARIES: DJs earn around \$700-\$1,200/month. SUMMARY: There's West Toledo and East Toledo...the Maumee River divides the city. Lee Abrams is in at WIOT. Ken Deutsch is the new PD at WOHO...there's word of other format changes coming shortly. Toledo contends with Detroit stations coming in as well...both CKLW and WJR pull good numbers. Nonetheless, WSPD has a 15.2 overall for top 12+ shares in last Arbitron. WOHO has a 23.1 in teens followed by CKLW with a 20.2. Summers are hot and muggy here...winters are bad, but not as bad as the Great Lakes area. Mancy's, Paco's and Frank Unkles are the favorite restaurants...Concerts are held at the Masonic Auditorium (3,000) and Sports Arena (7,000). Thanks to Ken Deutsch of WOHO for aid in this compilation.

AM

WCWA	1230	Adult Contemp
WOHO	1470	Adult Contemp
WSPD	1370	MOR
WTOD	1560	Country

FM

WIOT	104.7	AOR
WKLR	99.9	Black
WLQR	101.5	Beautiful
WMHE	92.5	AOR
WXEZ	105.5	Beautiful



TUCSON, ARIZONA

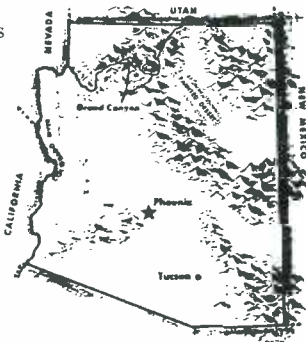
RANK - 96. POPULATION: Metro 368,600/Total 506,100 (White 70%, Mexican-American 25%, Other 5%). ECONOMY: Air Force Base, mines, University, the tourist trade is important, as are electronics, construction and copper mining. HOME OF: University of Arizona, Davis Montham AFB, Pima Community College. RECOMMENDED ACCOMMODATIONS: The Doubletree, Sheraton Pueblo, Marriott Hotel. SPECIAL PLACES OF INTEREST: Old Tucson movie set, Mount Lemon, Sabino Canyon, Desert Museum, Colossal Caves, dude ranches, ski resorts, Spanish missions. COST OF LIVING: Regular gasoline 58c; 1 bedroom apt \$175 unfurn \$200 furn; sales tax 6%. SALARIES: Normal for a market this size. SUMMARY: Ed Alexander is the new PD at KTKT. Roger Collins joins Todd Wallace at KRQQ. KTKT is ahead overall in the total persons 12+ with a 12.3 followed by KCUB pulling a 10.3 and KAIR with a 9.7. The teens are held by KTKT with a 47.9 in this book...huge increase. This city is located about 120 miles south of Phoenix, and it gets hot here but is usually about 5 degrees cooler than the larger city. It is dry in the summer, but there is a possibility of getting a little snow in the winter. Winters are milder than Duluth. Hangouts for the business include After the Gold Rush and Doubletree. Sports are super hot here...basketball and football...and hockey...and volleyball...and golf...It's also got some recording studios...and it's alive and very pretty. Thanks to Ed Alexander at KTKT and Gary Hamilton at KHOS/KRQQ for aid in this compilation.

AM

KAIR	1490	Beautiful
KCEE	790	MOR
KCUB	1290	Country
KEVT	690	Spanish
KHOS	940	Country
KHYT	1330	Adult Contemp
KIKX	580	Top 40
KOPO	1450	Religious
KTKT	990	Top 40
KTUC	1400	All News/Sports

FM

KAIR	94.9	Beautiful
KCEE	96.1	Beautiful
KFMM	99.5	Religious
KWFM	92.9	AOR
KRQQ	93.7	Top 40 (Auto)



TULSA, OKLAHOMA

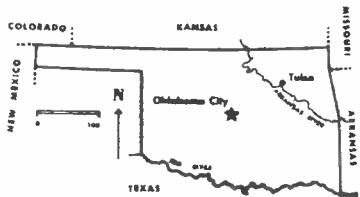
RANK - 59. POPULATION: Metro 469,500/Total 942,300 (Black 10.6%). ECONOMY: The major industry is oil. Aviation and water navigation are also primary sources of income. HOME OF: University of Tulsa, Oral Roberts University and Tulsa Junior College. RECOMMENDED ACCOMMODATIONS: Sky-line Sheraton, Hilton. SPECIAL 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%. SALARIES: DJs average /month. SUMMARY: Benjamin Cain is the new PD at KAKC. Jack Daniels has taken that position at KELI. Hal O'Halleran, a great veteran of this market by the way, has taken over as PD of KWEN. KRMG is tops in the market with a 20.4 followed by KVOO pulling a 17.4 and KWEN with a 16.8. KAKC is first in teens, pulling a 26.8, followed by KELI with a 20.7 and KRAV comes up with a 17.1. Cain's Ballroom is back and Reflections is also happening as a hangout. Luisianne is recommended as a restaurant...as is Jamil's. Tulsa is a clean city...Northeastern Oklahoma is heavily wooded and beautiful with a lot of water and outdoor activity. Thanks to Jack Daniels of KELI for aid in this compilation.

AM

KAKC	970	Top 40
KXXO	1300	Disco
KELI	1430	Top 40
KFMJ	1050	Religious
KRMG	740	Adult Contemp
KTOW	1340	Country
KVOO	1170	Country

FM

KAKC	92.9	Beautiful (Auto)
KRAV	96.5	Adult Contemp
KWEN	95.5	Beautiful (Auto)
KMOD	97.5	AOR



UTICA—ROME, NEW YORK

RANK - 124. POPULATION: Metro 273,700/Total 393,100. ECONOMY: Insurance, GE, IBM, dairy farming. HOME OF: Griffith AFB, State University of New York, Hamilton College-Colgate (17 miles away). RECOMMENDED ACCOMMODATIONS: Major chains. SPECIAL PLACES OF INTEREST: Fort Stanwix, Utica Club Brewery, ski areas nearby. COST OF LIVING: Regular gasoline 57c; 1 bedroom apt \$120 unfurn; taxes are pretty low; state sales tax 4%. SALARIES: DJs earn around \$120-\$220/week. SUMMARY: Long time and well known Farm Director Ed Slusarczyk has just shifted over to WTLB. WRUN and WKGW have been sold...but there's some kind of controversy ensuing...holding it up. WRUN had been heavy into news blocks...they've dropped that. In spring ratings it's super close. Total persons 12+...WRUN 12.8, WTLB 12.1, WIBX 11.9 and WIBQ 10.9. In teens, WRUN 40.5, WTLB 23.8, WKGW 16.7. City is winter sports crazy...especially snowmobiling. Summers aren't bad. Minor league baseball is big here. Utica Memorial Auditorium is where the concerts are held. For restaurants check out Grimaldi's, Hart's, Hill Inn and Alfredo's. Thanks to Paul Dunn of WTLB for aid in this compilation.

AM

WADR	1480	Country
WALY	1420	Block
WBRV	900	Country
WBVM	1550	Top 40/Gold
WIBX	950	News/Talk/MOR
WKAL	1450	Adult Contemp
WLFH	1230	MOR
WRNY	1350	MOR
WRUN	1150	Top 40
WTLB	1330	Top 40

FM

WIBQ	98.6	Beautiful (Auto)
WKAL	95.9	Beautiful
WKGW	104.3	Top 40 (Auto)
WOUR	96.9	AOR
WTLB	107.3	Mod Country



WASHINGTON, D. C.

RANK - 11. POPULATION: Metro 2,493,600/Total 3,182,900 (Black 73%). ECONOMY: The major economic support lies in the federal government. HOME OF: Ft. Mead, Ft. Belvoire, 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: High. Regular gasoline 70c; 1 bedroom apt \$350 furn \$250 unfurn; sales tax 4%. SALARIES: DJs earn from \$10,000-\$100,000/year, average is \$16,000. SUMMARY: All news WAVA has been sold, and there is question about its format in the future at this point. Changes are also happening at WWDC. WMOD has changed call letters to WMZQ...The only double figures in Washington over the past four months belong to WMAL. In the last Arbitron they grabbed their usual 11.7 with nearest competition in total persons 12+ being WPGC-FM with a 7.0. Lord does WPGC-FM have the teens...35.3 in a city this size. WWDC-FM has a 10.6 for second place there in that category. Hangouts in this very intense city include Childe Harold, Cellar Door and Desparados. A couple of recommended restaurants are Pines of Rome and The Palm. The FCC and NAB are here...and there is an unusual number of lawyers specializing in broadcast law. Concerts...two specific recommendations...Meriweather Post Pavillion (5,000) and The Carter Baron (4,800). Thanks to Dave Einstein of WHFS and added help from WGAY for this compilation.

AM		FM		
WAVA	780	News	WASH	97.1 Ad Contemp
WDON	1540	Oldies	WAVA	105.1 All News
WEAM	1310	Black	WEZR	106.7 Beautiful
WEEL	1390	Ad Ctmp	WGAY	99.5 Beautiful
WFAN	1340	Spanish	WGMS	103.5 Classical
WFAZ	1220	Religious	WHFS	102.3 AOR
WGAY	1050	Beautiful	WHUR	96.3 Jazz/Black
WGMS	570	Classical	WJMD	94.7 Beautiful
WINX	1600	Ad Ctmp	WKYS	93.9 Disco
WMAL	630	MOR	WMAL	107.3 AOR
WPIK	730	Country	WMZQ	98.7 Country
WRC	980	All News	WOOK	100.3 Black
WTOP	1500	News/Spts	WPGC	95.5 Top 40
WUST	1120	Religious	WWDC	101.1 AOR
WWDC	1260	Top 40	WXRA	105.9 Country

WICHITA, KANSAS

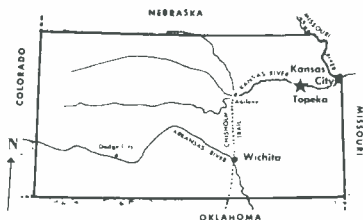
RANK - 80. POPULATION: Metro 296,400/Total 657,000. ECONOMY: Aircraft, agriculture. HOME OF: Wichita State University, Friends University, McConnell AFB. RECOMMENDED ACCOMMODATIONS: The Hilton, Wichita Royal, Holiday Inn Plaza. SPECIAL PLACES OF INTEREST: Century Two, Cow Town, Lake Cheney, Mid American All Indian Center and many beautiful parks. COST OF LIVING: Regular gasoline 58c; 1 bedroom apt \$250 furn \$200 unfurn; state sales tax 3%. SALARIES: DJs earn around \$185-\$300/week. SUMMARY: KCIT has been sold...in limbo right now...KBUL becomes KSGL..... religious station...KWWB, former all news station is now KBUL and country. Last Arbitron showed KFDI edging out KEYN in total person shares, 15.8 to 15.3. KLEO is slightly over KEYN in teens...41.2 to 39.2. Recommended restaurants include Chateau Briand, Smuggler's, Pat O'Brien's, Judge Rigg's, Angelo's. Clubs include Fridaze's, Lettuce, Pat O'Brien's. Thanks to Ken Clifford of KLEO and Roger Monday of KEYN for their assistance in this compilation.

AM

KAKE	1240	Adult Contemp
KBUL	1400	Country
KFDI	1070	Country
KFH	1330	MOR
KLEO	1480	Adult Contemp
KSGL	900	Religious

FM

KARD	107.3	Beautiful
KBRA	97.9	Beautiful
KEYN	103.7	Adult Contemp
KFDI	101.3	Prog Country
KICT	95.1	Country
KMUW	92	Block



WORCESTER—FITCHBURG—LEOMINSTER, MASSACHUSETTS

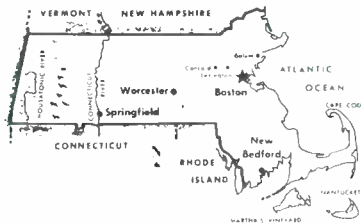
RANK - 89. POPULATION: Metro 324,100/Total 534,500 (Black 1.9%). ECONOMY: Basically heavy industry. HOME OF: Worcester Poly Tech, Clark University, Holy Cross, Assumption College, Worcester State. RECOMMENDED ACCOMMODATIONS: Holiday Inn, Sheraton Lincoln, major chains. SPECIAL PLACES OF INTEREST: Worcester Science Center, Art Museum, Historical Society. COST OF LIVING: Regular gasoline 61c; 1 bedroom apt \$210 unfurn \$250 furn. SALARIES: DJs average \$150-\$250/week. SUMMARY: Worcester (the hardest city name in the U. S. to pronounce) is 37 miles from Boston. Lee Abrams is helping program WAAF. In the ratings in the spring Arbitron, WSRS pulled a total persons 12+ 21.9, followed by WTAG with a 18.9. Teen-wise, WAAF has it...21.2 to 17.3 over WPJB. WORC has a 13.5 in that category. Hangouts in Worcester include Putnam and Thurston...At night there's also Meeting House and El Morraco...Concerts are held at Worcester Memorial Auditorium (3,000) Wallace Civic Center (8,500). Thanks to Tom Daniels of WAAF for aid in this compilation.

AM

WNCR	1440	News/Talk
WNEB	1230	Country
WORC	1310	Adult Contemp
WTAG	580	MOR

FM

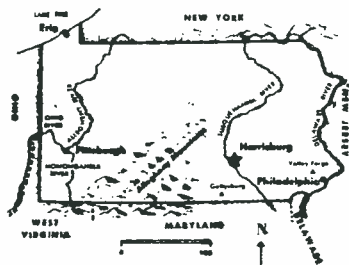
WAAF	107.3	AOR
WSRS	96.1	Beautiful



**YORK—HARRISBURG—LANCASTER—LEBANON,
PENNSYLVANIA**

RANK - 57. POPULATION: Metro 280,200/Total 993,200 (Black 14%). ECONOMY: Heavy industry, caterpillar, steel, etc. HOME OF: Cumberland Army Depot, a bunch of smaller colleges. RECOMMENDED ACCOMMODATIONS: Host Inn in Lancaster, Ramada Inn in York. SPECIAL PLACES OF INTEREST: Gettysburg, Hershey, Lancaster Ahmism, William Penn Museum in Harrisburg. COST OF LIVING: Regular gasoline 65c; 1 bedroom apt \$165 unfurn \$185 furn; state sales tax 6%. SALARIES: DJs earn around \$150-\$375/week. SUMMARY: Last ratings here showed WSBA-FM in first place in total numbers with a 16.1, followed by WSBA pulling a 14.8 and WYCR with a 13.5. Teen numbers belong to WYCR with a 42.0. WZIX had a 16.0 and WQXA a 12.0 there. Thanks to Dave Marino for aid in this compilation.

AM			FM		
WAHT	1510	Top 40	WDAC	94.5	Religious
WCMB	1460	Ad Ctmpy	WGCB	96.1	Relig/Country
WDDL	1490	MOR	WGET	107.7	Beautiful
WFEC	1400	Country	WHP	97.3	Beautiful
WGCB	1440	Religious	WHYL	102.3	Country
WGET	1320	MOR	WIOB	105.1	Country
WGSA	1310	MOR	WMRF	95.9	Beautiful
WHP	580	MOR/News	WNCE	101.3	Beautiful
WHVR	1280	MOR	WQXA	105.7	Top 40 (Auto)
WHYL	960	MOR	WRHY	92.7	AOR
WIOO	1000	Top 40	WSBA	93.3	MOR
WJUN	1220	MOR	WSMF	99.3	AOR
WKBQ	1230	Top 40	WTPA	104.1	MOR
WKVA	920	MOR	WUFM	100.1	Gold
WLAN	1390	Top 40	WYCR	98.5	Top 40
WLBR	1270	MOR			
WMRF	1490	MOR			
WNOW	1250	Mod Country			
WQIN	1290	MOR			
WSBA	910	Adult Contemp			
WSEW	1240	MOR			
WVLW	940	Country			
WZIX	1350	Top 40			



YOUNGSTOWN—WARREN, OHIO

POPULATION: Metro 449,800/Total 790,200. **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, GM auto plant. **HOME OF:** Youngstown State University, Penn-Ohio Jr. College. **RECOMMENDED ACCOMMODATIONS:** Holiday Inns (3), Howard Johnsons (2). **SPECIAL PLACES OF INTEREST:** Butler Institute of American Art, Lake Milton, Old Mill Museum in Mill Creek Park, Canfield Fairgrounds. **COST OF LIVING:** Low; 1 bedroom apt \$135 unfurn \$180 furn; state sales tax 4%. **SALARIES:** DJs earn \$100-\$275/week (union & non-union. **SUMMARY:** There is little change in this market over the past six months...Ratings from spring Arbitron show WBBW with a 16.4 and WKBN-FM with a 16.3 in total numbers. Teen-wise, it's WYFM with a 35.6, followed by WHOT pulling a 18.6 and WHOT-FM with a 13.6. Recommended restaurants are The Mansion, Cherry's Top of the Mall and The Colonial Inn. City is 68 miles from both Pittsburgh and Cleveland, but still has its own local activities...Concerts are Stambaugh Auditorium (2,000), Powers Auditorium (2,300), Packard Music Hall (2,000) and Youngstown State University. Thanks to Mitch Stanley of WFMJ for aid in this compilation.

AM

WBBW	1240	Talk
WFMJ	1390	Top 40
WGFT	1500	Black
WHHH	1440	Block/MOR
WHOT	1330	Top 40
WKBN	570	Adult Contemp
WPIC	790	Adult Contemp
WTCL	1570	MOR

FM

WHOT	101.1	AOR
WKBN	98.9	Beautiful
WQQD	93.3	Beautiful
WYFM	102.9	Top 40





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RADIO QUARTERLY REPORT
P. O. BOX 3135
CARMEL, CALIFORNIA 93921



The Radio Stations

KAAY/50,000W/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-3 /
Playlist - 28+ / Oldies - 30% / Jing - none / Synd - Wolfman /
Auto - no / Interviews - yes, AM / Reports to - RR BG BB CB
RW POE TURNTABLE / C load - 13 m / Promo - 1-5 T, Top
40 afternoon M / SM - John Beasley / 60 sec open rate - \$39

KAFY/1000W/805-366-4411 Top 40
Box 6128, Bakersfield CA 93306
Owner - Sunset Bdcstg / No emps - 18 / GM - Darren Mc-
Gavern / PD - Richard Irwin / MD - Randy Kramer / ND -
Mike Scott; staff-2 / Playlist - 45 / Oldies - 30% / Jing - JAM,
Priority One / Synd - Powerline, Hot News, Daily Planet /
Auto - no / Interviews - none / Reports to - RR BB CB RW / C
load - 12 m / Promo - 102 M-F / SM - Doug Selma / 60 sec
open rate - \$27

KAKC/1000W/918-743-9877 Top 40
Box 970, Tulsa OK 74101
Owner - Mark/Way Inc / No emps - 32 / GM - Wes Stegeman /
PD - Ben Cain / MD - Steve Carter / ND - Daryl Meyers; staff-
3 / Playlist - 35 / Oldies - 50% / Jing TM, You / Synd - none /
Auto - no / Interviews - open / Reports to - KR RR BG RW
BRENNAMEN / C load - 12 m / Promo - open / SM - Wes
Stegeman / 60 sec open rate - \$42

KALB/5000W/318-443-2543 Top 40
Box 471, Alexandria LA 71301
Owner - Alexandria Bdcstg / No emps - 18 / GM - Bruce
Ralney / PD - Tom Christie / MD - Gene Dupuis / ND - Steve
Hill; staff-2 / Playlist - 60 / Oldies - 25% / Jing - Tanner Shot-
gun / Synd - AT 40, Wolfman / Auto - no / Interviews - any-
time / SM - Neal Cappell

KALE/1000W/509-586-2151 Top 40
Box K, Tri-Cities WA 99302
Owner - Sterling Recreation Organization / No emps - 13 / GM
- Rod Loudon / PD - Tom Mann / MD - same / ND - Mike
Conklin; staff-1 / Playlist - 55 / Oldies - 40% / Jing - PAM,
Scan, Insight, Powerline, studio B / Auto - no / Interviews -
open / Reports to-BG RR KR / C load - 18 m / Promo - 9-5
M-F / SM - Herb Brindamour / 60 sec open rate - \$10.50 news -
\$21.45

KAOK/1000W/318-436-7541 Top 40
Drawer 5, Lake Charles LA 70602
Owner - E. J. Prendergast / No emps - 18 / GM - Tom
Fletcher / PD - Ken Rice / MD - John St. john / ND - Julie
Tate; staff-0 / Playlist - 25-30 / Oldies - 40-50% / Jing -
PAM, WLS '76 / Synd - Allison Steele / Auto - no / Inter-
views - yes, recorded / Reports to - BG MD RR BRANDON
/ C load - 18 m / Promo - 10-1 M-W-Th-F / SM - Tom
Fletcher / 60 sec open rate - \$7.92

KASI/1000W/515-232-1430 Adult Cont.
415 Main St., Ames IA 50010
Owner - Ames Bdcstg / No emps - 20 / GM - Dale Cowle /
PD - Bob Burr / MD - Jim Beam / ND - Bub Chaldy; staff-4
/ Playlist - 45-50 / Oldies - 50% / Jing - Drake-Chenault /
Synd - none / Auto - no / Interviews - open-taped / Reports
to - none / C load - 13 m / Promo - after 11 M-F / SM -
Dave Dobel / 60 sec open rate - \$9.50

KATZ/5000W/314-241-6000 Top 40
812 Olive St., St. Louis MO 63101
Owner - Laclede / No emps - 20 / GM - Doug Eason / PD -
J. J. Jackson / MD - Chico Brown / ND - Ty Wamsley; staff-
2 / Playlist - 30 / Oldies - 35% / Jing - TM / Synd - none /
Auto - no / Interviews - occas / Reports to - BB CB BRE BG
MICKEY'S TURNTABLE / C load - 15 m / Promo - open /
SM - Charles Shields / 60 sec open rate - \$39

KAUM/100,000W/713-795-4770 Top 40
1201 Fannin Bank Bldg., Houston TX 77030
Owner - ABC / No emps - 35 / GM - James E. Hankins / PD -
Bruce Johnson / MD - Michael Jones / ND - John Mat-
thews; staff-5 / Playlist - 25-30 / Oldies - 50% / Jing - none /
Synd - none / Auto - no / Interviews - yes, specials / Re-
ports to - RW / C load - 8 m / Promo - open / SM - Doug
Greenlaw / 60 sec open rate - \$70

KAYC/1000W/713-833-9421 Top 40
Box 870, Beaumont TX 7704
No emps - 13 / GM - Doc Fidler / PD - Paul King / MD -
same / ND - John Dennis; staff-3 / Playlist - 30 / Oldies -
30-60% / Jing - TM, You / Synd - AT 40 / Auto - no / Inter-
views - none / Reports to - RR / C load - 14 m / Promo -
9-1:30 M-W / SM - Doc Fidler / 60 sec open rate - \$16

KAYD/50,000W/713-833-9421 AOR
Box 870, Beaumont TX 77701
Owner - Texas Coast Bdcstg / No emps - 9 / GM - M. E. "Doc"
Fiddler / PD - Michael Danbaum / MD - same / ND - John
Dennis; staff-3 / Playlist - 70 / Oldies - 50% / Jing - None /
Synd - King Biscuit, Rock Around World / Auto - 2-6AM /
Interviews - any artist in area / Reports to - RR / C load - 14 m
/ Promo - 8AM-2PM / SM - M. E. "Doc" Fiddler / 60 sec open
rate - \$7.50

KAYO/5000W/206-623-2480 Mod. Country
2939 4th S. Ave., Seattle WA 98134
Owner - Wash Telecstrs / GM - Lee White / PD - Ben Peyton /
MD - same / ND - Dennis Buckel; staff-3 / Playlist - 40 /
Oldies - 50% / Jing - Country Music Radio, TM / Synd - none
Auto - no / Interviews - open / Reports to - BB RW CB BG
RR / C load - 15 m / Promo - 9:30-Noon W / SM - Chris Croff
/ 60 sec open rate - \$50

KBBC/115,000W/602-258-7333 AOR
Box 711, Phoenix AZ 85001
Owner - Combined Comm / GM - Richard K. Penn / PD - J. D. Freeman / MD - Consult (Tom McKay) / Playlist - 100 / Oldies - 50% / Jing - none / Synd - Windchime / Auto - no / Interviews - no / Reports to - BB / C load - 10 m / Promo - open / SM - Fritz Beesmyer

KBDF/5000W/503-345-4304 Top 40
1600 Coburg Rd., Eugene OR 97401
Owner - Mattco Inc / GM - Michael Cole / PD - Richard Hawker / MD - same / ND - Tom Franklin; staff-3 / Playlist - 40 / Oldies - 30% / Jing - TM / Synd - AT 40, Robert N. Morgan / Auto - no / Interviews - rarely / Reports to KR BG CB / C load - 10 m / SM - Bill Johnstone / 60 sec open rate - \$14

KBEQ-FM/50,000W/816-531-2535 Top 40
3100 Broadway, Ste. 111, Kansas City MO
Owner - KBEQ Inc / No emps - 25 / GM - Connie Wodlinger / PD - Bob Laurence / MD - Kim Welsh / ND - Bobby Kline; staff-1 / Playlist - 30 / Oldies - 50% / Jing - TM / Synd - PH Factor, "Words & Music," Disco '77 (½ hr simulcast w/KBMA-TV), American Top 40 / Auto - no / Interviews - not usually / Reports to - BRENNAMEN RR CB RW GAVIN RUDMAN POE BRANDON / C load - 10 m / Promo - anytime M-F / SM - Chris Stolfa / 60 sec open rate - \$66

KBLE/515-266-0091 AOR
1332 Morton Ave., Des Moines IA 50316
Owner - Ron Sorensen / No emps - 5 / GM - Ron Sorensen / PD - same / MD - same / ND - same / Playlist - infinite / Oldies - none / Jing - none / Synd - Rock Around World / Autoyes / Interviews - whenever / Reports to - WALRUS / C load - 6 m / Promo - open / SM - Ron Sorensen / 60 sec open rate - \$3

KBOL/1000W/303-444-1490 MOR
Box 146, Boulder CO 80302
Owner - Boulder Radio KBOL Inc / No emps - 22 / GM - Rusty Shaffer / PD - same / MD - Dave Grimm / ND - Adrian Hise; staff-3 / Playlist - 32 / Oldies - 15% / Jing - TM / Synd - Flashback / Auto - no / Interviews - occas / Reports to - none / C load - 18 m / Promo - open / SM - David Lowe / 60 sec open rate - \$9.50

KBOZ/5000W/406-586-5466 Cont.
Box 147, Bozeman MONT 59715
Owner - Northern Sun / No emps - 17 / GM - Bill Reier / PD - Paul Vann Ehlis / MD - same / ND - Howard MacDonald; staff-1½ / Playlist - 40-45 / Oldies - 40% / Jing - TM, Penetrators / Synd - no / Auto - no / Interviews - live only, phone or studio / Reports to - GAVIN / C load - 14 m / Promo - 1:30-4:30PM M-Th / SM - Bill Reier / 60 sec open rate - \$8.25

KBPI/100,000W/303-936-2313 AOR
4460 Morrison Rd., Denver CO 80219
Owner - Progressive Bdcstg Inc / No emps - 22 / GM - none
PD - Frank Felix / MD - same / ND - Todd Ralston; staff-1 /
Playlist - LPs / Oldies - 55% / Jing - none / Synd - King Biscuit
/ Auto - no / Interviews - at times / Reports to - none / C load -
8 m / Promo - open / SM - none

KBUY-FM/54,000W/806-372-4731 Country
Box 5844, Amarillo TX 79107
Owner - John Walton / No emps - 21 / GM - George Schmidt /
PD - Terry Amburn / MD - same / ND - Bruce Freeman; staff-
2 / Jing - homemade / Synd - no / Auto - Drake-Chen 24 hrs /
Interviews - yes / Reports to - none / C load - 18 m / SM -
Richard Guest

KCBC/1000W/515-277-4483 AOR
6967 University Ave., Des Moines IA 50311
Owner - Blackhawk Bdcstg / No emps - 20 / GM - Jim Stewart
/ PD - same / MD - Mike Meacham / ND - Dale Cerbin; staff-5/
Playlist - 37 / Oldies - 30% / Jing - none / Synd - Rock Around
World, BBC Rock Hour / Auto - no / Interviews - no artist inter-
views / Reports to - BB BG / C load - 9 m / Promo - 9-11 /
SM - Denny Brdicko / 60 sec open rate - \$16

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 - Nina Gomez; staff-6 / Playlist -
34 / Oldies - 25% / Jing - TM / Synd - Wolfman / Auto - no /
Interviews - open / Reports to - CB RW BG RR BROADCAST-
ING BB BRENNAMEN BRANDON / C load - 12 m / Promo -
anytime T-F / SM - Peter Moore / 60 sec open rate - \$54

KCBS-AM/50,000W/415-982-7000 News
One Embarcadero Center, San Francisco CA 94111
Owner - CBS Inc / No emps - 85 / GM - Peter McCoy / PD -
none / MD - none / ND - Ted Feurey; staff-38 / Playlist - none
/ Oldies - none / Jing - Sound, Walt Kramer Package / Synd -
none / Auto - no / Interviews - none / Reports to - none / C
load - 18 m / Promo - no / SM - Wally Hutchinson / 60 sec
open rate - \$300

KCEF-AM/5000W/602-622-7788 MOR
Box 5886; Tucson AZ 85703
Owner - Strauss Bdcstg / No emps - 21 / GM - Robert A.
Strauss / PD - David C. Graham / MD - same / ND - Clare
Coffman; staff-1 / Playlist - 100s / Oldies - 90% / Jing - none /
Synd - none / Auto - no / Interviews - public affairs or news /
Reports to - none / C load - 18 m / Promo - open / SM -
Robert A. Strauss / 60 sec open rate - \$12

KCEE-FM/25,500W/602-622-7788 Beautiful
 Box 5886, Tucson AZ 85703
 Owner - Strauss Bdcstg / No emps - 21 / GM - Robert A. Strauss / PD - David C. Graham / MD - same / ND - Clare Coffman; staff-1 / Playlist - tapes / Oldies - 75% / Jing - none / Synd - none / Auto - no / Interviews - public affairs or news / Reports to - none / C load - 12 m / Promo - no / SM - Robert A. Strauss / 60 sec open rate - \$5

KCKC/5000W/714-882-2575 Mod. Country
 3225 E St., San Bernardino CA 92405
 Owner - Doug Trenner / No emps - 15 / GM - Walter Detweiler / PD - Bob Mitchell / MD - same / ND - Mary Asher; staff-1 / Playlist - 45 / Oldies - 40% / Jing - TM / Synd - none / Auto - no / Interviews - open / Reports to - BB CB RW RR BG / C load - 14 m / Promo - 2-5 W-Th / SM - Jim Markham / 60 sec open rate - \$30

KCKN/1000W-AM, 100,000-FM/913-321-3200 Country
 Box 1165, Kansas City KA 66117
 Owner - Kaye-Smith / No emps - 30 / GM - Don McCoun / PD - Mike Shannon / MD - Don Rhea / ND - Mike Shannon; staff-4 / Playlist - 42 / Oldies - 25% / Jing - none / Synd - none / Auto - 12-6AM on AM / Interviews - open / Reports to - RR CB BB BG Broadcasting / C load - 15 m / Promo - 10-1PM Th / SM - Ron Voss / 60 sec open rate - \$65

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 - Tom Barsanti / MD - Joan Kelly / ND - Pam Whiting; staff-6 / Playlist - 30 / Oldies - 50% / Jing - none / Synd - Nat'l. Album Countdown, Breakfast Serial, From Studio B, Computer Kickoff / Auto - 2-6AM / Interviews - as available / Reports to - none / C load - none / Promo - W-Th-F / SM - Thom Durney / 60 sec open rate - \$80

KCPX-AM/5000W/801-972-3030 Top 40
 1760 Fremont Dr., Salt Lake City UT 84104
 Owner - Columbia Pictures / No emps - 29 / GM - Wm. E. Wright / PD - Gary Waldron / MD - same / ND - Joe Lee; staff-20 / Playlist - 30 / Oldies - 35% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - none / Reports to - BB CB RW RR / C load - 12 m / Promo - open / SM - Bruce Cummings / 60 sec open rate - \$30

KCPX-FM/ERP-27,000/801-972-3030 AOR
 1760 Fremont Dr., Salt Lake City UT 84104
 Owner - Columbia Pictures / No emps - 29 / GM - Wm. E. Wright / PD - Gary Waldron / MD - same / ND - Joe Lee; staff-20 / Playlist - 60 / Oldies - 50% / Jing - none / Synd - King Biscuit, News Blimp, Prog. Network / Auto - yes / Interviews - none / Reports to - BB CB RW RR / C load - 12 m / Promo - open / SM - Bruce Cummings / 60 sec open rate - \$12.50

terly Report Radio Quarterly Report Radio Quarterly Report

KCRA-AM/5000W/916-441-5272 News/Adult Contemp.
2225 19th St., Sacramento CA 95818
Owner - Kelly Bdcstg / No emps - 25 / GM - Virgil Clemons /
PD - Dave Darin / MD - Lee Kirk / ND - Larry Page; staff-10 /
Playlist - 25-30 / Oldies - 70% / Jing - Peters-Cust / Synd - none
/ Auto - no / Interviews - film for Ch 3 TV / Reports to - RR
BG / C load - 18 m / Promo - open / SM - Dick Covey / 60 sec
open rate - \$85

KCRG/5000W/319-398-8422 Top 40
2nd Ave at 5th St., SE, Cedar Rapids IA 53401
Owner - Cedar Rapids TV Co / No emps - 30 / GM - Ed Lasko
/ PD - Carl Mann / MD - Duke Davis / ND - Tom McCarthy;
staff-4 / Playlist - 35 / Oldies - 33% / Jing - TM / Synd - Evo-
lution of Rock Pkg / Auto - no / Interviews - live in studio;
occas phone in AM / Reports to - BG / C load - 14 m / Promo -
open / SM - Red Rizer / 60 sec open rate - \$24

KCSW/100,000W/512-477-6375 Adult Contemp.
Box 2197, Austin TX 78768
Owner - Pioneer Bdcstg / No emps - 12 / GM - Bob Botik /
PD - Bob Joseph / MD - same / ND - Bill Alford; staff-10 /
Playlist - 40+ / Oldies - 35% / Jing - PAM / Synd - none /
Auto - no / Interviews - none / Reports to - BG / C load - 12 m
/ Promo - 10-3 T-Th / SM - Bob Botik

KDAL/5000W/218-727-8911 MOR
425 W. Superior St., Duluth MN 55802
Owner - WGN Contrl Chicago / No emps - 19 / GM - John
LaForge / PD - John R. Snee / MD - same / ND - Warren
Huddelson; staff-7 / Playlist - 50 / Oldies - 33% / Jing - none /
Synd - none / Auto - no / Interviews - open / Reports to - none
/ C load - 18 m / Promo - after 10:30AM / SM - John LaForge
/ 60 sec open rate - \$30

KDIA/5000W/415-834-4262 Black
Bay Bridge Toll Plaza Rd., Oakland CA 94662
Owner - Sonderling / No emps - 35 / GM - Kerner L. Anderson
/ PD - Keith Adams / MD - Johnny Morris / ND - Wes Moore;
staff -4 / Playlist - 55 / Oldies - 20% / Jing - none / Synd - In
Hollywood, Sugar Hill / Auto - no / Interviews - Public Affairs
Dept., Dr. Harold Varner / Reports to - BB RW CB BG BRE /
C load - 14 m / Promo - 1-3 W / SM - Bill Morrison / 60 sec
open rate - \$42

KDJW-AM/5000W/806-372-6543 Country
Box 5844, Amarillo TX 79107
Owner - John B. Walton / No emps - 21 / GM - George
Schmidt / PD - Dugg Collins / MD - same / ND - Bruce Free-
man; staff -2 / Playlist - 70 / Oldies - 33% / Jing - Tanner /
Synd - none / Auto - no / Interviews - drop in / Reports to -
CB RR BB RW / C load - 18 m / Promo - after 10AM W / SM -
Richard Guest

Radio Quarterly Report Radio Quarterly Report Radio Quar

KDKA/50,000W/412-391-3000 Black
1 Gateway Center, Pittsburgh PA 15222
Owner - Westinghouse Bdcstg / No emps - 70 / GM - Bill Hartman / PD - Dave Graves / MD - Rick Starr / ND - Nancy Kaplovsky; staff-10 / Playlist - 30 / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - public affairs / Reports to - none / C load - 17 m / Promo - open / SM - Terry Saidel / 60 sec open rate - \$220

KDKB - AM-FM/10,000&100,000W/602-833-4261 AOR
146 So. Country Club Dr., Mesa AZ 85201
Owner - Natural Bdcstg System / No emps - 27 / GM - Eric Hauenstein / PD - Hank Cookenboo / MD - same / ND - Mark Nykannon; staff-2 / Playlist - varies / Oldies - 65% / Jing - none / Synd - Daily Planet, King Biscuit / Auto - no / Interviews - open / Reports to - RR CB Walrus / C load - 10 m / Promo - open / SM - Bob O'Brien

KDKO/3200W/303-794-4211 Disco
Box 418, Littleton CO 80129
Owner - KDKO Inc / No emps - 10 / GM - David M. Segal / PD - Bob Moore / MD - Pepper Martinez / ND - Tom Christner; staff-2 / Playlist - 35 / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - short, pre-rec / Reports to - BB RW CB BRE / C load - 12 m / Promo - 1-4PM M-T-Th-F / SM - Jim Walker / 60 sec open rate - \$24

KDON /5000W/408-422-5363 Top 40
Box 1460, Salinas CA 93901
Owner - Robert Forrest / No emps - 20 / GM - Bill Sigel / PD - Johnny Morgan / MD - A. J. Roberts / ND - Dennis Michaels; staff-3 / Playlist - 35 / Oldies - 30% / Jing - PAM / Synd - none / Auto - no / Interviews - taped for specials / Reports to - RR RW BG / C load - 15 m / Promo - 12-2 M-F / SM - Bill Beaton

KDWB - AM-FM/5000&100,000W/612-739-4000 Top 40
Box 7630, St. Paul MN 55119
Owner - Doubleday / No emps - GM - Gary Stevens / PD - John Sebastian / MD - True Don Bleu / ND - Mike Elston; staff-1 / Playlist - 30 / Oldies - 65% / Jing - none / Synd - AT 40 / Auto - no / Interviews - no / Reports to - BB RW CB BG RR KR / C load - 10 m / Promo - open / SM - Lou Buron / 60 sec open rate - \$104

KDWN/50,000W/702-385-7212 Adult Contemp.
Union Plaza Hotel, 1 Main St., Las Vegas NV 89101
Owner - Radio Nevada / No emps - 30 / GM - A. J. William / PD - Jack London / MD - same / ND - Mal Harris; staff-1 / Playlist - 40 / Oldies - 45% / Jing - Terry Moss / Synd - Cook Survival Kit / Auto - no / Interviews - occas; taped / Reports to - RR BG / C load - 16 m / Promo - 2-5 W / SM - Dennis Hubbard / 60 sec open rate - \$25

KDZA-AM/1000W/303-544-5646 Top 40
Box 93, 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 - 40 / Oldies - 25% / Jing - Tan-
ner Super O / Synd - none / Auto - no / Interviews - by app't /
Reports to - BG RR / C load - 12 m / Promo - after 2 M-W /
SM - Tony Spicola / 60 sec open rate - \$6.90

KEBC/50,000W/405-631-7501 Country
Box 94580, Oklahoma City OK 73109
Owner - Electronic Bdcstg / No emps - 24 / Pres - Ralph Tyler
/ PD - Dennis Rainwater / MD - same / ND - Mike Kouri;
staff-5 / Playlist - 90 / Oldies - 25% / Jing - none / Synd -
Ralph Emory & Auto - no / Interviews - yes / Reports to - CB /
C load - 16 m / Promo - 10-1 Th / SM - Don Hodges / 60 sec
open rate - \$13

KEED/1000W/503-344-1457 Country
1245 Charnelton, Eugene OR 97401
Owner - Monroe Bdcstg / No emps - 23 / GM - Don Berry /
PD - Tom Edwards / MD - Bob Wise / ND - Bob Anderson;
staff-3 / Playlist - 30+ / 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-
12:30PM / SM - Dan Volz / 60 sec open rate - \$14

KEEL/50,000W/318-425-86Contemp.
Box 7, Shreveport, LA 71120
Owner - Multi-Media / No emps - 37 / GM - Marie Gifford /
PD - Steve Kelley / MD - Howard Clark / ND - Ken Booth;
staff-5 / Playlist - 35+ / Oldies - 25% / Jing - TM Synergy /
Synd - AT 40 / Auto - no / Interviews - very rare / Reports to -
RR KR BG RW BB CB / C load - 18 m / Promo - M-T / SM -
Billy Wilson / 60 sec open rate - \$34

KEEN/5000W/408-249-5336 Country
1245 So Winchester Blvd., San Jose CA 95128
Owner - United Bdcstg Co / GM - George Snell / PD - Steve
Snell / MD - Don West / ND - Mark Allen; staff-1 / Playlist -
70 / Oldies - 40% / Jing - Tanner Soph / Synd - none / Auto -
no / Interviews - artists when in area / Reports to - BG BB /
C load 16 m / Promo - 2-6PM T / SM - Steve Snell / 60 sec
open rate - \$22

KEIN/5000W/406-761-1310 Adult Contemp.
Box 1239, Great Falls, MT 59403
Owner - Meyer Great Falls Inc / No emps - 17 / GM - Brad
Baker / PD - Mike Dalton / MD - same / ND - Bob Moseley;
staff-2 / Playlist - 34 / Oldies - 50% / Jing - custom / Synd -
Sunday Nite at the Memories, Natl LP Cntdn / Auto - no /
Interviews - open / Reports to - GB CB / C load 16 m / Promo
- open / SM - Don Moe / 60 sec open rate \$11.80

KELI/5000W/918-622-1430 Top 40
Box 52185, Tulsa OK 74152
Owner - Bdcstg Assoc / no emps - 20 / GM - Joe Henderson /
PD - Jack Daniels / MD - Ray Livingston / ND - Randy Kindy;
staff-3 / Playlist 38 / Oldies - 30% / Jing - cust / Synd - AT 40,
Natl LP Cntdn / Auto - no / Interviews - in town, artists with
hits / Reports to RR CB BB Poe / C load - 14 m / Promo -
after 12 / SM - Ray Klinge / 60 sec open rate - \$18

KEIP/1000W/915-544-7980 Top 40
Box 12920, El Paso TX 79912
Owner - John B Walton / No emps - 17 / GM Ron Marks /
PD - Johnny Thompson / MD - same / ND - Dieter Jester;
staff-2 / Playlist - 20-25 / Oldies - 60% / Jing - TM, Pams /
Synd - AT 40 / Auto - no / Interviews - occas / Reports to -
BG BB RR / C load - 14 m / Promo - 10-12AM TW / SM -
Dan Overstreet / 60 sec open rate - \$20

KENO-AM/5000W/702-876-1460 Top 40
4660 So Decatur, Las Vegas NV 89102
Owner - Lotus Comm / No emps - 28 / GM - Jerry Roy /
PD - Scott Gentry / MD - Richard Clear / ND - Norm Seeley;
staff-1 / Playlist - 45-48 / Oldies - 40% / Jing - Tanner /
Synd - Rbt Morgan Spl of Wk, Star Trek / Auto - no / Inter-
views - guest app as DJs / Reports to - RR Gavin BB RW CB /
C load - 15 m / Promo - open / SM - Paul Ruttan / 60 sec open
rate - \$14

KENO-FM/27,000W/702-876-1460 AOR
4660 So Decature, Las Vegas NV 89102
Owner - Lotus Comm / No emps - 28 / GM - Jerry Roy /
PD - Scott Gentry / MD - Richard Clear / ND - Norm Seeley;
staff-1 / Playlist - 75 / Oldies - 40% / Jing - none / Synd -
Rbt Morgan Spl of Wk, Star Trek, Daily Planet / Auto - no /
Interviews - open / Reports to - RW BG BB CB / C load - 8 m /
Promo - open / SM - Paul Ruttan / 60 sec open rate - \$12

KENR/10,000W/713-621-1550 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 - Tom
Bacon; staff-5 / Playlist - 60 / Oldies - 30% / Jing - TM / Synd -
none / Auto - no / Interviews - on jock shows / Reports to
RR BG BB CB RW / C load - 14 m / SM - John Dew / 60 sec
open rate - \$75

KERE/5000W/303-759-0071 Country
6000 E Evans, Denver CO 80222
Owner - Mission Bdcstg / No emps - 25 / GM - John Lego /
PD - Doug MacKinnon / MD - same / ND - Gene Price; staff-7 /
Playlist - 70 / Oldies - 5% / Jing - Tanner / Synd - Cntry Cross
Roads / Auto - no / Interviews - occas / Reports to - RR BG
Gavin RR / C load - 14-15 m / Promo - open

erly Report Radio Quarterly Report Radio Quarterly Report

KERN/1000W/805-832-1410 Top 40
Box 2700, Bakersfield CA 93303
Owner - Brandon Robinson / No emps - 17 / GM - Terry Dorsey / PD - John Mitchell / MD - Bob Harlow / ND - none; staff-2 / Playlist - 33 / Oldies - 40% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - yes-limited / Reports to - RR GB RW CB / C load - 15 m / Promo - 1-4PM MTW / SM - Joe Scott / 60 sec open rate - \$22

KEWI/5000W/913-272-2122 Top 40
5315 W 7th St, Topeka KS 66604
Owner - Midland Bdcstrs / No emps - 25 / GM - Bob Russell / PD - J R Greeley / MD - Tony Bryan / ND - Mike Manns; staff-2 / Playlist - 25 / Oldies - 45% / Jing - Toby Arnold / Synd - AT 40, R W Morgan / Auto - no / Interviews - open / Reports to - BG RR CB RW Broadcasting Poe Mickey Turntable / C load - 15 m / Promo - 1-4PM MTTh 4-6PM MTWTh / SM - Bob Shaw

KEX/50,000W/503-225-1190 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 / Oldies - 50% / Jing - Cent 21 / Synd - R W Morgan / Auto - no / Interviews - occas on Bob Swanson show / Reports to - CB RW RR BB BG / C load - 14 m / Promo - open / SM - Don Breede / 60 sec open rate - \$70

KEYS/1000W/512-882-7411 Top 40
Box 1460, Corpus Christi TX 78403
Owner - Radio Corpus Christi / GM - E C Stern Jr / PD - Eric Chase / MD - Roger Ramsey / ND - Ede Day; staff-4 / Playlist - 40 / Oldies - 30% / Jing - Toby Arnold / Synd - Earth News / Auto - no / Interviews - open / Reports to BG / C load - 12 m / Promo - open / 60 sec open rate - \$14

KEZR-FM/50,000W/408-287-5775 Soft Rock
Box 167, San Jose CA 95103
Owner - Alta Bdcstg / No emps - 10 / GM - Jim Levitt / PD - Don Welsh / MD - Steve Behm / ND - Vic Bremer; staff-10 / Playlist - 200 / Jing - Tuesday Prdctns' Mellow Sound / Synd - none / Auto - 24 hrs / Interviews - no policy / C load - 12 m / Promo - 9:30-10:30 M-F / SM - Jim Callender / 60 sec open rate - \$15

KEYZ/5000W/714-776-1191 Top 40
1190 E Ball Rd, Anaheim CA 92805
Owner - KEYZ Inc / No emps - 63 (AM&FM) / GM - Dan Mitchell / PD - Rick Carroll / MD - Larry Groves / ND - Adam J Demaris; staff-2 / Playlist - 21 / Oldies - 40% / Jing - 77 WLS (Pams) / Synd - Natl LP Cntdn. Earth News / Auto - no / Interviews - not reg / Reports to - KR RR BB BG RW CB Brenaman / C load - 10 m / Promo - MWThF / SM - Barry Shainman / 60 sec open rate - \$61

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 Nevins-John Rook / MD - Eric Chase-Mark Taylor /
 ND - Mike Parker / Playlist - 50 / Oldies - 40% / Jing - cust,
 Harris / Synd - none / Auto - no / Interviews - occas / Reports
 to - RR BG / C load - 19 u / Promo - M / SM - Don Dalton /
 60 sec open rate - \$315

KFIG/50,000W/209-485-7762 Soft AOR
 222 Tulare St, Ste 625, Fresno CA 93721
 Owner - Kadota Wireless Inc / No emps - 17 / GM - Steve
 Courtney / PD - Art Farkas / MD same / ND - none / Playlist -
 unltld / Oldies - 55% / Jing - none / Synd - Windchime Comm
 Mellow Music, Galaxy / Auto - yes-95% / Interviews - cannot
 be easily accommodated / Reports to - Wal, RR CB BB /
 C load - 10 m / Promo - open

KFJZ-FM/98,000W/817-731-6301 Top 40
 Box 1317, 4801 W Freeway, Fort Worth TX 76101
 Owner - Swanson Bdcstg / No emps - 55 / GM - Ric Marcel-
 lan / PD - Gary Mack / MD Danny Owen / MD - Suzanne
 Weber; staff-2 / Playlist - 30 / Oldies - 55% / Jing - TM Shock-
 wave / Synd - Record Report, Spl of Wk, Words & Music,
 Earth News / Auto - no / Reports to - RR GB CB / C load -
 8 m / Promo - Danny Owen avail-after 12 M-WF / SM - Jim
 Van Sickle

KFMB-AM/5000W/714-292-5362 Adult Contemp.
 7677 Engineer Rd, San Diego CA 92111
 Owner - Midwest TV / No emps - 50 / GM - Paul Palmer /
 PD - Scott Burton / MD - Clark Anthony / ND - Fred Steman;
 staff-6 / Playlist - 30 / Oldies - 40% / Jing - cust TM / Synd -
 none / Auto - 10PM-5:30AM / Interviews - open / Reports to -
 RR BB BG / C load - 16 m / Promo - after 2 M-F / SM - Pete
 Hallsay / GSM - John Lynch / 60 sec open rate - \$70

KFMB-FM(B-100)/30,000W/714-292-5362 Top 40
 7677 Engineer Rd, San Diego CA 92111
 Owner - Midwest TV / No emps - 20 / GM - Paul Palmer /
 PD - Bobby Rich / MD - same / News staff-1/ Playlist - 37 /
 Oldies - 40% / Jing - none / Synd - none / Auto - no / Inter-
 views - open / Reports to - RR RW / C load - 9 m / Promo -
 open / SM - Chuck Cotton / 60 sec open rate - \$54

KFML/5000W/303-399-1390 AOR
 1602 So Parker Rd, Denver CO 80231
 Owner - Bruce Lien / No emps - 15 / GM - Bill Goodhope /
 PD - Thom Trunnell / MD - Don Zucker / Playlist - none /
 Jing - none / Synd - none / Auto - no / Interviews - do alot of
 them / Reports to - Wal RR BB / C load - 9 m / Promo - open /
 SM - Lynne Smith / 60 sec open rate - \$21

KFMN/100,000W/915-677-7225 AOR
Box 473, Abilene TX 79602
Owner - David L Boyll / No emps - 15 / GM - Richard Brus-
sow / PD - Ronald M Smith / MD - Stanley R Self / ND -
Richard Brussow; staff-3 / Playlist - 60 / Oldies - 20% / Jing -
none / Synd - Earth & Hot News / Auto - no / Interviews -
various programs / C load - 12 m / Promo - M AM / SM - David
L Boyll / 60 sec open rate - \$7.35

KFMY-FM/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 - none / Oldies - 2% / Jing - BBC Rock Hr / Auto -
no / Interviews - in person / Reports to - Wal / C load - 8 m /
Promo - 1-4PM M-F / SM - Duke Young / 60 sec open rate -
\$10

KFOX/1000W/213-436-7281 Country
666 E Ocean Blvd, Suite 1408, Long Beach CA 90801
Owner - John Walton / No emps - 20 / GM - Dave Sweeney /
PD - Jim Christofferson / MD - Andy Anderson / ND - Ralph
Martin; staff-2 / Playlist - 100 / Oldies - 20% / Jing - none /
Synd - Townhall, Temple Time, Songs in the Night / Auto -
no / Interviews - midday show / Reports to RR RW BB CB / C
load - 15 m / Promo - 9-5PM M-F / SM - Dave Sweeney / 60
sec open rate - \$40

KFRC/5000W/415-986-6100 Contemp.
415 Bush St, San Francisco CA 94108
Owner - RKO Radio / No emps - 61 / GM - Patrick Norman /
PD - Les Garland / MD - Dave Sholin / ND - Jo Interrante;
staff-7 / Playlist - 32 / Oldies - 25% / Jing - TM You / Synd -
none / Auto - no / Reports to - RR Gavin / C load - 12 m /
Promo - open

KFWB/5000W/213-462-5392 News
6230 Yucca St, Los Angeles CA 90028
Owner - Westinghouse Bdcstg / No emps - 118 / GM - Frank
J Oxarart / PD - Ken Draper / MD - none / ND - Don Schrack;
staff-63 / Playlist - none / Oldies - none / Synd - none / Auto -
yes 1-5AM M-S / Interviews - none / Reports to - MAC, Holly-
wood Reporter, Variety Bdcstg, Radio & TV Age, SRDS,
Media Decisions / C load - 17 m per hr / Promo - none /
GSM - John Waugaman / 60 sec open rate - \$260

KFWD/100,000W/214-528-5500 AOR
3626 N Hall, Dallas TX 75219
Owner - Southern Bdcstg / No emps - 30 / GM Bud Stiker /
PD - Dave Van Dyke / MD - Tim Spencer / ND - Dave Lambell;
staff-2 / Playlist - 60 / Oldies - 50% / Jing - none / Synd -
Daily Planet, RATW, Long Horn, Radio Network, SCAN,
Unner View / Auto - no / Interviews - open / Reports to -
RR CB BB Wal / C load - 9 m / Promo - W-F / SM - Clint
Culp / 60 sec open rate - \$65

Radio Quarterly Report Radio Quarterly Report Radio Quarterly Report

KFXM/1000W/714-825-5555 Top 40
666 Fairway Dr, San Bernardino CA 92408
Owner - John Hearne & Howard Tullis / No emps - 30 /
GM- Bernie Swartz / PD - Jeff Salgo / MD - same / ND- Larry
Shield; staff-4 / Playlist - 30 / Oldies - 33% / Jing - none /
Synd - none / Auto - no / Interviews - superstars only /
Reports to - RR Gavin, Brennaman, BB RW / C load - 18 m /
Promo - W-F / SM - Bob Bunnell-Al Anothony / 60 sec open
rate - \$32

KFYE/68,000W/209-486-5294 AOR
Fresno Townhouse, Ste 535, Fresno CA 93721
Owner - Stereo Bdcstg Corp / No emps - 21 / GM - Bob Tread-
way / PD - Dan Spears / MD - Cecile / Playlist - 35-40 / Synd -
AT 40 / Auto - no / Interviews - as avail / Reports to BG RR /
C load - 9 m / Promo - after 3PM M-Th / SM - Mike Purcell /
60 sec open rate - \$30

KGA/50,000W/509-448-2311 Country
Box 8348, South 6228 Regal, Spokane WA
Owner - Monroe Bdcstg / No emps - 22 / GM - Steve Dean /
PD - Mike Monroe / MD - same / ND - Ron Hardin; staff-2 /
Playlist - 65 / Oldies - 25% / Jing - TM, Country / Synd - Ralph
Emery / Auto - no / Interviews - popular artists only / Reports
to - BB RR CB / SM - Steve Dean / 60 sec open rate - \$16.60

KGB-AM/5000W/714-297-2201 Mellow Music
4141 Pacific Highway, San Diego CA 92138
Owner - KGB Inc / No emps - 42 / GM - James Price / PD -
Rick Leibert / MD - Steve Capan / ND - Lew Rogers; staff-4 /
Playlist - 50+ / Jing - none / Synd - Record Report, AT 40 /
Auto - no / Interviews - open / Reports to - RR / Promo -
8:30-10 M-F / SM - Bob Iafrate

KGB-FM/50,000W/714-297-2201 Rock
4141 Pacific Highway, San Diego CA 92138
Owner - KGB Inc / No emps - 42 / GM - James Price / PD -
Rick Leibert / MD - Steve Capan / ND - Lew Rogers; staff-4 /
Playlist - 90 / Jing - none / Synd - BBC, Earth News / Auto -
no / Interviews - open / Reports to - BB CB RW WALRUS /
Promo - 8:30-10 M-F / SM - Bob Iafrate /

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 - Christee Lucas / ND - Ed Anderson;
staff-3 / Playlist - 30 / Oldies - 30% / Jing - PAMS, WLS '76 /
Synd - Earth News, Hot News / Auto - no / Interviews - in
town / Reports to - BG GAVIN / C load - 8 m / Promo -
10AM-1PM M-F / SM - Jeff Trumper / 60 sec open rate - \$15

KGMB/5000W/808-949-6131 MOR
1599 Kapiolani Blvd., Honolulu HI 96814
Owner - Heftel Bdcstg / No emps - 35 / GM - Earl McDaniel /
PD - George Kennedy / MD - Greg Preddy / ND - Bill Edwards;
staff-5 / Playlist - 1000 / Oldies - 90% / Jing - Peter Prod /
Synd - Yankee Doodles, Chicken Man, Story Lady / Auto - no
/ Interviews - 5-10AM, pre-sched. / Reports to - none / C load -
25 u / Promo - open / SM - Jim Stovall / 60 sec open rate - \$52

KGNC/10,000W/806-355-9801 MOR
3505 Olsen Blvd., Box 710, Amarillo TX 79105
Owner - Stauffer Communications Inc. / No emps - 32 / GM -
Royce Bodiford / PD - John Dawson / MD - same / ND - Rex
Clark; staff-4 / Playlist - 45 / Oldies - 5% / Jing - TM, People
You Know / Synd - Nightengale, Flashback, Beef Net / Auto -
no / Interviews - none / Reports to - none / C load - 18 m /
Promo - 9-11 / SM - Ms Jackie Brigham / 60 sec open rate -
\$30

KGON/100,000W/503-655-9181 AOR
Box 22125, Portland OR 97222
Owner - McCoy Broad / No emps - 11 / GM - Craig McCoy /
PD - Bob Brooks / MD - Jim Robinson / ND - Mike Turner;
staff-1 / Playlist - superstar format / Oldies - superstar format /
Jing - none / Synd - Alan Watts, Musical Biographies, Earth
News, London Report, KBFH / Auto - no / Interviews - pro-
grams / Reports to - none / C load - 8 m / Promo - Noon-3PM
M-F / SM - George DeWitz / 60 sec open rate - \$23

KGU/10,000W/808-536-3626 Adult Contemp
605 Kapiolani Blvd, Honolulu HI 96813
Owner - Copley Press / No emps - 26 / GM & Pres - Don
Metzger / PD - Bernie Armstrong / MD - same / ND - Dick
Cook; staff-4 / Playlist - 54 / Oldies - 25% / Jing - Toby Arnold
/ Synd - none / Auto - weekends, all night / Interviews - pre-
taped and live / Reports to - BG / C load - 14 m / Promo -
open / SM - Jim Meyer / 60 sec open rate - \$22

KGUD-AM/1000W/714-684-9992 Country Western
3616 Main St., No. 200, Riverside CA 92501
Owner - Fred Cote / No emps - 6 / GM - Fred Cote / PD -
Frank Cash / MD - Earl Jive / ND - Bill Lozin; staff-2 / Play-
list - 40 / Oldies - 30% / Jing - none / Synd - none / Auto - yes
/ Interviews - none / Reports to - none / C load - 18 m /
Promo - M-T

KGW/5000W/503-226-5000 Top 40
1501 SW Jefferson St., Portland OR 97201
Owner - King Bdcstg / No emps - 33 / GM - Larry Campbell /
PD - Mike Phillips / MD - Terry Danner / ND - John Erikson;
staff-4 / Playlist - 20 / Oldies - none / Jing - TM, You / Synd -
AT 40 / Auto - no / Interviews - open / Reports to - RR RW
BB CB / C load - 12 m / Promo - M / SM - Jim Woodyard /
60 sec open rate - \$75

KHAD/5000W/314-586-8577 Contemp & Mod. Country
 Box 585, Desoto MO 63020
 Owner - Desoto Bdcstg Co Inc / No emps - 16 - GM - Pinkney
 B. Cole 6 PD - Judy Cole / MD Kenney Miller / ND - Dave
 Taylor; staff-3 / Playlist - 40 / Oldies - 33% / Jing - Pepper-
 Tanner & Synd - none / Auto - no / Interviews - occas / Re-
 ports to - None / C load - 18 m / Promo - 11-11:45AM & 1-
 1:30PM

KHJ/5000W/213-462-2133 Top 40
 5515 Melrose Ave., Los Angeles CA 90038
 Owner - RKO / No emps - 70 / GM - Tim Sullivan / Op Mgr -
 Michael Spears / MD Rosie Guevara / ND - David Cooke;
 staff-5 / Playlist 30-35 / Oldies - 20% / Jing - TM, Custom, You
 and others / Synd - Father Harry, Powerline / Auto - no /
 Interviews - Special of the Month, Public Affairs, Newscasts /
 Reports to - GAVIN RR RW CB BROADCASTING / C load -
 10 m / Promo - Before Noon T, 9-5 W-F / SM - John Hokom /
 60 sec open rate - \$150

KHOS/1000W/602-624-2431 Country
 Box 5946, Tucson AZ 85703
 Owner - Grabet Inc / No Emps - 20 / GM - Bill Phalen / PD -
 Gary Hamilton / MD - same / ND - Bob Lee; staff-2 / Playlist -
 47 / Oldies - 50% / Jing - none / Synd - none / Auto - no /
 Interviews - big artists only / Reports to - BB BG / C load -
 15 m / Promo - M-F / SM - Bill Phalen / 60 sec open rate - \$12

KIHK/100,000W/319-324-9151 Top 40
 805 Brady, Davenport IA 52808
 Owner - Palmer Bdcstg / No emps - 20 / GM - Lee Marts / PD -
 Charles King / MD - same / ND - Jack Thomsen; staff-8 / Play-
 list - 35 / Oldies 25% / Jing - none / Synd - none / Auto - 1-6
 AM / Interviews - occas / Reports to - none / C load - 7 m /
 Promo - open / SM - Don Hanley / 60 sec open rate - \$42

KIIQ AM-FM/500-AM 100,000-FM/303-685-5678 Adult Cont.
 Box 111, Manitou Springs CO 80829
 Owner - Mtn States Bdcstg / No emps - 25 / GM - Dan Lacy /
 PD - D. J. McCoy / MD - Dan Shanahan / ND - Dave Hewitt;
 staff-4 / Playlist - 30 / Oldies - 66% / Jing - Gwainsound / Synd -
 none / Auto - no / Interviews - open / Reports to - BG RR /
 C load - 18 m / Promo - 8-10AM, 3-4:30PM / SM - Dick Wint-
 ers / 60 sec open rate - \$12

KIIS/5000W/213-466-8381 Adult Cont.
 6255 Sunset Blvd., Los Angeles CA 90028
 Owner - Combined Comm Corp / No emps - 52 / GM - Edw. R.
 Boyd / PD - Rochelle Staab / MD - Sherman Cohen / ND -
 none; staff-5 / Playlist - 25 / Oldies 25% / Jing - none / Synd -
 AT 40 / Auto - no / Interviews - open or prerecorded / Reports
 to - BG KR RMR POE CB BRENNAMEN RR RW / C load -
 12 m / Promo - W / SM - J. Ray Padden / 60 sec open rate -
 \$135

KIIS-FM/8000W/213-466-8381 Top 40
6255 Sunset Blvd., Los Angeles CA 90028
Owner - Ccmbined Comm Corp / No emps - 52 / GM - Edw. R. boyd / PD - Rochelle Staab / MD - Sherman Cohen / ND - none; staff-5 / Playlist - 25 / Oldies - 25% / Jing - none / Synd - AT 40 / Auto - no / Interviews - open / Reports to - RW / C load - 10 m / Promo - W / SM - J. Ray Padden / 60 sec open rate - \$135

KIKN/1000W/512-884-9354 Mod. Country
Box 2827, Corpus Christi TX 78403
Owner - A. E. Schepper / No emps - 15 / GM - Al Schepper / PD - Joe Ethridge / MD - same / ND - Ron Johnson; staff-2 / Playlist - 65 / Oldies - 20% / Jing - Calif Cntry / Synd - American Country, Countdown, Ralph Emery / Auto - no / Interviews - as available / Reports to - none / C load - 14 m / Promo - before noon / SM - John Buquet

KIKX/5000W/602-299-9711 Adult Contemp
4701 N. Swan, Tucson AZ 85718
Owner - Walton Bdcstg / No emps - 25 / GM - Bill Mitchell / PD - Ron O'Neill / ND - David Ulmer; staff-2 / Playlist - 30 / Oldies - 65% / Jing - none / Synd - Words & Music / Auto - no / Interviews - open / Reports to - BG / C load - 12 m / Promo - open / SM - Jim Scopac / 60 sec open rate - \$14

KILE61000W/713-762-8434 Top 40
Box 1441, Galveston TX
Owner - Tom Wisenhart / No emps - 18 / GM - Lou Muller / PD - Dave Collins / ND - J. Conrad Russell; staff-3 / Playlist - 40 / Oldies - 50% / Jing - TM, Pacific & Southern / Synd - none / Auto - no / Interviews - during airshifts / Reports to - RR GAVIN / C load - 18 u / Promo - 10-12 M-F / SM - Lou Muller / 60 sec open rate - \$9.50

KILT/5000W/713-526-3461 Top 40-Contemp
500 Lovett, Houston TX 77006
Owner - Lin Bdcstg / No emps - 57 / GM - Dickie Rosenfeld / PD - Bill Young / MD - same / ND - Jim Carola; staff-7 / Playlist - 40 / Oldies - 30% / Jing - TM, Synergy / Synd - Powerline / Auto - no / Interviews - major artists only / Reports to - GAVIN RUDMAN RR / C load - 16 m / Promo - Noon 2PM M / SM - Harry Rogers / 60 sec open rate - \$104

KIMN-AM/5000W/303-234-9500 Top 40
5350 W. 20th Ave., Denver CO 80214
Owner - Jefferson Pilot Bdcstg / No emps - 45 / GM - Steve Keeney / PD - Loren Owners / MD - Ed Greene / ND - Bruce Kamen; staff-8 / Playlist - 24 / Oldies - 66% / Jing - Music K / Synd - AT 40 / Auto - no / Interviews - major artists occas / Reports to - AND RMR / Promo - 9-1 M / SM - Jon Waldman

KING-AM/50,000W/206-223-5236 Top 40
 320 Aurora Ave. N., Seattle WA 98109
 Owner - King Bdcstg / No emps - 35 / GM - Keith Lollis /
 PD - Alan Mason / MD - Rob Conrad / ND - Alan Mason;
 staff-3 / Playlist - 21 / Oldies - 50% / Jing - TM, You / Synd -
 only religious shows / Auto - no / Interviews - encourage inter-
 views with artists played / Reports to - RR GAVIN / C load -
 10 m / Promo - T / SM - Gabe Johnson / 60 sec open rate
 \$63

KINK/100,00W/503-226-5080 AOR
 1501 SW Jefferson St., Portland OR 97201
 Owner - King Bdcstg Co / No emps - 13 / GM - Jeff Douglas /
 PD - Mike Bailey / MD - same / ND - John Erickson; staff-4 /
 Playlist - 20 sing, 100 LPs / Oldies - 50% / Jing - none / Synd -
 Daily Planet, BBC / Auto - 9AM-4PM, 4M-12M-7AM / Inter-
 views - prefer prerecorded / Reports to - RR WALRUS CB /
 C load - 9 m / Promo - open / SM - Wes Lee / 60 sec open
 rate - \$27

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
 - Gary Stevens / MD - same / ND - Jim Bogelaar; staff-5 / Play-
 list - 30 / Oldies - 45% / Jing - Shotguns / Synd - none / Auto -
 no / Interviews - open / Reports to - GAVIN RR BB CB RW
 BRENNAMEN / C load - 12 m / Promo - 2-5 T-F / SM - Jim
 Johnson / 60 sec open rate - \$60

KIQI AM-FM/10,000&125,000W/415-956-5101 Adult
 700 Montgomery St., San Francisco CA 94111 Contemp
 Owner - Jim Gabbert / No emps - 28 / GM - Mike Lincoln /
 PD - same / ME - Laverne Drake / Playlist - 60 / Oldies - 15% /
 Jing - local cust / Synd - none / Auto - no / Interviews - occas /
 Reports to - BB RR BG / C load - 12 m / Promo - open / SM -
 Bob Fisher / 60 sec open rate - \$75

KIQQ/58,000W/213-469-1631 Top 40
 6430 Sunset Blvd... Los Angeles CA 90028
 Owner - Cosmic Comm / No emps - 40 / GM - Pat Shaughnessy
 / PD - Billy Pearl / Oper M / Tom Greenleigh / MD - Denise
 Gorman / ND - Ken Beck; staff-2 / Playlist - 50 / Oldies - 40% /
 Jing - none / Synd - Earth News / Auto - no / Interviews - open
 / Reports to - KK. BRS BG RR RW / C load - 10 m / Promo -
 M only / SM - Garrett Bergmark / 60 sec open rate - \$80

KIST/1000W/805-966-3981 Top 40
 Box 1169, Santa Barbara CA 93102
 Owner - Radio Santa Barbara Inc / No emps - 18 / GM - Bob
 Jones / PD - Hal Bates / MD - Dick Williams / ND - Pat Riley;
 staff-3 / Playlist - 35 / Oldies - 20 25% / Jing - Gwainsound /
 Synd - none / Auto - no / Interviews - seldom / Reports to -
 BG / C load - 14 m / SM - Bob Jones / 60 sec open rate - \$16

terly Report Radio Quarterly Report Radio Quarterly Report

KITY/100,000W/512-225-5111 Adult Contemp
Box 2338, San Antonio TX 78298
Owner - Mission Bdcstg / No emps - 15 / GM - Dee Collins /
PD - Bill Dante / MD - Bob Prado / ND - Frank Mortonson;
staff-6 / Playlist - 36 + LPs / Oldies - 50% / Jing - none / Synd -
none / Auto - no / Interviews - none / Reports to - GAVIN RR
BB / C load - 8 m / Promo - W-F / SM - David Small / 60 sec
open rate - \$30

KIXZ/5000W/806-355-4477 Adult Contemp
1703 Avondale, Amarillo TX 79106
Owner - Raymond Ruff / No emps - 21 / GM - Tom York /
PD - Dayton Todd / MD same / ND - Jay Daniels; staff-3 /
Playlist - 40 / Oldies - 25% / Jing - none / Synd - none / Auto -
no / Interviews - open / Reports to - RW BG / C load - 16 m /
Promo - 12-3 W-Th-F / SM - Tom York / 60 sec open rate -
\$15

KJET/1000W/713-842-2210 Black
4945 Fannett Rd., Beaumont TX 77705
Owner - Tom Gibson / No emps - 23 / GM - Terrell Metheny /
PD - Lloyd Jones / MD - same / ND - Mike Lewis; staff-2 /
Playlist - 40 / Oldies - 24% / Jing - Pepper Tanner / Synd -
none / Auto - no / Interviews - open / Reports to - BB BREN-
NAMEN / C load - 15 m / Promo - open / SM - Don Durden /
60 sec open rate - \$18

KJR/5000W/206-937-5100 Top 40
Box 3726, Seattle WA 98124
Owner - Kaye-Smith Ent / No emps - 34 / GM - J. Shannon
Sweatte / PD - Steve West / MD - Tracy Mitchell / ND - Les
Parras; staff-2 / Playlist - 27 / Oldies - 50% / Jing - PAPA /
Synd - RW, Morgan, Spc. of week, AT 40 / Auto - no / Inter-
views - open / Reports to - RR BG KR RW CB BROADCAST-
ING / C load - 14 u / Promo - Afternoons W-Th preferred /
SM - Edith Hilliard / 60 sec open rate - \$76

KJRB/5000W/509-448-1000 Top 40
Box 8007, Spokane WA 99203
Owner - Kaye-Smith Ent / No emps - 24 / GM - Rod Krebs /
PD - John Sherman / MD - Tomm Huttyler / ND - Gregg
Hersholt; staff-2 / Playlist - 27 / 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 -
3-5pm M / 60 sec open rate - \$34

KKDA-AM/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 / Oldies - 5% / Jing - TM / Auto - no /
Interviews - open / Reports to BB CB RW BG / C load - 12 m /
Promo M-F / SM - Ken Johnson / 60 sec open rate \$24

KKDA-FM/100,000W/214-647-1831 Disco
 Box 707, Grand Prairie TX 75051
 Owner - Service Bdcstg Corp / No emps - 12 / GM - Hymen Childs / PD - Chuck Smith / MD - same / ND - Ruth Allen; staff-5 / Playlist - 40 / Oldies - 1% / Jing - TM / Synd - Darcell from Hollywood / Auto - no / Interviews - open - very interested / Reports to BB CB RW BG / C load - 10 m / Promo - M-F / SM - Ken Johnson / 60 sec open rate \$39

KKIQ/3000W/415-455-4500 Top 40
 1603 Barcelona, Livermore CA 94550
 Owner - General Bdcstg Co / No emps - 16 / GM - Jerry Havel / PD - Kevin Manna / MD - Steve O'Neil / ND - Karel Kalin; staff-1 / Playlist - 40-50 / Oldies - 35% / Jing - none / Synd - Earth News - Record Report / Auto - no / Interviews - none / Reports to GAVIN REPORT - CB / C load - 12 m / Promo - 11:30-2:00 daily / SM - John Dunn / 60 sec open rate \$9

KKLS AM-FM/5000W/605-343-6161 Adult Contemp.
 Box 460, Rapid City, SD 57701
 Owner - James River Bdcstg / No emps - 20 / GM - Keith Tilkens - PD - C.J. Stone / MD - Michael Kjar / ND - Abner Hunter George; staff-1 / Playlist - 33 / Oldies - 40% / Jing - Jam - Music Radio Logoset / Synd - Earth News, Hot News, King Biscuit / Auto - yes, separate calls, KKHJ-FM, contemp / Interviews - concert artists, music artists, Mike Kjar or T.J. Barker / Reports to GAVIN REPORT RR BB RW CB BROADCASTING / C load - 15 m / Promo - after 10am M-Th / SM - Keith Tilkens - 60 sec open rate \$12

KKUA/10,000W/808-946-2869 Top 40
 765 Amana St., Honolulu HI 96814
 Owner - Kokua Radio 1 Corp / No emps - 29 / GM - Bob Wilson / PD - none / MD - Darryl Ogata / ND - Dick Barr; staff-29 / Playlist - 40 / Oldies - 20% / Jing - TM / Synd - AT 40 / Auto - no / Interviews - open, Ron Jacobs - Aloha Friday / Reports to - none / C load - 12 m / Promo - open / SM - Jeff Coelho / 60 sec open rate \$25

KKXX-FM/5000W/805-393-1500 AOR
 1209 No Chester Ave., Bakersfield CA 93308
 Owner - Buck Owens Entr / No emps - 35 / GM - Mike Owen / PD - Jay Albright / MD - Terry Gaiser / ND - Marc Howell; staff-3 / Playlist - 150 / Oldies - 33% / Jing - none / Synd - King Biscuit / Auto - no / Interviews - when artists are in town / Reports to WALRUS RR / C load - 10 m / Promo - open / SM - Joe Martin / 60 sec open rate \$9

KKYZ/50,000W/512-684-0068 Country
 8022 Bandera Rd., San Antonio TX
 Owner - Swanson Bdcstg Inc / No emps - 28 / GM - Bill Rohde / PD - Paul Morgan / MD - Max Gardner / ND - Joe Simpson; staff-6 / Playlist - 106 / Oldies - 33% / Jing - cust / Synd - Sounds of Texas / Auto - no / Interviews - Max Gardner Show / SM - Dennis Griffin / 60 sec open rate - \$68

terly Report Radio Quarterly Report Radio Quarterly Report

KLAC/5000W/213-462-5522 Country
5746 Sunset Blvd., Los Angeles CA 90028
Owner - Metromedia / GM - Bill Ward / PD - Don Langford /
MD - Cathy Hahn / ND - Dean Sander; staff-9 / Playlist -
57 / Oldies - 10% / Jing - cust / Synd - none / Interviews -
Country Western artists / Reports to - RW CB BB RR / C
load - 17 m / Promo - M / SM - Stewart Leby

KLAK AM/5000 & 100,000W/303-985-8771 Country
7075 W Hampson, Denver CO 80227
Owner - Arthur McCoy / GM - Bob Prangle / PD -
Lindsey English / MD - Bill Ashford / ND - Con Shader;
staff-4 / Playlist - 57 / Oldies - 10% / Jing - Jams / Synd -
AM Cntry Cntdn / Auto - no / Interviews - open / Reports
to BB CB RW R&R GAVIN / C load - 14 m / Promo - T&W
llam-3pm / SM - Bob Korum / 60 sec open rate - \$45

KLAZ-FM/100,000W/501-661-9850 Top 40
P'O' Box 7208, Little Rock ARK 72207
Owner - Ron Curtis / No emps - 26 / GM - Butch Guest /
PD - Randy Rice / MD - same / ND - Eric Brown; staff-3 /
Playlist - 35+ / Oldies - 45% / Jing - Jam / Synd - AT 40,
King Biscuit / Auto - no / Interviews - open / Reports to -
Ron Brandon / C load - 8 m / Promo - open / SM - Fred
Johnson / 60 sec open rate - \$39

KLBJ-AM/5000W/512-474-6543 Adult Contemp.
Box 1209, Austin TX 78767
Owner - LBJ Co / GM - J C Kellam / PD - Ron Munn / MD -
David Lane / ND - Tom Park; staff-6 / Jing - none / Synd -
Sun am / Auto - No / Interviews - occas / Reports to - BB /
C load - 12 m / Promo - open / SM - Bob Osborn / 60 sec open
rate - \$20

KLBK-AM/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 - Mark Conway / Playlist - 30 / Oldies -
30 % / Jing - Pams / Synd - none / Interviews - occas / Reports
to - Gavin RW / Promo - 3-5PM W / SM - Don Rector / 60 sec
open rate - \$18

KLEO/5000W/316-685-0261 Top 40
5610 E 29th St, Wichita KS 67220
Owner - Swanson Bdstg / No emps - 25 / GM - Sam Bakke /
PD - Ken Clifford / MD - Marc Elliott / ND - Greg Byron;
staff-4 / Playlist - 27 / Oldies - 50% / Jing - TM / Synd - RR,
Earth News, R W Morgan / Auto - no / Interviews - open /
Reports to - RW, Gavin, RR, CB, Poe, Blenneman / C load -
14 m / Promo - 3-6PM M-F / SM - Lloyd Conner

KLIF/50,000W/214-747-9311 Top 40
2120 Commerce St, Dallas TX 75080
Owner - Fairchild / GM - Ed Routt / PD - Jim Davis / MD -
Charlie Van Dyke / ND - Bob Schuman; staff-8 / Playlist -
30 / Oldies - 30% / Jing - Orig KLIF / Synd - none / Inter-
views - RKO, artists fitting format / Reports to KR RR / C
load - 12 m / Promo - open

KLIN/1000W/402-475-4567 Adult Contemp.
Box 30181, Lincoln NE 68503
Owner - Norton Warner / No emps - 30 / GM - Norton Warner
PD - Ron Dean / MD - Rich Ray & ND - Bill Oltman; staff-6 /
Playlist - 45 / Oldies - 15% / Jing - Pams cust / Synd - none /
Auto - 1-5AM / Interviews - occas / Reports to BG / C load -
16 m / Promo - open / SM - Lee Schroeder / 60 sec open rate -
\$16

KLIV/5000W/408-293-8030 Top 40
Box 995, San Jose CA 95108
Owner - Empire Brdcastg / No emps - 20 / GM - Bob Kieve /
PD - John McLeod / MD - Ralph Koal / ND - Alan Wald;
staff-2 / Playlist - 50 / Oldies - 30% / Jing - TM, Shotgun /
Synd - none / Auto - no / Interviews - occas / Reports to -
Gavin RR CB RW BB / C load - 12½ m / Promo - M / SM -
Terry Rust / 60 sec open rate - \$30

KLOK/50,000W/408-274-1170 MOR
Box 21248, San Jose CA 95151
Owner - Davis, Fowler, Weaver Brdcastg / No emps - 30 /
GM - Bill Weaver / PD - Ronni Richards / MD - Steve Martinez
ND - Ray Hasha; staff-4 / Playlist - 35 / Oldies - 75% / Jing -
cust - Art Twain / Synd - none / Auto - no / Interviews - none /
Reports to - Gavin / C load - 14 M / Promo - open / SM - Judy
Currier / 60 sec open rate - \$60

KLOL/100,000W/713-526-2621 AOR
Box 1520, Houston TX 77001
Owner - Rusk Corp / No emps - 22 / GM - Jerry Lee / PD -
Jackie McCauley / MD - same / ND - Bob Wright; staff-3 /
Playlist - var / Oldies - 50% / Jing - none / Synd - King Biscuit,
Allison Steele / Auto - no / Interviews - as arranged / C load -
9 u / Promo - by appointment / SM - Max Cohen / 60 sec open
rate - \$60

KLOS-FM/68,000W/213-663-3311 AOR
3321 So La Cienega Blvd, Los Angeles CA 90274
Owner - ABC / No emps - 38 / GM - John Winnaman / PD -
none / MD - Dabar Hoorebeke / ND - David Heller; staff-3 /
Playlist - 700 / Oldies - 25% / Jing - none / Synd - none /
Auto - no / Interviews - Core artist only - 2-6AM M / Reports
to - CB RR BB Wal / C load - 11 m / Promo - WTh / SM -
Bill Summers / 60 sec open rate - \$100

terly Report Radio Quarterly Report Radio Quarterly Report

KLRB-FM/650W/408-624-3859 Progressive
Box 3904, Carmel CA 93921

Owner - Carmel Brdcastg Co Inc / No emps - 12 / GM - Bill Moore / PD - Steve Seagrave / MD - Robert Walker / ND - Donna Frantz; staff-1 / Playlist - 150 / Oldies - 5% / Jing - cust local / Synd - Mae Brussel, Dailey Planet, BBC, King Biscout / Auto - no / Interviews - open / Reports to - Wal / C load - 12 m / Promo - open-preferred 9-12AM / SM - Debbie Cooper / 60 sec open rate - \$8.40

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 Carman / PD - Richard C Christensen / MD - Paul Coburn / NI - Kurt Ovand; staff-8 / Playlist - 4000 / Oldies - 66% / Jing - Cent 21 / Synd - Ronald Reagan, Earl Nightingale / Auto - 24 hrs / Reports to BB CB / C load - 12 u / SM - KLUB-AM / 60 sec open rate - \$34

KLUC AM-FM/10,000W/702-739-9383 Top 40
3510 W Hacienda, Las Vegas NV 89118

Owner - Perterson Phalen & Phalen / No emps - 20 / GM - Rich Phalen / PD - Ray McDonald / MD - Dave Van Stone / ND - Murray Westgate; staff-4 / Playlist - 23 / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - occas / C load - 17 m / Promo - 9-12 M-F / SM - Tom Robertson / 60 sec open rate - \$16

KLVI/5000W/713-838-6191 Prog. Country
Box 5463, Beaumont TX 77702

Owner - John Hicks / GM - Steve Hicks / PD - Butch Brady / MD - same / ND - David Anderson; staff-4 / Playlist - 50 / jing - TM / Synd - Louisiana Hayride / Interviews - after 7PM / Reports to RR BB / C load - 15 m / Promo - MTW / SM - Tom Boggus

KLWW/1000W/319-363-8265 Contemp.
Box 876, Cedar Rapids IA 52406

Owner - Black Hawk Brdcastg / No emps - 22 / GM - Don Wier / PD - Ron 'Ugly' Thompson / MD - Tom Wakefield / ND - Rick Sampson; staff-4 / Playlist - 33 / Oldies - 50% / Jing - none / Synd - American Top 40 / Auto - no / Interviews - pre-arranged / Reports to - Gavin BB BC / C load - 15 m / Promo - 10AM-2PM W / SM - Don J Weir / 60 sec open rate - \$19.50

KLZ-AM/5000W/303-759-5600 Adult Contemp.
2149 So Holly, Denver CO 80222

Owner - Group One Brdcastg / No emps - 45 / GM - Sam Yacovazzi / PD - Hal Widsten / MD - same / ND - Jack Tyson; staff-10 / Playlist - 28 / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - open / Reports to BG / C load - 16 u / Promo - 12-4PM M / SM - Rod Barker / 60 sec open rate - \$75

KMAK/1000W/209-266-9448 Mod. Country
2020 E McKinley, Fresno CA 93703
Owner - John F McCarthy / No emps - 20 / GM - Jerry Holt /
PD - Bobby Martin / MD - Dave Young / Playlist - 35 / Oldies -
40% / Jing - cust Tanner package / Synd - none / Auto - no /
Interviews - occas / Reports to BB RR CB / C load 14 u /
Promo - open / SM - Jerry Holt

KMBY/1000W/408-373-1234 Soft AOR
651 Cannery Row, Monterey CA 93940
Owner - Century Brdcastg / Emps - 14 / GM - Mike Schultz /
PD - Jim Phillips / MD - Jay Coffey / ND - Lynn Morgan;
staff-2 / Playlist - 52 / Oldies - 30% / Jing - none / Synd -
RR WM Star Track / Auto no / Interviews - as many as
possible / Reports to - Gavin Communicator Network /
C load - 18½ m / Promo - 10AM-2:30PM M-F / SM - Vince
Williams / 60 sec open rate - \$12

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 / Oldies - 30% / Jing - own / Synd - none /
Auto - no / Interviews - yes / Reports to GB RW RR / C load -
18 m / Promo - ThF / SM - Wally Beethoven / 60 sec open rate
- \$100

KMEN/5000W/714-889-2651 ROCK
2255 Bessant, San Bernardino CA 92410
Owner Lincoln Dellar / No emps - 35 / GM - Jerry Jolstead /
PD - Mike Mathews / MD - Scott Taylor / ND - Jim Russell;
staff-3 / Playlist - 36-40 / Oldies - 45% / Jing - TM Phase II /
Synd - Calvary Chapel / Auto - no / Reports to RR BB Gavin
RW CB / C load 12 m / Promo 10AM-2PM M, 10AM-2PM Th /
SM - Al Barnett / 60 sec open rate - \$15

KMET/58,000W/213-464-5638 Prog. Rock
5746 Sunset Blvd, Los Angeles CA 90028
Owner - Metromedia / No emps - 28 / GM - David Moorehead /
PD - Sam Bellamy / MD - Billy Juggs / ND - Brad Messer /
Playlist - 75 / Oldies - 50% / Jing - none / Synd - Inner-view,
King B / Auto - no / Interviews - pre-recorded / Reports to -
RR Wal CB RW BB / C load - 9 m / Promo - open / SM -
Howard Bloom

KMJC/1000W/714-583-9100 Top 40
Box 2908, San Diego CA 92112
Owner - Lee Bartell & Assoc / No emps - 25 / Mgr Dir - Lee
Bartell / PD - Kevin Metheny / MD - same / ND - Ed Deverill,
staff-2 / Playlist - var / Oldies - 30-70% / Jing - none / Synd -
Music Biographies, Allison Steele / Auto - no / Interviews -
open / Reports to RR Gavin Brenneman / C load - 12 m /
Promo - before 3PM MT / SM - Tom Schaffer / 60 sec open
rate - \$45

erly Report Radio Quarterly Report Radio Quarterly Report

KMOD-FM/50,000W/918-664-2810 AOR
5350 E 31st St, Tulsa OK 74135
Owner - Lawrey Mays / No emps - 35 / GM - Travis Reeves /
PD - Bill Bruun / MD - Leisa Johnson / ND - Kinny Roberts;
staff-3 / Playlist - 100 / Oldies - 13% / Jing - none / Synd -
King B / Auto - no / Interviews - impromptu / Reports to
- Wal RR BB CB / C load - 12 m / Promo - before 4 MTW /
SM - Carl Lund / 60 sec open rate - \$27

KMPC/50,000W/213-469-5341 Adult Contemp.
5858 Sunset Blvd, Los Angeles CA 90028
Owner - Gelden West Bdcstg / No emps - 105 / GM - Stanley
L Spero / PD - Mark Blinoff / Assoc PD - Bill Watson / MD -
Arlene McKinney / ND - Tom Wayman; staff-17 / Playlist -
120 / Oldies - 8% / Jing - cust / Synd - none / Auto - no /
Interviews - open / Reports to - RR BG / C load - 18 m /
Promo - by appt MT / SM - Ken Miller / 60 sec open rate -
\$225

KMVI/5000W/808-244-3981 MOR
Box 550, Wailuku, Maui HI 96793
Owner - Maui Pub Co / No emps - 17 / GM - Mort Werner /
PD - Jim Collins / MD - L D Reynolds / ND - Bob Turner;
staff-3 / Playlist - 45 / Oldies 65% / Jing - Pams / Synd -
AT 40, Dr. Stewart McBirney / Auto - no / Interviews - any-
time / Reports to - BB RR / C load - 14 m / Promo - anytime /
SM - John Middleton / 60 sec open rate - \$12.70

KMYR/20,000W/505-265-7661 AOR
4011 Menaul Blvd NE, Albuquerque NM 87110
Owner - Fontana Mdeia Corp / No emps - 17 / GM - Dave
Arnold / PD - Bruce McCaleb / MD - Charlie Weir / ND - none/
Playlist - 75 / Oldies - 10-20% / Jing - none / Synd - King B,
BBC, Allison Steele / Auto - no / Interviews - by arrangment /
Reports to - RR CB BB Wal / C load - 8 u / Promo - after 12 /
SM - Daivd C Singer / 60 sec open rate - \$15

KNAC/1000W/213-437-0366 AOR
320 Pine, Ste. 1000, Long Beach CA 90802
Owner - Harden Bdcstg & No emps - 25 / GM - Jim Harden /
PD - Bill Clay / MD - same / ND - Bill Banks; staff-3 / Oldies -
40% / Jing - none / Synd - none / Auto - no / Interviews - AM-
Su and as arranged / Reports to - RR CB / C load - 12 u /
Promo - open

KNBR/50,000W/415-546-2200 Adult Contemp
1700 Montgomery St., San Francisco CA 94111
Owner - NBC / No emps - 65 / GM - Wm Dwyer / PD - Allan
Holen / MD - Ron Reynolds / ND - Gene D'Accardo; staff-15 /
Playlist 35-40 / Oldies - 40% / Jing - Cust / Synd - none / Auto
- no / Interviews - occas on Mike Cleary Show & Reports to -
RR BB / C load - 17 m / Promo - M-T-W-Th except between 12
& 3 / SM - George Moody

KNDE/5000W/916-922-8851 Top 40
 Box 15184, Sacramento CA 95815
 Owner - Mediacast Inc / No emps - 20 / GM - Rick Maher /
 PD - Steve Moore / MD - Lenny White / ND - Ray Kendall;
 staff-2 / Playlist - 25 / Oldies - 25% / Jing - none / Synd - none
 / Auto - no / Interviews - 1-liners from pop artists endorsing
 station / Reports to - GAVIN RR / C load - 10 m / Promo -
 10AM-Noon, T-F / SM - Mike Hamiel

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 / Oldies - 40% / Jing - Toby Arnold / Synd - none / Auto -
 no / Interviews - in person / Reports to - BB RR CB RW BG /
 C load - 15 m / Promo - open 6 SM - Jerry Klein / 60 sec open
 rate - \$82

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 / Oldies - 40% / Jing - Cent 21 / Synd - Search, Encntr w/
 Science / Auto - 100% / Interviews - open / Reports to - none /
 C load - 14 m / Promo - open / SM - Ralph Fry / 60 sec open
 rate - \$12

KNOE/5000W/318-387-9900 Top 40
 Box 4067, Monroe LA 71301
 Owner - Noe Ent / No emps - 15 / GM - Richard Wilcox / PD -
 Bill Murvin / MD - Tim Page / ND - Bob Eddy; staff-1 / Playlist
 - 35+ / Oldies - 30% / Jing - Papa, BRHP / Synd - none / Auto -
 no / Interviews - open / Reports to - GAVIN RW CB KAL
 RUDMAN RR / C load - 15 m / Promo - M-F / SM - Richard
 Wilcox / 60 sec open rate - \$12

KNOK AM-FM/AM-1000W, FM-100,000W/817-831-1278Disco
 3601 Kimo Road, Ft Worth TX 76111
 Owner - KNOK Brdcastg Co / No emps - 28 / GM - Dean Mc-
 Clain / PD - Andy Perpener / MD - same / ND - Jim Ponds;
 staff-4 / Playlist - 40 / Oldies - 10% / Jing - none / Synd -
 Natl Black Network / Auto - no / Interviews - occas / Reports
 to - BRE RW BB CB / C load - 16 m / Promo - 10-2 M-F /
 SM - Cal Foster / 60 sec open rate - \$35

KNOW/1000W/512-477-9841 Top 40
 1907 No Lamar, Austin TX 78768
 Owner - Wendell Mayes Jr / No emps - 39 / GM - Harry Smith /
 PD - Bill Mayne / MD - same / ND - Bill Alford; staff-9 /
 Playlist - 30-33 / Oldies - 35% / Jing - Jam-Logo Set / Synd -
 none / Auto - no / Interviews - occas / Reports to Gavin /
 C load - 14 m / Promo - 9-12AM M-W / SM - Harry Smith Jr /
 60 sec open rate - \$36

KNUS/100,000W/214-651-1010 Adult Contemp.
1917 Elm Street, Dallas Tx 75201
Owner - McLendon Co / No emps - 25 / GM - Bart McLendon /
PD - Ron Grey / MD - Randy Hames / ND - Ron MacAllister /
Playlist - 30 / Oldies - 40% / Jing - Own / Synd - none / Auto -
no / Interviews - open / Reports to RR BB CB / C load - 10 m
Promo - open / SM - Ron Grey / 60 sec open rate - \$63

KNX-FM/54,000W/213-469-1212 Soft AOR
6121 Sunset Blvd, Los Angeles CA 90028
Owner - CBS / No emps - 18 / GM - Robert Nelson / PD -
Steve Marshall / MD - Michael Sheehy / ND - Christopher
Ames; staff-3 / Oldies - 40% / Jing - Tues Productions / Synd -
none / Auto - 24 hrs / Interviews - Insight Out 10-12M
after Midnight 12 M - 12:30 am Monday / C load - 8 m /
Promo - MT / SM - Hal Bedsole / 60 sec open rate - \$135

KOB/50,000W/505-243-4411 MOR
Box 1351, Albuquerque NM 87103
Owner - Hubbard Brdcastg / No emps - 25 / GM - Ronald L
Sack / PD - Jim King / MD - same / ND - Chas Garrett; staff-6/
Playlist - 25 / Oldies - 30% / Jing - Toby Arnold cust / Synd -
RW Morgan / Auto - no / Interviews - Afternoon show /
C load - 14 m / Promo - 10-2 M-F / SM - Fred Schmidt / 60
sec open rate - \$35

KOBO/500W/916-673-7677 Top 40
Box 1056, Yuba City CA 95991
Owner - Concerned Comm / No emps - 12 / GM - Todd Baker /
PD - Ross W Forbes / MD - same / ND - Jim McLaren; staff-1
Playlist - 50 / Oldies - 40% / Jing - Toby Arnold / Synd - RW
Morgan / Auto - no / Interviews - open / Reports to Gavin
Poe CN / C load 12 m / Promo - anytime but Tues AM /
SM - Todd Baker / 60 sec open rate - \$11

KOGO/714-263-6191 MOR
Bos 545, San Diego CA 92112
Owner - Retlaw Ent Inc / No emps - 38 / GM - Jerry Jackson /
MD - Sally Long / PD Bill Dodd / ND - Ken Graue; staff-5 /
Playlist - 60 / Oldies - 5% / Jing - cust / Synd - none / Auto -
no / Interviews - no / Reports to - RR / C load 16 m / Promo -
open / SM - US Altman / 60 sec open rate - \$60

KOIL/5000W/402-397-1290 Top 40
8901 Indian Hills Dr, Omaha NE 68114
Owner - Beneficial Brdcastg / No emps - 30 / GM - Nathan
Novak / PD - Steve Brown / MD - Michele Pettis / ND - Cat
Joyner; staff-2 / Playlist - 35 / Oldies - 40% / Jing - cust /
Synd - none / Auto - no / Interviews - open / Reports to -
BG / C load - 12 m / Promo - 9-1PM MWThF / SM - Ross
(Skip) Schmidt

KOKE/1000W/512-454-2562 Mod. Country
3108 No Lamar, Austin TX 78777
Owner - KOKE Inc / No emps - 14 / GM - Ken Moyer / PD -
Jim Rankin / MD - same / ND - Mark Hanna / Playlist - 50 /
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 -
Joe Gracey / MD - same / ND - Hark Hanna / Playlist - 30 /
Oldies - 25% / Jing - none / Synd - Rock Around the World /
Auto - no / Interviews - open / Reports to - Wal RR / C load -
10 m / SM - Jim Ray

KOKY-AM/5000W/501-372-0259 Soul Disco
723 West 14th Street, Little Rock AR 72202
Owner - Brien Koky Inc / No emps - 10 / GM - Earl Davis /
PD - JD Black / MD - Kelly Karson / ND - none / Playlist -
30 / Oldies - 15% / Synd - none / Auto - no / Interviews -
open / Reports to CB BRE / C load - 12 m / Promo - M /
SM - Bill Whitley / 60 sec open rate - \$10

KOLA-FM/31,000W/714-684-9992 Adult Contemp.
3616 Main Street, Ste 200-05, Riverside CA 92501
Owner - FR Cote / No emps - 12 / GM - FR Coate / PD - Frank
Cash / MD - Dennis Martin / ND - Bill Lorin; staff-2 / Playlist -
40 / Oldies - 40% / Jing - none / Synd - Natl Cntdn, King B,
BBC, Inner-View / Auto - yes / Interviews - pretaped / C load -
12 m / Promo - after 12

KOLE/1000W/713-982-9436 Adult Contemp.
Box 336, Port Arthur TX 77640
Owner - North Star Brdcastg / No emps - 19 / GM - Doug
Kienitz / PD - Scott Slocum / MD - same / ND - Henry Holmes;
staff-3 / Playlist 30 / Oldies - 60% / Jing - none / Synd - none /
Auto - no / Interviews - as arranged / Reports to - RR RW
BFMQ CC / C load - 14/hr / Promo - 2-5 pm / SM - Doug
Kienitz / 60 sec open rate - \$20.60

KOMA/50,000W/405-794-1573 Top 40
Box 1520, Oklahoma City OK 73101
Owner - Storze / No emps - 25 / GM - Woody Woodard / PD -
Tom Birch / MD - Charlie Cusack / News staff - 3 / Playlist -
40 / Oldies - 60-70% / Jing - none / Synd - none / Auto - no /
Interviews var / C load - 12-15 m / Promo - Th&F Only /
SM - John Rogers

KOME-FM/12,500W/408-246-6811 AOK
1245 So Winchester, San Jose CA 95128
Owner - Audio House Inc / No emps - 26 / GM - Dan Tapson /
PD - Ed Romig / MD - Dana Jang / ND - Lynn Ryder; staff-2 /
Playlist - 75 / Oldies - 65% / Jing - none / Synd - King B, Daily
Planet, News Blimps / Auto - no / Interviews - Open / Reports
to - RR BG KR BB CB RW Wal / C load - 9 m / Promo - open

KONO-AM/5000W/512-225-5111 Adult Contemp.
 Box 2338, San Antonio TX 78298
 Owner - Mission Bdcstg / No emps - 30 / GM - Dee Collins /
 PD - Bill Dante / MD - Tony Raven / ND - Frank Mortenson;
 staff-6 / Playlist - 40 / Oldies - 45% / Jing - TM / Synd - Words
 & Music / Auto - no / Interviews - open / Reports to - BG RR
 BB / C load - 12 m / Promo - W-F / SM - David Small / 60 sec
 open rate - \$52

KOOK/5000W/406-248-7827 Top 40
 Box 1276, Billings MT 59103
 Owner - Bill Matthias / No emps - 16 / GM - Lane Saunders /
 PD - Steve Blodgett / MD - Allen Moos / ND - Rich Jessen;
 staff-2 / Playlist - 40 / Oldies - 25% / Jing - TM / Synd - AT 40
 Daily Planet, Earth News / Auto - no / Interviews - when avail-
 able / Reports to - RR BG / C load - 16 m / Promo - 3-4M,
 3-5T / SM - Dennis Schmidt / 60 sec open rate - \$16.50

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 / Oldies - 3% / Jing -
 none / Synd - none / Auto - no

KORL/10,000W/808-524-6560 Top 40
 No. 1 Town Square, Honolulu HI 96817
 Owner - Pat O'Day / No emps - 28 / GM - Bob McAlester /
 PD - Stuart Kaufman / MD - same / ND - Bruce Brown; staff-2
 Playlist - 50 / Oldies - 15% / Jing - TM cust / Synd - Star Trak /
 Auto - no / Interviews - open / Reports to - none / C load -
 14:30 m / Promo - open / SM - Gil Bahr / 60 sec open rate -
 \$21

KOTN-AM/1000W/501-534-8732 Top 40
 920 Commerce Rd, Pine Bluff AR 71601
 Owner - Joellen Bdcstg / No emps - 13 / GM - Buddy Deane /
 PD - Don Wellington / MD - Paul Simms / ND - Duane Hay-
 mann; staff-2 / Playlist - 40-45 / Oldies - 23% / Jing - none /
 Synd - AT 40 / Auto - no / Interviews - open / Reports to -
 Gavin CB / C load - 16 m / Promo - after 4pm M-F / SM -
 Mike Waymack / 60 sec open rate - \$10

KOUL/100,000W/512-643-6504 Mod. Country
 Box 898, Corpus Christi TX 78403
 Owner - Bdcst Corp of Southwest / No emps - 12 / GM - Robt
 Trask Jr / PD - Ed Sharpe / MD - same / ND - Don Gibson;
 staff-3 / Playlist - 50 / Oldies - 20% / Jing - Peters / Synd -
 none / Auto - 9pm-6am / Report to - Gavin / Interviews -
 open / C load - 12 m / Promo - till 12 M-F / SM - Robert
 Trask / 60 sec open rate - \$13

KOY/5000W/602-258-8181 MOR
840 No Central Ave, Phoenix AZ 85004
Owner - Southern Bdcstg / No emps - 38 / GM - Gary D
edens / PD - Nat Stevens / MD - Dan Armstrong / ND - Paul
McGonigee; staff-8 / Playlist - 33 / Oldies - 50% / Jing - TM /
Synd - none / Auto - no / Interviews - occas / Reports to -
BG BB RW / C load - 12 m / Promo - open / SM - Mike Knox /
60 sec open rate - \$96

KOYY AM-FM/AM500,FM3000W/316-321-1360 Adult Cont
Box 550, El Dorado KS 67042
Owner - KIKZ Inc / GM - Guy Russell / PD - Dave Murray /
MD - Lee Shawn / ND - Dave Murray; staff-6 / Playlist - 75 /
Oldies - 50% / Jing - none / Synd - none / Auto - no / Inter-
views - open / Reports to - none / C load - 18 m / Promo -
open / SM - Guy Russell / 60 sec open rate - \$10.50

KOZN/36,000W/714-238-1037 Mod. Country
630 Ash, San Diego CA 92101
Owner - Bert Wahlen / No emps - 20 / GM - Bert Wahlen / PD -
John Kenny / MD - same / ND - Steve Gordon / OP - Steve
Randall / Playlist - 50 / Oldies - 30% / Jing - none / Synd -
none / Auto - no / Reports to - RR / C load - 12 m / Promo -
10-12am,4-6pm / SM - Jeff Guier / 60 sec open rate - \$30

KPAM AM-FM/5000 & 100,000W/503-226-7676 Top 40
4700 SW Council Crest Dr., Portland OR 97201
Owner - W. P. Rossmann - No emps - 23 / GM - W. P. Ross-
mann, PD - Michael O'Brien / ND - Vicki Stewart; staff-3 /
Playlist - 34 / Oldies - none / Jing - Cent 21 / Synd - none /
Auto - no / Interviews - only big artists / Reports to - BG RR
CB VARIETY / C load - 8 m / Promo - 10 2 M / SM - Charles
King / 60 sec open rate - \$50

KPIK-AM/5000W/303-634-1503 Country
Box 1789, Colorado Springs CO 80901
Owner - D. P. Pinkston / No emps - 14 / GM - Geo James /
PD - Tex Lively / MD - same / Playlist - 80 / Oldies - 40% /
Jing - Tanner / Synd - Garner Ted Armstrong, Ralph Emery,
Rip Off, Farm & Ranch Report / Auto - no / Interviews - open
/ Reports to - none / C load - 15 m / Promo - open / SM - Ever-
ett Murray / 60 sec open rate - \$9

KPIK-FM/83,000W/303-634-1503 AOR/Prog Country
Box 1789, Colorado Springs, CO 80901
Owner - D. P. Pinkston / No emps - 15 / GM - Geo James /
PD - Charlie Brown / MD - same / Playlist - 70 / Oldies -
20% / Jing - none / Synd - none / Auto - no / Interviews -
no policy / Reports to - none / C load - 14 m / Promo - 10-12
T&Th / SM - Charlie Brown / 60 sec open rate - \$15

KPOP/500W/916-791-4111 Country
Box 1110, Roseville CA95678
No emps - 17 / GM - Gene Ragle / PD - Wes Myers / MD - Jerri
Atherton / ND - Chris Lewis; staff-2 / Playlist - 50 / Oldies -
24% / Jing - DeMunck Simmelink / Synd - none / Auto - no /
Interviews - open / Reports to - none / SM - Hank Gonzales /
60 sec open rate - \$14

KPPL/100,000W/303-989-1075 Adult Contemp
7075 Hampson Rd., Denver CO 80227
No emps - 8 / Op Mgr - Jim Teeson / MD - same / ND - Con
Shader; staff-4 / Playlist - all tape / Oldies - 25% / Jing - Peters
/ Synd - none / Auto - yes / Interviews - none / Reports to -
none / C load - 10 m / Promo open / SM - Bob Korum / 60
sec open rate - \$15

KPRC/5000W/713-771-4631 News/Talk
Box 2222, Houston TX 77001
Owner - KPRC Radio Co / No emps - 35 / GM - Cleve Griffin /
PD - Jack London / MD - Marie Lantrip / ND - Don Watson;
staff-15 / Jing - none / Synd - none / Auto - no / Interviews -
book guests-ahead of time / C load - 15 m / SM - George Stokes
/ 60 sec open rate - \$80

KPRI-FM/50,000W/714-452-8181 AOR
11585 Sorrento Valley Rd., San Diego CA 92121
Owner - Southwestern Bdcstrs / No emps - 16 / GM - Dex
Allen / PD - Jess Bullet / MD - Mark Williams / ND - Mary
Curran; staff-1 / Playlist - LPs / Oldies - 50% / Jing - none /
Synd - King Biscuit, Rock Around the World, Innerview,
Jonathon Feilds and Freinds / Auto - no / Interviews - none /
Reports to - RR BB / C load - 8 m / Promo - after Noon-M-T /
SM - Richard Armstrong / 60 sec open rate - \$38

KPUG/10,000W/206-734-1170 Top 40
Box 1170, Bellingham WA 98225
Owner - R. E. Pollack / No emps - 17 / GM - Jim Tincker /
PD - Bob Cochran / MD - Marty Williams / ND - Pete Kremen;
staff-2 / Playlist - 40 / Oldies - 15% / Jing - yes / Synd - At 40 /
Auto - no / Interviews - occas / Reports to - BG RR / C load -
14 m / Promo - open / SM - Dick Stark

KQEO/1000W/505-243-6791 Top 40
Box 26071, Albuquerque NM 87125
Owner - Swanson Bdcstg / No emps - 25 / GM - Ken Baugh /
PD - Gary Diamond / MD - Frank Ragan / ND - Bob McKay;
staff-1 / Playlist - 40 / Oldies - 50% / Jing - Sundance / Synd -
At 40, Wolfman, Earth News / Auto - no / Interviews - open /
Reports to - RR BB BG / C load - 14 m / Promo - 1-4 W-F /
SM - Lannie Mintz / 60 sec open rate - \$24

KQIZ-AM/5000W/806-353-6663 Adult Contemp
Box 7488, Amarillo TX 79109
Owner - Jim Shelton / No emps - 18 / GM - Keith Adams /
PD - Ron Chase / MD - Bo Jeffries / ND - Gary Foxe; staff-
1 / Playlist - 30-35 / Oldies - 40% / Jing - Cent 21 / Synd -
none / Auto - no / Interviews - open / Reports to - none / C
load - 16 m / Promo - open / SM - Don Cantrell / 60 sec open
rate \$15

KQIZ-FM/71,000W/806-353-6663 Top 40
Box 7488, Amarillo TX 79109
Owner - Jim Shelton / No emps - 18 / GM - Keith Adams /
PD - Ron Chase / MD - Bo Jeffries / ND - Gary Foxe; staff-1 /
Playlist - 28 / Oldies - 45% / Jing - Toby Arnold / Synd -
Earth News, Star Trak / Auto - no / Interviews - open / Re-
ports to - none / C load - 8 m / Promo - open / SM - Don
Cantrell / 60 sec open rate - \$15

KQKO-FM/100,000W/712-322-4041 AOR
Box 586, Council Bluffs IA 51501
Owner - John C. Mitchell / No emps - 30 / GM - Joe Medako-
vich / PD - Paxton West / MD - Barry Taff / ND - Ken Eich;
staff-2 / Playlist - 75 / Oldies - none / Jing - none / Synd -
King Biscuit, BBC Rock Hour / Auto - no / Interviews - major
artists only-prerecorded / Reports to - RR WALRUS / Promo -
Noon-3PM M-F / SM - Joe Reynolds / 60 sec open rate - \$18

KQRS AM-FM/100,000W/612-545-5601 AOR
917 N. Lilac Dr., Golden Valley MN 55422
Owner - Hudson Bdcstg / No emps - 20 / GM - Dick Poe / PD -
Tac Hammer / MD - Kevin St. John / ND - Bob Ragin; staff-0 /
Playlist - LPs / Jing - none / Synd - King B, BBC, Rock Around
the World / Auto - no / Interviews - yes / Reports to - RW
WALRUS RR / C load - 8 m / Promo - open / SM - Dick Poe /
60 sec open rate - \$41

KRAV/100,000W/918-585-5555 Adult Contemp
Box 746, Tulsa OK 74101
Owner - KFMJ Inc / No emps - 26 / GM - Carl Smith / PD -
Ken Scott / MD - Kenny King / ND - Don Smith; staff-4 /
Playlist - 26 / Oldies - 50% / Jing - TM / Synd - none / Auto -
no / Interviews - none / Reports to - BG / C load - 8 m / Promo
- open / SM - Carl Smith / 60 sec open rate - \$18

KRBC/5000W/915-692-4242 Top 40
Box 178, Abilene TX 79604
Owner - Radio Abilene Inc / No emps - 24 / GM - Bill Fox /
PD - John Frost / MD - same / ND - Downing Bolts; staff-2 /
OP - Bob Test / Playlist - 45 / Oldies - 33% / Jing - Tanner /
Synd - AT 40 / Auto - no / Interviews - open / Reports to -
RR BB CB / C load - 8 m / Promo - 9-12 M-F / SM - Kirk
Woodward / 60 sec open rate - \$17

KRDR/1000W/503-667-1230 Mod. Country
 Box 32, Gresham OR 97030
 Owner - Benjamin/Banta / No emps - 13 / GM - David Benjamin / PD - Don Lane / MD - same / ND - Kelly Mac; staff-1 / Playlist - 70 / Oldies - 40% / Jing - Gwin Sound, Tanner / Synd - None / Auto - no / Interviews - open / Reports to - BG RR / C load - 15 m / Promo - 10-12 M-F / SM - Charles Banta / 60 sec open rate - \$16

KRE AM-FM/1000 & 50,000W/415-848-7713 Jazz
 601 Ashby Avenue, Berkeley CA
 Owner - Horizons Comm Corp of CA / No emps - 23 / GM - Tom Schnurbusch / PD - Rob Singleton / MD - Jai Smith / ND - Ric Vaill; staff-1 / Playlist - unlimited / Oldies - 30% / Jing - none / Synd - none / Auto - 7pm-7am, M-F on AM / Interviews - often / Reports to - BG BB / Promo - 9:30-1:30 / C load - 12 m / SM - Dave Berglund / 60 sec open rate - \$30

KREM/5000W/509-448-2000 Top 40
 So 4103 Regal, Spokane WA 99203
 Owner - King Bdcstg / No emps - 20 / GM - Tom Long / PD - Rob Harder / MD - John Williams / ND - Dave Smith; staff-2 / Playlist - 28 / Oldies - 45% / Jing - TM / Synd - none / Auto - no / Reports to - BG KR / C load - 12 m / Promo - noon-3 / SM - Jim Keane / 60 sec open rate - \$16.50

KREM-FM/4800W/509-448-2000 AOR
 4103 Regal, Spokane WA 99203
 Owner - King Bdcstg / No emps - 8 / GM - Tom Long / PD - Don Adair / MD - Michael Fox / ND - Dave Smith; staff-1 / Playlist - 75 / Oldies - 35% / Jing - none / Synd - Live from the Bottom Line, BBC, Natl Food Recipes, Inner-View, Daily Planet, Earth News / Auto - semi / Interviews - as arranged / Reports to RR CB Wal / C load - 11 m / Promo - after 3pm, M-F / SM - Jim Keane / 60 sec open rate - \$8.50

KRIG/1000W/915-332-6871 Top 40
 Box 4312, Odessa TX 79760
 Owner - R D Brown / No emps - 15 / GM - Johnny May / PD - same / MD - Ron Harper / News staff - 3 / Playlist - 25 / Oldies - 45% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to BG / C load - 14 m / Promo 10-noon W / SM - June Brown

KRIZ/1000W/602-258-6717 Top 40
 2345 Buckeye Rd., Phoenix AZ 85009
 Owner - Doubleday Bdcstg / No emps - 25 / GM - Neil Sargent / PD - Alan McLaughlin / MD - same / ND - Roger Carroll; staff-1 / Playlist - 15 / Oldies - 50% / Jing - TM, Winning, / Synd - At 40, Star Trak, Record Report, RWM Special of the Week, 60 Second LP / Auto - no / Interviews - as relates to our demos-prefer live / Reports to - RR GAVIN BB CB RW BF.ENNEMAN RMR RUDMAN / C load - 8 m / Promo - by appointment / SM - Richard Haines / 60 sec open rate - \$27

KRKE-AM/5000W/505-765-5600 Top 40
Box 737, Albuquerque NM 87103
Owner - Gaylord Bdcstg / No emps - 33 / GM - Richard P. McKee / PD - Smokey Rivers / MD - Debbie Hines / ND - Barbara Bowers; staff-3 / Playlist - 35 / Oldies - 40% / Jing - Jams / Synd - none / Auto - no / Interviews - open / Reports to - RR CP BG KR / C load - 14 m / Promo - open / SM - Wayne Hargrove / 60 sec open rate - \$35

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 - same / ND - Shirley Bartholomew; staff-3 / Playlist 35-40 / Oldies - 40% / Jing - none / Synd - Natl LP Cntdn / Auto - no / Interviews - open / Reports to - RR BG CB RW / C load - 9 m / Promo - 10-5 M-F / SM - Don Atkinson / 60 sec open rate - \$20

KRLY-FM/100,000W/713-626-8130 Soft Rock
3935 Westheimer, No. 94, Houston TX 77027
Owner - Zantanon Comm Corp / No emps - 16 / GM - Robert Anderson, Sr. / PD - Ron Foster / MD - same / ND - Phillip Anderson; staff-1 / Playlist - 75 / Oldies - 50% / Jing - none / Synd - At 40 / Auto - no / Interviews - open / Reports to - BG / C load - 8 m / Promo - AM M-W / SM - Robert Anderson, Jr. / 60 sec open rate - \$65

KFMD AM-FM/1000 / 25,000W/318-221-6171 Country
Box 1739, Shreveport LA 71166
Owner - KRMD Inc / No emps - 23 / GM - Smokey Hyde / PD - Marty Sullivan / MD - Ron Scott / ND - Maury Wayne; staff-3 / Playlist - 40+4 pics + 10 extra / Oldies - 40% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - public affairs, on-air / Reports to - BB RR GAVIN CB RW / C load - 18 m / Promo - 9-Noon W

KRMG/50,000W/918-583-7400 Adult Contemp
1502 S. Boulder, Tulsa OK 74119
Owner - Swanson Bdcstg / No emps - 34 / GM - Ron Blue / PD - Jerry Vaughn / MD - Don Bishop / ND - Ed Brocksmith; staff-7 / Playlist - 29 / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - RR BG RW BB CB / C load - 13 m / Promo - after 2 M-F / SM - Dan Bell / 60 sec open rate \$60

KRMR/Cable/208-726-9767 Progressive
Box 633, Ketchum ID 83340
Owner - Chas Gates / No emps - 7 / GM - Chas Gates / PD - Kandy Demeray / MD - Chas Gates / Playlist - varied / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - encouraged / Reports to - WALRUS / C load - 8 m / Promo - open / SM - Steve Herron / 60 sec open rate - \$8

erly Report Radio Quarterly Report Radio Quarterly Report

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 - Charles Brogan; staff-3 / Playlist - 30 / Oldies - 40% / Jing - TM, Penetrators / Synd - Inner-view, Evolution of Rock, RKO Beatles Doc / Auto - no / Interviews - when in town / Reports to - KR / C load - 9 m / Promo - 9-5 / SM - Dave Hoehne / 60 sec open rate - \$10

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 / Oldies - 40% / Jing - Pams / Synd - none / Auto - no / Interviews - none / Reports to - BG RR / C load - 18 u / Promo - open / SM - Ron Granzow / 60 sec open rate - \$48

KROB/512-387-1510 Country
Box 752, Robstown TX 78380
Owner - Coasta Bend Bdcstg Corp / No emps - 9 / GM - W. A. Raeke / PD - Tom Doyle / MD - same / ND - same; staff-1 / Playlist - 25 / Oldies - 33% / Jing - Pepper Tanner / Synd - Justin Wilson Commentary / Auto - no / Interviews - open / Reports to - RW / C load - 8 m / Promo - open / SM - Ed Wright / 60 sec open rate - \$9.50

KROK-FM/100,000W/318-222-8711 Top 40
Box 1130, Shreveport LA 71120
Owner - Great Empire Bdcstg / No emps - 25 / GM - Gene Dickerson / PD - Ken Shepherd / MD - Tim Brando / ND - Bob Kirby; staff-5 / Playlist - 45 / Oldies - 25% / Jing - Pams / Synd - King Biscuit / Auto - no / Interviews - open (official concert station) / Reports to - BG RR / C load - 6 m / Promo - open / 60 sec open rate - \$25

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 - 15 / GM - Gary Bookasta / PD - Mike Schwiensburg / ND - Jerry Kaye / Playlist - unltd / Oldies - 25% / Jing - custom / Synd - Mother Rock / Auto - no / Interviews - open / C load - 6 m / Promo - open / SM - Gary Bookasta / 60 sec open rate - \$70

KROY/1000W/916-441-4950 Top 40
1019 2nd St., Sacramento CA 95814
Owner - ASI Comm / No emps - 34 / GM - John Ogden / PD - Dave Michaels / MD - Dave Michaels / ND - Liz Fulton; staff-4 / Playlist - 30 / Oldies - 46% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to - RR GAVIN BB RW / C load - 12 m / Promo - W-Th-F / SM - J. John Hawkins / 60 sec open rate - \$48

KRQ-FM/29,000W/602-624-2431 Top 40
 Box 50367, Tucson AZ 85703
 Owner - Grabet, Inc. / No emps - 15 / GM - Mike Cutchall / PD - Roger Collins / MD - same / ND - Bob Lee; staff-2 / Playlist - 20 / Oldies - 50% / Jing - custom / Synd - none / Auto - no / Interviews - none / Reports to - none / C load - 10 m / Promo - open / 60 sec open rate - \$13

KRSP AM-FM/10 & 18,500W/801-262-5541 Top 40
 1130 W. 5200, Salt Lake City UT 84107
 Owner - Holiday Bdcstg / No emps - 23 / GM - Ralph Carlson / Op D - Alan Hague / MD - Lorraine Winegar / ND - Bob Moon; staff-3 / Playlist - 29 / Oldies - 33% / Jing - TM, You / Synd - none / Auto - no / Interviews - occas on Sun AM / Reports to - RR BG BB CB RW / C load - 12 m / Promo - M-W-Th-F / SM - Ray Bingham / 60 sec open rate - \$32

KRST/22,000W/505-266-7946 AOR
 Box 3280, Albuquerque NM 87110
 Owner - Burrows Bdcstg / No emps - 20 / GM - Howard Hoffman / PD - Bill Stambaugh / MD - same / Playlist - 75 / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - yes / Reports to - RR ALBUM REP OF FRIDAY MORNING QUARTERBACK WALRUS / C load - 8 u / Promo - anytime / SM - Howard Hoffman / 60 sec open rate - \$23

KRTH-FM/58,000W/213-937-5230 Adult Contemp
 5901 Van Ness, LA CA 90034
 Owner - RKC General / No emps - 39 / GM - Allan D. Chlowitz / PD - Bob Hamilton / MD - same / ND - Steve Fredericks; staff-3 / Playlist - 25 / Oldies - 50% / Jing - Pams / Synd - Dick Clark Remembers / Auto - yes / Interviews - open, pre-recorded / Reports to - BG KR BB CB RW POE RR / C load - 8 m / Promo - M-T or by appt / SM - John Squires / 60 sec open rate \$120

KRUX/5000W/ 602-247-5789;Top 40 Rock
 7401 West Camelback Rd., Phoenix AZ 85033;
 Owner - Lotus Comm / No emps - 30 / GM - Joseph Austin Koff / PD - Richard Ruiz / MD - Greg Mills / ND - Gerald Ackley; staff-3 / Playlist - 20 / Oldies - 40% to 55% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - GAVIN / C load - 8 m / Promo - after 10AM / SM - Julie Phillips McQuiston / 60 sec open rate - \$24;

KRYS/1000W/512-882-8481 Top 40
 Box 9698, Corpus Christi TX 78408
 Owner - Sigmar / No emps - 23 / GM - Joel Yowell / PD - Dan Daniels / MD - Robt Welsh / News staff - 3 / Playlist - 40 / Oldies - 33% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - open / Reports to - BG LP PRODUCTIONS MICKEY TURNTABLE / C load - 14 m / Promo - open / SM - Joel Yowell / 60 sec open rate - \$16

erly Report Radio Quarterly Report Radio Quarterly Report

KRZY/1000W/505-266-5833 Country
 Box 3280, Albuquerque NM 87110
 Owner - Borroughs/Moran / GM - Ray Moran / PD - Jerry Groner / MD - Chuck Logan / ND - Rex Munger; staff-2 / Playlist - 57 / Oldies - 40% / Jing - Custom / Synd - A.C.C. / Auto - no / Interviews - none / Reports to - BB RR / C load - 14 m / Promo - 9-12 m / SM - David Sevieri / 60 sec open rate - \$31

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 - Beverley Wilshire / ND - Danice Bordett; staff-3 / Playlist - none / Oldies - none / Jing - none / Synd - BBC, King Biscuit / Auto - no / Interviews - live during airshifts - live & tape talk show Sunday 6-9PM / Reports to - RR CB BB RW WALRUS / C load - 8 m / Promo - office hours / SM - Jeffrey Nemerovski / 60 sec open rate - \$80

KSEE/1000W/805-922-1777 Adult Contemp
 117 S. Broadway, Ste. E, Santa Maria CA 93454
 Owner - Buddy Black / No emps - 10 / GM - Albert B. Sturges / Sta M - Larry R. Watts / MD - Tim Scott / ND - Rod Holiday; staff-1 / Playlist - 40 / Oldies - 20% / Jing - Gwyn / Synd - none / Auto - no / Interviews - none / Reports to - BG QS MD RR BB RW / C load - 17 m / Promo - 2-4PM T-W (805-925-8508) / SM - Jim Gregori

KSEL-AM/5000W/806-747-2555 Top 40
 Box 2369, Lubbock TX 79408
 Owner - KSEL Corp / No emps - 35 / GM - John R. Krieger / PD - Bill DeMore / MD - Bruce Rodgers / ND - Skip Watson; staff-5 / Playlist - 35 / Oldies - 40% / Jing - Pams / Synd - none / Auto - no / Interviews - 7-10AM / Reports to - BB BG RR / C load - 12 m / Promo - 2-6 M-W / SM - Tom Petty / 60 sec open rate - \$19

KSFM/50,000W/916-422-1025 AOR
 Box 526, Woodland CA 95695
 Owner - Kula Bdestg / No emps - 18 / GM - Glenn Johnson / PD - Patrick Moore / MD - same / ND - Paul Vincent; staff-2 / Playlist - 60 / Oldies - 75% / Jing - none / Synd - Earth News, Daily Planet / Auto - no / Interviews - taped, aired Sun / Reports to - RR WALRUS / C load - 9 m / Promo - open / SM - Bud Levitt

KSFO/5000W/415-398-5600 MOR
 950 California St., San Francisco CA 94108
 Owner - Golden West / No emps - 80 / GM - Jack Bankson / PD - Victor Ives / MD - Elma Greer / ND - Jeff Skov; staff-12 / Playlist - 48 / Oldies - 40% / Jing - Custom / Synd - Old time radio shows / Auto - no / Interviews - infrequently / Reports to - BB GAVIN CB / C load - 17:40 m / Promo - open / SM - Herbert S. Briggin / 60 sec open rate - \$175

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 - 25 / Oldies - 40% / Jing - none / Synd - none / Auto - semi / Interviews - big names-appt first / Reports to - RW / C load - 12 m / Promo - open except Tu / SM - Marbeth Richmond / 60 sec open rate - \$65

KSHE-FM/100,000W/314-842-1111 AOR
 9434 Watson Rd., Crestwood MO 63126
 Owner - Century / No emps - 24 / GM - Sheldon Grafman / PD - Ted Haveck / MD - same / ND - Marion Sherwood; staff-2 / Playlist - LPs / Oldies - 30% / Jing - none / Synd - Rock Around The World, King Biscuit, BBC / Auto - no / Interviews - occasionally / Reports to - RW CB BB R&R WALRUS KR / C load - 8 m / Promo - open / SM - Nancy Pool / 60 sec open rate - \$75

KSJO/22,000W/408-246-6060 Progressive Rock
 3003 Moorpark, San Jose CA 95150
 Owner - Sterling Recreation Org / No emps - 25 / GM - Steve Rosetta / PD - Don Wright / MD - The Lobster / ND - Perry White / Playlist - 20+80LPs / Oldies - 60% / Jing - none / Synd - Jonathan Fields and Friends / Auto - no / Interviews - once weekly / Reports to R&R WALRUS CB GAVIN / C load - 8 m / Promo - M,T,Th,F 10am-5:30pm / SM - Edd Mason / 60 sec open rate - \$39

KSLH/3000W/213-299-2992 Black
 3847 S. Crenshaw, Los Angeles CA
 Owner - John Lamor Hill / GM - Rod McGrew / PD - same / MD - Ollie Harris / ND - Earl Johnson / Playlist - 70 / Oldies - 5% / Jing - none / Synd - none / Auto - no / Interviews - public affairs shows / Reports to - no / C load - 15 m / Promo - open / SM - Carl Allison / 60 sec open rate - \$45

KSLI-FM/100,000W/318-443-2543 Beautiful
 Box 471, Alexandria LA 71301
 Owner - Alexandria Bdcstg / No emps - 18 / GM - Bruce Rainey / PD - Tom Christie / MD - Gene Dupuis / ND - Steve Hill; staff-2 / Playlist - 50 / Oldies - 50% / Jing - Tanner Stereo / Synd - none / Auto - 24 hrs / Reports to BB BC BG RR RW / C load - 18 m / Promo - open / SM - Neal Cappell

KSLQ/100,000W/314-725-9814 Top 40
 111 So Bemiston, St Louis Mo 63105
 Owner - Bartell / GM - Ted Smith / PD - Bill Bailey / MD - Sherry Toennies / ND - Bob Hopper; staff-4 / Playlist - 40 / Oldies - vary by daypart / Jing - none / Synd - none / Auto - no / Interviews - availability / Reports to - BB CB RW RR BG KR BRANDON BRENEMAN POE / C load - 10 m / Promo - 10am-2pm (PD). 9am-5pm W-F (MD) / SM - Steve Dinkel / 60 sec open rate - \$95

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 / Oldies - 30% / Jing - Johnny Mann / Synd -
 Hot News, Earth News, AT 40 / Auto - no / Interviews -
 produced with music / Reports to - BG R&R BB RW CB /
 C load - 12 m / Promo - W Th after 2 / SM - Mike Hesser /
 60 sec open rate \$18

KSMB-FM/30,000W/318-232-1311 AOR & Singles
 Box 3345, Lafayette LA 70502
 Owner - Tom Galloway / No emps - 26 / GM - Tom Galloway /
 PD - Mike Mitchell / MD - Jay Walker / ND - Ray Sutley;
 staff-2 / Playlist - 50 / Oldies - 25% / Jing - none / Synd -
 Innerview, Rock Around The World, BBC Rock Hour / Auto -
 no / Interviews - Love Interviews, Prefer Live / Reports to -
 GAVIN R&R WALRUS HAMILTON / C load - 11 m / Promo -
 M-F 10am-5pm / SM - Bill Besson / 60 sec open rate - \$14

KSO/5000W/515-265-6181 Country
 3900 NE Broadway, Des Moines IA 50317
 Owner - Stoner Bdcstg / No emps - 29 / GM - Perry St. John /
 PD - John Prigge / MD - John France / ND - Ed Anderson;
 staff-3 / Playlist - 65 / Oldies - 22% / Jing - Wm Tanner /
 Synd - AM Cntry Cntdn, Inside Nashville / Auto - no / Inter-
 views - occas / Reports to - RR RW BG BB / C load - 13 m /
 Promo - Th 2-5pm / SM - Rod Orr / 60 sec open rate - \$25

KSOM-AM/10,000W/714-981-2876 Mod. Country
 Box 1510, Ontario CA 91762
 Owner - Media Mgmt Inc / GM John Guinn / PD - Mark
 Williams / MD - Joe Daniels / ND - Mark Williams; staff-2 /
 Playlist - 45 / Oldies - 60% / Jing - Terry Moss Magic Image /
 Synd - none / Auto - no / Interviews - open / Reports to -
 R&R / C load - 7 m / Promo - T-W 2-5pm / SM - John Guinn /
 60 sec open rate - \$25

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 - same / ND - Wade Douglas; staff-3 / Play-
 list - 40 / Oldies - 50% / Jing - local / Synd - none / Auto -
 no / Reports to BB CB BG RR RW / C load - 16 / Promo -
 10:30-12 M-F / SM - Allen Stelmach / 60 sec open rate - \$39

KSOP /1000W/801-972-1043 Country
 Box 25548, Salt Lake City UT 84125
 Owner - KSOP Inc / No emps - 20 / GM - Greg Hilton / PD -
 Country Joe Flint / MD - same / ND - John Greenwell; staff-1 /
 Playlist - 60 / Oldies - 50% / Jing - Tanner / Synd - AM Cntry
 Cntdn, Inside Nashville / Auto - no / Interviews - by phone
 pre-recorded / Reports to - BB RW / C load - 12 m / Promo -
 M-F 10-12 / SM - Richard Pexton / 60 sec open rate - \$34

Radio Quarterly Report Radio Quarterly Report Radio Quar

KSSS/1000W/303-596-5000 Mod. Country
Box 740, Colorado Springs CO 80901
Owner - Journal Star / No emps - 15 / GM - Dino Ianni /
PD - Bob May / MD - Dave Beadles / ND - Dan Griffin; staff-2 /
Playlist - 45 / Oldies - 20% / Jing - Cent 21 / Synd - none /
Auto - no / Interviews - Thurs Nite Special / Reports to -
R&R GAVIN / C load - 18 m / Promo - no / SM - Herb James /
60 sec open rate - \$10

KSTN-AM/5000W/209-948-5786 Top 40
2171 Ralph Ave., Stockton CA 95206
Owner - Knox LaRue / No emps - 13 / GM - Knox LaRue /
PD - Dave Morgan / MD - same / ND - Paul Sherry; staff-2 /
Playlist - 50 / Oldies - 35% / Jing - own / Synd - Words &
Music / Auto - no / Interviews - seldom / Reports to - BG
MICKEY TURNTABLE / C load - 8 m / Promo - W / SM -
Roy Stewart / 60 sec open rate \$9

KSTT/1000W/319-326-2541 Top 40
Box 3788, Davenport IA 52808
Owner - Fred Epstein / No emps - 30 / GM - Mel Laforce /
PD - Mike Crawford / MD - Larry Marshall / ND - Dave
Douglas; staff-5 / Playlist - 35 / Oldies - 45% / Jing - TM /
Synd - AT 40 / Auto - no / Interviews - open / Reports to -
BRANDON POE R&R BG KR / C load - 15 m / Promo - T /
SM - Chuck Hamilton

KTAC/10,000W/206-473-0085 Top 40
2000 Tacoma Mall, Tacoma WA 98411
Owner - Entertainment Comm / No emps - 32 / GM - Hal
Greenberg / PD - Ric Hansen / MD - Bruce Cannon / ND -
Chuck Boland; staff-2 / Playlist - 30 / Oldies - 30% / Jing -
none / Synd - none / Auto - no / Interviews - occas / Reports
to BG BB CB / C load - 12½ m / SM - Bob Brokman / 60 sec
open rate \$43

KTFM/100,000W/512-655-5500 AOR
4050 Eisenhower Rd., San Antonio TX 78218
Owner - Waterman Bdcstg / No emps - 31 / GM - Ken Dowe /
PD - Trigger Black / MD - David Munoz / ND - Ann Chiller;
staff-6 / Playlist - LPs / Oldies - 30-50% / Jing - none / Synd -
none / Auto - no / Interviews - none / Reports to - none / C
load - 10 m / Promo - 10-2pm M-F / SM - Joe Ernest / 60
sec open rate - \$39

KTGR-AM/250W/314-449-2433 Top 40
Box 412, Columbia MOS 65201
Owner - Tiger Bdcstg Co / No emps - 9 / GM - Jim Wight /
PD - Chip Douglas / MD - same / ND - Russ Schallaberger;
staff-2 / Playlist - 40 / Oldies - 30% / Jing - Pams / Synd -
Earth News / Auto - no / Interviews - on air, telephone or
taped / Reports to - BB RW BG RMR / C load - 12 m / Promo
- 2-4 M-F / SM - Joe May / 60 sec open rate \$6

KTIM AM-FM/1000 & 2300W/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 / Jing - none / Synd -
DIR / Auto - no / Interviews - open / Reports to CB RR
WALRUS KF. / C load - 8 m / 60 sec open rate - \$24

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 / Oldies - 25% / Jing - none / Synd - American
Top 40 / Auto - no / Reports to - RR BG BRS / C load - 12 m
/ Promo - T-F, 10-2 / SM - Nancy Reynolds - 60 sec open rate -
\$22

KTLK/5000W/303-573-1280 Top 40
1165 Delaware, Denver CO 80204

Owner - Action Welcome Radio Inc / No emps - 30 / GM -
Ray Mineo / PD - C.C. McCartney / MD - Rick Brady / ND -
Scott Monahan; staff-3 / Playlist - 25-30 / Oldies - 45% /
Jing - Pams / Synd - none / Auto - no / Interviews - occas /
Reports to BG R&R BRENNAMEN BB / C load - 12 m /
Promo - open / SM - Jack Edwards / 60 sec open rate - \$33

KTNQ/50,000W/213-381-7201 Top 40
338 S. Western Ave., Los Angeles CA 90020

Owner - Storer Bdcstg / GM - Paul Cassidy / PD - Jimi Fox /
MD - Meredith Lifson / ND - Boyd Britton; staff-4 / Playlist -
35-40 / Oldies - 35% / Jing - none / Synd - none / Auto - no /
Interviews - open / Reports to BB CB RW KR BG R&R
BRENNEMAN / C load - 8 m / Promo - open / SM - Jeff
Williams / 60 sec open rate - \$96

KTOK/1000W/405-235-1671
1800 W Main St., Oklahoma City OK 73101

Owner - Covenant Bdcstg / No emps - 22 / GM - Ken Gaines /
PD - Bob Riffin / MD - same / ND - Bob Durgin; staff-10 /
Playlist - var / Oldies - 25% / Jing - TM / Synd - World Tomor-
row / Auto - no /

KTOP/1000W/913-234-3444 Country
1600 N Buchanan, Topeka KS 66601

Owner - Harris Entr / No emps - 17 / GM - Merle Blair /
PD - Joe Monteith / ND - Bob Potter; staff-4 / Playlist - Syn-
dicated Svc / Oldies - same / Jing - Tuesday Productions,
Country Package / Synd - Big Country, Harris System / Auto -
yes, 100% / Reports to - none / C load - 13 m / Promo - none /
SM - Merle Blair / 60 sec open rate - \$9

KTRN/5000W/817-855-3555 Top 40
Box 5005, Wichita Falls TX 76307
Owner - Broadcasting Associates Inc / No emps - 19 / GM - Jack Samples / PD - King Wiggins / MD - same / ND - Phil Harlow; staff-3 / Playlist - 45 / Oldies - 15% / JIng - none / Synd - none / Auto - no / Interviews - no specific policy - prefer current artists / Reports to BRANDON GAVIN COMMUNICATOR NETWORK / C load - 16 m / Promo - M-T 1pm-4pm / SM - Jack Samples

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 / JIng - TM / Synd - AT 40 / Auto - no / Interviews - occas on news / Reports to BG / SM - Lee Taylor / 60 sec open rate \$65

KTYD AM-FM/1000 & 34,000W/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 / Oldies - 45% / JIng - none / Synd - King Biscuit / Auto - no / Interviews - drop-in; seldom / Reports to RR / SM - Kevin Wodlinger / 60 sec open rate - \$12

KUFF/5000W/505-881-5333 Country
4103 Montgomery St. NE, Albuquerque NM 87109
Owner - Radio New Mexico Inc / No emps - 15 / GM - Bill Weaver / PD - John Findlay / MD - Charley Parker / ND - none / Playlist - 65 / Oldies - 60% / JIng - LA AirForce / Synd - none / Auto - no / Interviews - none / Reports to - BB / C load - 14 m / Promo - none / SM - Richard Shoudt / 60 sec open rate - \$18

KUGN/503-344-6215 Adult Contemp.
Box 590, Eugene OR
Owner - Obie Comm / No emps - 28 / GM - Ralph Petti / PD - Bill Ford / MD - Bobby Sherman / ND - Fred Webb; staff-7 / Playlist - 40 / Oldies - 50% / JIng - TM / Synd - none / Auto - no / Interviews - anytime / Reports to BG / C load - 16 m / Promo - 10am-1pm M-F / SM - Chuck Chackle / 60 sec open rate \$25

KUHL/1000W/805-922-7727 A/C
211 East Fesler, Santa Maria CA 93454
Owner - James H. Ranger / No emps - 12 / GM - James H. Ranger / MD - Denny Luell / ND - Phillip Leonard; staff-2 / Playlist - 35 / Oldies - 33% / JIng - TM / Synd - Earth News, Hot News / Auto - no / Interviews - welcome / Reports to - GAVIN / C load - 14 m / Promo - 10am to noon M-F / SM - Jim Ranger / 60 sec open rate \$7

terly Report Radio Quarterly Report Radio Quarterly Report

KUPD AM-FM/500 & 100,000W/602-957 2710 Top 40
2089 E Camelback, Phoenix AZ 85061
Owner - Tri-State Bdcstg / No emps - 25 / GM - Barry Leverant
/ PD - Don Cristi / MD - same / ND - J Paul Emerson; staff-3 /
Playlist - 13-18 / Oldies - 40% / Jing - TM / Synd - Hot News /
Auto - no / Interviews - open / Reports to - none / C load -
9 m / Promo - open / SM - Lloyd Melton

KUZZ/1000W/805-393-1500 Country
1209 No Chester Ave, Bakersfield CA 93308
Owner - Buck Owens Ent / No emps - 35 / GM - Mike Owens /
PD - Jay Albright / MD - Kris Matlock / ND - Marc Howell;
staff-3 / Playlist - 60 / Oldies - 40% / Jing - TM / Synd - none /
Auto - no / Interviews - when artists are in town / Reports to -
BB R&R CB / C load - 16 m / Promo - anytime / SM - Joe
Martin / 60 sec open rate - \$14

KVAN/1000W/503-223-6328 Prog. Rock
1300 S.W. 5th St 3231, Portland OR 97201
Owner - Howard / No emps - 10 / GM - Howard Slobodin /
PD - Bob Ancheta / MD - same / ND - Nancy Jackson; staff-2
Playlist - LPs / Oldies - vary / Jing - none / Synd - RockAround
The World, Innerview, Johnathan Field and Friends / Auto -
no / Interviews - open / Reports to - WALRUS / C load - 6 m /
Promo - 12-4 M-F / SM - John Christenson / 60 sec open
rate - \$22

KVI-FM/100,000W/206-223-5703 Top 40
400 NE 45th St., Seattle WA 98105
Owner - Golden West / No emps - 15 / GM - Todd bitts / PD -
Frank Colbourn / MD - same / Playlist - 30 / Oldies - 50% /
Jing - none / Synd - Earth News, Ms. Understood, R.W.
Morgan, Record Report / Auto - no / Interviews - open /
Reports to - BG / C load - 9 m / SM - Todd Bitts

KVI-AM/5000W/206-223-5700 MOR
800 Tower Bldg., Seattle WA 98101
Owner - Golden West / No emps - 40 / GM - Jim Johnson /
PD - Don Hoffman / MD - same / ND - Jack Spencer; staff-
6 / Playlist - 28 / Oldies - 50% / Jing - Cent 21 / Synd - Major
League Baseball / Auto - no / Interviews - major artists only /
Reports to - BB BG R&R / C load - 18 m / Promo - open -
Carole Stripling / SM - Rich Robertson / 60 sec open rate
\$85

KVIC/1000W/512-573-9171 Top 40
Box 3487, Victoria TX 77901
Owner - Wendell Mayes / No emps - 25 / GM - Robert E.
Woodman / PD - Phil Robbins / MD - Gary Steele / ND -
Bil Stevens; staff-3 / Playlist - 33 / Oldies - 30% / Jing - TM /
Synd - AT 40, Mini People / Auto - no / Interviews - open /
Reports to - BG / C load - 17 m / Promo - T&Th 12-2 / SM -
Cecil Parker / 60 sec open rate - \$7.25

KVOO/50,000W/918-743-7814 Country
 Box 1349, Tulsa OK 74101
 Owner - Southwestern Sales Corp / No emps - 34 / GM - Jack Cresse / PD - Jay Jones / MD - Billy Parker / ND - Alan Lambert; staff-8 / Playlist - 96 / Oldies - 25% / Jing - none / Synd - None / Auto - no / Interviews - occas / Reports to RR BG / C load - 15 m / Promo - Mon. am / 60 sec open rate - \$40

KVOX/5000W/218-233-1522 Top 40
 Box 97, Moorhead MN 56560
 Owner - Dick Herbst / No emps - 24 / GM - Dick Herbst / PD - Bob Denver / MD - same / ND - John Messenger; staff-2 / Playlist - 30 / Oldies - 50% / Jing - Jams / Synd - AT 40 / Auto - no / Interviews - open / Reports to - RR RW BG KR CB / C load - 10 m / Promo - MT / SM - Dave Norman / 60 sec open rate - \$9.80

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 - Brian Graham / MD - same / Playlist - 50 / Oldies - 10% / Jing - none / Synd - none / Auto - no / Interviews - open, always welcome / Reports to BG RR / C load - 8 m / Promo - open / SM - Len Cohen / 60 sec open rate - \$5.50

KWEB/5000W/507-288-3888 Top 40
 1107 7th Street NW, Rochester MN 55901
 Owner - PSB Inc / No emps - 25 / OM - Peter Dean / MD - Kip Wilson / ND - Brad Larsen; staff-3 / Playlist - 52 / Oldies - 50% / Jing - Gwinsound / Synd - none / Auto - no / Reports to - BG / C load - 16 m / Promo - 1-4pm WTh, 3-4pm F / SM - Elizabeth Conway / 60 sec open rate - \$8

KWFM/28,500W/602-624-5588 AOR
 199 No Stone, Tucson AZ 85702
 Owner - Korn Gold Bdcstg / No emps - 17 / GM - Lee Dombrowski / PD - Allan Browning / MD - Jim Ray / ND - Bob Cook; staff-2 / Playlist - 150 / Oldies - 50% / Jing - none / Synd - King B, Daily Planet, Live from Bottom Line / Auto - no / Interviews - open / Reports to - RR KR Wal / C load - 8 m / Promo - 9-3M-F / SM - Lee Dombrowski / 60 sec open rate - \$17

KWHO-FM/37,000W/801-322-5819 Top 40
 512 E 2nd Street, Salt Lake City UT 84102
 Owner - Reese C Anderson / No emps - 21 / GM - R C Anderson / PD - Scott Stone / MD - same / ND - Gaylen Young; staff-3 / Playlist - 40-45 / Oldies - 30% / Jing - Own / Synd - none / Auto - no / Interviews - open / Reports to - BB R Brandon / C load - 13 m / Promo - open / SM - LaVar Reese / 60 sec open rate - \$5

erly Report Radio Quarterly Report Radio Quarterly Report

KWHP/3000W/405-341-8440 AOR
Box 686, Edmond OK 73034
Owner - William H Payne / No emps - 30+ / GM - Bill Payne /
PD - Mike Murphy / MD - Gary Mathews / ND - Network only
Playlist - 30 / Oldies - 40% / JIng - Cent 21 / Synd - none /
Auto - no / Reports to - RR M Turntable / C load - 10 m /
SM - Duane Hanshew / 60 sec open rate - \$10.50

KWIC/100,000W/713-842-2210 Top 40
Box 6067, Beaumont TX 77705
Owner - Tom Gibson / No emps - 17 / GM - Terrell Metheny /
PD - Bill Conway / MD - same / ND - Mike Lewis / Playlist -
35 / JIng - none / Synd - none / Auto - no / Interviews - open /
Reports to - RR BG / C load - 10 m / Promo - before 4pm M-F
SM - Don Durden / 60 sec openrate - \$20

KWJJ-AM/50,000W/503-228-4393 Country
931 SW King Avenue, Portland OR 97205
Owner - Park Bdcstg / No emps - 21 / GM - Jim Opsitnik /
OP - Chris Adams / PD - same / MD - same / ND - Dennis
Ackerman; staff-2 / Playlist - 55 / Oldies - 25% / JIng - TM /
Synd - none / Auto - yes-2% / Interviews - open / Reports
to - BB CB RW / C load - 12 m / Promo - 10-12 Th / SM -
Ralph Bigelow / 60 sec open rate - \$50

KWKC/1000W/915-673-2545 Country
Box 2201, Abilene TX 79604
Owner - Frontier Bdcstg / No emps - 30 / GM - Lloyd Mynatt /
MD - Gary Smith / PD - Lewis Crocket / ND - Len Johnson;
staff-2 / Playlist - 75 / Oldies - 25% / JIng - Cent 21 / Synd -
Cntry Crsrds, Adventures in Real Estate / Auto - no / Reports
to - BB / C load - 13 m / Promo - open / SM - Gene Ditmore /
60 sec open rate - \$10.50

KWKH-AM/50,000W/318-222-8711 Country
Box 1130, Sheveport LA 71120
Owner - Great Witchita Empire Bdcstg Co / No emps - 35 /
GM - Gene Dickerson / PD - Jim Hawthorne / MD - same /
ND - Bob Kirby; staff-5 / Playlist - 65 / Oldies - 33% / JIng -
TM / Synd - none / Auto - no / Interviews - open / Reports
to BG / C load - 6 m / Promo - open

KWKI-FM/100,000W/816-474-6400 AOR
1722 Main, Kansas City MO 64108
Owner - FM Bdcstg Inc / No emps - 20 / PD - Joe Blood /
MD - same / Playlist - 42-44 / Oldies - 60% / JIng - none /
Synd - A Steele / Auto - no / Interviews - open / Reports
to - none / C load - 8 m / Promo - open / SM - John Varel /
60 sec open rate - \$16

KWMT/5000W/515-576-7333 Mod. Country
Box 578, Ft Dodge IA 50501
Owner - J W Maurer / No emps - 21 / GM - Jim Maurer /
PD - Dale Eichor / MD - same / ND - Skip Michaels; staff-2 /
Playlist - 48 / Oldies - 40% / Jing - Toby Arnold / Synd -
Cntry Crsds, Ralph Emory / Auto - no / Interviews - open /
Reports to RR CB RW BB BG / C load - 15 m / Promo -
2-4pm W / SM - Tom Carmody / 60 sec open rate - \$35

KWSL/5000W/402-987-3477 Top 40
Box 1230, Sioux City IA 51102
Owner - Radio Comm / No emps - 17 / GM - Ken Kjeldseth
PD - Doc Holliday / MD - John Kingston / ND - Paul
Gomez; staff-2 / Playlist - 45 / Oldies - 33% / Jing - Gwinn /
Synd - A Steele / Auto - no / Interviews - open / Reports to
RR BG / C load - 14 m / Promo - open / SM - Jay Roberts /
60 sec open rate - \$9.75

KWST/79,000W/213-657-6130 AOR
8833 W Sunset Blvd., Los Angeles CA 90069
Owner - Century Bdcstg / No emps - 25 / GM - John Detz /
PD - Paul Sullivan / MD - Charlie Kindel / News staff - 2 /
Playlist - 60 / Oldies - 40% / Jing - none / Synd - King B,
BBC, Rock Around the World / Auto - no / Interviews -
open,pre-record / Reports to BB CB RW RR KR Wal /
C load - 8 m / Promo - W / SM - Monte Gast / 60 sec open
rate - \$99

KWWL-AM/5000W/319-291-1200 Adult Contemp.
500 E 4th Street, Waterloo IA
Owner - Black Hawk / No emps - 49 / GM - Bill Bolster /
PD - Bob Beck / MD - John Arthur / ND - Grant Price;
staff-26 / Playlist - 36 / Oldies - 33% / Jing - TM / Synd -
none / Auto - FM / Interviews - occas / Reports to - BG
RW / C load - 14 m / Promo - 9-3 M-W

KWYZ/1000W/206-252-5123 Mod. Country
Box 1234, Everett WA 98206
Owner - Prime Time Inc / No emps - 16 / GM - Martin
Hamstra / PD - Hal Murray / MD - same / ND - Tom
Lewis; staff-3 / Playlist - 30 / Oldies - 33% / Jing - Tanner
OK Cntry / Synd - Our Changing World / Auto - no / Inter-
views - pre-record / Reports to BG / C load - 14 m / Promo -
open / SM - Randy Thaut / 60 sec open rate - \$22

KXEL-AM/50,000W/319-233-3371 Country
Box 2395, Highway 281 E, Waterloo IA 50705
Owner - C Bahakel / No emps - 33 / GM - JR Hall / PD -
Chuck Anderson / MD - same / ND - Darwin Paustian;
staff-3 / Playlist - 50 / Oldies - 50% / Jing - Tanner / Synd -
none / Auto - no / Interviews - open / Reports to BG /
C load - 18 m / Promo - 10-1 T / SM - Fred Hendrickson /
60 sec open rate - \$22

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KXEL-FM/100,000W/319-233-3371 Adult Contemp.
Box 2395, Highway 281 E, Waterloo IA 50705
Owner - C Bahakel / No emps - 33 / GM - JR Hall / PD -
Jay Douglas / MD - same / ND - Darwin Paustian; staff-3 /
Playlist - 30 / Oldies - 50 % / Jing - Tanner / Synd - none /
Auto - no / Interviews - open / Reports to - BG CN / C
load - 8 m / Promo - 1-4pm T

KXIV/1000W/602-264-9001 MOR
3003 N Central, Phoenix AZ 85012
Owner - Dick Van Dyke / No emps - 22 / GM - Ira Lavin /
PD - Frank Pollock / MD - same / ND - Suda Prohaska;
staff-1 / Playlist - 55 / Oldies - 30% / Jing - none / Synd -
none / Auto - no / Interviews - occas / Reports to - none /
C load - 8 m / Promc - open / SM - Ira Lavin / 60 sec open
rate - \$20

KKKX/51,000W/303-629-0096 Top 40
110 16th Street, Ste 210, Denver CO 80202
Owner - Doubleday / No emps - 30 / GM - Alan Goodman /
PD - Beau Mathews / MD - same / ND - Steve Alexander;
staff-1 / Playlist - 24 / Oldies - 50% / Jing - none / Synd -
Earth News, Hot News / Auto - no / Interviews - occas /
Reports to - RR / C load - 6 m / Promo - open / SM -
Tom Sherberg / 60 sec open rate - \$38

XKLY/509-328-6292 MOR
W 500 Boone Avenue, Spokane WA
No emps - 13 / GM - WF McNulty / PD - Chuck Harmon /
MD - same / ND - Jay Justice; staff-2 / Playlist - 35 / Oldies
- 55% / Jing - none / Synd - none / Auto - no / Interviews -
2-7pm / Reports to - RR BG BB / Promo 3-5 W / SM -
Jerry Jensen

KXOA(K108-FM)/27,500W/916-483-5083 AOR
2434 Loma Vista Dr., Sacramento CA 95825
Owner - KXOA Inc / No emps - 19 / GM - Phil Melrose /
PD - Art Schroeder / MD - same / Playlist - 60 / Oldies -
60% / Jing - none / Synd - AT 40, Inner-view, BBC, Spec
of the Wk, Rock Around the World / Auto - no / Inter-
views - none / Reports to BG BC BB / C load - 12 m /
Promo - 9:30-4:30 / SM - Dennis Gwiazdon

KXOL/5000W/817-335-4841 Mod. Country
1705 W 7th Street, Ft Worth TX 76101
Owner - Sigmer Corp / No emps - 18 / GM - Mike Bradley /
PD - Tom Wayne / MD - Scott Reese / ND - George Glenn;
staff-4 / Playlist - 90 / Oldies - 25% / Jing - Gwinn / Synd -
none / Auto - no / Interviews - open / Reports to - BB CB
RW BG / C load - 6 m / Promo - open / SM - Bubba Reding

KXRX/10,000W/408-292-5080 Adult Contemp
Box 167, San Jose CA 95103
Owner - San Jose Bdcstg / No emps - 25 / GM - Joe Lebbitt /
PD - Vic Bremer / MD - Steve Behm / ND - Vic Bremer; staff-
12 / Playlist - 70 / Jing - TM / Synd - none / Auto - at night /
Interviews - occas 9am-12n / Reports to BG RR / SM - Jim
Levitt

KXXC-AM/5000W/918-664-2810 Disco
5350 E 31st, Tulsa OK 74135
Owner - Lawrey Mays / No emps - 35 / GM - Travis Reeves /
PD - Rick Lepper / MD - Dave Michaels / ND - Kitty Roberts;
staff-3 / Playlist - 60 / Oldies - 25% / Jing - none / Synd -
none / Auto - no / Interviews - pre-recorded / Reports to -
none / C load - 12 m / Promo - open before 2pm / SM - Carol
Lund / 60 sec open rate - \$27

KXYZ/5000W/713-795-4820 Adult Contemp
1602 Fannin Bank Bldg, Houston TX 77030
Owner - ABC / No emps - 47 / GM - Nick Trigony / PD -
Jack Daniels / MD - Ted Carson / ND - Jon Matthews; staff-6 /
Playlist - 36 / Oldies - 50% / Jing - TM / Synd - none / Auto -
no / Interviews - limited / Reports to - BG R&R / C load -
10 m / Promo - open / SM - John Hare / 60 sec open rate -
\$55

KYA-AM/5000W/415-397-2500 Top 40
1 Nob Hill Cr., San Francisco CA 94108
Owner - Avco Radio / No emps - 42 / GM - Cliff Hunter /
PD - Michael O'Connor / MD - Steve Jordan / ND - Larry
Brownell; staff-4 / Playlist - 33 / Oldies - 30% / Jing - Pams /
Synd - AT 40, R.W. Morgan / Auto - no / Interviews - open /
Reports to BB RW CB BG / C load - 16 m / Promo - M & T,
10:30 & 11:30 / SM - Fred Schumacher / 60 sec open rate -
\$90

KYA-FM/50,000W/415-397-2500 AOR
1 Nob Hill Cr., San Francisco CA 94108
Owner - Avco Radio / No emps - 42 / GM - Cliff Hunter /
PD - Steve Mitchell / MD - Jay Hansen / ND - Larry Brownell;
staff-4 / Playlist - 50 LPs / Oldies - 50% / Jing - none / Synd -
Rock Around The World, Inner-view / Auto - yes, 5% / Inter-
views - per arrangement / Reports to - CB R&R KR / C load -
10 m / Promo - M 10-2 / SM - Fred Schumacher / 60 sec open
rate - \$90

KYKR AM-FM/1 & 100,000W/713-727-0771 Mod. Country
Box 2307, Port Arthur TX 77640
Owner - Jas H Joynt / No emps - 14 / GM - Jas H Joynt /
PD & MD - Bob Shannon / ND - Tom Taney; staff-2 / Play-
list - 50 / Oldies - 50% / Jing - Toby Arnold / Synd - none /
Auto - semi / Interviews - Sun 2-6pm, Country Music in
Review / Reports to BG / SM - Al Lynch / 60 sec open rate -
\$15

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 - Jonathan
King; staff-2 / Playlist - 36 / Oldies - 35% / Jing - Pams /
Synd - none / Auto - no / Interviews - taped / Reports to
RR BG BB / C load - 12 m / Promo - appt / SM - Sam Carter /
60 sec open rate - \$26

KYNG-FM/50,000W/209-266-2132 AOR
1060 Fulton Mall, Ste 1500, Fresno CA 93721
Owner - KYNO Inc / No emps - 10 / GM - Wayne Decker /
PD - Jeff Pollack / MD - same / ND - Johnathan King; staff-2 /
Playlist - 15 & LPs / Oldies - 35% / Jing - none / Synd - King
Biscuit, Hot News, Earth News / Auto - cart-automation,
100% / Interviews - open / Reports to - WALRUS R&R /
C load - 8 m / Promo - M-F 1-6pm / SM - Neil Cutler / 60
sec open rate - \$12

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 - 45s & LPs / Oldies - only weekends / Jing -
TM / Synd - none / Auto - no / Interviews - open / Reports
to - BRE RW BB CB JACK THE RAPPER / C load - 13 m /
Promo - T 12-2 / SM - Jim Foxx / 60 sec open rate - \$46

KYSN/1000W/303-634-1511 Top 40
Box 1715, Colorado Springs CO 80901
Owner - Donald T Harding / No emps - 25 / GM - John Lam-
bert / PD - Mark McCoy / MD - same / ND - Hal Totel; staff-2 /
Playlist - 30 / Oldies - 45% / Jing - Sundance / Synd - Star
Track, AT 40 / Auto - no / Interviews - occas, morning show /
Reports to - BG BRENNEMEN / C load - 16 m / Promo -
open / SM - John Lambert

KYTE/5000W/503-222-1841 Top 40
2040 SW 1st, Portland OR 97201
Owner - Gaylord Bdcstg / No emps - 50+ / GM - Tom Reddell /
OPS - Mike Davis / MD - Joe Michaels / ND - Bob Beron;
staff-5 / Playlist - 20-25 / Oldies - 50% / Jing - TM Synergy /
Synd - none / Auto - no / Interviews - guests on morning
show / Reports to - BG / C load - 12 m / Promo - Th 10-12 n
care of 223-4554 / SM - Don Hedges / 60 sec open rate - \$32

KYXI/50,000W/503-656-1441 News
Box 22125, Portland OR 97201
Owner - Art McCoy / No emps - 50 / GM - Heber Smith /
PD - Gary Johnson / OPS - Ed Smith / ND - Gary Johnson;
staff-30 / Jing - none / Synd - none / Auto - no / SM - George
Dewitz

KZAM AM-FM/5000 & 100,000W/206-454-1540 AOR
1200 112th Ave NE, Bellevue WA 98004
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 - Sound Advice, Susan Berkely's Natural
Foods / Auto - no / Interviews - open / Reports to - RW
WALRUS CB R&R / C load - 8 m / Promo - open / SM - Ian
Christopher / 60 sec open rate - \$30

KZAP/50,000W/916-444-2806 AOR
Box 511, Sacramento CA 95803
Owner - New Day Bdcstg Inc / No emps - 26 / GM - Ed Beim-
fohr / PD - Robt Williams / MD - Bruce Meier / ND - Jok
Church; staff-4 / Playlist - 60 / Oldies - 18% / Jing - none /
Synd - King Biscuit, New World of Jazz / Auto - no / Inter-
views - per arrangement / C load - 8 m / Promo - M,T,W,Th /
Reports to RR / SM - Don Early / 60 sec open rate - \$26

KZEL-FM/100,000W/503-747-1221 Progressive AOR
Box 10527, Eugene OR 97401
Owner - Jay West / No emps - 25 / GM - Jay West / PD &
MD - Stan Garrett / Playlist - LPs / Oldies - various / Jing -
none / Synd - News Blimps, Rock Around The World, Earth
News, King Biscuit, Daily Planet / Auto - no / Interviews -
open / Reports to - WALRUS BB CB RR RW / C load - 8 m /
Promo - 3-7pm / SM - Michael Denlinger / 60 sec open rate -
\$19

KZEW-FM/100,000W/214-748-9631 AOR
Communications Center, Dallas TX 75202
Owner - Belo Bdcstg / No emps - 25 / GM - Ivan Braiker /
PD - Ira Lipson / MD - Mike Hedges / ND - Bob White; staff-2 /
Playlist - LPs / Oldies - 40% / Jing - none / Synd - King Bis-
cuit, Daily Planet / Auto - no / Interviews - open / Reports
to BB CB RW R&R / C load - 8 m / Promo - M only / SM -
Ivan Braiker / 60 sec open rate - \$100

KZFM/41,000W/512-883-3516 Adult Contemporary
600 Building, Corpus Christi TX 78473
Owner - Texas Media Group Inc / No emps - 22 / GM - Don
Sitton / PD - Jim Allen / MD - John Stewart / ND - Bud
Lockart; staff-4 / Playlist - 55 / Oldies - 50% days, 40% nights
/ Jing - Interkey, TM - Listen To The Music / Synd - American
Top 40, Robert W Morgan Special of the Week, Innerview /
Auto - no / Interviews - anytime - two rap sessions daily,
primarily for public affairs topics / Reports to - none / C
load - 14 m / Promo - 10:30am-3:30pm / SM - Barry Carter /
60 sec open rate - \$12

KZIP-AM/1000W/806-374-3796 Country
Box 5905, 808 Charlotte, Amarillo TX 79107
Owner - Dave Stone / No emps - 8 / GM - Charlie Phillips /
PD & MD - Charlie West / ND - Janie Kirkland; staff-1 / Play-
list - 60 / Oldies - 35% / Jing - Tanner / Synd - Ralph Emery,
Ronald Regan. Sounds of Texas / Auto - no / Interviews -
open / Reports to - RW CB BB / C load - 15 m / Promo -
after 12 noon / SM - Ron Peterson / 60 sec open rate - \$5.40

KZLO-FM/100,000W/303-544-5646 Adult Contemporary
Box 93, Pueblo CO 81002
Owner - Gayberry Bdcstg / No emps - 30 / GM - Mike Gales /
PD - Frank Provenza / MD - Rich Avina / ND - Gary Wayne;
staff-4 / Playlist - 30 / Oldies - 50% / Jing - Tanner, Spirit of
the Rockies / Synd - none / Auto - yes, 100% / Interviews -
taped / Reports to - RR BG / C load - 6 m / Promo M-W
after 2 / SM - Tony Spicola / 60 sec open rate - \$8

KZOK/100,000W/206-223-3911 AOR
1426 5th Ave., Seattle WA 98101
Owner - SRO Broadcast / No emps - 45 / GM - John Hayes /
PD - Norm Gregory / MD - Mavis Mackhoff / ND - Nick
Alexander; staff-3 / Playlist - open / Oldies - 50% / Jing - none
/ Synd - none / Auto - no / Interviews - open / Reports to -
R&R RUDMAN BB CB / C load - 8 m / Promo - open 223-39
15 / SM - R B Musson / 60 sec open rate - \$35
R B Musson / 60 sec open rate - \$35

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 - Kent Allen / ND - Jeff Jones; staff-2 /
Playlist - 25 / Oldies - 50% / Jing - Tanner / Synd - Dick Clark /
Auto - no / Interviews - usually midday / Reports to BG /
C load - 18 m / Promo - 9-2 / SM - Monty Muse / 60 sec open
rate \$9.50

KZZY/100,000W/512-349-3275 Top 40
GPM South Tower, San Antonio TX 78216
Owner - Radio Alamo Inc / No emps - 20 / GM - Dave Noll /
PD - Ron Dennington / MD - same / ND - W.D. Sandaferd;
staff-1 / Playlist - 26 to 29 / Oldies - 40% / Jing - Pams /
Synd - none / Auto - no / Interviews - none / Reports to - BG /
C load - 8 m / Promo - 12:30pm to 5pm M,T,W / SM - Bruce
Swearingen / 60 sec open rate - \$25

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 / Oldies - 50% / Jing - C'DN Concepts / Synd - Opry North and Big Country / Auto - no / Interviews - 9-12AM, 1-4PM, 7-12M / SM - Walter Machny / 60 sec open rate - \$55

CFGM/50,000W/416-961-1320 Country
 10254 Yonge St. N, Richmond Hill, Ontario
 Owner - Allan Slaight / No emps - 35 / GM - Allan Slaight / PD - David Chales / MD - Joe LeFresne / ND - Peter May; staff-6 / Playlist - 59 / Oldies - 50% / Jing - none & Synd - none / Auto - no / Interviews when available, live / Reports to RR GAVIN BB / C load - 13 m / Promo - 9AM-4:30PM, appt only / SM - Gary Greenway / 60 sec open rate - \$75

CFPL/438-8391 MOR
 369 York St., London, Ontario
 Owner - CFPL Bdcstg Co / No emps - 60 / GM - C. N. Knight / PD - W. J. Brady / ND - G. A. Whitehead; staff-20 / Playlist - 40 / Oldies - 25% / Jing - Acapella / Synd - CBC / Auto - no / Interviews - Talk Show 10-12AM / SM - Ken Smith / 60 sec open rate \$83

CFRW/204-957-0000 Top 40
 432 Main St., Winnipeg, Manitoba R3B 2Z7
 Owner - CHUM Manitoba / No emps - 58 / GM - Bob Lane / PD - Pat St. John / MD - same / ND - Byron Scott; staff-9 / Playlist - 30 / Oldies - 50% / Jing - TM You / Synd - none / Auto - no / Interviews - open / Reports to - none / C load - 12 m / Promo - open / SM - Doug McLean / 60 sec open rate - \$28

CFUN/731-9222 Top 40
 1900 W. 4th Ave., Vancouver BC V6J IM6
 Owner - CHUM Ltd / No emps - 42 / GM - M. R. Carabine / PD - Chuck McCoy / MD - Joyce Salkowski / ND - Merv Connoly; staff-10 / Playlist - 38 / Oldies - 40% / Jing - TM You / Synd - none / Auto - no / Interviews - open / Reports to - BG / C load - 10 m / Promo - open / SM - Bart Gibb / 60 sec open rate - \$55

CHAB-AM/306-692-6464 Top 40
 Main St., Moosejaw, Saskatchewan
 Owner - Moffitt Comm / No emps - 32 / GM - Vern Traill / PD - Don West / MD - Jim Ripley / ND - Gary Bridger; staff-6 / Playlist - 40+ / Oldies - 50% / Jing - Jody Lyon / Synd - none / Auto - no & Interviews - open / C load - 12 m / Promo - open / SM - Duncan Cameron / 60 sec open rate - \$22

CHED/50,000W/403-424-2111 Top 40
10006 107th St., Edmonton, Alberta
Owner - Moffat Comm / No emps - 40 / GM - Jerry Forbes /
PD - Len Thuesen / MD - same / ND - C. R. Nichols; staff-5 /
Playlist - 40 / Oldies - 47% / Jing - none / Synd - Wolfman /
Auto - no / Interviews - open / Reports to - RPM STEEDE
BRENNEMAN / C load - 12 m / Promo - no / SM - Bill Sysak /
60 sec open rate - \$74

CHFM-FM/100,000W/403-265-3969 MOR
804 16th Ave., SW, Calgary, Alta
Owner - Moffat Comm / No emps - 9 / GM - Tom McBride /
PD - Wayne Bryant / MD - same / ND - Doug Goseen; staff-2 /
Playlist - 60 / Oldies - 60% / Jing - Bill Hudson / Synd - none /
Auto - all night / Interviews - when available / Reports to - BB
/ C load - 6 m / Promo - open / SM - Stu Menzies / 60 sec open
rate - \$20

CHOM/41,200W/514-935-2425 Progressive
1355 Greene Ave., West Mount, Quebec H3C 2A5
Owner - Apache / No emps - 26 / GM - Craig Cutler / PD -
Peggy Colston / MD - Michael Therauop / ND - Robt. Smith;
staff-2 / Playlist - 25 / Oldies - 10% / Jing - yes / Synd - none /
Auto - no / Interviews - open / Promo - M / 60 sec open rate -
\$65

CHUM/50,000W/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 / Oldies - 40% / Jing - TM / Synd - none
/ Auto - no / Interviews - major artists, live / Reports to - BG
RR KR / C load - 12 m / Promo - weekly appts / SM - Jim
Armstrong / 60 sec open rate - \$160

CJAD/50,000W/514-844-0111 MOR
1407 Mountain St., Montreal, Quebec H3G 1Z4
Owner - Standard Bdcstg Corp / No emps - 85 / GM - Wm. F.
Hambly / PD - Ted Blackman / MD - Al Adler / ND - Stephen
Phizicky; staff-10 / Playlist - 50 / Oldies - 10% / Jing -
--Sounds Like Montreal" / Synd - none / Auto - no / Inter-
views - availability / Reports to - Canadian Broadcaster / C
load - below 1500 m/week / SM - John Bartrem / 60 sec open
rate - \$135

CJCH/25,000W/453-2524 Top 40
2885 Robie St., Halifax, Nova Scotia B3J 2Z4
Owner - CHUM / No emps - 35 / GM - Paul Ski / PD - Terry
Williams / MD - same / ND - Dick Pratt; staff-18 / Playlist -
40 / Oldies - 20% / Jing - TM, Winning Score / Synd - none /
Auto - no / Interviews - no / Reports to - none / Promo - no /
SM - Chuck R. Langdon / 60 sec open rate - \$27

CKLG-AM/50,000W/604-681-7511 Top 40
 1006 Richards St., Vancouver BC V6B 1S8
 Owner - Moffat Comm / No emps - 40 / GM - Don Hamilton /
 PD - Greg Heraldson / MD - Paul McKnight / ND - Ted Farr;
 staff-7 / Playlist - 38 / Oldies - 50% / Jing - Jody Lyon / Synd -
 none / Auto - no / Interviews - open / Reports to - BG BREN-
 NEMAN / C load - 11 m / Promo - open / SM - George Cowie /
 60 sec open rate - \$56

CKLG-FM/100,000W/604-681-7511 AOR
 1006 Richards St., Vancouver BC V6B 1S8
 Owner - Moffat Comm / No emps - 30 / GM - Don Hamilton /
 PD - Roy Hennessy / MD - Dave Chesney / ND - Kerry
 Marshall; staff-3 / Playlist - LPs / Oldies - 25% / Jing - none /
 Synd - none / Auto - no / Interviews - open / Reports to - none /
 C load - 7 m / Promo - open / SM - George Cowie

CKLW AM-FM/50,000W (Both)/313-963-1567 Top 40 (AM)
Country (FM)
 1640 Ouellette, Windsor, Ontario
 Owner - Baton Bdcstg / No emps - 105 / GM - Herbert W.
 McCord / PD - Croft McClellan (FM) Dick Bozzi (AM) / ND -
 Joanne Solima (FM) Rosalie Trombley (AM) / ND - Keith
 Radford; staff-17 / Playlist - 40, 30 / Oldies - none / Jing - TM,
 Winning Score / Synd - RKO Spec / Auto - 1-5AM on FM /
 Interviews - open / Reports to - BB CB RR RW KR / C load -
 12 m / Promo - Th / SM - Paul McDermott (FM) David Forier
 (AM)

CKXL-AM/10,000W/403-264-8000 Top 40
 804 16th Ave., SW, Calgary T2R 0M9
 Owner - Moffat Comm / No emps - 41 / GM - Tom McBride /
 PD - Jim Jackson / MD - Wes Erickson / ND - Hal Gardner;
 staff-6 / Playlist - 40 / Oldies - 25% / Jing - Jody Lyon / Synd -
 Wolfman / Auto - no / Interviews - open / Reports to - RR BB
 C load - 12 m / Promo - open / SM - Stu Menzies / 60 sec open
 rate \$50

CKY (KY58)/50,000W/204-775-0371 Top 40 & Country
 Polo Park, Winnipeg, Manitoba R3G 0L7
 Owner - Moffit / No emps - 43 / GM - Alden E. Diehl / PD -
 Gary Russell / MD - Majic Christian / ND - Manny Buzunis;
 staff-8 / Playlist - 36 / Oldies - 40% / Jing - Jody Lyon / Synd -
 Here Comes Summer, Welcome Back(Footprint Productions
 Ltd) / Auto - no / Interviews - local and intl artists, 6PM-M /
 Reports to - none / C load - 12 m/hr / Promo - M / SM - Barry
 Morlock / 60 sec open rate - \$45

terly Report Radio Quarterly Report Radio Quarterly Report

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 / Jing - none / Synd - Innerview, King Biscuit,
Earth News, Daily Planet / Auto - no / Interviews - open /
Reports to - KR RR WALRUS / C load - 10 m / Promo -
M-F 9am-5pm / SM - Dan Forth / 60 sec open rate - \$22

WAAM/5000W/313-971-1600 Adult Contemporary
4230 Packard Rd., Ann Arbor MI 48104
Owner - WAAM Radio Inc / No emps - 30 / GM - Jack P.
Rubins / PD - Bob Beasley / MD - Kevin Sanderson / ND -
Jeff Johnson; staff-3 / Playlist - 50 / Oldies - 30% / Jing -
Tanner Co. "The Only Station" / Synd - none / Auto - no /
Reports to - none / C load - 18 m / SM - Jack Wheelbarger /
60 sec open rate - \$18

WAAY/5000W/205-533-9190 Top 40
Box 2041, Huntsville AL 35801
Owner - MD Smith / No emps - 18 / GM - Wayne Johnson /
PD - Bob Baron / MD - Tony Taylor / ND - Craig Walker;
staff-3 / Playlist - 30 / Oldies - 38% / Jing - Pams / Synd -
Rbt W Morgan, Earth News / Auto - no / Interviews - occas /
Reports to R&R RW CB BG / C load - 14 m / Promo - open /
SM - Jim Kell / 60 sec open rate - \$18

WABB-AM/5000W/205-432-5572 Top 40
1551 Spring Hill Ave., Mobile AL 36601
Owner - B. Dittman / No emps - 30 / GM - B. Dittman /
PD - Lee Stamp / MD - Maja Piff / ND - David Blake; staff-3 /
Playlist - 40 / Oldies - 30% / Jing - Jams / Synd - AT 40,
Star Trak / Auto - no / Reports to - BG RW POE / C load -
13 m / Promo - open / SM - Jim Brown / 60 sec open rate -
\$20

WABB-FM/100,000W/205-432-5572 AOR
1551 Spring Hill Ave., Mobile AL 36601
Owner - B. Dittman / No Emeps - 30 / GM - B. Dittman /
PD - Gary Mitchell / MD - Scott Griffith / ND - David Blake;
staff-3 / Playlist - LPs / Oldies - 30% / Jing - none / Synd -
King Biscuit, Rock Around The World, Earth News, BBC /
Auto - no / Interviews - open / Reports to - WALRUS / C load -
10 m / Promo - open / SM - Jim Brown / 60 sec open rate -
\$20

WABC/50,000W/212-LT1-7777 Adult Contemporary
1330 Ave of the Americas, New York NY 10019
Owner - ABC / No emps - 100+ / GM - Al Racco / OD - Glenn
Morgan / MD - Sonia James / ND - Paul Ehrlich; staff-15 /
Playlist - var / Oldies - var / Jing - Jam / Synd - none / Auto -
no / Interviews - none / C load - var / Promo - F am / SM -
Bob Biernacki / 60 sec open rate \$350

Radio Quarterly Report Radio Quarterly Report Radio Quar

WABX/36,000W/313-398-1100 AOR
20760 Coolidge, Oak Park MI 48237
Owner - Cent Bdcstg / No emps - 25 / GM - Allan Wilson /
PD & MD - Ken Calvert / Playlist - LPs / Jing - none / Synd -
Rock Around The World, King Biscuit / Auto - no / Inter-
views - selective / Reports to - RW CB BB KR WALRUS /
C load - 12 m / Promo - M, T / SM - Ron Klinestiever / 60
sec open rate \$70

WAEB/1000W/215-434-4424 Adult Contemporary
Box 2727, Lehigh Valley PA 18001
Owner - Rust Williams / GM - Bob Ackley / PD & MD - Jeff
Frank / ND - Jim Hertzler; staff-4 / Playlist - 60+ / Oldies -
40% / Jing - Tanner / Synd - none / Auto - no / Interviews -
occas / Reports to - BG R&R / C load - 18 m / Promo - 10-12
M-F / SM - Gordon Oplinger / 60 sec open rate \$34

WAGQ/404-546-7350 Top 40
Ste 205, Executive Park, Athens GA 30601
Owner - Broadcast Properties Inc / No emps - 15 / GM -
Jerry Gerson / PD - Randy Reeves / MD - same / ND - Paul
Williams; staff-2 / Sta Mgr - Jerry Gerson / Playlist - 30 /
Oldies - 35% / Jing - Jams / Synd - none / Auto - no / Inter-
views - 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 / Oldies - 33% / Jing - none / Synd -
Powerline / Auto - no / Interviews - 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 / PD - Jay McDaniel / MD - same /
ND - Don Matney; staff-1 / Playlist - 34 / Oldies - 25% / Jing -
Jam / Synd - AT 40 / Auto - no / Interviews - whenever
possible / Reports to - GAVIN RUDMAN R&R POE RW CB /
C load - 15 m / Promo - M & F 9am-3pm / SM - Charles
Westbrook

WAKR/5000W/216-535-7831 Adult Contemporary
853 Copley Rd., Akron OH 44320
Owner - Grp 1 / GM - F. Craig Magee / PD & MD - Russ
Knight / ND - Fred Anthony; staff-8 / Playlist - 35 / Oldies -
40% / Jing - TM / Synd - none / Auto - no / Interviews -
some / Reports to - BG RR / SM - Nick Barry / 60 sec open
rate - \$60

terly Report Radio Quarterly Report Radio Quarterly Report

WAKX FM-AM Simul/100,000-1000W/218-727-7271 Contemp
410 W Superior St., Duluth MN 55802

Owner - Stereo Bdcstg / No emps - 17 / GM - Lewis M Latto /
PD - Bruce McGregor / MD - same / ND - Karen Barta; staff-2 /
Playlist - 40-43 / Oldies - 50% / Jing - none / Synd - King
Biscuit / Auto - no / Interviews - phone & in-town concert
interviews / Reports to - R&R / C load - 12 m / Promo -
before 2pm / SM - Craig McHenry / 60 sec open rate \$10.60

WAKY/5000W/502-587-7979 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-5 /
Playlist - 33 / Oldies - 50% / Jing - Jam / Synd - AT 40, R W
Morgan, Special of Week / Auto - no / Interviews - open /
Reports to - KR RR BB CB RW BG / C load - 12 m / Promo -
F / SM - Bob Meyer - 60 sec open rate - \$65

WAME/5000W/704-377-5916 Mod. Country
Box 1008, Charlotte NC 28231

Owner - Mission Bdcstg / No emps - 30 / GM - Johnny Jacobs /
PD - Jack Melvin / MD - Jay Marvin / ND - David Hains;
staff-4 / Playlist - 50 / Oldies - 25% / 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 4-5:30pm / SM - Jake Gurley / 60 sec open rate -
\$40

WAMO-FM/72,000W/412-471-2181 Black Rock
1811 Blvd of Allies, Pittsburgh PA 15219

Owner - Sheridan Bdcstg / No emps - 27 / GM - Skip Finley /
PD & MD - Matt Ledbetter / ND - none; staff-2 / Playlist -
40 / Oldies - 20% / Jing - none / Synd - Sugar Hill / Auto -
no / Interviews - open / Reports to - RW BB CB BG BROD
BRE / C load - 12 m / Promo - T / SM - James Eric / 60 sec
open rate - \$40

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 - Tom Summers / ND - Matt
Likovich; staff-4 / Playlist - 36 / Oldies - 60% / Jing - Pams /
Synd - none / Auto - no / Interviews - open / Reports to -
BG KR / C load - 12 m / Promo - MTW / SM - Steve Gordon /
60 sec open rate \$30

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 / Oldies - 10% / Jing -
Tanner, Special Pkg / Synd - Darcel In Hollywood / Auto -
no / Interviews - occas / Reports to - none / C load - 16 m /
Promo F 11am-12n / SM Rich Malkman / 60 sec open rate \$19

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 / Play-
list - 50 / Oldies - 10% / Jing - Pepper Tanner / Synd - In
Hollywood, Sugar Hill / Auto - no / Interviews - open /
Reports to - KR RR CB BB / C load - 16 m / Promo - M
1-4pm / SM - William Green / 60 sec open rate \$60

WAPE/10,000W/904-264-4523 Top 40
Box 486, Orange Park FL 32073
Owner - SIS Radio / No emps - 30 / GM - Joe McClusky /
PD - Steve Rivers / MD - Paul Sebastian / ND - Alan Moore;
staff-3 / Playlist - 38 / Oldies - 40% / Jing - none / Synd -
AT 40, Wolfman / Auto - no / Interviews - occas / Reports
to - RW BB CB RR RUDMAN / C load - 14 m / Promo -
10am-12n, T-F / SM - Ray Mack

WAQY/27,000W/413-525-4141 Top 40
45 Fisher Ave E, Longmeadow MA
Owner - Spfd FM / No emps - 18 / GM - Donald Wilks /
PD - Jim Rising / MD - Neil Young / ND - Robb Westaby;
staff-1 / Playlist - 40 / Oldies - 50% / Jing - none / Synd -
King Biscuit / Auto - 2am-6am, M-Sun / Interviews - as much
as possible / Reports to - none / C load - 8 m / Promo - M-F
10am-5pm

WASH-FM/22,500W/202-244-9700 Adult Contemp.
5151 Wisconsin Ave NW, Washington DC 20016
Owner - Metromedia / No emps - 35 / GM - Susan Breakfield /
PD - Bob Hughes / MD - Bob Duckman / ND - Ed Tobias;
staff-5 / Playlist - 36-40 / Oldies - 40% / Jing - Johnny Mann
cust / Synd - R W Morgan, Special of Week / Auto - no /
Interviews - occas / Reports to - BG R&R / C load - 15 m /
Promo - open / SM - Susan Toren / 60 sec open rate - \$78

WAUG/5000W/404-722-1302 Top 40
Box 669, Augusta GA 30903
Owner - Hunter Grps Inc / No emps - 14 / GM - Jack Car-
penter / PD - Jimmy Byrd / MD - Steve York / ND - ABC
Ntwk / Playlist - 40 / Jing - TM / Synd - King Biscuit / Auto -
no / Interviews - open / Reports to - KR BG CB RW HQ / C
load - 16 m / Promo - T-W 2-5pm / SM - Pete Low

WAVZ/1000W/203-777-4761 Top 40
152 Temple St., New Haven CT 06510
Owner - Kops Monahan Comm / No emps - 20 / GM - Stan
Puzycski / PD - Pete Salant / MD - Curt Hansen / ND - Sue
Carter; staff-5 / Playlist - 32 / Oldies - 30% / Jing - TM / Synd -
Earth News / Auto - no / Interviews - very heavily into them /
Reports to - RR KR BG RW CB / C load - 12 m / Promo -
afternoon / SM - Andy Gambardella

WAXC/5000W/716-546-2325 Adult Contemp.
50 Chestnut St., Rochester NY 14604
Owner - Sande Bdcstg Co / No emps - 28 / GM - Joseph Farrar /
PD - Bob Scott / MD - Bob Scott / ND - Frederick Von Wiegen;
staff-4 / Playlist - 25 / Oldies - 50% / Jing - Sundance cust /
Synd - none / Auto - no / Interviews - open / Reports to - R&R
BDCSTG BB / C load - 12 m / Promo - T am / SM - Joe Farrar /
60 sec open rate - \$30

WAYE/1000W/301-547-8666 AOR
334 N. Charles St., Baltimore MD 21201
Owner - Coastal Telecomm Corp / GM - Stuart Frankel / PD -
Marty McLean / MD - Chris Emry / Playlist - 45s LPs / Oldies -
60% / Jing - none / Synd - none / Auto - no / Interviews - very
selective / Reports to - BB R&R / C load - 10 m / Promo -
M & T am / SM - John Hawks / 60 sec open rate - \$35

WAYS/5000W/704-392-6191 Contemporary
400 Radio Rd., Charlotte NC 28216
Owner - SIS Radio Inc / No emps - 25 / GM - Sis Kaplan /
PD & MD - Scott Slade / ND - John Kilgo; staff-6 / Playlist -
25 / Oldies - 40% / Jing - none / Synd - Cent 21 Opus 76,
Scott Ross / Auto - no / Interviews - on occasion / Reports
to - KR RR BG BREN CB / C load - 12½ m / Promo - 12 -
12:30 F, all day M / SM - Claire Shaffner - 60 sec open rate -
\$110

WAZL-AM/1000W/717-454-3533 Top 40
708 Hazelton Natl Bank Bldg., Hazelton PA 18201
Owner - VC Diehm / GM - Bud Biehm / No emps - 25 / PD &
MD - Joe Cepin / ND - Jim Boyle; staff-3 / Playlist - 35 / Oldies -
40% / Jing - TM / Synd - none / Auto - no / Interviews - occas /
Reports to - BB / C load - 18 m / Promo - F / SM - Neil Rodino

WBAL/50,000W/301-467-3000 MOR
3800 Hooper Ave., Baltimore MD 21211
Owner - Hearst Corp / No emps - 55 / GM - AE Burk / PD & MD
- Jack Lacy / ND - Joe Walsh; staff-8 / Playlist - 50 / Oldies -
50% / Jing - TM / Synd - Mighty Memory, Mobile / Auto -
no / Interviews - occas / Reports to - RW R&R / C load -
18 m / Promo - open / SM - Joe Fox

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 Brennan / ND - Lewis Fryer; staff-5 /
Playlist - 70 / Oldies - 15% / Jing - Toby Arnold / Synd - none /
Auto - no / Interviews - 9-11am / Reports to BG / C load -
18 m / Promo - open / SM - Bob Brennan / 60 sec open rate -
\$27

Radio Quarterly Report Radio Quarterly Report Radio Quar

WBAX/1000W/717-288-7575 Top 40
1 Broadcast Plaza, Wilkes-Barre, PA 18703
Owner - January Ent / No emps - 23 / GM - Dave Donlin /
PD - Rob Neyhard / MD - Vince Webber / ND - Bob Reynolds;
staff-3 / Playlist - 42 / Oldies - 50% / Jing - none / Synd - Scott
Ross / Auto - no / Interviews - spontaneous / Reports to - RW /
C load - 12 u / Promo - M-F 11am-2pm

WBBF/1000W/716-232-7550 Top 40
850 Midtown Tower, Rochester NY 14604
Owner - Lin Bdstg / No emps - 35 / GM - Dan Clayton / PD -
Jeff Ryder / MD - Tom Nast / ND - Chuck Stevens; staff-7 /
Playlist - 33 / Oldies - 40% / Jing - Heller Custom / Synd -
AT 40 / Auto - no / Interviews - flexible / Reports to - KR RR
BG BB CB RW POE / C load - 11 m / Promo - T 3-5pm, W
10-2pm, F 3-5pm / SM - Bob Mills

WBBM-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 - Trudy Miller; staff-1 / Playlist - 50 / Ol-
dies - 30% / Jing - Tuesday Productions / Synd - Robert W
Morgan "Special of the Week" / Auto - yes / Interviews - Pro-
files / Reports to BG / C load - 9 m / Promo - W 12-4

WBBQ-AM-FM Simul/1000 & 100,000W/803-279-6610 Top 40
Box 2066, Augusta GA 30903
Owner - Savannah Valley Bdstg & Musicast of the South /
No emps - 25 / GM - Ed Dunbar / PD - Harley Drew / MD -
Bruce Stevens / ND - Bob Young; staff-6 / Playlist - 35 / Oldies -
25% / Jing - TM / Synd - none / Auto - yes, 7pm-6am / Inter-
views - open / Reports to - RW CB BB BG BR RMR POE
MICKEY TIRNTABLE / C load - 12 m / Promo - M-F 9:30am &
12:30, 4-5:30pm / SM - Bill Lenz / 60 sec open rate - \$25.53

WBCN/50,000W/617-266-1111 Progressive
5005 Prudential Tower, Boston MA 02199
Owner - Concert Netwk / GM - Klee Dobra / PD - Tommy
Hades / MD - John Brody / ND - Danny Schecter; staff-4 /
Playlist - Unltd / Jing - none / Synd - BBC, Rock Around The
World, Daily Planet / Auto - no / Interviews - open / Reports
to - RW CB R&R WALRUS / C load - 8 m / Promo - open /
SM - Tim Montgomery / 60 sec open rate \$80

WBGH/1000W/502-842-1638 Top 40
Box 900, Bowling Green KY 42101
Owner - Bob Proctor, JP Brown / No emps - 15 / GM - Bud
Tyler / PD - Steve Denton / MD - same / ND - Al Tompkins;
staff-2 / Playlist - 45 / Oldies - 20% / Jing - Pams, WLS / Synd -
Record Report, Hot News, Earth News / Auto - no / Interviews -
major artists / Reports to - CB BB RW GAVIN BRANDON
POE / C load - 18 m / Promo - 3:30-5:30pm Central / SM -
Kevin Proctor / 60 sec open rate \$5.35

terly Report Radio Quarterly Report Radio Quarterly Report

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 Rountree; staff-6 / Playlist - 150 / Oldies - 15% / JIng - none / Synd - none / Auto - yes, 87% / Interviews - live with artists from 6 to 9am & Sat nights / Reports to - none / C load - 18 m / Promo - 9-11:30pm Sat

WBJW/100,000W/305-425-6631 Top 40
Box 7475, Orlando FL 32804
Owner - Rounsaville Radio / No emps - 25 / GM - Jerry Peterson / PD - Tom West / MD - Terry Long / ND - Bill Thompson; staff-3 / Playlist - 40 / Oldies - 50% / JIng - Cent 21 / Synd - none / Auto - no / Interviews - Sun Spec / Reports to - KR RR BB RW POE BRANDON CB / C load - 10 m / Promo - after 2 M-F / SM - MF Kershner / 60 sec open rate \$50

WBLM/50,000W/207-375-4208 AOR
Box 478, Lewiston MA 04240
Owner - Jeffrey Fuller / No emps - 15 / GM - Peter Kern / PD - Steve Thibodeau / MD - Jose Diaz / ND - Ed Barks; staff-1 / Playlist - 1273 / Oldies - 25% / JIng - none / Synd - King Biscuit, Rock Around The World, BBC Rock Hour, Daily Planet, Alan Wahs, Cosmic Muffin (astrologer) / Auto - no / Interviews - musicians / Reports to - WALRUS CB RW R&R / C load - 9 m / Promo - Th afternoon / SM - Peter Kern / 60 sec open rate - \$25

WBLS-FM/20,000W/212-661-3344 R&B Progressive
801 Second Ave., New York NY 10017
Owner - Inner City Bdcstg / No emps - 30 / GM - Dorothy Brunson / PD - Hal Jackson / MD - Wanda Ramos / ND - David Lampel; staff-5 / Playlist - 80 / Oldies - 10% / JIng - none / Synd - none / Auto - no / Interviews - Focus / Reports to - all / C load - 16 m / Promo - never / SM - Marvin Sellers / 60 sec open rate - \$118

WBMD/1000W/301-485-2400 Country
5200 Moravia Rd., Baltimore MD 21206
Owner - Key Bdcstg / No emps - 40 / GM - Carl Brenner / PD - Clark West / MD - same / ND - Robin; staff-1 / Playlist - 40 / Oldies - 20% / JIng - Tanner / Synd - none / Auto - no / Interviews - open / Reports to - BB CB / C load - 15 m / Promo - mornings / SM - David Hawley / 60 sec open rate - \$20

WBML/1000W/912-743-5453 Country
847 Riverside Dr., Macon GA 31201
Owner - Network Inc / No emps - 6 / GM - Jack Teiken / PD - Steve Klaas / MD - Steve Klaas / ND - John Dight; staff-2 / Playlist - 52 / Oldies - 20% / JIng - TM / Synd - Inside Music City, The Allen Stang Report / Auto - no / Interviews - open / Reports to - BB RW TRISON PROMOTIONS & NEWS / C load - 14 m / Promo - after 8am / SM - Larry Beam / 60 sec open rate - \$20

Radio Quarterly Report Radio Quarterly Report Radio Qua

WBMX/6000W/312-626-1030 Black Contemp.
 408 S Oak Park Ave., Oak Park IL 60302
 Owner - Sonderling Bdcstg / GM - Ronald Craven / PD - Earnest James / MD - same / ND - Elijah Mitchell; staff-2 / Jing - WBMX FM 103, your music station, WBMX FM 103 / Synd - none / Auto - no / Interviews - open / Reports to - RW CB BR EXCLUSIVE BB R&R / Promo - M-F 9am-5pm / SM - Cook Bausman

WBRU-FM/20,000W/401-272-9550 Progressive
 75 Waterman St., Providence RI 02912
 Owner - Brown Bdcstg Svs / No emps - 30 / GM - Jack Berman / PD - Eric Kallgren / MD - Glenn Stewart / ND - Edward Wolf; staff-3 / Playlist - 13000 / Oldies - 20% / Jing - none / Synd - Rock Around The World / Auto - no / Interviews - open / Reports to - RR BB WALRUS / C load - 6 m / Promo - never / SM - Keith Burke / 60 sec open rate - \$25

WBSR/1000W/904-432-6172 Top 40
 Box 17049, Pensacola FL 32522
 Owner - Mooney Bdcstg / No emps - 28 / GM - Bill Seaver / PD - Dave Nichols / MD - Dan Ingram / ND - Jay Foster; staff-3 / Playlist - 38 / Oldies - 20% / Jing - Tanner / Synd - Words & Music / Auto - no / Interviews - local concert artists / Reports to - KR BG RW CB POE BREN / C load - 16 m / Promo - open / 60 sec open rate - \$22

WBT/50,000W/704-374-3751 MOR
 1 Julian Price Place, Charlotte NC 28208
 Owner - Jefferson Pilot / No emps - 40 / GM - Cullie Tarleton / PD - Andy Bickel / MD - same / ND - Russ Ford; staff-7 / Playlist - 25-30 / Oldies - 50 / Jing - Jam / Synd - AT 40 / Auto - no / Interviews - occas / Reports to - R&R CB GAVIN / C load - 14 m / Promo - M 10-12 / SM - Larry Rouse / 60 sec open rate - \$100

WBUL/1000W/205-786-4303 Black
 Box 3800, East Birmingham AL 35208
 Owner - Radio Bdcstg Corp of Bham / GM - Hal Hodgens / PD - Shelly Pope / MD - same / Playlist - 40 / Oldies - 30% / Jing - Tanner / Synd - none / Auto - no / Interviews - occas / Reports to - CB BB BRE RAPPER / C load - 12 m / Promo - W-F 10-2 / SM - Hal Hodgens - 60 sec open rate - \$8

WBZ/50,000W/617-787-7000 Adult Contemp.
 1170 Soldiers Field Rd., Boston MA 02134
 Owner - Westinghouse / No emps - 70 / GM - Bill Cusack / PD - Ira Apple / MD - Jim McMann / ND - Ed Bell; staff-11 / Playlist - 30 / Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews - talk shows / Reports to - none / C load - 12 m / Promo - M / SM - Doug Auerbach / 60 sec open rate \$350

WBZ-FM/18,000W/617-787-7235 Top 40
1170 Soldiers Field Rd., Boxton MA 02134
Owner - Westinghouse / GM - Bill Cusack / PD - Jim McMann /
MD - same / ND - Ed Bell; staff-11 / Playlist - 40 / Oldies - 33% /
Jing - own / Synd - none / Auto - yes, 100% / Interviews -
occas / Reports to - BB R&R / C load - none / Promo - Th /
60 sec open rate \$350

WCAS/250W/617-492-1188 AOR
620 Massachusetts Ave., Cambridge MA 02139
Owner - Wickus Island Bdstg / No emps - 20 / GM - Pete
Stassa / PD - Moe Shore / MD - Don Cohen / ND - Judith
Brackley; staff-4 / Playlist - 3000 / Oldies - 33 1/3% / Jing -
none / Synd - none / Auto - no / Interviews - many / Reports
to - RR WALRUS / 60 sec open rate \$25

WCAW/50,000W/304-925-4986 Mod. Country
Box 4318, Charleston W VA 25304
Owner - Capitol Bdstg Corp / No emps - 36 / GM - Paul Miles /
PD - Rick Johnson / MD - same / ND - Bob Casto; staff-2 /
Playlist - 60 & LPs / Oldies - 25% / Jing - Gwinn / Synd - Ralph
Emery / Auto - no / Interviews - open / Reports to - R&R /
C load - 16 m / Promo - none / SM - Bob Knowles

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 Shil-
ling; staff-5 / Playlist - 26 / Oldies - 67% / Jing - TM / Synd -
Specials / Auto - no / Interviews - pretaped / Reports to -
BG RR / SM - Bill Kunkel / 60 sec open rate - \$105

WCBS-FM/4600W/212-975-6043 Solid Gold
51 W 52nd St., New York NY 10019
Owner - CBS Inc / No emps - 43 / GM - James McQuade /
PD - Jack Miller / MD - Barbara Brozdowski / ND - Tom Fran-
klin; staff-10 / Playlist - 3000 / Oldies - 100% / Jing - Pams /
Synd - none / Auto - no / Interviews - none / Reports to -
BB RW / C load - 8 m / Promo - M / SM - Eli Kaufman / 60
sec open rate - \$136

WCCC/50,000W/203-549-3456 AOR
11 Asylum St., Hartford CT 06103
Owner - Sy Dresner / No emps - 16 / GM - Sy Dresner / PD &
MD - Bill Nosal / ND - Larry Rose; staff-2 / Playlist 60 LPs /
Oldies - 25% / Jing - none / Synd - Daily Planet / Auto - no /
Interviews - never / Reports to - R&R WALRUS CB KR / C
load - 10 m / Promo - M-F after 2 / SM - Milt Anniger

Radio Quarterly Report Radio Quarterly Report Radio Quar

WCKK/50,000W/814-456-7078 Top 40
Box 1184, Erie PA 16512
Owner - Burbach Bdcstg / No emps - 20 / GM - Larry Garrett /
PD - Bill Shannon / MD - Tom Lopez / ND - Larry Lewis; staff-
3 / Playlist - 35-40 / Oldies - 20% / Jing - Jams / Synd - AT-40 /
Auto - no / Interviews - none / Reports to - none / C load - 12
m / Promo - 10am-2pm M, W, Th, F / SM - Bruce Dawson /
60 sec open rate - \$16

WCCO-AM/50,000W/612-332-1201 MOR
625 Second Ave S, Minneapolis MN
Owner - Midwest Radio TV / No emps - 90 / GM - Phil Lewis /
PD - By Napier / MD - Denny Long / ND - Curtis Beckman;
staff-7 / Jing - Sound 80 / Synd - none / Auto - no / Inter-
views - when possible / Reports to - BB RR RW / C load -
18 m / Promo - no / SM - Buck Buchanan / 60 sec open rate -
\$205

WCCO-FM/100,000W/612-339-1029 Adult Contemp.
2155 11th St., Minneapolis MN 55403
Owner - Midwest Radio TV / No emps - 34 / GM - Paul Jacob-
sen / PD - Paul Stagg / MD - Curt Lundgren / Playlist - var /
Jing - yes / Synd - none / Auto - no / Reports to - CB BG
RR RW / C load - 18 m / Promo - open

WCDQ/1000W/203-288-3561 Top 40
473 Denslow Hill Rd., Hamden CT 06514
Owner - Southern New Eng Bdcstg / No emps - 15 / GM -
Theodore Quale / PD - Ken DeVoe / MD - Tim Monroe / ND -
Joseph Ceretta; staff-2 / Playlist - 40 / Oldies - 20% / Jing -
none / Synd - none / Auto - no / Interviews - occas / Reports
to - RW R&R KR / C load - 12 m / Promo - before 10 after 2
M-F / SM - Harley Saresky / 60 sec open rate - \$28

WCGQ/100,000W/404-327-1217 Top 40
Box 1537, Columbus GA 31902
Owner - Charles McClure / No emps - 15 / GM - Charles Giddens
/ PD - Joe Cook / MD - same / ND - Gene O'Riley; staff-3 /
Playlist - 30 / Oldies - 30% / Jing - Jam / Synd - Earth News /
Auto - no / Interviews - specials or when we bring in groups for
concerts / Reports to - KR BG RB R&R / C load - 12 m /
Promo - anytime after 2:00pm M-F / SM - Bill Byrd / 60 sec
open rate - \$12

WCHK/3000W/404-479-2101 Country
Box 1290, Canton GA 30114
Owner - Cherokee Bdcstg Co Inc / No emps - 11 / GM - Byron
Dobbs / PD - same / MD - Larry Cavender / Playlist - 90 /
Oldies - 25% / Jing - none / Synd - Inside Music City, Country
Crossroads / Auto - no / Interviews - love it / Reports to - BB /
C load - 14 m / Promo - 9-4 / SM - Byron Dobbs / 60 sec open
rate - \$6

terly Report Radio Quarterly Report Radio Quarterly Report

WCIN/5000W/513-281-7180 Black
 106 Glenwood Ave., Cincinnati OH 45217
 Owner - Broadcast Ent Network Inc / No emps - 22 / GM - HE
 Sonny Burns / PD & MD - Bob Long / ND - Bill Webb / Playlist -
 35 & LPs / Oldies - 15% / Jing - none / Synd - The Rowland
 Report / Auto - no / Interviews - occas / Reports to - BB CB RW
 BRE / C load - 14 m / Promo - M & T 10-12 / SM - Pete Eden /
 60 sec open rate - \$38

WCKO-FM/100,000W/305-731-4800 Black
 4431 Rock Island Rd., Ft Lauderdale FL 33319
 Owner - Radio Broward Inc / No emps - 30 / GM - Michael
 Korman / PD & MD - Joe Fisher / ND - same; staff-1 / Playlist -
 40, 30 LPs / Oldies - 5% / Jing - none / Synd - Soul Searchers /
 Auto - 11am-4pm M-F; 12mid-7am M-F / Interviews - open /
 Reports to - RW CB BRE MICKEY TURNTABLE BB JACK
 THE RAPPER / C load - 10 m / Promo - W-Sunday / SM - Mike
 Korman / 60 sec open rate - \$30

WCKS/100,000W/305-783-9257 Top 40
 Box 520, Cocoa Beach FL 32931
 Owner - Southland Bdstg / No emps - 17 / GM - Les Roberson /
 OM - Bill Baker / PD - Spanky McCoy / ND - Stan Anderson;
 staff-0 / Playlist - 40 / Oldies - none / Jing - Pams Cust / Synd -
 KC Kasem / Auto - no / Interviews - seldom / Reports to - BG
 R&R KR RW / C load - 7½ m / Promo - Th 12-3 / SM - Tom
 Love / 60 sec open rate - \$19

WCLS/1000W/404-327-3648 Adult Contemp.
 1214 1st Ave., Columbus GA 31902
 Owner - Muscogee Bdstg / No emps - 12 / GM - Charlie H
 Parish Jr. / PD - Ed Hartley / MD - Chuck Austin / ND - none /
 Playlist - 25 / Oldies - 50% / Jing - Looking / Synd - none /
 Auto - no / Interviews - none / Reports to - BB RR BG / C
 load - 18 m / Promo - open / SM - Charlie Parish / 60 sec open
 rate - \$8.50

WCLV/216-241-0900 Classical
 Terminal Tower, Cleveland OH 44113
 Owner - Radio Seaway / No emps - 17 / GM - CK Patrick /
 PD - Robt Conrad / MD - John Simna / ND - Tony Bianchi;
 staff-1 / Playlist - var / Jing - none / Synd - Cleve Orch, Boston
 Symp, Chicago Symp, NY Phil, Advent in Good Music /
 Auto - no / Interviews - conductors & soloists appearing with
 Cleve Orch / Reports to - BB BC / Promo - open / C load - 12 m
 / SM - Harry Dennis / 60 sec open rate - \$34

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 LPs / Oldies - 60% / Jing - none /
 Synd - Rock Around The World, All DIR features / Auto -
 no / Interviews - open / Reports to - BB RW WALRUS R&R
 KR / C load - 8 m / Promo - before 3 M-F / SM - David Hanna

Radio Quarterly Report Radio Quarterly Report Radio Quar

WCMS/5000W/804-420-1050 Country
 5600 Curlew Dr., Norfolk VA 23502
 Owner - Geo Crump / No emps - 22 / GM - Irvine B Hill / PD - Joe Hoppel / MD - Earle Faulk / ND - Joe Lowenthal; staff-6 / Playlist - 60-70 / Oldies - 35% / Jing - Pams / Synd - none / Auto - no / Interviews - occas / Reports to - BB CB RW BG R&R / C load - 14 m / Promo - after 3pm / SM - Irvine B Hill / 60 sec open rate - \$40

WCOL/1000W/614-221-7811 Top 40
 195 E Broad St., Columbus OH 43215
 Owner - Grt Trails / No emps - 55 / GM - Dan Morris / PD - Jerry Dean / MD - Dave Bishop / ND - Jay Solomon; staff-8 / Playlist - 40 / Oldies - 30% / Jing - TM / Synd - Time Capsule, RW Morgan, Sp of Wk / Auto - no / Interviews - none / Reports to - BB CB RW RR BG / C load - 14 m / Promo - M W Th F, 10am-4pm / SM - Don Roberts / 60 sec open rate \$45

WCOS-AM/1000W/803-256-7348 Top 40
 Box 748, Columbia SC 29202
 Owner - George H. Buck / No emps - 40 / GM - Jess Plummer / PD - Hunter Herring / MD - Dan Vallie / ND - Rebecca Belvin; staff-2 / Playlist - 40 / Oldies - 20% / Jing - You TM / Synd - AT 40, 90 minutes with, 13 Musical Biographys, Earth News, Hot News, Star Trek, RW Morgan Spec. / Auto - no / Interviews - open / Reports to - RMR GAVIN / C load - 16 m / Promo - each day 9-12pm

WCOS-FM/10,000W/803-256-7348 Country
 Box 748, Columbia SC 29202
 Owner - Geo Buck / GM - Buster White / PD & MD - Ken Martin / ND - AM staff / Playlist - 40 / 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/617-247-2020 AOR
 441 Stuart St., Boston MA 02116
 Owner - WHDH Inc / No emps - 18 / GM - Dick Borel / PD - Geo Taylor Morris / MD - Beverly Mire / ND - Jim Cameron; staff-3 / Playlist - 35 / Oldies - 40% / Jing - own / Synd - none / Auto - no / Interviews - live and recorded for short produced features (Cozone) / Reports to - BB RW CB WALRUS R&R / C load - 6 m / Promo - business hrs, personal visits on M / SM - William Wayland / 60 sec open rate - \$120

WCRO/1000W/14-536-5158 Top 40
 605 Main St., Johnstown PA 15901
 Owner - Cent Bdstg / No emps - 18 / GM - Sandy D Neri / OP - Mike Farrow / MD - Jack Michaels / ND - Scott McCloud; staff-2 / Playlist - 30 / Oldies - 20% / Jing - TM / Synd - Chickenman, Record Report, Wolfman / Auto - no / Interviews - open / Reports to - CB BG KR POE / C load - 12 m / Promo - 11-3 / SM - Bob Creager / 60 sec open rate - \$22

terly Report Radio Quarterly Report Radio Quarterly Report

- WCRV/201-689-1580 Prog. Country
Box 150, Washington NJ 07882
Owner - Warren Bdcstg / No emps - 12 / GM - Nick DeRienzo /
PD - Bill Scurato / MD - Bob Schultz / ND - Jim Brewster;
staff-2 / Playlist - 60 / Oldies - 20% / Jing - TM / Synd - none /
Auto - no / Interviews - open / Reports to - BB / C load - 12 m /
Promo - open / SM - Curt Gebauer / 60 sec open rate - \$9.25
- 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 -
Dave Derek / MD - Randy Scott / ND - Debbie Chard; staff-5 /
Playlist - 20 / Oldies - 57% / Jing - Pams / Synd - Wolfman /
Auto - no / Interviews - open / Reports to - BRANDON BG BB
CB KR / C load - 12 m / Promo - open / SM - Clancey Bowick
- 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 / Oldies - 40% / Jing - TM / Synd - Natl LP Cntdn /
Auto - M-Th 12-6am / Interviews - am show, occas / Reports
to - BB CB RR FMQB RW / C load - 16 m / Promo - 12-5pm
- WCUZ/1000W/616-451-2551 Mod. Country
No. 1 McKay Tower, Grand Rapids MI 49503
Owner - Pathfinder Comm / No emps - 25 / GM - Al Schneider /
PD & MD - John Howard / ND - Scott Walker; staff-3 / Play-
list - 40 / Oldies - 25% / Jing - none / Synd - none / Auto - no /
Interviews - open / Reports to - none / C load - 14½ m / Promo -
open / SM - Dave Wiehe
- WCWA/1000W/419-248-2627 Adult Contemp.
604 Jackson, Toledo OH 43604
Owner - Frazier Reams Jr / No emps - 25 / GM - Terry Shaw /
PD - Mike Morin / MD - same / ND - Jane Perry; staff-3 / Play-
list - 25 / Oldies - 40% / Jing - none / Synd - none / Auto -
12 mid-5:30am, M-Sat / Interviews - seldom / Reports to - none
/ C load - 16 m / Promo - open / SM - Michael Gallegher / 60 sec
open rate - \$35
- WDAI/6200W/312-782-6811 AOR
360 Michigan, Chicago IL 60601
Owner - ABC / No emps - 52 / GM - Roger Turnbeaugh / PD -
Roger Skolnik / MD - Mary Klug / ND - Jeff Finch / Playlist -
75 / Oldies - var / Jing - none / Synd - none / Auto - no / Inter-
views - Talk Show / Reports to - WALRUS 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 - Bob Elliot / MD - Kelly McCann / ND - Dan McGowan;
staff-2 / Playlist - 20 / Oldies - 50% / Jing - Jam / Synd - none /
Auto - no / Reports to - RMR KR RW / C load - 14 m / Promo -
open / SM - Bill Jarell / 60 sec open rate - \$30

Radio Quarterly Report Radio Quarterly Report Radio Quar

WDAO/50,000W/513-224-1137 Black
1400 Cincinnati St., Dayton OH 45408
Owner - WAVI Corp / No emps - 44 / GM - JB Whalen / PD -
Turk Logan / MD - Langford Stephens / ND - Art Barrett;
staff-5 / Playlist - 40 / Oldies - 15% / Jing - TM / Synd - Howard
Cosell, Rowan Report, Parcel in Hollywood / Auto - no /
Interviews - 3 min interviews / Reports to - RW BB CB BRE
THE RAPPER / C load - 18 m / Promo - after 2pm / SM - John
Jay / 60 sec open rate - \$33

WDAS/5000W/215-878-2000 Black Rock
Belmont & Edgely Rd., Philadelphia PA 19131
Owner - Max M Leon / No emps - 70 / GM - Bob Klien / PD &
MD - Joe Tamburro / ND - Bob Perkins; staff-6 / Playlist - 45 /
Oldies - 30% / Jing - Cust / Synd - none / Auto - no / Inter-
views - seldom / Reports to - BB / C load - 16 m / Promo - M /
SM - Peter Drialo / 60 sec open rate - \$110

WDBS/3000W/919-684-3686 AOR
Box 4742, Durham NC 27706
Owner - WDBS Inc / No emps - 24 / GM - Bob Conroy / PD &
MD - Steve Tulsy / ND - Bob Conroy; staff-1 / Playlist - 80
LPs / Oldies - 50% / Jing - none / Synd - Rock Around The
World, Daily Planet, Chicago Symph., Susan Berkley's Natu-
ral Foods Recipes, DIR Shows / Auto - no / Interviews - live
6-7pm / Reports to - WALRUS KR / C load - 12 m / Promo -
M-F 10am-12n, 3-5pm / SM - David Kramer / 60 sec open rate -
\$15

WDEE/50,000W/313-557-1500 Mod. Country
21700 Northwestern, Southfield MI 48075
Owner - Globe Bdcstg Co / No emps - 40 / GM - John Risher /
OP - Tom Collins / MD - same / ND - Frank Gentry; staff-5 /
Playlist - 56 / Oldies - 13% / Jing - cust / Synd - none / Auto -
no / Interviews - when available / Reports to - R&R BB RW CB
BG BROADCASTING / C load - 14 m / Promo - M & T / SM -
Jack Bailey / 60 sec open rate - \$95

WDIA/901-278-4551 Black
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-4 / Playlist - 30 sing, 15 LPs / Oldies - 25% /
Jing - Cent 21 / Synd - Sugar Hill / Auto - no / Interviews -
open / Reports to - CB BB RW BRE / C load - 14 m / Promo -
M 11:30-1:30, T 11am-1pm / SM - Dave Stewart / 60 sec open
rate - \$46

WDEL/5000W/302-478-2700 Adult Contemp.
2727 Shipley Rd., Wilmington DE 19899
Owner - Delmarbra Bdcstg Co / No emps - 38 / GM - Harvey
C Smith / PD - Alan Parker / MD - same / ND - Don Geary;
staff-8 / Playlist - 30 / Oldies - 35% / Jing - TM / Synd - none /
Auto - no / Interviews - seldom / Reports to - none / C load -
18 m / Promo - Th after noon / SM - C Robert Taylor / 60 sec
open rate - \$48

terly Report Radio Quarterly Report Radio Quarterly Report

WDEN/1000W/912-745-3383 Mod. Country
Box 46, Macon GA 31202
Owner - Elliot Bdcstg / No emps - 15 / GM - Thom Smith / PD - Aaron Bowers / MD - same / Playlist - 75 / Oldies - 30% / Jing - Pams / Synd - Ronald Regan / Auto - no / Interviews - occas, ltd to 5 min / Reports to - BB / C load - 14 m / Promo - 10-3pm, M-F / SM - Thom Smith / 60 sec open rate - \$15 m

WDJQ/20,000W/301-539-7808 Soft Rock
7 E Lexington St., Baltimore MD 21202
Owner - Reeves Telecom / No emps - 28 / GM - S Edward Hawkins Jr / PD - Dave Harrison / MD - John Wolfe / ND - Fred Snyder; staff-2 / Playlist - 30 / Oldies - 40% / Jing - TM / Synd - TM-5000(Mellow Sound) / Auto - 75% / Interviews - none / Reports to - none / C load - 8 m / Promo - M,T

WDNC-AM/5000W/919-682-0319 Adult Cont./Disco
Box 2126, Durham NC 27702
Owner - Durham Radio Corp / No emps - 26 / GM - Howard Wilcox / PD & MD - Joe Nuckols / ND - Jim Boyd; staff-3 / Playlist - 30-35 / Oldies - 20% / Jing - Tanner / Synd - none / Auto - no / Interviews - open / Reports to - BG / C load - 14 m / Promo - T,W

WDOD-AM-FM/5,000 & 100,000W/615-266-5117 Country
Box 4232, Chattanooga TN 37405
Owner - Cy Bakahal / No emps - 27 / GM - Bill Nash / PD - Jerry pond / MD - same / ND - Earl Freudenberg; staff-6 / Playlist - 80 / Oldies - 4% / Synd - Ralph Emery / Auto - no / Reports to - BB BDCSTG / C load - 16 m / Promo - anytime / SM - George Wyatt / 60 sec open rate - \$16

WDC-AM/5,000W/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 - Steve Martin; staff-4 / Playlist - 30 / Oldies - 5% / Jing - Pams / Synd - AT 40 / Auto - no / Reports to - KR RR BB / C load - 12 m / Promo - M,F / SM - William P Hinds / 60 sec open rate - \$55

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 - Steve Martin; staff-4 / Playlist - 20 LPs / Oldies - 30% / Jing - none / Synd - AT 40 / Auto - no / Reports to - BB RW CB / C load - 12 m / Promo - M-F / SM - William P Hinds / 60 sec open rate - \$55

WDRQ-FM/20,000W/313-272-8000 Top 40
15933 W Eight Mile Rd., Detroit MI 48235
Owner - Bartell Bdcstg / No emps - 34 / GM - Thos Mosher /
PD - Jim Harper / MD - Cheryl Phillips / ND - Dave Wahl;
staff-3 / Playlist - 37 / Oldies - 30% / Jing - TM / Synd - none /
Auto - no / Interviews - open / Reports to - R&R BB BG KR
RW CB / C load - 8 m / Promo - W,Th,F 10-5:30 / SM - Mar-
garet Heyburn / 60 sec open rate - \$75

WDUR/1000W/916-683-1490 TM Beautiful Rock
Box 2169, Durham NC 27702
Owner - Richard Glover / No emps - 14 / GM - Ron Fischmann /
PD - none / MD - none / ND - Scott Cortelyou; staff-4 / Play-
list - none / Oldies - 50% / Jing - TM / Synd - none / Auto - yes,
100% / Interviews - none / Reports to - none / C load - 8 u /
SM - Rich Glover / 60 sec open rate - \$13.80

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 - Joe Red-
field; staff-3 / Playlist - 30 / Oldies - 30% / Synd - none / Auto -
no / Interviews - yes / Reports to - BG / C load - 16 m / Promo -
open / SM - Jim Mattson

WDVE/55,000W/412-562-5900 AOR
411 7th Ave., Pittsburgh PA
Owner - Taft Bdcstg / No emps - 25 / GM - Robt W Dickey /
PD - John McGhan / MD - Marsy Posner / ND - Carl Eckels;
staff-1 / Playlist - 33 / Oldies - 40% / Jing - none / Synd - none /
Auto - no / Interviews - seldom / Reports to - BB CB RR KR /
C load - 10 m / SM - Al Murdoch

WEAM/5000W/703-534-1390 Black
2131 Crimmons Lane, Falls Church VA 22034
Owner - Thomas Radio & TV Ent / GM - Terry Watts / PD -
Calvin Booker / MD - same / Playlist - 25 / Oldies - 10% / Synd -
none / Auto - no / Interviews - occas / Reports to - none / C
load - 12 m / Promo - open / SM - Bruce Backus / 60 sec open
rate - \$70

WEAQ/5,000W/715-832-3463 Contemporary
Box 1, EowClaire WIS 54701
Owner - Broadcaster Svcs Inc / No emps - 38 / GM - Charles
Dickoff / PD - Scott Christenson / MD - same / ND - Fran
Booton; staff-3 / Playlist - 30 / Oldies - 8% / Jing - none / Synd -
Wolfman Jack / Auto - no / Interviews - none / Reports to -
R&R RW GAVIN CB / C load - 15½ m / Promo - anytime
except 3-7pm central time / SM - Don Smith / 60 sec open
rate - \$14

erly Report Radio Quarterly Report Radio Quarterly Report

WEBC/5000W/218-728-4484 Top 40
1001 E 9th St., Duluth MN 55805
Owner - Midwest Radio Inc / No emps - 22 / GM - Jack Bell /
PD - Jay Scott / MD - same / ND - John Castlefield; staff-1 /
Playlist - 30 / Oldies - 30% / Jing - Jam / Synd - Record Report,
Daily Planet, BBC, AT 40 / Auto - no / Interviews - occas in
afternoon / Reports to - R&R BG CB / C load - 12 m / Promo -
M,T between 9am-2pm / SM - Jack Bell / 60 sec open rate -
\$35

WEBN-FM/30,000W/513-871-8500 AOR
2724 Erie Ave., Cincinnati OH 45208
Owner - Frank Wood Jr / GM - Frank E Wood / PD - Denton
Marr / MD - same / ND - Mark Sherer; staff-1 / Playlist - 50 LPs /
Oldies - 25% / Jing - none / Synd - King Biscuit / Auto - no /
Interviews - artists performing only / Reports to - RW CB BB
RR WALRUS KR / C load - 12 m / Promo - M,W / SM - John
Otting / 60 sec open rate - \$55

WEET/5000W/804-276-8830 Mod. Country
Box 8885, Richmond VA 23225
Owner - WEET Bdcstg / No emps - 10 / GM - John Langlois /
PD - Jeff Goodridge / MD - same / ND - Bill James; staff-2 /
Playlist - 34 / Oldies - 50% / Jing - none / Synd - none / Auto -
no / Interviews - occas / Reports to - BB RW / C load - 12 m /
Promo - after 2 / SM - John Langlois / 60 sec open rate - \$12

WEEX/1000W/215-258-6155 Top 40
Box 190, Easton PA 18042
Owner - WEEX Inc / No emps - 24 / GM - Tom Wolfe / PD -
Mick Haggerty / MD - same / ND - Mark Dean; staff-5 / Play-
list - 37 / Oldies - 25% / Jing - Pams / Synd - Star Trak / Auto -
no / Interviews - occas / Reports to - RW / C load - 12 m /
Promo - 12-4 / SM - Ron Bergen / 60 sec open rate - \$12

WEIM/5000W/617-343-3766 Adult Contemp.
762 Water St., Fitchburg MA 01420
Owner - Norman Knight / No emps - 22 / GM - Frank Filippone
/ PD - Jack Raymond / MD - Tony Mitchell / ND - Jack
Raymond; staff-2 / Playlist - 40 / Oldies - 25% / Jing - Sundance
Custome / Synd - Wolfman's Air Force Show, Focus On Youth,
Harv Moore For The Army / Auto - no / Interviews - 10-12n
wklys / Reports to - GAVIN / C load - 14 m / Promo - after
1pm / SM - Chris Sennett / 60 sec open rate - \$15

WEMP-AM/5000W/414-347-1250 Mod. Country
200 N Jefferson, Milwaukee WI 53202
Owner - Consolidated Bdcstg / GM - Jack Lee / OP - Bob Moke /
MD - same / ND - Doug Kiel; staff-4 / Playlist - 60 / Oldies - 40%
/ Jing - Pams / Synd - Drake Chencault / Auto - semi at nite /
Interviews - open / Reports to - BB RR BG CB RW / C load -
12 m / Promo - W,Th or when available / SM - Dick Williams /
60 sec open rate - \$30

Radio Quarterly Report Radio Quarterly Report Radio Quar

WENE-AM/5000W/607-785-3351 AOR
2721 E Main St., Endwell NY 13760
Owner - Juliann Griffin / No emps - 20 / GM - Patrick Parish /
PD - John Carter / MD - Gary Allen / ND - Bill McKee; staff-3 /
Playlist - 50 / Oldies - 30% / Jing - none / Synd - Musical Bios,
Inside Music, Import Report / Auto - no / Interviews - open /
Reports to - KR BB / C load - 10 m / Promo - open / SM - Hank
Strong / 60 sec open rate - \$12.50

WENO/5000W/615-868-9366 Country
Box 5236, Nashville TN 37206
Owner - HC Young / GM - Casey Jenkins / PD - Charles Young /
MD - same / ND - same / Playlist - 100 / Oldies - 15% / Jing -
yes / Synd - none / Auto - no / Interviews - open / Reports to -
none / C load - 10 m / Promo - open / SM - David Greer / 60 sec
open rate - \$15

WERC/5000W/205-252-3171 Contemporary
1729 2nd Ave N, Birmingham AL 35214
Owner - Mooney Bdcstg / No emps - 45 / GM - John A Bomer /
PD - Frank Lewis / MD - same / ND - Tim Lennox; staff-7 /
Playlist - 30 / Oldies - 30% / Jing - TM - You / Synd - none /
Reports to - R&R GAVIN RUDMAN BB RW CB / C load -
10½ m / SM - Tom Hopson

WESC-AM-FM/10,000&100,000W/803-242-4660 Mod Cntry
Box 660, Greenville SC 29602
Owner - Bdcstg Co of the Carolinas / No emps - 18 / GM - John
Davenport / PD - Dale Gibert / MD - Bob Hooper / ND - Allen
Bookout; staff-1 / Playlist - 65 / Oldies - 20% / Jing - Tanner /
Synd - AM Country Countdown / Auto - yes, FM weekends /
Interviews - open, often / Reports to - BB CB / C load - 12 m /
Promo - Th / SM - Wally Mullinnox / 60 sec open rate - \$38

WEXY/1000W/305-561-1520 Talk/Religion/Disco/Soul
539 E Oakland Pk Blvd., Ft Lauderdale FL 33334
Owner - Beattie / No emps - 11 / GM - James Beattie / PD -
Doug De Vos / MD - same / ND - same; staff-2 / Playlist - 40 /
Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews
- frequent / C load - 18 m / Promo - open / SM - James S Beattie /
60 sec open rate - \$32

WEZV/11,000W/215-691-0511 AOR
428 Brodhead Ave., Bethlehem PA 18016
Owner - Holt Corp / No emps - 22 / GM - Arthur Holt / PD -
Tom Lynch / MD - Rob Federal / ND - Bob Wolken; staff-3 /
Playlist - N/A / Oldies - 35% / Jing - Toby Arnold / Synd - Hum-
ble Harve American Album Cntdn, Allison Steele, Crowdaddy /
Auto - semi-automated live system / Interviews - open / Reports
to - none / C load - 12 m / Promo - afternoons / SM - Art White
/ 60 sec open rate - \$18

erly Report Radio Quarterly Report Radio Quarterly Report

WFBL/5000W/315-463-8631 Top 40/Oldie
Eastwood Station, Syracuse NY 13206

Owner - First Bdcstg / No emps - 22 / GM - Henry T Wilcox /
PD - Mike Andrews / MD - same / ND - Bill Lowe; staff-2 /
Playlist - 27 / Oldies - 40% / Jing - Sundance / Synd - none /
Auto - no / Interviews - on special / Reports to - R&R / C load -
18 m / Promo - W,Th / SM - Len Bilotti / 60 sec open rate - \$19

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 / Oldies - 33% / Jing - TM You /
Synd - none / Auto - no / Interviews - occas / Reports to - RW
BB CB / C load - 16 m / Promo - M,T / SM - Chris Gallu / 60
sec open rate - \$65

WFBS/1000W/919-497-3176 Top 40
Box 707, Spring Lake NC 28390

Owner - Crest Communications / No emps - 9 / GM - Jerry
Oakly / PD - Ken Sweet / MD - Ann Thomas / ND - Kaleka
Morgan; staff-1 / Playlist - 35-45 / Oldies - 30% / Jing - Tanner /
Synd - none / Auto - no / Reports to - BRANDON RM / C load -
18 m / Promo - 9-12, M-F / SM - Jerry Oakly

WFEC/717-238-5122 Mod. Country
112 Market St., Harrisburg PA 17101

Owner - Scott Bdcstg / No emps - 23 / GM - Robert Maley /
PD - Dene Hallam / MD - same / ND - Dennis Barbagello; staff-2
/ Playlist - 35 / Oldies - 33% / Jing - none / Synd - none / Auto -
no / Interviews - open / Reports to - R&R BG RW KR BB CB /
C load - 14 m / Promo - before 3pm / SM - Dean Lebo / 60 sec
open rate - \$16

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 - Steve Zirlen; staff-6 / Playlist -
45 / Oldies - 35% / Jing - Cust / Synd - none / Auto - no / Inter-
views - as arranged / Reports to - BB BC CB FMQ KR / C load -
18 m / Promo - weekday afternoons / 60 sec open rate - \$23

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 - KC Hill / ND - Jack Hyland; staff-10 / Playlist -
25 / Oldies - 50% / Jing - Pams / Synd - Wolfman Jack, Nat'l
Album Countdown / Auto - no / Reports to - RR RW KR BG
BB / C load ; 14 m / 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 - Hunter Hayes Willis; staff-2 / Playlist - 35 / Oldies - 33% / Jing - TM / Synd - Paul Harvey / Auto - no / Interviews - open / Reports to - BRANDON / C load - 16 m / Promo - open / SM - Ted Michand / 60 sec open rate - \$15

WFLI/50,000W/615-821-3555 Top 40
6210 Grady Dr., Chattanooga TN 37049
Owner - WFLI Bdcstg Inc / GM - William Benns Jr. / PD - Jim Pirkle / MD - same / ND - Max O'Brien; staff-4 / Playlist - 35 / Oldies - 40% / Jing - none / Synd - Words & Music / Auto - no / Interviews - open / Reports to - BB BG RW CB KR R&R / C load - 12 m / Promo - Th / SM - Norman Miller / 60 sec open rate - \$24

WFLY-FM/13,000W/518-456-3600 Mellow/Contemp.
4248 Albany St., Albany NY 12205
Owner - Wm F Rust / No emps - 5 / GM - Ben Varischone / PD - Mario Mazza / Playlist - 35 automated / Oldies - 50% / Jing - none / Synd - Casper Citron (pub svc) / Auto - yes - 100% / Interviews - live and by phone / Reports to - none / C load - 6 u / Promo - no / SM - JW Wagner / 60 sec open rate - \$13

WFMF/100,000W/504-383-5271 AOR
444 Florida Blvd., Baton Rouge LA 70821
Owner - Baton Rouge Bdcstg / No emps - 15 / GM - Jules Mayeaux / PD - Michael Moore / MD - same / ND - John Spain; staff-5 / Playlist - 50-85 / Oldies - 25-40 / Jing - none / Synd - King Biscuit, Daily Planet, Direct News / Auto - no / Interviews - open / Reports to - WALRUS / C load - 12 m / Promo - anytime except Monday / SM - Gwenn Webb / 60 sec open rate - \$22

WFMJ/5000W/216-744-8611 Top 40
101 W Boardman St., Youngstown OH 44503
Owner - Vindicator Prtng Co / No emps - 21 / GM - Mitch Stanley / PD & MD - Jerry Allen / ND - Ed Baron; staff-3 / Playlist - 45 / Oldies - 20% / Jing - TM / Synd - none / Auto - no / C load - 12 m / Promo - 1-4 / SM - Ed Adams / 60 sec open rate - \$30

WFMR/50,000W/414-372-8000 Classical & Jazz
Box 1635, Milwaukee WI 53201
Owner - John Koss / GM - same / PD - Mark Kremer / MD - Paul Vodicka / Jing - yes / Synd - Symphonies / Auto - no / Interviews - yes / C load - 8 m / Promo - open / SM - Robert Thompson

terly Report Radio Quarterly Report Radio Quarterly Report

WFNC/50,000W/919-867-3131 Mod. Country
Box 35297, Fayetteville NC 28203
Owner - Cape Fear Bdstg / GM - Paul Michels / PD - Paul Gold /
MD - Jackie Sands / ND - Jeff Thompson; staff-2 / Playlist - 45 /
Oldies - 30% / Jing - Tanner / Synd - American Country Count-
down / Auto - no / Reports to - RR RW BB / Promo - M,T 4:30-
6:00pm / SM - Steve Harden

WFOM/1000W/404-428-3396 Top 40
835 S Cobb Dr., Marietta GA 30060
Owner - Jerry Crowe / No emps - 20 / GM - Jerry Crowe / PD -
Greg McClure / MD - same / ND - Jason Woodside / Playlist -
45 / Oldies - 45% / Jing - TM / Synd - none / Auto - no / Inter-
views - open, encouraged / Reports to - BB BG RW CB R&R KR
BRANDON POE / C load - 10 m / Promo - before 4 / SM - Tom
Durr / 60 sec open rate - \$10

WFSO/500W/813-392-2215 AOR
Box 570, Pinellas Park FL 33565
Owner - Pinellas Radio / GM - Dan Johnson / PD - Art Williams /
MD - Mike Cooper / ND - Chuck Farley; staff-2 / Playlist - 25
LPs / Oldies - 50% / Jing - none / Synd - Earth News, Innerview,
Musical Bios / Auto - no / Interviews - anyone with a guitar /
Reports to - none / C load - 8 m / Promo - 10-2 M-F / SM - Joe
Ademy / 60 sec open rate - \$15.50

WFTL/1000/250 nite/305-566-9621 MOR
Box 5333, Ft. Lauderdale FL 33310
Owner - Jos. C Amatore / No emps - 52 / GM - Bill Sherry /
PD - Mike O'Shea / MD - Mike Sheridan / ND - Dave Reynolds;
staff-11 / Playlist - 35-45 / Oldies - 30% / Jing - TM You / Synd -
none / Auto - no / Interviews - yes / Reports to - GAVIN R&R /
C load - 15 m / Promo - anytime / SM - Bill Sherry / 60 sec open
rate - \$44

WGAN/5000W/207-797-9330 Adult Contemp.
Broadcast Center, Northport Plaza, Portland ME 04104
Owner - Guy Gannett Bdstg / No emps - 25 / GM - Chuck
Sanford / PD-OPNS - Jim Sweet / MD - Mary / ND - Jeff How-
lett; staff-4 / Playlist - varies / Oldies - 40 / Jing - TM / Synd -
none / Auto - yes, 50% / Interviews - occas / Reports to -
GAVIN / C load - 18 m / Promo - 11am-2pm / SM - Michael
Colello / 60 sec open rate - \$15 rotating, \$22.50 fixed pos.

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 - Chuck Collier / ND - John O'Day;
staff-6 / Playlist - 35 / Oldies - 60% / Jing - Pams Cust / Synd -
none / Auto - no / Interviews - open / Reports to - RW R&R BB
RMR BG / C load - 14 m / Promo - open / SM - Bill Enders /
60 sec open rate - \$101

Radio Quarterly Report Radio Quarterly Report Radio Quar

WGBF/812-477-8811 Top 40
3809 Washington Ave., Evansville IN
Owner - Metro Radio Inc / No emps - 25 / GM - Donald J
Newberg / PD - Buddy Scott / MD - same / ND - Randy Wheeler;
staff-5 / Playlist - 20 / Oldies - 50% / Jing - Jam / Synd - AT 40,
Record Report, Star Trak / Auto - no / Interviews - live / Re-
ports to - BG RR BB / C load - 14 m / SM - John Reiplinger /
60 sec open rate - \$42

WGBS/50,000W/305-377-8811 Contemp./MOR
710 Brickell Ave., Miami FL 33131
Owner - Storer Bdstg / No emps - 35 / GM - Don Hamlin /
PD - Lee Rodgers / MD - Vasilios Liappas / News Staff - 3 /
Playlist - 30 / Oldies - 65% / Jing - Pams, Tanner / Synd - AT 40,
Robt W Morgan Special / Auto - no / Interviews - none / Re-
ports to - none / C load - 12½ m / Promo - 9am-5pm, M-F /
SM - Jim Eshleman / 60 sec open rate - \$90

WGCL/50,000W/216-861-0100 Top 40
1500 Chester Ave., Cleveland OH 44114
Owner - Oliva-Neuhoff / No emps - 25 / GM - Paul Neuhoff /
PD - TJ Lambert / ND - Mike Love / Playlist - 30 / Oldies - 60%
/ Jing - Cust TM / Synd - National Album Countdown / Auto -
no / Interviews - occas / Reports to - RR RW BG KR CB BB /
C load - 8 m / Promo - M 9am-1pm / SM - Kim Colebrook

WGEZ/1000W/608-365-8865 Adult/Contemp.
622 Public Ave., Beloit WI 53511
Owner - Seehafer-Johnson Bdstg / No emps - 9 / GM - Lois
Moore / PD - Dave Stevens / MD - same / ND - Ed Stirling;
staff-1 / Playlist - 30 + 20 Country / Oldies - 60% / Jing - Guinn
Sound / Synd - none / Auto - no / Reports to - RR / C load -
18 m / Promo - after 1pm / SM - Lois Moore / 60 sec open
rate - \$8

WGAS/500W/704-865-9427 Adult Contemp.
Box 250, Gastonia NC 28052
Owner - MGM Bdstg / No emps - 9 / GM - Glen Mace / PD -
Carroll Brothers / MD - same / ND - Ron Millar; staff-2 / Play-
list - 48 / Oldies - 35% / Jing - Tanner / Synd - none / Auto -
no / Interviews - open / Reports to - BDCSTG / C load - 10 m /
Promo - open / SM - Ed Gray / 60 sec open rate - \$3

WGH/5000W/804-826-1310 or 340-1310 Top 40
Box 98, Newport News VA
Owner - Hamp Rds Bdstg / GM - Ambert Dail / PD - Bob
Canada / MD - Geo Crawford / ND - Jim Moore; staff-5 / Play-
list - 30 / Oldies - 33% / Synd - AT 40 / Auto - no / Interviews -
yes / Reports to - RR RW BG KR BB BC CB / C load - 14 m /
Promo - Th

terly Report Radio Quarterly Report Radio Quarterly Report

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 -
50 / Oldies - 2% / Jing - yes / Synd - Darcel in Hollywood, Carl
Rowen / Auto - no / Interviews - never / Reports to - RW CB
THE RAPPER BRE / C load - 14 m / Promo - M,T / SM - Hal
Harill / 60 sec open rate - \$19

WGL/1000W/219-747-1511 Soft Rock
2000 Lower Huntington Rd., Ft Wayne IN 46819
Owner - NES Sentinel / GM - Len Davis / PD - Jon Patrick /
MD - Jon Parker / ND - Eric Burkhardt; staff-3 / Playlist - 45 &
LPs / Oldies - none / Jing - Cent 21 / Synd - Lum & Abner /
Auto - no / Interviews - ltd / Reports to - none / C load - 12 m /
Promo - open / SM - Len Davis / 60 sec open rate - \$13.75

WGLI-AM/5000W/516-669-1290 Adult Contemp.
1290 Peconic Ave., Babylon NY 11704
Owner - Beck Ross / No emps - 25 / GM - Len Rothberg / PD -
Chris Michaels / MD - Dennis Moore / ND - John Allen; staff-4 /
Playlist - 30 / Oldies - 50% / Jing - Tanner / Synd - no / Auto -
yes, semi-automated / Reports to - none / C load - 12 m /
Promo - open / SM - Harry Greenberg / 60 sec open rate - \$25

WGMA/5000W/305-431-6200 Mod. Country
Box WGMA, Hollywood FL 33024
Owner - Tichenor Media / GM - Sy Russel / PD - Don Evans /
MD - Joe Conway / ND - Clark Porterfield; staff-4 / Playlist -
40 / Oldies - 50% / Jing - none / Synd - none / Auto - no /
Interviews - open / Reports to - BG BB BDCSTG / C load -
14 m / Promo - Th 11 & 2pm / SM - Dave Hutchinson / 60 sec
open rate - \$21

WGN/50,000W/312-528-2311 AOR/Talk
2501 Bradley Pl, Chicago IL 60610
Owner - Tribune Co of Delaware / GM - Robt Henley / PD -
Richard Jones / MD - Chas Allen / ND - Wayne Vriesman /
Playlist varies / Jing - none / Synd - none / Auto - no / C load -
18 m / Promo - open / SM - Donald Gety / 60 sec open rate -
\$317

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 / Oldies - 20% / Jing -
Cent 21 / Synd - none / Auto - no / Interviews - open, Sat / C
load - 12 m / Promo - after 1 / SM - Bruce Smith / 60 sec open
rate - \$16

Radio Quarterly Report Radio Quarterly Report Radio Quar

WGNG/401-725-9000 Adult Contemp.
 100 John St., Cumberland RI 02864
 Owner - Roger Williams Bdestg / No emps - 25 / GM - Don Hysko / PD - Neal Nelson / MD - Marsha Knicely / ND - Paul O'Brien; staff-3 / Playlist - 30 / Oldies - 50% / Jing - TM / Synd - none / Auto - yes, 66% / Interviews - on-air / Reports to - none / C load - 8 m / Promo - none

WGOE/5000W/804-355-1791 AOR
 3122 W Cary St., Richmond VA 23221
 Owner - B Coffman / No emps - 12 / GM - Barry Coffman / PD - John Stevens / MD - Steve Forrest / MD - Jim Letizia; staff-1 / Playlist - 200 LPs / Oldies - 25% / Jing - none / Synd - none / Auto - no / Reports to - RR WALRUS / C load - 10 m / Promo - M-F 10-1

WGOK-AM/1000W/205-432-8661 Black
 800 Gum St., Mobile AL 36603
 Owner - Roberds Inc / No emps - 17 / GM - Dickie Roberds / PD - Chris Turner / MD - same / ND - Ray Jordon; staff-3 / Playlist - 50 singles, 15 albums / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to - BRE CB BB RW MT THE RAPPER / C load - 14 m / Promo - M,T,F / SM - Irene Johnson Ware

WGOK-FM/3000W/205-432-8661 Progressive/Black
 Box 1425, Mobile AL 36601
 Owner - J Paglin Inc / No emps - 14 / GM - Dickie Roberds / PD - Chris Turner / MD - same / ND - Ray Jordon; staff-2 / Playlist - 15 singles, 40 albums / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - depend on the artist / Reports to - BB CB BRE MT JACK THE RAPPER / C load - 8-12 m / Promo - M,T / SM - Irene Johnson Ware / 60 sec open rate - \$18

WGOW/5000W/615-756-6141 Top 40
 Box 4704 Pineville Rd., Chattanooga TN 37405
 Owner - Ted Turner / No emps - 30 / GM - Jerry Lingerfelt / PD - Gene Michaels / MD - John Reed / ND - Bob O'Day; staff-4 / Playlist - 35 / Oldies - 30% / Jing - TM / Synd - Star Trak / Auto - yes, 30% / Reports to - GAVIN KR BB POE / C load - 12 m / Promo - 9-10am, 1-3pm

WGR/550W/716-881-4555 Adult Contemp.
 464 Franklin St., Buffalo NY 14202
 Owner - Taft / GM - Wm Irwin / PD - Larry Anderson / MD - Jerry Reo / ND - Mike Allen; staff-5 / Playlist - 25 / Oldies - 50% / Jing - Cust / Synd - none / Auto - no / Interviews - occas / Reports to - R&R KR / C load - 16 m / Promo - open / SM - Dick Aaron / 60 sec open rate - \$90

terly Report Radio Quarterly Report Radio Quarterly Report

WGRD AM-FM Simul/1000-13,000W/616-459-4111 Top 40
122 Lyon N.W., Grand Rapids MICH 49503
Owner - Regional Bdcsters of Mich Inc / No emps - 27 / GM - Don Anderson / PD - Ron White / MD - same / ND - Bob Hendryx; staff-3 / Playlist - 25 / Oldies - 50% / Jing - none / Synd - AT 40 / Auto - no / Interviews - occas / Reports to - R&R BB / C load - 12 m / Promo - T-F 9-5 / SM - Bob Malone / 60 sec open rate - \$46

WGRQ/12,600W/716-881-4555 AOR
59 Virginia Pl, Buffalo NY 14202
Owner - Taft / GM - Steve Lapa / PD - Johnny Velchoff / MD - Mark Henning / ND - Mary Van Vorst; staff-2 / Playlist - 50 / Oldies - 50% / Jing - none / Synd - London Report, King Biscuit / Auto - no / Reports to - R&R RUDMAN WALRUS / C load - 10 m / Promo - open / SM - Rick Sievta / 60 sec open rate - \$38

WGST/5000W/404-231-0920 Adult Contemp.
550 Pharr Rd., Atlanta GA 30305
Owner - Meredith Corp / No emps - 42 / GM - Dick Carr / PD - Bill Sherard / MD - John Kramer / ND - Eric Seidel; staff-5 / Playlist - 22 / Oldies - 50% / Jing - Peters / Synd - none / Auto - no / Interviews - open / Reports to - BROADCASTING BB BG RR KR / C load - 14 m / Promo - M,T / SM - Paul Kunkler / 60 sec open rate - \$45

WGUY/5000W/207-947-7354 Top 40
7 Main St., Bangor ME 04401
Owner - Bgr Bdcstg / No emps - 15 / GM - Robert Mooney / PD - Mark Laurence / MD - same / ND - J Charles Foster; staff-2 / Playlist - 33 / Oldies - 45 / Jing - Tanner / Synd - none / Auto - no / Interviews - when available / Reports to - R&R RW GAVIN CB / C load - 14 m / Promo - T,W afternoons / SM - Neal Chamberlain / 60 sec open rate - \$13

WGVL-FM/904-378-9732 AOR
Box 14585, Gainesville FL 32604
Owner - Gerler Bdcstg / No emps - 14 / GM - Irv Uram / PD & MD - Lee Arnold / Asst - David Reaves / News staff-1 / Oldies - 50% / Jing - none / Synd - King Biscuit, BBC, Inner-View, Earth News, Daily Planet / Auto - no / Interviews - avail / on Zap News / Reports to - RR RW WAL KR FMQ / SM - Sarah Uram / 60 sec open rate - \$8

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 / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - yes / Reports to - BG KR BB RR / C load - 16 m / Promo - open / SM - Randy Bongarten / 60 sec open rate - \$102-WGY, \$52 - WGFM

WHAS/50,000W/502-582-7315 MOR/PERSONALITY
Box 1084, Louisville KY 40201
Owner - Barry Bingham Family / No emps - 50 / GM - James H Topmiller, Jr. / PD - Jerry David Melloy / MD - Jeri Fischer / ND - Glen Bastin; staff-10 / Playlist - 400 / Oldies - 30% / Jingle - TM / Synd - One Moment Please with Mort Crim / Auto - no / Interviews - occas / Reports to - RR BG BB BC / C load - 16 m / Promo - afternoon / SM - Curtis B Smith / 60 sec open rate - \$80

WHB/10,000W/816-221-8300 Top 40
106 W 15th St., Kansas City MO 64105
Owner - Storz / No emps - 22 / GM - Jim Erwin / PD - Al Casey / MD - same / ND - Bob Mead; staff-1 / Playlist - 40 / Oldies - 50 / Jingle - none / Synd - none / Auto - no / Interviews - yes, give notice / Reports to - BB RUDMAN R&R / C load - 12 m / Promo - anytime / SM - Bob Terry

WHBC/5000W/216-456-7166 Adult Contemp.
550 Market, So Canton OH
Owner - Beankettle Corp / GM - Paul Gilmor / PD - Bob Krahling / MD - Todd Taylor / ND - Jim Burnett; staff-8 / Playlist - 55 / Oldies - 35% / Jingle - none / Synd - none / Auto - no / Reports to - GR RR BB / C load - 15 u / Promo - T 10-3 / SM - William T Steffy

WHBQ-AM/901-323-7661 Top 40
485 S Highland, Memphis TN 38111
Owner - RKO / No emps - 38 / GM - Dick French / PD - John Long / MD - Judy Smithart / ND - Terrence McKeever; staff-3 / Playlist - 30 / Jingle - TM / Synd - none / Auto - no / Interviews - open / Reports to - R&R BG BB CB RW KR BRANDON / C load - 12 m / Promo - by appt / SM - TJ Donnally / 60 sec open rate - \$110

WHCN/50,000W/203-247-9426 Album Rock
60 Washington St., Hartford CT 06106
Owner - Beck Ross Comm / No emps - 23 / GM - Jay Mitchell / PD - same / MD - Barry Neal / Playlist - 80 / Oldies - 60% / Jingle - none / Synd - King Biscuit, Rock Around The World, Superstars Radio Network / Auto - no / Interviews - occas / Reports to - WALRUS RW RR BB CB / C load - 8 m / Promo - open

WHDH/617-247-0850 MOR
441 Stuart St., Boxbton MA 02116
Owner - The John Blair Co / No emps - 65 / GM - David Croninger / PD - Al Brady / MD - Jayne Reino / ND - Rod Fritz; staff-8 / Playlist - 18 / Oldies - 60% / Jingle - TM / Synd - none / Auto - no / Interviews - rarely / Reports to - none / C load - 14 m / Promo - anytime / SM - Local - Peter Crawford; Nat'l - Rick Fromme / 60 sec open rate - \$260

WHFS/3000W/202-656-0600 Progressive Rock
4853 Cordell Ave., Bethesda MD 20014
Owner - Hifidelity Corp Inc / No emps - 20 / GM - Jacob Einstein / PD & MD - David Einstein / ND - Suzanne Gordon; staff-0 / Playlist - free-form / Oldies - no / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - WALRUS BB CB RW VARIETY / C load - 10 m / Promo - open / SM - Jacob Einstein / 60 sec open rate - \$40

WHHY/205-264-2288 Top 40/Adult Contemp.
Box 2744, Montgomery AL 36105
Owner - Bdcst Svc of Montgy / No emps - 41 / GM - Ann Colliester / PD - Larry Stevens / MD - Larry West / ND - Jim Carter; staff-4 / Playlist - 38 / Oldies - 30% / Jing - Jams / Synd - AT 40 / Auto - no / Interviews - some / Reports to - RR BG KR BB CB / C load - 10 m / SM - Ron Mason / 60 sec open rate - \$30

WHIN-AM/1000W/615-452-4747 Top 40
Hwy 109 N, Gallatin TN 37066
Owner - Sumner Bdcstg / No emps - 15 / GM - Bill Buntin / PD - Roger O'Brien / MD - same / ND - Gary Reeder; staff-1 / Playlist - 40 / Oldies - 25% / Jing - Tanner / Synd - none / Auto - no / Interviews - seldom / Reports to - BB RBR / C load - 12 m / Promo - M-F after 11am / SM - Jack Williams / 60 sec open rate - \$3.71

WHIO-AM/500W/513-254-5311 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 / Oldies - 40% / Jing - Jam / Synd - none / Auto - no / Interviews - Conversation Piece 1pm M-F / Reports to - none / C load - 18 m / SM - Ray Spahr / 60 sec open rate - \$100

WHK/5000W/216-781-1420 Mass Appeal Country
Cleveland Plaza Towers, Cleveland OH 44115
Owner - Milton Maltz / No emps - 50 / GM - Gil Rosenwald / PD - Ron Jones / MD - Jim Brady / ND - Marv Boone; staff-5 / Playlist - 46 / Jing - TM / Synd - none / Auto - no / Interviews - flexible / Reports to - R&R BB GAVIN RW BROADCASTING CB / C load - 16 m / Promo - flexible / SM - Doug Brown / 60 sec open rate - \$60

WHLI/10,000W/516-481-8000 Top 40
384 Clinton St., Hempstead NY 11550
Owner - FM Bdcstg Corp / No emps - 33 / GM - Paul Godofsky / PD - Stephen Godofsky / MD - same / ND - Howard Loeb; staff-10 / Playlist - 29 / Oldies - 55% / Jing - Tanner / Synd - none / Auto - no / Interviews - yes / Reports to - KR / C load - 12 m / Promo - open / SM - Joseph Lenn / 60 sec open rate - \$50

Radio Quarterly Report Radio Quarterly Report Radio Quar

WHLO/1000W/216-867-1650 Talk/News/Information
2650 Market, Akron OH 44313
Owner - Susquehannah / No emps - 38 / GM - Allen Saunders /
PD - Nick Anthony / MD - Bob Simpson / ND - Dave Lieberth /
Playlist - 40 / Oldies - 40% / Jing - none / Synd - America 2000 /
Auto - no / Interviews - all day and night, 50% of total day /
Reports to - none / C load - 18 m / 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 / Oldies - 50% / Jing - none / Synd - none / Auto - no / Inter-
views - none / Reports to - BB CB / C load - 15 m / SM - Nick
Verbitsky / 60 sec open rate - \$250

WHOL/500W/215-434-4801 Country
Box 358, Allentown PA 18105
Owner - Herbert Stewart / No emps - 12 / GM - Carl Stewart /
PD - Ed Baumer / MD - Carl Stewart / ND - Bill Zimpfer; staff-0
/ Playlist - 75 / Oldies - 10% / Jing - Cust / Synd - none / Auto -
no / Interviews - open / Reports to - CB BB / C load - 12 m /
Promo - open / SM - Alan Winkler

WHOO-AM/50,000W/305-295-3990 Mod. Country
Box 15310, Orlando FL 32808
Owner - Bluegrass / No emps - 30 / GM - Bill Stakelin / PD -
Mike Burger / MD - same / ND - Denise Gainer; staff-4 / Play-
list - 60 / Oldies - 10% / Jing - TM / Synd - Ralph Emery / Auto
- no / Interviews - open / Reports to - BG R&R / C load - 16 m /
Promo - open / SM - Richard Taylor / 60 sec open rate - \$50

WHOT/1000W/216-746-8464 Top 40
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 -
32 / Oldies - 30% / Jing - none / Synd - none / Auto - no /
Interviews - seldom / Reports to - R&R BB / C load - 15½ m /
Promo - T,W / SM - William Glover / 60 sec open rate - \$38

WHPY/5000W/919-934-8551,553-6136 Adult Contemp.
Box 628, Clayton NC 27520
Owner - Clayton Bdcstg Co / No emps - 9 / GM - Larry Denning
/ PD - Mike Edwards / MD - same / ND - John Roebuck; staff-1 /
Playlist - 44 / Oldies - 50% / Jing - William B Tanner - Super O
no. 15518 / Synd - Wolfman, Powerline / Auto - no / Interviews
- anytime. Prefer they stop by station when in the Raleigh-
Durham, Greensboro area. / Reports to - The Communicator
Network / C load - 18 m / Promo - weekdays before 2pm / SM -
Larry Denning / 60 sec open rate - \$3.50

erly Report Radio Quarterly Report Radio Quarterly Report

WHYI/100,000W/305-931-1107 Top 40
2741 N 29th Ave., Ste. 300, Hollywood FL 33020
Owner - Heftel Bdcstg / GM - Bill Cunningham / PD - Bill
Tanner / MD - Colleene Cassidy / ND - Jim Reihle; staff-2 /
Playlist - 30 / Oldies - 50% / Jing - none / Synd - none / Auto -
no / Interviews - when available / Reports to - BB R&R RW CB
BG KR / C load - 8 m / Promo - W,Th,F / SM - Bill Cunningham
/ 60 sec open rate - \$85

WHYN/5000W/413-785-1911 Top 40
1300 Liberty St., Springfield MA
Owner - G Gannett Bdcstg / GM - Jim Kontoleon / PD - Bob
Charest / MD - Ken Capurso / ND - Ron Russell; staff-10 / Play-
list - 34 / Oldies - 30% / Jing - Pams / Synd - none / Auto - no /
C load - 12 m / Promo - open / SM - Phil Drumheller / 60 sec
open rate - \$57

WHYZ/50,000W/803-246-1441 Black
Box 4308, Greenville SC 29608
Owner - WHYZ Inc / GM - Raymond Somers / PD - Mike Will-
iams / MD - same / ND - Stan Montgomery / Playlist - 50 /
Oldies - 15% / Jing - none / Synd - Ossie Davis & Ruby Dee
Story Hour, Soul Searchers / Auto - no / Reports to - BRE /
C load - 9 m / Promo - W / SM - Ms. Bot Summers / 60 sec open
rate - \$13

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 - Larry Knight / ND - Fred Heckman; staff
-11 / Playlist - 40 / Oldies - 33% / Jing - yes / Synd - none /
Auto - no / Interviews - yes / C load - 19 u / SM - Richard
Yancey

WIBG/50,000W/215-242-6300 Top 40
117 Ridge Pike, Lafayette Hill PA 19444
Owner - Fairbanks Bdcstg of Pa / No emps - 46 / GM - Allan
Johnson / PD - Kevin Metheny / MD - same / ND - Richard D
Hunt; staff-5 / Playlist - varies greatly / Oldies - 30-70% / Jing -
none / Synd - specials / Auto - no / Interviews - open / C load -
14 m / Promo - M,T / SM - Don Sealey

WIBW-AM/5000W/913-272-3456 Talk
Box 119, Topeka KS 66601
Owner - Stauffer / No emps - 25 / GM - Darrel Witham / PD -
John Katz / MD - same / ND - Tom Parmley; staff-10 / Play-
list - 25 / Oldies - 10% / Jing - TM / Synd - Bareman & Co, Stu-
dio B / Auto - no / Interviews - open / Reports to - R&R / C
load - 18 m / Promo - open / SM - Ray Perry / 60 sec open rate -
reasonable

Radio Quarterly Report Radio Quarterly Report Radio Quar

WIBW-FM/100,000W/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+ / Oldies - 33% / Jing - TM / Synd - TM, Wolfman / Auto -
24 hrs / C load - 8 m / Promo - open / SM - Ray Perry

WIFE-AM/5000W/317-637-1375 Top 40
1440 N Meridian, Indianapolis IN 46202

Owner - Ind Bdcstg / No emps - 36 / GM - Jack Carnegie / PD -
Howie Castle / MD - Jerry Steele / ND - Greg Tantum; staff-6 /
Playlist - 30 / Oldies - 35% / Jing - none / Synd - Nat'l Album
Cntdn, AT 40 / Auto - no / Interviews - occas / Reports to -
R&R BB BG CB RW KR / C load - 12 m / Promo - open / SM -
Pat Kelly / 60 sec open rate - \$50

WIFI-FM/50,000W/215-839-0900 Top 40
1 Bala Cynwyd Plaza, Philadelphia PA 19004

Owner - GCC Comm / No emps - 40 / GM - William E Parke /
PD - Steve Rivers / MD - Jeff Robins / ND - Sue Ahearn; staff-2
/ Playlist - 30 / Oldies - 40-60% / Jing - none / Synd - none /
Auto - no / Interviews - major artist in the morning only 6-10am
/ Reports to - GAVIN RUDMAN R&R POE BRANDON BRE-
NEMAN BB CB RW / C load - 8 m / Promo - T 9:30-1:00pm /
SM - Lloyd Roach / 60 sec open rate - \$120

WIGL-FM/100,000W/305-856-1260 Adult Contemp.
1699 Coral Wy, Miami FL 33145

Owner - Mission Bdcstg / GM - looking / PD - Joel Kaplan /
MD - same / ND - Bob Gordon; staff-6 / Playlist - 25 / Oldies -
60% / Jing - none / Synd - none / Auto - no / Reports to - none
/ C load - 5 m / Promo - after 2pm M-F / SM - Bob Grimm / 60
sec open rate - \$25

WIGY/50,000W/207-443-5542 Top 40
Box 329, Bath ME 04530

Owner - Porter Bdcstg Svcs / No emps - 25 / GM - Turner Porter
/ PD - Jack O'Brien / MD - same / ND - Steve McCausland; staff-
4 / Playlist - 35+ LP cuts / Oldies - 40% / Jing - Pams / Synd -
AT 40 / Auto - no / Interviews - open / Reports to - GAVIN
RUDMAN R&R(possibly) / C load - 12-16 m / Promo - M,T -
10-1pm / SM - Turner Porter / 60 sec open rate - \$8.50 (new
rate in the making)

WIIW/5000W/404-231-1777 MOR
3340 Peachtree Rd NE, Atlanta GA 30326

Owner - Sudbrink Bdcstg / No emps - 17 / GM - John Lauer /
PD - Jim Hutto / ND - Don Stewart / Playlist - 19 / Oldies - 50%
/ Jing - none / Synd - none / Auto - 100% / Interviews - never /
Reports to - no one / C load - 6 m / SM - Don Carle / 60 sec
open rate - \$24

WIOK-FM/3000W/516-481-8000 Beautiful
384 Clinton St., Hempstead NY 11550
Owner - FM Bdcstg Inc / GM - Paul Godofsky / PD - Steve Godofsky / MD - same / ND - Howard Loeb; staff-10 / Playlist - none / Jing - none / Synd - none / Auto - yes / Interviews - none / C load - 8 m / Promo - W / SM - Joe Lenn / 60 sec open rate - \$30

WIOO/1000W/717-243-1200 Adult Contemp.
Box 399, Carlisle PA 17013
Owner - H Swidler / No emps - 12 / GM - H Swidler / PD - Jim Jefferson / MD - Curt Allen / ND - Roy Edwards; staff-2 / Playlist - 20 / Oldies - 65% / Jing - TM / Synd - none / Auto - no / C load - 18 m / Reports to - KR POE MICKEY TURNTABLE / Promo - 2-5pm / SM - Harold Swidler / 60 sec open rate - \$5.75

WIOQ/27,000W/215-835-6100 Progressive
2 Bala Cynwyd Plaza, Bala Cynwyd PA 19004
Owner - Que Bdcstg / No emps - 24 / GM - Art Camiolo / PD - Alex Demers / MD - Helen Leicht / ND - Mike Tozzi / Playlist - none / Oldies - 30% / Jing - own / Synd - News Blimps, Sound Advice / Auto - no / Interviews - yes / Reports to - WALRUS RW CB FMQB / C load - 9 m / Promo - T,W 10-2 / SM - Tom Lucidon / 60 sec open rate - \$42

WIOT/100,000W/419-248-3377 AOR
604 Jackson, Toledo OH 43604
Owner - Reams Bdcstg / No emps - 15 / GM - Bob Martz / PD - Bill Neiderman / MD - Jack Mandoo / ND - Rick Bird; staff-2 / Playlist - 50 / Oldies - 60% / Jing - none / Synd - Daily Planet / Auto - no / Interviews - open / Reports to - RR WALRUS / C load - 9 m / Promo - before 1 / SM - Dan Dudley

WIP/215-L08-2900 Adult Contemp/MOR
19th & Walnut Sts, Philadelphia PA
Owner - Metromedia / No emps - 52 / GM - Don Kelly / PD - Bruce Holberg / MD - same / ND - Paul Rust; staff-10 / Playlist - 48 / Oldies - 50% / Jing - Cust / Synd - none / Auto - no / Interviews - live / Reports to - R&R GAVIN / C load - 18 m / SM - Bill Dallmann / 60 sec open rate - \$225

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 / Oldies - 60% / Jing - none / Synd - Earth News / Auto - no / Interviews - yes / Reports to - RR WALRUS / C load - 9 m / Promo - open / SM - Mark Scumeka

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 - Alan Edwards / ND - John Picano; staff-3 /
Playlist - 38 / Oldies - 25% / Jing - none / Synd - Nat'l Album
Cntdn, Wolfman Jack / Auto - no / Interviews - open / Reports
to - BG R&R / C load - 12 m / Promo - M,T noon-3pm

WIRL/5000W/309-694-6262 Adult Contemp.
Box 3335, Peoria IL 61614
Owner - Mid AM Media / GM - Howard Frederick / PD - Bill
McClugage / MD - Wayne Miller / ND - Ira Bitner; staff-4 / Play-
list - 25 / Oldies - 40% / Jing - Jams / Synd - none / Auto - no /
Interviews - open / Reports to - BG / C load - 12 m / Promo -
W,Th 3+5pm / SM - Red Bowen / 60 sec open rate - \$54

WISE/5000W/704-253-5381 Top 40
90 Lookout Rd., Asheville NC 28804
Owner - NE Jorgensen / No emps - 23 / GM - N Eric Jorgensen /
PD - Ray Williams / MD - same / ND - Sherrill Barber; staff-2 /
Playlist - 38 / Oldies - 33% / Jing - Jam / Synd - Casey Casem,
Earth News / Auto - no / Interviews - open / Reports to - CB
R&W BG R&R / C load - 16 m / Promo - Th,F 1-4, all day T /
SM - NE Jorgensen / 60 sec open rate - \$15

WISM/5000W/608-271-1486 Top 40
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 / Oldies - 40% / Jing - none / Synd - Wolfman / Auto - no /
Interviews - open / Reports to - CB BG R&R KR BRENNEMAN
/ C load - 12 m / Promo - open / SM - Christopher Lytle / 60
sec open rate - \$23

WISN/50,000W/414-342-1111 Adult Contemp.
759 N 19th St., Milwaukee WI 53201
Owner - Hearst Corp / No emps - 50 / GM - John Hinkle / PD -
John Lund / MD - Tom Spartel / ND - Don Froelich; staff-6 /
Playlist - 30 / Oldies - 60% / Jing - TM / Synd - no / Auto - no /
C load - 16 m / Promo - T,Th 10-12 / SM - Lee Dolnick / 60
sec open rate - \$105

WIVY-FM/60,000W/904-396-2505 Top 40
3100 University Blvd., Jacksonville FL 32216
Owner - Torrid Bdcstg / No emps - 30 / GM - Gary Rodriguez /
PD - Chuck Martin / MD - JJ Walker / ND - Brad Harris; staff-2 /
Playlist - 54 / Oldies - 40% / Jing - TM / Synd - RKO Specials,
London Wavelength, RW Morgan / Auto - no / Interviews -
occas, AM only / Reports to - KR R&R BG / C load - 10 m /
Promo - open / SM - Iulee Godfrey / 60 sec open rate - \$18

WIXZ/5000W/412-566-1360 Country
 Box 1360, E McKeefport PA 15035
 Owner - Renda Bdcstg / No emps - 12 / GM - Anthony Renda / PD - Rob Roman / MD - same / ND - Jack Malloy; staff-1 / Playlist - 35 / Oldies - 50% / Jing - none / Synd - none / Auto - M-Sun, 7pm-6am / Interviews - whenever / Reports to - R&R / C load - 11 m / Promo - open after 2pm / SM - Jim Shields / 60 sec open rate - \$25

WJAR/5000W/401-751-5700 Adult Cc ntemp.
 176 Weybosset St., Providence RI 01902
 Owner - Outlet Co / GM - Donald Kane / PD - Mike San ls / MD - Joe Thomas / ND - Chris Blake; staff-5 / Playlist - 30 / Oldies - 50% / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - none / C load - 14 m / Promo - M,T 10-5

WJBQ/5000W/207-775-6321 Top 40
 Box 46, Canal Plaza, Portland ME 04111
 Owner - Bride / No emps - 14 / GM - Rick Snyder / PD - Andy Carey / MD - Grant West / ND - Frank Gibbs; staff-1 / Playlist - 25 / Oldies - 60% / Jing - Pams / Synd - none / Auto - no / Interviews - flexible / Reports to - RR RW / C load - 15 u / Promo - M,W,Th,F 10-2 / SM - Doug Finck / 60 sec open rate - \$25

WJET/1000W/814-455-2741 Top 40
 1635 Ash St., Erie PA 16503
 Owner - Myron Jongs

WJEZ/14,000W/312-977-1800 Beautiful/Country
 Owner - Plough Bdcst / GM - Geo. Dubinetz / PD - Mark Edwards / MD - same / ND - Reese Rickards; staff-3 / Playlist - unlimited / Oldies - unlimited / Jing - none / Synd - none / Auto - yes, 10% / Interviews - none / Reports to - none / C load - 8 m / Promo - never

WJJD/50,000W/312-977-1800 Country
 180 N Michigan, Chicago ILL 60601
 GM - Geo Dubinetz / PD - Vill Hart / MD - same / ND - Reese Richards; staff-3 / Playlist - 30 / Oldies - 30% / Jing - Jams / Synd - none / Auto - no / Interviews - Ltd. / Reports to - R&R BG BB CB RW / C load - 14 m / Promo - 2-5 M-F / SM - Jim Seemiller

WJLL/1000W/716-285-5795 Contemporary
 1224 Main St., Niagara Falls, NY 14301
 Owner - Nia Frontier / No emps - 13 / GM - Bob Rogers / PD - Joe Chille / MD - same / ND - Tom Darro; staff-2 / Playlist - 30 / Oldies - 10% / Jing - TM / Synd - Update, Where Are They Now? / Auto - no / C load - 18 m / SM - Bob Rogers / 60 sec open rate - \$14

Radio Quarterly Report Radio Quarterly Report Radio Quar

WJKL/3000W/312-741-7700 AOR
18½ Douglas, Elgin IL 60120
Owner - Elgin Bdcstg / GM - Richard Jakle / PD - Tom Marker /
MD - same / News Staff - 1 / Playlist - variable / Oldies - variable
/ Jing - none / Synd - none / Interviews - artists that we are sup-
porting with airplay / Reports to - CB R&R BB WALRUS /
Promo - 11am-2pm, central time, M-F / SM - Dewayne Jones /
60 sec open rate - \$23.50

WJLB/1000W/313-965-2000 Black
3100 David Broderick Tower, Detroit MI 48226
Owner - Booth American Co / GM - Normal Miller / PD - Tony
Jamison / MD - Al Perkins / ND - Jim Reese; staff-3 / Playlist -
40 / Oldies - 30% / Jing - none / Synd - none / Auto - no /
Interviews - structured / Reports to - BRE BB BG RW CB / C
load - 12 m / Promo - Th-M / SM - Dick Desautel / 60 sec open
rate - \$65

WJLD/1000W/205-324-3467 Black
Box 58065, Birmingham AL 35209
Owner - G Johnston / GM - Dave Davis / PD & MD - Tony
Saetta / Playlist - 40 / Oldies - 10% / Jing - Tanner / Synd -
Howard Cosell / Auto - 95% / Interviews - open / Reports to -
none / C load - 12 m / Promo - after 4pm / SM - Dave Davis /
60 sec open rate - \$12

WJMO/1000W/216-795-1212 Black
11821 Euclid Ave., Cleveland OH 44106
Owner - Friendly Bdcstg / GM - Curtis Shaw / PD - Lynn Toll-
iver / ND - Wm Harrison; staff-3 / Playlist - 35 & LPs / Oldies -
20% / Jing - Jams / Synd - In Hollywood with Darcel / Auto -
no / Interviews - open / Reports to - RW CB BB BG R&R The
RAPPER / C load - 13 m / Promo - M,W,Th 10am-3pm / SM -
Dan Lane / 60 sec open rate - \$50

WJPC/1000W/312-786-7200 Black
820 S Michigan, Chicago IL 60601
Owner - Johnson Pub / GM - Marv Dyson / PD - Richard Steele /
MD - same / News Staff-3 / Playlist - 30 / Oldies - 5% / Jing -
TM / Synd - none / Auto - no / Interviews - open / Reports to -
BB RW CB BRE / C load - 18 m / Promo - T 10 & 1 / SM - Al
Haley / 60 sec open rate - \$35

WJPS/5000W/812-425-2221 Adult Contemp
29 NW 4th, Evansville IN 47735
Owner - Wayne Geyer / GM - Jerry Smith / PD - Dave Wallace /
MD - Robe George / ND - Ed Castiller; staff-3 / Playlist - 50 /
Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews
- occas / Reports to - none / C load - 18 m / 60 sec open rate -
\$32

terly Report Radio Quarterly Report Radio Quarterly Report

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 / Oldies - 60% / Jing - PAPA /
 Synd - AT 40, RW Morgan Special of the Week / Auto - no /
 Interviews - 8-9am Sun / Reports to - KR RR BG RW CB / C
 load - 14 u / Promo - W-Th pm / SM - Edie Hilliard / 60 sec
 open rate - \$76

WJUA/1000W/219-234-1111 Country
 1129 N Hickory St., So Bend IND 46615
 Owner - Booth Bdcstg / No emps - 25 / GM - Vince Ford / PD -
 Nancy Turner / MD - Tom Sidwell / ND - Denny Little; staff-2½
 / Playlist - 45 / Oldies - 65-70% / Jing - none / Synd - Ralph Em-
 ery / Auto - no / Interviews - anytime live or telephone / Re-
 ports to - GAVIN / C load - 14 m / SM - Bart Brandmiller / 60
 sec open rate - \$11

WKAL AM-FM/1000W/315-336-7700 Adult Contemp.
 50 S Jay St., Rome NY 13440
 Owner - Maurer Bdcstg Corp / No emps - 12 / GM - WJ Maurer /
 PD - Dave Peroni / MD - same / ND - Jerry Prouty; staff-2 /
 Playlist - 50 / Oldies - 20% / Jing - none / Synd - none / Auto -
 no / Interviews - when artist is in area / Reports to - RMR,
 BILLBOARD / C load - 12 m / SM - Tony Ceresoli / 60 sec open
 rate - \$6, am - \$6.50, fm

WKAP/5000W/215-435-9572 Top 40
 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 -
 25-30 / Oldies - 40% / Jing - Jam / Synd - RW Morgan, AT 40 /
 Auto - no / Interviews - Sun nite / Reports to - RR RW CS BG
 KR FMQ BB BC CB / C load - 10 m / Promo - 12-3pm M-F /
 SM - Hal Tower / 60 sec open rate - \$16

WKAZ/5000W/304-344-9691 Top 40
 Box 871, Charleston W VA 25323
 Owner - Bristol Bdcstg / No emps - 23 / GM - Fred Winton / PD
 - Charlie Cooper / ND - Darrel Daniels; staff-2 / Playlist - 53 /
 Oldies - 15% / Jing - TM / Synd - Star Trak / Auto - no / Inter-
 views - never / C load - 18 m / SM - Kurt Zeigler / 60 sec open
 rate \$45

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 - 25-30 / Oldies - 50% / Jing -
 TM / Synd - none / Auto - semi / Reports to - BG / Promo -
 open / SM - Carl Glade / 60 sec open rate - \$26

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 / Oldies - 30% / Jing - Pams / Synd - AT
 40 / Auto - no / Interviews - open & with concerts / Reports
 to - KR RR / C load - 12 m / Promo - open / SM - Ira Rosenblatt
 / 60 sec open rate - \$12

WKBW/50,000W/716-884-5101 Adult Contemp.
 1430 Main, Buffalo NY 14209
 Owner - Capital Cities Comm / GM - Norm Schrutt / PD - Bob
 Harper / MD - Jon Summers / ND - Jim McLaughlin; staff-5 /
 Playlist - 30 / Oldies - 33% / Jing - Pams / Synd - Words &
 Music, Earth News, The Story Lady / Auto - no / Interviews -
 yes / Reports to - RR BB CB KR / C load - 12 m / Promo - W,
 after 3pm / SM - Frank Woodbeck / 60 sec open rate - \$95

WKBX/5000W/912-236-0303 MOR
 Box 876, Savannah GA 31406
 Owner - Beasley Bdcst Group / No emps - 25 / GM - Ron
 Winders / PD - Ed Burchfield / OM - Doug Welldon / ND -
 Donna Jones; staff-2 / Playlist - 50 / Oldies - 25% / Jing - Tanner
 / Synd - none / Auto - no / Interviews - M-F, 10-11am / Reports
 to - BB / C load - 18 m / Promo - T,Th 10am-2pm / SM - Gary
 Morris / 60 sec open rate - \$25

WKDA/1000W/615-254-0511 Mod. Country
 1202 Stalman Bldg., Nashville TN 37201
 Owner - Dick Bdcstg / No emps - 20 / GM - Bill Hayes / PD -
 Les Acree / MD - Tom Bootle / ND - Steve Dickert; staff-6 /
 Playlist - 50 / Oldies - 37% / Synd - Cntry Xrds, Computer
 Football / Auto - no / Interviews - no / Reports to - RR RW BG
 BB CB / C load - 15 m / Promo - 10-1 / SM - Frank Hundley /
 60 sec open rate - \$11

WKDD/50,000W/216-923-9761 AOR
 424 Sackett Ave., Akron OH 44313
 Owner - WCUE Radio / No emps - 40 / GM - John Demeter /
 PD - Bobby Knight / MD - Greg Gillespie / 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 / Interviews - none / Reports to - WAL-
 RUS RR RW BB CB / C load - 8 m / Promo - 2-5pm

WKEE AM-FM/5000 & 53,000W/304-525-7788 Adult Contemp.
 Box 2288, Huntington W VA 25724
 Owner - Reeves Telecom / No emps - 22 / GM - Jim Eblin / PD -
 Jim Forbes / MD - Jason Douglas / ND - Liz Weiner; staff-3 /
 Playlist - 39 / Oldies - 27% / Jing - Century 21 / Synd - AT 40 /
 Auto - no / Interviews - open / Reports to - GAVIN / C load -
 15 m / Promo - T 10am-2pm / SM - Karl Meek / 60 sec open
 rate - \$35

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 -
70 / Oldies - 25 / Synd - none / Auto - semi / Interviews - yes /
Reports to - BG RW BP / C load - 16 m / Promo - T,Th 10-3 /
SM - Steve Means

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 /
Oldies - 27% / Jing - Tanner / Synd - AT 40 / Auto - no / Re-
ports to - KR FMQ RR / C load - 12 m / Promo - open / SM -
Joe Wright / 60 sec open rate - \$60

WKKE/5000W/704-252-6703 Adult Contemp.
Box 2156, Asheville NC 28802
Owner - Grtr Asheville Bdcstg / No emps - 12 / GM - Garrett
Alderfer / PD - Steve Sandman / MD - Bob Rymell / ND - Jack
Hill; staff-1 / Playlist - 48 / Oldies - 50% / Jing - Pams / Synd -
Chickenman / Auto - no / Interviews - at their convenience /
Reports to - BG / C load - 16 m / Promo - 12-1 M-F / SM -
Steve Cooper / 60 sec open rate - \$6.25

WKKN-AM/1000W/815-877-6064 Mod. Country
1901 Shaw Rd., Rockford IL 61111
Owner - Midwest Bdcstg / No emps - 12 / GM - Dwayne Daniels
/ PD - Curtis King / MD - same / ND - Randy Lavonne; staff-1 /
Playlist - 60 / Oldies - 40% / Jing - CCM, Pams / Synd - none /
Auto - no / Interviews - occas / C load - 14 m / Promo - 3-5pm /
SM - Tom Scheithe / 60 sec open rate - \$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 / Oldies -
45% / Jing - Jam / Synd - Larry Black, Record Report / Auto -
no / Interviews - afternoon drive / Reports to - R&R / Promo -
M,F 12-1:30 / SM - Bill Maschmeier / 60 sec open rate - \$6.25

WKLH/50,000W/205-264-7392 Top 40
Box 1466, Montgomery AL 36102
Owner - Griffin Bdcstg / No emps - 15 / GM - David Swaim /
PD - Reed Span / MD - same / News Staff-1 / Playlist - 35 /
Oldies - 35% / Jing - none / Synd - King Biscuit, Star Trak /
Auto - mid-days & late nights / Interviews - open / Reports to -
BRANDON / C load - 8 m / Promo - 1pm-4pm M-F / SM - David
Swaim / 60 sec open rate - \$12

WKLO/10,000W/502-589-4800 Contemporary
307 W Walnut, Louisville KY 40202
Owner - Grt Trails / No emps - 40 / GM - Bernie Thompson /
PD - Lee Gray / MD - Bo Brady / ND - Jess Peterson; staff-6 /
Oldies - 2% / Jing - none / Synd - none / Auto - semi / Inter-
views - Lee Gray Show / Reports to - KR BG / C load - 12 u /
Promo - open / SM - Dick Robeson / 60 sec open rate - \$35

WKLS-FM/100,000W/404-892-WKLS AOR
Atlanta Townhouse Motor Inn, Atlanta GA 30309
Owner - SJR Communications / No emps - 20 / GM - Dick
Meeder / PD - Drew Murray / Playlist - 45 / Oldies - 60% / Jing -
none / Synd - BBC, King Biscuit, Inner-View / Auto - no /
Reports to - KR RW BB / C load - 10 m / Promo - open

WKQQ/50,000W/606-252-6694 AOR
Box 100, Lexington KY 40501
Owner - Village Communications / No emps - 16 / GM - Peter
Jorgenson / PD - Dick Hungate / MD - same / News Staff - 3 /
Playlist - 30-40 LPs / Oldies - 50% / Jing - none / Synd - King
Biscuit, Rock Around the World, Daily Planet / Auto - no /
Interviews - open / Reports to - R&R CB / C load - 8 m / Promo
- anytime except 10am-2pm (airshift) / SM - Carl McNeill / 60
sec open rate - \$15.50

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 - Bill Hartnett; staff-5 / Playlist - 38 /
Oldies - 40% / Jing - TM / Synd - yes / Auto - no / Reports to -
CB / C load - 18 m / Promo - 10am-2pm / SM - Tom Connelly /
60 sec open rate - \$70

WKRQ/50,000W/513-381-5500 Top 40
1906 Highland Ave., Cincinnati OH 45219
Owner - Taft Bdcstg / No emps - 16 / GM - John Soller / PD -
Jim Fox / MD - Mark Elliott / ND - Carol McCormick; staff-4 /
Playlist - 30 / Oldies - 30% / Jing - none / Synd - none / Auto -
no / Interviews - open / Reports to - RR BB RW CR / C load -
10 m / Promo - M,W 9am-12n & 4-6pm / SM - Mike Costello /
60 sec open rate - \$48

WTKT/50,000W/301-485-2400 AOR
5200 Moravia Rd., Baltimore MD 21206
Owner - Key Bdcstg / GM - Carl Brenner / PD & MD - Steve
Cochran / Playlist - 65 / Oldies - 40% / Jing - none / Synd -
EBC, Rock Around The World, Earth News / Auto - no / Re-
ports to - WALRUS CB RW BB R&R 6 C load - 12 m / Promo -
M

erly Report Radio Quarterly Report Radio Quarterly Report

WKTM-FM/50,000W/803-554-7154 Top 40
Box 5758, N Charleston SC 29406
Owner - Ansley D Cohen Jr / No emps - 24 / GM - Bill Dudley /
PD - Booby Nash / MD - J Michaels / ND - John Paterson; staff-
1 / Playlist - 30 + LPs / Oldies - 25% / Jing - Cent 21 / Synd -
none / Auto - no / Interviews - occas / Reports to - BRANDON
KR / C load - 12 m / Promo - M-F 11am-1pm / SM - Mark Alan /
60 sec open rate - \$10.50

WKTQ-AM/5000W/412-531-9500 Top 40
Broadcast Plaza, Crane Ave., Pittsburgh PA 15220
Owner - Nationwide Communications / No emps - 50 / GM -
Steve Berger / PD - Bob Savage / MD - Geraldo Kowalski /
ND - Dick Grimes; staff-2 / Playlist - 30 / Oldies - 40% / Jing -
none / Synd - Earth News / Auto - no / Interviews - occas /
Reports to - R&R GAVIN RUDMAN RW BB POE CB / C load -
10 m / Promo - T (recommend appointment)

WKWK-AM/1000W/304-232-2250 Top 40
1201 Main St., Wheeling W VA 26003
Owner - Comm Svc Bdstg / No emps - 13 / GM - Tom Schlos-
ser / PD - Jim Roberts / MD - same / ND - Bill Murdock; staff-2 /
Playlist - 30 / Oldies - 30% / Jing - Tanner / Synd - Allison
Steele / Auto - no / Interviews - often / Reports to - RR RW CS
BG KR FMQ BB BC CB / C load - 14 u / Promo - T,W / SM -
Tom S

WKY/5000W/405-478-2930 Soft Rock
400 E Britton Rd., Oklahoma City OK 73114
Owner - Gaylord Bdstg / No emps - 40 / GM - Lee Smith / PD -
Bill Burkett / MD - Sandy Jones / ND - Jim Palmer; staff-6 /
Playlist - 23 / Oldies - 60% / Jing - none / Synd - none / Auto -
no / Interviews - major artists only / Reports to - all major
trades / C load - 14 m / Promo - any day except Monday / SM -
Tim Payne / 60 sec open rate - \$72

WKYS/50,000W/202-686-4321 Disco
4001 Nebraska Ave NW, Washington DC
Owner - NBC / GM - Frank Scott / OP - Gordon Peil / MD -
Candy Wessling / ND - Frank Barnako / Playlist - 30 / Oldies -
35% / Jing - none / Synd - none / Auto - yes / Reports to - RR
BB BC CB / C load - 12 m / Promo - open

WLAC/50,000W/615-256-0161 Top 40
159 4th Ave N, Nashville TN 37219
Owner - Billboard Pub. Inc. / No emps - 40 / GM - James Ward /
PD - Dick Owner / MD - John Conlee / ND - David Tower;
staff-5 / Playlist - 45 / Oldies - 30% / Jing - yes / Synd - Earth
News / Auto - no / Interviews - open / Reports to - R&R KR
BRANDON BDCSTG BG CB RW BB / C load - 14 m / Promo -
M,W,Th 10am-2pm / SM - Bill Byram / 60 sec open rate - \$75

WLAP-AM/5000W/606-293-0563 Adult Contemp.
Box 11670, Lexington KY 40511
Owner - Illinois Bdcstg Co / No emps - 26 / GM - James Allison
II / PD & MD - Dan Reynolds / ND - Ann Marshall; staff-4 /
Playlist - 42 / Oldies - 30% / Jing - Jam / Synd - AT 40 / Auto -
no / Interviews - open / C load - 18 m / Promo - 10-12 / Reports
to - RR / SM - James Allison II

WLAP-FM/50,000W/6-6=293=0563 Top 40
Box 11670, Lexington KY 40511
Owner - Illinois Bdcstg Co / No emps - 26 / GM - James Allison
II / PD & MD - Dan Reynolds / ND - Ann Marshall; staff-4 /
Playlist - 42 / Oldies - 50% / Jing - TM / Synd - Larry Black
Show (Sun morn Jesus/rock show) / Auto - yes, 100% / Inter-
views - none / Promo - 10-12 / SM - James Allison II

WLAV-FM/28,000W/616-456-5461 AOR
101-C Waters Bldg / Grand Rapids MI 49503
Owner - John Shepard / No emps - 15 / GM - John Shepard /
PD - Ed Buchanan / MD - Doc Donovan / ND - John Westman;
staff-3 / Playlist - 40+ / Oldies - 50% / Jing - none / Synd - Earth
News, Daily Planet, News Blimp, Rock Around the World, King
Biscuit / Auto - no / Interviews - occas / Reports to - R&R CB
RUDMAN / C load - 8-9 m / Promo - W-F 11-1:30 / SM - Den-
nis Lemon / 60 sec open rate - \$36

WLCS/1000W/504-383-4411 Top 40
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 - 34 / Oldies -
40% / Jing - none / Synd - none / Auto - no / Interviews - ltd. /
C load - 12 m / Promo - 10-4 / SM - Wilbur Lewis

WLCY-AM/5000W/813-577-1111 Top 40
Box 10,000, St Petersburg FL 33733
Owner - Rahall Comm / GM - Thos Watson / PD - John Lander /
MD - Ron Parker / ND - Nancy Hubbell; staff-1 / Playlist - 30 /
Oldies - 50% / Jing - TM / Synd - none / Auto - no / Interviews -
yes / Reports to - RR CS HR BB / C load - 12 m / 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-2
/ Playlist - 23 / Oldies - 60% / Jing - Bot Chant / Synd - AT 40 /
Auto - no / Interviews - no / Reports to - R&R CB / C load - 8 m
/ SM - Too Bon

erly Report Radio Quarterly Report Radio Quarterly Report

WLEE/5000W/804-288-2835 Contemporary
Box 8477, Richmond VA 23226
Owner - Nationwide Communication / No emps - 45 / GM -
Ralph Barnes / PD - Ken Curtis / ND - Dave Skinner; staff-2 /
Playlist - 33-36 / Oldies - 40-50% / Jing - Pams, TM / Synd -
none / Auto - no / Interviews - occas / Reports to - R&R BRAN-
DON RUDMAN POE BB CB RW / C load - 23 m / Promo -
open / SM - Al Lumeyer / 60 sec open rate - \$41

WLIB/10,000W/212-661-3344 Black
801 2nd Ave., New York NY
Owner - Inner City Bdstg / GM - Dorothy Brunson / PD - Al
Gee / ND - David Lamdell; staff-6 / Playlist - 64 / Oldies - 15% /
Jing - yes / Synd - Rap & Rhythm / Auto - no / Interviews -
yes / Reports to - RW BB CB / SM - Marvin Seller / 60 sec open
rate - \$48

WLIR/3600W/516-485-9200 AOR
175 Fulton Ave., Hempstead NY 11550
Owner - Stereo Bdcstrs Inc / No emps - 25 / GM - Elton Spitzer
/ PD - Joel Moss / MD - Dennis McNamara / ND - Ed Zeidner;
staff-3 / Playlist - none / Oldies - none / Jing - none / Synd -
Daily Planet, News Blimp / Auto - no / Interviews - open / Re-
ports to - RW WALRUS CB BB R&R BG KR / C load - 10 m /
Promo - 2 + 6, M-F / SM - Zim Barstein / 60 sec open rate - \$45

WLLE/500W/919-833-3874 Black
649 Maywood Ave., Raleigh NC 27602
Owner - WLLE Inc / GM - Rob Hankin / PD & MD - Paul
Engram / ND - Rick High / Playlist - 40 / Oldies - 15% / Jing -
none / Synd - In Hollywood, Sugar Hill / Auto - no / Interviews
- open / Reports to - BB CB BRE / C load - 12 m / Promo - Th,F
9-4 / SM - Butch Rochelle / 60 sec open rate - \$9

WLLH/250W/617-458-8486 Adult Contemp.
4 Broadway, Lowell MASS 01853
Owner - Arnold Lerner / No emps - 25 / GM - Arnold Lerner /
PD - Jack Peterson / MD - same / ND - Ron Gamache; staff-6 /
Playlist - 36 / Oldies - 40% / Jing - Pams, Synd - none / Auto -
no / Interviews - rarely / Reports to - GAVIN RUDMAN RW /
C load - 15 m / Promo - M-F 10am-2pm est / SM - Steve Chat-
rand

WLOB/5000W/207-775-2336 Adult Contemp.
779 Warren Ave., Portland ME 04101
Owner - Japat Corp / GM - Tim Bolorbroou / PD - Ryan Cotey /
MD - Bill O'Neal / ND - Mike Audet; staff-2 / Playlist - 23 /
Oldies - 50% / Jing - none / Synd - Inner-View / Auto - 5 hrs. /
Reports to - KR BB R&R BG / C load - 18 m / Promo - T,Th
10-2 / SM - Mike Stevens / 60 sec open rate - \$15

WLOF/5000W/305-293-2431 Top 40
Box 15746, Orlando FL 32808
Owner - Rounsaville Ent / No emps - 30 / GM - Carl Glicken /
PD - Tom West / MD - same / ND - Bill Thompson; staff-4 /
Playlist - 40 / Oldies - 30% / Jing - none / Synd - AT 40 / Auto -
no / Interviews - occas / C load - 16 m / Promo - open / SM -
George Meyers

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 / Jing - cust / Synd - In Hollywood, Westwood One
/ Auto - no / Interviews - prearranged / Reports to - none /
C load - 18 m / Promo - M-F / SM - Dwain McElroy / 60 sec
open rate - \$20

WLPL/20,000W/301-358-4600 Top 40
6625 Reistertown Rd., Baltimore MD 21215
Owner - United Bdcstg Co / No emps - 30 / GM - Maynard
Grossman / OM - Bill Parris / MD & PD - John Moen / Playlist -
25 / Oldies - 40% / Jing - none / Synd - Hot News / Auto - no /
Interviews - occas / Reports to - RW CB / C load - 12 m / Promo
- M,T / SM - Brock Abernathy / 60 sec open rate - \$40

WLRS/3000W/502-585-5178 AOR
800 S 4th St., 907, Louisville KY 40203
Owner - Kentucky Tech Inst / GM - Louisa Henson / MD -
Austin Vali / ND - Mick Dolan; staff-1 / Playlist - 40 / Oldies -
35% / Jing - none / Synd - London Report, Daily Planet, News
Blimps / Auto - no / Interviews - occas / Reports to - WALRUS
RR BG / C load - 10 m / Promo - 10-2pm M-F / SM - Dave
Littrell / 60 sec open rate \$28

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 / Playlist - 18-20 /
Oldies - 50% / Auto - no / Interviews - Music People on Sun,
others open / Reports to - BB RW CB GAVIN BRENNEMAN /
C load - 11½ m / Promo - W 9:30-11:30am / SM - Joe Parish /
60 sec open rate - \$235

WLSQ/1000W/205-264-6449 Rock
Box 8147, Montgomery AL 36110
Owner - Cleve Brian / GM - Gene Moorhead / PD - O'Henry
Allen / MD - Charlie Thomas / ND - Gene Sommers; staff-1 /
Playlist - 25 / Oldies - 40% / Jing - Jams / Synd - none / Auto -
no / Reports to - BB / C load - 8 m / Promo - Th

terly Report Radio Quarterly Report Radio Quarterly Report

WLW/50,000W/513-241-9597 MOR
 10280 Buxton Ln., Cincinnati OH 45202
 Owner - Queen City Bdcst / No emps - 50 / GM - CK Murdock /
 PD - Jack Lawyer / MD - Susan Howe / ND - Bill Ridenour;
 staff-4 / Playlist - 40 / Oldies - 25% / Jing - TM / Synd - none /
 Auto - no / Reports to - BG RR BB / C load - 18 m / Promo - W
 / SM - Michael Gavin / 60 sec open rate - \$125

WLUP/6000W/312-440-5289 AOR
 875 N Michigan Ave., Chicago ILL 60611
 Owner - Phil Chess / No emps - 28 / GM - Terry Chess / PD -
 J Blackburn / MD - Bill Evans / ND - Greg Budell; staff-3 / Play-
 list - 60 LPs / Oldies - 60-70% / Jing - none / Synd - Rock
 Around The World / Auto - no / Interviews - open / Reports to -
 R&R BB / C load - 5 m / Promo - T,W / SM - Jim Robinson

WLYV/1000W/219-743-3443 Mod. Country
 925 Anthony Wayne Bank Bldg., Ft Wayne IN 46808
 Owner - Golden Bear Comm / No emps - 20 / GM - Herb Weber
 / PD - Tom Williams / MD - same / Playlist - 65 / Oldies - 20% /
 Jing - Pams / Synd - none / Auto - no / Interviews - open /
 Reports to - BB RW BG / C load - 18 m / Promo - 9-5 M-F / SM
 - Herb Weber / 60 sec open rate - \$33

WMAK/5000W/615-256-6556 Top 40
 810 Division St., Nashville TENN 37203
 Owner - Mooney Bdcstg / No emps - 32 / GM - Sam Trent /
 PD - Chris Hampton / MD - Cleveland Wheeler / ND - Paul Dick-
 erson; staff-5 / Playlist - 30 / Oldies - 20% / Jing - Jam / Synd -
 none / Auto - no / Interviews - open / Reports to - BB RW CB
 BG R&R RUDMAN RMR BRENNEMAN POE / C load - 12 m /
 Promo - open / SM - Tex Myer / 60 sec open rate - \$33

WMAL-AM/5000W/202-686-3000 MOR
 4400 Jennifer St., NW Wash DC 20015
 Owner - ABC / No emps - 75 / PD - Mark Kuhn / MD - Bonnie
 Smith / ND - Ted Landphair; staff-25 / Playlist - 45 / Oldies -
 some / Jing - Heller / Synd - none / Auto - no / Interviews -
 some / Reports to - BR BG / C load - 18 m

WMAQ/50,000W/312-861-5555 Country
 Merchandise Mart, Chicago IL 60654
 Owner - NBC / GM - Burton Sherwood / PD - Bill Hennes / MD -
 Colleen Cassidy / ND - Rich Rieman; staff-10 / Playlist - 30 /
 Oldies - 60% / Jing - TM / Synd - none / Auto - no / Interviews -
 occas / Reports to - RW / C load - 14½ m / Promo - open /
 SM - John Bibbs / 60 sec open rate - \$220

WMAS/1000W/413-737-1414 MOR
 101 West St., Springfield MA 01104
 Owner - Valley Bdcstrs Inc / GM - Zack Land / PD - Stan Brooks
 / MD - Chris McCloud / ND - Dan Haggerty; staff-2 / Playlist -
 50 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Inter-
 views - occas / C load - 18 m / Promo - open

Radio Quarterly Report Radio Quarterly Report Radio Quar

WMAZ AM-FM/50 & 100,000W/912-746-7311 Adult Contemp
Box 5008, Macon GA 31208 Top 40
Owner - Multimedia / GM - Albert Sanders / PD - Bill Powell /
MD - Steve Murphy / ND - Bill Tribble; staff-9 / Playlist - 55 /
Oldies - 15% / Jing - Cent 21, Drake-Chenault / Synd - FM
Drake Chenault Solid Gold / Auto - FM-100% / Interviews -
none / Reports to - BG / C load - 18 m AM, 12 m FM / SM -
Otis Hughes / 60 sec open rate - \$36

WMBD/5000W/309-688-3131 MOR
212 SW Jefferson, Peoria IL 61602
Owner - Midwest TV / GM - Wm Brown / PD - Bill Rogers / MD
- Tom Patterson / ND - Duane Wallace; staff-18 / Playlist - 40 /
Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews
- Topic 1-2pm / Reports to - none / C load - 12-14 m / Promo -
M-F 2-5pm / SM - Tom Greer / 60 sec open rate - \$32

WMBM/1000W/672-1100 R&B
814 First St., Miami Beach FL 33139
Owner - Community Bdcstrs Svc. / No emps - 17 / GM - Allan
Margolis / PD - Ralph Featherstone / MD - same / ND - Rev
Alfonza Mozell; staff-1 / Playlist - 40 / Oldies - 10% / Jing -
WMBM, Rock & Soul / Synd - none / Auto - no / Interviews -
open / Reports to - RW / C load - 15 m / Promo - not often /
SM - Jack Speigel / 60 sec open rate - \$20

WMBR/5000W/904-786-1131 Adult Contemp.
Box 6877, Jacksonville FL 32205
Owner - Rounsaville / GM - Bud Conwell / PD - Bob O'Brian /
MD - Craig Hines / News Staff-4 / Playlist - 40 / Oldies - 50% /
Jing - TM / Synd - none / Auto - no / Interviews - none / Re-
ports to - KR / C load - 14 m / Promo - M / SM - Wait Friend /
60 sec open rate - \$45

WMDI/3000W/814-796-2085 AOR
Box 256, McKean PA 16426
Owner - Micro Dawn Inc / No emps - 10 / GM - Keith Shider-
mantle / PD - Garrett Hart / MD - same / ND - Chuck Campbell;
staff-2 / Playlist - 30 LPs / Oldies - 40% / Jing - none / Synd -
King Biscuit, Rock Around The World, BBC, Earth News /
Auto - no / Interviews - open / Reports to - WALRUS / C load -
8 m / Promo - 11 & 12 M-F / SM - Bill Welsh / 60 sec open rate -
\$6

WMEE/5000W/219-447-5511 Top 40
2915 Maples Rd., Ft Wayne IN 46808
Owner - Pathfinder Comm / No emps - 30 / GM - Bob Elliott /
PD - John Spangler / MD - same / ND - Robert Cohen; staff-4 /
Playlist - 30 / Oldies - 37% / Jing - TM / Synd - none / Auto -
no / Interviews - yes / Reports to - R&R KR / C load - 12 m /
Promo - 10-2 / SM - Walt Steffan / 60 sec open rate - \$38

terly Report Radio Quarterly Report Radio Quarterly Report

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 / Oldies - 15% / Jing - Tanner / Synd - none / Auto - no / Interviews - none / Reports to - BG / C load - 14 m / Promo - T 11-2 / SM - Tom Weberling / 60 sec open rate - \$5.05

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 / Oldies - 50% / Jing - TM / Synd - AT 40, Nat'l LP Cntdn / Auto - no / SM - Tom Chuisano / 60 sec open rate - \$110

WMGC/5000W/216-391-1260 Soft Rock
 3940 Euclid Ave., Cleveland OH 44115
 Owner - Globe Bdcstg / GM - Dick Conrad / PD - Jeff Baxter / MD - same / ND - Walt Henrich; staff-4 / Jing - none / Synd - RW Morgan, Casey Casem / Auto - mid - 6am M-Sun / Interviews - open / Reports to - BB CB RW / C load - 8 m / Promo - open / SM - Jim Nau / 60 sec open rate - \$40

WMJX/100,000W/305-538-5321 Top 40
 825 41st St., Miami Beach FL 33140
 Owner - Bartell Bdcstg / GM - Morton Hodgson / PD - Joel Denver / MD - Jack Forsythe / ND - Mike McClellan; staff-2 / Playlist - 25-30 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - BB CB BG KR RR / C load - 8 m / Promo - M 12-5 / SM - Skip Tash / 60 sec open rate - \$46

WMLB/1000W/203-521-1550 Mod. Country
 630 Oakwood Ave., W Hartford CT 06110
 Owner - 1550 Country Radio Inc / No emps - 12 / PRES. - Barry R Chaiken / PD - Don Marshall / MD - same / ND - same; staff-2 / Playlist - 60 / Oldies - 25% / Jing - Tanner / Synd - none / Auto - none / Interviews - phone / Reports to - BB / C load - 18 m / Promo - M-F 12-5 / SM - Mary Blumberg / 60 sec open rate - \$12

WMMR/25,000W/215-561-0933 AOR
 19th & Walnut Sts., Philadelphia PA 19103
 Owner - Metromedia / No emps - 22 / GM - Dom Fioravanti / PD - F Paul Fuhr / MD - same / ND - Bill Bitka; staff-3 / Playlist - 500 / Oldies - yes / Jing - none / Synd - BBC, King Biscuit, Live Concerts / Auto - no / Interviews - 10-2 M-F / Reports to - RW CB BB WALRUS / C load - 9 u / Promo - open / SM - Richard Marks / 60 sec open rate - \$60

Radio Quarterly Report Radio Quarterly Report Radio Quar

WMMS-FM/32,000W/216-781-9667 AOR
 Cleveland Plaza, Euclid Ave at E12th St., Cleveland OH 44115
 Owner - Malrite of Ohio / GM - Gil Rosenwald / PD - John Gorman / MD - Shelley Stile / ND - Ed "Flash" Ferenc / Playlist - various / Oldies - various / Jing - none / Synd - King Biscuit, BBC, Rock Around The World / Auto - no / Interviews - contin / C load - 8 m / Promo - open / SM - Walt Tiburski / 60 sec open rate - \$101

WMOH/1000W/513-863-6800 Top 40
 220 High St., Hamilton OH 45011
 Owner - Raymar Comm / No emps - 20 / GM - Bill McRae / PD & MD - Joe London / ND - Bob Long; staff-3 / Playlist - 30+ / Oldies - 25-40% / Jing - Tanner / Synd - Rock Around The World, Larry Black Show Scan / Auto - no / Interviews - welcome / Reports to - BG / C load - 14 m / Promo - F 2-5 / SM - Richard Delaney / 60 sec open rate - \$17

WMQM/5000W/901-523-1604 Religious
 Hotel Chisca, 272 S Main St., Memphis TN 38113
 Owner - Kurt Meers / GM - NX Ashburn / PD - Sam Felts / MD - John Evans / ND - Gary Todd; staff-3 / Playlist - 45 / Oldies - 25% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - none / C load - 12 m / Promo - before 1pm M-F / SM - John Evans

WMT-AM/5000W/319-395-6000 MOR/Talk
 Box 2147, Cedar Rapids, IA 52406
 Owner - Orion Bdcstg / No emps - 50 / GM - Kelly Atherton / PD - Joe Martell / MD - Rick Sellers / ND - Bruce Northcott; staff-24 / Playlist - 50 / Oldies - 15% / Jing - Pams / Synd - John Doremus / Auto - no / Interviews - open / Reports to - BG / C load - 18 m / Promo - anytime / SM - Perry Kidder / 60 sec open rate - \$82

WMZQ/50,000W/202-338-8700 Country
 1680 Wisconsin Ave., NW, Washington DC 20007
 Owner - Sonderling / No emps - 22 / GM - Mike Cohen / PD - Bill Figenshu / MD - Jerry Paxon / ND - John Christopher; staff-2 / Playlist - 40-45 / Oldies - varies / Jing - Jam / Synd - Country Crossroads / Auto - no / Interviews - occas / Reports to - all / C load - 8 m / Promo - T 3-5, W 3-5 / SM - Mike Cohen / 60 sec open rate - \$40

WNAP/50,000W/317-924-5211 Rock
 2835 N Illinois, Indianapolis IN 46208
 Owner - Fairbanks / No emps - 20 / GM - Roy Cooper / PD - Chris Conner / MD - same / ND - Fred Heckman / Playlist - 35+ / Oldies - 5% / Jing - Heller / Synd - none / Auto - no / Reports to - RR

terly Report Radio Quarterly Report Radio Quarterly Report

WNBC/50,000W/212-664-4444 **Adult Contemp**
30 Rockefeller Plaza, New York NY
Owner - NBC / No emps - 50 / GM - Charles Warner / PD - Bob Pittman / MD - Jeff Mazzei / ND - Alan Walden; staff-10 / Playlist - 33 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - Imus / Reports to RR RW BB BG CB / C load - 14 m / Promo - open / SM - Dick Logan / 60 sec open rate - \$250

WNBH/1000W/617-999-5228 **Contemporary**
737 County St., New Bedford MASS 02809
Owner - Hall Communications Inc / No emps - 25 / GM - Paul Levesque / PD - Bob Hollands / MD - same / ND - Steve Sharick; staff-3 / Playlist - 35-40 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - FMBQ POE HAMILTON SCENES / C load - 15 m / Promo - M-F 10am-12n / SM - Bill Baldwin

WNCI/185,000W/614-846-3698
4900 Sinclair Rd., Columbus OH 43229
Owner - Nationwide Comm / No emps - 25 / GM - Harold Hinson / PD - E Karl / MD - Chris Edmonds / ND - Tom Rizzo; staff-2 / Playlist - 25 / Oldies - 50% / Jing - Pams / Synd - AT 40 / Auto - no / Reports to - BG / C load - 12 m / Promo - T,W / SM - Joel Schwartz / 60 sec open rate - \$80

WNDE/5000W/317-257-7565 **Top 40**
6161 Fall Creek Rd., Indianapolis IN 46220
Owner - Rahall Comm / GM - John Piccirillo / PD - Dave Parks / MD - Jeff Lucifer / ND - David Harding; staff-3 / Playlist - 30 / Oldies - 45 / Jing - Jam / Synd - none / Auto - no / Interviews - open / Reports to - KR RR BG / C load - 12 m / Promo - M-W 10am-1:30pm / SM - Denny Rossman / 60 sec open rate - \$95

WNDR/5000W/315-446-1515 **Adult Contemp**
Box 1212, Syracuse NY 13201
Owner - Tower Cdestg / No emps - 38 / GM - Frank Small / PD - Dave Laird / MD - Same / ND - Dick Mastriano; staff-6 / Playlist - 35-40 / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - none / Reports to - CB / C load - 16 m / Promo - Before 1PM M-F / SM - George Plavocos / 60 sec open rate - \$20

WNEU/5,000W/304-233-1470 **Adult Contemp**
Box 6462, Wheeling W VA 26003
Owner - Radio Wheeling, Inc. / No emps - 20 / GM - Gene B. Johnson / PD - Mike McVay / MD - John Ashton / ND - Donald Wayne; staff-3 / Playlist - 35-40 / Oldies - 30% / Jing - TM / Synd - Powerline, Master Control / Auto - No / Interview - open / Reports to - RR RW HAMILTON'S "CHINA COVE" / C load - 12 m / Promo - 10AM-5PM M-F / SM - Neil Fondas / 60 sec open rate - \$15

Radio Quarterly Report Radio Quarterly Report Radio Quar

WNEW/ 50,000W/212-986-7000 MOR
565 5th Ave, New York NY 10017
Owner - Metromedia / GM - Bill Dalton / PD - Dean Tyler / MD - Same / ND - Jim Gordon; staff-15 / Playlist 40-50 LPs / Oldies - 40-50% / Jing - Larry Green, Custom / Synd - none / Auto - no / Interviews - William B. Williams SHOW / Milkman's Matinee / Reports to - RR RW BB / C load - 18 m / Promo - open / SM - Bill Hogan / 60 sec open rate - \$235

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 - unltd / Oldies - var / Jing - none / Synd - King B, BBC, Earth News / Auto - no / Interviews - open / Reports to BG BB CB RW RR WALRUS / C load - 10 u / Promo - open / SM - Mike Kakoyiannis

WNEX/1,000W/912-745-3301 Top 40
Box 6318, Macon GA
Owner - Macon Bdstg / No emps - 18 / GM - Al Lower Jr / PD - Terry Taylor / MD - Terry Taylor / ND - Dennis Hayes; staff-4 / Playlist - 40 / Oldies - 35% / Jing - JAM / Synd - RW Morgan / Auto - no / Interviews - yes / Reports to - RR CB / C load - 13 m / Promo - 12-3 M-F / SM - Charlie Colter / 60 sec open rate - \$4.50

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 / Oldies - 40 / Jing - Toby Arnold / Synd - none / Auto - no / Interviews - none / Reports to RR / C load - 12 u / Promo - open / SM - Joan Harrelson / 60 sec open rate \$78.00

WNOK-AM6803-776-1230 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 / Oldies - 35% / Jing - JAM / Synd - Larry Black Show / Auto - no / Interviews - none / Reports to - RR BB / C load - 14 m / Promo - 10-2

WNOR/1000W/804-623-9667 Adult Contemp
700 Monticello Ave, Ste 555, Norfolk VA 23510
Owner - Commonwealth Bdstg / GM - Fred Gage / PD - Mike Deeson / MD - Phil Beckman / ND - Sue Billingsley; staff-5 / Playlist - 27 / Jing - Sundance / Synd - HB / Auto - no / Interviews - seldom / Reports to - RR KR / C load - 20 u / Promo - 10-4 F / SM - Dennis Scheeler

WNOX/10,000W/615-523-3171 Top 40
4400 Whittle Springs Rd, Knoxville TN 37917
Owner - Scripps-Howard / No emps - 27 / GM - Peter R. Dreyer
/ PD - Eddy Roy / MD - Russ Brown / ND - Jim Fairchild; staff-
3 / Playlist - 60 / Oldies - 40% / Jing - PAMS / Synd - At 40,
Wolfman, Star Trak / Auto - no / Interviews - in concert / Re-
ports to - RR BB / C load - 12 m / Promo - afternoon / SM - Bob
Byerley / 60 sec open rate - \$26

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 / Oldies -
25% / Jing - none / Synd - none / Auto - no / Interviews - occas /
Reports to - CB RW GAVIN RR BB / C load - 12 m / Promo -
open / SM - Mark Sciumfica / 60 sec open rate - \$16

WNUW-FM/50,000W/414-347-1250 Beautiful
200 N Jefferson, Milwaukee WI 53202
Owner - Consolidated Bdcstg / GM - Jack Lee / Op Mgr - Bob
Moke / MD - none / ND - Doug Kiel; staff-4 / Synd - FM 100 /
Auto - 24 hrs / Reports to - none / C load - 10 m / SM - Dick
Williams / 60 sec open rate \$12

WNYN/500W/216-456-8396 Country
1515 Cleveland Ave NW, Canton OH 44073
Owner - Keyes Corp / No emps - 15 / GM - Don Keyes / PD -
Bob Walker / MD - same / ND - Bruce Knox; staff-2 / Playlist -
50 / Oldies - 50% / Jing - Tanner, Country Sunshine / Synd -
Country Roads / Auto - no / Interviews - occas / Reports to -
RR BB / C load - 12 m / Promo - 10AM-1PM M-W-Th / SM -
Chet Hollinger / 60 sec open rate - \$12

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 / Oldies -
60% / Jing - PAMS / Synd - none / Auto - no / Interviews - none
/ Reports to - RR BG BB / C load - 22 m / Promo - no

WOHO/1000W/419-255-1470 Top 40
2965 Pickle Rd, Oregon OH 43616
Owner - Lewid Dickie / No emps - 40 / GM - Don Armstrong /
PD - Ken Deutsch / MD - same / ND - Craig Edwards; staff-1 /
Playlist - 40 / Oldies - 40% / Jing - JAM / Synd - At 40 / Auto -
no / Interviews - none / Reports to - RR / C load - 13 m / Promo
- open / SM - Gary Popkins / 60 sec open rate - \$25

WOKJ/50,000W/601-948-1515 Top 40
Box 3320, Jackson MS 39207
Owner - Tri Cities Bdcstg / GM - Zane Roden / PD - Dick Dawkins / MD - Bob Kaye / ND - Bruce Payne; staff-3 / Playlist - 40 / Oldies - 15% / Jing - Audio Sellers / Synd - none / Auto - no / Interviews - none / Reports to - BB CB BRE TURN-TABLE / C load - 15 m / Promo - 9-3 W-Th / SM - George Lund / 60 sec open rate - \$13

WOKO/5000W/518-449-1460 Mod Country
41 State St, Albany NY 12201
Owner - Area Radio Inc / GM - Joe Gunther / PD - Lee Philips / MD - same / ND - Bryan Jackson; staff-3 / Playlist - 60+ LPs / Oldies - 33% / Jing - Tanner / Synd - none / Auto - no / Interviews - none / Reports to - RR RW BC / C load - 18 m / Promo - 3-5PM / SM - Jeff Clark / 60 sec open rate - \$28

WOKS/1000W/404-324-0261 Black
1115 14th St, Columbus GA 31906
Owner - Ken Woodfin / GM - same / PD - Cornelius Baily / MD - same / ND - Ed Habison; staff-1 / Playlist - 40 / Oldies - 15% / Jing - none / Synd - none / Auto - no / Interviews - live / Reports to - none / C load - 18 m / Promo - open / SM - John Burns / 60 sec open rate - \$9

WOKY/5000W/414-442-0150 Top 40
3500 N Sherman, Milwaukee WI 53216
Owner - Bartell / No emps - 50 / GM - Bill Jaeger / PD - Jim Brown / MD - Vicki Tietz / ND - Steve Silverman; staff-5 / Playlist - 30 / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - no / Reports to - BB GAVIN RR RUDMAN RW POE / C load - 12 m / Promo - anytime / SM - Roland Abrams

WOL/1000W/202-338-5600 Black
1680 Wisconsin Ave NW, Washington DC 20007
Owner - Sonderling / GM - Jim Kelsey / PD - Cortez Thompson / MD - Nancy Caliman / ND - Herman Washington; staff-5 / Playlist - 55 / Oldies - none / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to CB BB RW BG / C load - 14 m / Promo - T-W / SM - Tim O'Sullivan / 60 sec open rate - \$59

WOLF/1000W/315-422-7211 Top 40
Box 1490, Syracuse NY 13201
Owner - Regional Bdcstg / GM - Tom Shine / PD - John Gabriel / MD - same / ND - Ron Bee; staff-2 / Playlist - 30 / Oldies - 50% / Jing - none / Synd - Record Report / Auto - no / Interviews - open / Reports to - RR CB / C load - 10-12 m / Promo - 12-3 M-F / SM - Don Brown / 60 sec open rate - \$24

erly Report Radio Quarterly Report Radio Quarterly Report

WOMC/195,000W/313-546-9600 MOR

2201 Woodward Heights Blvd, Detroit MI 48220

Owner - Metromedia / No emps - 25 / GM - Carl Brazell / PD - Dave Shafer / MD - Bob Chenault / ND - Bob Bean; staff-3 / Playlist - 40 / Oldies - 40% / Jing - Artie Fields / Synd - none / Auto - no / Interviews - none - Reports to - GAVIN / C load - 8 m / Promo - open / SM - Jim Mulla / 60 sec open rate - \$100

WOMP/13,500W/614-676-5661 AOR

Box 448, Bellaire OH 43906

Owner - TR Inc / GM - Robert Andre / PD - Roy Stuewe / ND - Howard Munroe; staff-3 / Playlist - 35 / Oldies - 30% / Jing - none / Synd - King B, Rock Around the World, The Solid Rock / Auto - no / Interviews - open / Reports to - none / C load - 12 m / Promo - open / SM - Gus Wright / 60 sec open rate - \$8

WONE/5000W/513-224-1501 Country

11 S Wilkinson St, Dayton OH 45402

Owner - Group One Bdstg / No emps - 48 / GM - Donald L. Kidwell / Op Mgr - Terry Wood / MD - same / ND - Kent Scott; staff-8 / Playlist - 30 / Oldies - 30% / Jing - TM / Synd - none / Auto - no / Interviews - open, major only / Reports to - RR BB RW CB / C load - 18 m / Promo - T-F / SM - Don Schwartz / 60 sec open rate - \$42

WORC/5000W/617-799-0581 Contemp

8 Portland St, Worcester MASS 01608

Owner - Roger Knowles / No emps - 22 / GM - Ed Deedy / PD - Chris Roberts / MD - Dave O'Gara / ND - Phil Lagios; staff-3 / Playlist - 30 / Oldies - 20% / Jing - none / Synd - Rock Around World, Star Trak / Auto - no / Interviews - open / Reports to - RR CB RW BB GAVIN / C load - 18 m / Promo - 10-2PM M-F / SM - Bill Fallon / 60 sec open rate - \$30

WORD/5000W/803-583-2711 Adult Contemp

Box 3257, Spartanburg SC 29304

Owner - Tony Brooks / No emps - 30 / GM - Tony Brooks / PD - Steve McCoy / MD - Billy Mac / ND - Aussie Geer; staff-3 / Playlist - 40-45 / Oldies - 45% / Jing - PAMS / Synd - Natl LP Countdown / Auto - no / Interviews - open / Reports to - RMR BB / C load - 18 m / Promo - open / SM - Tom Hearndon

WORG/1000W/803-536-1580 Adult Contemp

Drawer 1386, Orangeburg SC 29115

Owner - Ed Crapps / GM - Marion Garris / PD - Marida / MD - same / ND - Ron Shuler; staff-2 / Playlist - 36 / Oldies - 15% / Jing - Tanner / Synd - RW Morgan / Auto - no / Interviews - none / Reports to - RR BG BB / C load - 12 m / Promo - 2-5 T / SM - Marion Garris / 60 sec open rate - \$8

WORJ/100,000W/305-298-5510 AOR
 2001 Merci Dr, Orlando FL 32808
 Owner - Orland Radio TV / GM - Emil Corona / PD - Bill McGathy / MD - same / ND - Phil Hendrie; staff-2 / Playlist - var / Oldies - 60% / Jing - none / Synd - Daily Planet, News Blimps / Auto - no / Interviews - occas / Reports to - CB RW BB WALRUS FMQ RR CNW / C load - 10 u / Promo - Th PMs / SM - A. L. Baker / 60 sec open rate \$28

WOSH/3000W/414-235-3150 Adult Contemp
 2333 Bowen, Oshkosh WI 54901
 Owner - Value Radio / No emps - 25 / GM - Phillip Robbins / PD - Dan Davis / MD - same / ND - Ruth Anne Heeter; staff-5 / Playlist - 33 / Oldies - 40% / Jing - TM / Synd - Daily Planet, Inner-view, Earth News / Auto - 60% / Interviews - afternoons / Reports to - RW / C load - 12 m / Promo - AMs M-F / SM - Phillip Robbins / 60 sec open rate - \$12.50

WOW/5000W/402-592-3500 Top 40
 11128 John Galt Blvd, Omaha NE 68137
 Owner - Meredith Corp / No emps - 40 / GM - Jim Eddens / PD - Erik Foxx / MD - same / ND - Pat Kelly; staff-7 / Playlist - 23 / Oldies - 50% / Jing - TM / Synd - Wolfman, LP Cntdn / Auto - no / Interviews - regularly / Reports to - RR RW / C load - 12 m / Promo - open / SM - Dick Martin

WOWO650,000W/219-424-2400 MOR
 203 W Wayne St, Ft Wayne IN 46802
 Owner - Gry W / GM - Daniel F. Friel, Jr. / PD - Bob K / MD - Sam DeVincent / ND - Art Saltsberg; staff-7 / Playlist - 28 / Oldies - 50% / Jing - TM / Synd - RW Morgan / Auto - no / Interviews - none / Reports to - none / Promo - open / SM - Eric N. Stenberg

WOXR/3,000W/513-523-8411 AOR
 118 E High St, Oxford OH 45056
 Owner - BGS Bdcstg / No emps - 8 / GM - Mike Sisson / PD - same / MD - Doc Morehouse / ND - Jeff Kingsbury; staff-3 / Playlist - 80 LP cuts / Oldies - 33% / Jing - none / Synd - Allison Steel Biographies, Green Hornet, A Joyful Noise, Daily Planet / Auto - no / Interviews - welcome / Reports to - RR / C load - 8 m / Promo - by appt / SM - Mike Sisson / 60 sec open rate - \$6.50

WPCE/1000W/804-622-4600 Black Gospel
 1010 Park Ave, Norfolk VA 23507
 Owner - Tidewater Radio / GM - L. E. Willis, Sr. / PD - Leonard Ware / MD - same / Playlist - 40 / Oldies - 10% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - none / Reports to - BB RW / C load - 18 m / Promo - W / SM - Stuart H. Barondes / 60 sec open rate - \$24

erly Report Radio Quarterly Report Radio Quarterly Report

WPEZ/50,000W/412-322-5500 Top 40
1 Allegheny Sq, Pittsburgh PA 15212
Owner - WWSW Inc / No emps - 22 / GM - Gil Rozzo / PD - Lee Douglas / MD - Beau Raines / ND - Jane Clark; staff-2 / Playlist - 40+ / Oldies - 30-50% / Jing - none / Synd - At 40 / Auto - no / Interviews - occas / Reports to - RR BG KR POE / C load - 10 m / Promo - open / SM - Bob Sill / 60 sec open rate - \$90

WPJB-FM (JM-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 Cabral; staff-2 / Playlist - 50 / Oldies - none / Jing - PAMS / Synd - Earth News / Auto - no / Interviews - not usually / Reports to - RR / C load - 7½ m / Promo - T / SM - Dave Seaton / 60 sec open rate - \$35

WPLR/10,000W/203-777-6617 AOR
1294 Chapel St, New Haven CT 06510
Owner - General Communicort / No emps - 30 / GM - Robert G. Herpe / PD - Barry Grant / MD - Gordon Weingarth / ND - Terry Branham; staff-3 / Playlist - LPs / Oldies - 10% / Jing - none / Synd - Inner-View / Auto - no / Interviews - major only / Reports to - BB WALRUS RW CB / C load - 9 m / Promo - T / SM - Jake Russell / 60 sec open rate - \$75

WPOC/50,000W/301-366-FM93 Country
711 W 40th, Baltimore MD
Owner - Nationwide Comm / GM - David Fuelhart / PD - Larry Clark / MD - Danny Reese / ND - Tom Cheche; staff-4 / Playlist - 35 / Oldies - 45% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - RR BB BC / C load - 12 m / Promo - 10-5PM M-F / SM - Bill Branch

WPRO-FM/50,000W/401-433-4200 Top 40
1502 Wampanoag Trail, Providence RI 02915
Owner - Capital Cities / No emps - 35 / GM - Dick Rakovan / PD - Gary Berkowitz / MD - same / ND - Frank Daly; staff-6 / Playlist - 30 / Oldies - 30% / Jing - JAM, Logo Set, PAMS, Energy One / Synd - RW Morgan Record Report / Auto - no / Interviews - occas / Reports to - GAVIN RR RUDMAN RW CB / C load - 12 m / Promo - 8-10AM 2-5PM T, by appt / SM - Bill Campbell / 60 sec open rate - \$40

WPTR/50,000W/518-456-1144 Adult Contemp
4243 Albany St, Albany NY 12205
Owner - WPTR / No emps - 35 / GM - Geo Geib / PD - Brian Scott / MD - Don Brooks / ND - Roy Frank; staff-4 / Playlist - 25 / Oldies - 35% / Jing - none / Synd - none / Auto - no / Interviews - open / Reports to - BB CB RR BG / C load - 16 m / Promo - 1-7PM M-T / SM - Bob Ausfeid / 60 sec open rate - \$38

WQAM/5,000W/305-531-6651 Top 40

767 41st St, Miami Beach FLA 33140

Owner - Storz / No emps - 24 / GM - Ron Ruth / PD - Jim Dunlap / MD - same / ND - Dave Ryder; staff-3 / Playlist - 25-30 / Oldies - 33 1/3% / Jing - none / Synd - none / Auto - no / Interviews - occas / Reports to BB CB RW VARIETY RUDMAN / C load - 18 m / Promo - 9AM-5:30PM

WQBK/3,000W/518-462-5555 AOR

Box 1300, Albany NY 12201

Owner - People Comm / No emps - 15 / GM - Laurence Barnet / PD - Jack Hopke / MD - Walter Pelton / Jing - none, expanded playlist / Synd - Earth News, ABC-FM / Auto - no / Interviews - none / Reports to - RR / C load - 8 m / Promo - none / SM - Paul McDermott / 60 sec open rate - \$15.50(AM) \$14.50(FM)

WQFM/50,000W/414-276-2040 AOR

606 W Wisconsin Ave, Milwaukee WI 53203

Owner - Sharmrock / No emps - 28 / GM - Tony Smith / PD - Ms Bobbin Beam / MD - same / ND - Susan Wirth; staff-5 / Playlist - var / Oldies - var / Jing - none / Synd - King B, Rock Around World, BBC / Auto - no / Interviews - as scheduled / Reports to - WALRUS RUDMAN RR BB RW / C load - 12 u / Promo - after 1PM, T, Th / SM - none / 60 sec open rate - \$42

WQID/100,000W/601-388-2323 Top 40

Box 4604, Biloxi MS 39533

Owner - New South Comm / No emps - 32 / GM - Wayne Vowell / PD - Bob Lima / MD - same / ND - Jon Stephenson; staff - 3 / Playlist - 30-37 / Oldies - 40-50% / Jing - none / Synd - AT 40 / Auto - no / Interviews - some / Reports to - GAVIN RR RW / C load - 10 m / Promo - After 1PM, M-T / SM - Lynn Cole / 60 sec open rate - \$8.50

WQNZ-FM/100,000W/601-442-6695 Top 40

Box 768, Natchez MISS 39120

Owner - First Natchez Corp / No emps - 11 / GM - Mrs. Marie Perkins / PD - Haynes Ford / MD - same / ND - Kevin Carson; staff-1 / Playlist - 30 / Oldies - 25% / Jing - TM / Synd - Rock Around World, King B / Auto - 3 hrs/day / Interviews - open / Reports to - GAVIN / C load - 6 m / Promo - after 3PM CDT, M-F / SM - William S. Perkins / 60 sec open rate - \$4.25

WQOK/5000W/803-246-8960 Top 40

Box 7777, Greenville SC 29608

Owner - WQOK Inc / No emps - 40 / GM - T. C. Hooper / PD - Steve Chris / MD - Gary Jackson / ND - Alan Mason; staff-3 / Playlist - 34 / Oldies - 40% / Jing - JAM / Synd - AT 40 / Auto - no / Interviews - none / Reports to - BG / C load - 12 u / Promo - 1-4, T, Th / SM - Robert Nations / 60 sec open rate - \$20.00

WQPD/5000W/803-682-3142 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 / Oldies - 30% / Jing - PAMS / Synd - none / Auto -
no / Interviews - in town / Reports to - KR BB CB / C load -
11 m / Promo - 12-3 M-W / SM - Bob Kelly / 60 sec open rate -
\$10

WQSM/100,000W/919-867-0121 Top 40
Box 35297, Fayetteville NC 28303
Owner - Cape Fear Bdcstg / No emps - 30 / GM - Paul Michels /
Op Mgr - Don Perkins / MD - same / ND - Jeff Thompson; staff-
2 / Playlist - 40 / Oldies - 25% / Jing - TM / Synd - TM Stereo
Rock / Auto - 100% / Interviews - public affairs show / Reports
to - none / C load - 12 m / SM - Martha Woodworth / 60 sec
open rate \$7.25

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 - Susan
Berkley's Natural Food Recipes, BBC, Live at Bottom Line,
News Blimps / Auto - no / Interviews - flexible / Reports to -
RW BB RR FMQB WALRUS / Promo - none / SM - Paul Delaney

WQXA/50,000W/717-755-1049 Top 40
Box 1747, York PA 17405
Owner - Dave Moreno / GM - Gary Burns / PD - Dave Moreno /
MD - same / ND - Lou Castriota; staff-5 / Playlist - 40 / Oldies -
20% / Jing - none / Synd - none / Auto - no / Interviews - none /
Reports to RR / C load - 18 m / Promo - open / SM - Val Gearhart /
60 sec open rate - \$18

WQXI (FM-AM)/5 & 100,000W/404-261-2970 AM-Top 40
3340 Peachtree Rd NW, Atlanta GA 30326 FM-Adult Contemp
Owner - Jefferson Pilot / No emps - 55 / GM - Gerald S. Blum /
PD - Gary Corry (AM), Don Benson (FM) / MD - Rhett Walker /
ND - David Collin; staff-8 / Playlist - 30+ / Oldies - 25% / Jing -
TM / Synd - Dr D / Auto - no / Interviews - random / Reports
to - KR RR CB BB / Promo - 10-4, T, F

WQQQ-FM/25,000W/904-255-1456 AOR
5606 Daytona Beach, Daytona Beach FL 32018
Owner - Walter Weeks Bdcstg / No emps - 30 / GM - Dick Clark /
PD - John Scott / MD - same / ND - Charlie Shuttig / Playlist -
50 / Oldies - 15% / Jing - Cent 21 / Synd - none / Auto - 24 hrs /
Interviews - open / Reports to - none / C load - 8 m / Promo -
10-2 / SM - Dick Clark / 60 sec open rate - \$12

Radio Quarterly Report Radio Quarterly Report Radio Quar

WRAW/1000W/215-376-7173 Top 40
Box 1710, Reading PA 19603
Owner - Camelot Comm / No emps - 21 / GM - Jeffrey Levin /
PD - Mike Shannon / ND - Don Greth; staff-3 / Playlist - 40 /
Oldies - 40% / Jing - JAMS / Synd - none / Auto - no / Inter-
views - occas / Reports to - RW BG BB CB / C load - 18 m /
Promo - Noon-4PM, M-F / SM - Jeffrey Levin / 60 sec open
rate - \$10.50

WRBD/5000W/305-731-4800 Black
4431 Rock Island Rd, Ft Lauderdale FL 3319
Owner - Radio Broward / No emps - 30 / GM - Michael Korman
/ PD - C. H. Merrit / MD - same / ND - none; staff-1 / Playlist -
45+ LPs / Oldies - 20% / Jing - none / Synd - none / Auto - no /
Interviews - open / Reports to - BB CB BRE / C load- 15m /
Promo - open / SM - Hank Mosby

WRBQ/100,000W/813-879-1420 Top 40
5510 Gray St, Tampa FL 33609
Owner - Southern Bdstg / No emps - 22 / GM - Peter Schulte /
PD - Bob McNeal / ND - Jon Powers; staff-3 / Oldies - 33% /
Jing - TM / Synd - LP Cntdn, RW Morgan / Auto - no / Inter-
views - yes / Reports to KR RR FMQ BB / C load - 8 m / Promo
- before 12, M-F / SM - Ted Moore

WRBR-FM/3,000W/219-234-1111 Contemporary
1129 N. Hickory, South Bend IN 46615
Owner - Booth American / No emps - 26 / GM - Vince Ford /
PD - R. C. Rogers / MD - Jason Foxx / ND - Denny Little; staff-
3 / Playlist - 40 / Oldies - 45% / Jing - PAMS / Synd - American
Top 40, King B, Earth News, News Blimps / Auto - no / Inter-
view - open (call first) / Reports to - FMQR RMR GAVIN / C
load - 12 m / Promo - Noon-3 preferred, but open M, T / SM -
Bart Brandmiller / 60 sec open rate - \$16

WRC-AM/5000W/202-686-4321 News
4001 Nebraska Ave NW, Washington DC
Owner - NBC / GM - Frank Scott / Op Mgr - Gordon Piel / ND -
Frank Barnako / Jing - none / Synd - none

WRIF/27,000W/313-444-1010 AOR
20777W 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 - 15 m / Promo - open / SM - Mike Henderson

WRIV61000W/516-727-5200 MOR
 1 E Main Street, Riverhead NY 11901
 Owner - Horizon Comm / No emps - 13 / GM - Richard Hodkin / PD - Vince Artele / MD - Fred Garst / ND - Dave Hunter; staff-3 / Playlist - unltd / Oldies - 35% / Jing - yes / Synd - Mort Krim, Suffolk Star Time / Auto - no / Interviews - occas / Reports to - none / C load - 18 m / Promo - open / SM - Richard Hodkin / 60 sec open rate - \$18

WRKO/50,000W/617-725-2700 Adult Contemp
 Government Center, Boston MA 02114
 Owner - RKO / GM - Jack Hobbs / PD - Harry Nelson / MD - Carol Singer / ND - Roger Allen; staff-4 / Playlist - 30 / Oldies - 25% / Jing - TM / Synd - none / Auto - no / Interviews - yes, depending on artist / Reports to - RR BB RW BG KR / C load - 12 h / Promo - M / SM - Bob Fish / 60 sec open rate - \$110.00

WRKT/5000W/305-632-1300 Top 40
 Box 3845, Cocoa FL 23922
 Owner - Robert B. Taylor / No emps - 12 & GM - Robert B. Taylor / PD - Michael W. Cowe / MD - Tom Steal / ND - Chris Jackson; staff-3 / Playlist - 40 / Oldies - 25% / Jing - none / Synd - Inner-views, Rock Around World / Auto - no / Interviews - open / Reports to - GAVIN RW HAMILTON COMMUNICATOR / C load - 8 h / Promo - Noon-2PM, M-F / SM - Gary Henderson / 60 sec open rate - \$5.25

WRMF/10,000W/305-267-1060 Ad Contemp
 Box 1060, Titusville FL 32780
 Owner ITC / No emps - 25 / GM - Dale Moudy / PD - L. Lou Josephs / MD - same / ND - Biff Burns; staff-5 / Playlist - 32 / Oldies - 50% / Jing - Heller Custom / Synd - none / Auto - no / Interviews - AM only / Reports to - none / C load - 12 m / Promo - 10-Noon, T / SM - Charles Liles

WRNN (AM-FM)/250-3000W/ 517-386-3800 Top 40
 Box 990, Clare MI 48617
 Owner - Mid-Michigan Bdcstg / No emps - 14 / GM - Reed R. Prior / PD - R. Scott Gilmore / MD - same / ND - David J. Cannon; staff 4 / Playlist - 45-60 / Oldies - 25% / Jing - TM / Synd - Rock Around World, Hot News, Earth News / Auto - no / Interviews - always welcome / Reports to - GAVINFMQB HAMILTON COMMUNICATOR / C load 15 m / Promo - after 1:15 at 517-386-9901 / SM - June G. Burkeen

WRNO-FM/100,000W/504-837-2424 AOR
 3400 N Causeway, Metairie LA 70002
 Owner - Joseph Costello / GM - same / PD - Michael Costello / MD - Tom Owens / ND - Sam Roberts; staff-1 / Playlist - 50 LPs / Oldies - 40% / Jing - none / Synd - Rock Around World, Earth News, Hot News, King B, Inner-view, BBC / Auto - no / Interviews - occas / Reports to - BB BILL HART WALRUS / C load - 10 m / Promo - open / SM - Kenneth Nagim / 60 sec open rate - \$45

Radio Quarterly Report Radio Quarterly Report Radio Quar

WRNW/3000W/914-762-1071 Progressive
 55 Woodside Ave, Briar Cliff Manor, NY 10510
 Owner - Lake Champlain Bdstg / No emps - 20 / GM - Yube Levin / PD - Joe Piasek / MD - Megless Griffin / ND - Fred Hoffman; staff-2 / Playlist - none / Oldies - var / Jing - Custom / Synd - Susan Berkley's Organic Recipes, Hot News, Candid News / Auto - no / Interviews - live and recorded music and political interviews / Reports to - CB WALRUS BB RW / C load - 9 u / Promo - 10AM-4PM / SM - Yube Levin / 60 sec open rate - \$22

WROA/5000W/601-832-5111 Top 40
 Box 2639, Gulfport MI 39503
 Owner - Chas Dowdy / GM - Morgan Dowdy / PD - Steve Scott / MD - same / ND - Ben Suddeth; staff-2 / Playlist - 35 / Oldies - 33% / Jing - none / Synd - Wolfman, Powerline / Auto - no / Interviews - occas / Reports to BG KR / Promo - 2-4, M-F / SM - Morgan Doway / 60 sec open rate - \$8

WROK/5000W/815-399-2233 Top 40
 1100 Tamarack Lane, Rockford ILL 61125
 Owner - Vernon Nolte / GM - Dave Salisbury / PD - C. David Hamilton / MD - same / ND - Bill Phillips; staff-4 / Playlist - 45 / Oldies - 30% / Jing - JAMS / Synd - At 40, Natl Album Ctdwn / Auto - no / Interviews - super superstars only / Reports to - GAVIN RR RW CB / C load - 18 m / Promo - Th PM / SM - Ron Gallina / 60 sec open rate - \$25

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 - LPs / Oldies - 50% / Jing - none / Synd - King B, News Blimps / Auto - semi / Interviews - open, taped / Reports to - RR / C load - 11 m / Promo - 12-2, M / SM - Jack Collins / 60 sec open rate - \$110

WROV/1000W/703-343-4477 AOR
 15th & Cleveland, Roanoke VA 24015
 Owner - WROV Bdstg / GM - Don Foutz / PD - Bart Prater / MD - Bill Jordan / ND - Ed Tillet / Playlist - 38 / Oldies - 40% / Jing - PAMS / Auto - no / Interviews - yes / Reports to - RR KR / C load - 24 u / Promo - open / SM - Jim Colston / 60 sec open rate - \$30

WRPL-AM/1000W/704-372-1540 AOR
 1402 E Morehead St, Charlotte NC 28204
 Owner - Risdon Lyons / GM - Charlie Gaylord (temp) / PD - Rod Seagum / MD - Debbi Calton / Playlist - 70 / Oldies - var / Jing - none / Synd - Allison Steele Rock Bios, Earth News, ABC News / Auto - no / Interviews - open / Reports to - KR RR WALRUS / C load - 6 m / Promo - 10-2, M-F preferred / SM - Bill Niven / 60 sec open rate - \$10

terly Report Radio Quarterly Report Radio Quarterly Report

WRQ-FM/100,000W/704-392-6191 AOR
400 Radio Rd, Charlotte NC 28216
Owner - Sis Radio / No emps - 20 / GM - Sis Kuplan / PD - Jim Ballard / MD - same / ND - John Kilgo; staff-6 / Playlist - infinite / Oldies - 50% / Jing - none / Synd - King B, News Blimps / Auto - no / Interviews - open / Reports to - CB RR / C load - 8 m / Promo - all day Monday / SM - Claire Shaffner / 60 sec open rate - \$55

WRVQ (Q-94)/200,000W/804-549-9151 Adult Contemp
Box 1394, Richmond VA 23212
Owner - Southern Bdcstg / No emps - 23 / GM - Phil Goldman / PD - Ralph Wimmer / MD - Tim Watts / ND - Bob Walker; staff-2 / Playlist - 28 / Oldies - 40% / Jing - Starflow / Synd - KBFM, At 40, 60 Sec LP / Auto - no / Interviews - none / Reports to - CB RR RUDMAN POE / C load - 9 m / Promo - open / SM - Jon A. Hill / 60 sec open rate - \$56

WRVR-FM/10,500W/212-335-1700 Jazz
41-30 58th St, Woodside NY 11377
Owner - Sonderling Bdcst / No emps - 30 / GM - Bob Orenvach / PD - Dennis Waters / MD - Donna Halper / ND - Roberta Altman; staff-1 / Playlist - 35 LPs / Oldies - 75% / Jing - none / Synd - no / Auto - no / Interviews - occas / Reports to - RR WALRUS KR / C load - 10 m / Promo - 10-3, T / SM - Paul Wachsmith / 60 sec open rate - \$65

WRXL/140,000W/804-282-9731 AOR
7100 Bethlehem Rd, Richmond VA 23228
Owner - Rust Comm, Inc. / No emps - 10 / GM - Gregg Pearson / PD - Lee Rust / MD - Jack Whitt / ND - Stella Jones; staff-2 / Playlist - 150 / Oldies - 40% / Jing - none / Synd - Daily Planet, Earth News, News Blimp, Words 'n Music, King B, BBC / Auto - 24 hrs / Interviews - open / Reports to - RR BB CB / C load - 8 m / Promo - 9-5, M-F / SM - Rick Bancroft / 60 sec open rate - \$20

WSAI/5000W/513-251-5700 Top 40
W 8th & Matson Pl, Cincinnati OH
Owner - Combined Comm / GM - John Bayliss / PD - E Alvin Davis / MD - same / ND - Ron Robertson; staff-4 / Playlist - 30 / Oldies - 40% / Jing - TM / Synd - none / Auto - no / Interviews - non / Reports to - KR RR BG / C load - 14 m / Promo - after 2 / SM - Bob DeLuca / 60 sec open rate - \$52

WSAN/5000W/215-434-9511 AOR
Box 568, Allentown PA 18105
Owner - Lehigh Valley Bdcstg / No emps - 20 / GM - Bud Muselman / PD - Rick Harvey / MD - same / ND - Barb Fellencher; staff-2 / Playlist - 100 / Oldies - 40% / Jing - none / Synd - Hot News, Rock Around World, BBC, Earth News, Daily Planet, Inner-view / Auto - no / Interviews - often / Reports to - KR RR WALRUS BB / C load - 14 m / Promo - after 2 / SM - Gene Younkous / 60 sec open rate - \$14

Radio Quarterly Report Radio Quarterly Report Radio Quar

WSAR/5000W/617-677-9477 Adult Contemp
1 Home St, Somerset MASS 02720
Owner - Norman Knight / No emps - 20 / GM - Ed Juaire / PD - Daniel Francis Hayden / MD - Greg Stevens / ND - Paul Douglas; staff-3 / Playlist - 35 / Oldies - 25% / Jing - Music K / Synd - AT 40 / Auto - no / Interviews - open / Reports to - RR RW / C load - 12 m / Promo - T afternoon

WSB/50,000W/404-897-7500 MOR
1601 W Peachtree, Atlanta GA 30309
Owner - Cox Bdcstg / GM - Elmo Ellis / PD - Geo Fischer / MD - Gene Christie / ND - Bob Ketchersid; staff-15 / Playlist - 75-100 / Oldies - 35% / Jing - own / Synd - none / Auto - no / Interviews - selectively open / Reports to - BB RW RR / C load - 15 m / Promo - T-W / SM - Jack Lenz / 60 sec open rate - \$240

WSCR/1000W/717-347-3388 Top 40
1520 N Keyser Ave, Scranton PA 18508
Owner - Rice Comm / No emps - 12 / GM - Tom Rice / PD - Vincent Luciano / MD - Vince Alberts / ND - Tom Rice; staff-1 / Playlist - 40+ / Oldies - 20% / Jing - cust / Synd - Star Trak, Hot News, RW Morgan / Auto - no / Interviews - none / Reports to - POE RW / C load - 10 m / Promo - open, after 3PM / SM - Arthur Williams / 60 sec open rate - \$13

WSGA/1000W/912-233-8807 Top 40
Box 8247, Savannah GA 31402
Owner - Albert Weis / GM - Jerry Rogers / PD - same / MD - Steve Christie and Jim Lewis / ND - Dave Brannen; staff-3 / Playlist - 30 / Oldies - 40% / Jing - JAMS / Synd - At 40, Wolfman, Earth News, Hot News, Daily Planet / Auto - no / Interviews - in town / Reports to - RR KR / C load - 12 m / Promo - 10-3 / SM - Dale Karacosta (Natl), Hugh Wheeler (Local) / 60 sec open rate - \$32

WSGN/5000W/205-322-3434 Top 40
City Federal Penthouse, Birmingham AL 35203
Owner - Southern Bdcstg / No emps - 35 / GM - Ben McKinnon / PD - Jan Jeffries / MD - Bill Thomas / ND - Les Coleman; staff-4 / Playlist - 28 / Oldies - 40% / Jing - JAMS / Synd - At 40 / Auto - no / Interviews - occas / Reports to - BB CB RW KR RR BRENEMAN RMR POE / C load - 12 m / Promo - 12-5 / SM - Warren Merrin / 60 sec open rate - \$45

WSHE/100,000W/305-581-1580 AOR
3000SW 60th Ave, Ft Lauderdale FL 33314
Owner - Van Patrick Bdcstg / GM - Gene Milner / Sta Mgr - Gary Graner / MD - David St. John / ND - Tom Webb; staff-2 / Playlist - var / Oldies - 40% / Jing - none / Synd - King B / Auto - no / Interviews - taped / Reports to - none / C load - 8 m / Promo - T / SM - Jackie Milner / 60 sec open rate \$75

terly Report Radio Quarterly Report Radio Quarterly Report

- WSIX/5000W/615-259-2200 MOR
441 Murfreesboro Rd, Nashville TN 37210
Owner - General Electric / No emps - 18 / GM - Brian Cobb / PD
- Don Sullivan / MD - same / ND - Dan Akens / Playlist - 25-30 /
Oldies - 20% / Jing - none / Synd - none / Auto - no / Interviews
- occas / Reports to - BB RR GAVIN / C load 14 m / Promo -
open / SM - Dick Arbuckle / 60 sec open rate - \$50
- WSLQ-FM/200,000W/703-387-0234 Top 40
Box 6002, Roanoke VA 24017
Owner - Mel Wheeler Inc / No emps - 9 / GM - John Willett /
PD - Rick Singer / MD - same / ND - Pat Wilson; staff-2 / Playlist
- 33+ LPs / Oldies - 40% / Jing - none / Synd - Earth News, Star
Trak, Daily Planet, Inner-view / Auto - 90% / Interviews - sel-
dom / Reports to - none / C load - 8 m / Promo - 10-2 / SM -
John Willett / 60 sec open rate - \$19
- WSM-AM/615-749-2258 Pop/Country
Box 100, Nashville TN 37202
Owner - Natl Life & Acc Ins / No emps - 70 / GM - Len Hensel /
PD - Al Voecks; MD - Ted Johnson, Mary Murphy / ND - Al
Voecks; staff-10 / Playlist - 45 / Oldies - 35% / Jing - TM / Synd -
Grand Ol' Opry / Auto - no / Interviews - Cntry / Reports to -
RR BG FMQ / C load - 14 u / Promo - M-T / SM - Sam Littleton
/ 60 sec open rate - \$100
- WSM-FM/100,000W/615-749-2289 Adult Contemp
Box 100, Nashville TN 37202
Owner - Natl Life / No emps - 12 / GM - Len Hensel / PD - John
Young / MD - same / ND - Al Voecks; staff-4 / Playlist - 50 /
Oldies - 30% / Jing - TM / Synd - none / Auto - 2-5:45AM,
weekdays / Interviews - none / Reports to - RR RUDMAN RMR
/ C load - 10 m / Promo - 1-5PM, M-T / SM - Sam Littleton / 60
sec open rate - \$55
- WTAC/1000W/313-694-4146 Top 40
Box 600, Flint MI 48501
Owner - Fuqua Comm / No emps - 20 / GM - Peter Cavanaugh /
PD - Fred Brian / MD - same / ND - Joe Franks; staff-8 / Playlist
- 35 / Oldies - 33% / Jing - TM / Synd - Earth News / Auto - no /
Interviews - involvement 1 hr wk / Reports to - BB / C load - 18
m / Promo - 10-1, M, W, Th F / SM - Robert Vanderwiel
- WTAE-AM/5000W/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 / Oldies - 50% / Jing - Johnny Mann / Synd - RW
Morgan / Auto - none / Interviews - none / Reports to - RR BG
BB KR RW CB / C load - 13 m / Promo - after 2 PM, M-T /
SM - Alan Thompson / 60 sec open rate - \$110

Radio Quarterly Report Radio Quarterly Report Radio Quar

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 / Oldies - 33% / Jing - Tanner / Synd - none / Auto - no / Interviews - yes / C load - 18 m / Promo - open / SM - Ed Johnson / 60 sec open rate - \$44

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 / Oldies - 20% / Jing - Joe Cuff / Synd - At 40, RW Morgan / Auto - no / Interviews - occas / Reports to - CB BG / C load - 18 m / Promo - W / SM - Mike Roswig / 60 sec open rate - \$30

WTAM/3000W/601-864-7171 Black
2222 15th Ave, Gulfport MS 39501
Owner - E. O. Roder / GM - Zane Roden / Op Mgr - Al Love / Playlist - 45 / Oldies - 15% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - yes / Reports to BB RW CB BRE / C load - 18 m / Promo - T / SM - Helen Weeb / 60 sec open rate - \$11

WTMJ/5000W/414-332-9611 MOR
720 E Capitol Dr, Milwaukee WI 53201
Owner = WTMJ Inc / No emps - 60 / GM - Wm. Haig / PD - Hugh Carlson / MD - Mike Elliott / ND - Wayne Godsey / Playlist - 30 / Oldies - 40% / Jing - TM / Synd - none / Auto - no / Interviews - middays / Reports to - BG / C load - 14 m / SM - Don Richards / 60 sec open rate - \$108

WTMP/5000W/813-626-4108 Black
Box 1101, Tampa FL 33601
Owner - Gulf South Comm / No emps - 14 / GM - Pierre Behano 30 / Oldies - 20% / Jing - TM / Synd - Soul Control, Carl Rowan / Auto - no / Interviews - yes / Reports to CB / C load - 18 m / Promo - 11-1 W-F / SM - Robert Guilder / 60 sec open rate - \$23

WTOB/5000W/919-723-4353 Top 40
811 W Fifth St, Winston-Salem NC 27103
Owner - Woods Comm Corp / No emps - 36 / GM - John Woods / PD - Jimmy Dean / MD - Steve Day / ND - Al Hinman; staff-4 / Playlist - 35 / Oldies - 25% / Jing - JAMS / Synd - Wolfman / Auto - no / Interviews - live only / Reports to - BG RW BB KR RR RADIO COMMUNICATOR NETWORK (CHINA COVE) BRANDON / C load - 14 m / Promo - 9-10AM 3-5PM M and F only / SM - Mark A. Kraveta / 60 sec open rate - \$35

erly Report Radio Quarterly Report Radio Quarterly Report

WTRX/5000W/313-743-1150 Adult Contemp
Box 1330, Flint MI 48501
Owner - Mid-America Media / No emps - 25 / GM - Hal Fisher /
PD - Mike Anderson / MD - same / ND - Art Reid; staff-3 /
Playlist - 47 / Oldies - 30-50% / Jing - none / Synd - none / Auto
- no / Interviews - open / Reports to - RR GAVIN / C load - 15
m / Promo - 10AM-2PM M-F / SM - Hal Fisher / 60 sec open
rate - \$24

WTRY-AM/5000W/518-785-9800 Top 40
1054 Troy/Schenectady, Latham NY 12110
Owner - Scott Bdstg / No emps - 20 / GM - Dick Vazzana /
PD - Dan Martin / MD - Jeff Ryan / ND - Don Fields; staff-3 /
Playlist - 30 / Oldies - 40% / Jing - JAM / Synd - At 40, Water-
mark Special of the Week / Auto - no / Interviews - occas /
Reports to - RR BB CB RW / C load - 12 m / Promo - 12-4 /
SM - John Jelly / 60 sec open rate - \$58

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 / MD - Dave Parr / ND - Bill Patterson; staff-6 / Playlist
- 45 / Oldies - 40% / Jing - TM / Synd - none / Auto - no / Inter-
views - seldom / C load - 18 m / 8:30-5:30, M-F / SM - Bill
Kaletta / 60 sec open rate - \$85

WUBE AM-FM/1250 & 11,000W/513-621-6960 Country
Box 1232, Cincinnati OH 45201
Owner - Kaye Smith Bdstg / GM - Veri Wheeler / PD - Bob
English / MD - Larry B / ND - Doug Anthony; staff-3 / Play-
list - 50 / Oldies - 40% / Jing - PAMS / Synd - none / Auto -
nights on AM / Interviews - none / Reports to - BG BB RW
CB / C load - 16 m / Promo - W / SM - Bob Lorey / 60 sec
open rate - \$36

WUNI/5000W/205-438-4514 Mod Country
1257 Springhill Ave, Mobile AL 36604
Owner - Kirk Bdstg / GM - Don Reich / PD - Mike Malone /
MD - Johnny Barr / ND - Mike Sloan; staff-2 / Playlist - 35 /
Oldies - 40% / Jing - Tannery / Synd - none / Auto - no / Re-
ports to - BB RR RW CB / C load - 15 m / Promo - 2-5 Th /
SM - Billy Bazel / 60 sec open rate - \$12

WVAF/50,000W/304-925-7829 AOR
4110 MacCorkle Ave, Charleston W VA 25304
Owner - Capital Bdstg / No emps - 20 / GM - Geo Assasey / PD
- Tom Owens / MD - Steven Burczyk / ND - Bob Casto; staff-2 /
Playlist - 35 / Oldies - 50% / Jing - none / Synd - King B, BBC,
Daily Planet, Earth News / Auto - no / Interviews - yes / Reports
to - RR WALRUS BB / Promo - not between 10-2 / SM - Bob
Knowles

Radio Quarterly Report Radio Quarterly Report Radio Quar

WVAM/5000W/814-944-9456 Top 40
2727 W Albert Dr, Altoona PA 16602
Owner - Blair Bdcstg / GM - Herb Wolfe / PD - Roger Corey /
MD - John Harrison / ND - Tom Riley; staff-4 / Playlist - 35+
LPs / Oldies - 30% / Jing - PAMS / Synd - At 40 / Auto - no /
Interviews - yes / Reports to - RW / C load - 18 m / Promo -
1-5PM / SM - Herb Wolfe / 60 sec open rate - \$23.20

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
- Jeff Smith / ND - Bob Grossfield; staff-3 / Playlist - 30 / Old-
ies - 25% / Jing - none / Synd - none / Auto - no / Interviews -
yes / Reports to - GR CB / C load - 13 m / Promo - 2-4:30,
M-W / SM - Joe Buys / 60 sec open rate - \$17.50

WVLK/606-254-1151 Adult Contemp
Box 1559, Lexington KY 40507
Owner - Blue Grass Bdcstg / No emps - 35 / GM - Ralph Hacker
/ PD - Jim Jordan / ND - Joe Catt; staff-5 / Playlist - 30 / Oldies
- 30% / Jing - TM / Synd - Dick Clark / Auto - no / Interviews -
welcome / Report to - RR BG KR BB / C load - 18 m / Promo -
1-4PM, T only / SM - Lee Harper

WVON/5000W/312-847-2600 Black
3350 S Kedzie, Chiago ILL 60623
Owner - Combined Communications / No emps - 43 / GM -
Bernadine C. Washington / PD - Jerry Boulding / MD - E.
Rodney Jones / ND - Ed Cook; staff-4 / Playlist - 35 singles,
10 LPs / Oldies - 20% / Jing - none / Synd - In Hollywood,
Sugar Hill / Auto - no / Interviews - occas / Reports to - BB
CB RW GAVIN BRE TURNTABLE KR / C load - 14 m /
Promo - T-W / SM - Bob Bell / 60 sec open rate - \$65

WVOV/10,000W/205-859-2441 Adult Contemp
Box 5188, Huntsville AL 35805
Owner - Powell Bdcstg / GM - Ed Powell / PD - Rusty Ford /
MD - Bill Gavin / ND - Jackie Jordan; staff-2 / Playlist - 30 /
Oldies - 40% / Jing - TM / Synd - none / Auto - no / Interviews -
open - Reports to - RR BG / C load - 13 m / Promo - open, be-
fore 3PM / SM - Jim Keell / 60 sec open rate - \$10.80

WVUD/50,000W/ 513-229-4246 AOR
300 College Park, Dayton OH 45469
Owner - Univ of Dayton / No emps - 55 / GM - George Biersack
/ PD - Geoffrey Vargo / MD - same / ND - Marty McDonell;
staff-2 / Playlist - 45 / Oldies - 25% / Jing - none / Synd - King
B, Spectrum, Earth News / Auto - no / Interviews - open / Reports
to - WALRUS RR GAVIN / C load - 8:30 m / Promo - open /
SM - Steve Dougherty / 60 sec open rate - \$22

WWCK/3,000W/313-744-1055 AOR
 3217 Lapeer St, Flint MI 48503
 Owner - Gencom Corp / No emps - 30 / GM - Lynn Martin /
 PD - Joe Krause / MD - same / ND - J. P.; staff-1 / Playlist -
 35 / Oldies - 40% / Jing - none / Synd - BBC, King B, Ponek-
 Fischer specials / Auto - no / Interviews - seldom / Reports
 to - RR / C load - 10 m / Promo - After 2PM, W-F / SM -
 Lynn Martin / 60 sec open rate - \$21

WWCO/1000W/203-758-2468 Top 40
 Box 2777, Waterbury CT 06720
 Owner - Winnipeg Corp / No emps - 15 / GM - Ed Maglio /
 PD - none / MD - Danny Lyons / ND - Steve Thomas / Play-
 list - 35 / Oldies - 35% / Jing - Pepper Tanner / Synd - Rec Rep /
 Auto - no / Interviews - Magic Concert at midnight / Reports
 to - none / C load - 12 m / Promo - M-T / SM - Suzan Brady /
 60 sec open rate - \$26

WWDC (AM-FM)/5 & 50,000W/202-432-1260 AM-Top 40
FM-AOR
 Box 4068, Washington DC 20015
 Owner - Capital Broadcasting / No emps - 35 / GM - Morton
 Bender / PD - Dwight Douglas / MD - Lew Katz (AM), Michael
 McKay (FM) / ND - Ross Simpson; staff-1 / Playlist - 25 (AM)
 LPs (FM) / Oldies - 40% (AM), 30% (FM) / Jing - none / Synd -
 London Wave Length, BBC, King B / Auto - no / Interviews -
 open / Reports to - RR CB RUDMAN / C load - 8 (FM), 12
 (AM) / Promo - T / SM - Eddie Sacks / 60 sec open rate - \$80
 (AM), \$65 (FM)

WWOK/5000W/305-856-1260 Mod Country
 1699 Coral Way, Miami FL 33145
 Owner - Mission Bdestg / GM - none / PD - none / MD - Ron
 Tatar / ND - Jack McCoy; staff-6 / Playlist - 30 / Oldies - 50% /
 Jing - Tanner / Synd - none / Auto - no / Interviews - yes / Re-
 ports to - BB RW CB / C load - 18 m / Promo - 1-5 / SM - Bob
 Grinn / 60 sec open rate - \$36

WWOL (AM-FM)/1000 & 50,000W/716-854-1120 Mod Country
 Buffalo NY
 Owner - Rustcraft Bdestg / GM - Michael Plumstead / PD - David
 Snow / ND - none / Playlist - 50 / Oldies - 30% / Jing - Tanner /
 Synd - none / Auto - no / Interviews - yes / Reports to - BB RR
 / C load - 14 m / Promo - 2-5, W-F / SM - Ken Dodd / 60 sec
 open rate - \$39

WWRL/5000W/212-335-1600 Black
 4130 58th St, Woodside NY 11377
 Owner - Sonderling / No emps - 48 / GM - Mark Olds / PD -
 Sonny Taylor / MD - Gerry Shannon / ND - Dick London; staff-
 4 / Playlist - 30 / Oldies - 5% / Jing - Cent 21 / Synd - Sugar
 Hill, Carl Rowan, Darcel in Hollywood / Auto - no / Interviews -
 occas / Reports to - CB RW BB BRE GAVIN RUDMAN / C load
 - 16 m / Promo - everyday but M / SM - Arthur Harrison

WWUN/5000W/601-355-0373Top 40

Jackson Hilton Hotel, Jackson MS 39201

Owner - Radio 1 Inc / No emps- 13 / GM - Bob O'Brien / PD - Dan Gallo / MD - none / ND - Doug Minor; staff-3 / Playlist - 30 / Oldies - 58% / Jing - Thunder Prod / Synd - none / Auto - no / Interviews - open / Reports to - GAVIN RR / C load - 14 m / Promo - 2-4PM, T, W, Th

WWVA/50,000W/304-232-1170Country

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 / Oldies - 40% / Jing - none / Synd - Cntry Xrds / Auto - no / Interviews - occas / Reports to - BG RR BB / SM - Fred Gardinin / 60 sec open rate - \$57

WWWL/100,000W/305-672-2500Soft Rock

843 1st St, Miami Beach FL 33139

Owner - Community Svc Bdcstg / No emps - 17 / GM - Dean Goodman / PD - Mark Denver / MD - same / ND - None / Playlist - 30 / Oldies - 66% / Jing - Cent 21 / Synd - none / Auto - no / Interviews - prerec & live / Reports to - GAVIN / C load - 8 m / Promo - open / SM - Dean Goodman / 60 sec open rate - \$35

WWWM/54,000W/216-781-1100AOR

Park Center, Cleveland OH 44114

Owner - Ohio Comm / GM - Tom Emerscia / PD - Eric Stevens / ND - same; staff-2 / Playlist - 42 / Oldies - 40% / Jing - none / Synd - Chickenman / Auto - no / Interviews - none / Reports to - RW RR KR CB / C load - 8 m / Promo - open / SM - Tom Wilson / 60 sec open rate - \$56

WWWW/61,000W/313-259-4323

AOR

2930 E Jefferson, Detroit MI 48239

Owner - Starr Broadcast / No emps - 25 / GM - Bart Walsh / PD - Jim Johnson / MD - Joe Urbiel / ND - Carmen Harlan; staff-2 / Playlist - 30 LPs / Oldies - 60% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to - RW BB CB RR WALRUS / C load - 8 m / Promo - open / SM - Pat McNally / 60 sec open rate - \$70

WWWZ/93,500W/803-871-0860

AOR

Box 1537, Summerville SC 29483

Owner - Brothers Bdcstg / No emps - 10 / GM - Ken Goodman / PD - John Christian / MD - Brooks Alsbrook / ND - Bill Gray; staff-1 / Playlist - 75 / Oldies - 10% / Jing - none / Synd - Rock Around World, King B, Inner-view, BBC, Night Bird / Auto - 5% / Interviews - open / Reports to - none / C load - 12 m / Promo - open / SM - Ron Cohen / 60 sec open rate - \$5.50

terly Report Radio Quarterly Report Radio Quarterly Report

WXKX-FM/50,000W/412-242-4300 Top 40
400 Ardmore Blvd, Pittsburgh PA 15230
Owner - Hearst / No emps - 15 / GM - Ted Atkins / PD - Bobby Christian / MD - same / ND - Alan Jennings; staff-3 / Playlist - 20-25 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to - RR / C load - 8 m / Promo - after 2, M-T / SM - Ray Gusty / 60 sec open rate - \$50

WXLO-FM (99X)/9,250W/212-764-6617 Top 40
1440 Broadway, New York NY 10018
Owner - RKO General / No emps - 50 / GM - Erica Farber / PD - Bill Garcia / MD - Roxy Myzal / ND - Rich Patrick; staff-3 / Playlist - 30 / Oldies - 33% / Jing - none / Synd - none / Auto - no / Interviews - superstars only / Reports to - FMQB BB RR BRANDON GAVIN VARIETY / C load - 10 m / Promo - W, Th, F / SM - Chuck Goldmark

WXRT-FM/50,000W/312-777-1700 Progressive
4949 W Belmont, Chicago ILL 60641
Owner - WSBC Bdstg Ing / No emps - 22 / Bs Mgr - Seth Mason / PD - John Platt / ND - Linda Brill; staff-4 / Playlist - LPs / Oldies - none / Jing - none / Synd - King B, Daily Planet, Auto - no / Interviews - occas / Reports to - RR RW WALRUS BB CB RUDMAN / C load - 6 m / Promo - after 12 / SM - Seth Mason / 60 sec open rate - \$46

WXYZ/5000W/313-444-1111 Adult Contemp
20777 W 10 Mile Rd, Southfield MI 48075
Owner - ABC / No emps - 70 / GM - Chas. D. Fritz / PD - Joseph Bacarella / ND - Lou Habert; staff-6 / Playlist - 20 / Oldies - 45% / Jing - TM / Synd - no / Auto - no / Interviews - seldom / Reports to - none / C load - 16 m / Promo - open / SM - Jay Hoker / 60 sec open rate - \$175

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 / MD - Jack Robertson / ND - Kevin Clark; staff-2 / Playlist - LPs / Oldies - 30% / Jing - none / Synd - King B, Rock Around World, Inner-view / Auto - no / Interviews - open / Reports to - RR BB CB WALRUS RW / C load - 8 m / Promo - 9-11, 4-5, M-F / SM - Jim Augustine / 60 sec open rate - \$42

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 / MD - Bob Barry / ND - Robt Harper; staff-4 / Playlist - 50 / Oldies - 20% / Jing - Audio Sellers / Synd - no / Auto - no / Interviews - open, ltd on time / Reports to - BB CB RW / C load - 18 m / Promo - after 12 / SM - Bob Westlake / 60 sec open rate - \$52

WYFE-FM/ (Y-95)/3000W/815-877-6064 AOR
 1901 Shaw Rd, Rockford ILL 61111

Owner - Midwest Bdcstg / No emps - 17 / GM - Dwayne Daniels / PD - Alan Young / MD - Brad Hoffman / ND - Randy Lavonne; staff-1 / Playlist - 40 LPs / Oldies - 60% / Jing - none / Synd - King B, DIR, Rock Around World, Earth News, Hot News, Daily Planet / Auto - no / Interviews - live, open / Reports to - WALRUS RR / C load - 10 m / Promo - open / SM - Tom Scheithe / 60 sec open rate - \$16

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 / Oldies - 50% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to - BG / Promo - M, T / SM - George Rossia / 60 sec open rate - \$28

WYNE/1000W/414-739-1158 Top 40
 Box 1182, Appleton WI 54911

Owner - Ned Hughes Bdcstg / No emps - 14 / GM - Ned Hughes / MD - Alex Stone / ND - Paul David; staff-2 / Playlist - 30 / Oldies - 50% / Jing - JAM / Synd - Rec Report / Auto - no / Interviews - open / Reports to - RR / C load - 14 m / Promo - after 12 / SM - Bob Crandall / 60 sec open rate - \$7

WYNF-FM/100,000W/813-577-1111 Top 40
 Box 20147, St. Petersburg FLA 33701

Owner - Rahall Comm Corp / No emps - 25 / GM - Raymond Yorke / PD - Chuck Morgan / MD - Ben Christopher / ND - J. Paul MacGregor; staff-2 / Playlist - 20 / Oldies - 60% / Jing - none / Synd - American Top 40 / Auto - no / Interviews - no / Reports to - RR GAVIN CB / C load - 8 m / Promo - M-F, anytime, very available / SM - Joe Bell / 60 sec open rate - \$44

WYRE/250W/301-263-9211 Adult Contemp
 Box 1551, Annapolis MD 21404

Owner - Syd Abel / No emps - 18 / GM - Syd Abel / PD - Jim Pice / MD - same / ND - Alan Scholsburg; staff-4 / Playlist - 30 / Oldies - 30% / Jing - none / Synd - none / Auto - no / Interviews - none / Reports to - RR BG BB RW CB KR BP CS RB / C load - 18 m / Promo - open / SM - Daie Paul / 60 sec open rate - \$17

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 / Playlist - 22 / Oldies - 45% / Jing - Guinn / Synd - At 40 / Auto - no / Interviews - none / Reports to - BG / C load - 12 m / Promo - after 10 / SM - Prosper Avernaf / 60 sec open rate - \$25

WYSP-FM/50,000W/215-839-7615 AOR
 1 Bale Cynwyd Plaza, Ste 424, Bala Cynwyd PA 19004

Owner - SRJ Comm / No emps - 23 / GM - Frank Feller / PD - Sonny Fox / MD - Mat Ciemnott / ND - none; staff-1 / Playlist - 30 / Oldies - 65% / Jing - none / Synd - Super Stars / Auto - no / Interviews - live, taped / Reports to - BB CB RW WALRUS

terly Report Radio Quarterly Report Radio Quarterly Report

/ C load - 12 m / Promo - open, appt / SM - Jerry Michaels / 60 sec open rate - \$130

WYXE (92-FM)/3000W/608-837-8591 AOR
Box 3470, Madison WI 53704

Owner - Sun Bdcstg / No emps - 18 / GM - Carl Como / PD - J. McBean / MD - Mike Harold / ND - J. McBean; staff-2 / Playlist - LPs / Oldies - 20% / Jing - none / Synd - Daily Planet, Earth News, Hot News, London Wave Length, London Rep, LP Cntdn / Auto - no / Interviews - always available / Reports to - RR / C load - 8 m / Promo - 10-2 / SM - Carl Como / 60 sec open rate - \$10

WZAT/100,000W/912-233-8177 Adult Contemp
Box 1326, Savannah GA 31401

Owner - Albert Weis / No emps - 15 / GM - Jerry Rogers / Op Mgr - Charles Solomon, Asst PD - Mike Allen / MD - Mike Allen / ND - Dave Brannen; staff-3 / Playlist - 32 / Oldies - 30% / Jing - Cent 21 / Synd - King B, Inner-view, Star Trak, Words and Music / Auto - 80% / Interviews - open / Reports to - none / C load - 8 m / Promo - open / SM - Hugh Wheeler / 60 sec open rate - \$50

WZGC/100,000W/404-522-9393 Top 40
230 Peachtree St, Ste 1910, Atlanta GA 30303

Owner - 1st Media of Ga., Inc. / No emps - 20 / GM - John Frankhouser / PD - Quincy McCoy / MD - Dale O'Brien / ND - Shelly Sonstine; staff-1 / Playlist - 30 / Oldies - 45% & Jing - JAMS / Synd - K. C. Kasem / Auto - no / Interviews - ltd / Reports to - RR BG BB CB RW / C load - 10 m / Promo - open, M preferred / SM - Bill Stoeffhaas / 60 sec open rate - %85

WZNG/813-299-1141 Adult Contemp
1505 Dundee Rd, Winter Haven FL 33880

Owner - Vantage Bdcstg Co / No emps - 11 / GM - Dave Buerger / PD - Bob Ryan / MD - Chuck Walker / ND - Steve Nichols; staff-3 / Playlist - 45 / Oldies - 25% / Jing - Tanner / Synd - American Top 40, RW Morgan, Backspin, Rock Genesis / Auto - no / Interviews - occas / Reports to - BB BC / Promo - 10:30 AM-Noon - 2-4PM, weekdays only / SM - Frank Sweeney / 60 sec open rate - \$4.25

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 / Oldies - 40% / Jing - none / Synd - none / Auto - no / Interviews - 6-10AM, M-F / Reports to - BB CB RR BG KR / C load - 9 u / Promo - 9-5, T, W, Th / 60 sec open rate - \$55

WZZQ-FM/100,000W/601-982-1062 AOR
1375 Beasley Rd, Jackson MS 39205

Owner - WJDX / GM - Marshall McGee / PD - Wayne Harrison / MD - Dave Perkins / ND - Cindy Bronson; staff-5 / Playlist - LPs / Oldies - none / Jing - none / Synd - King B, Rock Around World / Auto - no / Interviews - yes / C load - 8 m / Promo - open / SM - Kenny Windham / 60 sec open rate - \$24



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