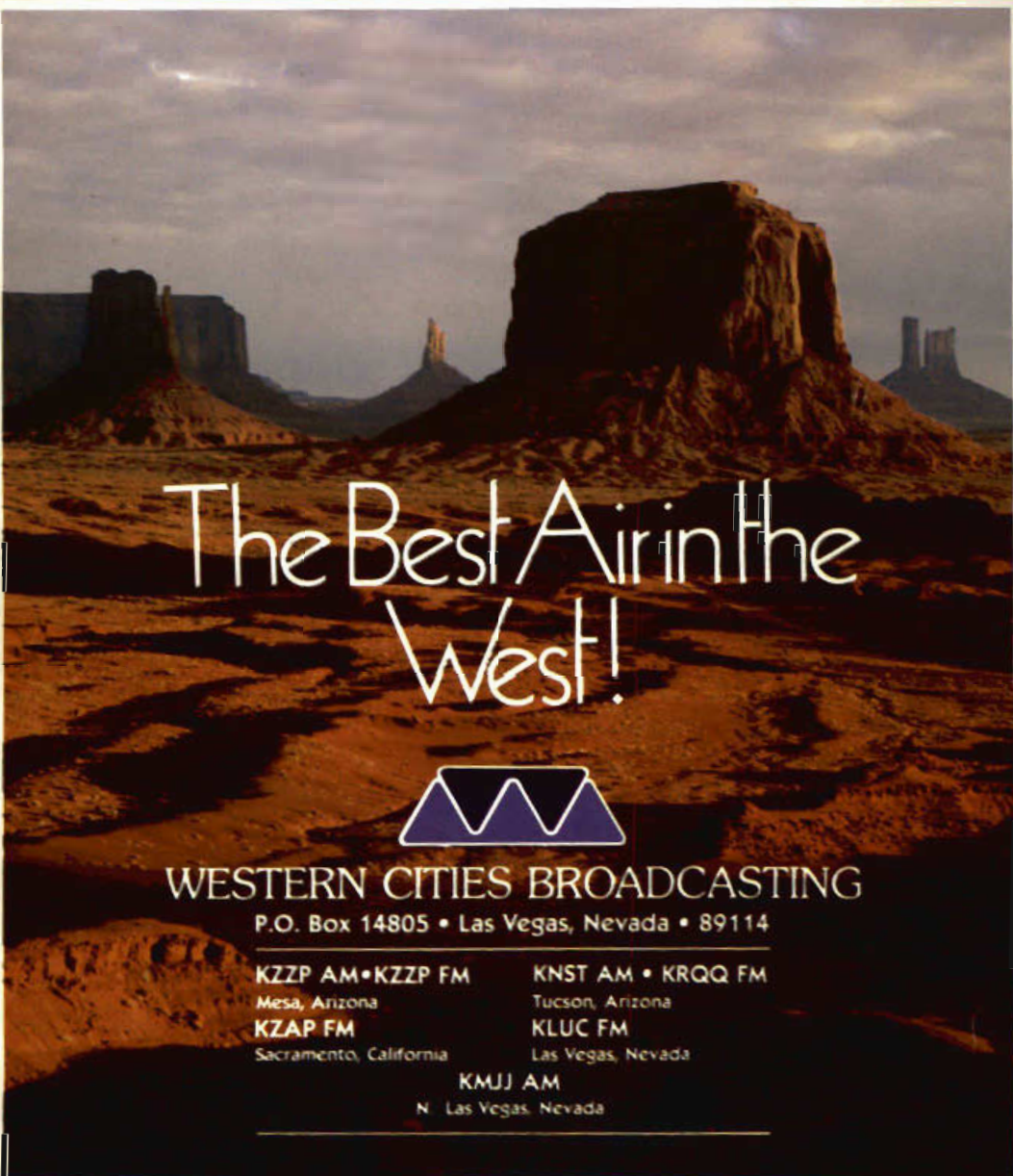


INSIDE RADIO

DIRECTORY



The Best Air in the
West!



WESTERN CITIES BROADCASTING
P.O. Box 14805 • Las Vegas, Nevada • 89114

KZZP AM • KZZP FM Mesa, Arizona	KNST AM • KRQQ FM Tucson, Arizona
KZAP FM Sacramento, California	KLUC FM Las Vegas, Nevada
KMJJ AM N. Las Vegas, Nevada	

FALL 1982

Number 11 in a Series:

The End of the Road.

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

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

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

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

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

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



from
Woody
Herman's
in
New
Orleans!

Woody Herman
And His Young
Thundering
Herd &...

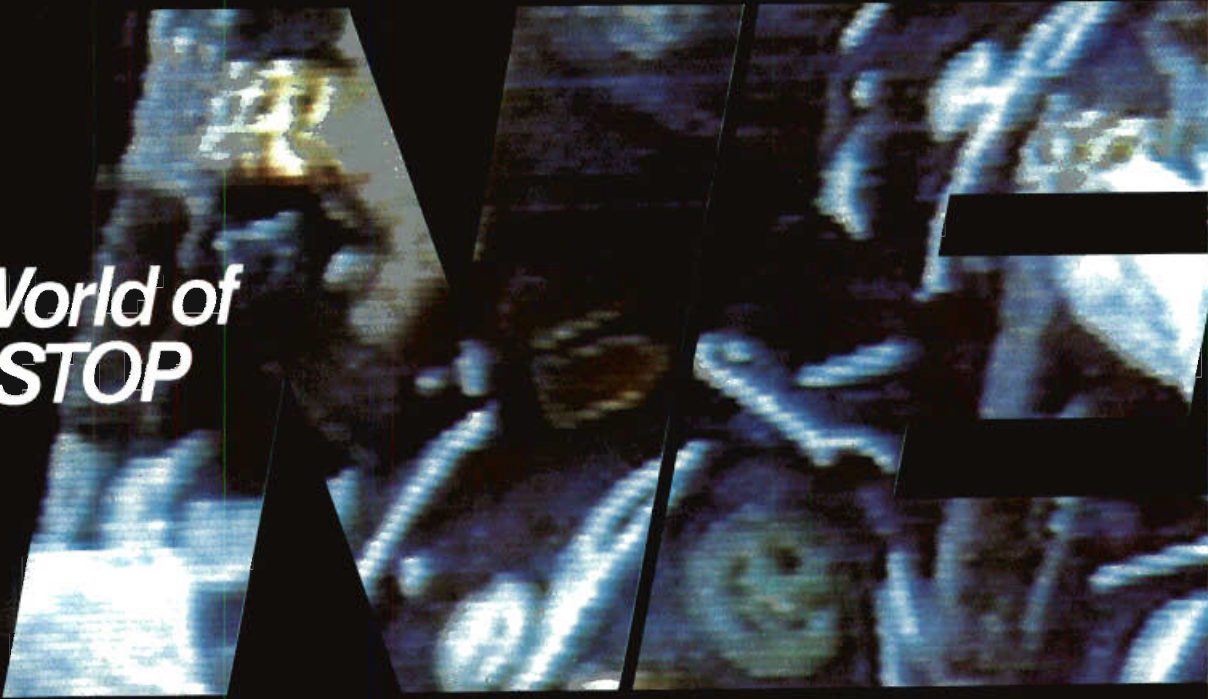
Bill McCollough
Co-Hosts of The
New, Exciting Radio
Program Series

Radio Tonight

Live Talk.
Variety.
Entertainment
via Satellite

from
Colorful,
Vibrant
New
Orleans...

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



In a World of NONSTOP

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

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

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

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

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

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

The Most Reliable News Source





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

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

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

— If you're serious about pulling

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

CNN RADIO

A Service of Turner Broadcasting System, Inc.

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





HERE'S YOUR TICKET TO GET MORE LISTENERS LISTENING

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

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

On *Movienews*, a 60 second feature

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

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



ABC FM RADIO NETWORK

Young adult radio for today. And tomorrow.

RADIO
abc
Networks



Drivetime. Walktime. Anytime is radio time.

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

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

Radio is big at home, too.

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

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

Radio hits all lifestyles.

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

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

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

RADIO Red hot because it works.



Sandusky Radio

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

KBPI-FM
Denver
Album Rock

KDKB-FM
Phoenix
Album Rock

KZAM-FM
Seattle
Adult Contemporary

KNUS-AM
Denver
Talk

KDJQ-AM
Phoenix
Rock

KJZZ-AM
Seattle
Jazz

KLSI-FM
Kansas City
Adult Contemporary

KEGL-FM
Dallas
Rock

KWFM-FM
Tucson
Album Rock

The Radio Division / Sandusky Newspapers, Incorporated

INSIDE RADIO

DIRECTORY

FALL 1982

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PUBLISHER'S LETTER



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

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

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

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

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

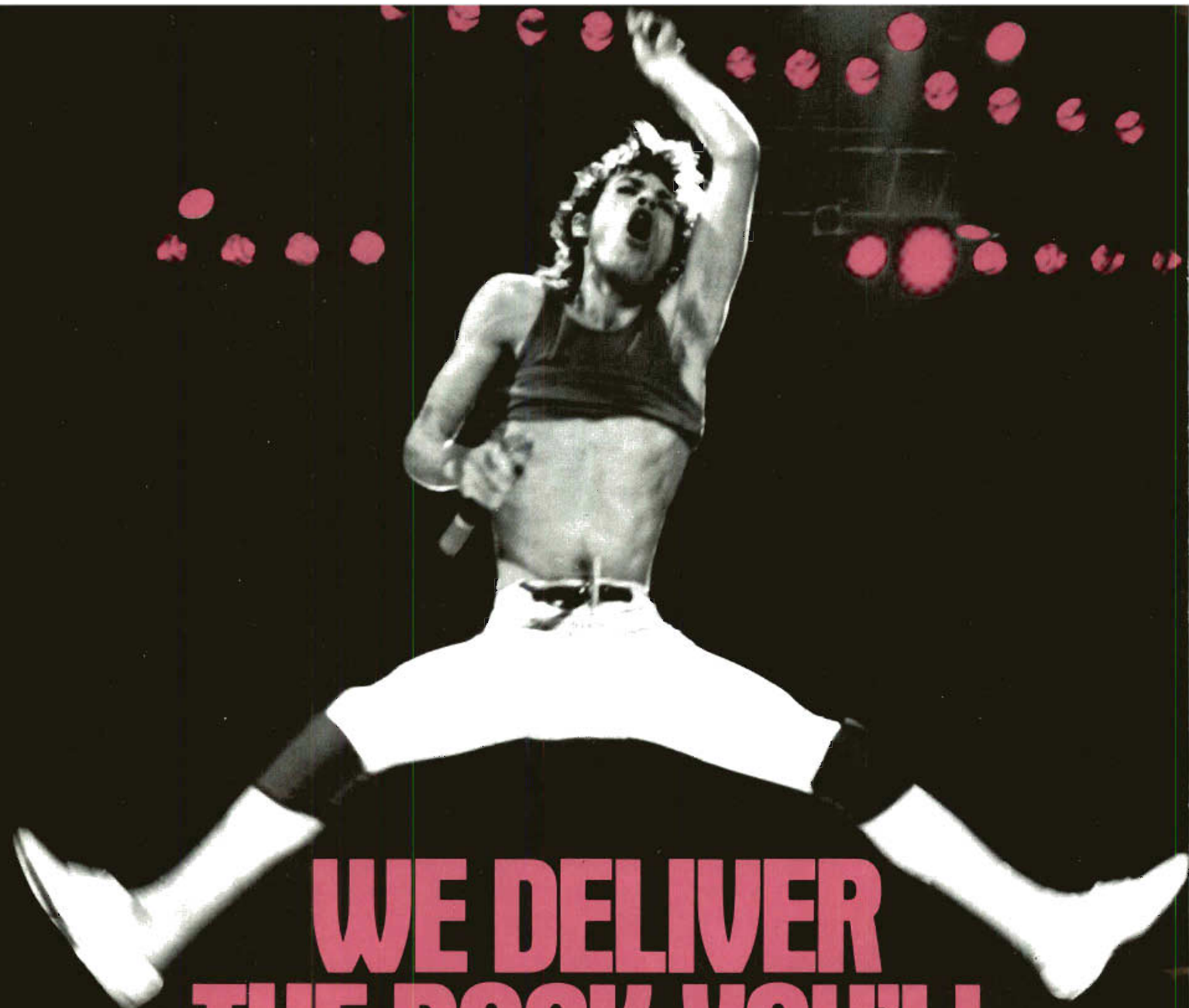
It's still the only semiannual updated publication providing information, addresses, phone numbers and now detailed market information.

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

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

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

What do you think?



WE DELIVER THE ROCK. YOU'LL DELIVER THE RATINGS.

WITH MORE BIG GROUPS AND SHOWCASE ACTS IN CONCERT

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

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



abc rock radio network

WE HAVE SEEN THE FUTURE AND IT ROCKS

RADIO
abc
Networks

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



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

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

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



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

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

Call or write today
for rates and other
information.

AT DOUBLEDAY, WE DO IT BOTH WAYS!

WAVA



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

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

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

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

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

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

DOUBLEDAY BROADCASTING . . . NOBODY DOES IT BETTER OR FASTER

WAPP(FM)
New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

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

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



ABELL COMMUNICATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

AFFILIATED BROADCASTING, INC.

EXECUTIVES:

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James McGovern, VP
Brian D. Stone, VP
John A. Winkel, VP

HEADQUARTERS:

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

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

ALEXANDRIA BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

ALLEGHENY MOUNTAIN NETWORK

EXECUTIVES:

Cary Simpson, Pres.
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David P. Burket, VP
Tina Stickles, VP
James F. Kerschner, Jr., VP
John Salter, VP
Eugene Dendorfer, VP

HEADQUARTERS:

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

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

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

ALPINE BROADCASTING CO.

EXECUTIVES:

John D. DeGroot, President
William Burns, VP

HEADQUARTERS:

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

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

AMATURO GROUP INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

*Pending FCC Approval

AMERICAN BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

ANNAPOLIS VALLEY RADIO LTD.

EXECUTIVES:

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Tom Fredericks, Mgr.
Don Abbey, Sales Mgr.
Morrissey Dunn, Program Director

HEADQUARTERS:

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

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

APACHE COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

ARMINGTON-FRANCE-OCEPEK-GEHRING

EXECUTIVES:

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

HEADQUARTERS:

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

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

ASSOCIATED COMMUNICATIONS CORP.

EXECUTIVES:

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Myles P. Berkman, Pres.
William B. Chesson, Group Manager
David L. Miller, Comptroller
Wilbert D. Angelo, Director of Engineering

HEADQUARTERS:

200 Gateway Towers



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

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

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

The situation was alarming

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

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

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



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



United Broadcasting Company
STATE OF THE RADIO ART

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

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

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

Free taxi rides were offered.

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

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

Because there were no deaths this year. Or mishaps.

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

The wire services helped us receive national recognition.

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

We're honored, of course

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

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

It's no accident.

Pittsburgh, PA 15222
(412) 281-1907

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



BAHAKEL BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

BAMCO GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

BATON BROADCASTING, INC.

EXECUTIVES:

Douglas Bassett, Pres/CEO
HEADQUARTERS:
9 Channel Nine Court
Toronto, ON, M4A 2M9 Canada
(416) 291-9111

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

BEASLEY BROADCAST GROUP

George G. Beasley, Pres.

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

HEADQUARTERS:

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

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

BECK-ROSS COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

BEEF EMPIRE RADIO GROUP

EXECUTIVE:

Robert Thomas, VP/Beef Empire Broadcasting

HEADQUARTERS:

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

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

THE BERKSHIRE GROUP

EXECUTIVE:

Donald A. Thurston, Pres

HEADQUARTERS:

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

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

BIBLE BROADCASTING NETWORK

EXECUTIVES:

Lowell Davey, Pres.
Harold Richards, Network Ops Mgr

Keith Wohlenhaus, Business Mgr
HEADQUARTERS:

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

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

BIG BEND BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

BLUEGRASS BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

BONNEVILLE INTERNATIONAL CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

BOOTH AMERICAN CO.

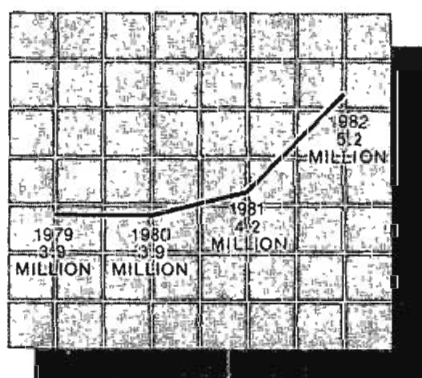
EXECUTIVES:

John L. Booth, Chairman of the Board/CEO

1 MILLION NEW LISTENERS

All Together Different

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



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

KNX-FM

Los Angeles
Mellow Rock

KMOX-FM

St. Louis
Adult Contemporary

KRQR

San Francisco
Album Rock

WBBM-FM

Chicago
Hot Hits!

WCAU-FM

Philadelphia
Hot Hits!

WCBS-FM

New York
Solid Gold

WEEL-FM

Boston
Soft Rock

The CBS Owned FM Radio Stations

Represented nationally by CBS FM National Sales

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

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

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

BOTT BROADCASTING CO.

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

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

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

BRADEN BROADCASTING

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

HEADQUARTERS:
4505 Central Ave
Middletown, OH 45042

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

BRANDON COMMUNICATIONS, INC.

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

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

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

BRIDE COMMUNICATIONS, INC.

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

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

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

BRIEN BROADCASTING CORP.

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

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

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

BRILL MEDIA COMPANY, INC.

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

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

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

BROADCAST ASSOCIATES

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

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

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

BROADCAST ENTERPRISES NATIONAL, INC.

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

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

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

BROADCAST MANAGEMENT CORP.

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

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

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



CAPE FEAR BROADCASTING COMPANY

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

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

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

CAPITAL CITIES COMMUNICATIONS

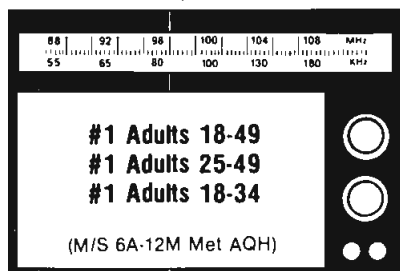
EXECUTIVES:
Daniel B. Burke, CEO
Joseph P. Dougherty, Exec. VP/Pres.
Broadcasting Div.
James P. Arcara, Exec. VP/Radio

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

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

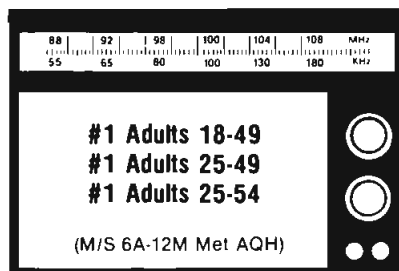
DOMINANCE!

WVON/WGCI-FM



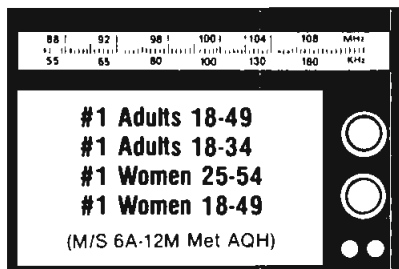
Chicago

KPRZ/KIIS-FM



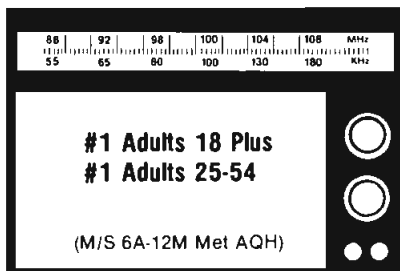
Los Angeles

KSD/KSD-FM



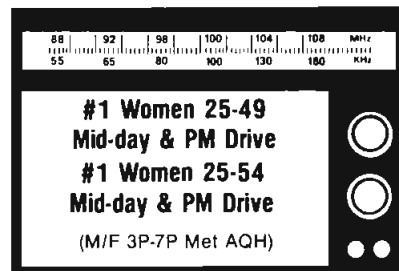
St. Louis

WWWE/WDOK-FM



Cleveland

WLQV/WCZY-FM



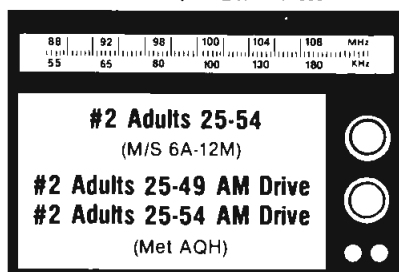
Detroit

WJYW-FM



Tampa

KSDO/KEZL-FM



San Diego

GANNETT RADIO

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

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

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



WROW	Albany	BM
WROW-FM	Albany	BM
WKHX	Atlanta	C

CAPITOL BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CAPITOL BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CAPPS BROADCAST GROUP, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CASCADE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KLIO	Portland, OR	T

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

CBS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CCLA COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CENTER GROUP BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

CENTRAL BROADCASTING CORP.

EXECUTIVE:

William Ouigg, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WKBV	Richmond, IN	AC

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

CENTRAL INTERIOR RADIO NETWORK

EXECUTIVE:

Ron East, Pres.

HEADQUARTERS:

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

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

CENTURY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CHARTER BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CHILDRESS RADIO GROUP

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 1044

WATCH US LIVE UP TO OUR NAME

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

GREAT MARKETS • TERRIFIC PEOPLE • TOP STATIONS



*RADIO DIVISION
SUMMIT COMMUNICATIONS, INC.*

Sylva, NC 28779
(704) 586-4858

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

CIVH RADIO

EXECUTIVES:

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

HEADQUARTERS:

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

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

CIVITAS CORPORATION LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CKO INCORPORATED LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CLEAR CHANNEL COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CLW COMMUNICATIONS GROUP

EXECUTIVES:

Spiros Zodiates, Pres.
Jerry L. Siler, VP

HEADQUARTERS:

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

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

COLUMBIA PICTURES COMMUNICATIONS, RADIO GROUP

EXECUTIVE:

Edward R. Boyd, Pres.

HEADQUARTERS:

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

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

COMMAND BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

COMMUNICATIONS INVESTMENT CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

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

COMMUNICATIONS PROPERTIES, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

COMMUNICOM CORPORATION OF AMERICA

EXECUTIVE:

Ken Palmer, Pres.

HEADQUARTERS:

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

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

COMMUNITY BROADCASTING SERVICE

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WABI/WBGW	Bangor, ME	

COMMUNITY PACIFIC BROADCASTING CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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



Malrite knows how to make things grow.

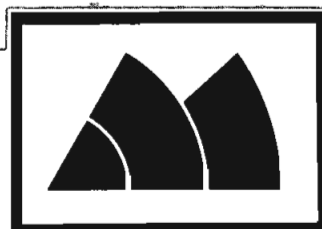
Malrite has a long and unbroken history of growth
But we've never believed in growth simply for its own sake
We grow because we continually fill more needs for
more people

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

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

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

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



MALRITE COMMUNICATIONS GROUP, INC.

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

COMMUNITY SERVICE BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

COVE BROADCASTING CO., INC.

EXECUTIVE:

Louis J. Maierhofer, Pres

HEADQUARTERS:

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

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

COWLE ENTERPRISES LTD.

EXECUTIVE:

Dale Cowle, Pres

HEADQUARTERS:

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

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

COX BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CRAWFORD BROADCASTING CO.

EXECUTIVE:

Donald B. Crawford, Pres

HEADQUARTERS:

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

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

CURATORS OF THE UNIVERSITY OF MISSOURI

EXECUTIVE:

Thomas Hussey, Coordinator

HEADQUARTERS:

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

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

CURTIS RADIO GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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



DAVIDSON COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

DAVIS & WEAVER BROADCASTING

EXECUTIVES:

Philip Davis, Pres
Bill Weaver, VP

HEADQUARTERS:

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

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

DEER RIVER BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

DES MOINES REGISTER BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

DICK BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

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“...the occupation or function of serving”

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

“...contribution to the welfare of others”

“...the act of serving”

from Webster's New Collegiate Dictionary

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KOA Denver

WSIX Nashville

WGY Albany/Schenectady/Troy



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COMPANY, INC.
Westport, Connecticut**

DODGE POINT BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

DONREY MEDIA GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

DOUBLEDAY BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

*Pending FCC approval.

DRESNER COMMUNICATIONS GROUP

EXECUTIVES:

Sy Dresner, Pres.
Al Dresner, VP

HEADQUARTERS:

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

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

DREWRY GROUP

EXECUTIVES:

R. H. Drewry, Pres.

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

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



EARLDUN BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

EASTERN BROADCASTING CORP.

EXECUTIVES:

Roger A. Neuhoof, Pres./Treasurer
Mane T. Young, VP/Controller

HEADQUARTERS:

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

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

ELTING ENTERPRISES

EXECUTIVE:

John W. Elting, President

HEADQUARTERS:

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

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

ELYRIA-LORAIN BROADCASTING COMPANY

EXECUTIVE:

Paul Nakel, VP/GM

HEADQUARTERS:

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

STATION		FORMAT
WEOL	Elyria, OH	N/A/C

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

EMPIRE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KLIV	San Jose, CA	BB
KARA	Santa Clara, CA	O
KAHI	Auburn, CA	AC
KHYL	Auburn/Sacramento, CA	O
KODO	Eugene, OR	BB

ENTERCOM

EXECUTIVES:

Joseph M. Field, Pres.
Eugene Levin, Controller

HEADQUARTERS:

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

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

ENTERPRISE NETWORK

EXECUTIVES:

Harold Erickson, Pres.
Bruce Erickson, VP

HEADQUARTERS:

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

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

EZ COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

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

F

FAIRBANKS BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

J. B. FALT, JR. STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

FAMILY LIFE BROADCASTING SYSTEM, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FAMILY RADIO

EXECUTIVES:

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

HEADQUARTERS:

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

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

FEDERATED MEDIA

EXECUTIVES:

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

HEADQUARTERS:

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

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

FETZER BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FIRST MEDIA CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

FORMBY STATIONS

EXECUTIVE:

Clint Formby, Pres.

HEADQUARTERS:

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

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

FORREST BROADCASTING, COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FORWARD COMMUNICATIONS CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

4-K RADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FORUM COMMUNICATIONS

EXECUTIVES:

William Marcell, Pres.

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

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Behan Broadcasting Company

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Gannett Broadcasting

Outlet Broadcasting

Viacom International

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

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

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

FRASER VALLEY BROADCASTERS LIMITED

EXECUTIVES:

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

HEADQUARTERS:

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

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

FRITTS BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

FULLER-JEFFREY GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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



GUY GANNETT BROADCASTING SERVICES

EXECUTIVES:

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

HEADQUARTERS:

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

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

GANNETT CO., INC./RADIO DIV.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GAYLORD BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GAZETTE BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

GCC COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GENERAL COMMUNICORP STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

GENERAL ELECTRIC BROADCASTING CO.

EXECUTIVE:

Randall D. Bongarten, VP/Radio

HEADQUARTERS:

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

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

GILCOM STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

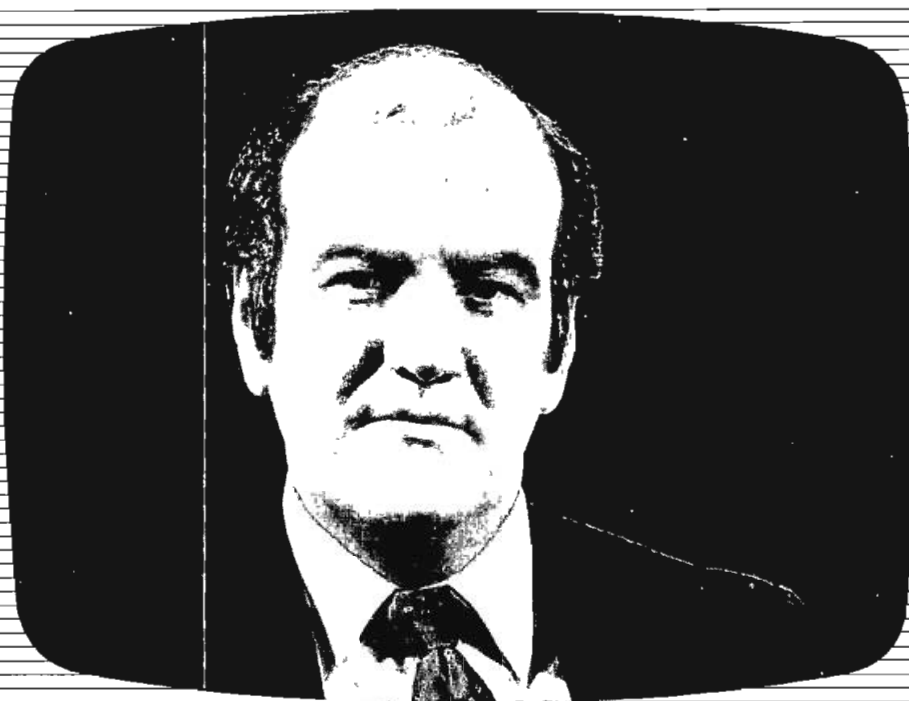
GILMORE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

162 East Michigan Avenue
 Kalamazoo, MI 49007



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

GOETZ BROADCASTING CORP.

EXECUTIVE

Jack Hackman, Senior VP
HEADQUARTERS:
 P.O. Box 630
 Marshfield, WI 54449
 (715) 384-2191

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

GOLDEN PACIFIC GROUP

EXECUTIVES:

George D. Snell, Pres
 Floyd Farr, VP
 Haig Mardikian, VP/Sec'y /Treas
HEADQUARTERS:
 1245 S. Winchester Blvd.
 San Jose, CA 95128
 (408) 249-5229 Collect

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

GOLDEN WEST BROADCASTERS

EXECUTIVES:

Gene Autry, Chmn./CEO
 John T. Reynolds, Pres./Golden West Broadcasters
 Bill Ward, Pres., Radio Div.
HEADQUARTERS:
 5858 Sunset Blvd
 Los Angeles, CA 90028
 (213) 460-5440

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

GOLDEN WEST BROADCASTING LIMITED

EXECUTIVES:

C. P. Loewen, Pres.
 Elmer Hildebrand, VP/GM
 David Wiebe, Sales Mgr
 Ken Wiebe, Comptroller
HEADQUARTERS:
 Altona, Manitoba, Canada R0G 0B0
 (204) 324-6464

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

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

GOLDMAN GROUP

EXECUTIVES:

Simon Goldman, Pres
 George Cameron, VP
 Merrill Rosen, VP
HEADQUARTERS:
 P.O. Box 1139
 Jamestown, NY 14701
 (716) 487-1151

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

GOMEZ GROUP

EXECUTIVES:

Ed Gomez, Pres
 Severo Gomez, VP
 Eduardo Izagurre, Sec'y
 David Garcia, Treas
HEADQUARTERS:
 608 S. 10th Street
 McAllen, TX 78501

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

GOOD NEWS BROADCASTING CO.

EXECUTIVE:

Gary W. Acker, Owner
HEADQUARTERS:
 Rt. 5, Box 15
 Yukon, OK 73099
 (405) 495-1065

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

CURT GOWDY BROADCASTING CORPORATION

EXECUTIVES:

Curt Gowdy, Chairman
 Geraldine Gowdy, Pres.
 John Bassett, GM
 Paul Seccareccio, Gen. Sales Mgr
HEADQUARTERS:
 Lawrence, MA 01840
 (617) 683-7171

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

GRAY BROADCAST ENTERPRISES

EXECUTIVES:

Ted Gray, Jr., Pres
 Lester Woodie, VP
HEADQUARTERS:
 P.O. Box 512
 Altavista, VA 24517
 (804) 369-5588

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

GREAT EMPIRE BROADCASTING

EXECUTIVES:

Mike Lynch, Pres.
 Mike Oatman, VP/CEO
HEADQUARTERS:
 Wichita, KS 67201
 (316) 838-9141

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

GREAT LAKES BROADCASTING CO.

EXECUTIVES:

Carl M. Adams, Pres
 Margaret E. Bramhall, Sec'y
HEADQUARTERS:
 P.O. Box 398
 Lorain, OH 44052

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

GREAT SCOTT STATIONS

EXECUTIVE:

Herbert Scott, Pres
HEADQUARTERS:
 Box 638
 Pottstown, PA 19464
 (215) 326-4000

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

GREAT TRAILS BROADCASTING CORPORATION

EXECUTIVES:

Alexander J. Williams, Pres.

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

HEADQUARTERS:

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

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

GREATER MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

THE GREEN GROUP

EXECUTIVE:

Howard L. Green, Pres

HEADQUARTERS:

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

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

GROUP ONE BROADCASTING CO.

EXECUTIVES:

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

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

HEADQUARTERS:

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

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

GULF BROADCAST GROUP

EXECUTIVES:

Alan Henry, Pres
David Fitz, VP
David Paul McNamee, Nat'l. Radio Prog. Dir.
HEADQUARTERS:
P O Box 42, 100
St. Petersburg, FL 33742
(813) 577-1600

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

GULF CENTRAL RADIO NETWORK

EXECUTIVES:

J. W. Furr, Pres
Don L. Furr, VP
Betty Swanzy, Sec'y
HEADQUARTERS:
P O Box 707
Columbus, MS 39701
(601) 328-1420

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

GENE HALKER STATIONS

EXECUTIVES:

Gene Halker, Pres
Jay Barry, GM-WIKB-A/F
Rich Finch, Sales Manager-WJPD-A/F
HEADQUARTERS:
Ishpeming, MI 49849
(906) 486-9937

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



HALL COMMUNICATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

HARRIS ENTERPRISES, INC.

EXECUTIVE:

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

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

HARRISCOPE BROADCASTING CORPORATION

EXECUTIVES:

Burt I. Harris, Pres
Jack Rosenthal, Exec. VP/Pres. of
Broadcast Div.
HEADQUARTERS:
10889 Wilshire Blvd
Los Angeles, CA 90024
(213) 208-6118

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

HARTE-HANKS RADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION	Phoenix	FORMAT
KOY	Phoenix	AC

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

HATCH GROUP

EXECUTIVES:

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

HEADQUARTERS:

312 East South Temple
Salt Lake City, UT 84111
(801) 364-3661

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

HEARST BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

HEDBERG BROADCASTING GROUP

EXECUTIVE:

Paul C. Hedberg, Pres.

HEADQUARTERS:

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

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

HEFTEL BROADCASTING CORP.

EXECUTIVES

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

HEADQUARTERS:

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

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

HENDERSON BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HENSON BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HESSCO COMMUNICATIONS INC
WHAU YORK R

HERNREICH COMMUNITY BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HICKS COMMUNICATIONS INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HOLIDAY BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HOLT BROADCASTING SERVICE

EXECUTIVES:

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

HEADQUARTERS:

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

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

HOME NEWS PUBLISHING CO. BROADCAST DIVISION

EXECUTIVES:

George E. DeVault, Jr., GM, WKPT-AF
Ron Torsi, GM, WINE-WRKI
Bill Knudson, GM, WNSG

HEADQUARTERS:

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

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

HUBBARD BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HUMBER VALLEY BROADCASTING COMPANY, LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

ILLINOIS BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

INFINITY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WBCN	Boston	A

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

INNER CITY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

INSILCO BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

INSPIRATIONAL BROADCASTING CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

INTERNATIONAL CHURCH OF THE FOURSQUARE GOSPEL, INC.

EXECUTIVES:

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

HEADQUARTERS:

1100 Glendale Blvd.
Los Angeles, CA 90026

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



JBM ENTERPRISES MAHAFFEY ENTERPRISES, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

JEFFERSON-PILOT BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

MYRON JONES STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

JONSSON COMMUNICATIONS CORPORATION

EXECUTIVES:

Michael O'Brien, GSM

John Caselli, Nat'l & Co-op Sales
Dixie Robertson, Account Executive
Joan Scherer, Account Executive
Kevin Loughran, Account Executive
Tom D'Addano, Account Executive
HEADQUARTERS:
620 Bercut Drive, PO Box 2424
Sacramento, CA 95811
(916) 446-5769

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

MARVIN JOSEPHSON ASSOCIATES

EXECUTIVES:
Edward K. Christian, Exec. VP, Broadcast
Lorraine Golden, Dir. of Sales
Paul Forrest, Chief Fin. Officer
HEADQUARTERS:
15001 Michigan Avenue
Dearborn, MI 48126
(313) 846-8500

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



KATZ BROADCASTING COMPANY

EXECUTIVES:
Richard A. Ferguson, Pres.
Janice English, VP/Adm
James T. Morley, Senior VP
Steven A. Marx, Sr. VP
Michael Weinstein, VP/Finance
HEADQUARTERS:
Park City Plaza
Bridgeport, CT 06604-4277
(203) 336-9321

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

KAYE-SMITH RADIO

EXECUTIVE:
Lester M. Smith, Exec. Dir.
HEADQUARTERS:
P.O. Box 3010
Bellevue, WA 98009
(206) 455-0923

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

DAVID KEISTER STATIONS

EXECUTIVE:
David Keister, Pres.
HEADQUARTERS:
1639 Burton Lane
Martinsville, IN 46151
(317) 342-3394

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

THE KEYMARKET GROUP

EXECUTIVES:
Paul H. Rothfuss, Pres.
Kerby E. Confer, VP
HEADQUARTERS:
3529 West Lake Drive
Martinez, GA 30907
(404) 860-6503

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

KFBK/KAER

EXECUTIVE:
Dick Sheppard, VP & Mgr.
HEADQUARTERS:
1440 Ethan Way, Suite 200
Sacramento, CA 95825
(916) 929-5325

STATION		FORMAT
KFBK	Sacramento	N/T
KAER	Sacramento	BM

KIMBLE COMMUNICATIONS

EXECUTIVES:
George Kimble, Pres.
Russell Kimble, VP
Craig Fox, VP
David Mance, VP
HEADQUARTERS:
Townline Road
P.O. Box 155
Canandaigua, NY 14424
(716) 394-1550

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

KIMEL BROADCAST GROUP, INC.

EXECUTIVES:
John O. Kimel, President
David R. Kimel, VP/Treasurer
Lawrence Wnght, Sec'y
HEADQUARTERS:
U.S. Route 7
St. Albans, VT 05478
(802) 524-2133

STATION		FORMAT
WWSR	St. Albans, VT	AC

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

KING BROADCASTING CO.

EXECUTIVES:
Dorothy S. Bullitt, Principal Owner
Harriet B. Rice, Principal Owner
Priscilla B. Collins, Principal Owner
Ancil H. Payne, President
Jim Kime, Radio VP
HEADQUARTERS:
333 Dexter Ave., N
Seattle, WA 98109
(206) 343-3000

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

KIRK BROADCASTING, INC.

EXECUTIVE:
James L. Kirk, II, Pres
HEADQUARTERS:
130 First St., S.E. - P.O. Box 707
Moultrie, GA 31768
(912) 985-5475

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

4-K RADIO, INC.

EXECUTIVES:
Gene Hamblin, Pres.
Mike Ripley, Sec'y./Treas.
HEADQUARTERS:
P.O. Box 936
Lewiston, ID 83501
(208) 743-2502

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

KNIGHT QUALITY GROUP STATIONS

EXECUTIVES:
Norman Knight, Pres.
Scott Knight, VP
Richard Doucette, VP/GSM
HEADQUARTERS:
63 Bay State Road
Boston, MA 02215
(617) 262-1950

STATION		FORMAT
WSAR	Fall River, MA	N/T

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

KUIPER STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

KWHK BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

KXOJ, INC.

EXECUTIVE:

Michael P. Stephens, Owner & Pres.

HEADQUARTERS:

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

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



ALF M. LANDON RADIO STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

BRENT LARSON GROUP STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

LEW LATTO GROUP OF NORTHLAND RADIO STATIONS

EXECUTIVES:

Lew Latto, President
Warren Randolph, VP

HEADQUARTERS:

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

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

LESSO, INC.

EXECUTIVE:

Larry Steckline, Pres./Owner

HEADQUARTERS:

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

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

LIGGETT BROADCAST GROUP, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WFMK	East Lansing, MI	AC

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

LIGHTFOOT BROADCAST GROUP

EXECUTIVE:

Richard Lightfoot, Pres.

HEADQUARTERS:

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

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

LIN BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

LINDER FARM NETWORK

EXECUTIVES:

Willard Linder, Mgr.
Lynn Ketelsen, Farm Dir.

HEADQUARTERS:

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

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

LITCHFIELD BROADCASTING CORP.

EXECUTIVE:

Herbert P. Gross, Pres.

HEADQUARTERS:

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

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



J.R. LIVESAY GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

LONG-PRIDE BROADCASTING, CO.

EXECUTIVE:

H. Rogar Dodson, Exec. VP

HEADQUARTERS:

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

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

LOTUS COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

LYON RADIO STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

LOUIS J. MAIERHOFER STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

MALRITE COMMUNICATIONS GROUP, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MANN MEDIA

EXECUTIVES:

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

HEADQUARTERS:

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

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

MARK MEDIA GROUP (J. Ardell Sink Stations)

EXECUTIVES:

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

HEADQUARTERS:

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

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

WPKZ	Pickens, SC	REL
WKHJ	Holly Hill, SC	R

MAUMEE VALLEY BROADCASTING, INCORPORATED

EXECUTIVES:

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

HEADQUARTERS:

Napoleon, OH 43545
(419) 592-8060

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

THE WENDELL MAYES STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

McCLURE BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

McCORMICK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

William M. McCormick, Pres.
Kevin Thornton, Controller

HEADQUARTERS:

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

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

JAMES A. McKENNA RADIO STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

McPHERSON MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

3161 Channel Drive
Juneau, AK 99801

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

MERCURY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MEREDITH BROADCASTING

EXECUTIVES:

James Conley, Pres

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

HEADQUARTERS:

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

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

MESA BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

METROMEDIA RADIO

EXECUTIVES:

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

HEADQUARTERS:

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

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

METROPLEX COMMUNICATIONS

EXECUTIVES:

Norman Wain, Pres.
Robert C. Weiss, VP

HEADQUARTERS:

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

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

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

MEYER BROADCASTING CO. RADIO DIVISION

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID-AMERICA BROADCASTING COMPANY, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID AMERICA MEDIA

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID ATLANTIC NETWORK, INC.

EXECUTIVES:

John P. Lewis, Pres.
David P. Lewis, VP
P.O. Box 3300
Winchester, VA 22601
(703) 667-2224

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

MIDNIGHT SUN BROADCASTING, INCORPORATED

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID-WEST FAMILY STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

MIDWEST RADIO COMPANY

EXECUTIVES:

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

HEADQUARTERS:

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

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

MIDWESTERN BROADCASTING CO.

EXECUTIVE:

Ross Biederman, GM

HEADQUARTERS:

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

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

MISSION BROADCASTING CO.

EXECUTIVES:

Jack Roth, Pres.
George W. Ing, VP

HEADQUARTERS:

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

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

MOFFAT COMMUNICATIONS LIMITED

EXECUTIVES:

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

HEADQUARTERS:

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

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

MONTROSE BROADCASTING CORP.

EXECUTIVES:

W. Douglas Roe, Pres./GM
Dons R. Archer, PD
Robert Bingham, Chief Eng

HEADQUARTERS:

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

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

MOODY BROADCASTING NETWORK

EXECUTIVES:

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

HEADQUARTERS:

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

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

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

MOONEY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MORTENSON BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MULTIMEDIA RADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MUSICRADIO, INC.

EXECUTIVES

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

HEADQUARTERS

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

STATION		FORMAT
WOCQ	Berlin/Ocean City, MD	AC
WCPC	Havelock/ Cherry Point, NC	C
WMSQ	Havelock/ Cherry Point, NC	AC



NATIONAL BROADCASTING CO., INC. RADIO GROUP

EXECUTIVES

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

HEADQUARTERS

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

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

NATIONWIDE COMMUNICATIONS INC.

EXECUTIVES

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

HEADQUARTERS

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

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

*Pending FCC approval

ROBERT F. NEATHERY GROUP

EXECUTIVES

Robert F. Neathery, GM
Laurel R. Thompson, Station Mgr.,
West Plains
Robert Eckman, Station Mgr.,
Thayer/Mammoth Springs
Dean Davis, Station Mgr., Willow Springs

Ken Wallen, Station Mgr., Branson

HEADQUARTERS

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

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

NEIGHBORHOOD COMMUNICATIONS CORP.

EXECUTIVES

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

HEADQUARTERS

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

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

NEW SOUTH RADIO NETWORK

EXECUTIVES

Ed Holladay, Pres
Gordon Church, Controller

HEADQUARTERS

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

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

NOALMARK BROADCASTING CORP.

EXECUTIVES

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

HEADQUARTERS

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

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

NORTHEAST COMMUNICATIONS CORP.

EXECUTIVES

Jeff Fisher, Chmn /Pres
Dick Walsh, Exc VP

HEADQUARTERS

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

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

NORTHERN TELEVISION INC.

EXECUTIVES

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

HEADQUARTERS

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

STATION		FORMAT
KBYR	Anchorage	AC
KNIK	Anchorage	BM
KCBF	Fairbanks	BM

NORTHWESTERN COLLEGE RADIO NETWORK

EXECUTIVES

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

HEADQUARTERS

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

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

NUTMEG BROADCASTING CO.

EXECUTIVES

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

HEADQUARTERS

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

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



OCEAN COAST PROPERTIES

EXECUTIVES

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

HEADQUARTERS

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



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

OK RADIO GROUP LTD.

STATION	FORMAT
R.S. (Stu) Morton, Pres. & GM	
R. Charest, VP	
Ron Clark, Mgr. - C/OK	
Dan McAllister, Mgr. - C/JOK	
HEADQUARTERS:	
Box 1800	
Westlock, AB T0G 2L0 Canada	
(403) 349-4421	

STATION	FORMAT
C/OK Westlock, AB	C
C/JOK Ft. McMurray, AB	AC

OKLAHOMA QUALITY BROADCASTING

STATION	FORMAT
R.H. Drewry, Pres	
Ron Kirby, GM	
HEADQUARTERS:	
KSWO Radio	
P.O. Box 709	
Lawton, OK 73502	
(405) 355-1380	

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

FARNELL O'QUINN RADIO STATIONS

STATION	FORMAT
Farnell O'Quinn, Pres	
Evona O'Quinn, VP	
Peggy C. Miles, Sec'y/Treas	
HEADQUARTERS:	
P.O. Box 389	
Baxley, GA 31513	
(912) 367-3000	

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

OUTLET BROADCASTING CO.

STATION	FORMAT
David E. Henderson, Pres.	
Richard G. Rakovan, Sr. VP, Radio	
HEADQUARTERS:	
111 Dorrance Street	
Providence, RI 02903	
(401) 751-1110	

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

PACIFICA FOUNDATION

STATION	FORMAT
EXECUTIVES:	
Sharon Maeda, Exec. Dir.	
HEADQUARTERS:	
5316 Venice Boulevard	
Los Angeles, CA 90405	
(213) 931-1625	

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

**All Stations non-commercial.

PALMER BROADCASTING

STATION	FORMAT
EXECUTIVES:	
Robert Harter, President	
HEADQUARTERS:	
805 Brady Street	
Davenport, IA 52805	
(319) 383-7000	

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

PARK BROADCASTING

STATION	FORMAT
EXECUTIVE:	
William L. Fowler, VP/Radio	
HEADQUARTERS:	
Box 550	
Terrace Hill	
Ithaca, NY 14850	
(607) 272-9020	

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

PATTEN COMMUNICATIONS CORPORATION

STATION	FORMAT
EXECUTIVES:	
Gregory P. Theokas, Pres.	
Myron P. Patten, Chairman	
Myron P. Patten, Treas	
Deanna H. Gorecki, Sec'y	
HEADQUARTERS:	
P.O. Box 2150	
Southfield, MI 48037	
(313) 353-4520	

STATION	FORMAT
WKHM Jackson, MI	N/T

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

PEMBROOK PINES ELMIRA LTD.

STATION	FORMAT
EXECUTIVES:	
Robert J. Pfuntner, Pres./Owner	
Robert O'Brien, GM	
Street Stryder, PD	
James Craig, Sales Mgr.	
Dixie Jones, Office Manager	
HEADQUARTERS:	
1705 Lake Street	
Elmira, NY 14901	
(607) 732-5626	

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

PENOBSCOT BROADCASTING CORP.

STATION	FORMAT
EXECUTIVES:	
James H. Goff, Pres.	
James H. Goff, GM, WPBC	
Herbert J. Hunt, GM, WHOU A/F	
George E. Wilsey, VP	
HEADQUARTERS:	
27 State Street	
Bangor, ME 04401	
(207) 947-3371	

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

PEORIA JOURNAL STAR STATIONS

STATION	FORMAT
EXECUTIVES:	
Henry P. Slane, Pres	
Justin Hoberg, Mgr., Broadcast Div	
HEADQUARTERS:	
1 News Plaza	
Peoria, IL 61643	
(309) 686-3146	

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

PLOUGH BROADCASTING CO., INC.

STATION	FORMAT
EXECUTIVES:	
H. Wayne Hudson, Pres.	
Ronnie D. Wiggins, VP., Finance	
Ed Crump, VP, Public Affairs	
L.S. Stevens, VP, Eng	
HEADQUARTERS:	
112 Union Avenue	
Memphis, TN 38103	
(901) 529-4300	

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

PONCE BROADCASTING CORP.

EXECUTIVES

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

HEADQUARTERS

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

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

PRIME TIME BROADCASTING OF ALASKA

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KYAK	Anchorage	C
KGOT	Anchorage	AC
KIAK	Fairbanks	C

PRINCE GEORGE BROADCASTING LTD.

EXECUTIVES

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

HEADQUARTERS

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

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

PROGRESSIVE RADIO STATIONS

EXECUTIVES:

William K. Ulerich, Chmn. of the Bd.
HEADQUARTERS:
206 East Locust Street
Clearfield, PA 16830
(814) 765-5051

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



Q BROADCASTING LTD.

EXECUTIVES

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

HEADQUARTERS:

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

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

QUALITY BROADCASTING CO., INCORPORATED

EXECUTIVE

Ron Kirby, GM
HEADQUARTERS:
801 'B' Avenue
Lawton, OK 73502
(405) 355-1380

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

QUALITY BROADCASTING CORP.

EXECUTIVES

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

HEADQUARTERS:

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

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

QUIN-ABI BROADCASTING

EXECUTIVES

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

HEADQUARTERS

Westside Drive

Tullahoma, TN 37388
(615) 455-2607

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



RADIOIFFUSION MUTUELLE LTEE

EXECUTIVES

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

HEADQUARTERS

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

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

RADIO-NORD, INC.

EXECUTIVES

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

HEADQUARTERS:

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

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

RAU RADIO STATIONS, INC.

EXECUTIVES

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

HEADQUARTERS

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

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

REGIONAL BROADCASTERS GROUP

EXECUTIVES:

A B Martin, Pres
Norman Volk, VP GM

HEADQUARTERS:

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

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

REGISTER BROADCAST GROUP

EXECUTIVE:

Richard W Gilbert Pres

HEADQUARTERS:

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

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

RESEAU DES APPALACHES

EXECUTIVE

Francois Labbe Pres.

HEADQUARTERS

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

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

RESULT RADIO GROUP

EXECUTIVES

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

HEADQUARTERS:

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

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

KBRF-FM	Fergus Falls, MN	AC
KBEW	Blue Earth MN	C-N T

REX BROADCASTING CORP.

EXECUTIVES:

Jim Slone, Pres.
Philip Richardson VP-Sales, KCUB
Jim Arnold VP-GM, KRUX
Charlie Cohn, VP-GM, KLAO-KROD

HEADQUARTERS:

Box 50006
Tucson AZ 85703
(602) 887-1000

STATION		FORMAT
KCUB	Tucson	C
KLAO	El Paso	A
KROD	El Paso	R
KRUX	Lubbock, TX	C

JAMES RIVERS STATIONS

EXECUTIVES

James S. Rivers, Pres
Ron Rivers VP-Nat'l-Reg. Sls Mgr.
Tobey Rivers, VP-Nat'l-Reg. Sls Mgr for WJIZ

Sara Howell Bus Mgr Sec'y. Treas

HEADQUARTERS

P O Box 340
Cordele, GA 31015
(912) 273-1404 Collect

STATION		FORMAT
WMJM	Cordele, GA	AC
WFAV	Cordele, GA	C
WJIZ	Albany, GA	B
WTJH	East Point, GA	REL

RKO RADIO

EXECUTIVES

Thomas F O'Neil, Chmn/RKO General, Inc.
Hubert DeLynn, Vice Chmn & COO RKO General Inc

Frank Shakespeare, Pres./RKO General, Inc

Robert J. Williamson, Pres./RKO Radio

William Hogan Pres./RRS Div. RKO Radio

Thomas Burchill Pres./RKO Radio Network

Div./RKO Radio

HEADQUARTERS:

1440 Broadway
New York, NY 10018
(212) 764-7000

STATION		FORMAT
WRKO	Boston	T
WOR	New York	T
WGMS-A F	Washington	CL
WHBO	Memphis	AC
KHJ	Los Angeles	C
KFRC	San Francisco	R
WROR	Boston	AC
WRKS	New York	B
WAXY	Ft Lauderdale	AC
WFYR	Chicago	AC
KRTH	Los Angeles	AC

ROBERTS BROADCASTING

EXECUTIVES:

Allan W. Roberts, Pres.
Richard Vaughan, Exec VP
Philip Weiner, VP

HEADQUARTERS:

90 South Street
Ware, MA 01082
(413) 967-6231

STATION		FORMAT
WARE	Ware, MA	AC
WUPE	Pittsfield MA	AC
WUHN	Pittsfield, MA	BB

ROBERTS BROADCASTING, INC.

EXECUTIVES:

W Donald Roberts, Jr., Pres
Wayne Smith, VP
Michel J Nelson, GM

HEADQUARTERS:

3650 Ike Walton Trail
Lac Du Flambeau, WI 54538
(715) 588-3852

STATION		FORMAT
WJMS	Ironwood, MI	AC
WIMI	Ironwood, MI	AC
WJMT	Merrill, WI	AC
WJMT-FM	Merrill, WI	AC

RODGERS GROUP

EXECUTIVE

David Rodgers, Pres

HEADQUARTERS:

Bristol CT 06010
(203) 583-9945

STATION		FORMAT
WBIS	Bristol, CT	AC
WBML	Macon, GA	REL
KKZZ	Lancaster, CA	AC
KOTE	Lancaster CA	BM

ROLLINS INC.

EXECUTIVE:

Paul H. Downs, VP

HEADQUARTERS

P O. Box 647
Atlanta, GA 30301
(404) 873-2355

STATION		FORMAT
WAMS	Wilmington, DE	C
WBEE	Harvey, IL	J
WBES	Charleston, WV	BM
WCHS	Charleston, WV	AC
WRAP	Norfolk, VA	B
KDAY	Santa Monica CA	B

RAY H. ROSENBLUM STATIONS

EXECUTIVE:

Ray H. Rosenblum, Pres.

HEADQUARTERS:

c/o WMOA Radio
P O Box 708
Marietta, OH 45750
(614) 373-1490

STATION		FORMAT
WMOA	Marietta OH	N/T
WMOA-FM	Marietta, OH	BM
WACB	Kittanning, PA	AC

RUST COMMUNICATIONS GROUP, INCORPORATED

EXECUTIVES

William F. Rust, Jr., Pres
Walter H. Voigt, Admin Assist to Pres
W. Glen Hart, Controller

HEADQUARTERS

P O Box 1378
Leesburg, VA 22075
(703) 777-7550

STATION		FORMAT
WHAM	Rochester	AC
WHFM	Rochester	R
WPTR	Albany	C
WFLY	Troy	R
WNOW	York, PA	C
WQXA	York, PA	R
WSOM	Salem, OH	AC
WQXK	Salem, OH	C
WAEB	Allentown	AC
WXXW	Allentown	C



SALEM MEDIA GROUP

EXECUTIVE

Stuart Epperson, Pres

HEADQUARTERS

3780 Will Scarlet Road
Winston Salem, NC 27104
(919) 768-4147

STATION		FORMAT
WNYM	New York	REL
WEZE	Boston	REL
WRFD	Columbus	REL
WKBA	Vinton, VA	REL
KCFO/KAKC	Tulsa	REL
KMFM/KUKA	San Antonio	REL/SP

RUSS SALTER STATIONS

EXECUTIVES

Russell G. Salter, Pres
Charles G. Filippi, VP/Operations Mgr
Joseph P. Moen, VP/Mgr, WBEL
Arlene R. Salter, Sec'y

HEADQUARTERS

1884 Plain Avenue
Aurora, IL 60505
(312) 898-6668

STATION		FORMAT
WKKD	Aurora/Naperville, IL	BM
WBEL	S. Beloit, IL	AC
WRWC	Rockton, IL	BM
WFVR	Aurora, IL	AC
WIPC	Lake Wales, FL	BB

SANDUSKY NEWSPAPERS, INC. RADIO DIVISION

EXECUTIVES

Dudley A. White, Chmn. of the Bd
Toney Brooks, Pres

HEADQUARTERS

4450 Morrison Road
Denver, CO 80219
(303) 934-7570

STATION		FORMAT
KDKB	Mesa/Phoenix	A
KDJQ	Mesa/Phoenix	A

KBPI	Denver	A
KJZZ	Bellevue/Seattle	J
KZAM	Bellevue/Seattle	AC
KWFM	Tucson	A
KSLY	San Luis Obispo, CA	R
KUNA	San Luis Obispo, CA	BM
KLSI	Kansas City	AC
KEGL	Dallas	A
KNUS	Denver	N/T

SARKES TARZIAN, INC.

EXECUTIVES

Sarkes Tarzian, Chmn
Thomas Tarzian, Pres
C. F. Clapham, VP, Finance
Valerie Tarzian, Gen. Counsel
Robert Holben, GM, WTTS/WGTC
Geoff Vargo, GM, WPTH
Tom Tolar, GM, WATI

HEADQUARTERS

P O Box 62
Bloomington, IN 47402
(812) 332-7251

STATION		FORMAT
WTTS	Bloomington, IN	AC
WGTC	Bloomington, IN	C
WPTH	Ft Wayne, IN	AC
WATI	Indianapolis	BM

SBI, INCORPORATED

EXECUTIVES

Edward T. Shadek, Pres
Jerry W. Perkins, Controller
George Johns, VP of Corporate Operations
Bill Gardner, VP/Programming

HEADQUARTERS

8665 Gibbs Drive, Suite 201
San Diego, CA 92123
(714) 565-6006

STATION		FORMAT
KOGO	San Diego	AC
KPRI	San Diego	A
KCCW	San Antonio/Terrell Hills	BB
KLLS	San Antonio	AC

SCONNIX GROUP BROADCASTING, INCORPORATED

EXECUTIVES

Scott R. McQueen, Pres
Theodore E. Nixon, VP
Randall T. Odeneal, VP
Alfred Hill, VP

HEADQUARTERS

Parade Road
Laconia, NH 03246
(603) 524-1323

STATION		FORMAT
WCMF	Rochester, NY	A
WTMA	Charleston, SC	AC
WSSX	Charleston, SC	R
WOCB	Cape Cod, MA	N/T
WSOX	Cape Cod, MA	BM
WLNH-FM	Laconia, NH	AC
WLNH-AM	Laconia, NH	C
WDOS	Oneonta, NY	AC
WSRK	Oneonta, NY	C

SCRIPPS-HOWARD BROADCASTING COMPANY

EXECUTIVES

Donald L. Perris, Pres
Richard J. Janssen, VP/Radio
Steve Roddy, Dir., Programming & Mktg -Radio

HEADQUARTERS

3001 Euclid Avenue
Cleveland, OH 44115
(216) 431-5555

STATION		FORMAT
WMC	Memphis	C
WMC-FM	Memphis	AC
WBSB	Baltimore	AC
KMEO-A/F	Phoenix	BM
KUPL	Portland, OR	BB
KUPL-FM	Portland, OR	BM

SEATON STATIONS

EXECUTIVES

R. M. Seaton, CEO
Edward L. Seaton, VP
Donald R. Seaton, VP
Robert L. Pratt, VP

HEADQUARTERS

Box 580
Coffeyville, KS 67337
(316) 251-2900

STATION		FORMAT
KGGF	Coffeyville, KS	N/T
KMAN	Manhattan, KS	AC
KMKF	Manhattan, KS	R
KHAS	Hastings, NB	AC
KFYO	Lubbock, TX	C

SEEHAFER BROADCASTING CORP.

EXECUTIVES

Donald Seehafer, Pres
Robert Johnson, VP
Ray Olson, Sec'y /Treas

HEADQUARTERS

P O Box 685
Manitowoc, WI 54220
(414) 682-0351 Collect

STATION		FORMAT
WOMT	Manitowoc, WI	AC
WXCO	Wausau, WI	C
WQTC	Two Rivers, WI	R

SELKIRK COMMUNICATIONS, LIMITED

EXECUTIVES

J. Stuart MacKay, Pres
Ken A. Baker, VP
Frank T. Nash, VP, Sec'y /Treas

HEADQUARTERS

2 Bloor Street West
Toronto, ON M4W 3L7 Canada
(416) 967-5550 Collect

STATION		FORMAT
CJVI	Victoria, BC	C
CKWX	Vancouver, BC	C
CJAZ	Vancouver, BC	J
CJIB	Vernon, BC	AC
CJCA	Edmonton, AB	AC
CIRK	Edmonton, AB	A
CFGP	Grand Prairie, AB	AC
CFAC	Calgary, AB	C
CJOC	Lethbridge, AB	C

SENTRY BROADCASTING, INC.

EXECUTIVES:

Donald M. Colby, Pres.
Dave Stephenson, Treas.
James Noonan, Attorney

HEADQUARTERS:

1800 North Point Drive
Stevens Point, WI 54481
(715) 346-6817

STATION	FORMAT
WXYO Stevens Point, WI	C
WSPT Stevens Point, WI	R
WJJK Eau Claire, WI	C
WBIZ Eau Claire, WI	R
WRJN Racine, WI	AC
WRRR Rockford, IL	BB
WYBR Rockford, IL	R
WTAX Springfield, IL	AC
WDBR Springfield, IL	R
KMNS Sioux City, IA	C
KSEZ Sioux City, IA	R

SHAMROCK BROADCASTING CO., INCORPORATED

EXECUTIVES:

Roy E. Disney, Chmn. of the Bd
Patricia A. Disney, Vice Chmn. of the Bd
Stanley P. Gold, Pres

HEADQUARTERS:

6464 Sunset Blvd., Suite 630
Hollywood, CA 90028
(213) 462-7711

STATION	FORMAT
KABL-A/F San Francisco	BM
KXLR Little Rock	C
KMGC Dallas	MM/AC
KUDL Kansas City, KS	MM/AC
WWWW Detroit	C
WBOK New Orleans	B
WFOX Gainesville, GA	.

*Pending FCC approval

SHAMROCK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

William R. Lynett, VP, Operations
Ken Stevens, VP, Programming
Joe Silva, GM, WEJL/WEZX
Ralph Barnes, GM, WOQM

HEADQUARTERS:

149 Penn Avenue
Scranton, PA 18505
(717) 348-9108

STATION	FORMAT
WDIZ Orlando	A
WEJL Scranton, PA	AC
WEZX Scranton, PA	A
WOQM Milwaukee	A
WTTR Westminster, MD	AC
WTTR-FM Westminster, MD	BM

SHERIDAN BROADCASTING CORP.

EXECUTIVE:

Glenn R. Mahone, Pres.

HEADQUARTERS:

1811 Boulevard of the Allies
Pittsburgh, PA 15219
(412) 281-6747

STATION	FORMAT
WAMO-A/F Pittsburgh	B
WUFO Buffalo/Amherst, NY	B

SIGMOR

EXECUTIVES:

Tom Turner, Sr., Pres.
Tom Turner, Jr., VP
Harrell Banks, VP/Dir. of Bdcstg
Bob Boerner, Treas

HEADQUARTERS:

P.O. Box 20267
San Antonio, TX 78220
(512) 222-9191

STATION	FORMAT
KBUC San Antonio	C
KBUC-FM San Antonio	C
KTON Belton, TX	C
KTON-FM Belton, TX	C
KXOL Ft. Worth	C
KRYS Corpus Christi, TX	AC
KBCB Corpus Christi, TX	C

SIS RADIO, INC.

EXECUTIVES:

Sis A. Kaplan, Pres.
Stanley N. Kaplan, GM

HEADQUARTERS:

400 Radio Road
Charlotte, NC 28216
(704) 392-6191

STATION	FORMAT
WAYS Charlotte, NC	AC
WROQ Charlotte, NC	A

SIT BROADCASTING CORP.

EXECUTIVES:

Sam Sitterle, President/GM
John Tucker, Chief Engineer
Louis J. Roney, Sales Manager
Dot Petersen, News Director

HEADQUARTERS:

P.O. Box 20107
San Antonio, TX 78220
(512) 337-8840

STATION	FORMAT
KAPE San Antonio	B
KESI Terrell Hills, TX	BM

SKY CORPORATION

EXECUTIVES:

Dennis R. Israel, Pres.
Andrew Bell, Exec. VP

Andrew R. Pettit, VP

HEADQUARTERS:

1 East Main Street
Riverhead, NY 11901
(516) 727-1200

STATION	FORMAT
WEZG-A/F Syracuse, NY	BM
KSKY Dallas	REL
KBCQ Roswell, NM	AC
WRIV Riverhead, NY	AC
*WTPA-FM Harrisburg, PA	A

*Pending FCC approval

BOB SMITH GROUP

EXECUTIVES:

Bob Smith, Pres.
Nelson Lent, VP

HEADQUARTERS:

Box 1568
Sanford, FL 32771
(305) 322-1400

STATION	FORMAT
WIXK-FM New Richmond, WI	BM
WIXK New Richmond, WI	AC
WWIS Black River Falls, WI	AC
WTRR Sanford, FL	C

TED SMITH GROUP

EXECUTIVE:

Ted A. Smith, Pres

HEADQUARTERS:

KUMA
P.O. Box 340
Pendleton, OR 97801
(503) 276-1511

STATION	FORMAT
KUMA Pendleton, OR	AC
KUMA-FM Pendleton, OR	BM
KJDY John Day, OR	AC

SORENSEN BROADCASTING CORPORATION

EXECUTIVES:

Dean Sorenson, Pres.
Don Schiel, Sales/Mkt. Coordinator

HEADQUARTERS:

106 West Capital
Box 309
Pierre, SD 57501
(605) 224-1113

STATION	FORMAT
KCCR Pierre, SD	AC
KNEY Pierre, SD	AC
KOBH-A/F Hot Springs, SD	MM
KIXX Watertown, SD	AC
KOZY Grand Rapids, MN	AC
KWAT Watertown, SD	N/T
KYNT Yankton, SD	AC
KKYA Yankton, SD	C
KCUE Red Wing, MN	AC
KWNG Red Wing, MN	AC

SOUTH CENTRAL BROADCASTING CORPORATION

EXECUTIVES:

John D. Engelbrecht, Pres.
Glen Powers, Group PD
Lee Thompson, Chief Engineer

HEADQUARTERS:

1162 Mount Auburn Rd./P.O. Box 3848
Evansville, IN 47736/47712
(812) 424-8284

STATION	FORMAT
WIKY Evansville, IN	BM
WROZ Evansville, IN	C
WZEZ Nashville, TN	BM
WEZK Knoxville, TN	BM

SOUTHERN MINNESOTA BROADCASTING COMPANY

EXECUTIVES:

G. David Gentling, Pres./Treas.
Greg Gentling, Exec. VP
Marvin Foss, Sec'y

HEADQUARTERS:

122 S.W. 4th Street
Rochester, MN 55901
(507) 286-1010

STATION	FORMAT
KROC Rochester, MN	AC

KROC-FM	Rochester MN	R
KXRB	Sioux Falls, SD	C
KIOV	Sioux Falls, SD	C
KKLS	Rapid City, SD	AC
KKHJ	Rapid City, SD	BM
KBLS	Santa Barbara, CA	BB
KTYD	Santa Barbara, CA	A
KKAM	Lubbock, TX	BB
KFMX	Lubbock, TX	A

SOUTHWESTERN BROADCASTING OF MISSISSIPPI

EXECUTIVES

Phillip D. Brady, partner
Albert M. Smith, partner
Louis Alford, partner

HEADQUARTERS

317 Canal Street
McComb, MS 39648
(601) 684-2271

STATION		FORMAT
WAPF	McComb, MS	AC
WCCA	McComb, MS	C
WMDC-A/F	Hazlehurst, MS	C
KADL-A/F	Pine Bluff, AR	C

STAINLESS BROADCASTING CO.

EXECUTIVES

Henry J. Guzewicz, Pres./Treas
Richard J. Eberle, Exec. VP
Robert A. Farrington, Sec'y
John F. Cullen, VP

HEADQUARTERS

3rd & Montgomery Avenue
North Wales, PA 19454
(215) 699-4871

STATION		FORMAT
WRAC	Williamsport, PA	C
WKSJ	Williamsport, PA	AC

STAUFFER COMMUNICATIONS, INCORPORATED

EXECUTIVES

Jerry Holley, VP/Broadcasting
Robert Fromme, Special Asst. to VP
Al Lobeck, Dir., SCI Radio Properties
Paul Winders, Dir. of Eng.

HEADQUARTERS

Box 119
Topeka, KS 66601
(913) 272-3456

STATION		FORMAT
WIBW	Topeka, KS	N/T
WIBW-FM	Topeka, KS	R
KRNT	Des Moines	AC
KRNO	Des Moines	R
KGNC	Amarillo, TX	N/T
KGNC-FM	Amarillo, TX	BM
KGBX	Springfield, MO	AC
KARZ	Phoenix	C
KGFF	Shawnee, OK	MM

STERLING RECREATION ORGANIZATION

EXECUTIVES

Fredric A. Danz, Pres.
Clifford M. Hunter, Broadcast Dir.

HEADQUARTERS

600-106th N.E.
Bellevue, WA 98009
(206) 455-8100

STATION		FORMAT
KZOK	Seattle	A
KJET	Seattle	R
KSJO	San Jose	A
KXRX	San Jose	AC
KDKO	Denver	B
KBFW	Bellingham, WA	C
KALE	Richland, WA	AC
KIOK	Richland, WA	R
KASH	Eugene, OR	O
KSND	Eugene, OR	R
KEDO	Longview, WA	AC
KLYK	Longview, WA	R

STONER BROADCASTING SYSTEM, INCORPORATED

EXECUTIVES

Thomas H. Stoner, Chmn.
Glenn Bell, Pres.
Avis Eckel, VP/Finance

HEADQUARTERS

3900 N.E. Broadway
Des Moines, IA 50317
(515) 265-6181

STATION		FORMAT
KSO	Des Moines	C
KGGO	Des Moines	A
WGNT	Huntington, WV	AC
WNBF	Binghamton, NY	AC
WQYT	Binghamton, NY	BM
WHEL	Knoxville	BB
WINZ	Knoxville	A
KHAK-A/F	Cedar Rapids	C
WYRK	Buffalo	C

STORZ BROADCASTING CO.

EXECUTIVES

Robert H. Storz, Pres./Chmn.
Herbert Engdahl, VP
George Armstrong, Exec. VP

HEADQUARTERS

Kiewit Plaza, 8th Floor
Omaha, NE 68131
(402) 342-4700

STATION		FORMAT
WOAM	Miami	C
WHB	Kansas City, MO	R
WDGY	Minneapolis	C
WTIX	New Orleans	AC
KOMA	Oklahoma City	C
KXOK	St. Louis	R

STREAM BROADCASTING INC.

EXECUTIVES

Tony Reed, Pres.
Karl Boellert, Sec'y

HEADQUARTERS

P.O. Box 3306
Lake Charles, LA 70602
(318) 433-0700

STATION		FORMAT
KBIJ	Lake Charles, LA	AC
KUFO	Odessa, TX	A
KOYL	Odessa, TX	C

STUART BROADCASTING CO.

EXECUTIVES

R.W. Chapin, Pres.
Orv. Koch, Asst. to Pres.

HEADQUARTERS

625 Stuart Building
Lincoln, NE 68508
(402) 475-4204

STATION		FORMAT
KFOR	Lincoln, NE	AC
KFRX	Lincoln, NE	A
KRGI	Grand Island, NE	AC
KRGI-FM	Grand Island, NE	C
KSAL	Salina, KS	AC
KYEZ	Salina, KS	C
KOEL	Oelwein, IA	AC
KOEL-FM	Oelwein, IA	C
KWTO	Springfield, MO	C
KWTO-FM	Springfield, MO	R
KATI	Casper, WY	R
KAWY	Casper, WY	R

SUBURBAN RADIO GROUP

EXECUTIVES

Robert R. Hilker, Pres.
Lewis H. Bagwell, VP
William R. Rollins, Sec'y/Treas.

HEADQUARTERS

P.O. Box 888
Belmont, NC 28012
(704) 825-5272

STATION		FORMAT
WCGC	Belmont, NC	C
WEGO	Concord, NC	B
WPEG	Concord, NC	B
WHHV	Hillsville, VA	C
WJJI	Christiansburg, VA	AC
WVVV	Blacksburg, VA	AC
WYNR	Brunswick, GA	C
WPIO	Brunswick, GA	AC
WSVM	Valdese, NC	AC

SUDBRINK BROADCASTING

EXECUTIVES

Robert W. Sudbrink, Chmn. of Board
Richard D. Casper, Pres.

HEADQUARTERS

3081 East Commercial Blvd.
Ft. Lauderdale, FL 33308
(305) 771-0735

STATION		FORMAT
WNWS	Miami, FL	N/T
WJYO	Mount Dora/Orlando	AC
WORL	Orlando, FL	B
KPOI	Honolulu	AC
KDUK	Honolulu	A
WLAC	Nashville	N/T
WJYN	Nashville	AC

SUMMIT COMMUNICATIONS, INC.

EXECUTIVE

Allen B. Shaw, Exec. VP-Radio

HEADQUARTERS

P.O. Box 2496
Winston-Salem, NC 27102
(919) 748-8820

STATION		FORMAT
WSJS	Winston-Salem	AC
WTOR	Winston-Salem	C
WCOA	Pensacola, FL	AC
WJLQ	Pensacola, FL	R
WREC	Memphis	BB
WZXR	Memphis	A
KOCY	Oklahoma City	C
KXXY	Oklahoma City	C

SUNBELT COMMUNICATIONS, LTD.

EXECUTIVES:

C.T. Robinson, Pres.
William C. Moyes, Exec. VP
Michael B. Hesser, Exec. VP
Dwight L. Case, Exec. VP

HEADQUARTERS:

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-9442

STATION		FORMAT
KOEO	Albuquerque, NM	O
KZZX	Albuquerque, NM	AC
KVOR	Colorado Springs, CO	N/T
KSPZ	Colorado Springs, CO	AC
KFYE	Fresno, CA	AC
KLNK	Oklahoma City, OK	AC

SURREY BROADCASTING

EXECUTIVES:

Howard D. Duncan, Pres.
Kent Nichols, Sec'y./Treas.

HEADQUARTERS:

3438 N. Country Club Road
Tucson, AZ 85716
(602) 795-1490

STATION		FORMAT
KAIR	Tucson	AC
KJYK	Tucson	BM
*KIOI	San Francisco	AC
*KCBO-A/F	San Diego	C
*KSLO	St. Louis	AC
*WOKY	Milwaukee	BB
*WMIL	Milwaukee	C
KATT-AM/FM	Oklahoma City	A

*Pending FCC Approval

SUSQUEHANNA BROADCASTING COMPANY

EXECUTIVES:

Louis J. Appell, Jr., Pres.
Arthur W. Carlson, Sr. VP in charge of radio
Jack Herr, VP/Administration
Michael R. Robbins, Marketing Mgr.

HEADQUARTERS:

140 East Market Street
York, PA 17401-1432
(717) 848-5500

STATION		FORMAT
KLIF	Dallas	C
KPLX	Ft. Worth/Dallas	C
WARM	Scranton/Wilkes-Barre	AC
WFMS	Indianapolis	C
WHLO	Akron	BB
WKIS	Orlando	N/T
WLOR	Toledo	BM
WLTA	Atlanta	AC
WOBA-A/F	Miami	SP
WRRM	Cincinnati	MM
WSBA	York, PA	AC
WSBA-FM	York, PA	BM

JIMMY SWAGGART MINISTRIES ASSOC.

EXECUTIVES:

Bob Anderson, GM
Jeff Blackwell, Nat'l PD
Edward Lively, Tech. Dir.

HEADQUARTERS:

Box 1726
Baton Rouge, LA 70821
(504) 926-6239

STATION		FORMAT
WLUX	Baton Rouge, LA	REL
KMCV	Spring, TX	REL
KWJS	Arlington, TX	REL
KJIL	Bethany, OK	REL
WJYM	Bowling Green, OH	REL
WAME	Charlotte, NC	REL
WHYM	Pensacola, FL	REL

SWANSON BROADCASTING INC.

EXECUTIVES:

Gerock H. Swanson, Pres.
Ron B. Blue, Exec. VP
William E. Weeks, Treas.

HEADQUARTERS:

1502 South Boulder, 23-F
Tulsa, OK 74119
(918) 582-6195

STATION		FORMAT
KWKN	Wichita, KS	AC
KGCS	Derby, KS	C
WBYU	New Orleans	BM
WSHO	New Orleans	BB
KKNG	Oklahoma City	BM
KRMG	Tulsa	AC
KFJZ	Arlington, TX	BB
KKYX	San Antonio	C



TFT BROADCASTING COMPANY

EXECUTIVES:

Charles Mechem, Jr., Chmn.
Dudley Taft, Pres.
David S. Ingalls, Vice Chmn.
Carl Wagner, Exec. VP/Radio

HEADQUARTERS:

1718 Young Street
Cincinnati, OH 45210
(513) 721-1414

STATION		FORMAT
WDAF	Kansas City, MO	C
KYYS	Kansas City, MO	A
WGR	Buffalo	AC
WGRO	Buffalo	A
WKRC	Cincinnati	AC
WKRO	Cincinnati	R
WTVN	Columbus, OH	AC
WLVO	Columbus, OH	A
KOV	Pittsburgh	N
WDVE	Pittsburgh	A
WYNF	Tampa	A
WDAE	Tampa	BB

TALLEY BROADCASTING STATIONS

EXECUTIVE:

Hayward L. Talley, Pres.

HEADQUARTERS:

WSMI Building, Box 10
Litchfield, IL 62056

STATION		FORMAT
KLSS	Mason City, IA	AC

KSMN	Mason City, IA	C
KBKB	Fl. Madison, IA	AC
KBKB-FM	Fl. Madison, IA	AC
WSMI	Litchfield, IL	AC
WSMI-FM	Litchfield, IL	C

TALTON BROADCASTING CO.

EXECUTIVES:

Julius E. Talton, Pres.
Pearle L. Talton, Sec'y./Treas.

Gary Fuller, VP
Jim Lumpkin, VP
Dave Rigdon, VP

HEADQUARTERS:

505 Lauderdale St.
Selma, AL 36701
(205) 875-3350

STATION		FORMAT
WHBB	Selma, AL	AC
WTUN	Selma, AL	C
WBIB	Centreville, AL	C
WATM	Airmore, AL	AC
WSKR	Airmore, AL	C

TAMARACK COMMUNICATIONS, INCORPORATED

EXECUTIVES:

David M. Jack, Pres.
Lorna R. Pearce, Financial Mgr.

HEADQUARTERS:

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

STATION		FORMAT
KLIO	Portland	N/T
KUDY	Spokane	REL
KICN	Spokane	REL
KNTA	Santa Clara	SP

THOMPSON COMMUNICATIONS INCORPORATED

EXECUTIVES:

Fred L. Thompson, Pres.
Richard Dumlal, Station Mgr. - KRSL A/F
Bill Mingle, Station Mgr. - KYFM

HEADQUARTERS:

P.O. Box 1100
Bartlesville, OK 74005
(918) 336-1001

STATION		FORMAT
KYFM	Bartlesville, OK	C
KRSL	Russell, KS	AC
KRSL-FM	Russell, KS	AC

THE THOMS BROADCASTING COMPANIES, INCORPORATED

EXECUTIVES:

Meredith S. Thoms, Pres.
Matilann S. Thoms, Exec. VP/Sec'y.
John Jerose, VP/Cable Div.

HEADQUARTERS:

75 Scenic Highway
Asheville, NC 28804
(704) 255-0111

STATION		FORMAT
WEAM	Arlington, VA	BB
WCOG	Greensboro, NC	C
WKLM	Wilmington, NC	C

TICHENOR MEDIA SYSTEMS

EXECUTIVES

McHenry Tichenor, Chmn of the Bd
McHenry T Tichenor, Sr, V Chmn of the Bd
McHenry T Tichenor, Jr, Pres
Malcolm Kasanoff, Exec VP
Charles Reininger, VP
David Lykes, VP

HEADQUARTERS:

P O Box 711
Harlingen, TX 78550
(512) 423-3910

STATION		FORMAT
KUNO	Corpus Christi	SP
KGBT	Harlingen, TX	SP
KELT	Harlingen TX	C
KCOR	San Antonio	SP
KQXT	San Antonio	BM

THE TIDMORE GROUP

EXECUTIVES

A V Tidmore, Owner
Ralph L Price, GM

HEADQUARTERS

P O Box 540
Pottsville PA 17901
(717) 622-1360 In PA 800-832-3333

STATION		FORMAT
WPPA	Pottsville, PA	AC
WAVT	Pottsville PA	C
WSBB	New Smyrna Beach, FL	MM

T/R, INC.

EXECUTIVES

Clay Littick, Pres
Allan Land, Exec VP

HEADQUARTERS

421 Main Street
Zanesville, OH 43701
(614) 454-9721 Collect

STATION		FORMAT
WHIZ	Zanesville, OH	AC
WHIZ-FM	Zanesville, OH	BM
WNXT	Portsmouth, OH	AC
WNXT-FM	Portsmouth, OH	BM
WOMP	Bellaire, OH	AC
WOMP-FM	Bellaire, OH	R

TRANSWESTERN COMMUNICATIONS, INC.

EXECUTIVE

George M Malti, Pres

HEADQUARTERS

701 Sutter
San Francisco, CA 94109
(415) 775-0680

STATION		FORMAT
KYVA	Gallup, NM	R
KOVO	Gallup, NM	C
KOJO	Laramie, WY	C
KIOZ	Laramie, WY	R

TRIBUNE COMPANY BROADCASTING

EXECUTIVE:

James Dowdle, Pres

HEADQUARTERS

177 State Street
Bridgeport, CT 06604

STATION

STATION		FORMAT
WPIX	New York	R
WGN	Chicago	T
WICC	Bridgeport	AC
KGNR	Sacramento	N/T
KCTC	Sacramento	BM

TRIPLETT BROADCASTING COMPANY, INCORPORATED

EXECUTIVES:

Wendell A Triplett, Pres
Robert S Triplett, Exec VP

HEADQUARTERS

1373 Road 235
Bellefontaine OH 43311
(513) 592-0313

STATION		FORMAT
WCOR	Lebanon KY	BB
WUSW	Lebanon, KY	C
WTKC	Lexington, KY	C
WOSE	Port Clinton, OH	C
WTCY	Bellefontaine, OH	C
WTOO	Bellefontaine, OH	AC

2588 NEWPORT CORP.

EXECUTIVES

Ray Kandel, Pres
H Kandy Rohde, VP

HEADQUARTERS

2222 Avenue of the Stars
Suite 2102
Los Angeles, CA 90067
(213) 277-4980

STATION		FORMAT
KTUC	Tucson	N
KNDE	Tucson	C
KHSJ	Hemet, CA	BB
KHYE	Hemet, CA	O
KONG	Visalia, CA	BB
KONG-FM	Visalia, CA	REL



UNITED BROADCASTING CO., INC.

EXECUTIVES

Gerald Hroblak, Pres
Bill Parris, VP
Gary Gross, VP
John Moen, National PD

HEADQUARTERS

4733 Bethesda Avenue, Suite 808
Bethesda, MD 20814
(301) 652-7706

STATION		FORMAT
WOOK	Washington, DC	B
WSID	Baltimore	B
WYST	Baltimore	AC
WJMO	Cleveland Heights	B
WLYT	Cleveland Heights	R
KALI	San Gabriel, CA	SP
KSOL	San Mateo, CA	B
WBNX	New York	SP
WINX	Rockville, MD	AC

UNIVERSAL BROADCASTING CO.

EXECUTIVES

Howard Warshaw, Pres
Marvin B Kosofsky, Chmn
Dick Marsh, VP/Marketing
Miriam Warshaw, Sec'y

HEADQUARTERS

40 Roseille Street
Mineola NY 11501
(516) 741-1200

STATION		FORMAT
WTHE	Mineola, NY	B/SP
WARO	Canonsburg, PA	REL
WVVX	Highland Park, IL	T/SP
WYLO	Jackson, WI	AC/SP
KCNW	Fairway, KS	REL/T
KUXL	Golden Valley, MN	REL/B
KEST	San Francisco	T/B
KMAX	Arcadia, CA	SP/B
KPPC	Pasadena, CA	B
WGRT	Danville, IN	AC/B
WCBW	Columbia, IL	REL/B



VIACOM BROADCASTING INC.

EXECUTIVES

Ralph M Baruch, Chmn/CEO
Paul Hughes, Broadcast President
Dianne DeArmond, VP, Marketing/Promotions
Bill Figenshu, VP/Programming
Frank Kramer, VP/Engineering

HEADQUARTERS

1211 Avenue of the Americas
New York, NY 10036
(212) 575-5175

STATION		FORMAT
KDIA	Oakland, CA	B
WMZQ	Washington, DC	C
WKHK	New York	C
WDIA	Memphis	B
WRVR	Memphis	AC
KIKK	Pasadena TX	C
KIKK-FM	Houston	C
WLAK	Chicago	BM

VOICE OF PUERTO RICO, INC.

EXECUTIVES

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Guillermo Bonet, Dir of Eng
Miguel Borrero, Res Mgr

HEADQUARTERS

Ponce By Pass P O Box 430
Ponce P R 00731
842-0166

STATION		FORMAT
WPRP	Ponce, P R	SP
WIOC	Ponce, P R	SP



JOHN WALTON STATIONS

EXECUTIVES

John B Walton, Pres
Jean Walton, Sec'y /Treas
A J Ramsey, VP

HEADQUARTERS

P O Box 1417

Pebble Beach, CA 93953
(408) 649-6622

STATION		FORMAT
KDJW	Amarillo, TX	C
KBUY	Amarillo, TX	C
KIDD	Monterey, CA	AC
KLRB	Carmel, CA	A
*KKCS	Colorado Springs	C
*KYSN	Colorado Springs	AC

*Pending FCC Approval

WDAY, INC.

EXECUTIVES

William C. Marcell, Pres.
William Burn, Exec. VP

HEADQUARTERS:

301 South 8th Street
Fargo, ND 58103
(701) 237-6500

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

WESTERN BROADCASTING CO.

EXECUTIVES

Earl E. Morgenroth, Chmn. of the Bd.
Shirley Moore, Vice Chmn.
Robert D. Gordon, President, Chief of Opr.
Thomas French, Controller

HEADQUARTERS:

2501 Catlin, Suite 206, Drawer M
Missoula, MT 59806
(406) 728-2755

STATION		FORMAT
KGVO	Missoula, MT	C
KCAP	Helena, MT	R
KCAP-FM	Helena, MT	R
KSEI	Pocatello, ID	AC
KRBV	Pocatello, ID	BM

WESTERN CITIES BROADCASTING, INCORPORATED

EXECUTIVES

Peer Pedersen, Chmn.
Richard C. Phalen Jr., Pres.
William R. Phalen, VP

HEADQUARTERS:

P.O. Box 14805
Las Vegas, NV 89114
(702) 739-9383

STATION		FORMAT
KZZP-AF	Mesa, AZ	R
KZAP	Sacramento, CA	A
KROQ	Tucson	R
KNST	Tucson	N.T.
KLUC	Las Vegas	R
KMJJ	North Las Vegas	AC

WESTINGHOUSE BROADCASTING AND CABLE INC. (GROUP W)

EXECUTIVES

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Richard H. Harris, Pres., Radio Group
Warren Maurer, VP, AM Group
Bert Wahlen, VP, FM Group
John Waugaman, VP, Radio Sales

Stephen Fisher, Controller, Radio Group
HEADQUARTERS
90 Park Avenue
New York, NY 10016
(212) 983-6500

STATION		FORMAT
WINS	New York	N
KFWB	Los Angeles	N
WIND	Chicago	N.T.
KYW	Philadelphia	N
WBZ	Boston	AC
KOAX	Dallas-Ft. Worth	BM
KDKA	Pittsburgh	AC
WPNT	Pittsburgh	BM
KODA	Houston	BM
KOSI	Denver	BM
KJOY	San Diego	BM
WOWO	Ft. Wayne, IN	AC

WFYC, INC.

EXECUTIVES

G.E. Thomas, GM
D.W. Sommerville, Station Manager

HEADQUARTERS:

P.O. Box 629
Alma, MI 48801
(517) 463-3175

STATION		FORMAT
WFYC	Alma, St. Louis, MI	AC
WFYC-FM	Alma, St. Louis, MI	AC
WADM	Decatur, IN	AC
WADM-FM	Decatur, IN	AC

WGN CONTINENTAL BROADCASTING COMPANY

EXECUTIVES

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Wayne R. Vriesman, VP/Sta. Mgr.
Paul W. Freas, VP/Chief Financial Officer
Donald H. Knautz, VP/Dir. of Broadcast Oper.
Donald D. DeCarlo, VP/Gen. Sales Mgr.
Orion Samuelson, VP/Agricultural Service Director
Daniel D. Calibraro, VP/Corporate Relations
Robert I. Knudson, Jr., Dir. of Eng.
Paul M. Davis, Director of News
Daniel D. Fabian, Program Mgr.

HEADQUARTERS:

2501 West Bradley Place
Chicago, IL 60618
(312) 528-2311

STATION		FORMAT
WGN	Chicago	AC/T
KGNR	Sacramento	AC
KCTC	Sacramento	AC

MEL WHEELER, INC.

EXECUTIVES

Mel Wheeler, Pres.
Vinny Wheeler, Sec'y. Treas.
Herm Reavis, Exec. VP
Clark Wheeler, VP
Stephen Wheeler, VP

HEADQUARTERS:

1440 Wheeler Drive
Denton, TX 76201
(817) 382-2552

STATION		FORMAT
KDNT	Denton, TX	C
WSLC	Roanoke, VA	C
WSLO-FM	Roanoke, VA	R

WILKS/SCHWARTZ BROADCASTING

EXECUTIVES

Donald L. Wilks, Owner
Michael Schwartz, Owner
James Shea, VP
Albert Makkay, VP

HEADQUARTERS:

45 Fisher Avenue
East Longmeadow, MA 01028
(413) 525-4141

STATION		FORMAT
WAQY	Springfield, MA	A
WIXY	Springfield, MA	C
WKZE-A/F	Cape Cod, MA	AC
WKRZ-A/F	Wilkes-Barre, PA	AC
WPET	Greensboro, NC	REL

ARTHUR WILKERSON STATIONS

EXECUTIVES

Arthur Wilkerson, Pres.
Dwight D. Wilkerson, VP
Evelyn B. Wynn, Sec'y

HEADQUARTERS:

P.O. Box 340
Lenoir City, TN 37771
(615) 986-7536

STATION		FORMAT
WLIJ	Shelbyville, TN	BM/C
WLIK	Newport, TN	C/O
WLIL-A/F	Lenoir City, TN	C/O

W. RUSSELL WITHERS, JR. STATIONS

EXECUTIVES

W. Russell Withers, Jr., Owner
Kathy J. White, Adm. Assistant

HEADQUARTERS:

P.O. Box 1238
Mt. Vernon, IL 62864
(618) 242-3500

STATION		FORMAT
KGMO	Cape Girardeau, MO	AC
KOKX	Keokuk, IA	AC
KIMI	Keokuk, IA	C
WMIX	Mt. Vernon, IL	AC
WMIX-FM	Mt. Vernon, IL	C
KEWI	Cape Girardeau, MO	C

WKBN BROADCASTING CORP.

EXECUTIVES:

Warren P. Williamson III, Pres.
J.D. Williamson II, VP

HEADQUARTERS:

3930 Sunset Boulevard
Youngstown, OH 44514
(216) 782-1144

STATION		FORMAT
WKBN	Youngstown, OH	AC/C
WKBN-FM	Youngstown, OH	BM
WIMA	Lima, OH	AC/T
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WAAM	Ann Arbor, MI	AC/T

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James P. White, GM (WSPD)

HEADQUARTERS:

180 North Division
Grand Rapids, MI 49503
(616) 459-1919

STATION		FORMAT
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids MI	BM
WSPD	Toledo OH	AC

W.E. WOODALL, JR. STATIONS

EXECUTIVES:

W E Woodall, Jr., Pres
Orson Woodall, VP
Hardy Woodall, Sec'y. Treas.

HEADQUARTERS

P O Box 390
Dawson, GA 31742

STATION		FORMAT
WDWD	Dawson, GA	AC
WHIA	Dawson, GA	REL
WGRA	Cairo, GA	C
WBBK	Blakely, GA	C
WGSW	Greenwood SC	R
WGAJ	Valdosta, GA	C
WDOL	Athens, GA	C
WSMY	Roanoke Rapids, NC	C

WYCOM CORPORATION

EXECUTIVE:

Bill Sims, Pres

HEADQUARTERS

Rt 2, Box 51
Pecos, NM 87552
(505) 757-6573

STATION		FORMAT
KUGR	Green River, WY	C
KVSF	Santa Fe	AC
KSAA	Casa Grande, AZ	AC



ROBERT D. ZELLMER STATIONS

EXECUTIVE

Robert D. Zellmer, Owner/Pres

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(303) 879-6265

STATION		FORMAT
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Robert Galen, Sr. VP Research & Marketing
Richard P. McCauley, Sr., VP, Stations
Daren F. McGavren, Sr. VP, West Coast
Thomas Turner, Sr. VP, Mid-Atlantic
Robert Ferraro, Sr. VP, West
Michael Horn, Sr. VP, East/South
Edwin Howard, Sr. VP, BWSN

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Atlanta	William White	(404) 231-3633
Boston	Prudence Hay	(617) 536-6230
Cedar Rapids	William D. Alford Agri Bus Dir.	(319) 393-8632
Chicago	Thomas K. Walton	(312) 787-2300
Dallas	Brian Robinson	(214) 239-9700
Detroit	William Coury	(313) 871-3066
Houston	Marty Toole	(713) 552-0600
Los Angeles	Allan Keir	(213) 937-4620
Minneapolis	Marc H. Kalman	(612) 339-8894
New York	Frank S. Kelly	(212) 752-0400
Philadelphia	Margie Kane, Mgr.	(215) 568-6540
St. Louis	Thomas Cinquina	(314) 444-2281
San Francisco	Gloria DeMania	(415) 434-3272
Portland	Marianne Buell (a e)	(503) 226-5007

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Atlanta, GA 30326
(404) 237-1577

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(314) 862-5250

EXECUTIVE:

Gert Bunchez, President

REGIONAL OFFICES

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C

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Raquel Caballero, Exec. VP
Manuel Ballesterio, VP Nat'l Sales Manager
Janet Urbina, GM

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Atlanta	Bernard Ochs	(404) 262-1200
San Francisco	John Weiling	(415) 362-1980

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(212) 975-3185

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Simona McCray, NY Sales Mgr.
Maggie Hauck, Mgr. Marketing & Research
Susan Garone, Mgr. Sales Dev. & Promotion

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Los Angeles	Debra Stephens	(213) 460-3000
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Junior Winokur, Sales Mgr.
Don Macfarlane, Dir. of Mkt.
Terry Drucker, Dir. Research
Judith A. Harper, Dir. Promotion

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Detroit	Don Jumisko	(313) 352-2800
Chicago	Bob Houghton	(312) 951-3357
St. Louis	Dave Brennan	(314) 444-3221
Dallas	Gordon McCaw	(214) 556-1145
San Francisco	Tom Cosgrove	(415) 765-4006
Los Angeles	Richard Allen	(213) 460-3701

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(212) 688-4414

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John M. Fouts, Exec. VP Station Develop.
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Paddy Ramsay, Senior VP West Coast Mgr.
Marty Damin, Senior VP Network GM
Bella G. Werner, Senior VP Research

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Los Angeles	Bob Gad	(213) 388-1271
Philadelphia	Barry Drake	(215) 564-4561
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(212) 867-9750

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William K. Burton, Pres.
Jerry Schubert, Sr., VP National Sales Mgr.
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Tom Gatti, VP Sales Mgr.
Alan Tobkes, VP Marketing Services
Tom Gatti, VP Sales Mgr.
Alan Tobkes, VP Marketing Services
Mayo P. Smith, VP Treas.

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San Francisco	Steve Block	(415) 956-3994

G

GILLIS BROADCASTING REPRESENTATIVES

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(213) 657-2061

EXECUTIVE:

Jim Gillis, Pres.

H

HILLIER, NEWMARK & WECHSLER

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Chicago, IL 60601
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EXECUTIVES:

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Philip B. Newmark, Exec. VP Eastern Div. Mgr.
Ira Wechsler, Exec. VP Western Div. Mgr.

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K

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L

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EXECUTIVE:

Robert A. Lazar, Pres.

LOTUS REPS

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George Sternberg, VP Dir. of Station Relations
Gary Isaacs, VP Eastern Mgr.

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Atlanta	Jack Bolton, Mgr.	(404) 237-1577

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Tony Miraglia, VP. Network
Roy Lindau, Sr. VP. Marketing

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Chicago	Mike B. Disney	(312) 321-9850
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Dallas	Elaine Jenkins, Mgr.	(214) 760-7417
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Atlanta	Mike G. Disney	(404) 892-7525
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Charles McCreery, VP
Laura Colquhoun, VP/Adm.
David Adams, VP/Western Regional Mgr.
Arnold Taylor, VP/Midwest Mgr.
Johnnie Pegues, VP/Sunbelt Region
Rhona Waxenberg, Nat'l Sales Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Arnold Taylor	(312) 670-3570
Los Angeles	David Adams	(213) 462-7351
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San Francisco	Julie Judge	(415) 986-5372
Dallas	Johnnie Pegues	(214) 637-2052
Atlanta	Jan Sibert	(404) 355-4353
St. Louis	Bruce Schneider	(314) 231-5143

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Dick Sharpe, EVP/Eastern Div., NY
Vince Bellino, EVP/Finance, NY
Tony Durpetti, EVP/Central Div.
Tony Maisano, EVP/Southern Div.
Les Goldberg, EVP/Western Div.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
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	Peter Doyle	
	Eddie Leeds	
	Marc Gross	
	Erica Farber	
Philadelphia	Pamela Little	(215) 732-3380
Boston	Tom Poulos	(617) 266-0666

Atlanta	Tony Maisano	(404) 953-1111
Dallas	Shane Fox	(214) 528-5471
Houston	Mike Blackman	(713) 960-9790
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	John Bitting	
Detroit	Greg Cambell	(313) 649-6200
St. Louis	Gary Ahrens	(314) 231-0000
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Los Angeles	Les Goldberg	(213) 658-7072
	Jeff Dashev	
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New York, NY 10016
(212) 684-1610

P/W RADIO REPRESENTATIVES, INC.

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(212) 354-8474

EXECUTIVE:

Al Peterson, President/Owner

**RADIO ADVERTISING REPRESENTATIVES, INC.**

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EXECUTIVES:

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Claire Horn, Dir. of Research
Jan Kramer, Promo. Manager
Jeff Giannini, Controller
Ted Jordan, General Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
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Atlanta	Bob Jones	(404) 885-5880
San Francisco	Ed Gardner	(415) 765-8788
Los Angeles	Terry Saidel	(213) 469-2923
Dallas/Ft. Worth	Fred Standridge	(214) 651-7871

RADIO SPOT SALES, INC.

141 E. 44th Street
New York, NY 10017
(212) 661-2463

EXECUTIVES:

Anthony R. Patti, Pres.
Andrew F. Patti, Nat'l Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Howard Weiss	(312) 263-3340
Los Angeles	Hugh Wallace	(213) 462-6558
Dallas	Jud Jackson	(214) 248-4500

RADIO TIME SALES/INTERNATIONAL

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984

EXECUTIVE:

Sam Posner, President

REGIONAL REPS CORP.

7 Park Circle
N. Redington Beach, FL 33707
P.O. Box 8025
Madeira Beach, FL 33738
(813) 397-1456

EXECUTIVES:

Leonard F. Auerbach, Pres.
Madge G. Auerbach, Exec. VP
Don O. Hays, Sr. VP
Stuart J. Sharpe, Regional Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Southern Ohio Div.	Don O. Hays	(513) 651-1511
Indiana Div.		
Kentucky Div.		
Northern Ohio Div.	Stuart J. Sharpe	(216) 781-0035
Pennsylvania Div.		

RKO RADIO SALES

1440 Broadway
New York, NY 10018
(212) 764-6800

EXECUTIVES:

William J. Hogan, Pres.
Jerry Kelly, VP Dir. of Sales
Harry J. Durando, VP Dir. of Station Relations
Vincent J. Turco, NY Sales Mgr.
Patricia Winn, Network Sales Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	LinaJean Trosper	(404) 881-0095
Chicago	Linda Packer-Spitz	(312) 836-8300
Dallas	James D. Allen	(214) 239-6521
Detroit	W.F. (Terry) Grimme	(313) 643-7655
Los Angeles	James Bell	(213) 934-6531
San Francisco	Sonny Mitchell	(415) 398-6326

THE ROBERT'S ASSOCIATES

1 E. Wacker Drive
Chicago, IL 60601
(312) 329-9501

ROSLIN RADIO SALES INC.

509 Madison Avenue
New York, NY 10022
(212) 486-0720



SAVALLI & SCHUTZ, INC.

515 Madison Avenue
New York, NY 10022
(212) 688-2380

SELCOM, INC.

521 Fifth Avenue, Suite 810
New York, NY 10017
(212) 490-6620

EXECUTIVES:

Louis Faust, Pres.
Bill McHale, Exec. VP
Andy Rainey, (Ms.), Dir. of Research
Linda LaPlant, Network Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	John Wilson, VP Mgr.	(404) 266-9958
Chicago	Donn Winther, VP Mgr.	(312) 951-8250
Dallas	Barbara Crooks, VP Mgr.	(214) 522-3976
Detroit	Jim Forrer, VP Mgr.	(313) 355-0840
Los Angeles	Bill Smither, Sr. VP Mgr.	(213) 935-0500
	West Coast Ops.	
San Francisco	Lynn Picadio, VP Mgr.	(415) 781-3990
New York	Jim Schneider, VP Mgr.	(212) 490-6620
St. Louis	Bob Piernan, VP Mgr.	(314) 621-1417

SOUTHERN SPOT SALES, INC.

P.O. Box 18006
Raleigh, NC 27619
(919) 782-0896

S/R REPS, INC.

158 Thomas Street
Suite 37
Seattle, WA 98109
(206) 285-4293

SYNDIREP

547 W. Jackson Boulevard
Suite 1101
Chicago, IL 60606

EXECUTIVES:

Jim Seemiller, President
Bob Coppinger, Exec. VP
Tim Warner, VP Sales
Rick Donovan, VP Affiliates

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Warner	(312) 461-9562
New York	Coppinger	(212) 935-0010
Los Angeles	Donavan	(213) 989-3400



THE TACHER COMPANY, INC.

200 1st Avenue West #302
Seattle, WA 98119
(206) 285-1913

THE GABBY GOURMET

INNOVATION 17

Hosted by Fred Wix

Radio's consummate gourmet with a delightful, bright, conversational and very VISUAL recipe program! Gabby is radio at its best. 7½ minutes per day

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"Gabby is easy to sell! We have a waiting list and only sell annual contracts for Gabby! Very successful!"

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TARGET BROADCAST SALES

10 St. Marys Street Suite 305
Toronto, ON, Canada M4Y 1P9
(416) 923-1239

EXECUTIVES:

R.A. Sienko, Pres.
G. Hellman, VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Target Broadcast Sales	Irene Guiliano	(514) 842-8521

Radio Unie Quebec
1500 Stanley Street
Ste. 316
Montreal, Que
H3A 1R3

Target Broadcast West	Maury Bay	(204) 837-4374
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2631 Portage Avenue
Winnipeg, Man
R3J 0P7

TN SPOT SALES

P.O. Box 12900
Raleigh, NC 27606
(919) 821-8530

TORBET RADIO

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 355-7705

EXECUTIVES:

Alan Torbet, Chmn.
Peter Moore, Pres.
Michael Bellantoni, Exec. VP
Stephen Marriott, Sr. VP Western Div.
Lou Mahacek, Sr. VP Southeast Div.
Marian DeLuca, VP Research
William Kehbeck, Network Mgr.

REGIONAL OFFICE

MANAGER

PHONE NUMBER

New York	Tony Fasolino/Alan Harrison	(212) 355-7705
Philadelphia	Jerry Gubin	(215) 732-9532
Boston	Dick Luetters	(617) 426-3374
Chicago	Bob Lurito	(312) 222-1430
Minneapolis	Craig Rosenthal	(612) 854-1373
Detroit	Betty Pazdernik	(313) 362-1405
St. Louis	Sam Hall	(314) 241-8130
Atlanta	Lou Mahacek	(404) 325-4500
Dallas	Carol Cagle	(214) 980-1680
Lubbock	Loyd Senn	(806) 792-2000
Los Angeles	Stu Goldberg	(213) 653-2271
San Francisco	Lorraine Thompson	(415) 956-7778
Denver	Paul Becker	(303) 321-2354
Salt Lake City	Bob Baila	(801) 521-2177
Seattle	Earte Baker	(206) 282-3400
Portland	Darrell Rutter	(503) 228-7287



UNIREP BROADCASTING COMPANY

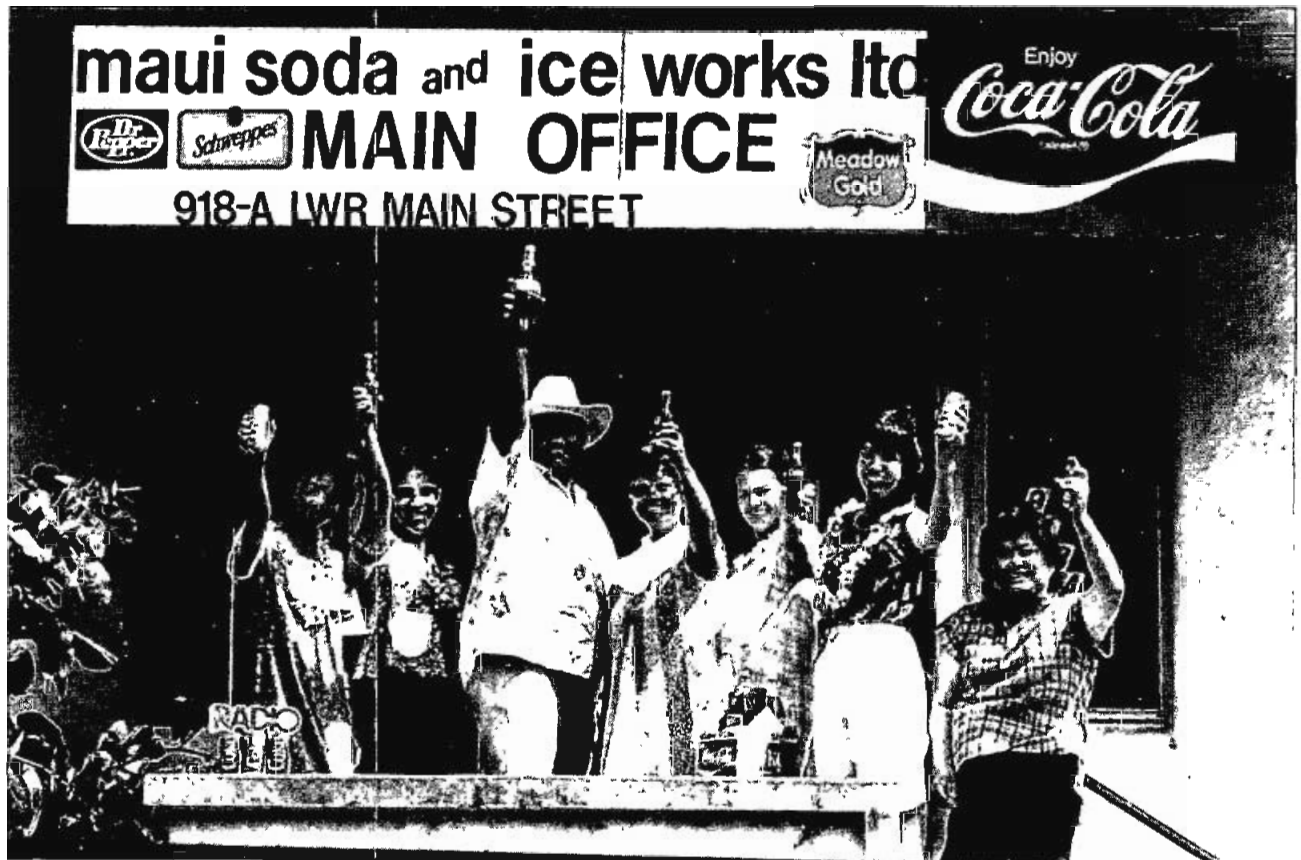
527 Madison Avenue, Suite 1125
New York, NY 10022
(212) 752-9410



WGN CONTINENTAL SALES CO.

2501 Bradley Place
Chicago, IL 60618
(312) 528-2311

"WE DIDN'T HAVE TO GO ALL THE WAY TO HAWAII TO FIND A SATISFIED SPONSOR, BUT.."



Mike Nobriga and the crew of MAUI SODA WORKS, Wailuku, Maui, Hawaii

We didn't have to go all the way to Hawaii to find a satisfied sponsor, but any excuse to go to Hawaii is a good one.

After nine years of hearing about satisfied stations and sponsors of AMERICAN COUNTRY COUNTDOWN, we figured we deserved a personal visit.

We learned that, besides the beautiful countryside, Mike Nobriga and KVIB Sales Manager Kris Engel both love country music. Just like

the 75,000 local residents who tune in to AMERICAN COUNTRY COUNTDOWN with Bob Kingsley every week.

Mike and the product he represents on Maui, Coca Cola, sponsor AMERICAN COUNTRY COUNTDOWN because they believe in its consistency, dependability and solid entertainment value.

AMERICAN COUNTRY COUNTDOWN. It is a listening tradition on Maui. And over 300 other places around the world.



WITH BOB KINGSLEY

Carrying the tradition forward.





AIRFORCE BROADCAST SERVICES, INCORPORATED

216 Carlton Street
Toronto, Ontario, Canada M5A 2L1
(416) 961-2541

EXECUTIVES:

Richard Loth, Pres.
Mort Ross, VP
Claudia Good, Sls. Coordinator

SERVICES:

Custom production of ID packages for radio and television stations. Producer and syndicator of specialized production music services for radio and TV.

PROGRAMMING AVAILABLE FOR SALE:

Prime Cuts, Contemporary production music service designed specifically for Rock, AR and AC formats.
Christmas Production Library, Contemporary collection of original Christmas jingles, music beds and SFX. Covers all retail categories. Pricing varies according to market size.

Free demo tapes available to our readers.

ALFREDO MARKETING & MANAGEMENT CORP.

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

AMERICAN IMAGE PRODUCTIONS, INCORPORATED

Box 23355
Nashville, TN 37202
(800) 251-2058 Toll Free or
(615) 329-1988

TOBY ARNOLD & ASSOCIATES, INCORPORATED

Two Summers Square
4255 LBJ Suite 156
Dallas, TX 75234
(214) 661-8201

EXECUTIVES:

Toby Arnold, Pres.
Jim Kerr, Sales Mgr.
Dolly Arnold, VP
Dick Starr, Exec. Producer
Chris Clausen, Dir. of Programming

SERVICES:

Full Service production and programming and syndication for radio and TV. Products include formats, specials, jingles, production libraries.

PROGRAMMING AVAILABLE FOR SALE:

Unforgettable Format BB/Nostalgia, Starting price: \$650/month. For automated and live assist radio.
The Production Bank Library, Music, sound effects and jingles for Radio and TV commercial production. Starting price \$125/month.
Project Sinatra-12 hour Radio Special, Starting price \$450/month.
Rolling Stone 20th Anniversary Radio Special, 1-month long Rockumentary. Starting price: \$450.
The Life & Music of Bob Wills, 12 hour tribute to country music legend. Starting price: \$500.
Country Superstars, Open-end interviews with the top stars in country music. 260 episodes. \$100/month.
Opus 82 Special of the Year, 9 hour

Countdown of 1982's top 100 songs. Over 50 artist interviews. Starting price: \$500.
ID Jingles, Station identification jingles for all formats. Custom and syndicated packages available: \$150 per cut.
The Production Master, Full service library. Over 275 subscribers. \$100/month.

Free demo tapes available to our readers.

THE ATLANTA AIR SYNDICATE, LTD.

P.O. Box 12276
Atlanta, GA 30355
(404) 255-7120

AUDIO STIMULATION, INC.

1680 N. Vine Street, Suite 900
Hollywood, CA 90028
(213) 466-5201 Collect

EXECUTIVE:

Lou L. Smith, Pres.



BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenafly, NJ 07670
(201) 567-8800

EXECUTIVES:

Marlin R. Taylor, Pres.
John E. Patton, VP/GM
David Verdery, Client Services Manager
Jeffrey Mathieu, Dir. Special Projects
George E. Davies, Dir. Sales and Marketing
Walter Powers, Operations Manager

SERVICES:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets.

PROGRAMMING AVAILABLE FOR SALE:

Easy listening via satellite, programmed live in 1/4 hour segments "Daybreak" adult-oriented drive-time programming following the successful KBIG format.
Special holiday programming, available to subscribers.
Literature available to our readers.

BOTIK BROADCAST SERVICES, INCORPORATED

Rt. 6, Box 49B
Austin, TX 78737
(512) 288-0625 Collect

EXECUTIVES:

Bob Botik, Pres.
Terri Botik, VP

SERVICES:

Syndicated adult contemporary formats for computerized and live assist stations.

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary formats starting at \$500/month.

Free demo tape available to our readers.

BROADCAST INTERNATIONAL

4545 Fuller Drive
Suite 330
Irving, TX 75062
(214) 634-0484

EXECUTIVE:

Gerard Ferri, Pres.

BROADCAST PROGRAMMING INTERNATIONAL, INC. (BPI)

P.O. Box 547
Bellingham, WA 98227
(800) 426-9082 or (206) 676-1400

EXECUTIVES:

Kemper Freeman, Jr., Pres.
John Iles, Jr., GM

GERT BUNCHEZ & ASSOC., INC. SYNDICATED PROGRAM PRODUCTION/SALES DIVISION

7730 Carondelet, Suite 130
St. Louis, MO 63105
(314) 862-5250

EXECUTIVE:

Gert Bunchez, Pres.

SERVICES:

We produce, market, syndicate our own product and outside producers products.

PROGRAMMING AVAILABLE FOR SALE:

Gardening Tips, Starting price: \$4.25 per program.
Naborhodd Pharmacy, Starting price: \$4.25 per program.
Mind Your Own Business, Starting price \$4.25 per program.
Liberated Food Lover, Starting price: \$6.00 per program.
Secrets of Keeping An Old House Young, Starting price: \$6.00 per program.

Free demo tapes available to our readers.



ROGER CARROLL ENTERPRISE/ BEST SOUNDS IN TOWN, INC.

2000 Ashbourne Drive, Suite 500
South Pasadena, CA 91030
(213) 682-1090

EXECUTIVES:

Roger Carroll, Pres.
Erick G. Norberg, VP Production

SERVICES:

Offers full program services, radio & TV productions, syndicated radio programs, create and produce jingles for radio and commercials.

PROGRAMMING AVAILABLE FOR SALE:

National New Years Eve Party, Starting price: barter.
Weekend America, Starting price: barter.
Country, Starting price: barter.
MUSIC USA, Starting price: barter.
Don Drysdale's Dugout, Starting price: barter.

Free demo tapes available to our readers.

CAVOX STEREO PRODUCTIONS

502 South Isis Avenue

We're the One

We're Westwood One, America's largest producer/distributor of nationally sponsored radio programs.



WE'RE THE ONE FOR CONCERTS with "Live From Gilley's," heard on over 400 country stations; "In Concert," airing on over 250 great rock stations; and "The Budweiser Concert Hour," on over 100 black, urban and R&B stations.



WE'RE THE ONE FOR SPECIALS like "Off the Record with Mary Turner," "The Rock Years: Portrait of an Era," "Rock & Roll Never Forgets" and "Special Edition."



WE'RE THE ONE FOR WEEKLY FEATURES AND PROGRAMS like "Dr. Demento," "The Rock Album Countdown," "Star Trak," "Tellin' It Like It Was," "Shootin' the Breeze," "Off the Record," "Coleman Country," "Spaces and Places," "Wheels," "Daybook," "The Competitors," and "The Playboy Advisor."



WE'RE THE ONE FOR GREAT RADIO STATIONS. Over 2000 stations carry our programs for rock, country, black, urban and A/C formats. Nobody produces more programs for more stations than Westwood One! Not ABC, NBC, CBS, RKO or Mutual. Our programs are among radio's highest rated, delivering the largest possible audience for our stations and our national advertisers. **We're the one . . . for you.**

WESTWOOD ONE

Los Angeles: 9540 Washington Blvd., Culver City, CA 90230 • (213) 204-5000

New York: 575 Madison Ave., Suite 1006, New York City, N.Y. 10022 • (212) 486-0227

America's number one producer/distributor of nationally sponsored radio programs, concerts and specials.

Inglewood, CA 90301
(213) 776-6933 Collect

CENTURY 21 PROGRAMMING, INC.

4340 Beltwood Parkway
Dallas, TX 75234-9990
(800) 527-5959 or (214) 934-2121

CHICAGO PROGRAMMING RESOURCES

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Robb Wexler, Monitors Mgr.
Susan Cornelius, Operations Mgr.

SERVICES:

Provide a broad range of services to medium and major market radio programmers, using sophisticated market research techniques and a powerful in-house computer system. Services include:

(1) CPR Competitive Monitors: Full-week analyses of the music programming on successful radio stations across the country. Report includes chronological and alphabetical breakdowns as well as various summary statistics.

(2) "Classic Rock" format: Designed as a superior alternative to either AOR or pop-adult formats for target audience of 20-to-30-year-olds. Based on extensive CPR research, with music preprogrammed weekly by computer for each client.

(3) Audience Preference Analyses: Extensive study of target-audience preferences on an artist-by-artist and title-by-title basis using telephone interview methodology. Can include perceptual study using attribute-ranking techniques and explore lifestyle issues using mail follow-up.

Other services include customized computer programming, simulation-based format testing, monthly audience-growth analysis, development of in-house music research systems and focus group recruitment and moderation.

CHICAGO RADIO SYNDICATE

Two East Oak Street, Suite 3010
Chicago, IL 60611
(800) 621-6949 Toll Free
(312) 944-7724

EXECUTIVE:

Sandy Orkin, Pres.

SERVICES:

Short comedy features of Dick Orkin plus a few music programs. Cash and some barter available.

PROGRAMMING AVAILABLE FOR SALE:

Chickenman, Tooth Fairy, Ace News, You Had To Be There, Mini-people, Elvis 6-hour special, Rock 24-hour special.

Free demo tapes available to our readers.

THE CHRISTIAN SCIENCE MONITOR RADIO NEWS SERVICE

One Norway Street
Boston, MA 02115

1-(800) 225-7090 Toll Free

EXECUTIVES:

Dave Dunbar, Editor/Producer
Jan Bailey, Assistant Producer

SERVICES:

Weekly tape of 20 newsfeatures on timely subjects including the economy, energy supplies and prices, education, environment, 60-120 second voicers and wraps. Solution-oriented reporting. Market exclusive in exchange for commercials for The Christian Science Monitor.

PROGRAMMING AVAILABLE FOR SALE:

Radio News Service: Starting price, barter (6-10 60s per week).

Free demo tapes available to our readers.

CHURCHILL PRODUCTIONS

1130 E. Missouri, Suite 800
Phoenix, AZ 85014
(602) 264-3331

EXECUTIVES:

Tom Churchill, Pres.
Tom Moran, VP.

SERVICES:

Beautiful Music: Target audience, 25-54. Features one of the largest Beautiful Music libraries including extensive use of custom selections exclusively recorded for our client stations. *Radio One*SM: The country's first matchflow pop adult format. Target audience, 25-49. Five segments per hour. Current hit songs included in rotation. Can be operated live or automated, or both. Full support includes station visits, technical and promotion recommendations, sales ideas.

PROGRAMMING AVAILABLE FOR SALE:

Starting price by market size.

Free demo tapes available to our readers.

CONCEPT PRODUCTIONS

1224 Coloma Way
Roseville, CA 95678
(916) 782-7754 Collect

EXECUTIVES:

Dick Wagner, Pres.
Mary Wagner, VP.
Lee Nye, Manager.

SERVICES:

Concept Productions specializes in voice-tracked programming that brings automated radio stations to life. Up to five major market radio personalities produce new shows daily. Custom voice-tracks produced weekly, localize the formats to each market.

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary: Starting price: \$490.
Adult Rock: Starting price: \$490.
Album Rock: Starting price: \$490.
Country: Starting price: \$490.

OTIS CONNER PRODUCTIONS, INC.

2829 W. Northwest Highway, Suite 940
Dallas, TX 75220
(214) 358-5500

EXECUTIVES:

Otis Conner, Pres.
Larry Conner, Exec. VP.

Steve Gustafson, Marketing Dir.
Caiten Joyce, Sales Rep.
Jim Conner, Sales Rep.

SERVICES:

Produces original and syndicated station ID and promotional music packages for radio stations, including Metro Media's WIP & WASH, Golden West Broadcaster's KMPC, KEX & WCXI; RKO Radio's WAXY, WFYR; Nationwides WNCI, plus RKO Radio Network, Drake-Chenault and hundreds of other stations throughout the USA, Australia, Mexico and Canada.

PROGRAMMING AVAILABLE FOR SALE:

New ID packages for 1982 include *Reachin' Out* (produced for WNCI, Columbus) *Touchin' Your Life* (produced for KEX, Portland, OR).

Other packages available include:

We Play Your Songs (WIP)
Let's Make The Music Together (KMPC)

Close to You (WASH)

Come Home to WFL

The Fire Package (RKO Radio)

Certified Country (WCXI, WNDE, and WSUN)

All packages are sold by the Modular Music System.

Free demo tapes available to our readers at (214) 358-5500.

DRAKE-CHENAUT ENTERPRISES, INC.

Program Services Division
P.O. Box 1629
8399 Topanga Canyon Blvd.
Canoga Park, CA 91304
(213) 883-7400
(800) 423-5084 Toll Free

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP.
B.J. Anderson, VP, Marketing.

SERVICES:

Radio programming; automated live-assist, consulted radio formats. Special features.

PROGRAMMING AVAILABLE FOR SALE:

Contempo 300 (AC programming): Starting price: \$675.

Great American Country (Country programming): Starting price: \$675.

XT-40 (Top 40 Rock programming): Starting price: \$675.

CMOR (Contemporary MOR programming): Starting price: \$675.

Supersoul (black programming): Starting price: \$675.

Demo tapes available to our readers.

DRAKE-CHENAUT ENTERPRISES, INCORPORATED

Special Features Division
P.O. Box 1629
8399 Topanga Canyon Blvd.
Canoga Park, CA 91304
(213) 883-7400
(800) 423-5084 Toll Free

EXECUTIVES:

James Kefford, Pres.
B.J. Anderson, Dir. of Marketing.

IF YOU ARE COMPARING COUNTRY FORMATS, WOULD YOU RATHER SEE A RATINGS STORY FROM:

COLUMN A

LOS ANGELES

DALLAS

HOUSTON

ATLANTA

ST. LOUIS

OR

OR

OR

OR

OR

COLUMN B

LIVE OAK?

DOTHAN?

HENDERSONVILLE?

ATMORE?

SHEFFIELD?

If you chose Column A, you picked the Burns/Somerset CONTINUOUS COUNTRY format. If you chose Column B, you picked Drake-Chenault's Great American Country.

The reason so many smart broadcasters are choosing CONTINUOUS COUNTRY is simple. The format delivers strong ratings and saleable demographics without expensive personalities or costly on-air promotions.

Call Jim West, Al Mangum or Bob Harris today at (214) 243-7800 for the full facts on CONTINUOUS COUNTRY.

FairWest

3341 TOWERWOOD DRIVE ♦ SUITE 204
DALLAS, TEXAS 75234 ♦ (214) 243-7800

SERVICES:

Special Features programming including total merchandising, sales and promotion consultation

PROGRAMMING AVAILABLE FOR SALE:

The History of Rock & Roll, 52 hours Starting price \$1000
The History of Country
The Golden Years, 16 hours Starting price \$765
The Number One Radio Show, 25 hours Starting price: \$960.
Golden Years of Country, 25 hours Starting price: \$690
Elvis, a 3-Hour Special Starting price \$200.
The Top 100 of the 70's, 12 hours. Starting price \$480
Christmas At Our House, 12 hours Starting price. \$568
Country Christmas, 12 hours. Starting price \$360

DRAKE-CHENAUT ENTERPRISES INCORPORATED

Specialized Consultation
 P O Box 1629
 8399 Topanga Canyon Blvd
 (213) 883-7400
 (800) 423-5084 Toll Free

EXECUTIVES

James Kefford, Pres
 Denny Adkins, Senior VP

SERVICES:

Custom consultation for AM stations plus music formats in Oldies, Top 40 Adult Contemporary and Country. Starting price \$1,000/month.

E**EAGLE SYNDICATION, INC.**

3616 Shore Road
 Ft Collins, CO 80524
 (303) 484-4736

EXECUTIVES:

Paul Meacham, Pres
 Anya Meacham, VP
 Jon Gibson, Dir. of Marketing
 Sherry West, Special Promotions Dir

SERVICES:

Sales & Programming Promotions, Commercial Libraries, Station Jingles, Sales Seminars and Training Programs, General Consulting

PROGRAMMING AVAILABLE FOR SALE

Music Game A contest
More Than Music Commercial library.
Epicurean Bazaar Consumer show
Are You Listening? Direct Mail piece
Star Bank Morning personality team

Free demo tapes available to our readers

F**FAIRWEST**

3341 Towerwood Dr., No. 204
 Dallas, TX 75234
 (214) 243-7800 Collect

EXECUTIVES:

Jim West, VP/GM
 Al Mangum, Programming Prod Sales

Bob Harris, Programming Prod Sales
 Claudia Obar Admin. Asst

SERVICES:

A full service production company Full range of station materials for I.D. and commercial services; both custom and syndicated A commercial library service called "The Best Sellers" Other services include representing Jim Loupas & Assoc., audio processing consultants. Two state-of-the-art 24-track recording public studios

PROGRAMMING AVAILABLE FOR SALE:

Al Ham's Music of Your Life. Starting price \$650
FairWest Program 1, (KVIL/WIBC Format)
Burns/Somerset Country Format

Free demo tapes available to our readers

FAR WEST COMMUNICATIONS

1680 Vine Street, Suite 900
 Los Angeles, CA 90028
 (213) 466-5201 Collect

EXECUTIVES

Paul Ward, Pres.
 Otis Merry, Sales Mgr.

SERVICES:

Producer of *GOLD PLUS*, programming/consulting concept targeting towards 25-44 adult listener. Oldies oriented hit music Live-assist or full automation Clients include WFBC/Greenville WNGN Providence, WKRZ/Wilkes-barre.

PROGRAMMING AVAILABLE FOR SALE:

GOLD PLUS Starting price. \$500/month.

Free demo tapes available to our readers.

FIRSTCOM BROADCAST SERVICES, INCORPORATED

13747 Montfort Drive, Suite 220
 Dallas, TX 75240
 (214) 934-2222 Collect

EXECUTIVES:

Jim Long, Chairman
 Jerry Atchley, Pres
 Donald J. Alt, VP/GM
 Ken Justiss, VP/Production
 Mike Baer, VP/GSM
 May Mosley, Marketing Director

SERVICES:

(1) The Creative Department. (2) The World's Best. (3) Sales Promotions. (4) Audience Promotions (5) Custom Advertising (6) Sales Performance System
The World's Best, A commercial/production library, a collection of National Caliber advertising songs and a production library designed to satisfy the needs of the most vigorous production department

Demo tapes available to our readers

THE FM 100 PLAN

Suite 700
 800 E Northwest Highway
 Palatine, IL 60067-6537
 (312) 934-6100 Collect

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1717 N Highland Avenue, Suite 620
 Hollywood, CA 90028
 (800) 421-4498

EXECUTIVE

Merrill Barr Managing Partner

G**FRED HALL'S GREAT TIMES**

P O. Box 711
 Ojai, CA 93023
 (805) 646-2333

KEVIN GAVIN PRODUCTIONS, INC.

420 Lexington Avenue, Room 1956
 New York, NY 10017
 (212) 751-6020 Collect

H**HEIL ENTERPRISES**

P O Box 1372
 Lancaster, PA 17603
 (717) 299-5899 Collect

EXECUTIVES:

Paul S. Heil, Exec. Producer
 Charles E. Morns, Marketing Dir

PROGRAMMING AVAILABLE FOR SALE:

The Gospel Greats. Weekly two hour program featuring today's most popular Gospel music, interviews with the top recording artists and exclusive updates of the latest Gospel music news 12 minutes of local available per hour. Program for radio. Reel-to-reel tape duplication and distribution. Starting price based on station's rate card.
Pennsylvania Newsmakers Weekly, 25 minutes, news/public affairs program dealing with Pennsylvania issues (For PA stations only) Price Barter basis

Free demo tapes available to our readers

HELLER CORP. SYNDICATION DIV.

10506 Riverside Drive
 N Hollywood, CA 91602
 (213) 766-4321

EXECUTIVES:

Hugh Heller, Pres /Producer
 Robert Pease, Sales Promotion
 Jean Heller, Creative Dir
 Kathryn Heller, Prod Coordinator

SERVICES:

Radios Greatest Hits Come Hellerhighwater Syndicated image campaigns based on both new materials and the best of 17 years of custom award-winning identity programs Successful attention-getting "unique factors" from such stations as WIBC, Indianapolis; KVIL, Dallas; WMAL, Washington, DC; 96 other top stations of all formats

PROGRAMMING AVAILABLE FOR SALE

Lease plans start as low as \$1000 per month Complete multimedia graphics and TV campaigns available at competitive additional costs

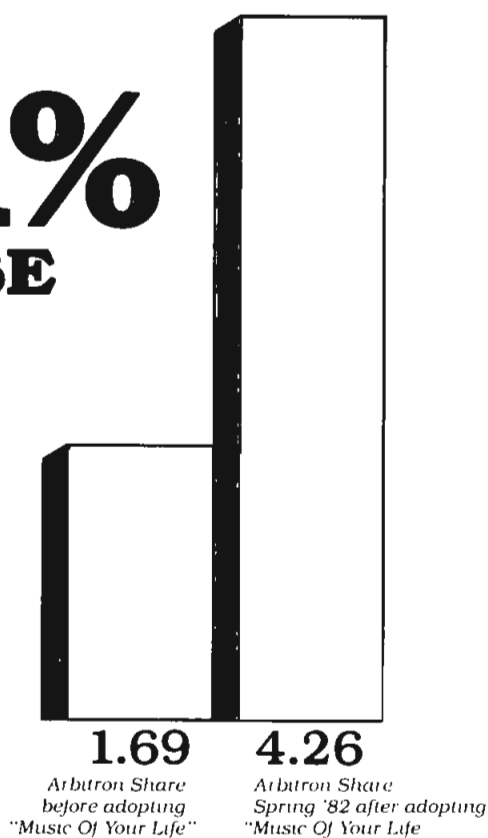
I**INNER-VIEW, INC.**

8913 W. Olympic Blvd., #201

THE GREATEST SUCCESS STORY IN AMERICAN RADIO CONTINUES...

AVERAGE GROWTH OF 92 "MUSIC OF YOUR LIFE"
STATIONS SURVEYED IN THE SPRING '82 ARBITRON

152.1%
INCREASE



Source: Monday-Sunday 6am-12mid/1 P 12+ Metro Shares

**BECOME PART OF THE
"MOYL" PHENOMENON!**

CALL:
AL HAM—(203) 929-6395 or
JIM WEST—(214) 243-2434

AL HAM'S

THE "MUSIC OF YOUR LIFE"

TM

Beverly Hills, CA 90211
(213) 652-8710



JAM CREATIVE PRODUCTIONS, INCORPORATED

4631 Insurance Lane
Dallas, TX 75205
(214) 526-7080

EXECUTIVES:

Jonathan Wolfert, Pres
Mary Lyn Wolfert, VP
Fred Hardy, Sales
Randy Bell, Sales
Dan Plouffe, Sales

SERVICES:

JAM specializes in creating jingle and image packages for stations of all formats. We also have a commercial production library, *The Answer*, which contains commercial jingles, production music and sound effects.

PROGRAMMING AVAILABLE FOR SALE:

Dozens of different jingle series. Starting price: Varies by market and package.
The Answer production library. Starting price Varies by market.
Drive Module TV spot for radio. Starting price Varies by market.
Custom production services.

Free demo tapes available to our readers

JAMESON BROADCAST, INC.

3919 Sunbury Road
Columbus, OH 43219
(614) 476-4424

EXECUTIVES:

Jamie G. Jameson, Pres
Trulee C. Burns, VP/Creative
Suzanne G. Larimer, Production Mgr

SERVICES:

Producer/syndicator/distributor of nationally sponsored feature programming.

PROGRAMMING AVAILABLE FOR SALE:

The Mother Earth News "How to" information from the pages of the magazine. 3.00 Barter.
Energy Watch National Energy News Service. 3.00 Barter.
New Age Radio Ed and Irene Martin with information and conversation on growing older in America. 3.00 Barter.
Inside Family Circle Helpful ideas from the pages of Family Circle magazine. 2.00 Barter.



KALAMUSIC

600 Industrial State Bank Bldg
Kalamazoo, MI 49007
(616) 385-5110 Collect

KING COMMUNICATIONS

869 Worcester Road
Wellesley, MA 02181
(617) 237-3650

EXECUTIVES:

John T. King, II, Pres
Walter K. Gilbride

SERVICES:

ACCU-WEATHER, America's leading private weather forecasting service. Serving the broadcast industry daily with customized forecasts.

Forecasts available: Live Question and Answer, Scripted Discussion and Forecast, Forecast Only, Overnight Recreational, Manne, Agricultural, Trucking, Aviation, etc.



LEE COMMUNICATIONS, INC.

500 Michigan Avenue
Chicago, IL 60611
(312) 670-4300

EXECUTIVES:

Garry Lee, Pres
Cooke Bausman III, Exec VP
Dan Fields, Ops Director

SERVICES:

It is informational and recreational programming. This includes:
Trafficradio. Specializing in telecommunications service. Price structure on request.

LIVE SOUND, INC.

1741 North Ivar, Suite 118
Hollywood, CA 90028
(213) 462-3351

EXECUTIVES:

Agnes F. Peterson, Pres
Ireta Litton, Music Director
Ken Rayzor, Operations Manager

SERVICES:

Producer and distributor of complete programming for automated and live assist radio stations.

PROGRAMMING AVAILABLE FOR SALE:

Big Country (daily voice tracked) Starting at \$650
Country Beautiful (unannounced) Starting at \$350

Free demo tapes available to our readers



MANHEIM ADVERTISING, INC.

23200 Chagrin Blvd
Cleveland, OH 44122
(216) 464-1184

EXECUTIVE:

Ed Manheim, Pres

SERVICES:

Full service advertising agency for radio and television stations. Producer and distributor of Mancini television spot for Beautiful Music stations.

Free demo tapes available to our readers

MASTER BROADCAST SERVICES, INCORPORATED

6 E Trenton Avenue
Morrisville, PA 19067
(215) 736-0211

EXECUTIVES:

Jason M. Taylor, Pres

Jean Anne White, Admn Asst

SERVICES:

Current product is a fresh adult easy format done in "Matched-Flow" segments. Base Library is 250 reels including Christmas and other holiday music. Format includes original, contemporary vocal material.

PROGRAMMING AVAILABLE FOR SALE:

Matched-Flow Beautiful Music Starting price: by market size

Free demo tape available to our readers

MEDIA SERVICE CONCEPTS, INC.

1713 N. North Park Avenue
Chicago, IL 60614
(312) 951-2680

CHARLES MICHELSON, INC.

127 West 26th Street
New York, NY 10001
(212) 243-2702

9350 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 278-4546

EXECUTIVES:

Charles Michelson
Robert Michelson
Susan Scharf

SERVICES:

Radio Syndication

PROGRAMMING AVAILABLE FOR SALE:

The Shadow \$15 - \$75
The Lone Ranger \$15 - \$75
Gunsmoke \$15 - \$75
The Green Hornet \$15 - \$75
Dragnet \$15 - \$75
Gangbusters \$15 - \$75
Suspense \$15 - \$75
Have Gun, Will Travel \$15 - \$75
Sherlock Holmes \$15 - \$75

Free demo tapes available to our readers

ROBERT MICHELSON, INC.

127 West 26th Street
New York, NY 10001
(212) 243-2702

EXECUTIVES:

Robert Michelson, Pres
Susan Scharf, VP

SERVICES:

Radio Syndication

PROGRAMMING AVAILABLE FOR SALE:

Rock Calendar Barter
The National Lampoon Radio Hour \$15 - \$75

Free demo tapes available to our readers.

THE MONEY MACHINE/AUDIO SELLERS

Box 23355
Nashville, TN 37202
(800) 251-2058 or (615) 329-1988



NATIONAL AWARD WINNING

OVER 100 MARKETS! *first year!*

"It's A Real Winner!" KKAL	"We appreciate all the help." KGGF
"Happy to talk to anyone considering GAC" KYNN	"Continued high quality of PRN" KWVR
"12 local sponsors . contest going very well." KOJO	"A real pleasure to be involved." KBCR

THE GREAT AMERICAN COWBOY®
and Bob Tallman puts your listeners
in the chute with the greatest cowboys in
America ... their country life-style and goin'
down the road in the roughest, toughest
sport in America ... rodeo.

Interviews feature champion cowboys,
country personalities and entertainers.

Nobody else can do that ... nobody but Bob
Tallman, THE GREAT AMERICAN COWBOY®
and the Professional Rodeo Network

**MAKE YOUR NEXT
PHONE CALL
MAKE YOU MONEY!**

**Includes INSIDE Local Position
3 MINUTES - BARTER - EXCLUSIVITY**

CONTACT
GRAHAM MARDEN
VP/Director Network Affiliates
Professional Rodeo Network, Inc.
P.O. Box 1-B, Eugene, Oregon 97440
(503) 687-2068

MULTI-MEDIA COMMUNICATIONS, INCORPORATED

547 W. Jackson, Suite 1101
Chicago, IL 60606
(800) 621-3233 (312) 461-9562

EXECUTIVES

Will Tieman, Exec. Producer
Jim Seemiller, Dir. of Operations
Anne O'Malley, Director/Station Clearance

SERVICES:

Produce radio features, both vignettes and program length specials. Multi-Media specializes in customized features for national and regional advertisers.

PROGRAMMING AVAILABLE FOR SALE:

Rock Insight, 5 minutes daily. Starting price: Based on market size.
History of Black Rock and Roll, 5 minutes daily. Starting price: Based on market size.
World of Sports, 5 minutes daily. Starting price: Based on market size.
30 Days in May, (INDY 500 Profiles), (90 seconds) Starting price: Based on market size.
Women's Way 2 minutes. Starting price: Based on market size.
College Football Today 2 minutes. Starting price: Based on market size.

Free demo tapes available to our readers

THE MUSIC DIRECTOR

Box 103
Indian Orchard, MA 01151
(413) 783-4626

EXECUTIVES

Budd Clain, GM
Bill Sterling, Production Dir

PROGRAMMING AVAILABLE FOR SALE:

Adult Contemporary Music Supply Service. One 1800 foot reel of new A/C singles each week, plus our A/C Playlist. Service is designed for secondary market stations. Cost: \$21.00 per week.
Adult/Contemporary Playlist. Four page playlist of A/C singles and LPs. Cost: \$3.25 to \$3.75 per week.
Basic Gold Oldies Library. The complete library features over 1100 oldies on 83 reels from the 50's, 60's, 70's and 80's.
Christmas Programming Package. Christmas series now contains 152 hits and traditional Christmas music. Cost: \$230.00.
Damn Good Programmers. Records that although they were not necessarily big chart hits, sound great on radio. Cost: \$360.00.

AL HAM'S "MUSIC OF YOUR LIFE"

Research Center
90 Soundview Avenue
Huntington, CT 06484
(203) 929-6395

EXECUTIVES:

Al Ham, Pres
Jim West, National Sales Dir. (214) 243-2434

SERVICES:

Syndication and consulting services re: the "Music Of Your Life." "Live" and "automated" formats available.
The "Music Of Your Life" is a format made up of matched-flow "foreground" music selected to evoke maximum emotional response from the adult listener. It features the classic pop hits from the 1940's, 1950's, 1960's and 1970's - right up to the present. Format artists

include the Big Band sounds of Miller, The Dorseys, Basie, the Elgarts, plus the classic pop vocalists - Sinatra, Bennett, Mathis, Humperdinck, Clooney, Lee, Whiting, etc. Our target audience is that 30+ group of listeners who have been musically ignored for the past twenty years due to the broadcast media's emphasis on "rock" programming aimed at the "teens" and "pre-teens." It is this "forgotten" adult audience (comprising over half the population of the United States) which the advertising agencies, their clients, and most retailers are actively seeking, because these listeners have the discretionary dollars to spend.

Unlike "background" music formats, the "Music Of Your Life" "foreground" music demands the listener's emotional involvement. This involvement results in a remarkable listener loyalty to both the station and the "Music Of Your Life" programming. In all "Music Of Your Life" markets, this loyalty has been documented by exceptionally high "time spent listening", and the rapid growth of the "Music Of Your Life" Clubs, which are an integral part of this format.

PROGRAMMING AVAILABLE FOR SALE

Music Of Your Life. Starting price: \$650/month. Full marketing and promotional materials available with format.

Free demo tapes available to our readers

THE MUSICWORKS, INC.

Box 111390
Nashville, TN 37211
(615) 790-1200

EXECUTIVES:

Bill Robinson, Pres./GM
Skeeter Dodd, Sales/Service

SERVICES:

Alive Country. This is the Musicworks big winner. It brings four major market personalities to your station: Bill Robinson, Charlie Douglas, Lee Shannon and Gary Havens use a unique formula to make your station come alive. For automation or live assist. Starting price: \$380/month.
Country "80". Only the country expertise of the Musicworks could design this unannounced modern country music service. Blend of hits, reoccurrents and classics to give a stable consistent sound and complete music control. Starting price: \$275/month.
Casual Country. Country and more. The name says it all. Easy listening, MOR, Beautiful Country Music. Contemporary and classic songs interpreted by a wide range of performers. Attracts a loyal audience. Starting price: \$290/month.
Pop Adult Lifestyle. Mass appeal, contemporary music targeted 25 to 49 adults. Hits and classics are day parted and tailored to your market's competitive needs. For live assist or fully automated stations. Starting price: \$300/month.
Hispanic Music Service. Full time or part time. Mix all forms of hispanic music. Programmed and consulted by Gustavo Valadez.
Light 'N Easy. Beautiful and affordable. New "balanced flow" concept designed psychologically and musically to appeal to the widest possible audience and keep them for more hours. Starting price: \$400/month.
FEATURES:
Question Mark. An exciting listener pleasing question and answer program starring Country Music Artist Bill Anderson and broadcaster

Bill Robinson. Customized three minute shows. Program offered on barter basis with local avails.

Grand Ole Gospel Time. A weekly half hour show recorded live from the stage of WSM's world famous Grand Ole Opry. Rev. Jimmy Snow conducts this show with guest artists performing their favorite gospel songs. The show will feature such stars as Johnny Cash, Marty Robbins, Mel Tillis, Larry Gatlin, Crystal Gayle, Connie Smith, Tom T. Hall, and many others. Excitement of the Opry, the performance of these top stars, and the inspiration of their songs and testimony add up to a listenable program. Barter, free to stations, 2 minutes national, 2 minutes local commercial.

Free demo tapes available to our readers

NARWOOD PRODUCTIONS

40 E. 49th Street
New York, NY 10017
(212) 755-3320

EXECUTIVES:

Ted LeVan, Pres.
Ellen Silver, VP/Programming
John Patt, Dir. of Marketing
Janice Ginsberg, Dir. of Public Relations
Bonnie Bordins, Production Mgr.

SERVICES:

Producer and distributor of syndicated, barter and Network radio programming specializing in music/entertainment features and Specials.

PROGRAMMING AVAILABLE FOR SALE:

The Music Makers with Skitch Henderson
Country Closeup with Glen Campbell.

Free demo tapes available to our readers

NETWORK PRODUCTION MUSIC, INCORPORATED

4429 Morena Blvd
San Diego, CA 92117
(800) 854-2075. In CA (714) 272-2011

EXECUTIVES:

Robert Skomer, Owner
Michael Anderson, Sales Manager

SERVICES:

Contemporary production music for commercials, promos, etc. Full length arrangements plus 30 s., 60's tag's and rhythm tracks.

**O'CONNOR CREATIVE SERVICES**

Box 8888
Universal City, CA 91608
California, Alaska, Hawaii, Canada, call
(213) 769-3500 Collect
All others (800) 423-2694 Toll Free

**ORANGE PRODUCTIONS
Division of Banks Broadcasting Inc.**

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

EXECUTIVES

Lita Indzel Cohen, Exec. VP
Sid Mark, Exec. Producer

SEVICES

The Sounds of Sinatra, 2 hour weekly program featuring the Man himself, with special interviews with Sinatra

PROGRAMMING AVAILABLE FOR SALE

The Music Machine weekly program
John Scheuer *Financial Forum*
Russ Miller *Right Around Home*
Dr. Jim Corea *Health & Physical Fitness Forum*
Wynn Moore *Auto World*

Price depends on market size

P

PAMS INC.

5327 N. Central Expressway
Dallas, TX 75205
(214) 522-PAMS

PETERS PRODUCTIONS, INC.

9590 Chesapeake Drive
San Diego, CA 92110
(714) 565-8511 Collect

EXECUTIVES

Edward J. Peters, Pres
Jon Holiday, Regional Mgr., Northwest
Steve Coto, Regional Mgr., Midwest
David Moore, Regional Mgr., West

SERVICES

Radio music formats, image identity jingles, total image concepts

PROGRAMMING AVAILABLE FOR SALE

The Great Ones Adult Contemporary (MOR)
Starting price per market
Your Music Traditional (MOR), Starting price per market
The Natural Sound (Country crossover)
Starting price per market
Country Lovin' format Starting price per market
Beautiful Music format Starting price per market

Free demo tapes available to our readers

PROFESSIONAL RODEO NETWORK, INC.

P.O. Box 1B
315 Madison, Suite 202
Eugene, OR 97440
(503) 687-2068

EXECUTIVES

Peter Powell, Pres./Executive Producer
Jan Yearwood, Sec'y./Nat'l Sales & Promotions
Graham Marden, VP/Network Affiliate Dir

SERVICES

Producer and distributor of nationally sponsored radio programming. Currently offering *The Great American Cowboy* Six programs weekly, 3 minutes in length. Country lifestyle emphasis with feature interviews and rodeo news. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo." Sales

features include network promotion. Airing in over 100 markets after first year with new markets added weekly

PROGRAMMING AVAILABLE FOR SALE

The Great American Cowboy Price barter
The National Finals Rodeo Reports A nine day special in December from Oklahoma City
The World Series of Rodeo

Free demo tapes available to our readers

R

RADIO ARTS, INC.

210 N. Pass Avenue Suite 104
Burbank, CA 91505
(800) 423-2840 Toll Free
(213) 841-0225 Collect in California

EXECUTIVE

John Benedict, GM

RADIO SMITHSONIAN

Office of Telecommunications
Room CMB 06 - American History Bldg
Smithsonian Institution
Washington, DC 20560
(202) 357-1935

SERVICES

Weekly 1/2 hour series *Radio Smithsonian*, explores adventure of Smithsonian Institution
Price Available on a subscription basis
Commercial stations \$221/six months or \$312/year For Public stations (receiving series over satellite) \$130/six months or \$260/year

RADIO SPORTS PROGRAMS TDI/WINSTON NETWORK, INC.

275 Madison Avenue
New York, NY 10016
(212) 599-1100

EXECUTIVES

Marc Winston, President
Benjamin Isaacs, VP/Syndication
John Boisclair, VP/Sales
Ken Farino, VP/General Counsel
Billy Packer, VP/Production

SERVICES

Syndicated personality sports programming

PROGRAMMING AVAILABLE FOR SALE

The Billy Packer - Al McGuire College Basketball Report Available via barter

Demo tapes available

REAL RADIO CO.

127 Glen Summer Road
Pasadena, CA 91105
(213) 795-4900

EXECUTIVE

John Price, President

SERVICES

Real Country Foremat

REEL RADIO

Box 213

Dunkirk, MD 20754
(301) 257-9410

ROLLING STONE MAGAZINE PRODUCTIONS

745 5th Avenue
New York, NY 10151
(212) 758-3800

EXECUTIVES

John McGhan, Director
Bethany Gorfine, Affiliate Relations
Roxy Myzal, Affiliate Relations

SERVICES

Radio programs geared for album rock, top 40, adult contemporary stations

PROGRAMMING AVAILABLE FOR SALE

Continuing History of Rock and Roll Starting price Barter
The 48-hour *Continuing History of Rock and Roll* Starting price Barter
Rock Star Guest DJ Starting price Barter
Solid Gold Radio Starting price Barter

Demo tapes available to our readers

THE ROYAL GROUP

Suite 5001
307 West 200 South
Salt Lake City, UT 84101
(801) 322-1222 Collect

EXECUTIVES

Jackson Dell Weaver, President
James Cances, VP/Jingles

SERVICES

A Radio Program Sales Firm - Specializing in Radio-Magazine type programs oriented toward providing sales solutions for radio stations

PROGRAMMING AVAILABLE FOR SALE

Gabby Gourmet \$5/day
Business Report \$5/day
Players \$5/day
Hot Spots Call for rates

Free demo tapes available

RPM-RADIO PROGRAMMING AND MANAGEMENT, INC.

25140 Lahser Road, Suite 232
Southfield, MI 48034-9942
(800) 521-2537
(313) 358-1040

EXECUTIVES

Thomas Krikorian, Pres
Richard Graf, GM
Frank Ohannesian, Prod. Dir.

SERVICES

Provide complete format services for live and automated radio stations worldwide. Services include complete music package and format clock design. RPM also offers ongoing evaluation of station performance under RPM programming.

PROGRAMMING AVAILABLE FOR SALE

Contemporary Beautiful Music Starting price \$500/month
Classic Beautiful Starting price \$500/month
Progressive MOR - adult contemporary Starting price \$600/month
Classic MOR Starting price \$550/month

Free demo tapes available to our readers



SATELLITE MUSIC NETWORK (Burkhart/Abrams/Michaels/ Douglas and Associates)

11325 Pegasus E-241
Dallas, TX 75238.
(800) 527-9205
(214) 343-9205

EXECUTIVES

Jim Rupp, VP/COO
Roy Bliss, VP/Assoc.
Kent Burkhart, VP/Assoc.
John Tyler, VP/Assoc.
Ivan Braiker, Pres/Assoc.
George Williams, VP/Programming
Ken Fournier, VP/Marketing
David Hubschman, VP/Admin.
Larry Shipp, VP/Affiliate Sales
Tom Keenze, VP/Eng

PROGRAMMING AVAILABLE FOR SALE:
See Satellite Directory

SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road
South Plainfield, NJ 07080
(201) 753-0444

EXECUTIVES

James A. Schulke, Pres
Laurence Adams, VP/GM
Phil Stout, VP/Creative Dir
David MacFee, VP

SERVICES

With more exclusive custom recorded music than all other syndicators combined, SRP is the leading programming for the Beautiful Music format providing both taped music and consultation on execution, engineering and promotion. Schulke II, a unique, new MOR vocal format, premiered in late December, 1980

PROGRAMMING AVAILABLE FOR SALE:
Beautiful Music. Starting price By market size.

SCOTT/INFOCOM BROADCAST SERVICES, INC.

Hemlock Farms
Hawley, PA 18428
1-800-233-8257

EXECUTIVES

John L. Scott, Pres
Gloria Scott, VP
Howard Greene, VP (Infocom only)

SERVICES

Producers and syndicators of news, documentary and health materials

PROGRAMMING AVAILABLE FOR SALE:

Columbia Nutrition Bulletin. Starting price Free
The American Character. Starting price Free.

Free demo tapes available to our readers

SHEPHERDmusic

3875 Crary Drive, Suite B
Toledo, OH 43613
(419) 474-4191 Collect

EXECUTIVES

Mike Shepherd, Creative Dir.
Mike Clark, Mgr
Gary Sharpe, Sales

SERVICES:

Radio music and feature programming featuring SHEPHERD ONE, a brand new concept in adult music programming. Available in Fall, 1982

PROGRAMMING AVAILABLE FOR SALE:

Shepherd One. Call for price quote
The Sounds of Christmas. Price: \$300 (one time only)
The Stones of Christmas. Price: \$75 (24 features)

Free demo tapes available to our readers

SIRIUS PRODUCTIONS, INC.

321 E. 22nd Street, Apt. 3-M
New York, NY 10010
(212) 228-4540

EXECUTIVE

Don Bombard, Program Director

THE SOUNDSHOP, INC.

1307 Division Street
Nashville, TN 37203
(615) 244-4149

EXECUTIVES

Craig Deitschmann, Pres
Ted Johnson, VP, Broadcast Div.
Brent Ferguson, Broadcast Sales

SERVICES:

Full service production company featuring custom and syndicated jingles for radio; image and news packages for television as well as commercial material for all media

Free demo tapes available to our readers

STARBORNE PRODUCTIONS CORP.

4627 Van Nuys Boulevard #201
Sherman Oaks, CA 91403
(213) 995-7832

EXECUTIVE

Jim Schlichting, Pres.

SERVICES:

Licensing of music for broadcast program use Only "Easy Listening" popular recordings

PROGRAMMING AVAILABLE FOR SALE:

Frank Chacksfield Orch & Chorus
Encore Singers & Orch

Free demo tapes available to our readers

STEREO RELIGIOUS COMMUNICATIONS

501 Stonearch Court
Stone Mountain, GA 30083
(404) 469-7879

EXECUTIVES

James H. Dickson, Pres.
James O. Hutto, VP

SERVICES:

Music is programmed, unannounced, in 12 to 14 minute matched-flow segments tailored to the individual market along with complete programming schedules throughout the year. Produces three styles of religious music formats used independently, or mixed to best suit the tastes of the listening audience

PROGRAMMING AVAILABLE FOR SALE:

Sounds of Faith (Easy Listening Beautiful Music)
Songs of Joy (Contemporary, MOR, AOR, Easy Rock)
Psalms of Praise (Classical, Beautiful Music, Educational)
Pricing structure available on request

Free demo tapes available to our readers

KRIS STEVENS ENTERPRISES, INC.

14241 Ventura Boulevard, Suite 204
Sherman Oaks, CA 91423
(213) 981-8255

EXECUTIVE

Kris Erk Stevens, Pres.

STRAND BROADCAST SERVICES

1636 Voorhees Avenue
Manhattan Beach, CA 90266
(213) 372-6282

EXECUTIVES

Mike Carruthers, Pres
Donna Lum, VP

SERVICES:

Syndicate daily 90 second feature called "Something You Should Know." Show presents daily experts who help listeners save time and money, and help them improve their mental and physical health. Also produce radio commercials

PROGRAMMING AVAILABLE FOR SALE:

Something You Should Know. Starting price varies according to market

Free demo tapes available to our readers.

THE SUNBELT NETWORK, INC.

2500 McKinney Avenue
Dallas, TX 75201
(214) 741-1198 Collect

EXECUTIVES:

James T. Johns, Pres.
Robert E. Jameson, Nat'l Sales Mgr.
Rocky Chase, Director of Station Relations

SERVICES

Producer and distributor of nationally sponsored informational feature programming. Features are designed to entertain and inform the adult listener. Each two-minute feature contains two commercial breaks, one national and the other, local.

PROGRAMMING AVAILABLE FOR SALE:

Stanley Marcus—Another Opinion
Niki Scott—For the Working Woman
Charlie Coane—On the Move
Kay Johns—Food, Fashion & Family
Roger Albright—A Home of Your Own
Tony St. James—Mindblowers
Alex Burton—The Opinions are My Own
Dave Marquis—Out Here in America
Stan Dworkin—The Garden Spot
Dr. Joe D. Goldstein—New Medicine
Donald Bain—The Media Watch
Michael Brown—In the Winner's Circle
Dr. Robert London—Head Help
Martin Birnbach—The Job Shop
Dr. Thomas Vice—Pets and People
Jerry Flemmons—Travel with Jerry

Starting price Barter

Free demo tapes available to our readers.

SYNDICATE IT, INC.

2000 W. Magnolia Boulevard
Suite 206
Burbank, CA 91506
(213) 841-9350

SYNDICOM

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-9124 Collect

EXECUTIVES:

Michael B. Hesser, Pres
Pamela Taylor, Admin Asst

SERVICES

Features—Ex. *Red Neckerson*—short comedy editorial which adds true character to any format. Good for mornings and afternoon drive. "Jest ask yerself" (60 sec.)

PROGRAMMING AVAILABLE FOR SALE

Red Neckerson Starting price: \$22/wk (5 shows/wk)

Free demo tapes available to our readers.

SYNDIREP, INC.

405 N. Wabash
Suite #3805
Chicago, IL 60611
(312) 670-0070

EXECUTIVES:

Jim Seemiller, Pres
Jim Warner, National Sales Mgr

SERVICES:

SyndiRep is a sales organization representing syndicators and their product to national advertisers. Both vignettes and program features are represented by SyndiRep.

PROGRAMMING AVAILABLE FOR SALE

Over 100 different programs available

Free demo tapes available to our readers



TAFT BROADCASTING COMPANY

504 Reo Street
Tampa, FL 33609
(813) 876-0455

EXECUTIVES

Carl J. Wagner, Exec VP-Radio, Cable (Taft)
James Pidcock, VP/GM-Primetime Radio

PROGRAMMING AVAILABLE FOR SALE

Primetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. 15 hours of feature programming each week and tape carts and satellite. Stations can be live local or live satellite as local needs change. Pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. Cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

WILLIAM B. TANNER COMPANY, INC.

2714 Union Avenue Extended

Memphis, TN 38112
(901) 320-4433 Person-to-Person collect

TIMBERLINE PRODUCTIONS

P O Box 9541, South Station
Denver, CO 80209
(303) 756-9091

EXECUTIVE:

Ted W. Scott, Pres

PROGRAMMING AVAILABLE FOR SALE

Chuck Buell's Super Gold Weekly complete three hour oldies music show with special music and artist features

Free demo tapes available to our readers

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES

Pat Shaughnessy, Pres
Buddy Scott, VP/GM-Production
Neil Sargent, VP/GM-Special Projects/Programming
David Adriance, Dir. of Marketing

SERVICES

Broadcast Services Group specializing in products for Radio, Television, and the Cable industry

Free demo tapes available to our readers

TOTAL SERVICE PROGRAMMING

906 N. Hollywood Way
Burbank, CA 91505
(213) 841-0961 Collect

TRANSTAR

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-0953

EXECUTIVES:

Dwight Case, Pres
E. Karl Foulk, Senior VP
Peggy J. Riemer, VP, Operations
R. L. Ruth, Affiliates Director

PROGRAMMING

Live 24 hour music and personality program complete with news inserts targeted for the 25-34 year old adult contemporary audience. Full network services including proven programming, music research, sales training, and tested promotional campaigns.

TUESDAY PRODUCTIONS, INC.

4429 Morena Boulevard
San Diego, CA 92117
(714) 272-7660

EXECUTIVE

Bo Donovan, VP-Broadcast Div

SERVICES:

Radio/TV Jingles, Music Production



THE UNITED STATIONS

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Rocknotes - rock news including weekly special reports from London
On Location - Hollywood reports with Gayl Murphy
Lifelines - lifestyle feature reports
King Biscuit Flower Hour - 52 one-hour shows featuring top singers and bands
Supergroups - a continuation of the widely acclaimed concert series

OWNED AND OPERATED RADIO STATIONS:

WABC/WPLJ New York
WLS-AM/FM Chicago
KGO-AM/FM San Francisco
KABC/KLOS Los Angeles
WXYZ/WRIF Detroit
WMAL/WROX Washington, DC
KSRR Houston

ASSOCIATED PRESS RADIO NETWORK

1825 K Street NW
Washington, DC 20006
(202) 833-5910

EXECUTIVES:

Edward J. DeFontaine, Mgr. Editor
William McCloskey, Asst. Mgr. Editor
George Mayo, Chief Eng.
Jerome Smith, Affiliate Relations Dir.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Full service radio network which includes broad spectrum of news and information programming, all for sale by local station. No clearance or inventory requirements. Additionally hourly file of audio news cuts and twice-daily feed of regional news cuts. Programming includes news-on-the-hour, 24 hours a day, daily sports, business and agriculture programming and three weekly PA programs.



BONNEVILLE BROADCASTING SYSTEM

274 County Road
Tenafly, NJ 07670
(201) 567-8800
(800) 631-1600

BUILD YOUR AUDIENCE WITH DIRECTION'S PERSONAL PERSPECTIVE.

Crisp, Concise News.

Direction News, three crisp minutes of adult targeted news—produced by ABC, the largest news-gathering organization in radio. And we bring your listeners a unique, personal perspective.

Winning Sports. Practical Advice.

High-powered sports, delivered by respected pros who make the action come alive. And special features, like Dr. Paul Donahue's spotlight on fitness and nutrition.

Local Sound Quality by Satellite.

The Direction Network is programmed to give you a competitive rating and increased profits. And soon, it will be delivered by satellite to blend in perfectly with your local sound.

More Listeners? Take Direction.

In just a few months, over 130 great radio stations have joined our network. The reason is simple. They know that our personal perspective approach touches listeners' lives, builds that special, intimate rapport. It's proved that it works. And it will work for you.

Let us help you grow. Call
Vincent A. Gardino, Director, at (212) 887-5636.

**ABC
DIRECTION
RADIO
NETWORK**



**THE PERSONAL
PERSPECTIVE.**



**RADIO
abc
Networks**

EXECUTIVES:

Marlin R. Taylor, President
John E. Patton, VP/GM
Jeffrey C. Mathieu, Station Sales Manager
David Verdery, Client Services Manager
Cindy Friedman, Station Sales Manager
George Davies, Dir. Sales/Marketing

DESCRIPTION OF NETWORK PROGRAMMING:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets. To fund this service and enhance the future profitability of client-stations, Bonneville has formed a cooperative association to sell network advertising for satellite subscribers.



CABLE NEWS NETWORK, 2

1050 Techwood Drive
Atlanta, GA 30318
(404) 898-8768

EXECUTIVES:

Henry Gillespie, Chairman of the Board
Robert Pates, VP, Radio
Charla HeWitt, Director of Ops
Ron Kirk, Ops. Mgr., Radio

SERVICES:

Audio portion of CNN 2. Certain allowances for CNN 1 usage.

CBS RADIO NETWORK

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

EXECUTIVES:

Robert Hosking, President
Richard M. Brescia, Senior VP
Robert Kipperman, VP, RADIORADIO
Peter Keegan, VP, Finance
Frank Miller, VP, Programming
Neil Knox, VP, Affiliate Relations
Thomas Dawson, VP, Market Development

DESCRIPTION OF NETWORK'S PROGRAMMING:

CBS Radio Network, News, sports and information. RADIORADIO, Young Adult Network (began 4/26/82) featuring news, concerts, music specials.

OWNED AND OPERATED RADIO STATIONS:

WCBS-A/F, New York
WEEI-A/F, Boston
WCAU-A/F, Philadelphia
WBBM-A/F, Chicago
KMOX-A/F, St. Louis
KNX-A/F, Los Angeles
KCBS, San Francisco
KRQR, San Francisco

RADIORADIO

A service of CBS, Inc.

51 West 52 St.
New York, NY 10019
(212) 975-4321

EXECUTIVES:

Robert L. Hosking, Pres., CBS Radio Div.
Richard M. Brescia, Sr. VP, CBS Radio Networks
Robert Kipperman, VP/GM
Leslie Corn, Dir., Programming
W. Thomas Dawson, VP Market Develop., CBS Radio Networks

David West, Dir., Affiliate Relations
Ralph Green, VP, Eng.
Barbara Malinowski, Dir., Program Practices
Norman S. Ginsburg, Dir., Affiliate Audience Promotion
Suzanne Sack, Dir. Sales Promotion
Pam Haslam, Dir., Press Information

DESCRIPTION OF NETWORK'S PROGRAMMING:

Two-minute news broadcasts every hour produced by RADIORADIO news department within CBS News, four 90 second daily IN TOUCH features, monthly 90-minute concert series ON STAGE TONIGHT, monthly special of varied formats and lengths, including LIVE COAST TO COAST series of listener phone-in specials.

OWNED AND OPERATED RADIO STATIONS:

WEEI-A/F, Boston
WBBM-A/F, Chicago
KNX-A/F, Los Angeles
WCBS-A/F, New York
WCAU-A/F, Philadelphia
KCBS San Francisco
KRQR-FM San Francisco
KMOX-A/F St. Louis

CHRISTIAN BROADCASTING NETWORK, INC.

International Communications Center
Virginia Beach, VA 23463
1-(800) 424-7777 Toll Free

EXECUTIVES:

Pat Robertson, President
Bob Slosser, VP
Tom Rogeberg, Dir., Satellite Network
Clay Boudreaux, Mgr., Mktg.
Mel Parker, Commercial Coord.
Jack Norman, Promotions

DESCRIPTION OF NETWORK'S PROGRAMMING:

"700 Club" radio broadcast on tape



GLOBAL SATELLITE NETWORK

19456 Ventura Blvd
Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

Eddie Kritzer, Producer/Pres.
Cindy Tollin, GM/Assoc. Producer
Howard Gillman, Exec. Producer
Dennis Laventhal, Exec. Producer

DESCRIPTION OF NETWORK'S PROGRAMMING:

Currently offering a weekly live-by-satellite music & interview show called "Rockline" featuring music and interviews with today's hottest recording artists and taking calls from listeners around the world who can talk to our guests on the toll-free "Rockline". (Geared for an album rock audience/station). Are planning to broadcast live concerts from around the world as well as special events, etc.



KANSAS INFORMATION NETWORK/ KANSAS AGRICULTURE NETWORK

1500 N. West St.
Box 1240
Wichita, KS 67201

(316) 942-7955

EXECUTIVES:

Frank Gunn, GM/VP
Kelly Walker, News/Oper. Dir.
Frank Horn, Sales Mgr.
Rich Hull, Farm Dir.
Ken Root, Farm Dir.

DESCRIPTION OF KANSAS INFORMATION NETWORK PROGRAMMING:

17 newscasts a day composed of news about Kansas are provided to 44 affiliate stations in Kansas. The network is hardwired on a full-time basis and also originates Wichita State University basketball.

DESCRIPTION OF KANSAS AGRICULTURE NETWORK PROGRAMMING:

13 programs a day comprised of farm news, features and market information are fed to 31 affiliated radio stations in Kansas. Both farm directors are voting members of the National Association of Farm Broadcasters.

OWNED AND OPERATED RADIO STATIONS: KAKZ-AM, Wichita, KS



MUSIC COUNTRY NETWORK A service of AP Broadcast Services & WSM, Inc.

50 Rockefeller Plaza
New York, NY 10020
(212) 621-1511

EXECUTIVES:

Tom Griscom, Senior VP, WSM, INC.
Roy Steinfort, VP, AP Broadcast Services
David Hall, GM, Opryland Productions, Inc.
Jim Hood, Deputy Director, AP Broadcast Services
Glenn Serafin, Affiliate Relations, Music Country Network

MUTUAL BROADCASTING SYSTEM, INCORPORATED

1755 South Jefferson Davis Highway
Arlington, VA 22202
(703) 685-2000

EXECUTIVES:

Martin Rubenstein, Pres. & CEO
Jack Clements, Exec. VP Network
Jerry M. Wallace, Sr. VP/Corp. Services
Lynn McIntosh, Acting Dir./Sta. Relations
Dick Carr, VP/Programming
John Chanin, VP/Sports
Tom O'Brien, VP/News & Special Programming
Gene Swanzy, VP/Broadcast Services
George Barber, Regional Mgr./Southeast
Georgette Kohler, Regional Mgr./Midwest
Bill Armstrong, Regional Mgr./Southwest
Jerry Jackson, Regional Mgr./West
Lynn McIntosh, Regional Mgr./Northeast

DESCRIPTION OF NETWORK'S PROGRAMMING:

Mutual is a full service network, offering news, play-by-play sports, lifestyle features, public affairs, national telephone talk and contemporary and country music programming. Notre Dame and major league football, Larry King, Jack Anderson and Dick Clark are among Mutual's most popular programs. Recently, Mutual has added Dallas Cowboys, Pittsburgh Steelers, Atlanta Falcons and Kansas City Chiefs play-by-play sports coverage, the weekly Dick Clark national music survey,

They're sweeping across the American pop scene like a breath of fresh air - with songs like "Here I Am," "Lost in Love" and "Even the Nights Are Better" Now, hear the refreshing sound of Air Supply, in exclusive concert on RADIORADIO. Hear 90 minutes of the warm

and magical music that's making them famous Famous enough to be named "the most successful pop group of the eighties" by Billboard magazine

Don't miss Air Supply in concert - it'll sweep you away Check your local listings the weekend of Sep-

tember 4th, for the RADIORADIO station near you, and the exact time of broadcast



ON STAGE TONIGHT

Air Supply



Produced by G K Productions

the Forbes magazine reports and Agronski and Company to its line-up.

OWNED AND OPERATED RADIO STATIONS

WHN, New York
WCFL, Chicago

N

NATIONAL BLACK NETWORK

10 Columbus Circle
New York, NY 10019
(212) 586-0610

EXECUTIVE

Eugene D. Jackson, Pres., Chairman
Sydney L. Small, Exec. VP
Del Rayce, Exec. VP
George Edwards, VP/GM
Vince Sanders, VP, News and Operations

DESCRIPTION OF NETWORK'S PROGRAMMING

National Black Network provides affiliates with complement of 12 different forms of regular programming. Roster offers vital news and information for an audience ranging from pre-school to college grads, including specialized interests of black females and energy minded consumer

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Night Talk

OWNED AND OPERATED RADIO STATIONS

WDAS A/F, Philadelphia, PA
KATZ, St. Louis, MO
WZEN, Alton, IL
WWRL, New York

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036
(202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres
Tom Warnock, Exec. VP
Sam Holt, VP, Programming
Barbara Cohen, VP, News Information Programs
Clyde Robinson, Sr., VP, Station Services and Representation
Art Roberts, Treasurer/VP-Finance

DESCRIPTION OF NETWORK'S PROGRAMMING.

News and Information, Drama, Classical Music; Jazz, Educational programming.

NEW PROGRAMMING ADDED IN PAST 6 MONTHS

THE SUNDAY SHOW-NPR's five-hour show-case of the arts.

NATIONAL SATELLITE NETWORK - PUBLIC SERVICE SATELLITE CONSORTIUM

1660 "L" Street N.W. Suite 907
Washington, DC 20036
(202) 331-1154

EXECUTIVES:

Elizabeth L. Young, Pres
Robert A. Mott, Exec. VP
Louis A. Bransford, VP/Planning and Development
Dail Ogden, VP/Operations
Polly Rash, Dir. of Marketing
Helen J. Lauck, Dir. Nat'l Satellite Network
W. Daniel Gorton, Dir., Systems Engineering
Billy D. Lane, Dir., Operational Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Ad-hoc networks for educational seminars.

conferences and business meetings. Networks arranged for video and audio distribution. Transmits non-broadcast programs through National Satellite Network operates satellite uplink, live origination studio and portable uplink facilities

NEW PROGRAMMING ADDED IN PAST 6 MONTHS

Video-conferencing of business-related meeting, through for-profit subsidiary, for corporate clients.

NBC RADIO NETWORK

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

EXECUTIVES

Robert Walsh, Pres., NBC Television
Sta./Radio
Michael Eskridge, Exec. VP, NBC Television
Sta./Radio
Robert Mounty, Exec. VP, NBC Radio
Richard K. Penn, VP/GM
Kevin Cox, VP/Sales and Marketing Radio Networks
Charles Strehan, VP/Marketing Development
Meredith K. Woodyard, VP/Affiliate Relations
Jo Moring, VP/NBC Radio News
Morris Trumble, Dir., Programs
Nicholas P. Schiavone, VP, Research, Radio
Richard Green, Dir., Research, Radio
Joan Voukides, Dir. of Adv. & Promotion
Peter M. Hamilton, Press Representative

AFFILIATE RELATIONS

Steve White, Dir., Affiliate Services
Gerald Green, Regional Director
Robert Wogan, Regional Director
Craig Simon, Regional Director

NEWS

Alan Walden, Director, Radio News
James T. Farley, Dir., Radio News Oper

OPERATIONS AND ENGINEERING

H. Delaney (Buddy) Young, Dir., O & E
Ray Weiss, Mgr. Technical Operations
Lauren Grant, Mgr., Program Operation

PROGRAMMING

Guy Ludwig, Producer, Special Projects
Maurice Tunick, Producer, Talknet
Dave Gibson, Producer, Country Sessions

DESCRIPTION OF NETWORK'S PROGRAMMING.

Short Form: NBC Hourly news and news/feature related programming geared to 25-54 year old audiences, tending to complement stations with AC, C formats. Long form: Talknet telephone talk blocks

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

Here's Morgan Again with Henry Morgan and Hear and Now with Roger Mudd (both are short form features).

OWNED AND OPERATED RADIO STATIONS

WMAQ, Chicago
WKQX, Chicago
WRC, Washington
WKYS, Washington
KNBR, San Francisco
KYUU, San Francisco
WNBC, New York
WYNY, New York

"THE SOURCE" (NBC RADIO NETWORK)

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

EXECUTIVES

Robert Walsh, Pres., NBC Television
Stations Radio

Michael Eskridge, Executive VP, NBC

Television Stations/Radio

Robert Mounty, Executive VP, NBC Radio
Ellyn Ambrose, VP/GM

Jo Moring, VP/Radio News

Shelley Lewis, Director, News, "The Source"

Nicholas Schiavone, VP, Radio Research

George Taylor Morris, Director, Program and Administration

Kevin Cox, VP, Sales and Marketing

Frank Cody, Director of Affiliate Relations/Program Dev.

Dan Formento, Program Manager

Joan Voukides, Director of Advertising & Promotion

Richard Green, Dir. Radio Research, Radio Networks

Dan Forth, Regional Director Affil. Relations

Andy Denemark, Regional Director Affil. Relations

Kirk Stirling, Regional Director, Affil. Relations

Peter M. Hamilton, Press Representative

DESCRIPTION OF NETWORK'S PROGRAMMING.

Long and short form news and feature programming geared toward an 18-34 year old demographic, programming used to supplement stations with album rock or young adult formats. Two minute newscasts and 15 past hour, also 45 past hour during AM/PM drive. Features: "One Minute with...", "Coping with...", "The Rock Report", "Today in Rock History". Long form: "The Source Report", Peabody and Armstrong Award winning weekly 1/2 hour public affairs program. Also weekly series of artist profiles or recorded in concert presentations

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

"Coming Attractions" (summer long series of one hour programs centering on films of interest to 18-34 demo). Format: interviews with stars and production people of films set against album rock music. "Sourcebreaks" capsulized one minute news bursts fed weekdays at 45 past hour, 4:45 pm - 7:45 pm. First 30 seconds: headline type format, second 30 seconds more feature type material.

OWNED AND OPERATED RADIO STATIONS

WNBC/WYNY, New York
WMAQ/WKQX, Chicago
WRC/WKYS, Washington
KNBR/KYUU, San Francisco

P

PROFESSIONAL RODEO NETWORK, INC.

P.O. Box 1B
315 Madison Avenue Suite 202
Eugene, OR 97440
(503) 687-2068

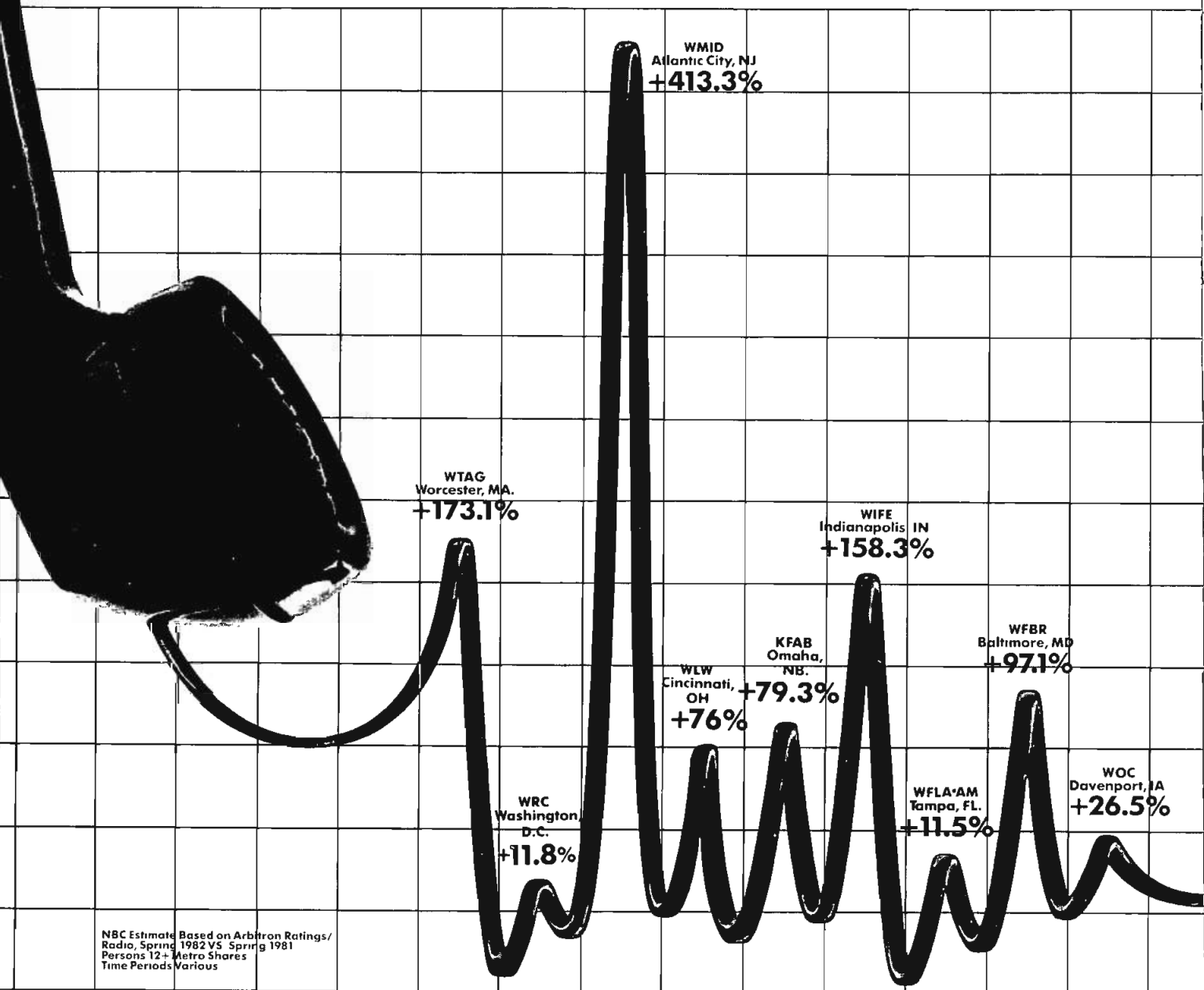
EXECUTIVES:

Peter Powell, Pres./Executive Producer
Jan Yearwood, Sec'y./National Sales & Promotion
Graham Marden, VP/Network Affiliate Dir.

SERVICES:

Producer and distributor of nationally sponsored radio programming. Currently offering THE GREAT AMERICAN COWBOY. Six programs weekly, three minutes in length. Country lifestyle emphasis with feature interviews and rodeo news. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo". Sales features include network promotion, airing in over 100 markets after

NIGHTTIME SHARES HAD THEM DOWN. WE TALKED THEM UP.



NBC Estimate Based on Arbitron Ratings/
Radio, Spring 1982 VS Spring 1981
Persons 12+ Metro Shares
Time Periods Various

Metro Share Increases Spring 1982 VS Spring 1981

Share the wealth. Plug into a one-of-a-kind call-in programming service that keeps your audience up at night. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer soon on weekends. So distinctive you have to hear it to believe it.

Call Meddy Woodyard at NBC Radio collect today (212) 664-4745. Talknet. The nighttime audience builder.

Talknet
FROM NBC RADIO

first year, with new markets added weekly
PROGRAMMING AVAILABLE FOR SALE.
The Great American Cowboy. Price: Barter
The National Finals Rodeo Reports - a nine
 day special in December from Oklahoma City
 "The Worlds Series of Rodeo". Free demo
 tapes available to our readers

R

RKO RADIO NETWORKS

1440 Broadway
 New York, NY 10018
 (212) 575-6100

EXECUTIVES:

Thomas F. Burchill, Pres
 Ken Harns VP & Dir. of Affiliate Services
 Dan Griffin, VP & Dir. of Prog
 Dave Cooke, VP & Dir. of News
 Pamela Hamilton, Dir. of Creative Serv
 Joe Maguire VP & Dir. of Eng
 Kevin Lyons, VP & Dir. of Sales
 Frank Musumeci, Controller

DESCRIPTION OF NETWORK'S PROGRAMMING:

RKO One. Programs for young adults in 25-34
 demographics. Provides news, sports, enter-
 tainment specials

RKO Two Designed for music and informa-
 tion stations with programming appealing to
 35-44 lifestyle, 25-54 market. Provides news,
 sports, entertainment specials.

RKO Radioshow. Provides long form prog-
 ramming for all radio stations, including
 "Amenca Overnight" (all night talk/call-in) and
 "Night Time Amenca" (all-night music).

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

The Hot Ones one hour specials blending
 music and interviews of contemporary hit art-
 ists. *Musicstar Specials* one-hour portraits of
 contemporary hit artists. *Solid Gold Saturday
 Night* - Five live hours of gold hits. *Weekly
 Music Magazine* - Three hour weekly top 30
 Countdown. *Captured Live!* - One hour rock
 specials recorded live in concert featuring
 AOR artists. *Steiner on Sports* - Two-minute
 sports commentary

OWNED AND OPERATED RADIO STATIONS:

WRKO-WROR-FM, Boston
 WFYR, Chicago
 WAXY Miami/Ft. Lauderdale
 KHJ/KRTH-FM, Los Angeles
 WHBO, Memphis
 WOR/WRKS-FM, New York
 KFRC, San Francisco
 WGMS-A-F, Washington, DC

S

SHERIDAN BROADCASTING NETWORK

1811 Boulevard of the Allies
 Pittsburgh, PA 15219
 (412) 281-6751

EXECUTIVES:

Glenn R. Mahone, Pres
 Jerry Lopes, News Director
 William Butler, III, Dir. of Station Rel
 Lynne Joy Rogers Program Manager
 Ron Weston, Eastern Sales Manager
 Thaddeus Hill, Midwest Sales Manager

DESCRIPTION OF NETWORK'S PROGRAMMING:

News, Sports and Information of special inter-
 est to Black Americans

NEW PROGRAMMING ADDED IN PAST 6 MONTHS:

24-hour programming available in the Fall via
 satellite

OWNED AND OPERATED RADIO STATIONS:

WAMO A-F Pittsburgh
 WUFO, Buffalo, NY

U

UNITED PRESS INTERNATIONAL, INC.

220 East 42nd St
 New York, NY 10017
 (212) 850-8600

EXECUTIVES

Roderick W. Beaton, Pres./CEO
 H.L. Stevenson, VP/Editor-in-Chief
 Claude Hippeau, VP/GM, International Div
 Donald J. Brydon, VP/Gen'l Sales Mgr
 James F. Darr, VP, Systems Development
 Fred J. Greene, Comptroller
 F.W. Lyon, VP, Newspictures
 Robert P. Paffen, VP/Dir. of Personnel &
 Labor Rel
 Gordon Rice, VP, Broadcast Services
 Ted Feurey, GM, Audio
 Bill Ferguson, Editor, Nat'l Radio
 Stan Sabik, Dir. of Network News
 Operations & Programs
 William E. Wilson, Dir. of Eng.

DESCRIPTIONS OF NETWORK'S PROGRAMMING

Newscasts are transmitted every hour on the
 hour seven days a week. They include voice
 reports direct wherever the most important
 events are taking place. Also transmits seven
 live Business Reports, Monday through
 Friday, plus a daily feature length recap. Fea-
 tures include UPI Roundtable, Farm Fea-
 tures, UN Perspective, Reflections, Week on

Wall Street, Consumer Focus, Hollywood
 Focus Science and Man, and People Broad-
 cast each day Monday through Friday

W

WESTWOOD ONE, INC.

9540 Washington Blvd.
 Culver City, CA 90230
 (213) 204-5000
 575 Madison Ave., Suite 1006
 New York, NY 10022
 (212) 486-0227

EXECUTIVES

Norm Pattiz, Pres.
 Judy Gold, VP/Dir. of Station Sales
 Brian Heimerl, Dir. of Operations
 Ron Hartenbaum, Dir. of Advertising Sales
 Richard Kimball, Dir. of Concert Programming

SERVICES

Nation's largest producer of nationally spon-
 sored radio programs, features, concerts and
 specials. Distributing 21 programs to over
 2000 U.S. radio stations

PROGRAMMING AVAILABLE FOR SALE:

The Dr. Demento Show
Off the Record with Mary Turner
Live From Gilley's
In Concert
The Rock Years - Portrait of an Era
Special Edition
Coleman Country
Star Trak
Rock Album Countdown
Daybook
Shootin' The Breeze
Rock and Roll Never Forgets
Wheels
Buffalo Dick's Radio Ranch
Budweiser Concert Hour
Spaces and Places
Off The Record
Tellin' It Like It Was
The Countdown
Playboy Advisor
The Competitors
 Free demo tapes available to our readers

ROBERT WOLD COMPANY, INC.

Los Angeles, CA 90024
 (213) 474-3500

EXECUTIVES:

Robert N. Wold, Chmn./Pres.
 Gary J. Worth, Pres., WOLD Communications
 Wayne Baruch, Pres., WOLD Entertainment
 Robert E. Wold, VP, Sales/WOLD
 Communications

**SURREY COMMUNICATIONS RESEARCH
IS PROUD OF THE
COMPANIES WE KEEP:**

WNBC	New York
WYNY	New York
WMAQ	Chicago
WKQX	Chicago
K-101	San Francisco
KSLQ	St. Louis
KCBQ	San Diego
Q-105	San Diego
WOKY	Milwaukee
WMIL	Milwaukee
KATT	Oklahoma City
KAIR	Tucson
KJYK	Tucson

Our clients demand special attention, and we think they deserve it. If you believe in innovative, quality solutions to your problems, we'd like to talk with you.

Headquartered In Denver To Serve You Better.



SURREY COMMUNICATIONS RESEARCH, INC.

Union Common Building, Suite 270 66 South Van Gordon
Denver, Colorado 80228 Telephone (303) 989-9980



THE ARBITRON COMPANY

1350 Avenue of the Americas
New York, NY 10019
(212) 887-1300

EXECUTIVES:

Theodore F. Shaker, Pres.
Anthony J. Aurilio, Exec. VP
Marshall L. Snyder, VP GM, Product & Research Services
C. William Bahan, VP GM Operations & Production

SERVICES:

Broadcast audience measurement, local radio market reports in 253 markets; AID, nationwide; local television reports in 211 markets; syndicated program analysis; network program analysis; county coverage, Qualidata; Condensed Radio Market Reports; Programmers' Package, Farm Radio and Television Reports; Cable Dictionary, Cable Network Report, Radio & Television Ethnic Reports; Cable Audience Measurement Profile (CAMP) Studies

AUDIENCE ANALYSTS

14677 Midway Road, Suite 202
Dallas, TX 75234
(214) 385-3980

EXECUTIVES:

Jon Coleman, Sr. Partner
Janis Wojniak, Research Assoc.



ROBERT E. BALON & ASSOC., INC.

2525 Wallingwood Suite 1104
Austin, TX 78746
(512) 327-7010

EXECUTIVES:

Rob Balon, Pres.
Becky Jackson, Research Assoc.
Chuck Dunaway, Programming Consultant

SERVICES:

Research and consultation for the communications industry. Full range of perceptual research. Emphasizing psychographic segmentation studies. Customized program consultancies for individual stations - one to a market.

FEES:

Prices vary depending upon services performed.

THE BIRCH REPORT

3200 North University Drive
Coral Springs, FL 33065
(305) 753-6043

EXECUTIVES:

Thomas C. Birch, Pres.
David S. Gindoff, VP Dir. of Sales & Mktg.
Roseann F. Birch, VP Dir. of Operations
Craig Harper, Nat'l Sales Mgr., Non-monthly markets.

SERVICES:

THE BIRCH REPORT - Syndicated broadcast audience measurement reports available on a monthly, quarterly, or semi-annual basis. Birch Report quarterly summaries include estimates by county, time duplication analyses, location of listening by home, car, and other away-from-home locations.

product usage, reach and frequency tables, composition of audience by demographic and ethnic groups, and many other unique displays of listening information. Monthly Birch reports include 14 pages of trend information, detailed daypart and demographic data, and hour by hour estimates. Small and medium market reports available on quarterly, semi, or annual basis. Birch report quarterly summaries are available in either tape or book form to recognize advertising agencies and tabulation services. BIDD (Birch Demand Data) available exclusively to Birch report clients. BIDD services allow customized access to The Birch Report data base; BIDD services include Custom Area Reports - audience estimates by county, zip code, or city area. Ethnic Listening Reports - customized to demonstrate a station's strength by key listening groups; Cumulative Duplication Reports - estimates of net cum, shared cum, and exclusive cum of station combinations in any or all demographics; File Listing - complete accounting of The Birch Report data base by demographic; Ethnic Composition of Cum - shows percentage composition of stations weekly cum by ethnic group in each of the component demographics; Customized Demographics - estimates by radio station strength within non-standard demographic breaks.

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631



CHICAGO PROGRAMMING RESOURCES

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueti, Partner
Susan A. Cornelius, Operations Mgr.
Robb Wexler, Monitors Mgr.

SERVICES:

CPR provides a broad range of innovative, top-quality services to radio programmers, using skilled interviewers, sophisticated market research techniques, and a powerful in-house computer system. Furthermore CPR is the industry's only source of detailed information on the programming strategies of successful radio stations in all formats across the nation.

"CPR COMPETITIVE MONITORS" are full-week analyses of the music programming on format-dominant radio stations. Each report includes chronological and alphabetical breakdowns plus various summary statistics. Reports currently available include KFHC, WCOZ, KVL-FM, WHDH, KSTP-FM, WLPX, KYA, KEGL, WKOX & KPKE, KSCS, and others. Customer reports are also available.

"CPR CLASSIC ROCK" FORMAT is designed to win the 18-34 and 35-49 demos, decisively by targeting to adults who have grown up on rock and are currently dissatisfied with both AOR and pop adult formats. Music selection decisions are based on both local input and extensive research, including CPR Competitive Monitors. Music is pre-

programmed by computer for each individual client station.

TELEPHONE INTERVIEW STUDIES available include artist-preference studies, CPH Audience Growth Analysis, Perceptual studies using "attribute-ranking" methodology, lifestyle explorations, and traditional call-out research.

SIMULATION-BASED FORMAT TESTING is an innovative technique designed to determine how listeners evaluate radio stations and develop loyalties. The technique can also show the effects of adding or deleting programming elements from a given radio station.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

CPR will typically quote as low a price as other research firms, while offering strict quality controls during interviewing, and an easier-to-interpret report format.

CUSTOM AUDIENCE CONSULTANTS, INCORPORATED

8401 Corporate Drive
Landover, MD 20785
(301) 459-2686 Collect

EXECUTIVES:

Sam Paley, Pres.
Thom Moon, VP, Ops

SERVICES:

Full-service media research firm offering stations research support for:

PROGRAMMING: Custom Diary Analysis provides an in-depth look at the behavior of a station's audience - the numbers behind the numbers - based on our review of Arbitron diaries. A companion study to the Custom Diary Analysis is the Mechanical Diary Analysis - a succinct summary of data contained in the Arbitron mechanical.

SALES: Complete array of multi-purpose sales promotion tools derived from the latest Arbitron, produced immediately upon release of the market report. Synopsis of results for client station and its competitors from book - all produced to show client in best possible light. Specific sales presentation provide complete media plans, concrete justifications for adding radio to TV or newspaper campaigns pre- or post-buy analyses, all produced on an "as needed" basis.

MANAGEMENT: Rate card analyses and recommendations to optimize revenue while providing competitive CPMs. Market analyses to pinpoint a format "hole" in market if you are considering a format change, or ascertain economic conditions & format opportunities in a prospective market.

PRIMARY RESEARCH: Surveys to profile product & service usage of listeners to specific stations within targeted demographics. Surveys to ascertain opinions & attitudes of advertisers agency personnel regarding radio stations' sales staffs.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Vary according to services used. Can be arranged on a per project basis, or as a retainer package customized to station's needs.



DIGITAL MEDIA MARKETING SERVICES

2100 Data Park, Suite 100

Statement to the Industry

The Birch Report

Dear Broadcaster

The Birch Report has already achieved what many thought to be highly improbable - if not impossible. We are the first major competitor in radio audience measurement to be fully in place and available to Radio broadcasters and advertisers on a nationwide basis in many years.

This achievement did not occur by chance. It took us three years to gain the grass roots support of more than 1000 broadcasters buying The Birch Report in well over a hundred markets. By implementing tactics in a long term marketing strategy to establish The Birch Report as a credible National ratings service, we're now poised for the next stage of our growth. Support and use of The Birch Report by America's advertising agencies.

Last fall, we commissioned an independent attitudinal and perceptual study to solicit attitudes towards the ratings services of radio station owners, managers and group executives. Here are the highlights:

- 1) A telephone based methodology was preferred by nearly 60% of the sample.
- 2) 96% said they'd like to see a successful competitor to Arbitron (4% said "don't care". No one said "no").
- 3) The biggest complaints towards one of the services were cost, small sample sizes, monopoly, arrogance and slow delivery time. (The Birch Report was perceived as the fastest growing and best-regarded service, and, even then, second only to Arbitron in total subscribers).
- 4) Qualitative/Product Usage data was named as the most desired information not currently available in ratings books (at that time).
- 5) And, last but certainly not least - agency acceptance was at the top of the list in evaluative criteria used to choose a ratings service.

We're positioned for success and believe we now have a superior service to market to local, regional and national agencies.

Agencies want frequent reporting. The Birch Report now provides 16 complete reports annually (12 Monthlies and 4 Quarterly Summary Reports) in more than 50 markets, nationwide.

Agencies want convenience. The Quarterly Summary Report provides a convenient, easy-to-use ratings book that is custom-designed for planning and buying. Convenience will be further enhanced when Birch data is available on computer tape in the near future.

Agencies want the complete story. The Quarterly Summary Report provides complete duplication tables, county by county estimates, location of listening (home, car and other away-from-home) estimates, ethnic and demographic composition data, and most importantly, qualitative and product usage data. No other syndicated ratings service offers this kind of information in a standard published report.

Our marketing efforts to local, regional and national agencies have been accelerated. In addition to regularly scheduled agency presentations in local and regional markets, we recently began addressing the Madison Avenue agencies. The fruits of our labors are already paying off. The Birch Report is undergoing serious evaluations by many of the major shops. In fact, several key national agencies and buying services are now using the Quarterly Summary Report.

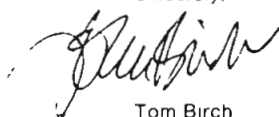
Hundreds of local and regional agencies are already relying on Birch data to aid in buying and planning. And, like our radio support, we're building our agency business on a solid grass roots foundation.

Bottom line. We've systematically addressed almost every industry requirement for a viable national ratings service. Low Cost. Monthly reports for monitoring market trends. Quarterly Summaries for complete, in-depth analyses. The largest annual samples in most markets. And a strong, viable methodology. The last, and most important requirement - agency acceptance - is now a reality in many local markets, and rapidly increasing at the regional and national level.

If you're not a Birch Report subscriber, now's the time to join us. We're committed to the long term. We've got the broad support and financial strength we need to continue our efforts. But our most valuable asset is you - using The Birch Report to sell your station.

In 1982, The Birch Report is an investment in the future of a competitive radio ratings marketplace - an investment you can make money with now.

Sincerely,



Tom Birch
President

Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Admin. Exec.

SERVICES:

"Street-Useable" materials designed so sales exec can provide clear, concise understanding of radio ratings to time-buying clients. Computer-based company offers an extensive variety of graphs and tables which will effectively translate the Arbitron into comprehensive one-page pictures. Audience flow graphs, demographic profiles, competitive rankings for markets and stations are all designed for effective communication to direct buyers. Sales and programming information for over 30 daypart combinations for as many as 41 different demographic categories. Specific packages include the widely-promoted "Tracker" (audience flow charts) and "Bottom Line", a full rate-structure translation of the Arbitron. Format exclusively available for markets.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Individual reports from \$20 to \$40. Packages from \$150 to \$1500 (less than \$8 per report). Extensive package flexibility available to address unique needs of individual stations.



**ELECTRONIC RATING
COUNCIL, INCORPORATED**

420 Lexington Avenue, Room 2347
New York, NY 10017
(212) 687-7733

ERA RESEARCH

680 Beach Street, Suite 335
San Francisco, CA 94109
(415) 441-0550



FMR ASSOCIATES, INC.

6408 E. Tanque Verde Road
Tucson, AZ 85715
(602) 886-5548

EXECUTIVES:

Bruce Fahr, Pres.
Thomas M. McNulty, Executive VP
Faye Anne Graham, Office Mgr

SERVICES:

Custom-designed attitudinal and perceptual research projects on proprietary, market-exclusive basis. FMR Associates specializes in broadcast research only. Does not offer programming services or consultation, but works with independent programming specialists.

FMR's exclusive research services include its trademarked *Vulnerability Analysis* and *Behaviorgraphic* audience research techniques, as well as its specialized *Target-Market* and *Format Opportunity Analysis*. The principals of FMR have worked for more than 75 stations across the country (both large and small markets) and virtually all format types. FMR's strategic and positioning research ser-

vices have been found to be especially useful for broadcasters planning to enter new markets or new formats, as well as market leaders interested in solidifying their strengths and eliminating their vulnerabilities.

FMR does not publish a client list to sell its services. However, a confidential list of references is provided on request.

Written proposals and prices accompany all projects, which generally involve focus group, telephone or in-home methodologies. Principals, not assistants, design, conduct, and analyze all projects. All projects include written reports, analyses, with clear conclusions and recommendations. Readers may write or call for additional service company background information, specific project proposals, references and fees.



**HUGH HELLER IMAGE RESEARCH
AND DEVELOPMENT**

1056 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

HEYMANN-APPLE BROADCAST

175 E. Delaware Place, Suite 5212
Chicago, IL 60611
(312) 266-9822

HIBER & HART, LTD.

P.O. Box 1220
Pebble Beach, CA 93953
(408) 373-3936



**INDEX RESEARCH
(formerly Radio Index, Inc.)
A Division of Todd Wallace/Assoc.**

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082 Toll Free.
(602) 242-6800 in Arizona

EXECUTIVES:

Todd Wallace, Pres.
Chuck Morgan, VP Director, US Consultation
Tracy Massey, Research Dir.
Dawn Williams, Operations Director

SERVICES:

Programming Research Software Systems available: Market Positioning System (in-house system designed to give client the logistical know how and computer capability to conduct any research study necessary plus pre-program music 24-hours a day MARS P.D.C. (the very latest state of the art system of callout music research offering exclusive precision dayparting, control psychographic printouts). Audience Measurement services: "Radio Index" audience measurement (confidential ratings, overnight delivery), positioning questions (attitudinal/perceptual questions with both demographic and psychographic display). Program consultation services: Todd Wallace Associates (see listing under Consultants Directory). Complete brochures available upon request.

MINIMUM AND MAXIMUM FEES FOR SERVICES:
\$350 to \$5,000.



**JOINT COMMUNICATIONS
CORPORATION**

191 John Street
Toronto, ON M5T 1X3, Canada
(416) 593-1136

EXECUTIVES:

Dave Charles, Pres.
John Pankhai, VP
David Oakes, Dir. of Research
Colleen Robinson, Office Mgr

SERVICES:

A heavily research-based media consulting company. Provides full-scale market research in the U.S. and Canada for radio, television, film and records. Services include: Lifestyle studies; market specifics such as perceptions of news, announcer profile on the market, importance of various features, station image, etc.; focus groups; and competitive market profile analysis. Research information is useful in determining marketing position, format changes, etc. Joint Communications Corp. works on one key assumption - increased media fragmentation is changing the way that people choose favorites. An understanding of the relation between lifestyle and research in the most effective way to cope with this change.



**LANDSMAN/RIVERS RADIO
SERVICES**

135 East 54th Street
New York, NY 10022
(212) 855-0445
741 Red Oak Terrace
Wayne, PA 19087
(215) 964-9321

LEACH RESEARCH, INC.

327 Sandoval, Suite 302
Santa Fe, NM 87501
(505) 982-1831



**FRANK N. MAGID ASSOCIATES,
INCORPORATED**

One Research Center
Marion, IA 52302
(319) 377-7345

MARKET BUY MARKET (R)

5858 Sunset Boulevard
Los Angeles, CA 90028
(213) 460-5639

EXECUTIVES:

Gil Bond, GM
Denise Herb-Mazzotta, Sales Mgr.
Trish Rotsch, Oper. Mgr.

SERVICES:

Sells computerized terminal access to media research for radio, television, newspapers and magazines. Provides a range of sales and programming reports based on syndicated ratings services. Matches qualitative profiles of radio stations' audiences to quantitative measurements of audience size. Nationwide customers include many of the country's largest advertisers, advertising agencies and radio stations.

MARKETRON

2180 Sand Hill Road
Menlo Park, CA 94025
(415) 854-5301

MEDIA RESEARCH GRAPHICS, INC.

P.O. Box 5973
Sherman Oaks, CA 91413
(213) 789-4000

EXECUTIVE:

Allen Klein, Pres.

MEDIA SERVICE CONCEPTS

1713 N. North Park Avenue
Chicago, IL 60614
(312) 280-0158



RML

P.O. Box 36713
Tucson, AZ 85740
(602) 742-2034

EXECUTIVE:

Bob Lowry, Pres.

RADIO ADVERTISING BUREAU, INCORPORATED

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVE:

Miles David, Pres.

RADIO INFORMATION CENTER

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

EXECUTIVES:

Maurie Webster, Pres.
Jerry French, Sales Mgr.
Art Salisch, Ops Mgr.

SERVICES:

Computer-based, customized research company. Big, highspeed computers are used to do the heavy quantity of research analysis on many fields, which only computers can do efficiently. "THE ANALYST" is the first exhaustive analysis of Arbitron audience data designed for station use in both Programming and Sales. In 30 reports, it evaluated dozens of critical factors which are beyond the reach

of manual analysis but important to the programming, sales and use of radio. We do the semiannual "Leading Station" analysis for TV Radio Age.

RAM RESEARCH COMPANY

10035 Carroll Canyon Road
San Diego, CA 92131
(714) 578-5660

EXECUTIVES:

Douglas P. Herman, Pres.
Michael A. Dirkx, VP, Prog.
Andrew Hangarter, VP, Mktg

SERVICES:

Year-round audience ratings with computer terminal access to current data and zip-by-zip information. Qualitative sales reports by individual market and stations. Red Zone Reports of listening by zip code. American Music Research: national testing of standards and currents on weekly basis. Client music research systems providing sample and computer handling of data. Attitudinal research. Computerized music logging and format management systems.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$140/month to \$3500/month

RANTEL RESEARCH

Box 681
Laurel, MD 20707
(301) 490-8700

EXECUTIVES:

David Tate, Pres.
Charles E. Helene, VP-Marketing
Steven A. Smith, VP-Data Processing

SERVICES:

RANTEL Arbitron Diary Analysis: Custom analysis of raw Arbitron diaries including audience trends, cume re-cycling, geographic diary penetration, audience sharing, listener comments, and slogan penetration analyses.

Music Attitude Measurement. Local market analysis of listener music preferences measuring familiarity, acceptance, and demand levels for individual, specified target groups.

Audience Perception Studies: Both quantitative studies and focus group studies examining and analyzing audience and market positioning problems. Rantel Audience Information Services are being used by over 130 radio stations nationwide.

THE RESEARCH GROUP

Strategic Marketing Center
2517 East Lake Avenue E.
Seattle, WA 98102
(206) 328-2993

EXECUTIVES:

William C. Moyes, Pres.
Larry B. Campbell, VP/GM
Dick Springfield, Dir. of Research
Terry Patrick, Research Assoc

SERVICES:

The Research Group provides a unique service - STRATEGIC RESEARCH for radio stations. Strategic research involves not just providing clients with listening behavior, or perceptual studies, but a special form of market research focused on developing a long

term strategy for the station designed to increase audience share, revenue and profit. Providing strategic research and long-term strategic planning for our clients is the only business of The Research Group.

Each member of The Research Group's professional staff has, in addition to research background, extensive "hands on" experience - in radio station ownership, general management and/or programming with major broadcasting groups. The Research Group professional staff works as a team on each research project.

Each research project is custom-designed for the client's specific needs. A variety of research tools are used in providing the client with reliable, actionable, strategic research information. The Research Group services include: telephone and "in home" Strategic market Studies, Positioning Analyses, Focus Group Discussions, Comprehensive Music Tests, Diagnostic Sales Profiles, Promotional Efficiency Test (PET) and the newly developed Sales Booster Study. These studies zero in on the type of information regarding the stations come which can bring additional sales by profiling listeners qualitatively in a favorable light.

In the radio industry, The Research Group is synonymous with STRATEGIC RESEARCH with excellent follow-up and implementation guidance for strategic planning. Prices vary depending upon services performed.

REYMER & GERSIN ASSOCIATES, INCORPORATED

4000 Town Center, Suite 655
Southfield, MI 48075
(313) 354-4950

EXECUTIVES:

Arnold S. Reymer, Pres.
Harvey N. Gersin, Exec. VP
Jon Beachler, Sr. VP
Doug Clemensen, Dir. of Research

SERVICES:

Full range of attitudinal, behavioral, motivational and psychographic marketing research studies, covering radio station formats, programming, imagery, talent and advertising. Studies investigate not only listener reactions to competitive radio stations, but also the intellectual and emotional needs that motivate the audience. Objective is to formulate a market positioning strategy, enhancing client station's programming, advertising and promotion. Skilled researchers conduct in-depth focus groups, "case studies", custom-designed statistical surveys, comprehensive reports and data tables. All services are confidential and available exclusively to one station per market.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Prices vary depending upon project design.



STATION RESEARCH SYSTEMS

14677 Midway Road, Suite 204
Dallas, TX 75234
(214) 239-5331 Collect

EXECUTIVES:

Don Hagen, VP/GM

Carl Barringer, Dir., Software Dev.

STRATEGY RESEARCH CORPORATION

100 N.W. 37th Avenue
Miami, FL 33125
(305) 649-5400

EXECUTIVE:

Peter D. Roslow, Sr. VP

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
1-(817) 649-8577

SURREY COMMUNICATIONS RESEARCH, INCORPORATED

66 South Van Gordon, Suite 270
Denver, CO 80228
(303) 989-9980

EXECUTIVES:

Al Brady Law, President
Doug Jones, Executive VP



TELETEST RESEARCH SERVICES

P.O. Box 120427
Arlington, TX 76012
(817) 274-9892

EXECUTIVE:

Carl Cramer, Pres.

SERVICES:

Innovative approach to the tried and true research methods used for years by many of the most respected and well known research firms in the country. Our founder a former executive with one of these firms, has put together a coalition of research experts which have developed ways to achieve the same professional quality results at a fraction of the cost.

Teletest uses its trademarked MASTER PLAN OF RESEARCH to give radio stations in virtually all market sizes input from each market area important to bottom line success, including sales research, programming research and music research. All working relationships are on a market-exclusive basis. TELETEST is a division of Cramer Communications

PRICING STRUCTURE:

Monthly rates are according to market size, and range from \$275 to \$1500.

TELMAR MEDIA SYSTEMS

90 Park Avenue
New York, NY 10016
(212) 949-4640



WALLACE & WASHBURN, INC.

118 Newbury Street
Boston, MA 02116
(617) 262-5978

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

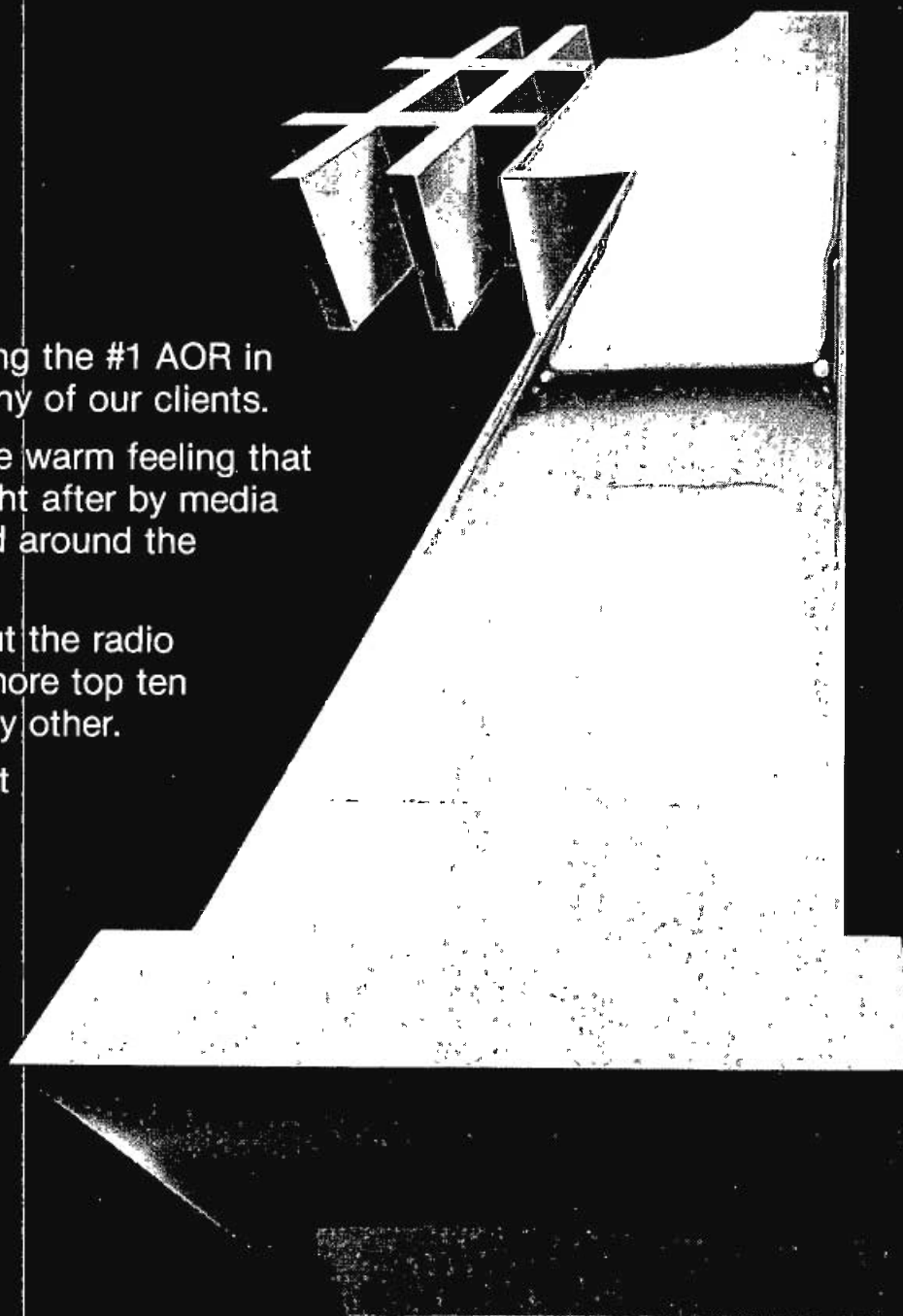
Do you know what it's like to be #1?

There's nothing like being the #1 AOR in your market. Just ask any of our clients.

They'll tell you about the warm feeling that comes from being sought after by media buyers around town and around the country.

And they'll tell you about the radio consultants who have more top ten market AOR'S* than any other.

If you're wondering what it's like at the top, just give us a call.



**Sebastian,
Casey & associates, inc.**
5213 N. 24th Street
Suite #206
Phoenix, Arizona 85016
(602) 957-2452

*WLUP, Chicago; KMEL, San Francisco; WABX, Detroit; WCOZ, Boston; KLOL, Houston.



ROGER AHRENS ADVERTISING & PUBLIC RELATIONS

5 Riverside Drive
New York, NY 10023
(212) 580-8814

EXECUTIVE:

Roger Ahrens, Pres.

SERVICES:

Complete advertising, public relations, and marketing services. Sales promotion and corporate design.

AIRCASTERS, INCORPORATED

P.O. Box 182
Scottsdale, AZ 85252
(602) 959-7341

ALFREDO MARKETING & MANAGEMENT CORPORATION

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

GARY ALLYN RADIO ENTERPRISES

1427 Granada Avenue
San Diego, CA 92102
(714) 231-2673

BOB ANTHONY AND ASSOCIATES

456 Nova Albion Way
San Rafael, CA 94903
(415) 499-8797

ATKINSON CONSULTANTS, INC.

12 Lord's Highway Ext
Weston, CT 06883
(203) 226-3110 Collect

AUDIO STIMULATION, INC.

1680 N. Vine Street, #900
Hollywood, CA 90028
(213) 466-5201 Collect

AUSTIN COMPANY

3650 Mayfield Road
Cleveland, OH 44121
(216) 382-6600



RICHARD W. BALES

903 Charlesgate Circle
East Amherst, NY 14051
(716) 688-8456 Collect

EXECUTIVE:

Richard W. Bales, Owner

BANKERS TRUST COMPANY

280 Park Avenue
New York, NY 10017
(212) 692-2301

BCTA, INC.

2936 Chain Bridge Road
Oakton, VA 22124
(703) 281-7120

BEEUWKES & ASSOCIATES

4596 Mountain Creek Drive
Roswell, GA 30075
(404) 993-8722

LAWRENCE BEHR ASSOCIATES, INCORPORATED

Box 8026
Greenville, NC 27834
(919) 758-4509

BGW ASSOCIATES, INC.

P.O. Box 151
Riverside, CT 06878
(203) 637-3638 Riverside
(203) 562-2916 New Haven

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

BONNEVILLE BROADCASTING SYSTEM

274 County Road
P.O. Box 157
Tenafly, NJ 07670
(201) 567-8800

BOTIK BROADCAST SERVICES, INCORPORATED

Rt 6, Box 49B
Austin, TX 78737
(512) 288-0625

EXECUTIVE

Bob Botik, Pres.

SERVICES:

Programming, sales and management consultation.

PRICING STRUCTURE:

50/Hr. or monthly retainer

ROBERT W. BRECKNER

1014 North Bundy Drive
Los Angeles, CA 90049
(213) 472-2132

BROADCAST MARKETING CO.

450 Mission Street
San Francisco, CA 94105
(415) 777-5400 Collect

EXECUTIVES:

William L. McGee, Pres
Bert Levine, VP/GM

SERVICES:

Retail sales and marketing programs, co-op information literature available to our readers

BROADCAST TECHNICAL SERVICES LIMITED

Box 11069
Lansing, MI 48906
(517) 487-0900

BROADERCASTING Kiley Communications, Inc.

9135 North Meridian Street, Suite B4
Indianapolis, IN 46260
(317) 844-6216
(317) 253-7693 (Home)

EXECUTIVES:

Roger Kiley, Chmn.
Robert D. Kiley, Pres

SERVICES:

1) Audio Visual Station Presentation Production and instructions for proper utilization, 2) Sales Training Seminars: Selling promotions; selling ideas; tailoring presentations for different retail classifications. Proven selling methods that lead to success. Procedures for sales growth stability.

PRICING STRUCTURE:

Available on a straight fee according to scope of assignment or expenses plus percentage of gross sales increase after typical growth projections.

BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES, INC.

6500 River Chase Circle, East
Atlanta, GA 30328
(404) 955-1550

EXECUTIVES:

Kent Burkhardt, President
Lee Abrams, Director
Lee Michaels, Director
Dwight Douglas, Exec VP
Bob Elliot, Associate
Jon Sinton, Associate

SERVICES:

Customized format consultation for country, adult contemporary, middle-of-the-road, news/talk, album rock (Superstars), urban, ethnic. Also special two-day market analysis to help position a station's programming.

PRICING STRUCTURE:

Varies for market size from \$1,000 to \$5,000 per month, two year contract. The market analysis also varies by market size from \$1,500 to \$2,500. Normal travel, lodging, and telephone expenses are added to above figures.

BURNS MEDIA CONSULTANTS, INC.

3054 Dona Marta Drive
Studio City, CA 91604
(213) 985-8522



CAMERON COMMUNICATIONS

76 State Street
Brooklyn Hts., NY 11201
(212) 852-5455

EXECUTIVE:

Jim Cameron, Pres.

SERVICES:

Assist stations in positioning of all News and Information programming, its integration into over-all format, for maximum ratings success.

NOTHING SUCCEEDS

Bob Hattrik, previously Doubleday's VP/Programming, has the best winning percentage and more #1 startups than anyone! Now the most competent broadcast consultant in history can work for you!

KWK-FM/AM St. Louis

Bob Hattrik delivered the highest music radio share ever in St. Louis the first book on the air, only to top that in the next book (with an 11-0-12+ / #1 18-49 / #1 18-34 / #1 teens). KWK-FM is *still* St. Louis' #1 music station over 3 1/2 years later!

****KDWB-FM Minneapolis***

Upon appointment as group P.D., Bob Hattrik took KDWB-FM from a 2-8 to a 5-7 in one book using the same local staff and P.D. That turnaround put "Twin Cities 101" on top of the AOR competition! KDWB-FM is *still* the #1 FM AOR!

WLLZ-Detroit

Bob Hattrik's next move was the creation of Detroit's first new rock station in years! Detroit's "Wheels" signed on and was *instantly* Detroit's #1 music station (7-9 12+)! WLLZ then scored the highest share in Detroit music radio history (9-2 12+ / #1 18-49, #1 18-34, #1 teens)! WLLZ *still* holds that record!

KPKE-Denver

Perhaps Bob's most impressive debut of all was the recent explosion of KPKE, Denver's new peak! With just two weeks lead time before the book, the Hattrik format was installed, and suddenly Denver radio was *transformed*! KPKE soared from a 1-8 to a 5-9 12+. Then last winter, the peak climbed to Denver's #1 contemporary music station 12+, and held rank #1 adults 18-34 M-S 6A-MID.

State of the art programming (staff building and training), *Research* (computerized music analysis version 5.3, focus groups, and market studies), *Target positioning and promotion* (on air, television, street awareness), *Complete audio analysis*, clearly, *a comprehensive approach unmatched by anyone!* Our *commitment to being number one demands it!*

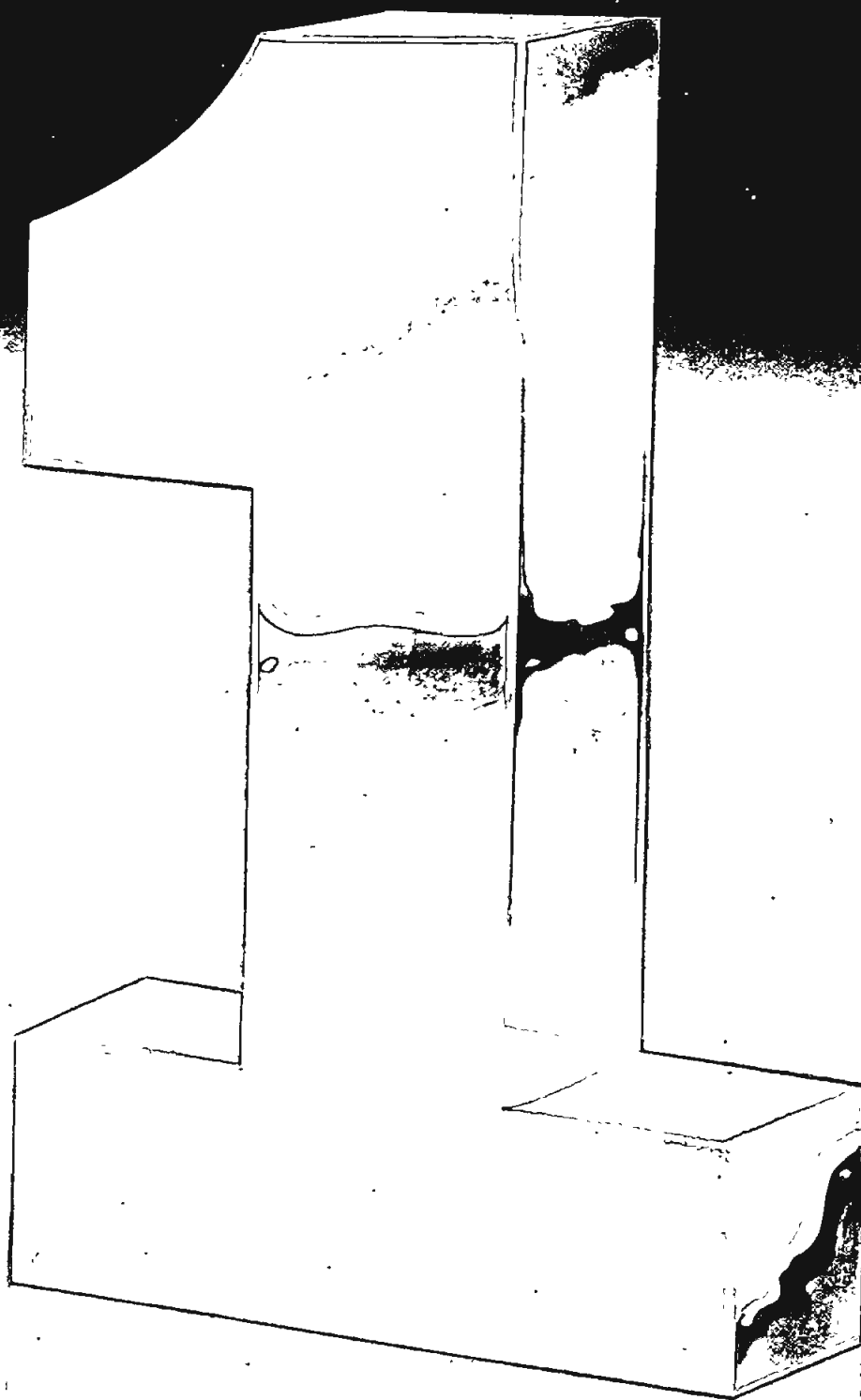


***#21 Carriage Lane
Suite 200
Saint Louis, MO 63108
(314) 361-6666***

Source: Arbitron/AQH, M-S 6am — Mid-Total Persons 12+ unless otherwise indicated.

*KDWB-FM Richfield *KWK-FM Granite City St. Louis

LIKE SUCCESS.



The best track record in AOR history!

IN THE SPRING
'82 SERIES
OUR STATIONS
BATTLED OVER
.000

**10 out of 12 of the Jeff Pollack Communications
consulted stations increased their share of
audience and 9 out of 12 were the #1 Rockers
in their markets, which gives us the best RBI
(ratings brought in) record among all the
major Rock consultants.**

**Congratulations to our consulted stations
on their winning season.**

AQH Persons 12+, Mon-Sun 6AM-12Mid, Spring '82 Arbitron, MSA.



**A FULL SERVICE BUSINESS DESERVES
A FULL SERVICE CONSULTANT.**

Jeff Pollack Communications, Inc.

984 Monument Street • Suite 204 • Pacific Palisades, California 90272 • (213) 459-2783

Market analysis, review of Community Ascertainment and involvement, critique of air staffers and analysis of network and wire service utilization conducted in-person in-market, or via taped airchecks. Staff workshops available on request. Specializing in young adult targeted music radio looking to distinguish itself in competitive market. Exclusivity in market available. Our motto: "A good consultant should put himself out of business. He should service his clients needs, and move on." Literature available to our readers.

PRICING STRUCTURE:

Depending upon market size, either per diem or on monthly retainer, plus expenses

JIM CARNEGIE CONSULTING ENTERPRISE

296-11 Echelon Road
Voorhees, NJ 08043
(609) 772-0259

EXECUTIVES:

Jim Carnegie, President
Sam Spataro, Financial Advisor
Kathy Kalvick, Administrative Assistant
R. David Adams, Technical Advisor

SERVICES:

Personalized Managerial/Programming/Marketing Development firm. Specializing in adult contemporary, mellow formats, sales/programming/rating seminars; market monitors, technical consultation, ratings critiques for programming with sales. Also, product consultation/sales. All literature customized to client needs.

PRICING STRUCTURE:

Fees based upon individual client specifications. Starting price: \$1,200 to \$5,000 monthly.

CENTER FOR RADIO SALES

2425 Torreya Drive
Tallahassee, FL 32303
(904) 385-6161

CENTRAL BROADCAST CORP.

Box 1320
Cincinnati, OH 45201
(606) 581-4950

CENTURY 21 PROGRAMMING, INC.

4340 Beltwood Parkway
Dallas, TX 75234-9990
(800) 527-5959 or (214) 934-2121

EXECUTIVES:

Dave Scott, VP/GM
Tom McIntyre, Sales Manager
Dan Rau, VP
Tommy Walker, Manager, Consulting Division

SERVICES:

Consults radio stations on profitable programming. Services include marketing, positioning, promotions and programming. Music formats are available in 12 different styles for automation or live-assist. Engineering consulting division buys & sells reconditioned automation and studio equipment.

PRICING STRUCTURE:

Varies depending upon exact services and market size. Literature is available.

BOB CESSNA'S CONSULTANT SERVICES, INC.

P.O. Box 5356
Daytona Beach, FL 32018
(904) 255-1154

EXECUTIVE:

Robert W. Cessna, Pres

SERVICES:

Daily Script-Commentary "From Another Point of View." Literature available to our readers.

PRICING STRUCTURE:

\$1.25 per script in market under 100,000 -
\$2.50 over 100,000

CHEETAH ASSOCIATES

508 W. Newell Street
Syracuse, NY 13205
(315) 478-2587 (24-hour line)

EXECUTIVE:

Garry G. Luke, owner

SERVICES:

Market study, program formats viability, and recommended improvements. Local media buying, copywriting.

PRICING STRUCTURE:

Base fee depends on market size. Then percentage of sales increase over one year's previous. Literature available upon request.

CHICAGO PROGRAMMING RESOURCES

666 Dundee Road
Northbrook, IL 60062

SERVICES:

(See research directory listing)

CITICOM CORPORATION

220 East 72nd Street
New York, NY 10021
(212) 472-0834

EXECUTIVE:

John N. Catlett, President

CLARK NETWORK PROGRAMMING

Box 3087
Rolling Hills, CA 90028
(213) 541-3309

ROBERT L. COE

11 East 78th Street
New York, NY 10021
(212) 737-4554

COLLINGWOOD ASSOCIATES, INC.

2025 I Street
Washington, DC 20036
(202) 466-7522

COLONY COMMUNICATIONS, INC.

120 Kentucky Avenue
Lexington, KY 40502
(606) 253-3232

COMMUNICATION SERVICES AND RESEARCH

19 Laurel Drive

Danville, IL 61832
(217) 443-1745

EXECUTIVE:

Russell D. Bredholt, Managing Partner

SERVICES:

Management consulting and research for radio.

PRICING STRUCTURE:

Time and expense

CONNECTICUT CONSULTING GROUP INC.

73 Redding Road
Georgetown, CT 06829
(203) 544-9384

EXECUTIVE:

Thomas L. Greenbaum, Managing Director

BUD W. CONNELL ASSOCIATES

4141 Woodlawn Drive, Suite #6
Nashville, TN 37205
(615) 383-1108

CONSOLIDATED COMMUNICATIONS

5125 Bnggs Avenue
La Crescenta, CA 91214
(213) 957-0957

ROGER COOPER & ASSOCIATES

P.O. Box 666
Auburn, CA 95603
(916) 927-5234

EXECUTIVE:

Roger Cooper, President

CORRON & BLACK, RUSSELL, INC.

5225 Wisconsin Avenue, NW
Washington, DC 20015
(202) 244-7600

COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

EXECUTIVE:

Bill Taylor, Owner

CRAMER COMMUNICATIONS

P.O. Box 120427
Arlington, TX 76012

EXECUTIVE:

Carl Cramer, President

SERVICES:

CRAMER COMMUNICATIONS is a consulting firm specializing in AM radio formats of today and tomorrow, including Talk, News Talk, and All-News. Our market-exclusive agreements feature intensive personal involvement by individuals with impressive track records in these areas.

CRAMER COMMUNICATIONS views each market as individually unique, and has developed its own exclusive market research system to exploit the individual characteristics of your specific market - even if your station receives long-form programming from a network or satellite supplier. Literature available to our readers.

PRICING STRUCTURE:

Monthly retainers vary according to market size.

Nobody does it better.

Sherwood, Hennes & Associates, Inc.

Programming and broadcast consultants.

Burt Sherwood

Bill Hennes

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439-1230



E. ALVIN DAVIS & ASSOCIATES, INC. RADIO PROGRAMMING & MARKETING

3515 Bookmark Place
Landen Farms, OH 45039
(513) 683-6500

EXECUTIVE:

E. Alvin Davis, Pres.
Cheryl Swanson, Director of Operations

SERVICES:

Provides consultation on all areas of radio programming and marketing. Services include: Ongoing consultation-offering guidance and leadership in station positioning and marketing, format implementation and execution, music selection and programming, talent search and development, Arbitron analysis and research implementation, news scheduling and content, promotional strategy and techniques and all areas relating to on-air sound and presentation.

Station/Market Analysis - for an objective view of the situation or for determining new format direction. Three day analysis used by stations in all market sizes to prepare for the upcoming Arbitron. Emphasis is on providing management with detailed, strategic guidance to improve station immediately.

The Advisory - a new service that makes it possible for management to take advantage of our skills and knowledge on a time-to-time basis, rather than the formal contract. The Advisory makes it easy for management to have a question answered, or to obtain a quick review of an idea, concept or piece of work. Doesn't require a formal contract. A call activates the service. Advisory is not available in markets where there are ongoing client relationships.

The Radio Programming Letter - A monthly forum of facts, opinions, and useful information on the current state of the radio programming art. Literature available to readers.

DEER RIVER BROADCASTING GROUP

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

EXECUTIVE:

Robin B. Martin, Pres.

SERVICES:

Acquisition consulting - How to finance, select and acquire radio stations. Literature is available to our readers.

PRICING STRUCTURE:

Daily Rates.

DIGITAL MEDIA MARKETING SERVICES, INC.

2100 Data Park, Suite 100
Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Administrative Exec

SERVICES:

Sales consultants through graphic analysis of the Arbitron. Literature available to our readers.

DIRIGO MEDIA

638 Congress Street
Portland, ME 04101
(207) 773-9022

DRAKE-CHENAU ENTERPRISES, INCORPORATED

Specialized Consultation
P.O. Box 1629
8399 Topanga Canyon Blvd
Canoga Park, CA 91325
(800) 423-5084 (Toll Free)

EXECUTIVES:

James Kelford, Pres.
Denny Adkins, Senior VP
Bobby Rich, Dir., Spec. Consultation

SERVICES:

Custom consultation in album rock, top 40, adult contemporary, country, MOR, and nostalgic. Literature available to readers.

PRICING STRUCTURE:

Starting price \$1000/month.



E & O SYSTEMS, LTD.

2998 Scott Blvd
Santa Clara, CA 95050
(408) 727-1506

E.E.C. INC.

Box 549
Poughkeepsie, NY 12602
(916) 691-7725

ELTING ENTERPRISES, INC.

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

EXECUTIVE:

John W. Elting, Pres.

SERVICES:

Financial and program consulting.

ESSEX COMMUNICATIONS CORP.

10 Lexington Avenue
Greenwich, CT 06830
(203) 622-1776

WILLIAM A. EXLINE, INC.

4340 Redwood Hwy., Suite F-121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Sec'y-Tres

SERVICES:

Advice on creation of new broadcast entities with emphasis on financial structuring and personnel procurement; general appraisal work, consultation to receiverships and/or bankruptcies; overview on total operations excluding programming consulting. Literature available to readers.

PRICING STRUCTURE:

Per diem plus out-of-pocket expenses in most activities, contract quotes on long term relationships depending on circumstances.



FIRSTCOM BROADCAST SERVICES, INCORPORATED

13747 Montfort Drive
Dallas, TX 75240
(214) 934-2222 (Collect)

EXECUTIVES:

Jim Long, Chmn
Jerry Atchley, Pres.
Ken Justiss, VP
Paul Meachum, VP
Mike Baer, VP

SERVICES:

Provides products and services to increase radio station sales and profitability. (1) Sales Performance System. Video-audio tapes. Sales training for radio time sales persons. (2) Commercial Libraries: Sales aid material consisting of total advertising campaigns for station's advertisers and jingles. Service features Dick & Bert, Chuck Blore, Don Richmond and many others. (3) Sales Promotions. Includes successful "Hot Ticket!" promotion. Literature available to our readers.

PRICING STRUCTURE:

Pricing range starts at \$500/month and goes to \$5000/month.

FIRST MEDIA MANAGEMENT CO.

101 Wymore Rd.
Altamonte Springs, FL 32751
(305) 869-5200

NORMAN FISCHER & ASSOCIATES, INCORPORATED

P.O. Box 5308
Austin, TX 78763
(512) 476-9457

EXECUTIVE:

Norman Fischer, Pres.

SERVICES:

Management, personnel placement, financing expert testimony, appraisals, research and market evaluations.

RON FISCHMANN RADIO SALES SEMINARS

4050 Kelly Drive
Durham, NC 27707
(919) 493-1370 (Collect)

FM ATLAS

Box 24
Adolph, MN 55701

EXECUTIVE:

Bruce F. Elving

ROBERT H. FORWARD & ASSOCIATES

550 S. Barrington Ave.
Los Angeles, CA 90049
(213) 476-3605

FRAZIER, GROSS & KADLEC, INC.

4801 Massachusetts Ave., N.W. Suite 390
Washington, D.C. 20016
(202) 966-2280 (Collect)

EXECUTIVES:

Horace W. Gross, Pres.
Charles H. Kadlec, Exec. VP
Susan D. Harrison, Mgr./Economic Studies & Evaluations
James R. Bond, Jr., Mgr./Asset Appraisal Services

PRICING STRUCTURE:

Per hour basis. Literature available to readers.

"So far we may be willing to go: we know what to expect. But no further; for beyond that boundary we are afraid. Our experience makes cowards of us: we want its security even if it limits us. We know that many who strike out beyond this boundary are lost. But not all. Some manage it. And when we envy them, we forget the risk they took. We think that their boundaries have always been so broad and limitless. We forget that they took the effort of pushing them outwards. Effort and risk. Instead, we talk of luck."

Plato

At Cramer Communications, we believe that when you start putting boundaries and limits on success, it will surely become a self-fulfilling prophecy.

If you decide you cannot compete because your station is on the AM dial, you will not compete much longer. If you believe the top spot in the market is out of reach because you are located at the 'wrong place' on the FM dial, you will never be at the top.

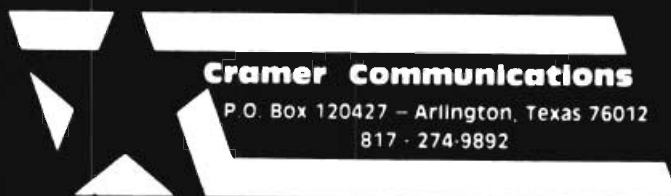
If your station is not performing the way it should,

it is not time to start putting arbitrary limits on its success. But it is time to seek the expert input and advice from Cramer Communications and our newest division, Teletest Research Services.

Our knowledge of innovative radio programming, marketing and audience research is matched only by our skills in cash flow, investment return, and bottom line budgeting.

You'll also find that at Cramer, we know no limits.

We know no limits



Cramer Communications

P.O. Box 120427 - Arlington, Texas 76012
817 - 274-9892

FUTUREMARK RADIO SERVICES

88 N. Franklin St.
Wilkes Barre, PA 18711
(717) 823-9408

EXECUTIVES:

Joe Montione, Dir. of Programming Dev.
John Hartman, Dir. of Music Research
James Morgan, Dir. of Marketing

SERVICES:

Two basic services Superhits - Service includes comprehensive set up of current and non-current contemporary hit music Rates start at \$25 per week and are based on market size. Total Sound Development Program Service includes superhits system in addition Futuremark provides complete programming consultation including talent development and selection, promotion, production, total research, development and overall strategy; guidance. Designed to achieve a consistently well executed product Rates start at \$250 per month and are based on market size Literature is available to our readers



WILLIAM J. GALLAGHER, JR. & ASSOCIATES

18 Autumn Lane
Matawan, NJ 07747
(201) 566-7531

EXECUTIVE:

Wm J. Gallagher, Jr., Owner
(Associates Nationwide)

SERVICES:

Primarily bottom line consulting, Sales and Sales Management Training Sales Promotion ideas and execution Emphasis is on the basics of selling which are all too often never learned. After the basics are learned, some fine tuning to acquire sophistication Available for weekend Sales & Sales Management Seminars Literature available to our readers

PRICING STRUCTURE:

\$400 per day or a negotiated fee based on estimated degree of difficulty to solve the problems or improve the procedures.

MICHAEL GERSHMAN COMMUNICATIONS, INC.

9229 Sunset Blvd
Los Angeles, CA 90069
(213) 278-4930

GREAT AMERICAN BROADCAST CO.

P.O. Box 5053
2284 S. Victoria Lane
Ventura, CA 93003
(805) 656-3696

GREENEBAUM & ASSOCIATES

135 S. LaSalle Street
Chicago, IL 60603

PALMER A. GREER & ASSOCIATES

277 Farris Bridge Road
Greenville, SC 29611
(803) 246-3401

ROBERT F. GRUBB

5 Regent Court
Champaign, IL 61820
(217) 359-7527

WILT GUZENDORFER & ASSOC.

2210 Hastings Drive
Belmont, CA 94002
(415) 593-2588



HAGUE, CURTIS & CO.

2730 Old Willow Road
Northbrook, IL 60062
(312) 998-1060

HARDWICK COMMUNICATIONS ENTERPRISES

15 Broad Street
Charleston, SC 29402
(803) 722-0260

BOB HATTRIK COMMUNICATIONS, INC.

#21 Carnegie Lane
Suite 200
St. Louis, MO 63108
(314) 361-6666

EXECUTIVE:

Bob Hattrik, Pres.

SERVICES:

Programming, promotion, research, audio, consultation, broadcast computerization, satellite communication, program supplies, systems design, and facility planning

HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 Riverside Drive
N Hollywood, CA 91602
(213) 766-4321

BOB HENABERY ASSOCIATES, INC.

136 E. 55th Street
New York, NY 10022
(212) 753-6513

EXECUTIVE:

Bob Henabery, Pres

SERVICES:

Firm founded in 1974 currently consults stations throughout continental U.S. on all formats Positioning and designing Music development Talent development

PRICING STRUCTURE:

References and prices upon request

GIG HENDERSON

P.O. Box 11455
Lexington, KY 40575
(606) 299-8910

SERVICES:

Custom voice/over talents. Demo tapes available to our readers.

PRICING STRUCTURE

On demo.

R. MILLER HICKS & CO.

1011 West 11th St.
Austin, TX 78703
(512) 477-9696

JAMES C. HIRSCH COMMUNICATIONS SERVICES

447 Westover Rd.
Stamford, CT 06902
(203) 324-4747

HOFFMAN UNLIMITED

26 Greentree Circle
Westbury, NY 11590
(516) 333-0217

EXECUTIVE:

Robert M. Hoffman, Owner

SERVICES:

Marketing services, including research, advertising, promotion, public relations.

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVE:

Arthur Holt, Pres.

TOM HOTCHKISS CO.

Box 5124
Boise, ID 83705

THE HUNTER SYSTEM

130 West 42nd Street, Suite 602
New York, NY 10036



DENNIS R. ISRAEL

1 East Main Street
Riverhead, NY 11901

ISRAEL & HILTON, INC.

60 East 42nd St.
New York, NY 10017
(212) 687-2002



EDWARD J. JAEGER

5530 Rab Street
La Mesa, CA 92041
(714) 460-9831

JASON W. JENNINGS INC.

106 Redhill Circle
Tiburon, CA 94920
(415) 435-3826
(509) 328-6794

EXECUTIVE:

Jason W. Jennings, Pres

SERVICES:

Marketing, Sales and Promotional Consultation to medium and major market news and newstalk radio stations. Company owns KSPQ newstalk in Spokane, WA and has enjoyed a 400% revenue increase in six months. Telephone consultation and seminars also available. Literature available to our readers.

PRICING STRUCTURE:

\$1,500 per day plus first class airfare and expenses

JEAVIS PROGRAMMING CONSULTANTS

P O Box 4917
St. Louis, MO 63108
1-(800)-458-3491

EXECUTIVES

Chris Turner, VP/Corp Mgr
Barbara J. Rogers, Pres

SERVICES:

Programming, sales, computer research data

PRICING STRUCTURE

Available upon request

FRANK E. JOLLE/CONCEPT RADIO PRODUCTIONS

801 Riverside Avenue, Suite D
Roseville, CA 95678
(213) 541-5559 (Collect)

EXECUTIVES

Dick Wagner, Pres
Mary Wagner, VP
Frank E. Jolle, Program Consultant

SERVICES:

Concept 1 - Adult Contemporary (25-49) voice tracked programming with up to five major market announcers. Music is contemporary MOR. Concept 2 - Adult Rock (18-34) precision mixed soft and rock, coupled with one-to-one delivery by five major market air personalities. Each concept announcer does a daily shift on your radio station, achieving a maximum of audience involvement and belief. Concept 3 - Album Rock progressive mix (12-24). Unique context with natural appeal to youth and college market. Concept 4 - Voice tracked programming with up to five major market announcers. Emphasis on country hits with blend of modern and traditional country gold. Sh'Boom - Three hour weekly oldies countdown of top hits of 60's and 70's in magazine format with the news of the day highlighted with trivia. Hosted by former major market DJ Frank Jolle. Demographic 25-44. Literature available to readers.

PRICING STRUCTURE

Pricing begins at \$800 in small markets and ranges between \$3000-\$5000 in major markets

C.J. JONES & ASSOC.

1874 Capri Drive
Charleston, SC 29407
(803) 722-7611

MIKE JOSEPH

11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326



KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

RAY KANDEL

2222 Avenue of the Stars, Suite 2102
Los Angeles, CA 90067
(213) 277-4980

JONATHAN KARAS & ASSOCIATES

Science House
Manchester, MA 09144
(617) 526-1120

A. LEWIS KING

30B Heritage Circle
Southbury, CT 06488
(203) 264-0677

ALLEN S. KLEIN

4615 Rubio Avenue
Encino, CA 91436
(213) 789-9598

KILEY COMMUNICATIONS, INC.

9135 N. Meridian St
Indianapolis, IN 46260
(317) 884-6216

EXECUTIVES

Robert Kiley, Pres
Roger Kiley, Chmn

KLEMM MEDIA, INC.

Box 264
Washington, CT 06793
(203) 868-0505

EXECUTIVE:

David R. Klemm, Pres
Tom Zarecki, Programming Strategist
Pat Kelly, Dir. of Office Services

SERVICES

Marketing, programming, sales, promotion, motivational training, personnel search, station acquisition analysis - radio stations, networks, satellites, cable. Literature available to our readers.

PRICING STRUCTURE

Upon request

KRNA, INC.

1027 Hollywood Blvd. at Broadway
Iowa City, IA 52240
(319) 351-6426



PAUL H. LEE

Box 721
Rockledge, FL 32955
(305) 631-0037

JOE M. LEONARD, JR.

2241 Valwood Parkway
Dallas, TX 75234
(214) 241-0254

LOMAR ASSOCIATES

P O Box 511
Montvale, NJ 07645
(201) 664-3637

EXECUTIVE

Loring S. Fisher, President

MAURY H. LONG & ASSOCIATES

5100 Dorset Avenue
Chevy Chase, MD 20015
(301) 652-6999

PAM LONTOS

7055 Merriman Parkway
Dallas, TX 75231
214-341-1670

EXECUTIVE

Pam Lontos, President

SERVICES

Consultant, sales and management training, motivational, rallies, one hour presentation, 1 or 2 day seminars available, meeting by speaker phones

PRICING STRUCTURE

1 or 2 day seminars-price varies according to services. Tune In To Success in Broadcast Sales - \$125 for set of 6 tapes. Cash in on your dream - \$99 for set of 6 tapes

JAMES P. LOUPAS

330 E. 1300 N
Chesteron, IN 46304
(219) 762-9117

EXECUTIVE:

Jim Loupas, Pres

GARRY G. LUKE

Cheetah Associates Broadcast
Consultants, Advertising
508 W. Newell Street
Syracuse, NY 13205

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT, INC.

San Francisco Headquarters
1330 Milbrae Avenue
Milbrae, CA 94030
(415) 692-7777

EXECUTIVES:

John C. Lund, Pres
June H. Lund, VP
Brian Scott, Assoc. Consultant

Nellene Teubner, Managing Editor Radio Management Monthly

SERVICES:

(1) Conduct intensive five-day Programming Audit to help determine challenges and opportunities. Analysis details every programming aspect of client station and competition. Short turn-around time is ideal for "second opinion" during crisis situation.

(2) Help management with winning strategy for profit-oriented programming.

(3) Experienced in key adult formats. Actively involved in all areas of programming, promotion, strategy, news, music and team-building.

(4) Emphasis on strong format creation, talent development, researched music, hands-on guidance and involvement, increased ratings, revenue and profit.

(5) Individual seminars for stations, groups and broadcast associations: "The Programming," and "How to Win the Ratings War."

(6) Publish radio management monthly featuring articles on winning management techniques, practical sales information and proven programming and promotion ideas.

Instant information on all services available by calling The Lund Consultants in San Francisco.

PRICING STRUCTURE:

Fees based upon specific project design or annual retainer.



MADDOX/PATTERSON AND ASSOCIATES, INC.

1550 Almond Court
Downers Grove, IL 60515
(312) 960-3275

EXECUTIVES:

Jim Maddox, President
Jack Patterson, Senior VP

SERVICES:

Complete live/automated consulting service. Specializing in the urban format, full service includes music, format, talent, news, promotion (internal and external), sales, etc. Also in-house/out-house research. One-time diagnostic market study, one year, and multi-year contracts available. Literature available to our readers.

PRICING STRUCTURE:

Standard market size rate card available on request.

FRANK N. MAGID ASSOCIATES, INCORPORATED

One Research Center
Marion, IA 52302
(319) 377-7345
(817) 265-7121 Dallas Office

ROBERT O. MAHLMAN, INC.

Six the High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVES:

Robert O. Mahlman, President
Nancy D. Mahlman, VP

SERVICES:

Radio Network Consultant. Literature available to our readers.

MANAGEMENT/PROGRAMMING CONSULTANTS

Box 24
Traverse City, MI 49684
(616) 947-1538

MARINA MUSIC PRODUCTIONS

777 Silver Spur Road, Suite 115
Rolling Hill, CA 90274
(213) 541-5559

EXECUTIVES:

Frankie Jolie, Program Consultant/VP
Charles Patterson, Traffic/Executive VP
F. Joseph Clark, Jr., Programming
Dani Clark, Treasurer

SERVICES:

Manna Music Productions syndicates the "SH Boom Radio Show." It is a nostalgia-oldies but goodies weekly feature. Three hour countdown spotlights a specific year and fills three hours with the Top 40, the news, and even the trivia of that year in a magazine format. Also provides formats for oldies but goodies stations. Main library consists of 2500 cuts of the great golden oldies. Literature available to our readers.

PRICING STRUCTURE:

Formats begin and are structured as most of the major syndicators depending on population. SH Boom Radio Show has a bottom price of \$200 per week in the top 50 markets. These rates are based on the stations spot rates.

McGLOTHLIN CONSULTING SERVICES

3850 Twenty Third Street
San Francisco, CA 94114
(415) 824-2550 Collect

McHUGH AND HOFFMAN, INC.

3970 Chain Bridge Road
Fairfax, VA 22030
(703) 691-0700

DICK McKEE & ASSOCIATES

5308 Knight Road NE
Albuquerque, NM 87109
(505) 881-5333

KENNETH R. MEADES

P.O. Box 3831
Beverly Hills, CA 90212
(213) 771-0636

EXECUTIVE:

Kenneth R. Meades, Owner/Manager

SERVICES:

Audio-Visual consulting. Literature is available to our readers.

MEDIA ASSOCIATES

8220 Elmbrook Drive
Dallas, TX 75247
(214) 630-5097

MEDIA CONSULTANTS

P.O. Box 3450

Logan, UT 84321
(801) 752-2895

EXECUTIVE:

Jeff Weber, Pres

SERVICES:

Provide program consultation music orientation for stations. Market exclusivity.

MEDIA DEVELOPMENT DIVISION, MRS DEVELOPMENT, INC.

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

METROPLEX COMMUNICATIONS

1717 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

MIDWEST COMMUNICATIONS

Box 278
Beaverton, MI 48612
(517) 435-7797

MITCHELL COMMUNICATIONS SERVICES

168 Gracey Rd.
Canton, CT 06019
(203) 693-0388

EXECUTIVE:

Jay Mitchell, Pres

SERVICES:

Full service revenue-oriented. Consultation in programming, promotion, research, operation and technical. Full range and formats specializing in adult contemporary.

PRICING STRUCTURE:

By Market

DAVID MOORHEAD

5746 Sunset Blvd
Los Angeles, CA 90028
(213) 851-5964

THE MORGAN COMPANY

Box 39080
Denver, CO 80239
(303) 371-1549



ROBERT R. NATHAN ASSOC., INC.

1200 18th Street
Washington, DC 20036
(202) 833-2200

DON H. NELSON & ASSOC., INC.

3634 Seventh Avenue
San Diego, CA 92102
(714) 295-2435

NEW WORLD COMMUNICATIONS, COMPANY, INC.

11489 Almazon Street

San Diego, CA 92129
(714) 566-7896 (collect)

EXECUTIVES

Jerry Clifton, President
Spanky Lane, Marketing

SERVICES

Program consulting custom tailored to each unique situation. Including research, promotion, music talent and management consultation. New Worlds quality approach is designed for stations who demand the highest possible ratings. Literature available to our readers.

PRICING STRUCTURE

Based on market size

NOBLE BROADCAST CONSULTANTS

#1 1250 Sixth Avenue, Suite 402
San Diego, CA 92101
(714) 291-8510
211 Bridge Street
Charlevoix, MI 49720
(616) 547-4791

EXECUTIVES

John T. Lynch, Executive VP
Bur Franks, VP/GM
Tim Moore, VP
Rich Wood, VP/Program Manager
Frank Felix, VP/Contemporary Programming

SERVICES

Programming and marketing consultants working with radio stations on a weekly-monthly-annual basis. Literature available to our readers.

PRICING STRUCTURE

All consulting fees are based on radio station market size

GEORGE NORMAN BROADCASTING

2501 Olympus Drive
Salt Lake City, UT 84117
(801) 277-3905



OPUS PRODUCTIONS, INC.

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

EXECUTIVES

Carole Starr, Pres.
Dick Starr, VP



DICK PALMQUIST

c/o KDNO
819 11th Ave
Delano, CA 93215
(805) 725-2599

SERVICES

Establishment and maintenance of sacred music automation package, equipment and tapes

PRICING STRUCTURE

Modest retainer fee plus low monthly maintenance cost

PALM TREE, INC.

1116 Benng Drive

Houston, TX 77057
(713) 977-6545

EXECUTIVE

Michael Jones, Pres

SERVICES

Broadcast Consultant and programming development. Specializing in adult contemporary and urban contemporary

MIKE PHILLIPS AND ASSOC. PROGRAMMING STRATEGISTS

665 St. George Road
San Ramon, CA 94583
(415) 838-7988

EXECUTIVES

Mike Phillips, Pres
Bob Anthony, Associate
Annette Lai, Office Mgr

SERVICES

Full service radio consultancy specializing in AC and CHR. Programming, positioning, research and marketing are combined in a balanced, cohesive approach to assist management in strategic planning and execution. Full Service and Custom Work – MPA's Full Service Plan is a comprehensive system that includes market analysis, research, programming, sales, promotion, positioning and marketing. Custom Packages are components extracted from the Full Service Plan to uniquely suit the needs of some stations. Both Full and Custom Plans provide for regular written reports to station management. On Target Analysis – Rather than sign a long term agreement, management is often looking for an overview or outside perspective, in order to determine whether the station is on target. The MPA three day visit will assess the programming of the client station and its major competitors. Talent Pool – MPA has on file an extensive library of true professionals. Successes – WYNY, New York, WKQX, Chicago, KYUU, San Francisco, KGW, Portland. Literature is available to our readers.

PRICING STRUCTURE

Available upon request

JEFF POLLACK COMMUNICATIONS, INCORPORATED

984 Monument St., Suite 204
Pacific Palisades, CA 90272
(213) 459-2783 Collect

EXECUTIVES

Jeff Pollack, President
Allen Peterson, VP, Programming/Research
Marilyn Tallman, Music Director/Ops. Coord.

SERVICES

A full service consultancy, specializing in contemporary rock and album rock. Services include format development, marketing, promotional positioning, music programming and state-of-the-art research systems. Literature available to our readers.

PRICING STRUCTURE

Variable by market, available upon request

PRIKRYL MEDIA INVESTMENTS

8340 East Princeton Avenue
Denver, CO 80237
(303) 771-7675

EXECUTIVE

R. W. Prikryl, President

SERVICES

Brokerage and appraisals of broadcast properties plus management, sales, and

programming consultation

PRICING STRUCTURE

Available upon request.

PROFESSIONAL PROGRAMMING, INCORPORATED

7011 North Janmar Drive
Dallas, TX 75230
(214) 691-8846 (Collect)

PROGRAM MANAGEMENT SYSTEMS

Box 5973
Washington, DC 20014
(301) 593-3283



WARD L. QUAAL CO.

5725 East River Road
Chicago, IL 60631
(312) 693-5720



RADIOACTIVITY, INC.

711 63rd Avenue Drive West
Bradenton, FL 33507
(813) 753-3533 (Collect)

EXECUTIVES

Dain Schult, President
Connie Schult, Operations Manager
Kevin O'Connell, Atlanta Operations
Joel Swabb, PhD, Stress Control

SERVICES

Programming including formats, music selection, jingles, and promotions. New service – stress control seminars designed for radio station staffs to improve performance and increase communication. Literature is available to our readers.

PRICING STRUCTURE

Based on particular needs of client and market size

RADIO DESIGN GROUP

343 McDonald St., Suite 13
Mount Dora, FL 32757
(904) 383-7400

EXECUTIVE

Richard A. Painter, Owner

SERVICES

Personalized operations, programming, promotions, research and sales aids for all demographics. Specializing in small and medium markets.

PRICING STRUCTURE

Per diem, based on project design/duration. Special small and medium market rates available on request.

RADIO MARKETING CONCEPTS, INCORPORATED

Route 4, Box 43
Warrenton, VA 22186
(703) 347-3555

EXECUTIVE

Norm Goldsmith, Pres

SERVICES:

Customized sales and marketing consultation in all areas of goal setting, planning, accountability, compensation plans, sales ideas and seminars.

PRICING STRUCTURE:

Individual station sales analysis for current or potential ownership.

RPM - RADIO PROGRAMMING/ MANAGEMENT, INC.

25140 Lahser Road, Suite 232
Southfield, MI 48034-9942
1-(800)-521-2537
(313) 358-1040

EXECUTIVES:

Thomas M. Kinkon, President
Richard Graf, General Manager

SERVICES:

Complete consultation in all areas of Commercial Broadcasting. Staff is versed in engineering (audio) and all phases of sales and promotion. Literature available to our readers.

PRICING STRUCTURE:

Fees for consultation only where no programming services are included are based on the actual time required and expenses. A custom quote will be provided on request

RAYMER ASSOCIATES, INC.

203 Columbus Avenue
San Francisco, CA 94133
(415) 397-7491

STAN RAYMOND & ASSOC., INC.

1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309
(404) 351-0555
1111 19th St., NW
Suite 310
Washington, DC 20036
(202) 466-2880

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

PHILIP H. ROBERTS ADVERTISING ASSOCIATES, INC.

420 Lexington Avenue Suite 2803
New York, NY 10170
(212) 953-0446

EXECUTIVE:

Philip H. Roberts, President

WILLIAM A. ROBERTS, BROADCAST CONSULTANT

1110 N. Oak Cliff Blvd
Dallas, TX 75208

THE ROYAL GROUP

307 W. 200 South #5001
Salt Lake City, UT 84101
(801) 322-1222

EXECUTIVE:

Jackson Dell Weaver, Pres

SERVICES:

Sales oriented consulting, establishing market position and sales methodology

PRICING STRUCTURE:

\$500-\$30,000 dependent upon goals, market and facility

JOHN ROOK & ASSOCIATES

19031 Manilla Street
Northridge, CA 91324
(213) 885-7404



SANTEE-COOPER

Box 537
Eutawville, CA 29048
(803) 492-7613

SATELLITE MUSIC NETWORK

11325 Pegasus Suite E-241
Dallas, TX 75238
(800) 527-9205
(214) 343-9205 (Texas)

EXECUTIVES:

Jim Rupp, VP/COO
Roy Bliss, VP/Associate
Kent Burkhardt, VP/Associate
John Tyler, VP/Associate
Ivan Braiker, Pres /Associate
David Hubschman, VP/Admin., Planning & Finance

Ken Fournier, VP/Marketing
Larry Shipp, VP/Affiliate Sales
Tom Keenze, VP/Eng.
George Williams, VP/Programming
Kris Sites, Studio Oprs. Manager
Robert Hall, Opr. Dir. /Star Station
Larry Watts, Opr. Dir. /Country-Coast-to-Coast
Bob Longbons, Opr. Dir. /Stardust - MOR
Dave Christiansen, Network News Director

SERVICES:

STAR STATION NETWORK Live, 24 hour, full service, Pop Adult radio network Star Station plays the hits of today plus oldies and recurrences that appeal to active, affluent adults 25-49 Service includes professionally prepared five minute newscasts on the hour (5 am - 10 pm Central), a top 30 Countdown show, and other specials and features Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising and television commercials at a minimal charge

COUNTRY COAST TO COAST NETWORK Live 24-hour stereo, full service, Modern Country radio network Country Coast to Coast plays upbeat, contemporary country sounds aimed at American's fastest growing demographic: Adult 25-49 Service includes professionally prepared five minute newscasts on the hour (5 am - 10 pm Central), a Top 30 Countdown show, and other specials and features Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, and television commercials at a minimal charge

STARDUST NETWORK Live, 24 hour stereo, full service, traditional middle-of-the-road radio network Stardust plays original hits from the great bands of the 40's, pop sounds of the 50's, the most popular hits of the 60's and selected songs of the 70's Targetted for the affluent 35+ audience Service in-

cludes professionally prepared newscasts on the hour, (5 am to 10 pm Central) And periodic weekend specials and features created especially for MOR audiences. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, Stardust Club, and television commercials at a minimal charge.

WILLIAM B. SCHUTZ, JR.

515 Madison Avenue
New York, NY 10022
(212) 688-2380

SEBASTIAN, CASEY & ASSOC., INC.

5213 N 24th St., Suite 206
Phoenix, AZ 85016
(602) 957-2452

EXECUTIVES:

John Sebastian, Pres
Steve Casay, VP
David Ganano, Director of Client Relations
Jima Peterson, Music Coordinator

SERVICES:

Full service radio consultation firm. Encompasses all facets of radio including promotions, engineering, music programming, etc. Deal with all market sizes. Currently specializing in our successful mass appeal rock and roll format Literature available to our readers

PRICING STRUCTURE:

Available upon request

SHANE MEDIA SERVICES

7703 Windswept Lane
Houston, TX 77063
(713) 461-9958

EXECUTIVES:

Ed Shane, Consultant
Pamela Shane, Consultant

SERVICES:

Market Positioning Analysis, including study of station vulnerability Radio Video, instructional material on videocassette; programming consultation for rock, news/talk, and AOR formats Seminars for management professionals Literature available to our readers.

PRICING STRUCTURE:

Vanes by market \$1000 per month minimum, annual contract. Client per diem quoted on request Travel and lodging expenses additional

SHELTON LEIGH PALMER & CO.

360 E. 57th St.
New York, NY
212-980-3445

7011 Lennox Ave., Suite 222
Van Nuys, CA 91405
(213) 786-6434

SHERWOOD, HENNES & ASSOC.

3125 Maple Leaf Drive
Glenview, IL 60025
(312) 439-1230

EXECUTIVES:

Burt Sherwood, Pres.
Bill Hennes, VP

SERVICES:

Radio programming - all formats, promotion and sales/marketing.

PRICING STRUCTURE

Rates available upon request.

BILL SIMS PARTNERS

Route 2, Box 51
Pecos, NM 87552
(505) 757-6573

EXECUTIVE

Bill Sims, President

SERVICES:

General Consultation to small market radio

PRICING STRUCTURE

\$600 a day plus expenses

CLARK F. SMIDT, INC.

85 Westbourne Terrace
Brookline, MA 02146
(617) 232-1322

EXECUTIVE

Clark F. Smidt

SERVICES:

All areas of programming, promotion, advertising, marketing, style and presence. First to use "Softrock" handle and concept. Personalized service work that fits the station and market. One-to-one approach with staff and management.

SOUTHWESTERN MEDIA ASSOC.

Box 6130
Lubbock, TX 79413
(806) 797-1221

DICK STARR BROADCAST SERVICES

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

JOE SULLIVAN AND ASSOC. INC.

1270 Ave. of the Americas - Suite 2810
New York, NY 10020
(212) 765-3330

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
(817) 649-8577

SURREY COMMUNICATIONS RESEARCH, INC.

66 South Van Gordon
Suite 270
Denver, CO 80228

EXECUTIVES:

Al Brady Law, President
Doug Jones, Executive VP/Research
Kent Nichols, Executive VP/Marketing

SERVICES:

Full service program consulting and a complete line of research services including focus groups, telephone studies, and MAX - The mass music acceptance exam. Services are offered on a market exclusive basis. Literature is available to our readers.

PRICING STRUCTURE:

Pricing is tailored to the individual needs and size of the market.

T

TAIT APPRAISAL COMPANY

3663 W. 6th Street
Los Angeles, CA 90020
(213) 385-1663 Collect

TAPE NETWORKS, INC.

819 Eleventh Avenue
Delano, CA 93215
(805) 725-2599

BILL TAYLOR COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

TAYLOR COMMUNICATIONS/ PETER V. TAYLOR

2614 Jackson Street
San Francisco, CA 94115
(415) 563-1045

EXECUTIVES:

Peter V. Taylor, President
J. Kristine Kirkebo, Research Director

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 (Collect)

EXECUTIVE

Pat Shaughnessy, Pres. /TM Companies

SERVICES:

Full service programming and sales consulting. Consults beautiful music, rock, black, soft rock/adult contemporary, country and middle-of-the-road.

PRICING STRUCTURE:

Available upon request

EDWIN TORNBERG

P.O. Box 4230
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, President

JACK TROUT

1212 Avenue of the Americas
New York, NY 10036
(212) 869-8888

U

JOHN R. ULMER, C.P.A.

1835 Savoy Drive, Suite 102
Atlanta, GA 30341
(404) 455-4366

V

J.P. VANDERBILT & CO.

1782 Pacific Ave.
San Francisco, CA 94109
(415) 474-4049

EXECUTIVES:

Edgar S. Spizel, Pres.
Jan Zinman, VP

SERVICES:

Total marketing concepts to communicate and motivate audiences, development of new markets, teaching your sales people how to sell your station. Internal and external public relations. How to make one dollar do the work of five. Targeting and narrowcasting.

W

WALKER MEDIA & MANAGEMENT, INCORPORATED

1730 Rhode Island Avenue, NW, Suite 417
Washington, DC 20036

TODD WALLACE/ASSOCIATES

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082
(602) 242-4050

EXECUTIVES:

Todd Wallace, President
Chuck Morgan, VP/Dir. of US Consultation
Bill Clemens, Director, Int'l Consultation
Tracy Massey, Research Director

SERVICES:

Full service "programming with a purpose". Holistic approach to music (research and interpretation), Presentation (format dynamics), promotional planning, positioning strategy, news programming, sales liaison. Speciality: immediate impact programming (rating increases within 6 months). Todd Wallace "Money Back Guarantee" guarantees your ratings must achieve a set goal or pro-rata portions of fees is refunded. Literature available to readers. Research division is "Index Research" (see listing under Research Directory).

PRICING STRUCTURE

Rate Card structured to market size and work involved.

PAUL WARD FARWEST COMMUNICATIONS

1680 Vine Street, #900
Los Angeles, CA 90028
(213) 466-5201 (Collect)

EXECUTIVES:

Paul Ward, President
Otis Merry, General Sales Manager

SERVICES:

Consults the GOLD PLUS programming concept, an oldies-oriented hit music format, targeting toward contemporary adult listeners 25-44. Clients include WGNG/Providence, WFBC-AM/Greenville, WKRZ/Wilkes Barre. Literature is available to our readers.

CHARLES WARNER

604 S. Dixon Street

Carbondale, IL 62901
(618) 529-1691

THE WARREN/VAN PELT ASSOC.

3345 N. Main St
Racine, WI 53402
(414) 681-1866

WATERS & CO.

Security Mutual Bldg., Suite 322
Binghamton, NY 13901
(607) 722-8450

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

NEIL T. WEINRAUB

333 N. Michigan - 932
Chicago, IL 60601
(312) 372-6582

SERVICES:

Broadcast research with emphasis on marketing plans. New format ideas including video radio. Literature available to our readers.

PRICING STRUCTURE:

On a per project basis

J. N. WELLS & COMPANY

210 W. 22nd Street, Suite 125
Oak Brook, IL 60521
(312) 325-0901

EXECUTIVES:

Joseph N. Wells, President
Charles C. Wells, Executive VP
Jonathon "Scott" Wells, VP

SERVICES:

Consulting and brokerage in radio, TV, CATV, publishing, banks and savings loan associations

RON WHITE

P O Box 4189
Little Rock, AR 72214
(501) 661-7522

WYCOM CORPORATION

Box 2407
Santa Fe, NM 87501



YANCY CORPORATION

1010 E. 86th St., Bldg. 1070, Suite 72
Indianapolis, IN 46240
(317) 844-5009

EXECUTIVES:

Robert Chrsty, VP
Jacqueline Doherty, National Coordinator

SERVICES:

Custom consultation, specializing in all adult formats. Research music systems, head-hunting, and promotional services available

PRICING STRUCTURE:

Available upon request.

YOUNG ADULT MARKETING, INC.

P O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760



More than 80 stations nationwide —half in the Top 50 markets! WHY?

The Ultimate In Flexibility

Affiliates take what fits their needs, as much
or as little as they want.

Programming—"Never A Moment Of Dead Air"

Focused 25–34—24 hours a day—twice monthly
nationwide Target Music Marketing, also delivered
in hard copy—commercial integrity.

Exclusive Qualitative Research

The on-going Landmark National Study of
25–34 Heavy Radio Users.

Local Sales Support

Numerous services including Sales Packaging—
Planning—Promotions—Merchandising—
Local field contact with National clients.

Superior Technology

Custom built studios with latest micro circuit
technology—our own fully redundant Uplink—
S.C.P.C. Transmission—powerful Westar III.

The TRANSTAR Radio Network is designed as a flexible partnership with one goal
in mind, improving a radio station's bottom line—we call it Excessive Revenues.



545 MIDDLEFIELD ROAD, SUITE 170, MENLO PARK, CALIFORNIA 94025
FOR FURTHER DETAILS CALL DWIGHT CASE OR RON RUTH AT (415) 321-0953.

A

ABC RADIO NETWORK

1345 Avenue of the Americas
New York, NY 10019
(212) 887-7777

EXECUTIVES:

Edward P. McLaughlin, Pres.
Robert M. Chambers, VP/GM
Louis A. Severine, VP Sales
Michael A. Winter, Dir. Creative Services

SERVICES:

Total network service: news, sports, special features, special programming. Six networks in operation.

ABC RADIO ENTERPRISES

1700 Broadway
New York, NY 10019
(212) 708-8000

EXECUTIVES:

Michael Hauptman, VP in Charge
Rick Sklar, VP/Programming
Pat Pantolini, Dir. of Creative Services

DESCRIPTION OF NETWORK'S PROGRAMMING:

TALKRADIO—Satellite distributed talk programming live

ASSOCIATED PRESS RADIO NETWORK

1825 K Street, N.W.
Washington, DC 20006
(800) 424-8804 Toll Free

EXECUTIVES:

James Hood, Deputy Director, Broadcast Dept.
Edward J. DeFontaine, Mgr. Editor
William McCloskey, Asst. Mgr. Editor
George Mayo, Chief Engineer
Jerome Smith, Affiliate Relations Dir.

BROADCAST FACILITIES:

Westar III

SERVICES:

News casts on the hour—five minutes in length, eight business shows every weekday, seven farm shows every weekday, 13 sports casts every weekday, 23 on Saturdays and Sundays; news feeds every hour on the half hour, public affairs programs in magazine format and a daily life-style feature package plus specially staffed coverage of major sporting events

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenafly, NJ 07670
(800) 631-1600

EXECUTIVES:

Marlin R. Taylor, President
John E. Patton, VP/GM
Jeffrey Mathieu, Director/Special Projects
George E. Davies, Director, Sales and Marketing
Dave Verdery, Client Services Manager

BROADCAST FACILITIES:

Satcom III R

DESCRIPTION OF PROGRAMMING:

A premium quality producer and supplier of Easy Listening programming, via satellite, to radio stations in primary and secondary markets. To fund this service and enhance the future profitability of client-stations, Bonneville has formed a cooperative association to sell network advertising for satellite subscribers.

C

CHRISTIAN BROADCASTING NETWORK, INC.

International Communications Center
Virginia Beach, VA 23463
1-(800)-424-7777 Toll Free

EXECUTIVES:

Pat Robertson, Pres.
Bob Slosser, VP
Tom Rogeberg, Dir. Satellite Network
Clay Boudreaux, Mgr., Mktg.
Mel Parker, Commercial Coord.
Jack Norman, Promotions

SERVICES:

"700 Club" radio broadcast on tape, available one to five times per week

D

DRAKE-CHENAULT ENTERPRISES, INC.

8399 Topanga Canyon Boulevard
P.O. Box 1629
Canoga Park, CA 91304
(213) 883-7400

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP
B.J. Anderson, Dir. of Mktg.
Bob Ardrey, VP Sales

SERVICES:

Modern Country—AM stations in Harnsburg, Billings, Waco, Honolulu and more have increased their market share with this clean, uncluttered approach to country music. And FM stations in markets like Winston-Salem, Louisville and Topeka have become #1 total persons 12+.

Adult Contemporary—For nearly 15 years Drake-Chenault's adult contemporary format, Contempo-300, has been helping stations achieve a unique market position. Designed for a core audience of 25-34, Contempo-300 can capture the marketplace. *Rock*—The hits. Totally flexible, Drake-Chenault's XT-40 format can be dayparted to meet individual market needs. Using our exclusive in-house computer to project music trends, we can guarantee your station will always have the industry's most competitive playlist. XT-40 is designed to reach the 18-34 demographic.

MOR—For AM radio, Drake-Chenault's Contemporary MOR targets to the 30 plus audience. Contemporary MOR is designed to complement a community-oriented station. The Drake-Chenault program team works with you to design the entire broadcast day. *Black*—Hip, on target for the 12-34 black audience is Drake-Chenault's SuperSoul. This totally hit-oriented format adds control and discipline to black radio. Plus, there's exclusive dayparting options to insure total flexibility in your market.

SPECIAL FEATURE PROGRAMMING

The History of Rock N Roll, Elvis: A 3 hour special, The Golden Years of Country, The Golden Years, The #1 Radio Show, The Top 100 of the Seventies, Christmas at Our House, Country Christmas, Top 30, The History of Country Music

G

GLOBAL SATELLITE NETWORK

19456 Ventura Boulevard

Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

Howard Gillman, Exec. Prod.
Dennis Lavinthal, Exec. Prod.
Eddie Kritzer, Prod./Pres.
Cindy Tollin, Assoc. Prod./GM

BROADCAST FACILITIES:

Westar I

SERVICES:

Weekly live-by-satellite radio show called "Rockline" featuring music and interviews with today's hottest rock stars and a toll-free number for listeners to call in from around the world and talk to the stars live on the air. Additional programs as well as live concerts are currently being planned for the future.

M

MUTUAL BROADCASTING SYSTEM

1755 S. Jefferson Davis Highway
Arlington, VA 22202
(703) 685-2000

EXECUTIVES:

Martin Rubenstein, Pres./CEO
Jack Clements, Sr. VP, Mutual Radio Network
Tom O'Brien, VP, News & Special Programs
Gene Swanzy, VP, Broadcast Services

BROADCAST FACILITIES:

Westar IV

SERVICES:

Newscasts, sportscasts, sports play-by-play, music feature programs and specials, lifestyle and other feature programs, all-night Larry King live call-in talk show.

N

NBC RADIO NETWORK

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

EXECUTIVES:

Robert Walsh, Pres., NBC Television
Sta./Radio
Michael Eskridge, Exec. VP, NBC Television
Sta./Radio
Robert Mounty, Exec. VP, NBC Radio
Richard K. Penn, VP/GM
Kevin Cox, VP/Sales and Marketing Radio Networks
Charles Strehan, VP/Marketing Development

Meredith K. Woodyard, VP/Affiliate Relations
Jo Monng, VP/NBC Radio News
Morrie Trumble, Director, Programs
Nicholas P. Schiavone, VP, Research, Radio
Richard Green, Dir., Research, Radio
Joan Voukides, Director of Advertising & Promotion

Peter M. Hamilton, Press Representative

AFFILIATE RELATIONS:

Steve White, Dir., Affiliate Services
Gerald Green, Regional Director
Robert Wogan, Regional Director
Craig Simon, Regional Director

NEWS:

Alan Walden, Director, Radio News
James T. Farley, Director, Regional News Operations

OPERATIONS AND ENGINEERING:

H. Delaney (Buddy) Young, Director, O & E
Ray Weiss, Manager, Technical Operations

// Let's talk simple logic about live, 24-hour satellite radio programming. And why it could pay you to listen.

First, operating a satellite-fed station simply costs less to run than a station where you pay the overhead. At Satellite Music Network, we figure you could save from about \$67,000 to \$300,000 a year, depending on your market.

Second, with high quality, professionally consulted programming, you could very well gain new listeners, and boost ratings, sales and profits.

Sounds simple enough, doesn't it. But is it true? At Satellite Music Network, we have more than 150 affiliates who have the evidence ... on their bottom line.

"Since joining Satellite Music Network's Star-Station line-up on October 29, 1981, our sales have skyrocketed! November '81 — up 15%, December — up 23%, January '82 — up 92%, February — up 67%, March — up 72%, April — up 80%, and May — up 66% with two weeks left! All compared to the same month a year ago." — **KTXY-FM, Jefferson City, MO**

"Two agencies who had not used the station in years placed orders on our station after listening to us. It will take time and an improvement in local economic conditions to realize a complete turnaround, but in the meantime, we will have reduced our costs." — **WRCI, Midland, Michigan**

"WANC is a brand new station, having signed on with Satellite Music Network in January of 1982. You may be interested to know that we

expect to break even in this, our fourth full month of operation!" — **WANC, Aberdeen, N.C.**

"Although my sales department insists that all the credit is theirs, we had a 13% increase in March, a 12% in April and a projected 12% in May.

"To say how well your programming is being accepted is best illustrated by a recent phone call from a listener. (The local paper took its shot in February with the headline 'MOH goes to Chicago for its music') A lady called in mid April to ask 'When are you people going on that satellite?' Nuf said." — **WMOH, Hamilton, Ohio**

"Since our affiliation began, we have experienced about a 20% increase in sales. We're very pleased with our progress thus far and feel the big victories are yet to come. Especially when the new ratings come out in July." — **WPCX-FM, Auburn, New York**

"We are very pleased, our sales are up and we feel that Satellite Music Network has given us a better product to sell." — **WHRT, Hartselle, Ala.**

As more stations consider the advantages of satellite affiliation, more are turning to Satellite Music Network. As a pioneer of space station broadcasting, we offer more formats, more experience and more ways to profit from radio ... today.

Give us a call at 1-800-527-4892 (in Texas, 214/343-9205). We'd like to show you how we can put more money on your bottom line. And that's not just small talk. //

Money Talks.

Your Future's Looking Up.

Satellite
Music
Network

Lauren Grant, Mgr., Program Operation

PROGRAMMING:
Guy Ludwig, Producer, Special Projects
Maurice Tunick, Producer, Talknet
Dave Gibson, Producer, Country Sessions

DESCRIPTION OF NETWORK'S PROGRAMMING:
Short Form: NBC Hourly news and news/feature related programming geared to 25-54 year-old audiences, tending to complement stations with AC, C formats.
Long Form: Talknet telephone talk blocks.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:
Here's Morgan Again with Henry Morgan and Hear and Now with Roger Mudd (both are short form features).

OWNED AND OPERATED RADIO STATIONS:
WMAQ, Chicago
WKQX, Chicago
WRC, Washington
WKYS, Washington
KNBR, San Francisco
KYUU, San Francisco
WNBC, New York
WYNY, New York

"THE SOURCE" (NBC RADIO NETWORK)

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

EXECUTIVES:
Robert Walsh, Pres., NBC Television Stations/Radio
Michael Eskridge, Executive VP, NBC Television Stations/Radio
Robert Mounty, Executive VP, NBC Radio
Eilyn Ambrose, VP/GM
Jo Moring, VP/Radio News
Shelley Lewis, Director, News, The Source
Nicholas Schiavone, VP, Radio Research
George Taylor Morns, Director, Program Administration
Kevin Cox, VP, Sales and Marketing Radio Nets
Frank Cody, Director of Affiliate Relations/Program Dev.
Dan Formento, Program Manager
Joan Voukides, Director, Advertising/Promotion
James Farley, Jr., Director of News Operations
Richard Green, Dir. Radio Research, Radio Net.
Dan Forth, Regional Director Affil. Relations
Andy Denemark, Regional Director, Affil. Relations
Kirk Stirling, Regional Director, Affil. Relations
Peter M. Hamilton, Press Representative

DESCRIPTION OF NETWORK'S PROGRAMMING:
Long and short form news and feature programming geared toward an 18-34 year old demographic, programming used to supplement stations with album rock or young adult formats. Two minute newscasts and 15 past hour, also 45 past hour during AM/PM drive. Features: "One Minute with..." "Coping with..." "The Rock Report", "Today in Rock History" Long form "The Source Report" Peabody and Armstrong Award winning weekly 1/2 hour public affairs program. Also weekly series of artist profiles or recorded in concert presentations

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:
"Coming Attractions" (summer long series of one hour programs centering on films of interest to 18-34 demo). Format interviews with stars and production people of films set against album rock music "Sourcebreaks"

capsulized one minute news bursts fed weekdays at 45 past hour, 4:45 pm-7:45 pm. First 30 seconds: headline type format, second 30 seconds more feature type material.

OWNED AND OPERATED RADIO STATIONS:
WNBC/WYNY, New York
WMAQ/WKQX, Chicago
WRC/WKYS, Washington
KNBR/KYUU, San Francisco

NATIONAL CHRISTIAN NETWORK

1150 West King Street
Cocoa, FL 32922
(305) 632-1000 Collect

EXECUTIVES:
Raymond Kassiss, Pres./GM
J Dale Wright, Oper. Mgr./Program Dir.
Arnold J. Fox, Compt./Business Mgr.

BROADCAST FACILITIES:
Comstar D-2

SERVICES:
Fourteen hours a day, seven days a week of religious programming. 11,000 square foot studio \$210.00 per hour production studio time rate Air time rates \$600.00 per hour—\$350.00 per half hour

NATIONAL PUBLIC RADIO

2025 M Street, N W
Washington, DC 20036
(202) 822-2000

EXECUTIVES:
Frank Mankiewicz, Pres.
Thomas C. Warnock, Exec. VP
Samuel C O Holt, Sr., VP Programming
Bill B Oxley, Sr. VP, Distribution
Clyde Robinson, Sr. VP, Representation
Walden Roseman, Sr. VP, Nat'l Affairs
Joe Gwathmey, Dir., Programming
John Bos, Dir., Performance Programming
Richard Cassidy, Dir., Eng./Ops
Linda Devillier, Dir., Public Info

BROADCAST FACILITIES:
Westar I, transponder 2

SERVICES:
NPR is a fulltime, full service system. Transmits from 17 uplinks with over 230 interconnected downlinks. NPR satellite system is available to radio producers, syndicators, etc., of commercial, public and independent radio



PUBLIC SERVICE SATELLITE CONSORTIUM

1660 L Street, N.W., Suite 907
Washington, DC 20036
(202) 331-1154

EXECUTIVES:
Dr. Elizabeth L. Young, Pres.
Robert A. Mott, Exec. VP
Dr. Louis A. Bransford, VP, Planning & Dev.
Dail Ogden, VP, Operations & Engineering

BROADCAST FACILITIES:
All available

SERVICES:
Video-teleconferencing—full range of services, including booking of transponder time, origination and receive-site location coordination, acquisition of production services and transmittal. Teleconferencing studio, satellite access facilities and Transportable Earth Station located in Denver, CO area. Also performs consulting studies—market and technical feasibility assessments, signal distribu-

tion, technical planning related to advanced telecommunications and satellite communications. These services are offered to non-profit organizations.



RKO RADIO NETWORKS

1440 Broadway
New York, NY 10018
(212) 575-6100

EXECUTIVES:
Thomas F. Burchill, Pres.
Kenneth R. Harris, VP/Dir. of Affiliate Services
Dan Griffin, VP/Dir. of Programming
Dave Cook, VP/Dir. of News
Pamela J. Hamilton, Dir. of Creative Services
Joe Maguire, VP/Dir. of Eng.
Kevin Lyons, VP/Dir. of Sales

BROADCAST FACILITIES:
Westar III

SERVICES:
RKO Radio network consists of *RKO I*—programs for young adults in 25-34 demographics. Provides news, sports, entertainment specials.
RKO II—designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, sports, entertainment specials.
RKO RADIO SHOWS—provides longform demographic programs and format blocks for all radio stations including The Hot Ones, Weekly Music Magazine, Musicstar Specials, Solid Gold Saturday Night, Captured Live, Night Time America, and America Overnight.



SATELLITE MUSIC NETWORK

11325 Pegasus, Suite E-241
Dallas, TX 75238
(800) 527-9205
(214) 343-9205 (Texas)

EXECUTIVES:
Jim Rupp, VP/COO
Roy Bliss, VP/Associate
Kent Burkhart, VP/Associate
John Tyler, VP/Associate
Ivan Braiker, President/Associate
David Hubschman, VP/Administration, Planning & Finance
Ken Fournier, VP/Marketing
Larry Shipp, VP/Affiliate Sales
Tom Keenze, VP/Eng.
George Williams, VP/Programming
Kns Sites, Studio Opr. Manager
Robert Hall, Opr. Director/Star Station
Larry Watts, Opr. Dir./Country-Coast to Coast
Bob Longbons, Opr. Director/Stardust-MOR
Dave Christiansen, Network News Director

BROADCAST FACILITIES:
Satcom III R

SERVICES:
Star Station Network—Live, 24 hour stereo, full service, Pop Adult radio network. Star Station plays the hits of today plus oldies and recurrents that appeal to active, affluent adults 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am-10 pm Central), a Top 30 countdown show, and other specials and features. Cost-free professionally prepared local station

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COMPANY OUGHT TO HAVE
A NEW YORK RADIO STATION...
SO WE BOUGHT ONE.**



WAPP(FM) IS NEW YORK'S "APPLE"

On May 3rd, Doubleday Broadcasting acquired WAPP(FM), serving the New York metropolitan area with maximum facilities atop the World Trade Center in Manhattan.

On June 14th we began offering the listeners in the nation's largest and toughest market that same winning programming that has made Doubleday Broadcasting the most successful

radio group in the country.

Half of our FM facilities are now located within the ten largest markets. No other major radio group has as many of its stations as highly rated at any one time.

And now, we're in the #1 market. Stand by, as our "APPLE" rocks The Big Apple.

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New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver



DOUBLEDAY BROADCASTING CO.

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

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

promotional kits for newspaper and outdoor advertising and television commercials at a minimal charge.

Country Coast-To-Coast Network—Live 24 hour stereo, full service, modern country radio network. Country coast-to-coast plays upbeat, contemporary country sounds aimed at America's fastest growing demographic, adults 25-49. Service includes professionally prepared five minute newscasts on the hour (5 am-10 pm Central), a Top 30 countdown show, and other special features. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, and television commercials at a minimal charge.

Stardust Network—Live, 24 hour stereo, full service, traditional middle of the road radio network. Stardust plays original hits from the great bands of the 40's, pop sounds of the 50's, the most popular hits of the 60's and selected songs of the 70's. Targeted for the affluent 35+ audience. Service includes professionally prepared newscasts on the hour, (5 am-10 pm Central). And periodic weekend specials and features created especially for MOR audiences. Cost-free professionally prepared local station promotional kits for newspaper and outdoor advertising, Stardust Club, and television commercials at minimal charge.

SATELLITE SYNDICATED SYSTEMS, INC.

8252 S Harvard
Tulsa, OK 74136
(918) 481-0881

EXECUTIVES:

Edward L. Taylor, Pres
Richard B. Smith, Exec. VP
John W. Conwell, Senior VP
Sel Kremer, VP, Sales

PROGRAMMING AVAILABLE

Westar IV

SERVICES BY SATELLITE, INC. (SatServ)

1660 L Street N W Suite 906
Washington, DC 20036
(202) 331-1960

EXECUTIVES:

Dr. Elizabeth Young, President
Dr. Louis Bransford, VP/Marketing and Research
Arthur Gilbert, Treasurer
Polly Rash, Director, Marketing and Communications

PROGRAMMING SERVICES AVAILABLE:

See information on the Public Service Satellite Consortium. SatServ is a for profit wholly owned subsidiary of PSSC and same services are offered. SatServ markets to business organizations.

SOUTHERN SATELLITE SYSTEMS, INC.

P.O. Box 45684
Tulsa, OK 74145
(918) 481-0881

EXECUTIVES:

Edward L. Taylor, Pres
R.B. Smith, Exec. VP
Selman M. Kremer, VP, Sales & Mktg
Shaun Johnson, Asst. VP, Specialized Systems

John Roberts, Dir. of Specialized Services
Reuben Gant, Specialized Services Coord

STARFLEET BLAIR

535 Boylston Street
Boston, MA 02116
(617) 262-0220

EXECUTIVE:

Sam Kopper, President

BROADCAST FACILITIES:

Westar III

SERVICES:

Shows offered by barter. Programming includes Album rock

T

TAFT BROADCASTING COMPANY

504 Reo Street
Tampa, FL 33609
(813) 876-0455

EXECUTIVES:

Carl J. Wagner, Exec. VP-Radio, Cable
Taft

James Pidcock, VP/GM-Pnnetime Radio

DESCRIPTION OF PROGRAMMING

Pnnetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. With 15 hours of fresh feature programming each week and tape carts and satellite, stations can be live local or live satellite as local needs change. Each station will have the benefit of pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. The cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

SERVICES:

Primetime Radio is the flexible nostalgia format. It is delivered first via individual tape cartridge in stereo. Expect to be satellite delivered before the end of 1982. 15 hours of feature programming each week and tape carts and satellite. Stations can be live local or live satellite as local needs change. Pre-programmed music to match satellite. It is formatted to run up to 18 minutes commercial per hour. Cost is \$1,000 per month plus one minute commercial time per hour (2 minutes during features).

TRANSTAR

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-0953

EXECUTIVES:

Dwight L. Case, Pres.
E. Karl Foulk, Sr. VP
Ron L. Ruth, Affiliates Dir

BROADCAST FACILITIES:

Westar I

SERVICES:

Live 24 hour music and personality program complete with news inserts targeted for the 25-34 year old adult contemporary audience. Full network services including proven programming, music research, sales training and tested promotional campaigns.

TUESDAY PRODUCTIONS, INC.

4429 Morena Boulevard

San Diego, CA 92117
(714) 272-7660

EXECUTIVE:

Bo Donovan, VP, Broadcast Div.

BROADCAST FACILITIES:

Satellite live, Westar I, transponder 2

TURNER PROGRAM SERVICES

1050 Techwood Drive, N.W.
Atlanta, GA 30018
(404) 898-8768

EXECUTIVES:

Henry Gillespie, Chmn. of Board, TPS
Robert Pates, VP, Radio
Charla Hewitt, Director of Opr., TPS
Ron Kirk, Opr. Manager, Radio

DESCRIPTION OF PROGRAMMING

Complete news coverage plus features.

U

UPI AUDIO NETWORK

220 E. 42nd Street
New York, NY 10017
(212) 850-8689

EXECUTIVE:

Ted Feurey, GM

W

WALL STREET JOURNAL

22 Cortlandt Street
New York, NY 10007
(212) 285-5381

EXECUTIVES:

Bob Rush, Dir., Broadcast Service
Gig Barton, Manager/Affiliate Relations

THE ROBERT WOLD COMPANY, INC.

10880 Wilshire Boulevard
Los Angeles, CA 90024
(213) 474-3500 Collect

EXECUTIVES:

Robert N. Wold, Founder/Chmn
Gary Worth, Pres., Wold Commun.
Wayne Baruch, Pres., Wold Commun.
Robert E. Wold, VP, Western Sales, Wold Commun.

SERVICES:

Point-to-point or point-to-multipoint radio program transmission and network interconnection via the World Satellite Network—a live, nationwide program distribution system providing monaural or high-fidelity stereo audio. Facilities include transportable satellite earth stations. Fixed satellite uplinks in New York, Los Angeles, and Washington, DC area, each interconnected via microwave to a technical operating center equipped with playback facilities. More than 40,000 hours of satellite transponder capacity annually on the RCA Satcom, Western Union Westar and AT&T Comstar systems.

B

BLACKBURN & COMPANY, INC.

1111 19th Street, N.W. Suite 1025
Washington, DC 20036
(202) 331-9270

EXECUTIVES

James W. Blackburn, Jr., Pres
Richard F. Blackburn, VP
Jack V. Harvey
Tony Rizzo
Joseph M. Strick
Charles H. Kurtz
Jay C. Bowles
Howard Stasen
Roy A. Rowan
Alan C. Tindal
Wendell W. Doss

BUSINESS BROKER ASSOCIATES

3306 Glenview Place
Chattanooga, TN 37408
(615) 756-7635

EXECUTIVE

C. Alfred Dick, Owner

C

CAROLINA MEDIA BROKERS

516 Fenton Place
Charlotte, NC 28207
(704) 376-1161

EXECUTIVE

Donald S. Capozzoli, General Mgr

CHAPMAN ASSOCIATES

1835 Savoy Drive
Atlanta, GA 30341
(404) 458-9226

EXECUTIVES

Paul H. Chapman, Pres
John D. Emery, GM
J. William Chapman, VP
Frances H. Chapman, Sec'y/Treas

DONALD K. CLARK, INC.

P.O. Box 1065
Merritt Island, FL 32952
(305) 459-0101

EXECUTIVE

Donald K. Clark, President

COMMUNICATIONS CAPITAL CORP.

960 Time Life Building
New York, NY 10020
(212) 245-2870

EXECUTIVES

Blair Walliser, Pres.
William Quivey, VP

R.C. CRISLER & CO., INC.

580 Walnut Street-Suite 801
Cincinnati, OH 45202
(513) 381-7775

EXECUTIVES

Richard Crisler, Pres
Clyde G. Haehnle, VP
Alex Howard, VP
Larry C. Wood, Spec. Rep

E

WILLIAM A. EXLINE, INC.

4340 Redwood Highway
Suite F-121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres
Christopher H. Exline, Sec'y/Treas
Andrew P. McClure, Associate
Chester P. Coleman, Associate

F

FAIRFIELD CAPITAL, INC.

230 Park Avenue
New York, NY 10017
(212) 687-8250

EXECUTIVE

F. Reese Brown, Pres

NORMAN FISCHER & ASSOCIATES, INC.

P.O. Box 5308
Austin, TX 78763
(512) 476-9457

EXECUTIVE

Norman Fischer, President

MILTON Q. FORD & ASSOCIATES

5050 Poplar Avenue
Suite 816
Memphis, TN 38157
(901) 767-7980

EXECUTIVE

Milton Q. Ford, Pres

FRAZIER, GROSS & KADLEC, INC.

5028 Wisconsin Avenue, N.W.
Washington, DC 20016
(202) 966-2280

EXECUTIVES

Horace W. Gross, Pres
Charles H. Kadlec, Sr. VP

G

W. JOHN GRANDY

1029 Pacific Street
San Luis Obispo, CA 93401
(805) 541-1900

EXECUTIVE

W. John Grandy, Pres

H

R.D. HANNA CO.

5944 Luther Lane
Dallas, TX 75225
(214) 696-1022

EXECUTIVES

Robert Hanna, Pres
John Ryman, Assoc

DAN HAYSLETT & ASSOCIATES, INC.

Suite 212
11311 No. Central Expressway
Dallas, TX 75243
(214) 691-2076

EXECUTIVES

Dan Hayslett, Pres
Mary B. Hayslett, VP
Dan Hayslett Jr., Associate

THE TED HEPBURN COMPANY

P.O. Box 42401
Cincinnati, OH 45242
(513) 791-8730

EXECUTIVE

Ted Hepburn, Pres

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVES

Arthur H. Holt, Pres
Bernard Fuhrmann, Associate
Gordon A. Holt, Associate
Chris Borger, Associate

THE KEITH W. HORTON COMPANY, INC.

P.O. Box 948
Elmira, NY 14902
(607) 733-7138

EXECUTIVES

Keith W. Horton, Pres
Richard L. Kozacko, VP
Keith Horton, Jr., VP

HUDSON INVESTMENT CORP.

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

EXECUTIVE

Edward R. McKenna, VP

K

PAUL KAGAN ASSOCIATES, INC.

26356 Carmel Rancho Boulevard
Carmel, CA 93923
(408) 624-1536

KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

EXECUTIVE:

Frank Kalil, President

L

LARSON/WALKER & CO.

1730 Rhode Island Avenue, N.W.
Suite 417
Washington, DC 20036
(202) 223-1553

EXECUTIVES:

G. Bennett Larson, Pres
William L. Walker, VP

H.B. LaRUE, MEDIA BROKER

44 Montgomery Street 5th floor
San Francisco, CA 94104
(415) 434-1750

EXECUTIVES:

Hugh Ben LaRue, Pres
Joy Thomas, Sec'y/Treasurer



ROBERT O. MAHLMAN, INC.

Six The High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVE:

Robert O. Mahlman, Pres

REGGIE MARTIN & ASSOCIATES

P.O. Box 222
Key Biscayne, FL 33149
(305) 361-2181

EXECUTIVES:

Reggie Martin, Owner
Margaret Martin, VP, Treasurer
Ron Jones, Associate

GEORGE MOORE & ASSOCIATES, INC.

6116 N Central Expressway, Suite 712
Dallas, TX 75206
(214) 361-8970

EXECUTIVES:

George W. Moore, Pres.
W. James Moore, Ex. VP
Bob W. Treadway, VP
Bob H. Walker, VP
Monta L. Hall, Secretary



DON NELSON & ASSOCIATES, INC.

3634 Seventh Avenue
San Diego, CA 92103
(714) 295-2435



STAN RAYMOND ASSOCIATES

1819 Peachtree Road N.E.
Suite 606
Atlanta, GA 30309
(404) 351-0555

CECIL L. RICHARDS, INC.

7700 Leesburg Pike, Suite 408
Fall Church, VA 22043
(703) 821-2552

EXECUTIVES:

Cecil L. Richards, Pres
Bruce Houston, Associate

RICHTER-O'GRADY

6761 East Tanque Verde Road
Tucson, AZ 85715
(602) 886-5369

EXECUTIVE:

Edwin G. Richter

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

EXECUTIVES:

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Herbert Shaffer, Jr., VP

ROBERT W. ROUNSAVILLE AND ASSOCIATES

3104 E. Shadowlawn Avenue, N.E.
Atlanta, GA 30305
(404) 261-3000

EXECUTIVES:

Robert W. Rounsaville, Pres
Mary B. Bush, VP



RICHARD A. SHAHEEN, INC.

435 N. Michigan Avenue
Chicago, IL 60611
(312) 467-0040

SHERMAN AND BROWN ASSOCIATES, INC.

1110 Brickell Avenue Suite 430
Miami, FL 33131
(305) 371-9335

EXECUTIVES:

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Alan Sherman, Sec'y/Treas.

HOWARD E. STARK, MEDIA BROKER

575 Madison Avenue
New York, NY 10022
(212) 355-0405

EXECUTIVE:

Howard E. Stark, Mgr



EDWIN TORNBERG & CO., INC.

P O Box 5437
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, Pres

FEDERAL COMMUNICATIONS COMMISSION

1919 M Street, N.W.
Washington, DC 20554

THE COMMISSION

Mark Fowler—Chairman, Republican, assumed office May 18, 1981, term expires June 30, 1987
Mary Weyforth Dawson—MO Republican, assumed office July 6, 1981, term expires June 30, 1988
Anne P. Jones—MA Republican, assumed office April 2, 1979, term expires June 30, 1985
Henry Rivera—NM Democrat, assumed office 1981, term expires June 30, 1987
Abbot Washburn—MN Republican, assumed office July 10, 1974, term expires June 30, 1982 (term extended)
Joseph R. Fogarty—RI Democrat, assumed office Sept. 17, 1976, term expires June 30, 1983.

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Atlanta, GA 30309
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31 Hopkins Plaza
Baltimore, MD 21201
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1600 Customhouse
165 State Street
Boston, MA 02109
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BUFFALO DISTRICT OFFICE
David Viglione, EIC
1307 Federal Building
111 West Huron Street
Buffalo, NY 14202
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230 S. Dearborn Street
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DALLAS DISTRICT OFFICE
James D. Wells, EIC
Earle Cabell Federal Building
U.S. Courthouse Room 13E7
1100 Commerce Street
Dallas, TX 75242
(214) 767-0761

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Dennis Carlton, EIC
12477 West Cedar Drive
Denver, CO 80228
(303) 234-6977

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Detroit, MI 48226
(313) 226-6078

HONOLULU DISTRICT OFFICE
Jack Shedletsky, EIC
Price Kuhio Federal Building
300 Ala Moana Boulevard
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Honolulu, HI 96850
(808) 546-5640

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Daniel A. Cantrell, EIC
New Federal Office Building
515 Rusk Avenue, Room 5636
Houston, TX 77002
(713) 226-5624

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James A. Dailey, EIC
Brywood Office Tower
Room 320

8800 East 63rd Street
Kansas City, MO 64133
(816) 926-5111

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Lawrence D. Guy, EIC
Room 501, 3711 Long Beach
Boulevard
Long Beach, CA 90807
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Room 919, 51 S.W. First Avenue
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Federal Building
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New York, NY 10014
(212) 620-3437

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Military Circle
870 N. Military Highway
Norfolk, VA 23502
(804) 441-6472

PHILADELPHIA DISTRICT OFFICE
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One Oxford Valley Office Building
Suite 404, 2300 East Lincoln Hwy
Langhorne, PA 19047
(215) 752-1324

PITTSBURGH DISTRICT OFFICE
Vacancy, EIC
3755 William Penn Highway
Monroeville, PA 15146
(412) 823-3380

PORTLAND DISTRICT OFFICE
George F. Wager, EIC
1782 Federal Office Building
1220 S.W. Third Avenue
Portland, OR 97204
(503) 221-4114

ST. PAUL DISTRICT OFFICE
Garrett Lysiak, EIC
691 Federal Building
& U.S. Courthouse
316 North Robert Street
St. Paul, MN 55101
(612) 725-7810

SAN DIEGO DISTRICT OFFICE
William H. Grigsby, Jr., EIC
7840 El Cajon Boulevard
Room 405
La Mesa, CA 92041
(714) 293-5478

SAN FRANCISCO DISTRICT OFFICE
Serge Marti-Volkoff, EIC
423 Customhouse

555 Battery Street
San Francisco, CA 94111
(415) 556-7701

SAN JUAN DISTRICT OFFICE
Leonard R. Langley, EIC
San Juan Field Office
747 Federal Building
Hato Rey, PR 00918
(809) 753-4008

SEATTLE DISTRICT OFFICE
Gary P. Soulsby, EIC
3256 Federal Building
915 Second Avenue
Seattle, WA 98174
(206) 442-7653

TAMPA DISTRICT OFFICE
Ralph M. Barlow, EIC
Interstate Building, Room 601
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Tampa, FL 33607
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Allegan, MI 49010
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Barry A. Bohac, EIC
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Belfast, ME 04915
(207) 338-4088

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Stephen Y. Tsuya, EIC

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Fort Lauderdale, FL 33318
(305) 473-9845

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James H. Berne, Jr., EIC
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Grand Island, NE 68801
(308) 382-4296

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Oliver K. Long, EIC
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Kingsville, TX 78363
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Robert J. Douchis, EIC
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Columbia, MD 21045
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(415) 447-3614

POWDER SPRINGS
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Powder Springs, GA 30073
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Waipahu, HI 96797
(808) 677-3954

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Richard M. Smith
Chief, Field Operations Bureau
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Washington, DC 20554
(202) 632-6980

FOB MONITORING ASSISTANCE
Watch Officer
Monitoring Branch
Enforcement Division
(202) 632-6975

**EQUIPMENT CONSTRUCTION AND
INSTALLATION BRANCH**
Powder Springs ECIB
Arthur Luedtke, Chief
Equipment Construction & Installation
Branch
3600 Hiram-Luthia Spring Road, SW
P.O. Box 65
Powder Springs, GA 30073
(404) 943-6425

**PRIVATE RADIO BUREAU
LICENSING DIVISION**
Route 116
Gettysburg, PA 17325
(717) 337-1212

OFFICE OF EXECUTIVE DIRECTOR
FCC Fee Refund Unit
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Washington, DC 20036
(202) 653-8515

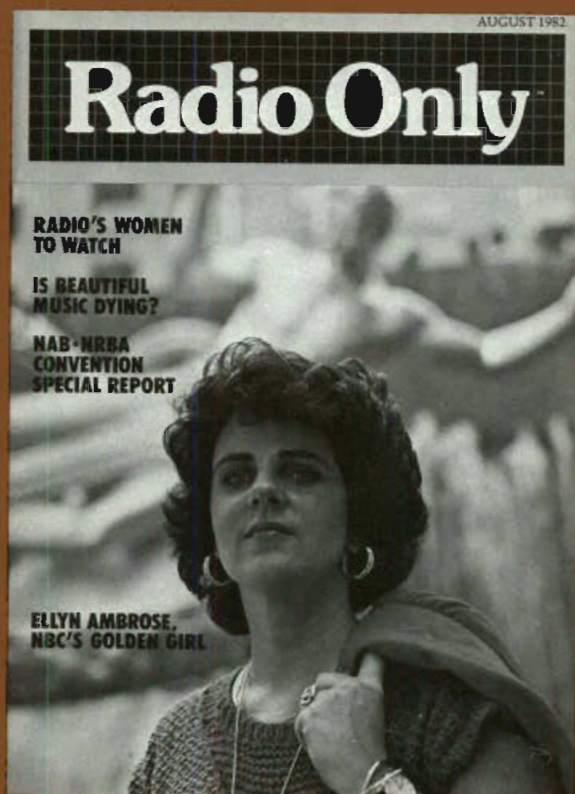
**INTERNATIONAL
TELECOMMUNICATIONS
SETTLEMENTS
OFFICE**
Gettysburg Post Office Building
Box IT-70
Gettysburg, PA 17325
(717) 334-7059

**OFFICE OF SCIENCE AND
TECHNOLOGY AUTHORIZATIONS
AND STANDARDS DIVISION**
7435 Oakland Mills Road
P.O. Box 429
Columbia, MD 21045
(301) 725-1585

**COMMON CARRIER BUREAU
FIELD OFFICE**
90 Church Street, Room 1309-x
New York, NY 10007
(212) 264-7321

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COMMISSION CONSUMER
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Room 258
Washington, DC 20554
(202) 632-7000

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Administrative Sanctions	632-7354

ADVISORY COMMITTEES:

Cable Single Leakage	632-9797
National Industry	632-7232
Radio Tech. Comm. for Marine Serv.	632-6490
1979 World Adm. Radio Conf. Prep.	632-7025

ALASKAN RADIO:

Applications/Licenses	634-1737
Rules/Hearings	632-7175
Alien Restricted Permits	632-7240

ALLOCATION:

Call signs	632-7111
Charts and Tables	632-6350
Government Frequency	632-7087
Non-Government Frequency	632-6350
International Frequency	632-7054
Annual Report Form	632-7084
Antenna Structures and Towers	632-7521

APPLICATION STATUS:

Microwave	632-6430
International & Satellite	632-7265
Rural Radio Service	632-6400
Broadcast, Inspection of Stations	632-7014

BROADCAST SERVICES (AM):

Engineering Rules:	
Existing Stations	632-7010
Minor Changes Application	632-7010
New Stations & Major Changes Applications	632-7010
STL's, Remote Pickups, Intercity Relays	632-7698
Non-Engineering Rules	
Advertising Questions/ Comments	632-7551
Application Forms	632-7272
Assignment & Transfer Application	632-9356
Construction Permit Applications	632-6908
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Political Broadcasting/ Fairness Doctrine	632-7586
Programming Questions/ Comments	632-7048 or 632-7551
Renewal Applications:	
General	632-7542
Processing	632-7069
Engineering	632-7069

Reports:

Financial	632-6302
Employment	632-6302
Ownership	632-7256

BROADCAST SERVICES (FM):

Engineering Rules:	
Existing Stations	632-7010
Minor Changes Applications	632-7010
New Stations/Major Changes Applications	632-6098
SCA	632-7010
STL's, Remote Pickups, Intercity Relays	632-7698
Translators/Boosters	632-3984
Non-Engineering Rules	
Advertising Questions/ Comments	632-7551
Application Forms	632-7272
Assignment & Transfer Applications	632-9356
Construction Permit Applications	632-6908
Educational FM	632-3954
Emergency Brdcast. System	632-7232
Political Broadcasting/ Fairness Doctrine	632-7586
Programming Questions/ Comments	632-7551 or 632-7048
Rebroadcast	632-7010
Renewal Applications:	
General	632-7542
Processing	632-7069
Engineering	632-7069
Equal Employment Opportunity	632-7069
Reports:	
Financial	632-6302
Employment	632-6302
Ownership	632-7256
SCA's Stereo-Multiplex	632-6908
Bulletins, Requests for Call Letters	632-7260 632-7111
Commercials, TV and Radio	632-7551
Commis. Proceedings, Tape Recordings	632-7000

COMPLAINTS:

Broadcast, TV and Radio	632-7048
Advertising Questions	632-7551
Political Broadcasting/ Fairness Doctrine	632-7586
Programming Questions/ Religious Petitions	632-7048
Consumer Affairs Division	632-7553
Consumer Assistance	632-7000 or 632-7260
Coverage, Radio	632-7080
Eavesdropping	632-6990

Emergency Broadcast System	632-7232
Equipment Standards, Licensed	632-7093
Equipment Standards, Non-Licensed	632-7095
Examinations, Washington, DC area	(301) 436-7590
Examinations, Outside DC area	632-7240
FCC Rules (Legal Interpretations)	632-6990
Freedom of Information	632-6990

FREQUENCY ALLOCATIONS:

Government	632-7087
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International Coordination/ Spectrum	632-7054
General Counsel	632-7020
Hearing Calendar	632-7680

INTERFERENCE COMPLAINTS:

Washington, DC Area	(301) 436-7590
All other areas	632-6345
Direction Finding Assistance	632-6975
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Noise, Radio	632-7040
Off-the-Air Pickup	632-6430
Over-the-Horizon or Scatter Technique	632-7080
Political Broadcasting	632-7586
Press Relations	254-7674

PUBLIC INFORMATION:

Consumer Assistance	632-7000
Press & News Media	254-7674
Audio-Visual Management Office	254-7000
Research	632-7040

RULES AND REGULATIONS:

Aviation and Marine	632-7175
Business	(715) 334-9167
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AMPEX CORPORATION

401 Broadway
Redwood City, CA 94063
(415) 367-2011

EXECUTIVES

Donald Kleffman, VP/GM Audio/Video
Systems Division
Richard Sirinsky, Marketing Manager, AVSD
Willie Scullion, National Sales Manager, AVSD

SERVICES

Manufactures audio and video recorders, cameras, systems and related equipment for commercial and educational broadcasters

AMPRO/SCULLY

2693 Philmont Avenue
Huntington Valley, PA 19006
(215) 947-7000

EXECUTIVES

Alex Meyer, Pres
Dick Grochowsky, Exec VP

SERVICES

Ampro produces line of on-air audio broadcast consoles and cartridge tape machines. Scully product line of reel to reel audio tape recorder/reproducer and Scully model 8300 three deck cartridge tape machines

AUDITRONICS, INC.

3750 Old Getwell Rd
Memphis, TN 38118
(901) 362-1350

EXECUTIVES

Welton Jetton, Pres
Steve Sage, Exec VP
James Woodworth, VP Sales
Larry Lamoray, International Marketing Mgr

SERVICES

Manufacturer of Audio Consoles and related accessory products for broadcast, production and recording application

AUTOGRAM CORPORATION

P O Box 456
631 J. Place
Plano, TX 75074
(214) 424-8585

EXECUTIVE

Ernest T. Ankele, Jr., Pres

SERVICES

Audio Consoles, 6, 8, and 10 Channels

AUTOMATED BROADCAST CONTROLS

9155 Brookville Road
Silver Spring, MD 20910
(301) 587-3505



BELAR ELECTRONICS LABORATORY, INC.

Box 826
Devon, PA 19333
(215) 687-5550

EXECUTIVE

Arno M. Meyer, Pres

SERVICES

AM Modulation Monitors, Frequency Monitors and RF Amplifiers, AM stereo monitors, FM modulation, stereo monitors, RF Amplifiers, TV Modulation and frequency monitors and RF Amplifiers

BROADCAST AUDIO CORP.

11306 Sunco Drive
Rancho Cordova, CA 95670
(916) 635-1048

EXECUTIVES

David W. Evans, Owner
John M. Fernandez, Owner
Dale A. Tucker, Sales Mgr
Gary R. Maggiore, Plant Mgr

SERVICES

Manufacturer of broadcast audio consoles, monitor, distribution, and phono amplifiers

BILLBOARD INFORMATION NETWORK

1515 Broadway
New York, NY 10036
(212) 764-7530

EXECUTIVE

Mort L. Nasatir, Radio Cons

SERVICES

Is an online data base that provides research reports on air play in eight regions of country and in these formats: Top 40, adult contemporary, country, soul/black, album rock. Billboard charts available in advance through BIN. Reports range from \$5-\$10 each, plus a small telephone connection charge

BROADCAST ELECTRONICS, INC.

4100 N. 24th Street
Quincy, IL 62301
(217) 224-9600

EXECUTIVES

Lawrence J. Cervon, Pres
Curtis I. Kring, VP Mktg
John A. Burtie, Director Automation Products
Joseph M. Engle, GSM

SERVICES

Tape Cartridge Machines - single deck, three deck, and five deck models, audio consoles - five to ten mixer rotary fader models, vertical attenuator 10 mixer Series 350, Program automation Systems - Sat-16 Satellite Controller, control 16 Microprocessor control for radio programming and Econo Control 10, FM transmitter - model FM-30 one-tube 30KW transmitter, Model FM-3 5 one-tube 3500 watt transmitter, model FX-30 synthesized 30 watt FM exciter, QRK Turntables - Model 12C three speed, and Galaxy variable speed DC servo turntable, and Rek-o-Kut tone arms



CAPITOL MAGNETIC PRODUCTS

1750 North Vine Street
Los Angeles, CA 90028
(213) 462-6252

CAVALIERE COMPUTER SERVICES

c/o WWWJ Radio
Box 373
Johnstown, OH 43031
(614) 967-6776

EXECUTIVE

Robert Kramer

SERVICES

Affordable logging, affidavits, billing, accounting system for radio stations. Includes on site training, customizing lease plans. Multi-terminal operations with radio shack model #16 trademark

CAVOX STEREO PROD./TAPE-ATHON CORP.

502 S. Isis
Inglewood, CA 90301
(800) 421-1029
(213) 776-6933

EXECUTIVES

Lee Tate, Pres
Robert Mayfield, National Sales/Prog Dir

SERVICES

CaVox Stereo Productions produces Radio Program Formats and a huge Music Library Service for automated, semi-automated and live radio stations, both AM and FM from coast to coast plus Europe and the Far East. Tape-Athon Corporation is the manufacturer of a complete line of Audio Playback Systems for on-premise, Central Studio and S C A Reel-to-Reel cartridge and cassette. Tape-Athon also produces the largest background music library available

CCA ELECTRONICS CORP.

P.O. Box 5500
Broadcast Plaza
Cherry Hill, NJ 08034
(609) 424-1500

CECO COMMUNICATIONS INC.

2115 Avenue X
Brooklyn, NY 11235
(212) 646-6300

CETEC BROADCAST GROUP

1110 Mark Avenue
Carpinteria, CA 93013
(800) 235-5715

EXECUTIVES

Hugh Wilcox, GM
Tom Haag, GM-ABC Div
Jerry R. Clements, Nat'l Sales Mgr
Frank Crane, MAPS Mktg Mgr

SERVICES

Cetec Broadcast Group provides a systems approach to broadcasting. Starting with our full line of 2000 series and our 8000 audio consoles, through our prestigious, microprocessor based program automation systems - the 7000 and the 7000GLS (our Great Little System). Both offer programming control essential to smooth station operation. The Cetec/MAPS business computer system (Management, Accounting, Programming, Sales), is the custom-quality computer system that provides the tools to achieve creative and profitable station management

CETEC VEGA

9900 Baldwin Street
El Monte, CA 91731
(213) 442-0782

CIRCUIT RESEARCH LABS, INC.

3204 S. Fair Lane
Tempe, AZ 85282
(602) 894-0077

EXECUTIVES

Ronald R. Jones, Pres
Gary Clarkson, VP
Chuck A. DiMaggio, Treas

SERVICES

CRL Systems manufactures and sells the nationally and internationally acclaimed AM-4 (mono) and AM-4S (stereo) audio processing control systems for AM broadcasting. CRL also sells the highly acclaimed FM-2 and FM-1 stereo audio processing control system with patent pending features for FM broadcasting

THE CLEARINGHOUSE

P O Box 3450
Logan, UT 84321
(801) 752-2895

EXECUTIVE:

Jeff Weber, Pres

SERVICES:

Advertising specialty company providing broadcasters with imprinted items of all kinds for promo use (ex: key chains, ball caps, pens, plastic credit cards)

COLUMBINE SYSTEMS, INC.

1301 Arapahoe Street
Golden, CO 80401
(303) 279-4000

EXECUTIVES:

William S. Cole, Pres
Catherine P. Cole, Sec'y./Treas
Susan B. Thompson, VP/Mktg
Dave B. Weidner, VP/Systems

SERVICES:

Columbine offers a total sales, traffic, and accounting system to radio and television stations. The system is self-customizing which means that each station can implement the system in a different way. Columbine uses IBM's in-house computers

COMPUTER CONCEPTS CORP.

8001 West 63rd Street
Shawnee Mission, KS 66202
(800) 255-6350
(913) 677-4000 Collect

EXECUTIVES:

Greg L. Dean, Pres
John Clark, Sales Eng
Kloster Schaefer, Regional Sales Mgr.
Walter Dean, Prod. Manager

SERVICES:

The Broadcast System is an in-house business computer system that provides any AM, FM or radio station combo with automated order entry, spot scheduling, log processing, affidavit, billing, accounts receivable, payroll, and full general ledger functions. If desired, the log produced by the Broadcast System can be sent in electronic form to program automation equipment. Word processing and music management are also available on this system. The word processor will assist in creating and storing advertising copy, news copy and general correspondence. The Music Management System will create a perfectly rotated playlist and manage an inventory of over 65,000 titles. The Broadcast System will schedule spots from orders on file to a daily, 24-hour log for each of two stations for up to three weeks (Nominal) in the future. Orders may be entered years in advance for over 1000 customers. Scheduling and printing a log takes only a few minutes. A log can be printed as often as desired and changes are easy to make. The Broadcast System will retain alternate logs to replace those "ball game" schedules that get rained out. Billing documents are quickly printed by the Broadcast System and exactly reflect the spots aired by each customer. Billing can be done daily, weekly, calendar monthly or broadcast

monthly. Invoices can be organized according to several formats including by spot rate or chronologically. In fact any of 255 combinations of billing frequency and format can be individually applied to each customer. All billings are automatically posted to the general ledger, as with the activity from the accounts payable and payroll programs. Because the Broadcast System retains all accounting and sales information on hard disk, valuable management information such as expiring orders reports, sales projections, avail reports and customer purchase histories are available upon request. Co-op scripts, news copy, general correspondence and memos can all be created with WordMaster, the word processing feature of the Broadcast System. Documents are entered through the computer terminal and stored permanently on disk for later retrieval. Redundant text need never be entered more than once. Because WordMaster has access to the accounts receivables files of the Broadcast System, past-due reminders can be sent automatically to your customers. Names and account balances are automatically inserted so that each form letter has the appearance of personally typed correspondence. With the program automation interface, the Broadcast System will automatically program the brain of your automation to perform the scheduled log. This interface is interactive, which means that the Broadcast System is aware when a spot fails to air. As always, the customer is billed only for what was successfully performed and, if desired, exact times can be printed on invoices

COMPUTER MANAGEMENT SYSTEMS, INC.

6610 North Shadeland Avenue
Indianapolis, IN 46220
(317) 842-1830

EXECUTIVES:

Myron L. Keeney, VP/Dir. of Broadcast Div
Sally Huffine, Project Coordinator

SERVICES:

The Broadcast Management Information System (BMIS) offers radio, TV and Networks automated business systems for the following areas: sales, traffic, accounting, billing, programming, music rotation, TV program library inventory and Network affiliate clearance evaluation and statistics

CUSTOM BUSINESS SYSTEMS, INC.

P.O. Box 67
20th & Winchester
Reedsport, OR 97467
(503) 271-3684 Collect

EXECUTIVES:

I. Jerome Kenagy, Pres
Steve Kenagy, VP/Mktg
Wes Lockard, VP/Systems Dev
John Kenagy, VP/Customer Relations

SERVICES:

CBSI offers to radio broadcasters a highly efficient, cost effective broadcast business computer system. The system combines highly reliable Wang hardware (either floppy or fixed disk) with software that has been designed by a team of broadcasters that are still active in their own station. The system offers traffic co-op, accounts receivable, general ledger, accounts payable, payroll, word processing, and a music library. The system was designed to save maximum operator time thereby allowing better utilization of personnel making the CBSI system affordable



DATA COMMUNICATIONS CORP.

3000 Directors Row
Memphis, TX 38131
(901) 345-3544

EXECUTIVES:

F. Scott Pierce, Pres./Broadcast Div
Bill Boyce, VP/Sales
Dick Bruce, VP/Broadcast Services

SERVICES:

BIAS, comprehensive computer service for television and radio stations, including, traffic, sales, Accounts Receivable, Accounts Payable/General Ledger, Automatic Switching, Commercial Film Inventory, Buy Line, Master Control Automation, Feature Film and Network Control System

DELTA ELECTRONICS

Box 11268
5730 Gen. Washington Drive
Alexandria, VA 22312
(703) 354-3350

DEWOLFE MUSIC LIBRARY, INC.

25 W. 45th Street
New York, NY 10036
(212) 586-6673

EXECUTIVES:

Andy Jacobs, VP
Larry Kessler, VP

SERVICES:

600 LP albums. Production music library for use in industrial, educational, TV, Radio, any cable productions. 20 album sound effects library

DOLBY LABORATORIES INC.

731 Sansome Street
San Francisco, CA 94111

EXECUTIVES:

Joan Allen, VP/Marketing
Tim Prouty, Broadcast Products Mgr.

SERVICES:

Manufacturers of audio noise reduction equipment for professional recording, radio and television production, and FM transmission



EASTERN BROADCAST SUPPLY

46 Mechanic Street
Leominster, MA 01453
(617) 537-4706

ELCOM BAUER

6199 Warehouse Way
Sacramento, CA 95826

EXECUTIVES:

Paul E. Gregg, Pres
Juan Alonso, VP/Admin
Bob Sidwell, Marketing Manager

SERVICES:

Manufacturer of AM/FM transmitters, audio processing equipment, AM/FM antenna systems.

F

FIDELIPAC CORPORATION

P.O. Box 808
Moorestown, NJ 08057
(609) 235-3511

EXECUTIVES:

Robert S. Thanhauser, Jr., Pres
Daniel McCloskey, VP/GM
Arthur Constantine, VP/Sales

SERVICES:

Fidelipac is the world's largest manufacturer of NAB tape cartridges and accessories. Fidelipac supplies a complete line of NAB Test and Calibration Cartridges, Cart Racks, Studio Warning Lights, Wow & Flutter Meter, Blank-it Bulk Tape Degausser, Lubricated Tape and Cart Labels. Fidelipac is also Master Distributor to the Broadcast Industry for Audio-Technica Professional Phonograph Cartridges and provides the complete line of Audio-Technica Professional 800-Series Microphones.

G

GREGG LABORATORIES

1542A Moulton Parkway
Tustin, CA 92680
(714) 730-1100 Collect

SERVICES:

AM/FM Audio Broadcast Processing Systems, 2040 Broadcast Control Console, Tele-mix Broadcast telephone interface unit

GROTON COMPUTER, INC.

19 Fort Hill Road
Groton, CT 06340
(203) 445-2325

EXECUTIVE:

Richard H. Salews, Systems Manager

SERVICES:

Automated traffic and business service, including logs, billing, affidavits, multiple month-end reports. Three levels available as In-House System, Lease Agreement, or on your Apple II computer.

H

HARRIS CORP. BROADCAST DIV.

P.O. Box 4290
Quincy, IL 62305-4290

EXECUTIVES:

G.T. Whicker, VP/GM
E.O. Edwards, VP/Marketing
A.V. Juettner, VP/Engineering

SERVICES:

AM, FM, and TV transmitters, cameras; video, microwave, satellite products, all equipment for radio and TV broadcasting.

I

IGM

4041 Home Road
Bellingham, WA 98225
(206) 733-4567

J

JEFFERSON DATA SYSTEMS

Executive Plaza
501 Archdale Drive
Charlotte, NC 28210
(704) 525-4271

EXECUTIVES:

Michael D. Jones, VP/Managing Director
John O. McDonald, GSM
Joe Abernathy, Data Processing Mgr
Jim Butts, Installations Manager

SERVICES:

Company services include System 90—an in-station computer that provides complete computerization to TV and radio stations of all traffic, inventory control, program log, invoices, accounts receivable and general accounting. Another service is Electronic News Processing—an in-station computer for TV and radio news desks. Computer connects to AP and UPI high speed wire services, includes complete text entry and editing facility, prepares news script and produces rundown sheets, connects to tele-prompter or character generator for on-air presentation, complete storage and retrieval of any news story.

K

KAHN COMMUNICATIONS, INC.

839 Stewart Avenue
Garden City, NY 11530
(516) 222-2221

EXECUTIVE:

Leonard R. Kahn, Pres

SERVICES:

Lines-plus audio system, non-symmetra-mod enhancement system, AM stereo, Sound off squelch, symmetra-peak

L

LPB INC.

28 Bacton Hill Road
Frazer, PA 19355
(215) 644-1123

EXECUTIVES:

Richard H. Crompton, Pres
Harry N. Larkin, VP/Marketing

SERVICES:

Manufacturers and dealers of broadcast equipment, products manufactured are audio consoles, AM transmitters, phono preamps, distribution amplifiers, compressors/limiters, control room furniture. Other products "radio cine" broadcast equipment for radio sound drive-in theater applications, "radio aide" transmission equipment for hard-of-hearing and translation applications, travelers informational and highway advisory AM transmission systems.

M

MOSELEY ASSOCIATES, INC.

111 Castilian Drive
Goleta, CA 93117
(805) 968-9621

EXECUTIVES:

K. Fred Zimmermann, VP/GM
Chuck Rockhill, VP/Marketing & Sales
Bill Ticen, Int'l Sales Manager
Fred Barbara, Manager/OEM Sales

SERVICES:

Manufacturers of full line studio-transmitter links with point-to-point data distribution systems, remote and supervisory control systems, and audio processing and generating equipment.

N

NETWORK PRODUCTION MUSIC LIBRARY

4429 Morena Blvd
San Diego, CA 92117
(714) 272-2011

EXECUTIVES:

Robert M. Skomer, Pres
Michael D. Anderson, Sales Manager

SERVICES:

Contemporary production music and 60 and 30 broadcast length edits.

NIDUS BROADCAST BUSINESS SYSTEMS

11465 W. 48th Ave
Wheat Ridge, CO 80033
1-800-525-0331

EXECUTIVES:

Dennis Reinhard, Pres
Mike Shafer, Nat'l Sales Manager
Bill Myers, VP/Marketing
Paul Adams, VP/Engineering

SERVICES:

A competitively priced, automated broadcast business system, designed for radio and television stations. Nidus handles spot and program orders, rotation schedules, sales reports, billing, accounts payable, and receivable.

O

ORBAN ASSOCIATES

645 Bryant Street
San Francisco, CA 94107
(415) 957-1067

EXECUTIVES:

John Delantoni, Pres./GM
Robert Orban, Chief Engineer
Jesse Maxenchs, Mktg. Manager/Broadcast
Sid Goldstein, Mktg. Manager/Pro-Audio

SERVICES:

Optimod-AM, AM over-the-air audio processor, mono or stereo. Optimod-FM, integrated processing system comprising compressor, limiter, stereo generator. Production room equipment including compressor/limiter, de-essers, spring reverb, stereo synthesizer, graphic and parametric equalizers—mono or stereo.

R

RADIO COMPUTING SERVICES, INC.

Two Dean Drive
Tenafly, NJ 07670
(201) 567-3263

EXECUTIVES:

Dimitri Cotomatas, Chairman
Andrew Economos, Pres.
James Porges, VP
Nelson Du Bois, Exec. VP

SERVICES:

Data processing systems for the broadcasting industry: Traffic 2000-Traffic Planning and control system Selector-Music Rotation System. Sampler - Call Out Survey System

RAH RAH UNLIMITED

P.O. Box 4917
St. Louis, MO 63108
1-800-458-3491

EXECUTIVES:

Chns Turner, Corp. Mgr
Rashida Kamilah, Pres.

SERVICES:

Computers computer programs music rotation, billing, logs, reach and frequency, bookkeeping, etc.



SAKI MAGNETICS, INC.

8650 Hayden Place
Culver City, CA 90230

EXECUTIVES:

Eugene Sakasegawa, Pres.
Trevor J. Boyer, Dir. /Marketing, Sales

SERVICES:

Saki Magnetics manufactures long life ferrite heads for most of the major studio recorders and professional duplicating equipment. We also manufacture metal heads for audio and instrumentation applications.

SHIVELY LABORATORIES

Division of Howell Laboratories, Inc.

32 Harrison Road
Bridgton, ME 04009
(207) 647-3327

EXECUTIVES:

P. A. Wescott, Pres.
E. H. Shively, Director for Broadcast Products
R. A. Surette, Manager of RF Engineering
C. W. Peabody, VP Mktg.

SERVICES:

Manufacturer of FM antenna systems and related broadcast equipment as coaxial transmission line, patch panels, combiners, reflec-

tometers, (directional couplers) harmonic filters pressurization equipment, dummy loads and coaxial switches

SHURE BROTHERS, INC.

222 Hartrey Avenue
Evanston, IL 60204
(312) 866-2200

EXECUTIVES:

J. Kogen, Pres. /GM
R. Ward, Exec. VP
W. Finnigan, VP/Marketing & Sales
S. N. Shure, Chairman of the Board

SERVICES:

Manufacturers of high fidelity components, microphone, sound systems, and related circuitry.

SINTRONIC CORPORATION

212 Welsh Pool Road
Lionville, PA 19353
(215) 363-0444

STATION BUSINESS SYSTEMS

600 West Putnam Avenue
Greenwich, CT 06830
(800) 243-5300

EXECUTIVES:

J. Neil Smith, Pres.
William P. O'Toole, VP/Sales

SERVICES:

Station Business Systems provides in-house, mini computer based business systems for the broadcasting and cable TV industries. The BATR systems offer billing, accounting, and traffic capabilities from order entry through general ledger. The systems can accommodate the data processing needs of large stations and small, single stations and groups. Also available: Music playlist inventory, and NEWSOMR, the computerized broadcast newsroom system which assists in writing, editing, assignment desk, wire service, program rundown, archiving, and prompting functions.

STATION RESEARCH SYSTEMS

14677 Midway Rd., Suite 204
Dallas, TX 75223
(214) 239-5331

EXECUTIVES:

Don Hagen, VP/GM
Carl Barringer, Dir. Software Dev

STUDOR REVOX AMERICA, INC.

1425 Elm Hill Pike
Nashville, TN 37210
(615) 254-5651

EXECUTIVES:

Bruno Hochstrasser, President
Barry Evans, Revox National Sales Manager

SERVICES:

Supplier of a full line of audio tape recorders, mono through 24-track, broadcast production consoles; telephone links; amplifiers; cassette decks; and related audio accessories



TAPE-ATHON CORP. / CAVOX STEREO PRODUCTIONS

502 S. Isis Ave
Inglewood, CA 90301
(800) 421-1029
(213) 776-6933

EXECUTIVES:

Lee Tate, Pres.
Robert Mayfield, Dir. of Sales/Programming
Blair Hunnicutt, Sales Manager

SERVICES:

Tape-Athon Corp. is the manufacturer of a complete line of audio playback systems for on-premise, central studio and S.C.A.; reel-to-reel, cartridge and cassette. Tape-Athon also produces the largest background music library available. CAVOX stereo productions produces radio program formats and a huge library service for automated, semi-automated and live radio stations both AM and FM. Eight big formats.



WILKINSON ELECTRONICS, INC.

9721 Singleton Drive
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SERVICES:

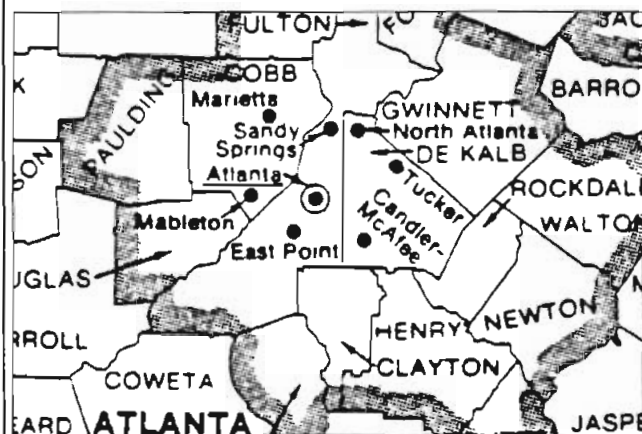
AM/FM Transmitters, Line surge protectors, Silicon rectifiers, Studio Link Equipment-STL.

ATLANTA



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAOK-AM	Atlanta	B	Atlanta OK Broadcasting	1380 KHz 5,000 w Directional night only	Rich Greener, GM John Broomfield, GSM Larry Tinsley, PD	401 W. Peachtree St., Ste 1947 Atlanta, GA 30365 404-659-1380	N/A	Bernard Howard
WCHK-FM	Canton	B	Cherokee Broadcasting Co	105.5 MHz 3,000 w 285 ft. above average terrain	Byron Bobbs, GM Byron Bobbs, GSM	Box 1290 Canton, GA 30114 404-479-2101	\$8.50 x 1	N/A
WCNN-AM	Atlanta	N/T	Ring Radio Co.	680 KHz 25,000 w day/10,000 night Directional Night Only	Charles Smithgall, III, GM Jack Perk, GSM Ludow Porch, PD	3954 Peachtree Rd. N.E. Atlanta, GA 30319 404-261-6800	N/A	Major Market CNN 2 Network
WGKA-AM	Atlanta	CL	WGKA Inc	1190 KHz 5,000 w Day Non-Directional	Eathel Holley, GM Eathel Holley, GSM Eathel Holley, PD	100 Colony Sq Suite 421 Atlanta, GA 30361 404-892-1190	\$40 x 6	Concen Music
WGST-AM	Atlanta	N	Meredith Corporation	920 KHz 5,000 w Day/1,000 w Night Non-Directional	John Lauer, GM Robert Jackson, GSM Chris Valida, PD	550 Pharr Rd. N.E. Atlanta, GA 30305 404-231-0920	\$220	Katz Radio
WIGO-AM	Atlanta	B	WIGO Inc	1340 KHz 1,000 w Day/250 Night Non-Directional	Neil McElhanev, GM Melvin Williams, GSM Mike Roberts, PD	1422 Peachtree St. N.W. Atlanta, GA 30309 404-892-8000	N/A	CitiMedia
WJYI-AM	Marietta	BB	Devlin-Allen Communications	1080 KHz 10,000 w Directional	Linda Jackson, GM Kathryn Bankston, GSM David Rhodenhiser, PD	19 Atlanta St. Box 1080 Marietta, GA 30061 404-424-1080	\$25	Al Ham "MOYL"
WKHX-AM	Marietta	C	Capital Cities Communications	101.5 KHz 100,000 w 900 ft. above average terrain	Norman S. Schruft, GM Mel Abramovitz, GSM Ted Stecker, PD	360 Interstate North Suite 101 Atlanta, GA 30339 404-955-0101	N/A	Selcom Burns Media
WKLS-AM	Atlanta	A	Gulf Broadcast Group	970 KHz 5,000 w 6 am-local sunset	Dick Meeder, GM Eddie Esserman, GSM Max Floyd, PD	WKLS 1800 Century Blvd. Suite 1200 Atlanta, GA 30345 404-325-0960	N/A	Jack Masla
WKLS-FM	Atlanta	A	Gulf Broadcast Group	96.1 MHz 100,000 w horz/vert 950 ft. above average terrain	Dick Meeder, GM Eddie Esserman, GSM Max Floyd, PD	1800 Century Blvd. N.E. Suite 1200 Atlanta, GA 30345 404-325-0960	N/A	Jack Masla Burkhart/Abrams
WLTA-FM	Atlanta	AC	Susquehanna Broadcasting	99.7 MHz 100,000 w horz/vert 1,000 ft. above average terrain	Jack DeHaven, GM Larry Pullman, GSM Al Saunders, PD	Box 7695 Atlanta, GA 30357 404-892-7766	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPCH-FM	Atlanta	BM	Meredith Corporation	94.9 MHz 100,000 w horz/vert 890 ft. above average terrain	John Lauer, GM Don Cole, GSM Jim Hutto, PD	550 Pharr Rd. N.E. Atlanta, GA 30363 404-261-9500	\$110	Katz Radio Schulke Radio
WPLO-AM	Atlanta	C	Plough Broadcasting	590 KHz 5,000 w Directional-Night Only	C.B. (Rik) Rogers, GM Barbara Kruger, GSM Jim Clemens, PD	805 Peachtree St. N.E. Atlanta, GA 30308 404-898-8900	N/A	McGavren-Guild
WQXI-AM	Atlanta	O	Jefferson Pilot Broadcasting	790 KHz 5,000 w Day/1,000 w Night Directional Night Only	Gerald Blum, GM Clarke Brown, GSM Fleetwood Gruver, PD	Suite 240 3340 Peachtree Rd. N.E. Atlanta, GA 30026 404-261-2970	N/A	Blair Radio
WQXI-FM	Smyrna	A	Jefferson Pilot Broadcasting	94.1 MHz 100,000 w 914 ft. above average terrain	Gerald Blum, GM Clarke Brown, GSM Jim Morrison, PD	Suite 240 3340 Peachtree Rd. N.E. Atlanta, GA 30026 404-261-2970	N/A	Blair Radio
WSB-AM	Atlanta	A	Cox Broadcasting Corporation	750 KHz 50,000 w Non-Directional	Michael J. Faherty, GM Bill Phippen, GSM Walt Williams, PD	1601 W. Peachtree St., N.E. Atlanta, GA 30309 404-897-7540	N/A	Christal Company
WSB-FM	Atlanta	AC	Cox Broadcasting Corporation	98.5 MHz 100,000 w horz/vert 740 ft. above average terrain	Michael Faherty, GM Bill Phippen, GSM Donna Brake, PD	1601 W. Peachtree St. N.E. Atlanta, GA 30309 404-897-7540	N/A	Christal Company
WVEE-FM	Atlanta	B	Plough Broadcasting	103.3 MHz 100,000 w 450 ft. above average terrain	C.B. (Rik) Rogers, GM George R. Reed, GSM Scotty Andrews, PD	805 Peachtree St., N.E. Atlanta, GA 30308 404-898-8900	N/A	McGavren-Guild
WYZZ-AM	Atlanta	B	GHB Broadcasting	1480 KHz 5,000 w Non-Directional	James Swanger, Sr., GM James Swanger, Sr., GSM James Swanger, Sr., PD	1111 Boulevard, S.E. Atlanta, GA 30312 404-622-4444	\$10	Dora-Clayton
WZGC-FM	Atlanta	R	First Media Corp.	92.9 MHz 100,000 w horz/vert 910 ft. above average terrain	Cheryl Kiewit, GSM John Young, PD	Box 54577 603 W. Peachtree St. Suite 930 Atlanta, GA 30379 404-861-0093	\$260	Torbet Radio



FORMAT DESCRIPTIONS

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A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

BALTIMORE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBAL-AM	Baltimore	AC	Hearst Corporation	1090 KHz 50,000 w Directional-Night Only	Alfred Burk, GM Larry Doyle, GSM Ira Apple, PD	3800 Hooper Avenue Baltimore, MD 21211 301-467-3000	\$190 x 6	Blair Radio
WBSB-FM	Baltimore	R	Scripps-Howard Broadcasting	104.3 MHz 50,000 w Non-Directional	James Fox, GM Bruce Fox, GSM Jan Jeffries, PD	7 E. Lexington St Baltimore, MD 21202 301-539-7808	\$110	Torbet Radio
WCAO-AM	Baltimore	AC	Plough Broadcasting	600 KHz 5,000 w Directional	Joseph Cahill, GM Jack Devlin, GSM Scott Richards, PD	8001 Park Heights Baltimore, MD 21208 301-653-2200	\$155	McGavren-Guild
WCBM-AM	Baltimore	N/T	Metromedia Radio	680 KHz 10,000 w Day/5,000 w Night Directional	Harold Deutsch, GM Owen Weber, GSM Dave Arlington, PD	68 Radio Plaza Baltimore, MD 21117 301-363-2000	\$150	Katz Radio
WEBB-AM	Baltimore	B	Brunson Broadcasting	1360 KHz 1,000 w Non-Directional	Don Brooks, GM Melvin Williams, GSM Don Brooks, PD	2018 Denison St Baltimore, MD 21216 301-566-9200	\$40 x 6	CitiMedia
WFBR-AM	Baltimore	AC	Baltimore Radio Show	1300 KHz 5,000 w Directional	Harry Shriver, GM Michael Plumstead, GSM Dale Andrews, PD	13 E. 20th St Baltimore, MD 21218 301-685-1300	\$154	Major Market
WITH-AM	Baltimore	BB	Broadcast Enterprises National	1230 KHz 1,000 w Day/250 w Night Non-Directional	Ronald Stratton, GM Thomas Gavin, Jr., GSM Jim Davis, PD	5 Light Street Baltimore, MD 21202 301-528-1230	\$56 x 6	Hillier Al Ham "MOYL"
WIIY-FM	Baltimore	A	Hearst	97.9 MHz 50,000 w 946 ft. above average terrain	Alfred Burk, GM Larry Doyle, GSM Chuck DuCoty, PD	3800 Hooper Avenue Baltimore, MD 21211 301-889-0098	\$175	Blair Radio Burkhart/Abrams
WLIF-FM	Baltimore	BM	Cox	101.9 MHz 19,500 w horz/vert 961 ft. above average terrain	George Toulas, GM Winnie Brugman, GSM Niles Seaberg, PD	1570 Hart Rd. Baltimore, MD 21204 301-823-1570	\$125	Christal Company Schulke Radio
WPOC-FM	Baltimore	C	Nationwide Communications	93.1 MHz 50,000 w horz/vert 870 ft. above average terrain	David Fuelhart, GM William Branch, GSM Lawrence Clark, PD	711 W. 40th St Baltimore, MD 21211 301-366-3693	\$135 x 6	Eastman Radio American Image
WRBS-FM	Baltimore	REL	Peter and John Radio Fellowship	95.1 MHz 50,000 w Directional	Tom Bisset, GM Tom Bisset, GSM Tom Bisset, PD	3600 Georgetown Rd. Baltimore, MD 21227 301-247-4100	\$12	N/A
WRLX-FM	Baltimore	BM	Abell Corp	106.5 MHz 50,000 w 620 ft. above average terrain	Michael Vince, GM James McGarity, GSM Alan Field, PD	6400 York Rd. Baltimore, MD 21212 301-377-2222	\$70 x 6	Katz Radio Bonneville
WSID-AM	Baltimore	B	United Broadcasting	1010 KHz 1,000 w Non-Directional	John Columbus, Jr., GM Scott Fey, GSM Cindy Walk, PD	6623 Reisterstown Rd Baltimore, MD 21215 301-358-9600	\$70	Jack Masla

CALL LETTERS	CITY OF LICENSE	FGR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WWIN-AM	Baltimore	B	Waverly Tower Center	1400 KHz 1,000 w Non-Directional	H. Shelton Earp, GM H. Shelton Earp, GSM Curtis Anderson, PD	2800 Mathews St. Baltimore, MD 21218 301-366-1400	\$45 x6	Bernard Howard
WXYV-FM	Baltimore	B	Plough Broadcasting	102.7 MHz 50,000 w 400 ft. above average terrain	Joseph Cahill, GM Tina Myrick, GSM Tim Watts, PD	8001 Park Heights Avenue Baltimore, MD 21208 301-653-2200	\$150	McGavren-Guild Smith
WYST-FM	Baltimore	AC	United Broadcasting	92.3 MHz 10,000 w 550 ft. above average terrain	John Columbus, Jr., GM Scott Fey, GSM Ralph Rhoades, PD	6623 Reisterstown Rd. Baltimore, MD 21215 301-358-4600	\$70	Jack Masla
WAYE-AM	Baltimore	REL	Mortenson Broadcasting	860 KHz 1,000 w Directional	Vashli McKenzie, GM Diane Solomon, AE	334 N. Charles St. Baltimore, MD 21201 301-727-1177	\$35 x6	N/A
WBKZ-FM	Glen Burnie	BB	Baltimore Radio Show	95.9 MHz 5,000 w 352 ft. above average terrain	Harry Shriver, GM Michael Plumstead, GSM Dale Andrews, PD	13 E. 20th St. Baltimore, MD 21218 301-685-1300	\$36	Major Market



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BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

BIRMINGHAM



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAPI-AM	Birmingham	AC	Radio Station WAPI	1070 KHz 50,000 w Day/5,000 w Night Directional-Night Only	Bernie Barker, GM Dick Downes, GSM Jay Michaels, PD	2146 Highland Avenue S. Birmingham, AL 35205 205-933-9274	N/A	Torbel Radio
WAPI-FM	Birmingham	A	Radio Station WAPI	94.5 MHz 100,000 w 1,214 ft. above average terrain	Bernie Barker, GM Dick Downes, GSM Steve Runner, PD	2146 Highland Avenue S. Birmingham, AL 35205 205-933-9274	N/A	Torbel Radio
WATV-AM	Birmingham	B	Crescendo Broadcasting	900 KHz 1,000 w Non-Directional	Joe Lackey, GM Shirley Stewart, GSM Erskine Faush, PD	Box 39054 3025 Ensley Avenue Birmingham, AL 35208 205-780-2014	N/A	Bernard Howard
WCRT-AM	Birmingham	BM	Magic City Communications	1260 KHz 5,000 w Days Non-Directional	Blanche Fredericks, GM Monty Ballard, GSM Tom Chaney, PD	110 N. 35th St. Birmingham, AL 35222 205-251-5117	N/A	Blair Radio Al Ham "MOYL"
WDJC-FM	Birmingham	REL	Crawford Broadcasting	930 MHz 100,000 w 1,214 ft. above average terrain	Ben Cleary, GM Linda Harper, GSM Ben Cleary, PD	Box 58021 Birmingham, AL 35259 205-879-3324	\$24	Savalli & Schutz
WENN-AM	Birmingham	B	Booker T. Washington Broadcast	1320 KHz 5,000 w Non-Directional Day Only	Kirkwood Balton, GM Tim McRaymonds, GSM Dave Donnell, PD	Box 697 Birmingham, AL 35201 205-324-3356	N/A	Selcom
WENN-FM	Birmingham	B	Booker T. Washington Broadcast	107.7 MHz 100,000 w horz/vert 640 ft. above average terrain	Kirkwood Balton, GM Tim McReynolds, GSM Dave Donnell, PD	Box 697 Birmingham, AL 35201 205-324-3356	N/A	Selcom
WERC-AM	Birmingham	AC	Mooney Broadcasting	960 KHz 5,000 w Directional-Night Only	John Borner, GM Rice Baxter, GSM Kevin McCarthy, PD	Box 10904 1729 Second Ave. N. Birmingham, AL 35202 205-252-3171	N/A	McGavren-Guild
WKXX-FM	Birmingham	R	Mooney Broadcasting	106.9 MHz 100,000 w horz/vert 1,114 ft. above average terrain	John Borner, GM Don Benefield Kevin McCarthy, PD	Box 10904 1729 Second Avenue N. Birmingham, AL 35202 205-252-3171	N/A	McGavren-Guild
WQEZ-FM	Birmingham	BM	Magic City Communications	96.5 MHz 100,000 w horz/vert 890 ft. above average terrain	Blanche Fredericks, GM Monty Ballard, GSM Tom Chaney, PD	110 N. 35th St. Birmingham, AL 35222 205-251-5117	N/A	Blair Radio TM Programming
WRKK-FM	Birmingham	A	Brennan Properties	99.5 MHz 100,000 w horz/50,000 w vert 952 ft. above average terrain	Dan Brennan, GM Gordon Sprouse, GSM Tommy Hays, PD	1776 Independence Ct. Birmingham, AL 35216 205-870-9900	N/A	Christal Company
WGSN-AM	Birmingham	AC	Harte-Hanks Radio	610 KHz 5,000 w Day/1,000 w Night Non-Directional	Warren Merlin, GM Robin Carcenter, GSM Walt Brown, PD	236 Goodwin Crest Dr. Suite 518 Birmingham, AL 35209 205-942-0600	\$80	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WVOK-AM	Birmingham	C	Mack Sanders	690 KHz 50,000 w Non-Directional	Dale McWhorter, GM Terry Gray, GSM Dave White, PD	Box 1926 Birmingham-Bessemer Super Hwy. Birmingham, AL 35201 205-428-7153	N/A	Hullier
WYDE-AM	Birmingham	C	WYDE Radio	350 KHz 50,000 w Day/1,000 w Night Directional Day Only	Ronald E. Hale, GM Eva Gibson, GSM Jim Powell, PD	2112 11th Avenue S Birmingham, AL 35205 205-322-4511	\$52 x 6	PRO Radio
WZZK-FM	Birmingham	C	Katz Broadcasting	104.7 MHz 100,000 w horz/vert 640 ft. above average terrain	Jordan Bullard, GM James Morley, GSM Rusty Walker, PD	530 Beacon Pkwy. West Birmingham, AL 35209 205-942-7800	N/A	Katz Radio Lund Consultants



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BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	



WXKS
FOR "THE MUSIC OF YOUR LIFE"
1430 AM

The Best Radio Buy in the Boston Area is as Easy as 1,2,3

STILL

#1*

A25-49 M-SU 6am-mid

A25-49	M-F	3-7pm
W25-49	M-F	6am-mid
W25-49	M-F	3-7pm
A25-54	M-F	10am-3pm
A25-54	M-F	3-7pm

#2*

A25-49 M-F 6am-mid

W25-49	SA-SU	6am-mid
A25-54	M-F	6am-mid
A25-54	SA-SU	6am-mid
M25-54	M-F	6am-mid
W25-54	M-F	6am-mid

#3*

W25-49 SA-SU 6am-mid

A25-54	M-F	drives
M25-54	M-F	drives
W25-54	M-F	drives
A25-49	M-F	6am-mid
A25-49	SA-SU	6am-mid

STILL
V
WXKS-AM/FM is POSITIONED Right Where it Counts



MAJOR MARKET RADIO SALES

*SOURCE: Spring '82/Avg. 1/4 Hour Estimates, Metro Survey Area: All dayparts as listed.

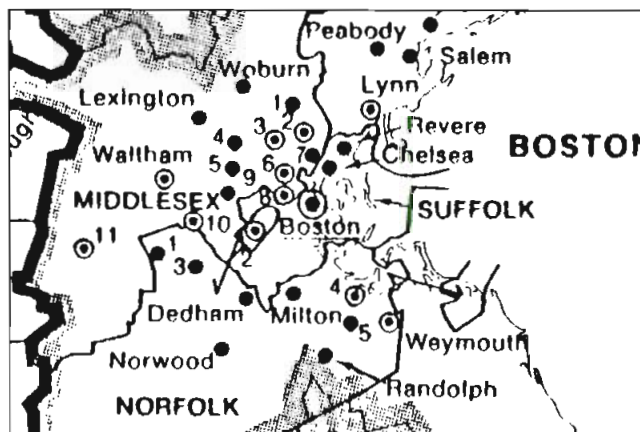
Survey claims are based on estimates only and are not precise to any mathematical degree.

BOSTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAAF-FM	Worcester	A	Katz Broadcasting	107.3 MHz 18,000 w 760 ft. above average terrain	Steven A. Marx, GM John Sutherland, GSM David Bernstein, PD	19 Norwich St. Worcester, MA 01608 617-752-5611	\$130	Katz Radio
WBCN-FM	Boston	A	Infinity	104.1 MHz 19,000 w horz/vert 742 ft. above average terrain	Tony Berardini, GM Robert Mendelsohn, GSM Oedipus, PD	1265 Boylston St. Boston, MA 02215 617-266-1111	\$300 x 6	Torbet Radio Perrini Scleroso
WBOS-FM	Brookline	A	Champion Broadcasting Systems	92.9 MHz 12,200 w horz/vert 888 ft. above average terrain	Allan H. Johnson, GM Carole Mailloux, GSM Jack O'Brien, PD	160 N. Washington St. 6th Floor Boston, MA 02114 617-367-9003	N/A	Bernard Howard
WBZ-AM	Boston	AC	Westinghouse Broadcasting	1030 KHz 50,000 w Directional	A. B. (Bill) Hartman, GM Steve Soule, GSM Rick Starr, PD	WBZ Radio and TV Center 1170 Soldiers Field Rd. Boston, MA 02134 617-787-7000	\$500	RAR
WCAP-AM	Lowell	AC	Northeast Radio, Inc.	980 KHz 5,000 w Directional	Maurice Cohen, GM Charlie Dent, GSM Joe Corcoran, PD	243 Central St. Lowell, MA 01852 617-454-0404 617-729-4270	N/A	PRO Radio
WCOZ-FM	Boston	A	Blair	94.5 MHz 6,700 w horz/vert 1,140 ft. above average terrain	Richard W. Borel, STM William Wayland, GSM Andy Beaubien, PD	441 Stuart St. Boston, MA 02116 617-267-9090	\$300	Blair Radio Sebastian
WCRB-FM	Boston- Waltham	CL	Charles River Broadcasting	102.5 MHz 50,000 w 920 ft. above average terrain	David S. MacNeill, GM John Donofrio, GSM David B. Tucker, PD	Boston Studio and Sales Office Copley Plaza Hotel Boston, MA 02116 617-893-7080	\$55	Charles River
WOLW-AM	Waltham	C	Action Communications of Mass.	1330 KHz 5,000 w Directional	William E. Berman, GM William E. Berman, GSM Duncan Stewart, PD	Box 1330 Waltham, MA 02254 617-890-1400	\$35	N/A
WEEI-AM	Boston	N	CBS Radio	590 KHz 5,000 w Directional	Jack Baker, GM Jon Hirschberg, GSM Jon Wheeling, PD	4450 Prudential Tower Boston, MA 02199 617-262-5900	\$325	CBS Radio
WEEI-FM	Boston	M	CBS Radio	103.3 MHz 12,000 w horz/vert 890 ft. above average terrain	David R. Austin, GM Jerry Charm, GSM Rick Peters, PD	4418 Prudential Tower Boston, MA 02199 617-262-5900	\$145	CBS-FM
WEZE-AM	Boston	REL	New England Continental Media	1260 KHz 5,000 w Directional	Ed Cochran, GM Dale Anderson, PD	100 Riverside Avenue Millon, MA 02186 617-328-0880	\$30	N/A

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WHDH-AM	Boston	AC	Blair	850 KHz 50,000 w Dir.-Sep. patterns day & night	David C. Croninger, GM Ross Elder, GSM Bob Adams, PD	441 Stuart St. Boston, MA 02116 617-267-1313	N/A	Blair Radio
WHUE-AM	Boston	BM	General Cinema Corporation	1150 KHz 5,000 w Dir.-Sep. patterns day and night	Alexander Tanger, Pres Paul Kelley, GM Douglas Tanger, GSM Bill Heizer, OM	John Hancock Tower 200 Clarendon St., T-42 Boston, MA 02116 617-267-0123	N/A	Selcom Churchill
WHUE-FM	Boston	BM	GCC Communications	100.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Paul Kelley, GM Douglas H. Tanger, GSM Bill Heizer, PD	The John Hancock Tower 200 Clarendon St., T-42 Boston, MA 02116 617-267-0123	N/A	Selcom Churchill
WILD-AM	Boston	B	Nash Communication	1090 KHz 5,000 w Directional	Kendell Nash, GM Monte Bowens, GSM Steve Crumley, PD	90 Warren St. Boston, MA 02119 617-427-2222	\$45	Jack Masia
WITS-AM	Boston	N/T	Mariner Communications	1510 KHz 50,000 w Directional	Frank D. Tenore, GM Dan McCarney, GSM Pat Whitley, PD	74 Landsdowne St. Fenway Park Boston, MA 02215 617-267-1510	\$90	Katz Radio
WJIB-FM	Boston	BM	General Electric Broadcasting	96.9 MHz 8,700 w horz/vert 1010 ft. above average terrain	Charles M. Pickering, GM Jennifer McCann, GSM Don Nutting, PD	68 Commercial Warl Boston, MA 02110 617-528-6611	\$185 x 6	Christal Company Bonnevillie
WMJX	Boston	AC	Greater Media, Inc.	106.7 MHz 50,000 w 500 ft. above average terrain	Jim Campbell, GM Richard Ramirez, GSM Jack Casey, PD	Box 352 Back Bay Annex 330 Stuart St. Boston, MA 02117 617-542-0241	\$65	Eastman Radio
WRKO-AM	Boston	N/T	RKO General Broadcasting	680 KHz 50,000 w Directional	Bob Fish, GM Bruce Mittman, GSM Mel Miller, PD	RKO General Bldg. Government Center Boston, MA 02114 617-725-2700	N/A	RKO Radio
WROR-FM	Boston	AC	RKO General Broadcasting	98.5 MHz 5,500 w horz/3,300 w vert 1,191 ft. above average terrain	Tom Baker, GM Peter Smyth, GSM Mike Addams, PD	RKO General Bldg. Government Center Boston, MA 02114 617-725-2838	N/A	RKO Radio
WSSH-FM	Lowell	BM	WLLH, Inc.	99.5 MHz 40,000 w horz/vert 550 ft. above average terrain	Arnold S. Lerner, GM Steve Chartrand, GSM Mike Colby, PD	Box 1400 4 Broadway Lowell, MA 01853 617-458-8486	N/A	Hillier
WVBF-FM	Frammingham	AC	Fairbanks Broadcasting	105.7 MHz 10,600 w horz/vert 954 ft. above average terrain	Jay Williams, Jr., GM Robin C. Davis, GSM Reg Johns, PD	100 Mt. Wayte Avenue Frammingham, MA 01701 617-879-2222	\$185	McGavren-Guild
WXKS-AM	Medford	BB	Pyramid Broadcasting	1430 KHz 5,000 w Non-Directional	Rich Balsbaugh, GM Janet Karger, GSM Arnie Ginsburg, PD	99 Revere Beach Parkway Medford, MA 02155 617-396-1430	N/A	Major Market Al Ham "MOYL"
WXKS-FM	Medford	AC	Pyramid Broadcasting	107.9 MHz 21,000 w horz/vert 710 ft. above average terrain	Richard Balsbaugh, GM Janet Karger, GSM Sunny Joe White, PD	99 Revere Beach Parkway Medford, MA 02155 617-396-1430	\$160	Major Market Todd Wallace



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C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

BUFFALO



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBEN-AM	Buffalo	AC	Algonquin Broadcasting	930 KHz 5,000 w Directional-Night Only	Larry Levite, GM Robert Russo, GSM Bob Wood, PD	2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930	N/A	Eastman Radio
WBEN-FM	Buffalo	C	Algonquin Broadcasting	102.9 MHz 110,000 w horz. vert 1800 ft. above average terrain	Larry Levite, GM Robert Russo, GSM Bob Wood, PD	2077 Elmwood Avenue Buffalo, NY 14207 716-876-0930	N/A	Eastman Radio TM Programming
WBLK-FM	Depew	B	WBLK Broadcasting	93.7 MHz 50,000 w 380 ft. above average terrain	Franklin Lorenz, GM Marty Mercurio, GSM Lee Zimmerman, PD	420 Franklin St. Buffalo, NY 14202 716-882-1500	\$38 x 6	PRO Radio
WBUF-FM	Buffalo	AC	Lincoln Broadcasting	92.9 MHz 91,000 w horz. vert 580 ft. above average terrain	Dave Lyman, GM Dave Lyman, GSM Jeff Appleton, PD	38 Virginia Place Buffalo, NY 14202 716-882-4300	N/A	McGavren-Guild
WDCX-FM	Buffalo	REL	Crawford Broadcasting	99.5 MHz 110,000 w Non-Directional	Nevin Larson, GM Milt Ellis, GSM Jack DePetris, PD	625 Delaware Avenue Buffalo, NY 14202 716-883-3010	\$18 x 1	N/A
WECK-FM	Cheektowaga	BB	Quid Me Broadcasting	1230 KHz 1,000 w Day/250 Night Non-Directional	Chet Musialowski, GM N/A J. R. Russ, PD	2900 Genesee St. Buffalo, NY 14225 716-894-1230	N/A	Jack Masla Al Ham "MOYL"
WGR-AM	Buffalo	AC	Taft Broadcasting	550 KHz 5,000 w Directional-Night Only	John Soller, GM Richard Aaron, GSM Dave Mason, PD	464 Franklin St. Buffalo, NY 14202 716-881-4555	N/A	Katz Radio
WGRQ-FM	Buffalo	A	Taft Broadcasting	96.9 MHz 12,600 w horz. vert Non-Directional	James Di Figlia, GM Bill Newton, GSM Paul Heine, PD	59 Virginia Place Buffalo, NY 14202 716-881-4555	N/A	Katz Radio Burkhardt/Abrams
WJLJ-AM	Niagara Falls	AC	Niagara Frontier Broadcasting	1440 KHz 1,000 w Non-Directional	Robert Rogers, GM Robert Rogers, GSM Chuck Mandrell, PD	Radio Center 1224 Main St. Niagara Falls, NY 14301 716-285-5795	\$11	N/A
WJYE-FM	Buffalo	BM	McCormick Communications	96.1 MHz 50,000 w 480 ft. above average terrain	Donald Zink, GM Ronald Goldberg, GSM Joe Chille, PD	1700 Rand Bldg Lafayette Square Buffalo, NY 14203 716-856-3550	\$127	Torbet Radio Schulke
WKBW-FM	Buffalo	R	Capital Cities Communications	1520 KHz 50,000 w Directional	Frank Woodbeck, GM Victor Sansone, GSM Neil McGinley, PD	695 Delaware Avenue Buffalo, NY 14209 716-884-5101	N/A	Blair Radio
WLVL-AM	Lockport	AC	Culver Communications	1340 KHz Non-Directional Night Only	Richard Greene, GM Richard Greene, GSM Hank Nevins, PD	320 Michigan St. Lockport, NY 14094 716-443-5944	\$26	PRO Radio

Book After Book After Book...

***At WBEN
Radio
We NEVER
Have To
Change
This
Ad***

*Dear Jerry,
Happy to report another
great book, so again we
will not have to go to the
expense of changing this ad
Sincerely
Jerry Levite*

Reach the 704,000
different people who
listen each week to
WBEN Radio.

WBEN RADIO
AM-FM

**the only
combo buy
in Buffalo!**

No.1*

Total
persons 12+
Exclusive Cumes
Adults 18+
Adults 18-34
Adults 18-49
Adults 25-54

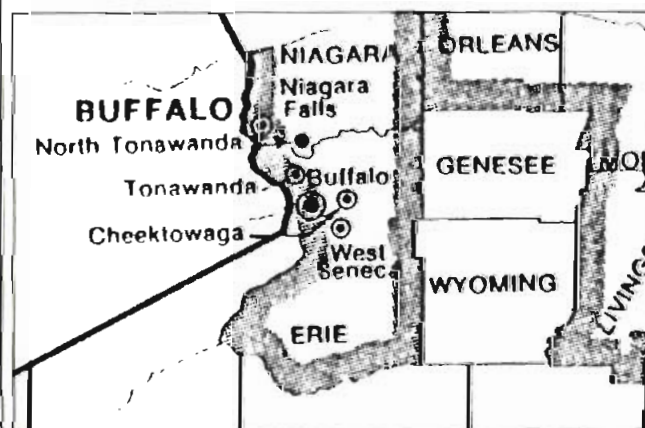
And ... our combined total
week share of audience is
a dominant 20.5 share of
all persons 12+

*Arbitron Spring, 1981
AV 1/4 estimates 6 a.m.-midnight,
Monday-Sunday, Buffalo total area
Estimates subject to limitations
of said report
Represented nationally by

EASTMAN  RADIO, INC

WBEN RADIO
AM-FM

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WNYS-FM	Buffalo	AC	Associated Communications	104.1 MHz 50,000 w 390 ft. above average terrain	Al Ruscito, GM N/A Chuck Johnson, PD	Buffalo Hilton Buffalo, NY 14202 716-854-1120	N/A	Selcom FM 100 Plan
WPHD-FM	Buffalo	A	Howard Communications	103.3 MHz 49,000 w horz/vert 423 ft. above average terrain	Robert Howard, GM Richard Siuta, GSM Harvey Moore, PD	425 Franklin St. Buffalo, NY 14202 716-885-1400	N/A	Major Market
WUFO-AM	Amherst	B	Sheridan Broadcasting	1080 KHz 1,000 w Non-Directional	Terry Swain, GM Jos. Freeman, GSM David Michaels, PD	89 LaSalle Avenue Buffalo, NY 14214 716-834-1080	\$18	Selcom
WWOL-AM	Buffalo	C	Associate Communications	1120 KHz 1,000 w Non-Directional	Al Ruscito, GM Greg Mazurowski, GSM Ken Johnson, PD	Church & Terrace Buffalo, NY 14202 716-854-1120	\$40	RKO Radio Sales
WXRL-AM	Lancaster	C	Dome Broadcasting	1300 KHz 1,000 w Day/2,500 w Night Non-Directional	Louis Schriver, GM Earl Morgan, GSM Louis Schriver, PD	5360 William St. Lancaster, NY 14086 716-681-1313	\$21	Pates/Walton
WYRK-FM	Buffalo	C	Stoner Broadcasting System	106.5 MHz 50,000 w horz/vert 390 ft. above average terrain	Al Fetch, GM Al Fetch, GSM Ken Johnson, PD	5th Floor, Rand Bldg Buffalo, NY 14203 716-852-7444	N/A	McGavren-Guild Century 21
WYSL-AM	Buffalo	AC	Howard Communications	1400 KHz 1,000 w Day/250 w Night Non-Directional	Robert Howard, GM N/A Harvey Moore, PD	425 Franklin St. Buffalo, NY 14202 716-885-1400	N/A	Major Market Peters Productions "Your Music"
WZIR-FM	Niagara Falls	A	Butler Communications	98.5 MHz 46,000 w circular polarized 420 ft. above average terrain	Paul Butler, GM Eugene Hegedus, GSM Dino Matela, PD	2692 Staley Rd Grand Island, NY 14072 716-773-0098	\$40 x 1	Christal Co
WNYS-FM	Buffalo	R	Radio Buffalo	104.1 MHz 50,000 w 390 ft. above average terrain	Al Ruscito, GM Doug Jay, GSM Ray St. James, PD	Buffalo Hilton Buffalo, NY 14202 716-854-1120	N/A	Selcom



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AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

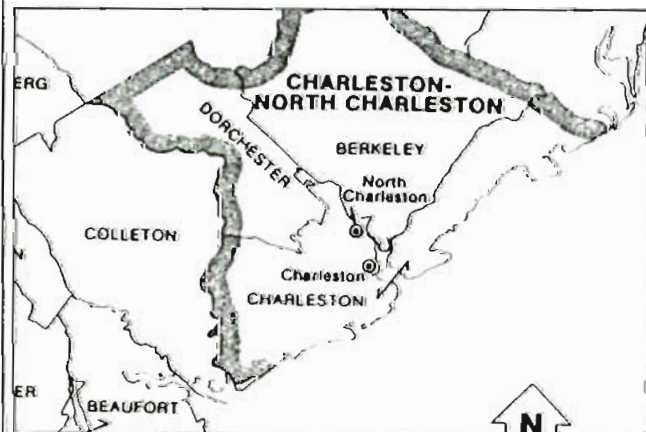
MARKET BY MARKET

CHARLESTON-HUNTINGTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WBER-AM	Moncks Corner	C	Berkeley Broadcasting	950 KHz 500 w Non-Directional	Joseph Cusaac, GM Joseph Cussac, GSM Joseph Cussac, PD	Box 67, 233 E. Main St. Moncks Corner, SC 29461 803-899-2195	\$6	Southern Spot
WCSC-AM	Charleston	AC	WCSC, Inc.	1390 KHz 5,000 w Directional-Night Only	Douglas McFarland, STM Howard Ketter, GSM Bob Casey, PD	Box 186, 485 E. Ray St. Charleston, SC 29402 803-722-7611	N/A	McGavren-Guild
WDWQ-FM	St. George	R	Trident Communications	107.5 MHz 100,000 w 585 ft. above average terrain	Steve Judy, GM Steve Judy, GSM Mike Juston, PD	Box 903-904, Hwy 15 S. St. George, SC 29477 803-563-2772	\$15 x 10	N/A
WEZL-FM	Mt. Pleasant	C	WEZL, Inc.	103.5 MHz 100,000 w 700 ft. above average terrain	C.A. (Buddy) Barton, GM Lee Miller, GSM Charles Lindsey, PD	424 Broadway Mt. Pleasant, SC 29464 803-884-2534	\$46 x 12	Blair Radio
WGCA-AM	Charleston	AC	Charleston Sports Enterprises	1450 KHz 1,000 w Day/250 w Night Directional	Charlie Boswell, GM Joe Bell, GSM	42 Tenth Avenue Charleston, SC 29403 803-722-2652	\$22 x 12	Roslin Radio
WKN-AM	N. Charleston	C	KTM Broadcasting	910 KHz 5,000 w Non-Directional	Bill Dudley, GM Pete Jet, GSM Brad Hoffman, PD	Box 5758, O'Hear Avenue North Charleston, SC 29406 803-554-7154	N/A	Torbet Radio
WKTM-FM	N. Charleston	R	KTM Broadcasting	102.5 MHz 100,000 w horz/vert 700 ft. above average terrain	Bill Dudley, GM Pete Jet, GSM Brad Hoffman, PD	Box 5758, O'Hear Avenue North Charleston, SC 29406 803-554-7154	N/A	Torbet Radio Toby Arnold
WOKE-AM	Charleston	AC	Weaver Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Harry Weaver, GM Gil Kirkman, GSM Harry Weaver, PD	Box 30547 1715 Sam Rittenberg Blvd. Charleston, SC 29407 803-763-1340	\$8	N/A
WPAL-AM	Charleston	B	Brothers Broadcasting	730 KHz 1,000 w Non-Directional	D. Ward Wilson, GM Cleary Butler, GSM Don Kendrick, PD	Box 2828, 218 Rutledge Avenue Charleston, SC 29403 803-722-2730	\$32	Bernard Howard
WQIZ-AM	St. George	REL	Trident Communications	810 KHz 5,000 w Non-Directional	Steve Judy, GM Steve Judy, GSM Bennish Brown, PD	Box 903-904, Hwy 15 S. St. George, SC 29477 803-563-2772	N/A	N/A
WSSX-FM	Charleston	A	Sconnix Broadcasting of S.C.	94.9 MHz 100,000 w horz/vert 700 ft. above average terrain	Randall Odeneal GM Rick Green, GSM Bill Martin, PD	Box 31089, Orange Grove Rd. Charleston, SC 29407 803-556-5660	N/A	Katz Radio
WWWZ-FM	Summerville	B	Attaway Broadcasting Group	93.5 MHz 3,000 w horz/vert 510 ft. above average terrain	Ken Goodman, GM Walter Green, GSM Chuck Hayward, PD	Box 30669 Charleston, SC 29407 803-556-9132	N/A	PRQ Radio

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WXTG-FM	Charleston	BM	WCSC, Inc.	96.9 MHz 100,000 w horz/vert 782 ft. above average terrain	Tom Burkhardt, GM Howard Keller, GSM Bill Breland, PD	Box 186, 485 E. Bay St. Charleston, SC 29402 803-722-7611	N/A	McGraw-Hill



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CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

CHARLOTTE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAME-AM	Charlotte	REL	Swaggert Broadcasting	1480 KHz 5,000 w Directional	Jim Bell, GM N/A Cornell McGee, PD	301 East Blvd. Charlotte, NC 32068 704-377-5916	N/A	N/A
WAYS-AM	Charlotte	T	Sis Radio Inc.	610 KHz 5,000 w Day/1,000 w Night Dir - Sep. patterns day & night	Sis Kaplan, GM Susan Gilmore, GSM Scott Stale, PD	400 Radio Rd. Charlotte, NC 28216 704-392-6191	N/A	Eastman Radio
WBCY-FM	Charlotte	R	Jefferson-Pilot Broadcasting	107.9 MHz 100,000 w 980 ft. above average terrain	William Jennings, Jr., GM Robert Stultz, GSM Bob Kaghan, PD	One Julian Price Place Charlotte, NC 28208 704-374-3500	N/A	Blair Radio
WBT-AM	Charlotte	AC	Jefferson-Pilot Broadcasting	1110 KHz 50,000 w Directional-Night Only	William Jennings, Jr., GM Robert Stultz, GSM Dave Bishop, PD	One Julian Price Place Charlotte, NC 28208 704-374-3500	N/A	Blair Radio
WEZC-FM	Charlotte	BM	E.Z. Communications	104.7 MHz 100,000 w 1,240 ft. above average terrain	Gary Brobst, GM Bob Wood, GSM Gary Michaels, PD	Box 30247 137 S. Kings Dr. Charlotte, NC 28230 704-372-1106	N/A	Torbet Radio
WGIV-AM	Charlotte	R	Harris Communications	1600 KHz 1,000 w Day/500 w Night Directional-Night Only	Hal Harrill, GM Hal Harrill, GSM Hal Harrill, PD	Box 3856 Charlotte, NC 28203 704-333-0131	N/A	Selcom
WGNC-AM	Gastonia	BM	Catherine McSwain	1450 KHz 1,000 w Day/250 w Night Non-Directional	Douglas McSwain, GM Carl Rhine, GSM N/A	Box 2187 Gastonia, NC 28052 704-865-8501	\$4	N/A
WIST-AM	Charlotte	R	Metroline Broadcasting	1240 KHz 1,000 w Day/250 w Night Directional	Dave Anderson, GM Dave Anderson, GSM Lee Michaels, PD	Box 9466 1418 Elizabeth Ave. Charlotte, NC 28299 704-376-3511	N/A	PRO Radio
WIXE-AM	Monroe	C	Monroe Broadcasting	1190 KHz 1,000 w Non-Directional	Ray Atkins, GM John Griffin, GSM Dwayne Stegall, PD	Box 1007 1700 Buena Vista Drive Monroe, NC 28110 704-289-2525	\$12 x 1	C.K. Beaver
WLVV-FM	Statesville	AC	Capitol Broadcasting Corp.	96.9 MHz 100,000 w 499 ft. above average terrain	Larry Rouse, GM Reta Thorne, GSM Keith Smith, PD	5237 Albemarle Rd., Suite 229 Charlotte, NC 28212 704-579-9588	N/A	Katz Radio
WPEG-FM	Concord	B	Concord-Kannapolis Broadcasting	97.9 MHz 20,000 w horz/vert 110 ft. above average terrain	William Rollins, GM Nancy Cooper, GSM Fred Graham, PD	Box 128 520 Hwy. 29 N. Concord, NC 28025 704-786-9111	\$57	Bernard Howard Drake-Chenault
WROQ-FM	Charlotte	A	Sis Radio, Inc.	95.1 MHz 100,000 w horz/vert 374 ft. above average terrain	Sis Kaplan, GM Richard Hershaw, GSM Jim Ballard, PD	400 Radio Rd. Charlotte, NC 28216 704-392-6191	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WSOC-AM	Charlotte	BB	Cox Broadcasting	930 KHz 5,000 w Day/1,000 w Night Non-Directional	Lee Morris, GM Roger Matney, GSM Don Bell, PD	1901 N. Tryon St. Charlotte, NC 28206 704-335-4700	N/A	Christal Company Toby Arnold
WSOC-FM	Charlotte	C	Cox Broadcasting	103.7 MHz 100,000 w horz/vert 1,040 ft. above average terrain	Lee Morris, GM Roger Matney, GSM Don Bell, PD	1901 N. Tryon St. Charlotte, NC 28206 704-335-4700	N/A	Christal Company TM Programming
WZXI-FM	Gastonia	AC	WZXI (FM)	101.9 MHz 100,000 w horz/vert 1,040 ft. above average terrain	Jerry McSwain, GM Jim Turner, GSM Dean McTindal, PD	Box 2187 1700 N. Broadcast St. Gastonia, NC 28052 704-865-8501	\$30 x6	Jack Masla



FORMAT DESCRIPTIONS

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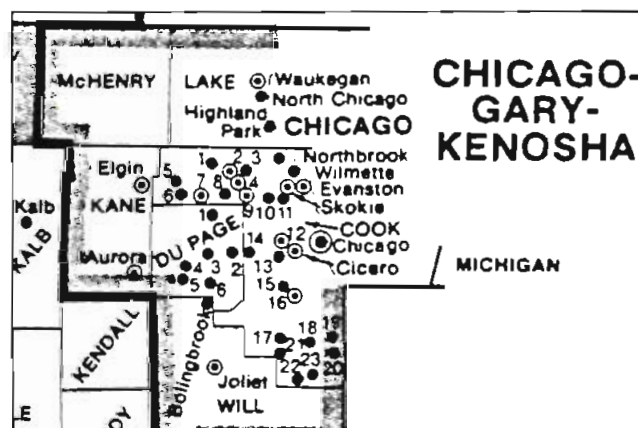
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B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
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CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

CHICAGO



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIT-AM	Chicago	MM	Century Broadcasting	820 KHz 5,000 w Day/1,000 w Night Directional Night Only	Harvey Wittenberg, GM Jack Bivans, GSM Darrel Peters, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-3100	\$100	Katz Radio FM 100 Plan
WBBM-AM	Chicago	N	CBS Inc.	730 KHz 50,000 w Non-Directional	Gregg Peterson, GM Jay Jordan, GSM Joe Durso, Jr., PD	630 N. McClurg Court Chicago, IL 60611 312-944-6000	N/A	CBS Radio Spot Sales
WBBM-FM	Chicago	R	CBS, Inc.	96.3 MHz 6,200 w horz/vert 1,174 ft. above average terrain	Brian Pussilano, GM Michael Murphy, GSM Buddy Scott, PD	630 N. McClurg Court Chicago, IL 60611 312-944-6000	N/A	CBS/FM Nat'l Sales Mike Joseph's "Hot Hits"
WBMX-FM	Oak Park	B	Sonderling Radio Corp.	102.7 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Kernie Anderson, GM Richard Barnett, GSM Lee Michaels, PD	408 S. Oak Park Avenue Oak Park, IL 60302 312-626-1030	\$200	Jack Masla
WCFL-AM	Chicago	AC	Mutual Broadcasting	1,000 KHz 50,000 w Dir.-Sep. patterns Day/Night	William C. O'Donnell, GM Cheryl Goeplert, GSM Dean Richards, PD	Marina City Comm. Bldg. 300 N. State St. Chicago, IL 60610 312-836-1000	N/A	Bernard Howard
WCLR-FM	Skokie	AC	Bonneville Int'l	101.9 MHz 4,600 w horz/vert 1,520 above average terrain	Chel Redpath, GM Chuck Tweedle, GSM Dave Marlin, PD	The WCLR Building 8833 Gross Point Rd Skokie, IL 60077 312-677-5900	N/A	Torbet Radio
WFMT-FM	Chicago	CL	WFMT Inc.	98.7 MHz 16,000 w horz/vert 1,167 ft. above average terrain	Raymond Nordstrand, GM Rich Marschner, GSM Norm Pellegrini, PD	Three Illinois Center 303 E. Wacker Drive Chicago, IL 60601 312-565-5060	\$140 x 6	Concert Music Broadcast Sales
WFYR-FM	Chicago	AC	RKO	103.5 MHz 4,300 w horz/vert 1,552 ft. above average terrain	Jim Barker, GM Drew Horowitz, GSM Jack Kelly, PD	130 E. Randolph-Prud. Plaza Chicago, IL 60601 312-861-8100	N/A	RKD Radio
WGCI-FM	Chicago	B	Gannett	107.5 MHz 33,000 w horz/vert 600 ft. above average terrain	Marv Dyson, GM Abe Thompson, Jr., GSM Rich Pezue, PD	6 N. Michigan Avenue Chicago, IL 60602 312-984-1450	N/A	Selcom
WGN-AM	Chicago	T	WGN Continental Broadcasting	720 KHz 50,000 w Non-Directional	Wayne R. Vriesman, STM Donald D. DeCarlo, SM Dan Fabiani, PD	2501 Bradley Place Chicago, IL 60618 312-528-2311	N/A	Christal Company
WIND-AM	Chicago	T	Westinghouse Broadcasting	560 KHz 5,000 w Dir.-Sep. patterns day & night	David Graves, GM Ron Jamison, GSM Susan Eggleston, PD	625 N. Michigan Avenue Chicago, IL 60611 312-751-5560	N/A	RAR
WJJD-AM	Chicago	BB	Plough Broadcasting	1160 KHz 50,000 w Directional	George Dubinetz, GM Craig Collins, GSM Art Wander, PD	180 N. Michigan Avenue Chicago, IL 60601 312-977-1800	\$160	Major Market Al Ham's "MOYL"

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WJEZ-FM	Chicago	C	Plough Broadcasting	104.3 MHz 18,500 w horz/vert 820 ft. above average terrain	George Dubinetz, GM Craig Collins, GSM Art Wander, PD	180 N. Michigan Avenue Chicago, IL 60601 312-977-1800	N/A	Major Market
WJPC-AM	Chicago	B	Atlas Communications	950 KHz 1,000 w Day 5,000 w Night Non-Directional	Charles Mootry, GM Gregory Brown, GSM Jerry Boulding, PD	829 S. Michigan Avenue Chicago, IL 60605 312-322-9400	\$100	N/A
WKQX-FM	Chicago	R	NBC	101.1 MHz 6,000 w horz/vert 1,170 ft. above average terrain	James F. Smith, GM G. Michael Donovan, GSM Randy Lane, PD	Merchandise Mart Chicago, IL 60654 312-861-5555	\$200	Eastman Radio
WLAK-FM	Chicago	BM	Viacom	93.9 MHz 4,600 w horz/vert 1,530 ft. above average terrain	James E. Haviland, GM Michael Murphy, GSM Jack Lee, PD	400 N. Michigan Avenue Suite 1200 Chicago, IL 60611 312-329-9002	\$200	McGavren-Guild Bonneville
WLOO-FM	Chicago	BM	Century Broadcasting	100.3 MHz 6,200 w horz/vert 1,167 ft. above average terrain	Darrel Peters, GM Jack Bivans, GSM Darrel Peters, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-3100	\$350	Katz Radio FM 100 Plan
WLS-AM	Chicago	R	ABC	890 KHz 50,000 w Non-Directional	John Gehron, GM Craig B. McKee, GSM R. Lippincott, PD	360 N. Michigan Avenue Chicago, IL 60601 312-984-0890	N/A	Blair Radio
WLS-FM	Chicago	R	ABC	94.7 MHz 6,200 w horz/vert 1,170 ft. above average terrain	John Gehron, GM Craig B. McKee, GSM R. Lippincott, PD	360 N. Michigan Avenue Chicago, IL 60601 312-984-0890	N/A	Blair Radio
WLUP-FM	Chicago	A	Hefel Broadcasting	97.9 MHz 6,000 w horz/vert 1,170 ft. above average terrain	James E. DeCastro, GM Linda Lyke, GSM Kim Kelly, PD	875 N. Michigan Avenue Chicago, IL 60611 312-440-5270	\$225	Major Market Sebastian
WMAQ-AM	Chicago	C	NBC	670 KHz 50,000 w Non-Directional	J. David Martin, GM James Kezios, GSM Ted Cramer, PD	Merchandise Mart Chicago, IL 60654 312-861-5555	N/A	Eastman Radio
WMET-FM	Chicago	A	Metromedia	95.5 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Carl Brazell, GM Bob Gould, GSM Trip Reeb, PD	444 N. Michigan Avenue Chicago, IL 60611 312-828-9191	\$225	Katz Radio
WNIB-FM	Chicago	CI	Northern Illinois Broadcasting	97.1 MHz 5,600 w 1,196 ft. above average terrain	Sonia Florian, GM Ron Ray, PD	12 E. Delaware Pl. Chicago, IL 60611 312-337-5252	\$60 x12	Unirep
WPMH	Portsmouth	REL	Chesapeake-Portsmouth Broadcasting Corp	1010 KHz 5,000 w Day Only Direct	Les Litchfield, GM Allan Gumba, GSM	Box 1010 No. 1 Memory Lane Portsmouth, VA 23705 804-488-8366	\$7.45	
WUSN-FM	Chicago	C	First Media	99.5 MHz 6,000 w horz/vert 1,170 ft. above average terrain	Charles Antique, GM Lois Gredell, GSM Lee Logan, PD	875 N. Michigan Avenue Chicago, IL 60611 312-649-0099	N/A	N/A



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CINCINNATI



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBLZ-FM	Hamilton	B	Beni Broadcasting Associates	103.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Peter Eden, GM Peter Eden, GSM N/A	106 Glenwood Ave. Cincinnati, OH 45217 513-281-7180	\$60 x 12	Hillier
WCIN-AM	Cincinnati	AC	Beni Broadcasting Assoc.	1480 KHz 5,000 w Day/500 w Night Directional	Peter Eden, GM Peter Eden, GSM Everett Cork, PD	106 Glenwood Ave. Cincinnati, OH 45217 513-281-7180	\$60 x 12	Hillier
WCKY-AM	Cincinnati	N/T	Federated Media	1530 KHz 50,000 w Directional-Night Only	Phillip McDonald, GM Mike Gaier, GSM Jim Glass, PD	501 Carew Tower Cincinnati, OH 45202 513-241-6565	N/A	Eastman Radio
WEBN-FM	Cincinnati	A	Circe Communications	102.7 MHz 31,000 w horz/vert 610 ft. above average terrain	Frank Wood, GM David Macejko, GSM Denton Marr, PD	2724 Erie Avenue Cincinnati, OH 45208 513-871-8500	N/A	Torbet Radio Sebastian
WHKK-FM	Erlanger Cincinnati	REL	Christian Broadcasting	100.9 MHz 3,000 w	Norman Cox, GM N/A N/A	100 Commonwealth Ave. Erlanger, KY 41018 606-727-2500	\$8	N/A
WKRC-AM	Cincinnati	AC	Taft Broadcasting	550 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns Day & Night	Harold Calvin, GM Christopher Wheat, GSM Randy Michaels, PD	1906 Highland Ave. Cincinnati, OH 45219 513-381-5500	N/A	Katz Radio
WKRQ-FM	Cincinnati	R	Taft Broadcasting	101.9 MHz 25,000 w horz/vert 660 ft. above average terrain	Mark Hubbard, GM Tim McNeerney, GSM Jim Fox, PD	1906 Highland Ave. Cincinnati, OH 45219 513-381-5500	N/A	Katz Radio
WLW-AM	Cincinnati	AC	Mariner Comm. Corp.	700 KHz 50,000 w Non-Directional	Bernhard Kvale, GM James Meyer, GSM Bill Stedman, PD	3 E. Fourth St. Cincinnati, OH 45202 513-241-9597	\$170	CBS Radio Bernhard Kvale
WLYK-FM	Millford	BM	Perry Broadcasting	107.1 MHz 3,000 w 300 ft. above average terrain	Jerry Leshner, GM Perry Samuels, GSM Ellen Samuels, PD	Box 216 Millford, OH 45150 513-831-9595	\$25	Herbert Groskin Bonneville
WMLX-AM	Cincinnati	BB	Plough Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Bob English, GM Terry Dean, GSM Mike McCoy, PD	Box 1232, 225 E. 6th St. Cincinnati, OH 45201 513-621-6960	N/A	McGavren-Guild Al Ham's "MOYL"
WNOP-AM	Newport	J	Albert Willi Vontz	740 KHz 1,000 w Directional	Don Meineke, GM N/A Ray Scott, PD	Box 740 Newport, KY 41072 606-581-7100	\$40	N/A
WRRM-FM	Cincinnati	AC	Susquehanna	98.5 MHz 15,000 w horz/vert 810 ft. above average terrain	George Hyde, GM Gordon Obarski, GSM Tom Walker, PD	1223 Central Pkwy. Cincinnati, OH 45214 513-241-9898	\$120	Blair Radio
WSAI-AM	Cincinnati	C	Booth Broadcasting	1360 KHz 5,000 w Directional-Night Only	Jim Wood, GM Jim Gnau, GSM Dale Turner, PD	2601 W. Eighth St. Cincinnati, OH 45204 513-251-5700	\$75	Christal Co.

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WSAI-FM	Cincinnati	C	Booth Broadcasting	94.1 MHz 32,000 w 550 ft. above average terrain	Jim Wood, GM Jim Gnaiz, GSM Dale Turner, PD	W. 8th St. & Matson Pl. Cincinnati, OH 45204 513-251-5700	\$75	Christal Co.
WSKS-FM	Hamilton	A	Mariner Communications	96.5 MHz 15,000 w 810 ft. above average terrain	Barry Hersh, GM Dennis Hensley, GSM Mike McConnell, PD	96 Stereo Ln./770 New London Hamilton, OH 45013 513-868-3696	\$42	CBS/FM
WTSJ-AM	Cincinnati	REL	Jacor Broadcasting of S.W. Ohio	1050 KHz 1,000 w Non-Directional	David Prince, GM Walter Bohm, GSM Marnie Vail, PD	Suite 420, 620 Main Cincinnati, OH 45202 513-579-8080	\$20 x 6	N/A
WYYS-FM	Fairfield	AC	Hefel	94.9 MHz 27,000 w horz/vert 640 ft. above average terrain	Tim Montgomery, GM Frank Kockritz, GSM Ken Rogers, PD	1132 W. Kemper Rd. Cincinnati, OH 45240 513-825-5400	\$29 x 12	Major Market
WUBE-FM	Cincinnati	C	Plough Broadcasting	105.1 MHz 11,000 w horz/vert 920 ft. above average terrain	Bob English, GM Terry Dean, GSM Duke Hamilton, PD	Box 1232, 225 E. 6th St. Cincinnati, OH 45201 513-621-6960	N/A	McGavren-Guild
WWEZ-FM	Cincinnati	BM	Federated Media	92.5 MHz 11,200 w horz/vert 905 ft. above average terrain	Steve Kline, GM Mike Gavin, GSM Mike Davidson, PD	520 Carew Tower Cincinnati, OH 45202 513-241-6565	\$80	Eastman Radio



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B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDS
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		



WMMMS 101 FM

 A MALRITE STATION

**Where
Cleveland
ROCKS!**



**#1 18-34 ADULTS 21 CONSECUTIVE
ARBITRON RATING PERIODS!***



**ROLLING STONE MAGAZINE RADIO
STATION OF THE YEAR 3 TIMES
IN A ROW!**

**CONSISTENCY— THE MARK
OF A TRUE CHAMPION!**

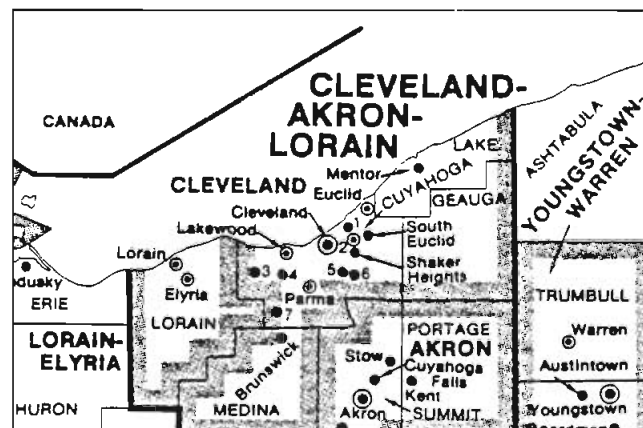
*OCT/NOV 1975 THROUGH SPRING 1982, EXCLUDING
1981 SUMMER ARB, DUE TO NON-SUBSCRIPTION. (AVG. QTR. HR.,
METRO, MON - SUN, 6 AM - MID.)

CLEVELAND



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WABQ-AM	Cleveland	B	WABQ, Inc.	1540 KHz 1,000 w Non-Directional	Michael Gallagher, GM Michael Gallagher, GSM Michael Gallagher, PD	8000 Euclid Avenue Cleveland, OH 44103 216-231-8005	N/A	Lotus Reps.
WBBG-AM	Cleveland	BB	Embrescia Communications	1260 KHz 5,000 w Directional	Thomas Embrescia, GM James Embrescia, GSM Jim Davis, PD	3940 Euclid Avenue Cleveland, OH 44115 216-391-1260	\$76 x 6	Torbert Radio FairWest
WCLV-FM	Cleveland	CL	Radio Seaway	95.5 MHz 27,000 w 640 ft. above average terrain	C.K. Patrick, GM Harry Dennis, GSM Robert Conrad, PD	Penthouse East Terminal Tower Cleveland, OH 44113 216-241-0900	\$55 x 6	Concert Music
WDBN-FM	Medina	BM	WDBN, INC.	94.9 MHz 118,000 w horz/vert 430 ft. above average terrain 24 hours daily	Robert McBride Miller, GM Roger Mackail, GSM Pam Miller, PD	4986 Gateway Drive Medina, OH 44256 216-225-9300	\$36	Jack Masla FM100 Plan
WDMT-FM	Cleveland	B	Beasley Broadcast Group	107.9 MHz 70,000 w horz/vert 390 ft. above average terrain	William Becker, GM Jerry Miller, GSM Bobby Majic, PD	Box 298 14781 Sperry Rd. Newbury, OH 44065 216-338-3108	\$70 x 6	Bernard Howard
WDOX-FM	Cleveland	BM	Gannett	102.1 MHz 50,000 w horz/vert 370 ft. above average terrain	Peter Irmler, GM Tom Wilson, GSM Neil Hershberger, PD	The Park 1250 Superior Avenue Cleveland, OH 44114 216-781-1100	N/A	Eastman Radio Churchill
WERE-AM	Cleveland	N/T	Chester Broadcasting (G.C.C. Communications)	1300 KHz 5,000 w Directional	Kim Colebrook, GM William Snow, GSM Len Will, PD	1500 Chester Ave. Cleveland, OH 44114 216-696-1300	\$122	Major Market
WGAR-AM	Cleveland	AC	Nationwide	1220 KHz 50,000 w Directional	Harold Hinson, GM Bill Enders, GSM Mike Scott, PD	Broadcast Park 9446 Broadview Rd. Cleveland, OH 44114 216-526-6700	N/A	Blau Radio
WGCL-FM	Cleveland	AC	G.C.C. Communications of Cleveland	98.5 MHz 40,000 w horz/vert 600 ft. above average terrain	Kim Colebrook, GM William Snow, GSM Bob Travis, PD	1500 Chester Avenue Cleveland, OH 44114 216-861-0700	N/A	Major Market
WHK-AM	Cleveland	C	Malrite Broadcasting	1420 KHz 5,000 w Directional Night Only	Ronald Jones, GM Lonnie Gronek, GSM Joe Raab, PD	Euclid Avenue at E 12th Street Cleveland, OH 44115 216-781-1420	N/A	Katz Radio
WJMO-AM	Cleveland Heights	B	Friendly Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Curtis Shaw, GM Van Lane, GSM Eric Stone, PD	11821 Euclid Avenue Cleveland, OH 44106 216-795-1212	N/A	Jack Masla

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WJW-AM	Cleveland	AC	Lake Erie Radio	850 KHz 10,000 w Day/5,000 w Night Directional	Arl Caruso, GM Ron Brennan, GSM Merle Pollis, PD	13461 Ridge Rd. Cleveland, OH 44133 216-237-8000	\$70 x 6	Christal Company
WKSW-FM	Cleveland	C	Nationwide Communications	99.5 MHz 50,000 w horz/vert 500 ft. above average terrain	David Gerard, GM Mark Biviano, GSM Jon Olson, PD	One Playhouse Square Cleveland, OH 44115 216-696-2455	\$71 x 6	Blair Radio
WLYT-FM	Cleveland Heights	R	Friendly Broadcasting	92.3 MHz 27,000 w 234 ft. above average terrain	Curt Shaw, GM Tom Kroh, GSM Tim Spencer, PD	2156 Lee Rd. Cleveland Heights, OH 44118 216-371-3534	N/A	Jack Masia
WMMS-FM	Cleveland	A	Maine Broadcasting	100.7 MHz 32,000 w horz/vert 600 ft. above average terrain	Walt Tiburski, GM Brian Baylog, GSM John Gorman, PD	Euclid Avenue at E 12th Street Cleveland, OH 44115 216-781-9667	N/A	Katz Radio Sebastian
WQAL-FM	Cleveland	BM	Gulf Broadcast Group	104.1 MHz 7,800 w circular polarized 1,060 ft. above average terrain	Bob Mills, GM Bill Scull, GSM Lou Salatin, PD	3101 Euclid Avenue Cleveland, OH 44115 216-391-6666	N/A	McGavren-Guild Bonneville
WWWE-AM	Cleveland	C	Pacific and Southern	1100 KHz 50,000 w Non-Directional	Tom Wilson, GM Dean Smith, GSM Norm Pringle, PD	The Park 1250 Superior Avenue Cleveland, OH 44114 216-781-1100	N/A	Eastman Radio
WWMW-FM	Cleveland	R	M105 Associates	105.7 MHz 27,000 w horz/vert 900 ft. above average terrain	Thomas Embrescia, GM James Embrescia, GSM Phil DeMarne, PD	3940 Euclid Avenue Cleveland, OH 44115 216-391-1260	\$100 x 6	Torbet Radio
WZAK-FM	Cleveland	B	Trans-World Broadcasting	93.1 MHz 27,500 w horz/vert 620 ft. above average terrain	Xenophon Zapia, GM Michael Hilber, GSM Lynn Toller, PD	1303 Prospect Avenue Cleveland, OH 44115 216-621-9300	\$55	Selcom Regional Reps
WZZP-FM	Cleveland	AC	Booth Broadcasting	106.5 MHz 7,800 w horz/vert 1,060 ft. above average terrain	Gordon Stenback, GM Anthony Gazzana, GSM Bob McKay, PD	One Radio Lane Cleveland, OH 44114 216-696-4444	\$102	Christal Company Regional Reps.



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CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

COLUMBIA, SC



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCOS-AM	Columbia	C	WCOS, Inc.	1400 KHz 1,000 w Day/250 w Night Non-Directional partial simulcast	Jake Bogan, GM Jimmy Collins, GSM Jim Rice, PD	Box 748, 2440 Millwood Ave. Columbia, SC 29202 803-256-7348	\$80 w FM \$24 individ.	McGavren-Guild
WCOS-FM	Columbia	C	WCOS, Inc.	97.9 MHz 50,000 w circular polarized 450 ft. above average terrain partial simulcast	Jake Bogan, GM Jimmy Collins, GSM Jim Rice, PD	Box 748, 2440 Millwood Ave. Columbia, SC 29202 803-256-7348	\$80 w AM \$64 individ.	McGavren-Guild
WDWO-FM	St. George	A	Trident Communications	107.5 MHz 100,000 w	Steve Judy, GM Steve Judy, GSM Michael Justin, PD	P.O. Box 903 St. George, SC 29477 803-723-5119	N/A	Selcom
WIGL-FM	Orangeburg	C	Key Marker Communication	106.7 MHz 100,000 w 600 ft. above average terrain	Tom Love, GM Thom Pennington, GSM Charles Boswell, PD	Box 5106 Columbia, SC 29250 803-765-2520	\$28	Eastman Radio
WIS-AM	Columbia	AC	Cosmos Broadcasting	560 KHz 5,000 w Directional-Night Only	Dick Coulter, GM Jim Swallow, GSM Mike Collins, PD	Box 21567, 1 Wis Ln. Columbia, SC 29221 803-772-5600	\$48	Christal Co.
WLFF-AM	Cayce	B/M	Southcom, Inc.	620 KHz 1,000 w Non-Directional	Daniel Cowell, GM C.J. (Buster) White, STM C.J. White, GSM Dave McIntosh, PD	P.O. Box 620, 1303 State St. Columbia, SC 29202 803-796-9533	\$15	Dora-Clayton Al Ham RAYL
WNOK-AM	Columbia	AC	Audubon Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	William McElveen, GM Charles Snyder, GSM Emily Chaulker, OM	Box 50568, 1717 Gervais St. Columbia, SC 29250 803-771-0235	\$18	Blair Radio
WNOK-FM	Columbia	AC	Audubon Broadcasting	104.7 MHz 100,000 w 450 ft. above average terrain	William McElveen, GM Charles Snyder, GSM Tom Anderson, OM	Box 50568, 1717 Gervais St. Columbia, SC 29250 803-771-0235	\$125 w AM	Blair Radio
WQIC-FM	Columbia	B	Nuance Corp.	1320 MHz 5,000 w Day/1,000 w Night Directional-Night Only	Jesse Bowers, GM Jesse Bowers, GSM Mickey Arnold, PD	Box 565 Columbia, SC 29202 803-791-1320	\$35	Eastman Radio
WQIZ-AM	St. George	B	Trident Communications	810 KHz 5,000 w Day-Only	Steve Judy, GM Steve Judy, GSM Bennish Brown, PD	P.O. Box 903 St. George, SC 29477 803-723-5119	\$10	Selcom
WQXL-AM	Columbia	REL	Metro Communications	1470 KHz 5,000 w Day/500 w Night Directional	Dorothy Akler, GM Ben Byrd, GSM Mary Ellen Colin, PD	Box 3277, 1303 Sunset Dr. Columbia, SC 29230 803-779-7910	\$3	Busby, Finch
WSCQ-FM	West Columbia	AC	Congaree Broadcasters	100.1 MHz 2,400 watts vert 330 ft. above average terrain	David Wright, GM John Carroll, STM Dennis Waldrop, GSM Gene McKay, PD	Box 888 1440 Knox Abbott Dr. West Columbia, SC 29169 803-796-9060	\$34	Southern Spot

NUMBER ONE WITH BOTH TEENS AND ADULTS. INCREDIBLE.

A lot of the young people who are tuned in to WNOK-FM are older than you might think. Because we're not only number one with Columbia's teenagers, but also with Columbia's adults. So, no matter who you need to talk to, you'll find them all in one place: listening to our station.

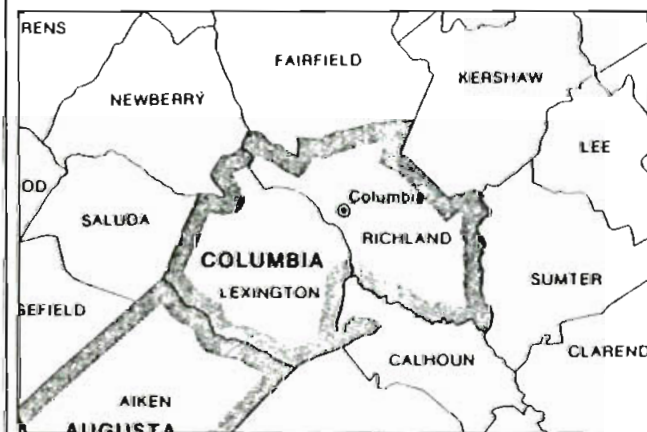
AUDIENCE	SHARE	RANK
Teens 12-17	32.3	# 1
Adults 18-34	27.7	# 1
Adults 25-49	18.4	# 1

WNOK-FM

P.O. Drawer 50568 • Columbia, South Carolina 29250 • Telephone 803-771-0105 • Represented By Blair Radio

Source. Spring 1982 Arbitron, Teens 12-17, Adults 18-34, Adults 25-49,
M.S.A., A.Q.H., MON-SUN, 6AM-12MID, Subject To Limitations Given In The Report

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WWDM-FM	Sumter	B	Gamecock City Broadcasting	101.3 MHz 100,000 w 629 ft. above average terrain	Leroy Durant, GM Steve Patterson, GSM Barbara Taylor, PD	Drawer 38, Bradham Blvd. Sumter, SC 29150 803-495-2558	\$41	Bernard Howard
WZLD-FM	Cayce Columbia AC		WZLD, Inc.	96.7 MHz 3,000 w horiz/vert 650 ft. above average terrain	Frank Baker, GM Frank Baker, GSM Chuck Finley, PD	2334 Airport Blvd West Columbia, SC 29169 803-796-8896	\$55	Selcom



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C	— COUNTRY	SP	— SPANISH
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D	— DISCO	T	— TALK
J	— JAZZ		

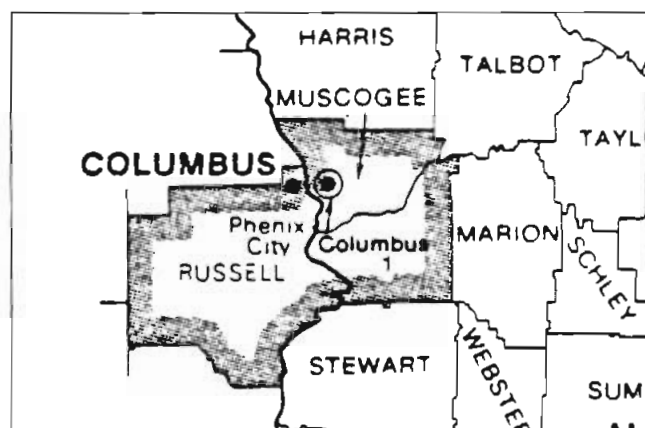
MARKET BY MARKET

COLUMBUS, OH



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBBY-AM	Westerville	BB	Mid-Ohio Communications	103.9 KHz 2,000 w horz/vert 360 ft. above average terrain	David Freeman, GM N/A Tim Hodges, PD	Box 14 Westerville, OH 43081 614-891-1829	\$25 x 6	Roslin Radio
WBNS-AM	Columbus	AC	RadiOhio	1460 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Thomas Stewart, GM Tom Caputo, GSM Gary Parks, PD	62 E. Broad St. Columbus, OH 43215 614-460-3850	\$177 comb. w/FM	Blair Radio The Lund Consultants
WBNS-FM	Columbus	BM	RadiOhio	97.1 MHz 26,000 w horz/vert 660 ft. above average terrain	Thomas Stewart, GM Tom Caputo, GSM Gary Parks, PD	62 E. Broad St. Columbus, OH 43215 614-460-3850	\$177 comb. w/AM	Blair Radio
WCOL-AM	Columbus	BB	Great Trails Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Don Morris, GM Thomas Simkins, GSM Harry Valentine, PD	195 E. Broad St. Columbus, OH 43215 614-221-7811	\$100 x 6	Eastman Radio Al Ham "MOYL"
WHOK-FM	Lancaster	C	WHOK	95.5 MHz 50,000 w horz/vert	Stan Robinson, GM Stan Robinson, GSM Max Rames, PD	1660 Col-Lanc Rd., N.W. Lancaster, OH 43130 614-653-4373	N/A	Regional Reps. P/W Radio
WLOH-AM	Lancaster	AC	WHOK	1320 KHz 1,000 w Non-Directional	Stan Robinson, GM Max Rames, GSM Greg Shepherd, PD	1660 Col-Lanc Rd., N.W. Lancaster, OH 43130 614-653-4373	\$14.95	Regional Reps. P/W Radio
WLVO-FM	Columbus	A	Tell Broadcasting	96.3 MHz 40,000 w horz/vert 570 ft. above average terrain	David Crowl, GM Tom Thon, GSM Pat Still, PD	42 E. Gay St. Columbus, OH 43215 614-224-1271	N/A	Katz Radio
WMNI-AM	Columbus	C	North American Broadcasting	920 KHz 1,000 w Day/500 w Night Directional	Mark Jividen, GM James Rapp, GSM Steve Cantrell, PD	Southern Hotel Main & High Sts. Columbus, OH 43215 614-221-1354	\$90	McGraw-Hill
WNCI-FM	Columbus	IR	Nationwide Communications	97.9 MHz 175,000 w 565 ft. above average terrain	Art Ortega, GM Dennis Vincent, GSM Tom Watson, PD	4900 Sinder Rd. Columbus, OH 43229 614-846-3303	\$130	Christal Company
WRFO-AM	Columbus - Worthington	REL	Salerno Media Management	860 KHz 5,000 w Non-Directional	Richard McIntosh II, GM Christine Sams, GSM Boyce Lancaster, PD	N. High St. & E. Powell Columbus, OH 43285 614-885-5342	N/A	McGraw-Hill
WRMZ-FM	Columbus	BM	North American Broadcasting	99.7 MHz 50,000 w horz/vert 542 ft. above average terrain	Mark Jividen, GM James Rapp, GSM Damon Sheridan, PD	Southern Hotel Columbus, OH 43215 614-221-1354	\$75	McGraw-Hill Century 21
WSNY-FM	Columbus	AC	Franklin Communications	94.7 MHz 29,000 w Non-Directional	Steve Jobs, GM Skip Bedarczyk, GSM N/A	4401 Carriage Hill Lane Columbus, OH 43226 614-454-2191	\$65	Major Market

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTVN-AM	Columbus	AC	Taft Broadcasting	610 KHz 5,000 w Directional-Night Only	Perry Frey, GM Ed Sander, GSM Jack Fitzgerald, PD	42 E. Gay St. Columbus, OH 43215 614-224-1271	N/A	Katz Radio
WVKK-AM	Columbus	B	Josephson International	1580 KHz 1,000 w Directional	Stephen Joos, GM Lorraine Golden, GSM Kirk Bishop, PD	4401 Carriage Hill Lane Columbus, OH 43220 614-451-2191	N/A	Bernard Howard
WXGT-FM	Columbus	R	Great Trails Broadcasting	92.3 KHz 50,000 w horz/vert 311 ft. above average terrain	Dan Morris, GM Thomas Simkins, GSM Harry Valentine, PD	195 E. Broad St. Columbus, OH 43215 614-221-7811	\$100 x 6	Eastman Radio



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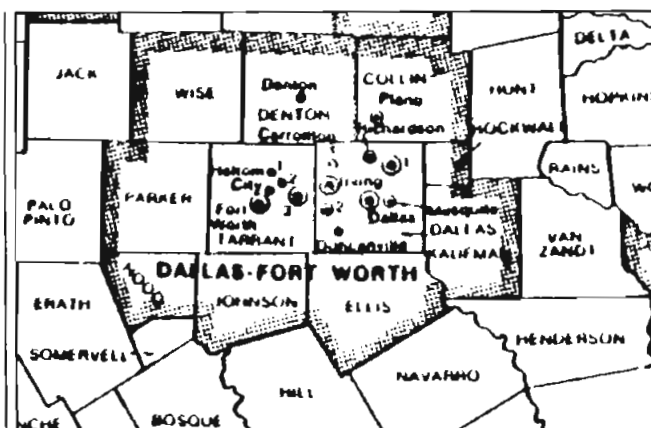
A — ALBUM ROCK	MM — MELLOW MUSIC
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C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

DALLAS-FT. WORTH



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAAM-AM	Dallas	O	Bonneville International	1310 KHz 5,000 w Day/2,000 w Night Directional Night Only	Bill Steding, GM Bill Harrison, GSM John Shomby, PD	Suite 512 12700 Park Central Drive Dallas, TX 75251 214-386-6100	N/A	Torbel
KAFM-FM	Dallas	R	Bonneville International	92.5 MHz 100,000 w 1685 ft. above average terrain	Bill Steding, GM Bill Harrison, GSM John Shomby, OM	Suite 512 12700 Park Central Drive Dallas, TX 75251 214-386-6100	N/A	Torbel
KBOX-AM	Dallas	C	Group One Broadcasting of Texas	1480 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Chester Maxwell, GM Dusty Black, GSM Dave O'Brien, PD	9900 McCree Rd. Dallas, TX 75238 214-348-3800	\$125	McGavren-Guild
KEGL-FM	Fort Worth	R	KEGL Radio	97 MHz 100,000 w horz/vert 1,302 ft. above average terrain	M. Wayne Walker, GM Bob Faulkner, GSM Christopher Haze, PD	5915 Pioneer Parkway Arlington, TX 76013 817-457-9700	\$200	Christal Company
KESS-FM	Fort Worth	SP	Latin American Broadcasting	93.9 MHz 100,000 w horz/vert 434 ft. above average terrain	Marcos Rodriguez, Jr., GM Dennis Roberts, GSM Salvatore Valdez, PD	Box 6195 666 Seminary Sn. Ft. Worth, TX 76115 817-924-4961	\$52 x 12	Caballero Spanish
KFJZ-AM	Fort Worth	BB	Swarson Broadcasting	1270 KHz 5,000 w Directional	Jim Stanton, GM Phyllis Jackson, GSM Art Snow, PD	5915 Pioneer Parkway Arlington, TX 76013 817-457-1270	\$45	Christal Company
KIXK-FM	Denton	C	Hicks Comm.	106.1 MHz 100,000 w horz/vert 480 ft. above average terrain	Steven Hicks, GM Rick Cohn, GSM Micky Ashworth, PD	8235 Douglas Suite 300 Dallas, TX 75225 214-739-5000	\$70	Roslin Radio
KKDA-FM	Dallas	B	Service Broadcasting	104.5 MHz 100,000 w 390 ft. above average terrain	Hymen Childs, GM Ken Johnson, GSM Michael Spears, VP/PRO	Box 860 Grand Prairie, TX 75050 214-748-0261	\$175	Selcom
KLIF-AM	Dallas	C	Susquehanna	1190 KHz 50,000 w Days/5,000 w Nights Directional	Larry Grogan, GM Nancy Vaeth, GSM Dan Halyburton, PD	411 Ryan Plaza Drive Arlington, TX 76011 817-461-0995	N/A	RKO Radio
KLVU-FM	Dallas	AC	John Tenaglia	98.7 MHz 100,000 w 1,585 ft. above average terrain	Gary Hess, GM Johnny Trellis, GSM John Rivers, PD	Merchants State Bank Bldg 5217 Ross Avenue Dallas, TX 75206 214-826-8760	\$60	N/A
KMEZ-FM	Dallas	BM	Group One Broadcasting Co. of Texas	100.3 MHz 89,000 w horz/vert 1,280 ft. above average terrain	Chester Maxwell, GM Dusty Black, GSM Dave O'Brien, PD	9900 McCree Rd. Dallas, TX 75238 214-348-3800	\$200	McGavren-Guild Churchill

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KMGC-FM	Dallas	AC	The Shamrock Broadcasting Group	102.9 MHz 100,000 w horz/vert 1,572 ft. above average terrain	David Small, GM Bob May (Dallas), GSM Sherri Peters (Ft. Worth), GSM Steve Nicholl, PD	1353 Regal Row Dallas, TX 75247 214-688-0641	\$185	Selcom TM
KNOK-FM	Fort Worth	B	EGG Dallas Broadcasting	107.5 MHz 100,000 w horz/vert 445 ft. above average terrain	William Curtis Chatman, GM Jack Howard, GSM Dewayne Dancer, PD	Box 7116 3601 Kimbo Rd. Fort Worth, TX 76111 817-831-1276/214-748-5501	\$127	Bernard Howard
KOAX-FM	Dallas	BM	Westinghouse Broadcasting & Cable	105.3 MHz 100,000 w horz/vert 1,560 ft. above average terrain	Drew George, GM Bill Latz, GSM Steve Schy, PD	400 S. Houston 105 Union Station Dallas, TX 75202 214-748-0105	\$110	RAR Bonneville
KPBC-AM	Dallas	REL	Dontron, Inc.	1040 KHz 1,000 w Day Only Non-Directional	Bill McCormick, GM Bob Hill, GSM Bill McCormick, PD	3201 Royalty Row Irving, TX 75062 214-438-1776	\$32	N/A
KPLX-FM	Fort Worth	C	Susquehanna	99.5 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Larry Grogan, GM Nancy Vaeth, GSM Bobby Kraig, PD	411 Ryan Plaza Dr. Arlington, TX 76011 817-461-0995	N/A	RKO Radio
KRLD-AM	Dallas	N/T	Metromedia Radio	1080 KHz 50,000 w Directional-Night Only	Ken Fairchild, GM Ed Robbins, GSM Vicky Ulrick, PD	7901 Carpenter Frwy Dallas, TX 75247 214-634-1080	\$350	Katz Radio Toby Arnold
KSCS-FM	Fort Worth	C	Capital Cities Communications	95.3 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Warren Potash, GM Gary Hill, GSM R.T. Simpson, PD	One Broadcast Hill Fort Worth, TX 76103 817-429-2330	N/A	Eastman Radio Burns/Somerset
KSKY-AM	Dallas	REL	Sky Broadcasting	660 KHz 10,000 w Day Only Non-Directional	Bill Simmons, GM Bill Simmons, GSM Bill Simmons, PD	2727 Inwood Rd. Dallas, TX 75235 214-352-3975	\$15	N/A
KTXQ-FM	Fort Worth	A	Gulf Broadcasting Group	102.1 MHz 100,000 w horz/vert 1,420 ft. above average terrain	Clint Culp, GM Tim Cochran, GSM Tom Owens, PD	Oakwood Tower 3626 N. Hall St. Dallas, TX 75219 214-528-5500	N/A	CBS/FM Burkhart/Abrams
KVIL-FM	Highland Park - Dallas	AC	Fairbanks Broadcasting Co. of Texas	103.7 MHz 1,000 w Directional	David Spence, GM Jerry Bobo, GSM Larry Dixon, PD	5307 E. Mockingbird Lane Suite 500 Dallas, TX 75206 214-826-7900	\$400	Blair Radio
KZEW-FM	Dallas	A	Belo Broadcasting Corp.	97.9 MHz 100,000 w horz/vert 1,680 ft. above average terrain	Jay Hoker, GM Gene Boivin, GSM Andy Lockridge, PD	Communications Center Dallas, TX 75202 214-748-9898	N/A	Major Market Jeff Pollack
WBAP-AM	Fort Worth	C	Capital Cities Communications	820 KHz 50,000 w Non-Directional	Warren Potash, GM Joan Kessler, GSM Sandy Beach, PD	One Broadcast Hill Fort Worth, TX 76103 817-429-2330	\$215	Eastman Radio
WFAA-AM	Dallas	N/T	Belo Broadcasting Corp.	570 KHz 5,000 w Dir.-Sep. patterns day & night	Jim Gaskin, GM Shelly Armstrong, GSM Diane Raymond, PD	Communications Center Dallas, TX 75202 214-748-9631	\$160	Major Market
WRR-FM	Dallas	CL	City of Dallas	101.1 MHz 100,000 w horz/vert 600 ft. above average terrain	Bill Nicholson, GM Linda Weaver, GSM Eddie Hill, PD	WRR Bldg. Fair Park Station Dallas, TX 75226 214-670-8888	\$75 x6	Concert Music



FORMAT DESCRIPTIONS

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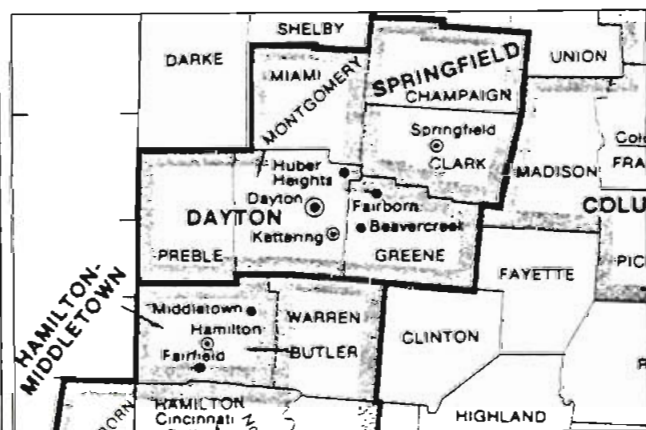
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

DAYTON



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAVI-AM	Dayton	N/T	WAVI Broadcasting	1210 KHz 250 w Non-Directional	Joseph Whalen, GM Chuck Mascola, GSM Steve Hall, PD	Broadcast Center 1400 Cincinnati St. Dayton, OH 45408 513-221-1137	\$60 x 6	Bernard Howard Regional Reps
WBLZ-FM	Hamilton	B	Beni Broadcasting Associates	103.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Peter Eden, GM Peter Eden, GSM Harry Lyles, PD	106 Glenwood Avenue Cincinnati, OH 45217 513-281-7180	\$60 x 12	Hillier
WBZI-FM	Xenia	C	Bakers Broadcasters	95.3 MHz 3,000 w horz/vert 331 ft. above average terrain	Richard Moran, GM C. David Richley, GSM C. David Richley, PD	Box 99 600 Kinsey Rd. Xenia, OH 45385 513-426-2433	\$16 x 6	Regional Reps
WCBW-FM	Columbia	REL	Universal Broadcasting	104.9 MHz 3,000 w 500 ft. above average terrain	Curt Whipple, GM Linda Tierman, GSM Stel Pontikes, PD	111 W. Locust Columbia, IL 62236 314-487-1007	\$20	Radio Spot Sales
WDAO-FM	Dayton	B	WAVI Broadcasting	107.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Joseph Whalen, GM John Jay, GSM Kirk Logan, PD	Broadcast Center 1400 Cincinnati St. Dayton, OH 45408 513-224-1137	\$45 x 6	Bernard Howard Regional Reps
WDJX-FM	Xenia	R	Ohio Broadcast Association	103.9 MHz 3,000 w horz/vert 331 ft. above average terrain	Bryan McIntyre, GM Bryan McIntyre, GSM Steve Allen, PD	Box 578 Xenia, OH 45385 513-429-9080	N/A	Torbet Radio
WHIO-AM	Dayton	AC	Cox Broadcasting	1290 KHz 5,000 w Directional-Night Only	Ron Kempff, GM Tim Kenner, GSM Mike McMurray, PD	1414 Wilmington Avenue Dayton, OH 45401 513-259-2111	N/A	Christal Company
WHID-FM	Dayton	BM	Cox Broadcasting	99.1 MHz 50,000 w 1,060 ft. above average terrain	Ron Kempff, GM Tim Kenner, GSM Gary Calvert, PD	1414 Wilmington Avenue Dayton, OH 45401 513-259-2111	N/A	Christal Company Bonnevillie
WING-AM	Dayton	AC	Great Trails Broadcasting	1410 KHz 5,000 w Directional-Night Only	James Eblin, GM Robert Mendelsohn, GSM John Tinz, PD	717 E. David Rd. Dayton, OH 45429 513-294-5858	\$120	Katz Radio
WJAI-FM	Eaton	C	Great Trails Broadcasting	92.9 MHz 20,000 w 373 ft. above average terrain	John Dunn, GM John Dunn, GSM John Roberts, PD	100 E. Somers St. Eaton, OH 45320 513-294-5858	\$30 x 6	Katz Radio
WLW-AM	Cincinnati	AC	Mariner	700 KHz 50,000 w Non-Directional	Bernhard Kvale, GM James Meyer, GSM Bill Stedman, PD	3 E. Fourth St. Cincinnati, OH 45202 513-241-9597	N/A	CBS Radio
WONE-AM	Dayton	C	Group One Broadcasting	980 KHz 5,000 w Directional-Night Only	Don Kidwell, GM Don Schwartz, GSM Chuck Browning, PD	11 S. Wilkinson St. Dayton, OH 45402 513-224-1501	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPBF-FM	Middletown	AC	Braden	15.9 MHz 34,000 w horz/vert 593 ft. above average terrain	Earl Francis, GM Stan Reed, Jr., GSM Margo Bryant, PD	4505 Central Avenue Middletown, OH 45042 513-422-3625	N/A	Lotus Reps. Regional Reps. TM Programming
WPTW-AM	Piqua	AC	WPTW Radio	1570 KHz 250 w Non-Directional	Joanna Hill, GM Joanna Hill, GSM Bob Davis, PD	1625 W. Covington Ave Piqua, OH 45356 513-773-3513	\$10.60	Regional Reps
WPTW-FM	Piqua	BM	WPTW Radio	95.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Joanna Hill, GM Joanna Hill, GSM Joanna Hill, PD	1625 W. Covington Avenue Piqua, OH 45356 513-773-3513	\$7.95	Regional Reps
WTUE-FM	Dayton	A	Group One Broadcasting	104.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Don Kidwell, GM Don Schwartz, GSM Chuck Luczak, PD	11 S. Wilkinson St Dayton, OH 45402 513-224-1501	N/A	McGavren-Guild
WVUD-FM	Kettering	R	University of Dayton	99.9 MHz 50,000 w horz/vert 500 ft. above average terrain	John Schaller, GM Andrea Butler, GSM Keith Wright, PD	300 College Park Avenue Dayton, OH 45469 513-229-2041	N/A	Jack Masia



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AC	— ADULT CONTEMPORARY	N	— NEWS
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BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

AGAIN & AGAIN & AGAIN

#1 Men 18-44*

#1 Men 18-34*



DENVER'S NEW PEAK

After nine months on the air
Consistently delivering more of Denver's young adults

db DOUBLEDAY BROADCASTING

Represented nationally by:
CBS FM National Sales

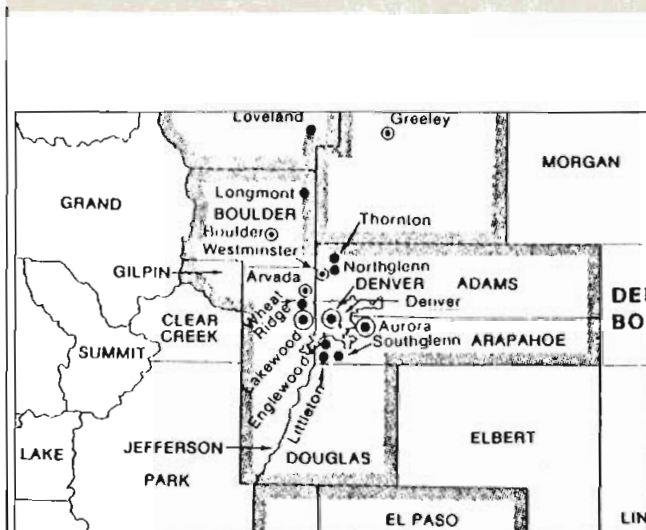
*Source: SPRING 1982 ARB/MEN 18-44,
MEN 18-34/6A-12M/MON-FRI/AQH/MSA

DENVER



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAZY-FM	Denver	A	Group One Broadcasting	106.7 MHz 94,000 w horz/vert 960 ft. above average terrain	Marvin Rosenberg, GM Edward Hardy, GSM Bill Bradley, PD	2149 S. Holly St. Denver, CO 80222 303-759-5600	N/A	McGavren-Guild Frank Felix
KBCO-FM	Boulder	A	Centennial Wireless	97.3 MHz 33,000 w 920 ft. above average terrain	Robert Greenlee, GM Ray Skibitsky, GSM Dennis Constantine, PD	4840 Riverbend Rd Boulder, CO 80301 303-444-5600	\$60 x 12	Jack Masla
KBNO-AM	Denver	Sp	Latino Broadcasting	1220 KHz Non-Directional Day	Edward Romero, GM Erlinda Trujillo, GSM Jim Hinojos, PD	4760 Tejon Ave. Denver, CO 80211 303-455-0275	\$41.25	Caballero
KBPI-FM	Denver	A	Sandusky Newspapers	105.9 MHz 100,000 w horz/vert 900 ft. above average terrain	Toney Brooks, GM Louise Crawford, GSM Phil Strider, PD	4460 Morrison Rd Denver, CO 80219 303-936-2313	N/A	Selcom
KBRQ-AM	Denver	C	Denver Great Empire Broadcasting	1280 KHz 5,000 w Dir.-Sep. patterns day & night	R.W. (Skip) Schmidt, GM Bob Proffitt, GSM Roger Mundy, PD	1165 Delaware St. Denver, CO 80204 303-573-1280	\$62	Torbet Radio
KBRQ-FM	Denver	C	Denver Great Empire Broadcasting	105.1 MHz 100,000 w 175 ft. above average terrain	R.W. (Skip) Schmidt, GM Bob Proffitt, GSM Roger Mundy, PD	1165 Delaware St. Denver, CO 80204 303-573-1280	\$62	Torbet Radio
KDEN-AM	Denver	N	KDEN Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Douglas Stephens, GM Pamela Ambasky, GSM Dave Tanin, PD	5660 S. Syracuse Circle Englewood, CO 80111 303-771-6000	N/A	Savalli & Schutz
KDKO-AM	Littleton	B	Sterling	1510 KHz 1,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Rodney Loudon, GM James Walker, GSM Byron Pitts, PD	7880 E. Berry Pl. Englewood, CO 80111 303-779-8797	\$50	Roslin Radio
KEZW-AM	Aurora	BB	Republic Media	1430 KHz 5,000 w Directional-Night Only	Dino Ianni, GM Dino Ianni, GSM David Hoxson, PD	Box 98 1565 Elmira St. Aurora, CO 80040 303-343-1430	N/A	Christal Company Al Ham "MOYL"
KHOW-AM	Denver	AC	Metromedia Broadcasting	630 KHz 5,000 w Directional-Night Only	Sam Sherwood, GM Art Knott, GSM Dave Anthony, PD	8975 E. Kenyon Avenue Denver, CO 80237 303-694-6300	N/A	Eastman Radio
KIMN-AM	Denver	R	Jefferson-Pilot Broadcasting	950 KHz 5,000 w Directional	Steven Keeney, GM Bill Dalke, GSM Doug Erickson, PD	Box 14008 5350 W. 20th Avenue Denver, CO 80214 303-286-9500	N/A	Blair Radio
KJJZ-AM	Denver	J	Radio Denver	1390 KHz 5,000 w Non-Directional	Gary Sankey, GM Denny Workman, GSM Ira Gordon, PD	1602 S. Parker Rd Denver, CO 80231 303-751-1390	\$26	Lotus Reps

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KLAK-AM	Lakewood	C	Western Sun	1600 KHz 5,000 w Directional-Night Only	James Teeson, GM Jim McCarthy, GSM Rom Tomkins, PD	7075 W. Hampden Avenue Denver, CO 80227 303-985-8771	N/A	Major Market Toby Arnold
KLIR-FM	Denver	BM	KLIR	100.3 MHz 100,000 w circular polarized 500 ft. above average terrain	Lew Campbell, GM Don Nelson, GSM Fred Everett, PD	6655 W. Jewell Avenue Denver, CO 80226 303-922-8386	N/A	Christal Company
KLZ-AM	Denver	C	Group One Broadcasting	560 KHz 5,000 w Directional	Edward Hardy, GM Edward Hardy, GSM Bill Bradley, PD	2149 S. Holly St. Denver, CO 80222 303-759-5600	N/A	McGavren-Guild
KNUS-AM	Denver	N/T	Sandusky Newspapers	710 KHz 5,000 w Directional	Louise Heletz, GM Louise Crawford, GSM Carl Gardner, PD	4450 Morrison Rd. Denver, CO 80219 303-937-1200	N/A	Selcom
KOA-AM	Denver	N/T	General Electric Broadcasting	850 KHz 50,000 w Non-Directional	Joel Day, GM George Kirkpatrick, GSM Dave Scott, PD	Box 5012, T.A. 1044 Lincoln St. Denver, CO 80217 303-861-4444	\$200 × 6	Katz Radio Dick Foreman
KOAQ-FM	Denver	R	General Electric Broadcasting	103.5 MHz 100,000 w horz/vert 1,061 ft. above average terrain	Joel Day, GM George Kirkpatrick, GSM Jack Regan, PD	Box 5012 T.A. 1044 Lincoln St. Denver, CO 80217 303-861-4444	\$100 × 6	Katz Radio Dick Foreman
KOSI-FM	Denver	BM	Westinghouse Broadcasting	101.1 MHz 100,000 w circular polarized 790 ft. above average terrain	A.S. (Al) Perry, GM Ross Allie, GSM Lee Stewart, PD	10200 E. Girard Avenue B-131 Denver, CO 80231 303-696-1714	N/A	RAR Bonneville
KPKE-FM	Denver	A	Doubleday Broadcasting	95.7 MHz 100,000 w horz/vert 725 ft. above average terrain	Eric Stenberg, GM Catherine McFarlane, GSM Alan Baxter, PD	8975 E. Kenyon Avenue Denver, CO 80237 303-694-1060	N/A	CBS/FM National
KPPL-FM	Lakewood	AC	Register	107.5 MHz 100,000 w horz/vert 1,800 ft. above average terrain	James Teeson, GM Jim McCarthy, GSM Roger White/Rick Brady, PD	7075 W. Hampden Avenue Denver, CO 80227 303-989-1075	N/A	Major Market The Lund Consultants
KRKS-AM	Denver	REL	KRKS Radio	990 KHz 5,000 w Non-Directional	Richard Schoeder, GM Richard Schoeder, PD	6535 W. Jewell Ave Denver, CO 80226 303-922-5511	\$10	N/A
KRZN	Englewood	O	Ervin Johnson Isiah Thomas Mark Aguirre	1150 KHz 6,000 w	Brad Lusk, GM Mike Ginsburg, GSM Don Daniels, PD	600 W. Van Boren Chicago, IL 60607 312-648-0713	\$30	Bernard Howard
KVOO-FM	Denver	CL	Capitol City Broadcasting	99.5 MHz 100,000 w 380 ft. above average terrain	Ed Koepke, GM Ed Koepke, GSM John Wolfe, PD	1601 W. Jewell Avenue Denver, CO 80223 303-936-3428	\$75 × 6	Concert Music Broadcast
KYGO-FM	Denver	C	Jefferson-Pilot Broadcasting	98.5 MHz 100,000 w 90 ft. above average terrain	Steve Keeney, GM Bill Dalke, GSM Bob Call, PD	Box 14008 5350 W. 20th Avenue Denver, CO 80214 303-234-9500	N/A	Blair Radio



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BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

DETROIT



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
CKLW-AM	Windsor, CN	AC	CKLW Radio	300 KHz 50,000 w Non-Directional	Bob Baker, GM John Bourne, GSM Pat Holliday, PD	26400 Lahsen Rd. Southfield, MI 48037 313-353-6200	\$300	Christal Company
WABX-FM	Detroit	A	Century Broadcasting	99.5 MHz 6,500 w 870 ft. above average terrain	Allan Wilson, GM Joe Badamo, GSM Carey Curelop, PD	20760 Coolidge Detroit, MI 48237 313-398-1100	\$130	Katz Radio Sebastian
WCXI-AM	Detroit	C	Golden West Broadcasters	1130 KHz 50,000 w Day/10,000 w Night Directional	John Risher, GM Michael Berman, GSM Larry Patton, PD	18900 James Couzens Hwy. Detroit, MI 48235 313-345-8600	\$265 x 6	Torbet Radio
WCXI-FM	Detroit	C	WTWR, Golden West Broadcasters	92.3 KHz 21,500 w horz/vert 742 ft. above average terrain	John Risher, GM Mike Berman, GSM Larry Patton, PD	Renaissance Center, Tower 100 Detroit, MI 48243 313-259-9292	\$250 x 6	Torbet Radio
WCZY-FM	Detroit	BM	Gannett Co.	95.5 MHz 100,000 w horz/vert 430 ft. above average terrain	James Mulla, GM Gary Lewis, GSM Dave Shafer, PD	15401 W. Ten Mile Rd. Detroit, MI 48237 313-967-3750	\$150	CBS/FM
WDRQ-FM	Detroit	B	Charter	93.1 MHz 20,000 w 500 ft. above average terrain	Dick Desautel, GM N/A Brian White, PD	20300 Civic Center Drive Southfield, MI 48076 313-354-9300	\$160 x 10	Selcom
WGPR-FM	Detroit	B	WGPR, Inc.	107.5 MHz 50,000 w horz/vert 388 ft. above average terrain	Wm. Banks, GM Jim Panagos, GSM George White, PD	3140-46 E. Jefferson Detroit, MI 48207 313-259-8662	\$90	R.A. Lazar
WHYT-FM	Detroit	R	Capital Cities Communications	96.3 MHz 50,000 w horz/vert 480 ft. above average terrain	Robert Longwell, GM Rocky Sisson, GSM Lee Malcolm, PD	Fisher Bldg. Detroit, MI 48202 313-875-4440	\$234 x 6	Eastman Radio Mike Joseph 'Hot Hits'
WJLB-FM	Detroit	B	Booth Broadcasting	97.9 MHz 50,000 w horz/vert 490 ft. above average terrain	Verna Green, GM John Greer, GSM Vince Fruge, PD	Suite 2050 City National Bank Bldg. Detroit, MI 48226 313-965-2000	\$95 x 6	Jack Masla
WJOI-FM	Detroit	BM	Evening News Association	97.1 MHz 12,000 w 802 ft. above average terrain	E. Lee Leisinger, GM N/A Steve Van Orr, PD	622 Lafayette Blvd Detroit, MI 48231 313-222-2588	N/A	CBS Radio FM 100 Plan
WJR-AM	Detroit	AC	Capital Cities Communications	760 KHz 50,000 w Non-Directional	Ronald Pancratz, GM James Long, GSM Joseph Bacarella, PD	Fisher Bldg. Detroit, MI 48202 313-875-4440	\$234 x 6	Eastman Radio
WJZZ-FM	Detroit	J	Bell Broadcasting	105.9 MHz 34,000 w horz/vert Non-Directional	Robert Bell Bass, GM Dennis Jackson, GSM Dorian Paster, PD	2994 E. Grand Blvd Detroit, MI 48202 313-871-0590	N/A	Bernard Howard

FM 98.7



DETROIT'S
WHEELS

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WLBS-FM	Mount Clemens	B	Inner City Broadcasting	102.7 MHz 50,000 w horz/vert 410 ft. above average terrain	Janie Washington, GM Kenneth Patt, GSM Burt Wilson, PD	Radio Drive Mt. Clemens, MI 48043 313-792-6600	\$110	Unirep Broadcasting
WLLZ-FM	Farmington Hills	A	Doubleday Broadcasting	98.7 MHz 50,000 w horz/vert 480 ft. above average terrain	Michael Solan, GM Jeffrey Sleete, GSM Joe Urbiel, PD	31555 14 Mile Rd Suite 102 Farmington Hills, MI 48018 313-855-5100	N/A	McGavren-Guild
WLQV-AM	Detroit	REL	Gannett	1500 KHz 50,000 w Day/5,000 w Night Directional	Jack Myczka, GM Sharon Fisher, GSM N/A	15401 W. Ten Mile Road Detroit, MI 48237 313-967-1515	N/A	N/A
WMJC-FM	Birmingham	AC	Greater Media	94.7 MHz 10,000 w 950 ft. above average terrain	Chuck Borchard, GM Don Hamlin, GSM Ken Scott, PD	One Radio Plaza Detroit, MI 48220 313-398-7600	N/A	Major Market
WMUZ-FM	Detroit	REL	Crawford Broadcasting	103.5 MHz 115,000 w Day/Night 300 ft. above average terrain	Frank Franciosi, GM Frank Franciosi, GSM N/A	12300 Radio Place Detroit, MI 48228 313-272-3434	\$32	N/A
WNIC-FM	Dearborn	AC	Josephson International	100.3 MHz 50,000 w horz/vert 400 ft. above average terrain	Ed Christian, GM Lorraine Golden, GSM Jim Harper, PD	Box 1310 15001 Michigan Avenue Dearborn, MI 48126 313-846-8500	N/A	RKD Radio E. Alvin Davis
WOMC-FM	Detroit	AC	Metromedia	104.3 MHz 190,000 w horz/vert 416 ft. above average terrain	Elaine Baker, GM Carl Kitts, GSM Chuck Morgan, PD	2201 Woodward Heights Detroit, MI 48220 313-546-9600	\$150	Katz Radio
WQBH-AM	Detroit	B	Detroit Broadcasting	1400 KHz 1,000 w Day/250 w Night Non-Directional	Harvey Deutch, GM David Levitt, GSM Martha Jean, PD	2056 CNB Building Detroit, MI 48226 313-965-4500	\$75	N/A
WQRS-FM	Detroit	CL	Outlet Company	105.1 MHz 50,000 w horz/vert 520 ft. above average terrain	Lee Hanson, GM Dick Sheppard, GSM James Keeler, PD	500 Temple Detroit, MI 48201 313-833-6105	N/A	Concert Music Broadcast
WRIF-FM	Detroit	A	ABC Radio	101.1 MHz 27,200 w horz/vert 880 ft. above average terrain	John Hare, GM Marcellus Alexander, Jr., GSM Fred Jacobs, PD	20777 W. Ten Mile Road Southfield, MI 48037 313-827-1111	\$170	Blair Radio
WWJ-AM	Detroit	N	Evening News Association	950 KHz 5,000 w Directional-Night Only	Lee Leicinger, GM N/A Don Patrick, PD	622 W. Lafayette Blvd. Detroit, MI 48231 313-222-2428	N/A	CBS Radio
WWW-FM	Detroit	C	Shamrock Broadcasting Group	106.7 MHz 61,125 w 506 ft. above average terrain	Philip Lamka, GM Steve Hill, GSM Barry Martin, PD	2930 E. Jefferson Detroit, MI 48207 313-259-4323	\$150	Christal Company
WXYZ-AM	Detroit	N/T	ABC Radio	1270 KHz 5,000 w Directional-Night Only	Charles Fritz, GM Ed Poole, GSM Michael Packer, PD	Box 789 20777 W. Ten Mile Rd. Southfield, MI 48037 313-827-1270	N/A	Blair Radio



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C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

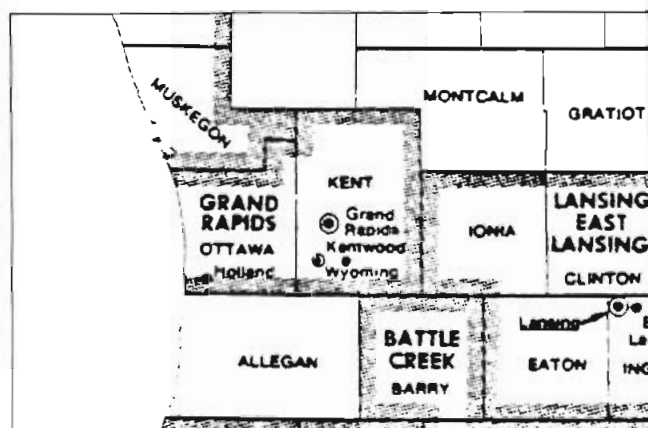
MARKETPLACE

GRAND RAPIDS-KALAMAZOO



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCUZ-AM	Grand Rapids	C	Pathfinder Communications	1230 KHz 1,000 w Day/250 w Night Non-Directional	Ronald Dykstra, GM A. Michael Gordon, GSM Ed Buchanan, PD	1 McKay Tower Grand Rapids, MI 49503 616-451-2551	\$76	Eastman Radio
WCUZ-FM	Grand Rapids	C	Pathfinder Communications	101.3 MHz 50,000 w horz/vert 420 ft. above average terrain	Ronald Dykstra, GM A. Michael Gordon, GSM Ed Buchanan, PD	1 McKay Tower Grand Rapids, MI 49503 616-451-2551	\$76	Eastman Radio
WFUR-FM	Grand Rapids	BM	Furniture City Broadcasting	102.9 MHz 40,000 w 257 ft. above average terrain	William Kuiper, Sr., GM Rodger Preuler, GSM William Kuiper, PD	Box 1808 Grand Rapids, MI 49501 616-456-9541	\$14	Michigan Spot
WGRD-FM	Grand Rapids	AC	Regional Broadcasters of Michigan	98.2 MHz 13,000 w 590 ft. above average terrain	Steve Cartwright, GM Robert Wohlfiel, GSM Chuck Bailey, PD	122 Lyon N.W. Grand Rapids, MI 49503 616-459-4111	\$38	Torbet Radio
WHTC-AM	Holland	AC	Holland Comm.	1450 KHz 1,000 w Day/250 w Night Non-Directional	Michael Walton, GM Stanley Gebben, GSM Don Roberts, PD	Box 911 Holland, MI 49423 616-392-3121	N/A	Pates/Walton
WJFM-FM	Grand Rapids	AC	WJFM, Inc.	98.7 MHz 30,000 w horz/vert 350 ft. above average terrain	Stanton Smart, STM David Wiene, GSM David Myers, PD	Broadcast Place 280 Ant. St. N.W. Grand Rapids, MI 49504 616-362-7701	\$51	McGavren-Guidt TM Programming
WJPW-AM	Rockford	AC	Jack Lee Payne	810 KHz 500 w Non-Directional	Jack Lee Payne, GM Jack Lee Payne, GSM Jack Lee Payne, PD	Box 810 3691 10 Mile Rd. N.E. Rockford, MI 49341 616-866-1501	\$5	N/A
WLAV-FM	Grand Rapids	A	Shepard Broadcasting	96.9 MHz 50,000 w horz/vert 500 ft. above average terrain	John Shepherd, GM Dennis Lemmon, GSM Dave Logan, PD	161 Ottawa N.W. Grand Rapids, MI 49503 616-456-5481	N/A	Blair Radio
WOOD-AM	Grand Rapids	AC	Wood Broadcasting	1300 KHz 5,000 w Directional-Night Only	Michael Lareau, GM Joe Borrello, GSM Skip Essiex, PD	180 N. Division College Park Plaza Grand Rapids, MI 49503 616-459-1919	N/A	Katz Radio
WOOD-FM	Grand Rapids	BM	Wood Broadcasting	105.7 MHz 265,000 w horz/vert 810 ft. above average terrain	Michael Lareau, GM Joe Borrello, GSM Skip Essiex, PD	180 N. Division College Park Plaza Grand Rapids, MI 49503 616-459-1919	N/A	Katz Radio
WQWQ-FM	Muskegon	BM	TSPS Broadcasting	105.5 MHz 50,000 w horz/vert 375 ft. above average terrain	Frederick Tascone, GM Larry Veenstra, GSM William Stevens, PD	Box 296 1877 Peck St. Muskegon, MI 49443 616-722-1681	\$16.50	Jack Mastia

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTWN-AM	Grand Rapids	AC	Shepard Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	John Shepherd, GM Al Bober, GSM Dave Logan, PD	161 Ottawa N.W. Grand Rapids, MI 49503 616-456-5461	N/A	Blair Radio
WXQT-AM	Grand Rapids	BB	Regional Broadcasters of Michigan	1410 KHz 1,000 w Day/500 w Night Non-Directional	Steve Carlwright, GM Robert Wohltel, GSM Chuck Bailey, PD	122 Lyon St. N.W. Grand Rapids, MI 49502 616-459-4111	\$28	Torbet Radio Al Ham "MOYL"
WZND-FM	Zeeland	C	West-State Broadcasters	99.3 MHz 2,000 w 354 ft. above average terrain	Charles Rich, GM Charles Rich, GSM Craig Rich, PD	Box 106 1305 S. 96th Avenue Zeeland, MI 49464 616-772-2144	\$12	N/A
WZZR-FM	Comstock Park	AC	WZZR, Inc.	95.7 MHz 50,000 w horz/vert 310 ft. above average terrain	Michael Jackman, GM Michael Jackman, GSM Lucian Jay, PD	3655 Alpine N.W. Comstock Park, MI 49321 616-784-3200	N/A	Selcom
WFUR-AM	Grand Rapids	REL	Furniture City Broadcasting	1570 KHz 1,000 w Days Non-Directional	William Kuiper, Sr., GM William Kuiper, Sr., GSM Ronald Harper, OM	399 Garfield Ave. S.W. Grand Rapids, MI 49504 616-456-9541	N/A	N/A
WKWM-AM	Kentwood	J	WKWM, Inc.	1140 KHz 5,000 w Directional	Richard Culpepper, GM Frank Grant, STM Lloyd Brown, GSM Frank Grant, PD	Box 828 Kentwood, MI 49508 616-676-1237	\$15	The Roberts Associates
WMAX-AM	Grand Rapids	REL	Grand Lakes Broadcasting	1480 KHz 5,000 w Non-Directional	Jack Hoppus, GM N/A N/A	209 H. Waters Bldg. Grand Rapids, MI 49503 616-458-3793	\$18	Savalli & Schutz
WYGR-AM	Wyoming	REL	Donna Broadcasting	1530 KHz 500 w Non-Directional	Fred Jacob, GM N/A John Clemence, PD	325 E. 28th St. S.E. Grand Rapids, MI 49508 616-452-3111	\$20	N/A



FORMAT DESCRIPTIONS

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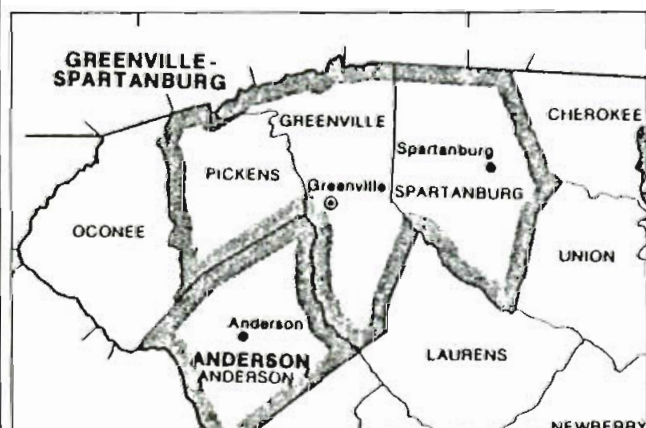
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

GREENVILLE-SPARTANBURG



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WASC-AM	Spartanburg	B	New South Broadcasting	1530 KHz 1,000 w Non-Directional	James Harrelson, GM K. Joe Sessoms, GSM Lou Brodus, PD	Box 5686 840 Wofford St. Spartanburg, SC 29301 803-585-1530	\$14 x 6	Bernard Howard
WESC-AM	Greenville	C	Broadcasting Company of the Carolinas	660 KHz 10,000 w Non-Directional	John Davenport, GM Wally Mullinax, GSM Dale Gilbert, PD	Box 660 223 W. Stone Avenue Greenville, SC 29602 803-242-4660	\$70 x 6	Blair Radio
WESC-FM	Greenville	C	Broadcasting Company of the Carolinas	92.5 MHz 100,000 w horz/vert 2,000 ft. above average terrain	John Davenport, GM Wally Mullinax, GSM Dale Gilbert, PD	Box 660 223 W. Stone Avenue Greenville, SC 29602 803-242-4660	\$70 x 6	Blair Radio
WFBC-AM	Greenville	AC	Multimedia Broadcasting	1330 KHz 5,000 w Directional-Night Only	Bruce Buchanan, GM Dennis DeMichele, GSM Greg Anderson, PD	Box 1330 505 Rutherford St. Greenville, SC 29602 803-271-9200	\$82 x 6	Katz Radio
WFBC-FM	Greenville	AC	Multimedia Broadcasting	93.7 MHz 100,000 w 1,840 ft. above average terrain	Bruce Buchanan, GM Dennis DeMichele, GSM Greg Anderson, PD	Box 1330 505 Rutherford St. Greenville, SC 29602 803-271-9200	\$82 x 6	Katz Radio Drake-Chenault
WHYZ-AM	Greenville	B	Hooper Communication	1070 KHz 50,000 w Directional	Thomas Hooper, GM Thomas Hooper, GSM Michael Williams, PD	Box 4309 Greenville, SC 29608 803-246-1441	N/A	Bernard Howard
WMRB-AM	Greenville	BB	Paramount Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Alton Finley, Jr., GM Tom Wall, GSM Robert David Mackney, PD	310 Rutherford St. Greenville, SC 29604 803-242-1490	\$14.50	N/A Al Ham "MOYL"
WORD-AM	Spartanburg	AC	Brooks Broadcasting	910 KHz 5,000 w Day/1,000 w Night Dir -Sep. patterns day & night	Robert Brown, GM Ralph Destito, GSM N/A	Box 3257 Malibu Drive Spartanburg, SC 29304 803-583-2711	\$34	Jack Masla
WSPA-AM	Spartanburg	AC	Spartan Radiocasting	950 KHz 5,000 w Directional-Night Only	Larry Cook, GM Larry Cook, GSM Bob Kaake, PD	224 E. Main St. Spartanburg, SC 29301 803-585-9500	N/A	McGavren-Guild
WSPA-FM	Spartanburg	BM	Spartan Radiocasting	98.9 MHz 100,000 w horz/vert 1,910 ft. above average terrain	Larry Alverson, GM Jim Peacock, GSM Ed Cohen, PD	Box 1717 244 E. Main St. Spartanburg, SC 29301 803-585-9999	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WSSL-FM	Laurens	C	Keymarket Communications	100.5 MHz 100,000 w horz/vert. 1,280 ft. above average terrain	David Bernstein, GM Mike Steinhilper, GSM John Knight, PD	Box 100 Greenville, SC 29602 803-246-0100	\$59 x 6	Eastman Radio TM Programming



FORMAT DESCRIPTIONS

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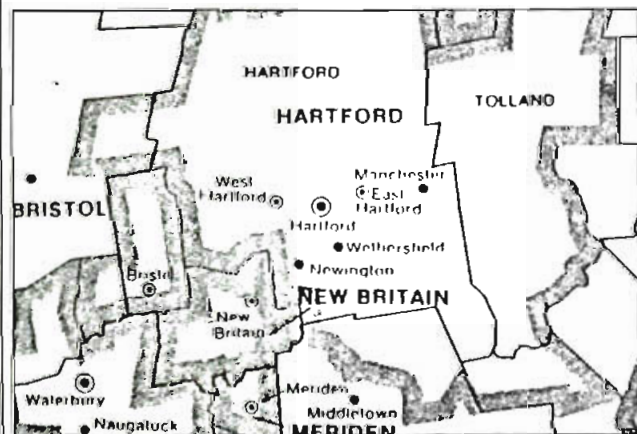
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

HARTFORD-NEW HAVEN



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCCC-FM	Hartford	A	Greater Hartford Communications	106.9 MHz 23.200 w horz/vert 720 ft. above average terrain	Sy Dresner, GM Mill Aninger, GSM Lich, PD	243 S. Whitney Hartford, CT 06105 203-233-4426	\$45 × 6	Selcom
WDRC-AM	Bloomfield	AC	Buckley Broadcasting	1360 KHz 5.000 w Directional-Night Only	Richard Korsen, GM Ron Pell, GSM Charles Parker, PD	869 Blue Hills Avenue Bloomfield, CT 06002 203-278-1115	N/A	McGavren-Guild
WDRC-FM	Bloomfield	R	Buckley Broadcasting	102.9 MHz 19.500 w horz/vert 810 ft. above average terrain	Richard Korsen, GM Ron Pell, GSM Charles Parker, PD	869 Blue Hills Avenue Bloomfield, CT 06002 203-278-1115	N/A	McGavren-Guild
WHCN-FM	Hartford	A	Beck-Ross Communications	105.9 MHz 16.000 w horz/vert 867 ft. above average terrain	A. William Lee, GM Donald Ambrose, GSM Dan Hayden, PD	1039 Asylum Avenue Hartford, CT 06105 203-247-1060	\$60 × 7	Jack Masla
WIOF-FM	Waterbury	AC	Merv Griffin	104.1 MHz 14.000 w horz/vert 835 ft. above average terrain	Al Pellegrino, GM Gary Gerard, GSM Lou Terri, PD	Box 2719 Waterbury, CT 06720 203-758-4450	N/A	Torbet Radio TM Programming
WINF-AM	Manchester	BB	WINF Broadcast Management	1230 KHz 1,000 w Day/250 w Night Non-Directional	Randall Wilhite, GM -N/A Jerry Tucker, PD	257 E. Center St. Manchester, CT 06040 203-646-1230	\$19	Market 4 Toby Arnold
WKCI-FM	Hamden	R	Kops Monahan	101.3 MHz 10,000 w circular polarized 1,070 ft. above average terrain	Stanley Puzycy, GM Andrew Gambardella, GSM Curtis Hansen, PD	152 Temple St. Hamden, CT 06510 203-777-7809	N/A	McGavren-Guild
WKND-AM	Windsor	B	Hartcom	1480 KHz 500 w Directional	John Catelli, GM Byron McClanahan, GSM Ed Jordan, PD	Box 1480 Windsor, CT 06095 203-688-6221	\$59	R.A. Lazar
WKSS-FM	Hartford-Meriden	BM	Sturgeon	95.7 MHz 14,500 w 820 ft. above average terrain	Dick Bertel, GM Robert Lang, GSM Dick Bertel, PD	60 Washington St. Hartford, CT 06106 203-243-9577	\$70	Blair Radio Bonneville
WMLB-AM	West Hartford	C	1550 Radio	1550 KHz 1,000 w Day Only Non-Directional	Philip Burgess, GM Aaron Osipon, GSM Bill Burgess, PD	630 Oakwood Avenue West Hartford, CT 06110 203-521-1550	\$18	New England Spot
WPOP-AM	Hartford	N	Merv Griffin	1410 KHz 5,000 w Directional	Al Pellegrino, GM Gary Gerard, GSM Lou Terri, PD	Box 11-1410 Newington Branch Hartford, CT 06111 203-666-1411	\$68 × 6	Torbet Radio
WRCH-FM	New Britain	BM	Radio Corp. of Hartford	100.5 MHz 25,000 w circular polarized 720 ft. above average terrain	Enzo De Dominicis, GM Jerry Shepard, GSM Steve Nichols, PD	Radio Park Farmington, CT 06032 203-678-9100	\$90	Christal Company

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WRCO-AM	New Britain	AC	Radio Corp. of Hartford	910 KHz 5,000 w Dir.-Sep. patterns day & night	Richard Bremkamp, GM Jerry Shepard, GSM Steve Nichols, PD	Radio Park Farmington, CT 06032 203-678-9100	N/A	Christal Company
WTIC-AM	Hartford	AC	The Ten Eighty	1080 KHz 50,000 w Directional-Night Only	Perry Ury, GM Bob Dunn, GSM Tom Barsante, PD	1 Financial Plaza Hartford, CT 06103 203-522-1080	\$370 x 12	Katz Radio
WTIC-FM	Hartford	R	The Ten Eighty	96.5 MHz 15,000 w horz./13,000 w vert 810 ft. above average terrain	Perry Ury, GM Warren Ladder, GSM Steve Goldstein, PD	1 Financial Plaza Hartford, CT 06103 203-522-1680	N/A	Katz Radio
WWYZ-FM	Waterbury	AC	WNAB	92.5 MHz 17,800 w horz./vert 860 ft. above average terrain	Fred Erwin, GM N/A Glen Coligan, PD	Broadcast Centre 1 Broadcast Ln Waterbury, CT 06706 203-755-3111	N/A	CBS/FM



FORMAT DESCRIPTIONS

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A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

HOUSTON



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KCOH-AM	Houston	B	KCOH	1430 KHz 1,000 w Non-Directional	Mike Petrizzo, GM John Wilson, GSM Travis Gardner, PD	5011 Alameda Rd. Houston, TX 77004 713-522-1001	\$45 x 12	PRO Radio
KENR-AM	Houston	C	Lake Huron Broadcasting	1070 KHz 10,000 w Day; 5,000 w Night Directional	Robert Chandler, GM Miles Chandler, GSM Jason Williams, PD	9801 Westheimer Houston, TX 77042 713-266-1000	\$110	Katz Radio SMN Stardust
KEYH-AM	Houston	SP	Artite Broadcasting	850 KHz 10,000 w Directional	David Armstrong, GM Bill Pogue, GSM Miguel Franco, PD	3130 Southwest Frwy Houston, TX 77098 713-527-9363	\$72 x 6	Lotus Reps.
KFMK-FM	Houston	R	First Media Corp	97.9 MHz 100,000 w horz/vert 500 ft. above average terrain	Dan Mason, GM David Meszaros, GSM Jim Sumpter, PD	6420 Richmond Ave Houston, TX 77057 713-978-7328	N/A	RKO Radio
KIKK-AM	Pasadena	C	Viacom	650 KHz 250 w Day Only Non-Directional	Nick Trigony, GM Deane Hardy, GSM Charlie Ochs, PD	6306 Gulton Dr. Houston, TX 77081 713-772-4433	\$360 comb./FM	Torbet Radio
KIKK-FM	Houston	C	Viacom International	95.7 MHz 100,000 w horz/vert 995 ft. above average terrain	Nick Trigony, GM Deane Hardy, GSM Charlie Ochs, PD	6306 Gulton Drive Houston, TX 77081 713-772-4433	N/A	Torbet Radio
KILT-AM	Houston	C	The LIN Broadcasting	610 KHz 5,000 w Dir.-Sep. patterns day & night	Dickie Rosenfeld, GM Harry Rogers, GSM Rick Cendea, PD	500 Lovett Blvd Houston, TX 77006 713-526-3461	N/A	Burns Media
KILT-FM	Houston	C	The LIN Broadcasting	100.3 MHz 100,000 w horz/vert 790 ft. above average terrain	Dickie Rosenfeld, GM Harry Rogers, GSM Rick Cendea, PD	500 Lovett Blvd Houston, TX 77006 713-526-3461	N/A	Blair Radio
KKBQ-AM	Houston	AC	Harle-Hanks Radio	790 KHz 5,000 w Non-Directional	Dick French, GM Sandy Gambelin, GSM John Lander, PD	2100 Travis, Suite 1400 Houston, TX 77002 713-654-7900	N/A	Eastman Radio
KLAT-AM	Houston	SP	Spanish Broadcasting	610 KHz 5,000 w Day Only Directional	Ricardo Castillo, GM Chuck Brooks, GSM Rogelio Soto, PD	101 N. Milby Plaza Houston, TX 77003 713-868-4344	\$78 x 12	Caballero Spanish Media
KLEF-FM	Houston	CI	Entertainment Communications	94.5 MHz 100,000 w horz/vert 610 ft. above average terrain	Steve Shepard, GM Mark Rothenberg, GSM Regina Scruggs, PD	5353 W. Alabama, No. 410 Houston, TX 77056 713-622-5533	\$90 x 6	Concert Music Broadcast
KLOL-FM	Houston	A	Rusk Corp.	101.9 MHz 100,000 w horz/vert 790 ft. above average terrain	Hal Kemp, GM Max Cohen, GSM Chris Miller, PD	Box 1520, 5101 Lovett Rd. Houston, TX 77001 713-526-4591	N/A	Christal Co Sebastian
KLVL-AM	Pasadena	SP	Felix H. Morales	1480 KHz 1,000 w Day; 500 w Night Non-Directional	Felix Morales, GM John Hernandez, GSM J. Ramos, PD	111 N. Ennis St. Houston, TX 77003 713-225-3207	\$24	National Time

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KMJQ-FM	Clear Lake City	B	Amaturo Group	102.1 MHz 100,000 w horz/vert 790 ft. above average terrain	Monty Lang, GM Jeff Silver, GSM Fred Henderson, PD	Suite 210, 3100 Richmond Ave. Box 22900 Houston, TX 77227 713-527-9545	N/A	McGavren-Guild
KNUZ-AM	Houston	C	Texas Coast	1230 KHz 1,000 w Day 250 w Night Non-Directional	Dave Nooris, GM Sally Williams, GSM Bruce Nelson, PD	4701 Caroline Houston, TX 77004 713-523-2581	N/A	Major Market
KODA-FM	Houston	BM	Westinghouse Broadcasting	99.1 MHz 100,000 w 790 ft. above average terrain	Milt Willis, GM Bill Legrand, GSM Ken Rogulski, PD	4810 San Felipe Rd. Houston, TX 77056 713-622-1010	N/A	Radio Adv. Rep. Bonneville
KPRC-AM	Houston	N/T	Houston Post Co.	950 KHz 5,000 w Directional-Night Only	Cleve Griffin, GM George Stokes, GSM Tom Reiff, PD	Box 2222, 8181 S.W. Frwy. Houston, TX 77001 713-771-4631	N/A	CBS Radio
KQUE-FM	Houston	AC	Texas Coast Broadcasters	102.9 MHz 280,000 w horz/vert 700 ft. above average terrain	Dave Morris, GM Sally Williams, GSM Paul Berlin, PD	Box 188, 4701 Caroline Houston, TX 77001 713-523-2581	N/A	Major Market
KRBE-FM	Houston	AC	GCC Communications of Houston	104.1 MHz 100,000 w horz/vert 790 ft. above average terrain	John Dew, GM Bill Hill, GSM Roger Garrett, PD	9801 Westheimer, Suite 700 Houston, TX 77042 713-266-1111	N/A	Katz Radio FairWest Prg. One George Johns
KRLY-FM	Houston	B	Gulf Broadcasting Group	93.7 MHz 100,000 w horz/vert 790 ft. above average terrain	John Hlatt, GM Don Peterson, GSM Steve Harris, PD	2630 Fountainview Dr., Suite 210 Houston, TX 77057 713-780-1646	N/A	Jack Masla
KSRR-FM	Houston	A	American Broadcasting	96.5 MHz 100,000 w circular polarized 580 ft. above average terrain	Jeff Trumper, GM Kevin McCarthy, GSM Alan Sneed, PD	1201 Fannin Band Bldg. Houston, TX 77030 713-797-0097	N/A	Hillier
KTRH-AM	Houston	N/T	Rusk Corp.	740 KHz 50,000 w Directional	Hal Kemp, GM Max Cohen, GSM Ed Shane, PD	Box 1520, 510 Lovett Blvd. Houston, TX 77001 713-526-4591	N/A	Christal Co.
KYND-FM	Pasadena	BM	Harte-Hanks Radio	92.5 KHz 97,000 w horz/vert 790 ft. above average terrain	Vici Williams, GM Scott Davis, GSM John Davidson, PD	11 Greenway Plaza, Suite 2022 Houston, TX 77046 713-961-0092	N/A	Eastman Radio Churchill Pdtctns
KYOK-AM	Houston	B	Shamrock Broadcasting	1590 KHz 5,000 w Directional-Night Only	Bernard Walker, GM Jim Fox, GSM Rick Roberts, PD	Box 8218, 3000 LaBranch Houston, TX 77004 713-526-7131	\$65	N/A
KXYZ-AM	Houston	SP	Slater Broadcasting	1320 KHz 5,000 w Directional-Night Only Non-Directional Day	Bill Walters, GM Joyce Becker, GSM Eleazar Garcia, PD	Box 87190 225 Berk & South Sts. Houston, TX 77287 713-472-2500	\$70	P.W. Radio Reps.



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A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

INDIANAPOLIS



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WATI-AM	Indianapolis	BM	Sarkes Tarzian	810 KHz 250 w Non-Directional	Tom Tolar, GM Tom Tolar, GSM Bob Todd, PD	3490 Bluff Rd. Indianapolis, IN 46217 317-783-9284	N/A	Jack Masla FM 100 Plan
WBRI-AM	Indianapolis	REL	Radio One Five Hundred	1500 KHz 5,000 w Directional	Gary Arnold, GM Bruce Mughman, GSM Gary Sallee, PD	4802 E. 62nd St. Indianapolis, IN 46220 317-255-5484	\$24 x 5	N/A
WCBK-FM	Martinsville	AC	Morgan County Broadcasters	102.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Dave Keister, GM Jeff Hancock, GSM Dave Keister, PD	1639 Burton Lane Martinsville, IN 46151 317-342-3394	N/A	N/A
WENS-FM	Shelbyville	AC	Emmis Broadcasting	97.1 MHz 30,000 w horz/vert 679 ft. above average terrain	Jeffrey Smulyan, GM James Culbertson, GSM Richard Cummings, PD	2255 N. Hawthorne Ln. Indianapolis, IN 46218 317-353-9700	\$110	CBS/FM National Henaberry
WFBO-FM	Indianapolis	A	Gulf Broadcast Group	94.7 MHz 52,000 w 850 ft. above average terrain	L. David Moorhead, GM Rick Miles, GSM Joe Krause, PD	6161 Fall Creek Rd. Indianapolis, IN 46220 317-257-7565	N/A	Katz Radio Sebastian
WFMS-FM	Indianapolis	C	Susquehanna	95.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Larry Groen, GM Kevin Aulmann, GSM Herb Allen, PD	8120 Knue Rd. Indianapolis, IN 46250 317-842-9550	\$110	Torbet Radio
WGTC-FM	Bloomington	AC	Sarkes Tarzian	92.3 MHz 37,000 w horz/vert 1,091 ft. above average terrain	R.G. Holben, GM R.G. Holben, GSM Joel Widdows, PD	535 S. Walnut Street Bloomington, IN 47401 812-332-3366	15/0 time only	PRO Radio
WIBC-AM	Indianapolis	AC	Fairbanks Broadcasting	1070 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Roy Cooper, GM Tim Medland, GSM Jed Duval, PD	2835 N. Illinois St. Indianapolis, IN 46208 317-924-5211	\$180	Blair Radio
WIFE-AM	Indianapolis	N/T	Communicom Broadcasting Partners	1310 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Don Watson, GM Mill McConnell, GSM Don Watson, PD	1440 N. Meridian St. Indianapolis, IN 46202 317-637-1375	\$52 x 6	Selcom
WIKS-FM	Greenfield	R	Hefel Broadcasting	99.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Dennis Rossmo, GM Charlie Slavic, GSM C. Matthews, PD	1800 N. Meridian #99 Indianapolis, IN 46202 317-924-9457	\$50 x 6	Major Market E. Alvin Davis
WIRE-AM	Indianapolis	C	Mid America Media	1430 KHz 5,000 w Directional-Night Only	Jack Hobbs, GM Jack Sorbi, GSM Gary Havens, PD	Box 88456 Indianapolis, IN 46208 317-927-4200	N/A	Eastman Radio
WNAP	Indianapolis	R	Fairbanks Broadcasting	93.1 MHz 50,000 w 1,022 ft. above average terrain	Roy Cooper, GM Bill Johnson, GSM Cris Corner, PD	2835 N. Illinois St. Indianapolis, IN 46208 317-924-5211	\$80	Blair Radio
WNDE-AM	Indianapolis	AC	Gulf Broadcast Group	1260 KHz 5,000 w Directional-Night Only	L. David Moorehead, GM Jerry Harbin, GSM Jay Lawrence, PD	6161 Fall Creek Rd. Indianapolis, IN 46220 317-257-7565	N/A	Katz Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNTS-AM	Beach Grove	REL	S & M Broadcasting	1590 KHz 5,000 w Day/500 w Night Directional	Jack Marsella, GM Jim Wilson, GSM Mike Ayers, PD	4800 E. Raymond St. Indianapolis, IN 46203 317-359-5591	\$14	Radio Spot
WTLC-FM	Indianapolis	B	Beni of Indiana	105.7 MHz 50,000 w horz/vert 445 ft. above average terrain	Al Hobbs, GM Al Hobbs, GSM Jay Johnson, PD	Box 697 2126 N. Meridian St. Indianapolis, IN 46206 317-923-1456	N/A	Bernard Howard
WXLW-AM	Indianapolis	REL	Shirk Inc.	950 KHz 5,000 w Directional	Ed Sears, GM N/A Elizabeth Flynn, PD	3003 Kessler Blvd. Indianapolis, IN 46222 317-925-6494	\$15	N/A
WXTZ-FM	Indianapolis	BM	Mid-American Radio	103.3 MHz 18,000 w horz/vert 860 ft. above average terrain	Jack Hobbs, GM Gaylon Scott, GSM William Franzman, PD	4560 Knollton Rd. Indianapolis, IN 46208 317-927-4200	N/A	Eastman Radio Bonneville
WXVW-AM	Jeffersonville	BB	Sunnyside Communications	1450 KHz 1,000 w Day/250 w Night Non-Directional	Charles Jenkins, Jr., GM Charles Jenkins, Jr., GSM Gill Dougherty, PD	Box 726 Jeffersonville, IN 47130 812-283-3577	\$25	Lotus Al Ham "MOYL"



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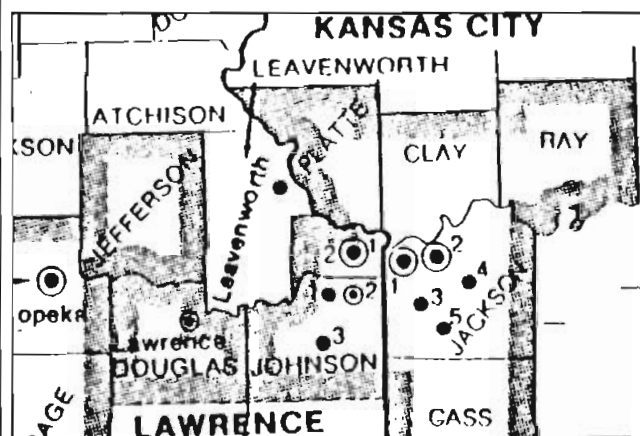
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

KANSAS CITY



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBEA-AM	Mission	N	KBEA Broadcasting	1480 KHz 1,000 w Day/500 w Night Directional	Robert Ingram, GM/Pres Lawyer Ward, GSM Dave Wilson, PD	Box 1347 Mission, KS 66202 913-432-1480	N/A	PW Radio
KBEQ-FM	Kansas City	R	Mariner Communications	104.3 MHz 50,000 w horz/vert 953 ft. above average terrain	Gary Rodriguez, GM John Kizer, GSM Maja Britton, PD	605 W. 47th St. Kansas City, MO 64112 816-531-2535	N/A	Eastman Radio
KCEZ-FM	Fairway	BM	Meredith	94.9 MHz 100,000 w circular 1,057 ft. above average terrain	Steve Shannon, GM Gary Reames, GSM Mary Dunbar, PD	4500 Johnson Dr. Fairway, KS 66205 913-677-9595	\$64	Major Market
KCCV-AM	Independence	REL	Bolt Broadcasting	1510 KHz 1,000 w Non-Directional	Rich Bolt, II, GSM Gary Coulter, STM/PO	10841 E. 28th St. Independence, MO 64052 816-252-5050	\$18	N/A
KCMO-AM	Fairway	N/T	Meredith	810 KHz 50,000 w horz/vert Directional-Night Only	Steve Shannon, GM Bill Newman, GSM Tom Tradup, PD	4500 Johnson Dr. Fairway, KS 66205 913-677-7321	\$95	Major Market
KCNW-AM	Fairway	REL	Universal Broadcasting	1380 KHz 5,000 w Day/500 w Night Directional	Andy Willoughby, GM Nick Marsh, PD	Box 461 Shawnee Mission, KS 66201 913-492-1380	\$14	N/A
KFKF-FM	St. Joseph	C	KCKN	94.1 MHz 100,000 w horz/vert 465 ft. above average terrain	Robert LaBonte, GM William Goetze, GSM Paul Sebastian, PD	4121 Minnesota Avenue Kansas City, KS 66102 913-321-3200	N/A	McGavren-Guild
KJLA-AM	Kansas City	BB	Osborn Communications	1190 KHz 1,000 w Day/250 w Night Directional-Night Only	William Osborn, II, GM Linsey Shannon, GSM Lee Mallory, PD	3435 Broadway Kansas City, MO 64111 816-753-7707	\$20	Roslin Radio
KKCI-FM	Kansas City	A	Golden East Broadcasting of Kansas City	106.5 MHz 100,000 w horz/vert 880 ft. above average terrain	John Beck, GM John Beck, GSM Dave Popovich, PD	4722 Broadway, Suite 221 Kansas City, MO 64112 816-531-3400	\$60	CBS/FM
KLDY-AM	Liberty	N	Southwest Radio Enterprises	1140 KHz 500 w Non-Directional	Keith Harrington, GM Steve Litwer, GSM Sandy Sherar, PD	310 LaFrenze Rd. Liberty, MO 64068 816-781-6600	\$25	CBS/FM
KMBR-FM	Shawnee Mission	BM	Bonneville International	99.7 MHz 100,000 w horz/vert 950 ft. above average terrain	Walter Lochman, GM Jim Adams, GSM Jim Welch, PD	4935 Belinder Rd. Shawnee Mission, KS 66205 913-236-9800	N/A	Torbet Radio Bonneville
KMBZ-AM	Shawnee Mission	AC	Bonneville International	980 KHz 5,000 w Directional-Night Only	Walter Lochman, GM Jim Adams, GSM Steve Bell, PD	4935 Belinder Rd. Shawnee Mission, KS 66205 913-236-9800	N/A	Torbet Radio
KPRS-FM	Kansas City	B	KPRS Broadcasting	103.3 MHz 100,000 w horz/vert 450 ft. above average terrain	John Carter, GM John Carter, GSM Primm Carter, PD	Three Crown Center, Suite 118 Kansas City, MO 64108 816-471-2190	\$60	Bernard Howard

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KPRT-AM	Kansas City	REL	KPRS Broadcasting	1590 KHz 1,000 w Day Only Non-Directional	John Carter, GM	Three Crown Center, Suite 118 Kansas City, MO 64108 816-471-2100	\$60	Bernard Howard
KUDL-FM	Kansas City- Merriam, KS	AC	Shamrock Broadcasting	98.1 MHz 100,000 w 250 ft. above average terrain	Robert Hensky, GM Greg Fitzmaurice, GSM Ruth Reagan, PD	6230 Edy Merriam Mission, KS 66202 913-722-2866	\$65	Selcom TM Programming
KXTR-FM	Kansas City	CL	KXTR Broadcasting	96.5 MHz 100,000 w 546 ft. above average terrain	Lawyer Ward, GM Lawyer Ward, GSM Byl Strother, PD	1701 South 55th St. Kansas City, MO 66106 913-432-1480	\$50 x 12	Concert Music
KYYS-FM	Kansas City	A	Taft Broadcasting	102.1 MHz 100,000 w 940 ft. above average terrain	Bob Garrett, GM Herndon Hasty, GSM Joe MacCabe, PD	Signal Hill Kansas City, MO 64108 816-753-4567	N/A	N/A
WDAF-AM	Kansas City	C	Taft Broadcasting	610 KHz 5,000 w Non-Directional	Tom Connolly, GM Mike Costello, GSM Neal Mullins, PD	Signal Hill Kansas City, MO 64108 816-753-4567	N/A	Katz Radio
WHB-AM	Kansas City	R	Storz Broadcasting	710 KHz 10,000 w Day 5,000 w Night Dir -Sep. patterns day & night	Skip Broussard, GM Skip Broussard, GSM Jeff Roberts, PD	106 W. 14th St Kansas City, MO 64105 816-221-8300	\$130	Blair Radio



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A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		



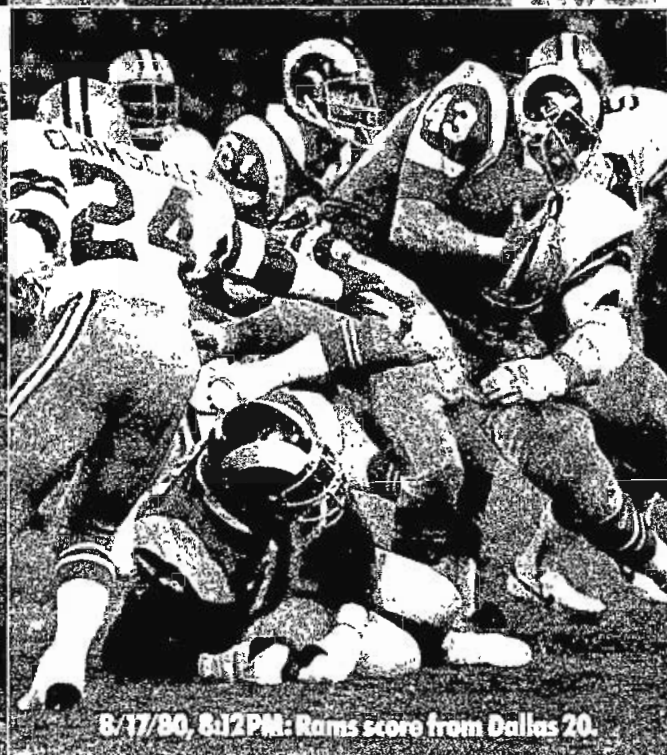
5/19/79, 8:25AM: LAPD apprehends barricaded suspect.



4/22/81, 4:00AM: Space Shuttle Wings off.



10/3/78, 6:00PM: Bluebird Canyon slides away.



8/17/80, 8:12PM: Rams score from Dallas 20.

**ALL NEWS ALL THE TIME.
BECAUSE THAT'S WHEN IT HAPPENS.**

KFWB RADIO 98

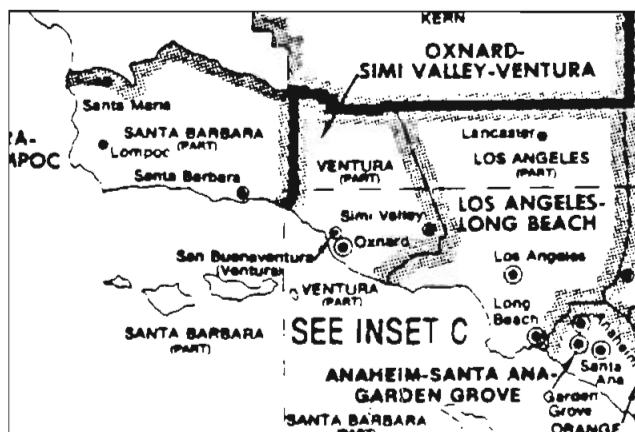


LOS ANGELES



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KABC-AM	Los Angeles	T	ABC	790 KHz 5,000 w Directional-Night Only	George Green, GM Pat Duffy, GSM Wally Sherwin, PD	3321 S. LaCienega Blvd. Los Angeles, CA 90016 213-557-7900	\$450 x 12	Katz Radio
KALI-AM	San Gabriel	SP	United Broadcasting	1430 KHz 5,000 w Directional	Raul Ortal, GM James Stratton, GSM Pepe Reyes, PD	5723 Melrose Avenue Hollywood, CA 90038 213-466-6161	\$60	Jack Masla
KBIG-FM	Los Angeles	BM	Bonneville International	104.3 MHz 105,000 w horz/vert 5,800 ft. above average terrain	Jack Adamson, GM Don Cena, GSM Rob Edwards, PD	7755 Sunset Blvd Los Angeles, CA 90046 213-874-7700	\$360	Torbet Radio Bonneville
KFWB-AM	Los Angeles	N	Westinghouse Broadcasting	980 KHz 5,000 w Non-Directional	Frank Oxarant, GM Erle Younker, GSM Ned Foster, PD	6230 Yucca St Los Angeles, CA 90028 213-462-5392	N/A	RAR
KGFJ-AM	Los Angeles	B	Inner City Broadcasting of Los Angeles	1230 KHz 1,000 w Day/250 w Night Non-Directional	Harold Jackson, GM Faye Bowling, GSM George Pierre, PD	6464 Sunset Blvd. Los Angeles, CA 90028 213-669-1000	N/A	Jack Masla
KHJ-AM	Los Angeles	C	RKO General	930 KHz 5,000 w Directional-Night Only	Allan Chlowitz, GM David Forner, GSM Lon Helton, PD	5515 Melrose Avenue Hollywood, CA 90038 213-462-2133	N/A	RKO Radio
KHTZ-FM	Los Angeles	AC	Greater Media	97.1 MHz 55,000 w circular polarized 770 ft. above average terrain	Robert Moore, GM Jim Freeman, GSM Jim Conlee, PD	3580 Wilshire Blvd. Los Angeles, CA 90010 213-383-4222	N/A	Selcom
KIQQ-FM	Los Angeles	R	The Outlet Co	100.3 MHz 58,000 w 1,180 ft. above average terrain	George Wilson, GM Richard Warshaw, GSM Paula Matthews, PD	6430 Sunset Blvd Hollywood, CA 90028 213-469-1631	\$220	Jack Masla
KJOI-FM	Los Angeles	BM	CCLA Communications	98.7 MHz 75,000 w horz/vert 1,833 ft. above average terrain	Gordon Mason, GM Robert Bochicchio, GSM Stan Gold, PD	2555 Briarcrest Rd. Beverly Hills, CA 90210 213-278-5990	\$250 x 12	Selcom Churchill
KLAC-AM	Los Angeles	C	Metromedia	570 KHz 5,000 w Directional	Donald Kelly, GM Stuart Levy, GSM Charlie Cook, PD	5746 Sunset Blvd Los Angeles, CA 90028 213-462-5522	\$280	Eastman Radio
KLOS-FM	Los Angeles	A	ABC	95.5 MHz 68,000 w horz/vert 2,920 ft. above average terrain	Bill Sommers, GM Lee Larsen, GSM Tom Hedges, PD	3321 S. LaCienega Blvd. Los Angeles, CA 90016 213-557-7000	\$325 x 6	Katz Radio Jeff Pollack
KLVE-FM	Los Angeles	SP	Caballero Spanish Radio	107.5 MHz 34,000 w horz/vert 5,800 ft. above sea level	Elias Liberman, GM Julio Liberman, GSM	K-Love Radio Broadcasting 5724 Hollywood Blvd. Hollywood, CA 90028 213-465-3171	N/A	Caballero

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KMET-FM	Los Angeles	A	Metromedia	94.7 MHz 58,000 w horz/vert 2,835 ft. above average terrain	Howard Bloom, GM Bob Griffith, GSM Sam Bellamy, PD	5746 Sunset Blvd. Los Angeles, CA 90028 213-464-5638	\$510	Eastman Radio John Sebastian
KMPC-AM	Los Angeles	BB	Golden West Broadcasters Inc	710 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Kenneth Miller, GM Norman Epstein, GSM John Feiz, PD	Box 710 5858 Sunset Blvd Los Angeles, CA 90028 213-460-5672	\$300	Major Market Drake-Chenault
KNX-AM	Los Angeles	N	CBS Radio	1070 KHz 50,000 w Non-Directional	George Nicholas, GM W. Dean LeGras, GSM Bob Sims, PD	6121 Sunset Blvd. Los Angeles, CA 90028 213-460-3000	\$500	CBS Radio
KNX-FM	Los Angeles	MM	CBS Radio	93.1 MHz 54,000 w 2,870 ft. above average terrain	Robert Nelson, GM Hal Jay Bedsole, GSM Michael Sheehy, PD	6121 Sunset Blvd Los Angeles, CA 90028 213-460-3203	N/A	CBS/FM
KOST-FM	Los Angeles	BM	Cox Broadcasting	103.5 MHz 12,500 w horz/vert 6,100 ft. above average terrain	Don Dalton, GM Bob Griffen, GSM Fred Seiden, PD	Box 76860 Los Angeles, CA 90076 213-385-0101	N/A	Christal Co. FM 100 Plan
KPRZ-AM	Los Angeles	BB	Gannett Broadcasting	1150 KHz 5,000 w Directional-Night Only	Wally Clark, GM Cos Cappelino Tom Murphy, PD	1150 Corp 6255 Sunset Blvd Los Angeles, CA 90028 213-462-6211	N/A	McGavren-Guild
KRLA-AM	Pasadena	AC	KRLA	1110 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Bert West, GM Mark Sayatovic, GSM Jack Roth, PD	1401 South Oak Knoll Pasadena, CA 91109 213-793-3330	\$260	Bernard Howard
KROQ-FM	Pasadena	A	George E. Cameron Communications	106.7 MHz 25,500 w 1,600 ft. above average terrain	Pat Welsh, GM Jeff Freeman, GSM Rick Carroll, PD	Burbank Broadcasting Co 117 South Los Robles Avenue Pasadena, CA 91101 213-578-0830	N/A	Roslin Radio
KRTH-FM	Los Angeles	AC	KHJ Division RKD General Broadcasting	101.1 MHz 58,000 w horz/vert 2,930 ft. above average terrain	Allan Chlowitz, GM Jan Kopic, GSM Bob Hamilton, PD	5901 Venice Blvd. Los Angeles, CA 90034 213-937-5230	\$400	RKO Radio
KTNQ-AM	Los Angeles	SP	K-Love Radio Broadcasting	1020 KHz 50,000 w Directional	Elias Liberman, GM Julio Liberman, GSM Jose Liberman, PD	5724 Hollywood Blvd Hollywood, CA 90028 213-465-3171	\$96 x 12	Caballero
KWST-FM	Los Angeles	AC	Century Broadcasting	105.9 MHz 72,000 w horz/vert 2,000 ft. above sea level	Tim Sullivan, GM Paulette Williams, GSM Jeff Saigo, PD	6430 W. Sunset Blvd. Los Angeles, CA 90028 213-467-1224	N/A	Torbet Radio
KZLA-AM	Los Angeles	C	Capital Cities Broadcasting	1540 KHz 50,000 w Directional	Vern Ore, GM Des Phelan, GSM Tom Casey, PD	5700 Sunset Blvd Los Angeles, CA 90028 213-466-4123	N/A	Blair Radio
KZLA-FM	Los Angeles	C	Capital Cities Broadcasting	94 MHz 50,000 w Non-Directional	Vern Ore, GM Des Phelan, GSM Tom Casey, PD	5700 Sunset Blvd Los Angeles, CA 90028 213-466-4123		Blair Radio Burns-Somerset



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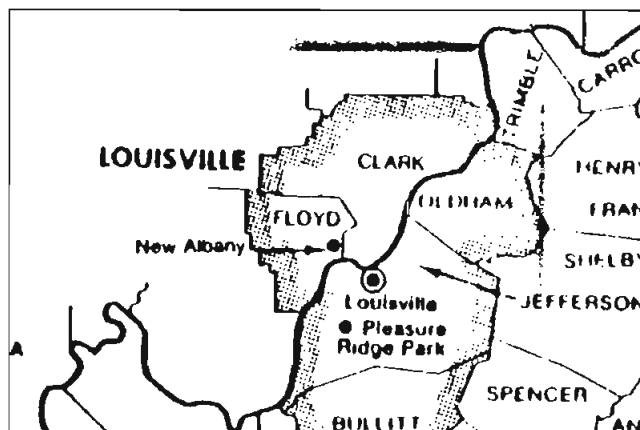
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LOUISVILLE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WKY-AM	Louisville	O	Multimedia	790 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Howdy Bell, GM Howdy Bell, GSM Bob Moody, PD	558 4th Avenue Louisville, KY 40202 502-589-7979	N/A	Katz Radio
WAMZ-FM	Louisville	C	WHAS	97.5 MHz 100,000 w horz/vert 505 ft. above average terrain	Robert Morse, GM Jane Vance, GSM Coyote Calhoun, PD	520 W. Chestnut St. Louisville, KY 40201 502-582-7832	\$80	Christal Co Lee Bayley
WAVG-AM	Louisville	AC	ORIN	970 KHz 5,000 w Dir.-Sep. patterns day & night	Edward Henson, Jr., GM Joe McDevitt, GSM Alan Brown, PD	Box 37970, 725 S. Floyd St. Louisville, KY 40233 502-585-2201	\$65 x 6	Eastman
WCII-AM	Louisville	C	Great Trails Broadcasting	1080 KHz 10,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Richard Ferry, GM Horace Roth, GSM Jack Armstrong, PD	307 W. Muhammad Ali Blvd Louisville, KY 40202 502-589-4800	\$100.75	Major Market Lund Consultants
WFIA-AM	Louisville	REL	American Bible Radio	900 KHz 1,000 w Non-Directional	Anne Wright, GSM Jim Todd, PD	310 W. Liberty St., Suite B-3 Louisville, KY 40202 502-583-4811	\$10 x 10	Radio Spot
WHAS-AM	Louisville	AC	WHAS	840 KHz 50,000 w Non-Directional	Robert Morse, GM James Topmiller, Jr., GSM Jerry David Malloy, PD	520 W. Chestnut Louisville, KY 40202 502-582-7801	\$130	Christal Co Lee Bayley
WJYL-FM	Jeffersonton	AC	Publicist Communications	101.7 MHz 1,500 w 400 ft. above average terrain	Roger Hilkert, GM Roger Hilkert, GSM Mark Williams, PD	10,000 Shelbyville Rd. Louisville, KY 40223 502-245-6601	N/A	N/A
WKJJ-FM	Louisville	AC	Great Trails Broadcasting	99.7 MHz 20,000 w horz/vert 720 ft. above average terrain	Richard Ferry, GM Horace Roth, GSM Jack Armstrong, PD	307 W. Muhammed Ali Blvd Louisville, KY 40202 502-589-4800	\$100	Major Market John Lund
WINN-AM	Louisville	C	Communications Properties	1240 KHz 1,000 w Day/250 w Night Non-Directional	David Roederer, GM David Rogers, GSM David Rogers, PD	660 S. Third St., Fincastle Bldg. Louisville, KY 40202 502-585-5148	\$40	McGavren-Guild
WLOU-AM	Louisville	B	Summers Broadcasting	1350 KHz 5,000 w Non-Directional	William Summers, III, GM DuWayne McElroy, GSM Bill Price, PD	Box 8278, 2459 S. 3rd St. Louisville, KY 40208 502-636-3535	\$40 x 6	Bernard Howard
WLRS-FM	Louisville	A	Kentucky Technical Institute	102.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Louisa Henson, GM Nick Ulmer, GSM Dave Conley, PD	800 S. Fourth St. Louisville, KY 40203 502-585-5178	\$60 x 6	Eastman Radio Burkhart/Abrams
WOBS-AM	New Albany	REL	S.S.S. of Kentucky	1570 KHz 1,000 w Day Only Directional	Ed Sears, GM Ed Sears, GSM Gary Hart, PD	Box 126 New Albany, IN 47150 812-944-7781	\$9	Pates/Walton Radio-USA
WQMF-FM	Jeffersonville	A	The Other Corp.	95.7 MHz 34,000 w horz/vert 580 ft. above average terrain	John Page Otting, GM Michael Horlander, GSM Tom Owens, PD	Box 960 Louisville, KY 40201 502-589-4400	\$45 x 12	Selcom Sebastian

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WRKA-FM	St. Matthews	AC	Capitol Broadcasting	103.1 MHz 3,000 w horz/vert 300 ft. above average terrain	Ray Quinn, GM Joe Koetter, GSM Dan O'Toole, PD	10001 Linn Station Rd. Louisville, KY 40223 502-423-9752	\$60	Christal Co. David Klemm
WTMT-AM	Louisville	C	Jefferson Broadcasting	620 KHz 500 w Directional	Lee Stinson, GM Lee Stinson, Jr., GSM Bill McClain, PD	162 W. Broadway Louisville, KY 40202 502-583-6200	\$18	Jack Masla
WVEZ-FM	Louisville	BM	Multimedia	106.9 MHz 24,500 w horz/vert 670 ft. above average terrain	Christine Woodward, GM Christine Woodward, GSM Ed Williamson, PD	558 4th Avenue Louisville, KY 40202 502-589-0107	N/A	Katz Radio Schulke
WXLN-FM	Louisville	REL	American Bible Radio	103.9 MHz 950 w horz/vert 490 ft. above average terrain	Ann Wright, GSM Jim Todd, PD	310 W. Liberty St., Suite B-3 Louisville, KY 40202 502-583-4811	\$20 x 10	Radio Spot
WXVW-AM	Jeffersonville	BB	Sunnyside Communications	1450 KHz 1,000 w Day/250 w Night Non-Directional	Charles Jenkins, Jr., Pres. Charles Jenkins, Jr., GSM G. R. Daugherty, OM	Box 726 Jeffersonville, IN 47130 812-283-3577	\$25	Lotus Rep. Al Ham's "MOYL"



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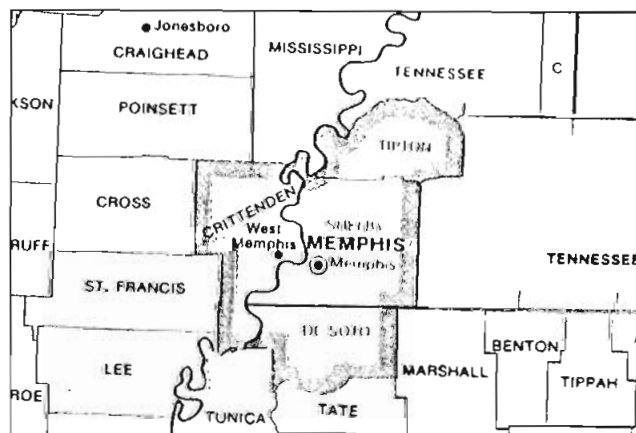
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AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

MEMPHIS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KSUD-AM	West Memphis	REL	Newport Broadcasting	730 KHz 250 w Non-Directional	Harold Penn, GM Harold Penn, GSM Harold Penn, PD	Box 3696 Memphis, TN 38103 501-735-6622	\$8.55	N/A
KWAM-AM	Memphis	REL	KWAM	990 KHz 10,000 w Directional	E.W. Bie, GM Kathy Wessels, GSM Floyd Blackwell, PD	64 Flicker St. Memphis, TN 38112 901-323-2679	N/A	Stars
KWAM-FM	Memphis	B	KWAM	101.1 MHz 10,000 w horz/vert 300 ft. above average terrain	E.W. Bie, GM Kathy Wessels, GSM Floyd Blackwell, PD	Box 12107 Memphis, TN 38112 901-323-2679	N/A	Dora Clayton
KWJJ-AM	Portland	C	Roy H. Park Broadcasting	1080 KHz 50,000 w Day/10,000 w Night Dir.-Sep. patterns day & night	Don Shore, GM Jeff Davis, PD	931 S.W. King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Katz Radio
WDIA-AM	Memphis	B	Viacom Radio	1070 KHz 50,000 w Days/5,000 w Night Dir.-Sep. patterns day & night	Charles Scruggs, GM Ernest Jackson, GSM Carl Conner, PD	WDIA, Inc., Box 12045 2265 Central Ave. Memphis, TN 38112 901-278-4550	\$70 x 6 \$72 - fixed spot	Bernard-Howard
WEZI-FM	Memphis	BM	Harte-Hanks Radio	105.9 MHz 100,000 w horz/vert 762 ft. above average terrain	Dave Thomas, GM Gloria Sangster-Welch, GSM Phyllis Moore, PD	5900 Poplar Memphis, TN 38119 901-767-6532	\$101 x 6	Christal Company Churchill
WHBQ-AM	Memphis	Q	RKO General	560 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Ron Thompson, GM Jay Childress, GSM Mike Scalzi, PD	483 S. Highland Memphis, TN 38111 901-458-0056	N/A	RKO Radio
WHRK-FM	Memphis	B	Plough Broadcasting	97.1 MHz 100,000 w horz/vert 530 ft. above average terrain	Craig Scott, GM Priscilla Watts, GSM Ron Olson, PD	112 Union Radio Center Memphis, TN 38103 901-529-4397	N/A	Eastman Radio
WLQK-AM	Memphis	B	Gilliam Communications	1340 KHz 1,000 w Non-Directional	Lee Armstrong, GM Lois Stockton, GSM C.J. Morgan, PD	363 S. Second St. Memphis, TN 38103 901-527-9565	\$21	Jack Masla
WLVS-FM	Germantown	C	Omni Broadcasting	94.3 MHz 3,000 w horz/vert 300 ft. above average terrain	Betty Thornton, GM Jack Hill, GSM Paul Selth, PD	Box 17527 6080 Mt. Moriah Ext. Memphis, TN 38117 901-365-2032	N/A	Hillier
WMC-AM	Memphis	C	Scripps-Howard Broadcasting	790 KHz 5,000 w Directional-Night Only	Dean Osmundson, GM Greg Hamilton, GSM Les Acree, PD	Box 4020 Crosstown Station 1960 Union Avenue Memphis, TN 38104 901-726-0555	N/A	Blair Radio

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WMC-FM	Memphis	R	Scripps-Howard Broadcasting	99.7 MHz 300,000 w horz/100,000 w vert 970 ft. above average terrain	Donald Meyers, GM Carl McNeill, GSM Garry Wall, PD	Box 420 Crosstown Station 1960 Union Avenue Memphis, TN 38104 901-726-0555	N/A	Blair Radio
WMPS-AM	Memphis	C	Plough Broadcasting	680 KHz 10,000 w Day/5,000 w Night Directional-Night Only	Craig Scott, GM Richard Snowdon, GSM Walt Jackson, PD	Radio Center 112 Union Memphis, TN 38103 901-529-4368	N/A	Easman Radio
WREC	Memphis	BB	Summit Communications of Tennessee	600 KHz 5,000 w Directional-Night Only	Bill Thomas, GM David Stewart, GSM Allen Tynes, PD	Box 2099 1385 Lamar Memphis, TN 38101 901-726-0060	N/A	McGavren-Guild
WRVR-FM	Memphis	AC	Viacom International	104.5 MHz 100,000 w horz/vert 750 ft. above average terrain	Terry Wood, GM Carolyn Craft Edmondson, GSM Jim Robertson, PD	2272 Central Avenue Memphis, TN 38104 901-274-3400	N/A	Bernard Howard
WVEE-AM	Memphis	N/T	Big River Broadcasting	1430 KHz 1,000 w Non-Directional	Betty Thornton, GM Jack Hill, GSM Betty Thornton, PD	6080 Mt. Moriah Ext. Memphis, TN 38117 901-365-2032	N/A	Hillier
WZXR-FM	Memphis	A	Summit Communications of Tennessee	102.7 MHz 100,000 w horz/vert 900 ft. above average terrain	Bill Thomas, GM Greg Hamilton, GSM Doug Hill, PD	Box 2099 1385 Lamar Memphis, TN 38101 901-726-0060	N/A	McGavren-Guild Burkhardt/Abrams



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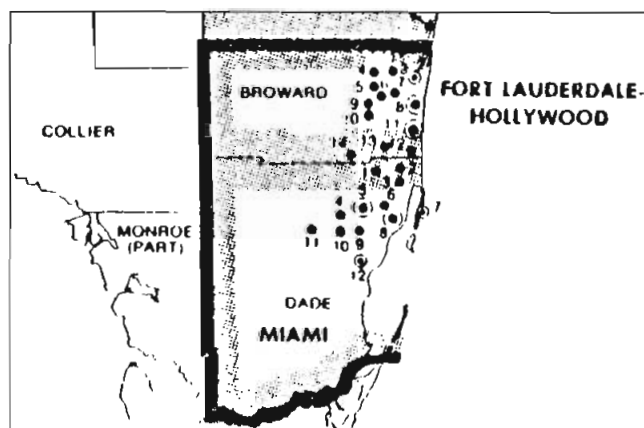
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

MIAMI



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIA-FM	Miami	MM	Cox Broadcasting	97.3 MHz 98,000 w 790 ft. above average terrain	Bill Viands, GM Phil Costin, GSM Alan Anderson, PD	1401 N. Bay Causeway Miami, FL 33141 305-759-4311	N/A	Christal Company
WAXY-FM	Fort Lauderdale	D	RKO General	106 MHz 100,000 w horz/vert 1,049 ft. above average terrain	Douglas Donoho, GM Gary Lawrence, GSM Rick Shaw, PD	1975 E. Sunrise Blvd. Fort Lauderdale, FL 33304 305-463-9299	N/A	RKO Radio
WCKO-FM	Pompano Beach	R	Rose Broadcasting	102.7 MHz 100,000 w horz/vert 345 ft. above average terrain	Robert Bell, GM Tom Duffy, STM Buddy Hollis, PD	4431 Rock Island Rd. Fl. Lauderdale, FL 33319 305-737-4996	\$75	Lotus Reps
WCMQ-AM	Miami	Sp	Radio WCMQ	1220 KHz 1,000 w Non-Directional	Joseph Rey, GM Lisabeth Reynolds, GSM Hector Viera, PD	1411 Coral Way Miami, FL 33145 305-854-1830	\$105	Major Market
WCMQ-FM	Hialeah	Sp	Great Joy Broadcasting	92.1 MHz 3,000 w horz/vert 300 ft. above average terrain	Joseph Rey, GM Lisabeth Reynolds, GSM Betty Pino, PD	1411 Coral Way Miami, FL 33145 305-854-1830	\$52.50	Major Market
WEDR-FM	Miami	B	WEDR	99.1 MHz 70,000 w horz/vert 650 ft. above average terrain	Jerry Rushin, GM Don Gardner, GSM Leo Jackson, PD	1437 N.W. 35th St. Miami, FL 33142 305-633-1487	N/A	Stars
WHTT-AM	Miami	AC	Metroplex Communications	1260 KHz 5,000 w Directional	David Ross, GM David Harris, GSM Ed McMann, PD	825 Arthur Godfrey Rd. Miami Beach, FL 33140 305-673-5803	N/A	McGavren-Guild
WHYI-FM	Hollywood	R	Metroplex Communications of	100.7 MHz 100,000 w 1,000 ft. above average terrain	Matt Mills, GM Dave Harris, GSM Bill Tanner, PD	2741 N. 29th Avenue Hollywood, FL 33020 305-925-7117	N/A	McGavren-Guild
WINZ-AM	Miami	N	Gannett Broadcasting	940 KHz 50,000 w Day/25,000 w Night Directional	Harold Frank, GM Stanley Cohen, GSM Dave Ryder, PD	4330 N.W. 207 Drive Miami, FL 33155 305-624-9490	\$120	Katz Radio
WINZ-FM	Miami	R	Gannett Broadcasting	94.9 MHz 100,000 w 650 ft. above average terrain	Harold Frank, GM Stanley Cohen, GSM Keith Isley, PD	4330 N.W. 207 Drive Miami, FL 33155 305-624-9490	N/A	Katz Radio
WIOD-AM	Miami	AC	Cox Broadcasting	610 KHz 10,000 w Dir.-Sep. patterns day & night	William Viands, Jr., GM Phil Costin, GSM Alan Anderson, PD	1401 N. Bay Causeway Miami, FL 33141 305-759-4311	N/A	Christal Company
WKAT-AM	Miami	BB	Hernsdtot Broadcasting	1360 KHz 10,000 w Day/1,000 w Night Non-Directional	Howard Premier, GM Bob Gardner, GSM Jack McDermott, PD	1759 Bay Rd. Miami Beach, FL 33139 305-531-8181	N/A	Lotus Reps
WKQS-FM	Boca Raton	BM	Sunshine Wireless	99.9 MHz 100,000 w horz/vert 930 ft. above average terrain	John Hill, GM Raymond Perry, GSM Ron Samuels, PD	9881 Sheridan St. Hollywood, FL 33024 305-621-4300	N/A	Roslin Radio

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WLYF-FM	Miami	BM	Jefferson-Pilot Broadcasting	101.5 MHz 100,000 w horz./vert 813 ft. above average terrain	Dan Di Loreto, GM Dennis Collins, GSM George Rudolph, PD	710 Brickell Avenue Miami, FL 33131 305-377-8811	N/A	CBS Radio TM Programming
WMBM-AM	Miami	B	Community Service Broadcasters	1490 KHz 1,000 w Day/250 w Night Non-Directional	Gary Starr, GM Steve Avellone, GSM Michael Dalfonzo, PD	814 First St. Miami Beach, FL 33139 305-672-1100	\$40	Jack Masla
WNWS-AM	Miami	N/T	Sudbrink Broadcasting	790 KHz 5,000 w Dir.-Sep. patterns day & night	Lewis Krone, GM Michael Mondshein, GSM Neil Rogers, PD	8000 S.W. 67th Avenue Miami, FL 33143 305-665-4833	\$95 x 6	Bernard Howard
WOCN-AM	Miami	Sp	Minority Broadcasters	1450 KHz 1,000 w Day/250 w Night Non-Directional	Jorge Fiterre, GM N/A N/A	1779 W. Flagler St. Miami, FL 33135 305-649-1450	N/A	Lotus Reps
WQAM-AM	Miami	C	Storz Broadcasting	560 KHz 5,000 w Day/1,000 w Night Non-Directional	Ronald Beckey, GM Bob Grimm, GSM Tim Baxter, PD	767 41st St. Miami Beach, FL 33140 305-531-6651	N/A	Blair Radio
WQBA-AM	Miami	Sp	Susquehanna Broadcasting	1140 KHz 10,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Herbert Levin, GM Julio Rumbaut, GSM Julio Mendez, PD	701 S.W. 27th Avenue Miami, FL 33135 305-649-8969	\$150 AM/FM	Eastman Radio Caballero
WQBA-FM	Miami	Sp	Susquehanna Broadcasting	107.5 MHz 100,000 w horz./vert 500 ft. above average terrain	George Hyde, GM Jack Nobles, GSM Julio Mendez, PD	701 S.W. 27th Ave. Miami, FL 33135 305-649-8969	\$90 individual	Eastman Radio Caballero
WRHC-AM	Coral Gables	Sp	Radiocentro Broadcasting	1550 KHz 10,000 w Directional	Salvador Lew, GM Salvador Lew, GSM Ricardo Jorge, PD	2266 S.W. Eight St. Miami, FL 33135 305-643-1121	N/A	Caballero
WSHE-FM	Ft. Lauderdale	AC	TK Communications	103.5 MHz 100,000 w 600 ft. above average terrain	Joe Davidman, GM Chuck Bortnick, GSM Sonny Fox, PD	3000 S.W. 60th Avenue Ft. Lauderdale, FL 33314 305-581-1580	N/A	Eastman Radio
WTMI-FM	Miami	CL	Marlin Limited Partnership	93.1 MHz 100,000 w 480 ft. above average terrain	Maurice Loewenthal, GM Sam Rosenblatt, GSM Alvis Sherkouse, PD	2951 S. Bayshore Dr. Miami, FL 33133 305-443-5251	\$70	Concert Music Broadcast
WVCG-AM	Coral Gables	O	Broad Street Communications	1080 KHz 50,000 w Directional	Pete Vincetette, GM Allan Gantman, GSM Jeri Sullivan, PD	377 Alhambra Circle Coral Gables, FL 33134 305-445-5411	\$130 AM/FM	Major Market
WWJF-FM	Ft. Lauderdale	AC	WFTL Broadcasting	106.7 MHz 100,000 w 980 ft. above average terrain	Doug Auerbach, GM James Butler, GSM Ray Schilens, PD	Box 5333, 2100 N.W. 21st Ave. Ft. Lauderdale, FL 33310 305-485-4111	\$115	Hillier
WWWL-FM	Miami	AC	Community Service Broadcasters	93.9 MHz 100,000 w horz./vert 650 ft. above average terrain	Gary Starr, GM Steve Avellone, GSM Michael Dalfonzo, PD	843 1st St. Miami Beach, FL 33139 305-672-2500	\$160	Jack Masla
WYOR-FM	Coral Gables	BM	Broad Street Communications	105.1 MHz 100,000 w 600 ft. above average terrain	Pete Vincetette, GM Pete Vincetette, GSM Jeri Sullivan, PD	377 Alhambra Circle Coral Gables, FL 33134 305-445-5411	\$130 AM/FM	Torbet Radio Bonneville



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D — DISCO	T — TALK
J — JAZZ	

MILWAUKEE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WAWA-AM	West Allis	B	Suburbanair	1590 KHz 1,000 w Days Directional	Mike Elliott, GM Marianne Anderson, GSM Jimmy Goodtimes, PD	12800 W. Bluemound Rd. Elm Grove, WI 53122 414-786-1590	\$21	Bernard-Howard
WBCS-AM	Milwaukee	C	Great Trails Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Gina Gallagher, GM Tom Kuehl, GSM Pat Martin, PD	5407 W. McKinley Avenue Milwaukee, WI 53208 414-453-4130	N/A	RKO Radio
WBCS-FM	Milwaukee	C	Great Trails Broadcasting	102.9 MHz 50,000 w horz/48,000 w vert 440 ft. above average terrain	Gina Gallagher, GM Tom Kuehl, GSM Pat Martin, PD	5407 W. McKinley Avenue Milwaukee, WI 53208 414-453-4130	\$124	RKO Radio
WBKV-AM	West Bend	BM	West Bend Broadcasting	1470 KHz 1,000 w Non-Directional	Larry Tainter, GM N/A N/A	Box 60 Indiana & Decorah Rd. West Bend, WI 53095 414-334-2344	\$15	N/A
WEMP-AM	Hales Corners	BM	Lin Broadcasting	1250 KHz 5,000 w Directional	Jack Lee, GM Dick Williams, GSM Gregg Ewert, PD	11800 W. Grange Avenue Hales Corners, WI 53130 414-529-1250	N/A	Blair Radio Schulke
WEZW-FM	Wauwatosa	BM	Multimedia Radio	103.7 MHz 19,500 w horz/vert 840 ft. above average terrain	Dr. John Timm, GM Bob Lind, GSM Bull Moos, PD	735 W. Wisconsin Avenue Milwaukee, WI 53233 414-272-1040	\$109	McGavren-Guild
WFMR-FM	Milwaukee	CL	WFMR, Inc.	96.5 MHz 50,000 w 387 ft. above average terrain	Marlene Knopf, GM Tom Mierendorf, GSM Daniel Berry, PD	711 W. Capitol Dr. Milwaukee, WI 53206 414-372-8000	\$50	Roslin Radio
WISN-AM	Milwaukee	AC	Hearst	1130 KHz 50,000 w Day/10,000 w Night Directional	John Hinkle, Jr., GM Lee Dolnick, GSM Ken Warren, PD	Box 402 759 N. 19th St. Milwaukee, WI 53201 414-342-1111	\$150 x 6	Katz Radio Lund Consultants
WTKI-FM	Milwaukee	R	WTMJ, Inc.	94.5 MHz 15,500 w 911 ft. above average terrain	Steven Smith, GM Dave Smith, GSM Dallas Cole, PD	Box 693 720 E. Capitol Dr. Milwaukee, WI 53201 414-332-9611	\$48	Christal Company
WLPX-FM	Milwaukee	A	Hearst	97.3 MHz 11,700 w 920 ft. above average terrain	John Hinkle, Jr., GM Terry Jeffords, GSM Rick Harris, PD	Box 402 759 N. 19th St. Milwaukee, WI 53201 414-342-1111	\$100	Katz Radio Burkhart/Adams
WLUM-FM	Elm Grove	B	Suburbanair	102.1 KHz 50,000 w 360 ft. above average terrain	Mike Elliott, GM Marianne Anderson, GSM Jack Randall, PD	12800 W. Bluemound Rd. Elm Grove, WI 53122 414-786-1590	N/A	Bernard Howard
WMYX-FM	Milwaukee	AC	Lin Broadcasting	99.1 MHz 50,000 w horz/vert 486 ft. above average terrain	Jack Lee, GM Dick Williams, GSM Beth Fast, PD	11800 W. Grange Avenue Hales Corners, WI 53130 414-529-1250	N/A	Blair Radio George Burns

GUESS WHO'S NUMBER ONE IN MILWAUKEE RADIO?

#1 PERSONS 12+
Mon-Sun, 6A-Mid, AQH
#1 PERSONS 12+
Mon-Fri, 10A-3P, AQH
#1 ADULTS 18+
Mon-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Mon-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Sat-Sun, 6A-Mid, AQH
#1 ADULTS 35-64
Mon-Fri, 6A-10A, AQH
#1 ADULTS 18+
Mon-Fri, 6A-7P, AQH
#1 ADULTS 35-64
Mon-Fri, 6A-7P, AQH
#1 ADULTS 18+
Mon-Fri, 10A-3P, AQH
#1 ADULTS 35-64
Mon-Fri, 10A-3P, AQH
#1 ADULTS 18+
Sat-Sun, 10A-3P, AQH
#1 ADULTS 18+
Mon-Fri, 3P-7P, AQH
#1 ADULTS 25-54
Mon-Fri, 3P-7P, AQH
#1 ADULTS 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 18+
Mon-Fri, 6A-7P, AQH

#1 MEN 18+
Mon-Fri, 10A-3P, AQH
#1 MEN 18+
Sat-Sun, 10A-3P, AQH
#1 MEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 35-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-64
Mon-Fri, 10A-3P, AQH
#1 MEN 35-64
Mon-Fri, 3P-7P, AQH
#1 MEN 35-64
Mon-Fri, 6A-7P, AQH
#1 MEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 18+
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 18+
Mon-Fri, 6A-7P, AQH
#1 WOMEN 18+
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-49
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 25-54
Mon-Fri, 3P-Mid, AQH

#1 WOMEN 35-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 35-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 35-64
Mon-Fri, 3P-Mid, AQH
#1 WOMEN 35-64
Sat-Sun, 6A-Mid, AQH
#1 MEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Mon-Sun, 6A-Mid, AQH
#1 MEN 55-64
Sat-Sun, 6A-Mid, AQH
#1 WOMEN 55-64
Sat-Sun, 6A-Mid, AQH
#1 MEN 45-54
Mon-Fri, 6A-Mid, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-Mid, AQH
#1 MEN 55-64
Mon-Fri, 6A-Mid, AQH

#1 WOMEN 55-64
Mon-Fri, 6A-Mid, AQH
#1 MEN 45-54
Mon-Fri, 6A-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 6A-7P, AQH
#1 MEN 55-64
Mon-Fri, 6A-7P, AQH
#1 WOMEN 55-64
Mon-Fri, 6A-7P, AQH
#1 MEN 45-54
Mon-Fri, 6A-10A, AQH
#1 MEN 55-64
Mon-Fri, 6A-10A, AQH
#1 MEN 35-44
Sat-Sun, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 10A-3P, AQH
#1 MEN 55-64
Mon-Fri, 10A-3P, AQH
#1 WOMEN 55-64
Mon-Fri, 10A-3P, AQH
#1 MEN 45-54
Mon-Fri, 3P-7P, AQH
#1 WOMEN 45-54
Mon-Fri, 3P-7P, AQH
#1 MEN 55-64
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#1 WOMEN 55-64
Mon-Fri, 3P-7P, AQH

THE "MUSIC OF YOUR LIFE"

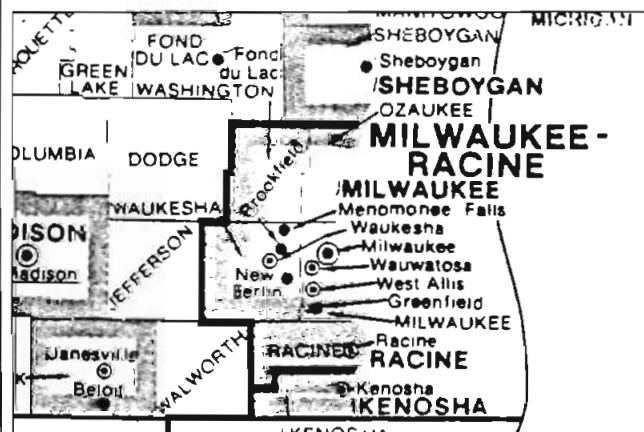
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SOURCE
THE BIRCH REPORT,
APRIL-JUNE 1982



REPRESENTED NATIONALLY BY HILLIER, NEWMARK & WECHSLER.

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WNOV-AM	Milwaukee	REL	Courier Communications	860 KHz 250 w Day-Only Directional	David Reynolds, GM N/A Bob Collins, PD	3815 N. Teutonia Ave. Milwaukee, WI 53206 414-445-1986	\$27	N/A
WOKY-AM	Milwaukee	BB	Charter	920 KHz 5,000 w Day/1,000 w Night Directional	Jerry McKenna, GM Tom Mierendorf, GSM Steve Sands, PD	3500 N. Sherman Blvd Milwaukee, WI 53216 414-442-0150	\$60	Hillier Al Ham "MOYL"
WYLD-AM	Jackson	REL	Universal Broadcasting of Milwaukee	540 KHz 250 w Day Directional-Day Only	Paul Ploener, GM Larry Jay, GSM Kathy Chromy, PD	Highland Rd., Box 25 Jackson, WI 53037 414-353-5300	\$22	Radio Spot
WQFM-FM	Milwaukee	A	Shamrock Communications	93.3 MHz 14,000 w horz/vert 940 ft. above average terrain	Ralph Barnes, GM Robert Wallace, GSM Lee Arnold, PD	606 W. Wisconsin Avenue Milwaukee, WI 53203 414-276-2040	N/A	Selcom Sebastian
WRKR-FM	Racine	R	Broadcast Management of Wisconsin	100.7 MHz 50,000 w horz/vert 500 ft. above average terrain	Dennis Plinska, GM Al Crounse, GSM Steve Warren, PD	2200 N. Green Bay Rd. Racine, WI 53405 414-552-8787	N/A	CBS/FM
WTMJ-AM	Milwaukee	AC	WTMJ	620 KHz 5,000 w Directional-Night Only	Steven Smith, GM Dave Smith, GSM Dallas Cole, PD	Box 693 720 E. Capitol Drive Milwaukee, WI 53201 414-332-9611	\$225 x 6	Christal Company
WXJY-FM	Menomonee Falls	BM	Darrel Peters Productions	98.3 MHz 3,000 w horz/vert 280 ft. above average terrain	Pete Wood, GM N/A Darrel Peters, PD	Box 147 Menomonee Falls, WI 53051 414-255-3100	\$23 x 6	P/W Radio
WZUU-AM	Greenfield	D	Mairite	1290 KHz 5,000 w Dir.-Sep. patterns day & night	Paul Le Sage, GM Al Moll, GSM Bill Shannon, PD	520 W. Capitol Drive Milwaukee, WI 53212 414-964-8300	N/A	Eastman Radio
WZUU-FM	Milwaukee	AC	Mairite	95.7 MHz 34,000 horz/vert 610 ft. above average terrain	Paul Le Sage, GM Al Moll, GSM Bill Shannon, PD	520 W. Capitol Drive Milwaukee, WI 53212 414-964-8300	N/A	Eastman Radio



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B	—BLACK	N/T	—NEWS/TALK
BB	—BIG BAND	O	—OLDIES
BM	—BEAUTIFUL MUSIC	R	—ROCK
C	—COUNTRY	SP	—SPANISH
CL	—CLASSICAL	REL	—RELIGION
D	—DISCO	T	—TALK
J	—JAZZ		

KDWB AM-FM

The Twin Cities Music Station Leader!



***When you want the Twin Cities, you want a leader.
Again, KDWB AM/FM is Minneapolis & St. Paul's
most popular music station.***

db DOUBLEDAY BROADCASTING

KDWB AM 63
TWIN CITIES FM 101

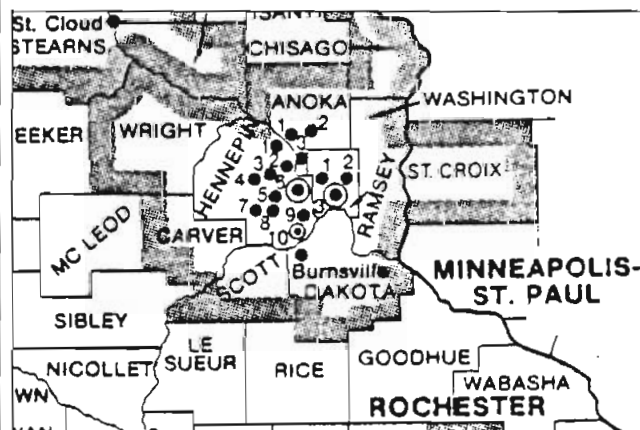
rr RADIO ADVERTISING REPRESENTATIVES, INC.

MINNEAPOLIS-ST. PAUL



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KDWB-AM	St. Paul	AC	Doubleday Broadcasting	630 KHz 5,000 w Day/500 w Night Directional	Louis Buron, Jr., GM Robert Harris, GSM Joel Folger, PD	Box 7630 St. Paul, MN 55119 612-739-4000	N/A	McGavren-Guild
KDWB-FM	Richfield	A	Doubleday Broadcasting	101.3 MHz 100,000 w 822 ft. above average terrain	Louis Buron, Jr., GM Robert Harris, GSM Joel Folger, PD	Box 7630 St. Paul, MN 55119 612-739-4000	N/A	McGavren-Guild
KEEY-FM	St. Paul	BM	Mainline	102.1 MHz 100,000 w horz/vert 822 ft. above average terrain	Doug Brown, GM David Habisch, GSM Dave Malmberg, PD	611 Frontenac Pl. St. Paul, MN 55104 612-645-7757	N/A	Katz Radio Bonneville
KJJO-FM	Eden Prairie	C	Park Broadcasting	104.1 MHz 52,500 w horz/vert 260 ft. above average terrain	John Werner, GM Michael Waggoner, GSM Don Michaels, PD	11320 Valley View Rd Eden Prairie, MN 55343 612-941-5774	N/A	Hillier
KKSS-AM	Richfield	AC	Entercom	980 KHz 5,000 w Directional	Alan Goodman, GM Doug McMonagle, GSM Mike Ryan, PD	2110 Cliff Road Eagan, MN 55122 612-452-6200	N/A	Major Market RPM
KQRS-AM	Golden Valley	A	Hudson Broadcasting Corp.	1440 KHz 5,000 w Day/500 w Night Directional-Night Only	Dick Poe, GM Bob Rabin, GSM Doug Sorenson, PD	917 N. Lilac Dr. Minneapolis, MN 55422 612-545-5601	\$135 (combo)	Torbet Radio Jeff Pollack
KQRS-FM	Golden Valley	A	Hudson Broadcasting Corp.	92.5 MHz 50,000 w horz/vert 822 ft. above average terrain	Dick Poe, GM Bob Rabin, GSM Doug Sorenson, PD	917 N. Lilac Dr. Minneapolis, MN 55422 612-545-5601	\$135 (combo.)	Torbet Radio Jeff Pollack
KRSI-AM	St. Louis Park	BB	Park Broadcasting	950 KHz 1,000 w Directional	John Werner, GM Michael Waggoner, GSM Don Michaels, PD	11320 Valley View Rd Eden Prairie, MN 55343 612-941-5774	N/A	Hillier
KSTP-AM	St. Paul	N	Hubbard Broadcasting	1500 KHz 50,000 w Directional-Nights Only	Alan Quamstrom, GM Scott Meier, GSM Scott Quamstrom, PD	3415 University Avenue S.E. St. Paul, MN 55114 612-646-5555	\$80	Christal Company
KSTP-FM	St. Paul	AC	Hubbard Broadcasting	94.5 MHz 100,000 w circular polarized 1,250 ft. above average terrain	John Mayasich, GM Timothy Monahan, GSM Chuck Knapp, PD	3415 University Avenue S.E. St. Paul, MN 55114 612-642-4141	N/A	Christal Company
KTCR-FM	Minneapolis	C	Hennepin Broadcasting	97.1 MHz 50,000 w horz/vert 150 ft. above average terrain	Robert Rock, GM Todd Garamella, GSM Jeff Carpenter, PD	3701 Winnetka Avenue N. Minneapolis, MN 55427 612-544-1558	N/A	Roslin Radio TM Programming
KTWN-FM	Anoka	J	North Suburban Radio	107.9 MHz 57,000 w 400 ft. above average terrain	Jack Moore, GM Jack Moore, GSM Tom Pellissier, PD	Box 1470 Anoka, MN 55303 612-421-2600	\$30	Lotus
WAYL-FM	Eagan	BM	Entercom	93.7 MHz 100,000 w 822 ft. above average terrain	Alan Goodman, GM Doug McMonagle, GSM Greg Kulka, PD	2110 Cliff Rd. Eagan, MN 55122 612-452-6200	\$65 x12	Major Market RPM

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCCO-AM	Minneapolis	AC	Midwest	830 KHz 50,000 w Non-Directional	Phil Lewis, GM Clayt Kaufman, GSM By Napier, PD	625 Second Avenue So. Minneapolis, MN 55402 612-370-0611	\$400	CBS Radio
WCCO-FM	Minneapolis	AC	Midwest Radio & Television	102.9 MHz 100,000 w circular polarized 1,304 ft. above average terrain	Paul Stagg, GM Steve Woodbury GSM Thomas Ambrose, PD	215 S. 11th St. Minneapolis, MN 55403 612-339-1029	\$74	Eastman Radio Bob Henabery
WDGY-AM	Minneapolis	C	Storz Broadcasting	1130 KHz 50,000 w Day/25,000 w Night Dir.-Sep. patterns day & night	Dale Weber, GM Donna Britton, GSM Gary Stone, PD	Box 6606 Minneapolis, MN 55420 612-881-2633	\$140	Blair Radio
WLOL-FM	St. Paul	AC	Metrocom	99.5 MHz 100,000 w 844 ft. above average terrain	Doyle Rose, GM Lindsay Russell, GSM Bob Birkland, PD	1370 Davern St. St. Paul, MN 55116 612-698-5566	\$70 x 10	Selcom Paul Christy
WMIN-AM	Maplewood	C	Voyageur's Broadcasting	1010 KHz 250 w Directional	Greg Borgen, GM Greg Borgen, GSM Mark Andrews, PD	1995 S. Century Avenue St. Paul, MN 55125 612-739-4433	\$18	Pates/Walton
WWTC-AM	Minneapolis	AC	Metropolitan Radio	1280 KHz 5,000 w Directional-Night Only	Charles Loulek, GM Bill Knowles, GSM B. J. Crocker, PD	609 Second Avenue S. Minneapolis, MN 55402 612-871-2608	\$60	Jack Masla



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BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

NASHVILLE



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAMB-AM	Nashville	BB	Great Southern Broadcasting	1170 KHz 25,000 w Non-Directional	S. Bart Walker, GM S. Bart Walker, GSM Ken Bramming, PD	1617 Lebanon Rd. Nashville, TN 37210 615-889-1960	N/A	N/A AL Ham "MOYL"
WJRB-AM	Madison	C	Jaco, Inc.	1430 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Tom Weaver, GM Tom Weaver, GSM Don Keith, PD	48 Music Square E. Nashville, TN 37203 615-244-7300	N/A	N/A
WJYN-FM	Nashville	AC	Sudbrink Broadcasting	105.9 MHz 100,000 w 410 ft. above average terrain	Richard D. Casper, GM Pat Parker, GSM Dave Walton, PD	10 Music Circle E. Nashville, TN 37203 615-748-8106	N/A	RKO Radio
WKDF-FM	Nashville	A	Dick Broadcasting	96.3 MHz 100,000 w 895 ft. above average terrain	Vic Rumore, GM Vic Rumore, GSM Smokey Rivers, PD	506 Second Avenue S. Nashville, TN 37210 615-244-9633	N/A	Torbet Radio
WKOS-FM	Murfreesboro	AC	WKOS, Inc.	96.3 MHz 100,000 w 895 ft. above average terrain	Phil Zeri, GM Phil Zeri, GSM Dick Shannon, PD	Box 17365 Nashville, TN 37217 615-896-9696	N/A	Midsouth
WLAC-AM	Nashville	N/T	Sudbrink Broadcasting	1510 KHz 50,000 w Directional-Night Only	Richard D. Casper, GM Pat Parker, GSM Richard D. Casper, PD	10 Music Circle E. Nashville, TN 37203 615-748-8150	\$63	RKO Radio
WSIX-AM	Nashville	AC	General Electric Broadcasting	980 KHz 5,000 w Directional-Night Only	Jim Bocock, GM Cecil Thomas, GSM Gerry House, PD	441 Murfreesboro Rd. Nashville, TN 37210 615-259-2200	\$185 x 6	Katz Radio
WSIX-FM	Nashville	C	General Electric	97.9 MHz 100,000 w horz/vert 1,145 ft. above average terrain	Jim Bocock, GM Cecil Thomas, GSM Gerry House, PD	441 Murfreesboro Rd. Nashville, TN 37210 615-259-2200	\$185 x 6	Katz Radio
WSM-AM	Nashville	C	WSM, Inc.	650 KHz 50,000 w Non-Directional	Tom Cassetty, GM Bob Myer, GSM Harri Hensley, PD	2644 McGavock Pike Nashville, TN 37214 615-889-6595	N/A	Christal Company
WSM-FM	Nashville	AC	WSM, Inc.	95.5 MHz 100,000 w horz/vert 1,280 ft. above average terrain	Tom Cassetty, GM Bob Myer, GSM Bruce Sherman, PD	2644 McGavock Pike Nashville, TN 37214 615-889-6595	N/A	Christal Company
WVOL-AM	Berry Hill	B	Phoenix of Nashville	1470 KHz 5,000 w Day 1,000 w Night Directional	Clarence E. Kilcrease, GM David Lane, GSM Fred Harvey, PD	Box 8085 1320 Brick Church Pike Nashville, TN 37207 615-227-1470	N/A	Bernard Howard
WWIX-FM	Gallatin	R	B & V Broadcasting	104.5 MHz 100,000 w horz/vert 1,050 ft. above average terrain	Ronald L. Bledsoe, GM Tex Meyer, GSM Michael St. John, PD	Hwy 109 Gallatin, TN 37066 615-452-4747	N/A	Jack Masla

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WZEZ-FM	Nashville	BM	South Central Broadcasting	92.9 MHz 100,000 w horz/vert 650 ft. above average terrain	Harry P. Stephenson, GM Harry P. Stephenson, GSM Ron Johnson, PD	Box 40506 504 Rosedale Avenue Nashville, TN 37204 615-259-9393	N/A	Selcom Bonneville
WYHY-FM	Lebanon/ Nashville	AC	Mooney	107.3 MHz 100,000 w Non-Directional	Jerry Adams, GM Bill Storey, GSM Bill Burkett, PD	810 Division St. Nashville, TN 37202 615-256-6556	N/A	McGavren-Guild
WLUY-AM	Nashville	AC	Mooney	1300 KHz 5000 w Day/Night Directional-Night Only	Jerry Adams, GM Laura Richbourg, GSM Chris Romer, PD	810 Division St. Nashville, TN 37202 615-256-6556	60 top net at 28	McGavren-Guild
WKDA-AM	Nashville	R	Dick Broadcasting	1240 KHz 1,000 w days/250 w nights Non-Directional	Vic Rumore, GM Vic Rumore, GSM Smokey Rivers, PD	506 Second Ave. S Nashville, TN 37210 615-244-9533	\$30	Blair Radio



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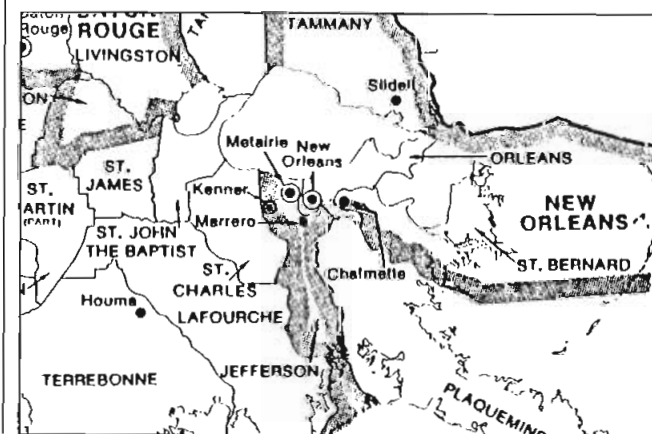
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B — BLACK	N/T — NEWS/TALK
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NEW ORLEANS



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAIL-FM	Slidell	B	Phase II Broadcasting	105.3 MHz 100,000 w horz/vert 407 ft. above average terrain	Ed Munis, GM Manny Feldstein, GSM Barry Richards, PD	1639 Gentilly Blvd. New Orleans, LA 70119 504-943-9019	N/A	N/A
WAJY-FM	New Orleans	AC	Loyola University of South	101.9 MHz 100,000 w 825 ft. above average terrain	J. Michael Early, GM Al Widmer, GSM Michael Bourgeois, PD	1024 N. Rampart St. New Orleans, LA 70116 504-529-5205	N/A	Katz Schulke II
WBYU-FM	New Orleans	BM	Swanson Broadcasting	95.7 MHz 100,000 w horz/vert 600 ft. above average terrain	Everett G. Strong, GM Mal Pelham, GSM Al Braud, PD	1001 Howard Ave. New Orleans, LA 70113 504-525-9680	\$95	Christal Company
WEZB-FM	New Orleans	R	EZ Communications	97.1 MHz 100,000 w horz/vert 511 ft. above average terrain	Bob Reich, GM Rich Parsons, GSM N/A	601 Loyola Ave., Poydras Plaza Box 53447 New Orleans, LA 70153 504-581-7002	N/A	Torbet Radio Burkhart/Abrams
WGSO-AM	New Orleans	N/T	Insilico Broadcast Group	1280 KHz 5000 w Directional	Mike McGee, GM Leo Holzenthal, GSM Ted Landphair, PD	1440 Canal St. Suite 800 New Orleans, LA 70112 504-581-1280	\$69.30 x 12	Eastman Radio
WNNR-AM	New Orleans	B	Phase II Broadcasting	990 KHz 1000 w Non-Directional	Ed Munis, GM Manny Feldstein, GSM Barry Richards, PD	1639 Gentilly Blvd. New Orleans, LA 70119 504-943-9019	N/A	Selcom
WNOE-AM	New Orleans	C	James A. Noe	1060 KHz 50,000 w Day/5,000 w Night Dir.-Sep. patterns day & night	Eric Anderson, GM Clark Harvey, GSM Joe Patrick, PD	529 Bienville St. New Orleans, LA 70130 504-529-1212	\$20 x 200	McGavren-Guild
WNOE-FM	New Orleans	C	James A. Noe	101.1 MHz 100,000 w horz/vert 440 ft. above average terrain	Eric Anderson, GM Clark Harvey, GSM James Reese, PD	529 Bienville St. New Orleans, LA 70130 504-529-1212	N/A	McGavren-Guild TM Programming
WQUE-FM	New Orleans	AC	Insilico Broadcast	93.3 MHz 100,000 w 512 ft. above average terrain	Thomas J. Durney, GM Paul B. Rogers, GSM Phil Zachary, PD	1440 Canal St. Suite 800 New Orleans, LA 70112 504-581-1280	N/A	Eastman Radio
WRNO-FM	New Orleans	A	Gulf South Broadcasters	99.5 MHz 100,000 w 500 ft. above average terrain	Otto Goessl, GM Otto Goessl, GSM Michael Costello, PD	4539 I-10 Service Rd. Metairie, LA 70002 504-889-2424	\$72	Jack Masla
WSHO-AM	New Orleans	BB	Swanson Broadcasting	800 KHz 1000 w Directional	Everett Strong, GM Bruce Corn, GSM John Gray Turner, PD	1001 Howard Ave. New Orleans, LA 70113 504-525-9680	N/A	Christal Company Al Ham "MOYL"
WSMB-AM	New Orleans	N/T	WSMB Joint Venture	1350 KHz 5000 w Directional-Night only	Eugene Coleman, GM Rosalee Lockhart, GSM Casey O'Connor, PD	Maison Blanche Bldg. New Orleans, LA 70112 504-523-5921	\$42 x 5	Bernard Howard

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WTIX-AM	New Orleans	AC	Storz Broadcasting	690 KHz 10,000 Day/5,000 Night Directional	William Engel, GM Don DelaHoussaye, GSM Bob Mitchell, PD	332 Carondelet St. New Orleans, LA 70130 504-561-0001	\$80 × 12	Blair Radio
WWL-AM	New Orleans	N/T	Loyola University South	870 KHz 50,000 w Directional	J. Michael Early, GM Raymond Muro, Jr., GSM Tom Krimmer, PD	1024 N. Rampart St. New Orleans, LA 70116 504-524-8787	\$119 × 6	Katz Radio
WYLD-FM	New Orleans	B	Inter-Urban Broadcasting of New Orleans	98.5 MHz 100,000 w horz/vert 480 ft. above average terrain	James Hutchinson, GM Stuart Barondess, GSM Cornelius Bailey, PD	2906 Tulane Ave. New Orleans, LA 70119 504-822-1945	N/A	Bernard Howard
WBOK	New Orleans	B	Shamrock Broadcasting	1230 KHz 250 w Day/1000 w Night Directional	Richard Bell, GM Jeff Peters, GSM Kate Siann, PD	3301-1/2 Tulane Ave. New Orleans, LA 70119 504-827-1522	\$50	N/A
WYLD	New Orleans	B	Inter-Urban Broadcasting of New Orleans	940 KHz 10,000 w Day/500 w Night Dir.-Sep. patterns day & night	James Hutchinson, GM Stuart Barondess, GSM E. Rodney Jones, PD	2906 Tulane Ave. New Orleans, LA 70119 504-822-1945	\$80	Bernard Howard
WVOG	New Orleans	REL	FW Robbert Broadcasting	600 KHz 1000 w Day	Fred Westinburger, GM Fred Westinburger, GSM Fred Westinburger, PD	125 N. Galves New Orleans, LA 70119 504-822-0890	\$15	N/A



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NEW YORK



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WABC-AM	New York	T	ABC Radio	770 KHz 50,000 w Non-Directional	Alfred Flacco, GM Gary Fisher, GSM Jay Clark, PD	1330 Avenue of Americas New York, NY 10019 212-687-7777	N/A	Blair Radio
WADO-AM	New York	SP	Command Broadcast Associates	1280 KHz 5,000 w Directional	Nelson Levergne, GM Ricardo Fernandez-Vasconcelos, GSM Luis Feliciano, PD	666 Third Avenue New York, NY 10017 212-599-2701	\$140	N/A
WAPP-FM	Lake Success	A	Doubleday Broadcasting	103.5 MHz 5,800 w horz/vert 1,390 ft. above average terrain	E. Patrick McNally, GM Dave Hamilton, GSM Ralph Gerone, PD	173-15 Long Island Expressway New York, NY 11365 212-357-8000	N/A	Major Market
WBLS-FM	New York	B	Inner City Broadcasting	107.5 MHz 50,000 w 1,241 ft. above average terrain	Charles M. Warfield, Jr., GM Val Bruce, GSM Frankie Crocker, PD	801 Second Avenue New York, NY 10017 212-953-0300	\$395	McGavren-Guild
WCBS-AM	New York	N	CBS Radio	880 KHz 50,000 w Non-Directional	James McQuade, GM Donald Gorski, GSM T.R. Sunde, PD	51 West 52nd St. New York, NY 10019 212-975-2127	\$600	CBS Radio
WCBS-FM	New York	D	CBS Radio	101.1 MHz 4,600 w 1,300 ft. above average terrain	Nancy Widmann, GM Rod Calarco, GSM Bill Brown, PD	51 West 52nd St. New York, NY 10019 212-975-4321	\$280	CBS/FM
WHN-AM	New York	C	Mutual	1050 KHz 50,000 w Directional	Elrian Moors, GM Richard Kelley, GSM Dene Hallam, PD	400 Park Avenue New York, NY 10022 212-688-1000	N/A	Christal Company
WINS-AM	New York	N	Westinghouse Broadcasting	1010 KHz 50,000 w Directional	Tony Hirsh, GM Raymond V. Sale, GSM Frank Schiortino	90 Park Avenue New York, NY 10016 212-557-1010	N/A	RAR
WJIT-AM	New York	SP	Infinity	1480 KHz 5,000 w Dir.-Sep. patterns day & night	Ralph Costantino, GM David Rapoport, GSM Rafael Pineda, PD	655 Madison Avenue New York, NY 10021 212-935-5170	\$138	Caballero
WKHK-FM	New York	C	Viacom Radio	106.7 MHz 50,000 w 1,218 ft. above average terrain	George Wolfson, GM Jack Maloney, GSM Bill Ford, PD	Riverside Broadcasting 140 W. 43rd New York, NY 10036 212-382-6000	\$155 x 6	Bernard Howard
WKTU-FM	New York	D	Infinity	92.3 MHz 5,400 w horz./3,300 w vert. 1,200 ft. above average terrain	Mel Karmazin, GM Ed Moir, GSM Carlos DelJesus, PD	655 Madison Avenue New York, NY 10021 212-750-0550	\$400	Torbet Radio
WMCA-AM	New York	N/T	Straus Communications	570 KHz 5,000 w Directional	Ellen Straus, GM Carey Davis, GSM Gene Straus, PD	888 Seventh Avenue New York, NY 10019 212-586-5700	N/A	Selcom

**JOHN GAMBLING
HAS SOME GREAT NEWS
FOR MORNING
RADIO LISTENERS...**

LOU ADLER.



**Lou Adler, WCBS Newsradio's No. 1 newsmen, is joining
John Gambling, New York radio's No. 1 morning personality.**

John Gambling starts your day with easy-going conversation, candid observations, and topical commentary that have long earned him a special place in the hearts of New Yorkers.

Now, Lou Adler adds even greater depth to John's program, with incisive, perceptive news-

casts and business updates, presented in his own award-winning style, 5 to 10 A.M., Monday through Saturday.

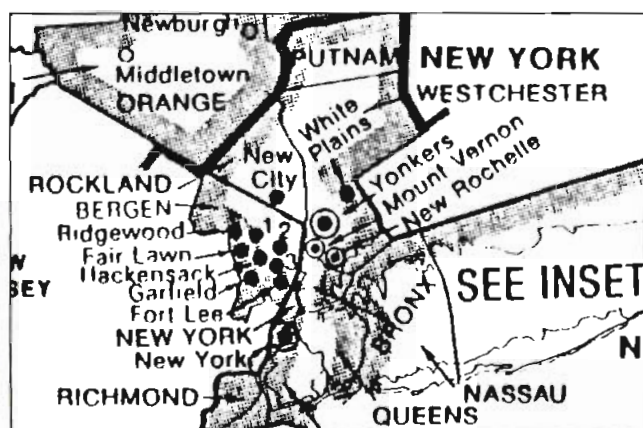
Lou joins a proven team, dedicated to keeping you on top of your world. George Meade keeps an eye on traffic from Helicopter 710. Nationally-known sports commentator Dan Crippen uncovers the inside sports news. Staff meteorol-

ogist Bill Korbel brings you accurate, up-to-the-minute weather forecasts. Consumer advocate Joan Hamburg shares tips on "How to Cope."

Altogether, we're bringing you more information than ever. And that's great news for every morning radio listener.

WOR RADIO
710 THE HEART OF NEW YORK

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WNBC-AM	New York	AC	NBC Radio	660 KHz 50,000 w Non-Directional	Dom Fioravanti, GM Lana Mercogliano, GSM Kevin Melheny, PD	30 Rockefeller Plaza, Rm. 293 New York, NY 10020 212-664-4444	\$600	Hillier
WNEW-AM	New York	BB	Metromedia Radio	1130 KHz 50,000 w Directional-Night only	Jack Thayer, GM Kris Karavitis/Rosemary Arters, GSM Jim Lowe, PD	655 Third Avenue New York, NY 10017 212-986-7000	\$350	Katz Radio
WNEW-FM	New York	A	Metromedia Radio	102.7 MHz 5,900 w horz/vert 1,360 ft. above average terrain	Michael Kakoyiannis, GM Rosemary Arters, GSM Richard Neer, PD	655 Third Avenue New York, NY 10017 212-986-7000	\$300	Katz Radio
WOR-AM	New York	T	RKO General	710 KHz 50,000 w Directional	Robert Biernacki, GM Milt Melinger, GSM Robert Bruno, PD	1440 Broadway New York, NY 10018 212-764-7000	N/A	RKO Radio
WPAT-FM	Paterson, NJ	BM	Capital Cities Communications	93.1 MHz 12,500 w horz/vert 870 ft. above average terrain	Fred Weinhaus, GM John Fennell, GSM Ken Lamb, PD	603 3rd Avenue New York, NY 10158 212-599-1993	\$125	Eastman Radio
WPIX-FM	New York	AC	WPIX Inc.	101.9 MHz 5,400 w horz/3,300 w vert 1,228 ft. above average terrain	John C. Goodwill, GM Marvin Sella, GSM Jack Miller, PD	220 E. 42nd St. New York, NY 10017 212-949-2102	\$150 x 6	Christal Company
WPLJ-FM	New York	A	ABC Radio	95.5 MHz 7,200 w 1,270 ft. above average terrain	Joe Parish, GM Marc W. Morgan, GSM Larry Berger, PD	1330 Avenue of the Americas New York, NY 10019 212-887-6130	\$300	Blair Radio
WRFM-FM	New York	BM	Bonneville	105.1 MHz 5,200 w horz/3,700 w vert 1,220 ft. above average terrain	John C. Moler, GM Mark Bench, GSM Norma Sams, PD	485 Madison Avenue New York, NY 10022 212-752-3322	\$200	Torbet Radio Bonneville
WRKS-FM	New York	B	RKO General	98.7 MHz 5,400 w horz/3,800 w vert 1,250 ft. above average terrain	Lee Simonson, GM Harry Callahan, GSM Don Kelly, PD	1440 Broadway New York, NY 10018 212-764-6856	N/A	RKO Radio
WYNY-FM	New York	AC	NBC Radio	97.1 MHz 50,000 w 1,300 ft. above average terrain	Frank Osborn, GM Diane Dunbar, GSM Peter Salant, PD	Room 252, WYNY 30 Rockefeller Plaza New York, NY 10020 212-664-4444	N/A	Hillier
WWRL-AM	Woodside	B	Unity	1600 KHz 500 w Dir.-Sep. patterns day & night	Mark Olds, GM Erv Kagan, GSM	Riverside Broadcasting 41-30 58th St. Woodside, NY 11377 212-335-1600	N/A	Bernard Howard



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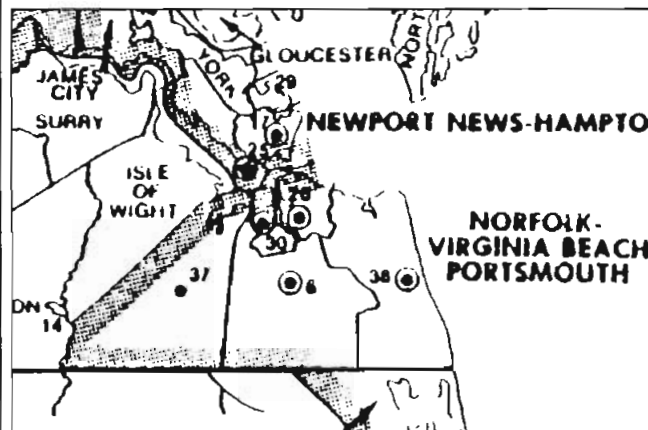
MARKET BY MARKET

NORFOLK-PORTSMOUTH-NEWPORT NEWS



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCMS-AM	Virginia Beach	C	WCMS Radio Norfolk	1050 KHz 5,000 w Directional	William H. Weller, GM Michael D. Bump, GSM Russ Cassidy, PD	900 Commonwealth Place Virginia Beach, VA 23464 804-424-1050	N/A	Katz Radio
WCMS-FM	Virginia Beach	C	WCMS Radio Norfolk	100.5 MHz 50,000 w horz/vert 509 ft. above average terrain	William H. Weller, GM Michael D. Bump, GSM Russ Cassidy, PD	900 Commonwealth Place Virginia Beach, VA 23464 804-424-1050	N/A	Katz Radio
WCPK-AM	Chesapeake	BM	Payne of Virginia	1600 KHz 5,000 w Non-Directional	Charles Payne, GM Charles Payne, GSM George Payne, PD	500 E. Liberty St. Chesapeake, VA 23324 804-543-3535	\$20	Southern
WFOG-FM	Suffolk	BM	McCormick Communications of Virginia	92.9 MHz 50,000 w horz/vert 500 ft. above average terrain	Stuart M. Cohen, GM Paulette Baydush, GSM Allan Pressley, PD	330 W. Brambleton Ave Norfolk, VA 23510 804-622-6771	\$85 x 12	Torbet Radio
WGH-AM	Hampton	R	Hampton Roads Broadcasting	1310 KHz 5,000 w Directional-Night Only	Ambert Dail, GM Elizabeth P. Whitley, GSM Bob Canada, PD	Box 9347 Hampton, VA 23670 804-826-1310	N/A	Blair Radio
WGH-FM	Hampton	CI	Hampton Road Broadcasting	97.3 MHz 74,000 w horz/vert 420 ft. above average terrain	Howard Jernigan, GM Elizabeth P. Whitley, GSM Vianne B. Webb, PD	Box 9347 Hampton, VA 23670 804-826-1310	N/A	Blair Radio
WKEZ-FM	Yorktown	C	Karas Radio Corp.	94.1 MHz 50,000 w horz/vert N/A	Bob LaFerre, GM Bob LaFerre, GSM Jim Stevens, PD	Tower Box 29, 2101 Executive Dr. Yorktown, VA 23666 804-826-9494	N/A	Eastman Radio
WLTY-FM	Norfolk	AC	Landmark Communications	95.7 MHz 40,000 w horz/vert 88.1 ft. above average terrain	Dick Frain, GM Dan Maxwell, GSM Dale Parsons, PD	720 Boush St. Norfolk, VA 23510 804-446-2700	N/A	Christal Company
WNIS-AM	Portsmouth	N/T	Golden East	1350 KHz 5,000 w Dir.-Sep. patterns day & night	Bob Sinclair, GM Sharon Bosso, GSM Doug Boynton, PD	Box 1350 Norfolk, VA 23501 804-622-5591	N/A	Hillier
WNOR-AM	Norfolk	BI	Josephson International	1230 KHz 1,000 w Day/250 w Night Non-Directional	Jack Rattigan, GM Judy Hundley, GSM Vick Gregory, PD	700 Monticello Ave Norfolk, VA 23510 804-623-9667	N/A	RKO Radio
WNOR-FM	Norfolk	A	Josephson International	98.7 MHz 50,000 w 549 ft. above average terrain	Jack Rattigan, GM Judy Hundley, GSM Ron Reger, PD	700 Monticello Ave. Norfolk, VA 23510 804-623-9667	N/A	RKO Radio
WOWI-FM	Norfolk	BI	Willis Broadcasting	102.9 MHz 50,000 w horz/vert 500 ft. above average terrain	L.E. Willis, GM L.E. Willis, GSM Leonard Ware, PD	1010 Park Ave Norfolk, VA 23504 804-622-4600	N/A	N/A

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPCE-AM	Portsmouth	REL	Tidewater Radio Show	1400 KHz 1,000 w Non-Directional	L.E. Willis, GM L.E. Willis, GSM Celestine Willis, PD	1010 Park Ave. Norfolk, VA 23504 804-622-4600	N/A	N/A
WPEZ-AM	Hampton	C	Golden East Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Joe Schwartz, GM Leo Williams, GSM Joe Moore, PD	Tower Box 101 2101 Executive Dr. Hampton, VA 804-838-4295	\$20	CBS-FM
WPMH	Portsmouth	REL	Chesapeake- Portsmouth Broadcasting	1010 KHz 5,000 w Day Only Directional	Les Litchfield, GM Allan Jumba, GSM Allan Jumba, PD	Box 1010 #1 Mercury Lane Portsmouth, VA 23705 804-488-8364	\$7.45	N/A
WQRK-FM	Virginia Beach	R	Bay City Communications	104.5 MHz 50,000 w 418 ft. above average terrain	Gene Loving, GM Jim Lowe, GSM Ralph Wimmer, PD	160 Newtown Rd. Newtown Square Bldg Virginia Beach, VA 23462 804-497-1067	N/A	Selcom
WRAP-AM	Norfolk	Bl	Rollins Broadcasting of Delaware	850 KHz 5,000 w Day/1,000 w Night Non-Directional	Jack M. Rattigan, GM Walter Huntsberry, GSM Frank Stewart, PD	13 Downtown Plaza Norfolk, VA 23501 804-483-6300	\$45 x 6	Bernard Howard
WTAR-AM	Norfolk	AC	Landmark Communications	790 KHz 5,000 w Directional-Night Only	Dick Fram, GM Wayne Simons, GSM Dale Parsons, PD	720 Boush St. Norfolk, VA 23510 804-446-2755	\$116	Christal Company
WTJZ-AM	Hampton	J	Bay City Communications	1270 KHz 1,000 w Directional-Night Only	Roger Clark, GM Gloria Heinrich, GSM Larry Hollowell, PD	553 Michigan Dr. Hampton, VA 23669 804-461-7195	\$22	Selcom
WWQE-FM	Hampton	AC	Golden East Broadcasting	101.3 MHz 50,000 w horz/vert Non-Directional	Joe Schwartz, GM Larry Saunders, GSM Paul Richardson, PD	Tower Box 101 2101 Executive Dr. Hampton, VA 23666 804-838-4295	N/A	CBS/FM Sales Drake-Chenault
WXRI-FM	Portsmouth	AC	CBN-Continental Broadcasting Network	105.3 MHz 50,000 w horz/vert 500 ft. above average terrain	Bob Johnson, GM Ray Fowler, GSM Stu Rod, PD	1318 Spratley St. Portsmouth, VA 23704 804-393-2501	N/A	Hillier



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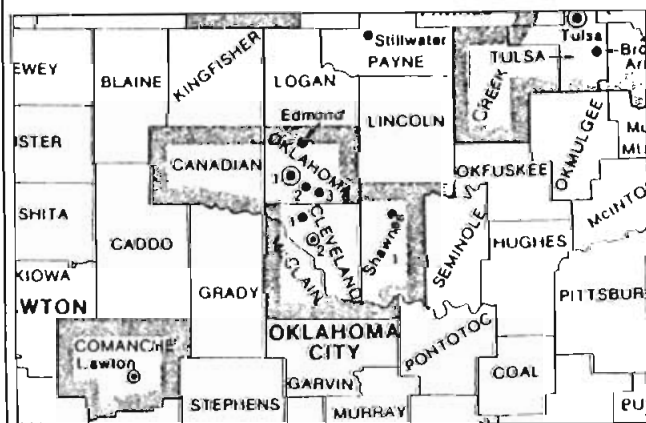
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J — JAZZ	

OKLAHOMA CITY



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAEZ-FM	Oklahoma City	B	All American Broadcasting	107.7 MHz 100,000 w 500 ft. above average terrain	Jimmy Miller, GM Jackie Miller, GSM D.J. Foster, PD	Box 11333 4240 N.E. 23rd St. Oklahoma City, OK 73136 405-424-3376	N/A	N/A
KATT-AM	Oklahoma City	A	Surrey	1140 KHz 1,000 w Non-Directional	Paul Gleiser, GM Gregory Biggs, GSM Dave Brewer, PD	Box 25787 Oklahoma City, OK 73125 405-631-8881	\$125 (combo)	RKO Radio
KATT-FM	Oklahoma City	A	Surrey	100.5 MHz 100,000 w circular polarized 598 ft. above average terrain	Paul Gleiser, GM Gregory Biggs, GSM Dave Brewer, PD	Box 25787 716 S.E. 79th St. Oklahoma City, OK 73125 405-631-8881	\$125 (combo)	RKO Radio
KEBC-FM	Oklahoma City	C	KEBC Radio	94.7 MHz 100,000 w horz/vert 440 ft. above average terrain	Donald Hodges, GM Skip Slow, GSM Lynn Waggoner, PD	Box 94580 5101 S. Shields Blvd Oklahoma City, OK 73143 405-631-7501	\$100	Torbet Radio
KGOU-FM	Norman	A	University of Oklahoma	106.3 MHz 3,000 w 180 ft. above average terrain	Bruce Hinson, GM Betty Hickman, GSM Michael Bailey, PD	780 Van Vleet Oval Norman, OK 73019 405-325-3388	\$8.50	N/A
KJIL-FM	Bethany	REL	Jimmy Swaggart Ministries	104.9 MHz 3,000 w 300 ft. above average terrain	John Gaudet, STM Timothy Van Over, GSM John Williams, PD	2809 N. MacArthur Oklahoma City, OK 73127 405-789-7746	\$22	N/A
KJYO-FM	Oklahoma City	AC	Insilco Broadcast Group	102.7 MHz 100,000 w horz/vert 1,003 ft. above average terrain	Bernie Thompson, GM Chuck Vellefemayer, GSM Jerry Dean, PD	Box 1000 Oklahoma City, OK 73101 405-840-5271	N/A	Major Market
KKLR-FM	Edmond	C	Mid America Media	97.7 MHz 3,000 w horz/vert 300 ft. above average terrain	Roger Lindsey, STM Bobette Moisan, GSM George Thomas, PD	700 S. Kelly Edmond, OK 73034 405-348-9898	N/A	Bernard Howard
KKNG-FM	Oklahoma City	BM	Swanson Broadcasting	92.5 MHz 100,000 w 900 ft. above average terrain	Mike Nauman, GM Bill Hurley, GSM Steve White, PD	110 N.E. 48th St. Oklahoma City, OK 73105 405-525-5595	\$75	Christal Company
KLNK-FM	Oklahoma City	AC	Wavelength Associates	98.9 MHz 48,000 w 1,253 ft. above average terrain	Wally Tucker, GM Stephanie Rolan, GSM Dave Allen, PD	7301 N. Broadway Ext. Oklahoma City, OK 73116 405-848-6823	N/A	Seicom
KLTE-FM	Oklahoma City	AC	OK Communications	101.9 MHz 100,000 w horz/vert 420 ft. above average terrain	David Thompson, GM David Thompson, GSM Tony Stone, PD	2814 Quail Plaza Dr. Oklahoma City, OK 73120 405-755-5583	\$70	Jack Masla
KOCY-AM	Oklahoma City	BB	Summit Communications	1340 KHz 1,000 w Day/250 w Night Non-Directional	William Kirkpatrick, GM Jim Tillery, GSM Charles Marcus, PD	101 N.E. 28th St. Oklahoma City OK 73105 405-528-5543	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
KOFM-FM	Oklahoma City	AC	Guy Gannett Broadcasting	104.1 MHz 100,000 w 1,425 ft. above average terrain	Michael Colello, GM J. Robert Dart, GSM Jon Jenkins, PD	1200 E. Britton Rd. Oklahoma City, OK 73113 405-478-0444	\$60	Katz Radio
KOMA-AM	Oklahoma City	C	Storz Broadcasting	1520 KHz 50,000 w Directional-Night Only	Woody Woodard, GM John Rogers, GSM Gregg Lindahl, PD	Box 1520 Oklahoma City, OK 73101 405-794-1573	\$84	Blair Radio
KTOK-AM	Oklahoma City	N/T	Insilco Broadcast Group	1000 KHz 5,000 w Dir.-Sep. patterns day & night	Kenneth Gaines, GM Bob Rogers, GSM Bob Dergin, PD	Box 1000 50 Penn Place Oklahoma City, OK 73101 405-840-5271	\$90	Major Market
KQCV-AM	Oklahoma City	REL	Bolt Broadcasting	800 KHz 250 w Non-Directional	Rich Bolt II, GM Pam Bracken, GSM John Gilley, PD	1919 N. Broadway Oklahoma City, OK 73103 405-521-1412	\$21	N/A
KXXY-FM	Oklahoma City	A	Summitt Communications	96.1 MHz 100,000 w horz/vert 300 ft. above average terrain	William Kirkpatrick, GM Jim Tillery, GSM Charles Marcus, PD	101 N.E. 28th St. Oklahoma City, OK 73105 405-528-5543	N/A	McGavren-Guild
WKY-AM	Oklahoma City	AC	Gaylord Broadcasting	930 KHz 5,000 w Directional-Night Only	Tom Perryman, GM Tom Perryman, GSM Alvin Ross, PD	400 E. Britton Rd. Oklahoma City, OK 73114 405-478-2930	\$59	Eastman Radio



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BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

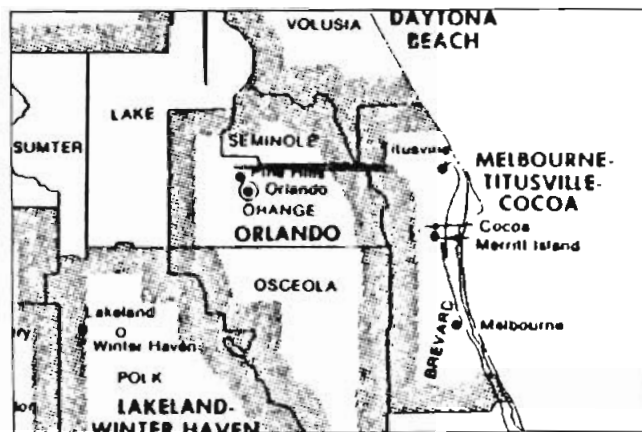
MARKET BY MARKET

ORLANDO-DAYTONA BEACH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAJL-AM	Winter Park	REL	Alleluia Broadcasting	1440 KHz 5,000 w Directional-Night Only	Albert Chubb, GM Diane Rich, GSM	Box 1-7777 5325 Edgewater Dr Orlando, FL 32860 305-291-9255	\$12	N/A
WBJW-FM	Orlando	R	R.W. Rounsaville	105.1 MHz 100,000 w 370 ft. above average terrain	M.F. Kershner, GM Rich Weinkauf, GSM Tom West, PD	Box 7475 222 Hazard St. Orlando, FL 32854 305-425-6631	N/A	McGavren-Guild
WDBO-AM	Orlando	AC	Katz	580 KHz 5,000 w Directional-Night Only	Jack Porteous, GM Frank Celebre, GSM Tom Kennington, PD	Box 158 58 S. Ivanhoe Blvd. Orlando, FL 32802 305-843-5800	N/A	Katz Radio
WDBO-FM	Orlando	BM	Katz	92.3 MHz 100,000 w 1,320 ft. above average terrain	Jack Porteous, GM Frank Celebre, GSM Tom Kennington, PD	Box 158 58 S. Ivanhoe Blvd Orlando, FL 32802 305-843-5800	N/A	Katz Radio
WDIZ-FM	Orlando	A	Shamrock	100.3 MHz 100,000 w 820 ft. above average terrain	George Duffy, GM Bob Osburn, GSM Bob Church, PD	2699 Lee Rd. Suite 470 Winter Park, FL 32789 305-645-1802	N/A	Selcom
WELE-FM	De Land	C	Elyria-Lorain Broadcasting	105.9 MHz 100,000 w horz/vert 600 ft. above average terrain	Bill Stipsits, GM Vance Tyler, GSM Bill Jenkins, PD	Drawer F De Land, FL 32720 904-775-4611	\$30 x 6	Roslin Radio
WFIV-AM	Kissimmee	C	Radio Florida Broadcasters	1080 KHz 10,000 w Non-Directional	Edward Allmon, GM Edward Allmon, GSM Edward Allmon, PD	1080 Country Blvd. Kissimmee, FL 32741 305-847-4422	\$17.50 6 x	PRO Radio
WHLY-FM	Leesburg	AC	General Broadcasting of Florida	106.7 MHz 100,000 w 798.75 ft. above average terrain	Jake Russell, GM Ralph Salerno, GSM Mark Kaplowe, PD	233 N. Lake Blvd Altamonte Spring, FL 32701 305-339-1067	\$60 x 6	Christal Company
WHOO-AM	Orlando	C	WHOO Radio	990 KHz 50,000 w Directional-Night Only	W. Max Rein, GM Fred Murr, GSM Bucks Braun, PD	Box 15310 1 WHOO Rd. Orlando, FL 32808 305-295-3990	N/A	Torbet Radio
WHOO-FM	Orlando	BM	WHOO Radio	96.5 MHz 100,000 w 493 ft. above average terrain	W. Max Rein, GM Fred Murr, GSM Bucks Braun, PD	Box 15310 1 WHOO Rd. Orlando, FL 32808 305-295-3990	N/A	Torbet Radio TM Programming
WJYO-FM	Mount Dora	AC	CKK Broadcasting	107.7 MHz 100,000 w horz/vert 829 ft. above average terrain	Harvey J. Tale, GM Barbara Peckett, GSM David Sousa, PD	2001 Mercy Dr Orlando, FL 32808 305-298-5510	\$75	RKO Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WKIS-AM	Orlando	N/T	Susquehanna Broadcasting	740 KHz 5,000 w Day/1,000 w Night Non-Directional	Larry Kindel, GM Karen Kjos, GSM Andrew Goodman, PD	Box 740 Orlando, FL 32802 305-295-0740	\$60 x 6	Eastman Radio
WLOF-AM	Orlando	R	Rounsaville	950 KHz 5,000 w Directional-Night Only	M.F. Kershner, GM Arnold Kaufman, GSM Roger Stallard, PD	Box 15746 Old Winter Garden and Ring Rd Orlando, FL 32808 305-293-2431	N/A	McGavren-Guild
WLOO-FM	Winter Park	AC	WLOO Stereo Radio	103.1 MHz 3,000 w 300 ft. above average terrain	John Gross, GM Brian Dunbar, GSM Robert M. Kelley, PD	174 Comstock Ave. Winter Park, FL 32789 305-647-5557	\$40	P/W Radio
WOKB-AM	Winter Garden	B	Lesli Broadcasting	1600 KHz 5,000 w Dir.-Sep. patterns day & night	Arnold Schoor, GM Diane Chenault, GSM Billye Love, PD	1111 S. Division Ave. Orlando, FL 32805 305-841-1600	\$33	Lotus Reps
WORL-AM	Orlando	B	Sudbrink Broadcasting	1270 KHz 5,000 w Non-Directional	Harvey Tate, GM Gary Nicholson, GSM Nathan Hemphill, PD	2001 Mercy Dr. Orlando, FL 32808 305-298-5510	\$37.50	RKO Radio
WPCV-FM	Winter Haven	C	Hall Communications	97.5 MHz 100,000 w 499 ft. above average terrain	Herbert Stewart, GM Herbert Stewart, GSM Dave Wright, PD	Box 2038 Lakeland, FL 33802 813-682-8184	\$16 x 56	Hillier
WREM-AM	Pinecastle Sky Lake	BB	Borgen-Murphy	1190 KHz 1,000 w Non-Directional	Jim Shipley, GM Jim Shipley, GSM Pete Forgiione, PD	707 E. Oak Ridge Rd. Orlando, FL 32809 305-859-4350	\$12	N/A Al Ham "MOYL"



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C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

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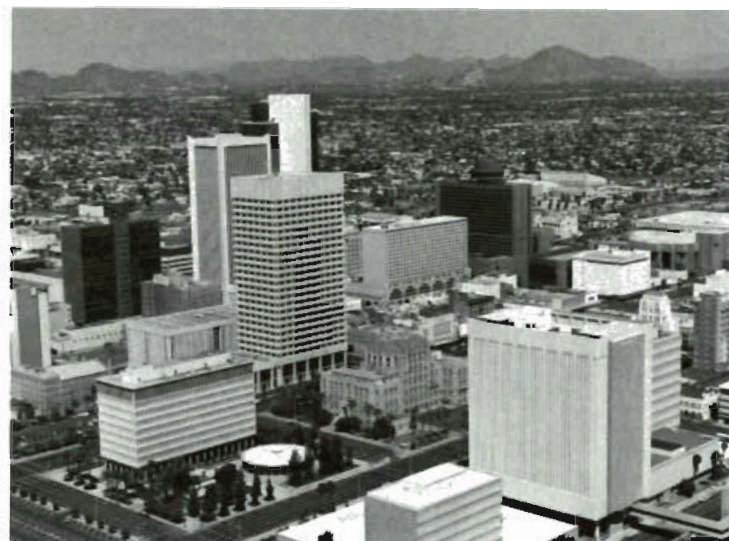
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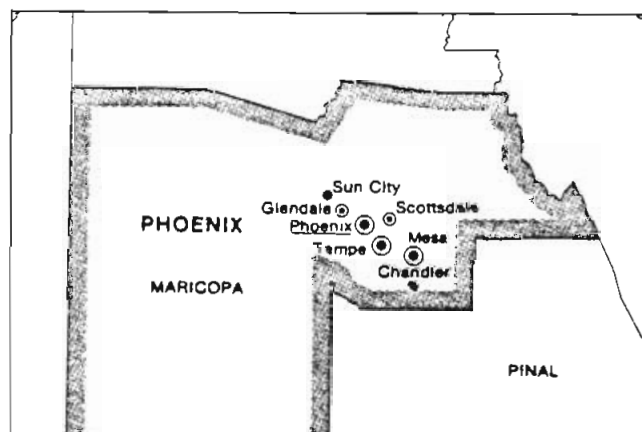
*ARBITRON/Spring '82 Metro, 12+, 6AM - 12M, Mon - Sun
KTAR and KKLT are Pulitzer Stations

PHOENIX



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KARZ-AM	Phoenix	C	Stauffer Communications	960 KHz 5,000 w Directional-Night Only	Al Lobeck, GM Joe Ferguson, GSM Scott Husky, PD	Box 44096 2196 E. Camelback Rd. Phoenix, AZ 85064 602-956-9696	N/A	Katz Radio George Burns
KDKB-FM	Mesa	A	Sandusky Newspapers	93.3 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Tommy R. Vascon, GM Elizabeth Young, GSM Jeff Sattler, PD	Box 4227 Mesa, AZ 85201 602-897-9300	N/A	Blair Radio Jeff Pollack
KIFN-AM	Phoenix	SP	KIFN Radio	860 KHz 1,000 w Non-Directional	Mauricio Mendez, GM Mauricio Mendez, GSM Luis Trujillo, PD	Box 390 147 E. Garfield Phoenix, AZ 85001 602-257-9363	\$40	Caballero
KJJJ-AM	Phoenix	C	ITC Comm.	910 KHz 115,000 w Directional-Night Only	Gray Fries, GM Doug Stewart, GSM Mike Morgan, PD	631 N. First Ave. Phoenix, AZ 85003 602-258-6161	N/A	Major Market Sherwood Hennes
KJJJ-FM	Glendale	C	ITC Comm.	92.3 MHz 100,000 w horz/vert 880 ft. above average terrain	Gray Fries, GM Doug Stewart, GSM Mike Morgan, PD	631 N. First Ave. Phoenix, AZ 85003 602-258-6161	N/A	Major Market Sherwood Hennes
KKLT-FM	Phoenix	AC	Canyon Communications	98.7 MHz 115,000 w 1,650 ft. above average terrain	Jim Tazarek, GM Mike Shields, GSM Mike McCoy, PD	301 W. Osborn Phoenix, AZ 85013 602-274-6200	N/A	CBS Radio
KLFF-AM	Glendale	BB	Canyon Communications	1360 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Larry Mazursky, GM Wally Grant, GSM Bob Baker, PD	7401 W. Camelback Rd. Phoenix, AZ 85033 602-245-1500	\$55 x 12	Lotus Reps. Al Ham "MOYL"
KMED-AM	Phoenix	BM	Scripps-Howard Broadcasting	740 KHz Daytime	Steve Wrath, GM Steve Wrath, GSM N/A	3719 N. 32nd Ave. Phoenix, AZ 85017 602-279-5577	\$72	McGavren-Guild Bonneville
KMED-FM	Phoenix	BM	Scripps-Howard Broadcasting	96.9 MHz 100,000 w horz/vert 1,556 ft. above average terrain	Steve Wrath, GM Steve Wrath, GSM —	3719 N. 32nd Ave. Phoenix, AZ 85017 602-279-5577	\$72 (combo)	McGavren-Guild Bonneville
KNIX-AM	Tempe	C	Buck Owens Broadcasting	1580 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Michael Owens, GM Richard Wodrich, GSM Larry Daniels, PD	Box 3174 Tempe, AZ 85281 602-966-6236	N/A	Christal Company
KNIX-FM	Tempe	C	Buck Owens Broadcasting	102.5 MHz 100,000 w 1,610 ft. above average terrain	Michael Owens, GM Richard Wodrich, GSM Larry Daniels, PD	Box 3174 Tempe, AZ 85281 602-966-6236	N/A	Christal Company
KOOL-FM	Phoenix	AC	KOOL Radio	94.5 MHz 100,000 w 1,620 ft. above average terrain	Bill Smith, GM Bill Smith, GSM Bob Polk, PD	KOOL Bldg 511 W. Adams St. Phoenix, AZ 85003 602-257-1234	N/A	Katz Radio

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KOPA-FM	Scottsdale	R	First Media Corporation	100.7 MHz 100,000 w 1,847 ft. above average terrain	Gary Guthrie, GM Bob Weaver, GSM Steve Rivers, PD	Box 1827 4601 N. Scottsdale Rd Scottsdale, AZ 85251 602-941-1007	N/A	Torbet Radio
KOY-AM	Phoenix	AC	Harte-Hanks Radio	550 KHz 5,000 w Day/1,000 w Night Non-Directional	Gary Edens, GM Bob Zimmerman, GSM Charlie Van Dyke, PD	840 N. Central Ave. Phoenix, AZ 85004 602-258-8181	N/A	Eastman Radio
KPHX-AM	Phoenix	SP	Continental Broadcasting of Arizona	1480 KHz 1,000 w Day/500 w Night Directional-Night Only	Freddy Morales, GM Joe Alvarado, GSM Freddy Morales, PD	1975 S. Central Ave. Phoenix, AZ 85004 602-257-1351	N/A	Caballero
KQYT-FM	Phoenix	BM	Harte-Hanks	95.5 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Mike Horne, GM Bob Bolanger, GSM J.D. Freeman, PD	3501 N. 16th St. Phoenix, AZ 85016 602-264-0123	N/A	Eastman Radio Churchill
KSTM-FM	Apache Junction	A	Beta Communications	107.1 MHz 3,000 w horz/vert 430 ft. above average terrain	Scott Burton, GM Ron Bellus, GSM Jeff Parrets, PD	525 W. Southern Ave. Mesa, AZ 85202 602-835-1767	\$42 x 6	N/A
KTAR-AM	Phoenix	N/T	Pulitzer	620 KHz 5,000 w Directional-Night Only	Jim Tazsarek, GM Mike Shields, GSM Johnny Andrews, PD	Phoenix Broadcasting 301 W. Osborn Phoenix, AZ 85013 602-274-6200	N/A	CBS Radio Spot
KUKQ-AM	Tempe	B	Tri-State Broadcasting	1060 KHz 5,000 w Day/500 w Night Non-Directional	Lloyd Melton, STM Lloyd Melton, GSM Ed Hamlin, PD	2021 E. Thomas Rd. Phoenix, AZ 85016 602-957-2710	\$66.60	Jack Masla
KUPD-FM	Tempe	A	Tri-State Broadcasting	97.9 MHz 100,000 w 1,620 ft. above average terrain	Lloyd Melton, STM Lloyd Melton, GSM Ernesto Gladdon, PD	2021 E. Thomas Rd. Phoenix, AZ 85016 602-957-2710	\$66.60	Jack Masla
KZZP-AM	Mesa	R	Western Cities Broadcasting	1310 KHz 5,000 w Day/500 w Night Directional-Night Only	Bill Phalen, GM Palmer Pyle, GSM Randy Stewart, PD	727 South Extension Mesa, AZ 85202 602-964-4000	N/A	McGavren-Guild
KZZP-FM	Mesa	R	Western Cities Broadcasting	104.7 MHz 100,000 w horz/vert 1,550 ft. above average terrain	Bill Phalen, GM Palmer Pyle, GSM Randy Stewart, PD	727 South Extension Mesa, AZ 85202 602-964-4000	N/A	McGavren-Guild
KHEP-FM	Phoenix	CL	Grand Canyon Broadcasters	101.5 MHz 100,000 w circular polarized 1,740 ft. above average terrain	Jack Willis, GM John Redfield, GSM Bob Christiansen, PD	3883 N. 38th Ave. Phoenix, AZ 85019 602-278-5555	\$34 x 6	Concert Music
KDJQ-FM	Mesa	A	Sandusky Newspapers	93.3 MHz 100,000 w Directional	Tommy Vascocu, GM Elizabeth Young, GSM Jeff Settler, PD	Box 4227 Mesa, AZ 85201 602-897-9300	\$12.75	Michael Collins
KSUN-AM		N/T	Michael Levin	1400 KHz 1000 w Day/250 w Night Non-Directional	Michael Levin, GM Gary Robb, GSM Tom Straw, PD	3003 N. Central Ave., Suite 704 Phoenix, AZ 85012 602-264-5786	N/A	Hiltner
KWAQ-FM	Sun City	BB	Sun City Broadcasting	106.3 MHz 3,000 w Non-Directional	Edwin White, GM Jim Sweida, GSM Edwin White, PD	10820 Oakmont Dr Sun City, AZ 85351 602-974-3681	\$18	N/A



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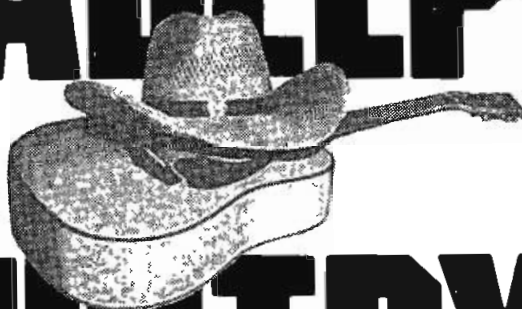
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PHILADELPHIA



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KYW-AM	Philadelphia	N	Westinghouse Broadcasting	1060 KHz 50,000 w Directional	Nelson Cohen, GM Nick Marnell, GSM Ed Belkin, PD	Independence Mall East Philadelphia, PA 19106 215-238-4700	\$470	RAR
WCAU-AM	Philadelphia	N/T	CBS Inc.	1210 KHz 50,000 w Non-Directional	Allan Serxner, GM Bill McCadden, GSM Bob K., PD	City Avenue & Monument Road Philadelphia, PA 19131 215-839-7000	\$200	CBS Radio Bruce Man
WCAU-FM	Philadelphia	R	CBS Inc.	98.1 MHz 12,600 w 1,000 ft. above average terrain	Vince Benedict, Jr., GM Elissa Dorfman, GSM Scott Walker, PD	City Avenue & Monument Road Philadelphia, PA 19131 215-839-7000	\$150	CBS/FM
WDAS-AM	Philadelphia	B	Unity Broadcasting Network-Penna.	1480 KHz 5,000 w Day / 1,000 w Night Directional	W. Cody Anderson, GM Peter Dralo, GSM Joe Tamburro, PD	WDAS Bldg. Belmont Avenue & Edgely Rd. Philadelphia, PA 19131 215-878-2000	\$160	Bernard Howard
WDAS-FM	Philadelphia	S	Unity Broadcasting Network-Penna.	105.3 MHz 50,000 w 870 ft. above average terrain	W. Cody Anderson, GM Peter Dralo, GSM Joe Tamburro, PD	WDAS Bldg. Belmont Avenue & Edgely Rd. Philadelphia, PA 19131 215-878-2000	\$120	Bernard Howard
WEAZ-FM	Philadelphia	BM	WDVR, Inc.	101.1 MHz 12,500 w 1,010 ft. above average terrain	Jerry Lee, Pres. Irv Zelt, GSM Lee Martin, PD	10 Presidential Blvd. Bala Cynwyd, PA 19004 215-667-8400	\$155	McGavren-Guild Schulke
WFL-AM	Philadelphia	C	Lin Broadcasting Co.	560 MHz 5,000 w	Bruce Holberg, GM Michael R. Craven, GSM Kris Chandler, PD	440 Domino Ln. Philadelphia, PA 19128 215-482-7000	N/A	Blair Radio George Burns
WFLN A/F	Philadelphia	CL	Franklin Broadcasting Co.	900 KHz/95.7 MHz AM 1,000 w Day FM 50,000 w horz/vert AM Directional FM 830 ft. above average terrain	Harry J. Haas, Jr., STM Richard Great, GSM David Conant, PD	8200 Ridge Avenue Philadelphia, PA 19126 215-482-6000	\$75 x 6	Concert Music Sales
WIFI-FM	Philadelphia	R	GCC Communications	92.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Arthur G. Camilo, GM Frank J. Neill, GSM Roy Laurence, PD	1 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-667-9000	N/A	Eastman Radio Clark Smith
WIOQ-FM	Philadelphia	A	Outlet Co.	102.1 MHz 30,000 w horz/vert 650 ft. above average terrain	Donald Pettibone, GM Richard D. Fenbarr, GSM Alex Demers, PD	No. 2 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-667-8100	N/A	McGavren-Guild
WIP-AM	Philadelphia	AC	Metromedia Radio	610 KHz 5,000 w Directional	William S. Dallmann, GM Jimmy J. Smith, GSM Al Herskovitz, PD	19th & Walnut Sts. Philadelphia, PA 19103 215-568-2900	\$350	Katz Radio
WMGK-FM	Philadelphia	AC	Greater Media	102.9 MHz 50,000 w horz/vert 300 ft. above average terrain	Larry Wexler, GM Ed McCusker, GSM Bob Craig, PD	One Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-879-6000	N/A	Major Market

PHILADELPHIA COUNTRY?



#2 EVENING DRIVE

#2 MIDDAY

#4 MORNING DRIVE

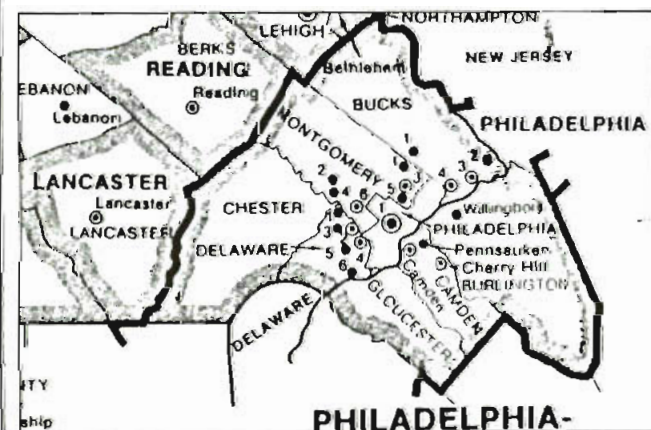
YES!

**Say adults 25-54
to the WFIL/WUSL COUNTRY MUSIC COMBO!**



Spring 1982 Arbitron, AQH Adults 25-54 Combined WFIL/WUSL audience against all other individual stations. Figures are estimates only and subject to limitation of source material.

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WMMR-FM	Philadelphia	A	Metromedia, Inc.	93.3 MHz 25,000 w horz/vert 670 ft. above average terrain	Hal Smith, GM Rhody A. Bosley, GSM Charlie Kendall, PD	The Wellington 19th & Walnut Sts. Philadelphia, PA 19103 215-561-0933	\$200	Katz Radio Burkhart/Adams
WPEN-AM	Philadelphia	BB	Greater Media	950 KHz 5,000 w Directional-Night Only	Larry Wexler, GM Ed McCusker, GSM Bob Craig, PD	One Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-679-6000	N/A	Major Market
WSNI-FM	Philadelphia	AC	Associated Communications	104.5 MHz 12,600 w 1,008 ft. above average terrain	Mike Marder, GM Robert Ballantine, GSM Tony Mann, PD	One Bala Plaza Bala Cynwyd, PA 19004 215-668-0750	N/A	RKO Radio
WUSL-FM	Philadelphia	C	Lin Broadcasting	98.9 MHz 18,000 w horz/vert 830 ft. above average terrain	Bruce Holberg, GM Michael R. Craven, GSM Kris Chandler, PD	440 Domino Lane Philadelphia, PA 19128 215-483-8900	N/A	Blair Radio Burns Media
WWDB-FM	Philadelphia	T	Banks Broadcasting	96.5 MHz 50,000 w horz/vert 1,200 ft. above average terrain	Lita Cohen, GM Eugene Vassall, GSM Marc Kuhn, PD	3930-40 Conshohocken Avenue Philadelphia, PA 19131 215-676-1500	\$110	Hillier
WWSH-FM	Philadelphia	AC	Cox Broadcasting	106.1 MHz 19,000 w horz/vert 740 ft. above average terrain	James E. Connor, GM Henry A. Tronco, GSM Jack Acuff, PD	555 City Line Avenue Bala Cynwyd, PA 19004 215-635-2350	\$60	Christal Company
WYSP-FM	Philadelphia	A	Infinity Broadcasting	94.1 MHz 16,000 w 900 ft. above average terrain	Harvey A. Pearlman, GM A. Richard Marks, GSM Michael Picozzi, PD	1 Bala Cynwyd Plaza Bala Cynwyd, PA 19004 215-668-9460	\$150	Torbet Radio Jeff Pollack
WHAT-AM	Philadelphia	B	Independence Broadcasting	1340 KHz 1,000 w Day/250 w Night Non-Directional	Dolly Banks, GM Gene Vassall, GSM Mary Mason, PD	WHAT Radio Center 3930-40 Conshohocken Ave Philadelphia, PA 19131 215-678-1500	\$80	Hillier
WRCP-AM	Philadelphia	O	Associated Communications	1540 KHz 50,000 w Day Directional	Mike Marder, GM Robert Ballantine, GSM Tony Mann, PD	1 Bala Plaza Bala Cynwyd, PA 19004 215-668-0750	N/A	RKO Radio
WZZD-AM	Philadelphia	REL	Communicom Corp. of America	990 KHz 50,000 w Day / 10,000 w Night Dir.-Sep. patterns day & night	Jennifer E. Lear, GM Jim Thomas, GSM Carl Dean, PD	117 Ridge Pike Lafayette Hill, PA 19444 215-242-6300	\$345 program time	Radio Spot



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

PITTSBURGH



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KDKA-AM	Pittsburgh	AC	Westinghouse Broadcasting	1020 KHz 50,000 w Non-Directional	Jonathan Klein, GM Philip Brown, GSM	KDKA Radio One Gateway Center Pittsburgh, PA 15222 412-393-2200	N/A	RAR
KQV-AM	Pittsburgh	N	Taft Broadcasting Co.	1410 KHz 5,000 w Dir -Sep. patterns day & night	Robert Dickey, GM Chris Corson, GSM Peggie Philbin, PD	411 7th Ave. Pittsburgh, PA 15219 412-562-5900	N/A	Eastman Radio
WAMO-AM	Pittsburgh	B	Sheridan Broadcasting	860 KHz 1,000 w Daily Sunrise- local sunset	Glenn Mahone, GM Ray Gusk, GSM J.C. Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$30	Selcom
WAMO-FM	Pittsburgh	B	Sheridan Broadcasting	105.9 MHz 72,000 w horz/vert 440 ft. above average terrain	Glenn Mahone, GM Ray Gusk, GSM Jay Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$70	Selcom
WBVP-AM	Beaver Falls	AC	Beaver Falls Broadcasting	1230 KHz 1,000 w Day/250 w Night Non-Directional	Scott Lowe, GM Chuck Beacrice, GSM Joey Macy, PD	Box 719 Beaver Falls, PA 15010 412-846-4100	\$15 x 12	Market 4
WBZZ-FM	Pittsburgh	R	EZ Communications	93.7 MHz 41,000 w horz/vert 547 ft. above average terrain	Garry Eaves, GM Dan Vallie, PD	1715 Grandview Ave. Pittsburgh, PA 15211 412-361-8100	N/A	Torbet Radio
WDSY-FM	Pittsburgh	C	Entercom	107.9 MHz 50,000 w 500 ft. above average terrain	Peter Casella, GM Paul Kress/Mike Civiletti, GSM Ted Sohler, PD	107 Sixth St. Pittsburgh, PA 15222 412-471-9950	\$90	Major Market
WQVE-FM	Pittsburgh	A	Taft Broadcasting	102.5 MHz 55,100 w 820 ft. above average terrain	Robert Schutt, GM Shawn Portmann, GSM Howard Castle, PD	411 7th Ave. Pittsburgh, PA 15219 412-562-5900	N/A	Eastman Radio Burkhart/Abrams
WEPP-AM	Pittsburgh	C	Entercom	1080 KHz 50,000 w Directional-Day	Peter Casella, GM Paul Kress/Mike Civiletti, GSM Alan Furst, PD	107 Sixth St. Pittsburgh, PA 15222 412-471-9950	\$90	Major Market
WFFM-FM	Bradford	AC	Matta Broadcasting Co.	96.9 MHz 60,000 w horz/vert 520 ft. above average terrain	William Matta, GM Guy Kosinski, GSM Chuck Brinkman, PD	1233 Braddock Ave. Bradford, PA 15104 412-351-1100	\$74	Hillier
WIXZ-AM	McKeesport	C	Renda Broadcasting	1360 KHz 5,000 w Directional-Night Only	Anthony Renda, GM Tony Sciere, GSM Dave Nelson, PD	Box 1360 400 Lincoln Hwy. East McKeesport, PA 15035 412-566-1360	\$45	N/A
WJAS-AM	Pittsburgh	BB	Beni Broadcasting of Pittsburgh	1320 KHz 5,000 w Directional-Night Only	John O'Hearn, GM Jim Tule, GSM Tom Martin, PD	Broadcast Plaza Crane Ave. Pittsburgh, PA 15220 412-531-4800	\$50	Hillier Al Ham "MOYE"

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WPIT-AM	Pittsburgh	REL	Associated Comm.	730 KHz Non-Directional	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A
WPIT-FM	Pittsburgh	REL	Associated Comm.	101.5 MHz 525 ft. above average terrain	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A
WPNT-FM	Pittsburgh	BM	Group W- Westinghouse Bdcastg. & Cable	92.9 MHz 47,000 w horz/vert 890 ft. above average terrain	James Aberle, GM Chuck Hobbs, GSM Bruce Hansen, PD	1051 Brinton Road Pittsburgh, PA 15221 412-244-7600	\$60	RAR Bonneville
WSSH-FM	Pittsburgh	BM	Nationwide Communications	99.7 MHz 10,500 w 930 ft. above average terrain	Mickey Franko, GM John Rohm, GSM —	Broadcast Plaza Crane Ave. Pittsburgh, PA 15220 412-531-7773/412-531-9500	\$64	Blair Radio
WTAE-AM	Pittsburgh	AC	The Hearst Corp.	1250 KHz 5,000 w Directional-Night Only	Ted Atkins, GM John Mackin Ade, GSM Mark Roberts, PD	400 Ardmore Blvd. Pittsburgh, PA 15230 412-731-1250	N/A	Katz Radio
WTKN-AM	Pittsburgh	T	WWSW Radio	970 KHz 5,000 w Directional	Michael Harvey, GM Dollie Bucc, GSM David Berner, PD	1 Allegheny Sq. Pittsburgh, PA 15212 412-323-5300	N/A	McGavren-Guild
WWSW-FM	Pittsburgh	AC	WWSW Radio	94.5 MHz 50,000 w horz/vert 810 ft. above average terrain	Michael Harvey, GM Dollie Bucc, GSM David Berner, PD	1 Allegheny Sq. Pittsburgh, PA 15215 412-323-5300	N/A	McGavren-Guild
WXKX-FM	Pittsburgh	R	Hearst Corp.	96.1 MHz 50,000 w horz/vert 500 ft. above average terrain	Ted Atkins, GM John Mackin Ade, GSM Bobby Christian, PD	400 Ardmore Blvd. Pittsburgh, PA 15230 412-731-0996	N/A	Katz Radio
WYDD-FM	Pittsburgh	A	Gateway Broadcasting Enterprises	104.7 MHz 50,000 w horz/vert 1,573 ft. above average terrain	Norm Slemenda, GM Norm Slemenda, GSM Mike Perkins, PD	810 5th Ave. New Kensington, PA 15068 412-362-2144	\$45 x 12	Jack Masla
WAMO-AM	Pittsburgh	B	Sheridan Broadcasting	860 KHz 1,000 w Daily Sunrise-local sunset —	Glenn Mahone, GM Ray Gusk, GSM JC Floyd, PD	1811 Blvd. of Allies Pittsburgh, PA 15219 412-281-6747	\$30	Selcom
WPIT-AM/FM	Pittsburgh	REL	Associated Comm.	730 KHz/101.5 MHz — AM Non-Directional/FM Non- Directional 525 ft. above average	Michael Komichak, GM Michael Komichak, GSM Michael Komichak, PD	200 Gateway Towers Pittsburgh, PA 15222 412-281-1900	\$25	N/A



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AC — ADULT CONTEMPORARY
B — BLACK
BB — BIG BAND
BM — BEAUTIFUL MUSIC
C — COUNTRY
CL — CLASSICAL
D — DISCO
J — JAZZ

MM — MELLOW MUSIC
N — NEWS
N/T — NEWS-TALK
O — OLDIES
R — ROCK
SP — SPANISH
REL — RELIGION
T — TALK

PORTLAND, OR



CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KUPL-AM	Portland	BB	Scripps-Howard Broadcasting	1330 KHz 5,000 w Directional	Bob Oxarart, GM Ed Groppo, GSM Joe Ferguson, PD	6400 S.W. Canyon Ct. Portland, OR 97221 503-297-3311	N/A	Torbet Radio Al Ham "MOYL"
KUPL-FM	Portland	BM	Scripps-Howard Broadcasting	98.5 MHz 100,000 w horz/48,000 w vert 1,100 ft. above average terrain	Bob Oxarart, GM Ed Groppo, GSM Joe Ferguson, PD	6400 S.W. Canyon Ct. Portland, OR 97221 503-297-3311	\$110 x 12	Torbet Radio
KWJJ-AM	Portland	C	Roy H. Park Broadcasting	1080 KHz 50,000 w Day/10,000 w Night Dir -Sep. patterns day & night	Don Shore, GM Jeff Davis, PD	931 S.W. King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Katz Radio
KXL-AM	Portland	N/T	Kaye-Smith Radio	750 KHz 50,000 w Day/1,000 Night Directional	Ray Watson, GM Shirley Treacy, GSM Brian Jennings, PD	1415 S.E. Ankeny Portland, OR 97214 503-231-0750	N/A	McGavren-Guild
KXL-FM	Portland	BM	Kaye-Smith Radio	95.5 MHz 100,000 w 920 ft. above average terrain	Ray Watson, GM Shirley Treacy, GSM Howard Huntley, PD	1415 S.E. Ankeny Portland, OR 97214 503-231-0750	N/A	McGavren-Guild
KYXI-AM	Oregon City	N	Western Sun	1520 KHz 50,000 w Day/10,000 w Night Directional	Craig McCoy, GM Linn Harrison, GSM Mike Johnson, PD	Box 22125 Portland, OR 97222 503-656-1441	\$60 x 12	Hillier
KAAR-AM	Vancouver	AC	Patton Broadcasting	1480 KHz 1,000 w Day/Night Non-Directional	Terry Edgar, GM John Turner, GSM Bob Meyer, PD	6301 N.E. Highway 99 Vancouver, WA 98665 503-228-1480	\$26	Roslin & Tacher
KKSN-AM	Vancouver	CL	Ft. Vancouver Broadcasting	91 KHz 5,000 w Day/Night Directional	Bill Failing, GM Mickie Hall, GSM Lawrence Holmes, PD	4617 N.E. 158th St. Portland, OR 97230 503-257-9106	\$50	Concert Music
KLIQ-AM	Portland	N/T	Tamarack Communications	1290 KHz 5,000 w Non-Directional	Dave Jack, GM Les Sugarman, GSM Larry Lester, PD	Broadcast Sq., Oak Park Portland, OR 97202 503-234-8448	\$50 x 20	Radio Spot
KCNR-AM	Portland	AC	Duffy Broadcasting	1410 KHz 5,000 w Non-Directional	Tom Farley, GM Dave McDonald, GSM Richard Harker, PD	4700 S.W. Council Crest Dr. Portland, OR 97201 503-226-7676	\$125	Christal Company
KPDQ-AM	Portland	REL	Jack Davis II	800 KHz 1,000 w Non-Directional	Robert Ball, GM Don Lucich, GSM Joe Alcorn, PD	5110 S.E. Stark Portland, OR 97215 503-231-7800	\$30	N/A
KPDQ-FM	Portland	REL	Jack Davis II	93.7 MHz 100,000 w	Robert Ball, GM Don Lucich, GSM Joe Alcorn, PD	5110 S.E. Stark Portland, OR 97215 503-231-7800	\$32	N/A
KQFM-FM	Portland	AC	Golden West Broadcasters	100.3 MHz 100,000 w circular polarized 920 ft. above average terrain	Walton Reid, GM Tim McNamara, GSM Bill Dodd, PD	4949 S.W. Macadam Portland, OR 97201 503-226-0100	\$50	Major Market

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KRDR-AM	Gresham	C	Community Pacific	1230 KHz 1,000 w Day/250 w Night Non-Directional	Don Cross, GM Sandy Decker, GSM Don Lane, PD	Community Gresham Bldg. Box 32 Gresham, OR 97030 503-667-1230	\$26	N/A
KVAN-AM	Vancouver	C	KGAR, Inc.	1550 KHz 10,000 w Directional-Night Only	Ron Hughes, GM Bob Walters, GSM Bill Cole, PD	Box 4638, 5620 N.E. Gher Rd. Vancouver, WA 98662 206-256-9043	\$24	N/A
KYTE-AM	Portland	C	Gaylord	970 KHz 5,000 w Directional-Night Only	Ronald Saito, GM William Fuller, GSM Jim Liniger, PD	2040 S.W. 1st Avenue Portland, OR 97201 503-222-1841	\$110	Selcom
KCNR-FM	Portland	AC	Duffy Broadcasting	97.1 MHz 100,000 w horz/vert 1,200 ft. above average terrain	Tom Farley, GM Dave McDonald, GSM Richard Harker, PD	4700 S.W. Council Crest Dr. Portland, OR 97201 503-226-7676	N/A	Christal Company
KEX-AM	Portland	AC	Golden West Broadcasters	1190 KHz 50,000 w Directional	Greg Reed, GM Skip Townsend, GSM Bob Miller, PD	4949 S.W. Macadam Avenue Portland, OR 97201 503-225-1190	\$158 x 12	Major Market
KGON-FM	Portland	A	Western Sun	92.3 MHz 100,000 w 920 ft. above average terrain	Craig McCoy, GM Linn Harrison, GSM Dave Van Dyke, PD	Box 22125 Portland, OR 97222 503-655-9181	N/A	Hillier
KGW-AM	Portland	AC	King Broadcasting	620 KHz 5,000 w Directional-Night Only	Jim Woodyard, GM Bob Scherner, GSM Bill Minkler, PD	KGW Broadcast Center 1501 S.W. Jefferson St. Portland, OR 97201 503-226-5055	\$320	Blair Radio
KINK-FM	Portland	A	King Broadcasting	101.9 MHz 100,000 w horz/vert 1,611 ft. above average terrain	Stan Mak, GM Paul Clithero, GSM Rick Scott, PD	1501 S.W. Jefferson St. Portland, OR 97201 503-226-5080	N/A	Blair Radio
KJIB-FM	Portland	C	Park Broadcasting Contemporary FM	99.5 MHz 100,000 w horz/vert 920 ft. above average terrain	Don Shore, GM N/A Jeff Davis, PD	931 S.W. King Avenue Portland, OR 97205 503-228-4393	\$103.50 x 6	Katz Radio
KKEY-AM	Portland	T	Western Broadcasting	1150 KHz 5,000 w Directional	Ralph Weagant, GM Ernest Crater, GSM Ralph Weagant, PD	Box 5757 Portland, OR 97228 503-222-1150	N/A	N/A
KLLB-FM	Portland	R	Gaylord Broadcasting	101.1 MHz 100,000 w horz/vert 1,640 ft. above average terrain	Ronald Saito, GM Bill Fuller, GSM Robin Mitchell, PD	2040 S.W. 1st Avenue Portland, OR 97201 503-222-1841	\$80	Selcom
KMJK-FM	Lake Oswego	AC	Harte-Hanks Radio	106.7 MHz 94,000 w horz/vert 880 ft. above average terrain	Victor Ives, GM Rick White, GSM Jon Barry, PD	9500 S.W. Barbur Blvd., Suite 302 Portland, OR 97219 503-245-1433	N/A	Eastman Radio Churchill



FORMAT DESCRIPTIONS

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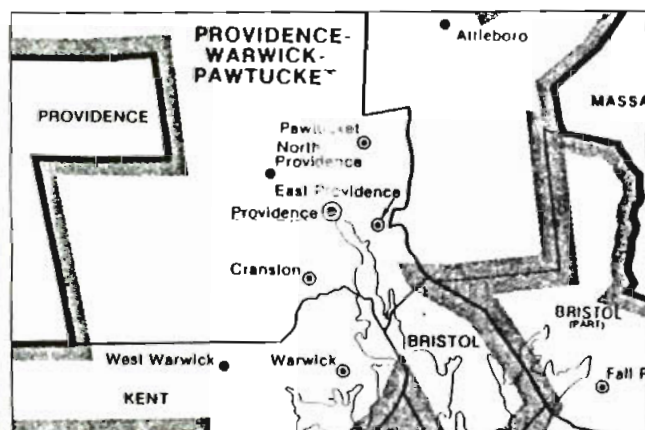
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

PROVIDENCE-NEW BEDFORD



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WBRU-FM	Providence	R	Brown Broadcasting Service	95.5 MHz 20,000 w 434 ft. above average terrain	Jonathan Groff, GM David Grady, GSM George Bradt, PD	88 Benevolent St. Providence, RI 02906 401-272-9550	N/A	Roslin Radio Sales
WBSM-AM	New Bedford	A	Southern Massachusetts Broadcasters	1420 KHz 5,000 w Day/1,000 w Night Directional	George Gray, GM John Lawton, GSM David Derosters, PD	Box JH105 New Bedford, MA 02741 617-993-1767	\$25.50	PRO Radio
WEAN-AM	Providence	N/T	Providence Journal	790 KHz 5,000 w Dir.-Sep. patterns day & night	David Garrison, GM David Seaton, GSM Dave Nicholson, PD	290 Westminster Mall Providence, RI 02903 401-277-7900	\$120	McGavren-Guild
WGNG-AM	Pawtucket	C	Roger Williams Broadcasting	550 KHz 1000 w Directional-Night Only	Don Hysko, GM Chuck Stevens, GSM Bob West, PD	Route 123 On the Blackstone Cumberland, RI 02864 401-725-9000	\$36	Christal Company
WHIM-AM	East Providence	C	East Providence Broadcasting	1110 KHz 5,000 w Non-Directional	Rick Ruggieri, GM Jeffrey Salkin, GSM Jim O'Brien, PD	125 Eastern Avenue East Providence, RI 02914 401-434-2400	N/A	Christal Company
WHJJ-AM	East Providence	AC	Franks Broadcasting	920 KHz 5,000 w Directional-Night Only	John Franks, GM Robert Harrison, GSM Jim Murphy, PD	115 Eastern Avenue East Providence, RI 02914 401-436-6110	N/A	Katz Radio
WHJY-FM	East Providence	A	Franks Broadcasting	94.1 MHz 50,000 w 546 ft. above average terrain	John Franks, GM Phillip Norton, GSM Jim Murphy, PD	115 Eastern Avenue East Providence, RI 02914 401-436-6110	N/A	Katz Radio Jeff Pollack
WLKW-AM	Providence	BB	McCormick Communications	990 KHz 50,000 w Non-Directional	Eugene Mitchell, GM Eugene Mitchell, GSM Toni Rizzini, PD	1185 N. Main St. Providence, RI 02904 401-331-7810	N/A	N/A
WLKW-FM	Providence	BM	McCormick Communications	101.5 MHz 50,000 w horz/vert 500 ft. above average terrain	Eugene Mitchell, GM Eugene Lombardi, GSM Toni Rizzini, PD	1185 N. Main St. Providence, RI 02904 401-331-7810	N/A	Torbet Radio
WPJB-FM	Providence	A	Providence Journal	105.1 MHz 50,000 w 500 ft. above average terrain	David Garrison, GM Ric Gorman, GSM Ted Chase, PD	290 Westminster Mall Providence, RI 02903 401-277-7105	N/A	McGavren-Guild
WPRO-AM	East Providence	R	Capital Cities Communications	630 KHz 5,000 w Directional-Night Only	Aaron Daniels, GM Tim Gorman, GSM Tom Cuddy, PD	1502 Wampanoag Trail East Providence, RI 02915 401-433-4200	\$165	Blair Radio
WPRO-FM	Providence-Pawtucket	R	Capital Cities Communications	92.3 MHz 50,000 w horz/vert 536 ft. above average terrain	Aaron Daniels, GM Greg Delmonica, GSM Tom Cuddy, PD	1502 Wampanoag Trail East Providence, RI 02915 401-433-4200	\$165	N/A
WSAR-AM	Fall River	N/T	Quality Radio	1480 KHz 5,000 w Dir.-Sep. patterns day & night	Bob Nims, GM Paul Gel Zinnis, GSM Ken McLean, PD	Home St. Somerset, MA 02721 617-678-9727	N/A	Major Market Knight Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WSNE-FM	Taunton, MA	AC	Outlet Broadcasting	93.3 MHz 50,000 w horz/vert 619 ft. above average terrain	Tom Mosher, GM Paul Levesque, GSM Peter Mokover, PD	111 Dorrance St. Providence, RI 02903 401-751-5700	\$48 x 12	Eastman Radio



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AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS-TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

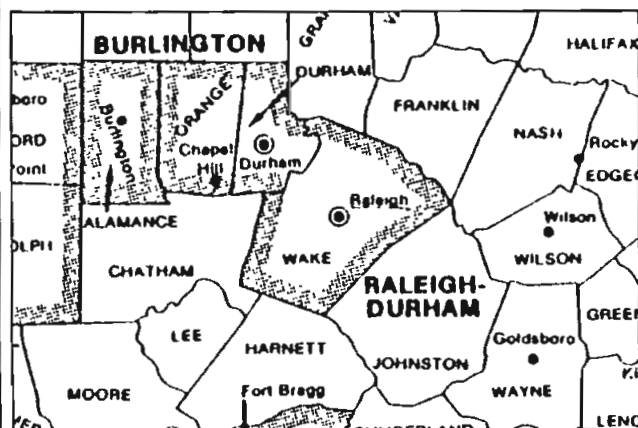
MARKET BY MARKET

RALEIGH-DURHAM



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL-TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WCHL-AM	Chapel Hill	AC	Village Broadcasting	1360 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Walker Morris, GM Sally Beamer, GSM Nancy Jones, PD	Box 2127 1721 E. Franklin Chapel Hill, NC 27514 919-942-8765	\$20.50	Southern Spot
WBBS-FM	Durham	CL	Duke University	107.1 MHz 3,000 w 300 ft. above average terrain	William Dix, Jr., GM William Dix, Jr., GSM Rob Gringle, PD	1007 Broad St. Durham NC 27705 919-286-9327	\$19 x 6	Lotus Repts
WDCG-FM	Durham	R	Durham Radio	105.1 MHz 99,000 w horz/vert 330 ft. above average terrain	Julian Stoler, GM Randy Kabrich, PD	Box 2126 Durham, NC 27702 919-682-0319	N/A	CBS/FM
WDNC-AM	Durham	AC	Durham Radio	620 KHz 5,000 w Day/1,000 w Night Dir -Sep. patterns day & night	Jim Sackett, STM	Box 2126 Durham, NC 27702 919-682-0319	\$45 x 12	CBS/FM
WDUR-AM	Durham	B	Airways of Durham	1490 KHz 1,000 w Day/250 w Night Non-Directional	Rich Glover, GM Sharmaine McKissick, GSM Alvin Stowe, PD	Box 2169 1826 Nixon St. Durham, NC 27702 919-683-1490	\$35 x 6	Selcom
WKIX-AM	Raleigh	C	Mann Media	850 KHz 10,000 w Day/5,000 w Night Directional-Night	Edward Weiss, GM Rich Styles, GSM Joe Formicola, PD	Box 12526 Raleigh, NC 27605 919-851-2711	N/A	Blair Radio
WLLE-AM	Raleigh	B	Special Markets Media	570 KHz 500 w Non-Directional	Henry Monroe, GM Prentiss Monroe, GM Henry Monroe, GSM Chester Davis, PD	649 Maywood Ave. P.O. Box 190 Raleigh, NC 27602 919-833-3874	\$22 x 6	Bernard Howard
WPCM-FM	Burlington-Arham	C	Rau Radio	101.1 MHz 100,000 w 910 ft. above average terrain	Buddy Poole, GM Glenn Thompson, GSM	Rau Radio 2100 M. St. N.W. Suite 716 Washington, DC 20037 919-275-4748	N/A	Jack Masla
WPJL-AM	Raleigh	REL	Raleigh Radio	1240 KHz 1,000 w Day/250 w Night Non-Directional	Bill Suttles, GM Ed Hessington, GSM Tim Stephens, PD	Box 27946 515 Bart St. Raleigh, NC 27611 919-834-6401	\$13	Radio Spot
WPTF-AM	Raleigh	N/T	Durham Life Broadcasting	680 KHz 50,000 w Directional-Night Only	Wally Ausley, GM Bob Evans, GSM George Dennon, PD	Box 1511 WPTF Bldg. 410 S. Salisbury St. Raleigh, NC 27602 919-832-8311	N/A	McGavren-Guild

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WQDR	Raleigh	A	Life Broadcasting	94.7 MHz 100,000 w 1,025 ft. above average terrain	David Berry, GM Barbara Price, NSD Laurel Smith, NSD Ron Phillips, PD	Box 1511 410 S. Salisbury St. Raleigh, NC 27602 919-832-8313	N/A	McGavren-Guild
WRAL-FM	Raleigh	AC	Capitol Broadcasting	101.5 MHz 100,000 w horz/vert 1,890 ft. above average terrain	Claire Shaffner, GM Martin Seligson, GSM E.J. Attayek, PD	711 Hillsborough St. Raleigh, NC 27605 919-821-8701	\$160	Katz Radio Drake-Chenault
WSRC-AM	Durham	B	Carolina Radio of Durham	1410 KHz 5,000 w Directional	James Mayes, GM Bob Wolfe, GSM Warren Massenburg, PD	Box 1331 700 E. Club Blvd Durham, NC 27702 919-477-7331	\$20 x 6	Bernard Howard
WTK-AM	Durham	C	W & W Broadcasting	1310 KHz 5,000 w Day/1,000 w Night Directional	Harry Welch, Jr., GM Harry Welch, Jr., GSM Tom Tolley, PD	Box 1571 707 Leon St. Durham, NC 27702 919-477-7351	\$21 x 18	Charles Welch
WYYD-FM	Raleigh	BM	Mann Media	96.1 MHz 9,800 w	Ed Weiss, GM Dick Harlow, GSM Mikey Fenley, PD	Box 12526 Raleigh, NC 27605 919-851-2711	N/A	Blair Radio Carsen Radio Services



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B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

FM 106 KWK AM 13.8

**CLEARLY,
ST. LOUIS' FAVORITE
YOUNG ADULT
STATIONS!**

**KWK AM/FM #1: TEENS, MEN 18-24,
ADULTS 18-24, MEN 18-34, ADULTS 18-34,
PERSONS 12-24, PERSONS 12-34**

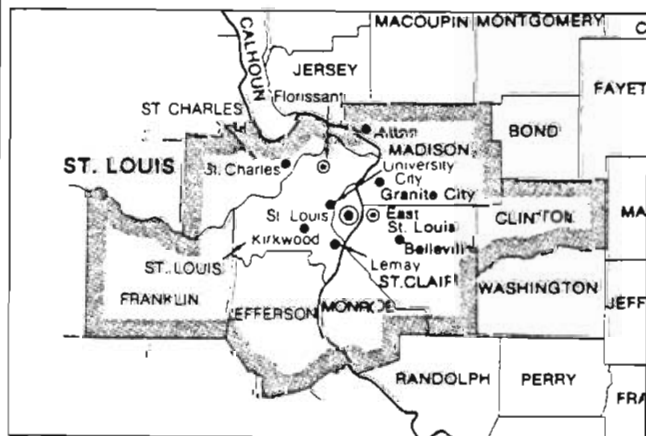
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Represented Nationally by Hillier, Newmark & Wechsler.

ST. LOUIS



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
KADI-FM	St. Louis	AC	Communications Fund	96.3 MHz 100,000 w horz/vert 650 ft. above average terrain	Richard Miller, GM John Sink, GSM Peter Parisi, PD	7530 Forsyth St. Louis, MO 63105 314-721-2323	N/A	Selcom Al Casey
KATZ-AM	St. Louis	AC	Laclede Radio	1600 KHz 5,000 w horz/vert Directional-Night Only	Robert Miller, GM Charles Shielos, GSM Aidy Kemp, PD	1139 Olive St. St. Louis, MO 63101 314-241-6000	N/A	Bernard Howard
KEZK-FM	St. Louis	BM	Metroplex Communications of Missouri	102.5 MHz 100,000 w horz/vert 450 ft. above average terrain	Matt Mills, GM Hank Poth, GSM Mike Liston, PD	7711 Carondelet Ave. St. Louis, MO 63105 314-727-2160	N/A	Torbet Radio Bonneville
KIRL-AM	St. Charles	REL	Bronco Broadcasting	1460 KHz 5,000 w Day Directional	Bill White, GM Bill White, GSM Columbus Gregory, PD	Box 978 St. Charles, MO 63302 314-946-6600	\$ x \$35	PRO Radio
KMJM-FM	St. Louis	B	Amamura Group	107.7 MHz 100,000 w horz/vert 325 ft. above average terrain	Barry Baker, GM Victor Sansone, GSM Dick Edwards, PD	532 DeBaliviere St. Louis, MO 63112 314-361-1108	N/A	McGavren-Guild New World Comm.
KMOX-AM	St. Louis	N/T	CBS Radio	1120 KHz 50,000 w horz/vert Non-Directional	Robert Hyland, GM Robert Fulstone, GSM Judith Summs, PD	One Memorial Dr. St. Louis, MO 63102 314-621-2345	\$350	CBS Radio
KMDX-FM	St. Louis	AC	CBS Radio	103.3 MHz 100,000 w horz/vert 1,212 ft. above average terrain	Robert Hyland, Jr., GM Steve April, GSM Ed Scarborough, PD	One Memorial Dr. St. Louis, MO 63102 314-621-2345	\$25	CBS/FM
KSD-AM	St. Louis	C	Gannett Broadcasting	550 KHz 5,000 w horz/vert Directional-Night Only	Phillip Trammell, GM John Gutbrod, GSM Walt Turner, PD	10155 Corporate Square St. Louis, MO 63132 314-997-5594	N/A	Eastman Radio
KSD-FM	St. Louis	AC	Gannett Broadcasting	93.7 MHz 100,000 w horz/vert 850 ft. above average terrain	Jay Cook, STM John Gutbrod, GSM Ron Morgan, PD	10155 Corporate Square St. Louis, MO 63132 314-997-5594	N/A	Eastman Radio
KSHE-FM	Crestwood	A	Century Broadcasting	94.7 MHz 100,000 w horz/vert 500 ft. above average terrain	Nancy Poon-Leftler, GM Robert Woken, GSM Rick Balis, PD	9434 Watson Rd. St. Louis, MO 63126 314-842-1111	\$145 x 6	Katz Radio
KSLO-FM	St. Louis	AC	Charter Broadcasting	96.1 MHz 100,000 w horz/vert 580 ft. above average terrain	Ronald Grubbs, GM Karen Carroll, GSM Rick Torcasso, PD	111 S. Bemiston Ave. St. Louis, MO 63105 314-725-9814	\$105	RKO Radio
KSTL-AM	St. Louis	REL	Radio St. Louis	690 KHz 1,000 w horz/vert Non-Directional	Art Ford, GM Joe Voss, GSM Bill Vietmeier, PD	614 N. 3rd St. St. Louis, MO 63102 314-621-5785	10 x \$160	N/A
KWK-AM	St. Louis	A	Doubleday Broadcasting	1380 KHz 5,000 w Day/1,000 w Night Directional	Allan Thompson, GM Allan Abert, GSM Beau Raines, PD	2360 Hampton Ave. St. Louis, MO 63139 314-644-1380	\$154.50	Hillier

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KWK-FM	Granite City	A	Doubleday Broadcasting	106.5 MHz 39,000 w horz/vert 592 ft. above average terrain	Allan Thompson, GM Alan Aberl, GSM Beau Raines, PD	2360 Hampton Ave. St. Louis, MO 63139 314-644-1380	\$154.50	Hillier
KXOK-AM	St. Louis	O	Storz Broadcasting	630 KHz 5,000 w horz/vert Dir.-Sep. patterns day & night	Lee Douglas, GM Larry Dayer, GSM Lee Douglas, PD	7777 Bonhomme Ave. Suite 1601 St. Louis, MO 63105 314-727-6500	\$125 x 6	Katz Radio
WESL-AM	East St. Louis	B	WESL, Inc.	1490 KHz 1,000 w Day/250 w Night Non-Directional	Dr. Wendell Hansen, GM Frank Davis, GSM Charles Smith, PD	149 S. 8th St. E. St. Louis, IL 62201 618-271-1490	N/A	R.A. Lazar
WEW-AM	St. Louis	BB	WEW Radio	770 KHz 1,000 w horz/vert Directional	Charles Stanley, GM N/A Buddy Moreno, PD	1701 S. 8th St. St. Louis, MO 63104 314-436-7777	\$48	N/A
WIL-AM	St. Louis	C	LIN Broadcasting	1430 KHz 5,000 w horz/vert Dir.-Sep. patterns day & night	F. Craig Magee, GM Joseph Stephenson, GSM Michael Carter, PD	300 N. Twelfth St. St. Louis, MO 63101 314-436-1600	N/A	Christal Company
WIL-FM	St. Louis	C	LIN Broadcasting	92.3 MHz 100,000 w horz/vert 510 ft. above average terrain	F. Craig Magee, GM Joseph Stephenson, GSM Michael Carter, PD	300 N. Twelfth Blvd. St. Louis, MO 63101 314-436-1600	N/A	Christal Company
WRTH-AM	Wood River, IL	BB	King Radio Broadcasting	590 KHz 1,000 w horz/vert Directional	Merrell Hansen, GM Bill Weaver, GSM Paul Warner, PD	9666 Olive Street Rd. Suite 780 St. Louis, MO 63132 314-997-5959	\$65	Blair Radio Al Ham "MOYL"
WZEN-FM	Alton	B	Unity Broadcasting Network-Missouri	100.3 MHz 50,000 w horz/vert 495 ft. above average terrain	Robert Miller, GM Charles Snyders, GSM Ajay Kemp, PD	1139 Olive St. St. Louis, MO 63101 314-241-6000	N/A	Bernard Howard

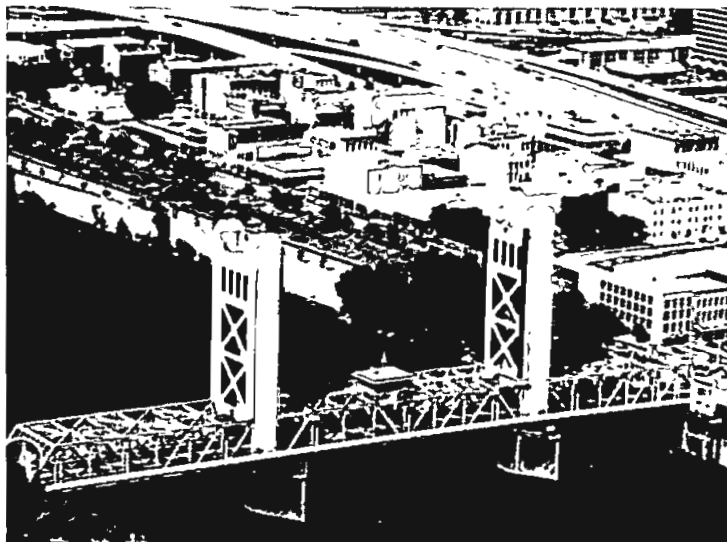


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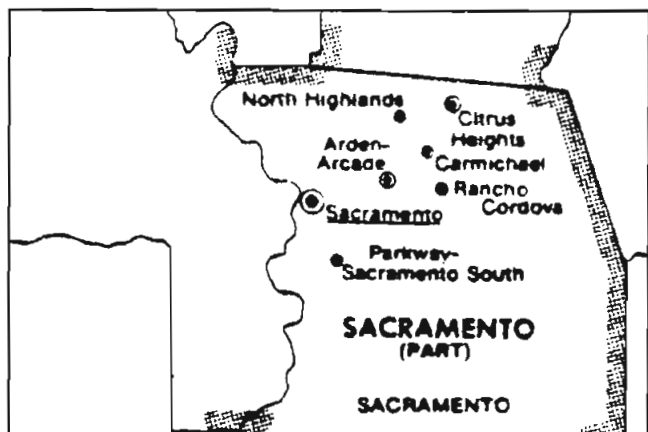
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AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
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SACRAMENTO-STOCKTON



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAER-FM	Sacramento	BM	McClatchy Broadcasting	92.5 MHz 115,000 w 240 ft. above average terrain	Paul Aaron, GM Jim Wahl, GSM Barbara Fahey, PD	1440 Ethan Way, Suite 200 Sacramento, CA 95825 916-929-3277	N/A	Katz Radio
KCTC-FM	Sacramento	BM	WGN of California	96.1 MHz 45,000 w horz/vert 520 ft. above average terrain	Robert Henley, GM Harvey Fisher, GSM Gil Boucher, PD	2225 19th St Sacramento, CA 95818 916-441-5282	N/A	Christal Company Kalamusic
KEWT-FM	Sacramento	BM	Affiliated Broadcasting	105.1 MHz 50,000 w horz/vert 240 ft. above average terrain	James Conley, GM John Stolzenburg, GSM LeGrand Rogers, PD	3326 El Camino Avenue Sacramento, CA 95821 916-488-8300	N/A	Eastman Radio
KFBK-AM	Sacramento	N/T	McClatchy Broadcasting	1530 KHz 50,000 w Directional	Paul Aaron, GM Virgil Clemons, GSM Bill Hile, PD	1440 Ethan Way, Suite 200 Sacramento, CA 95825 916-929-5325	\$75	Katz Radio
KFLA-AM	Carmichael	REL	Olympic Broadcasters	710 KHz 10,000 w Day/250 w Night Directional	Tom Wallace, GM	5738 Marconi Ave. Carmichael, CA 95608 916-485-7710	\$25	N/A
KGMS-AM	Sacramento	AC	KULA Broadcasting	1380 KHz 1,000 w Directional	Alex Krisik, GM Bill Stukaloff, GSM Herb Nesmith, PD	937 Enterprise Dr Sacramento, CA 95825 916-929-5467	N/A	Major Market FM 100 Plan
KGNR-AM	Sacramento	N/T	WGN of California	1320 KHz 5,000 w Dir.-Sep. patterns day & night	Robert Henley, GM Harvey Fisher, GSM Ken Duke, PD	2225 19th Street Sacramento, CA 95818 916-441-5272	\$150	Christal Company
KHYL-FM	Auburn	O	Empire Broadcasting	101.1 MHz 50,000 w 465 ft. above average terrain	Kenn Cunningham, GM Max Reeder, GSM Jim Huggins, PD	3300 Grass Valley Hwy Auburn, CA 95603 916-885-5636	N/A	Bernard Howard
KJAY-AM	Sacramento	R/am MOR/ pm	Broadcast Ranch	1430 KHz 500 w Directional	Jack L. Powell, GM	Box 1430, Rt. 1 W. Sacramento, CA 95691 916-371-5101	\$27 x 6	N/A
KPOP-FM	Roseville	B	K-POP Radio	93.5 MHz 3,000 w 299.4 ft. above average terrain	Hank Gonzales, GM Hank Gonzales, GSM Bill Jeffries, PD	Box 1110 8842 Quail Lane Roseville, CA 95661 916-791-4111	\$40 x 6	Lotus Reps.
KRAK-AM	Sacramento	C	Affiliated Broadcasting	1140 KHz 50,000 w Directional	James Conley, GM John Stolzenburg, GSM Don Langford, PD	3326 El Camino Avenue Sacramento, CA 95821 916-482-7100	\$122.40 x 6	Eastman Radio
KROY-AM	Sacramento	R	Johnson Communications	1240 KHz 10,000 w Day/250 w Night Non-Directional	Mark Jonsson, GM John Caselli, GSM Dennis Newhall, PD	620 Bercut Dr Sacramento, CA 95814 916-446-5769	\$66	Selcom

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KROY-FM	Sacramento	AC	KROY	96.9 MHz 50,000 w. circular polarized 500 ft. above average terrain	Mark Johnson, GM John Caselli, GSM Jeff Newhall, PD	620 Bercut Dr. Sacramento, CA 95814 916-446-5769	N/A	McGavren-Guild
KSFM-FM	Woodland	AC	KSFM	102.5 MHz 50,000 w 535 ft. above average terrain	A.J. Krsik, GM Bili Stukaloff, GSM Billy Mander, PD	500 Main St., Suite 1 Woodland, CA 95695 916-662-1047	N/A	Major Market
KWOO-FM	Sacramento	AC	Royce International Broadcasting	106.5 MHz 50,000 w horz/vert 1,100 ft. above sea level	Edward Stolz, II, GM Kevin Loughran, GSM Tom Chase, PD	777 Campus Commons Dr. Sacramento, CA 95825 916-929-5000 *	\$45 x 24	Jack Masla
KXOA-AM	Sacramento	BB	KXOA	1470 KHz 5,000 w Day/1,000 Night Dir -Sep. patterns day & night	Phil Melrose, GM Dennis Gwiazdon, GSM Kris Mitchell, PD	1017 Front St. Sacramento, CA 95814 916-446-4965	N/A	Blair Radio Al Ham "MYDL"
KXOA-FM	Sacramento	MM	KXOA	108 MHz 27,500 w horz/vert 420 ft. above average terrain	Phil Melrose, GM Dennis Gwiazdon, GSM Art Schroeder, PD	Box 1677 1017 Front St. Sacramento, CA 95808 916-446-4965	N/A	Blair Radio
KYLO-AM	Davis	C	Vernon Miller Dan Forrestall	105.5 KHz 3,000 w 300 ft. above average terrain	Dan Forrestall, GM Richard Burgin, GSM Keith Ward, PD	KYLO, Inc. 1717 Professional Dr. Sacramento, CA 95825 916-483-9213	\$23 x 12	Roslin Radio
KZAP-FM	Sacramento	A	Western Cities Broadcasting	98.5 MHz 50,000 w horz/vert 495 ft. above average terrain	Thomas Weidle, GM Spade Cooley, GSM Les Tracy, PD	Box 15985 298 Commerce Circle Sacramento, CA 95815 916-925-3700	N/A	McGavren-Guild



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AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
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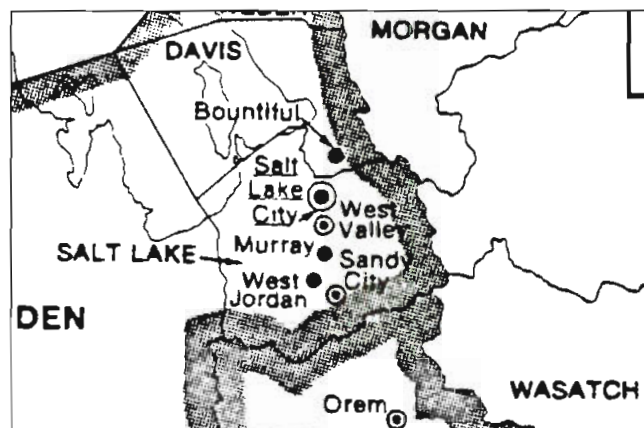
MARKET BY MARKET

SALT LAKE CITY



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KALL-AM	Salt Lake City	AC	Salt Lake City Broadcasting	910 KHz 5,000 w Day/1,000 w Night Non-Directional	Bennie L. Williams, STM Bennie L. Williams, GSM Paul England, PD	312 E. South Temple Salt Lake City, UT 84111 801-364-3561	\$69 x 6	Eastman Radio
KALL-FM	Salt Lake City	AC	Ninety-Four Corp.	94.1 MHz 24,000 w 3,030 ft. above average terrain	Bennie L. Williams, STM Bennie L. Williams, GSM Paul England, PD	312 E. South Temple St. Salt Lake City, UT 84111 801-364-3561	\$59 x 6	Eastman Radio
KCPX-AM	Salt Lake City	R	KCPX, Inc.	1320 MHz 5,000 w Directional	Bruce Cummings, GM Randy Rogers, GSM Gary Waldron, PD	1760 Fremont Dr. Salt Lake City, UT 84104 801-972-3030	\$75 x 6	Katz Radio
KCPX-FM	Salt Lake City	A	KCPX, Inc.	98.7 MHz 27,000 w horz/vert 2,932 ft. above average terrain	Bruce Cummings, GM Randy Rogers, GSM Gary Waldron, PD	1760 Fremont Dr. Salt Lake City, UT 84104 801-972-3030	\$75 x 6	Katz Radio
KDAB-FM	Ogden	AC	KDAB, Inc.	101.1 MHz 25,000 w horz/vert 3,740 ft. above average terrain	Paul R. Droubay, GM Don Droubay, GSM Michael Droubay, PD	385 24th Street Eccles Plaza, Suite 821 Ogden, UT 84401 801-393-8611	N/A	Bernard Howard
KDYL-AM	Salt Lake City	N	Simmons Family	1280 KHz 5,000 w Directional-Night Only	Craig Hanson, GM Henry (Ty) Theurer, GSM Lane Rogers, PD	57 W. South Temple, Suite 800 Salt Lake City, UT 84101 801-524-2600	\$16	Blair Radio
KFMY-FM	Provo	AC	First Media Corp.	96.1 MHz 35,000 w horz/vert 2,620 ft. above average terrain	Gene Manning, GM Jerry Cronin, GSM Scott Gentry, PD	Box 960 651 W. 1600 South Provo, UT 84601 801-373-8550	N/A	Jack Masla
KISN-FM	Salt Lake City	AC	Carmen Corp.	97.1 MHz 26,000 w horz/vert 3,650 ft. above average terrain	Bunk Robinson, GM F.R. Robinson Jr., GSM Daniel Jessup, PD	Box 389 Salt Lake City, UT 84110 801-322-5476	N/A	McGavren-Guild Churchill
KLUB-AM	Salt Lake City	BM	Carmen Corp.	570 KHz 5,000 w Directional	Bunk Robinson, GM Terry Schmidt, GSM Dan Jessup, PD	Box 389 Salt Lake City, UT 84110 801-359-7794	N/A	McGavren-Guild
KRSP-AM	South Salt Lake City	AC	Holiday Broadcasting	1060 KHz 10,000 w Day/1,000 w Night Directional-Night Only	Ralph J. Carlson, GM Rich Mathis, GSM Steve Carlson, PD	Box 7760 1130 W. 5200 S. Salt Lake City, UT 84107 801-262-5541	\$17	Selcom
KRSP-FM	Salt Lake City	A	Holiday Broadcasting	103.5 MHz 18,500 w 3,650 ft. above average terrain	Ralph J. Carlson, GM Rich Mathis, GSM Randy Rose, PD	Box 7760 1130 W. 5200 S. Salt Lake City, UT 84107 801-262-5541	\$22	Selcom
KSFJ-FM	Salt Lake City	BM	Simmons Family	100.3 MHz 26,000 w 3,740 ft. above average terrain	Craig Hanson, GM Henry (Ty) Theurer, GSM Lane Rogers, PD	57 W. South Temple, Suite 800 Salt Lake City, UT 84101 801-524-2600	N/A	Blair Radio Bonneville

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KSL-AM	Salt Lake City	AC	Bonneville International	1160 KHz 50,000 w Non-Directional	Thomas S. Glade, GM Thomas S. Glade, GSM Thomas S. Glade, PD	Broadcast House Salt Lake City, UT 84111 801-237-2517	N/A	Torbet Radio
KSOP-FM	Salt Lake City	C	KSOP, Inc.	104.3 MHz 25,000 w horz/vert 3,650 ft. above average terrain	Greg Hilton, GM Greg Hilton, GSM Greg Hilton, PD	1301 W. 1320 S Salt Lake City, UT 84119 801-972-1043	N/A	Major Market Century 21 Drake-Chenault
KDYL-AM	Salt Lake City	N	Simmons Family	1280 KHz 5,000 w Directional-Night/Non-Directional-Day	Craig Hanson, GM Henry Theurer, GSM Lane Rogers, OM	57 W. South Temple Salt Lake City, UT 84104 801-972-1280	\$26	Blair Radio
KWHO-AM	Salt Lake City	CL	Northwest Radio Broadcasting	860 KHz 1,000 w Non-Directional-Day	Patrick Thomas, OM Allan Thomas, GSM Gordon Wildman, PO	Box 1526, 329 E. 200 S. Salt Lake City, UT 84111 801-534-4105	\$25 × 6	Hillier
KWHO-FM	Salt Lake City	BB	Northwest Radio Broadcasting	93.3 MHz 26,000 w 3,900 ft. above average terrain	Patrick Thomas, OM Allan Thomas, GSM Rod Goodliffe, PD	Box 1526, 329 E. 200 S. Salt Lake City, UT 84111 801-534-4105	\$25 × 6	Hillier
KRGD-AM	West Valley City	C	Group Communications	1550 KHz 10,000 w Day/500 w Night Non-Directional	Gene Guthrie, GM Andy Anderson, GSM-Nat'l Steve Brosius, GSM-Local John C. Scott, PD	5065 W. 2100 S Salt Lake City, UT 84120 801-972-3449	\$28	Christal Company
KPRQ-FM	Murray	AC	Murray Broadcasting	1230 MHz 1,000 w Day/250 w Night Non-Directional	Jay Gardner, GM Jay Gardner, GSM Chris Allen, PD	4874 S. State St Murray, UT 84107 801-266-1230	\$16	Savalli & Schutz
KSOP-AM	Salt Lake City	C	KSOP, Inc.	1370 KHz 5,000 w Day/Night Non-Directional/Day, Directional/500 w Night	Greg Hilton, GM Greg Hilton, GSM Joseph Sinti, PD	1285 West 2320 South Salt Lake City, UT 84119 801-972-1043	N/A	Major Market



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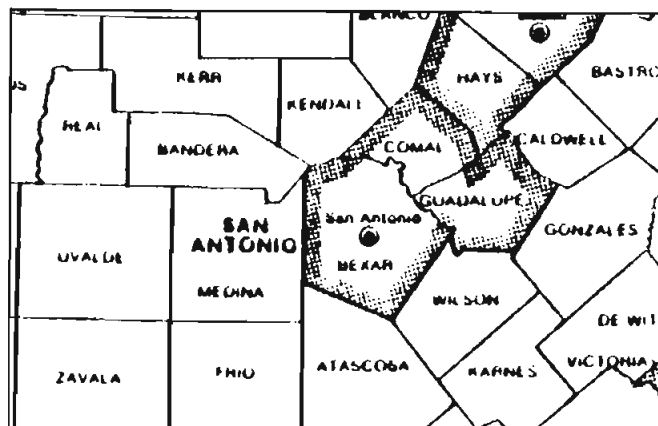
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J — JAZZ	

SAN ANTONIO



CALL LETTERS	CITY OF LICENSE	FDR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAPE-AM	San Antonio	B	S.I.T. Broadcasting	1480 KHz 500 w Directional	Sam Sitterle, GM Louis Roney, GSM Thomas Poe, PD	3900 Martin Luther King Dr. Box 20107 San Antonio, TX 78220 512-337-8840	\$27 x 9	PRO Radio
KAJA-FM	San Antonio	C	Clear Channel Communications	97.3 MHz 100,000 w horz/vert 472 ft. above average terrain	John W. Barger, GM John W. Barger, GSM Pat Rogers, PD	6222 N.W. I-10 San Antonio, TX 78201 512-734-7301	N/A	CBS-FM Lund
KBUC-AM	San Antonio	C	Sigmar Corp.	1310 KHz 5,000 w Directional	Harrell Banks, GM Laura Pryor, GSM Gene Kelly, PD	Box 20267 3642 E. Houston St. San Antonio, TX 78220 512-222-9191	N/A	Eastman
KBUC-FM	San Antonio	C	Sigmar Corp.	107.5 MHz 100,000 w 408 ft. above average terrain	Harrell Banks, GM Laura Pryor, GSM Gene Kelly, PD	Box 20267 3642 E. Houston St. San Antonio, TX 78220 512-222-9191	N/A	Eastman
KCCW-AM	Terrell Hills	BB	Southwestern Broadcasters	930 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Jack Collins, GM Phil Johnson, GSM Joe Conway, PD	Turtle Creek Tower II 8401 Datapoint Dr., Suite 900 San Antonio, TX 78229 512-690-1925	N/A	RKO Radio FairWest
KCOR-AM	San Antonio	SP	Tichenor Radio Group	1350 KHz 5,000 w Directional-Night Only	Nathan Sahr, GM Sam Murray, GSM Federico Rodriguez, PD	KCOR-KQXT Bldg 1115 W. Martin San Antonio, TX 78207 512-225-2751	\$83	Katz
KEDA-AM	San Antonio	SP	D & E Broadcasting	1540 KHz 5,000 w Day/1,000 w Night Non-Directional	Manuel Davila, GM Jordan Sawyer, GSM Manuel Davila, PD	510 S. Flores St. San Antonio, TX 78204 512-226-5254	\$25 x 6	Selcom
KFHM-AM	San Antonio	SP	Felix H. Morales	1150 KHz 1,000 w Directional	Angel Toledo, GM Martha Qattan, PD	501 W. Quincy St. San Antonio, TX 78212 512-224-1166	\$17	National Time
KISS-FM	San Antonio	A	KISS Broadcasting	99.5 MHz 100,000 w 570 ft. above average terrain	Frank Maruca, GM Jim Tiller, GSM Tim Spencer, PD	World Savings Bldg. 1100 N. Main Avenue San Antonio, TX 78212 512-223-6211	\$200	McGavren-Guild Jeff Pollack
KITY-FM	San Antonio	AC	Mission Broadcasting Co.	92.9 MHz 100,000 w horz/vert 475 ft. above average terrain	Jack Roth, GM Lee Taylor, GSM Rob Stewart, PD	KONO Bldg 317 Arden Grove San Antonio, TX 78298 512-225-5111	N/A	Major Market
KKYX-AM	San Antonio	C	Swanson Broadcasting	680 KHz 50,000 w Day/10,000 w Night Directional-Night Only	Bill Rohde, GM Dennis Griffin, GSM Paul Morgan, PD	8022 Bandera Rd. San Antonio, TX 78228 512-684-0068	\$85	Christal Company

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KLLS-FM	San Antonio	AC	Southwestern Broadcasters	100.3 MHz 100,000 w horz/vert 580 ft. above average terrain	Jack Collins, GM Sandy McElwain, GSM Harry Nelson, PD	Turtle Creek Tower II 8401 Dalapoint Dr., Suite 900 San Antonio, TX 78229 512-690-1925	N/A	RKO Radio
KMAC-AM	San Antonio	AC	KISS Broadcasting	630 KHz 5,000 w Day/Night Directional	Frank Maruca, GM Jim Tiller, GSM Greg Stevens, PD	United Federal Bldg 1100 N. Main Ave San Antonio, TX 78212 512-223-6211	\$20	McGavren-Guid
WOAI-AM	San Antonio	N/T	Clear Channel Communications	1200 KHz 50,000 w Non-Directional	John Barger, GM John Barger, GSM Pat Rogers, PD	6222 N.W. I-H10 San Antonio, TX 78201 512-734-7301	N/A	CBS Radio
KONO-AM	San Antonio	R	Mission Broadcasting	860 KHz 5,000 w Day/1,000 w Night Directional-Night Only	Jack Roth, GM Joe Acoff, GSM Joe Acoff, PD	KONO Bldg 317 Arden Grove San Antonio, TX 78298 512-225-5111	N/A	Major Market
KQXT-FM	San Antonio	BM	Tichenor Radio Group	101.9 MHz 100,000 w horz/vert 550 ft. above average terrain	Nathan Satir, GM Sam Murray, GSM Frederico Rodriguez, PD	KQXT Bldg. 1115 W. Martin San Antonio, TX 78207 512-225-2751	\$85 x 12	Katz
KTFM-FM	San Antonio	A	Waterman Broadcasting of Texas	102.7 MHz 100,000 w 720 ft. above average terrain	Joe Ernest, GM Larry Mariner, GSM Joe Nasty, PD	Box 18128 San Antonio, TX 78218 512-655-5500	N/A	N/A
KTSA-AM	San Antonio	R	Waterman Broadcasting of Texas	550 KHz 5,000 w Directional-Night Only	Joe Ernest, GM Larry Mariner, GSM Rick Curry, PD	Box 18128 San Antonio, TX 78218 512-655-5500	\$105 x 10	Blair Radio



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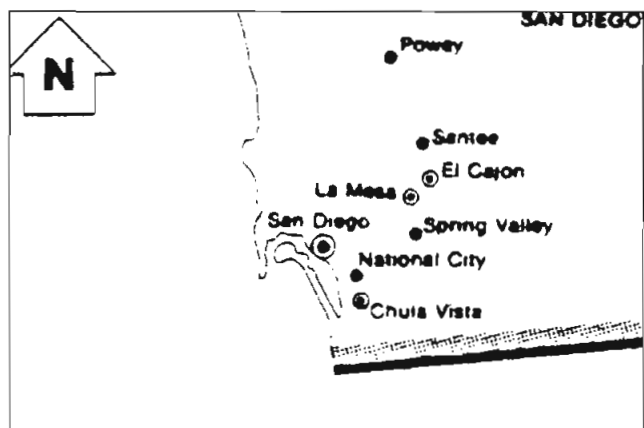
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AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
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C — COUNTRY	SP — SPANISH
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J — JAZZ	

SAN DIEGO



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBZT-FM	San Diego	AC	Alta Broadcasting	94.9 MHz 1,900 w 1,850 ft. above average terrain	Mark Deboskey, GM Tim Hahnke, GSM A.J. Roberts, PD	7867 Convo Court Suite 303 San Diego, CA 92111 714-565-9595	N/A	Christal Company
KCBQ-AM	San Diego	C	Charter	1170 KHz 50,000 w Day/5,000 w Night Dir - Sep. patterns day & night	John Bayliss, GM Peter Moore, GSM Bob McKay, PD	9416 Mission Gorge Rd San Diego, CA 92112 714-286-1170	N/A	RKO Radio George Burns
KCBQ-FM	San Diego	C	Charter	105.3 MHz 29,000 w circular polarized 620 ft. above average terrain	John Bayliss, GM Peter Moore, GSM Bob McKay, PD	9416 Mission Gorge Rd. Santee, CA 92071 714-286-1170	N/A	RKO Radio
KCNN-AM	San Diego	N	KGB	1360 KHz 5,000 w Day/1,000 w Night Non-Directional	Jim Price, GM Frank McGrath, GSM Larry Bruce, PD	Box 8208 7150 Engineer Rd. San Diego, CA 92111 714-292-1360	\$130	Katz Radio
KEZL-FM	San Diego	MM	Gannett Broadcast Group	102.9 MHz 1,950 w horz/vert 1,840 ft. above average terrain	George Mills, GM Tom McMillan, GSM Dave Park, PD	3180 University Avenue San Diego, CA 92104 714-283-7121	N/A	CBS Radio Schulke 2
KFMB-AM	San Diego	AC	Midwest Television	760 KHz 5,000 w Directional-Night Only	Paul Palmer, STW Peter Halliday, GSM Mark Larsen, PD	7677 Engineer Rd. San Diego, CA 92111 714-292-5362	N/A	McGavren-Gullit
KFMB-FM	San Diego	AC	Midwest Television	100.7 MHz 30,000 w 620 ft. above average terrain	Paul Palmer, GM Peter Halliday, GSM Glen McCartney, PD	7767 Engineer Rd. San Diego, CA 92111 714-292-5362	N/A	McGavren-Gullit
KFSD-FM	San Diego	CL	Lotus Communications	94.1 MHz 100,000 w horz/vert 641 ft. above average terrain	Hal Rosenberg, GM Russ Haberle, GSM Brian Stuart, PD	1540 Sixth Avenue San Diego, CA 92107 714-239-9097	\$70	Lotus Reps
KGB-FM	San Diego	A	KGB, Inc.	101.5 MHz 50,000 w 577 ft. above average terrain	Jim Price, GM Frank McGrath, GSM Larry Bruce, PD	Box 2088 7150 Engineer Rd. San Diego, CA 92111 714-292-1360	N/A	Katz Radio
KIFM-FM	San Diego	MM	West Coast Media	98.1 MHz 28,000 w horz/vert 1,000 ft. above average terrain	Bruce Walton, GM Jerry Glynn, GSM Art Good, PD	7807 Convo Ct Suite 210 San Diego, CA 92111 714-560-9800	N/A	Selcom
KJFM-FM	Oceanside	BM	Dolph-Petty Broadcasting	102.1 MHz 50,000 w horz/vert 1,070 ft. above average terrain	Lyle Richardson, GM Larry Thomas, GSM Steve Clark, PD	Box K1320 Oceanside, CA 92054 714-757-1320	\$30 x 52	Jack Masla

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
KJQY-FM	San Diego	BM	Westinghouse Broadcasting	103.7 MHz 36,000 w horz/vert 650 ft. above average terrain	Jerry Lee, GM David Pearlman, GSM Mike Burnette, PD	625 Broadway Suite 1200 San Diego, CA 92101 714-238-1037	\$130	RAR FM 100 Plan
KKOS-FM	Carlsbad	AC	Tri-Cities Broadcasting	95.9 MHz 3,000 w horz/vert 305 ft. above average terrain	John Oehrlein, GM Rich Roome, PD	Suite A-13 Box 949 800 Grand Ave Carlsbad, CA 92008 714-729-5945	\$45	N/A
KMJC-AM	El Cajon	REL	KMJC	910 KHz 5,000 w Dir.-Sep. patterns day & night	Richard Bartell, GM Jim Lucas, GSM Arden Smitten, PD	Box 2906 San Diego, CA 92112 714-579-0910	\$31.25	J.C. Gates
KMLO-AM	Vista	BB	North County Broadcasting	1000 KHz 2,500 w Non-Directional	Gene Alfred, GM Craig Thomas, GSM Mic Ryan, PD	Box 1000 15918 E. Vista Way Vista, CA 92083 714-724-8333	\$42 x 6	Roslin Radio Al Ham "MOYL"
KOGO-AM	San Diego	AC	Southwest Broadcasters	600 KHz 5,000 w Directional	Jeff Peck, GM Don Walker, GSM Reid Reker, PD	8665 Gibbs Drive Suite 201 San Diego, CA 92123 714-565-6006	N/A	Eastman Radio
KPRI-FM	San Diego	A	Southwestern Broadcasters	106.5 MHz 50,000 w 413 ft. above average terrain	Jeff Peck, GM Don Walker, GSM Reid Reker, PD	8665 Gibbs Drive Suite 201 San Diego, CA 92123 714-565-6006	N/A	Eastman Radio Burkhart/Abrams
KSDO-AM	San Diego	N/T	Gannett Broadcast Group	1130 KHz 10,000 w Dir.-Sep. patterns day & night	George Mills, GM Tom McMillan, GSM Bill Lorin, PD	3180 University Avenue San Diego, CA 92104 714-283-7121	N/A	CBS Radio Spot
KSON-AM	San Diego	C	McKinnon Enterprise	1240 KHz 1,000 w Day/250 w Night Non-Directional	Don Nelson, GM Dex Allen/Mike Stafford, GSM Roo Hunter, PD	College Grove Center Hwy. 94 at College Avenue San Diego, CA 92115 714-286-1240	N/A	Blair Radio
KSON-FM	San Diego	C	McKinnon Enterprise	97.3 MHz 50,000 w horz/vert 445 ft. above average terrain	Don Nelson, GM Dex Allen/Mike Stafford, GSM Ed Chandler, PD	College Grove Center Hwy. 94 at College Avenue San Diego, CA 92115 714-286-1240	N/A	Blair Radio
KYXY-FM	San Diego	AC	Parker Broadcasting	96.5 MHz 45,000 w 400 ft. above average terrain	Edwin Denker, Jr., GM Allan Stelmach, GSM Ken Richards, PD	8033 Linda Vista Rd San Diego, CA 92111 714-571-7600	\$80 x 12	CBS/FM
XEHRM-FM	Tijuana, MX	B	Morrow Broadcasting	92.5 MHz 50,000 w horz/vert 749 ft. above average terrain	Kenena Johnson, GM Ted Salter, GSM Jeffrey Van Sutton, PD	4165 Market St. San Diego, CA 92102 714-263-4485	N/A	Bernard Howard
XETRA-FM	Tijuana, MX	A	Multimedia Comm.	91.1 MHz 100,000 w 1,000 ft. above average terrain	John Lynch, GM Bill Arbenz, GSM Jim Delaro, PD	4891 Pacific Hwy San Diego, CA 92110 714-291-9191	N/A	Major Market Noble Broadcasting



FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

SAN FRANCISCO



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KABL-AM	Oakland	BM	Shamrock Broadcasting	960 KHz 5,000 w horz/vert Directional	Bill Clark, GM Ronni Brand, GSM Dave McKinsey, PD	632 Commercial St. San Francisco, CA 94111 415-788-5225	\$155 (combo)	Christal Company TM Programming
KABL-FM	San Francisco	BM	Shamrock Broadcasting	98.1 MHz 100,000 w horz/vert 1,800 ft. above sea level	Bill Clark, GM Ronni Brand, GSM	632 Commercial St. San Francisco, CA 94111 415-788-5225	\$155 (combo)	Christal Company TM
KBAY-FM	San Jose	BM	Golden Pacific Group	100.3 MHz 14,500 w horz/vert 2,580 ft. above average terrain	Steve Snell, GM Bill Holmberg, GSM Bob Kohtz, PD	240 Stockton St. San Francisco, CA 94108 415-989-5229	\$36	Major Market
KBLX-FM	Berkeley	AC	Inner City Broadcasting	102.9 MHz 50,000 w horz/vert 1,285 ft. above average terrain	Oliver Sutton, GM Harvey Stone, GSM B.K. Kirkland, PD	601 Ashby Ave. Berkeley, CA 94710 415-848-7713	\$135	Hillier
KBRG-FM	San Francisco	SP	Entercom	105.3 MHz 15,000 w horz/vert 1,200 ft. above average terrain	Doug Matthews, GM Terrence Butler, GSM Marcos Gutierrez, PD	1355 Market St., Suite 152 San Francisco, CA 94103 415-626-1053	\$70	Caballero
KCBS-AM	San Francisco	N	CBS Radio	740 KHz 50,000 w horz/vert Dir.-Sep. patterns day & night	Ray Barnett, GM N/A Charles Seraphim, PD	One Embarcadero Center San Francisco, CA 94111 415-765-4101	N/A	CBS Radio
KDIA-AM	Oakland	B	Viacom	1310 KHz 5,000 w horz/vert Directional	Earnest James, GM Reginald Hutcherson, GSM Jeff Harrison, PD	Box 8432 Oakland, CA 94662 415-839-1310	\$110	Bernard Howard
KFOG-FM	San Francisco	R	General Electric Broadcasting	104.5 MHz 7,900 w horz/vert 1,454 ft. above average terrain	John Gaston, GM Tony Salvatore, GSM N/A	900 North Point San Francisco, CA 94109 415-885-1045	\$100	RAR Burkhart/Abrams
KFRC-AM	San Francisco	R	RKO General	610 KHz 5,000 w horz/vert Non-Directional	Patrick Norman, GM Joseph Marshall, GSM Gerry Cagle, PD	415 Bush St. San Francisco, CA 94108 415-986-6100	\$331	RKO Radio
KGO-AM	San Francisco	N/T	ABC Radio	810 KHz 50,000 w horz/vert Directional	Michael Luckoff, GM Roland Galli, GSM Jeanette Boudrea, PD	277 Golden Gate Ave. San Francisco, CA 94102 415-863-0077	\$415 x 6 (combo)	Blair Radio
KGO-FM	San Francisco	N/T	ABC Radio	103.7 MHz 50,000 w horz/vert 1,468 ft. above average terrain	Michael Luckoff, GM Roland Galli, GSM Jack Swanson, PD	277 Golden Gate Ave. San Francisco, CA 94102 415-863-0077	N/A	Blair Radio
KIOI-FM	San Francisco	AC	Charter Media	101.3 MHz 125,000 w horz/vert 1,160 ft. above average terrain	Fritz Beesmyer, GM Dick Stein, GSM Mike Phillips, PD	100 Montgomery St. San Francisco, CA 94111 415-956-5101	\$195	Selcom
KIQI-AM	San Francisco	SP	Oro Spanish Broadcasters	1010 KHz 10,000 w Day Directional	Rene DeLaRosa, GM Walter Conway, GSM Carlos DeMarty, PD	2601 Mission St. San Francisco, CA 94110 415-648-8800	\$50	Caballero

610 KFRC

SAN FRANCISCO

THE LEADER AMONG 18-49 ADULTS

Arbitron Total Area Cume
Spring, 1982

MON-SUN, 6 AM-MID

KFRC	614,300
KNBR	465,100

MON-FRI, 6-10 AM

KFRC	357,400
KGO	297,600

MON-FRI, 10 AM-3PM

KFRC	257,800
KMEL	189,400

MON-FRI, 3-7 PM

KFRC	295,200
KMEL	227,800

MON-FRI, 7 PM-MID

KFRC	195,300
KMEL	175,500

AUDIENCE ESTIMATES FROM SPRING 1982 ARBITRON,
SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST

DIVISION OF RKO RADIO

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KLHT-FM	San Francisco	AC	King Broadcasting	93.3 MHz 33,000 w horz/vert 593 ft. above average terrain	Fred Schumacher, GM Perry Adams, GSM N/A	300 Broadway San Francisco, CA 94133 415-391-1260	N/A	Eastman Radio
KMEL-FM	San Francisco	A	Century Broadcasting	106.1 MHz 69,000 w horz/vert 1,240 ft. above average terrain	Rick Lee, GM Mike Brandt, GSM Bobby Cole, PD	2300 Stockton San Francisco, CA 94133 415-391-9400	\$250	Christal Company
KNBR-AM	San Francisco	AC	NBC Radio	680 KHz 50,000 w horz/vert Non-Directional	William Dwyer, GM Dave Kendrick, GSM Ron Reynolds, PD	1700 Montgomery St. San Francisco, CA 94111 415-951-7000	\$300	McGavren-Guild
KNEW-AM	Oakland	C	Malrite Broadcasting	910 KHz 5,000 w horz/vert Directional-Night Only	Steve Edwards, GM Joel Schwartz, GSM Jim Wood, PD	66 Jack London Square Oakland, CA 94607 415-836-0910	N/A	Katz Radio
KOIT-FM	San Francisco	BM	Bonneville International	96.5 MHz 33,000 w horz/vert 1,410 ft. above average terrain	Paulie Landon, GM Bill Daisa, GSM Rob Edwards, PD	77 Maidenland St. San Francisco, CA 94111 415-434-0965	N/A	Torbet Radio Bonneville
KOME-FM	San Jose	A	Audio House	98.5 MHz 12,500 w horz/vert 880 ft. above average terrain	Dan Tapson, GM David Plowden, GSM Michael Hunter, PD	1245 S. Winchester Blvd San Jose, CA 95128 408-246-6811	\$125	Torbet Radio
KQAK-FM	San Francisco	A	—	98.9 MHz 4300 w horz/vert 1,450 ft. above average terrain	Les Elias, GM Charles Warner, GSM Bob Heymann, PD	1311 Sutter St. San Francisco, CA 94102 415-755-5679	\$225	Bernard Howard
KRE-AM	Berkeley	J	Inner City Broadcasting	1400 KHz 1,000 w horz/vert Non-Directional	Oliver Sutton, GM Harvey Stone, GSM B K Kirkland, PD	601 Ashby Ave Berkeley, CA 94710 415-848-7713	N/A	Hillier
KROR-FM	San Francisco	A	CBS Radio	97.3 MHz 82,000 w horz/vert 1,100 ft. above average terrain	George Sosson, GM Tom Matheson, GSM Dave Roberts, PD	One Embarcadero Center San Francisco, CA 94111 415-765-4097	\$200	CBS/FM Sales
KSAN-FM	San Francisco	C	Malrite Broadcasting	94.9 MHz 30,000 w horz/vert 1,290 ft. above average terrain	Steve Edwards, GM Joel Schwartz, GSM J.D. Spangler, PD	66 Jack London Square Oakland, CA 94607 415-836-0910	N/A	Katz Radio
KSFO-AM	San Francisco	AC	Golden West Broadcasters	560 KHz 5,000 w day/1,000 w Night Non-Directional	Jim Myers, GM Pete Cooney, GSM Allan Hotten, PD	950 California St. San Francisco, CA 94108 415-398-5600	\$225	Major Market
KSOL-FM	San Mateo	B	United Broadcasting	107.7 MHz 6,200 w horz/5,700 w vert 1,588 ft. above average terrain	Ken Shubat, GM Gary Morrison, GSM Marvin Robinson, PD	1 Peninsula Pt. 1730 S. Amphlett Blvd San Mateo, CA 94402 415-341-8777	N/A	Jack Masla
KYA-AM	San Francisco	D	King Radio Broadcasting	1260 KHz 5,000 w Day/1,000 w Night Non-Directional	Fred Schumacher, GM Perry Adams, GSM Ken Dennis, PD	300 Broadway San Francisco, CA 94133 415-391-1260	N/A	Eastman Radio
KYUU-FM	San Francisco	AC	NBC Radio	99.7 MHz 45,000 w horz/vert 1,240 ft. above average terrain	John Hayes, Jr., GM Jack McSorley, GSM Mike Novak, PD	530 Bush St. San Francisco, CA 94108 415-951-7200	N/A	McGavren-Guild



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B — BLACK	N/T — NEWS/TALK
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BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

SEATTLE-TACOMA



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KBRD-FM	Tacoma	BM	Entercom, Inc.	103.7 MHz 100,000 w 1,670 ft. above average terrain	Harold S. Greenberg, GM Roger C. Grossman, GSM Todd Shelton, PD	2000 Tacoma Mall Office Bldg. Tacoma, WA 98411 206-475-1039	\$60	Jack Masla Churchill
KEZX-FM	Seattle	AC	Park Broadcasting	99 MHz 100,000 w 1,070 ft. above average terrain	David Little, GM Peyton Mays, GSM Peyton Mays, PD	3826 Woodland Park Ave., N Seattle, WA 98103 206-633-5590	\$30 x6	Hillier
KING-AM	Seattle	AC	King Broadcasting Co.	1090 KHz 50,000 w Dir.-Sep. patterns day & night	Edith N. Hilliard, GM Dana Horner, GSM John Michaels, PD	333 Dexter Avenue, N Seattle, WA 98124 206-343-3666	N/A	Blair Radio Jon Coleman
KING-FM	Seattle	CL	King Broadcasting Co.	98.1 MHz 100,000 w 850 ft. above average terrain	Tim Davidson, GM Jane B. Wallace, GSM Dick Bailey, PD	333 Dexter Avenue, N Seattle, WA 98109 206-343-3981	N/A	Blair Radio
KIRO-AM	Seattle	N/T	Bonneville International	710 KHz 50,000 w Directional-Night Only	Joseph K. Abel, GM Bill Jensen, GSM Vic Bremer, PD	3rd & Broad Seattle, WA 98121 206-624-7077	N/A	Torbet Radio
KISW-FM	Seattle	A	Kaye-Smith Radio	99.9 MHz 100,000 w 1,200 ft. above average terrain	Steve West, GM John Sandvig, GSM Beau Phillips, PD	712 Aurora Avenue, North Seattle, WA 98109 206-285-7625	N/A	McGavren-Guild Burkhart/Abrams
KIXI-AM	Seattle	BB	KIXI, Inc.	910 KHz 1,000 w Directional	Dean L. Smith, GM Jim Niest, GSM Jim Willis, PD	801 Pine St. Seattle, WA 98101 206-623-6910	\$90	Christal Company SMN-Stardust
KIXI-FM	Seattle	AC	KIXI, Inc.	95.7 MHz 100,000 w 1,100 ft. above average terrain	Dean L. Smith, GM Jim Niest, GSM Jim Willis, PD	801 Pine St. Seattle, WA 98101 206-623-6910	\$90	Christal Company
KJR-AM	Seattle	AC	Metromedia Radio	950 KHz 5,000 w Directional-Night Only	Rich Robertson, GM Mac Steen, GSM Ben Hill, PD	2600 26th Ave., S.W. Seattle, WA 98106 206-937-5090	\$120	McGavren-Guild
KJZZ-AM	Bellevue	J	Sandusky Newspapers	1540 KHz 5,000 w Directional-Nights Only	N/A Galen Hungate, GSM Jeff Hanley, PD	10245 Main St., C9-1540 Bellevue, WA 98009 206-454-1540	N/A	Selcom
KMPS-AM	Seattle	C	Affiliated Broadcasting	1300 KHz 5,000 w Directional-Night Only	James B. McGovern, GM Rob Hasson, GSM Ron Norwood, PD	Box 24888 1507 Western Avenue, Suite 505 Seattle, WA 98101 206-622-2312	\$100 x6	Eastman Radio
KMPS-FM	Seattle	C	Affiliated Broadcasting, Inc.	94.1 MHz 100,000 w horiz/vert 1,165 ft. above average terrain	James B. McGovern, GM Rob Hasson, GSM Ron Norwood, PD	Box 24888 1507 Western Avenue, Suite 505 Seattle, WA 98101 206-622-2312	\$100 x6	Eastman Radio S/R Reps

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KNBQ-FM	Tacoma	R	Tribune Publishing Co.	97.3 MHz 100,000 w 700 ft. above average terrain	Jack J. Bankson, GM Chuck Woodstock, GSM Gary Bryan, PD	Box 5200 948 S. Grant Tacoma, WA 98405 206-597-8700	\$70	Bernard Howard
KOMO-AM	Seattle	AC	Fisher Broadcasting	1,000 KHz 50,000 w Directional-Night Only	Bob Adkins, GM Robert Adkins, National SM Shirley Thom, Local SM Ken Kohl, PD	100 4th Ave. N Seattle, WA 98109 206-223-4000	\$185 x 12	Katz Radio
KPLZ-FM	Seattle	AC	Golden West Broadcasters	101.5 MHz 100,000 w horz/vert 1,200 ft. above average terrain	Todd M. Blits, GM John L. Hendricks, GSM Jeff King, PD	Plaza 600 600 Stewart St. Seattle, WA 98101 206-223-5703	N/A	Major Market
KRPM-FM	Tacoma	C	RPM Broadcasting, Inc.	106 MHz 100,000 w 700 ft. above average terrain	Ray E. Court, GM Robert L. Brokman, GSM Dave Hastings, PD	106 S. 9th St Suite 20 Tacoma, WA 98402 206-572-5776	\$32 x 12	Market 4 Radio
KSEA-FM	Seattle	BM	Bonneville	100.7 MHz 100,000 w horz/vert 730 ft. above average terrain	William Knudsen, STM Ron Carter, GSM Terry Rose, PD	Broadcast House 3rd & Broad Seattle, WA 98121 206-624-7077	N/A	Torbet Radio Bonneville
KSPL-AM	Seattle	AC	Obie Broadcasting Corp.	1150 KHz 5,000 w Directional-Night Only	Marty Loughman, GM Marty Loughman, GSM N/A	2939 4th Ave. S Seattle, WA 98134 206-623-2480	\$25	Roslin Radio
KTAC-AM	Tacoma	AC	Entercom Inc.	850 KHz 10,000 w Day/Night Directional	Harold S. Greenberg, GM Peg Dempsey, GSM Bruce Cannon, PD	2000 Tacoma Mall Office Bldg. Tacoma, WA 98411 206-473-0085	\$86	Jack Masla
KTNT-AM	Tacoma	AC N/T	Tribune Publishing	1400 KHz 1,000 w Non-Directional	Jack Bankson, GM Jack Bankson, GSM Dewey Boynton, PD	Box 5200 Tacoma, WA 98405 206-597-8700	\$27	Bernard Howard
KUBE-FM	Seattle	R	First Media Corp.	93.3 MHz 100,000 w Non-Directional	Michael O'Shea, GM Hank Mam, GSM Charlie Brown, PD	110 Lakeside Avenue Seattle, WA 98122 206-322-1622	N/A	RKO Radio
KVI-AM	Seattle	T	Golden West Broadcasters	570 KHz 5,000 w Non-Directional	J. Shannon Sweatle, GM John L. Hendricks, GSM Jay Johnson, PD	Tower Bldg. 7th Avenue & Olive Way Seattle, WA 98101 206-223-5700	N/A	Major Market
KUCA-AM	Seattle	O	O'Day Broadcasting of Washington	770 KHz 1,000 w Non-Directional	Verl Wheeler, GM Verl Wheeler, GSM N/A	1305 Third Avenue Seattle, WA 98101 206-682-2828	N/A	Christal Company
KYYX-FM	Seattle	AC	O'Day Broadcasting of Washington	96.5 MHz 61,000 w horz/vert Non-Directional	Verl Wheeler, GM Verl Wheeler, GSM	1305 Third Avenue Seattle, WA 98101 206-682-2828	N/A	Christal Company
KZAM-FM	Bellevue	A	Sandusky Newspapers	92.5 MHz 100,000 w. Circular polarized 1,100 ft. above average terrain	Galen Hungate, GSM Chris Kovarik, PD	10245 Main St. C9-1540 Bellevue, WA 98009 206-454-1540	N/A	Selcom
KZOK-FM	Seattle	A	Sterling Recreation Organization	102.5 MHz 100,000 w horz/vert 1,165 ft. above average terrain	Gale E. Johnson, GM Susan Lake, GSM Jim Robinson, PD	1426 Fifth Ave. Bldg Seattle, WA 98101 206-223-3900	N/A	CBS/FM Sebastian



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C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

The Only Way to Buy Tampa Bay.

The WRBQ Q-105 FM and WNSI News-1 Radio combo is the only way to buy the Tampa / St. Petersburg Market. WRBQ is one of America's great contemporary FM stations. Tampa Bay's radio leader for close to a decade, WRBQ is the area's only full-service FM station with news, sports, weather, airborne traffic and the famous Q-Morning Zoo. WNSI News-1 Radio is the all news, sports and information station, bringing you exclusive CBS Radio News as well as the World Series, the Super Bowl and ABC Talk Radio.

We've Got the Numbers

#1 Adults 18 +

#1 Adults 18-34

#1 Adults 18-49

#1 Adults 25-49

#1 Adults 25-54

#1 Adults 35-64

The WRBQ/fm & WNSI/am Combo

Represented Nationally by Eastman Radio



HARTE-HANKS RADIO

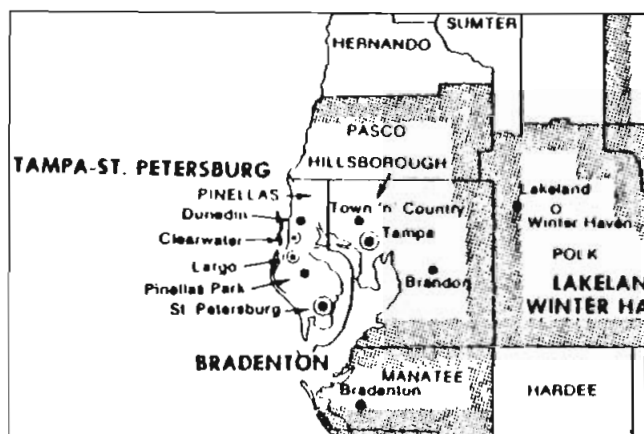
Source Spring 1982 Arbitron, M.S.A., A.Q.H., MON-SUN 6AM-12MID, Subject To Limitations Given In This Report

TAMPA-ST. PETERSBURG



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WAZE-AM	Clearwater	AC	Three Rivers Communications	860 KHz 5,000 w Day/250 w Night Non-Directional		Box 4667 Belcher Plaza Clearwater, FL 33518 813-725-5545	\$20	Lotus Repts.
WDAE-AM	Tampa	BB	Taft Broadcasting	1250 KHz 5,000 w Directional	David Milner, GM Rick Porter, GSM Larry Anderson, PD	504 Reo St. Tampa, FL 33609 813-876-0455	N/A	Katz Radio
WFLA-AM	N/A	AC	Media General	970 KHz 5,000 w Dir.-Sep. patterns day & night	James Ashbery, GM Sandra Alexander, GSM Bob Neil, PD	333 E. Grace St. Richmond, VA 23219 813-228-9797	\$83.50	Blair Radio
WFLA-FM	N/A	BB	Media General	93.3 MHz 100,000 w 925 ft. above average terrain	James Ashbery, GM Sandra Alexander, GSM Bob Neil, PD	333 E. Grace St. Richmond, VA 23219 813-229-0093	\$83.50	Blair Radio
WGUL-AM	New Port Richey	BB	Richey Airwaves	1500 KHz 250 w Non-Directional	Ralph Johnson, GM Jean Graham, GSM Dave Harrell, PD	1233 U.S. Highway 19 N. New Port Richey, FL 33662 813-849-2285	\$30	Southern Spot Al Ham, "MCJYL"
WJYW-FM	Tampa	B/M	Gannett Broadcasting	100.7 MHz 100,000 w 503 ft. above average terrain	David Strubbe, GM Joni Crane, GSM Scott Robbins, PD	101 N. Tampa St. Tampa, FL 33602 813-229-1991	N/A	Christal Company Bonneville
WMGG-FM	Clearwater	AC	Metroplex Communications	95.7 MHz 100,000 w 507 ft. above average terrain	Jim Johnson, GM Gary Weiss, GSM Wiley Sale, PD	51 S. Main Avenue Suite 96 Clearwater, FL 33515 813-461-9006	N/A	Selcom Gary Berkowitz
WNSI-AM	St. Petersburg	N/T	Harte-Hanks Radio	1380 KHz 5,000 w Directional-Night Only	Peter Schulte, GM Marc Kaye, GSM Jan Thomas, PD	10051 5th St. N. St. Petersburg, FL 33702 813-577-0138	N/A	Eastman Radio
WPLP-AM	Pinellas Park	N/T	David Gorman Trustee	570 KHz 1,000 w Non-Directional	Dan Johnson, GM Douglas Burkholder, GSM Drew Hayes, PD	Box 570 Pinellas Park, FL 33560 813-392-2215	\$36	Lotus
WOXM-FM	Clearwater	A	Plough Broadcasting	97.9 MHz 100,000 w horz./vert. 639 ft. above average terrain	Gary Kines, GM Larry Gorruck, GSM Mark Stevens, PD	Box 4809 Clearwater, FL 33518 813-391-9988	N/A	McGavren-Guild
WQYK-FM	St. Petersburg	C	Suncoast Stereo Corp.	99.5 MHz 100,000 w circular polarized 550 ft. above average terrain	Rod Brosig, GM Dave Hutchinson, GSM Pete Porter, PD	Box 20087 St. Petersburg, FL 33742 813-576-6055	N/A	Torbet Radio
WRBQ-FM	Tampa	R	Harte-Hanks Radio	104.7 MHz 100,000 w circular polarized 555 ft. above average terrain	Michael Osterhout, GM Luis Albertini, GSM Scott Shannon, GM	5510 Gray St. Suite 130 Tampa, FL 33609 813-879-1420	N/A	Eastman Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WRXB-AM	St. Petersburg	B	Rolwn Communications	1590 KHz 1,000 w Directional	J. Eugene Danzey, GM Michael Danzey, GSM James Murray, PD	3000 34th St. S. Suite B 206 St. Petersburg, FL 33711 813-864-1515	N/A	R.A. Lazar
WSRZ-FM	Sarasota	AC	Cosmos Broadcasting	102.5 MHz 100,000 w horz/vert 570 ft. above average terrain	Charles Jones, Jr., GM Joe Ademy, GSM Dain Schult, PD	4306 N. Tamiami Trail Sarasota, FL 33580 813-355-7131	\$70	CBS/FM
WSUN-AM	St. Petersburg	C	Plough Broadcasting	620 KHz 5,000 w Directional-Night Only	Don Hibbitts, GM Bob Abernathy, GSM Bill Gamble, PD	Box 761 St. Petersburg, FL 33731 813-821-6262	N/A	McGavren-Guild
WTMP-AM	Tampa	B	Gulf South Communications	1150 KHz 5,000 w Day/2,500 w Night Directional	R.A. McLeod, GM Charlie Acton, GSM Jerry Walker, PD	Box 1101 5207 Washington Blvd. Tampa, FL 33601 813-626-4108	N/A	Jack Masla
WWBA-FM	St. Petersburg	BM	Metromedia Inc.	107.3 MHz 100,000 w horz/vert 649 ft. above average terrain	Jim Smith, GM Richard Roslon, GSM David McKay, PD	Koger Executive Center Suite 200 PO Box 2200 St. Petersburg, FL 33742 813-576-1073	N/A	RKO Radio
WWLF-AM	St. Petersburg	BB	Ed Winton	680 KHz 1,000 w Non-Directional-Day Only	John Fennessy, STM Bob French, GSM Lyle Wood, PD	9549 Koger Blvd St. Petersburg, FL 33702 813-576-6868	N/A	Roslin Radio
WYNF-FM	Tampa	A	Taft Broadcasting	94.9 MHz 100,000 w horz/vert 1,460 ft. above average terrain	Dave Milner, GM Robert Lawrence, STM Wayne Greenberg, GSM George Hawras, PD	504 Reo St. Tampa, FL 33609 813-876-0455	N/A	Katz Radio Sebastian



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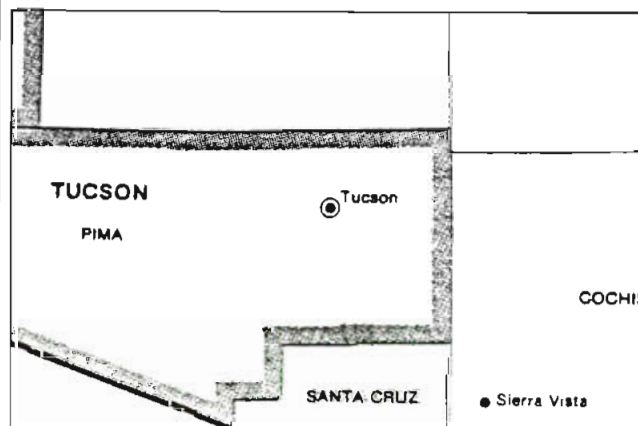
A — ALBUM ROCK	MM — MELLOW MUSIC
AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

TUCSON



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KAIR-AM	Tucson	BM	Surrey Broadcasting	1490 KHz 1,000 w Day/250 w Night Non-Directional	Dick Paye, GM Dick Paye, GSM John Stevens, PD	3438 N. Country Club Tucson, AZ 85716 602-795-1490	N/A	Blair Radio
KCEE-AM	Tucson	AC	790	790 KHz 5,000 w Day/500 w Night Directional	Stephen Jacobs, GM Stephen Jacobs, GSM Ken Roberts, PD	Box 5886 2100 N. Silverbell Rd Tucson, AZ 85745 602-623-7556	N/A	Christal Company
KCUB-AM	Tucson	C	Rex Broadcasting	1290 KHz 1,000 w Non-Directional	Jim Stone, GM Phil Richardson, GSM Dave Nelson, PD	Box 50006 575 W. Roger Rd Tucson, AZ 85703 602-887-1000	\$47	Katz Radio
KGVI-AM	Green Valley	BB	Crystal Sets	1080 KHz 1,000 w Non-Directional	Joe Crystall, GM Tom Moore, GSM Max Lindberg, PD	Box 767 1510 W. Camino Antiqua Green Valley, AZ 85614 602-625-0700	\$12 x 6	Savalli & Schutz
KHYT-AM	Tucson	R	Golden State Broadcasting	1330 KHz 500 w Day/5,000 w Night Directional-Night Only	Laurie Fagin, GM Laurie Fagin, GSM Rich Robbin, PD	2820 S. 8th St. S. Tucson, AZ 85713 602-623-7501	N/A	RKO Radio
KJYK-FM	Tucson	BM	Surrey Broadcasting	94.9 MHz 80,000 w 500 ft. above average terrain	Howard Duncan, GM Dick Paye, GSM John Stevens, PD	3438 N. Country Club Rd Tucson, AZ 85716 602-795-1490	N/A	Blair Radio Bonneville
KLPX-FM	Tucson	A	Lotus Communications	96.1 MHz 93,000 w 505 ft. above average terrain	Mark Schwartz, GM Diane Scheehan, GSM Allan Browning, PD	Box 5585 2020 W. Grant Rd. Tucson, AZ 85703 602-622-6711	N/A	Lotus Reps
KNDE-FM	Tucson	C	KTUC	99.5 MHz 3,000 w 246 ft. above average terrain	Thomas Maples, GM Rob Davidson, GSM Ron Jacobs, PD	Box 40188 1511 E. 16th St. Tucson, AZ 85717 602-622-3344	\$19.50	Bernard Howard
KNST-AM	Tucson	N/T	Western Cities Broadcasting	940 KHz 1,000 w Day/250 w Night Non-Directional	Michael Cutchall, GM Mike McCarthy, GSM Bob Lee, PD	Box 3068 La Placita Village Magdalena Bldg Tucson, AZ 85702 602-624-2431	\$26	McGavren-Guild
KOPA-FM	Scottsdale	R	First Media	100.7 MHz 5,000 Day Non-Directional	Gary Guthrie, GM Bob Weaver, GSM Steve Rivers, PD	Box 1827 4601 N. Scottsdale Rd Scottsdale, AZ 85251 602-941-1007	N/A	Torbet Radio

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
KRQQ-FM	Tucson	R	Western Cities Broadcasting	93.7 MHz 25,000 w horz/vert 150 ft. above average terrain	Michael Cutchall, GM Mike McCarthy, GSM Guy Zapoleon, PD	Box 3068 La Placita Village Magdalena Bldg. Tucson, AZ 85702 602-624-2431	\$33	McGavren-Guild
KTKT-AM	Tucson	R	Lotus Communications	990 KHz 10,000 w Day/1,000 w Night Directional	Mark Schwartz, GM Diane Scheehan, GSM Bobby Rivers, PD	Box 5585 2020 W. Grant Rd Tucson, AZ 85703 602-622-6711	\$50	Lotus Reps
KTUC-AM	Tucson	N	KTUC	1400 KHz 1,000 w Day/250 w Night Non-Directional	Thomas Maples, GM Rob Davidson, GSM Don Kelly, PD	Box 40188 1511 E. 16th St. Tucson, AZ 85717 602-622-3344	\$18.50	Bernard Howard
KUKQ-AM	Tempe	B	Tri-State Broadcasting	1060 KHz 5,000 w Day/500 w Night Directional-Night Only	Lloyd Melton, GM Lloyd Melton, GSM Ed Hamlin, PD	2021 E. Thomas Rd Phoenix, AZ 85016 602-957-2710	N/A	Jack Masla
KWFM-FM	Tucson	A	Sandusky Newspapers	92.9 MHz 46,800 w horz/vert 86 ft. above average terrain	Jim Hardy, GM Lee Dombrowski, GSM Jim Ray, PD	199 N. Stone Avenue Suite 708 Tucson, AZ 85701 602-748-2400	N/A	Selcom
KXEW-AM	Tucson	SP	Cactus Broadcasting	1600 KHz 1,000 w Non-Directional	Bob Feinman, GM Patricio Barraza, GSM Raul Aguirre, PD	889 E. Puente Ln. Tucson, AZ 85713 602-623-6429	N/A	Caballero Easman Raoio



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AC — ADULT CONTEMPORARY	N — NEWS
B — BLACK	N/T — NEWS/TALK
BB — BIG BAND	O — OLDIES
BM — BEAUTIFUL MUSIC	R — ROCK
C — COUNTRY	SP — SPANISH
CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	

WASHINGTON, DC



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP. CONSULTANT SYNDICATOR
WASH-FM	Washington	AC	Metrmedia	97.1 MHz 22,500 Panel-Type Circular Antenna 690 ft. above average terrain	William Kunkel, Jr., GM Earl Minton, GSM Bob Hughes, PD	5151 Wisconsin Avenue, N.W. Washington, DC 20016 202-244-9700	\$250	Katz Radio
WAVA-FM	Arlington	A	Doubleday Broadcasting	105.1 MHz 50,000 w horz/vert 500 ft. above average terrain	David Barrett, GM Dan Wachs, GSM John Larson, PD	5232 Lee Hwy. Arlington, VA 22207 703-534-0320	N/A	CBS/FM
WEAM-AM	Arlington	BB	Thoms Radio	1390 KHz 5,000 w Directional	Stan Karas, GM Bob Steinhelber, GSM Dean Tsutsumi, PD	2131 Crimmins Ln. Falls Church, VA 22043 703-534-1390	\$32	Roslin Radio
WEZR-FM	Mainassas	BM	EZ Communications	106.7 MHz 50,000 w 500 ft. above average terrain	Wyatt Thompson, Jr., GM Dick Eury, GSM Dan Vallie, PD	10380 Democracy Ln. Fairfax, VA 22030 703-691-1900	\$80	Herbert Groskin
WGAY-FM	Washington	BM	Greater Media	99.5 MHz 21,000 w 780 ft. above average terrain	Ted Dorf, GM Peter Ferrara, GSM John David Chadwick, PD	8121 Georgia Avenue Silver Spring, MD 20910 301-587-4900	N/A	Major Market
WGMS-AM	Bethesda	CL	RKO General	570 KHz 5,000 w Day/1,000 w Night Dir.-Sep. patterns day & night	Jerry Lyman, GM Michael Ferrell, GSM Paul Teare, PD	One Central Plaza 11300 Rockville Pike Rockville, MD 20852 301-468-1800	N/A	RKO Radio
WGMS-FM	Washington	CL	RKO General	105.5 MHz 20,000 w horz/vert 435 ft. above average terrain	Jerry Lyman, GM Michael Ferrell, GSM Paul Teare, PD	One Central Plaza 11300 Rockville Pike Rockville, MD 20852 301-468-1800	N/A	RKO Radio
WHFS-FM	Bethesda	R	High Fidelity Broadcasters	102.3 MHz 3,000 w Non-Directional	Jake Einstein, GM Faith Ebert, GSM David Einstein, PD	4853 Cordell Avenue Bethesda, MD 20814 301-656-0600	\$45	P.W. Radio
WHUR-FM	Washington	B	Howard University Radio	96.3 MHz 50,000 w horz/vert 570 ft. above average terrain	Robert Taylor, GM Diane Harris-Johnson, GSM Jesse Sax, PD	2600 Fourth St. N.W. Washington, DC 20059 202-536-6680	\$170	
WKYS-FM	Washington	B	NEIC Radio	93.9 MHz 50,000 w horz/vert 485 ft. above average terrain	Bartley Walsh, GM Donna Ragland, GSM Donnie Simpson, PD	4001 Nebraska Ave. N.W. Washington, DC 20016 202-686-4330	N/A	Eastman Radio
WLTT-FM	Bethesda	AC	Gulf Broadcast Group	94.7 MHz 21,000 w horz/vert 780 ft. above average terrain	Kenneth Wolf, GM Tom Brennan, GSM Gazy Balaban, PD	Box 70067 Washington, DC 20068 301-652-9470	N/A	Hillier
WMAL-AM	Washington	AC	ABC Radio	630 KHz 5,000 w Directional	Andy Ockershausen, GM Bob Bowen, GSM Jim Gallant, PD	4400 Jenifer St. N.W. Washington, DC 20015 202-686-3050	N/A	McGavren-Guild

WAVA ROCKS D.C.

When the votes were counted
WAVA topped all Washington, D.C.
contemporaries in audience
share gains with nearly a 47%
jump in Doubleday's first book!

WAVA
FM105

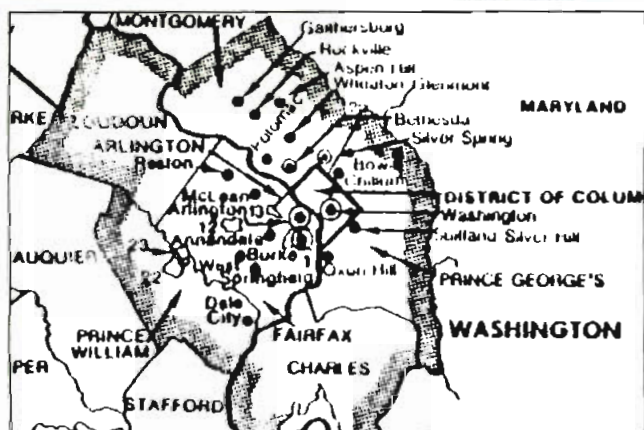


DOUBLEDAY BROADCASTING

Represented nationally by:
CBS/FM National Sales

Source: Spring 1982 Arbitron, Metro Shares
Total Persons, M-Sun, 6 am-Mid.

CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WMZO-FM	Washington	C	Viacom International	98.7 MHz 50,000 w 185 ft. above average terrain	Gil Rozzo, GM M.E. (Doc) Fidler, GSM Carol Parker, PD	5513 Connecticut Avenue, N.W. Washington, DC 20015 202-362-8330	\$150	Bernard Howard
WOL-AM	Washington	B	Almic Sonderling Broadcasting	1450 KHz 1,000 w Day/250 w Night Non-Directional	Catherine Hughes, GM Dewey Hughes, GSM Robin Holden, PD	1680 Wisconsin Ave. N.W. Washington, DC 20007 202-338-5600	\$65	Unirep Broadcasting
WQOK-FM	Washington	B	United Broadcasting	100.3 MHz 40,000 w 320 ft. above average terrain	E. Carlton Meyers, GM Jack Wamsley, GSM Chris Gardner, PD	5321 First Pl. N.E. Washington, DC 20011 202-722-1000	N/A	Jack Masla
WPGC-AM	Morningside	R	First Media	1580 KHz 10,000 w Day Only Directional	Charles Giddens, GM Don Cavaleri, GSM	Box 10239 Washington, DC 20018 301-441-3500	N/A	Torbet Radio
WPGC-FM	Morningside	R	First Media	95.5 MHz 50,000 w horz/vert 496 ft. above average terrain	Charles Giddens, GM Don Cavaleri, GSM	Box 10239 Washington, DC 20018 301-441-3500	N/A	Torbet Radio
WPKX-AM	Alexandria	BB	Metroplex Communications	730 KHz 5,000 w Day Directional	William Sherard, GM Robert Woodward, GSM Bob Cole, PD	510 King St. Alexandria, VA 22314 703-683-3000	N/A	Selcom
WPKX-FM	Woodbridge	C	Metroplex	105.9 MHz 50,000 w horz/vert 410 ft. above average terrain	William Sherard, GM Robert Woodward, GSM Bob Cole, PD	510 King St. Alexandria, VA 22314 703-683-3000	N/A	Selcom
WRC-AM	Washington	N-T	NBC Radio	980 KHz 5,000 w Directional-Night Only	Jerry Nachman, GM Bill McGlamery, GSM Gordon Peil, PD	4001 Nebraska Avenue, N.W. Washington, DC 20016 202-686-4332	\$130	Eastman Radio
WRQX-FM	Washington	R	ABC Radio	107.3 MHz 50,000 w 410 ft. above average terrain	Ernest Fears, Jr., GM Tony Renaud, GSM Allan Burns, PD	4400 Jenifer St. N.W. Washington, DC 20015 202-686-3071	N/A	Blair Radio
WTOP-AM	Washington	N	The Outlet Co.	1500 KHz 50,000 w Directional	Michael Douglass, GM David Nelson, GSM John Watkins, PD	4646 40th St. N.W. Washington, DC 20016 202-364-5800	N/A	CBS Radio
WWDC-AM	Washington	A	Capitol Broadcasting	1260 KHz 5,000 w Day/1,000 w Night Directional-24 Hours	Goff Lebar, GM Jeff Hedges, GSM Don Davis, VP/P	1150 Connecticut Avenue N.W. Suite 200 Washington, DC 20036 202-828-9932	N/A	Christal
WWDC-FM	Washington	A	Capitol Broadcasting	101.1 MHz 50,000 w 500 ft. above average terrain	Goff Lebar, GM Frank Byrne, GSM Don Davis, VP/P	1150 Connecticut Avenue, N.W. Washington, DC 20036 202-828-9932	N/A	Christal
WUST-AM	Washington	B	District Group Communications	1120 KHz 1,000 w Days Non-Directional	James McQueen, PR Perry Walters, GM Cal Hackett, PD	815 Vee St. N.W. Washington, DC 20001 202-462-0011	\$28 x 6	N/A
WXTR-AM	La Plata	O	The Dalton Group	1560 KHz 1,000 w Day Only	William Dalton, GM Susan Toren Dalton, GSM Jim Herron, PD	Box 19 La Plata, MD 20646 301-932-1440	\$84	Jack Masla
WXTR-FM	La Plata	O	The Dalton Group	104.1 MHz 50,000 w horz/vert 500 ft. above average terrain Non-Directional	William Dalton, GM Susan Dalton, GSM Jim Herron, PD	Box 19 La Plata, MD 20646 301-932-1440	\$84	Jack Masla



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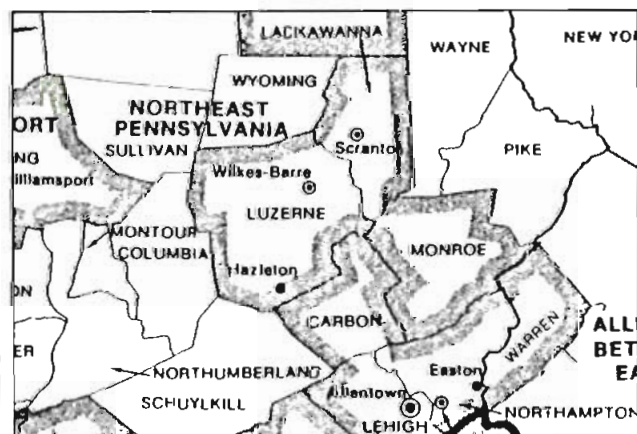
A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

WILKES BARRE-SCRANTON



CALL LETTERS	CITY OF LICENSE	FORMAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WARD-AM	Pittston	N/T	Ward Broadcasting	1540 KHz 1,000 w Non-Directional	Jim Ward, GM Joe Grice, GSM Sam Liquori, PD	Box 1540 Pittston, PA 18640 717-655-5521	\$6	N/A Savalli
WARM-AM	Scranton	AC	Susquehanna	590 KHz 5,000 w Dir - Sim patterns day & night	Jim Davey, GM Phil Condon, GSM Bill Krimble, PD	Box 590 Avoca, PA 18641 717-346-4646	\$65	Eastman Radio
WBAX-AM	Wilkes-Barre	C	WBAX, Inc.	1240 KHz 1,000 w Day/250 w Night Non-Directional	Bob Maley, GM Buz Boback, GSM Tony Lynn, PD	1 Broadcast Plaza Wilkes-Barre, PA 18703 717-288-7575	\$20 x 12	Torbet Radio
WEJL-AM	Scranton	AC	Shamrock	630 KHz 500 w Non-Directional	William Linett, GM Phil Bulwinkle, GSM John Hunter, PD	Times Bldg Penn Avenue at Spruce St Scranton, PA 18503 717-346-6555	N/A	Seicom
WEZX-FM	Scranton	A	The Scranton Times	107.1 MHz 125 w 1,270 ft. above average terrain	William Linett, GM Phil Bulwinkle, GSM John Hunter, PD	Penn Avenue at Spruce St. Scranton, PA 18503 717-346-6555	N/A	Seicom
WGBI-AM	Scranton	C	WGBI Radio	910 KHz 1,000 w Day/500 w Night Non-Directional	Megargee Holcomb, GM Gerald Petrella, GSM Mort Rosenthal, PD	1000 Wyoming Avenue Scranton, PA 18509 717-961-2222	N/A	Torbet Radio Drake-Chenault
WGBI-FM	Scranton	AC	WGBI Radio	101.3 MHz 7,000 w 1,100 ft. above average terrain	Megargee Holcomb, GM Gerald Petrella, GSM Mort Rosenthal, PD	1000 Wyoming Avenue Scranton, PA 18509 717-961-2222	N/A	Torbet Radio
WICK-AM	Scranton	BM	Lancom	1400 KHz 1,000 w Day/250 w Night Non-Directional	Douglas Lane, GM Douglas Lane, GSM Lou Schwass, PD	1049 N. Sekol Rd. Scranton, PA 18504 717-344-1221	N/A	Jack Masla
WILK-AM	Wilkes-Barre	R	Wyoming Valley Broadcasting	980 KHz 5,000 w Day/1,000 w Night Directional-Night Only	James Morgan, STM Lee Vincent, GSM Joe Montione, PD	88 N. Franklin St. Wilkes-Barre, PA 18711 717-824-4666	N/A	McGavren-Guild
WKRZ-FM	Wilkes-Barre	AC	Northeast Radio	98.5 MHz 6,900 w horiz/vert 1,100 ft. above average terrain	James Shea, GM Hank Koshtraum, GSM Jim Rising, PD	156 South Franklin Wilkes-Barre, PA 18701 717-823-5000	\$65	Katz Radio
WNAK-AM	Nanticoke	AC	Seventy-Three Broadcasters	730 KHz 1,000 w Non-Directional	Robert Neilson, GM Robert Baird, GSM Frank Murnan, PD	84 S. Prospect St. Nanticoke, PA 18634 717-822-6108	N/A	Lotus Reps
WRAX-FM	Bedford	C	Bedford Broadcasting	100.9 MHz 3,000 w 205 ft. above average terrain	George England, GM Ginger Edwards, PD	Box 101 Bedford, PA 15522 814-623-5131	\$4	Omne

CALL LETTERS	CITY OF LICENSE	FOR-MAT	OWNER	FREQUENCY POWER-DAY/NIGHT DIRECTIONAL TERRAIN	GENERAL MGR. SALES MGR. PROGRAM DIR.	ADDRESS PHONE	TOP AD RATE	REP CONSULTANT SYNDICATOR
WVCD-FM	Hazleton	BM	The Luzerne Company	97.9 MHz 50,000 w 640 ft. above average terrain	Paul Hartman, GSM Chris Pellegrino, PD	Hazleton National Bank Bldg Hazleton, PA 18201 717-454-3533	\$13.25 x 12	N/A
WYZZ-FM	Wilkes-Barre	BM	Scranton-Wilkes-Barre Fine Music	92.9 MHz 50,000 w circular polarization 1,065 ft. above average terrain	Richard Evans, Sr., GM Robert Evans, GSM Richard Evans, Sr., PD	156 Prospect St Wilkes-Barre, PA 18702 717-823-1166	\$22 x 6	Jack Masla
WZZO-FM	Bethlehem	A	The Holt Corp. of Pennsylvania	95.1 MHz 12,500 w 630 ft. above average terrain	Gordon Holt, GM Steve Gortvay, GSM Tom Kelly, PD	Suite 205-2285 Schoenersville Rd. Bethlehem, PA 18017 215-894-0511	\$50	Blair Radio



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CL — CLASSICAL	REL — RELIGION
D — DISCO	T — TALK
J — JAZZ	



MARKET-BY-MARKET

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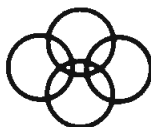
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