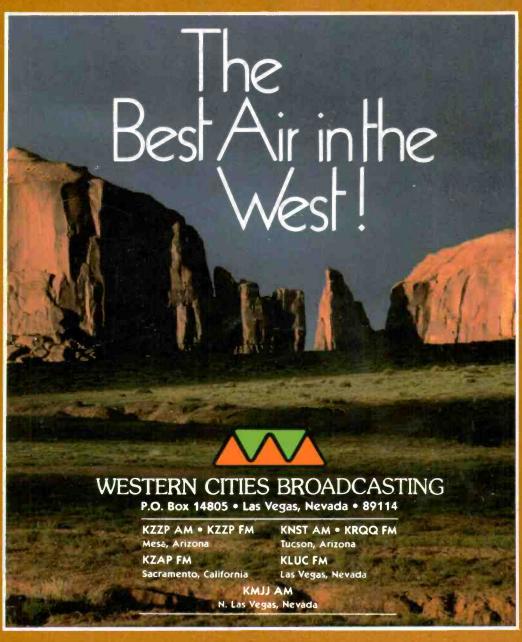
## INSIDE RADIO RATINGS REPORT & DIRECTORY



**MARCH 1982** 

# The Marketing Camble.

Just look at the facts. For the past 11 years, Bonneville has consistently been the top-rated programmer of Beautiful Music ... the ultimate in reliable quality service, brought to you by the most creative and dedicated professionals in the business.

So, why rock the boat? Why change? The answer is satellite radio, a dramatic step into the future that we're going to share with broadcasters now...so you can provide the best to your listeners and top revenues

to yourselves.

This move will transform Bonneville from a "subscriptionfee" programming service to an "advertiser-supported network."

How does it work? How can you, as a station, actually get *paid* a compensation for joining our satellite network?

Call Gary Donohue at (800) 631-1600. He'll give you all the facts.

The new Bonneville Broadcasting System. You'll be hearing more from us.

BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670

## TM WAYS TO BETTER RATINGS!

#### TM CAMPAIGNS

Innovative, multi-media Advertising and Promotion Campaigns.

"MY SOFT SPOT" - For Beautiful Music Stations.

"SOUNDS LIKE" – For Country, Contemporary and M-O-R Stations.

"SOMEPLACE SPECIAL" – For Country, Contemporary and M-O-R Stations.

#### **NEW IMAGE JINGLES**

"YOUR CUSTOM COMBINATION"—A breakthrough in Contemporary Custom Jingle Imagery.

"YOUR COUNTRY COMBINATION"—TM's new concept in customization for Country Stations.

"HOT HITS"—The Jingle Package for Stations playing the Hot Hits.

"RADIO EXPRESS"—Your Radio Station shouldn't be without it.

#### TM RADIO SPECIALS

New Radio Specials for 1982 proven ratings and sales success!

- First time ever done! The 48-hour anthology "THE STORY OF COUNTRY MUSIC."
- First ever monthly interview service for Contemporary Radio Stations:
   "THE TM GRIP."
- Coming this Fall! The most dramatic 48-hour Celebration ever produced: "THE ROYALTY OF ROCK."

#### TM FORMATS

TM-O-R – The first new format specifically designed for AM Stations. Target: 25-49.

BEAUTIFUL MUSIC – Category music featuring exclusive custom recordings and complete Image Campaign. Target: 35+.

STEREO ROCK—America's most successful syndicated Contemporary format. Target: 18-34.

BEAUTIFUL ROCK—Contemporary music for adults. Perfect for major or small market. Target: 25-34.

TM has the ways to help you to better ratings in 1982. For more information about any Broadcast Service, give us a call at TM: 214-634-8511.



1349 Regal Row □ Dallas, Texas 75247 □ 214-634-8511

## Why radio is the best vehicle to reach the two-check household.

Two-check households are America's new income elite. Today, they're 25 million strong and represent almost half of all buying power.

These busy adults spend more time with radio than any other medium.

#### Radio goes with their lifestyles.

You've got a good chance of reaching these upwardly-mobile consumers with radio. It gets them up in the morning. Goes with them in the car to work. And plays along at leisure time.

On the average, these adults spend three hours

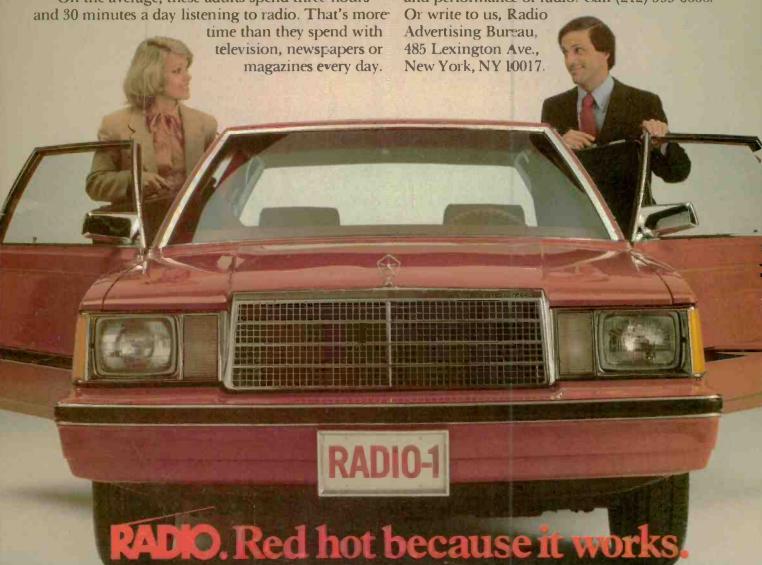
Since working husbands and wives make many buying decisions together, it pays to use a medium that reaches both of them—right on the spot.

#### Radio gives the best reach.

Every week, radio leads all media in the number of people reached in two-check households.

Radio delivers your message to 98.5 percent of these adults weekly.

If you'd like to market your product to the two-check household, why not tap into the power and performance of radio. Call (212) 599-6666.





## The Best Radio Buy in the Boston Area is as Easy as 1,2,3

#	*

W18-34	6-10am
W18-34	3-7pm
A25-54	3-7pm
W18-49	3-7pm
M35-54	3-7pm
A35-54	6-10am

**A18-49** 6am-mid

## #2\*

	The second second
W18-34	10am-3pm
A18-34	6-10am
W18-49	10am-3pm
W25-34	7pm-mid
M25-49	3-7pm
A25-54	10am-3pm

**W25-49** 3-7pm

### #3\*

M18-34	6-10am
M18-34	10am-3pm
M18-49	3-7pm
A18-49	3-7pm
W25-34	3-7pm
W35-49	3-7pm

**W18-49** 6-10am

WXKS-AM/FM is POSITIONED Right Where it Counts



MAJOR MARKET RADIO SALES

<sup>\*</sup>Source: Fall 1981 Arbitron, Average Quarter Hour Estimates Metro Survey Area. All dayparts listed are Monday through Friday. Survey claims are based on estimates only and are not precise to any mathematical degree.

WEEI/FM
Boston
Soft Rock
WCBS/FM
New York
Solid Gold

WCAU/FM Philadelphia Hot Hits!

WBBM/FM Chicago Adult Contemporary

KMOX/FM St.Louis Adult Contemporary

> KNX/FM Los Angeles Mellow Rock

KRQR San Francisco Album Rock

### All Together Different

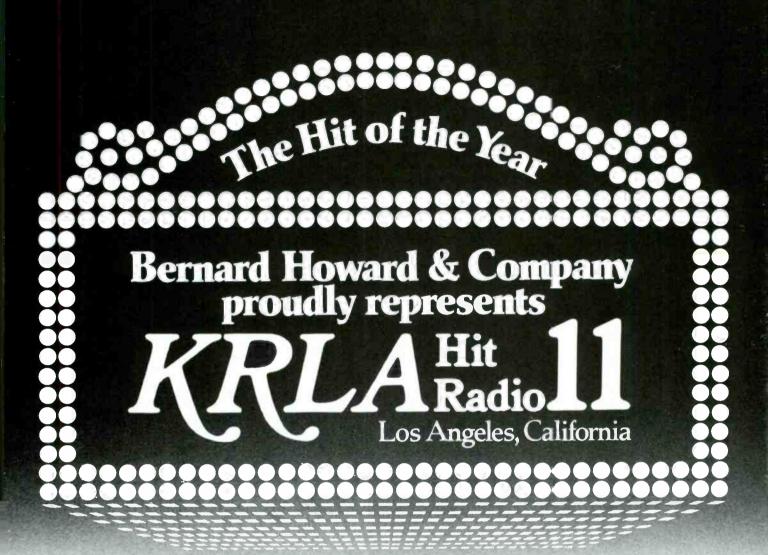
The CBS Owned FM Stations—all together different with innovative approaches to the same special target—America's sophisticated, big-spending young adults.

We serve seven different major markets, and we serve them in seven different ways. Each station's unique music format is designed to fit the individual lifestyles of each of our young adult audiences.

Buy them all together—or in groups—or by the market. They're all together right.

### The CBS Owned FM Radio Stations

Represented nationally by CBS FM National Sales

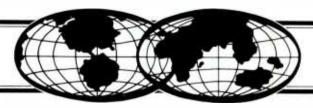


## Bernard Howard & Company the "Better Rep."



New York Chicago Atlanta Los Angeles St. Louis Dallas Detroit San Francisco



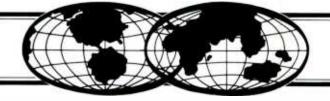


## Sandusky Radio

In every market we're in, Sandusky Radio commits itself to success. We consider our people our most important resource. Through their dedication, we've achieved excellence.

KBPI FM Denver Album Rock
KNUS AM Denver News/Talk
KWFM FM Tucson Album Rock
KDKB FM Phoenix Album Rock
KDJQ AM Phoenix Album Rock
KZAM FM Seattle Album Rock
KJZZ AM Seattle Jazz
KEGL FM Dallas Album Rock

KWKI FM Kansas City Adult Contemporary



The Radio Division / Sandusky Newspapers, Incorporated



#### **MARCH 1982**

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#### **PUBLISHER'S LETTER**

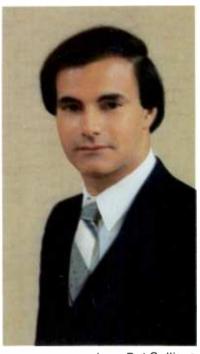
One of the happiest tasks a publisher can have is to write about good news. We're fortunate. We've received tremendous industry support of all our publications. Now, we're ready to grow again.

Starting in April we will begin publishing a new monthly magazine for radio and advertising executives. It's called RADIO ONLY. Just like its name, this full color, glossy magazine will be for radio only. No television. No cable. You'll know it's something different from the moment you see it.

Imagine this. The front cover sporting a picture of a newsmaker in color. No cover ad! Turn the page and see valuable FCC data and information radio people need to know. On to news and trends with pictures. Original research pieces never published elsewhere. A monthly radio executive poll conducted exclusively for RADIO ONLY by The Research Group. Several hard hitting stories. A special feature (the first being How to Cover Radio at the NAB Dallas Convention). The magazine will end with thoughtful articles on subjects like sales, programming, management and motivation by recognized experts in their field. What read-

Eight monthly issues will be published the first year. Advertisers are signing longterm agreements to be included in our specialized issues. To receive it every month will cost \$75, but I'm making an Introductory Offer of \$50 for the first year. We think it will be money well spent. After all, isn't it time that radio had its own monthly management magazine?

Let's not get so far into the future that we forget the good things happening in the pages of this publication, RATINGS REPORT & DIRECTORY. It has become the "yellow pages" of the industry. Look at the advertising support. Readership is at



Jerry Del Colliano

an all time high. This time to make it even better we've expanded our ratings pages. Now we include 20 stations with valuable information on each featured market. Fifteen stations are included on Quick Reference markets. The directory section is more complete and at our reader's request, trimline.

Our weekly newsletter is more respected than ever. It's first, fast, complete and easy to read on a Monday morning. Our editorial staff has been expanded. A new computer system installed. The layout is designed with more precision.

Here's hoping our "good news" will mean "good reading" to each and every one of our loyal readers.



## SELECT STATIONS SELECT MARKETS PROVEN RESULTS

HAVE YOU
CONSIDERED
THE BENEFITS
OF JOINING
OUR LIMITED LIST?

CALL HARRY DURANDO (212) 764-6712



Select stations, select markets.

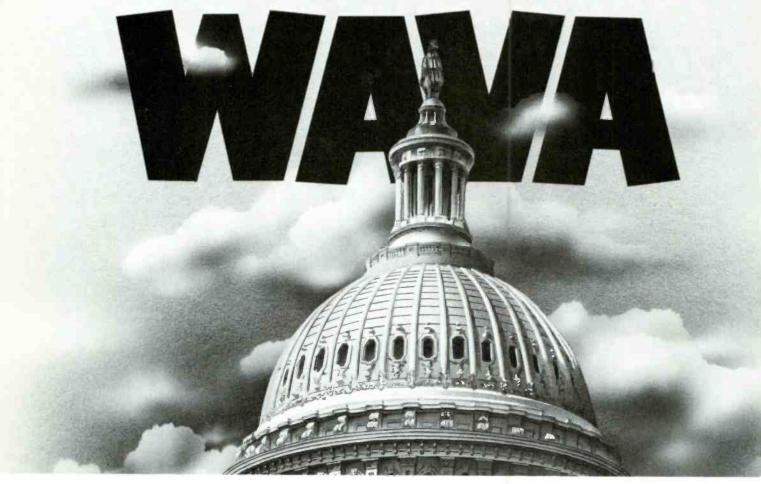
RKO Radio Sales, 1440 Broadway, New York, N.Y. (212) 764-6800

NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

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## DOUBLEDAY MAKES A CAPITOL INVESTMENT



### WAVA-FM JOINS THE HOTTEST RADIO GROUP IN THE COUNTRY.

On February 1st, WAVA-FM, serving Washington, D.C., with maximum FM facilities, became a part of Doubleday Broadcasting.

Two strong traditions of broadcast excellence combining to give the nation's capital its newest and most exciting listening experience in years.

America's fastest growing radio group adds its second TOP 10 market in as many years. And, in a few months (subject to approval) we'll be bringing that same excitement to the New York City area.

DOUBLEDAY BROADCASTING...NEW FRONTIERS TO CONQUER.

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 and CBS/FM National Sales. WAVA-FM/Arlington-Washington, KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

#### ABELL COMMUNICATIONS, INC.

EXECUTIVES:

Steve Seymour, Chmn. Frederick R. Koehler, VP/Chief Financial

Stuart Frankel, Pres./Radio

Officer HEADQUARTERS:

6400 York Road Baltimore, MD 21212 (301) 377-3222

FORMAT STATION WRLX Baltimore, MD вм Daytona Beach AC WDOO \*WCRJ-A/F Jacksonville, FL AC \*Pending FCC approval

#### AFFILIATED BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

FORMAT STATION **WFAS** White Plains, NY AC White Plains, NY WWYD вм WSALA/F Cincinnati  $\mathbf{C}$ KRAK Sacramento С KEWT Sacramento вм KMPS A/F Seattle  $\mathbf{C}$ WHYN Springfield, MA AC WHYN-FM Springfield, MA мм

#### ALEXANDRIA BROADCASTING CO.

EXECUTIVES:

Bruce Rainey, GM Steve Hill, Stn. Mgr.

HEADQUARTERS:

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

FORMAT STATION KALB Alexandria, LA C Alexandria, LA R

#### **ALLEGHENY MOUNTAIN** NETWORK

EXECUTIVES:

Cary Simpson, Pres. William E. Moses, VP/Sales Mgr. David P. Burket, VP

Tina Stickles, VP James F. Kerschner, Jr., VP

John Salter, VP Eugene Dendorfer, VP

HEADQUARTERS:

Box 204

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

(014) 23	0-0732 0011601	
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-	С
	State College, PA	

WIYQ	Ebensburg-	С
WTMX	Johnstown, PA Ridgway, PA	С
WGCR	Wellsboro-	С
	Mansfield PA	

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EXECUTIVES:

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Doug Auerbach, VP/Sales WFTL/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	Clear Lake City/	В
	Houston	
KMJM	St. Louis	В
WFTL	Ft. Lauderdale	AC
WWJF	Ft. Lauderdale	AC

#### **AMERICAN BROADCASTING** CO., INC.

EXECUTIVES:

ABC Radio

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Henry C. Kavett, Mgr., Information & Public Relations

Andrea Berken, Supervisor, PR

ABC Owned Radio Stations Charles DeBare, Pres.

Don Bouloukos, VP/Operations

HEADQUARTERS:

1345 Avenue of the Americas New York, NY 10019

(212) 887-5293

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

#### ANNAPOLIS VALLEY RADIO LTD.

**EXECUTIVES:** 

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

HEADQUARTERS:

P.O. Box 310 Kentville, N.S. Canada B4N1H5 (902) 678-2111 Collect

(, -		
STATION		FORMAT
CKEN	Kentville, NS	С
CFAB	Windsor, NS	С
CKAD	Middleton, NS	С

CKDY	Digby, NS	С
CKWM	Kentville, NS	CI

#### APACHE COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

#### 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** WPVI Painesville, OH AC WHOK Lancaster, OH AC WHOK-FM Lancaster, OH С AC WEKY Frankfort, KY WKYW Frankfort, KY AC

#### **ASSOCIATED COMMUNICATIONS** CORP.

EXECUTIVES:

Jack N. Berkman, Chmn, of the Board Myles P. Berkman, Pres.

**HEADQUARTERS:** 

200 Gateway Towers Pittsburgh, PA 15222 (412) 281-1907

STATION		FORMAT
WSTV	Steubenville, OH	AC
WRKY	Steubenville, OH	R
WPXY	Rochester	AC
WPXN	Rochester	AC
WPIT	Pittsburgh	REL
WWOL	Buffalo	С
WACJ	Buffalo	С
WRCP	Philadelphia	0
WSNI	Philadelphia	AC
WSOL	Tampa	SP

#### **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

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

#### **BAMCO GROUP**

(704) 372-4434

#### 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 С AC WLVA Lynchburg, VA WSGM Staunton, VA AC

#### BATON BROADCASTING, INC.

#### EXECUTIVE:

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	С
CFQC	Saskatoon, SK	AC
CFGO	Ottawa, ON	AC

#### **BEASLEY BROADCAST GROUP**

#### **EXECUTIVES:**

George G. Beasley, Pres. Sam E. Floyd, Exec. VP HEADQUARTERS:

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

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

#### BECK-ROSS COMMUNICATIONS, INC. **EXECUTIVES:**

Martin F. Beck, Pres. James E. Champlin, VP, Admin. George Ross, Sec'y/Treas.

#### HEADQUARTERS:

100 Merrick Road Rockville Centre, NY 11570

(516) 764-8999

(310) 70	+-0333	
STATION		FORMAT
WBLI	Patchogue, NY	AC
WKMF	Flint	С
WGMZ	Flint	ВМ
WHCN	Hartford	Α
WKTZ	Jacksonville, FL	BB
WKTZ-FM	Jacksonville, FL	BM

#### BEEF EMPIRE RADIO GROUP

#### **EXECUTIVES:**

Jack Miller KCOL-AM/FM, VP Robert E. Thomas, Exec. VP Hollis Francis, Mgr. Robb Thomas, Mgr.

#### HEADQUARTERS:

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

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

#### THE BERKSHIRE GROUP

#### EXECUTIVE:

Donald A. Thurston, Pres.

#### HEADQUARTERS:

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

STATION	1	FORMA
WMNB	N. Adams, MA	AC
WMNB-FM	N. Adams, MA	вм
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	Decator, 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 С

WWSD	Quincy, FL	В
WBSC	Bennettsville, SC	С

#### BLUEGRASS BROADCASTING CO., INC.

#### EXECUTIVES:

H. Hart Hagan, Jr., Pres. Wm. L. Stakelin, Exec. VP G. S. Gorrell, Sec'y S. C. Davis, Treas.

#### HEADQUARTERS:

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

STATION		FORMAT
WVLK	Lexington	AC
WVLK-FM	Lexington	BM
WHOO	Orlando	С
WHOO-FM	Orlando	BM
WWSA	Savannah	AC
WCHY	Savannah	С
wvoc	Columbus, GA	AC

#### BONNEVILLE INTERNATIONAL CORP.

#### **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	ВМ
KMBZ	Kansas City	AC
KMBR	Kansas City	ВМ
KAAM	Dallas	AC
KAFM	Dallas	AC
KSL	Salt Lake City	AC
KBIG	Los Angeles	ВМ
KIRO	Seattle	N/T
KSEA	Seattle	ВМ
KOIT	San Francisco	ВМ

#### BOOTH AMERICAN CO.

#### **EXECUTIVES:**

John L. Booth, Pres. John L. Booth, II, VP Raiph H. Booth, VP H. Walter Westman, VP **HEADQUARTERS**:

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

STATION		FORMA
WRBR	South Bend, IN	R
WJLB	Detroit	В
WMZK	Detroit	В
WSGW	Saginaw, MI	AC
WIOG	Saginaw, MI	Α
WTOD	Toledo	С
WKLR	Toledo	D
WZZP	Cleveland	R
WIOU	Kokomo, IN	AC
WZWZ	Kokomo, IN	R
WXCM	Jackson, MI	С
WIBM	Jackson, Mi	R

#### BRADEN BROADCASTING

#### EXECUTIVES:

Paul F. Braden, Pres.

## 55 COUNTRY

St. Louis' #1 Country



St. Louis' #1 Stereo Music

JOY-101-FM



KPRZ)

## WWWE RADIO 1100

WDOK/FM 102 Stl day. Stl night. Stl nice.





KEZL 103 FM GREAT STARS, GREAT SONGS

KSDO Newsradio 1130 ALL YOU NEED TO KNOW



**WGCI 1071/2 FM** 

GANNETT RADIO DIVISION



A WORLD OF DIFFERENT VOICES WHERE FREEDOM SPEAKS

Earl W. I	Francis, Exec. VP/GM	1	STATION		FORMAT	WROW-FM	Albany	ВМ
Tom Ree	eder, VP		KFMS	Las Vegas	С	WKHX	Atlanta	C
HEADQUART	ERS:		KVEG	Henderson/Las \	Vegas C			-
	ntral Ave.		KKJY	Albuquerque	ВМ	CARITO	BBO A DC A STING	
	own, OH 45042		KXKS	Albuquerque	ВМ	INC.	BROADCASTING (	JU.,
STATION	Middlese - OH	FORMAT	KSET	El Paso	AC	EXECUTIVES	:	
WPBF FM	Middletown, OH	C	KSET-FM	El Paso	R		. Goodman, Pres., Cl	EO
WPBF-FM WPAY	Middletown, OH	AC					le, Corporate Chief E	
WPAY-FM	Portsmouth, OH Portsmouth, OH	C R	BROADC	AST ENTERPRISE	ES	HEADQUART		•
WEAT-FIVE	FORISHIOUTH, OF	п	NATION	AL, INC.		711 Hills	borough St.	
			EXECUTIVES				NC 27605	
BRANDON	COMMUNICATION	is, inc.	•	A. Henry, Pres./Own		(919) 82	1-8555	
EXECUTIVES:			•	D. Schwartz, Pres. F	Radio Division	STATION		FORMA
	S. Brandon, Pres.			. Bond, VP . Schaller, Treas.		WRAL	Raleigh	AC
-	Stonbely, VP e Brandon, VP		HEADQUAR			KISS	San Antonio San Antonio	A AC
HEADQUART	,			nestnut Street, Suite	800	WKEE	Huntington	R
	tnut Plaza			lphia, PA 19102	. 000	WHTN	Huntington	Ċ
	er, NY 14604		(215) 56			WRXL	Richmond	A
STATION	21,111	FORMAT	STATION		FORMAT	WRNL	Richmond	C
wwwG	Rochester, NY	REL	WAOK	Atlanta	В			-
KERN	Bakersfield, CA	AC	WBLZ	Hamilton/	В			
KMGN	Bakersfield, CA	Α	1	Cincinnati			BROADCASTING (	CORP.
KZOZ	San Luis Obispo, C		WPDQ	Jacksonville, FL	В	EXECUTIVES		
KKAL	Arroyo Grande, CA		WFYV	Jacksonville, FL	R		S. Johnson, Pres. es, VP/Sec'y	
KKQV	Wichita Falls, TX	AC	WITH	Baltimore	BB		ward, VP/Treas.	
			WJAS WTLC	Pittsburgh Indianapolis	BB B		Vohlwend, VP/Financ	e
BRIDE CO	MMUNICATIONS		WCIN	Cincinnati	В	HEADQUART		
EXECUTIVES:	:		WOIN	Officialian	Ь	3943 Air	port Blvd.	
John W.	Bride, Pres.					Mobile,	AL 36690	
Rick Sny	der, VP			AST MANAGEME	NT CORP.	(205) 34	4-9900	
Doug Fir	ick, VP		EXECUTIVES	S: Thrope, Pres.		STATION		FORMAT
HEADQUART				A. Frankel, Exec. V	P	WCAW	Charleston, WV	C
	ren Avenue		HEADQUAR		•	WVAF	Charleston, WV	AC
	, ME 04103			chael Lane		WKDY WLLF	Spartanburg, SC	C BB
(207) 774 STATION	1-3243	FORMAT		I, OH 45014		WKSJ	Prichard (Mobile) Mobile	С
WMER	Westbrook, ME	N/T	(513) 87	74-5000		WRKA	Louisville, KY	AC
WJBQ	Portland, ME	AC	STATION		FORMAT	William	EGGIGVIIIO, ICT	7.0
WMBA	Ambridge, PA	0	WCNW	Fairfield, OH	REL			
WAZE	Clearwater, FL	SP	WABY	Albany	REL	CAPPS BE	ROADCAST GROU	P
			WRKR	Racine, WI	R	EXECUTIVES	:	
BDIEN BDA	DADCASTING COR	· D	WWEG WINF	Racine, WI Hartford/	C MM	David N	Capps, Pres.	
EXECUTIVES:		ir.	WINE	Manchester, CT	MM		Capps, VP	
	Brien, Pres.		WWLV	Daytona Beach,	FL BM	HEADQUART		
	orhead, Exec. VP		WNDB	Daytona Beach,		P.O. Bo:		
	Brien, Sec'y/Treas.		•		- · · · · ·	Bend, O		
	oorhead, Asst. Sec'y/	Treas.	CARITAL	017156 0044411		(503) 38 STATION	2-3011	FORMAT
HEADQUART	ERS:		INC.	CITIES COMMUN	IICATIONS,	KGRL	Bend, OR	AC
P.O. Box			EXECUTIVES	١.		KXIQ	Bend, OR	R
-	nery, AL 36192			B. Burke, CEO		KGAR	Vancouver, WA	С
(205) 832	!-4295			P. Dougherty, Exec	. VP/	KGAL	Lebanon, OR	AC
STATION	Poposoolo 51	FORMAT		Broadcasting Div.		KSRV	Ontario, OR	AC
WNVY NDE7	Pensacola, FL	C BM	James F	P. Arcara, Exec. VP/	Radio	KEEP	Twin Falls, ID	AC
WREZ WLSQ	Montgomery, AL Montgomery, AL	A	HEADQUART	TERS:		KEZJ	Twin Falls, ID	С
WESQ	Monigomery, AL		24 E. 51	st St.				
				rk, NY 10022				
BROADCA	STS ASSOCIATES	OF	(212) 42	1-9595			BROADCASTING	CORP.
MEVADA	I, NEW MEXICO &	TEXAS	STATION		FORMAT	EXECUTIVES	•	
			KZLA EM	Los Angeles	C		. Jack, Pres.	
EXECUTIVES			KZLA-FM WJR	Los Angeles	C		earce, Treas.	
EXECUTIVES Steve Go	iono- 1/D		WJR-FM	Detroit Detroit	AC BM	HEADQUART Oaks Pa		
Steve Go Louis W	iener, VP		* **OU-LIM	Providence	R BM		I, OR 97202	
Steve Go Louis W Len How	vard, VP		WPR0		1.1			
EXECUTIVES Steve Go Louis Wo Len How Valerie V	vard, VP Wiener, VP		WPRO WPRO-FM		R	(503) 23	4-8448 Collect	
Steve Go Louis W Len How Valerie V Hank Th	vard, VP Wiener, VP nornley, VP		WPRO WPRO-FM WKBW	Providence Buffalo	R R	(503) 23 STATION	4-8448 Collect	FORMA
Steve Go Louis W Len How Valerie V Hank Th Richard	vard, VP Wiener, VP nornley, VP Seifman, VP		WPRO-FM	Providence			4-8448 Collect Portland, OR	FORMA
Steve Go Louis W Len How Valerie V Hank Th Richard Jack Abd	vard, VP Wiener, VP nornley, VP Seifman, VP ell, VP		WPRO-FM WKBW	Providence Buffalo	R	STATION		
Steve Go Louis W Len How Valerie V Hank Th Richard Jack Abd	vard, VP Wiener, VP nornley, VP Seifman, VP ell, VP 'ERS:		WPRO-FM WKBW WPAT	Providence Buffalo New York	R BM	STATION KLIQ	Portland, OR	T
Steve Go Louis W Len How Valerie Hank Th Richard Jack Ab HEADQUART P.O. Box	vard, VP Wiener, VP nornley, VP Seifman, VP ell, VP 'ERS:		WPRO-FM WKBW WPAT WPAT-FM	Providence Buffalo New York New York	R BM BM	STATION KLIQ KUDY	Portland, OR Spokane	REL



## Malrite knows how to make things grow.

Mairite 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
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
Mairite Television Productions
Cleveland Browns Radio Network

#### CBS, INC.

#### EXECUTIVES:

**CBS Radio Division** 

Robert L. Hosking, Pres.

Robert Hyland, VP/CBS Owned FM Stations Gene 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	0
KNX	Los Angeles	N
KNX-FM	Los Angeles	MM
WBBM	Chicago	N
WBBM-FM	Chicago	MM
KMOX	St. Louis	N/T
KMOX-FM	St. Louis	MM
WCAU	Philadelphia	N/T
WCAU-FM	Philadelphia	R
WEEI	Boston	N
WEEI-FM	Boston	MM
KCBS	San Francisco	N
KRQR	San Francisco	Α

#### 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	ВМ
KKUA	Honolulu	AC
KQMQ	Honolulu	Α

#### **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** 

#### **CENTRAL BROADCASTING** CORP.

#### EXECUTIVE:

William Quigg, Pres.

#### HEADQUARTERS:

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

STATION		FORMAT
WKBV	Richmond, IN	AC
WRIA	Richmond, IN	R
WBAT	Marion, IN	AC
WBIW	Bedford, IN	AC
WBIF	Richmond, IN	R
WBEX	Chillicothe, OH	AC
WBEX-FM	Chillicothe, OH	С

#### **CENTRAL INTERIOR RADIO NETWORK**

#### EXECUTIVE:

Ron East, Pres.

#### HEADQUARTERS:

1940 3rd Avenue

Prince George, BC, Canada (604) 564-2524

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

#### CENTURY BROADCASTING CORP.

#### EXECUTIVES:

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

#### HEADQUARTERS:

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

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

#### CHARTER BROADCASTING.

#### INC.

#### EXECUTIVES:

John F. Bayliss, Pres. Russell G. Wittberger, Exec. VP Frank A. DeFrancesco, VP & Controller Allen D. Casey, VP, Programming/Ops

#### HEADQUARTERS:

2399 Camino Del Rio South Suite 100 San Diego, CA 92108

(714) 298-3390

	FORMAT
San Diego	С
San Diego	С
San Francisco	AC
St. Louis	AC
Detroit	AC
Milwaukee	BB
Milwaukee	AC
	San Diego San Francisco St. Louis Detroit Milwaukee

#### 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 Alain Gourd, VP, Radio Jacques Clement, Exec. VP Michel Arpin, Dir, Corp. Dev.

#### HEADQUARTERS:

1155 Dorchester Blvd, West, Suite 2707 Montreal, Quebec, Canada H3B 2K8 (514) 861-5471

STATION		FORMA
CJMS	Montreal	AC
CJRP	Quebec	AC
CJRC	Ottawa-Hull, ON	AC
CJTR	Trois-Riviere, PQ	AC
CJRS	Sherbrooke, PQ	AC
CKMF	Montreal	AC
CKMW	Brampton, ON	AC
CFNY	Toronto	Α

#### CKO INCORPORATED LTD.

#### **EXECUTIVES:**

W. Tayler Parnabt, Pres. Howard English, Exec. Editor/Prog. Gary S. Greenway, Gen. Sales Mgr. lan Brownlee, Sr. Staff Correspondent

#### HEADQUARTERS:

65 Adelaide Street East Toronto, ON M5C 1K6 (416) 862-7200

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

#### CLEAR CHANNEL COMMUNICATIONS, INC.

#### EXECUTIVES:

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

#### HEADQUARTERS:

540 San Antonio Bank & Trust Bldg. San Antonio, TX 78205 (512) 225-4231

STATION		FORMAT
WOAI	San Antonio, TX	N/T
KAJA	San Antonio, TX	С
KELP	El Paso, TX	R
KMOD	Tulsa, OK	AC
KMOD-FM	Tulsa, OK	Α
KPAC	Pt. Arthur, TX	С
KHYS	Pt. Arthur, TX	В

#### **CLW COMMUNICATIONS GROUP**

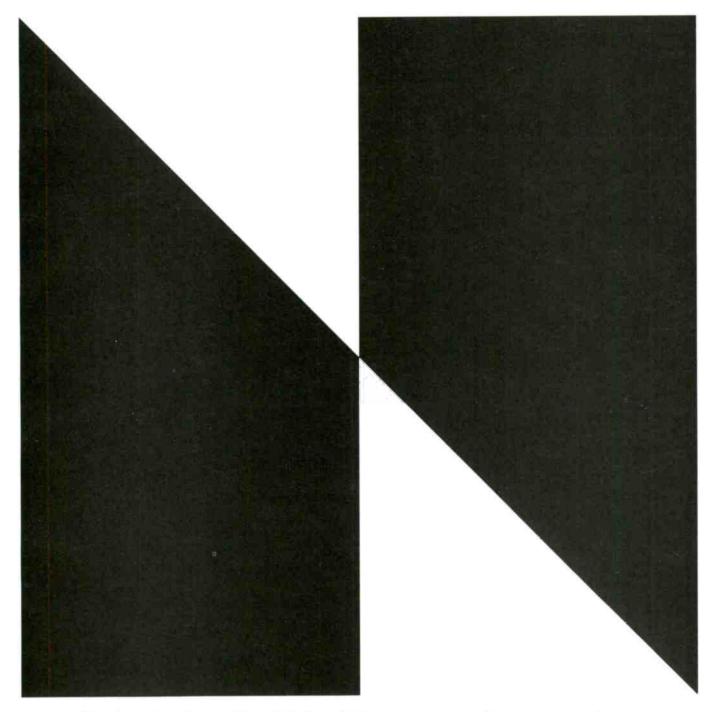
#### EXECUTIVES:

Spiros Zodhiates, Pres. Jerry L. Siler, VP

#### HEADQUARTERS:

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

STATION		FORMA
WCRJ	Jacksonville, FL	REL
WCRJ-FM	Jacksonville, FL	BM
WHYD	Columbus, GA	REL



## We've helped build 8 of the country's top stations by having nothing to do with them.

And as a result, we've become one of the fastest growing divisions in the country.

You see, since we believe that the needs of a community are best served by the people who actually live there, we've given our individual stations creative control over their programming. And the result of that is not only an incredibly large listening audience, but a group of very happy employees.

The people who work at our stations

have the chance to contribute; to help innovate exciting new formats that range anywhere from heavy news to heavy sports, contemporary to country. Using personalities who continue to make radio history.

All in all, giving our independent stations their independence has made us very successful. And has taught us, above all, that to run a radio division you have to know when to tune out.

WSCW WCRM	S. Charleston, WV Dundee, IL	REL
OL LIMBIA	DICTUDES	

#### **COMMUNICATIONS, RADIO GROUP**

EXECUTIVE:

Edward R. Boyd, Pres.

HEAOQUARTERS:

Columbia Plaza Producers Bidg. 1 - Room 104 Burbank, CA 91505

(213) 954-1241

STATION		FORMAT
KCPX	Salt Lake City	AC
KCPX-FM	Salt Lake City	Α
WWVA	Wheeling, WV	С
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-	AC
	Newburgh, NY	
WSPK	Poughkeepsie, NY	R
WINR	Binghamton, NY	AC
WBQW	Scranton, PA	AC

#### **COMMUNICATIONS INVESTMENT** CORP.

**EXECUTIVES:** 

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

HEAOQUARTERS:

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

#### COMMUNICATIONS PROPERTIES,

**EXECUTIVES:** 

Philip T. Kelly, Pres. Dick Voight, Exec. VP

**HEADQUARTERS**:

One Dubuque Plaza Dubuque, IA 52001 (319) 583-6471 Collect

STATION **FORMAT** WDBQ AC Dubuque KIWI вм Dubuque **KFGO** Fargo, ND С

KATE	Albert Lea, MN	AC
KCPI	Albert Lea, MN	R
WNFL	Green Bay, MI	AC

#### 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	С
KGAA	Kirkland, WA	AC
KEED	Eugene, OR	С
KGA	Spokane, WA	С
KDRK	Spokane, WA	С

#### COMMUNITY SERVICE **BROADCASTING, INC.**

**EXECUTIVES:** 

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

HEADQUARTERS:

811 Broadway Mt. Vernon, IL 62864

STATION		FORMAT
WKWK	Wheeling, WV	AC
WKWK-FM	Wheeling, WV	AC
WDXI	Jackson, TN	С
WMCL	McLeansboro, IL	С
M/TAO	Murphyshoro II	Δ

#### COVE BROADCASTING CO., INC.

**EXECUTIVE:** 

Louis J. Maierhofer, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WKMC	Roaring Spring, PA	С
WHPA	Hollidaysburg, PA	BM
WTGC	Lewishura PA	AC

#### COWLE ENTERPRISES LTD.

EXECUTIVE:

Date Cowle, Pres.

HEADQUARTERS:

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

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

#### **COX BROADCASTING CORPORATION**

**EXECUTIVES:** 

Clifford M. Kirtland, Jr., Pres. Stanley G. Mouse, Senior VP William A. Schwartz, Pres., Broadcast Div. Michael S. Kievman, VP, Broadcast Op. **HEADQUARTERS**:

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

STATION		FORMAT
KFI	Los Angeles	AC
KOST	Los Angeles	ВМ
WHIO	Dayton	AC
WHIO-FM	Dayton	ВМ
WIOD	Miami	AC
WAIA	Miami	MM
WLIF	Baltimore	BM
WSB	Atlanta	AC
WSB-FM	Atlanta	BM
WSOC	Charlotte	0
WSOC-FM	Charlotte	С
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

	FORMA'
Columbia, MO	CL
Kansas City, MO	CL
St. Louis	CL
Rolla, MO	CL
Rolla, MO	Α
	Kansas City, MO St. Louis Rolla, MO

#### DAVIDSON COMMUNICATIONS, INC.

**EXECUTIVES:** 

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

**HEADQUARTERS**:

416 Landing Way Savannah, GA 31411

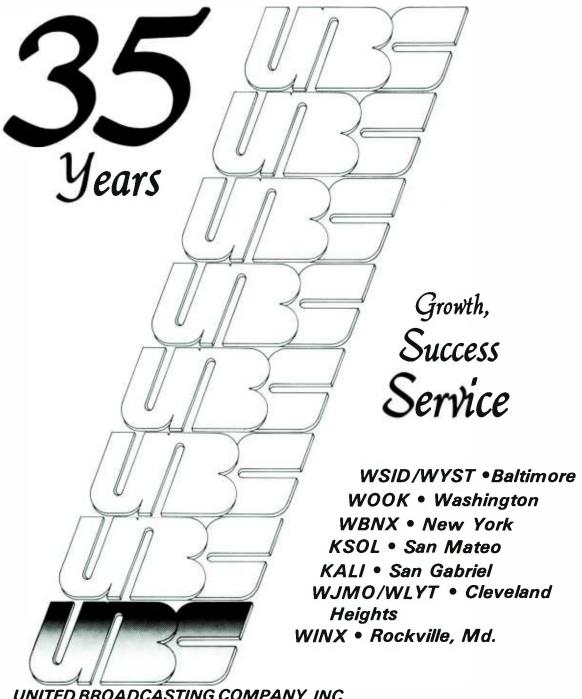
(912) 352-7881

(312) 002	1001	
STATION		FORMAT
WLOP	Jesup, GA	С
WIFO	Jesup, GA	AC
WDAX	McRae, GA	С
WDAX-FM	McRae, GA	С
WMVG	Milledgeville, GA	AC
WKZR	Milledgeville, GA	С
WDKD	Kingstree, SC	С
WWKT	Kingstree, SC	В

#### DAVIS & WEAVER BROADCASTING

EXECUTIVES:

Philip Davis, Pres. Bill Weaver, VP HEADQUARTERS:



UNITED BROADCASTING COMPANY, INC.

#### United Broadcasting Company, Inc. 4733 Bethesda Avenue Bethesda Maryland 20814 301-652-7706

Represented Nationally by Jack Masla & Company, Inc.

San Jos	e, CA 95151	
(408) 27	4-1170	
STATION		FORMAT
KLOK	San Jose	AC
KWIZ	Santa Ana	AC
KWIZ-FM	Santa Ana	MM
KFIG	Fresno	С
KARM	Fresno	MM

#### DEER RIVER BROADCASTING GROUP

#### EXECUTIVES:

Robin B. Martin, Pres./CEO Tom Shine, VP Joe Gunther, VP

#### HEADQUARTERS:

KLOK Radio

141 Fast 44th Street Suite 1001 New York, NY 10017

(212) 599-3303

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

#### **DES MOINES REGISTER BROADCAST GROUP**

#### EXECUTIVES:

Richard W. Gilbert, Pres. Barbara M. Mack, Chief Counsel

#### **HEADQUARTERS:**

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

STATION		FORMAT
WIBA	Madison, WI	AC
WIBA-FM	Madison, WI	Α
KYXI	Oregon City, OR	N
KGON	Portland, OR	Α
KIAK	Lakewood, CO	С
KPPL	Lakewood, CO	AC

#### DICK BROADCASTING CO., INC.

#### EXECUTIVES:

James A. Dick, Pres. Vic Rumore, VP Bobby Denton, VP Milton Jones, VP/Eng Marilyn M. Dick, Sec'y David Henderlight, Treas.

#### HEADQUARTERS:

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

STATION		FORMAT
WIVK	Knoxville	С
WIVK-FM	Knoxville	С
WKDA	Nashville	С
WKDF	Nashville	Α

#### **DODGE POINT BROADCASTING CO.,** INC.

#### **EXECUTIVES:**

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

#### HEADQUARTERS:

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

STATION		FORM/
WDMP	Dodgeville, WI	С
WDMP-FM	Dodgeville, WI	С
KLEH	Anamosa, IA	С

#### **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	ВМ
KOCM-FM	Newport Beach, CA	ВМ
KEXO	Grand Junction, CO	AC

#### DOUBLEDAY BROADCASTING CO., INC.

#### EXECUTIVES:

Gary Stevens, Pres. Richard Anderson, VP

#### HEADQUARTERS:

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

STATION		FORMAT
KPKE	Denver	Α
KDWB	Minneapolis/	R
	St. Paul	
KDWB-FM	Richfield/	Α
	Minneapolis	
KWK	St. Louis, MO	Α
KWK-FM	Granite City/	Α
	St. Louis, MO	
WLLZ	Detroit	Α
'WTFM	New York	AC
*Pending FC	C 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	Α
WCCC-FM	Hartford, CT	Α
WELV	Ellenville, NY	AC
WDRE	Ellenville, NY	ВМ

#### **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	С
KRHD-FM	Duncan, OK	AC

#### EARLDUN BROADCASTING, INC.

#### EXECUTIVES:

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

#### HEADQUARTERS:

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

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

#### **EASTERN BROADCASTING** CORPORATION

#### EXECUTIVES:

Roger A. Neuhoff, Pres. Marie T. Young, VP

#### **HEADQUARTERS:**

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

STATION		FORMAT
wcvs	Springfield, IL	AC
WFMB	Springfield, IL	С
WHUT	Anderson, IN	С
WLHN	Anderson, IN	MM
WRSC	State College, PA	AC
WQWK	State College, PA	Α
WPDC	Elizabethtown, PA	С
WRKZ	Elizabethtown, PA	С

#### **ELTING ENTERPRISES**

#### EXECUTIVE:

John W. Elting, Pres.

#### **HEADQUARTERS**:

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

WSER Elkton, MD	AC
WPED Crozet, VA	С
WCMZ Crozet, VA	С

#### ELYRIA-LORAIN BROADCASTING CO.

#### **EXECUTIVE:**

Paul Nakel, VP/GM

#### HEADQUARTERS:

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

STATION		FORMAT
WEOL	Elyria, OH	N/AC
WBEA	Elyria, OH	ВМ
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



## The beginning of something big(ger)\* in broadcasting.

KCBQ San Diego
Q-105-FM San Diego
KSLQ St. Louis
WMIL-FM Waukesha
K-101 San Francisco
WDRQ Detroit

WDRQ Detroit WOKY Milwaukee

\*Our station group will soon grow to 10 when we become part of Surrey Broadcasting.

John Bayliss, president; Russ Wittberger, executive vice president; Al Casey, national program director; Frank DeFrancesco, vice president, controller.

Charter Broadcasting, 2399 Camino del Rio South, Suite 100, San Diego, CA 92108 (714) 298-3390.

STATION		FORMAT
KLIV	San Jose, CA	BB
KARA	Santa Clara, CA	0
KAHI	Auburn, CA	AC
KHYL	Auburn/	0
	Sacramento, CA	
KQDQ	Eugene, OR	BB

#### **ENTERCOM**

#### **EXECUTIVES:**

Joseph M. Field, Pres. Eugene Levin, Controller

#### **HEADQUARTERS:**

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

STATION		FORMAT
KLEF	Houston	CL
KBRG	San Francisco	SP
KBRD	Tacoma/Seattle	ВМ
KTAC	Tacoma	AC
WEEP	Pittsburgh	С
WDSY	Pittsburgh	С
WAYL	Richfield, MN	AC
WAYL-FM	Minneapolis/	вм
	St. Paul	

#### **ENTERPRISE NETWORK**

#### **EXECUTIVE:**

Harold L. Erickson, Pres.

#### HEADQUARTERS:

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

STATION		FORMAT
KGLE	Glendive, MT	REL
KIVE	Glendive, MT	BM
KGVW	Belgrade, MT	REL
KMZK	Belgrade, MT	BM
KURL	Billings, MT	REL
KKOZ	Billings, MT	BM
KALS	Kalispell, MT	BM
KARR	Great Falls, MT	BM

#### 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	Fairtax/	BM
	Manassas, VA	
WEZS	Richmond	BM
WJOI	Pittsburgh	R
WEZC	Charlotte, NC	BM
WEZB	New Orleans	R

#### **FAIRBANKS BROADCASTING**

#### CO., INC.

#### EXECUTIVES:

Richard M. Fairbanks, Pres./Treas. James C. Hilliard, Exec. VP Richard E. Yancey, VP/Sales Roger S. Snowdon, Asst. Treas.

#### **HEADQUARTERS:**

9333 N. Meridian St., Suite 395

Indianapolis,	ĺΝ	46260
(317) 846-711	1	

STATION		FORMAT
WIBC	Indianapolis	AC
WNAP	Indianapolis	AC
WVBF	Framingham, MA	AC
WKOX	Framingham, MA	N/AC
KVIL	Dallas	AC
KVIL-FM	Dallas	AC
WRMF	West Palm Beach, FL	AC
WJNO	West Palm Beach, Ft	N

#### 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/	С
	Florence, AL	
WRAB	Arab, AL	С

#### 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	Albiun, 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, Ft.	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) 295-2500

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

#### 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	AC
KFMK	Houston, TX	R
KXAM	Scottsdale, AZ	R
KOPA	Scottsdale, AZ	R
KDOT	Provo, UT	AC
KAYK	Provo/	AC
	Salt Lake City	
KBLE-FM	Seattle	R

#### **FORMBY STATIONS**

#### **EXECUTIVE:**

Clint Formby, Managing Dir.

#### **HEADQUARTERS**:

Drawer 1757

Hereford, TX 79045

STATION		FORMAT
KPAN-A/F	Hereford, TX	AC
KLVT	Levelland, TX	AC
KTEM	Temple, TX	AC
KPLE	Temple, TX	С
KTBB	Tyler, TX	AC

#### FORREST BROADCASTING CO., INC.

#### **EXECUTIVES:**

Robert A. Forrest, Pres Grace W. Forrest, VP 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

# FULL\*SERVICE RADIO

- \*defined...
- "... the occupation or function of serving"
- "... the work or action performed by one that serves"
- "...contribution to the welfare of others"
- "...the act of serving"

from Webster's New Collegiate Dictionary

THE GENERAL ELECTRIC AM RADIO STATIONS

KOA Denver

WSIX Nashville

WGY Albany/Schenectady/Troy



KDON	Salinas, CA		С
KBBY	Oxnard-Ventura.	CA	R
KBBQ	Oxnard-Ventura,	CA	С

#### FORWARD COMMUNICATIONS CORP.

**EXECUTIVES:** 

Richard D. Dudley, Pres., Forw. Com. Corp. Jim Esler, Pres./GM, WKAU-A/F Cliff Thompson, Pres./GM, WBGM/WKQE Bob Hilgendorf, Pres./GM, KVGB-A/F Robert McInerny, VP/GM, KWWL David Pierce, VP/GM, KFMW

#### HEADQUARTERS:

114 Grand Ave. (P.O. Box 1088) 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	ВМ
KVOX	Moorhead, MN	AC
KVOX-FM	Moorhead, MN	С
WBGM	Tallahassee, FL	R
WKQE	Tallahassee, FL	С
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

	FORMAT
Lewiston, ID	AC
Lewiston, ID	MM
Orofino, ID	AC
Orofino, ID	С
Grangeville, ID	AC
Grangeville, ID	С
	Lewiston, ID Orofino, ID Orofino, ID Grangeville, ID

#### FORUM COMMUNICATIONS

EXECUTIVES:

William Marcil, Pres. Bill Burn, Exec. VP

#### HEADQUARTERS:

Box 2466 Fargo, ND 58108 (701) 237-6500

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

#### FRASER VALLEY BROADCASTERS LTD.

**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

(004) /3	0-0111	
STATION		FORMAT
CHWK	Chilliwack, BC	AC
CFVR	Abbotsford, BC	AC
CKGO	Hope, BC	AC

#### FRITTS BROADCASTING GROUP

EXECUTIVES:

Edward D. Fritts, Pres. Jerry McElroy, Exec. VP/GM Scottie Scroggins, Adm. Ass't Len Berson, Technical Dir.

#### HEADQUARTERS:

P.O. Box 667 Indianola, MS 38751 (601) 887-1380

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

#### **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/	Α
	Auburn, ME	
WOKQ	Dover/	С
	Portsmouth, NH	
KJJY	Ankeny, IA	С
KCCY	Pueblo, CO	С

#### **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	ВМ
KSTT	Davenport, IA	R
WXLP-FM	Moline, IL	Α
WINZ	Miami	N
WINZ-FM	Miami	AC
KOFM	Oklahoma City	R

#### **GANNETT CO., INC./ RADIO DIVISION**

**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	С
WDOK	Cleveland	ВМ
WVON	Chicago	В
WGCI	Chicago	В

WLQV	Detroit	REL
WCZY	Detroit	ВМ
KSD	St. Louis	С
KSD-FM	St. Louis	AC
WJYW	Tampa	ВМ

#### **GARNETT STATIONS**

**EXECUTIVES:** 

Hugh Garnett, Pres. George Wilburn, GM/VP

#### HEADQUARTERS:

Box 577 Altus, OK 73521 (405) 482-1450

STATION		FORMAT	
KWHW	Aitus, OK	С	
KWHW-FM	Altus, OK	R	
KWON	Bartlesville, OK	AC	

#### GAYLORD BROADCASTING CO.

**EXECUTIVES:** 

Edward L. Gaylord, Chmn./Pres. Crawford P. Rice, Exec. VP

#### HEADQUARTERS:

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

STATION		FORMA
WKY	Oklahoma City	0
KYTE	Portland	С
KLLB	Portland	AC

#### **GAZETTE BROADCAST GROUP**

EXECUTIVES:

Marshal W. Jonnston, Pres. Robert S. Dailey, VP/GM

#### HEADQUARTERS:

1 South Parker Dr. Janesville, WI 53545

STATION		FURMAI
WCLO	Janesville, WI	AC
WJVL	Janesville, WI	ВМ
WBKV	West Bend, WI	AC
WBKV-FM	West Bend, WI	ВМ
WIXN	Dixon, IL	AC
WIXN-FM	Dixon, IL	С
WJMC	Rice Lake, WI	AC
WJMC-FM	Rice Lake, WI	С
KIJV	Huron, SD	AC
KURO	Huron, SD	R
WFHR	Wisconsin Rapids, WI	AC
WWRW	Wisconsin Rapids, WI	R

#### GCC COMMUNICATIONS, INC.

EXECUTIVES:

Alexander M. Tanger, Pres.

#### HEADQUARTERS:

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

STATION		FORMAT
WIFI	Philadelphia Philadelphia	R
WHUE-FM	Boston	BM
WSNY	Boston	BM

#### **GENERAL COMMUNICORP STATIONS**

EXECUTIVE:

Robert G. Herpe, Pres.

#### HEADQUARTERS:

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

STATION **FORMAT** New Haven, CT WPLR Hamden, CT С WSCR WHLY Leesburg/ AC Orlando, FL

#### GENERAL ELECTRIC BROADCASTING CO.

#### **EXECUTIVES:**

Winthrop P. Baker, Jr., Pres. 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 W.JIB Boston BM San Francisco **KFOG** BM

#### **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 вм WEIR Weirton, WV AC

#### GILMORE BROADCASTING CORP.

#### EXECUTIVES:

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

**FORMAT** 

AC R

AC

162 East Michigan Avenue

Kalamazoo, MI 49007 STATION WSVA Harrisonburg, VA WQPO Harrisonburg, VA

#### Jonlin, MO GOETZ BROADCASTING CORP.

#### **EXECUTIVES:**

KODE

Nathan L. Goetz, Pres. Jack Hackman, VP Vern Falk, VP

#### HEADQUARTERS:

200 Mermaid's Bight Naples, FL 33940 (813) 261-2239

STATION		FORMAT
WDLB	Marshfield, WI	AC
WLJY	Marshfield, WI	BM
WFAW	Ft. Atkinson, Wł	AC
WS IV	Et Atkinson Wi	RM

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	С
KCVR	Lodi, CA	SP
KWIN	Stockton/Lodi, CA	AC

#### **GOLDEN WEST BROADCASTERS**

#### EXECUTIVES:

Gene Autry, Chmn./CEO John T. Reynolds, Pres./COO

Michael M. Schreter, VP, Finance & Planning Tony B. Cassara, Pres., Television Div.

#### HEADQUARTERS:

5858 Sunset Blvd. Los Angeles, CA 90028 (213) 460-5656

STATION		FORMAT
WCXI	Detroit	С
WTWR	Detroit	R
KQFM	Portland, OR	AC
KEX	Portland, OR	AC
KSFO	San Francisco	AC
KMPC	Los Angeles	N/T
KVI	Seattle	N/T
KPLZ	Seattle	AC

#### GOLDEN WEST BROADCASTING LTD.

#### EXECUTIVES:

C. P. Loewen, Pres. Elmer Hildebrand, VP/GM David Wiebe, Sales Mor. Ken Wiebe, Comptroller

#### HEADQUARTERS:

Altona, Manitoba, Canada ROG 0B0 (204) 324-6464

STATION		FORMAT
CFAM	Altona, MB	ВМ
CHSM	Steinbach, MB	ВМ
CJRB	Boissevain, MB	ВМ
СНОО	Ajax, ON	С
CKSW	Swift Current, SK	С
CJSN	Shaundvan, SK	С
CHRB	High River, AB	С

#### **GOLDMAN GROUP**

#### **EXECUTIVE:**

Simon Goldman, Pres.

#### HEADQUARTERS:

2 Orchard Road, W.E. Jamestown, NY 14701 (716) 487-1151

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

#### **GOMEZ GROUP**

#### **EXECUTIVES:**

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

#### 608 S. 10th Street

McAllen, TX 78501

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

#### GOOD NEWS BROADCASTING CO.

#### EXECUTIVE:

Gary W. Acker, Owner

#### **HEADQUARTERS:**

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

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

#### **CURT GOWDY BROADCASTING CORP.**

#### 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	0
WEAT	West Palm Beach, FL	С
WEAT-FM	West Palm Beach, FL	ВМ
KOWB	Laramie, WY	AC

#### **GRAY BROADCAST ENTERPRISES**

#### EXECUTIVES:

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

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

#### GREAT EMPIRE BROADCASTING, INC.

#### **EXECUTIVES:**

F. F. Mike Lynch, Pres. Mike Oatman, Exec. VP

#### HEADQUARTERS:

P.O. Box 1402 Wichita, KS 67201 (316) 838-9141

STATION **FORMAT** KFDI-A/F Wichita С

Springfield, MO	С
Omaha	С
Shreveport	С
Shreveport	R
Denver	С
Denver	J
	Omaha Shreveport Shreveport Denver

#### GREATER MEDIA, INC.

#### EXECUTIVES:

Peter A. Bordes, Pres. Frank Kabela, Exec. VP Herbert W. McCord, Group VP, Radio John Zielinski, VP, Finance Dennis R. Ciapura, Group VP, Telecommun. & Eng Julian H. Breen, VP, Radio Prog.

#### **HEADQUARTERS:**

Admin. Affairs

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

Thomas J. Milewski, VP, Legal &

STATION		FORMAT
WCTC	New Brunswick, NJ	AC
WMGQ	New Brunswick, NJ	AC
WPEN	Philadelphia	BB
WMGK	Philadelphia	AC
WHND	Monroe, MI	0
WMJC	Birmingham, MI	AC
WTCO	Smithtown, NJ	BM
WGSM	Huntington, NY	AC
KHTZ	Los Angeles	AC
WGAY-A/F	Washington	BM
WMJX	Boston	AC

#### GREAT LAKES BROADCASTING CO.

#### EXECUTIVES:

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

#### HEADQUARTERS:

763 Broadway P.O. Box 398 Lorain, OH 44052

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

#### **GREAT SCOTT STATIONS**

#### EXECUTIVE:

Herbert Scott, Pres.

#### HEADQUARTERS:

Broadcast Lodge Pottstown, PA 19464 (215) 326-4000

(210) 020	7 4000	
STATION		FORMAT
WPAZ	Pottstown, PA	MM
WTRY	Troy, NY	AC
WPYX	Albany, NY	Α
WTTM	Trenton, NJ	С
WJWL	Georgetown, DE	С
WKST	New Castle, PA	AC
WFEC	Harrisburg, PA	В
WMBO	Auburn, NY	AC
WCHR-FM	Trenton, NJ	REL
WSEA	Georgetown, DE	AC
WFEM	Ellwood City, PA	С
WPCX	Auburn, NY	С

#### GREAT TRAILS BROADCASTING CORP.

**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.

#### **HEADQUARTERS**:

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

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

#### THE GREEN GROUP

#### **EXECUTIVE:**

Howard L. Green, Pres. HEADQUARTERS:

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

	FORMAT
Pleasantville, NJ	AC
Atlantic City, NJ	AC
Elmira, NY	AC
Elmira, NY	BM
	Atlantic City, NJ Elmira, NY

#### GROUP ONE BROADCASTING CO.

#### **EXECUTIVES:**

Roger G. Berk, Sr., Pres. E. F. Devine, Exec. VP Phyllis V. Sımms, VP/Sec'y Roger G. Berk, Jr., VP, Eng. James L. Berk, VP Fred Anthony, VP Radio, Akron Donald L. Kidwell, VP/GM, Dayton Chester A. Maxwell, VP/GM, Dallas Ed Hardy, GM, KLZ Denver Marvin Rosenberg, GM, KAZY Denver

#### HEADQUARTERS:

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

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

#### **GULF CENTRAL RADIO NETWORK**

#### EXECUTIVE:

Donald L. Furr, GM HEADQUARTERS: P.O. Box 707

Columbus, MS 39701 (601) 328-1420 Collect

STATION		FORMAT
WMBC	Columbus, MS	С
WJWF	Columbus, MS	REL
WFOR	Hattiesburg, MS	С
WHER	Hattiesburg, MS	BM

WMPA	Aberdeen.	MS	A
WHAY	Aberdeen.	MS	C

#### HALKER GROUP

#### EXECUTIVE:

Gene Halker, Pres.

#### HEADQUARTERS:

P.O. Box D Ishpeming, MI 49849 (906) 486-9937

STATION FORMAT WJPD-A/F Ishpeming, MI С Iron River, MI WIKB AC WIKB-FM Iron River, MI ММ

#### HALL COMMUNICATIONS, INC.

#### **EXECUTIVES:**

Robert M. Hall, Pres. Richard P. Reed, Exec. VP Milford Fenster, Sec'y Evelyn Wolf, Bus. Mgr.

#### HEADQUARTERS:

Cuprak Road Norwich, CT 06360 (203) 887-1613 Collect

(200) 00	or-1010 Collect	
STATION		FORMA
WICH	Norwich, CT	AC
WCTY	Norwich, CT	С
WNBH	New Bedford, MA	AC
WMYS	New Bedford, MA	MM
WLPA	Lancaster, PA	AC
WNCE	Lancaster, PA	ВМ
WBVP	Beaver Falls, PA	AC
WWKS	Beaver Falls, PA	MM
WLVL	Lockport, NY	AC.

#### HARRIS ENTERPRISES, INC.

#### EXECUTIVE:

Robert Wells, VP

#### HEADQUARTERS:

Box 878

Garden City, KS 67846 (316) 276-3251

STATION		FORMA
KIUL	Garden City, KS	AC
KBUR	Burlington, IA	AC
KGRS	Burlington, IA	R
KTOP	Topeka, KS	0
KDVV	Topeka, KS	R
WJOL	Joliet, IL	AC
WLLI	Joliet, IL	AC
KOZA	Odessa, TX	AC
KSEL	Lubbock, TX	AC
KSEL-EM	Lubback TX	R

#### HARRISCOPE BROADCASTING CORP.

#### EXECUTIVES:

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

#### HEADQUARTERS:

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

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

#### HARTE-HANKS RADIO, INC.

**EXECUTIVES:** 

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

HEADQUARTERS:

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

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

#### HATCH GROUP

#### **EXECUTIVES:**

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

HEADQUARTERS:

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

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

#### **HEARST BROADCASTING GROUP**

EXECUTIVES:

Franklin C. Snyder, VP, Hearst Corp. GM, Broadcasting John G. Conomikes, Exec. VP. Hearst Broadcasting Corp./GM, TV Jack A. W. Shenkan, Dir. Sales, Hearst Broadcasting

HEADQUARTERS:

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

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

#### **HEDBERG BROADCASTING GROUP**

EXECUTIVE:

Box 306

Paul C. Hedberg, Pres HEADQUARTERS:

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	С
KKOK-FM	Morris, MN	BM

#### HEFTEL BROADCASTING CORP.

EXECUTIVES:

Earl McDaniel, Exec. VP Rich Balsbaugh, 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	Α
WIKS	Indianapolis/	R
	Greenfield	
WYYS	Cincinnati/	R
	Fairfield	

#### HENDERSON BROADCASTING CO., INC.

EXECUTIVES:

Henry Lackey, Pres./GM Marty Riemenschneider, VP/Gen'l Sales Mgr.

Gabe Hobbs, PD

Scott Chase, Chief Technician

HEADQUARTERS:

3020 Zion Rd., P.O. Box 418 Henderson, KY 42420 (812) 422-5995 or (502) 825-3923

STATION FORMAT WKDQ Henderson, KY/ R Evansville, IN WSON Henderson, KY/ 0 Evansville, IN

#### HENSON BROADCASTING CO., INC.

EXECUTIVES:

Ed 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	Α	
WAVG	Louisville	AC	
KLOZ	El Paso	С	
KISO	El Paso	AC	

#### **HERNREICH COMMUNITY** BROADCASTING, INC.

EXECUTIVES:

Robert E. Hernreich, Chmn. 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 Fort Smith, AR KEPW AC KXXI Fort Smith, AR R KWBO Hot Springs, AR Α

#### HICKS COMMUNICATIONS INC.

EXECUTIVES:

R. Steven Hicks, Pres. Mark A. Kiester, VP, Marketing Mickey J. Ashworth, VP, Operations

HEADQUARTERS:

27 Sawyer Street P.O. Box 5488 Beaumont, TX 77706 (713) 838-3911

	FORMAT
Beaumont, TX	С
Beaumont, TX	С
Laredo, TX	R
Dallas, TX	С
	Beaumont, TX Laredo, TX

#### HOLIDAY BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

#### HOLT BROADCASTING SERVICE

EXECUTIVES:

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

HEADQUARTERS:

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

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

#### HOME NEWS PUBLISHING CO. **BROADCAST DIVISION**

EXECUTIVES:

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

#### **HEADQUARTERS:**

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

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

#### **HUBBARD BROADCASTING, INC.**

#### EXECUTIVES:

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

#### **HEADQUARTERS**:

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

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

#### **HUMBER VALLEY BROADCASTING** COMPANY, LTD.

#### EXECUTIVES:

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

#### HEADQUARTERS:

P.O. Box 2020

Corner Brook, NFLD A2H 6H5, Canada (709) 634-3111

STATION		FORM/
CFCB	Corner Brook, NFLD	AC
CFSX	Stephenville, NFLD	R
CFGN	Port Aux Basques, NFL	DR
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	R
	City, Labrador	
CFLC-FM	Churchill Falls, Labrado	orR
CFLN	Goose Bay, Labrador	R

#### ILLINOIS BROADCASTING COMPANY

#### **EXECUTIVES:**

Merrill Lindsay, Pres. 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	С
WXXQ	Freeport, IL	R

#### INFINITY BROADCASTING CORP.

#### EXECUTIVES:

Gerald Carrus, Pres. & Treas. Michael A. Wiener, Chmn. & Sec'y Mel Karmazin, Pres., Radio Div.

#### **HEADQUARTERS:**

655 Madison Ave., 11th Fl. New York, NY 10021

(212) 7	'50-6400	
STATION		FORMAT
WBCN	Boston	Α
WIVY	Jacksonville	R
KOME	San Jose	R
WKTU	New York	В
WJIT	New York	SP
WYSP	Philadelphia	Α

#### 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	В
WLIB	New York	В
WLBS	Mt. Clemens, MI	В
KBLX	Berkeley, CA	В
KRE	Berkeley, CA	J
KUTE	Glendale, CA	В
KGFJ	Los Angeles	В

#### **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 Sis. Dev. William Rock, VP/Dir. of Nat'l Program 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	AÇ
KTOK	Oklahoma City	AÇ
KJYO	Oklahoma City	MM
WVCG	Miami/Ft, Lauderdale	ВМ
WYOR	Miami/Ft. Lauderdale	BM

#### INSPIRATIONAL BROADCASTING CORP.

#### **EXECUTIVES:**

John W. Davis II, Pres. Robert W. Ball, VP/GM

#### HEADQUARTERS:

5110 S.E. Stark Portland, OR 97215-1790 (503) 231-7800

STATION		FORMAT
KPDQ	Portland, OR	REL
KPDQ-FM	Portland, OR	REL
KBMC	Eugene, 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,	ÇA	90026
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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 (417) 883-9180

1	FORMA
Las Cruces, NM	С
Las Cruces, NM	С
Clovis, NM	C/SP
Clovis, NM	С
Shreveport, LA	REL
Denison/Sherman, TX	Ç
Denison/Sherman, TX	R
	Las Cruces, NM Las Cruces, NM Clovis, NM Clovis, NM

#### JEFFERSON-PILOT BROADCASTING

#### EXECUTIVES:

W. J. Jorgenson, Pres. James G. Babb, Jr., Exec. VP Cullie M. Tarleton, Sr. VP/Radio G. Andrew Bickel, Assist. VP/Nat'l Program Dir.

#### HEADQUARTERS:

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

STATION		FORMA
WBT	Charlotte, NC	AC
WBCY	Charlotte, NC	R
WBIG	Greensboro, NC	AC
WWIL	Wilmington, NC	В
WHSL	Wilmington, NC	R
WQXI	Atlanta	R
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	Α

#### JONSSON COMMUNICATIONS CORP.

#### EXECUTIVES:

Kenneth A. Jonsson, Pres./Treas. David Mark Jonsson, VP

Donald	C. McDaniel, Sec'y	
HEADQUAR		
	Ishire Blvd., Suite 996	
	Monica, CA 90401	
STATION	51-3230	FORMAT
KROY	Sacramento	R
KROY-FM		AC
KROI	Reno	0
,		
KATZ BR	OADCASTING COM	PANY
EXECUTIVE	S:	
	d A. Ferguson, Pres.	
	Morley, VP/Sales	
	glish, VP/Adm. I Weinstein, VP/Finance	
HEADQUAR		•
	ity Plaza	
	oort, CT 06604	
	66-9321	
STATION WEZN	Bridgeport, CT	FORMAT BM
WAAF	Worcester, MA	A
WFTQ	Worcester, MA	AC
WZZK	Birmingham, AL	С
KWEN	Tulsa, OK	С
.MDBO-EF	Orlando A Orlando	AC BM
	CC approval	DIVI
MAVE SN	IITH RADIO	
EXECUTIVE:		
	M. Smith, Exec. Dir.	
HEADQUAR	TERS:	
P.O. Bo		
(206) 45	e, WA 98009	
STATION	10-0923	FORMAT
KISW	Seattle	A
KXL	Portland, OR	ВМ
KXL-FM	Portland, OR	ВМ
KJRB KEZE	Spokane Spokane	AC
NEZE	Spokane	ВМ
	ISTER STATIONS	
EXECUTIVE:	eister, Pres.	
HEADQUART		
P.O. Bo		
	ville, IN 46151	
(317) 34	2-3394	
STATION WCBK-A/F	Martinsville, IN	FORMAT AC
WCHO-A/F		AC
	Court House, OH	7.0
WCNB-A/F	Connersville, IN	AC
THE KEV	MARKET GROUP	
EXECUTIVES		
	Rothfuss, Pres.	
	. Confer, VP	
HEADQUART		
	est Lake Drive	
(404) 86	z, GA 30907 0-6503	
STATION		FORMAT
WSSL	Greenville, SC	С
WJDX	Jackson, MS	AC
WZZQ	Jackson, MS	С

**KSSN** 

Little Rock, AR

C

WKRT	Cortland,	NY	С
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 Sacramento KFBK N/T KAER Sacramento ВМ

#### 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 Α (Syracuse) WCGR Canandaigua, NY AC (Rochester) WDNY Dansville, NY AC WFLC Canandaigua C (Rochester)

#### **ROBERT I. KIMEL STATIONS**

**EXECUTIVES:** 

Robert I. Kimel, Pres. David R. Kimel, VP Alan H. Noyes, VP John O. Kimel, Treas. **HEADQUARTERS:** 

U.S. Route 7

St. Albans, VT 05478 (802) 524-2133

STATION		FORMAT
WWSR	St. Albans, VT	MM
WLFE	St. Albans, VT	С
WSNO	Barre, VT	С
WORK	Barre, VT	AC

#### KING BROADCASTING CO.

**EXECUTIVES:** 

Dorothy S. Bullitt, Principal Owner Harriet B. Rice, Principal Owner Priscilla B. Collins, Principal Owner Jim Kime, Radio VP

HEADQUARTERS:

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

STATION		FORMAT
KYA	San Francisco	R
KYA-FM	San Francisco	Α
WRTH	St. Louis	ВМ
KGW	Portland, OR	R
KINK	Portland, OR	Α
KREM	Spokane	R
KREM-FM	Spokane	Α
KING	Seattle	MM
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	С
WSBI	Brunswick, GA	AC
WTJS	Jackson, TN	AC
WKIR	Jackson, TN	С
WUNI	Mobile, AL	С
KVOL	Lafavette, 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		FORMA
KLER	Orofino, ID	AC
KLER-FM	Orofino, ID	ВМ
KORT	Grangeville, ID	AC
KORT-FM	Grangeville, ID	С
KOZE	Lewiston, ID	AC
KOZE-FM	Lewiston, ID	BM

#### **KNIGHT QUALITY GROUP STATIONS**

EXECUTIVES:

Norman Knight, Pres. N. Scott Knight, VP Barbara Neale, VP Edith Argerow, Sec'y

**HEADQUARTERS**:

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

STATION		FORMA
WSAR	Fall River, MA	N/T
WSRS	Worcester, MA	BM
WEIM	Fitchberg, MA	AC
WGIR	Manchester, NH	AC
WGIR-FM	Manchester, NH	AC
WHEB	Portsmouth, NH	AC
WHER-EM	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-A/F	Muskegon Hgts., MI	REL

#### 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

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

KXOJ, INC.

EXECUTIVE:

Michael P. Stephens, Owner & Pres.

HEADQUARTERS:

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

**FORMAT** STATION 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 Dodge City, KS AC KEDD **KSCB** Liberal, KS AC Liberal, KS ММ **KEZS** Ft. Collins, CO С KHX Ft. Collins, CO KTCL Α

#### **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 Seattle 0 KXA R **KYYX** Seattle KUUZ Nampa-Boise, ID R REL KCKO Spokane North Bend, OR KOOS C KSVC Richfield, UT C Richfield, UT KKWZ

#### **LEW LATTO GROUP OF NORTHLAND RADIO STATIONS**

EXECUTIVES:

Lew Latto, Pres. Warren Randolph, VP

**HEADQUARTERS:** 

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

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

#### LESSO, INC./ NORMAN BROADCASTING, INC.

EXECUTIVE:

Larry Steckline, Pres./Owner

**HEADQUARTERS**:

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

STATION FORMAT **KWLS** Pratt, KS С С KWLS-FM Pratt, KS **KSLS** Liberal, KS С **KJLS** Hays, KS C WNAD Norman, OK

#### LIGGETT BROADCAST GROUP, INC.

**EXECUTIVES:** 

Robert G. Liggett, Jr., Chmn. Donald L. Layman, Treas. Nelle M. Giles, Comptroller Irving LLaing, Corporate Engineer

**HEADQUARTERS:** 

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

STATION	F	ORMAT
WFMK	East Lansing, MI	AC
WHNN	Bay City/Saginaw, MI	Α
WLOL	St. Paul/	AC
	Minneapolis	
WZZR	Grand Rapids, MI	AC
WLFF	Cayce/	
	Columbia, SC	ВВ
WZLD	Columbia, SC	AC

#### LIN BROADCASTING CORP.

**EXECUTIVES:** 

Donald Pels, Pres./Chmn William P. Eaton, Jr., VP/Operations Arnold S. Blauweiss, VP/Finance

HEADQUARTERS:

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

STATION		FORMAT
WIL-A/F	St. Louis	С
WBBF	Rochester	AC
WMJQ	Rochester	Α
KILT-A/F	Houston	С
WFIL	Philadelphia	С
WUSL	Philadelphia	С
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	С
KTOE	Mankato, MN	AC
KMHL	Marshall, MN	С
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

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

#### 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	С
WLBH-FM	Mattoon, IL	BM
WHOW	Clinton, IL	С
WHOW-FM	Clinton, IL	вм
WERT	Van Wert, OH	MM
WERT-FM	Van Wert, OH	MM
WBAR	Bartow, FL	0

#### LONG-PRIDE BROADCASTING, CO.

**EXECUTIVE:** 

H. Roger Dodson, Exec. VP

**HEADQUARTERS:** 

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

STATION **FORMAT KEYN-FM** Wichita, KS 0 Wichita, KS KOAM

#### LOTUS COMMUNICATIONS CORP.

**EXECUTIVES:** 

Howard A. Kalmenson, Pres. Norman L. Posen, Exec. VP/CEO Benjamin Mehr, Treas./Comptroller Jerry Roy, VP, Bdcst. Standards & Compliance

**HEADQUARTERS**:

801 S. Rancho, Bldg. E, Suite 2B Las Vegas, NV 89106

(702) 384-1211

(102) 304	4-1211	
STATION		FORMA"
KTKT	Tucson	R
KLPX	Tucson	Α
KWKW	Los Angeles	SP
KFSD	San Diego	CL
KENO	Las Vegas	R
KENO-FM	Las Vegas	Α
KONE	Reno	С
KVAR	San Antonio	SP
KOZZ	Reno	Α
KOXR	Oxnard, CA	SP

#### LYON RADIO STATIONS

**EXECUTIVES:** 

R. A. Lyon, Pres.

Allen Lyon, Sec'y/Treas. Anne Lyon, VP HEADQUARTERS:

Box 886

Wadesboro, NC 28170 (704) 694-3969

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

#### 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 Hollidaysburg, PA ММ WTGC Lewisburg, PA AC

#### MALRITE COMMUNICATIONS GROUP, INC.

EXECUTIVES:

Milton Maltz, Chmn. 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. Neil J. Konigsberg, Asso. Counsel

HEADQUARTERS:

1200 Statler Officer Tower Cleveland, OH 44115 (216) 781-3010

00.0	
	FORMAT
Cleveland	С
Cleveland	Α
Milwaukee	0
Milwaukee	R
Minneapolis/St. Paul	BM
Minneapolis/St. Paul	BM
Rochester	С
Rochester	BM
San Francisco/	С
Oakland	
San Francisco	С
	Cleveland Milwaukee Milwaukee Minneapolis/St. Paul Minneapolis/St. Paul Rochester Rochester San Francisco/ Oakland

#### MANN MEDIA

EXECUTIVES:

Bernard Mann, Pres. David Spivey, Chief Fin. Officer Pat Gainey, Dir. of Marketing

HEADQUARTERS:

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

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

MARK MEDIA GROUP (J. Ardell Sink Stations) EXECUTIVES:

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

HEADQUARTERS:

717 F. Main Street Burnsville, NC 28714 (704) 682-6221 Collect

STATION		FORMAT
WKYK	Burnsville, NC	С
WCSL	Cherryville, NC	AC
WPKZ	Pickens, SC	С
WKHJ	Holly Hill, SC	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	В
WNOR-FM	Norfolk, VA	Α

#### MAUMEE VALLEY BROADCASTING, INC.

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	ВМ

#### THE WENDELL MAYES STATIONS

EXECUTIVES:

Wendell Mayes, Jr., Pres. Mel Z. Gilbert, VP Parker M. Humes, VP Bill R. O'Connell, VP Robert E. Woodman, VP

HEADQUARTERS:

P.O. Box 2197 Austin, TX 78768 (512) 477-9841

STATION		FORMAT
KCRS	Midland, TX	AC
KCSW	San Marcos/	AC
	Austin, TX	
KCWM	Victoria, TX	С
KNOW	Austin, TX	AC
KSNY	Snyder, TX	С
KSNY-FM	Snyder, TX	BM
KVIC	Victoria, TX	AC
KWMJ	Midland/	BM
	Odessa, TX	

#### McCLATCHY BROADCASTING CO.

EXECUTIVES:

C. K. McClatchy, Pres. Ramsey G. Elliott, Exec. VP/ Dir. of Brdcst. Dave Metts, Dir. of Eng.

Carolyn Vind, Bus. Planning Coordinator HEADQUARTERS:

P.O. Box 15779

Sacramento, CA 95813

(916) 446-9677

(0.0) 44	0 0011	
STATION		FORMAT
KFBK	Sacramento	N/T
KAER	Sacramento	ВМ
KMJ	Fresno	N/T
KNAX	Fresno	AC
KBEE	Modesto	AC
KBEE-FM	Modesto	BM
кон	Reno	N/T
KNEV-FM	Reno	BM

#### McCLURE BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

Box 1537

Columbus, GA 31994 (404) 324-0338

	FORMAT
Columbus, GA	MM
Columbus, GA	R
Canton, GA	REL
Canton, GA	С
Athens, GA	AC
	Columbus, GA Canton, GA Canton, GA

#### McCORMICK COMMUNICATIONS, INC.

EXECUTIVES:

William M. McCormick, Pres. Kevin Thornton, Controller

HEADQUARTERS:

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

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

#### 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, DC 20036 (202) 296-8995

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

#### McPHERSON MEDIA, INC.

**EXECUTIVES:** 

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

**HEADQUARTERS**:

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

STATION FORMAT Olney, IL AC WVLN WSEI Olney, IL R WRBI Batesville, IN AC Grove, OK KGVE 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 AC Juneau, AK KJNO **KIFW** Sitka, AK AC Ketchikan, AK AC KTKN

#### MERCURY BROADCASTING CORP.

EXECUTIVES:

Joseph Somerset, Pres. Bill Weaver, Exec. VP/GM, WWCO David Quinn, VP/GM, WNLC/WTYD

HEADQUARTERS:

2030 Strait's Turnpike Middlebury, CT 06762 (203) 758-8542

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 Avenue New York, NY 10017 (212) 599-3388

STATION		FORMAT
wow	Omaha, NE	AC
KEZO-FM	Omaha, NE	R
ксмо	Kansas City	N
KCEZ-FM	Kansas City	BM
WGST	Atlanta	N
WPCH	Atlanta	BM

#### MESA BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

**Suite 3910** 135 South LaSalle St Chicago, IL 60603 (312) 346-7900

**FORMAT** STATION Grand Junction, CO C KQIL Grand Junction, CO R KQIX

KUUY Cheyenne, WY С KKAZ Cheyenne, WY

#### **METROMEDIA RADIO**

**EXECUTIVES:** 

George Duncan, Pres. Bill Ward, Exec. VP Vicki Callahan, VP Pauline Blake, Controller

HEADQUARTERS:

1 Harmon Plaza Secaucus, NJ 07094

STATION		FORMA
KLAC	Los Angeles	С
KMET	Los Angeles	Α
WIP	Philadelphia	AC
WMMR	Philadelphia	Α
KRLD	Dallas	N
WNEW	New York	BB
WNEW-FM	New York	Α
WCBM	Baltimore	AC
KJR	Seattle	AC
WOMC	Detroit	AC
WMET	Chicago	Α
WASH	Washington, DC	AC
TSN	Dallas	N
KHOW	Denver	AC
*WWBA	St. Petersburg/Tampa	BM
*Pending FCC	approval	

#### **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/	R
	Miami	
WHTT	Miami	SP
KEZK	St. Louis	BM
WPKX	Washington, DC	С
WVKX	Washington, DC	С
WCKX	Tampa/	AC
	St. Petersburg	

#### 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 CO., 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	С
WYRQ	Little Falls, MI	AC
WMMQ	Charlotte, MI	AC

#### MID AMERICA MEDIA

**EXECUTIVES:** 

Reva G. Small, Pres. Susanne S. Bergeron, VP Leslie H. Small, VP Stephen B. Small, VP

Howard H. Frederick, Exec. Dir. of Bostg. Robert J. Hawkins, Exec. Asst to Pres. 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	Moline, IL	ВМ
WQUA	Moline, IL	AC
WTRX	Flint	AC
WIRL	Peoria	AC
WSWT	Peoria	BM
KIOA	Des Moines	AC
KMGK	Des Moines	R
WIRE	Indianapolis	С
WXTZ	Indianapolis	ВМ
WKAN	Kankakee, IL	AC
KBEZ	Tulsa	BM

#### MID ATLANTIC NETWORK, INC.

**EXECUTIVES:** 

John P. Lewis, Pres. David P. Lewis, VP **HEADQUARTERS:** 

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

STATION		FORM#
WINC	Winchester, VA	AC
WQUS	Winchester, VA	С
WHYL	Cartisle, PA	С
WZUE	Carlisle, PA	AC
WAYZ-A/F	Waynesboro, PA	С
WELD	Fisher, WA	С
WSIG	Mt. Jackson, VA	С
WFVA-A/F	Fredericksburg, VA	AC

#### MIDNIGHT SUN BROADCASTING, INC.

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 AC KFAR Fairbanks, AK KINY Juneau, AK AC AC KTKN Ketchikan, AK

#### **MID-WEST FAMILY STATIONS**

**EXECUTIVES:** 

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

HEADQUARTERS:

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

ST	ATION		FORMAT
WI	SM-A/F	Madison	AC
WI	TL-A/F	Lansing	С
WI	ZM	La Crosse, WI	AC
WI	ZM-FM	La Crosse, WI	R
W	MAY	Springfield, IL	С
W	OSH	Oshkosh, WI	R
W١	YTL	Oshkosh, WI	С
WS	SJM	St. Joseph/	R
		Benton Harbor, MI	
WI	RX	St. Joseph, MI	С
W	KKN	Rockford, IL	С
W١	/FE	Rockford, IL	Α

#### MIDWEST RADIO CORP.

EXECUTIVES:

Larry Lakoduk, Pres. James Lakoduk, Exec. VP

HEADQUARTERS:

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

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

#### 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 LTD.

EXECUTIVES:

Randall Moffat, Pres. James W. McLaughlin, VP/GM,

Radio Admin.

Chuck McCoy, Program Coordinator, Radio Div.

**HEADQUARTERS**:

415-1661 Portage Avenue

Winnipeg, Manitoba, Canada R3J 3T7 (204) 774-2461

STATION **FORMAT** CJJD Hamilton, Ontario, CN AC CKY Winnipeg, MB R CITI Winnipeg, MB Moose Jaw/Regina, SKR CHAR CHED Edmonton, AB R CKXL Calgary, AB R Calgary, AB **CHFM** AC **CKLG** Vancouver, BC R **CFOX** Vancouver, BC Α

#### MONTROSE BROADCASTING CORP.

**EXECUTIVES:** 

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

HEADQUARTERS:

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

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

#### **MOODY RADIO NETWORK**

EXECUTIVES:

Robert Neff, Dir. of Broadcasting Robert Caithamer, Network Tech. Dir.

HEADQUARTERS:

The Moody Bible Institute of Chicago 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
WGNB	St. Petersburg, FL	REL
WKES	St. Petersburg, FL	REL
WRMB	Boynton Beach, FL	REL

#### MOONEY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

#### MORTENSON BROADCASTING CO.

**EXECUTIVES:** 

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

**HEADQUARTERS:** 

Peoples Merchants Trust Bidg. 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 BROADCASTING CO.

EXECUTIVES:

James T. Lynagh, Pres

A. Bruce Buchanan, Exec. VP, Radio Paul W. Fiddick, Sr. VP. Radio

**HEADQUARTERS:** 

P.O. Box 1330 Greenville, SC 29602 (803) 298-4243

STATION		FORMAT
WFBC	Greenville, SC	0
WFBC-FM	Greenville, SC	AC
KAAY	Little Rock	0
KLPQ	Little Rock	R
KEEL	Shreveport, LA	AC
KMBQ	Shreveport, LA	Α
WAKY	Louisville	0
WVEZ	Louisville	вм
WEZW	Milwaukee	ВМ
WMAZ	Macon, GA	AC
WMAZ-FM	Macon, GA	R
WWNC	Asheville, NC	С

#### MUSICRADIO, INC.

EXECUTIVES:

Darryl Nixon, Chmn./Pres. Rick Goines, Exec. VP/Sec'y Lestie Nixon, Treas.

HEADQUARTERS:

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

STATION **FORMAT** wocq Berlin-Ocean City, MD AC WCPQ С Havelock/

Cherry Point, NC **WMSQ** Havelock/ AC

Cherry Point, NC

#### NATIONAL BROADCASTING CO., INC. **RADIO GROUP**

EXECUTIVES:

Richard P. Verne, Pres. Robert Sherman, Exec. VP/NBC Radio Alexander Law, VP/Programming

Robert Mounty, VP/Marketing Chuck Renwick, Exec. VP, Radio Network Dev.

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	AC
WMAQ	Chicago	С
WKQX	Chicago	AC
KNBR	San Francisco	AC
KYUU	San Francisco	AC

#### NATIONWIDE COMMUNICATIONS INC.

**EXECUTIVES:** 

Clark Pollock, VP & GM Willard W. Hoyt, VP/Treas. Steven P. Berger, GM/Radio Evelyn M. Keseg, Corp. Sec'y Patricia L. Glassburn, Assist. Treas.

HEADQUARTERS.

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

STATION		FORMAT
WPOC	Baltimore	С
WGAR	Cleveland	AC
WKSW	Cleveland	С
WNCI	Columbus, OH	AC
WLEE	Richmond, VA	AC
WKZL	Winston-Salem, NC	Α
WSHH	Pittsburgh	BM

#### 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 С KWPM-FM West Plains, MO AC KALM Thayer, MO Mammoth Springs, AR KAMS KUKU Willow Springs, MO C KIRK Branson, MO AC кнвм Branson, MO

#### **NEIGHBORHOOD COMMUNICATIONS** CORP.

#### **EXECUTIVES:**

Morton G. Thalhinner, Jr., Pres. Ruth Doumlele, Bus. Mgr. Tom Kita, Eng. Dir.

#### HEADQUARTERS:

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

STATION FORMAT WJJS Lynchburg, VA В **WLGM** Lynchburg, VA AC WKGN Knoxville, TN AC

#### NEWHOUSE BROADCASTING CORP.

#### EXECUTIVES:

E. R. Vadeboncoeur, Pres. Robert Miron, Exec. VP Hugh Barr, GM, WSYR

#### **HEADQUARTERS:**

2 Clinton Square Syracuse, NY 13203 (315) 472-9797

STATION		FORMAT
WSYR	Syracuse	AC
WSYR-FM	Syracuse	Α
WTPA	Harrisburg	AC
WAPI	Birmingham	AC
WAPI-FM	Birmingham	BM

#### **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	С
WALT	Meridian, MS	BM
WQIS	Laurel, MS	В
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 West 19th St El Dorado, AR 71730 (501) 862-0202 Collect

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

#### NORTHEAST COMMUNICATIONS CORP.

#### **EXECUTIVES:**

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

#### HEADQUARTERS:

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

STATION		FORMAT
WSPR	Springfield, MA	AC
WFTN	Franklin, NH	AC
WABK-FM	Gardiner/	AC
	Augusta, ME	
WABK	Gardiner MF	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 Ave. 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 Ave Roseville, MN 55113 (612) 636-4900

STATION		FORMAT
KTIS-A/F	Minneapolis	REL
KNWS-A/F	Waterloo, IA	REL
KFNW-A/F	Fargo, ND	REL

KNWC-A/F	Sioux Falls, SD	REL
WNWC	Madison, WI	REL

#### NUTMEG GROUP

#### EXECUTIVES:

Herbert C. Rice, Chmn. Ethel A. Rice, Sec'y/Treas Michael C. Rice, Pres./CEO Colin K. Rice, Exec. VP

#### HEADQUARTERS:

948 Main Street Willimantic, CT 06226 (203) 423-1621

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

#### **OCEAN COAST PROPERTIES**

#### **EXECUTIVES:**

Philip L. Corper, Pres. Roy Edwards, VP/Treas Robert Gold, VP/GM

#### **HEADQUARTERS:**

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

STATION		FORMA
WPOR	Portland, ME	С
WPOR-FM	Portland, ME	С
WFEA	Manchester, NH	AC

#### OK RADIO GROUP LTD.

#### **EXECUTIVES:**

R. S. (Stu) Morton, Managing Dir. Larry Snelgrove, GSM/Mgr., CFOK Stan Bates, Mgr., CIOK Dave Cummins, Mgr., CJOK

#### HEADQUARTERS:

Box 1800

Westlock, AB T0G 2L0 Canada (403) 420-6283 Collect

STATION		FORMA
CFOK	Westlock, AB	С
CIOK	St. Paul, AB	С
CIOK-I	Grand Center, AB	С
CJOK	Ft. McMurray, AB	AC

#### **FARNELL O'QUINN RADIO STATIONS**

#### **EXECUTIVES:**

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

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

(912) 30/	7-3000	
STATION		FORMAT
WUFE	Baxley, GA	С
WULF	Alma, GA	С
WUFF	Eastman, GA	С
WUFF-FM	Eastman, GA	R

#### **OUTLET BROADCASTING CO.**

#### EXECUTIVES:

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

#### HEADQUARTERS:

111 Dorrance Street

(401) 751	-1110	
STATION		FORMAT
KIQQ	Los Angeles	R
WIOQ	Philadelphia	Α
WDBO	Orlando	AC
WDBO-FM	Orlando	BM
WQRS	Detroit	CL
WTOP	Washington, DC	N
WSNE	Taunton/Providence	AC

### **PACIFICA FOUNDATION**

Providence, RI 02903

### EXECUTIVES:

Peter Franck, Pres. Sharon Maeda, VP/Exec. Dir. Ying Lee Kelley, Sec'y Milton Zisman, Treas.

### HEADQUARTERS:

5316 Venice Blvd. Los Angeles, CA 90019-5296 (213) 931-1625

STATION FORMAT Los Angeles KPFK **KPFA** Berkeley WBAI New York City Houston KPFT WPFW Washington, DC \*Non-Commercial

### PARK BROADCASTING

### **EXECUTIVE:**

William L. Fowler, VP/Radio

### **HEADQUARTERS:**

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

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

### PATTEN COMMUNICATIONS CORP.

### EXECUTIVES:

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

### HEADQUARTERS:

27200 Lahser Road Southfield, MI 48034 (313) 353-4520

STATION		FORMAT
WKHM	Jackson, MI	AC
WJXQ-FM	Jackson, MI	R
WNJY	Riviera Beach, FL	BM
KLNT	Clinton, IA	С
KNJY	Clinton, IA	BM
KAAR	Vancouver WA	AC

### PEMBROOK PINES INC.

### EXECUTIVES:

Robert J. Pfuntner, Pres./GM Eugene A. Pfuntner, VP Phebe A. Pfuntner, Treas. Dixie A. Jones, Sec'y

### HEADQUARTERS:

P.O. Box 508 Wellsville, NY 14895 (716) 593-2247

STATION		FORMAT	
WACK	Newark, NY	MM	
WELM	Elmira, NY	AC	
WLVY	Elmira, NY	R	

### PENOBSCOT BROADCASTING CORP.

### EXECUTIVES:

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

### **HEADQUARTERS:**

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

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

### PEORIA JOURNAL STAR STATIONS

### EXECUTIVES:

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

### HEADQUARTERS:

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

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

### PLOUGH BROADCASTING CO., INC.

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	С
WVEE	Atlanta	R
WCAO	Baltimore	AC
WXYV	Baltimore	В
WJJD	Chicago	С
WJEZ	Chicago	С
WMPS	Memphis	С
WHRK	Memphis	R
WSUN	St. Petersburg/	С
	Tampa	
WQXM	Clearwater/	Α
	St. Pete/Tampa	

WMLX	Cincinnati	ВВ
WUBE	Cincinnati	С

### PONCE BROADCASTING CORP.

### EXECUTIVES:

J. H. Conesa, Sr., Pres. J. H. Conesa, Jr., GM HEADQUARTERS:

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

STATION		FORMAT
VLEO	Ponce, PR	AC
VZAR	Ponce, PR	AC
VKFE	Yauco, PR	AC
VLEY	Cayey, PR	AC

### PRIME TIME BROADCASTING OF ALASKA

### EXECUTIVES:

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

### HEADQUARTERS:

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

STATION		FORMAT
KYAK	Anchorage	С
KGOT	Anchorage	AC
KIAK	Fairbanks	C

### PRINCE GEORGE BROADCASTING LTD.

### **EXECUTIVES:**

Ron Fast 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**

### EXECUTIVE:

William K. Ulerich, Chmn

### HEADQUARTERS:

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

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

### Q BROADCASTING LTD.

### **EXECUTIVES:**

Jack Stark, Pres. Noel Hulla, VP Sales

Maurice Foisy, VP Programming Gordon Leighton, GM/Prince George

FORMAT

ММ

вм

AC

Ç

### HEADQUARTERS:

1134 Burrard St

Vancouver, BC V6Z1Y8 Canada (604) 682-3141

STATION CHQM Vancouver CHQM-FM Vancouver CKPG Prince George

### QUALITY BROADCASTING CO., INC.

Prince George

CIOI

Ron Kirby, GM

### **HEADQUARTERS:**

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

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

### QUALITY BROADCASTING CORP.

### EXECUTIVES:

Alfredo R. deArellano, Jr., Pres Sebastian Robiou, VP/Mgr. Guillermo Bonet, Dir. of Eng. Ismael Nieves, Sales Mor.

### **HEADQUARTERS:**

P.O. Box 13427 San Juan, PR 00908

STATION **FORMAT** WQBS San Juan, PR SP San Juan, PR WIOR-FM SP

### **QUIN-ABI BROADCASTING**

### **EXECUTIVES:**

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

### **HEADQUARTERS:**

Westside Drive Tullahoma, TN 37388 (615) 455-2607

(015) 455-	-2007	
STATION		FORMAT
WBGY-FM	Tullahoma, TN	R
WBGY	Tullahoma, TN	С
WLHQ	Enterprise, AL	R
WIRB	Enterprise, AL	C

### **RADIO AMERICAS CORPORATION**

### **EXECUTIVES:**

Alfredo R. deArellano, Jr., Pres. Guillermo Bonet, Dir. of Engineering Joe Diaz, Mgr.

### HEADQUARTERS:

P.O. Box 43 Mayaguez, PR 00708 (809) 832-4640

**STATION FORMAT** WORA Mayaguez, PR SP WIOA Mayaguez, PR SP

### 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

	FORMAT
Annapolis, MD	AC
Annapolis, MD	BM
Hagerstown, MD	AC
Hagerstown, MD	С
Dover, DE	AC
Dover, DE	С
Burlington, NC	AC
Burlington, NC	С
Clarksburg, WV	С
Clarksburg, WV	С
Oak Ridge, TN	AC
Oak Ridge, TN	Ç
	Annapolis, MD Hagerstown, MD Hagerstown, MD Dover, DE Dover, DE Burlington, NC Burlington, NC Clarksburg, WV Clarksburg, WV Oak Ridge, TN

### 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	Α
WPIC	Sharon, PA	AC
WYFM	Sharon, PA	R
WCNF	Whitehall, MI	С
WTRU	Muskegon, MI	AC
WMGW	Meadville, PA	AC
WZPR	Meadville, PA	С
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	Α
KLAK	Lakewood, CO	С
KPPL	Lakewood, CO	AC
WIBA	Madison, WI	AC
WIBA-FM	Madison WI	Α

### RESEAU DES APPALACHES

### EXECUTIVE:

Francois Labbe, Pres.

### HEADQUARTERS:

327 Ave. Labbe Thetford Mines Quebec, Canada (418) 335-7533

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

### **RESULT RADIO GROUP**

### EXECUTIVES:

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

### HEADQUARTERS:

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

STATION		FORMA'
KAGE	Winona, MN	AÇ
KAGE-FM	Winona, MN	AC
KBRF	Fergus Falls, MN	C
KBRF-FM	Fergus Falls, MN	AÇ
KBEW	Blue Earth, MN	С

### REX BROADCASTING CORP.

### EXECUTIVES:

Jim Slone, Pres.

Philip Richardson, VP/Sales, KCUB Jim Arnold, VP/GM, KROD/KLAQ

### HEADQUARTERS:

Tucson, AZ 85703 (602) 887-1000 Collect

STATION		FORMA
KCUB	Tucson	С
KLAQ	El Paso	Α
KROD	El Paso	ВМ

### JAMES RIVERS STATIONS

### **EXECUTIVES:**

James S, Rivers, Pres. Ron Rivers, VP/Nat'l-Reg. Sis. Mgr. Tobby Rivers, VP/Nat'l-Reg. Sis. Mgr.

Sara Howell, Bus. Mgr./Sec'y/Treas.

### HEADQUARTERS:

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

STATION		FORMAT
WMJM	Cordele, GA	AÇ
WFAV	Cordele, GA	С
WJIZ	Albany, GA	В
WTJH	East Point	REL
	(Atlanta), GA	

### **RKO RADIO**

### **EXECUTIVES:**

Thomas F. O'Neil, Chmn./RKO General, Inc. Hubert DeLynn, Exec. VP/RKO General, Inc. Frank Shakespeare, Pres./RKO General, Inc. Robert J. Williamson, Pres./RKO Radio Jerry Lyman, Pres./FM Div. 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	Т
WOR	New York	Т
WGMS-A/F	Washington	CL
WHBQ	Memphis	AC
KHJ	Los Angeles	С
KFRC	San Francisco	R
WROR	Boston	AC
WRKS	New York	D

WAXY	Ft. Lauderdale	AC	ROUNSA	ILLE RADIO STAT	TIONS	*KWKI	Kansas City	REL
WFYR	Chicago	AC	EXECUTIVES	<b>3</b> :		*Pending F	CC approval	
KRTH	Los Angeles	AC	Robert	W. Rounsaville, Pres.				
			Mary B	Bush, Exec. VP			TARTIAN ING	
			HEADQUAR	TERS:			TARZIAN, INC.	
	BROADCASTING			Shadowlawn Ave., N	E	EXECUTIVE		
EXECUTIVES:			Atlanta	GA 30305			Tarzian, Chmn.	
	Roberts, Pres.		(404) 20				Tarzian, Pres.	
	Vaughan, Exec. VP		STATION		FORMAT		apham, VP, Finance	
Philip We			WLOF	Orlando	R		Tarzian, General Cou	
HEADQUARTI			WBJW	Orlando	R		Holben, GM, WTTS/W	/GTC
90 South				***************************************			argo, GM, WPTH	
Ware, M/							olar, GM, WATI	
(413) 967	7-6231	500445	RUST CO	MMUNICATIONS G	ROUP, INC.	HEADQUAR		
STATION		FORMAT	EXECUTIVE	<b>S</b> :		P.O. Bo		
WARE	Ware, MA	AC AC	William	F. Rust, Jr., Pres.			ngton, IN 47402	
WUPE	Pittsfield, MA		Karl Sig	pel, Controller			32-7251	_
WUHN	Pittsfield, MA	BB	HEADQUAR	TERS:		STATION		FORMAT
			P.O. Bo	x 1378		WTTS	Bloomington, IN	AC
ROBERTS	BROADCASTING,	INC.	Leesbu	rg, VA 22075		WGTC	Bloomington, IN	С
EXECUTIVES:	-		(703) 7	77-7550		WPTH	Ft. Wayne, IN	AC
	ld Roberts, Jr., Pres.		STATION		FORMAT	WATI	Indianapolis	ВМ
	Smith, VP		WHAM	Rochester	AC			
HEADQUART			WHFM	Rochester	R	SBI, INC.		
	Walton Tr.		WPTR	Albany	С	.,	e.	
	Flambeau, WI 54538		WFLY	Troy	R	EXECUTIVE	s: IT. Shadek, Pres.	
(715) 588			WAEB	Allentown, PA	AC			
STATION		FORMAT	wxkw	Allentown, PA	С	•	/. Perkins, Controller	ata Onaratio
WJMS	Ironwood, MI	AC	WNOW	York, PA	С		Johns, VP of Corpora	are Obergiio
WIMI	Ironwood, MI	AC	WQXA	York, PA	R	HEADQUAR		
WJMT	Merrill, WI	AC	WRNL	Richmond	С		ibbs Drive, Suite 201	
WJMT-FM	Merrill, WI	AC	WRXL	Richmond	Α		ego, CA 92123	
*******	,	-	WSOM	Salem, OH	AC		65-6006	
			WQXK	Salem, OH	С	STATION	0. 5:	FORMAT
RODGERS	GROUP					KOGO	San Diego	AC
EXECUTIVE:						KPRI	San Diego	A
	odgers, Pres.		RUSS SA	LTER STATIONS		KCCW	San Antonio/	С
HEADQUART			EXECUTIVES				Terrell Hills	4.0
	CT 06010			G. Salter, Pres.		KZZY	San Antonio	AC
(203) 583	3-9945			R. Salter, Sec'y.		KYMS	Santa Ana, CA	REL
STATION		FORMAT	Charles	G. Filippi, VP		KRDS	Phoenix/	REL
WBIS	Bristol, CT	AC		P. Moen, VP			Tolleson	
WBML	Macon, GA	REL	HEADQUAR	TERS:		KBRN	Brighton, CO	REL
KKZZ	Lancaster, CA	AC	1884 PI	ain Avenue				
KOTE	Lancaster, CA	ВМ	Aurora,	IL 60505			COOLIN DOOL OO	ACTING IN
			(312) 8	98-6668			GROUP BROADCA	ao i inu, in
ROLLINS,	INC		STATION		FORMAT	EXECUTIVE		
EXECUTIVE:	ino.		WKKD	Aurora/Naperville	, IL BM		I. McQueen, Pres.	
	Downs, VP		WBEL	S. Beloit, IL	AC		T. Odeneal, VP	
HEADQUARTI	•		WRWC	Rockton/Rockford	d, IL BM		ore E. Nixon, VP	
P.O. Box			WFVR	Aurora, IL	ВВ		W. Hill, VP	
	GA 30301		WIPC	Lake Wales, FL	BB.	HEADQUAR		
			-	, –		Parade		
(404) 873	J-2000	FORMAT	9				a, NH 03246	
CTATION	Wilmington DE	C	_	KY NEWSPAPERS	, INC.	(603) 5	24-1341	
STATION	Wilmington, DE	J	RADIO	DIVISION		STATION		FORM
WAMS		J	EXECUTIVE	S:		WCMF	Rochester, NY	A
WAMS WBEE	Harvey, IL	D14	D. die	A. White, Chmn. of t	he Bd.	WTMA	Charleston, SC	AC
WAMS WBEE WBES	Charleston, WV	BM	Dualey			wssx	Charleston, SC	R
WAMS WBEE WBES WCHS	Charleston, WV Charleston, WV	AC	• ′	Brooks, Pres.		*******	11	d, MA AC
WAMS WBEE WBES WCHS WRAP	Charleston, WV Charleston, WV Norfolk, VA	AC B	• ′			WOCB	Hyannis, Cape Co	
WAMS WBEE WBES WCHS	Charleston, WV Charleston, WV	AC	Toney HEADQUAR				Hyannis, Cape Co	
WAMS WBEE WBES WCHS WRAP	Charleston, WV Charleston, WV Norfolk, VA	AC B	Toney HEADQUAR 4460 M	TERS:		WOCB	Hyannis, Cape Co	
WAMS WBEE WBES WCHS WRAP KDAY	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA	AC B B	Toney HEADQUAR 4460 M Denver	TERS: orrison Road		WOCB WSOX	Hyannis, Cape Co	d, MA BM
WAMS WBEE WBES WCHS WRAP KDAY RAY H. RO	Charleston, WV Charleston, WV Norfolk, VA	AC B B	Toney HEADQUAR 4460 M Denver	TERS: orrison Road , CO 80219	FORMAT	WOCB WSOX WLNH-A/F	Hyannis, Cape Co Laconia, NH	od, MA BM AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE:	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA	AC B B	Toney HEADQUAR 4460 M Denver (303) 9	TERS: orrison Road , CO 80219	FORMAT A	WOCB WSOX WLNH-A/F WDOS	Hyannis, Cape Co Laconia, NH Oneonta, NY	od, MA BM AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA SENBLUM STATIC losenblum, Pres.	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB	TERS: orrison Road , CO 80219 34-7570		WOCB WSOX WLNH-A/F WDOS WSRK	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY	od, MA BM AC AC AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R HEADQUARTI	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIC  Rosenblum, Pres.  ERS:	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ	TERS: orrison Road , CO 80219 34-7570 Mesa/Phoenix	Α	WOCB WSOX WLNH-A/F WDOS WSRK	Hyannis, Cape Co Laconia, NH Oneonta, NY	od, MA BM AC AC AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R HEADOUARTI C/O WMC	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIC  Rosenblum, Pres.  ERS: DA Radio	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI	TERS: orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver	A A	WOCB WSOX WLNH-A/F WDOS WSRK	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY	od, MA BM AC AC AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: RAY H. RAY H. RAY H. RO O'O WMC P.O. Box	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIO  Cosenblum, Pres.  ERS: DA Radio 1708	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI KJZZ	TERS: orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver Bellevue/Seattle	A A A	WOCB WSOX WLNH-A/F WDOS WSRK	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY	od, MA BM AC AC AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: RAY H. R HEADQUARTI C/O WMC P.O. Box Marietta,	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIO  Cosenblum, Pres.  ERS: DA Radio 708 OH 45750	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI KJZZ KZAM	TERS: Orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver Bellevue/Seattle Bellevue/Seattle	A A A MM A	WOCB WSOX WLNH-A/F WDOS WSRK  SCRIPPS CO. EXECUTIVE	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY	od, MA BM AC AC AC AC
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R HEADQUARTI C/O WMC P.O. BOX Marietta, (614) 373	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIO  Cosenblum, Pres.  ERS: DA Radio 708 OH 45750	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI KJZZ KZAM KWFM	TERS: Orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver Bellevue/Seattle Bellevue/Seattle Tucson	A A MM A	WOCB WSOX WLNH-A/F WDOS WSRK  SCRIPPS CO. EXECUTIVE	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY -HOWARD BROAD S:	od, MA BM AC AC AC CASTING
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R HEADQUARTI C/O WMC P.O. Box Marietta, (614) 373 STATION	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIO  Rosenblum, Pres.  ERS: DA Radio 4 708 0H 45750 3-1490	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI KJZZ KZAM KWFM KSLY	TERS: Orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver Bellevue/Seattle Bellevue/Seattle Tucson San Luis Obispo,	A A A MM A A	WOCB WSOX WLNH-A/F WDOS WSRK  SCRIPPS CO. EXECUTIVE Donald Dick Ja	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY -HOWARD BROAD S: L. Perris, Pres. anssen, Ass't to Pres	od, MA BM AC AC AC CASTING
WAMS WBEE WBES WCHS WRAP KDAY  RAY H. RO EXECUTIVE: Ray H. R HEADQUARTI C/O WMC P.O. BOX Marietta, (614) 373	Charleston, WV Charleston, WV Norfolk, VA Santa Monica, CA  SENBLUM STATIO  Cosenblum, Pres.  ERS: DA Radio 708 OH 45750	AC B B	Toney HEADQUAR 4460 M Denver (303) 9 STATION KDKB KDJQ KBPI KJZZ KZAM KWFM	TERS: Orrison Road , CO 80219 34-7570  Mesa/Phoenix Mesa/Phoenix Denver Bellevue/Seattle Bellevue/Seattle Tucson	A A A MM A A	WOCB WSOX WLNH-A/F WDOS WSRK  SCRIPPS CO. EXECUTIVE Donald Dick Ja	Hyannis, Cape Co Laconia, NH Oneonta, NY Oneonta, NY S-HOWARD BROAD S: L. Perris, Pres. anssen, Ass't to Pres Roddy, Dir., Programm	od, MA BM AC AC AC CASTING

000. 200	III Avenue	
Cleveland	d, OH 44115	
(216) 431	-5555	
STATION		FORMAT
WMC	Memphis	C
WMC-FM	Memphis	R
WB\$B	Baltimore	R
WNOX	Knoxville	AC
KMEO-A/F	Phoenix	ВМ
KUPL	Portland, OR	BB
KUPL-FM	Portland, OR	ВМ

### **SEATON STATIONS**

3001 Euclid Avenue

### EXECUTIVES:

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

### HEADQUARTERS:

218 West 8th Street Coffeyville, KS 67337 (316) 251-2900

	FORMAT
Coffeyville, KS	N/T
Manhattan, KS	AC
Manhattan, KS	R
Hastings, NB	AC
Lubbock, TX	С
	Manhattan, KS Manhattan, KS Hastings, NB

### SEEHAFER BROADCASTING CORP.

### **EXECUTIVES:**

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

### HEADQUARTERS:

P.O. Box 685

Manitowoc, WI 54220 (414) 682-0351 Collect

	FORMAT
Manitowoc, WI	AC
Wausau, WI	С
Beloit, WI	AC
Two Rivers, WI	R
	Wausau, WI Beloit, WI

### SELKIRK COMMUNICATIONS, LIMITED

### **EXECUTIVES:**

J. Stuart MacKay, Pres. Ken A. Baker, VP Frank T. Nash, VP, Finance H.J.S. Pearson, VP Peter Sisam, VP Gene Fitzgibbons, VP W. E. Jeynes, VP John Sero, Comptroller

### HEADQUARTERS:

2 Bloor Street West, Suite 710 Toronto, ON M4W 3L7 Canada (416) 967-5550

(410) 501	0000	
STATION		FORMAT
CJVI	Victoria, BC	С
CKWX	Vancouver, BC	С
CJAZ	Vancouver, BC	J
CJIB	Vernon, BC	AC
CJCA	Edmonton, AB	AC/T
CIRK	Edmonton, AB	Α
CFGP	Grande Prairie, AB	AC
CFAC	Calgary, AB	С
CJOC	Lethbridge, AB	С
CILA	Lethbridge, AB	Α

### SENTRY BROADCASTING, INC.

EXECUTIVES:

Donald M. Colby, Pres. Donald R. Gundersen, Treas. James Noonan, Attorney HEADQUARTERS:

1800 North Point Drive Stevens Point, WI 54481 (715) 346-6817

STATION		FORMAT
WXYQ	Stevens Point, WI	С
WSPT	Stevens Point, WI	R
WJJK	Eau Claire, WI	C
WBIZ	Eau Claire, WI	R
WRJN	Racine, WI	AC
WRRR	Rockford, IL	AC
WTAX	Springfield, IL	AC
WDBR	Springfield, IL	R
KMNS	Sious City, IA	С
KSEZ	Sioux City, IA	R

### SHAMROCK BROADCASTING CO., INC.

Roy E. Disney, Chmn. of Board Patricia A. Disney, Vice Chmn. Stanley P. Gold, Pres. James R. Mixon, VP. Finance

### HEADQUARTERS:

6464 Sunset Blvd., Suite 600 Hollywood, CA 90028

(213) 462-7711

STATION		FORMAT
KABL-A/F	San Francisco	BM
KYOK	Houston	В
KXLR	Little Rock	С
KMGC	Dallas	MM
KUDL	Merriam, KS	R
wwww	Detroit	С
WBOK	New Orleans	В

### SHAMROCK COMMUNICATIONS, INC.

### EXECUTIVES:

William R. Lynett, VP, Operations Ken Stevens, VP, Programming George Duffy, GM, WDIZ Joe Silva, GM, WEJL/WEZX Ralph Barnes, GM, WQFM

### **HEADQUARTERS:**

149 Penn Avenue Scranton, PA 18505 (717) 348-9108

STATION		FORMAT
WDIZ	Orlando	Α
WEJL	Scranton, PA	AC
WEZX	Scranton, PA	Α
WQFM	Milwaukee	Α
WTTR	Westminster, MD	AC
WTTR-FM	Westminster, MD	ВМ

### SHERIDAN BROADCASTING CORP.

### EXECUTIVES:

Ronald R. Davenport, Chmn./Pres. Glenn R. Mahone, VP/Gen'l Counsel Raymond C. Coleman, GM, WUFO

### HEADQUARTERS:

1811 Boulevard of the Allies Pittsburgh, PA 15219

(412) 281-6747

STATION		FORMAT
WAMO	Pittsburgh	В
WYJZ	Pittsburgh	REL/B
WUFO	Buffalo	В

### 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		FORMA
KBUÇ	San Antonio	С
KBUC-FM	San Antonio	С
KTON	Belton, TX	C
KTON-FM	Belton, TX	С
KXOL	Ft. Worth	С
KRYS	Corpus Christi, TX	AC
KBCB	Corpus Christi, TX	С

### SIS RADIO, INC.

### EXECUTIVES:

Harriet A. Kaplan Stanley N. Kaplan

### **HEADQUARTERS:**

400 Radio Road Charlotte, NC 28216

STATION		FORMA
WAYS	Charlotte, NC	AC
WROQ	Charlotte, NC	Α

### **SKY CORPORATION**

### EXECUTIVES:

Dennis R. Israel, Pres., Chief Opr. Officer Frank J. Hawley, Jr., Chmn. of the Bd. F. Andrew Bell, Exec. VP

### Andrew R. Pettit, VP **HEADQUARTERS:**

1 East Main Street Riverhead, NY 11901 (516) 727-1200

	FORMAT
Syracuse, NY	ВМ
Dallas	REL
Roswell, NM	AC
Riverhead, NY	AC
	Dallas Roswell, NM

### **BOB SMITH GROUP**

### **EXECUTIVES:**

Bob Smith, Pres. Nelson Lent, VP Dode Smith, Sec'y/Treas.

### **HEADQUARTERS:**

125 East Third Street New Richmond, WI 54017

(715) 246-2254

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**

### EXECUTIVES:

Ted A. Smith, Pres. HEADQUARTERS:

### **KUMA**

P.O. Box 340 Pendleton, OR 97801 (503) 276-1511

STATION		FORMA
KUMA	Pendleton, OR	AC
KUMA-FM	Pendleton, OR	вм
KJDY	John Day, OR	AC

### SORENSON BROADCASTING CORP.

### EXECUTIVES:

Dean Screnson, Pres.

Don Schiel, Sales/Mkt. Coordinator

### HEADQUARTERS:

106 W. Capital Box 309 Pierre, SD 57501

(605) 224-1113 STATION FORMAT Pierre, SD AC KCCR AC. KNEY Pierre, SD KOBH-A/F Hot Springs, SD MM Watertown, SD AC KIXX Grand Rapids, MN KOZY AC Watertown, SD N/T **KWAT** Yankton, SD AC KYNT Yankton, SD KKYA C Red Wing, MN AC KCUE

\*Pending FCC approval

### SOUTH CENTRAL BROADCASTING CORP.

Red Wing, MN

AC

### **EXECUTIVES:**

KWNG\*

John D. Engelbrecht, Pres. Glen Powers, National PD

### HEADQUARTERS:

1162 Mount Auburn Road P.O. Box 3848 Evansville, IN 47712/47736 (812) 424-8284

FORMAT STATION WIKY Evansville, IN BM C WROZ Evansville, IN Nashville вм WZEZ Knoxville, TN вм WF7K

### SOUTHERN BROADCASTING (See Harte-Hanks Radio)

### SOUTHERN MINN. BROADCASTING CO.

### EXECUTIVES:

G. David Gentling, Pres./Treas. Greg Gentling, Exec. VP Marvin Foss, Sec'y

### HEADQUARTERS:

122 SW 4th St Rochester, MN 55901 (507) 286-1010

**FORMAT** STATION Rochester, MN AC KROC R KROC-FM Rochester, MN Sioux Falls, SD C KXRB KIOV Sioux Falls, SD C Rapid City, SD KKLS AC Rapid City, SD вм KKHJ RR **KBLS** Santa Barbara, CA Santa Barbara, CA KTYD Lubbock, TX вв KKAM KFMX Lubbock, TX Δ

### SOUTHWESTERN BROADCASTING OF MISSISSIPPI

### **EXECUTIVES:**

Phillip D. Brady, partner Albert M. Smith, partner Louis Alford, partner

### HEADQUARTERS:

317 Canal St McComb, MS 39648 (601) 684-2271

STATION		FORMA
WAPF	McComb, MS	AC
WCCA	McComb, MS	
WMDC-A/F	Hazlehurst, MS	С
KADL-A/F	Pine Bluff, AR	С

### 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 Ave. North Wales, PA 19454 (215) 699-4871

STATION **FORMAT** WRAK Williamsport, PA AC Williamsport, PA WKSB

### STAUFFER COMMUNICATIONS, INC.

### EXECUTIVES:

Jerry Holley, VP/Broadcasting Robert Fromme, Special Ass't to VP Al Lobeck, Dir., SCI Radio Properties Paul Winders, Dir. of Eng.

### HEADQUARTERS:

Box 119 Topeka, KS 66601 (913) 272-3456

STATION		FORMAT
WIBW	Topeka, KS	N/T
WIBW-FM	Topeka, KS	R
KRNT	Des Moines	AC
KRNQ	Des Moines	R
KGNC	Amarillo, TX	N/T
KGNC-FM	Amarillo, TX	ВМ
KGBX	Springfield, MO	AC
KARZ	Phoenix	С
KGFF	Shawnee, OK	MM

### STERLING RECREATION ORGANIZATION

### EXECUTIVES:

Fredric A. Danz, Pres. Clifford M. Hunter, Broadcast Div. Dir.

### HEADQUARTERS:

600-106th N.E. Bellevue, WA 98004 (206) 455-8100

STATION		FORMAT
KZOK-FM	Seattle	Α
KZOK	Seattle	Α
KSJO	San Jose	Α
KXRX	San Jose	AC
KDKO	Denver	В
KBFW	Bellingham, WA	С
KALE	Richland, WA	AC
KIOK	Richland, WA	AC
KASH	Eugene, OR	AC
KSND	Eugene, OR	AC
KEDO	Longview, WA	AC
KLYK	Longview, WA	AC

### STONER BROADCASTING SYSTEM, INC.

### 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	С
KGGO	Des Moines	Α
WGNT	Huntington, WV	AC
WNBF	Binghamton, NY	AC
WQYT	Binghamton, NY	BM
WHEL	Knoxville	BB
WINZ	Knoxville	Α
KHAK-A/F	Cedar Rapids	С
WYRK	Buffalo	С

### STORZ BROADCASTING CO.

### EXECUTIVES:

Robert H. Storz, Pres./Chmn. Herbert Engdahl, VP George Armstrong, Exec. VP

### HEADQUARTERS:

Kiewit Plaza, 8th Fl. Omaha, NE 68131 (402) 342-4700

STATION		FORMAT
WQAM	Miami	С
WHB	Kansas City, MO	R
WDGY	Minneapolis	С
WTIX	New Orleans	AC
KOMA	Oklahoma City	С
KXOK	St. Louis	R

### STREAM BROADCASTING INC.

### **EXECUTIVES:**

Harold H. Stream, III, Chmn. Tony Reed, Exec. Pres. Karl Boellert, Sec'y

### HEADQUARTERS:

P.O. Box 3306 Lake Charles, LA 70602 (318) 433-0700

STATION **FORMAT** KBIU Lake Charles, LA AC Odessa, TX KLIFO Α C KOYL Odessa, TX

### STUART BROADCASTING COMPANY

### **EXECUTIVES:**

Richard W. Chapin, Pres. Ory Koch, Asst. to Pres.

### HEADQUARTERS:

625 Stuart Building P.O. Box 80209 Lincoln NE 68501 (402) 475-4204

(402)		
STATION		FORMA
KFOR	Lincoln, NE	AC
KFRX	Lincoln, NE	Α
KRGI	Grand Island, NE	AC
KRGI-FM	Grand Island, NE	С
KSAL	Salina, KS	AC
KYEZ	Salina, KS	С
KOEL	Oelwein, IA	AC
KOEL-FM	Oelwein, IA	С
KWTO	Springfield, MO	С
KWTO-FM	Springfield, MO	R
KATI	Casper, WY	R
KAWY	Casper, WY	С

### SUBURBAN RADIO GROUP

### EXECUTIVES:

Robert R. Hilker, Pres. William R. Rollins, 1st VP & Sec'y Lewis H, Bagwell, 2nd VP & Treas.

### HEADQUARTERS:

Belmont, NC 28012

(704) 825	5-5272	
STATION		FORMAT
WCGC	Belmont, NC	С
WEGO	Concord, NC	AC
WPEG	Concord, NC	В
WHHV	Hillsville, VA	С
MJJJ	Christiansburg, VA	AC
WVVV	Blacksburg, VA	R
WYNR	Brunswick, GA	В
WPIQ-FM	Brunswick, GA	AC

### SUDBRINK BROADCASTING

### **EXECUTIVES:**

Robert W. Sudbrink, Chmn. of Board Richard D. Casper, Pres.

### HEADQUARTERS:

3081 East Commercial Blvd. Rm. 105 Ft. Lauderdale, FL 33308 (305) 771-0735

STATION		FORMAT
WNWS	South Miami, FL	N/T
WJYO	Mount Dora/Orlando	AC
WORL	Orlando, FL	В
KPOI	Honolulu	AC
KDUK	Honolulu	Α
WLAC	Nashville	N/T
WJYN	Nashville	AC

### SUMMIT COMMUNICATIONS, INC.

### **EXECUTIVES:**

Richard S. Stakes, Pres. Allen B. Shaw, VP-Radio Div.

### HEADQUARTERS:

P.O. Box 2496 Winston-Salem, NC 27102 (919) 748-8820

	FORMAT
Winston-Salem	AC
Winston-Salem	С
Pensacola, FL	AC
Pensacola, FL	AC
Memphis	BB
Memphis	Α
Oklahoma City	BB
Oklahoma City	Α
	Winston-Salem Pensacola, FL Pensacola, FL Memphis Memphis Oklahoma City

### SUNBELT COMMUNICATIONS, LTD.

### EXECUTIVES:

C. T. Robinson, Pres. Dwight L. Case, Exec. VP Michael B. Hesser, Exec. VP William C. Moyes, Exec. VP

### HEADQUARTERS:

545 Middlefield Rd., Suite 170 Menio Park, CA 94025 (415) 321-9442

STATION	F	ORMAT
KQEO	Albuquerque, NM	0
KZZX	Albuquerque, NM	R
KVOR	Colorado Springs, CO	N/T
KSPZ	Colorado Springs, CO	AC
KFYE	Fresno, CA	AC
KLNK	Oklahoma City, OK	AC

### SURREY COMMUNICATIONS

### **EXECUTIVES:**

Howard D. Duncan, Pres. Kent Nichols, Sec'y/Treasurer

### **HEADQUARTERS:**

3438 N. Country Club Road Tucson, AZ 85716 (602) 327-9431

STATION		FORMAT
KAIR	Tucson	ВМ
KJYK	Tucson	ВМ
*KIOI	San Francisco	AC
*KCBQ-A/F	San Diego	С
'KSLQ	St. Louis	AC
'WOKY	Milwaukee	BB
*WMIL	Milwaukee	••
*KATT-A/F	Okla. City	Α
*Pending FC	C approval	

### SUSQUEHANNA BROADCASTING CO.

### **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 E. Market St. York PA 17401-1432 (717) 848-5500

STATION		FORMAT
KLIF	Dallas	С
KPLX	Fort Worth/	С
	Dallas	
WARM	Scranton/	AC
	Wilkes-Barre, PA	
WFMS	Indianapolis	С
WHLO	Akron	BB
WKIS	Orlando	N/T
WLQR	Toledo	ВМ
WLTA	Atlanta	AC
WQBA-A/F	Miami	SP
WRRM	Cincinnati	MM
WSBA	York, PA	AC
WSBA-FM	York, PA	BM

### JIMMY SWAGGART MINISTRIES ASSOC.

### EXECUTIVES:

Bob Anderson, GM Jeff Blackwell, Nat't 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
KWKI	Kansas City, MO	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 Max R. Vowel, VP/Ch. Fin. Off.

### **HEADQUARTERS:**

1502 S. Boulder, 23-F Tulsa, OK 74119 (918) 582-6195

STATION		FORMAT
KWKN	Wichita, KS	AC
KGCS	Wichita, KS	С
WBYU	New Orleans	ВМ
WSHO	New Orleans	BB
KKNG	Oklahoma City	ВМ
KRMG	Tulsa	AC

KKYX	San Antonio	C
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### TAFT BROADCASTING CO.

### **EXECUTIVES:**

Charles Mechem, Jr., Chmn. Dudley Taft, Pres. David S. Ingalls, Vice Chmn. Carl Wagner, Exec. VP/Radio

### **HEADQUARTERS**:

1718 Young St. Cincinnati, OH 45210 (513) 721-1414

STATION		FORMA
WDAF	Kansas City, MO	С
KYYS	Kansas City, MO	Α
WGR	Buffalo	AC
WGRQ	Buffalo	Α
WKRC	Cincinnati	AC
WKRQ	Cincinnati	R
WTVN	Columbus, OH	AC
WLVQ	Columbus, OH	Α
KQV	Pittsburgh	N
WDVE	Pittsburgh	Α
WYNF	Tampa	Α
WDAE	Tampa	BB

### TALLEY BROADCASTING STATIONS

### **EXECUTIVE:**

Hayward L. Talley, Pres.

### HEADQUARTERS:

WSMI Building, Box 10 Litchfield, IL 62056

STATION		FORMA
KLSS	Mason City, IA	AC
KSMN	Mason City, IA	C
KBKB	Ft. Madison, IA	AC
KBKB-FM	Ft. Madison, IA	AC
WSMI	Litchfield, IL	AC
WSMI-FM	Litchfield, IL	С

### TALTON BROADCASTING COMPANY

### EXECUTIVE:

Julius E. Tatton, Pres.

### **HEADQUARTERS:**

505 Lauderdate St. Selma, AL 36701 (205) 875-3350

STATION		FORMAT
WHBB	Selma, AL	AC
WTUN	Selma, AL	С
WBIB	Centreville, AL	С
WATM	Atmore, AL	AC
WSKR	Atmore, AL	C

### THOMPSON BROADCASTING, INC.

### **EXECUTIVES:**

Fred L. Thompson, Pres. Richard Dumler, VP

### HEADQUARTERS:

P.O. Box 1100 Bartlesville, OK 74005

STATION		FORMAT
KYFM	Bartlesville, OK	MM
KRSL	Russell, KS	AC
KRSL-FM	Russell, KS	AC

### THE THOMS BROADCASTING COMPANIES, INC.

### 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	С
WKLM	Wilmington, NC	С

### TICHENOR MEDIA SYSTEM

### EXECUTIVES:

McHenry Tichenor, Chmn. of the Bd. McHenry Tichenor, Sr., Pres. McHenry T. Tichenor, Jr., Acting Pres. Mai Kasanoff, Exec. VP David Lykes, VP

### HEADQUARTERS:

P.O. Drawer 711 Harlingen, TX 78551 (512) 423-3910

STATION		FORMAT
KUNO	Corpus Christi	SP
KGBT	Harlingen, TX	SP
KELT	Harlingen, TX	С
KCOR	San Antonio	SP
KQXT	San Antonio	BM

### A. V. TIDMORE STATIONS

### EXECUTIVES:

A. V. Tidmore, Owner Ralph L. Price, GM James Bowman, Station Mgr., WAVT

### HEADQUARTERS:

P.O. Box 540 Pottsville, PA 17901 (717) 622-1360 (800) 832-3333 in PA

STATION		FORMAT
WPPA	Pottsville, PA	AC
WAVT	Pottsville, PA	С
WSBB	New Smyrna Beach, FL	BB

### T/R, INC.

### **EXECUTIVES:**

Clay Littick, Pres. Allan Land, Exec. VP

### HEADQUARTERS:

421 Main St. 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.

### EXECUTIVES:

George M. Malti, Chmn. Russell B. Carpenter, Pres.

### HEADQUARTERS:

701 Sutter Street, 7th FI. San Francisco, CA 94109 (415) 775-0680

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STATION		FORMAT
KOJO	Laramie, WY	С
KIOZ	Laramie, WY	R
KYVA	Gallup, NM	R
KOVO	Gallup, NM	С

### TRIPLETT BROADCASTING CO., INC.

### 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	С
WTKC	Lexingtoin, KY	С
WOSE	Port Clinton, OH	С
WTCY	Bellefontaine, OH	С
WTOO	Bellefontaine, OH	AC

### 2588 NEWPORT CORP.

### **EXECUTIVES:**

Ray Kandel, Pres. H. Kandy Rohde, VP

### HEADQUARTERS:

2222 Ave. of the Stars **Suite 2102** Los Angeles, CA 90067 (213) 277-4980

STATION		FORMAT
KTUC	Tucson	N
KNDE	Tucson	С
KHSJ	Hemet, CA	BB
KHYE	Hemet, CA	0
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 Ave., Suite 808 Bethesda, MD 20814 (301) 652-7706

STATION		FORMAT
WOOK	Washington, DC	В
WSID	Baltimore	В
WYST	Baltimore	AC
WJMO	Cleveland Heights	В
WLYT	Cleveland Heights	R
KALI	San Gabriel, CA	SP
KSOL	San Mateo, CA	В
WBNX	New York	SP
WINX	Rockville, MD	AC

### UNIVERSAL BROADCASTING CO.

### EXECUTIVES:

Howard Warshaw, Pres. Marvin B. Kosofsky, Chmn. Dick Marsh, VP, Marketing Miriam Warshaw, Sec'y

### HEADQUARTERS:

40 Roselle St. Mineola, NY 11501 (516) 741-1200

STATION		FORMAT
WTHE	Mineola, NY	B/\$P
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	В
WGRT	Danville, IN	AC/B
WCBW	Columbia, IL	REL/B

### VIACOM INTERNATIONAL, INC.

### EXECUTIVES:

Ralph M. Baruch, Chmn./CEO Terrence Elkes, Pres. Al Greenfield, Pres., Radio Div. Robert Fauser, VP, Radio Sales Bill Figenshu, VP, Radio Programming Dianne DeArmond, VP, Radio Promotion

### HEADQUARTERS:

1211 Avenue of the Americas New York, NY 10036 (212) 575-5175

	FORMAT
Oakland, CA	В
Washington, DC	С
New York	В
New York	С
Memphis	В
Memphis	AC
Houston	С
Houston	С
	Washington, DC New York New York Memphis Memphis Houston

### VOICE OF PUERTO RICO, INC.

### EXECUTIVES:

Alfredo R. de Arellano, Jr., Pres. Guillermo Bonet, Dir. of Eng. Miguel Borrero, Res. Mgr.

### HEADQUARTERS:

Ponce By Pass P.O. Box 430 Ponce, P.R. 00731 842-0166

### STATION

FORMAT Ponce, P.R. SP WPRP SP WIOC Ponce, P.R.

### 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	С
KBUY	Amarillo, TX	С
KIKX	Tucson	С
KIDD	Monterey, CA	AC
KLRB	Carmel, CA	Α

### WESTERN BROADCASTING CO.

### **EXECUTIVES:**

Dale G. Moore, Chmn. Earl E. Morgenroth, Pres. Paul Spranger, VP Radio

### HEADQUARTERS:

269 W. Front Missoula, MT 59806 (406) 728-2850

STATION		FORMAT
KGVO	Missoula, MT	С
KCAP	Helena, MT	AC
KCAP-FM	Helena, MT	R
KSEI	Pocatello, ID	AC
KRRU	Pocatello, ID	BM

### WESTERN CITIES BROADCASTING,

### 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

	FORMAT
Mesa, AZ	R
Sacramento, CA	Α
Tucson	R
Tucson	N/T
Las Vegas	R
North Las Vegas, NV	AC
	Sacramento, CA Tucson Tucson Las Vegas

### WESTINGHOUSE BROADCASTING CO., INC. (GROUP W)

### **EXECUTIVES:**

Daniel L. Ritchie, Pres., CEO Richard H. Harris, Pres., Radio Group Warren Maurer, VP, AM Group Bert Wahlen, VP, FM Group Roy Shapiro, VP, Marketing & Research John Waugaman, VP, Radio Sales Stephen Fisher, Controller, Radio Group

### HEADQUARTERS:

90 Park Avenue New York, NY 10016

STATION		FORMAT
WINS	New York	N
KFWB	Los Angeles	N
WIND	Chicago	N/T
KYW	Philadelphia	N
WBZ	Boston	AC
KOAX	Dallas-Ft. Worth	ВМ
KDKA	Pittsburgh	AC
WPNT	Pittsburgh	ВМ
KODA	Houston	ВМ
KOSI	Denver	ВМ
KJQY	San Diego	ВМ
wowo	Ft. Wayne, IN	AC

### WFYC, INC.

### **EXECUTIVES:**

Gil Thomas, Sec'y/Mgr. Dave Sommerville, Treas.

### 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 CO.

### EXECUTIVES:

James C. Dowdle, Pres./CEO Wayne R. Vriesman, VP/Sta. Mgr. Paul W. Freas, VP/Chief Financial Officer Donald H. Knautz, Dir. of Broadcast Oper. Donald D. DeCarlo, VP/Gen. Sales Mgr.

Orion Samuelson, VP/Agricultural Service

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 W. 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	С
WSLC	Roanoke, VA	С
WSLQ-FM	Roanoke, VA	R

### 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

### **EXECUTIVE:**

W. Russell Withers, Jr., Owner HEADQUARTERS:

P.O. Box 1238 Mt Vernon II 62864 (618) 242-3500

()	 			
STATION				FORMAT
KGMO	Cape	Girardeau,	МО	AC/C

**KRWI** Cape Girardeau, MO AC/C KOKX Keokuk, IA AC/C KIMI Keokuk, IA AC/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	ВМ
WIMA	Lima, OH	AC/T
WIMA-FM	Lima, OH	С
WAAM	Ann Arbor, MI	AC/T

### WOOD BROADCASTING, INC.

### EXECUTIVES:

Willard Schroeder, Chmn. of the Bd. Michael O. Lareau, Exec. VP Thomas Girocco, Pres. (WSPD) James P. White, VP (WSPD)

### HEADQUARTERS:

180 North Division Grand Rapids, MI 49503 (616) 459-1919

STATION		FORMA
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids, MI	ВМ
WSPD	Toledo, OH	AC

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### 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-FM	Dawson, GA	REL
WGRA	Cairo, GA	С
WBBK	Blakely, GA	С
WGSW	Greenwood, SC	R
WGAF	Valdosta, GA	С
WDOL	Athens, GA	С
WSMY	Roanoke Rapids, NC	С

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### EXECUTIVE: Bill Sims, Pres.

HEADQUARTERS: Rt. 2. Box 51 Pecos, NM 87552 (505) 757-6573

1/		
STATION		FORMAT
KUGR	Green River, WY	С
KVSF	Santa Fe	AC
KSAA	Casa Grande, AZ	AC

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### **EXECUTIVES:**

Robert D. Zellmer, Pres. Robert D. Zellmer, Jr., VP Marjorie M., Zellmer, Sec'y/Treas.

### HEADQUARTERS:

P.O. Box 46 Milner, CO 80477 (303) 879-6265

BIAIIUN		FORMAT
KWRA	Wray, CO	AC/C
KMMZ	Greybull, WY	AC/C
KRZJ	Beloit, KS	AC/C
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Daren F. McGavren, Sr. VP

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Dallas	Brian Robinson	(214) 239-9700
Detroit	William Coury	(313) 871-3066
Los Angeles	Fran Wilkinson	(213) 937-4620
Minneapolis	Scott T. Meier	(612) 339-8894
New York	Thomas F. Turner	(212) 752-0400
Philadelphia	Margie Kane (a/e)	(215) 568-6540
St. Louis	Thomas Cinquina	(314) 421-5262
San Francisco	Robert Ferraro	(415) 434-3272
(Blair/Northwest)		
Seattle	Ralph Heyward	(206) 343-3613
Portland	Beverly A. Fisher (a/e)	(503) 226-5007

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663 Fifth Avenue New York, NY 10022 (212) 755-1339



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Gloria Hurst, Network Coord.

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Los Angeles	Chris Nevil	(213) 465-8337
Dallas	Dean Cowart	(214) 521-6520
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Chicago	Bob Houghton	(312) 951-3357
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REGIONAL OFFICE	MANAGER	PHONE NUMBER
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Chicago	Craig Wilbraham, VP	(312) 236-6357
Dallas	Phyllis Engelbrecht	(214) 386-5300
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Alan Tobkes, VP/Marketing Services

Mayo P. Smith, VP/Treas.

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Atlanta	Georganne Lavelle	(404) 355-9700
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Los Angeles	Dennis Powell	(213) 938-0118
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Portland	Dennis Mahoney, Mgr.	(503) 226-3973
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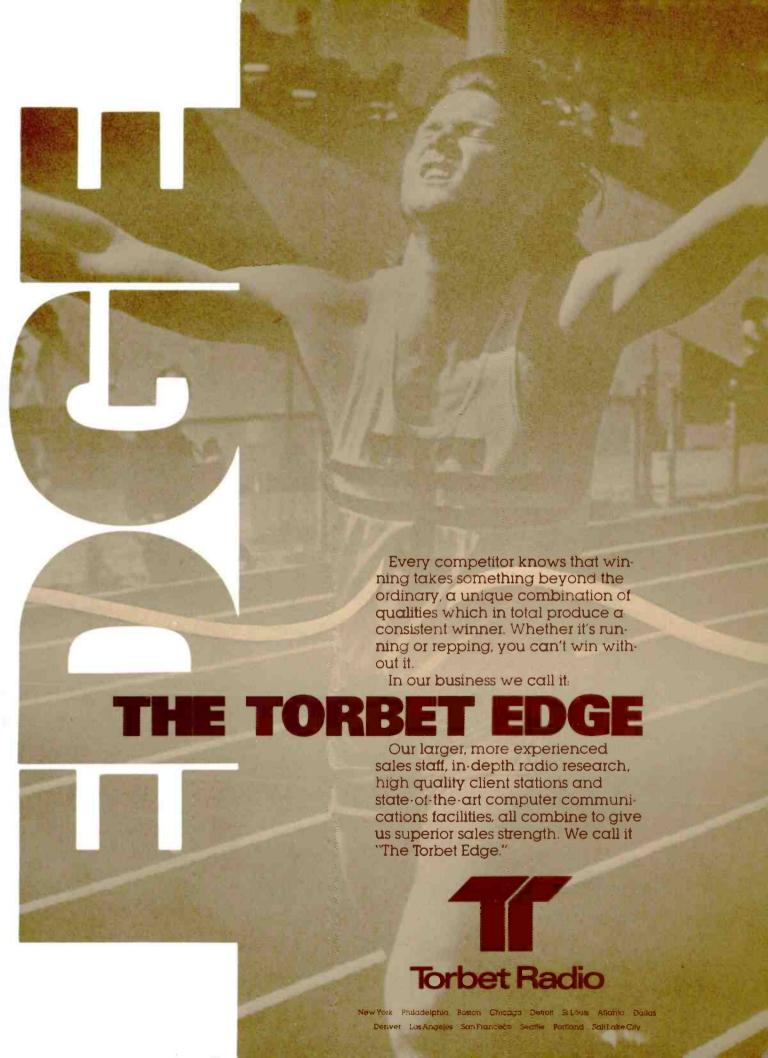
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Gary Isaacs, VP/Eastern Mgr.

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Roy Lindau, VP, Marketing/Sports

Tony Miraglia, VP, Network

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	Mike Disney, Midwest VI	<b>o</b>
Los Angeles	Bill Gilreath	(213) 857-1101
Philadelphia	Cathi Foster	(215) LO 7-3600
San Francisco	Austin Walsh, VP,	(415) 922-9600
	West Coast	
Dallas	Elaine Jenkins, Mgr.	(214) 387-8958
Boston	Scott Knight	(617) 266-1300
Atlanta	Ray Napier	(404) 892-7525
Seattle	Jack Davies	(206) 283-2916
Portland	Ron Hillbury	(503) 227-2763
New York	Dave Kaufman	(212) 355-1700
New York	Jeff Wakefield, Res. Dir.	(212) 355-1700

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David Adams, VP/Western Regional Mgr.

Arnold Taylor, VP/Midwest Mgr. Johnnie Peques, VP/Sunbelt Region

Rhona Waxenberg, Nat'l Sales Mgr.

	_	
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Detroit	Tim Robisch/	(313) 354-0691
	Bud Pearse	
San Francisco	Julie Judge	(415) 462-7351
Dallas	Johnnie Pegues	(214) 637-2052
Atlanta	Jan Sibert/	(404) 355-4353
	Jack Lenz	
St. Louis	Bruce Schneider	(314) 231-5143

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Vince Bellino, EVP/Finance, NY Tony Durpetti, EVP/Central Div. Tony Maisano, EVP/Southern Div. Les Goldberg, EVP/Western Div.

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		PHONE NUMBER
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	Peter Doyle	
	Eddie Leeds	
	Marc Gross	
	Erica Farber	
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Boston	Tom Poulos	(617) 266-0666
Atlanta	Tony Maisano	(404) 953-1111
Dallas	Shane Fox	(214) 528-5471
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Chicago	Tony Durpetti	(312) 644-7150
	John Bitting	
Detroit	Gregg Campbell	(313) 649-6200
St. Louis	Gary Ahrens	(314) 231-0000
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Los Angeles	Les Goldberg	(213) 658-7072
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REGIONAL OFFICE MANAGER PHONE NUMBER LinaJean Trosper (404) 881-0095 Atlanta Chicago Linda Packer-Spitz (312) 836-8300 (214) 522-5650 James D. Allen Dallas

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REGIONAL OFFICE	MANAGER	PHONE NUMBER
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Detroit	Jim Forrer	(313) 355-0840
Los Angeles	Bill Smither	(213) 935-0500
San Francisco	Lynn Picadio	(415) 781-3990
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	Alan Harrison	
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Boston	Dick Luetters	(617) 426-3374
Chicago	Paula Petrovic	(312) 222-1430
Detroit	Betty Pazdernik	(313) 362-1405
St. Louis	Sam Hall	(314) 241-8130
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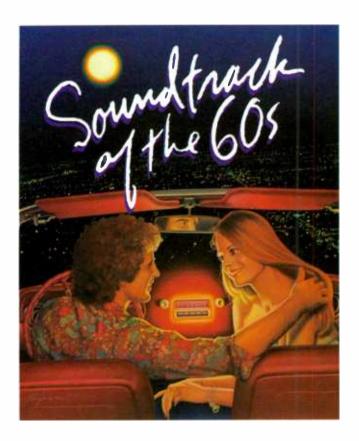
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□ YES	Please send me more information on how Soundtrack of the 60s can help my station reach today's 25-49 year old listeners!	
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Title	Call Letters	
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Complete production and programming services, including formats, specials, jingles, production libraries, sales, packages, and custom consulting and production services.

### PROGRAMMING AVAILABLE FOR SALE:

Unforgettable, Format, BB/AC, Starting price: \$650/month. The Production Bank Commercial Library. Starting price: \$125/month.

Country Superstars. Interview feature. Starting price: \$85/month.

ID Jingles. Starting price: \$170/cut.

Opus-Special-of-the-Year-Countdown. Starting price: \$400/month.

The Production Master. Commercial Library. Starting price: \$95/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

### **BONNEVILLE BROADCASTING SYSTEMS**

274 County Road Tenafly, NJ 07670 (201) 567-8800 (800) 631-1600

### **EXECUTIVES:**

Marlin R. Taylor, Pres. John E. Patton, VP/GM Gary Donohue, Marketing Manager Jeffrey C. Mathieu, Station Sales Manager David Verdery, Client Services Manager

### SERVICES:

A radio network providing programming and marketing services. Offering hi-tech assistance. Also offers local sales/marketing services. Satellite technicians on duty.

### PROGRAMMING AVAILABLE FOR SALE:

Easy listening/beautiful music live via satellite. Rates available upon request. Features station compensation for network advertising clearance. "Daybreak" morning drive time services also available. Features morning music and flexible breaks.

### BOTIK BROADCAST SERVICES, INC.

Rt. 6, Box 49B Austin, TX 78737 (512) 288-0625

### EXECUTIVES:

Bob Botik, Pres. Terri Botik, VP

### SERVICES:

Adult Contemporary tape service for fully-automated stations, as well as those with live-assist facilities.

Free demo tapes available to our readers.

### THE BROADCAST CENTER

325 John Knox Rd., F-160 Tallahassee, FL 32303 (904) 385-6161

### EXECUTIVES:

Tom Scott, VP

Leo Blumberg, Dir. of Promotion/Res. & Direct Mail

### SERVICES:

Producer and syndicator of packaged and completely produced sales and audience promotions for radio stations.

### PROGRAMMING AVAILABLE FOR SALE:

The Radio Game. Starting price: \$3250.

Free demo tapes available to our readers.

### **BROADCAST INTERNATIONAL**

4545 Fuller Drive Suite 330 Irving, TX 75062 (214) 659-0822

### EXECUTIVES:

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 pro-

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 Dr., Suite 500 South Pasadena, CA 91030 (213) 682-1090

### **EXECUTIVES:**

Roger Carroll, Pres. Erick G. Norberg, VP/Production

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 Inglewood, CA 90301 (213) 776-6933 Collect

### CENTURY 21 PROGRAMMING, INC.

4340 Beltwood Parkway Dallas, TX 75234 (800) 527-5959 or (214) 934-2121

### **EXECUTIVES:**

Dave Scott, VP & GM Dan Rau, VP, Operations Tom McIntyre, Pres. & Sales Mgr. Tommy Walker, Consulting Mgr.

### SERVICES:

Programming for automation & live-assist radio, plus consulting in programming, promotion, positioning & engineering. Used studio & automation equipment bought, reconditioned and sold.

### PROGRAMMING AVAILABLE FOR SALE:

12 formats-from album rock to soft contemporary, middleof-the-road. Two forms of beautiful music, 4 country formats & 4 religious music formats. Priced less than a disc jocky would make in your market.

Free demo tapes available to our readers.

### **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.

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 breakouts 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
- (3) Audience Preference Analyses. Extensive study of target-audience preferences on an artist-by-artist and titleby-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 audiencegrowth analysis, development of in-house music research systems, and focus group recruitment and moderation.

### CHICAGO RADIO SYNDICATE

Two East Oak Street Chicago, IL 60611 (800) 621-6949 Toll Free

### 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

# NOW GREAT CONVERSATION IS MUSIC TO YOUR EARS

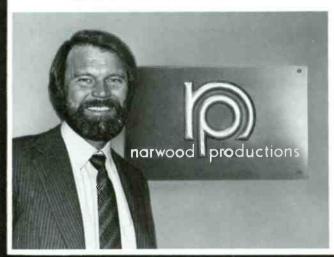
Narwood Productions presents two very special weekly one-hour radio series spotlighting the stars and their music, each with a very special host.





Glen Campbell on "Country Closeup" hosts country music's finest like Loretta Lynn, Mickey Gilley, Tammy Wynette, Anne Murray, The Bellamy, Brothers, Alabama and many other leading artists. Each week he'll take listeners behind the voice and music into the personality of the artists as they tell their own stories.

Skitch Henderson on "The Music Makers" brings you closer to Tony Bennett, Woody Herman, Mel Torme, Peggy Lee, The Mills Brothers, Harry James, and many other big name guests. Each week Skitch highlights the music of a different star while they share their personal insights into the songs that made musical history.





Both shows are available to stations on a barter basis beginning in January 1982. For more information call (212) 755-3320 or write Narwood Productions, Inc., 40 East 49th Street, New York, NY 10017.



NARWOOD PRODUCTIONS...Where the stars talk so your listeners listen!

### SERVICES:

Weekly tape of 20 newsfeatures on timely subjects including the economy, energy supplies and prices, education. environment, 60-120 second voicers and wraps. Solutionoriented 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

Free demo tapes available to our readers.

### **CHURCHILL PRODUCTIONS**

1130 East 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<sup>SM</sup>. 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

801 Riverside Avenue Suite D Roseville, CA 95678

### OTIS CONNER PRODUCTIONS, INC.

2829 W. Highway, Suite 940 Dallas, TX 75220 (214) 358-5500 Collect (213) 626-1980 in CA

### **EXECUTIVES:**

Otis Conner, Pres. Larry Conner, VP/GM Steve Gustafson, Sales Allan Conner, Sales

Produces original and syndicated music promotion packages for radio and television. Clients include KLIF, Dallas, WFIL, Philadelphia, Metromedia's WIP & WASH, Golden West Broadcaster's KMPC, KEX, & WCXI, RKO Radio's WFYR, WAXY and Count Down 81, Drake/Chenault's The Weekly Top 30, WBNS-TV Columbus, and WPGH-TV, Pittsburgh and many others throughout the USA, Canada and Australia..

### PROGRAMMING AVAILABLE FOR SALE:

We Play Your Songs. ID Package. Let's Make The Music Together. ID Pax. Close to You. ID Package. Come Home. Radio ID Package. The Fire Package. ID Series.

Certified Country (The Best Country in the City), ID Pax. Just Look At Us. TV Promotion Pax. We're Something To See. TV Pax.

Sold by the Modular Music System.

Free demo tapes available to our readers.

### THE CREATIVE FACTOR

6255 Sunset Boulevard, Suite 1026 Hollywood, CA 90028 (213) 467-5111 (212) 355-1234 (NY)

### **EXECUTIVES:**

Jim Hampton, Pres. Ken Draper, Exec. VP Jo Anne Adams, VP & Dir. of National Sales Bob Syers, VP & Dir. of National Sales (NY) Geno Cioe, Dir. of National Sales Tom Shovan, Radio Marketing Director Randy West, Radio Marketing Director

### SERVICES:

Producer of radio programs for radio stations and networks in the U.S. and Canada.

Customized placement of barter specials for national sponsors and sale of specials ranging from 1½ minutes to 12 hours, including "20:20 MUSICWORLD", North America's First Weekly Music Magazine, now in its second year.

### PROGRAMMING AVAILABLE FOR SALE:

20:20 Musicworld. 3 hours weekly.

Lovemakers, 4 hour special.

I Write the Songs. 3 hour special.

Legendmakers—Ray Scott. 5 (4 minute) shows weekly. Countdown to Kickoff-Ray Scott. 2 (4-minute) shows weekly (Football Season).

Willie Nelson ... An American Original. 2 hour barter special.

Journey, Police, Bob Seger Specials, 2 hours (each) barter special.

Numerous Periodic Barter Specials In All Formats, 1-2-3

The Big Minute with Tom Curtis. 5 (90 second) shows weekly barter.

Free demo tapes/information to our readers.

### DRAKE-CHENAULT ENTERPRISES, INC.

Program Services Division P.O. Box 1629 8399 Topanga Canyon Blvd. Canoga Park, CA 91304 (213) 883-7400 (800) 423-5084 Toll Free

### **EXECUTIVES:**

James Kefford, Pres. Denny Adkins, Senior VP

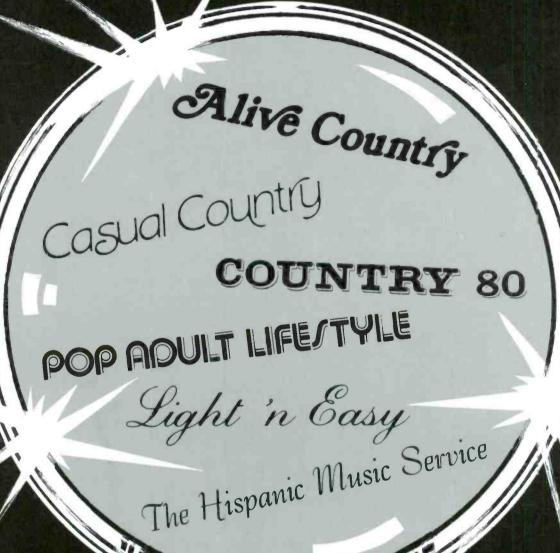
Syndicated formats with total market customization available for automation or live assist.

### PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music+, Starting price: \$650/month. Great American Country. Starting price: \$650/month. SuperSoul Contempo 300 XT-40

I see it clearly now . . .

# THE MUSICWORKS IN YOUR FUTURE.



QUIETLY GETTING BIGGER ... AND STILL THE BEST.

MUSICWORKS

P.O. Box 111390, Nashville, TN 37211

CALL COLLECT (615) 790-1200

Big Bands and More.

Contemporary MOR. Starting price: \$650/month.

Free demo tapes available to our readers.

### DRAKE-CHENAULT ENTERPRISES, INC.

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

### 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:

Golden Years of Country, 25 hours. Starting price: \$690. Elvis: A 3-Hour Special. Starting price: \$200. The Top 100 of the 70's, 12 hours. Starting price: \$480. Christmas At Our House, 12 hours. Starting price: \$568.

Country Christmas, 12 hours. Starting price: \$360.

### DRAKE-CHENAULT ENTERPRISES, INC.

Specialized Consultation 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

Custom consultation for AM stations plus music formats in Oldies, Top 40, Adult Contemporary and Country. Starting price: \$1,000/month.

### **FAIRWEST STUDIOS**

3341 Towerwood Dr., #204 Dallas, TX 75234 (214) 243-7800 (214) 243-2434 Collect

### EXECUTIVE:

Jim West, VP/GM

### SERVICES:

A full service production company. Full range of station materials for I.D. and commercial services; both custom and syndicated. A commercial fibrary service called "The Best Sellers". Other services include representing Jim Loupas & Assoc., audio processing consultants. Two stateof-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

### EXECUTIVES:

Paul Ward, Pres.

Otis Merry, General Sales Mgr.

Producer of GOLD PLUS, programming/consulting concept targeting towards 25-44 adult listener. Oldies oriented hit music. Live-assist or full automation. Clients include WFBC/Greenville, WGNG/Providence, WKRZ/Wilkes-Barre.

### PROGRAMMING AVAILABLE FOR SALE:

GOLD PLUS. Starting Price: \$500/month.

Free demo tapes available to our readers.

### FIRSTCOM BROADCAST SERVICES, INC.

13747 Montfort Dr. Dallas, TX 75240 (214) 934-2222

### THE FM 100 PLAN

Seventh Floor 800 E. Northwest Highway Palatine, IL 60067 (312) 934-6100 Collect

### EXECUTIVES:

Darrel Peters, Pres. Alaine Peters, Corp. Sec'y Michael Krafcisin, Prog. Consultant Larry Ziarko, Prog. Consultant Ray Miller, Chief Eng. Ray Lowy, Sales Director

1) FM 100 Beautiful Music. Target demo: 25-54. America's finest and largest Beautiful Music Library. The proven winner on over 100 AM and FM radio stations scoring #1 positions in all-size markets from coast to coast. A totally unique element is the vast number of FM 100 custom selections ... thousands of custom arrangements that include instrumentals, choral vocals, and single vocal stars like Vic Damone, Don Cherry and Steve Lawrence and Evdie Gorme.

2) FM 100 Beautiful Music. Target demo: 25-49. The same magnificent flow of our total library but with a greater emphasis on contemporary titles and newer arrangements of the all-time standards. The vocal patterns for this format are also different. More single vocals are used in ratio to choruses. And, contemporary vocal stars are also inserted for a younger demographic appeal (Neil Diamond, Anne Murray, Barry Manilow, Barbra Streisand, etc.).

3) FM 100 Beautiful Contemporary. Target demo: 25-49. This is a foreground format with 75% emphasis on vocals. Both MOR stars (Andy Williams, Jack Jones, Frank Sinatra, etc.) and contemporary favorites (Kenny Rogers, Captain & Tenille, Dolly Parton, Neil Diamond, etc.). A unique custom instrumental package complements the over-all flow and a "Hot Reel" series allows you to play current hits with additional frequency.

# We'd like to give your baby some new blocks to play with.

Every baby goes through some rough growing stages and about all you can do is give them one heck of a lot of attention.

At FairWest Studios, we understand this much better than most. Which is why we represent a proven, attention-getting format that's sure to keep your babies happy and contented — no matter how young or old they may be.

It's called the
"Burns/Somerset
Country" format and
for the first time to
FM radio country music,
it introduces proven radio
techniques common to beauti-

ful music. It's exciting, unique and a lot of

babies like KILT-FM, WKQS-FM, and WUSL-FM are showing some very healthy growth. The format is consulted by George Burns of Burns Media and Joe Somerset — both nationally recognized for their successful track record.

So if you want to know more about the "Burns/ Somerset Country" format, or our adult contemporary format, "Program One," call Jim West collect at FairWest Studios.

Once you do, your baby just might grow up to be one of the richest kids on the block.



4) FM 100 All Hit Country. Target demo: 18-49. A superb presentation of America's top country hits presented on a back-to-back fashion producing the most musical country station in any market. We rotate selections and artists in a totally new fashion with play weightings of new and older hits especially balanced for mass appeal updated.

5) FM 100 WWAC (Wall-to-Wall Adult Contemporary). Target demo: 25-44. Probably the most researched contemporary format ever created produced by Darrell Peters and Allan Shaw (former head of ABC-FM for 12 years). It's designed for a wall-to-wall no-nonsense presentation, in stark contrast to most high speed, all-jock competitors. There are six major categories of music and artists with a vital dedication to current hits updated every two weeks.

### PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music 25-54 Starting price: \$695 per month. Beautiful Music 25-49. Starting price: \$695 per month. Beautiful Contemporary 25-49. Starting price: \$695 per month.

All-Hit Country 18-49. Starting price: \$695 per month. WWAC (Wall-to-Wall Adult Contemporary) 25-44. Starting price: \$695 per month.

Free demo tapes available to our readers.

### THE FROM STUDIO B COMPANY

1717 N. Highland Avenue, Suite 620 Hollywood, CA 90028 (800) 421-4498

### KEVIN GAVIN PRODUCTIONS, INC.

420 Lexington Ave., Rm. 1956 New York, NY 10017 (212) 751-6020 Collect

### **HEIL ENTERPRISES**

P.O. Box 1372 Lancaster, PA 17603 (717) 299-5899 Collect

### **EXECUTIVES:**

Paul S. Heil, Exec. Producer Charles E. Morris, Marketing Dir.

### PROGRAMMING AVAILABLE FOR SALE:

The Gospel Greats. Weekly two hour program featuring today's most popular Gospel music, interviews with the top recording artists and exclusive updates of the latest Gospel music news. 12 minutes of local avail 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 Dr. 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:

"Radio's greatest hits come Hellerhighwater." Syndicated image campaigns based on both new materials and the best of 17 years of custom award-winning indentity 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.

### INNER-VIEW, INC.

8913 W. Olympic Blvd. #201 Beverly Hills, CA 90211 (213) 652-8710

### JAM CREATIVE PRODUCTIONS, INC.

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

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

# ALL BOR ONE

"After working with Westwood One for a number of years in several cities, I found their programming and servicing to be excellent. We find it very beneficial on WKLS to program all of the Westwood One AOR features available to us."

MAX FLOYD, PROGRAM DIRECTOR WKLS, ATLANTA SUPERSTARS STATION

"One feature we like about Westwood One programming is that we can use the programming that makes sense for us, unencumbered by obligations that require us to air what we would rather not air."

BOB HATTRIK VICE PRESIDENT, PROGRAMMING DOUBLEDAY BROADCASTING

"Every week OFF THE RECORD SPECIALS with MARY TURNER come up with consistently fine interviews. They're always big names, nothing marginal. We air OFF THE RECORD, IN CONCERT, THE ROCK YEARS and SPACES AND PLACES. I would give my left nut if I could get DR. DEMENTO away from the LOOP."

TOM TEUBER, PROGRAM DIRECTOR WMET, CHICAGO METROMEDIA BROADCASTING

"The most successful show we've had in recent history here at COZ is DR. DEMENTO. He does very well for us, showing up very strong in Sunday night ratings. We run MARY TURNER long and short interview shows. We also run specials like THE ROCK YEARS."

ANDY BEAUBIEN, PROGRAM DIRECTOR WCOZ, BOSTON SEBASTIAN, CASEY & ASSOC., CONSULTANTS

"I'm a big believer in great syndicated shows. We're pretty tied in with Westwood One, running IN CONCERT. OFF THE RECORD and ROCK ALBUM COUNTDOWN."

PAT EVANS, PROGRAM DIRECTOR KSFX, SAN FRANCISCO J. POLLACK COMMUNICATIONS, CONSULTANTS

# WESTWOOD ONE THE ONE FOR ALL

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



### KALAMUSIC

Suite 200 Industrial State Bank Bldg Kalamazoo, MI 49007 (616) 385-5110 Collect

### LIVE SOUND, INC.

1741 North Ivar, Suite 101 Hollywood, CA 90028 (213) 462-3351

### 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.

### **MARINA MUSIC PRODUCTIONS**

777 Silver Spur Rd. Suite 115 Rollings Hills Estates, CA 90274 (213) 541-5559

### EXECUTIVES:

Franke Jolle, Program Consultant/VP Charles Patterson, Traffic/Exec. VP F. Joseph Clark, Jr., Programming Dani Clark, Treas.

### SERVICES:

Marina Music Productions syndicates the SH BOOM Show. SH BOOM Radio Show is a nostalgia-oldies but goodies weekly feature. This 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, or "Year That Was" approach. SH BOOM Radio Show is now on the air coast to coast.

### PROGRAMMING AVAILABLE FOR SALE:

SHBOOM Radio Show has a bottom price of \$200 per week in the top 50 markets. These rates are based on the station's spot rates.

### **MASTER BROADCAST** SERVICES, INC.

6 E. Trenton Ave 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

Free demo tape available to our readers.

### MEDIA SERVICE CONCEPTS, INC.

1713 N. North Park Ave. Chicago, IL 60614 (312) 951-2680

### CHARLES MICHELSON, INC.

127 West 26th St. New York, NY 10001 (212) 243-2702

### ROBERT MICHELSON, INC.

127 West 26th Street New York, NY 10001 (212) 243-2702

### EXECUTIVES:

Robert Michelson, Pres. Susan Scharf, Managing Director

### SERVICES:

High quality, innovative radio programming. Distribute daily two-minute radio program that highlights daily history of rock-n-roll, called Rock Calendar, Narrated by WNEW-FM, New York's Pete Fornatale. 365 programs in series.

### PROGRAMMING AVAILABLE FOR SALE:

Rock Calendar. Available on cash basis only. Rates available on request.

Free demo tapes available to our readers.

### ROBIN MITCHELL PROGRAMMING/ SOLAR COMPUTER SYSTEMS CORP.

7000 S.W. Vermont Street, Suite 1302 Portland, OR 97223 (503) 245-1538

### EXECUTIVES:

Robin Mitchell, Pres. Daniel Johnson, VP Bob Goode, Associate

### SERVICES:

Syndication and Consulting currently specializing in the "RETRO-ACTIVE" format, which may be run "live" or "automated."

Clients cart from RETRO's tape library of titles 1955-Present, follow computer playlists stressing potency/variety as determined by our research in your market, program features for local sponsor sales.

Pilot station in top 30 market sets record-breaking sales even preceding #1 shares Adults 25-49, 6AM-MID. MON.-SUN. Spring '81 ARBITRON.

### PROGRAMMING AVAILABLE FOR SALE:

Elvis . . . the Man and His Music. A 3-hour special featuring Elvis interview clips interwoven with the music, plus audio from a 50's outdoor Elvis Concert. Starting price: \$250.

### RETRO-ACTIVE FORMAT:

Price based on tier of service

# THE NEXT ISSUE OF



# **WILL BE SEPTEMBER, 1982**

The only way to guarantee getting a copy is to subscribe now to INSIDE RADIO and receive our popular eight page weekly newsletter every Monday morning.

INSIDE RADIO RATINGS REPORT & DIRECTORY	Send me:  Six months of INSIDE RADIO plus the September 1982 RATINGS REPORT & DIRECTORY for \$75
	One year of INSIDE RADIO plus the next two RATINGS REPORT & DIREC- TORIES for \$150
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Best Air in the	Title & Company
West!	Address
	City State These rates valid for new subscribers only in U.S. and Canada
	☐ Bill me later ☐ Check enclosed
WEST-ERN CITIES BENCALX ASSTING As an instant on traps remain service As an instant on traps remain service and and the contract of the contra	☐ Charge to my credit card
ESSA FINE CASE IN THE MANAGEMENT OF THE PARTY OF T	Acct. #
MARCH 1982	Expiration Date
	Interbank # (MC only)



### **BUSINESS REPLY CARD**

FIRST CLASS

PERMIT NO. 965

CHERRY HILL, NJ

POSTAGE WILL BE PAID BY -

# INSIDE RADIO

Executive Mews 1930 East Marlton Pike Suite C-13 Cherry Hill, NJ 08003 NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES



### THE MONEY MACHINE/AUDIO SELLERS

Box 23355 Nashville, TN 37202 (800) 251-2058 or (615) 329-1988

### MULTI-MEDIA COMMUNICATIONS, INC.

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

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

College Football Today, 2 minutes. Starting price: Based on market size

Free demo tapes available to our readers.

### 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

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 lovalty 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

### 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 Collect

### EXECUTIVES:

Bill Robinson, Pres./GM Skeeter Dodd, Sales/Service Jon Potter, National Consultant

### SERVICES:

Alive Country. The big winner, 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. There is constant hit and library updating. Consultation and promotional help is part of this service. Starting price: \$380/month.

Casual Country. An easy listening, beautiful, country music service. Contemporary and classic songs interpreted by a wide range of performers. Available announced or unannounced for full or part time use. Starting price: \$275/month.

Country 80: Only the country expertise of the Musicworks could design this unannounced modern country music service. A blend of hits, recurrents and classics to give a stable consistent sound and complete music control. Hit updates every 10 days and library updates monthly. Starting price: \$290/month.

Hispanic Music Service. Full time or part time., Mix all forms of hispanic music. Programmed and consulted by Gustavo Valadez.

Pop Adult Lifestyle: Mass appeal, day parted contemporary music targeted 25 to 49 adults. PAL is programmed with a flexible music mix to blend the greatest music of the past 20 years with the hits of today. Adult Contemporary programming on a cost efficient basis. Full time or part use. Starting price: \$300/month.

Free demo tapes available to our readers.

### **NARWOOD PRODUCTIONS**

40 E. 49th St. 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, INC.**

4429 Morena Blvd. San Diego, CA 92117 (800) 854-2075 (714) 272-2011 in CA

### **EXECUTIVES:**

Robert Skomer, Owner Michael Anderson, Sales Manager

Contemporary production music for commercials, promos, etc. Full length arrangements plus 30's, 60's tag's and rhythm tracks.

### O'CONNOR CREATIVE SERVICES

Box 8888 Universal City, CA 91608 California, Alaska, Hawaii, Canada, call (213) 769-3500 Collect All others (800) 423-2694 Toll-Free

### **ORANGE PRODUCTIONS** Division of Banks Broadcasting Inc.

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

### **EXECUTIVES:**

Lita Indzel Cohen, Exec. VP Sid Mark, Exec. Producer

### SERVICES:

The Sounds of Sinatra, 2 hour weekly program featuring the Man himself, with special interviews with Sinatra.

### PROGRAMMING AVAILABLE FOR SALE:

The Music Machine, weekly program. John Scheuer: Financial Forum Russ Miller: Right Around Home. Dr. Jim Corea: Health & Physical Fitness Forum Wynn Moore: Auto World.

Price depends on market size.

### PAMS INC.

5327 N. Central Expressway Dallas, TX 75205 (214) 522-PAMS

### PETERS PRODUCTIONS, INC.

9590 Chesapeake Dr. San Diego, CA 92123 (714) 565-8511 Collect

### EXECUTIVES:

Edward J. Peters, Pres. Redd Gardner, Reg. Mgr.-West Paul Schafer, Reg. Mgr.-East Steve Cotov, Reg. Mgr.-Midwest Jack Merker, Dir. of Programming

### SERVICES:

Complete radio formats, can be operated live assist or

automated, or both. All major radio formats offered. Jingles and commercials offered either syndicated or custom. Price based on market size.

### PROGRAMMING AVAILABLE FOR SALE:

The Great Ones. Adult Contemporary (MOR). Starting price: \$500/month.

Your Music, Traditional (MOR), Starting price: \$500/month. The Natural Sound (Cross-country). Starting price: \$500/

The Rock (Top 40). Starting price: \$500/month.

Mellow Rock (Soft rock). Starting price: \$500/month.

All Star Country (Contemporary Country). Starting price: \$500/month.

Country Lovin' (Modern Country). Starting price: \$500/ month.

Beautiful Music (Traditional Random Select). Starting price: \$500/month.

Beautiful Music (Contemporary Random Select). Starting price: \$500/month.

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.

Producer and distributor of nationally sponsored radio programming. Currently offering The Great American Cowboy. Six programs weekly, 21/2 minutes in length. Rodeo news, feature interviews and country lifestyle emphasis. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo". Promotionally oriented, PRN produces the only cowboy news and information currently available. Over sixty-five stations joined PRN the first two months of broadcast.

### PROGRAMMING AVAILABLE FOR SALE:

The Great American Cowboy. Starting price: barter.

### 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 SPORTS PROGRAMS** TDI/WINSTON NETWORK, INC.

275 Madison Avenue New York, NY 10016 (212) 599-1100

### EXECUTIVES:

Marc Winston, Pres. 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.

### **REEL RADIO**

Box 213 Dunkirk, MD 20754 (301) 257-9410

### RPM—RADIO PROGRAMMING/MANAGEMENT

25140 Lahser Rd., Suite 232 Southfield, MI 48034 1-(800) 521-2537 (313) 358-1040

### EXECUTIVES:

Thomas Krikorian, Pres. Richard Graf, GM

### SERVICES:

Full format syndication, formats include contemporary beautiful music, classic beautiful, progressive MOR-adult contemporary, classic MOR.

### PROGRAMMING AVAILABLE FOR SALE:

Contemporary Beautiful Music. Starting price: Based on

Classic Beautiful. Starting price: Based on market. Progressive MOR-adult contemporary. Starting price: Based on market.

Classic MOR. Starting price: Based on market. RPM Christmas Music Festival. Starting price: \$400. RPM New Years Eve Big Band. Starting price: \$150.

Free demo tapes available to our readers.

### SATELLITE MUSIC NETWORK (Burkhart/Abrams/Michaels/Douglas and Associates)

6500 River Chase Circle, East Atlanta, GA 30328 (404) 955-1550

### **EXECUTIVES:**

Kent Burkhart, Assoc. John Tyler, Assoc. George Williams, Network Mgr. Chris Wallenberg, Assist. Network Mgr. Jim Rupp, Assoc.

Roy Bliss, Assoc.

### **SERVICES:**

Providing live 24 hour a day, 7 day a week formats for broadcasting by radio stations through satellite communications. Formats available: Modern Country and Pop/ Adult.

### SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road South Plainfield, NJ 07080 (201) 753-0444

### EXECUTIVES:

Jim Schulke, Pres. Phil Stout, Exec. VP/Creative Dir. Larry Adams, VP/Mktg. David MacFee, VP

Ralph Sanabria, VP Ken Mellaren, VP Dave Klahr, Creative Exec.

### 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:

27-hour Christmas music package and Christmas feature package.

### PROGRAMMING AVAILABLE FOR SALE:

The Sounds of Christmas. Starting price: \$250 (one time

The Stories of Christmas. Starting price: \$75.

Free demo tapes available to our readers.

### SIRIUS PRODUCTIONS, INC.

321 E. 22nd St. 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.

### PROGRAMMING AVAILABLE FOR SALE:

Free demo tapes available to our readers.

### STARBORNE PRODUCTIONS CORP.

4627 Van Nuys Blvd. #201 Sherman Oaks, CA 91403 (213) 995-7832

### STEREO RELIGIOUS COMMUNICATIONS

501 Stonearch Court Stone Mountain, GA 30083 (404) 469-7879

### **EXECUTIVES:**

James H. Dickson, Pres. James O. Hutto, VP/Programming

### 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 religious music formats used independently, or mixed to best suit the tastes of the listening audience.

### PROGRAMMING AVAILABLE FOR SALE-

Heavenly Sunshine. Supplement program for stations already using programming by evangelists and preachers. Heavenly Music. Soft, easy listening full time religious music format.

Sounds of Faith (Easy Listening Beautiful Music). Songs of Joy (Contemporary, MOR, AOR, Easy Rock). Psalms of Praise (Classical, Beautiful Music, Educational). Words of Faith. Free.

Pricing structure available on request.

Free demo tapes available to our readers.

### KRIS STEVENS ENTERPRISES, INC.

14241 Ventura Blvd., Suite 204 Sherman Oaks, CA 91423 (213) 981-8255

### EXECUTIVE:

Kris Erik Stevens, Pres.

### STRAND BROADCAST SERVICES

1636 Voorbees 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. Margaret Digan Sinclair, VP 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. Starting price: Barter. Niki Scott-For the Working Woman. Starting price: Barter. Charlie Coane-On the Move. Starting price: Barter.

Kaye Johns-Food, Fashion & Family. Starting price: Barter.

Roger Albright—A Home of Your Own. Starting price: Barter.

Tony St. James-Mindblowers. Starting price: Barter. Alex Burton-The Opinions Are My Own. Starting price:

Dave Marquis—Out Here in America. Starting price: Barter. Stan Dworkin-The Garden Spot. Starting price: Barter. Dr. Joe D. Goldstrich-New Medicine. Starting price: Barter.

Donald Bain-The Media Watch. Starting price: Barter. Michael Brown-In the Winner's Circle. Starting price: Barter.

Dr. Robert London-Head Help. Starting price: Barter. Martin Birnbach-The Job Shop. Starting price: Barter. Dr. Thomas Vice-Pets and People. Starting price: Barter. Jerry Flemmons-Travel with Jerry. Starting price: Barter.

Free demo tapes available to our readers.

### SYNDICATE IT, INC.

1680 N. Vine St., Suite 1116 Hollywood, CA 90028 (213) 463-7198 Collect

### EXECUTIVES:

Robert W. Dockery, Jr., Pres. Walter J. Ainsworth, VP Paul Ward, Network Sales

### SERVICES:

Producer of nationally sponsored radio programs, from two and one-half minutes to two hours; from music to sports. Station ID's and commercials available.

### PROGRAMMING AVAILABLE FOR SALE:

Revving Up . . . with Dan Gurney. Starting price: Barter. Sports Insights ... with John Mackey. Starting price: Barter.

Jazz Chronicles . . . with Jim Gosa. Starting price: Barter. Free demo tapes available to our readers.

### SYNDICOM

545 Middlefield Rd., Suite 170 Menlo Park, CA 94025 (415) 321-9124 Collect

#### SYNDICATOR DIRECTORY

#### EXECUTIVES:

Michael B. Hesser, Pres. Pamela Hicks, Admin, Asst.

#### SERVICES:

Features-EX:: Red Nickerson-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: \$20/wk. (5 shows/wk.)

Free demo tapes available to our readers.

#### SYNDIREP, INC.

547 W. Jackson, Suite 1101 Chicago, IL 60606 (800) 621-3233 (312) 461-9564 in Illinois

#### **EXECUTIVES:**

Jim Seemiller, Pres. Tim Warner, National Sales Mgr. Anne O'Malley, Station Relations

#### 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.

#### 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-Productions

Neil Sargent, VP/GM-Special Projects/Programming

#### 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

#### TUESDAY PRODUCTIONS, INC.

4429 Morena Blvd. San Diego, CA 92117 (714) 272-7660

#### EXECUTIVE:

Bo Donovan, VP-Broadcast Div.

#### SERVICES:

Radio/TV/Music/Jingles/IDs

#### THE WALL STREET JOURNAL REPORT

22 Cortland St. New York, NY 10007 (212) 285-5580

#### EXECUTIVES:

Robert B. Rush, Dir., Broadcast Services Chuck Downing, Sales Mgr. Gig Barton, Mgr., Affiliate Relations

#### PROGRAMMING AVAILABLE FOR SALE:

The Wall Street Journal Report originates live via satellite from the Journal's newsroom studios in New York City's Wall Street district. Two minute reports fed at ten minutes to the hour 17 times per day Monday through Friday. Two minutes of business and financial news with actualities from international financial centers. The Wall Street Journal Weekend Report-three minutes of news and analysis of some of the week's top business stories. The Wall Street Journal Weekend Review and Outlook-three minutes of news and analysis covering the week past and looking ahead at week to come from world of business.

#### WATERMARK, INC.

10700 Ventura Blvd. No. Hollywood, CA 91604 (213) 980-9490 (800) 423-2502 Toll Free

#### EXECUTIVES:

Tom Rounds, Pres. Ralph T. Smith, Sr. VP, Finance & Admin. Mat Tombers, Mgr., Advertising & Promotion Carol Holt, Sales Mgr. Johnny Biggs, Operations Mgr. Stew Hillner, Production Mgr.

Watermark is one of the oldest and largest producers of special programming for radio. Founded in 1969 by Tom Rounds and several associates, Watermark currently supplies special programming to more than 1500 radio stations each week.

#### PROGRAMMING AVAILABLE FOR SALE:

American Top 40 with Casey Kasem American Country Countdown with Bob Kingsley Soundtrack of the '60's with Gary Owens The Robert W. Morgan Special Of The Week

Free demo tapes available to our readers.

#### **WESTWOOD ONE**

9540 West Washington Blvd. Culver City, CA 90230

#### SYNDICATOR DIRECTORY

(213) 204-5000

#### EXECUTIVES:

Norm Pattiz, Pres.

Judy Gold, VP/Dir. of Station Sales Brian Heimerl, Dir. of Operations

Ron Hartenbaum, Dir. of Advertiser Sales

#### SERVICES:

Nation's largest producer of nationally sponsored radio programs, features, concerts and specials. Distributing sixteen programs to over 1500 U.S. radio stations.

#### PROGRAMMING AVAILABLE FOR SALE:

The Dr. Demento Show. Starting price: Barter. Off The Record with Mary Turner. Starting price: Barter. Live From Gilley's. Starting price: Barter.

The Concert of the Month. Starting price: Barter. The Rock Years—Portrait of an Era. Starting price: \$5000.

Free demo tapes available to our readers.

#### YANCEY CORPORATION

1010 E. 86th St. Bldg. 1070, Suite 72 Indianapolis, IN 46240 (317) 844-5009

#### EXECUTIVES:

Robert Christy, VP

Jacqueline Doherty, Nat'l Coordinator

#### SERVICES:

Broadcast marketing and promotions; custom promotional concepts for all formats and all market sizes.

#### PROGRAMMING AVAILABLE FOR SALE:

Magic Ticket. Starting price: \$5500.

Great Southfork Landgrab II. Starting price: \$1750.

Babychek. Starting price: by market.

Rock 'n Roll Passport. Starting price: by market.

Cash Coupon: by market.

Free demo tapes available to our readers.

#### TRADE ASSOCIATION DIRECTORY

#### **ADVERTISING COUNCIL**

825 Third Avenue New York, NY 10022 (212) 758-0400

EXECUTIVE:

Barton A. Cummings, Chmn.

#### **AMERICAN COUNCIL** FOR BETTER BROADCASTS

120 E. Wilson Street Madison, WI 53703 (608) 257-7712 Collect

EXECUTIVES:

Genevieve Finnigan, Pres. Marieli Rowe, Exec. Dir.

#### **AMERICAN WOMEN IN RADIO** AND TELEVISION, INC.

1321 Connecticut Avenue, NW Washington, DC 20036 (202) 296-0009

EXECUTIVES:

Muriel M. Kennedy, Pres. Charlotte Tharp, Pres.-Elect

#### AP BROADCASTERS, INC.

50 Rockefeller Plaza New York, NY 10020 (212) 621-1511

**EXECUTIVES:** 

Charles Whitehurst, Pres. Robert Wells, Pres,-elect Roy Steinfort, Sec'y

#### **ASSOCIATION OF FEDERAL** COMMUNICATIONS CONSULTING **ENGINEERS**

P.O. Box 19333 20th Street Station Washington, DC 20036 (202) 659-3707

EXECUTIVES:

Frederick G. Griffin, Pres. William C. King, Jr., VP Dr. Jeremy Raines, Sec'y John A. Lundin, Treas.

#### **BROADCASTING FOUNDATION** OF AMERICA

Suite 1810 52 Vanderbilt Avenue New York, NY 10017 (212) 986-6448

**EXECUTIVES:** 

George Probst, Chmn. Calvin W. Stillman, Exec. Dir.

#### **COMMUNITY BROADCASTERS ASSOCIATION**

3219 W. State Road Olean, NY 14760 (716) 372-0161

EXECUTIVE:

Roger Jeffers, Pres.

#### COUNTRY MUSIC ASSOCIATION, INC.

Box 22299 Nashville, TN 37203 (615) 244-2840

**EXECUTIVE:** 

Tandy Rice, Pres.

#### **DAYTIME BROADCASTERS** ASSOCIATIONS

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

EXECUTIVES:

Jim Wychor, Chmn. Ray Livesay, Pres.

#### **HOLLYWOOD RADIO &** TELEVISION SOCIETY

5315 Laurel Canyon Blvd. North Hollywood, CA 91607 (213) 769-4313

EXECUTIVE:

Oliver H. Crawford, Exec. Dir.

#### INTERNATIONAL RADIO AND TELEVISION SOCIETY, INC.

420 Lexington Avenue New York, NY 10170 (212) 867-6650

EXECUTIVE:

Ave Butensky, Pres.

#### NATIONAL ASSOCIATION FOR **BETTER BROADCASTING**

7918 Maylor Avenue Los Angeles, CA 90045 (213) 641-4903

EXECUTIVES:

Frank Orme, Pres. Jerome Weinstein, 1st VP

#### NATIONAL ASSOCIATION OF **BROADCASTERS**

1771 N Street, NW Washington, DC 20036 (202) 293-3500

EXECUTIVES:

Vincent T. Wasilewski, Pres. John B. Summers, Exec. VP/GM

#### NATIONAL ASSOCIATION OF **EDUCATIONAL BROADCASTERS**

1346 Connecticut Avenue, NW Washington, DC 20036 (202) 785-1100

EXECUTIVE:

James A. Fellows, Pres.

#### NATIONAL ASSOCIATION OF FARM BROADCASTERS

Box 119 Topeka, KS 66601 (913) 272-3456

EXECUTIVE:

Ray Wilkinson, Pres.

#### NATIONAL ASSOCIATION OF SPANISH BROADCASTERS

1140 Connecticut Avenue, NW Suite 809 Washington, DC 20036 (202) 293-3873

EXECUTIVES:

Emilio Nicolas, Chmn. Carmen Junco, Pres.

#### NATIONAL BLACK MEDIA COALITION

1802 T Street, NW Suite B Washington, DC 20009 (202) 387-8155

EXECUTIVES:

Pluria Marshall, Chmn. Carmen Marshall, Exec. Dir.

#### NATIONAL PUBLIC RADIO

2025 M Street, NW Washington, DC 20036 (202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres. Thomas C. Warnock, Exec. VP

#### **NATIONAL RADIO** BROADCASTERS ASSOCIATION

1705 DeSales St., NW Washington, DC 20036 (202) 466-2030

EXECUTIVES:

Abe Voron, Exec. VP Sis Kaplan, Sis Radio, Charlotte, Pres.

#### NATIONAL RELIGIOUS **BROADCASTERS**

CN 26 Morristown, NJ 07960 (201) 575-4000

EXECUTIVE:

David Hofer, Pres.

#### RADIO ADVERTISING **BUREAU, INC.**

485 Lexington Avenue New York, NY 10017 (212) 599-6666

EXECUTIVES:

Miles David Pres Richard Montesano, Senior VP Joe Vincent, Senior VP

#### **RADIO AND TELEVISION** RESEARCH COUNCIL

Benton & Bowles, Inc. 909 Third Avenue New York, NY 10022 (212) 758-6200

EXECUTIVES:

Betty Ann Morse, Pres. Stephen H. Raffel, Pres.-elect

#### RADIO BUREAU OF CANADA

43 Eglinton Avenue, East. 10th Floor Toronto, Ontario M4P 1A2 (416) 482-2222

EXECUTIVE:

Lou Tameanko, Pres.

#### STATION REPRESENTATIVES ASSOCIATION

230 Park Avenue New York, NY 10169 (212) 687-2484

EXECUTIVES:

M. S. Kellner, Managing Dir. Bob Kizer, Pres.

#### **WOMEN IN** COMMUNICATIONS, INC.

P.O. Box 9561 Austin, TX 78766 (512) 345-8922

EXECUTIVES:

Mary E. Utting, Exec. Dir. Ruth Massingill, Communications Dir. A subscription to The Friday Morning Quarterback's Pop or Album Report is more than a subscription... it's a way of doing business.

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And we print them on our exclusive

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write to: THE FRIDAY MORNING QUARTERBACK
Executive Mews
1930 East Marlton Pike, F36
Cherry Hill, NJ 08003

#### TRADE PRESS DIRECTORY

#### ADVERTISING AGE

Jim Forkan Colby Coates 220 E. 42nd Street New York, NY 10017 (212) 210-0100

#### ADWEEK/EAST

Jeffrey Precourt 820 Second Avenue New York, NY 10017 (212) 661-8080

#### ADWEEK/MIDWEST

Emmett Curme 435 N. Michigan Avenue **Suite 1333** Chicago, IL 60611 (312) 467-6500

#### ADWEEK/SOUTHEAST

75 Third Street, NW Atlanta, GA 30308 (404) 881-6442

#### ADWEEK/WEST

Lee Kerry 514 Shatto Place Los Angeles, CA 90020 (213) 384-7100

#### THE ALBUM NETWORK

Steve Smith, V.P. and Managing Dir. 9000 Sunset Boulevard #1000 Los Angeles, CA 91206 (213) 550-3988

#### **AMERICAN RADIO**

James Duncan, Jr., Editor 200 Michigan Building Kalamazoo, MI 49007 (616) 381-4262

#### **BILLBOARD**

Doug Hall 1515 Broadway New York, NY 10036 (212) 764-7339

#### BM/E

Robert Rivlin, Editor 295 Madison Avenue New York, NY 10017 (212) 685-5320

#### **BROADCASTING** MAGAZINE

Don West, Managing Editor 1735 DeSales Street, NW Washington, DC 20036 (202) 638-1022

#### **CASH BOX**

Larry Riggs, Radio Editor 1775 Broadway Suite 630 New York, NY 10019 (212) 586-2640

#### THE CONFIDENTIAL REPORT

Jay Stone 9000 Sunset Blvd. Suite 1000 Hollywood, CA 90069 (213) 550-3988

#### **DAILY VARIETY**

Tom Bierbaum Peter Pryor 1400 N. Cahuenga Blvd. Hollywood, CA 90028 (213) 469-1141

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Vincent Ditingo, Editor

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TELEVISION/RADIO AGE

Alfred Jaffe, Editor 1270 Avenue of Americas New York, NY 10020 (212) 757-8400

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Jack Loftus, Radio Editor 154 West 46th St. New York, NY 10036 (212) 582-2700

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# "Night Time America." Music and entertainment for adult contemporary music formats.

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#### AMERICAN BROADCASTING CO., INC.

1345 Avenue of the Americas New York, NY 10019

#### EXECUTIVES:

(212) 887-7777

Edward F. McLaughlin, Pres.

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and Program Operations

Walt Sabo, VP/Operations

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Richard Martinez, Dir., Technical Operations

Robert Donnelly, Asst. Dir., Satellite Operations

Brenda Morgan, Mgr., Broadcast Services

Pam Trester, Mgr., Program and Affiliate Services

Lorraine Gordon, Mgr., Commercial Operations

Susan Redmond, Coordinator, Affiliate Services

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Sandra Kennedy, Mgr., Research and Media Planning

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Joseph F. Keating, Dir., Radio News Operations & Exec.

Producer, Radio Special Events

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George T. Phillips, Mgr., Radio News Programming

Jeff Sprung, FM Network News Mgr.

Dick Rosenbaum, Information Network News Mgr.

Richard Dressel, Contemporary Network News Mgr.

Kathy Lavinder, Entertainment Network News Mgr.

Fred Davis, Direction Network News Mgr.

Mark Richards, Assignment Mgr., Radio News

Kenneth Scott, Mgr., Radio News, Washington Bureau

#### ABC CONTEMPORARY NETWORK PROGRAMMING:

Hourly News

11 Daily Newscalls

3 Daily Sportscalls

Howard Cosell—with Speaking of Sports and Speaking of

Everything

Snapshot with Mary Margaret Myers

Breakthrough with Bill Stoller

American Top 40

Spotlight Specials-Will air: 2/21, 4/18, 6/20, 8/22, 10/24,

12/19

#### ABC DIRECTION NETWORK PROGRAMMING:

Hourly News

10 Daily Newscalls

3 Daily Sportscalls

Bob Buck and Don Chevrier Commentaries

To Your Good Health featuring Dr. Paul Donohue

#### ABC ENTERTAINMENT NETWORK PROGRAMMING:

News On The 1/2 Hour

11 Daily Newscalls

3 Daily Sportscalls

Agri-Answers by John Deignan

Economic Commentary by Dan Cordtz

Public Affairs Program: Meet the Author

Paul Harvey

Daily News Commentary by ABC Correspondents on top stories from around the world.

Silver Eagle Cross Country Music Show-features top country singers and bands from key country venues.

Spotlight with Bill Diehl

Rudd Awakening

Words and Music-six shows this year. Each special features two hours of music and interviews.

#### **ABC INFORMATION NETWORK PROGRAMMING:**

News On The Hour

11 Daily Newscalls

3 Daily Sportscalls

World News This Morning with Joe Templeton

This Week With David Brinkley-all new for 1982

Daily Weather by John Coleman

Philip Greer with On Business and Down To Business

Daily Commentary with Steve Bell or Bob Clark

Lou Boda Sports

9 Daily Gordon Williams Business Reports

World News This Week

Fred Manfra Sports Feature

And More Features: Perspective I and II, Speaking of Music, FBI Washington, The Living World with Roger

#### **ABC FM NETWORK PROGRAMMING:**

Hourly News

11 Daily Newscalls 3 Daily Sportscalls

Public Affairs Program: Listen Closely

Star Sessions—New for 1982, Ninety minutes of top music and interviews in 12 shows. Will air: 3/20, 4/3, 4/17, 5/1, 5/22, 6/5, 7/3, 8/7, 9/4, 10/2, 10/16, 11/6.

#### ABC ROCK NETWORK PROGRAMMING:

Hourly News

11 Daily Sportscalls

Sports Shorts with Steve McPartlin

Rock and Roll Legends-reveals the story behind the song

Comedy

Rocknotes-rock news including special reports from London.

On Location with Gayl Murphy

Lifelines-lifestyle feature reports.

The Steve Dahl Supper Club-two hours of zaniness recorded before a live studio audience.

King Biscuit Flower Hour-52 one-hour shows featuring top singers and bands, including the Rock Radio Awards. Supergroups In Concert—a continuation of the widely

acclaimed concert series. OWNED AND OPERATED RADIO STATIONS:

WABC/WPLJ New York WLS-AM/FM Chicago KGO/KSFX 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 Mayor, 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-onthe-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

#### EXECUTIVES:

Satellite East-New York

Marlin R. Taylor, Pres./Creative Dir.

John E. Patton, VP/GM

Gary Donohue, Marketing Mgr.

Jeffrey C. Mathieu, Station Sales Mgr.

David Verdery, Client Services Mgr.

Cindy Friedman, Station Sales Rep

Walt Powers, Operations Mgr. Jim Stagnito, Production Dir.

Roger Ahrens, Advertising Mgr.

(212) 580-8814

Satellite Central—Chicagoland

(312) 479-1717

Chris Sites, Uplink, Master Control Mgr.

Eric Small, Satellite Electronic Consultant

#### **DESCRIPTION OF PROGRAMMING:**

Live 24 hours easy listening/beautiful music. 1200 individually programmed quarter hours scheduled by the day. Live network news around the clock. New music included to keep pace with industry releases.

"Daybreak" is a unique morning drivetime music and breaks format pre-fed via satellite developed at KBIG, Los Angeles.

#### DESCRIPTION OF SALES:

Downlink technical team on staff. Sales marketing service for local sales staff training. Assistance in format execution from on-staff professionals. Electronic/equipment technical assistance.

#### BROADCAST FACILITIES:

Satcom III R

#### **CABLE NEWS NETWORK, 2**

1050 Techwood Drive Atlanta, GA 30318 (404) 892-1717

#### EXECUTIVES:

Reese Schonfeld, CNN Pres. Ted Kavanau, CNN 2 VP Sidney Pike, Pres., Turner Program Sales Bob Scheussler, VP, Turner Program Sales Tom Todd, Dir. of Domestic Syndication

#### 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

Richard M. Brescia, VP/GM

#### EXECUTIVES:

W. Thomas Dawson, VP, Market Dev. Ralph Green, VP, Eng. Richard Macaluso, VP, Network Sales Neil Knox, VP, Affiliate Relations Frank Miller, VP, Network Programming Bernard Krause, Dir., Operations and Business Affairs Norman Ginsburg, Dir., Affiliate/Program Promotion Barbara Malinowski, Dir., Program Practices Suzanne Sack, Dir., Sales Promotion

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

Jack Stuppler, Dir., Admin.

News-on-the hour 24 hours a day, plus daily sports news broadcasts, informational features and news analysis with













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oncerts and specials with the top names in rock. Stevie Nicks. Dan ogelberg. Foreigner. Journey. Pat Benatar. Rush. Ozzy. Billy Joel. ve satellite broadcasts produced by Starfleet Blair available excluvely from The Source.

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ADAR © 23 (Spring 1981 Report) Vol. 2 (Aud. to cleared programs + commercial xposures), avg. aud. per broadcast adults 18-34. M-S, 6AM-12M.

**NBC** Radio's Young Adult Network

such CBS News Correspondents as Charles Kuralt, Harry Reasoner, Dan Rather and Mike Wallace; play-by-play coverage of all Monday Night NFL games, NFC and AFC playoffs, Super Bowl, and Pro Bowl, as well as such collegiate attractions as the Sun Bowl, Cotton Bowl and Senior Bowl; Major League Baseball's major events-All-Star Game, League Championships and World Series; daily dramas with CBS RADIO MYSTERY THEATER; weekend and Monday-through-Friday specials on timely topics. 20-game NCAA Basketball schedule, including 5 regular season and 15 playoff games highlighted by the National Championship

#### OWNED AND OPERATED RADIO STATIONS:

WEEI Boston WBBM Chicago KNX Los Angeles WCBS New York WCAU Philadelphia KCBS San Francisco KMOX St. Louis WEEI-FM Boston WBBM-FM Chicago **KNX-FM Los Angeles** WCRS-FM New York WCAU-FM Philadelphia KRQR-FM San Francisco KMOX-FM St. Louis

#### 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

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

"700 Club" radio broadcast on tape, available.

#### **CONTINENTAL RADIO**

1318 Spratley Street Portsmouth, VA 23705 (804) 393-2501

#### **EXECUTIVES:**

Craig R. Hodgson, Dir. Radio Network Craig R. Sherwood, Dir., Station Relations Stewart Robb, Program Dir. Steve McPheeters, News Dir.

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

Live satellite programming delivered in a personal way 7 days a week, 24 hours a day. This pop adult w/contemporary gospel "Music and More" format delivers the most popular contemporary adult sounds from today's charts along with the power hits of yesterday, and is neatly blended with the most profitable and fastest growing music in the industry "Contemporary Gospel." Targeted for a 25-49 year old adult, Continental Radio provides a complete 4 to 6 minute hourly nat'l internat'l/news service. Each hour has four 3 min./:20 stop set for local stations to program weather, PSA's, traffic reports, station promo's, jingles, and those all important commercial announcements. Local

stations may program local news from 4 to 6 min. after the hour or stay with the always present, expanded network news coverage. With the four, 3 min./:20 stop sets, that are covered by music each hour, Continental Radio provides a local station with 15 min./:20 of time each hour. Complete turn-key programming by Continental Radio.

#### OWNED AND OPERATED RADIO STATIONS:

WXRI-FM Norfolk, VA

#### **GLOBAL SATELLITE NETWORK**

19456 Ventura Blvd. Tarzana, CA 91356 (213) 344-5651

#### EXECUTIVES:

Eddie Kritzer, Producer/Pres. Cindy Tollin, GM/Assoc. Producer Howard Gillman, Exec. Producer Dennis Lavinthal, Exec. Producer

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

Currently offering a weekly live-by-satellite music & interview show called "Rockline" featuring music and interviews with today's hottest recording artists and taking calls from the listeners around the world who can talk to our guests on the toll-free "Rockline". (Geared for an AOR audience/station). We are planning to broadcast live concerts from around the world as well as special events, etc. within the next 6 months.

#### KANSAS INFORMATION NETWORK/ KANSAS AGRICULTURE NETWORK

1500 N. West St. Box 1240 Wichita, KS 67201 (316) 942-7955

#### **EXECUTIVES:**

Frank Gunn, GM/VP Kelly Walker, News/Oper. Dir. Frank Horn, Sales Mgr. Rich Hull, Farm Dir. Ken Root, Farm Dir.

#### DESCRIPTION OF KANSAS INFORMATION NETWORK PROGRAMMING:

17 newscasts a day comprised of news about Kansas are provided to 44 affiliate stations in Kansas. The network is hardwired on a full-time basis and also originates Wichita State University basketball.

#### DESCRIPTION OF KANSAS AGRICULTURE NETWORK PROGRAMMING:

13 programs a day comprised of farm news, features and market information are fed to 31 affiliated radio stations in Kansas. Both farm directors are voting members of the National Association of Farm Broadcasters.

#### OWNED AND OPERATED RADIO STATIONS:

KAKZ-AM Wichita, KS

#### **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**

1755 South Jefferson Davis Highway Arlington, VA 22202 (703) 685-2000

#### **EXECUTIVES:**

Martin Rubenstein, Pres. & CEO Jerry M. Wallace, Sr. VP/Corp. Services Lynn McIntosh, Acting Dir./Sta. Relations Dick Carr, VP/Programming Jack Clements, VP/Sports Tom O'Brien, VP/News & Special Programming Gene Swanzy, VP/Broadast Services Connie Kiernan, VP/Advertising & Prom. 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-byplay 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, the Forbes magazine reports and Agronski and Company to its lineup.

#### OWNED AND OPERATED RADIO STATIONS:

WHN New York WCFL Chicago

#### **NATIONAL BLACK NETWORK**

10 Columbus Circle New York, NY 10019 (212) 586-0610

#### **EXECUTIVE:**

Sydney Small, Exec. VP

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

National Black Network provides news and programming from a Black perspective. 120 five minute newscasts per week. Two sports programs per day. Black Issues and The Black Press, a half hour news forum show and The Action Woman, a half hour woman's program. In addition, National Black Network, offers One Black Man's Opinion, a commentary featuring veteran newscaster, Roy Wood; and Martin Luther King Speaks; rebroadcasts of sermons and speeches of Martin Luther King.

#### OWNED AND OPERATED RADIO STATIONS:

WDAS A/F Philadelphia, PA

#### NATIONAL PUBLIC RADIO

2025 M Street, NW Washington, DC 20036 (202) 822-2000

#### **EXECUTIVES:**

Frank Mankiewicz, Pres. Thomas C. Warnock, Exec. VP, Finance Samuel Holt, Sr., VP, Programming

Walder Roseman, Sr. VP, Nat'l Affairs/Planning

Clyde Robinson, Sr., VP, Representation

#### **DESCRIPTION OF NETWORK'S PROGRAMMING:**

Combination of news, features, stories, drama, and classical, folk and jazz music. Features include National Press Club, National Town Meeting, shows for the print handicapped, foreign affairs programs, educational programs.

#### NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Star Wars, 13 part series.

Sherlock Holmes stories.

Morning Edition, All Things Considered, news and features programming.

#### **NATIONAL SATELLITE NETWORK-PUBLIC SERVICE SATELLITE CONSORTIUM**

1660 L Street, N.W., Suite 907 Washington, D.C. 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 SIX MONTHS:

Video-teleconferencing of business-related meeting, through for-profit subsidiary, for corporate clients.

#### **NBC RADIO NETWORK**

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

#### **EXECUTIVES:**

Richard P. Verne, Pres., NBC Radio Robert Sherman, Exec. VP/NBC Radio Stations

Ellyn Ambrose, VP/GM Richard Penn, VP/GM Radio Network

William Temple, VP/Administration NBC Radio

Kevin Cox, VP/Marketing Services

Meredith Woodyard, Dir. of Affiliate Relations

Neal Weed, VP/Sales

Jo Moring, VP/NBC News

Nick Schiavone, VP/Research

Morrie Trumble, Dir. of Programming

H. Delaney Young, Jr., Dir. of Operations & Engineering

Joan Voukides, Dir. of Advertising & Promotion

Alan Walden, News Dir.

James Farley, Jr., Dir. of News Operations, NBC Radio Network

#### **DESCRIPTION OF NETWORK'S PROGRAMMING:**

NBC Hourly News-24 hours/day 7 days per week. Selected Feature Programming-Sports, Entertainment,

Periodic Music Specials: Weekly Country Music Concert;

Sustaining News Line Feed; Meet the Press; Commercial and sustaining Religion.

#### NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Weekly one hour concerts by top music artists; two hour Saturday evening sports talk; long form talk programming; long form play-by-play including Rose Bowl and Fiesta Rowl

#### OWNED AND OPERATED RADIO STATIONS:

WMAQ Chicago **WRC Washington** KNBR San Francisco WNBC New York WKQX Chicago KYUU San Francisco WYNY New York

#### "THE SOURCE" (NBC RADIO NETWORK)

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

#### **EXECUTIVES:**

Richard P. Verne, Pres., NBC Radio Ellyn Ambrose, VP/GM Frank Cody, Dir. of Affiliate Affairs G. T. Morris, Director of Programming & Administration John Goodwill, VP/Sales Jo Moring, VP/NBC News Shelly Lewis, Dir. of News James Farley, Jr., Dir. of News Operations Joan Voukides, Dir. of Advertising & Promotion Chuck Downing, Dir. of Sales Don Forth, Dir. of Affiliate Relations, West Coast Dan Fornento, Program Mgr. Shirley Maldonado, Coordinator

#### **DESCRIPTION OF NETWORK'S PROGRAMMING:**

"THE SOURCE" is a full-service network for 18-34 targetted radio stations, providing hourly newscasts at :15 (2 min. each) a features package, live radio concerts, Public Affairs programming, artists' interviews, and long form special programs.

#### **NEW PROGRAMMING ADDED IN PAST SIX MONTHS:**

Mini-view, Music That Rocked the Decade.

#### OWNED AND OPERATED RADIO STATIONS:

WNBC/WYNY New York WMAQ/WKQK Chicago WRC/WKYS Washington KNBR/KYUU San Francisco

#### **RADIORADIO**

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

#### **EXECUTIVES:**

Robert Kipperman, VP/GM Leslie Corn. Dir., Programming W. Thomas Dawson, VP, Market Develop. David West, Dir., Affiliate Relations Lawrence Storch, Dir., Sales Ralph Green, VP, Eng. Barbara Malinowski, Dir., Program Practices Norman S. Ginsburg, Dir., Affiliate/Program Promotion Suzanne Sack, Dir., Sales Promotion

**DESCRIPTION OF NETWORK'S PROGRAMMING:** RADIORADIO will begin broadcasting April 1982 with the

following services: Two-minute news broadcasts every hour produced by RADIORADIO news department within CBS News; four daily IN TOUCH features, keyed to dayparts; two long-form music programs every month beginning May 1982, including one exclusive live-on-tape concert; additional special services to be announced.

#### **RKO RADIO NETWORK**

1440 Broadway New York, NY 10018 (212) 575-6100

#### EVECUTIVES:

Thomas F. Burchill, Pres. Ken Harris, VP & Dir. of Affiliate Serv. 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 Rob Fisher, Dir. of Research

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

RKO One: Programs for young adults in 25-34 demographics. Provides news, lifesound features, sports, entertainment specials and "Night Time America"—live five-hour nightly music show.

RKO Two: Designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, sports, short feature programs, weekly music specials and "America Overnight"-a six-hour live talk interview program.

RKO Radioshow: Provides long form demographic programs and format blocks for all radio stations; entertainment shows, weekly countdowns, music magazines and live concerts

#### NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

RKO Two Service, America Overnight—a live, six-hour, allnight interview/call-in program broadcast from two "hot spot" locations-Dallas and the West Coast, Guests are headliners from show business, politics, sports, medicine, etc. Broadcast Monday through Saturday nights via satellite with Dallas host Ed Busch and West Coast host Eric Tracv.

#### OWNED AND OPERATED RADIO STATIONS:

WRKO/WROR-FM Boston WFYR Chicago WAXY Miami/Ft. Lauderdale KHJ/KRTH-FM Los Angeles WHBQ Memphis WOR/WRKS-FM New York KFRC San Francisco WGMS-A/F Washington, DC

#### SHERIDAN BROADCASTING NETWORK

1745 South Jefferson Davis Highway, Suite 404 Arlington, VA 22202 (703) 685-2146

#### **EXECUTIVES:**

R. R. Davenport, Chmn. Skip Finley, Pres./COO Jerry Lopez, News Dir. Mary Ellen Nunes, Operations Mgr. William H. Butler, III, Dir. and Stations Rel. Ed Thompson, Sports Dir.

Ron Weston, Eastern Sales Mgr. Thad Hill, Midwest Sales Mgr. Gladys Stmenland, Accounting Shelia Drummond, Traffic Coordinator

#### DESCRIPTION OF NETWORK'S PROGRAMMING:

SBN is a line connected radio news network, serving 106 commercial radio station affiliates; 35 College, Non-commercial and cable radio system and the 750 outlet of armed forces and television system.

#### **NEW PROGRAMMING ADDED IN PAST SIX MONTHS:**

SBN Focus: The Brooke Report with Edward W. Brooke (Mon.); Reynolds Rap with Barbara Reynolds (Tues.); Bond's Byline with Julian Bond (Thurs.); Brimmer's Bandmerer with Andrew Brimmer (Fri.). Also, Caucus Corner with Congressional Black Caucus (Tues., Thurs.); Expansion (Tues., Sun.); Games Of The World (Mon.-Sat.).

#### OWNED AND OPERATED RADIO STATIONS:

WAMO-A/F Pittsburgh WUFO Amherst/Buffalo

#### UNITED PRESS INTERNATIONAL, INC.

220 East 42nd St. New York, NY 10017 (212) 682-0400

#### 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.

#### **DESCRIPTION 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 thru Friday, plus a daily feature length recap. Features include: UPI Roundtable, Farm Features, UN Perspective, Reflections, Week on Wall Street, Consumer Focus, Hollywood Focus, Science and Man, and People. Broadcast each day, Monday through Friday.

#### 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

# FORTY-MILLION DOLLARS

That's the size of the investment Surrey Broadcasting recently made to add 8 stations in San Francisco, San Diego, St. Louis, Milwaukee and Oklahoma City to our top-rated combo in Tucson.

We're proud of our parent company, and very gratified in the faith they have shown by hiring us to handle all of the research and consulting for this new, major force in broadcasting.

And our name?

# SURREY COMMUNICATIONS RESEARCH

It's a big responsibility.

After all, the whole world is watching. But, that's the kind of TRUST all of the clients of

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exhibit. Most of them don't back that TRUST with \$40 million.

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3438 N. Country Club Tucson, AZ 85716 (602) 327-9431

#### RESEARCH DIRECTORY

#### THE ARBITRON COMPANY

1350 Avenue of the Americas New York, NY 10019 (212) 887-1300

#### EXECUTIVES:

Theodore F. Shaker, Pres. Anthony J. Aurichio, Exec. VP

Marshall Snyder, VP/GM, Product & Research Services C. William Bahan, VP/GM Operations & Production

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 Karen Kolvek, Research Assoc.

#### THE BIRCH REPORT

3200 N. University Drive Coral Springs, FL 33065 (305) 753-6043

#### **EXECUTIVES:**

SERVICES:

Thomas C. Birch, Pres. David S. Gingold, VP/Dir. of Sales & Mktg. Roseann F. Birch, VP/Dir. of Operations Craig Harper, Nat'l Sales Mgr., Non-monthly mkts.

THE BIRCH REPORT—Syndicated broadcast audience

measurement. Reports available on a monthly, quarterly, or semi-annual basis. Birch Report quarterly summaries include estimates by county, cume duplication analyses, location of listening by home, car, and other away-fromhome 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 recognized 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 Reportscustomized to demonstrate a station's strength by key listening groups; Cume Duplication Reports-estimates of net cume, shared cume, and exclusive cume of station combinations in any or all demographics; File Listingcomplete accounting of The Birch Report data base by

demographic; Ethnic Composition of Cume-shows percentage composition of stations' weekly cume by ethnic

group in each of the component demographics; Customized

Demographics—estimates by radio station strength within non-standard demographic breaks.

#### THE BOND REPORT

3725 Yaqui Drive Flagstaff, AZ 86001 (602) 779-2631

#### **BROADCAST RATING COUNCIL, INC.**

420 Lexington Avenue, Room 2347 New York, NY 10170 (212) 687-7733

#### **CHICAGO PROGRAMMING RESOURCES**

2256 N. Clark Street Chicago, IL 60614 (312) 883-4400

#### EXECUTIVES:

Kurt Hanson, Partner Joe Mansueto, Partner Susan A. Cornelius, Operations Mgr. Robb Wexler, Monitors Mgr.

#### SERVICES:

CPR provides a broad range of innovative, top-quality services to radio programmers, using skilled interviewers, sophisticated market research techniques, and powerful in-house computer system. Furthermore, CPR is the industry's only source of detailed information on the programning strategies of successful radio stations in all formats across the nation.

"CPR COMPETITIVE MONITORS" are full-week analyses of the music programming on format-dominant radio stations. Each report includes chronological and alphabetical breakouts plus various summary statistics. Reports currently available include KFRC, WCOZ, KVIL-FM, WHDH, KSTP-FM, WLPX, KYA, KEGL, WKQX & KPKE, KSCS, and others. Customer reports are also available.

"CPR CLASSIC ROCK" FORMAT is designed to win the 18-34 and 18-49 demos decisively by targeting to adults who have grown up on rock and are currently dissatisfied with both AOR and pop/adult formats. Music selection decisions are based on both local input and extensive research, including CPR Competitive Monitors. Music is pre-programmed by computer for each individual client station. ("CPR Pop/Adult" format is in testing stages at publication date.)

TELEPHONE INTERVIEW STUDIES available include artist-preference studies, CPR Audience Growth Analysis, Perceptual studies using "attribute-ranking" methodology, lifestyle explorations, and traditional call-out research.

SIMULATION-BASED FORMAT TESTING is an innovative technique designed to determine how listeners evaluate radio stations and develop loyalties. The technique can also show the effects of adding or deleting programming elements from a given radio station.

#### MINUMUM 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 easy-to-interpret report format.

#### CUSTOM AUDIENCE CONSULTANTS, INC.

8401 Corporate Drive

#### RESEARCH DIRECTORY

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 indepth look at the behavior of a station's audience-the "numbers behind the numbers"-based on our review of Arbitron diaries. A companion study to the Custom Diary Analysis is the Mechanical Diary Analysis—a succinct summary of data contained in the Arbitron mechanical. SALES: Complete array of multi-purpose sales promotion tools derived from the latest Arbitron, produced immediately upon release of the market report, synopsis of results for client station and its competitors from book-all produced to show client in best possible light. Specific sales presentation provide complete media plans, concrete justifications for adding radio to TV or newspaper campaign, pre- or post-buy analyses, all produced on an "as needed" basis.

MANAGEMENT: Rate card analyses and recommendations to optimize revenue while providing competitive CPM's Market analyses to pinpoint a formatic "hole" in market if you are considering a format change, or, ascertain economic conditions & formatic 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 Birmingham, AL 35244 (205) 987-7455

#### EXECUTIVES:

Jim Christian, Pres. Dave Carlisle, Dir. of Marketing Barbara Klein, Admin. Exec.

"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 ratestructure "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 flexi-

bility available to address unique needs of individual stations.

#### **ERA RESEARCH**

680 Beach Street, Suite #335 San Francisco, CA 94109 (415) 441-0550

#### FMR ASSOCIATES, INC.

120 W. Broadway Boulevard Tucson, AZ 85701 (602) 622-4727

#### **EXECUTIVES:**

Bruce Fohr, Pres. & Partner Thomas M. McNulty, Exec. VP & Partner Faye Anne Graham, Office Mgr.

Custom-designed attitudinal and perceptual research projects on proprietary, market-exclusive basis. FMR Associates specializes in broadcast research only.

FMR's exclusive services include trademarked Vulnerability Analysis and Behavographic audience research techniques, as well as specialized Target-Market and Format Opportunity Analysis. The principals of FMR have worked for more than 60 stations across the country (both large and small markets) of virtually all format-types. The strategic and positioning research services 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 our services. Provides a confidential list of references of the broadcasters familiar with the work.

Written proposals and prices accompany all projects, which generally involve focus group and/or telephone methodologies. Principals, not assistants, design, conduct, and analyze all projects. Final reports, with clear conclusions and recommendations are presented with each written analysis. Our readers may write or call for additional service/company background information and/ or specific project proposals.

#### HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 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 (301) 776-8855

#### EXECUTIVES:

Jhan Hiber, Pres. Lynn Hiber, Exec. VP

# Research In Action...

When the leading **movers** of radio during the past year were moving **in**, **up**, or **over** in these top markets...

Boston

■ Chicago

■ Cleveland

■ Dallas

Denver

Houston

**■ San Francisco** 

**■ St. Louis** 

**■** Tucson

■ Washington

**FMR** ASSOCIATES, INC. helped them succeed with our exclusive focus group and vulnerability analysis attitude research.

When **you're** planning a move...either **in** (to a new market) **over** (to a new format) or want a clear plan for moving **up** (with your target audience) contact the **movers** research company.



ATTITUDE RESEARCH AND ANALYSIS



#### RESEARCH DIRECTORY

Dr. Richard Lutz, Dir., Market Research Tom Nelson, Dir., Client Service

#### SERVICES:

Offers unique insights into the workings of Arbitron, and tips on how to score better ratings. Three of our principal executives are former key Arbitron personnel, as well as experienced broadcasters. Seminars on the Arbitron system and how to succeed under Quarterly Measurement; diary reviews at Laurel (full-time office and staff adjacent to Arbitron), as well as market research studies and sales development assistance. Computerized ratings breakouts available.

#### MINIMUM AND MAXIMUM FEES FOR SERVICES:

Annual retainer based on the number of surveys in the market and whether one or two stations, jointly owned, is involved. Format or demographic exclusivity is guaranteed within each market.

Literature available to our readers

#### INDEX RESEARCH (formerly Radio Index, Inc.) A Division of Todd Wallace/Associates

P.O. Box 11347 Phoenix, AZ 85061 (800) 528-6082 Toll Free (602) 242-4050 in Arizona

#### **EXECUTIVES:**

Todd Wallace, Pres. Ron Dennington, Oper. Mgr. Tracy Massey, Research Dir.

#### SERVICES:

Audience Measurement services and Programming Research Systems. Radio Index audience measurement (confidential ratings, overnight delivery); Positioning Questions (attitudinal questions with both demographic and psychographic display); Market Positioning System (system of inhouse audience research designed to give client the logistical know-how and the computer capability to conduct any research study required); MARS/P.D.C. (the very latest, state-of-the-art system of Callout Music Research, offering exclusive Precision Dayparting Control printouts).

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 Parikhal, VP David Oakes, Dir. of Research

#### 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. Based on focus groups, telephone surveys, person to person interviews. In addition, pioneering "right brain" research for testing television shows and commercials.

Works on one key assumption: increased media fragmentation is changing the way that people choose "favorites". In the "positioning" battles, proper research will maximize dollar return on promotion and programming

#### LEACH RESEARCH, INC.

327 Sandoval, Suite 302 Santa Fe. NM 87501 (505) 982-1831

#### FRANK N. MAGID ASSOCIATES, INC.

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 Collect

#### MEDIA RESEARCH GRAPHICS, INC.

P.O. Box 5973 Sherman Oaks, CA 91413 (213) 789-4000

#### **MEDIA SERVICE CONCEPTS**

1713 N. North Park Ave. Chicago, IL 60614 (312) 280-0158

#### RADIO ADVERTISING BUREAU, INC.

485 Lexington Avenue New York, NY 10017 (212) 599-6666

#### EXECUTIVES:

Miles David, Pres. William Cummings, VP/Nat'l Sales Richard Montesano, Sr. VP Joe Vincent, Sr. VP

#### SERVICES:

RAB is a non-profit organization whose objective is to enlarge the market for Radio by increasing understanding of the characteristics of Radio as a medium. RAB is

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# "... The Birch Report is the ONLY service we need at Z93."

Bud Polacek
 General Manager
 WZGC/Atlanta

"In August '81 we made THE BIRCH REPORT our exclusive source for radio audience estimates. Our sales people use it locally at the agency and retail levels and Torbet uses it nationally. Has it worked for us? YES!"

## CREDIBILITY WHEN YOU NEED IT

"Z93 sales continue to outpace projections. 4th Quarter '81 is substantially ahead of last year. A majority of the major agencies in Atlanta are factoring THE BIRCH REPORT into their buying decisions. And we've had excellent success with direct accounts. For instance, the Gunter Kausen Group is opening apartment complexes in the Atlanta area and will spend the majority of their radio budget on Z93 during their first year of advertising. THE BIRCH REPORT tipped the scales in our favor."

MAKING YOUR STATION AN INFORMATION SOURCE

"We've established Z93 as a leader in providing agencies with current data on Radio.

THE BIRCH REPORT gives our sales department a chance to present imformation that they can't get from other sources. Information that really helps us sell Z93."

#### ...WHILE INCREASING PROFITS

"THE BIRCH REPORT has made an important impact on our bottom line. We're now spending LESS for research and getting MORE.

BIRCH gives us today's ratings picture today, unlike other ratings that are out of date even before they are issued.

In fact, if you want to find out more about our success in using THE BIRCH REPORT, call me at (404) 881-0093.

For radio audience estimates, we're pleased that THE BIRCH REPORT is the ONLY service we need at Z93."



#### RESEARCH DIRECTORY

supported by all elements of the Radio industry-including stations, the national Radio networks, and station representatives.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$55 to \$1250.

#### **RADIO INFORMATION CENTER**

575 Lexington Ave. New York, NY 10022 (212) 371-4828

#### EXECUTIVES:

Maurie Webster, Pres. Jerry French, Sales Mgr. Art Salisch, Ops. Mgr.

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. Produce the semiannual "Leading Station" analysis for TV/Radio Age. Produce annually a detailed analysis of the FCC Radio Financial Data, including custom reports of seven pages with both financial and economic data for every reporting market. A number of other products are in the development stage.

#### RAM RESEARCH COMPANY

10035 Carroll Canvon Road San Diego, CA 92131 (714) 578-5660

#### EXECUTIVES:

Douglas P. Herman, Pres. Michael A. Dirkx, VP, Prog. Andrew Hangarter, VP, Mktg.

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.

#### THE RESEARCH GROUP

1422 Monterey Professional Plaza San Luis Obispo, CA 93401 (805) 541-2838

#### **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—STRA-TEGIC 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 and the newly developed Promotional Efficiency Test (PET). The PET is designed to test concepts for television commercials. outdoor, and other radio station advertising campaigns to ensure maximum effectiveness in communicating the station's message to its target audience.

In the radio industry, The Research Groups is synonymous with STRATEGIC RESEARCH with excellent followup and implementation guidance for strategic planning.

Prices vary depending upon services performed.

#### REYMER & GERSIN ASSOCIATES, INC.

4000 Town Center, Suite 655 Southfield, MI 48075 (313) 354-4950

#### **EXECUTIVES:**

Arnold S. Reymer, Pres. Harvey N. Gersin, Exec. VP Jon Beacher, Sr. VP Doug Clemensen, Dir. of Research

#### SERVICES:

Full range of attitudinal, behavioral, motivational and psychographic marketing research studies, covering radio station formats, programming, imagery, talent and advertising. Studies investigate not only listener reactions to competitive radio stations, but also the intellectual and emotional needs that motivate the audience. Objective is to formulate a market positioning strategy, enhancing client station's programming, advertising and promotion. Skilled researchers conduct in-depth focus groups, "case studies", custom-designed statistical surveys, comprehensive reports and data tables. All services are confidential and available exclusively to one station per market.

#### MINIMUM AND MAXIMUM FEES FOR SERVICES:

Prices vary depending upon project design.

#### **SOLAR COMPUTER SYSTEMS CORPORATION**

7000 S.W. Vermont Street, Suite #1302 Portland, OR 97223 (503) 245-1538

#### **EXECUTIVES:**

Robin Mitchell, Pres. Daniel Johnson, VP

Confidential Market Audience Measurement. Resulting





That's when the trouble can start. Your client quite probably knows his own business. . . but does he know yours? That's another matter. Your 15- or 20-station market introduces such a confusing set of alternatives that it's easier to just back away from radio—and stick with the newspaper.

**DMMS** can help your salespeople "show" the client your station's—and radio's—story. We produce authoritative, computer-generated reports that illustrate with crystal clarity who's listening and when, how many spots to buy. . . and how good a deal your station really is.

Our unique, exclusive series of reports now includes **TAPSCAN**<sup>TM</sup>, a system which isolates your station's performance in 186 ratings criteria for each daypart and daypart combination. So you can **KNOW**, perhaps for the first time, just how many selling points you really have.

**DMMS** reports are in constant use in dozens of markets nationwide, from Detroit to Dothan, with more coming on board every book. (And if you're considering joining the microcomputer revolution, we can even establish an in-house system for you that will start making money from Day One!) Call us.

### Digital Media Marketing Services (205) 987-7455

... affordable, "street-useable" sales and programming tools for radio stations

The Profile Pack \*\* Comp-Rank \*\* The Tracker \*\* The Bottom Line \*\* Tapscan \*\*

#### RESEARCH DIRECTORY

reports include: Demographic shares for all standard dayparts, market competition monitor. . . . A 1/4 Hr. by 1/4 Hr. 6AM-Midnight listing by call-letter of the station winning each demo, audience flow. . . . A 1/4 Hr. by 1/4 Hr. display of available audience size to listen to one or any combination of stations in the market.

Music Research. Call-out, Mail-out, Panel testing. . . . input, tabulation, and resulting computer reports on specific responses, and accumulated perception of artists and titles.

#### MINIMUM AND MAXIMUM FEES FOR SERVICES:

Quotable on Per Project Basis.

#### 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 NW 37th Avenue Miami, FL 33125 (304) 649-5400

#### SUNBELT MEDIA

P.O. Box 120383 Arlington, TX 76012 (817) 649-8577

#### SURREY COMMUNICATIONS RESEARCH, LTD.

3438 N. Country Club Road Tucson, AZ 85716

(602) 327-9431

#### **EXECUTIVES:**

Howard D. Duncan, Pres. Bob Lowry, VP Kent Nichols, Sec'y/Treas.

#### SERVICES:

Proprietary one-station-per-market attitudinal and perceptual research for radio stations—of all formats and market sizes. All services are customized for specific problem/ goal-situation of client stations. Principals are owners and executives in Surrey Broadcasting, Inc. Exclusive research analysis techniques include: Radio Image Studies, Competitive Vulnerability Analysis, Product-Parameter Test Research, Target-Market Opportunity Analysis, Consumer Behavioral/Attitudinal Studies and Advertiser Perception Studies. Full service description is available to our readers.

#### MINIMUM AND MAXIMUM FEES FOR SERVICES:

Fees for customized projects are on a per project basis and vary according to methodology and sample size requirements.

#### **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

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575 Lexington Avenue New York, NY 10022 (212) 371-4828

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The right tools make any job easier and its outcome more successful. And in broadcasting, the right research tools come from Custom Audience Consultants.

The right tools — that help you nail down a new account, hammer out your unique sales story, give you a nuts and bolts analysis of the latest Arbitron, or construct a profile of your station's listeners:

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- Market and Format Analyses of Prospective Acquisitions
- Surveys of Listener Station-and/or-Product Usage
- Custom Survey of Advertiser Attitudes-find out how your advertisers view your station and your competitors
- Seminars for station and advertiser personnel on broadcast research and how to use it most effectively

We've been supplying the right research tools to broadcasters since 1974. And, we're the only organization that is your full-time research department, providing you with the research you need, when you need it.

The right tools for the task, when you need them. Get them from the broadcast industry's research toolshop —



Custom Audience Consultants, Inc.

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Every official client made dramatic gains and/or continues to be #1 AOR in their market!

42 #1 AOR Again. Best book in 2 years 4.9 /1 AOR Best book in history, 145% increase. 9.3 #1 12+
Fourth book in a row
continues as #1 Top Ten
AOR market shore.

5.0 #\ AOR First time eve

11.8 /1 12 -Best book in histor

9.7 First time \*1 AOR in a year and a hair.

4.1 78% increase from 17th to 6th Place overall.

> 11.2 11 AOR Best book in history.

7.0 #1 AOR Best book in history.

7.7 FT AGR

Secastian, Casey associates, inc.

5213 N. 24th Street
Suite \*206
Phoenix, AZ 85016
(602) 957-2452

Source Fall 1981 Arbitron. Total persons 12+ AQH, 6AM - Midnight.

#### **CONSULTANTS DIRECTORY**

#### ADVOCATE ASSOCIATES

635 Farmington Avenue Hartford, CT 06105 (203) 236-0859

#### **ROGER AHRENS & COMPANY**

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

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#### **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 CO.

3650 Mayfield Rd. Cleveland, OH 44121 (216) 382-6600

#### RICHARD W. BALES

903 Charlesgate Circle East Amherst, NY 14051 (716) 688-8456

#### **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, INC.

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

#### **EXECUTIVE:**

Gary J. Bond, Pres.

#### SERVICES:

Music and/or news research; format structuring; brainstorming sessions (in-depth discussions with station personnel); Arbitron book analysis; reports that explain how Arbitron ratings relate to different subjects. A single indepth report is available on these subjects: "News and News/Talk Report," "Radio Listening in America," "The Beautiful Music Format," "The Adult Contemporary Format Report," "The Country Radio Report," "Understanding Sampling Error," "Summer Radio Listening".

#### BOTIK BROADCAST SERVICES, INC.

Rt. 6, Box 49B Austin, TX 78737 (512) 288-0625

#### EXECUTIVE:

Bob Botik, Pres.

#### SERVICES:

Consultation in the area of programming, sales and management of all radio stations (Programming-Adult Contemporary formats). Literature available to readers.

#### PRICING STRUCTURE:

Varies with market

#### **ROBERT W. BRECKNER**

1014 North Bundy Drive

#### CONSULTANTS DIRECTORY

Los Angeles, CA 90049 (213) 472-2132

#### THE BROADCAST CENTER

325 John Knox Rd., F-160 Tallahassee, FL 32303 (904) 385-6161

#### **EXECUTIVES:**

Tom Scott, VP

Leo Blumberg, Promotion/Research/Direct Mail

Consultant to radio stations in sales, marketing, promotion, contests, and advertising. Producer of audience and sales promotion packages like "The Radio Game" for radio stations. Literature available to our readers.

#### BROADCAST MARKETING CO.

450 Mission Street San Francisco, CA 94105 (415) 777-5400 Collect

#### BROADCAST TECHNICAL SERVICES LTD.

Box 11069 Lansing, MI 48906 (517) 487-0900

#### **BROADERCASTING**

9135 North Meridian Street, Suite B4 Indianapolis, IN 46260 (317) 844-6216 (317) 253-7693 (Home)

#### **EXECUTIVE:**

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 Burkhart, Pres. Lee Abrams, Director Lee Michaels, Associate Dwight Douglas, Associate Bob Elliot, Associate Jon Sinton, Associate

#### SERVICES:

Customized format consultation for country, adult contemporary, middle-of-the-road, news/talk, album rock (superstars), soft rock, black, urban, ethnic. Also special 2 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. Literature is available.

#### BURNS MEDIA CONSULTANTS, INC.

3054 Dona Marta Drive Studio City, CA 91604 (213) 985-8522

#### CAMROUX ENTERPRISES, INC.

1989 Ontario Street Windsor, Ontario, Canada (519) 255-7000

#### 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 Torreva Drive Tallahassee, FL 32303 (904) 385-6161

#### **CENTRAL BROADCAST CORPORATION**

Box 1320 Cincinnati, OH 45201 (606) 581-4950

#### CENTURY 21 PROGRAMMING, INC.

4340 Beltwood Parkway Dallas, TX 75234 (800) 527-5959 or (214) 934-2121

Dave Scott, VP/GM Tom McIntyre, Sales Manager Dan Rau, VP

Tommy Walker, Manager, Consulting Division

Consults radio stations on profitable programming. Serv-

# A CONSULTING FIRST! "Your ratings

must achieve

a set goal,

or we pay

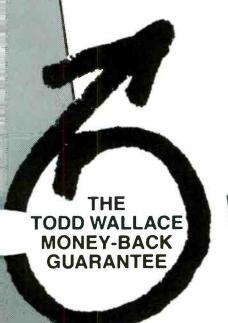
you back!"

For years, too many Program Consultants have adopted the irresponsible attitude of "take the money and run". Unfortunately, this has closed many Owners' and Managers' minds to ever even considering the fresh logic and objective input a good Consultant can provide.

At Todd Wallace/Associates, we think Programming is TOO IMPORTANT A BUSINESS DECISION for you not to have the same performance protection safeguards that you expect and demand in every other business dealing.

First, we'll sit down together and determine a realistic rating So here's our action plan: improvement goal for your station. Then, we'll provide you with the logistical know-how, the proven systems, the computer capability, and the artistic flair to ACHIEVE THAT OBJECTIVE If, for any reason, your rating goal is not reached, we'll refund a percentage of our fees.

In living up to our reputation of IMMEDIATE IMPACT and WINNING WITH INTEGRITY, Todd Wallace Associates wants to GUARANTEE that you receive VALUE FOR MONEY.



You've got my name on it!

Todd Wallace associates

CALL TOLL FREE (800) 528-6082
INTERNATIONAL CALL PHOENIX, ARIZONA, USA

#### **CONSULTANTS DIRECTORY**

ices 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.

Box 5356 Daytona Beach, FL 32018 (904) 255-1154

#### **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)

#### **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 | Street Washington, DC 20036 (202) 466-7522

#### COLONY COMMUNICATIONS, INC.

120 Kentucky Avenue Lexington, KY 40502 (606) 253-3232

#### **COMMUNICATIONS & SYSTEMS ANALYSIS**

1208 6th Street NE Washington, DC 20002 (202) 547-7877

#### EXECUTIVE:

David Honig, President

#### **COMMUNICATION SERVICES & RESEARCH**

19 Laurel Drive Danville, IL 61832 (217) 443-1745

#### EXECUTIVE:

Russell D. Bredholt, Managing Partner

Management consulting and research for radio. Literature available to our readers.

#### PRICING STRUCTURE:

Time and expense.

#### CONNECTICUT CONSULTING GROUP INC.

73 Redding Road Georgetown, CT 06840 (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 CONSULTANTS**

5125 Briggs Avenue La Crescenta, CA 91214 (213) 957-0957

#### ROGER COOPER AND ASSOCIATES

P.O. Box 255067 Sacramento, CA 95825 (916) 927-5234

#### 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 (817) 274-9892 EXECUTIVE:

Carl Cramer, Pres.

SERVICES:

With three competitors playing the same music you don't know how to be different.

You've spent big dollars on an advertising campaign but your cume doesn't show it.

You'd like to do research but don't know where to begin.

Your sales manager is complaining because

all you have is teens. assistance but want it to be localized.

You'd like some outside THERE'S MORE TO CONSULTING

A RADIO STATION THAN **HELPING TO PICK THE** RIGHT RECORDS. **WE BELIEVE A FULL** SERVICE BUSINESS DESERVES A FULL SERVICE CONSULTANT.



984 Monument Street, Suite 204 Pacific Palisades, California 90272 (213) 459-2783

#### **CONSULTANTS DIRECTORY**

Consulting firm specializing in AM radio. Entire strategy planned from the viewpoint that every market is truly unique. Full-scale consultation agreements feature considerable personal involvement in a hands-on approach and go way beyond the traditional role of playlist development and maintenance. Also offer reduced agreements for both AM and FM operations covering only the news and informational aspects of the programming. Other services include one-time seminars covering such topics as on-air announcer relatability, specific targeting of informational comments, news writing and reporting for target audiences, and effective people management.

While Cramer Communications is not a research firm, it works closely with many of the top research firms in the country. That close but totally independent association enables effective consultantation for stations and groups considering using qualitative market research for the first time. Literature available to our readers.

#### PRICING STRUCTURE:

Varies with market size and specific needs. All full-scale clients are guaranteed market exclusitivity. Stations with hotel and airline trades can reduce the overall cost considerably.

#### E. ALVIN DAVIS & ASSOCIATES, INC. RADIO PROGRAMMING & MARKETING

3515 Bookmark Place Landen Farms, OH 45039 (513) 683-6500

#### EXECUTIVE:

Cheryl Swanson, Director of Operations

#### SERVICES:

Provides consultation on all areas of radio programming and marketing. Services include: Ongoing consultationoffering guidance and leadership in station positioning and marketing, formatic 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 sizes of markets 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.

#### PRICING STRUCTURE:

Varies according to assignment and market size.

#### **DEER RIVER BROADCASTING GROUP**

141 East 44th St

Suite 1001 New York, NY 10017 (212) 599-3303

#### EXECUTIVE:

Robin B. Martin, Pres./Chief Exec. Officer

#### SERVICES:

Personalized individual seminars covering acquisition of radio stations. Full and partial-day seminars in New York range in topics from "Introduction to Acquisitions", "Analysis of Potential Acquisitions", "Negotiating the Deal", "Financing the Station", to "Completing the Takeover." Acquisition or start-up consulting tailored to the client's needs. Station inspections also available. Literature available to our readers.

#### PRICING STRUCTURE:

Fee for personal seminars range from \$425 for six hour session, plus \$50 per additional person in same group. Station inspections range from \$425 per day, plus expenses. Other services determined by nature and extent of services desired

#### DIGITAL MEDIA MARKETING SERVICES, INC.

2100 Data Park, Suite 100 Birmingham, AL 35244 (205) 987-7455

#### **EXECUTIVES:**

Jim Christian, Pres. Dave Carlisle, Dir. of Marketing Barbara Klein, Administrative Exec.

#### SERVICES:

Sales consultants through graphic analysis of the Arbitron. Literature available to our readers.

#### **DIRIGO MEDIA**

638 Congress Street Portland, ME 04101 (207) 773-9022

#### DRAKE-CHENAULT ENTERPRISES, INC.

Specialized Consultation P.O. Box 1629 8399 Topanga Canyon Blvd. Canoga Park, CA 91325 (800) 423-5084 (Toll Free)

#### **EXECUTIVES:**

James Kefford, Pres. Denny Adkins, Senior VP Bobby Rich, Dir., Spec. Consultation

E

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

# Conquestions To WIBA-FM Madison, Wisconsin

#### **SPRING 1981 ARBITRON RATINGS**

Monday through	Teens		Adults 18-34		Adults 18-49		Total Persons 12 +	
Sunday	1980	1981	1980	1981	1980	1981	1980	1981
6AM-12AM	0	21.1	6.9	14.5	5.0	11.0	3.5	9.7
6AM-10AM	0	19.4	3.7	10.7	2.5	7.5	1.7	6.2
10AM- 3AM	O	18.2	5.4	12.5	4.1	9.2	3.0	8.0
3PM- 7PM	O	17.6	8.9	17.7	6.6	13.9	4.7	11.9
7PM-12AM	0	24.3	8.5	17.1	6.8	14.6	4.6	13.7

fter joining Noble Broadcast Consultants in February 1981, WIBA-FM experienced tremendous growth as illustrated in the Spring 1981 Arbitron ratings. WIBA-FM is consulted by Frank Felix, Vice President/AOR Program Manager.



For further information, contact Frank Felix at:

NOBLE BROADCAST CONSULTANTS • 4891 Pacific Highway • San Diego, CA 92110 • (714) 291-8510

#### **CONSULTANTS DIRECTORY**

Poughkeepsie, NY 12602 (916) 691-7725

#### **ELTING ENTERPRISES, INC.**

515 Madison Ave. New York, NY 10022 **EXECUTIVE:** John W. Elting, Pres.

SERVICES:

Financial consulting services.

#### 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, Secretary-Treasurer

#### 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, INC.

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 Richman and many others. (3) Sales Promotions: Includes highly 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, INC.

P.O. Box 5308 Austin, TX 78763 (512) 476-9457 EXECUTIVE:

Norman Fischer, Pres.

#### **RON FISCHMANN RADIO SALES SEMINARS**

4050 Kelly Drive Durham, NC 27707 (919) 493-1370 (Collect)

#### 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, Manager/Economic Studies & **Evaluations** 

James R. Bond, Jr., Manager/Asset Appraisal Services PRICING STRUCTURE:

Per hour basis. Literature available to readers.

#### WILLIAM J. GALLAGHER, JR. & ASSOCIATES

18 Autumn Lane Matawan, NJ 07747 (201) 566-7531

#### EXECUTIVES:

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

# We bring new ideas to the industry.

We started our business in 1974 with a reputation for originality that works. And today we are way out in front in the design and collaborative development of new formats.

1967	WRKO, Boston	Top 40
1971	KLOS, Los Angeles	AOR
1975	WKYS, Washington	Disco
1981	WENS, Indianapolis	AC

1982

Call us about our new ADULT ROCK music format and put yourself into a winning situation this year.

## Bob Henabery Associates, Inc.

#### **CONSULTANTS DIRECTORY**

#### **GREENEBAUM & ASSOCIATES**

135 S. LaSalle Street Chicago, IL 60603

#### PALMER A. GREER & ASSOCIATES

277 Farrs Bridge Road Greenville, SC 29611 (803) 246-3401

#### **ROBERT F. GRUBB**

5 Regent Court Champaign, IL 61820 (217) 359-7527

#### WILT GUZENDORFER & ASSOCIATES

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

#### **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 Road Stamford, CT 06902 (203) 324-4747

#### **HOFFMAN UNLIMITED**

26 Greentree Circle Westbury, NY 11590 (516) 333-0217

#### **HOLT CORPORATION**

Suite 205, Westgate Mall Bethlehem, PA 18017 (215) 865-3775

#### **EXECUTIVES:**

Arthur Holt, Pres. Gordon A. Holt, VP Bernhard Furhmann, Sr. Analyst

Feasibility studies, management consultants.

#### PRICING STRUCTURE:

Varies by project type.

#### TOM HOTCHKISS CO.

Box 5124 Boise, ID 83705

#### THE HUNTER SYSTEM

130 West 42nd Street, Suite 602 New York, NY 10036

#### **DENNIS R. ISRAEL**

1 East Main Street Riverhead, NY 11901

#### ISRAEL & HILTON, INC.

60 East 42nd St. New York, NY 10017 (212) 687-2002

#### **EDWARD J. JAEGAR**

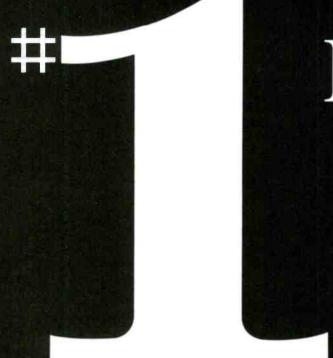
5530 Rab Street LaMesa, CA 92041 (714) 460-9831

#### **JASON JENNINGS INCORPORATED**

106 Redhill Circle Tiburon, CA 94920 (415) 435-4120 (Collect)

#### EXECUTIVES:

Jason Jennings, Pres.



## RATINGS FOR SALE

We help your management team build ratings that last past the first book. Call us for a confidential programming audit of your station and your market.

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT, INC.

1330 Millbrae Avenue, Millbrae, California 94030 John C. Lund: San Francisco (415) 692-7777

## **CONSULTANTS DIRECTORY**

Barry Brady, Creative Dir. Greg Daugherty, Marketing Dir.

## SERVICES:

Full service sales, marketing and management consulting group. They conduct in station creative and sales training seminars for retailers on effective use of radio, offer audio cassette and videotape sales training, serve as the marketing and management consultant to Burkhart/Abrams Satellite Music Network and have purchased KSPO News/Talk Radio, Spokane, WA. Literature available to our readers.

## PRICING STRUCTURE

\$1,500 per day in major markets, \$1,000 daily rate in small markets, Video Tape Training Programs start at \$475. Audio Cassette Programs begin at \$150. Hourly consultancy rate for telephone meetings is \$200., with first telephone call free of charge.

## **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

## C. J. JONES & ASSOC.

1874 Capri Drive Charleston, SC 29407 (803) 722-7611

## MIKE JOSEPH

11 Punchbowl Drive Westport, CT 06880 (203) 227-8326

## **RAYMOND I. KANDEL**

2222 Avenue of the Stars, Suite 2102 Los Angeles, CA 90067 (213) 277-5004

## **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

## DAVID R. KLEMM

Box 264 Washington, CT 06793 (203) 868-7970

## **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 124 Montvale, NJ 07645 (201) 664-3637

## JOHN LONG ENTERPRISES

6730 W. Greens Road Houston, TX 77066 (713) 444-4839

## **EXECUTIVES:**

John Long, Ops. Dir. Sharon Kelley, Business Mgr. Rusty Black, Production Dir.

## SERVICES:

Radio Programming Consultation: contemporary music formats, sports programming, recruitment, competitive market studies, "The Art of Programming" seminars (C). Syndication: "Crash Collins Oldies Review". Literature available to readers.

## PRICING STRUCTURE:

Negotiable.

## **MAURY H. LONG & ASSOCIATES**

5100 Dorset Avenue Chevy Chase, MD 20015 (301) 652-6999

## JAMES P. LOUPAS

330 E. 1300 N. Chesterton, IN 46304 (219) 762-9117

## EXECUTIVE:

Jim Loupas, Pres.

## **GARRY G. LUKE**

Cheetah Associates Broadcast Consultants, Advertising 508 W. Newell Street Syracuse, NY 13205

## THE LUND CONSULTANTS TO BROADCAST MANAGEMENT, INC.

San Francisco Heaquarters:

E. ALVIN DAVIS AND ASSOCIATES

We are pleased to announce that our firm, brand a mounce that our firm a mounce that our firm, brand a mounce that our firm, brand a mounce that our firm, brand a mounce that our firm a mounce tha E. Alvin Davis & Associates, has established a bra a b THE ADVISORY is designed to serve our friends and we rewinded to nearly not not nearly nea Dear Broadcaster: THE ADVISORY is designed to serve our friends as designed to serve possible. We associates in a new that many broadcasters would that the transfer to realize that associates in a new way previously not possible. We have come the opportunity to take advantage of our welcome the opportunity to have come to realize that many broadcasters would skills take advantage of the unlike the basis. Unlike the welcome the opportunity to time basis. and knowledge on a time-to-time basis. THE ADVISORY

and knowledge on a time-to-time basis. THE ADVISORY

work under, have a question to we usually for you to have idea.

annual contracts we usually for you of an idea.

annual contracts was it easy review of an idea.

is intended to obtain a quick review of an answered or to obtain a guick review. Welcome the opportunity to take advantage of our street the opportunity to take basis. THE ADVISO and knowledge on a manually work under the and knowledge on a manually work under the arrival and arrival and manual contracts. is intended to make it easy for you to have a que a for you to have a for you hav THE ADVISORY Will not require a formal contract arrangement time without prior arrangement THE ADVISORY will not require a prior arrangement.

and is available at any to activate this service is your that's necessary to activate. and is available at any time without prior arrangement time without prior arrangement is your activate this service activate that this service we regret that this service we regret that the service all or question. concept or piece of work.

All that's necessary to activate that this service is you this service that this service we regret that the name of the phone call or question. We regret we have one of the phone call able in markets where we have one is not available in markets. phone call or question. We regret that this service we have ongoing is not available in markets where we have ongoing retainer clients To find out more about THE ADVISORY, your phone

retainer clients.

call is welcome at (513) 683-6500.

E. Alvin Davis Attention group officers and general managers:

Attention group officers our free monthly publication,

receive our free monthly write or nhone

receive and general managers: Attention group officers and general managers:

Attention group officers and free monthly out. If you'd like to receive our free monthly publication in the mailing list.

The Radio Programming placed on the mailing list to have The Radio Programming Letter, simply write or photon the mailing list.

E. ALVIN DAVIS AND ASSOCIATES

## **CONSULTANTS DIRECTORY**

1330 Millbrae Avenue Millbrae, CA 94030 (415) 692-7777

## **EXECUTIVES:**

John C. Lund, Pres.
June H. Lund, VP
Brian Scott, Assoc. Consultant
Nellene Teubner, Managing Editor
Radio Management Monthly

## SERVICES:

- (1) Conduct intensive five-day Programming Audit to help determine challenges and opportunities. Analysis details every programming aspect of client station and competition. Short turn-around time is ideal for "second opinion" during crisis situation.
- (2) Help management with winning strategy for profitoriented 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.

## M

## MADDOX/PATTERSON AND ASSOCIATES, INC.

1550 Almond Court Downers Grove, IL 60515 (312) 960-3275

## EXECUTIVES:

Jim Maddox, Pres. Jack Patterson, Senior VP

## SERVICES:

Complete live/automated consulting service. Specializing in the urban format, full service includes music, formatics, talent, news, promotion (internal and external), sales, etc. Also in-house/out-house research. One-time diagnostic market study, one year, and multi-year contracts available. Literature available to our readers.

## PRICING STRUCTURE:

Standard market size rate card available on request.

## FRANK N. MAGID ASSOCIATES, INC.

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 EXECUTIVE: Robert O. Mahlman, Pres.

## 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:**

Frank Jolle, Program Consultant/VP Charles Patterson, Traffic/Executive VP F. Joseph Clark, Jr., Programming Dani Clark, Treasurer

## SERVICES:

Marina Music Productions syndicates the "SH Boom Radio Show". It is a nostalgia-oldies but goodies weekly feature. Three hour countdown spotlights a specific year and fills three hours with the Top 40, the news, and even the trivia of that year in a magazine format. Also provides formats for oldies but goodies stations. Main library consists of 2500 cuts of the great golden oldies.

## 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

After rating successes at KRLY, Houston, and WKTU, New York, Michael Jones and associates are available on an exclusive basis in a limited number of markets for programming assistance.

We guarantee the personal attention you need for the ratings you want.

## **CONSULTANTS DIRECTORY**

Dallas, TX 75247 (214) 630-5097

## 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

## ROBIN MITCHELL PROGRAMMING/ SOLAR COMPUTER SYSTEMS CORPORATION

7000 S.W. Vermont Street, Suite #1302 Portland, OR 97223 (503) 245-1538

## **EXECUTIVES:**

Robin Mitchell, Pres. Daniel Johnson, VP Bob Goode, Associate

## SERVICES:

Talent acquisition, Operations, Programming, Promotion & Research Consultation, including customized selection-by-selection computer music scheduling which guarantees each researched song's play at proper frequency, while protecting between exposures of songs by the same artists, and insuring subsequent exposures of songs circulate to different time-frames on a successive day, thus protecting listeners with the same daily listening patterns from unwarranted repetition.

## PRICING STRUCTURE:

Based on magnitude and duration of project.

## **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 ASSOCIATES, INC.

1200 18th Street Washington, DC 20036 (202) 833-2200

## DON H. NELSON & ASSOCIATES, INC.

3634 Seventh Avenue

San Diego, CA 92102 (714) 295-2435

## **NEW WORLD COMMUNICATIONS CO., INC.**

11489 Almazon Street San Diego, CA 92129 (714) 566-7896 (Collect)

## **EXECUTIVES:**

Jerry Clifton, Pres. 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.

## **NEW WORLD MEDIA**

4211 Granada Tampa, FL 33609

## **EXECUTIVES:**

Michael Spears, Pres. Bill Bunjeroth, Sales

## SERVICES:

Album rock, newstalk, Top 40 for programming and sales. Literature is available to our readers.

## PRICING STRUCTURE:

By contract term or spot studies.

## **NOBLE BROADCAST CONSULTANTS**

#1 1250 Sixth Avenue, Suite 402 San Diego, CA 92101 (714) 236-0209 211 Bridge Street Charlevoix, MI 49720 (616) 547-4791

## EXECUTIVES:

John T. Lynch, Exec. VP Bur Franks, VP/GM Tim Moore, VP Rich Wood, VP/Program Manager Frank Felix, Dir. of 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

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Call Carl Cramer when you have an AM station losing money. Call Carl Cramer when you need to build a separate AM-FM image. Call Carl Cramer when you need help with NewsTalk or All-News formats. Call Carl Cramer when you want to give 'em all the news but not stop the music. Call Carl Cramer when you need guidance in qualitative market research. Call Carl Cramer when you need your news department to target to a specific audience. Call Carl Cramer when musical similarities require positioning of your station through informational programming. Call Carl Cramer when you want to become your market's radio information source. Call Carl Cramer when you need to improve your news department but can't afford to add people. Call Carl Cramer direct at 817-274-9892.

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## **CONSULTANTS DIRECTORY**

## P

## PALM TREE INC.

1116 Bering Drive Houston, TX 77057 (713) 977-6545

## EXECUTIVE:

Michael Jones, Pres.

## SERVICES:

Broadcast Consultant & Programming Development. Specializing in Adult and Urban Contemporary.

## PRICING STRUCTURE:

Depends on Market.

## JEFF POLLACK COMMUNICATIONS, INC.

984 Monument St., Suite 204 Pacific Palisades, CA 90272 (213) 459-2783

## **EXECUTIVES:**

Jeff Pollack, Pres.

Marilyn Tallman, Ops. Coordinator/Music Director SERVICES:

Literature available to our readers.

## PRIKRYL MEDIA INVESTMENTS

8340 East Princeton Avenue Denver, CO 80237 (303) 771-7675

## **EXECUTIVE:**

R. W. Prikryl, Pres.

## SERVICES:

Brokerage and appraisals of broadcast properties plus management, sales, and programming consultation.

## PRICING STRUCTURE:

Available upon request.

## PROFESSIONAL PROGRAMMING, INC.

7011 North Janmar Drive Dallas, TX 75230 (214) 691-8846 (Collect)

## PROGRAMANAGEMENT SYSTEMS

Box 5973 Washington, DC 20014 (301) 593-3283

## WARD L. QUAAL CO. 5725 East River Road

5725 East River Road Chicago, IL 60631 (312) 693-5720

## K

## RADIOACTIVITY, INC.

711 63rd Avenue Drive West Bradenton, FL 33507 (813) 753-3533 (Collect)

## **EXECUTIVES:**

Dain Schult, Pres.

Connie Schult, Operations Manager Kevin O'Connell, Atlanta Representative

## SERVICES:

Literature is available to our readers.

## PRICING STRUCTURE:

Based on market size and services requested.

## RADIO ARTS, INC.

210 N. Pass Ave., Suite 104 Burbank, CA 91505

## RPM—RADIO PROGRAMMING/MANAGEMENT

25140 Lahser Rd., Suite 232 Southfield, MI 48034 1-(800) 521-2537 (313) 358-1040

## **EXECUTIVES:**

Thomas Krikorian, Pres. Richard Graf, General Manager

## SERVICES:

Full format syndicator. Formats include contemporary beautiful music, classic beautiful, progressive middle-of-the-road adult contemporary, and classic MOR. Special programming includes RPM Christmas Music Festival and Big Band New Years Eve. Literature is available to our readers.

## PRICING STRUCTURE:

Formats are priced according to market size and vary for each format. Special programming is standard priced and is property of station.

## RAYMER ASSOCIATES, INC.

203 Columbus Avenue San Francisco, CA 94133 (415) 397-7491

## 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, Pres.

## WILLIAM A ROBERTS, BROADCAST CONSULTANT

1110 N. Oak Cliff Blvd. Dallas, TX 75208

## **JOHN ROOK & ASSOCIATES**

19031 Marilla Street Northridge, CA 91324 (213) 885-7404

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## SANTEE-COOPER

Box 537 Eutawville, SC 29048 (803) 492-7613

## WILLIAM B. SCHUTZ, JR.

515 Madison Avenue

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Programming and broadcast consultants.

**Burt Sherwood** 

**Bill Hennes** 

3125 Maple Leaf Drive, Glenview, Illinois 60025 (312) 439–1230

## **CONSULTANTS DIRECTORY**

New York, NY 10022 (212) 688-2380

## JOHN SEBASTIAN & ASSOCIATES, INC.

5213 N. 24th St., Suite 206 Phoenix, AZ 85016 (602) 957-2452

## **EXECUTIVES:**

John Sebastian, Pres. David Gariano, Associate Jima Peterson, Office Manager

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.

## RICHARD A. SHAHEEN, INC.

435 North Michigan Avenue Chicago, IL 60611 (312) 467-0040

## SHERWOOD, HENNES & ASSOCIATES

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**

Box 2407 Santa Fe, NM 87501 (505) 757-6573 **EXECUTIVE:** 

Bill Sims, Pres.

## SOUTHWESTERN MEDIA ASSOCIATES

Box 6130 Lubbock, TX 79413 (806) 797-1221

## **DICK STARR BROADCAST SERVICES**

7011 N. Janmar Drive Dallas, TX 75230 (214) 691-8846

## **SUNBELT MEDIA**

P.O. Box 120383 Arlington, TX 76012 (817) 649-8577

## SURREY COMMUNICATIONS RESEARCH

3438 North Country Club Road Tucson, AZ 85716 (602) 327-9431

## 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

## PETER V. TAYLOR/TAYLOR COMMUNICATIONS

2614 Jackson Street San Francisco, CA 94115 (415) 563-1045

## EXECUTIVES:

Peter V. Taylor, Pres. J. Kristine Kirkebo, Research Director

## TM COMPANIES

1349 Regal Row Dallas, TX 75247 (214) 634-8511 (collect)

## **EXECUTIVES:**

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, Pres.

## **JACK TROUT**

1212 Avenue of the Americas New York, NY 10036 (212) 869-8888

## JOHN R. ULMER, C.P.A.

2854 N. Thompson Road Atlanta, GA 30319 (404) 455-0388

## NATIONAL BROADCASTING CONSULTANTS and LDM Productions Limited

Suite F-301 3694 Barham Blvd. Hollywood, CA 90068 (213) 851-5964

## **CONSULTANTS DIRECTORY**

## WALKER MEDIA & MANAGEMENT, INC.

1730 Rhode Island Ave., 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, Pres. Chuck Morgan, VP/Director of Consultation Ron Dennington, Operations Manager Bill Clemens, Director/International Sales Tracey Massey, Research Director

## SERVICES:

Full service programming with holistic approach: Music research, format dynamics, promotional planning, news programming, sales liaison, postioning strategy. Specialty: immediate impact programming (rating increases within 6 months). Research division is "Index Research" (see listing under Research Directory). "Todd Wallace Money Back Guarantee" guarantees your ratings must achieve a set goal, or pro-rata portion of fees is refunded. Literature is available to our readers.

## 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, Pres. Otis Merry, General Sales Manager

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 ASSOCIATION

4152 Mill Stream Road Virginia Beach, VA 23452 (804) 463-0746

## 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

## **NEAL 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 Wells, Pres. Charles Wells, Executive VP Jonathon "Scott" Wells, VP

## SERVICES:

Brokers and consultants to broadcasters, publishers, and financial institutions.

## **RON WHITE**

P.O. Box 4189 Little Rock, AR 72214 (501) 661-7570

## **WYCOM CORPORATION**

Box 2407 Santa Fe, NM 87501

## **YANCY CORPORATION**

1010 E. 86th St., Bldg. 1070, Suite 72 Indianapolis, IN 46240 (317) 844-5009

## **EXECUTIVES:**

Robert Christy, VP Jacqueline Doherty, National Coordinator

Custom consultation, specializing in all adult formats. Research music systems, headhunting, and promotional services available.

## PRICING STRUCTURE:

Available upon request.

## YOUNG ADULT MARKETING, INC.

P.O. Box 1673 Thousand Oaks, CA 91360 (213) 889-1760

## Fastest Growing Format



Toby Arnold's "Unforgettable" format gives you BIG BAND NOSTALGIA music and more!

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Dayparted Music Categories - Stereo or Mono

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Choose the music to match your market Includes Jingles, Contests and Promotions

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Now, for the first time, a complete network service, designed to give great programming, great sales, and greater profit...Not one service, but **many**, all targeted specifically to young adults...all **proven** successful services.

Programming: Test-marketed for two years in multiple markets, our Music Connection is a 24-hour live stereo format fed via satellite for use up to 24 hours per day. Researched, designed and proven to give strong young adult dominance. Special features and weekend spectaculars.

Research: The most advanced test system for LP cuts and singles ever developed; designed by The Research Group.

Also — **the** definitive major national study on 25 to 34 year olds. This landmark project uncovers the secret keys to young adult programming, sales and promotion success.

Promotion: The most successful TV-outdoor-print campaigns in America, made available at low cost to build high cume and quarter hour. All campaigns pretested.



Available on an exclusive market basis through The Transtar Radio Network, Menlo Park, California (415) 321-0953. Dwight Case, President.

A SUNBELT COMPANY

## SATELLITE DIRECTORY

## AMERICAN BROADCASTING CO., INC.

1345 Avenue of the Americas New York, NY 10019 (212) 887-7777

## EXECUTIVES:

Edward F. McLaughlin, Pres.

Robert M. Chambers, VP, Market Development

William J. Battison, VP, Planning, Finance, Administration

and Satellite Development

Louis A. Severine, VP, Director of Sales

P. Kent Coughlin, VP and Director, Engineering

and Program Operations

Frank Atkinson, Dir., Station Admin.

Linda Stern, Dir., Admin.

## ABC CONTEMPORARY NETWORK EXECUTIVES:

Willard Lochridge, VP

Darryl Brown, Dir.

Corinne Baldasanno, Dir. of Programming

Julie Eisenberg, Mgr., Station Relations

## **ABC DIRECTION NETWORK EXECUTIVES:**

Charles A. King, VP

Vincent Gardino, Dir.

Ruth Meyer, Dir. of Programming

## ABC ENTERTAINMENT NETWORK EXECUTIVES:

Charles A. King, VP

Leslie Benson, Dir.

Ruth Meyer, Dir. of Programming

Maria LaPorta, Mgr., Station Relations

## **ABC INFORMATION NETWORK EXECUTIVES:**

John Axten, VP

Stuart G. Krane, Dir.

Tina Press, Dir. of Programming

Debbie Bernstein, Mgr., Station Relations

## ABC FM NETWORK EXECUTIVES:

A. Thomas Plant, VP

Jim Keating, Dir.

Sandy Sanderson, Dir. of Programming

Edward Ockenden, Mgr., Station Relations

## ABC ROCK NETWORK EXECUTIVES:

A. Thomas Plant, VP

Virginia Westphal, Dir.

Denise Oliver, Dir. of Programming

Louise Callahan, Mgr., Station Relations

## ABC TALKRADIO EXECUTIVE:

Robert Chaisson, Managing Dir.

## SALES:

Louis A. Severine, VP, Dir. of Sales

Arthur L. Sulzburgh, VP/National Sales Mgr.

Francis G. Boehm, VP/Western Sales Mgr.

Joseph F. Kelly, VP/Detroit Sales Mgr.

Robert Watson, VP/Eastern Sales Mgr.

Dennis Glynn, VP/Central Sales Mgr.

Rhonda Hack, Mgr., Southwest Sales Office

Linda Meilan, Dir., Sales Admin.

Tom Rocco, Dir., Special Program Sales

David Logan, Sales Mgr., Market Development

Blaise Leonardi, Mgr., Youth Networks

Frank Leoce, Sales Mgr., Adult Networks

## CREATIVE SERVICES:

Michael A. Winter, Dir.

Leo Collins, Dir., Marketing Services

Sam Patterson, Dir., Advertising and Promotion

Suzanne A. Banks, Mgr., Publicity and Promotion

## ENGINEERING:

P. Kent Coughlin, VP and Dir., Engineering and Program Operations

Harry Curtis, Dir., Program Operations

Richard Martinez, Dir., Technical Operations

Robert Donnelly, Asst. Dir., Satellite Operations

Brenda Morgan, Mgr., Broadcast Services

Pam Trester, Mgr., Program and Affiliate Services

Lorraine Gordon, Mgr., Commercial Operations

Susan Redmond, Coordinator, Affiliate Services

## RESEARCH:

Bill McClenaghan, Dir. of Research

Sandra Kennedy, Mgr., Research and Media Planning

Robert Benson, VP, ABC News, Radio

Joseph F. Keating, Dir., Radio News Operations & Exec.

Producer, Radio Special Events

Peter M. Flannery, Asst. Dir., ABC Radio News

George T. Phillips, Mgr., Radio News Programming

Jeff Sprung, FM Network News Mgr.

Dick Rosenbaum, Information Network News Mgr.

Richard Dressel, Contemporary Network News Mgr.

Kathy Lavinder, Entertainment Network News Mgr.

Fred Davis, Direction Network News Mgr

Mark Richards, Assignment Mgr., Radio News

Kenneth Scott, Mgr., Radio News, Washington Bureau Chief

## ABC CONTEMPORARY NETWORK PROGRAMMING:

Hourly News

11 Daily Newscalls

3 Daily Sportscalls

Howard Cosell-with Speaking of Sports and Speaking of

Everything

Snapshot with Mary Margaret Myers

Breakthrough with Bill Stoller

American Top 40

Spotlight Specials-Will air: 2/21, 4/18, 6/20, 8/22, 10/24,

12/19

## ABC DIRECTION NETWORK PROGRAMMING:

Hourly News

10 Daily Newscalls

3 Daily Sportscalls

Bob Buck and Don Chevrier Commentaries

To Your Good Health featuring Dr. Paul Donohue

## ABC ENTERTAINMENT NETWORK PROGRAMMING:

News On The 1/2 Hour

11 Daily Newscalls

3 Daily Sportscalls

Agri-Answers by John Deignan

Economic Commentary by Dan Cordtz

Public Affairs Program: Meet the Author

Paul Harvey

Daily News Commentary by ABC Correspondents on top stories from around the world.

Silver Eagle Cross Country Music Show-features top country singers and bands from key country venues.

Spotlight with Bill Diehl

Rudd Awakening

Words and Music-six shows this year. Each special features two hours of music and interviews.

## ABC INFORMATION NETWORK PROGRAMMING:

News On The Hour

11 Daily Newscalls

3 Daily Sportscalls

World News This Morning with Joe Templeton

This Week With David Brinkley-all new for 1982

Daily Weather by John Coleman

Philip Greer with On Business and Down To Business

Daily Commentary with Steve Bell or Bob Clark

Lou Boda Sports

## SATELLITE DIRECTORY

9 Daily Gordon Williams Business Reports

World News This Week

Fred Manfra Sports Feature

And More Features: Perspective I and II. Speaking of Music, FBI Washington, The Living World with Roger Caras.

## ABC FM NETWORK PROGRAMMING:

Hourly News

11 Daily Newscalls

3 Daily Sportscalls

Public Affairs Program: Listen Closely

Star Sessions-New for 1982. Ninety minutes of top music and interviews in 12 shows. Will air: 3/20, 4/3, 4/17, 5/1, 5/22, 6/5, 7/3, 8/7, 9/4, 10/2, 10/16, 11/6.

## ABC ROCK NETWORK PROGRAMMING:

Hourly News

11 Daily Sportscalls

Sports Shorts with Steve McPartlin

Rock and Roll Legends—reveals the story behind the song

Comedy

Rocknotes-rock news including special reports from London.

On Location with Gayl Murphy

Lifelines—lifestyle feature reports.

The Steve Dahl Supper Club-two hours of zaniness recorded before a live studio audience.

King Biscuit Flower Hour-52 one-hour shows featuring top singers and bands, including the Rock Radio Awards. Supergroups In Concert—a continuation of the widely

acclaimed concert series.

## **ASSOCIATED PRESS RADIO NETWORK**

1825 K Street, NW Washington, DC 20006 (800) 424-8804 Toll Free

## **EXECUTIVES:**

Edward J. De Fontaine, Mgr. Editor William McCloskey, Asst. Mgr. Editor George Mayo, Chief Engineer Jerry Smith, Affiliate Relations Dir.

## **BROADCAST FACILITIES:**

Transponder 1, Westar III

## SERVICES:

Newscasts on the hour, business programming during the stock market day, five agriculture programs during morning hours, 13 sportscasts a day (24 each Saturday and Sunday) and news feeds hourly. Three public affairs programs per week and special sports coverage of major events.

## **BONNEVILLE BROADCASTING SYSTEM**

274 County Road Tenafly, NJ 07670 (201) 567-8800 (800) 631-1600

## **EXECUTIVES:**

Satellite East-New York Marlin Taylor, Pres./Creative Dir. John Patton, VP/GM Gary Donohue, Marketing Mgr. Dave Verdery, Client Services Mgr. Jeff Mathieu, Station Sales Mgr. Cindy Friedman, Station Sales Rep. Walt Powers, Operations Mgr.

Jim Stagnito, Production Dir. Roger Ahrens, Advertising Mgr. (212) 580-8814

Satellite Central—Chicagoland (312) 479-1717 Chris Sites, Uplink Master Control Mgr.

Eric Small, Satellite Electronic Consultant

## DESCRIPTION OF PROGRAMMING:

Live 24 hours easy listening/beautiful music. 1200 individually programmed quarter hours scheduled by the day. Live network news around the clock. New music included to keep pace with industry releases. "Daybreak" is a unique morning drivetime music and breaks format pre-fed via satellite developed at KBIG, Los Angeles.

## DESCRIPTION OF SALES:

Downlink technical team on staff. Sales marketing service for local sales staff training. Assistance in format execution from on-staff professionals. Electronic/equipment technical assistance.

## BROADCAST FACILITIES:

Satcom III R

## 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.

## **CONTINENTAL RADIO**

1318 Spratley Street Portsmouth, VA 23704 (804) 393-2501

## EXECUTIVES:

Craig R. Hodgson, Exec. Dir.

Craig R. Sherwood, Affiliate Relations Dir.

## **BROADCAST FACILITIES:**

Satcom I

## SERVICES:

24 hour music and news; pop adult with contemporary gospel. Price range \$400-\$1,000 per month depending on market and station facility, plus 2 minutes for network sale each hour.

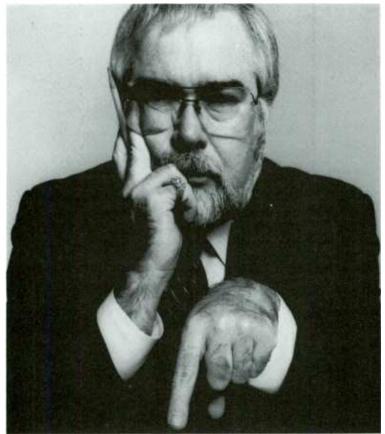
## DRAKE-CHENAULT ENTERPRISES, INC.

8399 Topanga Canyon Blvd. 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

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1983!

In a world where business is tougher to get ... where costs seem to go up each month and audiences seem to be getting smaller and profits disappear ... there is an answer.



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## SATELLITE DIRECTORY

## SERVICES:

Modern Country-AM stations in Harrisburg, Billings, Waco, Honolulu and more have increased their market share with this clean, uncluttered approach to country music. And FM stations in markets like Winston-Salem, Louisville and Topeka have become #1 total persons 12+. Adult Contemporary—For nearly 15 years Drake-Chenault's adult contemporary format, Contempo-300, has been helping stations achieve a unique market position. Designed for a core audience of 25-34, Contempo-300 can capture the marketplace. In fact, in Raleigh, Allentown, Kalamazoo, Grand Junction and Asbury Park, Contempo-300 is #1 total

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. In Raleigh, Greenville and Columbus, SuperSoul has scored #1 ratings. 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.

## **GLOBAL SATELLITE NETWORK**

19456 Ventura Blvd. 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.

## **MUTUAL BROADCASTING SYSTEM**

1755 S. Jefferson Davis Highway Arlington, VA 22202 (703) 685-2000

## **EXECUTIVES:**

Martin Rubenstein, Pres./CEO Jerry M. Wallace, Sr. VP, Corporate Services Tom O'Brien, VP, News & Special Programs Gene Swanzy, VP, Broadcast Services

## BROADCAST FACILITIES:

Westar I

## SERVICES:

Mutual Broadcasting System offers to its over 900 affiliates, extensive news coverage on a 24-hour basis, entertainment programming, including the highly recognized "The Larry King Show", and the best of professional and college sports events.

## **NATIONAL CHRISTIAN NETWORK**

1150 West King Street Cocoa, FL 32922 (305) 632-1000 Collect

## **EXECUTIVES:**

Raymond Kassis, Pres./GM J. Dale Wright, Oper. Mgr./Program Dir. Arnold, J. Fox, Compt./Business Mgr.

## **BROADCAST FACILITIES:**

Comstar D2

## SERVICES:

Fourteen hours a day, seven days a week of religious programming. 11,000 square feet studio. \$210.00 per hour production studio time rate. Air time rates \$600.00 per hour-\$350 per half hour.

## NATIONAL PUBLIC RADIO

2025 M Street, NW Washington, DC 20036 (202) 822-2000

## **EXECUTIVES:**

Frank Mankiewicz, Pres. Thomas C. Warnock, Exec. VP Samuel C. O. Holt, Sr. VP, Programming Bill B. Oxley, Sr. VP, Distribution Clyde Robinson, Sr. VP, Representation Walda Roseman, Sr. VP, Nat'l Affairs Joe Gwathmey, Dir., Programming John Bos, Dir., Performance Programming Richard Cassidy, Dir., Eng./Ops. Linda Devillier, Dr., 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, NW, Suite 907 Washington, DC 20036 (202) 331-1154

## **EXECUTIVES:**

Elizabeth L. Young, Pres. Robert A. Mott, Exec. VP Louis A. Bransford, VP, Planning and Dev. Dail Ogden, VP, Operations

## BROADCAST FACILITIES:

Can access all of them—most frequently use RCA, Westar, Satcom D-2.

## SERVICES:

PSSC arranges networks for video and audio distribution of programming; transmits non-broadcast programs through its National Satellite Network; operates a satellite uplink, live origination studio and portable uplink facilities. Provides consultation, performs studios and offers workshops.

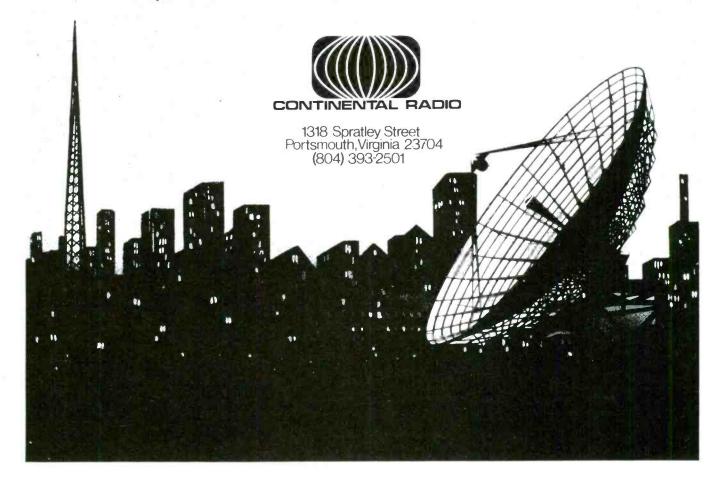
## ADVERTISERS BELIEVE IT!

Continental Satellite Radio programming really works," says Carson Pearce. General Sales Manager of radio station KBCN. He reports, "our TFN contracts jumped from 5.000 to 15,000 a month and our monthly billing doubled in just the first 30 days of running the Continental format!"

Unbelievable? Not at all. It's happening wherever Continental Radio's "live" pop adult format with contemporary gospel programming is tuned in! A Continental contract gets you complete turnkey satellite programming, including national personalities, news, station jingles and a start-to-finish downlink package.

Call Craig Sherwood at (804) 393-2501 for all the facts and have him schedule a time on our toll-free listening line.

Hearing is believing! Visit our suite at the Dallas Hilton during the NAB April 4-7.



## SATELLITE DIRECTORY

## **RKO RADIO NETWORK**

1440 Broadway New York, NY 10018 (212) 575-6100

## EXECUTIVES:

Tom Burchill, Pres. Ken Harris, VP/Dir., Affiliate Services Joe Maguire, VP/Dir., Eng.

## **BROADCAST FACILITIES:**

Westar III, transponder 1

## SERVICES:

RKO Radio Network consists of RKO I: programs for young adults in 25-34 demographics. Provides news, life sound features, entertainment specials and "Night Time America"live five-hour nightly music show.

RKO II: designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, short feature programs, weekly music specials and "America Overnight"-a six-hour live talk interview program.

RKO RADIOSHOWS: provides demographic programs and format blocks for all radio stations. Also offers "Night Time America" and long term entertainment and information shows, weekly countdowns, sports talk shows, midday magazines, live concerts and daily formatic music blocks.

## SATELLITE MUSIC NETWORK

6500 River Chase Circle, E. Atlanta, GA 30328 (800) 554-1250 Toll Free

## EXECUTIVES:

Kent Burkhart, Founder/Pres. James M. Rupp, Chief Operation Officer Roy Bliss, Exec. VP John Tyler, Management Partner George Williams, Network Mgr.

## BROADCAST FACILITIES:

RCA Satcom I, transponder 3

## SERVICES:

Satellite Music Network offers 24 hours, 7 day service in stereo. Our two live formats are Pop Adult and Country Western with entertaining features provided. National news is included in the service. The signal is received by satellite dish antenna and Satellite Music Network transmits signal cues for station ID's, local commercials and allows stations up to 12 minutes for local commercials.

## 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

## EXECUTIVES:

Sam Kopper, Pres. Harriet Billush, Exec. Dir. **BROADCAST FACILITIES:** 

## Westar III

## **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 Blvd. San Diego, CA 92117 (714) 272-7660

## EXECUTIVE:

Bo Donovan, VP, Broadcast Div.

## **BROADCAST FACILITIES:**

Satellite live, Westar I, transponder 2

## 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:

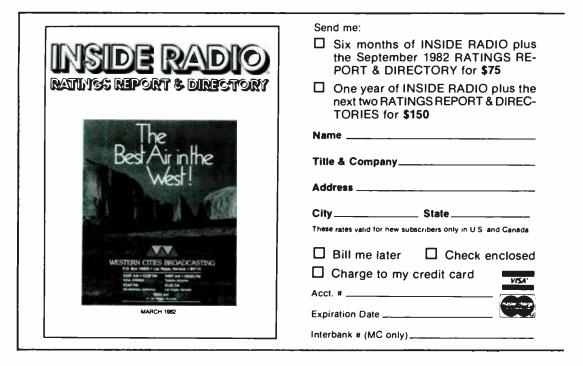
Point-to-point or point-to-multipoint radio program transmission and network interconnection via the World Satellite Network—a live, nationwide program distribution system providing monaural or high-fidelity stereo audio. Facilities include transportable satellite earth stations. Fixed satellite uplinks 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 sytems.

## THE NEXT ISSUE OF



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EXECUTIVE:

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MILTON Q. FORD & ASSOC.

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Milton Q. Ford. Pres.

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5028 Wisconsin Avenue, NW Washington, DC 200 6 (202) 966-2280

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W. JOHN GRANDY

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EXECUTIVE:

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**EXECUTIVES:** 

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**EXECUTIVES:** 

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P.O. Box 42401 Cincinnati, OH 45242 (513) 791-8730 **EXECUTIVES:** 

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Suite 417 Washington, DC 20036 (202) 223-1553

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44 Montgomery St. 5th Flr. San Francisco, CA 94104 (415) 434-1750

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Six The High Road Bronxville, NY 10708 (914) 779-7003

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**EXECUTIVES:** 

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4205 Carew Tower Cincinnati, OH 45202 (513) 381-3380

EXECUTIVES:

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RICHARD A. SHAHEEN, INC.

> 435 N. Michigan Avenue Chicago, IL 60611 (312) 467-0040

HOWARD E. STARK, MEDIA BROKER

575 Madison Avenue New York, NY 10022 (212) 355-0405

EXECUTIVE:

Howard E. Stark, Mgr.

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P.O. Box 4230 Washington, DC 20012 (202) 291-8700

**EXECUTIVE:** 

Edwin Tornberg, Pres.

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## **Federal Communications Commission**

1919 M Street, NW 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. Abbott Washburn—MN Republican, assumed office July 10, 1974, term expires June 30, 1982. Joseph R. Fogarty—RI Democrat, assumed office Sept. 17, 1976, term expires June 30, 1983.

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Office of Opinions and Review: Vacant, (Proposed combination with General Counsel).

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Office of General Counsel: Stephen A. Sharp, General Counsel

Office of Science and Technology: Stephen J. Lukasik, Chief Scientist Office of the Managing Director: Edward Mickel, Managing Director

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AM-FM Branch: Barbara F. Forbes, Chief

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12477 West Cedar Drive Denver, CO 80228 (303) 234-6977

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## KANSAS CITY

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## DETROIT

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## ST. PAUL

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## ATLANTA

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Federal Building & Courthouse, **Room 747** Avenida Carlos Chardon Hato Rey, Puerto Rico 00918 (809) 753-4567 or 753-4008

919 Federal Building 51 S.W. First Avenue Miami, FL 33130 (305) 350-5542

## NORFOLK

Military Circle 870 North Military Highway Norfolk, VA 23502 (804) 441-6472

## SAVANNAH

238 Federal Office Building & Courthouse 125 Bull Street, P.O. Box 8004 Savannah, GA 31412 (912) 944-4320

A.D.P. Building, Suite 601 1211 N. Westshore Blvd. Tampa, FL 33607 (813) 228-2872

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## LeMESA (San Diego)

7840 El Cajon Blvd. Suite 405 LeMesa, CA 92041 (714) 293-5478

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7304 Prince Kuhio Federal Building 300 Ala Moana Blvd. P.O. Box 55023 Honolulu, HI 96850 (808) 546-5640

## **PORTLAND**

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3256 Federal Bldg. 915 Second Avenue Seattle, WA 98174 (206) 442-7653

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George M. Fallon Federal Bldg. Room 1017, 31 Hopkins Plaza Baltimore, MD 21201 (301) 962-2728

## BOSTON

1600 Customhouse 165 State Street Boston, MA 02109 (617) 223-6609

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201 Varick Street New York, NY 10014 (212) 620-3437

## **PHILADELPHIA**

11425 James A. Byrne Federal Courthouse 601 Market Street Philadelphia, PA (215) 597-4411

## **FCC DIRECTORY**

## **FCC Telephone Listing**

Area code (202) unless otherwise listed. General Information: 632-7000

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New Stations/Major Changes Applications
SCA
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Comments 632-7551
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Emergency Broadcast System. 632-7232
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Fairness Doctrine 632-7586 Programming Questions/
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or 632-7048
Rebroadcast 632-7010
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Ownership 632-7256
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Bulletins, Requests for 632-7260
Call Letters 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
Eavesdropping
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)
Freedom of Information 632-6990
FREQUENCY ALLOCATIONS:
Government
Non-Government
Allocation Treaties, Agreements 632-7025 Charts and Tables 632-6350
Government Coordination/
Spectrum
Non-Government Coordination/
Spectrum
International Coordination/
Spectrum 632-7054
General Counsel 632-7020
Hearing Calendar 632-7680
INTERFERENCE COMPLAINTS:
Washington, DC area (301) 436-7590
All other areas
Direction Finding Assistance 632-6975
Radio-Government 632-7087
Radio-International
Standards
Library
Locator, Personnel 632-7106
Marketing Rules 632-6990
Minority Enterprise Division 634-1770
New Devices or Uses of Radio 632-7093
News Gathering and Publishing
(717) 334-1145
Noise, Radio 632-7040
Off-the-Air Pickup 632-6430
Over-the-Horizon or Scatter Technique
632-7080
Political Broadcasting 632-7586 Press Relations
PUBLIC INFORMATION:
Consumer Assistance 632-7000
Press & News Media
Audio-Visual Management
Office254-7000
Research 632-7040
RULES AND REGULATIONS:
Aviation and Marine 632-7175
Business
Other Industrial (715) 334-9167
Microwave
Public Safety
Copies of
Interpretation of 632-6990

## JOIN SOME OF AMERICA'S FINEST RADIO STATIONS-

WNBC New York KILT-FM Houston

WHDH Boston KYUU San Francisco

WMAQ Chicago KRLA Los Angeles

WUSL Philadelphia KYA-AM San Francisco

WIL-AM St. Louis KGW Portland, OR

WYNY New York KNBR San Francisco

WBEZ New Orleans KILT-AM Houston

WSGN Birmingham KING Seattle

WIL-FM St. Louis KYA-FM San Francisco

Q101 Chicago KFI Los Angeles

WFIL Philadelphia KENR Houston

WGAN Portland, ME KRBE Houston

WCOZ Boston WROR Boston

Q105 Tampa WLS - Chicago

WCLR, Chicago KASE/KVET Austin

WRVQ. Richmond

## -ALL USING Select

THE MUSIC SELECTION SYSTEM.

R ADIO
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S ERVICES

RCS. We're thinking about you.

## HARDWARE/SOFTWARE DIRECTORY

## AMPEX CORP.

401 Broadway Redwood City, CA 94063 (415) 367-2011

## AMPRO/SCULLY

2693 Philmont Avenue Huntingdon Valley, PA 19006 (215) 947-7000

## EXECUTIVES:

Alex Meyer, Pres. Dick Grochosky, VP

## SERVICES:

Manufacture of Scully Reel to Reel tape recorders, Ampro Broadcast audio consoles and cartridge machines.

## AUDITRONICS, INC.

3750 Old Getwell Rd. Memphis, TN 38118 (901) 362-1350

## EXECUTIVES:

Welton H. Jetton, Pres. Steve Sage, Exec. VP James Woodworth, VP Broadcast Products Bill Porter, Mktg. Dir.

## SERVICES:

Manufacturers of Audio Control Consoles for Broadcast and Professional Recording industries. Consoles are available from 6-36 In and 2, 4, 8, 16, and 24 Out, Also manufacturers of line of Distribution Amplifiers.

## **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 Lancaster Avenue at Dorset Devon, PA 19333 (215) 687-5550

## **BROADCAST AUDIO** CORPORATION

11355 Pyrites Way Rancho Cordova, CA 95670 (916) 635-1048

## EXECUTIVES:

Dale A. Tucker, Mktg. Mgr David W. Evans, Pres. John M. Fernandez, Mechanical Eng. Richard A. Majestic, Electronic Eng.

## SERVICES:

Broadcaster Audio Corp. manufacturers five lines of audio consoles, including the rotary fader SYSTEM 5 in mono or stereo; the Slide Fader Stereo SYSTEM 8, SYSTEM 12 and SYSTEM 16, plus the professional's first choice, the SYSTEM 20.

## BROADCAST ELECTRONICS, INC.

4100 N. 24th Street Quincy, IL 62301 (217) 224-9600

## EXECUTIVES:

L. J. Cervon, Pres. C. I. Kring, VP Mktg.

## SERVICES:

Manufacturing: Audio Consoles, single & multideck cartridge record/playback equipment. Audio processor amplifiers. FM exciters & transmitters, Program Automation systems, stereo & SCA Generators, telephone answering systems, turntables, tone arms, phono preamps

## **CAPITOL MAGNETIC PRODUCTS**

1750 North Vine Street Los Angeles, CA 90028 (213) 462-6252

## **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/

## SERVICES:

Prog. Dir.

CaVox Stereo Productions produces Radio Program Formats and a Fuge 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.

## 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 (805) 684-7686

## EXECUTIVES:

Hugh T. Wilcox, Div. Mgr. Jerry R. Clements, Nat'l Sales Mgr. Frank Crane, MAPS Mktg. Mgr.

## **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:

Ron Jones, Pres. Gary Clarkson, VP C. A. DiMaggio, VP Jack Stuart, Mktg

## SERVICES:

AM & FM Audio Processors. Electronic Modulation Controllers for AM-FM transmitters

## 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 stations. The system is self-customizing which means that each station can implement the system. in a different way. Columbine uses IBM's inhouse computers.

## COMPUTER CONCEPTS CORPORATION

8001 West 63rd Street Shawnee Mission, KS 66202 (800) 255-6350

## EXECUTIVES:

Greg L. Dean, Pres. John Clark, Sales Eng. Klover Schafer, Regional Sales Mgr.

## SERVICES:

As an add-on to the Broadcast System or available in a stand alone version, the Music Management System will manage your station's music inventory and create playlists according to your program director's exacting specifications. The Music Management System allows your program director more time to apply his special talents to creative programming projects.

## **COMPUTER MANAGEMENT** SYSTEMS, INC.

6610 N. Shadeland Avenue Indianapolis, IN 46220 (800) 428-9281

## EXECUTIVE:

Myron L. Keeney. VP

## SERVICES:

The Broadcast Management Information System, BMIS, is an automated business system for radio, TV and radio networks, capable of automating sales, traffic, billing. general accounting and music rotation. In the case of radio networks, BMIS is also able to automate affiliate and clearance information

## 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

## HARDWARE/SOFTWARE DIRECTORY

efficient, cost effective broadcast business computer system. The system combines highly reliable Wang hardware (either floppy or fixed disk) with software.

The system offers traffic co-op, accounts receivable, general ledger, accounts payable, payroll, word processing, and a music

## DATA COMMUNICATIONS CORP.

3000 Directors Row Memphis, TN 38131 (901) 345-3544

## **EXECUTIVES:**

F. Scott Pierce, Pres., Broadcast Div. Bill Boyce, VP, Sales

Dick Bruce, VP, Broadcast Services

## SERVICES:

BIAS, a 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

## DE WOLFE MUSIC LIBRARY, INC.

25 W. 45th Street New York, NY 10036 (212) 586-6673

## **EXECUTIVES:**

Fred Jacobs, Pres. Andy Jacobs, VP Larry Kessler, VP

## SERVICES:

Production music and sound effects libraries for every radio commercial, program. Over 600 LP albums of music including ID's. bridges, themes with reasonable royalties. 18 album sound effects library with over 650 cataloged effects.

## DOLBY LABORATORIES INC.

731 Sansome Street San Francisco, CA 94111

## EXECUTIVES:

loan Allen, VP, Mktg.

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

## **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 manufactures NAB Broadcast tape

cartridges, cartridge racks, studio warning lights, wow and flutter meter, alignment and calibration tapes, blank-it bulk tape eraser. H.O.T. tape, delay cartridges and cart labels. Distributes audio-technica professional phonograph cartridges. Supplies audiotechnica professional microphones and accessories.

## **GREGG LABORATORIES**

2120 East Howell Avenue Suite 504-505 Anaheim, CA 92806 (714) 937-1100

## SERVICES:

AM/FM Audio Broadcast Processing Systems, Broadcast Control Console, Telephone Interface Unit.

## GROTON COMPUTER, INC.

19 Fort Hill Road Groton, CT 06340 (203) 445-2325

## EXECUTIVE:

Richard H. Sales, Systems Mgr.

## SERVICES:

High speed communications and business processing. In-house remote equipment available. Complete logging, accounting, and reporting for radio stations. Loading for automation equipment.

## HARRIS CORPORATION, BROADCAST PRODUCTS DIV.

P.O. Box 4290 Quincy, IL 62305-4290

## EXECUTIVES:

G. T. Whicker, VP/GM E. O. Edwards, VP/Mktg. A. V. Juettner, VP/Engineering K. R. Schwenk, Director of

**Domestic Sales** 

## SERVICES:

AM, FM, TV transmitters, satellite products, plus all equipment for radio and TV broadcasting, including audio equipment and antennas

4041 Home Road Bellingham, WA 98225 (206) 733-4567

## JEFFERSON DATA SYSTEMS

**Executive Plaza** 501 Archdale Drive Charlotte, NC 28210 (704) 374-3631

## KAHN COMMUNICATIONS, INC.

839 Stewart Avenue Garden City, NY 11530 (516) 222-2221

## EXECUTIVE:

Leonard R. Kahn, Pres.

## SERVICES:

Lines-plus audio system; non-symmetramod enhancement system, AM stereo, Sound off squeich, symmetra-peak.

## 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.

## MOSELEY ASSOCIATES, INC.

111 Castilian Drive Goleta, CA 93117 (805) 968-9621

## EXECUTIVES:

Chuck Rockhill, Mktg. Mgr. Fred Barbaria, Sales Engineer Bill Tiren, Sales Engineer

## SERVICES:

Manufacture and sell aural studio transmitter links, radio remote control equipment, remote pickup fine units, audio processing equipment, telemetry return link systems, provide systems design and applications assistance to customers.

## **NETWORK PRODUCTION MUSIC** LIBRARY

4429 Morena Blvd San Diego, CA 92117 (714) 272-2011

## EXECUTIVES:

Robert M. Skomer, Pres. Michael D. Anderson, Sales Mgr.

Contemporary production music with :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, National Sales Mgr. Bill Myers, VP/Mktg. Paul Adams, VP/Engineering

## SERVICES:

An 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.

## ORBAN ASSOCIATES

645 Bryant Street San Francisco, CA 94107 (415) 957-1067

## EXECUTIVES:

John Delantoni, Pres. Robert Orban, Chief Engineer Jesse Maxenchs, Mgr., Broadcast Products Sid Goldstein, Mgr., Pro-Audio Products

## SERVICES:

Complete over the air audio processing systems for AM, FM broadcast. Also production studio and on-air equipment including equatizers, de-essers, compressor/timiters, stereo synthesizer and spring reverb.

## RADIO COMPUTING SERVICES, INC.

Two Dean Drive Tenafly, NJ 07670

## HARDWARE/SOFTWARE DIRECTORY

(201) 567-3263

## EXECUTIVES:

Dr. Andrew Economos, Pres. Dimitri Cotomatas, Chmn. James Porges, VP/Software Dev. Dr. Nelson DuBois, VP/System Design

## SERVICES:

Selector-selects music based upon PD criteria; Sampler-survey analysis; Traffic System-interbreaks commercials and music: Full Accounting System-includes general ledger, accounts payable, and barter: News Machine-captures wire services, allows editing of Stories.

## RAH RAH UNLIMITED

P.O. Box 4917 St. Louis, MO 63108 1-(800) 458-3491

## **EXECUTIVES:**

Chris Turner, Corp. Mgr. Rashida Kamilah, Pres.

## SAKI MAGNETICS, INC.

8650 Hayden Place Culver City, CA 90230

## EXECUTIVES:

Eugene Sakasegawa, Pres. Trevor J. Boyer, Dir./Mktg., Sales

## SERVICES:

Manufacture long life ferrite heads for all major high speed duplicators and most professional studio machines such as Ampex, Scully, Revox, etc. We also make a new line of higher quality metal posts for 2" Ampex and RCA VTR's and 1" Sony.

## SHIVELY LABORATORIES Division of Howell Laboratories, Inc.

32 Harrison Road

Bridgton, ME 04009 (207) 647-3327

## EXECUTIVES:

P A Wescott, Pres.

E. H. Shively, Dir. of Broadcast

C. W. Peabody, VP/Mktg-

R. A. Surette, Mgr. of RF Products

## SERVICES:

Manufacturers of FM antenna systems and related broadcast equipment; including transmission line, patch panel, combiners, reflectometers, filter couplers, pressurization equipment, dummy loads, and coaxial swit-

## SHURE BROTHERS, INC.

222 Hartrey Avenue Evanston, IL 60204 (312) 866-2200

## **EXECUTIVES:**

J. Kogen, Pres./GM

R. Ward, Exec. VP

W. Finnigan, VP/Mktg. & Sales

S. N. Shure, Chmn. 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. The BATR systems offer billing, accounting, and traffic capabilities from order entry through general ledger. Also available: Music playlist inventory, and NEWSCOMR, the computerized broadcast newsroom system which assists in writing, editing, assignment desk, wire service, program rundown, archiving, and prompting functions.

## STUDOR REVOX AMERICA, INC.

1425 Elm Hill Pike Nashville, TN 37210 (615) 254-5651

## EXECUTIVES:

Bruno Hochstrasser, Pres. Barry Evans, Revox National Sales Mgr.

## 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 accessor-

## WILKINSON ELECTRONICS. INC.

P.O. Box 738 Trainer, PA 19013 (215) 497-5100

## EXECUTIVES:

Jack Neff, VP/GM Bill Johnson, VP/Engineering Rosemary Jukes, Sales

## SERVICES:

AM/FM Transmitters, Line surge protectors, Silicon rectifiers, dummy loads, audio consoles, STL-studio transmitter link.

## RATINGS REPORT

## FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

Α	- ALBUM ROCK	MM	- MELLOW MUSIC
AC	- ADULT CONTEMPORARY	N	- NEWS
В	- BLACK	N/T	- NEWS/TALK
BB	— BIG BAND	0	- OLDIES
BM	- BEAUTIFUL MUSIC	R	-ROCK
C	- COUNTRY	SP	-SPANISH
CL	- CLASSICAL	REL	- RELIGION
D	- DISCO	Т	-TALK
J	-JAZZ		

Where To Look-The following pages contain Arbitron ratings for most of the surveyed cities in the most recent rating period. Ratings are listed by city although not always in alphabetical order. This facilitates early publication of the directory despite Arbitron's mailing schedule. There is a quick reference index at the back of the book for your convenience.

What To Expect—Some cities are featured markets. They are usually the cities that interest buyers and agencies the most. In some cases, smaller markets may be featured markets if broadcasters there show sufficient interest in reaching the buyer and planner. Featured markets list the top 20 stations by 12+ average quarter hour showing trend and cume information. Also ownership, reach and frequency (based on 48 announcements on a 12-plan for four weeks), highest rate, rep firm and dial position. Additional demographic breakouts by age and daypart are also listed. Special analyses are offered to find out more about the ups and downs of various radio stations. The remaining cities are listed in "short form" for handy reference. These listings include trend and cume information for 15 stations. All estimates are Monday-Sunday, 6am-12mid metro average quarter hour unless otherwise stated. All estimates and calculations are subject to limitations stated in individual Arbitron reports. Contents of these analyses remain a closely-guarded secret until publication.

Revenue & Income Data—Information is courtesy of Maurie Webster's Radio Information Center analysis of FCC financial data. Radio Performance Index compares radio and local TV revenues after adjusting for difference in market size (metro vs ADI households). An index of 110 means radio outperforms TVs by 10%.

Liability—Every attempt is made to use and gather accurate information about ratings, stations and their activities during rating periods and other factors. This guide is meant for reference and the editors suggest that media buyers and planners check the viability of an individual radio station's appeal with other research sources. The Buyers Guide is based on information available in this publication.

Advertising-Numerous radio stations have purchased informational advertising opposite their city's ratings page. All advertisers agree in advance to not attempt to influence the writing of the analyses. Advertisers are prohibited from seeing or hearing the analyses until the publication is distributed via mail.

(See index in back of book for complete list of cities)

## **ATLANTA**

## WZGC, WVEE show maximum growth

FASTEST MOVER-First Media's WZGC-FM rocker jumps 2 full shares for highest increase in several years. Banks third 18-34, second 25-54, second women 18-34. Station conducts on-air contests, but does not go in for extravagant spending on promotion.

BIGGEST DECREASE—Gulf United's WKLS-FM album rocker off two shares. Still ranks fourth among 18-34 adults, first 18-34 men. Manager Dick Meeder uses Burkhart/ Abrams as consultants. Did Pacman video game promotion giving away two electronic games. Gave away Rolling Stones tickets as part of Stone's national tour. Used heavy transit advertising, some TV, billboards, airplane fly-bys. Station was owned by SJR when rating period started.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-WQXI-FM does homegrown album rock

format popular with 18-34s. Also first 25-54 men, 18-34 women. Plough's WVEE is strong second 12+, second 18-34, 18-34 men. Also uses on-air promotion to attract audience. WKLS-FM still delivering prime demographics despite several share loss.

25-54 ADULTS—Susquehanna's WLTA runs adult contemporary station which carries some on-air contesting. Uses heavy TV blitz. WZGC is able to pull in older adults as well as 18-34. Cox's WSB-AM is third overall 12+, fourth 25-

FACTS & FIGURES-Plough country WPLO is seventh 12+, sixth 25-54, ... Capital Cities' country WKHX did remarkably well with 3.5 to 5.3 increase 12+. Ranks sixth 18-34. ... Black-formatted WAOK rebounds (2.2 to 3.0). ... Meredith news WGST up 4.4-5.0.

RANK	STATION	ORMAT	ARBI	Total	METF person: M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE-	OWNER	RANK	WEEK METRO 6 Monday-S 6 AM - 1	CUME Sunday
_		Ĭ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		ă			0				
1	WZGC	R	11.1	10.5	10.4	10.6	12.6	Torbet	92.9	210	19.8	4.66	First Media	1	WZGC	433,000
2	WVEE	В	7.6	11.9	8.0	8.9	10.3	McGavren	103.3	N/A	13.4	5.62	Plough	2	WSB	409.200
3	WSB	AC	11.7	12.1	10.2	10.5	10.2	Christal	750	N/A	18.0	4.13	Cox	3	WQXI-FM	338,600
4	WKLS-FM	Α	8.2	8.8	6.6	10.7	8.7	Jack Masla	96.1	N/A	11.9	5.33	Gulf	4	WVEE	282,800
5	WQXI-FM	Α	10.5	8.2	10.4	8.9	8.6	Blair	94.1	N/A	14.9	4.21	Jefferson Pilot	5	WKLS-FM	<b>2</b> 53,200
6	WLTA	AC	5.0	4.2	6.7	7.4	7.0	Eastman	99.7	N/A	8.5	5.97	Susquehanna	6	WGST	227.100
7	WPLO	С	5.1	4.5	5.1	6.5	5.5	McGavren	590	N/A	8.8	4.57	Plough	7	WPCH	213.400
8	WKHX	С	2.2	3.0	2.7	3.5	5.3	Selcom	101.5	N/A	8.3	4.67	Capital Cities	8	WPL0	194,900
9	WPCH	ВМ	7.3	7.1	6.8	6.1	5.3	Katz	94.9	110	9.4	4.14	Meredith	9	WKHX	183,000
10	WGST	N	5.3	3.8	5.0	4.4	5.0	Katz	920	205	9.4	3.84	Meredith	10	WLTA	177,500
11	WSB-FM	ВМ	5.7	4.1	6.0	4.3	3.8	Christal	98.5	N/A	6.6	4.18	Cox	11	WAOK	<b>155,</b> 600
12	WAOK	В	3.4	3.6	3.7	2.2	3.0	Selcom	1380	N/A	6.2	3.49	Atlanta OK	12	WSB-FM	152,100
13	WQXI	0	2.8	2.2	2.8	2.0	1.8	Blair	790	N/A	4.5	2.99	Jefferson Pilot	13	WQXI	122,200
14	WRNG	T	2.5	3.6	2.7	3.0	1.8	Major Market	680	N/A	3.8	3.44	Ring Radio	14	WRNG	97,800
15	WYZE	AC	1.0	0.6	0.8	0.8	1.2	Oora Clayton	1480	20	1.9	4.71	WYZE	15	WYZE	41,800
16	WGKA	CL	1.1	1.4	1.3	0.6	0.8	Concert Music	1190	40×6	1.2	5.05	WGKA, Inc.	16	WIGO	<b>31</b> ,700
17	WJYI	С	0.6	0.8	0.5	0.4	0.8	N/A	1080	N/A	0.9	6.08	Marietta	17	WKLS	31,000
18	WCHK-FM	В	0.3	0.5	0.3	••	0.6	N/A	105.5	8.50	0.8	5.07	Cherokee	18	WGKA	26,400
19	WIGO	В	0.7	0.5	0.6	0.4	0.4	N/A	1340	N/A	1.1	2.61	WIGO, Inc.	19	WJYI	19,000
20	***************************************		0											20	WCHK-FM	18,000

~		<b>DEMO</b> C	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART B Hour Met	REAKOI ro Mond	<b>JT</b> ay-Friday	Adults	
Z	Ad	lults	N	len	Wo	men	6-1	0AM	10-	ЗРМ	3-	7РМ	7-1	2Mid
r	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	WQXI-FM	WLTA	WKLS-FM	WQXI-FM	WQXI-FM	WLTA	WQXI-A/F	WQXI-A/F	WVEE	WLTA	WQXI-FM	WLTA	WVEE	WKHX
	WVEE	WZGC	WVEE	WLTA	WZGC	WZGC	WZGC	WSB	WZGC	WPCH	WVEE	WZGC	WKLS-FM	WLTA
	WZGC	WQXI-FM	WQXI-FM	WVEE	WVEE	WSB	WVEE	WZGC	WQXI-FM	WZGC	WZGC	WQXI-FM	WQXI-FM	WVEE
1	WKLS-FM	WSB	WZGC	WZGC	WLTA	WPCH	WKLS-A/F	WL1A	WKLS-FM	WVEE	WKLS-FM	WPLO	WZGC	w <b>ZG</b> C
5	WLTA	WVEE	WLTA	WGST	WKLS-FM	WQXI-FM	WLTA	WPLO	WLTA	WPLO	WLTA		WLTA	waxi-FM

Market Rank: 17

Total Persons 12+: 1,706,600

Stations: 22

MSA Diaries: 1,705

Revenue Rank: 11 Revenue: \$42,385,442 Income Rank: 4

Income: \$9,857,490

Local Revenue: \$31,693,102

National/Regional Revenue: \$9,637,064

Network Compensation: \$792,913

Other: \$262,363

Commissions/Discounts: \$6,002,103 Total Expenses: \$26,525,849

Local TV Revenue: \$42,371,374 Radio Performance Index: 149

## BALTIMORE

## WIYY wins 18-34; WCBM squeaks past WBAL for 25-54

FASTEST MOVER—Hearst's adult contemporary WBAL-AM gains 3.1 shares this book propelling it to bigger number one (12.6 shares 12+). Second 25-54 but only by a handful of listeners. Marathon Sweepstakes offered cars, dinners, gift certificates. WBAL is into heavy billboard, transit saturation. Medium TV, newspaper campaign.

BIGGEST DECREASE—Plough's black-formatted WXYV off 1.9 shares. Adult contemporary WFBR also lost 1.7 shares this time probably due somewhat to loss of baseball season.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Burkhart/Abrams "Superstars" album rock WIYY second 12+, first men 18-34, third women 18-34. "Tattoo You" contest ties in to Rolling Stones tour with New

York, Los Angeles ticket giveaways with transportation and airfare. WXYV is off, but still second 18-34. Scripps-Howard WBSB rocker programmed by Jan Jeffries gains almost one full share for third straight rating book increase. Metromedia's WCBM is off slightly but still delivers fourth highest total of 18-34s.

25-54 ADULTS—WCBM inches by WBAL using on-air contests, TV promotion. First 25-54 in morning drive. WBAL comes in second. Nationwide's WPOC country station ranks fourth 12+ consistently pulling six shares (6.1 this time). Cox's WLIF is one of the most successful Schulkeprogrammed beautiful music stations ranking as high as third 12+, fourth in prime adults 25-54.

FACTS & FIGURES—Four of top five stations showed increases in audience. Each one of the top five have a different format from country to rock.

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEK METRO Monday-S	CUME
-		Ľ.	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		۵	Ī	Œ	O		-	6 AM - 1	2 Mid
1	WBAL	AC	11.0	11.2	9.5	••	12.6	Blair	1090	190x6	18.4	5.48	Hearst	1	WBAL	417,500
2	WIYY	Α	9.9	8.7	8.3	**	9.7	Blair	97.9	150	14.2	5.48	Hearst	2	WIYY	326,200
3	WLIF	BM	8.9	6.7	7.8	**	8.5	Christal	101.9	105	13.1	5.16	Cox	3	WLIF	301,300
4	WPOC	С	6.0	7.7	6.3	*4	6.1	Eastman	93.1	135x6	9.6	5.04	Nationwide	4	WCBM	296,600
5	WBSB	R	3.9	4.7	4.9	**	5.8	Torbet	104.3	N/A	11.4	4.06	Scripp-Howard	5	WBSB	281,500
6	WXYV	В	6.2	6.2	7.7	**	5.8	McGavren	102.7	N/A	10.2	4.59	Plough	6	WFBR	261,600
7	WCBM	AC	5.9	5.5	6.6	9.0	5.3	Katz	680	150	11.3	3.72	Metromedia	7	WXYV	241,900
8	WFBR	AC	4.0	3.8	5.6	**	3.9	Major Market	1300	104	9.4	3.28	Baltimore Radio	8	WCAO	224,200
9	WMAR	ВМ	4.6	5.3	4.8	**	3.9	Katz	106.5	70×6	6.7	4.63	Abell	9	WPOC	224,100
10	WITH	BB	1.2	0.9	2.4	**	3.4	Lotus	1230	49	5.9	4.64	BENI	10	WMAR	160,200
11	WWIN	В	3.9	3.6	3.8	a #	3.2	Bernard Howard	1400	45×6	6.2	4.18	Waverly	11	WWIN	151,500
12	WCA0	AC	4.2	4.0	3.4	**	3.1	McGavren	600	155	7.8	3.14	Plough	12	WITH	139,800
13	WWDC-FM	Α	0.5	1.4	1.3	• •	2.0	Christal	101.1	N/A	4.1	3 86	Capital	13	WWDC-FM	105,300
14	WYST	AC	2.0	1.9	1.7	••	1.9	Jack Masla	92.3	N/A	4.0	3.76	UBC	14	WYST	104,200
15	WSID	В	2.4	1.6	0.6	**	1.7	Jack Masia	1010	N/A	2.7	5.03	UBC	15	WTOP	82,200
16	WRBS	REL	0.8	1.1	1.1	**	1.5	None	95.1	11	2.3	5.40	Peter & John	16	WRQX	73,400
17	WTOP	N/T	1.1	1.2	0.9	••	1.5	CBS	1500	1350x12	3.2	3.70	Outlet	17	WEBB	66,300
18	WEBB	В	0.4	0.7	0.7	**	1.3	None	1360	40×6	2.6	3.92	Brunson	18	WBKZ	64.400
19	WMAL	AC	0.6	0.9	••	••	1.2	McGavren	630	N/A	1.6	5.88	ABC	19	WKTK	64.200
20	WRQX	Α	1.1	1.5	1.1	••	1.2	Blair	107.3	N/A	2.8	3.51	ABC	20	WPGC-A/F	63,300

ANK		<b>DEMO</b> (e Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average		PART B Hour Met			Adults	
œ	Ac	luits	N	len	Wo	omen	6-1	IOAM	10	-3PM	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WIYY	WCBM	WIYY	WBAL	WBSB	WCBM	WIYY	WCBM	WIYY	WLIF	WIYY	WLIF	WIYY	WBAL
2	WXYV	WBAL	WXYV	WPOC	WXYV	WLIF	WCBM	WBAL	WXYV	WPOC	WXYV	WBAL	WXYV	WLIF
3	WBSB	WPOC	WBSB	WIYY	WIYY	WBAL	WFBR	WFBR	WBSB	WIYY	WBSB	WXYV	WBSB	WXYV
4	WCBM	WLIF	WCBM	WCBM	WCBM	WPOC	WXYV	WPOC	WCBM	WCBM	WCBM	WPOC	WCAO	WPOC
5	WPOC	WXYV	WWDC-FM	WXYV	WPOC	WXYV	WBSB	WLIF	WLIF	WBAL	WCAO	WCBM	WWDC-FM	WIYY

Market Rank: 14

Total Persons 12+: 1,835,200 Stations: 22

MSA Diaries: 1.786

Revenue Rank: 19 Revenue: \$30,981,587 Income Rank: 9

Income: \$4,438,418

Local Revenue: \$22,748,862

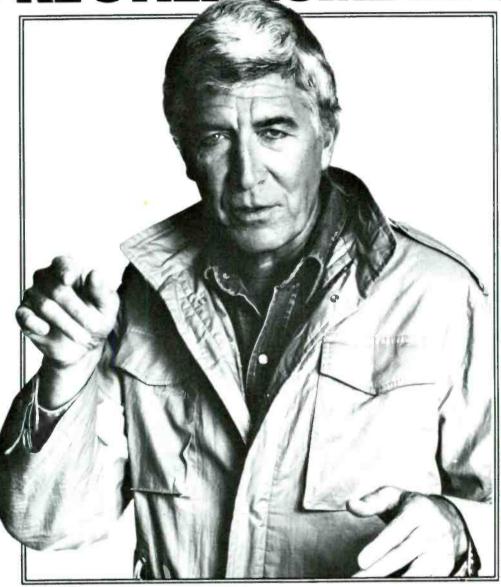
National/Regional Revenue: \$7,539,232 Network Compensation: \$588,537

Other: \$104,956

Commissions/Discounts: \$4,153,239 Total Expenses: \$22,389,930

Local TV Revenue: \$28,879,934 Radio Performance Index: 97

RELAX. WE'RE STILL NUMBER ONE.



he latest ratings are out. And in the face of some pretty stiff competition we retained, for the tenth year running, our position as the number one\* Adult FM station in Baltimore.

In fact, while our competition's share of the market was going down to a 4.3, we increased

ours from an 8.5 right up to a  $9.3^{**}$ . To us, that shows a beautiful vote of confidence. And one that we're not about to let slide.

These days, when every buy you make has to pay off—isn't it nice to know there's a station that lets you take it easy?

\*Source: Arbitron, Adults 18+ Mon-Sun 6 AM-12 Midnight \*\*Source: Arbitron, Fall '81 Adults 18+ Mon-Sun 6 AM-12 Midnight

## **WLIF FM102**

Nationally represented by the Christal Company, Inc. A Cox Broadcasting Corporation station The Place To Relax.

## BOSTON

## WBCN beats WCOZ 18-34 in Album Rock battle

FASTEST MOVER-Westinghouse's WBZ-AM, Boston up 1.4 shares. Bill Hartman's adult contemporary station rebounds to near levels of winter, 1981. Third 12+. Second adult 25-54. Second in women 25-54. Featured "60th Anniversary" contest with boat cruise prizes. Heavy TV campaign features morning man and helicopter traffic.

BIGGEST DECREASE—Blair's WCOZ-FM album rocker down 3.3 shares from summer book. But numbers are deceiving. Sebastian-Casey consulted station is still strong enough to be first 12+, second adults 18-34, men 18-34. Used "Rocktober" music festival as opportunity to giveaway vans, albums, dinners. Some TV advertising.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Infinity's WBCN is first. WCOZ is close second. Both are album rockers. Heftel's WXKS-FM is third.

Tony Berardini's WBCN is locally programmed. Promotions included bumper stickers. Heavy newspaper, billboard, promotional events such as buttons, coupons, marquees, retail in-store displays. Medium TV. WCOZ based activities on "Rocktober" theme giving away albums, dinners and vans. Richard Balsbaugh's WXKS-FM also heavy into promotion with cash and gold giveaways. Some small prizes and albums. Medium TV. Some newspaper and magazine advertising.

25-54 ADULTS—Adult contemporary WHDH takes clear lead over second place WBZ. RKO'S WROR, CBS' WEEI-FM virtually tied for third place. GM Dave Croninger refuses to buy Arbitron book which shows station on top. Continues "Cash Call" contest. Gives away Disney World trips. WBZ-AM rebounds from recent losses. WROR employed "Easy Money Call". WEEI-FM turns in best book in over one vear.

RANK	STATION	FORMAT	ARBI	Total	METF person: M - 12 F		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	ANK	WEEN METRO Monday-S	<b>CUME</b> Sunday
		_	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		5	Ī	-	O		Œ	6 AM - 1	2 Mid
1	WCOZ	Α	9.1	11.0	11.1	12.6	9.3	Blair	94.5	300	16.8	4.73	Blair	1	WBZ	707.000
2	WHDH	AC	9.8	10.3	8.5	9.7	8.7	Blair	850	450	17.7	4.24	Blair	2	WHDH	678.200
3	WBZ	AC	7.9	8.4	6.7	6.8	8.2	RAR	1030	500	17.9	3.92	Westinghouse	3	WCOZ	620,000
4	WEEI	N	7.1	6.5	7.0	6.0	6.6	CBS	590	325	14.2	3.96	CBS	4	WEEI	<b>559</b> .900
5	WXKS-FM	AC	4.4	5.0	7.1	5.0	6.1	Major Market	107.9	160	10.2	5.14	Heftel	5	WROR	393.400
6	WBCN	A	4.2	4.8	3.9	4.6	5.9	Torbet	104.1	300x6	9.7	5.25	Infinity	6	WEEI-FM	374,500
7	WJIB	BM	7.4	5.3	6.3	4.9	5.3	Christal	96.9	170	9.7	4.66	G.E.	7	WXKS-FM	370,100
8	WROR	AC	4.4	4.5	5.8	5.4	5.0	RK0	98.5	N/A	10.2	4.15	RKO	8	WVBF	368.400
9	WVBF	AC	4.1	3.5	3.7	3.9	4.1	McGavren	105.7	185	9.2	3.82	Fairbanks	9	WJIB	359,400
10	WEEI-FM	MM	4.7	3.7	3.7	3.5	4.0	CBS/FM	103.3	145x 12	9.2	3.75	CBS	10	WBCN	349.600
11	WXKS	88	3.4	3.0	3.7	4.0	3.2	Major Market	1430	70	4.2	6.46	Heftel	11	WRKO	332.700
12	WRKO	T	2.7	2.4	3.2	2.5	2.8	RKO	680	N/A	7.5	3.15	BKO	12	WITS	205,500
13	WHUE	ВМ	2.2	2.2	2.2	2.5	2.7	Eastman	100.7	N/A	5.2	4.36	GCC	13	WHUE	198,300
14	WSSH	BM	2.4	2.0	1.7	3.0	2.6	Hillier	99.5	N/A	4.3	5.09	WLLH. Inc.	14	WAAF	192,300
15	WITS	N/T	2.4	3.1	2.6	2.0	2.2	Katz	1510	90	5.1	3.78	Mariner	15	WSSH	157,700
16	WDLW	C	0.4	1.0	1.3	0.6	1.7	Savalli&Schutz	1330	35	2.7	5.46	WHET, Inc.	16	WXKS	143,400
17	WAAF	A	1.4	1.4	1.4	1.5	1.6	Katz	107.3	120	4.3	3.15	Park City	17	WCRB	138,800
18	WCRB	CL	1.3	1.8	1.4	1.0	1.4	John Donofrio	102.5	55	3.3	3.61	Charles River	18	WROL	<b>113</b> .300
19	WILD	В	1.1	1.7	1.5	1.2	1.2	N/A	1090	45	1.7	5.98	Nash Comm.	19	WBOS	113,200
20	WBOS	A	0.8	1.1	1.0	1.1	1.1	Bernard Howard	92.9	60x6	27	3.50	Champion	20	WCGY	104,400

¥		<b>DEMO</b> (e Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average	DAYF e Quarter		REAKO ro Mond	UT ay-Friday	/ Adults	
A'A	Ac	lults	N	1en	Wo	men	6-1	0AM	10-	зРМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WBCN	WHDH	WBCN	WHDH	WXKS-FM	WHDH	WBCN	WHDH	WBCN	WHDH	WBCN	WHDH	WCOZ	WBZ
2	WCOZ	WBZ	WCOZ	WBCN	WROR	WBZ	WXKS-FM	WBZ	WCOZ	WROR	WCOZ	WBZ	WXKS-FM	WROR
3	WXKS-FM	WROR	WXKS-FM	WEEI	WVBF	WROR	wcoz	WEEL	WXKS-FM	WJIB	WXKS-FM	WEEI-FM	WBCN	WEEI-FM
4	WROR	WEEI-FM	WROR	WBZ	WCOZ	WEEI-FM	WHOH	WBCN	WROR	WEEI-FM	WROR	WROR	WROR	WHDH
5	WEEI-FM	WEEI	WEEI-FM	WEEI-FM	WBCN	WVBF	WBZ	WROR	WVBF	WBCN	WVBF	WBCN	WEEI-FM	WXKS-FM

Market Rank: 7 Total Persons 12+: 2,880,600

Stations: 31 MSA Diaries: 2,303 Revenue Rank: 8 Revenue: \$61.829.125 Income Rank: 363 Income: \$-678.310

Local Revenue: \$40,998,042 National/Regional Revenue: \$18,893,536 Network Compensation: \$1,346,646

Other: \$590,901

Commissions/Discounts: \$9,791,582 Total Expenses: \$51,359,233 Local TV Revenue: \$53,551,188 Radio Performance Index: 148

## 1979, DETROIT. . .

Greater Media's WMJC-FM shifts to the "Magic" adult contemporary format and moves to No. 1 Women 18-49.

## 1980, PHILADELPHIA. . .

Greater Media's WMGK-FM ranks No. 1
Adults 18-49 after altering format to "Magic" adult contemporary.

## 1981, LOS ANGELES. . .

Greater Media's newly-acquired KHTZ-FM adopts the "Magic" adult contemporary format and quickly moves to No. 1 Women 18-49.

1982, BOSTON...

## wmjxfm106

The magic is the music.®



**Greater Media Radio for Boston** 

SOURCE: Arbitron, Avg. ¼-hr. persons; Mon-Sun, 6 am-mid.; DETROIT MSA, Apr/May,Jul/Aug, Oct/Nov 1979; PHILADELPHIA MSA, Jan/Feb, Apr/May, Jul/Aug, Fall 1980; LOS ANGELES MSA, Winter, Spring, Summer, Fall 1981.

(Multiple book averages.)

## BUFFALO

## WECK's nostalgia format takes town by storm

FASTEST MOVER—WECK's AI Ham programmed "Music of Your Life" nostalgia format skyrockets into contention with 3.5 share increase taking it from 1.6 to 5.1 overall. Ranks sixth in 25-54 adults, tied for fifth in 25-54 men.

BIGGEST DECREASE—WJYE's Schulke-programmed beautiful music station down 3.9 shares, but still very solid with double figures 12+ overall (11.6). Tied for number one 25-54, first in men 25-54, second women 25-54. This is a case where looks are deceiving. WJYE may have taken the biggest decrease in the market this book, but what the station was left with was number one in prime demographics.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-Burkhart/Abrams helped WGRQ become first 18-34, first men 18-34, WBEN-FM airs TMs Stereo Rock which is almost number one 18-34. Larry Levite's rocker reports no on-air promotion. WKBW still survives the FM blitz. Ranks third 18-34. Drops to fifth overall. Station's 12+ audience has been eroding over past few books.

25-54 ADULTS-WBEN-AM, WJYE tie for lead. Larry Levite's AM is also first 12+, second 25-54. Conducted "Radio Discount Card" on-air for multiple prizes and discounts. Taft's adult contemporary WGR ranks sixth overall and third 25-54. GM Bill Irwin's station carried Sabres NHL hockey. Gives away cash and merchandise through Great Numbers promotion. WKBW is fourth. WBEN-FM ranks fifth showing strength in both 18-34 and prime 25-54 demographics.

FACTS & FIGURES-WACJ switched from oldies to beautiful music (1.7 to 2.2). ... WZIR's free form progressive rock format is now more structured album rock. Ratings show 0.5 to 2.2.

RANK	STATION	ORMAT	ARBI	Total	METF person: M - 12 f		END\$	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER		WEEK METRO Monday-S	CUME
_		F	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		9	₹"	Œ	_ 9			6 AM - 1	
_1	WBEN	AC	14.3	12.2	14.3	13.4	13.1	Eastman	930	N/A	24.9	4.02	Algonquin	1	WBEN	<b>3</b> 48,300
2	WJYE	BM	15.6	13.3	14.0	15.5	11.6	Torbet	96.1	127.0	17.5	5.07	McCormick	2	WKBW	265.800
3	WGRQ	Α	3.6	6.7	6.0	7.6	9.7	Katz	96.9	N/A	15.1	4.92	Taft	3	WGR	247,200
4	WBEN-FM	R	7.7	9.1	7.8	7.1	8.8	Eastman	102.5	N/A	17.0	3.95	Algonquin	4	WBEN-FM	238.200
5	WKBW	R	10.9	9.2	10.1	9.7	8.4	Blair	1520	N/A	18.0	3.56	Capital Cities	5	WJYE	226,500
6	WGR	AC	11.0	9.0	9.5	7.0	7.6	Katz	550	N/A	16.5	3.51	Taft	6	WGRQ	195.300
7	WECK	BB	0.6	0.9	••	1.6	5.1	Jack Masla	1230	25x6	8.4	4.64	Quid Me	7	WPHD	128,400
8	WBLK	В	5.6	5.4	5.9	6.2	5.0	PRO PRO	93.7	38×6	7.1	5.35	WBLK	8	WECK	110,100
9	WPHD	Α	4.0	5.0	4.1	6.4	4.3	Major Market	103.3	N/A	8.8	3.74	Howard	9	WBLK	90,900
10	WWOL	С	3.0	2.5	2.8	3.5	3.3	RKO	1120	26	3.9	6.42	Assoc. Comm.	10	WZIR	58,500
11	WYRK	С	3.6	5.0	3.5	2.6	2.8	Savalli&Schutz	106.5	N/A	4.4	4.95	Stoner	11	WYRK	56,500
12	WACJ	0	1.3	1.8	1.8	1.7	2.2	RKO	104.1	N/A	4.1	4.03	Assoc. Comm.	12	WACJ	56,400
13	WZIR	Α	0.5	0.5	1.3	0.5	2.2	Christal	98.5	40x 12	4.2	4.05	Butler	13	WBUF	54,500
14	WBUF	В	2.3	1.4	1.6	2.2	1.5	McGavren	92.9	35	3.5	3.33	Liggett	14	WYSL	47,300
15	WUF0	В	1.6	19	1.2	1.0	1.4	Selcom	1080	18	3.0	3.45	Sheridan	15	WWOL	46.600
16	WDCX	REL	0.8	0.0	10	1.1	1.1	N/A	99.5	18	1.6	5.20	Crawford	16	WUFO	45,600
17	WYSL	AC	1.6	22	2.6	1.4	1.1	Jack Masla	1400	N/A	29	2.95	Howard	17	WXRL	30,200
18	WLVL	AC	0.6	••	0.7	**	0.9	N/A	1340	22	1.8	3.57	Culver	18	WLVL	27,200
19	WJJL	R	0.9	0.4	1.1	0.6	0.7	None	1440	10.50	1.2	4.29	Niagara	19	WDCX	20,800
20	WXRL	С	1.3	1.2	0.9	0.5	0.6	Pates/Walton	1300	21	1.7	2.70	Dome	20	WJJL	16.200

¥		<b>DEMO</b> C Quarter I				M-12 Mid		Average	DAYF e Quarter		REAKO	U <b>T</b> ay-Friday	Adults	
ğ	Ac	lults	N	len	Wo	men	6-1	0AM	10-	3РМ	3-	7РМ	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	WGRQ	WBEN	WGRQ	WJYE	WBEN-FM	WBEN	WKBW	WBEN	WBEN-FM	WJYE	WGRQ	WJYE	WGRO	WBEN
	WBEN-FM	WJYE	WBEN-FM	WBEN	WKBW	WJYE	WPHD	WKBW	WGRO	WBEN-FM	WBEN-FM	WBEN	WBEN-FM	WGR
	WKBW	WGR	WPHD	WGR	WBLK	WKBW	WGRQ	WGR	WPHD	WGR	WBLK	WGR	WBLK	WJYE
ı	WPHD	WKBW	WZIR	WBEN-FM	WGRQ	WGR	WBEN-FM	WJYE	WGR	WBEN	WPHD	WBEN-FM	WPHD	WBLK
	WBLK	WBEN-FM	WGR			WBEN-FM	WBEN	WPHD	WKBW	WKBW	WKBW	WKBW	WGR	WGRO

Market Rank: 31

Total Persons 12+: 1,021,200

Stations: 20

MSA Diaries: 1.353

Revenue Rank: 33 Revenue: \$18,435,619

Income Rank: 17 Income: \$2.002.474 Local Revenue: \$13,299,042 National/Regional Revenue: \$4,711,702

Network Compensation: \$346,994

Other: \$77,881

Commissions/Discounts: \$2,307,747 Total Expenses: \$14 125 398

Local TV Revenue: \$16,553,915 Radio Performance Index: 92



### BUY BUFFALO.

wben radio 930 is a rare radio station... consistently delivering one of the largest major market audience shares in the country. Our adult-cortemporary, full service information and entertainment stand alone in Western New York as prime audience magnets.

wben-fm, rock 102, is one of the most powerful radio stations in New York State, with our signal reaching Erie, Rochester, and Toronto. Designed specifically for the Western New York contemporary music listener, ROCK 102 continues to deliver its promise of music, as other stations change formats repeatedly. And the audience migration continues... to ROCK 102.

#### **NUMBER ONE COMBO\***

	NAME OF TAXABLE PARTY.
TSA	METRO
18+	18+
18-34	18-49
18-49	25-49
25-49	25-54
25-54	4 35-64
35-64	4

\*Fall 1981 Arbitron TSA & Metro rankings. ACH estimates 6 AM-midnight. Monday-Sunday. Estimates subject to limitations of said report.

#### **HUGE 21.9 SHARE OF AUDIENCE**

TSA CUME #1 WBEN-AM #2 WBEN-FM

Represented nationally by



WBENRADIO

#### CHICAGO

#### Gannett's WGCI equals recent gains

FASTEST MOVER-General Manager Marv Dyson's Gannett-owned black-formatted station retains its recent six share from summer book (6.3 to 6.9 now). First in 18-34 adults, third 25-54. Also first in women 18-34, second women 25-54. Carried pro basketball.

BIGGEST DECREASE—ABC-owned rocker WLS-FM down 0.9 shares to rank tenth overall 127. Station simulcasts with WLS-AM in some time periods. WLS-AM off slightly, but second in adults 18-34, 25-54. WLS-AM did "Fantastic Plastics" contest offering store discounts, vacations.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-Gannett's WGCI is first. ABC's WLS second. Heftel's WLUP album rocker is third with competitor WMET fourth. WGCI owns prime demographics. Battle between album rockers WMET, WLUP gets interesting. Sebastian-Casey consulted WLUP up 3.5 to 4.2 12+. WMET is off 0.6 shares. Both stations conduct on-air contests. WMET did "Rocktober" festival, world tour, usual ticket giveaways.

25-54 ADULTS—WGN still the leader. WLS solid second. WGCI third. Beautiful music WLOO is fourth. WGN is talk station which pulls in some sort of nine share in every book. Carries baseball in summer, football in fall, WGCI pulling not only youth, but older adult demographics. Century's beautiful music WLOO ranks third 12+, but delivers fourth place among 25-54 demographic target.

FACTS & FIGURES—CBS-owned WBBM-AM fourth 12+, fifth 25-54. WBBM-FM didn't make top 15 which is why consultant Mike Joseph is getting ready to engineer format switch in this market.

RANK	STATION	ORMAT	ARBI	Total	persons M - 12 M	12+	ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEN METRO Monday-S	<b>CUME</b> Sunday
		ŭ.	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		۵	Ī		ō			6 AM - 1	12 Mid
_1	WGN	T	9.7	10.5	9.6	9.4	9.6	Christal	720	N/A	16.7	4.44	Continental	1	WGN	1,376,300
2	WGCI	В	6.0	4.9	4.1	6.3	6.9	Selcom	107.5	N/A	9.9	5.41	Gannett	2	WBBM	1,144,500
3	WL00	BM	6.9	6.9	6.7	6.1	6.5	Katz	100.3	350	9.0	5.61	Century	3	WLS	1,044,100
4	WBBM	N	5.8	6.1	7.2	6.1	6.0	CBS	780	N/A	12.6	3.68	CBS	4	WLS-FM	798,800
5	WIND	T	4.6	3.2	3.8	4.8	4.7	RAR	560	N/A	7.5	4.93	Westinghouse	5	WGCI	782,200
6	WLS	R	5.7	5.3	5.0	5.0	4.7	Blair	890	380x6	19.2	3.32	ABC	6	WMAQ	776,300
7	WLUP	Α	3.8	3.4	3.1	3.5	4.2	Major Market	97.9	235	8.4	3.82	Heftel	7	WLUP	744,000
8	WMAQ	С	4.9	5.1	5.1	4.8	4.2	Eastman	670	N/A	8.7	3.71	NBC	8	WL00	701,800
9	WLAK	ВМ	4.6	4.4	3.3	4.0	3.7	McGavren	93.9	200	6.5	4.43	Storer	9	WCLR	694,700
10	WLS-FM	R	1.2	3.5	4.3	4.4	3.5	Blair	94.7	105x6			ABC	10	WMET	679,700
11	WCLR	AC	3.3	3.2	3.3	2.9	3.4	Torbet	101.9	165	7.4	3.55	Bonneville	11	WBBM-FM	602,400
12	WMET	Α	3.5	4.0	3.5	4.0	3.4	Katz	95.5	225	7.4	3.57	Metromedia	12	WIND	600,100
13	WKQX	R	3.2	3.0	3.7	3.8	3.3	Eastman	101.1	150	6.6	3.94	NBC	13	WFYR	589,400
14	WFYR	AC	3.1	3.3	2.8	2.6	3.1	RKO	103.5	N/A	6.5	3.72	RKO	14	WKQX	578,200
15	WJEZ	С	3.3	2.5	3.1	3.1	3.0	Major Market	104.3	136	5.7	4.10	Plough	15	WLAK	542,100
16	WBBM-FM	AC	2.5	2.6	2.4	2.2	2.7	CBS	96.3	120	6.4	3.33	CBS	16	WJEZ	485,100
17	WAIT	MM	1.3	1.9	3.0	2.1	2.5	Katz	820	100	3.6	5.46	Century	17	WBMX	479,300
18	WJPC	В	2.3	2.6	3.1	2.7	2.5	None	950	100	4.9	3.90	Atlass	18	WJPC	425,000
19	WFMT	CL	1.8	1.9	1.9	1.4	2.2	Concert Music	98.7	260x132	3.8	4.47	WFMT, Inc.	19	WCFL	349,500
20	WBMX	В	2.9	3.1	2.6	2.7	2 1	Masla	102.7	200	5.0	3.26	Sonderling	20	WVON	<b>346</b> ,500

¥		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average	DAYI Quarter		REAKO ro Mond	<b>UT</b> lay-Friday	Adults	v i drau
HA A	Ac	dults	Į. N	<i>l</i> len	Wo	omen	6-1	IOAM	10-	-ЗРМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WGCI	WGN	WLS	WGN	WGCI	WGN	WLS	WGN	WGCI	WL00	WLS	WLS	WGCI	WGCI
2	WLS	WLS	WLUP	WLS	WLS	WGCI	WGCI	WLS	WLS	WLS	WGCI	WGN	WLUP	WBBM
3	WLUP	WGCI	WGCI	WBBM	WKQX	WLS	WGN	WBBM	WMET	WGN	WLUP	WL00	WLS	WLS
4	WMET	WL00	WMET	WL00	WCLR	WL00	WLUP	WGCI	WKQX	WLAK	WMET	WGCI	WMET	WCLR
5	WFYR	WBBM	WEYR	WGCI	WFYR	WCLR	WMET	WL00	WLUP	WGCI	WEYR	WCLR	WXRT	WL00

Market Rank: 3

Total Persons 12+: 6,344,900

Stations: 31

MSA Diaries: 3,138

Revenue Rank: 3

Income Rank: 13 Income: \$2,547,849 Local Revenue: \$85,689,655

Revenue: \$121,503,590 National/Regional Revenue: \$33,060,209

Network Compensation: \$1,385,625 Other: \$1,368,101

Commissions/Discounts: \$17,127,850

Total Expenses: \$101.827.891 Local TV Revenue: \$84,340,371 Radio Performance Index: 89



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#### CLEVELAND

#### WMMS, WZZP lead 18-34, 25-54

FASTEST MOVER—Al Ham's "Music of Your Life" nostalgia/big band format on WBBG is responsible for 2.4 share point increase this book.

BIGGEST DECREASE—Gannett's WDOK off 2.3 shares. but Churchill programmed station pulls in enough prime 25-54 demographics to finish second 12+. Station featured Roger Whittaker contests, WDOK coffee mug contest. Medium exposure transit ad campaign, light TV

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Malrite's WMMS easily wins this category with double the numbers its nearest competitor has. Station uses the standard album rock album giveaways. Station very image conscious, community-minded. Adult contemporary WZZP ranks second. Uses Cash Call for various cash prizes. Backs up on-air effort with medium exposure, TV, transit and bus shelter advertising. WDMT's Burkhart/ Abrams-consulted station is fourth.

25-54 ADULTS-WZZP wins this (also fifth overall). Station pulls in some excellent demographics in both 18-34, 25-54. Malrite's country WHK is solid second (third overall 12+). Carries Cleveland Browns pro football. Giveaway albums, football tickets, cash on-air. Conducted heavy direct mail campaign and some TV, newspaper and transit advertising. WDOK's beautiful music station is third. Nationwide's adult contemporary WGAR fourth with on-air contests, TV and billboards to bolster their efforts.

FACTS & FIGURES—Bonneville's beautiful music WQAL ranks fifth 25-54, fourth overall. . . . News/talk WERE steady for sixth place, but demographics are on the older side.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEE METRO Monday-	<b>CUME</b> Sunday
		ŭ.	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		2	Ī	Œ	a			6 AM - 1	12 Mid
1	WMMS	Α	8.5	10.5	10.5	8.3	9.0	Katz	100.7	N/A	13.2	5.12	Malrite	1	WHK	267,700
2	WDOK	BM	9.1	10.1	8.4	10.4	8.1	Eastman	102.1	N/A	12.5	4.90	Gannett	2	WGCL	262,200
3	WHK	C	8.5	5.3	7.6	6.2	6.7	Katz	1420	N/A	12.5	4.05	Malrite	3	WMMS	260,900
4	WQAL	BM	9.4	9.1	8.0	7.3	6.6	McGavren	104.1	175	11 3	4.41	Gulf	4	WDOK	248,900
5	WZZP	AC	5.2	6.9	6.2	5.6	6.1	Christal	106.5	102	11.3	4.07	Booth	5	WZZP	238,900
6	WERE	N/T	6.7	5.8	6.1	5.4	5.8	Major Market	1300	122	10.8	4.04	Oliva-Neuhoff	6	WERE	231,300
7	WGCL	R	6.6	7.3	6.3	6.2	5.6	Major Market	98.5	122	11.6	3.64	Oliva-Neuhoff	7	WQAL	230,600
8	WDMT	В	5.3	5.8	2.8	5.3	4.9	Bernard Howard	107.9	70x6	7.8	4.81	Beasley	8	WGAR	208,900
9	WGAR	AC	4.8	4.5	5.1	5.1	4.7	Blair	1220	110	9.5	3.69	Nationwide	9	WLYT	170,500
10	WJW	AC	5.1	3.4	3.6	5.1	4.4	Christal	850	70x6	6.9	4.81	Lake Erie	10	WWWM	166,200
11	WWWM	R	3.0	3.0	3.1	3.4	4.0	Torbet	105.7	105x6	7.7	3.93	M 105	11	WWWE	155,000
12	WLYT	R	2.4	3.2	3.6	4.2	3.9	Jack Masla	92.3	N/A	7.8	3.77	United	12	WDMT	154,900
13	WKSW	С	3.8	3.8	3.4	3.7	3.7	Blair	99.5	60x6	6.1	4.53	Nationwide	13	WJW	136.900
14	WBBG	88	1.8	0.7	0.4	1.0	3.4	Torbet	1260	N/A	6.0	4.22	Embrescia	14	WBBG	124,400
15	WWWE	0	3.2	3.8	5.7	4.2	3.2	Eastman	1100	N/A	6.9	3.54	Gannett	15	WKSW	123.900
16	WCLV	CL	2.0	2.0	2.2	2.1	3.0	Concert Music	95.5	50x6	4.7	4.78	Radio Seaway	16	WJMO	103,200
17	WJM0	В	2.7	3.2	2.4	3.0	2.7	Jack Masia	1490	N/A	4.9	4.15	United	17	WZAK	95,300
18	WZAK	В	1.0	0.9	2.9	2.3	2.2	Selcom	93.1	45	4.3	3.76	Trans-World	18	WCLV	94.000
19	WPVL	AC	0.4		**	0.8	1.4	None	1460	19x6	1.3	8.20	WPVL Assoc.	19	WKDD	38.500
20	WABQ	В	1.5	1.3	1.5	1.8	1.2	Lotus	1540	34x6	1.8	5.03	WABQ .	20	WDBN	38,300

¥		<b>DEMO</b> (e Quarter	GRAPHI Hour Mo	C BRE		M-12Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> lay-Friday	Adults	
RAP	Ac	dults	N	/len	Wo	omen	6-1	MAOI	10	-3PM	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
I	WMMS	WZZP	WMMS	WHK	WMMS	WZZP	WMMS	WGAR	WMMS	WZZP	WMMS	WZZP	WMMS	WWWE
2	WZZP	WHK	WWWM	WGAR	WZZP	WDOK	WZZP	WHK	WZZP	WHK	WZZP	WDOK	WWWM	WZZP
3	WWWM	WD0K	WDMT	WZZP	WDMT	WHK	WGAR	WDOK	WWWM	WDOK	WWWM	WHK	WZZP	WQAL
4	WDMT	WGAR	WZZP	WKSW	WWWM	WGAR	WDMT	WZZP	WDMT	WKSW	WDMT	WGAR	WDMT	WMMS
5	WGCL	WQAL	WGCL	WMMS	WGCL	WQAL	WWWM	WERE	WGCL	WOAL	WGAR	WMMS	WWWE	WDOK

Market Rank: 19

Total Persons 12+: 1,558,000

Stations: 22

MSA Diaries: 1,554

Revenue Bank: 17 Revenue: \$35,492,750

Income Bank: 16 Income: \$2,149,930 Local Revenue: \$25,754,105

National/Regional Revenue: \$8,599,785

Network Compensation: \$695,722

Other: \$443,138

Commissions/Discounts: \$5,026,180 Total Expenses: \$28,316,640

Local TV Revenue: \$35.872.546 Radio Performance Index: 150

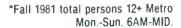




Cleveland's TOP AM station



Represented by Katz Radio



#### COLUMBIA, SC

#### WNOK-FM, WCOS continue to dominate

FASTEST MOVER—Black-formatted WOIC up 4.6 shares this book for fourth ranking 12+, fourth in both 18-34, 25-54 demographics. Jesse Bowers station carries some college football. Contests during rating period. Light TV campaign.

**BIGGEST DECREASE**—Country WCOS-FM off 3.5 shares 12+, first in prime 25-54 demos. Used Superstar Sweepstakes for various cash prizes and Payroll Game for payoff of \$9.80 per hour to winners. Billboards backing up the Center of Everything TV spot ran during the rating period.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-WNOK-FM is first. Uses Century 21 consultants. Conducts many on-air contests giving away money to merchandise. Newspaper and TV advertising offair based on WNOK theme "WNOK Turns Me On". Black WWDM ranks second. Stereo giveaways, bumper sticker contests highlight on-air effort. Heavy billboard showing. Adult contemporary WZLD consulted by Paul Christy is third. Heavy TV campaign featuring Gordon Jump of WKRP fame. WOIC is fourth.

25-54 ADULTS—WCOS-FM still maintains top rank in this prime demographic breakout. Cosmos adult contemporary WIS is second. Carries lots of sports including Atlanta Braves, Atlanta Falcons, University of South Carolina football. Used Gold Card contest offering small daily prizes. Heavy TV campaign, some newspaper and billboards. WNOK-FM is third. WOIC fourth.

FACTS & FIGURES—Bonneville's WXRY is up 1.8 shares for sixth place 12+. Fifth 25-54 adults. Fifth men 25-54; women 25-54.

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER		WEEK METRO ( Monday-S	CUME
		ĬĽ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		2	Ī		ō		æ	6 AM - 1	2 Mid
1	WNOK-FM	R	13.6	17.5	19.7	20.9	20.0	Blair	104.7	N/A	26.5	5.34	Audubon	1	WNOK-FM	114,600
2	WCOS-FM	C	11.4	12.3	16.1	19.2	15.7	McGavren	97.9	N/A	20.4	5.44	wcos	2	WIS	95,800
3	WIS	AC	15.9	10.4	15.2	12.4	12.0	Christal	560	N/A	20.5	4.13	Cosmos	3	WCOS-FM	88,300
4	WOIC	В	11.9	14.6	10.7	7.2	11.8	Eastman	1320	35×6	15.3	5.45	Nuance Corp.	4	WZLD	70,500
5	WZLD	AC	5.6	7.5	6.6	8.9	7.9	Selcom	96.7	30x6	14.5	3.83	Suncom	5	WOIC	66,000
6	WXRY	BM	9.2	6.7	7.8	5.9	7.7	Major Market	93.5	26x6	9.3	5.85	Limetree Bay	ô	WWDM	54,900
7	WWDM	В	5.4	7.7	6.6	7.4	7.7	Bernard Howard	101.3	30x6	12.2	4.43	Gamecock City	7	WXRY	39,000
8	WSEQ	AC	6.9	6.1	5.9	4.4	4.7	McGavren	100.1	34	7.4	4.52	Congaree	8	wscq	33,100
9	WQXŁ	REL	0.9	1.7	0.9	1.1	1.8	N/A	1470	7.25	2.7	4.70	Metro Comm.	9	WNOK	17,100
0	WLFF	BB	2.2	3.8	1.4	1.7	1.2	None	620	15	1.9	4.50	Southcom Inc.	10	wcos	13,900
1	WNOK	R	2.5	1.0	0.5	0.6	1.2	Blair	1230	N/A	3.0	2.80	Audubon	11	WQXL	11,800
2	WPJS	REL	1.1	0.6	0.9	1.1	1.2	Southern	106.7	7.10	2.1	3.89	Smiles of S.C.	12	WPJS	10,300
3	WCOS	C	6.3	3.3	1.4	3.0	0.6	McGavren	1400	N/A	2.0	2.06	wcos	13	WLFF	8,300
4	WBWQ	R	**	**	**	**	0.4	Selcom	107.5	10x15	1.0	2.91	Trident	14	WDWQ	5,400

¥		DEMOC Quarter I		C BREA		M-12 Mid	ita	Average		PART BI	REAKOL ro Monda	<b>JT</b> ay-Friday	Adults	
Ä	Ad	lults	IV	len	Wo	men	6-1	0AM	10-	3РМ	3-7	7PM	7-1	2Mid
-	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WNOK-FM	WCGS-FM	WNOK-FM	WC0S-FM	WNOK-FM	WCDS-FM	WNOK A/F	WCOS A/F	WNOK-FM	WCOS-FM	WNOK A/F	WCOS A/F	WWDM	WCOS-FM
2	WWDM	WIS	WWDM	WIS	WOIC	WNOK-FM	WZLD	WNOK A/F	WZLD	WNOK-FM	WZLD	WIS	WNDK-FM	WOIC
3	WZLD	WNOK-FM	WZLD	WNOK-FM	WZLD	WIS	WCOS A/F	WIS	WWDM	WIS	WOIC	WNOK A/F	WZLD	WWDM
4	WOIC	WOIC	WCOS-FM	WZLD	WCOS-FM	WOIC	WWDM	WZLD	WOIC	WXRY	WWDM	WZLD	weic	WIS
5	WCOS-FM	WXBY	WOIC	WXRY	WWDM	WXRY	WOIC	WOIC	WCOS-FM	woic	WCOS A/F	WXRY	WCOS-FM	

Market Rank: 91 Total Persons 12+: 345,500

Stations: 11 MSA Diaries: 756 Revenue Rank: 80 Revenue: \$7,144,244 Income Rank: 57

Income: \$464,076

Local Revenue: \$5,487,380 National/Regional Revenue: \$1,410,725 Network Compensation: \$65,246

Other: \$180,893

Commissions/Discounts: \$616,248 **Total Expenses: \$6,063,920** Local TV Revenue: \$6,231,477 Radio Performance Index: 122

# TURN THAT \* % \* # \* THIS DOM:

In many cities, teenagers are forced to listen to the radio without adult supervision.

But in Columbia, a surprising number of parents and other young adults are tuned in to the same station the teenagers are: WNOK-FM. Which may explain why we're the top rated station in town.

In a 14-station market, we deliver 20 percent of the total listening audience, and our figures for both men and women 18-34 are nearly double the numbers for our closest competitor.

So, if you want to talk to teenagers or their parents, now you know where to find them.

DAYPART	6AM-12MID	6AM-10AM	10AM-3PM	3PM-7PM	7PM-12MID
SHARE	20.0	23.8	21.0	21.0	17.2
RANK	#1	#1	#1	#1	#2

#### WNOK-FM

Post Office Drawer 50568 • Columbia, South Carolina 29250 Telephone 803-771-0105 • Represented Nationally By Blair Radio

#### **DALLAS-FT. WORTH**

#### Fairbanks KVIL regains top rank

FASTEST MOVER-Shamrock's KMGC TM-produced beautiful rock up 1.6 shares (2.8 to 4.4). Ranks third 18-34.

BIGGEST DECREASE—Susquehanna's country-formatted KPLX down 1.7 shares. Cash giveaways were offered on-air. Outside promotional activity ranged from medium billboard showing to transit and TV advertising. Station ranks tenth in 25-54 audience.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Belo's album rock KZEW is first. Consultant Jeff Pollack is at the helm. Station also ranks first in 18-34 men. Number one in all time periods for this age group except morning drive. On-air contests considered part of promotion effort. Fairbanks' KVIL-FM adult contemporary station bounces back up again for second place, first in 18-34 women, morning drive. KVIL is very promotion-minded station which builds its day on strong morning personality. Shamrock's KMGC programming TM-produced beautiful rock ranks third.

25-54 ADULTS-KVIL-FM wins here making it a total sweep from 18-54 year olds. Country KSCS is next. Also wins total overall 12+ audience. Capital Cities not only owns KSCS, but also WBAP which ranks third 25-54 and third 12+. Metromedia's Carl Brazell-run KRLD is fourth with good demographics. Station airs news by day, MOR music at night. Carries Dallas Cowboys football and conducts contests involving Dallas Cowboys events with football

FACTS & FIGURES—AI Ham (KFJZ-AM), Jeff Pollack (KZEW), KMEZ (Bonneville), Burkhart/Abrams (KXTQ), Shulke (KOAX) all consult this market.

RANK	STATION	ORMAT	ARBI		METF persons M - 12 M	12+	ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	ANK	WEEI METRO Monday-	CUME
_		Ĕ	O/N 79	A/M 80	O/N 80	Sprg81	Fall 81		8	Ī	œ	ō		Œ	6 AM - 1	12 Mid
_1	KSCS	С	8.2	7.9	8.7	8.9	8.3	Eastman	96.3	N/A	14.9	4.29	Capital Cities	1	KSCS	492,900
2	KVIL-FM	AC	9.9	9.8	8.0	7.9	8.2	Blair	103.7	360	13.9	4.51	Fairbanks	2	KRLD	459,000
3	WBAP	C	7.6	9.2	6.4	6.5	6.8	Eastman	820	215	12.4	4.17	Capital Cities	3	KVIL-FM	455, 100
4	KKDA-FM	В	5.8	5.1	5.5	6.9	6.5	Selcom	104.5	145	10.7	4.63	Service	4	WBAP	417,000
5	KZEW	Α	3.8	4.9	4.7	5.0	6.5	Major Market	97.9	N/A	10.2	4.88	Belo	5	KKDA-FM	350,000
6	KRLD	AC	7.3	6.7	7.7	5.6	6.4	Katz	1080	350	13.0	3.81	Metromedia	6	KTXQ	343,500
7	KEGL	R	3.8	3.8	3.5	4.9	5.0	Christal	97.1	N/A	9.6	4.03	Sandusky	7	KZEW	328,800
8	KMEZ	ВМ	4.8	5.5	7.0	5.9	5.0	McGavren	100.3	N/A	8.3	4.67	Group One	8	KEGL	326,700
9	KTXQ	A	5.1	4.5	4.0	4.6	4.6	CBS/FM	102.1	N/A	9.6	3.73	Gulf	9	WFAA	274.200
10	KMGC	AC	3.3	3.8	3.2	2.8	4.4	Selcom	102.9	120x6	7.5	4.48	Shamrock	10	KMEZ	266.300
11	KNOK-FM	В	4.2	3.9	4.4	4.7	4.3	Bernard Howard	107.5	N/A	6.4	5.21	EGG Dallas	11	KMGC	244,700
12	WFAA	N/T	4.4	4.3	3.7	2.7	4.1	Major Market	570	N/A	8.0	3.93	Belo	12	KOAX	233,100
13	KOAX	BM	5.1	6.4	3.8	4.7	4.0	RAR	105.3	130	7.1	4.33	Westinghouse	13	KPLX	227,500
14	KPLX	C	1.6	2.7	5.8	5.1	3.4	RK0	99.5	N/A	6.6	3.93	Susquehanna	14	KNOK-FM	200,500
15	KBOX	С	4.0	3.3	3.0	2.7	2.4	McGavren	1480	N/A	4.0	4.74	Group One	15	KLIF	160,200
16	KFJZ	BB	1.0	**	1.8	2.2	2.3	Christal	1270	N/A	4.2	4.15	Swanson	16	KLVU	145,400
17	KLVU	AC	3.3	2.5	2.2	3.4	1.8	Jack Masla	98.7	65×6	3.9	3.49	SJR	17	KFJZ	142,300
18	KIXK	С	**	0.3	0.6	0.9	1.6	N/A	106.1	60	2.8	4.31	KIX Radio	18	квох	127,300
19	WRR	CL	1.4	1.6	1.0	1.2	1.5	Concert Music	101.1	60	3.1	3.68	City of Dallas	19	KAFM	124,500
20	KESS	SP	0.8	**	1.1	1.0	1.3	Cabellero	93.9	58x12	1.6	6.63	Latin American	20	WRR	109,900

¥		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average	<b>DAYI</b> Quarter		REAKO ro Mond	<b>UT</b> lav-Fridav	Adults	
A	Ac	lults	I.	⁄len	Wo	men	6-1	IOAM .	10	-ЗРМ	3-	7PM		2Mid
œ	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KZEW	KVIL-FM	KZEW	KSCS	KVIL-FM	KVIL-FM	KVIL A/F	KVIL A/F	KZEW	KVIL-FM	KZEW	KVIL A/F	KZEW	KSCS
2	KVIL-FM	KSCS	KTXQ	WBAP	KKDA-FM	KSCS	KZEW	WBAP	KVIL-FM	KSCS	KVIL A/F	KSCS	KTXQ	KKDA-FN
3	KMGC	WBAP	KSCS	KRLD	KMGC	KKDA-FM	KMGC	KRLD	KMGC	KMEZ	KMGC	KRLD	KKDA-FM	WFAA
4	KSCS	KRLD	KVIL-FM	KVIL-FM	KSCS	KMEZ	KSCS	KSCS	KKDA-FM	WBAP	KKDA-FM	WBAP	KNOK-FM	KMEZ
5	KKDA-FM	KMEZ	KMGC	WFAA	KZEW			WFAA	KSCS	коах	KTXQ	KMEZ	KMGC	KVIL-FM

Market Rank: 10 Total Persons 12+: 2.513.300

Stations: 29 MSA Diaries: 2,303 Revenue Rank: 7 Revenue: \$61,478,254

Income Rank: 8 Income: \$4,860,500 Local Revenue: \$44,108,106

National/Regional Revenue: \$16.503,501 Network Compensation: \$630.923

Other: \$235,724

Commissions/Discounts: \$8,776,624 Total Expenses: \$47,841,130

Local TV Revenue: \$57,739,300 Radio Performance Index: 109

#### Sandusky Radio

has acquired



from Swanson Broadcasting

Eagle 97 will show Dallas the same great young adult numbers that Sandusky has built their reputation on!

The Radio Division / Sandusky Newspapers, Incorporated

#### **DENVER-BOULDER**

#### Doubleday's "peak" climbs new heights

FASTEST MOVER—Doubleday's album rock KPKE-FM (formerly KHOW-FM) jumps 1.8 to 5.9 for 4.1 share point increase 12+. Ranks second 18-34. Uses Doubleday's "fusion rock" tight-formatted music list. Number one in all dayparts except morning drive among 18-34. Contests included \$1,000 a day giveaway, television advertising.

BIGGEST DECREASE—Sandusky's Jeff Pollack-consulted KBPI-FM apparently felt the brunt of KPKE's headto-head competition. Still outdistances every other station 18-34, ranks second total 12+.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-KBPI is first. KPKE second. General Electric's KOAQ rocker ranks third. Did Sunkist Car Giveaway during rating period. Album rock KBCO-FM licensed to Boulder/Denver is fourth. Conducted Boulder Music Awards. Group One's Noble-consulted album rock station is fifth. No on-air contesting.

25-54 ADULTS—Westinghouse's Bonneville-consulted beautiful music station is top adult outlet here. Also ranks third 12+ (up 1.2 shares). Featured "Mystery Song-Bingo Game" for trips, stereo equipment, movie outfits. GE's news/talk KOA is second based in part on strength of NFL Broncos football, pro basketball, Rockies NHL hockey. Ranks first overall 12+. Metromedia's newly-acquired KHOW-AM is third, but number one in morning drive.

FACTS & FIGURES—Three album rock consultants battled it out this book. Frank Felix at KAZY-FM (5.4), Jeff Pollack at KBPI-FM (7.1) and Doubleday national programmer Bobby Hattrick at KPKE (5.9). . . . Al Ham's "Music of Your Life" pulled 5.2 again on KEZW.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M	12+	ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEER METRO Monday-	CUME
		ŭ.	O/N 79	A/M 80	O/N 80	Sprg	Fall		2	I	<u>a</u>	Ö			6 AM -	12 Mid
1	KOA	N/T	9.9	6.5	7.8	7.4	8.2	Katz	850	200	17.0	4.12	GE	1	KOA	319,700
2	KBPI	Α	4.9	9.0	8.6	9.9	7.1	Selcom	105.9	N/A	15.7	3.86	Sandusky	2	КВРІ	304,300
3	KOSI	ВМ	6.9	5.7	6.7	5.7	6.9	RAR	101.1	140	11.3	5.24	Westinghouse	3	KIMN	247.300
4	KOAQ	R	2.6	2.7	6.0	5.2	6.5	Katz	103.5	80x6	12.5	4.41	GE	4	KAZY	231,800
5	KPKE	Α	2.0	1.5	1.1	1.8	5.9	CBS/FM	95.7	N/A	9.4	5.40	Doubleday	5	KOAQ	229.200
6	KAZY	Α	6.1	5.2	4.2	5.7	5.4	McGavren	106.7	N/A	12.0	3.85	Group One	6	KHOW	212,800
7	KEZW	88	2.1	3.2	3.2	5.2	5.2	Torbet	1430	N/A	8.7	5.17	Republic Media	7	KOSI	196,900
8	KHOW	AC	7.7	7.6	5.8	4.3	5.2	Eastman	630	N/A	11.2	4.02	Metromedia	8	KPKE	163,400
9	KYG0	С	3.1	2.8	3.5	5.7	5.2	Blair	98.5	N/A	9.2	4.86	Jefferson-Pilot	9	KPPL	162,400
10	KIMN	R	6.8	7.7	5.4	5.4	4.9	Blair	950	N/A	12.1	3.45	Jefferson-Pilot	10	KYG0	161,400
11	KPPL	AC	3.6	4.9	5.1	4.1	4.5	Major Market	107.5	110	8.9	4.36	Register	11	KLZ	154,400
12	KLIR	BM	6.5	7.3	6.1	5.9	4.2	Christal	100.3	N/A	7.8	4.58	KLIR	12	KEZW	150,900
13	KLZ	С	5.4	6.7	4.7	5.5	3.8	McGavren	560	N/A	8.1	3.96	Group One	13	KLIR	141,600
14	KVOD	CL	4.1	3.8	4.8	3.4	3.8	Concert Music	99.5	75x6	7.1	4.54	Capital City	14	KVOD	128,900
15	KBC0	Α	1.3	1.6	2.4	3.1	3.5	Jack Masla	97.3	52x12	6.2	4.82	Centennial	15	KBCO	109,800
16	KDKO	В	1.6	0.9	2.5	2.8	1.7	Roslin	1510	50x12	3.1	4.61	Sterling	16	KDEN	87,400
17	KFML	J	1.7	1.8	0.9	1.0	1.6	Lotus	1390	26x12	2.5	5.50	Radio Denver	17	KLAK	85,300
18	KLAK	С	2.6	3.5	2.3	1.0	1.6	Major Market	1600	33	4.1	3.36	Western Sun	18	KADX	66.600
19	KADX	С	1.7	2.6	1.9	1.8	1.5	Torbet	105.1	N/A	3.4	3.80	Great Empire	19	KERE	64,100
20	KDEN	N	1.7	2.4	1.8	1.9	1.4	Savalli&Schutz	1340	N/A	3.9	3.01	KDEN Broad.	20	KDKO	55,400

¥		<b>DEMO</b> ( Quarter		C BREA		M-12 Mid		Average	DAYI Quarter		REAKO ro Mond		Adults	- income
RA	Ad	dults	N.	len 💮	Wo	omen	6-1	IOAM	10	-3РМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KBPI	KOSI	квы	KOA	KOAQ	KOSI	КВРІ	KHOW	КРКЕ	KOSI	KPKE	KOSI	KPKE	коа
2	KPKE	KOA	KPKE	KYG0	КВРІ	KHOW	KHOW	KOA	КВРІ	KYGO	KOAQ	KYGO	КВРІ	KV <b>O</b> D
3	KOAQ	KHOW	квсо	KBPI	KPPL	KOAQ	KPKE	KIMN	KOAQ	KPPL	КВРІ	KHOW	квсо	KOSI
4	*KBCO	KYG0	KAZY	KOSI	KPKE	KPPL	KIMN	KV0D	KAZY	KEZW	KAZY	KPPL	KOAQ	KHOW
5	KAZY	KIMN	KYGO	KHOW	KIMN	KYGO	KOAQ	KOSI	KPPL	KHOW	квсо	KLAK	KAZY	KYG0

Market Rank: 23 Total Persons 12+: 1,391,800

Stations: 27 MSA Diaries: 1,620 Revenue Rank: 16 Revenue: \$37.690.800 Income Rank: 19 Income: \$1,655,712

Local Revenue: \$27,736,685 National/Regional Revenue: \$9,123,153 Network Compensation: \$432,668

Other: \$398,294

Commissions/Discounts: \$5,512,236 Total Expenses: \$30,522,852 Local TV Revenue: \$41,868,471

Radio Performance Index: 134

#### THE BEST HAS JUST BECUN!

- \*1 10am-3pm Mon.-Fri.\*
- \*1 3pm-7pm Mon.-Fri.\*
- \*1 7pm-Mid. Mon.-Fri.\*
- \*2 Total Week\*



#### DENVER'S NEW PEAK

September 1, 1981, sign on. From nowhere to now...the best has just begun!



Represented nationally by: CBS FM National Sales

\*Source: FALL 1981 ARB/ Adults 18-49, 18-34/AQH/MSA

#### DETROIT

#### "Wheels" rolls up 18-34; WJR takes 25-54

FASTEST MOVER-Schulke-programmed WJR-FM up 1.1 to score biggest book in at least one year (3.6 to 4.7). Ranks fifth 25-54. Capital Cities station ranks fourth in men 25-54.

BIGGEST DECREASE—Golden West's country WCXI off 1.1 shares dropping station to 16th overall 12+. Some onair as well as off-air contesting

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Doubledays' WLLZ just as strong as ever with second seven share book (7.7 to 7.0 12+). Real story is in demographics which shows WLLZ album rocker (known as "Wheels") with first place demos 18-34, second men 18-34, third women 18-34. Album rock WRIF is very close second. Also ranks fourth 12+. Conducted bumper sticker contest, free concerts, ticket giveaways. WNIC-FM is off 12+ (5.1 to 4.5) but ranks third 18-34. Station consulted by E. Alvin Davis also ranks sixth 25-54. Century album rocker WABX is eleventh overall, but fourth 18-34. Did concert ticket giveaways on-air, some TV. Inner City's WLBS is up for second book in a row (2.5 to 3.3 and 3.7).

25-54 ADULTS—Ron Pancratz's WJR-AM carried Detroit Lions football, Red Wings NHL Hockey as well as Detroit Pistons NBA basketball. Shamrock's WWWW programmed by Dene Hallam is up for second straight book (4.1, 4.6, 5.1). Ranks second in 25-54 adults closely behind WJR. Gannett's WCZY adult contemporary format up slightly overall (3.0 to

FACTS & FIGURES—ABC-owned WXYZ continues its audience increase this time up to 6.0 (from 5.4) for third overall. But demographics are somewhat older. Station ranks ninth 25-54. . . . Black WGPR continues to increase with fourth straight up book (now 3.9).

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 N		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER		WEER METRO Monday-S	<b>CUME</b> Sunday
		6	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		2	I		O			6 AM - 1	2 Mid
1	WJR	AC	8.7	10.6	11.0	8.8	9.7	Eastman	760	261x6	18.5	4.36	Capital Cities	1	WJR	861,100
2	WLLZ	Α	7.9	9.2	8.0	7.7	7.0	McGavren	98.7	N/A	13.9	4.22	Doubleday	2	WLLZ	<b>657,3</b> 00
3	WXYZ	N/T	3.4	3.6	4.1	5.4	6.0	Blair	1270	N/A	9.0	5.62	ABC	3	WRIF	<b>627,4</b> 00
4	WRIF	Α	5.1	4.3	4.8	5.2	5.3	Blair	101.1	170	12.2	3.63	ABC	4	WWJ	<b>572,4</b> 00
5	WWJ	N	6.5	6.7	4.9	5.4	5.3	CBS	950	N/A	11.5	3.84	Evening News	5	WNIC-FM	<b>571,4</b> 00
6	WWWW	С	1.6	1.9	4.1	4.6	5.1	Christal	106.7	115x12	8.7	4.86	Shamrock	6	WABX	545,400
7	WJR-FM	ВМ	4.5	5.1	4.6	3.6	4.7	Eastman	96.3	72.50x6	9.2	4.28	Capital Cities	7	CKLW	<b>436</b> ,900
8	WNIC-FM	AC	5.3	4.0	4.7	5.1	4.5	RKO	100.3	N/A	11.0	3.46	Josephson	8	WJR-FM	<b>43</b> 5,300
9	WGPR	В	1.6	1.8	2.3	3.0	3.9	R. A. Lazar	107.5	90	6.9	4.73	WGPR, Inc.	9	WMJC	409,100
10	WLBS	В	3.2	2.8	2.5	3.3	3.7	Unirep	102.7	80x10	6.5	4.74	Inner City	10	WXYZ	<b>3</b> 91,500
11	WABX	Α	2.7	3.1	3.9	4.1	3.6	Katz	99.5	120	9.7	3.07	Century	11	WWWW	389,800
12	WCZY	AC	4.2	4.1	3.8	3.0	3.5	CBS/FM	95.5	150	6.5	4.49	Gannett	12	WDRQ	318,900
13	WWJ-FM	ВМ	3.0	3.8	2.7	3.0	3.5	CBS	97.1	N/A	6.4	4.60	Evening News	13	WJLB	318,200
14	WMJC	AC	5.0	4.5	4.4	3.7	3.4	Major Market	94.7	N/A	8.0	3.59	Greater Media	14	WGPR	314,900
15	CKLW	AC	3.6	3.7	3.5	3.8	3.0	Christal	800	N/A	7.9	3.18	CKLW, Inc.	15	WCZY	299,800
16	WCXI	С	5.5	4.6	3.4	3.9	2.8	Torbet	1130	270x6	5.8	3.99	Golden West	16	WTWR	-293,800
17	WJZZ	J	3.2	2.7	1.8	2.4	2.8	Bernard Howard	105.9	N/A	5.7	4.05	Bell	17	WLBS	<b>293</b> ,300
18	WJLB	В	0.5	3.0	2.6	2.1	2.7	Jack Masla	97.9	95×6	6.3	3.60	Booth	18	WWJ-FM	<b>2</b> 92,900
19	WTWR	0	2.9	2.4	2.9	2.4	2.5	Katz	92.3	265x6	5.8	3.66	Golden West	19	WOMC	292,300
20	WOMC	AC	3.9	3.5	4.0	3.2	2.4	Katz	104.3	150	5.7	3.57	Metromedia	20	WCXI	281,900

¥		DEMO( Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	U <b>T</b> ay-Friday	Adults	
Z	Ac	lults	N	1en	Wo	men	6-1	0AM	10-	зРМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WLLZ	WJR	WRIF	WJR	WNIC-FM	WJR	WNIC A/F	WJR	WRIF	www	WLLZ	www	WLLZ	WJR
2	WRIF	www	WLLZ	www	WMJC	www	WRIF	CKLW	WLLZ	WJR	WRIF	WJR	WRIF	wwww
3	WNIC-FM	WCZY	WABX	WWJ	WLLZ	CKLW	WLLZ	WWJ	WNIC-FM	WCZY	WNIC-FM	WJR-FM	WABX	WWJ
4	WABX	CKLW	WLBS	WJR-FM	WRIF	WNIC-FM	CKLW	www	WMJC	WJR-FM	WMJC	WCZY	WLBS	WJZZ
5	WLBS	WJR-FM	WJZZ	WLLZ		WCZY	WMJC	WNIC A/F	WABX	WXYZ	WABX	WNIC-FM	WJZZ	WLLZ

Market Rank: 6 Total Persons 12+: 3,543,200

Stations: 26

MSA Diaries: 2,288

Revenue Rank: 10 Revenue: \$59,296,309

Income Rank: 378 Income: \$-1,654,310 Local Revenue: \$41,812,821

National/Regional Revenue: \$16,190,041 Network Compensation: \$1,006,889

Other: \$286,558

Commissions/Discounts: \$8,249,225 Total Expenses: \$52.101,394

Local TV Revenue: \$49,915,670 Radio Performance Index: 184

## Detroit's Wheels FM 98.7



DETROIT'S NUMBER 1 MUSIC STATION!

#### HARTFORD

#### WTIC AM/FM tops the market

FASTEST MOVER—Ten Eighty Corporation's WTIC-FM rocker. Perry Ury's top 40 station gains 2.3 shares for most growth. Nets second 12+, second adults 18-34, fifth 25-54. Number one in women 18-34. PD Arnold Chase uses "Daily Number" giveaway to award \$1,000 prize.

**BIGGEST DECREASE**—Sturgeon Corporations WKSS Bonneville-programmed beautiful music and black-formatted WKND (both off 2.1 shares this book). But WKSS still delivers third highest number of 25-54 adults. WKND ranks ninth 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-WHCN ranks first in men 18-34. Number one from 3pm-12mid among 18-34s. WTIC-FM's rock format rebounds from previous losses. WCCC-FM shows highest shares in at least two years. Ranks seventh overall 12+, second men 18-34. Buckley Broadcasting's WDRC-FM gains 1.3 shares.

25-54 ADULTS—WTIC outdistances competitors by three to one. Perry Ury also manages WTIC-AM which still in this day and age rates shares in the twenties (23.8 this book). Station firmly entrenched in marketplace. Ury uses ongoing research to stay ahead of competitors. Carried Hartford Whalers NFL Hockey but teams disappointing performance this year may not exactly be ratings builder. Offers trips to Disney World on-air. Uses medium TV to promote station's strong news and information image. Light newspaper to promote talk shows and contests. WRCH's Schulke-programmed beautiful music format is off 1.4 shares but still ranks second in prime 25-54 adults. Competitor WKSS is third in 25-54 making number two and three among that age group beautiful music stations.

FACTS & FIGURES—Adult contemporary WIOF rebounds to four shares ranking sixth 18-34, 25-54

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEEK METRO Monday-S	<b>CUME</b> Sunday
		ĭ	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		۵	Ī	Œ	O		-	6 AM - 1	2 Mid
1	WTIC	AC	24.8	24.2	23.0	23.4	23.8	Katz	1080	365x12	34.7	5.76	Ten Eighty	1	WTIC	340,400
2	WTIC-FM	R	4.0	7.9	6.2	4.7	7.0	Katz	96.5	100x12	15.6	3.77	Ten Eighty	2	WTIC-FM	174,100
3	WHCN	Α	3.9	4.3	5.1	6.2	6.5	Jack Masla	105.9	60x7	12.4	4.39	Beck Ross	3	WDRC-FM	150,600
4	WRCH	BM	9.4	11.5	9.2	7.7	6.3	Christal	100.5	N/A	11.3	4.67	Radio Corp.	4	WCCC-FM	<b>131</b> ,300
5	WKSS	BM	6.6	5.1	6.3	7.9	5.8	Blair	95.7	70	10.6	4.63	Sturgeon	5	WHCN	129,300
6	WDRC-FM	R	2.4	3.8	3.4	4.0	5.3	McGavren	102.9	N/A	12.9	3.42	Buckley	6	WDRC	119,800
7	WCCC-FM	Α	3.8	4.1	3.6	3.6	4.9	Selcom	106.9	45x6	11.4	3.60	<b>Greater Hartford</b>	7	WPOP	115,700
8	WIOF	AC	2.3	3.7	4.3	3.7	4.0	Torbet	104.1	54x6	8.7	3.83	Mery Griffin	8	WRCH	114,800
9	WWYZ	AC	3.9	3.1	3.4	4.0	3.7	CBS/FM	92.5	N/A	8.3	3.70	WNAB, Inc.	9	WKSS	109,000
10	WDRC	AC	5.4	3.3	5.3	4.2	3.6	McGavren	1360	N/A	9.7	3.13	Buckley	10	WIOF	95,900
11	WPOP	N	4.1	4.4	5.6	3.7	3.6	Torbet	1410	54x6	9.5	3.19	Mery Griffin	11	WWYZ	94,400
12	WKND	В	2.8	2.4	2.2	5.1	3.0	R. A. Lazar	1480	50×6	3.6	6.93	Hartcom	12	WAQY	59,700
13	WRCQ	AC	4.0	3.8	2.7	1.7	2.0	Christal	910	N/A	3.8	4.45	Radio Corp.	13	WKCI	54,800
14	WKCI	R	1.4	1.2	2.0	1.2	1.8	McGavren	101.3	105	4.6	3.31	Kops-Monahan	14	WRCQ	39,200
15	WMLB	C	3.1	1.5	1.4	0.8	1.7	New England	1550	24	2.0	6.90	1550 Radio	15	WPLR	37,600
16	WAQY	Α	2.4	2.3	1.9	1.9	1.7	McGavren	102.1	N/A	4.7	3.06	Springfield FM	16	WKND	32,700
17	WPLR	R	1.9	2.5	1.1	1.5	1.3	Eastman	99.1	90×6	3.2	3.43	General	17	WCCC	28,400
18	WHYN-FM	ВМ	1.4	**	0.5	1.0	0.9	Blair	93.1	78x12	2.1	3.74	Affiliated	18	WNBC	26,400
19	WNBC	AC	0.4	**	0.4	1.0	0.8	Hillier	660	600	2.1	3.12	NBC	19	WHYN-FM	23 500

¥		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average	<b>DAYF</b> Quarter		REAKO	<b>UT</b> ay-Friday	Adults	
RAN	Ac	dults	N	len	Wo	men	6-1	0AM	10-	3РМ	3-	7PM	7-1.	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WHCN	WTIC	WHCN	WTIC	WTIC-FM	WTIC	WDRC A/F	WTIC	WCCC-FM	WTIC	WHCN	WTIC	WHCN	WTIC
2	WTIC-FM	WRCH	WCCC-FM	WDRC	WIOF	WRCH	WTIC	WDRC A/F	WTIC-FM	WRCH	WTIC-FM	WRCH	WCCC-FM	WDRC-FM
3	WCCC-FM	WKSS	WDRC	WHCN	WDRC-FM	WKSS	WHCN	WKSS	WHCN	WKSS	WCCC-FM	WTIC-FM	WTIC-FM	wwyz
4	WDRC-FM	WWYZ	WTiC	WRCH	WHCN	WTIC-FM	WTIC-FM	WRCH	WIOF	WWYZ	WIOF	WWYZ	WWYZ	WTIC-FM
5	WWYZ	WTIC-FM	WWYZ	WWYZ	WWYZ	WWYZ	WCCC A/F	WTIC-FM	WWYZ	WTIC-FM	WWYZ	WKSS	WIOF	WHCN

Market Rank: 41 Total Persons 12+: 794,400

Stations: 14 MSA Diaries: 1,267 Revenue Rank: 46 Revenue: \$13.652.829 Income Rank: 28

Income: \$1,034,261

Local Revenue: \$9,103,425 National/Regional Revenue: \$4,245,824 Network Compensation: \$241,176

Other: \$62,404

Commissions/Discounts: \$2,072.720 Total Expenses: \$10,545,848

Local TV Revenue: \$16,222,765 Radio Performance Index: 111



#### HOUSTON-GALVESTON

#### KFMK, KRBE come of age

FASTEST MOVER—First Media's rock station KFMK gains two full shares 12+ for total ranking of eighth place. Places second 18-34, third 25-54. Excellent demographics. Second 18-34 men, first 25-54 men. Second 18-34 women. Conducted "Radio Rebate" contest on-air offering cash prizes of \$1 to \$1,000. Some outside TV advertising.

BIGGEST DECREASE—Amaturo's black-formatted KMJQ off 3.5 shares, but still first 12+. Lowest book in several years. Ranks third 18-34, third men 18-34, tied for second in women 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Rusk's Sebastian-Casey consulted album rock KLOL pulls in more 18-34 listeners than any other Houston station. Also first in men 18-34. Manager Hal Kemp goes with Rocktober promotion which many album rockers carry in various other cities. KFMK's format gathers a head of steam for this book with its best outing ever since First Media took over. Gulf's KRLY rocker is up dramatically for third place 12+.

25-54 ADULTS-KIKK-FM's country format leads this category with competitor KILT-FM closely behind. KFMK third. KODA next. Viacom's KIKK-FM rebounds from recent down book for second place 12+, first 25-54, second men 25-54, first women 25-54. TV campaign featuring "Don't Mess Around with My Radio Station" theme.

FACTS & FIGURES—KRBE's first book under FairWest's "Program One" rock format shows increase from 4.8 to 6.3. George Johns consults. Format resembles highly successful KVIL, Dallas offering. ... Burns-Somerset consulted KILT-FM off 8.8 to 6.7 after two books with 8 shares.

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEE METRO Monday-	<b>CUME</b> Sunday
		E.	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		2	I		Ø			6 AM -	12 Mid
1	KMJQ	В	10.8	11.0	13.2	11.2	7.7	McGavren	102.1	N/A	11.0	5.31	Amaturo Group	1	KIKK-FM	423,400
2	KIKK-FM	С	10.5	9.0	6.2	5.9	7.4	Torbet	95.7	N/A	12.5	4.51	Viacom	2	KILT-FM	<b>387,</b> 500
3	KRLY	R	4.6	4.0	4.3	5.8	7.3	Jack Masla	93.7	N/A	10.7	5.12	Gulf	3	KLOL	<b>381,</b> 900
4	KLOL	Α	4.7	5.7	6.2	6.6	7.0	Christal	101.1	N/A	11.4	4.66	Rusk	4	KRBE	381.800
5	KILT-FM	С	3.0	2.9	8.6	8.8	6.7	Blair	100.3	N/A	11.5	4.42	LIN	5	KTRH	<b>3</b> 80, <b>2</b> 00
6	KRBE	R	5.6	6.9	5.5	4.8	6.3	Katz	104.1	N/A	11.0	4.31	Lake Huron	6	KMJQ	357,100
7	KTRH	N/T	5.0	6.2	5.7	6.4	6.1	Christal	740	N/A	11.0	4.22	Rusk	7	KRLY	353,800
8	KFMK	R	3.5	2.8	3.7	4.0	6.0	RKO	97.9	N/A	9.4	4.85	First Media	8	KFMK	309.300
9	KODA	ВМ	5.3	4.6	5.3	5.2	5.6	RAR	99.1	N/A	8.8	4.82	Westinghouse	9	KODA	292.500
10	KPRC	N/T	5.3	5.3	5.2	6.5	5.5	CBS	950	N/A	8.7	4.75	Houston Post	10	KPRC	290,100
11	KYND	ВМ	5.4	5.6	6.2	4.9	4.1	Eastman	92.5	320x6	7.4	4.15	Harte-Hankes	11	KYNĐ	<b>257,4</b> 00
12	KQUE	AC	2.5	3.8	3.0	2.9	3.4	Major Market	102.9	175	4.2	6.14	Texas Coast	12	KSRR	241,400
13	KSRR	Α	2.8	2.3	1.9	2.0	2.8	Selcom	96.5	N/A	6.2	3.41	ABC	13	KILT	<b>227</b> , 100
14	KILT	С	2.8	2.7	2.5	2.3	2.2	Blair	610	N/A	5.5	3.02	LIN	14	KENR	216,500
15	KENR	С	3.2	3.1	3.3	2.8	2.0	Katz	1070	N/A	5.2	2.97	Lake Huron	15	KULF	188,800
16	KEYH	SP	4.3	1.9	1.8	1.5	1.9	Lotus	850	46×6	2.4	6.04	Artlite	16	KQUE	132,800
17	KLAT	SP	2.6	2.4	1.3	1.9	1.9	Caballero	1010	78x12	2.4	6.10	Spanish Brdcstg.	17	KLEF	105,000
18	KLEF	CL	1.6	1.3	1.4	1.9	1.8	Concert Music	94.5	90×6	3.1	4.45	Entertainment	18	KIKK	79,000
19	KULF	AC	2.6	2.7	1.9	2.1	1.6	Eastman	790	320×6	4.4	2.84	Harte-Hankes	19	KNUZ	<b>76</b> ,900
20	KLVL	SP	1.0	1.1	1.3	1.5	1.4	National Time	1480	24	2.0	5.43	Felix Morales	20	KEYH	

<b>≚</b>		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> lay-Friday	Adults	
E E	Ac	lults	N	1en	Wo	omen	6-1	I0AM	10	-3РМ	3-	7PM	7-1	2Mid
r	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KLOL	KIKK-FM	KLOL	KFMK	KRLY	KIKK-FM	KFMK	KIKK-FM	KFMK	KIKK-FM	KLOL	KIKK-FM	KLOL	KIKK-FM
2	KFMK	KILT-FM	KFMK	KIKK-FM	KFMK	KODA	KIKK-FM	KILT-FM	KRLY	KODA	KFMK	KODA	кмја	KFMK
3	KMJQ	KFMK	KMJQ	KILT-FM	KMJQ	KILT-FM	KLOL	KFMK	KIKK-FM	KILT-FM	KMJQ	KILT-FM	KRLY	KMJQ
4	KRLY	K00A	KIKK-FM	KTRH	KRBE	KFMK	KILT-FM	KTRH	KLOL	KFMK	KIKK-FM	KFMK	KFMK	KILT-FM
5	KIKK-FM	кмја	KILT-FM	KMJQ	KIKK-FM	кмја	KRBE	KODA	KMJQ	KMJQ	KRLY	KMJQ	KIKK-FM	KRLY

Market Rank: 9

Total Persons 12+: 2,603,500

Stations: 30

MSA Diaries: 1,961

Revenue Rank: 9 Revenue: \$60,350,329

Income Rank: 3 Income: \$11,165,445 Local Revenue: \$42,077,044

National/Regional Revenue: \$15.561,697 Network Compensation: \$450,880

Other: \$2,260,708

Commissions/Discounts: \$9,201,281 Total Expenses: \$39,983,603

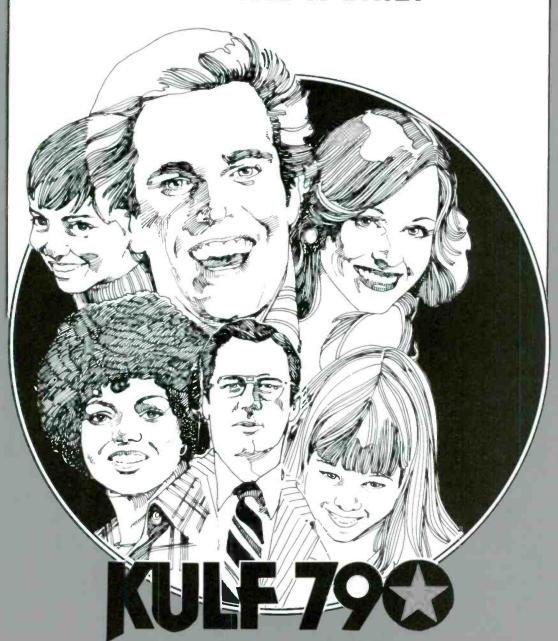
Local TV Revenue: \$47,503,648 Radio Performance Index: 98

#### **REDISCOVER AM RADIO**

Tune your radio to the AM dial, and rediscover KULF 790 and the real radio you grew up with...music, news, sports, weather...KULF 790 has brought entertainment back to radio.

Switch to 790 AM and find out how entertaining radio can be. The most important letter in our name is you...KULF 790 AM.

#### JOIN THE FAMILY



#### LOS ANGELES

#### KABC dominates adults; KLOS gains in 18-34

FASTEST MOVER-George Green's ABC-owned talk station up 1.4 shares to pull 8.0 (best outing since spring, 1981). Carried Dodgers baseball, playoffs, World Series. USC college football. Various on-air promotions including "Lover of the Year" contest with free trip to Hawaii.

BIGGEST DECREASE—Metromedia's album rock KMET-FM is down 1.2 shares as battle with ABC-owned KLOS heats up. KMET had been gaining 12+ audience in past few books. Still number one (just ahead of KLOS) in 18-34 adults.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Battle is between Metromedia's album rock KMET and Jeff Pollack-consulted KLOS. KLOS squeezed past KMET 12+. KMET still holds on to lead 18-34. Close race in all dayparts except 7pm-12mid where KMET dominates. RKO's KRTH is third 18-34 using "Listen & Win" contests to giveaway albums, concert tickets. Greater Media's KHTZ, CBS's KNX-FM are essentially tied for fourth. GM Bob Moore uses consultant Bob Henabery.

25-54 ADULTS—ABC's KABC really rolled up a big victory this book thanks in part to heavy listener interest in Los Angeles Dodgers World Series victory. Bonneville's KBIG-FM ran no contests, but did a medium TV, transit advertising campaign to wind up in second place 12+, 25-54. Interesting note: KBIG's strings format features vocals by Linda Ronstadt, Judy Collins, Don McLean, Elvis Presley. Morning drive is loaded with news, service unlike most beautiful music stations. All news KFWB is third.

FACTS & FIGURES—CBS news station KNX-AM held on to its 3 share for fourth straight book. . . . Competitor KNTQ off.

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 N		ENDS	REP	DIAL	HIGHEST	REACH	FRE-	OWNER	RANK	WEEI METRO Monday-1	<b>CUME</b> Sunday
		뎐	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81			_		O		-		
1	KABC	T	6.9	6.9	8.5	6.6	8.0	Katz	790	450x 12	13.0	4.86	ABC	1	KABC	1 323.600
2	KBIG	ВМ	5.1	6.5	5.5	6.0	5.0	Torbet	104.3	N/A	8.7	4.54	Bonneville	2	KFWB	1,043,400
3	KLOS	Α	2.7	2.9	3.6	4.5	4.7	Katz	95.5	N/A	8.8	4.16	ABC	3	KMET	954.900
4	KMET	Α	3.6	3.9	4.6	5.7	4.5	Eastman	94.7	510	8.8	4.06	Metromedia	4	KLOS	948,800
5	KFWB	N	5.0	4.8	3.8	3.7	4.4	RAR	980	N/A	9.3	3.75	Westinghouse	5	KNX	925,700
6	KJ0I	ВМ	4.3	4.3	3.8	4.5	3.7	Selcom	98.7	275	6.8	4.35	CCLA	6	KBIG	902,600
7	KNX	N	4.2	3.5	3.8	3.2	3.2	CBS	1070	500	7.7	3.24	CBS	7	KRTH	708. <b>6</b> 00
8	KRTH	AC	3.2	3.9	3.1	3.5	3.1	RKO	101.1	N/A	6.4	3.87	RKO	8	KJ0I	708,400
9	KHTZ	AC	3.0	3.6	3.0	3.1	3.0	Selcom	97.1	N/A	6.2	3.75	Greater Media	9	KHTZ	699,800
10	KRLA	AC	4.1	2.9	3.7	2.6	2.8	P/W	1110	260	5.4	4.04	KRLA, Inc.	10	KIQQ	<b>674</b> .600
11	KLAC	С	3.7	3.2	2.9	2.9	2.7	Eastman	570	280	5.5	3.93	Metromedia	11	KFI	654,500
12	KNX-FM	MM	2.8	4.3	2.8	3.0	2.6	CBS/FM	93.1	N/A	5.3	3.94	CBS	12	KIIS	<b>632,</b> 600
13	KOST	ВМ	2.5	2.9	2.5	2.1	2.6	Christal	103.5	N/A	5.1	4.10	Cox	13	KMPC	598,700
14	KALI	SP	2.4	2.0	1.1	1.7	2.5	Jack Masla	1430	N/A	3.0	6.47	UBC	14	KLAC	594,700
15	KIQQ	R	3.1	2.7	2.6	2.9	2.5	Jack Masla	100.3	N/A	5.8	3.45	Outlet	15	KRLA	592.600
16	KZLA-FM	С	1.6	2.5	1.7	2.0	2.5	Blair	93.9	N/A	5.2	4.49	Capital Cities	16	KNX-FM	583,700
17	KGFJ	В	0.8	0.8	1.4	2.1	2.4	Jack Masla	1230	N/A	3.9	4.76	Inner City	17	XTRA	568,000
18	KR0Q-FM	SP	1.8	1.6	1.7	1.8	2.4	Roslin	106.7	N/A	4.3	4.40	Cameron	18	KOST	545,700
19	KTNQ	SP	1.7	1.5	1.9	2.7	2.4	Caballero	1020	96x12	3.1	6.20	K-Love	19	KROQ	453,700
20	XTRA	AC	1.0	2.0	1.6	1.8	2.4	Major Market	690	N/A	5.1	3.69	Noble	20	KZLA-FM	443,700

2		<b>DEMO</b> C	GRAPHI Hour Mo	C BREA		M-12 Mid		Average	DAY! Quarter		REAKO ro Mond	<b>UT</b> lay-Friday	Adults	
Z	Ac	dults	N	len	Wo	men	6-1	0AM	10	-3PM	3-	7PM	7-1	2Mid
È	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	KMET	KABC	KMET	KABC	KHTZ	KABC	KLOS	KABC	KMET	KBIG	KMET	KBIG	KMET	KABC
	KLOS	KBIG	KLOS	KFWB	KRTH	KBIG	KMET	KFWB	KLOS	KABC	KLOS	KABC	KLOS	KMET
	KRTH	KFWB	KRTH	KBIG	KMET	KALI	KTNQ	KTNQ	KRTH	KRTH	KNX-FM	KFWB	KROQ-FM	KBIG
	KHTZ	KZLA	KNX-FM	KLOS	KNX-FM	KHTZ	KRTH	KFI	KNX-FM	KRLA	KRTH	KRLA	KRTH	KZ <b>LA</b>
	KNX-FM	KRTH	KR0Q-FM	KRTH	KLOS	KRLA	KHTZ	KNX	KRLA	KFWB	KHTZ	KZLA	KHTZ	KNX

Market Bank: 2

Total Persons 12+: 7.965,500

Stations: 43

MSA Diaries: 4,086

Revenue Rank: 1

Income Rank: 1

Income: \$38,583.656

Local Revenue: \$106,162,156

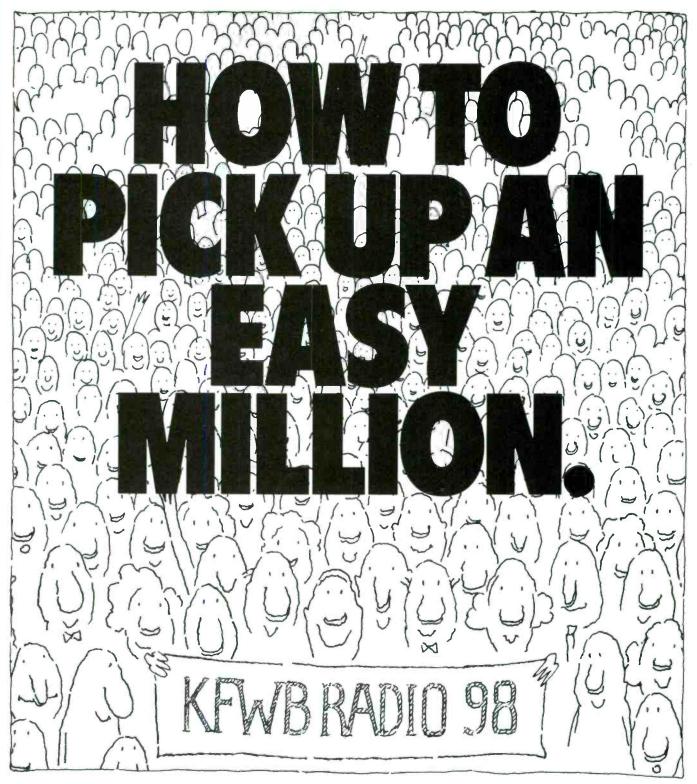
Revenue: \$175,281,253 National/Regional Revenue: \$66,819,658

Network Compensation: \$1,529,043

Other: \$770,396

Commissions/Discounts: \$28,046,444 Total Expenses: \$108,651,153

Local TV Revenue: \$192,559.405 Radio Performance Index: 99



Every week for over 14 years, over one million adult listeners have tuned to KFWB. Ever since we became L.A. and Orange Counties' first all-news radio station in March of 1968.\*

If you've got a client that could use a million a week, call KFWB. We're the only station in town that's been delivering it for over 14 years.

\*Source: ARB, Total Week Cume, Adults 18+, Winter, Spring and Fall rating reports. Spring 1968 through present.

**KFWB ALL NEWS 98** 

#### LOUISVILLE

#### WRKA becomes Louisville's young adult slugger

FASTEST MOVER—Capitol's Ray Quinn-run WRKA-FM adult contemporary format has been on the increase for the past two books (3.6-6.8-9.2). Uses Gold Card promotion so listeners can win car, cash and TV appliances. Ran with medium exposure TV campaign. Some magazine ads. Station ranks first 18-34.

**BIGGEST DECREASE**—Drake-Chenault programmed country WAMZ is off 2.7 shares overall. Still strong enough to rank fourth 25-54.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WRKA wins with almost double what its nearest competitor has. WLOU's black format is second (fifth overall jumping from 6.3 to 8.0). Sebastian-Casey consulted album rocker WQMF is up for third straight book ranking third 18-34, first men 18-34. John Page Otting's station conducted on-air contests. Used outside TV advertising. Multimedia's WAKY pulled in fourth. On-air contests, TV, billboards.

25-54 ADULTS—Great Trails WCII country station wins most in this category (third in overall audience). Consulted by E. Alvin Davis. On-air contesting during rating period. WRKA is second in 25-54 making its total 18-34 spread very impressive. Schulke-programmed beautiful music WVEZ gives Multimedia the third highest rated station (number one overall 12+). Country WAMZ is next. Station conducted outside advertising campaign.

FACTS & FIGURES—Consultants John Sebastian (WQMF) battles Burkhart/Abrams (WLRS) in album rock competition. . . . Al Ham's Big Band/nostalgia format is on WXVW (2.1 to 0.9 first book).

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 N		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE-	OWNER	RANK	METRO Monday-	<b>CUME</b> Sunday
		Ĭ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		٣	I	Œ.	σ			6 AM - 1	12 MId
1	WVEZ	BM	12.9	10.7	9.9	10.4	9.3	Eastman	106.9	N/A	12.0	5.56	Multîmedia	1	WHAS	196,000
2	WRKA	AC	1.6	3.1	3.6	6.8	9.2	Christal	103.1	60	14.3	4.59	Capitol	2	WAKY	152,900
3	WCII	С	4.7	4.5	4.7	6.7	8.4	Torbet	1080	N/A	14.3	4.20	Great Trails	3	WCII	141,600
4	WHAS	AC	10.8	8.9	7.8	9.7	8.4	Blair	840	180	17.7	3.40	WHAS, Inc.	4	WRKA	138,400
5	WL0U	В	4.7	9.4	5.7	6.3	8.0	Bernard Howard	1350	40×6	7.6	7.55	Summers	5	WAVG	137,100
6	WAMZ	С	6.9	8.8	11.7	10.6	7.9	Blair	97.5	80	13.6	4.15	WAMZ, Inc.	6	WKJJ	134,400
7	WQMF	Α	4.7	3.7	3.9	6.1	7.7	Selcom	95.7	45x12	12.6	4.37	The Other Corp.	7	WAMZ	134,300
8	WAVG	AC	8.2	7.7	6.8	8.2	7.2	Katz	970	65x6	13.3	3.89	ORIN	8	WQMF	122,700
9	WKJJ	R	10.2	7.8	10.5	8.7	6.9	Torbet	99.7	N/A	13.0	3.82	Great Trails	9	WLRS	113,000
10	WAKY	0	5.7	9.8	9.5	5.0	6.2	Eastman	790	N/A	13.6	3.28	Multimedia	10	WVEZ	109,800
11	WLRS	Α	10.1	5.7	8.5	6.0	5.1	Katz	102.3	60×6	10.3	3.50	Kentucky Tech	11	WLOU	65,100
12	WINN	ВВ	8.0	5.9	5.0	3.6	3.3	McGavren	1240	40	5.9	4.05	Whatever's Fair	12	WINN	60,200
13	WFIA	REL	1.5	1.4	1.1	1.3	22	None	900	10x10	3.1	5.03	Radio 900	13	WXLN	31,000
14	WTMT	С	2.0	2.8	2.9	2.3	1.7	Jack Masla	620	18	2.0	6.29	Jefferson	14	WFIA	29,000
15	WXLN	REL	0.7	1.1	1.1	1.2	1.7	Radio Spot	103.9	20x 10	3.0	4.04	Radio 900	15	WJYL	<b>25</b> ,600
16	WJYL	AC	1.6	3.5	1.9	0.4	0.9	CBS/FM	101.7	40	2.2	2.98	Publicast Comm.	16	WXVW	22,400
17	WXVW	ВВ	1.2	1.1	0.9	2.1	0.9	Savelli & Schutz	1450	35×6	2.0	3.24	Sunnyside	17	WTMT	17,000

¥		<b>DEMO</b> ( Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average			REAKO ro Mond		Adults	
A	Ac	dults	N	1en	Wo	men	6-1	MAO	10-	-3PM	3-	7PM	7-1	2Mid
r	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WRKA	WCII	WQMF	WCII	WRKA	WRKA	WRKA	WCII	WRKA	WRKA	WRKA	WVEZ	WRKA	WVEZ
2	WLOU	WRKA	WRKA	WHAS	WAKY	WVEZ	WAKY	WHAS	WAKY	WVEZ	WQMF	WAMZ	WQMF	WRKA
3	WQMF	WVEZ	WLOU	WRKA	WKJJ	WCII	WCII	WAKY	WLOU	WCII	WAKY	WRKA	WLRS	WAMZ
4	WAKY	WAMZ	WLRS	WAMZ	WAMZ	WAMZ	WHAS	WAMZ	WCII	WLOU	WLRS	WCII	WKJJ	WCII
5		WHAS	WAKY	WAKY	WLOU		WQMF	WRKA	WKJJ		WKJJ	WHAS	WAMZ	

Market Rank: 42 Total Persons 12+: 743.200

Stations: 17 MSA Diaries: 1,372 Revenue Rank: 47 Revenue: \$13,229,078 Income Rank: 371 Income: \$-1,137,721

Local Revenue: \$10,048,590 National/Regional Revenue: \$2,778.035

Network Compensation: \$194,653 Other: \$207.800

Commissions/Discounts: \$1,664,551 Total Expenses: \$12,702.248 Local TV Revenue: \$15,690,144

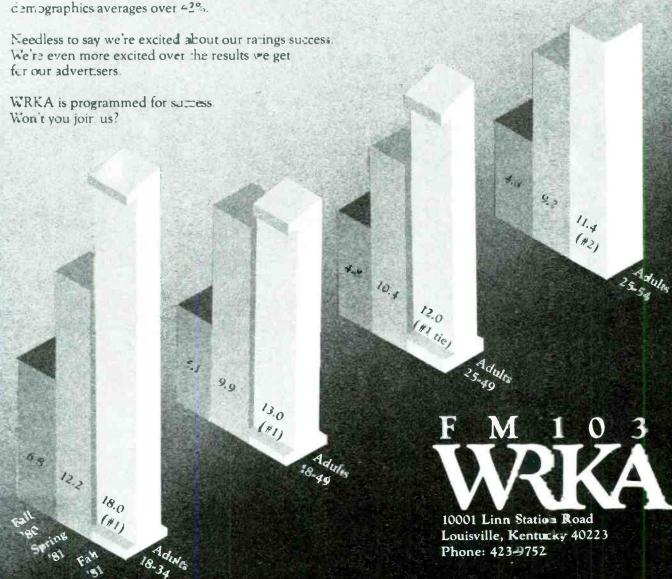
Radio Performance Index: 97

## WRKA FM 103 is programmed for success!

In January of 1981, WRKA promised Kenruckiana a great new FM radio station. We honestly felt a need for a Louisville radio station geared toward the 25 to 44 year old who wanted to hear the popular music of the last twenty years, and desired news and information to fit their lifestyle. No screaming disc jockeys. No million dollar giveaways. Just an honest radio station that could compete in a market full of top flight managers, programmers, and consultants.

By August of 1981, WRKA had become the fastest growing radio station in Kentuckiana, up an average of 76% in the four key adult demographics.

However, when the Arbitron dust had settled, The Birch Report continued to trend our upward growth. Now we're happy to report yet another huge audience increase for WRKA. This time our growth in the four adult demographics averages over 42%.



#### **MEMPHIS**

#### Plough's WHRK almost doubles

FASTEST MOVER—Plough black-formatted WHRK jumps from 9.6 to 16.7 in total audience 12+. First in 18-34, 25-54 adults. Used window sticker game for cash prizes to audience. Did 5 outdoor billboards.

BIGGEST DECREASE—Scripps-Howard country formatted WMC-AM off 3.9 shares overall. Still third 25-54. Conducted Las Vegas jackpot on-air during rating period for trip to Las Vegas. Also cash contest. Some TV and billboards.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-WHRK wins here. WZXR is second with Burkhart/Abrams album rock format. Used medium exposure TV campaign, magazine ads, some transit advertising. WMC-FM is third with its rock format.

25-54 ADULTS-WHRK is first beating out WEZI's Schulke-programmed beautiful music format which is delivering excellent demographics. WMC third. WRVR adult contemporary station ranks fourth. Used WRVR Key Kaper promotion for \$1004 savings certificate and a trip to Bermuda. WLVS ranks 6th 25-54; ninth overall. Contests offered stereo prize. Used TV, magazine ads. Some billboards.

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEEK METRO ( Monday-S	CUME Sunday
		6	O N 79	A M 80	O N 80	Sprg 81	Fall 81		2	Ī		O		_	6 AM - 1	2 Mid
1	WHRK	В	9.2	12.6	11.1	9.6	16.7	Eastman	97.1	N/A	17.2	6.09	Plough	1	WMC-FM	159,500
2	WEZI	ВМ	10.9	10.5	12.1	10.8	11.2	Katz	105.9	101x6	14.7	4.78	Harte-Hankes	2	WHRK	153.900
3	WMC-FM	R	10.5	9.4	7.4	10.3	9.1	Blair	99.7	N/A	15.2	3.73	Scripps-Howard	3	WEZI	140.400
4	WZXR	Α	8.6	10.2	13.4	11.5	8.8	McGavren	102.7	N/A	11.8	4.70	Summit	4	WMC	117.400
5	WMC	C	8.8	9.7	10.9	11.8	7.9	Blair	790	N/A	11.9	4.20	Scripps-Howard	5	WDIA	117.100
6	WDIA	В	7.9	8.7	<b>5</b> .9	5.4	7.6	Bernard Howard	1070	76×6	11.7	4.10	Viacom	6	WZXR	112,700
7	WRVR	AC	5.8	5.6	5.4	6.6	6.6	Bernard Howard	104.5	90×6	9.9	4.16	Viacom	7	WRVR	99.700
8	WLOK	В	5.8	6.7	4.7	5.1	5.1	Jack Masla	1340	45×6	8.8	3.69	Gilliam	8	WHBQ	92.600
9	WLVS	С	2.3	3.5	5.0	5.2	4.2	Selcom	94.3	42×6	6.7	3.94	0mni	g	WLOK	91.600
10	WMPS	C	6.3	3.5	4.2	6.9	4.0	Eastman	680	N/A	7.2	3.50	Plough	10	WREC	85 600
11	WHBQ	0	6.6	3.8	4.8	4.4	3.8	RKO	560	N/A	7.8	3.05	RK0	11	WMPS	7 <b>8</b> , <b>7</b> 00
12	WREC	BB	4.1	4.5	4.2	2.9	3.7	McGavren	600	N/A	7.4	3.15	Summit	12	WLVS	<b>69</b> ,500
13	KWAM-FM	В	2.5	2.3	1.0	0.8	2.4	Dora Clayton	101.1	N/A	3.8	3.91	KWAN, Inc.	13	KWAM-FM	<b>39.2</b> 00
14	WWEE	N/T	3.3	2.6	2.3	1.4	2.0	Selcom	1430	N/A	2.0	6.00	Big River	14	WWEE	18.500
15	WMS0	REL	••	••	0.0	4.0	1.2	N/A	630	N/A	1.3	5.76	Victory	15	WMS0	12,400
16	KSUD	REL	1.4		0.5	1.3	0.7	N/A	730	8.55	1.0	4.36	Newport	16	KWAM	12.700
17	KWAM	REL	2.5	2.7	1.6	2.1	0.7	Dora Clayton	990	N/A	1.2	3.73	KWAM, Inc.	17	KSUD	<b>10</b> . 100

4		<b>DEMO</b> ( Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> lay-Friday	Adults	
A	Ac	lults	, N	1en	Wo	omen	6-1	0AM	10	-3РМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	WHRK	WHRK	WHRK	WHRK	WHRK	WEZI	WHRK	WMC	WHRK	WEZI	WHRK	WEZI	WHRK	WHRK
2	WZXR	WEZI	WZXR	WEZI	WRVR	WHRK	WRVR	WEZI	WZXR	WHRK	WMC-FM	WRVR	WZXR	WEZI
3	WMC-FM	WMC	WMC-FM	WMC	WMC-FM	WRVR	WZXR	WHRK	WRVR	WRVR	WRVR	WHRK	WMC-FM	WRVR
1	WRVR	WRVR	WRVR	WLVS	WZXR	WMC	WMC-FM	WRVR	WMC-FM	WMC	WZXR	WMC	WEZI	WLVS
i		WMC-FM		WRVR		WMC-FM	WHBQ	WMC-FM	WEZI	WMC-FM	WLVS	WMC-FM	WRVR	WMC

Market Rank: 43 Total Persons 12+: 742,800

Stations: 17 MSA Diaries: 1,317

Revenue Rank: 39 Revenue: \$15,315,593 Income Rank: 153

Income: \$99.655

Local Revenue: \$10,236.401 National/Regional Revenue: \$4,696,674 Network Compensation: \$278,049

Other: \$104,469

Commissions/Discounts: \$2,227,700 Total Expenses: \$12,988,238

Local TV Revenue: \$15,290,952 Radio Performance Index: 97

#### What's 56# WHBQ Doing In Drives Times With Adults 25-34? Delivering Riggest Audience in Memphisi ADULTICONTEMPORARY/OLDIES TOPT ROCK SOLBLIM ROCK CK BEAUTIFUL MUSIC STATION WHRY FM WHEO ALAVS BIG BAND 1.23. A. 56. T. 89.C. SOURCE: Memphis ARB, Fall '81 Mon.- Fri., 6 a.m.-10 a.m. & 3 p.m. - 7 p.m. Metro. Cume estimates subject to qualifications issued by these services. Copies of such qualifications available on request.

WHBQ Memphis/KFRC San Francisco/WRKO ● WROR Boston/WAXY Fort Lauderdale-Miami/KHJ KRTH Los Angeles/WFYR Chicago/WOR ● WXLO New York/WGMS AM-FM Washington, D.C. Represented Nationally by RKO Radio Sales, Inc.

#### MILWAUKEE-RACINE

#### Three stations battle for 18-34; WBCS wins 25-54

FASTEST MOVER—LIN's Schulke II adult contemporary format on WEMP up from 0.9 to 2.8. Ranks eleventh 25-54. Outside advertising included bus cards and TV.

BIGGEST DECREASE—Tie between Schulke-programmed WEZW beautiful music and Hearst adult contemporary WISN. WEZW still third 25-54. WISN second.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-Malrite's WZUU-FM inches ahead of Hearst's WLPX Burkhart/Abrams consulted album rocker which is tied with WQFM album rocker. WZUU-FM offered vacations as part of its on-air promotion. Did heavy transit advertising and 100 taxitops. Very promotion-minded station. WLPX is number one at night 18-34 and no worse than fourth in any other 18-34 daypart. Country WBCS is fourth.

25-54 ADULTS—Great Trails' country staton WBCS is up almost one full sharepoint for first 25-54 and third overall 12+. Carried baseball. Ran "Money Man," "Secret Sound" contests. Also gave away Nashville trip. Other on-air promotions. Light TV. WISN is solid number two 25-54. WEZW is third conducting "Win An Easy Day" contest with 104 various prizes. Some transit advertising, WZUU-FM comes in fourth.

FACTS & FIGURES—WZUU-AM switched to oldies. Held "Great America Theme Park" concert promo. Ratings about the same 1.9 to 2.0. . . . FM 100 (WXJY), Burkhart/Abrams (WLPX), John Lund (WISN), Schulke (WEZW, WEMP) consult in this market. . . . Five of the top seven stations showed decreases in 12+ audience.

RANK	STATION	DRMAT	ARBI	Total	METI person M - 12 I		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEN METRO Monday-S	CUME
_		FO	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		9	Ī	-	ō		-	6 AM - 1	12 Mid
1	WTMJ	AC	15.3	15.0	12.3	10.7	9.8	Christal	620	215	18.8	3.93	WTMJ	1	WTMJ	334,500
2	WEZW	BM	10.3	12.0	11.8	11.4	9.4	McGavren	103.7	109	13.9	5.08	Multimedia	2	WISN	309,100
3	WBCS	С	7.1	8.7	8.2	8.3	9.2	Torbet	102.9	124	14.0	4.96	Great Trails	3	WBCS	229,200
4	WISN	AC	10.7	10.3	11.0	10.1	8.1	Katz	1130	150x6	16.7	3.66	Hearst	4	WEZW	228,300
5	WZUU-FM	AC	5.1	4.0	4.8	5.3	6.6	Eastman	95.7	112	12.4	4.00	Malrite	5	WZUU-FM	220,300
6	WLPX	Α	8.1	7.2	6.0	6.3	5.8	Katz	97.3	100	11.5	3.81	Hearst	6	WLPX	209,500
7	WQFM	Α	4.4	3.7	4.3	6.0	5.5	Selcom	93.3	N/A	9.8	4.20	Shamrock	7	WQFM	169,200
8	WLUM	В	1.8	2.7	3.2	2.6	4.0	Bernard Howard	102.1	N/A	6.5	4.63	Suburbanaire	8	WOKY	167,600
9	WMYX	AC	0.6	1.3	1.5	3.6	3.8	Blair	99.1	N/A	8.0	3.60	LIN	9	WKTI	162,900
10	WKTI	R	3.8	3.3	2.5	3.9	3.4	Christal	94.5	39	8.2	3.17	WTMJ	10	WMYX	150,800
11	WFMR	CL	2.3	2.9	5.0	2.3	2.9	Roslin	96.5	50	5.3	4.08	WFMR	11	WLUM	107,600
12	WEMP	AC	1.5	1.2	0.7	0.9	2.8	Blair	1250	N/A	5.0	4.24	LIN	12	WRKR	101,800
13	WOKY	AC	7.2	3.4	3.0	4.0	2.7	Hillier	920	75	7.5	2.67	Charter	13	WZUU	93,200
14	WMKE	С	2.0	2.3	2.2	2.0	2.0	Torbet	1340	45	4.2	3.54	Great Trails	14	WFMR	92,200
15	WXJY	BM	2.3	1.9	0.8	1.8	2.0	P/W	98.3	N/A	2.6	5.81	Darrell Peters	15	WMKE	78,600
16	WZUU	0	1.9	0.9	0.6	1.9	2.0	Eastman	1290	62	4.7	3.17	Malrite	16	WEMP	86,100
17	WRKR	R	0.9	2.2	2.3	2.8	1.7	N/A	100.7	40x6	4.6	2.72	Brdcst. Mgmt.	17	WBBM	61,400
18	WBKV-FM	BM	1.2	1.1	1.0	0.8	1.5	N/A	92.5	18	2.9	3.98	West Bend	18	WMAQ	60,300
19	WMAQ	С	1.3	1.7	2.1	1.3	1.4	Eastman	670	N/A	3.1	3.33	NBC	19	WBKV-FM	51,200
20	WIND	T	1.0	0.6	1.0	1.8	1.3	RAR	560	N/A	2.2	4.45	Westinghouse	20	WXJY	41,800

¥			GRAPHI Hour Mo			M-12 Mid		Average			REAKO		Adults	
KA	Ad	lults	N	ten	Wo	men	6-1	0AM	10-	3РМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	WZUU-FM	WBCS	WQFM	WBCS	WZUU-FM	WEZW	WZUU A/F	WBCS	WZUU-FM	WEZW	WZUU-FM	WZUU-FM	WLPX	WBCS
	WLPX	WISN	WLPX	WISN	WISN	WBCS	WISN	WZUU A/F	WLPX	WBCS	WQFM	WBCS	WLUM	WISN
3	WQFM	WEZW	WZUU-FM	WZUU-FM	WMYX	WISN	WBCS	WISN	WQFM	WISN	WLPX	WEZW	WQFM	WEZW
1	WBCS	WZUU-FM	WBCS	WTMJ	WLUM	WTMJ	WLPX	WTMJ	WISN	WZUU-FM	WMYX	WISN	WMYX	
5	WISN	WTMJ	WLUM	WEZW	WBCS	WZUU-FM	WQFM	WEZW	WBCS	wzuu	WBCS	WTMJ	WBCS	

Market Rank: 24 Total Persons 12+: 1,296,300

Stations: 25 MSA Diaries: 1,415

Revenue Rank: 23 Revenue: \$26,579,626 Income Rank: 14

Income: \$2,395,405

Local Revenue: \$20,894,804 National/Regional Revenue: \$5,212,847 Network Compensation: \$342,362

Other: \$129,613

Commissions/Discounts: \$3,670,391

Total Expenses: \$20,513,830 Local TV Revenue: \$23,952,111 Radio Performance Index: 129

## TO REACH YOUR TARGET GROUPS IN MILWAUKEE...

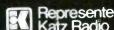
ADULTS 25-plus

**ADULTS 18-34** 

RACIOII 97 WISN WL WISN WI



**HOME OF THE MILWAUKEE BREWERS** 



#### MINNEAPOLIS-ST. PAUL

#### KSTP-FM, KDWB-FM, KQRS-FM among top stations

FASTEST MOVER-WCCO-AM gains 2.7 shares. Conducts contests and promotions, but station is so heavily into weather and service that listeners rely on it. First 25-54, third 18-34, first in men and women 25-54.

BIGGEST DECREASE—Malrite's Bonneville-programmed beautiful music station off 1.7 shares for seventh overall ranking. KEEY-FM is also sixth 25-54. Tried various "Night Out" promotions where hundreds of listeners are taken to events such as river cruises, hockey games, movies, plays.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Hubbard's KSTP-FM continues its phenomenal growth with first place 18-34, second overall 12+ (up 2.4 shares from previous book). Number one with both men and women 18-34. Did Cash Call. Burkhart/Abramsconsulted KQRS AM/FM ranks second, fifth overall 12+. WCCO is third pulling young adults as well as prime adults 25-54. Doubleday's KDWB-FM is up for third straight book 12+ for number four ranking. Fourth 18-34. Uses \$63 Cash Music Test giving away \$63 for 100 days and grand prizes of microwave oven, Mexican vacation or a new van

25-54 ADULTS—After first placed WCCO-AM is KSTP-FM which has carved a pretty solid niche for itself demographically in this market. Storz country WDGY is off 12+ (7.1 to 6.4) but still ranks fifth overall, third 25-54. Manager Dale Weber uses lifestyle prizes, money and home video lures to listeners. Heavy billboard showing, medium exposure TV campaign, light newspaper. Bob Henabery-consulted WCCO-FM ranks fourth with its adult contemporary format.

FACTS & FIGURES—TM Country programmed KTCR off 1.2 shares. . . . Competitor KJJO up slightly.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER		WEEK METRO Monday-S	<b>CUME</b> Sunday
		Ĭ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		5	I	-	ō			6 AM - 1	2 Mid
1	WCC0	AC	22.4	22.5	24.5	20.2	22.9	CBS	830	400	36.2	5.16	Midwest	1	WCCO	804,800
2	KSTP-FM	AC	10.4	9.5	10.1	12.4	14.8	Christal	94.5	N/A	23.5	5.16	Hubbard	2	KSTP-FM	<b>515</b> .300
3	KQRS A/F	Α	10.0	8.5	5.5	6.4	6.8	Torbet	1440/92.5	135	13.4	4.13	McKenna	3	WDGY	321,400
4	KDWB-FM	A	2.6	2.8	5.7	6.3	6.6	McGavren	101.3	130	12.9	4.15	Doubleday	4	KQRS A/F	318,900
5	WDGY	С	6.6	7.1	5.3	7.1	6.4	Blair	1130	140	13.4	3.93	Storz	5	KDWB-FM	306,100
6	WCCO-FM	AC	4.9	4.4	4.3	3.8	4.4	Eastman	102.9	85	10.4	3.43	Midwest	6	WCCO-FM	271,700
7	KEEY-FM	ВМ	7.1	4.3	6.0	5.9	4.2	Katz	102.1	N/A	8.5	4.06	Malrite	7	WLOL	252,000
8	WLOL	AC	1.9	4.9	5.8	4.4	4.2	Selcom	99.5	10x65	9.8	3.50	Liggett	8	KSTP	237,700
9	WAYL-FM	ВМ	4.9	4.9	4.5	4.8	4.1	Major Market	93.7	12x65	8.2	4.04	Entercom	9	KDWB	223,400
10	KSTP	N	4.2	4.5	3.2	3.5	3.3	Christal	1500	80	8.7	3.09	Hubbard	10	KEEY-FM	201,300
11	WWTC	AC	2.6	3.9	3.5	3.2	2.5	Jack Masla	1280	60	5.9	3.45	Metropolitan	11	WAYL-FM	198,500
12	KDWB	AC	3.5	3.7	3.0	2.6	1.8	McGavren	630	130	6.6	2.19	Doubleday	12	WWTC	153.200
13	KJJ0	С	1.1	1.3	1.2	1.2	1.8	Hillier	104.1	N/A	4.1	3.53	Roy H. Park	13	KJJO	105.900
14	KTCR-FM	С	1.6	1.8	1.6	2.8	1.6	Jack Masla	97.1	N/A	3.7	3.43	Hennepin	14	WAYL	104,700
15	WAYL	ВМ	1.8	15	1.6	1.0	1.6	Major Market	980	N/A	3.9	3.33	Entercom	15	KTCR-FM	98,100
16	KRSI	ВВ	0.8	1.6	1.0	1.0	1.0	Hillier	950	N/A	2.7	3.19	Roy H. Park	16	KRSI	71,800
17	WMIN	С	1.2	0.7	0.8	0.5	0.9	Walton	1010	18	1.1	6.37	Voyageur's	17	KTWN-FM	48,600
18	KTWN-FM	J	0.9	1.0	1.1	1.0	0.8	None	107.9	30	1.9	3.49	No. Suburban	18	KEEY	44,500
19	KEEY	BM	0.6	0.4	0.9	0.5	0.3	Katz	1400	N/A	1.3	2.11	Malrite	19		111311
13	KELT	DIVI	0.0	0.4	0.9	0.5	0.5	NaiZ	1400	N/A	1.3	2.11	Marrie	19	WMIN	23,000

¥		<b>DEMO</b> C Quarter l		C BREA		M-12 Mid		Average		PART BI	REAKO	U <b>T</b> ay-Friday	Adults	
RA	Ac	lults	N	len	Wo	men	6-1	0AM	10-	ЗРМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KSTP-FM	WCC0	KSTP-FM	wcco	KSTP-FM	wcc0	KSTP-FM	wcco	KSTP-FM	KSTP-FM	KSTP-FM	wcco	KSTP-FM	wcc0
2	KORS A/F	KSTP-FM	KORS A/F	KSTP-FM	WCCO-FM	KSTP-FM	WCC0	KSTP-FM	KORS A/F	wcco	KORS A/F	KSTP-FM	KORS A/F	KSTP-FM
3	WCC0	WDGY	WCC0	WDGY	KORS A/F	WDGY	KORS A/F	WDGY	KDWB-FM	WDGY	KDWB-FM	WDGY	KDWB-FM	KORS A/F
4	KDWB-FM	WCCO-FM	KOWB-FM	KORS A/F	KDWB-FM	KEEY-FM	WCCO-FM	WCCO-FM	WCCO-FM	wcco-FM	wcco	KORS A/F	wcco	WDGY
5	WCCO-FM	KORS A/F	WLOL	WCCO-FM	wcco	WCCO-FM	KDWB-FM	WWTC	wcco			WCCO-FM	WCCO-FM	WCCO-FM

Market Rank: 16

Total Persons 12+: 1.756,900

Stations: 20

MSA Diaries: 1.666

Revenue Rank: 13 Revenue: \$40,437.895 Income Rank: 5 Income: \$8,239,043

Local Revenue: \$29,394,681

National/Regional Revenue: \$7,718,396 Network Compensation: \$441,123

Other: \$2,883.695

Commissions/Discounts: \$6,128,574 Total Expenses: \$26,070,278

Local TV Revenue: \$36,033,004 Radio Performance Index: 115

## ADY SEES L

# 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.

KDWB AM 63

a a

#### MODESTO

#### KOSO, KBEE-FM capture target audience

FASTEST MOVER—McClatchy's Bonneville-programmed beautiful music station is up nearly five full share points 12+ for a first place finish. Also number one in prime 25-54 demographics which is unusual for beautiful music formats in the majority of markets where they run. Station also captures men, women 25-54.

BIGGEST DECREASE—Album rocker KFIV-FM off 3.2 shares. Station consultant Kurt Hanson did managed to bring it in second 18-34 for good positioning in that demographic group. Claim no on-air contests during rating period. Heaviest advertising was billboards with some TV, newspapers, transit cards.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Rocker KOSO first (also second overall 12+). Featured "Thousand Dollar Countdown" asking

listeners to keep track of the songs for possible \$1,000 cash prize. Also usual album and movie ticket giveaways. Medium newspaper campaign and some television backed up on-air efforts. KFIV-FM pulled in enough listeners to rank second. Third men 18-34, second women 18-34 with their album rock format. Rocker KHOP remains strong. Third 18-34, 12+. KBEE-FM beautiful music format attracts enough younger listeners to rank fourth 18-34.

25-54 ADULTS-KBEE-FM wins. Newspaper and transit advertising evident during the rating period. Rocker KOSO comes in second giving it full spectrum numbers for 18-54. NBC-owned KNBR is up one full share from San Francisco. Ranks third in prime adults. KCEY's country format used consultant Bob Goode. Contests featured newspaper solicitation and mail-ins giving away \$139 dollars per person at random.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEN METRO Monday-	CUME
		Ĭ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		õ	Ī	Œ	ō		Œ	6 AM - 1	2 Mid
1	KBEE-FM	ВМ	**	10.5	••	10.3	15.1	Katz	103.3	21	17.3	6.46	McClatchy	1	KOSO	47,200
2	K0S0	R	**	6.2	••	8.8	10.0	Selcom	93.1	24	16.0	4.63	Koso, Inc.	2	KBEE-FM	45,800
3	KH0P	R	**	6.9	**	8.3	8.0	Torbet	104.1	33	12.2	4.83	Pete Pappas	3	кнор	35,700
4	KTRB	С	**	8.0	**	5.9	6.6	Torbet	860	33	11.6	4.18	Pete Pappas	4	KTRB	35,200
5	KNBR	AC	• •	5.8	**	4.4	5.4	McGavren	680	300	10.7	3.74	NBC	5	KNBR	<b>84,3</b> 00
6	KCEY	С	**	5.8	**	5.0	5.1	Christal	1390	23	9.2	4.15	Behan	6	KFIV-FM	31,300
7	KFIV-FM	AC	**	7.2	**	8.3	5.1	McGavren	102.3	12x34	9.9	3.84	Kilibro	7	KFIV	30,200
8	KCBS	N	**	6.9	**	5.6	4.3	CBS	740	450	8.8	3.62	CBS	8	KCBS	28.800
9	KMYT	BM	• 0	5.8	**	4.4	4.3	Torbet	97.5	13.50 x 5	4.8	6.67	Radio One, Inc.	g	KCEY	28,100
10	KRAK	С	**	3.3	••	5.0	3.4	Eastman	1140	204x6	6.2	4.06	Affiliated	10	KFYE	19,900
11	KLOC	SP	**	1.4	**	3.8	3.1	Lotus	920	16	4.3	5.39	Clock	11	KRAK	19,500
12	KAMB	REL	**	2.9	**	2.7	3.1	N/A	101.5	N/A	5.0	4.63	Central Valley	12	KFRC	19,400
13	KFYE	R	**	1.1	**	1.5	2.9	Selcom	93.7	N/A	5.9	3.56	KFYE-FM	13	KBEE	17,300
14	KFIV	AC	••	5.1	**	2.1	2.3	McGavren	1360	34x12	7.2	2.36	Kilibro	14	KMIX	15,800
15	KMIX	С	**	4.3	**	4.1	2.3	Christal	98.3	33	4.8	3.52	Behan	15	KAMB	14,800
16	KQKK	C	**	0.7	**	2.9	2.3	Christal	96.7	14.50	4.2	4.04	McFadden	16	KQKK	13,000
17	KFRC	R	**	2.2	**	1.2	2.0	RK0	610	N/A	5.2	2.85	RKO	17	KMYT	12,400
18	KSTN-FM	SP	**	1.1	**	1.2	2.0	N/A	107.3	8	3.0	4.87	Valley Brdcstrs.	18	KLOC	12,200
19	KBEE	AC	**	1.4	**	3.5	1.7	Katz	970	N/A	4.6	2.77	McClatchy	19	KSTN-FM	8.800
20	KFBK	N/T	##	**	**	**	1.1	Katz	1530	75	2.2	3.84	McClatchy	20	KWGF	8,100

¥		DEMO( Quarter		C BREA		M-12 Mid		Average		PART B Hour Met		_	Adults	
AA	Ac	lults	N	/len	Wo	omen	6-1	IOAM	10	-3PM	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KOSO	KBEE-FM	KH0P	KBEE-FM	KOS0	KBEE-FM	KOSO	KBEE-FM	KOSO	KBEE-FM	KHOP	KBEE-FM	кнор	KBEE-FM
2	KFIV-FM	KOSO	KOSO	KNBR	KFIV-FM	KOSO	кнор	KNBR	квее-ғм	KOSO	KFIV-FM	K0S0	KOSO	KMIX
3	кнор	KNBR	KFIV-FM	KOSO	KBEE-FM	KAMB	KFIV-FM	KOSO	KFIV-FM	KNBR	KOSO	KCEY	KFIV-FM	KEIV-EM
4	KBEE-FM	KCEY	KNBR	KCEY	KLOC		KFYE	KCEY	KAMB	KCEY	KBEE-FM	KFIV-FM	KSTN	KOSO
5		кнор			KSTN			кнор	кнор			KNBR		

Market Rank: 132 Total Persons 12+: 227,300

Stations: 10 MSA Diaries: 683 Revenue Rank: 99 Revenue: \$5,704,574

Income Bank: 275 Income: \$-114,710 Local Revenue: \$3,128,470

National/Regional Revenue: \$2,435,923 Network Compensation: \$11,021

Other: \$129,160

Commissions/Discounts: \$425.659 Total Expenses: \$5,393,625

Local TV Revenue: N/A Radio Performance Index: 93



How about you?

Just two years ago, California's great central valley started listening to KOSO. Today they're listening to us more than to anybody else! \*

KOSO FM 93.1 PATTERSON, CALIFORNIA

2121 Lancey Dr., Suite 1, Modesto, CA 95355 (207) 578-1306

REPRESENTED NATIONALLY BY SELCOM; #1 IN OUR BOOK.

\*SCURCE: ARBITRON, FALL 1981 ADULT3 18-34 #1 METRO, #1 TSA ADULT3 18-49 #1 METRO, #1 TSA ADULT3 25-49 #2 METRO, #1 TSA

TOTAL WEEK CUME FIGURES SUBJECT TO QUALIFICATIONS OF REPORT

#### **NEW YORK**

#### WOR regains first; WRKS turns it around

FASTEST MOVER—RKO's WRKS known as "Kiss" gains 2.3 shares doing black music-type format. Station very sensitive to being called "Black formatted" preferring "Urban Contemporary" instead. General Manager Lee Simonson rejuvenates once-floundering WXLO-FM. Ranks third in adults 18-34, fourth 25-54. Burkhart/Abrams consults.

BIGGEST DECREASE—WKTU-FM's disco format off 1.4 shares, but still very strong demographically. Just one tenth away from WOR 12+. Second to WBLS for adults 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Black influenced stations rank highest. WBLS first. WKTU second. WRKS third. NBC-owned WYNY-FM is fourth with ABC-owned album rock WPLJ fifth. Former SJR WKTU-FM is now owned by Infinity. Strategy included \$92,000 Giveaway offering cash, cars as prizes.

25-54 ADULTS-WBLS wins in this department, too. But WYNY is solid second. WNBC ranks third with WRKS close behind. WYNY's secret to success apparently warm personalities, well-researched music, jingles, contests. Used TV, bus posters to bolster on-air efforts. Dom Fioravanti's WNBC-AM rebounds from last book's wobble (3.9 to 4.5). Replaces WABC as number one AM music station.

FACTS & FIGURES—WOR celebrated its 60th anniversary winding up on top of ratings heap. Bonneville owned and programmed WRFM holds its 4 share (actually 4.4) for fifth straight book. Schulke-programmed WPAT-FM up 2.7 to 3.8 regaining past levels of performance. Metromedia's WNEW-AM big band format pulled lowest numbers in past three books (3.0).

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEEI METRO Monday-	<b>CUME</b> Sunday
		Ī	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		9	I		o		_	6 AM - 1	2 Mid
1	WOR	T	6.2	6.5	5.9	6.2	6.2	RKO	710	N/A	10.9	4.81	RK0	1	WINS	2,540,600
2	WKTU	D	8.3	6.5	6.4	7.5	6.1	Torbet	92.3	400x10	11.5	4.46	Infinity	2	WNBC	2.204,500
3	WBLS	В	7.1	6.4	7.4	6.1	5.9	McGavren	107.5	395	10.0	5.04	Inner City	3	WCBS	<b>2.102.</b> 600
4	WINS	N	4.9	5.3	4.3	4.4	5.6	RAR	1010	N/A	13.0	3.62	Westinghouse	4	WABC	2,067,700
5	WRKS	D	1.1	1.8	1.6	3.3	5.6	RK0	98.7	N/A	9.7	4.94	RKO	5	WKTU	<b>2.017,7</b> 00
6	WNBC	AC	4.7	4.8	4.6	3.9	4.5	Hillier	660	600	11.1	3.45	NBC	6	WOR	<b>1.891.8</b> 00
7	WPLJ	Α	3.7	4.1	4.5	4.1	4.5	Blair	95.5	300	9.1	4.22	ABC	7	WYNY	1,788,200
8	WRFM	BM	4.3	4.4	4.9	4.5	4.4	Torbet	105.1	200	6.8	5.45	Bonneville	8	WBLS	<b>1.710.2</b> 00
9	WYNY	AC	3.2	3.7	3.6	4.1	4.4	Hillier	97.1	N/A	9.5	3.87	NBC	9	WRKS	1,649,100
10	WCBS	N	4.8	4.7	4.8	4.5	4.2	CBS	880	600	10.4	3.39	CBS	10	WPLJ	1.644.300
11	WPAT-FM	ВМ	3.9	3.7	3.6	2.7	3.8	Eastman	93.1	125	7.4	4.31	Capital Cities	11	WPAT-FM	1,312,800
12	WABC	AC	3.6	3.5	4.6	3.7	3.1	Blair	770	N/A	9.4	2.85	ABC	12	WCBS-FM	1.182,900
13	WNEW	ВВ	2.7	2.9	3.7	4.0	3.0	Katz	1130	350	5.6	4.48	Metromedia	13	WRFM	1.145,900
14	WCBS-FM	0	2.9	2.5	2.2	3.7	2.7	CBS/FM	101.1	250	6.1	3.71	CBS	14	WNEW-FM	995,900
15	WJIT	SP	1.9	1.6	1.6	1.9	2.5	Caballero	1480	138	2.8	7.69	Infinity	15	WNEW	985,000
16	WNEW-FM	Α	2.8	3.0	2.8	2.5	2.4	Katz	102.7	300	5.2	3.83	Metromedia	16	WHN	940,100
17	WMCA	N/T	2.3	2.4	2.2	3.0	2.2	McGavren	570	N/A	4.4	4.12	Straus	17	WPAT	888,700
18	WAD0	SP	1.7	2.0	2.0	1.9	2.1		1280	140	2.5	7.13	Command Bdcst.	18	WMCA	808.900
19	WHN	С	2.6	2.2	2.4	2.8	2.1	Christal	1050	350	4.9	3.65	Mutual	19	WPIX	630.300
20														20	WQXR A/F	590,200

¥		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART BI Hour Met		<b>UT</b> lay-Friday	Adults	
RAN	Ac	dults	N	len	Wo	omen	6-1	IOAM	10-	-3PM	3-	7РМ	7-1	2Mid
_	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WBLS	WBLS	WPLJ	WBLS	WBLS	WBLS	WBLS	WINS	WRKS	WYNY	WKTU	WYNY	WBLS	WBLS
2	WKTU	WYNY	WBLS	WYNY	WKTU	WYNY	WNBC	WNBC	WKTU	WBLS	WBLS	WBLS	WKTU	WRKS
3	WRKS	WNBC	WKTU	WCBS	WRKS	WRKS	WYNY	WCBS	WYNY	WRKS	WRKS	WKTU	WRKS	WKTU
4	WYNY	WRKS	WRKS	WNBC	WYNY	WKTU	WRKS	WOR	WBLS	WCBS-FM	WYNY	WRKS	WPLJ	WYNY
5	WPLJ	WINS	WNEW-FM	WINS	WPLJ	WNBC	WPLJ	WBLS	WPLJ	WKTU	WPLJ	WCBS-FM	WYNY	WOR

Market Rank: 1

Total Persons 12+: 13,483,800 Revenue: \$151,140,042 National/Regional Revenue: \$34,033,692

Stations: 42

MSA Diaries: 4.587

Revenue Rank: 2

Income Rank: 2

Income: \$19.370.263

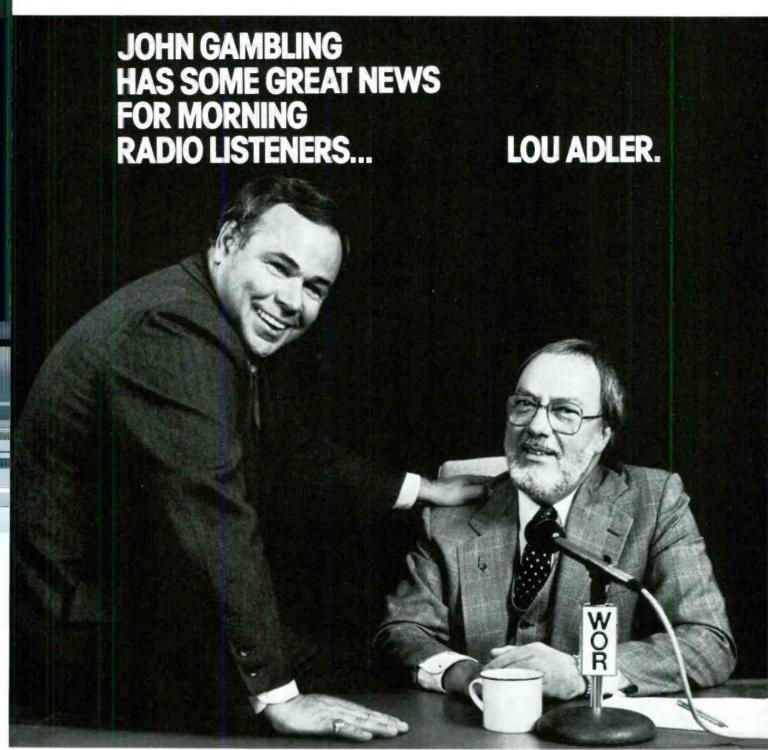
Local Revenue: \$113,558,058

Network Compensation: \$2,919,914

Other: \$628,378

Commissions/Discounts: \$19.709.966 Total Expenses: \$112.059.813

Local TV Revenue: \$200,290,615 Radio Performance Index: 111



#### Lou Adler, WCBS Newsradio's No. 1 newsman, 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 Inclsive, perceptive newscasts and business updates, presented in his own award-winning style, 5 to 10 A.M., Monday through Saturday.

Lou joins a proven feam, dedicated to keeping you on top of your world. George Meade keeps an eye on traffic from Hellcopter 710. Nationally-known sports commentator Don Criqui uncovers the inside sports news. Staff meteorol-

ogist Bill Korbel brings you accurate, up-to-the-minute weather forecasts. Consumer advocate Joan Hamburg shares tips on "How to Cope."

Altogether, we're bringing you more information than ever. And that's great news for every morning radio listener.

WOR & RADIO
710 THE HEART OF NEW YORK

#### NORFOLK-PORTSMOUTH-NEWPORT NEWS

#### Bonneville's WFOG rebounds again

FASTEST MOVER—Bonneville-programmed beautiful music on WFOG. Bill McCormick's station rebounds from big loss last book as it did from previous large loss in October/November 1979. Station also pulls in second highest ratings in 25-54 category.

BIGGEST DECREASE—Three stations have losses of two shares or more. WWDE's adult contemporary format is off 2.2 shares (5.9 to 3.7). Ranks seventh 25-54. Blackformatted WRAP off 2.1 shares (5.9 to 3.8). Ranks eighth 18-34. Adult contemporary WTAR off 2.0 shares although it remains fifth in 25-54.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Jeff Pollack-consulted WNOR-FM ranks first with album rock format. Station does some contesting on-air in usual album rock manner. Station ranks fourth overall and has been on steady upward trend with Pollack at helm. WNOR-FM off 0.5 shares 12+. WLTY's adult contemporary format ranks second. Second in men 18-34. first in women. Does no worse than second in all 18-34 dayparts. Number one in morning drive, midday. Country WCMS-FM is third 18-34 and first 12+. Black WOWI is fourth 18-34 and ranks as high as third in this category at night.

25-54 ADULTS-WCMS-FM first here making its overall 18-54 figures very significant. WFOG-FM's beautiful music station ranks second. WLTY third. Longtime rocker WGH is fourth and is fourth in everything except 7pm to mid. WTAR

FACTS & FIGURES—Burkhart/Abrams-consulted WQRK is off. Ranks seventh 18-34.

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	AANK	WEEK METRO Monday-S	<b>CUME</b> Sunday
		F	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		PC	Ī	Œ	ō			6 AM - 1	2 Mid
_ 1	WCMS-FM	C	10.9	8.2	8.0	9.8	10.8	Katz	100.5	N/A	13.6	5.97	WCMS FM, Inc.	1	WFOG	183.400
2	WFOG	BM	5.1	9.2	7.6	6.5	10.0	Torbet	92.9	85x12	15.0	5.04	McCormick	2	WGH	<b>163</b> ,800
3	WLTY	AC	6.6	4.3	3.9	4.6	7.8	Christal	95.7	N/A	12.6	4.66	Landmark	3	WCMS-FM	<b>159</b> ,900
4	WNOR-FM	Α	7.6	6.9	6.8	7.6	7.1	RK0	98.7	N/A	12.2	4.41	Josephson	4	WLTY	155,800
5	WGH	R	5.5	7.1	5.5	5.5	5.9	Blair	1310	4 0	11.9	3.72	Hampton Road	5	WNOR-FM	154,600
6	WOWI	В	6.8	6.8	9.8	5.2	5.9	N/A	102.9	N/A	10.6	4.19	Willis	6	WTAR	152.800
7	WTAR	AC	6.0	6.1	6.6	7.4	5.4	Christal	790	N/A	11.1	3.68	Landmark	7	WOWI	136,000
8	WRAP	В	6.2	5.3	5.0	5.9	3.8	Bernard Howard	850	45×6	8.2	3.44	Rollins	8	WRAP	118.700
9	WW0E	AC	4.1	5.7	5.5	5.9	3.7	CBS/FM	101.3	65	6.7	4.14	Golden East	9	WQRK	102,800
10	WNIS	N	1.7	2.7	2.9	2.5	3.5	Hillier	1350	N/A	5.5	4.79	WNIS, Inc.	10	WWDE	86,600
11	WPCE	REL	3.6	3.6	3.2	42	3.4	N/A	1400	N/A	5.0	5.05	Tidewater	11	WNOR	78,400
12	WQRK	R	5.2	3.2	4.5	4.6	3.1	Selcom	104.5	N/A	7.0	3.33	Bay City	12	WNIS	68,100
13	WNOR	В	1.2	2.6	1.3	1.4	2.6	RKO	1230	N/A	5.5	3.51	Josephson	13	WHG-FM	67,400
14	WCMS	С	4.5	2.5	3.1	2.7	2.3	Katz	1050	N/A	4.1	4.29	WCMS, Inc.	14	WXRI	<b>6</b> 6, <b>2</b> 00
15	WGH-FM	CL	3.3	2.6	3.1	1.8	2.1	Blair	97.3	16	4.7	3.40	Hampton Road	15	WPCE	61,400
16	WXRI	AC	1.1	1.0	1.3	2.2	1.8	Hillier	105.3	N/A	4.4	3.17	CBN Continental	16	WCMS	52.300
17	WCPK	ВМ	1.5	0.9	1.8	0.8	1.4	Southern	1600	13	1.8	5.89	Payne	17	WBCI	37,300
18	WYVA	С	1.4	1.2	1.6	0.7	1.3	N/A	94.1	16	1.9	4.96	Cradle of Oem.	18	WYVA	23,300
19	WBCI	R	1.7	2.5	2.0	1.4	0.9	None	96.5	24	2.3	2.79	Colonial	19	WCPK	20,900
20	WTJZ	j	1.2	0.9	0.7	0.6	0.7	Selcom	12.70	N/A	1.0	5.50	Bay City	20	WPEX	20,600

¥		<b>DEMOG</b> Quarter F		C BREA		M-12 Mid		Average		PART BI		U <b>T</b> ay-Friday	Adults	
RAL	Ad	ults	M	len	Wo	men	6-1	0AM	10-	3РМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WNOR-FM	WCMS-FM	WNOR-FM	WCMS-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WNOR-FM	WCMS-FM	WNOR-FM	WF0G-FM
2	WLTY	WFOG-FM	WLTY	WF0G-FM	WCMS-FM	WF0G-FM	WNOR-FM	WF0G-FM	WNOR-FM	WLTY	WLTY	WF0G-FM	WLTY	WCMS-FM
3	WCMS-FM	WLTY	WCMS-FM	WLTY	WNOR-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WF0G-FM	WOWI	WLTY	wowi	WLTY
4	W0WI	WGH	W0WI	WGH	WOWI	WGH	WGH	WGH	w0wi	WGH	WGH	WGH	WWDE	WWDE
5	WGH	WTAR	WGH	WTAR	WGH	WTAR	WOWI	WTAR	WRAP	WNIS	WCMS-FM	WTAR		wowi

Market Rank: 34

Total Persons 12+: 966.500

Stations: 22 MSA Diaries: 1.281 Revenue Rank: 41 Revenue: \$14,750,472

Income Rank: 366 Income: \$-768.254 Local Revenue: \$11,138,762

National/Regional Revenue: \$3,208,703

Network Compensation: \$192,844

Other: \$210,163

Commissions/Discounts: \$1,826,115

Total Expenses: \$13,692,611 Local TV Revenue: \$16,005,006 Radio Performance Index: 61



#### "NORFOLK'S MISSING MORE THAN 15 SHARES?!"

Where has everybody gone? Actually, nothing has changed! According to the Birch Report, the only service rating all of Norfolk radio, WMYK/WZAM continues to be number one, with a 13.7 share.\*

We believe we are being unfairly penalized in the Fall 1981 ARB through delisting.

We have not distorted the ratings We're proud to once again offer you the number one station in Norfolk.

For the rest of the story, call your rep today at 804/461-1194.

'Source: Dec/Jan 1982 Birch Report Metro Mon-Sun 6A-12M total persons 12+.

**K-94**Zam-11

#### **PHILADELPHIA**

#### Hottest hit: WCAU-FM

FASTEST MOVER-CBS-owned WCAU-FM gains 1.9 shares using Mike Joseph-consulted "Hot Hits" rock format. Moves up to fourth 12+, fifth 18-34. Up to top 5 18-34 in all major time periods except morning drive. New station features short playlist. No oldies. Sprinkling of recurrents. Lots of jingles. "Family Fortune" contest with cash giveaways. TV advertising featuring blazing "Hot Hits" artwork and radio jingle.

BIGGEST DECREASE—General Cinema's WIFI rocker off 1.9 shares dropping 4.4 to 2.5. Continues "Secret Sounds" contest on-air. Very little off-air advertising. Ratings may have been affected by advent of WCAU-FM. Ranks 15th 12+

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-Greater Media's adult contemporary

WMGK still owns this category. Takes most major demographics. Album rock WMMR is second 18-34, first men 18-34. Unity's WDAS-FM slips 7.1 to 5.4 12+ but holds on to third place 18-34. Outlet's album rock WIOQ does on-air promotion, but no extensive off-air effort. WCAU-FM's debut book is good for fifth 18-34.

25-54 ADULTS—WMGK wins here, too. Metromedia's WIP comes in second, but fifth overall. Carries Eagles NFL Football and Flyers NHL hockey during rating period. Onair contesting and TV, billboards. Westinghouse all-news KYW is third (first 12+). Surprise of this book is LIN's WUSL-FM which switched to Burns-Somerset "Continuous Country," (2.8 to 4.0).

FACTS & FIGURES—Schulke-programmed WWSH up 4.8 to 5.4. ... Talk WWDB increases its lead of CBS-owned WCAU-AM, 5.0 compared to 3.4.

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 I		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEK METRO Monday-S	CUME Sunday
		5	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		۵	I		O			6 AM - 1	2 MId
1	KYW	N	11.6	9.4	12.3	9.3	9.3	RAR	1060	470	20.8	3.69	Westinghouse	1	KYW	1.163.000
2	WMGK	AC	9.0	7.2	7.7	8.8	8.0	Major Market	102.9	N/A	14.2	4.67	Greater Media	2	WMGK	<b>710</b> ,900
3	WMMR	Α	5.3	5.9	5.2	5.7	6.2	Katz	93.3	200	11.4	4.46	Metromedia	3	WCAU-FM	<b>628.</b> 500
4	WCAU-FM	R	3.6	2.6	3.4	4.1	6.0	CBS/FM	98.1	125	11.9	4.16	CBS	4	WIP	616.700
5	WIP	AC	6.6	6.0	5.5	5.5	5.8	Katz	610	350	11.7	4.10	Metromedia	5	WMMR	588.200
6	WDAS-FM	В	5.3	6.2	6.8	7.1	5.4	Bernard Howard	105.3	136	8.6	5.18	Unity	6	WEAZ	<b>467.7</b> 00
7	WWSH	ВМ	6.1	6.1	5.3	4.8	5.4	Christal	106.1	140	8.2	5.40	Cox	7	WCAU	467.200
8	WEAZ	ВМ	5.9	6.2	6.5	5.7	5.3	Eastman	101.1	12x 130	9.3	4.66	WDVR	8	WDAS-FM	<b>428</b> ,500
9	WWDB	T	4.2	4.4	4.2	4.7	5.0	Hillier	96.5	100	7.5	5.46	Banks	9	WYSP	420.500
10	WIOQ	Α	3.4	4.0	3.6	3.4	4.3	McGavren	102.1	N/A	7.6	4.63	Outlet	10	WWSH	403.500
11	WPEN	ВВ	3.8	4.6	4.0	4.7	4.1	Major Market	950	N/A	7.5	4.53	Greater Media	11	WIOQ	<b>385</b> , 100
12	WUSL	С	2.7	3.1	1.9	2.8	4.0	Blair	98.9	N/A	6.4	5.19	LIN	12	WPEN	380,900
13	WYSP	Α	4.1	4.8	3.2	3.7	3.5	Torbet	94.1	130	7.6	3.83	Infinity	13	WWDB	367.900
14	WCAU	N/T	4.4	4.2	2.9	3.5	3.4	CBS	1210	200	8.1	3.43	CBS	14	WIFI	<b>327</b> .300
15	WIFI	R	2.7	3.0	4.4	4.4	2.5	Eastman	92.5	N/A	5.8	3.51	GCC	15	WUSL	<b>3</b> 11,900
16	WFIL	С	3.1	3.1	2.6	2.3	2.1	Blair	560	N/A	5.2	3.30	LIN	16	WFIL	311.000
17	WSNI	AC	2.4	2.0	2.9	2.7	2.0	RKO	104.5	N/A	4.3	3.69	Assoc. Comm.	17	WSNI	243,300
18	WFLN A/F	CL	2.2	2.2	1.7	1.8	1.9	Concert Music	900/95.7	65x6	4.1	3.80	Franklin	18	WFLN A/F	226.200
19	WDAS	В	1.4	1.2	1.3	1.3	1.8	Bernard Howard	1480	96	38	3.95	Unity	19	WDAS	204,500
20														20	WHAT	157,100

¥		<b>DEMO</b> ( Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average			REAKOI ro Mond		Adults	
A A	Ad	ults	N	len	Wo	men	6-1	0AM	10-	3РМ	3-	7PM	7-1	2Mid
Œ	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WMGK	WMGK	WMMR	WMGK	WMGK	WMGK	WMGK	KYW	WMGK	WMGK	WMGK	WMGK	WDAS-FM	WMGK
2	WMMR	WIP	WMGK	KYW	WDAS-FM	WIP	WIOQ	WMGK	WMMR	WIP	WMMR	WIP	WMMR	WIP
3	WDAS-FM	KYW	WIOQ	WIOQ	WCAU-FM	KYW	WMMR	WIP	WIOQ	WEAZ	WDAS-FM	WIOQ	WMGK	WDAS-FN
4	WIOQ	WUSL	WYSP	WIP	WMMR	WDAS-FM	KYW	WIOO	WDAS-FM	WWSH	WIOO	WUSL	WCAU-FM	WWSH
5	WCAU-FM	WIOQ	WDAS-FM	WMMR	WIOQ	WUSL	WDAS-FM	WWDB	WCAU-FM		WCAU-FM	WDAS-FM	WYSP	wwDB

Market Rank: 5 Total Persons 12+: 3,915,600

Stations: 23 MSA Diaries: 2,458

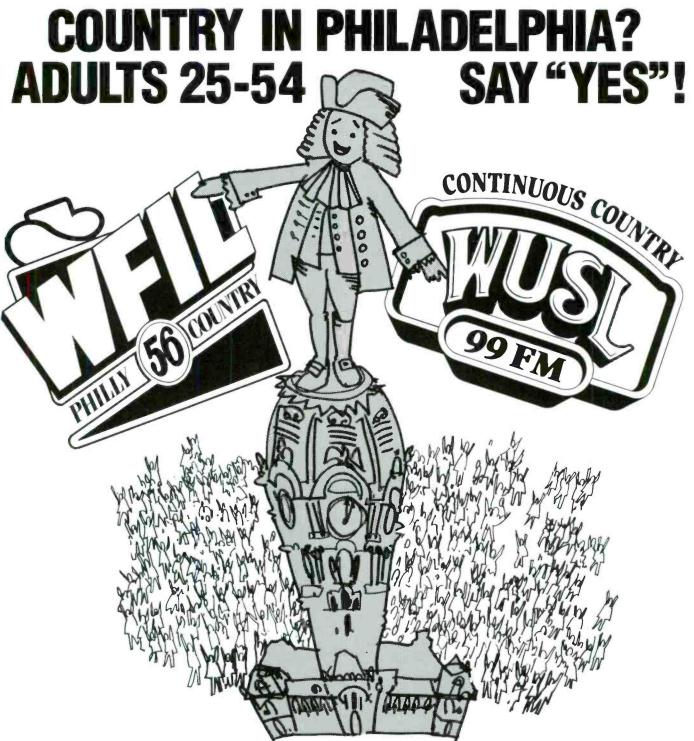
Revenue Rank: 6 Revenue: \$62,794,286 Income Rank: 6 Income: \$6,127,744

Local Revenue: \$41,590.993 National/Regional Revenue: \$19,178,545 Network Compensation: \$980,065

Other: \$1,044,683

Commissions/Discounts: \$9,581,891 Total Expenses: \$47,084,651 Local TV Revenue: \$58,792,870

Radio Performance Index: 90



### THE WFIL/WUSL COUNTRY MUSIC COMBO DELIVERS IN JUST 6 MONTHS!

Saturday 6AM-10AM #4 10AM-3PM #2 3PM-7PM #1 Monday through Friday 6AM-10AM #4 10AM-3PM #2 3PM-7PM #2

Sunday 6AM-10AM #4 10AM-3PM #1 3PM-7PM #1

#### **PHOENIX**

#### Sandusky's KDKB overtakes number one

FASTEST MOVER—Jeff Pollack-consulted album rocker KDKB up 2.0 full shares 12+. Becomes number one 18-34 by far. Tied in with nationwide Rolling Stones tour to give away concert tickets, albums. Heavy TV campaign and some print.

BIGGEST DECREASE—KZZP-AM/FM down 1.4 shares overall, but still solidly number two 18-34. On-air promotion during rating period plus television advertising.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-KDKB, KZZP AM/FM lead followed by KUPD album rocker making the first three 18-34 stations album rockers or rockers. KUPD is also third in men 18-34 and second 18-34 from 3pm-12 midnight. First Media's KOPA rocker ranks fourth using "Count the Numbers on Your Dollar Bill" contest for various cash prizes, as well as some TV advertising.

25-54 ADULTS—Buck Owens country KNIX-FM ranks first after using "Sticker On" campaign offering cash prizes from \$100 to \$1,000. Off-air featured TV, newspapers, magazines, billboards. KOY's adult contemporary station follows closely behind. "Magic Ticket" contest used with TV, billboard backup campaign. Also number one 25-54 in morning drive. KTAR's talk station is next carrying Dodger baseball, Cowboys football, college games, Phoenix Suns basketball. Did "Cash Call" on-air for amount of \$200 or up. Newspaper, TV, billboards, taxi tops highlighted off-air promotion. KDKB is four ranked adult station as well as top ranked 18-34.

FACTS & FIGURES—Beautiful music competitors KQYT (Churchill), KMEO (Bonneville) rank in markets top 5. Sherwood-Hennes consulted country KJJJ up 2.0 to 2.6.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS  Total persons 12+ 6 AM - 12 Mid					REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		2	I		a			6 AM - 1	2 Mid
1	KDKB	Α	4.2	6.4	6.2	6.5	8.5	Selcom	93.3	N/A	13.7	4.86	Sandusky	1	KTAR	233,400
2	KTAR	N/T	6.5	8.4	6.4	9.2	8.2	Blair	620	N/A	13.7	4.67	Pulitzer	2	KDKB	<b>2</b> 30, <b>10</b> 0
3	KMEO-FM	ВМ	7.6	6.7	8.8	9.0	7.7	McGavren	96.9	68.40	11.7	5.16	Scripps-Howard	3	KNIX-FM	224,900
4	KNIX-FM	С	7.7	9.2	9.1	7.5	7.7	Christal	102.5	N/A	13.0	4.63	Buck Owens	4	KZZP A/F	211,900
5	KQYT	ВМ	10.6	7.8	7.5	6.8	6.7	Eastman	95.5	N/A	10.7	4.87	Harte-Hanks	5	KOY	201,500
6	KOY	AC	8.1	8.2	8.4	6.4	5.5	Eastman	550	N/A	11.1	3.92	Harte-Hanks	6	KMEO-FM	196,400
7	KOPA	R	4.3	7.6	5.8	5.9	5.4	Torbet	100.7	N/A	10.1	4.13	First Media	7	KOPA	182,100
8	KZZP A/F	R	2.1	2.9	3.9	6.8	5.4	McGavren	1310-104.7	N/A	11.3	3.70	Western Cities	8	KQYT	182,000
9	KUPD	Α	4.7	4.2	5.2	4.4	5.2	Jack Masla	97.9	58	9.1	4.44	Tri-State	9	KUPD	<b>159</b> .500
10	KUKQ	В	3.1	2.3	2.1	3.0	4.6	Jack Masla	1060	48	6.2	5.78	Tri-State	10	KOOL	126,900
11	KOOL	AC	5.9	4.3	4.4	4.2	4.2	Katz	94.5	80	7.4	4.47	Kool Radio TV	11	KBBC	109,200
12	KBBC	MM	3.5	2.4	3.4	3.3	3.0	CBS	98.7	N/A	6.0	3.97	Pulitzer	12	KUKQ	101,500
13	KJJJ-FM	С	3.5	0.5	1.1	1.0	2.9	N/A	92.3	N/A	5.2	4.30	ITC Com.	13	KJJJ	100.300
14	КРНХ	SP	1.1	1.5	2.4	2.7	2.9	Caballero	1480	30x12	2.9	7.98	Continental	14	KARZ	99,000
15	KJJJ	С	5.4	4.3	3.1	2.0	2.6	N/A	910	N/A	5.4	3.78	ITC Com.	15	KJJJ-FM	92,300
16	KLFF	ВВ	1.7	2.5	1.1	3.2	2.4	Lotus	1360	50x12	3.7	5.13	Canyon Comm	16	KNIX	80.400
17	KARZ	С	4.1	2.8	1.8	2.6	2.1	Katz	960	44x12	4.9	3.31	Stauffer	17	KLFF	61.600
18	KIEN	SP	2.5	2.3	0.8	1.5	2.1	Caballero	860	40	1.6	10.67	KIFN Radio	18	KHEP-FM	54,200
19	KNIX	С	2.0	2.9	2.4	2.7	1.8	Christal	1580	N/A	4.1	3.42	Buck Owens	19	КРНХ	43,100
20	KSTM	Α	**	**	**	0.0	1.8	N/A	107.1	42x6	2.2	6.38	Beta Comm.	20	KSTM	34,100

¥	DEMOGRAPHIC BREAKOUT  Average Quarter Hour Monday-Sunday 6 AM-12 Mid							DAYPART BREAKOUT  Average Quarter Hour Metro Monday-Friday Adults								
A	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid			
Œ	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54		
	KDKB	KNIX-FM	KDKB	KTAR	KDKB	KNIX-FM	KZZP A/F	коч	KDKB	KNIX-FM	кокв	KNIX-FM	KDKB	KTAR		
2	KZZP A/F	KOY	KZZP A/F	KDKB	кора	коч	кокв	KTAR	KOPA	KQYT	KUPD	KQYT	KUPD	кввс		
3	KUPD	KTAR	KUPD	коу	кввс	KMEO-FM	K00L	KZZP A/F	KZZP A/F	KMEO-FM	KBBC	KOY	K00L	KOOL		
4	кора	KDKB	KSTM	KNIX-FM	K00L	KQYT	кора	KNIX-FM	K00L	кокв	K00L	KDKB	KBBC	KDKB		
5	KOOL	KQYT	KD0L	KQYT	KZZP A/F	кора	коу	KDKB	KNIX-FM	KTAR		KOOL	KZZP A/F	KQYT		

Market Rank: 25

Total Persons 12+: 1,329,100

Stations: 29

MSA Diaries: 1,440

Revenue Rank: 21 Revenue: \$27,744,770

Income Rank: 60

Income: \$442,953

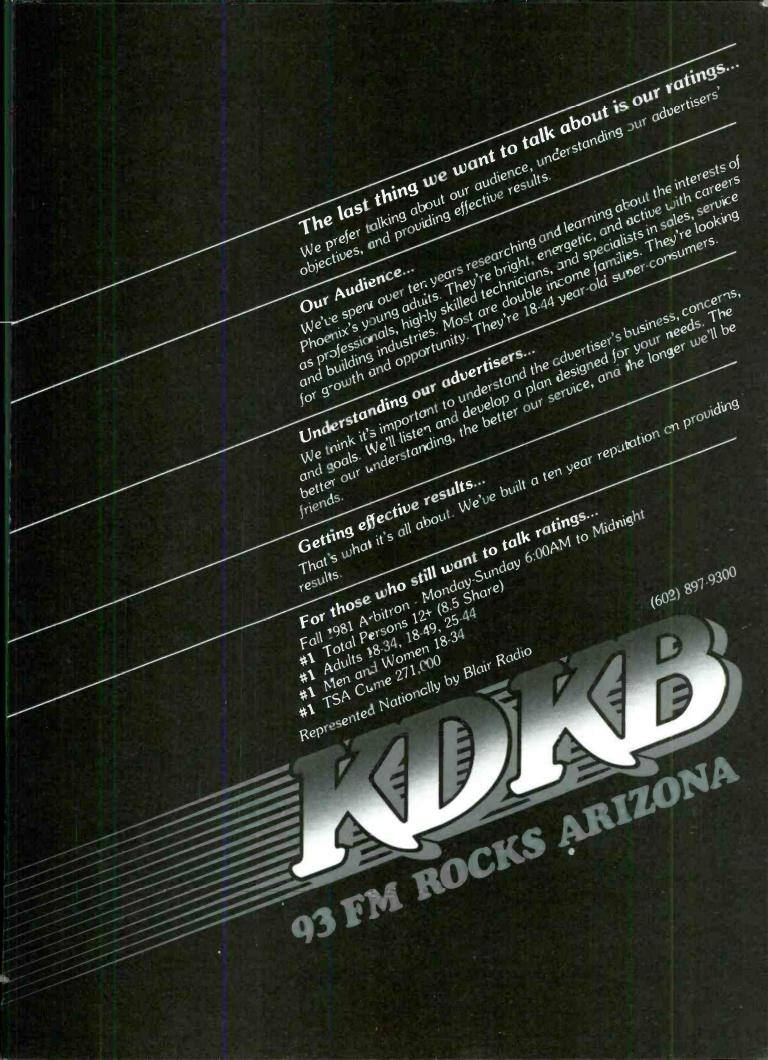
Local Revenue: \$18,806,009 National/Regional Revenue: \$8.271,361

Network Compensation: \$249,934

Other: \$417,466

Commissions/Discounts: \$3,234,243

Total Expenses: \$24,067,574 Local TV Revenue: \$27,593,161 Radio Performance Index: 104



#### **PITTSBURGH**

#### Nostalgia propels WJAS to ratings victory

FASTEST MOVER—Al Ham's "Music of Your Life" nostalgia format on WJAS shoots up from 1.6 to 5.5 for fourth place finish 12+. Station also does remarkably well in prime 25-54 demographics ranking fifth. On- and off-air advertising including some billboards evident during rating period.

BIGGEST DECREASE—Westinghouse kingpin KDKA drops 2.5 points, but it virtually means nothing significant when you have 19.8 shares left and you're still number one by far 12+ and in prime 25-54 demographics.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Taft-owned WDVE takes this youth category thanks to Burkhart/Abrams "Superstars" album rock format. Station did "Quickies" contest on-air for cash and some off-air advertising including bus cards. Second place goes to WTAE adult contemporary AMer. Ran Family Fun

Fantasy for trips to Disney World. Medium exposure TV campaign to back up promotion. Some newspaper and billboards. Black-formatted WAMO is third. Conducted "Jingle Fever" contest on-air for various prizes. Heavy transit ad campaign. Some TV. WWSW-FM's adult contemporary format ranks fourth using trivia quizzes, football related contests (tied in to Pittsburgh Steelers), trips. TV, magazine, billboards and transit advertising made up off-air campaign.

25-54 ADULTS-KDKA is first followed by WTAE. WWSW-FM is third. Country-formatted WEEP places fourth using various prizes as promotional bait tied to "Good Word About Pittsburgh" contest. Heavy use of billboards and transit advertising. Some TV.

RANK	STATION	ORMAT	ARBI		METF persons M - 12 N	12+	ENDS	REP	DIAL	HIGHEST	FRE- UENCY	REACH	OWNER	ANK	WEEK METRO ( Monday-S	<b>CUME</b> Sunday
_		μ	O/N 79	A/M 80	O/N 80	M/J 81	S/D 81		5	Ī	O	ш		œ	6 AM - 1	2 Mid
1	KDKA	AC	22.2	25.3	22.2	22.3	19.8	RAR	1020	N/A	33.3	4.86	Westinghouse	1	KDKA	805.100
2	WTAE	AC	6.7	6.6	6.6	6.6	8.2	Katz	1250	N/A	17.1	3.91	Hearst	2	WTAE	453.300
3	WDVE	Α	7.5	5.4	6.4	7.9	6.1	Eastman	102.5	N/A	11.8	4.20	Taft	3	WDVE	299.800
4	WJAS	ВВ	2.5	2.7	2.0	1.6	5.5	Christal	1320	50	9.5	4.72	Beni Broad.	4	WXKX	295,100
5	WSHH	ВМ	6.8	7.3	7.2	7.0	5.3	Christal	99.7	94	10.8	4.01	Nationwide	5	WSHH	281,800
6	WAMO-FM	В	5.3	4.6	3.7	5.8	5.1	Selcom	105.9	60	7.7	5.42	Sheridan	6	WWSW-FM	234,500
7	WWSW-FM	AC	2.3	3.3	2.7	3.9	4.9	Blair	94.5	88	9.2	4.31	WWSW Radio	7	WJAS	<b>2</b> 32. <b>3</b> 00
8	WEEP	С	3.4	3.6	6.1	4.2	4.7	Major Market	1080	90	5.5	6.96	Entercom	8	WYDD	<b>225</b> ,300
9	WXKX	R	5.6	<b>5</b> .2	6.8	6.1	4.6	Katz	96.1	132	10.7	3.54	Hearst	9	WBZZ	222.500
10	WYDD	Α	1.7	2.2	1.0	2.2	3.9	Jack Masla	104.7	45x 12	8.5	3.79	Gateway	10	KQV	211,800
11	WBZZ	R	4.0	3.5	2.2	1.7	3.8	Torbet	93.7	N/A	8.3	3.74	EZ Comm.	11	WAMO-FM	183,600
12	KQV	N	3.8	4.4	4.1	3.3	3.4	Eastman	1410	N/A	7.7	3.58	Taft	12	WWSW	<b>165,1</b> 00
13	WPNT	ВМ	3.5	3.4	2.7	3.8	3.0	RAR	92.9	60	6.1	4.11	Westinghouse	13	WPNT	156,100
14	WFFM	AC	3.9	3.6	2.8	2.7	2.6	Hillier	96.9	74	5.2	4.03	Matta	14	WFFM	135,500
15	WDSY	С	2.4	3.1	3.4	2.5	2.2	Major Market	107.9	90	4.2	4.27	Entercom	15	WEEP	<b>120</b> ,500
16	WWSW	AC	3.3	2.3	3.5	1.7	1.9	Blair	970	N/A	5.3	2.91	WWSW Radio	16	WDSY	106,600
17	WIXZ	С	1.0	0.9	1.1	0.6	1.3	Savelli & Schutz	1360	40	2.4	4.37	Renda Broad.	17	WPIT-FM	62,300
18	WBVP	AC	0.6	0.5	0.6	1.2	0.9	Market 4 Radio	1230	15x 12	1.8	3.81	Beaver Falls	18	WHJB	62,000
19	WPIT	REL	0.6	0.9	0.7	0.9	0.9	N/A	730	25	1.7	4.34	Rust Craft	19	WIXZ	60,600
20														20	WNUF	<b>51</b> ,300

¥	_	DEMOG Quarter F		C BREA		м-12 Mid		Average		ART BE	REAKOL o Monda	J <b>T</b> ay-Friday	Adults	
AN	Ad	ults	M	len	Wo	men	6-10	DAM	10-	3РМ	3-7	РМ	7-12	2Mid
Œ	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WOVE	KOKA	WOVE	WTAE	WWSW-FM	KDKA	WTAE	KDKA	WDVE	KDKA	WDVE	KDKA	WAMD-FM	KDKA
2	WTAE	WTAE	WTAE	KDKA	WDVE	WTAE	KDKA	WTAE	WWSW-FM	WTAE	WAMD A/F	WWSW A/F	WDVE	WTAE
3	WAMO-FM	WWSW-FM	WAMD-FM	WDVE	WAMD-FM	WEEP	WDVE	WWSW A/F	WTAE	WWSW-FM	WWSW A/F	WTAE	WTAE	WAMO-FM
4	WWSW-FM	WEEP	WYDD	WJAS	WTAE	wwsw-Fm	WWSW A/F	WEEP	WAMO-FM	WJAS	WTAE	WDVE	WWSW-FM	wwsw-FM
5	WXKX	WJAS	WXKX	WWSW-FM	WXKX	WSHH	WXKX	WJAS	WXKX	WSHH	WXKX	WJAS	WYDD	WOVE

Market Rank: 13

Total Persons 12+: 1,909,000

Stations: 26

MSA Diaries: 1,692

Revenue Rank: 18 Revenue: \$31,935,771

Income Rank: 147 Income: \$106 286

Local Revenue: \$21,531,710

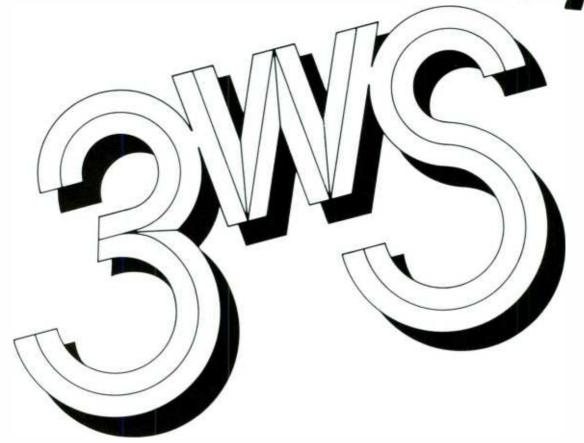
National/Regional Revenue: \$9,746,785 Network Compensation: \$450,245

Other: \$207 031

Commissions/Discounts: \$4,450,385

Total Expenses: \$27,379,100 Local TV Revenue: \$30,934,513 Radio Performance Index: 90

## Pittsburgh's Best Adult Combo Buy



The numbers on the opposite page only begin to tell the story. A totally involved Adult Contemporary format delivering the vital 25-49 and 25-54 audience. Reach your target groups with Pittsburgh's fastest growing station.

WWSW 94.5 FM · 970 AM

#### ST. LOUIS

#### Gannett's KSD AM/FM two fastest gainers

FASTEST MOVER—Gannett's KSD-FM managed by Jay Cook. Adult contemporary format jumps 3.8 to 6.0 after debuting last fall with 5.1 share. Ranks second in adults 18-34, 25-54. First in women 18-34.

BIGGEST DECREASE—Storz rocker KXOK off 2 full shares 12+. Station ranks 11th 12+, tenth in adults 18-34. Used Payroll contest to offer cash prizes.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Century's KSHE is first. KSD-FM second with Amaturo's KMJM third. CBS-owned KMOX fourth. Nancy Pool-Leffler's KSHE album rocker featured 14th annual birthday party tied in with major Moody Blues concert. KMJM GM Barry Baker's black format is consulted by New World Communication's Steve Weed. On-air featured "Majic Music Test Phase 2" with choice of 20 prize packages worth of \$20,000. Heavy billboard concentration. Medium exposure TV campaign highlighting station personalities. Doubleday's KWK-FM is fourth overall 12+, 6th 18-34.

25-54 ADULTS-Bob Hyland's CBS-owned KMOX still pulls commanding shares. News/information/sports/entertainment. Carries Cardinals football. College football. Craig Magee's WIL-FM country format is third. Medium exposure TV campaign. Metroplex's KEZK Bonneville-programmed beautiful music station is fourth. Gave away money with "Mystery Song" contest. Medium TV campaign. KSD-AM's country-format is very close behind. Did "Country Millionaire" contest where money and prizes are given out in listening area.

FACTS & FIGURES—Black WZEN gained 1.2 shares.... Adult contemporary KADI-FM has best book in two years (2.5 share).

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEEN METRO Monday-S	<b>CUME</b> Sunday
		F	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		Po	Ī	•	ō		ш.	6 AM - 1	2 Mid
1	KMOX	N/T	24.4	21.6	23.4	23.6	21.8	CBS	1120	350	32.6	5.35	CBS	1	KMOX	786,700
2	KEZK	BM	7.4	6.4	7.2	5.9	6.7	Torbet	102.5	105	10.4	5.16	Metroplex	2	KWK-FM	299,700
3	KSHE	Α	8.9	7.6	5.1	7.8	6.5	Katz	94.7	145x6	10.6	4.91	Century	3	KSLQ	296,700
4	KWK-FM	Α	8.1	7.8	4.8	7.9	6.5	Hillier	106.5	135	11.8	4.40	Doubleday	4	WIL-FM	<b>285</b> .800
5	WIL-FM	С	5.6	5.7	8.7	5.3	6.3	Christal	92.3	N/A	11.2	4.46	LIN	5	KSD-FM	284,600
6	KMJM	В	3.2	3.6	5.0	6.7	6.1	McGavren	107.7	N/A	10.4	4.71	Amaturo	6	KSD	275,400
7	KSD-FM	AC	1.0	1.6	5.1	3.8	6.0	Eastman	93.7	156.80	11.2	4.31	Gannett	7	KSHE	258,800
8	KSD	С	2.6	2.3	2.5	3.7	5.2	Eastman	550	156.80	10.4	4.01	Gannett	8	КМЈМ	258.700
9	KSLQ	R	3.2	5.1	6.2	4.6	4.8	RK0	98.1	90	10.6	3.63	Charter	9	KEZK	253,300
10	WRTH	AC	3.9	5.5	4.4	4.2	3.6	Blair	590	75	7.4	3.94	King	10	кхок	246,000
11	KXOK	R	6.2	5.0	4.9	5.1	3.1	Katz	630	125x6	8.2	3.08	Storz	11	KM0X-FM	<b>2</b> 05,300
12	KM0X-FM	MM	3.5	3.5	3.6	3.0	2.8	CBS/FM	103.3	75	6.9	3.20	CBS	12	WRTH	195,400
13	WIL	С	3.4	3.3	3.5	2.5	2.8	Christal	1430	N/A	6.0	3.76	LIN	13	KADI-FM	190,900
14	KADI-FM	AC	1.6	2.4	1.6	1.9	2.5	Jack Masla	96.3	N/A	6.3	3.18	Comm. Fund	14	WIL	163,600
15	WZEN	В	0.5	1.0	1.0	1.2	2.4	None	100.3	46x6	3.7	5.12	Laclede Radio	15	KATZ	116,200
16	KATZ	В	2.7	2.6	1.4	1.1	1.6	Bernard Howard	1600	46×6	3.9	3.24	Laclede Radio	16	KWK	113,600
17	WESL	В	1.7	2.6	1.8	1.4	1.6	R. A. Lazar	1490	36	3.2	3.84	WESL, Inc.	17	WZEN	91,400
18	KWK	Α	2.9	2.2	1.4	1.1	1.4	Hillier	1380	135	3.7	3.08	Doubleday	18	WESL	86,800
19	WEW	BB	0.9	0.7	0.5	1.0	0.7	None	770	48	1.3	4.45	WEW Radio	19	WIBV	39,200

¥		<b>DEMO</b> C Quarter I		C BREA		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> ay-Friday	Adults	
RAN	Ac	iults	N	1en	Wo	men	6-1	0AM	10-	-3PM	3-	7PM	7-1	2Mid
_	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	KSHE	кмох	KSHE	KMOX	KSD-FM	кмох	KSHE	KMOX	KSD-FM	кмох	KSD-FM	кмох	KSHE	кмох
2	KSD-FM	KSD-FM	кмох	WIL-FM	кмум	KEZK	кмох	KSD	KSHE	KSD-FM	KWK A/F	KSD-FM	KMJM	KMJM
3	кмум	WIL-FM	KWK-FM	KSD-FM	KSHE	KSD-FM	KSD-FM	WIL-FM	кмум	KEZK	KSHE	KSD	кмох	KEZK
4	кмох	KEZK	KSD-FM	KSD	KSLQ	WIL-FM	KSLQ	KSD-FM	KSLQ	KSD	кмум	WIL-FM	KWK-FM	KSD-FM
5	KSLQ	KSD		KSLQ	кмох	KSD	KWK A/F	KSLQ		WIL-FM	KSLQ	KEZK	WZEN	WIL-FM

Market Rank: 12

Total Persons 12+: 1,931,300

Stations: 25

MSA Diaries: 1,974

Revenue Rank: 15 Revenue: \$38,603,021 Income Rank: 45

Income: \$596.654

Local Revenue: \$27,596,511

National/Regional Revenue: \$10.235,435 Network Compensation: \$430,628

Other: \$340,447

Commissions/Discounts: \$5,683,771 Total Expenses: \$32,322.596

Local TV Revenue: \$37,008,099 Radio Performance Index: 104

# FINAL AND ASSESSED ASSESSED.

ONICE AGAIN, ST. LOUIS FAVORITI YOUNG ADULT STATIONS!

PERSONS 12-24, PERSONS 12-34

\*Source: Arbitron, October/November 1981. Metro AQH Mon.-Sun. 6A-12M. Subject to limitations stated therein. KWK-FM Granite City/St. Louis.

Represented Nationally by Hillier, Newmark & Wechsler.

#### SAN DIEGO

#### Two album rockers show most growth

FASTEST MOVER—Album rock KGB-FM joins competitor XTRA-FM for biggest increase in audience. KGB-FM ranks first in total persons 12+ as well as first in an album rock's expected strong area 18-34 adults. Station also wins every 18-34 time period across the board except women. Noble's XTRA-FM also increase 1.6 shares this book and ranks second in 18-34 adults, third in women and men 18-

**BIGGEST DECREASE**—Adult contemporary KYXY is off 1.7 shares (down 4.4 to 2.7) since last book. The previous four share was the highest station had received in several years and had been averaging in the threes. Best performance women 18-34 where it ranked 7th.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

**18-34 ADULTS**—KGB-FM is a strong number one. Station

wins also in 18-34 men although fifth in 18-34 women. Station gaveaway concerts trips and tickets on the air during the rating period. (See Fastest Mover above). Competitor XTRA-FM did equally as well in growth. Station ranks second 18-34. Station reports to Arbitron that it does not conduct on-air contests and promotions during rating period. Burkhart/Abrams-consulted album rocker KPRI is third 18-34.

25-54 ADULTS—Westinghouse-owned KJQY programmed by FM 100 is one of rare beautiful music stations which wins total persons and prime demographics. Used Mystery Song for Hawaii vacation prizes. TV, transit, magazine and billboard promotion. KBZT's adult contemporary is up for second straight book. Ranks 7th overall, second 25-54.

FACTS & FIGURES—George Johns-consulted KOGO is up 1.5 shares 12+.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEEI METRO Monday-	<b>CUME</b> Sunday
		ĭ	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		5	Ī	Œ	O			6 AM - 1	12 Mid
1	KGB-FM	Α	7.0	6.6	6.7	6.6	8.2	Katz	101.5	N/A	14.5	4.41	KGB, Inc.	1	KGB-FM	306,300
2	KJQY	ВМ	9.3	9.0	9.0	7.6	7.9	RAR	103.7	150	11.5	5.28	Westinghouse	2	XTRA-FM	<b>295</b> ,600
3	KSDD	N/T	5.3	4.6	5.4	6.4	5.9	CBS	1130	N/A	11.9	3.80	Gannett	3	KSD0	<b>270</b> ,500
4	XTRA-FM	Α	5.4	5.3	4.3	4.1	5.7	Major Market	91.1	N/A	12 5	3.51	Noble	4	KJQY	231,600
5	KPRI	Α	5.8	4.0	4.8	5.1	4.7	Eastman	106.5	120	99	3.65	SBI	5	KPRI	227.600
6	KFMB-FM	AC	5.1	4.7	3.9	3.1	4.5	McGavren	100.7	N/A	97	3.61	Midwest TV	6	KFMB-FM	225,700
7	KBZT	AC	2.2	2.2	2.2	3.8	4.4	Christal	94.9	N/A	7.9	1.31	Force Comm.	7	K0G0	206,100
8	KCBQ	C	2.5	2.5	3.4	3.2	3.9	RK0	1170	N/A	7.4	4.01	Charter	8	XTRA	200,900
9	KFSD	CL	3.0	3.3	3.9	2.6	3.9	Lotus	94.1	70	6.0	5.06	Lotus	9	KFMB	190,400
10	XHRM	В	0.8	1.7	3.4	4.1	3.8	N/A	92.5	N/A	54	5.50	Morrow	10	KBZT	167,300
11	KFMB	AC	4.0	5.0	5.9	3.9	3.7	McGavren	760	N/A	8.2	3.54	Midwest TV	11	KCBQ	163,800
12	KOGO	AC	2.9	2.3	2.2	2.2	3.7	Eastman	600	85	86	3.34	SBI	12	KGB	162,500
13	KEZL	MM	4.7	3.4	3.3	2.7	3.4	CBS	102.9	N/A	6.0	4.32	Gannett	13	KYXY	149,800
14	KIFM	MM	4.0	4.0	3.2	2.3	3.0	Selcom	98.1	80x6	5.7	4.03	West Coast	14	KSON	147,300
15	XTRA	AC	4.7	3.9	3.8	4.2	3.0	Major Market	690	N/A	77	3.00	Noble	15	KEZL	128,900
16	KSON-FM	С	2.3	2.4	2.6	2.7	2.7	Blair	97.3	N/A	5.2	3.94	Broadmoor	16	KIFM	125,600
17	KYXY	AC	2.9	3.1	2.2	4.4	2.7	CBS/FM	96.5	80x 12	6.2	3.39	Parker	17	KNX	124,000
18	KMLO	ВВ	**	1.6	3.3	3.9	2.5	Roslin	1000	42x6	38	5.13	North County	18	KFSD	121,300
19	KSON	С	3.2	2.7	2.7	3.4	2.5	Blair	1240	. N/A	6.0	3.26	Broadmoor	19	KSON-FM	115,000
20	KNX	N	2.1	3.5	2.0	2.3	2.0	CBS	1070	500	4.9	3.08	CBS	20	KCBQ-FM	107,300

¥		<b>DEMO</b> (e Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> lay-Friday	/ Adults	
RAN	Ac	dults	N	1en	Wo	men	6-1	0AM	10	-3PM	3-	7PM	7-1	2Mid
Œ.	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KGB-FM	KJQY	KGB-FM	KSD0	KFM8-FM	KJQY	KGB-FM	KFMB	KGB-FM	KBZT	KGB-FM	KJQY	KGB-FM	KFSD
2	XTRA-FM	KBZT	KPRI	KFSD	KBZT	KBZT	KFMB-FM	K0G0	KPRI	KJQY	KFMB-FM	KBZT	KPRI	KJQY
3	KPRI	KFSD	XTRA-FM	KPRI	XTRA-FM	KOGO	KPRI	KSD0	KBZT	KEZL	KPRI	KSD0	XTRA-FM	XHRM
4	KFMB-FM	KFMB	KFM8-FM	кғмв	KIFM	ксво	XTRA-FM	KJQY	XTRA-FM	KFSD	KBZT	ксво	KFM8-FM	KIFM
5	KBZT	ксво	KBZT	KBZT	KGB-FM		KIFM	ксво	KIFM	KFMB	XTRA-FM	KOGO	KFSD	

Market Rank: 20 Total Persons 12+: 1,608.500

Stations: 22

MSA Diaries: 1,504

Revenue Rank: 20 Revenue: \$30.383.051 Income Rank: 382

Income: \$-2,213,270

Local Revenue: \$20,421,661 National/Regional Revenue: \$9,579,878

Network Compensation: \$215,852 Other: \$165,660

Commissions/Discounts: \$4,739,697 Total Expenses: \$27,856,624 Local TV Revenue: \$22,880,050 Radio Performance Index: 94

# There's strength in number.



San Diego's #1 Adult Radio Station for nine consecutive Arbitron reports.\*



#### SAN FRANCISCO

#### KMEL takes 18-34; KGO still tops 25-54

FASTEST MOVER-KBAY's beautiful music format is up from 1.2 to 2.4 for 1.2 overall 12+ increase, but does not deliver top ranking prime demographics. Stations ranks 15th 25-54. CBS all-news KCBS gained full share point (5.5 to 6.5) for second place overall, second 25-54.

BIGGEST DECREASE—Black-formatted KSOL off 0.7 shares. Still remains third overall 12+, solid second 18-34, second men 18-34, first women 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Century's album rock KMEL is locally programmed. Used TV and billboards. KSOL is close second even though overall numbers are off. RKO's KFRC-AM rocker third. Used "Guaranteed Winner" contest for cash and prizes. KBLX Inner City black-formatted station is fourth 18-34 even though it is down 12+ (3.0 to 2.6).

25-54 ADULTS-ABC's KGO maintains its top ranking followed by KCBS, KNBR, KFRC. Mike Luckoff's talk station is also first 12+, first men and women 25-54. Carried NFL football during rating period (Oakland Raiders) plus college football. NBC-owned KNBR ranks third with adult contemporary format including NBA Warriors basketball, college football. Some billboards. RKO's KFRC ranks fourth in this category. Station is one of few remaining AM giants to consistently deliver prime demographics.

FACTS & FIGURES—King-owned KYA-AM changed from adult contemporary to oldies. First book 2.6 to 2.0, KYA-FM changed call letters to KLHT using adult contemporary. KCBS-FM showed 1.7 (from 1.3) but switch to album rock was made after rating period ended.

RANK	STATION	ORMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEE METRO Monday-	<b>CUME</b> Sunday
-		Ĕ	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		5	Ī	Œ	ō			6 AM -	12 Mid
_1	KG0	N/T	9.3	9.5	9.4	9.0	8.4	Blair	810	360x6	14.5	4.44	ABC	1	KCBS	894,600
2	KCBS	N	7.0	6.0	5.1	5.5	6.5	CBS	740	450	13.8	3.62	CBS	2	KG0	844,800
3	KS0L	В	5.1	5.7	5.6	6.5	5.8	Jack Masla	107.7	N/A	8.5	<b>5.2</b> 0	UBC	3	KFRC	83 <b>5,2</b> 00
4	KFRC	R	5.1	4.5	4.8	5.4	5.4	RKO	610	N/A	12.5	3.32	RKO	4	KMEL	<b>492</b> ,500
5	KMEL	A	3.2	3.9	4.0	4.2	4.7	Christal	106.1	200	8 4	4.27	Century	5	KS0L	474,100
6	KNBR	AC	3.4	2.9	4.1	3.0	3.5	McGavren	680	300	7.3	3.68	NBC	6	KNBR	<b>464,60</b> 0
7	KF0G	BM	3.5	3.6	2.2	3.7	3.1	Silcom	104.5	80	5.0	4.77	GE	7	KI0I	448,700
8	KNEW	C	3.0	3.7	3.1	3.0	2.9	Katz	910	N/A	5.4	4.17	Malrite	8	KSF0	<b>42</b> 8,700
9	KSF0	AC	3.2	2.8	5.0	3.2	2.9	Major Market	560	225	6.5	3.44	Golden West	9	KYUU	382,600
10	KABL	BM	3.0	3.4	2.2	3.0	2.8	Christal	960	140x 12	5.3	4.06	Shamrock	10	KSFX	344,300
11	KABL-FM	ВМ	2.7	2.7	3.6	2.2	2.7	Christal	98.1	140x12	5.3	3.85	Shamrock	11	KABL-FM	326,900
12	KIOI	AC	2.5	2.5	3.3	3.1	2.7	Jack Masla	101.3	130	6.5	3.16	Charter	12	KNEW	<b>325</b> , 100
13	KBLX	В	2.6	2.8	2.6	3.0	2.6	P/W	102.9	95x6	4.5	4.49	Inner City	13	KABL	322,400
14	KYUU	AC	2.9	3.2	4.0	2.6	2.5	McGavren	99.7	N/A	5.6	3.36	NBC	14	KYA	291,000
15	KBAY	ВМ	1.9	1.9	1.8	1.2	2.4	Major Market	100.3	N/A	3.7	4.90	Golden Pacific	15	KFOG	<b>287</b> .600
16	KSFX	Α	3.1	2.8	2.1	1.8	2.1	Blair	103.7	185	5.0	3.26	ABC	16	KLOK	<b>272</b> ,500
17	KOIT	ВМ	2.3	2.6	2.3	2.5	2.0	Torbet	96.5	N/A	4.2	3.66	Bonneville	17	KCBS-FM	269,500
18	KOME	Α	2.5	2.8	2.6	1.9	2.0	Torbet	98.5	200	4.0	3.88	Audio House	18	KDIA	<b>268,3</b> 00
19	KSAN	С	1.9	2.1	2.1	1.9	2.0	Katz	94.9	105	3.8	4.00	Metromedia	19	KOIT	265.700
20	KYA	0	1.4	1.2	1.0	2.6	2.0	Eastman	1260	N/A	4.4	3.42	King	20	KBLX	261,300

¥		<b>DEMO</b> (e Quarter				M-12 Mid		Average			REAKO ro Mond		Adults	
RAP	Ac	dults	N	⁄len	Wo	men	6-1	0AM	10	-3РМ	3-	7PM	7-1	2Mid
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KMEL	KG0	KMEL	KG0	KS0L	KG0	KFRC	KGO	KMEL	KG0	KMEL	KG0	KSOL	KG0
2	KS0L	KCBS	KS0L	KCBS	KMEL	KNBR	KMEL	KCBS	KSOL	KNBR	KSOL	KCBS	KMEL	квсх
3	KFRC	KNBR	KFRC	KNBR	KFRC	KCBS	KSOL	KNBR	KFRC	KYUU	KFRC	KNEW	KBLX	KSOL
4	KBLX	KFRC	KOME	KFRC	KI0I	KYUU	KNBR	KFRC	KYUU	KCBS	күши	KNBR	коме	KSF0
5	KSFX			KMEL	KBLX	KFRC	KG0	KABL A/F	KBLX	<b>K</b> 101	KSFX	KFRC	KFRC	KNBR

Market Rank: 4 Total Persons 12+: 4,475,900

Stations: 44 MSA Diaries: 3,621

Revenue Rank: 4 Revenue: \$84,580,064

Income Rank: 368 Income: \$-783,367

Local Revenue: \$55.468.680 National/Regional Revenue: \$28,164,197 Network Compensation: \$1,041.792

Other: \$94,605

Commissions/Discounts: \$13,574,098 Total Expenses: \$71,789,333

Local TV Revenue: \$86,659,600 Radio Performance Index: 138

#### THE BAY AREA'S BIGGEST AUDIENCE

Arbitron Total Area Cume Summer, 1981

MON-SUN, 6AM-MIDNIGHT

KFRC	1,039,800
KGO	1,005,700

MON-SUN, 6AM-7PM

KFRC	MEDIA BUT	873,400
KGO		865,700

SAT & SUN, 6AM-MIDNIGHT

KFRC	573,800
KGO	566,200

AUDIENCE ESTIMATES FROM SUMMER 1981 ARBITRON. SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

#### SEATTLE-EVERETT-TACOMA

#### **KBLE-FM** posts biggest increase

FASTEST MOVER—First Media's KBLE-FM rocker jumps 1.9 to 5.3 for fifth overall 12+, fourth in 18-34. Station offers guarantee to listeners that they will get at least 51 minutes of music each hour or they will pay \$10,000.

BIGGEST DECREASE—Mellow music KYYX off 2.1 shares. Now ranks 19th overall.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-KISW has a pretty strong lead with its Burkhart/Abrams album rock format. GM Steve West does Rolling Stones related on-air fare. No off-air advertising reported. Station number one in men 18-34, third in women 18-34. Jeff Pollack-consulted Sandusky station KZAM is up 2.8 to 3.7, second 18-34. Some television advertising. Sterling Recreation's KZOK-FM is consulted by album rock specialists Sebastian & Casey. Jumps 2.3 to 4.1 12+, second

25-54 ADULTS-Bonneville-owned news/talk KIRO is first 12+ as well (8.1 to 9.5). Carries football and basketball. Uses TV and billboard advertising. Adult contemporary KOMO is second in this prime demographic breakout, but third 12+ overall. Classical music KING-FM is third. Second 25-54 from 10am through midnight. KZAM is fourth.

FACTS & FIGURES—KAYO switches from news/talk to country pulling a 0.8 share. ... Bonneville-programmed beautiful music station KSEA is up 5.2 to 6.1 with fourth place 12+ ranking. . . . Seattle market not only has three well-known album rock consultants doing battle as mentioned above, but also major syndicators such as Churchill (KBRD up 2.4 to 3.0), Al Ham. Burkhart/Abrams consults KJR-AM as well.... Golden West talker KVI is off 4.8 to 3.1, but ranks sixth 25-54.

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST	REACH	FRE- UENCY	OWNER	RANK	WEE METRO Monday-	<b>CUME</b> Sunday
		5	Fall 79	Sprg 80	Fall 80	Sprg 81	Fall 81		PO .	Ī	œ	ō			6 AM -	12 Mid
1	KIRO	N/T	10.2	8.9	10.6	8.1	9.5	Torbet	710	N/A	18.8	3.98	Bonneville	1	KIRO	462,700
2	KISW	Α	5.7	5.7	7.3	8.7	7.9	McGavren	99.9	N/A	11.2	5.51	Kaye-Smith	2	комо	<b>357</b> ,200
3	комо	AC	9.8	7.8	8.3	6.3	6.7	Katz	1000	185x12	14.1	3.75	Fisher	3	KISW	248,300
4	KSEA	ВМ	6.2	5.9	4.8	5.2	6.1	Torbet	100.7	N/A	8.8	5.47	Bonneville	4	KJR	242,200
5	KBLE-FM	R	**	**	0.0	1.9	5.3	RK0	93.3	N/A	9.8	4.23	First Media	5	KBLE-FM	234,300
6	KZOK-FM	Α	4.7	3.7	2.9	2.3	4.1	CBS/FM	102.5	80x12	7.6	4.18	Sterling	6	KVI	197,700
7	KZAM	Α	3.0	4.6	3.6	2.8	3.7	Selcom	92.5	53			Sandusky	7	KING	196,900
8	KING-FM	CL	3.2	2.1	2.5	2.3	3.6	Blair	98.1	32	6.4	4.45	King	8	KSEA	194,000
9	KPLZ	AC	3.0	4.6	3.9	3.1	3.3	Major Market	101.5	N/A	5.7	4.58	Golden West	9	KZOK-FM	182,200
10	KVI	N/T	4.4	4.0	2.4	4.8	3.1	Major Market	570	150	7.4	3.33	Golden West	10	KZAM	174,100
11	KBRD	BM	2.1	3.8	2.2	2.4	3.0	Jack Masla	103.7	64	5.2	4.44	Entercom	11	KIXI-FM	153,000
12	KIXI	BB	1.2	2.6	3.4	3.3	3.0	Christal	910	90x6	4.7	5.05	KIKI, Inc.	12	KING-FM	149,900
13	KMPS	С	2.0	2.5	2.9	2.6	2.9	Eastman	1300	100x6	5.0	4.45	Affiliated	13	күүх	146,900
14	KJR	AC	6.0	4.9	5.2	4.7	2.8	McGavren	950	110	8.0	2.72	Metromedia	14	KPLZ	132,000
15	KNBQ	R	1.2	2.7	2.9	4.2	2.8	Bernard Howard	97.3	50x12	4.8	4.47	Tribune	15	KBRD	122,100
16	KING	AC	3.0	3.4	3.5	4.1	2.7	Blair	1090	71x6	6.9	3.10	King	16	KMPS	117,700
17	KMPS-FM	С	2.5	3.1	2.5	2.6	2.7	Eastman	94.1	100×6	4.5	4.61	Affiliated	17	KNBQ	114,300
18	KIXI-FM	AC	3.9	2.5	2.9	4.0	2.5	Christal	95.7	90x6	5.8	3.42	KIKI, Inc.	18	KIXI	107,100
19	күүх	R	4.9	3.7	4.3	4.5	2.4	Christal	96.5	55	5.5	3.41	O'Day	19	KMPS-FM	105,400
20	KRPM-FM	С	0.6	0.4	1.0	1.7	2.2	None	106.1	30	2.7	6.39	RPM Broad.	20	KEZX	101,500

¥		<b>DEMO</b> (e) Quarter	GRAPHI Hour Mo	C BRE		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> ay-Friday	Adults	
RAN	Ac	dults	N	/len	Wo	omen	6-1	0AM	10	-3PM	3-	7РМ	7-1	2Mid
-	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KISW	KIRO	KISW	KIRO	KZAM	KIRO	KISW	KIRO	KISW	KIRO	KISW	KIRO	KISW	KIR0
2	KZAM	комо	KZOK-FM	KING-FM	KBLE-FM	комо	KBLE-FM	KMPS A/F	KZAM	KING-FM	KZOK A/F	KING-FM	KZOK-FM	KING-FM
3	KZOK-FM	KING-FM	KIRO	комо	KISW	KING-FM	KZOK A/F	комо	KZOK-FM	KVI	KZAM	KZAM	KBLE-FM	KZAM
4	KBLE-FM	KZAM	KZAM	KZAM	KNBQ	KZAM	KZAM	KJR	KPLZ	KZAM	KBLE-FM	KPLZ	KIRO	KBRD
5	KPLZ	KPLZ	KBLE-FM	KPLZ	KPLZ	KPLZ	KIRO .	KING	KBLE-FM	комо	KPLZ	KVI	KZAM	KEZX

Market Rank: 15

Total Persons 12+: 1,794,300

Stations: 32 MSA Diaries: 1,481 Revenue Rank: 12 Revenue: \$41,668,135

Income Rank: 11 Income: \$4,086,722 Local Revenue: \$29,430,606

National/Regional Revenue: \$11,687,453 Network Compensation: \$377,933

Other: \$172,143

Commissions/Discounts: \$6,109,134

Total Expenses: \$31,472,279 Local TV Revenue: \$35,982,823 Radio Performance Index: 141



# THE SEATTLE COMBO. PERIOD.

\*#1 Women 18-34 #1 Men 25-34

#1 Women 18-49 #1 Adults 18-49

#1 Women 25 - 34 #1 Adults 25 - 34

## The most powerful Combo buy this city's ever seen. Period!

Source: Arbitron, Fall 81 Metro, 6am - Mid., M - F A division of Sandusky Newspapers, Inc. Represented by Selcom, Inc.



Audience measurement data are estimates only and are subject to qualifications available on request.

(206) 454-1540

#### TAMPA-ST. PETERSBURG

#### WRBQ number one in all categories

FASTEST MOVER—Big Band WDAE jumps 2.3 shares (2.3 to 4.6 in audience 12+). Station switched to oldies-type format. Conducts on-air contests during rating period.

BIGGEST DECREASE—Two stations lost two full share points. Metromedia's newly-acquired WWBA-FM is off 10.5 to 8.4. Station programmed by former owner Ed Winton. But it still ranks third 12+, sixth 25-54. Burkhart/Abrams album rocker WQXM is also off two shares 6.9 to 4.9 12+, but maintains third place ranking 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Harte-Hanks WRBQ rocker is first. Station conducted various call in contests for cash prizes. Sebastian-Casey consulted album rocker WYNF ranks second (up 3.6 to 5.0 in 12 audience as well). On-air giveaways were concert ticket prizes. Medium TV campaign and light billboard showing highlighted the off-air promotional activity. Burkhart/Abrams consulted WQXM is third. Does no worse than third in all measured dayparts.

25-54 ADULTS-WRBQ does it again here as well. All around solid demographically. Country WQYK is second and also second in 12+ audience (9.3 to 8.4 12+). Plough country competitor WSUN is next. Overall 12+ share is up slightly 6.9 to 7.3 Bonneville-programmed WJYW beautiful music station is fourth.

FACTS & FIGURES—Al Ham's "Music of Your Life" nostalgia format started on WGUL.... Metroplex rocker WCKX is off 1.4 shares. . . . The city's best performing black station is WTMP with 3.4 share.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 N		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	RANK	WEEI METRO Monday-	<b>CUME</b> Sunday
		Ĭ.	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		2	I	-	σ			6 AM - 1	12 Mid
1	WRBQ	R	5.5	6.1	8.8	**	9.7	Eastman	104.7	N/A	16.1	5.11	Harte-Hanks	1	WRBQ	<b>292</b> ,300
2	WQYK	C	9.7	8.1	9.3	**	8.4	Torbet	99.5	N/A	11.9	5.99	Suncoast Stereo	2	WSUN	239,400
3	WWBA	BM	10.6	9.6	10.5	**	8.4	Major Market	107.3	N/A	11.6	6.13	Metromedia	3	WFLA	218,100
4	WSUN	С	6.5	6.3	6.9	**	7.3	McGavren	620	N/A	13.0	4.76	Plough	4	WJYW	211,400
5	WJYW	BM	7.3	9.1	7.8	**	7.2	Christal	100.7	N/A	11.8	5.19	Gannett	5	WQYK	208,000
6	WFLA-FM	ВМ	6.0	5.0	5.1	**	5.7	Blair	93.3	82.50	11.0	4.37	WFLA, Inc.	6	WFLA-FM	207,900
7	WFLA	AC	5.7	5.5	4.1	**	5.1	Blair	970	82.50	10.9	3.91	WFLA, Inc.	7	WWBA	201,100
8	WYNF	Α	3.9	3.7	3.6	**	5.0	Katz	94.9	N/A	8.6	4.88	Taft	8	WCKX	188,500
9	WQXM	Α	4.6	5.9	6.9	**	4.9	McGavren	97.9	N/A	9.5	4.40	Plough	9	WDAE	180,100
10	WCKX	R	5.9	8.2	6.0	••	4.6	Selcom	95.7	115	9.7	4.03	Metroplex	10	WQXM	<b>179</b> ,300
11	WDAE	BB	4.1	2.8	2.3	**	4.6	Katz	1250	N/A	9.3	4.18	Taft	11	WYNF	158,800
12	WTMP	В	2.1	2.0	3.3	**	3.4	Bernard Howard	1150	45	5.6	5.16	Gulf South	12	WTMP	102.400
13	WGUL	88	1.8	2.1	1.2	**	2.9	Southern	1500	18.90	2.2	11.35	Richey Airwaves	13	WNSI	91,700
14	WSRZ	AC	2.4	2.2	2.0	**	2.8	CBS/FM	102.5	50	4.9	4.75	Cosmos	14	WSRZ	90,700
15	WPLP	N/T	2.7	3.3	2.8	**	2.3	RKO	570	36	4.2	4.68	International	15	WPLP	77,600
16	WRXB	В	0.7	1.0	1.5	**	1.7	R. A. Lazar	1590	N/A	1.8	8.06	WRXB	16	WWLF	60,500
17	WWLF	ВМ	4.2	4.4	1.7	**	1.6	Major Market	680	N/A	3.2	4.23	WWBA, Inc.	17	WDUV	<b>45</b> ,300
18	WNSI	N/T	2.7	2.1	2.3	**	1.5	Eastman	1380	N/A	4.1	3.11	Harte-Hanks	18	WTAN	38,000
19	WAZE	AC	0.4	**	0.4	**	1.1	N/A	860	20	1.0	9.08	3 Rivers	19	WGUL	32,900
20														20	WRXB	29,100

¥		DEMO( Quarter	GRAPHI Hour Mo	C BREA		M-12 Mid		Average		PART B Hour Met	REAKO ro Mond	<b>UT</b> lay-Friday	Adults	
Z	Ad	lults	N	1en	Wo	men	6-1	0AM	10-	-3PM	3-	7PM	7-1	2Mid
œ	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
I	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WYNF	WRBQ
2	WYNF	WQYK	WYNF	WQYK	WCKX	WQYK	WYNF	WQYK	WYNF	WQYK	WYNF	WQYK	WSRZ	WQYK
3	WQXM	WSUN	WQXM	WSUN	WYNF	WJYW	WQXM	WFLA	WQXM	WJYW	WQXM	WSUN	WRBQ	WSRZ
4	WCKX	WJYW	WSRZ	WSRZ	WQYK	WFLA	WTMP	WSUN	WCKX	WSUN	WCKX	WJYW	WQXM	WCKX
5	WSRZ	WFLA	WCKX	WWBA	WTMP	WCKX	WCKX	WDAE	WQYK	WWBA	WSRZ	WWBA	WCKX	WJYW

Market Rank: 21

Total Persons 12+: 1,438,200

Stations: 24

MSA Diaries: 1,350

Revenue Rank: 27 Revenue: \$22.549.711

Income Rank: 79

Income: \$344,685

Local Revenue: \$16,131,639

National/Regional Revenue: \$6,026,374

Network Compensation: \$311,965

Other: \$79,733

Commissions/Discounts: \$2,995,229

Total Expenses: \$19,209,797 Local TV Revenue: \$31,076,976 **Radio Performance Index: 80** 

### There's Only One Way to Buy the Tampa/St.Pete Market...

### The Q105 and News1 Radio Combo



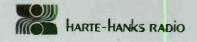
The "Q"...
The Radio Station with the Super Numbers:

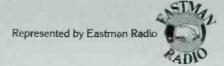
#1	men	18-34	#1	women	18-34
#1	men	18-49	#1	women	18-49
#1	men	25-49	#1	women	25-49
#1	men	25-54	#1	women	25-54

### WNSi NEWSI RADIO

The All News, Sports, and Information Station.

- Exclusive CBS Radio News
- NFL Football World Series Super Bowl
  - Largest Radio News Staff in the Market





#### TUCSON, AZ

#### Spanish formatted KXEW explodes

FASTEST MOVER—Spanish-formatted KXEW rebounds from previously low 1.8 share to place third overall, first in 18-34 adults, second 25-54. A five share had been the highest this station had seen in the past few years until now. Station used on-air contests during rating periods.

**BIGGEST DECREASE**—Two stations are off 2.3 shares and another one off 2.2. Schulke-programmed beautiful music KJYK is off 2.3 although second overall 12+ and third in prime 25-54 year olds. KRQQ rocker is off 2.3 shares. Burkhart/Abrams consulted album rock KLPX off 2.2 shares although it ranks fourth 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Spanish KXEW is first. Also first in men 18-34, first 18-34 in morning drive and middays. No lower than third 18-34 in the rest of the time periods. Jeff Pollackconsulted KWFM album rocker is up 5.4 to 6.7 12+ and is second in this category. Also first in men 18-34. Rocker KRQQ is third despite loss of overall 12+ ratings. KLPX album rocker fourth.

25-54 ADULTS-Country KCUB leads in prime demographics. Also first 12+. Number one in men and women 25-54. First in all 25-54 time periods. Spanish KXEW ranks close second making that stations 18-54 total spread very impressive. KJYK Schulke-programmed beautiful music station is next. Adult contemporary KCEE follows. KCEE is third 25-54 in morning and middays.

FACTS & FIGURES-Musicworks country format on KNDE is 3.7 from 4.8 and eighth in 25-54 ... Burkhart/ Abrams-consulted KTKT up dramatically with rock format 3.9 to 6.2.

RANK	STATION	FORMAT	ARBI	Total	METF persons M - 12 f		ENDS	REP	DIAL	HIGHEST	REACH	FRE- QUENCY	OWNER	RANK	WEE METRO Monday-	<b>CUME</b> Sunday
		Œ	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81		<u>a</u>	I		G			6 AM -	12 MIG
1	KCUB	C	9.5	13.6	11.7	10.6	12.4	Eastman	1290	36	19.1	5.36	Rex	1.	KCUB	100,600
2	KJYK	BM	9.1	8.3	11.7	12.7	10.4	Blair	94.9	N/A	15.8	5.44	Surrey	2	KTKT	99,300
3	KXEW	SP	3.4	5.1	3.5	1.8	9.0	Caballero	1600	N/A	9.6	7.77	R.F.C. Partners	3	KRQQ	92,700
4	KWFM	Α	9.0	9.4	8.5	5.4	6.7	Selcom	92.9	N/A	11.8	4.68	Sandusky	4	KJYK	82,400
5	KCEE	AC	5.4	2.3	9.2	5.4	6.3	Christal	790	40	13.5	3.86	790 Inc.	5	KCEE	74,700
6	KLPX	Α	6.3	5.5	5.1	8.5	6.3	Lotus	96.1	24	13.2	3.96	Lotus	6	KLPX	71,800
7	KTKT	R	8.8	7.6	6.5	3.9	6.2	Lotus	990	33	16.5	3.10	Lotus	7	KAIR	66,800
8	KAIR	BM	9.8	6.5	6.3	8.0	6.1	Blair	1490	N/A	12.3	4.09	Surrey	8	KWFM	63,000
9	KRQQ	R	5.7	8.2	7.0	8.2	5.9	McGavren	93.7	N/A	15.6	3.15	Western Cities	9	KTUC	<b>59</b> ,900
10	KHYT	R	5.1	6.0	7.0	6.0	4.9	RKO	1330	55	9.8	4.17	Golden State	10	KHYT	53,600
11	KTUC	N	4.1	4.5	5.2	4.2	4.4	Bernard Howard	1400	18.50×6	10.6	3.48	KTUC, Inc.	11	KXEW	48,000
12	KNDE	С	**	••	**	4.8	3.7	Bernard Howard	99.5	19.50	7.8	3.96	KTUC, Inc.	12	KNDE	42,300
13	KFLT	REL	2.2	3.9	1.9	1.8	2.1	N/A	1450	N/A	4.3	4.05	Family Life	13	KNST	<b>37,</b> 800
14	KGVY	BB	**	••	**	**	2.1	N/A	1080	12x6	3.4	5.09	Christal Sets	14	KIKX	28,000
15	KIKX	С	4.9	1.4	1.9	0.9	1.9	N/A	580	14	4.8	3.21	John Walton	15	KFLT	23,400
16	KNST	N/T	4.6	3.5	2.2	3.0	1.4	McGavren	940	26	5.2	2.15	Western Cities	16	KGVY	18,000
17	KUKQ	В	**	**	**	**	0.5	Jack Masla	1060	48	1.0	4.16	Tri-State	17	KOPA	<b>5</b> ,300
18	кора	R	**	**	0.5	**	0.4	Torbet	100.7	N/A	0.9	3.35	First Media	18	KUKQ	<b>5</b> ,300

¥		<b>DEMO</b> (e Quarter		C BRE		M-12 Mid		Average			REAKO ro Mond		Adults	
A	Ac	dults	, A	/len	Wo	omen	6-1	IOAM	10	-3РМ	3-	7PM	7-1	2Mid
r	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KXEW	KCUB	KWFM	KCUB	KXEW	KCUB	KXEW	KCUB	KXEW	KCUB	KRQQ	KCUB	KWFM	KCUB
2	KWFM	KXEW	KXEW	KXEW	KCUB	KXEW	KWFM	KXEW	KWFM	KXEW	KWFM	KXEW	KXEW	KJYK
3	KRQQ	КЈҮК	KLPX	KCEE	KRQQ	КЈҮК	KCUB	KCEE	KRQQ	KCEE	KXEW	КЈҮК	KLPX	KXEW
4	KLPX	KCEE	KRQQ	КЈҮК	KWFM	KCEE	KTKT	КЈҮК	KCEE	КЈҮК	KCEE	KCEE	KTKT	KTKT
5	KCUB	KTKT	KCEE	KWFM	KTKT	KAIR	KRQQ	KTKT	KCUB	KAIR	KLPX	KAIR	KRQQ	KCEE

Market Rank: 68

Total Persons 12+: 468,900

Stations: 16 MSA Diaries: 898 Revenue Rank: 68 Revenue: \$8,828,642 Income Rank: 349

Income: \$-434,956

Local Revenue: \$5.570.900

National/Regional Revenue: \$2,975,472 Network Compensation: \$23,401

Other: \$258,869

Commissions/Discounts: \$1,015,898

Total Expenses: \$8,247,700 Local TV Revenue: \$9,681,653 Radio Performance Index: 86



## KWFIM Rocks Tucson.

A Division of Sandusky Newspapers, Inc.

SELCOM

**National Representative** 

#### WASHINGTON, DC

#### NBC's WKYS is DC's rising star

FASTEST MOVER—ABC-owned WMAL-AM up 1.8 shares this book. Carries Redskins NFL football, Maryland Tarrapins college games. TV, newspaper, billboards, transit. WMAL first 12+, first 25-54, 25-54 men and women. Number one in morning drive and afternoon drive 25-54.

BIGGEST DECREASE—ABC-owned WRQX rocker off 1.4 shares. Twelfth 12+, ninth 18-34. Uses "Winning Ticket" contest for assorted cash, trips, houses, etc. Some TV.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS-WKYS ranks first and second 12+. WHUR's black format is up for second straight book. No onair contests during fall rating period. Gulf Broadcasting took over third place WJMD (adult contemporary).

25-54 ADULTS-WMAL clearly the winner here. NBC-

owned WKYS pulls in second place making it a remarkably broad ranged radio station able to pull not only 18-34s but 25-54 prime adults as well. Greater Media's WGAY-FM ranks third, second with women. Ted Dorf's beautiful music station defies problems facing many beautiful music stations in that it is pulling prime demographics rather than predominantly older ones. Station ranks third overall 12+. WHUR is fourth, WJMD is fifth in 25-54.

FACTS & FIGURES—Burkhart/Abrams "Superstars" album rocker is fifth 18-34. . . . WAVA is 15th overall, tie sixth 18-34. Doubleday took over after rating period and is installing improvements (fusion rock format blends album rock and rock) which may make station more competitive in months ahead.

RANK	STATION	DRMAT	ARBI	Total	METF persons M - 12 M		ENDS	REP	DIAL	HIGHEST RATE	REACH	FRE- UENCY	OWNER	ANK	WEEK METRO Monday-S	<b>CUME</b> Sunday
		6	O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81		۵	Ī		ō		-	6 AM - 1	2 Mid
_1	WMAL	AC	10.9	11.1	8.6	8.8	10.6	McGavren	630	N/A	17.3	4.56	ABC	1	WMAL	<b>576</b> ,500
2	WKYS	В	7.0	6.9	6.0	7.9	8.1	Eastman	93.9	190	12.8	4.71	NBC	2	WKYS	421,800
3	WGAY-FM	ВМ	8.2	8.0	7.1	7.9	7.8	Major Market	99.5	N/A	10.9	5.30	Greater Media	3	WHUR	385,100
4	WHUR	В	4.7	5.1	4.6	5.7	6.2	N/A	96.3	80	11.1	4.16	Howard Univ.	4	WPGC A/F	369,700
5	WPGC A/F	R	7.7	5.5	7.3	4.9	5.2	Torbet	1580/95.5	N/A	10.2	3.77	First Media	5	WRQX	<b>3</b> 66,900
6	WWDC-FM	Α	2.7	3.1	6.0	6.0	5.1	Christal	101.1	N/A	9.8	3.87	Capitol	6	WGAY-FM	350,100
7	WASH	AC	6.2	6.3	5.0	5.4	4.6	Katz	97.1	250	8.8	3.92	Metromedia	7	WWDC-FM	349,500
8	WJMD	AC	2.3	2.4	3.6	4.4	4.4	Christal	94.7	N/A	8.2	4.02	Gulf	8	WASH	313,000
9	WGMS A/F	CL	2.7	2.9	3.0	3.5	4.2	RK0	570/103.5	N/A	7.8	4.00	RKO	9	WTOP	303,200
10	WTOP	N	3.6	3.0	3.1	2.3	4.0	CBS	1500	1350x12	8.3	3.62	Outlet	10	WOOK	301,800
11	WPKX/WVKX	С	3.8	4.2	4.2	4.2	3.8	Selcom	730/105.9	N/A	5.3	4.43	Metroplex	11	WJMD	<b>28</b> 9, <b>7</b> 00
12	WRQX	R	7.2	8.6	6.6	5.2	3.8	Blair	107.3	N/A	9.2	3.11	ABC	12	WGMS A/F	273,100
13	W00K	В	3.5	3.2	3.7	4.2	3.5	Jack Masla	100.3	N/A	7.8	3.33	United	13	WAVA	228.000
14	WRC	N/T	5.8	4.1	4.4	3.2	3.4	Eastman	980	145	6.3	4.09	NBC	14	WRC	217,100
15	WAVA	A	3.5	3.5	4.5	3.7	3.3	CBS/FM	105.1	N/A	6.4	3.89	Doubleday	15	WMZQ	206,500
16	WMZQ	С	2.6	3.6	4.1	3.1	3.3	Bernard Howard	98.7	150	6.0	4.18	Viacom	16	WVKX	177,200
17	WEZR	ВМ	1.8	2.8	2.4	3.1	3.2	Herbert Groskin	106.7	50	4.6	5.19	EZ Comm	17	WEZR	148,000
18	WHFS	R	1.2	1.1	0.8	0.8	1.4	P/W	102.3	45x12	2.4	4.29	High Fidelity	18	WWDC	90,600
19	W0L	В	1.0	0.8	0.7	0.6	1.4	Savalli & Schutz	1450	65	2.3	4.44	Sonderling	19	WEAM	87,400
20	WEAM	BB	0.5	0.7	0.9	1.1	1.3	N/A	1390	32	2.5	3.91	Thom Radio	20	WYCB	<b>84</b> ,300

¥		<b>DEMO</b> C	RAPHI Hour Mo	C BREA		M-12 Mid		Average		PART BE		<b>UT</b> lay-Friday	Adults	
M	Ad	lults	M	len	Wo	men	6-1	0AM	10-	зРМ	3-	7РМ	7-1	2Mid
~	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WKYS	WMAL	WKYS	WMAL	WKYS	WMAL	WWDC A/F	WMAL	WKYS	WGAY A/F	WKYS	WMAL	WHUR	WHUR
2	WHUR	WKYS	WHUR	WKYS	WHUR	WGAY-FM	WKYS	WASH	WASH	WKYS	WJMD	WKYS	WKYS	WKYS
3	WJMD	WGAY-FM	WWDC-FM	WJMD	WASH	WKYS	WASH	WKYS	WJMD	WMAL	WASH	WJMD	WJMD	WGAY-FM
4	WASH	WHUR	WJMD	WGMS A/F	WPGC A/F	WHUR	WPGC A/F	WGAY A/F	WHUR	WJMD	WAVA	WGAY A/F	WAVA	WMAL
5	WWDC-FM	WJMD	WAVA	WGAY-FM	WJMD	WASH	WRQX	WT0P	WAVA	WGMS A/F	WHUR	WASH	WWDC-FM	WJMD

Market Rank: 8

Total Persons 12+: 2,565,200

Stations: 29

MSA Diaries: 2,066

Revenue Rank: 5 Revenue: \$65,818,724

Income Rank: 10 Income: \$4,268,903

Other: \$356,301

Local Revenue: \$46,941,745

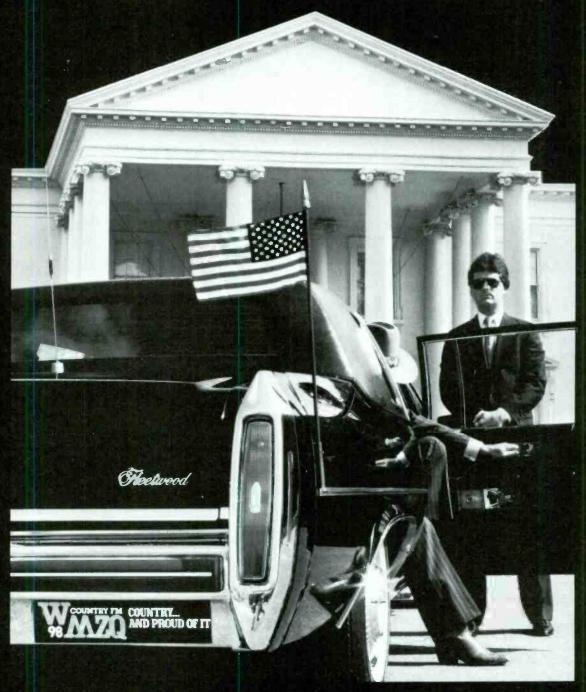
National/Regional Revenue: \$17,859,122

Network Compensation: \$661,556

Commissions/Discounts: \$9,222,194 Total Expenses: \$52,327,627

Local TV Revenue: \$44,582,289 Radio Performance Index: 121

# Washington's radio station.



COUNTRY FM 98 M ZQ

5513 Connecticut Ave. N.W. Washington, D.C. 20015

#### ABERDEEN, WA

	FORMAT				RO TRI		
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KGHO A/F	R	••	**	**	30.5	25.3	19,300
KXRO	AC	••	••	•••	20.7	22.4	22,700
KBKW-KJMD	С	••	**	••	17.1	14.9	17,100
KDUX	R	**	••	••	7.3	13.4	14,300
KBRD	ВМ		••	••		6.0	3,100
KIRO	N/T	**	••	•••	1.2	3.0	5,200

#### **AKRON**

	FORMAT		TRON				
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fail 81	CUME
WMMS	Α	11.4	12.3	12.5	12.7	12.5	142,800
WAKR	AC	14.5	14.9	13.7	10.7	10.7	154,700
WSLR	С	6.5	5.6	5.7	6.9	7.1	89,300
WAEZ	ВМ	6.5	5.9	7.4	6.8	6.2	59,200
WGCL	R	5.2	5.7	6.3	8.1	6.0	87,600
WWWM	R	4.2	2.8	4.7	4.1	5.6	85,500
WGAR	AC	5.5	4.8	4.0	4.2	4.9	93,600
WZZP	AC	5.3	4.6	5.2	5.2	4.6	75,800
WDBN	ВМ	5.0	5.2	3.4	2.0	4.0	41,700
WNIR	C	2.0	2.4	3.4	3.0	3.5	43,700
WDOK	ВМ	2.6	3.6	3.5	3.6	3.5	45,000
WKSW	С	1.0	••	1.2	1.2	3.2	35,900
WDMT	В	1.8	3.0	3.6	2.3	2.9	27,500
WCUE	BB	0.7	1.9	0.6	3.5	2.6	32,100
WHLO	ВВ	4.2	2.2	2.7	1.6	2.2	30,700

#### **ALBANY-SCHENECTADY**

	FORMAT		TRON				
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WGY	AC	17.9	19.6	16.7	16.4	15.8	<b>256</b> ,600
WPYX	A	5.9	5.2	6.2	10.7	9.9	130,100
WROW	ВМ	11.1	9.7	10.2	8.3	9.6	148,200
WTRY	R	7.4	6.8	8.4	8.3	8.9	176,000
WQBK	T	8.9	5.9	6.2	6.2	7.5	58,600
WROW-FM	ВМ	4.7	7.1	10.0	7.4	7.0	102,900
WFLY	R	8.4	10.2	7.1	6.3	6.5	127,100
WGFM	R	4.8	4.1	3.8	3.6	5.2	111,800
WWOM	AC	2.5	3.1	3.9	4.5	5.0	98,000
WGNA	С	4.1	4.7	4.3	5.3	3.9	58,700
WPTR	AC	5.2	4.9	3.1	3.6	2.8	73,500
WOKO	С	1.2	0.8	1.5	2.4	2.1	35,800
WQBK-FM	Α	3.3	4.7	2.4	2.8	1.8	39,500
wcss	AC	1.5	1.5	2.3	1.1	1.4	16,300
WHRL	ВМ	2.0	1.9	2.6	1.8	1.4	27,900

#### **ALBUQUERQUE**

	FORMAT				O TRI		
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KKJY	BM	10.4	12.7	15.2	11.9	10.6	66,900
KRST	С	6.9	4.5	5.4	7.5	10.1	67,800
KOB-FM	AC	6.2	5.9	2.9	3.9	9.5	85,700
KWXL	Α	2.8	4.7	5.7	9.5	9.0	55,000
ков	AC	11.8	10.4	8.8	9.2	8.1	88,200
KFMG	A	9.5	8.3	9.7	8.0	7.5	79,700
KZIA	Т	6.7	5.0	4.1	4.2	5.8	29,100
KRZY	С	7.3	7.9	4.8	4.7	5.0	54,500
KQEO	0	4.7	3.6	6.5	5.1	4.8	58,400
KZZX	R	4.5	5.6	5.6	7.5	4.8	65,000
KABQ	SP	7.6	4.3	6.1	5.4	4.5	31,500
KRKE	С	3.9	3.4	2.3	2.5	3.7	47,500
KAMX	R	3.0	4.3	3.4	3.9	3.3	32,200
KHFM	CL	1.9	2.9	4.3	2.2	2.3	25,600
KDRM	AC	0.9	2.3	0.5	8.0	0.8	12,100

#### **ALLENTOWN-BETHLEHEM**

	FORMAT	ARBI Total I	ENDS M-Mid				
STATIONS		79	A/M 80	Fall 80	Sprg 81	81	CUME
WLEV	AC	7.0	11.7	7.7	13.2	12.1	154,700
wzzo	A	12.4	8.1	8.5	10.1	9.5	125,600
WQQQ	ВМ	12.1	12.5	10.5	8.8	9.0	110,200
WFMZ	ВМ	4.8	7.7	10.8	7.6	8.9	89,000
WXKW	С	10.8	9.1	10.8	9.9	8.5	94,700
WAEB	R	8.2	9.8	9.1	8.6	7.1	116,300
WSAN	С	2.7	0.6	2.4	3.4	3.8	70,300
KYW	N	3.4	4.6	3.6	3.1	3.5	68,200
WEST	ВВ	4.5	4.6	5.4	3.6	3.1	47,900
WOR	T	1.2	2.0	1.3	1.7	3.0	24,800
WEEX	AC	3.6	3.1	4.7	2.8	2.8	49,700
WKAP	AC	2.7	3.0	3.6	3.0	2.6	56,800
WIFI	R	0.7	0.7	0.7	1.5	2.3	35,000
WYSP	Α	1.1	0.9	2.0	1.0	2.2	32,600
WLSH	AC	2.7	1.1	••	0.5	1.8	13,700

#### **ANAHEIM-SANTA ANA**

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
STATIONS	6	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME	
KBIG	ВМ	7.1	7.9	7.3	5.8	7.1	222,200	
KABC	Т	6.3	5.8	4.7	7.3	6.1	244,600	
KLOS	Α	2.9	3.3	3.7	4.5	6.1	277,200	
KMET	Α	8.1	7.2	4.2	7.5	5.8	258,700	
KRTH	AC	5.0	5.1	4.7	3.7	4.4	<b>193</b> ,400	
KHTZ	AC	2.5	2.8	2.2	3.1	3.8	161,300	
KFI	R	5.1	4.3	5.1	4.0	3.6	172,200	
KNX-FM	ММ	3.9	4.1	4.0	3.8	3.6	167,700	
KLAC	С	4.1	5.1	5.4	3.3	3.4	155,400	
KOST	ВМ	2.8	2.6	2.2	3.0	3.4	141,100	
KROQ-FM	Α	0.4	2.2	2.1	2.6	3.2	109,800	
KNX	N	3.8	3.5	4.0	3.3	3.0	203,600	
XTRA	AC	2.4	1.9	1.9	2.3	2.8	<b>153</b> ,700	
KIQQ	R	0.9	2.1	3.1	2.0	2.7	128,500	
KJOI	ВМ	3.8	3.7	5.0	3.1	2.7	123,500	

#### ANCHORAGE

	FORMAT	ARBI									
STATIONS	PO	O/N 79	A/M 80	0/N <b>80</b>	Sprg 81	Fall 81	CUME				
KFQD	AC	18.6	19.4	19.7	19.8	17.3	45,800				
KHAR	ВМ	14.4	13.8	10.5	12.3	12.3	30,600				
KGOT	Α	14.0	3.9	7.0	8.5	10.0	<b>26,9</b> 00				
KNIK	ВМ	5.1	5.6	8.8	6.1	9.5	23,000				
KKLV	R	5.9	12.5	12.3	10.4	8.6	30,000				
KBCN	REL	5.1	3.9	1.8	1.9	8.2	18,700				
KRKN	A	1.7	3.0	3.5	8.5	7.3	19,300				
KENI	R	14.8	14.2	11.0	10.8	6.8	34,600				
KYAK	С	6.8	6.5	7.5	8.0	5.9	20,200				
KANC	AC	5.1	5.2	6.1	3.8	4.1	16,200				
KBYR	AC	5.5	4.3	7.0	4.7	3.6	19,800				

#### **APPLETON-OSHKOSH**

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mld							
STATIONS	P. P.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME		
WHBY	AC	**	10.2	••	8.8	11.6	54,300		
WIXX	R		8.6		8.5	10.2	69,300		
WYTL	С		9.6	••	9.3	9.4	39,500		
WNAM	R	••	12.3		10.6	9.2	68,300		
WAPL	Α	**	5.9		9.0	9.2	48,400		
WROE	ВМ	**	10.2	**	11.6	7.5	35,200		
WYNE	С	**	5.1	••	3.6	5.7	33,500		
WOSH	R	• •	4.0	••	5.9	5.4	39,200		
WGEE	С	• •	2.9	••	3.4	4.3	28,300		
WKAU-FM	R	**	4.3	••	4.4	4.0	31,700		
WVMS	BB	••	3.7	• •	2.8	3.2	14,000		
WDUZ-FM	ВМ	**	4.0	••	1.8	2.2	13,400		
WKAU	R	••	2.7	••	4.1	2.2	24,500		
WNBK	С	0.0	1.1	••	1.0	1.9	9,900		
WAHC	A	**	1.3		1.6	1.9	18,800		

#### **AUSTIN, TX**

	FORMAT	ARBI					
STATIONS	<u>ō</u>	O/N 79	A/M 80	O/N 80	Sprg 81	Fail 81	CUME
KHFI	R	8.2	16.7	12.7	15.7	17.8	134,700
KASE	ВМ	17.1	10.6	13.5	10.9	11.8	98,300
KLBJ-FM	Α	11.2	7.8	6.8	11.2	9.8	88,000
KVET	С	12.0	11.6	11.8	11.4	7.7	90,800
KLBJ	AC	5.7	3.0	6.6	4.4	6.3	84,500
KOKE-FM	C	7.6	8.8	9.2	11.0	5.9	70,300
KCSW	AC	5.9	7.4	5.2	5.2	5.3	57,800
KMXX	SP	1.4	4.0	1.7	3.6	4.9	36,100
KNOW	R	2.7	1.0	2.9	2.2	3.1	38,300
KTSA	AC	4.3	3.7	4.7	3.8	2.0	44,600
KOKE	С	1.4	2.4	3.1	2.7	1.3	22,900
KTAE	С	1.9	1.9	1.€	1.4	1.3	16,200
KIXL	REL	2.4	3.0	1.5	2.2	1.3	15,000
KIXS	Α	**	••	**	1.0	1.1	8,600
WOAI	N/T	0.9	1.3	1.9	0.9	1.1	15,800

#### **BAKERSFIELD**

	FORMAT	ARBI Total					
STATIONS	0	0/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME
KUZZ	С	••	15.6	16.9	17.8	14.1	<b>77,9</b> 00
KKXX	R		13.4	11.4	10.6	10.5	71,000
KWAC	SP	0.0	2.9	5.1	5.9	9.6	38,600
KXEM	SP	••	2.4	• •	1.6	5.9	16,200
KERN	R	••	9.3	9.2	6.1	5.2	54,000
KGFM	BM	••	5.1	9.0	7.0	5.2	40,900
KGEO	0	••	4.1	2.7	2.0	5.0	40,600
KLYD	AC	••	4.1	5.8	4.7	3.3	21,600
KAFY	0	••	3.9	5.1	5.2	2.8	34,000
KLOS	Α	**	1.0	2.4	1.3	2.8	15,600
KLOA	AC	**	1.2	1.7	**	2.6	17,700
KMGN	A	••	••	2.2	1.4	2.2	16,500
KPMC	AC	••	2.0	1.9	2.9	1.9	26,100
KNTB	N/T	**	0.7	0.5	2.3	1.5	16,000

#### **BATON ROUGE**

	FORMAT	ARBI Total					
STATIONS	G	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WFMF	R	14.1	20.6	18.1	19.0	16.5	115,400
WYNK-FM	С	12.8	14.5	11.1	13.0	14.3	91,200
WXOK	В	21.2	9.4	11.8	10.8	13.5	88,200
WQXY	ВМ	11.5	11.6	11.1	10.8	10.4	70,500
WAFB	AC	4.8	6.4	6.3	5.5	7.4	82,700
WTKL	В	••	••	5.5	5.5	5.3	34,100
WJBO	AC	8.2	.7.6	7.7	4.2	5.1	66,300
WIBR	С	6.3	5.4	5.8	4.5	4.8	49,000
WLCS	R	7.6	8.3	9.9	6.6	4.8	<b>56</b> ,800
WYNK	С	4.1	4.1	2.2	5.2	4.5	33,700
WWL	N/T	2.2	1.2	••	1.4	1.9	21,700
WSLG	С	0.9	1.7	2.4	2.1	1.1	11,100
WAIL	В	••	• •	••	••	0.8	7,200
WAJY	AC	**	••	**	••	0.6	9,500
WTIX	AC	••	••	0.5	••	0.6	6,900

#### **BEAUMONT-PORT ARTHUR**

	RMAT	ARBI					
STATIONS	FORM	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
KYKR	С	8.2	13.2	12.3	9.6	13.0	71,800
KIOC	AC	4.5	5.5	4.5	6.3	10.0	60,400
KQXY	ВМ	9.6	10.9	8.7	11.0	8.0	42,100
KHYS	В	5.1	3.7	4.0	5.6	7.4	39,000
KLVI	С	9.4	8.9	13.5	8.7	7.2	56,700
KZOM	Α	3.3	6.7	6.3	4.3	7.2	33,400
KZZB	R	10.7	6.5	6.7	2.5	7.2	34,900
KAYD	С	4.9	4.0	10.8	10.1	7.0	45,500
KWIC	R	5.3	5.0	1.8	6.7	6.1	45,100
KALO	В	6.2	5.5	2.5	8.7	6.1	29,100
KTRH	N/T	4.2	4.2	6.1	4.0	5.2	28,900
KDLF	REL	0.7	1.7	**	1.1	2.0	5,700
KOGT	С	3.6	1.5	3.1	2.5	1.5	10,300
KJET	N/T	5.8	5.0	2.5	4.3	1.3	10,700
KTXC	С	3.3	3.0	1.6	2.7	1.3	17,800

#### BIRMINGHAM

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WZZK	С	3.8	5.5	7.7	13.6	17.7	184,600
WKXX	R	13.8	11.0	11.1	12.3	10.5	168,500
WENN-FM	В	9.7	12.4	11.1	9.1	7.0	95,100
WQEZ	ВМ	6.4	3.5	6.1	3.8	6.7	86,500
WSGN	AC	6.6	8.3	8.3	6.4	6.0	128,200
WAPI-FM	Α	4.3	6.3	6.1	4.7	5.5	104,200
WVOK	С	3.3	5.3	5.6	5.5	4.9	75,300
WILD	В	3.9	4.5	2.4	3.2	4.9	74,300
WATV	В	5.0	5.0	5.7	4.8	4.6	50,000
WAPI	AC	2.9	2.4	3.4	4.1	4.5	85,400
WERC	AC	7.9	4.8	5.1	4.5	4.3	134,600
WDJC	REL	3.4	5.0	4.5	2.3	3.7	54,700
WENN	В	3.5	4.8	2.4	3.8	3.3	55,500
WRKK	Α	5.7	4.4	6.6	4.8	2.8	65,800
WYDE	С	4.2	3.9	2.9	4.6	2.3	56,900

#### **BLOOMINGTON**

STATIONS	FORMAT	ARBITOtal p	CUME				
WJBC	AC	**	37.0	37.3	39.0	40.7	58.600
WBNQ	R	**	16.0	18.9	18.2	15.9	40,700
WMLA	С	**	8.3	7.1	8.4	9.0	17,500
WLS	R	••	7.2	5.3	5.8	6.2	21,400
WMAQ	С	••	7.2	4.1	5.2	5.5	16,800
WWCT	Α	••	7.2	6.5	5.2	5.5	12,500
WIHN	ВМ	••	3.9	6.5	4.5	4.8	<b>8,9</b> 00
WGN	N/T	**	1.7	1.2	3.2	4.8	9,300
WKZW	R	••	1.7	1.8	1.3	2.8	7,500
WRBA	AC	••	0.6	0.6		0.7	3,500
WSOY-FM	R	••	**	••	• •	0.7	2,400
WSWT	ВМ	••	1.7	1.2	1.9	0.7	5,100

#### **BRIDGEPORT**

	FORMAT	ARBI Total					
STATIONS	<u>G</u>	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME
WEZN	ВМ	••	16.2	14.8	16.0	15.9	100,500
WICC	R	**	15.1	14.8	15.7	13.9	<b>135</b> ,100
WNAB	AC	• •	8.3	7.2	7.4	7.5	60,200
WNBC	AC	••	9.2	7.3	7.4	7.2	81,500
WDJZ	R	••	7.1	4.2	4.6	4.9	21,800
WKCI	R	••	3.6	7.3	5.5	4.9	55,900
WCBS	N	••	5.3	5.7	3.4	4.3	52,000
WPLR	R	••	6.2	7.0	5.4	4.1	<b>46,3</b> 00
WRKI	Α	••	2.8	1.8	3.7	3.2	<b>33,8</b> 00
WADS	AC	**	1.8	1.3	2.3	2.5	<b>13,</b> 000
WBLS	В	• 0	1.9	2.2	1.8	2.5	20,600
WOR	Т	••	2.4	1.7	2.2	1.9	14,500
WPLJ	Α	••	0.5	1.0	0.6	1.8	21,300
WRKS	D		••	••	0.0	1.8	18,000
WHN	С	**	2.1	1.0	2.3	1.4	24 <b>,3</b> 00

#### **BURLINGTON, VT**

	FORMAT	ARBI Total					
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WQCR	R	••	**	••	23.7	25.5	43,000
WVMT	AC	••		••	11.8	11.5	34,900
WGFB	R	**	0.0	**	5.3	9.7	29,800
WEZF	BM	• •	• •		10.5	9.1	14,900
WDOT	R	• •	**	**	2.0	6.7	21,400
СНОМ	Α	• •	• •	• •	5.9	6.7	16,000
WJOY	AC	••	••	••	7.9	6.1	21,200
WKDR	С	••	• •	••	17.2	4.2	10,700
WLFE	С	••	**	••	3.9	4.2	6,700

#### CANTON

STATIONS	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
	Ĉ.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME	
WHBC	AC	**	19.6	20.9	16.9	16.4	135,000	
WHBC-FM	BM	**	12.7	10.1	14.6	11.6	76,200	
WDJQ	R		4.4	5.6	8.4	9.4	61,300	
WMMS	A	••	9.2	9.5	6.1	7.5	54,900	
woos	AC	••	9.0	9.0	7.3	5.4	52,600	
WGAR	AC	**	5.1	6.5	4.6	5.0	66,500	
WSLR	С	••	5.0	2.9	5.6	3.9	33,500	
WQXK	С	••	2.6	4.7	1.9	3.9	23,400	
WDBN	ВМ	••	1.8	1.1	1.5	3.5	27,300	
WNYN	С	••	2.2	4.0	1.5	2.3	19,600	
WTOF	REL	••	0.4	0.5	1.5	2.3	15,900	
WGCL	R	••	0.9	2.0	1.3	2.3	22,000	
WQIO	R	••	2.9	2.3	2.9	2.1	17,000	
WWWM	A	••	1.7	0.7	2.1	2.1	26,700	
WZAK	В	••	••		0.8	1.5	11,700	

#### CHARLESTON, SC

STATIONS	RMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N A/M O/N Sprg Fall							
	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME		
WSSX	Α		8.2	11.1	15.5	12.7	88,700		
WEZL	C	••	10.0	10.7	10.5	11.5	<b>69</b> ,400		
WXTC	ВМ	**	13.1	15.4	9.1	11.5	<b>6</b> 6,900		
WCSC	AC	0.0	10.0	8.9	11.0	10.8	90,600		
wwwz	В	••	2.9	1.1	9.9	9.0	56,800		
WQIZ	REL	• •	3.5	5.7	8.7	8.1	24,200		
WPAL	В	••	10.2	9.8	9.1	7.1	52,500		
WKTM	R	••	8.2	6.5	5.0	5.4	56,300		
WDWQ	R	• •	9.0	7.6	5.2	5.2	47,600		
WTMA	AC	**	8.8	5.9	4.7	4.4	58,500		
WGCA	AC	• •	4.5	2.2	2.3	2.7	25,800		
WKXZ	C	••	1.4	4.8	1.6	1.9	13,700		
WOKE	AC	• •	2.1	1.7	1.2	1.3	28,400		
WBER	C	••	0.6	1.1	**	1.2	11,200		

#### **CHARLOTTE-GASTONIA**

	FORMAT	ARBI Total					
STATIONS	<u>G</u>	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WSOC-FM	С	12.6	10.9	12.6	15.3	17.3	136,900
WBT	AC	17.2	15.6	15.9	14.8	11.1	148,300
WBCY	R	7.2	6.9	8.7	9.2	9.0	101,100
WEZC	ВМ	6.8	8.8	9.9	8.8	8.9	80,900
WROQ	Α	11.1	9.2	10.5	8.9	8.5	93,200
WPEG	В	4.9	6.3	7.3	7.4	8.3	82,300
WGIV	В	5.4	6.4	4.4	4.7	6.6	62,700
WAYS	AC	10.4	9.7	8.5	8.7	5.9	94,800
WZXI	AC	2.6	2.9	3.0	3.3	3.4	50,200
WSOC	BB	4.7	6.1	3.3	4.5	2.7	39,700
WIXE	С	1.3	1.9	2.0	0.8	1.9	11,300
WLVV	ВМ	••	••	• •	••	1.9	28,200
WGNC	BM	0.7	1.3	1.2	1.9	1.6	17,600
wacc	REL	0.4	• •	• •	••	1.5	13,200
WAME	REL	1.7	2.3	2.2	0.8	1.2	19,000

#### **CHATTANOOGA**

	FORMAT	ARBI Total					
STATIONS	ш	O/N 79	80	0/N 80	Sprg 81	Fall 81	CUME
WSKZ	R	17.8	15.1	14.8	13.5	15.5	107,900
WDEF-FM	ВМ	14.9	12.5	11.4	11.2	10.3	69,000
WDOD-FM	AC	4.0	2.6	0.6	7.0	9.2	72,600
WDEF	AC	14.3	14.6	16.8	13.5	8.5	79,900
WDOD	С	8.2	13.5	9.2	8.9	6.2	67,600
WGOW	AC	6.7	5.6	4.2	6.4	3.8	55,400
WKXC	R	2.2	0.9	1.7	1.4	2.7	26,500
WNOO	В	8.0	11.2	2.8	2.9	2.7	20,200
WDXB	С	3.8	3.7	1.5	0.4	2.2	19,500
WMOC	REL	1.6	2.4	2.4	1.9	1.7	11,600
WEPG	С	0.4	1.1	0.7	1.2	1.5	8,100
WLFA	AC	2.4	••	0.7	1.2	1.5	9,000
WJSQ	AC	• •	* *	••	2.5	0.8	14,600
WEDG	С	• •	• 0	••	• •	0.7	4,500
WOWE	REL	0.4	**	0.6		0.5	5,100

#### CINCINNATI

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	O/N <b>8</b> ()	Sprg 81	Fall 81	CUME
WEBN	Α	9.1	9.7	86	9.6	11.8	238.700
WWEZ	ВМ	7.6	6.3	9 7	9.8	8.9	190,800
WKRQ	R	11.8	10.7	10 5	9.6	8.3	222,800
WLW	AC	9.9	14.5	8.5	11.0	8.1	275,000
WKRC	AC	9.6	8.0	10 4	9.2	7.8	222,700
WCKY	N/T	11.1	8.0	64	7.9	6.4	159,200
WRRM	AC	5.0	3.1	3.4	7.1	6.3	<b>151.</b> 800
WMLX	BB	1.6	1.7	1.7	0.7	6.1	117,100
WUBE	С	5.4	5.8	5.7	4.2	5.9	135,600
WYYS	AC	1.8	1.6	4.1	2.5	5.5	155,300
WCIN	AC	3.2	4.3	4.6	5.8	2.6	7 <b>6</b> ,100
WSAI	С	3.0	3.9	2.6	2.9	2.6	92,200
WBLZ	В	2.2	1.2	***	2.2	2.4	65,400
WSAI-FM	С	4.4	5.5	3.4	2.0	1.9	78.700

#### **COLORADO SPRINGS**

	FORMAT	ARBI Total					
STATIONS	6	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
KILO	A	12.5	9.6	11.0	11.2	14.0	58,000
KSPZ	AC	8.8	11.1	16.4	13.6	12.4	75,700
KKFM	A	4.5	1.8	2.8	3.4	9.3	<b>53,7</b> 00
KSSS	С	9.8	8.0	7.6	9.4	9.0	38,900
KRDO-FM	BM	10.6	11.1	9.9	8.9	8.3	40,200
KVOR	AC	9.3	7.5	7.3	7.6	7.1	49,600
KKCS-FM	С	0.8	4.7	3.4	4.0	6.2	33.700
KOA	N/T	4.0	4.9	6.2	4.9	4.8	30,700
KYSN	R	7.7	8.8	9.0	7.8	4.3	41,900
KYNR	ВМ	6.4	4.7	4.5	5.4	3.8	26,100
KIIQ	R	5.3	3.9	2.5	2.0	3.1	25,500
KRDO	AC	3.2	4.1	4.5	4.5	2.9	36,600
KLZ	С	1.6	4.1	5.1	1.8	1.9	13,200
KRTS	R	2.1	0.5	1.1	0.4	1.7	13,600

#### **COLUMBUS, OH**

	FORMAT		ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
STATIONS	õ	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME		
WTVN	AC	14.1	10.0	12.3	7.3	13.0	287,900		
WLVQ	Α	12.7	12.5	14.0	15.9	12.6	189,500		
WXGT	R	7.3	8.2	9.1	10.8	10.9	242,500		
WNCI	R	10.1	11.6	11.1	10.0	8.6	223,600		
WCOL	BB	4.7	6.8	5.2	7.9	7.2	138,700		
WBNS-FM	ВМ	12.2	10.7	9.1	7.8	6.7	150,100		
WBNS	AC	8.0	6.4	5.5	6.3	6.3	187,200		
WMNI	С	6.1	7.0	6.1	6.7	6.2	128,100		
WVKO-FM	В	2.7	2.9	2.2	3.4	4.7	79,100		
WHOK	С	3.7	2.9	3.7	4.6	3.7	<b>57</b> ,000		
WVKO	В	2.5	3.2	3.7	2.2	3.1	63,900		
WRMZ	BM	1.8	2.6	2.9	3.4	2.6	<b>5</b> 1, <b>1</b> 00		
WLOH	С	1.2	0.4	1.5	1.1	1.4	<b>25</b> ,700		
WLW	AC	0.6	1.4	0.8	1.1	1.0	54,300		

#### **CORPUS CHRISTI**

	FORMAT	ARBI Total					
STATIONS	0	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KZFM	R	••	11.4	••	12.8	17.7	74,800
KCCT	SP	• 0	7.2	• •	5.5	11.1	40,000
KEYS	AC	••	16.8	••	8.3	10.1	70,300
KOUL	С	**	8.8	••	13.5	9.1	47,200
KUNO	SP	••	12.5	••	10.9	9.1	38,100
KNCN	A	••	7.4	••	6.5	8.9	<b>39,1</b> 00
KIOU	ВМ	••	8.2	••	11.7	7.3	29,500
KRYS	AC	• •	7.7	••	5.5	5.6	52,800
KEXX	AC	••	2.9	••	2.3	3.5	20,700
KIKN	С	0.0	4.3	••	4.4	2.5	21,100
KFLZ	SP	••		••	••	2.3	10,500
KROB-FM	С	••	1.3	••	1.0	1.8	14,700
KITE	ВМ	**	0.5	••	3.6	1.5	11,800
KROB	С	0.0	1.1	••	1.6	1.5	7,400
KTSA	AC	••	1.1		2.1	1.5	18,900

#### **DALLAS TRADING AREA**

	FORMAT	ARBI Total					
STATIONS	5	O N 79	A/M 80	0 N 80	Sprg 81	Fall 81	CUME
KKDA-FM	В	8.3	7.2	7.2	9.4	8.6	290,600
KVIL-FM	AC	9.7	10.4	8.0	8.3	8.3	309,900
KRLD	N	8.6	7.7	9.7	6.7	7.5	351,500
KZEW	Α	3.2	4.6	4.1	4.5	6.9	227,200
KSCS	C	7.1	7.3	7.8	7.1	5.4	247,000
KMEZ	ВМ	4.7	5.9	7.4	5.8	5.1	181,100
KTXQ	Α	4.9	4.5	4.2	4.9	4.9	231,300
KNOK-FM	В	2.8	3.2	4.0	4.5	4.6	144,500
WFAA	N/T	4.7	3.6	3.6	2.5	4.3	204,200
KMGC	AC	3.6	4.2	3.4	3.3	4.1	165,100
KOAX	ВМ	5.5	6.3	3.3	4.7	4.1	167,100
KEGL	R	3.3	3.6	3.0	4.4	4.1	194,000
WBAP	С	4.9	6.5	3.9	4.8	3.8	192,600
KBOX	С	5.9	4.7	4.2	4.1	3.6	116,200
KPLX	C	1.3	2.2	5.0	3.1	3.2	144,600

#### **DANBURY, CT**

	FORMAT		ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
STATIONS	TATIONS	O/N <b>79</b>	A/M 80	Fall 80	Sprg 81	Fall 81	CUME		
WLAD	AC	**	••	19.6	7.5	13.1	24,900		
WNBC	AC	••	••	10.1	9.0	10.9	27,600		
WDAQ	ВМ	**	**	8.1	11.9	8.8	15,900		
WEZN	AC	••	••	9.5	9.0	8.8	18,800		
WINE	AC	**	**	4.7	4.5	8.0	16,800		
WRKI	R	••	••	14.9	11.2	8.0	16,900		
WKCI	R	••	**	2.0	3.7	5.8	13,200		
WCBS	N	0.0	••	6.8	6.0	5.1	17,800		
WHN	С	9.9	• •	2.0	3.0	4.4	11,800		
WOR	Т	0.0	••	2.0	6.7	3.6	6,900		
WTIC	AC	•••	••	1.4	••	2.9	5,600		
WWYZ	AC	••	••	••	1.5	2.9	5,500		
WQXR-FM	CL	4.0	••	••	0.0	2.2	2,100		
WABC	AC	••	••	2.0	2.2	1.5	11,800		

#### **DAYTON**

	FORMAT	ARBI Total p					
STATIONS	5	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WHIO-FM	ВМ	15.4	17.0	15.1	19.6	15.2	183,700
WHIO	AC	15.4	12.6	11.9	14.2	10.2	160,700
WTUE	A	8.1	9.9	11.4	9.7	10.1	124,000
WDAO	В	5.6	7.5	8.8	7.4	9.7	87,000
WING	AC	8.9	6.7	9.6	8.7	8.3	167,600
WONE	С	6.6	9.2	9.8	5.8	8.2	109,800
WDJX	R	6.8	6.2	7.2	8.8	7.7	116,000
WAVI	N/T	6.8	5.8	6.0	3.1	4.9	30,000
WVUD	R	6.4	7.0	3.3	3.3	4.0	85,100
WJAI	С	0.6	0.4	••	1.6	2.7	40,400
WPBF	AC	0.7	**	0.7	1.3	2.7	39,500
WBLZ	В	**	**	••	1.0	1.7	34,800
WLW	AC	2.3	2.2	1.3	2.3	1.7	49,900
WBZI	С	0.6	0.9	0.7	1.0	1.3	22,000
WPTW-FM	ВМ	1.5	1.3	1.5	0.5	1.0	19,200

#### **DAYTONA BEACH**

	FORMAT	ARBI Total					
STATIONS	<u>G</u>	O/N <b>79</b>	80	O/N 80	Sprg 81	Fall 81	CUME
WDOQ	R	8.0	11.7	15.4	17.7	14.3	65,500
WWLV	BM	16.8	19.0	15.7	17.1	13.3	55,000
WELE	С	8.8	12.0	10.4	9.8	12.0	57,800
WDBO-FM	ВМ	11.8	11.7	14.7	9.8	11.5	42,900
WDIZ	Α	8.0	5.1	7.7	11.2	8.9	35,900
WROD	R	6.1	2.9	4.0	2.5	7.4	45,500
WNDB	AC	7.3	7.7	6.7	6.5	5.6	35,600
WSBB	BB	8.4	7.3	5.0	4.5	4.1	21,700
WDAT	AC	4.2	2.2	1.0	2.2	3.1	24,300
WMFJ	R	2.3	2.6	1.7	2.5	2.3	22,100
WJYO	AC	2.3	1.8	0.7	0.6	2.3	11,800
WDBO	AC	1.5	1.5	• •	0.8	1.8	12,900
WZIP	С	3.8	1.8	4.3	3.1	1.5	15,000
WHOO-FM	BM	1.5	1.1	1.7	0.6	1.3	9,700

#### **DES MOINES**

STATIONS	FORMAT	ARBITOTAL TOTAL	011115				
		79	80	80	81	81	CUME
WHO	N/T	16.4	16.9	15.1	10.4	16.4	89,200
KSO	С	10.5	14.6	10.3	14.9	15.0	74,400
KRNT	AC	10.8	11.9	13.1	12.5	10.3	67,700
KGGO	A	7.4	11.1	8.8	13.0	9.8	48,800
KRNQ	R	9.5	9.8	11.6	10.1	9.3	<b>5</b> 7,500
KLYF	ВМ	11.0	12.4	13.3	11.3	8.3	47,800
KIOA	AC	10.3	6.9	8.3	7.5	7.6	<b>7</b> 8,00 <b>0</b>
KJJY	С	0.8	1.6	1.0	1.9	6.9	36,600
KMGK	R	9.7	6.6	11.3	6.7	6.1	44,900
KWKY	REL	1.5	1.1	1.8	1.4	1.0	16,200
KEZT	AC	2.8	0.8	**	1.9	1.0	7,900
KCBC	AC	1.5	0.8		1.4	0.5	9,200

#### **EL PASO**

	FORMAT	ARBI Total					
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KLAQ	A	5.2	3.1	4.0	14.1	14.5	74,800
KSET	AC	2.9	6.7	5.5	6.0	8.6	<b>5</b> 3,600
KINT	R	11.7	7.9	7.5	5.4	8.4	77,700
KLOZ	С	5.4	9.4	10.4	8.9	7.1	49,300
KAMA	SP	9.2	4.2	8.1	7.6	6.1	<b>36,</b> 500
KHEY	С	11.3	10.4	7.3	7.0	5.6	45,200
KTSM-FM	BM	1.9	2.5	2.6	3.4	5.6	38,400
KROD	R	2.9	1.5	1.9	5.9	5.3	59,300
KHEY-FM	C	8.6	7.5	7.2	6.5	5.1	47,400
KTSM	N/T	2.3	4.0	5.1	3.9	4.6	41,400
KROK	SP	0.6	6.7	7.5	2.3	3.8	31,400
KSET-FM	R	5.6	8.3	6.4	5.9	3.5	38,600
KEZB	BM	4.0	3.1	2.3	1.7	2.6	23,000
KFIM	AC	5.6	5.4	4.9	4.2	2.6	34,300
KELP	AC	7.9	6.0	4.9	3.2	2.5	33,900

#### **EUGENE-SPRINGFIELD**

	FORMAT	ARBI Total p					
STATIONS		O/N 79	A/M 80	C/N 80	Sprg 81	Fall 81	CUME
KSND	A	8.0	9.5	10.5	13.9	12.5	<b>59,2</b> 00
KUGN	AC	11.6	14.6	14.2	9.8	12.3	76,400
KPNW-FM	ВМ	14.5	13.3	13.9	14.1	11.7	41,900
KZEL	A	11.1	11.4	9.9	7.6	10.6	47,100
KUGN-FM	С	2.8	5.4	3.7	6.0	8.9	42,800
KEED	С	9.1	9.5	9.3	7.9	7.8	42,500
KPNW	AC	8.5	9.5	9.6	7.6	7.2	42,400
KQDQ	BB	6.8	1.9	••	6.3	5.8	11,800
KBDF	0	6.5	7.0	5.1	4.1	4.2	41,300
KORE	AC	2.0	2.9	2.3	3.3	3.9	18,700
KASH	AC	4.3	1.9	2.8	0.8	1.1	15,500
KNND	A	0.6	0.6	••	••	1.1	7,700
КВМС	REL	0.9	••	1.7	3.8	0.8	10,800

#### FLINT

STATIONS	FORMAT	ARBI Total					
	6	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WWCK	A	••	10.3	13.8	10.5	13.2	99,600
WDZZ	В	••	11.5	12.9	10.3	11.9	76,500
WGMZ	ВМ	••	6.9	12.4	11.1	6.5	64,000
WTRX	AC	••	6.9	6.6	7.8	6.4	80,700
WFDF	AC	••	8.0	5.2	6.5	5.6	68,300
WJR	AC	••	8.5	6.3	8.0	5.6	68,200
WFLT	ВВ	••	1.6	3.3	1.9	5.4	30,100
WKMF	С	••	5.8	5.9	6.8	5.1	50,000
WFMK	AC	••	7.1	4.5	7.5	4.9	64,200
WGER	ВМ	**	4.7	2.1	2.9	4.2	29,600
WTAC	С	••	4.4	3.1	3.4	4.1	47,400
WHNN	AC	••	3.3	1.9	1.9	2.5	39,400
WRIF	Α	••	1.6	••	0.4	1.6	20,400
WOAP	AC	••	1.7	1.2	1.2	1.4	15,600
WJXQ	R	••	••	••	••	1.4	16,900

#### FT. LAUDERDALE-HOLLYWOOD

STATIONS	FORMAT	ARBI'					
	P.	O/N <b>79</b>	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WLYF	ВМ	16.1	10.1	7.8	7.7	12.8	208,400
WNWS	N/T	3.2	7.0	6.5	5.8	6.9	130,400
WKQS	С	6.8	7.2	9.7	7.2	6.6	108,900
WINZ	N	6.5	5.3	5.1	5.4	5.9	158,400
WAXY	0	3.5	6.9	5.4	5.2	5.7	137,500
WHYI	R	7.6	7.7	6.2	7.3	5.4	160,100
WLQY	BB	••	0.7	5.1	4.5	4.9	<b>85</b> ,900
WSHE	Α	1.8	4.4	4.6	5.8	4.8	100,500
WAIA	MM	6.2	5.0	5.1	4.4	4.3	105,700
WIOD	AC	5.0	4.3	4.7	4.9	3.9	125,500
WRBD	В	3.0	5.7	4.0	5.7	3.8	58,500
WWJF	AC	1.1	1.5	1.4	1.9	3.8	81,300
WWWL	AC	3.7	2.8	3.8	3.6	3.3	<b>65</b> ,800
WFTL	AC	4.5	3.1	2.7	5.2	3.0	56,700
WQAM	C	1.0	2.4	3.2	3.7	3.0	69,700

#### FT. WAYNE

	FORMAT	ARBIT					
STATIONS	O.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
wowo	AC	26.7	26.0	17.8	21.9	20.5	144,800
WMEE	R	13.9	14.7	14.3	12.5	17.3	110,700
WEZV	ВМ	17.1	16.9	12.0	11.1	13.5	<b>62,</b> 300
WQHK	С	7.1	7.9	11.3	14.1	13.5	83,600
WXKE	A	6.4	9.3	11.3	9.5	8.4	43,700
WPTH	R	8.0	9.7	9.6	9.1	8.2	78,800
WLYV	С	2.1	3.3	4.6	2.2	2.2	31,400
WKSY	ВМ		••	1.5	3.8	1.8	11,100
WFCV	REL	**	••	2.4	0.8	1.6	5,600
WGL	AC	3.6	2.5	1.3	1.6	1.2	21,000
WIFF	С	1.6	0.6	1.5	2.2	1.0	7,600
WHUZ	R	••	••	••	••	1.0	7,800
WIFF-FM	С	••	**	••	••	0.4	6,600
WJR	AC	1.4	0.4	0.7	0.6	0.4	9,400

#### FT. WORTH TRADING AREA

	FORMAT				O TRE		
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KSCS	С	10.4	9.1	10.4	12.1	14.0	245,900
WBAP	С	12.4	15.1	11.4	9.7	12.6	224,700
KVIL-FM	AC	10.3	8.6	7.7	7.2	8.0	145,500
KEGL	R	4.7	4.2	4.6	5.7	6.9	132,900
KZEW	A	5.1	5.6	6.0	5.7	5.7	101,500
KMEZ	ВМ	5.1	4.9	6.2	6.2	4.9	85,300
KMGC	AC	2.9	2.7	2.7	1.9	4.6	79,700
KRLD	N	4.7	4.9	3.9	3.6	4.4	107,900
KTXQ	Α	5.6	4.4	3.7	4.3	4.3	112,000
KOAX	ВМ	4.6	6.4	4.7	4.7	3.8	65,700
KPLX	С	2.0	3.8	7.5	8.7	3.7	83,400
KNOK-FM	В	6.8	5.3	5.3	4.9	3.5	55,700
WFAA	N/T	3.9	5.8	4.0	3.2	3.4	70,200
KFJZ	BB	1.9	0.9	3.1	2.3	2.8	67,700
KKDA-FM	В	1.5	1.1	2.3	2.6	2.3	59,400

#### **FRESNO**

	PORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid							
STATIONS		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME		
KYNO-FM	R	9.4	9.0	7.0	11.0	9.7	98,900		
KKNU	ВМ	10.6	9.5	9.6	11.4	9.5	70,000		
KFYE	AC	7.5	7.4	9.3	7.4	9.3	93,900		
KMJ	N/T	8.4	8.5	8.6	8.8	8.8	86,300		
KMAK	С	8.1	6.9	5.8	5.1	5.0	47,100		
KGST	SP	4.0	3.9	3.3	4.8	4.7	34,200		
KARM	0	4.0	4.6	2.6	3.6	4.3	58,600		
KFIG	AC	2.9	3.9	7.7	5.5	4.2	<b>56,2</b> 00		
KFRE	AC	4.9	4.8	3.6	1.2	3.9	54,000		
KXEX	SP	4.8	3.6	8.0	4.7	3.9	26,900		
KDJ	A	••	6.1	3.8	4.6	3.8	<b>37</b> ,800		
KBOS	R	4.4	3.1	2.6	4.3	3.8	33,100		
KFRY	С	1.3	2.0	3.6	2.9	2.3	27,000		
KXQR	ВМ	2.9	2.0	2.6	1.6	2.2	19,300		

#### **GAINESVILLE, FL**

STATIONS	FORMAT	ARB Total					
	5					Fail 81	CUME
WYKS	R	• •	••	••	••	19.3	46,500
WDVH	C	••	••	• •	••	18.7	27,600
WRUF-FM	ВМ		••	••	••	12.8	49,700
WRUF	AC	••	••	• •	••	10.2	52,300
WGGG	AC	••	••	••	••	8.6	33,900
WKGR	R	••	••	••	••	2.7	9,700
WKTZ-FM	ВМ	**	••	••	••	2.7	8,200
WIVY	R	••	••	••	**	2.1	8,000
WJAX-FM	В	••	••	**	••	2.1	4,300
WAPE	С	••	•••	••	••	1.6	8,600
WAIV	AC	**	••			1.1	4,400
WFYV	Α	••	••	••	••	1.1	4,000
WNFY	С	+ 0	••	••	••	1.1	3,000

#### **GRAND RAPIDS**

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WLAV	Α	9.1	9.1	13.3	14.1	13.3	120,500
WOOD-FM	ВМ	14.9	15.1	12.9	12.8	12.7	151,700
WCUZ-FM	С	3.4	4.5	5.0	7.6	10.9	100,200
WOOD	AC	11.4	14.0	12.2	8.3	8.2	120,900
WGRD	AC	5.2	7.7	7.2	8.2	6.5	105,200
WZZR	AC	4.7	6.0	8.3	4.3	6.3	79,700
WJFM	AC	6.1	5.8	6.4	6.3	5.2	68,600
WXQT	BB	2.1	1.5	1.9	2.5	5.2	44,000
WFUR-FM	ВМ	4.3	2.9	3.7	4.5	4.4	51,300
WCUZ	С	7.3	5.9	3.7	5.3	4.3	56,900
WZND	С	1.0	0.6	0.9	1.3	1.6	20,500
WQWQ	ВМ	1.7	2.4	1.7	1.6	1.6	27,500
WJPW	AC	0.6	0.8	••	0.8	1.5	4,900
WHTC	AC	1.7	1.4	1.3	1.8	1.4	17,700
WTWN	AC	1.8	1.8	2.7	3.1	1.3	30,100

#### **GREENSBORO-HIGH POINT**

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
STATIONS	<u>G</u>	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME	
WTQR	С	**	12.6	11.2	16.6	15.8	176,700	
WKZL	Α	**	9.3	10.4	7.4	8.9	107,600	
WGLD	ВМ	••	10.1	7.4	9.5	8.4	103,800	
WSEZ	R	0.0	7.3	3.3	9.2	8.3	114,300	
WRQK	R	••	6.2	8.1	6.2	7.0	102,700	
WSJS	AC		8.0	8.0	7.4	6.8	111,100	
WQMG	В	**	5.7	5.7	6.6	5.5	60,600	
WBIG	AC	0.0	3.7	3.6	3.2	3.8	<b>73</b> ,500	
WAIR	В	**	2.7	2.3	2.4	3.6	49,200	
WAAA	В	**	3.4	5.2	2.5	3.5	45,400	
WEAL	В	••	1.7	1.0	2.4	1.7	<b>25,9</b> 00	
WMFR	AC	••	2.7	1.9	2.2	1.6	35,100	
WWMO	REL	••	••	••	1.1	1.6	25,400	
WSLQ	Α	••	**	1.1	0.9	1.4	10.100	

#### **GREENVILLE, SC**

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WESC-FM	С	• •	11.4	12.3	12.4	12.7	111,000
WFBC-FM	AC	**	11.7	12.7	9.1	11.3	126,900
WSPA-FM	BM	• •	10.8	9.5	9.2	9.2	89,300
WANS-FM	AC	**	9.7	6.3	12.4	8.2	87,000
WHYZ	В	••	6.6	10.5	7.2	7.9	48,400
WSPA	AC	••	5.1	3.8	5.0	5.5	63,600
WORD	AC	••	4.1	3.9	4.2	4.5	57,200
WASC	В		5.6	••	2.9	4.2	16,000
WSSL	С	• •	5.5	5.3	3.7	4.1	39.500
WAIM-FM	AC	**	0.6	2.2	1.6	3.8	54,500
WQOK	R	• •	5.5	5.6	4.6	3.7	53,900
WFBC	AC		4.8	5.0	4.2	3.5	64,100
WESC	С		6.2	2.2	5.8	3.1	42,800
WMRB	BB	••	0.6	0.8	1.5	2.0	17,200
WLOS	AC	••	2.4	8.0	1.2	1.7	19,800

#### **HARRISBURG**

STATIONS	FORMAT	ARBI Total					
	6	O/N 79	A/M 80	O/N <b>8</b> 0	Sprg 81	Fall 81	CUME
WHP	AC	• •	16.4	17.6	15.7	16.4	117,800
WHP-FM	BM	••	14.5	12.1	13.2	11.6	82,500
WTPA	Α	••	2.9	7.3	10.7	10.4	68,000
WRKZ	С	••	4.8	8.5	8.4	9.4	63,500
WKBO	AC	• •	5.0	5.9	7.6	6.3	71,000
WHYL	С	••	7.0	5.8	3.4	5.4	27,400
WQXA	R	••	6.6	5.0	4.7	5.1	57,600
WSFM	AC		4.6	5.9	5.6	4.7	55,300
WCMB	С	**	2.8	3.2	5.4	4.4	48,600
WQVE	R	**	2.1	3.5	2.6	3.4	29,800
WRHY	BB		5.3	0.8	1.6	2.7	17,500
WHYL-FM	С		1.5	0.8	0.6	2.6	27,100
WIOO	AC	••	2.2	1.5	1.6	2.3	18,400
WFEC	AC	**	3.1	2.3	1.9	1.9	21,300
WNCE	ВМ	• •	2.6	2.0	1.8	1.6	18,100

#### HONOLULU

	FORMAT	ARBI Total					
STATIONS	5	O/N <b>79</b>	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KSSK	AC	16.3	18.7	15.7	10.0	12.0	208,200
KDUK	Α	2.2	3.3	6.4	11.5	11.2	138,900
KIKI	R	12.2	9.8	14.2	12.2	9.1	156,700
KKUA	AC	7.4	6.3	10.7	10.7	8.6	169,000
KULA	R	2.5	2.1	3.7	4.1	6.6	102,300
KCCN	AC	4.3	5.2	5.6	3.0	6.3	85,200
KDEO	С	0.4	0.7	0.6	4.4	6.3	67,100
KUMU-FM	ВМ	7.5	8.1	6.9	4.2	5.7	80,200
KHVH	N	6.8	5.3	4.4	8.1	4.8	109,300
KPOI	AC	5.0	4.8	5.3	4.9	4.4	68,000
KIOE	R	5.1	3.9	3.6	3.7	3.5	38,800
KORL	BB	5.7	7.4	4.8	3.3	3.5	52,500
KQMQ	Α	3.1	3.1	2.2	1.8	3.4	67,600
KGU	AC	4.7	2.7	3.6	4.0	3.0	<b>79</b> ,200
KUMU	ВМ	4.6	3.1	2.3	2.2	1.9	39,100

#### **HUNTINGTON-ASHLAND**

	FORMAT	ARBI*					
STATIONS	6	0/N <b>7</b> 9	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WKEE	AC	17.2	19.9	18.9	24.3	24.2	100,600
WGNT	AC	16.9	11.0	11.3	11.5	12.6	70,800
WHEZ	ВМ	11.7	11.6	12.3	9.3	11.5	46,400
WTCR	С	15.3	15.3	10.7	9.8	11.2	58,500
WHTN	С	7.1	8.1	6.3	9.6	9.3	37,600
WAMX	R	8.6	9.0	16.7	8.1	8.1	60,000
WEMM	REL	4.3	3.8	3.8	5.9	7.3	38,200
WKLC	Α	0.01	1.2	1.6	2.2	3.9	13,900
WCMI	С	1.8	3.2	1.4	2.5	1.7	16,500
WIRO	AC	2.1	4.3	1.9	2.5	1.7	21,500
WPAY-FM	С	**	1.7	0.5	1.2	1.4	18,200
WNST-FM	С	••	••	1.9	2.2	1.1	19,500
WCAK	С	0.0	1.2	0.5	1.5	0.6	12,900
WITO	С	2.5		1.4	1.2	0.6	10,500
WNST	C	2.5	0.6	••	1.0	0.6	5,400

#### **INDIANAPOLIS**

	FORMAT	ARBI Total					
STATIONS	_	Fall 79	Sprg 80	Fall 8()	Sprg 81	Fall 81	CUME
WIBC	AC	15.9	15.7	15.6	15.6	13.5	283,900
WFBQ	A	9.9	6.7	7.4	10.3	11.2	188,600
WXTZ	ВМ	13.5	12.5	10.3	12.8	11.1	<b>193,6</b> 00
WIRE	С	9.5	8.8	9.3	8.1	9.8	211,800
WTLC	В	9.8	9.2	93	9.6	9.3	133,000
WFMS	С	8.4	7.4	90	8.6	8.8	144,200
WNAP	R	8.1	7.1	99	10.0	7.6	188,100
WENS	AC	0.5		0 4	0.5	7.0	158,500
WIKS	R	4.6	9.0	8 1	6.2	4.6	146,400
WATI	ВМ	2.5	2.9	3 7	2.6	2.9	45,800
WIFE	N/T	3.4	2.9	18	1.2	2.7	78,300
WNDE	AC	5.4	5.3	5.0	3.3	2.2	87,300
WGTC	С	0.5	0.8	1.8	1.8	1.3	30,200
WBRI	REL	0.8	1.2	1.0	0.8	0.9	22,700
WCBK-FM	AC	0.3	1.2	0.6	0.3	0.6	10,900

#### **JACKSONVILLE**

	FORMAT	ARBI					
STATIONS	윤	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WQIK	С	9.8	11.0	128	12.2	13.3	139,000
WIVY	R	11.0	12.2	14 7	14.3	12.5	154,500
WFYV	Α		5.9	70	11.7	10.5	86,200
WAIV	AC	4.6	4.6	3 5	2.3	10.2	129,000
WKTZ-FM	ВМ	12.2	11.8	13 1	12.6	9.4	105,400
WJAX-FM	В	7.2	3.1	2 1	4.6	5.5	75,600
WPDQ	В	11.1	8.6	5 7	4.5	4.8	77,100
WAPE	С	8.0	6.3	88	7.3	4.7	83,200
WVOJ	С	7.8	6.6	69	4.0	3.8	60,500
WCGL	REL	1.8	2.6	12	1.9	3.5	23,200
WOKV	AC	1.2	0.5	1.5	1.4	2.5	4 <b>6</b> ,900
WCRJ-FM	ВМ	3.4	3.1	32	2.4	2.0	26,100
WERD	В	2.0	2.3	2.5	1.7	1.8	<b>36</b> ,900
WEXI	Т	2.0	1.9	1.2	0.7	1.8	16,700
WJAX	AC	2.5	1.7	1.5	1.7	1.8	31,600

#### **JOHNSON CITY**

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid							
STATIONS	ē	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME		
WJCW	С	• •	11.9	9.0	10.1	14.2	88,800		
WXBQ	С	**	12.0	14.0	12.9	14.2	98,200		
WQUT	R	••	10.1	10.4	8.4	10.6	93,100		
WKPT-FM	ВМ	• •	7.6	7.6	9.1	6.8	55,200		
WFHG	AC	**	7.5	5.3	7.5	5.2	57,400		
WETB	R	• •	6.7	7.1	5.4	5.0	48,200		
WJSO	AC	••	2.7	7.2	4.5	4.2	45,700		
WGOC	REL	••	3.1	2.7	4.0	2.9	21,300		
WIDD-FM	REL	••	1.0	2.1	1.0	2.9	19,400		
WZAP	С	••	4.4	2.3	2.6	2.9	17,000		
WKIW	R	••	6.7	5.5	5.8	2.4	28,100		
WKPT	AC	••	2.5	2.1	3.8	2.1	31,000		
WMCH	REL	••	2.5	2.1	1.0	2.1	14,400		
WRGS	AC	••	1.5	1.1	1.6	2.1	12,300		

#### KALAMAZOO-PORTAGE

	FORMAT	ARBI Total					
STATIONS	<u>o</u>	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WKZO	AC	13.5	16.3	15.9	11.6	13.2	<b>6</b> 9,500
WKFR	R	9.9	11.1	12.1	12.9	12.6	<b>5</b> 9,500
WQLR	ВМ	7.9	6.4	9.2	10.1	9.0	45,700
WKMI	AC	9.6	12.8	6.1	7.5	8.4	61,000
WLAV	Α	5.3	7.0	4.3	4.4	7.8	34,600
WJFM	AC	3.3	4.4	4.6	5.4	6.2	34,000
WOOD-FM	ВМ	9.6	5.8	6.9	7.5	5.9	39,000
WNWN	С	2.3	3.2	4.9	7.0	5.0	26,400
WMAQ	С	3.3	3.5	4.6	2.8	4.2	2 <b>7,2</b> 00
WGRD	AC	7.9	8.7	6.6	8.0	3.9	<b>37</b> ,200
WKPR	ВМ	3.6	2.0	2.0	3.4	2.8	9,800
WJXQ	R	**		••	••	2.2	12,100
WBUK	0	5.0	2.9	1.2	3.6	2.0	7,800
WLS	R	2.0	1.2	1.7	1.0	1.7	10,500
WGN	Т	1.3	0.6	0.0	0.5	1.4	6,900

#### KANSAS CITY

	MAT	ARBI					
STATIONS	FORM	O/N <b>79</b>	A/M <b>8</b> 0	0/N <b>8</b> 0	Sprg 81	Fall 81	· CUME
WDAF	С	11.9	12.0	11.4	13.8	13.6	286,800
WHB	R	6.0	8.6	9.1	9.5	9.1	265,800
KMBR	BM	9.3	8.1	6.9	9.0	7.9	173,100
KYYS	Α	12.7	10.2	10.3	9.0	7.9	193,400
KUDL	AC	3.5	5.2	8.1	6.0	7.6	217,300
KBEQ	R	6.5	4.6	6.8	5.9	7.4	186,300
KPRS	В	5.8	6.8	6.2	7.5	7.4	125,500
КСМО	N/T	6.2	4.1	6.0	5.7	5.6	192,000
KMBZ	AC	8.9	10.8	8.8	8.7	5.6	194,300
KCKN-FM	С	3.6	4.0	2.7	3.7	5.5	129,900
KCEZ	ВМ	7.8	6.0	7.8	7.6	4.9	118,400
KJLA	ВВ	3.6	3.8	2.1	1.1	3.7	79,400
KXTR	CL	1.3	0.9	1.7	1.1	2.0	59,700
KLDY	N	••	••	0.4	0.0	1.7	24,700

#### **KNOXVILLE**

	FORMAT	ARBI	The state of the s				
STATIONS	FOR	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WIVK-FM	С	20.9	19.7	20.4	28.0	19.0	140,400
WEZK	Вм	16.4	19.9	16.7	16.4	15.5	95,000
WMYU	AC	**	••	• •	1.9	11.7	104,300
WIMZ	A	6.3	6.1	7.0	8.1	10.3	83,500
WIVK	С	8.5	9.9	8.8	6.8	9.1	72,300
WOKI	R	7.7	8.3	11.5	7.8	8.5	94,000
WNOX	R	11.9	7.1	8.4	6.4	5.3	92,000
WRJZ	С	9.9	10.5	8.2	7.6	4.5	69,000
WHEL	BB	1.4	1.9	1.4	2.9	2.8	32,300
WGAP	С	2.7	2.9	1.7	3.3	2.4	26,700
WYSH-FM	R	0.5	1.2	1.4	1.3	1.8	18,200
WBMK	В	1.6	1.4	••	1.0	1.2	7,900
WKXV	REL	1.4	0.9	1.7	0.6	0.7	9,200
WYSH	R	1.6	0.3	1.2	0.3	0.7	9,100

#### LAFAYETTE, IN.

	FORMAT		TRON persons				
STATIONS	6	O/N <b>79</b>	A/M 80	Fall 80	Sprg 81	Fall 81	CUME
WASK	AC	••	••	18.1	23.0	22.0	41,600
WASK-FM	С	**		15.5	14.8	18.9	27,900
WAZY-FM	R	4.0	••	15.5	18.5	18.1	33,100
WXUS	A	••	0.0	19.0	13.3	15.7	27,900
WLS	R	**	••	4.3	8.9	4.7	18,900
WLFQ	ВМ	**	4.0	7.8	3.0	3.9	10,100
WMAQ	С	**	• •	0.9	0.7	3.1	6,800
WAZY	AC	••	• •	••	5.9	2.4	9,700
WFBQ	Α	**	••	0.9	3.0	1.6	7,400

#### **LANCASTER**

	FORMAT	<b>ARBI</b> Total					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WLAN-FM	R	**	6.6	12.5	16.3	15.4	97,000
WNCE	ВМ	••	10.9	9.9	8.3	9.9	51,600
WRKZ	С	• •	5.0	7.1	7.6	9.2	47,700
WIOV	С	••	6.8	8.5	10.3	7.3	50,000
WSBA-FM	AC	• •	5.9	10.6	6.7	6.6	39,800
WDAC	REL		6.6	6.9	5.4	5.1	32,800
WQXA	R	••	10.5	7.3	4.5	4.0	49,900
WSBA	AC	••	5.9	4.3	4.9	3.7	35,300
WTPA	Α	• •	••	••	2.7	3.7	21,200
KYW	N	••	2.5	1.2	1.8	3.1	31,500
WLAN	AC	••	5.0	2.6	4.0	2.9	48,100
WGSA	BM	• 0	1.6	4.3	3.6	2.4	17,600
WRFY	AC	••	• •	0.5	1.3	2.4	15,000
WMGK	AC	••	••	•••	0.4	1.3	6,000
WYSP	A	••	0.5	**	1.1	2.2	14,800

#### **LANSING-EAST LANSING**

	FOHMAT		ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
STATIONS	5	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME		
WFMK	AC	14.0	13.5	15.6	11.0	12.2	113,700		
WITL-FM	C	10.2	10.2	11.1	12.4	11.5	85,200		
WJXQ	Α	••	• •	**	10.0	11.2	94,300		
WILS-FM	A	9.3	14.4	9.1	6.7	8.1	69,900		
WJIM-FM	ВМ	6.4	7.3	10.4	6.9	7.3	58,700		
WJR	AC	7.4	5.9	6.8	8.0	7.1	72,000		
WVIC	AC	10.7	11.6	11.8	5.6	6.0	79,700		
WVGO	BB	2.2	1.2	2.2	2.8	3.7	27,400		
WILS	AC	6.0	3.3	2.1	2.9	3.2	61,100		
WJIM	AC	4.3	3.3	4.3	3.1	2.9	54,900		
WOOD-FM	ВМ	5.0	3.4	3.1	3.8	2.4	31,800		
WCUZ-FM	С	3.3	1.4		2.1	2.1	16,000		
WION	N	• •	0.5	9.0	1.1	1.5	7,500		
WITL	C	3.5	2.8	3.6	2.0	1.3	2 <b>3</b> ,000		

#### LAS VEGAS

	FORMAT	ARBI Total					
STATIONS	S.	O/N <b>79</b>	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KLUC	R	8.8	10.0	12.4	9.9	11.6	104,900
KENO-FM	A	5.2	2.9	3.6	7.3	9.5	77,400
KORK-FM	BM	10.4	10.5	10.2	9.0	8.7	59,400
KXTZ	BM	9.9	9.0	6.8	8.7	8.4	65,200
KVEG	C	6.5	9.0	11.6	9.6	7.2	63,600
KMJJ	AC	7.4	9.8	4.8	5.0	6.3	69,900
KUDO	R		1.9	3.6	6.8	6.3	64,600
KDWN	AC	5.9	4.4	8.2	6.0	4.9	53,900
KRAM	С	5.0	5.6	4.4	4.8	4.7	47,700
KFMS	С	7.4	6.3	9.8	3.3	4.3	47,000
KLAV	R	6.1	5.9	5.0	4.8	4.0	56,500
KENO	AC	8.8	4.4	5.2	3.4	3.8	49,300
KVOV	В	••	0.6	2.0	6.2	3.7	27,800
KNUU	N	4.7	4.2	3.6	3.1	2.6	22,600
KORK	AC	6.3	6.3	3.4	3.3	2.5	39,700

#### **LEXINGTON**

	FORMAT				RO TRE		
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WKQQ	A	16.1	16.5	12.8	21.2	18.2	74,500
WLAP-FM	R	14.1	14.2	20.5	21.4	16.3	84,300
WVLK	AC	15.2	20.8	14.7	12.0	14.6	100,500
WTKC	С	6.2	6.6	8.7	8.9	8.8	46,600
WVLK-FM	ВМ	14.1	11.7	15.4	9.4	8.5	51,400
WLAP	AC	9.6	9.4	6.5	6.4	5.8	50,100
WAXU-FM	С	6.5	5.3	2.2	2.6	4.1	28,400
MMLW	REL	0.6	0.8	1.7	0.9	3.2	18,700
WNVL	C	2.3	1.5	2.4	2.6	2.9	12,600
WWKY	AC	0.6	0.5	0.5	0.9	2.2	12,100
WAXU	С	4.8	3.8	1.7	2.4	2.2	17,300
WFMI	AC	••	0.8	••	**	1.7	9,600
WHAS	AC	1.7	1.5	1.7	2.8	1.7	19,600
WILP	AC	0.6	1.8	1.7	0.9	0.7	3,800

#### **LITTLE ROCK**

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid							
STATIONS	ē	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME		
KSSN	С	14.4	17.3	14.7	22.0	17.7	87,600		
KEZQ	ВМ	9.0	7.0	11.0	7.9	12.9	56,800		
KOKY	В	16.1	10.0	9.9	13.4	11.7	55,300		
KKYK	AC	4.6	8.4	7.6	8.6	9.8	75,500		
KARN	N/T	6.4	8.6	10.8	5.4	7.9	62,600		
KMJX	R	••	••	2.5	5.2	7.7	40,200		
KLRA	С	10.8	11.2	10.1	8.6	6.5	60,300		
KLPQ	R	6.8	9.8	5.7	5.2	5.6	51,500		
KLAZ	R	13.0	12.1	11.2	8.6	4.8	52,700		
KAAY	AC	6.8	5.8	7.8	6.3	4.6	53,500		
KXLR	С	3.4	2.3	1.8	2.7	2.5	32,400		
KITA	REL	1.0	1.9	0.7	0.7	1.3	9,200		
KAKI	С	**	**	••	**	0.6	6,500		
KAUL	BB	0.7	••	••		0.6	4,800		
KSOH	REL	1.5	1.4	1.6	•••	0.6	7,200		

#### LOS ANGELES (CONSOLIDATED)

	FORMAT	ARBI Total	ENDS M-Mid				
STATIONS	2	Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81	CUME
KABC	Т	6.3	6.4	7.7	5.7	7.2	1,452,500
KBIG	ВМ	4.9	6.1	5.5	5.6	4.9	1,085,500
KMET	A	4.3	4.6	4.5	5.8	4.9	1,177,500
KLOS	Α	2.5	2.8	3.3	4.1	4.5	1,125,900
KFWB	N	4.4	4.2	3.3	3.2	3.9	1,132,600
KRTH	AC	3.3	4.0	3.1	3.4	3.3	880,700
KJOI	ВМ	3.7	3.8	3.3	3.8	3.2	757,800
KNX	N	4.3	3.8	3.7	3.3	3.2	1,143,400
KFI	R	3.6	3.7	3.0	3.9	2.8	993,700
KNX-FM	MM	2.6	4.0	2.8	3.0	2.7	688,700
KLAC	С	3.9	3.0	2.9	3.0	2.6	701,000
KOST	ВМ	2.5	2.6	2.6	2.2	2.6	640,400
KHTZ	AC	2.5	3.1	2.5	2.7	2.5	737,600
KRLA	AC	3.5	2.5	3.2	2.2	2.4	647,400
KZLA-FM	С	1.5	2.2	1.5	1.7	2.2	487,900

#### **LUBBOCK**

	FORMAT	ARBI Total					
STATIONS	Ī	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KLLL-FM	С	• 0	10.1	• •	22.7	17.4	53,400
KFMX	R	4.0	7.0		11.4	13.2	39,300
KSEL-FM	R	• •	15.4		12.5	12.5	47,200
KTEZ	ВМ	••	12.8	••	8.2	12.1	30,300
KSEL	R	**	10.6		8.6	7.5	38,500
KFYO	С	**	7.0	**	7.5	6.4	28,600
KLFB	SP	**	2.6	••	3.1	5.0	12,900
KEND	С	**	7.0	• •	6.7	3.9	21,900
KLLL	С	0.0	2.2	••	5.5	3.9	20,100
KRLB-FM	AC	**	3.5	0.0	••	3.6	14,600
KCAS	AC	••			• •	2.8	5,200
KRLB	R	**	5.7	0.0	3.5	2.5	8,500
KJAK	REL	0.0	1.3	••	2.0	2.1	9,100
KKAM	BB	••	4.8	••	3.9	2.1	14,000

#### MADISON

STATIONS	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
	ē	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME	
WIBA	AC	**	10.3	**	10.4	12.9	<b>88,3</b> 00	
WTSO	С	••	15.5	••	13.5	12.5	73,400	
WIBA-FM	Α	**	3.5	**	9.7	11.4	91,000	
WZEE	R	**	9.3	**	10.6	9.6	80,700	
WLVE	ВМ	••	9.0	**	7.7	8.3	39,600	
WISM	AC	**	8.0	**	5.5	7.7	65,700	
WISM-FM	R	**	10.3	**	8.2	7.2	62,900	
WMAD	Α	**	10.3	••	6.6	5.0	42,600	
WWQM-FM	С	**	4.3	••	6.0	4.6	35,400	
WMAQ	С	••		••	1.3	1.5	11,200	
WSJY	ВМ	••	2.5	••	2.0	1.1	8,200	
WBBM	N	••	0.8	••	**	0.9	11,400	
WGN	T		1.0	**	0.7	0.4	10,700	

#### McALLEN-BROWNSVILLE

	RMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid  O/N A/M O/N Sprg Fall						
STATIONS	6	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME	
KGBT	SP	••	35.1	34.5	33.2	32.6	128,700	
KBFM	R	••	16.1	14.6	14.8	15.6	97,400	
KRGV	R	0.0	5.4	8.7	5.2	8.6	86,000	
KIWW	ВМ	**	4.9	2.1	2.7	6.3	38,700	
KELT	С	••	4.6	4.7	8.6	5.6	40,500	
KBOR	AC	••	1.6	5.4	6.2	5.2	51,100	
KURV	N	**	1.3	1.7	1.3	3.1	15,300	
KSOX	С	**	1.5	2.4	2.1	3.1	<b>34,7</b> 00	
KQXX	SP	• •	2.4	••	0.3	2.9	15,100	
KRIO	AC	**	8.6	10.2	10.2	2.6	<b>51</b> ,000	
KDUV	ВМ	••	3.1	2.9	2.5	2.3	20,300	
KVLY	ВМ		1.6	0.9	1.7	2.3	13,700	
KRIX	R	**	3.7	3.3	1.7	2.1	27,700	
KIRT	SP	••	2.3	2.3	1.0	1.1	9,800	
KTRH	N/T	••	1.1	••	0.6	0.6	13,200	

#### **MEMPHIS**

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WHRK	В	9.2	12.6	11.1	9.6	16.7	153,900
WEZI	ВМ	10.9	10.5	12.1	10.8	11.2	140,400
WMC-FM	R	10.5	9.4	7.4	10.3	9.1	159,500
WZXR	Α	8.6	10.2	13.4	11.5	8.8	112,700
WMC	С	8.8	9.7	10.9	11.8	7.9	117,400
WDIA	В	7.9	8.7	5.9	5.4	7.6	117,100
WRVR	AC	5.8	5.6	5.4	6.6	6.6	99,700
WLOK	В	5.8	6.7	4.7	5.1	5.1	91,600
WLVS	С	2.3	3.5	5.0	5.2	4.2	69,500
WMPS	С	6.3	3.5	4.2	6.9	4.0	78,700
WHBQ	0	6.6	3.8	4.8	4.4	3.8	92,600
WREC	ВВ	4.1	4.5	4.2	2.9	3.7	85,600
KWAM-FM	В	2.5	2.3	1.0	0.8	2.4	39,200
WWEE	N/T	3.3	2.6	2.3	1.4	2.0	18,500
WMSO	REL	••	••		••	1.2	12,400

#### MIAMI-FT. LAUDERDALE

STATIONS	FORMAT	ARBI Total					
	<u>S</u>	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WRHC	SP	4.6	6.0	6.3	5.7	9.1	143,600
WLYF	ВМ	9.1	6.0	4.5	4.8	6.5	316,500
WINZ-FM	R	3.7	3.4	1.2	5.0	5.5	398,800
WHYI	R	5.7	7.3	6.5	6.6	5.2	401,200
WINZ	N	5.1	4.9	4.6	4.4	4.8	349,200
WEDR	В	3.3	3.4	2.6	3.2	4.3	178,700
WCMQ-FM	SP	2.1	2.9	2.3	3.2	4.1	143,600
WQBA	SP	6.6	4.9	3.3	4.6	4.1	172,700
WSHE	Α	2.2	2.9	3.3	4.0	3.7	202,700
WIOD	AC	4.9	3.4	3.6	3.7	3.6	299,800
WCMQ	SP	2.1	1.0	2.3	2.0	3.6	82,500
WAXY	0	2.5	4.1	3.5	3.5	3.3	250,200
WYOR	ВМ	3.5	4.2	4.1	2.9	3.1	163,600
WAIA	MM	4.3	3.7	3.8	2.9	2.9	193,200
WKQS	BM	3.8	3.5	4.6	3.3	2.9	152,200

#### **MOBILE**

STATIONS	FORMAT	ARBI					
	ō.	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WKSJ-FM	С	8.8	15.5	20.1	23.8	19.3	111,700
WABB-FM	R	16.8	13.3	11.5	14.7	13.7	107,600
WBLX	В	7.4	8.4	9.0	9.6	12.0	79,100
WKRG-FM	R	15.8	17.2	13.3	13.0	11.4	100,800
WKRG	AC	10.6	10.0	10.5	7.0	7.5	66,600
WGOK	В	6.9	6.5	10.9	6.4	7.4	48,300
WLPR	ВМ	7.6	6.3	6.1	6.2	6.8	43,400
WUNI	С	4.2	2.0	1.0	2.8	3.3	38,300
WABB	R	5.1	4.1	3.5	3.0	2.1	35,800
WKSJ	С	1.2	3.5	2.0	0.9	2.1	20,800
WMOO	REL	0.5	0.8	1.2	0.8	2.1	11,500
WJQY	ВМ	••	••	•••	••	1.7	16,300
WMOB	N/T	2.1	1.6	3.3	2.5	1.5	17,400
WHSP	REL	0.4	1.2	••	••	0.8	9,100
WTKX	Α	••	0.0	••	••	0.6	7,100

#### **NASHVILLE**

	FORMAT		TRON persons				
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WWKX	R	6.8	6.0	8.3	8.2	12.9	169,700
WKDF	Α	4.6	5.2	7.3	11.9	12.6	147,500
WZEZ	ВМ	11.5	9.9	11.5	8.2	10.5	131,000
WSIX-FM	С	6.9	9.9	11.0	9.4	9.3	109,800
WVOL	В	6.3	10.6	9.0	7.8	6.7	86,600
WLAC	N/T	7.9	6.1	4.5	5.6	6.2	109,300
WSM	С	10.4	7.8	8.5	6.3	5.6	152,000
WSIX	AC	5.1	4.2	3.4	3.9	4.9	107,800
WSM-FM	AC	5.8	6.0	6.5	9.4	4.9	98,800
WAMB	BB	5.5	1.7	2.8	2.9	3.1	35,200
MYLW	AC	5.9	5.8	5.0	2.0	3.0	52,500
WKOS	AC	**	0.5	1.2	1.4	2.7	52,100
WMAK-FM	С	4.9	5.6	3.7	5.1	2.5	71,200
WUSW	С	••	• •	• •	0.9	2.2	36,100
WJRB	С	••	2.1	2.5	1.9	1.8	25,600

#### **NASSAU-SUFFOLK**

STATIONS	FORMAT		ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
	FO	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME		
WNBC	AC	••	7.6	9.0	9.6	7.9	532,600		
WRFM	ВМ		4.8	3.1	4.6	6.0	188,700		
WYNY	AC	**	2.5	3.3	4.2	5.5	308,400		
WBLI	R	0.0	4.5	4.9	4.5	5.2	253,800		
WCBS	N	• •	6.7	4.9	5.3	4.6	378,200		
WPLJ	Α	**	4.0	3.4	3.1	4.5	288,900		
WOR	Т	**	4.1	4.8	4.2	4.1	231,900		
WBAB	Α	**	1.8	2.7	3.3	3.8	216,400		
WCBS-FM	0	••	3.9	4.0	2.4	3.7	306,100		
WINS	N	••	3.6	3.7	3.9	3.7	232,400		
WCTO	ВМ		3.2	2.9	2.3	3.3	132,800		
WALK-FM	ВМ	0.0	2.3	2.0	2.0	3.1	169,100		
WHLI	BB	0.0	3.6	4.0	3.7	2.9	103,000		
WTFM	AC		2.5	2.6	2.7	2.7	133,900		
WABC	AC		3.0	3.0	3.4	2.4	291,700		

#### NEW BEDFORD-FALL RIVER, MA

STATIONS	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
	P	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME	
WHJY	R		4.1	**	3.8	9.1	80,000	
WBSM	Т	**	11.0		6.7	8.7	61,100	
WLKW-FM	ВМ	• •	6.5	• •	7.1	7.7	64,800	
WSAR	AC	**	4.7	0.0	3.3	5.2	49,600	
WMYS	R	• •	6.8		6.1	5.1	46,800	
WHIM	С	4.0	2.1		1.9	5.0	25,900	
WPRO-FM	R	**	4.1	••	4.9	4.8	74,900	
WPJB	R	••	9.6	••	5.6	4.6	69,100	
WCOZ	Α	••	2.8	••	6.5	3.9	54,400	
WPRO	AC	••	2.8	••	5.6	3.6	57,100	
WBZ	AC	**	2.5	• •	3.6	3.4	39,100	
WALE	AC	••	5.0	• •	1.9	2.8	31,400	
WSNE	AC	••	1.0	**	2.6	2.7	43,800	
WLKW	ВМ	••	1.4	• •	3.5	2.7	22,600	
WARA	R	**	1.7	••	2.2	2.6	23,500	

#### **NEW HAVEN-WEST HAVEN**

	FORMAT		TRON				
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WELI	AC	21.6	18.5	20.0	18.4	14.6	124,000
WKCI	R	8.4	11.0	10.7	9.3	10.9	87,200
WAVZ	BB	1.6	4.4	8.2	4.8	86	59,100
WNBC	AC	6.0	6.8	5.2	6.8	6.9	79,900
WPLR	A	7.9	7.8	9.3	6.1	6.7	59,100
WNHC	В	0.8	2.0	1.8	5.8	6.2	39,400
WEZN	ВМ	5.2	6.1	5.5	4.7	5.6	41,000
WKSS	ВМ	6.2	3.1	2.3	4.2	4.6	35,000
WHCN	A	1.9	2.5	3.2	5.3	3.5	35,600
WWYZ	MM	5.4	4.4	4.5	3.7	3.5	36,000
WCBS	N	3.3	4.9	4.1	6.1	3.5	52,300
WDRC-FM	R	2.9	2.4	2.3	3.5	3.2	39,700
WSCR	С	0.0	0.5	• •	0.0	2.9	7,600
WYBC	В	1.1	1.7	0.5	2.2	1.6	30,100
WTIC	AC	3.7	1.7	2.3	2.5	1.6	19,800

#### **NEW ORLEANS**

	FORMAT	ARBIT					
STATIONS	6	Fall 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME
WEZB	R	4.2	10.3	10.7	10.3	11.5	215,900
WAIL	В	4.4	3.7	5.2	8.4	10.6	180,900
WNOE-FM	С	4.6	4.2	9.9	6.7	8.4	140,600
WBYU	ВМ	11.6	8.6	8.0	7.7	7.5	100,900
WRNO	Α	4.4	4.8	6.5	8.1	7.3	116,900
WYLD-FM	В	3.8	7.0	6.7	5.6	6.8	129,200
YLAW	AC	3.4	3.0	3.1	5.9	5.7	118,300
WQUE	AC	6.9	5.1	4.5	6.2	5.2	128,700
WGSO	N/T	6.3	5.2	5.6	3.0	5.1	126,300
WTIX	AC	6.8	8.4	6.9	7.8	5.0	157,600
WWL	N/T	6.2	4.5	4.8	3.9	4.8	131,900
WSMB	T	7.4	6.5	5.7	5.2	3.5	68,700
WNOE	С	4.9	3.0	2.4	2.0	2.8	<b>70,30</b> 0
WSHO	88	4.4	6.6	2.7	2.8	2.4	28,900
WNNR	В	2.7	2.8	1.8	2.3	2.3	37,400

#### **OKLAHOMA CITY**

	FORMAT	ARBITOtal p					
STATIONS		79	80	80	81	81	CUME
KEBC	С	11.9	10.9	12.2	12.8	11.8	125,900
KTOK	N/T	17.8	11.7	13.7	11.0	11.3	156,700
KKNG	ВМ	12.4	13.6	13.0	11.5	9.0	112,500
КОМА	С	6.2	4.2	6.1	8.9	8.0	129,800
KOFM	AC	8.9	7.8	9.9	8.6	7.7	129,200
KATT-FM	A	4.8	5.6	5.3	5.3	7.4	111,500
KXXY	A	5.9	9.0	6.2	8.5	5.7	89,700
WKY	AC	5.8	5.6	6.2	4.2	5.7	134,200
KAEZ	В	2.7	3.6	3.0	2.3	4.8	43,800
KLTE	AC	3.1	6.1	6.0	5.2	3.7	67,000
KLNK	AC	1.4		3.6	4.0	3.6	<b>89,</b> 000
KKLR	C	1.7	2.9	2.6	3.9	3.6	<b>59</b> ,600
KOCY	ВВ	1.7	1.6	0.4	0.7	3.1	<b>43</b> ,600
KJYO	AC	4.2	5.5	3.2	3.0	2.5	39,200
KJIL	REL	0.7	0.8	1.1	0.6	1.3	28,500

#### **OMAHA-COUNCIL BLUFFS**

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
KFAB	AC	34.1	27.2	28.0	23.5	25.0	229,600
KEZO	Α	5.7	11.0	10.8	12.2	13.9	108,500
KQKQ	R	2.9	5.4	10.7	10.9	9.2	118,600
KESY	ВМ	8.2	10.1	8.3	9.3	8.5	75,200
KGOR	R	12.6	9.3	6.1	6.4	8.2	91,500
WOW	AC	10.2	10.2	8.9	8.3	7.0	133,400
KOIL	R	6.4	5.7	4.6	6.6	4.8	88,200
KLNG	J	1.5	0.8	3.2	1.9	3.5	16,500
KYNN-FM	С	1.5	3.1	4.1	4.2	3.5	<b>42</b> ,800
кооо	BB	0.4	0.9		1.1	3.4	27,800
KYNN	С	3.9	4.8	4.5	6.4	2.8	44,500
KCRO	REL	0.5	0.4	1.0	0.8	1.8	8,600
KFRX	Α	••	••	••	••	1.0	11,500
KMA	AC	1.1	1.7	••	1.6	0.9	20,000
KSRD	С	• •	••	••	••	0.5	7,700

#### **ORLANDO**

	FORMAT	ARBI Total					
STATIONS	<u>G</u>	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WDIZ	A	6.4	7.1	6.5	11.0	12.4	108,100
WDBO-FM	ВМ	12.0	12.0	11.6	8.1	10.9	125,200
WBJW	R	8.5	9.2	14.7	9.4	9.3	152,800
WHOO-FM	ВМ	8.1	9.6	8.7	9.6	8.8	112,000
WDBO	AC	9.6	8.5	9.7	7.4	8.3	120,100
WHOO	С	6.8	7.5	7.6	11.9	7.7	100,700
WHLY	AC	8.7	8.0	5.9	6.8	7.1	100,900
WJYO	AC	8.3	6.4	3.1	6.4	6.6	68,900
WKIS	N/T	5.9	7.3	7.5	6.8	5.3	88,800
WORL	В	4.9	3.6	4.7	4.8	3.3	54,600
WLOQ	AC	0.9	1.7	2.2	0.6	2.8	39,600
WLOF	R	4.8	4.9	3.0	3.1	2.4	62,300
WELE	С	0.4	2.2	0.6	2.0	1.9	31,500
WPCV	С	1.2	1.0	2.1	2.3	1.9	18,600
WHHL	0	2.5	0.8	2.5	0.7	1.6	16,700

#### **PALM SPRINGS**

	FORMAT	ARBI Total					
STATIONS	2	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
KVIM	SP	••	••	**	••	14.4	16,900
KPSI-FM	R	• •	••	13.6	14.9	12.8	33,500
KDES	AC	••	••	14.7	11.2	11.2	27,600
KDES-FM	BM	••	••	13.1	14.4	10.6	23,700
KWXY-FM	BM	••	••	8.4	8.0	8.0	16,600
KRCQ	SP	••	••	••	10.1	6.9	12,800
KCHV	AC			2.1	6.4	3.2	13,000
KPSI	AC	(89)	**	2.1	2.1	2.7	10,500
KGUY	N		**	4.2	2.7	2.1	9,100
KCMS	CL		••	1.0	3.7	2.1	7,500
KWXY	ВМ	••	••	4.2	2.7	2.1	6,700
KCMJ	С			1.6	2.7	1.6	9,800
KFI	AC	••	••	2.1	0.5	1.6	4,200
KMET	Α	••	••	••	**	1.6	5,500
KNX	N	••	••		1.1	1.1	4,100

#### **PEORIA**

	PORMAT	ARBI Total I					
STATIONS	5	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME
WSWT	ВМ	15.4	15.1	17.1	15.4	14.7	70,200
WMBD	AC	13.6	13.9	16.0	13.6	13.3	90,000
WKZW	R	16.6	15.3	12.6	10.5	12.1	83,600
WXCL	С	10.5	12.9	7.2	13.1	11.6	71,800
WIRL	AC	11.0	8.2	6.3	7.3	10.2	82,000
WWCT	Α	6.9	8.0	6.3	12.0	6.9	51,300
WKQA	AC	1.8	3.3	5.6	5.6	4.5	41,400
WVEL	ВМ	4.0	2.4	1.4	2.2	4.3	19,800
WGLO	ВМ	0.7	1.9	4.5	1.8	3.1	<b>16</b> ,500
WLS	R	4.0	3.1	1.8	1.8	2.9	41,100
WPEO	REL	1.1	2.8	1.4	0.9	2.4	15,900
WBNQ	R	1.3	1.2	2.5	1.3	1.9	18,400
WGN	Т	2.0	1.6	1.4	3.3	1.9	17,500
WBBM	N	1.1	0.7	1.4	0.9	1.7	16,300
WJBC	AC	0.9	**	1.4	0.9	1.2	<b>9,7</b> 00

#### **PLATTSBURGH, NY**

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WIRY	AC	••	••	••	25.2	25.4	32,300
WGFB	R	••	••	••	10.7	16.7	24,700
WKDR	С	••	••	••	15.5	14.0	15,400
WLFE	С	••	••	••	8.7	8.8	11,700
WEAV	AC	••	**	••	7.8	7.9	21,400
WQCR	R	••	••	••	3.9	6.1	16,900
СНОМ	Α	••	••	••	8.7	5.3	13,700
WEZF	ВМ	••	• •	••	15.5	5.3	8,700
CKGM	R	••	••	••	**	1.8	4,700

#### PORTLAND, OR

	FORMAT	Total O/N	The second secon							
STATIONS		79	80	80	81	81	CUME			
KGON	Α	8.5	7.9	10.2	9.4	11.1	188,900			
KGW	R	11.9	11.1	9.1	9.1	9.0	300,800			
KINK	Α	5.9	4.4	4.5	5.3	8.4	165,300			
KEX	AC	9.1	7.3	9.3	7.9	7.7	229,900			
KUPL-FM	BM	7.2	7.1	6.7	6.9	7.3	163,900			
KWJJ	С	5.5	5.6	5.1	4.5	6.3	143,600			
KXL-FM	ВМ	5.3	8.1	6.7	6.8	5.5	129,200			
KCNR	AC	3.9	2.1	2.5	3.2	4.9	137,600			
KXL	N/T	4.9	4.5	5.5	3.2	4.7	135,800			
KUPL	BB	2.0	3.0	3.1	2.9	3.5	81,800			
KJIB	С	3.1	2.1	2.8	2.2	3.2	77,000			
KYXI	N	3.3	3.7	4.9	5.1	3.1	130,200			
KLLB	R	2.6	2.4	3.0	5.0	3.1	101,800			
KKEY	Т	5.5	3.8	3.1	3.8	2.8	33,100			
KMJK	R	5.5	6.1	4.5	3.7	2.7	82,500			

#### **PROVIDENCE-WARWICK**

	FORMAT	ARBI Total I	ENDS M-Mid				
STATIONS	-	79	80	0/N <b>8</b> 0	Sprg 81	81	CUME
WLKW-FM	ВМ	12.4	10.8	12.8	10.0	11.9	260,100
WHJY	Α	6.0	5.1	5.6	3.7	8.8	238,900
WPRO	R	7.7	5.8	8.3	8.4	8.6	318,900
WPRO-FM	R	8.6	7.1	8.3	10.5	8.6	316,300
WPJB	Α	7.2	9.4	7.7	6.1	5.9	213,900
WLKW	BB	2.4	2.3	4.7	4.6	5.2	104,500
WEAN	N/T	4.9	5.7	5.5	5.2	4.3	168,000
WSNE	AC	0.3	0.5	0.8	3.3	3.5	144,800
WHIM	,C	3.0	4.4	2.2	2.5	3.4	56,000
WHJJ	AC	3.9	4.7	2.6	4.4	3.2	148,800
WBSM	Α	3.3	3.7	3.2	2.2	3.0	63,100
WSAR	N/T	0.8	1.9	2.1	1.5	2.5	62,400
WXKS-FM	AC	1.4	2.5	1.8	1.8	2.1	61,500
WBZ	AC	2.0	1.5	2.0	2.2	2.0	71,100
WCOZ	A	1.8	1.6	3.8	4.7	2.0	97,600

#### **QUAD CITIES**

STATIONS	FORMAT		ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid						
	5	O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME		
KSTT	AC	••	13.9	12.2	15.5	12.3	105,200		
WHBF	С	••	17.8	14.0	15.9	11.9	75,000		
WXLP	Α	••	6.9	6.0	10.8	11.5	64,400		
WOC	N/T	••	10.2	7.5	10.4	10.8	68,700		
KIIK	R	••	9.5	10.0	10.2	10.0	80,800		
WZZC	С	**	3.9	5.7	2.1	7.0	45,000		
WHBF-FM	AC	••	4.6	6.2	4.7	6.3	55,40		
KRVR	BM	• •	9.2	10.5	9.3	5.7	48,70		
WQUA	AC	• •	5.8	8.5	4.7	4.1	42,50		
WKEI	AC	••	2.5	1.2	1.3	3.3	12,50		
WLS	R	••	2.1	2.0	1.7	1.8	25,800		
WMAQ	С	**	2.1	2.5	2.5	1.8	20,70		
KWNT	BB	**	0.7	0.7	0.8	1.0	10,000		
WBBM	N	**	0.9	1.2	0.4	1.0	9,900		

#### **RALEIGH-DURHAM**

	FORMAT	ARBI Total p					
STATIONS	6	O/N 79	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WPTF	N/T	15.1	14.6	14.4	11.4	14.7	140,200
WRAL	AC	11.3	12.5	13.3	15.6	14.4	148,800
WYYD	ВМ	10.3	9.0	7.0	10.2	11.5	90,400
WQDR	A	10.8	9.3	11.1	8.2	7.9	87,200
WKIX	C	7.4	7.4	6.6	4.9	7.4	92,800
WDUR	В	4.3	7.3	5.7	7.6	6.0	36,400
WSRC	В	3.1	9.2	4.7	6.7	5.0	28,100
WTIK	С	2.8	1.2	5.0	1.7	3.6	23,900
WLLE	В	6.4	**	8.3	6.1	3.5	38,500
WDNC	AC	4.6	2.8	4.0	2.1	2.9	45,500
WDCG	R	6.2	5.1	2.9	3.1	2.5	41,900
WCHL	AC	3.1	1.5	1.9	2.4	1.9	31,700
WPCM	С	• •	••	0.7	1.1	1.7	13,500
WDBS	CL	0.8	0.7	0.4	0.6	1.0	15,200
WPJL	REL	0.7	1.2	0.9	1.1	1.0	13,700

#### READING

	FORMAT	ARBI Total					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WHUM	С	**	8.7		8.6	13.6	69,300
WEEU	AC	0.0	15.0		18.0	12.3	80,900
WRFY	AC	• •	11.6	• •	10.9	9.2	58,300
WIFI	R	**	5.4	• •	6.9	9.0	5 <b>6</b> ,200
WRAW	AC	• •	6.7		5.4	4.8	49,900
WYSP	Α	0.0	6.0	• •	6.9	4.6	32,300
WMMR	Α		2.0	••	2.8	3.9	27,900
WWSH	ВМ	• •	6.3	• •	4.9	3.9	26,000
WXKW	С	••	3.8	••	3.6	3.9	17,600
WEAZ	ВМ	**	2.9	••	3.9	3.5	19,000
KYW	N	0.0	4.5	• •	3.2	2.6	41,000
WWDB	Т	0.0	••	••	1.9	2.6	12,900
WMGK	AC	**	1.3	0.0	1.3	1.8	11,800
WBYO	REL	• •	1.3		0.9	1.5	10,100
WUSL	С	**	1.3	0.0	1.3	1.5	16,600

#### RICHMOND

	ORMAT	ARBI Total					
STATIONS	POR	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WRVA	AC	20.6	20.2	20.2	20.8	16.6	180,700
WRVQ	R	16.3	12.2	11.8	13.0	13.5	148,000
WRNL	С	6.1	3.8	3.1	6.6	9.6	102,200
WRXL	Α	5.8	7.8	11.0	9.3	9.1	93,100
WANT	В	6.3	5.7	8.6	5.3	8.0	63,400
WPLZ	В	0.6	0.6	0.4	8.6	6.7	<b>69,3</b> 00
WEZS	ВМ	7.6	8.0	7.2	6.2	6.1	62,000
WXGI	С	3.8	3.4	2.7	4.3	5.5	33,400
WLEE	AC	4.4	5.7	5.1	4.4	4.1	74,900
WTVR-FM	BM	4.2	4.1	5.7	5.1	3.5	50,300
WENZ	8	6.3	5.0	3.4	2.0	2.4	35,900
WPVA-FM	С	0.6	1.6	2.5	2.1	1.7	24,200
WGOE	0	1.0	4.9	1.5	1.7	1.5	20,400
WEET	С	2.3	2.5	2.7	1.5	1.3	13,100
WKIE	В	1.4	6.2	3.2	1.4	1.3	19,200

#### **RIVERSIDE-SAN BERNARDINO**

	FORMAT	ARBI Total					
STATIONS	POF	O/N <b>79</b>	Sprg 80	Fall 80	Sprg 81	Fall 81	CUME
KDUO	ВМ	• •	6.0	4.5	6.1	6.0	108,600
KRTH	AC	••	2.9	4.1	3.1	5.4	124,200
KFI	R	••	9.4	6.4	6.2	5.2	196,800
KBIG	ВМ	••	5.9	3.5	6.5	4.9	122,800
KMET	Α	**	6.1	7.6	2.8	4.6	122,200
KNX	N	**	4.7	3.1	3.6	4.3	127,000
KOLA	R		3.7	3.2	3.8	3.9	107,600
KOST	ВМ	0.0	4.1	3.1	3.6	3.6	78,300
KABC	Т	••	2.5	2.9	3.4	3.5	79,600
KCAL-FM	Α	••	3.5	2.0	2.5	3.1	73,800
KGGI	R	••	6.1	5.7	3.6	3.0	102,300
KLOS	Α	••	1.4	1.5	1.2	2.9	84,000
KNX-FM	MM	••	1.7	2.1	3.3	2.8	61,200
KIIS	R	••	2.1	1.4	2.2	2.7	78,100
KLAC	С	••	3.3	6.2	3.8	2.5	71,600

#### ROANOKE, VA

	FORMAT	ARBI Total					
STATIONS	5	O/N <b>79</b>	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
WPVR	ВМ	••	14.6		20.4	17.8	46,900
WSLC	С	••	16.8	**	14.0	16.6	49,900
WXLK	R	••	15.3	**	22.6	15.8	65,800
WFIR	AC	••	12.8	••	7.5	12.6	58,700
WROV	R	••	11.7	**	14.7	12.6	61,800
WSLQ	A	**	6.2	••	6.5	9.3	29,300
WJLM	С	**	1.8	••	2.2	3.6	15,300
WTOY	В	**	7.3	**	5.7	2.4	10,600
WKBA	REL	••	1.1	**	**	1.2	9,500
WRIS	REL	••	2.2	••	1.4	0.8	9,400

#### ROCHESTER

	FORMAT	ARBI Total					
STATIONS	PO	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WEZO	ВМ	22.6	12.8	17.4	17.8	16.9	237,300
WMJQ	Α	11.8	8.4	6.4	6.7	9.7	167,400
WHAM	AC	15.0	14.1	8.9	9.5	7.7	213,800
WVOR	AC	9.0	7.4	9.1	9.0	6.7	127,200
WCMF	Α	3.7	4.9	6.6	7.2	6.4	131,100
WPXN	88	4.2	4.0	4.6	3.3	6.1	101,100
WPXY	R	1.6	4.3	5.4	3.5	6.0	125,500
WNYR	С	3.7	5.0	5.1	5.8	5.1	98,600
WDKX	В	1.1	4.3	3.5	4.6	4.7	<b>57,9</b> 00
WBBF	AC	6.2	7.6	8.1	6.5	4.6	143,200
WHFM	R	6.8	6.0	4.5	4.5	4.2	102,500
WSAY	AC	1.3	0.5	2.8	4.3	3.6	88,800
WCGR	AC	0.6	1.0	0.8	1.2	1.5	13,000
WFLC	С	0.9	1.0	2.1	1.4	1.5	30,600
WSYR-FM	Α	**	0.5	0.5	0.5	1.0	20,400

#### **SACRAMENTO**

	FORMAT	ARBI Total					
STATIONS	<u>ō</u>	O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	CUME
KZAP	Α	9.7	14.6	12.2	13.1	12.0	212,800
KEWT	ВМ	10.8	10.7	7.3	6.3	8.3	158,200
KRAK	С	6.4	6.4	9.0	8.3	8.2	143.600
KSFM	AC	3.8	5.1	6.2	7.9	7.9	183,200
KGNR	N/T	7.6	6.1	6.7	5.2	6.2	148,600
KXOA-FM	MM	7.1	5.5	5.5	6.1	5.8	147,800
кстс	ВМ	3.6	5.3	4.7	5.1	4.2	<b>83</b> ,900
KHYL	0	4.0	4.8	5.1	4.3	4.0	102,400
KFBK	N/T	5.4	4.0	5.5	3.7	3.8	<b>113</b> ,800
KPOP	В	0.9	1.2	1.7	3.6	3.4	52,100
KROY-FM	AC	4.7	2.5	3.4	4.2	3.4	120,200
KAER	ВМ	1.5	2.4	4.0	2.7	3.1	79,500
KWOD	AC	2.2	3.6	3.2	3.1	3.1	95,800
KGO	N/T	3.3	2.1	2.2	3.1	2.2	53,600
KGMS	AC	4.8	2.7	3.7	3.0	2.1	59,900

#### **SALINAS-SEASIDE-MONTEREY**

STATIONS	FORMAT	ARBI					
	<u>ō</u>	O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	CUME
KDON-FM	R	17.8	11.4	8.4	17.1	11.6	74,500
KGO	N/T	9.1	9.3	12.0	<b>6</b> .5	9.7	38,900
KIDD	R	7.9	10.9	7.8	9.0	8.9	64,800
KSJO	Α	2.0	1.3	3.3	1.6	6.5	28,900
KCTY	SP	8.9	5.9	9.2	4.7	5.9	15,400
ктом	С	5.7	5.1	4.2	7.0	5.9	33,200
KWYT	ВМ	5.4	8.2	7.2	6.5	5.9	30,600
KCBS	N	3.7	3.2	4.2	4.1	5.4	34,600
KWAV	AC	4.0	7.2	5.8	4.9	4.6	34,500
KBAY	ВМ	3.0	4.0	3.6	3.4	3.2	22,800
KFAT	С	1.2	3.5	0.8	2.6	3.2	20,100
KMBY	R	2.7	1.9	1.7	5.4	3.0	22,500
KDON	R	3.0	0.8	5.0	0.5	2.4	20,000
KLRB	AC	2.2	3.7	5.8	3.6	2.4	20,300
KNBR	AC		3.5	3.6	1.8	1.9	19,500

#### SALT LAKE CITY

	RMAT	ARBI Total					
STATIONS	FORM	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KSL	AC	10.5	8.5	11.1	11.1	10.5	220,000
KSFI	ВМ	6.5	6.0	8.9	9.2	8.9	152,100
KALL	AC	7.7	7.7	4.5	6.8	7.2	127,300
KCPX-FM	Α	9.9	8.5	6.3	6.3	7.1	113,500
KLUB	ВМ	7.3	6.6	8.0	7.5	6.9	107,700
KSOP-FM	С	3.9	6.6	5.9	6.6	6.4	102,700
KCPX	R	7.0	5.8	8.1	6.4	5.0	137,700
KRSP-FM	Α	5.7	4.9	4.9	4.8	5.0	125,300
KFMY	AC	2.3	1.5	2.0	3.3	4.7	107,100
KISN	AC	4.0	2.9	3.5	3.8	4.6	105,800
KZAN	С	2.8	2.8	3.3	4.2	4.0	63,000
KALL-FM	AC	4.0	6.1	4.3	2.0	3.5	84,000
KDAB	AC	2.4	4.3	3.6	4.5	3.2	96,900
KWMS	N/T	0.9	1.6	1.5	1.0	2.7	45,300
KRSP	AC	3.0	2.7	1.9	1.7	2.5	81,400

#### **SAN ANTONIO**

	FORMAT	ARBI Total					
STATIONS	<u>ō</u>	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
KTFM	Α	5.9	6.8	8.9	8.2	11.0	178,700
KCOR	SP	8.2	8.3	7.6	8.5	8.8	108,400
KISS	Α	4.1	4.2	5.0	5.1	8.8	120,700
KQXT	BM	6.4	8.2	7.8	8.3	8.4	131,900
KTSA	R	8.8	9.1	10.7	11.6	7.9	219,800
KKYX	С	8.0	7.0	5.9	8.4	6.1	125,700
KAJA	AC	2.6	3.9	3.3	2.0	6.0	97,800
WOAI	N/T	7.5	5.9	5.0	6.1	5.7	120,300
KITY	AC	8.2	6.7	4.4	5.2	4.8	112,700
KEDA	SP	5.0	6.2	2.5	2.9	4.4	51,800
KBUC-FM	С	5.2	5.9	6.0	4.4	4.0	94,800
KONO	R	6.0	3.4	8.0	5.6	4.0	96,500
KBUC	С	3.2	2.7	2.7	3.3	3.2	57,400
KCCW	С	2.9	3.3	4.6	3.0	2.3	71,900
KLLS	AC	3.6	2.7	2.6	2.8	2.1	67,300

#### SAN JOSE

	FORMAT	ARBI Total					
STATIONS	5	S/O 80	J/M 81	M/J 81	M/A 81	S/O 81	CUME
KBAY	ВМ	5.9	6.0	6.2		7.0	135,100
KLOK	AC	4.4	4.9	4.8	••	5.2	169,900
KSJO	Α	2.6	2.5	2.0		4.9	126,500
KCBS	N	4.8	4.0	3.3	• •	4.9	176,900
KOME	Α	5.4	6.8	7.6	• •	4.8	146,300
KEZR	R	5.1	4.7	5.6	••	4.5	124,300
KLIV	BB	2.0	2.0	1.6		3.0	79,700
KARA	R	3.7	3.5	3.3		2.8	104,200
KEEN	С	4.4	3.8	3.4		2.5	84,400
KBLX	В	1.7	2.8	1.9		2.5	64,900
KNTA	SP	0.7	1.0	0.5	• •	1.6	29,700
KABL-FM	ВМ	0.9	1.0	1.0	• •	1.5	46,100
KDFC	CL	0.9	0.9	1.5	••	1.3	54,700
KFAT	С	1.6	1.6	1.9	••	1.2	50,300
KPEN	J	1.6	0.8	1.5	0.0	1.2	40,100

#### SANTA BARBARA, CA

	FORMAT	ARBI Total					
STATIONS	<u>G</u>	O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	CUME
KRUZ	ВМ	**	0.0	11.0	11.8	12.2	29,600
KDB-FM	ВМ	**	••	11.4	6.2	11.1	22,800
KTYD	Α	••	**	5.0	7.2	11.1	27,500
KIST	AC	••	••	7.8	9.7	7.9	35,500
KTMS-FM	R	• •	• •	4.6	8.7	7.4	28,500
KNX	N	••	••	7.3	7.7	6.3	23,100
KBLS	BB	••	• •	0.9	••	5.8	11,200
KTMS	AC	••	• •	8.7	10.3	4.8	30,500
KMET	Α	••	••	2.3	2.6	4.8	12,700
KLOS	Α	**	••	1.8	5.1	4.2	13,200
XTRA	AC	••	**	0.9	3.6	3.2	9,500
KDB	AC	**	••	2.3	4.1	2.1	14,300
KBBY	AC	• •	••	1.4	1.0	2.1	5,600
KFI	R	••	**	3.2	2.6	1.6	11,800
KNX-FM	ММ		**	2.7	1.5	1.6	7,400

#### SANTA ROSA, CA

	FORMAT	ARBI Total					
STATIONS	E.	O/N 79	Sprg 80	80	Sprg 81	Fall 81	CUME
KGO	N/T	• •	11.4	10.1	9.1	10.3	67,400
KNEW	С	• •	6.1	8.5	8.4	8.0	46,400
KZST	ВМ	••	3.8	6.2	6.5	7.6	37,800
KFRC	R	• •	9.8	10.9	8.9	6.9	70,400
KCBS	N	• •	7.8	4.7	6.3	6.9	57,400
KSRO	AC	**	1.8	4.4	2.8	5.9	48,300
KREO	R	• 0	7.3	8.0	6.1	5.7	36,800
KSFO	AC		3.0	2.6	3.3	5.5	19,000
KABL	ВМ	••	2.8	3.9	5.6	5.0	34,200
KNBR	AC	••	5.8	3.6	6.5	4.8	33,800
KPLS	С	**	• •	3.4	2.1	3.4	18,900
KABL-FM	ВМ		2.8	1.0	2.6	2.7	20,400
KMEL	Α	• •	••	3.9	4.0	2.7	30,200
KCBS-FM	A	• •	••	1.6	0.5	1.8	21,100
KDIA	В	**	••	**	• 0	1.8	9,900

#### **SHREVEPORT**

	FORMAT	ARBI Total					
STATIONS	6	O/N 7 <b>9</b>	A/M 80	0/N 80	Sprg 81	Fall 81	CUME
KOKA	В		15.9	17.8	15.8	13.1	67,600
KDKS	В	••	* *	0.0	6.9	11.1	49,500
KWKH	С	• •	17.3	10.0	12.9	10.5	71,100
KRMO-FM	С	**	12.0	8.6	10.5	10.0	58,600
KCOZ	BM	••	10.0	11.0	10.7	8.5	<b>46</b> ,700
KEEL	R	• 0	14.5	13.0	9.8	8.3	65,700
KROK	R	• •	6.1	6.1	7.2	8.3	47,500
KRMD	С	••	4.5	7.6	3.6	8.3	48,700
KCIJ	В	0.0	6.4	11.0	7.9	7.6	33,300
KMBQ	A	••	7.0	8.6	8.4	7.6	34,400
KBCL	AC	••	1.4	0.0	1.0	1.3	7,500
KTAL	BM	••	••	• •	••	1.1	5,000
KASO	AC	••	1.1	2.0	1.9	0.9	8,600
KEPT	REL	••	1.1	1.0	1.2	0.9	12,900

#### SPOKANE

	MAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid							
STATIONS	FORM	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME		
KXLY-FM	BM	6.7	9.6	8.4	9.8	11.9	55,200		
KJRB	R	15.5	12.3	13.2	12.9	11.2	77,900		
KHQ-FM	R	7.5	10.9	7.4	10.2	10.5	64,800		
KREM-FM	А	10.9	9.1	10.0	12.9	9.6	<b>57</b> ,300		
KHQ	AC	8.3	8.4	7.9	6.9	7.9	61,500		
KEZE	AC	14.2	9.6	7.9	6.2	6.3	35,500		
KSPO	N	4.1	6.2	6.7	9.6	6.1	42,500		
KGA	C	7.0	7.7	6.5	6.2	5.8	48,400		
KZUN-FM	С	3.4	3.2	5.3	4.7	5.8	30,400		
KXXR	BB	0.8	4.0	3.9	4.0	5.1	17,100		
KREM	R	4.7	3.2	4.9	2.9	4.7	41,900		
KDRK	С	4.7	5.4	3.2	5.1	3.0	20,700		
KXLY	AC	3.1	3.2	4.2	2.4	2.8	37,000		
KUDY	REL		0.0	0.5	**	0.7	5.900		
KZUN	С	1.8	1.5	1.4	1.8	0.7	10,600		

#### SPRINGFIELD, MA

STATIONS	FORMAT	ARB!					
	G	O/N 79	A/M 80	O/N <b>8</b> 0	Sprg 81	Fall 81	CUME
WHYN-FM	ВМ	• •	13.8	14.0	13.9	12.5	110,100
WHYN	AC	**	10.9	11.5	10.9	10.2	148,300
WMAS-FM	AC	0.0	7.5	10.6	11.1	7.8	99,800
WMAS	BB	••	9.9	9.3	10.5	7.3	76,900
WCCC-FM	Α	• •	8.1	7.6	6.0	6.0	81,800
WAQY	Α	**	8.0	6.8	5.3	4.9	93,600
WTIC	AC	••	3.4	4.3	3.4	3.7	<b>70,3</b> 00
WSPR	AC	**	4.7	2.9	2.9	3.5	64,200
WTIC-FM	R	0.0	0.4	1.0	0.8	3.3	53,800
WRCH	ВМ	••	4.4	3.1	3.1	2.9	41,200
WAAF	Α	••	1.9	2.8	3.9	2.8	46,500
WLDM	AC	• •	1.2	0.3	0.8	2.6	18,600
WHMP	AC	••	3.3	1.8	3.2	2.5	28,400
WIXY	С	• •	1.5	3.6	1.8	2.4	34,700
WREB	Т	9.0	2.5	3.3	2.5	2.4	18,400

#### STOCKTON, CA

	FORMAT	ARBI Total					
STATIONS	Ō.	O/N 79	A/M 80	Fall <b>8</b> 0	Sprg 81	Fall 81	CUME
KRAK	C	**	13.6	9.9	12.2	9.6	48,400
KJAX	ВМ	••	9.6	10.7	8.5	9.1	42,800
KNBR	AC	**	7.2	7.0	4.6	8.0	42,200
KJOY	AC	••	6.6	8.6	4.6	6.7	49,900
KCBS	N	• •	5.9	5.5	5.1	6.0	41,400
KHOP	R	0.0	8.2	8.1	7.6	5.8	44,500
KSTN-FM	SP	**	3.2	6.0	8.3	4.9	23,500
KWIN	AC	••	2.4	2.6	3.9	4.4	31,700
KQKK	С	• •	1.1	1.0	2.5	4.0	20,500
KSTN	В	• •	5.3	2.9	4.2	3.8	35,000
KGO	N/T	**	3.7	3.1	3.5	3.3	21,600
KOSO	А	• •	0.8	**	3.0	3.1	21,600
KZAP	A	**	1.3	2.6	3.9	2.9	22,900
KEMR	С	••	0.5	1.3	2.8	2.2	18,800
KWGF	A		2.7	1.0	3.0	2.2	18,400

#### SYRACUSE

<u> </u>	FORMAT				O TRE		
STATIONS	P.O.	O/N 79	A/M 80	O N 80	Sprg 81	Fall 81	CUME
WSYR-FM	Α	3.3	8.7	9.6	12.1	13.8	138,400
WSYR	N/T	18.0	15.5	14.7	14.6	13.0	168,200
WHEN	AC	7.7	10.3	11.3	10.1	10.7	1 <b>55</b> ,500
WKFM	R	4.8	4.8	4.7	4.5	7.4	85,100
WFBL	ВВ	6.1	3.8	2.3	7.9	7.3	<b>80</b> ,300
WNTQ	ВМ	6.8	6.7	5.4	3.8	5.0	50,300
WNDR	0	7.1	5.0	5.1	5.5	4.7	69,300
WEZG-FM	ВМ	6.1	5.5	6.2	3.7	4.0	55,000
WSEN-FM	С	2.7	4.1	5.5	6.0	3.9	53,400
WRRB	ВМ	2.2	2.5	1.6	0.8	3.6	<b>35</b> ,300
WAQX	Α	6.8	5.4	5.7	6.4	3.6	60,600
WSEN	С	2.9	2.3	3.8	2.0	2.4	31,600
WOUR	A	1.5	2.5	1.9	1.7	2.1	25,500
WRCK	R	0.0	• •	• •	0.9	2.1	21,100
WSGO	AC	1.5	1.8	**	1.1	1.8	16,200

#### **TOLEDO**

	FORMAT	Total	persons	2+ Mon-	O TRE	1-Mid	
STATIONS	F.	O/N 79	80	0/N 80	Sprg 81	Fall 81	CUME
WLQR	ВМ	15.4	10.8	16.0	13.1	12.9	160,800
WIOT	Α	19.7	15.1	14.9	14.2	11.8	174,400
WSPD	AC	10.3	9.8	11.3	10.3	11.8	193,500
WMHE	Α	7.4	8.6	8.6	11.0	10.2	153,800
WTOD	С	9.0	9.2	6.9	8.4	7.8	77,200
WJR	AC	5.6	5.9	5.7	8.3	6.6	109,400
WKLR	С	1.9	4.6	1.9	3.8	5.2	79,800
WXEZ	Α	4.3	7.1	3.5	1.7	4.5	92,900
WOHO	AC	4.4	7.6	8.7	4.6	4.2	121,400
CKLW	AC	2.4	2.3	3.1	2.4	2.5	81,700
WCWA	0	4.3	1.3	2.2	3.2	2.3	59,400
WVOI	В	**	**	••		2.1	22,000
WRIF	Α	0.6	0.5	1.0	0.7	1.5	26,300
wwww	С	0.6	0.7	0.5	1.7	1.2	20,100
WCXI	С	0.8	1.1	1.2	1.0	1.1	15,900

#### **TULSA**

STATIONS	FORMAT				O TRE Sun 6Al		CUME
	-			18.4	17.2	15.4	
KVOO	С	16.9	19.7	1011			170,100
KRMG	AC	<b>20</b> .0	16.7	20.3	<b>16</b> .0	14.0	176,500
KWEN	C	7.1	5.7	5.8	7.0	13.3	133,600
KRAV-FM	AC	9.8	11.5	7.4	11.8	12.4	<b>15</b> 2,100
KBEZ	ВМ	10.1	11.4	10.1	10.6	9.1	97,100
KMOD-FM	A	10.1	12.1	13.3	8.6	8.3	89,200
KRAV	AC	1.0	0.7	0.5	2.7	5.6	49,000
KTFX	С	4.5	3.2	4.7	4.6	4.8	67,500
KCFO	REL	1.7	2.9	2.5	3.5	3.2	46,200
KELI	0	4.9	5.3	3.4	2.9	2.1	56,700
KAKC	REL	1.5	0.8	1.4	0.8	1.7	25,300
KMOD	R	1.8	**	1.7	1.4	1.7	41,600
KMYO	AC	2.2	0.9	1.3	3.5	1.5	32,200
KWPR	С	0.5		* *	**	0.7	11,200
KTOW	С	0.3	0.5	**	• •	0.4	6,400

#### WENATCHEE, WA

STATIONS	FORMAT	ARBI Total					
	FO	O/N 79	A/M 80	O/N 80	Sprg 81	Fail 81	CUME
KPQ	R	**	**	36.5	28.3	27.7	38,400
KUEN	С	**	**	12.2	19.6	22.3	16,400
KPQ-FM	ВМ	**	• •	13.5	18.5	12.8	16,600
KWWW	AC	••	••	21.6	13.0	12.8	18,900
KYJR	AC	••	••	••	1.1	11.7	9,900
KOZI	N/T	• •	0.0	6.8	1.1	4.3	6,400

#### **WEST PALM BEACH**

	FORMAT	ARBI Total					
STATIONS	P.	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WEAT-FM	ВМ	16.9	14.6	12.2	14.9	13.0	124,400
WIRK-FM	С	13.2	11.4	13.0	6.7	7.4	77,900
WPOM	В	2.5	6.8	1.6	6.4	7.4	34,800
WRMF	AC	4.6	5.3	8.7	10.2	6.9	81,900
WIZD	Α	• •	**	2.2	6.4	5.4	59,300
WHYI	R	4.0	3.9	6.5	3.4	5.3	72,700
WPBR	N/T	4.1	5.7	4.9	3.0	5.1	48,000
ONLW	N	3.0	3.3	3.6	4.6	3.9	71,900
YLNW	BM	5.2	3.0	5.9	3.5	3.8	39,800
WLYF	ВМ	2.8	2.3	1.8	3.1	3.2	40,800
WSHE	Α	3.0	2.7	2.3	2.4	3.1	43,400
WEAT	С	3.9	1.7	2.7	2.0	2.4	34,800
WIOD	AC	1.3	2.9	1.8	1.5	2.2	30,000
WRBD	В	1.2	1.4	2.1	1.9	2.2	20,700
WSBR	ВВ	1.9	1.4	0.8	1.4	2.1	19,800

#### **WICHITA**

	1		_	_	_		
	IMAT	ARBI Total					
STATIONS	FORM	O/N 79	A/M 80	O/N <b>8</b> 0	Sprg 81	Fall 81	CUME
KEYN	R	9.6	10.0	11.2	14.5	15.5	109,300
KFH	С	17.3	11.2	11.9	12.1	13.0	94,500
KFDI	С	12.7	13.3	10.4	10.2	11.5	78,600
KICT	Α	9.4	8.8	14.5	7.8	8.9	<b>53</b> ,600
KAKZ	BB	9.8	7.8	8.6	5.6	7.8	72,300
KKRD	AC	7.3	9.4	7.2	5.8	7.2	54,200
KBRA	ВМ	11.3	13.3	7.4	10.6	6.6	<b>45,</b> 900
KFDI-FM	С	2.9	7.6	9.2	5.6	5.2	50,000
KQAM	0	3.1	2.9	3.5	5.2	5.2	39,000
KWKN	AC	5.4	3.7	5.3	3.7	4.3	46,400
KGCS	С	0.8	3.9	3.1	6.5	4.1	<b>3</b> 0,000
KOEZ	ВМ	0.6	0.6	1.4	2.0	1.6	15,900
KSGL	REL	1.5	1.2	1.2	2.2	0.8	11,300
KJRG	REL	**	0.4	0.4	0.7	0.8	4,900
KSKU	AC	1.3	0.8	0.6	0.7	0.6	13,100

#### **WILKES BARRE-SCRANTON**

	FORMAT		TRON persons				
STATIONS	D	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WNAK	AC	4.0	9.2	9.8	8.1	10.3	68,200
WKRZ-FM	AC	**	2.9	7.7	10.5	9.3	131,100
WARM	AC	••	12.9	10.3	9.8	9.0	151,900
WEZX	A	••	5.8	7.5	7.3	8.8	87,800
WGBI-FM	AC	9.0	8.2	9.6	5.6	7.3	104,700
WEJL	AC	**	4.2	4.3	3.8	4.4	63,000
WARD	N/T	0.0	1.0	1.3	1.2	4.1	26,400
WYZZ	BM	••	4.4	3.4	4.2	3.6	47,300
WILK	R	••	6.0	3.7	6.2	3.3	83,000
WGBI	С	••	3.0	2.8	2.7	3.2	58,500
WICK	BM	••	3.0	1.6	3.4	2.9	42,000
WBAX	C	**	3.8	1.4	2.9	2.5	39,600
WVCD	BM		4.1	3.8	3.2	2.5	39,300
WZZO	A	••	2.0	1.0	1.7	2.4	26,100

#### WILMINGTON, DE

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid					
STATIONS	6	O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	CUME
WSTW	R	**	11.4	13.4	13.6	11.6	112,700
WJBR-FM	ВМ	• •	11.1	8.4	10.2	10.1	86,100
WDEL	AC	**	8.4	9.4	8.4	9.9	102,000
WMMR	A		3.7	3.0	8.5	7.9	83,200
WCAU-FM	R	••	1.3	1.4	2.5	5.2	59,700
WUSL	С	**	3.2	1.2	2.5	4.3	39,700
WMGK	AC	0.0	3.9	4.9	4.6	4.1	53,700
WYSP	A	••	3.6	5.9	4.0	3.5	57,700
WILM	N	••	3.2	7.3	4.3	2.9	52,900
WIOQ	Α	••	6.1	2.7	4.5	2.9	45,400
WAMS	С	••	3.6	2.6	1.7	2.5	43,800
WIP	AC	**	2.3	1.8	2.1	2.5	41,700
WWDB	T	44	1.3	1.8	1.3	2.5	22,800
WEAZ	ВМ	**	3.0	2.1	2.1	2.4	27,100
KYW	N	••	2.9	2.1	1.7	2.3	39,900

#### WORCESTER

	FORMAT	ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid					
STATIONS	5	O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WSRS	BM	••	16.0	19.0	15.2	15.4	106,400
WAAF	A	• •	12.5	12.5	11.7	12.6	<b>86,3</b> 00
WTAG	N	• •	16.4	11.8	12.1	9.8	91,800
WROR	AC	• •	6.7	4.6	6.0	6.1	44,100
WBZ	AC	• •	6.9	7.6	6.0	5.9	54,600
WNEB	BB	• •	2.6	2.6	5.5	5.6	39,300
WFTQ	R	• •	5.3	6.6	6.2	5.4	58,100
WCOZ	A	• •	2.0	3.9	4.7	4.7	46,700
WEEI-FM	ММ	••	3.6	3.5	3.3	4.0	<b>30</b> ,100
WQVR	С	••	2.4	2.9	3.1	3.1	12,600
WORC	AC	• •	2.6	5.0	3.1	3.0	43,100
WGFP	С	**	9.0	••	0.5	1.9	7,600
WPJB	R	••	2.0	2.4	1.7	1.9	25,600
WBCN	A	••	2.6	1.7	2.2	1.7	21,100
WJIB	ВМ	••	2.0	1.5	2.1	1.7	17,900

#### **YORK**

STATIONS	FORMAT	ARBI					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WSBA	AC	**	12.6	11.2	11.0	10.8	99,400
WQXA	R	**	9.9	9.4	11.6	10.6	88,500
WRKZ	C	**	3.2	6.1	9.0	10.1	54,500
WYCR	R	**	9.5	9.2	7.4	9.3	71,800
WSBA-FM	AC	**	9.7	9.2	7.6	7.3	57,400
WNOW	С	2.5	5.9	7.4	8.7	6.5	29,800
WNCE	BM	**	6.5	6.5	6.1	5.4	39,400
WTPA	A		0.8	1.2	4.5	5.0	30,700
WRHY	BB	***	3.7	1.2	2.2	4.1	19,600
WHVR	AC	**	2.4	6.1	2.9	2.4	33,900
WXYV	AC	**	**	18.8	0.0	2.4	7,100
WHP-FM	BM	**	3.4	2.7	1.6	2.2	21,100
WPOC	C	**	3.0	4.9	4.5	1.7	15,100

#### YOUNGSTOWN-WARREN

STATIONS	FORMAT	ARBI					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	CUME
WBBW	N/T	14.4	14.2	12.3	11.4	13.7	111,800
WKBN-FM	BM	13.7	15.5	12.3	11.7	10.5	102,600
WSRD	A	4.7	7.5	5.7	8.6	9.5	96,900
WHOT	AC	8.9	10.5	9.4	8.2	8.1	107,200
WYFM	R	10.5	9.6	10.5	9.0	8.0	119,200
WKBN	AC	11.2	9.5	9.2	9.0	6.7	102,400
WQXK	C	**	2.2	5.7	5.9	6.3	42,200
WFMJ	AC	5.5	4.2	5.5	4.7	5.4	60,800
WDMT	В	1.7	1.1	2.4	3.8	4.3	28,600
WRRO	AC	3.8	1.9	2.5	2.7	3.5	45,600
WOOD	BM	0.4	**	1.0	0.7	3.3	34,500
WNIO	C	4.4	1.4	2.5	4.3	2.5	23,400
WMMS	A	3.1	3.0	2.9	3.9	2.2	34,400
WWWE	C	1.7	1.7	0.8	1.0	2.0	26,600
wwwm	A	1.3	0.9	1.3	1.6	1.6	23,400

#### **METHODOLOGY**

How The Markets Are Selected. As many markets as are available prior to our publishing deadline are included in the Arbitron ratings section. Special analyses are presented in markets where either the broadcasters and/or ad agencies show the greatest interest. Information is gathered by researching radio stations' on- and off-air activities. Featured demographics are 18-34 and 25-54 which are now most popular among buyers and planners.

Format Identification. Every attempt is made to properly classify formats. Although every radio station represents its own unique format, classifications included in this issue are generalizations used for the purpose of comparison.

Ties. Ties are listed in order of their appearance in the rating book. When all stations cannot be accommodated in ten or fifteen allotted spaces, the stations which tie for the last position are deleted.

**Simulcasts.** Complete simulcasts are defined as those stations combined by Arbitron in the "Metro Cume" section. These simulcasts are combined for trend reporting. Other non-complete simulcasts are combined only for the daypart in which simulcasting is in effect.

**Terminology.** When a station is listed as first in any given demographic group, adults rather than men or women is implied. Morning or AM drive refers to 6am-10am. Midday refers to 10am-3pm. Afternoon or PM drive represents 3pm-7pm. Evening or nights is the period between 7pm-12mid. When writing of dayparts and time periods, adults, Monday through Friday is implied unless otherwise stated.

Arbitron Measurement. Expanded Sample Frame is Arbitron's computer system designed to supplement standard telephone directory sampling by including households not available in telephone directory. ESF now extended to all markets. Quarterly Measurement (meaning 12 week rating periods) was also in effect in all 254 markets.

**Programming Trends.** World Series Baseball was aired during most of the rating period. Also featured on many stations was football, basketball and hockey. Sports coverage can lead to higher audience ratings under certain conditions.

Important Notice. INSIDE RADIO RATINGS RE-PORT & DIRECTORY focuses on an extended period of time which may have included rating periods. The running of special features and/or contests during this period have not necessarily influenced the ratings.

Every effort has been made to provide dependable

statistics and information. However, the publisher does not warrant or represent that the statistics and information herein are complete or accurate. The statistics and information contained herein represent the opinion of the publisher and reliance thereon and use thereof by the reader is at the reader's own risk.

Research. This section is a compilation of the statistics gathered from Arbitron's rating sweep (many of which are featured in this publication). Some stations are not listed due to their unavailability at press time. Focus on the Formats and the various format closeups are based on stations making the top ten or fifteen in average share trends for the metro survey area in featured markets. Percentages are rounded. AM vs FM comparison is calculated from stations making the top fifteen or twenty in either average share trends or metro cume. The top twenty-five stations by format are ranked both by cume and quarter hour only if a station makes its own market's top fifteen or twenty in each appropriate category. Semiannual Corporate Report is based on information included in this publication. Not included is any corporate station failing to make the top fifteen or twenty in its own market's metro cume. The total cume column is an addition of metro cume figures for all of a corporation's stations qualifying in INSIDE RADIO RATINGS REPORT & DIRECTORY. The number of stations each corporation was credited for and an average cume follows.

Acknowledgements. We wish to thank the Arbitron Company for allowing us to use rating information appearing on the following pages. Also thanks to researchers Sam Paley of CAC, Bob Galen and Jane Sobel at Blair Radio and Maurie Webster. We also wish to thank Standard Rate and Data Service for certain information contained on the following pages used with permission.

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New Age Radio: Upbeat news, information and conversation by husband and wife on growing older in America. (2:30)

American Dream: Interviews with entreprenuers; stories of personal success in American business. (2:30)

lameson

WASHINGTON D.C.-COLUMBUS, OHIO

# 17% 16% 12% 6% 6%

#### **FOCUS ON THE FORMATS**

LA	TEST	TRENDS		
FORMAT	FALL '80	SPRING '81	FALL '81	% CHANGE
Adult Contemporary	25%	27%	23%	-4%
Rock	18%	15%	17%	+2%
Country	14%	14%	16%	+2%
Beautiful Music	17%	16%	13%	-3%
Album Rock	11%	12%	12%	0%
News/Talk	6%	6%	6%	0%
Black	5%	6%	6%	0%
Big Band	1%	2%	2%	0%
Spanish	1%	1%	2%	+1%
Religion	-		1%	
Other	1%	1%	2%	+1%

48%

AM vs FM

52%

Number of Stations: 1,849

Both rock and country formats show most growth (up 2 overall shares). Rock rebounds from previous 3 share decrease. Could be attributable to resurgence of 60's type top forty stations using short playlist, lots of jingles, uptempo air personalities. Adult contemporary shows biggest decrease losing four total shares. Still maintains highest percentage of overall measured listening. Beautiful music continues to post decreases now losing three shares. Syndicators currently unable to save beautiful music audience which is greying. Big band competitors remain stable with quick growth, popularity. Ethnic closeup: black stations maintain 6% of all overall measured listening. Spanish stations show one share increase.

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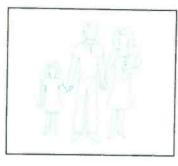
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## **ADULT CONTEMPORARY CLOSE-UP**



The format continued to hold largest market share, despite a decline from 27% to 23%. Average station share declined from 6.7 to 5.6, with AM leading FM both in average station share (5.8 to 5.2) and in the percen-

tage of stations having the format (63% to 37%).

Spring '81	6.7%
Fall '81	5.6%
Change	-1.1%

**AVERAGE SHARE PER STATION** 

AN	1
Fall '81	5.8%
FN	
Fall '81	5.2%

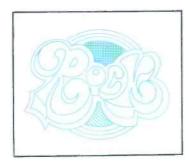
#### **MARKET SHARE: 23%**

AM 63% vs FM 37%

		TOP 25 ADUL	T CONT	ЕМР	ORARY S	TATIONS	
		Quarter Hour				Cume	
	STATION	MARKET	SHARE	-	STATION	MARKET	CUME
1.	WJBC	Bloomington	40.7	1.	WNBC	New York	2,204,500
2.	KFAB	Omaha	25.0	2.	WABC	New York	2,067,700
3.	WKEE-FM	Huntington-Ashland	24.2	3.	WYNY-FM	New York	1,788,200
4.	WTIC	Hartford	23.8	4.	WJR	Detroit	861,100
5.	wcco	Minneapolis	22.9	5.	KDKA	Pittsburgh	805,100
6.	wowo	Ft. Wayne	20.5	6.	wcco	Minneapolis	804,800
7.	KDKA	Pittsburgh	19.8	7.	WMGK-FM	Philadelphia	710,900
8.	KFQD	Anchorage	17.3	8.	KRTH-FM	Los Angeles	708,600
9.	WRVA	Richmond	16.6	9.	WBZ	Boston	707,000
10.	WHBC	Canton	16.4	10.	KHTZ-FM	Los Angeles	699,800
10.	WHP	Harrisburg	16.4	11.	WCLR-FM	Chicago	694,700
12.	WGY	Albany	15.8	12.	WHDH	Boston	
13.	KSTP-FM	Minneapolis	14.8	13.	KFI	Los Angeles	678,200
14.	WVLK	Lexington	14.6	14.	WIP	Philadelphia	654,500
15.	WELI	New Haven	14.6	15.	WBBM-FM	Chicago	616,700
16.	WRAL-FM	Raleigh-Durham	14.4	16.	KRLA	Los Angeles	602,400
16.	KRMG	Tulsa	14.0	17.	WFYR-FM	Chicago	592,600
18.	WIBC	Indianapolis	13.5	18.	WMAL		589,400
19.	WMBD	Peoria	13.3	19.	WTFM-FM	Washington, D.C. New York	576,500
20.	WKZO	Kalamazoo	13.2	20.	WNIC-FM	Detroit	575,200
21.	WBEN	Buffalo	13.1	21.	XTRA		571,400
22.	WTVN	Columbus, OH	13.0	22.	KSTP-FM	Los Angeles	568,000
23.	WIBA	Madison	12.9	23.	KNBR	Minneapolis	515,300
			12.3		KVIL-FM	San Francisco	464,600
				24.		Dallas	455,100
				25.	WTAE	Pittsburgh	453,300

Methodology: Stations making the top 20 in "Average Share Total Persons 12." and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AMvs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12." or Metro Cume"

#### **ROCK CLOSE-UP**



Rock held second-largest market share with 17%-up from 15% in the Spring. Average station share inched upward by 0.1 share. FM's make up 71% of stations included, although AM leads FM in average station share 8.5 to 6.9.

AVERAGE SHARE PER STATION		
Spring '81	7.2%	
Fall '81	7.3%	
Change	+0.1%	

AN	1
Fall '81	8.5%
FM	1
Fall '81	6.9%

#### **MARKET SHARE: 17%**

AM 29% vs FM 71%

	TOP 25 ROCK STATIONS						
	Q	uarter Hour				Cume	
-	STATION	MARKET	SHARE		STATION	MARKET	CUME
1.	WNOK-FM	Columbia, S.C.	20.0	1.	WLS	Chicago	1,044,100
2.	KHFI-FM	Austin	17.8	2.	KFRC	San Francisco	835,200
3.	KZFM-FM	Corpus Christi	17.7	3.	WLS-FM	Chicago	798,800
4.	WMEE-FM	Ft. Wayne	17.3	4.	KIQQ-FM	Los Angeles	674,600
5.	WFMF-FM	Baton Rouge	16.5	5.	KIIS-FM	Los Angeles	632,600
6.	WLAP-FM	Lexington	16.3	6.	WPIX-FM	New York	630,300
7.	WBNQ-FM	Bloomington	15.9	7.	WCAU-FM	Philadelphia	628,500
8.	WXLK-FM	Roanoke	15.8	8.	WKQX-FM	Chicago	578,200
9.	KBFM-FM	McAllen	15.6	9.	KRBE-FM	Houston	381,800
10.	KEYN-FM	Wichita	15.5	10.	WPGC A/F	Washington, D.C.	36 <b>9</b> ,700
10.	WSKZ-FM	Chattanooga	15.5	11.	WVBF-FM	Boston	368,400
12.	WLAN-FM	Lancaster	15.4	12.	KRLY-FM	Houston	353,800
13.	WDOQ-FM	Daytona Beach	14.3	13.	WIFI-FM	Philadelphia	327,300
14.	WICC	Bridgeport	13.9	14.	KEGL-FM	Dallas	326,700
15.	WABB-FM	Mobile	13.7	15.	WDRQ-FM	Detroit	318,900
16.	WRVQ-FM	Richmond	13.5	16.	KGW	Portland, OR	300,800
17.	KFMX-FM	Lubbock	13.2	17.	WINZ-FM	Miami	297,500
18.	WWKX-FM	Nashville	12.9	18.	KSLQ-FM	St. Louis	296,700
19.	WROV	Roanoke	12.6	19.	WXKX-FM	Pittsburgh	2 <b>9</b> 5,100
19.	WKFR-FM	Kalamazoo	12.6	20.	WRBQ-FM	Tampa	292,300
21.	WIVY-FM	Jacksonville	12.5	21.	WBSB-FM	Baltimore	281,500
21.	KSEL-FM	Lubbock	12.5	22.	WKBW	Buffalo	265,800
23.	WKZW-FM	Peoria	12.1	22.	WHB	Kansas City	265,800
				24.	WGCL-FM	Cleveland	262,200
				25.	KIMN	Denver	247,300

Methodology: Stations making the top 20 in "Average Share Total Persons 12-" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume".

#### **COUNTRY MUSIC CLOSE-UP**



Country's market share moved up from 14% to 16%, even though the average station's share declined from 6.2 to 5.2. AM's make up a greater percentage of the total stations (58% to 42%). However, FM stations have higher average station shares.

<b>AVERAGE SHARE PER STATION</b>		
Spring '81	6.2%	
Fall '81	5.2%	
Change	-1.0%	

A	M
Fall '81	4.7%
F	M
Fall '81	5.9%

#### **MARKET SHARE: 16%**

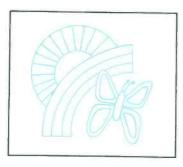
AM 58% vs FM 42%

		Quarter Hour				Cume	
	STATION	MARKET	SHARE	-	STATION	MARKET	CUME
1.	WKSJ-FM	Mobile	19.3	1.	WHN	New York	940,100
2.	WIVK-FM	Knoxville	19.0	2.	WMAQ	Chicago	776,300
3.	KSSN-FM	Little Rock	17.7	3.	KLAC	Los Angeles	594,700
3.	WZZK-FM	Birmingham	17.7	4.	KSCS-FM	Dallas	492,900
5.	KLLL-FM	Lubbock	17.4	5.	WJEZ-FM	Chicago	485,100
6.	WSOC-FM	Charlotte	17.3	6.	KZLA-FM	Los Angeles	443,700
7.	WSLC	Roanoke	16.6	7.	KIKK-FM	Houston	423,400
8.	WTQR-FM	Greensboro	15.8	8.	WBAP	Dallas	417,000
9.	WCOS-FM	Columbia, S.C.	15.7	9.	WWWW-FM	Detroit	389,800
10.	KVOO	Tulsa	15.4	10.	KILT-FM	Houston	387,500
11.	KSO	Des Moines	15.0	11.	KNEW	San Francisco	325,100
12.	WXBQ-FM	Johnson City	14.7	12.	WDGY	Minneapolis	321,400
13.	WYNK-FM	Baton Rouge	14.3	13.	WUSL-FM	Philadelphia	311,900
14.	KUZZ	Bakersfield	14.1	14.	WFIL	Philadelphia	311,000
15.	WHUM	Reading	13.6	15.	WDAF	Kansas City	286,800
15.	WDAF	Kansas City	13.6	16.	WIL-FM	St. Louis	285,800
17.	WQHK	Ft. Wayne	13.5	17.	WCXI	Detroit	281,900
18.	WJCW	Johnson City	13.4	18.	KSD	St. Louis	275,400
19.	KWEN-FM	Tulsa	13.3	19.	WHK	Cleveland	267,700
19.	WQIK-FM	Jacksonville	13.3	20.	WSUN	Tampa	239,400
21.	KFH	Wichita	13.0	21.	WBCS-FM	Milwaukee	229,200
21.	KYKR-FM	Beaumont	13.0	22.	KPLX-FM	Dallas	227,500
3.	WESC-FM	Greenville, S.C	12.7	23.	KILT	Houston	227,100
24.	WTSO	Madison	12.5	24.	KNIX-FM	Phoenix	224,900
25.	KCUB	Tucson	12.4	25.	WPOC-FM	Baltimore	224,100

Methodology: Stations making the top 20 in "Average Share Total Persons 12-" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12-" or Metro Gume



#### **BEAUTIFUL MUSIC CLOSE-UP**



The format dropped from second in market share to fourth (16% to 13%), and average station shares also declined (from 7.4 to 6.4). Nearly all Beautiful Music stations are FM, and FM average station shares were near-

ly double those of the AM's.

MARKET	<b>SHARE: 13%</b>
--------	-------------------

AM 9% vs FM 91%

AVERAGE SHARE PER STATION		
Spring '81	7.4%	
Fall '81	6.4%	
Change	-1.0%	

AN	1
Fall '81	3.6%
FM	1
Fall '81	6.7%

TOP 25 BEAUTIFUL MUSIC STATIONS							
Quarter Hour					Cume		
	STATION	MARKET	SHARE		STATION	MARKET	CUME
1.	WPVR-FM	Roanoke	17.8	1.	WPAT-FM	New York	1,312,800
2.	WEZO-FM	Rochester, N.Y.	16.9	2.	WRFM-FM	New York	1,145,900
3.	WEZN-FM	Bridgeport	15.9	3.	KBIG-FM	Los Angeles	902,600
4.	WEZK-FM	Knoxville	15.5	4.	WPAT	New York	888,700
5.	WSRS-FM	Worcester	15.4	5.	KJOI-FM	Los Angeles	708,400
6.	WHIO-FM	Dayton	15.2	6.	WLOO-FM	Chicago	701,800
7.	KBEE-FM	Modesto	15.1	7.	KOST-FM	Los Angeles	545,700
8.	WSWT-FM	Peoria	14.7	8.	WLAK-FM	Chicago	542,100
9.	WEZV-FM	Ft. Wayne	13.5	9.	WEAZ-FM	Philadelphia	467,700
10.	WWLV-FM	Daytona Beach	13.3	10.	WJR-FM	Detroit	435,300
11.	WEAT-FM	West Palm Beach	13.0	11.	WWSH-FM	Philadelphia	403,500
12.	WLQR-FM	Toledo	12.9	12.	WJIB-FM	Boston	359,400
12.	KEZQ-FM	Little Rock	12.9	13.	WGAY-FM	Washington, D.C.	350,100
14.	WLYF-FM	Ft. Lauderdale	12.8	14.	KABL-FM	San Francisco	326,900
15.	WOOD-FM	Grand Rapids	12.7	15.	KABL	San Francisco	322,400
16.	WHYN-FM	Springfield	12.5	16.	WLIF-FM	Baltimore	301,300
17.	KHAR	Anchorage	12.3	17.	WWJ-FM	Detroit	292,900
18.	KTEZ-FM	Lubbock	12.1	18.	KODA-FM	Houston	292,500
19.	KXLY-FM	Spokane	11.9	19.	KFOG-FM	San Francisco	287,600
19.	WLKW-FM	Providence	11.9	20.	WSHH-FM	Pittsburgh	281,800
21.	KASE-FM	Austin	11.8	21.	KMEZ-FM	Dallas	266,300
22.	KPNW-FM	Eugene	11.7	22.	KOIT-FM	San Francisco	265,700
23.	WHBC-FM	Canton	11.6	23.	WLKW-FM	Providence	260,100
23.	WJYE-FM	Buffalo	11.6	24.	KYND-FM	Houston	257,400
23.	WHP-FM	Harrisburg	11.6	25.	KEZK-FM	St. Louis	253,300

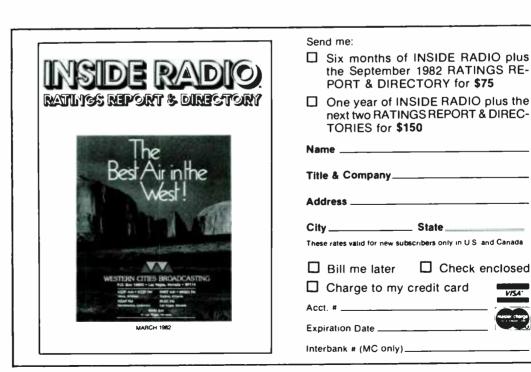
Methodology: Stations making the top 20 in "Average Share Total Persons 12\*" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%), AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12\*" or Metro Cume".

### THE NEXT ISSUE OF

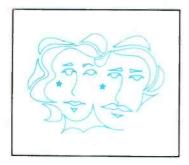


## WILL BE SEPTEMBER, 1982

The only way to guarantee getting a copy is to subscribe now to INSIDE RADIO and receive our popular eight page weekly newsletter every Monday morning.



#### **ALBUM ROCK CLOSE-UP**



Album Rock's market share held at 12%. Average station shares were off by .6 shares (7.0 to 6.4). And 96 of 100 Album Rock stations are FM, with an average station share of 6.5 for those FM stations.

AVERAGE SHARE PER STATION					
Spring '81	7.0%				
Fall '81	6.4%				
Change	-0.6%				

AN	1
Fall '81	3.7%
FM	1
Fall '81	6.5%

#### **MARKET SHARE: 12%**

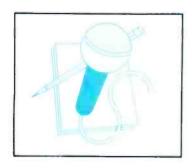
AM 4% vs FM 96%

	TOP 25 ALBUM ROCK STATIONS							
	C	luarter Hour				Cume		
	STATION	MARKET	SHARE		STATION	MARKET	CUME	
1.	WKQQ-FM	Lexington	18.3	1.	WPLJ-FM	New York	1,644,300	
2.	KLAQ-FM	El Paso	14.5	2.	WNEW-FM	New York	995,900	
_ 3.	KILO-FM	Colorado Springs	14.0	3.	KMET-FM	Los Angeles	954,900	
4.	KEZO-FM	Omaha	13.9	4.	KLOS-FM	Los Angeles	948,800	
5.	WSYR-FM	Syracuse	13.8	5.	WLUP-FM	Chicago	744,000	
6.	WLAV-FM	Grand Rapids	13.3	6.	WMET-FM	Chicago	679,700	
7.	WWCK-FM	Flint	13.2	7.	WLLZ-FM	Detroit	657,300	
8.	WSSX-FM	Charleston, S.C.	12.7	8.	WRIF-FM	Detroit	627,400	
9.	WKDF-FM	Nashville	12.6	9.	WCOZ-FM	Boston	620,000	
9.	WLVQ-FM	Columbus, OH	12.6	10.	WMMR-FM	Philadelphia	588,200	
9.	WAAF-FM	Worcester	12.6	11.	WABX-FM	Detroit	545,400	
12.	KSND-FM	Eugene	12.5	12.	KMEL-FM	San Francisco	492,500	
12.	WMMS-FM	Akron	12.5	13.	KROQ-FM	Los Angeles	453,700	
14.	WDIZ-FM	Orlando	12.4	14.	WYSP-FM	Philadelphia	420,500	
15.	KZAP-FM	Sacramento	12.0	15.	WIOQ-FM	Philadelphia	385,100	
16.	WIOT-FM	Toledo	11.8	16.	KLOL-FM	Houston	381,900	
16.	WEBN-FM	Cincinnati	11.8	17.	WRQX-FM	Washington, D.C.	366,900	
18.	WXLP-FM	Quad Cities	11.5	18.	WBCN-FM	Boston	349,600	
19.	WIBA-FM	Madison	11.4	19.	WWDC-FM	Washington, D.C.	349,500	
20.	WFBQ-FM	Indianapolis	11.2	20.	KSFX-FM	San Francisco	344,200	
20.	WJXQ-FM	Lansing	11.2	21.	KTXQ-FM	Dallas	343,500	
20.	KDUK-FM	Honolulu	11.2	22.	WQXI-FM	Atlanta	338,600	
23.	KGON-FM	Portland, OR	11.1	23.	KZEW-FM	Dallas	328,800	
24.	KTFM-FM	San Antonio	11.0	24.	WIYY-FM	Baltimore	326,200	
25.	KZEL-FM	Eugene	10.6	25.	KQRS A/F	Minneapolis	318,900	

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AMvs. FM comparison calculated from stations making the top 20 in either "Average Share Total". Persons 12+" or Metro Cume

West Look Once again, KBPI is top rated proud to be the station young adult station #1 Adults 18.34\* #1 Adults 18.49\* #1 Adults 25.34\* \*Fall '81 Arbitron 6AM Midnight Our Monday Cume & Average Quarter Hour Metro Cume & Average Quarter Hour The Rochies

#### **NEWS / TALK CLOSE-UP**



The format's market share was stable at 6%, although the average News/Talk station lost a half-share. 98% of all News/Talk stations included are AM.

<b>AVERAGE SHARE PER STATION</b>					
5.3%					
4.8%					
-0.5%					

AN	1
Fall '81	4.9%
FM	1
Fall '81	3.4%

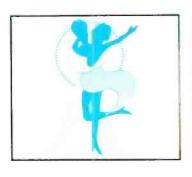
#### MARKET SHARE: 6%

AM 98% vs FM 2%

TOP 25 NEWS/TALK STATIONS							
Quarter Hour						Cume	
	STATION	MARKET	SHARE		STATION	MARKET	CUME
1.	KMOX	St. Louis	21.8	1.	WINS	New York	2,540,600
2.	WHO	Des Moines	16.4	2.	WCBS	New York	2,102,600
3.	WPTF	Raleigh	14.7	3.	WOR	New York	1,891,800
4.	WBBW	Youngstown	13.7	4.	WGN	Chicago	1,376,300
5.	WSYR	Syracuse	13.0	5.	KABC	Los Angeles	1,323,600
6.	KTOK	Oklahoma City	11.3	6.	KYW	Philadelphia	1,163,000
7.	WOC	Quad Cities	10.8	7.	WBBM	Chicago	1,144,500
8.	WTAG	Worcester	9.8	8.	KFWB	Los Angeles	1,043,400
9.	KGO	Salinas	9.7	9.	KNX	Los Angeles	925,700
10.	WGN	Chicago	9.6	10.	KCBS	San Francisco	894,600
11.	KIRO	Seattle	9.5	11.	KGO	San Francisco	844,800
12.	KYW	Philadelphia	9.3	12.	WMCA	New York	808,900
13.	KMJ	Fresno	8.8	13.	KMOX	St. Louis	786,700
14.	KGO	San Francisco	8.4	14.	WIND	Chicago	600,100
15.	KOA	Denver	8.2	15.	KMPC	Los Angeles	598,700
15.	KTAR	Phoenix	8.2	16.	WWJ	Detroit	572,400
17.	KABC	Los Angeles	8.0	17.	WEEI	Boston	559,900
18.	KARN	Little Rock	7.9	18.	WCAU	Philadelphia	467,200
19.	KQBK	Albany	7.5	19.	KIRO	Seattle	462,700
20.	WNWS	Ft. Lauderdale	6.9	20.	KRLD	Dallas	459,000
21.	WEEI	Boston	6.6	21.	WXYZ	Detroit	391,500
22.	KCBS	San Francisco	6.5	22.	KTRH	Houston	380,200
23.	KRLD	Dallas	6.4	23.	WWDB-FM	Philadelphia	367,900
23.	WCKY	Cincinnati	6.4	24.	WRKO	Boston	332,700
	Note that	Street, Street, St.	THE PERSON	25.	KOA	Denver	319,700

Methodology: Stations making the top 20 in "Average Share Total Persons 12-" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12-" or Metro Cume".

#### **BLACK MUSIC CLOSE-UP**



Black music stations also had a stable 6% market share. Average station shares were down 1.2-the greatest decline of all the formats studied. Somewhat more than half the stations (55%) were AM.

AVERAGE SHARE PER STATION					
Spring '81	6.0%				
Fall '81	4.8%				
Change	-1.2%				

AN	Λ
Fall '81	4.1%
FN	1
Fall '81	5.7%

#### **MARKET SHARE: 6%**

AM 55% vs FM 45%

TOP 25 BLACK STATIONS								
	Q	uarter Hour		Cume				
	STATION	MARKET	SHARE		STATION	MARKET	CUME	
1.	WHRK-FM	Memphis	16.7	1.	WBLS-FM	New York	1,710,200	
2.	WXOK	Baton Rouge	13.5	2.	WGCI-FM	Chicago	782,200	
3.	KOKA	Shreveport	13.1	3.	WBMX-FM	Chicago	479,300	
4.	WBLX-FM	Mobile	12.0	4.	KSOL-FM	San Francisco	474,100	
5.	WDZZ-FM	Flint	11.9	5.	WDAS-FM	Philadelphia	428,500	
6.	WOIC	Columbia, S.C.	11.8	6.	WJPC	Chicago	425,000	
7.	KOKY	Little Rock	11.7	7.	WKYS-FM	Washington, D.C.	421,800	
8.	KDKS-FM	Shreveport	11.1	8.	WHUR-FM	Washington, D.C.	385,100	
9.	WAIL-FM	New Orleans	10.6	9.	KMJQ-FM	Houston	357,100	
10.	WVEE-FM	Atlanta	10.3	10.	KKDA-FM	Dallas	350,000	
11.	WDAO-FM	Dayton	9.7	11.	WVON	Chicago	346,500	
12.	WTLC-FM	Indianapolis	9.3	12.	WJLB-FM	Detroit	318,200	
13.	WWWZ-FM	Charleston, S.C.	9.0	13.	WGPR-FM	Detroit	314,900	
14.	WPEG-FM	Charlotte	8.3	14.	WOOK-FM	Washington, D.C.	301,800	
15.	WKYS-FM	Washington, D.C.	8.1	15.	WLBS-FM	Detroit	293,300	
16.	WANT	Richmond	8.0	16.	WVEE-FM	Atlanta	282,800	
16.	WLOU	Louisville	8.0	17.	KDIA	San Francisco	268,300	
18.	WHYZ	Greenville, S.C.	7.9	18.	KBLX-FM	San Francisco	261,300	
19.	KMJQ-FM	Houston	7.7	19.	KMJM-FM	St. Louis	258,700	
19.	WWDM-FM	Columbia, S.C.	7.7	20.	WXYV-FM	Baltimore	241,900	
21.	WDIA	Memphis	7.6	21.	KNOK-FM	Dallas	200,500	
21.	KCIJ	Shreveport	7.6	22.	WAMO-FM	Pittsburgh	183,600	
	3311			23.	WAIL-FM	New Orleans	180,900	
				24.	WEDR-FM	Miami	166,700	
				25.	WHAT	Philadelphia	157,100	

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume".

#### SEMIANNUAL CORPORATE REPORT

RANK	CORPORATION	TOTAL CUME	# STATIONS	AVG. CUME	AVG. SHARE
1.	ABC	11, 824,000	31	381,400	3.6
2.	CBS	11,325,800	28	404,500	4.2
3.	Westinghouse	8,420,500	18	467,800	6.6
4.	Metromedia	7,293,400	16	455,800	4.3
5.	RKO	7,380,800	17	434,200	4.0
6.	NBC	7,226,900	18	401,500	4.3
7.	Capital Cities	5,588,400	18	310,500	5.8
8.	Bonneville	4,110,100	9	456,700	6.4
9.	Cox	3,811,200	18	211,700	5.9
10.	Gannett	3,473,600	14	248,100	4.4
11.	Infinity	3,086,000	8	385,800	5.0
12.	Greater Media	2,721,200	9	302;400	6.1
13.	Taft	2,696,100	12	224,700	8.3
14.	Plough	2,332,900	11	212,100	6.1
15.	LIN	2,306,700	13	177,400	4.0
16.	Inner City	2,285,400	4	571,400	3.7
17.	Golden West	2,245,600	8	280,700	3.3
18.	Hearst	2,010,700	6	335,100	8.2
19.	Century	1,998,500	. 4	499,600	5.3
20.	Malrite	1,981,000	12	165,100	6.3
21.	Outlet	1,936,400	10	193,600	5.1
22.	Harte-Hanks	1,893,500	11	172,100	7.2
23.	Heftel	1,869,700	7	267,100	6.0
24.	G.E.	1.830,500	10	183,100	6.5
25.	Doubleday	1,788,500	7	255,500	4.3
26.	Gulf United	1,666,800	9	185,200	5.2
27.	WGN Continental	1,646,300	6	274,400	4.5
28.	Susquehanna	1,599,600	13	123,000	6.9
29.	Shamrock	1,553,600	7	221,900	3.8
30.	Jefferson-Pilot	1,549,700	10	155,000	6.4
31.	Charter	1,503,000	6	250,500	2.7
32.	Nationwide	1,455,900	11	132,400	5.1
33.	Fairbanks	1,449,300	6	241,600	7.4
34.	King	1,398,500	8	174,800	5.5
35.	First Media	1,362,200	5	272,400	6.6
36.	Storz	1,292,900	8	161,600	4.6
37.	Affiliated	1,221,500	13	94,000	5.8
38.	Viacom	1,194,000	6	199,000	4.6
39.	Great Trails	1,173,000	8	146,600	7.0
40.	Rust	1,171,700	15	78,100	6.2
41.	United Broadcasting	1,153,800	5	230,800	3.6
	Group One	1,113,400	8	139,200	6.4
	Sandusky	1,098,800	5	219,800	6.2
	Metroplex	1,092,900	6	182,200	5.1
	Scripps-Howard	1,092,500	7	156,100	6.7
	Meredith	992,800	6	165,500	7.0
	Mid-America	954,600	11	86,800	7.8
	Guy Gannett	945,400	6	157,600	8.1
	CCLA	945,000	3	315,000	5.2
	Mutual	940,100	1	940,100	2.1

Semiannual Corporate Report is based on information included in this publication. Not included is any corporate station failing to make the top fifteen or twenty in its own market's metro cume. The total cume column is an addition of metro cume figures for all of a corporation's stations qualifying in INSIDE RADIO RATINGS REPORT & DIRECTORY. The number of stations each corporation was credited for and an average cume follows. Stations could be ranked in top fifteen or twenty in more than one market. Station number reflects this. Metro areas not duplicated.

#### LEADING AM STATIONS BY AVERAGE QUARTER HOUR

RANK	STATION	FORMAT	SHARE	MARKET	OWNER
1.	WJBC	Adult Contemporary	40.7	Bloomington	Bloomington
2.	KGBT	Spanish	32.6	McAllen	Tichenor/Harbenito
3.	KFAB	Adult Contemporary	25.0	Omaha	KFAB
4.	WTIC	Adult Contemporary	23.8	Hartford	1080 Corporation
5.	WCCO	Adult Contemporary	22.9	Minneapolis	Midwest Radio-TV
6.	KMOX	News/Talk	21.8	St. Louis	CBS
7.	wowo	Adult Contemporary	20.5	Ft. Wayne	Westinghouse
8.	KDKA	Adult Contemporary	19.8	Pittsburgh	Westinghouse
9.	KFQD	Adult Contemporary	17.3	Anchorage	KFQD, Inc.
10.	WRVA	Adult Contemporary	16.6	Richmond	Harte-Hanks
10.	WSLC	Country	16.6	Roanoke	Mel Wheeler, Inc.
12.	WHO	News/Talk	16.4	Des Moines	Palmer
12.	WHP	Adult Contemporary	16.4	Harrisburg	WHP, Inc.
12.	WHBC	Adult Contemporary	16.4	Canton	Beaverkettle
15.	WGY	Adult Contemporary	15.8	Albany	G.E.
16.	KVOO	Country	15.4	Tulsa	Southwestern Sales
17.	KSO	Country	15.0	Des Moines	Stoner
18.	WPTF	News/Talk	14.7	Raieigh	Durham Life
19.	WLVK	Adult Contemporary	14.6	Lexington	Bluegrass
19.	WRAC	Spanish	14.1	Miami	Radiocentro
21.	KUZZ	Country	14.1	Bakersfield	Owens
22.	WELI	Adult Contemporary	14.0	New Haven	Insilco
22.	KRMG	Adult Contemporary	14.0	Tulsa	Swanson
24.	WICC	Rock	13.9	Bridgeport	Connecticut
25.	WBBW	News/Talk	13.7	Youngstown	Mahoning Valley
26.	WHUM	Country	13.6	Reading	Reading Radio
26.	WDAF	Country	13.6	Kansas City	Taft
28.	WQHK	Country	13.5	Ft. Wayne	Pathfinder
28.	WXOK	Black	13.5	Baton Rouge	Security
28.	WIBC	Adult Contemporary	13.5	Indianapolis	Fairbanks
31.	WJCW	Country	13.4	Johnson City	Tri-Cities
32.	WMBD	Adult Contemporary	13.3	Peoria	Midwest TV
33.	WKZO	Adult Contemporary	13.2	Kalamazoo	Fetzer
34.	WBEN	Adult Contemporary	13.1	Buffalo	Algonquin
34.	KOKA	Black	13.1	Shreveport	Mid-America
36.	WTVN	Adult Contemporary	13.0	Columbus	Taft
36.	WSYR	News/Talk	13.0	Syracuse	Newhouse
36.	KFH	Country	13.0	Wichita	KFH
39.	WIBA	Adult Contemporary	12.9	Madison	Western Sun (dba Badger
40.	WFIR	Adult Contemporary	12.6	Roanoke	Jim Gibbons
40.	WBAL	Adult Contemporary	12.6	Baltimore	Hearst
40.	WGNT	Adult Contemporary	12.6	Huntington	Stoner
40	WROV	Rock	12.6	Roanoke	WROV Broadcasters
44.	WTSO	Country	12.5	Madison	Midcontinent
45.	KCUB	Country	12.4	Tucson	Rex
46.	WEEU	Adult Contemporary	12.3	Reading	WEEU Broadcasting
46.	KUGN	Adult Contemporary	12.3	Eugene	Obie
46.	KSTT	Adult Contemporary	12.3	Quad Cities	Guy Gannett
49.	KSSK	Adult Contemporary  Adult Contemporary	12.0	Honolulu	Heftel
		Adult Contemporary	12.0	Columbia	Cosmos
49.	WIS	Addit Contemporary	12.0	Columbia	00311103

#### **LEADING AM STATIONS BY METRO CUME**

RANK	STATION	FORMAT	CUME	MARKET	OWNER
1.	WINS	News/Talk	2,540,600	New York	Westinghouse
2.	WNBC	Adult Contemporary	2,204,500	New York	NBC
3.	WCBS	News/Talk	2,102,600	New York	CBS
4.	WABC	Adult Contemporary	2,067,700	New York	ABC
5.	WOR	News/Talk	1,891,800	New York	RKO
6.	WGN	News/Talk	1,376,300	Chicago	WGN Continental
7.	KABC	News/Talk	1,323,600	Los Angeles	ABC
8.	KYW	News/Talk	1,163,000	Philadelphia	Westinghouse
9.	WBBM	News/Talk	1,144,500	Chicago	CBS
10.	WLS	Rock	1,044,100	Chicago	ABC
11.	KFWB	News/Talk	1,043,400	Los Angeles	Westhinghouse
12.	WNEW	Big Band	985,000	New York	Metromedia
13.	WHN	Country	940,100	New York	Mutual
14.	KNX	News/Talk	925,700	Los Angeles	CBS
15.	KCBS	News/Talk	894,600	San Francisco	CBS
16.	WPAT	Beautiful Music	888,700	New York	Capital Cities
17.	WJR	Adult Contemporary	861,100	Detroit	Capital Cities
18.	KGO	News/Talk	844,800	San Francisco	ABC
19.	KFRC	Rock	835,200	San Francisco	RKO
20.	WMCA	News/Talk	808,900	New York	Straus
21.	KDKA	Adult Contemporary	805,100	Pittsburgh	Westinghouse
22.	wcco	Adult Contemporary	804,800	Minneapolis	Midwest
23.	кмох	News/Talk	786,700	St. Louis	CBS
24.	WMAQ	Country	776,300	Chicago	NBC
25.	WBZ	Adult Contemporary	707,000	Boston	Westinghouse
26.	WHDH	Adult Contemporary	678,200	Boston	Blair
27.	KFI	Adult Contemporary	654,500	Los Angeles	Cox
28.	WIP	Adult Contemporary	616,700	Phliadelphia	Metromedia
29.	WIND	News/Talk	600,100	Chicago	Westinghouse
30.	KMPC	News/Talk	<b>598,</b> 700	Los Angeles	Golden West
31.	KLAC	Country	594,700	Los Angeles	Metromedia
32.	KRLA	Adult Contemporary	592,600	Los Angeles	KRLA, Inc.
33.	WMAL	Adult Contemporary	576,500	Washington, D.C.	ABC
34.	WWJ	News/Talk	572,400	Detroit	Evening News
35.	XTRA	Adult Contemporary	568,000	Los Angeles	Noble
36.	WEEI	News/Talk	559,900	Boston	CBS
37.	WCAU	News/Talk	467,200	Philadelphia	CBS
38.	KNBR	Adult Contemporary	464,600	San Francisco	NBC
39.	KIRO	News/Talk	462,700	Seattle	Bonneville
40.	KRLD	News/Talk	459,000	Dallas	Metromedia
41.	WTAE	Adult Contemporary	453,300	Pittsburgh	Hearst
42.	CKLW	Adult Contemporary	436,900	Detroit	Baton
43.	KSFO	Adult Contemporary	428,700	San Francisco	Golden West
44.	WJPC	Black	425,000	Chicago	Atlass
45.	WBAL	Adult Contemporary	417,500	Baltimore	Hearst
46.	WBAP	Country	417,000	Dallas	Capital Cities
47.	WSB	Adult Contemporary	409,200	Atlanta	Cox
48.	WXYZ	News/Talk	<b>391,5</b> 00	Detroit	ABC
49.	WPEN	Big Band	380,900	Philadelphia	Greater Media
50.	KTRH	News/Talk	380,200	Houston	Rusk Corporation

#### LEADING FM STATIONS BY AVERAGE QUARTER HOUR

RANK	STATION	FORMAT	SHARE	MARKET	OWNER
1.	WKEE	Adult Contemporary	24.2	Huntington	Capitol
2.	WNOK	Rock	20.0	Columbia, S.C.	Audubon
3.	WKSJ	Country	19.3	Mobile	Capitol (WCAW)
4.	WIVK	Country	19.0	Knoxville	Dick
5.	WKQQ	Album Rock	18.2	Lexington	Village
6.	KHFI	Rock	17.8	Austin	Central Texas
6.	WPVR	Beautiful Music	17.8	Roanoke	Jim Gibbons
8.	KSSN	Country	17.7	Little Rock	First
8.	KZFM	Rock	17.7	Corpus Christi	Texas Media Group
10.	KLLL	Country	17.4	Lubbock	Lubbock Broadcasters
11.	WMEE	Rock	17.3	Ft. Wayne	Pathfinder
11.	wsoc	Country	17.3	Charlotte	Cox
13.	WEZO	Beautiful Music	16.9	Rochester	Malrite
14.	WHRK	Black	16.7	Memphis	Plough
15.	WFMF	Rock	16.5	Baton Rouge	Baton Rouge Bdcstg.
16.	WLAP	Rock	16.3	Lexington	Illinois
17.	WBNQ	Rock	15.9	Bloomington	Bloomington
17.	WEZN	Beautiful Music	15.9	Bridgeport	Katz
19.	WTQR	Country	15.8	Greensboro	Summit
19.	WXLK	Rock	15.8	Roanoke	CEBE
21.	wcos	Country	15.7	Columbia, S.C.	Buck
22.	KBFM	Rock	15.6	McAllen	KBFM, Inc.
23.	KEYN	Rock	15.5	Wichita	Long-Pride
23.	WEZK	Beautiful Music	15.5	Knoxville	South Central
23.	WSKZ	Rock	15.5	Chattanooga	Bloomington
26.	WLAN	Rock	15.4	Lancaster	Peoples
26.	WSRS	Beautiful Music	15.4	Worcester	Knight Quality
28.	WHIO	Beautiful Music	15.2	Dayton	Cox
29.	KBEE	Beautiful Music	15.1	Modesto	McClatchy
30.	KSTP	Adult Contemporary	14.8	Minneapolis	Hubbard
31.	WSWT	Beautiful Music	14.7	Peoria	Mid-America Media
31.	WXBQ	Country	14.7	Johnson City	Nininger
33.	KLAQ	Album Rock	14.5	El Paso	Rex
34.	WRAL	Adult Contemporary	14.4	Raleigh	Capitol
35.	WDOQ	Rock	14.3	Daytona Beach	Patten
35.	WYNK	Country	14.3	Baton Rouge	Miss-Lou
37.	KILO	Album Rock	14.0	Colorado Springs	KILO Broadcasting
38.	KEZO	Album Rock	13.9	Omaha	Meredith
39.	WSYR	Album Rock	13.8	Syracuse	Newhouse
40.	WABB	Rock	13.7	Mobile	WABB, Inc.
41.	WEZV	Beautiful Music	13.5	Ft. Wayne	Fairfield
41.	WRVQ	Rock	13.5	Richmond	Harte-Hanks
43.	KWEN	Country	13.3	Tulsa	Katz
43.	WLAV	Album Rock	13.3	Grand Rapids	Shepard
43.	WQIK	Country	13.3	Jacksonville	Rowland
43.	WWLV	Beautiful Music	13.3	Daytona Beach	Broadcast Mgmt.
47.	KFMX	Rock	13.2	Lubbock	So. Minnesota
47.	WWCK	Album Rock	13.2	Flint	Gencom
49.	KYKR	Country	13.0	Beaumont	Hicks
49.	WEAT	Beautiful Music	13.0	West Palm Beach	Gowdy

#### **LEADING FM STATIONS BY METRO CUME**

RANK	STATION	FORMAT	CUME	MARKET	OWNER
1.	WKTU	Disco	2,017,700	New York	Infinity
2.	WYNY	Adult Contemporary	1,788,200	New York	NBC
3.	WBLS	Black	1,710,200	New York	Inner City
4.	WRKS	Disco	1,649,100	New York	RKO
5.	WPLJ	Album Rock	1,644,300	New York	ABC
6.	WPAT	Beautiful Music	1,312,800	New York	Capital Cities
7.	WCBS	Oldies	1,182,900	New York	CBS
8.	WRFM	Beautiful Music	1,145,900	New York	Bonneville
9.	WNEW	Album Rock	995,900	New York	Metromedia
10.	KMET	Album Rock	954,900	Los Angeles	Metromedia
11.	KLOS	Album Rock	948,800	Los Angeles	ABC
12.	KBIG	Beautiful Music	902,600	Los Angeles	Bonneville
13.	WLS	Rock	798,800	Chicago	ABC
14.	WGCI	Black	782,200	Chicago	Gannett
15.	WLUP	Album Rock	744,000	Chicago	Heftel
16.	WMGK	Adult Contemporary	710,900	Philadelphia	Greater Media
17.	KRTH	Adult Contemporary	708,600	Los Angeles	RKO
18.	KJOI	Beautiful Music	708,400	Los Angeles	CCLA Communications
19.	WLOO	Beautiful Music	701,800	Chicago	Century
20.	KHTZ	Adult Contemporary	699,800	Los Angeles	Greater Media
21.	WCLR	Adult Contemporary	694,700	Chicago	Bonneville
22.	WMET	Album Rock	679,700	Chicago	Metromedia
23.	KIQQ	Rock	674,600	Los Angeles	Outlet
24.	WLLZ	Album Rock	657,300	Detroit	Doubleday
25.	KIIS	Rock	<b>632,6</b> 00	Los Angeles	Gannett
26.	WPIX	Rock	<b>63</b> 0, <b>3</b> 00	New York	WPIX, Inc.
27.	WCAU	Rock	628,500	Philadelphi <b>a</b>	CBS
28.	WRIF	Album Rock	627,400	Detroit	ABC
29.	WCOZ	Album Rock	620,000	Boston	Blair
30.	WBBM	Adult Contemporary	602,400	Chicago	CBS
31.	WFYR	Adult Contemporary	589,400	Chicago	RKO
32.	WMMR	Album Rock	588,200	Philadelphia	Metromedia
33.	KNX	Mellow Music	583,700	Los Angeles	CBS
34.	WKQX	Rock	578,200	Chicago	NBC
35.	WTFM	Adult Contemporary	<b>575,2</b> 00	New York	WTFM, Inc.
36.	WNIC	Adult Contemporary	571,400	Detroit	Josephson, Internat'l
37.	KOST	Beautiful Music	<b>545</b> ,700	Los Angeles	Cox
38.	WABX	Album Rock	545,400	Detroit	Century
39.	WLAK	Beautiful Music	542,100	Chicago	Storer
40.	KSTP	Adult Contemporary	<b>515,300</b>	Minneapolis	Hubbard
41.	KMEL	Album Rock	492,900	San Francisco	Century
41.	KSCS	Country	492,900	Dallas	Capital Cities
43.	WJEZ	Country	485,100	Chicago	Plough
44.	WBMX	Black	479,100	Chicago	Sonderling
45.	KSOL	Black	474,100	San Francisco	UBC
46.	WEAZ	Beautiful Music	467,700	Philadelphia	WDVR, Inc.
47.	KVIL	Adult Contemporary	455,100	Dallas	Fairbanks
48.	KROQ	Album Rock	453,700	Los Angeles	G.E. Cameron Commun.
49.	KIOI	Adult Contemporary	448,700	San Francisco	Charter
50.	KZLA	Country	443,700	Los Angeles	Capital Cities

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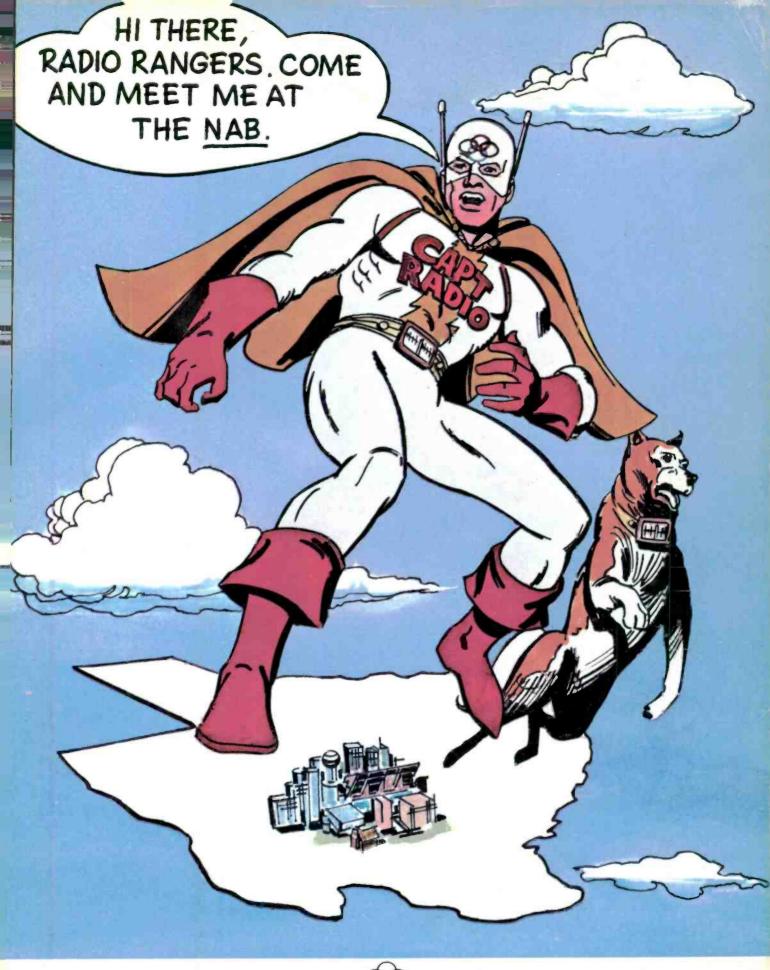
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#### **RATINGS INDEX**

Here is a "quick scan" of cities containing Arbitron ratings in this issue of INSIDE RADIO RATINGS REPORT & DIRECTORY.

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194	Akron	200	Gainesville, FL	205	Peoria
194	Albany-Schenectady	200	Grand Rapids	174	Philadelphia
194	Albuquerque	200	Greensboro-High Point	176	Phoenix
194	Allentown-Bethlehem	200	Greenville, SC	178	
194	Anaheim-Santa Ana	200	Harrisburg	206	Pittsburgh Plattsburgh, NY
195	Anchorage	154	Hartford	206	Portland, OR
195	Appleton-Oshkosh	200	Honolulu	206	Providence-Warwick
135	Atlanta	156	Houston-Galveston	206	Quad Cities
195	Austin, TX	201	Huntington-Ashland	206	Raleigh-Durham
195	Bakersfield	201	Indianapolis	206	Reading
136	Baltimore	201	Jacksonville	207	Richmond
195	Baton Rouge	201	Johnson City-Kingsport	207	Riverside-San Bernardino
195	Beaumont-Port Arthur	201	Kalamazoo-Portage	207	Roanoke, VA
196	Birmingham	201	Kansas City	207	Rochester
196	Bloomington	202	Knoxville	207	Sacramento
138	Boston	202	Lafayette, IN	180	St. Louis
196	Bridgeport	202	Lancaster	207	Salinas-Seaside-Monterey
140	Buffalo	202	Lansing-East Lansing	208	Salt Lake City
196	Burlington, VT	202	Las Vegas	208	San Antonio
196	Canton	202	Lexington	182	San Diego
196	Charleston, SC	203	Little Rock	184	San Francisco
197	Charlotte-Gastonia	158	Los Angeles	208	San Jose
197	Chattanooga	203	Los Angeles (Consolidated)	208	Santa Barbara, CA
142	Chicago	160	Louisville	208	Santa Rosa, CA
197	Cincinnati	203	Lubbock	186	Seattle-Everett-Tacoma
144	Cleveland	203	Madison	208	Shreveport
197	Colorado Springs	203	McAllen-Brownsville	209	Spokane
146	Columbia, SC	162	Memphis	209	Springfield, MA
197	Columbus, OH	204	Miami-Ft. Lauderdale	209	Stockton, CA
197	Corpus Christi	164	Milwaukee-Racine	209	Syracuse
198	Dallas Trading Area	166	Minneapolis-St. Paul	188	Tampa-St. Petersburg
148	Dallas-Ft. Worth	204	Mobile	209	Toledo
198	Danbury, CT	168	Modesto	190	Tucson, AZ
198	Dayton	204	Nashville	209	Tulsa
198	Daytona Beach	204	Nassau-Suffolk	192	Washington, DC
150	Denver-Boulder	204	New Bedford-Fall River, MA	210	Wenatchee, WA
198	Des Moines	204	New Haven-West Haven	210	West Palm Beach
152	Detroit	205	New Orleans	210	Wichita
198	El Paso	170	New York	210	Wilkes Barre-Scranton
199	Eugene-Springfield	172	Norfolk-Portsmouth-	210	Wilmington, DE
199	Flint		Newport News	210	Worcester
199	Ft.Lauderdale-Hollywood	205	Oklahoma City	211	York
199	Ft. Wayne	205	Omaha-Council Bluffs	211	Youngstown-Warren
199	Ft. Worth Trading Area	205	Orlando		



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