



*"Hear Ye, Hear Ye!"*

**English Music**



on **Chrysalis** Records

# A Trek Across The Country



Not to my knowledge has anyone attempted ever before to supply the information that's in the following pages in book form...First of all, compiling the information is very difficult...With all due respects broadcasters and possibly people in general have a hard time getting the energy to return a questionnaire. It might interest you to know that our percentage of return was certainly greater than the average...and we indeed appreciate the time it took. Some 3,000 radio stations were asked to return the information to us. Some were returned, but alas too late. Secondly, the disc jockeys and program directors move around rapidly. About the time you get all the information together it's all changed again...so it required updating every day even as we compiled it. As far as we know all information is correct up to and including January 10th...of this year. After that, if you wish to do your own updating you can do so by utilizing the Radio Report starting with the January 15th issue. Finally, there is the problem of space. We could only list so many markets and so many stations in each market. It would be ideal to list all the stations in America and their line-ups, formats, etc. But we're not quite staffed and ready for that project as yet. We tried to pick the stations and the markets that would be of the greatest interest to the most people. If your city and/or station is not listed in here, we are sorry. Hopefully we'll be able to some day publish a perfect book, but this time around we put out the most perfect we could considering all circumstances.

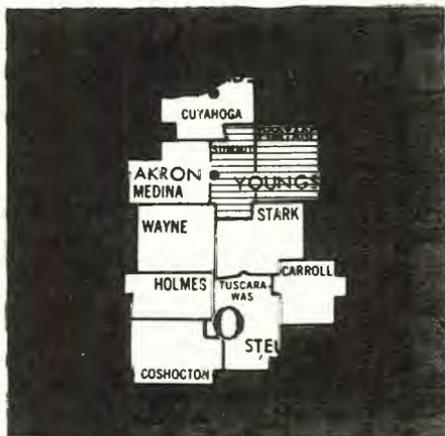
We also were desirous of presenting Canadian radio stations but through a fould up with the US Post Office, questionnaires were delayed as much as too weeks. Canada deserves a spotlight in itself and those stations kind enough to go ahead and return the questionnaires anyway will be listed in another future publication.

So here are the markets and here are the stations...

A couple of more pieces of information might be important for clarification of the format of the stations. The number in parentheses by the news director is the amount of newsmen the station has. Also in the information following the disc jockey is his age, hometown and years in radio... Underneath that are the stations and the year he worked at that station...Also in some cases the name he used there was different than the name he's using today...That is listed if it were so...or if the man chose to supply us with that information...in some cases he did not. Furthermore the positions that are listed are the jobs he had while he was there.

We hope the information is valuable to you for some time. If the station you are looking for is not in the particular section and you need an address or phone number check over to the back and the telephone directory...If it is a subscribing station of ours it's listed back there... have a good time with it.

# AKRON



Akron, Ohio, 48th market, metro population 683,400

Ethnic Breakdown: Black 47,000

**HISTORY:** Simon Perkins founded the city in 1982. (Important transportation link and industrial center. First, as an overland link between Great Lakes (north) and canals (South).)

**ECONOMY:** industrial and trucking center, 171 freight carriers. Research and development center, chemicals, rubber, metals and aerospace center. Abundant water supply. Highly diversified mix of industries, research and service industries. Home of rubber industry. 700 manufacturing plants.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Akron University (20,000), Kent State University (20,000), 34 major hospitals (1,825 beds), 1 children's hospital (247 beds).

**THE PEOPLE:** Decidedly forward thinking in terms of civic progress. Culture and the good life are not overlooked. Blue collar workers are definitely middle class.

**RECOMMENDED HOTELS:** many fine national franchises (airport and downtown).

**COST OF LIVING:** Average price for bread: +\$.16-.39, regular gasoline: \$.35, one bedroom apartment w/pool-furnished \$225, unfurnished:

\$180, state sales tax-4%, state income tax: 1/2-3-1/2%.

AM		
WHLO	Top 40	640
WCVE	Top 40	1150
WSLR	C & W	1350
WAKR	MOR & Gold	1590

FM		
WDBN	Pop Stand. Orch.	94.9
WCVE	Progressive	96.5
WAKR	Beautiful music	97.5

## SPOTLIGHT ON-----

WHLO, 2650 West Market Street, Akron, Ohio 44313, (216) 867-1650  
Format: Contemporary

Freq.: 640 Power: 1,000 watts

Owner: Susquehanna Broadcasting

General Manager: Alan Saunders

Station Manager: Alan Saunders

Sales Manager: Bob Winer

Program Director: Carl Day

Music Director: Joe Cunningham

News Director: Steve Fullerton (6)

Chief Engineer: Fred Greaves

Head of Accounting: Sue O'Dell

Age Target: 18-40

6-9am - Carl Day (35-Los Angeles, California-17 years)

'55 WNOP, '56 WING, '56 WCHI, '57

WCLW, '57 WTNS, '60 WMVO, '66

WSLR, '67 WOIO, '68 WHLO

9-12 noon - Joe Cunningham (39-Wilkes Barre, Pennsylvania-18 years)

'54 WPFH, '55 WHLM, '57 WLBR, '59 WARM, '60 WHLO

12 noon-3pm - Chuck Jackson (23-Philadelphia, Pennsylvania-5 years)

'67 WFAD (Tom Force), '68 WWOW

(Tom Force), '68 WNIO (Tom Jeffries), '70 WFAH (Tom Jeffries),

'72 WHLO

3-6 pm - Todd T. Taylor (29-Uhrichsville, Ohio-11-1/2 years)

'62 KLIZ, WTNS (Paul Carmen), '63

WIZE, WCOL (Paul Carmen), '65

WPGC, WOHO (Bob Tiger Raleigh and Paul Carmen), '66 WINW, '68 WHLO

7-11pm - Jerry Vincent (23-Uhrichsville, Ohio-6 years)

WBTS, WINW, WCUE, WFAH, WNIO, WHOT, WHLO

6-9am - Steve Fullerton (33-Philadelphia, Pennsylvania-18 years)

'54 WDRF, '56 WCHV, '58 WEEZ, '59

WASA, '60 WINA, '61 WHLO, '63  
WHK, '65 WHLO

WCUE, 424 Sackett Avenue, Akron,  
Ohio 44313, (126) 923-9761

Format: Top 40

Freq.: 1150 Power: 1,000 watts

Owner: WCUE Radio, Inc.

Total Employees: 32

General Manager: George W. Mamas

Station Manager: John Demeter

Sales Manager: Bill Smith

Program Director: Bobby Knight

Music Director: Don Stevens

Policy: 50 singles, occasional LP cut  
from Top 10 album, promo men once  
a week

News Director: Neil Day (3)

Chief Engineer: Henry Neiderkofier

Head of Accounting: Jean Hartz

Age Target: 18-49

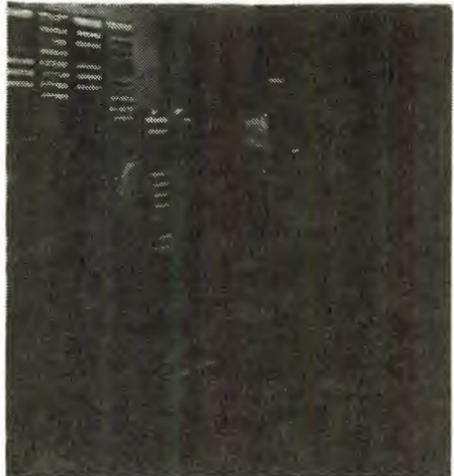


10 am - 3 pm - Don Stevens  
(20-Cleveland, Ohio-1-1/2 years)  
'71 WCUE



6-10am - Bobby Knight (30-Dover,  
Ohio-9 years)

'63 WBTC, '64 WCIT, '65 WLYV, '68  
WEAM, '69 WTTO, WMMS, '70 WIXZ,  
WIXY, '71 WNIO, '72 WRFD, WCUE



3-7pm - Charley Cooper (26-Akron,  
Ohio-7 years)

'66 WSLR, '70 WINW, '72 WCUE

7pm-12 mid - Jeff Goodridge  
(19-Cuyahoga Falls, Ohio-1-1/2 years)  
'71 WKSU, WNIO, '72 WIXZ, WDRQ,  
WCUE

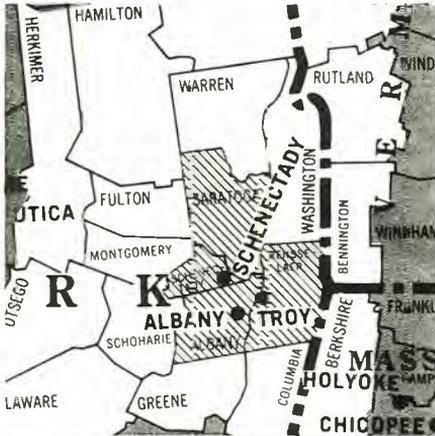
12 mid-6am - Tom "Boogie" Jeffries  
(19-Akron, Ohio-1 year)

'71 WCUE

Various - Dave Bishop (21-Akron,  
Ohio-4 years)

'68 WRHA, '69 WCUE

# ALBANY



Albany (Troy & Schenectady), New York, 45th market, Population: 735,800

Ethnic Breakdown: Black - 24,895

**HISTORY:** 1614 by Dutch as trading center and fort. Oldest existing settlement of original 13 colonies — operated under original Charter. "Cradle of the Union." Ben Franklin presented original plan for Union. "Crossroads of the Northeast." Located at New York State Thruway and Northway Mass. turnpike. Six other major highways. The capitol and 1623 All Saints Cathedral built by monks. Also Gov. Mansion and First Church 1624 established.

**ECONOMY:** World sea port — Port of Albany, import and export. Norton Co. — abrasives, Hyuck Felt Co. — paper manufacturing. William Press Inc. — publisher of periodicals. Alleghany Ludlum — steel manufacturing. Toln Packaging Company — meat processors, GAF-Film, G.E. — plastics, Atlantic Cement, Winchrot Sterling Co. — drugs., Albany Soap Co. — airport stop over for international flights into and out of New York.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS.**

State University of New York at Albany, J.C. of Albany, Sierra College (4 year), Albany Law School, Albany

Medical College, several business colleges.

**THE PEOPLE:** Extensive recreation center in heart of the city. New York State Museum, Caroline Bells in City Hall. Also international city — change going on there from young adult influence — generally progressive but slowly. Housing for larger families is a problem now. Tearing down old buildings faster than rebuilding and new projects serve smaller families.

**TWO RECOMMENDED HOTELS:** Sheraton Hotel (downtown), Holiday Inn (near airport).

**COST OF LIVING:** Average price of bread: \$.35, one bedroom apartment w/ pool-furnished \$95, unfurnished-\$75, state sales tax: 7% (now county and state)

AM		
WABY	Oldies/the hits	1400
WGY	MOR	810
WHAZ	Religious	1330
WOKO	Country	1460
WPTR	Top 40	1540
WQBK	Pop standards	1300
WROW	MOR	590
WSNY	Top 40/Black	1240
WTRY	Top 40	980
FM		
WFLY	Classical/MOR	92.3
WGFM	Beautiful music	99.8
WHRL	Beautiful music	103.1
WROW	MOR	95.5
WTRY	Prog. MOR	106.5
WYBK	Pop standards	103.9

## SPOTLIGHT ON-----

WABY, 80 Graitree Street, Albany, New York 12205, 459-2111

Format: 65% oldies, 35% current

Freq.: 1400 KC Power: 1000 Watts

Owner: CCA Electronics Corp.

Total Employees: 16

General Manager: Robert H. Badger

Station Manager: Robert H. Badger

Sales Manager: Pete Williams

Program Director: Badger & Company ("Company" being the entire staff at WABY rather than one individual.)

Music Director: Don Weeks

Policy: 26-32 current

Production and Promotion: Lee Sommers (3)

Chief Engineer: Ron Edwards

Head of Accounting: Lynn McPerson

Age Target: 18-34

6-10am - Don Weeks (34-Glens Falls, New York-12 years)  
 10am-3pm - Lee Sommers (25-New York, New York-5 years)  
 3-5pm - Bob Badger (35-Burlington, Vermont-20 years)  
 5-9pm - Jim Buchanan (25-New York, New York-5 years)

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WSNY, 144 Lafayette Street, Schenectady, New York 12305, (518) 393-3622

Format: Top 40 and Black  
 Freq.: 1240 Power: 1000D  
 Owner: Valleywide, Inc.  
 Total Employees: 13  
 General Manager: Sidney W. Merkin  
 Station Manager: Sidney W. Merkin  
 Sales Manager: David E. Nowak  
 Program Director: Rick "W" Parry  
 Music Director: Rick "W" Parry  
 Policy: Top 30 plus 12 to 13 hitbounds, Top 10 LPs  
 News Director: Bob Stanley (1)  
 Chief Engineer: Craig Spaniol  
 Head of Accounting: Angela Ordway  
 Age Target: 18-34

6-11am - Gerald Bottieri (25-Schenectady, New York-6 years)  
 '66 WSNY (Jerry Williams), '66 WBRL (Jerry Beau), '67 Armed Forces Radio (Jerry Beau), '69 WFLY (Jerry Williams), '69 WSNY (John Tyler), '72 WTRY (Jerry Tieler), '72 WSNY (Jerry Tyler)

11am-4pm - Thomas J. Weber (24-St. Louis, Missouri-3 years) 72 WSNY (K. Woods)

4-8pm - Rick "W" Parry (26-Schenectady, New York-6 years)  
 '66 WDXR, '67 WNBS, '70 KYSN, '72 WSNY

8pm-1am - Horace Perryman, Jr. (29-Gloversville, New York, 5-1/2 years)  
 '67 WSNY (Doc Perryman), '72 WABY, WQBK

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WPTR, 4243 Albany Street, Albany, New York 12205, (518) 456-1144  
 Format: Top 40  
 Freq.: 1540 khz. Power: 50,000 watts  
 Owner: William Rust, Jr.  
 Total Employees: 29  
 General Manager: S. Robert Ackley

Station Manager: George E. Geib  
 Sales Manager: William M. Murray  
 Program Director: J. W. Wagner  
 Music Directors: Scotty MacAndrews and Gary Peters  
 Policy: Top 30, 10 hitbounds, heavy album play, especially at night  
 News Director: Robert Lawson (4)  
 Chief Engineer: James Cruise  
 Head of Accounting: Vicki Ferro  
 Age Target: Primary (18-34), secondary (18-49)

6-10am - J. W. Wagner (34-Duncannon, Pennsylvania-16 years)  
 WPTR, KELO, WKAP, WAEB, WRWA  
 10am-2pm - Joseph C. Motto (35-Utica, New York-14 years)  
 '58 WTLB, '59 WBNY, '60 WKBW, '60 WPTR

6pm-12 mid - Scotty MacAndrews (21-Albany, New York-2-1/2 years - Real Name: J. Jeffrey McGrath)  
 WITR, WHRL, WHAZ, '72 WPTR  
 Midnight-6am - Greg Lyons (23-Ravena, New York-8 years - Real Name: Jay J. Polverelli)  
 WHVW, WRFY, WCFR, WPTR  
 2-6pm - Gary Peters (24-Thomaston, Connecticut-4 years - Real Name: Gary Almeida)

WWCO, WAVZ, WNHC, WDRC, WPTR  
 Weekends - Bill Lowell (23-New York City-3 years - Real Name: Dennis Lindquist)

WFLY, WHRL, WRPI, '72 WPTR  
 Weekends - Bob Roberts (Real Name: Fred Sidoti)  
 '72 WPTR

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WTRY, 92 4th Street, Troy, New York 12180 (518) 274-1100

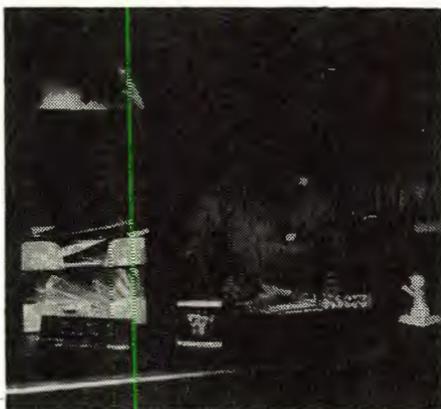
Format: Top 40  
 Freq.: 980 Power: 5000 watts  
 Owner: KOPS Monahan Communications, Inc.  
 General Manager: Dick Cazzana  
 Station Manager: Dick Cazzana  
 Sales Manager: Dick Cazzana  
 Program Director: Bill Rock  
 Music Director: Dale Lane  
 Policy: 30 singles, plus 5 LP's  
 News Director: Bill Rock (4)  
 Chief Engineer: Frank Balaska  
 Head of Accounting: Sophie Winnicki  
 Age Target: Under 49



5:30am-10am - John Kramer  
(25-Atlantic City, New Jersey-4 years)  
WBHF, WROM, WLCS



10am - 2pm - Dale Lane  
(25-Schenectady, New York-3-1/2  
years)  
WFLY, WSNY

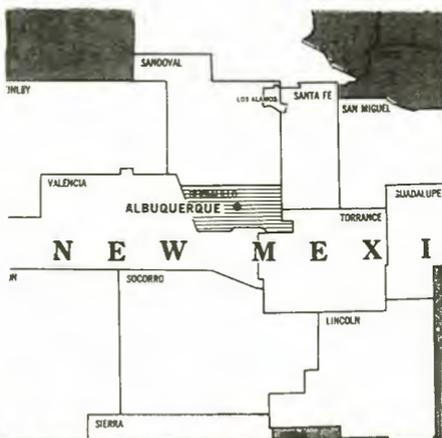


2-4pm - Bill Rock (25-Stratford,  
Connecticut - 9 years)  
WSOU, WERA, WDHA, WOR, WDRC,  
WAVZ, WKCI, WFBH, WIXZ, WIXY,  
WWDJ  
4-9pm - Jim Ryan (18-Aquebogue,  
New York-1-1/2 years)  
WHRF, WPAC, WBLI, WAVZ



9pm-2am - Rich Hogan (25-Troy, New  
York-11 years)  
WMHT, WHRL, WOKO, WQBK,  
WPTR, WBEC, WLYV, WIXZ  
Sat. 4-9pm, Sun. 12-6pm - Kerry  
James (32-Cambridge, New York-14  
years)  
'59 WSPN, '59 WTLB, '60 WABY, '63  
Armed Forces Radio, '66 WAST, '69  
WTRY, KOPS

# ALBUQUERQUE



Albuquerque, New Mexico Pop.: 280,000

**HISTORY:** Founded in 1706 by royal order of King Phillip V of Spain, Albuquerque is one of the oldest metropolitan cities in the nation. Until 1880 it was a colonial village around the plaza, a market place for farmers and a trade center for Indians, Spaniards and American Pioneers, a crossroads — even in those early times — on trade routes of wagon caravan cays. With the coming of the railroad in 1880 New Albuquerque was born 2 miles east of Old Town, and for many years, the two communities lived separate lives. Today, metropolitan Albuquerque stretches for miles in all directions, far beyond the original boundaries of the early communities.

**ECONOMY:** Frieden-Division of Singer — electronics, Lenjurt Industries — electronics, Reli-Strauss — clothes. Traditionally Albuquerque exists because of the rich agricultural lands along the Rio Grande Valley. During the past century, it became a trade center and it continues this role today.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** University of New Mexico, University of Albuquerque, Kirtland Airforce Base, Sandia Base Laboratories

**THE PEOPLE:** Lot of land developers have come in from New York but

people are keeping the growth steady. Moderate Republican.

AM		
KRZY	Country	1450
KPAR	Beautiful music	1190
KZIA	Beautiful music	1580
KQEO	Top 40	920
KDEF	Prog. MOR	1150
KABQ	Spanish	1330
KAMX	Spanish	1520
DKAZ	Country & Span.	730
KGGM	MOR	610
KKIM	Classical	1000
KOB	MOR6Country	770

FM		
KHFM	Classical	96.3
KBNM	Religious/Rock	99.2
KDEF	MOR	94.1
KOB	Country	93.3
KRST	Rock	92.3

**TWO RECOMMENDED HOTELS:** Hilton (downtown), Marina (airport)  
**COST OF LIVING:** Average price for bread, \$.35, one-bedroom apartment w/ pool furnished — \$150, unfurnished — \$115.

**DISC JOCKEY MAKE:** Lowest: Minimum wage, Highest: \$1,000, Average: \$600

## SPOTLIGHT ON-----

KDEF, 506 Second N.W., Albuquerque, New Mexico 87101 (505) 247-2333

Format: MOR

Freq.: 1150 KHTZ Power: 5,000

Owner: Doubleday Broadcasting Co.

Total Employees: 25

General Manager: Larry Filkins

Program Director: Dan Evans

Music Director: Paul Britt

News Director: Zane Blaney (4)

Chief Engineer: Mike Langner

Head of Accounting: Barbara Ransom

Age Target: 18-49

6-9am - Dan Evans

9am-1pm - Paul Britt

1-4pm - Jack Cunningham

4-7pm - Ed Kaye

7-12 midnight - Carl Bell

12 midnight-6am - Will Jeffrey

KQEO, 2000 Indian School Road,  
N.W., Albuquerque, New Mexico  
87104 (505) 243-6791

Format: Top 40

Freq.: 920 Power: 1000 Watts

Owner: Swanco Broadcasting, Inc.

Total Employees: 20

General Manager: Kenneth Baugh

Sales Manager: Lannon Mintz

Program Director: Chuck Logan

Music Director: Gary Diamond

Policy: 50 singles, a dozen LP's

News Director: Ed Pennybocker (3)

Chief Engineer: Elmer Nuemann

Head of Accounting: Wava Briskey

Age Target: 18-34

6-10am - Bobby Box (30-Abeline,  
Texas-12 years)

KLBK, '71 KQEO

10am-1pm - Gary Diamond

(24-Albuquerque-8 years)

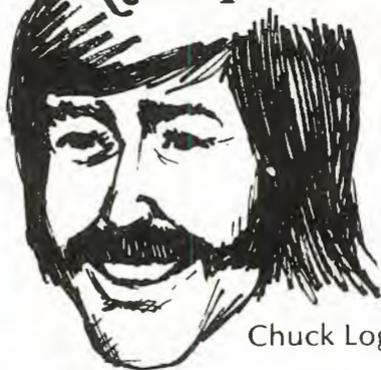
KUNM, KRST, '67 KQEO

1-4pm - Don Nelson

(28-Pennsylvania-8 years)

WKWK, '72 KQEO

## KQEOptics



Chuck Logan

4-7pm - Chuck Logan (34-Santa  
Rosa-12 years)

KTLK, '71 KQEO

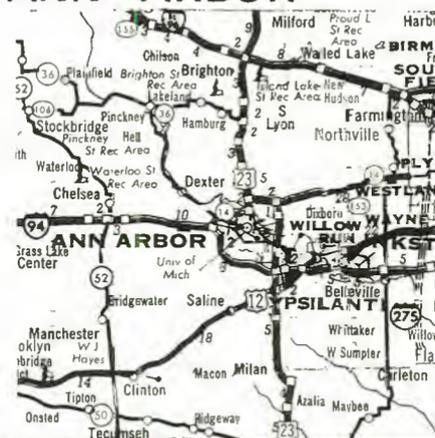
7-11pm - Greg Alan (28-Cincinnati,  
Ohio-8 years)

KTLK, '72 KQEO

Midnight-5am - William Campbell  
Jones (24-Santa Barbara, California-6  
years)

KWKA, '72 KQEO

## ANN ARBOR



Ann Arbor, Michigan Pop.: 200,000  
Ethnic Breakdown: Black-8% Spanish  
3%

### HISTORY: ---

**ECONOMY:** Ann Arbor is basically a college town. Including the University of Michigan, there are a total of five colleges and jr. colleges with a total student population of 66,000. Close to Ann Arbor is Ypsilanti, sporting automobile factories and other small production industries. In Ann Arbor, of course, there are a myriad of aero-space research centers. It might be said that Ann Arbor boasts the more elite of industries.

### COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:

University of Michigan-Approx. 40,000  
Eastern Michigan University (Ypsilanti)  
18,000, Clearly Business College 2,000,  
Washtenaw Community College - Ap-  
proximately 6,000. (Ann Arbor, in a  
sense, is part of metropolitan Detroit  
and, in that sense, are even more invol-  
ved in and with other metropolitan  
colleges).

**THE PEOPLE:** The people of Ann  
Arbor are a very sophisticated type, by  
virtue of the fact that a good per-  
centage of them are employed in some ca-  
pacity by the University of Michigan.

**TWO RECOMMENDED HOTELS:** We  
are only fifteen minutes from Detroit  
Metro Airport, Campus Inn - Ann  
Arbor, Marriott Inn - Ann Arbor.

**COST OF LIVING:** Average price for  
bread: \$.38, regular gasoline: \$.34-.36.

one bedroom apartment w/pool-furnished: \$195., unfurnished: \$165., State sales tax: 4%, State income tax: 3.9%.

**DISC JOCKEYS MAKE:** Lowest: \$115 Highest: \$175, Average \$145.

## ANN ARBOR

<b>AM'S</b>		
<b>WNRS</b>	C & W	1290
<b>WAAM</b>	Top 40	1600
<b>WPAG</b>	MOR	1050
<b>WSDS</b>	C & W	1480
<b>WYNZ</b>	Gospel	1520
<b>FM'S</b>		
<b>WNRZ-FM</b>	Prog. Rock	109.2
<b>WPAG-FM</b>	Beautiful music	107.1

## SPOTLIGHT ON-----

WNRS, P.O. Box 5 (313) 663-0569

Saline, Michigan 48103

Format: Country

Freq: 1290 Power: 10,000

Owner: Felty Broadcasting Co.

Total Employees: 25

General Manager: Wray Rutledge

Station Manager: Wray Rutledge

Sales Manager: Wray Rutledge

Program Director: Tiny Hughes

Music Director: Gary Hoffar

Policy: Singles & Lp's

News Director: George Miller (1)

Chief Engineer: Charles Hopper

Head of Accounting: Linda Currence

Age Target: 18-35

6-9am - Tiny Hughes

9-10am - Contact 1290

10am-2pm - Gary Hoffar

2-5pm - Country Dan Derringer

WAAM, P.O. Box 1600 (313) 971-1600

Ann Arbor, Michigan 48104

Format: Top 40-Oldies

Freq: 1600 Power: 5,000

Owner: John L. Sinclair

Total Employees: 20

General Manager: Robert Sinclair

Station Manager: Robert Sinclair

Sales Manager: William Sampson &

David Ayrault

Program Director: J. Richard Carr

Music Director: Donald Flick

Policy: 40-50 current singles - plus

about 30% oldies-LP play restricted

News Director: Douglas Boynton

Chief Engineer: Lawrence Lewis &

Christopher Olsen

Head of Accounting: Jean Atteberry

Age Target: 18-35

10am-3pm - J. Richard Carr (24-Flint, Michigan - 4 years)

'65 WTRX, '66 WTTO, '67 WLOB,

'67 WNRS/Z-FM, '71 WAAM

3pm-8pm - Don Flick (23-Cincinnati, Ohio - 2 years)

'71 WCVL, '72 WAAM

8pm-1am - Mike Stewart (18-Southfield, Michigan - 5 years)

'68 WEXL (Leigh Fields), '70 WSDS,

'71 WWCK-FM, '72 WCNZ, '72 WAAM

(Production Director)

1am-6am - Mike Bump (23-East Detroit - 3 years)

'71 WPAG, '72 WAAM

## ASHLAND



### Ashland, Kentucky

Huntington, West Virginia Pop: 269,

100 Ethnic Breakdown: Black-7,900

**HISTORY:** ---

**ECONOMY:** City is based mostly on its phenomenal natural resources... close to the heaviest coal mining in the country...and situated on the Ohio River...its the largest inland port in the United States...with low cost shipping ...its a natural for industry...and the towns have it. In Ashland or Huntington (they're all there together... three states meeting at this point) there is Armco Steel (6,500 employees)...Ashland Oil (4,400)...International Nickel.....Allied Chemical.....Dow Chemical and Monsanto...Owens, Kerr, Blanco, and Rainbow Glass Companies ...with 2,000 more employees there.....

Add to that a ton of Federal projects, (Waterways, etc.)...and you pretty well have the economy wrapped up. There is a little agriculture in the immediate area.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Marshall University - 6,200, Moreland - 6,000, Ohio University - 10,000

**THE PEOPLE:** Unusual for a southern city...very few blacks in the city, but they are totally mixed in. Little separation between races here...“We just never thought about it.” City is not heavy in the Bible belt...not too much church influence, ironically enough. Local politics is being led by younger people.

**COST OF LIVING:** Relatively high due to the fact that most people have plenty of bread...One bedroom with everything goes for about \$195. Housing is one of the city's main problems.

**DISC JOCKEYS MAKE:** Lowest: \$120 Highest: \$200 Average: \$160

#### ASHLAND - HUNTINGTON

AM's

WCMI	Top 40	1340
WKEE	Top 40	800
WGNT	Top 40	930
WIRO	Talk/Religion	1230
WTCR	Country	1420
WWHY	Block	1470

FM's

WAMX-FM	MOR	93.7
WKEE-FM	Simul.W/AM	100.5
WVQM-FM	Beautiful	103.3

#### SPOTLIGHT ON-----

WTCR, Box 1420, (606) 928-6424

Ashland, Kentucky 41101

Format: Country

Freq: 1420 Power: 5,000

Owner: Greater Media Inc.

Employees: 14

General Manager: Ken Stephens

Station Manager: Ken Stephens

Sales Manager: Terry Golier

Program Director: Gregg Elliot

Music Director: Tim Tyler

Policy: 100 Singles - about 25 LPs

News Director: Ron Lowe (2)

Chief Engineer: Edwin F. Walters

Head of Accounting: Elinor Stephens

Age Target: 18-49

6am-10am - Tim Tyler (24-Ashland, Kentucky - 8 years)

'65 WCMI, '66 WKEE, '68 WIRO, '68 WTCR

10am-2pm - Ron Mastin (33-Mount Sterling, Kentucky 18 years)

WMST, WSAZ, WTCR

2pm-6pm - Gregg Elliot (27-Ashland, Kentucky - 10 years)

'64 WIRO, '66 WLAP, '67 WSAZ, '77 WWHY, '68 WTCR

## ATLANTA



Atlanta, Georgia Pop.: 1,493,740

Ethnic Breakdown: Black - 330,000

Spanish: miniscule

**HISTORY:** Founded on the site of a large peachtree used by the indians as a meeting place, hence the many Peachtree streets. Originally called "Marthaville" changed to "Terminus" because the railroad terminated here. Then to "Atlanta" which was believed to be the Feminine of Atlantic...after The Atlantic Railroad. The city was laid out along two streets - Peachtree and Marietta...and was a thriving town of nearly thirty thousand when General Sherman burned it to the ground in 1864 on his way to the sea. Only two buildings now stand after that fire... both churches. Atlanta is known as the worlds most modern city now called "The City of the Future."

**ECONOMY:** National Headquarters for Delta, Eastern Airlines. Lockheed-Georgia, builders of the C5A Galaxy... worlds largest plane is here. Monsanto

(chemicals center of thriving furniture, steeliron and food industry. The world's largest credit company is here.. "Retail, Credit". General Motors and Ford both build cars here. Four major league pro sports...Hawks, Falcons, Braves, and the NHL Flames.

#### COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS.

Army Headquarters for 3rd Army-Ft. MacPherson. Georgia Tech (8,000)... Clark (1,000), Morris-Brown (1,400), Oglethorpe (1,200), Georgia State (1,000), Emory (2,500), University of Georgia (Athens-40 miles away, 13,000), Mercer (1,000), Morehouse (2,000), Spellman (women only 1,000), Agnes Scott (women-1,000)

**THE PEOPLE:** Generally liberal city... very progressive in most areas... little race hangup. Problem-area-busing. Democratic leadership. Progress and city growth outstanding.

**TWO RECOMMENDED HOTELS:** Airport Inn and Regency Hyatt House.

**COST OF LIVING:** Average price for bread: \$.26, regular gasoline: \$.33, one bedroom apt. w/pool-furnished: \$185. unfurnished: \$150, state sales tax: 3% state income tax: 1%.

**DISC JOCKEYS MAKE:** Lowest: \$150., Highest: \$450, Average: \$275.

AM's		
WYZE	All News	1480
WOAK	Black	1380
WAVO	Variety	1420
WGKA	Classical	1190
WGST	Block-MOR	920
WGUN	C & W	1010
WIGO	Black	1340
WIIN	Top 40	970
WOMN	Oldies	1310
WPLO	C & W	590
WQXI	Top 40	790
WRNG	Talk	680
WSB	MOR	750
WSSA	C & W	1570
WXAP	Black	860
WYNX	Variety	1550

FM's		
WKLS-FM	Beautiful music	96.1
WLTA-FM	MOR	99.7
WPCH	MOR	94.9
WPLO-FM	Top 40	103.3
WQXI-FM	Top 40	94.1
WSB-FM	MOR	98.5
WZGC	Prog. Top 40	92.9

#### SPOTLIGHT ON-----

**WQXI, 2970 Peachtree Rd. N.W.**  
(404) 261-2970, Atlanta, Ga. 30305

Format: Top 40

Freq.: 790 Power: 5,000

Owner: Pacific and Southern

Total Employees: 47

General Manager: Gerald Blum

Station Manager: Gerald Blum

Sales Manager: Bill Phippen

Program Director: Bill Sherard

Music Director: Barry Chase

Policy: 20-30 singles - LP cuts on occasion.

News Director: Jackson Kane (7)

Chief Engineer: Tom Giglio

Head of Accounting: Steve Smith

Age Target: 18-49

6-10am - Gary McKee (28-Mt. Carmal, Ill. - 5 years)

'69 WBSR, '70 WKRC, '71 WQXI

10am-2pm - John Leader (26-Grand Rapids, Mich.-8 years)

'66 WERX, '67 WGRD, '69 WLAV,

'72 WQXI

2-6pm - Barry Chase (28-Grafton, N.D.-10 years)

KRSI, '64 WSJB, '66 KQWB, '68

WQXI.

6-10pm - Lee Logan (23-Detroit, Mich.-3 years)

'69 WBRN, '71 WLAV, '72 WQXI

10pm-2am - Dave Smith (26-New Orleans, La. - 3 years)

'69 WYLO, '70, WDIA, '71 WQXI

2-6am - Dave Weiss (23-Green Bay, Wisc. - 4 years)

'68, WBBQ, '70 WQXI

**WIIN, 1365 Peachtree St.**  
(404) 892-3777, Atlanta, Ga. 30309

Format: Top 40 & Oldies

Freq.: 970 Power: 5,000

Owner: Pioneer

Total Employees: 15

General Manager: Blake Hawkins

Station Manager: Jim Randall

Sales Manager: Ace Mack

Program Director: Jim Randall

Music Director: Robert Baughan

Policy: 30 singles - every 4th record is an oldie...few Lp's. See promo men Mon. & Tues. & other times by appointment.

News Director: Jim Fowler (3)

Chief Engineer: Carl Price

Head of Accounting: Jan Maxwell

Age Target: 18-34

**6-9am - Bobby Harper (34-Sask, Can.-10 years)**

WAKY, WQXI

**9-noon - Jim Randall (32-Thomaston, Ga. - 10 years)**

WBGR, WRWH, WIYN, WPLK, '69 WIIN

**12-3pm - Bob Middleton (24-Marietta, Ga. - 6 years)**

WSSA, WFOM, '72 WIIN

**3-5:30pm - Robert Baughan (26-Mt. Aire, N.C. - 7 years)**

Armed Forces Radio, WPAG

**Weekends - 2-5:30pm - Austin Dobbs (22 - Jackson, Ga. - 4 years)**

'68 WDOL, '69 WIIN

**Weekends - 7-1pm - Mack Berry (23 Stockbridge, Ga. - 2 years)**

'70 WGRI, '71 WIIN

WZGC, 230 Peachtree St., Suite 1910 (404) 521-1190, Atlanta, Ga. 30303

Format: Progressive Top 40

Freq.: 92.9 Power: 100,000

Owner: General Cinema Corporation

Total Employees: 19

General Manager: John Frankhouser

Sales Manager: Chuck Goldmark

Program Director: Paul Nesbit

Operations Director: Jim Rich (2)

Chief Engineer: Steve Reynolds

Head of Accounting: Juanita Hampton  
Age Target: 18-24

**6-10am - Drew Murray (21-Atlanta, Ga. - 3 years)**

WKLS, WRAS

**10am-1pm - Paul Nesbit (27-Boston, Mass. - 7 years)**

WDIG, WOOF, WHHY, WDEC, WZGC

**1-4pm - Skip Broussard (31-New Orleans - 15 years)**

WOKY (PD), WKNR, WMPS, WGOW

**4-8pm - Joel Ackerman (21-Meridian, Miss. - 7 years)**

WTGA, WREK

**8pm-mid. - Clay Gish (26-Nashville, Tenn. - 5 years)**

WKGN, WROL

**Mid.-6am - John Gollner (21-Atlanta, Ga. - 2 years)**

WZGC

WSSA, P.O. Box 752 (404) 361-8843  
Morrow, Ga. 30050

Format: Country

Freq.: 1570 Power: 5,000

Owner: Clayton Broadcasting Co.

Total Employees: 8

General Manager: Van Q. Temple- Lee Jones-Assistant

Station Manager: Van Q. Temple

Program Director: Les Reed

Music Director: Les Reed

Policy: 75 singles-15 Lp's. See promo men Mon.-Fri.

News Director: Jay West (1)

Chief Engineer: Homer Hardy

Head of Accounting: Mrs. Van Temple

Age Target: 18 and over

**7:15am-noon - Les Reed (24, Atlanta, Ga. - 5 years)**

WGEE, WLAG, '71 WSSA

**Noon-1pm - Lee Jones (25-Atlanta, Ga.-5 years)**

Armed Forces Radio-Soeul, Korea, '68 Wssa

**1-5:30pm - Jay West (25-Atlanta, Ga.-5 years)**

WRAC, WPLO, '71 WSSA

## AUGUSTA



**Augusta, Georgia Pop: 309,734**

**Ethnic Breakdown: Black: 94,366**

**HISTORY:** Existed as a river settlement in 1717 - known as Fort Moore. In 1735 Augusta was given official status by General James Oglethorpe, founder of Georgia colony who renamed it Augusta in honor of the wife of the Prince of Wales. Settlers built a fort in 1736. In 1750 the first St. Paul's Church was built adjoining it. St. Paul's parish, established 1758, existed until 1777 when parishes were abolished by the state.

**ECONOMY:** Graniteville Co.-cotton textiles, E.I. DuPont-atomic materials, Clearwater Finishing Plant-producers of textile finishing, Murray Division of Beatrice Foods-bakery products, John P. King-cotton textiles, Babcock & Wilcox-clay refractories, Continental Can-products of pulp and paper.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS.**

Augusta College (2,761), Medical College of Georgia (1,315), Fort Gordon, Paine College (735) negro college.

**THE PEOPLE:** Split - a lot of money in some parts of town. High income are conservative. (Young are fairly liberal). Runs conservative - "anything goes" attitude does not go.

**TWO RECOMMENDED HOTELS:** Airport: Continental Master's Host Inn, Downtown: Richmond Hotel

**COST OF LIVING:** Average price for bread: large-\$.32-.35, small-\$.27-.29, regular gasoline: \$.28-.30, one bedroom apt. w/pool-furnished: \$100-\$115., unfurnished: \$85.-95., state sales tax: 3%.

<b>AM's</b>		
WAUG	Top 40	1050
WBBQ	Top 40	1340
WBIA	Gold Top 40	1230
WFNL	Country	1600
WGAC	Prog. MOR	580
WGUS	Country	1380
WRDW	Black & Gosp.	1480
WTHB	Black & Gosp.	1550

<b>FM's</b>		
WAUG-FM	Top 40	105.7
WBBQ-FM	Top 40	104.3
WGUS-FM	Country	102.3
WZZW-FM	Hit Parade	103.1

**SPOTLIGHT ON-----**

WAUG, P.O. Box 1692 (404)722-1302  
Augusta, Georgia 30903

Format: Top 40

Freq.: 1050 Power: 5,000

Owner: Hunter Group Incorporated

Total Employees: 30

General Manager: Bo Decker

Station Manager: Bo Decker

Program Director: Bill Craig and Bob Duncan

Music Director: Bill Craig

Policy: 40 singles - heavy on oldies. Black, country, progressive LP cuts oriented at night.

News Director: J. Robert Booth (2)

Chief Engineer: Bob Duncan

Head of Accounting: Dorothy Corley  
Age Target: 18-35

6-9am - Bill Craig (26-Portland, Maine-3 years)

WKXL, '70 WAUG

9-noon - John Jenkins (20-El Paso, Tex.-4 years)

'69 WAUG

12-1pm - Bill Craig

1pm-3pm - John Jenkins

3-7pm - Bob Duncan (20-New York City, N.Y. - 4 years)

'68 WBJC-FM (M.D.), '70 WFOM, '70 WYNX, '71 WQXI (Jim Reynolds,

'71 WAUG

7pm-2am - Preston Young (22-Augusta, Ga. - 6 months)

'72 WAUG

2-6am - Dave Hensley (20-Statesboro, Ga. - 1 mo.)

Production-Weekends - Gary W. Bryan (20 - Seattle, Wash. - 2 years)

'69 WTWA

WBBQ, P.O. Box 1443 (803) 279-6610  
Augusta, Georgia 30903

Format: Top 40 (Heavy News)

Freq.: 1340 Power: 1 kw d, 250 n

Owner: Savannah Valley Broadcasting

Total Employees: 28

General Manager: Edward H. Dunbar

Station Manager: Edward H. Dunbar

Sales Manager: Edward H. Dunbar

Program Director: Harley Drew

Music Director: Mike Randell

Policy: 40-45 singles - Lp cuts midday and night. See promo men after 2:30.

News Director: Henry Holmes (5)

Chief Engineer: Ken Freeman

Head of Accounting: Frances Day

Age Target: 18-49

6-9am - Buddy Carr (26 - Jacksonville, Fla. - 5½ years)

'68 WJAT (John Odom), '69 WBBQ

9am-1pm - Mike Randell (29-Augusta-Ga. - 10 years (real name-Mike Bullard)

'62 WDXY, '64 WFNL, '65 WBBQ

1-3pm - Buddy Carr

3-6pm - Harley Drew (29-Waynesboro, Georgia - 13 years)

'59 WBRO, '62 WFNL, '64 WBBQ

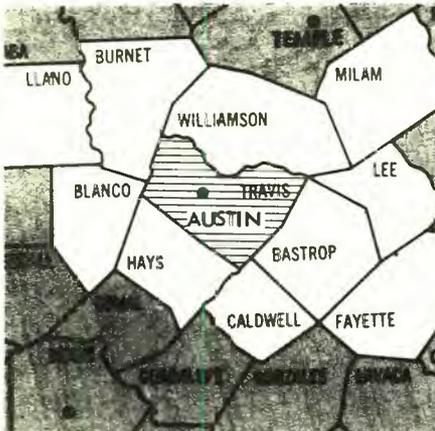
6pm-mid. - Rob Collins (22 - Augusta, Ga. - 3½ years) (real name-John Barnes)

'69 WFNL, '69 WBBQ

Mid-6am - Alan Taylor (19-Aiken, S.C. - 2 years)

'70 WLOW, '71 WBBQ

# AUSTIN



Austin, Texas, 101st Market,  
Population: 310,000.

Ethnic Breakdown: Black - 11%.

HISTORY: — —

**ECONOMY:** Located in central Texas, 90 miles north of San Antonio, 200 miles west of Houston, on the Colorado River. The state and federal government is most influential on the economy here (Austin is the capital of Texas). The Internal Revenue Service represents the entire southwest region. Other important industry includes Tracor (primarily into electronics — serving NASA and other major firms), IBM, Texas Instruments (involved in pollution inspection and electronics), and Westinghouse (which has a new plant in the city). Bergstrom Air Force Base is located just outside the city. The Highland Lakes, including Travis and Buchanan (largest in the area) are being developed for homeowners.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Huston-Tillotson College (600), The University of Texas (36,000), and St. Edward's University (800).

**THE PEOPLE:** Coming around to the liberal side, Protestants are in the majority (Southern Baptists, Lutherans, etc.) Voting generally goes Democratic. The average age is about 26, per capita income about \$10,500/year. Bussing is the major

topic currently, Austin was the first city to be prosecuted for racial segregation, following the Charlotte-Mechlinberg trials. Long hairs are not downed as a group, due to the progressive trend in attitudes. There is some federal funding for urban renewal, but the suburbs are growing much faster. The Securities Exchange Commission is currently investigating into a stock fraud involving the governor and speaker of the house. Austin was the first city to be chosen for a \$10,000,000 grant for mobile emergency care (ambulance squad). Pollution is low...the economic control in the city is in the hands of ecologically minded people.

**COST OF LIVING:** Fairly low. One-bedroom apartment-furnished: \$120 (slightly higher near the campus). Food and gas prices are average. No state income tax.

**DISC JOCKIES MAKE:** Between \$2/hr and \$200/week. Average salaries for Top 40 jocks: \$140/week.

AM		
KOKE	Country	1370
KNOW	Top 40	1490
KTAP	MOR	970
KTBC	Contemporary	590
KVET	Country	1300

FM		
KASE	Beautiful music	100.7
KHFI	Beautiful music	98.3
KOKE	Country	95.5
KRMH	Prog. MOR	103.7
KTBC	MOR	93.7

## SPOTLIGHT ON ———

KRMH, 1018 West 11th Street,

Austin, Texas 78703 (512) 477-9926

Format: Progressive Contemporary

Freq.: 103.7 Power: 100,000

Owner: Advance, Inc.

Total Employees: 18

General Manager: Lee Gaddis

Station Manager: Lee Gaddis

Sales Manager: Terry Boothe

Program Director: Joel Block

Music Director: Jim Lucher

Policy: Album oriented — one single and one oldie per hour

News Director: Allen Stone (2)

Chief Engineer: Bill Curtis

Head of Accounting: Charles Smith

Age Target: 18-34

6-9am - Allen Stone (26-Dallas-2-1/2 years) (Real Name: Allen Gullledge)

'70 KIXL, '71 KRMH

9am-12 noon - Joel Block (27-Austin, Texas-5 years)

WOR, '71 KRMH (PD)

12 noon-4 pm - Cliff Haby (24-San Antonio, Texas-5 years)

KGVL, KKEP, KRBE, KUHF, KBNO, KTBC, '71 KRMH

4-8pm - Michael Block (23-New York City-4 years)

KVRO, '68 KNTD, '71 KRMH (PD)

8pm-12 midnight - Jim Lucher (24-Houston, Texas-3-1/2 years) '68

KBGH, '69 KBJT, '69 KOWB, '71 KRMH (MD)

Midnight-6am - Michael Taylor (22-Austin, Texas-2 years)

'70 KTBC, KWFI, '71 KHFI, '72 KRMA

KNOW, Box 2197, 1907 No. Lamar, Austin, Texas 78767 (512) 477-9841  
Format: Top 40

Freq.: 1490 Power: 1000

Owner: Wendell Mayes

Total Employees: 30

General Manager: Harry Smith

Station Manager: Harry Smith

Sales Manager: Harry Smith

Program Director: Michael James Lucas

Music Director: Bob Osborn

Policy: 20 singles - no gum, about 25-30 albums. Promo men mornings and after 3pm.

News Director: Bob Shrader (6)

Chief Engineer: Wayne Hardin

Head of Accounting: Pam Soulsby

Age Target: 18-35

6-9am - Michael James Lucas (32-Austin, Texas-12 years)

'60 KSIX, '61 WNAL, '64 KVIC, '65 KNOW

9am-12 noon - Randy McKee (23-Brownfield, Texas-5 years)

'68 KBGH, '68 KBAN (Randy Michaels), '69 KCLE, '72 KNOW

12 noon-3pm - Bob Osborn (26-Austin, Texas-4 years)

'69 WDXY (Charlie Reed), '70 KNOW

3-7pm - Bill Moss (32-Cleveland, Ohio-4-1/2 years)

'62 KBVA (Suntan Hillbilly), '69 KUT, '70 KNOW

7pm-12 midnight - David Kline (21-Corpus Christi, Texas-4 years)

'68 KSIX, '69 KGTN, '69 KTAP, '71 KRLY, '72 KNOW

12 midnight-6am - Rick Scott (19-New Boston, Texas-2-1/2 years) (Real Name: Wayne Griggs)

'70 KNBO (Bruce Wayne), '72 KNOW

KTAP, Box 490, 908 West 19th Street, Austin, Texas 78767 (512) 476-4611

Format: Contemporary

Freq.: 970 kc. Power: 1,000 Watts

Owner: Kingstip Communications, Inc.

Total Employees: 12

General Manager: Victor Luddington

Station Manager: William Martin

Program Director: Lee Thompson

Music Director: Dave Harper

Policy: 45-55 singles and a few albums

News Director: Doug Matthews (2)

Chief Engineer: Bill Yordy

Head of Accounting: Wayne Schroeder

Age Target: 18-35

6-10am - David Harper (29-Big Spring, Texas-6 years)

'65 KXOX, '67 KLEN, KERV, KRYS, '69 KTBC, '71 KNIN, '72 KTAP

10am-12 noon - Lee Thompson (26-San Antonio, Texas-5 years)

'67 KSYM, '68 HEMISFAIR RADIO, KITE, KTAP

Noon-3pm - Mark Brady (26-Dallas, Texas-2-1/2 years) (Real Name: Mark Martich)

'71 KNTS, KNET, '72 KTAP

3-6pm - Jim Stewart (29-McAllen, Texas-10 years) (Real Name: James Huntley)

'63 KELP, '64 KFXM, '67 KQEO, '72 KTAP

# BAKERSFIELD



Bakersfield, California, 92nd Market, Metro Population: 200,000, Total Population: 335,000

Ethnic Breakdown: Black - 5%, Spanish - 15%

**HISTORY:** —

**ECONOMY:** Oil and agriculture - Third ranking in U.S. in farm income. Economy is stable, not fluctuating as in other cities dependent on less stable industry.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Bakersfield College (3,500 - 2 year junior college), Cal State (2,000 - '69 - 4 year), Edwards Air Force Base (Eastern Kern County).

**THE PEOPLE:** More middle of the road. Not on liberal or conservative side. Negative on obscenity.

**TWO RECOMMENDED HOTELS:** —

**COST OF LIVING:** Average price for bread: \$.39, regular gasoline: \$.39, one bedroom apartment w/pool: furnished-\$195, unfurnished-\$150, state sales tax: 5%, state income tax: yes, but low.

**DISC JOCKIES MAKE:** Lowest: \$500, Highest: \$900, Average: \$650-700.

AM		
KWAC	Spanish	1490
KERN	Top 40	1410

KAFY	Contemporary	550
KBIS	MOR & Sports	970
KGEE	Talk	1230
KLYD	MOR	1350
KPMC	MOR & Country	1560
KUZZ	C & W	800

FM		
KGFM	Standards	101.5
KLYD	MOR	94.1
KZIN	Country	107.9

## SPOTLIGHT ON-----

KERN, P.O. Box 2700, Bakersfield, California 93303, 832-1410

Format: Top 30

Freq.: 1410 Power: 1000

Owner: Urner-Norman Broadcasting Co.

Total Employees: 14

General Manager: Edward E. Urner

Sales Manager: Terry Dorsey

Program Director: Johnny Mitchell

Music Director: Phil Drake (Steve Ling)

Policy: 33 singles, no LP cuts, open promo man policy

News Director: Russ Gerber

Chief Engineer: John Barcroft

Head of Accounting: Ruth Nicholes

Age Target: 16-39

6-10am - Doug De Rio (21-Redlands, California-5 years) (Real Name: Doug De Roo)

KVCR, '68 KMEN, '69 KGUY, '71 KREL, '72 KERN

10am-3pm - Russ Gerber (22-Los Angeles, California-4 years)

'68 KPCR, '69 WCMA, '70 AFKN, '72 KERN

3-7pm - Johnny Mitchell (26-San Bernardino, California-8 years) (Real Name: Johnny Barcroft)

'65 KASK (Johnny B.), '66 KFXM (Johnny Bishop), '67 K KAR (John Bishop), '70 KERN

7pm-12 midnight - Neil Scott (26-Providence, Rhode Island-9 years)

'WPRO, WAAB, KWAC, KIFM, KERO, KAFY, KJTV, '71 KERN

12 midnight-6am - Phil Drake PD (22-Palos Verdes, California-4 years) (Real Name: Steve Ling)

'68 KKOP, '70 KIFM, '71 KKFM, KRDO, KERN

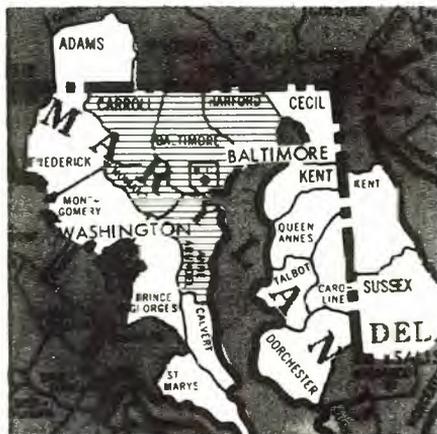
KAFY, P.O. Box 6128, Bakersfield, California 93306 (805) 366-4411

Format: Contemporary

Freq.: 550 Power: 1 KW

Owner: Robert E. Eastman  
 General Manager: Jim Price  
 Station Manager: Jim Price  
 Sales Manager: Lee Jensen  
 Program Director: Cliff Cox  
 Music Director: Bob Luttrell  
 News Director: Ron Foster  
 Chief Engineer: Arthur Cox  
 Head of Accounting: William Blades  
 Age Target: 12-34

## BALTIMORE



6-10am - Ron Herron (26-Visalia-10 years) (Real Name: Ronnie F. Herron)  
 '63 KONG, '65 KSEE, '66 KUTY, KLAN, '69 KIST, '70 KUDU, KBBY, '71 KATA, '72 KXGO, KIST  
 10am-3pm - Joe Fisher (29-Anaheim, California-3 years) (Real Name: Bob Luttrell)

'69 KIOT, '71 KAFY

3-7pm - Chris Nonner (26-Twain Harte, California-4 years) (Real Name: Brad Fergon)

'68 KONG, '69 KYOS (Gary Mitchell), '71 KOAD (Chris Conner), '72 KAFY  
 7pm-12 midnight - Don Christy (23-San Diego, California-1-3/4 years) (Real Name: Don Wagner)

'71 KBBW (Don Williams), '71 KROP (Don Williams), '71 KDES (Donny Williams), '72 KAFY

12 midnight-6am - Tom O'Neill (23-Hanford, California-1-3/4 years) (Real Name: Thomas James Morrow)  
 '70 KSTN (Tom Morrow), '70 KOAD (Tom Mitchell), '71 KGUY (Tom Morrow), '71 KUZZ/KZIN (Charlie Brown), '72 KAFY

Baltimore, 11 Market Rank, Population: 2,116,300

Ethnic Population: Black - 498,042

**HISTORY:** — —

**ECONOMY:** Located in eastern Maryland, 40 miles north of Washington, D.C., 191 miles southwest of New York City, on the Chesapeake Bay. Steel is the major industry, Bethlehem has the largest plant in the world here. Other important industries include radio and telephones (Western Electric), shipbuilding, sugar refining, apparel, canning (Continental Can), missiles, meat-packing (Parks Sausage), electric tools (Black & Decker, Bendix), smelting and refining, all centered in and around Baltimore. Procter & Gamble, General Motors, Kennecott Building, and McCormick & Co. (spices), all have plants here. The Preakness festival occurs annually in the spring, two weeks after the Kentucky Derby, and lasts for an entire week. Major historic sites include Fort McHenry where Francis Scott Key wrote the words to the national anthem. The Baltimore and Ohio Railroad was chartered here in 1827, and is still running, although carrying primarily freight.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** University of Maryland (23,000), John Hopkins University and Medical

School (1,800), Loyola College (800), Goucher College (1,000), Morgan State College (3,400). The United States Naval Academy is in nearby Annapolis.

**THE PEOPLE:** The city is one of mixed atmospheres — seaport, industrial area, and financial center. Attitudes are generally conservative. The state and city both lean toward the Democratic party. Religions are well mixed, siding slightly toward the Catholics because of the Italian and Polish populations. The city is 50% Black, but bussing problems have not affected the urban area to any great extent due to the current widespread integration. The situation is more of a problem outside of the city. Pollution is heavy because of the steel industry although plans are underway for its reduction. There is a great deal of modernization going on in the downtown area to draw back the people who have moved to the suburbs, property taxes became very high in the city because of this outward growth, which was also partly due to the high crime rate — the situation has cooled now somewhat. There is not a great deal of night life, except in one famous section called "the Block", home of the best known burlesque houses and bars in the country. Sports are super popular — with the Baltimore Orioles (3 yr. American Baseball League Penant winners), the Colts' pro football, Clippers' Hockey, and Bullets' basketball.

**COST OF LIVING:** High — ranks with New York and Boston. One bedroom apartment: furnished — \$150-\$160. Property taxes are high, state income tax and sales tax: 4%.

**DISC JOCKIES MAKE:** \$1.25/hr, to \$15,000 per year or higher. Highest: \$160/week.

AM		
WAYE	Progressive	860
WBAL	MOR	1090
WBMD	C & W	750
WCAO	Top 40	600
WCBM	MOR	680
WEBB	Black	1360
WFBR	Prog. MOR	1300
WISZ	C & W	1590
WITH	Beautiful music	1230

WSID	Black	1010
WTOW	Religious	1570
WWIN	Black	1400

FM		
WBAL	Classical	97.9
WCAO	Classical	102.7
WFMM	MOR	93.1
WISZ	C & W	95.9
WITH	Solid Gold	104.3
WKTK	Prog. & Religion	105.7
WLIF	Beautiful music	101.9
WLPL	Top 40	92.3
WMAR	Beautiful music	106.5
WRBS	Religious	95.1

### SPOTLIGHT ON-----

WKTK, 5200 Moravia Road, Baltimore, Maryland 21206 (301) 485-2400

Format: Progressive Rock/Religion

Freq.: 105.7 mhz. Power: 59 kw.

Owner: Key Broadcasting Corporation

Total Employees: 22

General Manager: Carl G. Brenner

Sales Manager: Sheldon Weiss

Program Director: Pete Larkin

Music Director: Pete Larkin

Policy: Lots of LP cuts, 12 to 15 singles at any time. Promo men any time.

News Director: Joseph Buccheri

Chief Engineer: Steve Crook

Head of Accounting: Donald Fletcher

Age Target: 18-34

1-6pm (Monday through Friday) - Peter J. Larkin, PD (25-New York City-6 years)

'67 WVOX, '67 WVHC, '69 WLIR, '71 WAYE, '71 WKTK

6pm-1am - Joe Buccheri (27-Baltimore, Maryland-3 years)

'69 WBMD, '70 WKTK

1-7am - Larry Alan (25-Baltimore, Maryland-5 years) (Real Name: Larry A. Lipman)

'68 WMUC, '71 WKTK

7am-1pm (Saturdays) - Gabriel Bathory (28-Baltimore, Maryland-3 years)

'69 WBMD, '70 WKTK (Gabe Michaels)

12-7am (Sundays) - Robert Showacre (21-Annapolis, Maryland-2 years)

'71 KIMU, '72 WKTK

WWIN, 2800 Matthews Street, Baltimore, Maryland 20003, 366-1400

Format: R & B

Freq.: 1400 Power: 1000 Watts

Owner: Belvedere Broadcasting Co.  
 Total Employees: 16-20  
 General Manager: H. Shelton Earp  
 Sales Manager: Ken Quortin  
 Program Director: Al Jefferson  
 Music Director: Al Jefferson  
 Policy: 80 singles, 15 or 20 LPs.  
 Promo men: Tuesday-Thursday  
 Chief Engineer: Leo Karns  
 Head of Accounting: Mrs. Margaret Leppo  
 Age Target: Teens to mid-adults

6-10:30am - Kelson Tisher (51-Bacto, Maryland-19 years)  
 WSID, '54 WWIN

10:30am-3pm - Al Jefferson (52-Bacto, Maryland-19 years)  
 '52 WMID, '53 WLDB, '55 WOOK, '60 WVST

3-7pm - "Hot Rod" Hulbert (55-Memphis, Tennessee-25 years)  
 (Real Name: Maurice Hulbert)

7-11pm - Anthony Davis (21-Raleigh, North Carolina-4 years)  
 '68 WSID, '70 WWIN

11pm-2am - "Rockin' Robin" (40-Swedeseboro, New Jersey-15 years)  
 (Real Name: Fred Robinson)  
 WMID, WHAT, WEBB, WWIN

2-6am - Mike Vickers (19-Bacto, Maryland-2 years)  
 '70 WWIN

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WBAL, 3800 Hooper Avenue, Baltimore, Maryland 21211 (301) 467-3000

Format: Contemporary MOR  
 Freq.: 1090 kc Power: 50,000 watts  
 Owner: The Hearst Corporation

Total Employees: 74  
 Vice President, General Manager: Alfred E. Burk

Station Manager: Alfred E. Burk  
 General Sales Mgr: Thomas E. Moore, Jr.  
 Program Director: Jack Lacy

Music Director: Jack Lacy  
 Policy: No limit on current singles, but is generally around 60

News Director: John Grimes (9)  
 Chief Engineer: N. Allen Hedrick  
 Head of Accounting: Clifton Harris  
 Age Target: 16-60

5-9am - Ted Steele (Hartford, Connecticut-30 years)  
 NBC (MD), CBS, ABC, WBAL  
 9am-12 noon - Jack Lacy (Hartford,

Connecticut-34 years)  
 WNBC, WONS, WINS, WBAL, KNEW, WBAL

12 noon-3pm - Dean Hunter (Providence, Rhode Island)

WHIM, WEEL, KYW, WHN, WBAL  
 3-6pm - Jay Grayson (Baltimore, Maryland-26 years)

WWOK, WANN, WBAL  
 7-10pm - Bob Jones (Burnside, Illinois-18 years)

WKAI, WKRS, WBNF, KCRA, WBAL  
 10pm-12 midnight - Harley Brinsfield (Elrodaro, Maryland-25 years)

WWIN, WITH, WCBM, WBAL

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WCAO, 40 West Chase, Baltimore, Maryland 21201 (301) 685-0600

Format: Contemporary  
 Freq.: 600 Power: 5,000 watts

Owner: Plough Inc,  
 Total Employees: 38

General Manager: Byron I. Millenson, VP  
 Station Manager: Byron I. Millenson

Sales Manager: Joseph Cahil  
 Program Director: Ron Riley  
 Music Director: Frankie Jordan

News Director: Ted Jaffee (4)  
 Chief Engineer: William Marshner

Head of Accounting: Paul Smith  
 Age Target: 18-24

6-10am - Robert C. Allen (Baltimore, Maryland-17 years)

WEAM, WIBG  
 10am-12 noon - Ron Riley (38-Chicago, Illinois-20 years)

'WOKY, KXOK, '62 WHK, '63 WLS, '70 WPDQ, '71 WCAO

12 noon-3pm - Dick Shannon (32-Binghamton, New York-10 years)  
 WARM

3-7pm - Johnny Dark (Boston, Massachusetts)

'63 WAOK, WEAM  
 7pm-12 midnight - Bill Campbell (28-Reading, Pennsylvania)

WSBA, '72 WCAO  
 12 midnight-6am - Jack Edwards (Baltimore-14 years)

'58 WCAO

Weekends - Dave MacKay (33-Providence, Rhode Island)

WPGC, WIRL, '68 WCAO

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WBMD, 5200 Moravia Road, Baltimore, Maryland 21206 485-2400  
 Format: Country Music/Religion



concentrated in the college areas and are not hassled even with the conservative Baptist influences. The Black population is strong here, although there are also some French influence. Concentration on rejuvenation is primarily downtown, with emphasis on the streets along the river. Pollution is not a severe problem, despite the heavy industry. COST OF LIVING: Relatively low. Regular gasoline: \$.36-\$.39, one bedroom furnished-\$125.

DISC JOCKIES MAKE: Lowest: \$125, Highest: \$200, Average: \$150

AM		
WAIL	Top 40	1260
WIBR	Top 40	1300
WJBO	MOR	1150
WLCS	Top 40	910
WLUX	MOR	1550
WXOK	Black	1460
WYNK	C & W	1380
FM		
WQXY	Beautiful music	100.7
WAFB	Solid Gold	98.1
WJBO	Progressive	102.5
WYNK	C & W	101.5

#### SPOTLIGHT ON-----

WIBR, P.O. Box 1226, Baton Rouge, Louisiana 70821, 348-6716

Format: Rock

Freq.: 1300 Power: 1,000

Owner: Community Broadcasting Co., Inc.

Total Employees: 13

General Manager: Bob Earle

Station Manager: Bob Earle

Sales Manager: Sam Montel

Program Director: Bernard Zuccaro

Music Director: Reggie King

Policy: 45 singles- no LPs MD available 10-11:am and 4-5pm

News Director: Dick Berrington (1)

Chief Engineer: Herb Coussou

Head of Accounting: Frankie Bourgeois

Age Target: 18-34

5-9am - J. Gordon Lunn (34-Grenville, Miss.-10 years)

'62 KDWT, '63 KHOB, '65 KCRS, '67 KRYS, '69 WLES, '70 WAIL, '72 KNIN, KTAP, WIBR

9am-12 noon - Bernard Zuccaro (48-Natchez, Mississippi-26 years)

'46 WLSU, '48 WIBR

12 noon-4pm - Reggie King (29-Magnolia, Mississippi-8 years)

'64 WRBC, '65 WIBR, '66 WJBO, '67 WRBC, WJQS, WRKN, '68 WIBR

4-8pm - Steve St. John (23-Baton Rouge, Louisiana-4 years)

'68 WIBR, '71 WCBL, '72 WABD, KALB, WIBR

8am-1am - Joe London (22-Baton Rouge, Louisiana-1-1/2 years)

'71 WIBR

Dick Berrington (28-Toledo, Ohio-11 years)

'61 WTDS, '64 KALB, '66 KPFL, '68 WIBR

WAIL, 5700 Florida, Suite 604, Baton Rouge, Louisiana 70806 926-7600

Format: Contemporary Rock

Freq.: 1260 Power: 1,000

Owner: Ralph L. Burge

Total Employees: 10

General Manager: Harold Herthum

Station Manager: Harold Herthum

Sales Manager: Rusty Zoller

Program Director: K. Kinnon Thomas

Music Director: K. Kinnon Thomas

Policy: 22-29 singles and 2-3 LP cuts a week. Open promo man policy

Chief Engineer: Larry Ward

Head of Accounting: Aileen Cotton

Age Target: 15-35

7am-10am - Ralph Burge (45-Bogaloussa, Louisiana-25 years)

'40's and '50's WIBR, WMPS

10am-12 noon - John Houston

3pm-6pm - K. Kinnon Thomas (24-McComb, Miss.-10 years)

'64 WAFB, WHNY, '66 WHNY, '68 WAIL

WLCS, 204 North Street, Baton Rouge, Louisiana 70801 (504) 342-4411

Format: Top 40

Freq.: 910 Power: 1000 KC

Owner: Airwaives, Inc.

Total Employees: 18

General Manager: LaMar Simmons

Station Manager: Gene Nelson

Sales Manager: Bob Furlow

Program Director: Gene Nelson

Music Director: Don Simon

Policy: 65 to 70 singles-some LPs

News Director: Gene Perry (2)

Chief Engineer: Gene Howell

Head of Accounting: Ms. Wanda

Norwood

Age Target: 18-49

5-8am - Ron (24-Lake Charles, Louisiana-5 years)  
 '67 KVPI, '69 KLBK, '70 KLOV, '71 KLBK, WLCS  
 8am-12 noon - Bill Cox (PD)  
 (38-Bearson, Arkansas-18 years)  
 WKBL, WPGW, WKNK, WLCS  
 12 noon-2pm - Ron Kelly  
 2-4pm - Terry Collins (28-Bogalusa, Louisiana-11 years)  
 '60 WIKC, '67 WMEN, '68 WLOX, '69 WJPS, '71 WLCS (PD)  
 4-6pm - Don Simon (23-Lafayette, Louisiana-8 years)  
 '65 KANE, '69 WWUN, '72 WIXO, WLCS  
 6-9pm - Terry Collins  
 9pm-12 midnight - Don Simon  
 Weekends - John M. Spain (24-8 years)

WYNK P.O. Box 2541, Baton Rouge, Louisiana 70821 343-8348

Format: Country

Freq.: 1380 Power: 5,000

Owner: Miss-Low Broadcasting Corp.

Total Employees: 14

General Manager: Bob McGregor

Station Manager: Bob McGregor

Sales Manager: Bernie Audcin

Program Director: Jim Horn

Music Director: Jim Horn

Policy: Singles and albums

News Director: Rip Miller (1)

Chief Engineer: Lewis Goode

Head of Accounting: Liz Scallan

5-8:30am - Larry Paul (25-Alexandria, Louisiana-6 years)

'67 KALB, '69 KSYL, '72 WYNK

8:30-11am - Page Dew (31-New Orleans, Louisiana-8 years)

'65 WFPR, '66 WCKW, '68 WYNK

11am-1pm - Larry Paul

12:30-3pm - Dennis McCain (22-Baton Rouge, Louisiana-3 years) WYNK

1-2:30pm - Jim Horn (29-Forest, Miss.-16 years)

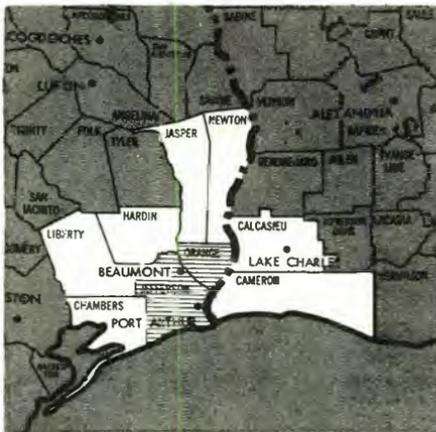
WMAG, WDOB, WBKN, WRBC, WOKK, WJXN, '64 WYNK

2:30-7pm - Dale Rigby (21-New Orleans, Louisiana-3 years)

'69 WLSU (station manager), WLUX, KWRG, '72 WYNK

7pm-12 midnight - Dennis McCain

## BEAUMONT-PORT ARTHUR



Beaumont-Port Arthur-Orange, 98th Market Rank. Population: 31,943

Ethnic Breakdown: Black - 21%

**ECONOMY:** Located in the southeast corner of Texas, 85 miles east of Houston, 275 miles south of Dallas, on the Neches River and Sabine, and the Gulf of Mexico. The Texas oil empire controls the economy here. The three cities form a hub for the 8 major oil companies in the area, including Mobil, Gulf, Texaco, and Atlantic-Richfield. Dupont, Firestone, Owens-Illinois and Goodyear are also important industries, with major plants producing chemicals, plastics and rubber. Shipping and shipbuilding, although not as major an industry here as in Houston, is also of prime importance. Bethlehem and Livingston are the two major shipbuilders. The Southeast Texas State Fair (2nd largest in the state) takes place in October. The city is also the birthplace of more pro football players than any other place in the world. Lamar State College of Technology is located in Beaumont and has over 8,000 students. Port Arthur College is also located here.

**THE PEOPLE:** The population is heavily Democratic politically. The major religious influence comes from the Baptists in this part of the "Bible Belt", although there are many

Catholics due to the Louisiana French influence. The Black population is fairly concentrated in Beaumont (31%) and Port Arthur (43%), Orange (25%), there are no real racial problems however, probably due to the lack of forced bussing. White collar workers are prevalent and keep the per capita income up to a level of \$650 per month. Longhairs are plentiful in the University areas as well as through the upper classes. The cities are being expanded both inside and out, with massive downtown rejuvenations and shopping center complexes under construction in the outlying areas.

**COST OF LIVING:** One-bedroom furnished apartments will cost upwards of \$165 in the newer buildings. Gas is available as low as \$.21 per gallon, \$.27 on a regular basis. Real estate taxes are high, but food is cheaper, if anything, than the national average. Jock salaries in the market range between \$450 and \$900 per month. The average salary for a top 40 jock is about \$550.

AM		
KTRM	C & W	990
KOLE	Contemporary	1340
KAYC	Top 40	1450
KCAW	C & W	1510
KJET	Black	1380
KLVI	MOR	560
KPAC	MOR	1250

FM		
KAYD	MOR	97.5
KPBO	Beautiful music	94.1
KCAW	C & W	93.3
KJET	Black	107.7
KTRM	C & WQ	95.1

#### **SPOTLIGHT ON-----**

KLVI, Box 5463, Beaumont, Texas 77702 (713) 838-3911

Format: Contemporary/MOR  
 Freq.: 560 KHz Power: 5,000 Watts  
 Owner: Radio Beaumont, Inc.  
 General Manager: John H. Hicks  
 Station Manager: John H. Hicks  
 Sales Manager: Exec. V.P. — Jay Hicks  
 Sales Coordinator: Steve Hicks  
 Program Director: Lenny Bruce  
 Music Director: Lenny Bruce  
 News Director: Alan Rayne  
 Chief Engineer: Tom Reynolds  
 Head of Accounting: Jeanette DeBartol

Age Target: 18+

6-10am - Gordon F. Baxter (50-Beaumont, Texas-27 years)  
 10am - 12 noon - Mrs. Lo Brennan (45-Rockville Centre, New York-1 year)  
 Noon-2pm - Lenny Bruce (23-Dallas, Texas-3 years)  
 KRIG  
 2-6pm - "Slim" Watts (47-Monroe, Louisiana-26 years)  
 '69 KLVI  
 6:30pm-1am - Lee Valley (23-San Antonio, Texas-5 years)  
 WACO

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KJET, Box 6067, Beaumont, Louisiana 77705 842-2210

Format: Soul  
 Freq.: 1380 Power: 1,000  
 Owner: Tom Gibson  
 Total Employees: 17  
 General Manager: Roy Lemons  
 Operations Manager: Irv Jackson  
 Program Director: Irv Jackson  
 Music Director: Irv Jackson  
 Policy: 50 singles-5 LPs. Open promo man policy  
 News Director: R.L. Ruth (2)  
 Chief Engineer: Jim McQueen  
 Head of Accounting: Ann Lyons  
 Age Target: 15-34

6-10am - Tom Wilson (23-Natchez, Miss.-7 years)  
 WOKJ, WYLD, WBOP, WBIL, WMIS, WKXI

10am - 3pm - Willie Kay (33-Beaumont-10 years)  
 3-6pm - Irv Jackson (28-San Francisco, California-6 years) 69 KNOK, '72 KJET  
 6-9pm - Earnie Gef (17-Beaumont-1 year)  
 9pm-midnight - Tony Renfro (17-Beaumont-1 year)

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KAYC, P.O. Box 870, Beaumont, Texas 77704 (713) 833-9421  
 Format: Top 40  
 Freq.: 1450 Power: 1,000  
 Owner: Texas Coast Broadcasters  
 Total Employees: 18  
 General Manager: Jim Scott  
 Station Manager: Ed Dittert  
 Sales Manager: Ed Dittert  
 Program Director: Al Caldwell  
 Music Director: Al Caldwell  
 Policy: 38-45 singles, 4-5 LP cuts per

hour from 15-25 different LPs. Open promo man policy  
 News Director: Jack Peiper (3)  
 Chief Engineer: Carl Wilkerson  
 Head of Accounting: Sarah Ettie  
 Age Target: 18-35

6-10am - Al Caldwell (36-New York, New York-16 years)

'56 KREL, '57 KILE, '58 KDLT, '59 KGBC, '61 KWBA, '63 KAYC

10am-2pm - Dave Allen (25-Sapulpa, Oklahoma-5 years)

'67 KMRO, '68 KCAW, '69 KPNG, '70 KAYC

2-6pm - Paul King (24-Nederland, Texas-4 years)

'68 KDOK, '69 KNUZ, '70 KRBE, '72 KYAC

6-10pm - Tom Bishop (22-Beaumont, Texas-3 years)

'69 KLVI, '70 KOLE, '71 KYAC

10am-2am - Elwin Farmer (20-Jacksonville, Texas-3 years)

'69 KEBE, '72 KYAC

2-6am - Ron Haney (20-Irving, Texas-3 years)

'69 KEBE, '70 KNUE, '71 KDOK, '72 KYAC

Weekends - Rick Henderson (22-Beaumont, Texas-1 year)

'71 KOBS, '72 KYAC

KTRM, P.O. Box 5425, Beaumont, Texas 77702 (713) 892-4990

Format: Country

Freq.: 990 Power: 1-KW

Owner: Dynamic Broadcasting, Inc.

Total Employees: 18

General Manager: B.B. Healan

Station Manager: B.B. Healan

Sales Manager: Gene Dickerson

Program Director: Charlie Russell

Music Director: Charlie Russell

Policy: About 65 singles-current LP cuts - open promo policy

News Director: Paul Hemker (1)

Chief Engineer: Derrell Pitcock

Head of Accounting: Carol Peluso

Age Target: 18-49

6-10am - Charlie Russell (34-Manhattan, Kansas-10 years)

'64 KINT, '65 KTFO, KKAL, '66

KECK, '67 KDAV, KVII, '68 KKUB, KECK, '69 WXCL, '71 KTRM

10am-2pm - Mike Everett (32-Tyler, Texas-12 years)

'58 KTBB, '72 KEBE, KTRM

2-6pm - Kent Fox (25-Houston,

Texas-1-1/2 years)

'71 KBRZ, KTRM

6pm-12 midnight - Buddy Johnson (26-Sour Lake, Texas-5 years)

'68 KKAS, '72 KTRM

## BILLINGS



Billings, Montana, Metro Population: 74,848

**HISTORY:** Founded 1882, first permanent structure. Frederick Billings was with Northern Pacific Railroad (after 1 year - 2,000 people). 1882 - 700 head of cattle left Billings for first time. 1930 - 16,380 people. "Land of shining mountains" - written by Louis & Clark in journals when they went through Billings. Isolated community. **ECONOMY:** St. Vincent's Hospital. Deaconess Hospital, Enco Oil, Conoco Oil, tourists, Farmer's Union, Great Western Sugar Refineries, cattle lots and feeding.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Eastern Montana College (2,500), Rocky Mt. College (750-1,000). Several vocational schools - all very popular.

**THE PEOPLE:** Conservative - but not overbearing. Republican stronghold - maybe a liberal trend.

**TWO RECOMMENDED HOTELS:** Northern Hotel, Ponderosa (downtown), Holiday Inn (airport).

**COST OF LIVING:** Average price for bread: \$.34, regular gasoline: 32.9 cents to 36.9 cents, one bedroom W/pool: furnished/unfurnished: \$150-\$175, no state sales tax.

Disc Jockies Make: Lowest: \$400, Highest: \$800-1,000, Average: \$500-\$600.

AM		
KBMY	Country	1240
KGHL	MOR	790
KOOK	Top 40	970
KOYN	Country	910

FM		
KOYN	Country	93.3
KVRL	Variety	97.1

### SPOTLIGHT ON-----

Binghamton (Endicott), New York, 103rd Market Rank, Metro Population: 307,400, Total Population: 64,000, County: 222,000 (Broome)

Ethnic Breakdown: Black - 2,794

**HISTORY:** 1834, May 3, William Bingham Co. Founder with Robert Hooper and James Wilson. All farm land. First major industry was shoe manufacturers Lester Bros. Co. 1854. 1889 Bundy Manufacturer of Time Recorders-fore-runner of IBM - 1924 Bundy changed name International Business Machines Corporation 1925 first local radio program: WKBG

**ECONOMY:** IBM, GAF-Produce Film and Cameras - Singer Electronic Equipment -G.E. -Endicott Johnson Corporation-Shoe Manufacturers. Some farming in the area still - corn potatoes.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** No Army Bases. 8,000 students State University of New York, Broome Community College-2 year college 2,500 full-time students and 2,500 part-time.

**THE PEOPLE:** Extensive renewal of downtown since 1965, growing steadily but moderately. Shift of pace from city to the suburbs in past 10 years. Attitude of people is generally balanced between conservative and progressive.

AM		
WENE	MOR	1430
WINR	MOR	680

WKOP	Prog. C & W	1360
WNBF	MOR	1290

FM		
WKOP	Prog. Rock	99.1
WNBF	Beautiful Music	98.1

WKOP 34 Chenango Street, Binghamton, New York 13902 722-3437

Format: Country

Freq.: 1360 Power: 5,000 Watts

Owner: Andrew Jarema

Total Employees: 20

General Manager: Andrew Jarema

Station Manager: Andrew Jarema

Sales Manager: Tom Martin

Program Director: Alan Kent

Music Director: Stacy Drake

Policy: LP cuts and top hits with a 2-1 ratio over oldies

**NEWS DIRECTOR:** Frank Dolan (2)

Chief Engineer: Wayne Burger

Head of Accounting: Margaret Mathias

Age Target: 25 and up

5:25-10am - Stacy Drake (23-Endicott, New York-1 year)

'72 WATS, WKOP

10am-3pm - Tony Russell (24-Niagara Falls, New York-1 year)

'72 WKOP

3-7pm - Alan Kent (28-Binghamton-5 years)

'66 WENE, WIQT, WKOP, '68 WENE, '69 WKOP

6:30pm-1am - Carl Stevens (28-Endicott, New York-1 year)

'72 WKOP

WENE 909 East Main Street, Endicott, New York 13760 (607) 785-3351

Format: Top 40

Freq.: 1430 Power: 5,000 watts

Owner: Jan. Enterprises

General Manager and VP: A. Hubbell

Sales Manager: Gene George

Program Director: Dick Springfield

Music Director: Todd Michaels

News Director: Dick Springfield

Chief Engineer: Jack Fischler

Head of Accounting: Mrs. E. Penrose

Age Target: Teens and 18-34

5-9am - Todd Michaels (27-Johnson City, New York-4 years)

'66 Armed Forces Network (Europe), '69 WDNG, '72 WENE

9am-2pm - Ray Diorio (21-Endicott, New York-4 years)

**WENW, WKOP, WENE**

2-6pm - Edward G. Nichols  
(29-Buffalo, New York-8 years)

'63 WGGG, '64 WHHG, WLEA, '65  
WACK, '66 WETA, '67 WENE

6-10pm - David A. Rosati  
(24-Rochester, New York-7 years)

'66 WSAY, '67 WLEA, '68 WENE, '71  
WENE

10pm-1am - James Michael Rafte  
(20-Sherrill, New York-3 years)

'70 WCUM, '71 WTLB, '72 WENE

Weekends - Jeffrey L. Gill (19-Niagara  
Falls, New York-4 years)

'69 WHLD, '70 WJLL, '72 WTKO,  
WENE

**WINR**, 1913 Vestal Parkway East,  
Vestal, New York 13850 (607)  
754-6565

Format: Adult Contemporary

Freq.: 680 Power: 1,000

Owner: WUNI, Inc.

General Manager: C. Carrol Laricin

Total Employees: 20

Sales Manager: James Valent

Program Director: Donald Fox

Music Director: Larry Edwards

Policy: 65 singles-plus cuts from Top  
50 albums

News Director: Donald Fox (1)

Head of Accounting: Robert Brown

Age Target: 18-49

6-10am - Donald F. Fox (PD)  
(26-Hollidaysburg, Pennsylvania-11  
years)

'67 AFVN (Saigon), '68 WFBG (MD),  
'69 WHHO (SM), '70 WNBF, WICZ

10am-2pm - Frederick H. Merrin  
(24-Vestal, New York-2 1/4 years)

'70 KAHU (Fred Foster), '71 WKOP,  
'72 WNBF, WINR

2-7pm - Larry Rosenstein (MD)  
(26-North Woodmere, New York-1-3/4  
years)

'70 WINR (Larry Edwards)

7pm-12 midnight - Tony Angelbold  
(24-Preonta, New York-4 years)

WDS, WINR

**BIRMINGHAM**

Birmingham, Alabama, 44th Market  
Rank, Population: 774,800

Ethnic Breakdown: Black - 38%. Large  
Jewish, Syrian, Greek population.

**ECONOMY:** The industrial city of the  
south. Birmingham is the only place in  
the country that has all the ingredients  
that are needed in making steel (coal,  
iron ore and limestone). U.S. Steel is  
located here (15 to 25,000 employees,  
depending on the market). U.S. Pipe  
and Foundry, McWane Pipe, Hayes  
Aircraft, a slew of furniture  
manufacturers, many huge  
manufacturers, 71,000 people in this  
city are employed by a manufacturing  
plant. While agriculture is not very  
important in the county itself, it is  
extremely important in other  
surrounding counties. Birmingham,  
therefore, becomes an important  
distribution center for cotton,  
peaches, some tobacco and some  
wheat. The University of Alabama at  
Birmingham is here, some 5,000  
students attend. The U of A also plays  
three football games each year here.  
There are six other small colleges in  
the city - Sanford (4,500),  
Birmingham Southern (3,500), and  
four other smaller schools. South  
Central Bell, by the way, is an  
important industry, the center for five  
states is located here. Construction is  
an important industry in the city.

particularly in the downtown area. Freeways are under construction all over the city. Birmingham is located 165 miles from Atlanta.

**THE PEOPLE:** As you would expect, it is extremely southern conservative heavily influenced by a large Baptist population. According to our information, much progress has been made in the Black segregation problem: that existed here for some time, although that may be a bit on the surface. There is a Black man on the city council, another expected to be elected in the next election. Birmingham was named an All American City by Look Magazine because of several projects that did show progressive thinking. The city is into the arts, have their own symphony, little theater, etc. However, there is little doubt that they have hung onto a great many of the conservative attitudes of the past.

**COST OF LIVING:** A little bit below the national average, one bedroom-\$140. Gasoline is high, food costs about average. There is 6% sales tax on everything you buy. Jocks make from \$400 a month up to a rumored \$50,000 for one cat, the average Top Forty jock makes \$10,000.

AM		
WAPI	MOR/Sports	1070
WATV	All Talks	900
WBUL	Black	1220
WCRT	Beautiful Music	1260
WENN	Black	1320
WERC	Chicken Rock	960
WJLD	Black	1400
WLPH	C & W	1430
WSGN	Top 40	610
WVOK	Top 40	690
WYAM	C & W	1450
WYDE	C & F	850

FM		
WAPI	MOR & Talk	94.5
WCRT	B.M. Simu.	96.5
WOJC	Religion	92.7
WEEN	Black	107.7
WERC	Rock	106.9
WJLN	Prog. Rock	104.7

#### SPOTLIGHT ON-----

WERC P.O. Box 10904, Birmingham, Alabama 35202 252-3171

Format: Rock

Freq.: 106.9 MHz Power: 21,000 Wat

Owner: Mooney Broadcasting Corp.

Total Employees: 25

Sales Manager: Tom Hopson

Program Director: David Gleason

Music Director: Frank Lewis

Policy: 35 singles and 5 LP cuts

News Director: Jim Dearman (4)

Chief Engineer: John Pate

Head of Accounting: Louise Daniels

Age Target: 16-34

6am-2pm - Automated

2-7pm - Jay Michaels (23-5 years)

WXXX, KISR, WDAK

7pm-12 midnight - Jay W. Jason

(23-Birmingham-4 years)

KINT, KELP, WSGN

12 midnight-6am - Automated

WVOK P.O. Box 1926, Birmingham, Alabama 35201 (205) 785-5111

Format: Top 40

Freq.: 690, Power: 50,000

Owner: Voice of Dixie, Inc.

General Manager: Dan Brennan

Station Manager: Iralee W. Bennis

Sales Manager: Dan Brennan

Program Director: Dan Brennan

Music Director: Dan Brennan

News Director: Don Keith (3)

Chief Engineer: James Ginn

Head of Accounting: Independent Firm

Age Target: Overall

6-9am - Don Keith (6 years)

WJRD

9am-12 noon - Joe Rumore (50's-30 years)

WJLD, WAPI, '48 WVOK

12 noon-3pm - Johnny Davis (Real Name: James Romine)

WYDE, WEZB, '62 WVOK (Sports Director)

3pm-sundown - Dan Brennan (42-25 years)

WBAM, WAPE, '47 WVOK

Weekends - John Paul (20-2 years) (Real Name: John Pavelec)

'72 WVOK

WERC P.O. Box 10904, Birmingham, Alabama 35202 252-3171

Format: Prog. MOR

Freq.: 960 KHZ Power: 5,000 Watts

Owner: Mooney Broadcasting Corp.

Total Employees: 25

Sales Manager: Tom Hapson

Program Director: David F. Gleason

Music Director: Frank Lewis

Policy: 40-50 singles, occasional LP cuts, open promo man policy  
 News Director: Jim Dearman (4)  
 Chief Engineer: John Pate  
 Head of Accounting: Louise Daniels  
 Age Target: 25-49

6-10 am - Doug Layton  
 (37-Birmingham, Alabama-20 years)  
 WAPX, WYDE, WAQY  
 10 am-1 pm - Frank Lewis  
 (26-Birmingham, Alabama-10 years)  
 WRSD, WKLF, WAQY  
 1-4 pm - Jan Smith (23-Mobile,  
 Alabama-10 years)  
 WTUF, WLIQ, WKRG  
 4-7 pm - Don Hayes (26-Bogalusa,  
 Louisiana-7 years)  
 WBG, WIKC, WSGN  
 7 pm-12 midnight - Neil Miller  
 (35-Birmingham, Alabama-20 years)  
 WSGN, WYDE, WAQY  
 12 midnight-6 am - Dave White  
 (24-Birmingham, Alabama-5 years)  
 WSFT, WSSA, WYAM

WSGN Penthouse, City Federal  
 Building, Birmingham, Alabama 35203  
 (205) 322-3434

Format: Top 40

Freq.: 610 khz Power: 5,000 Watts

Owner: So. Broadcasting Co.

Total Employees: 28

General Manager: Ben K. McKinnon

Station Manager: Ben K. McKinnon

Sales Manager: Warren Merrin

Program Director: Glen A. Powers

Music Director: Rish Wood

Policy: 30-35 singles, no LP play

Open policy for promo men

News Director: Dave Perry (4)

Chief Engineer: Emmett Smith

Head of Accounting: Rita Maxwell

Age Target: 18-49

6-9 am - Steve Norris (30-Shelby, North  
 Carolina-11 years)

WSSB, WPET, WYPR, WYZE, WTOB,  
 WNOR, WSGN

9 am-12 noon - Rick Davis (22-Fresno,  
 California-3 years)

KUML, KMAK, WHHY, KFYE,  
 WAJF, WSGN

Noon-4 pm - Richard Bazemore  
 (23-Taliedega, Alabama-5 years)

WXAI, WTQY, KFLA, WSGN

4-7 pm - Glen Powers (30-Fairfield,  
 Alabama-10 years)

WSFT, WHRT, WAPX, WRSO,  
 WDNG, WVOK (Jim Allen), WYDI

(Ken Keen), WIXI, WMOC, WTOB  
 (Ron Ono), WSGN

7 pm-12 midnight - Joe Folsom  
 (20-Gainesville, Florida-4-1/2 years)  
 WUWU, WGGG, WWKE, WDAT,  
 WSGN

12 midnight-6 am - Rish Wood  
 (22-Birmingham, Alabama-1 year)  
 '72 WSGN (Scottie Brink)

Auxiliary - Ronnie Rodd  
 (22-Birmingham, Alabama-2 years)  
 WBUL, WCSB, WSGN

## BOSTON



Boston, Massachusetts, 8th Market  
 Rank, Population: 2,803,200

Ethnic Population: Black - 130,728

**ECONOMY:** Located in eastern  
 Massachusetts, 100 miles northeast of  
 Hartford, 200 northeast of New York,  
 on the Atlantic Ocean, and the Mystic  
 and Charles Rivers. The "birthplace of  
 American Industry" is the state's  
 capitol with leading products including  
 metal work, apparel, graphic arts,  
 leather products, textiles, rubber,  
 electrical equipment, electronics,  
 plastics, and shoes. Commercial  
 fisheries are also of major importance.  
 Manufacturing accounts for 22% of  
 the employment force, ranking 5th  
 largest in the country. Major names  
 include Raytheon, G.E., and  
 Honeywell. The Mass General Medical  
 Center is ranked 1st in the country,  
 the city is a heavy financial and

banking center and a vital educational and research center. Logan International Airport is the 8th busiest in the world. Cultural, historical sports and recreation activities are numerous, highlights include Freedom Trail, Franklin Park, Boston Public Garden. Pro teams include Red Sox (baseball), Celtics (basketball), Bruins (ice hockey), Patriots (football), and the Braves (AHL hockey). Major schools include HARVARD University (4,700 students), Radcliffe (1,200), Boston University (12,400), Boston College (6,200), M.I.T. (3,900), and Northeastern University (4,500).

**THE PEOPLE:** Sold influence from the more than 300,000 college students, the population is generally liberal, in contrast to the typical New England conservatism prevalent several years back. The city is a classic "melting pot" of races and cultures, demonstrating its revolutionary roots with its strong women's lib movement, alternate semester program, reduced penalties for possession of drugs, and early opposition to the Vietnam war. The Irish Catholic influence is still strong, demonstrating its effectiveness in such issues as abortion. Government is Democratic, although the governor is Republican, the city has drawn from the college community to make up a progressive legislature. Bussing is more of an issue with the Blacks who feel that the educational opportunities are lacking. The ecologically minded are causing a stir in protest against proposed off-shore drilling. Expansion is taking place primarily in the suburbs, although the downtown area is still active. Preparations are being made for the increase of tourism which will occur with the 1976 Bicentennial.

**COST OF LIVING:** Ranks 4th among major U.S. Cities, behind Anchorage, Honolulu, and New York. One bedroom furnished apartments rent for an average of \$200. Regular gas averages \$.33. There is no city tax, property taxes are high, being the prime source of revenue especially the car excise tax (Mass. is one of the first states to pass no fault insurance). A graduated income tax has been proposed. Joek salaries range from \$150/week to \$80,000/year. Top

Forty jocks average \$300.

AM		
WBZ	MOR/Talk	1030
WCAS	Beautiful	740
WCOP	C & W	1150
WCRB	Classical	1330
WEEI	Talk	590
WEZE	MOR	1260
WHDH	MOR	850
WHIL	Beautiful	1430
WYLD	Black	1090
WKOX	MOR	1190
WMEX	Top 40	1510
WNTN	Progressive	1550
WRKO	Top 40	680
WRYT	MOR/Talk	950
WUNR		1600

FM		
WMCN	Prog. Rock	104.1
WBOS	Beautiful	92.9
WCOP	C & W	100.7
WCRB	Classical	102.5
WEEI	Contemp.	103.3
WHDH	Up Temp. MOR	94.5
WWEL	MOR	107.9
WHRB	Everything	95.3
WJIB	Beautiful	96.9
WROR	Solid Gold	98.5
WVBF	Contemp.	105.7
WBZ	Contemp.	106.7

#### SPOTLIGHT ON -----

WEEI 4418 Prudential Twr., Boston, Massachusetts 02199 262-5900  
Format: MOR  
Freq.: 103.3 Power: 25,000  
Owner: CBS  
General Manager: James R. McQuade  
Station Manager: Joh H. Arbenz  
Sales Manager: George Silverman  
Program Director: David W. Klahr  
Music Director: David W. Klahr  
News Director: David R. Austin  
Chief Engineer: Larry Conti  
Head of Accounting: Hugh O. Rawe  
Age Target: 25-34

6:30-12:30 - Dick Gunton (30-Toms River, New Jersey-3-1/2 years)  
'69 WOBM, '72 WFII  
12:30pm-4pm - David Austin (28-Arlington, Ma-8 years)  
'64 WKOX, '66 Armed Forces Radio TV (Vietnam), '68 WIBC, WJIB, '72 WFII  
4-10pm - Dick Provost (44-Hassena, New York-25 years)

'47 WMSA, '50 WWNY, '57 WCPO,  
'64 WEZE, '65 WEEI  
10pm on - Automated

WRKO, Government Center, Boston,  
Massachusetts 02114 (617) 742-9000  
Format: Top 40

Freq.: 680 Power: 59 kw  
Owner: RKO General, Inc.  
General Manager: Perry S. Ury  
Station Manager: John Papas  
Sales Managers: John Papas (National),  
and Peter Crawford (Local)  
Program Director: Scotty Brink  
Music Director: Robin Mitchell  
News Director: Roger Allen  
Chief Engineer: George Capalbo  
Head of Accounting: Joseph Shortall  
Age Target: 18-35

6-9am - Dale Dorman (29-Homer, New  
York-8 years)

'64 WOLF, '65 KYNO, '66 KFRC, '68  
WRKO

9am -12 noon - Joel Lubin (35-Elmira,  
New York-14 years)

'65 WCOP, '66 WBZ, WDR, '67  
WRKO (Joel Cash)

12 noon-3pm - Chip Hobart  
(23-Hartford, Connecticut-8 years)

'60 WPOP, '65 WDEV, '66 WJOY, '70  
WOKY, CKLW, '71 WIXY, WRKO

3-6pm - James Martin (27-Santa  
Monica, California-4 years)

'69 KATY, '70 KJAE, KACE, '71  
KRIZ, CKLW, '72 WRKO (Charlie  
Fox)

6-9pm - Tony Mann (29-Highland,  
Indiana-11 years)

'68 WIRK, '69 WFUN, '70 KFXM, '71  
WHBQ, '72 KGB, WRKO

9pm-12 midnight - Rufus C. Hurt, Jr.  
(25-Roanoke, Virginia-3 years)

'70 WBLV (Bill Cassidy), WAIR (Bill  
Cassidy), '71 WKLO (Mark Elliott),  
'72 WRKO (Mark Jackson)

12 midnight-6am - Peter Eilenberg  
(23-New York City-3 years)

'69 WENE (Barry Dukes), '70 WKOP  
(Barry Dukes), '71 WINZ (Jim  
Elliott), '72 WRKO (Jim Elliott)

WBZ 1170 Soldier's Field Road,  
Boston, Massachusetts 02134 (617)  
254-5670

Format: Block Sports, Talk, MOR  
Freq.: 1030 Power: 50,000 Watts  
Owner: Westinghouse Co.  
Total Employees: 67

General Manager: Sy Yanoff  
Station Manager: Bob Oakes  
General Sales Manager: Doug  
Auerbach

Sales Manager: John Klein  
Program Director: Bob Oakes  
Music Director: Ned Foster  
Policy: 20-25 songs, 2 to 3 new songs  
each week, about 50 current LPs are  
programmed  
News Director: Jack Pluntze (14)  
Chief Engineer: Norm Graham  
Head of Accounting: Leo Palmer  
Age Target: 25-49

6-9am - Carl de Suze (New York  
City-35 years)

'42 WBZ

9am-1pm - Dave Maynard (20 years)  
'58 WBZ

1-5pm - Larry Justice (10 years)

'62 WPGC, '63 WIBG, '65 WMEX, '69  
WDR, '69 WBZ

6-8pm - Guy Mainella (16 years)

'56 WOKY, '61 WJJD, '64 WRIT, '67  
WBZ

8pm-12 midnight - Jerry Williams

'57 WMEX, '65 WBBM, '68 WBZ

12 midnight-6am - Larry Glick

WMEX, WINZ, '68 WBZ

WMEX, 111-115 Broadway, Boston,  
Massachusetts 20016 (617) 426-1700  
Format: Top 40

Freq.: 1510 Power: 50,000

Owner: Richmond Bros.

Total Employees: 60

General Manager: Art Simmers

Station Manager: Art Simmers

Sales Manager: Edmund Hughes

Program Director: Tom Allen

Music Director: King Arthur Knight

Policy: Top 30 singles, selected LP  
cuts

News Director: Tom Black (4)

Chief Engineer: Gerald Cushing

Head of Accounting: Albert Bolus

Age Target: 18-34

6-9am - Neil Gran (27-Philadelphia-8  
years)

WHY, WQAL, WIP, WRCP, WCOP, '72  
WMEX

9-11am - Tom Allen (31-Deland,  
Florida-15 years)

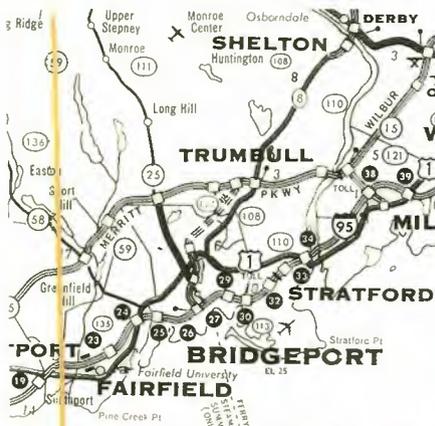
WDBO, WINN, WJMD, WPDC, WMEX

11am-3pm - Bill Lawrence  
(32-Manchester, N.H.-10 years)

WKVR, WCOP, WMEX

3-7pm - Rick Gary (27-Syracuse, New York-5 years)  
 WMPS, WOLF, WMEX  
 7pm-12 midnight - King Arthur Knight (35-Scranton-11 years)  
 WARM, WICE, WMEX  
 12 midnight-4am - Dan Donovan (32-Albany, New York-12 years)  
 WAVY, WMEX

## BRIDGEPORT



Bridgeport, Connecticut, 77th Market Rank. Population: 129,394.

Ethnic Breakdown: Non-white: 25,546  
**ECONOMY:** Bridgeport is one of the chief industrial cities in New England and lies in the southwestern part of Connecticut facing Long Island Sound. Pogonoch, an Indian village on the site of Bridgeport was first settled by White residents in 1639. The city was first called Stratfield and later known as Newfield. In the early 1800's, Bridgeport became the center of New England's whaling industry and with the coming of the railroad in 1840 new industries were started. The city received its charter in 1836 and now has a mayor - council type of government.

**THE PEOPLE:** Bridgeport, like many Eastern communities is situated in an area closely connected to six other cities. Dependency on each city for various activities is thus the case. Few

concerts in the city usually only during the B.T. Barnum Festival which takes place each year around the end of June to July 4th. The city also has a museum in honor of Barnum with many of his early possessions. Three major colleges in Bridgeport, University of Bridgeport, Housatonic Community College and Sacred Heart University have a combined full time enrollment of 13,579. Air Service in the city is presently only handled by Allegany but city is presently waiting approval on expansion of field to enable major lines to service the community. Lafayette Shopping Plaza offers over 50 shops including such well known as Gambles, Sears, etc.

**COST OF LIVING:** A two-bedroom apartment runs \$200 to \$250 on the average with the luxury living at \$325 to \$500. Condominium's are now being built in Bridgeport with costs starting at \$29,000. Milk by the gallon runs \$1.11 and \$.56 half and bread about \$.32 to \$.34 a loaf. The State has a 7% sales tax but not on food items. Jocks salaries are low at about \$110 to high of \$350.

AM		
WICC	Contemporary	1450
WNAB	MOR	600

FM		
WPSB	Beautiful	99.9

**SPOTLIGHT ON**-----



Freq: 1400 khz Power: 1,000 watts  
 Owner: McLendon Corp.  
 General Manager: Larry Levite  
 Sales Manager: Mike Kelly  
 Program Director: Steve Franklin  
 Music Director: Bob Sherwood  
 News Director: George Redpath  
 Chief Engineer: Dick Gideon  
 Head of Accounting: Ginny Quigley  
 Age Target: 18-34

6-9am - Jim Connors (32)  
 9am-noon - Jim Bradley (31-Geneva,  
 New York - 8 years)  
 '65 WGUA (Jerry Reo), '68 WYSL  
 Noon-3pm - Robin (Cat) Stone  
 (26-Youngstown, Ohio - 10 years)  
 '62 WBBW (John Terry), '66 WHOT  
 (John Terry), '67 WINW (Jay  
 Williams), '72 WBMJ (Mike Michaels),  
 '72 WEAM (Mike Michaels), '72 WYSL  
 (Cat Stone)  
 3-6pm - Steve Franklin (26-DeKalb,  
 Texas - 8 years)  
 '64 KCAR, '65 KABH (Steve Kelly),  
 '65 KELP (Steve Kelly), '66 KBGO  
 (Steve Kelly), '68 KTFS (Steve Kelly),  
 '69 KEEL (Steve Kelly), '71 WYSL  
 6-10pm - Bob Sherwood (30-San  
 Francisco, California - 8½ years)  
 '64 KMYC, '64 KAOR, '66 KPAY, '67  
 KROY, '72 WRIT, '72 WYSL  
 10pm-2am - Deane Clark (28-Toledo,  
 Ohio - 10 years)  
 '65 WTON, '68 WOHO, '70 KIRL, '72  
 WBBF, '72 WYSL  
 2-6am - Tom Donohue (22 - Buffalo,  
 New York - 4 years)  
 '68 WRUN, '70 WOUR, '72 WKBW,  
 '72 WUSJ, '72 WYSL

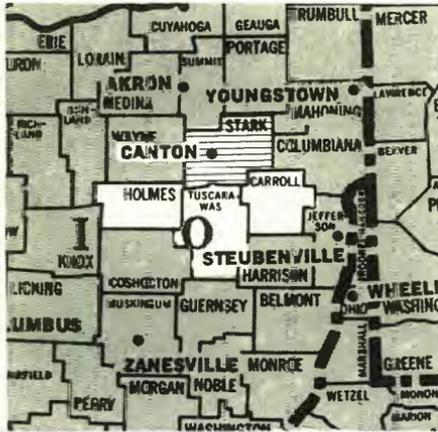
WPHD, 425 Manklin Street, Buffalo,  
 New York 14202, 885-1400  
 Format: Progressive  
 Freq: 103.3 Power: 50,000 watts  
 Owner: McLendon Corp.  
 General Manager: Larry Levite  
 Sales Manager: Warren Michael Kelly  
 Program Director: Jim Sotet  
 Music Director: Jim Sotet  
 News Director: George Redpath  
 Chief Engineer: Dick Schuh  
 Head of Accounting: Sandy Sampanargo  
 Age Target: 18 and up  
 6-10am - Roger H. McCall (21-Central  
 Islip, New Hampshire - 1 year)  
 '67 KEMO  
 10am-1pm - Jim Sotet (27-Buffalo,

New York - 6 years)  
 WYSL, WFSR, WBUZ, WUFO, WBNY,  
 WWOL and WADV  
 11-5pm - Loretta Angeline  
 (25-Endicott, New York - 3 years)  
 WBFO, WYSL (Lady Jane), '72 WPHD  
 5-9pm - Lee Poole (26-Phoenix,  
 Arizona - 9 years)  
 '63 KGLU, '68 KLIF, '69 KTKT, '70  
 WYSL, '71 KRDL, '72 WYSL, '72  
 WPHD  
 9pm-1am - Jeffrey Lubick  
 (24-Buffalo, New York - 4 years)  
 '68 WPHD  
 1-6am - Ken Weir (21-Alden, New  
 York - 2 years)  
 WVAT, WPHD

WKBW, 1430 Main Street, Buffalo,  
 New York 14209, (716) 884-5701  
 Format: Top 40  
 Freq: 1520 Power: 50 kw  
 Owner: Capitol Cities Broadcasting  
 Total Employees: 46  
 General Manager: R. Thomas Conk  
 Station Manager: R. Thomas Conk  
 Sales Manager: Allen Schepper  
 Program Director: Jeff Kaye  
 Music Director: Don Berns  
 Policy: List is about 35 - Top 20 +  
 extras. Extras for day parts also. LPS  
 occasionally. Promo men 2-4pm daily.  
 News Director: Jim McLaughlin  
 Chief Engineer: LeRoy Fiedler  
 Head of Accounting: Bill Ford  
 Age Target: 18-49

6-10am - Dan Neaverth (33-Buffalo -  
 14 years)  
 '59 WBNY, '60 WGR, '61 WKBW  
 10am-2pm - Don Berns (25-West  
 Hartford, Connecticut - 6 years)  
 '65 WBRV, '67 WICE, '67 WDRC, '70  
 WTRY, '70 WKBW  
 2-6pm - Sandy Beach (32-Lunenburg,  
 Massachusetts - 12 years)  
 '61 WRAD, '63 WSTR (Jack  
 Diamond), '65 WDRC, '68 WKBW  
 6-10pm - Jack Armstrong (27-Chapel  
 Hill, North Carolina - 14 years)  
 WIXY, WKYC, WMEX, CHUM, WPOP,  
 KTLK, WKBW  
 10pm-1am - Bob MacRae  
 (22-Buffalo, New York - 5 years)  
 WKBW  
 1-6am - Barnie Lew (24-Jamestown,  
 New York - 7 years)  
 '66 WNAE, '66 WOTR, '67 WKSJ, '72  
 WKBW

# CANTON



Canton, Ohio, 81st Market Rank. Population: 375,400. Canton was founded in 1805 by Betsy Bell Welis and was incorporated as a village in 1822. Canton received a city charter in 1854. Back population: 21,500 and 790 from other races.

**ECONOMY:** Canton is located just 50 miles southeast of Cleveland and 90 miles west of Pittsburgh. Interstate 77 crosses through the city, which makes access to the downtown area about a 15-minute drive. Major industry in the city includes the Timken Company which is a steel manufacturer and employes some ten to eleven thousand people in the Canton area. Other large employers and manufacturers are Republic Steel Company, the Hoover Company, and Diebold, Inc., which manufactures safe equipment and other devices used in many banks around the country. Other items manufactured in Canton include gasoline, diesel motors, paving and building brick, water softners, rubber gloves and meat processing. McKinley National Monument stands in Canton as well as the pro football Hall of Fame, which was established in 1920. Each summer a festival takes place in the city during which celebrities from the entertainment business and government officials take part in the instillation of new members to the Hall of Fame. A lot of highway

construction is going on now in Canton, which will make access to and from the area much easier. Four major air lines serve Canton with more available through either Cleveland or Pittsburgh. Canton seems to be very heavy in religion with two large colleges — Malone College, which is supported by the Quakers and Walsh College which is supported by the Catholics.

**THE PEOPLE:** The city operates under a Mayor-Council form of government and seems to be a very ultra conservative town with its share of growing pains, like many other cities. Judging from the radio stations listed below the city people sound very midwestern, not in a big hurry to change much. The concert scene was damaged completely by the failure of an artist to show for a performance. The auditorium contained a full house and after being told no show was happening, people proceeded to tear the place apart. For that reason, the music lovers of Canton have to travel on up to Akron to see their favorite attractions.

**COST OF LIVING:** A furnished two-bedroom apartment will run about \$185 to \$160 unfurnished, pending location in the city. Two phones base price at \$8.50 and electricity, in summer with air-conditioning, about \$20 per month. Winter \$12 to \$13 per month. All cars are licensed for \$15 and the state has a 4% sales tax. Butter runs high at \$.90 and milk at \$.50 per half gallon. A pound of sirloin steak at \$1.29 and chops are about the same. Cigarettes run \$3.82 a carton or 50 to 55 cents — machine, and a six pack of beer about \$1.45.

AM		
WHBC	MOR	1480
WINW	Top 40	1520
WNYN	MOR	500
WOIO	Various	1060

FM		
WHBC	MOR	94.1
WTOF	Religious	98.1
WHLQ	Beautiful	95.9

## SPOTLIGHT ON

WOIO 4601 Hills and Dales Road,

N.W. Canton, Ohio 44708 (216)  
477-8585

Format: Oldies

Freq.: 1060 Power: 5,000 watts

Owner: Douglas Prop. Corp.

Total Employees: 13

General Manager: Douglas Collins

Operations Director: John Duncan

Sales Manager: Douglas Collins

Program Director: Richard P. Ramsey

Music Director: Keith London

Policy: 1-3 ratio of current releases -

lean toward MOR type sound

News Director: William Forbes (3)

Chief Engineer: Ronald Colaner

Head of Accounting: Linda Shepherd

Age Target: 18-35

6-10am - Richard P. Ransey  
(24-Batavia, Illinois-3-1/2 years)

WBEL (Jud Bailey)

10am-2pm - Keith R. Linn  
(32-Minneapolis, Minn.-8 years)

WAKX, '68 WOKO

2-6pm - Tim Swihart (22-Massillon,  
Ohio-4-1/2 years)

WRHA, WAUP, WDAE, WTIG (MD),  
'72 WOKO (Tim Phillips)

Canton, Ohio 44703 456-8396

Format: MOR

Freq.: 9900 khz Power: 500 watts

Owner: Keyes Corporation

Total Employees: 10

General Manager: Donald C. Keyes

Sales Manager: Tracy L. Jackson

Music Director: Dan Louis

Policy: Current list of 65 singles, and  
25 LPs. Heavy on cuts from past.

News Director: Tim Rudell (2)

Chief Engineer: Bill Mathews

Head of Accounting: Shoenberg & Tubo

Age Target: 25-49

6-9am - Joe Lyons (26-Cleveland,  
Ohio-4 years)

AFRTS, KWKO

12 noon-5pm - Dan Louis (27-Akron,  
Ohio-4 years)

'69 WNYN

WINW, 4111 Martindale Road, N.E.,  
Canton, Ohio 44705 (216) 492-5630

Format: Top 40

Freq.: 1520 KHZ Power: 1 KW

Owner: Margaret Wardlaw

General Manager: Bill Raihall

Station Manager: Bill Raihall

Sales Manager: Tom Hansen

Program Director: Ron Allison

Music Director: Rick Ryan

News Director: Walt Bronczek (2)

Chief Engineer: John Battison

Head of Accounting: Pam Conrad

Age Target: 18-35

7-11am - Richard Ford (21-Cleveland,  
Ohio-6 years)

'68 WVIZ, '69 WABQ, '70 WCVY,  
WABQ, '71 WCVE, '72 WINW (Chris  
Roberts)

11am-3pm - Ron Allison (29-Canton,  
Ohio-6 years)

'66 WNYN (Brad Baad), '67 WJAN  
(Brad Baad), '68 WINW

3pm-sign off - Richard Candea  
(22-Fairview Park, Ohio-2 years)

'70 WNYN, WTIG (Rick Cornell), '72  
WINW (Rick Ryan)

WNYN 1515 Cleveland Avenue, N.,



and West Virginia Institute of Technology (2,000).

**THE PEOPLE:** The population is centered into and around a narrow valley, including some 30 square miles. People are generally conservative and "backwoods" oriented. Protestants predominate, most residents are native-born. There are few longhairs. The median age is about 30. Environmental problems are the main concern — strip-mining has scarred the picturesque mountains which provide summer and winter recreation, the chemical plants dump waste into the river, and the air is clouded because of the concentration of industry and population in the small valley. Outdoor sports are popular as are the frequent mountain music festivals (primarily Blue grass).

**COST OF LIVING:** Prices are fairly high. A one bedroom furnished apartment rents for about \$175 per month. Gasoline runs about 39-40 cents per gallon of regular. Sales tax is 5%. Jock salaries range from \$450 to \$910 per month. The average salary for a top forty jock in the market is \$150 per week.

AM		
WCAW	C & W	680
WCHS	MOR	580
WKAZ	Top 40	950
WKLC	Beautiful	1300
WRDS	C / W	1410
WTIP	Beautiful	1240
WXIT	Top 40	1490

FM		
WBES	Beautiful	96.1
WKAZ	Contemp.	97.5
WLKC	MOR	105.1
WKNA	MOR	98.5
WTIO	Beautiful	102.7
WVAF	Religious	99.9

#### SPOTLIGHT ON-----

WKAZ, P.O. Box 871, Heart of Town Motel, Charleston, West Virginia 25323 (304) 344-9691

Format: Top 40

Freq.: 950 Power: 5,000

Owner: Bristol Broad. Corp.

General Manager: Fred Winton

Station Manager: Fred Winton

Sales Manager: Phio Schweinfurth

Program Director: Gary Meadows

Music Director: Gary Meadows  
 Promotion Manager: Bruce Clark  
 News Director: Cameron Keyser  
 Operations Manager: C.R. Bob Turley  
 Chief Engineer: Lester Lovejoy  
 Head of Accounting: J. Robert Ramsey  
 Age Target: 18-34

6-10am - Carson King

10am-3pm - Gary Meadows

3-7pm - Bruce Clark

12 midnight-6am - Lovell Webb

WXIT, 520 Commerce Square, Charleston, West Virginia 25301 (304) 342-4166

Format: Contemporary

Freq.: 1490 Power: 1,000 Watts

Owner: Steere Broad. Corp.

Total Employees: 15

General Manager: Robert Knightstep

Station Manager: Robert Knightstep

Program Director: Dave Connor

Music Director: Dave Connor

Policy: Basic playlist-35 singles-heavy LP exposure. Open promo policy.

News Director: Alice Galloway

Production Director: John Griffith (2)

Chief Engineer: Bill Ford

Head of Accounting: Mac McCullough

Age Target: 35 and over

6-10am - John Griffith (20-Pensacola, Florida-4 years)

'69 WPFA, '70 WBSR, '71 WXIT

10am-3pm - A.W. F. Robinson (21-Wheeling, West Virginia-7 years)

'69 WNEU, WKAZ, '70 WWVA, '72 WXIT

3-7pm - Martin K. Lambros, Jr. (23-Kalamazoo, Michigan-6 years)

'68 WTPS, '69 WKMI, '71 WXIT (Dave Connor)

7pm - 12 midnight - Dave Jackson (22-Montgomery, West Virginia-6 years)

'67 WMON, '71 WXIT

12 midnight-6am - W.B. Jarrell (37-Madison, W. Virginia-20 years)

'52 WLOG, '54 WVOW, '57 AFRTS (Japan), '58 WMMB, '60 WGKV, '61 WCHS, '62 WGKV, '63 WKAZ, '69 WXIT

Weekends - Jerry Waters (22-Charleston, West Virginia-3 years)

'69 WAF, '69 WVRC, '72 WXIT

Weekends - Bill Radtke (26-Detroit, Michigan-7 years)

'67 WSTR, '68 WKMI, '72 WXIT (Bill Randall)

# CHARLESTON



Charleston, South Carolina, 99th Market Rank. Metro Population: 312,300, Total Population: 307,900  
Ethnic Breakdown: Black - 94,315

**HISTORY:** Original settlement in 1670 by English colonists. Named Charles Town in honor of King Charles II. 1783 - changed to Charleston at time of its incorporation. Richest city in Southern America in 1773.

**ECONOMY:** American Cigar Co., Davyans Shipyard, Inc., General Electric, Manhattan Shirt Co., Raybestos Manhattan, Inc. - asbestos testiles, Unizec Price Dye Works

**COLLEGES UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Citadel (2,600) (military school), Medical U of S.C. (1,252), College of Charleston (2,252), Baptist College in Charleston (2,000), Tech Center (2,000), Charles Air Force Base (7,911), Charleston Naval Base (Polaris missile facility - 21,371), Coast Guard Station, Army Depot (20), Air Force Station, Marine Station

**THE PEOPLE:** Rather conservative, Democrat for years. Republicans are making a step forward. Ecological minded. No problems with students.

**TWC RECOMMENDED HOTELS:** Mills Hyatt House (downtown), Holiday Inn (airport).

**COST OF LIVING:** Average price for

regular gasoline: 31.9 cents per gallon, one bedroom apartment w/pool: furnished-\$145, unfurnished: \$130, state sales tax: 4%.

AM		
WCSC	Gold & Prog.	1390
WNCG	MOR	910
WOKE	Prog. MOR	1340
WPAL	Black	730
WQSN	C & W	1450
WTMA		1250

FM		
WCSC	Beautiful	96.9
WEZI	MOR	103.5
WKTM	C & W	102.5
WPXI	Beautiful	95.1

## SPOTLIGHT ON-----

WTMA, P.O. Box 10208, Charleston, S. Carolina 29411 (802) 556-5660

Format: Contem. Top 40

Freq.: 1250 Power: 5,000 Watts

Owner: Turner Comm. Corp.

General Manager: Bob Chrystie

Sales Manager: Howard Keller

Program Director: John Trenton

Music Director: John Trenton

Policy: 30 singles - 5 to 10 new records, no LP play

News Director: Tom Mannion

Chief Engineer: Bill Dudley

Head of Accounting: Katherine Gianoul  
Age Target: 18-35

6-9 am - John Trenton (30-Cumberland, Maryland-10 years)

WTBO, '62 WMVA, '65 WAIR, '66

WYPR, '67 WTMA

9am-12 noon - Billy Smith (30-Marion, S.C.-12 years)

'60 WATP, WGNI, WPAR, '65 WTGR,

'71 WFLB, '72 WTMA

12 noon-3pm - Bob Riley (27-Cary, N.C.-10 years)

'63 WFVG, '64 WFBS, '67 WFBS, '68 WTMA

3-7pm - John W. Towery (22-Concord, N.C.-2 years)

'71 WYCL (Jon J. Scott), WTMA (Jon J. Scott)

7pm-12 midnight - Bob Nash (33-Buffalo, New York-16 years)

WXRC-FM, AFRTS, 60 WNIA, '62 WABY, '63 WPET, WAIR, '66 WYMA

# CHARLOTTE



Charlotte, North Carolina, 37th Market Rank, Metro Population: 374,000, Total Population: 1,200,000 (12-County)

Ethnic Breakdown: Black - 30.3%, Spanish - less than 1%.

**HISTORY:** In 1768, Charlotte was incorporated, its extent was a 360-acre tract of land about 7/10 of a square mile. The town has named after Queen Charlotte, wife of England's King George III. During the Revolutionary War, the British General, Lord Cornwallis, occupied Charlotte for 16 days in the Fall of 1780. In 1799, gold was discovered and almost overnight Charlotte became mining capital of the United States and did not relinquish the position until the discovery of gold in California in 1849.

**THE ECONOMY:** One of the nation's major distribution centers, with 1,400 wholesale firms, which do aggregate business of more than \$4.5 billion. Primary industry is textiles, 115 companies, each with a net worth of \$1 million or more are home-officed here. Bank resources total more than \$6.5 billion, 652 manufacturing firms employ 37,620 persons. Charlotte is a major transportation center. 108 trucking firms operate from here. Over 350 trains pass through each week. 5 commercial airlines serve the area with

180 flights daily.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** University of North Carolina (Charlotte - 2,700), Queens College for Women (1,000), Davidson (1,000), Johnson C. Smith (1,043), Central Piedmont Community College (15,000), Belmont Abbey (535), Sacred Heart College (225)

**THE PEOPLE:** Majority of residents are non-native. Population is overwhelming Southern Baptist and very conservative. Democrats rule politically. The city is relatively clean...parks, freeways, and downtown buildings are expanding the city rapidly. Charlotte has the 4th highest per family income in the country. There are only a moderate number of long hairs and a goodly number of rednecks...creating some hassle. Liquor by the drink is still not available despite the fact a public referendum passed in favor of it. Basketball is the most popular sport in the city with the ACC (Atlantic Coast Conference) having some of the nations top teams from year to year. Charlotte Motor Speedway is the home of the World 600 Stock Car Race. The area is popular as a resort in the summer due to Lake Wilely and Norman, Lake Norman being the largest in the south. In winter, the Great Smokies Mountain Range provides excellent skiing. North Carolina has more radio stations than any other state in the nation.

**TWO RECOMMENDED HOTELS:** Ramada Inn North (airport), Cavalier Inn (downtown)

**COST OF LIVING:** Average price for bread: \$.39, regular gasoline: 38.9 cents, one bedroom apartment w/ pool: furnished - \$165, unfurnished - \$140, state sales tax: 4%, state income tax: 3% (graduated).

**DISC JOCKIES MAKE:** Lowest: \$125, Highest: \$400, Average: \$175-200

AM		
WAME	C & W	1480
WAYS	Top 40	610
WBT	Prog. MOR	1110
WGIV	Black	1600

WHVN	Religious	1310
WIST	Top 40	1240
WRPL	Top 40	1540
WSOC	MOR	930

FM		
WBT	Beautiful	107.9
WEZC	Beautiful	104.7
WRNA	Gold & Prog.	95.1
WSOC	C & W	103.7

**SPOTLIGHT ON**

WSOC, P.O. Box 2536, Charlotte, N.C.  
28201 372-0930

Format: Contemp. MOR

Freq.: 930 Power: 50

Owner: Cox Broad. Corp.

General Manager: Barry Noll

Sales Manager: George Peterson

Program Director: Phil Whitelan

Music Director: Denny Mills

News Director: Donald Lee

Chief Engineer: Buster Richardson

Head of Accounting: Mack Murphy

Age Target: 18-49

6-10am - Jack Knight (46-Charleston, S.C.-25 years)

10am-1pm - Denny Mills (28-Taylorsville, N.C.-10 years)

1-3pm - Phil Whitelaw (38-Buffalo, New York-16 years)

3-6pm - Mike Roszman (28-Delaware, Ohio-10 Years)

6pm-12 midnight - Glen Homrick (30-12 years)

12 midnight-6am - Rex Mason (26-8 years)

WBT 1 Julian Price Place, Charlotte, N.C. 28208 (704) 374-3751

Format: Contemp. MOR

Freq.: 1110 Power: 50,000

Owner: Jefferson-Pilot Broad.

Total Employees: 43

General Manager: Harold L. Hinson

Sales Manager: Collie Tarleton

Operations Director: Jack B. Petrey

Music Director: Mike V. Ivers

Policy: 36 singles. No LPs, promo men by appointment

News Director: Russ W. Ford (5)

Chief Engineer: Thomas L. Stutts

Head of Accounting: Gerald W. King

Age Target: 18-49

5-6am - Jim Patterson (48-Ashville, N.C.-32 years)

'40 WISE, '46 WMRN, '49 WLOS,

**WBT**

6-10am - Ty Boyd (41-Statesville, N.C.-26 years)

'46 WSIC, '49 WBCV, '50 WDNC, '51 WCHL, '56 WCHL, '61 WBT

10am-1pm - H.A. Thompson (29-Tenaflly, New Jersey-10 years)

'58 KOGO, '64 WFIN, '65 WSAV, '68 WSOC, '71 WBT

1-4pm - Geoff Fox (22-New York City-5 years)

'69 WSAR, '70 WMVM, WQXT, '71 WGMW, '72 WIRK, WBT

4-7pm - Mike Ivers (27-Nethuen, Mass.-5-1/2 years)

'67 WCAP, '68 WOTW, '69 WEIN, '71 WBT

8-12 midnight - Bob Lacey (23-New Haven, Connecticut-5 years)

'68 WRIB, WERI, '69 WPEP, WSAR, '70 WAAB, '71 WBT

WAYS 400 Radio Road, Charlotte, N.C. 28214 (704) 392-6191

Format: Top 40

Freq.: 610 Kc Power: 5,000

Owner: S.I.S. Radio Inc.

General Manager: Sis Kaplan

Station Manager: Stan Kaplan

Sales Manager: Ben Mann

Regional Sales Manager: Geo. Francis

Program Director: Jay Thomas

Music Director: John Lodge

Policy: 25-30 singles, about 60-65% Black in the survey. Very few LP cuts.

Promo men 10am-12 noon, Tuesday

News Director: John Kilgo (5)

Chief Engineer: Don Strawn

Head of Accounting: Muriel Beam

Age Target: 12-35

6-10am - Jay Thomas (24-New Orleans, Louisiana-5 years)

'68 WBSR, WKGN (MD), '69 WKDA, WAPE (PD), '72 WAYS (PD)

10am-2pm - John Lodge (21-Miami, Florida-8 years)

'65 WKKS (Larry Mowery), '68 WNXT, '69 WKAT, WNXT, '71 WLYF, '72 WKEE, '72 WDRQ, WAYS

2-6pm - Jim Madison (20-High Point, N.C.-5 years)

'68 WINX (Rick Price), '70 WPGC (Jim Madison), '71 WNOR, '72 WAYS

6-10pm - Mitch Braswell (25-Cullman, Alabama-8 years)

WFMH, WKUL, WKOY, WBBS, WSNC, WXQR, WNCT, WAYS

10pm-2am - Beau Mathews (22-Chapel Hill, N.C.-3 years)  
'69 WCHL (John Navin), '72 WLAV (John Navin), WAYS  
2-6am - Andy Wilson (21-Milwaukee, Wisconsin-3 years)  
'70 WOKY (MD), '71 WDRW (MD), '72 WAYS

WIST 1418 Elizabeth Avenue, Charlotte, North Carolina 28201 (704) 376-3511

Format: Top 40

Freq.: 1240 KHZ Power: 1,000

Owner: Statesville Broad. Co.

Total Employees: 24

General Manager: Herb Berg

Station Manager: Herb Berg

Sales Manager: Herb Berg

Program Director: Scott Christenson

Policy: 18-25 singles, 4-8 LP cuts at night Prefer promo men on Wednesdays, but still see and accept calls any day but Tuesday.

Music Director: L. Steven Davis

News Director: Karl Brackett (3)

Chief Engineer: Jeff Watts

Age Target: 12-35

6-9am - Dave Mac Dougall (23-Framingham, Massachusetts-4 years)

'69 WORC (Dave Mack), '69 WKOX, '70 WLOB, '72 WIST

9am-12 noon - Bob Burton (25-Strasburg, Virginia-2 years)

'70 WCPK (Dick Weirich), WOWI-FM (Dick Weirich), WHBG (Dick Weirich), '72 WIST



12 noon-3pm - Buddy Brown (22-Clarksdale, Mississippi-4 years)

'68 WKDL, '69 WDDT, '70 WMQM, '71 WIST

3-6pm - Scott Christenson (25-Minneapolis, Minnesota-5 years)

'68 WROX, WYSM, KDWB, '69 WLEE, WGH, '71 WIST

6-9pm - Gary Parks (28-Cleveland, Ohio-5 years)

'67 KSÉE, '69 WTEV-TV, '70 WLRO, '71 WGAR, WIST

9pm - 12 midnight - L. Steven Davis (23-Washington, D.C.-4 years)  
'69 WEZR (Jim Jacobs), WEEL (Jim Sterling), '70 WPIK (Jim Jacobs), '71 WEAM



12 midnight-6am - Dan Cook (30-Atlanta, Georgia-13 years)  
'60 WKTG, WBHB, '61 WORG, '62 WMOG, WAYX, '66 WRDW

WAM-E P.O. Box 1008, 2401 Wilkinson Blvd., Charlotte, N.C 28201 (704) 377-5916

Format: Country Music

Freq.: 1480 Power: 5,000

Owner: Mission Broadcasting

General Manager: Hap Henderson Pate

Station Manager: Hap Henderson Pate

Production Manager: Jerry Kearns

Copy Director: Jerry Kearns

Program Manager: Edd Robinson

Music Director: Bill Alexander

Policy: Top 50 singles, also play from Top 50 or so selling LPs. Promo men except 10am-3pm

News Director: Cloyd Allen Bookout

Chief Engineer: Ted Bryan

Head of Accounting: Carl McRorie

Age Target: Adults 18+

6-10am (Monday-Friday) - Bob Scott (26-St. Louis, Mo.-5 years)

'68 WIN-U, '69 WYNA, '71 WAM-E

10am-3pm - Bill Alexander

3-7pm - Edd Robinson (Dumont, New Jersey-11 years)

'61 WFUV-FM, '63 WSIC-WFMX-FM,

'64 WNNW, '66 WPIX-FM, '65 WERA,

'68 WAM-E

7pm-12 midnight - Anthony K. Martignon (33-St. Louis, Mo.-6 years)

'68 WGNU, '69 WSDM, '70 KHOH,

WSDS, '71 KBUY, '72 KQXI, WAM-E

12 midnight-6am - Bob Grayson

# CHATTANOOGA



Chattanooga, SMSA, Tennessee, 95th Market Rank. Metro Population: 305,768, City Population: 119,923 (1970 Census)

Ethnic Breakdown: Black - 16%.

**HISTORY:** Explored by DeSoto in 1540. First settled in 1828 at Ross' Landing. Incorporated in 1839 as Chattanooga. The city is believed to have been named by the Cherokee Indians. The name means "Rock Coming to a Point," describing Lookout Mountain which stands as a sentinel over the city. Scene of the decisive battles of Chickamauga, Lookout Mountain, Chattanooga and Missionary Ridge during the "War Between the States."

**ECONOMY:** Manufacturing - Over 590 manufacturers in vicinity employing approximately 52,000 and producing more than 1,500 classified products. Value added by manufacturing in 1969: \$741,600,000. Principal products: textiles, fabricated metals, chemicals, primary metals, food products, machinery, apparel, paper products, leather goods and many others. Insurance - Home offices of three major life insurance companies with combined life insurance in force of over \$13 billion. Banks - Five banks in the area. Tourism - More than 9 million visitors will see the "Scenic

Center of the South" this year. Historic Lookout Mountain and beautiful Lake Chickamauga are just two of the many reasons.

**COLLEGES UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** University of Tennessee at Chattanooga (4,920), Covenant College (2,72), Tennessee Temple (2,275), Chattanooga State Technical Institute (1,300), Southern Missionary College (1,414) Chattanooga State Area Vocational Technical School (20), Walker Tech. Vocational School (35).

**THE PEOPLE:** Chattanooga is a forward thinking community. The Chamber of Commerce and many community leaders are working toward making Chattanooga a better place to work and live. The Downtown Development Committee of this Chamber is quite active in redeveloping and revitalizing the downtown area. We feel that if the downtown isn't developed then the suburbs will not be able to survive.

**TWO RECOMMENDED HOTELS:** Numerous hotels in the downtown area.

**COST OF LIVING:** Average price for bread: \$.33, regular gasoline 29.9 cents, one bedroom apartment w/occl: unfurnished: \$125-\$175, state sales tax: 3-1/2%, no state income tax.

<b>AM</b>		
WDEF	MOR	1370
WDOD	C & W	1310
WDXB	Top 40	1490
WFLI	Top 40	1070
WGOW	Top 40	1150
WMDC	C & W	1450
WNOD	Black	1260
WRIP	Gospel	980

<b>FM</b>		
WDEF	MOR	99.3
WPCF	C & W	96.5
WLDM	Classical	106.5
WRIP	Progressive	105.5

## SPOTLIGHT ON -----

WDXB, Read House Hotel, Chattanooga, Tennessee 37402 266-1114

Format: Top 40

Freq.: 1490 Kh Power: 1,000

Owner: WDXB Broad. Co.

General Manager: Al Smith  
 VP Programming: Bob Todd  
 Sales Manager: Rome Benedict  
 Program Director: Johnny Walker  
 Music Director: John Reed  
 Policy: Top 30 singles, plus Top 10 LPs - Promo men any day by appointment  
 News Director: Michael Summers  
 Chief Engineer: Ron Wilson  
 Head of Accounting: Lois Geary  
 Age Target: 18-35

6-10am - Bob Todd (27-Battle Creek, Michigan-9 years)  
 '64 WKFR, '66 WLYV, WQXI (PD-MD), '67 CKLW, '69 WAKY (PD), '70 WGOW, WDXB (PD)  
 10am-2pm - John Prater (21-Chattanooga, Tennessee-4 years)  
 '68 WRIP, '68 WDXB (John Reed)  
 2-6pm - Tom Britton (24-Oxnard, California-5 years)  
 '67 KUDU (Johnny Bee), '69 KACY, '70 KAFY, KCPX  
 6-9pm - Johnny Walker (25-Louisville, Kentucky-8 years)  
 '65 WAKY, '67 KEWI, '68 WPTR, WMAK, '70 KCPX  
 9pm-1am - Max O'Brien (20-Chattanooga, Tennessee-2 years)  
 '70 WRIP-FM (PD), '71 WEDG (PD), '72 WDXB

WFLI Grady Drive, Chattanooga, Tennessee 37409 (615) 821-3555  
 Format: Contemporary  
 Freq.: 1070 Power: 50,000  
 Owner: WFLI, Inc.  
 Total Employees: 19  
 General Manager: William Bennis  
 Station Manager: Robert Bennis  
 Sales Manager: Dale Anthony  
 Program Director: E. Alvin Davis  
 Music Director: E. Alvin Davis  
 Policy: Around 25 singles, LPs especially at night. Open promo policy  
 News Director: Rodney Ripaff  
 Chief Engineer: Joe Potect  
 Head of Accounting: Fran German  
 Age Target: 15-30

5-9am - Michael Henry Martin (23-Madisonville, Tennessee-5 years)  
 '68 WKGN, '69 WNOX, '70 WKGN, '72 WFLI  
 9am-12 noon - Bill Rogers (22-Sioux Falls, So. Dakota-7 years)  
 '69 KISD, '70 KEXO, '71 WTTO, WEAM, '72 WFLI

12 noon-3pm - Mike Murray (25-Memphis, Tennessee-8 years)  
 '68 WHBQ (Mike ScudderO, '69 KEGL, WFLI, 3-6pm - E. Alvin Davis (27-Columbus, Ohio-9 years)  
 '65 WOHO, '67 KLEO, '70 WRNO, '72 WFLI  
 6-11pm - "Fast" Jimmy (19-Chattanooga, Tennessee-4 years)  
 '69 WRIP-FM, '70 WFLI  
 11pm-5am - Barry Jay (25-Fargo, S.D.-7 years)  
 '68 WFLI, '70 WAMS, '71 WFLI

WGOW, P.O. Box 974 Pineville Road, Chattanooga, Tennessee 37401 266-6141

Format: Current hits  
 Freq.: 1150 Power: 5,000 watts  
 Owner: Turner Comm. Corp.  
 Total Employees: 22  
 General Manager: J. Douglas Kimble  
 Station Manager: J. Douglas Kimble  
 Sales Manager: Ed Smith  
 Program Director: Ron Brandon  
 Music Director: Ron Brandon  
 Policy: 30-45 singles, some for day parts. Open policy except when on the air  
 News Director: Rick Upshaw  
 Chief Engineer: Gerald Bert  
 Age Target: 13-35

6-10am - J. Michael Graves (25-Arlington, Virginia-10 years)  
 '62 WARL, '63 WEAM, '69 KKUA, '70 WHFS (PD), '71 WEEL, WGOE, WRNC, WGOW  
 10am-1pm - Alan Moody (21-Florence, S.C.-8 years)  
 '64 WOLS, '72 WOXY, WXRY-FM, WGOW  
 1-4pm - Johnathon Berilla (27-Cleveland, Ohio-6 years)  
 '67 WMVO, '68 WGIL, '69 WINX, '70 WEEL, '71 WTMA, '72 WGOW  
 4-7pm - Ronnie Brandon (34-Memphis, Tennessee-16 years)  
 '58 WTUP, '61 WMOC, '62 WNOE, '63 WENZ, '65 WAYS, '68 WLEE, '70 WTVR, '71 WPDQ, '72 WGOW  
 7pm-12 midnight - Jason Bojohn (21-San Francisco, California-3 years)  
 '70 KSTN, '71 CKLG, '72 KELP, KTKT, WGOW  
 12 midnight-6am - Jack Daniels (23-Chattanooga, Tennessee-1-1/2 years)

'71 WDDO, WRIP, '72 WTTI, WGOW

WNOO, P.O. Box 5156 (1108 Hendricks Street), Chattanooga, Tennessee 37406 (615) 698-8617

Format: Heavy R & B

Freq.: 1260 Power: 1,000 Watts

Owner: WMFS, Inc.

General Manager: Fred Webb

Station Manager: David F. Oliver

Sales Manager: Raymond Hardin

Program Director: Emanuel Minton III

Music Director: Bobby A. Day

Policy: 44 singles-5 LPs, open promo policy

News Director: Lee Richardson (1)

Chief Engineer: Ronald Wilson

Head of Accounting: Essie Smith

Age Target: 18-35

Bobby Q. Day (33-Flint, Michigan-5 years)

WAMM, WWWS, KALO, KOKY, '72

WNOO

Frank J. Jackson (29-Chattanooga, Tennessee-9 years)

'63 WNOO

PM Drive - Emanuel Minton III

(24-Warren, Arkansas-5 years)

KALO, WNOO

## CHICAGO



Chicago, Illinois, 2nd Market Rank.  
SMA - 8-county area: 7,709,000

Ethnic Breakdown: Non-White: 18.7%

**HISTORY:** Chicago was founded

March 4, 1837 by Jean Du Sable — a

black man. The town consisted of a

factory, a trading post, a few frontier

stores and 4, 70 pioneers. Indians gave

it the name more than 300 years ago.

Cheacagou meaning "strong smelling

wild onions of the mud flats," when

literally interpreted.

**THE ECONOMY:** This is the

midwest's major industrial, business,

banking, government, transportation,

educational and communications and

cultural center.

**COLLEGES, UNIVERSITIES, ARMY**

**BASES, OTHER INSTITUTIONS:** U

of Chicago, Loyola University,

Roosevelt University, Northwestern

University, De Paul University Great

Lakes Naval Base, Fort Sheridan —

Army Post.

**THE PEOPLE:** Politics — historically

Democratic, currently undergoing a

more Republican influence.

Predominantly Democrat. Population

is forward thinking.

**TWO RECOMMENDED HOTELS:**

Marriott (airport), Palmer House

(downtown).

**COST OF LIVING:** Average price for

bread: \$.35, regular gasoline: 43.9

cents, one bedroom apartment

w/pool: unfurnished: \$200-\$250  
(suburbs), state sales tax: 5%, state  
income tax: 1-1/2%.

AM		
WAIT	Beautiful	820
WBMM	All News	780
WSBC	F. Language	1240
WCFL	Top 40	1000
WCRW	F. Language	1240
WEDC	F. Language	1240
WGN	MOR	720
WGRT	Black	950
WIND	Prog. MOR	560
WJJD	C & W	1160
WLS	Top 40	890
WMAQ	MOR	670
WNUS	Beautiful	1390
WBEE	Jazz/Gospel	1570
WCGO	Temp. MOR	1600
WEAW	MOR	1330
WEFF	Prog.	1430
WLTD	MOR	1590
WMPP	Black	1470
WOPA	Spanish	1490
WTAQ	Variety	1300
WVON	Black	1450

FM		
WBMM	Prog. Rock	96.3
WCLR	MOR	101.9
WDAI	Prog. Rock	94.7
WDHF	Beautiful	95.5
WEAW	MOR	105.1
WEFM	Classical	99.5
WFMF	Beautiful	100.3
WFMT	Classical	98.7
WGLD	Prog. Rock	102.7
WJJD	Country	104.3
WKFM	MOR	103.5
WLAK	Beautiful	93.9
WMAQ	Pop Stand.	101.1
WNIB	Religious	97.1
WNUS	Beautiful	107.5
WSDM	Jazz/Rock	97.9
WXFM	Variety	105.9
WXRT	F. Language	93.1
WEAW	MOR	105.1
WEFF	Prog.	103.1
WLNR	Beautiful	106.3
WTAS	MOR	102.3
WMMM	MOR	92.7
WXFM	Variety	105.9
WYEN	MOR	106.7
WYCA	Gospel	92.3

#### SPOTLIGHT ON-----

WFMF, 875 N. Michigan, Chicago,  
Illinois 60611 787-3900

Format: MOR  
Freq.: 100.3 Power: 6,200H - 6,200V  
Owner: Century Broad. Corp.  
General Mgr.: Darrell Peters  
Station Mgr.: Darrel Peters  
Program Director: Frank Lee  
Music Director: Frank Lee  
Chief Engineer: Dave Collins  
Head of Acctg: Jesse Grigsby  
Age Target: 35-49

WCFL 300 North State Street,  
Chicago, Illinois 60610 222-1000  
Format: Contemporary  
Freq.: 1,000 Power: 50,000  
Owner: Chicago Fed. of Labor  
General Manager: Lew M. Witz  
Sales Mgr.: Ralph Trieger  
Program Director: Lew M. Witz  
Music Director: Nick Acerenza  
News Director: Mike Rollins  
Chief Engineer: Jim Loupas  
Head of Acctg.: Bill Gilleran  
Age Target: 18-49

WIND 625 No. Michigan Avenue,  
Chicago, Illinois 60611 527-2170  
Format: Prog. MOR  
Freq.: 560 Power: 5,000  
Owner: Westinghouse  
Total Employees: 65  
General Mgr.: Philip E. Nolan  
Station Mgr.: Philip E. Nolan  
Sales Manager: Roy C. Lindaw  
Local Sales Manager: Neal Wud  
Program Director: Robert Mooney  
Music Director: Herb Nestler  
News Director: Ed Dorsey (12)  
Chief Engineer: John Tolleson  
Head of Accounting: A.V. Firth  
Age Target: 18-49

5:30-10am - Ron Britain  
(34-Louisville, Kentucky-20 years)  
10am-2pm - Chuck Benson  
(39-Aurora, Illinois-17 years)  
2-6pm - Dick Williamson (40-Chicago,  
Illinois-18 years)  
6-10pm - Bob Del Giorno  
(32-Syracuse-13 years)  
10pm-12 midnight - Dave Baum  
(34-Cincinnati-10 years)  
12 midnight-5:30am - Larry Johnson  
(39-Nashville-23 years)

WJJD 8 S. Michigan Avenue, Chicago,  
Illinois 60603 (312) 782-5466  
Format: C & W  
Freq.: 1,160 KHz Power: 50,000

Owner: Clough Broadcasting  
 General Mgr.: George Dubinetz  
 Station Manager: Roy Stingley  
 Sales Manager: Al Greenfield  
 Program Director: Roy Stingley  
 Music Director: Roy Stingley  
 Policy: 50 singles plus 10 up and comers. Open promo man policy  
 News Director: Reese Richards (3)  
 Chief Engineer: Don Jeffers  
 Head of Acctg.: Ms. Veronica Kmetz  
 Age Target: 18-65

6-10am - Art Nelson (46-Corsicana, Texas-30 years)  
 KLIF, KFVB, KEWB, WJJD  
 10am-12 noon - Roy Stingley (Southern Ohio-21 years)  
 12 noon-3pm - Chuck Wheeler (30-Toledo, Ohio-10 years)  
 WOHO, KLIF, WTOD, KCKN, WJJD  
 3-7pm - Ted Clark (42-23 years)  
 WTVJ, WAME, WQXI, WFUN, WQAM, WKNR, WEAM, WJJD  
 7pm - 12 midnight - Jim Wight (28-Rogers, Ark.-8 years)  
 KAKC, KELI, WOHO, WTOD, WMIN & WEEY-FM, WJJD  
 12 midnight-6am - Rich Osborn (42-Spokane, Washington-21 years)  
 KXLL, KOYN, KORD, KAYO, WJJD

WGRT 221 North La Salle Street, Room 526 Chicago, Illinois 60601  
 726-1932  
 Format: Black  
 Freq.: 950 Power: 1 KW  
 Owner: Atlss Communications  
 Total Employees: 25  
 General Manager: Theodore Jones  
 Station Manager: Theodore Jones  
 Sales Manager: Howard Parkus  
 Program Director: Sonny Taylor  
 Music Director: Sonny Taylor  
 Policy: 25 current records with 8 to 10 LP cuts. Promo men on Tuesdays or anytime if something important comes up.  
 News Directors: Bob Alexander/Mike Sullivan (2)  
 Chief Engineer: Carl Ulrich  
 Head of Acctg.: Irene Matzer  
 Age Target: 18-39

6-10am - Don St. John (24-Los Angeles, California-5 years)  
 10am-1pm - Richard Steele (30-Chicago, Illinois-5 years)  
 WTOY, WYLD, WGRT

1-4:30pm - Vern Blagmond (44-Baltimore, Md.-22 years)  
 Weekends - Ron Rodgers (27-Chicago, Illinois-5-1/2 years)  
 WOPA, WMPP, WNOV, WGRT  
 Weekends - Sonny Taylor (32-New York-8 years)  
 '65 WVOD, '66 KXLW, WNJR, '68 WGLI, '71 WINZ, WNHC, WWRL, '72 WGRT

WGLD 408 S. Oak Park Avenue, Oak Park (Chicago), Illinois 60302 (312) 626-2242  
 Format: Prog. Top 40  
 Freq.: 102.7 mhz Power: 6,000 w.  
 Owner: Sonderling Broad. Co.  
 Total Employees: 30  
 General Mgr.: Charles E. Manson  
 Station Manager: Disney Scheider  
 Policy: 20-26 singles, 10-18 albums. All night show total LPs. Prefer promo men Tuesdays and Wednesdays but fairly open  
 Chief Engineer: Sidney Schneider  
 Head of Acctg.: Mickey Salapatas  
 Age Target: 12-34

5:30-10am - Peter Collins (19-Cincinnati, Ohio-2 years)  
 WKRC-TV, WBBM-FM, '72 WGLD  
 10am-3pm - Morgan Moore (24-Reno, Nevada-3 years)  
 '71 WGLD  
 3-7pm - Dwight Cook (21-Bradenton, Florida-4 years)  
 69 WKKX, '69 WLCY, WYND, '70 WSRF, '71 WGLD  
 7pm-12 midnight - Tony Rugero (32-Chicago, Illinois)  
 WJOB, '72 WGLD  
 12 midnight-5am - Bob Shulman (24-3 years)  
 '69 WICB-FM, '71 WGLD  
 6-11am - Saturday - Bruce Lang (24-2 years)  
 '71 WEXI, WIND, WBBM-FM, '72 WGLD

WGN 2501 Bradley Place, Chicago, Illinois 60618 (312) 528-2311  
 Format: Talk, popular music, sports, news  
 Freq.: 720 Power: 50,000 watts  
 Owner: WGN Continental Broadcasting Company  
 Total Employees: 202  
 General Manager: Marvin H. Astrin (Exec. VP and GM)

Sales Manager: Donald A. Getz  
 Program Director: Robert Henley  
 News Director: Charles Harrison (12)  
 Chief Engineer: Woodrow R. Crane  
 Head of Accounting: Justin N. Liss  
 (Controller)  
 Age Target: mid-20's up

5:30-10am - Wally Phillips (Cincinnati, Ohio-25 years)

'47 WJEF, '48 WSAI, '50 WCPO, '52 WLW, '56 WGN

10am-12 noon - and 1-2pm - Roy Leonard (Hingham, Massachusetts-22 years)

'53 WKOX, '56 WHDH, '58 WNAC, '67 WGN

2-4pm - Eddie Hubbard (Baltimore, Maryland-30 years)

'42 WITH, WIND, '47 NBC, '56 WGN

4-7pm - Bill Berg (Chicago, Illinois-16 years)

WTVO, WASK, WTAX, WCAR, WFOX, WIND, '71 WGN

7-8pm - John Mallow (Spokane, Washington-38 years)

KFIO, KPPY, KOMO, '44 WGN

10:05-10:55pm - Tues-Fri;  
 10:05pm-1am - Mon.; 10-11pm, Sat & Sun. - Joseph Andres (Milwaukee, Wisconsin-31 years)

'41 WMAM, '42 WKBH, '45 WMLO, WISN, WMAW, '50 WBBM, '68 WGN

11:05pm-5am, Tues-Sat;  
 11:05pm-5:30am Sun. - John Doremus (Sapulpa, Oklahoma- 21 years)

'51 KOME, '52 KRMG, '54 KVOO, '57 WKY, '58 WIND, '59 WMAQ, '65 WAIT, '72 WGN

WLS 360 N. Michigan Avenue, Chicago, Illinois 60601 782-2002

Format: Top 40

Freq.: 890 khz Power: 50,000 watts

Owner: Amer. Broad. Co.

Total Employees: 75

Vice President and General Manager: Paul Abrams

Operations Manager: Mike McCormick

Sales Managers: General Sales Manager - Jim Joslyn, Sales Manager- Larry Divney

Production Director: Tommy Edwards

Music Director: Dick Sainte

Policy: 20-30 singles. Some LP cuts, Promo policy - Chicago based promo men - Wednesdays. National - regional men by appointment

News Director: Phillip B. Hayes (14)

Chief Engineer: Don Amell

Head of Acctg.: Charles Rimkus

Age Target: 12-49

5-9am - Charlie Van Dyke (26-Dallas, Texas-12 years)

KHJ, KGB, KFRC, CKLW, KLIF (PD), KVIL

12 noon-3pm - Dick Sainte (30-McMinnville, Oregon-10 years)

KHJ, KRLA, KFRC, KGB, KISN, WIFE

3-6pm - J.J. Jeffrey (30-Brunswick, Maine-15 years)

WFIL, WRKO, WMEX, WAYS, WJAB, WCME

6-9pm - John Landecker (25-Ann Arbor, Michigan-3-1/2 years)

WIBG, WILS, WERX, WTRX, WOAI

9pm-1am - Bill Bailey (26-Chicago, Illinois-7 years)

WWDJ, WDIA, KMOX, KWK, WCHB, WVON

1-5am - Chuck Knapp (27-Fergus Falls, Minnesota-8 years)

WQXI, WIXY, WRKO, QOWB

Weekends - Tommy Edwards (28-Topeka, Kansas-13 years)

WOR-FM, WEAM, KEWL, KTOP

WDAI 360 North Michigan Avenue, Chicago, Illinois 60601 782-6811

Format: Prog. Rock

Freq.: 94.7 Power: 6.1 KW

Owner: Amer. Broad. Co.

Total Employees: 35

General Mgr.: Roger Turnbeaugh

Station Mgr.: Roger Turnbeaugh

Sales Manager: James Smith

Program Director: James Davis

Music Director: Judy Helm

Policy: Top 75 LPs and Top 50 singles which pertain to format. Promo men on Monday, Tuesday and Friday

News Director: Ron Hill (1)

Chief Engineer: Glen Clark

Head of Accounting: Laverne Bachorski

Age Target: 16-28

6-10am - James M. Kerr (19-Detroit, Michigan-6-1/2 years)

'67 WYNZ, '68 WHMI, '69 WNRS, '71 WLOF, WORJ, WAAM, WKNR, WCAR, '72 WDAI

10am-2pm - Robert Brown (25-Chicago, Illinois-8 years)

'64 WIRK, '66 WQAM, '67 WSSV, '69 WLEE, '70 WTVR, '71 WCLR, '72

## CINCINNATI

### WDAI

6-10pm - Ed Romig (23-Redding, California-5 years)  
'67 KVCV, '68 KVIP, '69 KRDG, KFIG (PD), '72 WDAI

WMAW Merchandise Mart, Chicago, Illinois 60654 644-8300

Format: Prog. MOR

Freq.: 670 Power: 50 kw

Owner: Nat. Broad. Co.

Total Employees: 60

Vice President and General Manager: Dennis R. Israel

Sales Manager: Craig Magee

Program Director: Lee Davis

Music Director: Ed Cerny

Policy: Approximately 50 current non-rock hits, with LP cuts old and new

News Director: Frank Barnako

Chief Engineer: Hal Whitteberry

Head of Acctg.: Jay Childs

Age Target: 18-49

6-10am - Howard Miller (50-Chicago, Illinois-25 years)

'47 WIND, '68 WCFG, '69 WGN, '72 WMAW

10am-2pm - Joel Sebastian (40+-Detroit, Michigan-15 years)

'57 WNHC, WKNR, WXYZ, WINS, KLAC, '65 WCFL, '70 WLS, '72 WMAQ

2-6pm - Clark Weber (40+-Milwaukee, Wisconsin-17 years)

'55 WAUX, '56 WBKV, '57 WRIT, '60 WLS, '69 WCFL, '71 WMAQ

6-8pm - Pat Sheridan (40+-Milwaukee, Wisconsin-21 years)

'51 WHA, '55 WAUX, '57 WCAR, '62 WBBM, '64 WMAQ

8pm-12 midnight - Jim Stagg (30+-Birmingham, Alabama-13 years)

'59 WYDE, '60 WIGB, '61 KYA, WOKY, '62 KYW, '64 WCFL, '71 WMAQ

12 midnight-6am - Jim Hill (40+-Chattanooga, Tennessee-22 years)

WDEF, '58 WMAQ



Cincinnati, 21st Market Rank.  
Population: 1,396,400.

Ethnic Breakdown: Black - 153,980

**ECONOMY:** Located in southern Ohio, on the Ohio River, 244 miles southeast of Cleveland, 284 miles west of Pittsburgh, 108 miles east of Indianapolis, and 110 miles northeast of Louisville. The economy is fairly well diversified with leading industries including manufacture of machine tools (Cincinnati Machine Tool), soap (Procter and Gamble - a major employer), and playing cards (American and Gibson). Other important products include cans (Continental Can Co.), chemicals (Hyde Park Clothing), coffins, motors and machinery (GM-Chevrolet), steel mill products, valves, jet engines (G.E.), malt (Burger, Hudepohl, and Schoenling Breweries), cosmetics (Alberto-Culver and a new Avon plant), meat packing (Kahns), paper products (Cincinnati Milling), and plastics. Major tourist attraction, outside of the standard zoos, parks, and museums, is King's Island, a brand new amusement park opened this year. Principa schools include the University of Cincinnati (19,000 students), Xavier University (2,000), and Thomas More College (1,200).

**THE PEOPLE:** The city is known as a follower, rather than a leader.

attitudes are described as conservative. Major ethnic groups include Germans, Irish, and Italians. The city is made up of many smaller communities who actually have their own separate annual parades and festivals. The Catholic religion is dominant, as are the Republicans, a situation which is now easing. The downtown area is undergoing a massive and expensive renovation, spotlighted by the newly completed Fountain Square. Erosion to the suburbs has not been as evident here as in other cities of comparable size, probably due to the very liveable conditions. Crime is not a great problem, pollution is mostly limited to the Ohio River, and integration is providing a workable neighborhood situation. The police department, headed by a relatively new chief, is progressive and causes no particular hassles of longhairs or others. The city is old and could be compared to St. Louis or Louisville, but is basically a clean town. Night life is average. 18 year olds are allowed to drink (3.2% beer only), and Sunday drinking has just been OK'd. Repeal of tax was voted down.

**COST OF LIVING:** Reasonable, ranked 24th among major US cities. One bedroom furnished apartments average \$150. Regular gas is currently selling for \$.33 per gallon, gas wars and Kentucky's prices keep the situation competitive. Jock salaries range as high as \$30,000 per year (\$175/week is the AFTRA minimum), top forty jocks average \$300-\$325.

AM		
WCIN	Black	1480
WCKY	Beautiful	1530
WCW	C & W	1320
WKRC	MOR	550
WLW	MOR	700
WNOP	Jazz/Talk	740
WSAI	Top 40	1360
WVBE	C & W	1230
WZIP	C & W	1050

FM		
WEBN	Prog. Rock	102.7
WKRQ	Top 40	101.9
WLQA	Beautiful	98.5
WLYK	Beautiful	107.1
WSAI	Prog. Rock	94.1
WUBE	Country	105.1

WWEZ Beautiful 92.5

**SPOTLIGHT ON-----**

WKRQ 1906 Highland Avenue, Cincinnati, Ohio 45202 (513) 421-1750

Format: Top 40

Freq.: 101.9 Power: 25,000

Owner: Taft Broadcasting

Total Employees: 30

General Manager: Jack Chapman

Station Manager: Jack Chapman

Sales Manager: Dave Martin

Program Director: Chris Bailey

Policy: 20-30 current singles, no LP cuts

Music Director: Chuck Morgan

News Director: Charles C. Bolland (1)

Chief Engineer: Ray Owens

Age Target: 18-34

6-10am - Chuck Morgan (21-Erie, Pennsylvania-3 years)

'69 WWGO, WCKK, '71 WWYN, WMEE, '72 WAMS, WKRQ

10am-2pm - Bob Owens (20-Canton, Georgia-5 years)

'67 WCHK, '69 WYNX, '70 WBHF, WFOM (Chuck Stevens), '71 WQXI, '72 WKRQ

5-9pm - J. Michael McKay (25-Kenosha, Wisconsin-5 years)

WRJN (Paul George), WGRD (Tom Rivers), WLAV (Tom Rivers), WIFE, WKRQ

2-5pm - Chris Bailey (31-Las Vegas, Nevada-15 years)

'57 KENO, '67 WUBE, '68 KDWB, '70 WRIT, WRKO, '72 KCBQ, WKRQ

9pm-12 midnight - Dan Lundy (24-Sandwick, Illinois-5-1/2 years)

'67 WJRC (Dan Scott), '68 WITY (Dan Scott), '71 WLTH (Dan Scott),

WEBN 1050 Considine Avenue, Cincinnati, Ohio 45205 (513) 251-3000

Format: Form. Prog.

Freq.: 102.7 Power: 20,000 watts

Owner: Circe Comm., Inc.

Total Employees: 23

General Manager: Frank Wood

Station Manager: Frank Wood

Sales Manager: John P. Otting

Program Director: Frank Wood, Jr.

Music Director: Mary Decioccio

Policy: 25 current singles. About 33 current LPs. Promo men seen Monday and Tuesday

News Director: Dave Howe (1)

Chief Engineer: Fred Williams

Head of Acctg.: Louise Rainier  
Age Target: 18-35

6-10am - Dave Howe (37-Cincinnati, Ohio-12 years)

'60 WTWN, '61 WIKE, WFLR, '63 WCKY, '73 WEBN

10am-1pm - Chris Gray (23-Cincinnati, Ohio-3-1/2 years)

'69 WBUK (David Morgen), '70 WNCR, WCUY, '71 WEBN

1-5pm - Geoffrey Nimmo (25-Cincinnati, Ohio-2 years)

'69 WFIB, '70 WEBN

5-7pm - Frank Wood (Bo)

7-11pm - Denton Marr

11pm--3am - Ty Williams (37-Cincinnati, Ohio-13 years)

'59 WNOP, '67 WPGF, '71 WAEF, WEBN

Weekends - Peter Bright (25-Cincinnati, Ohio-6 years)

'66 WFIB (Peter Breidenbach), '67 WPFB, '69 WAVI, WDAO (Peter Bryan), '70 WCHB, WCCV-FM (Jerry Pace), '70 WEBN-FM

WUBE 225 E. 6th Street, Cincinnati, Ohio 45201 (513) 621-6960

Format: Modern Country

Freq.: 1230 Power: 1,000 Watts

Owner: Kaye/Smith

General Manager: Bill Jenkins

Station Manager: Bill Jenkins

Sales Manager: Dick French

Program Director: Larry Boelter

Music Director: Jack Reno

News Director: Don Terry

Chief Engineer: Tom Sullivan

Head of Accounting: Joyce Bengé

Age Target: All ages

5-9am - Dave Bunce (28-Cincinnati, Ohio-4 years)

'68 WSAI, WUBE

12 noon-3pm - Paul Albert (24-Rochester, New York-5 years)

'68 WCMF, '69 WNYR, '70 WWOL (Jack Daniels), '72 WUBE (Paul O'Brien)

7pm-12 midnight - David W. Scott (29-Mobile, Alabama-5 years)

WBCA, WABB, WYDE, WUBE

12 midnight-5am - Jim Beam



9am-12 noon - Jack Reno (35-Bloomfield, Iowa-15 years)

KLLL, KWNT, WXCL, KCKN, KDRO, KTHS, KDKD, KBIZ, KCOG, KJPW, KLEE, WHOW, KWTO

WSAI West 8th and Matson Place, Cincinnati, Ohio 45205 251-5700

Format: Top 40

Freq.: 1360 Power: 5,000

Owner: Pac. & So. Broad. Co.

Total Employees: 60

General Manager: Jack Carnegie

Station Manager: Jack Carnegie

Sales Manager: William Dallman

Program Director: Roy Cooper

Music Director: Roy Cooper

Policy: Promo men on Monday afternoon

News Director: Doug Anthony (4)

Chief Engineer: Mark Ehrhardt

Head of Acctg.: Pat Breuer

Age Target: 8-34

6-10am - Dick Biondi (Endicott, New York)

'58 WKBW, '60 WLS, '63 KRLA, '65 KRLA, '67 WCFL, '72 WSAI

12-6am - Randy Robins (Tyler, Texas)

'62 KDOK, KEJZ, '63 WIL, '65 KFJZ, '68 WQXI, '70 KIMN, '72 WSAI

8am-12 noon - Buddy Baron (Jacksonville, Florida)

'68 WMBR, '71 WGST, '72 WQXI, WSAI

4-8pm - Bob Goode (Lamar, Colorado)

'63 KLMR, '66 KSEL, '69 WIFE, '70 WSAI

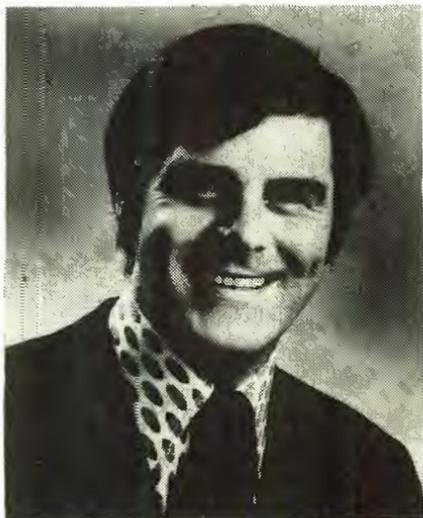
WKRC 1906 Highland Ave.,  
Cincinnati, Ohio 45219 421-1750  
Format: Prog. MOR  
Freq.: 550 Khz Power: 5,000  
Owner: Taft Broadcasting Co.  
Total Employees: 30  
General Manager: Jack Chapman  
Station Manager: Jack Chapman  
Sales Manager: David Martin  
Program Director: Jerry Thomas  
Music Director: Gene Warman  
Policy: 50 current singles, 20 LP cuts,  
30 oldies  
News Director: Charles Boyland  
Chief Engineer: Ray Owen  
Head of Acctg.: Dee Holtzclaw  
Age Target: 25-40

6-10am - Stan Matlock (26 years)  
WCKY  
10am-2pm - Jerry Thomas (15 years)  
WBLG, WINN  
2-6pm - Rich King (19 years)  
KFMB, KWK, WOKY  
6-11pm - Ted McKay (26 years)  
WKNA

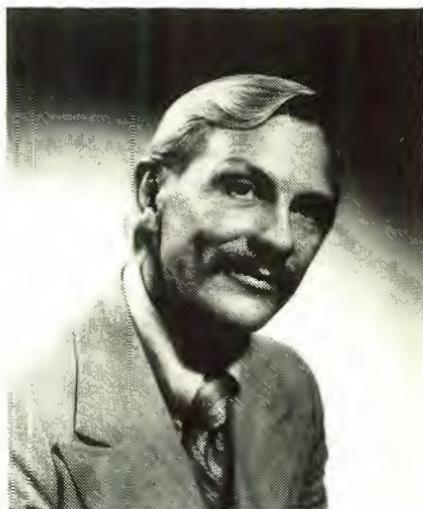
WLW 140 w. 9th St., Cincinnati, Ohio  
45202 (513) 241-1822  
Format: Contemp. MOR  
Freq.: 700 Power: 50,000  
Owner: Avco Broadcast., Inc.  
Total Employees: 51  
General Manager: Charles K. Murdock  
Station Manager: Charles K. Murdock  
Sales Manager: William Miller (Gen.),  
Jim Meyer (local)  
Program Director: Dan Clayton  
Music Director: Dan Clayton  
News Director: Don McMullin  
Chief Engineer: Jim Hampton  
Head of Acctg.: Armanda Willmann  
Age Target: 18-49

6-10am - James Francis Patrick O'Neill  
(44-Casper, Wyoming-29 years)  
'43 KORN, '47 WVTM, '48 KOWH,  
'56 KFBI, '58 WONE, '59 KWG, '60  
KSTN, '61 KDWB, '67 WLW  
10am-3pm - Jockey Joe Kelley  
(33-Canton, Ohio-18 years)  
'56 WARU, '58 WJHL, '59 WKGN, '60  
KTRN, '61 WKGN, '62 WKYE, '63  
WLS, '64 WIFE, WKAZ, '65 WJHR,  
'68 WONE, '69 WLW  
3-7pm - Bob Beasley (45-Detroit,  
Michigan-26 years)  
'60 WEXL, '63 WPON, '66 WTMJ, '69  
WWJ, '71 WMAQ, '72 WLW

7pm-12 midnight - Jim LaBarbera  
(30-Pittsburgh, Pennsylvania-9 years)  
'63 WCED, '64 WWGO, '66 WKYC,  
'68 WIXY, '69 WLW, '72 KTLK, WLW  
12 midnight-5am - Nick Young  
(23-Princeton, Illinois-4 1/2 years)  
'68 WZOE, '70 KTGR, '72 WLW



Bob Braun/WLW



Fill-in - Dan Clayton (33-Sedro  
Woolley, Washington-10 years)  
'62 KDEO, XEAU, KENO, '65 KBTR,  
'67 WPOP, '70 KRIZ, '71 WLW

# CLEVELAND



Cleveland, 12th Market Rank.  
Population: 2,090,300

Ethnic Breakdown: Black - 338,141

**ECONOMY:** Located in northern Ohio in a triangle formed by Detroit, Pittsburgh, and Buffalo, on the south shore of Lake Erie. The city is heavily industrial and known primarily for iron and steel production, with Jones & Laughlin and Republic Steel having the greatest number of employees. Other major employers include General Motors (largest Vega plant in the country), General Electric (household appliances), and the Ford Motor Company. Other important products include aircraft (TRW), electrical equipment, paints (Sherwin-Williams), chemicals, and apparel. The city has gained increasing importance as one of the major lake ports and is known as a prime trucking area. Most of the city's industry is centered on the half-mile wide Cuyohoga River Valley which runs through the center of town. Cleveland is represented by professional teams in baseball (Indians), football (Browns), soccer (Stokers), and hockey (Barons). There are no major historical sites, although there are many city and metropolitan parks (including Cedar Point and the Cleveland Zoo). University Circle, a 500-acre complex for art, education, and medicine, is the

primary tourist attraction. Major schools include Case-Western University (4,000 students), Cleveland-Marshall Law School, Baldwin-Wallace College (2300), John Carroll U (2400), and Cleveland State (10,000).

**THE PEOPLE:** Being primarily an industrial city, there are a great many blue collar workers, much like Cincinnati. The city's population is steadily getting younger; almost 40% of the people are under 20. Growth is centered in the suburbs where most of the tax money is spent, leaving little for services in the downtown area. Major gripes are for better city transportation and school improvement. Pollution is heavy, both in the air and in Lake Erie, which is unwinnable. The situation has improved little over the past year, despite public discontent, because of the relatively small fines imposed on offenders. Unemployment has not been a major problem except with city police and firemen because of the lack of tax money. Already established integration has meant no hassles with bussing. The city is also known for its large Polish population. Attitudes are fairly balanced between conservatives and liberals; McGovern carried Cuyahoga County in the recent primary, although Humphrey won statewide. Due to the lack of large college populations, there have been no demonstrations or negative attitudes toward longhairs.

**COST OF LIVING** Ranked 8th among major U.S. cities, slightly higher than the national urban average. A one-bedroom furnished apartment will cost \$175 on the average. Regular gas is selling for \$.38/gallon. Sales tax is 4 1/2% in the county, with a 1% city tax, and a graduated state income tax. Property taxes are high due to the movement to suburbs. Union base for jock salaries starts at \$257.50 per week, with annual salaries reaching \$40,000. Top forty jocks average \$275-\$300.

AM		
WABQ	Black	1540
WELW	C & W & Talk	1330
WERE	Talk-Sports	1300

WGAR	Top 40	1220
WHK	Beautiful music	1420
WIXY	Top 40	1260
WJMO	Black	1490
WJW	MOR	850
WKYC	MOR	1100
FM		
WCLV	Classical	95.5
WDBN	Beautiful music	94.9
WDOK	Show tunes	102.1
WELW	Top 40	107.9
WGCL	Contemporary	98.5
WKYC	Beautiful music	105.7
WLYT	Contemporary	92.3
WMMS	Prog. rock	100.7
WNCR	Prog. rock	99.5
WQAL	Beautiful music	104.1
WXEN	Various ethnic	106.5
WZAK	Various ethnic	93.1

## SPOTLIGHT ON-----

WIXY 3940 Euclid Avenue  
Cleveland, Ohio 44115 391-1260

Format: Pop Rock

Freq.: 1260 Power: 5,000 watts

Owner: Globetrotter  
Communications, Inc.

Total Employees: 47

General manager: Norm Wain

Sales Manager: Dick Bremkamp

Program Director: Chuck Dunaway

Music Director: Marge Bush

Policy: 35-40 singles, 6-10 LP cuts.

Promo men seen on Mondays.

News Director: Roger Daniels (2)

Chief Engineer: Bob Steiger

Head of Accounting: Sally Fisher

Age Target: 18-34

5:30-10am - Mike Reineri  
(30-Pittsburg, Kansas-15 years)

WPDQ, WJJD, '67 WIXY

10am-2pm - Bob Shannon  
(30-Ontario, Canada-8 years)

WKBW, WKYC, KXOK, KJR,  
KRUX, '72 KJR

2-4pm - Chuck Dunaway  
(36-Houston, Texas-18 years)

WABC, KLIF, KILT, WKY, '68  
WIXY

4-8pm - Terry Stevens (27-Sioux  
Falls, S.D.-7 years)

KFMX, KKLS, KELO, '72 WIXY

8pm-12 midnight - Jeff McKee  
(21-Omaha, Neb.-5 years)

WRIT, WPDQ, KRCB, KOIL, '71  
WIXY

12 midnight-5:30am - Mike Kelly  
(25-Provo, Utah-4 years)  
WFDF, KNAK, '71 WIXY

WGAR Broadcast Park, 9446  
Broadview Road, Cleveland Ohio  
44147 526-6700

Format: Top 40

Freq.: 1220 Power: 50,000 watts

Owner: Nationwide Communications,  
Inc.

Total Employees: 45

General Manager: Richard Janssen

Sales Manager: Art Caruso

Program Director: John C. Lund

Music Director: Chuck Collier

Policy: 35 currents - heavy gold, No

LP cuts, Open promo man policy.

News Director: Brian Beirne (10)

Chief Engineer: Jack Sellmeyer

Head of Accounting: Don Batke

Age Target: 18-49

6-10am - John Lanigan (30-Ogallala,  
Nebraska-13 years)

KTLN, KVOR, KDEF, KHOW,  
KRUD, WGAR

10am-1pm - Joe Mayer  
(46-Cleveland, Ohio-20 years)

WAKR, WDOK, KYW, WKYC,  
WHK, WGAR

1-4pm - Chuck Collier  
(25-Cincinnati, Ohio-9-1/2 years)

WSRW, WMWM, WONE, WSAI,  
WGAR

4-8pm - Jaan Torv (26-Sydney,  
Australia-7 years)

2SM (Australia), WGAR

8pm-12 midnight - Stoney Richards  
(23-Detroit, Michigan-3 years)

WPON, WEXL, WDET-FM,  
WWW-FM, WGAR

12 midnight-6am - Norm N. Nite  
(31-Cleveland, Ohio-11 years)

WHK, WLRO, '68 WGAR

WJW 118 St. Clair Avenue, N.E.  
Cleveland, Ohio 44114 781-8500

Format: Personality, Music,  
Conversation

Freq.: 850 Power: 10,000

Owner: Storer Broadcasting  
Company

Total Employees: 55

General Manager: Charles Renwick

Station Manager: Jules Blum

Sales Manager: National - Jules  
Blum, Local - Richard Matthews

Program Director: Robert D. West

# COLORADO SPRINGS



Colorado Springs, Colorado, Metro  
Population: 275,000, Total City  
Population: 155,000

Ethnic Breakdown: Black - 7,045,  
Spanish - 11,874, Indians - 334,  
Oriental - 532, Other - 675

**HISTORY:** Founded in 1871 by  
General William J. Palmer. The sixth  
fastest growing city over 100,000 in  
the U.S.

**ECONOMY:** Electronics, technical,  
military, Ampex aircraft mechanics,  
Fowler Lumber Co., Luart Press,  
Colorado Electronics

**COLLEGES, UNIVERSITIES, ARMY  
BASES, OTHER INSTITUTIONS:**  
Colorado College (1,734), El Paso  
Comm. (3,182), University of  
Colorado (2,304), Fort Carson, Air  
Force Academy

**THE PEOPLE:** Very ecology oriented  
- will not allow any heavy industry in  
the city or the area, otherwise middle  
of the road.

**TWO RECOMMENDED HOTELS:**  
Piazza, Broad near downtown.

**COST OF LIVING:** Average price for  
bread: 18-44 cents, regular gasoline:  
26.9 cents, one bedroom apartment  
w/fool: furnished: \$135, unfurnished  
\$120, state sales tax: 5%.

**DISC JOCKEYS MAKE:** Lowest: \$85,  
Highest: \$190, Average: \$120

AM  
KEDI

MOR

149C

KPIK	C & W	1580
KRDO	MOR	1240
KRYT	MOR	1530
KSSS	Beautiful	740
KVOR	Beautiful	1380
KYSN	Top 40	1460

FM		
KCMS	MOR	102.7
KKFM	Prog. Rock	96.5
KPIK	C & W/Gold	94.3
KRDO	Beautiful	95.1
KRTY	MOR	101.9
KVOR	Simulw/AM	92.9
KRCC	Jazz&Rock&Class.	91.5

## SPOTLIGHT ON

KEDI P.O. Box 10702, Manitou  
Springs, Colorado 80829 685-5696

Format: Adult Rock

Freq.: 1490 Power: 500

Owner: Black Forest Dev.

General Manager: Steve Scott

Station Manager: Steve Scott

Sales Manager: Jim Sipes

Program Director: Steve Scott

Music Director: Steve Scott

News Director: Dana Ross

Chief Engineer: Tom Flohres

Head of Acctg.: Steve Scott

Age Target: 18-35

6-10 am - Chuck Browning  
(19-Lineville, Alabama-6 years)

'67 WANL (Rick Yates), '69 WRFS,  
'70 WNUZ, '71 WJDX, '72 KEDI

10am-2pm - Jim Sipes (21-Boulder,  
Colorado-3 years)

'70 KOYN, '71 KTSC, KBVL, KCSJ,  
KKAM, KEDI

2-6pm - Mike Shannon (28-Dallas,  
Texas-4 years)

'68 KTFS (Mike Thompson), KBGO,  
'69 KOMA (Chris Kelly), KIMN, '70  
KEDI

6-10pm - Jack Jennings (22-Quincy,  
Illinois-5 years)

'67 KYSN, '68 KRDO, '69 KPIK, '70  
KTSC, '71 KEDI

10 pm - 2 am - Tom Flohres  
(26-Colorado Springs, Colorado-1  
years)

KCMS, KEDI  
2-6am - C.C. Crow (23-Amarillo,  
Texas-4 years)

'60 KRAN (Tommy O'Day), '70  
KCAN, '72 KEDI

KPIK Box 2440 Colorado Springs,  
Colorado 80901 (303) 634-1503

Format: Country Gold  
 Freq.: 1580 Power: 5,000 Watts  
 Owner: Western Broadcasting  
 Company  
 General Manager: Bonnie Paris  
 Total Employees: 13  
 Station Manager: Bonnie Paris  
 Sales Manager: Everett Murray  
 Program Director: John Potter  
 Music Director: Dave Stone  
 Policy: About 95 singles, 30 current  
 LPs  
 News Director: Ed Stabler (2)  
 Chief Engineer: George James  
 Head of Acctg.: L.C. Lively  
 Age Target: 18-45

Head of Acctg.: Beverly McNutt  
 Age Target: 18-34

6-10am - Gregor Vaule  
 10am-2pm - Tim Kiley 2-6pm - Chris  
 Allan Michaels 6-10pm - Bob Green  
 10pm-3am - Gene Curtis 3-6am - Jim  
Roberts

5-9am - Dennis W. Walker (24-Roswell,  
 New Mexico-5 years)  
 '68 KRSY, '70 KRTY (John Potter),  
 '71 KPIK (PD)  
 9-11am - Pappy Dave Stone (Lubbock,  
 Texas-26 years)  
 '53 KDAV, KPEP, KZIP, KPIK  
 12am-3pm - Rick Martin  
 (26-Saguache, Colorado-4 years)  
 '68 KRAL, '69 KOVO, '70 KEXO,  
 KEdi, '72 KPIK  
 3-7pm - Robert Joseph Fults  
 (21-Colorado Springs, Colorado-2  
 years)  
 '70 KPIK (Bobby Fults)  
 7-11pm - Ed Stabler (30-Colorado  
 Springs, Colorado-14 years)  
 '58 KCMS, '62 KLEI, '64 KTRG, '65  
 KRDO, '66 KLMO, KGMC, KFML,  
 KRTY, '70 KCMS, KEDI, '71 KKFM,  
 KPIK  
 11pm-2am - Genie Geyer  
 (23-Baltimore, Maryland-1-1/2 years)  
 '70 WASA, '72 KPIK  
 2-5am - Diane T. Lundstrom  
 (24-Denver, Colorado-8 months)  
 '72 KPIK

KYSN Box 1715 - 146 W. Arvada,  
 Colorado Springs, Colorado 80901  
 (303) 634-1511  
 Format: Rock  
 Freq.: 1460 Power: 1,000  
 Owner: KYSN Broad. Co.  
 Total Employees: 23  
 General Manager: John Lambert  
 Station Manager: John Lambert  
 Sales Manager: John Lambert  
 Program Director: Gregor Vaule  
 Music Director: Gregor Vaule  
 News Director: Hal Tatel (1)  
 Chief Engineer: Tom Little

# COLUMBIA, S.C.



Columbia, S.C. 93rd Market Rank, Population: 322,880  
 Ethnic Breakdown: Black - 84,474  
**ECONOMY:** Columbia is the Capitol of South Carolina located in Richland and Lexington Counties, standing on the east side of the Congaree River. Columbia is sprinkled with suburbs and has two major shopping centers, Richland mall 262,676 square feet and Dutch Square 510,000 square feet. Distance from the suburbs to downtown in normal traffic would be about 15 minutes. Major employers in the metro area include Fort Jackson Army Base, University of South Carolina, Pacific Mills, Southern Bell, Allied Chemical and General Electric. Colleges in the area include the University of South Carolina with a 70-71 enrollment of 13,558 and Allen University and Benedict College which are two primarily Black enrolled schools. The airport is serviced by Delta, Eastern, Southern and Piedmont as well as train and bus service into the city.  
**THE PEOPLE:** The city operates under a council - manager form of government. Religion and government seem to be the two principal standouts in Columbia. The state, on the average, has a 5% unemployment rate. Many concerts are seen in the city, the majority of which are promoted by the college. Such acts as Yes, James

Gang, Black Sabbath, have played the city (mostly using the Coliseum, which is two years old this December).

**COST OF LIVING:** A good two-bedroom apartment in Columbia will run between \$150 and \$175. Base price on phone is \$.50, electricity on a house with central air about \$43. Water, about \$7 per month. There's also a 4% sales tax on purchases and car licenses vary depending on style and model. A babysitter gets between 50 and 75 cents an hour. An average house you can rent for around \$125...and food items...milk - 1 gallon \$1.56, butter - 79 cents per pound, bread - 33 cents a loaf, hamburger \$.69 per pound, steak \$1.89. The average DJ salary is \$140 to \$150 per month.

AM		
WCAY	C & W	620
WCOS	C & W	1400
WIS	MOR	560
WNOK	Contemp.	1230
WOIC	Black	1320
WQXL	Gospel/C&W	1470
FM		
WCOS	C & W	929
WNOK	MOR	104.7
WXRY	Beautiful	93.5

**SPOTLIGHT ON** -----  
 WCAY, 2334 Edmund Road at the Jetport Cayce (Columbia), S.C., 29033 (803) 796-1850  
 Format: Country  
 Freq.: 620 khz Power: 500 watts  
 Owner: J.Olin Tice, Jr.  
 General Manager: William Sullivan  
 Business Manager: Joe Morris  
 Music Director: Jack Rodgers  
 News Director: Wayne Bennett  
 Chief Engineer: R.P. Crisp  
 Head of Acctg.: Joe Morris  
 Age Target: 21-49  
 6-9am - Ben Dekle  
 9am-12:30pm - Mike Sonny Day  
 12:30-3pm - Jack Rodgers

WIS P.O. Box 1476 Columbia, S.C. 29206 (803) 772-0256  
 Format: MOR  
 Freq.: 560 Power: 5,000  
 Owner: Cosmos Broad. Corp.  
 Total Employees: 30  
 General Manager: L. Brent Hill  
 Station Manager: L. Brent Hill

Sales Manager: John Carroll  
Program Director: David Kirschner  
Music Director: David Kirschner  
Policy: Plenty of singles and LP cuts.  
Open promo policy  
News Director: Jerry Pate (4)  
Chief Engineer: Joe Davenport  
Head of Acctg.: Louise Hallman  
Age Target: Adult

6-10am - Gene McKay (35-Chicago-18 years)

10am - 3pm - Bill Benton (38-Tennessee-20 years)

3-7pm - Bill Drake (31-Chicago, Illinois-14 years)

8pm-1am - Johnny Hicks (21-Banberg, S.C.-4 years)

7-11am - Val McGinnes (24-Florence, South Carolina - 8 years)

'67 WBTB, WQSN, WVOJ

11am-2pm - Chuck Harris (29-Pensacola, Florida - 9 years)

WAUD, WRBL, WCOA, WSPB, WCLS

2-7pm - Chuck Barron (24-Athens, Georgia - 6 years)

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11am-2pm - Chuck Harris (29-Pensacola, Florida-9 years)

WAUD (Auburn, Ala.-Program Director), WRBL-TV (Columbus, Ga.-Staff Announcer), WCOA-AM/FM (Pensacola, Fla.-Staff Announcer), WSPB-AM/FM (Sarasota, Fla.), WCLS (Columbus, Ga.-Operations Director)

2-7pm - Chuck Barron (24-Athens, Ga.-3 years)

WNOX, WDAK, WTGR, KCBQ, WGIV, WCLS

7pm-1am - Christopher Robin (24 - 5 years)

1-7am - Mike Munday (21-Ft. Lauderdale, Florida - 3 years)

WPNX, P. O. Box 687, Columbus, Georgia 31902 (205) 298-2535

Format: Country

Freq: 1460 Power: 5K/1K DA

Owner: Sid Kaminsky

Total Employees: 14

Station Manager: Sid Kaminsky

Sales Manager: Jerry Northington

Program Director: Tom McCall

Music Director: Tom McCall

News Director: Frank Pittman (2)

Chief Engineer: John Simmons

Head of Accounting: Helen Brown

Age Target: 16-60

6:30-10am - Chuck Holladay (33-Aberdeen, Mississippi - 13 years)

'60 WMCP, '62 WGOO, '66 WBHP, '69

WQIK, '72 WPNX

10am-2pm - Tom McCall (35-Booneville, Mississippi - 14 years)

'58 AFN (Germany), '60 WTUP, '62

WVOM, '63 WDXR, '65 KMPL, '67

WKYX, '71 WPNX

2-6pm - Jack Berry (28-Akron, Ohio - 2½ years)

'70 KWPC, '71 KISD, '72 WPNX

6pm-midnight - Ken Cassady (25-Columbus, Georgia - 7 years - real name: Ken Carlile)

'66 WCLS, '68 WLEE, '69 WCLS, '72

WWRH, '72 WPNX

12-6am - Ron Steele (25-Miami, Florida - 5 years - real name: Ronnie Downie)

'67 WCNH, '68 WPNX, '72 WCLS

(Tony Clark), '71 WPNX

Format: Adult Contemporary - Top 40

Freq: 540 Power: 5,000

Owner: Allan Woodall, Jr.

Total Employees: 23

General Manager: Bernie Barker

Station Manager: Bernie Barker

Sales Manager: Bill Bryant

Program Director: Alan Boyd

Music Director: Alan Boyd

Policy: 38-42 singles - 3-5 LPs. Some music in day parts. Open policy except when MD is on the air.

News Director: J. Edward Wilson (3)

Chief Engineer: Charlie Skinner

Head of Accounting: Margaret Bolon

Age Target: 18-35

7-10am - Alan Boyd (32-Ponca City, Oklahoma - 10 years)

'62 KLTR, '63 KRLN, '63 WTAY,

'64, WKUL, '65 WGAD, '66 KRZY,

'66 WDAK

10am-2pm - Rick Hubbard (30-Lewistown, Montana - 2 years)

'70 KDIG (Rick Granger), '71 KEXO,

'71 KNIN, '72 KTRN (Rick Oliver),

'72 WDAK

2-6pm - Harry Myers (22-Jamesville, North Carolina - 7 years)

'66 WPNX, '69 WCNC, '70 WSSB (Don

Casey), '72 WDAK

6pm-midnight - Chris Brannon (25-Lebanon, Texas - 7 years)

'65 KLOR, '67 WCLS, '67 WDAK

Midnight-5am - Bob Peacock

(33-Elmhurst, Illinois - 4 years)

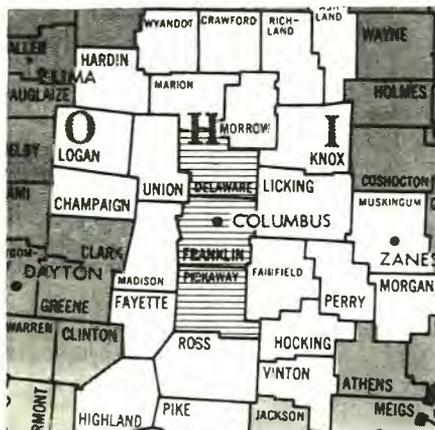
'68 KFBD, '68 KSMO, '68 KSYN

(Bob Murphy), '69 KREK, '70 WIOK

(Bill O'Hara), '70 WRHL, '70 WDAK

WDAK, 1846 Buena Vista Road, Columbus, Georgia 31902 (404) 322-5447

# COLUMBUS, OHIO



Columbus, Ohio, 35th market, Metro  
Population: 604,000, Total  
Population: 1,200,000+

Ethnic Breakdown: Black — 14%

**HISTORY:** City is the capital of Ohio, located in the center of the state on the Scioto and Olentangy Rivers, midway between Cleveland (northeast) and Cincinnati (southwest) and is larger in square miles than either of these.

**ECONOMY:** Industry is diversified here with many important manufacturing activities, most important being aircraft machinery, paper, glass, food, chemicals, and telephone equipment. North American Aviation is located here along with Western Electric, Westinghouse and Borden Industries. City is the home of Nationwide, RFI, Motorist's Mutual, Midland Mutual and Grange Mutual Insurance.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Ohio State University (45,500), Capital University (1,700), Ohio Dominican (950), Ohio Wesleyan (2,500), Franklin (800), Otterbein (1,400), Lockbourne AFB, Defense Construction Supply Center.

**THE PEOPLE:** The city is a Republican stronghold and therefore very conservative. Abundant longhairs in north end of city (University area)

but these are counterbalanced by the factory workers who come primarily from Kentucky and West Virginia...in the West and South part of the city. The blacks in the city are not concentrated in one pocket or ghetto area. There are many new office buildings downtown; city is growing very rapidly to North and East. Much less pollution here than Cleveland or Cincinnati.

**TWO RECOMMENDED HOTELS:** Holiday Inn (Airport), Scot's Inn, Sheraton Downtown.

**COST OF LIVING:** Average price for bread: 35 cents, regular gasoline: 39.9 cents, one bedroom apartment with pool. Furnished: \$175, Unfurnished: \$135. State Sales Tax: 4%, State Income Tax: 1½%.

**DISC JOCKEYS MAKE:** Lowest: \$550, Highest: \$1,500, Average: \$750

## AM

WBXX	Prog. MOR	1460
WCCL	Top 40	1230
WMNI	C & W	920
WRFD	Oldies	880
WTVN	MOR	610
WVKO	Black	1580

## FM

WBBY	Gold	103.9
WBNS	Beautiful	97.1
WTVN	Sports & Band	46.3
WCOL	Prog.	92.3
WMNI	MOR-C & W	99.7
WNCI	Top 40	97.9
WSFG	Black & Beaut	94.7
WCVD	Religious	104.9

## SPOTLIGHT ON

WBNS, 62 East Broad Street, Columbus, Ohio 43215, (614) 224-9265

Format: Contemporary MOR  
Freq: 1460 khz 5KW D; 1KW CA-N  
Owner: Radio, Inc.

General Manager: Gene D'Angelo  
Sales Manager: Don White  
Program Director: Dave Hammond  
Music Director: Jack Evans  
News Director: Dave Marsett  
Chief Engineer: Bill Orr  
Head of Accounting: George Eorel  
Age Target 18-49

8-10am - Bill Hamilton (38-Annapolis, Maryland — 13 years)  
'59 WVKO, '61 WRFD, '64 WBXX

10am-2pm — Scott Kahler  
(26-Sunbury, Ohio — 3 years)  
'69 WBBY, '70 WBNS  
2-6pm — Jack Evans (27-Springfield,  
Illinois — 10 years)  
'62 WCVS, '65, '67 WLAV, '71 WYSL,  
'72 WBNS  
6-10pm — Bob Masys (26-Columbus,  
Ohio — 7 years)  
'65 WMKY, '66 WMOR, '66 WHOK,  
'70 WBNS  
10pm-2am — Fritz Peerenboom  
(38-Columbus, Ohio — 13 years)  
'59 WMNI, '63 WBNS  
2-6am — Bill Corley (58-Herrick,  
Illinois — 39 years)  
'34 WWAE, '35 WDAY, '37 WHIP, '38  
WDOD, '39 WIND, '40 WBNS

Midnight-6am — Dave Roberts  
(21-Warren, Pennsylvania — 2 years)  
'70 WCOL  
Weekends, midnight-6am — Mike  
Adams (28-Cambridge, Ohio — 10  
years)  
'62 WATH, '64 WCOL  
Vacation Shifts and emergencies —  
Bryan McIntyre (25-Clarksburg, West  
Virginia — 8 years)

WRFD, Powell and High Roads,  
Columbus, Ohio 43285, 885-4342  
Format: MOR — Oldies  
Freq: 880 kc Power: 5,000 watts  
Owner: Nationwide Communications  
Total Employees: 25  
General Manager: Dick Via  
Station Manager: Dick Via  
Sales Manager: Jack Danahy  
Program Director: Len Anthony  
Music Director: Robert W. Knight  
Policy: 80% oldies, 20% current, 10-12  
noon, Monday-Friday.  
News Director: Stan Savran (4)  
Chief Engineer: Harry Jackson  
Head of Accounting: Effie Smith  
Age Target: 18-39

6-10am — Robert W. Knight  
10am-2pm — Gregg Campbell  
2-5pm — Len Anthony  
5-9pm — Mick Titer

WNCI, 4900 Sinclair Road, Columbus,  
Ohio 43229, (614) 846-3698  
Format: Contemporary Pop  
Freq: 97.9 Power: 185,000 watts erp  
Owner: Nationwide Communications,  
Inc.  
Total Employees: 22  
General Manager: Phil Sheridan  
Sales Manager: Jim Rapp  
Program Director: Charles M. Pickard  
Policy: 60 singles — 50 LP's. Open  
promo policy.  
News Director: E. Karl (2)  
Chief Engineer: William E. Shingler  
Head of Accounting: Sue Staley  
Age Target: 18-34 & Teens

6-10am — John I. (26-Barberton,  
Ohio — 4 years) (Real name: John P.  
Lazar)  
WFAH, '70 WNCI  
10am-2pm — Bob North  
(27-Cleveland, Ohio — 5 years — real  
name: Bob Nagode)  
WBUK, '69 WNCI  
2-5pm — John B. Canterbury

WCOL, 195 East Broad Street,  
Columbus, Ohio 43215, (614)  
221-7811

Format: Top 40  
Freq: 1230 khz Power: 1 kw  
Total Employees: 58  
Owner: Great Trails Broadcasting  
General Manager: Collis A. Young  
Station Manager: Collis A. Young  
Sales Manager: Don T. Roberts  
Program Director: Bryan McIntyre  
Music Director: Bryan McIntyre  
Policy: 30 singles — 10 hitbounds — 8  
LP cuts. See promo men any day 8-5  
pm. Only take calls 2-5 pm daily.  
News Director: Jay Solomon (8)  
Chief Engineer: Tip Carpenter  
Head of Accounting: Trisha Nethers  
Age Target: 16-34

6-10am — Wes Hopkins (44-Trenton,  
New Jersey — 28 years)  
'48 WTNJ, '54 WNEW, '68 KYW, '61  
WAKR, '64 WFTL, '68 WCOL  
10am-1pm — Jim Davis (34-Norwalk,  
Ohio — 10 years)  
'62 WLEC, '69 WKYC, '71 WBNS, '72  
WCOL  
1-4pm — Lou Henry (28-Columbus,  
Ohio — 11 years)  
'62 WCMI, '65 WVLK, '66 WINN, '67  
WCOL  
4-8pm — Terry Tyler (24-Pittsburgh,  
Pennsylvania — 6 years)  
'68 WJPA, '70 WEIR, '71 WWYN, '72  
WIXY, '72 WCOL  
8pm-midnight — Bob Alan  
(24-Cleveland, Ohio — 3 years)  
'69 WOUB, '70 WLGN, '70 WBBY, '70  
WCOL



Highest: \$175, Average: \$140

AM		
KCCT	Spanish	1150
KCTA	Country	1030
KEYS	Top 40	1440
KIKN	C & W	1590
KROB	C & W	1510
KRYS	Prog. MOR	1360
FM		
KIOV	MOR	96.5
KROB	Simul	99.9

KEYS, P. O. Box 1460, Corpus Christi, Texas 78403, (512) 882-7411

Format: Top 40

Freq: 1440 Power: 1,000

Owner: Radio Corpus Christi, Inc.

Total Employees: 20

General Manager: Ed Stern

Station Manager: Ed Stern

Sales Manager: Don Sitton

Program Director: Johnny O'Neal

Music Director: Johnny O'Neal

Policy: List varies. Open promo policy.

News Director: Dan Cuter (3)

Chief Engineer: Mark Palmer

Head of Accounting: Yvonne Millsapp

Age Target: 18-34

6-10am - Ray Lincoln (30 - 5 years)

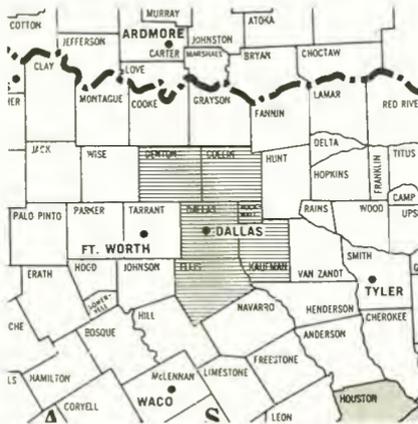
10-12 noon - Johnny O'Neal (33 - 9 years)

Noon-3pm - Ron Ames (19 - 3 years)

3-7pm - Johnny Marks (27 - 9 years)

7pm-midnight - Mike McCormick (23 - 5 years)

# DALLAS



Dallas, Texas, 16th market, Total Population: 1,631,000

Ethnic Breakdown: Black — 20%, Spanish — 5%

**HISTORY:** Founded in 1850 by settler John Neely Bryan. Mr. Bryan started a settlement on Texas' Trinity River. It grew steadily due to river trade and into the city of Dallas.

**ECONOMY:** Dallas is banking and insurance capital of S.W. U.S., cotton industry, fashion center of southwest, home office headquarters of Braniff International Airlines, Frito-Lay, Dr. Pepper, Neiman-Marcus, L.T.V. Corp. **COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Southern Methodist University (17,000), University of Texas at Arlington (15,000), North Texas State University at Denton (19,000)

**THE PEOPLE:** Dallas is generally a forward thinking city, but is located in a conservative area (North Texas is the "Bible Belt"). Dallas has a young mayor (in his 30's) and is leading Dallas in a progressive, enthusiastic direction.

**TWO RECOMMENDED HOTELS:** Executive Inn (Love Field), Fairmont (Downtown)

**COST OF LIVING:** Average price for bread is 32 cents, regular gasoline: 32 cents, one bedroom apartment with a pool: Furnished: \$150, Unfurnished: \$130. State Sales Tax: 5%

**DISC JOCKEYS MAKE:** Lowest: \$150, Highest: \$400, Average: \$250

AM		
WRR	MOR	1310
KBOX	C & W	1480
KIXL	MOR	1040
KKDA	Black	730
KLIF	Top 40	1190
WFAA	MOR	570
KRLD	Beautiful	1030
KSKY	Religious	660
KVIL	MOR	1150
WBAP	C & W	820

FM		
KBOX	Pop Standard	100.3
KDTX	Religious	102.9
KEZT	Beautiful	104.5
KUTT	MOR & Talk	91.7
KNUS	Progressive	98.7
KOAX	Beautiful	105.3
KRLD	Progressive	92.5
KUIL	Prog. Top 40	103.7
WFAA	MOR	97.9
WRR	Classical	101.1

## SPOTLIGHT ON

KKDA, P. O. Box 707, Dallas, Texas 75050, 264-2304

Format: Black Contemporary

Freq: 730 Power: 500 watts

Owner: Republic Broadcasting Co.

Total Employees: 20

General Manager: Hymen Childs

Station Manager: Hymen Childs

Sales Manager: Hymen Childs

Program Director: Chuck Smith

Music Director: Chuck Smith

Policy: 45 singles — 12 LP's. Open promo man policy

News Director: Ron Alexander (4)

Chief Engineer: Jim Howell

Head of Accounting: Evelyn Broughton

Age Target: 12-30

6-10am — Tom Joyner (23-Tuskegee, Alabama — 3 years)

'70 WRMA, '72 WLOK, '72 KWK, '72 KKDA

10am-3pm — Mike Taylor (22-Houston, Texas — 2 years — real name: Richard M. Caviel)

'70 KYOK, '72 KKDA  
3pm-sign-off — Larry Joe Williams (21-Chicago, Illinois-6 years)

'66 KJET, '68 KAYC, '71 KTSA, '72 KKDA

KLIF, 2120 Commerce Street, Dallas,

Texas 75201, (214) 747-9311  
 Format: Top 40  
 Freq: 1190 Power, 50,000 watts  
 Owner: Fairchild Industries  
 Total Employees: 48  
 General Manager: Al Lurie  
 Program Director: Dave Ambrose  
 Policy: 40 current singles — around 20 LP's — One cut per hour daytime — 2 per hour at night. Promo men on Monday.  
 News Director: Joe Holstead  
 Chief Engineer: Rick Neace  
 Head of Accounting: Bernice Greenwell  
 Age Target: 12-49

6-10am — Paxton Mills (25-Dallas, Texas — 7 years)  
 '66 KVIL, '67 KLIF, '68 KIMN, '69 KOL, '71 KGB, '72 KLIF  
 10am-1pm — Dave Ambrose (28-Ft. Worth, Texas — 10 years)  
 '62 WACO, '63 KIXZ, '63 KENO, '66 KLIF

1-3 pm — Michael O'Shea (27-Springfield, Illinois — 9 years)  
 '63 KNEM, '64 WCVS, '66 WJIM, '67 WOHO, '67 KLIF

3-6pm — Mike Selden (27-Palestine, Texas — 9 years)  
 '64 KNET, '64 KLUE, '64 KOCA, '65 KEE, '66 KXOL, '67 KEEL, '68 KXOL, '69 KLIF  
 6-9 pm — Chuck Murphy (24-Dallas, Texas — 6 years)  
 '66 KVIL, '67 KXOL, '69 WFAA, '71 KLIF

9pm-midnight — Jim Taber (28-Dallas, Texas — 13 years)  
 '59 KOSI, '59 KXXI, '60 WABB, '63 WSGN, '68 KLIF

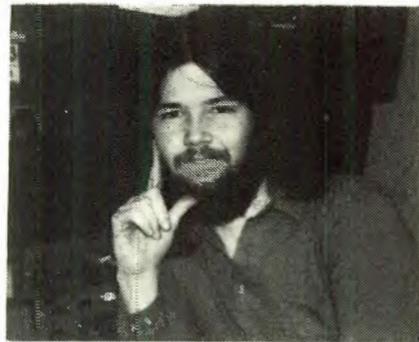
Midnight-6am — Cuzzin Linnie Henderson (32-Kansas City, Missouri — 12 years)  
 '60 KPRS, '63 KRZY, '66 KNOK, '67 KMAP, '69 KLIF

KNUS, 1917 Elm Street, McLendon Building, Dallas Texas 75201, (214) 651-1010

Format: Top 40  
 Freq: 98.7 Power: 100,000  
 Owner: McLendon Corporation  
 Total Employees: 20  
 General Manager: Bart McLendon  
 Program Director: Hal Martin  
 Music Director: Jim White  
 Policy: Open promo policy. Play both LP's and singles. Some oldies.

News Director: Dave Cooke (4)  
 Chief Engineer: Dick Schuh  
 Head of Accounting: Dottie Blann  
 Age Target: 18-35

6-7am — John Rivers  
 7-10am — Ken & Granny  
 10am-noon — Hal Martin



Noon-3pm — Beau Weaver  
 3-6pm — Kevin McCarthy  
 6-10pm — Christopher Haze  
 10pm-2am — Jim White  
 2-6am — John Rivers

KRLD, 7901 Carpenter Freeway, Dallas, Texas 75247, 631-1515

Format: Progressive Rock  
 Freq: 92½ Power: 100,000  
 Owner: KRLD Corporation  
 Total Employees: 20  
 General Manager: John Butler  
 Station Manager: John Barger  
 Sales Manager: Jim Stansell  
 Program Director: Jack Robinson  
 Policy: Mostly LP's — some singles. Open promo policy, except when on the air.

News Director: Dick Wheeler  
 Chief Engineer: Rod Matthews  
 Head of Accounting: John Murray  
 Age Target: 18-35

7am-12noon — Joe Reed (25-Dallas, Texas — 3 years)  
 '69 KNUS, '71 KRLD  
 12noon-3pm — Jack Robinson (27-Dallas, Texas — 4 years)  
 '68 KNUS, '70 WPHD, '72 KRLD  
 3-8pm — Tim Spencer (17-Dallas, Texas — 2 years)  
 '70 KNUS, '72 KRLD  
 8pm-1am — Lee Gibson (25-Dallas, Texas — 3 years)  
 '69 KNUS, '72 KRLD

# DAVENPORT



Davenport, Iowa, Moline, Illinois (Quad Cities), 83rd Market Metro  
Population: 370,000, Total  
Population: 590,600

Ethnic Breakdown: Black 13.10% or  
3 1/2%

**HISTORY:** The area is known as the Quad Cities, although the fifth city, Bettendorf is actually larger than the original four. The cities actually grew together on each side of the Mississippi between Iowa and Illinois, forming a metro area second only to Chicago in Iowa and Illinois.

**ECONOMY:** The farm implement capital of the world, being the home of John Deere. Other industry includes International Harvester, J.I. Case, Alcoa, Bendix Aviation, Caterpillar Corporation and the world's largest manufacturing arsenal, the Rock Island Arsenal, employing over 5,000. Although the area ranks 83 in households, it is 78th in effective buying income. Rock Island is the home of the famed Rock Island Line, now pretty much a thing of the past.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Fifty miles from University of Iowa in Iowa City. The Quad Cities support seven colleges where over 13,000 students attend, the largest being Augustana. Davenport is the home of the largest school of chiropractors in

the world (owned by same person who owns WOC plus WHO in Des Moines). Of course, the Rock Island Arsenal is a fair-sized military installation.

**THE PEOPLE:** As a whole, the people are conservative, but giving way to the liberal youth, slowly but surely. There is a desire to create a "oneness" between the cities.

**TWO RECOMMENDED HOTELS:** Howard Johnson's (Airport), Rock Island Sheraton (Downtown)

**COST OF LIVING:** Average price for bread is 30 cents, regular gasoline: 38-43 cents, one bedroom apartment with a pool, furnished: \$180, unfurnished: \$150, state sales tax: Iowa 3%, Illinois 5%, state income tax: yes.

**DISC JOCKEYS MAKE:** Lowest: \$100, Highest: \$300

AM		
KSTT	Top 40	1170
KWNT	C & W	1580
WHBF	Block	1270
WOC	Beautiful	1420
WQVA	Prog./MOR	1230

FM		
KIHK-	Auto./Top 40	103.7
KWNT	Simul. w/ AM	106.5
WHBF	Beautiful	98.6
WMDR	Beautiful	96.9

## SPOTLIGHT ON -----

KSTT, 1111 E. River Drive, Davenport, Iowa (Quad Cities), (319) 326-2541

Format: Top 40

Freq: 1170 Power 1,000 watts

Owner: Fred Epstein

General Manager: James Watt

Station Manager: James Watt

Sales Manager: Dan Olson

Program Director: Ray Dennis

Music Director: David Bradley

Policy: Around 45 singles - 16-18 LP cuts - especially at night.

News Director: Don Wilson (6)

Chief Engineer: Paul Blair

Head of Accounting: Opal McMahon

Age Target: 12-35

5-9am - Eric Gebhardt (24-Chagrin Falls, Ohio - 1 1/2 years)

'71 KBIZ-KTVO (Eric Holmes), '72 KSTT (Eric Hart)

9am-noon - Ray Dennis (30-Des Moines, Iowa - 9 years)

'63 WOI, '64 KASI, KDLS, '65 WERK

(Music Director), '67 WGCM (Ray Carroll), '69 WDOV/WDSO, '71 WXLW (Program Director), '72 KSTT (Program Director)

Noon-3pm — Chuck Hamilton (29-Newton, Iowa — 14 years)

'59 KCOB, '60 KIOA (Music Director), '63 KBAB (Manager-Owner), '63 KUWS (Manager-Owner), '67 WHO, '68 KSO, KSTT

3-7pm — David C. Lankford (22-Birmingham, Alabama — 4½ years) '68 WJRD (Dave Lankford), '69 WSGN (Russ Knight), '69 WQXI, '69 WTBC (Dave Lankford), '72 KSTT (David Bradley)

Midnight-5am — Charley O'Dey (24-Fargo, North Dakota — 4½ years) '68 KWQB, '69, KUDI, '69 KCJB, '70 KSTT

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WHBF, Telco Building, Rock Island, Illinois 61201, 786-5441

Format: MOR

Freq: 1270 Power: 5,000 watts

Owner: J.W. Potter Co.

Total Employees: 40

General Manager: Edward De Long

Station Manager: Ted Arnold

Sales Manager: Jack Bennett

Program Director: Frank Hicks

Music Director: Frank Hicks

Policy: 100 current singles — 25 LP's

News Director: Gene Lewis (7)

Chief Engineer: Jim Booth

Head of Accounting: Alice Schafer

Age Target: 24-49

5-10am — Terry Lee (26-Ottumwa, Iowa — 9 years)

KMPC, KAFY, KMEN, KBON, KPRO, KLEE

10am-3pm — Brian Belby (24-Moline, Illinois — 3 years)

KWNT

3-7pm — Dick Stuart (34-Princeton, Illinois — 13 years)

WJBC, WQUA

7pm-midnight — Jim Morgan (37-St. Louis, Missouri — 7 years)

WMBD, KMAQ, KROS

Weekend am — Steve Coyne (25-Eugene, Oregon — 5 years)

KERG, KGAL, KGW, KTAC, KSTT

Weekend nights — Maurice Patterson (21-Chicago, Illinois — 1 years)

Weekend afternoons — Tommy Jahn (21-Aledo, Illinois — 1 year)





Iowa — 3½ years)  
'69 WJIL, '70 WIOK, '71 WBOW, '72 KSO, '72 KIOA

10am-noon — Peter McLane (34—New Kensington, Pennsylvania — 15 years)  
'56, KFOR, '58 KOIL, '60 KOOO, '61 KWMT, '63 KIOA

Noon-3pm — Ron Kallem (26-Eagle Grove, Iowa — 7 years)

'65 KOKX, '66 KLMS (Ron Phillips), '68 WYFE, '71 KIOA

3-6pm — Mike Welch (26-Cedar Rapids, Iowa — 8½ years)

'64 KCRG, '68 KIOA

6-10pm — Jim Davis (25-Tarkio, Missouri — 5 years)

'67 KNIM, '68 KMA, '68 KFNF, '69 KFLY, '70 KFLL, '71 KFNF

10pm-2am — Stu Duncan (28-Wheeling, West Virginia — 10 years)

'62 WPID, '63 KBAB, '64 KDMI, '65 KJAN, '66 KDMI (Bruce Wayne), '67 KJAN, '69 WHO

2-6am — Ed Woloson (21-Anaheim, California — 1 year)

'71 KFNF, '72 KGGF

Sundays 10am-3pm — Dic Youngs (31-Grand Island, Nebraska — 12 years)

'59 KSO, '66 KIOA

Sunday night 8pm-1am — Art Jones (31 — 13 years)

'59 KCLE, '60 KTXL, '61 KNOW, '61 KBRZ, '62 KFJZ, '62 KRIG, '63 KECK, '64 KMIN, '64 KLWW, '64 KIOA

KRNT, 9th and Pleasant, Des Moines, Iowa 50308, 243-4141

Format: Progressive MOR

Freq: 1350 kc Power: 5,000 w.

Owner: Cowles Communications Inc.

Total Employees: 24

General Manager: William Hippee

Station Manager: William Hippee

Sales Manager: Nolan Quam

Program Director: Del Hull

Music Director: Del Hull

Policy: 50-60 records, about 7 new each week. 75% singles, 25% LP's.

Promo men any day after 2pm.

News Director: Russ VanDyke (5)

Chief Engineer: Jake Sneller

Head of Accounting: Richard Percival  
Age Target: 25-49

5-10am — Steve Gibbons (28-Des Moines, Iowa — 10 years)

'62 KSO (Dean Gibson), '64 KBAB, '64 KSO (Steve Webber), '65 WHO, '69 KRNT

10am-noon — Del Hull (31-Albany, Oregon — 12 years)

'60 KFBC, '63 KRNT

Noon-4pm — Mike Murray (26-Des Moines, Iowa — 9 years)

'64 KSO, '70 KRNT

4-9pm — Bruce Fischer (24-Glen Ellyn, Illinois — 6 years)

'66 KCUI-FM, '69 WKKD, KRNT

9pm-midnight — Doug McLeod (19-Centerville, Iowa — 4 years)

'69 KCOG, '71 KIOA, '71 KRNT

Part time — Ray McCarty (21-Hornell, New York — 5 years)

'67 WLEA, '71 WHEC, '72 KSO (Ray Alexander), '72 KRNT

WHO, 1100 Walnut Street, Des Moines, Iowa 50308, (515) 288-6511  
Format: MOR, Talk, Country

Freq: 1040 Power: 50,000 watts

Owner: Palmer Broadcasting Co.

General Manager: Robert H. Harter

Station Manager: Robert H. Harter

Sales Manager: Abe B. Barron

Program Director: Robert W. Gifford

Music Director: Robert W. Gifford

News Director: Robert Wilbanks

Chief Engineer: Robert Engelhardt

Head of Accounting: Wayne Blick

Age Target: 18-49

6:45-9am — Don Warren (40-Des Moines, Iowa — 18 years)

'65 WHO

9-11:30am, 2:30-3pm — Bob Williams (45-Des Moines, Iowa — 25 years)

'50 WHO

9-11am — Duane Ellett (50-Des Moines, Iowa — 25 years) '47 WHO

3-6pm — Jerry Reno (35-Des Moines, Iowa — 12 years) '69 WHO

6:30-midnight — Max Bennington (34-Des Moines, Iowa — 12 years) '69 WHO

Midnight-5:30am — Billy Cole (36-Des Moines, Iowa — 10 years)

'72 WHO

KFMG-FM, 3900 N.E. Broadway, Des Moines, Iowa 50317, (515) 265-1294

Format: Contemporary expression of progressive rock, folk, jazz

Freq: 94.9 Power: 100,000 watts

Owner: Stoner Broadcasting

General Manager: Glenn Bell  
 Station Manager: Glenn Bell  
 Sales Manager: Garry Gillam  
 Program Director: John Fitzgerald  
 Music Director Dave Mallow  
 Chief Engineer: Ed Carney  
 Head of Accounting: Sara Breeding  
 Age Target: 12-30

9am-2pm — John Fitzgerald  
 (25-Denver, Colorado — 4½ years)  
 '68 KGMC, '69 KCSR (News  
 Director), '69 KOLT (Music Director,  
 used name "Nite Rider"), '70 KSO,  
 '72 KFMG (Program Director).  
 2-8pm - Dave Mallow (24-Park Ridge,  
 Illinois — 3½ years) '69 KFMG-FM  
 8pm-2am — Joe Rosenberg  
 (25-Brooklyn, New York — 3½ years)  
 '69 KVPC (Johnny Rogue), '69 KFMG  
 Weekends — Steve Monaco (18-Des  
 Moines, Iowa — 2/3 year)  
 '72 KFMG

KSO, 3900 N.E. Broadway, Des  
 Moines, Iowa 50317, (515) 265-6181  
 Format: Rock  
 Freq: 1460 khz Power: 5,000 watts  
 Owner: Stoner Broadcasting  
 Total Employees: 21  
 General Manager: Glenn Bell  
 Station Manager: Glenn Bell  
 Sales Manager: Guy Fowler  
 Program Director: Perry St. John  
 Music Director: Ted W. Scott  
 Policy: Open promo man policy  
 except on day list is prepared.  
 News Director: Ryan McGraw (1)  
 Chief Engineer: Edward Carney  
 Head of Accounting: Sara Breeding  
 Age Target: 18-35

'70 KUDI (Jefferson Kaye all  
 stations), '72 KNAK, '72 KASH, '72  
 KSO

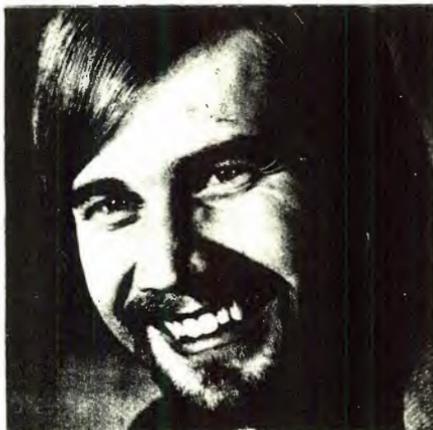
10am-2pm — Ted W. Scott  
 (27-Denver, Colorado — 5 years)  
 '67 KSCU, '68 KCOL, '68 KCSU, '69  
 KUAD, '71 WKKE, '72 KSO

2-6pm — Perry St. John (34-Algona,  
 Iowa — 13 years)  
 '69 KDWB, '59 KCIM, '62 WDGY, '69  
 KSO

6pm-midnight — James Cassem  
 (25-Des Moines, Iowa — 2½ years)

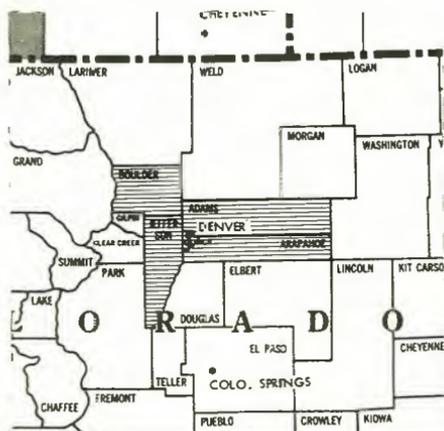
'70 KSO (Cazzy James)  
 Midnight-6am — James Beam  
 (25-Indianola, Iowa — 4 years)  
 '68 KBAB, '71 KYSM, '71 KSO (Jim

Beam)  
 Weekends 6pm-midnight — William J.  
 Synhorst (22-Des Moines, Iowa — 3½  
 years)  
 '69 KLFM (Bill Synhorst), '71 KSO (J.  
 William Drake)



6-10am — Bob Erlandson (24-Great  
 Falls, Montana — 4 years)

# DENVER



**DENVER**, 27th Market Rank, Population: 1,279,300

**Ethnic Breakdown:** Black - 51,650

**HISTORY:** In 1858 a party of white men found gold leading to the Pikes Park Gold Rush of 1859. William N. Byers reached Denver in 1859 with a printing outfit and issued the first number of the first paper printed in Colorado. Denver City named for General James W. Denver, territorial governor of Kansas.

**ECONOMY:** Located in north central Colorado, 604 miles west of Kansas City, 512 miles east of Salt Lake City, on the South Platte River, at the eastern foot of the Rocky Mountain region, the capital of Colorado and the second most important federal government center outside of Washington, including such military installations as Lowry Air Force Base (one of the largest training centers in the country), the Air National Guard base. Other important industries include electronics (Ball Bros.), mining, livestock (meat packers include Swift, Oscar-Mayer, Monfort and Wilson), canning (Coors Brewing), and aerospace (Martin-Marietta). Tourism is also a major factor, the city being popular for its winter ski resorts (Aspen, Vail, Winter Park) and summer weather. Other companies having major plants include Gates

Rubber, Samsonite Luggage, Dow Chemical, Kocak, and Johns-Manville. Major annual event is the National Western Stock Show and Rodeo. Pro teams include the Bears (baseball), football), Rockets (Basketball) and the Spurs (hockey). Primary schools include University of Denver (8,900 students), Regis College (1,200), Temple-Buell (1,000), Western State (2,800), and the University of Colorado (Boulder - 15,000).

**THE PEOPLE:** The population is generally conservative and Republican. In the past 10 years, the influx of tourists and searchers for quiet life and healthy weather have invaded, the population growth has created environmental problems, smog is heavy and bond money for water to the year 2000 has insured a growth pattern which could make the city another Los Angeles. In the downtown area, structures are being rebuilt which have only been occupied for ten years. Night life is active. Blacks, the major ethnic group, are not as concentrated, but there is still a ghetto. Chicanos and Italians are the only other major minority groups. Longhairs are more dominant in Boulder, although those living in Denver are not subject to any particular hassle. The proposed 1976 Winter Olympics have caused citizen reaction against the expenses of preparation.

**COST OF LIVING:** Ranked 22nd among major U.S. cities (below national urban average). One bedroom furnished apartments start at about \$150. Regular gas is selling for \$29/gallon. There is a state income tax, property taxes are higher in the suburbs than the city. Jock salaries in the market range between \$400/month and \$25,000 per year. Top forty jocks average \$12,000.

AM		
KAAT	MOR	1090
KBTR	All news	710
KDEN	MOR	1340
KDKO	Black	1510
KFML	Prog.	1390
KFSC	Class./Jazz	1220
KGMC	All Talk	1150
KHOW	Prog. MOR	1530
KIMN	Top 40	1950

KLAK	C & W	1600
KLZ	MOR	560
KOA	MOR	850
KOSI	MOR	1430
KQXI	Rel. / C & W	1550
KRKS	Gospel	990
KTLK	Top 40	1280

FM		
KADX	Beautiful	105.1
KBPI	Prog. Rock	105.9
KFML	Prog.	98.5
KHOW	Prog. MOR	95.7
KLAK	Country	107.5
KLIR	Beautiful	100.3
KLZ	Prog. Top 40	106.7
KOA	MOR	103.5
KOSI	Beautiful	101.1
KUPD	Contemp.	99.5

**SPOTLIGHT ON-----**

KHOW, 11016th Street, Suite 255,  
Denver, Colorado 80202 (303)  
266-2611

Format: MOR

Freq.: 630 Power: 5,000 Watts

Owner: Doubleday Broad.

General Manager: John R. Lego

Station Manager: Hal Moore

Sales Manager: Roy Thomason

Program Director: Charley Martin

Music Director: Lynn Woods

News Director: Robert Scott

Chief Engineer: George Vogel

Head of Acctg.: Gary Sankey

Age Target: 25-39

6-9am - Rosemary Barnwell  
(25-Denver, Colorado-5 years)

'66 KHOW

9am-12 noon - Lindsey English  
(35-Houston, Texas-10 years)

WSOC, WPBS, KTRH, KXQZ, KIKK,  
WVOJ, '70 KHOW

12 noon-3pm - Jim Heath (34-St.  
Joseph, Mo.-10 years)

'62 KNEM, '64 KJPW, KKJO, '66

KUMN, '67 KCRA, '68 KOY, KIRO,

'71 KAKE, '72 KHOW 3-6pm - Hal

Moore (32-Fort Madison, Ia.-15 years)

KXGI, KRMG, KSO, KIOA, KUMN,  
WHIC, WKYC, KHOW

6-9pm - Ray Durkell (34-Aberdeen,  
South Dakota-16-1/2 years)

'56 KSDN, '58 KQBI, '59 KTLN, '60

KRIZ, KLZ, '72 KHOW

9pm-12 midnight - Lynn Woods  
(29-Ft. Madison, Iowa-14 years)

'58 KXGI, '62 KXIC, '67 KBEW, '68

KDEN, KGMC, '69 KHOW

12 midnight-6am - John Harding  
(37-Edgewater, Colorado-13 years)  
'59 WLOW, WICY, '60 KGVO, '62  
KGRO, KBTR, '63 KLZ, '65 KRTY,  
'70 KHOW, '72 KMOX, KHOW

KIMN 5350 W. 20th Avenue, Denver,  
Colorado 80214 237-2734

Format: Top 40

Freq.: 950 Power: 5,000

Owner: Pacific and Southern  
Broadcasting Co., Inc.

General Manager: John Bayless

Total Employees: 35

Sales Manager: John McGuinness

Program Director: Al Brady

Music Director: Al Brady

Policy: 30-35 singles, some LPs. See  
promo people on Monday

News Director: J. Paul Emerson (5)

Chief Engineer: Bob Maxwell

Head of Acctg.: Mary Senti

Age Target: 16-35

6-9am - Bill Stevens

9am-12 noon - Al Brady (28-Kingstree,  
S.C.-12-1/2 years)

'66 WCOG (PD), '67 WEAM (PD),

WUBE (PD), '69 WOR-FM, '70 WINZ

(PD), '71 WWDJ (MD), '72 KIMN (PD)

12 noon-4pm - Scott Kenyon

(22-Toledo, Ohio-4-1/2 years)

'68 WOHO (Ben Gall), '70 WINZ, '71

WKNR, WSAI

4-8pm - Dave Thomson

8pm-12 midnight - Brant Miller

(22-Portland, Oregon-3-1/2 years)

'69 KPAM-KPFM, '71 KISN, '71

KIMN

12 midnight-6am - Jon Reed (30-Three  
Rivers, Michigan-12 years)

'63 WROQ, '64 WROD, '66 WENE,

WICE, '67 WJIX, KIMN

KTLK 1165 Delaware, Denver  
Colorado 80204 (303) 222-4811

Format: Top 40

Freq.: 1280 Power: 5,000 watts

Owner: Action Radio Inc.

Total Employees: 30

General Manager: Donald Tawzer

Sales Manager: Phillip Lenoble

Program Director: Tom Bigby

Music Director: Julie Hoffmann

Policy: Open door policy

News Director: Phil Morgan (6)

Chief Engineer: Ron Kashner

Head of Acctg.: Margit Freeman

Age Target: Mass appeal

6-10am - Tom Bigby (29-Mansfield, Louisiana-14 years)

'67 WGRT (Buddy Carr), '68 WCFL (Buddy Carr), WLS, '71 WXOL, '72 KTLK

10am-2pm - Bobby Rivers (24-Rawl, West Virginia-4 years)

'68 WAPE, WFHG, '70 WPOP, '71 WSAI, WKGN, '72 KTLK

2-6pm - Harry Scarborough (29-Huntsville, Texas-9 years)

WDGJ, KRUX, KYNO, KMN, KGB, KCBQ, '72 KTLK

6-10pm - Tim Kelly (25-New York-5 years)

'67 WYSL, '68 KTSA, '69 WKBW, '70 KTSA, '72 KTLK

10pm-2am - Rod Tanner (29-Olney, Texas-5 years)

'67 KAMD, '68 KOTN, '69 KONO, '72 KTLK

2-6am - Phil Beckman (22-Roanok, Virginia-5 years)

'68 WROV, '72 KTLK

KLZ 123 Speer Boulevard, Denver, Colorado 80217

Format: Top 40

Freq.: 560 Power: 5,000 watts

Owner: Broadcasting-West

Total Employees: 47

General Manager: Bob Bostian

Station Manager: Bob Bostian

Sales Manager: Dick McCauley

Program Director: Russ Knight

Music Director: Russ Knight  
Policy: 17-30 singles, oldies, 3 or 4 to 1 ratio, oldies to hits

News Director: Bob Butz (8)

Chief Engineer: Gordon Vaughn

Head of Acctg.: Karla Grieser

Age Target: 18-49

6-10am - Mike McCuen (34-Canandaigua, New York-15 years)

'56 WIJJ, '57 WBBF, '68 AFN (Europe), '61 WFGR, '65 KFBC-TV,

'66 KRAE, '67 KIMN '68 KLZ-FM, '72 KLZ-AM

10am-2pm - Pat McCall (27-Delray Beach, Florida-8 years)

'64 WHOO, '65 WTVJ, '67 WIJJ, '68 WMMR-FM, '69 WOND, '72 KLZ

2-6pm - Russ Knight (37-Poplar Bluff, Mos.-14 years)

WAKE, KLIF, KILT, WHK, WXYZ, KBOX

7pm-12 midnight - Marty Joseph (Montell) (29-Columbus Ohio-10

years)

WAKR, WKYC, WXEX, WSBT, WWVA, WSTV

12 midnight-6am - Bill Saul (26-Chicago, Illinois-6 years)

'66 KYSN, '67 KQXI, '68 KLZ-FM, '72 KLZ

KBPI 4460 Morrison Road, Denver, Colorado 80219 (303) 936-2313

Format: Pop.-Prog.

Freq.: 105.9 Power: 100,000 Watts

Owner: Progressive Broad.

General Manager: Marvin Spector

Total Employees: 16

Sales Manager: Don Zucker

Music Director: Frank Felix

Policy: 5-10 current singles, 50-60 albums. Open promo policy

Chief Engineer: Jim Pettigrew

Head of Acctg.: Ken Spector

Age Target: 18-34

6-10am - Paul Riann (Harbison) (29-Denver, Colorado-15 years)

'58 KYOU, '59 KSLV, '60 KWOW, '61 KSUE, '62 AFN, '67 KFTM, '68 KRAE, '70 KUAD, KFMM-FM,

KCGO, '71 KBPI

10am-2pm - Philip Borgeson (Scott James) (28-Colorado Springs, Colorado-8 years)

'68 KPSR, '69 KAGO, '70 KRYT, '71 KKFMM, '72 KBPI

2-7pm - Randy Morrison (26-Vernal, Utah-10 years)

'68 WLS-FM, KMRY-FM, KWNV, KKIS, KFMC, KOVO, KWHO, KVEL,

'72 KBPI

7pm-12 midnight - Jim Love (Stricklan) (25-Big Spring, Texas-6 years)

'66 KBYG, KBST, '69 KTXT, KLBK, '70 KBYG, '71 KBPI

12 midnight-6am - John Ryland (24-Denver, Colorado-1-1/2 years)

'70 KTLK, KHOW, '72 KBPI

KFML 290 Fillmore Street, Denver, Colorado 80206 (303) 399-1390

Format: Freeformat

Freq.: 98.5 Power: 10,000

Owner: Joe McGoey

Total Employees: 25

General Manager: Bob Prangley

Station Manager: Bob Prangley

Sales Managers: Ron Katz, Bob Prangley

Program Director: Thom Trunnell

Music Directors: Bill Ashford, Brian

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**Kreizenbeck**

Policy: Air personalities are free to play whatever he or she sees fit to play. Almost all LP cuts

News Director: Jim Clancy (2)

Chief Engineers: Ham Agnew, Bob Blanchard

Age Target: 18-34

6-10am - Sandra Phelps (32-Cresco, Iowa-3 years)

'70 KRNW, '71 KFML

10am-2pm - Brian Kreizenbeck (23-Denver, Colorado-6 years)

'68 KFML, '69 WMAS, KRNW, '70 KMPX, '71 KFML

2-6pm - Thom Trunnell (28-Salt Lake City, Utah-10 years)

'62 KONI, '63 KOVO, '64 KEYY, KCPX, '65 KCPX, '69 KMRY-FM, WLS-FM, '70 KMPX-FM, '71 KFML

6-10pm - Bill Ashford (30-Fayetteville, N.C.-9 years)

'59 WFLB, '63 WFNC, '68 KMRY-FM, '69 KRNW-FM, '70 KMPX-FM, '71 KFML

10pm-2am - Jerry Mills (27-Boston, Massachusetts-8 years)

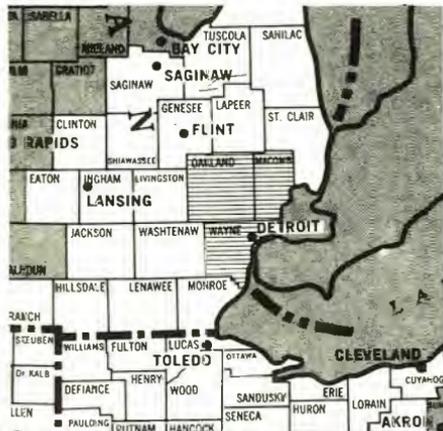
'64 KWR-FM, '65 KCMK-FM, WCWP-FM, '68 KFML, '70 JBET-FM, '71 KFML

2am-6am - Mick Hursh (30-San Francisco, California-2 years)

'71 KMPX, KRNW, KFML

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# DETROIT



Detroit, Michigan, market rank: 5th, Population: 4,273,900

Ethnic Breakdown: Black — 771,949

**ECONOMY:** Located in southeastern Michigan, 167 miles northwest of Cleveland, 275 miles east of Chicago, on the Detroit River, which separates the city from Windsor, Ontario and empties into Lake Erie. Automobile production is still the major industry. One third of the country's cars and trucks are manufactured here (Ford, GM, Chrysler, and American Motors), along with other related products — steel (Great Lakes and National), rubber tires (Uniroyal, Firestone), spark plugs (Champion), oil (Universal), etc. The city is also known for pharmaceutical products (Parke Davis), garden seeds, plane parts, military equipment, brass and copper, office equipment, chemicals and electronic computers. The United Automobile Workers, one of the world's largest labor unions, is headquartered here. Detroit is a major tourist and convention center...important attractions include the Zoological Park, Henry Ford Museum, and the Civic Center. Professional teams represent the city in baseball (Tigers), football (Lions), hockey (Red Wings), and basketball (Pistons). Major schools include Wayne State University (17,000 students),

University of Detroit (4,400), and the Detroit Institute of Technology (600). The University of Michigan is at Ann Arbor, 38 miles west (20,000 students).

**PEOPLE:** The city's growth can be directly attributed to the automobile. The UAW is a major influence in keeping wages high. Unemployment is higher than the national average, partly due to a cut-back in city employees because of financial conditions. Funding by Henry Ford is making downtown redevelopment possible...the Detroit Renaissance has been organized to focus economic resources on revitalization. Snags have come on some projects such as the proposed stadium which the courts feel is money that could be better spent elsewhere. There is a large college community and a good number of do-gooders...all are treated well and are well represented even in the hard-hat, blue-collar jobs. People are generally conservative. Wallace won the primary. The governor is Republican, as are most of the suburbs. Inner city is solid Democratic, including the mayor. The society is very class oriented. Freeways are fast and efficient, pollution is serious. The city is a melting pot of races, nationalities, and cultures...much like New York City.

**COST OF LIVING:** Ranks 19th among the top U.S. cities. One bedroom furnished apartments average about \$200 (laws are now being passed for protection of tenants). Gas prices average \$.29 for regular year round. There is a city earnings tax and fairly high property taxes. Jock salaries range from \$100/week to as high as \$50,000 per year (many stations are unions). Top 40 jocks average \$250.

## AM

CKLW	Top 40	820
WCAR	Top 40	1130
WCHB	Black	1440
WEEB	C&W	1500
WEXL	C&W	1340
WJLG	Black	1400
WR	News/MOR	700
WJIC	Beautiful	1310
WJWJ	Talk & News	950
WZYZ	Prog. MOR	1200

WIID	Prog. MOR	1090
WQTE	Auto. Beautiful	560
FM		
CJOM	Prog.	88.7
WABX	Prog.	99.5
WBFQ	Religious	98.7
WCAR	MOR	92.3
WCHD	Black	105.9
WDRQ	Top 40	93.1
WGPR	Black	107.5
WJR	Solid Gold	96.3
WLDM	MOR	95.5
WMUZ	MOR/News	103.5
WMZK	Various Ethnic	97.9
WNIC	MOR	100.3
WOMC	Beautiful	104.3
WQRS	Classical	105.1
WRIF	Prog.	101.1
WWJ	MOR	97.1
WWWW	Prog.	106.7

### SPOTLIGHT ON-----

WDEE, Box 1500-35, 7 Oaks Station,  
Detroit, Michigan 48235, (313)  
557-1500

Format: Country

Freq: 1500 khz Power: 50,000

Owner: Storer Broadcasting Co.

General Manager: E. Jay Watson

Operations Manager: John Mazer

General Sales Manager: Donald R. Ham

Music Director: Dave Williams

News Director: Larry Webb

Chief Engineer: Harry Owen

Head of Accounting: Allison E. Heywo

General Sales Manager: Donald R.  
Hamlin

Music Director: Dave Williams

News Director: Larry Webb

Chief Engineer: Harry Owen

Head of Acctg.: Allison E. Heywood

WCAR, 18900 James Couzens  
Highway, Detroit, Michigan 48235,  
345-8600

Format: Top 40

Freq: 1130 Power: 50,000 watts

Owner: H. Y. Levinson

General Manager: H.Y. Levinson

Station Manager: H.Y. Levinson

Sales Manager: Dave Drebes

Program Director: Dave Prince

Music Director: Paul Christy

Policy: 20 singles — about 40 LP cuts  
and 40 extras — Promo men seen  
Thursday and Friday.

Chief Engineer: Phil Rodgers

Head of Accounting: Vivian White

Age Target: 12-35

6-10am — Gary Shaw (28-Detroit,  
Michigan — 7 years)

'67 WYGO, '67 WATE, '67 WQXI, '68  
WQAM, WSAI, '69 WTRX, '70 WTAC,  
WHFI, '71 WCAR



10am-2pm — Dave Prince (34-El Paso,  
Texas — 12 years)

'48 KELP (Dave Pringle), '54 WPAG,  
'61 WKMH (Dave Prince), '62 WXYZ,  
'68 WWJ, '69 WCAR

2-6pm — Paul Christy (35-Pontiac,  
Michigan — 13 years)

'60 WCRM (Paul Pantel), '61 WKMI,  
'65 WOKY, '67 WEAM, '69 WCFL,  
'71 WCAR

6-10pm — Hank O'Neil  
(34-Birmingham, Michigan — 13 years)

'59 WEXL (Hank Burdick), '61 WHFI,  
'64 WEAM (Jim Nabors), '66 WOHO  
(Hank O'Neil), '67 WJBK, '71 CKLW,  
'72 WCAR

10pm-1am — Ken Major (25-Chicago, Illinois — 9½ years)  
 '63 WLNR (Paul Major), '65 WMPD (Steve Nolan), '66 WGEE (Paul Major), '69 WJLB, '71 WCAR  
 1-6am — Bruce Blackburn (22-Adrian, Michigan — 4 years)  
 '69 WTCM, '70 AFUN, Vietnam, '72 WMPX (Chris Allen), '72 WCAR

WRIF, 20777 W. Ten Mile, Detroit, Michigan 48219, (313) 444-1010  
 Format: Album Rock  
 Freq: 101.1 Power: 27.2 kw  
 Owner: ABC  
 Total Employees: 24  
 General Manager: Willard Lochridge  
 Sales Manager: Chuck Borchard  
 Program Director: Lee Abrams  
 Music Director: Lee Abrams  
 Policy: Emphasis on LP product, but singles programmed also.  
 News Director: Joe Vaughn (3)  
 Chief Engineer: Russ Harbaugh  
 Head of Accounting: Bud Reynolds  
 Age Target: 12-34

6-10am — Jim McKeon (24-Detroit, Michigan — 5 years)  
 WCAR, '72 WRIF

10am-2pm — Robert Walker (24-Tulsa, Oklahoma — 8 years)

WMYQ, KAKC, KUDL, '72 WRIF

2-6pm — Art Penhallow (28-San Francisco, California — 4 years)  
 '69 WRIF

6-10pm — Pat St. John (21-Detroit, Michigan — 5 years)

WKNR, CKLW, WWWW, '72 WRIF

10pm-3am — Mike Stevens (19-Detroit, Michigan — 2 years)

WKNR, '72 WRIF

Weekends — Rick Adams (24-Daytona Beach, Florida — 4 years)

WAPE, WMFJ, '72 WRIF (Production Director)

WWWW-FM, 2930 E. Jefferson, Detroit, Michigan 48207, (313) 961-4323

Format: Progressive Rock

Freq: 106.7 Power: 61,000 watts

Owner: McLendon

Total Employees: 21

General Manager: John K. Dew

Sales Manager: Bill Hendricks

Program Director: Ira Lipson

Music Director: Arrow

Policy: Almost 100% LP product.

Open promo man policy  
 News Director: Mike Benner  
 Chief Engineer: Jack Speiss  
 Head of Accounting: Carol Morrison  
 Age Target: 16-30

Don Schuster (21-Detroit, Michigan — 4 years)

'68 WKNR, '70 WWWW

10am-2pm — Jim Gorman (23-Saginaw, Michigan — 3 years)

'70 WFMK (Bob Gordon), '70 WKNX (Jim Gorman), '71 WITZ (Jimmy Little), '71 WWWW, '72 WEBR (Gorman in the Morning), '72 WWWW 6-10pm — '68 WMSN (Mark C. Addy), '70 WVIC (Mark Adams), '71 WWCK, '72 WWWW

10pm-2am — Michael (Mike) Benner (24-St. Joseph, Michigan — 6 years)

'66 WBRS, '68 WHFB, '69 WILS, '71 WDRQ, '71 WRIF, '72 WWWW

2-6am — Brent C. Wilson (21-Detroit, Michigan — 1 year)

'69 WTVS, '72 WWWW

Weekends: 2-6am — Ken Benson (29-Bay City, Michigan — 11 years)

'67 WCMU, '67 WCKP, '68 WVIC, '69 WRCM, '71 WIID, '71 WNRZ, '72 WWWW

Sunday 6-9am — Greg Osonowski (17-Detroit, Michigan — 1 year)

'71 WWWW (Greg Thompson)

WABX-FM, 3307 David Stott Building, Detroit, Michigan 48226, (313) 961-8888

Format: Free Form Progressive

Freq: 99.5 mhz Power: 36,000 watts

Owner: Century Broadcasting Corp.

General Manager: John Detz

Station Manager: Mary Strand

Sales Manager: John Detz

Program Director: John Detz

Music Director: Mark Parenteau

Policy: 85% LP's — rest singles. Open Promo policy but MD usually available 12-3pm.

News Director: Harvey Ovshinsky (2)

Chief Engineer: Vince Capizzo

Age Target: 18-34

7-11am — David Perry

11am-3pm — Dave Dixon

3-7pm — Mark Parenteau

7-11pm — Dennis Frawley

11pm-3am — Dan Carlisle

3-7am — Dick Thyne

CKLW, 1640 Ouellette Avenue,

Windsor, Ontario, Canada N8X 1L1,  
(519) 258-2890

Format: Top 40

Freq: 800 kc Power: 50,000 watts

Owner: Baton Broadcasting Ltd.

General Manager: Frederick J. Sorrell

Station Manager: Frederick J. Sorrell

Sales Manager: Richard A. Perry

Program Director: Alden Diehl

Music Director: Rosalie Trombley

Policy: 30 singles plus hitbounds.

Selected LP cuts and extra. Promo

men by appointment only every 2

weeks on Thursday and Friday.

News Director: Byron MacGregor (23)

Chief Engineer: Edwin Buterbaugh

Head of Accounting: Charles M. Fauber

Age Target: 18-49

6-9am Mon-Fri, 6-10am Sat - Dave  
Shafer (39-Rochester, New York - 14  
years)

'58 WKEW, '59 WDOV, '60 KAIR, '61

WJBK, '63 CKLW, '69 WYSL, '70

WKYC, '71 CKLW

9am-noon Mon-Fri, 10am-2pm Sat -  
Pat Holiday (24-Kingston, New York  
- 6 years)

'66 WKNY (Pat Manfro), '69 WBAZ,

'69 WKNY, '70 WPTR (Dr. Jim

Holiday), '70 WPOP, '70 CKLW, '71

WOR (China Blue), '72 CKLW

Noon-3pm Mon-Fri, 2-7pm Sun -

Jack Anthony (27-Chicago, Illinois -  
7 years)

'66 WLPO (Ted Zawislak) '66 WCGO

(Ted Anthony), '67 WSPT, '67 WISN,

'68 WOKY, '69 WIND, '70 WOHO

(Eddy Roy), '70 WBBM (Ted  
Anthony), '71 WCFL, '72 CKLW

3-6pm Mon-Fri, 9-2pm Sun - Eddie  
Rogers (25-Canton, North Carolina -  
9 years)

'63 WWIT (Eddie Ray), '66 WSSB, '67

WLOS (Royal Flying Doctor), '68

WISE (Program Director), '69 WEAM,  
'72 CKLW

6-9pm Mon-Fri, 2-6pm Sat - Ted  
Richards (25-Florence, South Carolina  
- 7 years)

'65 WBLR (Bob Richardson), '66

WDXY, '67 WNEZ (Sir Rich), '68

American Forces Radio & TV Service,  
'70 WAPE (Teddy Bear Richards) '72

CKLW

9pm-1am Mon-Fri, 6-10pm Sat - Bill  
Gable (23-Philadelphia, Pennsylvania  
- 5 years)

'68 WAEB (Larry Brooke), '69

WRWA, '70 WEAM (Bill Campbell),  
'72 WHBQ, '72 CKLW 1-6am Sun-Fri  
- Max Kinkel (25-Saugerties, New  
York - 2 years)

'70 WKNY (Billy Jay), '70 WBAZ, '70

WPTR (Billy St. John), '72 WTRY

(Max Stuart), '72 CKLW

1-6am Sat, 7-midnight Sun - Johnny  
Williams (29-Detroit, Michigan - 7½  
years)

'63 WYSI (Tom Chase), '64 WJEF

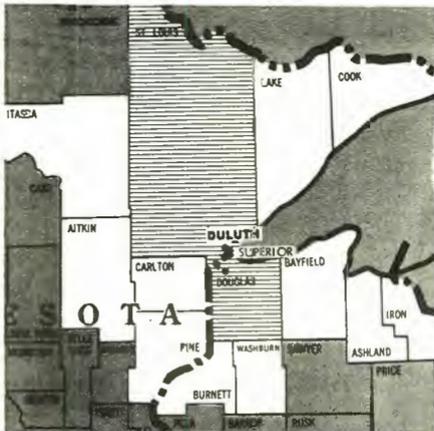
(News Director), '65 WOHO (News

Director), '66 WTRX (Davey Jones),

'68 CKLW, '68 WTRY (Chuck

Morgan), '69 WYSL, '71 CKLW

# DULUTH-SUPERIOR



Duluth, Minnesota, market rank: 107,  
Metro Population: 208,900, Total Pop-  
ulation: 338-9000

Ethnic Breakdown - Black - 80C

**HISTORY:** Fur traders came to this area in 1659. They were the first white men to see the present site of the city. Duluth was founded in 1856 and incorporated as a city in 1870. Daniel de Greysolon Sier du Lhut raised the French flag on the shores of Lake Superior in 1679. In 1870 John Jacob Astor established one of his fur trading posts on the banks of the St. Louis River at Fond du Lac just north of Duluth.

**ECONOMY:** Duluth is an important manufacturing distribution center for the upper midwest. Of the more than 43,000 commercially employed workers, about half are engaged in manufacturing and in wholesale and retail distribution. Duluth is also recognized as an important medical center. Duluth is located in the northeastern part of the state, 140 miles north of the Twin Cities and is Minnesota's third largest city.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:**  
The College of St. Scholastica - 900 students, University of Minnesota-Duluth campus - 6,000, Wisconsin State University-Superior Campus - 2,500, Duluth Air Force

Base - 600.

**THE PEOPLE:** The people of Duluth seem to be very conservative but vote for the democratic party. George McGovern carried Duluth in the 1972 election.

**TWO RECOMMENDED HOTELS:** None near the airport. Two downtown (about five miles from airport): The Radisson Duluth and the Hotel Duluth.

**COST OF LIVING:** Average price for bread: 32 cents, regular gasoline: 34.9 cents, one bedroom apartment with a pool, furnished: \$180, unfurnished: \$150, state sales tax: 4% (Duluth has a 1% city sales tax added to the state 4%).

**DISCOUNTS MAKE:** Lowest: \$75, highest: \$225, average: \$150

AM

KUCX	Religion & talk	1570
KACH	Prog. C&W	1390
KCAC	Talk & MOR	610
WAKX	Oldies	970
WSDM	Country & MOR	710
WEBC	Top 40	560
WWJC	Religion	850

FM

KPIF	Beautiful	99.0
WDTH	Top 40	103.3
WGCR	Beautiful	105.1

**SPOTLIGHT ON-----**

**WEBC, 1001 E. 9th Street, Duluth, Minnesota 55805, 728-4484**

**Format:** Top 40

**Freq:** 560 **Power:** 5,000 watts

**Owner:** Roy H. Park Broadcasting of The Midwest, Inc.

**General Manager:** Roger Turner

**Station Manager:** Robert Grann

**Program Director:** Gary Stevens

**Music Director:** Gary Stevens

**Policy:** 30 singles - 8 to 10 nitbonds

- certain records for day parts. 1 LP cut per hour, heavier on LP cuts on a 1 night show. Open promo man policy.

**News Director:** Steve Hall

**Chief Engineer:** Ray Mabrey

**Head of Accounting:** Barb Thorson

**Age Target:** 18-34

5-10am - Gary Stevens

11-12pm - Minneapolis, Minnesota - 8 years)

'64 WWCM, '66 WCLS, '57 WHAM,

'70 WEBC

1pm-2pm - John Bucklen

(31-Hibbing, Minnesota — 8 years)  
'68 KFIZ, '66 WJON, '69 WDSM, '72 WEBC

2-6pm — Greg Gears (25-Minneapolis, Minnesota — 1 year)  
WEBC

6pm-midnight — Johnny Marx (24-Minneapolis, Minnesota — 4 years)  
'66 KWFM, '68 WBLS, KBRF, '68 WJON, '70 WEBC

Midnight-6am — Fred Anderson (25-Minneapolis, Minnesota — 7 years)  
'66 WJON, '68 WMMR, '72 WEBC

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WDSM, WDSM Building, 230 East Superior Street, Duluth, Minnesota 55802, (218) 727-8484

Format: Country and MOR

Freq: 710 Power: 5,000

Owner: Ridder Publications

General Manager: Robert J. Rich

Station Manager: W.J. Buesgen

Sales Manager: James Peterson

Program Director: Daryl Knutson

Music Director: Tim Michaels

Policy: Mixture of country and non-rock singles and LP cuts. Open promo policy.

News Director: Dick Anthony (4)

Chief Engineer: Carl Williams

Head of Accounting: Tom Barry

Age Target: All ages

5:30-9am — Skip Peterson (32-Brainerd, Minnesota — 15 years)  
'58 KLIZ, '68 KUBR, '72 WDSM (Johnny Martin)

Noon-3pm — R. Ray Peterson (25-St. Paul, Minnesota — 6 years)

'68 KWOA, '69 WION, WYON, '70 WMNE, WDMW

3-6:30pm — Tim Michaels (26-Duluth, Minnesota — 10 years)

WQMN, WIGL, KAOH, WAKX, WLIX, KAOH, KAUS, KDHL

6:30pm-12:30am — Don Wigren (29-Superior, Wisconsin — 10 years)

'63 WKLK, '63 KDAL, '64 WEVE, '64 KAOH, '64 WDSM

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KAOH, 27 North 21st Avenue West, Duluth, Minnesota 55806, (218) 727-1521

Format: Country

Freq: 1390 Power: 500 watts

Owner: KAO, Inc.

Total Employees: 9

General Manager: J.R. Anderson

Station Manager: J.R. Anderson

Sales Manager: J.R. Anderson

Program Director: Steve Anthony

Music Director: Steve Anthony

Policy: Top 40 country singles, some LP's.

News Director: Ron Rogers (1)

Chief Engineer: John Botten

Head of Accounting: Gail Bruneau

Age Target: 21-49

6-9am — Ron Rogers (23-Lacrosse, Wisconsin — 3 years)

'69 KAOH

9am-1pm — Jeff Lee (19-Duluth, Minnesota — 1 year)

'71 KAOH

1-4:30pm — Steve Anthony (22-Duluth, Minnesota — 4 years)

'68 KAOH

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KDAL, 425 W. Superior Street, Duluth, Minnesota 55802, 727-8911  
Format: MOR

Freq: 610 Power: 5,000

Owner: WGN Continental Broadcasting

Total Employees: 24

General Manager: Odin S. Ramsland

Station Manager: Cal Haworth

Sales Manager: Cal Haworth

Program Director: John R. Snee

Music Director: John R. Snee

Policy: 40-50 singles, some LP's.

News Director: Greg O'Brien (5)

Chief Engineer: Rudy Luukinen

Head of Accounting: Emily Heikkinen

Age Target: 24-49

6-8am — Hunter Como (54-Minneapolis, Minnesota — 27 years)

'48 KDAL

8-10am & 1-3 pm — Pat Cadigan (36-Superior, Wisconsin — 15 years)

'60 KDAL

11am-1pm — John R. Snee (33-Wadena, Minnesota — 15 years)

'61 KDAL (John Russell)

3-7pm — Bob Romanko (31-Minneapolis, Minnesota — 9 years)

'63 WEIC, '67 KHAI, KGU, '70 KDAL  
7-11pm — Don Rogers (27-Brainerd, Minnesota — 3 years)

KLIZ, '70 KDAL

11pm-5:30am — Little Joe Laznick (37-Duluth, Minnesota — 10 years)

'64 KDAL

# EASTON



Easton, Pennsylvania, 58th Market.  
Metro Population: 94,104, Total  
Population: 543,551

Ethnic Breakdown: Black - 1.2%,  
Spanish: 6.3%

**HISTORY:** Founded in 1751 by  
William Parson and named after Lord  
Pomfret's home - Easton.

**ECONOMY:** Ingersoll-Rand - two  
plants; American Can Co. - two  
plants; Cooper Industries - two  
plants; ITT; Mack Printing Co.; Alpha  
Portland Cement Co.; J.T. Baker Co.;  
and others, which include more than  
100 industries in the area. The Easton  
Area Sales Team, composed of ten  
men make visits to various cities  
inviting companies to move to the  
Easton area. They have been successful  
in obtaining a new Sheraton Hotel; the  
Equitable Life Assurance Society's  
Datacenter, which is moving from New  
York; and several retail stores.

**COLLEGE, UNIVERSITIES, ARMY  
BASES, OTHER INSTITUTIONS:**  
Lafayette College (2,200),  
Northampton County Area  
Community College (2,500).

**THE PEOPLE:** The Easton Area Sales  
Team has started a new attitude of  
progress for the Easton area. The  
people want growth and progress. The  
County is 2 to 1 Democratic but have  
a Republican Mayor as does  
Bethlehem - also in this County.

Center of Pennsylvania Dutch.  
**TWO RECOMMENDED HOTELS:**  
The Holiday Inn in Bethlehem, and  
the new Sheraton in Easton.

**COST OF LIVING:** Average price for  
bread: \$.35, regular gasoline: \$.36,  
one bedroom apartment w/pool  
furnished-\$235, unfurnished-\$165,  
state sales tax: 6%, state income tax  
graduated.

AM		
WAEB	Top 40	790
WEEH	Top 40	1230
WEST	MOR	1400
WGPA	MOR	1100
WHOL	Prog. Country	1600
WKAP	Top 40	1320
WSAN	Progressive	1470

FM		
WEEH	Top 40	99.9
WEST	MOR	96.1
WFMZ	MOR	100.7
WGPA	MOR	95.1
WXKW	MOR	104.1

## SPOTLIGHT ON-----

WSAN, Box 568, Allentown,  
Pennsylvania 18105 (215) 434-9511

Format: Progressive

Freq.: 1470 Power: 5000 kc

Owner: Lehigh Valley Broadcasting Co.

Total Employees: 20

General Manager: Reuel H. Musselman

Station Manager: Edison S. Leonard

Sales Manager: Austin R. Dreisbach

Program Director: Edison S. Leonard

Music Director: "Harvey" R.H. Musselman

Policy: Most LPs some singles, MD at  
station, 9am-5:30pm M-F

News Director: Mary Janes Kohn (2)

Chief Engineer: R.H. Musselman

Head of Accounting: Joyce Musselman

Age Target: 16-30

6-8:30am - Jonathan (24-Whitehall-2  
years - Real Name: Charles  
Kochenash)

'68 WNBT, '68 WNTE, '72 WSAN

9am-12 noon - Jerry Deane  
(31-Kempton, Pennsylvania-12 years -  
Real Name: George F. Motter IV)

'61 WGPA, '62 WYNS, '63 WHVR,  
WHOL, '67 WKAP, '71 WSAN

12 noon-4pm - Harvey (23-Whitehall,  
Pennsylvania-4 years - Real Name:  
Reuel H. Musselman)

'69 WSAN

4 - 6 p m - Denny Somach  
(20-Allentown, Pennsylvania-2 1/2 years)

WRMC, '71 WSAN

6pm-12 midnight - Dave Fox  
(25-Bethlehem, Pennsylvania-6 years -  
Real Name: David Fox)

'66 WGVA, '67 WGPA, '70 WKAP, '71  
WSAN

Midnight-6am - Bob Ross  
(25-Catasauqua - Real Name: Robert  
Fritzges, Jr.)

'69 WSAN

WEEX, Easton, Pennsylvania 18042,  
(215) 258-6155

Format: Top 40

Freq.: 1230 AM Power: 1,000

Owner: WEEX, Inc.

Total Employees: 30

General Manager: Donald W. Diehl

Station Manager: Tom Wolfe

Sales Manager: Ronn Bergen

Program Director: Jim Lloyd

Music Director: Bill Robbins

Policy: 40 singles, 10 LP cuts, Promo  
men 12-3pm

News Director: Walt Mitchell (7)

Chief Engineer: Craig Kingcard

Head of Accounting: Audrey Wolfe

Age Target: 12-49

6-9am - Fred Fredrick (28-Coplay,  
Pennsylvania-12 years)

WHOL, WKAP, WSCR, WEEX

9am-12 noon - Jim Lloyd  
(23-Bethlehem, Pennsylvania-6 years)

'66 WAEB, '72 WEEX

12 noon-3pm - John Andrews  
(24-Easton-3 years)

'69 WEEX

3-7pm - Bill Robbins (23-Carlisle,  
Pennsylvania-7 years)

WHYL, WIOO, '69 WEEX

7pm-12 midnight - Mickey Hagerty  
(24-Easton-6 years)

'66-WEEX, '69 WAEB, '70 WYNS, '71  
WEEX

12 midnight-6am - James Wayman  
(28-Council Bluffs, Iowa-9 years)

WLCY, WLOF, WEEX

WGPA, 428 Brodhead Avenue,  
Bethlehem, Pennsylvania 18016 (215)  
866-8074

Format: MOR

Freq.: 1100 Power: 250w

Owner: A.B.E. Broadcasting Co.

Total Employees: 17

General Manager: Lester Mease

Station Manager: Lester Mease

Sales Manager: Arthur White

Program Director: Robert Wolken

Music Director: Robert Wolken

Policy: 50% current singles, 50%  
albums - now frantic Top 100 from  
cashbox

Chief Engineer: Robert Moser

Head of Accounting: Arthur White

Age Target: 25-60

6-9am - Robert Wolken (37-Detroit,  
Michigan-20 years)

'52 WGPA

9am-12 noon - Jim Dougherty  
(Bethlehem, Pennsylvania-21 years)

'51 WGPA, '53 WHOL, '63 WFIL, '65  
WSAN, '71 WGPA

Noon-1pm - Don Rutt (38-Bethlehem,  
Pennsylvania-6 years)

'56 WGPA (Don Williams), '60 WBUX  
(Don Williams), '62 WTOA (Don  
Williams), '72 WGPA

1-3:30pm - Jim Dougherty

3:30-7pm - Don Rutt

7-9pm - Kevin Sanford

9 p m - 2 a m - Bob Deacon  
(32-Bethlehem, Pennsylvania-13 years)

(Real Name: Robert F. Unangst)

'59 AFKN, '61 WGPA

WAEB, 700 Fenwick Street,  
Allentown, Pennsylvania 18105 (215)  
434-4424

Format: Top 40

Freq.: 790 Power: 1,000 Watts

Owner: Rustcom, Inc.

Total Employees: 26

General Manager: S. Robert Ackley

Station Manager: Ronald Sotak

Sales Manager: Gordon Oplinger

Program Director: Gene Werley

Music Director: Gene Werley

Policy: 60 to 70 singles, 20 to 30  
albums

News Director: Ron Thomas (3)

Chief Engineer: Bill Gottshall

Head of Accounting: Carl Fahler

Age Target: 18-49

6-10am - Gene Werley (29-Allentown,  
Pennsylvania-11 years)

WEET, WTOB, WOHO, WAIR, WBAZ,  
'72 WAEB

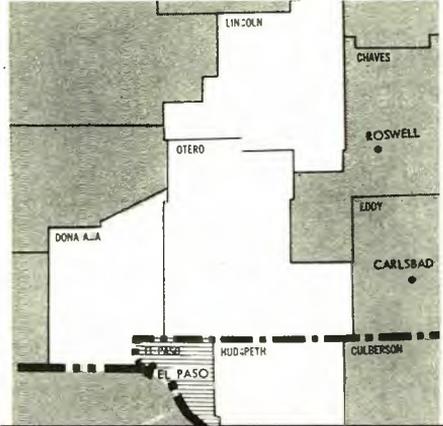
10am-2pm - B.L. Travis (25-New  
York-3 years)

'70 WAHT, '70 WAEB

2-6pm - Joe McLaine (33-Catasauqua  
Pennsylvania-15 years)

'57 WMLP, '58 WITT, WEEU, '59  
 WHOL, '60 WAEB  
 6-12 midnight - Jeff Frank  
 (23-Allentown, Pennsylvania-5 years)  
 '67 WAEB  
 12 midnight-6am - Jim Buchanan  
 (21-Wernersville, Pennsylvania-1-1/2  
 years)  
 '71 WCNR (Jerry Scott) '72 WRAW  
 Weekends - Guy Randall Ackley  
 (24-Allentown, Pennsylvania-3 years)  
 '70 January

## EL PASO



El Paso, Texas, market rank: 86th,  
 Metro Population: 356,000, Total  
 Population: 892,054

Ethnic Breakdown: Spanish - 45.4%,  
 Other - 2%

**HISTORY:** In 1536, nearly a century  
 before the Plymouth and Jamestown  
 settlements were founded, a Spaniard  
 named Cabeza de Vaca discovered the  
 El Paso Valley at a pass through the  
 mountains, in what is now Far West  
 Texas and Southern New Mexico. With  
 the colonization of New Mexico about  
 1600, this Paso del Norte became a  
 convenient route between portions of  
 the Spanish realm in the New World  
 for traders, missionaries, adventurers,  
 and settlers; and the pass offered a  
 location for rest and trade. In 1659 a  
 permanent settlement was established  
 on the site of present day Cd. Juarez.  
 One of the first structures was the  
 Mission de Nuestra Senora de  
 Guadalupe de El Paso del Norte, still  
 in use after over 300 years.

**ECONOMY:** El Paso's economy is  
 dominated by cattle, cotton, copper,  
 climate and clothing. El Paso has 20  
 clothing manufacturers such as Mann,  
 Farah, Macno, Hicks, Levis, etc.

**COLLEGES, UNIVERSITIES, ARMY  
 BASES, OTHER INSTITUTIONS:** Ft.  
 Bliss, Biggs AFB, William Beaumont  
 General Hospital, University of Texas,  
 El Paso (35,000), Community College

of El Paso.

**THE PEOPLE:** The media age is 22.6 in El Paso and is the likely reason for a liberal attitude. However marijuana possession in Texas is a NO-No!. The city is progressive.

**TWO RECOMMENDED HOTELS:** Holiday Inn (Downtown), Hilton Inn (Airport)

**COST OF LIVING:** Average price for bread is 35 cents, regular gasoline: 33.9 cents, one bedroom apartment with a pool, furnished: \$120, unfurnished: \$100, state sales tax: 4%, state income tax: none.

**DISC JOCKEYS MAKE:** Lowest: \$1.65 per hour, highest: 1400 per month, average: \$500

AM		
KAMA	Spanish	1060
KELP	Top 40	920
KHEY	C&W	690
KINT	Top 40	1590
KIZZ	Talk	1150
KROD	MOR	600
KSET	Classical	1340
KTSM	MOR	1380
FM		
KINT	Top 40	97.5
KIZZ	MOR	102.1
KSET	Classical	94.7
KTSM	MOR	99.9

#### SPOTLIGHT ON-----

KELP, 4140 Rio Bravo, No. 5 Executive Center, P.O. Box 12277, El Paso, Texas 79912, (915) 533-5911

Format: Top 40

Freq: 920 Power: 1 kilowatt day-500 night

Owner: Walton Enterprises Inc.

Total Employees: 23

General Manager: Robert Gourley

Station Manager: Robert Gourley

Sales Manager: John Hiatt

Program Director: Ray Potter

Music Director: Randy Reynolds

Policy: 40 singles - 15 LP's - Open promo policy.

News Director: Len Hart (4)

Chief Engineer: Jeff Browne

Head of Accounting: Kim Sanford

Age Target: From the crib to the grave

6-10am - Nick Rice (El Paso, Texas - 6 years)

KELP, KGRT, WBAP, KSEL

9-Noon - Randy Reynolds (23-Dallas, Texas - 4 years)

'69 KZAK (Randy Rice), '72 KTBB (Randy Rice), '72 KELP

Noon-3pm - Bruce Brown (23-Kermit, Texas - 6 years)

'70 KELP

3-7pm - Ronald D. Montgomery (23-Dallas, Texas - 3½ years)

'69 KBZB (Shaun Holly), '72 KEXO (Shaun Holly), '72 KELP (Shaun Holly)

7-midnight - John Weitz (23-El Paso, Texas - 6 years)

'69 KELP, '70 KBUY, '70 KELP

Midnight-6am - Steve Sever (19-Lubbock, Texas - 1½ years)

'70 KCLR, KLLL, KSEL, KELP

KINT, 5300 El Paso Drive, El Paso, Texas 79905, 772-5300

Format: Top 40

Freq: 1590AM - 97.5 FM Power: 1,000 AM - 60,000 Stereo FM,

vertical and horizontal

Owner: Sun Country Broadcasting

Total Employees: 13

General Manager: Larry Daniels

Sales Manger: Glen Randell

Program Director: Johnny Thompson

Production Manager: Randy Williamson

Policy: 30 singles - 5-7 extras. Some LP cuts. Open promo man policy.

Chief Engineer: Paul Haines

Head of Accounting: Verna Willingham

Age Target: 12-35

6-10am - Dave Kelly (23-El Paso, Texas - 6 years)

'67 KINT, '68 WACR, '69 WKOR, '69 KDXE, '70 KOKY, '71 KALO

10am-2pm - Randy Williamson (24-El Paso, Texas - 5 years)

'67 KTEP, '68 KOCV, '69 KNFM, '70 KROD, '71 KINT

3-8pm - Robert Roman (24-Houston, Texas - 2 years)

'70 KTEP, '71 KINT-FM

6-10am - FM - Mike Wall (22-El Paso, Texas - 3 years)

'69 KTEP, '69 KELP, '71 KINT-FM PM drive - FM - Johnny Thompson

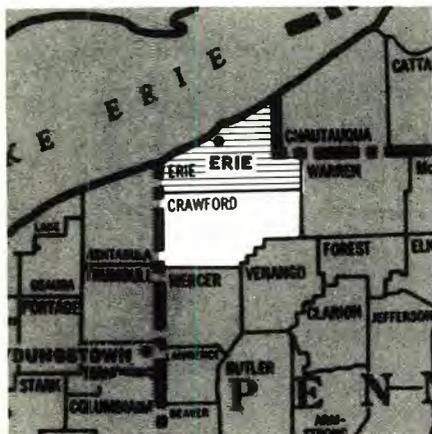
(26-El Paso, Texas - 9 years)

'66 KAVC, '67 KSET, '69 KELP, '71 KINT

10am-3pm - FM - Bill Peterson (24-Chicago, Illinois - 5 years)

'67 UTEP, '68 KELP, '70 KINT (W.R. Peterson)

# ERIE



Erie, Pennsylvania, market rank: 121st, City Population: 129,220, County Population: 263,654, 3.4% Black

**ECONOMY** Located on Lake Erie in the northwest part of Pennsylvania, 110 miles southwest of Buffalo, 120 miles northwest of Cleveland, 150 miles north of Pittsburgh. General Electric is the largest employer in the city — manufacturing primarily small appliances and refrigeration equipment. GE just landed a new government contract for the production of diesel and commuter trains. Heavy equipment is also manufactured here with Bucyrus Erie leading in production of steamshovels and earth movers. Iron and steel manufacturing, common to Pennsylvania, is also important to the economy. Weil-McLain being the major producer. The Marx Toy Company and American Sterilizer (dealing in hospital equipment) also have plants in the city. Erie is important as a resort town due to the twelve-mile peninsula which juts into the lake, complete with white sandy beaches and non-polluted swimming. The city is in the Concord Grape Belt. Welch Foods 14 miles away. Colleges in the area include Edinboro State with 6,000 students and Mercyhurst College (600).

**PEOPLE:** Polish and Italian are the major extractions in this predominantly Catholic city. The population is generally conservative, but voting goes Democratic. The median age is approximately 30. Longhairs are increasing in number, although the change was slow to take place. Urban renewal is rejuvenating the city from the inside out. Three or four story buildings are replacing 13-15 story high-risers. Malls are being incorporated into the building projects downtown.

**COST OF LIVING:** A standard one bedroom furnished apartment rents for about \$150. Gas and food prices are generally reasonable. A gallon of regular is at about 36 cents. Salaries for jocks in the market range between \$110 and \$450 per week. The average salary for a top forty jock is \$225.

AM		
WJET	Top 40	1400
WRIE	MOR	1330
WWGO	C&W	1450
WWYN	Prog. & News	1260

FM		
WCKK	Top 40	103.7
WWFM	Beautiful	99.9

## SPOTLIGHT ON-----

WCKK-FM, 212 Commerce Boulevard, Erie, Pennsylvania, 866-WCKK

Format: Top 40

Freq: 103.7 mhz Power: 50,000

Owner: 3 Rivers AM-FM Group

General Manager: Carl J. Marcocci

Station Manager: Ronald Smith

Program Director: Ron Rondo

News Director: Bill Shannon

Chief Engineer: Joe Allison

Age Target: 18-49

6-11am — Bruce O'Brian (24-Erie, Pennsylvania-5 years)

WMDI, '72 WCKK

11am-4pm — Bill Shannon (24-Northeast, Pennsylvania — 7 years)

'65 WJET, '66 WHYP (Pete Rivers),

'70 WCLA, '70 AFN, '71 WCKK

4-8pm — Ron Rondo (26-Baltimore, Maryland — 9 years)

'63 WWIN (Frank Ferreri), '65 WYRE,

'70 WSVP, '70 WCKK

8pm-2am — Bill Ridgeway (29-Erie, Pennsylvania — 5 years)

'68 WWYN, '72 WCKK

WJET, 1635 Ash Street, Erie,  
Pennsylvania 16503, (814) 455-2741  
Format: Top 40  
Freq: 1400 khz Power: 1,000 watts  
day, 250 watts night  
Owner: The Jet Broadcasting Co., Inc.  
Total Employees: 26  
General Manager: Rick Hanna  
Station Manager: Rick Hanna  
Program Director: Kathryn Jones  
Music Director: Kathryn Jones  
Policy: About 52 current singles, some  
LP cuts  
News Director: Ken Shannon (4)  
Chief Engineer: Mark Stator  
Head of Accounting: William Berchtold  
Age Target: All

6-10am - Frank Martin (45-Pittsburgh,  
Pennsylvania - 15 years)

'58 WJET

10am-2pm - Jack Starr (37-Erie,  
Pennsylvania - 15 years)

WFRA, WMEX, WJOC, WIBG, '71  
WJET

2-5pm - Randy Michaels  
(42-Cleveland, Ohio - 17 years)

KYW, WBUZ, WEEE, '61 WJET

5-9pm - Ronnie Gee (24-Erie,  
Pennsylvania - 7 years)

WWGO, '66 WJET

9pm-midnight - Joey Stevens  
(24-South Bend, Indiana - 3 years)

WWYN, '72 WJET

Midnight-6am - Al Knight  
(42-Youngstown, Ohio - 16 years)

'56 WJET

# EUGENE



Eugene, Oregon, market rank: 149th,  
 Metro Population: 109,485, Total  
 Population: 500,000

Ethnic Breakdown: Black - Less than  
 1%

**HISTORY:** Founded in 1883 by Eugene Skinner. Always the "pretty city" in Oregon, Eugene was the capital city of the state in her early years. The climate here has made Eugene the ideal place in the state to live. Warmer than and not as much rain as Portland. Milder temperatures in the winter. Maybe 2 or 3 very light snowfalls per year. Rarely does the snow last more than a few hours. Despite Oregon's reputation for heavy rainfall, Eugene receives only 43.27 inches per year. Eugene was founded as what it is today...a lumber center.

**ECONOMY:** Lumber...wood products are the number one employers. Second would be agriculture. City is nestled in the middle of the Willamette River Valley, a very rich agricultural area. A large variety of agricultural produce is grown here - ryegrass, hops, fruits of all varieties, corn and many other vegetables grow well in the temperate climate. Education is a big industry here. Eugene is the home of the largest college in the state - University of Oregon and also Lane Community College, one of the finest in the nation.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Lane Community College (9,463), University of Oregon (15,432)

**THE PEOPLE:** The people here are far out. The city ranks as the most liberal in the northwest. It is the home of a lot of counter culture. Ken Kesey lives here and along with his brother, owns a dairy in Springfield (a suburb of Eugene). Songwriter Hoyt Axton has a place in the woods just outside of Eugene. The Grateful Dead spend a lot of time here in the summers and last year did two concerts here. Most of the concerts, etc., occur on a large piece of land about 15 miles west of town called The Renaissance Faire Grounds. It is owned by some long-haired Eugene folks who started a function called the Renaissance Faire a couple of years ago. It is a sort of large cultural fair in which several hundred booths are set up in a figure eight pattern on a trail in the woods and for a week people carry on and sell handmade merchandise in the booths. It has grown very large and last year about 75,000 people attended - many from California and other parts of the country. City police are liberal - county counties not so liberal. But this year voters elected a new and very liberal district attorney, replacing a very conservative incumbent.

**TWO RECOMMENDED HOTELS:** None near airport. Downtown: The Eugene Hotel

**COST OF LIVING:** Average price for bread is 43 cents, regular gasoline: 32.9 cents, one bedroom apartment with pool, furnished: \$150, unfurnished: \$130, state sales tax: none, state income tax: 6-7%

**DISC JOCKEYS MAKE:** Lowest: \$50 a week, highest: \$200 a week, average: \$120 a week

AM		
KASH	Top 40	1600
KATR	C&W	1320
KEED	Top 40	1550
KERG	Beautiful	1280
KORE	C&W	1050
KPNW	MOR	1120
KUGN	Black & MOR	590

FM  
 KBNC Religious 54.5

KFMY	Variety	97.9
KORE	C&W	93.1
KPNW	MOR	99.1
KZEL	Prog.	96.1

**SPOTLIGHT ON**

KASH, P. O. Box 1600, Eugene,  
Oregon 97401, (503) 345-3357

Format: Top 40

Freq: 1600 Power: 5,000

Owner: Sterling Recreation Org.

General Manager: Van Sias

Station Manager: Van Sias

Sales Manager: Ralph Armstrong

Program Director: Don Kennedy

Music Director: David Beecher

Policy: Top 50 singles, some LP cuts,  
open promo policy.

News Director: Rip Reed

Chief Engineer: Clifford Foote

Head of Accounting: Lee Morse

Age Target: 12-35

6-10am - Jack Allen (29-Pendleton,  
Oregon - 12 years)

KUMA, KIDO, KRKO, KPNW, KASH

10am-2pm - Don Kennedy  
(33-Spokane, Washington - 10 years)

KORD, KXLY, KISN, KYNO, KRKO,  
KALE

2-7pm - Charlie Mitchell  
(26-Lynnwood, California - 8 years)

KSFV, KYNS, KBES, KFXN, KSLM,  
KASH

7pm-midnight - David Beecher  
(25-Atlanta, Georgia - 5 years)

WBAO, WFBS, WFLB, KITZ, WHHY,  
WAJF, KASH

Midnight-6am - Ron Reynolds  
(22-Edmondton, Canada - 2 months)

KASH

KZEL-FM, P. O. Box 1122, Eugene,  
Oregon 97401, 747-1221

Format: Progressive

Freq: 96.1 Power 35,000

Owner: FM 96 Ltd.

General Manager: Jay West

Station Manager: Sherwood Hayden

Sales Manager: Sherwood Hayden

Program Director: Gary Palmatier

Music Director: Stan Garrett

Policy: Promo men always welcome.  
Air staff chooses music based on  
sound.

News Director: Timothy Helfrich

Chief Engineer: Lee Wood

Head of Accounting: Betsy Thompson

Age Target: 18-35

9am-noon - Tom Krumm

12:30-3:30pm - Matt McCormick

3:30-6pm - Gary Palmatier

6:30-10pm - Bill Slater

10pm-2am - Stan Garrett

2am-6am - John Rochelle/Eileen  
Fields

KEED, P. O. Box 1450, Eugene,  
Oregon 97401, 344-1457

Format: Top 40

Freq: 1450 khz Power: 1,000 day,  
250 night

Owner: Century-Pacific Broadcasting,  
Inc.

General Manager: James H. O'Neil

Station Manager: James H. O'Neil

Program Director: Jeff Murray

Music Director: John Kenney

News Director: David Bartel

Chief Engineer: Ted Hicks

Head of Accounting: Georgette  
Petersen

Age Target: 18-34

6-10am - Doc Holliday (31-Prineville,  
Oregon - 14 years)

'58 KRKO (Tom Moore), '60 Military  
Radio, '62 KHFH, '64 KFXO, '64

KWTC, '64 KGRL, '65 KPIR (Johnny  
Babbit), '65 KASH, '66 KATR (Tom

Moore), '66 KEED, '68 KISN (Judge  
Ramsay), '70 KEED (Doc Holliday)

10am-2pm - Mike Powell (29-Eugene,  
Oregon - 14 years)

'58 KMCM, '61 KORE, '63 KPIR, '65

KERG (Joe Francis), '65 KGRL, '67

KISN (Chris Kelly), '65 KEED, '70

KCRL, '71 KEED

2-6pm - Gordon Scott (27-Eugene,  
Oregon - 9 years)

'64 KNND, '65 KASH, '68 KUGN, '68

KASH, '69 KEED

6-10pm - John Kenny (22-Lafayette,  
California - 4 years)

'70 KPSR, '70 KUIK, '71 KCCC, '71

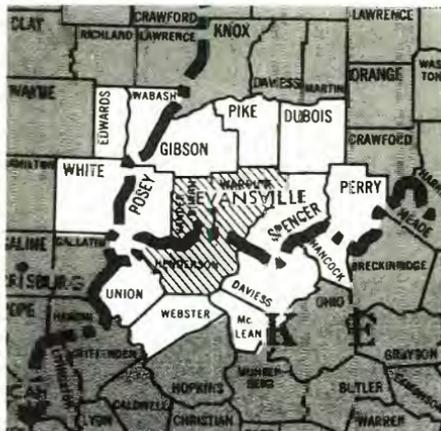
KORE, '71 KEED 10pm-2am - David  
Harper (32-Grand Ledge, Michigan -

16 years)

'56 WILS, '62 WION, '64 WFDF, '66

WXYZ, '70 KZEL-FM, '72 KEED

# EVANSVILLE



Evansville, Indiana, Market Rank: 86, Metro Population: 232,775, Total Population (36 county trade area) 841,524

Ethnic Breakdown: Black - 13,555 or 6.0%

**HISTORY:** The natural advantages of high land overlooking a sweeping bend of the Ohio River attracted Col Hugh McGary, Jr., who purchased 200 acres (presently downtown Evansville) from the Vincennes Land Office in 1812. In 1817, unable to finance his plans, he sold 130 acres at \$10 an acre to Col. Robert M. Evans and James W. Jones. Together they laid out a town and named it Evansville. It was incorporated in 1819 with 101 residents. The first industries opened in 1837 were cabinet shops attracted by extensive hardwood jungles. Skilled workers migrated from Germany and by 1847 Evansville was eighth in size in Indiana and was incorporated as a city. The advantages of all modes of transportation, rich farm and forest land, the vital coal-oil-water power complex, and skilled workers, remain basic factors in Evansville's continuing growth. Evansville is located 126 miles west of Louisville, 170 miles east of St. Louis, 167 miles south of Indianapolis, and 156 miles north of Nashville, Tennessee.

**ECONOMY:** Although diversified, the

economy is basically industrial with 32,500 of its total metro area employment of 98,900 in the manufacturing category. As the trade center for 36 counties, employment in Wholesale and Retail averaged 19,400, services 14,000, mining at 1,300 and agriculture at 1,500, plus other categories brought total non-manufacturing employment to 55,900. Of the total labor force of 104,400, unemployment averaged 4.5% (1971 averages). Whirlpool Corporation has its largest plant in Evansville employing 8,000 to 9,000 in the manufacture of refrigerators and air conditioning equipment. This plant together with its local supplier industries is a major factor in the economy. Mead Johnson & Company, national pharmaceutical and nutrient manufacturer, has its headquarters in Evansville with employment nearing 3,000. Alcoa Warrick Operations just east of the city on the Ohio River now exceeds 2,600 in its giant smelter-rolling mill complex. Babcock & Wilcox employs about 1,500 in its power generation equipment facility downriver from Evansville. Other major industries are Bucyrus-Erie (excavating machines) Arkla Air Conditioning Co.; and others mainly in plastics, steel fabrication, agricultural implements, furniture, clothing, foods and beverages.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:**

University of Evansville has an enrollment of more than 6,000 including part-time students. The Indiana State University Evansville Campus opened in 1965 has grown rapidly in its new campus location and is nearing 3,000 enrollment. Indiana Vocational-Technical College Lincolnland Region, established in 1969, has passed 500 enrollment and is in its new facilities. There are other business and technical colleges, too.

**THE PEOPLE:** Known as conservative but with progressive forward thinking leadership. Known for cultural appreciation and for exceeding their goals on fund drives of all types. Example: Purchase by public subscription of 1,200 acres, 300 donated for the new ISU campus and

the balance available for other institutions of higher learning. Example: Financing by community leaders of purchase of an old brewery building, old railroad station and over 100 other pieces of property including a Catholic Cathedral, in the heart of downtown - property razed and sold at cost to the City, County and Federal Governments for new 40-acre Civic Center. Example: The new Downtown Walkway was financed equally by the downtown merchants, City and Federal governments. The entire downtown area is undergoing renovation - razing old buildings, building new, and bringing sound buildings up to Redevelopment standards. Evansville is a center for nationally known entertainment in the entire range from night club talent to Philharmonic and Broadway theatre guest stars. More than 300 active clubs and organizations. Evansville is known as the bellwether on politics, practically always going as the nation goes. Major tax reform is expected in the 1973 Indiana Legislature to relieve property tax, particularly on inventories. Weather: Evansville temperatures are mostly within the desirable range of 40 to 65 degrees with variations sufficient to be stimulating; prevailing winds of 8-3 miles per hour from the south-southwest bring weather generally resembling that of more southerly locations. Precipitation is moderate and fairly constant through the year. Snowfalls over 2 inches rare and usually melt in a day or so.

**TWO RECOMMENDED HOTELS:** Executive Inn (downtown), Skyway Motel (near airport).

**COST OF LIVING:** Average price for bread is 4/89 cents, regular gasoline 36.9 cents, one bedroom apartment with pool, furnished: \$150, unfurnished: \$135, state sales tax: 2%, state income tax: 2% on gross with exemptions.

**DISC JOCKEYS MAKE:** Lowest: \$125, highest: \$250, average: \$200

AM		
WGBF	MOR	1230
WIKY	MOR	820
WJPS	Top 40	1330

WROZ	C&W	1400
FM		
WIKY	MOR	104.1
WVHI	Gospel	105.3

#### SPOTLIGHT ON-----

WIKY, P. O. Box 3848, 1162 Mt. Auburn Road, Evansville, Indiana 47701

Format: MOR

Freq: FM - 104.1 mhz, AM - 820 khz Power: AM - 250 watts, FM - 50,000 watts ERP

Owner: South Central Broadcasting Corporation

Total Employees: 20

General Manager: John A. Engelbrecht - President & General Manager

Station Manager: Charles A. Blake

Production Director: Byron Zint

Music Director: Byron Zint

Policy: 80% LP's, 20% singles

News Director: John Bradford (2)

Chief Engineer: George F. Stoltz

Head of Bookkeeping: Mrs. Donna Garwood

5-9am - Byron Zint (33-Evansville, Indiana - 15 years)

'58 WEVC, '59 WBNI, '59 WEOA, '59 KQV, '60 WFMW, '62 WJPS, '65 WFMW, '65 WIKY

10am-2pm - Ken McCutchan (59-Evansville, Indiana - 25½ years) '47 WIKY

2-6pm M-F - Ralph Turpen (29-Evansville, Indiana - 16 years)

'59 WEOA, '61 KONO (Johnny Dollar), '61 WTCU (R. Tee), '63 WSTO, '64 WVHI, '70WIKY

2-6pm Saturday - Dave Lehman (27-Paris, Illinois - 10 years)

WPRS, WTHI, WAAC, WDAN, WISU, WIKY

10pm-5am - Ralph Bell (24-Evansville, Indiana - 4 years)

'70 WEVC, '70 WJPS, '70 WIKY

WROZ, Box 139, Evansville, Indiana 47701, (812) 422-4171

Format: Country

Freq: 1400 khz Power: 1 Kw (D) 250 (N)

Owner: Fuqua Industries

Total Employees: 21

General Manager: Wilbur Walker

Sales Manager: James Brown

Music Director: Kenneth Martin

Policy: Mostly singles but augmented

with LP'S. Promo men seldom here but phone contact is welcome.

News Director: Charles Runyon

Chief Engineer: S. J. Kissinger

Head of Accounting: Mrs. Linda Bell  
Age Target: 25-45

5-10am - Kenneth Martin (33-Mt. Carmel, Illinois - 13 years)

'61 WVMC, '62 WAKO, '62 WDQN, '63 WRAY, '64 WVHI, '67 WROZ

2-7pm - Michael Vertrees (26-Fairfield, Illinois - 10 years)

'63 WFIW, '64 WSIU, '65 WCIL, '68 WSOB, '69 WRAJ, '69 WGGH

7pm-1am - George Rountt, Jr. (20-Montgomery, Indiana - 2 years)

'71 WPCO, '71 WVHI

WJPS, P. O. Box 3636, Evansville, Indiana 47701, (812) 425-2221

Format: Top 40

Freq: 1330 khz Power: Day 5 Kw/Nite 1Kw DIR.

Owner: Geyer Broadcasting Company, Inc.

General Manager: Wayne W. Geyer

Station Manager: David R. Wood

Sales Manager: Jerry C. Smith

Program Director: Richard T. Ammon

Music Director: Rodney Metcalf

News Director: Stanley Clark (1)

Chief Engineer: John Wright

Head of Accounting: Fern Dycus

Age Target: 18-49

5-9am - Richard Tyler Ammon (27-Cheyenne, Wyoming - 4½ years).

'65 KICS, '66 KRGI, '68 KLME, '70 KAUD, '70 WJPF, '72 WJPS

9am-1pm - Robert M.J. Hogan (25-Spring Valley, California - 4 years)

'69 KOSG, '70 WCWC, '72 WJPS

2-7pm - Rodney Metcalf (26-Albion, Illinois - 4½ years)

'65 WVMC, '65 WIZZ, '65 WDJ, '68 WJPS

7pm-1am - Daniel T. Campbell (22-Olney, Illinois - 5 years)

'67 WLVN, WSEI, '70 WVMC, WSAB, '72 WJPS

## FAYETTEVILLE



Fayetteville, North Carolina, Market Rank: 145, Metro Population: 223,000, Total Population: 250,000  
Ethnic Breakdown: Black - 52,861

**HISTORY:** Settled by the British/Scottish in 1640 (became populated in 1754). Campbelton (originally called) - 1765 renamed Fayetteville - named for General LaFayette.

**ECONOMY:** Fort Bragg - 34,000, Pope Air Force Base, Kelly Springfield Tire Co., Black & Decker Power Tools, Rohm & Haas Chemical Prod. Firm, DuPont.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** Fayetteville State University - 2,000 on campus, Methodist College - 1,200, Fayetteville Technical Institute - 2,000 daytime, 5,000 night - Pope Air Force Base - 4,400, Fort Bragg - 34,000.

**THE PEOPLE:** Ultra-conservative. Strong Democratic in the past. Serious study in environmentalism and ecology. Conscious of the environment. Young people are fairly typical - not terribly radical but liberal.

**TWO RECOMMENDED HOTELS:** Sheraton Motor Inn (Downtown), Americana (Airport).

**COST OF LIVING:** Average price for bread, 33-47 cents, regular gasoline: 35 cents per gallon, one bedroom

apartment with a pool, furnished:  
\$175-240, unfurnished: \$125-155,  
state sales tax: 3%.

AM		
WFAI	Country	1230
WFLB	Top 40	1490
WFNC	MOR	940
WIDU	Black	1600

FM		
WQSM	Prog. Country	98.1

#### SPOTLIGHT ON

WFLB, P. O. Box 530, Fayetteville,  
North Carolina 28302, (919)  
483-7136

Format: Contemporary

Freq: 1490 Power: 1,000 day, 250  
night

Owner: WFLB Radio, Inc.

Total Employees: 22

General Manager: Herschel Barbour

Station Manager: Herschel Barbour

Sales Manager: Ted Ours

Program Director: Ron Phelps

Music Director: Ted Ours

Policy: Top 30 plus 10 hitbounds, top  
4 LP's - Promo men seen on  
Wednesday.

News Director: Chris Mack (3)

Chief Engineer: Terry Tucker

Head of Accounting: Loretta Williford

Age Target: 18-45

6-10am - Ron Phelps (28-Raleigh,  
North Carolina - 11 years)

'61 WFBS, '62 WSSB, '66 WROV, '66

WLEE, '67 WTMA, '69 WFLB

10am-2pm - Jerry England  
(32-Fayetteville, North Carolina - 12  
years)

'60 WFNC, WKIB, AFRN, WFBS,  
WISP (Program Director), '70 WFLB

2-6pm - Charlie Walker (25-New  
Hampshire - 4 years)

'68 WCKB, WLNC, WFLB

6pm-midnight - Pat Holiday  
(24-Fayetteville, North Carolina - 3  
years)

'69 WFLB

Midnight-6am - John Allen  
(26-Chicago, Illinois - 7 years)

'63 KOLT (Norman Logan), '64

KDSJ, '66 KBHB, '69 WFNC, '70

WSML, '70 WSIC, '71 WYEN, '71

WFLB

867-3131

Format: Prog. MOR

Freq: 940 k Power: 50,000

Owner: Cape Fear Broadcasting Co.

Total Employees: 19

General Manager: Victor W. Dawson

Station Manager: Victor W. Dawson

Sales Manager: Henry McIntosh

Program Director: Herb Crawley

Music Director: Herb Crawley

Policy: 45-60 current singles - 25-30  
current LP's. Promo men 12-6pm  
daily.

News Director: Johnny Joyce (3)

Chief Engineer: Jesse Sprouse

Head of Accounting: Rita Mobley

Age Target: 18-45

7-10am - Mack Freeze  
(37-Kannapolis, North Carolina - 15  
years)

'67 WFNC

10am-Noon - Dennis O'Sullivan  
(28-Fayetteville, North Carolina - 7  
years)

'72 WFNC

Noon-6pm - Herb Crawley  
(31-Cincinnati, Ohio - 11 years)

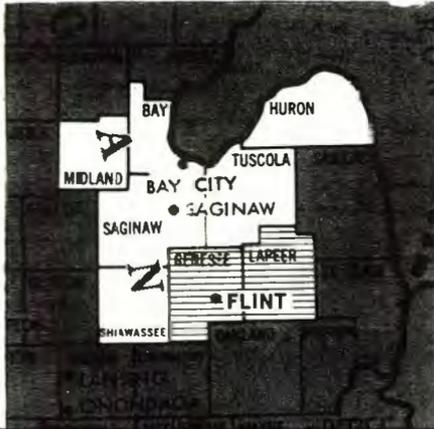
'66 WFNC

6pm-midnight - Ron Rich  
(27-Albany, New York - 8 years)

'69 WFNC

WFNC, 1009 William Clark Road,  
Fayetteville, North Carolina 28303,

# FLINT



Flint, Michigan, Market Rank: 63th, Metro Population: 510,500, Total Population: 920,200

Ethnic Breakdown: Blacks - 45,720

**ECONOMY:** Flint is the city of the automobile. General Motors, Buick and Chevy Division headquarters are based here, plus all kinds of automobile related products such as AC spark plugs, Fisher bodies, etc. Some 80,000 people in the city work for GM alone. City also has some colleges, University of Michigan, Flint branch has 10,000 students, plus Genesee College and General Motors Institute. Flint, only 60 miles from Detroit, is an extremely rich city, with assembly line workers pulling as much as 12 to 13 thousand dollars a year.

**PEOPLE:** It's hard to believe, but Flint is a northern city with a southern influence. A good part of the people migrated from the south for the jobs here. There's a tremendous conservatism, church influe, etc. Big S & W area.

**COST OF LIVING:** High - one bedroom apartment goes for about \$180. Everything is high, mostly due to the extreme unionization of the city. Average top forty jock makes about \$225 a week. Salaries range from \$8,000 to \$20,000.

AM		
WAMM	Black	1420
WCZN	Country	1570
WFDF	Top 40	910
WKMF	Country	1470
WTAC	Top 40	600
WTRX	MOR	1330

FM		
WCMZ	Beautiful	107.9
WWCK	Top 40	105.5

## SPOTLIGHT ON

WFDF, 406 Garland Street, Flint, Michigan 48502, 232-7158

Format: Prog MOR

Freq: 910 Power: 5 kw-d - 1 kw-N

Owner: WFDF Flint Corp.

Total Employees: 27

General Manager: Elmer A. Knopf  
Co-Manager and Sales Manager: Marvin Levey

Program Director: Dan Hunter

Music Director: Dan Hunter

Policy: 25 current singles, some LP cuts.

News Director: Les Root (2)

Chief Engineer: Gerald Wolpert

Head of Accounting: Joyce Mahachek

Age Target: 18-49

4:45-10am - Dan Hunter (49-Flint, Michigan - 26 years)

'47 WDAD, '48 WFDF

11:05am-3pm - Robert (Bob) Burchett (37-Banner, Kentucky - 15 years)

'57 WDOC (Robert R. Roberts), '59 AFRS, '59 WKYN, '61 KSIM, '63 WGMZ, '63 WSWM, '64 WQDC (Program Director), '65 WSGW, '66 WFDF

3-7pm - Joseph W. Formicola (24-Grosse Pointe Woods, Michigan - 2 years)

'70 WMIC (Joey Wade), '71 WFDF (Joe Wade)

7pm-12:30am - Bob Olsen (29-Ludington, Michigan - 8 years)

'61 KECC (Program Director), '67 WLRC, '67 WQDC (Program Director), '70 W SVC, '70 WRCM, '71 WTRX

WCZN, P. O. Box 1570, Flint, Michigan 48501, (313) 744-1570

Format: Country

Freq: 1570 kh Power 1,000

Total Employees: (22)

General Manager: John W. Nogaj

Station Manager: John W. Nogaj

Sales Manager: John W. Nogaj  
 Program Director: Bill Gibson  
 Music Director: Arnie Anderson  
 Policy: 70 singles - selected LP cuts.  
 News Director: Mark Tanner (2)  
 Chief Engineer: Walter Rheingans  
 Head of Accounting: Leah Jurk  
 Age Target: 25-49

6-10am - Arnie Anderson (22-Toledo, Ohio - 3 years)  
 WGLN, WNIO  
 10am-2pm - Buck Bradley (22-Elmira, New York - 4 years)  
 KCHA, WENY, KDIG  
 2-6pm - Clark Campbell

WTAC, Box 600, Flint, Michigan 48501, (313) OW 4-4146  
 Format: Contemporary Rock  
 Freq: 600 khz Power: 1,000 (D) 500 (N)

Owner: Fuque Communications  
 Total Employees: 26  
 General Manager: Charles Speights  
 Station Manager: Charles Speights  
 Sales Manager: Bryson Cooke  
 Program Director: Peter C. Cavanaugh  
 Music Director: Peter C. Cavanaugh  
 Policy: Top 30 singles with 6 extra and LP cuts  
 News Director: Jesse B. Scott (2)  
 Chief Engineer: Norman Perry  
 Head of Accounting: Marion Brown  
 Age Target: 12-45



5-10am M-F - Peter C. Cavanaugh (30-Syracuse, New York - 15 years)  
 '57 WNDR, '59 WFBL, '60 WTLB, '60 WNDR, '63 WTAC, '64 KSO (Program Director), '65 WTLB (Production-Music Director), '66

WTAC (Program Director)  
 10am-2pm M-F - Johnny Cole (39-Detroit, Michigan - 20 years)  
 '52 WDET (John Cantelon), '53 WKMH, '55 WBBC, '60 WTRX, '61 WTAC



2-7pm - Gary Raymond (31-Shepherd, Michigan - 12 years)  
 '60 KHUB, '60 WCBY, '62 WHAK, '64 WTRU, WGRD, '65 WTAC, '68 WKNR (Tony Randolph), '68 WXYZ, '69 WZZM, '71 WTAC  
 7pm-midnight - Rom Roberts (26-Detroit, Michigan - 9 years)  
 '63 WALM, '65 WTTT, '66 WTAC, '67 WLAV, '70 WIFE (Jim Cassidy), '70 WIXY ("Big John" Roberts)  
 12am-5am weekends, Sat. 3pm-12am, Sun 10am-7pm - Pete Flanders (25-Flint, Michigan - 7 years)  
 '65 WAKX, '66 WAMM (Brother Pete, P.J. the D.J.), '70 WTAC (Pete Flanders, The Fat Cat).  
 Swing shift-all night and weekends - Mark Stevens (24-Imley City, Michigan - 4 years)  
 '68 WTHM (Carl Coffee), '70 WTAC

WTRX, P. O. Box 1330, Flint, Michigan 48501, (313) 743-1150  
 Format: Contemporary Adult, a combination of the good music of today and the past, presented in a "Personality" format.  
 Freq: 1330 khz Power: 5,000 watts-day, 1,000 watts-night  
 Owner: Robert E. Eastman Broadcasting Company  
 Total Employees: 26  
 General Manager: Robert E. Eastman Jr.

Sales Manager: Bill Bowling  
 Program Director: Jack Hood  
 Music Director: Nick Arama  
 Policy: 40 to 60 currents - 1 to 2 LP cuts an hour. Open promo policy.  
 News Director: Bob Kitley (3)  
 Chief Engineer: David Gale  
 Head of Accounting: Rose DeRoche  
 Age Target: 18-49

6-10am - Jack Hood (30-Mt. Pleasant, Michigan - 15 years)  
 WCM, WBCM, WILS, WCBQ, WTRU, WMSB, WGN, WTRX

10am-2pm - Dan Clemons (26-Oregon - 12 years)

KYES, KBZY, WTRX

2-6pm - Nick Arama (24-Detroit, Michigan - 4 years)

WTRX

6pm-midnight - Wally Kennedy (24-Chicago, Illinois - 5 years)  
 WEAW, WTRX

Midnight-6am - Rich Fisher (24-Detroit, Michigan - 4 years)

'71 WTRX

WWCK, P. O. Box 1570, Flint, Michigan 48501

Format: Rock and Roll

Freq: 105.5 mh Power: 3,000 watts (erp)

Owner: Heritage Broadcasting Company

Total Employees: 25

General Manager: John W. Nogaj

Station Manager: John W. Nogaj

Program Director: Bill Gibson

Music Director: Bill Pearson

Policy: 25 singles - 20 hitbounds and 30 LP's. Open promo policy.

News Director: Mark Tanner (2)

Chief Engineer: Walter Rheingans

Head of Accounting: Leah Jurk

Age Target: 16-35

5-10am - Bob Douglas (19-Flint, Michigan - 1/2 year)

'72 WWCK

10am-2pm - Bill Pearson (27-Oxford, Michigan - 7 years)

'65 WOMC, '66 WTAC, '71 WWCK

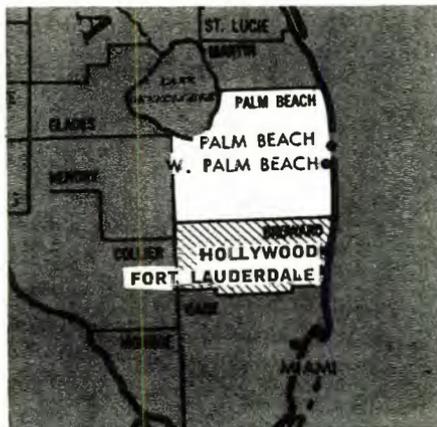
2-6pm - Bill Gibson (26-Detroit, Michigan - 8 years)

'65 WPON, '65 WCMU, '67 WJIM, '68 WVIC, '68 WTAC, '71 WWCK

Evenings - Jim Diamond (22-Flint, Michigan - 4 years)

'68 WDFD, '71 WWCK

## FT. LAUDERDALE



Fort Lauderdale, Florida, Market Rank: 51, Population: 794,500, Nonwhite: 79,075

**ECONOMY:** The Fort Lauderdale-Hollywood area is geared entirely for the winter retreat crowd. Major industry, tourists. Two fine colleges include Droward and the University of Fort Lauderdale. Fort Lauderdale is located just 355 miles north of Miami and 60 miles south of West Palm Beach, which puts it in the extreme southeastern part of the state. **PEOPLE:** Fort Lauderdale-Hollywood, like most Florida towns, is geared to the sun. The tourist season which is mid-December to mid-May has a strong effect on most everything in the town, and of course, especially on prices. Concerts are very big in the town with every weekend seeing some national groups take the stage. Head shops are springing up like the gold rush of '49.

**COST OF LIVING:** Apartment prices are determined by the time of season. A one bedroom during off-season would run roughly \$195.00 and during the season \$700.00. On the average most apartments, pending area, one bedroom runs \$150.00 to \$250.00. Prices in general on most all foods and necessary living items run high. A gallon milk \$1.25, bread which can be gotten wholesale at 23 cents

per loaf. Margarine runs 50 cents to 60 cents a pound. Meat prices for the city are extremely high. Four good T-bone steaks can be had for \$9.00. Eggs, 59 cents a dozen. Beer about 99 cents a six pack and a bottle of BFA about a dollar. Car license is determined by make and weight and a babysitter runs about 75 cents per hour.

AM		
WAVS	MOR	1190
WEXY	MOR	1520
WFTL	MOR	1400
WGMA	Country	1320
WLOD	MOR	980
WRBD	Black	1470
WSRF	Top 40	1580
FM		
WAXY	Gold	106.0
WCKO	Black gold	102.7
WFTL	MOR	106.7
WMJR	Beautiful	100.7
WSHE	Prog.	103.5

#### SPOTLIGHT ON-----

WFTL, P. O. Box 1400, Fort Lauderdale, Florida 33302, (305) 566-9621

Format: Prog. MOR

Freq: 1400 Power: 1KW - 250WTS

Owner: WFTL Radio Inc. (Joseph C. Amaturio)

Total Employees: 39

General Manager: Joseph C. Amaturio

Sales Manager: William F. Sherry

Program Director: Mike Greene

Music Director: Earl Wood

Policy: 70% current singles and LP's and 30% gold.

News Director: Ken Nelson (6)

Chief Engineer: Roy Galagher

Head of Accounting: Billie Inwood

Age Target: 35 (we'll accept anybody)

6-10am - John Lupton (Old-Philadelphia, Pennsylvania - 25 years)

WCAU, WGAR, '62 WFTL

10am-3pm - Phil Marquis

(31-Stamford, Connecticut - 5 years)

WOCN, '70 WFTL

3-7pm - Mike St. James (Old-Westchester, New York - 25 years)

WBBM, WIXY, KQV, WIXZ, '70 WFTL

7pm-midnight - Jay Childs (Old-Macon, Georgia - 25 years)

#### WWIL, WPOM, '67 WFTL

WSRF, P. O. Box 8067, Fort

Lauderdale, Florida, (305) 581-1580

Format: Progressive

Freq: 1580 Power: 10,000 day, 5,000 night

Owner: Van Patrick Broadcast & Gene Milner

Total Employees: 25

General Manager: Gene Milner

Program Director: Gary Granger

Music Director: Gary Granger

Policy: 30 singles - LP cuts and oldies

News Director: Mark Schorr (1)

Chief Engineer: Lee Young

Head of Accounting: Christina Broach

Age Target: 18-35

6-10am - Art McCain (24)

10am-2pm - David St. John (25)

2-6pm - Clark Moore (29)

6-10pm - Keith Allen (20)

10pm-2am - Paul Christi (23)

2-6am - Scott Christie (21)

WEXY-WAXY, 539 E. Oakland Park Boulevard, Fort Lauderdale, Florida, 565-1841

C&W AM and Easy Listening FM

Freq: 1520 AM, 106 FM Power:

1,000 watts AM, 100,000 watts FM

Owner: A. Tedesco

General Manager: A. Tedesco

Station Manager: A. Tedesco

Sales Manager: Ed Bunce

Program Director: Walt Termeer

Music Director: Herk Wright

News Director: Alan Kaye

Chief Engineer: Walt Termeer

Head of Accounting: Alan Boyce

Age Target: MOR

6-9, 10-1, 2-6 - Alan Kaye

(21-Brooklyn, New York - 4½ years)

WGBB, WOHS, WMYQ (Bobby Rich),

WEXY, WAXY

1:30-sign-off - Herk Wright

(27-Asbury, New Jersey - 5 years)

WFLM, WAXY, WEXY

WGMA, P. O. Box WGMA,

Hollywood, Florida 33023, (305)

961-6200

Format: Country

Freq: 1320 kc Power: 5,000 watts day and night

Owner: WGMA Radio, Inc. (Tichenor Media Group)

Total Employees: 26

General Manager: Dudley Tichenor  
 Sales Manager: Robert Eicholz  
 Program Director: K.C. Jones  
 Music Director: Lyle Reed  
 Policy: 35% gold — 55% current  
 singles — 10% current LP cuts, Promo  
 men seen anytime.  
 News Director: Steve Wade (2)  
 Chief Engineer: Jim Hall  
 Age Target: 25-49

6 - 10 am — Lyle Reed (46-Fort  
 Lauderdale, Florida — 25 years)  
 '49 WINN, '49 WAAT, '63 WIXX, '71  
 WEAT, '72 WGMA

10am-noon — K.C. Jones (35-Chicago,  
 Illinois — 20 years)

'52 WDGY, (Casey Jones), '59 WKMT,  
 '60 WORD, '62 WESC, '64 WIST, '65  
 WAYS (K. Charles Jones), '67 WWOM,  
 '68 WRIZ, '69 WTTO, '69 WWOM, '70  
 WAJA, '71 WGMA

Noon-3pm — Hal Smith (27-Battle  
 Creek, Michigan — 9 years)

'63 WTUP, '64 WJEF, '65 WJIM &  
 WMRR, '65 WINZ, '71 WGMA

3-7pm — Dave Kirby (27-Columbia,  
 South Carolina — 8 years)

'64 WQXL, '66 WFIG, '68 WTOC, '70  
 WQXL, '72 WKBC, '72 WGMA

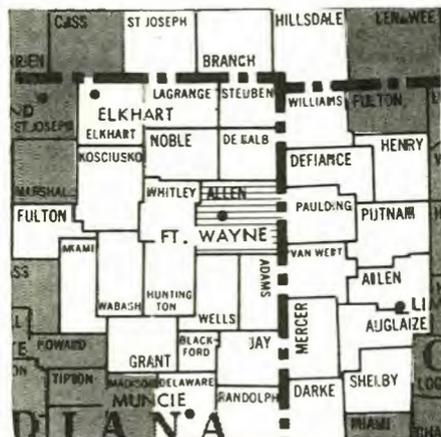
7pm-midnight — Jerry Wichner  
 (46-Cramer Hill, New Jersey — 22  
 years)

WCAM, WCAU, WBUY, WINZ,  
 WGAM

Midnight-6am — Carl Drake  
 (23-Minneapolis, Minnesota — 4½  
 years)

'68 WHRT (Conrad Drake), '68  
 WERH, '69 KNOX, '70 KCUE, '70  
 WGMA

## FT. WAYNE



Fert Wayne, Indiana, Market Rank:  
 114th, Population, 285,300, Black —  
 12%

**ECONOMY:** Located in northeast  
 Indiana, 150 miles each from Chicago  
 and Detroit. Manufacturing is the  
 major industry with some 50 home  
 offices of companies located here.  
 International Harvester's truck  
 division, the largest in the world, and  
 General Electric are the major  
 employers in the city. GE's primary  
 function at this branch is the  
 production of small motors. Some of  
 the firms having their world  
 headquarters here include Magnavox,  
 Essex, International (Electronics),  
 North American Van Lines, Lincoln  
 Life (Insurance), Central Soya and the  
 Zollner Piston Corporation. Food  
 Marketing Corporation, a Fort Wayne  
 company, is the largest wholesale food  
 distributorship in the world. There are  
 nine colleges in the area including  
 Indiana University (Purdue), 13,000  
 students.

**PEOPLE:** A democratic local  
 government was voted in recently —  
 had been a Republican stronghold.  
 People are generally conservative  
 although there is a liberal attitude  
 toward the plentiful longhairs. Called  
 the "City of Churches," 25% to be  
 exact, with 25% Catholic and 25%  
 Lutheran as the dominant faiths. The

median age here is 25 for the males, slightly higher for the females, with 55% of the population under 25. The variance in age and religious sects, etc., make Fort Wayne an ideal test market. The air is clean here, city boasts a new water filtration plant and the largest number of autos per capita (second only to Los Angeles).

**COST OF LIVING:** Generally below average. A one bedroom furnished apartment will cost about \$150. Food is relatively inexpensive, gas is average. Jock salaries in the market range between \$120 and \$325 per week. The average salary for a top forty jock is about \$170.

AM		
WFWR	Country	1090
WGL	MOR	1250
WLYV	Top 40	1450
WMEE	Top 40	1380
WOWO	Contemporary	1190

FM		
WCMX	Beautiful	101.7
WMEF	Beautiful	97.3
WPTH	MOR	95.1

#### SPOTLIGHT ON-----

WLYV, 925 Anthony Wayne Bank, Fort Wayne, Indiana 46808, 743-3443  
Format: Top 40

Freq: 1450 Power: 1,000 day, 250 night

Owner: Shepard Broadcasting Co.

General Manager: Herbert Weber

Station Manager: Herbert Weber

Sales Manager: Frank J. Nachazel

Program Director: Chris O'Brien

Music Director: Roy Edwards

News Director: Bill Stanley

Chief Engineer: Greg Vaker

Head of Accounting: Charlotte Tucker

Age Target: Teen-young adult

6-10am - Phil Gardner (31-Altoona, Pennsylvania - 6 years)

'67 WGET, '67 WSHP, '68 WKVA, '68

WHAG, '69 WNOW (Program Director), '71 WSLR, '71 KITY (Joel Clayton), '72 WLYV (Phil Garden)

10am-2pm - Jay Walker (35-Chicago, Illinois - 7 years)

'65 WLOI (Herb Brabander), '66

WARE, '67 WKZO, '68 WKFR, '69 WLYV

2-6pm - Chris O'Brien (25-Fort Wayne, Indiana - 4 years)

'68 WLYV

6-11pm - Roy Edwards (23-Mendon, Michigan - 5 years)

'67 WCBN, '68 WSTR, '69 WTPS, '70 WIDR, '71 WKMI, WLYV

11pm-1am - Ted Hatch (24-Fort Wayne, Indiana 2 years)

'70 WLYV

1-6am - Mike London (20-Cleveland, Ohio - 2 years)

'72 WLRO (Roy Christian), '72 WTIG (Paul Christian, Program Director), '72 WLYV

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WOWO, 128 W. Washington, Fort Wayne, Indiana 46802, (219) 742-8373

Format: Contemporary Sound blending current hits and best oldies of the last 15 years

Freq: 1190 kh Power: 50,000

Owner: Group W - Westinghouse Broadcasting Co.

Total Employees: 50

General Manager: Carl Vandagriff

Station Manager: Carl Vandagriff

Sales Manager: Douglas Shull

Program Director: Dr. Roger Skolnik

Music Director: Sam DeVincen'

News Director: Dugan Fry (7)

Chief Engineer: Billy Wolfe

Head of Accounting: Jack Smith

Age Target: 18 plus

5-10am - Bob Sievers (54-Fort Wayne, Indiana - 36 years)

10am-2pm - Jack Underwood (46-Jackson, Michigan - 27 years)

'45 WIBM, '56 WOWO

2-6pm - Stu Collins (30-Evanston, Illinois - 10 years)

WJIM, WLAV, WQXI, WLYV, WOWO

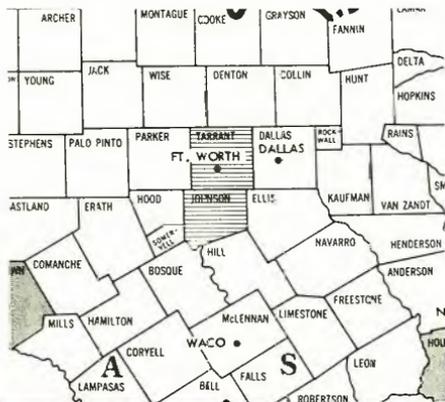
6:30-11pm - Dale Reeves (26-Richmond, Virginia - 8 years)

11pm-5am - Calvin Richards (Toledo, Ohio - 5 years)

WDCW, WCWA, WKLR, '70 WOWO

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# FT. WORTH



Fort Worth, 42nd Market Rank.  
Population: 798,000.

Ethnic Breakdown: Black - 84,976

**ECONOMY:** Located in the northeast corner of Texas, 32 miles west of Dallas, 200 miles north of Houston, 100 miles south of Oklahoma border. The city is a leading livestock and grain market and the nation's second largest manufacturer of aircraft including General Dynamics (Involved in government contracts for the F-111, etc.) and Bell Helicopters. Other important industry includes oil production, food processing, automobile assembling, and railroad shop. Products include flour, cotton oil, apparel, cement, air-conditioning equipment and plastics. Known as the city "where the West begins", famous as most "Texan" city due to its skyscrapers, cattle and oil. Important attractions include Six Flags Over Texas (one of the country's well-known amusement parks) and Forest Park (which includes a zoo). The city also has a giant 7 Seas Aquarium, like a Marineland. Major schools include Texas Christian University (6,600 students), Texas Wesleyan (2,000), U of Texas at Arlington (14,000), and Southwestern Baptist Theological Seminary.

**THE PEOPLE:** Generally conservative with a high church-going ratio, with Baptists as the leaders. Blacks make up the largest ethnic group, although

there is a large Spanish population. The state and city are Democratic, with a great deal of Wallace support. Pollution is low. There is a fair sampling of long-hairs, mostly from the colleges, attitudes are progressing toward the liberal side. Sports are popular with college as well as professional teams competing year-round. The weather makes outdoor activities popular, including the Annual Southwestern Exposition and Fat Stock Show, held during January. Booze is under "local option" with Ft. Worth selling liquor by the drink & bottle.

**COST OF LIVING:** Generally lower than average. One bedroom furnished apartments rent for \$165. Gas was keep prices down to about 30 cents/gallon for regular. Jock salaries range between \$125 and \$250 per week, top 40 jocks average about \$175.

AM		
KBUY	Country	1540
KFJZ	Top 40	1270
KJIM	MOR	870
KNOK	Black	970
KXOL	Top 40	1360
WBAP	Country Gold	820
FM		
KBUY	SimulW/AM	93.9
KNOK	Black	107.5
KWXI	Beautiful	97.1
KXOL	Solid Gold	99.5
WBAP	Beautiful	96.3

WBAP Box 1780 Fort Worth, Texas  
76101 (817) 536-1981

Format: Country

Freq.: 820 Power: 50,000 Watts

Owner: Amon Carter Publications

Total Employees: 49

General Manager: James A. Byron

Station Manager: Ted Norman

Sales Manager: Guy Woodward

Operations Manager: Don Day

Music Director: Art Davis

Policy: 100 singles per week, 3 LPs

News Director: Breck Harris (7)

Chief Engineer: Rupert Bogan

Head of Accounting: Linda Moynihan

Age Target: All

6-9am - Don Harris

9am-12 noon - Jim Baker

12 noon-4pm - Don Thomson

4-7pm - Mike Hoey

7-11pm - Jimmy Stewart

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 11pm-6am - Bill Mack
 

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KFJZ 4801 West Fwy., Fort Worth,  
Texas 76101 (817) 737-6631

Format: Rock

Freq.: 1270 Power: 5K

Owner: Communications Properties,  
Inc.

Total Employees: 50

General Manager: Stan Wilson

Sales Manager: Ray Menefee

Program Director: Lee Randall

Music Director: George Erwin

Policy: 40 singles, 10 LPs. Promo men  
on Tuesday.

News Directors: John Moncrief and  
David Day (12)

Chief Engineer: Daryl Parker

Age Target: 18-35

5-9am - George Erwin (55-Fort Worth,  
Texas-35 years)

'41 KFJZ

9am-12 noon - Robert B. Mitchell  
(28-Abilene-10 years)

'69 KFJZ

12 noon-3pm - Dave Tucker  
(31-Lubbock, Texas-16 years)

KBOX, '62 KFJZ

3-6pm - Mark Stevens  
(35-Davenport-Iowa-20 years)

WMEX, KSTT, '60 KFJZ

6-10pm - Lee Randall (28-Denver,  
Colorado-10 years)

'KILT, KIMN, '68 KFJZ

10-12:30 - Larry Shannon (23-Dallas,  
Texas-6 years)

'KVIL, '68 KFJZ

12:30-5am - Larry James (21-Marshall,  
Texas-2 years)

KDOK, '72 KFJZ

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KXOL 1705 West 7th, Fort Worth,  
Texas 76101 (817) 335-4841

Format: Contemporary

Freq.: 1,360 kc, Power: 5,000 Watts

Owner: KXOL, Inc.

Total Employees: 29

General Manager: William R. Rice

Sales Manager: Dick Bove

Program Director: Johnny Bridges

Music Director: Gary Whitman

News Director: Larry Fitzgerald (5)

Chief Engineer: Bob Beattie

Head of Accounting: D.C. Hornburg  
Age Target: 18-34

5:30-10am - Buddy Holiday (Center  
Ridge, Ark.-15 years)

'57 KELP, '58 WINZ, '59 KONO, '60

WIOD, '68 KOLF, '70 KPRC, '72

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 KXOL
 

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10am-12 noon - Johnny Bridges  
(34-Minot, N. Dakota-13 years)

'60 KSCB, '61 KCJB, '66 WXFE, '68

KOMA, '71 KRLD, KXOL

12 noon-4pm - Paul Cannon  
(25-Irving, Texas-5 years)

'67 KVIL, '69 KFAD, KXOL

4-8pm - Ron Selden (28-Palestine,  
Texas-5 years)

'67 KNET, '69 KDOK, '72 KXOL

8pm-1am - Danny Moffatt (20-Fort  
Worth-4 years)

'69 KFJZ, '70 WMYQ, '72 KXOL

Weekends - Gary Roberts (31-Long  
Beach, California-4 years)

'69 KLAN, '70 KYSN, '71 KUPD,  
KXOL

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KBUY P.O. Box 2049 Fort Worth,  
Texas 76101 (817) 926-5301

Format: Country

Freq.: 1540 Power: 50,000 Watts

Owner: John Walton Enter.

Total Employees: 19

General Manager: Jerry Wright

Station Manager: Jonathan Fricke

Sales Manager: Ned Follis

Program Director: Jonathan Fricke

Music Director: Jonathan Fricke

Policy: Between 90 and 110 singles.  
Promo men policy is open but most  
come in on Tuesday.

News Director: Sam Thompson (2)

Chief Engineer: Jim Schmaker

Head of Accounting: Carlye  
Yarborough

Age Target: 25-49

6-10am - Terry Jones (28-Denver,  
Colorado-4 years)

'69 KAFM (PD), '70 KLAJ, '72

KBUY

10am-3pm - Ron Stevens

3-7pm - Jack Dillon (32-Denver,  
Colorado-10 years)

'62 KTNM, '64 KSTR, '65 KROD, '67

KDKO, '68 KLAJ

7pm-12 midnight - Randy Ryder  
(29-Dallas, Texas-8 years)

'64 KPCN, '68 KYAL, '72 KBUY

12 midnight-6am - Tony Berta  
(25-Fort Worth, Texas-2 years)

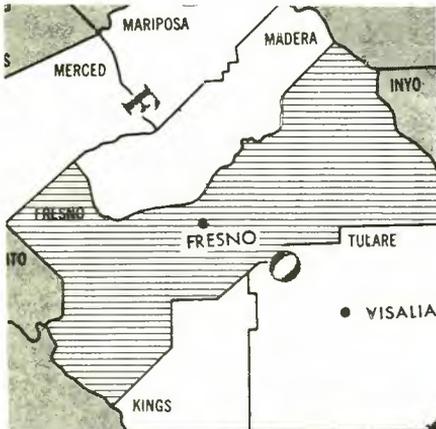
'71 KTXO, '72 KBUY

Weekends - Hal F. Harbuck, Jr.  
(19-Fort Worth, Texas-4 years)

'68 KLIB (Hal Jay), '72 KBUY

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# FRESNO



Fresno, California, 72nd Market Rank.  
 Metro Population: 327,200, Total  
 Population: 400,000  
 Ethnic Breakdown: Black - 12%,  
 Spanish - 20%

**HISTORY:** In the middle 1800's, a man named Mr. Kearney was the Valley's largest land owner. He began sending thousands of brochures to the east to lure people to Fresno. He would provide free transportation by train. The railroads that ran from San Francisco to L.A. helped Fresno grow too. Another big land owner in the Valley was a Mr. Peckinpaw (brother of movie producer Sam Peckinpaw), who worked his land in a way similar to Mr. Kearney.

**THE ECONOMY:** Because of the climate and miles and miles of level flatland, agriculture is the number one industry. Supposedly, 85% of all grapes raised in America are grown in the Fresno Valley. Literally every form of citrus and many other foods are grown here. Needless to say, the wine industry is flourishing.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Fresno State University (14,000), Fresno City College (10,000), Pacific College (500), Lamore Naval Base (5,000).

**THE PEOPLE:** The people are generally sultry weather laid back;

more conservative than liberal, slightly down on obscenity, but not a big issue. About 2 to 1 Republican. Defeated Prop. No. 19 badly (3 to 1).  
**TWO RECOMMENDED HOTELS:** The Airport Marina, Fresno Hilton (downtown)

**COST OF LIVING:** Average price for bread: \$.40, regular gasoline: 36.9 cents, one bedroom apartment w/pool: furnished- \$175, unfurnished-\$125, state sales tax: 5%, state income tax: 1%.

**DISC JOCKIES MAKE:** Lowest: \$400, Highest: \$1,400, Average: \$11,000 a year

AM		
KARM	Beautiful	1430
KBIF	Religion	900
KEAP	Country	980
KFRE	MOR	940
KGST	Spanish	1600
KIRV	MOR	1510
KMAK	Country	1340
KMJ	Block/News	580
KXEX	Spanish	1550
KYNO	Top 40	1300

FM		
KARM	Beautiful	101.9
KFIG	Prog.	94.5
KFYE	MOR	93.7
KKNV	MOR	102.7
KMJ	Beautiful	97.9
KPHD	Prog.	95.5

## SPOTLIGHT ON-----

KMJ 1515 Van Ness, Fresno, California 93721 (209) 268-5771

Format: Contemp. MOR

Freq.: 580 Power: 5,000

Owner: McClatchy Newspapers

General Manager: Eleanor McClatchy

Station Manager: Richard F. Sheppard

Sales Manager: Carl Thrumston

Program Director: James R. Wilson

Music Director: James R. Wilson

Policy: 75% singles, 25% LPs music selected by 3 man committee, station manager, sales manager, and program director

News Director: Carl D. DeWing

Chief Engineer: Al Schneider

Head of Accounting: Ron Muller

Age Target: 18+

9am-12 noon - Don Masters (39-Peru, Indiana-18 years)

'49 WAJC-FM, '57 WIRE, '63 KNCS.

'64 KMJ  
 1-5pm - Jerry Higginbotham  
 (45-Fresno, California-27 years)  
 '46 KARM, '48 KMJ  
 9pm-5:30am (Saturday through  
 Tuesday) - Jack Miller (45-Fresno,  
 California-20 years)  
 '52 KCOK, '55 KRAI, '58 KGEN, '60  
 KBMX, KFKE, '66 KIRV, '67 KMJ  
 9pm-5:30am (Wednesday through  
 Friday) - Andy Kay (45-Fresno,  
 California-22 years)  
 '49 KPMO, '50 KVEC, '52 KRDU, '53  
 KGST, '60 KFRE, '69 KMJ

KMAK 2020 East McKinley, Fresno,  
 California 93703 (209) 266-9448  
 Format: Country  
 Freq.: 1340 khtz Power: 1,000  
 Owner: McCarthy Broadcasting Co.  
 General Manager: John Ogden  
 Station Manager: John Ogden  
 Program Director: Bob Martin  
 Music Director: Mark Robinson  
 Policy: Top 30 plus 3-8 new records  
 with oldies. Open promo policy.  
 News Director: Bob Adams (1)  
 Chief Engineer: Randy Stover  
 Head of Accounting: Mary Clinger  
 Age Target: 18-49

5-9am - Thomas Clayton Venner  
 (22-Bakersfield, California-4-1/2 years)  
 '67 KWSO, '68 KIFM, KDNO, '69  
 KUZZ, KUZZ-FM, '70 KMAK  
 9am - 12 noon - Bob Adams  
 (35-Fresno, California-8 years)  
 '64 KOAD, KEAP, '69 KUDU, '72  
 KMAK  
 12 noon-3pm - Bob Martin  
 (34-Colorado Springs, Colorado-15  
 years)  
 '57 KTEE, '58 KMBY, '61 KHAI, '62  
 KENO, '63 KSEE, '64 KROY, '69  
 KMAK  
 3-7pm - Mark Robinson (21-4 years)  
 '68 KCIN, '69 WNIO, WHOT, '72  
 KMAK  
 7-11pm - Rick Alan Bubenik  
 (19-Sanger, California-3-1/2 years)  
 '70 KIRV, '71 KEAP, '72 KMAK  
 11pm-5am - Rick Torcasso (Neal)  
 (19-Fresno, California-1-1/2 years)  
 '71 KEAP (Rick Berry), '72 KOAD  
 (Rick Neal), '72 KMAK

KYNO 2125 N. Barton Avenue.  
 Fresno, California 93703 255-8383  
 Format: Top 40

Freq.: 1300 Power: 5,000 Watts  
 Owner: Gene Chenault  
 Total Employees: 25  
 General Manager: Wayne Decker  
 Sales Manager: Ronald Vaughn  
 Program Director: Sean Conrad  
 Music Director: Marty Sherwood  
 Policy: Top 30 - 5 to 10 hit bounds.  
 No LP'S. Open promo man policy.  
 News Director: John Wallace (3)  
 Chief Engineer: Tad Faherty  
 Head of Accounting: Bev Little  
 Age Target: Teen through 35

6-10am - Dirk Robinson (22-Alphen  
 A/D Rijn (Netherlands)-4 years)  
 '69 KTOM (Dirk Donovan), '71  
 KYNO  
 10am-12 noon - Sean Conrad  
 (27-Dayton, Ohio-13 years)  
 '59 WING (Ron Copeland), '64  
 WCYN, '65 WJRL, '66 WDUX, '66  
 WYFE (Rik O'Shea), '67 KTKT (Ron  
 Knight), '68 WOHO (Ron Knight),  
 WKNR, '70 KYNO  
 12 noon-4pm - Les Garland  
 (25-Springfield, Mo.-7 years)  
 '65 KEIR-FM (Les Charles), '66  
 KSWM (Les Sweckard), KICK, '68  
 KWTO, '70 KELI, '71 KOTV, '72  
 WZNN, KYNO  
 4-8pm - Mike Novak (23-Modesto,  
 California-2-1/2 years)  
 '70 KCEY, '71 KDON (Mark Stevens),  
 '71 KJOY, KYNO  
 8pm-12 midnight - Steve Randal  
 (27-Fresno, California-2-1/2 years)  
 '69 KOAD (Dave Carey), '70 KSTN  
 (Mark Scott), '71 KDON (Dave  
 Carey), '71 KMEN (Steve Carey),  
 KMAK, '72 KISN, KYNO  
 12 midnight-6am - Mark Daniels  
 (20-Fresno, California-4 years)  
 '68 KGST (Dave Yodelman), '68  
 KHOT (Dave Michaels), KMAK (Dave  
 Michaels), '71 KOBO (Mike Daniels),  
 '72 WSGN (Mike Daniels), '72 KYNO

KFRE 4011 East Ashlan Avenue,  
 Fresno, California 224-7150  
 Format: Prog. MOR  
 Freq.: 940 khz Power: 50,000 watts  
 Owner: KFRE, Inc.  
 Total Employees: 23  
 General Manager: Tal Jonz  
 Station Manager: Tal Jonz  
 Sales Manager: Chuck Carson  
 Program Director: Tom Maule  
 Music Director: Jim Steele

Policy: 30 current singles plus 5 hit bounds. No LP play generally.

News Director: Mike Foster (2)

Chief Engineer: Hal Torosian

Head of Accounting: Maude Walker

Age Target: 18-45

6-10am - Tom Maule (33-Fresno, California-10 years)

'62 KACY, KMAK, '64 KGB, '67 KHF, KFRC, '69 KDAY, '71 KFRE

10am-3pm - Bill Stone (31-Los Angeles, California-3 years)

'69 KLYD, '70 KERN, KAFY (PD), '72 KFRE

3-7pm - Rick Wiseman (26-San Francisco, California-6 years)

'67 KNEW, KFOG-FM, '69 KDON, '70 KYNO, '71 KFRE

7pm-12 midnight - Bill Webb (28-Toledo, Ohio-8 years)

'64 WTOP, '65 WOHO, '66 WTOD, WTTT, '70 KSLY, '72 KFRE (Mike Webb)

12 midnight-6am - Jim Steele (22-Yorba Linda, California-6 years)

'66 KYMS (Jim Foss), '68 KTBT, '70 KKAR, '72 KDON (Jim Steele)(PD), '72 KFRE (MD)

## GRAND RAPIDS



Grand Rapids, Michigan, 50th Market Rank, Metro Population 539,225, Total Population: (city) 197,645, Ethnic Breakdown: Black - 22,296, Spanish - 4,602

**HISTORY:** Founded as an Indian fur trading post in 1826 by French trapper, Louis Campau. City named after a rapids in the Grand River.

**ECONOMY:** AGM Industries, Inc., American Seating Co., Amway Corporation, General Motors Corp. Diesel Equipment Div., Fisher Body Division, Plant No. 1 and No. 2, Gulf & Western Automotive & Appliance Manufacturing Co., Keeler Brass Co., Inc., Kelvinator, Inc., Lear Siegler, Inc. (Instrument Division), Rapistan, Inc., Steelcase, Inc., Wolverine World Wide, Inc. Those 13 manufacturers each employ 1,000 or more employees. The widely diversified products produced by the 954 manufacturing establishments in Grand Rapids keep the economy stable.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Aquinas (Independent liberal arts college) - Ave. 1972-73 enrollment, 1,400. Calvin (Christian Reformed Church Institution) - Enrollment 1972, September - 3,200. Eastern Michigan (Junior College of Business) Enrollment: 900 day, 430 evening classes, Grand Rapids Jr. College 75%

"transfer credit" courses, 25% "terminal." Enr. 72-73 - 5,319. Grand Valley State College (4-year state college) 1972 enrollment 5,218 Extension Centers in G.R. for Central Michigan, Western Michigan, Michigan State and University of Michigan.

**TWO RECOMMENDED HOTELS:**  
Pantlind Hotel (downtown), Hospitality Motor Inn (airport).

**COST OF LIVING:** Average price for bread. 19 to 49 cents, regular gasoline: 34 cents, one bedroom apartment w/pool: furnished - \$185-200, unfurnished - \$135-150, state sales tax: 4%, state income tax: 3.9%, city income tax - 1% for residents, 1/2% non-residents.

AM		
WFUR	Beau./Rel.	1570
WGRD	Top 40	1410
WJEF	Country	1230
WLAV	Top 40	1340
WMAX	Prog. MOR	1480
WOOD	MOR	1300
WYGR	Religious	1530
FM		
WFUR	Beau./Rel.	102.9
WGRD	Simul.	97.9
WJFM	Beautiful	93.7
WLAV	Oldies	96.9
WOOD	Beautiful	105.7
WYON	Beautiful	101.3
WZZM	Oldies	95.7

#### SPOTLIGHT ON -----

WJEF 280 Ann Street, N.W. Grand Rapids, Michigan 49504 363-7701

Format: Country

Freq.: 1230 kHz Power: 1,000

Owner: Fetzer Broad. Co.

Total Employees: 24

General Manager: Glenn Gilbert

Operations Manager: Bruce Glycadgis

Program Director: Joe Hempstead

Music Director: John Howard

Policy: 80 current singles. Top 5 LP's are charted open promo men policy.

News Director: Ric London: (2)

Chief Engineer: Roy Breen

Head of Accounting: J. L. Ball

Age Target: 18-49

5:30-10am - Carroll R. Conroy (32-Richland Center, Wisconsin - 9 years)

'64 WJEF

10am-2pm - John Howard Sicard

(26-Muskegon, Michigan - 6½ years)  
'70 WMUX, '70 WJEF (John Howard)  
2-6pm - Cliff Carey (26-Lansing, Michigan - 7 years)

'65 WJIM, '66 Armed Forces Radio, '67 WKIZ (Tom Carl), '68 KRCB (Rick Edwards), '69 WSJM (Hal Martin), '72 WJEF

6-10pm - Jerry Alan Funk (22-Grand Rapids, Michigan - 5 years)

'68 WERX, '69 WSHN, '70 WMAX (Jerry Alan), '71 WERX (Jerry Alan), '71 WJEF (Jerry Alan)

10pm-1am - Bill Borden

'72 WJEF

WLAV, Waters Building, Suite 101, Grand Rapids, Michigan 49501, (616) 456-5461

Format: Top 40

Freq: 1340 Power: 1,000 days, 250 night

Owner: Sheppard Broadcasting Inc.

Total Employees: 20

General Manager: Herbert Weber

Station Manager: Herbert Weber

Sales Manager: James Ellis

Program Director: Bob Hamilton

Music Director: Dennis Elliott

Policy: 30 plus 4 hitbounds, 10 LP cuts played at night. Open promo policy.

News Director: John Westman (3)

Chief Engineer: David Boot

Age Target: 18-34

6-10am - Bruce Ryan (24 - 4 years)  
10am-2pm - Dennis Elliott (21 - 1½ years)

2-6pm - B. J. Crocker (19 - 2 years)

6-10pm - Buddy Hollis (23 - 4 years)

10pm-2am - Michael Conrad (22 - 4 years)

2-6am - Chris O'Brien (24 - 5 years)

WOOD, 120 College SE, Grand Rapids, Michigan 49502, 459-1919

Freq: 1300 Power: 5 KW AM, 265,000 ERP FM

Owner: Wood Broadcasting, Inc.

Total Employees: 35

General Manager: Michael O. Lareau

Station Manager: Michael O. Lareau

Sales Manager: Thomas Girocco

Program Director: William J. Struyk

Music Director: Tom Quain

Policy: 40 singles - 40-50 current MOR LP's. Open promo policy.

News Director: Bob Burton (5)

Chief Engineer: Jerry Vander Sloom  
 Head of Accounting: Earl Witte  
 Age Target: 25-45

5-9am - Bruce Grant (46-Cincinnati -  
 25+ years)  
 '68 WOOD  
 9am-1:30pm - Bill Strike (34-Cedar  
 Falls, Iowa - 16 years)  
 '65 WOOD  
 1:30-6pm - Tom Quain (45-New  
 York, New York - 20 years)  
 '65 WOOD  
 6-10pm - Andy Rent (29-Muncie,  
 Indiana - 9 years)

WGRD, 122 Lyon Street, N. W.,  
 Grand Rapids, Michigan 49502, (616)  
 459-4111

Format: Top 40

Freq: AM: 1410 khz, FM: 97.9  
 mhz Power: 1,000 w AM, 20,000 W  
 ERP FM

Owner: Regional Broadcasters Group  
 Total Employees: 21

General Manager: Donald L. Anderson

Sales Manager: Vince Ford

Program Director: Ron White

Music Director: Bill Evans

Policy: About 20 singles, no LP's.  
 Promo men seen 9-12 noon any day  
 except Tuesday.

News Director: Brad Reed (2)

Chief Engineer: John Seymour

Age Target: 12-34

5-9 am - Scott Mason  
 (23-Chattanooga, Tennessee - 4 years)

'68 WHTC (Bill Evans), '69 WXTO  
 (Bill Evans), '70 WGRD

9am-Noon - Ron White

Noon-3pm - Skip Essex (22-Lima,  
 Ohio - 5 years)

'67 WIMA, '68 WERT, '69 WCIT, '70  
 WFIN, '70 WCIT, '71 WGRD

3-7pm - Johnny Walker (23-Grand  
 Rapids, Michigan - 4 years)

WIDR, WYYY, WGRD

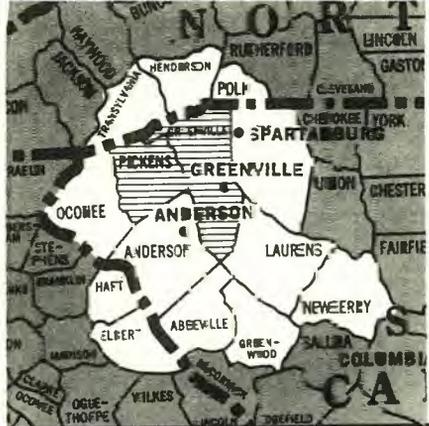
7pm-midnight - Mike McCarthy  
 (25-Ososso, Michigan - 2 years)

'70 WILS, '71 WGRD

Midnight-5am - Rick Donahue  
 (24-Saginaw, Michigan - 3 years)

'68 WIDR, '69 WTPS, '71 WYYY  
 (Scott Brodie) '72 WGRD

## GREENVILLE



Greenville, South Carolina. Market  
 Rank: 104th, Population: 303,900,  
 17% Black

**ECONOMY:** Located in the  
 northwestern part of the state, 100  
 miles west of Charlotte, 100 miles  
 northwest of Columbia, South  
 Carolina and 140 miles north of  
 Atlanta. Textiles and related industry  
 are the most dominant in the  
 economy. The major names in textiles  
 here are J.P. Stevens, Dan River Mills,  
 Stone Manufacturing, and Burlington  
 Industries, the largest in the world.  
 Textile is located here, dealing  
 primarily in home products. Printing,  
 agriculture, and plastics are the other  
 important industries. Lumbering is  
 the most substantial. Dairy products,  
 tobacco, and peaches are the major  
 agricultural commodities. The city is  
 the home of Liberty Life Insurance as  
 well as the Daniel and Yeargin  
 Construction companies, both very  
 large in the southeast. Furman  
 University is located here, with 1,650  
 students. Clemson University, with  
 6,000 students, is located about 30  
 miles away.

**PEOPLE:** The area is in what is called  
 the "Bible Belt" and is heavily  
 southern Baptist. Politics are about  
 equally divided between the two  
 parties. People here are socially  
 conservative. The population is

expected to double in the next 15-18 years. The majority now are in the 25-30 age group. Longhairs, although not plentiful, are generally accepted. The average income for the city is somewhat low due to the great number of mill workers.

**COST OF LIVING:** An average one bedroom apartment will cost about \$155. Prices are standard for a city of its size. Food costs are somewhat high, but gas is kept competitive with gas wars. Jock salaries in the market range between \$100 and \$175 per week. The average salary for a top forty jock in the market is about \$125 to \$135.

AM		
WESC	Country	660
WFBC	MOR	1330
WHYZ	Top 40	1070
WMRB	Beautiful	1490
WMUU	Classical	1260
WQOK	Top 40	1440
FM		
WESC	Beautiful/Country	92.5
WFBC	Contemporary	93.7
WMUU	Classical	94.5

#### SPOTLIGHT ON -----

WQOK, Drawer T, Greenville, South Carolina 29651, 246-2112

Format: Progressive MOR

Freq: 1440 Power: 5,000 da/n

Owner: WQOK, Inc.

General Manager: T.C. Hooper

Station Manager: T.C. Hooper

Sales Manager: John Hudson

Program Director: Steve Chris

Music Director: Steve Chris

News Director: Don Mack

Chief Engineer: Thomas Huckaby

Head of Accounting: Jean Moody

Age Target: 18-30

6-10am - Kirby Stevens  
(22-Spartanburg, South Carolina - 5 years)

10am-2pm - Lee Alexander  
(28-Conway, South Carolina - 10 years)

2-6pm - Steve Chris (22-Los Angeles, California)

6-10pm - Scott McLoed  
(23-Savannah, Georgia - 5 years)

10pm-1am - Cameron Harper  
(23-Lakeland, Florida - 3 years)

2-6am - Ron Wood (23-Rock Hill, North Carolina - 3 years)

WHYZ, P. O. Box 4308, Greenville, South Carolina 29608, 246-1441

Format: Top 40

Freq: 1070 Power: 50,000

Owner: WHYZ, Inc.

Total Employees: 16

General Manager: Raymond Somers

Station Manager: Raymond Somers

Sales Manager: Ben Howard

Program Director: Steve Green

Music Director: Steve Green

Policy: 30 singles, also LP cuts, heavy gold.

News Director: John Paul Heatherton (1)

Chief Engineer: Ray Slatton

Head of Accounting: Jo Ann Boswell

Age Target: 18-34

6-10am - Larry Mills (28-Campobello, South Carolina - 9 years)

'63 WDMF, '67 WTYN, '66 WEAB,

'69 WORD, '70 WHYZ

10am-Noon - Steve Green  
(28-Springfield, South Carolina - 9 years)

'63 WUSCm '64 WNOK (Music

Director) '67 WKYB (Program and

Music Director), '69 WHYZ

1-6pm - Joe Johnson (26-Green Creek, North Carolina - 8 years)

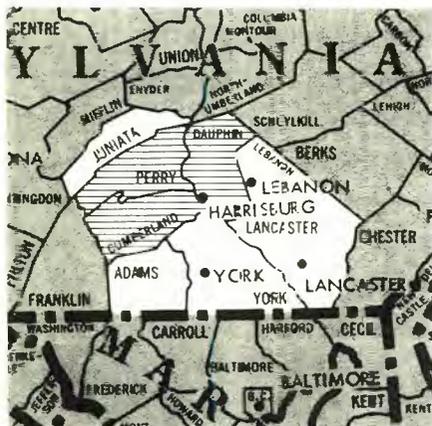
'64 WAGY, '66 WCAB, '67 WTLK, '69

WORD, '70 WBBQ, '70 WHYZ

6pm-sign-off - Charlie Burkett  
(20-Greenville, South Carolina - 3 years)

'69 WHHS, '70 WSBF, '71 WHYZ

# HARRISBURG



Harrisburg, Pennsylvania, Market Rank: 74th, Metro Population: 415,700

Ethnic Breakdown: Black - 9%

**HISTORY:** Founded by John Harris in 1785. Became the State Capital in 1812. Located on the Susquehanna River, 100 miles west of Philadelphia, 80 miles north of Baltimore.

**ECONOMY:** Hershey Foods Corp., Aircraft Marine Products, Harsco Corp. (Pre-fab Construction Forms), Bethlehem Steel, Olivetti-Underwood, Ralston Purina, Book of the Month Club Distribution Center, Kirney Shoes, Quaker Oats, ITT Terryphone, TRW (Turbine Jet Parts), Masand Rugs. State government is leading employer. All major insurance companies located in area.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** Penn State-Middletown Campus, Dickinson College (1,500), Harrisburg Area Community College (2,400), Shippensburg State (3,500), Elizabethtown College (1,400), Messiah College (1,000), New Cumberland Army Depot, Mechanicsburg Naval Depot (supply), Army War College, Carlisle.

**THE PEOPLE:** The Harrisburg area is growing. Dozens of new industries, new industrial expansion and progress. Area is getting bigger in the 70's.

Suburban growth getting larger. The town is still considered conservative, but changes are coming. Tourism picking up with new Hershey Park, Disneyland type complexes. Sex is still a dirty word to half the population. This is also changing!

**TWO RECOMMENDED HOTELS:** Host Inn, (airport), Holiday Inn (downtown)

**COST OF LIVING:** Average price for bread is 36 cents, regular gasoline: 38 cents, one bedroom apartment with a pool, furnished: \$175, unfurnished: \$150, state sales tax: 6%, state income tax: 1%

**DISC JOCKEYS MAKE:** Lowest: \$130, Highest: \$250, Top 40: \$160

AM		
WCMB	MOR	1460
WFEC	Top 40	1400
WHP	MOR	580
WHYL	MOR	960
WKBO	Top 40	1230

FM		
WHP	Variety	97.3
WSFM	Auto.MOR	99.3
WHYL	MOR	102.3

## SPOTLIGHT ON-----

WHYL, P.O. Box 219, Carlisle, Pennsylvania 17013, (717) 249-1717  
Format: Contemporary, heavy on gold  
Freq: 960 AM, 102.3 FM Power: 5,000 watts

Owner: Richard F. Lewis, Jr., Inc., of Carlisle

Total Employees: 13

General Manager: William M. Allison

Station Manager: William M. Allison

Sales Manager: William M. Allison

Program Director: Ben Barber

Music Director: Ben Barber

Policy: 40 singles and 10 extras. Add 3 new LP's each week. Promo men seen in the mornings any day.

News Director: Kirk Wilson (2)

Chief Engineer: James Dacy

Head of Accounting: Florence Fisher  
Age Target: 18-35

6-9am - Ben Barber (29-Harrisburg, Pennsylvania - 10 years)

'WEZN, WCMB '70 WHYL

10am-2:30pm - Jim Jefferson (26-Norfolk, Virginia - 7 years)

WGH, WCBF, '69 WHYL

2:30-7pm - Frank Hays

(26-Rockville, Maryland - 5 years)  
 WKBI, '68 WHYL  
 7pm-midnight - Del Leonard  
 (24-Loysville, Pennsylvania - 1 year)  
 '72 WHYL

WKBO, 31 N. 2nd Street, Harrisburg,  
 Pennsylvania 17101, 233-6572  
 Format: Top 40  
 Freq: 1230 kc Power: 1000/250  
 night  
 Owner: Harrea Broadcasters  
 Total Employees: 13  
 General Manager: J. Albert Dame  
 Station Manager: J. Albert Dame  
 Sales Manager: Robert Abernathy  
 Program Director: Bob Alexander  
 Music Director: Charlie Adams  
 Policy: 30 plus 4 hitbound singles. No  
 more than 15 of the best selling LP's.  
 Promo men after 2pm.  
 Chief Engineer: Gary Magill  
 Head of Accounting: Hazel Herr  
 Age Target: 18-49

6-10am - Robert A. Klepic  
 (29-Pittsburgh, Pennsylvania - 15  
 years)  
 '61 WBBW (Bob Alexander), '61  
 WBVP, '62 WHIZ, '63 WMVO, '63  
 WHOT, '65 WOMP, '67 WVAM (Tom  
 Foolery), '68 KQV (Franklin B.  
 Forbes), '69 WVAM (Tom Foolery),  
 '72 WKBO  
 10am-2pm - Charlie Adams  
 (30-Washington, D.C. - 12 years)  
 '64 WKBO, '71 WFEC, '72 WKBO  
 (Music Director)  
 2-6pm - Joe Noga (21-Harrisburg,  
 Pennsylvania - 3 years)  
 '69 WBLF, '69 WSVS, '70 WLPM, '72  
 WKBO (Jim Roberts)  
 6pm-midnight - John Summers  
 (20-Harrisburg, Pennsylvania 1½  
 years)  
 Midnight-6am - Lou Raymond  
 (25-Trenton, New Jersey - 1 year)

WFEC, 112 Market Street, Harrisburg,  
 Pennsylvania 17104, 238-5122  
 Format: Top 40  
 Freq: 1400 Power: 1000 w  
 Owner: Scott Broadcasting Corp.  
 Total Employees: 23  
 General Manager: Ralph S. Hartman  
 Sales Manager: Dale Pines  
 Program Director: Bob Janis  
 Music Director: Ronnie G. Sheaffer  
 Policy: 44 singles - 3 LP cuts per  
 week. Open promo policy.

News Director: Kevin J. Molloy (3)  
 Chief Engineer: William O. Kuntz  
 Head of Accounting: Dorothy Rudy  
 Age Target: 16-34



6-10am - Ronnie G. Shaeffer  
 (27-Lebanon, Pennsylvania - 10  
 years)  
 '63 WJWR, '65 WLAN, '69 WFEC  
 10am-Noon - Bob Janis (37-Steelton,  
 Pennsylvania - 18 years)  
 '54 WHGB, '58 WSBA, '65  
 Susquehanna Broadcasting, '68 WFEC  
 Noon-4pm - Mark Stewart  
 (24-Bristol, Pennsylvania - 5 years)  
 '68 WJSM (Len Marks), '69 WFBG,  
 '70 WBUD, '70 WFIL (John Bendick),  
 '71 WFEC  
 4-8pm - Mike Patrick (20-Lewistown,  
 Pennsylvania - 6 years)  
 '66 WMRF (Michael P. Kinzer), '70  
 WFEC  
 8pm-midnight - Michael Kelly  
 (20-Philadelphia, Pennsylvania - 1½  
 years)  
 '71 WEEZ, '71 WMID, '72 WFEC



Midnight-6am - R. W. McKee  
 (25-Devon, Pennsylvania - 6 years)  
 '66 WIFI, '68 Armed Forces Radio,  
 '72 WFEC



'70 WAEB (Ted Lambert), '71 WARM (T.J. Lambert III), '72 WIBG, '72 WPOP

Midnight-6am - Ric O'Connor (23-Los Angeles, California - 3 years)  
'68 KAVL, '70 KUTY, '71 WPOP

WHCN, 60 Washington Street, Suite 801, Hartford, Connecticut 06106, (203) 549-0850

Format: Progressive

Freq: 105.9 mhz Power: 20,000 watts ERP

Owner: Concert Network, Inc., Boston, Massachusetts

Total Employees: 15

General Manager: Randall Mayer

Sales Manager: Joseph DiPietro

Program Director: Samuel Kopper

Music Director: Paul H.D. Payton

Policy: "If it's good they play it."

Open promo policy.

News Director: L. Davidson Corry (1)

Chief Engineer: Lawrence Laine Titus

Head of Accounting: Merrill Shabot

Age Target: 16-35

6-10am - Sam Kopper (26-Mingham, M '64 WAER (Production Director), '66 WADK, '68 WBCN (Program Director), '72 CKGM, '71 DPPC, '72 KMET, '72 WFML, '72 WHCN, '72 WHCN

10am-2pm - Debbie Ullman (24-Cape Cod, Massachusetts - 4 years)

'69 WBCN, '72 KRNW, '72 WHCN

2-6pm - Paul Payton (27-New Rochelle, New York - 10 years)

'62 WBRU (Dr. Strangelove), '64 WFAS, '64 WLNA (Lee Edwards), '65 WHIM (Music Director), '68 WICE, '70 WSVP, '72 WAAB, '72 WHCN (Music Director)

6-10pm - Goodwin H. White (24-Hartford, Connecticut - 9 years)  
'63 WSOR (J. Wellington Spencer), '65 WNAX (Dave Spencer), '66 KYNT, '68 WLIS, '68 KYSN, '69 HRBS (Program Director), '70 Armed Forces Network, Europe, '71 WCCC (Dale Donovan), '71 WHCN

10pm-2am - Jim Zeiner (22-Hartford, Connecticut - 4 years)

'68 WQXQ (Jim Russell), '68 WETH, '68 WBRL, '69 WWVM, '69 WHCN, '71 WMVY

2-6am - Charles Horowitz (24-New Haven, Connecticut - 3 years)

'70 WWVM (Program and Music Director), '71 WHCN

WCCC, 11 Asylum Street, Hartford, Connecticut 06103, 549-3456

Format: All Request Contemporary

Freq: 1290 AM and 106.9

FM Power: AM-500 watts, FM-50,000 watts

Owner: Greater Hartford Communications

Total Employees: 12

General Manager: Sy Dresner

Station Manager: Sy Dresner

Sales Manager: Aaron Ossipow

Program Director: Rusty Potz

Music Director: Rusty Potz

Policy: All current and past hits that get requests. Open promo man policy.

News Director: Dan Walker

Chief Engineer: Sy Dresner

Age Target: 12-34

6-10am - Rusty Potz (29-Hartford, Connecticut - 9 years)

'68 WAVZ, '67 WPOP, '66 WDEE

10am-3pm - Dan Walker (20-Seymour, Connecticut - 4 years)

3-7pm - Brooklyn Joe (25-Mineola, New York - 5 years)

'69 WWC0, '70 WTRY, '70 WAVZ, '71 WPOP

7pm-midnight - Duke of Windsor (20-Oxon Hill, Maryland - 3 years)

WGBK

Midnight-6am - Jim Wagner (26-Manchester, Connecticut - 5 years)

'68 WMAS, '69 WHCN

WDRC, 750 Main Street, Hartford, Connecticut 06103, (203) 278-1115

Format: Top 40

Freq: 1360 AM, 102.9 FM Power: 5,000 Am, 50,000 FM

Owner: Buckley Broadcasting

Total Employees: 32

General Manager: Rick Korsen

Station Manager: Rick Korsen

Sales Manager: Dick Robinson

Program Director: Charlie Parker

Music Director: James English

News Director: Walt Dibble (3)

Chief Engineer: Wayne Mulligan

Head of Accounting: Roger Peichert

Age Target: 18-49

6-10am - Pete Sullivan

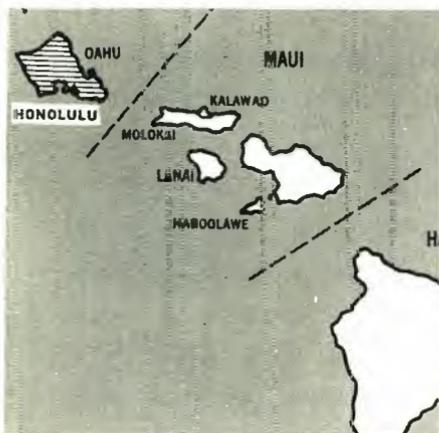
10am-3pm - Bob Craig

3-7pm - Dick McDonough

7pm-midnight - Gary DeGraide

Midnight-6am - Barry Grant

# HONOLULU



Honolulu, Hawaii, Market Rank: 53rd, Population estimate for Honolulu: 645,662. Roughly 7.8% of the population is military.

**ECONOMY:** There are four basic areas which contribute to the state economy. (1) Military, (2) Tourism, (3) Sugar, (4) Pineapple. Hawaii is the center for all military operations in the Pacific, which is the largest military command in the world. Federal spending contributes to the economy to the tune of \$721,820,000 annually. Since they are rated as an "island paradise," it is logical that the next contributing factor is tourism. Mainlanders and citizens of the Far East put in approximately \$645,000,000 a year. The last two areas, sugar and pineapple, contribute \$340,000,000 a year to the state's treasury.

**THE PEOPLE:** The population can be broken down into five basic ethnic backgrounds: Japanese 28.3%, Caucasian 38.8%, Hawaiian 12.2%, Filipino 12.2%, Chinese 6.8% and all others 2.4%. According to figures released by the Hawaii Council of Churches, the major religious bodies of Hawaii are: Roman Catholic 220,000, Protestant 81,102, and Buddhist 121,460. Hawaii is rated as the melting pot of the Pacific. Multi-lingual problems have been minimized by a

distorted rhetoric referred to as pidgin English. Racial problems are at a minimum. There is an influx in transients, but with new legislation dealing in welfare reforms this problem should be eliminated in the upcoming months. Each island has either an extension of the University of Hawaii, or a University campus which accommodates both local and nonresidential students.

**COST OF LIVING:** Hawaii is rated between Alaska and New York consistently in the national average. Cost of living is extremely high, which is a small price to pay for clear air and blue skies. In terms of wages, people are a little better off than the national average, but according to a 1971 survey, a moderate or intermediate budget for four persons in one family is estimated at \$13,108 or roughly 16% above the national average. Excluding J. Akuhead Pupule, who is the highest paid jock in the world at \$400,000 a year, the average rock jock pulls in \$8,000 a year, and the average MOR man takes in \$8,000.

**TWO RECOMMENDED HOTELS:** Holiday Inn (airport), Surftrider (Waikiki)

AM		
KAHU	Country	940
KAIM	Religious	870
KCCN	Hawaiian	1420
KGMB	MOR	590
KGU	MOR	760
KHAI	MOR	1080
KVH	All News	1040
KIKI	Prog.	830
KKUA	Top 40	690
KNDI	Religious	1270
KOHO	Japanese	1170
KORL	All Talk	650
KPOI	Top 40	1380
KUMU	Beautiful	1500
KZOO	Japanese	1210

FM		
KAIM	Classical	95.5
KGMB	Solid gold	93.1
KPOI	Progressive	97.5
KUMU	Beautiful	94.7

**SPOTLIGHT ON** -----  
 KKUA, 765 Amana Street, Honolulu  
 Hawaii 96814, (808) 946-2869  
 Format: Contemporary

Freq: 690 Power: 10,000 w  
 Owner: H.G. Fearnhead, Robert S. Wilson, Lloyd Martin  
 Total Employees: 21  
 General Manager: H.G. Fearnhead  
 Station Manager: Robert S. Wilson  
 Sales Manager: Hector Hamilton  
 Program Director: Scott Edwards  
 Music Director: Scott Edwards  
 Policy: Combination of singles, LP cuts, and oldies. Lean progressive.  
 News Director: Gabe Viera (4)  
 Chief Engineer: Ron Castro  
 Head of Accounting: Lin Au  
 Age Target: Overall

5:30-9am - Jim Peters (26-Ridgefield Connecticut - 7 years)  
 WLAN, WDRC, KPOI, KIKI, '70 KKUA  
 9-11am - Ron Castro (23-Philadelphia, Pennsylvania - 7 years)  
 WBCB (Ron Carlyle, WBUX, KYW (Ron Castro), WRTI (Ron Carlyle) WBVD, WPBS, WAMS, KPOI, '71 KKUA  
 2-6am - Michael W. Perry (25-Arlington, Virginia - 3 years)  
 'ILS, '72 KKUA  
 6-10pm - Lou Richards (21-Lubbock, Texas - 2 years)  
 KLBK, KSFL, KEND, '72 KKUA  
 10pm-2am - Ronnie Wood (26-Wailuku, Maui, Hawaii - 1 year)  
 KAHU, '72 KKUA  
 2-6am weekends - Brent Kellogg (27-Morrisville, Vermont - 6 years)  
 KAHU (Bret Maverick), KORL (Gene Williams), KKUA (Johnny Michaels), KPOI, KHLO, KIVM, '72 KKUA

KGMB, 1534 Kapiolani Boulevard, Honolulu, Hawaii 96814, 941-3011  
 Format: MOR  
 Freq: 59 Power: 5,000 watts  
 Owner: Pacific Broadcasting Company  
 Total Employees: 17  
 General Manager: Gene Erger  
 Station Manager: Earl McDaniel  
 Sales Manager: Richard Cramer  
 Program Director: Earl McDaniel  
 Music Director: Steve A. Reno  
 Policy: Covers the entire spectrum of popular music. Play about 50 singles, 5 to 10 new albums.  
 News Director: Bill Edwards  
 Chief Engineer: Alvin Chang  
 Head of Accounting: K.C. Wong

Age Target: 18-108

6-10am - J. Akuhead Pupule  
 10am-12:30pm - George Kennedy (42-Lansford, Pennsylvania - 20 years) '52 WBNL, '59 WCDL, '61 AFRTS, '61 KGBS, '66 KAIM, '66 KGMB  
 1-3pm - Jerry Cox (29-Tampa, Florida - 8 years)  
 WFLA, '66 KGMB (Kim Chee)  
 3-8pm - Granny Goose (18-Honolulu, Hawaii - 18 years)  
 '55 KHBC, KIPA, KILA, KTOH, KGMB, KULA, KHVH, KGMB  
 8pm-midnight - Ted Sax (38-New York, New York - 18 years) WINZ, KISN, KIMN, KULA, KORL, '68 KGMB  
 Midnight-6am - Faustino Resari (32-Lahaina, Maui, Hawaii - 5 years)  
 '67 KGMB (Agapito Bennington Smythe)

KIKI, 331-D Kamani Street, Honolulu, Hawaii 96813, (808) 536-3456  
 Format: Free Form Programming  
 Freq: 830 AM Power: 10 K.W.  
 Owner: KIKI, Inc.  
 Total Employees: 18  
 General Manager: Cyril Larsen  
 Station Manager: Cyril Larsen  
 Sales Manager: Brian Skelly  
 Program Director: Ron King  
 Music Director: Mike Hamlin  
 Policy: No playlist. "Play best of AM forms of music."  
 News Director: John Cyra (4)  
 Chief Engineer: Alan Roycroft  
 Head of Accounting: Bonnie Barker  
 Age Target: 12-35

6-10am - Michael Hamlin (33-Honolulu, Hawaii - 10 years)  
 '63 WTTN, '64 KERN, '64 KYLO, '65 AFRS, '65 KPOI, '68 KKUA, '72 KIKI  
 10am-2pm - Steven B. Williams (25-Newport News, Virginia - 3 years)  
 '70 KDHI, '70 KKUA, '72 KIKI  
 2-6pm - Ron King (31-Jackson, Tennessee - 8 years)  
 '64 KIKI, '64 KORL, '67 KHAI, '67 KKUA, '68 WOR, '69 KKUA (Program Director), '72 KDIA (Program Director)  
 6-9pm - Dick Wainwright (26-Honolulu, Hawaii - 9 years)  
 '63 KPOI, '66 KHAI, '66 KORL, '68 KKUA '70 KHLO, '70 KTOH, '71

Houston, Texas 77025, 748-3980

Format: MOR

Freq: 1320 kh Power: 5,000

Owner: KXYZ Inc.

Total Employees 40

General Manager: Ronald L. Sack

Sales Manager: Chris Robinson

Program Director: Paul Mitchell

Music Director: Will Turse

Production Manager: Jim Spurlock

Continuity Director: Mike Marshall

Policy: Current singles

News Director: Jerry Smith (6)

Chief Engineer: Paul Dudeck

Head of Accounting: Jean Chambers

Age Target: 25-49

6 - 10 a m - Tom Jones

(39-Breckenridge, Texas - 18 years)

'55 KWFR, '57 KCRS, '59 KXOL, '60

KSEL, '66 KTHT, '70 KXYZ

10am-3pm - Don Hagen (24-Joliet,  
Illinois - 9 years)

'64 WAJP, '65 WJRC, '67 WJOB, '67

WWCA, '67 WLNK, '69 KTBC, '71

KXYZ

3-7pm - Doug Smith (48-Deposit,  
New York - 22 years)

'51 WDLA, '52 WKRT, '54 WKOP, '55

WNBF, '67 WINR, '60 KWTX, '63

KLTV, '64 WBAP, '69 KJIM, '71

KXYZ

7pm-midnight - Will Turse  
(29-Philadelphia, Pennsylvania - 10  
years)

'62 WNJH, '63 WNAK, '64 WKBO, '67

WDVR, '69 WAUG, '70 KXYZ

Midnight-5am - Kasey Kirby  
(32-Houston, Texas)

'58 KYBS (Kathy Cunningham), '63

KHUL (Casey Cunningham), '72

KXYZ

KULF, 2100 Travis, Houston, Texas  
77002, 224-6226

Format: Prog. MOR

Freq: 790 Power: 5,000

Owner: Southern Broadcasting Co.

Total Employees: 30 General

Manager: Bill Bosse Sales Manager:

Phil MacDonald Program Director:

Bob Green Music Director: Ron

Morgan

Policy: Average 50 singles, occasional

LP cuts. About 50% gold. See promo

men on Monday. Available for

national men on Wednesday.

News Director: Dave Fowler (7)

Chief Engineer: Norm Sartain

Head of Accounting: Grace Trotter

Age Target: 18-49

5:30-9am - Jim Tate (32-St. Louis,  
Missouri - 19 years)

'53 WOKZ, '58 KWWL, , KOIL, KISN

'60 WCKR, '61 WIP, '65 WNEW, '66

WIP, '69 WKNR, '71 KULF

9am-Noon - Ron Morgan (30-Detroit,  
Michigan - 12 years)

'61 WKMI, '65 WTOP, '65 WOHO, '66

WLYV, '68 WKNR (Ron Sherwood)

'71 KULF

Noon-3pm - Hal McClair

(32-Shepherd, Texas - 13 years)

'59 KTXJ, '60 KYVA, '63 WSIB, '65

KULB, '66 KMCO, '67 KULF

3-6pm - Joe Bauer (28-St. Paul,  
Minnesota - 2½ years)

'70 WCKL (Joe Clark), '71 WRAN

(Joe Kelly), '72 KULF

6-9pm - Jim Shannon (23-Anaheim,  
California - 6 years)

'67 KTBT, '68 KREL, '68 KWIZ, '69

KEZY, '70 KULF

9pm-midnight - Gary Hoffman  
(30-Centralia, Missouri - 12 years)

'60 WEFA, '61 WBOF, '64 WKVK, '65

WGH, '66 WVAB (Program Director),

'67 WPAC, '68 WNBF, '69 WHHO, '69

KOY, '70 KULF

Midnight-5:30am - Jeff McClain  
(25-Cleveland, Texas - 8 years)

'64 KVIB (Jay McClain), '66 KWBA,

'66 KNRO, '67 American Forces

Radio, '67 KTRN (Dave Diamond),

'70 KIOX, '70 KMEO, '71 KULF (Jeff

Mack)

KENR, Two Greenway Plaza East,  
Houston, Texas 77046, (713)

621-1550

Format: Modern Country

Freq: 1070 Power: 10,000

day/5,000 night

Owner: Kake Huron Broadcasting  
Corp.

Total Employees: 33

General Manager: Robert M. Chandler

Local Sales Manager: Rod Brosig

Operations Manager and Program

Director: Ric Libby

Music Director: Bruce Nelson

Policy: 65 current singles, lots of  
oldies. See promo men 10am-2pm

daily.

Chief Engineer: Robert Frye

Head of Accounting: Bettye McGhee

Age Target: Adults

6-10am - George Lester  
 (46-Gladewater, Texas - 19 years)  
 KTSA, WOAI, KBUC, '72 KENR  
 10am-3pm - Tommy Otis (22-Millsap,  
 Texas - 3 years)  
 KCWM, KBUY, KBOX, KAWA,  
 KOZA, '72 KENR  
 3-7pm - Bruce Nelson (29-Royal Oak,  
 Michigan - 14 years)  
 WMIL, WPLO, WUBE, '72 KENR  
 7pm-midnight - Lee Edward Grant  
 (24-Dallas, Texas - 6 years)  
 WFFG, KOGT, KAWA, KMCO,  
 KBUY, KIKN, KTRM, '72 KENR  
 Midnight-6am - Rusty Clark  
 (30-Sheandoah, Iowa - 5 years)  
 WPNX, '72 KENR

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KLYX, 2929 Southwest Freeway,  
 Houston, Texas 77006, 527-9545  
 Format: Contemporary-MOR  
 Freq: 102.1 Power: 200,000  
 Owner: Intermedia, Inc.  
 Total Employees: 16  
 General Manager: David A. Dolbey  
 Station Manager: David A. Dolbey  
 Program Director: Don Armstrong  
 Music Director: Don Armstrong  
 Policy: About a dozen current singles  
 and 25 current LP's.  
 News Director: Bob Crockett (8)  
 Chief Engineer: Avril Cochran  
 Head of Accounting: Geri Sweringen  
 Age Target: 24-49

5:30-9:30am - Don Armstrong  
 (22-Houston, Texas - 1 year)  
 KLYX  
 9:30am-2:30pm - Bob Crockett  
 (25-Port Neches, Texas - 2½ years)  
 '70 KTRM, '71 KCAW, '72 KLYX  
 2:30-7:30pm - Walter Lee Hammock  
 (23-Houston, Texas - 5 years)  
 '67 KFSA (Chip Hammock) '69  
 KMAG, '70 KFSA, '70 KHOG, '72  
 KLYX  
 7:30pm-midnight - Brian Hill  
 (23-Fairfield, Texas - 2½ years)  
 '66 KMLL, '69 KUHF, '70 KODA, '71  
 KLYX  
 Midnight-5:30am - Mike Reeder  
 (24-Joplin, Missouri - 1½ years)  
 '71 KVCL, '71 KAOK, '72 KLYX

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KNUZ, 4701 Caroline Street,  
 Houston, Texas 77001, JA 3-2581  
 Format: Contemporary Rock  
 Freq: 1230 Power: 1,000  
 Owner: Texas Coast Broadcasters

General Manager: David H. Morris  
 Sales Manager: Forrest Patton  
 Program Director: Larry Vance  
 Music Director: Larry Vance  
 Policy: 41-45 singles, 15-25 LP cuts.  
 See promo men 9am-1pm Mondays  
 News Director: Charles Scott  
 Chief Engineer: John Walker  
 Head of Accounting: Farah Etie  
 Age Target: 18-49

6-9am - Larry Vance (33-Houston,  
 Texas - 18 years)  
 WYSL (Program Director), KLIF  
 (Music Director, KBOX, WQXI,  
 WALT, WPLO (Program Director)  
 9am-Noon - Paul Berlin (42-Memphis,  
 Tennessee - 25 years)  
 WHAM, KNUZ  
 Noon-3pm - Roger Borden (27-Tulsa,  
 Oklahoma - 10 years)  
 KRAV, KAKC, WFUN  
 3-7pm - Joe Ford (32-Houston, Texas  
 - 16 years)

KEYS  
 7pm-midnight - Mark Taylor  
 (21-Houston, Texas - 3 years)  
 KEEE  
 Midnight-6am - Kenny Miles  
 (21-Houston, Texas - 3 years)  
 KILE

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KTRH, P. O. Box 52370, Houston,  
 Texas 77052, 227-1621  
 Format: Talk & News  
 Freq: 740 Power: 50,000  
 Owner: Rusk Corp.  
 Total Employees: 60  
 General Manager: Frank Stewart  
 Sales Manager: Max Cohen  
 Program Director: Lee Allen  
 News Director: Hal Kemp (16)  
 Chief Engineer: Lester Mullin  
 Head of Accounting: Tom Jacobs  
 5-6:45am & 11:30am-noon - Dewey  
 Compton  
 8:30-10am - Larry Oldham  
 (27-Ducktown, Tennessee - 22 years)  
 8:30-10am - Alvin Van Black  
 (32-Houston, Texas - 4 years)  
 10-11am & 12:30-2pm - J. Kent  
 Hackleman (46-Urbana, Illinois - 22  
 years)  
 11-11:30am - Thelma Schoettker  
 (Over 21-Cincinnati, Ohio - 7 years)  
 '60 WCPO, '63 KTRH, '67 KPRC, '72  
 KTRH  
 11-2pm - Lee Allen (39-Oklahoma  
 City, Oklahoma - 14 years)

KPOI, '72, KKUA, '72 KIKI  
 9pm-midnight - Sandy Cole (24-New York, New York - 4 years)  
 '69 KFOA (Andy Riley), '69 KIKI (Bud Weiser), '69 KPOI (Andy Riley), '70 KKUA, '71 ABC Network Radio News (Andy Riley), '72 KIVM (Andy Riley), '72 KIKI (Sandy Cole)  
 Midnight-6am - Rick Shannon (25-Los Angeles, California - 8 years)  
 '65 KSFV (Dan Bunzel), '66 KBLA, '67 KVFM, '68 KNJO, '70 KCBH, '70 KKUA, '72 KIKI

KPOI-AM, 1701 Ala Wai Boulevard, Honolulu, Hawaii 96815, 941-6644  
 Format: Top 40  
 Freq: 1380 Power: 5,000 watts  
 Owner: ValJon Inc.  
 Total Employees: 26  
 General Manager: Tom Moffatt  
 Station Manager: Tom Moffatt  
 Sales Manager: Bob Brokman  
 Program Director: K.C. Dennis  
 Music Director: Riley Cardwell  
 Policy: 40 singles plus LP's. Open promo men policy.  
 News Director: Don Smith (2)  
 Chief Engineer: Alan Roycroft  
 Head of Accounting: Gladys Lunasco  
 Age Target: 8-40

6 - 9 a m - K . C . D e n n i s (26-Laupahoehoe, Hawaii - 5 years)  
 KPOI, KYSN, KPOI, KIKI, KPOI  
 9am-Noon - Glen Martin (24-Los Angeles, California - 2 years)  
 KHJ, KQIQ, KORL, KPOI  
 3-6pm - Tom Moffatt (41-Detroit, Michigan - 20 years)  
 KPOA, KHVH, '58 KPOI  
 6-9pm - Riley Cardwell (22-San Diego, California - 3 years)  
 KLRO, KFMX, KCCN, KHVH, KORL, KPOI  
 9pm-midnight - Bob Carter (23-Palatine, Illinois - 5 years)  
 WFS, WCLR, WIVS, WRAM, KAHU, KPOI  
 Midnight-6am - Barry Kendall (23-California - 4 years)  
 KIKI, KORL

## HOUSTON



Houston, Texas, Market Rank: 13th, Population: 2,042,300. Black population rank: 8th (391,813).  
**ECONOMY:** Located in southeastern Texas, 50 miles northwest of Galveston and the Gulf of Mexico, 242 miles south of Dallas, 180 miles east of San Antonio at the convergence of four principal Texas rivers, including the Trinity which flows through Dallas and the San Jacinto which provides Lake Houston with its water. Primary industry is connected with the production, refining and processing of oil, all major are represented. Other important industries include the manufacture of steel (Froter), chemicals (Dow), cotton, rubber (Goodyear), paper, food and meat products (primarily cattle), and cement. The new Trinity Canal, as yet unconstructed, is expected to make the city a major world port. The NASA spacecraft center is 22 miles outside the city. Houston is becoming a major tourist and convention center, since the passage of "liquor by the drink" a year ago, featuring the Astrodome, Astroworld, one of the largest amusement parks in the world, and an annual world championship rodeo. Major schools include Rice University (2,300), Texas Southern University (3,100 and University of Houston (13,000).

**PEOPLE:** The city is modern and busy, in the Eastern style. One of the fastest growing in the country and very spread-out much like Los Angeles, in a series of self-centered suburbs. Streets are wide and skyscrapers abound (No. 1 Shell Plaza is the tallest building west of the Mississippi). The growth has created an urgent need for rapid transit systems, a common complaint. Night life has boomed in the last year with the new drinking laws. Attitudes are generally conservative, Republicans are in office. Pollution is bad and getting worse. The city is experiencing occasional deadly thermal inversions. Atmosphere is very cosmopolitan again because of the influx of population. Only other dominant ethnics, outside the large Black group, are the Spanish-Mexican people, although not so numerous as in San Antonio.

**COST OF LIVING:** Ranked 27th among major U.S. cities. One bedroom apartments average about \$165. Regular gas is selling for 30 cents. Jock salaries range from \$125/week to as much as \$50,000/year. Top 40 jocks average \$250-\$300 a week.

AM		
KCOH	Black	1430
KENR	Country	1070
KIKK	Country	650
KILT	Top 40	610
KLVL	Spanish	1480
KNUZ	Top 40	1230
KODA	Beautiful	1010
KPRC	Talk-MOR	950
KTRH	Talk	740
KULF	Prog. MOR	790
KWBA	Country	1360
KXYZ	Beautiful	1320
KYOK	Black	1590

FM		
KAUM	Prog.	96.5
KIKK	Country	95.7
KILT	Prog.	100.3
KLEF	Classical	94.5
KLLOL	Prog.	101.1
KLYX	Classical	102.1
KODA	Beautiful	99.1
KQUE	Beautiful	102.9
KRBE	Prog. Top 40	104.1
KRLY	Top 40	93.7
KYNO	Beautiful	92.5

KAUM, 1505 Fannin Bank Building, Houston, Texas 77025, 741-0050  
Format: Prog. Top 40

Freq: 96½ Power: 100,000 watts  
Owner: KXYZ, Inc., Subsidiary of ABC, Inc.

General Manager: Robert Lewis  
Sales Manager: Lee S. Cromwell  
Program Director: Bruce A. Breeding  
Music Director: Susan Vogelfang  
News Director: Randy Covington  
Chief Engineer: Glen English  
Head of Accounting: Jean Chambers  
Age Target: 16-28

6-10am - Jewell McGowen  
(24-Houston, Texas - 2 years)

10am-2pm - Cy Statum (28 - 3 years)

KFMK

2-6pm - Weaver L. Morrow  
(24-Dallas, Texas - 5 years)

KLIF, KNUS, KPCC, KYMS

6-10pm - Mike Shugart  
(25-Beaumont, Texas - 3 years)

10pm-2am - Dave Mitchell  
(22-Detroit, Michigan)

WTVS, WDTR, WIID, WDET, WQRS,  
WKNR

2-6am - Dave Christian (23-Fort Worth, Texas - 4 years)

KWFR, KXYZ, KODA

KLLOL, P. O. Box 52370, Houston, Texas 77052, 222-8103

Format: Progressive

Freq: 101.1 Power: 100,000

Owner: Rusk Corp.

Total Employees: 14

General Manager: Frank Stewart

Station Manager: Jerry Lee

Sales Manager: Max Cohen

Program Director: Tony Raven

Music Director: Pat Fant

Policy: Heavy on albums, play some singles. Open policy for promo men.  
News Director: Leonard Liss/Mauri Dial (2)

Chief Engineer: Lester Mullan

Head of Accounting: Ruth Estes

Age Target: 18-34

6-9am - Chapman Mott

9am-noon - Pat Fant

Noon-3pm - Jim Hilty

3-6pm - Steve Nagle

6-10pm - Jackie McCauley

10pm-2am - Jay Thomas

KXYZ, 1602 Fannin Bank Building,

8-11:30pm - Frank Haley (32-Dallas, Texas - 13 years)

KRLY, 3935 Westheimer, Houston, Texas 77027, (713) 626-8130

Format: Top 40

Freq: 93.7 Power: 97,000 ERP

Owner: Zantanon Communications, Inc.

Total Employees: 18

General Manager: Robert S. Anderson

Station Manager: Robert S. Anderson

Sales Manager: Jack Perkins

Program Director: Dannh O'Brian

Music Director: Danny O'Brian

Policy: 35 singles - very few LP cuts - promo men seen on Mondays from 10am-4pm.

News Director: Bill Alford (2)

Chief Engineer: Dan Bohn

Head of Accounting: Homer L. Bruce

Age Target: Teen-34

6-10am - Danny O'Brian (30-Laredo, Texas - 11 years)

'KSOX, KGNS, KRIO, '70 KRBE, '70 KNUZ, '71 KRLY

10am-3pm - Ray Cooper (26-Houston, Texas)

'69 KBST, '69 KIBL, '70 KCFH, '70 KITY, '71 KGB, '72 KRLY

3-7pm - Ron Foster (23-Temple, Texas - 7 years)

Midnight-6am - Dave Roberts (20-Victoria, Texas - 3 years)

'69 KVIC, '72 KRLY

KILT, Houston, Texas, (713) 526-3461

Format: Top 40

Freq: 610 Power 5,000

Owner: Lin Broadcasting

Total Employees: 43

General Manager: Dickie Rosenfeld

Station Manager: Dickie Rosenfeld

Sales Manager: Harry Rogers

Program Director: Bill Young

Music Director: Bill Young

Policy: 45 singles - 10-12 LP cuts. Promo men seen Monday 12-3pm and 3-5 pm (AM and FM respectively).

News Director: Jim Carola (7)

Chief Engineer: Glenn Cook

Head of Accounting: Sue Reid

Age Target: 18-35

6-10am - Mac Hudson (33-Beaumont Texas - 15 years)

WPLO, KNOW, WONE, WUBE, KXOL. '66 KILT

6-10am - Irv Harrigan (34-Sulfer, Louisiana - 8 years)

KCBQ, KFRC, WDEE, KILT

10am-noon - Jay West (32-McAllen, Texas - 13 years)

KRIO (Program Director), '70 KILT

10am-noon - Jim Everhart (40-Houston, Texas - 1 year)

'72 KILT

Noon-3pm - John St. John (23-Nashville, Tennessee - 3 years)

WMAK (John Young), '72 KILT

3-6pm - Barry Kaye (26-Corpus Christi, Texas - 6 years) KEYS, KTSA, KGB, '71 KILT

6-10pm - K. O. Bayley (36-San Francisco, California - 12 years)

WOR, KFRC, KYNO, KCBQ, KGB, '72 KILT

10pm-2am - C. C. McCartney (25-Corpus Christi, Texas - 3 years)

KVIC, WKY, '72 KILT

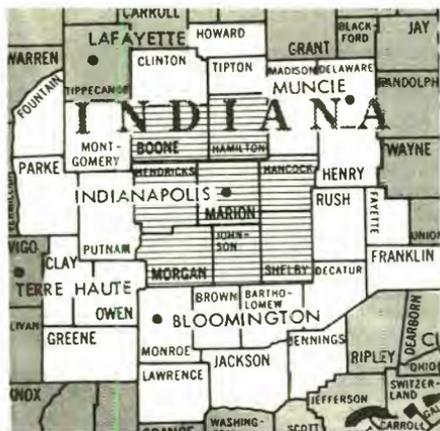
2-6am - Roland Stone (20-Houston, Texas - 2 years)

'70 KILT

Weekends - Gary Taylor (21-Houston, Texas)

KEEE, '72 KILT

# INDIANAPOLIS



Indianapolis, 29th Market Rank, Population 1,111,173 (1970)

Ethnic Breakdown: Black - 137,364, Spanish - 3,071

**HISTORY:** Founded in 1820 from a log cabin settlement. First citizens were George Pogue and family. Became a state capital in 1825 and was incorporated as a city in 1838. Early growth was heightened by railroad station built here in 1853.

**ECONOMY:** Diversified manufacturing in transportation equipment (General Motors, Chrysler, Ford and International Harvester), electronic (Western Electric, RCA), drugs and pharmaceuticals (Eli Lilly and Dow Chemicals), Machinery (Diamond Chain, Insley, Stewart-Warner, Bryant Air Conditioning), Chemicals (Union Carbide), Food Products (National Starch, Standard Brands-Blue Bonnet Margarine, Stokely-VanCamp), Paper Products (Inland Container), Other Metals (Bridgeport Brass, Union Carbide, FMC Corp.-Link-Belt and Peerless Pump), and Rubber and Plastics (RCA, UNIROYAL). Also U.S. Naval Avionics Facility and Army Finance Center.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** Butler University (4,200), Marian

College (1,100), Indiana Central College (1,300), Indiana University-Purdue University at Indianapolis (including I.U. Law School and I.U. School of Medicine (16,000), Fort Benjamin Harrison which contains U.S. Army Finance Center and several specialized enlisted and officer training schools such as Finance School, Defense Information School.

**THE PEOPLE:** Generally conservative, becoming more cosmopolitan, Republican majority and demographics are at national average (good test market), above average income represent well the "Middle America" image. Why even ask about obscenity; feel sorry for any respondent who would believe the real majority condones it.

**TWO RECOMMENDED HOTELS:** Holiday Inn or Hilton Inn (airport); New Hilton Inn downtown.

**COST OF LIVING:** About average for the country. 3rd Quarter Survey of 165 cities by the American Chamber of Commerce Researchers Association gives Indianapolis an Inter-City Cost-of-Living Index of 99.1 U.S. Dept. of Labor Autumn, 1971 budget costs for a specified family of four at intermediate level of living standard, when compared in 39 metropolitan areas, index is 101. Average price for bread is \$.23, regular gasoline is 36.9. One bedroom apartment with pool is \$160 (Average) furnished and \$150 (Average) unfurnished. State sales tax is 2% and State Income Tax is 2%.

AM		
WATI	Beautiful	810
WERA	Religious	150C
WFBM	Contemporary	126C
WIBC	MOR	107C
WIFE	Top 40	131C
WIRE	Country	143C
WNIR	Country	159C

FM		
WFBQ	Contemporary	94.7
WFMS	Beautiful	95.5
WIFE	Contemporary	107.9
WNAP	Progressive	93.1
WTLG	Black	105.7
WXTZ	Beautiful	103.3

WFBM 1330 North Meridian,

Indianapolis, Indiana 46202, (317)  
635-9326

Format: Progressive/MOR  
Frequency: 1260 Power: 5000  
Owner: Rayhall Communications Corp.  
General Manager: Larry O. Garrett  
Sales Manager: Dick Higgs  
Program Director: Jack Sorbi  
Music Director: Dave Murray  
Policy: 50 Current Singles. Selections  
from 40 Current LPs. Promo men  
Monday thru Friday after 2:30 p.m.  
New Director: Scott Harrington  
Traffic Director: Marilyn Von Berg  
Chief Engineer: Bob Brockway  
Head of Accounting: Jan Green  
Age Target: 25-49

5:30-10am - Joe Pickett  
(23-Indianapolis, Indiana-23 years)

WIL (St. Louis), WKRC (Cincinnati),  
WCPO (Cincinnati), WISH (Now  
WIFE-Indianapolis), '63 WFBM  
(Indianapolis).

Glen Webber (51-Vincennes,  
Indiana-28 years)

WAOV (Vincennes), WJPS (Evansville),  
KWK (St. Louis), KAWT (Douglas,  
Arizona), '53 WFBM (Indianapolis).

10am-2pm - Dave Murray (29-Moore,  
Oklahoma-8),

KNOR (Norman, Okla.)-Terry Estes;  
KTOK (Oklahoma City)-Terry Estes;  
WXLW (Indianapolis), Dave Murray;  
WFBM (Indianapolis), 1972.

2pm-6:30pm - Jack Mitchell  
(31-Marlboro, New Hampshire-10)  
WSPR (Springfield, Mass.), KIKX  
(Tucson), WAVZ (New Haven, Conn.),  
WMEX (Boston), WIXY (Cleveland),  
'71 WFBM (Indianapolis).

6:30-7:30pm - Jim McIntyre-Sports  
Director (47-Carmel, Indiana-25)

WAVE (Louisville), WHAS  
(Louisville), WISH (AM, Now WIFE &  
TV - Indianapolis), WLW  
(Cincinnati-Reds), '72 WFBM  
(Indianapolis).

7:30-12 midnight - Lou Sherman  
(37-Leamington, Ontario,  
Canada-17 years)

CKOX (Woodstock, Ont.), CJSP  
(Leamington, Ont.), CFPL (London,  
Ont.), WXYZ (Detroit), WKMH  
(Detroit), '63 WFBM (Indianapolis).

WIFE 1440 North Meridian,  
Indianapolis, Indiana 46202 (317)  
637-1375

Fromat: Basically Contemporary with  
heavy emphasis on playing hist.  
Nighttime allows us to program some  
of the good LP material.

Freq: 1310 Power: 5,000 Day,  
1,000 nights

Owner: Star Stations, Inc.

General Manager: Robert Kiley

Station Manager: Robert Kiley

Sales Manager: Jack Marsella

Program Director: Chuck Martin

Music Director: Jim Fox

Policy: 30 singles and 3 hitbounds also  
"B" list for LP cuts and newer product  
around 14 records. Promo men  
Wednesday or by Appointment. No  
calls 1-4pm daily.

News Director: Bill Bennet

Traffic Director: Carole Smith

Chief Engineer: Murray Smith

Head of Accounting: Betty McGinn

Age Target: 18-35

6am-10am - Pat Reilly (27-Syracuse,  
New York-7)

'63 WOSC (Oswego, New York), '69

WGVA (Geneva, New York), '70

WKBW (Buffalo), '71 WKKE (Ashville,  
North Carolina), '72 WYSL (Buffalo),

'72 WIFE (Indianapolis)

10am-1pm - Reb Porter  
(35-Jacksonville, Florida-18)

'54 WRUF (Gainesville, Florida), '60

KFAR (Fairbanks, Alaska), '61 WPDQ  
(Jacksonville, Florida), '64 WIFE  
(Indianapolis, Indiana).

1pm-4pm - Jim Fox (23-Slidell,  
Texas-4)

'68 KDOX (Marshall, Texas), '71

WGEE (Indianapolis), '71 WIFE  
(Indianapolis)

4pm-7pm - Chuck Martin (28-New  
York City-4½ years)

'69 WDR (Hartford, Conn.), '70

WNHC (New Haven), '68 WPTR  
(Albany, N.Y.), '71 KISN (Portland,  
Ore.), '72 WIFE (Indianapolis).

7pm-12 midnight - Mother Bear-Joe  
Hager (27-Philadelphia, Pa.-6)

'67 KAKC (Tulsa, Okla.), '68 WMID  
(Atlantic City), '69 WDR (Hartford,  
Conn.), '72 WAVZ (New Haven,  
Conn.), '72 WIFE (Indianapolis).

12 midnight-6am - Steve Hatley  
(25-Duncan, Okla.-4),

'68 KAKC (Tulsa, Oklahoma), '72

WHBQ (Memphis), '72 WIFE  
(Indianapolis)

WIRE P.O. Box 88456/4560 Knollton

Road, Indianapolis, Indiana 46208  
(317) 925-9201

Format: Country

Freq.: 1430 Power: 5,000 Watts

Owner: Mid America Radio

Total Employees: 35

General Manager: Don N. Nelson

Station Manager: Don N. Nelson

Sales Manager: Lin Jensen

Program Director: Bill Robinson

Music Director: Lee Shannon

Policy: 75% singles, 25% LPs, 60%  
current and 40% classic. Promo men  
M-F, MD available 11am-12:30pm or  
4:15-5:30pm.

News Director: Bob Coker

Chief Engineer: Gordon Trout

Head of Accounting: Helen Huber

Age Target: 25-50

6-9:15am - Bill Robinson  
(39-Cincinnati, Ohio-18+)

WMNI (PD), '68 WIRE

9:15am-1pm - Galen Scott (41-Kansas  
City-15 years)

'WMBD, KUDL, '67 WIRE

1-4:15pm - Lee Shannon (38-Shubert,  
Nebraska-12 years)

WQUA, WKBN, KSTT, KFDI (Skip  
Slagle), WIRE (MD)

4:15-7:45pm - Ken Speck (37-Rural,  
West Virginia-18 Years)

WSLR (PD), WIRE

7:45-12:45 - Bob Heyden  
(31-Cleveland, Ohio-12 years)

WJER, WCNS, WSLR (MD), WINN,  
'71 WIRE

12:45-6am - Russ Carter (28-Detroit-7  
years)

WGEE, WIRE

WNAP 2835 North Illinois,  
Indianapolis, Indiana 46208 926-4525

Format: Contemp.

Freq.: 93.1 Power: 50,000

Owner: Fairbanks Broadcasting, Inc.

Total Employees: 12

General Manager: James Hilliard

Station Manager: James Hilliard

Sales Manager: Dave Spence

Program Director: Cris Conner

Music Director: Cris Conner

Policy: Lean progressive also into  
oldies. Open promo man policy.

News Director: Fred Heckman

Chief Engineer: Dick Smart

Head of Accounting: Gerry Hodson

Age Target: 18-25

6-10am - Michael T. John Griffin

(30-Glenview, Illinois-10 years)

WJVA (PD), WNAP

10am-2pm - Jay Michael:  
(25-Indianapolis-9 years)

WICR-FM, WAIH, WIRE, WAAC,  
WBOW, WIFN

2pm-6pm - Buster Bodine (19)

KOMA

6-10pm - Cris Conner (28-Marion,  
Indiana-8 years)

WJVA, WNAP

10pm-2am - Mike Charles  
(26-Richmond, Indiana-5 years)

WERK

WXLW 30th and Kessler Boulevard,  
Indianapolis, Indiana 46222 (317)  
925-6494

Format: Contemp.

Freq.: 950 khz Power: 5,000 Watts

Owner: Groew Broadcasting Company

Total Employees: 17

General Manager: Dave Eberhard

Program Director: Bill Shirk

Music Director: Randy Robbins

Policy: 50% current, 50% gold. No  
LPs...No limit to singles list. Open  
promo man policy.

News Director: Paul Sheuring (3)

Chief Engineer: Herman Sites

Age Target: 18-34

6-10am - Bruce Love (29-Humboldt,  
Tennessee-10 years)

WCKY, WGEE, WABB, WVAM, WJPS,  
WROZ, WCAW, WCNW

10am-2pm - Randy Robbins (21-New  
Castle, Indiana-2 years)

'70 WBUK, WCOL, '71 WHON, '72  
WXLW

2-5:30pm - Bill Shirk (27-Muncie,  
Indiana-5 years)

WERK, WXLW

# JACKSON



Jackson, Mississippi, Market Rank: 122, Metro population: 289,000  
 Ethnic Background: Metro: 36%, Total 42%

**HISTORY:** Although chronologically mature as cities go with this is a sesquicentennial year, Jackson is basically a new city, physically and psychologically. The original urban renewal expert, General Sherman, eliminated what had developed in Jackson from the time it was founded in 1822, when he marched through Jackson in 1863, not once, but three times. Jackson was selected by the state legislature as the capital city in 1822. Population has grown from 22,000 in 1920 to a metro population of 289,000 in 1970.

**ECONOMY:** Jackson's economy is diversified with the various employment categories ranking as follows: Wholesale and retail trade 19.2%; government 18.8%, manufacturing 13.3%, finance, insurance and real estate 13.3%; construction 5.4%, transportation and utilities 5.2%, agriculture 2.7%, and oil and gas .6%. Jackson has approximately 290 plants manufacturing well over 142 product groups. Bottling companies, poultry and meat processing plants and bakeries lead the list in employment in our largest category, food and related

products. Electrical equipment is next. COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS: Jackson State College (4,682), Belhaven College (631), Millsaps College (966), Tougaloo College (715), Hinds Junior College (4,930), Mississippi College (2,304, University Center (259).

**THE PEOPLE:** Jackson, Mississippi is a conservative city (although rather liberal compared with the rest of the state and much of the rest of the South). The mainstream Jacksonian, however, is vitally concerned with upgrading its national image, recognizing that years of racial conflicts have scarred that image. Jackson is best described as "conservatively progressive".

**TWO RECOMMENDED HOTELS:** Hotel Heidelberg (downtown), 3 Holidays Inns present in use, one more under construction.

**COST OF LIVING:** One bedroom apartment with a pool, furnished: \$150, unfurnished: \$135, state sales tax: 5%.

**DISC JOCKEYS MAKE:** Lowest: \$100, Highest: \$25,000, Average: \$150-165 per week

AM		
WJDX	Top 40	620
WJQS	Country	1400
WJXN	Country	1450
WOKJ	Black	1550
WRBC	Top 40	1300
WSLI	MOR	930
WWUN	Top 40	1590

FM		
WJDX	Frog	102.9
WJMI	MOR	99.7
WKXI	Black	94.7
WSLI	MOR	96.3

## SPOTLIGHT ON-----

WJDX, P. O. Box 2171, 715 South Jefferson Street, Jackson, Mississippi 39205, (601) 948-3333

Format: Progressive

Freq: 102.9 mhz Power: 100,000 vertical and horizontal from an 1,800 tower!

Owner: WJDX, Inc.

General Manager: Charles B. Cooper  
 National Sales Manager: Chuck Cooper  
 Local Sales Manager: Marge Wilson  
 Program Director: Johnny Sommer

Music Director: Johnny Sommer  
 Policy: Mostly from LP's...some singles, open promo policy.  
 News Director: Jim Reihle  
 Chief Engineer: Floyd Kinard  
 Head of Accounting: Hal Robinson  
 Age Target: 18-34

6-10am - Freddie Evans (22-Jackson, Mississippi - 4 years) '69 WRBC, WJMI, '69 WJDX

10am-3pm - Sergio Fernandez (24-Pensacola, Florida - 1 years) '72 WJDX

3-7pm - Johnny Sommer (23-Vicksburg, Mississippi - 7 years) '65 WVIM, '66 WQMV, '68 WRBC (Mark Evans), '68 WWUN, '69 WDLF, '69 WABB, '70 WRNO, '71 WRBC, '72 WJDX

7pm-midnight - Curtis Jones (25-Lakeland, Florida - 5 years) '68 WRUF, '72 AFVN, '72 KLAU, '72 WGVV, '72 WQBC, '72 WJDX (Sebastian)

Weekends - Wayne Harrison (20-N. Providence, Rhode Island - 1-2 years) '72 WJDX

WJDX-FM, P. O. Box 2171, 715 South Jefferson Street, Jackson, Mississippi 39205, (601) 948-3333

Format: Adult Contemporary  
 Freq: 620 khz Power: 5,000 non-directional day, 1,000 watts directional night  
 Owner: WJDX, Inc.

Total Employees: 33  
 General Manager: Charles B. Cooper  
 Operations Manager: Bill Tanner  
 Sales Managers: National - Chuck Cooper, Local - Marge Wilson

Program Director: Bill Tanner  
 Music Director: Bill Crews  
 Policy: 40% oldies, 30-45 singles and LP cuts. Try to stay toward a softer side. Promo men Monday through Friday, noon to five pm.

News Director: Howard Lett  
 Chief Engineer: Floyd Kinard  
 Head of Accounting: Hal Robinson  
 Age Target: 18-49

6-9am - Bill Tanner (28-Vicksburg, Mississippi-14 years) '59 WQBC, '62 WVIM, '63 WSLI, '66 WQMV, '67 WNSL, WKOR, '69 KNOE, '70 WJDX (PD)

9am-12 noon - Bill Crews (22-Vicksburg, Mississippi-2 years)

'70 WJDX-FM, '71 WJDX-AM (MD)  
 12 noon-3pm - Cramer Haas (29-Port Gibson, Mississippi-14 years)

'59 WVIM, '65 KLAU-FM, '67 WVIM, '70 KNOE-FM, '70 WJDX (PD)

3-6pm - Rodney W. Randall (21-Monroe, Louisiana-6 years)

'67 KUZN, '70 KNOE-FM (PD), '72 WJDX

6-9pm - Bryan Harrison (29-New Orleans, Louisiana-9 years)

'63 KADL (MD), '64 KOTN, '65 WSHO, '66 WABB (MD), '68 WNOE, '69 WRNO (MD), '70 KGLA (PD), '71 WJDX

9pm-12 midnight - Christopher Stone (23-6 years)

'66 KVOB, '67 KRUS, '70 KTRY, '71 KVOB, KNOE-FM (PD), '72 WJDX

12 midnight-6am - Jim Chick (20-Greenville, Mississippi-3 years)

WJPR-AM, '69 WBAQ-FM, '71 WSSO, '72 WXYZ, WJDX

Weekends - J. Mark Shands (21-4 years)

'68 WKOR, '71 WJDX

WWUN Box E, Delta Station, Jackson, Mississippi 39213 (601) 362-8854

Format: Top 40  
 Freq.: 1590 khz Power: 5 kw

Owner: Airwaves, Inc.  
 General Manager: T.A. Leblanc  
 Station Manager: T.A. Leblanc  
 Sales Manager: Morris Currie  
 Program Director: Rick Martin  
 Music Director: John D. Spangler  
 Policy: About 44 singles, 3 to 5 new records weekly. Also LP play. Open promo policy.

Chief Engineer: Jay B. Ingram  
 Age Target: 16-34

5-9am - Rick Martin (32-Clarinda Iowa-4 years)

'68 KUKL-AM-FM, KRYS, '69 WWUN, '70 WVWI, '71 WWUN

9am-1pm - David London Peavler (22-Fort Knox, Kentucky-3 years)

WXKE, WTMT, WXVW, WSAC, '72 WWUN

1-5pm - Dean Christian (23-Pensacola, Florida-4-1/2 years)

'67 WMIX, '69 WGTX, '72 WXIX, WWUN

5-9pm - John David Spangler (21-Marshall, Illinois-4 years)

'68 WSAB-FM, '69 WRAY-AM-FM, '71 WJPS-AM, '72 WWUN-AM

9pm-1:30am - Steve Starr (22-Olney, Illinois-3 years)  
 '69 WVLN, WSEI, '70 WJPS, '71 WJPS, '72 WWUN  
 Weekends - 10am-3pm - Donald B Brady (20-McComb, Miss.-5 years)  
 '68 WAPF, WCCA-FM, '72 WWUN

WRBC P.O. Box 9801 (Old Highway 51 North), Jackson, Mississippi 39206 (601) 956-4151

Format: Contemp.  
 Freq.: 1300 khz Power: 5,000 watts  
 Owners: W.B. McCarty, Jr., T.E. Wright  
 Total Employees: 23  
 General Manager: Dudley Evans  
 Station Manager: Dudley Evans  
 Sales Manager: Dudley Evans  
 Program Director: Grady Brock  
 Music Director: Harry Nelson  
 Policy: 35 singles, 5-10 LPs. Open promo man policy.  
 News Director: J. Stuart (2)  
 Production Director: Roslyn Frank  
 Chief Engineer: Mike Windham  
 Head of Accounting: Vanie Burns  
 Age Target: 18-49

6-10am - Walt Grayson (23-Greenville, Mississippi-5 years)  
 '67 WJPR, '68 WDDT, '69 WRBC, '70 KOIL, '71 WRBC

10am - 2pm - Bob Marshall (25-Luverne, Minn.-6 years)  
 '66 WABG, '67 KTCR, '68 WMIL, '70 WRIT, WWUN, '72 WRBC

2-6pm - Harry Nelson (22-Hattiesburg, Miss.-6 years)  
 '67 WBKH, '68 WXXX, WBSR, '69 WRBC, '70 KTLK, '71 WRBC, '72 WGOW, WINZ, WRBC

6-9pm - Rick Shannon (23-Ferriday, La.-6 years)  
 '66 KFNX, '67 WMIX, WNAT, '69 WRBC, '71 WINZ, '72 WRBC

9pm - 1am - Bill Emerson (21-Brookhaven, Miss.-5 years)  
 '68 WCCA-FM, '69 WJMB, '72 WFOR, WXXX, '72 WRBC

1-6am - Steve Harrison (28-Gulport, Miss.-7 years)  
 '65 WROA, '67 WCVA, '68 WROA, '72 WRBC

Total Employees: 10  
 General Manager: Carroll Jackson  
 Station Manager: J. Alex Bowab  
 Sales Manager: Carroll F. Jackson  
 Program Director: William H. Hunt  
 Music Director: Al Lub  
 Policy: Top 40 Soul hits. Some white artists. Also play 10 extras. Some LP cuts, heavy on 'oldies. Open promo policy.  
 News Director: Justin Chase (1)  
 Chief Engineer: J. Boyd Ingram  
 Head of Accounting: J. Alex Bowab  
 Age Target: 12-35

6-10am - Justin Chase (23-St. Louis, Miss.-2 years)  
 KOWH, '72 WKXI

10am - 3pm - Herman Taylor (26-Jackson, Miss.-5 years)  
 WOKJ, KUXL, '72 WKXI

3-7pm - Bill Hunt (28-Newark, New Jersey-5 years)  
 KOWH, WLLE, WBOP, '71 WKXI (PD)

7pm - 12 midnight - Al Lub Jenkins (23-Indianapolis-3 years)

WTLC, '71 WKXI  
 12 midnight-6am - Paul Owens (23-Jackson, Miss.-1 years)  
 '71 WKXI

Weekends - John Rawls (26-Jackson, Miss.-1 year), KBYE, WOKJ

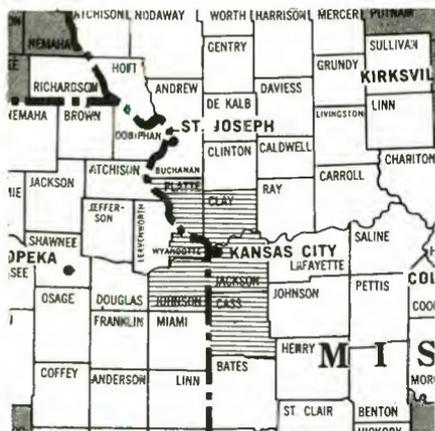
WKXI-FM Box 6689, Jackson, Miss. 39212 372-9594

Format: Black

Freq.: 94.7 mhz Power: 100,000

Owner: TAB Broad. Inc.

# JACKSONVILLE



Kansas City, Missouri, 26th Market Rank, Metro Population: 507,330, Total Population: 1,291,900

Ethnic Breakdown: Black - 12%, Spanish - 5%

**HISTORY:** The first permanent settlement within the present boundaries of Kansas City was a French trading post established in 1821 by Francois Chouteau. A second important settlement was Westport and a third, the town of Kansas. The town of Kansas was first incorporated in 1850 with a population of 2,500 and an area of less than one square mile; three years later it was reincorporated as the City of Kansas. In 1889, a new charter officially changed the name to Kansas City.

**ECONOMY:** First - underground storage space, greeting card publishing, vending machine production, hard winter wheat market, transit mail center. Second - Automobile production, farm equipment distribution, wheat flour production, grain elevator capacity. Third - rail center, railroad car handling. Fourth - consulting engineers, truck production.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** Fort Leavenworth Army Base, Richards-Gebaur Air Force Base, University of Missouri at Kansas City, Rockhurst College, Kansas City Art

Institute, University of Kansas at Lawrence (40 miles from CBD).

**THE PEOPLE:** The city is experiencing a \$3.4 billion construction boom, growing in a progressive yet conservative manner. **COST OF LIVING:** Average price for bread: \$.27, regular gasoline: \$.29, one bedroom apartment w/pool: furnished - \$180, unfurnished - \$150, state sales tax: 3-1/2%, state income tax: 1-1/2%.

**DISC JOCKIES MAKE:** Lowest: \$300, Highest: \$4,000, Average: \$1,400.

AM		
KAYD	Beautiful	1190
KBEA	Beautiful	1480
KBIL	Country	1140
KCCV	Religious	1510
KCKN	Country	1340
KCMO	Country	810
KMBZ	MOR/Sports	980
KPRS	Black	1590
KVOL	Top 40	1380
WDAF	Prog. MOR	610
WHB	Top 40	710

FM		
KBEY	Prog.	104.3
KCKN	Country	94.1
KFMR	MOR	94.9
KMBR	Beautiful	99.7
KPRS	Black	103.3
KVOL	Prog.	98.1
KWKI	Black	93.3
KXTR	Classical	96.5
WDAF	Solid Gold	102.1

## SPOTLIGHT ON-----

KBIL, P.O. Box 1140, Kansas City, Missouri 64141 781-6600

Format: Country

Freq.: 1140 Power: 500 Watts

Owner: S & M Investments

Total Employees: 16

General Manager: M. Crawford Clark

Station Manager: Jimmy Dallas

Sales Manager: Joe Bowen

Program Director: Jimmy Dallas

Music Director: Jimmy Dallas

News Director: Milt Dickey (1)

Chief Engineer: James R. Pennington

Head of Accounting: Charlotte Perry

Age Target: 24-49

6-9am - Jim Clark (Rigg) (34-Kansas City, Mo.-14 years)

'59 WMYB, '61 KOKO, '62

KRCG-TV, '62 KCKN, '67  
 KCMO-FM-TV, '68 WNOE, '70  
 KNEW, '72 WDAF, KBIL  
 9am-12 noon - Milton Dickey  
 (52-Marissa, Illinois-32 years)  
 '40 WJPF, WZDZ, '41 KDRO, '42  
 WKRO; KHMO, WZDZ, '43 KWTO,  
 KOHM, KCMO  
 12 noon-3pm - Jimmy Dallas (24  
 years)  
 '48 KIMO, '51 KCMO, '53 KCCV, '61  
 KVMO, '67 KCMK-FM, KWKI-FM,  
 '68 KBIL, '71 KBIL  
 3-5:30pm - Charles C. Hussey  
 (28-Lepanto, Ark.-5 years)  
 '68 KDMO, '69 KNBY, KWYN, '70  
 KWKI-FM, '70 KOKY, KCLA, KBIL  
 KBey-FM, 1701 South 55th Street,  
 Kansas City, Kansas 66106 432-1480  
 Format: Progressive  
 Freq.: 104.3 Power: 100 KW  
 Owner: KBey, Inc.  
 Total Employees: 15  
 General Manager: George A. Jenne  
 Station Manager: George A. Jenne  
 Sales Manager: George A. Jenne  
 Program Director: Joe Dibello  
 Music Director: Mark Carry  
 Policy: Music is aired on its own merit.  
 Concentrate heavily on new material.  
 Open policy for promo men.  
 News Director: Bruce Eston (2)  
 Chief Engineer: C.B. Frasier  
 Head of Accounting: C.B. Frasier  
 Head of Accounting: George A. Jenne  
 Age Target: 16-35  
 7-10am - Joe Dibello (24-Cambridge,  
 Massachusetts-1 year)  
 10am-12 noon - Bruce L. Eston  
 (22-Kansas City, Mo.-3 years)  
 '70 KCUR-FM, '71 KBey  
 12 noon-5pm - Robert Davidson  
 (21-St. Louis, Missouri-1 year)  
 '70 KDNA-FM, '72 KBey, KUDL-FM.  
 5-9pm - Arthur Hadley (22-K.C.  
 Mo.-2-1/2 years)  
 9pm-12 midnight - Mark L. Garry  
 (23-Kansas City, Mo.-3 years)  
 '70 KCUR-FM, '71 KBey-FM  
 (Greenstone)  
 12 midnight-3am - Bob Kline  
 (23-Kansas City-3 years)  
 '69 KZIX, '70 WSKG-TV, '71  
 WBBH-TV, '71 KBey-FM

KCKN-AM-FM Box 1165 Kansas City  
 66117 (913) 321-3200  
 Format: Country

Freq.: 1340 Power: 1,000 Watts  
 Owner: Kaye-Smith Radio  
 Total Employees: 26  
 Executive Director: Lester Smith  
 Station Manager: Glen M. George  
 Sales Manager: Gary Reames  
 Program Director: Ted Cramer  
 Music Director: Don Rhea  
 Policy: Current 50 list plus 20 to 35  
 uncharted singles. 12 to 20 LPs in the  
 rack at a time. Promotion men  
 9am-1pm Monday through Friday.  
 News Director: James Bowlin (4)  
 Chief Engineer: Jim J. Jett  
 Head of Accounting: William  
 McKenzie  
 Age Target: 18+  
 5-9am - Don Rhea (41-Ft. Smith.  
 Ark.-23 years)

9am-12 noon - Harry L. Becker  
 (53-Kansas City, Missouri-36 years)  
 KIMO, KNDE, KWKC, KCMO '60  
 KCKN  
 12 noon-3pm - Bill Abbott (41-Kansas  
 City, Missouri-7 years)  
 KCMK (KWKI), KCJC-FM  
 (KUDL-FM), KEWI, '66 KCKN  
 3-6pm - Gary Brazeal (29-Springfield,  
 Missouri-12 years)  
 '61 KICK, '62 KESM, '62 KBLR, U.S.  
 Marine Corps, '63 KULA, '65 WSIB,  
 '66 KWKI, '68 KCKN  
 6-9pm - Jim Beedle (30-Peoria,  
 Illinois-10 years)  
 WXCL, WPEO, KLAk, KCKN  
 9pm-1am - Doug Dillon (42-Fairbanks,  
 Alaska-17 years)  
 '55 KFRB, KFAR, KJIM, KCUL,  
 WROZ, '68 KCKN  
 1-5am - J.B. Carmicle (23-Liberty,  
 Kentucky-8 years)  
 '64 WPHN, WJRS, WRSL-AM-FM, '70  
 WGUC-FM, WFIB, '69 WUBE, WCXL,  
 WUBE-AM-FM, '72 KCKN-AM-FM

KUDL, 6230 Eby Kansas City 66202  
 (913) 722-2866  
 Format: Contemporary  
 Freq.: 1380 Power: 5,000  
 Owner: Starr Broadcasting  
 Total Employees: 41  
 General Manager: Allan J. Eisenberg  
 Station Manager: Larry Miller  
 Sales Manager: Tod Estes  
 Program Director: Larry Miller  
 Music Director: Larry Miller  
 Policy: Current list has been as low as

15 or as high as 66. No set poucy.

News Director: Jerry Jones (3)

Chief Engineer: Bob Leedham

Age Target: 18-34

6 - 10 a m - Ron Brothers

(37-Mississippi-20 years)

WSHE, WIL, KADI

10am-3pm - Larry Miller (30-New York City, New York-12 years)

KADI, WIL

3-7pm - Johnny Gilbert (25-St. Louis, Missouri-3 years)

KRIL

7pm -12 midnight - Sam Stone (21-Kansas City -2 years)

KEWI

12 midnight-6am - Joey Lascor (22-Kansas City)

KPRS 2301 Grand Avenue, Kansas City, Missouri 64108 471-2100

Format: Black

Freq.: 1590 Power: 1,000 Watts

Owner: Andrew Carter

General Manager: James E. Edwards

Station Manager: James E. Edwards

Sales Manager: Matt Burnette

Program Director: Dell Rice

Music Director: Dell Rice

News Directors: Dell Rice in conjunction with Jim Alnuti

Chief Engineer: Robert Leedham

Head of Accounting: Ogle Cunningham

6-10am - Clarence Anderson (22-Philadelphia, Pennsylvania-2 years)

'71 KWKI, '72 KUDL-FM, KPRS

10am-3pm - Henry Harrison III (23-Kansas City, Missouri-3 years)

'68 KXTR-FM, '69 KPRS, '70

KWKI-FM, '71 KUDL-FM, '72 KPRS  
3-7pm - Dell Rice (25-Kansas City, Mo-3-1/2 years)

'69 KPRS, '71 KUDL, '72 KPRS

7pm-12 midnight - Alexander King (29-Kansas City, Mo.-4 years)

'68 KPRS, '71 KUDL, '72 KPRS

12 midnight-6am - Tom Marshall (19-Detroit, Michigan-1-1/2 years)

'71 KPRS

Sunday - 12 noon-5pm - Don Seats (20-Kansas City, Mo-1-1/2 years)

'71 KPRS

Freq.: 980 Khz Power: 5,000 Watts  
Owner: Bonneville International Corporation

Total Employees: 50

General Manager: Walt Lochman

Station Manager: Walt Lochman

Sales Manager: Miller Gardner

Program Director: Steve Bell

Music Director: Bill Morse

Policy: Plays 6 LP cuts per hour, rest singles. See promo men every day except Wednesday.

News Director: Bill Johnson (5)

Chief Engineer: Ken Norman

Head of Accounting: Hazel Sharon

Age Target: 18-49

6-10am - Mike Murphy (33-Othumwa, Iowa-14 years)

'59 KLEE, '60 WCUS, '61 WPEO, WQUA, '64 WIRE, '68 KMBZ

10am-2pm - Jim Gallant(37-Marion, Ohio-16 years)

'62 WJJO, '63 KYW, '65 WKYC, '67 KCMO, '68 WLW, '71 WOAF, 72 KMBZ

2-6pm - Pat Murphy (42-Ottumwa, Iowa-25 years)

'50 KIEE, '55 KTNM, WOC, '59 KIZZ, '61 WAVE

6-11pm - Don Burley (39-Trenton, Michigan-22 years)

'51 WBBZ, '52 KSPI, '53 KCRC, KCBD, WBBZ, '56 WXLE, KRES, '57

KUSN, '58 KFEQ, '59 KBKC, KCKN, '62 WDAF, '64 KMBC, '65 KCKN, '66

KMBC (KMBZ)

11pm-6am - Automated

Saturday and Sunday - Mike Carter (33-Kansas City, Mo.-11 years)

'60 KBCA, '70 KMBZ

KMBZ Box 98, Kansas City, Mo.  
64141 (913) 236-9800  
Format: Prog. MOR



(21-Pittsburgh, Pennsylvania- 1 year)

WBIR 1513 Hutchison Avenue,  
Knoxville, Tennessee 37917 (615)  
525-8106

Format: MOR

Freq.: 1240 Power: 1 kw

Owner: Multimedia, Inc.

Total Employees: 14

General Manager: John P. Hart

Station Manager: Charles D. Haun

Sales Manager: Charles D. Haun

Program Director: Ken McGavin

Music Director: Ken McGavin

Policy: Heavy on LP play (2-1 over  
singles), about 50 singles play list.

News Director: Jay Beeler

Chief Engineer: J. Rex Horton

Head of Acct.: June Rutherford

Age Target: 18-35

5-7am - Bob Wilson (22-Athens,  
Tennessee-2 years)

'70 WLAR

7-10am - Doc Johnston (Chattanooga,  
Tennessee-24 years)

10am - 1pm - Ken McGavin  
(25-Knoxville, Tennessee-5 years)

'67 WBLC, '68 WROL, WBIR

1-3pm - Don Lindsey (24-Knoxville,  
Tennessee-6 years)

'67 WNOX, '70 WSEV, WBIR

3-7pm - Rich Teeters (23-Fletcher,  
Ohio-5 years)

'68 WBHF, WQXI-FM, '69 WLAQ, '70  
WGOW, '72 WBIR

7pm - 1am - Dave Elrod  
(19-Madisonville, Tennessee-2 years)  
WLAR, WENR

WKGN 2929 Alcoa Highway (Box  
1870) Knoxville, Tennessee 37901  
(615) 573-2931

Format: Top 40

Freq.: 1340 Power: 1 KW

Owner: Mooney Broadcasting  
Corporation

Total Employees: 25

Station Manager: John Bomer

Sales Manager: Terry Brown

Program Director: Bob Baron

Music Director: Wayne Bernard

Policy: About 23-25 current with  
another 30 late familiar play. No LP  
play in most cases. Open promo  
policy. Take calls from 12-3pm  
Monday to Friday.

News Director: Jim Goodman (3)

Chief Engineer: Bob Goodman

Head of Accounting: Mrs. Erma Norris  
Age Target: up to 35

6-9am - Bob Baron (29-San Antonio,  
Texas-15 years)

'59 KRAC, '61 WABB, '62 WAPX, '63  
WYDE, '64 WMOC, KJOE, WKGN,  
'68 WROV, WHHY, '71 WKGN

9am-12 noon - Tom Reinhart  
(25-Cleveland, Ohio-7 years)

'65 KZAK-FM, '66 KCJB, '69 KRBC,  
'70 KUDI, '72 WISE, WKGN

12 noon-3pm - Chris Hampton  
(23-Chattanooga-8 years)

'65 WMOC, '68 WFTW-AM-FM, '69  
WGOW, '70 WDXB, '72 WKGN (PD)

3-7pm - Wayne Bernard  
(20-Rogersville, Tennessee-6 years)

'66 WRGS, '70 WKIN, '71 WKGN  
(MD)

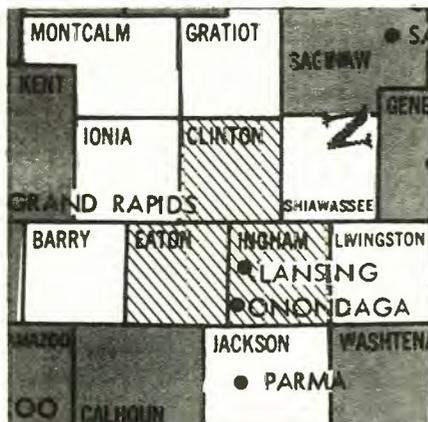
7pm-12 midnight - Frank Erwin  
(23-Birmingham-Alabama-4 years)

'69 WTGA, '70 WJAT, '71 WJRD,  
WKGN

12 midnight-6am - Greg Plosko  
(23-Clark, New Jersey-1 year)

'72 WISE, WKGN

# LANSING



Lansing, 84th Market Rank.  
Population: 360,000

Ethnic Breakdown: Black - 8%

**ECONOMY:** Situated half way between Detroit and Grand Rapids, in the center of the lower Michigan peninsula. The base of the economy here has to be Michigan State University which employs about 20,000 residents serving the school's 46,000 students. The university is most noted for its liberal arts and agricultural schools. Auto manufacturing and state government are the other two major factors in the economy. 85% of the world's Oldsmobiles are made here in three plants which together employ over 10,000 people. Fisher Body as well as innumerable smaller companies are responsible for door handles, mirrors, steering wheels, and many other auto parts. The city is the capital of Michigan and therefore has a good number of state employees working in government offices. Lansing Community College has 10,000 students and is one of the largest in the state. Michigan is attempting to develop a 6-year educational system with 2 years of junior college, 2 years of under graduate, and 2 years of graduate school.

**THE PEOPLE:** Most applicable term here is "midwestern, progressive,

Republican." In East Lansing, the students number 8,000 out of the 14,000 registered voters. Three new reform politicians were just elected to the new city council, primarily because of the major voter registration drive. Unemployment ranks 2nd or 3rd for the country in Michigan (10%), mainly due to the unstable auto and research industries (aeronautic, auto, agricultural, and safety). Lansing's rate, however, is half that of the state's, due to the high percentage of white collar, and professional workers. The largest age group in the city is 18-24, the median age is a low 22.3 years due to the large college population, young auto factory workers, etc. The city is basically Protestant in contrast with Catholic Detroit. There is large Spanish population because of generations of sugar-beet workers, and a rapidly increasing black population, many of whom are recruited from Detroit to go to school in Lansing. The black population has grown 40% in the last 5 years.

**COST OF LIVING:** Prices are as high here as in Detroit, particularly in the university area, merchants are taking advantage of the needs of college students. A one-bedroom furnished apartment will rent for about \$175. Food and gas prices are relative, regular gas is currently selling for about 41 cents a gallon. The psychology of the auto industry creates a highly competitive situation and there are likely to be price wars between independent and major oil companies.

**DISC JOCKIES MAKE:** Highest: \$225, Average Top 40: \$165.

AM		
WLS	MOR	1320
WTL	Country	1010
WVIC	Top 40	730
FM		
WFMK	MOR	99.1
WLS	Country	101.7
WTL	MOR	100.7
WJIM	Beautiful	97.5
WVIC	Contemporary	94.9

Owner: WGSB Broadcasting  
 Total Employees: 30  
 General Manager: Bob Sherman  
 Sales Manager: Joe Buys  
 Program Director: Mark Shepard  
 Music Director: Bruce Buchanan  
 Policy: Approximately 50 singles, and 50 LPs on current list. Open promo man policy.  
 News Director: Paul Weisenfeld (5)  
 Chief Engineer: John Spencer  
 Head of Accounting: Jane Sorrell  
 Age Target: 18-49

6-9am - Bruce Buchanan (Charlie Tuna) (26-Detroit, Michigan-7 years)  
 WHFI, WFBG (PD), WILS (MD), KSTT (PD), WVIC (MD)

9am-12 noon - Mark Shepard (29-Lansing, Michigan-9 years)  
 WILS, WKJG, WSGM, WGRD, WVIC (PD)

12 noon-3pm - J.J. Jefferson (24-Jackson, Michigan-3 years)  
 WTVS, WFG, WVIC

3-7pm - Jim St. John (32-Detroit, Michigan-10 years)

KHSJ, KASK, KFXM, KMEN, KENO, WJIM, WSRF, WILX-TV, WVIC

7-10pm - Bob Barry (22-Farmington, Michigan-4 years)

WBRB, WFMK, WIBM, WILS, WVIC  
 10pm-2am - Mark Cooper (Danny Love) (22-Kansas City-4 years)

KUOK, KBIL, KRCB, WJIM, WVIC  
 2-6am - John Kowaleski (John Kegh) (21-Farmington, Michigan-3 years)  
 WBRB, WVIC

6-10am - Sundays/Swing - Bill Vogel (Jack O'Neil) (20-Lansing, Michigan-2 years)

WFRS, WFMK, WVIC

WILS 600 W. Cavanaugh Road, Lansing, Michigan 48910 (517) 393-1320

Freq.: 1320 Power: 5,000 Watts

Owner: Lansing Broadcasting Company

Total Employees: 36

General Manager: E.L. Byrd

Station Manager: Erik O. Furseth

Sales Manager: E.L. Byrd

Program Director: Erik O. Furseth

Music Director: Ken Roberts

Policy: 25 singles on current list and a varying amount of extras and LP cuts

News Director: Keith Cummings (6)

Chief Engineer: William Keiser

Head of Accounting: E.A. Miller

Age Target: Teens/Adults

6-10am - Jerry Marshall (29-Lansing, Michigan-13 years)

KNORR, '59 WILS

10am-3pm - Ken Roberts (Kucinski) (25-Detroit, Michigan-8 years)

WMCD, WMSN, WMBN, '71 WILS

3-7pm - John P. Gingas (22-Leslie, Michigan-4 years)

WKFR, WIDR, '72 WILS

7pm-12 midnight - Mark Allen (22-Lansing, Michigan-3-1/2 years)

WJIM, WILS

12 midnight-6am - Chris Roberts (22-Washington, D.C. -3-1/2 years)

WEEL, WHMC, WVOK, WILS

Weekend - Mike Doyle (25-Detroit, Michigan-6 years)

WLDM, WMSN, WITL, '72 WILS

6pm-12 midnight (Sunday) - Dave Downing (20-Lansing, Michigan-5 years)

WJIM 2820 E. Saginaw, Lansing, Michigan 48904 372-8282

Format: MOR

Freq.: 1240 Khz Power: 1,000 Watts

Owner: Gross Telecasting, Inc.

Total Employees: 20

General Manager: Harold F. Gross

Station Manager: James Gross

Sales Manager: Bryan Halter

Program Director: Bryan Halter

Music Director: John Sebastian  
 Policy: Around 60 singles and unlimited albums. Promo men daily after 3pm.

News Director: George Blaba (5)

Chief Engineer: Carl Okken

Head of Accounting: Bud Tremper

Age Target: 16-50

6-10am - Jack Robbins (25-Cincinnati, Ohio-5 years)

'68 WCLU, '69 WKYL, WMOH, '72 WJIM

10am-3pm - George Brown (28-Detroit, Michigan-12 years)

'64 KULA, '65 KNDI, KGU, '66 KORL, '67 WABX, '68 WHFI, '69 KRCB, '71 WJIM

3-7pm - Tom McNamera

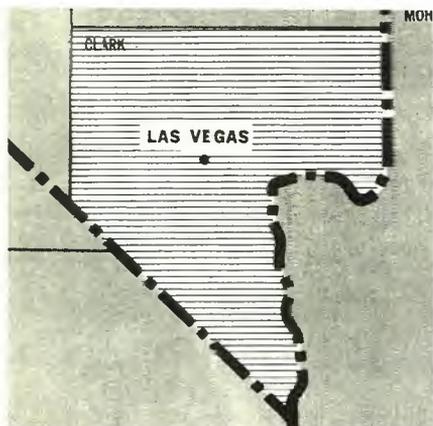
7pm-12 midnight - Jim Coffman (27-Detroit, Michigan-7 years)

'55 WBCH, WPBL, '69 WJIM

12 midnight-6am - Terry Hopkins (21-Lansing, Michigan-2 years)

WJIM

# LAS VEGAS



Las Vegas, Nevada, 110th Market Rank. Metro Population: 275,288, Total Population: 350,000

Ethnic Breakdown: Black - 10%

**ECONOMY:** Tourism, no matter how you look at it, fully one-half the jobs in the city have to do with gambling, and the strip in general. City is building a new monorail that will go from the airport to the strip and downtown. There is very little agriculture here. The University of Nevada at Las Vegas is about 5,000 people.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** The UNLV campus is the largest in the county of Clark in which Las Vegas is located. There is a new community college, similar to the junior college system of the California area.

**THE PEOPLE:** Strong country town, despite the Vegas strip, interesting to note that the city is tremendously influenced by the Mormon faith, by far the largest church in town. Off the strip, you find extreme conservatism, heavy Democrat voting here, long hairs?...very few...

**TWO RECOMMENDED HOTELS:** The new "MGM" (Grand Hotel), the International Hotel (Hilton Hotel), Union Plaza (Downtown).

**COST OF LIVING:** Average price for bread: \$.30-.35, regular gasoline 40

cents, one bedroom apartment w/pool: furnished: \$225, unfurnished: \$175, there is no state income tax. **DISC JOCKIES MAKE:** Lowest: \$350, Highest: \$2,000, Average: \$700

AM		
KENO	Top 40	1460
KLAV	Talk/MOR	1230
KLUC	Prog. MOR	1140
KORK	MOR	920
KRAM	Country	1340
KVEG	MOR	970

FM		
KLUC	Prog. MOR	98.5
KORK	MOR	97.1
KRGN	MOR	101.9
KVEG	MOR	92.3

## SPOTLIGHT ON-----

KLAV 2634 State Street, Las Vegas, Nevada 89109 735-6633

Format: MOR

Freq.: 1230 Power: 1 KW

Owner: Frontier Broadcasting

Total Employees: 14

General Manager: Alex Gold

Station Manager: Alex Gold

Sales Manager: Sonny Grill

Program Director: Harvey Allen

Music Director: Harvey Allen

Policy: Playing various sounds according to time segment. Hot 100, big band, easy listening and all night jazz show. Promo men policy is open

News Director: Murray Westgate (2)

Chief Engineer: Gordon Atteberry

Head of Accounting: Valerie Bailey

Age Target: Over 25

6-10am - Harvey Allen (Philadelphia, Pennsylvania-9 years)

'64 KYUM, '58 KOGO, '71 KOA-TV, '72 KLAV

10-11am - Muriel Stevens (Philadelphia, Pennsylvania-14 years) KLAV/CBS

12 noon-4pm - Eddie Hall (50-New York-4 years)

5-7pm - Joe Delaney (50-Philadelphia, Pennsylvania-15 years)

'69 KLAV, KTOO, KRAM, WJMR

7pm-12 midnight - Gene Harvey (31-Las Vegas, Nevada-16 years)

12 midnight-6am - Max Lindberg (41-Galesburg, Illinois-18 years)

'52 WGIL, '58 WOC, '64 KSGI, '66 KTKT, '69 KAAA

KLUC P.O. Box 14805 Las Vegas,  
Nevada 89114 (702) 735-5147  
Format: Top 40  
Freq.: 1140 khz Power: 10,000 watts  
Owner: KLUC Broadcasting Company  
General Manager: Richard Phalen, Jr.  
Station Manager: Richard Phalen, Jr.  
Sales Manager: Mike Kelly  
Program Director: Tom Robertson  
Music Director: Keith Stewart  
News Director: Jay Albright  
Chief Engineer: Jack Smith  
Head of Accounting: Dorothy Blink  
Age Target: 18-34

6-10am - Mason Thomas  
10am-2pm - Jack Abell  
2-6pm - Tom Robertson  
6pm-12 midnight - Keith Stewart  
12 midnight-6am - Bob Roberts

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KORK 1950 Sandhill Road, P.O. Box  
2927 Las Vegas, Nevada 89104 (702)  
457-5511  
Format: MOR  
Freq.: 920 Power: 5,000  
Owner: Donrey Media Group  
Total Employees: 18  
General Manager: Joseph W. McMurray  
Sales Manager: Dennis Hubbard  
Operations Manager: H.A. Jones  
Music Director: Jim Walker  
Policy: Singles and LP cuts. Open  
promo policy.  
News Director: Darrell Dreyer (3)  
Chief Engineer: Gordon Alsum  
Head of Accounting: Ruth A. Waite  
Age Target: 21+

6-10am - Red McIlvaine  
10am-2:30pm - Tru Hawkins (Las  
Vegas)  
2:30-7pm - Walt Reno (Des Moines)  
7pm-12 midnight - Jim Walker  
12 midnight-6am - Tony Thomas (Las  
Vegas)

# LITTLE ROCK



Little Rock, 88th Market Rank.  
Population: 347,200.

Ethnic Breakdown: Black - 22%.

**ECONOMY:** City has always been a heavy agricultural area, particularly in cotton, rice and soybeans. They are, however, beginning to move toward industry. U.S. Time, Teletype and AMF bicycles are now located here. This is the state capitol, plus it is about the only Arkansas city that connects with other major cities by air. It is located in the center of the state with interstate highways running through it. Tourism is important, city pushes hunting and fishing in the area. Hot Springs Resort is located 50 miles away. There are only a couple of small colleges here including University of Arkansas at Little Rock, about 4,500 students. Little Rock is an older city and is not growing too rapidly.

**THE PEOPLE:** City is tremendously influenced by the church, especially Southern Baptists, tremendously conservative. Won't see many long hairs here.

**COST OF LIVING:** Fairly low, one bedroom apartment is about \$140 a month. Food is high, but low state income tax and other items make it a low cost place to live. Jocks make from \$65 a week to \$25,000 a year. Average Top 40 jock makes \$165 a week.

AM		
KAAV	Top 40	1090
KALO	Black	1250
KARN	MOR	920
KEWP	MOR	1380
KLRA	Country	1010
KMYO	MOR	1050
KOKY	Black	1440
KXLR	Country	1150

FM		
KARN	Solid Gold	103.7
KMYO	MOR	95.7
KRAA	Beautiful	94.1

## SPOTLIGHT ON

KAAV 1425 West 7th Street, Little Rock, Arkansas 72203 375-5311

Format: Top 40

Freq.: 1090 kc Power: 50,000 kw

Owner: Lin Broadcasting

General Manager: Pat Walsh, Jr.

Station Manager: Pat Walsh, Jr.

Sales Manager: Pat Walsh, Jr.

Program Director: Wayne Moss

Music Director: Sonny Martin

Policy: 40 to 50 singles are played plus a good many LP cuts at different time segments. Promo men policy is open.

News Director: Mitch Michals

Chief Engineer: Felix McDonald

Head of Acctg.: Eloise Copeland

Age Target: 18-35

6:30-10am - Sonny Martin (30-Pine Bluff, Arkansas-12 years)

KDAL, KAAV

10am-12 noon - Bill Edwards (26-No. L.R., Arkansas-4 years)

'69 WEAM, KPLX-FM, KRAA-FM, '70 KVEZ-FM

12 noon-3pm - Bob Robbins (28-Tampa, Florida-11 years)

'63 WAAQ, '64 WDEC, KAAV

3-6pm - Wayne Moss (12-Nashville, Tennessee-12 years)

'60 WKDA, '62 KAAV, '64 WABB (PD), '65 WQNC, '69 WDEC, '71 KAAV (PD)

8-11pm - Frank Woods

11pm-6am - John Diamond (Hal Moore) (27-Atlanta, Georgia-5 years)

'68 WDEC, '69 WCLS, '70 WDAK, WTAL, '71 WMEN, WGAI, '72 KAAV

# LOS ANGELES



Los Angeles, California. 2nd Market Rank, Metro Population: 7,202,300

Ethnic Breakdown: Black - 17.9%, Spanish - 18.4%, White - 58.8%, American-Indians - 0.3%, Other - 3.9%

**HISTORY:** Records show that a branch of the Shoshoni Indian tribe lived in the Los Angeles area during the middle 1500's. A group of them settled in a village known as Yang-na. When Spaniards came to the region from Mexico in 1781, they found relics. The Spanish governor of upper California, Felipe de Neve, founded Los Angeles on September 4, 1781. Mexico won its independence from Spain in 1821, and took over the government of Los Angeles in 1835. Several Mexican revolutions broke out in Los Angeles before American troops captured it during the Mexican War in 1847. After the war, in 1848, Mexico gave up the California region to the United States. Los Angeles was incorporated as an American city on April 4, 1850, five months before California joined the Union.

**ECONOMY:** Los Angeles ranks high in the production of aircraft, airplane parts and electronic equipment. The city stands third in oil refining, first in the production of sports clothing and second in furniture making. The movie, television, record industries are increasing.

**COLLEGES, UNIVERSITIES, ARMY BASES, OTHER INSTITUTIONS:** UCLA, USC, Cal State Universities, Loyola, Cal. Inst. of the Arts, Chouinard Art Institute, Cal State Polytechnic, Fort MacArthur El Toro Marine Base, Edwards AFB.

**TWO RECOMMENDED HOTELS:** Ambassador (downtown), International (airport), Century Plaza Hotel (Century City).

**COST OF LIVING:** Average price for bread: \$42, regular gasoline: 35.9 cents, one bedroom apartment w/pool: furnished - \$175-200, unfurnished - \$145-160

**DISC JOCKIES MAKE:** Lowest: \$125, Highest: \$100,000 per year, Average: \$300

AM		
KABC	Talk	790
KALI	Spanish	1430
KBIG	MOR	740
KDAY	Prog.	1580
KEZY	Top 40	1190
KFAC	Classical	1330
KFi	MOR	640
KFOX	Country	1280
KFWB	All News	980
KGBS	Contemp.	1020
KGER	Religious	1390
KGFJ	Black	1230
KGIL	MOR	1260
KHJ	Top 40	930
KIEV	Country	870
KIIS	Contemp.	1150
KLAC	Country	570
KMPC	MOR	710
KNX	All News	1070
KPOL	Beautiful	1540
KRLA	Top 40	1110
KROQ	Top 40	1500
KWIZ	Top 40	1480
KWKW	Spanish	1300
KKAR	Top 40	1220

FM		
KBCA	Jazz	105.1
KFAC	Classical	92.3
KFOX	Country	100.3
KHOF	Religious	99.5
KIOI	Beautiful	98.7
KKDJ	Top 40	102.7
KLDS	Prog.	95.5
KMET	Prog.	94.7
KNX	Prog. MOR	93.1
KOST	Beautiful	103.5

KPOL	Beautiful	93.9
KPPC	Prog.	106.7
KPSA	Beautiful	107.5
KRTH	Oldies	101.1
KUTE	MOR	101.9
KWST	Beautiful	105.9
KXTZ	MOR	104.3
KKPO	Prog. MOR	93.5
KUFM	MOR	94.3
KNAC	Prog.	105.5
KYMS	Prog.	106.3

**SPOTLIGHT ON**

KHJ 5515 Melrose, Los Angeles, California 90038 (213) 462-2133

Format: Top 40

Freq.: 930 Power: 5,000

Owner: RKO General Inc.

Total Employees: 75

General Manager: Dwight Case

Sales Managers: Case & Ivers

Program Director: Bill Watson

Music Director: Meredith Lifson

Policy: 30 singles, some gold throughout the day. See promo people Monday and Thursday from 9:30 to 5:00.

News Director: Lyle Kilgore (6)

Chief Engineer: Ed Dela Pena

Head of Acctg.: Hugh Del Regno

Age Target: 12-49

6-9am - Robert W. Morgan (Galin, Ohio)

WIND, '65 KHJ

9am-12 noon - Bill Wade (Los Angeles, California)

KGB, '68 KHJ

12 noon-3pm - Sonny Fox (Grand Rapids, Michigan)

KCBQ, '72 KHJ

3-6pm - Don Steele (Hollywood, California)

KEWB, KISN, '65 KHJ

6-9pm - Jerry Butler (Cleveland, Ohio)

WRKO, '69 KHJ

9pm-12 midnight - Cat Simon

WRKO (Johnny Williams), '72 KHJ

12 midnight-6am - Johnny Williams (Denver)

KIMN, '65 KHJ

Weekends ( 9-3 Sunday) - Mark Elliott (Des Moines)

KFRC, '69 KHJ

KDAY 1700 N. Alvarado, Los Angeles, California 90026 (213) 665-1105

Format: Rock

Freq.: 1580 Power: 50,000 W

Owner: Rollins Inc.

Total Employees: 30

General Manager: Art Astor

Station Manager: Art Astor

Sales Manager: Tom Roe

Program Director: Bob Wilson

Music Director: Sim Farar

News Director: Lew Irwin (3)

Chief Engineer: Andy Laird

Head of Acct.: Mary Pedrotta

Age Target: 18-34

6-10am - Nathan Roberts (28-Atlanta, Georgia-10 years)

WGST, '70 KDAY

10am-3pm - Mike Lundy (29-Minn. Min.-13 years)

KAFY, KFI, KGBS, '71 KDAY

3-7pm - Tom McKay (23-Buffalo, New York-8 years)

WWOL, WSBT, WKBW, KEXL, KTFM, '72 KDAY

7pm-12 midnight - Wolfman Jack (30-New Jersey-17 years)

12 midnight-6am - Bill Martinez (23-Los Angeles, California-3 years)

KWIZ

KROQ 131 E. Magnolia, Burbank, California 91502 (213) 846-1500

Format: Top 40

Freq.: 1,500 Power: 10,000

Owner: Burbank Broadcasting

Total Employees: 60

General Manager: Gary Price

Station Manager: Gary Price

Sales Manager: Lee Larsen

Music Director: Mike Lee

Policy: 34-40 singles, 20 LPs. See promotion people on Tuesday. Any other day by appointment.

News Director: Leo McElory (10)

Chief Engineer: Mike Durough

Head of Accounting: Sue Itucin

Age Target: 14-30

6-10am - Charlie Tuna (Kearney, Nebraska-11 years)

KGFW, KLEO, KOMA, WMEX, KCBQ, KHJ, '72 KROQ

10am-2pm - Sam Riddle (Fort Worth, Texas-18 years)

KHJ, KFVB, KRWA, KDEO, KBUZ, KELP, KDUB, KRDC, KCLE, KDAY

2-6pm - Steve Lundy (Tyler, Texas-15 years)

KFRC, WLS, KILT

6-10pm - Jim Wood (33-Tyler, Texas-14 years)

KILG, KGFJ

10pm-2am - Jimmy Rabbitt (31-Tyler, Texas-14 years)  
 KMET, KBBQ, KFJ, KRLA, KLIF, KCBQ  
 2-6am - Steve Sands (25-Ventura, California-11 years)  
 KGBS, KEZY, WSB, KACY

KRLA 1401 So. Oak Knoll, Pasadena, California 91109 (213) 81-2591  
 Format: Future Rock  
 Freq.: 1110 Power: 50,000  
 Owner: Oak Knoll Broad.  
 General Manager: Lawrence Webb  
 Station Manager: Hal Matthews  
 Sales Manager: Lee Willis  
 Program Director: Reb Foster  
 Music Director: Ron Budnick  
 Policy: 95% LPs. See promo people Monday.  
 News Director: Bill Browning (7)  
 Chief Engineer: Jack Reeder  
 Head of Accounting: Don Fry  
 Age Target: 18-34

6-9am - Johnny Hayes (34-Macon, Georgia-15 years)  
 KYA, KDAY  
 9am-12 noon - Bob Dayton (38-New York, New York-15 years)  
 WIL, WABC, KRLA  
 12 noon-3pm - Greg Shannon (23-New York, New York-3 years)  
 KKOK, KUDU, KBBY-FM, KDES, XTRA, KOST-FM, KDAY  
 3-6 pm - Shadoc Stevens (26-Jamestown, North Dakota-15 years)  
 KEYJ, KILO, KQWB, KIKX, WRKO, KHJ  
 6-9pm - China Smith (28-Grand Rapids, Michigan-6 years)  
 '66 WGRD (Wayne Thomas) '70 KCBQ, '71 KING, '72 KDAY, KRLA  
 9pm-12 midnight - Lee Simm (23-Charleston, South Carolina-3 years)  
 WIMA, WZOO, KCBQ, KRLA  
 12 midnight-6am - Russ O'Hara (26-Glendale, California-9 years)  
 KBLA, KSEE, KUTY, KRAO, KTKT, KIKX, KMEN, KGFJ, KKDJ-FM, KRLA

KMET-FM 5828 Wilshire Boulevard, Los Angeles, California 90036 (213) 937-0117  
 Format: Prog. Rock  
 Freq.: 94.7 Power: 58,000

Owner: Metromedia  
 Total Employees: 35  
 General Manager: L. David Moorhead  
 Station Manager: L. David Moorhead  
 Sales Manager: Howard Bloom  
 Program Director: Mike Hunter  
 Music Director: Richard Kimball  
 Policy: 90% of programming is LP cuts  
 News Director: Ace Young (3)  
 Chief Engineer: Bob Griffin  
 Head of Accounting: Frank Livermore  
 Age Target: 18-34

6-10am - Mikel Hunter (34-North Carolina-15 years)  
 KLIV, KTKT, KRLA, KMET  
 10am-2pm - Richard Kimball (36-Oakland, California-15 years)  
 KSJO, KDIA, KCRA, KSAN, KMET  
 2-6pm - B. Mitchell Reed (43-Brooklyn, New York-20 years)  
 WOR, WMCA, KFWB, KRLA, KMET  
 6-10pm - Steven Clean (27-Detroit, Michigan-5 years)  
 WBCN, KPPC, KMET  
 10pm-12 midnight - Mary Turner (25-Baltimore, Maryland-5 years)  
 KNEW, KSAN, KSFJ, KMET  
 2-6am - Martin Perlich (36-Cleveland, Ohio-10 years)  
 WMMS, KMET

KLOS-FM 3321 So. La Cienega, Los Angeles, California 90016 (213) 663-3311

Format: Progressive  
 Freq.: 95.5 Power: 64,000  
 Owner: American Broad. Co., Inc.  
 General Manager: John Winnaman  
 Station Manager: John Winnaman  
 Sales Manager: Paul Cassidy  
 Program Director: Tom Yates  
 Music Director: Paula Porter  
 News Director: Marshall Phillips (1)  
 Chief Engineer: Art Sterman  
 Head of Accounting: ABC  
 Age Target: 16-28

6-10am - Jeff Gonzer  
 10am-2pm - Jim Ladd  
 2-6pm - J.J. Jackson  
 6-10pm - Jim Patton  
 10pm-2am - Damon Bragdon  
 2-6am - Alan Burton and Marshall Phillips

KGFJ 5900 Wilshire Boulevard, Suite 330, Los Angeles, California 90036 (213) 937-5900  
 Format: R & B

Freq.: 1230 Power: 1,000  
 Owner: Tracy Broadcasting Corporation  
 Total Employees: 45  
 General Manager: Arnold Schorr  
 Station Manager: Arnold Schorr  
 Sales Manager: Robert E. Reich  
 Program Director: Roland Bynum  
 Music Director: Pierre Gonneau  
 Policy: 40-45 singles. No albums. See promo people Wednesday 9-noon.  
 News Director: Booker Griffin (6)  
 Chief Engineer: Homer Obushon  
 Head of Accounting: Shirley Fell  
 Age Target: 18-34

6-9am - Al Waples (26-St. Louis, Missouri-6 years)  
 WWRL, WDAS, KWK, KATZ, '72 KGFJ  
 9am-12 noon - Roland Bynum (32-Detroit, Michigan-6-1/2 years)  
 WGIV, WCHB, WAPX, '67 KGFJ  
 12 noon-3pm - Tom Cross (31-Memphis, Tennessee-8 years)  
 KYAC, KPRS, '68 KGFJ  
 3-6pm - Buster Jones (30-Paris, Tennessee-11 years)  
 WDAS, KATZ, WKAC, '70 KGFJ  
 6-9pm - Don Tracy (30-Pittsburgh, Pennsylvania-7 years)  
 WPOP, '69 KGFJ  
 9pm-12 midnight - Joe Terry (Los Angeles, California-3-1/2 years)  
 KDON, KCOH, '71 KGFJ  
 12 midnight-4:30am - Charlie Brown (37-11 years)  
 WWHI, WOL, WWRL, KGFJ  
 4:30-6am and Weekends - Paul Kidd (38-Kansas City-10 years)

KPOL 5700 Sunset Boulevard, Los Angeles, California 90028 (213) 466-4123  
 Format: Good Music  
 Freq.: 1540 Power: 50,000  
 Owner: Capital Cities Broadcasting Corporation  
 Total Employees: 40  
 General Manager: Peter C. Newell  
 Operations Manager: Al Herskovitz  
 Sales Managers: General - Paul LaGasse, National - Gene Wagner  
 Music Director: Beth Altig  
 News Director: Ray Owen (5)  
 Chief Engineer: Franz Cherny  
 Head of Accounting: Carlos Fandino  
 Age Target: 18+

6-10am - Bob Harris (Los Angeles,

California-12 years)  
 2-6pm - Fred Vanderhurst (Los Angeles-9 years)  
 6-10pm - George Crofford (Los Angeles-19 years)  
 Swing - Bruce Buell (Los Angeles-20 years)

KEYZ 1190 East Ball Road, Anaheim, California 92805 625-7018  
 Format: Top 40  
 Freq.: 1190 Power: 5,000  
 Owner: KEYZ, Inc.  
 General Manager: Daniel P. Mitchell III  
 Station Manager: David P. Mitchell III  
 Sales Manager: Barry Shoiman  
 Program Director: Arnie McCatchey  
 Music Director: Jack Alexander  
 News Director: Adam J. DeMarais  
 Chief Engineer: Jay Miller  
 Head of Accounting: Betty Bonk  
 Age Target: 18-34

6-9am - Mark Denis  
 9am-12 noon - Arnie McCatchey  
 12 noon-4pm - Gary Marshall  
 4-8pm - Jim Meeker  
 8pm-12 midnight - Dave Sebastian  
 12 midnight-6am - Paul Freeman  
 Weekends - Scott Morgan, Doug Taylor

KNAC-FM 320 Pine, Suite 1000 F-M Building, Long Beach, California 90812 (213) 437-0366  
 Format: Prog. Rock  
 Freq.: 105.5 Power: 3,000  
 Owner: Harden Broadcasting  
 Total Employees: 17  
 General Manager: James Harden  
 Station Manager: James Harden  
 Program Director: Ronny McCoy  
 Music Director: Ronny McCoy  
 Policy: Jocks select own music.  
 News Director: Frank Jolle  
 Chief Engineer: Ace Simpson  
 Age Target: 18-34

6am-12 noon - Franke Jolle (33-St. Louis, Missouri-14 years)  
 KKDJ, KYMS, WKBW, KLIF, KBOX, KVIL, WMAK, WNOE, KAFY, KONO, KNOV, WPGC, WNEB, WPLO, WKIK, KNAC  
 12 noon-6pm - Ronny McCoy (28-Dallas, Texas-9 years)  
 '63 KBEL, '64 WRR, KCUL-AM-FM, KTVT, '65 KXOL-AM-FM, '67 KVIL-AM-FM, '68 KNAC-FM  
 6-10pm - John Clarke (25-Los Angeles,

California-5 years)

KBLA, KYSN, WGMA, KUDU, KDOWN, KISN, KAKA, KWAC-FM  
10pm-12 midnight - Skip Weshner  
(45-New York, New York-28 years)  
'56 WBAI, '59 WABC, '61 WNCN, '63  
WBEN, '67 KRHM, '71 KFAC-FM, '72  
KNAC-FM

KIIS 4015 Wilshire Boulevard, Los  
Angeles, California 90010 (213)  
385-2101

Format: Soft Rock

Freq.: 1150 kHz Power: 5,000 watts

Owner: John Palmer

Total Employees: 41

General Manager: John Palmer

Station Manager: John Palmer

Sales Manager: John Wolfe. Chuck  
Martin

Program Director: Sonny Melendrez

Music Director: Dave Pell

Policy: 500 singles, 200 albums. See  
promotion prople 10-3 Tuesday and  
Thursday.

News Director: Charleye Wright (3)

Chief Engineers: George Riggs, Ingram  
Clark

Head of Accounting: Roberta French

Age Target: Youthful Personalities

6-10am - Dave Diamond (Deadwood,  
South Dakota-12 years)

WKGN, KOIL, WIL, KBTR, KHJ,  
KRLA, KFVB, KFRC, KIIS

10am-3pm - Jack Angel (Berkeley,  
California-15 years)

'57 KYOS, '58 KJAX, '59 KJBS, '60  
KOLO, '62 KEX, '67 KMPC, '69 KFI,  
'72 KIIS

3-8pm - Jerry Mason (38-Parks,  
Nebraska-10 years)

'63 KAHR, '67 KIRO, '68 KRNO, '69  
KNAC, '70 KIIS

8pm-12 midnight - Rod McKean  
(40-Riverside, California-23 years)

'49 WRLN, '54 KRKD, '70 KIIS

KWIZ 3101 West 5th Street, Santa  
Ana, California 92703 (714) 839-4220

Format: Pop "Standards", "Oldies," C  
& W, MOR, Top 40, audience  
participation, telephone talk,  
community involvement.

Freq.: 1480 Power: 3,000

Owner: Voice Of The Orange Empire,  
Inc. (Davis Broadcasting)

Total Employees: 37

General Manager: William H. Weaver

Station Manager: Earl L. Trout, III

Sales Manager: Philip C. Davis

Program Manager: Earl L. Trout, III

Music Director: Winnie Coombs

Policy: 75% oldies. Some LPs.

News Director: Jean MacLean (3)

Chief Engineer: Norm Pilawski

Head of Accounting: Dixie Denbo

Age Target: 25-34

6-10am - Buddy Clyde

10am-3pm - Tony St. James  
(27-Philadelphia, Pennsylvania-8 years)

'65 KFMW, '66 KHJ-AM-FM, KTBT  
(PD), KYMS, KLYD, '70 KWIZ

3-7pm - Earl L. Trout, III (27-Blythe,  
California-12 years)

'61 KYOR, '66 KFIF, '66 KDZA, '67  
KDWB, '69 KDAY, '70 KWIZ

7pm-12 midnight - J. Thomas Woods,  
Jr. (25-Durham, N. Carolina-10 years)

'63 WSSB, '66 WTMA, WKIX, '68  
WRNC, '69 WGGG, WWOK, '70  
WGGG (PD)

12 midnight-6am - Bob Joy  
(28-Tucson, Arizona-10 years)

'67 KIKX, '68 KAIR, KDIG, KHOS,  
KPAL (PD), '70 KEEN (MD), KEGL,  
KLIV, KWIZ

KGIL 14800 Lassen Street, San  
Fernando, California 91343 San

Fernando Valley, California 91343  
877-3466

Format: MOR

Freq.: 1260 5,000 watts

Owner: Buckley Broadcasting  
Corporation of California

Total Employees: 50

General Manager: Stanley G. Warwick

Station Manager: Stanley G. Warwick

Station Manager: Stanley G. Warwick

Sales Managers: Alvin D. Ostrin, Jim  
Mergen

Program Director: Chuck Southcott

Music Director: Chuck Southcott

Policy: 50 singles per week and a  
constant 200 LPs. Open promo policy.

News Director: Jim Martin (10)

Chief Engineer: David Mandelbaum

Head of Accounting: Joann Larson

Age Target: 25-49

6-10am - Dick Whittington  
(38-Wilmington, Delaware-19 years)

KGIL, KABC, KLAC, LGIL, KSFO

10am-3pm - Larry Van Nuys (31-Los  
Angeles, California-13 years)

KXO, KBLA-FM, KNOB-FM,

KGJF-AM, KBLA, KGIL  
3-7pm - Tom Brown (34-Chicago, and  
Seattle-14 years)

'59 WDWS, '60 WKID, '63 WIOK, '65  
K C M O - A M - F M - T V , ' 6 8  
WDAF-AM-FM-TV, '70 KGIL

7pm-12 midnight - Scott O'Neil  
(30-Raleigh, North Carolina-15 years)

'57 WSHE, '58 WRAL, '63 WLOX, '64  
WKRK, '65 CBS-Radio & TV  
12 midnight-6am - Ken Griffin  
(35-Waterbury, Connecticut-16 years)

'56 WWCO, '58 WBOS, '61 WHYN,  
'63 WPOP, '65 WDRC, '70 KGIL

KMPC 5858 Sunset Boulevard, Los  
Angeles, California 90028 (213)  
469-5341

Format: MOR

Freq.: 710 Power: 50,000 watts

Owner: Golden West Broadcasters and  
Signal Corporations

Total Employees: 135

Vice President: Stanley L. Spero

General Manager: Stanley L. Spero

General Manager: George Lindman

Sales Manager: Kenneth L. Miller

Program Director: Mark Blinoff

Music Director: Alene McKinnev

Policy: 40-50 singles. Current albums.  
See promotion people Monday,  
Wednesday, and Thursday.

News Director: Val Clenard (12)

Chief Engineer: Mel Cody

Head of Accounting: Dorothy Murray

Age Target: 18+



**GEOFF  
EDWARDS**



**WINK  
MARTINDALE**



**KATHY GORI**



**DICK  
WHITTINGHILL**



**GARY  
OWENS**



## CARROLL



## MAGNUS

KFOX 666 E. Ocean Boulevard, Long Beach, California 90802 775-2367

Format: Country Music

Freq.: 1280 Power: 1,000 Kw

Owner: John Walton

Total Employees: 23

General Manager: Robert O. Franklin

Station Manager: Robert O. Franklin

Sales Manager: Frank Simon

Program Director: Charlie Williams

Music Director: Don Hinson

Policy: Approximately 65 singles and 15 LPs

News Director: Stan Evans (3)

Chief Engineer: Carl Hanson

Head of Accounting: A. Farnsworth

6-9am - Gene Price

9am-12 noon - Charlie Williams

12 noon-3pm - Don Hinson

3-7pm - Joe Ferguson

7pm-12 midnight - Arlan Sanders

12 midnight-6am - Bob London

KKDJ 6290 West Sunset Boulevard, Suite 1600, Los Angeles, California 90028 (213) 466-8381

Format: Top 40

Freq.: 102.7 MHz Power: 8 Kw

Owner: Pacific and Southern Broadcasting Co., Inc.

Employees: 24

General Manager: Jack Carnegie

Station Manager: Jim Austin

Sales Manager: Dick Penn

Program Director: Bill Comb

Music Director: Jeff Salgo

Policy: Approximately 30 singles and 15 LPs. See Promo people everyday except Wednesday.

Chief Engineer: Paul Wieman

Head of Accounting: Gloria Couti

Age Target: 16-24

6am-12 noon - Billy Moore (30-Chattanooga, Tennessee-10 years)

'62 WDXE, '64 WDXI, '65 WWUN, '67

WPDQ, '68 KOIL, '72 KKDJ

12 noon-6pm - Bill Comb (29-Lincoln, Nebraska-11 years)

'61 KRNO (KBON), '67 XTRA,

WUBE, '71 KKDJ

6pm-12 midnight - Bob Miles (31-Long Beach, California-4 years)

'68 WROY, '69 WKBA, WSLs, '72

KBBQ, KKDJ

12 midnight-6am - Jeff Salgo (21-Los Angeles, California-11 years)

'65 KRHM, KBIG-AM-FM, '70 KLAC,

'71 KKDJ

KPSA 7919 West Sunset Boulevard, Los Angeles, California 90046 (213) 874-5772

Format: MOR

Freq.: 107.5 Power: 34,000 Watts

Owner: PSA Broadcasting

Total Employees: 16

General Manager: Alton E. Kennedy

Station Manager: Alton E. Kennedy

Sales Manager: Dick Atchison

Program Director: Ed Greenly

Music Director: Ed Greenly

Policy: Music selected by familiarity and music quality and sales

News Director: Ed Greenly (5)

Chief Engineer: Ric Hammond

Age Target: 25-49

4am-12 noon - Jim Warlin (25-San Gabriel, California-4 years)

WGH, '72 KPSA

12 noon-4pm - Ed Greenly (33-Los Angeles, California-7 years)

4pm-12 midnight - Paul Patrick (48-20 years)

KUDE, KSOM, KSDA, KRIB (PD), WGLO, WLCX, '71 KPSA

12 midnight-4am - Sam Jones (37-Chicago, Illinois-3 years)

'54 Armed forces, KLAC, KVOV

KJLH, '71 KPSA



upset.

**TWO RECOMMENDED HOTELS:**

The Executive Inn (airport), The Gelt House (downtown).

**COST OF LIVING:** About 6% below the average of cities in the survey. Average price for bread: \$.22, regular gasoline: 33.9 cents, state sales tax: 5%, state income tax: graduated to 6% over 8,000 adjusted gross income and \$20 tax credit per dependent.

**DISC JOCKEYS MAKE:** Average: \$175

AM		
WAKY	Top 40	790
WAVE	MOR	970
WFIA	Religious	900
WHAS	Prog. MOR	840
WHEL	Beautiful	1570
WINN	Country	1240
WKLO	Top 40	1080
WLou	Black	1350
WREY	MOR	1290
WTMT	Country	620
WXVW	Contemp.	1450
FM		
WHAS	MOR	97.5
WKLO	Religious	99.7
WKRX	Beautiful	106.9
WLRS	Contemp.	102.3
WSTM	MOR	103.1

WHAS Box 1084 Louisville, Kentucky 40201 582-7840

Format: Prog. MOR

Freq.: 840 kc Power: 50 kw

Owner: WHAS, Inc.

Total Employees: 50

General Manager: Ed Shadburne

Station Manager: Hugh Barr

Sales Manager: Jim Topmiller

Music Director: Jerry David Mellow

Policy: 15-20 current singles about the same with LP product. Heavy emphasis on gold.

News Director: Tom Dorsey (5)

Chief Engineer: Bill Hunter

Head of Accounting: Jack Koch

Age Target: 25-49

5-10am - Wayne N. Perkey (34-Clinton, Tennessee-12 years)

'61 WLAJ, WATE, '64 WNOX, '66

WELC, WALA-TV, '69 WHAS

10am-3pm - Jerry David Mellow

(34-Evansville, Indiana-15 years)

'57 WTHI, '62 WAVI, '66 WHAS

3-7pm - Jeff Douglas (29-Hillside, New Jersey-8 years)

'63 WAER-FM (Jeff Zients), '66

WSYR (Jeff Zients), '67 WFBL, '70 WHAS

7-8pm or 8:-9:30pm - Milton Metz (51-Cleveland, Ohio-26 years)

'46 WHAS

WKLO 307 W. Walnut, Louisville, Kentucky 40202 (502) 589-4800

Format: Top 40

Power: 10,000

Owner: Great Trails

Total employees: 48

General Manager: Ernie Gudridge

Sales Manager: Bernie Thompson

Program Director: Bill Hennes

Music Director: Lee Gray

Policy: 15-20 on weekly play list with an amount or recurrences - 60% Gold - no LP play, promo men seen

Tuesday-Friday: 10am-12 noon

News Director: Ty Merridith (6)

Chief Engineer: Bruce Clark

Head of Accounting: Kathleen Brown

Age Target: 12-34

6-10am - Lee Gray (36-Oklahoma City, Oklahoma-17 years)

'49 KOMA, '57 WRIT, '59 WOKY, '61

WIND, '63 WTRY, '66 WHK, '67

WKLO, '68 WMCA, '69 WKLO

10am-2pm - Bill Love (29-Paintsville, Kentucky-12 years)

'63 WLAO, '66 WHOO, '68 WKGN, WPOP, '71 WKLO

2-6pm - Chuck Brady (27-Toledo, Ohio-9 years)

'67 WLYV, '68 CKLW, '69 WCWA,

'70 WTTO, CKGM, '71 WKLO

6-10pm - Tom Kennedy (23-Carbondale, Illinois-2-1/2 years)

'69 WCYN, WLAP, '70 WAZY, '71 WMEE, '72 WKLO

10pm-2am - Jonathan Stone 66 WAKY, '68 WKEE, '69 WLTT, WTT

2-6am - J.J. Wright (21-Louisville, (29-Bowling Green-12 years)

'66 WAKY, '68 WKEE, '69 WLTT, WTTO, '70 WGOW, WIRL, '71 WKLO

2-6am - J. J. Wright (21-Louisville Kentucky-2 years)

'71 WBGN, '72 WKLO

Weekends - Mike Rivers (28-Muskogee, Oklahoma-10 years)

'65 KOMA, '66 WHB, '67 KAKC, CKLW, '68 WIBG, '72 WKLO

Weekends - Jack Crawford (27-New Albany, Indiana-10 years)

'61 WNAS, '64 WISC, '65 WBOW, '68 WHEL, WKLO, '69 WAFV, '70 WKLO

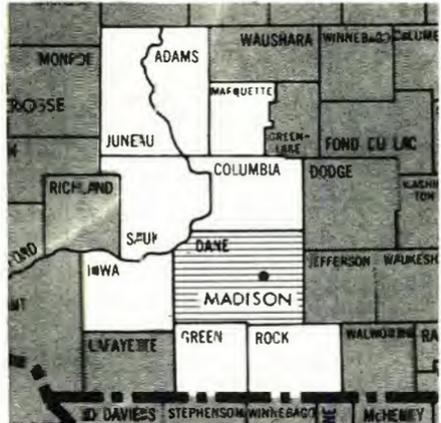
WINN 3rd and Broadway, Louisville,

Kentucky 40202 (502) 585-5148  
 Format: Country  
 Freq.: 1240 Power: 1,000 watts  
 Owner: Bluegrass Broadcasting  
 Total Employees: 33  
 General Manager: Art Grunewald  
 Station Manager: Art Grunewald  
 Sales Manager: Max Rein  
 Program Director: Moon Mullins  
 Music Director: Moon Mullins  
 Policy: About 80 records on play list along with heavy LP play. Promo men seen 10am-3pm Monday through Friday.  
 Chief Engineer: Mel Scarsdale  
 Head of Accounting: Lynne Carney  
 Age Target: 25-49

6-10am - Jim Walker (33-L. Kentucky-3 years)  
 10am-1pm - Dick Braun (Pittsburgh, Pennsylvania-20 years)  
 WKLD, WSAI, WTIK, WKWB  
 1-3pm - Al Risen (27-L. Kentucky-12 years)  
 WKLO, WAKY  
 3-6pm - Moon Mullins (26-Lubbock, Texas-11 years)  
 KUDI, KCKN, KLLL  
 6-9pm - Mike Wayne (25-Charleston, West Virginia-5 years)  
 9pm-1am - Dave Jacob (25-L. Kentucky-1 year)  
 1-6am - Dan Breeder (25-L. Kentucky-4 years)

WAKY River City Mall, Louisville, Kentucky 40202 (502) 583-8803  
 Format: Top 40  
 Freq.: 790 Power: 5,000  
 Owner: Lin Broadcasting  
 Total Employees: 33  
 General Manager: Donald W. Meyers  
 Station Manager: Donald W. Meyers  
 Sales Manager: Robert Rice  
 Program Director: John Randolph  
 Music Director: John Randolph  
 Policy: 30-35 singles and about 8 of the top LP cuts. Promo men seen anytime except 12-3pm Monday through Friday.  
 News Director: Bob Watson (5)  
 Chief Engineer: Andrew Jackson  
 Head of Acctg.: Morris Burkowitz  
 Age Target: 12-49

## MADISON



Madison, Wisconsin, 102nd Market Rank Population: 290,292  
 Ethnic Breakdown: Black - 2,607  
 ECONOMY: Based on two things - Madison is the capital of Wisconsin, most of the state offices are here. Secondly, it is the home of the University of Wisconsin. It houses some 30,000 students. To add to that, Wisconsin is a very heavy farming area, mainly dairy. This has a pretty heavy influence on the city. The farm land around Madison is superb. The city is 80 miles from Milwaukee, and with the beginnings of a push for new industry, it's expected the population of the town will double in the next fifteen years. The downtown area has been hit hard by its inaccessibility. Shop centers (one 25 acres across) are being built on the outskirts. A new Air Park plus an attempt at new ideas for the downtown area are in the making. Manufacturing industry: Oscar Mayer, Ohio Medical Products and Ray-O-Vac Division. ESB Inc. are three of the largest employers.  
 THE PEOPLE: An up tightness which existed between university students of a few years ago and the community has subsided to a more friendly dialogue and exchange of differences. Violence seems to be less of an answer than it was. At the same time the conservatives are starting to listen.

This is a good beginning.

**COST OF LIVING:** A one bedroom goes for \$175, indicative of a high cost of city living. Food costs are high, gasoline runs from 31 to 39 cents a gallon. Jocks make from \$120 to \$195. Average Top 40 jock makes \$150.

AM		
WIBA	MOR	1310
WISM	Top 40	1480
WMAD	Country	1550
WTSO	MOR	1070
FM		
WIBA	Beautiful	101.5
WISM	Prog. MOR	98.1
WMAD	Country	106.3
WMFM	Black	104.1
WRVB	Religious	102.5
WLVE	Prog. Top 40	94.9

#### SPOTLIGHT ON-----

WLVE-FM 621 N. Sherman Avenue, Madison, Wisconsin 53704 241-2101  
Format: Progressive

Freq.: 94.9 Power: 37,000

Owner: Community Service Radio, Inc.

Total Employees: 16

General Manager: Thomas R. Holter

Station Manager: Dean Sherwood

Sales Manager: Tony Smith

Program Director: Mike Reed

Music Director: Mike Reed

Policy: LPs are 85% of playlist. All music must be stereo. Open promo man policy.

News Director: Peter J. Devlin (4)

Chief Engineer: Clifford Growth

Age Target: 18-34

6-10am - Dean Sherwood

10am-4pm - Craig Williams

4-8:30pm - Dean Sherwood

8:30pm-2am - Mike Reed

WMAD Box 4408, Madison, Wisconsin 53711 271-6611

Format: Country

Freq.: 1550 khz Power: 5 KW

Owner: Hudson Broadcasting

Total Employees: 15

General Manager: James W. Young

Station Manager: James W. Young

Program Director: Thomas H. Uttormark

Music Director: Patrick J. Dischler

Policy: About 90 singles in play list. 2 featured LPs per week. Open promo

man policy.

News Director: Dave Hallett (1)

Chief Engineer: Victor M. Landau

Head of Acctg.: Patricia L. Benish

Age Target: 18-49

6-9am (Monday through Friday), 12 noon-6pm (Sunday) - Tom Mark (Uttormark) (27-Marion, Wisconsin-8 years)

'64 WMAD, '67 WISM, '68 AFN-Guam, '71 WMAD

9am-12 noon - 3-6pm Monday through Friday, - Noon-6pm Saturday - Hal Phillips (Gary Droessler) (24-Cuba City, Wisconsin-1 year)

'71 WAKC, WMAD

12:30-3pm Monday through Friday, 6am-12 noon Saturday - Pat Martin (Dischler) (22-Plain, Wisconsin-3 years)

'69 WSWW, '71 KHEY, AFN-Europe, '71 WMAD

6pm-12 midnight Tuesday, Wednesday, Friday and Sunday - Cindy Scott (Accola) (23-Prairie Du Sac, Wisconsin-7 years)

'65 WVLR-FM, '68 WDUZ, '70 KYND, '70 WMAD

6pm-12 midnight Monday, Thursday, Saturday - Rick Seifert (24-Madison, Wisconsin- 3 years)

'70 WASR, '72 WMAD

7am-12 noon - Sunday - Dan Weber (Rutz) (22-Milwaukee, Wisconsin-3 years)

'70 WSWW, '71 KDUB-TV, WMTV, '72 WMAD

WIBA-FM P.O. Box 99, 3800 Regent Street, Madison, Wisconsin 53701 (608) 233-4211

Format: Progressive

Freq.: 101.5 MHz Power: 50,000 ERP

Owner: Badger Broadcasting Company

General Manager: Fred H. Gage

Station Manager: Fred H. Gage

Sales Managers: Ron Neve (FM), Bill Hughes (AM)

Program Director: James McInnes

Music Director: James McInnes

Chief Engineer: Norman Hahn

Head of Accounting: Celeste Regenber

Age Target: 18-34

6am-1pm - Simulcast with WIBA

1-4:30pm - Monday-Friday - Jane A.

Ifland (22-Brussels, Belgium-6 years)

'67 WECL, '70 WIBA

1-7pm - Sunday - Jack Wake

(26-Madison, Wisconsin)

'72 WIBA

4:30-8pm - Monday-Saturday -  
Richard J. Keidy (21-Madison,  
Wisconsin-1-1/2 years)

KFIL, WIBA-FM

4:30-8pm - Saturday, 7pm-12  
midnight - Sunday - Christopher P.  
Morris (22- Chicago, Illinois-3 years)

WSRM, WIBA

8pm-12 midnight - Monday-Thursday,  
12am-2am - Sunday - Jim McInnes  
(26-Arlington Heights, Illinois-8 years)

'64 WLFM, '68 WRST, WISU-FM &  
TV, '70 WIBA-FM

8pm-3am Saturday - Herb Young  
(25-Highland Park, Illinois-8 years)

'64 WEEF, '65 WLFM, '67 WNUR, '68  
WGN, Voice of America, '69  
WIBA-FM

WISM Box 2058, Madison, Wisconsin  
53701 (608) 271-1484

Format: Top 40

Freq.: 1480 , Power: 5,000

Owner: Midwest Family, Inc.

Total Employees: 40

General Manager: William R. Walker

Station Manager: William R. Walker

Sales Manager: Phil Fisher

Program Director: Bill Vancil

Music Director: Jonathan Little

Policy: 35 singles, 10 to 12 LP cuts.

See promo men by appointment only.

News Director: Wayne Wallace (5)

Chief Engineer: Chris Cain

Head of Accounting: Toby Bauer

Age Target: 18-35

5-9am - Clyde Coffee (35-15 years)

9am-1pm - Chuck Bailey (30-11 years)

1-2pm - Franklin Smith (27-6 years)

2-6pm - Jonathan W. Little (30-9  
years)

6-10pm - Robin Steele (25-5 years)

10pm-2am - Neil Gavin (22-3 years)

2-5am - Dick Baldwin (21-3 years)

Saturday and Sunday - David Ross  
(20-2 years)

Saturday and Sunday - Charlie Simon  
(21-2 years)

## MEMPHIS



Memphis, 42nd Market Rank,  
Population: 799,700. Metro area is  
close to a million, City ranks 15th in  
black population, 291,425, no other  
ethnic population to speak of.

**HISTORY:** Memphis is located right  
on the Mississippi River and serves as  
one of the nation's major ports, with  
the river emptying into the Gulf of  
Mexico. Although the French explorer  
La Salle built Fort Prudhomme on the  
site of what is today Memphis during  
the year 1682, John Overton is  
credited as being the founder, having  
built trading post there in 1794.  
Memphis is named for the Egyptian  
capital whose name was "Place of  
Good Abode".

**ECONOMY:** Among the principal  
industries are those connected with  
hardwood lumber and cotton. It's  
generally known as the hardwood  
flooring capital of the world, and  
cotton and cotton seed are likewise as  
important, some 4,000,000 bales  
handled annually making it the world's  
largest single cotton market. Memphis  
is the home of Holiday Inns  
Incorporated, and Plough, a company  
which not only makes many  
pharmaceutical products but also owns  
a good many radio stations. The music  
industry also has made substantial  
growth here with Stax, Hi, TMI and

Ardent all headquartering here. The city has 10 colleges with Memphis State heading the list with some 20,000 students. Desmoines-Owen is second with 1574 students. Millington Naval Air Station is here with about 15,000 people training to work on naval planes. The Liberty Bowl is centered here, also Memphis is the home of the Baptist Hospital, which is called the world's largest hospital, and at the same time St. Jude's hospital is here, that's the Danny Thomas backed children's only hospital.

**THE PEOPLE:** The city, with its heavy growth has now reached into Mississippi on the south, Arkansas on the west and is pushing mostly eastward toward Nashville. Water pollution is a heavy problem here, especially with the pollution on the Mississippi and the Wolfe River and McKeller Lake. The city is working hard to clean this up and regain their title of the cleanest city in the U.S. Noise pollution has been checked for some time with an anti-noise ordinance that makes horn blowing a rarity. The city is fairly laid back, as a whole. Elvis Presley coming from here, with the Holiday Inns also being a note of pride. The city is pushing toward an Atlanta-type atmosphere, Memphis Symphony Orchestra, Little Theatre, ballet, Brooks Memorial Art Gallery, etc. Racial troubles have plagued the city in the past, with the death of Martin Luther King here and rioting after the death, the problems seem to have subsided. Likewise the dress of the young people has changed here as most places, plenty of long hair and blue jeans, their hassles seem to be over and their acceptance is almost complete. Mayor Wyeth Chandler leans conservative and was elected probably as much because of his stand against bussing as anything else. He brings with him a new Police Chief, and just shortly after beginning they found much graft and payoffs reported in the police ranks, an investigation is going on right now, but word is the problem is widespread. Drug problems are like any other city with 169 arrests and convictions reported from the juvenile court last year and 132 in the first six months of

this year. The city is still hanging on a great deal to southern conservatism. The country club set is here, and the pace is slower than in larger northern cities, but, attitudes are continuing to grow more toward a metropolitan type trip.

**COST OF LIVING:** A one percent city sales tax, no state income tax, gasoline running a little below the national average, likewise just about everything being less than one would find in cities in the north, housing is no problem. A nice one bedroom unfurnished place in a complex with a pool and other recreational facilities will run about \$100 a month. Jock salaries are in the \$100 to \$250 ranges with the average top forty jock pulling in about \$195.

AM		
KUSD	Religious	730
KWAM	Gospel	990
W	Black	1070
WHBQ	Top 40	560
WHER	News/MOR	1430
WLOK	Black	1340
WMC	Prog. MOR	790
WMPS	Top 40	680
WMQM	Country	1480
WREC	Beautiful	600
FM		
KWAM	Country	101.1
WAID	Beautiful	104.5
WHBQ	Solid Gold	105.9
WMC	Progressive	99.7
WREC	Beautiful	102.7

#### SPOTLIGHT ON-----

WMC 1960 Union Avenue, Memphis, Tennessee 38104 274-8515

Format: Prog. MOR

Freq.: 790 Power: 5,000 Watts

Owner: Scripps-Howard Broadcasting

Total Employees: 17

General Manager: Dean Osmundson

Station Manager: Dean Osmundson

Sales Managers: Bob Webber (Local),

Dean Osmundson (National)

Program Director: Jack Parnell

Music Director: Bill Dollar

Policy: 25-35 singles, large percentage of others are hits of the past. No LP play as of now. See promo men when possible, which is most of the time.

News Director: Norm Brewer (5)

Chief Engineer: Buddy Frase

Head of Accounting: Jim Frommel

Age Target: 18-49

6-9am - Jack Parnell (34-Milan, Tennessee-17 years)

'55 WKBJ, '57 WDXI, '58 WHBQ, '71 WMC (PD)

9am-12 noon (Monday-Friday), 5am-9am (Saturday) - Tom Gurley (29-Corinth, Mississippi-9-1/2 years)

'63 KWYN, '68 KDRS, '68 WMC

12 noon-3pm - Bill Dollar (22-Humboldt, Tennessee-8 years)

'64 WIJR, '66 WTNE, '67 WDXI, '68 WMC

3-7pm - Phil Conner (27-Cadiz, Kentucky-6-1/2 years)

'66 WKDZ, '67 WMC-FM, '68 WHBQ, '72 WMC

7-12 midnight - Jack Porter (29-Memphis, Tennessee-7 years)

WCIA, WDIA, WMC

4-8pm - Sunday - Alex Ward (25-Memphis, Tennessee-5 years)

'67 WMC-FM, '68 WHBQ, '69 WMQM, '71 KHBQ, '72 WMC (PD)

WHBQ 485 South Highland, Memphis, Tennessee 38111 323-7661

Format: 560 Power: 5,000 Watts

Owner: RKO

Total Employees: 50

General Manager: Jim Bedwell

Station Manager: Jim Bedwell

Sales Manager: Dave Thomas

Program Director: George Klein

Music Director: Stew Robb

Policy: Between 50 and 60 singles, play occasional LP cuts, promo men on Mondays but, make exceptions

News Director: Don Stevens (4)

Chief Engineer: Weldon Roy

Head of Accounting: Bill Key

Age Target: 12-34

6-9am - Stew Robb (25-Del Rio, Texas-4 years)

KDLK, KDNT, KXOL, WHBQ

9am-12 noon - Robert K. Smith (21-Los Angeles, California-6 years)

'66 WKTX, '67 WPDQ, '71 WHBQ

12 noon-3pm - Phil North (20-Hot Springs, Arkansas)

'65 KZNG, KBHS, KGUS, '69 KAAY, '72 WDRQ, WHBQ

3-6pm - George Klein (Memphis, Tennessee-15 years)

'54 KOSE, '55 KWAM, '56 WMC, '58 WHEY, '60 WHHM, '61 WHBQ

6-9pm - Robert E. Kaufman

(22-Denver, Colorado-5 years)

'68 KCSU-FM, '69 KZIX, '70 KIXX, '71 KUOL, '72 WHBQ

12 midnight - 6am - Ray Taylor (20-Pine Bluff, Arkansas-5 years)

'67 KOTN, KCLA, '72 WHBQ

Weekends - John Wellenbuger, (25-Monticello, Arkansas-4 years)

'65 KHBM, KOTN, '72 WHBQ

WMC-FM 1960 Union Avenue, Memphis, Tennessee 38104 (901) 274-8515

Format: Progressive

Freq.: 100 Power: 400,000 Watts

Owner: Scripps-Howard Broadcasting, Inc.

General Manager: Dean L. Osmundson

Station Manager: Dean L. Osmundson

Sales Manager: David Day

Program Director: Mike Powell

Music Director: Ron Michaels

Policy: Approximately 15-20 current singles. Approximately 70 LPs. Sales reports from retailers watched carefully. Open promo men policy.

News Director: Norman Brewer (2)

Chief Engineer: Buddy Frase

Head of Accounting: James Frommel

Age Target: 18-34

7am-12 noon - Gregory Hamilton (22-Houston, Texas-4 years)

'68 WMC-FM, '70 WMPS, '71 WMC-FM

12 noon-4pm - Mike Powell (31-Black Oak, Arkansas-13 years)

'59 KPOC, '60 KNEA, '62 WHBQ, '65 WTIK, '66 WMQM, '66 KLIF, WMPS, '67 WMC-FM

4-9pm - Jon Scott (27-Memphis, Tennessee-7 years)

'66 WDXE, '67 WMC-FM

9pm-1am - Ron Michaels (24-Birmingham, Alabama-4 years)

'69 WKRA, WHBQ-FM, WMC-FM (MD)

1-7am - Greg Siggers (22-Memphis, Tennessee-1 year)

WMC-FM

Weekends - Hal Winfield (20-Memphis, Tennessee-3 years)

WTCV-FM, WAID-FM, WDIA, WTGR, WKNO-FM

Weekends - Shelia Hall (23-Memphis, Tennessee)

'72 WMC-FM

WMPS 112 Union Avenue, Memphis,

Tennessee 38103 (901) 525-2663

Format: Rock and Roll

Freq.: 680 Power: 10,000

Owner: Plough Inc.

Total Employees: 37

General Manager: Wayne Hudson

Station Manager: Wayne Hudson

Sales Manager: John Rhea

Program Director: Roy Mack

Music Director: Roy Mack

Policy: No set standards. Program according to the audience totally.

News Director: Mike Day (5)

Chief Engineer: Wayne Key

Head of Accounting: Mary Edwards

Age Target: 18-34

5-9am - Ron Jordan (23-Memphis, Tennessee-3 years)

WMQM, '71 WMPS

9am-12 noon - Roy Mack (32-Memphis, Tennessee-13 years)

WHHN, '60 WMPS

12 noon-3pm - Tommy Charles (25-Atlanta, Georgia-6 years)

WAPE, WPDQ, '72 WMPS

3-7pm - Mitch Craig (25-Monroe, La.-6 years)

Armed Forces Radio, '70 WMPS

7pm-12 midnight - Rich McCarthy (24-Winston-Salem, N.C.)

WIST, '71 WMPS

12 midnight-5am - Harry Simpson (Memphis, Tennessee-25 years) '47 WMPS

WMQM Chisca Hotel, 272 South Main Street, Memphis, Tennessee 38113 523-1604

Format: Country

Freq.: 1,480 K.C. Power: 5,000 Watts

Owner: Kurt Meek

General Manager: Eddie Steward

Program Director: Art Scott

Music Director: Les Acree

Policy: 30 survey records, along with about 40 to 50 extras also play 3 oldies (one LP cut per hour).

Chief Engineer: Skip Wilkerson

Head of Accounting: T. Ashburn

Age Target: 25-49

6-9am - John Froland (44-Memphis, Tennessee-25 years)

'58 WHBQ, '69 WMC, '72 WMQM

9am-12 noon - Less Acree (30-Memphis, Tennessee-11 years)

'64 WTUP, '66 WRBC, '67 WMQM, '69 WUBE, '71 WMQM

12 noon-3pm - Mike Mitchell

(27-Memphis, Tennessee-9 years)

'65 WDDT, '66 WWWn, '72 WMQM

3pm-sign off - Art Scott (26-Memphis, Tennessee-7 years)

'65 WTNE, '67 WBHT

WHER 1331 Union Avenue, Memphis, Tennessee 38104 725-7657

Format: News/Talk

Freq.: 1430 Power: 1,000

Owner: Tri-State Broadcasting

Total Employees: 21

General Manager: Bill Thomas

Station Manager: Bill Thomas

Sales Manager: Ray Conder

Program Director: Bill Reeves

Music Director: Bill Reeves

Policy: 20 singles and cuts from about 35 LPs. Open promo man policy.

News Director: Jim Fields (3)

Chief Engineer: Doug Cousar

Head of Accounting: Lucy Bayliss

Age Target: 25-49

6-9am - Bill Reeves (32-Memphis, Tennessee-14 years)

KXLR, WMGG, WHHM, WKGN, WMPS, WDIA, KKDA, KNOK, '72 WHER

7-9am - Ed King (36-Memphis, Tennessee-15 years)

KALO, WHBQ, WDIA, WLOK, KNOK, '72 WHER

12 noon-3pm - Marge Thrasher (36-Iowa-10 years)

WDXI-AM & TV, WHBQ-TV, '68 WHER

3-4:30pm - Jackie Kelly (25-Memphis, Tennessee-3 years)

'70 WHER

5:30pm-sign off - Becky Phillips (41-Florence, Alabama-15 years)

WHER

# MIAMI



Miami, 25th Market Rank, Population: 3,321,000.

**ECONOMY:** Located in Southeastern Florida, on Biscayne Bay, 3-1/2 miles from Miami Beach on the Atlantic Ocean. Industry is light, main products, from the more than 4,000 manufacturers, are for distribution to the Bahamas, Caribbean islands and Latin American countries. Otherwise, tourism is the major support for the economy. The city and beach are the tourist center of Florida, at this time, and an important one for the country. The summer rates for hotel rooms are a fraction of the winter prices (heaviest from December through March). The county has recently become a major banking center, is a base for National, Eastern, and Delta Airlines and is important for garment manufacture. Taking advantage of its position on warm studies, particularly with the opening of the Environmental Science Services Administration's Oceanographic Laboratory. Tourist attractions are plentiful, particularly near Coral Gables, including Seaquarium and Parrot Jungle. Major schools include the University of Miami (18,000 students) and Florida International University.

**THE PEOPLE:** The city has made a valiant attempt to keep up with its rapid expansion. Major downtown

renewal has been supported by federal funds in the Model Cities Program. The Pollution Control Board exerts heavy fines on offenders, air pollution is mainly from cars because of high density per capita, and amazingly enough from Northern cities like Gary and Pittsburgh during temperature inversions, water pollution has been a problem because of the inadequate sewage system. A rapid transit system is currently being funded. The population, in general, would be considered liberal, although the bussing issue created an overwhelming victory for George Wallace in the primary. The Cuban population is large and are spreading from a prior heavy concentration in "Little Havana" although the language barrier has held back an integration into the society. There are three Black sections of the city, one of which is Coconut Grove, a wealthy suburb, home also for the many longhairs and artists. Local politics are Democratic, as is the Governor. Night life is active on the beach, bars are open til 5:00 a.m., the city is taking on more and more of a cosmopolitan atmosphere.

**COST OF LIVING:** Housing is the only high factor here, demand greater than the supply. One bedroom furnished apartments are renting for about \$190. Food and gas prices are average. Jock salaries range between \$140/week and \$300. Top forty jocks average \$225.

## AM

WFAB	Spanish	990
WFUN	Top 40	790
WGBS	Prog. MOR	730
WINZ	Prog. MOR	940
WIOD	MOR	610
WKAT	Talk	1350
WLTO	Spanish	1220
WMBM	Black	1490
WOCN	Beautiful	1450
WQAM	Top 40	560
WQBA	Spanish	1140
WRIZ	Religious/Spa.	1550
WVCG	Beautiful	1080
WWOK	Country	1260

## FM

WAIA	Prog. MOR	97.3
WBO5	Progressive	93.9

WEDR	Black	99.1
WLYF	Beautiful	101.5
WMYQ	Top 40	96.3
WOCN	Beautiful	94.9
WSHE	Beautiful	103.5
WTMI	Classical	93.1
WYOR	Beautiful	105.1

**SPOTLIGHT ON**

WBUS 814 First Street, Miami Beach,  
Florida 33140 672-6347

Format: Progressive

Freq.: 93.9 Mhz Power: 45,000 Watt

Owner: Community Broadcasters, Inc.

Total Employees: 15

General Manager: Alan Margolis

Station Manager: Joe Rico

Sales Manager: Joe Rico

Program Director: John S. Emm, Jr.

Music Director: Michael Dean

Policy: 30 singles, 9 current LP cuts  
per hour, 4 progressive oldie cuts per  
hour. Open promo men policy.

News Director: John Emm (2)

Chief Engineer: Leslie Goldberg

Head of Accounting: Rose Schwartz

Age Target: 16-28

6-10am - Jack Lamont

10am-2pm - Charmaine Stratos

2-6pm - Sandy Thompson

6-10pm - Mike Dalfonzo

10pm-2am - Cosmic Traveler

2-6am - Curtis Schwartz

WGBS 710 Building on Brickell  
Avenue, Miami, Florida 33131 (305)  
377-8811

Format: Progressive MOR

Freq.: 710 kc Power: 50,000 watts

Owner: Storer Broadcasting Company

Total Employees: 47

General Manager: Reggie Martin

Sales Managers: General - Jim

Eshleman, Local - Steve Wyman

Program Director: Ken Malden

Promotion Director: Kathy Seipp

Music Director: Bill Liappas

Policy: 80 singles, 70 LPs per weekly  
play list. Also play past standards.  
Promo men seen Monday through  
Friday, 10am-5pm.

News Director: Ken Taylor (3)

Chief Engineer: Bob Walton

Head of Acctg.: Phyllis Appleton

Age Target: 18-49

5:30-10am - Arnie Warren  
(38-Plantation, Florida-12 years)

'54 WSAR, '60 WKAT, '66 WGBS

10am-2pm - Alan Johnson

2-7pm - Ned Powers (44-Miami-24  
years)

'48 WCRB, '50 WHAV, '51 WHDH,  
'56 WINZ, '61 WLBW (WPLG-TV), '63  
WIP, '65 WNEW, '69 WIOD, '71  
WGBS

11pm-5:30am - China Valles  
(47-Miami, Florida-15 years)

'62 WFAB, '63 WMBM, '68 WGBS

WWOK 1699 Coral Way, Miami,  
Florida 33145 856-1260

Format: Country

Freq.: 1260 Kz Power: 5,000 Watts

Owner: Mission Broadcasting  
Company

Total Employees: 30

General Manager: Cy Russell

Sales Manager: Dick Kelsey

Program Director: William J. Wheatley

Music Director: Bill Taylor

Policy: Mix of current singles, LPs,  
oldies. Open promo man policy.

News Director: Andy Winston (4)

Chief Engineer: Glen Waldon

Head of Accounting: Jackie Luis

Age Target: 18+

6-10am - George Means

10am-3pm - Pat Appolson

3-7pm - Mike Moore

7pm-12 midnight - Bill Taylor

12 midnight-6am - Bill Nelson

WMYQ 825 41st Street, Miami Beach,  
Florida 33140 (305) 538-5321

Format: Contemp. Rock

Freq.: 96.3 Power: 100,000 Watts

Owner: Bartell Broadcasting of  
Florida, Inc.

Total Employees: 25

General Manager: Russell Wittberger

Station Manager: Russell Wittberger

Sales Manager: Gary Starr

Program Director: **Al Casey**

Music Director: Johnny Dark

Policy: About 30 singles, but number  
varies. M.D. sees promo men before  
noon on Tuesday and Thursday.

News Director: Terrence McKeever (3)

Chief Engineer: Jeff Harrow

Head of Accounting: Wendy Danyov

Age Target: 12-49

6-9am - Lee Douglas (24-Seymour,  
Texas-8 years)

64 KSEY, KOCY, '70 KLIF, WFAA,  
WMYQ

9am-12 noon - Steve Mitchel  
(23-Greensboro, North Carolina-5

years)

'67 WCOG, WISE, '69 KIRL, '72 WISE, KIRL, WMYQ

12 noon-3pm - Johnny Dark (23-Fort Lauderdale-6 years)

'66 WYND, '68 WSRF, '71 WMYQ

6-9pm - Jim Kelly (19-New York)

'71 WBUS, WINZ, '72 WMYQ

9pm-sign off - Bob Jaye (25-Kansas City, Mo.-5 years)

'67 WYND, '68 KOMA, '69 WSRF,

'71 WMFJ, '72 WAYS, WMYZ

WQAM 767 41st Street, Miami Florida 33140 (305) 531-5361

Format: Contemporary

Freq.: 560 Power: 5,000 watts

Owner: Storz Broadcasting

Total Employees: 25

General Manager: Phil Trammell

Station Manager: Phil Trammell

Sales Manager: Harrison Wilder

Program Director: Jim Dunlap

Music Director: Jim Dunlap

Policy: 56 records on-hit list. Hit music, current and oldies

Chief Engineer: Carl Taylor

Age Target: 18-49

6-9am - Jim Dunlap

9am-1pm - Tom West

1-5pm - Ron St. John

5-8pm - Scott Sherwood

8pm-12 midnight - Mark Flanagan

12 midnight-6am - Dave Berges

WFUN 6101 Sunset Drive, South Miami, Florida 33143

Format: Contemporary

Freq.: 790 Power: 5,000

Owner: Brownsville Broadcasting Corporation

Total Employees: 24

General Manager: Arnold Kaufman

Station Manager: Arnold Kaufman

Sales Manager: Arnold Kaufman

Program Director: Tom Kennington

Music Director: Tom Kennington

Policy: Up to 40 singles. LPs only if big and possible single. See all local promo men on Tuesday afternoons.

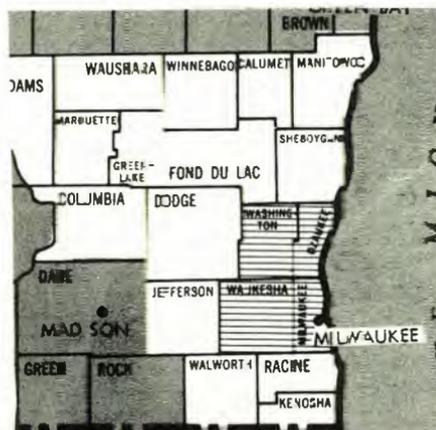
News Director: Paul Henderson (3)

Chief Engineer: Ben Farmer

Head of Accounting: Barbara Lequeira

Age Target: 18-30

## MILWAUKEE



Milwaukee, 20th Market Rank. Population: 1,416,200. Black population rank 32nd (109,784).

**ECONOMY:** Located in southeastern Wisconsin, 90 miles north of Chicago, on the west shore of Lake Michigan, three rivers flow through the city, including the Milwaukee, the Menomonee, and the Kinnickinnic. Industry is not dependent on any one variety. Important manufactures include machinery (Kemp, Smith Milling, and the Falk Corp. primarily for construction and mining) engines and turbines (Allis Chalmers, Evinrude), automotive equipment (Caterpillar Tractors, Hier Trucks, Harley-Davidson, American Motors), cheese and dairy products, electrical control apparatus (Allan Bradley) and BEER - Miller Brewing, Jos Schlitz (Old Milwaukee), Hamm's, and Pabst Blue Ribbon. The county ranks eight in the nation's industrial areas. The city is noted for its new Zoological Park and natural history Public Museum, both rated top 5 in the country. Whitehall Park and Mitchell Park's sunken gardens are also important tourist attractions. The state fair takes place here in the summer, along with the Summer Fest in August with two weeks of outdoor concerts and events. Major schools include Marquette University (6,300

students: Averno College (500), Concordia College (2,400), and the Milwaukee campers of the University of Wisconsin with 11,000 students.

**THE PEOPLE:** The city has a small town atmosphere with conservatism prevailing. Major ethnic groups include German and Polish, primarily in the south part of town. Catholicism is predominant. The crime rate is low and there is a widespread interest in art and education. Pollution is fairly under control. The recent primary indicated a majority for McGovern, with Wallace coming in second. Longhairs are heavier on the East side of town. Attitudes are not extremely liberal right now because of the hassles last summer. Sports are popular with Packers Football (some games played here), Brewers baseball, and Buck basketball.

**COST OF LIVING:** One bedroom furnished apartments average \$150. Gas prices fluctuate, regular is currently at \$.30 per gallon. Food prices are reasonable. Property taxes are the highest in the country. Jock salaries range between \$100 and a high of about \$350. Top forty jocks average about \$200.

AM		
WAWA	Black	1590
WBKV	MOR	1470
WEMP	MOR	1250
WGLB	Country	1560
WISN	Prog. MOR	1130
WZUU	Top 40	1290
WNOV	Black	860
WOKY	Top 40	920
WRIT	Top 40	1340
WTMJ	Prog. MOR	620
WYLO	Ethnic	540

FM		
WAWA	Black	102.1
WBKV	Beautiful	92.5
WBON	Religious	107.7
WEZW	Beautiful	103.7
WBCS	Country	102.9
WGLB	SimulW/AM	100.1
WISN	Beautiful	97.3
WZUU	Top 40	95.7
WNUW	Progressive	99.1
WTMJ	Beautiful	94.5
WZMF	Progressive	98.3
WFMR	Class./Jazz	96.5

WRIT 5407 West McKinley, Milwaukee, Wisconsin 53208 (414) 453-4130

Format: Contemp. Top 40

Freq.: 1340 Power: 1,000

Owner: Great Trails Broadcasting Corporation

General Manager: Bernie Strachota

Station Manager: Bernie Strachota

Sales Manager: Parker Daggett

Program Director: Steve York

Technical Director: LeRoy Wolniakowski

Age Target: 18-34

WOKY 3500 North Sherman Boulevard, Milwaukee, Wisconsin 53216 442-0150

Format: Contemporary

Freq.: 920 Power: 5,000

Owner: Bartell Media

General Manager: Ralph Barnes

Station Manager: Ralph Barnes

Sales Manager: Lee Dolnik

Program Director: Gary Price

Music Director: Tex Meyer

News Director: David Haines

Chief Engineer: Ray Cooke

Head of Accounting: Vera Cotter

Age Target: 12-49

6-9am - Bob Barry (32-Milwaukee, Wisconsin-12 years)

'59 WTKM, '61 WEMP, '62 WOKY

9am-12 noon - Jim Brown (35-St. Louis, Missouri-12 years)

'61 WUKZ, '65 WIL, '67 WTRY, '68 WOKY

12 noon-3pm - Ronnie Dennington (30-St. Louis, Missouri-12 years)

'61 KWBB, '66 KBTR, WTRY, WPIR, '70 KATZ, WRIT, '71 WHVY, '72 WOKY

3-6pm - Michael Lee Scott (28-Santa Barbara, California-12 years)

'60 KIST, '63 KLAS, '64 KMBY, '66 KDON, '67 WUBE, '69 WYSL, '70 WRIT, WOKY

6-9pm - Jim Channell (26-Chicago, Illinois-4 years)

'69 KLEO, '70 KIRL, '71 VUDL, '72 WOKY

9pm-12 midnight - Skip Taylor (25-Milwaukee, Wisconsin-2 years)

'70 WOKY, '71 WYNE, '72 WOKY

12 midnight-6am - Eric Tracy (24-Los Angeles, California-1 1/2 years)

'71 KSEN, KYSN, KELO, '72 WOKY

WZMF-FM W172 N7348 Shady Lane,  
Menomonee Falls, Wisconsin 53051  
(414) 251-7485

Format: Prog. Rock

Freq.: 98.3 Power: 3,000 Watts

Owner: Falls Broadcasting  
Corporation

Total Employees: 18

General Manager: Ronald Amann

Station Manager: Ronald Amann

Sales Manager: Gordon Swinehart

Program Director: Steve Stevens

Music Director: Steve Stevens

Policy: About 200 LPs, few singles.

Open promo policy.

News Director: Steve Stevens (1)

Chief Engineer: Phil Klingler

Head of Acctg.: Jennifer Hosch

Age Target: 18-34

6-11am - Michael Ignatjevs

(24-Memminger, Germany-9 years)

'66 WUWM, '69 WZMF, '71 KSHE,  
KADI, WZMF

11am - 4pm - Thomas Kohl  
(23-Milwaukee, Wisconsin-4 years)

'69 WUWM, '70 WTOS, WRKR, '71  
WMVM, WZMF

4-8:30pm - '67 WUWM, '68 WTMJ,  
'69 WZMF, '70 WTOS, WZMF

8:30pm-1am - Robert Reitman II  
(30-Milwaukee, Wisconsin-6-1/2 years)

'66 WUWM, '67 WAWA, '68 WZMF,  
'69 WTOS, '70 WZMF

1-6am - Jack Lehnigk (29-Oshkosh,  
Wisconsin-6 years)

'66 WCAB, '69 WZMF

WISN 759 North 19th Street,  
Milwaukee, Wisconsin 53201 (414)  
342-3000

Format: MOR

Freq.: 1130 Power: 50 KW

Owner: The Hearst Corp.

Total Employees: 38

General Manager: John E. Hinkle, Jr.

Station Manager: John E. Hinkle, Jr.

Sales Manager: Karl Gierhahn

Program Director: Tom Lambert

Music Director: Tom Sprtel

Policy: 25% albums, 75% LPs. Open  
promo policy.

News Director: Don Froehlich (7)

Chief Engineer: Bob Johnson

Head of Accounting: Peter Nelson

Age Target: 23+

6-10:30am - Charlie Hanson  
(50-Madison, Wisconsin-25 years)

WISN

10:30am-3pm - Keith Moore (25-De  
Kalb, Illinois-4 years)

3-6pm - Chuck Arnold (37-Kalamazoo,  
Michigan-19 years)

6pm-sign off - Chuck Hoover  
(50-Cleveland, Ohio-25 years)

WTMJ 720 East Capitol Drive,  
Milwaukee, Wisconsin 53201  
332-9611

Format: Prog. MOR

Freq.: 620 Power: 5,000

Owner: The Journal Co.

Total Employees: 44

General Manager: George Comte

Station Manager: Joseph Killeen

Sales Manager: Bill Haig

Program Manager: Jack Lee

Music Director: Jack Lee

Policy: 60-85 current singles. Open  
promo men policy

News Director: Don Loose

Chief Engineer: Jim Wulliman

Head of Accounting: Ross Browender

Age Target: 25+

6-9am - Gordon Hinkley

'50 WTMJ, WTMJ

9-11am - Bill McCollough (Albion,  
Hebraska-17 years)

WRIT, WOKY, WEBC, WNOE, KHAS,  
'66 WTMJ

11am-12 noon - Gordon Hinkley

12 noon-3pm - Jonathan Green  
(28-Shaker Heights, Ohio-9 years)

'63 WGLD, '64 WERE, WLEC, '65  
WTVN, '69 WTMJ

3-6:30pm - Doug Dahlgren (30-San  
Francisco, California-13 years)

'59 KCLN, KBIZ, '60 WIXN, '61  
WCGO, WJOB, '62 WDUZ, KSTT, '63  
WOC, '68 WTMJ

6:30-10pm - Jack Baker

'45 WRJM, WEXT (WOKY), WKOW,  
WRIT, WEMP, WHIH, '64 WTMJ

10pm-2am - Gus Gnorski (27-Kenosha,  
Wisconsin-11 years)

'61 WFNY, WAXO, '65 WTMJ-TV, '69  
WTMJ

Weekends - Tom Olson (32-Ladysmith,  
Wisconsin-16 years)

'56 WLDY, '60 WHA, '62  
KDAL-AM-FM, '68 WEMP, '69  
WTMJ

WEMP 200 North Jefferson Street,  
Milwaukee, Wisconsin 53202

272-1250

Format: MOR

Freq.: 1250 Power: 5,000 Watts  
 General Manager: A.M. Spheris  
 Sales Manager: Allen Timm  
 Program Director: Tom Shanahan  
 News Director: Bob Betts  
 Chief Engineer: Rolland Paske  
 Age Target: 25-49

6-10am - Morgan Hill  
 10am-2pm - Robb Thomas  
 2-6pm - Joe Dorsey  
 6-10pm - Bob Moke  
 1am-sign off - Bob Wallace

WZUU 520 West Capitol Drive,  
 Milwaukee, Wisconsin 53212 (414)  
 964-8300

Format: Tight list of current singles  
 and familiar cuts from top selling LPs  
 (Super hit music)

Freq.: 1290 Power: 1,000 Watts  
 Owner: Malrite  
 Total Employees: 21

General Manager: William Luchtman  
 Sales Manager: Gene Murphy  
 Program Director: David Reynold  
 Music Director: Jack Daniels  
 Policy: 29 singles, 12 LPs. See promo  
 men Wednesday through Friday:  
 9am-12 noon.

News Director: Bob Drake (1)  
 Chief Engineer: Joel Hodruff  
 Head of Accounting: Joann Thelen  
 Age Target: 12-49

5-9am - Jack Daniels (29-Washington,  
 D.C.-6 years)

'63 WETT, '65 WEET, '66 WBAZ, '68  
 WENE, '71 WTRY

9am-12 noon - Leigh Morgan  
 (24-Darien, Connecticut-2 years)

'71 WORL, WORJ

12 noon-3pm - David Reynold  
 (24-Fowlerville, Michigan-3 years)

'69 WCAR, '70 KKGf, WFUN

3-7pm - Todd Chase (32-Shawano,  
 Wisconsin-12 years)

'60 KSO, '64 KOIL, '68 KQV, '70  
 WQAM, '71 WFUN

7pm-12 midnight - Wayne Shayne  
 (30-Monterey, California-10 years)

WINZ, WUBE, WQXI, KMBY, KSLY,  
 WABB, WMID, KXLF, WMDG, KFIV,  
 KGON

12 midnight-5am - John Ryan  
 (22-Long Island, New York-5 years)

'68 WBAB, '69 WBFF, '70 WENE, '71  
 WBLI-FM, '72 WNHC

Weekends - Joe Bruno (23-Milwaukee.

Wisconsin-4 years)  
 '68 WUWM-FM, '71 WMIL,  
 WMUM-FM

WNUW 200 North Jefferson Street,  
 Milwaukee, Wisconsin 53202 (414)  
 272-1250

Format: Stereo Rock

Freq.: 99.1 Power: 34,000 Watts

Owner: Consolidated Broad.

Total Employees: 10

General Manager: Andrew M. Spheris

Station Manager: Pete Wood

Program Director: Don Wright

Music Director: Don Wright

Policy: 24 singles, between 30-40

current LPs. Promo men Monday and

Tuesday mornings by appointment.

News Director: Bob Betts (2)

Chief Engineer: Rollie Paske

Head of Accounting: Clare McCann

Age Target: 16-34

6am-6pm - Cat Simon

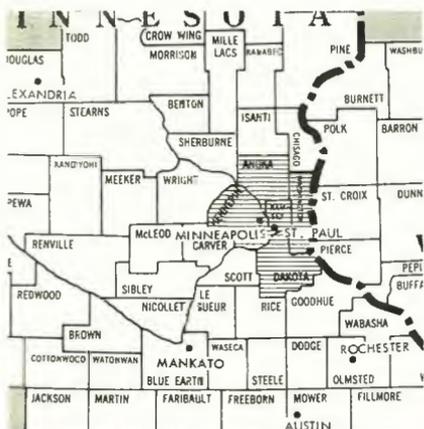
6-10pm - Don Wright (24-Sacramento,  
 67 KSFM-FM, KOWL, KERS, '69

KXOA, '70 KNDE, '72 WNUW

10pm-2am - Bill Parker

2-6am - Newton

# MINNEAPOLIS -ST. PAUL



Minneapolis-St. Paul. Population rank: 15th. Population: 1,846,800. Black Population Rank: 90th (32,976)

**ECONOMY:** The "twin cities" are located in east central Minnesota on the Mississippi River. St. Paul is the capitol of the state and the more western of the two. 326 miles northwest of Milwaukee, 412 from Chicago. Industry is diversified and fairly light, the cities hold corporate headquarters for many major corporations. Known as the "Mill City," Minneapolis has several of the world's largest flour-milling companies, including General Mills, International Multifoods Corp., Pillsbury, Commander-Larabee and Russell-Miller. Other important products include machinery (primarily electronics and agricultural - Minneapolis-Moline), precision instruments, printing, metal fabrications, chemicals, textiles, and lumber. In St. Paul the leaders are industrial abrasives (3-M), adhesives, electronics (Control Data, Honeywell), machinery, automobiles (Ford), and dairy products. Summer and winter sports (fishing, boating, skiing) are both popular because of the many nearby lakes and the proximity of the North Woods on the edge of the city. Major annual events include the July Minneapolis Aquatennial and the St.

Paul Winter Carnival. Principal schools include U of Minnesota (42,000 students), Augsburg College (1,500), Hamline U (1,200), Macalister (1,900), and St. Thomas (1,800).

**PEOPLE:** Attitudes are generally liberal with Minneapolis slightly more progressive, and St. Paul slightly conservative. There is a heavy percentage of white collar workers, which eliminates any great class differentiation. The major ethnic group outside of the relatively small Black population is Indian. The heavy Scandinavian and German backgrounds of the people make Protestants (especially Lutherans) the primary religious group. The cities lean Democratic generally. The atmosphere is fairly low-key, the cities are educationally and culturally oriented. Minneapolis stands out as a showcase of downtown facilities, there is much new building and many of the structures are connected by skyways. It is actually safe to walk the streets here after 10:00 at night. The competitive situation between the cities is not necessarily important, major department stores have branches in both, and each can stand on its own industrially and otherwise. Pollution is not a great hazard here, fairly rigid laws are controlling its spread. Those involved in bussing are as opposed as anywhere else, there is some concentration of Blacks near downtown but the area could not be called a ghetto.

**COST OF LIVING:** Fairly high, ranked 13th among major U.S. cities. One bedroom furnished apartments average about \$175. Regular gas is selling for \$.37 per gallon. State taxes are fairly high, but property taxes have recently been reduced. Jock salaries peak at about \$19,000, the average for top forty jocks is about \$300 per week.

AM		
KDAN	C & W	1370
KDWB	Top 40	630
KLEY	Beautiful	1400
KQRS	P-op.	1440
KRSI	Prog./Top 40	950
KSTP	MOR	1500
KTCR	Country	690
KUXL	Black	1570

WCCO	Variety	830
WDGY	Top 40	1130
WJSW	Polka/Beau.	1010
WLOL	Talk/Oldies	1330
WYOC	Oldies	980
WWTC	Prog. MOR	1280

FM		
KEYE	Beautiful	102.1
KQRS	Prog.	92.5
KRSI	Prog./Top 40	104.1
KSTP	Beautiful	94.5
KTCR	Talk/Mor	97.1
WAYL	Beautiful	93.7
WLOL	Classical	99.5
WRAH	Top 40	101.3

**SPOTLIGHT ON**

KDWB P.O. Box 7-630 St. Paul, Minnesota 55119 (612) 739-4000

Format: Contemp. Rock

Freq.: 630 Power: 5,000 Watts

Owner: Doubleday Broadcasting Company (Doubleday Publishing Co.)

General Manager: William G. Smith

Station Manager: William G. Smith

Sales Managers: — General - Michael R. Sigelman, National - Robert L. Harris

Program Director: Chuck Buell

Music Director: True Don Bleu

News Director: Dick Austin

Chief Engineer: Bill Dorweiler

Head of Accounting: Judy Smith

Age Target: All

6-9am - Ken Olsen

KNRC

9am-12 noon - Adam North (29-2-1/2 years) (Buddy Van Cleave)

'62 KELO, '63 KLIV, '65 KISN, '66

WTIX, '69 KUDL, '70 KDWB

12 noon-3pm - Barry McKinna (25-St. Louis Park, Minnesota-5 years) (Barry Siewert)

'68 WEAG, WIAL-FM, '69 KDWB

3-7pm - True Don Bleu (26-E. Grand Forks, Minn.-5 years) (Rick Kelleher)

'67 KILO (R. Thomas Thumb), '68 KQWB, KDWB

7pm-12 midnight - Rob Sherwood (27-Duluth, Minnesota-9 years) (Buff Setterquist)

'63 KYOR, KAUS, '66 KLWW, WDVZ, '68 WDGY, '69 KDWB

12 midnight-6am - Chris Roberts (27-Marshalltown, Iowa-8 years) (Philip Heuer)

'64 KSJB, KELO, '67 KDWB (Lord Douglas)

Swing Shift - Bob Lange (24-Kenosha, Wisconsin-4 years) (Raymond Lange) '69 WAKX, KAOH, '71 WEBC, '72 KDWB

WCCO 625 Second Avenue South, Minneapolis, Minnesota 55402 332-1202

Format: Variety

Freq.: 8-30 Power: 50,000

Owner: Midwest Radio and Television

Total Employees: 87

General Manager: Phil Lewis

Station Manager: Phil Lewis

Sales Managers: National - Clay

Kaufman, Local - V.A. Buchanan

Program Director: Val Linder

Music Director: Denny Long

News Director: Curtis Beckmann (10)

Chief Engineer: Robert Wallinder

Head of Accounting: William Fuhrmann

Age Target: All ages

5-7am - Roger Erickson (44-Windom, Minnesota-24 years)

KUOM, WAUN, '59 WCCO

7-10:30am - Howard Viken

(46-Minneapolis, Minnesota-26 years)

KUOM, KEVE, WENC, '50 WCCO

10:30-12 noon - Roger Erickson

12 noon-1pm - Maynard Speece

(52-Meadowlands, Minnesota-25 years)

1-2pm - Howard Viken

2-4:30pm - Charlie Boone (44-20 years)

KWAD, KVOR, KFO, KFGO, '59 WCCO

4:30-7pm - Steve Cannon (43-Eveleth, Minnesota-20 years)

KGO, KSTP, '71 WCCO

10:30pm-5am - Franklin Hobbs (54-Minneapolis-25 years)

'59 WCCO

WWTC 609 2nd Avenue South, Minneapolis, Minnesota 55402 (612) 333-2363

Format: Contemp. MOR

Freq: 1280 Power: 5,000

Owner: Buckley Broadcasting of Minnesota

Total Employees: 25

General Manager: Lee Zanin

Station Manager: Lee Zanin

Sales Manager: Dave Palecek

Program Director: Paul Stagg

Music Director: Jim Teeson

Policy: 40 of the best current hits for 21-49 bracket. Current and old gold

back to 1954. Also strong on LP cuts. Promotion men seen by appointment. News Director: Tom Wayne (3) Chief Engineer: Bob Spotts Head of Accounting: M.A. Keller Age Target: 25-49

6-10am - Ed Lowell (37-Galesburg, Illinois-7 years)

'66 WWJW, WMIN, '67 KRSI, '69 WWTC

10am-2pm - Paul Stagg (30-Chicago, Illinois-15 years)

'57 KWLM, '61 WDAY, '69 WWTC

2-7pm - Glen Olson (32-Grand Forks, N.D.-12 years)

'60 KIST, KNOX, '68 WDAX-TV, KNOX, '71 WWTC

7pm-12 midnight-Jim Teeson (27-Spencer, Iowa-8 years)

'64 KICD, '70 KIOA, '72 WDG, WWTC

12 midnight-6am - Joel Larson (34-Minneapolis-12 years)

'63 WKLK, WJON, '66 WWTC

KRSI US 169 and County Road 60, Minneapolis, Minnesota 55416 941-2380

Format: Prog. Top 40

Freq.: 950 Power: 1,000 Watts

Owner: Park Broadcasting-Ithica, New York

Total Employees: 25

General Manager: John Enoch

Station Manager: John Enoch

Sales Manager: John Enoch

Program Director: Tac Hammer

Music Director: Jim Larkin

Policy: Use LP cuts with a certain amount of old and new hit singles mixed in. Most of the music would be considered rock.

News Director: Lyle Nelson (2)

Chief Engineer: Dick Roiseland

Head of Accounting: Bonnie Walton

Age Target: 16-35

6-9am - Dennis Brown (25-Aberdeen, South Dakota-3 years)

KJJB, KIMM, KOIL, KRSI

9am-12 noon - Tac Hammer (33-St. Paul, Minnesota-13 years)

'59 KMNS, '62 WEBC, '64 WAKX, '66 KDWB, '68 KRSI

12 noon-4pm - John Peterson (35-St. Paul, Minnesota-12 years)

KFBB, KYSM, WLOL, KQRS, KRSI

4-7pm - Bob Christy (24-Minneapolis-4

years)

'69 KSDN, KRSI

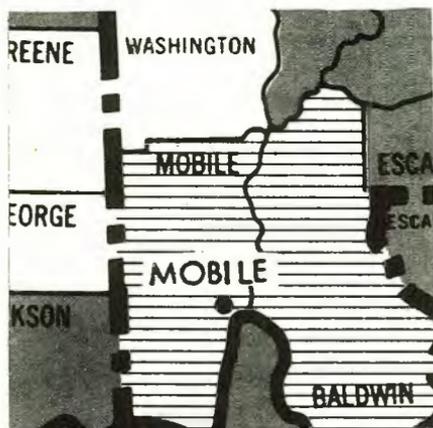
7pm-12 midnight - Susan Bradley (23-Albert Lea, Minnesota-1 year)

'72 KRSI

12 midnight-6am - John Fineberg (23-Minneapolis-1 year)

'72 KQRS, KRSI

## MOBILE



Mobile, Alabama. 70th Market Rank, Population: 438,500. Black Population: 40%.

**ECONOMY:** Pretty much everything has to do with the docks. This is the seventh largest port in the country, as a result such industries as paper mills (Scott and International are both located here) do their processing for shipment overseas. The Tom Bigby Waterway is now under construction, this will tie Mobile with the rest of the country, by water. Tourism, likewise, is an important industry, although not as much as you would expect in a port town. The Junior Miss Pageant is held here; likewise the Senior Bowl Football Game and The Mobile Jazz Festival. Shipbuilding, by the way, should not be overlooked. One important point: this city, at one time, based its entire economy on Brookley Air Force Base, since its closure, the city has never really recovered. Mobile is located about 170 miles from New Orleans and 90 miles from Florida.

Some ten thousand students attend Spring Hill College and the University of South Alabama.

**THE PEOPLE:** Tremendously conservative. You basically have three elements here: the Blacks who make up almost half the population; the country, hard core, church oriented conservatives and the southern sophisticated traditional conservative. That eliminates long hairs and Mobile has. Little night life, and a southern city clear through. While there has been little trouble (violent) racially, prejudice still is extreme here. Bussing is listed as one of the things that have put the school system in a turmoil.

**COST OF LIVING:** One bedroom apartment goes for about \$165, food costs are average. Gasoline is extremely high. There is a 6% sales tax on everything. Salaries for jocks range from \$85 to \$250 a week, average top forty jock makes about \$125 a week.

AM		
WABB	Top 40	1480
WABF	MOR	1220
WBCA	C & W	1110
WGOK	Black	900
WHEP	MOR	1310
WKRG	MOR	710
WLIQ	Prog. MOR	1360
WMDB	Prog. MOR	840
WMOO	Gospel	1550
WUNI	Country	1410
WZAM	Country	1270

FM		
WABF	MOR/C & W	92.1
WKRG	Auto. Top 40	99.9
WKSJ	Beautiful	94.9
WLPR	Beautiful	96.1
WWSM	Black	105.5

#### SPOTLIGHT ON-----

WUNI 1257 Springhill Avenue,  
Mobile, Al. 36604 (205) 438-4514

Format: Country

Freq.: 1410 Power: 5,000 Watts

Owner: WUNI Radio, Inc.

Total Employees: 23

General Manager: Donald Reich

Station Manager: Donald Reich

Sales Manager: John Stevens

Program Director: Mike Malone

Music Director: Johnny Barr

Policy: 60 singles (20 extras) cuts of top 5 LPs plus 5 or so of the best new

albums. Open promo man policy  
News Director: Wayne Allen (1)  
Chief Engineer: J.C. Burns  
Head of Accounting: Sue Capps  
Age Target: 18-49

6-10am - Larry James

10am-2pm - Mike Malone

2-6pm - Johnny Barr

6-12 midnight - Bill Milham

12 midnight-6am - Barbara Vincent

WABB Box 2148 Mobile, Ala. 36601  
(205) 432-5512

Format: Contemporary

Freq.: 1480 Power: 5,000 Watts

Owner: Bernard Dittman

Total Employees: 20

General Manager: Bernard Dittman

Station Manager: Bernard Dittman

Sales Manager: Jim Brown

Program Director: Gary Mitchell

Music Director: Jim Cassidy

Policy: 30 on list plus 4 hit bounds.  
Several day part extras. An average of about 4 LP cuts.

News Director: Mike Sloan (2)

Chief Engineer: Doug Rabon

Head of Accounting: Ceile Carney

Age Target: 18-34

6-9am - Roy E. Whittaker, Jr.  
(28-Knoxville, Tennessee-6-1/2 years)

'66 WCLD, '67 WLOX, '68 WBIL, '69

WGCM, '70 WLOX, '71 WTIK, '72

WABB

9am-12 noon - Gary Mitchell  
(30-Longview, Texas-10 years)

'63 KNOW, '65 KLVI, '66 WUBE, '67

CKLW, '68 WKNR, WIBG, WABB

12 noon-4pm - Gerald Chambers  
(29-Donalsonville, Georgia-8 years)

'64 WSEM, '67 WBBK, '68 WCLS, '70

WQIK, WABB

4-8pm - Roger T. Luebs (Roger Bailey)  
(26-Lockport, Illinois-3-1/2 years)

'69 AFRS, KFAR, '70 KAOK, '71

WTAL, '72 WABB

8pm-12 midnight - Thomas D.  
Richards (22-Montgomery, Ala.-5-1/2  
years)

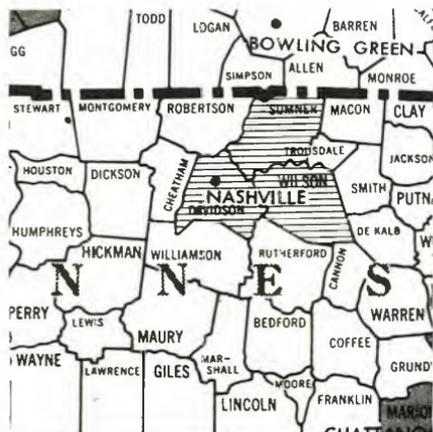
'67 WZAM, '68 WTUF, WABB, '69

WHHY, '70 WABB

12 midnight-6am - Lee Stamp  
(22-Chicago, Illinois-6 years)

'67 WNVY, '69 WPFA, '70 WBSR, '72  
WABB

# NASHVILLE



Nashville, Tennessee, Market Rank: 61st, Population: 548,700. Black population rank: 35th (97,281).

**ECONOMY:** Located in the geographical center of Tennessee of the Tennessee and Cumberland Rivers, 256 miles northwest of Atlanta, 180 miles south of Louisville, 222 miles northeast of Memphis. City is the capital of Tennessee and home of the largest recording industry in the country, including studios and offices of Columbia, RCA, Capitol, MGM, Decca, Monument, Mercury and UA to mention a few. A great deal of pop and R&B music recorded here as well as country. Major studios including Quadrophonic South, Sound Shop, etc. Printing and publishing is the other major industry. Prime publishers include Baird-Ward (telephone book magnates), McQuiddy, Methodist Publishing House, and Southern Baptist. Other important products include Chemicals including vast Dacron and Corfam plants (Dupont), electrical machinery, shoes (Genesco), automobile glass (Ford), apparel and food products. There is a large Gates Rubber plant and Firestone is currently building their own. Primary agricultural commodities include tobacco and dairy products. Tourism provides \$130,000,000 per year to the economy. Main points of interest

include a 28 million dollar Opry Land USA which has just opened (amusement park and giant auditorium), The Parthenon (replica of Athens original), The Hermitage (home of President Andrew Jackson) and the Country Music Hall of Fame and Museum. There are more than 5,000 acres of public parks in the city, supported entirely by the local government. Main schools include Vanderbilt University (3,800 students), Tennessee State University (4,500), Fisk University (1,100), Belmont College (900) and the Nashville branch of the University of Tennessee, all totaling 34,000 college students.

**PEOPLE:** The population is of a fairly well mixed ethnic background. The increase of large name manufacturing concerns is drawing people primarily from other southern cities. The Church of Christ and the Baptists have their headquarters here and are the dominant religious groups. There is a strong sense of competition among Nashville and other expanding cities of the South (Atlanta, etc.). Attitudes are termed "conservative but progressive." The governor is Republican, the mayor is a Democrat, as is the surrounding local government. The flux has been outward from the city itself, but the metro government and chamber of commerce, through a P.R. campaign called "Nashville Plus" is making vast improvements in complete redevelopment. Pollution is being limited despite the increase of industry and the valley situation. A new police chief took over this past summer, and is causing some grief with longhairs by enforcing hitchhiking laws for the first time. Major issue has been bussing, but it's most interesting to note the resentful reaction to the city's residents being thought of as hillbillies. The backward "country" image is no longer applicable. The music people, so important to the economy, feel they have been given a back seat and have just recently received a commitment from city hall to enhance the appearance of "Music Row," home of most of the studios and record company offices.

**COST OF LIVING:** Moderate. An

average one bedroom, furnished apartment rents for \$150. Regular gas is selling for .36 a gallon. Land is readily available and not heavily taxed, utilities are cheap. Jocks make anywhere from \$6200 to \$23,000 per year with top 40 jocks averaging \$190/week.

AM		
WAMG	Country	1130
WCOR	Talk & MOR	900
WENO	Country	1430
WHIN	Rock	1010
WKDA	Country	1230
WLAC	Top 40 & Black	1510
WMAK	Top 40	1300
WNAH	Religious	1360
WSIX	MOR	980
WSM	Prog.MOR & Country	
WVOL	Black	1470
WWGM	Religious	

FM		
WCOR	Talk & MOR	107.3
WHIN	Beautiful	104.5
WKDA	Prog. Top 40	103.3
WLAC	MOR	105.9
WSIX	Progressive	97.9
WSM	Beautiful	95.5

#### SPOTLIGHT ON

WKDA-FM, 1202 Stahlman Building, Nashville, Tennessee 37201, (615) 254-0511

Format: Progressive Rock

Freq: 103.3 Power: 100,000

Owner: Chatum Corp.

Total Employees: 22

General Manager: James Ragen

Station Manager: James Ragen

Sales Manager: James Ragen

Operations Manager: Ron Huntsman

Program Director: Ron Huntsman

Music Director: Ron Huntsman

Policy: About 50 singles, "but generally play as much product as deserves play." Promo men 10am-2pm M-F.

News Director: Al Sellers (4)

Chief Engineer: George Hale

Head of Accounting: Edna Maddox

Age Target: 18-24

6-10am - Jim Esken (22-Nashville, Tennessee - 3 years)

'70 WKDA, WKDA (Jay Franklin)

10am-3pm - Dave Stills (24-Hollidaysburg, Pennsylvania - 3½

years)

'WTRN (Ben Grim), WIOO, WIXZ (Dave Stills), WKDA (Dave Stills)

3-7pm - Ron Huntsman (28-Kansas City, Missouri - 6 years) KLZ, KQXI, KUDL, KOMA, KLEO, WKDA

7pm-midnight - Dave Walton (21-Nashville, Tennessee - 3½ years) WMOT, WGNS, WKDA, WLAC, WKDA

Midnight-6am - Roger Firth (27-Clarksville, Tennessee - 2 years) 'WDXN, WJZM, WKDA (Clark Rogers)

WKDA-AM, 1202 Stahlman Building, Nashville, Tennessee 37201, 254-0511  
Format: Country

Freq: 1240 Power: 1 kw

Owner: Chatham Broadcasting Inc

Total Employees: 30

General Manager: Jim Regan

Station Manager: Ron Huntsman

Sales Manager: Jim Regan

Program Director: Joe Lawless

Music Director: Joe Lawless

Policy: Playlist of 50, extra list varies according to product. Two LP cuts per hour and oldies. Promo men, 9-3pm M-F.

News Director: Al Sellers (4)

Chief Engineer: George Hale

Head of Accounting: Edna Maddox

Age Target: 18-49

6-10am - Scott Parker (28-Bowling Green, Kentucky - 2 years)

'70 WDXB, '71 WDOO, '72 WKDA

10am-3pm - Tony George (31-Cleveland, Ohio - 8 years)

'64 WBOL, '66 WATO, '68 WJBE, '70 WKDA

3-7pm - Joe Lawless (31-Greensboro, North Carolina - 14 years)

'68 WPET, '61 WFMY, '65 WGBG, '68 WHOO, '70 WKDA

7pm-midnight - Jerry Pond (22-Gallitan, Tennessee - 6 years)

'66 WAMG, '70 WKDA

Midnight-6am - Tony Maddox (27-Nashville, Tennessee - 6 years)

'65 WHLP, '70 WFMG, '71 WKDA

WMAK, P. O. Box 2628, Nashville, Tennessee 37219, (615) 255-3536

Format: Contemporary Rock

Freq: 1300 Power: 5,000 w

Owner: Mooney Broadcasting Corp.

General Manager: Jerry A. Adams

Station Manager: Jerry A. Adams

Sales Manager: Richard Huneycutt  
 Program Director: Scott Shannon  
 Music Director: Scott Shannon  
 Policy: Between 30-40 singles and  
 4-10 LP cuts. No promo phone calls  
 accepted on Monday or Tuesday.  
 Brian Taylor sees record promo men  
 Mondays 9-12noon and 3-5pm.  
 News Director: David Tower  
 Chief Engineer: Lester Vaden  
 Head of Accounting: Margaret  
 Pennington  
 Age Target: 8-80



Noon-3pm - Brian Taylor (24-Fargo,  
 North Dakota - 5 years)  
 KSDN, KISD, KIMM, KQWB (Brian  
 Cummings), '72 WMAK



6 - 9 a m - Russ Spooner  
 (35-Wilmington, North Carolina - 10  
 years)  
 WGNI, WKIX, WHB, '71 WMAK



3 - 7 p m - Allen Dennis  
 (29-Chattanooga, Tennessee - 12  
 years)  
 WYDE, WNOX, WMAK, WKGN,  
 WHOO, KQV, WKDA (Program  
 Director), WGOW. '72 WMAK.



9am-noon - Jim Cooper  
 (25-Birmingham, Alabama - 5 years)  
 WRVU, WBBQ, '72 WMAK



7-10pm - Scott Shannon  
(26-Indianapolis, Indiana - 6 years)  
WFBS, WCLS, WABB, WMPS, '69  
WMAK  
10pm-1am - Coyote McCloud  
(30-Buffalo, New York - 5 years)  
WACK, WHHY, WGOW (Program  
Director), '72 WMAK  
1-6am - Lee Hall (19-Camden,  
Tennessee - 1 year)  
WFWL, WRVU, '72 WMAK

WLAC, 159 4th Avenue North,  
Nashville, Tennessee 37219, 256-0161  
Format: Contemporary Rock  
Freq: 1510 Power: 50,000  
Owner: Life & Casualty Insurance Co.  
General Manager: James M. Ward  
Sales Manager: E.G. Blackman  
Program Director: Dick Kent  
Music Director: Dick Kent  
News Director: Pete Mack  
Chief Engineer: Everett Lawson  
Head of Accounting: Rose Carey  
Age Target: 18-49

6-9am - Dick Kent (32-Cape  
Girardeau, Missouri - 15 years)  
'57 KGMQ, '60 WGGH, '64 WABB,  
'66 WSGN, '68 WMAK, '72 WLAC  
9am-12:30pm - Don Sullivan  
(23-Nashville, Tennessee - 5 years)  
'67 WIZO, '68 WKDA, '70 WLAC  
12:30-4pm - Dick Downes (26-Cocoa  
Beach, Florida - 3 years)  
'70 A.F.V.M., '70 WSVP (Bob  
Lawrence), '70 WSAR, '71 WGIG, '71  
WADE, '72 WMAK, '72 WLAC  
4-7pm - Dan Daly (30-Charlotte,  
North Carolina - 9 years)  
'63 WIST (Dan Hice), '65 WWOK (Dan  
Hice), '66 WAME, '67 KBOX, '68  
WIL, '70 KXOK, '72 WLAC

WENO, P. O. Box 5236, Nashville,

Tennessee 37206, (615) 868-9366  
Format: Country  
Freq: 1430 Power: 5,000 watts  
daytime, 1,000 watts night  
Owner: H. Calvin Young, Jr.  
General Manager: H. Calvin Young Jr.  
Total Employees: 18  
General Manager: H. Calvin Young, Jr.  
Station Manager: H. Calvin Young, Jr.  
Sales Manager: James Hooper  
Program Director: Paul Perry  
Music Director: Johnny Koval  
Policy: Top 44 list with total of 75  
singles and top 50 LP's. Promotion  
men generally by appointment.  
News Director: Sonny Ledet (2)  
Chief Engineer: Chester Stinson  
Head of Accounting: Mary Kerr  
Age Target: Basically Adult

6-10am - Don Howser (38-Nashville,  
Tennessee - 14 years)  
'58 WGNS, '58 WMAK, '60 WENO,  
'70 WLAC, '71 WKDA, '72 WENO  
10am-2pm - John J. Koval, Sr.  
(38-Fulton, New York - 18 years)  
'54 WOSC, '55 WMBO, '56 WAUG,  
'58 WACL, '62 WTJH, '65 WPLO, '69  
WENO (Johnny "K")  
2-6pm - Paul Perry (33-Nashville,  
Tennessee - 11 years)  
'61 WCOR, '63 WHIN, '64 WENO, '67  
WMTS, '68 WENO  
6pm-midnight - Don Anderson  
(32-Springfield, Tennessee - 13 years)  
'59 WDBL, '64 WENO

WSM, P. O. Box 100, Nashville,  
Tennessee 37202, (615) 383-4444  
Format: Progressive MOR daytime;  
Country nighttime.  
Freq: 650 Power: 50,000 watts  
Owner: NLT Corporation  
General Manager: Len Hensel  
Station Manager: Len Hensel  
Sales Manager: Len Hensel  
Program Director: Hal Durham  
Music Director: Don Smith  
News Director: Al Voecks  
Chief Engineer: Gene Wall  
Age Target: 18-49

6-10am - Ted Johnson  
10am-1:30pm - Johnny Potts  
1:30-3pm - Teddy Bart  
3-5pm - Hal Durham  
6-10pm - Ralph Emery  
10pm-4am - Hairl Hensley  
4-6am - Grant Turner

# NEW HAVEN



New Haven, Connecticut, Market Rank: 87th, Metro Population: 360,600, Total Population: 133,000  
**HISTORY:** Founded as a colony in 1638 by company of Puritans led by John Davenport. New Haven adopted 1640 (name). 1652 part of Connecticut. 1718 - Yale moved to city. 1784 city incorporated. Roger Sherman first mayor. 1812 - City turned to manufacturing from shipping.

**ECONOMY:** Situated on the Long Island Sound in southcentral Connecticut, 134 miles southwest of Boston and 72 miles northeast of New York City. The economy is diversified here. Only a few companies employ over 1,000 workers. The primary products manufactured are guns and ammunition, hardware, toys, rubber goods, and radiators. Armstrong Rubber is headquartered here along with the Clit Mathieson Chemical Corp., Sargent & Co. (industrial hardware), and the A.C. Gilbert Company. Gant and Sero Shirtmakers also have their factories here. The city is probably most famous as the home of Yale University with its 4,500 students and 1,029 faculty. There are several excellent libraries and museums, including the Winchester Gun Museum and the Peabody Museum of Natural History. The city

is also the home of the New York, New Haven, and Hartford Railroad, now owned by the Penn Central. The Shubert Theater is one of Broadway's favorite testing spots for new productions. The shoreline is popular with residents for summer activities and there are always inter-collegiate athletic events at the Yale Bowl or other facilities. Southern Connecticut State College is also located here (6,000 students), along with the University of New Haven (2,000) and Albertus Magnus College (1,800).

AM		
WADS	MOR	690
WATR	MOR	1320
WAVZ	Top 40	1300
WCDQ	Country	1220
WELI	MOR	960
WFIF	Country	1500
WNHC	Top 40	1340
WOWW	Beautiful	1380
WWCO	Top 40	1240

FM		
WIOF	Country	104.1
WKCI	Beautiful	101.2
WPLR	Prog. MOR	99.1

## SPOTLIGHT ON-----

WKCI-FM, 2827 Old Dixwell Avenue, Hamden, Connecticut 06518, 288-6446

Format: Beautiful music

Freq: 101.3 Power: 12 KILD

Owner: Kops-Monahan Communications

Total Employees: 12

General Manager: Albert Pellegrino

Sales Manager: Conrad Wicks

Program Director: Brian Mancinelli

Music Director: Scott Andrews

Chief Engineer: Winston Suito

Head of Accounting: Claire Toth

Age Target: 18-49

WPLR-Stereo, 1294 Chapel Street, New Haven, Connecticut 06510, 777-6617

Format: Progressive Rock

Freq: 99.1 Power: 10,000 vertical and 10,000 horizontal

Owner: Metro Connecticut Media Corporation

Total Employees: 16

General Manager: Robert G. Herpe

Station Manager: Robert G. Herpe

Sales Manager: S. Richard Kalt

Program Director: Jay Crawford  
 Music Director: Gordon Weingarh  
 Policy: Jocks select from 2,000 LP's  
 and 1,000 singles. New music at a  
 50/50 ratio. 75 new albums and 30-50  
 new singles.

News Director: Tom Michaels (2)  
 Chief Engineer: Tom Horesco  
 Head of Accounting: Angela Velardi  
 Age Target: 18-34

6-10am - Bob Dark  
 10am-2pm - Jay Crawford  
 (27-Waterbury, Connecticut - 7 years)  
 '65 WWCO, '69 WKCI, '69 WAVZ, '70  
 WNAB, '70 WAVZ, '71 WPLR

2-6pm - Gordon Weingarh  
 6-10pm - Stoneman (27-New Haven,  
 Connecticut - 3 years)

'71 WPLR  
 10pm-2am - Kevin McKeown  
 (24-New Haven, Connecticut - 6  
 years)  
 '66 WYBC, '66 WNHC, '67 WDEE, '67  
 WPOP, '67 WNHC, '72 WPLR

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WAVZ, 152 Temple Street, New  
 Haven, Connecticut 06510, (203)  
 777-4761

Format: Contemporary  
 Freq: 1300 Power: 1,000 watts  
 Owner: K O P S - M o n a h a n  
 Communications, Inc.  
 Total Employees: 35

General Manager: None  
 Operations Manager: John Long  
 Sales Manager: Stan Puzycki  
 Program Director: John Long  
 Music Director: John Long  
 Policy: No set limit on number of  
 records, some LP cuts. Promo men  
 seen any day, most eliminate  
 Tuesdays.

News Director: Charles Steiner (7)  
 Chief Engineer: Bill Wiltschko  
 Head of Accounting: Clair Toth  
 Age Target: 18-49

6-9am - John Long (28- LaGrange, Ga.)  
 '62 WTRP, '64 WFOM, '66 WMOG,  
 '67WNOX, '67 WIMO, '69 KLWW

9am-noon - Kris Edwards (27-New  
 Hampshire - 8 years)  
 '69 WNHC, '69 WTHI, '70 WSVP, '71  
 WMEE, '72 KGAL

Noon-3pm - Tom Birtton  
 (24-California)  
 KCPX, WGOW

3-6pm - Bobby Rich (27-Corvallis,  
 Oregon - 12 years)

'68 KSTT, '72 WMYQ  
 6-10pm - Mason Dixon (24-Memphis,  
 Tennessee - 2 years)

'72 WGOW  
 10pm-2am - Al Perkins (19-Natchez,  
 Mississippi)

WQNZ  
 2-6am - Paul Robins (27-New York,  
 New York - 10 years)  
 WNHC, WMCA

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WELI, Box 85, New Haven,  
 Connecticut 06501, (203) 281-9600  
 Format: MOR

Freq: 960 khz Power: 5,000 watts  
 Owner: Covenant Broadcasting  
 Corporation

Total Employees: 35  
 General Manager: Frank Moore  
 Station Manager: Frank Moore  
 Program Director: Steve Marx  
 Music Director: Dick Schumer  
 Policy: About 50 singles and perhaps  
 that number of LP cuts. Promo men  
 seen after 2:30pm daily.

News Director: Bill O'Sullivan (7)  
 Chief Engineer: Herb Korte  
 Head of Accounting: Joseph Schmidt  
 Age Target: 18-49

5:15-9am - Ron Rohmer  
 (41-Hamilton, Ontario, Canada - 13  
 years)

CKY, WMMW, WELI  
 9am-1pm - Dick Schumer  
 (29-Hamden, Connecticut - 5 years)

'67 WICH, '68 WCDQ, '69 WCCC  
 (Dick Shaw), '71 WNAB, '72 WELI  
 1-5pm - Gene Anthony  
 (35-Southington, Connecticut - 18  
 years)

'58 WSPR (Harry Scott), '60 WDRC,  
 '63 WPOP, '64 WRCH, '65 WCCC, '66  
 WELI

6-8pm - John Birchard (36-Shoreham,  
 Vermont - 15 years)

'67 KFRB, '58 WJRD, '61 WCCC, '66  
 WTIC, '69 WELI

8pm-1am - Hamp Hazelton  
 (26-Morristown, New Jersey - 4  
 years)

KGGF, '70 WELI

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WWCO, Commerce Campus, Straits  
 Turnpike, Middlebury, Connecticut  
 06762, (203) 758-2468

Format: Top 40  
 Freq: 1240 Power 1kw  
 Owner: Merv Griffin

Total Employees: 17  
 General Manager: Robert Ardrey  
 Sales Manager: Robert Somerville  
 Program Director: Tom Coffey  
 Music Director: Bill Raymond  
 Policy: About 40 singles per week plus 3 or 4 LP cuts. Promo men seen usually Tuesdays.  
 News Director: Alan Mitchell (2)  
 Chief Engineer: John Tomasawitz  
 Head of Accounting: Arlene Thompson  
 Age Target: 12-39

6-10am - Ed Flynn (35-Brooklyn, New York - 17 years)

'WAVZ

10am-2pm - Bill Raymond (24-West Haven, Connecticut - 7 years)

WTBY, KELP, WICC, WDEE

2-6pm - Johnnie Walker (21-West Hartford, Connecticut - 3 years)

WKSS (Paul Michaud)

6-10pm - Tom Collins (19-Waterbury, Connecticut - 2 years)

10pm-2am - John Fisher (22-Brewster, New York - 3 years)

WTBY, WATR

8pm-2am Saturdays - Madhatter (28-Waterbury, Connecticut - 6 years)

WTBY

WIOF, Straites Turnpike, Middlebury, Connecticut 06762, 758-2468

Format: Modern Country

Freq: 104.1 Power: 20,000 w

Owner: January Enterprises

Total Employees: 24

General Manager: Robert Ardrey

Station Manager: Robert Ardrey

Sales Manager: Paul Bessette

Program Director: Rick Shea

Music Director: Rick Shea

Policy: Country oriented with flexibility into various areas of country. Top 40 single survey and Top 25 LP survey. Open promo man policy.

News Director: Steve Martin (2)

Chief Engineer: John Tomasiewicz

Head of Accounting: Arlene Thompson

Age Target: 25- --

6-10am - Rick Shea (34-Waterbury, Connecticut - 11 years)

'61 WTSA, '62 WOKO, '64 WWCO, '67 WFIF, '68 WIOF

10am-3pm - Hank Cee (31-Bealon Falls, Connecticut - 4 years)

68 WIOF (Hank Cee)

7-12m - Saul Nowitz (35-Bridgeport, Connecticut - 10 years)

'66 KMUZ, '67 KWTC, '68 WIOF

WNHC, P.O. Box 1340, New Haven, Connecticut 06510, 787-1217

Format: Contemporary

Freq: 1340 Power: 1,000 watts days, 250 nights

Owner: Westerly Broadcasting Co.

General Manager: Carl Grande

Sales Manager: George Grande

Program Consultant: Chuck Brinkman

Music Coordinator: Jay Brooks

Music Director: Art DeNicholas

Policy: Top 30 and an occasional LP cut. Open promo man policy

News Director: John Swope (4)

Chief Engineer: Gary Lunney

Head of Accounting: Gerri Golia

Age Target: 18-49

5:30-10am - Alan Colmes (22-Long Island, New York - 6 years)

'68 WTKO, '70 WLIW, '69 WGSM, '72 WERI, '72 WNHC

10am-3pm - Robert Levy (31-Queens, New York - 8 years)

'64 WKAJ, '66 WCOJ (Bob Martin), '66 WLAN (Bob Reynolds), '69 WNHC (Bob Morgan)

3-8pm - Jay B. Stricklett (25-Pittsburgh, Pennsylvania - 6 years)

WMID, WAMS, WIXZ, WENE, WKOP, '71 KIMM, '71 WFBG, '72 WNHC (Jay Brooks)

8pm-1am - Ken Devoe (25-Chicago, Illinois - 6 years)

'66 WYBC, '68 WNHC, '69 WNHC-FM, '71 WFIU, '71 WCCC, '72 WNHC

## NEW ORLEANS



New Orleans, Louisiana. 31st Market Rank. Metro Population: 1,200,000. Ethnic Breakdown: Black - 50%, Spanish - 15%.

**HISTORY:** Started as a French colony by Bienville, changed hands to Spanish, back to French, still retaining the flavor of French, Spanish and American in architecture, language and customs. Almost a European city here in America, housing the famous French Quarter.

**ECONOMY:** Tourism, the Port of New Orleans (it's the nation's second largest port in terms of tonnage annually. As a result, oil, salt and sulphur (and their products) are centered here. As one person said, "It's an industrial city without really being all that industrial." Tourism is super important, especially around Mardi Gras time and again, during the Sugar Bowl held every New Year's Day. The French Quarter has not changed since the 1800's, and it is the most important tourist attraction in town. The city is growing heavily with new office buildings and apartment houses. Boeing and Chrysler Corporation are here and their involvement in the space program in this city makes it the headquarters for the Saturn Booster rockets. Michoud Space Center is also here and that's about 25,000 average employees. The city, under a new

forward thinking young mayor (Moon Landrieu), is on the upswing with positive growth and a heavy economy. **THE PEOPLE:** New Orleans is made up of two kinds of people, Imports, and (what some people call) Yats, taken from the jargon of the natives... "Whereyat?" The city is unique in southern cities, while it is southern it still has always had its own thing going because of the mixture of societies, and their tradition. They have had their share of racial prejudice, but have shown more liberalism in the past than the average southern city. With tradition being so heavy the city has probably been the most cliquish city in the country. The Pickwick, Faul Murphy and Boston Clubs are more than clubs...they're cliques that have been a heavy influence on the city and its government. In the late 50's the city, under the Morrison Administration, made great strides in moving ahead as a metro growth city, but in the middle sixties the administration changed, controlled by the old-line clique of the city, and its growth did not live up to its earlier expectations. Now, with Landrieu in as Mayor, the city is, again, on the upswing and the clique-ishness of the elite has lost the influence it once had. With more Imports (especially young) coming in the city has been an exhibition for new ideas and new growth. The city is heavily weighted with preservationists who feel the necessity of keeping the city's old time appearance, in certain sections, is important and they've won every fight...so far. Black relations are not as big a problem as other southern cities have seen. Plenty of long hairs in the city and, in general, they're left alone. The city has been behind a bit in the urbanization thing (a la Atlanta) but are catching up fast with growth happening in the suburbs and the downtown area working to save itself. The police don't seem to be overly reactive...generally a moving free kind of place to live.

**COST OF LIVING:** Fairly nominal on the national average, but generally lower wages balance this out. Supreme gasoline sells for about 38 cents, a pound of hamburger for around 70

cents. A one bedroom apartment, with a pool, furn. from \$115 to \$170 in the suburbs, but skyrockets when you get in or near the French Quarter. Jock salaries range from \$550 a month to \$25,000 a year, averaging out at about \$650. WWL and WDSU are union stations and their beginning scale is about \$250 a week.

AM		
WBOK	Black	1230
WDSU	MOR	1280
WNNR	Oldies	990
WNOE	Oldies/Sports	1060
WNPS	Beautiful	1450
WSMB	MOR	1350
WTIX	Top 40	690
WVOG	Religion	600
WWL	MOR	870
WYLD	Black	940
FM		
WBYU	Beautiful	95.7
WDSU	Beautiful	93.3
WIXO	Prog. Top 40	98.5
WNOE	Auto. Country	101.1
WRNO	Progressive	99.5
WVSL	Progressive	105.3
WWL	Beautiful	101.9

#### SPOTLIGHT ON-----

WSHO 2820 Canal Street New Orleans, Louisiana 70119 (504) 822-2271

Format: Country  
Freq.: 800 Power: 1,000 Watts  
Owner: Americana Broadcasting Corporation

Total Employees: 13  
General Manager: Don Kern  
Station Manager: Don Kern  
Sales Manager: Don Kern  
Program Director: Bill Lambert  
Music Director: Johnnie Jobe  
Policy: 75 current singles, album cuts at random - 2 oldies per hour. Open promo policy.

News Director: Sam Schmid (2)  
Chief Engineer: Sam Schmid  
Head of Accounting: Ann Kinler  
Age Target: 18-49

6-10am - Bill Lambert (54-Chattanooga, Tennessee-35 years)  
'37 KGHI, '40 WBHP, '51 WHBS, '53 WEHR, '54 WABB, '60 WSHO  
10am-1pm - John Bradley (26-Mineral Wells, Texas-10 years)  
'65 KSO, '66 KHAK, '68 KWIX,

#### WSHO

1-5:30pm - Jack Campbell (43-Birmingham, Alabama-20 years)  
'59 WVOK, '67 WAPE, '68 WSHO  
Weekends - Joe Matal (25-4 years)  
WSHO

WWL 1024 North Rampart Street, New Orleans, Louisiana 70176 529-4444

Format: MOR

Freq.: 87 Power: 50,000

Owner: Loyola University

Total Employees: 100

General Manager: J. Michael Early

Station Manager: John Pela

Sales Manager: Raymond Muro

Program Director: John Pela

Music Director: Larry Conti

Policy: 30 singles, 3-5 new songs. No albums, oldies - 1 out of every three. Open promo policy.

News Director: Phil Johnson (10)

Chief Engineer: Hugh Burney

Head of Accounting: Pascal Glaviano

Age Target: 25-49

6-10am - Bob Ruby (35-Hardin, Montana)

KBLL, '69 WWL

10am-2pm - Jay Phillips (26-Hot Springs, Arkansas-13 years)

'59 KBHS, '63 WHNY, '66 KXOW, '68 WHNY, '70 WWL

2-6pm - Pat Fitzgerald (40-New York City-23 years)

WNDU-TV, WHK, WJAS, WPGH-TV, WCOA, '72 WWL

6-9:30pm - Vince Alletto (51-Brooklyn, New York-27 Years)

'52 WFTL-TV, '53 WWL

9:30pm-4am - Charlie Douglas

4-6am - Ross Miles (29-Bastrop, Louisiana-12 years)

'63 KTDL, '64 KNOE, '65 KRCB, '67 WNOE, '71 WWL

WTIX 332 Carondelet, New Orleans 70130 (504) 523-2404

Format: Top 40

Freq.: 690 Power: 10,000 Watts

Owner: Storz Broadcasting

Total Employees: 22

General Manager: Fred Berthelson

Station Manager: Fred Berthelson

Sales Manager: Otto Goessl

Program Director: Robert Mitchell

Music Director: Mike Green

Policy: 30 singles, 3-5 extras 5 LP

cuts, P.D. and M.D. see promo men every other Monday.

News Director: Craig Roberts (2)

Chief Engineer: Oscar Talbot

Head of Accounting: Suzette Blackwell

Age Target: 18-49

6-9am - Robert Mitchell

9am-1pm - Mike Green

1-5pm - Bob Walker

5-9pm - Tom Cheney

9pm-1am - Don Anthony

1-6am - Lou Saint

WRNO-FM P.O. Box 6071, 3400 N. Causeway Boulevard, New Orleans, Louisiana 71004 837-2424

Format: Prog. Rock

Freq.: 99.5 Power: 100,000 Watts

Owner: Gulf South Broadcasters

Total Employees: 14

General Manager: Joseph Costello III

Program Director: Hugh Dillard

Music Director: Doug Christian

Policy: 35-50 songs (LP or single) 50% of music is gold ('64 up)

Chief Engineer: Joe Clark

Age Target: 18-35

6-10am - Steve Clark (30-New York City-9 years)

'63 WNOR, '64 WSAI, WTRY, '65

WQAM, '66 KHJ, '67 WMCA, '68

WOR, '70 WCBS, '71 WCFL, WPIX,

'72 WRNO

10am-12 noon and 12 noon-6pm -

Sunday - Todd Bauer (23-Columbus, Ohio-7 years)

KTIB, '68 KHOM-FM, '70 KTIB-FM,

'71 KGLA, '72 WRNO

12 noon-3pm - Joe Clark (28-New Orleans, Louisiana-7 years)

'66 WNNR, '67 WRNO, '69 WBOK,

'70 WRNO

3 - 7 pm - Hugh Dillard (28-Albuquerque, New Mexico-10 years)

'62 KNEX, '63 KXLU, WJMR, WNOE,

'67 WBGs, '68 WWOM, '69 WRNO

7pm-12 midnight - Doug Christian (30-DeDuc, Alberta, Canada-6 years)

'70 WDIG, WABB, '71 WRNO

12 midnight-6am - Automated

WSMB Maison Blance Building, New Orleans, Louisiana 70112 (504) 523-5921

Format: MOR

Freq.: 1350 Power: 5,000 Watts

Owner: MacMillan Ring-Free Oil, Bankers Securities

General Manager: John L. Vath

Station Manager: John L. Vath

Sales Manager: John L. Vath

Program Director: Marshall Pearce

Music Director: Marshall Pearce

News Director: Jeff Hug

Chief Engineer: A.J. Bourgeois

Women's Director: Rosalie Pergantis

Age Target: 25-50

6-10am - Jeff Hug (42-New Orleans, Louisiana-25 years)

WNOE, WDSU (WAKE), '58 WSMB

6-10am - Roy Makofsky (Roy Roberts) (42-New Orleans, Louisiana-22 years)

WTPS, '55 WSMB

10am-2pm - Keith Rush (41-Mobile, Alabama-21 years)

2-3pm - Richard Fahey

KLOU, WWEZ, WDSU, '68 WSMB

3-7pm - Bob Nelson (50-Des Moines, Iowa-23 years)

WDSU-TV, WWOM-TV, '68 WSMB

7pm-12:30am - Jerry Valence-7 years)

WDSU, KABE, KGLA, '69 WSMB

12:30-6am - Larry Regan (New Orleans, Louisiana-24 years)

WTPS, WDSU, '63 WSMB

WBOK 3301-1/2 Tulane Avenue, New Orleans, Louisiana 70119 (504) 827-1522

Format: Black contemporary.

Freq.: 1230 KH Power: 1,000 Watts

Owner: Starr Broadcasting, Inc.

Total Employees: 24

General Manager: Eric Anderson

Station Manager: Howard Clark

Sales Manager: Manny Feldstein

Program Director: Ed Burke

Music Director: John Young

Policy: 45 singles - 10 LPs each week.

Music selected by committee of announcers. Open promo policy.

News Director: Ray Rogers (2)

Chief Engineer: William Rush

Head of Accounting: Fay Masserino

# NEW YORK



New York City, New York, Market Rank: 1st, Metro Population: 11,745,400, Total Population: 7,895,563

Ethnic Breakdown: Black — 1.7 million, Spanish: 1,390,087, Other: 1 million

**ECONOMY:** 25% apparel of nation; 18% printing and publishing of nation; 20% outer wear, underwear, jewelry, silverware, notions of nation; retail; tourists, shipping, port of N.Y. most active in U.S.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** C.U. of New York (10 colleges — 120,000), Brooklyn Law (1,400), Mt. St. Vincent (957), Columbia University (16,580), Cornell Medical (629) Fordham (11,229), Julliard (1,057), Long Island (7,682), Manhattan College (4,706), New York College (33,011), Pace (9,000), Pratt (4,000).

**TWO RECOMMENDED HOTELS:** Plaza (downtown), International (airport)

**COST OF LIVING:** Average price for bread is 45 cents, regular gasoline: 35 cents, one bedroom apartment with pool, furnished: \$500+, unfurnished: \$400+, state sales tax: 4%.

**DISC JOCKEYS MAKE:** Average: \$19,000

AM		
WABC	Top 40	770
WADO	Spanish	1280
WCBS	All News	880
WCTC	MOR	1450
WEVD	Classical/Ethnic	1330
WGSN	MOR	740
WHLI	Contemporary	1100
WHN	MOR	1050
WHOM	Spanish	1480
WINS	News-Sports	1010
WLIB	Black	1190
WMCA	Talk	570
WNBC	MOR	660
WNEW	MOR	1130
WOR	Black-MOR	710
WPAT	Beautiful	930
WQXR	Classical	1560
WVNJ	Beautiful	620
WWDJ	Top 40	970
WWRL	Black	1600
WRKL	MOR	910

FM		
WBLI	Contemporary	106.1
WCBS	Oldies	101.1
WQMR		98.3
WCTO	Beautiful	94.3
WHLI	Beautiful	98.3
WHOM	Spanish	92.3
WBLS	Black	107.5
WNBC		97.1
WNCN	Classical	104.3
WNEW	Prog.	102.7
WXLO	Top 40	98.7
WPAT	Beautiful	93.1
WPIX	Contemporary	101.9
WPLJ	Pro. Top 40	95.5
WQXR	Classical	96.3
WRFM	MOR	105.1
WTFM	MOR	103.5
WVNJ	Beautiful	100.3

## SPOTLIGHT ON-----

WWDJ, 750 3rd Avenue, New York, New York, (201) 343-5097

Format: Top 40, Oldies

Freq: 970 Power: 5,000

Owner: Pacific & Southern Broadcasting

Total Employees: 45

General Manager: Bob Biernacki

Station Manager: Nick Anthony

Sales Manager: Rick Devlin

Program Director: Nick Anthony

Music Director: Jeff Mazzei

Policy: 50% of programming is oldies while the other 50% is "staying on top of current hit singles in New York."

News Director: Steve Hollis (6)  
 Chief Engineer: Gene Sywak  
 Head of Accounting: Inge Rauchbach  
 Age Target: 18-24

6-30-9am - Sean Casey  
 9am-noon - Howard Clark  
 Noon-3pm - Jimmy King  
 3-6pm - Mike Phillips  
 6-9 - Bwana Johnny  
 9pm-1am - Ronnie Grant  
 1-6am - George Taylor Morris

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WWRL, 41-30 58th Street, Woodside,  
 New York 11377, 335-1600

Freq: 1600 khz Power: 5,000  
 Owner: Sonderling Broadcasting Corp.  
 Total Employees: 41  
 General Manager: Mark Olds  
 Station Manager: Mark Olds  
 Sales Manager: Arthur Harrison  
 Program Director: Jerry Boulding  
 Music Director: Norma Pinella  
 Policy: Most of the music is geared "to  
 our target audience but is not limited  
 to black artists." Promotion men are  
 seen Wednesday from 9:30am to 3pm.  
 National people anytime with  
 appointment.

News Director: Dick London (6)  
 Chief Engineer: John Kirby  
 Head of Accounting: Barbara Walters  
 Age Target: 12-35

6-10am - Enoch Gregory (35-Hertford,  
 North Carolina - 14 years)  
 WNJR, WBEE, WCHB, WWRL, '67  
 WCHB, '68 WWRL

10am-2pm - Gerry "B" Bledsoe  
 (29-Buffalo, New York 5- years)  
 '68 WUFO, '69 WWRL

2-6pm - Hank Spann (30-Chicago,  
 Illinois)  
 'WBOK

6-10pm - Bobby Jay (28-New York,  
 New York - 6 years)  
 '66 WNJR, '69 WGLI, '70 WDIA, '70  
 WWRL

Midnight-6am - Gary D. Byrd  
 (23-Buffalo, New York - 7 years)  
 '66 WUFO (Music Director), WYSL,  
 '68 WWRL

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WNEW-FM, 565 5th Avenue, New  
 York, New York (212) YU 67000

Format: Prog Rock STereo  
 Freq: 102.7 20,000 watts  
 Owner: Metromedia  
 General Manager: Varner Paulsen

Station manager: Varner Paulsen  
 Sales Manager: Robert Horwitz  
 Program Director: Scott Muni  
 Music Director: Dennis Elzas  
 News Director: Carl Brazell  
 Chief Engineer: Paul Champion  
 Head of Accounting: Gerry Carrus  
 Age Target: 18-34

6-10am - Dave Herman  
 10am-2pm - Pete Fornatele  
 2-6pm - Jonathan Schwartz  
 10pm-2am - Alison Steele  
 2-6am - Dick Neer

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WPLJ-FM, 1330 Avenue of the  
 Americas, New York, New York  
 10019, (212) LT-17777

Format: Progressive  
 Freq: 95.5 Power: 5,000  
 Owner: ABC  
 Total Employees: 60  
 General Manager: Louis Severia  
 Station Manager: Louis Severia  
 Sales Manager: Mike Fahn  
 Program Director: Jim Quinn  
 Music Director: Janet Starr  
 Policy: Hit progressive product. MD  
 sees promotion men on Tuesday.  
 News Director: Paul Ehrlick (1)  
 Chief Engineer: Bob Dietsch  
 Head of Accounting: Joe D'Ambrosio  
 Age Target: 16-18

6-10am - Dick Summer  
 10am-2pm - Steve O'Brien  
 2-6pm - Paul Krimisier  
 6-10pm - Tom Hogan  
 10pm-2am - Zak  
 2-6am - Alex Bennett

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WOR-AM, 1440 Broadway, New York,  
 New York 10018, (212) 564-8000

Format: MOR, Talk  
 Freq: 710 Power: 50,000  
 Owner: RKO General  
 Total Employees: 50-100  
 General Manager: Robert Smith  
 Station Manager: Robert Smith  
 Sales Manager: John Kelly  
 Program Director: George Brown  
 Music Director: Neil Miller  
 Policy: MOR Type music. Station is  
 personalized heavily. Top 40 type  
 singles on weekends.  
 News Director: George Brown (15)  
 Chief Engineer: Orville Sather  
 Head of Accounting: Herb Mayes  
 Age Target: 25-64

5-10am - John Gambling  
 10-11am - Martha Deane  
 11-noon - McCanns at Home  
 Noon-1pm - Barry Farber  
 1-2pm - Arlene Francis  
 2-3pm - Jack O'Brien  
 3-7pm - John Wingate  
 7-8pm - Sherrye Henry  
 8-9pm - Joe Franklin  
 9-9:15pm - George Hamilton  
 9:15-10pm - Earle Doud  
 10-11pm - Gene Sheppard  
 11pm-5am - Barry Farber

WXLO, 1440 Broadway, New York,  
 New York 10018, 564-800

Format: Top 40

Freq: 98.7 Power: 5.4kw horizontal,  
 3.85kw vertical

Owner: RKO General

Total Employees: 35-40

General Manager: Ron Ruth

Sales Manager: Goff Lebharr

Program Director: Mel Phillips

Music Director: Meridee Merzer

Policy: Anywhere from 30-35 singles.  
 No LP cuts. Promo men seen Monday  
 and Friday each week.

News Director: Keeve Berman

Chief Engineer: Eric Small

Age Target: 12-35

6-10am - Michael Dineen  
 (28-Corssplains, Wisconsin - 7 years)

'65 WBBQ, '69 WQXI, '71 WFUN, '72  
 WXLO

10am-2pm - Joe McCoy (29-Nyack,  
 New York - 6½ years)

'62 KFYN, '62 WICY, '67 WADS, '68  
 WAVZ, '69 WXLO

2-6pm - Walt "Baby" Love  
 (28-Pittsburgh, Pennsylvania - 4½  
 years)

'68 KYOK, '69 KILT, '70 CKLW, '70  
 WOR-FM, '72 KHJ, '72 WXLO

6-9pm - Rick Shaw (28-Spruce Pine,  
 North Carolina - 13 years)

'59 WTOE, '63 WJSO, '64 WKGN  
 (Charlie Knox), '64 KOIL, '65 WKLO,

'66 KIMN (Mike Morgan), '67 KILT,  
 '71 WXLO

9pm-midnight - Danny Martinez  
 (26-San Diego, California - 4 years)

'71 KACY, '72 KCBQ, '72 WXLO

Midnight-6am - Jay Shannon  
 (27-Houston, Texas - 9 years)

'68 KTSA (Gary Shannon), '69 KONO  
 (Gary Shannon), '68 KELI (Mark  
 O'Brien), '70 KILT (Johnny

Shannon), '72 WXLO

Weekends - Don Reagan  
 (25-Kingston, New York - 5 years)

'67 WGHQ (Tom Brownlie), '67  
 WKNY, '68 WDOT, '69 WBAZ, '70  
 CKLW (Bob Clark), '72 CHUM, '72  
 WXLO

WCBS-FM, 51 West 52nd St., New  
 York, New York 10019, (212)  
 765-4321

Format: Solid Gold, with the Top  
 New Singles mixed in.

Freq.: 101.1 MC Power: 5,000

Owner: CBS

General Manager: Jim McQuade

Station Manager: John N. Catlett

Sales Manager: Jack Baker

Program Director: John Gehron

Music Director: Candy Henry

Policy: Basically Solid Gold Hits with  
 the Top 20 Songs added. Appointment  
 is preferred when seeing Promo Men.

News Director: Bill Gilliland

Traffic Director: Ellen Simon

Chief Engineer: Ralph Green

Operations Mgr.: Hal Kormann

Age Target: 18-34

6-10am - Jack Miller (33-Fitchburg,  
 Mass.-13)

'60 WARE, '60 WEIM (Fitchburg,  
 Mass.), '62 WFEA (Manchester, N.H.),

'63 WBBQ (Augusta, Ga., weekends  
 while in the Army), '63 AFKM (Seoul,

Korea), '64 WFEA (Manchester, N.H.),  
 '65 WSPR (Springfield, Mass.), '68

WBZ (Boston - weekends), '70 WDRC  
 (Hartford, Conn. - 6-10am), WCBS

10am-2pm - Bill Brown (30-Atlanta,  
 Ga.-15)

'57 WCLB (Camilla, Ga.), '58 WAKE  
 (Atlanta-Midnight-6am), '59 KICO

(Calexico, Ca.-8-Midnight), '59 KAMP  
 (El Centro, Calif.-6-9am), '60 KXO (El

Centro, Ca.-6-Midnight), '61 AFRTS  
 (Tokyo, Japan-Program Director), '64

KXO (El Centro-5-9am), '66 KGB  
 (San Diego-Midnight-6am.), '67

WOR-FM (New York-6-9am), WCBS  
 2-6pm - Dick Heatherston (26-New

York, New York-10 years)

'62 WFYI, '64 WVIC, '66 WGLI, '66  
 WLIX, '67 WPOP, '69 WFIL, '72

WCBS-FM

6-10pm - Bobby Wayne  
 (29-Clarksburg, West Virginia-15

years)  
 '57 WHAR, '60 WCAW, '61 WEPO,

'62 WITH, '64 WSA1, '66 KDWB, '68 KCBQ, '69 WUBE, WCBS-FM  
10pm-2am - Douk Reed (30-Brooklyn, New York-10 years)  
'62 WPAC, '64 WLTR, WCBS-FM  
2-6am - John Vidaver (25-New York City-9 years)  
'64 WHWH, '65 WLVP, '67 WBJH, WTOA (WPST), '69 WHWH, '70 WJZZ (WPSB), '70 WNEW-FM, WCBS-FM  
Sundays 7-12 noon - Ed Osborne (26-Boston, Massachusetts-8 years)  
'64 WRSU (PD & MD), '69 WTOA-FM, '70 WLPL-FM, '72 WCTC, WQMR-FM, WCBS-FM

WABC 1330 Avenue of the Americas, New York, New York 10023 LT 1-7777

Format: Contemporary

Freq.: 770 KC Power: 50,000 Watts

Owner: American Broadcasting Companies, Inc.

Total Employees: 110

General Manager: George Williams

Operations Manager: Rick Sklar

Sales Managers: Martin Ross, Ed Milarsky

Program Director: Rick Sklar

Music Director: Sonia Jones

Policy: 20 to 40 significant selling selections - plus new records when judged appropriate for target audience groups. Leading cuts from big LPs. Promotion men seen by rotating members of operating committee, program/operations manager, production manager, music librarian.  
News Director: Paul Ehrlich (31)



Chief Engineer: Win Loyd  
Head of Accounting: Tom Del Guidice  
Age Target: 5-50

6-10am - Monday-Saturday - Harry Harrison (Chicago, Illinois-19 years)

'53 WCFL, '54 WPEO, '59 WMCA, '68 WABC

10am-2pm Monday-Saturday - Ron Lundy (36-Memphis, Tennessee-16 years)

'56 WDDT, '58 WLCS, '60 WIL, '65 WABC

2-6pm - Monday-Saturday - Dan Ingram (38-New York City, New York-19 years)

'55 WNRC, WALK, '57 WNHC, WICC, '59 KBOX, '60 WIL, '61 WABC



6-10:30pm -Monday-Saturday - Bruce Morrow (Brooklyn, New York-14 years)

'57 ZBM, '58 WINS, '61 WINZ, '62 WABC

10:30pm - 12 midnight - Monday-Friday, 10am-2pm - Sunday - Chuck Leonard (Chicago, Illinois-11 years)

'63 WEBB, '65 WWRL, WABC

12 midnight-6am - Monday-Saturday - Jay Reynolds (Mt. Vernon, Illinois-12 years)

'60 LIN, WMAK, WAKY, '63 WIFE, '70 WABC

Saturday 10pm-3am - Frank Kingston Smith (30-Philadelphia-Pennsylvania-8 years)

'64 WMAJ, '66 WFIL, '67 WICE, '68 WRKO, '70 WIBG, '71 WABC

Saturday 3-5am, Sunday - 6-10pm, Monday - 4:30-5am - Johnny Donovan (Poughkeepsie, New York-8 years)

'64 WHVW, '67 WBAZ, '67 WMID, '68 WENE' WOR, '72 WABC

# NORFOLK



Norfolk, 45th Market Rank.  
Population: 708,500. Black - 29%.

**ECONOMY:** Located in southeastern Virginia, just south of Hampton Roads and Chesapeake Bay, 175 miles south of Washington, D.C., and 90 miles southeast of Richmond. The city is a major port and has the largest naval concentration in the world, primarily at Norfolk Naval Base. Other important industries include food processing, ship building and repairs, automobile assembly, and the manufacture of construction materials plus lumber products and fertilizers. Tobacco, grain and coal are the major products exported here. Virginia Beach, an enormous resort city, is located 20 miles east of Norfolk, its popularity causing much of the residential building to be concentrated in that direction. The building of Norfolk Scope has just been completed, a large downtown cultural center, the largest building in Virginia (second only to the Pentagon). Norfolk State College is the largest school here (3,800 students). Others include the Hampton Institute (2,400), and nearby William & Mary College (3,400).

**PEOPLE:** The cities are not typically "Southern" although they are generally conservative politically.

Republicans are in office now. The area is growing rapidly and attitudes are more progressive here than in the deeper South, possibly due to the residents being used to the constant flow of outsiders — servicemen, tourists, etc. There are a good number of longhairs, mostly concentrated in the tourist areas. Bussing is the major issue in the cities, bus companies are refusing to run enough busses to carry all the kids until their pay scales are raised, resulting in fights on the busses and general unpleasantness.

**COST OF LIVING:** Housing is plentiful, especially close to the beaches. A one-bedroom furnished apartment will cost about \$150. Food and gas costs are low as they tend to be in port cities. Jock salaries range between \$150 and \$350 per week. The average top forty jock salary is \$190.

**TWO RECOMMENDED HOTELS:** Sheraton (airport), Scope Holiday Inn (downtown).

AM		
WCMS	Country	1050
WCPC	Country	1600
WGH	Top 40	1310
WKLY	op 40	1350
WNOR	Top 40	1230
WRAP	Black	850
WTAR	MOR	790
WTID	Country	1270
WVAB	Beautiful	1550
WVEC	MOR	1490
WWOC	MOR/Sports	1400

FM		
WCMS	Country	100.5
WGH	Classical	97.3
WNOR	Progressive	98.7
WOWI	Progressive	102.9
WPMH	Oldies	99.1
WTAR	Beautiful	95.7
WQRK	Rock	104.5
WVEC	Beautiful	101.3
WXRI	Contemp.	105.3

**SPOTLIGHT ON**-----  
WOWI 713 Colonial Avenue Norfolk,  
Virginia 23507 622-4600  
Format: Progressive  
Freq.: 102.9 Power: 50 KW  
Owner: Brinsfield Broadcasting  
Total Employees: 16  
General Manager: J. Stewart Brinsfield  
Station Manager: J. Stewart Brinsfield

Sales Manager: Bud Walden/Elaine Cohn

Program Director: L. Bruce Garraway

Music Director: Larry Gray

News Director: Art Williamson

Chief Engineer: Barry Allen

Head of Accounting: Elaine Cohn

Age Target: 17-35

6-10am - Randy Spiers (23-Richmond, Virginia-5-1/2 years)

'67 WUVA, '69 WELK, '71 WGOE (PD), '72 WOWI

10am-12 noon - Rollie Bristol

12 noon-4pm - Art Williamson (27-Norfolk, Virginia-1 year)

'72 WOWI

4 - 8 pm - Bruce Garraway (27-Pittsburgh, Pennsylvania-8 years)

'64 WOUB, '67 WBBW, '68 WBVP, '69 AFRTS (Navy), '70 WNOR, '72 WOWI-FM

8pm-1am - Larry Gray (24-West Linn, Oregon-2 years)

'69 AFRTS (Navy), '71 WOWI

1-6am - Larry Dinger (29-Death Valley, California-2 years)

'69 AFRTS (Navy), '72 WOWI

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WNOR 252 W. Brambleton Avenue, Norfolk, Virginia 23510 (703) 623-9667

Format: Top 40

Freq.: 1230 Power: 1,000

Owner: Virginia State Network

General Manager: Howard Jernigan

Station Manager: Howard Jernigan

Sales Manager: Fred Gage

Program Director: Paul Todd

Music Director: Robert B. Mitchell

Policy: 40 singles, 1 LP cut per hour, 6-11 pm. MD sees promo men anytime except Tuesday.

News Director: John Del Ray (6)

Chief Engineer: Joe Pace

Head of Accounting: Kathy Lee

Age Target: 18-34

6-9am - Dan Alexander (27-10 years)

9am-12 noon - Paul Todd (27-8 years)

12 noon-3pm - Bill Reynolds (31-2 years)

3-6pm - Gene Loving (28-12 years)

6-10pm - Robert B. Mitchell (27-10 years)

10pm-2am - Chris Kelly (23-3 years)

2-6am - George Halstead (22-2 years)

WGH P.O. Box 98 Newport News,

Norfolk/Newport, Virginia 23607 (703) 826-1310

Format: Top 40

Freq.: 1310 Power: 5,000

Owner: Hampton Roads Broadcastint Corporation

Total Employees: 51

General Manager: Ambert Dail

Sales Manager: Al Nelowet

Program Director: Lee Fowler

Music Director: Lee Fowler

Policy: No LP cuts...heavy oldies. Emphasis on familiarity.

News Director: Jim Moore (6)

Chief Engineer: Joe Looper

Head of Accounting: Larry Rijnovan

Age Target: 18-49

5-9am - George Crawford (39-Atlanta, Georgia-25 years)

WINX, WTTG-TV, WOL, WMAL, WTAR

9am-12 noon - J.J. Bowman (32-Jackson, Missouri-11 years)

KFVS, KGMO, KOMA, WKY, WDGY, KRIL

12 noon-3pm - Jim Stewart (29-Williamsport, Pennsylvania-8 years)

WMLP, WFEC, WEAM

3-6pm - Lee Fowler (33-Boston, Massachusetts-15 years)

WATH, WHLO, WIZE, WJW, KGB, KDAB, WHLO, WTOD, WTTO, WDHO-TV

6-10pm - Jim Conlee (23-Fall River, Massachusetts-6 years)

WIXZ, WIXY, WSAR, WEIM

10pm-1am - Wayne Newcombe (24-Norfolk, Virginia-5 years)

WAVY, WNOR, WMEX, KRIL, WIXZ

1-5am - Tom Scott (35-Detroit, Michigan-15 years)

WCOL, WKEW, WQAM

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WCMS 5600 Curlew Drive, Norfolk, Virginia 23502 420-1050

Format: Country

Freq.: 1050 Khz Power: 5,000 watts

Owner: George A. Crump

Total Employees: 17

General Manager: Irvine B. Hill

Station Manager: Irvine B. Hill

Sales Manager: Lewis Greenhouse

Program Director: Joe Hoppel

Music Director: Earle Faulk

Policy: 50% from current top 50...Balance LP cuts and new releases.

Open promo policy except during MD

air shift.

News Director: Dan Maxwell (3)

Chief Engineer: Tom Keith

Head of Accounting: Charlotte Castor

Age Target: 18-42

7-9am - Joe Hoppel (38-Nicktown, Pennsylvania-22 years)

'50 WNCC, '52 WLOW, '55 WCMS

10am-2pm - Earle M. Faulk (44-Grand Rapids, Michigan-6-1/2 years)

'66 WCMS

2-6 pm - Charles D. Wiggs (41-Winston-Salem, N.C.-12 years)

'61 WCMS

6pm-12 midnight - Russ Cassidy (21-Hampton, Virginia-5 years)

'67 WLPM, '70 WCMS

12 midnight-6am - Joe M. Gibson (20-Thomasville, N.C.-1 year)

'72 WCMS

WWOC 505 Washington Street, Suite 710, Portsmouth, Virginia 23704 393-1041

Format: Prog. MOR

Freq.: 1400 Power: 1,000

Owner: Baron Communications

Total Employees: 15

General Manager: Gene B. Creasy

Station Manager: Gene B. Creasy

Program Director: Ronnie Wolfe

Music Director: Gene Ryan

Policy: 4 oldies per hour, wide play list of current hits eliminating rock.

News Director: Jim King (2)

Chief Engineer: Tom Hilton

Head of Accounting: Gloria Muckleroy

Age Target: 18-49

6-9am - Ron Wolfe (26-Hyattsville, Maryland-4 years)

'68 WYRE, '71 KHLO, WWDC

9am-12 noon - Bill Ballance

12 noon-6pm - Alfred R. Brumbach (Gene Ryan) (25-New York, New York-8 years)

65 WUOD, '67 WPEX, '71 WNOR, '72 WWOC

6pm-12 midnight - Lankford Stephens, Jr. (24-Norfolk, Virginia-4 years)

'68 WHIH, '70 WWOC

12 midnight-5am - Jay Price (29-Los Angeles, California-10 years)

62 KNOG, '63 KREO, '65 KORL, '67

WRNC, '68 WCVU, '69 WKLX, '72 WWOC

## OKLAHOMA CITY



Oklahoma City. 50th Market Rank. Population: 665,500. Black - 44,800. **ECONOMY:** Based on oil, agriculture and aerospace. There is still a great deal of drilling going on in the city area. Many drilling companies headquarter here. Oil processing machinery and oil field equipment are manufactured here. There are also flour mills, meat packing plants, iron foundries, steel mills, and printing and publishing plants. The city is the state's largest town and is located right in the middle of the state. The western half of the state is a huge wheat producer... of course, meaning a great deal to the city's economy, grain elevators and shipping by rail going on here. Cattle is also a major factor, the Oklahoma City stockyards are huge. Largest stocker, feeder market in the world. As a retail center, it's heavier than the average city, being surrounded by small towns. The city is also the state capitol, that must be considered in the economy. The University of Oklahoma is in Norman, 32 miles away (15,000 students), Oklahoma City University has 1,500 students and Oklahoma State University is 60 miles away with 14,000 students. Tinker Airforce Base is also here. **PEOPLE:** Extremely conservative. A good portion of the people in the

town are farm background people, heavily influenced by the church. Very few long hair cats, although the city pretty well ignores them, very little hassles. No racial trouble at all, plenty of apathy.

**COST OF LIVING:** One bedroom with furniture and pool: \$125. Food is average - gasoline low. Jocks make from \$125 to \$350 per week. Average top 40 jock makes \$175.

AM		
KBYE	Black/Religion	890
KJEM	Country	800
KLPR	Country	1140
KNOR	MOR	1400
KOCY	MOR	1340
KOMA	Top 40	1520
KTOK	Country	1000
WKY	Top 40	930
WNAD	Prog. MOR	640

FM		
KAFG	Auto/Oldies	102.7
KEBC	Country	94.7
KFJL	Black	98.9
KFNB	Prog. MCR	101.9
KKNG	Beautiful	92.5
KJAK	Country	100.5
KOCY	Progressive	96.1
KOFM	Prog. MOR	104.1
KGOY	Religious	105.0
KWHP	Prog./Top 40	97.7
KGOV	Variety	106.3

### SPOTLIGHT ON-----

WKY 500 East Britton Road, Oklahoma City, Oklahoma 73114 478-1212

Format: Contemporary

Freq.: 930 Power: 5,000 Watts

Owner: Okla. Publishing Co.

Total Employees: 50

General Manager: Norman Bagwell

Station Manager: Lee Allan Smith

Sales Manager: Dee Sadler

Program Director: Danny Williams

Music Director: Sandy Jones and Dale Wehba

Policy: 40 singles, 10 LP cuts. See promo men on Tuesday and Wednesday usually.

News Director: Ed Hardy (9)

Chief Engineer: John Bushnell

Head of Accounting: Field Duskin

Age Target: 18-34

6-9am - Dan Williams (45-Fort Worth,

Texas-25 years)

KTXX, KTBC, KTSA, WKY

9am-12 noon - Dale Wehba (36-Oklahoma City, Oklahoma-20 years)

KLPR, KOCY, KTOK, WKY, CKLW

12 noon-3pm - Sammy Moon

(25-Texarkana, Ark.-Texas-10 years)

'63 KTES, '68 KLUE, '69 WKY

3-6pm - Ronnie Kaye (35-Cooter, Missouri-15 years)

KLCN, KSWO, WKY

6-9pm - Bobby Mitchell (30-Enid, Oklahoma-5 years)

KDLM, KQWB, KUDI, WKY

9pm-12 midnight - Don Landy (21-Jamestown, New York-3-1/2 years)

'69 KVIN, KGFF, '71 KOCY-FM, WKY

12 midnight-6am - Bill Miller (25-Knoxville, Tenn.-1 year)

68 WFLI, '70 WGOW, '71 WIFE, WGIV, '65 WCPH, '72 WKY

Weekends - Jim Mahanay (25-Norman, Oklahoma 1 year) KNOR, '72 WKY

KEBC-FM Box 94580 826 SW 31st Oklahoma City, Oklahoma 73109 (405) 631-1494

Format: Country

Freq.: 94.7 Power: 36,000

Owner: Electronic Broadcasting Company, Inc.

Total Employees: 15

General Manager: Dennis Rainwater

Station Manager: Dennis Rainwater

Sales Managers: Harold McEwen, Ralph Tyler, Tim Holt

Program Director: Dennis Rainwater

Policy: Top 50 singles - with country standards. Open promo policy.

Chief Engineer: Ronald Tutos

Age Target: 21-35

6-10am - Dennis Rainwater (31-San Diego, California-2 years)

'71 KEBC

10am-3pm - Paul Cannon (29-Spiro, Oklahoma-6 years)

3-7pm - Lynn Waggoner (25-Oklahoma City-3 years)

7-11pm - Chuck Lynn (20-Oklahoma City, Oklahoma-2 years)

12 midnight-6am - Tom Hartman (35-Oklahoma City-5 years)

KWHP P.O. Box 686, 700 S. Kelly, Edmond, Oklahoma 73034 (405)

341-1598

Format: Prog. Top 40

Freq.: 97.7 Power: 3,000 watts

Owner: William H. Payne

Total Employees: 20

General Manager: William H. Payne

Station Manager: William H. Payne

Salesmen: Keith Hart, David

Esserman, Louis Holshouser

Program Director: Mike Murphy

Music Director: Jim Wood

Policy: Top 40 singles - top 20 LPs, no  
oldie singles but LP oldies.News Director: American Information  
Radio News and ONN

Chief Engineer: William H. Payne

Head of Accounting: Gail Payne

Age Target: 16-35

6 - 8 a m - William Payne  
(33-Washington, D.C.-20 years)'52 KUSH, '56 KWRW, '58 KLPR, '59  
KOMA, '62 KWHP8am-12:30 - Kenneth Feamow  
(23-Oklahoma City, Oklahoma-1 year)

'69 KMTH, '72 KWHP

3-9pm - Jim Wood (24-Wichita,  
Kansas-3-1/2 years)

'69 KWHP

9pm-1am - Andy Lockridge  
(17-Kansas City, Missouri-2 years)'70 KOCY, '72 KWHP 1-6am - Traver  
Hulse (24-Oklahoma City, Okla.-1 1/2  
years)KFNB 2620 First National Center,  
Oklahoma City, Oklahoma 73102  
(405) 232-0321

Format: MOR

Freq.: 101.9 Power: 100,000 watts

Owner: First National Broadcasting  
Corporation

General Manager: Virgil F. Sprankle

Program Director: Richard C. Corner

Chief Engineer: Glenn Danley

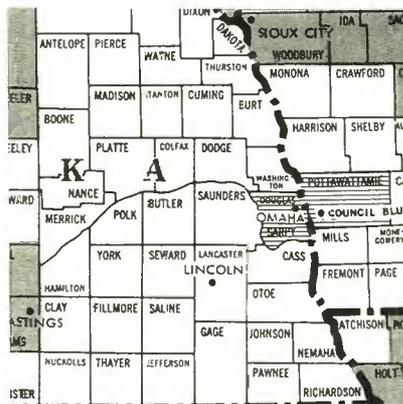
Age Target: 25-49

6am-12 noon - J. David Seay  
(21-Frederick, Oklahoma-7 years)'66 KTAT, KXLS-FM, '67 KELR, '68  
KLPR, KJAK-FM, '70 KFNB-FM12 noon-6pm - Ted O. Ebrite (43-Ada,  
Oklahoma-17 years)'49 KFMB, '57 KMUS, '58 KSYD-TV,  
'58 KTRN, '59 KWSH, '60 KNCM, '61KJEM, '64 KTOK, KJEM, KFNB, '67  
KOCY, '68 KFNB6pm-12 midnight - Cathy S. Hood  
(21-Lorenzo, Texas-3 months)

'72 KDCY, KFNB-FM

6pm-12 midnight - Kate Hammett

# OMAHA



Omaha, Nebraska, Market Rank: 57th,  
Metro Population: 556,000, City  
Population: 361,000

Ethnic Background: Black - 6.8%,  
Other - 0.6%

**HISTORY:** Lewis and Clark rowed to  
shore just south of Omaha, where the  
Platte River spills into the Missouri, in  
1804, finding nothing but Otoe and  
Missouri Indians. Omaha became  
established as a trapping and fur  
trading center, the Cavalry came next,  
and in 1854 Omaha was born with a  
few dozen streets and lots laid out  
along the banks of the Missouri River.  
Omaha didn't really begin to grow,  
however, until 1863 when President  
Lincoln selected Council Bluffs, Iowa  
as the eastern terminus of the Union  
Pacific Railroad. However, it was  
easier to start from Omaha because it  
wouldn't be necessary to build a  
bridge. That was the beginning.

**ECONOMY:** Insurance, education, food  
processing, communications,  
wholesale-retail center. Over \$35  
million in new payrolls added each  
year for the last decade. Omaha is a  
regional wholesale center serving  
several states, it's geographic location  
is advantageous, headquarters for  
numerous insurance companies, a  
major finance center, transportation  
center, military center (S.A.C.),  
medical center. Omaha area cited

several time by Bureau of Labor Statistics as being one of four areas in the nation for having a diversified economy with a balanced labor force. COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS: University of Nebraska at Omaha, 12,711, Creighton University, 4,172, College of St. Marys, 560, Bellevue College, 1,026, Grace Bible Institute, 525, Strategic Air Command (S.A.C) - 12,000 (military and civilian).

THE PEOPLE: Forward thinking. Evidence is that this is one of the better financed chambers in the nation. \$200 million dollars has been spent in building in the central business district since 1963. The newest project is the Riverfront Development Project which conceives the total development of the Missouri River, both sides, residential, commercial, industrial, recreational, for some 25 miles north and south of Omaha. Eppley Airport, one of few in the nation to be cited by the FAA for its outstanding safety record. There are three adult art theaters in Omaha, which are under fire by the Omaha City Council, and about a year ago topless go-go dancing in Omaha was banned by the City Council. Basically the voters are conservative. The majority of the voters in Douglas County are registered as Democrats, but vote Republican on a national level.

TWO RECOMMENDED HOTELS: Airport Inn, Omaha Hilton (downtown)

COST OF LIVING: Average price for bread is 25 cents/20 oz., regular gasoline: 35 cents gal., one bedroom apartment furnished or unfurnished: \$145 - \$210, state sales tax: 2 1/2%, state income tax: 15% of the federal income tax.

DISC JOCKEYS MAKE: Lowest: \$125, Highest: \$250, Average: \$175

AM		
KFAB	MOR	1110
KLNG	Talk	1490
KOIL	Top 40	1290
KOOO	Country	1420
KOWH	Black	660
KRCB	Top 40	1560
WOW	Prog. MOR	590

FM		
KFAB	MOR	99.9
KFMX	Popular Music	92.3
KOIL	Beautiful	96.1
KOOO	Country	104.5
KOWH	Black	94.1
KRCB	Top 40	98.5

### SPOTLIGHT ON-----

KLNG, 511 So. 17th Street, Omaha, Nebraska 68102, 342-8282  
 Format: News/Talk/Beautiful  
 Freq: 1490 Power: 1,000 day/250 night  
 Owner: Welcome Radio, Inc.  
 Total Employees: 23  
 General Manager: Frank Scott  
 Station Manager: Frank Scott  
 Sales Manager: Alan Crouse  
 Program Director: James Petersen  
 Music Director: Michael Bradley  
 News Director: David Felice (9)  
 Chief Engineer: William C. Gann  
 Head of Accounting: Betty Engle  
 Age Target: 18-65

KOWH, 3910 Harney Street, Omaha, Nebraska 68131, (402) 422-1600  
 Format: Black  
 Freq: 660 AM and 94.1 FM Power: 1,000 Watts AM and 100,000 watts FM  
 Owner: Reconciliation, Inc. of Omaha, Nebraska  
 Total Employees: 16  
 General Manager: Alvin Gilmore  
 Station Manager: Alvin Gilmore  
 Sales Manager: Keith Donaldson  
 Program Director: Frankie "M"  
 Music Director: Frankie "M"  
 News Director: Norman Shipp (3)  
 Chief Engineer: Richard Dennis  
 Head of Accounting: Merg Bray  
 Age Target: 18-50

6-10am - Edward King (25-Omaha, Nebraska - 1 years)

KOWH (Buddy King)

10:15am-3pm - Harald Dennis (30-St. Louis, Missouri - 2 years)

\*KWK, KOWH

3-7pm - Frankie "M" (30-San Francisco, California - 6 years)

.68 WEHW, WHCT, WCSB, WLOK (Music Director), KSOL, KOWH

7pm-midnight - Erven McSwain (28-Omaha, Nebraska - 1 1/2 years)

KOWH

Midnight-6am - Billy O'Day (29-Washington, D.C. - 1 1/2 years)

## KOWH

KOIL, 8901 Indian Hills Drive,  
Omaha, Nebraska 68114, 397-1290

Format: Top 40

Freq: 1290 Power: 5,000 watts

Owner: Don W. Burden

Total Employees: 40

General Manager: Sol Rasensky

Station Manager: Sol Rasensky

Sales Manager: Bob Hensky

Program Director: Charlie T. Stone

Music Director: Scott Carpenter

Policy: 30 top hits plus new music of

around 20 records, 2 LP cuts per hour.

Open promo policy except when on  
the air.

News Director: Mike Alabaugh (6)

Chief Engineer: Jerry Weist

Head of Accounting: Dorothy Nowka

Age Target: 18-24

6-10am - Carl Mann (29-Omaha,  
Nebraska - 10 years)

'62 KDEY, '63 KATI, '64 KOOK, '69  
KOMA, '72 KOIL

10am-1pm - Charlie T. Stone  
(32-Greenville, Mississippi - 12 years)

'61 KTFS, '62 WJPR, '63 WDDT, '65  
WRBC, '66 KOMA, '67 WNOE, '68  
WMPA, '69 KOIL

1-4pm - G. Michael Hopfmann  
(21-Sterling, Massachusetts - 2 years)

'70 WSCV (Gary Hopfmann), '71

WSRS, '72 WEIM (G. Michael Mann),

'71 WERI (G. Michael Mann), '72

WSVP (G. Michael McKay), '72 KOIL  
(G. Michael McKay)

4-8pm - Scott Carpenter (23-Grand  
Island, Nebraska - 2½ years)

'70 KTCH (Steve Taylor), '70 KICS

(Steve Taylor), '71 KLMS (Steve

Taylor), '72 KOIL

8pm-midnight - Alan Cain  
(21-Omaha, Nebraska - 2½ years)

'70 KSCJ (Alan Cain), '70 KTGR-

(Alan Cain), '71 KOIL (Jim Fox)

Midnight-6am - Kevin Kassera

(21-Eau Claire, Wisconsin - 2 years)

'71 KICS (Kevin James), '72 KOIL

(Bruce)

## ORLANDO



Orlando, Florida, Market Rank: 70th,  
Population, 439,000, Black population  
rank: 53rd (63,254)

**ECONOMY:** Located in east central  
Florida, 150 miles south of  
Jacksonville, 75 miles east of Tampa,  
and 200 miles north of Miami. Citrus  
crops are still the primary economic  
concern, although tourism is rapidly  
becoming most important. The new  
Disney World, 17 miles south of  
Orlando, occupies 27,000 acres and  
employs some 8,500 people, an  
additional 1,700 had to be added just  
before Christmas. Other tourist  
attractions include nearby Cypress  
Gardens and Daytona Beach (15  
minutes away). The Martin-Marietta  
Company employs 6,500 people and  
was the first major industry in the  
city, employing as many as 10,000 in  
1959, primarily involved with missile  
and guidance systems (Nike-Zeus,  
etc.). Orlando is situated near the  
center of cattle raising for Florida  
(2nd largest producer in the country).  
The city is also becoming important as  
an insurance capitol, with the recent  
acquisition of CNA and the Hartford.  
Major schools include the new Florida  
Technological University (6-8,000  
students) and Stetson (35 miles away  
- 1,800 students).

**PEOPLE:** Growth in population has  
been rapid with Disney World's

planning and building, affecting everything in construction — highways to gas stations, in expectation of a generated 6-8,000,000 tourists per year. The economy has stabilized despite the cutbacks in aerospace and electronics in the city. Average age is now in the late 20's, and is decreasing steadily, wages are high and jobs are plentiful. There are very few natives here, the primary religious background is Protestant (Baptist), although there are large groups of Mormons, Seventh Day Adventists, and others. The city is Democratic, like the state, and attitudes are becoming more tolerant. The city is relatively pollution-free, although there is occasional and massive spraying of the citrus trees for protection from occasional frost. The Florida Citrus International Golf Tournament is held here in early spring.

**COST OF LIVING:** The price of housing is going up rapidly — one bedroom furnished apartments average about \$150. The long gas wars no longer occur although there is still a great deal of fluctuation in price, regular now sells for about .34 per gallon. Food costs are lower due to the readily available fruit and beef. There is no state income tax. Jock salaries range between \$80 and \$350 per week, top forty jocks average \$160.

AM		
WBJW	MOR	1440
WDBO	Prog MOR	580
WHOO	Country	990
WKIS	MOR/Talk	740
WLOF	Top 40	950
WOKB	Black	1600
WORL	Top 40	1270
WTLN	Black	1520
WTRR	Prog. MOR	1400
WVCF	Religion	1480
FM		
WDBO	MOR	92.3
WDIZ	Auto-Gold	103.3
WHOO	Country	96.5
WLOQ	MOR	103.1
WORJ	Prog.	107.7
WTLN	Black	95.3
WWQS	Classical	105.1

## SPOTLIGHT ON-----

WBJW, P. O. Box 7475, Orlando, Florida 32804, (305) 425-6631

Format: Progressive MOR

Freq: 1440 Power: 5,000 watts

Owner: Rounsaville Radio

Total Employees: 20

General Manager: Jerry Norman

Program Director: Jerry Peterson

Music Director: Jerry Peterson

Policy: 5 current hits per hour mixed with modern arrangements of standards and oldies. Open promo men policy.

News Director: Bill Thompson

Chief Engineer: Bill Fechter

Head of Accounting: Linda Crumley

Age Target: 18-49

6-10am — Jim Boynton (34-Grand Rapids, Michigan — 15 years)

'58 WPIN, '62 WILZ, '68 WDAR, '70

WKIS, '72 WBJW

10am-3pm — Tony Bell (41-Brooklyn, New York — 23 years)

'49 WSOU, '55 WCEH, '67 WMAZ, '67

WSUN, '72 WDAE, '72 WBJW

3-6pm — Jerry Peterson (34-Minot, North Dakota — 15 years)

'63 WABB, '63 WROV, '63 WEAT, '71

WDAE, '71 WBJW

6pm-midnight — Jeff Whittaker (28-Elmira, New York — 12 years)

'63 WEHH (James B. Canton), '63

WFSR, '65 USAF, '66 WMEG, '72

WELM, '72 WBJW

Midnight-6am — Dutch Edwards (50-Louisville, Kentucky — 2 years)

'71 WLBE, '71 WFIV, '71 WABR, '71

WBJW

WLOF, Box 15746, Orlando, Florida 32808, (305) 293-2431

Format: Top 40

Freq: 950 Power: 5,000 watts

Owner: Home Security Broadcasting

Total Employees: 35

General Manager: Carl Glicken

Station Manager: Carl Glicken

Sales Manager: Jerry Ferricks

Program Director: Bill Vermillion

Music Director: Warren F. Miller

Policy: Top 40 singles list (broad based), 2 lp cuts per hour daytime. 5 Lp cuts per hour nighttime.

News Director: Dave Elliott (3)

Chief Engineer: Tim Sawyer

Age Target: 18-35

6-9am - Al Dunnaway  
 9am-noon - Bill Vermillion  
 Noon-3pm - Tom Roberts  
 3-7pm - Bill Barker  
 7pm-midnight - The Janitor  
 Midnight-6am - Bob Nadeau

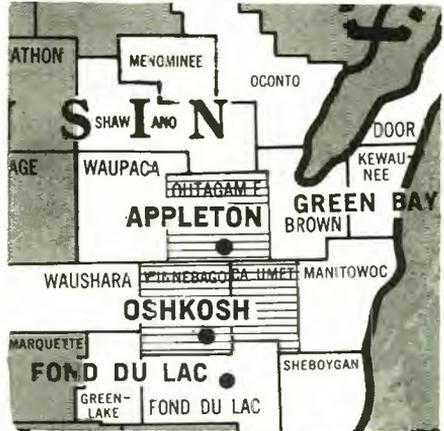
WORJ-FM, 1 North Orange Avenue,  
 Orlando, Florida 32801, 424-8561  
 Format: Progressive  
 Freq: 107.7 Power: 100,000 watts  
 Owner: Orlando Radio and Television  
 Broadcasting Corp.  
 Total Employees: 16  
 General Manager: Jack Currán  
 Sales Manager: Jack Curran  
 Program Director: Lee Joseph Arnold  
 Operations Director: Doug Van Allen  
 Music Director: Mike Lyons  
 Policy: 65% of programming from 50  
 strongest LPs in the area. Remaining  
 35% left to jocks' discretion. See  
 promo men as often as possible.  
 News Director: Neal Mirsky (1)  
 Chief Eng: Vincent Eldon Ziegenbein  
 Head of Accounting: Sarah Kenn  
 Age Target: 17-38

6-10am - Neal Mirsky (24-Lake  
 Hiawatha, New Jersey - 3 years)  
 '69 AFRS, '69 AFCN, '72 WGMW, '72  
 WORJ

10am-3pm - Steve Mack (29-Cocoa  
 Beach, Florida - 6 years)  
 WMEG, WWBC, WTAI, WKKO, WORJ  
 3-7pm - Doug Van Allen  
 (24-Brooklyn, New York - 6 years)  
 '66 WGRE, '67 WZST, '67 WPXE, '68  
 WLCO, '68 WTLN, '68 WLOF, '71  
 KIRL, '72 WORJ

7pm-midnight - Lee Joseph Arnold  
 (25-Cocoa Beach, Florida - 6 years)  
 WRKR, WTAI, WKPE, WKKO, WORJ  
 Midnight-6am - Mike Lyons  
 (20-Kittery, Maine - 3 years)  
 '71 WORJ, '72 WLOF, '72 WORJ

## OSHKOSH



Oshkosh, Wisconsin Metro Population:  
 276,891, (City of Oshkosh 53,221)  
 Ethnic Breakdown: Black - 103,  
 Other - 229

**HISTORY:** Oshkosh - named after  
 Chief Oshkosh of Menominee Indians.  
 City founded in 1839. First settler was  
 Webster Stanley. Incorporated as a  
 city in 1853.

**ECONOMY:** Once known as the  
 "Sawdust City" because of its large  
 number of sawmills, today Oshkosh is  
 a city of diversified industry and  
 business. More than 150 industries  
 produce concrete products, furniture,  
 metal stampings, wood products,  
 heavy duty trucks, refuse collection  
 bodies, work and leisure clothing, etc.  
 The city has both a North and South  
 side industrial park, which is adjacent  
 to the airport. In addition, there are  
 privately owned industrial sites  
 available within the corporate city  
 limits. The goal of the community is  
 to encourage new business to locate in  
 Oshkosh, and home based industry to  
 expand its facilities.

**COLLEGES, UNIVERSITIES, ARMY  
 BASES, OTHER INSTITUTIONS:**  
 University of Wisconsin-Oshkosh  
 (11,000).

**THE PEOPLE:** Oshkosh people take  
 great pride in their social services.  
 There are two public high schools and  
 one Catholic. Town and Gown brings  
 the best of the country for several

performances each year. A newcomer's club, helps new residents become acquainted with the city, and its attractions.

**TWO RECOMMENDED HOTELS:**  
Pioneer Inn (downtown), Howard Johnson's and Holiday Inn (airport).

**COST OF LIVING:** Average price for bread: \$.33, regular gasoline 35.9 cents, one bedroom apartment: furnished - \$125 - \$150, unfurnished - \$115-\$125, state sales tax: 4%.

**DISC JOCKEYS MAKE:** Wages are relatively low - average about \$100 a week.

<b>AM</b>		
WAPL	Variety	1570
WHBY	MOR	1230
WKAU	Top 40	1050
WNAM	Up Tempo/MOR	1280
WYNE	Contemp. Top 40	1150
WAGO	Block	690
WOSH	Top 40	1490
<b>FM</b>		
WAPL	MOR	105.7
WKAU	Top 40	104.9
WROE	Auto Beautiful	94.3
WMKC	Classical	96.7
WOSH	Country	103.9

#### SPOTLIGHT ON-----

WAGO, P.O. Box 437, Oshkosh, Wisconsin, 54901,233-0690

Format: MOR

Freq.: 690 Khz Power: 250

Owner: WAGO, Inc.

General Manager: Wendell Tedlie

Station Manager: Wendell Tedlie

Program Director: Richard A. Casperson

Music Director: Todd Grimsted

News Director: Jeff Scott

Chief Engineer: Bob Daly

Age Target: 18-45

Morning - Richard Casperson (36-Appleton, Wisconsin-13 years)

WHBY, KERN (Rich Allen), WING (Rich Allen)

Afternoon - Todd Grimsted (21-Lake Geneva, Wisconsin-2 years)

'70 KWAR, '71 WPOK

Jeff Scott (26-Ladysmith, Wisconsin-12 years)

WLDY, WHSM, WDUX, WKAU, WOSH, WAGO

WOSH, 2333 Bowen Street, Oshkosh, Wisconsin 54901,(414) 235-3150

Format: Top 40

Freq.: 1490 Power: 1,000

Owner: Value Radio Corporation

Total Employees: 20

General Manager: William L. MacDonald

Station Manager: William L. MacDonald

Sales Manager: Bob Schulz

Program Director: Bud McBain

Music Director: Greg Albert

Policy: 40 singles, Top 10 LP's, MD sees promo men

News Director: Steve Reich (2)

Chief Engineer: Tom Kriege

Head of Accounting: Ms. Marcy Murphy

Age Target: 15-30

5-10am - Greg Albert (21-2 years)

10-11am - Bud McBain (45-25 years)

11am-3pm - Tom Miles (36-15 years)

3-8pm - Tommy Howard (25-3 years)

8pm-1am - Gary Evans (22-1-1/2 years)

WYNE, Box 92, Appleton, Wisconsin 54911 (414) 739-1158

Format: Top 40

Freq.: 1150 Power: 1,000

Owner: Total Radio, Inc.

Total Employees: 14

General Manager: Don Rabbitt

Station Manager: Don Rabbitt

Sales Manager: Don Rabbitt

Program Director: Scott Carpenter

Music Director: Dave Moore

Policy: 30-35 playlist, no LP cuts

News Director: Dave Moore (2)

Chief Engineer: Dan Hurlbert

Head of Accounting: Ms. Joan Heitpas

Age Target: 24-49

6-9pm - Dave Moore (30-13 years)

KIDS, KSWO, WPGC, WQUA

9-11am - Scott Carpenter (30-12 years)

KDWB, WIFE, KRSI

11am-1pm - Alex J. Stone (23-2-1/2 years)

KSWO, KLAU, KFSB

1-5pm - Scott Walker (25-5 years)

KGFU, KICS, KOMA

WNAM, Radio Park P.O. Box 707, Neenah, Wisconsin 54956, 722-6471

Format: Prog. MOR

Freq.: 1280 Power: 5,000

Owner: Cummings Comm. Corp.

Total Employees: 20

General Manager: Don C. Wirth

Operations Manager: Robert J. Taylor

Sales Manager: Don E. Harrington

Program Director: Robert J. Taylor  
 Music Director: Jack Watson  
 Policy: Play varies from time segment to time segment  
 News Director: Mike J. Bolduc (3)  
 Chief Engineer: Gordon Dailey  
 Head of Accounting: Mary Wirth  
 Age Target: 18-40

5-9am - Chris Lane (25-Green Bay, Wisconsin-7 years)  
 WBAY, WDUZ, WYNE, '72 WNAM  
 9-11am - Bob Taylor (OM)  
 (33-Brantford, Ontario, Canada-16 years)  
 CFTJ, CHIQ, CKLB, WRRR, '70 WNAM

11am-3pm - Mike Syverson  
 (25-Redfield, South Dakota-8 years)  
 KFOB, KSDN, KXAB, '70 WNAM  
 3-7pm - Jack Watson (34-Redwing, Minnesota-9 years)  
 KCUE, '66 WNAM (MD)

7pm-12 midnight - Andy Witt  
 (25-Marinette, Wisconsin-5 years)  
 WMAM, WLOT, WDBC, '72 WNAM  
 12 midnight-5am - Jerry Van  
 (30-Shawno, Wisconsin-1 year)  
 '72 WNAM  
 6pm-12 midnight (Weekends) - Tim Casey (26-1 year)

## PENSACOLA



Pensacola, Florida, Market Rank: 129th, Population: 247,100, Black Population: 42,892

**ECONOMY:** Located near the toe of the Florida "boot" and bordered on two sides by Alabama, Pensacola is the largest city in the Florida panhandle. It is also the Escambia County Seat. Major industries are Westinghouse, St. Regis Paper Company and Monsanto, a company in competition with DuPont. Two shopping centers, Cordova Mall and Westwood Mall serve people as far away as Mobile, Alabama (60 miles). Pensacola Junior College and the University of West Florida (relatively new) along with 3 Navy bases (home of the Blue Angels Flying Team) sustain a tremendous amount of night life for the area.

**PEOPLE:** Specialized work is slow in the area since most of the large companies bring in their own people from other areas. With the city growing in leaps and bounds, gearing more and more towards tourist trade, there is plenty of construction work available. The only real issue in the city now comes with the people trying to keep the high-rise developing on the coastal areas to a minimum. Many historical sites such as forts, along with the picturesque landscape, attract artists to the area, too. The proximity of the Gulf makes fishing the favorite

pastime.

**COST OF LIVING:** A one-bedroom furnished apartment varies quite a bit according to area. The average is about \$125. House rents are lower than most parts of the country and property taxes are exceptionally low (homestead exemption). Food prices are considerably higher but balances out with gasoline being very low due to constant gas wars. Average disc jockey salary \$150-\$175 a week.

AM

WBOP	Black & Jazz	980
WBSR	Top 40	1450
WCOA	Beautiful	1370
WNVY	Country	1230
WPFA	Country	790
WVIX	Country	610

FM

WBOP	Black & Jazz	101.5
WCOA	Beautiful	100.7
WMEZ	Beautiful	94.1

WBSR, 1603 N. Pace Boulevard, Pensacola, Florida 32505, (904) 432-6172

Format: Top 40

Freq: 1450 Power: 1,000/250

Owner: Mooney Broadcasting

Total Employees: 19

General Manager: Sam Trent

Station Manager: Sam Trent

Sales Manager: Ben Larsen

Program Director: Luke McCoy

Music Director: Chet Smith

Policy: Top 40 - no bubblegum. 50 singles and selected LP cuts in pm.

Open promo man policy.

News Director: Jim Wesley (3)

Production Manager: Timothy G. Adams

Chief Engineer: Charlie Capri

Head of Accounting: Erna Scruggs

Age Target: 18-34

6 - 9 a m - Luke McCoy  
(33-Birmingham, Alabama - 6 years)  
'67 WNVY, '70 WBSR, '72 WKRC, '72  
KDEN, '72 WBSR

9am-noon - Timothy G. Adams  
(24-Grand Rapids, Michigan - 9 years)  
'65 WXTO, '65 WION, '66 WLAV, '68  
WMAX, '68 WERX, '69 WCOA, '71  
WBSR

Noon-3pm - Steve A. Morris  
(25-Milwaukee, Wisconsin - 9 years)  
'64 KNGI, '65 KSBK, '67 KTUS  
(Steve Allen), '70 WNVY (Steve

Allen), '70 WVIX, '71 WBSR (Scott Morgan)

3-7pm - Chet Smith (Buffalo, New York - 8 years)

WBSR, WHHY, WABB, WROD, WKBT, KAGE

7pm-midnight - Steve Williams  
(22-Pensacola, Florida - 3 years)

'69 WNVY, '70 WCAR, '71 WBSR

Midnight-6am - Jon Speier  
(20-Torrington, Wyoming - 2 years)

'70 WNVY, '72 WBSR

WPFA, P. O. Box 8127, Pensacola, Florida 32505, 433-1141

Format: Country

Freq: 790 Power: 1,000

Owner: Miracle Radio, Inc.

General Manager: Don Griffith

Station Manager: Don Griffith

Sales Manager: Don Griffith

Program Director: Charlie Dillard

Music Director: Charlie Dillard

Policy: 99% of country hits, singles and LP's.

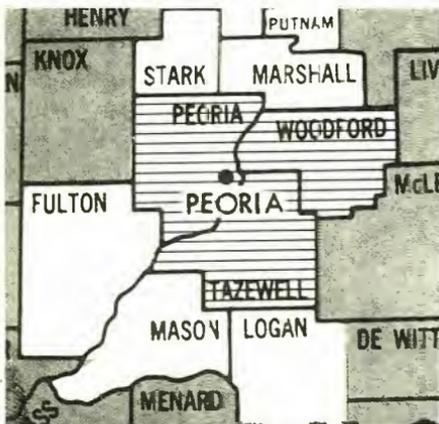
News Director: Every member of the staff. We wear many hats.

Chief Engineer: Harry Babb

Head of Accounting: Irene Elizabeth Griffith - Betty Nelson.

Age Target: Every human

# PEORIA



Peoria, Illinois, Market Rank: 87th, Population 349,300, Black - 14%.

**ECONOMY:** Located in the approximate center of Illinois on the Illinois River, about 175 miles each from St. Louis and Chicago. Farm machinery, agriculture and distilleries are the major industries here. Caterpillar Tractor has its home here and is the major employer in the city. Wabco is another important manufacturer of farm machines. The raising of hogs in addition to cattle and corn are the most important assets agriculturally. This section of the state is much like Iowa in that respect. Hiram Walker is the major distiller. Building and transportation are also important to the economy. The city is a large shipping base. Chicago sports are followed closely here. Bradley University, with 4,700 students, is the major school here. Illinois Community College and several other smaller schools are also located here.

**PEOPLE:** There is a definite clash here between the generally conservative, reactionary type population and the University, long-hair students, who are mostly east coast. There is a relatively small influence from Chicago and an isolationist attitude. The median age is 27 in this heavily Protestant, Republican area. There is also a sizeable Jewish community. Urban

renewal is progressing well.

**COST OF LIVING:** A one bedroom furnished apartment will cost about \$175 per month. Food costs are above average as well. Jock salaries range between \$150 and \$300. An average salary for a top forty jock is about \$175.

AM		
WIRL	Top 40	1290
WMBD	MOR	1470
WPEO	Religion & MOR	1020
WSIV	Beautiful	1140
WXCL	Country	1350

FM		
WMBD	Beautiful	93.3
WSIV	Progressive	95.3
WSWT	Beautiful	106.9
WWTO	Oldies	105.7

## SPOTLIGHT ON-----

WXCL, 3641 Meadowbrook Road, Peoria, Illinois 61604, 685-5975

Format: Modern Country

Freq: 1350 Power: 1,000

Owner: Peoria Valley Broadcasting

Total Employees: 27

General Manager: Syl Binkin

Station Manager: Syl Binkin

Sales Manager: Mike Thatcher

Program Director: Lee Ranson

Music Director: Lee Ranson

Policy: 66 singles - 2 LP cuts per hour, open promo policy

News Director: Bill Marlowe (4)

Chief Engineer: Mel Feldman

Head of Accounting: Richard Cohen

Age Target: 18 and up

6-9am - Don Elliott (Los Angeles, California - 15 years)

9am-noon - Lee Ranson (Peoria, Illinois - 13 years)

Noon-3pm - Chuck Urban (Cedar Rapids, Iowa - 7 years)

3-7pm - Bill Bro (Chicago, Illinois - 9 years)

7pm-midnight - Jess DeVaney (Safford, Arizona - 7 years)

Midnight-6am - Gordon Michaels (Milwaukee, Wisconsin - 3 years)

WIRL, Grosenback Hill Road, East Peoria 61611, 694-6262

Format: Top 40

Freq: 1290 Power: 5,000

Owner: Mid-America Media

Total Employees: 28

General Manager: Howard Frederick

Station Manager: Mort Cantor  
Sales Manager: Richard Bowen  
Program Director: Robin Walker  
Music Director: Tim West  
Policy: 35 current singles plus cuts  
from LP's station considers important.  
News Director: Ira Bitner (4)  
Chief Engineer: Joe Cunat  
Head of Accounting: Gay Sammon  
Age Target: 18-35

5-9am - Robyn Weaver (56-Peoria,  
Illinois - 33 years)  
'37 WDW, '39 WOC, '41 WMBD, '46  
WMMJ, '48 WIRL

9 am-noon - Robin Walker  
(36-Detroit, Michigan - 12 years)  
WOHO, WJBK, WUBE, WMEX, WIRE,  
WIRL

Noon-3pm - Bill McCluage (26-Peoria,  
Illinois - 10 years)  
'63 WIRL, '64 WCAZ, '65 WKAI, '65  
WIRL

3-7pm - Scott Henderson (26-Detroit,  
Michigan - 5 years)  
'67 WPON, '68 WBRN, '68 WIBM, '69  
WILS, '71 WIRL

7pm-midnight - Tim West (25-East  
Moline, Illinois - 6 years)  
'66 WGEN (Bob Crandall), '67 WKEI  
(Bob Crandall), '69 WDDT (Sonny  
Day), '69 KPBA (Bob Crandall), '70  
KSTT, '71 WIRL

Midnight-5am - Chuck Diamond  
(21-Cincinnati, Ohio - 4 years)  
'68 WCIN, '70 WUBE (Charles Herron,  
Jr.), '72 WCIN, '72 WIRL

# PHILADELPHIA



Philadelphia, Pennsylvania, Market Rank: 4th, Population: 4,905,400, 18% Black

**ECONOMY:** Located in the southeast corner of Pennsylvania, 90 miles southwest of New York City, 97 miles northeast of Baltimore on the Delaware and Schuylkill Rivers. The First Continental Congress met here. The Declaration of Independence and the Constitution were adopted and signed in Philadelphia, and the city was the seat of the U.S. Federal Government until 1800. It is the largest fresh water port in the world and the second largest U.S. port. The city is a leading manufacturing, warehousing and shipping center, one of the most important producers of textiles in the country. Other important industries include oil refining, shipping, building, publishing, machinery, radio and TV, missile and space industries, second in U.S. production of petro-chemicals. Known as the "City of Brotherly Love." There are many famous museums and national monuments, including Independence Hall, located in Independence National Historical Park. Schools in the area include the University of Pennsylvania (14,500), Temple University (16,715), Drexel University (5,718), La Salle College (3,581).

**PEOPLE:** Half the people of Philadelphia are of foreign descent, including large groups of Italian, Polish, German, Irish and English. Catholicism is the predominant religion. The city is Democratic and fairly conservative. The average age is 31, per capita income runs about \$9,400. Frank Rizzo, ex-police commissioner, was recently elected mayor and is known for his strict policies. The city is rapidly expanding in the suburbs with massive indoor malls. There are now five recording studios in the city, Gamble-Huff Productions, the Stylistics, Delfonics, and Intruders are all from the city. Sports are big with Flyers Hockey, Eagles Football and 76'ers Basketball.

**COST OF LIVING:** Moderate for a major city. Furnished one bedroom apartments rent for \$120-\$140. Regular gas is selling for 34 cents/gallon. Jock salaries range between \$150 and \$500/week. Top 40 jocks average \$300.

AM		
KYW	News	1060
WCAV	Talk	1210
WDAS	Black	1480
WFIL	Top 40	560
WFLN	Classical	900
WHAT	Black	1340
WIBG	Top 40	990
WIP	MOR	610
WNPV		1440
WPEN	MOR	950
WRCP	Country	1540
WTMR		800
WVCH		740
WIBF	MOR	103.9
FM		
WCAU	Prog.	98.1
WDAS	Prog.	105.3
WDVR	Classical	101.1
WFLN	Classical	95.7
WIFI	Contemporary	92.5
WIOQ	MOR	102.1
WMMR	Prog.	93.3
WPBS	Beautiful	98.9
WPEN		102.9
WRCP		104.5
WWDB	Jazz	96.5
WWSH		106.1
WYSP	MOR	94.1

**SPOTLIGHT ON**-----  
WIBG, 117 Ridge Pike, Philadelphia,

Pennsylvania 19444, (215) 242-6300  
 Format: Pop Progressive  
 Freq: 990 Power: 50,000  
 Owner: Buckley Broadcasting  
 Total Employees: 45  
 General Manager: Tom Pate  
 Station Manager: Tom Pate  
 Sales Manager: Lew Griest  
 Operations Manager: Bill Winters  
 Music Director: T. Morgan  
 Policy: Singles vary, current albums, oldie albums. See promo people on Mondays.  
 News Director: Paul Howard (7)  
 Chief Engineer: Arch Sichel  
 Head of Accounting: Mary D'Almeida  
 Age Target: 18-34

5-9am - McClintock (30-Scranton, Pennsylvania - 8 years)  
 WEJL, WARM, '72 WIBG  
 9am-noon - Bill Winters (North Carolina - 15 years)  
 CKLW, '71 WIBG  
 Noon-4pm - Gary Brooks (Philadelphia, Pennsylvania - 5 years)  
 '71 WIBG

4-8pm - Don Cannon (Philadelphia, Pennsylvania - 10 years)  
 WDRC, '70 WIBG  
 8pm-midnight - T. Morgan (30-Baltimore, Maryland - 5 years)  
 WNGM, '72 WIBG  
 Midnight-5am - Mark Thomas

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WFIL, 4100 City Line Avenue, Philadelphia, Pennsylvania 19131, (215) 879-1600  
 Format: Top 40

Freq: 560 khz Power: 5,000  
 Owner: Lin Broadcasting  
 Total Employees: 62  
 General Manager: James M. DeCaro  
 Sales Manager: Eugene Vassal  
 Program Director: Jay Cook  
 Music Director: George Michael  
 Policy: 30 singles - approximately 4-6 extras, up to 10 LP cuts weekly. See promo people 2-6pm Mondays.  
 News Director: Jack Hyland (10)  
 Chief Engineer: Ray McCloy  
 Head of Accounting: Jane Levy  
 Age Target: 18-49

6-9am - Dr. Don Rose (37-North Platt, Nebraska - 14 years)  
 KLMS, KNUS, KTSA, KWNT, WTVL, WEBC (Program Director), WQXI, '68 WFIL  
 9am-noon - Jim O'Brian (32-Houston,

Texas - 8 years)  
 KHJ (Program Director), CKLW, WOR, WSAI, KLIF, WACO, '70 WFIL  
 Noon-3pm - Dave Parks (31-Lorain, Ohio - 13 years)  
 WING, WLEC, WADC, '66 WFIL  
 3-6pm - Dan Donovan (31-Philadelphia, Pennsylvania - 16 years)  
 WCBM, WMEX, WICE, WSBA, '69 WFIL  
 6-9pm - George Michael (32-Melville, Missouri - 12 years)  
 KUDL, WIL (Music Director), WRIT (Music Director), KBTR (Program Director), '66 WFIL  
 9pm-midnight - Brother Love (27-Brooklyn, New York - 6 years)  
 WQXI, WEBC, KELL, '71 WFIL  
 1-6am - Tom Tyler (30-Narragansett, Rhode Island - 13 years)  
 WCRO, WKKO (Program Director), WWIN, WQAM, WPOP, WEAM, '68 WFIL

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WIP, 19th & Walnut Streets, Philadelphia, Pennsylvania 19103, (215) LO 8-2900  
 Format: Prog. MOR  
 Freq: 610 Power: 5,000  
 Owner: Metromedia  
 Total Employees: 52  
 General Manager: Don Kelly  
 Station Manager: Don Kelly  
 Sales Manager: Jim Fox  
 Program Director: Dean Tyler  
 Music Director: Dean Tyler  
 Policy: Current singles and LP cuts, some oldies. Open promo men policy.  
 News Director: Paul Rust (10)  
 Chief Engineer: Del Dengate  
 Head of Accounting: Herb Diennor  
 Age Target: 25-49

6-10am - Ken Garland  
 10am-1pm - Bill Webber  
 1-4pm - Dick Clayton  
 4-8pm - Tom Moran  
 8pm-midnight - Tom LaMaine  
 Midnight-6am - Nat Wright

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WDAS, Belmont Avenue and Edgeley Road, Philadelphia, Pennsylvania 19131, (215) TR-82000  
 Format: R&B  
 Freq: 1480 Power: 5,000  
 Owner: Max M. Leon  
 General Manager: Robert A. Klein  
 Station Manager: Robert A. Klein

Sales Manager: Alex Klein  
 Program Director: Jimmy Bishop  
 Music Director: Jimmy Bishop  
 Policy: 30 singles - few LP cuts. MD  
 sees promo men on Tuesday.  
 News Director: Robert Perkins (5)  
 Chief Engineer: Robert Myers  
 Head of Accounting: Elaine Berger  
 Age Target: 12-25

6-10am - Larry Daley  
 10am-2pm - Georgie Woods  
 2-6pm - Jimmy Bishop  
 6-10pm - Butterball  
 10pm-2am - Carl Helm  
 2-6am - Johnny O.

WIFI-FM, One Decker Square, Bala  
 Cyn Wyd, Pennsylvania 19004,  
 839-0900

Freq: 92.5 Power: 50,000

Owner: General Cinema Corporation  
 Communications of Philadelphia  
 Total Employees: 20

General Manager: Daniel Lerner  
 Program Director: Jerry Del Colliano  
 Music Director: Jerry Del Colliano  
 Policy: Average of 30 singles per week  
 and 25 LP's with 1-7 cuts from each.  
 Promo men 3-6pm Monday.

News Director: Scott Taylor (2)  
 Chief Engineer: Jeff Steinwadel  
 Head of Accounting: Linda Bradford  
 Age Target: 18-34

Noon-3pm - Jerry Del Colliano  
 (27-Cherry Hill, New Jersey - 8 years)  
 WDVR, WFIL, WIBG (Jim Barber),  
 WIP, WIFI

7pm-midnight - Bill Figenshu  
 (22-Bryn Mawr, Pennsylvania - 2½  
 years)

WKDA (Chuck McCartney), WIXZ  
 (Bill Steele), WMID ("The Real" Bill  
 Steele)

WMMR, 19th & Walnut Streets,  
 Philadelphia, Pennsylvania 19103,  
 561-0933

Format: Progressive  
 Freq: 93.3 Power: 25,000

Owner: Metromedia  
 General Manager: Joel Samuelsohn  
 Sales Manager: David L. McGahey  
 Program Director: Jerry Stevens  
 Music Director: Carol Miller  
 Policy: Anything of substance, melody  
 tone, rhythm with exception of the  
 overproduced and bubblegum.  
 Program from over 6,000 LP's. Open

promo man policy.  
 News Director: Bill Vitka (1)  
 Production Director: Bill Koepnick  
 Chief Engineer: Del Dengate  
 Head of Accounting: Herbert Diennor  
 Age Target: 18-34

6-10am - Johnny Craft  
 (28-Philadelphia, Pennsylvania - 10  
 years)

WCAM, WPAZ, WRCP  
 10am-2pm - Ed Sciaky  
 (24-Philadelphia, Pennsylvania - 5  
 years)

WHAT, WDAS, '70 WMMR  
 2-6pm - Nick Spencer (22-Old Lynne,  
 Connecticut - 3 years)

WXPX, '72 WMMR  
 6-10pm - David Dye (23-Swarthmore,  
 Pennsylvania - 4 years)

WSRN, '70 WMMR  
 10pm-3am - Michael Tearson  
 (25-Baltimore, Maryland - 6 years)

WXPX, WDAS, '70 WMMR  
 3-6am - Alan Ani (24-Larchmont,  
 New York - 2 years)

'72 WMMR  
 7pm-midnight Saturday, 6-10pm  
 Sunday - Carol Miller (22-New York,  
 New York - 3 years)

WXPX, '71 WMMR  
 10pm-1am Sunday - Gene Shay  
 (32-Philadelphia, Pennsylvania - 7  
 years)

WHAT, WDAS, '71 WMMR  
 Midnight-5am - Jonathan Takiff  
 (26-Philadelphia, Pennsylvania - 3  
 years) '71 WMMR

WDVR-FM, 10 Presidential Boulevard,  
 Philadelphia, Pennsylvania 19131,  
 1-215-839-7832

Format: Beautiful Music  
 Freq: 101.1 mc Power: 23,500  
 Owner: WDVR, Inc.

Total Employees: 20  
 General Manager: Jerry Lee  
 Sales Manager: William Froelich  
 Program Director: Daniel Wachs  
 Policy: Open promo policy. Feature as  
 many new easy listening releases as  
 possible.  
 Age Target: 18-64

5-11am - Alan Drew (25-Philadelphia,  
 Pennsylvania - 6 years)  
 '66 WHMI, WJIC, WWDB

11am-5pm - Chuck Read  
 (42-Warminster, Pennsylvania - 10  
 years)

WIBF, WNAR, WDVR

5-11pm - W. Lane Rogers  
(27-Morrisville, Pennsylvania - 5  
years)  
KOLT, KRFM, WINJ, WDVR

WYSP, 1617 John F. Kennedy  
Boulevard, Philadelphia, Pennsylvania  
19103, (215) 665, 9790  
Format: MOR  
Freq: 94.1 Power: 39,000  
Owner: SJR Communications  
Total Employees: 17  
General Manager: Jerry Michaels  
Sales Manager: Joseph Sheward  
Operations Manager: Frank X. Feller  
Program Director: Frank X. Feller  
Music Director: Sylvan Taplinger  
Policy: All good new rock singles.  
Open promo men policy.  
News Director: Jack O'Reily (2)  
Chief Engineer: William Gaston  
Head of Accounting: Mona Salatino  
Age Target: 25-50

6-10am - Jack O'Reily (49-New York,  
New York - 2 years)  
WOR, WPEN, Channel 9 New York,  
Mutual Network, ABC Network, NBC  
Network, KYW, '72 WYSP  
10am - 4pm - Harry Wood  
(54-Philadelphia, Pennsylvania - 35  
years)  
WNEW, KDSU, KYW, WRVA, WCFL,  
'71 WYSP  
4-10pm - Bruce Smallwood  
(28-Clayton, New Jersey - 6 years)  
WDUR, WKBS, WTMR, WUBZ, '71  
WYSP  
10pm-6am - Peter Stewart  
(20-Broomall, Pennsylvania - 1½  
years)  
WEEZ, '72 WYSP

WIBF-FM, Benson East Apartments,  
Jenkintown, Pennsylvania 19046,  
(215) TU 6-2000  
Format: MOR  
Freq: 103.9 Power: 3,000  
Owner: Fox Broadcasting Company  
Total Employees: 19  
General Manager: William L. Fox  
Station Manager: Douglas Henson  
Music Director: Larry Molinaro  
Policy: Two instrumentals to one  
vocal. No rock or jazz. Open promo  
policy.  
News Director: Don Hess (6)  
Chief Engineer: Steve Kurtz  
Head of Accounting: Charles Joseph

Age Target: 18-49

6am-1pm - Larry Molinaro (Blue Bell,  
Pennsylvania - 26 years)  
'46 WNAR, '69 WIFI, '70 WIBF  
1:20-4pm - Douglas Henson  
(Horsham, Pennsylvania - 31 years)  
'43 WTEL, '46 WMVG, '50 WJMJ, '65  
WRCP, '65 WIBF  
6pm-midnight - Don Hess  
(Norristown, Pennsylvania - 10 years)  
'62 WNAR, '70 WIBF

WWDB, 3930 Conshohocken Avenue,  
Philadelphia, Pennsylvania 19131, TR  
8-1500  
Format: Jazz  
Freq: 96.5 Power: 50,000  
Owner: Banks Broadcasting  
Total Employees: 25  
General Manager: William Banks  
Station Manager: Dolly Banks  
Sales Manager: Jack Dash  
Program Director: Sid Mark  
Music Director: Sid Mark  
Policy: Primarily LP's. Open promo  
man policy.  
News Director: Stewart Chase (3)  
Chief Engineer: Robert Hoy  
Head of Accounting: Edward Kazanjian  
Age Target: 18-40

6-11am - Art Andrews  
(29-Philadelphia, Pennsylvania - 8  
years)  
WNAR, WTMR, WIOQ, WWDB  
11am-3pm - Bob Crose  
(34-Philadelphia, Pennsylvania - 10  
years)  
WEEZ, WILM, WPEN, WWDB  
3-7pm - Allen Michaels  
(40-Philadelphia, Pennsylvania - 15  
years)  
WTOL, WIP, WPEN, WWDB  
7pm-midnight - Dave Roberts  
(38-Levittown, Pennsylvania - 5  
years)  
WGCB, '69 WWDB  
12-6am - Morrie Rosen (36-Camden,  
New Jersey - 17 years)  
WIFI, WIBF, WRNJ, WCMC, '71  
WWDB

WHAT, 3930 Conshohocken Avenue,  
Philadelphia, Pennsylvania 19131,  
(215) 878-1500  
Format: Progressive R&B  
Freq: 1340 Power: 1,000  
Owner: William Banks

General Manager: William Banks  
 Station Manager: Dolly Banks  
 Sales Manager: Jack Dash  
 Program Director: Chris Turner  
 Music Director: Chris Turner  
 Policy: 41 singles and cuts from 5  
 LP's. Promo men seen Thursday and  
 Friday.  
 News Director: Maurice Shane (4)  
 Chief Engineer: Bob Hoy  
 Head of Accounting: Edward Kazanjian  
 Age Target: 12-35

6-10am - Tal Forrest (27-Columbia,  
 South Carolina - 9 years)  
 '63 WEAW (Mr. Groove), '66 WTMP  
 (Mr. Groove), '67 WEBB, '68 WJZ, '69  
 WDL (Mr. Groove), '70 KNOK  
 (Program Director), '72 WHAT (Mr.  
 Groove)

10am-2pm - Jerry Lavell  
 (29-Brooklyn, New York - 5 years)  
 WJBE, WVOK, WIGO, YIA, WHAT

2-6pm - Chris Turner (27-St. Louis,  
 Missouri - 11 years)

KATZ, KPRS, WLLE, KADI, WUBS,  
 WAOK, WDIA, WOKJ, KALO, WLOK

2-6pm - Hil Johnson (24-San  
 Bernardino, California - 4 years)

KRNS, KUCR, WAMM, WTAC,  
 WHAT

10pm-2am - Frankie Stewart  
 (24-Norfolk, Virginia - 4 years)

WENZ, WRAP, WABQ, WLOK, WHAT

2-6am - Lloyd Fatman  
 (49-Philadelphia, Pennsylvania - 14  
 years)

WHAT

9am-2pm Sundays - Mary Mason  
 (Philadelphia, Pennsylvania - 14  
 years)

WHAT

WCAU-FM, City and Monument  
 Roads, Philadelphia, Pennsylvania  
 19131, (215) 839-7000

Format: Top 40 Gold

Freq: 98.1 Power: 50,000

Owner: CBS

Station Manager: James M. Keating

Sales Manager: Hank Tronco

Program Director: Jim Nettleton

Music Director: Jim Nettleton

Policy: 30 current singles with varying  
 list of extras. Soon to add LP cuts, 4  
 currents per hour. Rest is solid gold.

Automated except in drive.

News Director: Clay Dillon

Chief Engineer: Bob Sheilds

Head of Accounting: Milt Groth

Age Target: 18-34

6-9am - Long John Wade (30-New  
 York, New York - 12 years)

WHIL, WAAB, WHAV, WTAO, WSPR,  
 WPRC, WFIL, '71 WIBG, '72 WCBS,  
 '71 WCAU

3-6pm - Jim Nettleton (31-Boston,  
 Massachusetts - 13 years)

'59 WPAZ, '60 WHTG, '60 WATR, '63  
 WAVZ, '63 WDRC, '66 WFIL, '69  
 WABC, '71 WHN, '71 WPIX, '72  
 CHUM, '72 WCAU

# PHOENIX



Phoenix, Arizona, Market Rank: 34th, Population: 1,021,000. Black population rank: 88th (33,453), Spanish: 7%

**ECONOMY:** Located in central Arizona, 120 miles north of Tucson, 200 miles east of the California border. Tourism is the most important industry, primarily due to the climate. The city is undergoing rapid growth in residential, construction and resort hotels. Primary industries include steel and iron foundries, metal fabrication plants, aircraft factories and electronic research labs. Garment manufacturing has recently been developed. Greyhound and Ramada Inn have their home offices here. There is a Goodyear plant. Citrus fruits and cotton are the prime agricultural commodities. The area has been very popular with the film industry of late. The Dick Van Dyke show is filmed here, and many westerns have had Monument Valley, Care Creek, and other picturesque surroundings for backdrops. Luke Air Force Base has upwards of 5,000 servicemen. Arizona State University has 16,000 students.

**PEOPLE:** The Mexican population makes up 7% of the people. Protestants form the dominant religious group. Republicans are in control. There is a definite generation gap in attitudes here. The average age

is 24, but there is a large retirement community as well. Dress codes are extremely liberal, down to the junior high school level, but attitudes of the over 34 group are super conservative. There are many longhairs. Legalization of marijuana is the major issue among the people. The governor has made a stand against any leniency, following President Nixon, and has stated that he would veto any new laws put before him that propose lesser penalties.

**COST OF LIVING:** Moderate. One bedroom furnished apartments will lease for an average of \$150, but the short-term tourist may have to pay \$250-\$300 for the same apartment. Gas costs are low, .30 for regular, food is average. Jock salaries range from \$500 to \$1,700 per month. Top Forty jocks average \$90/month.

AM		
KASA	Religious	1540
KBUZ	Beautiful	1310
KDKB	Progressive	1510
KDGT	Beautiful	1440
KHAT		1480
KHCS	Religious	1010
KHEP	Religious	1280
KIFN	Spanish	860
KMEO	Beautiful	740
KOOL	Prog. MOR	960
KOY	Prog. MOR	550
KJJD	Country	910
KRDS	Country	1190
KRIZ	Top 40	1230
KRUX	Top 40	1360
KTAR	MOR	620
KTUF	Country	1580
KUPD	Top 40	1060
KXIV	Beautiful/sports	1400

FM		
KBUZ		104.7
KDKB	Prog.	93.3
KDGT	Simul w/AM	100.7
KHEP	Religious	101.5
KMEO	Beautiful	96.9
KOOL	Oldies	94.5
KRFM	Beautiful	95.5
KTAR	Auto. Gold	98.7
KNIX	Country	102.5
KUPD	Simul w/AM	97.9

## SPOTLIGHT ON-----

KRUX, 7401 W. Camelback Road, Glendale, Arizona 85033, (602)

931-3191

Format: Top 40

Freq: 1360 Power: 5,000 daytime,  
1,000 night

Owner: Arizona Loaders Corp.

Total Employees: 20

General Manager: George P. Lasley

Station Manager: George P. Lasley

Sales Manager: Bob Zimmerman

Policy: 35 singles, 5 LP's. Mix current  
and gold records. Open door policy.

Program Director: John Mack Flannagan

Music Director: Gary Mack

News Director: Rod Peterson (3)

Chief Engineer: Ray Thompson

Head of Accounting: Lois Wainwright

Age Target: 18-34

6-10am - Dennis King (29-Paradise,  
California - 7 years)'67 KAFY, '69 KDES, '70 KDON, '71  
KRUX10am-2pm - Phil Miller (23-Fresno,  
California - 7 years)'65 KMAK, '69 WLOB, '70 KOBO, '71  
KRUX

2-6pm - John Mack Flannagan

(26-Roswell, New Mexico - 9 years)

'66 KLBK, '68 Armed Forces Radio,  
'68 KHYT, '69 KIKX, '69 KTKT, '72  
KRUX6-10pm - Bob Shannon (23-San  
Francisco, California - 5 years)'68 KCRW, '70 KRDS, '71 KTKT, '71  
KRUX

10pm-2am - Johnny Mitchell

'68 KUDL, '72 KRUX

2-6am - Gary Mack (26-Denver.  
Colorado - 5 years)'64 KYSN, '67 KRIZ, '69 KRUX, '7.  
KTAR, '71 KRUXKOOL, 511 W. Adams, Phoenix,  
Arizona 85003, 271-2345

Format: MOR-Informational

Freq: 960 kc Power: 5,000

Owner: Tom Chauncey, Gene Autry

Total Employees: 40

General Manager: Homer Lane

Station Manager: Bill Lester

Sales Manager: Morrie Puzzi

Program Director: John Johnson

Music Director: Joe McNamara

Policy: 20% singles, 80% LPs. Open  
door policy.

News Director: Jim Murdock (5)

Chief Engineer: Al Hillstrom

Head of Accounting: Jerry Morris

Age Target: 25 and up

5-11am - Len Ingebrigtsen  
(53-Minneapolis, Minnesota - 30  
years)

'53 KOY, '67 KOOL

12:25-4pm - Joe McNamara  
(33-Minneapolis, Minnesota - 15  
years) '67 KCUB, '70 KOOL4-6pm - Johnny Johnson (39-Jerome,  
Arizona - 21 years)'51 KGPH, '53 KCLS, '55 KOY, '67  
KOOLMidnight-5am - Ray Miller (34-Ohio  
- 10 years)

'68 KOOL

KTUF/KNIX, P. O. Box 15040,  
Phoenix, Arizona 85018, 966-6236

Format: Country

Freq: KTUF AM 1580, KNIX FM  
102.5 POWER: AM 50,000 watts,  
FM 100,000 wattsOwner: Buck Owens Broadcasting,  
Inc.

Total Employees: 20

General Manager: Bob Rogers

Station Manager: Bob Rogers

Sales Manager: Thomas Mitchell

Program Director: Larry Daniels

Music Director: Mike Scott

Policy: 70-80 records, 1 LP cut per  
hour, 6 classics. Rest is current hits  
and climbers.

News Director: Bud Kelly (2)

Chief Engineer: Elliot Klein

Head of Accounting: Fran Tracy

Age Target: 18-49

5-9am - Tommy Writer

9am-noon - Larry Daniels (31-Tulare,  
California - 16 years)KUZZ (Program Director), KMAK  
(Music Director) '71 KTUF/KNIX

Noon-3pm - Bob Butler

3-7pm - Mike Scott

7pm-midnight - Len Roberts

Midnight-6am - Skip Conway

KRIZ, 2345 West Buckeye Road,  
Phoenix, Arizona 85009, (602)  
258-6717

Format: Top 40

Freq: 1230 Power: 1 kw days, 250  
nightsOwner: Doubleday Broadcasting Co.  
Total Employees: 25

General Manager: Gary Stevens

Sales Manager: Allan Goodman

Program Director: Gerry Peterson

Music Director: Batt Johnson

Policy: Approximately 30 singles.  
Occasional LP cuts. Open door policy.  
News Director: Andy McCollum (3)  
Chief Engineer: Walt Ellis  
Head of Accounting: Betty Deever  
Age Target: 13-36

6-9am - Chuck Brady

WKLO

Noon-3pm - Batt Johnson  
(25-Olympia, Washington - 4 years)  
KBKB, KPRI, KCBQ, KUPD, KRIZ

3-6pm - Thomas J. Irwin (23-San  
Diego, California - 7 years)

'66 KPRI, '69 KYOS, '69 KACY  
(Bobby "Shotgun" McAllister), '70  
KAFY ("Shotgun Tom" Kelly), '71  
KAFY, '71 KGB, '71 KCBQ, '72 KGB

9pm-midnight - Captain Max  
(21-Phoenix, Arizona - 5½ years)

KDOT (Bill Andrews), KXIV (Jim  
Nelson), KTAR (Jim Nelson)

Midnight-6am - Doug James  
(23-DeSoto, Iowa - 3½ years)

WGLI, KTLK, WISE, WMFJ

Weekends - Don Stewart  
(20-Tolleson, Arizona - 5 years)

KCAC, KBUZ, KRDS, KMEO, KNIX,  
KAOS

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KOY, 840 North Central Avenue,  
Phoenix, Arizona 85004, 258-8181

Format: MOR

Freq: 550 Power: 5,000

Owner: Southern Broadcasting  
Corporation

Total Employees: 36

General Manager: Gary Edens

Operations Director: Dan Armstrong

Sales Manager: Mike Knox

Program Director: Nat Stevens

Music Director: Dan Armstrong

Policy: 30-45 singles per week mixed  
with oldies. See promo men

Monday-Friday by appointment.

News Director: Bob Scott (7)

Chief Engineer: Rodger Johnson

Head of Accounting: Jean Byrum

Age Target: 18-49

6-9am - Mike Farrell

9am-noon - Dan Armstrong

Noon-3pm - Nat Stevens

3-6pm - Brian Connor

6-9pm - George Weaver

9-midnight - Joe Christopher

Midnight-5:30am - Phil Taylor

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KTAR, 1101 N. Central, Phoenix,

Arizona 85001, 258-7333

Format: MOR

Freq: 620 Power: 5,000

Owner: Combined Communications  
Corp.

Total Employees: 25

General Manager: George Guyan

Station Manager: George Guyan

Sales Manager: Noel Barrie

Program Director: Lucky Lawrence

Music Director: Katie Sherrick

Policy: 50 singles, LPs, but mostly  
oldie LPs.

News Director: George Scott (4)

Chief Engineer: Max Porter

Head of Accounting: Glen Banks

Age Target: 24-49

6-10am - Bill Heywood (36-Newton,  
Kansas - 14 years)

'58 KSOK (Bill Emery), '60 KPHO,  
'61 KUPD, '65 KXIV, '66 KUPD, '69  
KTAR

10am-2pm - Bob Capps (45-Albany,  
Texas - 24 years)

'48 KRBC, '49 KRUX, '51 KOY, '68  
KTAR

2-6pm - Lucky Lawrence  
(39-Guthrie, Oklahoma - 20 years)

'53 KSPI (Larry Wright), '56 KRUX,  
'68 KRFM, '69 KTAR

6pm-midnight - Dave Fisher  
(27-Altadena, California - 8 years)

'64 KBMS, '65 KTTV, '65 KAFF  
(Harlow Goobly), '66 KUPD, '66  
KMEO, '66 KCLS (Harlow Goobly),  
'67 KUPD, '68 KTAR

KRFM, 3501 N. Sixteenth Street,  
Phoenix, Arizona 85016, 264-0123

Format: Beautiful (Auto.)

Freq: 95.5 mhz Power: 100

Owner: Arizona FM, Inc.

Total Employees: 15

General Manager: Thomas M. Churchill

Station Manager: Thomas M. Churchill

Sales Manager: Michael B. Churchill

Program Director: Thomas M. Churchill

Chief Engineer: Charles Spencer

Head of Accounting: Marilyn DeGraw

Age Target: 25-49

KDXB, 146 S. Country Club Drive,  
Mesa, Arizona, 833-4261

Format: Progressive Rock

Freq: KDXB AM 1510, KDXB-FM  
93.3 Power: KDXB-AM 10,000

watts, KDXB-FM 100,000 watts

Owner: Dwight Karma Broadcasting

Co.  
 Total Employees: 20  
 General Manager: Eric Hauenstein  
 Station Manager: Eric Hauenstein  
 Sales Manager: Daniel Muth  
 Program Director: William E. Compton  
 Music Director: Michael Curtiss  
 Policy: Few singles, 99% albums. Open door policy.  
 News Director: Bob Dunn and Mike Sava (4)  
 Chief Engineer: James Groll  
 Head of Accounting: June Vogel  
 Age Target: 18-35

6-10am - Todd Hall (29-Phoenix, Arizona - 5 years)

'67 KFCA (Gary Kinsey), '68 KOY, '69 KCAC, '69 KDKB

10am-2pm - Michael Willard Curtiss (33-Ashland, Kentucky - 13 years)

'60 WCMI, '61 WGOH, '61 WDOC, '61 AFRTS, '66 WIRO, WVQM, WWKO, WVQM, '66 WTCR, '67 WKKO, '68 WMEG, '68 WKKO, '71 KDKB

2-6pm - William Edward Compton (26-Tyler, Texas - 8 years)

'63 KDOK, '65 WNFO, '65 KTBB, '68 KVIL, '69 KRUX, '69 KCAC, '71 KUPD, '71 KDKB

7pm-midnight - Dwight Tindle (23-Philadelphia, Pennsylvania - 2 years)

'71 KDKB

Midnight-6am - Hank Cookenboo (28-Tyler, Texas - 9 years)

'63 KTBB, '63 KGKB, '64 KDOK, '67 KTBB, '67 KVET, '68 KTBC, '68 KVIL, '69 KPHO, '69 KCAC, '71 KDKB

KJJJ, 631 N. First Avenue, Phoenix, Arizona 85003, 254-7177

Format: Modern Country

Freq: 910 khz Power: 5,000

Owner: Dairyland Management, Inc.

Total Employees: 20

General Manager: Ray Odom

Station Manager: Ray Odom

Sales Manager: John Moritz

Program Director: Mike Mitchell

Music Director: Mike Mitchell

Policy: 30 to 50 singles. Hand picked LPs. Open door policy.

News Director: Myron Drake (3)

Chief Engineer: Jim Opsta

Head of Accounting: Karen Gorman

Age Target: 18 and up

5-9am - Dean Bradley (32-Danville, Illinois - 15 years)

'54 WDAN, '67 KOY (Brad Johnson),

'68 KVOY (Brad Johnson), '68

'KOOL (Dean Bradley), '71 KXIV

9am-noon - Mike Mitchell (34-Taylor, Arizona - 15 years)

'57 KGLU, '60 KRUX, '66 KOMA,

'67 CKLW (Bob Drake), '71 KUPD,

'72 KJJJ

Noon-4pm - Perry Martin (26-Roswell, New Mexico - 1 year)

'71 KENM, '72 KCUB, '72 KRSY, '72

KJJJ

4-8pm - Don Ewing (32-Glasgow, Montana - 10 years)

'62 KLTZ, '65 KBOM, '68 KKGf, '69

KOY, '70 KOOL, '71 KPHO

8pm-midnight - Larry Barwick (35-Phoenix, Arizona - 14 years)

'58 KEEP, '60 KOMA, '62 KXLY, '62

KLPR, '65 KOMA, '68 KOOL

Midnight-5am - Cece White (42 - 22 years)

'47 WFML, '50 Armed Forces Radio,

'62 KAHU, '67 KTUF, '68 KHAT, '71

KJJJ

KDOT, P. O. Box 1827, Scottsdale, Arizona 85252, 947, 7355

Format: Instrumental

Freq: 1440 kc, 100.7 mhz Power:

5,000 AM, 90,000 FM

Owner: Central Arizona Broadcasting, Inc.

Total Employees: 14

General Manager: Sam E. Pendleton

Station Manager: Sam E. Pendleton

Sales Manager: Rick Orick

Program Director: Shelia Fields

Policy: Automated

News Director: John Rowlinson (5)

Chief Engineer: John B. Harding

Head of Accounting: Miss Fields

Age Target: 25+

# PITTSBURGH



Pittsburgh, Pennsylvania, Market Rank: 10th, Metro Population: 2,401,362

Ethnic Breakdown: Black - 20.2%

**HISTORY:** The Valley of the Ohio was first explored by Rene Robert Cavalier Sieur de La Salle in 1679. George Washington visited the present site of Pittsburgh in 1753 and advised that a fort be built there. A blockhouse was begun in 1754, but a group of militia sent to occupy it was forced by the French and Indians to abandon the post. The French built Fort Duquesne on the site, but it was taken from them by the English in 1758 and changed the name to Fort Pitt. City founded off the site of the fort in 1764.

**ECONOMY:** The "Gateway to the West" is located in western Pennsylvania, 120 miles southeast of Cleveland, 400 miles west of Philadelphia, at the confluence of the Monongahela and Allegheny Rivers, which become the Ohio. The city ranks third in the U.S. as an industry headquarters. Famous as a steel center, some 122,700 people are employed in the city's major industry, which comprises nearly one-fifth the steelmaking capacity of the U.S. (majors include U.S. Steel, National and Jones & Laughlin), Gulf Oil and Alcoa Aluminum are two of the major

employers. Other important products include food (H.J. Heinz), chemicals, printing and publishing, glass (PPG), coal and coke, clay and scientific research (3rd largest industry). The city is the most important inland port in the country by volume and is a major trucking, railway, air transportation center. Among other firsts, Pittsburgh claims the first full-scale nuclear power plant and the first picture phone. The Three Rivers Art Festival is the major annual event, held the last week in May in Gateway Center.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of Pittsburgh (25,200), Carnegie-Mellon University (2,646), Duquesne University (7,376), Point Park College (4,650), Heinz Hall.

**THE PEOPLE:** Conservative, but also progressive. Politics like everywhere else. A prominent current issue is that of urban rapid transit with the proposal of a "skybus" which would modernize the city's traffic flow, but which has been planned at the beginning to serve only the southern portion of the triangle. The mayor is against the proposal, as are many of the citizens. Although the city itself is nearly 20% black, they are surprisingly well tolerated despite the large population of "hard hats." One of the cleanest industrial centers.

**TWO RECOMMENDED HOTELS:** Pittsburgh Hilton (downtown), Flying Carpet Motor Lodge (airport).

**COST OF LIVING:** Average price for bread is 32 cents, regular gasoline: 34-41 cents, one bedroom apartment with a pool, furnished \$160, state sales tax: 6%, state income tax 2.3%.

**DISC JOCKEYS MAKE:** Highest: \$25,000, average: \$12,000.

AM		
KDKA	Prog. MOR-Talk	1020
KQV	Top 40	1410
WAMO	Black	860
WARO	Country/Religious	540
WEDO	Progressive	810
WEPP	Country	1080
WHJB		620
WIXZ	Top 40	1360
WJAS		1320
WKPA	MOR	1150

WLOA	Beautiful	1550
WMBA	Prog. MOR	1460
WPIT	Language/Educ.	730
WTAE	Prog. MOR	1250
WWSW	MOR	970
WZUM	Prog.	1590
FM		
WAMO	Black	105.9
WDVE	Prog.	102.5
WEED	Country	107.9
WJAS		99.7
WKJF	Beautiful	96.9
WLOA	Beautiful	96.9
WNUN	Big Band	100.7
WPIT	Language/Educ.	101.5

**SPOTLIGHT ON-----**

WMBA, 309 Duss Avenue, Ambridge, Pennsylvania, (412) 266-1110  
 Format: MOR  
 Freq: 1460 Power: 500  
 Owner: Bride Broadcast Group, Inc.  
 Total Employees: 15  
 General Manager: Roy E. Angst  
 Station Manager: Roy E. Angst  
 Sales Manager: John W. Bride  
 Program Director: John J. Poister, Jr.  
 Music Director: John J. Poister, Jr.  
 Policy: 52 current singles, 25 current albums.  
 News Director: John J. Poister, Jr. (1)  
 Chief Engineer: Ted Ruscitti  
 Age Target: 18-49

6-9 am - Mike Raskovsky  
 (21-Ambridge, Pennsylvania - 2 years)  
 Noon-3pm - Michael-John Harbanon  
 (21-Pittsburgh, Pennsylvania - 3 years)

WRCT  
 3-5:30pm - John Poister  
 (23-Sewickley, Pennsylvania - 4 years)

'69 WTKO, '70 WEBO  
 6-8:30pm - Ted Ruscitti  
 (19-Hopewell Twp., Pennsylvania - 2 years)  
 WMBA

KQV, 411 Seventh Avenue, Pittsburgh, Pennsylvania 15219, (412) 281-9100

Format: Top 40  
 Freq: 1410 Power: 5,000  
 Owner: ABC  
 Total Employees: 65  
 General Manager: John Gibbs  
 Station Manager: John Gibbs  
 Sales Manager: Gary Popkins

Program Director: Bob Harper  
 Music Director: John Summer  
 Policy: 30 singles, 5 LPs. See promo people Tuesday 10-2.  
 News Director: Carl Eckels (7)  
 Chief Engineer: Jim Hancock  
 Head of Accounting: Ed Tracey  
 Age Target: 12-34

6-10am - Bob DeCarlo (31-Scranton, Pennsylvania - 12 years)  
 '60 WJAM (Mr. Z), '62 WICE, '70 WDRC, '71 KQV

10am-2pm - Perry Marshall  
 (47-Chicago, Illinois - 21 years)  
 '61 WIND, '65 WTAE, '70 WJAS, '72 KQV

2-6pm - John Summers  
 (31-Owensboro, Kentucky - 15 years)  
 WOMI (John Fantini), WTCJ, WROZ (John Carr), WHOM, WKLO (John Gray), WSAI, '70 KQV

6-10pm - Jeff Christie (21-Cape Girardeau, Missouri - 6 years)  
 '67 KGMQ, '71 WIXZ, '72 KQV  
 10pm-2am - Timothy G. Adams  
 WBSR

2-6am - Anderson Little  
 (30-Pittsburgh, Pennsylvania - 12 years)  
 '60 WOED, '61 WAMO, '67 KUDL (J. P. Soul), '69 KWKI, '69 KXIW, '71 KUDL, '72 KQV

KDKA, 1 Gateway Center, Pittsburgh, Pennsylvania 15222, (412) 391-3000  
 Format: Top 40-talk  
 Freq: 1020 Power: 50,000  
 Owner: Westinghouse Broadcasting Co., Inc.

Total Employees: 40  
 General Manager: A.B. Hartman  
 Station Manager: A.B. Hartman  
 Sales Manager: Warren Maurer  
 Program Director: Alan Mitchell  
 Music Director: Ed Salamon  
 Policy: Current singles and oldies.  
 Some LP cuts. Open promo policy.  
 News Director: William Brady (8)  
 Chief Engineer: Paul Stewart  
 Head of Accounting: James Melinder  
 Age Target: Everybody

6-10am - Jack Bogut  
 10am-2pm - Art Pallan  
 2-5pm - Joel Zelle  
 6-9pm - Mike Levine  
 9pm-midnight - Jim Jeffrey  
 Midnight-6am - Jack Wheeler

WYDD, WYDD Suite, Gateway Towers, Gateway Center, Pittsburgh, Pennsylvania 15222, (412) 362-2144  
Format: Progressive

Freq: 104.7 mhz Power: 50,000  
Owner: Gateway Broadcasting Enterprises

Total Employees: 25  
General Manager: Nelson L. Goldberg  
Station Manager: Jay Davis  
Sales Manager: Eric Hughes  
Program Director: Dwight Douglas  
Music Director: Jack Robson  
Policy: 10-15 singles, 600 LPs. See promo people Tuesday 10-2pm. Open promo policy.

News Director: Shelly Berman (3)  
Chief Engineer: Michael Matey  
Head of Accounting: Ann Shoemaker  
Age Target: 18-35

6-10am - Jack Robson (28-Johnstown, Pennsylvania - 11 years)

'62 WJAC, '70 WKPA, '70 WYDD (Jack Robertson)

10am-3pm - Joseph Cooper (25-Kittanning, Pennsylvania - 11 years)

'61 WACB (Joe Cooper), '52 WDAD, '65 WCPA, '66 WEEP, '69 WIXZ, '71 WBVP, '72 WYDD

3-6pm - Jay Davis (25-Pittsburgh, Pennsylvania - 7 years)

'66 WPSL, '66 WLOA, '66 WHJB, '69 KQV, '72 WYDD

6-10pm - Shelly Berman (21-New York, New York - 2 years)

WDVE

10pm-1am - Dwight Douglas (23-Pittsburgh, Pennsylvania - 5 years)

WDVE (Program Director)

1-6am - Chuck Beatty (21-Pittsburgh, Pennsylvania - 1 year)

WTAE, 400 Ardmore Boulevard, Pittsburgh, Pennsylvania 15230, (412) 242-4300

Format: MOR

Freq: 1250 Power: 5,000 watts

Owner: Hearst Corporation

General Manager: Franklin C. Snyder

Station Manager: Richard K. Ross

Sales Manager: James McQuaibe

Program Director: Bernie Armstrong, Jr

Music Director: Bernie Armstrong, Jr.

Production Director: Hank Baughman

Policy: 35 singles, 45 album cuts, 60

oldies. See promo people Tuesday.

News Director: Fred Young (18)

Chief Engineer: James L. Greenwood

Head of Accounting: James Gormly

Age Target: 25-49

6-10am - Larry O'Brien (30-Toledo, Ohio - 11 years)

WTOD, WALT, KSOL, WYSL, WGRT, WGH, WCFL, WTAE

10am-2pm - Chuck Brinkman (36-Cleveland, Ohio - 16 years)

WNHC, KQV, '72 WTAE

2-6pm - John Garry (40-Toledo, Ohio - 15 years)

WTOD, WTRX, WSPD, WOHO, WGH, WIST, '72 WTAE

7-10pm - Bill Hillgrove (31-Pittsburgh, Pennsylvania - 8 years)

WKJF, '67 WTAE

10pm-midnight - Lynn Hinds (36-Pittsburgh, Pennsylvania - 5 years)

KQV, '70 WTAE

Midnight-6am - Tom Lyons (37-Kittanning, Pennsylvania - 16 years)

KQV, '67 WTAE

WZUM, 201 Ewing Avenue, Pittsburgh, Pennsylvania 15205, (412) 922-0550

Format: Rock

Freq: 1590 Power: 1,000

Owner: PS Broadcasting Co.

Total Employees: 20

General Manager: James Psihoulis

Station Manager: Norman Slemenda

Sales Manager: Norman Slemenda

Program Director: C. W. Beuret

Music Director: C. W. Beuret

Policy: 95% albums, 5% current singles.

News Director: C. W. Beuret

Chief Engineer: C. W. Beuret

Head of Accounting: James Psihoulis

Age Target: 13-30

6-11am - Paul Perry (23-Pittsburgh, Pennsylvania - 5 years)

'67 WPGH, '69 WZUM, '71 WAER, '71 WPAW, '72 WZUM

11am-3pm - Kit Baron (26-Pittsburgh, Pennsylvania - 8 years)

'65 WPGH, '68 WNUF, '68 WZUM, '71 WTAE, '72 WZUM

3-9pm - John Krixt (23-Pittsburgh, Pennsylvania - 5 years)

# PORTLAND



Portland, Oregon, Market Rank: 25th, Metro Population: 1,000,000, Total Population: 1,322,300

Ethnic Breakdown: Black: 3%, Spanish: 1%, Other: 1.3%

**HISTORY:** Portland, Oregon, settled in 1842 as a supply town at the confluence of the Willamette and Columbia Rivers, has grown to be one of three major West Coast ports serving every major shipper. Named by the flip of a coin after Portland, Maine rather than Boston, Portland was a major ship building city during World War II. Growth has followed with great expansion of city limits and freeways. Only 60 minutes from ski areas and 90 minutes from sandy Oregon beaches. Portland is the largest city in a state hard at work on a course of "liveability."

**ECONOMY:** Lumber is the leading industry, but electronics runs a close second. Non-dependent on one major manufacturing industry, Portland has realized great growth in numerous small industries. As a shipping port for Eastern Oregon and Washington and Idaho products — and major entry for foreign cars, the Port of Portland continues to grow. Air traffic increases each year. Metals, paper products, fabrics, food products, furniture, chemicals, photography, count only a few of the major employment areas of

Portland, COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:

The University of Portland, Portland State College, Mt. Hood Community College, Reed University of Oregon Medical School and Lewis & Clark are the major colleges of 13 in Portland. Total college student population is nearly 65,000.

**THE PEOPLE:** Oregonians pride themselves in individuality. Democrats lead in total registrations, yet the state's two Senators and Governor are Republican. Western by nature they are friendly, relaxed, liberal in some ways but conservative in others. Obscenity still is "bad," growing without planning is out, hitchhiking is allowed on the highways, selling canned beverages is against the law. Portland's new mayor is 32.

**TWO RECOMMENDED HOTELS:** Cosmopolitan Air-Tel, Benson. Hilton, Sheraton.

**COST OF LIVING** Average price for bread is 30 cents a pound, regular gasoline: 34 cents, one bedroom apartment furnished: \$180-\$200, unfurnished: \$150 state sales tax: none, state income tax: \$9,500 — Tax \$262, \$15,000 Tax \$556

**DISC JOCKEYS MAKE:** Lowest: \$5,500, Highest: \$20,000, Average: \$10,000.

KEX	MOR	1190
KGAR	Talk	1550
KGW	Top 40	620
KISN	Top 40	910
KKEY	Auto MOR	1150
KLIQ	Relig on & Talk	1290
KOIN	MOR	970
KPAM	Top 40	1410
KPDQ	Religion	800
KPOK	Golden	1330
KRDR	Country	1230
KVAN	Progressive	1480
KWJJ	Country	1080
KXL	Beautiful & news	750
KYXI	Beautiful	1520

FM		
KINK	Progressive	101.9
KJTB	Beautiful	99.5
KLQ	MOR	92.3
KOIN	Simul w/AM	101.1
KFAM	Simul w/AM	97.1

KPDQ	Simul w/AM	93.7
KPOK	Auto MOR	98.5
KQFM	Beautiful	100.3
KQIV	Progressive	106.7
KXL	Simul w/AM	95.5

**SPOTLIGHT ON**-----

KOIN, 140 SW Columbia Street,  
Portland, Oregon 97201, 228-3333

Format: MOR

Freq: 970 kc Power: 5,000

Owner: Mount Hood Radio and  
Television Broadcasting Corporation

General Manager: Andrew E. Jacobs, Jr.

Station Manager: Andrew E. Jacobs, Jr.

Sales Manager: John Clarke

Program Director: Bill Baldwin

Music Director: Jim Johnson

Policy: About 60% singles, 40% LP  
cuts, open promo policy.

News Director: Dave Jones

Chief Engineer: Al Bishop

Head of Accounting: Jack Boufford

Age Target: 18-49

6-10am - Rich Pauley (37-Chicago,  
Illinois - 18 years)

WINQ, KNX, WBT, KOIN

10am-3pm - George Goode  
(45-Seattle, Washington - 20 years)

'52 KELO, '54 KPAS, '55 KSON, '57

KFMB, '58 KXL, '60 KSOO, '62 KXL,

'65 KPAM, '69 KOIN

3-7pm - David G. Hixson (33-Denver,  
Colorado - 8 years)

'64 WFLB, '65 KGOS, '66 KRDO, '67

WIBW, '69 KELI,, '71 KOIN

7pm-midnight - Mike Grogan  
(29-Portland, Oregon - 8 years)

'64, WHYD, '55 AFNS, '66 AFVN,

'67 Far East Network, '69 KMCM, '69

KOIN

KEX, 2130 SW 5th Avenue, Portland,  
Oregon 97201, 222-1881

Format: MOR

Freq: 1190 kh Power: 50 kw

Owner: Golden West Broadcasters,  
Inc.

Total Employees: 40

General Manager: Fulton Wilkins

Station Manager: Fulton Wilkins

Sales Manager: Richard Kale

Program Director: Victor Ives

Music Director: Robert Swanson

Policy: 120 singles and LP cuts. Open  
promo policy.

News Director: Jim Howe (5)

Chief Engineer: Paul Mathew

Head of Accounting: Sandra Willis

Age Target: 24-49

6-10am - Barney Keep (50-Portland,  
Oregon - 28 years)

KXL, KEX

10am-1pm - Bob Swanson (30 - 10  
years)

KING, KIDO, '67 KEX

1-5pm - Hal Raymond (40-Hillsboro,  
Illinois - 20 years)

KGW, WDGY, KISN, KBOX, KAYO,  
AFNet., '68 KEX

5-8pm - Jim Hollister (34-San  
Francisco, California - 10 years)

KMPX, KABC, KNBA, '70 KEX

8pm-midnight - Sherm Meyer  
(28-Portland, Oregon - 10 years)

KISN, '72 KEX

Midnight-5:30am - Russ Conrad  
(45-Portland, Oregon - 20 years)

KWJJ, 931 S.W. King Avenue,  
Portland, Oregon 97205, (503)  
228-4393

Format: Country

Freq: 1080 Power: 50,000 watts  
daytime; 10,000 watts night

Total Employees: 18

General Manager: George R. Sanders, Jr.

Station Manager: George R. Sanders, Jr.

Sales Manager: George R. Sanders, Jr.

Program Director: Art Morey

Music Director: Sammy Taylor

Policy: No set number of singles,  
depends on current releases, 3-4 LP  
cuts per hour. Promo men 12-3pm  
daily.

News Director: George R. Sanders, Jr.

Chief Engineer: Lester Windes

Head of Accounting: Eileen Peck

Age Target: Adults

6-9am M-F; 6-10:30am Sat. - Bill  
Rackley (42-Lancaster, Washington -  
16 years)

'56 KUAN, '57 KAST, '63 KOHI, '64  
KPOK, '67 KWJJ

9am-noon M-F - Sammy Taylor  
(57-Toronto, Kansas - 36 years)

'37 KWJJ, '51 KGW-KEX, '45 KWJJ

Noon-4pm M-F, 10:30am-3pm Sat. -  
Denis Ackerman (32-Larned, Kansas -  
10 years)

'62 KCID, '65 KGEM, '68 KMON, '68  
KWJJ

4-7pm M-F, 3:30-7:30pm - Sat. -  
Chris Adams (25-Los Angeles,  
California - 10 years)

'63 KCID, '66 KFXD, '67 KGEM, '68  
 KRRC, '70 KWJJ  
 7pm-midnight M-F, 7:30pm-1:30am  
 Sat. - Leo Erickson  
 Midnight-6am Tue-Sat, 1:30-8am Sun.  
 - Steve McNally (30-Joplin, Missouri  
 - 13 years) '60 WMBH, '60 KDMO,  
 '61 KVAS, '62 KAST, '64 KPOJ, '65  
 KACI, '68 KSWB, '71 KLIQ, '70  
 KPRB, '70 KSWB, '70 KLIQ, '71  
 KWJJ

KINK, 1501 S.W. Jefferson Street,  
 Portland, Oregon 97201, 224-8620  
 Format: Progressive  
 Freq: 101.9 Power: 100,000  
 Owner: King Broadcasting  
 Total Employees: 8  
 General Manager: Forrest Amsden  
 Station Manager: Jeff Douglas  
 Sales Manager: Wes Lee (Local), Dean  
 Woodring (National)  
 Program Director: Bruce Funkhouser  
 Policy: Mostly LPs from folk and rock  
 artists leaning heavily on new product.  
 Open promo policy.  
 News Director: Ed Godfrey (1)  
 Chief Engineer: Emmett Bernards  
 Head of Accounting: Lou Wright  
 Age Target: 18-34

7-9am - Jeff Douglas (26-Danville,  
 Virginia - 11 years)  
 '61 WBTM (Mac Cross), '64 WDCR,  
 '67 WTSL, '68 KGW  
 7-11pm - Bruce Funkhouser  
 (24-Washington, D.C. - 4 years)  
 Balance of day automated.

KPOK, 1019 S.W. 10th, Portland,  
 Oregon 97205, (503) 227-3484  
 Format: Top 40/Oldies  
 Freq.: AM 1330, FM 98.5 Power:  
 AM 5,000 w, FM 100,000 w  
 Owner: KPOJ, Inc. (Jackson  
 Foundation)  
 General Manager: Richard M. Brown  
 Station Manager: Richard M. Brown  
 Sales Manager: Jack Moys, General  
 Sales Manager, John Petty, Local Sales  
 Manager  
 Program Director: Larry R. Wilson  
 Music Director: Terry Danner  
 Policy: Solid gold plus current list of  
 30 records, 1 to 2 currents per half  
 hour.  
 News Director: Vern Mueller  
 Chief Engineer: Herbert A. Davidson  
 Head of Accounting: June Ingebrizen

Age Target: 18-49

5:30-9:30am - Steve Glass  
 (28-Portland, Oregon - 5 years)  
 '67 KOHI, '68 KPAM, '69 KISN, '70  
 KATA, '71 KPOK  
 9:30am-1:30pm - Ted Rogers  
 (37-Chicago, Illinois - 16 years)  
 '56 KWGB, '58 KIMN, '59 KOSI, '61  
 KEX, '69 KPOK  
 1:30-6pm - Dick Novak (48-Pistol  
 Creek, Oregon - 22 years)  
 '50 KXL, '51 KGON, '54 KPOJ, '58  
 KGW, '59 KPOK  
 6-10pm - Mike Forrester (21-Eugene,  
 Oregon - 4 years)  
 '69 KZEL, '69 KASH, '70 KATA (J.  
 Don Forrester), '70 KUMA (Mike  
 Lynn), '71 KAST, '72 KPOK  
 10pm-1am - Sam Hamilton

KISN, 10 N.W. 10th, Portland,  
 Oregon, 226-7191  
 Format: Top 40  
 Freq: 910 Power: 5,000  
 Owner: Star Stations  
 General Manager: Doyle Peterson  
 Station Manager: Doyle Peterson  
 Sales Manager: Bill Failing  
 Program Director: Roger W. Morgan  
 Music Director: Dave Stone  
 News Director: Whitey Coker  
 Chief Engineer: Byron Swanson  
 Head of Accounting: Rosemary Norton  
 Age Target: 18-40

6-10am - Roger W. Morgan  
 (30-Salem, Oregon - 15 years)  
 KBZY (Jim Hunter), KGAY, KNND,  
 KRKT, '66 KISN, '68 KJR (Jimmy  
 Rabbit), '68 KNUZ, '72 WIFE  
 (Program Director), '72 KISN  
 10am-noon - Tom Michaels  
 (30-Portland, Oregon - 10 years)  
 '62 KUIK, KLOG, KGAY, '65 KISN  
 Noon-3pm - Dick Jenkins (Portland,  
 Oregon - 9 years)  
 '64 KBPS, '67 KGAR, '68 KRDR  
 (Music Director), '69 KPAM (Music  
 Director), '72 KQIV (Music Director),  
 '72 KISN  
 3-7pm - Mother Bear (26-Fair Oaks,  
 California - 7 years)  
 KGR L, KISN, KATA, KGAL  
 (Program Director), KISN  
 7pm-midnight - David Stone  
 (19-Portland, Oregon - 5 years)  
 KBPS, KRDR (Music Director),  
 KGAR, KGAL (Junior Rockaway),

**KISN**

Midnight-6am - Pat Pattee  
(33-Portland, Oregon - 16 years)  
'57 KWIK, KLAC, KPOJ, KCAP,  
KOIL, KISN

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KPAM, 4700 S.W. Council Crest Drive,  
Portland, Oregon 97201, 226-7676

Format: Top 40

Freq: 1410 AM, 97.1 FM Power:  
5,000 watts AM, 100,000 FM

Owner: Romito, Inc.

Total Employees: 21

General Manager: Walter P. Rossmann

Station Manager: Walter P. Rossmann

Sales Manager: Kent Grau

Program Director: Gary Stevens

Music Director: Gary Stevens

Policy: Tight playlist. Music varies but  
stays low key with lots of oldies and  
LP image. Promo men any day but  
Monday and Tuesday.

News Director: Michael Turner (2)

Chief Engineer: Tom Cauthers

Head of Accounting: Jack Roesberry

Age Target: 18-34

6-10am - Mark Lewis (29-Moscow,  
Idaho - 9 years)

'65 KBLL (Wally Lewis), '67 KFXD  
(Wally Lewis), '67 KPUL (Wally  
Lewis), '68 KRPL (Wally Lewis), '70  
KOOS (Wally Lewis), '70 KPAM  
(Mark Lewis)

10am-2pm - Chris Alexander  
(22-Richland, Washington - 3½ years)  
'69 KGAY (Mike Anthony), '69  
KGAL, '70 KISN, '71 KIMN, '72  
KPAM

2-6pm - Gary Stevens (22-Milwaukie,  
Oregon - 5 years)

'68 KACI (Harry Man), '69 KPAM  
(Sonny Day), '70 (Jimmy Cassidy),  
'70 KRUX, '72 KPAM

6-10pm - Jeff Thomas (19-Portland,  
Oregon - 2 years)

'71 KROW (Brian Thomas), '72 KPAM  
10pm-2am - Mike Hudson (19-Kelso,  
Washington - 4 years) '68 KLYK, '69  
KEDO, '70 KLOG, '72 UBIA, '72  
KISN (Jim Fox), '72 KPAM

2-6am - Phil Jackson (25-Portland,  
Oregon - 2 years)

'71 KPCC (Phil Thomas), '72 KBZY,  
'72 KPAM

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KGW, 1501 S.W. Jefferson, Portland,  
Oregon 97201, 224-8620

Format: Top 40

Freq: 620 khz Power: 5 kw

Owner: King Broadcasting

Total Employees: 38

General Manager: Dean Woodring

Station Manager: Forrest Armsden

Sales Manager: Jim Pearson

Program Director: Alan C. Mason

Music Director: Tom Park

Policy: About 23 singles and 15 LP  
cuts with about 6 oldies per hour.

Promo men seen by appointment.

News Director: Dean Woodring (2)

Chief Engineer: Emmett Bernards

Head of Accounting: Lou Wright

Age Target: 11-40

6-10am - Don Wright (38-Chicago,  
Illinois - 10 years)

'60 WINN (Don Rossi), '62 WTRC  
(Don Rossi), '65 WCKY (Don Ross),  
'68 KGW

10am-2pm - Craig Walker  
(26-Portland, Oregon - 12 years)

KPOK, KFLY (Craig Kozak), KPAM,  
KGW

2-6pm - Phil Harper (32-Chicago,  
Illinois - 9 years)

'64 AFN, '65 KRDO, '65 KRYT, '67  
KDEF, '69 KGW

6-10pm - Tom Parker (21-Los  
Angeles, California - 4 years)

KGAL (Dick Altree), KRKT (Dick  
Armstrong), KGW

10pm-2am - Joe Cooper (29-Iron  
Mountain, Michigan - 7 years)

'66 WIDG (Joe Arthur), '68 WJIM  
(Joe Arthur), '70 WGRD (Gary  
Mitchell), '72 KGW

2-6am - Ed Riley (24-Portland,  
Oregon - 5 years)

'67 KBPS (Walt Larson), '68 KVAN  
(Tom Bond), '69 KYME (Mason G.  
Allen), '70 KGW

# PROVIDENCE



Providence, Rhode Island, Market Rank 35th Population 750,000, 1% black

**ECONOMY:** City is the capital of Rhode Island, situated at the head of Narragansett Bay on the Providence River, 43 miles south of Boston. The jewelry producing business here is the most important in the country. Spidee is located here, as well as Bostitch and others. Textron is the single largest conglomerate, representing the city's second largest industry, textiles. The metal trades, rubber, plastics and electronics are also important. Typical of other large eastern industrial centers, the population is evacuating the urban areas and spreading into the suburbs with the convenient large shopping malls, two of these massive shopping centers are now located in Warwick, state's second largest city and only several miles south of Providence. The city has attempted to halt the shift of population by offering such things as free bus rides in the city, but efforts are failing. There are two popular race tracks in the area - Narragansett and Lincoln Downs. Water sports, particularly salt water fishing (no license required), are popular. Brown University is Providence's ivy-leaguer with 5,000 students. Pembroke Girls School is now part of Brown.

Providence College is located here with 3,000 students and Rhode Island College with another 5,000 students. **PEOPLE:** Having a large blue collar community, the level of education is low. The term used to refer to the less liberal, skeptical New Englander, "swamp yankee." The under 25 segment of the population is liberal, vibrant, enthusiastic and revolutionary in their desires for change. The dominating religions are Catholicism and Protestantism. 27% of the white population are of Italian descent. Politics are conservative but democrats are taking over in office, indicating the trend toward liberal thinking.

**COST OF LIVING:** Food, gasoline costs are somewhat higher than average here. One bedroom furnished apartment will cost about \$200. Jocks here make from \$100 to \$300 weekly. The average Top 40 jock will make about \$185. Salty Brine, 30 years of mornings on WPRO, makes \$50,000.

AM		
WEAN	MOR	790
WGNG	Oldies & current	550
WHIM	Country	1110
WICE	Top 40	1290
WJAR	News-Talk	920
WKLV	Beautiful	990
WPRO	Top 40	630
WRIB	Religious	1220
WSVP	Top 40	1450

FM		
WBRU	Prog.	95.5
WPJB	Classical	105.1
WHIM	Country	94.1
WLKW	Beautiful	101.5
WPRO	Beautiful	92.3

## SPOTLIGHT ON-----

WICE, 198 Byer Street, Providence, Rhode Island 02903, (401) 521-2711  
 Format: Top 40  
 Freq: 1290 Power: 5,000  
 Owner: Lewis J. Appell  
 General Manager: Robert P. Dempsey  
 Program Director: Dave Pearce  
 Music Director: Ray Perry  
 Tons of changes and non-completed yet, so no further information available.

WSVP, 1501 Main Street, West

Warwick, Rhode Island 02893, (401) 821-6200

Format: MOR

Freq: 1450 Power: 1,000

Owner: Hal Carpenter

General Manager: Hal Carpenter

Station Manager: Hal Carpenter

Sales Manager: Bill Becchie

Program Director: Jeff Leonard

Music Director: Jeff Leonard

Policy: 45 records playlist, 1 LP cut per hour. 15 cuts to choose from. Open promo policy.

Chief Engineer: Joe Maties

Head of Accounting: Jean McDonough

Age Target: 18-34

5-10am - Vinnie Lewis

10am-3pm - Johnny Williams

3-7pm - Jeff Leonard

7pm-1am - Dave DeAngelo

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WBRU-FM, 75 Waterman Street, Providence, Rhode Island 02912, (401) 272-9550

Format: Progressive

Freq: 95.5 mhz Power: 50 kw

Owner: Brown Broadcasting Service, Inc.

Total Employees: About 80  
Volunteers

General Manager: David Percelay

Sales Manager: Gerry Del Monte

Program Director: Jon Rodman

Music Director: Andy Ruthberg

Policy: Any music judged worthwhile by music people. Open promo man policy.

News Director: Mike Juceam

Chief Engineer: Carl Chalek

Head of Accounting: Brenda Almeida

Age Target: 18-24

No such thing as an average day here. We have a staff of 30 programmers, each of who has no more than two 3-4 hour air shifts. So each day is different, and the idea of "air personality" is de-emphasized as much as possible.

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WPRO, 24 Mason Street, Providence, Rhode Island 02902

Format: Contemporary

Freq: 630 Power: 5,000

Owner: Capitol Cities Broadcasting, Inc.

Total Employees: 50

General Manager: Warren Potash

Sales Manager: Bill Campbell

Program Director: Jay Clark

Music Director: Davy Jones

Policy: 35 current singles a week. No LPs. Promo men 10am-2:30pm Thursdays or by appointment.

Sr. News Editors: Bud Toevs, George Norton (7)

Chief Engineer: Ed Policastri

Head of Accounting: Steve Perlor

Age Target: 0-35

6-10am - Salty Brine (54-Boston, Massachusetts - 32 years)

WNAC, WESX, WHDH, WCOP, WPRO 10am-1pm - Mike Fitzgerald (24-Poughkeepsie, New York - 2½ years)

WKIP, WTRY, WPRO

1-4pm - Jimmy Gray (27-New Bedford, Massachusetts - 7 years)

WPEP, WNBH, WPRO

4-8pm - Davy Jones (25-Hazleton, Pennsylvania - 10 years)

WAZL, WYNS, WARM, WICE

8pm-midnight - Andy Jackson (30-Johnston, Rhode Island - 14 years)

WLOV, WALE, WKOX, WNGH, WYNG, WERI, WPRO

Midnight-6am - Jim Henchey (30-Pittsfield, Massachusetts - 5 years)

WSBS, WNTY, WPRO

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WGNG, P. O. Box 55, Providence, Rhode Island 02864, (401) 725-9000

Format: Gold 'n Great

Freq: 550 khz Power: 1,000

Owner: Roger Williams Broadcasting Corp.

Total Employees: 20

General Manager: Donald R. Hysko

Station Manager: Dennis Hysko

Sales Manager: Robert LaChance

Program Director: Larry Hall

Music Director: Robert Grossi

Policy: 40 singles, 3 LPs per day. Open promo policy.

News Director: Mike Shepherd (4)

Chief Engineer: Duane Burnham

Head of Accounting: Beverly Hall

Age Target: 18-49

6-9am - Larry Hall

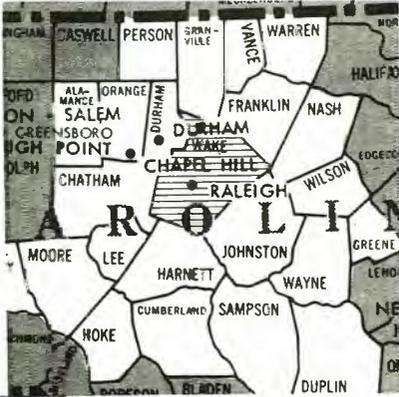
9am-noon - Robert Grossi

12 noon-4pm - Ray Brown

4-8pm - Terry Michaels

8pm-midnight - John Charleston

# RALEIGH



Raleigh, North Carolina, Market Rank: 136th, Metro Population: 124,000, Total Population:

Ethnic Breakdown: Black 23%

**HISTORY:** Founded by none other than Sir Walter Raleigh in 1771 — state capital.

**ECONOMY:** City is state capital and is relying on a tremendous research triangle that is being further developed. This industrial park includes General Electric, a new nuclear power plant and IBM, which employs about 10,000 people. The city is growing at a rate of 2 to 3,000 people a month, most of this growth is because of a very heavy Chamber of Commerce plus natural resources. This is an area of colleges at the same time, University of North Carolina is at Chapel Hill, Duke University at Durham, North Carolina State is at Raleigh and Shaw and St. Augustine also located in the area. Those 3 schools have a total of about 51,000 students. The tobacco industry is also an important part of the economy. Per capita income here is \$14,000.

**PEOPLE:** Pretty progressive attitude, especially for a southern city. This is due to the more than average education and influx of people from other cities. Newspapers are liberal, however, the church is still an influence. No liquor by the drink here,

but that will end shortly. At the same time, the college influence is heavy, that again making it liberal. Surprisingly enough, long hairs don't have too much of a problem here. On the other hand, it's not Berkeley.

**TWO RECOMMENDED HOTELS:** Holiday Inn (downtown), Airport Motel (airport)

**COST OF LIVING:** Average price for bread is 40 cents, regular gasoline: 35 cents, one bedroom apartment with a pool, furnished: \$160, unfurnished: \$140, state sales tax: 4%, state income tax: yes.

**DISC JOCKIES MAKE:** Lowest: \$80, Highest: \$350, Average: \$160

AM		
WAKS	Country	1460
WKBQ	Country	1000
WKIX	Top 40	850
WLLS	Black	570
WPTF	MOR	680
WRNC	Top 40	1240
WYNA	Country	1550

FM		
WKIX	Top 40	96.1
WPTF	Black	94.7
WRAL	Auto Top 40	101.5

## SPOTLIGHT ON-----

WRNC, P. O. Box 27946, Raleigh, North Carolina 27611, (919) 834-6401

Format: Top 40

Freq: 1240 kc Power: 1,000

Owner: Raleigh Radio Corp.

Total Employees: 13

General Manager: M.L. Street

Station Manager: Joe London

Sales Manager: Al Smith

Program Director: Joe London

Music Director: Joe London

Policy: 30-45 singles with 10/20 LPs.

Promo men always welcome

News Director: Dave Scott (1)

Chief Engineer: Joe London

Head of Accounting: Donna Bridges

Age Target 12-35

6-10am — Richard W. Boothe (31 (Ogden, Utah — 10 years)

'62 KLGK, '69 KMOR, '70 KNAK, '71 WRNC

10am - 2pm — Joe London (24-Cincinnati, Ohio — 7 years)

'65 WFIB, '66 WYSE, '67 WHON, '67 WERK, '69 WKLO, '71 WRNC  
 2-6pm - Dan Cameron (24-Danville, Virginia - 6½ years)  
 '67 WKBY, '67 WYPR, '71 WFBS, '71 WSMY, '72 WRNC  
 6 - 10 p m - Terry Young (19-Richmond, Virginia - 2½ years)  
 '70 WEET, '71 WTVR, '72 WRNC  
 10pm-1am - Dave Scott (22-Vestal, New York - 1½ years)  
 '71 WCAR, '72 WRNC  
 1-6am - Paul Engram (20-Louisburg, North Carolina - 1 year)  
 '72 WKNC, '72 WRNC  
 Weekends - Mark St. John (18-Winston-Salem, North Carolina - 1 year)  
 '72 WAIR, '72 WCAR, WRNC

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WKIX, Box 12526, Raleigh, North Carolina 27605, (919) 851-2711

Format: Top 40

Freq: 850 Power: 10,000

Owner: Southern Broadcasting

Total Employees: 35

General Manager: Frank Maruka

Sales Manager: Joe Wright

Program Director: Pat Patterson

Music Director: Mike Mitchell

News Director: J. Paul McGonigle (7)

Chief Engineer: Floyd Haupt

Head of Accounting: Victoria Harper

Age Target: 18-34

6-9am - Pat Patterson

9am-noon - Dale Van Horn

Noon-3pm - Ron McKay

3-6pm - Steve Roddy

6-9pm - Mike Mitchell

9pm-midnight - Rick Dees

Midnight-6am Don Perkins

# RICHMOND



Richmond, Virginia, Market Rank: 66th, Metro Population: 532,400  
 Ethnic Breakdown: Black, 133,032  
**HISTORY:** Founded in colonial times, capital of the Confederacy during the Civil War and now capital of the Commonwealth of Virginia. Richmond is one of the key cities of the south, both historically and industrially.

**ECONOMY:** The chemical industry has replaced tobacco as the largest employer. As a headquarters city, Richmond is home to such major corporations as Reynolds Metals Co., Ethyl Corp., Robertshaw Controls, Philip Morris, American Tobacco, Allied Chemical, Seaboard Coastline Railroad, A.H. Robins Pharmaceuticals. As a major financial center, Richmond is headquarters city for District 5 or "E" of the Federal Reserve Bank. City offices have recently been moved to a beautiful 18 story city hall. Also the 12,000 seat Richmond Coliseum has been busy since the summer of 1971.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:**  
 Colleges: University of Richmond, Virginia Commonwealth University (which includes the Medical College of Virginia). Nearby are Randolph Macon

in Ashland and Virginia State (mostly black) in Petersburg. Also in Richmond, Virginia Union University (black) and Union Theological Seminary.

**TWO RECOMMENDED HOTELS:**  
 The John Marshall (Richmond's Waldorf), Holiday Inn (airport).  
**COST OF LIVING:** Average price for bread is 32 cents, regular gasoline: 38 cents, one bedroom apartment with a pool, furnished: \$200, unfurnished: \$140, state sales tax: 4%, state income tax: 5%.

**DISC JOCKEYS MAKE:** Lowest: \$120, Highest: \$22,000/year, Average: \$170.

AM		
WANT	Black	990
WEET	Country	1320
WENZ	Black	1450
WGOE	Progressive	1590
WLEE	Top 40	1480
WRGM	Progressive	1540
WRNL	Prog. MOR	910
WRVA	Prog. MOR	1140
WTVR	Rock & Country	1380
WXGI	Country	950
FM		
WEZS	Beautiful	103.7
WRVA	Country	94.5
WRXL	Beautiful	102.1
WTVR	Contemporary	98.1

## SPOTLIGHT ON --- ---

WLEE, P. O. Box 8477, Richmond, Virginia 23226, (703) 288-2835

Format: Top 40

Freq: 1480 Power: 5,000

Owner: Nationwide Communication

Total Employees: 37

General Manager: Harvey Hudson

Station Manager: Harvey Hudson

Sales Manager: John Ranglois

Program Director: Dick Reus

Music Director: Dick Reus

News Director: Bill Watts (3)

Chief Engineer: Tom Kita

Head of Accounting: Ruth Doumlele

Age Target: 18-49

6-9am - Randy Scott

9am-noon - Terry Jordan  
 Noon-3pm - Dick Reus  
 3-6pm - Bob Canada  
 6-10pm - Shane  
 10pm-1am - Alan O'Brien  
 4-6am - Sonny Shores

WRGM, 6001 Wilkinson Road,  
 Richmond, Virginia 23227, (703)  
 255-8787

Format: Progressive  
 Freq: 1540 kc Power: 10,000 watts  
 Owner: Continental Communications,  
 Inc.

Total Employees: 10  
 General Manager: John Rachel  
 Station Manager: Betty Weis  
 Program Director: Mike Valgus  
 Music Director: Mike Valgus  
 Policy: Play LPs - heavy on Jazz -  
 segue music-commercials on ¼ hour.  
 Open promo policy.  
 News Director: Ken Tanner (1)  
 Chief Engineer: John Taylor  
 Head of Accounting: Fran Farley  
 Age Target: 24-50

6-10am - Charles Eggleston  
 (25-Richmond, Virginia - 2 years)  
 10am-2pm - William John Johnson  
 (31-Chicago, Illinois - 1 year)  
 '72 WRGM (Adam Johnson)  
 2pm-sign-off - Mike Valgus  
 (25-Reading, Pennsylvania - 4 years)  
 '68 WAHT, '69 WRGM

WRNL, 7100 Bethlehem Road,  
 Richmond, Virginia 23228, 282-9731

Format: Progressive MOR  
 Freq: 910 Power: 5,000 watts  
 Owner: Rust Communications

Total Employees: 25  
 General Manager: Jack Rattigan  
 Sales Manager: Bob Evans  
 Program Director: Gus Travers  
 Music Director: Gus Travers  
 Policy: 40 singles, 5 new records each  
 week. Many LP cuts. Open promo  
 policy.  
 News Director: Al Reynolds (5)  
 Chief Engineer: Sam Straus  
 Head of Accounting: Carl Faler  
 Age Target: 25-49

6-10am - Douglas Messimer (26-  
 Harrisburg, Pennsylvania - 9 years)  
 '63 WCMB, '65 KQRO, '66 WHRY,  
 '67 WKBO, '71 WRNL  
 10am-3pm - Chuck Deel

(34-Baltimore, Maryland - 14 years)  
 '60 WWML, '61 WHIH, '62 WENZ, '63  
 WLEE, '68 WRGM, '69 WRNL

3-7pm - Gus Travers (34-New York,  
 New York - 14 years)

'60 WATR, '63 WNAB, WICC, '67  
 WFIW, '68 WFMJ, '71 WRNL

7pm-midnight - Bill Andrews  
 (24-Quantico, Virginia - 10 years)

'70 WQVA, WPRW, '69 WGOE, '70  
 WTVR, '72 WRNL

Midnight-6am - Patrick ("Pat") Banks  
 (24-Washington, D.C. - 5 years)  
 '68 WANV, '71 WCHV, WRNL

WANT, Suite 104B, Broad-Grace  
 Arcade Building, Richmond, Virginia  
 23219, (703) 643-8368

Format: Black  
 Freq: 990 Power: 1,000 watts  
 Owner: Old Dominion Broadcasting of  
 Virginia

Total Employees: 17  
 General Manager: John L. Marver  
 Sales Manager: Gene Richardson  
 Program Director: Ben Miles  
 Music Director: Ben Miles  
 Policy: About 47 singles and 3-5 LPs.  
 Promo men policy open.  
 News Director: Tom Mitchell (2)  
 Chief Engineer: Jim Grainger  
 Head of Accounting: Jean Atteberry  
 Age Target: 18-34

6-9am - Jerry "Mr. Jay" Wadley  
 (22-Washington, D.C. - 2 years)

10am-Noon - Ben Miles  
 (29-Richmond, Virginia - 9 years)

Noon-2pm - Billy Taylor  
 (33-Columbia, South Carolina - 3  
 years)

WIS, WSSC, '72 WANT  
 2pm-? - Kirby Carmichael  
 (31-Vineland, New Jersey - 10 years)  
 WSID, WENZ, '71 WANT

WTVR, 3301 W. Broad Street,  
 Richmond, Virginia 23230, 355-3217

Format: Request Radio  
 Freq: 1380 Power: 5,000 watts  
 Owner: Roy H. Park Broadcasting of  
 Virginia, Inc.

General Manager: Edward Frech  
 Station Manager: Harold Payne  
 Program Director: Vic Hines  
 Music Director: Vic Hines (rock), Dave  
 Young (C&W)  
 News Director: Bob Trent  
 Chief Engineer: James Kyle

Head of Accounting: James Berryman  
Age Target: 18-49

6-10 am - Tom Ogburn  
(24-Richmond, Virginia - 6 years)

'66 WGOE, '67 WTVR

10am-2pm - Dennis W. Jennings  
(24-Richmond, Virginia - 4 years)  
WMVA, WLLL, WHAP, WTVR (Chris Stevens)

2-6pm - Vic Hines (22-Richmond,  
Virginia - 4 years)

'69 WTVR, '69 WGOE, '67 WTVR,  
'70 WGOE, '71 WTVR

6:30-midnight - Dave Young  
(27-Covington, Virginia - 10 years)

'62 WCFV, '65 WKEY, '66 WPXI, '67  
WCOG, '68 WGBG, '72 WTVR

WGOE, 104 West Frankling-Lexington  
Towers, Richmond, Virginia 23220,  
649-9196

Format: Progressive

Freq: 1590 Power: 5,000 watts

Owner: Grewe Radio

Total Employees: 15

General Manager: Michael Murray

Sales Manager: Paul Brewer

Program Director: Norman Shockley

Music Director: John Stevens

Policy: Mostly LP cuts. Some current  
singles.

News Director: Jay August

Chief Engineer: Ken Forney

Head of Accounting: Janet Harris

Age Target: 18-34

6-10:30 am - Jay August  
(22-Richmond, Virginia - 5 years)

'69 WTVR

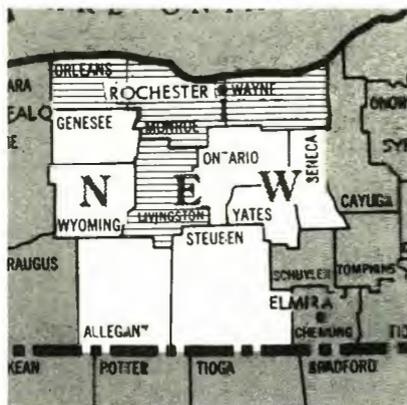
10am-1pm - Rod Holt (26-Richmond,  
Virginia - 9 years)

WIVE, WEET, WTVR, WMBG, WTVR,  
WRNL, WAIR, WTIX

1-5pm - John Stevens (22-Woodbury,  
New Jersey - 5 years)

'68 WJRB, WGOE

## ROCHESTER



Rochester, New York, Market Rank:

38th, Metro Population: 290,000

Total Population: 870,000

Ethnic Breakdown: Black - 25%

**HISTORY:** Originally known as Flour City due to great amounts of flour production years ago. Now known as "Flower City" because of Highland Lilacs and many parks - cold and damp with much snow in winter. Hot and humid in summer.

**ECONOMY:** Eastman Kodak, Xerox, General Motors, Sports is of consequence - very sports conscious town - baseball, hockey, have pro teams.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of Rochester (12,000), Rochester Institute of Technology, St. John Fisher College.

**THE PEOPLE:** Mostly conservative, change comes slow as evidence by same stations on top in ratings no matter how good or bad they sound. Republican area and progress is always in evidence economically.

**TWO RECOMMENDED HOTELS:** Flagship Hctel (downtown), Sheraton (airport)

**COST OF LIVING:** Average price for bread: 35 cents, regular gasoline: 41-43 cents, one bedroom apartment with a pool, furnished: \$225+, unfurnished: \$190, state sales tax: 4%.

**DISC JOCKEYS MAKE:** Lowest: \$5,000, Highest: \$25,000, Average: \$13-15,000

AM		
WAXC	Top 40	1450
WBBF	Top 40	950
WHAM	Prog. MOR	1180
WNYR	Country	680
WROC	MOR	1280
WSAY	Top 40	1370
FM		
WBBF	Classical	92.5
WCMF	Prog.	96.5
WEZO	Beautiful	101.3
WHFM	Top 40-Prog.	98.9
WROC	Beautiful	97.9

**SPOTLIGHT ON-----**

WBBF, 850 Midtown Tower, Rochester, New York 14604, (716) 232-7550

Format: Contemporary  
 Freq: 950 khz Power: 1,000 watts  
 Owner: Lin Broadcasting Co.  
 Total Employees: 40  
 President: Donald Pels  
 Station Manager: Jay M. Epstein  
 Sales Manager: Nick Nickson  
 Program Director: Jim Rivers  
 Music Director: Jim Rivers  
 Policy: 30 currents - 5 hitbounds.  
 Promo men on Tuesdays.  
 News Director: Alex Lamutis (5)  
 Chief Engineer: Herbert Petrie  
 Head of Accounting: Lois Traynor  
 Age Target: 18-49

6-10am - Jack Palvino (35-Rochester, New York - 15 years)

WGVA, '60 WBBF

10am-1pm - Tim Griffin (30-Rochester, New York - 7 years)

'67 WBBF, '66 KBOY, '66 KWSB

1-3pm - Jack Wheeler (31-Endicott, New York - 16 years)

'62 WFBR, '67 WCOP, '69 WJAS, '71

WHAM, '71 WHEC, '72 WBBF

3-6pm - Jim Rivers (31-Lancaster, Pennsylvania - 12 years)

'60 WLAN, '66 WCOL, '67 WSAI, '68 WIBG, '70 WKLO, '71 WBBF

6-9pm - Tom George (26-Spencerport, New York - 4 years)

'68 WACK, '69 WSSB, '69 WRNC, '70 WKBW, '71 WBBF

9pm-1am - Burt Michaels (27-Louisville, Kentucky - 8 years)

'63 WINN (Burt Mathis), '65 WAKY (Weird Beard), '71 WBBF

1-6am - Carl Strandell (24-Miami, Florida - 8 years)

'64 WQAM, '66 KIMN, '68 WKLO, '71 WPOP, '72 WBBF

WAXC, 191 East Avenue, Rochester, New York 14604, 546-2325

Format: Top 40

Freq: 1460 Power: 5,000 watts

Owner: Sande Broadcasting, Incorporated

Total Employees: 34

General Manager: John Sayre

Sales Manager: Gary Sankey

Program Director: Larry White

Policy: 35-40 singles - cuts from 12-15 LPs. Promo men M-F 10-1pm or by appointment.

News Director: Richard Funke (7)

Chief Engineer: Frank Scheidt

Head of Accounting: Lee Carter

Age Target: 18-35

6-10am - Larry Black (29-Mobile, Alabama - 10 years)

WABB, WIST, WORD, WAYS, WPOP, WAXC

10am-2pm - Don (Brown) Ryan (27-Canton, Ohio - 2 years)

'72 WOLF, '72 WAXC

2-6pm - Larry White (28-Baldwinsville, New York - 9 years)

'63 WCLI, '63 WEHH, '65 WBBF, '72 WAXC

6-9pm - Robert Craig Savage (22-Livonia, New York - 5 years)

'68 WENE, '69 WIBG, '69 WKBW, '70 WELM, '72 WAXC

9pm-1am - Greaseman (Doug Tracht) (22-Bronx, New York - 3 years)

'69 WTKO, '70 WENE, '72 WAXC

1-6am - Ray Quinn (23-Rochester, New York - 2 years)

'70 WACK, '71 WNYR, '72 WAXC

Weekends - Tom Birch (20-Binghamton, New York - 4 years)

WNB, '70 WENE, '72 WAXC

Weekends - Dave Slade (23-Avon, New York - 4 years)

'68 WGVA, '70 WBTA, '72 WCJW, '71 WAXC

WNYR, 931 East Main Street, Rochester, New York 14605, 473-6800

Format: Country

Freq: 680 Power: 250 watts  
 Owner: Malrite Broadcasting Inc.  
 Total Employees: 30  
 General Manager: William Scarbrough  
 Sales Manager: William Scarbrough  
 Program Director: Rearl Morgan  
 Music Director: Jim Fields  
 Policy: 80 singles - various LPs. Open  
 promo policy.  
 News Director: L.B. Lyon (4)  
 Chief Engineer: Gary Sharpe  
 Head of Accounting: Judy Karpen  
 Age Target: 18-49

6-10am - Jim Fields (36-New York,  
 New York - 15 years)  
 10am-2pm - Earl Morgan  
 (30-Clarence, New York - 11 years)  
 2-6pm - Bob Kirby (29-Binghamton,  
 New York - 10 years)  
 11am-3pm Sundays - Ron Reger  
 (23-Hamburg, New York - 1 year)  
 3-6pm Sundays - Kevin Gordon  
 (18-Rochester, New York - 1 year)

WHFM, 344 East Avenue, Rochester,  
 New York 14604, (716) 454-3040

Format: Rock  
 Freq: 98.9 Power: 50,000 watts  
 Owner: Rust Communications Group,  
 Inc.

Total Employees: 12  
 General Manager: Bob Lawrence  
 Station Manager: Bob Lawrence  
 Sales Manager: Phil Dailey  
 Program Director: Mick St. John  
 Music Director: Mick St. John  
 Policy: 30-35 singles, 40-50 LPs.  
 Promo men on Tuesdays.  
 Chief Engineer: Walter Helinski  
 Age Target: 18-30

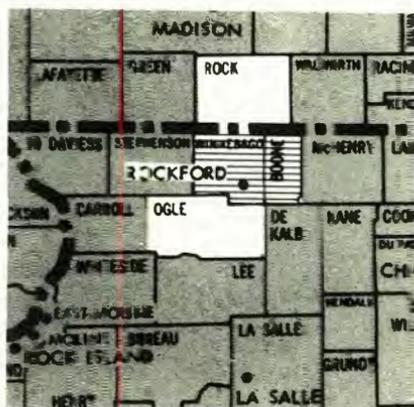
6-10am - Paul Cavanaugh  
 (24-Rochester, New York - 4 years)  
 68 WBTA, '69 WINX, '71 WHFM  
 10am-3pm - Pete McKay  
 (23-Syracuse, New York - 5 years)  
 '69 WGVA, '70 WOLF, '67 WAER,  
 '71 WHFM

3-7pm - Mick St. John (23-Rochester,  
 New York - 5 years)  
 '67 WSSU, '68 WCMF, '70 WNYR, '71  
 WHFM

7pm-midnight - Rick Bucklin  
 (23-Rochester, New York - 3 years)  
 '69 WVOR, '70 WHFM

Midnight-6am - Al Gordon (23-Fort  
 Scott, Kansas - 6 years)  
 '65 KMDO, '69 WINX, '70 WOLF, '71  
 WHFM

## ROCKFORD



Rockford, Illinois, Market Rank:  
 120th, Metro Population: 149,383,  
 Total Population: 240,000  
 Ethnic Breakdown: Black - 6.5%,  
 Spanish - 4%, Other - 89.5%

**HISTORY:** God found Rockford  
 under a cabbage leaf. That's the only  
 history available.

**ECONOMY:** Sunstrand - government  
 and industry. Woodward Governor -  
 air engine work. Barber Colman -  
 overhead garage door, etc. Chrysler  
 Motors. Rockford is all industry with  
 over 500 different industries in all. No  
 agriculture to speak of, just industry  
 and thus a very wealthy community.

**COLLEGES, UNIVERSITIES, ARMY  
 BASES OR OTHER INSTITUTIONS:**  
 Rockvalley College, Rockford College,  
 5,000 total.

**THE PEOPLE:** Conservative Italian  
 and Scandanavian. Very industrial.  
 Skilled workers. Tremendous growth  
 in the last 10 years.

**TWO RECOMMENDED HOTELS:**  
 Sweder House, Faust Hotel  
 (downtown)

**CCST OF LIVING:** Average price  
 for bread 30 cents, one bedroom  
 apartment with a pool, furnished:  
 \$150, unfurnished: \$140, state sales  
 tax: 5%, state income tax 2.4%.

AM  
 WROK Top 40 1440

WRRR	MOR	1330
WYFE	Prog. MOR	1150
FM		
WROK		97.5

**SPOTLIGHT ON**-----

WYFE, Spring Creek Road and Shaw Road, Rockford, Illinois 61105, (815) 877-6064

Format: Prog. MOR

Freq: 1150 Power: 1,000

Owner: Towne & Country Radio Inc.

Total Employees: 16

General Manager: Duane Daniels

Station Manager: Duane Daniels

Sales Manager: Tom Faile

Program Director: Dave Stevens

Music Director: Lou Roberts

Policy: 24 current singles and 50-50

current to gold mix, no LP cuts.

Promo men calls - 9-12 noon daily.

News Director: Rae Small (2)

Chief Engineer: Bob Jordan

Age Target: 18-49

6-9am - Jeff Henderson  
(26-Newcastle-Damriscotta, Maine - 6 years)

WSAM, WABK, WLOB

9am-Noon - Jerry Jentry  
(21-Bloomington, Minnesota - 2½ years)

WRWC (Jerry Jurgenson), WITL

Noon-3pm - Lou Roberts (24-Palos Park, Illinois - 5 years)

WSAM, WRWC, WYFE

3-6pm - Jaybird Robins (25-Lanark, Illinois - 7 years)

'66 WSDR (Mike Cram), '68 KEYL,

'68 KLWW, '69 KCRG, '70 WYFE

WRRR, 113 So. Court Street, Rockford, Illinois 61101, (815) 968-2263

Format: MOR

Freq: 1330 Power: 1,000 watts

Owner: Cummings Communications Corp.

Total Employees: 16

General Manager: Deane D. Osborne

Sales Manager: Ward W. Hartman

Program Director: Ted M. Lahn

Chief Engineer: Larry Caldwell

Head of Accounting: George Olsen

Age Target: 20-45

6-8:30am - Douglas L. McDuff  
(31-Chicago, Illinois - 14 years)

'71 WRRR, WROK

6-8:30am - Ted Lahn (44-Illinois - 18 years)

WRRR

10:30am-2:30pm - Ross Porter  
(33-Beloit, Wisconsin - 8 years)

WBEL, '70 WRRR

3-5:30pm - Mark Larsen  
(17-Rockford, Illinois - 2 years)

WROK, 1100 Tamarack Lane, Rockford, Illinois 61105, (815) 399-2233

Format: Top 40

Freq: 1440 Power: 5,000 watts

Owner: Bloomington Broadcast

Total Employees: 35

General Manager: David Salisbury

Station Manager: David Salisbury

Sales Manager: Ron Galina

Program Director: Jim Wood

Music Director: Jim Wood

Policy: Top 30 oldies with strong emphasis on oldies. LP cuts at night.

Open promo policy.

News Director: William Taylor (4)

Chief Engineer: David Peacock

Head of Accounting: Carol Pollack

Age Target: Teens & young adult

5-9am - John Carter (35-Newport News, Virginia - 6 years)

WAVY, WSVS, WRVA, KDTH, WROK

9:30am-2pm - Phil Duncan  
(23-DeKalb, Illinois - 4 years)

WONC, WLBK, WROK

2-3pm - Bill Walters (31-St. Louis, Missouri - 10 years) KSTL, KSHE,

KWRE, WROK

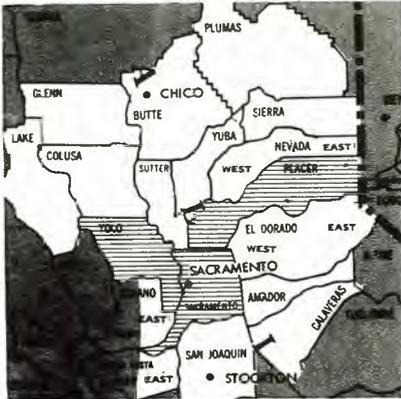
3-7pm - Jim Wood (24-Dayton, Ohio - 5 years)

WDRK, WMVR, WCIT, WXLW, WMYQ, WROK

7pm-midnight - Jon London (St. Louis, Missouri)

KADI, WROK

# SACRAMENTO



Sacramento, California, Market Rank: 41st, Metro Population: 839,800, Total Population: 1,127,800

**HISTORY:** It was started essentially with the gold rush at Sutter's Fort in about 1848. Sacramento served as a center for gold rush activity because it is centrally located between the Mother Lode country and the bay area. Since then it has developed as somewhat of a crossroads for the northern part of the state.

**ECONOMY:** State and federal government employ a sizeable number of Sacramento people. Three air bases, Travis, Mather, and McClellan are also large employers. A third industry is the Port of Sacramento which connects San Francisco to Sacramento, and creates an import-export industry. Agriculture plays an important role. Sacramento is a rice and almond center.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of California, Davis - 15,000 enrolment, Sacramento State College - 12,000; Sacramento City Colleges - 5,000; American River College - 8,000; McGeorge Law School - 1,000 - about 50,000 total student population.

**PEOPLE:** Fair conservative Democrats; proximity to SF may liberalize; little church or agricultural

traditional influence; liberal student population; conservative Oriental population; so attitudes are mixed. However, new fads or trends tend to catch on here.

**TWO RECOMMENDED HOTELS:** Senator Hotel (downtown), Woodlake Inn (Airport)

**COST OF LIVING:** Average price for bread: 30 cents, regular gasoline: 32.9 cents, one bedroom apartment with a pool, furnished: \$150, unfurnished: \$125, state sales tax: 5% (going to 6%), state income tax: progressive, withheld.

**DISC JOCKEYS MAKE:** Lowest: \$450/month, Highest: \$1500/month, Average: \$800/month

## AM

KJAY	Prof. MOR/Talk	1430
KCRA	Prog. MOR	1320
KFBK	All News	1530
KGMS	Block MOR	1380
KNDE	Prog. Top 40	1470
KRAK	Country	1140
KROY	Top 40	1240

## FM

KCTC	Auto. MOR	96.1
KEBR	Beautiful	100.5
KFBK	Classical	92.5
KEWT	Beautiful	105.1
KPSC		96.9
KXOA	Prog.	107.9
KZAP	Prog.	98.5

## SPOTLIGHT ON-----

KROY, P. O. Box 15557, Sacramento, California 95815, (916) 927-4274

Format: Top 40

Freq: 1240 Power: 1,000 watts

Owner: ASI Communications

Total Employees: 27

General Manager: Barry Potter

Station Manager: Barry Potter

Sales Manager: Bill Stukaloff

Program Director: Chuck Roy

Music Director: Terry Nelson

Policy: Top 30 singles, some LPs, oldies. Open promo policy.

Chief Engineer: Marvin Clapp

Head of Accounting: Gerrie Heavin

Age Target: 12-34

6-9 am - Dave Williams  
(18-Sacramento, California)

'70 KOBO, KROY

9 am-noon - Terry Nelson  
(25-Modesto, California)

KJOY, '72 KROY  
 Noon-3pm - Wonder Rabbit  
 (25-Sacramento, California - 9½  
 years)  
 KELP, '69 KROY  
 3-7pm - Chuck Ray (29-Fullerton,  
 California - 7 years)  
 'KXOA, KSTN, KNJO, '68 KROY  
 7pm-midnight - Donovan Blue  
 (21-Oroville, California - 3 years)  
 KAOR, '72 KROY  
 Midnight-6am - Steve Morse (22-San  
 Jose, California)  
 KOBO, '70 KROY  
 Weekends - Barry Cannon (25)  
 KSTN, KRIZ, '72 KROY

KJAY, 530 Downtown Plaza,  
 Sacramento, California 95814,  
 441-4100  
 Format: MOR-News  
 Freq: 1430 Power: 500  
 Owner: Jack L. Powell  
 Total Employees: 8  
 General Manager: Jack L. Powell  
 Station Manager: Jack L. Powell  
 Sales Manager: Jack L. Powell  
 Program Director: Teresa Powell  
 Music Director: Teresa Powell  
 Policy: 85 singles, 75 albums. Open  
 promo policy.  
 News Director: Jack L. Powell  
 Chief Engineer: Paul Black  
 Head of Accounting: Alice E. Daneri  
 Age Target: 21-45

KRAK, P. O. Box 6347, Sacramento,  
 California 95860, (916) 482-7100  
 Format: Country  
 Freq: 1140 khz Power: 50,000 watts  
 Owner: Hercules Broadcasting  
 Company  
 Total Employees: 24  
 General Manager: Manning Slater  
 Station Manager: Jay Hoffer  
 Sales Manager: John McRae  
 Program Director: Jay Hoffer  
 Policy: 50 singles - Open promo  
 policy.  
 News Director: Al Helfer (2)  
 Chief Engineer: Robert Stofan  
 Head of Accounting: Gerald Davis  
 Age Target: 18-49

6-10am - Bill Jones (47-Oshkosh,  
 Wisconsin - 20 years)  
 KCRA, ABC Radio, '71 KRAK  
 10am-2pm - Walt Shaw (36-Los  
 Angeles, California - 14 years)

KXLA, '59 KRAK  
 2-6pm - Mike Side (51-Pittsburgh,  
 Pennsylvania - 13 years)  
 KPRO, KITO, KIEV, KJAY, '65  
 KRAK  
 6pm-midnight - Dunbar Wakayama  
 (26-Honolulu, Hawaii - 10 years)  
 KORL, KHAI, KGMB, KULA, KPOI,  
 KJAY, KXOA, KCRA, '72 KRAK  
 Midnight-6am - Mike Walker  
 (32-Sacramento, California - 8 years)  
 KHIQ, '72 KRAK

KEWT, P. O. Box 6347, Sacramento,  
 California 95860, (916) 488-8300  
 Format: Beautiful music  
 Freq: 105.1 mhz Power: 50,000 watts  
 Owner: Hercules Broadcasting Co.  
 Total Employees: 12  
 General Manager: Robert H. Dolph  
 Operations Manager: James C. Hodges  
 News Director: 2 Newsmen  
 Chief Engineer: Robert Stofan  
 Head of Accounting: Gerald Davis  
 Age Target: Adults

KGMS, 1235 H Street, Sacramento,  
 California 95814, 441-4613  
 Format: Easy Listening  
 Freq: 1380 Power: 1,000 watts  
 Owner: KULA Broadcasting Co., A.J.  
 Krisik, President  
 Total Employees: 15-20 General  
 Manager: Ted Wolf Station Manager:  
 Ted Wolf  
 Sales Manager: Richard Hill (local),  
 Bob Parente (National)  
 Operations Manager: Glenn A.  
 Johnson  
 Music Director: Glenn A. Johnson  
 New Director: Bob Evosevich (3)  
 Chief Engineer: Gerald "Jerry" Feutz  
 Head of Accounting: Jane Rogers  
 Age Target: 18+

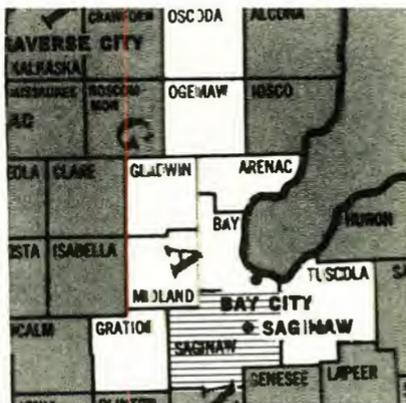
5-9am - Tony Russell (46-Charleroi,  
 Pennsylvania - 17 years)  
 '55 KECC, '67 KKIS, '69 KBES, '60  
 KSAY, '62 KWUN, '64 KRAK, '67  
 KGMS  
 9am-1pm - Robert Singleton  
 (32-Providence, Rhode Island - 2½  
 years)  
 Armed Forces Network, '70 KGMS  
 1-3pm - Mike Casey (38-Honolulu.  
 Hawaii)  
 '60 KLEI, '60 KONA, '64 KUMU, '72  
 KQMS, '72 KGMS  
 3-7pm - Ron Hunter (45-Memphis,

Tennessee – 30 years)  
 '60 KABL, '65 KXYZ (Program  
 Director: '58 KLAC (Bob Hunter)  
 7pm-1am Mon, Tues, Sat, Sun –  
 Ralph Erling (San Francisco,  
 California – 27 years)  
 '39 WSFO, KFOX, '50 KNKS, '56  
 KSBW, '58 KAHK, KGMS  
 7pm-1am Wed, Thurs, Fri – Joe  
 Gandy (37-Carmichael, California – 2  
 years)  
 '72 KCTC, '72 KPOP, '72 KGMS

KNDE, Box 15184, Sacramento,  
 California 95813, (916) 922-8851  
 Format: Top 40  
 Freq: 1470 Power: 5,000 watts  
 Owner: Media Cast  
 Total Employees: 22  
 General Manager: Bob Sobelman  
 Station Manager: Bob Sobelman  
 Sales Manager: Bill Elliot  
 Policy: 60 current singles – 20 current  
 albums. Open promo policy.  
 News Director: Patrick Moore (2)  
 Chief Engineer: Greg Lindell  
 Head of Accounting: Laurie Nelson  
 Age Target: 18-34

6-9am – Zachariah  
 9am-noon – Patrick Moore  
 Noon-4pm – Larry Johnson  
 4-8pm – John Peters  
 8-midnight – T. Michael Jordan  
 Midnight-6am – H.B. Bailey

## SAGINAW



Saginaw, Michigan, Market Rank:  
 142nd, Population: 217,100, 30%  
 Black and Mexican.

**ECONOMY:** City is located 100 miles  
 due north of Detroit, 15 miles west of  
 Saginaw Bay and 50 miles west of  
 Lake Huron. General Motors controls  
 the economy, employing about 50% of  
 the residents. GM's foundries  
 manufacture bodies and steering gears  
 for the auto industry. Sugar beets and  
 navy beans are the major agricultural  
 commodities grown outside the city  
 area. Pioneer Sugar and the Michigan  
 Beet Company are the two major  
 producers of this produce. The city is  
 called "the biggest little town" in the  
 country, but is expanding with a new  
 civic center downtown which will  
 cause the advent of a Saginaw addition  
 to the Hockey League. Delta College is  
 a 2-year school with an enrollment of  
 about 12,000 and Saginaw Valley  
 College has about 2,000 students.

**PEOPLE:** Due to the great number of  
 blue collar workers, the population as  
 a whole is fairly conservative toward  
 social problems. The 1967 riots which  
 spread into the city from Detroit have  
 caused a basic prejudice toward the  
 ghetto areas and have created a flow  
 from the city into the suburbs. The  
 town has proposed the construction of  
 a large mall near the downtown area in  
 the hopes of striking some reinterest in

center city shopping, etc. There is a four-block area of downtown devoted to headshops and longhair clubs, etc. They are just now becoming accepted. The median age here is average and the major religious influence is Catholic. The Black population is increasing along with the Mexican, who work primarily with the sugar beets. City council elections were held last week, the youthful Reverend Gary Miller was voted in. Will concentrate on drug reform and treatment centers.

**COST OF LIVING:** A standard one bedroom furnished apartment rents for about \$160, although unfurnished apartments are more plentiful in 16 to 20 unit buildings. Food costs are average but the Detroit-Lansing gas wars are keeping gas prices high, while just a few miles north or south regular gas can sell for as little as .28 a gallon. Jock salaries range between \$100 and \$300 per week with the average top 40 jock making about \$135.

AM		
WKNX	Prog. Top 40	1210
WSAM	Top 40	1400
WSGW	Prog. MOR	790
FM		
WSAM	Country	98.1
WSBM	MOR	106.3
WWWS	Black	107.1

#### SPOTLIGHT ON-----

WSAM, 2000 Whittier, Saginaw, Michigan 48601, (517) PL 2-8161

Format: Top 40

Freq: 1400 Power: 1,000 watts

Owner: Ken MacDonald, Sr.

Total Employees: 20

General Manager: Ken MacDonald, Sr.

Station Manager: Ken MacDonald, Sr.

Sales Managers: Tom Weaver, Ed Jennings, Anne Schumann

Program Director: Ken MacDonald, Jr.

Music Director: Ann MacDonald

News Director: Bill Courdier

Chief Engineer: Hal Holmes

Head of Accounting: Dorothy Foster

Age Target: 18-34

6-10am - Ted Randall

10am-3pm - Bill Courdier

3-7pm - Ron Jay Scott

7pm-midnight - Bob Keller, Sammy

Midnight-6am - Steve O'Neil

WKNX, 5200 State Street, Saginaw, Michigan 48603, 799-1000

Format: Contemporary

Freq: 1210 Power: 10,000 watts

Owner: Lake Huron Broadcasting Corp.

Total Employees: 19

General Manager: Howard Wolfe

Station Manager: Howard Wolfe

Sales Manager: Dan Stewart

Program Director: Dick Hamilton

Music Director: Dick Hamilton

Policy: 55 hits/4 gold per hour - No LPS. Open promo policy.

News Director: Bob Dyer (2)

Chief Engineer: Gene Bardo

Head of Accounting: Lee Purvis

Age Target: 18-49

6-10am - Bob Pearson (29-Midland, Michigan - 12 years)

'63 WILS, '69 WITL (Bob Lansing), '72 WKNX

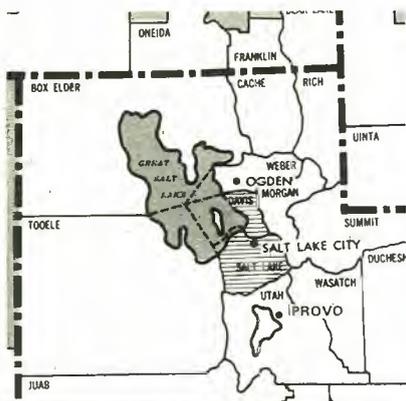
10am-2pm - Dick Hamilton (28-Detroit, Michigan - 5 years)

'68 WVIC, '69 WFMK, '71 WSGW, '72 WKNX

2-6pm - Mike Ryan (25-Saginaw, Michigan - 7 years)

'66 WLEW, '67 WLRC, '69 WKZO, '70 WTRX, '72 WKNX

# SALT LAKE CITY



Salt Lake City, Utah, Market Rank: 58th, Metro Population: 508,000, Total Population: 700,000

Ethnic Breakdown: Black - 4,360

**HISTORY:** In 1847 Brigham Young founded the city for the Mormons. Because most of the people who founded the city were from the extreme eastern United States, customs and architecture look much like an eastern city.

**ECONOMY:** Mining, defense, steel production. The church owns a great deal of land and industry and owns banks, stores, auditoriums, etc. Air pollution is a major problem not only because of the mining and steel industries, but automobiles. The city and surrounding areas are located in a large valley surrounded by mountains and the Great Salt Lake. Bad air continually finds itself trapped in the valley.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of Utah (22,000), B.Y.U. (25,000), Utah State (21,000), Weber (10,000), Westminster College (5,000), Hill Air Force Base (5,000)

**THE PEOPLE:** Salt Lake City is considered to be a very conservative, mainly due to Mormon ideas. No liquor by the drink, no hard porno shops (adult books), lots of decency groups. The city as a whole is opposed

to growth because they don't know what it can do for the economy. Local officials and developers are interested in major growth.

**TWO RECOMMENDED HOTELS:** Royal Inn (downtown), Holiday Inn (airport)

**COST OF LIVING:** Average price for bread: 30 cents, regular gasoline: 29-32 cents, one bedroom apartment with a pool, furnished: \$165, unfurnished: \$140, state sales tax: 4½%, state income tax: graduated on income.

**DISC JOCKEYS MAKE** Lowest: \$500, Highest: \$1,400, Average: \$600

AM		
KALL	MOR	910
KCPX	Top 40	1320
KLUB	Beautiful	570
KMOR	Country	1230
KNAK	Prog. MOR	1280
KRGO	Country	1550
KRSP	Top 40	1060
KSL	Black	1160
KSOP	Country	1370
KSXX	Talk	630
KWHO	Classical	860

FM		
KALL	Beautiful	94.1
KCPX	Beautiful	98.7
KRSP	Top 40/Simul	103.5
KSL	Beautiful	100.3
KSOP	Country	104.3
KWHO	Auto. Oldies	93.3
KLUB	Beautiful	97.1

## SPOTLIGHT ON-----

KMOR, 4984 South, 360 West, Salt Lake City, Utah 84107, (801) 266-4418

Format: Country

Freq: 1230 Power: 1,000/250 watts

Owner: Oral J. Wilkinson

General Manager: Jay Gardner

Station Manager: Jay Gardner

Sales Manager: Jay Gardner

Program Director: Dan Wilcox

Music Director: Dan Wilcox

Policy: 42 singles and 5 picks along with about 33 extras, 4 LPs per hour.

News Director: Sally Salsbury

Chief Engineer: Don Graham

Head of Accounting: Helen Gardner

Age Target: Young adults and older

6-9am - Timothy Warren Nicolaysen

(23-Salem, Oregon — 1 year)  
 KBYU, '72 KMOR (Tim Warren)  
 9am-2pm — Ivan Jay Madsen  
 (26-Murray, Utah — 3½ years)  
 '69 KSOP (Van Madsen), '70 KRSN  
 (Jay Madsen), '71 KMOR (Van  
 Madsen)  
 2-6pm — Daniel G. Wilcox (30-Mineral  
 Wells, Texas — 7 years)  
 '65 KCLW, '66 KBGO, '67 KSTB, '68  
 KBYG, '69 KSTB, '71 KMOR, '72  
 KNAK, '72 KMOR  
 6pm-midnight — R.D. Sean Longacre  
 (29-Corpus Christi, Texas — 1 year)  
 '71 TCEA Tape Libraries, '72 KBBC,  
 '72 KMOR (Sean McClarrin)  
 Midnight-6am — Johnny Meeham  
 (30-Los Angeles, California — 1½  
 years)  
 '71 KMOR (Jay Meehan)

KRSP, 1130 West 5200 South, Salt  
 Lake City, Utah 84107, 262-5541  
 Format: Top 40  
 Freq: 1060 Power: 10,000 watts  
 Owner: Ralph Carlson/Art Carlson  
 Total Employees: 15  
 General Manager: Ralph Carlson  
 Station Manager: Ralph Carlson  
 Sales Manager: Ralph Carlson  
 Program Director: Alan Hague  
 Music Director: Alan Hague  
 Policy: About 40 singles, limited LP  
 play. Open promo man policy.  
 News Director: John Pack (2)  
 Chief Engineer: Chris Murray  
 Head of Accounting: Dale Fenton  
 Age Target: 16-30

6-10am — Paul St. John (26-Liverpool,  
 England — 3 years)  
 '70 KSXX, '70 KRSP  
 10am-2pm — Doug Wright (21-Salt  
 Lake City, Utah — 5 years)  
 '68 KUER, '69 KDYL, '69 KSOP, '69  
 KRSP  
 2-6pm — Hal Buckner (36-Chicago,  
 Illinois — 15 years)  
 '59 KCHY, KSLY, KSVN, KSXX,  
 KTWL, '64 KIMN, '66 KBTR, '68  
 KQV, '70 KSL  
 6pm-midnight — Mark Van Wagoner  
 (20-Salt Lake City, Utah — 2 years)  
 '70 KPUA (Mark Love), '71 KHLO  
 (Mark Love), '71 KSL, '71 KMOR, '71  
 KRSP  
 Midnight-6am — Kurt Ovard (21-Salt  
 Lake City, Utah — 4 years)  
 '69 KSXX, '69 KMER, '70 KRGO, '72

## KRSP (Bob Knight)

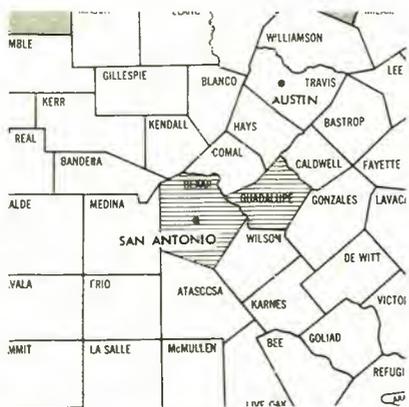
KNAK, 1042 So. 6th West, Salt Lake  
 City, Utah 84104, 364-3685  
 Format: Progressive MOR  
 Freq: 1280 Power: 5,000  
 Owner: Granite District Radio  
 Broadcasting Co.  
 Total Employees: 20  
 General Manager: Howard Johnson  
 Station Manager: Jerry Johnson  
 Sales Manager: Clyde Anderson  
 Program Director: Mel Remy  
 Music Director: Mel Remy  
 Policy: 45-50 singles usually, 20-25 LP  
 cuts, plus oldies  
 News Director: Bob Barnett (3) Chief  
 Engineer: Ron England Head of  
 Accounting: Lavon Christensen Age  
 Target: 18-45

6-10am — Lew Rogers (23-Denver,  
 Colorado — 5 years)  
 KLZ, KUAD, KQXI, '72 KNAK  
 10am-3pm — Bob Hart (30)  
 WMAD, WIBU, WIBA, KJLH, '72  
 KNAK  
 3-7pm — Jay Mack (33-Kalamazoo,  
 Michigan — 17 years)  
 KTLK, KIMN, WFUN, KOL, KENO,  
 '72 KNAK  
 7pm-midnight — Gene Davis (27-Salt  
 Lake City, Utah — 8 years)  
 KPGE, KDXU, '65 KNAK  
 Midnight-6am — Doug West

KALL, 312 East South Temple, Salt  
 Lake City, Utah 84111, 364-3561  
 Format: Prog. MOR  
 Freq: 910 Power: 5,000  
 Owner: Communications Investment  
 General Manager: Homer K. Peterson  
 Station Manager: Bennie L. Williams  
 Sales Manager: Bennie L. Williams  
 Program Director: Bruce Bell  
 Music Director: Dave Wilkins  
 Policy: 36 singles — 150 LPs  
 News Director: Phil Riesen  
 Chief Engineer: Rex Vance  
 Head of Accounting: E.W. Campbell  
 Age Target: 18-49

6-10am — Tom Barberi (29-San Jose,  
 California — 8 years)  
 10am-2pm — Dan Tyler (40-Stamford,  
 Connecticut — 25 years)  
 2-6pm — Will Lucas (40-Salt Lake  
 City, Utah — 21 years)  
 6-11pm — Lee Barker (28-Dillon,  
 Montana — 5 years)

# SAN ANTONIO



San Antonio, Texas, Market Rank: 35th, Metro Population: 850,000, Total Population: 1,200,000

Ethnic Breakdown: Black — 65,400, Spanish: 50%

**HISTORY:** San Antonio dates back to the Alamo and even further. It was a small Mexican village when this area was considered part of Mexico.

**ECONOMY:** The city is based generally on two things, primarily military and heavy tourism. There are four air forces bases (Lackland 30,000, Kelly 20,000, Brooks 2,000, Randolph 12,000), plus an Army base (Ft. Sam Houston 25,000). With these bases, heavy civil service employees. Tourism is an important industry. The Alamo draws tons of people every year. The city also has the San Antonio River, which runs right through the heart of town. This is a river which is below the level of the city and around it are all kinds of shops, restaurants, etc. Being so close to Mexico, there are a great many Mexican shops, also attracting tourists. The San Antonio Zoo and a beautiful, huge (300 acres) park also are an attraction. Farming is minor. There is very little industry here.

**THE PEOPLE:** The people have in the past been individually conservative, however, this is changing, slowly but surely. They are very negative toward

obscenity. In the past they have voted liberal but this is now changing.

**TWO RECOMMENDED HOTELS:** La Mansion (downtown), La Quinta (airport)

**COST OF LIVING:** Regular gasoline, average, one bedroom apartment in a complex with a pool: furnished: \$150, state sales tax: 5%

**DISC JOCKEYS MAKE:** Lowest: \$500, Highest: \$1,400, Average: \$850

AM		
KAPE	Black	1480
KBAT	MOR	680
KBER	Country	1150
KBUC	Country	1310
KCOR	Spanish	1350
KDRY	Black	1110
KEDA	Spanish	1540
KITE	MOR	930
KMAC	Religion	630
KONO	Top 40	860
KTSA	Top 40	550
KUKA	Spanish	1250
WOAI	MOR	1200

FM		
KBER	Country	100.3
KBUC	Country	106.3
KEXL	Contemporary	104.5
KITY	Country	92.9
KMFM	Classical	96.1
KQXT	Beautiful	101.9
KTFM	Progressive	102.7
KEEZ	Beautiful	97.3

## SPOTLIGHT ON-----

KTFM, P. O. Box 18128, San Antonio, Texas 78218, 826-2313

Format: Progressive

Freq: 102.7 Power: 99,000 watts

Owner: Waterman Broadcasting Corporation

Total Employees: 10

General Manager: Bill Dante

Station Manager: Bill Dante

Program Director: Joe Fiorillo

Music Director: Joe Fiorillo

Policy: Best of everything. 50 singles — over 2,000 LPs. Open promo men policy.

News Director: Dixie Hawkins

Chief Engineer: Coleman Barber

Age Target: 13-35

6-10am — Steve Martin (28-Scotts Bluff, Nebraska — 6 years)

10am-2pm — Greg De Honey

(23-Cleveland, Ohio - 3 years)  
 2-6pm - Joe Fiorillo (25-Philadelphia, Pennsylvania - 1 year)  
 6-9pm - Bill Dante (28-Baltimore, Maryland - 10 years)  
 9pm-1am - Dick Wolfe (25-Houston, Texas - 4 years)  
 1-6am - Mark Giles (23-Denison, Texas - 3 years)

KTSA, 4050 Eisenhower Road, San Antonio, Texas 78218, (512) 655-5500

Format: Top 40

Freq: 550 kc Power: 5,000 watts

Owner: Waterman Broadcasting Corporation, Bernard Waterman, Owner

Total Employees: 35

General Manager: Bernard Waterman

Station Manager: Lee Taylor

Sales Manager: Lee Taylor

Program Director: Todd Wallace

Music Director: Jay Stone

Policy: Basic aim is familiarity playlist, 30 singles plus 1 to 5 new music adds. LP cuts added occasionally. Promo men by appointment

News Director: Ron Martin (5)

Chief Engineer: Coleman Barber

Head of Accounting: Mary Urbach

Age Target: 12-34

5-9am - Gene Kelly (34-Waxahachie, Texas - 15 years)

KBEC, KEYS, KEEL, KILT, KBUY (Program Director)

9am-noon - Todd Wallace (25-Wichita, Kansas - 11 years)

KWBB, KNOE, KDOK, KLIF, KIMN, KILT, CKLW, KRUX, KEZY

Noon-3pm - Bruce Hathaway (34-San Antonio, Texas - 15 years)

KITE, KPOI, KTSA

3-6pm - Jay Stone (26-Las Vegas, Nevada - 11 years)

6-9pm - Sam Burke (30-Lubbock, Texas - 7 years)

KNUZ, KAUM, WACO, KLBK

9pm-midnight - Michael O'Connor (29-Baton Rouge, Louisiana - 5 years)

KRBE, KILE, KVIC, KNUZ, WLCS

Midnight-5am - Charley Brown (21-San Antonio, Texas - 4 years)

KITY, KTSA

Weekends - Terry Osborne (23-El Paso, Texas - 6 years)

KINT, KELP, KTSA

KONO, 317 Arden Grove, San Antonio, Texas 78298, 225-5111

Format: Top 30

Freq: 860 Power: 5,000 watts

Owner: Mission Broadcasting Company

Total Employees: 56

General Manager: Bruce Dodge, Jr.

Sales Manager: Henry Roberts

Program Director: Rick Reynolds

Music Director: Rick Reynolds

Policy: About 38 singles per week, select number of LP cuts. Promo men anytime as long as there is time.

News Director: Bob Tisdale (5)

Chief Engineer: Bill Kiley

Head of Accounting: Currie Smith

Age Target: Up to 40 (18-34)

6-9am - Howard Edwards (Brownwood, Texas - over 20 years)  
 '54 KONO

9am-noon - Rick Reynolds (31-Dallas, Texas - 14 years)

KXOL (Program Director), '68 KONO

Noon-4pm - John Steele (27-Guthrie, Oklahoma - 13 years)

KPUR, '70 KONO

4-8pm - Chris Cooper (25-Dixon, Illinois - 7 years)

KOIL, '70 KONO

8pm-midnight - Charlie Scott (22-Kennedy, Texas - 6 years)

KITY, KITE, '71 KONO

Midnight-5:30am - Ken Douglas (25-Oakland, California - 3 years)

KELI, '72 KONO

KITY, P. O. Box 2338, San Antonio, Texas 78298, 225-5111

Format: Country

Freq: 92.9 Power: 100,000

Owner: Mission Central Co.

General Manager: Bruce Dodge

Station Manager: Stan Webb

Sales Manager: Stan Webb

Program Director: B. Bailey Brown

Music Director: B. Bailey Brown

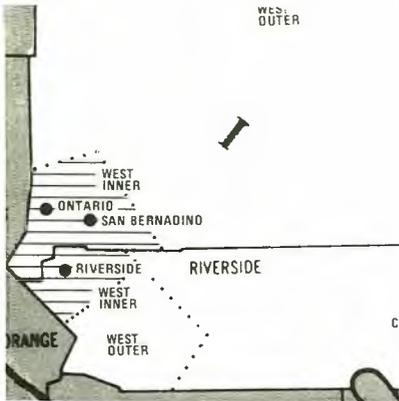
News Director: Bob Tisdale

Chief Engineer: Bill Kiley

Head of Accounting: Currie Smith

Age Target: 18-35

# SAN BERNARDINO RIVERSIDE-ONTARIO



San Bernardino, Riverside, Ontario, California, Market Rank: 28th, Metro Population: 1,200,800, Total Population (City): 117,000

Ethnic Breakdown: Black - 14%, Spanish: 21.5%

**HISTORY:** Founded 1810, incorporated 1854. First site of Spanish mission. Later settled by Mormons.

**ECONOMY:** Sun Co. - newspaper, Kaiser Steel, Lockheed, Kaiser Steel Fabricating Division, Heinford Foundry.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** Valley College (13,000), Norton AFB (11,000), Cal State College (2,657)

**THE PEOPLE:** Very conservative. Very ecology minded. Not forward thinking.

**TWO RECOMMENDED HOTELS:** Hilton Inn (airport), Roadrunner Motor Hotel (downtown)

**COST OF LIVING:** Average price for bread: 47 cents, regular gasoline: 37-39 cents, one bedroom apartment with pool, furnished: \$150-\$225, unfurnished: \$130-180, state sales tax: 5%

AM

KBON MO	R 1	2 40
KCKC Co	untry	1350
KFXM T	op 40	590

KMEN T	op 40	1290
KPRO MO	R	1440
KSOM C	ontemporary	1510
FM		
KOLA	Contemporary	99.9
KSOM C	Contemporary	93.5

## SPOTLIGHT ON-----

KOLA, 3622 Main Street, Riverside, California 92501, (714) 684-9992

Format: Top 40

Freq: 99.9 Power: 31,000 watts

Owner: Frederick Cote

Total Employees: 12

General Manager: Frederick Cote

Station Manager: Frederick Cote

Sales Manager: Tim Cuccia

Program Director: Fred Cash

Music Director: Fred Cash

Policy: 8 current per hour - rest oldies, LP cuts if they are singles (play long version).

News Director: George Wetherby (1)

Chief Engineer: Dennis Martin

Head of Accounting: Candy Shepard

Age Target: 18-49

Station has no air personality. Station is promoted rather than individuals.

KMEN, P. O. Box 1290, San Bernardino, California 92402, 889-2651

Format: Top 40

Freq: 1290 Power: 5,000 watts

Owner: Valjon, Inc.

Total Employees: 21

General Manager: Pat Shaughnessy

Station manager: Pat Shaughnessy

Sales Manager: John Stolzenburg

Program Director: Buddy Scott

Music Director: Buddy Scott

Policy: 34 singles, 12 LP cuts after 3pm. Open promo policy.

News Director: Jim Ness (3)

Chief Engineer: Jack Glair

Head of Accounting: Sondra Hill

Age Target: 12-49

6-9am - Jim Quinn (35-Stockton, California - 10 years)

'62 WSIB, '63 WBEU, '65 KWIZ, '70 KMEN

9am-noon - Mark Ford (37)

'57 KROY, '67 KMEN

Noon-3pm - Buddy Scott (27-South Dakota - 8 years)

'64 KRCB, '67 KNOP, '68 KRCB, '61

KOIL, '71 KMEN

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3-7pm – Dusty Morgan (27-Garden  
Grove, California)

'68 KTBT, '69 KPRI, '70 KWIZ, '71  
KMEN

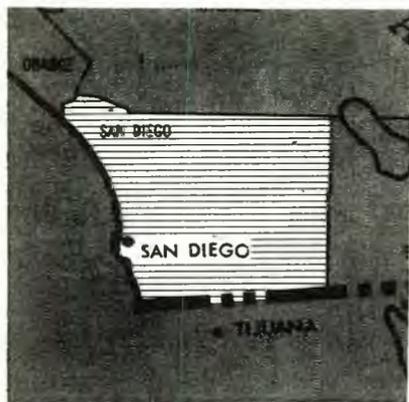
7pm-midnight – Bill McKinney  
(33-Birmingham, Alabama – 10 years)  
'60 KVCR, '61 KOLA, '65 KACE, '71  
KMEN

Midnight-6am – Gene Lane (27-Palm  
Springs, California – 9 years)

'64 KHOE (Ron Wilson), '65 KQIK  
(Ron Wilson), '66 KTOT, '66 KASK,  
'66 KGAL, '68 KEED, '68 KSTN, '69  
KROY, '71 KMEN

Weekends – David B. Daniels (27-San  
Bernardino, California – 6 years)  
KOUO, KPOI, KMEN

# SAN DIEGO



San Diego, California, Market Rank: 23rd, Population: 1,362,500, Black Population rank: 51st (63,725)

**ECONOMY:** Located in Southern California, the southwestern-most city in the U.S., facing San Diego Bay and the Pacific Ocean, 125 miles south of Los Angeles, 16 miles north of the Mexican border. Aerospace is the major employer and the most important industry. Biggest is General Dynamics, Convair, employing 10,000, Rohr Aircraft, Teledyne, Ryan and Solar (division of International Harvester), all have been active in the aerospace field. PSA Airlines has its home base here. The electronics industry has a strong foothold and nuclear research centers, tracking stations and test facilities dot the county. Other industries supporting San Diego include oceanography (Scripps Center — 2nd largest in the world) and Whittaker — builders of a life support buoy for drilling rigs, shipbuilding (National Steel and Ship Building), tuna fishing and canning (Westgate Canneries), military installations (North Island Naval Base, Camp Pendleton, Miramar Naval Air Station), service industries, and transportation. Tourism is also an important factor because of the proximity to Mexico, the superb weather, and such attractions as Sea

World, the San Diego Zoo and the new Wild Animal Park. The area is important agriculturally for its high value off-season crops (avocados, tomatoes, eggs, etc.). Food makers (Jack in the Box) and the Southland Corp. (7-11 Stores) are also located here. Primary schools include California State University (27,000 students), University of San Diego (1,000), University of California at San Diego (3,300), and U.S. International University (2,200).

**PEOPLE:** San Diego was the first city in California and is therefore heavily Spanish-Mexican in its origin, although the city has grown at such a high rate as to actually hold a new population. In the last ten years, the ultra-conservatism has lightened to a degree. Ethnic and religious backgrounds are fairly well mixed. Formerly a Republican stronghold, there are not more Democrats in office (Mayor Pete Wilson considers the loss of the Convention as only the loss of "a big headache"). Unemployment is below the national average, mostly due to the large new government contracts recently picked up by Rohr and General Dynamics. The mixture of tourists, naval personnel, and ethnic backgrounds make the city an ideal test market for experimental products. The area is divided into thirteen corporate cities with most of the spread developing northeast. Longhairs are concentrated in the beach areas and receive little hassle from the responsible police department. Pollution has been held in check by encouraging "clean" industry and by promoting the preservation of "open space" (with major toxic issues) to prevent overdevelopment. The city is young, informal, colorful and clean. An aware new city council is enforcing zoning laws and attempting to remove billboards to maintain the image. The San Diego Bay by test is one of the clearest in the United States. There is light smog, but strong inclination to keep the city clean.

**COST OF LIVING:** Below the national average, ranked 21st among major U.S. cities. One bedroom furnished apartments rent for an average of \$150. Gas prices are pretty

constant at .34-.37. Property taxes are ranked 2nd lowest of the ten major cities in California. There has been a tremendous resurgence of residential construction. Jock salaries range as high as \$25,000 (AFTRA minimum is \$205). Top forty jocks average \$15,000.

AM		
KCBQ	Top 40	1170
KDEO	Progressive	910
KFMB	Prog. MOR	760
KGB	Rock & Roll	1360
KOGO	Prog. MOR	600
KSDO	News	1130
KSON	Country	1240
FM		
KFMB	Beautiful (Auto)	100.7
KFSD	Classical	94.1
KGB	Rock & Roll	101.5
KITT	Beautiful	105.3
KOZN	Country	103.7
KPRI	Progressive	106.5
KPSE	Beautiful	102.9
KSEA	Top 40	97.3
KYXY	Beautiful	96.5
KLRO	Religious	94.9

### SPOTLIGHT ON-----

KPRI, 645 Ash Street, San Diego, California 92101, (714) 239-1385

Format: Progressive Rock

Freq: 106.5 Power: 50,000 watts

Owner: Southwestern Broadcasting

President: Ed Shaddock

Station Manager: Jack Lane

Sales Manager: Chet Wilke

Program Director: James LaFawn

Music Director: Jerry Lubin

Policy: If it's good, play it. Promos usually on Tuesday.

News Director: Chris Miller

Chief Engineer: Dick Warren

Head of Accounting: Elaine Rinner

Age Target: 18+

5-9am - Ken Edwards (25-San Diego, California - 4 years)

KDIG' KSEA, KPRI

9am-1pm - Dana Jones (24-Los Angeles, California - 4 years)

'68 KPPC, '70 KYMS, '70 KPRI

1-5pm - Jerry Lubin (32-Detroit, Michigan)

'65 WHAK, '66 WITL, '67 WTAC, '68

WABX, '70 WRIF, '72 KPRI

5-9pm - Adrian Boulton (20-San Diego, California - 2 years)

'70 KXO, '71 KPFI, '72 KPFI

9pm-midnight - Barrange Q. Zakar

KCBQ, P.O. Box 1629, San Diego, California 92112, (714) 286-1170

Format: Top 40

Freq: 1170 Power: 50,000 watts

Owner: Bartell Broadcasting Media

Total Employees: 41

General Manager: Russ Wittberger

Sales Manager: Mike Stafford

Program Director: Jack McCoy

Music Director: Mardi Nehrbass

Policy: Best current 22 hits available with no LP cuts.

News Director: Reid Carroll (3)

Chief Engineer: Morris Jones

Head of Accounting: Ele Johnson

Age Target: 12-49

9am-noon - Bill Moffitt (28-Denison, Iowa - 6 years)

KDSN, KCLS, KJAE, KCBQ

Noon-3pm - Mat Guinn (23-Cleveland, Texas - 5 years)

'68 KEEE, '69 KLBK, '70 KULF, '72 WIXY, KCBQ

3-6pm - Dave Conley (26-Grand Rapids, Michigan - 7 years)

'65 KMBY, '65 KASN, '66 KSEE, '67 KACY, '70 KAFY, '71 WIXY, '71 WYQ, '71 KCBQ

6-10pm - Gene Knight (23-Escondido, California - 5 years)

'68 KOWN, '69 KSON, '71 KSEA, '72 KCBQ

10pm-2am - Lenny Mitchell (31-Brooklyn, New York - 8 years)

'65 KLAN, '66 KAFY, '67 KDON, '67 KMEN, '68 KWIZ, '69 KEZY, '70 KCBQ

2-6am - Richard Young (25-Milwaukee, Wisconsin - 9 years)

'64 WFMR, '65 WTOS, '68 WZMF, '70 WOKY, '70 WRIT, '71 WOKY, '71 WCSM

Weekends - David London (24-Rocky Mountain, North Carolina - 10 years)

WKIX, WPLO, WNOX, KFJZ, WAPE, WNCT, KCBQ

KGB, 4141 Pacific Highway, San Diego, California 92110, 297-2201

Format: Rock and Roll

Freq: 1360/101.5 Power: 5,000

Owner: KGB, Inc.

General Manager: William J. McDowell

Sales Manager: Pat Walden

Program Director: Ron Jacobs

Music Director: Melissa Frank  
 News Director: Brad Messer  
 Chief Engineer: Dick Rudman  
 Head of Accounting: Lila Gilbert  
 Age Target: 18-34

6-10am - Bill Hergonson (Cap'n Billy)  
 (24-Syracuse, New York - 8 years)  
 '65 WQSR (Bill Barker), '66 WNDR,  
 '67 WFBL, WSYR, '68 WENE, ABC,  
 KCBN, KACY, '69 KGB, '70  
 Watermark, Inc., '71 KYMS, KPRI,  
 '72 KRLA, '72 KGB

10am-2pm - Richard D. Bullen  
 (28-San Diego, California - 8 years)  
 '60 KICA (Richard Marot), '65 KREO  
 (Ramblin' Richard), '66 KUTY, '67  
 KCLV (Casey Jones), KXOL (Richard  
 W. Morgan), KAFY (Richard W.  
 Morgan)

2-6pm - Ernest T. Gladden  
 (24-Laquey, Missouri - 10 years)  
 '62 KJPW, '65 KUDL (Don Gladden),  
 '67 WHB (Don Gladden), '69 WMMR  
 (Don Gladden), '71 WDAI (Ernie  
 Gladden), '72 WIND (Ernie Gladden)

6-10pm - Gabriel Wisdom  
 (23-Manchester, New Hampshire - 5  
 years)

'68 KPRI, '72 XHIS-XHERS, '72 KGB  
 10pm-2am - Robert Bishop  
 (24-Dallas, Texas - 4 years)  
 '68 KPLT, '68 KNUZ, '69 KPPC, '70  
 KPRI, '70 WWOM, '71 WDAI

KOGO, P. O. Box 545, San Diego,  
 California 92112, 263-6191

Format: MOR

Freq: 600 Power: 5,000 watts

Owner: Retlaw Broadcasting Co.

Total Employees: 36

General Manager: Joseph C. Drilling

Station Manager: Wilson Edwards

Sales Manager: U.S. Altman

Program Director: Jerry Jackson

Music Director: Rowena Paley

Policy: Single and LP cuts vary  
 weekly. Open promo policy.

News Director: Dale Brix (5)

Chief Engineer: Ralph Evans

Head of Accounting: Andrew Mastoris

Age Target: 25 plus

6-10am - Ernie Myers (43-Pasadena,  
 California - 22 years) 60 KOGO

10am-2:30pm - Rick Martel  
 (38-Kansas City, Missouri - 18 years)  
 '62 KOGO

2:30-7pm - Royce Johnson (40-Bird

City, Kansas - 20 years)

KIMN, KFRC, KGO, KDEO, KOGO  
 7pm-midnight - Scotty Day  
 (41-Ogden, Utah - 22 years)

KCBQ, '70 KOGO

Midnight-6am - Allen Scott (26-San  
 Diego, California - 8 years)

'68 KPRI, '70 KOGO

KFMB, 1405 Fifth Avenue, San Diego  
 California 92112, 232-2114

Freq: 760 Power: 5,000

Owner: Midwestern Broadcasting

Total Employees: 20

General Manager: Robert Meyers

Station Manager: Paul Palmer

Sales Manager: John Lynch

Program Director: Jack Woods

Music Director: Dan Davis

Policy: 30 or 40 hit singles -  
 contemporary LPs - oldies and  
 standards.

News Director: Morey Alter (4) Chief

Engineer: Chas. Abel Head of

Accounting: Jack Bradley Age Target:

25-49

6-10am - Charlie Brown (38-Gary,  
 Indiana - 14 years)

'58 WOC, '59 KWNT, '60 WROK, '61  
 KLIF, '65 WIBC, '66 WKYC, '68  
 KNBC, '71 KHOW, '72 KFMB

6-10am - Irv Harrigan (35-Dallas,  
 Texas - 10 years)

'65 KOMA, '66 KLIF, '66 WKYC, '68

KIIT, '72 KFMB

10am-2pm - Dan Davis (28-Payette,  
 Idaho)

KIMN, KHOW, KFMB

2-6pm - John Michaels

'66 KNUZ, '67 WHK, '67 WIXY, '68

KILL, '72 KFMB

7pm-midnight - Skip Conover

KOGO, KFMB

Midnight-6am - Tom Murphy (12  
 years)

'60 KLIF, '62 KBOX, '65 KCBQ, '66  
 KRLA, '68 KFMB

# SAN FRANCISCO



San Francisco, California, Market Rank: 4th. Population: 3,148,500, Black Population Rank: 12th (337,915).

**ECONOMY:** Situated on the central coast of California, 405 miles north of Los Angeles, surrounded by water on three sides. "The city," as it is called by its residents, is the western commercial capital of the nation and leads in imports and exports, marketing, distribution, and general financial operations. The world's largest bank, the Bank of America, has its home office here, along with three others of the country's largest. Employment in finance has grown 25% in the last ten years. The city is also a major insurance center. Ten percent of the work force is employed in manufacturing, primarily in production of food and allied goods, printing and publishing, apparel, chemicals, petroleum, metal, machinery and transportation equipment, and electronics, of which Ampex is the largest. The areas surrounding the city are rich agriculturally famous for wine and produce. San Francisco is the leading world trade center for the Western United States, and the nation's "Gateway to the Pacific." Exports and imports total \$3½ billion a year.

Headquarters are here for the country's second largest utility — Pacific Gas and Electric, serving 43 counties. Major schools include the University of San Francisco (3,000 students), Stanford (6,000), University of California at Berkeley (18,000), San Francisco State College and City College of San Francisco.

**PEOPLE:** A 1966 Gallup Poll named San Francisco the city most people would like to live in, for its sophistication, cosmopolitan atmosphere, and uniqueness. Backgrounds and cultures are highly mixed. The city is home for the largest Chinese community outside Asia and has large Chicano, Japanese and Filipino populations. Blacks are more predominant in Oakland, which is a more industrial, middle class community. Bussing has been a major issue, with the primary objections coming from the Chinese population who have boycotted public schools in their efforts to stay in Chinatown. There is actually less population in the city now than 20 years ago, growth is centered in the lower peninsula, Marin County and the East Bay area. San Jose County (an hour south) is actually larger in population. The Bay Area Rapid Transit System (BART) is presently under construction, considered the world's most advanced and first to be built in the U.S. in 50 years. There is no one dominant political party, the current mayor is Democratic. McGovern won S.F. in November election (also voted in favor of decriminalizing weed). Attitudes are described as "highly tolerant" No hassles for long hairs. Night life is lively. Per capita liquor consumption is the highest for the country. Suicide rate is overemphasized, although spectacular — "there is an average of one bridge-jumper per week?"

**COST OF LIVING:** On the high side — second only to New York, Anchorage and Honolulu. Housing is the highest; food and transportation are the lowest. One bedroom furnished apartments average as high as \$200. Regular gas is selling for .34 per gallon. Taxes are substantial, among the top 4 in the country. Jock salaries (largely

AFTRA) range from \$175 a week to as much as \$50,000 a year. Top forty jocks average \$300.

AM		
KABL	Beautiful	960
KCBS	All News	740
KDIA	Black	1310
KEST	MOR	1450
KFAX	Specialty	1100
KFRC	Top 40	610
KGO	News & Talk	810
KIBE	Classical	1220
KKHI	Classical	1550
KKIS	Beautiful	990
KNBR	MOR	680
KNEW	Contemporary	910
KPAT	Beautiful	1400
KSAY	Country	1010
KSFO	MOR	560
KYA	Top 40	1260
KRE	Contemporary	1400
FM		
KABL	Beautiful	98.1
KBRG	Foreign Language	105.3
KCBS	Auto. Top 40	98.9
KKEE	Beautiful	106.1
KFOG	Beautiful	104.5
KDFC	Classical	102.1
KIOI	Top 40	101.3
KJAZ	Jazz	92.7
KKHI	Classical	95.5
KNBR	Beautiful/News	99.7
KYA	Prog. MOR	93.3
KSAN	Progressive	94.9
KSFX	Rock & Roll	103.7
KSOL	Black	107.7
KRE	MOR	102.9

### SPOTLIGHT ON-----

KFRC, 415 Bush Street, San Francisco, California, 982-9200

Format: Top 40

Freq: 610 Power: 5,000 watts

Owner: RKO General, Inc.

Total Employees: 75

General Manager: Haptraut

Sales Manager: Doug Slye

Program Director: Sebastian Stone

Music Director: Karen Nelson

Policy: Hit singles, approximately 30 singles, some LPs. See promotion

people Thursday.

News Director: Ron Casteel (5)

Chief Engineer: Bob Kanner

Head of Accounting: Shirli Toeller

Age Target: 12-30

6-10am - Jim Carson (29-Los Angeles, California - 10 years)

'62 KBLA, '67 KGB, '70 KFRC

10am-2pm - Bobby Ocean (28-Las Vegas, Nevada - 10 years)

KMBY, KKIS, KYNO, KGB

2-6pm - Bob Foster (35-Muddy, Illinois - 19 years)

KIMN, KGB, WIBG, WSAI, WQXI

6-10pm - Eric Chase (25-Lewiston, Idaho - 6 years)

KRLC, 'KUDL, KYNO (Music Director, Program Director)

10pm-1am - Tom Kennedy (24-Pontiac, Michigan - 8 years)

'64 WPON, '66 WSAM, '67 WOHO, '68 WHNC (Music Director)

1-6am - J.J. Johnson (22-Cleveland, Ohio - 5 years)

'68 WABQ, '69 KYOK, '71 WGRT

KSFO, 950 California Street, San Francisco, California 94108, (415) 982-5500

Format: MOR

Freq: 560 Power: 5,000 watts

Owner: Golden West Broadcasters

Total Employees: 68

General Manager: Herbert S. Briggin

Station Manager: Herbert S. Briggin

Sales Manager: Bruce Blevins

Program Director: Allan M. Newman

Music Director: Elma Greer

Policy: 60 singles, 100 LPs. Open promo policy.

News Director: Chet Casselman

Chief Engineer: Terry Lloyd

Head of Accounting: Erica Howard

Age Target: 18-49

6-10am - Jim Lange

'60 KSFO, KMPC, '71 KSFO

10am-Noon - Peter Scott

KHIP, KMPX, KGO, KSJO (Program Director), '65 KSFO

Noon-4pm - Dick McGarvin (Caldwell, Idaho)

KVI, '66 KSFO

4-8pm - Terry McGovern (Pittsburgh, Pennsylvania)  
 KDKA, '69 KSFO  
 8pm-midnight - Gene Nelson  
 WSAI (Program Director), '62 KYA, '68 KSFO  
 Midnight-6am - Russ Syracuse  
 WRNY, WNDR (Program Director),  
 WKBW (Program Director), KFRC,  
 KNBR, '69 KSFO

KYA, No. 1 Nob Hill Circle, San Francisco, California 94108, (415) 397-2500

Format: Top 40

Freq: 1260 Power: 5,000 watts

Owner: Avco Radio Corp.

Total Employees: 45

General Manager: Howard S. Kester

Sales Manager: Howard Zwick

Program Director: Julian Breen

Music Director: Julian Breen

Policy: Approximately 25 singles, no LPs. See promo men Thursday 10am-1pm.

News Director: Larry Brownell (4)

Chief Engineer: Ron Smith

Head of Accounting: Jack Nankin

Age Target: 12-35

6-10am - Terry R. MacDonald (24-Tucson, Arizona - 6 years)

'66 KTKT, '67 KIKX, '69 KHYT, '71 KGW, '71 KYA

10am-2pm - John Hardy

WBOK, KSN, KDIA, '69 KYA

2-6pm - Christopher Cane

6-10pm - Chris Edwards (31-Novato, California - 10 years)

'63 WHEW, '67 WFUN, '68 KYA

10pm-2am - Bill Holley

2-6am - Dave Stone

KSFX, 1177 Polk Street, San Francisco, California, 928-5739

Format: Rock and Roll

Freq: 104 Power: 26,000 watts

Owner: ABC

General Manager: George Yahares

Station Manager: George Yahares

Sales Manager: Jim Bocock

Program Director: Tom Krimzier

Music Director: Tom Krimzier

News Director: Bill Furnell

Chief Engineer: Warren Gregorie

Age Target: 18-34

6:30-10am - Monty Aidem (23-Chicago, Illinois - 2 years)

'70 WBOw, '70 KLWW, '71 WROL, '72 WKGN, '72 KSFX

10am-2pm - Tommy Saunders (31-Buffalo, New York - 15 years)

'58 WINE, '60 WOLF, '61 WKBW, '62 KYA, '69 KGO, '70 KSFX

2-6pm - Frank Terry (34-Rapid City, South Dakota - 12 years)

KCSB, KCKC, KRNO, KMEN, KMAK, KDEO, KHJ, KFI, KGIL, KFRC, KSFX

6:30-10pm - Carl Walters

10pm-2am - Philip Buchanan (30-San Francisco, California - 11 years)

'61 WEEC, '62 WKZO, '62 WELL, '63 WAUX, '65 WOKY, '67 WCHS, '67 WCHS, '68 WEMP, '70 KMPX, KSN, KSFX

2-6:30am - Tim Hartman (30-Los Angeles, California - 2½ years)

KIOI, 700 Montgomery Street, San Francisco, California 94111, (415) 956-5101

Format: Progressive MOR

Freq: 101.3, Power: 125,000 watts

Owner: Pacific FM Inc.

Total Employees: 29

General Manager: James J. Gabbert

Station Manager: Michael Lincoln

Sales Manager: Steve Wrath

Program Director: Don Kelly

Music Director: Don Kelly

News Director: Mark Provost (4)

Chief Engineer: Mike Lincoln

Head of Accounting: Mary Alliston

6-10am - Stan Dunn (33-Oakland, California - 6 years)

KJAZ, KFOG, KRON, KIOI

10am-2pm - Bill Dodd (29-Lafayette, California - 10 years)

KIOI

2-6pm - Don Kelly (26-Baltimore, Maryland - 8 years)

WYSL (Music Director), KIOI

Midnight-6am - Harry Young (26-San Francisco - 4 years)

KUSF (Program Director), KIOI

Weekends - Carl Grant (23-San Francisco, California - 4 years)

KGO, KBRG, KEMO, KIOI

KSOL, 600 South Bayshore, San Mateo, California, 347-6638

Format: Soul

Freq: 107.7 Power: 3,800 watts

Owner: United Broadcasting

General Manager: Genevieve Garcia

Station Manager: John Caldwell

Program Director: Telesel Prod.

Policy: Approximately 40 singles and 40 LP cuts.

Age Target: All

6-10am - John Mack, Jr. (30)

10am-2pm - Billy King (25-San Jose, California - 1 year)

2-7pm - Oliver Moss (29-San Diego, California - 10 years)

KDEO, KDIG, KCAC, KJLM

7pm-midnight - Johnny Quick (30-San Jose, California - 4 years)

Midnight-6am - Willie Poplone (24-San Francisco, California - 1 year)

KNEW, 66 Jack London Square, Oakland, California 94607, 836-0910

Format: Contemporary-Adult

Freq: 910 Power: 5,000 watts

Owner: Metromedia, Inc.

Total Employees: 45

General Manager: Kenneth L. Gaines

Station Manager: Kenneth L. Gaines

Sales Manager: Dan Tapson

Program Director: John L. Hawkins

Music Director: John L. Hawkins

Policy: Heavy oldies. One large list of singles and LP cuts. Current singles playlist in the 40's. Promotion people seen whenever convenient.

Station Director: Gil Haar (8)

Chief Engineer: John L. Hawkins

Head of Accounting: Robyn Minor

Age Target: 18-49

6-10am - Ron Reynolds (31-Lodi, California - 18 years)

58 KJOY, '58 KJAY, '58 KOL, '65 KNEW

10am-2pm - Don Chamberlain (46-San Francisco, California - 22 years)

'61 KHBC, '54 KIKI, '57 KGMB, '58 KVIP, '67 KNEW

2-6pm - Tom Campbell (33-St. Louis, Missouri - 17 years)

'54 KATZ, '56 SKLH, KLFT, '58 KJOE, '59 KEEL, '59 KKAY, '63 WQAM, '64 WFLA, WDGY, '64 WFUN, '66 WOWG, '68 KYA, '71

KLOK, '72 KNEW

6-10pm - Ron Lyons (32-Asheville, North Carolina - 17 years)

'55 WLOS, '60 KRAK, '60 KROY, '62

KEWB, '64 KYA, '64 KROY, '65

KNBR, '68 KCRA, '69 KNEW

10pm-2am - Bill Collins (37-Youngstown, Ohio - 19 years)

'53 WRFD, '66 WGAR, '68 WHK, '71 KNEW

2-6am - Bob Raleigh (37-New York, New York - 16 years)

'56 WQXI, '58 WEZE, '60 WMEX, '63

WPLO, '64 WABB, '66 WHB, '68

KMAK, '68 WPGC, '71 KCRA, '72

KNEW

KSAY, 433 Natoma Street, San Francisco, California 94306, 391-0556

Format: Country

Freq: 1010 Power: 10,000 watts

Owner: Grant Wrathall, Inc.

General Manager: Stan Bryer

Station Manager: Clair Halvorsen

Sales Manager: Stan Bryer

Music Director: Ray Martin

Chief Engineer: Lee Granlin

Head of Accounting: Henry Sante

Sign-on to noon - Ray Martin (38-Oakland, California - 8 years)

'64 KCMK, '67 KWKI, '69 KPAT, '70

KFMR, '71 KEEN, '71 KSAY

Noon to sign-off - Woody Woodward (43-Hillspring, Alberta, Canada - 15 years)

KRPL, KALE, KSTN, KMBY, KSAY

KGO, 277 Golden Gate Avenue, San Francisco, California 94102, (415) 863-0077

Format: News/Talk

Freq: 810 Power: 50,000 watts

Owner: ABC

Total Employees: 86

General Manager: Alfred Racco

Station Manager: Alfred Racco

Sales Manager: Mickey Luckoff

Program Director: David Crane

News Director: Robert Benson (17)

Chief Engineer: Veldon Leverich

Head of Accounting: George O'Rourke

Age Target: Adults

KNBR, Fox Plaza Building, Suite 700, San Francisco, California 94102, 626-6700

Format: MOR

Freq: 680 Power: 50,000 watts  
Owner: National Broadcasting Co.  
General Manager: Heber Smith  
Sales Manager: Bill Dwyer  
Program Director: Ron Fell  
Music Director: LaVerne Drake  
News Director: Richard Sher  
Chief Engineer: Dale Harry  
Head of Accounting: Bert Medar  
Age Target: 30-50

6-10am — Frank Dill (New York, New York)  
WCHV, Armed Forces Radio, KARK, WGR  
10am-3pm — Mike Cleary  
KYA, KNBR  
3-7pm — Jack Hayes  
KFWB, KWJJ  
7pm-midnight — Dave Niles (Juneau, Alaska)  
KOLO (Program Director), KFRE, KXOA, KVIP, KSAY, KKHI, KSFO, '66 KNBR  
Midnight-6am — Les Williams  
'68 KNBR

# SAN JOSE



San Jose, California, Market Rank: 31st, Metro Population: 1,114,000, 18% Mexican-American and 1.6% Black. The City is about 30 miles inland from the coast and about 55 miles from San Francisco.

**ECONOMY:** Based primarily on aerospace-electronics and machinery. IBM has a large plant here. E.E. produces nuclear reactors. Hewlett Packard, Fairchild and Varian are major electronic manufacturers. Lockheed manufactures missiles — Ford and FMC have large plants. County is second in state in production of flowers and is one of the leading centers in producing premium wines. Outdoor sports are popular including football, golf, tennis and water sports. The Monterey Bay is nearby. The city is a big university town, home for San Jose State (25,000 students), the University of Santa Clara (a private institution with 5,900 students), Stanford University (11,000 students) and an additional 40,000 students attending the five community colleges.

**PEOPLE:** Middle of the road brand of folks here, half and half mixture of Protestant and Catholic. Plenty of long hairs due to the large college community. The median age is 24.4 years. The city has a Japanese-American mayor and there is

a good deal of Spanish influence.

**COST OF LIVING:** One bedroom apartments range between \$150 and \$250 per month with the luxury single being very popular. Cost of living is fairly high but less than neighboring San Francisco. Gas, food costs higher than average. Median household income is \$11,426. Union minimum guarantees AM jocks \$225 per week with the FM jocks making about half of that. There are one or two top forty jocks making \$18,000.

AM		
KEEN	Country	1370
KLIV	Top 40	1590
KLOK	Top 40	1170
KRRX	MOR	1500

FM		
K BAY	Beautiful	100.3
KOME	Prog.	98.5
KPSJ		106.5
KSJO	Progressive	92.3
KREP	MOR 1	0 5.7

## SPOTLIGHT ON——

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

Format: Top 40

Freq: 1590 Power: 5,000 watts

Owner: Empire Broadcasting

Total Employees: 25

General Manager: Robert Kieve

Sales Manager: Max Reeder

Program Coordinator: John McCloud

Music Director: Dave Sholin

Policy: Varies but usually 31 singles, occasional LP cut. Promo men by appointment.

News Director: Jim Braden (2)

Chief Engineer: Vincent Lopopolo

Head of Accounting: Norma Ray

Age Target: 12-34

6-10am — John Bettencourt (24)

KONG, KYOS, '68 KLIV, WAAB, '72 KLIV

10am-3pm — John McCloud (24)

KSJO, KGMO, '67 KLIV

3-7pm — Dave Sholin

KCSM, KRTG, '69 KLIV

7pm-midnight — Bob Ray (22)

WSAR, '71 KLIV

Midnight-6am — Todd Simmons (29)

KFXM, KMBY, '71 KLIV

KLOK, P. O. Box 6177 San Jose,

California 95150, (408) 274-1170  
 Format: Top 40/oldies  
 Freq: 1170 Power: 50,000 watts  
 Owner: Davis Broadcasting  
 Total Employees: 20  
 General Manager: William Weaver  
 Station Manager: William Weaver  
 Sales Manager: Suzi Mann  
 Program Director: Clark Anthony  
 Music Director: Winnie Combs  
 Policy: 25-30 current singles and selected LP cuts. About 65% oldies — promo men by appointment.  
 News Director: Jack Smith (1)  
 Chief Engineer: David Evans  
 Head of Accounting: Linda Melton  
 Age Target: 18-34  
 6-10am — Buddy Clyde  
 10am-2pm — Clark Anthony  
 2-6pm — Casey Piotrowski  
 6pm-midnight — Larry Sherman  
 Midnight-6am — Dave Ware

KEEN, Hotel De Anza, San Jose, Calif.  
 Format: Country  
 Freq: 1370 Power: 5,000 watts  
 Owner: United Broadcasting Co  
 General Manager: Floyd Farr  
 Station Manager: Len Smith  
 Sales Manager: Red Murrell  
 Program Director: Steve Snell  
 Policy: About 60 singles, 1 LP cut per hour, 5 oldies per hour.  
 News Director: Dan Price  
 Chief Engineer: Martin Van Der Kamp  
 Age Target: 25-49

5-9am — Bill Craig (31-Waxahachie, Texas — 13 years)  
 '59 KBEC, '60 KOPY, '61 KTSA, '63 WKDA, '67 WALG, '68 KEGL, '71 KLAV, '72 KEEN  
 9am-Noon — Chris White  
 Noon-4pm — Larry Newton (25-San Leandro, California — 7 years)  
 '66 KNCR (Program Director), '68 KINS, '69 KIEM, '70 KEEN  
 4-10pm — Chuck Bonasera (25-San Jose, California — 7 years)  
 '65 KUKI, '68 KYOS, '69 KGNU, '69 KBAY, '69 KEEN  
 10pm-5am — Jerome J. Norton (29-Tucson, Arizona — 3 years)  
 '69 KVLV, '70 KEGL, '71 KEEN (J. Norton)

275-6600  
 Format: Progressive  
 Freq: 98.5 Power: 12.5 kw ERP  
 Owner: Audio House, Inc.  
 Total Employees: 17  
 General Manager: Ron Cutler  
 Station Manager: Ron Cutler  
 Sales Manager: Cliff Feldman  
 Program Director: J. William Weed  
 Music Director: Phil Charles  
 Policy: 20-30 singles (1 per hour), 50 or more current LPs, 2 oldies per shift.  
 Open promo policy.  
 News Director: Gary Lyte (1)  
 Chief Engineer: John Higdon  
 Head of Accounting: Linda Burriesci  
 Age Target: 18-34

6-10am — Rife (24-Harvey, Illinois — 4 years)  
 '68 KSJS (J.N. Reifschneider), '70 KSJO, '72 KOME  
 10am-3pm — Uncle Jack (25-Glendale, California — 9 years)  
 '67 KIFM, '69 KSJO, '70 KTAO, '71 KOME  
 3-7pm — J. William Weed (25-Laguna Beach, California — 10 years)  
 '67 KNOW, '68 KXLS (Lenny Donahue), '68 KTBT, '69 KJSO, '70 KSFX, '71 KSJO  
 7pm-midnight — Phil Charles (24-Philadelphia, Pennsylvania — 3½ years)  
 '70 KOME, '72 KERR, '72 KOME  
 Midnight-6am — Donald P. (25-Livonia, Michigan — 3½ years)  
 '70 KERR (Don Devlan), '71 KLRB (Don Pctoczak), '72 KOCN, '72 KRML

KOME, P. O. Box 6113/1694 The Alameda, San Jose, California 95150,

# SANTA BARBARA



Miguel I



Santa Barbara, California, Metro  
Population: 72,000, Total Population:  
154,000

Ethnic Breakdown: Black 2.6%,  
Spanish 1.2%

**HISTORY:** Claimed for Spain by Juan Rodriguez Cabrillo in 1542. Next visited by Sebastian Vizcaino in 1602 and named for St. Barbara. Gaspar de Portolo's expedition paused among Indians here in 1769 and in 1782 Spaniards (including Fr. Junipero Serra) founded Royal Presidio (fortress) on site. Mission Santa Barbara founded 1786. Area prospered, was social capital of Spanish California. Became American in 1846; city incorporated in 1850. Yankee newcomers in '70's and '80's changed town from sleepy pueblo to modern community. Famed until 20's as health and tourist resort; residential city since then, but tourism still vital industry.

**ECONOMY:** Tourism, service industry, electronics research and manufacturing, agriculture, trade, general manufacturing, public service, including education.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of California at Santa Barbara (12,000), Santa Barbara City College (4,400), Westmont College (850), Brooks Institute of

Photography (400). No military bases near Santa Barbara.

**PEOPLE:** Not easy to generalize. People basically middle class and sober, but not especially conservative politically. Democrats lead in registration, but town tends to vote moderate Republican. City skeptical about growth and "crowding" because area very beautiful and mostly unspoiled, but area is one of fastest growing in the nation.

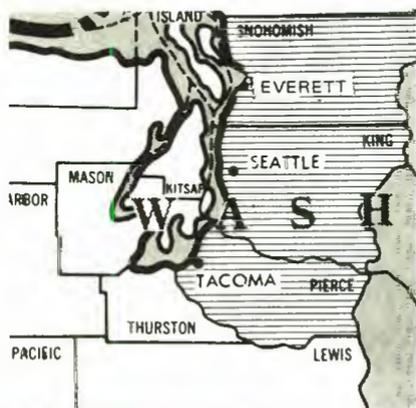
**COST OF LIVING:** Average price for bread: 45 cents, regular gasoline: 35 cents, one bedroom apartment with a pool, furnished: \$155, unfurnished: \$135, state sales tax: 5%

**DISC JOCKEYS MAKE:** Lowest: \$450, Highest: \$800, Average: \$600

AM		
KIST	Top 40	1340
KACL	Beautiful	1290
KDB	Beautiful	1490
KGUO	Country	990
KTMS	Personality	1250

FM		
KTMS	Block (Auto)	97.5
KRUZ	Beautiful	103.3
KOB	Beautiful	93.7

# SEATTLE



Seattle, Washington, Market Rank: 18th, Population: 1,475,900, Black population rank: 77th (42,610)

**ECONOMY:** Located in west central Washington, bordered on the west by Puget Sound and on the east by Lake Washington, the Pacific Ocean is 80 miles west and the Canadian border is 110 miles north, equidistant from Vancouver (160 miles to the north) and Portland (to the south). The two key industries in the city are aviation and shipping. Boeing employs about 45,000 people currently in their huge aircraft manufacturing and assembly plants, before the cut backs in recent months, they were employing as many as 90,000 at one time. Todd Shipyards and Lockheed Shipbuilders are the major representatives for the shipping industry here. The city is a key transportation point for railroads, airlines, and steamship companies for all export-import businesses in the Pacific Northwest. Other important industries include food processing (also fish), lumber, apparel, trucks and busses, paper, printing and chemicals. ABC Records and Tapes has its national office here. Major schools include the University of Washington (33,000 students), Seattle Pacific College (1,500), and Seattle University (2,500).

**PEOPLE:** The city is sophisticated and

diversified due to the convergence of races and cultures. Liberal attitudes are the coming thing. Due to the high rate of unemployment (which reached a maximum of 16% during the aircraft layoffs), the people have become more open-minded toward new ideas. There has been a political revolution in the past three years, the old-line city council and local government who were overtolerant with such activities as gambling and general corruption, have been replaced by a strong law and order regime, following a grand jury probe and purge of the police department. There is no animosity toward longhairs from officials or the general public. The bussing controversy is a current local issue with the school board and local groups hassling over whether to delay the project for a year. The city has been called the pleasure boating capital of the world because of its ideal conditions. There are many tourist attractions, both natural (Rain Forest and Indian Hot Springs) and man-made (Seattle Center with its world's fair Space Needle and Pacific Science Center).

**COST OF LIVING:** An average one bedroom furnished apartment will rent for an inexpensive \$100-\$125. Regular gas is selling for \$.34 per gallon due to the .13 tax (highest in the country). Property taxes are high, this is the main means for subsidizing schools. Jock salaries in the market range between \$650/month and \$30,000 a year. Top forty jocks average about \$15,000.

AM		
KBLE	Religious	1050
KAYE	Country	1450
KGDN	Religious	630
KING	Top 40	1090
KIRO	Prog. MOR	710
KIXI	Beautiful	910
KJR	Top 40	950
KMO		1360
KOL	Top 40	1300
KOMO	MOR	1000
KQIN	Country	800
KRKD		1380
KTAC	Top 40	850
KTNT	MOR	1400
KUUU	Oldies & current	1590

KUI	Prog. MOR	570
KWYZ	Contemporary	1230
KXA	Country	770
KYAC	Black	1460
KTW	Talk & religious	1250
FM		
KBBX	Beautiful	98.9
KBIQ	Beautiful	105.3
KETO	Auto. Beautiful	101.5
KFKF	Solid Gold	92.5
KING	Classical	98.1
KIRO	Prog. MOR	100.7
KISW	Prog. Top 40	99.9
KIXI	Beautiful	95.7
KLAY	Beautiful	106.1
KOL	Prog.	94.1
KTAC		103.9
KTNT	Country	97.3
KYAC	Black	96.5
KBLE	Country	93.3
KTW	Religious	102.5

**SPOTLIGHT ON-----**

KOL, 1300 S.W. Florida Street,  
Seattle, Washington 98134, (206)  
622-2312

Format: Top 40

Freq: 1300 Power: 5,000 watts

Owner: Buckley Broadcasting

Total Employees: 33

General Manager: Bob Reilly

Station Manager: Bob Reilly

Sales Manager: Bob Reilly

Program Director: Johnny Novak

Music Director: Gary Crow

Policy: Singles and LPs. LPs vary up to  
20. Open promo policy.

News Director: Ken Mattler (4)

Chief Engineer: Bill Wolfenbarger

Head of Accounting: Pat Chase

Age Target: 18-34

5-9am - Don Wade (31)

WNOE, WKBW, CHAM, KLIF, WIBG,  
WDRC, '72 KOL

9am-noon - Johnny Novak (34-Fargo,  
North Dakota - 13 years)

KHEY, KSBW, KVI (Program  
Director) KGA (Program Director),  
KJRB, KXLF, KOOK, KEPT (Program  
Director), '72 KOL

Noon-3pm - Bobby Simon  
(35-Washington - 15 years)

WIFE, KISN, KJR, KXLY, KORD, '71  
KOL

3-7pm - Gary Crow (25- Coos Bay,  
Oregon - 4 years)

KTAC, KGHO, KALE, '72 KOL

7-11pm - Burl Barer (25-Walla Walla,  
Washington - 7 years)

KIRO, KJR, KYAC, KTEL, KUJ, '68  
KOL

11pm-5am - Chris Hill (30-Pendleton,  
Oregon - 6 years)

KALE, KIMA, KTEL, '72 KOL

KWYZ, P. O. Box 1234 (2400 Hewitt  
Avenue) Everett, Washington 98206,  
(206) 252-5123

Format: MOR

Freq: 1230 Power: 1,000 watts

Owner: Snohomish County  
Broadcasting Corporation

Total Employees: 13

General Manager: Chuck James

Station Manager: Chuck James

Sales Managers: Martin Hamstra  
(Regional), Don Atkinson (Local)

Policy: 4-5 singles per hour, 2 oldies  
per hour, best of current and old  
albums.

News Director: Jim Reed (2)

Operations Manager: Rick Knapp

Chief Engineer: Tom Lewis

Head of Accounting: Jeanie James

Age Target: 18-55

5:30-11am - Allen Walters  
(39-Chicago, Illinois - 19 years)

'53 Armed Forces Radio, '56 KABI,  
'57 KENI, '59 KFQD, '64 KJR, '64  
KWYZ

11am-2pm - Chuck James (37-St.  
Louis, Missouri - 19 years)

'55 WIL, '64 KGIL (Program  
Director), '66 KYW (News Director),  
'68 KCBS, '69 CBS Radio, '71 Everett  
Cablevision, '72 KWYZ

2-7pm - Dale S. Sweeney (25-Seattle,  
Washington - 1 year)

'71 KLAD (Dale Scott), '72 KWYZ  
(Dale Whidbey)

7pm-midnight - Clifton A. Wilson  
(28-Sedro Woolley, Washington - 12  
years)

'60 KAGT, '63 KEWB, '65 KBOK, '66  
AFN, '68 KREW, '68 KIT, '72 KBRO,  
'72 KAPS, '72 KWYZ

KISW, P. O. Box 3726, Seattle,  
Washington 98124, WE 7-5100

Format: Progressive Rock

Freq: 99.9 Power: 70,000 watts

Owner: Kaye-Smith Enterprises

Total Employees: 10

General Manager: Pat O'Day

Station Manager: Pat O'Day

Sales Manager: Bob Bingham  
 Program Director: Lee Michaels  
 Music Director: Lee Michaels  
 Policy: Open promo policy  
 Chief Engineer: Lee Hurley  
 Head of Accounting: Annie Lombardo  
 Age Target: 18-34

6-10:30am - Ron Lind (25-Seattle, Washington - 5 years)  
 '65 KBVU, '65 KYET, '68 KORD, '68 WJLK, '72 KJR, KISW  
 Noon-3pm - Joe Coburn (20-Seattle, Washington - 1 year)  
 '72 KISW

3-7:30pm - Lee Michaels (25-Dallas, Texas - 5 years)  
 '68 KSMU, '70 KLOG, '71 KISW  
 7:30pm-Midnight - Dick Lawrence (29-Tacoma, Washington - 6 years)  
 '66 KSFM, '66 KXOA, '67 KXOA-AM, '70 KRIS, '72 KISW

KAYO, 3437 15th Avenue South, Seattle, Washington 98134, MA 3-2480

Format: Country

Freq: 1150

Owner: Washington Telecasters, Inc.

Total Employees: 28

General Manager: John DiMeo

Station Manager: John DiMeo

Sales Manager: Robert Pollock

Program Director: Bobby J. Wooten

Music Director: Gary Vance

Policy: 50-50 mix between current singles and album cuts and open promo policy.

News Director: Bill Goff (3)

Chief Engineer: Benjamin Dawson

Head of Accounting: Garry Lee White

Age Target: All

6-10am - B. Buck Ritchey (57-Sullivan, Missouri - 40 years)

'32 KMOX, '33 WOS, '34 KELW, '42 KVI, '63 KAYO

10am-2pm - Gary Vance (33-Arlington, Washington - 14 years)

'59 KENY, '59 KPOR, '60 KRKO, '67 KAYO

2-6pm - Bobby Joe Wooten (44-Paris, Arkansas - 22 years)

'50 KSJO (Hillbilly Bob), '51 KSBW (Bashful Bobby), '54 KDON (Bashful Bobby), '57 KSOP (Bashful Bobby Wooten), '63 KAYO (Bashful Bobby Joe Wooten)

6-8pm - Ed Howell (42-Lodi,

California - 20 years)

'55 KREW, '56 KAYE, '57 KITN (Tom Cat), '61 KENY, '63 KIMA, '67 KAYO

8pm-1am - Donald Lane (34-McMinnville, Tennessee - 11 years)

'61 KOHI, '63 KRDR, '69 KAYO

1-6am - Walter Bjerke (Cutbank, Montana - 26 years)

'46 KVOs, '48 KBRC, '50 KIRO, '57 KLAN, '58 KSEM, '63 KAYO (Dan Williams)

KUUU, 1216 Pine, Seattle, Washington 98101, MU 2-3793

Format: Oldies

Freq: 1590 Power: 5,000 watts

Owner: Davis Broadcasting

Total Employees: 25

General Manager: William Weaver

Station Manager: Sharon Dean

Program Director: Gary Loving

Music Director: Gary Loving

Policy: 3 to 2 oldie to current ratio.

Play some albums.

News Director: Cliff Lenz (2)

Chief Engineer: Mike Stevens

Head of Accounting: Marie Stohner

Age Target: 25-34

6-10am - Michael T. Moran (25-McKinney, Texas - 2½ years)

'70 KURB, '70 KQIN, '72 KXLY, '72 KUUU

10am-3pm - Bill Rice (24-Los Angeles, California - 4 years)

'68 KNOB, '68 KYMS, '69 KWIZ, '70 KUUU

3-7pm - Gary Loving (27-Spokane, Washington - 6 years)

'67 KXLY (Gary James), '67 KJRB (Bobby Mitchell), '69 KNAK (Bobby Mitchell), '70 KUUU

7pm-midnight - Paul L. DeMers (28-Seattle, Washington - 10 years)

'65 KRKO, '66 KALE (J. Paul Damon), '68 KDES (J. Paul Damon), '69 KISN (Roger W. Morgan), '69 KGAL (J. Paul Damon), '70 KUUU (Bob Joy)

Midnight-6am - Roger Dale Pederson (26-Connell, Washington - 2 years)

'68 KORD, '70 KALE, '71 KTAC (Jeff Kaye), '72 KMBY (Roger Dale), '72 KUUU (Roger Dale)

KOL, 1100 S.W. Florida Street, Seattle, Washington 98234, MA

2-2312 Freq: 94.1 Power: 100,000 watts

Owner: Buckley Broadcasting  
 Total Employees: 9  
 Station Manager: Jack Reynolds  
 Sales Manager: Bob Reilly  
 Program Director: Tom Corrdry  
 Music Director: Jon Lertzter  
 Policy: 5,000 LPs. Blend of old and new rock and related music.  
 News Director: Tom Corrdry  
 Chief Engineer: Bill Wolfenbarger  
 Head of Accounting: Pat Chase  
 Age Target: 18-34

7-11am - Tom Corrdry (24-Boston, Massachusetts - 6 years)  
 '69 WSVP, '66 WBRU, '72 KOL  
 11am - 3pm - Paul Gregg (23-Cleveland, Ohio - 4 years)  
 '67 WBRU, '72 KOL  
 3-7pm - Moe Shore (22-Cranston, Rhode Island - 4 years)  
 '68 WBRU, '72 KOL  
 7-11pm - Bruce Buls (27-Missoula, Montana - 3 years)  
 '70 KOL  
 11pm-3am - Jon Kertzer (21-New York, New York - 3 years)  
 '70 WBRU, '72 KOL

KIRO, 3rd and Broad Streets, Seattle, Washington 98121, 624-7077  
 Format: Popular Music  
 Freq: 710 Power: 50,000 watts  
 Owner: KIRO, Inc.  
 Total Employees: 28  
 General Manager: Lloyd E. Cooney  
 Station Manager: Jack Adamson  
 Sales Manager: Phil Syrdal  
 Program Director: Jon A. Holiday  
 Music Director: Jon A. Holiday  
 Policy: The tunes and artist govern whether a song is played. Open promo policy.  
 News Director: Dick Bingham (6)  
 Chief Engineer: Dave Hubert  
 Head of Accounting: Gary Emerson  
 Age Target: 18+

6-10am - Jim Gearhart (40 Salem, Virginia-14 years)  
 WHYE, KQV, WFIL, WNBC, WABC, WNEW, '72 KIRO  
 10am-2pm - Ross McGowan (29-San Jose, California - 6 years)  
 '66 KLIV, '66 KYOS, '68 KLIV, '72 KIRO  
 2-6pm - Mark Wayne (35-Pueblo, Colorado - 15 years)

'59 KUOW, '61KQTy, KWYZ, '62 KING, '69 KIRO  
 6pm-midnight - Bill Yeend (26-Spokane, Washington - 4 years)  
 '68 KBBX, '70 KIRO  
 Midnight-6am - Bob Wright (24-Hailey, Idaho - 6 years)  
 '66 KSKI, '67 KCLX, '67 KRPL, '68 KREM, '70 KONA, '72 KIRO

KYAC, 427 Third Avenue West, Seattle, Washington 98119, (206) 284-2464

Format: R&B, Jazz, Gospel  
 Freq: 1460 Power: 5,000 watts  
 Owner: Carl-Dek, Inc.  
 Total Employees: 25  
 General Manager: Don Dudley  
 Station Manager: Don Dudley  
 Sales Manager: Gordon Sherwood  
 Program Director: Frank P. Barrow  
 Music Director: Frank P. Barrow  
 Policy: 45 singles, top 15 LP list. Promo people seen on Wednesday.  
 News Director: Lee Carter (4)  
 Chief Engineer: Ron Putnam  
 Head of Accounting: Sharon Furitani  
 Age Target: Overall demographics

6-10am - Tam Henry (29-Paris, Texas - 4 years)

KSOL (Program Director). KNEW  
 10am-2pm - Paul Cutchlow (28-Seattle, Washington - 4 years)  
 KJR, KOL, KYAC  
 2-6pm - Frank P. Barrow (27-Durham, North Carolina - 6 years)  
 '59 WSRC, '68 KYAC  
 6-10pm - Ron Thomas -28 - 2 years)  
 10pm-2am - Andrew Alexis (Trinidad - 4 years)  
 KRAB  
 2-6am - Robert Nesbitt (21-Buffalo, New York - 3 years)  
 WUFO

KING, 320 Aurora Avenue North, Seattle, Washington 98109, 682-3555  
 Format: Top 40  
 Freq: 1090 kc Power: 50,000 watts  
 Owner: King Broadcasting Co.  
 Total Employees: 28  
 General Manager: Eric S. Bremner  
 Station Manager: Jim D. Kime  
 Sales Manager: Ralph Heyward  
 Program Director: Hal S. Widsten  
 Music Director: Dan Hemingway

News Director: T. David McGovern (2)  
 Chief Engineer: Frank A. Benzon  
 Head of Accounting: Keith Huetson  
 Age Target: 13-34

6-10am - Dan Hemingway (26-New York, New York - 10 years)  
 WNBI (Ken Sasso), WBIC (Ken Sasso),  
 WGLI (Ken Sasso), WKBW (Ken Sasso),  
 WDRC (Bradley Field), WHB (Ken Knight), KING

10am-2pm - Mike Brody (27-Phoenix, Arizona - 5 years)

KRDS (Bob O'Brian), WOLF (Bob O'Brian), WHB (Bob Bradley), KING  
 2-6pm - Bill Gardner (27-Philadelphia, Pennsylvania - 8 years)

KLZ, WIBG (Mike Taylor), WFIL, WHB, WMMR, WIBG, KING

6-10pm - Gary Mitchell (28-Dayton, Ohio - 7 years)

KHOK (Al Vanik), KTW (Al Vanik), KFHA (Al Vanik), KALE (The Mad Lad), KOL (Al Mack and Allen MacKenzie), KISN (Allen Mackenzie), KMEN (Jason St. George), KYNO, WOHO (Al Vanik), KRKO (Al Vanik), KING

10pm-2am - Don Foley (24-Portland, Oregon - 6 years)

KPAM, KGW, KING

2-6am - Big Jim Martin (33-Everett, Washington - 11 years)

WKXY, WENE, WPTR, KOL, KJR, KING

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KTAC, 2000 Tacoma Mall Office Building, Tacoma, Washington 98411, 473-0085

Format: Top 40

Freq: 850 Power: 10,000

Owner: Radio 850 Corp.

Total Employees: 33

General Manager: Jim Nelly

Sales Manager: Bob Hebert

Program Director: Derek Shannon

Music Director: Derek Shannon

Policy: 40 singles, approximately 20 LPs. Open promo policy.

News Director: Fred Ross (3)

Chief Engineer: Rod Ethernon

Head of Accounting: Ethel Boranda

Age Target: 12-49

6-10am - Robert O. Smith (30-Grass Valley, California - 10 years)

KOI, '72 KTAC

10am-2pm - Don Patrick (25-Tacoma,

Washington - 3 years)

KFXD, KPUG, KTAC

2-6pm - Bruce Bebich (29-Aberdine, Washington - 8 years)

'67 KGHO, '66 KONA, '70 KTAC (Bruce Cannon)

6-9pm - Bobby McAlister (29-Burlington, Vermont - 12 years)

'61 WJOY (Bob Hebert), '65 WDOT (Bob Hebert), '71 KTAC

9pm-1am - Rick Oldenburg (24-Boise, Idaho - 5 years)

'67 KEST, '70 KYME, '70 KSPD, '72 KTAC (Rick Donovan)

1-6am - Paul Jakeman (20-Tacoma, Washington - 2½ years)

'71 KGHO, '71 KTAC

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KJR, P. O. Box 3726, Seattle, Washington 98124, WE-7-5100

Format: Top 40

Freq: 950 Power: 5,000 watts

Owner: Kaye-Smith Enterprises

General Manager: Pat O'Day

Station Manager: Pat O'Day

Sales Manager: Shannon Sweatte

Music Director: Norm Gregory

Policy: 50-55 singles. Play hit LPs. See promo people at a Tuesday morning of group record meeting.

News Director: Frank Thompson

Chief Engineer: Lee Hurley

Head of Accounting: Anne Lombardo

Age Target: Family - unit

5-9am - Lee Smith (30-Birmingham, Alabama - 13 years)

'59 KBLU, '60 KTKT, '64 KRIZ, '65

KJRB, '69 KJR

9am-noon - Lan Roberts (35-Dallas, Texas - 15 years)

'67 KLIF, '59 WTIK, '61 KOL, '62

KJR, '68 KOL, '70 KJR

Noon-3pm - Rick Hansen (23-Seattle, Washington - 4 years)

'67 KRSC (Rick Mattson), '68 KRKO (Rick Mattson), '69 KJRB, '72 KJR

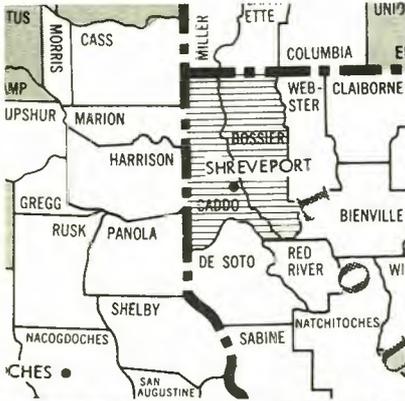
3-6pm - Norm Gregory (28-Seattle, Washington - 5 years)

'67 KPUG, '67 KJRB, '69 KJR

6-10pm - Kevin O'Brien (18-Oklahoma City, Oklahoma - 2 years)

'70 KWHP (Kevin Michaels), '72 WKY (Kevin Michaels), '72 KJR

# SHREVEPORT



Shreveport, Louisiana, Market Rank: 110th, Population: 325,000, 40% Black

**ECONOMY:** City is primarily a Texas town, 30 miles from the border in northwest Louisiana, 200 miles from Dallas, 325 miles from New Orleans. Industry in this second largest Louisiana city is based mainly on cotton, oil, and natural gas. Everything from raising the cotton to the manufacture of clothing and fabrics is done here. Gulf, United and Texaco are only a few of the oil companies having refineries here. Barksdale Air Force Base, with its 36,000 population, must also be considered a major influence on the economy. Western Electric and Ford both have major plants here. A local U.S. Ordnance plant (bomb production) is in the process of closing and therefore temporarily increasing the unemployment rate. A major event in the city each April is called "Holiday in Dixie," a Mardi Gras like celebration of the Louisiana Purchase. High school football is second only to fishing as the most popular sport. City is surrounded by lakes. Louisiana State University at Shreveport with 1,800 students, a junior college about to expand to full four-year curriculum, boasts a new \$35 million medical center. Other schools include

Centenary College (800), Southern University, a two-year black college and Airline Junior College.

**PEOPLE:** Governor Wallace would be president if it were up to Shreveport and the rest of Louisiana. People are extremely conservative here; more so than in most of the South. Longhairs are not appreciated. Another city with heavy number of churches (230), primarily Baptist and Catholic. Median age here is 38, higher than average.

**COST OF LIVING:** A one bedroom furnished apartment will run about \$140, food costs are higher than average. Gasoline costs very high, similar to Arizona. Jocks here make between \$700 and \$1,000 per month. Average Top 40 jocks salary is about \$200 per week.

AM		
KBCL	Beautiful	1220
KCIJ	98	980
KEEL	Top 40	710
KJOE	Country	1480
KOKA	Black	1550
KRMD	MOR	1340
KWKH	Top 40	1130
FM		
KBCL	Simul w/AM	96.5
KEEL	MOR	93.7
KJKL	Religious	101.1
KROK	Top 40	94.5
KTAL	Country	98.1

## SPOTLIGHT ON-----

KEEL, 710 Spring Street, Shreveport, Louisiana 71161, (318) 425-8692

Format: Top 40  
 Freq: 710 Power: 50,000  
 Owner: KEEL, Inc.  
 Total Employees: 36  
 General Manager: Marie Gifford  
 Station Manager: Marie Gifford  
 Sales Manager: Vern Stierman  
 Program Director: Larry Ryan  
 Music Director: Larry Ryan  
 Policy: 40-50 singles, 5-6 LPs. Open door policy.  
 News Director: Ken Booth (4)  
 Chief Engineer: Rudy Johnson  
 Head of Accounting: Liz Dunn  
 Age Target: 18-49

6 - 9 am - Larry Ryan  
 (34-Marshalltown, Iowa)  
 KWLL, KLWW, KAUS, WHAP  
 9 am - 1 pm - Lane Brigham

(26-Stamford, Texas)

1-5pm - Randy Hames (24-Fort Worth, Texas)

5-9pm - Ron Montgomery (33-Mountain Grove, Missouri)

9pm-1am - Jeff Baker (24-Pittsburgh, Pennsylvania)

1-6am - Murray Brigham (24-Stamford, Texas)

Weekends - Allen Pomeroy (18-Shreveport, Louisiana)

KJOE, P. O. Box 1108, Shreveport, Louisiana 71163, 422-0732

Format: Modern Country

Freq: 1480 Power: 1,000 watts

Owner: Dynamic Broadcasting

General Manager: Jerry Frentress

Station Manager: Jerry Frentress

Sales Manager: Roger Lindsey

Music Director: Bob Watkins

News Director: Tony Allen

Chief Engineer: Tommy Moore

Age Target: All

6-10am - Bob Watkins (26-Austin, Texas - 5½ years)

KEBE, KERV, KENY, KVET, KHFI, KTAP

10am - 2pm - Jim Elkins (41-Shreveport, Louisiana - 16 years)

KNOC, KHAR, KALO, KATQ

2-6pm - Bob Popa (22-Masury, Ohio - 4 years)

WFAR, WCMA, WQSM, AFKN, WNIO, KEEL

KROK, Petroleum Tower, Shreveport, Louisiana 71120, (318), 422-8711

Format: Top 40

Freq: 94.5 Power: 100,000 watts

Owner: International Broadcasting Co., Inc.

Total Employees: 12

General Manager: Jack Timmons

Station Manager: Jack Timmons

Sales Manager: Jim Keith

Program Director: James Lynn

Music Director: James Lynn

Policy: 40 singles, and current LPs.

News Director: Ed deForest (4)

Chief Engineer: O.S. Droke

Head of Accounting: Jane Rogge

Age Target: 13-30

6-10am, 6-9pm - Jim Hawthorne (29-Anacoco, Louisiana - 12 years)

'61 KLLA (Jay Randell), '62 KNOC, '69 KROK (James Lynn)

10am-2pm - Clinton La Don Addison (29-Anacoco, Louisiana - 14 years)

'59 KLLA (Don Clinton), '63 KDDBS (Don Clinton), '65 KXKW (Don Addison), '72 KWKH (Don Addison), KROK (Ron Evans)

2-6pm, 9pm-1am - Sam Beck (30-Buffalo, New York - 9 years)

'64 KBIX (Johnny Lawrence), '66 KVOO, '69 KOCY (Sam Stone), '70 KFH (Sam Stone), '72 KWKH, '72 KROK (Robert W. Beaver)

'64 KBIX (Johnny Lawrence), '66 KVOO, '69 KOCY (Sam Stone), '70 KFH (Sam Stone), '72 KWKH, '72 KROK (Robert W. Beaver)

'64 KBIX (Johnny Lawrence), '66 KVOO, '69 KOCY (Sam Stone), '70 KFH (Sam Stone), '72 KWKH, '72 KROK (Robert W. Beaver)

KWKH, Petroleum Tower, Shreveport Louisiana 71120, (318)

Format: MOR/Country

Freq: 1130 Power: 50,000 Watts

Owner: International Broadcasting Company, Inc.

Total Employees: 37

General Manager: Jack Timmons

Station Manager: Jack Timmons

Sales Manager: Chuck Fellers

Program Director: Frank Page

Music Director: Sam Beck

Policy: 70 singles, 20 albums. Open promo policy.

News Director: Ed deForest (4)

Chief Engineer: O.S. Droke

Head of Accounting: Jane Rogge

Age Target: 18 plus

6:30-10am - Frank Page (47-Malvern Arkansas - 28 years)

'40 KGHI, KLRA, '46 KWEM, '47 KWKH

10am-noon, 1-2pm - Louise Alley (45-Shreveport, Louisiana - 8 years)

'60 KROS, '66 KWKH

2-6pm - Sam Beck (30-Buffalo, New York - 9 years)

'64 KBIX (Johnny Lawrence), '66 KVOO, '69 KOCY (Sam Stone), '70 KFH (Sam Stone), '72 KWKH

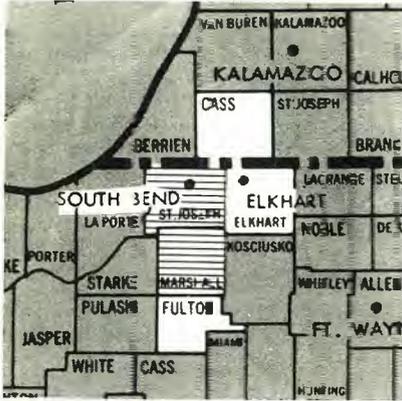
7pm-midnight - Clinton La Don Addison (29-Anacoco, Louisiana - 14 years)

'59 KLLA (Don Clinton), '63 KDDBS (Don Clinton), '65 KXKW (Don Addison), '71 KWKH (Don Addison)

'59 KLLA (Don Clinton), '63 KDDBS (Don Clinton), '65 KXKW (Don Addison), '71 KWKH (Don Addison)

'59 KLLA (Don Clinton), '63 KDDBS (Don Clinton), '65 KXKW (Don Addison), '71 KWKH (Don Addison)

# SOUTH BEND



South Bend, Indiana, Market Rank: 118th, Metro Population: 245,045, Total Population: 781,100

Ethnic Breakdown: Black 18,587  
**HISTORY:** Father Marquette came in 1675 — first white man. Robert de Salle came in 1679. Pierre Navarre settled in 1820 and opened post. Alexis Coquillard, 1823, made trading post permanent. Called "Site of Big St. Joe Station." Col. Lathrop Taylor changed name to St. Joseph in 1827. 1829 — name became South Bend — 1830 Post office officially designated South Bend.

**ECONOMY:** 350 manufacturing establishments: Bendix Corp., Uniroyal, Dodge Manufacturing Corp., South Bend Lathe, Torrington Co., Kayser Jee.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** Notre Dame (7,948), St. Mary's (1,652), Bethel College (493), Indiana University of South Bend (4,859), Holy Cross Junior College (234), Ivy Tech (1,400)

**THE PEOPLE:** Very conservative city. "Hair" was almost banned. Not progressive at all. College kids are not conservative anymore. But they don't have much say. Very concerned with ecology. Pollution is a big issue due to the building of Cook Nuclear Center

located in Bridgeman, Michigan.  
**TWO RECOMMENDED HOTELS:**  
 Albert Pick Motor Inn (downtown)  
**COST OF LIVING:** Average price for bread: 25 cents, regular gasoline: 32 cents, one bedroom apartment, furnished: \$186, state sales tax: 2%, state income tax: 2% on gross income.

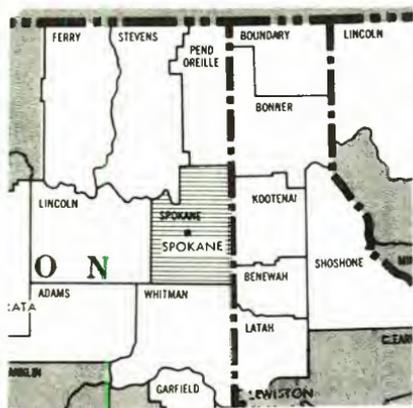
AM		
WJVA	Top 40	1580
WNDU	Top 40	1490
WSBT	Beautiful	960
FM		
WHME	Gospel	103.1
WNDU	Top 40	92.9
WRBR	Progressive	103.9
WSBT	Beautiful	101.5

## SPOTLIGHT ON----

WJVA, 1129 North Hickory Road, South Bend, Indiana 46624, (219) 234-111

Format: Top 40  
 Freq: 1580 Power: 1,000  
 Owner: Booth Broadcasting Co.  
 Total Employees: 16  
 General Manager: J.L. Booth  
 Station Manager: Frank Crosiar  
 Sales Manager: Larry Stucker  
 Program Director: Randy Aumsbaugh  
 Music Director: Randy Aumsbaugh  
 Policy: Top 40 — 5 new extras. Open promo policy.  
 News Director: Bob Wilson (3)  
 Chief Engineer: Chris Fredricks  
 Head of Accounting: Maria Andrews  
 Age Target: 12-up

# SPOKANE



Spokane, Washington, Market Rank: 113th, Population: 287,600, Less than 1% Black

**ECONOMY:** Located 300 miles east of Seattle on the Idaho border, 60 miles south of the Canadian border on the Spokane River. Wheat production, logging, and aluminum pretty much control the economy. Kaiser has two plants manufacturing aluminum products. Weyerhaeuser and Boise-Cascade are the dominant manufacturers of wood and paper products, including furniture, mobile homes and schools. Nabisco and almost all other flour manufacturers have mills here, in the center of the wheat belt. The American Sign Company also has its home here. The city is also the distribution center for all products of the "Inland Empire" an area of 81,000 square miles. The city is beginning its preparations for the 1974 World's Fair, called Expo 74. The international exhibitions will be presented with an "ecological theme." Spokane also sports an annual "Lilac Festival" in May with parades and other events for a week. There are four major ski areas outside the city including Schweitzer Basin. Snowmobiling is becoming a very popular sport. Schools in the area include Gonzaga University (2,400

students), Eastern Washington State College (5,500 students), Whitworth College (1,000), and Fort Wright (5,000 students). Washington State University is located 60 miles to the east and has 11,000 students.

**PEOPLE:** The dock strikes have affected the wheat business somewhat, but the depression has not affected Spokane like Seattle. The per capita income for the city is one of the five highest in the country. The population is generally conservative Republican and Catholic. Even the youth of the city had been ultra conservative until recently. There has been a large influx of long hairs, who find no hassles and a good rapport with police, etc. The Jesus movement is particularly evident here. There are also many Europeans in the city, drawn mostly to the lumbering business. The median age is 27.8. Spokane is located in a basin, which could cause a pollution problem, but burning bans and other controls have kept it down. A proposed north-south freeway which would flow through residential parts of the city is fighting opposition. The people are very outdoor oriented due to the great fishing, hunting, water sports, and winter activities available. **COST OF LIVING:** Average. A one bedroom furnished apartment will cost about \$140 per month. The gas tax is highest in the country (13 cents per gallon), but gas wars keep the price down to about 29.9 for regular. The liquor and cigarette taxes are also higher, but there is no state income tax. Sales tax is 4¾%. Jock salaries in the market range from a low of \$550 per month to \$1300 per month. A top forty jock will average about \$900.

AM	
KCFA	Religious & classical
KDNC	Pop Standards 1440
KEZE	Beautiful 1380
KGA	Country 1510
KHQ	MOR 590
KJRB	Top 40 790
KREM	Top 40 970
KXLY	MOR 920
KSPO	Country 1230

FM	
KCFA	Religious 107.9

KDNC	Beautiful	93.7
KEZE	Beautiful	105.7
KHQ	Progressive	98.1
KREM	Progressive	92.9
KXLY	Country	99.9

**SPOTLIGHT ON -----**

KSPO, 608 Columbia Building,  
Spokane, Washington 99204, (509)  
Temple 8-4288

Format: Country

Freq: 1230 Power: 1,000 watts

Owner: Richard Wheeler

Total Employees: 16

General Manager: Robert Flynn

Sales Manager: Vern Pomeroy

Program Director: Bill James

Music Director: Bud Miller

Policy: Top 40 charted - 50 new max  
of 2 LP cuts per hour. Open promo  
policy.

News Director: Rick Vann (1)

Chief Engineer: Tom German

Head of Accounting: Carol Woodruff

Age Target: 18-49

6-10am - Bill James (34-Orlando,  
Florida - 17 years)

'56 WHOO, '57 WINZ, '59 WTMG, '62  
WROA, '68 KMO, '69 KLAK, '72  
KGA

10am-3pm - Jim Robbins  
(32-Phoenix, Arizona - 5 years)

'69 KSPO, '72 KHQ, KDNC, '70 KGA,  
'72 KSPO

3-7pm - Stephen Hafen (25-Los  
Angeles, California - 8 years)

'65 KEDC, '68 KQIQ, '70 KBBQ  
(Russ T. Watters), '70 KHAI, '72  
KIKX, '72 KBUY, '72 KSPO

7pm-midnight - Robert Wimp (27-San  
Diego, California - 8 years)

'64 WGEZ, '65 KREO (Wimpy Lee),  
'66 KRZY (Bob Lee), '68 KCAL (Bob  
Lee), '72 KGA (Bob Lee), '72 KSPO  
(Lee Roberts)

Midnight-6am - Bud Miller  
(37-Eugene, Oregon - 11 years)

'49 KCLW, '65 KZUN, '66 KCVL, '67  
KCFA, '67 KSPO

KGA, S. 6228 Regal, Spokane,  
Washington 99205, KE 5-4606

Format: Country

Freq: 1510 Power: 50,000 watts

Owner: Monroe Broadcasting Corp.

Total Employees: 15

General Manager: Stephen Dean

Station Manager: Stephen Dean

Program Director: Stephen Dean

Music Director: Bruce Hughes

Policy: Singles and LPs.

News Director: Bruce Gore (1)

Chief Engineer: Thomas German

Head of Accounting: Patrician Brashear

Age Target: 18-49

6-10am - Hal Thomas (60-Spokane,  
Washington - 30 years)

10am-2pm - Peter Hicks (33-Grand  
Prairie, Alberta - 19 years)

2-6pm - Mike Monroe (19-Spokane,  
Washington - 1 year)

Midnight-? - Bruce Hughes  
(41-Spokane, Washington - 20 years)

KJRB, 57th & Helena, Spokane,  
Washington 99203, (509) 534-9363

Format: Contemporary

Freq: 790 Power: 5,000 watts

Owner: Kaye-Smith Enterprises

Total Employees: 21

General Manager: Lester M. Smith

Station Manager: Daniel A. Doleman

Sales Manager: Daniel A. Doleman

Program Director: Steve West

Music Director: Dan Walker

Policy: 40 plus 8-12 singles. About 7  
LP cuts. Open Promo policy with  
appointment in advance.

News Director: Ross Woodward (2)

Chief Engineer: Vince Hoffart

Head of Accounting: Bill McKensie

Age Target: 18-34

6-9am - Charlie Brown (26-Spokane,  
Washington - 7 years)

'66 KPUG (Harvey Brown), '66 KJRB,  
'68 KJR, '68 KJRB

9am-noon - Steve West (29-Hoquiam,  
Washington - 10 years)

'62 KGHO, '66 KGHO, '66 KPUG, '67  
KJR, '70 KTAC, '72 KJRB

Noon-3pm - Peter B. Hayes  
(27-Sacramento, California - 8 years)

'66 KJAY (Peter Bee), '67 KMYC  
(Peter Bee), '67 KJOY (Peter  
Brannon), '67 KROY (Peter Bee), '68

KLIV (Peter Boam), '70 KJRB

3-6pm - Dan Walker (24-Chehalis,  
Washington - 6 years)

'66 KMO, '67 KGME, '68 KTAC, '69  
KJRB

6-9pm - Ralph Koal (25-Elma,  
Washington - 6 years)

'66 KEDO, '69 KGHO, '69 KGA, '70  
KJRB

9pm-midnight - Chris Murray

(29-Seattle, Washington - 5 years)  
 '68 KCVL (Bob Stewart), '68 KGHO  
 (Stu Habernal), '70 KOL (Steve  
 Michaels), '70 KTAC (Steve Michaels),  
 '71 KJRB

Midnight-6am - Joe Michaels  
 (22-Spokane, Washington - 4 years)  
 '68 KSPO, '69 KJRB

Weekends - John Sherman  
 (23-Spokane, Washington - 6 years)  
 '67 KCVL (John Anthony), '68 KGA,  
 '69 KNAK, '70 KERN, '71 KREM, '72  
 KJRB

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KREM, 4103 S. Regal, Spokane,  
 Washington 99203, KE 40423

Format: Top 40

Freq: 970 Power: 5,000 watts

Owner: King Broadcasting Co.

Total Employees: 15

General Manager: Eugene Wilken

Station Manager: Tom Jackson

Sales Manager: Jim Keane

Program Director: Rob Glendinning

Music Director: Mark Allen

Policy: About 60 singles. No more  
 than 5 LP cuts. Open promo men  
 policy.

News Director: Wes Lynch (2)

Chief Engineer: Jack Feldhausen

Head of Accounting: Tom Long

Age Target: Teens-30 years

6-10am - Dave Hood (22-Yakima,  
 Washington - 3 years)

'69 KENE, KMWX (Music Director),  
 '72 KREM

10-3pm - Mark Allen (25-Auburn,  
 Washington - 7¼ years)

'65 KASY, '68 KING, '70 KREM

3-7pm - Rob Glendinning  
 (25-Spokane, Washington - 5 years)

'67 KXLY (Bob Glen), '69 KREM

7pm-1am - Bob Anthony  
 (22-Spokane, Washington - 2 years)

'70 KLSN (Bob Fogal), '72 KSPO, '72  
 KREM (Dr. Robert)

Weekends - John Kowsky  
 (21-Bellingham, Washington - 5 years)

'67 KPUG, '69 KPUG, KBFW, '72  
 KREM

Weekends - Mike Wylie (20-Spokane,  
 Washington - 2 years)

'71 KUDY, '71 KGA, '72 KREM

Weekends - Jim Miller (23-Spokane,  
 Washington - 1½ years)

'72 KZUN, '72 KREM (Jim Howard)

# SPRINGFIELD



Springfield, Massachusetts: In 1636, William Pynchan moved into the Springfield area to take advantage of the rich soils for farming. A fortress was built for protection from the Indians and in 1641 Springfield was incorporated as a city. With the fortress came the first armory to be built in the United States and the armory brought in skilled technicians which started the growth as an arms manufacturing center. Other communities in the area were heavily into the textile business, which until 1955 supported these communities. Population of Springfield is 170,000 with the whole metro area at 530,000; 5,000 Spanish residents.

**ECONOMY:** Springfield is located at the intersection of Interstate 91, running north and south and Interstate 90, running east and west. One hundred miles to the east lies Boston, and Hartford is only 25 miles to the south. Suburban living provides no driving problems to the heart of the city and the \$60 million West Complex Baystate Shopping Center. Another fine center in the suburbs is Eastfield Mall. There are five major colleges in the area with enrollment of about 12,000 each. Mass Mutual Life Insurance and Monarch Life, both home for Springfield. Other major

companies with offices or plants are Milton Bradley, "the games people," Smith & Wesson, arms manufacturers, and Monsanto Company. Springfield has many interesting firsts such as the founding of the YMCA movement and the first city to start adult education. **PEOPLE:** Springfield seems to be a very community minded city, with the constructor of the new Convention Center, dedicated September 22, 1972. Center set up for sports, conventions, concerts, etc. With Boston and Hartford so close, not many concerts are seen. Thirty miles north of Springfield Arlo Guthrie stopped at Alice's Restaurant in Stockbridge while on the way to a gig, and thus came the song "Alice's Restaurant."

**COST OF LIVING:** A one bedroom furnished apartment will run you about \$175 and unfurnished \$145. Your state income tax is 5% on earned income and car licenses on the average \$10 with special plates about \$15. A first run show usually costs \$2.50 to \$3.00 and gasoline .37 and .40. Food items: Milk 58 cents a gallon, bread 35 cents, Coke 5 for 99 cents and cigarettes .45 a pack by carton and .50 to .55 in machines. Jock salaries range between \$100 to \$150. With the amount of stations in the market there is a very wide range with the smaller ones usually at \$100 to \$110. Tops goes in five figures for the established long time resident.

AM		
WACE	Talk-Oldies	730
WARE	MGR	250
WDEW	MGR	570
WHMP	MGR	400
WHYN	Top 40	560
WMAS	Country	450
WREB	Country & talk	930
WSPR	Prog. MOR	270
WTTT	MGR	430
WTXL	Top 40	490
WTYM	Beautiful	1600

FM		
WHMP	Simul w/Am	99.3
WAQY	Beautiful	102.1
WHVY	Progressive	94.7
WHYN	Beautiful	93.1

**SPOTLIGHT ON-----**

WMAS, 101 West Street, Springfield,  
Massachusetts 01104, 737-1414

Format: Country/Soul

Freq: 1450 Power: 1,000 watts

Owner: Masscom Broadcasting Corp.

General Manager: John Goodman

Station Manager: John Goodman

Sales Manager: Ed Connell

Program Director: Fred Steinmen

Music Director: Fred Steinmen

News Director: Dave Thatcher

Chief Engineer: Paul Donahue

Head of Accounting: Sharon Heyer

Age Target: 18-up

5-10am - David Thatcher  
(28-Westfield, Massachusetts - 12  
years)

10am-2pm - Fred Steinman  
(22-Longmeadow, Massachusetts - 1  
year)

'72 WMAS

2-7pm - Michael Lutat (23-Agawam,  
Massachusetts - 6 years)

'68 WHYN, '70 WDEW, WTCC (Mike  
Williamson)

7pm-midnight - Carl Beane  
(20-Agawam, Massachusetts - 2 year)

WREB, 560 Dwight Street, Holyoke,  
Massachusetts 01040, (413) 536-3939

Format: Country

Freq: 930 Power: 500

Owner: Algonquin Broadcasting Corp.

Total Employees: 12

General Manager: Joseph Alfano, Jr.

Sales Manager: Edward Perry

Program Director: Wayne Denis

Policy: Singles and LPs. MOR Type.

News Director: Richard Lavigne (1)

Chief Engineer: Tracy Cole

Head of Accounting: Deborah Katz

Age Target: 31 (average)

6-10am - Cal McLain

10am-2pm - Tracy Cole  
(45-Winthrop, Massachusetts - 29  
years)

'44 WMEX, '47 WIBK, '48 SQXI, '50  
WWSR, '52 WOR, '56 Good Neighbor  
Stations, '60 WESX, '68 WPOP, '70  
WACE, '72 WREB

2pm-sign-off - Barbara Heisler  
(Westfield, Massachusetts - 14 years)

'59 WDEW, '66 WREB

WSPR, 63 Chestnut Street,  
Springfield, Massachusetts 01103,

(413) 732-4182

Format: Progressive MOR

Freq: 1270 Power: 5,000 watts

Owner: WSPR, Inc.

General Manager: Alan C. Tindal

Station Manager: Alan C. Tindal

Sales Manager: James S. Kirby

Program Director: Budd Clain

Music Director: Don Stuart

Policy: Current singles 50-65 - about  
20 LPs, plenty of oldies. Open promo  
policy.

News Director: Sy Becker

Chief Engineer: Val Partyka

Head of Accounting: Kristian Solberg

Age Target: Early 20's and up

6-10am - Bill Sterling (32-Arlington,  
Virginia - 11 years)

'61 WUVT (Bill Schoenborn), '63  
WEEL (Bill Schoenborn), '64 WFGL,  
'67 WSPR

10am-2pm - Bob Greene  
(30-Westfield, Massachusetts - 11  
years)

'61 WDEW, '66 KSLY, '69 WDEW, '70  
WSPR

2-6:30pm - Dan Reilly (22-Hillsdale,  
New Jersey (5 years)

'67 WCNL, '70 WDEW, '68 WFUV,  
'72 WRQW, '71 WSPR

8pm-signoff - Steve Douglas  
(22-Springfield, Massachusetts - 4  
years)

'69 WHYN (Bob Holland), '72 WSPR

WHYN, 1300 Liberty Street,  
Springfield, Massachusetts 01101,  
(413) 785-1911

Format: Top 40

Freq: 560 Power: 5,000 watts

Owner: WHYN Stations Corp.

Total Employees: About 100

General Manager: James Kontoleon

Station Manager: Phillip Drumheller

Program Director: Robert Charest

Music Director: Ken Capurso

Policy: 40 singles, 6 or 7 hitbounds,  
no LPs. Promo men anytime but  
usually on Wednesday.

News Director: Durham Caldwell (13)

Chief Engineer: Ted Gratkowski

Head of Accounting: Richard O'Dea

Age Target: 18-35

# ST. LOUIS



St. Louis, Missouri, Market Rank: 10th, Population: 2,385,700. Black population rank: 9th (385,073)

**ECONOMY:** The "Gateway City" is located in eastern Missouri, near the Illinois border, approximately 225 miles east of Kansas City and 250 miles south of Chicago on the Mississippi River below the point where it is joined by the Missouri. The McDonnell-Douglas Corporation is the largest employer (manufacturing all Mercury and Gemini space capsules and Phantom Two planes). Other important products include shoes (Interco Inc. and Brown), beer (Anheuser-Busch, world's largest brewery), automobiles (Ford, GM and Chrysler), drugs (Monsanto's home base), railroad cars (American Car and Foundry), wool, and lumber. The city is also a major supply and distribution headquarters, containing the second largest trucking and railway center in the world, and a major hog and grain center (home of Ralston-Purina). Major attractions include the Gateway Arch (nation's tallest monument), Forest Park (containing the world famous zoo), and many Civil War historical sites. St. Louis is the home of the National League Cardinals, NFL Cardinals, the Stars (soccer), and the Blues (hockey). Major schools include

St. Louis University (6,000), Washington University (3,600) and University of Missouri (6,000).

**PEOPLE:** Lean toward conservative side, although atmosphere in city is very cosmopolitan because of the constant flux of people. The unemployment situation due to the layoffs in aerospace haven't affected the people here as much as expected. The city is more research-oriented (designs and prototypes). There has been a resurgence in development since the "space crash" a few years ago. The city is a Democratic stronghold because of its many blue collarers and the predominance of unions. Religious groups are fairly well diversified. Major growth of the city has been towards the West. Attempts have been made to revitalize the downtown area, but the city seems to generally be being compared to other majors. The airport is slated for substantial expansion, after voters defeated a referendum for a new major airport by an 11-1 margin. The downtown area is nearly 60% black. The pressing issue has not been major because of the already established integration and the natural boundaries between other communities. Pollution is becoming less of a problem because of the urban renewal money being spent for its reduction. The city is not a heavily college oriented community so longhairs have not been much of an issue and are fairly well tolerated.

**COST OF LIVING:** Ranked 24th among the top U.S. cities, slightly below the national average. One bedroom unfurnished apartment average \$150, furnished \$155 monthly. Gas wars keep the year-round average for regular at .28. There is a low state income tax and a 3% state sales tax. The city has an income tax for people who work in it. Lock salaries can reach upwards of \$50,000. Top 40 stocks average \$200

AM		
KATZ	Back	1600
KIRL	Top 40	1460
KMOX	News-MOR	1120
KSD	MOR	550
KSTL	Religious	690
KWE	Back	1380

KXEN	Religious	1010
KXLW	Gospel	1320
KXOK	Top 40	630
WEW	MOR	770
WGNU	Country	920
WIL	Country	1430
WRTH	MOR	590
FM		
KADI	Prog. Top 40	96.3
KCFM	Beautiful	93.7
KGRV	MOR	107.7
KMDX	MOR	103.3
KSHE	Prog.	94.7
KSLQ	Top 40	98.1
WGNU	Religious	106.5
WIL	Beautiful	92.3
WMRY	Religious	101.1

**SPOTLIGHT ON-----**

KSLQ, 111 S. Bemiston Avenue, St. Louis, Missouri 63105, (314) 725-9814

Format: Top 40

Freq: 98.1 Power: 100,000

Owner: Bartell Broadcasting

Total Employees: 23

General Manager: Joe Kelly

Station Manager: Joe Kelly

Sales Manager: Mike Gratz

Program Director: Al Casey

Music Director: Bobby Reno

Policy: 20 singles, no LPs. Open promo policy.

News Director: Robert St. John (3)

Chief Engineer: Don Schwartzbaugh

Head of Accounting: Betty Finney

Age Target: 12-49

6-10am - Jim Morgan (28-Seward, Nebraska)

'72 KOY, KOB

10am-2pm - Bobby Reno (28-New Orleans, Louisiana)

WTIX, WRNO, WHBQ, '72 KSLQ

2-6pm - Bill Taylor (25-Chicago, Illinois - 1 year)

WIXZ, WDRQ, '72 KSLO

6-10pm - Gary Bridge (21-Detroit, Michigan - 2½ years)

WWWW, WKNR, WRIF, '72 KSLQ

10pm-2am - Dave Michaels (24-West Palm Beach, Florida)

KRLD, WFAA, '72 KSLQ

2-6am - Mike Jeffries (23-Mt. Clair, New Jersey - 1½ years)

KADI, '72 KSLQ

KXOK, 4255 W. Pine Boulevard, St.

Louis, Missouri 63108, (314) 534-3400

Format: Top 40

Freq: 630 Power: 5,000

Owner: Storz Broadcasting

General Manager: Jack Sampson

Station Manager: Jack Sampson

Sales Manager: Wally Clark

Program Director: Mort Crowley

Music Director: Mort Crowley

Policy: 30 singles, extras, no LPs. See promo people Monday.

News Director: Robert R. Lynn

Chief Engineer: Art Jablonsky

Head of Accounting: Norma French

Age Target: 18-49

6-10am - Mort Crowley (Milwaukee, Wisconsin)

10am-2pm - Lou Kirby (31-Pittsburgh, Pennsylvania - 10 years)

2-7pm - Brother Marcus (25-Detroit, Michigan - 4 years)

7pm-midnight - Mason Dixon (28-Louisville, Kentucky - 11 years)

Midnight-6am - Nick Charles (33-Rochester, New York - 13 years)

Weekends - Johnny Kaye (29)

WRTH, Culp Lane, Cottage Hills, Illinois 62018, (618) 259-1800

Format: Good music

Freq: 590 Power: 500

Owner: Avco Radio Corp.

Total Employees: 27

General Manager: Joseph P. Costantino

Program Director: Jerry Irvine

Sales Manager: Barry Goldberg

Music Director: Gene Shelton

Policy: Mostly albums, 15 singles

News Director: Jim Scanlan (5)

Chief Engineer: Roger Hunter

Head of Accounting: Shirley Rhine

Age Target: 18-49

KIRL, P. O. Box 1460, St. Louis Missouri 63301, (314) 946-6600

Format: Top 40

Freq: 1460 Power: 5 KW

Owner: Contemporary Media, Inc.

Total Employees: 15

General Manager: Michael S. Rice

Program Director: Dave Scott

Music Director: Bill Walker

Policy: 28 current hits, 400 greatest hits, some albums.

News Director: 1 newsmen, ABC

Chief Engineer: Jerry Friton  
 Head of Accounting: Steven Sibiga  
 Age Target: 18-34

6-10am - Charlie Lindberg (35-St. Louis, Missouri - 15 years)  
 W G O W, W I S T, K I R L (Skip Williamson)  
 10am-2pm - Bill Walker (24-New Haven, Connecticut - 3 years) W M E E, W S V P, K I R L  
 2-6pm - Kris O'Kelly (26-New Orleans, Louisiana - 8 years)  
 W V O V, W S G N, K I R L  
 Weekends - Dave Scott (29-Detroit, Michigan - 11 years)  
 K S H E, W P T R, K I R L

WG NU, Box 178, St. Louis, Missouri 63166, 451-9950  
 Format: Country  
 Freq: 106.5 Power: 50 KW  
 Owner: Norman Broadcasting Co.  
 General Manager: Charles H. Norman  
 Station Manager: Bob Baker  
 Sales Manager: Ed Weldon  
 Program Director: Chuck Norman  
 Music Director: Neil Parks  
 News Director: Russ Benson  
 Age Target: 18-50

6-9am - Dennis James  
 9-11am - Neil Parks  
 11am-3pm - Bob Baker  
 3-7pm - Arlen Vaden Gospel Train  
 7-9pm - Mark Solomon (21-University City, Missouri - 6 years)  
 9pm-midnight - Jim Fairchild (21-St. Charles, Missouri - 3½ years)  
 Midnight-3am - Stereo Show  
 3-6am - Russ Benson

KSD, 1111 Olive Street, St. Louis, Missouri 63101, 621-1111  
 Format: MOR  
 Freq: 550 Power: 5,000 watts  
 Owner: Pulitzer Co.  
 Total Employees: 60  
 General Manager: Harold Grams  
 Sales Manager: Ed Newsome  
 Program Director: Lee Rodgers  
 Music Director: Lee Rodgers  
 Policy: 40-50 current singles. Small percentage of album play. Open promo policy.  
 News Director: Len Martin (10)  
 Chief Engineer: Ed Risk  
 Head of Accounting: Don Schomburg

Age Target: 20-40  
 6-10am - Grant Horton  
 K M O X, W C C O, K I R O  
 10am-1pm - Carson Rennie  
 W I L, W C F L, W L O L  
 1-4pm - Paul Warner  
 W E W  
 4-7pm - Lee Rodgers  
 W I N D, W D A F  
 7pm-midnight - Scott St. James  
 W P O P, K L I V

KGRV, 1215 Cole Street, St. Louis, Missouri 63106, (314) 231-7785  
 Format: MOR  
 Freq: 107.7 Power: 100,000  
 Owner: Intermedia, Inc.  
 Total Employees: 10  
 General Manager: Sandy Martin  
 Station Manager: Sandy Martin  
 Program Director: Mike Young  
 Policy: Current singles every quarter hour. LP cuts throughout the day, 2 every 15 minutes.  
 One newsmen  
 Chief Engineer: Paul Sanford  
 Age Target: 21-35

6-8:30am - Ted Barbone (30-Dayton, Ohio - 12 years)  
 K D N L, W E W, '70 K G R V  
 8:30am-noon - Mike Young (24-Alton, Illinois - 6 years)  
 W R T H, K C F M, W M R Y, W I B V, '71 K G R V  
 5:30pm-midnight, Tues & Thur - Rich Kavalier (24-Alton, Illinois - 5 years)  
 W I B V, W R T H, '72 K G R V

WEW, 517 Stadium Plaza, St. Louis, Missouri 63102, GE 6-7077  
 Format: Good music  
 Freq: 770 Power: 1,000  
 Owner: Chas. P. Stanley  
 General Manager: Chas. P. Stanley  
 Station Manager: Chas. P. Stanley  
 Sales Manager: Joe Adams  
 Program Director: Buddy Moreno  
 Music Director: Buddy Moreno  
 Policy: Singles and LPs at D.J.'s discretion.  
 News Director: Don Norman (1)  
 Chief Engineer: Walt Miller  
 Head of Accounting: Bernice Doder  
 Age Target: 23-49

6-10am - Lee Coffee (St. Louis, Missouri - 15 years)

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KYOK, KSD, KWK, WIL  
10am-noon, 2-4pm – Buddy Moreno  
(Los Angeles, California – 15 years)  
KWK, KMOX, WEW  
Noon-2pm – Russ David (St. Louis,  
Missouri – 22 years)  
4pm-sign-off – John McGrath (22-St.  
Louis, Missouri – 2 years)

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KADI, 273 S. Boneparte, St. Louis,  
Missouri 63144, 968-1900  
Format: Rock  
Freq: 96.3 Power: 100,000 watts  
Owner: Communications Fund, Inc.  
General Manager: R. J. Miller  
Station Manager: R. J. Miller  
Sales Manager: Louis Gutmann  
Program Director: Peter E. Parisi  
Music Director: Peter E. Parisi  
News Director: Bob Applegate  
Chief Engineer: Pete Dwosky  
Head of Accounting: Mike Neal  
Age Target: 17-28

6-9am – Frank Adair  
9am-2pm – Shilo Brunswick  
(32-Memphis, Tennessee – 12 years)  
2-7pm – Steve Rosen (22-St. Louis,  
Missouri – 6 years)  
'68 KSHE  
7pm-midnight – Rich Dalton (24-St.  
Louis, Missouri – 2 years)  
Midnight-3am – Peter E. Parisi  
(25-New York, New York – 2 years)  
'72 WHVY

# STOCKTON



Stockton, California, Market Rank: 109th, Population: 291,400, 6% Black, 16% Mexican American.

**ECONOMY:** Situated in the San Joaquin Valley in north central California, 78 miles due west of San Francisco and 47 miles south of Sacramento. The city's location on the Delta Water Way, which leads to a port and shipping center. This factor and the diversified agricultural products grown in the area, are the prime influences on the economy. Rice, walnuts, peaches, apricots and grapes are the primary commodities grown in an area which used to be prime cattle driving country. Diamond Walnuts has its home here along with three canneries for H.J.Heinz, Tillie Lewis and Tri-Valley Growers. Libby Owens Ford has a major branch for auto glass works. The city is a port of entry for almost all foreign cars coming into northern California. The Fibreboard Corp., American Forest Products and Johns Manville all have plants in the city. From oil filters is home-based here The Sharp Army Depot stockpiles food, ammunition, and other materials for northern California. The Navy occupies "Rough and Ready Island" and a large shipyard with many dry-docked ships. Stockton's Pioneer Museum is the

major tourist attraction. Schools in the area include the University of the Pacific with 3,100 students and Delta Junior College with 11,500 (combined days and nights).

**PEOPLE:** Half of the city's population is made up of minorities - Blacks, Japanese, and Mexican Americans. The income level is therefore low due to the migrant workers in agriculture. The people are fairly conservative because this city, again, is made up primarily of native-born residents. There are, however, plenty of longhairs between the colleges and high schools, which have liberal dress codes. Public opinion is not unfavorable. The majority of voters are Democrats.

**COST OF LIVING:** Depends on which side of the tracks you're on. South Stockton is older and therefore less expensive. A one bedroom furnished apartment here will cost about \$110, whereas in newer North Stockton, the same apartment would cost \$155. There are many self-service gas stations, even with the major brands, which makes it possible to buy regular for .28 per gallon. Prices in general are reasonable. Jock salaries in the market range between \$450 and \$800 per month with \$650 being the average for a top 40 jock.

AM		
KJOY	Top 40	1280
KSTN	Top 40	1420
KGW	MOR	:230
FM		
KJAX	Beautiful	99.3
KSTN	Variety	107.3

**SPOTLIGHT ON-----**  
 KJOY, 110 N. Eldorado, Stockton, California 95201, 466-2844  
 Format: Top 40  
 Freq: 1280 Power: 1 KW  
 Owner: Joseph Gamble Stations  
 General Manager: Ort J. Lofthus  
 Station Manager: Ort J. Lofthus  
 Sales Manager: Peter Bradley  
 Program Director: Pete Gross  
 Music Director: David Kraham  
 Policy: As many good sides as there are, LPs and singles. Open promo man policy.

News Director: John Crofut (1)  
 Head of Accounting: Carolyn Pribyl  
 Age Target: 16 and up

6-9am - Mike Wynn  
 9-noon - Len E. Mitchell (25-Las Vegas, Nevada - 10½ years)  
 '62 KVEG, '63 KRAM, '64 KLAS, '65 KCBN, '66 KSHO, '67 KDON, '68 KMBY, '68 KENO, '70 KLUC, '72 KJOY

Noon-4pm - Keith Richards (24-Berkeley, California - 3 years)  
 '70 KSLY (Tommy Knight), '71 KROY (Tommy Knight), '72 KJOY  
 4-8pm - Roy Williams (24-Torrance, California - 4½ years)  
 '68 KFIV, '72 KJOY

8pm-midnight - David Kraham (24-Brooklyn, New York - 5 years)  
 '66 KCSC, '68 KPAY, '69 KOBO, '70 KJOY

Midnight-6am - Bob Connors (28-Steubenville, Ohio - 2 years)  
 '72 KOAD, '72 KSTN, '72 KJOY

7pm-Midnight - Chuck Cannon (21-Belmont, California - 1 year)  
 '71 KSTN

Midnight-4am - Steve Royal (25-Willimantic, Connecticut - 4 years)

'70 KDES, '70 KSLY (B.J. Gunther), '72 KROY (B.J. Gunther), '72 KSTN

4-6am - Jess Hernandez

KSTN, 2171 Ralph Avenue, Stockton, California 95206, 948-KSTN

Format: Top 40

Frequency: 1420 Power: 5,000 watts

Owner: San Joaquin Broadcasting

General Manager: Knox LaRue

Station Manager: Knox LaRue

Sales Manager: Knox LaRue

Program Director: Dave Morgan

Music Director: Jay Stone

Policy: 30-40 singles. Some LP cuts.

Promo men M-F 12-4pm.

News Director: Bob Minor (1)

Chief Engineer: Mel Friedman

Head of Accounting: Dorothy Clark

Age Target: 15-35

6-9am - Don Sinclair (28-Portland, Oregon - 12 years)

'58 KBPS (Don Smith), '62 KBCH

(Don Smith), '67 KUIL (Don Smith),

'68 KYES (Sheldon Oscar Dezarude),

'69 KROW (Don Richards), '72 KLIQ

(Don Richards), '72 KSTN

9am-noon - Dave Morgan

(29-Sacramento, California - 5 years)

'68 KRBE, '69 KXOA, '70 KSTN

Noon-4pm - Lee Gary (19-West Sacramento, California - 1½ years)

'72 KSRT (Gary Lee), '71 KSTN

4-7pm - Jay Stone (-23 Mountain View, California - 3½ years)

'69 KYOS (Jay Lawrence), '70 KSTN

# SYRACUSE



Syracuse, New York, Market Rank: 52nd, Population: 664,600. 37% Black.

**ECONOMY:** Located in the geographic center of New York State, 80 miles east of Rochester, 130 miles east of Buffalo, 270 miles northwest of New York City. The economy is diversified with light and heavy manufacturing. The two largest plants are the Carrier Corporation (air conditioning) and General Electric's Electronic Park, a tremendous installation looking more like a college campus than a factory. Other home companies include the Syracuse China Company, the Onondaga Pottery Co., and Crouse-Hinds (manufacturers of traffic lights). There is a great deal of truck farming (apples, etc.) and dairy farming. The city touches on Lake Onondaga (one of the largest inland lakes in the country). Lake Oneida is 14 miles northeast and the Finger Lakes are nearby, making fishing, boating and swimming popular in the summer and skiing in the winter. Major schools include Syracuse University with an enrollment of 10,000 and Le Moyne College 1,500.

**PEOPLE:** Typical for a college town, conservative, informal, sports-minded, intellectual. Major ethnic groups include German, Irish, Italian and

Polish. Republicans outnumber Democrats 4 to 1. Average age is about 27, with a per capita income of about \$8,500. Religious backgrounds are fairly well mixed. All components of the population make the city an ideal test market for new products. Omaha is the only other city with as appropriate a mixture. The bussing situation has not caused any major problems here. The people are currently hassling with the problem of solid waste disposal, deciding whether the city needs a giant incinerator or a mulcher to use the waste for sanitary ground fill. Sports at Syracuse University are followed closely (primarily Blazers' hockey). There are also stock car races at Brewerton and the Intercollegiate Rowing Regatta in June. The annual New York State Fair is a local August event.

**COST OF LIVING:** Average. One bedroom furnished apartments run about \$140 a month. Regular gas is selling for .35. Jock salaries range between \$80 and \$350 per week. Top 40 jocks average \$175.

AM		
WFBL	Prog. MOR	1390
WHEN	Prog. MOR	620
WNDR	Top 40	1260
WOLF	Top 40	1490
WPAM	Solid Gold	1540
WSEN	Country	1050
WSOQ	Variety	1220
WSYR	MOR	570

FM		
WDDS	Classical	93.1
WMHR	Religious	102.9
WONO	Classical	107.9
WSEN	Country	92.1
WSOQ	Beautiful	100.9
WSYR	Sim. w/AM/Class.	94.5

## SPOTLIGHT ON-----

WOLF, Box 1490, Syracuse, New York 13201 (315) 422-7211  
 Format: Top 40  
 Freq: 1490 Power: 1,000 watts

Owner: Regional Bd. Group  
 Total Employees: 20  
 General Manager: Thomas R. Shine  
 Sales Manager: Richard Polgreen  
 Program Director: Howie Castle  
 News Director: Bob McMahon (2)  
 Chief Engineer: Vincent J. Mangianeli  
 Head of Accounting: Yvonne Garnsey  
 Age Target: 18-24

5-9am - Chris Kaye (27-Lynchburg, Virginia - 10 years)

9am-noon - Jim Sims (30-Syracuse, New York - 13 years)

Noon-3pm - Barry James (220)

3-7pm - Bob Sherman (23-Lynnfield, Massachusetts - 7½ years)

7pm-midnight - Howie Castle (25-Syracuse, New York - 7 years)

Midnight-5am - Dave Mance (22-Rochester, New York)

Weekends - Phil Allen (27-Syracuse, New York - 2 years)

Weekends - Herb Elliot (21-Philadelphia, Pennsylvania - 3 years)

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WNDR, P. O. Box 1212, Syracuse, New York 13201, (315) 446-1515

Format: Top 40

Freq: 1260 Power: 5 KW

Owner: Tower Broadcasting Corp.

Total Employees: 24

General Manager: Franklin H. Small

Program Director: Dan Leonard

Music Director: Don Bombard

Policy: 40 singles plus 5-7 new additions each week. 20 LPs. Full rotation. Other selected LP cuts 3pm-2am.

News Director: John Butler (5)

Chief Engineer: Frank Ciccoricco

Head of Accounting: Daniel Deeb

Age Target: 18-34

5-7am - Fran McGrath (34-Syracuse, New York - 10 years)

WSOQ, '63 WNDR (Mac & Maude)

7 - 9am - George Plavocos (33-Syracuse, New York-12 years)

WJMK, '61 WOLF, '63 WNDR ("Big George" Plavocos)

9am-noon - Dan Leonard (46-New

York, New York - 21 years)

'52 WNDR ("Dandy Dan" Leonard)

Noon 3-pm - Jack McNamee (45-Gloversville, New York - 24 years)

'56 WOKO, '58 WABNY, '61 WPTR,

'63 WNDR ("Happy Jack" McNamee)

3-7pm - Don Bombard (24-Syracuse, New York - 7 years)

'65 WAER, '67 WNDR, '68 WOLF, '70 WNDR

7pm-midnight - Jim O'Brien (29-Syracuse, New York - 11 years)

'61 WNDR

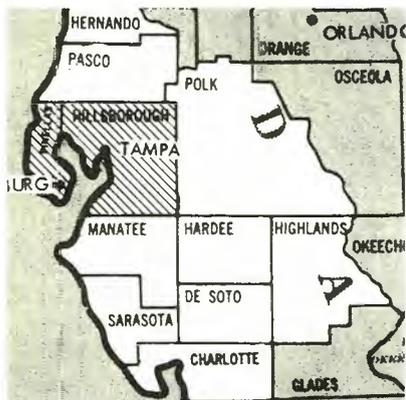
Midnight-5am - Gary Dennis (24-Central Square, New York - 5 years)

'68 WTLB (Jerry Dennis), '69 WFBL,

'70 WSEN (Gary Jones), '70 WOLF

(Gary Wood), '72 WNDR

# TAMPA



Tampa/St. Petersburg, Florida, Market Rank: 26th (20th A.D.I., Metro Population alone is just over 1,000,000, Black - 109,000, Spanish - 150,000.

**ECONOMY:** Situated on the west coast of Florida some 139 miles from Miami, two cities separated by bridges across Tampa Bay. With the weather as it is, tourism is the largest community economic factor. Over three million people visit the area each year. Busch Gardens in Tampa is a heavy tourism attraction. St. Petersburg has 65 parks, several with natural wild jungles. Walt Disney World is 80 miles, but most important are the 20 miles plus of beach skirting the cities. Newly built Tampa International is heralded as the world's most impressive airport - utilizing monorails. In St. Petersburg, aerospace and appliance industries contribute heavily. Many large corporations have headquarters here. Tampa is more of an industrial city. Twenty-nine cigar factories are located here, Schlitz and Budweiser breweries, and other such diversified industries as Swift & Co., electronics, phosphate mining and shipping, chemicals, etc. Tampa is a busy, colorful port for

banana and shrimp boats. Port Tampa is ranked 8th in the nation. There are two schools of any size, University of South Florida (18,988 students) and Tampa University (2,002 students). Area's growth is as fast as any place you can find increased some 70% in the last decade and still isn't slowing down.

**PEOPLE:** There is such a mixture of home areas that it's almost like a national melting pot. Here you have about 10% Black, a little bit of southern tradition, a strong Spanish influence, the industrial community, the retirement community, and always a heap of tourists. St. Petersburg, possibly because of the median age, is a bit more conservative. Tampa, with a young mayor, is further into the mainstream of life. Because of the climate, you'll find few places that you have to dress to get into, just kind of a laid back feeling.

**COST OF LIVING:** A one bedroom apartment goes for about \$150. Much apartment building is going on at the moment. Gasoline is about average although there's usually a war keeping the prices down. Food costs are a bit higher, especially in winter when everything's higher. Jock salaries seem to be on a slow rise, but still spread from about \$85 to \$225 per week, the average top forty jock makes about \$150

AM		
WDAE	MOR	1250
WFLA	Prog. MOR	970
WHBC	Country	1050
WINQ	Country & Rel.	1010
WLCY	Top 40	1380
WQYK	Country	1110
WSOL	Spanish	300
WSUN	MOR	620
WTAN	MOR	340
WTMP	Black	150
WWBA	Beautiful	680
WYOU	Country	550
WFSO	Prog. Top 40	570

FM		
WDAE	MOR	100.7
WGNB	Religious	101.5
WPKM	Beautiful	104.7
WQYK	Country	99.5
WTAN	Beautiful	95.7
WWBA	Beautiful	107.3
WQXM	MOR	97.9
WLCY	Auto. Prog. MOR	94.9

### SPOTLIGHT ON-----

WDAE, 101 N. Tampa Street, Tampa, Florida 33602, (813) 229-0404

Format: MOR

Freq: 1250 Power: 5,000

Owner: Rounsaville of Tampa, Inc.

Total Employees: 36

General Manager: Donald K. Clark

Sales Manager: Pierre Bejano

Program Director: Ed Ripley

Music Director: Ed Ripley

Policy: 30 singles, 1,000 oldies, 1,000 familiar LP cuts. See promo people by appointment.

News Director: Burl McCarty (4)

Chief Engineer: Warren Kauffman

Age Target: 25-49

6-10am - Bob McKay (27-E. Liverpool, Ohio - 7 years)

WCUE, WKY, '72 WDAE

10am-2pm - Dan Grant (23-Lakeland, Florida - 5 years)

WGTO, WLAK, '70 WDAE

2-6pm - Mel Berman (44-Philadelphia, Pennsylvania - 20 years)

WINQ, WJAS, '71 WDAE

6:30-midnight - R.J. Roberts (24-Oshkosh, Wisconsin - 5 years)

WPTH, WOSH, '72 WDAE

Midnight-6am - Scot Edwards (22-Melbourne, Florida - 4 years)

WMMB, '70 WDAE

WDAE-FM, 101 N. Tampa Street, Tampa, Florida 33602, (813) 229-0404

Format: Rock

Freq: 101 Power: 32,000 ERP

Owner: Rounsaville of Tampa, Inc.

Total Employees: 4

General Manager: Donald K. Clark

Sales Manager: Pierre Bejano

Program Director: Ed Ripley

Music Director: Ed Ripley

News Director: Burl McCarty (1)

Chief Engineer: Warren Kauffman

Age Target: 18-24

6-11am - Larry Stevens (21-Panama City, Florida - 4 years)

WMAI, WDLF, '72 WDAE

1-6pm - Rob Snowden (26-Nicholasville, Kentucky - 6 years)

WVLK, '72 WDAE

6-11pm - Chuck Monroe (25-St. Petersburg, Florida - 6 years)

WFSO, WCWR, '72 WDAE

8-12 Sunday - Jerry Walker (20-Tampa, Florida - 2 years)

'72 WDAE

WYOU, P. O. Box 1988, Tampa, Florida 33601, (813) 253-6071

Format: Modern Country

Freq: 1550 Power: 10,000 watts

Owner: WYOU Radio, Inc.

Total Employees: 13

General Manager: Art Reuben

Station Manager: Art Reuben

Sales Manager: Homer Lee

Program Director: Bill Polk

Music Director: Jimmy Williams

Policy: Top 50 singles along with about 85 more. One LP cut per hour.

Open promo policy.

Chief Engineer: Bill Polk

Sign-on-10am - Mike Moore (31-Columbus, Indiana - 12 years)

'60 WCSI, '61 WTUN, '72 WINQ, '66 WTVT, '72 WYOU

10am-1pm - Rick Richard (34-Waco, Texas - 8 years)

'64 KTLW, '66 KPLC, '69 WYOU

1-3pm - Bill Floyd (36-Willacoochee, Georgia - 7 years)

'65 WYOU

3pm-sign-off - Jimmie Williams (42-Hamilton, Ohio - 23 years)

'49 WMOH, '50 WCPO, '54 WMOF, '59 WARU, '60 WTCR, '61 WCKY,

'63 WMPO, '66 WIVK, '67 WHBO, 68 WYOU

WLCY, 11450 Gandy Boulevard, St. Petersburg, Florida 33733, (813) 525-1111

Format: Contemporary/Rock

Freq: 1380 Power: 5 KHz

Owner: Rayhall Communications Corporation

General Manager: Pete Schulte

Sales Manager: Bill Parke

Program Director: Charlie Brown

Music Director: Steve Cheney

Policy: Flexible playlist — 35-50 singles, 5-10 LPs — 3-4 oldies per hour. Open promo policy.  
 News Director: Jon Powers  
 Head of Accounting: Charlotte Hanna  
 Age Target: 18-34

6-10am — Charlie Brown (31-Harrisburg, Pennsylvania — 12 years)

'62 WCMC, '62 WHAP, '65 WALT, '70 WWBA, '72 WLCY

10am-2pm — George Gainey (26-St. Petersburg, Florida — 9 years)

'64 WSUN, '67 WPIN, '67 WTAN, '69 WCWR (Frank Scott), '72 WTAL (Frank Scott), '72 WLCY (Jack Armstrong)

2-6pm — Joel Busch (27-Pittsburgh, Pennsylvania — 13 years)

'67 WILZ, '68 WALT, '69 WINQ, '70 WCWR (Rick Robbins), '71 WLCY (Howard Hewes)

6pm-midnight — George Nix (25-Tampa, Florida — 5 years)

'68 WTMP, '70 WLCY

Midnight-6am — Don Ridge (21-Tampa, Florida — 6 months) '72 WLCY (Chris James)

10am-2pm Saturday — Jim Shirah (28-Daytona Beach, Florida — 8 years)  
 '65 WMFS, '66 WIRK, '67 WAPE, '70 WLCY (Mike Scott)

WFLA, 905 Jackson Street, Tampa, Florida 33601, 229-5597

Format: Contemporary MOR  
 Freq: 970 Power: 5,000 watts  
 Owner: Media General  
 Total Employees: 20

General Manager: John Alexander  
 Station Manager: John Alexander  
 Sales Manager: Art Ross  
 Program Director: Jerry Good  
 Music Director: Rod Weller  
 Policy: 30 current, no LPs. Open promo policy.

News Director: Bob Higby (4)  
 Chief Engineer: Pat McLaughlin  
 Head of Accounting: Mary Parsons  
 Age Target: 18-49

6-10am — William B. Harris (31-Logan, West Virginia — 13 years)  
 '59 WVOW (Bucky Harris), '62 WJAR (Bucky Harris), '70 WFLA (Jack Harris)

10am-3pm — Loyal Farrell (45-St. Paul, Minnesota — 20 years)

'53 KICD, '59 WTON, '67 WFLA (Scott Farrell)

3-7pm — Tom Clarke (26-Plainfield, New Jersey — 4½ years)

'68 WPLO (Johnny Donovan), '69 WREK, '69 (Johnny Donovan), '70 WUSF, '71 WFLA

7pm-midnight — William Swisher (27-Sandusky, Ohio — 9 years)

'64 WRUF, '67 WUFT, '68 WDAE (Bob Gordon), '69 AFN, '70 WFLA

Midnight-6am — Jeff Rogo (21-Cleveland, Ohio — 3 years)

'69 WVJC, '70 WMMS, '70 WCUY, '71 WFLA

WFSO, P. O. Box 570, Pinellas Park, Florida 33565, 392-2215

Format: Top 40-Progressive  
 Freq: 570 Power: 800 watts  
 Owner: Pinellas Radio Corp.  
 Total Employees: 12

General Manager: Dan L. Johnson  
 Station Manager: Dan L. Johnson  
 Sales Manager: Joseph F. Gingrich  
 Program Director: Glen Scott  
 Music Director: Glen Scott

Policy: 40 singles — 20 LPs every 3rd song from an LP. Open promo policy.  
 News Director: Art Williams  
 Chief Engineer: William Mangold  
 Head of Accounting: Elwyn Johnson  
 Age Target: 18-35

6-10am — Henry Ruiz (24-Tampa, Florida — 9½ years)

WYOU, WPAS, WPKM, WALT, '67 WSOO, '69 WKKE (Gary Morgan), '69 WCWR (Ted Webb), '70 WFSO (Ted Webb)

10am-2pm — William Jacobs (25-St. Petersburg, Florida — 7 years)

'66 WJNO (Bill Shea), '67 WKIZ (Billie Jay), '68 WCWR (Billy Jay), '69 WHBO (Billie Jay), '70 WLCY (Billie Jay), '70 WQXM (Bill Jay), '72 WFSO (Billie Jay)

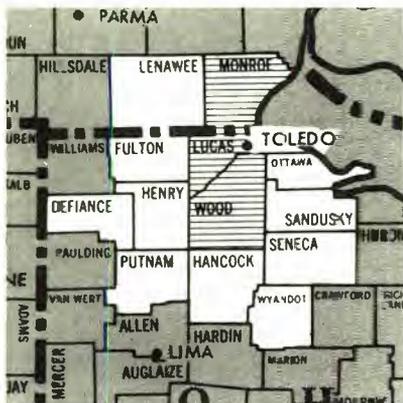
2-6pm — Arthur MacCammon (26-Albany, New York — 5 years)

'68 WCSS, WKAJ, WWSC, '70 WFSO (Art Williams)

Weekends — Keith Tolliver (21-Yorktown, Indiana — 2 years)

'72 KSCB (Keith Holliday), '72 WEIC (Keith Holliday), '72 KEXO (Keith Holliday), '72 WFSO (Keith Holliday)

# TOLEDO



Toledo, Ohio, Metro Population: 623,000, Toledo City Population: 387,145.

**ECONOMY:** Several major companies, corporate headquarters. Owens-Illinois, Owens Corning Fiberglass, Libby Owens Ford, Champion Spark Plugs plus several others. American Motors Jeep is made here, Chrysler and Chevrolet have big plants. No heavy industry like steel mills, etc.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** University of Toledo, Bowling Green State University

**THE PEOPLE:** Lucas County was one of the two Ohio Counties that voted for McGovern — the rest of the state went Nixon. That sums us up politically. We have a Democratic mayor in Toledo. Of the three county commissioners, two are democrats. Despite these factors I would say the area is basically conservative. Regarding obscenity, there are several skin flick houses prospering. The city, the area, is rapidly growing with land values increasing. We're a progressive, conservative market, if that's possible.

**TWO RECOMMENDED HOTELS:** Commodore Perry Motor Inn (downtown)

**COST OF LIVING:** Average price for bread: 35 cents, regular gasoline: 32.9

cents, one bedroom apartment in a complex with a pool, unfurnished: \$170, state sales tax: 4% 3 1/2% county. **DISC JOCKEYS MAKE:** Lowest: \$100, highest: \$300, Average: \$195

AM		
WCWA	Prog. MOR	1230
WOHO	MOR	1470
WSPD	MOR	1370
WTOD	Country	1560
WTTO	Top 40	1520

FM		
WLOT	Contemporary	104.7
WKLR	Black	99.9
WLQR	Beautiful	101.5
WMHE	MOR	92.5

## SPOTLIGHT ON-----

WSPD, 125 South Superior, Toledo, Ohio 43602, 248-6401

Format: MOR

Freq: 1370 Power: 5,000

Owner: Storer Broadcasting Co.

Total Employees: 48

General Manager: Kent Slocum

Sales Manager: Emerson Kimble

Program Director: Jack Lawyer

Music Director: Jim Lord

Policy: About 100 singles and 100 LPs. Open promo policy.

News Director: Jim Uebelhart (5)

Chief Engineer: Bill Ruppert

Head of Accounting: Betty Kosier

Age Target: 25-up

6-10am — Chuck Parmelee (43-Toledo, Ohio — 25 years)

'47 WBAA, '47 WSPD, '51 Armed Forces, '53 WSPD

10am-2pm — Ron Tindall (38-Detroit, Michigan — 23 years)

'54 WJLB, '57 WTRU, '64 WKBZ, '66 WAVY, '67 WSPD

2-6pm — Jim Lord (32-Buffalo, New York — 13 years)

'60 WNCO, '61 WEBR, '63 WYSL, '66 WTTO, '65 WTRY, '72 WSPD

9-midnight — Larry Scott — 24-Toledo, Ohio — 5 years)

'66 WKLR, '67 WMHE, '70 WGLN, '70 WTTO, '72 WSPD

Midnight-6am — Kenneth Collins (Alger, Ohio — 5 years)

'66 WFIN, '67 WTGN, '70 WFIN, '70 WBLY, '71 WSPD

9pm-midnight — Bill Neiderman (Bowling Green, Ohio — 3 years)

'72 WAWR, '71 WBGU, '72 WSPD

WIOT, 604 Jackson Street, Toledo, Ohio 43604, 248-2627

Format: Contemporary

Freq: 104.7 Power: 50,000

Owner: Reams Broadcasting

Total Employees: 14

General Manager: Jack Linn

Station Manager: Chuck Schmitt

Sales Manager: Chuck Schmitt

Program Director: Dorian Paster

Music Director: Eric Steinberg

Policy: Rolk, folk, LP cuts, oldies, etc.

News Director: Mark Scheerer (1)

Head of Accounting: Bob Kopf

Age Target: 16-35

7am-noon - Mark Scheerer (24)

Noon-6pm - Eric Steinberg (23)

6-10pm - Dorian Paster (25)

10pm-2am - Rick Bird (23)

2-6am - Chris Loop (27)

WTTO, Commodore Perry Motor Inn, Toledo, Ohio 43604, (419) 248-4655

Format: Top 40

Freq: 1520 Power: 1,000 watts

Owner: Shepard Broadcasting Corp.

Total Employees: 22

General Manager: Vic Sterling

Sales Manager: Ed Allen

Program Director: Jim Berni

Music Directors: Keith James and Tom Lang

Policy: 30 singles with 4 hitbounds and a dozen LP cuts. Heavy on oldies. Promo men usually visit Monday-Thursday.

News Director: Milt Mason (2)

Chief Engineer: John Brown

Head of Accounting: Ginny Ahrens

Age Target: 18-34

6-10am - Mike Stutzman (22-Toledo, Ohio - 2½ years)

'70 WMAG, WGLN, WTTO, '71

WTOD, '72 WTTO (Mark Adams)

10am-2pm - Ron Wood (25-Mineola, Texas - 6 years)

'66 KMOO, '67 KIOX, '68 KDOX, '69

KSWO, '70 WPUR, '71 WABB, '72

WBSR, WTTO

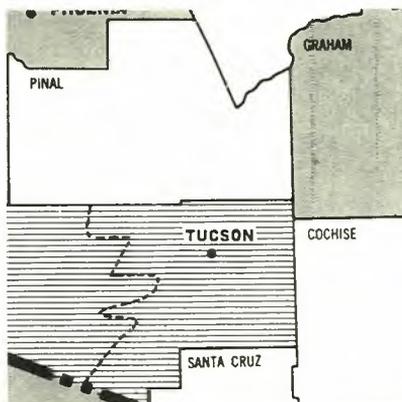
2-6pm - Jim Berni (30-Akron, Ohio - 12 years)

'61 KLIZ, '61 WTNC, '62 WGER, '63

WBTC, '66 WCIT, '68 WTTO (Jim

Martin)

## TUCSON



Tucson, Arizona, Market Rank: 90th, Population: 340,800, Black - 11,800, Spanish - 119,200.

**ECONOMY:** Based mostly on tourism. First of all because of the weather, it is for most a healthy place to be. Particularly in the winter, tons of people will come here. Old Tucson is here, where they filmed High Chapparal and many motion pictures. The city is 65 miles from the Mexican border; add to that several dude ranches and a ski resort and you can dig the tourism trip. The city is growing at a heavy rate (retirement) so construction must be considered an important industry. Hughes Aircraft is here, and the city's largest industry is copper mining. Davis Manthaj Air Force Base (12,000 servicemen) is a home for tired fighter planes. The University of Arizona (20,000) and Pima Junior College (1,500) are located in Tucson. Ranching finally is important with some very large spreads in the valley.

**PEOPLE:** Several things to consider. Heavy Spanish population, as a result, strong Roman Catholic influence. With retirement, Air Force, and college, there's a pretty good mixture of home towns. This carries with it some liberalism. Finally, the city is laid back, pace is slow, resulting in conservatism. Government is fairly

conservative.

**COST OF LIVING:** A one bedroom apartment goes for about \$150. Housing is a little rough. Gasoline and food costs are low. Salaries for jocks range from \$300 to \$800 a month. Average top 40 jock makes \$550 a month.

AM		
KAIR	Beautiful	1490
KCEE	Beautiful	790
KCUB	Country	1290
KEVT	Spanish	690
KHOS	Country	940
KHYT	Oldies	1330
KIKX	Top 40	990
KOPO	MOR & Black	1450
KTKT	Top 40	990
KTUC	Talk	1400
KXEW	Spanish	1600
FM		
KCEE	Prog. MOR	96.1
KWFM	Progressive	92.9
KXEW	Spanish	93.7
KFMM	Religious	99.5
KAYN	MOR	94.9

### SPOTLIGHT ON-----

KTKT, 2020 W. Grant Road, Tucson, Arizona 85705, (602) 622-6711

Format: Top 40 - Gold

Freq: 990 Power: 10 KW

Owner: Lotus Theatre Corp.

Total Employees: 25

General Manager: Sheldon Engel

Station Manager: Sheldon Engel

Sales Manager: Sheldon Engel

Program Director: John Mack Flanagan

Music Director: Roger Collins

Policy: 20-25 current including new music and LP cuts. Half of each hour is gold.

News Director: Lee Allen (3)

Chief Engineer: Marshall Brown)

Head of Accounting: Ulli Vogel

Age Target: 18-49

5-9am - Roger Collins (26-Winslow, Arizona - 9 years)

'65 KINO, '68 KBZB, '70 KIKX, '72 KTKT

9am-noon - Rick Morales (21-Sierra Vista, Arizona - 3 years)

'69 KIOX, '70 KWGH, '70 KSUN, '70 KCUB, '72 KTKT

Noon-6pm - Jim Swinehart (27-Gary, Indiana - 8 years)

KTUC, KIKX, KUAT, KGUN, KTKT

6pm-midnight - Larry Walker (33-Chattanooga, Tennessee - 16 years)

WSDB, KMAC, KNIN, KAIR, KTKT 3-7pm - John Mack Flanagan

(26-Roswell, New Mexico - 9 years)

'66 KLBK, '68 KHYT, '69 KIKX, '69 KTKT

Midnight-5am - Ron Wiley (23-Tucson, Arizona - 4 years)

'68 KTKT

KHYT, 1117 W. Grant, Tucson, Arizona 85704, (602) 623-7501

Format: Progressive MOR

Freq: 1330 Power: 500 watts

Owner: Golden State Broadcasting

General Manager: Bob Scholz

Station Manager: Dennis Hall

Sales Manager: Dick Edwards

Program Director: Bill Kellam

Music Director: Rich Bryan

Policy: About 40 singles and 25 LP cuts. Promo men 12-2pm daily.

News Director: Eric Jordan

Chief Engineer: Bill Yodelman

Head of Accounting: Mel Friedman

Age Target: 18-45

7-10am - Bill Ballance (Syndicated)

10am-2pm - Bill Kellam (25)

2-6pm - Rich Bryan (21-Lake Tahoe, California - 3 years)

KOWL, KBMI, KRBE, KWFM, KHYT

KWFM, 199 North Stone, Suite 210, Tucson, Arizona 85701, (602) 624-5588

Format: Progressive

Freq: 92.9 Power: 28,500 watts

Owner: Alvin Korngold

Total Employees: 15

General Manager: Diane Sloane

Operations Director: Stephen Howser

Program Director: Bill Robins

Music Director: Alan Browning

Policy: Current selection of 60 to 200 LPs. Jock programs from current and library. Promo men policy is open.

Age Target: 18-35

6 - 10am - Bill Robins

10am-noon - Jane Snyder

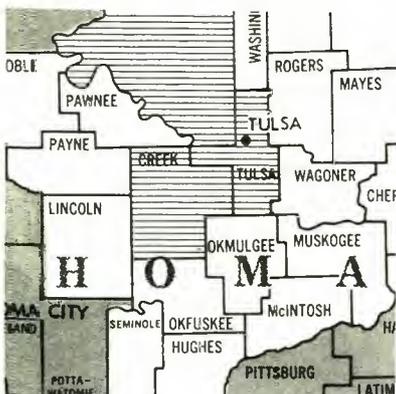
Noon-4pm - Alan Browning

4-8pm - Steve Howser

8pm-midnight - Matt Siegel

Midnight-6am - Ellis Fain

# TULSA



Tulsa, Oklahoma, Market Rank: 69th,  
Metro Population: 486,900, Total  
Population: 475,000

Ethnic Breakdown: Black - 35,277,  
Spanish: 636

**HISTORY:** Yahola, full blooded  
Indian in 1836 started. Tulsee -  
means same as Tallahahasee. City  
incorporated in 1898. In 1900,  
population was 1,390. In 1901 oil  
(Red Fork discovery), spurred growth  
of city. 1907 - statehood. Refiners  
left - research, no actual oil left.

**ECONOMY:** Oil is major industry.  
Skelly Oil Headquarters, Sun Oil, City  
Service headquarters. Aviation -  
North American Rockwell, McDonnell  
Douglas, American Airlines. Water  
navigation (new industry) - western  
most water port in America.

**COLLEGES, UNIVERSITIES, ARMY  
BASES OR OTHER INSTITUTIONS:**  
University of Tulsa (6,000), Oral  
Roberts University (2,500), Tulsa  
Junior College (4,000)

**THE PEOPLE:** Conservative,  
democratic registered, vote republican.  
**TWO RECOMMENDED HOTELS:**  
Sheraton Inn (airport), Fairmont  
(downtown)

**COST OF LIVING:** Average price for  
bread: 35 cents, regular gasoline:  
32-34.9 cents, one bedroom  
apartment, furnished: \$125,  
unfurnished: \$115, state sales tax: 2%.

AM		
KAKC	Top 40	970
KCNW	Prog. Country	1300
KFLI	Top 40	1430
KFMJ	Gospel	1050
KRMG	MOR	740
KTOW	Country	1340
KVOO	Country	1170
FM		
KAKC	Top 40	92.9
KRAV	Prog. MOR	96.5
KWEN	Beautiful	95.5

## SPOTLIGHT ON -----

KAKC, Box 970, Tulsa, Oklahoma  
74101, 743-9877

Freq: 970 Power: 1,000 watts

Owner: S. Carl Mark

General Manager: Bill Allred

Program Director: Scooter Segraves

Music Director: Don Bishop

News Director: Tom Moffitt

Chief Engineer: Charles Black

Head of Accounting: Ida Cole

6-9am - Chris Delaney (21-Abbeville,  
South Carolina - 2 years)

WUSC, '71, WBBQ (Chris Kelly), '72  
WABB (Simon Stone), '72 KAKC

9am-noon - Bob O'Brien  
(24-Oklahoma City, Oklahoma - 3  
years)

'69 KVRO, '70 KMAG, '70 KSPI, '72  
KAKC (Gary Stevens)

3-5pm - Scooter Segraves  
(32-Stuttgart, Arkansas - 18 years)

'54 KWAK, '59 KAKC, '61 KMUS  
(Bob Reynolds), '61 KBIX, '62  
KRMG, '62 KAKC, '68 WHBQ, '69  
WABB, '70 WRNO, '72 KERN, KUTE,  
'72 KAKC

6-9pm - Jerome Cannon - (23-New  
York, New York - 5 years)

'67 WBUR, '68 KLA, '70 KUTY, '71  
KERN, '72 KAFY, '72 KAKC

9 p m - 1 a m - Mike Kennedy  
(22-Streetsboro, Ohio - 4 years)

'69 WMTL (Dale Davis), '69 KSEE  
(Dale Davis), '70 KXFM (Dale Davis),  
'71 KFMX (Bobby McAlister), '72  
KAKC

1-6am - Dave Corbitt (22-Carlsbad,  
California - 4 years)

'67 KARL, '68 KADA, '69 KJAK, '71  
KXLS, '71 KFNB, '72 KBYE, '71  
KAKC

KRAV, P. O. Box 746, Tulsa,

Oklahoma 74101, (918) 585-5535  
 Format: MOR  
 Freq: 96.5 Power: 100,000 watts  
 Owner: KFMJ, Inc.  
 Total Employees: 14  
 General Manager: Paul Benton  
 Program Director: Cliff Allen  
 Music Director: Guy Atchley  
 News Director: Bob Bethell (2)  
 Chief Engineer: Nate Wilcox  
 Age Target: 25+

6 - 9am - Bob Bethell (29-Tulsa,  
 Oklahoma - 5 years)  
 KMOD, '72 KRAV  
 9am-3pm - Joe Myer (22-Tulsa,  
 Oklahoma - 3 years)  
 KRMG, KMOD, KWGS, '72 KRAV  
 3-6pm - Cliff Allen (24-Tulsa,  
 Oklahoma - 6 years)  
 KFAV, KSPR, KFAV, KHOG, KVOO,  
 '70 KRAV  
 6 pm - midnight - Walter Powers  
 (21-Tulsa, Oklahoma - 3 years)  
 KWGS, '71 KRAV  
 Midnight-6am - Larry White  
 (24-Tulsa, Oklahoma - 3 years)  
 KWGS, KMOD, KRAV

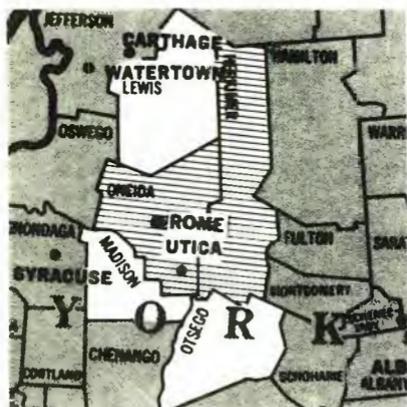
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KVOO, P. O. Box 1349, Tulsa,  
 Oklahoma 74101, (918) 743-7814  
 Format: Country  
 Freq: 1170 Power: 50,000  
 Owner: Southwestern Sales Corp.  
 General Manager: Jack R. Cresse  
 Operations Manager: Mike Jackson  
 Sales Manager: Jack R. Cresse  
 Music Director: W.B. "Tubby" Young  
 Policy: Averages 100 singles, LP cuts,  
 2 oldies per hour. Open promo policy.  
 News Director: Alan Lambert (6)  
 Chief Engineer: Lester M. Nichols  
 Head of Accounting: Opal Bledsoe  
 Age Target: 25-65

6-9am - Ralph Hasty (36-Springfield,  
 Missouri - 14 years)  
 '59 KGBX, '65 KTTS, '71 WNEW, '71  
 KVOO  
 9 am - noon - Jay Jones (47-Tulsa,  
 Oklahoma - 25 years)  
 '47 KFMJ, '51 KTUL, '55 KOME, '61  
 KVOO  
 Noon-4pm - Will Jones (32-Miami,  
 Oklahoma - 10 years)  
 '62 KGLC, '64 KFMJ, '66 KAKC, '69  
 KRAV, '70 KVOO  
 4 - 7 pm - John Wayne (25-Tulsa,  
 Oklahoma - 6 years)

7 - 11 pm - Ken Campbell (26-Tulsa,  
 Oklahoma - 5 years)  
 '67 KJEM, '70 KAKC, '71 KTOW, '72  
 KVOO  
 11 pm - 3 am - Billy Parker (34-Tulsa,  
 Oklahoma - 10 years)  
 '62 KFMJ, '69 KTOW, '71 KVOO

## UTICA-ROME



Utica-Rome, New York, Market Rank: 90th, Metro Population 344,000. Total Population (Utica) 91,611. (Rome) 50,049

**ECONOMY:** Located in Central New York, east of the Great Lakes, the two cities differ in economy. Because of a fire in the Community House (1848), very little is known about the history of Utica. Hunting, trapping and farming were major interests in 1700's and 1800's. Today Utica has an unemployment rate of 9% but has recently come down from 10%. The major industries are General Electric and Univac (one plant is closing). Oneida County Industrial Development Corporation here is making plans to bring in new industry soon to boost the economy. It has taken the city 12 years to get an Urban Renewal Project started along with the construction of a Hilton Hotel. There is, however, a newly completed state office building. Rome, a more progressive city is in the process of a complete downtown renewal project. Although the main industries to date are Revere Copper & Brass, Inc. (employs 3,000), Rome Strip Steel (Rome Iron Mills and Pettibone Corporation (mobile cranes) some changes are forthcoming. Plans are being made to bring in a heavy tourist trade to the area. The Erie

Cana, was begun here; the first cheese manufacturer in the U.S.; Fort Stanwix (first to fly American flag), and where the 5 Nation Treaty was signed; and 5 other major forts prominent in American history. They are also building a 1700 period village to be finished in 1976. A \$1 million bond issue has been granted to complete the legalization of gambling to help them out of their economic slumps. Colleges serving both cities are Utica College of Syracuse (4 years - 1,700 students) Hamilton & Kirkland (combined - 1,200 students), Mohawk Valley Community (1,500), Herkimer Community (1,500), Colgate University (1,200), Utica School of Commerce (500). Also located here is Griffiss Air Base (8,000 people)

**PEOPLE:** Utica is considered pretty conservative with the majority of its population being over 50 years of age. People are opposed to bussing and recently voted every charter revision proposal down. There has been a slight exodus of the 18-24 age group because of the economy. "Long hairs" have very little trouble, as the general attitude is to "keep quiet." Rome, on the other hand is more liberal and a broader range of resident age groups. Night life is good with a few clubs in both town. Hotels serving both areas are Holiday Inn and The Paul Revere.

**COST OF LIVING:** Lower than average for the state. A one bedroom furnished apartment (with pool) is about \$175 - unfurnished \$150. Bread goes for .38 per loaf and regular gasoline 38.9 cents per gallon. Heating is more expensive because of extremely cold winters and at the present time there is a problem with supplying the amount needed. The average DJ salary is \$120 with highest being around \$200 and lowest about \$80.

AM		
WALY	MOR	1420
WBRV	Talk & Jazz	900
WBVM	Talk	1550
WBX	MOR & Talk	950
WKAL	Beautiful	1450
WLFH	MOR	1230
WRNY	Beautiful	1350
WRUN	Top 40	1150
WTLB	Top 40	1310

FM		
WKAL	Beautiful	95.9
WZOW	MOR	107.3
WRUN	Beautiful	104.3
WOUR	Progressive Rock	96.9

**SPOTLIGHT ON**-----

WADR, 1 Pine Street, Rensen, New York 13438, (315) 831-3941

Format: Country

Freq: 1480 5,000 watts

Owner: P.H. Inc.

Total Employees: 12

General Manager: Joseph Uzdavinis

Station Manager: Joseph Uzdavinis

Sales Manager: Ed Streater

Music Director: Clyde Bickins

Policy: Have a top 48 survey, wit 20-25 extras, 2 LP cuts and 3 oldies per hour.

News Director: Dan Hamilton (1)

Chief Engineer: W.O. Rutherford

Head of Accounting: Mary Uzdavinis

Age Target: 18-49

6-10am - Clyde Bickins (29-Trenton, New Jersey - 10 years)

'62 WREM, '64 AFN, '66 WVFM, '66

WADR, '66 WRMT, '69 WADR

10am-2pm - Jim Shafer (21-New Berlin, New York - 4 years)

'68 WOCC, '70 WPAW, '69 WNDR, '71 WADR

2-6pm - Joe Wilson (25-Clinton, New York-6 years)

'66 WICO, '70 WADR, '71, WLFH, '72 WADR

Weekends - Jack Moran (21-New York Mills, New York - 3 years)

'69 WOCC, WADR

WZOW, Suite 301, Hotel Utica, Utica, New York 13456, 733-7555

Format: Easy Listening

Freq: 107.3 Power: 3.6 kw ERP

Owner: Horwin Broadcasting Corp.

Sales Manager: Mr. Burt Perry

Program Director: George Smith

Music Director: George Smith

News Director: Burt Perry

Chief Engineer: Doug Kehrig

General Manager: Paul A. Dunn  
Station Manager: Edward J. Carey

Sales Manager: Michael Roswig

Program Director: Andrew M. Young

Music Director: Fred Reed, Jr.

Policy: 50 singles, 25 albums. Open promo policy.

News Director: Brian Whittemore (5)

Chief Engineer: David E. Doughty

Head of Accounting: Frances Briggs

Age Target: 18-49

6-10am - Greg McShea (23-Utica, New York - 2 years)

'70 WTLB

10am-2pm - John Simmons

(25-Utica, New York - 4 years) '67 WTLB

2-6pm - Fred Reed (23-Utica, New York - 4 years)

'68 WTLB

6pm-midnight - Jim Reitz

(20-Dolgeville, New York - 3 years)

(25-Utica, New York - 4 years) '67 WTLB

Midnight-6am - Tom Michaels

(20-Rochester, New York - 2 years)

'70 WAER, WOLF, WGVA, '72 WTLB

WRVN, Thomas Road, Utica, New York, 736-5225

Format: Beautiful (auto.)

Freq: 104.3 Power: 100,000 watts

Owner: Woods Communication Corp.

Operations Manager: Gordon P. Hood

Program Director: Gary N. Arpin

Music Director: Gary N. Arpin

Newsman: 2

Chief Engineer: Robert Hajec

Head of Accounting: Kathy Guido

Age Target: 30-up

WOUR, 288 Genessee Street, Utica, New York 13502, (315) 797-0803

Format: Progressive Rock

Freq: 96.9 Power: 12,500 watts

Owner: Bunkfeldt Broadcasting Corp.

General Manager: Klodowski

Sales Manager: Joe Kappler

Music Director: Rodney Hamilton

Chief Engineer: David Abdo

Age Target: 18-34-49

WTLB, Kellogg Road, Washington Mills, New York 13479, 797-1330

Format: Top 40

Freq: 1310 Power: 1,000 watts

Owner: WTLB, Inc.

Total Employees: 25

## WASHINGTON, D.C.



Washington, D.C., Market Rank: 7th, Population: 2,000,000, Black population rank: 6th (719,780)

**ECONOMY:** Located between Virginia and Maryland, 39 miles south of Baltimore, 225 miles southwest of New York City, at the head of the Potomac River, 21 miles west of Chesapeake Bay. The city is the nation's capital. There is no one prime industry outside of the federal government, which employs thousands. Almost every important country in the world has an embassy with its ranking representative here. There are an overwhelming number of cultural and historical attractions, including the Capitol Building, Senate Office Buildings, Supreme Court, Library of Congress, Smithsonian Institute, Natural History Building, Washington Monument, Lincoln Memorial, White House, Arlington Cemetery, and the National Gallery of Art. The city has no pro baseball team at the moment, having lost the Senators (now the Texas Rangers), but is represented by the Redskins in football, and the Whips in soccer. Major annual event is the Cherry Blossom Festival, which takes place in early April, and is a major tourist attraction.

**COLLEGES, UNIVERSITIES OR OTHER INSTITUTIONS:** Major

schools include George Washington University (5,200), Georgetown University (4,200), American University (4,500), Catholic University of America (2,000), Howard University (9,000 — one of the major black schools in the country), and nearby University of Maryland (23,000).

**PEOPLE:** The city is a classic "melting pot." Less than one-third of its residents are natives, thus representing the liberal and conservative, all religious groups and backgrounds. The city generally votes Democratic. Blacks are the major ethnic group, concentrated in the northeast and southwest sections of the city. Racial disturbances have not been a problem since the riots of a few years ago. The ghetto area in the southwest section has now been completely redeveloped into high-rise housing. There is a sizeable Chinese population, located in a "Chinatown," which is threatened by the proposed Eisenhower Sports Arena to be built there. There is a great deal of downtown development taking place, with the intention of attracting people back from the suburbs. A rapid transit system is under construction with a target date of 1975. Major issue has been the high crime rate, inappropriate for the nation's capital, largely due to the understaffed police department. Night life in the city has suffered. Residents are very culturally oriented. The Kennedy Center for the Arts is a prime attraction. Longhairs are concentrated in the Georgetown area and find few hassles.

**COST OF LIVING:** Fairly high, ranked 11th among major U.S. cities. One bedroom furnished apartments average \$175. Regular gas is selling for .39/gallon. There is a city tax and high property taxes.

**DISC JOCKEYS MAKE:** Jock salaries peak at about \$100,000. Top forty jocks average about \$250 per week.

AM		
WAVA	News-Sports	780
WDON	Country	1340
WEAM	Top 40	1310
WEEL	Top 40	1390
WFXA	Religious	1220

WGAY	Beautiful	1050
WGMS	Classical	570
WINX	Top 40	1600
WMAL	MOR	630
WOL	Black	1450
WOOK	Black	1340
WPGC	Top 40	1580
WPIK	Country	730
WRC	Top 40	980
WTOP	All News	1500
WUST	Gospel	1120
WWDC	MOR	1260
FM		
WASH	Prog. MOR	97.1
WAVA	All News	105.1
WEZR	Beautiful	106.7
WGAY	Beautiful	99.5
WGMS	Classical	103.5
WHFS	Prog.	102.3
WHUR	Black	96.3
WJMD	Beautiful	94.7
WMAL	Prog.	107.3
WMOD	Gold-Current	98.7
WPGC	Simul w/AM	95.5
WRC	Top 40	93.9
WWDC	MOR	101.1
WXRA	Religious	105.9

**SPOTLIGHT ON-----**

WRC, 4001 Nebraska Avenue, N.W.,  
Washington, D.C. 20016, (202)  
362-4000

Format: Adult Contemporary

Freq: 980 Power: 5,000

Owner: NBC

General Manager: Bruce Houston

Station Manager: Bruce Houston

Sales Manager: John Ade

Program Director: Lee Sherwood

Music Director: Candy Wessling

Policy: 30 singles and some LP cuts.

See promo people on Monday and  
Tuesday mornings.

Chief Engineer: Harv Reese

Head of Accounting: Bill McKinley

Age Target: 18-40

6-10am - James Michael Wilson

10am-2pm - Johnny Andrews

WHLO (Program Director)

2-6pm - Bobby McGee

6-10pm - Simon Trane

KRUX, WQXI, KILT

10pm-2am - Mark Driscoll

2-6am - Ron Starr

WWDC

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WPGC, 5801 Annapolis Road,

Bladensburg, Maryland 20710, (301)  
779-2100

Format: Top 40

Freq: 1580 Power: 10,000

Owner: Richmond & Bros. Inc.

General Manager: Bob Howard

Station Manager: Bob Howard

Sales Manager: Bill Prettyman

Program Director: Harv Moore

Music Director: Harv Moore

News Director: Bob Raleigh

Chief Engineer: Robert C. Wooden

Head of Accounting: Christine Fisher

Age Target: 18-34

6-10am - Harv Moore

10am-2pm - Columbus

2-6pm - Jim Collins

6-10pm - Johnny Jones

10pm-2am - Alexander Goodfellow

2-6am - Brian Lawrence

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WASH, 5151 Wisconsin Avenue, N.W.,  
Washington, D.C. 20016, (202)  
244-9700

Format: Progressive MOR

Freq: 97.1 Power: 50 KW

Owner: Metromedia

Total Employees: 33

General Manager: William Dalton

Station Manager: William Dalton

Sales Manager: Jim McCaffrey

Policy: Between 50-60 singles, blend  
hit singles, oldies and new material.

News Director: Bob Hughes (6)

Chief Engineer: Mike Byrnes

Head of Accounting: Dorothy Lintner

Age Target: 20-40

6-10am - Eddie Gallagher

WTOP, WASH

10am-2pm - Jerry Clark

'68 WASH

2-6pm - Jay Morrill

'69 WASH

6-10pm - Bob Duckman

'69 WASH

10pm-2am - John Dowling  
(Washington, D.C.)

WMUC, '67 WASH

2-6am - Jim Lashley

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WMAL, 4461 Connecticut Avenue,  
N.W., Washington, D.C. 20008,  
686-3070

Format: Contemporary Music

Freq: 107.3 Power: 50 KW

Owner: Evening Star Broadcasting Co.,  
Inc.

Total Employees: 80  
 General Manager: Richard S. Stakes  
 Station Manager: Vince Genson  
 Sales Manager: Jeff Greenhawt  
 Program Director: Terry Hourigan  
 Music Director: Phil DeMarne  
 Policy: Some singles, mostly albums.  
 Open promo policy.  
 News Director: Jim Gallant (15)  
 Chief Engineer: J.B. McPherson  
 Head of Accounting: Steve Levine  
 Age Target: 18-34

6:30-11am - Terry Hourigan  
 11am-2pm - John Lyon  
 2-6pm - Dave Jones  
 7:30pm-midnight - Chad Perriwinkle  
 Midnight-1:45am - Lee Shephard

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WMAL, 4461 Connecticut Avenue,  
 N.W., Washington, D.C. 20008,  
 686-3000

Format: MOR  
 Freq: 630 Power: 5,000 watts  
 Owner: Washington Star Station Group  
 Total Employees: 80  
 Station Manager: Harold Green  
 Sales Manager: Charles Macatee  
 Program Director: Lynn McIntosh  
 Music Director: Bob Benson  
 News Director: Jim Gallant (5)  
 Head of Accounting: Steve Levine  
 Age Target: 18-49

6-10am - Frank Harden (45 - 25  
 years)  
 6-10am - Jackson Weaver (46 - 26  
 years)  
 10am - 2pm - Tom Gauger (33-11  
 years)  
 2-6pm - Bill Trumbull (35 - 13  
 years)  
 7pm-midnight - Felix Grand (44 - 23  
 years)  
 Midnight-6am - Bill Mayhugh (36 -  
 14 years)

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WMOD, 1680 Wisconsin Avenue,  
 N.W., Washington, D.C., 20007,  
 338-8200

Format: Contemporary/Gold  
 Freq: 98.7 Power: 50,000  
 Owner: Sonderling Broadcasting  
 Corporation  
 General Manager: Klee Dobra  
 Op. Manager: David Paul McNamee  
 Sales Manager: Jerry Horowitz  
 Policy: 55-60% gold, 40-45% current  
 News Director: John Christopher

Chief Engineer: Frank Kramer  
 Head of Accounting: Robert Klose  
 Age Target: 18-34

7-11am - Jack Casey (25-Nassau, New  
 York - 6 years)

'66 WBRL, '66 WSME, WIDE, '67  
 WKBR, '68 WAAB (Sean Michael  
 Devlin), '69 CKXL, '70 WSVP, '71  
 WPRO

11am-3pm - Robert Lee Raines  
 (23-West Hampton, New York - 5  
 years)

'68 WRKO, WDRG, WKBR, 'WFEA  
 (Tom Folery), WGLI (Lee Raines),  
 WSAR

3-7pm - Kurt Sennett (Ron Brindle)  
 (25-Greenville, Rhode Island - 5  
 years)

'68 WRKO, WICE, WPRO, WSVP

7-11pm - Penrod Rideout  
 (22-Rockland, Massachusetts - 2  
 years)

WMLO, WFEA

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WGAY AM & FM, 8121 Georgia  
 Avenue, Silver Spring, Maryland  
 20801, (301) 587-4900

Format: Easy Listening  
 Freq: AM - 1050, FM -  
 99.5 Power: AM - 1,000, FM -  
 50,000

Owner: Greater Media, Inc.  
 Total Employees: 24  
 General Manager: Ted Dorf  
 Station Manager: Ted Dorf  
 Sales Manager: Charlie Guy  
 Program Director: Bob Falcon  
 Music Director: Bob Chandler  
 News Director: Bob Falcon  
 Chief Engineer: Delbert Keeling  
 Head of Accounting Candace Jennings  
 Age Target: Adults

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WTOP, Broadcast House; Wash., D.C.  
 Format: News

Freq: 1500 Power: 50,000 watts  
 Owner: Post Newsweek Stations  
 General Manager: Donald E. Macfarlane  
 Sales Manager: Ted Wrobel  
 Program Director: Frank Georg  
 News Director: Andrew Parrish  
 Chief Engineer: Granville Klink  
 Head of Accounting: John Brown

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WDON, 2647 University Boulevard  
 West, Wheaton, Maryland 20902,  
 (301) 946-0900  
 Format: Country

Freq: 1540 Power: 1,000 watts  
 Owner: WDON, Inc.  
 Total Employees: 13  
 General Manager: Everett L. Dillard  
 Station Manager: Everett L. Dillard  
 Policy: 70% singles, 30% LPs. Open  
 promo policy.  
 Music Director: Mr. TomCat Reeder  
 News Director: Jerry Gray (2)  
 Chief Engineer: Edward A. Henkel  
 Head of Accounting: Gertrude Sprague  
 Age Target: 25-49

Sign-on-10am - Tom "Cat" Reeder  
 (38-Blue Springs, Alabama - 17 years)  
 '56 WARL, '58 WABB, '60 WKCW,  
 '62 WYAL, '62 WARI, '63 WDON  
 Sign-on-11am - Billy G. Buck  
 (23-Goldsboro, North Carolina - 7  
 years)  
 '66 WGOL, '68 WFMC (Billy the Kid).  
 '70 WCKS, '70 WKBY, '71 WDON  
 Midday - Jerry Gray (-36-Washington.  
 D.C. - 9 years)  
 '59 WAMU, '68 WFTR, '71 WDON  
 2pm-Sign-off - Al Sellers (34-New  
 Market, Virginia - 6 years)

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WUST, 815 V Street, N.W.,  
 Washington, D.C. 20001, 462-0011  
 Format: Gospel  
 Freq: 1120 Power: 1,000  
 Owner: SJR Communications, Inc.  
 Total Employees: 23  
 General Manager: Daniel Diener  
 Sales Manager: Perry P. Walders  
 Music Director: Cal Hackett  
 News: Mutual Black News  
 Chief Engineer: Gary Hess  
 Age Target: 18 plus

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WAVA, 1901 Ft. Myer Drive,  
 Arlington, Virginia 22209, (703)  
 522-1111  
 Format: News and Sports  
 Freq: 105.1 Power: 50,000 watts  
 Owner: United States Transdynamics  
 Corp.  
 Total Employees: 30  
 General Manager: Wynn Hott  
 Sales Manager: Ed Linville  
 Operations Manager: Dean Everette  
 News Director: Charles Van Dyke (18)  
 Chief Engineer: Bill Ashley  
 Head of Accounting: Jo Rokowski  
 Age Target: 18-adults

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WINX, 8 Baltimore Road, Rockville,  
 Maryland 20850 424 0902

Format: Top 40  
 Freq: 1600 Power: 1,000 watts  
 Owner: Richard Eaton  
 Total Employees: 16  
 General Manager: Pierre Eaton  
 Station Manager: Pierre Eaton  
 Sales Manager: Ted Mintzer  
 Program Director: Bill Parris  
 Music Director: Bill Palmer  
 Policy: Approximately 35 singles,  
 some LP cuts.  
 News Director: Pete Daniels  
 Chief Engineer: William Vickers

6-10am - Bill Parris (27-Richmond,  
 Virginia - 9 years)  
 WNYC, WLPL, WEEL, AFRTS,  
 WNDR, '71 WINX

10am - 3pm - Skip Groff  
 (24-Washington, D.C. - 7 years)

'66 WMUC, '68 WLPL, WEAS, '69  
 WINX

3-7pm - Peter Hill (23-Danville,  
 Virginia - 6 years)

'65 WBTV, '66 WYPR, '69  
 WJZZ/WVVV, '72 WINX

7pm - Midnight - Sam Diego,  
 (25-Cincinnati, Ohio - 6 years)

'70 KQWB (The Real Ron Steele), '70  
 WISM (Christopher Jones), '72 KFMX  
 (Jason Frank), '72 WEAM (Jason  
 Frank), '72 WINX

Midnight-6am - Bill Palmer (33-Port  
 Chester, New York - 12 years)  
 '54 WINX

## WEST PALM BEACH



West Palm Beach, Florida. Market Rank: 84th. Metro Population: 359,600. Total Population: 65,000. Black Metro Population: 62,601. Spanish Metro Population: 13,793.

**ECONOMY:** Located on the east coastline in the western part of Palm Beach County, West Palm Beach is one of the so-called "Twin Cities," the other being Palm Beach. The Okeechobee Lake which is fresh water cuts across the west section and is second in size to Lake Michigan. The city was founded in 1894 by Henry Flagler who developed it for a resort area. Its purpose was to draw people by way of the railroad he was putting through the whole state. The area continued to be seasonal until WW II when the hotel resorts were converted for military use. The influx of people during and after the war brought in the first industry — Pratt-Whitney Air Craft, established in 1953 and now employs about 6,000 engineers and technicians. In 1959 RCA came in with a computer plant (and electronics development) employing 3,500 and following was ITT and Minneapolis Honeywell, both in electronics equipment and employing 2 or 3 thousand each. Major industry now includes agriculture due to the frost-free climate. Crops include vegetables and most recently, citrus

and tropical fruits. The sugar cane growers that managed to leave Cuba came in and planted 2 million acres of cane resulting in the development of 40 sugar mills in the area. It is still considered one of the major resorts in Florida.

**PEOPLE:** Many prominent industrial and political families have seasonal estates on nearby Palm Beach which is an island but considered one of the "Twin Cities." Although West Palm Beach is considered progressive and the growth rate is relatively high the influence of the elite seasonal residents creates a conservative atmosphere. The biggest issue now is ecology, particularly concerning the water. With increased industry and constant construction waste disposal is overtaxing the existent facilities. There are relatively new small colleges in the area with emphasis on oceanography, for obvious reasons. They are: Palm Beach Atlantic College — 4 years, 600 students (a Baptist College); Florida Atlantic University — graduate school — 3,000 students (state college). The AUTIC (Atlantic Unversea Test & Evaluation Center) is sponsored by the U.S. Navy and the Royal Navy of Great Britain. The Center specializes in underwater radar monitoring equipment with facilities in the Bahamas off Aracés Island, with about 2,500 people involved in the operation. There is also Loran Station which is a guidance system station connected with missile tracking for Cape Kennedy.

**COST OF LIVING:** Higher than average in appliances and related products but food costs help balance the basic costs. State sales tax is 4% which does not include food or medicine. There is no state income tax but real estate tax carries a 100% assessment, although the many small surrounding communities do not have the realty tax. A one bedroom apartment furnished with a pool costs about \$200 (depending on the area) and unfurnished \$150. The Breakers Hotel on the ocean, is 5 miles from the airport and is recommended for its atmosphere and facilities. Originally built by Flagler (1860's) the main building is unchanged but modern

annexes provide a total of 500 rooms, with a golf course, canana clubs and pools available. Interesting attraction is "White Hall." Once the personal mansion of the Flagler family, it is now a museum, housing memorials acknowledging this man who devoted his entire life to the development of Florida. Providing additional attractions are estates of some of the original residents such as the Kennedys and the remaining family of the Post Toasties empire (some having as many as 80 guest rooms included).

AM		
WIRK	Top 40	1290
WPOM	Top 40	1600
WLIZ	Country-Talk	1380
WPBR	MOR	1340
WEAT	Country	850
WJNO	MOR	1230
WQXT	News	1340
FM		
WGMW	Top 40	94.3
WIRK	Popular-Oldies	107.9
WMUM	Progressive	97.6

### SPOTLIGHT ON-----

WLIZ, P.O. Box 71, Lake Worth, Florida 33460, (305) 585-5533

Format: Country-Talk

Freq: 1380 Power: 1 KW

Owner: Sam C. Phillips and Garland Burt

Total Employees: 13

General Manager: Bill Brackeen

Program Director: Doug Devoss

Policy: About 60 current records, mixed with 3 oldies and 2 album cuts per hour.

Chief Engineer: Jim Johnson

Head of Accounting: June Mullaiv

Age Target: 25-49

6-11:05am - Dave Webster

(54-Independence, Iowa - 37 years)

'35 WCCO, '36 KSTP, '36 WSUI, '38

WJNO, '53 WIRK, '54 WJNO, '55

WJNO, '63 WOXT, '67 WLIZ

6-9am - Stan Salony (25-Jersey City, New Jersey - 4 years)

'68 WLIZ

9-11am - Mary McGraw

(40-Columbus, Ohio - 17 years)

'50 WLW, '51 WBNS, '54 WJNO, '63

WQXT, '67 WLIZ

1pm-sign-off - Doug Devoss

(23-Grand Rapids, Michigan - 7 years)  
'66 WJBL, '66 WFUR, '67 WOMN, '68  
WWOG, '68 WLIZ

WPBR, 3000 South Ocean Boulevard, Palm Beach, Florida 33480, 582-7401  
Format: MOR

Freq: 1340 Power: 500 watts

Owner: G.R. Group

Total Employees: 14

General Manager: Everett H. Aspinwall,

Station Manager: Everett H. Aspinwall,

Sales Manager: Dick Clark

Program Director: Valerie Aspinwall

Music Director: Valerie Aspinwall

Policy: 2-3 singles each half hour. 2-4

LP cuts per half hour. Open door policy.

News Director: Everett H. Aspinwall, Jr

Chief Engineer: Jim Johnson

Head of Accounting: Cynthia Turner

Age Target: 25-50

6-10am - Scott Wallace (28-Trenton, New Jersey - 12 years)

'63 WAMS, '63 WRW, '65 WMID,

'66 WAMS, '67 WDCA, '72 WPBR

11am-3pm - Joe Vogel (29-Hempstead, New York - 2½ years)

'70 WEXY, '72 WLIZ, '72 WPBR

3-7pm - Jim Cayson (32-Tupelo, Mississippi - 13 years)

'54 WTUP, '61 AFRTS, '70 WJNO,

'71 WPOM, '72 WPBR

8pm-midnight - Frank Chester (38-Selma, Alabama - 14 years)

'68 WJNO, '69 WQXT, '70 WXVI, '72 WPBR

WJNO, 1500 North Flagler Drive, West Palm Beach, Florida 33402 (305) 832-3638

Format: MOR

Freq: 1230 Power: 250

Owner: Walter-Weeks Broadcasting, Inc.

Total Employees: 17

General Manager: Robert L. Hoffer

Station Manager: Robert L. Hoffer

Sales Manager: Larry Baronoff

Policy: 50% current singles, 50% album cuts.

Program Director: Ray Edwards

Music Director: George Barber

News Director: Steve Armstrong (2)

Chief Engineer: Curtis Brinson

Head of Accounting: Hilda Garnet

Age Target: 21 and up

# WICHITA



Wichita, Kansas, Market Rank: 71st, Population: 426,000, 6% Black.

**ECONOMY:** Based on three categories: aircraft, agriculture and oil. Some 50,000 people are involved in the aircraft industry. This is the home of Boeing, Cessna, Beechcraft and Lear. From manufacturing to making instruments to ferrying planes this is the city's most important industry. Heavy livestock market here, second only to Kansas City. Plenty of grain is stored here in one of many elevators — western Kansas — very important grain area. Many independent oil drillers are located here, including Derby and Vickers. Plenty of area oil production. Wichita State (13,000), Friends University (2,000) and Sacred Heart College (1,500) are located here, likewise, McConnell AFB (15,000). Wichita is the largest city in Kansas, retailing also important here.

**PEOPLE:** Still plenty of conservatism here but it's beginning to change as evidenced by last election. Old city commission (they kept "Hair" from playing) was heavily defeated by liberals. City is well educated with so many engineers, etc. A mixture of locales also. Police are super conservative.

**COST OF LIVING:** Fairly low. Nice one bedroom is \$125. Plenty of

housing available. Food is lower, gasoline low. Jocks make \$425 to \$800. (One exception makes \$20,000). Average Top 40 jock makes \$650.

AM		
KAKE	MOR	1240
KEYN	Top 40	900
KFDI	Country	1070
KFH	Talk/News	1330
KLEO	Top 40	1480
KWBB	MOR	1410

FM		
KARD	Beautiful	107.3
KBAR	MOR	97.9
KEYN	Simul W/AM	103.7
KFDI	Country	101.3

## SPOTLIGHT ON-----

KLEO, 5610 E. 29th Street, Wichita, Kansas 67220, (316) 685-0261

Format: Contemporary

Freq: 1480 Power: 5,000 watts

Owner: Swanco Broadcasting

Total Employees: 19

General Manager: Don O'Malley

Sales Manager: John Hurlbutt

Program Director: Bob Roberts

Music Director: Don B. Williams

Policy: 38 singles, cuts from 10 LPs, cuts from 6 upcoming LPs.

News Director: Bob Wise (3)

Chief Engineer: Earl Russell

Head of Accounting: Wanda Sotreck

Age Target: 13-49

6-10am — Mike Miller (27-Baltimore, Maryland — 10 years)

KOTN, WNOE, WLEE, KOIL

11am-noon — Bob Roberts (31-Grand Island, Nebraska — 13 years)

KKGI, KMMJ, KEWI, WATI, WEBC, KFDI

Noon-3pm — Don B. Wilkens (28-Meridan, Nebraska — 9 years)

'63 KEFW, '67 KLEO

3-7pm — Chuck Stevens (21-Wichita, Kansas — 3 years)

KEWI, '72 KLEO

7pm-midnight — Rick Gannon (28-Wichita, Kansas — 6 years)

WGLB, WAAM, KOAM, '70 KLEO

Midnight-6am — Dave Vass (20-Nickerson, Kansas — 5 years)

KWBW, '72 KLEO

Weekends — Clark Kent

(22-Hutchenson, Kansas — 6 years)  
 KWHK, KWBW, '72 KLEO

KEYN, 357 West Central, Wichita,  
 Kansas 67203, 942-4222

Format: Top 40

Freq: 103.7 Power: 58,000 watts

Owners: Lowell Denniston, Robert D.  
 Freeman and Gary Denniston

General Manager: Robert D. Freeman

Station Manager: Robert D. Freeman

Sales Manager: Gary L. Richards

Program Director: Dave Biondi

Music Director: Charlie Cusack

Policy: About 60 singles and 25 LP  
 cuts, 2-3 oldies per hour. Open promo  
 policy.

News Director: Steve McIntosh

Chief Engineer: Orgin Friesen

Head of Accounting: Bertis Hall

Age Target: 18-34

6-9am — Roger Mundy (25-Wichita,  
 Kansas — 4 years)

'68 KLEY, '69 KEYN, '69 KTVH, '71  
 KSTT, '72 KEYN

9am-noon — Charlie Cusack  
 (24-Oklahoma City, Oklahoma — 4  
 years)

'69 KOSG, KLPR/KJAK, KOCY, '70  
 KXLS, '72 KKNG, '72 KEYN

Noon-3pm — Doug Shane (22-Wichita,  
 Kansas — 2½ years)

KMUW, KATN-KBBK, '70 KEYN

3-6pm — Dave Biondi (27-Wichita,  
 Kansas — 11 years)

KRIZ, KROZ, KJOE, KENR, KRBE,  
 KEWI, KEYN

6-10pm — Jack Diamond  
 (23-Coffeerville, Kansas — 2½ years)

KRBB, KEWI, WMOB, WGOW, KEYN

10pm-2am — Ron Taylor (18-Wichita,  
 Kansas — 1½ years)

KEYN

2-6am — Pat Clark (21-Enid,  
 Oklahoma — 1 year)

KEYN

KFDI, Box 1402, Wichita, Kansas  
 76201, (316) 838-3377

Format: Country

Freq: 101.2 Power: 100,000 watts

Owner: Great Empire Broadcasting  
 Co. of Wichita

Total Employees: 40

General Manager: F.F. Lynch

Station Manager: F.F. Lynch

Sales Manager: Michael C. Oatman

Program Director: Shelly Davis

Music Director: John R. Jolly

Policy: Current singles and LP cuts 4  
 times an hour. Remainder of music is  
 LP cuts. Current singles and LP cuts  
 about 100 — Open promo policy.

News Director: Joe Montgomery (8)

Chief Engineer: Jan Sundquist

Head of Accounting: Ben Witherspoon

Age Target: 18-49

8am-noon — Shelly Davis  
 (24-Levittown, Pennsylvania — 9  
 years)

WAAT, WPAZ, WHAT, WMID, WRCP,  
 '71 KFDI

6-8am — Ol' Mike (Oatman)  
 (33-Marfa, Texas — 15 years)

KHEY, '64 KFDI

Noon-5pm — John Jolly (26-Tulsa,  
 Oklahoma — 6 years)

KPTS, KRAV, KOME, '72 KFDI

5-6pm — Terry Burford (35-Spring  
 Hill, Louisiana — 17 years)

KOSY, KCIJ, KBSF, '66 KFDI

6pm-midnight — Steve Schiffner  
 (27-Alva, Oklahoma — 7 years)

KNOR, KWPR

Midnight-6am — Buddy Nichols  
 (43-Harrison, Arkansas — 15 years)

KANS, KWBB, KSIR, KBYE, KOME,  
 KOOO, '67 KFDI

KAKE, 1500 North West Street,  
 Wichita, Kansas 67201, 943-4221

Format: MOR

Freq: 1240 Power: 5,000

Owner: KAKE Radio & TV, Inc.

General Manager: Martin Umanski

Station Manager: Frank Gunn

Sales Manager: G.A. Wiles

Program Director: Scot Michels

Music Director: Gene Rump

Policy: 25 Singles, 15 LP cuts, heavy  
 into oldies.

News Director: Charles Duncan (7)

Chief Engineer: Harold Newby

Head of Accounting: Arnold Wedel

Age Target: 25-50

6-10am — Gene Rump (26-Tipton,  
 Indiana — 10 years)

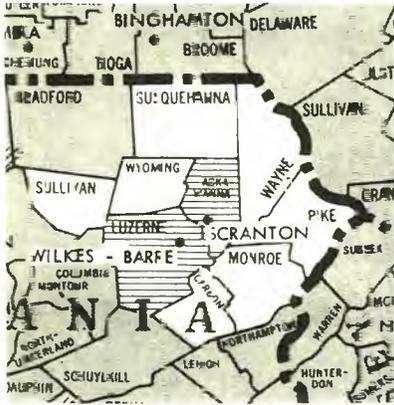
WTHI

10am-3pm — John Myers  
 (24-Columbus, Ohio — 2 years)

3-6pm — Scot Michels  
 (41-Philadelphia, Pennsylvania — 20  
 years)

6pm-midnight — Ed Brady  
 (22-Canton, Ohio — 5 years)

# WILKES BARRE



Wilkes Barre-Scranton, Pennsylvania; Market Rank: 49th, Metro Population: 625,000, Total Population: 900,000  
 Ethnic Breakdown: Black - 2.1%  
**HISTORY:** Situated in northeast Pennsylvania, 100 miles north of Philadelphia and near the Pocono Mountains. The greater Wilkes Barre area is "comin' back" following the devastation of Hurricane Agnes which virtually wiped out the immediate area. The area is dotted with winter funtime features like ski resorts and snowmobile trails. The Poconos feature hundreds of natural lakes to delight fishermen and hunters alike. The W-B/Scr. area began as the "hard coal center of the world."  
**ECONOMY:** With the death of the coal industry, the area had to build over again economically. This it did during such industry as RCA, Topps Chewing Gum World Headquarters, Foster-Wheeler Corp., Corning-Illinois and the world's largest pencil company, Eberhart-Fabor.  
**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:** The area has many fine colleges in Wilkes and Kings, the University of Scranton, plus numerous community colleges and Marywood and Misericordia University for women. The total college community in the area numbers near 75,000. Also

Tobyhanna Army depot employs nearly 20,000 residents.

**THE PEOPLE:** The area is rather conservative, however, oddly enough the porno flicks are alive and well, same for adult book stores, etc.

AM		
WARM	MOR	590
WBAX	Solid Gold	1240
WBRE	MOR	1340
WEJL	Big Band	630
WGBI	Country	910
WICK	Talk	1400
WILK	Progressive	980
WNAK	MOR	730
WPTS	Religious	1540
WSCR	Top 40	1320

FM		
WBRE		98.5
WEJL	Contemporary	107.1
WGBI		101.3
WDDL	Beautiful	104.9
WYZZ	Beautiful/Class.	92.9

## SPOTLIGHT ON-----

WEJL, 149 Penn Avenue, Scranton, Pennsylvania 18503, (717) 346-6555  
 Format: MOR

Freq: 630 Power: 500 watts

Owner: Scranton Times

Station Manager: Hugh J. Connor

Sales Manager: Robert O'Hara

Program Director: William Longworth

Policy: Standards

News Director: Jack Griswold (5)

Chief Engineer: Willard Slutter

Age Target: 25-up

6-10am - Joe Silva (38-Scranton, Pennsylvania - 19 years)

WICK, WNEP, WSCR

10:30am-noon - Jack Griswold (45-Amersdam, New York - 23 years)

Noon-5pm - Barry Connor (28-Scranton, Pennsylvania - 6 years)

WDAX

5-7pm - Radio Time

WILK, 88 N. Franklin Street, Wilkes Barre, Pennsylvania 18701, (717) 824-4666

Format: Top 40

Freq: 980 Power: 5,000 watts

Owner: Wyoming Valley Broadcasting

Total Employees: 26

General Manager: Roy E. Morgan

Station Manager: Roy E. Morgan  
 Sales Manager: Lee Vincent  
 Program Director: Don Bruce  
 Music Director: Don Bruce  
 Policy: Top 40 with 10 hitbounds  
 along with 5 LPs.  
 News Director: David DeCosmo  
 Chief Engineer: Ronald Balonis  
 Head of Accounting: Emerson Ramage  
 Age Target: Teens-40

6-10am - Don Bruce (34-Allentown,  
 Pennsylvania - 17 years)

'56 WGPA, '70 WAEB, '63 WILK

10am-2pm - Bill Dennis  
 (26-Winchester, Massachusetts - 9  
 years)

'64 WBRX (Bill MacCormick), '65  
 WCNR (Bill MacCormick), '66 WVAB,  
 '69 WILK

2-6pm - Rick Walker (27-Kingston,  
 Pennsylvania - 9 years)

'64 WPTS, '66 WILK, '68 WRAW, '71  
 WILK

7pm-midnight - Jamie Morgan  
 (28-Forty Fort, Pennsylvania - 4  
 years)

'68 WILK

Midnight-6am - Joe Kaley  
 (22-Shickshinny, Pennsylvania - 3  
 years)

'70 WBRX, '71 WILK

Weekends - Mike Kaye (31-Wilkes  
 Barre, Pennsylvania - 12 years)

'61 WPTS, '65 WILK

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WARM, Box 590, Avoca, Pennsylvania  
 18641, (717) 346-4646

Format: Top 40

Freq: 590 Power: 5,000 watts

Owner: Susquehanna Broadcasting Co.

Total Employees: 37

General Manager: Jack Herr

Sales Manager: Dick Bolen

Program Director: George Gilbert

Music Director: Nancy Gunning

Policy: 70 singles, 25 LPs.

News Director: Jerry Heller (6)

Chief Engineer: Charles Morgan

Head of Accounting: William Goodfello

Age Target: 18-50

6-9am - George Gilbert (Scranton,  
 Pennsylvania - 21 years)

'61 WIBG, '63 WARM (Program  
 Director)

9am-noon - Terry McNulty  
 (Scranton, Pennsylvania - 19 years)

'63 WARM, '56 WSCR, '60 WARM

Noon-3pm - Bill Kelly (Towanda,  
 Pennsylvania - 11 years)

'61 WTTC, '68 WYBG, '69 WMHP, '71  
 WARM

3-7pm - Bob Woody (Pittsburgh,  
 Pennsylvania - 10 years)

'62 WKLN, '69 WSBA, '68 WCRO, '72  
 WARM

7pm-Midnight - Christopher Sky  
 (Philadelphia, Pennsylvania - 3 years)

'69 WAMS, '70 KOX, '72 KRIZ, '72  
 WARM

Midnight-6am - Scott Arthur  
 (Philadelphia, Pennsylvania - 4 years)

'68 KYW, '70 WWDB, '71 WARM

# WILMINGTON



Wilmington, Delaware, Market: No. 58, Metro Population: 508,000, Black Population: 61,884

**ECONOMY:** Wilmington is located in northeastern Delaware at the junction of the Christina and Delaware Rivers 30 miles southeast of Philadelphia. It is a major port of entry to the United States. Fort Christina, as Wilmington was known in 1638, was settled by a group of Swedish and Dutch folk. In 1655, Peter Stuyvesant captured the town for the Dutch. Then, the British in 1664 took possession and during the next 50 years permitted the community to lie out. The city is named after the Earl of Wilmington and was incorporated in 1832. Delaware's state tax laws have attracted many nationally known businesses. Wilmington is an important industrial and commercial city and is also becoming known as a research center. The city is known as the "chemical capital of the world" with several laboratories and in particular E.I. DuPont de Nemours & Co. Important local manufacturers produce such products as vulcanized fiber, leather, rubber hoses, coke products, iron and steel, hosiery, machinery and textiles. General Motors also has a plant in the city.

**PEOPLE:** Wilmington is a "white collar" city mostly with street dress

conservative, but not formal. Flat and harness racing (Pari-mutual betting) are conducted at tracks near Wilmington — flat racing from late May to early August; harness racing from early July to mid-September. Several public and private golf courses and many facilities for tennis. Fresh and salt water fishing available nearby. Theaters include The Playhouse, Longwood Gardens and Robin Hood Theater in Ardentown which is located six miles north of Wilmington. Good dining locations include the DuPont Hotel, Constantious's House of Beef, Columbus Inn, Red Barn, and Winkler's. Dinner at Kent Manor Inn and Tally Ho.

**COST OF LIVING:** One bedroom apartment unfurnished runs \$140 and two bedrooms unfurnished \$175. House, 2 bedroom which are hard to find, run about \$215. Milk runs 99 cents a gallon and gasoline 37.0 and premium 41.9. There is no sales tax in Wilmington. Jocks salaries range from a low of \$125 to a high of \$300 with average top 40 at about \$190.

AM		
WAMS	Top 40	1380
WDEL	Beautiful	1150
WILM	Prog. MOR	1450
WTUX	Beautiful	1290
WNRK	Black	1260
FM		
WJBR	Beautiful	99.5
WSTW	Beautiful	93.7

## SPOTLIGHT ON-----

WAMS, P. O. Box 3677, Wilmington, Delaware 19807, (302) 654-8881

Format: Contemporary

Owner: Rollings Broadcasting

Total Employees: 30

General Manager: Robert Elliott

Operations Manager: Bob Reich

Sales Manager: Richard Hill

Program Director: Gary Kines

Music Director: Gary Kines

Policy: 40-45 singles/10 LPs, 1 LP cut per hour days and 2 per hour at night.

Promo men Tuesday, Wednesday, Thursday by appointment.

News Director: Jim DeSantis (4)

Chief Engineer: Steve Schrand

Age Target: 18-49

# WINSTON-SALEM



Winston-Salem, North Carolina, Market No. 1 SMSA in N.C., No. 60 in USA, Metro Population: 612,600, Total Population: 214,348

Ethnic Breakdown: Black: 47.825

**HISTORY:** In 1766 a group of Pennsylvania Moravians founded the town of Salem. In 1849, the County of Forsyth was established with the town of Winston as the county seat. By vote of both communities in 1913, the City of Winston-Salem was formed. Winston-Salem was then, as now, known as the Twin City. The Salem portion of the city is now known as "Old Salem" and is a registered national historic landmark. Thousands of tourists come to Old Salem annually to view the most completely restored community.

**ECONOMY:** The principal items made in Winston-Salem and Forsyth County are: tobacco products, textiles, furniture, electronic equipment and fabricated metal products. The largest manufacturers are: R.J. Reynolds Tobacco Co. and R.J. Reynolds Industries, Hanes Corporation, Western Electric Company and Joseph Schlitz Brewing Company. In addition to these industrial giants, there are over 230 diversified industries with a total annual payroll of \$250 million.

**COLLEGES, UNIVERSITIES, ARMY BASES OR OTHER INSTITUTIONS:**

North Carolina Schools of the Arts (600), Salem College (557), Wake Forest University (3,615), Winston-Salem State University (1,795), Forsyth Technical Institute, Bowman Gray School of Medicine, Piedmont Bible College, Winston-Salem Bible College, Draughon Business College, Russell's Business College, Winsalm Business College.

**THE PEOPLE:** The people of the Winston-Salem area are perhaps more conservative than some probably because of our church associated beginning. We are, however, forward thinking and progressive in many ways. The city and area has steadily grown since the mid-forties with many new industries locating here. Our politics, where once was almost exclusively one party, is now two party, with members of both parties serving in city and county government.

**TWO RECOMMENDED HOTELS:** Winston-Salem has no hotels, however, we have a good many good motels. The Albert Pick Motor Inn located on I-40 is nearest to Friendship Airport. Downtown we have Holicay Inn Downtowner and Statler-Hilton, all equally good. We are to have (under construction) a Hyatt House which will be really outstanding.

**COST OF LIVING:** Average price for bread: 32 cents, regular gasoline: 38.9 cents, one bedroom apartment with a pool, furnished: \$170, unfurnished: \$135, state sales tax: 3%, state income tax: 3-7%.

**DISC JOCKEYS MAKE:** Lowest: \$115, Highest: \$200, Average: \$160

## Greensboro

AM		
WBIG	MOR	1470
WCOG	Top 40	1320
WEAL	Black	1510
WGBG	Country	1500
WPET	Religion	950

## FM

WMDE	Country	98.7
WQMG	Progressive	97.1

## Winston-Salem

AM		
WAAA	Black	980

WAIR	Top 40	1340
WKBX	Country	1500
WPGD	Religion	1550
WSJS	MOR	600
WTOB	Top 40	1380
FM		
WAAA	Beautiful	107.5
WGPL	Beautiful	93.1
WSJS	Beautiful	104.1
High Point AM		
WHPE	Religion	1070
WMFR	Beautiful	1230
WNOS	Beautiful	1590
FM		
WHPE	Simul w/AM	95.5
WMFR	Simul w/AM	99.5
WNOS		100.3

**SPOTLIGHT ON-----**

WCOG, 4635 Tower Road, Greensboro, North Carolina 27410, 299-0346

Format: Top 40

Freq: 1320 Power: 5,000 watts

Owner: Thomas Radio-TV Enterprises

General Manager: James Poston

Station Manager: James Poston

Sales Manager: Al Troxler

Program Director: Bob Dayton

Music Director: Tom Wall

Chief Engineer: Charlie Stout

Head of Accounting: Beverly Kemp

Age Target: 18-45

6-10am - Scott Lange (26-Chicago, Illinois - 8 years)

'64 WNUR, '71 WCOG

10am-3pm - Jimmy Fulmer (32-Conway, Arkansas - 10 years)

'63 KCMC, '64 AFRT, '66 WDXI, '70 WFHG, '70 WCOG

3-7pm - Dusty Durn (26-Greensboro, North Carolina - 9 years)

'64 WGBC, '64 WHSL, '65 WAIT, '66 WPET, '67 WUBE, '69 WTOB, '69 WCOG

7-11pm - Bob Dayton (25-Riedsville, North Carolina - 10 years)

63 WFRC, '65 WUAG, '66 WYPR, '67 WCOG

11pm-6am - Greg Wells (19-Elmira, New York - 3 years)

'70 WBIG, '71 WTOB, '71 WCOG

Weekends - Charlie Russell (24-Greensboro, North Carolina - 5

years)

'67 WGWR, '69 WCOG

WKBX, 2614 New Walkertown Road, Winston-Salem, North Carolina 27101, (919) 724-1507

Format: Modern Country

Freq: 1500 Power: 10,000

Owner: Stuart W. Epperson

Total Employees: 12

General Manager: Curly Howard

Sales Manager: Haywood V. Belton

Program Director: Steve Nelson

Music Director: Steve Nelson

Policy: 54 singles, 2 LP cuts per hour.

Open Promo policy.

News Director: John Johnson (1)

Chief Engineer: Steve Nelson

Head of Accounting: Mary Dail

Age Target: 18-34

6-9am - Eddie Phillips (23-Luverne, Alabama - 3 years)

'70 WTBF, '70 WDBM, '71 WZAM,

'72 WDBM, '72 WKBX

9am-1pm - Steve Richards (27-Roanoke, Virginia - 9 years)

'63 WHYE, '64 WKWS, '64 WMNA,

'65 WCFV, WPXI, '67 AFRTS, '69

WKYE, '69 WMCT, '70 WSLI, '71 WKBX

1-6pm - Ed Snow (25-Pilot Mountain, North Carolina - 8 years)

'64 WKTE, '66 WYND, '67 WBUY,

'68 WFCM, '69 WKBX

WAIR, P. O. Box 2099, Winston-Salem, North Carolina 27102, (919) 722-1347

Format: Contemporary

Freq: 1340 Power: 1,000 watts

Owner: Holiday Broadcasting

Total Employees: 15

General Manager: Nick Patella

Station Manager: Nick Patella

Sales Manager: Bill Packer

Program Director: Nick Patella

Music Director: David Bell

Policy: 55 singles plus LPs. Open promo man policy.

News Director: Ray Travis (1)

Chief Engineer: Mike Holt

Head of Accounting: Peggy Fennell

Age Target: 18-34

6-10am - Ray Travis (Wilson and Tarboro, North Carolina - 10 years)

WAIR

10am-3pm - George Carter

(18-Charlotte, North Carolina - 4 years)

WAIR

3-7pm - David Bell (27-Gastonia, North Carolina - 12 years)

WIST, WSIC, WHCO, WFLB, WFYF, WBNC, WLTC, WGAS, '71 WAIR

7pm-midnight - Oscar Alexander (45-Birmingham, Alabama - 16 years)

WAAA, WOKJ, KOKY, WFLI, WAIR, WAAA, WENZ, WEBB WAIR

Midnight-6am - Kent Newton (18-Winston-Salem, North Carolina

2½ years)

'69 WAIR

WTOB, P. O. Box 5176, Winston-Salem, North Carolina 27103, (919) 723-4353

Format: Contemporary

Freq: 1380 Power: 5,000 watts

Owner: Southern Broadcasting Company

Total Employees: 29

General Manager: Michael J. Ludgate

Sales Manager: Dave Carroll

Program Director: Tommy Walker

Music Director: Buddy Latham

News Director: Wayne Ashworth (4)

Policy: 35 singles plus will play some LP cuts. Open promo man policy but normally seen Tuesday through Friday.

Chief Engineer: Ray Vogler

Head of Accounting: Adman Cox

Age Target: 18-34

5:30-9am - Bill Cox (26-Andover, Virginia - 4 years)

'69 WTFR, '70 WGOI, '72 WISL, '72 WKKE, '71 WISP, '72 WTOB

9am-noon - Robert Dale Lackey (25-Roanoke, Virginia - 6 years)

'66 WKBA, '7 & WJLL, '67 WCFX, '67 WPXI, '69 WKYI, '70 WISE, '70 WTOB

Noon-4pm - Paul B. Latham (28-Pilot Mountain, North Carolina - 10 years)

'62 WSYD, '64 WKII, '66 K11P, '68 WCOG, '69 WTOB

4-7pm - Tommy Walker (31-Rockingham, North Carolina - 15 years)

'57 WKDX, '59 WSSB, '63 WKIX, '71 WTOB

7pm-midnight - Willie Edwards (23-Hampton, Virginia - 5 years)

'67 WLPM, '68 WNCOR, '69 WTOB

Midnight-5:30am - Jay McDaniel

(21-Bennett, North Carolina - 5 years)

'67 WNCA, '69 WYPR, '69 WYCL, '70 WTOB

WSJS, P. O. Box 3018, Winston-Salem, North Carolina 27102, (919) 722-1301

Format: Prog. MOR

Freq: 600 Power: 5,000 watts

Owner: Triangle Broadcasting Corp.

General Manager: Harold Essex

Station Manager: Richard Barron

Sales Manager: Robert Sparrow

Program Director: Bill Brown

Music Director: Bill Brown

Policy: Average about 37 singles with heavy MOR LP play. Open promo policy but prefer calls in front.

News Director: Wayne Willard (3)

Chief Engineer: Leon Lasley

Head of Accounting: Bill Winters

Age Target: 18-50

5-8am, Noon-12:30 - Wally Williams (59-Rocky Mount, North Carolina - 35 years)

'37 WFFD, '40 WBIG, '48 WCOG, '47 WBBO, '52 WVOI, '54 WSJS

8am-noon, 12:30-1pm - Randy Gibson (30-Winston-Salem, North Carolina - 2 years)

'69 WSJS

1-3pm, 6-8pm - Reese Feltz (42-Winston-Salem, North Carolina - 22 years)

'50 WUNC, '52 WSJS

4-6pm, 8pm-midnight - George Lee (33-Huntington, West Virginia - 14 years)

'58 WITN, '59 WPLH, '60 WAIR, '62 WCHS, '63 WTOB, '67 WSJS

# WORCESTER



Worcester, Massachusetts, Market Rank: 88th, Population: 647,200, .16% ethnic

**ECONOMY:** Situated in the geographic center of Massachusetts, 29 miles from Boston and 73 miles from Hartford. The industrial base of the city is electronics with insurance and aviation figuring strongly. Norton Industries employ 21,000, Herald Machines employs over 7,000 and Knowles Corp. employs nearly 10,000, to mention a few. Thom McCall Shoes are manufactured here. The "heart of the Commonwealth" boasts the new Worcester Center, third largest indoor mall in the country, which the city just completed at a cost of \$27 million, just part of the \$405 million downtown revitalization. There are six universities here, including Clark, Holy Cross, Assumption and Anna Maria College, totaling some 18,000 students. There are also four junior colleges. The University of Massachusetts Medical School just opened here.

**PEOPLE:** Being an All-American yankee town, the people are conservative, the politics are Republican, the leanings are orthodox. Catholicism predominates. The environment is economically stable. Women, incidentally make up

37% of the labor force. Population is heavily adult, median age is 35.2  
**COST OF LIVING:** One bedroom furnished apartments run about \$200. Food and gasoline costs are just slightly higher than average. Jocks make anywhere from \$85 to \$325 with the average top forty jock making about \$165.

AM		
WAAB	Top 40	1440
WNEB	MOR	1230
WORC	Top 40	1310
WTAG	MOR	580
FM		
WAAF	Prog. Top 40	107.3
WSRS	Beautiful	96.1

**SPOTLIGHT ON-----**  
 WAAB, 34 Mechanic Street, Worcester, Massachusetts 01608, (617) 752-5611

Format: Prog. Rock  
 Freq: 107.3 Power: 50,000  
 Owner: George Gray  
 Total Employees: 35  
 General Manager: Richard King  
 Program Director: Bill Schupert  
 Music Director: Mark Woodworth  
 Chief Engineer: Jerry Kopoyan  
 Head of Accounting: Dorothy Matthew  
 Age Target: 18-34

6-11am - Peter Schuck  
 11am-4pm - Mike Gray  
 4-7pm - Mark Woodworth  
 7pm-midnight - Frank Dudgeon  
 Midnight-6am - Jim Taylor

WTAG, 20 Franklin Street, Worcester, Massachusetts 01613. 791-5521

Format: MOR  
 Freq: 580 Power: 5,000  
 Owner: Telegram & Gazette  
 Total Employees: 38  
 General Manager: Herbert L. Krueger  
 Executive Director: Robert W. Booth  
 Sales Manager: Herman H. Kramer  
 Program Director: Richard F. Wright  
 Policy: 75-80 singles with about 10% LPs. Open promo policy.  
 Chief Engineer: Elliot A. Browning  
 Age Target: 18-50

5-10am - J. Bruce (30-Boston, Massachusetts - 6 years)  
 '67 WTAG, WCAS, WFLG  
 10am-3pm - Mark Williams

(34-Lowell, Massachusetts - 13 years)  
 WKOX, WLLH, '69 WTAG  
 3-6pm - Maynard Allen (27-Newton,  
 Massachusetts - 3 years)  
 WHAV, '70 WTAG  
 8:30pm-1am - Dick Smith  
 (46-Greenfield, Massachusetts - 26  
 years)  
 WCOP, WORC, WMTW, WBRY,  
 WHYN, '68 WTAG

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WORC, 8 Portland Street, Worcester,  
 Massachusetts 01608, (601) 799-0581  
 Format: Top 40/Request  
 Freq: 1310 Power: 5,000  
 Owner: Knowles Broadcasting  
 General Manager: Julien Brownstein  
 Sales Manager: Murray Howard  
 Program Director: Norm Laramee  
 Music Director: Jay Stevens  
 Chief Engineer: Don Coleman  
 Age Target: 18-35

6-10am - Christian Hayek  
 (24-Minneapolis, Minnesota - 2 years)  
 '70 LKTF, '72 WORC

10am-2pm - Norm Laramee  
 (25-Pawtucket, Rhode Island - 5  
 years)  
 '68 WKWF, '68 WHIM, '70 WORC

2-6pm - Robert Sardina  
 (36-Wellesley, Massachusetts - 10  
 years)

'62 WTSA, '63 WTIK, '64 WHYN, '65  
 WFFA, '66 WAAB, '68 WORC

6-10pm - Stanley Cape (29-Los  
 Angeles, California - 7½ years)

'68 WTRY, '69 KDKO, '70 KTLK, '70  
 WAAB, '72 WLOB, '72 WORC

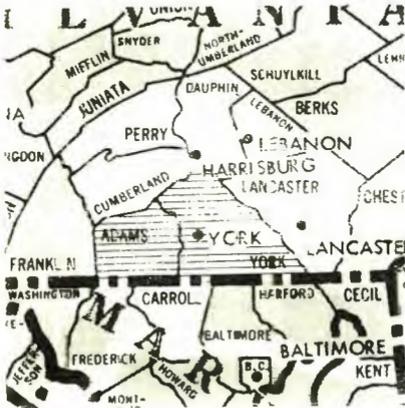
10pm-2am - Clyde Anderson  
 (21-Sterling, Massachusetts - 2½  
 years)

'69 W1WN, '70 WAAF, '71 WORC

2-6am - Robert Suely (25-Storrs,  
 Connecticut - 2 years)

'70 WOGO, '71 WMMW, '71 WORC

# YORK



York, Pennsylvania, Market Rank: 91st. Population: 335,500. Black Population: 7,962

**ECONOMY:** York is the trade and industry center of one of the richest farming areas in the United States. Located just 30 miles southeast of the state capital Harrisburg, in the southeastern part of Pennsylvania. Industry is very big in York, producing such items as equipment for refrigeration and making ice, many kinds of paper, a variety of textile products, cement, lime, candy and furniture. The city is also a leader in making cigars. The original town was laid out in 1741 under the authority of the Penn family, the proprietors of Pennsylvania. After the British took Philadelphia during the Revolutionary War, York served as one of the capitals occupied by the Continental Congress. The Articles of Confederation were accepted in York during the time the congress met, September, 1777 to June, 1778. York became a city itself in 1887. York has a commission form of government and is the county seat of York County.

**PEOPLE:** Being situated in a three-city area, Harrisburg, Hanover and York, the cities seem to depend on each other for the various activities. The concert scene in York is covered by

Harrisburg, and major airline service out of York is also through Harrisburg. Every year the city takes part in the York Interstate Fair which is the second largest fair in Pennsylvania. Four major shopping centers in the area provide plenty of shops.

**COST OF LIVING:** A one bedroom apartment in York furnished will run about \$140 and two bedrooms \$180. To rent a house, two bedrooms, would run in the neighborhood of \$185 to \$200, all depending location. The state has a \$14 license fee on cars as well as a 2.3% tax on wages. With the dairy right in York a gallon of milk direct from the dairy would run you \$1.00 with bread at 35 cents a loaf. Electricity on an average apartment would run about \$24.00 and a first run show is \$2.50. Telephone base price is \$8.00. Jocks salaries run on the average of about \$150 and tops at \$200.

AM		
WNOV	Country	1250
WORK	Black	1350
WSBA	Top 40	910
FM		
WYCR		98.5
WNOV		105.7
WSBA	Beautiful	103.3

## SPOTLIGHT ON-----

WNOV, P. O. Box 1747, York, Pennsylvania 17402, (1-717) 755-1049  
Format: Country

Freq: 105.7 Power: 5,000 watts

Owner: Rust Communication Group

Total Employees: 20

General Manager: S. Robert Ackley

Station Manager: Mark Oflinger

Sales Manager: Ray Young

Program Director: Dave Marino

Music Director: Joe Columbo

Policy: 60 singles/20 LPs. Open promo policy.

Traffic Director: Brenda Ember

Chief Engineer: Forrest Back

Head of Accounting: Carl Faler

Age Target: 25-49

6-10am - Joey Joey (38-New York City, New York - 11 years)

WGLI, WENE, WAEB

10am-2pm - Dave Marino (26-Harrisburg, Pennsylvania - 10 years)

WEEZ, WRAP, WIOO, WFEC, '72  
WNOW  
2-6pm - Joel Kay (22-Philadelphia,  
Pennsylvania - 3 years)

WNOW

6pm-midnight - Lou Dark (36-Upper  
Darby, Pennsylvania - 16 years)

WRAW, WPAZ, WKEN, WILM

Midnight-6am - Danny Reese  
(22-Delta, Pennsylvania - 2 years)

WNOW

WSBA, P. O. Box 910, York,  
Pennsylvania 17405, (717) 764-1155  
Format: Top 40

Freq: 910 5,000 watts

Owner: Susquehanna Broadcasting  
Company

VP in Charge: Arthur W. Carlson

Station Manager: Philip K. Eberly

Sales Manager: Chris J. Huber, Jr.

Program Director: Mike McKay

Music Director: Rick Burton

Policy: Promo men by appointment.

News Director: Bill Shepherd

Chief Engineer: Ray Ensminger

Head of Accounting: William Goodfello

Age Target: All ages

6-9am - Harry West (43-Reading,  
Pennsylvania - 24 years)

WEEU, WCMC, WRAW, WHUM,  
WARM, KQV

9am-noon - Mike McKay  
(30-Williamsport, Pennsylvania - 13  
years)

WMPT, WSBA, WARM, WGGB, WSBA  
Noon-3pm - Rick Burton (25-Forrest,  
Illinois - 5 years)

WBLE, WKID, WIBM, WSBA

3-7pm - Jackson Armstrong  
(Lewistown, Pennsylvania - 10 years)

WMRF, WILL, WLEE, WRNC, WCOL,  
WTTO, WSBA

7pm-midnight - Johnny Knight  
(26-Reading, Pennsylvania - 5 years)

WUNS, WUDO, WMLP, WSBA

Midnight-5:30am Alan St. John  
(22-Wellsboro, Pennsylvania - 4 years)

WVAM, WAAB, WSBA



Station Manager: William Fleckenstein  
 Sales Manager: William Glover  
 Program Director: Dick Thompson  
 Music Director: Dick Thompson  
 Policy: 35-50 singles, no LP cuts -  
 Promo men anytime Tuesday and  
 Thursday  
 News Director: William Clark  
 Chief Engineer: Pete Antolich  
 Head of Accounting: William Berchtold  
 Age Target: 12-49

6 - 9 a m - J o h n n y K a y  
 (40-Youngstown, Ohio - 20 years)

WHOT

9-10am - Dick Thompson (44-Oil  
 City, Pennsylvania - 25 years)

'47 WKRZ, '52 KSON, '56 WJET, '58

WHOT

10am-1pm - A.C. McCullough  
 (24-Youngstown, Ohio - 2 years)

'68 AFRD, '70 WHOT

1-4pm - Boots Bell (40-Cleveland,  
 Ohio - 14 years)

'58 WBUZ, '69 WHOT

4-8pm - Michael D. Richards  
 (23-Gradenhutzen, Ohio - 5 years)

'68 WNIO, '70 WHOT

8pm-midnight - Steve Miller  
 (22-Youngstown, Ohio - 4 years)

'68 WNIO, '70 WHOT

Midnight-6am - Big Al Knight  
 (28-King of Prussia, Pennsylvania - 11  
 years)

'61 WHOT

## OLDIES SERVICE

Almost every radio station in America plays some kind of what is called "oldies"...Where do you get them? Besides the record companies themselves who have packaged some of their hits in oldies albums...or the "Greatest Hits" albums...But some of the older (especially) hits are unavailable to the record companies themselves...so we began some research on where to find the services in the country that specialize in that service...Here's our list...our special thanks to Gideon Mathews for aid in supplying this information.

A catalog by the way is furnished by the majority of these companies on request...

American Record Sales  
 925 Arch St.  
 Philadelphia, Pa. 19107  
 (215) 925-7100  
 Price Range: \$0.25-\$0.60  
 Minimum Order: \$20  
 Condition: Factory fresh

Global Record Sales  
 P.O. Box 287  
 Jenkinstown, Penna. 19130  
 (215) PO 9-0900  
 Price Range: \$0.10-\$0.50  
 Minimum Order: \$20  
 Condition: Factory fresh

Golden Disc Unlimited  
 M. Valle  
 3407 Moray Lane - No. 205  
 Falls Church, Va. 22041  
 Price Range: Bid  
 Condition: Fair to excellent

Goldies Oldies  
 P.O. Box 15040  
 Philadelphia, Pa. 19130  
 Price Range: \$0.25-\$0.58  
 Minimum Order: 100 records in any one  
 price category

House of Oldies  
 267 Bleeker St.  
 New York, N.Y. 10014  
 (212) 243-0500  
 Price Range: \$5-\$20  
 No minimum order  
 Condition: Fair to excellent

Rip Lay  
 P.O. Box 16115  
 San Francisco, Calif. 94116  
 (415) 864-7024  
 Price Range: \$1-\$5  
 Condition: Fair to excellent  
 All records graded

Lee's Music Center  
 6265 S.W. 8th St.  
 Miami, Fla. 33144  
 (305) 264-0791

Price Range: Very expensive  
 No minimum order  
 Condition: Fair to excellent

Lou's Record Room  
 P.O. Box 144  
 N. Miami Beach, Fla. 33160  
 (305) 945-7792

Price Range: \$1-\$10  
 No minimum order  
 Condition: Good to excellent - all records  
 graded - Good Sun product

Nehi Records  
 2525 W. 9th St.  
 Los Angeles, Calif. 90006  
 (213) 380-2644  
 Price Range: \$0.28-\$0.56  
 Minimum Order: 20  
 Condition: Factory fresh

Oldies Unlimited  
 P.O. Box 389  
 Flushing, N.Y. 11352  
 Price Range: \$3-\$20  
 No minimum order  
 Condition: Mostly excellent

Randy's Record Shop  
 Gallatin, Tenn. 37066  
 Price Range: \$1.00  
 No minimum order  
 Condition: Factory fresh

Record Museum  
 1928 Arch St.  
 Philadelphia, Pa. 19103  
 (215) LO 3-7285  
 Price Range: \$1.00  
 Minimum Order: 4 records  
 Condition: Factory fresh

Roy's Memory Shop  
 2312 Bissonnet  
 Houston, Texas 77005  
 (713) 526-5819  
 Price Range: \$2-\$10  
 No minimum order  
 Condition: Fair to excellent - all records  
 graded

Val Shively  
 P.O. Box B  
 Havertown, Pa. 19083  
 (215) FL 2-2320  
 Price Range: \$1-\$25  
 No minimum order  
 Condition: Very good to excellent - all  
 records graded

Village Oldies  
 149 Bleeker St.  
 New York, N.Y. 10012  
 (212) 677-9777  
 Price Range: \$1-\$25  
 No minimum order  
 Condition: Fair to excellent - no catalog  
 furnished-want list



## THE TOWER STILL STANDS

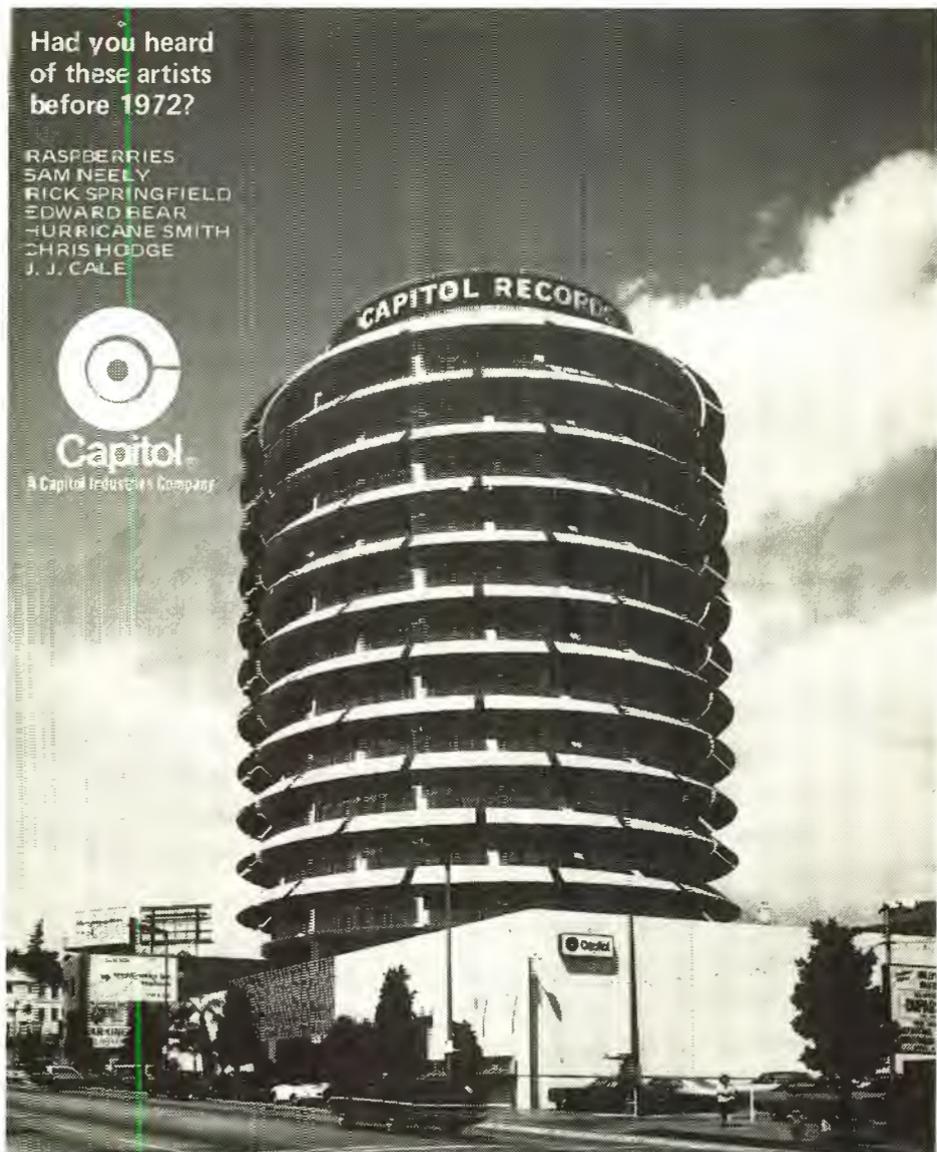
Had you heard  
of these artists  
before 1972?

RASPBERRIES  
SAM NEELY  
RICK SPRINGFIELD  
EDWARD BEAR  
HURRICANE SMITH  
CHRIS HODGE  
J. J. CALE



Capitol

A Capitol Records Company



# THE DIRECTORY

*The following names and addresses are the ones we thought most important for your daily use. We kept it short so you would be able to find information quickly...Radio stations, record companies... etc., etc. Try it, you'd be surprised what's in here.*



## A

- AAA REPRESENTATIVES  
683 5th Ave., New York, N. Y.  
(212) 759-6020
- ABC DUNHILL RECORDS  
8255 Sunset Blvd., Los Angeles, Calif.  
90048 (213) 651-5530
- ABC—FM SPOT SALES  
1330 Avenue of Americas, New York,  
N. Y. 10019 (212) LTI-7777
- ACUFF—ROSE PUBLISHING  
2510 Franklin Rd., Nashville, Tenn.  
37204 (615) 297-8591
- ADVERTISING & MARKETING  
RESEARCH LIBRARY  
1709 W. Eighth St., Los Angeles, Calif.  
90017 (213) 484-1464
- ADVERTISING RESEARCH  
FOUNDATION INC.  
3 East 54th St., New York, N. Y., 10022  
(212) 751-5656
- AFFILIATED ADVERTISING  
AGENCIES INTERNATIONAL  
516 5th Ave., New York, N. Y., 10036  
(212) 661-5776
- AIR CHECK SERVICES CORP. OF THE  
WORLD  
Naked City, Roselawn, Ind. 46372  
(219) 987-2000
- AIRLINES — RESERVATIONS  
L.A. — American (213) 626-3811  
Continental (213) 776-5000  
Delta (213) 273-1813  
TWA (213) 483-1100  
United (213) 782-7800  
Western (213) 776-2311  
National (213) 246-5696  
  
N.Y. — American (212) 661-4242  
TWA (212) 695-6000  
United (212) 876-3000  
National (212) 697-9000  
Eastern (212) 986-5000
- ALABAMA BROADCASTERS ASSN.  
Box 1572, Montgomery, Alabama 36102
- ALASKA BROADCASTERS ASSN.  
KFRB, Fairbank, Alaska
- ALITHIA RECORDS  
9034 Tonnelle Ave., North Bergen, N. J.  
07047 (201) 869-0600
- ALL—INDUSTRY RADIO  
MUSIC LICENSE COMMITTEE  
345 Park Ave., New York, N. Y. 10022  
(212) 593-3000
- ALL PLATINUM RECORDS  
96 West St., Englewood, N. J. 07631  
(201) 569-5170
- ALMO MUSIC CORP.  
1416 N. La Brea Ave., Hollywood, Calif.  
90028 (213) 464-7581
- ALPHA EPSILON RHO  
Washington State Univ., Pullman, Wash.  
99163 (509) 335-3069
- A & M RECORDS  
1416 N. La Brea Ave., Hollywood, Calif.  
90028 (213) 469-2411
- AMARET RECORDS  
1717 N. Highland Ave., Hollywood,  
Calif. 90028 (213) 466-3361
- AMERICANA OF NEW YORK HOTEL  
52nd & 7th Ave., New York, N. Y.  
10019 (212) 581-1000
- AMERICAN ASSOC. OF ADVERTISING  
AGENCIES  
200 Park Ave., New York, N. Y. 10017  
(212) 682-2500
- AMERICAN COMPOSERS ALLIANCE  
170 W. 74th St., New York, N. Y.  
10023 (212) TR-31250
- AMERICAN FEDERATION OF  
MUSICIANS (AFM)  
641 Lexington Ave., New York, N. Y.  
(212) PL-80600
- AMERICAN FORCES RADIO & T.V.  
1016 N. McAdden Pl., Los Angeles,  
Calif. 90038 (213) HO-23301
- AMERICAN METEOROLOGICAL  
SOCIETY  
45 Bacon St., Boston, Mass. 02108  
(617) 227-2425
- AMERICAN SALES & SERVICING  
AGENCY  
134 Nassau St., Princeton, N. J. 08540  
(609) 924-2713
- AMERICAN SOCIETY OF COMPOSERS,  
AUTHORS & PUBLISHERS (ASCAP)  
1 Lincoln Plaza, New York, N. Y.  
10023 (212) 595-3050

- ANTHEM RECORDS**  
 7033 Sunset Blvd., Suite 304,  
 Los Angeles, Calif. 90028  
 (213) 469-5165
- APPLE RECORDS**  
 54 St. James, London, England  
 REGENT - 8230
- APPLE RECORDS**  
 9130 Sunset Blvd., Los Angeles, Calif.  
 90068 (213) 274-7554
- ARB (AMERICAN RESEARCH BUREAU)**  
 4320 Ammendale Rd., Beltsville, Md.  
 20705 (301) 937-3500
- ARIZONA BROADCASTERS ASSN.**  
 Box 7429, Phoenix, Arizona 85011
- ARKANSAS BROADCASTERS ASSN.**  
 Box 1918, Little Rock, Arkansas 72203  
 (501) 375-2545
- ASYLUM RECORDS**  
 9120 Sunset Blvd., Los Angeles, Calif.  
 90069 (213) 278-8510
- ASSOCIATED PRESS**  
 50 Rockefeller Plaza, New York, N. Y.  
 (212) 262-4000
- ATCO RECORDS**  
 1841 Broadway, New York, N. Y.  
 10023 (212) 757-6306
- ATLANTIC RECORDS**  
 1841 Broadway, New York, N. Y.  
 10023 (212) 757-6306
- ATLANTIC — LOS ANGELES**  
 6515 Sunset Blvd., Hollywood, Calif.  
 90028 (213) 461-4591
- AUDIO ENGINEERING SOCIETY**  
 60 E. 42nd St., New York, N. Y. 10017  
 (212) 661-8528
- AUDIOFIDELITY RECORDS**  
 221 W. 57th St., New York, N. Y.  
 10019 (212) 757-7111
- AUDIO MAGAZINE**  
 134 N. 13th St., Philadelphia, Pa. 19107  
 (215) 564-5170
- AUDIT BUREAU OF CIRCULATIONS**  
 123 N. Wacker Dr., Chicago, Ill. 60606  
 (312) CE-67994
- AUDITS & SURVEYS**  
 1 Park Ave., New York, N. Y. 10016  
 (212) 689-9400
- AVCO RADIO SALES**  
 380 Madison Ave., New York, N. Y.  
 10017 (212) 697-4747
- AVCO RECORDS**  
 1301 Ave. of Americas, New York, N. Y.  
 10019 (212) 956-6263
- AVERY KNODEL INC.**  
 555 Madison Ave., New York, N. Y.  
 10022 (212) HA-15600
- AYERS, JAMES S.**  
 615 Peachtree St. NW, Suite 1212,  
 Atlanta, Ga. 30308 (404) 873-2502
- AZZARELLO, CHUCK**  
 133 Curtis St., St. Thomas, Ontario,  
 Canada (519) 631-5682
- B**
- BANG RECORDS**  
 2107 Faulkner Rd. NE, Atlanta, Ga.  
 30324 (404) 325-9810
- BARNABY RECORDS**  
 816 N. La Cienega Blvd., Los Angeles,  
 Calif. 90069 (213) 657-6150
- MORT BASSETT & CO.**  
 551 5th Ave., New York, N. Y. 10017  
 (212) 682-6960
- BEARSVILLE RECORDS**  
 44 E. 50th St., New York, N. Y. 10022  
 (212) 751-7030
- C. K. BEAVER & ASSOC.**  
 2158 Union Ave. Bldg., Memphis, Tenn.  
 38104 (901) 272-7503
- BEECHWOOD MUSIC CORP.**  
 1750 N. Vine St., Hollywood, Calif.  
 90028 (213) 462-6252
- BEL—AIR HOTEL**  
 701 Stone Canyon Rd., West Los  
 Angeles, Calif (213) 472-1211
- BELL RECORDS**  
 6464 Sunset Blvd., Hollywood, Calif.  
 90028 (213) 461-3366
- BELL RECORDS**  
 1776 Broadway, New York, N. Y.  
 10019 (212) 757-6081
- BELWIN—MILLS PUBLISHING**  
 16 W. 61st St., New York, N. Y. 10022  
 (212) 245-1100
- CHARLES BERNARD CO., INC.**  
 730 Fifth Ave., New York, N. Y. 10019  
 (212) 246-7242

- BEVERLY HILLS HOTEL**  
9641 Sunset Blvd., Beverly Hills, Calif.  
(213) 276-2251
- BEVERLY HILLS RECORDS**  
6430 Sunset Blvd., Hollywood, Calif.  
90028 (213) 461-4409
- BEVERLY HILTON HOTEL**  
9876 Wilshire Blvd., Beverly Hills, Calif.  
90210 (213) 274-7777
- BEVERLY WILSHIRE HOTEL**  
9500 Wilshire Blvd., Beverly Hills, Calif.  
90212 (213) 278-7270
- BIG SEVEN MUSIC CORP.**  
17 West 60th St., New York, N. Y.  
10023 (212) 582-4267
- BIG 3**  
7165 Sunset Blvd., Hollywood, Calif.  
90046 (213) 874-4300
- BIG TREE RECORDS**  
555 Madison Ave., New York, N. Y.  
10022 (212) 838-2781
- BILLBOARD MAGAZINE**  
9000 Sunset Blvd., Los Angeles, Calif.  
90069 (213) 273-7040
- BILLY JACK RECORDS**  
10889 Wilshire Blvd., Los Angeles, Calif.  
90024 (213) 478-2075
- BLACKWOOD MUSIC INC.**  
1650 Broadway, New York, N. Y.  
10019 (212) 581-9690
- BLAIR RADIO**  
717 5th Ave., New York, N. Y. 10022  
(212) 752-0400
- CHUCK BLORE CREATIVE SERVICES**  
1606 N. Argyle Ave., Hollywood, Calif.  
90028 (213) 466-9221
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- GREEN BOTTLE RECORDS  
7033 Sunset Blvd.  
Hollywood, Calif. 90028  
(213) 464-5122
- GREEN DOOR MUSIC  
P.O. Box 9470  
Fort Worth, Texas 76107  
(817) 338-1212
- HERBERT E. GROSKIN & CO.  
310 Madison Ave.  
New York, N.Y. 10017  
(212) 986-4366
- GROUP 88 MUSIC (ASCAP)  
P.O. Box 8190  
Universal City Plaza  
University City, Calif. 91808  
(213) 787-3344
- GROUP ONE RADIO LTD.  
3322 W. Peterson Ave.  
Chicago, Ill. 60645  
(312) 478-5544
- GRUNT RECORDS  
P.O. Box 99387  
San Francisco, Calif. 94109  
(415) 221-7410
- GSF RECORDS  
888 7th Ave.  
New York, N.Y. 10019  
(212) 489-7030
- GUIDE POST RESEARCH  
1304 Chamber of Commerce Bldg.  
Pittsburgh, Penna. 15219  
(412) 471-8507

## H

- HALL OF FAME MUSIC CO. (BMI)  
P.O. Box 921  
Beverly Hills, Calif. 90213  
(213) 276-2726
- HARDY RADIO & TELEVISION LTD.  
19 Richmond St., W., Suite 301  
Toronto, Ontario, Canada  
(416) 363-9433
- HANCOCK MUSIC CO. (BMI)  
c/o PTA, INC  
17003 Ventura Blvd.  
Encino, Calif. 91316  
(213) 652-9810
- HARMONIC SOUNDS INC. (BMI)  
1482 Felix Dr.  
Columbus, Ohio 43207  
(614) 491-1461
- T. B. HARMS CO. (ASCAP)  
100 Wilshire Blvd.  
Santa Monica, Calif. 90401  
(213) 871-0911
- HAWAIIAN ASSN. OF BCSTRS.  
1290 Ala Moana  
Honolulu, Hawaii 96814  
(808) 537-3991
- HEAVY MUSIC INC. (BMI)  
1301 Ave. of Americas  
New York, N.Y. 10019  
(212) 245-7100
- JOHN J. HENDERSON & ASSOC., INC.  
800 Second Ave.  
New York, N.Y. 10017  
(212) 661-2420
- HI RECORDS  
308 Poplar Ave.,  
Memphis, Tenn. 38103  
(901) 948-8776
- HICKORY RECORDS  
2510 Franklin Rd.  
Nashville, Tenn 37204  
(615) 297-8558
- HILL & RANGE SONGS INC. (BMI)  
241 W. 72nd St.  
New York, N.Y. 10023  
(212) 724-9500
- HILMER PUBL'G CO. INC. (BMI)  
c/o Rosenfeld, Meyer & Susman  
9601 Wilshire Blvd.  
Beverly Hills, Calif. 90212  
(213) 271-9144
- BOB HIX CO., INC.  
280 Columbine St., Denver, Colo.  
80206 (303) 377-6526
- R. A. HODGE (ASCAP)  
c/o Hodge & Zureig  
273 Page St., San Francisco, Calif.  
94102 (415) 864-5100
- C. E. HOOPER  
420 Lexington Ave., New York, N. Y.  
(212) 532-7725
- HOOPER-HOLMES BUREAU INC.  
170 Mt. Airy Rd., Basking Ridge, N. J.  
(201) 766-5000
- HOPEWELL, GEORGE T., INC.  
Box 1000, Oceanside, N. Y. 11572  
(212) 532-3783
- HORN OF PLENTY INC. (ASCAP)  
9100 Tonnelle Ave., North Bergen, N. J.  
07047
- HOT WAX RECORDS  
1800 Argyle, Hollywood, Calif. 90028  
(213) 469-8186
- HOUSE OF GOLD MUSIC INC. (BMI)  
813 16th Ave. So., Nashville, Tenn.  
37203 (617) 244-6017
- HOUSE OF REPRESENTATIVES INC.  
9 East 46th St., New York, N. Y. 10017  
(212) 687-5776
- BERNARD HOWARD & CO., INC.  
345 Park Ave., New York, N. Y. 10022  
(212) 421-4900
- HR/STONE RADIO REPRESENTATIVES,  
INC.  
277 Park Ave., New York, N. Y. 10017  
(212) 922-2900
- HUMAN FACTORS  
B-8 Hillside Manor, New Hyde Park,  
L. I., N. Y. 11040 (516) PI-20500
- HURLEY, WILLIAM L.  
730 2nd Ave. So., Minneapolis, Minn.  
55402 (612) 333-7725
- HYETT, HARRY S. CO., INC.  
630 Baker Bldg., Minneapolis, Minn.  
55402 (612) 339-7179

**I**  
IDAHO STATE BCSTRS. ASSN.  
Box 884, Boise, Idaho 83701  
(208) 375-7277

ILLINOIS BCSTRS. ASSN.  
726 S. College St., Springfield, Ill. 62704  
(217) 544-0401

IMPRESS RECORDS  
7925 Santa Monica Blvd., Hollywood,  
Calif. 90046 (213) 654-4522

INDIANA BCSTRS. ASSN.  
4560 Knollton Rd., Indianapolis, Ind.  
46208 (317) 926-6426

INSTITUTE OF BROADCAST ARTS  
8900 N. Central Ave., Phoenix, Ariz.  
85020 (602) 944-3377

INTEGRIT MUSIC CORP. (ASCAP)  
400 Madison Ave., New York, N. Y.  
10017 (212) 688-9250

INTERCOLLEGIATE BROADCASTING  
SYSTEM  
Box 592, Vail Gate, N. Y. 12584  
(914) 565-8740

INTERCONTINENTAL SERVICES LTD.  
20 E. 46th St., New York, N. Y. 10017  
(212) 986-0820

IFA (INTERNATIONAL FAMOUS  
AGENCY)  
9255 Sunset Blvd., Los Angeles, Calif.  
90069 (213) 273-8811

IFA (INTERNATIONAL FAMOUS  
AGENCY)  
1301 Ave. of Americas, New York, N. Y.  
(212) 956-5800

INTERNATIONAL MUSIC COMBINE  
(BMI)  
c/o Ed Sherman, 16000 Ventura Blvd.,  
Suite 202, Encino, Calif. 91316  
(213) 981-4545

IOWA BROADCASTERS ASSN.  
Iowa State University, Ames, Iowa  
50010 (515) 294-4340 or 232-1449

IVY NETWORK CORP.  
242-A Yale St., New Haven, Conn.  
06520 (203) 787-0711

**J**  
JACK MUSIC INC. (BMI)  
Box 1333, Nashville, Tenn. 37202  
(615) 383-0330

JA—MA MUSIC (ASCAP)  
5611 Melrose Ave., Hollywood, Calif.  
90038 (213) 460-5103

DICK JAMES MUSIC INC. (BMI)  
1780 Broadway, New York, N. Y.  
10019 (212) 581-3420

JAMIE/GUYDEN DIST. CORP.  
919 N. Broad St., Philadelphia, Pa.  
19123 (215) 232-8383

JAMIE MUSIC PUBL'G CO. (BMI)  
919 N. Broad St., Philadelphia, Pa.  
19123 (215) 232-8383

THE JENKS PUBL'G CO. (BMI)  
Box 5078-W, Wilkes-Barre, Pa. 18710  
(717) 287-3255

JEWELL RECORDS CORP.  
728 Texas St., Shreveport, La. 71163  
(318) 422-7182/0195

JOBETE MUSIC CO. INC. (ASCAP)  
2457 Woodward Ave., Detroit, Mich.  
48201 (313) 965-9250

JOLLY ROGERS RECORDS  
7165 Sunset Blvd., Los Angeles, Calif.  
90046 (213) 874-0180

JOLLY ROGER RESTAURANT  
6430 Sunset Blvd., Los Angeles, Calif.  
90028 (213) 461-3191

JULIE PUBL'G CORP. (ASCAP)  
Mark 128 Office Park, Suite L02,  
140 Wood Rd., Braintree, Mass. 02184  
(617) 848-0525

JUST SUNSHINE RECORDS  
Gulf & Western Plaza, New York, N. Y.  
10023 (212) 245-7777

## K

## KAISER BROADCASTING

300 Park Ave., New York, N. Y. 10022  
(212) 759-1100

## KAMA SUTRA RECORDS

810 Seventh Ave., New York, N. Y.  
10019 (212) 582-6900

## KANGAROO MUSIC INC. (BMI)

c/o Goldberg & Gershon  
545 5th Ave., New York, N. Y. 10017  
(212) 661-7132

## KANSAS ASSN. OF BCSTRS.

408 Petroleum Bldg., Wichita, Kan.  
67202 (316) 265-8523

## KAPP RECORDS

100 Universal City Plaza, Universal City,  
Calif. 91608 (213) 985-4321

## KARELO MUSIC CO. (BMI)

3215 Ave. H., Brooklyn, N. Y. 11210  
(212) 859-8116

## KATZ RADIO

245 Park Ave., New York, N. Y. 10017  
(212) 972-2100

## KELK MUSIC PUBL'G INC. (BMI)

439 Wiley Ave., Franklin, Pa. 16323  
(814) 432-4633

## KELTON INC. (ASCAP)

68 Memorial Hwy., New Rochelle, N. Y.  
10801 (914) 633-6059

## KENTUCKY BROADCASTERS ASSN.

Louisiana State Univ., Baton Rouge, La.  
70803 (504) 388-6188

## KENTUCKY RADIO SALES—SO.

Box 23017, Louisville, Ky. 40223  
(502) 245-0555

## KENWOOD MUSIC (BMI)

135 E. 44 St., Suite 409, New York,  
N. Y. 10017 (212) 986-5414

## KERRADIO

41 W. 53rd St., New York, N. Y. 10019  
(212) 246-7043

## KETTELL—CARTER, INC.

118 Newbury St., Boston, Mass. 02116  
(617) 536-1966

## KING RECORDS

3557 Dickerson Rd., Nashville, Tenn.  
37207 (615) 228-2575

## KIRBY—NONA, CO. INC.

518 Statler Office Bldg., Boston, Mass.  
02116 (617) 482-6117

## KNIGHT QUALITY STATION SALES

400 Commonwealth Ave., Room 350,  
Boston, Mass. 02215 (617) 262-1950

## KOKO RECORDS

98 N. Avalon Ave., Memphis, Tenn.  
38104 (901) 278-3000

## KAAY

Box 1790, Little Rock, Ark. 72203  
(515) 375-5311

## KABC

3321 S. La Cienega Blvd., Los Angeles,  
Calif. (213) 66-1240

## KACY

Box 1520, Port Hueneme, Calif. 93041  
(805) 488-3551

## KADI

2735 Bompert, St. Louis, Mo. 63144  
(314) WO-81900

## KAKC

KAKC Bldg., 51st & South Peoria,  
Tulsa, Okla. 74101 (918) 743-9877

## KALE

Box K, TRI Cities, Richland, Wash.  
99362 (509) 547-3388

## KALL

312 E. South Temple, Salt Lake City,  
Utah 84111 (801) 364-3561

## KALO

Box 7127, Little Rock, Ark. 72205  
(515) 664-2525

## KAMP

Box 1018, El Centro, Calif. 92243  
(714) 352-2277

## KARM

Box 669, Fresno, Calif. 93704  
(209) 237-4791

## KASH

Box 1600, Eugene, Ore. 97401  
(503) 345-3357

## KAFY

Box 6128, Bakersfield, Calif. 93306  
(805) 366-4411

## KATA

Box 1, Arcata, Calif. 95521  
(707) 822-4818

## KATZ

Arcade Bldg., 312 Oliver St., St. Louis,  
Mo. 63101 (314) 241-6000

## KAUM—FM

1505 Fanin Bank Bldg., Houston, Tex.  
77025 (713) 748-3980

## KAYC

Box 870, Beaumont, Tex. 77701  
(713) 833-9421

## KAYQ

424 Nichols Rd., Kansas City, Mo. 64112  
(816) 753-7707

## KBFW

Box D, Bellingham, Wash. 98225  
(206) 734-8555

## KBIG

7755 Sunset Blvd., Los Angeles, Calif.  
90046 (213) 874-7700

## KBIM

Box 910, Roswell, N. M. 88201  
(505) 622-2120

## KBOX

9900 McCree Rd., Dallas, Tex. 75238  
(214) 348-3800

## KBUC

3642 E. Houston St., San Antonio, Tex.  
78220 (512) 222-9191

## KBUY

Box 2049, Ft. Worth, Tex. 76101  
(817) 926-4606

## KBZY

Box 308, Salem, Ore. 97308  
(503) 364-6748

## KCAC

2106 N. 24th St., Phoenix, Ariz. 85008  
(602) 253-6331

## KCAP

9 North Last Chance, Helena, Mont.  
59601 (406) 442-4490

## KCBQ

Box 1629, San Diego, Calif. 92112  
(714) 286-1170

## KCBS-AM &amp; FM

1 Embarcadero Center, San Francisco,  
Calif. 94111 (415) 982-7000

## KCHY

Box 1383, Cheyenne, Wyo. 82001  
(307) 634-7975

## KCKN

Box 1165, Kansas City, Kan. 66117  
(913) 321-3200

## KCPX

130 Social Hall Ave., Salt Lake City,  
Utah (801) 521-2365

## KCRA

310 10th St., Sacramento, Calif. 95814  
(916) 367-2433

## KCRG

500 Third Ave. S.E., Cedar Rapids,  
Iowa 52401 (319) 366-7891

## KDAY

1700 N. Alvarado, Los Angeles, Calif.  
90026 (213) 665-1105

## KDEE

506 Second, N.W., Albuquerque, N.M.,  
87101, (505) 247-2333

## KDEN

1601 W. Jewell Ave., Denver, Colo.  
80223, (303) 935-3525

## KDEO

P.O. Box 2908, San Diego, Calif. 92212  
(714) 583-9100

## KDES

821 N. Palm Canyon Dr., Palm Springs,  
Calif., 94608, (714) 325-1211

## KDIA

P.O. Box 8432, Oakland, Calif. 94608  
(415) 834-4262

## KDJU

P.O. Box 5844, Amarillo, Tex. 79107  
(806) 372-6543

## KDKA

1 Gateway Center, Pittsburgh, Penna.  
15222, (412) 642-3036

- KDKB**  
P.O. Box 4227, Mesa, Ariz. 85201  
(602) 833-2781
- KDNA-FM**  
2485 Olive St., St. Louis' Mo. 63108  
(314) 652-2260
- KDOK**  
P.O. Box 3007, Tyler, Tex. 75701  
(214) 593-2519
- KDON**  
933 No. Main St., Salinas, Calif. 93901  
(408) 422-5363
- KDWB**  
P.O. Box 7630, St. Paul, Minn. 55419  
(612) 739-4000
- KDZA**  
P.O. Box 93, Pueblo, Colo., 81002  
(303) 544-5646
- KEDI**  
P.O. Box 1072, Manitow Springs, Colo.  
80829, (303) 685-5696
- KEEL**  
P.O. Box 7, Shreveport, La. 71102,  
(318) 425-8692
- KEEZ-FM**  
2800 Tower Life Bldg., San Antonio, Tex.  
78205, (512) 223-3004.
- KEFC**  
2524 W. Waco Dr., Waco, Tex. 76707  
(817) 754-1488
- KEIN**  
P.O. Box 2624, Great Falls, Mont. 59403  
(406) 761-1310
- KELI**  
P.O. Box 3685, Tulsa, Okla. 74152  
(918) 622-1430
- KELP**  
P.O. Box 12277, El Paso, Tex. 79912  
(915) 553-5911
- KENO**  
508 E. Flamingo Rd., Las Vegas, Nev.  
89101, (702) 735-3511
- KENR**  
3616 Richmond Ave., Houston, Tex.  
77027, (713) 621-1550
- KERN**  
P.O. Box 2700, Bakersfield, Calif.  
93303, (805) 832-1410
- KEWI**  
P.O. Box 4407, Topeka, Kansas 66604  
(913) 272-2122
- KEX**  
2130 S. W. 5th Ave., Portland, Ore.  
97201, (503) 224-1722
- KEYN**  
3357 W. Central, Wichita, Kansas 67203  
(316) 942-4222
- KEYS**  
P.O. Box 1460  
Corpus Christi, Tex. 78403  
(512) 882-7411
- KEYY**  
P.O. Drawer K, Provo, Utah 84601  
(801) 373-2174
- KEZU**  
Box 3026, Rapid City, S.D., 57701  
(605) 343-6161
- KEZY**  
1190 E. Ball Rd., Anaheim, Calif. 92802  
(714) 776-1190
- KFAC**  
5773 Wilshire Blvd., Los Angeles, Calif.  
90036, (213) 938-0161
- KFBK**  
21st & Q Sts., Sacramento, Calif. 95813  
(916) 442-0476
- KFDI**  
Box 1402, Wichita, Kan. 67201  
(316) 838-3377
- KFI**  
141 N. Vermont, Los Angeles, Calif.  
90051, (213) 382-2121
- KFIG-FM**  
Del Webb Center, 2200 Tulare St., Ste.  
625, Fresno, Calif. 93721  
(209) 485-7762

- KFJZ**  
P.O. Box 1317  
Fort Worth, Tex. 76101  
(817) 737-8631
- KFMB**  
1405 5th Ave., San Diego, Calif. 92101  
(714) 291-0838
- KFMG-FM**  
2900 N.E. Broadsay, Des Moines, Ia.  
50317, (515) 265-4251
- KFMX-FM**  
3501 Farnam St., Omaha, Neb. 68131  
(402) 345-9292
- KFOX**  
666 W. Ocean Blvd., Long Beach, Calif.  
90802, (213) 775-2367
- KFRC**  
415 Bush St., San Francisco, Calif.  
94108, (415) 982-9200
- KFRE**  
T. W. Patterson Bldg., Fresno, Calif.  
93721, (209) 268-6441
- KFXD**  
P.O. Box 107, Boise, Idaho 83701  
(209) 342-8812
- KFXM**  
Holiday Inn, 666 Fairway Dr., San  
Bernardino, Calif., 92408  
(714) 825-3393
- KFYR**  
P.O. Box 1738, Bismarck, N.D. 58501  
(701) 223-0900
- KGAL**  
546 Spring Hill Rd. Albany, Ore.  
97321 (503) 926-9683
- KGAY**  
Box 1430, Salem, Ore. 97308  
(503) 581-1430
- KGB**  
4141 Pacific Hwy., San Diego, Calif.  
92110, (714) 297-2201
- KGBS**  
338 S. Western Ave., Los Angeles,  
Calif. 90020, (213) 388-2345
- KGfJ**  
4550 Melrose Ave., Los Angeles,  
Calif. 90029, (213) 663-3181
- KGgF**  
306 W. 8th St., Coffeyville, Kan.  
67337, (316) 251-3800
- KGIL**  
14800 Lassen St., San Fernando,  
Calif. 91343, (213) 894-9191
- KGMB**  
P.O. Box 581, Honolulu, Hawaii  
96809, (808) 941-3011
- KGMS**  
1235 H St., Sacramento, Calif. 95814  
(916) 441-3133
- KGO**  
277 Golden Gate Ave., San Francisco,  
Calif. 94102, (415) 863-0077
- KGRT**  
Box 968, Las Cruces, N. M. 88001  
(505) 526-6681
- KGW**  
1501 S. W. Jefferson St., Portland,  
Ore. 97201, (503) 224-8620
- KHEY**  
2419 N. Piedras St., El Paso, Tex.  
79930, (915) 566-9301
- KHJ**  
5515 Melrose Ave., Los Angeles, Cal.  
90038, (213) 462-2133
- KHOG**  
103 W. Mountain, Fayetteville, Ark.  
72701, (501) 442-2322
- KHOW**  
16th & Broadway, Denver, Colo.  
80201, (303) 266-2611
- KHYT**  
P.O. Box 5084, Tucson, Ariz. 85703  
(602) 623-7501
- KID**  
Box 2008, Idaho Falls, Idaho 83401  
(208) 523-3710

~~KKEV~~

106 N. Glendale Ave., Glendale, Calif.  
91206, (213) 245-2388

## KIIS

4015 Wilshire Blvd., Los Angeles,  
Calif. 90010, (213) 385-2101

## KIKI

331D Kamani St., Honolulu, Hawaii  
96813, (808) 536-3456

## KIKK

Box 1152, Houston, Texas 77025  
(713) 473-4433

## KIKX-FM

4419 E. Bellvue, Tucson, Ariz.  
85712, (602) 299-9711

## KILT

500-04 Lovett Blvd., Houston, Tex.  
77006, (713) 526-3461

## KLMM

P.O. Box 2006, Rapid City, S. D.  
57701, (605) 348-1100

## KLMN

5350 W. 20th St., Denver, Colo.  
80214, (303) 237-2734

## KING

2220 14th West Ave., Seattle, Wash.  
98119, (206) 682-3555

## KINS

Drawer O, Eureka, Calif. 95501  
(707) 442-5744

## KINT

5300 El Paso Dr., El Paso, Tex. 79905  
(915) 772-5300

## KIOA

215 Keo Way, Suite 312, Des Moines,  
Iowa 50509, (515) 282-9191

## KIOI

1001 California St. San Francisco, Calif.  
94108, (415) 885-5101

## KIRL

P.O. Box 1460, St Charles, Mo. 63301  
(314) 946-6600

## KIRO

3rd & Broad Sts., Seattle, Washington,  
98121, (206) MA4-7077

## KISD

130 N. Main Ave., Sioux Falls, S. D.  
57102, (605) 336-1230

## KISN

10 N.W. 10th Ave., Portland, Ore.  
97109, (503) 226-7191

## KIST

735 State St., Santa Barbara, Calif.  
93101, (805) 966-3981

## KITE

535 S. Main, San Antonio, Tex. 78285  
(512) 224-3021

## KITY-FM

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

## KIXZ

Box 10004, Amarillo, Tex. 79106  
(806) 355-4477

## KJET

P.O. Box 6067, Beaumont, Texas 77706  
(713) 842-2210

## KJOY

Drawer Y, Stockton, Calif. 95201  
(209) 466-2844

## KJR

P.O. Box 3726, Seattle, Wash. 98124  
(206) 937-5100

## KJRB

P.O. Box 8007, Spokane, Wash. 99203  
(509) 534-9363

## KKAM

P.O. Box 293, Pueblo, Colo. 81002  
(303) 542-5570

## KKAT

P.O. Box 1791, Lowell, N.M. 88201  
(505) 623-1430

## KKDA

P.O. Box 707, Grand Prairie, Tex. 75050  
(214) 264-2304

## KKDJ-FM

6290 Sunset Blvd., Hollywood, Calif.  
90028, (213) 466-8381

## KKGf

Box 3068, Great Falls, Montana  
(406) 761-1310

- KKLS**  
P. O. Box 3026, Rapid City, S.D. 57701  
(605) 343-6161
- KKUA**  
765 Amana St., Honolulu, Hawaii,  
96814, (808) 536-3666
- KLAC**  
5828 Wilshire Blvd., Los Angeles,  
Calif. 90036, (213) 937-0110
- KLAK**  
7075 W. Hampden, Denver, Colo. 90227  
(303) 985-8771
- KLAR**  
P.O. Box 1899, Laredo, Tex. 78040  
(512) 723-7459
- KLBK**  
P.O. Box 1559, Lubbock, Tex. 79403  
(806) 744-2345
- KLEO**  
6610 W. 13th St., Wichita, Kan. 67220  
(316) 685-0261
- KLIF**  
2120 Commerce St., Dallas, Tex. 35201  
(214) 322-9900
- KLIN**  
400 S. 13th St. Lincoln, Nebr. 68508  
(402) 475-4567
- KLIV**  
P.O. Box 995, San Jose, Calif 95108  
(408) 293-8030
- KLMS**  
P.O. Box 81804, Lincoln, Nebr. 68501  
(402) 489-3855
- KLOK**  
Box 6177, San Jose, Calif. 95150  
(408)274-1170
- KLLOL-FM**  
Rice Hotel Annex, Box 53028, Houston  
Tex. 77062, (713) 227-1621
- KLOS**  
3321 S. La Cienega Blvd., Los Angeles,  
Calif. 90016, (213) 666-1240
- KLOU**  
Box 1725, Lake Charles, La. 70601  
(318) 436-7277
- KLVC**  
Box 14781, Las Vegas, Nev. 89114  
(702) 735-5147
- KLWW**  
P.O. Box 876, Cedar Rapids, Ia. 52401  
(319) 363-8265
- KLZ-FM**  
123 Spur Blvd., Denver, Colo. 80217  
(303) 292-3456
- KMAK**  
2020 E. McKinley, Fresno, Calif. 93703  
(209) 266-9448
- KMBY**  
651 Cannery Row, Monterey, Calif.,  
93940, (408) 373-1234
- KMBZ**  
P.O. Box 98, Kansas City, Mo. 64141  
(913) 236-9800
- KMEN**  
P.O. Box 1290, San Bernardino, Calif.  
92402, (714) 889-2651
- KMET-FM**  
5828 Wilshire Blvd., Los Angeles, Calif.  
90036, (213) 937-0117
- KMLO**  
Box 1,000, Vista Calif. 92083  
(714) 724-8333
- KMNS**  
P.O. Box 177, Sioux City, Ia. 51102  
(712) 258-0628
- KMOX**  
1 Memorial Dr., St. Louis, Mo. 63102  
(314) 621-2345
- KMPK**  
5858 Sunset Blvd., Hollywood, Ca.  
90028, (213) 469-5341
- KMUS**  
Box 128, Muskogee, Okla. 74401  
(918) 682-2488
- KMVI**  
P.O. Box 550, Wailuku, Maui, Hawaii  
96793, (808) 33-981

- KMYO**  
Box 2659, Little Rock, Ark. 72203  
(501) 666-2821
- KNAC**  
1042 S. 6th W., Salt Lake City, Utah  
84104, (801) 364-3685
- KNBA**  
3267 Sonoma Blvd., Vallejo, Calif. 94591  
(707) 644-8944
- KNBR**  
Fox Plaza, San Francisco, Calif. 94102  
(415) 626-6700
- KNDE**  
355 Commerce Circle, Sacramento, Cal.  
95815 (916) 922-8851
- KNEW- AM & FM**  
66 Jack London Sq., Oakland, Calif.  
94607, (415) 397-2891
- KNOE-AM/FM**  
P.O. Box 4067, Monroe, La. 71201  
(318) 322-8155
- KNUS-FM**  
1917 Elm St., Dallas, Tex. 75201  
(214) 651-1010
- KNUZ**  
P.O. Box 188, Houston, Tex. 77001  
(713) 523-2581
- KNX/FM**  
6121 Sunset Blvd., Los Angeles, Calif.  
90028, (213) 469-1212
- KOA**  
Box 5012, Denver, Colo. 80203  
(303) 244-4141
- KOAM**  
Box F, Pittsburgh, Kansas 66762  
(316) 952-8230
- KOBO**  
463 Palora Ave., Yuba City, Calif.  
94991, (916) 673-7677
- KOGO**  
Box 628, San Diego, Calif. 92112  
(714) 263-6191
- KOIL**  
8901 Indian Hills Dr., Omaha, Neb.  
68114, (402) 397-1290
- KOIN**  
140 S. W. Columbia St., Portland, Ore.  
97201, (503) 228-3333
- KOKX**  
Eppers Hotel, Keokuk, Ia. 52632  
(391) 524-5410
- KOL**  
1100 S. W. Florida, Seattle, Wash. 98134  
(206) 622-2312
- KOMA**  
Box 1520, Oklahoma City, Okla. 73101  
(405) 794-4482
- KOME-FM**  
P.O. Box 6113, San Jose, Calif. 95150  
(408) 371-3500
- KONO**  
P.O. Box 2338, San Antonio, Tex.  
78206, (512) 225-5111
- KOOK**  
Box 2557, Billings, Mont. 59103  
(406) 252-5611
- KOOL**  
511 W. Adams, Phoenix, Ariz. 85003  
(602) 271-2345
- KOTN**  
902 Commerce Rd., Pine Bluff, Ark.  
71601, (501) 534-8732
- KOY**  
840 N. Central Ave., Phoenix, Ariz.  
85004, (602) 258-8181
- KOYN**  
Box 956, Billings, Montana 59101  
(406) 245-4177
- KPAC**  
Box 520, Port Arthur, Tex. 77641  
(713) 985-7458
- KPAM**  
4700 S. W. Council Crest Dr., Portland,  
Ore. 97201, (503) 226-7676
- KPAR**  
Box 212, Albuquerque, N.M. 87103  
(505) 243-6000
- KPAT**  
602 Ashby Ave., Berkeley, Calif. 94710  
(415) 848-7713

## KPCR

Box 1, Bowling Green, Mo. 63334  
(314) 324-2283

## KPHD-FM

2125 N. Barton, Fresno, Calif. 93703  
(209) 255-3001

## KPLS

446 S. E St., Santa Rosa, Calif. 95405  
(707) 544-1150

## KPOI

1701 Ala Wai Blvd., Honolulu, Ha.  
96815, (808) 941-6644

## KPOL

5700 Sunset Blvd., Los Angeles, Calif.  
90028, (213) 466-4123

## KPPC-AM/FM

99 S. Chester, Pasadena, Calif.  
(213) 681-0447

## KPRB

Box 787, Redmond, Ore. 97756  
(503) 548-3100

## KPRC

P.O. Box 2222, Houston, Tex. 77001  
(713) 622-2950

## KPRS

2301 Grand Ave., Kansas City, Mo.  
64108, (816) 471-2100

## KPUR

Box 128, Amarillo, Tex. 79105  
(806) 374-1637

## KPSI

174 N. Palm Canyon Dr., Palm Springs,  
Calif. 92262, (714) 325-2582

## KQEO

2000 Indian School Blvd., Albuquerque,  
N.M. 87104, (505) 247-8188

## KQV

411 7th Ave., Pittsburgh, Penna. 15219  
(412) 281-9100

## KQWB

P.O. Box 2983, Fargo N.D. 58102  
(701) 235-7551

## KRAK

Box 6347, Sacramento, Calif. 95860  
(916) 482-7100

## KRCB

P.O. Box 586, Council Bluffs, Ia. 51501  
(712) 322-4041

## KRDR

1230 Melody Lane  
Gresham, Ore. 97030  
(503) 665-5141

## KREL

P.O. Box 100, Corona, Calif. 91720  
(714) 737-1370

## KREM

4103 S. Regal, Spokane, Wash. 99203  
(509) 534-423

## KRIZ

2345 W. Buckeye, Phoenix, Ariz. 85009  
(602) 258-6717

## KRKO

P.O. Box 1227, Everett, Wash. 98201  
(206) 259-1144

## KRLA

1401 Oak Knoll, Pasadena, Calif. 91109  
(213) 681-2591

## KRLC

P.O. Box 287, Lewiston, Ida. 83501  
(208) 743-1551

## KRLD

7901 Carpenter Frwy., Dallas, Tex.  
75247, (214) 631-1515

## KRLY-FM

3935 Westheimer, Houston Tex. 77027  
(713) 666-2594

## KRMH

1018 W. 11th St., Austin, Tex. 78703  
(512) 477-9926

## KROD

P.O. Box 1799, El Paso, Tex. 79999  
(915) 532-6551

## KROQ

131 E. Magnolia, Burbank, Calif. 91502  
(213) 849-3356

## KROY

977 Arden Way, Sacramento, Calif.  
(916) 927-4274

- KRPL  
P.O. Box 396, Moscow, Idaho 83843  
(208) 882-2551
- KRSI  
4500 Excelsior Blvd., Minneapolis, Minn.  
55416, (612) 926-1677
- KRSP  
P.O. Box 7780, Salt Lake City, Utah  
84107, (801) 262-5541
- KRUX  
7401 Camelback Rd., Phoenix, Ariz.  
85033, (602) 264-2727
- KSAN  
211 Sutter St., San Francisco, Calif.  
94108, (415) 986-2825
- KSD  
1111 Olive St., St. Louis, Mo. 03101  
(314) 621-1111
- KSEA  
Hwy. 94 at College Ave., Lower Court  
No. 3, San Diego, Calif. 92115  
(714) 286-1240
- KSEE  
P.O. Box 442, Santa Maria, Calif. 93454  
(805) 922-1777
- KSEL  
Box 2805, Lubbock, Tex. 79408  
(806) 744-1992
- KSFO  
950 California St., San Francisco, Calif.  
94108, (415) 982-5500
- KSJB  
Box 600, Jamestown, N.D. 58401  
(701) 252-3570
- KSJO  
3030 Moorpark Ave., San Jose, Calif.  
95128, (408) 246-6060
- KSLY  
Box 1400, San Luis Obispo, Calif.  
93401, (805) 543-9400
- KSLQ-FM  
111 S. Bemiston Ave., St. Louis, Mo.  
63105, (314) 725-9814
- KSO  
3900 N. E. Broadway, Des Moines, Ia.  
50317, (515) 265-4251
- KSON  
250 W. College Grove Center, San Diego,  
Calif. 92115, (714) 286-1240
- KSPD  
Box 2298, Boise, Ida. 83702  
(208) 342-8901
- KSPI  
Box 231, Stillwater, Okla. 74074  
(405) 372-7800
- KSTP  
3415 University Ave., Minneapolis, Minn.  
55114, (612) 645-2724
- KSTT  
P.O. Box 3788, Davenport, Ia. 52803  
(319) 326-2541
- KTAC  
2000 Tacoma Mall, Tacoma, Wash.  
98411, (206) 838-2978
- KTAR  
P.O. Box 721, Phoenix Ariz. 85001  
(602) 258-7333
- KTGR  
Box 412, Columbia, Mo. 65201  
(314) 449-2433
- KTKT  
P.O. Box 5585, Tucson, Ariz. 85703  
(602) 622-6711
- KTLK  
1165 Delaware St., Denver, Colo. 80204  
(303) 222-4811
- KTSA  
P.O. Box 18128, San Antonio, Tex.  
78218, (512) 655-5500
- KTTS  
Box 1716, Springfield, Mo. 65805  
(417) 865-6614
- KTUF  
Box 15040, Tempe, Ariz. 85018  
(602) 966-6236
- KUDE  
2950 Oceanside Blvd., Oceanside, Calif.  
92054, (714) 757-1320

- KUDI**  
P.O. Box 2888  
Great Falls, Montana 59403  
(406) 761-2800
- KUDL**  
6230 Eby, Fairway, Kan. 66202  
(816) 722-2866
- KUDU**  
Box 5151, Ventura, Calif. 93003  
(805) 642-3239
- KULF**  
2100 Travis, Houston, Tex. 77002  
(713) 224-6226
- KUPD**  
417 N. First St., Tempe, Ariz. 85004  
(602) 258-3434
- KUUU**  
1417 Fourth Ave., Suite 600, Seattle,  
Wash. 98101, (206) 622-2392
- KUZZ**  
333 Union Ave., Bakersfield, Calif.  
93307, (805) 327-4401
- KVI**  
Tower Bldg., Seattle, Wash. 98101  
(206) 622-3100
- KVOO**  
3701 S. Peoria, Box 1349, Tulsa, Okla.  
74105, (918) 743-7814
- KVOX**  
P.O. Box 97, Moorhead, Minn. 56560  
(218) 233-1522
- KURO**  
P.O. Box 1226, Stillwater, Okla. 74074  
(405) 372-6000
- KWEB**  
1107 N.W. 7th St., Rochester, Minn.  
55901, (507) 288-3888
- KWHP**  
Box 686, Edmond, Okla. 73034  
(405) 341-1598
- KWIZ**  
3101 W. 5th St., Santa Ana, Calif.  
92703, (714) 839-4220
- KWKH**  
P.O. Box 1130, Petroleum Tower, Shreve-  
port, La. 71102, (318) 422-8711
- KWGW**  
S. Mills & Olive, Pomona, Calif. 91766  
(714) 628-5541
- KWWL**  
E. 4th & Franklins Sts., Waterloo, Ia.  
50703, (319) 234-4401
- KXLY**  
W. 500 Boone Ave., Spokane, Wash.  
99201, (509) 238-6292
- KXOA**  
2434 Loma Vista Dr., Sacramento, Calif.  
95825 (916) 483-5083
- KXOK**  
4255 W. Pine, St. Louis, Mo. 63108  
(314) 534-3400
- KXOL**  
1705 W. 7th St., Fort Worth, Tex.  
76101, (817) 335-9511
- KYA**  
1 Nob Hill Circle, San Francisco, Calif.  
94108, (415) 397-2500
- KYAC**  
427 Third Ave., W., Seattle, Wash.  
98119, (206) 284-2464
- KYLT**  
P.O. Box 1202, Missoula, Mont. 59801  
(406) 549-3471
- KYNO**  
2125 N. Barton, Fresno, Calif. 93703  
(209) 255-8383
- KYSN**  
P.O. Box 1715, Colorado Springs, Colo.  
80901, (303) 634-1511
- KZFM**  
600 Bldg., Corpus Christi, Tex. 78401  
(512) 883-3516
- L**
- LADY JANE MUSIC (BMI)**  
1800 Century, Suite 800, Los Angeles,  
Calif. 90064, (213) 553-5000

- LAMAJA MUSIC CO. (BMI)  
627 W. Wahsington, Chicago, Ill. 60606  
(312) 263-6883
- LAS VEGAS INTERNATIONAL HOTEL  
2950 Paradise Rd., Las Vegas, Nev.  
89109, (702) 732-5111
- LAURIE  
165 W. 46th St., New York, N.Y. 10036  
(212) 582-2975
- LEAR MUSIC INC. (ASCAP)  
8899 Beverly Blvd., Los Angeles, Calif.  
90048, (213) 273-4070
- 72 LIFE STYLE 72  
120 E. 38th St., New York, N.Y. 10016  
(212) 679-0950
- LION RECORDS  
7165 Sunset Blvd., Los Angeles,  
Calif. 90046, (213) 874-0180
- LIONEL ENTERTAINMENT CORP.  
7165 Sunset Blvd., Los Angeles,  
Calif. 90046, (213) 874-01810
- LITTLE DAVID  
1425 N. Kings Rd., Los Angeles, Calif.  
90069, (213) 656-3842
- LONDON RECORDS, INC.  
539 W. 25th St., New York, N.Y. 10001  
(212) 675-6060
- M**
- M. A. SALES CO., INC.  
666 Fifth Ave., New York, N.Y. 10019  
(212) 489-1255
- MAINE ASSOCIATION OF BCSTRS.  
W. Fall, Augusta, Maine  
(207) 623-3878
- MAINSTREAM RECORDS  
1700 Broadway, New York, N.Y. 10019  
(212) 247-0655
- MAJOR MARKET RADIO INC.  
12 E. 46th St., New York, N.Y. 10017  
(212) 682-8500
- MARINA RECORDS  
8733 Sunset Blvd., Los Angeles, Calif.  
(213) 659-5440
- MARKET RESEARCH CORP. OF AMERICA  
122 E. 42nd St., New York, N.Y. 10017  
(212) 697-3540
- MARTONI'S RESTAURANT  
1523 Cahuenga Blvd, Hollywood, Calif.  
(213) 466-3441
- JACK MASLA & CO. INC.  
666 Fifth Ave., New York, N.Y. 10019  
(212) 489-1250
- MASLA/YOUNG  
6290 Sunset Blvd., Los Angeles, Calif.  
90028, (213) 462-7351
- ANDY McDERMOTT SALES LTD.  
66 Isabella St., Toronto 5, Ontario,  
Canada (416) 924-4477
- McGAVREN-GUILD-PGW RADIO  
7 E. 51st St., New York, N.Y. 10022  
(212) 826-0700
- McLENDON STATIONS  
1917 Elm St., Dallas, Tex. 75201  
(214) 651-1010
- MCA MUSIC (ASCAP)  
445 Park Ave., New York, N.Y. 10022  
(212) 759-7500
- MCA RECORDS, INC.  
100 Universal City Plaza, Universal City,  
Calif. 91608, (213) 985-4321
- MEDIA RECORDS, INC.  
370 Seventh Ave., New York, N.Y.  
10001, (212) 736-7490
- MEDIAMERICA CO,  
9414 Crosby Rd., Washington, D.C.  
20910, (301) 588-5065
- MEDIASTAT (MEDIA STATISTICS, INC.)  
8120 Fenton St., Silver Springs, Md.  
20910, (301) 585-5105
- MEEKER RADIO INC.  
521 Fifth Ave., New York, N.Y. 10017  
(212) 682-2170
- MEGA RECORDS & TAPES  
911-17th Ave., So., Nashville, Tenn.  
37212, (615) 244-5544

- MEMPHIS MUSIC INC.  
3003 Airways Blvd, Suite 1116, Memphis,  
Tenn. 38131, (901) 332-1784
- MERCURY RECORDS  
35 E. Wacker Dr., Chicago, Ill 60601  
(312) 332-5788
- MESSAGE FACTORS, INC.  
3707 Virginia Beach Blvd., P.O. Box  
2008, Virginia Beach, Va. 23452  
(703) 486-1505
- MARIO MESSINA CO.  
1537 Fidelity Union Life, Dallas  
Tex. 75201, (214) 747-0135
- METROMEDIA RECORDS  
1700 Broadway, New York, N.Y. 10019  
(212) 757-8387
- METRO RADIO SALES  
485 Lexington Ave., New York,  
N.Y. 10017, (212) 682-9100
- MGM RECORDS  
7165 Sunset Blvd., Los Angeles, Calif.  
90046, (213) 874-0180
- MICHIGAN ASSN. OF BCSTRS  
Box 1335, Lansing, Mich. 48904  
(517) 484-1554
- MIDWEST RADIO REPS.  
342 Madison Ave., New York, N.Y.  
10017, (212) 686-8970
- MILLION RECORDS  
103-B Saunder Ferry Rd., Henderson-  
ville, Tenn. 37075, (615) 824-4214
- ARNOLD MILLS & ASSOC. (ASCAP)  
8721 Sunset Blvd, Los Angeles, Suite 201  
California 90069, (213) 657-2024
- MINNESOTA BCSTRS. ASSOCIATION  
60 W. 4th St., St. Paul, Minn. 55102
- MISSISSIPPI BCSTRS ASSOCIATION  
WROP  
West Point, Miss. (601) 494-1450
- MISSOURI BCSTRS. ASSOCIATION  
Box 401, 308 E. High St. Jefferson  
City, Mo. 65101, (314) 635-4526
- MOBILE FIDELITY  
P.O. Box 336, Burbank, Calif. 91503  
(213) 882-2870
- IVAN MOGULL MUSIC CORP. (ASCAP-  
BMI  
40 E. 49th St., New York, N.Y. 10017  
(212) 355-5636
- MONTANA BCSTRS. ASSOCIATION  
316 Wheat Bldg., Helena, Montana 59601  
(406) 422-3961
- MONUMENT RECORDS  
530 W. Main St., Hendersonville, Tenn.  
37075, (615) 824-6565
- TRACY MOOR & ASSOCIATES  
6381 Hollywood Blvd., Los Angeles,  
Calif. 90028, (213) 462-2351
- EDWIN H. MORRIS & CO., INC. (ASCAP)  
31 W. 54th St., New York, N.Y. 10019  
(212) 582-5656
- MOSS ROSE PUBLICATIONS, INC. (BMI)  
P.O. Box 46, Nashville, Tenn. 37202  
(615) 244-9550
- MOTOWN RECORDS  
6464 Sunset Blvd., Hollywood, Calif.  
90028 (212) 461-3011
- MUSCLE SHOALS SOUND PUBL'G CO.  
INC. (BMI)— 35660  
3614 Jackson Hwy., Sheffield, Ala.  
(205) 381-4341
- MUSIC SALES CORPORATION  
33 W. 60th St., New York, N.Y. 10023  
(212) 246-0325
- MUSICIAN'S UNION LOCAL 47  
AMERICAN FEDERATION OF MUSICIANS  
817 N. Vine St., Hollywood, Calif  
90038, (213) 462-2161
- MUMS RECORDS  
8899 Beverly Blvd., Los Angeles, Calif.  
90048, (213) 273-5050
- MUSICOR RECORDS  
240 W. 55th St., New York, N.Y. 10019  
(212) 581-4680
- MUTUAL BROADCASTING CORP.  
60 E. 42nd St., New York, N.Y. 10017  
(212) 277-7575
- MUTUAL BROADCASTING SYSTEM  
135 W. 50th St., New York, N.Y. 10020  
(212) 581-6100

## N

NARAS (National Academy of Recording  
Arts & Sciences)

6430 Sunset Blvd., Suite 503, Hollywood  
Calif. 90028, (213) 466-6181

## NARM

703 Trianon Bldg. - Bala Cynwyd, Penna.  
19004, (215) 839-7900

## NASHBORO RECORDS

1011 Woodland St., Nashville, Tenn  
37206, (615) 227-5081

NASHVILLE COPYRIGHT MGMT., INC.  
(ASCAP/BMI)

1310 16th Ave., S., Nashville, Tenn  
37212, (615) 298-4436

## (NAB) NATIONAL ASS'N OF BCSTRS.

1771 N St. N.W., Washington, D.C.  
20036, (202) 293-3500

NATIONAL ASS'N OF BROADCAST  
EMPLOYEES & TECHNICIANS (NABET)

International Office  
80 E. Jackson Blvd., Chicago, Ill, 60604  
(312) 922-2462

NATIONAL ASS'N OF EDUCATIONAL  
BROADCASTERS

1346 Connecticut Ave., Washington, D.C.  
20036, (202) 667-6000

## NATIONAL ASS'N OF FM BRCSTRS.

420 Madison Ave., Suite 803, New York,  
N.Y. 10017, (212) 755-9330

NATIONAL ASS'N OF TV & RADIO  
ANNOUNCERS — NATRA

1408 S. Michigan Ave., Chicago, Ill.  
60605, (312) 939-5170

## NATIONAL RADIO RESEARCH CO.

406 Paseo De Paula, Casa Grande, Ariz.  
(602) 836-2792

## NATIONAL TIME SALES

22 E. 42nd St., New York, N.Y. 10017  
(212) 682-4500

## NBC

30 Rockefeller Plaza, New York, N.Y.  
10020, (212) 247-8300

## NBC NEWS

30 Rockefeller Plaza, New York, N.Y.  
10020, (212) 247-8300

## NEBRASKA BCSTRS. ASS'N

525 Stuart Bldg., Lincoln, Nebr., 68508  
(402) 477-3638

## NEIGHBORHOOD RECORDS

1 Gulf & Western Pl., New York, N.Y.  
10023, (212) 333-4198

## NEW JERSEY BCSTRS. ASS'N.

Radio Center, Rutgers Univ., New  
Brunswick, N.J. 08903, (201) 247-1766

## NEW MEXICO BCSTRS. ASS'N.

120 Amherst St., N.E., Albuquerque  
N.M. 87106, (505) 256-1400

## NEW YORK BCSTRS. ASS'N.

980 New London Rd., Latham, N.Y.  
12110, (518) 783-5821

## A. C. NIELSON COMPANY

2101 Howard St., Chicago, Ill. 60645  
(312) 465-4400

EDWARD J. NOONAN MARKETING &  
OPINION RESEARCH

8 Highland Rd., Atkinson, N.H. 03811  
(603) 362-5274

## NORTH CAROLINA ASS'N. OF BCSTRS.

Box 627, Raleigh, N. C. 27602  
(919) 834-3442



## OAK RECORDS

6430 Sunset Blvd., Hollywood, Calif.  
90028, (213) 461-4317

## HARLAN G. OAKES, INC.

P.O. Box 5962, Sherman Oakes, Calif.  
91413, (213) 986-8050

## LEE F. O'CONNELL COMPANY

111 N. La Cienega Blvd., Beverly Hills,  
Calif. (213) 652-1313

## ODE RECORDS

1416 N. La Brea, Los Angeles, Calif.  
90028, (213) 462-0730

## OHIO ASS'N. OF BCSTRS.

218 E. State St., Columbus, Ohio  
43215, (614) 288-4052

## OKLAHOMA BCSTRS. ASS'N.

Box 457, Shawnee, Okla. 74801  
(405) 273-4404

## OPEN CITY MUSIC (BMI)

75 E. 55th St., New York, N.Y. 10022  
(212) 752-8715

## OREGON ASS'N. OF BCSTRS.

P.O. Box 3025, Eugene, Ore. 97403  
(503) 686-3900

## ORIGINAL SOUND RECORDS

7120 Sunset Blvd., Los Angeles, Calif.  
90046, (213) 851-2500

## OUTSIDE MUSIC (BMI)

6430 Sunset Blvd., Suite 1233, Holly-  
wood, Calif., 90028, (213) 469-1095

## OVATION RECORDS

1249 Waukegan Rd., Glenview, Ill.  
60025, (213) 729-7300

## P

## PACIFIC COAST MUSIC (BMI)

5807 Topanga Blvd., Woodland Hills,  
Calif. 91364, (213) 887-1422

## PAMS, INC.

4141 Office Parkway, Dallas, Texas  
75204, (214) 827-0901

## PAN AMERICAN BCSTRS. CO.

22 E. 42nd St., New York, N.Y. 10017  
(212) 682-4500

## PARAMOUNT RECORDS

Gulf & Western Pl., New York, N.Y.  
10023, (212) 333-7000

## PARROT RECORDS

539 W. 25th St., New York, N.Y. 10001  
(212) 675-6060

## PENNSYLVANIA ASS'N. OF BCSTRS.

407 N. Front St., Harrisburg, Penna.  
17101, (717) 233-3571

## PERCEPTION RECORDS

165 W. 46th St., New York, N.Y. 10036  
(212) 765-9690

## C. F. PETERS CORP. (BMI)

373 Park Ave., S., New York, N.Y.  
10016, (212) 686-4147

## PHILADELPHIA INT'L. RECORDS

250 S. Broad St., Philadelphia, Penna.  
(215) 545-6490

## PHILLIPS RECORDS

35 E. Wacker Dr., Chicago, Ill. 60601  
(312) 332-5788

## PHILLY GROOVE RECORDS

1422 Chestnut St., Philadelphia, Penna.  
19102, (215) 563-7878

## VIC PIANO ASSOCIATES, INC.

211 E. 54rd St., New York, N.Y. 10022  
(212) 759-1044

## PIP RECORDS

135 Crossways Park Dr., Woodbury, N.Y.  
11797, (506) 364-2900

## PISO MUSIC CO. (BMI)

6725 Sunset Blvd., Ste. 571, Hollywood,  
Calif. 90028, (213) 467-2181

## PLAYBOY RECORDS

8560 Sunset Blvd., Los Angeles, Calif.  
90069, (213) 659-4110

## PLAZA HOTEL

5th Ave. at 59th St., New York, N.Y.  
10019, (212) 759-3000

## ALFRED POLITZ MEDIA STUDIES

300 Park Ave., S., New York, N.Y.  
10010, (212) 759-5200

## POLYDOR RECORDS

8733 Sunset Blvd, Los Angeles, Calif.  
90069, (213) 657-7750

## POLYDOR RECORDS

1700 Broadway, New York, N.Y.  
10019, (212) 245-0600

## JOHN ANDY POTTER COMPANY

3600 Wilshire Blvd., Los Angeles, Calif.  
90010, (213) 388-3407

## J. D. POWER &amp; ASSOCIATES

5455 Wilshire Blvd., Los Angeles, Calif.  
90036, (213) 938-5151

## PRO TIME SALES, INC.

441 Lexington Ave., New York, N.Y.  
10017, (212) 687-3380

## PROGRAMMING DB

6430 Sunset Blvd., Suite 621, Hollywood, Calif. 90028, (213) 466-4116

## BRCSRS. ASS'N. OF PUERTO RICO

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## PUBLIC PULSE WORLDWIDE

Boston Post Rd., Mamaroneck, N.Y. 10543, (914) 698-0800

## PUBLISHERS INFORMATION BUREAU

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## PUBLISHERS LICENSING CORP.

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## THE PULSE, INC.

730 Fifth Ave., New York, N.Y. 10019 (212) 586-3316

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## RAB (RADIO ADVERTISING BUREAU)

555 Madison Ave., New York, N.Y. 10022, (212) 648-4020

## RADIO ADVERTISING REPRESENTATIVES, INC.

90 Park Ave., New York, N.Y. 10016 (212) 867-2900

## RADIO FREE EUROPE

2 Park Ave., New York, N.Y. 10016 (212) 532-8900

## RADIO REPORT

9255 Sunset Blvd., Suite 411, Los Angeles, Calif. 90069 (213) 278-2570

## RADIO &amp; TELEVISION WEEKLY

145 Ave. of the Americas, New York, N.Y. 10013, (212) 929-1114

## RADIO TIME SALES/INTERNATIONAL

22 E. 42nd St., New York, N.Y. 10017 (212) 682-4500

## RADIO TV REPORTS, INC.

41 East 42nd St., New York, N.Y. 10036, (212) 697-5100

## RADNOR RECORDS

309 S. Broad St., Philadelphia Penna. 19107, (215) 545-7801

## RARE EARTH RECORDS

6464 Sunset Blvd., Los Angeles, Calif. 90028, (213) 461-3011

## RCA RECORDS

1133 Ave. of the Americas, New York, N.Y. 10036, (212) 586-3000

## RCA RECORDS

6363 Sunset Blvd., Hollywood, Calif. 90028, (213) 461-9171

## REAR EXIT MUSIC

535 Cotton Ave., Macon, Georgia 31208, (912) 745-8511

## RECORD WORLD MAGAZINE

200 W. 57th St., New York, N.Y. 10019, (212) 765-5020

## JIM REEVES ENTS., INC.

P.O. Drawer 1, Madison, Tenn. 37115 (615) 868-1150

## REPRISE RECORDS

3701 Warner Blvd., Burbank, Calif. 91505, (213) 843-8688

## RESEARCH CONSULTANTS, INC.

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## RIAA (RECORDING INDUSTRY ASSOCIATION OF AMERICA, INC.)

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## RILEY REPRESENTATIVES

3626 N. Hall, Dallas, Tex. 75219 (214) 521-1240

## RKO RADIO REPRESENTATIVES, INC.

1440 Broadway, New York, N.Y. 10018 (212) 564-8000

## ROBB MUSIC (BMI)

7235 Hollywood Blvd., Suite 221, Hollywood, Calif. 90046, (213) 874-1001

## MARTY ROBBINS

713 18th Ave., S., Nashville, Tenn. 37203, (615) 327-4940

- ROCKY ROAD RECORDS  
1022 N. Palm Ave., Los Angeles, Calif.  
90069, (213) 659-0055
- ROLLING STONE MAGAZINE  
625 Third St., San Francisco, Calif.  
94107, (415) 362-4730
- ROLLING STONES RECORDS  
1841 Broadway, New York, N.Y.  
10023, (212) 757-6306
- RONDOR MUSIC, INC.  
1416 N. La Brea, Hollywood, Calif.  
90028, (213) 464-7581
- ROULETTE RECORDS  
17 W. 60th St., New York, N.Y. 10023  
(212) 757-9880
- ROYAL AMERICAN RECORDS  
1310 16th Ave., S., Nashville, Tenn.  
37212, (615) 298-4436
- S**
- SAINT MORITZ HOTEL  
50 Central Park, S., New York, N.Y.  
10019, (212) 755-5800
- SANDEBERG-GLENN COMPANY  
P.O. Box 5962, Sherman Oaks, Calif.  
91413, (213) 986-8050
- SANDS HOTEL  
3355 Las Vegas Blvd., Las Vegas, Nev.  
89109, (702) 735-9111
- SAVALLI/GATES, INC.  
509 Madison Ave., New York, N.Y.  
10022, (212) 688-2380
- SAVOY MUSIC CO. (BMI)  
56 Ferry St., Newark, N. J. 07501  
(201) 344-1400
- SCEPTER RECORDS  
254 W. 54th St., New York, N.Y.  
10019, (212) 245-5515
- A. SCHROEDER MUSIC PUBL'G.  
25 W. 56th St., New York, N.Y. 10019  
(212) 582-8810
- SCHWERIN RESEARCH CORP.  
270 Madison Ave., New York, N.Y.  
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- SCREEN ACTOR GUILD (SAG)  
7750 Sunset Blvd., Hollywood, Calif.  
90046, (213) 876-3030
- SCREEN GEMS/COLUMBIA MUSIC (BMI)  
711 5th Ave., New York, N.Y. 10022  
(212) 751-4432
- SCRUGGS MUSIC, INC: (BMI)  
201 Donna Dr., Madison, Tenn. 37115  
(615) 868-2254
- SEAGULL MUSIC PUBL'G. CO. (BMI)  
P.O. Box 1062, Nashville, Tenn. 37202  
(615) 832-8458
- SEGUE RECORDS  
P.O.Box 7126, Pittsburgh, Penna.  
15213, (412) 683-6300
- SEPTEMBER MUSIC INC. (ASCAP)  
161 54th St., New York, N.Y. 10019  
(212) 758-1338
- SESAC, INC.  
10 Columbus Circle, New York, N.Y.  
10019, (212) 586-3450
- LARRY SHAYNE MUSIC, INC. (ASCAP)  
6290 Sunset Blvd., Hollywood, Calif.  
90028, (213) 466-4265
- SIGMA DELTA CHI  
35 E. Wacker Dr., Chicago, Ill 60601  
(312) 236-6577
- SIGNPOST RECORDS  
100 Universal Plaza, Universal city,  
Calif. 91608, (213) 985-4321
- THE SIMULMATIC CORP.  
349 E. 22nd St., New York, N.Y.  
10010, (212) 675-4281
- SHELBY SINGLETON MUSIC, INC. (BMI)  
3106 Belmont Blvd., Nashville, Tenn.  
37212, (615) 385-1960
- SLIDE MUSIC PUBL'G. CO. (ASCAP)  
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## STEPHENS &amp; TOWNDROW CO. LTD.

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Ontario, Canada

## STEREO DIMENSION RECORDS

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23324, (703) 543-1833

## STORMY FOREST RECORDS

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N.Y. 10019, (212) 489-8933

## STORY BOARD REPORTS

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10063, (212) 884-3640

## SUNFLOWER RECORDS

7165 Sunset Blvd., Los Angeles, Calif.  
90046, (213) 874-0180

## SURVEY &amp; MARKETING SERVICES, INC.

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## SUSSEX RECORDS

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90028, (213) 461-4923

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## TAMLA RECORDS

6464 Sunset Blvd., Hollywood, Calif.  
90028, (213) 461-3011

## TANGERINE RECORDS

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Calif. 90018 (213) 732-0171

## SKIP TAYLOR PROD'NS. INC.

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Tenn., Knoxville, Tenn. 37916  
(615) 974-5375

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## T-NECK RECORDS

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## ALAN TORBET ASSOCIATES, INC.

555 Fifth Ave., New York, N.Y. 10017  
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## TOWER RECORDS

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Calif. (213) 657-7300

## TRENDEX, INC.

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(203) 227-0851

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9081 Santa Monica Blvd., Los Angeles,  
Calif. (213) 276-6168

## TUMBLEWEED RECORDS

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(303) 321-4010

## TVC/VIDEO RECORD, INC.

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10036, (212) 765-2250

## 20TH CENTURY MUSIC CORP. (ASCAP)

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8255 Sunset Blvd., Los Angeles, Calif.  
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## U

## UA RECORDS

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## UBC SALES, INC.

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## VANGUARD RECORDS

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## VANGUARD MUSIC CORP. (ASCAP)

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(212) 246-1343

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## VEGAS MUSIC INTERNATIONAL

3143 Industrial Rd., Las Vegas, Nev.  
89102, (702) 732-1994

## VERVE RECORDS

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(703) 733-3807

## VIRGO RECORDS

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## VIVA MUSIC, INC. (BMI)

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Calif. 90028, (213) 466-1641

## W

## WALDORF-ASTORIA HOTEL

301 Park Ave., New York, N.Y.  
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## WALTON BROADCASTING SALES CORP.

501 Fifth Ave., New York, N.Y. 10017  
(212) 972-0982

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Angeles, Calif. 90028 (213) 466-1641

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- WASHINGTON BROADCAST NEWS  
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D.C. 20005, (202) 628-7227
- WASHINGTON STATE ASS'N. OF BCSTRS.  
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Washington 98101, (206) 622-2991
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- H. B. WEBMAN & CO.  
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- WEED RADIO CORP.  
342 Madison Ave., New York, N.Y.  
10017, (212) 682-8912
- WEED-WALTON CANADIAN REPS.  
342 Madison Ave., New York, N.Y.  
10017, (212) 682-8912
- WESTBOUND RECORDS  
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(313) 584-1279
- WEST VIRGINIA BCSTRS. ASS'N.  
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- WHISKY-A-GO-GO  
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90069, (213) 652-4202
- WILLIAM MORRIS AGENCY  
151 El Camino Dr., Beverly Hills, Calif.  
(213) 274-7451
- WISCONSIN BCSTRS. ASS'N.  
P.O. Box 5545, Shorewood, Wisc.  
53211, (414) 964-1492
- A. J. WOOD RESEARCH CORP.  
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19102, (215) 546-6100
- WOODEN NICKEL RECORDS  
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- WORD, INC.  
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(817) 772-7650
- WORLD WIDE INFO. SERVICES, INC.  
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- WRITERS GUILD OF AMERICA, EAST,  
INCORPORATED (WGAE)  
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N.Y. 10036, (212) 757-3317
- WRITERS GUIL  
INCORPORATED  
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90048, (213) 274-8601
- WYOMING ASS'N OF BCSTRS.  
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- WAAB  
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01608, (617) 752-5611
- WAAY  
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(205) 534-8471
- WABB  
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- WABC  
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- WABK  
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- WABQ  
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- WACO  
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- WBUD**  
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- WBUS**  
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 8001 Park Heights Ave., Baltimore, Md.  
 21208, (301) 685-0600
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 01852, (617) 454-0404
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 Mich. 48235, (313) 345-8600
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 City & Monument Aves., Philadelphia,  
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- WCBS-AM/FM**  
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- WCCC**  
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- WCCO**  
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 234 Clarendon St., Boston, Mass.  
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- WDGY**  
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(612) 881-2633
- WDIA**  
P.O. Box 12045, Memphis, Tenn.,  
38112, (901) 278-4551
- WDIG**  
P.O. Box 1828, Dothan, Ala. 36301  
(205) 792-2161
- WDRC**  
750 Main St., Hartford, Conn. 06103  
(203) 278-1115
- WDRQ**  
15933 W. 8 Mile Rd., Detroit, Mich.  
48235, (313) 272-8000
- WDXB**  
Read House, Chattanooga, Tenn.  
37402, (615) 266-1114
- WEAM**  
2131 Crimmins Lane, Arlington, Va.  
(703) 534-1390
- WEBC**  
1001 E. 9th St., Duluth, Minn. 55805  
(218) 728-4484
- WEBN-FM**  
1050 Considine Ave., Cincinnati, Ohio  
45205, (512) 251-3000
- WEBR**  
23 North St., Buffalo, N.Y. 14202  
(716) 886-0970
- WEEL-FM**  
4450 Prudential Tower, Boston, Mass.  
02199, (617) 262-5900
- WEET**  
1800 Staples Mill Rd., Richmond, Va.  
23230, (703) 353-6641
- WEEX**  
Chestnut Hill, Easton Penna. 18042  
(215) 258-6155
- WEIM**  
762 Water St., Fitchburg, Mass. 01420  
(617) 343-3767
- WENE**  
909 E. Main St., Endicott, N.Y. 13760  
(607) 785-3351
- WENN**  
Box 1874, Birmingham, Ala. 35201  
(205) 324-1026
- WERC**  
P.O. Box 10904, Birmingham, Ala.  
35202, (205) 252-3171
- WERK**  
P.O. Box 2456, Muncie Ind. 47302  
(317) 289-3311
- WERS-FM**  
130 Beacon St., Boston, Mass. 02116  
(617) 267-7821
- WEZY**  
Box 2029, Cocoa, Fla., 32922  
(305) 636-4411
- WFAA**  
Communication Center, Dallas, Tex.  
75202, (214) 748-9631
- WFBB**  
Commerce Park, Altoona, Penna.  
16703, (814) 944-2031
- WFBL**  
Box 1390, Eastwood Sta., Syracuse,  
N.Y. 13206, (315) 463-8631
- WFBM-FM**  
1330 Meridian St., Indianapolis, Ind.  
46202, (317) 635-9326
- WFBR**  
13 E. 20th St., Baltimore, Md. 21218  
(301) 685-1300
- WFDF**  
Garland at First, Flint Mich. 48502  
(313) 232-7158
- WFEA**  
Box 149, Manchester, N.H. 03105  
(603) 625-5491
- WFEC**  
P.O. Box 1172, Harrisburg, Penna.  
17104, (717) 238-5122
- WFGL**  
170 Prichard St., Fitchburg, Mass.  
(617) 343-4897

- WFHG**  
P.O. Box 799, Bristol, Va. 24201  
(703) 669-8112
- WFIL**  
4100 City Line Ave., Philadelphia, Penna.  
19131, (215) 879-1600
- WFLB**  
P.O. Box 530, Fayetteville, N.C. 28302  
(919) 483-7136
- WFLI**  
O'Grady Dr., Chattanooga, Tenn.  
37409, (615) 821-3555
- WFMJ**  
101 W. Booroman St. Youngstown, Ohio  
44503 (216) 744-8611
- WFOM**  
835 S. Cobb Dr., Marietta, Ga. 30060  
(404) 428-3396
- WFPA**  
P.O. Box 155, Ft. Payne, Ala. 35967  
(205) 845-2620
- WFUN**  
6101 Sunset Dr., S. Miami, Fla. 33143  
(305) 667-1601
- WGAF**  
P.O. Box 100, Valdosta, Ga. 31601  
(912) 242-5520
- WGAR**  
9446 Broadview Rd., Cleveland, Ohio  
44147 (216) 526-1220
- WGCL**  
1715 Euclid Ave., Cleveland, Ohio 44115  
(216) 861-0100
- WGH**  
P.O. Box 98, Newport News, Va. 23607  
(703) 826-1310
- WGIG**  
P.O. Box 10, Brunswick, Ga. 31520  
(912) 265-3870
- WGIV**  
Box 10063, Charlotte, N.C.  
(704) 333-0131
- WGLD**  
408 S. Oak Park Ave., Oak Park, Ill. 60302  
(312) 848-5760
- WGMA**  
Box WGMA, Hollywood, Fla. 33023  
(305) 961-6200
- WGN**  
2501 Bradley Pl., Chicago, Ill.  
(312) 528-2311
- WGOW**  
P.O. Box 974, Chattanooga, Tenn.  
(615) 266-6141
- WGR**  
464 Franklin St., Buffalo, N.Y. 14202  
(716) 881-4555
- WGRD**  
122 Lyon N.W., Grand Rapids, Mich.  
49502 (616) 459-4111
- WGRT**  
221 N. La Salle St., Chicago, Ill. 60601  
(312) RA 6-1932
- WGST**  
P.O. Box 7888, Atlanta, Ga. 30309  
(404) 875-8441
- WGSV**  
Box 220, Guntersville, Ala. 35976  
(205) 582-8131
- WGTR**  
24 W. Central, Natick, Mass. 01760  
(617) 655-4000
- WGY**  
1400 Balltown Rd., Schenectady, N.Y.  
(518) 377-2261
- WHAM**  
350 East Ave., Rochester, N.Y.  
(716) 454-4884
- WHAT**  
3930 Conshohocken, Phil., Pa. 19131  
(215) TR 8-1500
- WHB**  
106 W. 14th, Kansas City, Mo. 64105  
(816) BA 1-8300
- WHBB**  
P.O. Box 1055, Selma, Ala. 36701  
(205) 874-8296
- WHBQ**  
485 S. Highland, Memphis, Tenn. 38111  
(901) 323-7661
- WHEB**  
P.O. Box 120, Portsmouth, N.H. 03801  
(603) 436-7300
- WHEN**  
980 James St., Syracuse, N.Y. 13203  
(315) 474-8511

- WHFM  
350 East Ave., Rochester, N.Y. 14504  
(716) 4884
- WHYY  
P.O. Box 2744, Montgomery, Ala. 36105  
(205) 264-2288
- WHN  
400 Park Ave., New York, N.Y. 10022  
(212) MU 8-1000
- WHOT  
401 N. Blair Ave., Youngstown, Ohio  
44505 (216) RI 6-8464
- WHYL  
P.O. Box 219, Carlisle, Pa. 17013  
(717) 249-1717
- WHYN  
1300 Liberty St., Springfield, Mass. 01101  
(413) 785-1911
- WHYZ  
P.O. Box 4303, Greenville, S.C. 29608  
(803) 246-1441
- WIBC  
2835 N. Illinois St., Indianapolis, Ind.  
46208 (317) 924-2661
- WIBG  
117 Ridge Pike, Lafayette Hills, Pa. 19444  
(215) 242-6300
- WIBR  
P.O. Box 1226, Baton Rouge, La. 70821  
(304) 348-6717
- WIFE  
1440 N. Meridian, Indianapolis, Ind.  
46202 (317) 637-1375
- WIFI  
One Decker Sq., Bala Cynwyd., Pa. 19004  
(215) TE 9-0900
- WIID  
P.O. Box 2069, Livonia, Mich. 48151  
(313) 937-1111
- WIIN  
1365 Peachtree St. N.E., Atlanta, Ga.  
30309 (404) 892-3777
- WILS  
600 W. Cavanaugh Rd., Lansing, Mich.  
48910 (517) 393-1320
- WINA  
P.O. Box 1230, Charlottesville, Va. 22902  
(703) 296-6177
- WIND  
625 N. Michigan Ave., Chicago, Ill. 60611  
(313) 527-2170
- WING  
128 W. First, Dayton, Ohio 45402  
(513) 222-3773
- WINN  
3rd & Broadway, Louisville, Ky. 40202  
(502) 585-5148
- WINW  
411 Martindale Rd., Canton, Ohio 44705  
(216) 492-5630
- WINX  
Radio Center, Rockville, Md. 20850  
(301) 424-9292
- WINZ  
100 Biscayne Tower, Miami, Fla. 33132  
(305) 371-6641
- WIOD  
Box 1177, Miami, Fla. 33138  
(305) 759-4311
- WIOO  
33 W. High St., Carlisle, Pa. 17013  
(717) 243-1200
- WIP  
19th & Walnut Sts. Phila. Pa.  
(215) LO 8-2900
- WIRE  
P.O. Box 88456, Indianapolis, Ind. 46206  
(317) 925-9201
- WIRK  
P.O. Box 2148, W. Palm Beach, Fla. 33401  
(305) 965-9211
- WIRL  
121 N.E. Jefferson Ave., Peoria, Ill. 61602  
(309) 676-8911
- WISE  
2 S. Lexington Ave., Asheville, N.C.  
28801 (704) 253-5381
- WISM  
P.O. Box 2058, Madison, Wisc. 53701  
(608) 271-1484
- WISP  
P.O. Box 606, Kinston, N.C. 28501  
(919) 523-6161
- WIST  
P.O. Box 59, Charlotte, N.C. 28201  
(704) 376-3511

- WITL**  
 Box 1040, Lansing, Mich.  
 (517) 393-1010
- WIXO**  
 8001 Downman Rd., New Orleans, La.  
 70126 (504) 241-6500
- WIXY**  
 3940 Euclid Ave., Cleveland, Ohio 44115  
 (216) EX 1-1260
- WIXZ**  
 4 Gateway Center, McKeesport, Pa.  
 15132 (412) 390-9700
- WIZE**  
 P.O. Box 1104, Springfield, Ohio 45501  
 (513) 324-5643
- WJAS**  
 100 Forbes Ave., Pittsburgh, Pa. 15222  
 (412) 391-9800
- WJAZ**  
 Box 545, Albany, Ga.  
 (912) 432-7442
- WJDX**  
 P.O. Box 2171, Jackson, Miss. 39505  
 (601) 948-3333
- WJET**  
 1635 Ash St., Erie, Pa. 16503  
 (814) 455-2741
- WJIM**  
 P.O. Box 1226, Lansing, Mich. 48904  
 (517) 372-8282
- WJJD**  
 8 S. Michigan Ave., Chicago, Ill.  
 (312) ST 2-5466
- WJLB**  
 3100 Broderick Tower, Detroit, Mich.  
 48226 (313) 965-2000
- WJMO**  
 11821 Euclid, Cleveland, Ohio  
 (216) 795-1212
- WJON**  
 Box 220, St. Cloud, Minn.  
 (612) 251-4422
- WJR-FM**  
 2100 Fisher Bldg., Detroit, Mich. 48202  
 (313) 875-4440
- WJRD**  
 P.O. Drawer 4, Tuscaloosa, Ala. 35401  
 (205) 758-4464
- WJRZ**  
 Box 1258, Newark, N.J. 07101  
 (212) 688-3665
- WJW**  
 118 St. Clair Ave., Cleveland, Ohio  
 (216) 781-8500
- WKAC**  
 P.O. Box 847, Athens, Ala. 35611  
 (205) 232-6827
- WKAP**  
 P.O. Box 246, Whitehall, Pa. 18052  
 (215) 433-3166
- WKBO**  
 31 N. Second St., Harrisburg, Pa. 17101  
 (717) 233-6571
- WKBR**  
 155 Front St., Manchester, N.H. 03102  
 (603) 669-1250
- WKBW**  
 1430 Main St., Buffalo, N.Y. 14209  
 (716) 884-5101
- WKDA**  
 1202 Stahlman Bldg., Nashville, Tenn.  
 37219 (615) 254-0511
- WKEE**  
 623-4th Ave., Huntington, W. Va.  
 (304) 525-7788
- WKGK**  
 P.O. Box 1870, Knoxville, Tenn. 37901  
 (615) 546-7202
- WKIX**  
 P.O. Box 12526, Raleigh, N.C. 27605  
 (919) 832-5511
- WKKE**  
 Box 2156, Asheville, N.C. 28802  
 (704) 252-6703
- WKLO**  
 307 W. Walnut, Louisville, Ky. 40202  
 (302) 589-4800
- WKLX**  
 P.O. Box 6587  
 Churchland Station, Portsmouth, Va.  
 23703 (703) 484-7596
- WKMI**  
 1360 Melody Lane, Kalamazoo, Mich.  
 49005 (616) 344-0111
- WKNX**  
 5200 State St., Saginaw, Mich. 48603  
 (517) 799-1000

- WKRC  
1906 Highland Ave., Cincinnati, Ohio  
45219 (513) 421-1750
- WKTK  
5200 Morvia Rd., Baltimore, Md.  
21206 (301) 485-2400
- WKVO  
P.O. Box 247, Havelock, N.C. 28532  
(919) 447-5100
- WKWK  
16th & Market, Wheeling, W. Va.  
26003 (304) 232-2250
- WKY  
P.O. Box 14668, Oklahoma City, Okla.  
73114 (405) 478-1212
- WKYC  
1403 E. 6th St., Cleveland, Ohio 44114  
(216) 696-1100
- WLAC  
159 4th Ave., N. Nashville, Tenn. 37219  
(615) 256-0161
- WLAM  
Box 929, Lewiston, Me. 04240  
(207) 784-5401
- WLAV  
P.O. Box 2182, Grand Rapids, Mich.  
49502 (616) GL 6-5461
- WLCY  
P.O. Box 13800, Tampa, Fla. 33733  
(813) 525-1111
- WLCY-FM  
P.O. Box 10000, St. Petersburg, Fla.  
33733 (813) 525-1111
- WLIZ  
P.O. Box 71, Lake Worth, Fla. 33460  
(305) 585-5533
- WLKW  
228 Weyfosset St., Providence, R.I.  
02903 (401) 331-7810
- WLLH  
P.O. Box 1400, Lowell, Mass. 01853  
(617) 458-8486
- WLOB  
779 Warren Ave., Portland, Maine 04105  
(207) 775-2336
- WLDE  
P.O. Box 548, Eden, N.C. 27288  
(919) 623-3118
- WLOF  
P.O. Box 15746, Orlando, Fla. 32808  
(305) 293-2431
- WLOK  
Box 2693, Memphis, Tenn. 38103  
(901) 527-9565
- WLOX  
P.O. Box 4596, Biloxi, Miss. 39531  
(601) 432-5591
- WLS  
360 N. Michigan, Chicago, Ill. 60601  
(312) 782-2002
- WLVA  
2320 Longhorne Rd., Lynchburg, Va.  
24501 (703) 845-1242
- WLV  
140 W. 9th St., Cincinnati, Ohio 45202  
(513) 241-1822
- WLYC  
P.O. Box 389, Williamsport, Pa. 17701  
(717) 322-4676
- WLYV  
925 Anthony Wayne Bank Bldg., Ft.  
Wayne, Ind. 46802 (219) 743-3443
- WMAK  
P.O. Box 2628, Nashville, Tenn. 37219  
(615) 255-3536
- WMAL  
4461 Connecticut Ave., Washington,  
D.C. 20008 (202) 686-3000
- WMAQ  
Merchandise Mart, Chicago, Ill. 60654  
(312) 644-8300
- WMAX  
210 Federal Bldg., Grand Rapids,  
Mich. 49502 (616) 458-3793
- WMBM  
814 First St., Miami Beach, Fla. 33139  
(305) 672-6347
- WMC  
1960 Union Ave., Memphis, Tenn. 38104  
(901) 274-8515
- WMEE  
P.O. Box 6000, Diplomat Station, Ft.  
Wayne, Ind. 46806 (219) 422-7474
- WMEX  
111-115 Broadway, Boston, Mass. 02116  
(617) 426-1700

- WMID**  
 Ohio & Murray Aves., Atlantic City, N.J.  
 08404 (609) 344-5113
- WMJR-FM**  
 3101 N. Federal Hwy., Ft. Lauderdale,  
 Fla. 33306 (305) 564-7613
- WMNI**  
 Southern Hotel, Columbus, Ohio 43215  
 (614) 221-1354
- WMPS**  
 112 Union Ave., Memphis, Tenn. 38103  
 (901) 525-2663
- WMVA**  
 P.O. Box 831, Martinsville, Va. 24112  
 (703) 632-2152
- WMYQ-FM**  
 825 41st St., Miami Beach, Fla. 33140  
 (305) 538-5321
- WNBC**  
 30 Rockefeller Plaza, New York, N.Y.  
 10020 (212) CI 7-8300
- WNIC-FM**  
 4900 Sinclair Rd., Columbus, Ohio  
 43229 (614) 846-3698
- WNCR**  
 400 Stouffer Bldg., Cleveland, Ohio  
 44115 (216) 696-2455
- WNDR**  
 P.O. Box 1212, Syracuse, N.Y. 13201  
 (315) 445-1515
- WNEU**  
 Box 1470, Wheeling, W. Va. 26003  
 (304) 233-1470
- WNEW**  
 565 5th Ave., New York, N.Y. 10017  
 (212) YU 6-7000
- WNEX**  
 P.O. Box 6318, Macon, Ga. 31208  
 (912) 745-3301
- WNHC**  
 1350 College St., New Haven, Conn.  
 06510 (203) 787-1217
- WNIC**  
 15001 Michigan Ave., Dearborn,  
 Mich. 48126 (313) 846-8500
- WNDE**  
 529 Bienville St., New Orleans, La.  
 70130 (504) 529-1212
- WNOR**  
 252 W. Brambleton, Norfolk, Va.  
 23510 (703) 623-9667
- WNOW**  
 P.O. Box 1747, York, Pa. 17405  
 (717) 775-1049
- WNPC**  
 State University College, C.P.O.  
 Box 1089 New Paltz, N.Y. 12561
- WNUW**  
 200 N. Jefferson St., Milwaukee,  
 Wisc. 53202 (414) 272-1250
- WOAI**  
 1031 Navarro St., San Antonio,  
 Texas 78299 (512) 227-4221
- WOHO**  
 2965 Pickle Rd., Toledo, Ohio 43616  
 (419) 255-1470
- WOKS**  
 P.O. Box 1998, Columbus, Ga. 31902  
 (404) 324-0261
- WOKY**  
 3500 N. Sherman Blvd, Milwaukee,  
 Wisc. 53216 (414) 442-0150
- WOL**  
 1680 Wisconsin N.W. Washington,  
 D.C. 20007 (202) 338-5600
- WOLF**  
 P.O. Box 1490, Syracuse, N.Y. 13201  
 (315) 422-7211
- WPTR**  
 4243 Albany St., Albany, N.Y. 12205  
 (518) 459-2111
- WQAM**  
 764 41st St., Miami, Fla. 33140  
 (305) 531-6651
- WQDE**  
 P.O. Box 1624, Albany, Ga. 31702  
 (912) 436-0544
- WQRK**  
 Koger Executive Center, Bldg. 11,  
 Suite 220, Norfolk, Va. 23502  
 (703) 499-7095
- WQXI**  
 2970 Peachtree Rd., Atlanta, Ga. 30303  
 (404) 261-2970
- WRBC**  
 P.O. Box 9801, Jackson, Miss. 39206  
 (601) 956-4151

- WRC  
4001 Nebraska Ave., N.W. Washington,  
D.C. 20016 (202) EM 2-4000
- WRFO  
P.O. Box 738, Ashtabula, Ohio 44004  
(216) 993-2126
- WRFC  
P.O. Box 1152, Athens, Ga. 30601  
(404) 543-3411
- WRIE  
2007 W. 32nd St., Erie, Pa. 16512  
(814) 864-0601
- WRKR  
2200 Greenbay Rd., Racine, Wisc.  
53405 (414) 632-1627
- WRKT  
P.O. Box 3845, Cocoa, Fla. 32922  
(305) 632-1300
- WRNC  
P.O. Box 27946, Raleigh, N.C. 27611  
(919) 834-6140
- WRNL  
7100 Bethlehem Rd., Richmond, Va.  
23228 (703) 282-9731
- WRNO  
3230 Patterson Dr., New Orleans, La.  
70114 (504) 362-4624
- WROK  
1100 Tamarack Lane, Rockford, Ill.  
61105 (815) 399-2233
- WROR-FM  
RKO Gen. Bldg. Boston, Mass. 02114  
(617) 742-9000
- WROV  
15th & Cleveland Ave., Roanoke, Va.  
24015 (703) 343-4444
- WONE  
11 S. Wilkinson St., Dayton, Ohio 45402  
(513) 224-1501
- WONN  
404 W. Lime St., Lakeland, Fla. 33802  
(813) 682-8184
- WQOK  
Drawer T, Greenville, S.C. 29610  
(803) 246-2112
- WOR  
1440 Broadway, New York, N.Y. 10018  
(212) 564-8000
- WORC  
8 Portland St., Worcester, Mass. 01608  
(617) 799-0581
- WORC  
Box 3257 Kennedy St., Spartanburg,  
S.C. 29303 (803) 583-2711
- WORJ-FM  
1 N. Orange Ave., Orlando, Fla. 32801  
(305) 424-8561
- WOSH  
P.O. Box 526, Oshkosh, Wisc. 54901  
(414) 235-3150
- WOW  
3501 Farnam St., Omaha, Neb. 68131  
(402) 346-3400
- WOWL  
Box 2220, Florence, Ala. 35632  
(205) 764-7714
- WOWO  
128 W. Washington Blvd., Ft. Wayne,  
Ind. 46802 (219) 742-8373
- WPEN  
2212 Walnut St., Philadelphia, Pa.  
19103 (215) LO 4-6000
- WPFA  
Box 8127, Pensacola, Fla. 32502  
(904) 433-1141
- WPGC  
5801 Annapolis Rd., Bladensburg, Md.  
20710 (301) 779-2100
- WPIX-FM  
220 E. 42nd St., New York, N.Y. 10017  
(212) 883-6000
- WPLO  
805 Peachtree St., N.E., Suite 665  
Atlanta, Ga. 30308 (404) 872-5851
- WPNX  
Box 687, Columbus, Ga. 31902  
(404) 322-2270
- WPOM  
Grove Lane, West Palm Beach, Fla. 33407  
(305) 683-1600
- WPOP  
P.O. Box 11-1410, Hartford, Conn. 06111  
(203) 666-1411
- WPOR  
562 Congress St., Portland, Me. 04102  
(207) 773-8111

- WROZ**  
 Box 139, Evansville, Ind. 47701  
 (812) 422-4171
- WRR**  
 Fair Park, Dallas, Texas 75226  
 (214) 823-6101
- WRSC**  
 160 Clearview Ave., State College, Pa.  
 16801 (814) 238-5085
- WRVA**  
 P.O. Box 1516, Richmond, Va. 23212  
 (703) 643-6633
- WRVQ-FM**  
 P.O. Box 1394, Richmond, Va. 23212  
 (703) 649-9151
- WRVU**  
 Vanderbilt U., P.O. Box 4063, Station B,  
 Nashville, Tenn. 37235 (615) 322-7424
- WSAI**  
 N.W. 8th St. & Matson Pl., Cincinnati,  
 Ohio 45204 (513) 251-5700
- WSAM**  
 P.O. Box 1776, Saginaw, Mich. 48601  
 (517) 752-8161
- WSAR**  
 P.O. Box 927, Fall River, Mass. 02722  
 (617) 677-9477
- WSAV**  
 P.O. Box 2429, Savannah, Ga. 31402  
 (912) 236-0303
- WSCR**  
 1520 N. Keyser Ave., Scranton, Pa.  
 18505 (717) 347-3388
- WSGA**  
 409 E. Liberty St., Savannah, Ga. 31401  
 (912) 233-8807
- WSGN**  
 City Fed. Bldg., Birmingham, Ala. 35203  
 (205) 322-3434
- WSGV**  
 P.O. Box 220, Guntersville, Ala. 35976  
 (205) 582-8131
- WSKY**  
 Northwestern Bank Bldg., Asheville, N.C.  
 28802 (704) 253-4451
- WSLI**  
 P.O. Box 3187, Battlefield, Station,  
 Jackson, Miss. 39204 (601) 372-6311
- WSM**  
 P.O. Box 100, Nashville, Tenn. 37202  
 (615) 291-4444
- WSNY**  
 144 Lafayette St., Schenectady, N.Y.  
 12305 (518) 393-3622
- WSPD**  
 125 S. Superior St., Toledo, Ohio  
 43602 (419) 248-6401
- WSPR**  
 63 Chestnut St., Springfield, Mass. 01103  
 (413) RE 2-4182
- WSPT**  
 500 Division St., Stevens Point,  
 Wisc. 54481 (715) 341-1300
- WSRF**  
 P.O. Box 8067, Ft. Lauderdale, Fla.  
 33310 (305) 581-1580
- WSVP**  
 1501 Main St., W. Warwick, R.I. 02893  
 (401) 821-6200
- WTAC**  
 P.O. Box 600, Flint, Mich. 48501  
 (313) 694-4146
- WTAE**  
 400 Ardmore Blvd., Pittsburgh, Pa.  
 15230 (412) 242-4300
- WTBC**  
 P.O. Box 2000, Tuscaloosa, Ala. 36401  
 (205) 758-5523
- WTHI**  
 918 Ohio St., Terre Haute, Ind. 47801  
 (812) 232-9481
- WTIX**  
 332 Carondelet St., New Orleans, La.  
 70130 (504) 523-2404
- WTLB**  
 Kellogg Rd., Wash. Mills, Utica, N.Y.  
 13479 (315) 797-1330
- WTLC-FM**  
 1734 Villa Ave., Indianapolis, Ind. 46203  
 (317) 784-4471
- WTMA**  
 P.O. Box 1028, Charleston, S.C. 29411  
 (803) 556-5660
- WTMT**  
 201 N. York St., Louisville, Ky. 40203  
 (502) 583-3901

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N.C. 27103 (919) PA 3-4353
- WTRQ  
Box 565, Warsaw, N.C. 28398  
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- WTRU  
Box 248, Muskegon, Mich. 49443  
(616) PE 3-2126
- WTRX  
Box 1330, Flint, Mich. 48501  
(313) 743-1150
- WTRY  
92 4th St., Troy, N.Y. 12180  
(518) 274-1100
- WTT0  
Commodore Perry Hotel, Toledo, Ohio  
43604 (419) 248-4655
- WTXL  
34 Sylvan St., W. Springfield, Mass.  
01089 (413) 736-4546
- WTVN  
42 E. Gay St., Columbus, Ohio 43215  
(614) 224-1271
- WUBE  
Box 1232, Cincinnati, Ohio 45201  
(513) 621-6960
- WUOK  
Box 1290, Cumberland, Md. 21502  
(301) 724-5000
- WVIC  
2517 E. Mt. Hope, Lansing, Mich. 48910  
(517) 487-5986
- WVLK  
P.O. Box 1559, Lexington, Ky. 40507  
(606) 254-1151
- WVLN  
Box L, Olney, Ill. 62450  
(618) 393-2156
- WVON  
3350 S. Kedzie Ave., Chicago, Ill. 60623  
(312) 847-2600
- WVOV  
P.O. Box 5188, Huntsville, Ala. 35805  
(205) 859-2441
- WVAM  
P.O. Box 627, Cadillac, Mich. 49601  
(616) 775-3478
- WWCO  
Commerce Campus Straits Turnpike,  
Middlebury, Conn. 06762 (203) 758-2468
- WWDJ  
497 Hackensack, Hackensack, N.J. 07602  
(201) 343-5097
- WWGO  
12th & State Sts., Erie, Pa. 16501  
(814) 456-7078
- WWGS  
P.O. Drawer A, Tifton, Ga. 31794  
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- WWL  
1024 N. Rampart St., New Orleans, La.  
70116 (504) 529-4444
- WWRL  
Box 1600, Woodside, N.Y. 11377  
(212) DE 5-1600
- WWTC  
609 2nd Ave., Minneapolis, Minn. 55402  
(612) 333-2363
- WWUN  
P.O. Box E, Delta Station, Jackson,  
Miss. 39212, (601) 362-8854
- WWWW-FM  
2930 E. Jefferson, Detroit, Mich. 48207  
(313) 567-8250
- WXIT  
Comm. Sq., Suite 520, Charleston, W.  
Va. 25301 (304) 342-4166
- WXLE-FM, P.O. Box 2723, Columbus, Ga.  
31902 (205) 298-7872
- WXLO  
1440 Broadway, New York, N.Y. 10018  
(212) 564-8000
- WXLW  
P.O. Box 22300, Indianapolis, Ind. 46222  
(317) 925-6494
- WYFE  
P.O. Box 1150, Rockford, Ill. 61101  
(815) 968-5821
- WYNE  
P.O. Box 92, Appleton, Wisc. 54911  
(414) 739-0472

## WYRE

P.O. Box 1551, Annapolis, Md. 21404  
(301) 263-9211

## WYSL

425 Franklin St., Buffalo, N.Y. 14202  
(716) 885-1400

## WYXE

P.O. Box 3470, Madison, Wisc. 53704  
(608) 256-0092

## WYYY

2315 Schippers Lane, Kalamazoo, Mich.  
49001 (616) 381-1470

## WZAT-FM

P.O. Box 1326, Savannah, Ga. 31402  
(912) 233-8177

## WZOO

P.O. Box 460, Asheboro, N.C. 27203  
(919) 672-0985

## WZGC-FM

1910 Peachtree Center Bldg., Atlanta,  
Ga. 30303 (404) 521-1190

## WZUU

520 W. Capitol Dr., Milwaukee, Wisc.  
53212 (414) 964-8300

## WZZM-FM

P.O. Box Z, Grand Rapids, Mich. 49501  
(616) 364-9551

**X**

## XEPRS

4007 W. 6th St., Los Angeles, Calif. 90020  
(213) 380-3250

## XETRA

5670 Wilshire Blvd., Los Angeles, Calif.  
90036 (213) 937-1035

## XHIS-FM-XHERS-FM

Royal Inn At the Wharf, 1355 Harbor Dr.  
San Diego, Calif. 92101 (714) 238-0022

**Z**

## ZOO World News

Box 6848, San Francisco, Calif. 94101  
(415) 956-2920

# Artists

are our greatest asset.



*From The Company That Thinks BIGGER Because We're BIGGER Than You Think.*

STEREO DIMENSION  
*A Westinghouse Company*

seem to know how to pick people. This is obvious because of their slick method of questioning during the interview.

Throughout early 1972 things were pretty quiet. KAUM, KLOS, WDVE and WRIF were all doing very well. The only obligation to New York that programmers had was to keep the jocks on the format, report music once a week to Jim Smith, who was program co-ordinator for the chain, which meant keeping track of everybody's music and keeping the programmers informed of changes and events. Occasionally Allen Shaw and Bob Henebery would visit the markets to critique and exchange new ideas. These meetings were usually very constructive and sane.

But, by mid 1972, a few stations were doing well, others not as well. There was a lack of consistency. Why this should happen when everyone was on the same format was New York's question. A PD's meeting was then held in Chicago in June which was titled "Lock in and Upgrade." This meant lock in the music and upgrade the talent. Make everything perfect was what it really meant. This meeting was pretty much a turning point for ABC-FM. Prior to the meeting it was decided in New York that more control must be exhibited to get each station uniform. Each station must be virtually the same, using the best music and ideas that had come from group consensus. This usually meant New York's staff's conclusion rather than an actual vote among the PDs, which would be a group consensus. This move did better define the PDs job to be as an executor and a developer rather than a creator, although creative ideas were also solicited and put to use. At this meeting, group music and other group standards were outlined. After the meeting, Dale Pon joined the New York staff from CBS-FM. Dale was named Administrative Director. His job is pretty much an enforcer to see that every station is doing everything properly and in the ABC manner.

At this point, Jim Smith left to go to General Sales Manager of WDAI and Tim Powell, MD at KLOS was made National Music Director to work specifically on music, co-ordinating music among the seven stations in the ABC chain. So by the end of the summer, each PD was thoroughly watched and the stations were completely standardized. This proved to be a good move in many respects. Stations generally

sound much more well-defined, better organized and the groups' numbers looked a bit better demographically.

By late 1972 the organizational mold of ABC-FM was pretty well cast. For a PD, his job was very restricted but interesting in that there's a certain team-work atmosphere set which was conducive to the group's growth. The actual control of each station was handled locally but the method of control and format execution is handed down from New York. All advertising and all the station does has recently been put under New York's control, also to co-ordinate everyone's activity in this area. Prior to this decision to standardize, each station was using different designs and slogans. "Rockin' Stereo" was found to be the most effective slogan and KFFX's artwork was the best design so both were combined and put to use at all seven stations.

For specific changes, a PD must go through New York. Once they're OKed, a PD will receive a memo to proceed. This memo will either be green, red or yellow. Green is go ahead, red is stop don't do it, and yellow is hold for the decision. This memo is usually preceded by a series of phone call conversations to discuss the matter between Dale Pon and the PD involved. If it's a great change which would include all stations it'll then be discussed at one of the weekly conferences among the seven stations. The conference call was originally set up to discuss music, however it got too lengthy and too redundant so the calls now regard non-musical programming with an occasional mention of new products one of the PDs may come across. The calls are headed by Tim Powell and Dale Pon but the PDs are able to do most of the talking.

Music is handled locally but through contact with Tim Powell. Research methods, too, have been standardized—so much of the group's music is very similar. There is, however, a certain degree of freedom so far as the new product is concerned but once a record is established, chart trends and communication among the group determines its place in the format. The music systems are continually updated which doesn't necessarily mean improved. Highest gross numbers for the group came when the music was a bit more commercial, which may reflect certain format changes undertaken several months ago. It strengthened the 25-34 demographics.

Everything at ABC-FM is done for a reason. The group is very practical and realistic which had been a key in ABC-AM and FMs success. Uniformity in thinking and goals among employees is stressed and put to work. This works hand in hand with the corporate philosophy ABC employees. At each of the stations all jocks are required to fill out payola affidavits once a week stating that they didn't accept any form of payola or bribe, and that all music was picked in the station's interest rather than personal interest. Each jock had very little freedom in music selection, everything is on index cards and jocks pick from the front and put in the back. This brings upon equal rotation of the songs. This limited freedom has proven to be a key success factor with ABC-FM since a lot more thought is put into music selection than a jock could possibly do.

Although this method seems simple it's actually very complex since there are almost ten different categories, therefore ten different card files which must be updated weekly. After a jock plays a record he writes it on a sheet which the PD later evaluates for proper music balance and tempo control, etc. . . . In addition to the cards there's a rather elaborate artist and tempo balance system installed. This was thought out and conceived by the New York staff and it seemed to work in most of the stations to improve tempo balance. Music is very thoroughly controlled and the next step the group is interested in is talent development.

Work with existing jocks is simplified to a "skimmer" system, which each station uses. This is a cassette played which records only when the mike is on, therefore a full day can be listened to in an hour without the music.

Since ABC-FMs approach is something completely new, there has been a talent problem. The duration of an ABC-FM jock has always been discussed but never really finalized. The key is to find a jock each station is searching for is either a top forty jock who feels he's grown out of it or a progressive jock who believes a format can work. Problems with those types of jocks have usually been egoes. Ex-top 40 jocks usually feel they can say more than the format allows them to, and free-form progressive jocks believe that they can play better music than the format allows them to. To find the right people, several PDs have taken trips

around the country to tap various sources and find new talent. Except for Houston, all ABC-FMers are AFTRA. Pay scales are: Los Angeles, minimum \$230/week; Chicago, minimum \$270/week; Detroit, \$245/week; San Francisco, \$330/week; New York, \$280/week; Pittsburgh, \$190/week. These are all minimum for six day weeks.

Once a jock is hired it's the PDs responsibility to see that he knows the format and why it's the way it is, inside and out. The hiring of jocks is done locally, although other PDs and the New York staff help out by suggesting possible applicants. The firing is also a local matter, although occasionally New York will firmly request that a PD fire a jock for a certain reason that the PD may not understand but it's all for the best interests of the radio station, according to New York. The usual reasons for firing are the inability to sound like the format is intended rather than lack of ratings.

The co-operative set-up of ABC certainly has its disadvantages. The red tape involved is very extensive. In Detroit a new building to replace WRIF set up with WXYZ AM and TV which is rather limited has been planned for several years, but each time a specific plan is put together it has to go through an extensive procedure to get OKed by the board in New York. To this day, nothing has been finalized except a series of trailers to house WRIF until a building plan is co-ordinated. Facilities and expedient allocation of money is a major problem because of the size of ABC and all the OKs you have to go through.

The local structure of the ABC FMers places the GM on top with the PD on a logically lower scale. Managers report to the same person as the PD which increases the communication between the PD and GM. The PD can expect to hear from the New York office, usually Dale Pon, about twice a week. The conversations usually consist of general information and conversation, often simply for the sake of staying in touch. PD will also hear from or call upon Dale Pon in L.A. regarding the music weekly. The actual music list is reported via mail. Each station is assigned a code. This code is to be used on all music correspondence to New York or L.A. This restricts anybody from sending the music information on station letterhead. The code is sort of a secret thing so nobody can intercept the station playlists and find out exactly who's playing what. No music

lists contain station calls, only the codes. For example, WRIF's code might be 92. Therefore, all correspondence would be marked 92. (This is all musical correspondence.) After copy is received in New York and L.A. questions may be raised. At that point discussion comes to hand. In most cases, if the PD has a logical reason for playing something out of the national norm he can do so.

All in all, the future direction of ABC-FM most likely will be continued direction and growth in the present area through a very close personnel structure and highly controlled, thought out methodology. The ABC-FM staff is in no hurry to reach absolute perfection. They're taking their time and closely studying every element trying to find perfection whenever they can.

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## SCHULKE

When the ratings came out for the 28 or so stations listed in the fall ARB for Phoenix, the station with the number one overall numbers was not call letters that are all that familiar to broadcasters, but certainly in 1972 the call letters of Phoenix KRFM and several other stations both FM and AM, were brought to new fronts by the rating success of Stereo Radio Productions programmed stations. SRP is actually two men—Jim Shulke at the sales and operating end and Phil Stout at the programming end. Obviously the two do both, but Stout spends most of his time on programming. Shulke and Stout have gone from 8 stations to 51 stations buying their service in five years. They have firm commitments from another “9 or 10” stations. Their rating stories in the April/May ARB included five stations pulling number one ratings. Besides KRFM, they listed WLYF, number one in Miami, WOOD-FM in Grand Rapids, Michigan, and WEAT-FM in West Palm Beach. Along with the number one market numbers they can talk about some other success stories, such as the 9.0 share for WWJ-FM over all in the Detroit metro, after one year with the format, or the increases at WWSH in Philly, overtaking other BM stations. With no place showing anything more than an increase in ratings. The listings and numbers of all the 51 are impressive to say the least. Their station in Los Angeles KJOI pretty well astounding other city stations with its top five ratings in L.A. in but a short time. Shulke left the station (on good terms) because the station management wanted to up the commercial allowable per hour. Jim Shulke grew up in Cleveland, attended Harvard Business school and sold time for the Harvard Business Review. Later worked for Young and Rubicam ad agency. Then worked in the Rosenburg agency representing such people as Bob Hope and Bing Crosby. He moved to L.A. later as head of Paramount pictures sunset lot and while there was also put in charge of Paramount's station, KTLA. The station went from 4 million to 8 million dollars in billing under Shulke. From there he went to Magnavox as head of advertising and sales promotion, then spent a year as president of the NAFMB. At that point he decided to get into the rep business, representing mostly FM stations. With his rep firm he decided to also establish a

music/programming division, later selling the rep agency to Kaiser Broadcasting.

Phil Stout's background is entirely in radio, moving from his home in Lambertville Virginia and leaving his rock band to get into radio in 1955. The next years had him working on the air in such cities as Trenton, New Jersey, where between breaks he got interested in reading album covers. It was here that he became interested in the beautiful music or MOR type of formats. His day began to happen when he was hired at WDVR and subsequently was made program director. Under Stout the station pulled an unprecedented rating increase, at one point getting a total share of 8.9 and the station became the first FMer to hit a million dollars in annual billing.

Shulke's rep firm was repping WDVR and that's where Shulke and Stout got together. Stout left WDVR and Stereo Radio Productions was born.

They began in 1967 with a year of research, continuing to polish their product. About two years ago, the product began to have an impact and their growth both in 1971 and 1972 was at a rapid rate.

For SRP's service stations pay according to market and according to longevity of contract. The highest price is \$4500 a month with a four year contract. The lowest is \$700. The format allows for no more than 4 interruptions per hour and six commercials. There are some older contracts that call for eight and there are some small markets where the station may have to go over the mark of 6 spots an hour.

The service can be both live or automated, 25 of their current stations 35% live—65% automated. The contractual minimum library consists of 120 tapes. The actual library in play “floats” between 130 and 220 tapes depending in part on the season of the year and whether single vocals are recommended related to the competition in a given market. Thereafter SRP delivers no less than 110 tapes in each calendar year. New tapes are not delivered on a monthly basis, but on a judgment of the needs of the library in play by season and in relation to public tastes. It takes Phil approximately 2 days to create an hour of programming because of the matched flow and stringent specifications for each classification of SRP tape.

In his presentation of his service Shulke stated . . . “During the last year there has

been a further shift to conservative tastes in music emphasizing the basic strength" "beautiful music" has enjoyed for years. The success of SRP client stations with younger people is placed in better perspective when contrasted with the decline of progressive rock and the continuing shift to "rock" standards by other contemporary stations. The most acceptable mix and flow is changing more rapidly now than in the past. It takes more thought and creativity to maintain a strong recognition factor with people thirty-five to forty-nine and still have a contemporary "in touch" relationship with younger adults. The fact of the matter is that the "beautiful music" play list and repeat structure are just as important as they are for "Top Forty" radio, but, since the "beautiful music" play list is larger, the relationship is less obvious. It also changes and so does SRP. The SRP "beautiful music" sound requires a superior signal and superior attention to detail in engineering as well as creative execution. We do not deliver a library of magic. We do deliver the best in music execution and a continued interest that is producing the best results in "beautiful music" radio. We asked Jim Shulke to tell us about reasons for such success . . .

**JIM SHULKE** . . . I think one thing is that we've used a lot of research . . . and that's a standard answer . . . but, we really have used a lot of research . . . and we've found some systems of letting the public let us know what they want . . . and over and above that we have not diluted our effort . . . we have concentrated on our area of the broadcast spectrum. Now, with the success that we've shown it would be very easy for us to put out a country format, and a rock format and all that and put our label on it and it would sell like hotcakes . . . but, that would be a dilution of effort. We feel we're having a hard enough time to staying up with the beautiful music area. However, we have not merchandised . . . we have not gone out and sold our service . . . the reps are aware of what we're doing and they mention our service to the top stations . . . the result is that we've had as much expansion as we could absorb . . . and very solid expansion . . . top broadcasters. We have more stations with Blair than any other rep . . . secondly with Katz. That says something in itself. We often have people because of our concentration of the stations on the air, we do very little traveling . . . as a

result people will just fly in for an afternoon meeting. Profit for a station . . . absolutely . . . because essentially you're talking about an overall lower cost structure and the higher nut that's based on billing. The economics of this format are quite different than say, contemporary, where you need a lot of top people and have huge expenses. There are those who say that we're not only changing the nature of the rep business to a degree (for example, Blair has signed two independent FM stations for the first time . . . that's very recent) but, also commercial loads are coming down all over the country in other formats, under the pressure of our type of format.

There is a hell of a difference in beautiful music formats and it starts in Phil's studio . . . it's called taste.

**PHIL STOUT:** When we put our music together, we try to make it a self contained program. Music is put together in quarter hour sections . . . each one of those quarter hours has a definite opening, a middle and an ending . . . and a definite mood we feel. I think that the flow of the music is important to us . . . that's why it takes so damn long to put an hour of music together . . . we just don't sit down and say, let's play this, this, and this. It's a very selective thing that we do and there are a lot of artists we will not play. It's a very difficult and subjective thing to put your finger on, when you talk about tastes, it has to do with our feelings based on research . . . and what I feel is the kind of music that the kind of listener that will listen to our station would enjoy and would not be overly bothered over the long haul, because we appeal to the long hour listener . . . there's no question about it. They tune in early and they stay with you throughout the day. Our primary target is female in the eighteen to forty-nine area . . . so our demographics are far younger than most people think in beautiful music. It's important also, not to lose sight of the fact that although our programming is "beautiful music" we're on top of the contemporary scene and make sure we know what's happening at all times . . . the top 100 . . . we stay on top of that. We're probably one of the most contemporary "beautiful music" formats on the air at the time.

**JIM SHULKE:** I think probably the most stable format in radio is good or beautiful music . . . it's been the most stable throughout the years. So, the future is good.

## BLAIR – REP



DAVE KLEMM

A radio station survives with advertising. If you're the owner of a radio station, that's your primary concern. It's over and over—the bottom line—how many dollars go out—and how many come in. If you're in a major market you may have a huge staff of people to make certain that it comes in. If you're in a secondary market you may do a little selling yourself. If you're in a small market that's all you think about—you have to do it.

The top 150 markets or so have the best chances at national buys of advertisers; that's a heavy part of their dollar. The higher up in markets and coverage they get, the more they rely on so-called national or product advertising. Most stations can't afford to have a salesman in New York, another in L.A., another in Detroit, and still another in Chicago to cover all of the agencies. So there are companies in these cities formed to do what they call "representing" the station to the advertiser or the advertising agency or both.

The rep company itself survives by having more than one station; therefore he makes a business out of representing several (more than 100 in a couple of cases) stations to the national buyer. There are probably more than 200 "Radio Reps" in the U.S. Largest of these is Katz and Blair. We took a few moments of Dave Klemm's time at Blair—a man who knows both the programming, the sales and the rep side of the job. Here's what he had to say about the "Rep" business and radio.

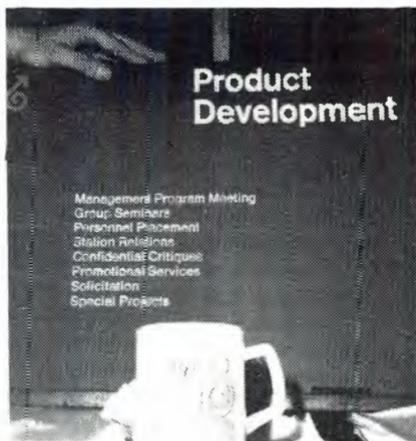
KLEMM: How a rep operates—first and above all, it is a sales organization—and it is in the business of selling advertising. For the purposes of this discussion, radio. Some are television only. Some are radio and television. In this case we're talking about Blair Radio; if we were talking about Blair and Co., we'd be talking about radio and television and graphics. Blair is one of the largest printers in America. Every American household will receive over 100 pieces of printed material by direct mail printed by Blair. So Blair is pretty substantial. We have approximately 300 employees in broadcasting; we have 10 offices around the country where the majority of national advertising is placed. National advertising is that advertising which is purchased in a center such as New York or Chicago in behalf of national clients where it is impractical for them to place their time locally. From their New York office let's say they can purchase advertising time for the rest of the country, and it would be both economically impractical for a station in Wichita, for example, to have sufficient salesmen to cover the major advertising centers, therefore they hire a rep who receives a commission of what he's sold. And the range of commission rates is probably somewhere between 10 and 15 per cent. And that is the only source of income the rep has—so the rep is out hustling time.

Now, some representatives offer additional services. They very often have a research department which interpolates the

ARB, the Pulse, the Hooper, the Trendex, or any qualitative research such as Frank Magid or any special project the stations have. Some reps have a promotion department that will assist the station in its own advertising to the trade; some reps may have what is called a media department to help plan campaigns for advertisers so that, as a national advertiser plans his campaign, the rep is in a position to work *with* the agency in those total plans. Some reps have a sales tools area and simply these are materials prepared describing the programming, the disc jockeys, the news department, the farm operation, and all of those aspects are often planned by reps.

So the salesmen from the rep have facts and information and they can give to the time buyer up-to-date information about the various stations around the country, both the stations the rep represents and also the competitive stations. So there are many resources at the rep that program directors, I think, could prevail upon. But, for reasons you're describing on the FTC or the FCC where the station may not feel comfortable calling—because in the case of the FTC or the FCC, the program director should think that's what the station's lawyer should be doing. There really would be an open line between program directors and reps.

A station gets a rep; really it's a process of elimination and of course, ideally, it's like trying to form a football team. You want to have the best team available. Certain reps have reputations, I suppose, exceeding the reputations of others, so very often, particularly in your larger markets, reps have contracts—generally it's a contract for a minimum of a year, but it can be longer term and of course the longevity factor comes into play. We have some stations that Blair has represented for over 30 years. We represent 65 AM and 35 FM and, as I explained earlier, the growth, the dollar comes in not adding stations—not having 500 stations but, in stations that have ranking. We kind of pride ourselves in representing a diversified kind of station. In other words, we have contemporary top forty, some progressive rock, country, MOR, standard. We have beautiful music stations and we think this is to our advantage because when an advertising agency announces they're going to have an advertising campaign, if a rep specializes in one field such as all news or top forty or what have you, certain reps may not be



The Big Rep...With Tools To Help

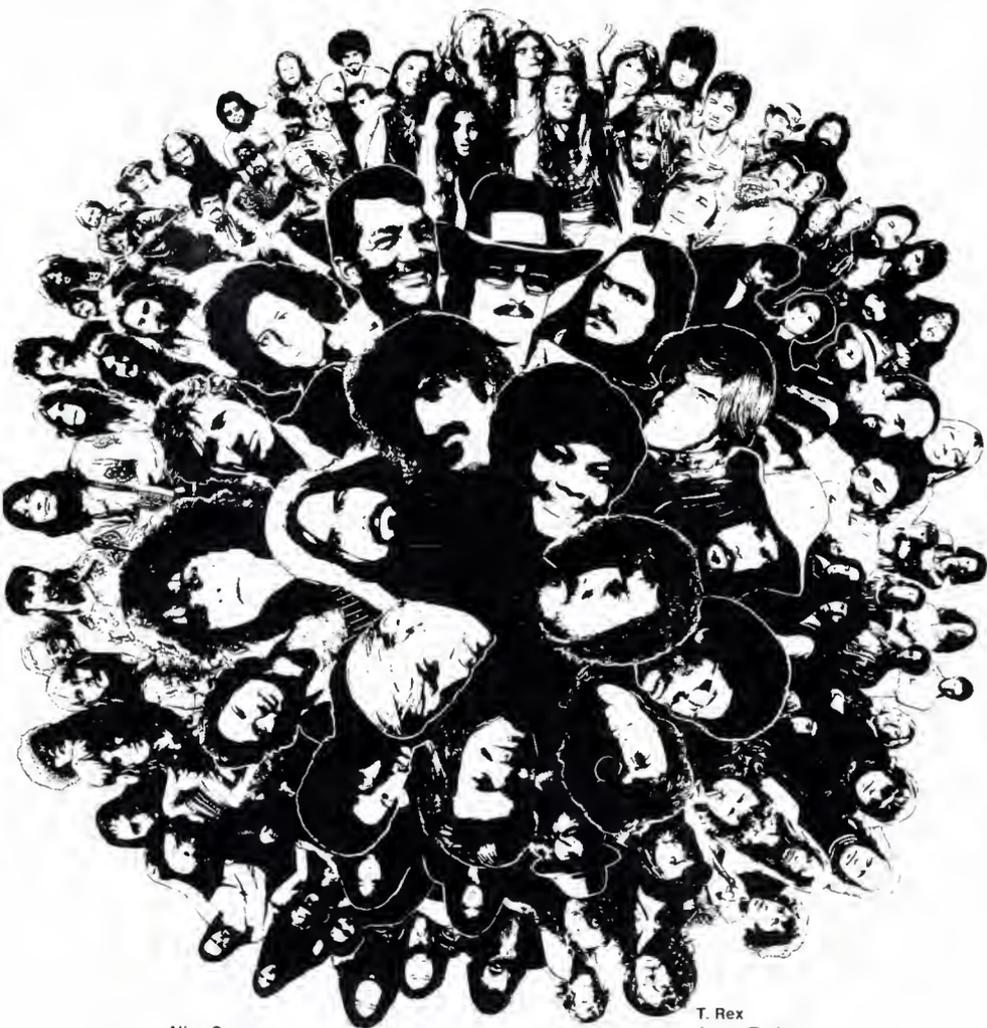
called to submit availabilities.

When you're at the station you have a different perspective, because you think the rep is out there day in and day out fighting for your station in Sheboygan. That's ideally the situation, but it's very difficult at the national level to talk about that one station in Sheboygan. He just won't see you. He's not interested. Therefore, we are very often in the rep business involved in pitching what we call plans or groups or networks or with one buy, one order, they're able to fulfill a significant portion of their marketing campaign so you may very well not be talking about one market, one station, but you might be talking of ten markets and 25 stations and that's the environment where the national rep really works most effectively.

Therefore our role is to create dollars on a larger scale than on an individual market basis. That doesn't mean we don't work on individual marketing problems. Let's say Sheboygan really hasn't had any national advertising for the last several years. Well, there are things that can be done to entice the national advertiser into Sheboygan. So the basic role is to sell to the national advertiser. The advertiser decides their strategy and then the rep tries to blend into whatever that strategy is and deliver the audience that will suit the advertiser.

**BLAIR—WITH ITS STATIONS AND ITS EMPLOYEES AND ITS KNOWLEDGE—A POWERFUL PART OF BROADCASTING 1973**

# What record company do these artists make?



Alice Cooper  
Beach Boys  
Black Sabbath  
Captain Beethart  
Tim Buckley  
Deep Purple  
Doobie Brothers  
Faces  
Fleetwood Mac

Grateful Dead  
Arlo Guthrie  
Herbie Hancock  
Gordon Lightfoot  
Malo  
Dean Martin  
Rod McKuen

Van Morrison  
Randy Newman  
Van Dyke Parks  
Pentangle  
Peter, Paul and Mary  
Seals and Crofts  
Joh<sup>n</sup> Sebastian

T. Rex  
James Taylor  
Allen Toussaint  
Tower of Power  
Jethro Tull  
Dionne Warwick  
Jimmy Webb  
Neil Young  
Youngbloods  
Frank Zappa

## DR. DEMBY

What then of Radio 1973...or 74...or 75, if you care to venture into the unknown that far? In asking for opinions of broadcasters as to their feelings of what radio would be in 1973, the answers were varied but took on certain patterns...There were those who said, "It will be more communicative and reflect the needs of the community"...A good many others felt radio would be "getting back to good old entertainment"...Other stations used the word "personality"...Radio will contain then, according to broadcasters themselves...more communication...more reflection...more entertainment and more personality in 1973.

There are (according to SRDS) 330 markets in the United States with a population of 50,000 or more. The "330th" is Casper, Wyoming. The City of Casper lists 3AM and 1FM station. Just how many markets there are with one, two or three radio stations is a task that would take longer than this book took to find out...so we'll let you do the counting.

At this writing in January of 1973, there are certain states of radio that we feel are important enough to end this section of the book with.

There are, first of all, about 7,500 radio stations on the air in the United States. The number of signals available to the human ear at any one place, at any one time varies from the hundred or so in Los Angeles and New York, to a portion of the desert where

but a lone Mexican station can be pulled in at night, to a high Sierra mountain top where there is no signal that can come in at certain times of the day.

There are two billion people in the United States for the 7,500 available signals...or the 100 if you please...or the one, if you wish.

There are no people in radio today (as a profession) that were in radio the day it began in 1920. There is no one in radio today that remembers when there was no radio. Therefore, in a sense we are all joiners. Radio has been a part of our existence, since we can remember...remember...anything.

As joiners we follow the procedures of joiners. There is within us all, something missing...we don't know what it was without radio.

True, a good many of us built our crystal sets and strained to hear that one signal come in. But if it didn't, you always walk in the next room and turned on father's big radio. We do not, nor can we ever know the anxiety, the long nights, the insanity that was felt by Guglielmo Marconi, Lee de Forrest, and Edwin Armstrong. They actually heard voice, broadcast through the air...a sound never before heard by anyone...ever.

Radio is a miracle. A miracle that we've forgotten...it's almost as normal and as taken for granted as the right hand that reaches to push the button. As a result, we

as broadcasters, tend to forget...what radio is...how does it work?...what is its purpose?...what relationship does it have with the ear that finally picks up the signal, and computes it through a maze of electronic brain wave networks to finally rest in a position where it is stored and/or used as energy to cause another non-radio action.

If I am a disc jockey, copywriter, program director, chief engineer, board engineer, newsman, radio station bookkeeper, office manager, station manager, sales manager, owner, FCC Commissioner, advertiser, janitor, time buyer, traffic director, consultant, jingle salesman, record producer, songwriter, promotion man, record company executive, store clerk, rack jobber, distributor, mailboy, or...listener...I have had an effect on what went through the microphone to the board...down under through the wires...around the tubes...and the amplifiers...and the equalizers...through the cables into and up through and out into the ionosphere.

Radio is the world...the world is radio...there is no way to stop it.

The FCC in 1934 tried to narrow it to what they called "community service."

"Community service" ...relative to what? "Non-community service?"

How much service to the community is enough?...and the answers of the Commissioners are "in math" 10%...5%...3%...6%...

Then I ask for a definition of "community"...and "service"...and finally the FCC's "mathematics."

Certainly it is apparent, how subjective are the rules of the FCC...the judgement of the Commission...is the Communications Act of 1973...the judgement of attorneys like Nick Johnson, accountants like Robert E. Lee...indeed by their very structure no matter how verbal they may be on socially significant subjects...they speak in..."mathematics" and "subjectivity"...

It is easy for us as private citizens to blame the government for just about whatever ills we may experience in our daily lives...we call our ills, "too much taxes"... "too much pressure"... "not enough money"... "air pollution"... "the war"... "too crowded"...the list is endless. Reeling still from the effects of the economy and pain of the thirties, our insecurity is great. President Franklin D. Roosevelt, stepped in then...and

saved us all... or possibly more directly saved our parents or our grandparents. But we still pay for the attitudes of our parents toward the government! We have been, and still are, waiting for them to take care of us...keep us out of another "depression." We are waiting for them to solve our air pollution...our war...our too little money. We will wait forever. They cannot solve it. The government of the United States, according to the pledge of allegiance is under God, whoever that might be. So, if we're to blame our ills on something...or someone...and get angry at it or him for not taking care of business, by not making me feel great and smily all day, then let us blame it on whatever our perception of God is all about. The job of this world is too great for the individuals called government employees to take care of.

Therefore if our God, or our government or our teachers or our parents are not going to end whatever pain...or happiness...or anxiety I face each day...then perhaps I will realize, by getting tired enough of waiting that there is only one hope left...and that is me. "Every man has his price"...can more clearly be stated, "Every man has his saturation point."

If there is a trend in radio today...it is apparent that it is the same trend that exists in every business in the world...We have been given hope...Our hope has come in realizing that we, indeed, are our own gods...and if there be a problem to solve...if there be a pain that must be ended...or a depression that must be stopped...it will only be...and more importantly it can be.

When you are a disc jockey or engineer of whatever in a little one station town in Tennessee, you convince yourself that everybody else in the world knows more about radio than you. Certainly the guys in Nashville...it is here at this initial convincing that you make a decision...one...to either find out...or two...to fake it, that you know. Both paths are difficult...the second is most difficult.

In 1973 in the small stations of America, because of the increased communication on every level, we are beginning to realize that we can indeed find out...(1) how to enjoy our own life, (2) how to get people to listen and like our radio station and (3) enjoy our own lives.

It has come with the knowledge of what radio is. Radio is simply and easily a

speaker, a process, and a listener.

If we are to realize our needed knowledge of broadcasting, we must then, understand...truly understand...all three elements.

What is radio?

Through all of the abilities to understand the circuitry...the bill procedures...the way to get your voice lower, the way a record is put on a turntable...the things not to say to the manager... and the things not to say to employees...radio ultimately is totally dependent on the response of "the listener." The ability to give the listener what he wants to hear is dependent on the success of every radio station (or other business, for that matter) in the United States.

The ultimate question then, whether it be one of the 250 markets or so, where ratings are taken by an organized service...or the tons of other markets where ratings are generally released once a month by the local banker...is..."What does the listener want to hear?...which ultimately comes down to..."Who is the listener?" What are his habits...what makes him turn on the radio and listen to my station for a long period of time? In days past the answer, though it be important was not as crucial. William B. Ray of the FCC believes that "there have been too many licenses issued...Broadcasters are having a tough time making it." Still another national official feels that the economic situation will reach such a saturation point that we will see many "stations go off the air...just simply stop broadcasting in 1973."

The extreme of a radio station in a major market that "lives and dies" by the ratings (some ARB books mean millions of dollars in added or lost revenue) is the one station market with a population of less than 10,000. Here there are no ARB's and Pulses. His problem is the same as his major market counterpart. He needs to see black on the P&L at the end of the month. In days past he has been able to, because of a relationship, or good selling go to an advertiser and \$100 or \$200 a shot, that added up enough to make his station pay. Numbers of listeners were secondary to good salesmanship.

While this is still true in those markets today, it is less true. There is a general tightening of economy continuing...there are, through increased communication and travel and the secondary results of these a tremendous increased knowledge...of

everything. "People aren't as dumb as they used to be, and never were"...Will Rogers. The advertiser, whether he be BBD&O or Johnny's Used Cars demands results...and he always has...but now we're just beginning to notice it.

It's more than just increased awareness...it's also increased signals. 7,500 radio stations in 50 states, broadcasting to almost twice as many available radios as there are people. Radio sets can go in your pocket or even on a key ring. They wake you up...and put you to sleep...they're your best friend, when you're alone. They're on in the store...in the car...in the office...in the street...RAB's campaign of the middle sixties..."Radio, the Constant Companion" is far more true today than it was even then.

FM radio's growth...not only in number of stations but likewise with the ruling of the FCC against simulcasting has thrown the broadcast industry into a new era...

It's a fact. That human being that we depend on solely for support of our signal has multi-choices as to what to do with his time...not only television...but other radio stations...more magazines...easier access to books...to pamphlets...and finally access to the experience itself...first hand information...Unlike the days of old, we can now not only read about Paris, we can experience it. We cannot only hear of the "golden voice of Jenny Lynn" we can turn her counterpart on, any time we wish...or wait but a few days and go down to the local concert hall and see her ourselves. Radio then must compete with it all. Radio 1973 means simply increased competition. If there be stations that go off the air, then they will be stations that refused to spend the time, to find the right methodology, to understand the listener and give him what he wanted from radio.

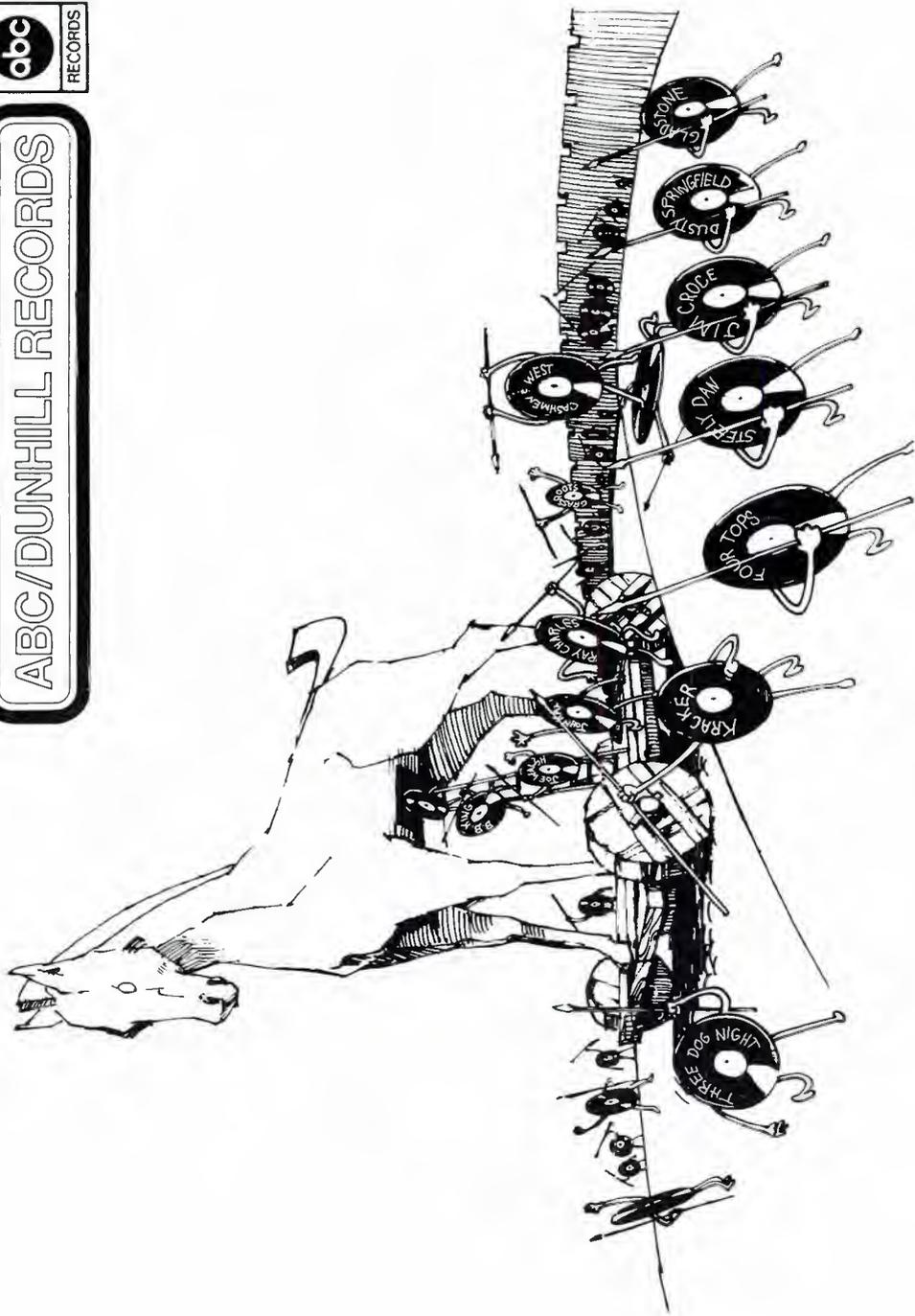
Radio 1973 means simply, increased competition to find out who the listener is. It is too late to pretend we know about radio...it is time only to know...

Our answer is to find out...to search...and research...and there-in lies the obvious key-word...proper searching...proper searching again...research.

In a non-exclusive business like radio where three men may sell, broadcast, write copy and collect the billing, there is no room for a professional researcher, either part time or full time. The programmer...then must be his own researcher. Gone are the days of subjective



ABC/DUNHILL RECORDS



entertaining. We must now hear, before we speak...they have the button...they can push it whenever they wish.

Market research must be a part of the vocabulary of every radio station programmer that wishes to remain a radio station programmer...It has always been apparent...It was extremely apparent in 1972...It will be more apparent in 1973. Life Magazine has already died a death caused by the availability of other past times to an audience that was looking for the most reliable uses of time it could find. Why read a generalized accounting of the war in Vietnam, when all the other methods of communication were available on a more specific basis...magazines for Blacks...magazines for women...magazines for boys...for teens...for intellectuals...for truck drivers...magazines on psychology...on electronics...the reliability, capability of the environment is now past the surface generalized capabilities of Life Magazine...

Fractionalization of audience is apparent...there are more signals...therefore there is more of a choice to find one that relates to each listener's specific needs. The success of ABC-FM, and Schulke's beautiful music formats the growth of FM listenership and the success of those stations that programmed utilizing research were not the only stories of 1972...but they were the biggest.

Both Schulke and ABC-FM utilized the increased number of FM receivers along with two other important elements...the better quality of FM programming...and the increased knowledge of the listener's needs and consequently giving it to him. Both formats related to more listeners, better.

Research methodologies can be done in many different ways...the methods of ARB, Pulse, Hooper and Trendex are unique in their own right. If they are not available then perhaps you conduct your own survey...or even if they are available you conduct your own survey...you may use a few women in your community to make some phone calls and ask some specific questions. One of your more energetic disc jockeys may go out on the street with a tape recorder and ask people what they listen to...and why...You may utilize the request phone to find out not only what music the listener listens to but also how old he is...what sex...maybe even what color...These are called "demographics." "Demography" is defined in Henry Pratt

Fairchild's, Dictionary of Sociology as "The statistical analysis and description of population aggregates, with reference to distribution, vital statistics, age, sex, and civil status, either at a given time, or over time." Both ARB and Pulse break down their statistics into "demographics" and today even the most unsophisticated time buyer, figures "cost-per-thousand" (how much does it cost me to reach the number of listeners you say I'll reach) utilizing "demographics"... "We want to hit the 18-24 age group with this spot"... and they design the commercial specifically for that age group...simple as that.

In defining the listener then, is it enough for us to know what sex...what age...and what socio-economic category (there are six, according to Lloyd Warner in his book Social Class in America)... The 30-year old man, who lives in Dallas, Texas makes \$10,000 a year...what can I put on my radio station that will make him listen. In 1973, he may work at a factory...an insurance company...or not at all...He may talk with a Southern drawl or perfect English...He may wear a cowboy hat or long hair and blue jeans...He may drive a convertible or a pick-up truck. It is the continued need to understand the individual that prompted Dr. Emanuel Denby, a psychologist from New York to adopt an added or new, if you please, method of research he calls "psychographics." its story is like manna from heaven for the struggling radio station programmer and manager...Dr. Denby is chairman of the board of motivational Programmers, Inc. and a director of the research center, College of Business Administration, Fairleigh Dickinson University. He has pioneered in developing quantitative methods for testing qualitative findings and is considered to be a father of "psychographics." He is a member of the Board of Directors of the New York Chapter of the American Marketing Association and the Chairman of the International Marketing Division. For a number of years, Dr. Denby was editor of the Newsletter of the World Association for Public Opinion Research and has been a frequent presenter of professional papers before WAPOR, the American Association for Public Opinion Research, the American Statistical Association and the American Marketing Association. He was active for a number of years in international affairs as an adviser to the Representative Democratic

Council of South Korea, from which the first government of the Republic of Korea was formed, and as an adviser to the Phillipine government. Among Dr. Denby's books are "My Forty Year Fight for Korea" and "Indonesia." Dr. Denby said in a speech at the Americana Hotel back in March of 1970..."somehow the impression has been growing that the Age of Demographics is dead and that we are now entering the Age of Psychographics."

The attitude of at least a significant number of programmers toward even "demographics" (and apparently research in general was echoed a few weeks ago in the Bill Gavin Report.

In his review of specific record he stated "Let's forget about this 'Demographic' nonsense."

Denby agrees... but from the opposite end of the spectrum. At a time when some broadcast programmers talk about a return to "personality and entertainment" Denby explains..."People in radio have really not spent the money they ought to have spent in developing an understanding of the medium...what they have tried to do, and have done quite successfully is to show the size of the audience...a lot of good work to show the demographics of the audience but they have ignored the psychographics of the audience...basically, because it means a change in the way they do research. It means climbing on a new level of research. They've had prosperity, thank God but I think they ought to be aware that prosperity is a passing kind of thing."

Denby is no stranger to radio...he worked his way through college as a writer, and a producer in radio...back in 1936 he was with WMCA in New York, then moving to WHN and finally working with the old Phillip Morris Show and another show called "Gangbusters."

"Radio" says Denby..."I have a particularly close feeling for the radio medium...but I've also watched radio ignore its opportunities and I'm watching radio today, in its period of prosperity (and a deserved prosperity), not taking advantage of its good position to reinforce what radio is, and how to move radio ahead. What are the unsatisfied needs of the radio audience? What are the new things, that radio can do? Through psychographic research radio can learn that. You're going to get your demographics...but more importantly you're going to learn what role radio plays in the

lives of people."

Today among Denby's clients are such notables as IBM, The National Broadcasting Co., General Foods, Miles Laboratories, American Motors Corporation, Pepsi Cola and most recently he's been employed to do a study for the Radio Advertising Bureau.

"The listener is probably looking for a variety of things when he turns on the radio" Denby continued in a discussion in his New York office, the first of January. "I think for one he's looking for some form of identification...now the identification may be with someone like himself, it may be identification with someone who's better than himself or identification with someone lesser than himself. It depends on psychographics of the individual. There's room for each of these types of identification in radio and you have it today too. You're looking for someone to take you out of where you are. You're looking for somebody to give you a new experience. Because after all what is "entertainment?" Entertainment is not some sort of vague way of making people happy. Entertainment is a specific...it's a specific way for people to learn about the world around them. Listen to the lyrics of songs...songs teach you how to make love...songs teach you how to do your job...songs teach you how to get along with people. Humor is the same thing. Humor teaches you how not to do certain things. I think at the bottom of it all, if we understand it, entertainment is in effect a palatable way of getting lessons in living. Then we can begin to understand why some things are successful in the entertainment world and others are not."

At the 1972 International Conference of the American Marketing Association in New York Denby explained the history behind his development of "Psychographic" research.

His first influence was a researcher named Paul Lazarsfeld, who, in 1935 suggested that the study of consumer behavior ought to measure three critical variables...Today these variables are the objectives of psychographic research...

1. The predisposition of the consumer to take specific marketing actions;
2. The influences that stimulate behavior;
3. The consumer's perception of product attributes.

Yet, Denby explained. "unfortunately,

for the next generation or so, the major thrust of marketing research was to move in a more straight-forward direction, reporting what people buy and their demographics (sex, age, socio-economic class)." He continued..."By the 1940's and early 50's, Ernest Dichter penetrated the predisposition variable by suggesting that predisposition was related to the consumer's emotional needs. There was little effort to test this hypothesis on large samples of the population, but it is likely that his work led many of us to introduce brand image and self-concept variables into quantitative research. He made a number of memorable creative contributions, one of which improved automobile advertising immensely. He suggested that the convertible automobile was much like a blonde mistress. Both attract attention and increase one's self-esteem. This led to greater promotional emphasis on convertibles and sporty cars even though their sales volume warranted much less advertising and display."

In the 1950's Denby did a study for a contact lens manufacturer, introducing some questions which asked respondents "whether they felt they were on their way up in life, whether they felt they had reached what they had hoped for in life, or whether life was not as good for them today as it once had been. Denby found out two things from this research:

1. Self concept — I deserve the best census do not deserve the best;
2. Level of expectation — I will be better off in the years to come, so why not feel better off today.

In 1962, Time Magazine financed a study on these ideas and in 1968 the first large scale psychographic study was done for Holiday Magazine. Denby explained more...

"Basically I like to think of psychographics as the new demographics...and the reason that we need the new demographics, is that, so many people today earn over \$10,000 a year for example; at one time...let's take back into the early 50's...only 5% of the US population earned over \$10,000 a year. Today a third of the US population earns over \$10,000 a year. Now when you begin getting that kind of homogeneity (I looked it up... "The same in structure...quality, etc. similar or identical") in the population you're demographics really don't

differentiate well enough. Another thing too is that we have been so much exposed to new life styles, people are probably more than ever living better, our expectation of what we can get out of life. For example you said, "Why not just get on a plane and fly out?" Twenty years ago that would have been a crazy statement on your part and I would have laughed. But really as you said, "get on a plane and fly out," I said..."Hmmm, maybe I could." I've got a credit card...all I have to do is go to the airport and give the guy my card...and I'm on a plane. So, that we have really entered a whole new way of life, which the demographics can no longer explain and can no longer, give us differences between people. Other people in my income category live quite differently, from the way I live. So we need a better way of dividing the market place into prospects and into none prospects. And I think radio in particular has suffered...because, radio research to a large extent over the last generation or so, has been demographic research, which hasn't really shown where radio might be superior to other medium for specific reasons...That each medium, television, radio, gamazines, newspapers, has its own reason for being...has its own reason why it is patronized. Until you get to understand the "why" and the "why" is explained through psychographics, you really don't understand why you ought to buy time on radio. We're basically buying numbers. But numbers don't explain the differences between people...and don't explain something that I feel is very very critical...and that is that people don't just listen to radio. People do watch television, people do read newspapers, people do read magazines, but they don't just listen to radio. Matter to fact there is some research that I'm working on now that I hope in the next six months or so, will be able to prove this particular point. I've done some preliminary work on it. People work and live in an environment of radio. How else are going to explain "all news" radio, with people listening to the same news, hour in and hour out. They're living within a news environment. How are you going to explain people who have the radio on with whatever type of music for hours on end, but are engaged in other activity. And how are you going to explain that the information (by that I mean...news...commercials, etc.) does goet through to people, even though it is an

environment and not simply a medium that people are tuned into for a specific purpose. Now, what we've got to begin to understand is the function that radio has in the life style of individuals...what function radio performs for the self concept of individuals...when we get to understand this we'll get two things out of this information...(1) we will get to understand the audience better and we'll have more reasons why we want to buy radio...secondly and I think just as critical...we'll have information that we can give to the creative people to teach them how to communicate better with the people that are listening to radio. We don't have enough explanatory information about the people who are in the radio audience and what they are in radio for. We did a very interesting study for Westinghouse Broadcasting on department store shopping...What we did was to divide the radio audience into groups...one group we called the "creative" consumers and the other we called the "passive consumer."

We will take time out here before Dr. Denby goes on with his discussion to explain his use of those terms. In an article for *Psychology Today Magazine*, last April Denby explained...“In a very early study on lifestyles (when \$7,000 was a critical income break), I found that persons have very different attitudes about the amount of money they earn. Some persons earning \$7,000 a year were on the way up. They said that they expected to be earning much more in the next 10 years...and they spent as though they were already doing so. Other persons earning \$7,000 a year thought that they had reached the pinnacle of their earning power. Still others, who had once earned more, saw the \$7,000 level as a step down. These different attitudes toward income obviously affected purchasing behavior. Self confidence is like a psychological credit card. Demographic measures that treat income as an absolute, rather than as a relative factor, can neither detect this attitude nor predict the behavior it produces. In the same study, I noticed that education had a powerful but ambiguous effect on purchasing behavior. College graduates with active interest in the arts seemed to own more new electrical appliances than college graduates who had no interest in the arts. These findings led me to suspect that the degree to which an individual can visualize experiences beyond

his immediate environment might affect his life style and purchasing behavior. I described this use of a person's imagination as his level of expectation...the ability to anticipate and integrate different products into his life style. The individual who mentally rehearses new ways of living would be better prepared for new products and services. Indeed, subsequent research revealed that among persons with high incomes, college educations, and managerial and professional jobs, there are certain persons who tend to be first with new cars, new foods, and new appliances. This vanguard lives on the edge of change; in effect they create the economy of the country. The Joneses are alive and well and on the rise in middle class America, and they are being kept up with. Creative consumers...as we called such people...seem to have definite psychological traits and social attitudes. As a rule, they are deeply involved in the world around them. They read more magazines than their neighbors do, entertain more frequently and are more liberal in their politics. Creative consumers describe themselves as innovative, progressive, imaginative, foresighted, sociable and responsible.

These studies also revealed a segment of the population...passive consumers (we call them) who are the reverse of the creative consumers. They tend to buy fewer products. They are less involved in political and civic activities...they read fewer magazines and go out to restaurants and movies less frequently but they watch more television. They describe themselves as cooperative, steady, good natured, reliable, self controlled, patient stable and reserved.

Asked what were their chances of moving up in their companies during the next 12 months, nearly half of the creative group said that they were very good or excellent. Only a third of the passive group thought so.”

In searching for the creative or the passive consumer Dr. Denby, “found that we were dealing with 10 factors that help distinguish the creative consumer from the passive consumer. They are (1) convenience appliances (2) home entertainment (3) active pleasure seeking (4) taste in cars (5) intellectual activities (6) antiwar sentiments (7) political activity (8) child orientation (9) spectator sports interest and (10) solitary activity.” Hence we have creative...and passive...Dr. Denby continued in our

discussion...

"Then in this research for Westinghouse we examined the shopping habits of the creative and the passive...and what we found were that on Monday, on Tuesday, on Wednesday, on Thursday and Friday, the creative consumer was much more likely to shop the department stores than the passives. Only on Saturday did creative and passives shop department stores equally. That's a very important piece of information. That means that if I want to reach the creative consumers, who are the people who spend more money when they shop, regardless of their demographic background, that I have a good chance of hitting these people Monday through Friday...on Saturday I can hit everybody. What this means is then, that I can buy time through the days of the week and know what kinds of people I'm hitting...I know what kind of merchandise I can sell. I know for example if I want to sell a new product...a new appliance...if I want to sell something more interesting in terms of fashion, that the creatives are the ones I have to hit. I can then gear my Monday through Friday commercials for these creative consumers, for these people who are looking for new ideas, who are attracted to new things. The passives are much less attracted to the idea of buying something new. For these people I'll save my weekend advertising.

Creative and passive...that's one type of classification. Basically, if one were to go beyond these words that are after all just terms that we have developed. What we're really talking about is that there is a group of the population, who look inward, who would rather be alone than be with other people (I don't mean actually alone)...but given a choice of activities within the home. Creative consumers are more likely to go out on Saturday night...they are more likely to be people who travel a good deal on their vacation...either by plane or by car. There are indeed different levels of each of these two groups...absolutely...of course...and they also will affect different categories differently. That's why I'm just using it as a generalization. But when you look at specific product category it begins to shift and change, so you must look at them, not only by the overall classification of creatives and passives, but as the psychographics affect a particular product category...this type of information is urgently needed by

radio. The magazines are more likely to have this type of information. Because they've spent the money to get it. Regionalism of course will affect psychographics. You'll have in different parts of the country different uses of radio. The demographics will affect your psychographics too, in the terms of the size of the psychographic units, that you're looking at. These things have to be taken into consideration when you do psychographic research."

If this information were not enough Denby dealt with the "new" generation in an Advertising Age Seminar back in 1969.

"We have been celebrating the increasingly youthful profile of the country, but media research has largely neglected to include youth's frame of reference in the interviewing instruments. Many of the under 25's have far different values and goals from their elders. We can see this from the way they invest their time in media and their money in products.

They have virtually created a new medium...the underground press, some sectors of which are fast emerging as stable components of our channels of communications...and at least two of the nation's major magazines owe their growing profitability to this youth market.

Their impact on the music industry, tape recorders, stereo and the leisure industries has been enormous.

Their eagerness to experiment with the new may be the key dynamic which will support the outpouring of new convenience foods, new appliances, new housing developments, new automobiles, and even new media.

Yet, when young people show up on media profiles as part of an age and education curve, we can barely discern them as a new breed. A good part of their activities remains hidden because of our traditional approach to audience measurement.

From a practical point of view, this gap, between what media research does and where the new generation is at, increases the risk that wrong media assumptions may be made about millions of young men and women about to buy their first car, establish their first home and have their first child.

Media research is too often the mirror of yesterday and not often enough the sounding board of today and the predictor of tomorrow."

While it may seem that we have spent