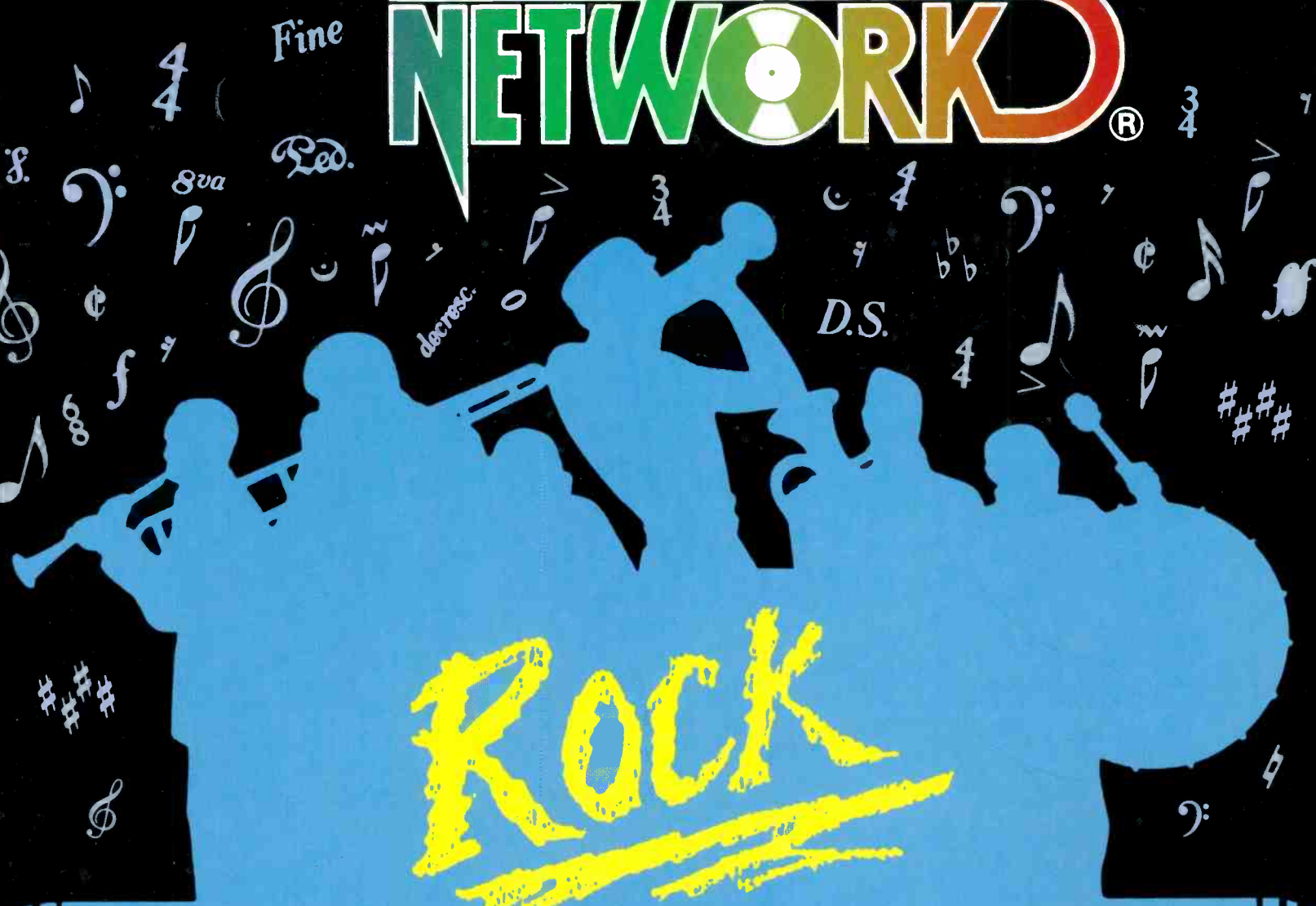


*The*  
**ALBUM**  
**NETWORK**®



**Rock**

**RADIO '89**

**NEW ORLEANS**  
**SEPTEMBER 13-16, 1989**  
National Association of Broadcasters





# The Class Of '89...



**TINA TURNER**

New Pop Hit: "The Best"  
New Rock Track: "Undercover Agent"  
New LP: Foreign Affair



**PAUL McCARTNEY**

Current Single: "This One"  
Gold LP: Flowers In The Dirt  
World Tour Beginning Soon!



**GREAT WHITE**

New Single: "The Angel Song"  
Current LP: Twice Shy...  
Nearly Platinum!



**JOE COCKER**

New Single: "When The Night Comes"  
New LP: One Night Of Sin  
U.S. Tour... Now!



**BONNIE RAITT**

Current Single: "Nick Of Time"  
Platinum Bound LP: Nick Of Time  
On Tour... Forever!



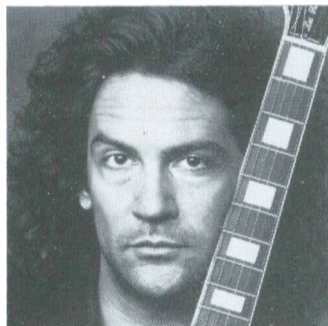
**QUEEN**

New Multi-Format Single "Scandal"  
Gold LP: The Miracle



**DOOBIE BROTHERS**

New Single "One Chain"  
Platinum LP: Cycles  
Major Venue Tour!



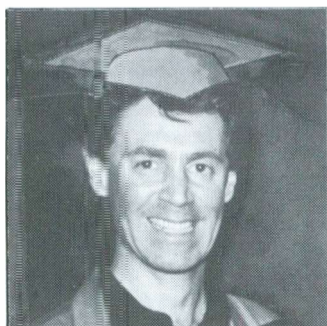
**BILLY SQUIER**

New LP: Hear & Now  
Includes The Rock Hits:  
"Don't Say You Love Me"  
"Tied Up"

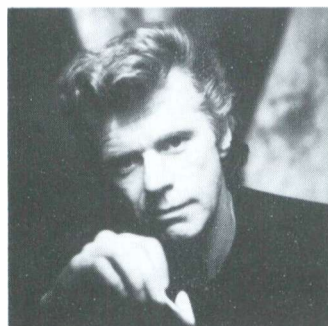


**MOLLY HATCHET**

Label Debut: Lightning  
Strikes Twice  
Includes The Rock Hit:  
"There Goes The Neighborhood"

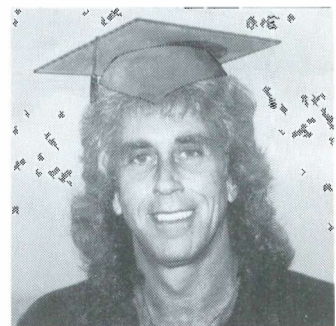


**RAY TUSKEN**



**DAVE EDMUNDS**

Label Debut: Closer To The Flame  
Includes The Forthcoming Single:  
"King Of Love"



**JEFF SHANE**

**... Voted Most Likely To Succeed!**

# Album Network & Rock Radio: **WDHA 105.5** Showcasing The Best New Rock "New Jersey's Best Rock"

For eleven years now, Album Network has strived to bring the broadcast and recording industry together on a weekly basis by sharing information, expressing our passion for great music, and always presenting the clearest picture available to radio programmers, record and retail executives and a vast number of industry professionals. Since we're heading into a new decade, we felt this year's NAB convention would be a great opportunity to showcase the wonderful broadcast facilities we have the pleasure of doing business with each week.

We hope this profile of our Rock Radio, Expanding Universe and Rock40 contributors will give you a better in-depth analysis of what our radio reporters are all about. With the 90s upon us, we're toasting radio, in hopes that our affiliates will continue to be entertaining, innovative, and to always serve the public to the best of their abilities.

Thanks to all who took the time to make sure our efforts in publishing this special edition would result in something very worthwhile to you who are holding it in your hands today...bon temps roulez!

Tommy Nast Vice President, Radio

## **NEW YORK Region**

### **WNEW FM 102.7**

#### **"The Place Where Rock Lives"**

655 3rd Avenue  
New York, NY 10017  
(212) 286-1027  
FAX: (212) 867-3533



**Years In Rock Format:** 22

**Key Contacts:**

Station Manager/Ted Utz  
Operations Manager/Scott Muni  
Program Director/Dave Logan  
Music Director/Lorraine Caruso  
Promotion Director/Neil Barry  
National Rep/Katz Radio

**Markets Serviced:** New York

**Programming Strategy:** Broad based Album Oriented Radio!

**Special Programming:** "Things From England," ahrs Friday 4-5pm, featuring latest releases from England, contact Scott Muni. "Saturday Morning Sixties," ahrs Saturday 8-11am, features special interviews and flashbacks from our history, contact Pete Fornatale. "Mixed Bag," ahrs Sunday 8-11am, contact Pete Fornatale.

**Music Call Hours:** Mondays-Fridays 11am-4pm

**Community Concerns:** Annual Hungerthon special every November in association with World Hunger Year and UNICEF, annual Christmas Concert for children with Cerebral Palsy, T.J. Martell Foundation, also active on monthly basis with local charities.

**Biggest/Best Promotions:** In 1979 we presented the largest free concert in New York's history with Elton John.

**Dirtiest Trick Ever Played On A Competitor:** In 1981, we were waiting for the new Rolling Stones album, "Tattoo You." As a goof, Scott Muni played the old B-side chestnut "2120 Michigan Avenue" and touted it as an instrumental from the new album. All the CHRs in town went nuts and began calling Atlantic Records to complain about preferential treatment for WNEW-FM. Larry Berger was the most vocal and enjoyed the most laughter at his expense. WPLJ even taped the song in an attempt to air it as not to be "scooped."

### **WBAB 102.3**

#### **"Long Island's Home Of Rock N Roll"**

235 Route 109  
West Babylon, NY 11704  
(516) 587-1023  
FAX: (516) 587-1282

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Tony Michaels  
Program Director/Jeff Levine  
VP/Programming/Bob Buchman  
Music Director/Ralph Tortora  
National Rep/Major Market Radio Sales

**Markets Serviced:** Long Island, New York

**Programming Strategy:** Broad based, 18-34, WBAB caters to the Long Island market.

**Special Programming:** "Friday Afternoon Happy Hour," "Finger's Metal Shop" ahrs on Sunday at 11pm. "Moon Train Jazz" ahrs on Thursday from Midnight until 2am and is hosted by Jerry Martire.

**Music Call Hours:** Anytime after 3pm

**Community Concerns:** March Of Dimes, "Charity Begins At Home," an organization formed by Billy Joel about 12 years ago to benefit Long Island local charities. From December 26-30, WBAB broadcasts live for 102 hours with one air personality garnering money for a rock marathon. The money goes to a local charity.

**Biggest/Best Promotions:** WBAB co-sponsors Jones Beach Concert Series.

**Comments:** WBAB continues to be the #1 rock radio station on Long Island for six straight years. The station dominates the local and New York competition on the Island.

### **WDHA 105.5**

#### **"New Jersey's Best Rock"**

419 Route 10  
Dover, NJ 07801  
(201) 328-1055  
FAX: (201) 328-0531

**Years In Rock Format:** 15

**Key Contacts:**

General Manager/Robert Linder  
Program Director/Andy Dean  
National Rep/H. E. Groskin & Associates

**Markets Serviced:** Northern New Jersey

**Programming Strategy:** Playing the widest musical variety. Playing new music first with a heavy emphasis on current material and a somewhat alternative edge. Targets 18-44

**Special Programming:** "Metal Mania" Friday nights. Contact Cheryl Richard. "Rockin' the Blues" Sundays. Contact Vic Porcelli. Four hour jazz show on Sundays. Contact John Markham. "Virgin Vinyl" show features new releases Monday nights at midnight. "Ladies Night" features female artists and female-oriented promotions Wednesday at 8pm.

**Music Call Hours:** Wednesdays and Thursdays 10am-5pm

**Community Concerns:** Christmas Salvation Army promotion. Also sold condoms at the station to raise money for AIDS research. Co-promote blood drives with local hospitals.

**Biggest/Best Promotions:** "Jersey Giant" custom condoms. Regular condoms packaged in custom package, sporting station logo. Sold over 500 in less than three weeks. Promoting safe sex and raising money for AIDS research.

### **WRCN 103.9**

#### **"Rockin' Into The 90's"**

72 W Main Street  
Riverhead, NY 11901  
(516) 727-1570  
FAX: (516) 727-8629

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Alan Kronzek  
Program Director/Tom Calderone  
Promotion/Marketing Director/Teresa Beyer

**Markets Serviced:** Long Island

**Programming Strategy:** Target - Men 18-35; Rock 'n roll radio station reflecting Long Island lifestyle, emphasis on classics and cutting edge material.

**Special Programming:** "Scoberlaypigglety," a new music show, hosted by Tom Calderone.

**Music Call Hours:** Thursday 2:30-5:30pm, Friday 2-3pm

**Community Concerns:** Coats For Kids. AIDS Walk. Safe Halloween Candy promotions. 24 hour Community Hotline.

**Biggest/Best Promotions:** Contest for paying people's rent/mortgage for a year.

**Dirtiest Trick Ever Played On A Competitor:** Banner contest at a competitor's contest that went over so well it interfered with the competition's onstage time.

**Comments:** For a mainstream album rocker, we have a pretty well-rounded playlist, and keep a good handle on both traditional releases as well as modern...with the highest ratings the station has had for the past four years.

### **WXRK 92.3**

#### **"92 Three K Rock"**

600 Madison Avenue  
New York, NY 10022  
(212) 750-0550  
FAX: (212) 888-2959

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Tom Chiusano  
Program Director/Mark Chernoff  
Assistant Program Director/Robert Benjamin  
Promotion Director/Sharon Rosenbush  
National Rep/Torbet Radio

**Markets Serviced:** New York City

**Programming Strategy:** Classic rock.

**Music Call Hours:** Mondays-Thursday 9am-5pm

**Community Concerns:** Various charities, we are very community oriented.

**Biggest/Best Promotions:** \$25,000 prize for the listener who best displays the WXRK logo.



Howard Stern All Morning  
Classic Rock & Roll All Day



# STEVE JONES

NEVER MIND THE BALLADS...

STEVE JONES ROCKS WITH

## FREEDOM FIGHTER

THE FIRST RELEASE FROM

STEVE'S NEW ALBUM

FIRE AND GASOLINE

### THERE'S ALREADY FREEDOM AT:

WBCN	WHJY	WKLS
KTXQ	KZEW	WSHE
KISS	WYNF	WLVQ
WFBQ	WLZR	WQFM
KGON	KRXQ	KOME
KISW	KUPD	

PRODUCED BY · MARK DEARNLEY

MANAGEMENT · ANITA CAMARATA AND DANNY GOLDBERG  
FOR GOLD MOUNTAIN ENTERTAINMENT

**MCA**

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Gold Mountain

**WZXL 100.7****"South Jersey's Rock N Roll"**

3010 New Jersey Ave  
Wildwood, NJ 08260  
(609) 522-1416  
FAX: (609) 729-9264

**WZXL** 100.7 FM**Years In Rock Format:** 3**Key Contacts:**

General Manager/Ray Martin  
Program Director/Barbara Voight  
Assistant Program Director/Mike Ondayko  
National Rep/Durpetti & Associates

**Markets Serviced:** Atlantic City/South Jersey**Programming Strategy:** Targets 18-49 via adult rock**Special Programming:** "South Jersey's Own" featuring local music on the last Sunday of each month. "Peaceful Easy Feelings" Sunday morning acoustic show. Contact Gene Godfrey.**Music Call Hours:** Mondays and Fridays 11am-2pm**Community Concerns:** Associated with MS "Ugly Bartender" contest.

"Save The Waves" surfing competition. Work with food bank, United Way and Big Brother/Big Sister.

**Biggest/Best Promotions:** Rolling Stones mega road trip. Four busloads of listeners got a chance to see the Stones in Philadelphia.**WDRE 92.7****"92.7 WDRE New York's New Music"**

1600 Stewart Ave  
Westbury, NY 11590  
(516) 832-9400  
FAX: (516) 832-9414

**92.7 WDRE****Reports To Album Network "Expanding Universe"****Years In Rock Format:** 8**Key Contacts:**

General Manager/Abe Goren  
Program Director/Denis McNamara  
Music Directors/Malibu Sue-Robert Greenbaum  
Promotion Director/Jocelyn Taub  
National Rep/Katz

**Markets Serviced:** New York Metropolitan Area**Programming Strategy:** Targets 18-34 with a unique blend of alternative music.**Special Programming:** "Shreeeek Party," search for the best new song of the week as voted by the listeners.**Music Call Hours:** Tuesday thru Friday**Community Concerns:** Various and constant.**Biggest/Best Promotions:** Took listeners backstage to see the Cure at Giants Stadium. Currently giving away a Nissan 240SX. September 27th has been declared "Official WDRE Day." Also promotes free concerts including shows by the Pixies and Hoodoo Gurus.**Comments:** Compared to us, everything else is just regular radio!**WHTG 106.3****"FM 106.3 Your Rock Alternative"**

1129 Hope Rd  
Asbury Park, NJ 07712  
(201) 542-1410

**Reports To Album Network "Expanding Universe"****Years In Rock Format:** 6**Key Contacts:**

General Manager/Faye Gade  
Program Director/Rich Robinson  
Music Director/Chopper  
Promotion Director/Chris Kelly  
National Rep/Katz

**Markets Serviced:** Monmouth Ocean/New York Metro**Programming Strategy:** 18-44 Adults. A real Rock N Roll Radio Station (Alternative Based). What Album Radio was 20 years ago and we feel still should be today.**Music Call Hours:** Anytime**Community Concerns:** Save Our Shores, Clean Ocean Action, MDA and Make A Wish Foundation are the organizations we worked closest with.**Biggest/Best Promotions:** Recent Who Ticket Giveaway to see Tommy in Los Angeles. Recently nominated as one of the Top 5 Rock Radio Stations in the country (Billboard).**BOSTON Region****WAAF 107.3****"Non-Stop Rock"**

19 Norwich Street  
Worcester, MA 01608  
(508) 752-5611  
FAX: (508) 795-1073

**Years In Rock Format:** 21**Key Contacts:**

General Manager/John Sutherland  
Assistant PD/MD/Rick MacKenzie  
Promotion Director/Ron Valeri  
National Rep/Katz

**Markets Serviced:** Worcester, Boston, Providence, Springfield, Portsmouth**Programming Strategy:** 18-24 Males**Music Call Hours:** Thursdays, Fridays 1-5pm**Biggest/Best Promotions:** "Beach Dig," a treasure hunt to win \$450,000 in buried prizes...107 contestants qualified to win a "Golden Shovel" to dig for the prizes.**WBCN 104.1****"The Rock Of Boston"**

1265 Boylston St  
Boston, MA 02215  
(617) 266-1111  
FAX: (617) 266-4588

**WBCN**  
104 FM**Years In Rock Format:** 22**Key Contacts:**

General Manager/Tony Berardini  
Program Director/Oedipus  
Music Director/Carter Alan  
Creative Services Director/David Bieber  
Promotion Director/Larry "Cha-Chi" Loprete  
National Rep/Ellen Ascher

**Markets Serviced:** Boston, Providence, Worcester, Maine, New Hampshire**Programming Strategy:** Adults 18-54**Special Programming:** Oedipus hosts "Nocturnal Emissions," Sundays from 8-10pm, the newest of the new. At 10pm-midnight, WBCN features "Boston Emissions" and the contact is Albert O. "Heavy Metal From Hell" airs on Saturdays at midnight.**Music Call Hours:** Wednesday and Friday noon-5pm**Comments:** An integral fabric of Boston youth lifestyle, WBCN coined "Classic To Cutting Edge." The station's musical heritage and personality reflect WBCN's moniker, "The Rock Of Boston."**WHJY 94.1****"94 HJY The Home Of Rock N Roll"**

115 Eastern Avenue  
East Providence, RI 02914  
(401) 438-6110  
FAX: (401) 438-3520

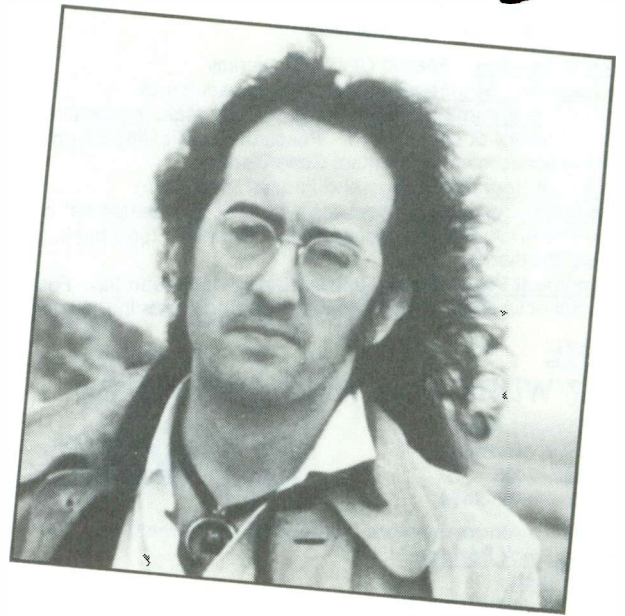
**94 HJY****Years In Rock Format:** 8**Key Contacts:**

General Manager/Jim Corwin  
Program Director/Bill Weston  
Music Director/Chris Herrmann  
Promotion Director/James Evans  
National Rep/Katz

**Markets Serviced:** Providence/Warwick/Pawtucket**Programming Strategy:** 18-34 Adults/Rock Hard Rock Often**Special Programming:** "Rock N Roll Root Celler" Sunday 9am-1pm, contact Jim Van.**Music Call Hours:** Thursdays, 2-5:30pm**Community Concerns:** For the Leukimia Society, we do an annual "Louie Louie" parade. We also raise funds for The American Cancer Society, MS Society and Save The Bay foundations.**Biggest/Best Promotions:** Giving away a choice between a 1965 "cherry" Stingray or a brand new 1989 Corvette.**Dirtiest Trick Ever Played On A Competitor:** We did a spoof promotion on the air for a "Debbie Gibson Magic Bus" to make fun of the Top 40 in town who were doing a "Magic Bus Promotion" for the Who Concert... "The Debbie Gibson Magic Bus" would drop them off at the mall to get their toenails done, shop and sing. It was a great spoof and got us a lot of attention.**Comments:** We're plugged into the community and we do what we do better than anybody else.**ALBUM NETWORK**

# James McMurtry

## Music For All Time



### “Painting By Numbers”

the gates of the schoolyard  
are padlocked and chained  
to keep all the children in out of the rain  
the art teacher's preaching  
the virtues of pastel shades  
you pay no attention but it won't hurt your grades

'cause you're painting by numbers  
connecting the dots  
they don't have to tell you  
you don't call the shots

you jump when they say jump  
and you don't ask how high  
'cause painting by numbers they know you'll get by  
painting by numbers they know you'll get by

you take a position  
in the old man's firm  
he signs all the papers  
you agree to the terms  
they let you run errands  
and you don't get days off  
you take out the garbage and hope it pays off

'cause you're painting by numbers  
connecting the dots  
you work from the neck down you don't call the shots

you might be in grad school  
up at M.I.T.  
you might be down in the canal zone  
being all that you can be  
you might get to thinking you're ahead of the game  
but when you break it all down  
it all comes out the same

you're painting by numbers  
connecting the dots  
you work from the neck down as often as not



**WAQY 102.1**  
"Rock 102"

45 Fisher Ave  
East Longmeadow, MA 01028  
(413) 525-4141  
FAX: (413) 525-4334

**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Fred Steinman  
Program Director/Keith Masters  
Promotion Director/Keith Masters  
Production Director/Gerry Perret  
National Rep/Katz

**Markets Served:** Springfield, Hartford

**Programming Strategy:** 18-34 adults

**Special Programming:** An upcoming show, "Adventure Hour," is scheduled to highlight new music, contact Keith Masters for more.

**Music Call Hours:** Wednesdays, Thursdays 10am-2pm

**Community Concerns:** WAQY holds annual blood drives for the American Red Cross.

**Biggest/Best Promotions:** The station did a car giveaway and as part of the contest, listeners had to guess how many turtles were in the car, "Teenage Mutant Ninja Turtles." After the contest was over, the turtles were donated to a local children's hospital.

**Comments:** WAQY is in a unique competitive situation. The station's primary economic competition lies in the Springfield metro, but must compete with Hartford and Worcester signals for total audience.

**WBLM 107.5**

"The Rock N Roll Blimp"

One City Center  
Portland, ME 04101  
(207) 774-6364  
FAX: (207) 774-8707



**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Eve Rubins  
Operations Manager/Jose Diaz  
Music Director/Robin Mathieu-Ivy  
Production Director/Tommy Carbone  
Promotion Director/Herb Ivy  
National Rep/McGavren Guild

**Markets Served:** Portland

**Programming Strategy:** 18-34 adults

**Special Programming:** On Sundays at 9pm, "Consumer's Guide To New Music," hosted by Robin Mathieu-Ivy, features new album releases of the current week.

**Music Call Hours:** Tuesday-Thursday from 11am-1:30pm

**Community Concerns:** MDA Telethon and auction for Jerry's kids on Labor Day, Salvation Army drive.

**Biggest/Best Promotions:** During the recent Deering Oak Family Festival, WBLM was featured in a parade with its "2nd Annual Boombox Brigade." Over 70 people marched for about 45 minutes to music provided by the station, with boomboxes (like batons) as the featured piece of equipment.

**WBRU 95.5**

"95.5 WBRU New England's Finest Rock"

88 Benevolent  
Providence, RI 02906  
(401) 272-9550  
FAX: (401) 272-9278

**WBRU 95.5**

**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Jay Burkholder  
Program Director/Ted McEnroe  
Music Director/Karyn Bryant  
Promotion Director/Seth Kalvert  
National Rep/Major Market Radio Sales

**Markets Served:** Boston, Providence, New Bedford, Worcester

**Programming Strategy:** 25-34 Adults

**Special Programming:** "The Vinyl Frontier," airs for one hour on Thursdays at 11pm. For more on this new music special, contact Karyn Bryant.

**Music Call Hours:** Monday-Friday 1-5pm

**Biggest/Best Promotions:** WBRU is giving away a jeep and contestants with bumper stickers on their cars are eligible if they hear their license plates called over the air.

**Comments:** Not a conventional college station, WBRU is a commercial station run by college students.

**WEQX 102.7**  
"FM 102-7"

Elm Street  
Manchester, VT 05254  
(802) 362-4800  
FAX: (802) 362-5555



**Years In Rock Format:** 4

**Key Contacts:**

General Manager/A. Brooks Brown  
Program Director/Peggy Apple  
Music Director/Fran Kusala  
Promotion Director/Fran Kusala  
National Rep/Joint Communications

**Markets Served:** Vermont/New England Area

**Programming Strategy:** Targets Males 25-49. "Full Spectrum Rock'N Roll."

**Special Programming:** "Blue Monday" show airs Monday nights 10-11pm. New Music show "Exposure" airs Tuesday night 10-11pm. "The Reggae Hour" is heard Wednesday night from 10-11pm.

**Music Call Hours:** Monday-Wednesday 1-4pm

**Community Concerns:** Work with American Cancer Society, Youth Service Groups.

**Biggest/Best Promotions:** Sent 6 winners and their guests from the "Who" trivia contest to Radio City Music Hall to attend the Broadway show.

**Dirty Trick Ever Played On A Competitor:** After a new station pirated some staff away from them, the gang at WEQX somehow acquired a copy of the newcomers' proposed playlist. After doctoring their own playlist to virtually identical content, they sent the newcomers a press release regarding the proposed upcoming changes, which caused some very anxious moments for the new station.

**WFNX 101.7**

"The New Rock"



25 Exchange Street  
Lynn, MA 01901  
(617) 595-6200  
FAX: (617) 595-3810

**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 6

**Key Contacts:**

Program Director/Mad Max  
Assistant Program Director/Bruce McDonald  
General Sales Manager/Carol Colenik  
National Sales Manager/Christine Graveline  
Promotion Director/Paul Twitchell  
National Rep/Independent

**Markets Served:** Metro Boston

**Programming Strategy:** Males 18-34. "Rock The Boat Radio"

**Special Programming:** Jazz show, Sundays 10-3pm. "Moods For Moderns," Sundays 7-10pm, features new music. "Boston Rocks," Sundays 10-1am, features local talent live from various nightspots.

**Music Call Hours:** Monday-Friday, 8-5pm.

**Community Concerns:** Sponsored a benefit concert to raise money for the rain forests. PSAs for "Boston After Dark," a community events bulletin.

**Biggest/Best Promotions:** On their sixth anniversary celebration, the station gave away two trips, one to Brussels to see The Cure, the other to Denver to see New Order/Sugarcubes/PIL show. The drawings were done by Fred Schneider and Cindy Williams of the B52's.

**WGIR FM 101.1**

"Home Of Rock N Roll"

Stark Lane  
Manchester, NH 03105  
(603) 625-6915  
FAX: (603) 625-9255



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Richard Ramirez  
Operations Director/PD Jon Erdahl  
Assistant Program Director/Buck McWilliams  
Music Director/Karen Andersen Small  
Promotion Director/Buck McWilliams  
National Rep/Banner Radio

**Markets Served:** Manchester/New Hampshire

**Programming Strategy:** 18-34/25-49 Adults. Mainstream Rock 'N Roll Station.

**Special Programming:** "Wax Museum," an oldies show, airs Sundays 8am-noon, contact Peg Browning. "Psychedelic Supper," airs Monday through Friday at 6pm, contact Bill Schultz.

**Music Call Hours:** Tuesdays, Wednesdays, and Thursdays, 3pm-5pm.

**Community Concerns:** The Red Cross, The United Way..Blood Drive for the Red Cross, Celebrity Auction for The United Way.

**Biggest/Best Promotions:** The Rock N Roll Auction is a continuous promotion. In its first year (this past year) we raised over \$11,000.00.

**Comments:** We're consistently at the top in ratings in our market and promotionally we are everywhere, highly visible.





# BUCH 'N FLASH

*Original!!!*

**COMMUNICATIONS MEDIA GROUP  
PROFESSIONAL STRATEGIES AND ASSOCIATES**

B/N/F/O/C/M/G/P/S/&A



## **SALUTES AMERICA'S GREAT RADIO PROGRAMMERS**



B/N/F/O/C/M/G/P/S/&A REVEAL  
THE SECRET TO INSTANT  
DOUBLE DIGIT MARKET SHARES  
TO NAB CONVENTIONERS WHO INTEND  
TO SUBSCRIBE TO OUR CONSULTANCY

### **HONOR SYSTEM**

The following tested programming tip is only available to paid B/N/F/O/C/M/G/P/S/&A clients or those astute GMS and PDS wise enough to sign up within the next 90 days. If you are neither of the above you are in violation of FCC Code Section 374B by turning this page upside down.

Our latest auditorium tests have conclusively determined Block Programming of Atlantic Records to both lengthen TSL and broaden cume. These results were reconfirmed in both focus group and callout research; make no mistakes about it—Block Programming Atlantic Product will double your station's revenue in under a 6 month period. Atlantic Records re-confirmed these test results by posting the largest chart share of any label for first 6 months 1989 in Billboard magazine.

**PLAY ATLANTIC RECORDS**  
**"ALL OUR CLIENTS CAN'T BE WRONG"**





**WHEB 100.3****"The Heart Of Rock N Roll"**

815 Lafayette Road  
Portsmouth, NH 03801  
(603) 436-7300  
FAX: (603) 430-9415

**Years In Rock Format:** 6**Key Contacts:**

General Manager/Dick Rozak  
Program Director/Chris Garrett  
Music Director/Scott Laudani  
Promotion Director/Elise Brown  
National Rep/Banner

**Markets Serviced:** Rochester, Dover, Portsmouth**Programming Strategy:**18-34 Adults. Mainstream rocker featuring the best of the old and the absolute best of the new.**Special Programming:**"Fresh Tracks," a new music show, airs Sundays 8-9pm, contact Scott Laudani. "Electric Lunch," classic rock to eat your peanut butter and jelly by, airs Monday through Friday, noon-1pm, contact Lori D.**Music Call Hours:** Mondays noon-5pm.**Biggest/Best Promotions:** The "Ultimate Winter Fantasy" or the "Ultimate Summer Fantasy" promotions, where in the winter one, we gave away a Suzuki Sidekick, a ski package and a trip to Colorado. In the summer promotion we gave away a power boat and a week on a beautiful lake in New Hampshire.**WIZN 106.7****"The Wizard Of Rock"**

Stevens House  
Vergennes, VT 05491  
(802) 877-6800

**Years In Rock Format:** 6**Key Contacts:**

General Manager/Artie LaVigne  
Program Director/Steve Cormier  
Music Director/Ton Van Sant  
Promotion Director/Phil Moyer  
National Rep/Katz Radio

**Markets Serviced:** Burlington**Programming Strategy:**Targets Adults 18-34. "The Original Rocker."**Music Call Hours:** Thursday and Friday 2-4pm.**Community Concerns:**Works with "Toys For Tots" and the local Red Cross chapter.**Biggest/Best Promotions:** Is sending two listeners to the West Coast to see the Rolling Stones.**WPXC 102.9****"Pixy 103"**

1481 Route 132  
Hyannis, MA 02601  
(508) 778-2888

**Years In Rock Format:** 2 1/2**Key Contacts:**

General Manager/Al Makkay  
Program Director/Suzanne Tonaire  
Music Director/Jeff Sanders  
Promotion Director/Brad Martin  
National Rep/Kadetsky Broadcast

**Markets Serviced:** Hyannis, Plymouth, Dartmouth, New Bedford, N. Quincy**Programming Strategy:**Classic hits/rock radio, every jock picks his own records, we're not computerized. We play what the audience wants to hear through our toll free line...the jocks answer the phone.

We're based on the "one on one" philosophy, a family-type feel, the friend next door.

**Special Programming:**"Blues At 2," airs Monday-Saturday at 2pm, local focus and classic tracks, contact Suzanne Tonaire. "Live Lunch," airs Monday-Saturday at Noon, rare live performances, weekend-getaway approach, contact Suzanne Tonaire.**Music Call Hours:** Thursdays 3-5pm**Community Concerns:**Vietnam Vets are a big emphasis. Rock concerts for the homeless. Work with American Cancer Society, Special Olympics.**Biggest/Best Promotions:** Send listeners all over US and Europe for shows and sporting events all the time. \$12,500 was given to one person to buy any car they want in our "Classic Dream Car" promotion.**WQCR 98.9****"Rock 99"**

70 Joy Drive  
S Burlington, VT 05403  
(802) 658-1230  
FAX: (802) 862-0786

**Years In Rock Format:** 1 1/2**Key Contacts:**

Station Manager/Dan Dubonnet  
Assistant Program Director/Thom Richards  
Promotion Director/Ginny McGehee  
National Rep/Christal

**Markets Serviced:** Burlington, Plattsburgh, NY**Programming Strategy:**Very mainstream rock 'n roll. We pick the best of the current rock with some of the best classic rock of the last two decades. Very community oriented and promotion oriented.**Music Call Hours:** Mondays, Tuesdays before 2pm**Community Concerns:**Program called "Eye On The Community," jocks are assigned topics, get information and produce the service announcements themselves as 30 second spots. Children Miracle Network Telethon, Special Olympics, Lung Association.**Biggest/Best Promotions:** Giant office party with 500 attendees, faxed us letter and when we read their name they called and got tickets to attend. Food, prizes and fun at the party.**Comments:**We try to operate the most professional broadcasting station in Vermont.**WWRX 103.7****"Classic Rock N Roll Radio"**

19 Railroad Ave  
Westerly, RI 02891  
(401) 596-7728  
FAX: (401) 596-6688

**Years In Rock Format:** 2**Key Contacts:**

General Manager/Philip Urso  
Program Director/Dave Richards  
Music Director/Jim McGuinn  
National Rep/Bear Broadcasting

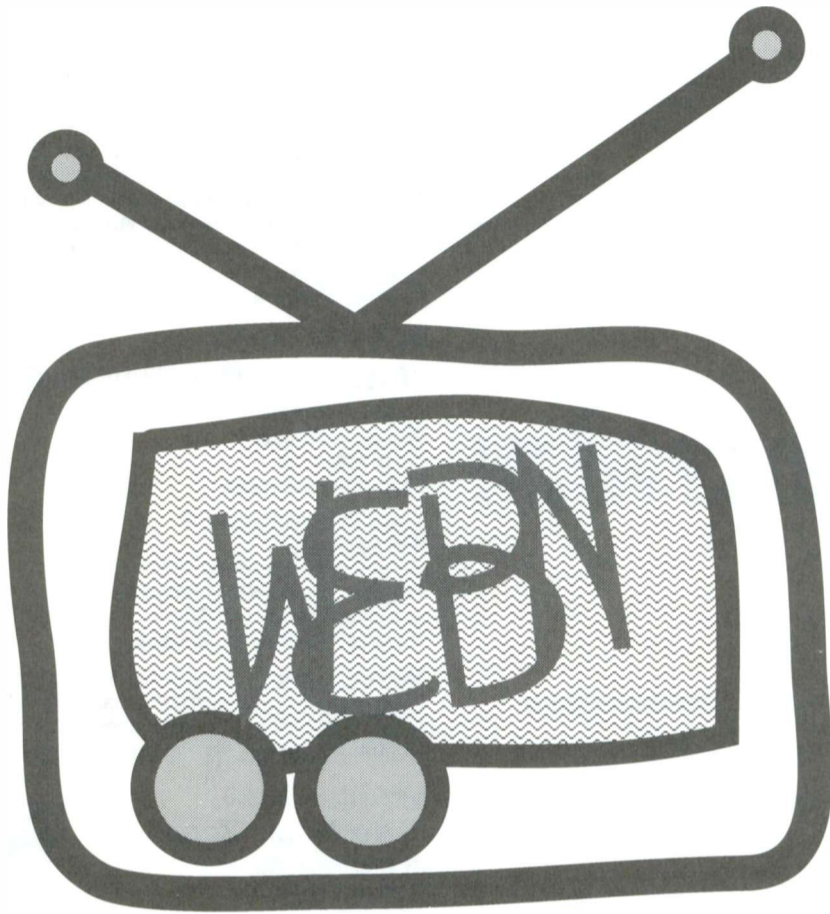
**Markets Serviced:** Providence, Warwick, New London**Programming Strategy:**100% classic rock 'n roll!**Music Call Hours:** Tuesdays 9am-1pm**Community Concerns:**Save The Narragansett Bay, cleanup campaign.**WKXL 102.3****"The Music Zone"**

37 Redington Rd  
Concord, NH 03301  
(603) 225-5521  
FAX: (603) 224-6404

**Reports To Album Network "Expanding Universe"****Years In Rock Format:** 3**Key Contacts:**

General Manager/Dick Osborne  
Program Director/Renee Blake  
Music Assistant/Dave Doud  
Sales Manager/Pat Chaloux  
Production Director/Taft Moore  
National Rep/New England Spot Sales

**Markets Serviced:** Concord, Manchester**Programming Strategy:**Adult alternative rock radio without the rough edges (heavy metal, rap)...a mix of album and alternative; emphasizes local music, as well as jazz and new age; believes radio should serve and goes out of its way for public service...fun with a purpose.**Special Programming:**"The Jazzzone" runs Sunday, 9am-noon, hosted by Julia Figueras, featuring contemporary jazz, new age and classic jazz; "Hands Across The Water" runs 5-6pm the first and third Sunday of each month...the best of what's happening in the British Isles with Graeme Matthews, show generates from England; "As The Stars Turn" runs weekdays 9:20am with Renee Blake...astrology show; "The Dusty Record Bin" is hosted by Dave Doud, weekdays at 8:10am...real old song from the Top 40 days; "Traffic Trax" at 7:45am...a block of listeners' favorite artists**Music Call Hours:** Tuesday, Wednesday, 11am-12:30pm**Community Concerns:**"Music Zone Snowbank"...Salvation Army collection where listeners trade blankets, sweaters and warm clothes for CDs and tapes - clothed 100 families and won several citations; Vietnam Memorial Wall coming to Concord in 1990...station raising \$6,000 to bring replica of Wall into the market.**Biggest/Best Promotions:** "Pizza For Lunch," every Friday station gives away a pizza party to an office, delivered by station personnel, along with CDs, cassettes and other unexpected prizes; continuous lifestyle giveaways...concerts, music, movies, etc.



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**WMDK 92.1****"Album Rock 92 MDK"**

Ames Avenue Rte 101  
 Peterborough, NH 03458  
 (603) 924-7165  
 FAX: (603) 924-9001

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format: 2**

**Key Contacts:**

General Manager/Charles Dent  
 Operations Manager/Program Director/Janice Bailey  
 Music Director/Mike Thomas  
 Sales Manager/Pete Leonard  
 National Rep/Kettell-Carter

**Markets Serviced:** Manchester, Nashua

**Programming Strategy:** 25 to 49, new rock

**Special Programming:** "Thursday Night Blues" with Linda Steel runs

Thursday, 11pm-midnight; "Jazz Tracks" airs Sunday, 6:30-9:30am

**Music Call Hours:** Monday, Tuesday, Thursday, Friday, 10am-4pm

**Community Concerns:** "Hot Air For High Hopes" raises money to grant wishes for terminally ill children - hot air balloon rally

**Biggest/Best Promotions:** "Dave Wallace Farewell Tour" sent listeners to England with departing air personality Wallace...won the N.A.B. Best Of The Best competition.

**Comments:** Solid commercial alternative station dedicated to keeping new music happening in the market...the mix of album rock focuses on new rock, without neglecting the classics.

**WNCS 96.7****"NCS 96.7"**

7 Main St  
 Montpelier, VT 05602  
 (802) 223-2396  
 FAX: (802) 223-1520



**Reports To Album Network "Expanding Universe"**

**Years In Rock Format: 12**

**Key Contacts:**

President/Stephen Silberberg  
 General Manager/Ed Flanagan  
 Program Director/Steve Zind  
 Music Director/Jody Petersen  
 National Rep/Howard Fine Howard

**Markets Serviced:** Barre, Montpelier

**Programming Strategy:** Broad based Adult Album station.

**Special Programming:** "Jazz Spectrum," airs on Sunday 9pm-1am, contact Bill Barton. "Let The Bon Temps Roulez," features Cajun, Zydeco, R&B and world music, airs Sunday 7-9pm, contact George Thomas.

"Local Licks," features local music, airs Wednesday 9pm, contact Bruce Longstreet.

**Music Call Hours:** Wednesdays 10am-1pm

**Biggest/Best Promotions:** "Big Apple Bash," on four consecutive Thursday nights in the spring. People register at local retailers and on each Thursday, 60 seconds to call when name is read and less than 24 hours to pack to go to New York for the weekend with spending money and tickets to hot Broadway shows.

**Dirtiest Trick Ever Played On A Competitor:** For April Fool's Day ran teasers the week preceding in the local newspapers (an ad with a picture of a buzzard on a tombstone) with promos sighting the format change to "96.7 Rock 'N Roll Heaven"-featuring dead artists only. Slogans included "All dead people, all day long."

**BUFFALO Region****WCMF 96.5****"96 WCMF Home Of Rock N Roll"**

259 Monroe Avenue  
 Rochester, NY 14607  
 (716) 262-4330  
 FAX: (716) 262-4374



**Years In Rock Format: 20**

**Key Contacts:**

General Manager/Suzanne McDonald  
 Program Director/Stan Main  
 Music Director/Dave Kane  
 Promotion Director/Kelly Christ  
 National Rep/Torbet

**Markets Serviced:** Rochester

**Programming Strategy:** Straight ahead rock and roll, targeting 18-34 Adults.

**Special Programming:** Local music show, Sunday at Midnight. Contact Uncle Roger.

**Music Call Hours:** Thursdays 3-6pm and all day Fridays.

**Community Concerns:** First radio station in country to tie Louie Louie parade in with leukemia. Has now become a national event.

**Biggest/Best Promotions:** "SuperCharge." Registered people around town. Winners put in a drawing to win a prepaid \$10,000 VISA card. Only catch, had to spend it in 24 hours. Winner did it in eight!!

**Comments:** Just celebrated a very successful 20th anniversary. Solicited old airchecks from ex-jocks. Played a history of the station back over the air. Had Mayor and City Council designate their birthday as "WCMF Day."

**WGR 96.9****"97 Rock"**

464 Franklin  
 Buffalo, NY 14202  
 (716) 888-9700  
 FAX: (716) 888-9797



WGR-FM 96.9

**Years In Rock Format: 1**

**Key Contacts:**

General Manager/Charles Banta  
 Program Director/John Hager  
 Music Director/Bob Richards  
 Promotion Director/Heidi Kramer

**Markets Serviced:** Buffalo

**Programming Strategy:** 25-49 Adults. Best rock 'n roll station in the city.

**Special Programming:** "For Rockers Only," a metal show that airs Sundays from midnight to 4:00am, contact Mike Nocera. "97 Rock Music Papers," airs Sunday nights 10-11pm, features the inside look at new music and local music, contact Jeff Johns.

**Music Call Hours:** Monday, Tuesday and Friday 3-5pm.

**Community Concerns:** Muscular Dystrophy Rally In The Alley, 12 live bands for 8 hours, raised \$20,000.00.

**Biggest/Best Promotions:** New Years Eve promotion, we dropped the ball in downtown Buffalo, estimated 50,000 on hand, later to be on knees.

**Dirtiest Trick Ever Played On A Competitor:** They still don't know that we did it, so I'm not at liberty to say, suffice it to say it felt good.

**Comments:** 97 Rock stands apart because our air talent is a cut above and our music is more researched than many Top 10 market stations.

**WPHD 103.3****"Buffalo's Home Of Rock 'N Roll"**

425 Franklin St  
 Buffalo, NY 14202  
 (716) 885-1400  
 FAX: (716) 882-8810



**Years In Rock Format: 5**

**Key Contacts:**

General Manager/Peter Coughlin  
 Program Director/Ken Carson  
 Promotion Director/Kelly McInnis  
 National Rep/Katz & Powell

**Markets Serviced:** Buffalo, Niagara Falls, Fort Erie, Ontario

**Programming Strategy:** Target demo is 25-34 and emphasis is on classics and going very deep on standard artists. It doesn't have to be old to be classic.

**Special Programming:** "Queen City Beat," featuring local music, airs Sunday 11pm-Midnight, contact Tina McMahon.

**Music Call Hours:** Mondays, Fridays 10am-3pm

**Community Concerns:** Two shows every week that address community concerns. Guests are invited to voice their concerns every Sunday 6-8. Also American Cancer Society, Western New York Leukemia Society, Western New York AIDS Association. We are also active in the clean up of the Niagara River and Lake Erie.

**Biggest/Best Promotions:** Every year we host the Annual "Yagatta Reggatta" for the American Cancer Society. Entrants create homemade rafts competing for Best Use Of WPHD's Call Letters, Ugliest Raft, Best Use Of The Theme, etc. and float down the Niagara River. This year we had 71 entrants and raised \$50,000. After the float we host a large party with live entertainment.

**Dirtiest Trick Ever Played On A Competitor:** Our competitor had spent a large amount of money for TV ads promoting their intention to giveaway gas for \$.97 a fillup. We went on the air immediately and starting giving away free gas with one of our bumperstickers, on two occasions before they even got out to the pumps.

**WAQX 95.7****"95X"**

401 W Kirkpatrick St  
 Syracuse, NY 13204  
 (315) 472-0200  
 FAX: (315) 472-1146



**Years In Rock Format: 11**

**Key Contacts:**

General Manager/Richard Harker  
 Program Director/Lorraine Rapp  
 Music Director/Meg Stevens  
 Promotion Director/Eric Thom  
 National Rep/Major Market Radio

**Markets Serviced:** Syracuse

**Programming Strategy:** Men 18-34

**Special Programming:** "Vinyl Adventures" airs at 11pm on Thursdays and is hosted by Meg Stevens. A local music show, "Soundcheck," airs on Wednesdays at Midnight and is hosted by Dave Frisina.

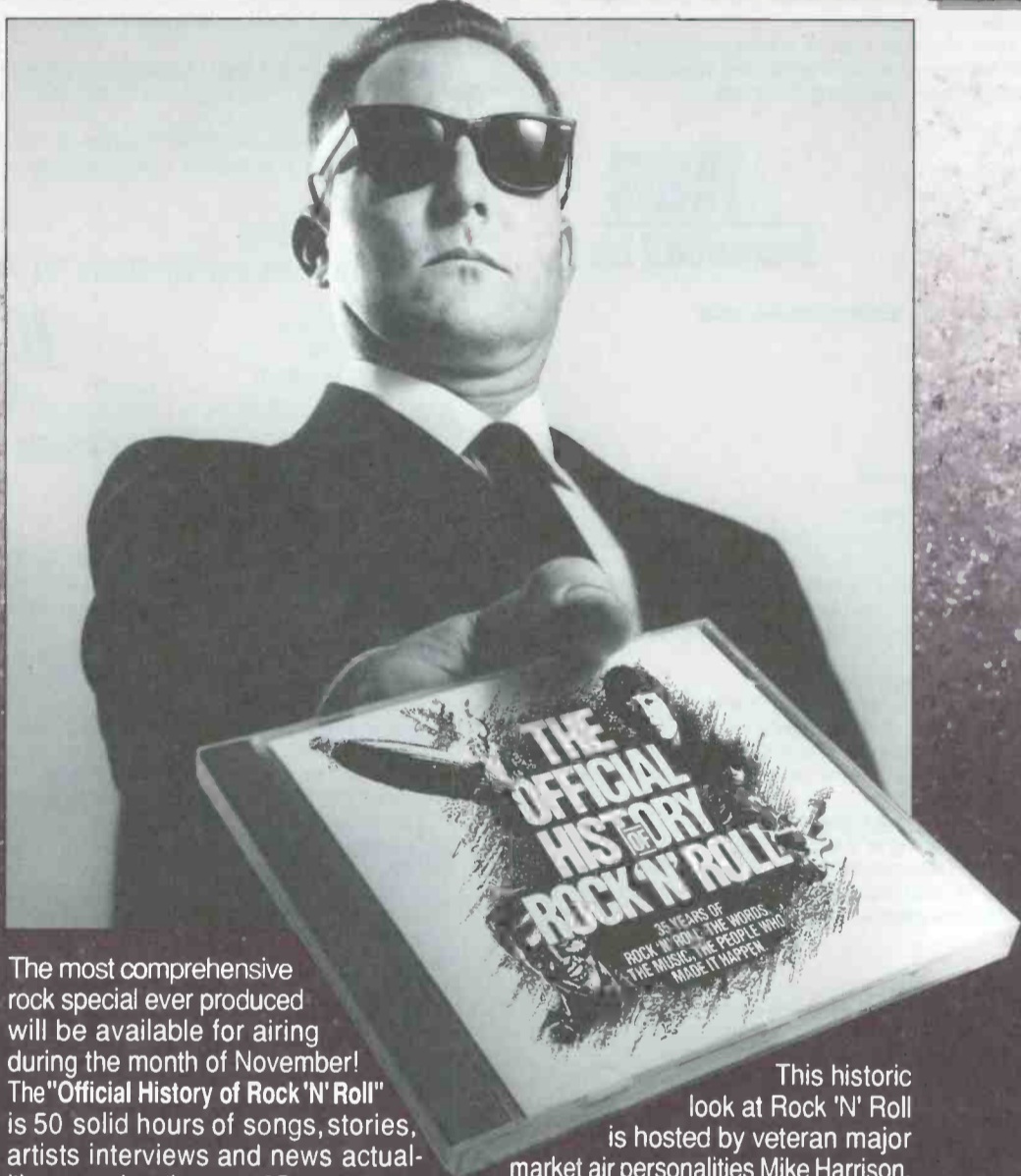
**Music Call Hours:** Wednesday-Friday 3-5pm

**Community Concerns:** Each year WAQX hosts a rock 'n roll auction to benefit the Central NY food bank.

**Biggest/Best Promotions:** The Rolling Stones were going to play in Syracuse, but the venue turned them away, so the station went public and started a petition drive. Subsequently, the Stones got a date.



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**WCIZ FM 97.5**

**"97.5 CIZ FM"**

RD 2 Gifford Rd  
Watertown, NY 13601  
(315) 782-6540  
FAX: (315) 788-0656

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Bruce Danziger  
Program Director/Ted Bilodeau  
Music Director/Randy Moore  
National Rep/Katz and Powell

**Markets Serviced:** Watertown NY/Kingston, Ontario

**Programming Strategy:**Adult Hit Oriented Rock. Very up-beat, personality and promotion minded. Breaking some rock radio rules in trying to appeal to a more mainstream audience while continuing to rock. Very international.

**Music Call Hours:** Wednesday, Thursday, Friday 11am-1:30pm

**Community Concerns:**Support the local zoo. Had morning jock broadcast live from inside lion's cage for 80 hours. Raised about \$5,000 for the zoo through donations.

**Biggest/Best Promotions:** "Summer CIZler." Gave away a boat, a car and an island!! Gave away one of the '000 Islands.' A 15-acre island complete with four bedroom house. Winner got the car and boat for good, and the island for a month!

**WKFM 104.7**

**"104.7 KIX FM"**

1022 Willis Ave  
Syracuse, NY 13204  
(315) 487-1500  
FAX: (315) 487-1526

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Jay Sterin  
Program Director/Brian Illes  
Sales Manager/Eric Mastel  
National Rep/Cristal

**Markets Serviced:** Syracuse

**Programming Strategy:**25 to 54 Males; adult rock relying primarily on current and library product from heritage artists.

**Special Programming:**"Kix Classics" runs Saturday 10am to noon and is hosted by John "Rock 'N Roll" Schrack; "The Sunday Night Six Pack" at 6pm Sunday night features six compact discs in a row.

**Music Call Hours:** Thursday 11am to 1pm

**Community Concerns:**Station co-produces a karate tournament to benefit March Of Dimes; "1989 Ken-ducky Derby" - listeners paid \$1 to sponsor a numbered rubber duck - 10,000 ducks were then "raced" down a river and prizes were awarded

**Biggest/Best Promotions:** Gave away a 65 classic Corvette convertible; station launched a successful direct mail promotion with "Kix Gold Cards" - 120,000 were distributed containing a six digit number and pertinent station phone numbers...listeners awarded \$20,000 in cash and \$10,000 in prizes

**Dirtiest Trick Ever Played On A Competitor:**"Kix Lie Detector Test." Used the fictitious voice of a competing station PD for "fake" promos, then set off the "Lie Detector."

**Comments:**Turned the operation around from a "bad CHR" and totally repositioned it into an aggressive, well marketed, well sold operation in 4 years...and they're not done yet!

**WNGZ 104.9**

**"Wings 105"**

421 N Franklin St  
Watkins Glen, NY 14891  
(607) 535-2779  
FAX: (607) 739-3448

**Years In Rock Format:** 7

**Key Contacts:**

General Manager/Marian Alper  
Program Director/Tommy Height  
Assistant Program Director/Sylvia Benjamin  
Music Director/Dom Milone  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Elmira, Corning, Schler County

**Programming Strategy:**Upper demo approach with 50/50 ratio classic to current. Approach is humorous and friendly.

**Special Programming:**"Jazz Works," airs Sunday 9-Midnight contact Dom Milone. "Stratchy Records," oldies show, airs Sunday 9-Noon, various hosts.

**Music Call Hours:** Mondays-Fridays 11am-2pm

**Community Concerns:**Support numerous community groups with many different fundraising activities.

**Biggest/Best Promotions:** "Free Summer"--trip to the Bahamas and other places to see various events all summer long.

**Dirtiest Trick Ever Played On A Competitor:**Rented a helicopter, dressed entire airstaff in combat uniforms armed with rifles and military gear and landed across the street from the competitor to launch attack. Covered by the local TV news, newspaper headlines read "Radio Wars Have Begun," and "WNGZ Declares War On Mediocre Radio!"

**Comments:**"In Line Fax Trax Newsletter," fax of a daily newsletter to local businesses, including news information, weather forecast and joke contest with winning answer getting a prize.

**WOUR 96.9**

**"The Rock Of Central NY"**

239 Genesee Ste 500  
Utica, NY 13501  
(315) 797-0803  
FAX: (315) 797-7813

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Lawrence Goldberg  
Program Manager/Peter Hirsch  
Operations Manager/Tom Starr  
Promotion Director/Jerry Kraus  
National Rep/Durpetti & Associates

**Markets Serviced:** Utica, Syracuse

**Programming Strategy:**Upper demo, full-service rock radio approach, community oriented.

**Special Programming:**"Friday Time Warp," airs Friday 5-7pm, features oldies and classic jukebox style, contact Jerry Kraus. "60 & 70s Saturday," airs 7-10am, historical and cultural approach, contact Dennis Allen. "Jazz Brunch," airs Sunday 7-9am, featuring contemporary fusion with occasional classic, contact Rick E. Lewis.

"Thursday 11 O'Clock Choice Cuts," airs 11pm, the future classics from best new releases, new music show, contact Alison.

**Music Call Hours:** Mondays 2-5pm

**Community Concerns:**Our philosophy is to see the community as a cause in itself, to help change the image and pride of the people internally and externally in Utica. We have turned around our image with huge community events, especially "Fireworks Over Utica," "Holiday Festival of Lights" and more.

**Comments:**We have a rare situation, the length of time of our airstaff (Tom Starr, Peter Hirsch, Jerry Kraus, Alison) has been with WOUR. Good chemistry among the staff, resulting in stability and a self-perpetuating livelihood.

**WPDH 101.5**

**"Home Of Rock N Roll"**

Pendell Rd  
Poughkeepsie, NY 12601  
(914) 471-1500  
FAX: (914) 454-1204

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Mike Harris  
Program Director/Bill Palmeri  
Music Director/Pam Brooks  
Assistant Music Director/Greg O'Brien  
Promotion Director/Jeff Gillis  
National Rep/Gloria Phillips

**Markets Serviced:** Poughkeepsie, Hudson Valley

**Programming Strategy:**Target demo 18-44, with 50/50 ratio new to classic.

**Special Programming:**"Fresh Tracks," airs Wednesday 11pm-Midnight, features new music, contact Pam Brooks.

**Music Call Hours:** Mondays, Tuesdays 9am-2pm

**Community Concerns:**MDA Annual Roof-A-Thon with 7-11, over \$100,000 in four years.

**Biggest/Best Promotions:** During the "Satanic Verses" controversy, we acquired ten copies of the book, which were really hard to find at the time. We then backmasked Cat Stevens' records all weekend and made the listeners identify the records. The ten qualifiers got the book and one lucky winner took the grand prize trip to Hell, MI. A smashing success.

**WPYX 106.5**

**"PYX 106"**

WTRY Road  
Schenectady, NY 12309  
(518) 785-9061  
FAX: (518) 785-0122

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Carol Reilly  
Program Director/John Cooper  
Music Director/Joe Moss  
Promotion Director/Barbara Matrazzo  
National Rep/McGavren Guild

**Markets Serviced:** Schenectady, Albany, Poughkeepsie, Utica, Troy

**Programming Strategy:**We cater to the 25-34 demos, using lots of research and sales. Our promotions run with lifestyle in mind. Tight is right. We sizzle and use surprises.

**Special Programming:**"Choice PYX," featuring new music, airs Tuesday Midnight, contact Joe Moss. "Electric Lunch," airs Monday-Friday Noon-1pm, contact Dr. John Cooper. "Sunday Jazz Brunch," airs 9am-Noon, contact Traffic Zack. "Uncle Vito's House Party," features theatre of the mind with music, airs Saturday 7-11pm, contact John Cooper. "9 O'Clock Blues," airs Sunday 9pm, contact Brett Allen.

**Music Call Hours:** Mondays, Tuesdays, Fridays 10am-1pm

**Community Concerns:**United Way, Vietnam Vets, Parson's Child & Family House, area homeless and others.

**Biggest/Best Promotions:**"Dash For Cash." We set the winner loose for 60 seconds in a bank vault with \$106,000.

**Dirtiest Trick Ever Played On A Competitor:**For the dirtiest trick in Albany, call Ed Levine at WJFK.

**97.5 CIZ FM**

**101.5 FM WPDH**  
THE HOME OF ROCK 'N ROLL

**PYX 106**

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**A BRIGHT FUTURE**

**TANGIER ENUFF Z'NUFF FLIES ON FIRE  
LOUDNESS BIG NOISE  
RAINDOGS**

**WVBR 93.5****"Ithaca's Home Of Rock N Roll"**

227 Linden Ave  
Ithaca, NY 14850  
(607) 273-4000

**Years In Rock Format:** 25

**Key Contacts:**

General Manager/Liz Letkofsky  
Program Director/Eric Simon  
Music Director/Hillary Altman  
Promotion Director/Cliff Krap  
National Rep/Katz Powell Radio

**Markets Serviced:** Ithaca

**Programming Strategy:** We are the real Album Rock Radio station.

**Special Programming:** "Rock & Reminisce", airs Saturday 5-9pm, contact John Rudan. "Rock The Night Away", featuring metal, airs Sunday 1-6am, contact John Lovely.

**Music Call Hours:** Mondays, Tuesdays, Fridays Noon-2pm

**Community Concerns:** Mock "Lock Up" for American Cancer Society, station personnel and local people are locked up with a phone and a phone book and must make quota of donations to be let out.

**WBER 90.5****"The Only Station That Matters"**

2596 Baird Rd  
Penfield, NY 14526  
(716) 381-4353  
FAX: (716) 381-9074

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 2 1/2

**Key Contacts:**

General Manager/Jerry Cummings  
Program Director/Andrew Chinnici  
Assistant PD/Greg Ludek  
Promotion Director/Andrew Chinnici

**Markets Serviced:** Finger Lakes region of Western NY

**Programming Strategy:** Males/Females 15-45

**Special Programming:** John Giotto hosts a new release program on Tuesdays from 10am-1pm called "First Impressions." A spotlight review program highlighting the new releases during the week is hosted by Bob Sheffel.

**Music Call Hours:** Mondays and Tuesdays from 8am-3pm

**Community Concerns:** Every two hours, the station hosts a community calendar announcing events which would affect the region.

**Biggest/Best Promotions:** Currently in the middle of a promotion which gives a lucky listener 90 cassettes from the CBS catalog.

**Comments:** This alternative station is actively involved with the local BOCES and helps students gain experience in the broadcast field by working directly on the air. This is co-sponsored by the board of education.

**WCDB 90.9****"91 FM The Capital District's Best"**

1400 Washington Ave  
Albany, NY 12222  
(518) 442-5262

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Jim Caringi  
Program Director/Carl DeLeon  
Music Director/Jim McNeil  
Promotion Director/Chris Catz

**Markets Serviced:** Capital District/Albany

**Programming Strategy:** Alternative music. Breaking new bands. Doing what commercial radio doesn't.

**Special Programming:** Various including blues, heavy metal, reggae, local music, and new age.

**Music Call Hours:** Mondays and Tuesdays 1-5pm

**Biggest/Best Promotions:** "University Club" concert series bringing in about eight shows each year. Also promote "Albany New Music Festival."

**Comments:** Recently won Metroland magazine's "Best Radio Station" award for the capital district.

**HARTFORD Region****WCCC 106.9****"Your First Choice For Rock"**

243 S Whitney St  
Hartford, CT 06105  
(203) 233-4426  
FAX: (203) 232-6511

**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Milt Aninger  
Program Director/Ted Sellers  
Music Director/Joe Marino  
Promotion Director/Ted Sellers  
Production Manager/Angie  
National Rep/Durpetti & Associates



**Markets Serviced:** Hartford, Springfield, Southern New England

**Programming Strategy:** 18-34 adults

**Music Call Hours:** Monday and Friday 3-5pm

**Community Concerns:** March Of Dimes

**Comments:** WCCC is now enjoying the most success ever as an album rock station.

**WHCN 105.9****"Hartford's Pure Rock 106 HCN"**

1039 Asylum Ave  
Hartford, CT 06105  
(203) 247-1060  
FAX: (203) 549-5075



**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Boyd E. Arnold  
Program Director/Bob Bittens  
Music Director/Kim Alexander  
Promotion Director/Sal Cirrincione  
National Rep/Christal

**Markets Serviced:** Hartford/New Britain/Middletown

**Programming Strategy:** 18-44 Adults. Solid mainstream Rock N' Roll radio with high profile personalities.

**Special Programming:** "Blue Monday," fifty minutes of blues, airs Mondays at noon, contact Kim Alexander. "Work Force Blocks," an hour of music as requested by people in the work place, letters and faxes accepted, when chosen, that block is then dedicated to the requesting work place, contact Kim Alexander. "The Next Big Thing," alternative and local music spotlight, airs Tuesday Midnight-1:30pm, contact Kat Sinclair. Sunday at 6:30am we have "Sunburst," featuring the finest in Christian Rock, contact Gary Burt. "The Comedy Hour," our own version running over 10 years, airs Sunday 9-10pm, contact Concert Kidd. "Club 106," two hours of jazz, airs Sunday 10:00pm, contact Laurie Gypson.

**Music Call Hours:** Monday, Wednesday, and Friday, 3:30-5:30pm.

**Community Concerns:** Epilepsy Foundation of Greater Hartford. We do an annual Mud Volleyball Tournament. This year we had 74 teams, raised over \$15,000.00. "Rock 'N Roll Animals For Animals." We raise money for Animal Friends Of Connecticut. At our 20th Birthday party we raised money for the Children's Cancer Research Fund.

**Biggest/Best Promotions:** Our 20 hour live broadcast for our 20th anniversary. We broadcast from historic "Union Place." We topped off the broadcast by a free, invitation only, concert by The Fabulous Thunderbirds.

**Dirtiest Trick Ever Played On A Competitor:** Making them think we went country on April Fool's day in 1985...they bought it.

**Comments:** A lot of the things that are industry standard today originated at this station. We have 20 years of experience and still continue to grow.

**WPLR 99.1****"99 Rock WPLR"**

1191 Dixwell Avenue  
Hamden, CT 06514  
(203) 287-9070  
FAX: (203) 287-8997

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/Manuel Rodriguez  
Program Director/John Griffin  
Music Director/Tom Bass  
Promotion Director/Sam Tilery  
National Rep/Durpetti & Associates and Kadetsky

**Markets Serviced:** Bridgeport, Hartford, New Haven, Waterbury.

**Programming Strategy:** Target demo is 18-49 Adults, promotionally aggressive and heavy on an entertainment medium, not just a jukebox.

**Special Programming:** "Local Bands," airs Sunday 11-11:30pm, contact Rick Allison.

**Music Call Hours:** Mondays, Wednesdays, Fridays 3-5pm

**Community Concerns:** Save Our Sound, New Haven Food Bank and others.

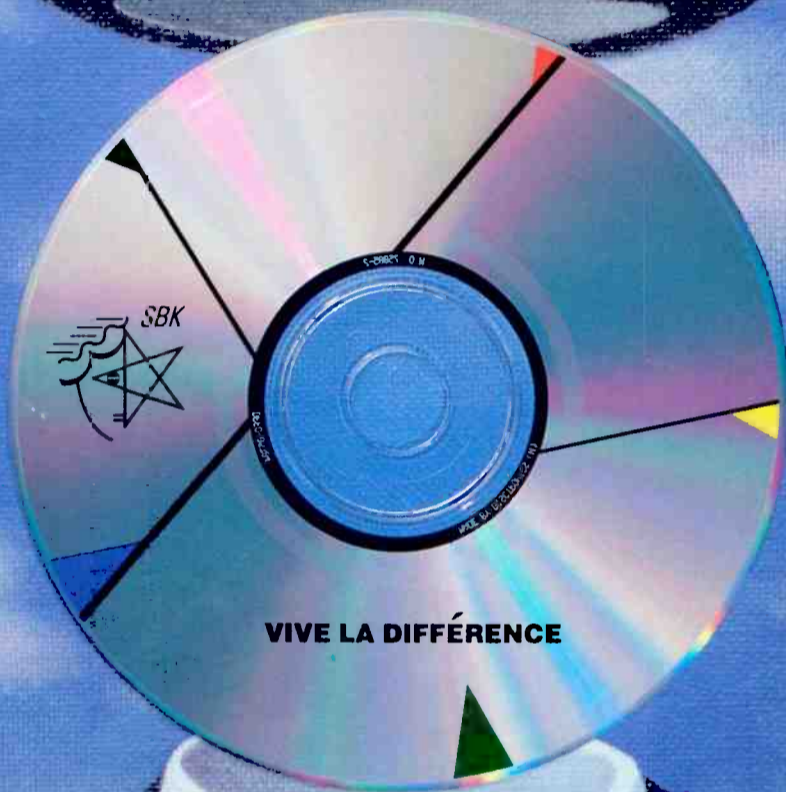
**Biggest/Best Promotions:** Gave away nothing, took names, sent everyone a personalized certificate for absolutely nothing.

**Dirtiest Trick Ever Played On A Competitor:** The Stones played Toads this past weekend and the show belonged to WKCI, but our people took over the booth announcements and everything else, it was a major coup.

**Comments:** Dedicated to new music, we're not lost in the past.



*The World Needs Another  
Record Label ... Like A  
Hole In The Head*



**VIVE LA DIFFÉRENCE**



**SBK RECORDS**

*MORE THAN JUST ANOTHER RECORD LABEL*



**WRKI FM 95.1**

**"I 95 FM"**

1004 Federal Road  
Brookfield, CT 06804  
(203) 775-1212  
FAX: (203) 775-6452

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/John Fullam  
Program Director/Ray Graham  
Music Director/Scott Saalborn  
Promotion Director/Jeff Blumin  
National Rep/Eastman Radio, Inc

**Markets Serviced:** Fairfield County

**Programming Strategy:** Target 18-34. We play the best rock 'n roll.

**Special Programming:** "Home Tapes" - local talent show; "Jazz Brunch" on Sunday morning.

**Music Call Hours:** Monday, Thursday, Friday noon-2pm

**Community Concerns:** Clean Up the Long Island Sound; Connecticut Vietnam Veterans.

**Biggest/Best Promotions:** The Most Outrageous Contest, where one listener who performed the most outrageous stunt won a two week trip to Australia. The winner shaved his head, wrapped himself in cellophane, was dipped in blue paint and spelled out "eucalyptus" with his head.

**Comments:** Our growth potential is stunning.

**WWUH 91.3**

**"Listener Supported Radio"**

200 Bloomfield Ave  
West Hartford, CT 06117  
(203) 243-4703

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/John Ramsey  
Program Director/Gary Leven  
Music Director/Laura Gradsch

**Markets Serviced:** Hartford

**Programming Strategy:** Targets 18-35 Adults.

**Music Call Hours:** Mondays, Tuesdays, Thursdays 11:30am-5:30pm

## PHILADELPHIA Region

**WEZX 107.1**

**"Rock 107"**

149 Penn Avenue  
Scranton, PA 18503  
(717) 961-1842  
FAX: (717) 346-6038

**Years In Rock Format:** 12

**Key Contacts:**

General Manager/Jim Davey  
Program Director/Jim Rising  
Music Director/Jack Myers  
Promotion Director/Tim Boland-Ed Hamilton  
National Rep/Independent

**Markets Serviced:** Scranton, Wilkesbarre

**Programming Strategy:** Males 18-34 "Home Of Rock 'N Roll"

**Music Call Hours:** Mondays and Tuesdays 9 to 4pm.

**Community Concerns:** Vary with seasons.

**Biggest/Best Promotions:** Free concert for listeners throughout the year.



**WMMR 93.3**

**"Rock N Roll Animals"**

19th & Walnut  
Philadelphia, PA 19103  
(215) 561-0933  
FAX: (215) 988-9142

**Years In Rock Format:** 22

**Key Contacts:**

General Manager/Mike Craven  
General Sales Manager/Chuck Fee  
Operations Manager/John DeBella  
Program Director/Joe Bonadonna  
Music Director/Erin Riley  
Assistant Music Director/Monica Riggi  
News Director/Mark "The Shark"  
Creative Services Director/Jeanne Levine  
Promotion Director/Ray Koob  
National Rep/Katz Radio

**Markets Serviced:** Philadelphia, South Jersey, Delaware, E. Pennsylvania

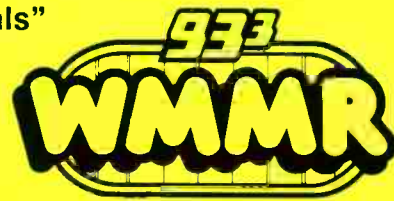
**Programming Strategy:** 18 to 34 Males

**Special Programming:** "Psychedelic Supper" airs Sunday, 6-7pm, with Michael Tearson; "What's New" is heard Wednesday from 11pm-midnight; "Street Beat" airs Sunday, 10-11pm, with Cindy Drue; "Rockers" airs Sunday, 11pm-midnight, with Ray Koob

**Music Call Hours:** Monday 10am-5:30pm

**Biggest/Best Promotions:** Bought out both Who shows, 150,000 tickets, and gave away the first 25 rows. Entire 'MMR staff was on stage with the Who; voted top rock station in the country by "Rolling Stone" Reader's Poll.

**Comments:** Westinghouse will take over ownership by the end of 1989.



**WZZO 95.1**

**"Z 95"**

1541 Alta Dr #400  
Whitehall, PA 18105  
(215) 821-9559  
FAX: (215) 821-9504

**Years In Rock Format:** 12

**Key Contacts:**

General Manager/Thomas Harpster  
Program Director/Rick Strauss  
Music Director/Todd Heft  
Promotion Director/Kimberly Douglas  
National Rep/Blair Corporation

**Markets Serviced:** Allentown

**Programming Strategy:** Geared toward a lighter rocking, more easily accessible sound. Targeting 25-34's.

**Music Call Hours:** Thursdays and Fridays 11am-3pm

**Community Concerns:** Sponsored "Turkey Bowling" event and raised hundreds of pounds of food and clothing for the needy. Also sponsored a Tangier concert in the park and received two busloads worth of donated clothes.

**Biggest/Best Promotions:** Turkey bowling

**Comments:** Looking forward to their 12th anniversary. Todd Heft to be married on 9/30. Send gifts (no blenders, please.)



## WASHINGTON DC Region

**WIYY 97.9**

**"98 Rock"**

3800 Hooper Ave  
Baltimore, MD 21211  
(301) 889-0098  
FAX: (301) 467-3291

**Years In Rock Format:** 12

**Key Contacts:**

General Manager/David Barrett  
Station Manager/Chuck DuCoty  
Program Director/Russ Mottla  
Music Director/Mary France  
Promotion Director/Tom Meyers  
National Rep/Hilliard Radio

**Markets Serviced:** Baltimore

**Programming Strategy:** Targets Adults 18-49. Current intensive rock radio.

**Special Programming:** "Electric Lunch," classic rock of the 70s airs 12-1pm weekdays. "Kirk's Hideaway" features alternative music and airs Sundays 10-11pm.

**Music Call Hours:** Monday 1-5pm, Friday 10-5pm.

**Community Concerns:** Sponsors an annual blood drive with the Baltimore Orioles at the stadium.

**Biggest/Best Promotions:** After an airplane crashed into a family home, station raised a truckload of clothes and \$3,500 in cash for the unfortunate family.



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BARK  
IS  
AS  
GOOD  
AS  
THE  
BITE.**



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LES NEGRESSES VERTES   EVERYTHING BUT THE GIRL   MARK KNOPFLER   ROD STEWART   RY COOPER   DANIEL LANOIS  
DAVID BYRNE   JANE'S ADDICTION   GEORGE HARRISON   DUNCAN DHU   LAURIE ANDERSON   THE JESUS AND MARY CHAIN

**WRXL 102.1****"XL 102 Home Of Rock N Roll"**

3245 Basle Road  
 Richmond, VA 23228  
 (804) 756-6400  
 FAX: (804) 672-9650



**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Claire Schaffner  
 Program Director/Bob Neumann  
 Co-Music Director/Paul Shugrue  
 Co-Music Director/Dal Hunter  
 Promotion Director/Paula Hersh  
 Assistant Program Director/Dick Hungate  
 National Rep/Katz

**Markets Serviced:** Richmond/Petersburg/Hopewell

**Programming Strategy:** Adult Album Rock

**Special Programming:** "Days Of Futures Past," Sunday morning 9am-1pm, classic progressive rock show, hosted by Rik Maybee. Monday through Thursday, noon-1pm, "Short Order Lunch," all requests, hosted by Dick Hungate. "Rate At Eight," Monday through Thursday, playing a brand new song, hosted by Liz Wilde. "Richmond Rock Spot," Monday through Thursday, spotlight on local bands, also hosted by Liz Wilde. "The Psychedelic Supper", 5-5:35pm Monday through Friday, hosted by Dal Hunter. "Classic 9 at 9," Monday through Friday, classic rock from a different year, each morning hosted by Paul Shugrue. "Shugrue's News," a rock news update daily on the morning show.

**Music Call Hours:** Monday, Wednesday 10am-2pm

**Community Concerns:** Yearly Radiothon, every November we do an 18 hour all request day, asking listeners to pledge for their requests. The money goes to a different charity every year. Last year, we also did a "Rock For Life" album, featuring 12 local bands, the proceeds going to AIDS research.

**Biggest/Best Promotions:** "Rock For Life Album" and Radiothon, as well as our annual Chili Cook-Off, with over 10,000 people attending. "Fantasy Car Giveaway," giving listeners a choice between an 87 Maserati, 67 Corvette Stingray, 56 T-bird, and a 59 Porsche.

**Comments:** We're consistently the highest rated adult station in Richmond.

**WWDC FM 101.1****"DC 101"**

8750 Brookville Rd  
 Silver Springs, MD 20910  
 (301) 587-7100  
 FAX: (301) 587-0225

**Years In Rock Format:** 14

**Key Contacts:**

General Manager/Goff Libher  
 VP-Programming/Dave Brown  
 Operations Manager/Curt Gary  
 Assistant Program Director/Leslz Ebron  
 Promotion Director/Shryl Whigham  
 National Rep/Christal radio

**Markets Serviced:** Washington DC, Baltimore

**Programming Strategy:** Hybrid Rock/CHR, target demo 18-34, 24-54 men.

**Music Call Hours:** Mondays, Wednesdays, Thursdays, Fridays 2-5pm

**Community Concerns:** Various community services.

**Biggest/Best Promotions:** "DC 101 Chili Championship", cookoff that attracted 60-70,000 people.

**WHFS 99.1****"99.1 WHFS"**

8201 Corporate Dr Ste 550  
 Landover, MD 20785  
 (301) 306-0991

**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Alan Hay  
 Program Director/David Einstein  
 Assistant Program Director/Damian Einstein  
 Music Director/Bob Showacre  
 Promotion Director/Michelle Abballe  
 National Rep/Republic

**Markets Serviced:** Washington D.C./Annapolis/Baltimore

**Programming Strategy:** 22-45 Adults. Progressive alternative intelligent rock.

**Special Programming:** "Reggae Splashdown," airs Sundays 9:00pm-midnight, contact Neci. "The Local Music Show," airs Sunday midnight-1:00am, contact Neci. "The New Music Express," airs Sunday 11:00am-noon, contact Dave. "Damian's Blues Show," airs Saturday 7:00am-9:00am, contact Damian.

**Music Call Hours:** Damian M-F 10am-6pm. Bob Tu-F 4-6pm.

**Community Concerns:** Sponsored an eight kilometer run to raise monies for the Immune Deficiency Fund.

**Biggest/Best Promotions:** A week in Dewey Beach with the use of a Chevrolet Geo. Stayed in a luxury condo provided, all expenses paid.

**WJFK 106.7****"The Only Place Where Rock Lives"**

10800 Main St  
 Fairfax, VA 22030  
 (703) 691-1900  
 FAX: (703) 385-0189

**Years In Rock Format:** Six months

**Key Contacts:**

General Manager/Ken Stevens  
 Program Director/Ed Levine  
 Assistant Program Director/Mike Wolf  
 Promotion Director/B.J. Cohen  
 National Rep/Torbet Radio

**Markets Serviced:** Washington D.C. area

**Programming Strategy:** Targets Adults 25-49. "Classic Rock That Keeps Up With The Times."

**Special Programming:** "Electric Lunch" airs 12 noon. "The 70s At 7" airs Monday-Friday.

**Music Call Hours:** Monday-Friday 10:30am-5pm.

**Community Concerns:** Works with various local charities.

**Biggest/Best Promotions:** "Summerfest '89" drew over 15,000 people for music and fun in the sun. Appearances included Felix Cavaliere, John Sebastian and Roger McGuinn.

**WWTR 95.9****"96 Rock"**

Stephen Decatur Rd  
 W Ocean City, MD 21842  
 (301) 289-4545  
 FAX: (301) 289-0717

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/Pete Andel  
 Program Director/Skip Isley  
 Music Director/Colleen Carew  
 National Rep/Katz radio

**Markets Serviced:** Ocean City, Lower Delaware

**Programming Strategy:** We aim for adult demos during the day, but open up the night currents to attract the younger demos.

**Music Call Hours:** Mondays 3-5pm

**Community Concerns:** MDA Blood Drives, MS and many other events to support the local chapters of charities.

**Biggest/Best Promotions:** "End Of The Summer Canoe Race", many area businesses participate Best Body On The Beach, etc.

**WZBH 93.5****"The Beach"**

701 N Dupont Hwy  
 Georgetown, DE 19947  
 (302) 856-2567  
 FAX: (302) 856-6839

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Scott Peters  
 Program Director/Ron Bowen  
 Music Director/Jennifer Gipe  
 Promotion Director/John Powell

**Markets Serviced:** Ocean City/Salsbury

**Programming Strategy:** Adult Rock Oriented. Targets 25-49's.

**Special Programming:** "Sunday Morning Tangent" show including new age, jazz and new music. Blues show Sunday nights, 9pm.

**Music Call Hours:** Monday-Friday 2-5pm

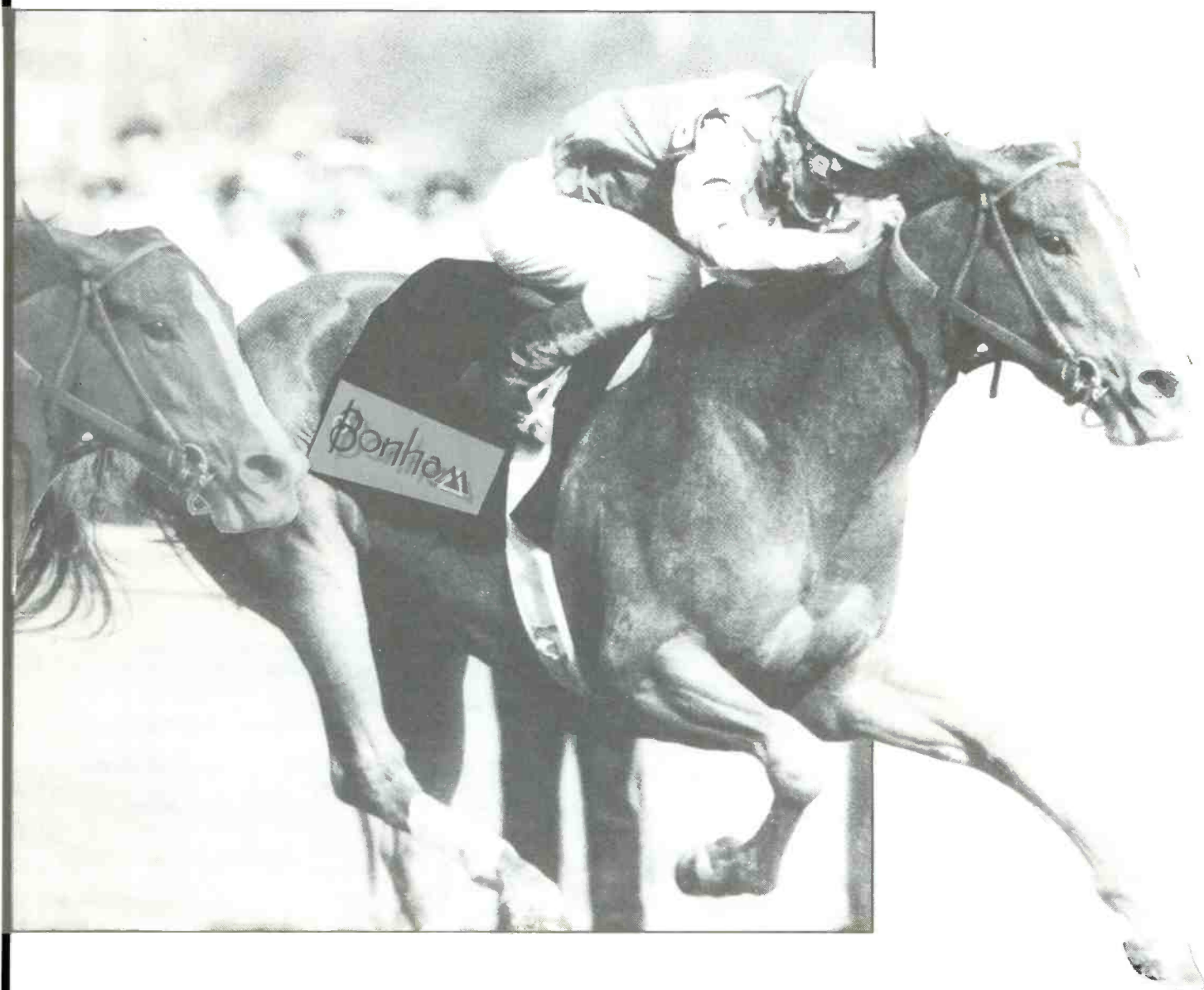
**Community Concerns:** Involved with Grant-A-Wish Foundation and sailing associations.

**Biggest/Best Promotions:** Sent people to see opening of Stones tour and closing of Who tour in one weekend.

**Comments:** Very strong showing in ratings after being on air for only one year.



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## CHICAGO Region

**WLUP 97.9**

**"The Loop"**

875 N Michigan Ave  
Chicago, IL 60611  
(312) 440-5270  
FAX: (312) 440-9377

**THE LOOP**  
**FM 98 AM 1000**

**Years In Rock Format:** 12

**Key Contacts:**

VP/Station Manager/Greg Solk  
General Manager/Larry Wert  
Programming Coordinator/Tony Gates  
Music Director/Dave Benson  
Sales Manager/Cheryl Esken  
News Director/Buzz Kilman  
Director Of Marketing/Promotion/Sandy Stahl  
Production Director/Matt Bisbee  
National Rep/Major Market Radio Sales

**Markets Serviced:** Chicago and Chicago Metro  
**Programming Strategy:** 25-49 Adults.

**Music Call Hours:** Monday through Wednesday, 10am-1pm

**Community Concerns:** Benefit broadcast for Ronald McDonald House; station works with Children's Memorial Hospital on an ongoing basis.

**Biggest/Best Promotions:** Station does most of its promotions around air personalities; "Around The World" - every month they send listeners for a week's vacation and concert to points around the world.

**WLZR 102.9**

**"Lazer 103"**

5407 W McKinley  
Milwaukee, WI 53208  
(414) 453-4130  
FAX: (414) 453-5708

**Years In Rock Format:** 2 1/2

**Key Contacts:**

General Manager/David Crowl  
Program Director/Greg Ausham  
Music Director/Kelly Wallace  
Sales Manager/Dave Pugh  
News Director/Marilyn Mee  
Promotion Director/Jay Philpott  
Production Director/Derek Benson  
National Rep/Katz Radio

**Markets Serviced:** Milwaukee

**Programming Strategy:** 18 to 34 Males...good, uptempo rock 'n roll - current intensive, heavy rock.

**Special Programming:** "The Afternoon Car Tunes" - mixes cartoon sound effects with an hour of non-stop rock; "Home Cookin'/Lazer Local Licks" hosted by Marilyn Mee runs 8-9am Sunday morning.

**Music Call Hours:** Monday, Tuesday, 2-5pm

**Community Concerns:** "1989 Front Row Auction" with Alpine Valley...listeners bid to sit in the front row, proceeds go to the Child Abuse Prevention Fund (currently at \$25,000); several charity benefit shows.

**Biggest/Best Promotions:** Sent winner to "Tommy" performance in L.A.; broadcasts live via satellite from various concert locations around the region and the country; station does a lot of live broadcasts from Summerfest...13 day music festival.

**Comments:** Lazer Disc Switch...the "switch" is on...just upgraded signal to better cover the Milwaukee and metro market.

**WQFM 93.3**

**"93 QFM"**

606 W Wisconsin Avenue  
Milwaukee, WI 53203  
(414) 276-2040  
FAX: (414) 276-8406

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Kris Foate  
Program Director/Dave London  
Music Director/Dan Hansen  
Promotion Director/Mark Krueger  
National Rep/Torbet Radio

**Markets Serviced:** Milwaukee

**Programming Strategy:** To win. Target 18-34 Adults, mainstream rock 'n roll with lean to the hard edge.

**Special Programming:** "Import Hour," airs Sunday 10-11pm, contact Mark Krueger. "Q-Tips," Sunday 11pm-Midnight, features new music, contact Dan Hansen. "Talking to Q," Sunday 5-6am, public affairs show, contact Susie Austin.

**Music Call Hours:** Mondays-Fridays Noon-5:30pm

**Community Concerns:** Vietnam Vets.

**Biggest/Best Promotions:** The Who to Milwaukee in 1982! Tim "The Rock 'N Roll Animal" went out on the ledge of our station, 22 stories up, for two weeks until Pete Townshend and Roger Daltrey personally called and said they would come to play.

**WXRT 93.1**

**"93 XRT"**

4949 W Belmont Ave  
Chicago, IL 60641  
(312) 777-1700  
FAX: (312) 777-5031

**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 17

**Key Contacts:**

Station Manager/Harvey Wells  
General Manager/Seth Mason  
Program Director/Norman Winer  
Music Director/Lin Brehmer  
Promotion Director/Christie Nordhielm  
National Rep/CBS Radio

**Markets Serviced:** Chicago

**Programming Strategy:** Chicago's best variety.

**Special Programming:** "Blues Breakers", airs Monday 10-11pm, contact Tom Marker. "The Big Beat", airs Thursday 10-11pm, contact Johnny Mars. "Saturday Morning Flashback," airs 8am-Noon. "Jazz Transfusion," airs Sunday 9pm-1am, contact Barry Winograd. "Sunday Night Concert," airs 8-9pm.

**Music Call Hours:** Mondays, Wednesdays Noon-5pm

**Community Concerns:** Bike A Thon for American Cancer Society and annual "Holiday Concert For The Kids," benefiting Children's Memorial Hospital.

**Biggest/Best Promotions:** "Little Rockers," photo contest where parents dress kids up as rockers and submit the photos and "Annual Free 4th Of July Concert."

**WAPL 105.7**

**"The Rockin' Apple"**

2727 E Radlo Rd  
Appleton, WI 54915  
(414) 734-9226  
FAX: (414) 739-0494

*The Rock & Roll Original!*  
**WAPL**  
**FM 106**

**Years In Rock Format:** 11

**Key Contacts:**

General Manager/Susan Knaack  
Program Director/Garrett Hart  
Assistant PD/MD/Rick Panneck  
Promotion Director/Jackie MacLaren  
National Rep/Sandi Schmidt

**Markets Serviced:** Appleton, Green Bay, Oshkosh

**Programming Strategy:** 18-49 adults

**Special Programming:** "Noon Lunch Whistle" airs Monday-Friday from noon-1pm...a different rock 'n roll menu everyday. "Quittin' Time Classics" airs weekdays at 5pm. This special features classic rock tracks for the trip home. "Prime Cuts," a segment of the hottest new selections from the "Rockin' Apple's" playlist airs at 9pm weeknights. "Sunday Jazz," a survey of traditional and contemporary jazz, plus new age airs from 8am-noon.

**Music Call Hours:** Rick: M & F 10am-noon. Garrett: W & F 3-4pm

**Community Concerns:** American Cancer Society Sole Burner Run

**Biggest/Best Promotions:** WAPL Gold Card. Winners took \$1,006 shopping spree via limousine and was accompanied by the WAPL air staff.

**Comments:** WAPL won the recent "Rolling Stone Readers Poll" for Best Small Markets this year. Garrett Hart was nominated as "PD Of The Year" in a *Billboard Magazine* poll.

**WIBA 101.5**

**"Madison's Home Of Rock N Roll"**

2651 S Fish Hatchery Rd  
Madison, WI 53711  
(608) 274-5450  
FAX: (608) 274-5521

**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Lee Leicinger  
Program Director/Van Edwards  
Music Director/Jack Mitchell  
Promotion Director/Eric Loeffler

**Markets Serviced:** Madison

**Programming Strategy:** 18-34 Adults. The best of the old and the best of the new.

**Special Programming:** "Crosstalk," a talk show that features current local issues, airs Sundays 11:00-11:30pm.

**Music Call Hours:** Monday through Friday, 2:00-3:00pm.

**Biggest/Best Promotions:** Our recent WIBA-FM/Canada Day trip. Listeners had to identify a certain song played at a certain time and if they were the right caller, with the right information, they won an all expense paid trip to Canada for two.

**The**  
**ALBUM**  
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TM

I S L A N D P R O M O T I O N

**Bob Catania**

*VP Promotion*  
(212) 995-7800

**Andy Allen**

*VP Album Promotion*  
(212) 995-7800

**Lisa Velasquez**

*Nat'l Promo Director*  
(212) 995-7800

**Steve Leavitt**

*Nat'l Promo Director*  
(213) 276-4500

**John Souchack**

*Nat'l Album Manager*  
(212) 995-7800

**Pat Marsicano**

*Nat'l Promo Manager*  
(212) 995-7800

**Stephanie Seymour**

*Nat'l College Manager*  
(212) 995-7800

**Paul Barrette**

*New Eng/Cleve/Pitts*  
(617) 935-6368

**Lynn Oakes**

*Mid-Atlantic*  
(212) 691-5013

**Jay Hart**

*Midwest*  
(312) 465-0303

**Lee Durham**

*Southeast*  
(404) 875-5079

**Becky Cohee**

*Southwest*  
(214) 401-3077

**Dave Darus**

*West Coast*  
(213) 276-4500

**Bob Myers**

*Northwest/Denver*  
(206) 621-9443

**Barbara Shebell**

*Promo Coordinator/East*  
(212) 995-7800

**Howie Miura**

*Promo Coordinator/West*  
(213) 276-4500

**Michael Whitenack**

*Midwest*  
(313) 886-3228

T H E I S L A N D F A M I L Y O F L A B E L S

ANTILLES 



**WMAD 92.1****"Madison's Best Variety Of Rock"**

3392 Brooks Dr  
Sun Prairie, WI 53590  
(608) 249-9277



**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Howard Gherman  
Program Director/Paul Marszalek  
Assistant Program Director/Pat Gallagher  
National Rep/Torbet

**Markets Serviced:** Madison

**Programming Strategy:** 25 to 34 Adults...non-metal "softer" rock radio with a new music slant...tends to shoot towards educated white collar upper demos

**Special Programming:** "The Radio Deli" runs noon-1pm with Pat Gallagher; "The Quiet Hour" airs 6-7pm and mixes jazz, new age and light rock, hosted by Paul Marszalek; "Radio Free Madison" features new releases and airs Sunday 9-10pm with John Anthony

**Music Call Hours:** Thursday 3:30-5pm and Friday 9am-noon

**Community Concerns:** Backgammon Tournament For Muscular Dystrophy

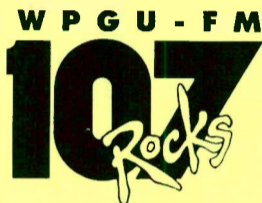
**Biggest/Best Promotions:** "Hot Tickets" - scratch off card to win money instantly

**Dirtiest Trick Ever Played On A Competitor:** Named one of their parttimers after the incoming PD at a competing station.

**Comments:** Takes a KBCO, WXRT approach...not a flame-thower, more laid back.

**WPGU 107.1****"The Home Of Rock N Roll"**

204 E Peabody Drive  
Champaign, IL 61820  
(217) 333-2016  
FAX: (217) 244-3001



**Years In Rock Format:** 22

**Key Contacts:**

General Manager/Terry Dugan-Nolan  
Program Director/Michelle Lane  
Assistant Program Director/Melinda Meyer  
Music Director/Dan Bremner  
Promotion Director/Kathy Baader

**Markets Serviced:** Champaign, Urbana

**Programming Strategy:** Males 18-34, odd balance between college students wanting new stuff and other listeners wanting classic titles. We can go early on things and have an interesting mix.

**Special Programming:** "Vinyl Frontier," features new music, airs Monday Midnight-2am, contact Greg Gurski. "Metal Works," features heavy metal, airs Tuesday Midnight-2am, contact Dave Talkington. "Psychedelic Bone Yard," features classics, airs Thursday

Midnight-1am, contact Alison Davis. "Friday Night Live," live music by request, airs 10pm-Midnight, contact Dave Reuter. "Saturday Night Special," requests and sponsored album sides, airs 8pm-Midnight, contact Mark Thompson and Dan Bremner. "Jazz And All That Jazz," features new and classic jazz selections, airs Sunday 7-10pm, contact Kelly Fitz. "Soulful Sunday," features new urban contemporary rap, reggae and soul, airs 10pm-2am, contact Steve Johnson and Derrek Johnson.

**Music Call Hours:** Dan M-F Noon-3pm, Michelle M-F 3-5pm

**Community Concerns:** Assist Greek organizations with their philanthropies, also Food For Families Skate A Thon and Make A Wish Volleyball Tournament.

**Biggest/Best Promotions:** All year long - World Tour, send people every month to places around the country to see sporting events, shopping sprees and Oktober Fest.

**Comments:** Commercial non-profit station that is student manned, but not run by the university.

**WWCT 105.7****"Peoria's Home Of Rock N Roll"**

1111 Main St  
Peoria, IL 61606  
(309) 674-2000  
FAX: (309) 676-8426



**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Bruce Foster  
Program Director/Rich Hirschmann  
Assistant Program Director/Mark Bretsch  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Peoria, Bloomington

**Programming Strategy:** Classic leaning Album Oriented Radio, target 25-34 Adults.

**Special Programming:** "Fresh Track", testing ground for new music, airs Monday 11pm-Midnight, contact Dan Conlin.

**Music Call Hours:** Thursdays Fridays 10am-Noon

**Community Concerns:** Various community events.

**Biggest/Best Promotions:** Tennis Shoes and Tuxedo Cruise, paddleboat down the Illinois River with food and live entertainment, winners are supplied with tuxedo shirts and the bottoms are up to the listeners, tennis shoes required!

**Dirtiest Trick Ever Played On A Competitor:** Competition hosting Richard Marx show said to be soldout. While live on the air we called the box office and discovered there were tickets still available and bought the balance. We then gave them away in front of the coliseum to anyone wearing our logo.

**WYBR 104.9****"Rockford's Home Of Real Rock N Roll"**

2830 Sandy Hallow Rd  
Rockford, IL 61109  
(815) 874-7861  
FAX: (815) 874-2202

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/David McAleg  
Program Director/Tim Crull  
Music Director/David Potter  
Promotion Director/Sky Drysdale  
National Rep/Banner

**Markets Serviced:** Greater Rockford Metro Area

**Programming Strategy:** The rock of Rockford, targets 18-34 Males.

**Special Programming:** Blues hour every other Sunday, rotates with New Music show, "Don't Blink."

**Music Call Hours:** Weekdays from Noon-5pm

**Community Concerns:** Toys For Tots, benefit concerts for missing children foundation, and leukemia.

**Biggest/Best Promotions:** Saraya budget concert. Upcoming band, low admission. Small club with 600 capacity. Sold out and ran out of beer!

**Dirtiest Trick Ever Played On A Competitor:** Have referred to guy on crosstown CHR morning drive as "guy with the braces and the lisp!"

**MINNEAPOLIS Region****KQRS 92.5****"The Home Of Rock N Roll"**

917 N Lilac Drive  
Minneapolis, MN 55422  
(612) 545-5601  
FAX: (612) 593-3040



**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Mark Steinmetz  
Operations Manager/Dave Hamilton  
Assistant Program Director/John Lassman  
Promotion Director/Annie Miners  
National Rep/Katz & Powell

**Markets Serviced:** Minneapolis, St. Cloud, Rochester, Eau Claire WI

**Programming Strategy:** Target demo is 18-49, heavy personality in morning, classic rock with tight currents during day and hard rock at night. We don't take ourselves too seriously, and try to offer the listener fun. We also use a high profile street presence.

**Special Programming:** "Noon Time Nuggets," airs Monday-Friday contact Jack Hicks. "9 O'Clock Work Force Block," airs Monday-Friday 9am, contacts Jack Hicks. "The Bitch Line," airs Monday-Friday 9:45pm, hear from the people, contact John Lassman.

**Music Call Hours:** Mondays, Wednesdays 1-4pm

**Community Concerns:** Courage Center, home, school and therapy for disabled children, various events to raise money.

**Biggest/Best Promotions:** "Rock 'N Roll Over," giving away Suski Saminas's government report on safety, every 20 days rest of the year. Rosen (morning man) ran for governor in the fall of '86, finished third in state with 8,000 votes. Sold campaign buttons for charity.

**Dirtiest Trick Ever Played On A Competitor:** Pirating a top secret memo of promotional plans then doing the promotion word for word and tagging it with "an idea so good that someone will probably steal it."

**Comments:** KQRS has been ratings dominant for years.

**KJJO 104.1****"Rock 104"**

11320 Valley View Rd  
Eden Prairie, MN 55344  
(612) 941-5774  
FAX: (612) 941-8750



**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Jack Smith  
Operations Manager-PD/Tony Powers  
Music Director/Mike Stapleton  
Assistant Program Director/Dean Dreisbach  
Promotion Director/Angie Phillips  
National Rep/Republic Radio

**Markets Serviced:** Minneapolis/St. Paul

**Programming Strategy:** Targets Adults 18-35. "The Twin Cities Rockin' Best."

**Special Programming:** "The Metro Music Hour" airs Sundays 9-10pm and features local talent. "The Mad Music Asylum," is a new music show that airs Sundays 7-9pm.

**Music Call Hours:** Wednesdays, Thursdays 3-5pm

**Community Concerns:** KJJO is the official Twin Cities "Toys For Tots" sponsor. The station also works with the local Humane Society through PSAs and animal placement.

**Biggest/Best Promotions:** "Riverfest" is ten days of live music on the Mississippi River.



THE

# ALARM

**The New LP CHANGE.**

**In Stores September 19.**

**The First Single**

**"Sold Me Down The River"**

**Most Added Everywhere.**

IRS-82018

## TIMBUK3

The New Album



Features The Tracks

"National Holiday"

"Standard White Jesus"

*Edge Of Allegiance*

IRS-82015

ANIMAL LOGIC

IS



DEBORAH HOLLAND

- vocals, songs

STEWART COPELAND

- drums, programs

STANLEY CLARKE

- bass, strings

COMING OCTOBER 3



IRS-82020



**KQDS 94.9****"The Home Of Rock N Roll"**

1017 E 1st Street  
Duluth, MN 55805  
(218) 728-6421  
FAX: (218) 728-5809

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Chuck Poet  
Program Director/Mike Keller  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Served:** Duluth, Superior

**Programming Strategy:** Continuous move from 18-24 to strong 25-34 demos by being careful with our music choices. Now have bigger percentage of 25-34 than 18-24 for the first time in the station's history.

**Special Programming:** "KQ-Saturday Night Live," all live cuts are featured with bits from "Saturday Night Live" and have a fantasy feel, airs 10pm-Midnight, various hosts. "KQ Lunch Box Special," classics by request, airs Monday-Friday Noon-1pm, contact John Savage.

**Music Call Hours:** Mondays 11am-1pm

**Community Concerns:** Heart Association, Vietnam Vets.

**Biggest/Best Promotions:** Rent Vista boat and do a "KQ-Champagne Cruise," in conjunction with concerts, we invite a band member to come along for a cruise around the harbor, serve food and champagne onboard.

**Dirtiest Trick Ever Played On A Competitor:** No tricks necessary, we just out executive them.

**KTCZ 97.1****"The Cities' 97"**

100 N Sixth St Butler Sq  
Minneapolis, MN 55403  
(612) 339-0000  
FAX: (612) 349-6147

**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Mike Boen  
Program Director/Alan Lawson  
Music Director/Jane Fredericksen  
Promotion Director/Mike Traub  
National Rep/Durpetti & Associates

**Markets Served:** Minneapolis/St Paul

**Programming Strategy:** Blend of adult album rock, progressive adult contemporary, pop fusion jazz with our primary target 25-44

**Special Programming:** "Morning Artist Spotlight" and "Evening Artist Spotlight," highlighting a set of tunes from one artist or group.

"Traffic Jam," a show that also plays sets of songs or interviews artists in-studio, hosted by Greg Ellsworth. "The Cities' Jazz," a selection of contemporary/fusion jazz, contact Jonell. "Live At The Fine Line," we record it live on DAT from a local club, featuring an eclectic mix of artists, 7-8pm on Sunday. "Side Tracks," featuring album sides on Friday night.

**Music Call Hours:** Wednesday-Friday Noon-5pm

**Community Concerns:** We do no on-air giveaways of any sort. We have our own building at the Minnesota State Fair, with auction items from rock stars, this year to raise money for the Children's Miracle Network. Each year, we pick a different charity. We do a guide for what's happening around town, sports, clubs, etc.

**Biggest/Best Promotions:** We have 400,000 Cities discount cards to be used for entertainment and arts. On any given week, we have 25 to 35 offers our listeners can take advantage of.

**Comments:** We had a very positive review from a columnist who writes about media in the St. Paul newspaper. One of his comments, "Cities' 97 is a blueprint for the best radio stations of the future." We get comments and letters from people who, travelling through, say there is nothing like us in New York, Los Angeles or other major cities.

**KABL 97.5****"KABL"**

420 N Fifth Street #470  
Minneapolis, MN 55401  
(612) 339-0336

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Mark Miller  
Promotion Director/Wendy Huckaby  
Operations Manager/Michelle Dahl

**Markets Served:** Minneapolis

**Programming Strategy:** Adults 18-30

**Special Programming:** A new music show, "New Music Monday," airs from 7-9pm, contact Mark Miller. "The Local Thang," hosted by Bill Verville, airs on Thursdays from 7-9pm, is a local music show.

**Music Call Hours:** Monday, Wednesday noon-4pm

**Community Concerns:** "Music And Movies In The Park" is held annually and features free screenings and concerts at the Walker Arts Center. Co-sponsored by the Minneapolis Park Board.

**Comments:** The only station in town which consistently plays currents

**ST. LOUIS Region****KSHE 94.7****"Real Rock Radio"**

700 Union Sta Anx Ste 101  
St Louis, MO 63103  
(314) 621-0095  
FAX: (314) 621-3428

**Years In Rock Format:** 22

**Key Contacts:**

General Manager/John Beck  
Operations Manager/Rick Balis  
Assistant PD/AI Hofer  
Promotion Director/Abigail Pollay  
Creative-Production Director/Ed Brown  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Served:** St Louis

**Programming Strategy:** Adult album rock targeting 18-49

**Special Programming:** "KSHE Lunch Program," every weekday noon-1pm, highlighting one particular artist, hosted by AI Hofer. "Monday Night Metal" (on Tuesday at 10pm), hosted by Drew Johnson. "Classic Show," Sunday 7am-noon, true to definition album rock classics/KSHE Classics/Gold, contact Radio Rich Dalton.

**Music Call Hours:** Monday 3-5pm

**Community Concerns:** KSHE's 6th Annual Blood Drive, during this year's two day event, we accumulated 3,250 units of blood. Each year we break the previous year's record, with the help of famous spokespeople, like the Doobie Bros. this year.

**Biggest/Best Promotions:** Blood Drive.

**KYYS 102.1****"KY 102"**

3020 Summit  
Kansas City, MO 64108  
(816) 561-9102  
FAX: (816) 753-1021

**Years In Rock Format:** 15

**Key Contacts:**

General Manager/Herndon Hasty  
Program Director/Scott Jameson  
Music Director/Skid Roadie  
Promotion Director/Ellen Gerdes  
National Rep/Mike Campbell

**Markets Served:** Kansas City

**Programming Strategy:** Mainstream heritage Rock Radio. Target 18-49.

**Special Programming:** New Music Show called "Rock Avenue" Monday-Friday 8pm. "Nine at Nine" Monday-Friday 9 pm. "Electric Lunch" Monday-Friday Noon-1pm (oldies/trivia show).

**Music Call Hours:** Monday and Tuesday 10-Noon

**Community Concerns:** Constantly active in the community 12 months a year.

**Biggest/Best Promotions:** Vietnam Veterans Memorial promotion. Raised money for Vets through radio-thon. Broadcast live from memorial in Kansas City. Raised \$8,000 in one day.

**Dirtiest Trick Ever Played On A Competitor:** We let them make their own mistakes.

**Comments:** Celebrating their 15th anniversary this year.

**KFMZ 98.3****"Home Of Rock 'N Roll"**

PO Box 1345  
Columbia, MO 65205  
(314) 874-3000  
FAX: (314) 443-1460

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/Scott Boltz  
Program Director/Chris Kellogg  
National Rep/Christal Radio

**Markets Served:** Columbia, Jefferson City

**Programming Strategy:** Adults 18-49.

**Music Call Hours:** Thursdays and Fridays 10am-2pm

**Community Concerns:** Works with the Salvation Army's "Toys For Tots" campaign as well as the local Cancer Society. University of Missouri Greek philanthropies. Ugly Bartender contest for Muscular Dystrophy.

**Biggest/Best Promotions:** "Trip A Day In May" promotion includes 48 trips from Montreal to Los Angeles. Pure Radio Promotion.

**KSHE95**

REAL ROCK RADIO





**THE TURTLE WINS!**

## **ROCK RADIO AND McGATHY PROMOTIONS— A WINNING COMBINATION**

71 W. 23rd St., Ste. 1524  
New York, NY 10010  
(212) 924-7775  
Fax: (212) 691-8303  
Woodstock office: (914) 679-7322

**"Emotion In Promotion"**

**KICT 95.1**

**"Wichita's Home Of Rock N Roll"**

734 N Maize Road  
Wichita, KS 67212  
(316) 722-5600  
FAX: (316) 722-0722

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Charlie Traffas  
Program Director/Ron Eric Taylor  
Music Director/Phil Thompson  
Music Assistant/Wanda Diggs  
Production Director/David Stone  
Sales Manager/Cazie Thompson

**Markets Serviced:** Wichita

**Programming Strategy:** Targets Males 18-35, Females 18-34.

"Wichita's Home Of Rock 'N Roll."

**Music Call Hours:** Monday 12-2pm.

**Community Concerns:** Works with Toys For Tots, as well as various other local organizations.

**Biggest/Best Promotions:** Awarded a trip for two to Los Angeles to see The Who.



**KKOW FM 96.9**

**"Ninety-six nine, K-K-O-W"**

East 126th Hwy  
Pittsburg, KS 66762  
(316) 231-7200

**Years In Rock Format:** 2

**Key Contacts:**

Executive VP/Walt McGreggor  
Station Manager/Jeff Freeman  
Program Director/Vance Lewis  
Music Director/Mark David  
News Director/Rob Strand  
Production Director/Bob Singer  
National Rep/McGavren Guild Radio

**Markets Serviced:** Pittsburg, Joplin

**Programming Strategy:** Adult rock station - 25-44; only album station in market - plays 60% classics and recurrents to 40% new.

**Music Call Hours:** Monday through Friday, 1-5pm

**Community Concerns:** Co-sponsored a charity golf tournament - proceeds to local mentally retarded organization; volleyball tournament with proceeds to a home for battered women.

**Biggest/Best Promotions:** "No Repeat Workday"...paid cash for playing the same song twice in same day and gave away \$10,000 over two months; various concert buses.

**Comments:** Station will be moving studios from Pittsburg to Joplin. this month and will also be upgrading transmitter...will increase visibility in the Joplin market.



**KRZZ 95.9**

**"96 KRZ"**

2402 E 37th St North  
Wichita, KS 67219  
(316) 832-9600  
FAX: (316) 832-9688

**Years In Rock Format:** 6 months

**Key Contacts:**

General Manager/Mike Cutchall  
Program Director/Sherman Cohen  
National Rep/Durpetti & Associates

**Markets Serviced:** Wichita

**Programming Strategy:** 18-49 Adults; we play rock 'n roll favorites.

**Special Programming:** "All Request Show," every night of the week.

**Music Call Hours:** Monday through Friday 11am-5pm

**Community Concerns:** Muscular Dystrophy, all request day raising about \$1000. Involved with United Way, the Mental Health Association.  
**Biggest/Best Promotions:** We've sponsored a couple of free concerts at the West Bank Stage (with plans to do more). Our first show pulled in 2,500 people, and our second show attracted 3,500. Last November, our Turkey Toss created quite a buzz. We even got calls from the Humane Society. But the actual toss was at a local elementary school, dropping paper turkeys from a cherry picker. Winners whose number matched the numbered turkeys won prizes.

**Comments:** In Wichita, we're known for listening to the audience, taking requests, and playing the most music, as well as the city's ticket to rock!



**KSKT 95.3**

**"The Kat"**

103 N 3rd Street  
Manhattan, KS 66502  
(913) 539-6271

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Diane Lightcap  
Program Director/G Ernest McCune

**Markets Serviced:** Manhattan, Junction City

**Programming Strategy:** Classic rock with a semi-progressive slant on new music.

**Special Programming:** "12 O'Clock Rock," recreating an era of music, weekdays at noon, hosted by Ann Munday. "5 at 5:00," a particular artist is highlighted, hosted by G. Ernest McCune. "Maximum Overdrive," harder edged rock 'n roll, weeknights at 10:50pm, hosted by Bob Anderson. "Be Bop Saturday," oldies in the morning, contact Paul Craig. "Album Side Up," weeknights at 2:50am, hosted by Rockin' Rich.

**Music Call Hours:** Monday, Tuesday, Wednesday, Thursday 11am-1pm

**Community Concerns:** We work with Kansas State University and the Ft. Riley base.

**Biggest/Best Promotions:** "Magic Bus" tour to see the Who concert in Kansas City. A lot of localized promotions, like broadcasting live as students register for school, as well as a contest offering a fully paid tuition for one K State student.

**Comments:** We're a very unique station in that we take an original approach to what we're doing here.



**KXUS 97.3**

**"US 97"**

2920 E Pythian  
Springfield, MO 65802  
(417) 831-9700  
FAX: (417) 831-1142

**Years In Rock Format:** 1 1/2

**Key Contacts:**

Operations Manager/Mike Schmidt  
General Manager/Bill Early  
Music Director/Paul Cannell  
National Rep/Republic Radio

**Markets Serviced:** Springfield

**Programming Strategy:** Musically and promotionally very aggressive.

**Music Call Hours:** Mondays, Tuesdays 2-5pm

**Community Concerns:** 12 Days of Christmas Blood Drive, MS Bike Race 150.

**Biggest/Best Promotions:** "US 97 Rocks You Coast To Coast", each week we send a winner from coast to coast to see shows.

**WYMG 100.5**

**"The Home Of Rock 'N Roll"**

1030 Durkin Dr  
Springfield, IL 62704  
(217) 546-9000  
FAX: (217) 546-4388

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Patti Donsbach  
Program Director/Craig Stevens  
Music Director/Keef  
Promotion Director/Mike Richter  
National Rep/Katz

**Markets Serviced:** Springfield

**Programming Strategy:** Take Names And Kick Ass

**Special Programming:** "Electric Lunch," 50s, 60s and 70s music. Alternative music show called "Vinyl Du Jour," airs Sunday nights.

**Music Call Hours:** Monday and Tuesday 11ap -2pm

**Community Concerns:** Work with MDA, March Of Dimes, various charities.

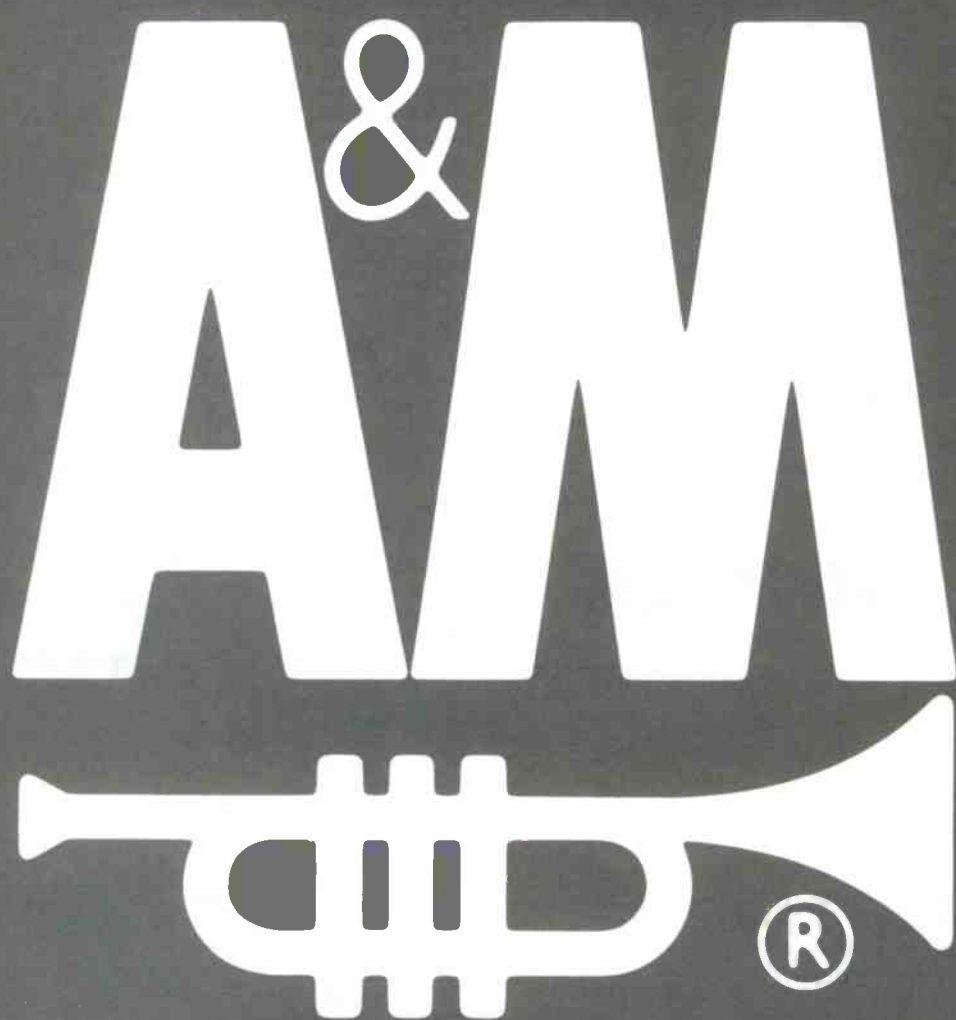
**Biggest/Best Promotions:** Recent three stage promo. Stage 1 - "What the HELL was that?" Listeners identified sounds for big \$\$ prizes. Stage 2 - "IROC and Roll" 250 keys given out to brand new IROC car. Only one key worked. Stage three - gave away tickets and trips to Who and Doobie Brothers shows across country.

**Dirtiest Trick Ever Played On A Competitor:** The recent city-wide secretaries convention for 3-4000 secretaries was co-sponsored by one of our competitors. We erected our 30-foot inflatable ape on the Hilton tower across from the convention so that everyone coming or going had to see it.

**Comments:** Will soon be doing Christmas wish grant program.



**THE POWER  
IS ON!**



IF YOU CAN'T STAND THE HEAT..  
**GET OUT OF THE FUTURE!**

## GREAT PLAINS Region

**KEZO 92.3**

**"Home Of Rock N Roll"**

11128 John Galt Blvd  
Omaha, NE 68137  
(402) 592-5300  
FAX: (402) 592-6605

**Years In Rock Format:** 12

**Key Contacts:**

Vice President/General Manager/Jeff Crabtree  
Operations Manager/Bruce McGregor  
Promotion Director/Joni Ryan  
General Sales Manager/Terry Barfield  
National Rep/Katz Radio

**Markets Serviced:** Omaha, Council Bluffs, Lincoln

**Programming Strategy:** Targets 18-30.

**Special Programming:** A "Jazz Brunch" Sunday mornings from 10-12noon includes light jazz to the latest fusion. Hosted by Steve Sleeper.

"Rock Party," airs Monday-Friday 9pm-Midnight, features three hours of current releases.

**Music Call Hours:** Wednesday-Friday 10-2pm

**Community Concerns:** Muscular Dystrophy Foundation, work with local food banks, and a "Cruise for Kids" to raise money for a home for abused children are just some examples of KEZO's community concerns.

**KFMH 99.7**

**"The Real FM/99 Plus"**

3218 Mulberry  
Muscatine, IA 52761  
(319) 263-2512

**Years In Rock Format:** 17

**Key Contacts:**

President/John Flambo  
Vice President/Operations Manager/Steve Bridges  
Music Director/Phil Maicke  
Music Assistant/Sean Tracy  
Promotion Director/Mary Reilly

**Markets Serviced:** Davenport, Cedar Rapids, Iowa City

**Programming Strategy:** Males 18-34. Station features progressive rock.

**Special Programming:** Heavy metal show Monday-Saturday from 10-12 Midnight. "Off The Beaten Track" features new music, airs Sunday 9-11pm. "Jazz Show" airs Sunday 6-10am.

**Music Call Hours:** Monday-Friday 10am-Noon.

**Community Concerns:** "Operation Santa Claus" takes gift requests from needy families and tries to fill them. Works with the Mississippi Valley Blues Society by broadcasting weekly live shows.

**Biggest/Best Promotions:** "Blues Fest" attracts 50-60,000 people yearly. Station sponsored festival made "MTV News" after winning "Best Blues Fest" in the nation award.

**KFMQ 101.9**

**"Q 102 Hit Rock Radio"**

1540 S 70th St #200  
Lincoln, NE 68506  
(402) 489-6500  
FAX: (402) 486-6046

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/Roger Gelder  
Program Director/Gabe Baptiste  
Music Director/Joe Skare  
Assistant Program Director/Mike Blakemore  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Lincoln, Omaha area.

**Programming Strategy:** Targets Males 18-49. "Nebraska's Rock 'N Roll Legend."

**Special Programming:** "Nostalgic Rock," an oldies show featuring historic rock from days gone by and rare and unusual records, is hosted by State Senator Dave Landis, Sundays 8am-12noon.

**Music Call Hours:** Wednesday and Thursday, 11am-1pm.

**Community Concerns:** Hosted the "Canned Music Festival" to raise money and food for the Lincoln Food Bank. Public service announcements on New Years Eve for "Life Ride" cab service.

**Biggest/Best Promotions:** Two million dollar "Caribbean Treasure Hunt" for two. Two contestants will fly to island to try to find two million dollars worth of hidden treasure.

**Comments:** Looking forward to the next 18 years!



**KGGO 94.9**

**"Des Moines' Best Rock N Roll"**

3900 NE Broadway  
Des Moines, IA 50317  
(515) 265-6181  
FAX: (515) 265-7657

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Peter McLane  
Program Director/Phil Wilson  
Music Director/Jack Emerson  
Promotion Director/Lou Sipolt  
National Rep/Eastman

**Markets Serviced:** Des Moines

**Programming Strategy:** 18-34 Adults. We provide the listening audience with a good variety of the best old and the best of today's rock n' roll.

**Special Programming:** "Ten O' Clock News," a new music profile, airs Mondays 10pm, contact Mark Stewart. "Noon Time Nuggets," daily hour show featuring the classics, contact Lou.

**Music Call Hours:** Monday, Tuesday 11am-3pm.

**Community Concerns:** Heart Connection, Local Blood Drives for the Blood Center Of Iowa. The Iowa Society To Prevent Blindness, March Of Dimes, Des Moines Food Bank, Heart Association, Leukimia Foundation and Diabetes Association. We raise money for all of these fine organizations any way we creatively can.

**Biggest/Best Promotions:** Just gave away a brand new house valued at over \$100,000.

**Dirtiest Trick Ever Played On A Competitor:** We continue to beat them, they think that's pretty dirty.

**KRNA 93.9**

**"Iowa's Rock N Roll"**

2105 A C T Circle  
Iowa City, IA 52240  
(319) 351-9300  
FAX: (319) 351-4943

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Eliot Keller  
Program Director/Mark Vos  
Music Director/Kim Jeffries  
Operations Manager/Rob Norton  
Assistant Music Director/Roger The Dodger  
National Rep/Roslyn Radio Sales

**Markets Serviced:** Iowa City/Cedar Rapids/Eastern Iowa

**Programming Strategy:** A contemporary that looks closely at CHR/AC as well as alternative.

**Special Programming:** "Test Pressing," featuring new music, hosted by Roger The Dodger. "Traffic Jams," with Bob Stewart. "Let's Do Lunch" by Kim Jeffries. "Groovy Tunes and Merry Melodies" hosted by Those Guys In The Morning. "All Request Party" on Friday nights, hosted by Roger The Dodger. "KRNA Classics," spotlighting a past year, hosted by Those Guys In The Morning.

**Music Call Hours:** Thursday, Friday 3-5pm

**Community Concerns:** Iowa City Street Dance/Cedar Rapids Street Dance, celebrating birthdays of the area's cities, with free local bands. Children's Miracle Network promotions.

**Biggest/Best Promotions:** "\$1000 CD," where every time we played "Hey Jude," the 14th caller picked up a grand. Bumper sticker contest works very well, as does "KRNA Christmas," giving prizes away every hour on the hour from December 1 to the 25th.

**Comments:** We're #1, we feel great and we sound great!

**KSQY 95.1**

**"K Sky"**

666 Main St  
Deadwood, SD 57732  
(605) 578-3533  
FAX: (605) 348-9877

**Years In Rock Format:** 7

**Key Contacts:**

General Manager/Cindy McNeill  
Program Director/Jack Daniels  
Music Director/Jeff Michaels

**Markets Serviced:** Rapid City, Black Hills region

**Programming Strategy:** Adult album rock, playing multiple cuts from albums

**Special Programming:** "Sky Jazz," Sunday mornings, hosted by Michael Goodroad. "Sky Tracks," weeknights at 10pm, spotlighting new albums.

**Music Call Hours:** Everyday 8-10am

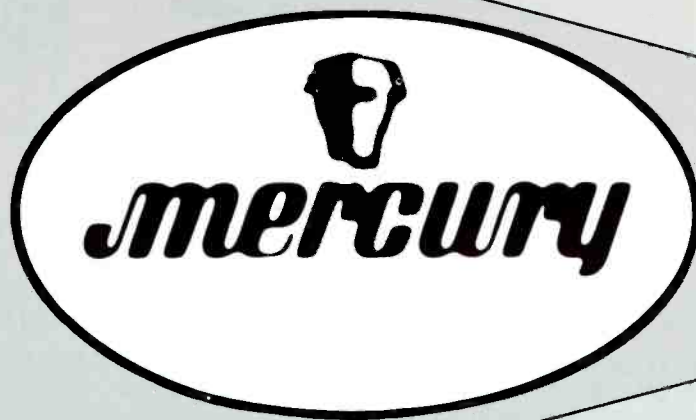
**Community Concerns:** Blood drive involvement, Muscular Dystrophy, Leukemia Society. Wheelchair basketball games for the handicapped.

**Biggest/Best Promotions:** "The Great Guitar Giveaway," with six autographed guitars given away. We put them on display in a local mall with live broadcasts.

**Dirtiest Trick Ever Played On A Competitor:** We just constantly beat them to the punch.

**Comments:** We try to make everything we do big time. We've brought a lot of sophistication to the market; new artists, new music. We're not backwoods. It's a huge tourist area, and the biggest area between Minneapolis and Denver.





*All Hits... No Errors!*

**TEARS FOR FEARS**

**TEXAS**

**GORKY PARK**

**MICHAEL MONROE**

*Coming Next Week...*

**IAN**

**MICK**

**HUNTER—RONSON**

*Arriving The Week Of The 25th...*

The New Album From

**TEARS FOR FEARS**

**"THE SEEDS OF LOVE"**

**WXLP 96.9**  
**"97 X"**

1229 Brady Street  
Davenport, IA 52803  
(319) 326-2541  
FAX: (319) 326-1819

**Years In Rock Format:** 11

**Key Contacts:**

General Manager/Jeff Scarpelli  
Program Director/Guy Perry  
Music Director/Haz Montana  
Promotion Director/Jeff Roberts  
National Rep/Katz Radio

**Markets Served:** Davenport, Moline, Rock Island

**Programming Strategy:** To rock hard!

**Special Programming:** New Music Show, airs Sunday 8-9pm, contact Haz Montana.

**Music Call Hours:** Fridays 9am-Noon

**Community Concerns:** "Rock 'N Roll Up Your Sleeve" blood drive, Towel Drive for Sea Otters and Rock Island Depot Restoration Fund.

**Biggest/Best Promotions:** Apology Campaign, for being too wimpy in the past, also set up a 24 hour hotline for suggestions for any changes.

**Dirtiest Trick Ever Played On A Competitor:** At a show that belonged to the CHR competitor we showed up with a thousand T-shirts for people to wear, an airplane circling the arena with our call letters on a banner and a live remote from a cherry picker above the crowd.

**KBLE 90.7**

**"The Album Alternative"**

1170 22nd Street  
Des Moines, IA 50311  
(515) 288-3033

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 13

**Key Contacts:**

Station Manager/Ron Sorenson

**Markets Served:** Des Moines

**Programming Strategy:** 25-44 adults

**Special Programming:** On Sunday, KBLE airs four hours of Jazz, "Adventures In Jazz," from 6-10pm and from 10-midnight, "The Blues Show" airs. Contact Ron Sorenson.

**Music Call Hours:** MWThF 10am-4pm/T Noon-4pm

**KRCK 95.3**

**"K-Rock"**

5002 Dodge Rm 306  
Omaha, NE 68132  
(402) 553-0980

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Paul Kriegler  
Program Director/Paul Kriegler  
Assistant Program Director/Tony Bazis

**Markets Served:** Omaha, Millard, Ralston

**Programming Strategy:** Target demo is 18-24 Adults. Current intensive with various approaches by jocks. College market so we cover the music local stations don't as well as the mainstream.

**Special Programming:** "Grateful Dead Special," airs Sunday 8-10pm, contact Andy Arnone. "Champagne And Novocain," airs Sunday 10pm-Midnight, lots of older stuff, contact Andy Arnone. "Reggae Show," airs Sunday 6-8pm, contact Mike Pfeiffer. "Heavy Metal," airs on Monday 8pm-Midnight, contact Matt Roberts.

**Music Call Hours:** Mondays, Tuesdays Noon-3pm

**Biggest/Best Promotions:** Our upcoming barbeque pit and party giveaway with Raging Slab.

**Dirtiest Trick Ever Played On A Competitor:** Our mere existence is enough for us.

**Comments:** Now only cable, but will be on the air within the next year, have our building permit. Announcement to follow soon.

**ATLANTA Region**

**WKLS 96.1**

**"Atlanta's Pure Rock N Roll"**

1800 Century Blvd #1200  
Atlanta, GA 30345  
(404) 325-0960  
FAX: (404) 325-8715

**Years In Rock Format:** 15

**Key Contacts:**

VP/General Manager/Tom Connolly  
Program Director/Bill Pugh  
Music Director/Beth Kepple  
Promotion Director/Mark Cooper  
National Rep/Katz Radio

**Markets Served:** Atlanta

**Programming Strategy:** 25 to 54, 60% classic to 40% new music.

**Special Programming:** "Peach Jam" runs Sunday night from 8-9pm featuring local Georgia musicians...show is hosted by Blake Watson;

"Psychedelic Saturday" with Beth Kepple, 7am-Noon, and "Psychedelic Sunday" with Bill Pugh from 8am-noon.

**Music Call Hours:** Monday, 3-5pm

**Community Concerns:** "Bring A Bag Of Food" gets listeners into shows and special events; "Food Bank Fridays" fills the lobby of 96 Rock with food for the homeless.

**Biggest/Best Promotions:** Station gives away a car every year and gave away a house two years ago; "Show Us Your Rock" promotion - giant banners or other creative ways to display 96 Rock's logo...also runs at Christmas, where listeners "Show Us Your Rock" with Christmas lights; station just completed a "What Would You Do For \$5,000" contest...the winner ate worms!

**Comments:** One of the premier rock radio stations in the country, looking forward to rockin' for another 15 years!

**WGCV 104.1**

**"Gulf Coast's Home Of Rock N' Roll"**

P.O. BOX 1044  
Daphne, AL 36633  
(205) 626-9600  
FAX: (205) 626-3352

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Ben Bain  
Program Director/J.T. Stevens  
Assistant Program Director/MD/Lori DuBose  
Music Director/Lori DuBose  
National Rep/Republic Radio

**Markets Served:** Mobile Alabama/Pensacola Florida

**Programming Strategy:** Emphasis 18-25 Males with secondary emphasis on 18-34 Males. Programming the best rock 'n roll with the finest airstaff and presentation possible.

**Music Call Hours:** 9:30-11:30am Thursday

**Community Concerns:** "Jail In Bail," "Bid For Bachelors," "Dempsey Day," all held to raise money for American Cancer Society. Also help Vietnam Veterans Society, MDA, Bay Area Food Bank food drive for Christmas, Help the Coast Guard during National Safe Boating Week, and made WGCV Classic CD with proceeds benefiting MADD (Mothers Against Drunk Driving.)

**Biggest/Best Promotions:** In conjunction with The Doobie Brothers' concert, "WGCV 104 FM Doobie Brothers Cycles Run For The Wall." A 104 mile motorcycle ride followed by a catered picnic with The Doobie Brothers, security supervised parking for the bikes and a reserved block of concert seats for all participants. A proceeds check was presented on stage to The Vietnam Veterans of Northwest Florida for their "Wall South" project (To construct a memorial wall for those who lost their lives in the Vietnam War.)

**Dirtiest Trick Ever Played On A Competitor:** We have a habit of getting hold of major rock releases before record company lawyers can do anything about it. Also, our Program Director, J.T., called in during one of our competitor's contests and won.

**WIXV 95.5**

**"I-95 Nothin' But Rock N Roll"**

PO Box 876  
Savannah, GA 31498  
(912) 897-1529  
FAX: (912) 897-4047

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Jerry Stevens  
Program Director/Virgil Thompson  
Music Director/Jay Sisson  
Production Director/Don Scott  
Sales Manager/Sheryl Collison  
National Rep/Katz Radio Group

**Markets Served:** Savannah

**Programming Strategy:** Targets Adults 18-54.

**Special Programming:** "Psychedelic Sunday," featuring 60s & 70s rock, airs 6-10pm.

**Music Call Hours:** Monday and Friday 10-4pm.

**Community Concerns:** Works with American Cancer Society's "Jail And Bail" program, as well as the American Red Cross' annual Blood Drive.

**Biggest/Best Promotions:** St. Patrick's day is also the station's anniversary and is cause for celebration!



# *Eurythmics*

**WE TOO ARE ONE**



*Their debut Arista album*

**ARISTA**

Produced by David A. Stewart and Jimmy Iovine



**WQBZ 106.3****"Q 106"**906 B Knoxville Street  
Ft Valley, GA 31030  
(912) 825-0106**Years In Rock Format:** 1 1/2**Key Contacts:**General Manager/Dennis DeMichele  
Program Director/Nathan Hale  
Assistant Program Director/Chuck Wallace  
Assistant Music Director/Jessica  
Promotion Director/Steve Kain  
National Rep/Banner Radio**Markets Serviced:** Macon**Programming Strategy:** Mass appeal rock 'n roll, core of 18-34 Men with slight Rock40 lean.**Music Call Hours:** Thursdays 11am-3pm**Community Concerns:** We raised money last year with a live show for a young local girl who had to have major surgery.**Biggest/Best Promotions:** Macon Cherry Blossom Festival**Dirtiest Trick Ever Played On A Competitor:** When you least expect it, expect it!**Comments:** WQBZ will soon be 50,000 watts.**WZEW 92.1****"92 Z-E-W"**118 N Royal St #711  
Mobile, AL 36602  
(205) 432-0102**Years In Rock Format:** 7**Key Contacts:**General Manager/George O'Rear  
Program Director/Catt Sirten  
Music Director/Drew Duncan**Markets Serviced:** Mobile**Programming Strategy:** Target 25-40. Adult Rock Radio approach.**Special Programming:** New music program called "On The Edge" Wednesday 10:30-Midnight. Contact Drew. Jazz show Sundays from 9am-1pm. Contact Catt.**Music Call Hours:** Thursday and Friday 1-4pm**Community Concerns:** "Brown Bag In Bienville." Every Wednesday, station hosts a three hour concert in the park. Has been proclaimed as innovator and instigator of a tremendous revitalization of downtown Mobile. It has become a major event and is attracting huge attention for the station and the community. The social event of the week!**Biggest/Best Promotions:** See Above.**Dirtiest Trick Ever Played On A Competitor:** A competitor was recently promoting a big listening party for a Saturday night where they were to premiere a hot new album. WZEW happened to get a copy of it ahead of time. They leaked it to the local CHR in town and a nearby competing rocker. All day Friday, the day before the big listening party, the three stations told their listeners to pay close attention shortly after 5 pm. At exactly 5:07, all three stations 'premiered' the new song, one day ahead of their unloved, and none too happy, competition.**WRAS 88.5****"Album 88"**Georgia State U Plz  
Atlanta, GA 30303  
(404) 651-2240**Reports To Album Network "Expanding Universe"****Years In Rock Format:** 7**Key Contacts:**General Manager/Mark Bailey  
Program Director/Rich Jones  
Assistant Program Director/David Hagan  
Music Director/Kim Saade  
Promotion Director/Eric Sessions**Markets Serviced:** Atlanta**Programming Strategy:** Demo is 18-34, average listener is 27 year old female. Alternative music with interest where gap in market is, then cover with specialty shows. Also, we want to be the market leader for promoting new bands to the listeners.**Special Programming:** "New Alternatives," new age with soft alternative music, airs Sunday 7-9pm, contact Jane Davis. "Keeping Ahead In The Classics," airs Sunday 9am-Noon, contact Gail Harris and Tim Tintle. "Infinite Vibes," airs Sunday 1-4pm, contact Val Pittman and Hank Ernest. "Best Of Britain," airs Sunday 4-6pm, contact Eric Sessions. "12 Inch Show," airs Sunday 6-8pm, contact Denise Cashman and Heather Lynch. "8-10pm Freeform," airs Sunday, varies each week-DJ choice, rotating hosts. "Georgia Music Show," airs Sunday 10pm-Midnight, contact Rob Nicholson and Patti Hauseman.**Music Call Hours:** Mondays, Tuesdays 2-6pm**Community Concerns:** Sponsor shows for local communities to get people back into downtown area and annual "King Fest-Album '88 Day" for the MLK Center for Non-Violent Social Change.**Biggest/Best Promotions:** To supplement University funds, WRAS sponsors shows, most successful one to date was Love And Rockets, Mary My Hope and Godfathers at the Fox.**Comments:** News staff covered 1988 Democratic convention, 5 staffers, 20 hours of coverage, really proud of it. Real thrill. In spring of 1987, boosted signal to 100,000, only non-commercial college station with such a powerful signal.**SOUTH FLORIDA Region****WGTR 97.3****"97 GTR"**1401 North Bay Causeway  
Miami, FL 33141  
(305) 759-4311  
FAX: (305) 757-7516**Years In Rock Format:** 3**Key Contacts:**General Manager/Mike Disney  
Operations Manager/PD Bill Wise  
Music Director/Brent Alberts  
Promotion Director/Mike Oliviero  
National Rep/Christal**Markets Serviced:** Miami/Ft Lauderdale**Programming Strategy:** Men 18-34 Adults. We're a mainstream rocker.**Special Programming:** "Seventies at Seven," airs weekdays at 7pm and Saturdays and Sundays at 7am, contact Glen Wild (weekdays) and Mark Chase (weekends).**Music Call Hours:** Mondays 3pm-5pm.**Community Concerns:** Leukemia Foundation. We do an annual "Louie Louie Parade" that gets bigger each year. We also do a "Mighty Kite Flight" for the Diabetes Foundation. For the Battered Women of Broward County group we do our "Turkey Bowling" promotion. We do a toy drive for underprivileged kids and we do an annual 97 GTR Miami Dolphins Golf Tournament for Starting Place, a drug rehabilitation center.**Biggest/Best Promotions:** We went to the wall when the Who came to town, gave away the world.**Dirtiest Trick Ever Played On A Competitor:** Set Up 30 foot Rock N Roll Animal (Mascot) across from competitor's major promotion, did live broadcast on site and encouraged our listeners to stop by and say hi.**Comments:** Extremely promotionally active radio station that can not grasp the concept of ever losing to our competition.**WSHE 103.5****"103 She's Only Rock 'N Roll"**3000 SW 60th Ave  
Ft Lauderdale, FL 33314  
(305) 581-1580  
FAX: (305) 581-1301**Years In Rock Format:** 18**Key Contacts:**General Manager/Gary Lewis  
Program Director/David Grossman  
Music Director/Jeff Bell  
Promotion Director/Lisa Tenaglia  
National Rep/Eastman Radio, Inc**Markets Serviced:** Miami/Ft Lauderdale/Palm Beaches**Programming Strategy:** Target Males 18-29; Rock 40**Music Call Hours:** Monday 2-5pm**Community Concerns:** We're sponsoring a telethon for the MDA. We're doing an ugly bartender contest to raise money for Multiple Sclerosis.**Biggest/Best Promotions:** Our annual "Coconut Grove Bed Race," the largest single fundraiser for MDA. Last year we generated \$174,000. Each year, we sponsor a free concert to go along with the bed race. The combined attendance of these events was roughly 75,000.**WKGR 48.9****"98.7 K-Rock"**600 Atlantic Ave  
Ft Pierce, FL 34950  
(407) 832-0019  
FAX: (407) 489-6138**Years In Rock Format:** 9**Key Contacts:**General Manager/Molly Beard  
Program Director/Steve Street  
Music Director/Denny James  
Assistant Program Director/Mike Lee  
Sales Manager/Mark Tyree  
News Director/Anita Lynn  
Production Director/Terry Wynkoop  
National Rep/**Markets Serviced:** West Palm Beach, Ft. Pierce**Programming Strategy:** 18-49 Men; 40% current, 20% recurrent, 40% gold.**Music Call Hours:** Tuesday, Thursday, noon-4pm**Community Concerns:** "Louie Louie" for Leukemia Parade; Kidney Foundation Chocolate Festival.**Biggest/Best Promotions:** Every Halloween the station packs 2,000 listeners into a huge ballroom of a fancy hotel and features live bands, prizes for best costume, etc.



FALL 1989

C O U R S E   S E L E C T I O N   G U I D E



UNIVERSITY OF REPRISÉ

## HIT RADIO 101

This extremely popular course examines some of the most promising releases you can expect to hear this fall from Reprise. You'll get an in-depth look at the artists, the albums and the singles—*before* they top the charts. Everything you need to know about turning Reprise Records' most promising music into your most played. This course fills up quickly—so hurry!

REQUIRED LISTENING:

NEIL YOUNG

**"Rockin' In The Free World"**

From The Album Freedom

*REPORT DUE: 9/12*

DISTANCE

**"No Way Out"**

From The Album Under The One Sky

*REPORT DUE: 9/26*

BODEANS

**"Good Work"**

From The Album Home

*REPORT DUE: 9/19*

THE B-52's

**"Love Shack"**

From The Album Cosmic Thing

*REPORT DUE: NOW*

THE CULT

**"Eddie (Ciao Baby)"**

From The Album Sonic Temple

*REPORT DUE: NOW*

THE MIGHTY LEMON DROPS

**"Into The Heart Of Love"**

From The Album Laughter

*REPORT DUE: 9/19*

IAN McCULLOUGH

**"Proud To Fall"**

From The Album Candleland

*REPORT DUE: 10/10*

**WRXK 96.1**  
"96 K-Rock"

20125 S Tamlami Trall  
Estero, FL 33928  
(813) 332-3696  
FAX: (813) 992-8165

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Webster James  
Program Director/Swingin' Dick Tyler  
Music Director/Arvette  
Promotion Director/Tracy Tomson  
National Rep/Katz

**Markets Serviced:** Ft Myers/Naples

**Programming Strategy:** Adult album rock, 18-49 target audience, with cutting edge at night.

**Special Programming:** "Rock To Watch," new music show, hosted by Arvette.

**Music Call Hours:** Monday, Friday 4-6pm

**Community Concerns:** We recently did a March Of Dimes (\$3500), Blood Drive involvement, and our upcoming 3rd anniversary concert for Southwest Florida Food Bank, raised \$72,000.

**Biggest/Best Promotions:** "The Money Maniac," a mystery person who gives away money around Southwest Florida.

**Comments:** 96 K-Rock is a full service rock 'n roll radio station. We are in touch with the need our our listeners.

## 96 K-ROCK PURE ROCK & ROLL

**WYNF 94.9**

"Home Of Rock N Roll 95 YNF"

9720 Executive Ctr  
St. Petersburg, FL 33702  
(813) 228-6090  
FAX: (813) 576-4233

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Shawn Portman  
Program Director/Carey Curelop  
Assistant Program Director/MD/Charlie Logan  
Promotion Director/Jon Volmar  
National Rep/CBS

**Markets Serviced:** Tampa, St Petersburg, Clearwater

**Programming Strategy:** 18-49 Adults. Mainstream mass appeal adult rock radio station.

**Special Programming:** "The Hot Lunch," free form radio with suggestions from listeners, airs Monday through Friday, Noon-1pm, contact Russ Albums. "The All Request Hour" airs Monday through Friday 9-10pm, featuring 50% old and 50% new music, contact Scott Phillips. The "Wax Museum" airs 9am-Noon Sundays, three hours of classics, that spotlight a year and an artist, contact Russ Albums. "The Cutting Edge" airs Sunday nights 9-10pm, an hour of alternative rock n' roll, contact Charlie Logan.

**Music Call Hours:** Monday through Friday 10:00am-noon.

**Community Concerns:** Raised money through promotions for MDA, Tampa Light House For The Blind and The Children's Home. Promotions range from benefit auctions, concerts, golf tournaments. Each year we do a blood drive for the Red Cross.

**Biggest/Best Promotions:** The Benefit Auction and Concert for The Children's Home Of Tampa, a local orphanage. Our last one raised in excess of \$40,000.



## NORTH FLORIDA Region

**WDIZ 100.3**

"Orlando's Rock N Roll Radio Station"

2180 W State Rt 434  
Longwood, FL 32779  
(407) 682-7676  
FAX: (407) 982-5297

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/George F. Duffy  
Program Director/Rad Messick  
Music Director/Lee Randall  
Promotion Director/Mick Dolan  
National Rep/Major Market Radio



**Markets Serviced:** Orlando/Daytona Beach/Cocoa/Melbourne/Titusville

**Programming Strategy:** Mainstream rock 'n roll targeting 18-34

Adults.

**Special Programming:** Local music show, Friday 10pm, showcases local talent.

**Music Call Hours:** Mondays and Tuesdays 9-10am and 3-5pm

**Community Concerns:** "Louie Louie" parade for leukemia recently raised \$11,000. Work with deaf and blind school locally. Sponsor weekly downtown activities.

**Biggest/Best Promotions:** Ongoing world tour involves flying winners around the country to see various concerts.

**Comments:** Just celebrated 18th anniversary complete with parade and concerts.

**WFYV 104.5**

"Rock 105"

9090 Hogan Rd  
Jacksonville, FL 32216  
(904) 642-1055  
FAX: (904) 641-3297

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Yulee Commander  
Program Director/Brian Krysz  
Assistant Program Director/Mike Arford  
Music Director/John Leard  
Promotion Director/Mary Reeves  
National Rep/McGavren Guild Radio

**Markets Serviced:** Jacksonville

**Programming Strategy:** 18-49 Adults. 50/50 current classic mix.

**Special Programming:** "Dangerous Exposure," a new music show, airs Sunday 8:00-10pm, contact Rose Imperato and Artie Roth.

**Music Call Hours:** Thursdays and Fridays, 3:00-5:30pm.

**Community Concerns:** Methodist Hospital Hospice (Lynyrd Skynyrd played live and all the proceeds went to the charity) 24hour Requestathon. Do two a year, one for the Hospice and one for the Neilson Transplant Fund.

**Biggest/Best Promotions:** "Put Your Hands On The Silver Bullet." The last person standing with their hand on a 1989 corvette drives it home. Started with 105 people on 8 different corvettes, ended with one person on one car. The winner kept his hand on the car 76 hours and 33 minutes.

**Dirtiest Trick Ever Played On A Competitor:** Recent Rolling Stones press conference. We got a copy of the press release hours before our competitors. We had it on the air while our PD visited with all the other PDs while they were waiting for the "official" word.

**Comments:** Extremely promotionally active station that boasts great upper demo ratings despite a very current oriented music mix.

**WGLF 104.1**

"Gulf 104"

1310 Paul Russell Rd  
Tallahassee, FL 32301  
(904) 878-1104  
FAX: (904) 222-8688

**Years In Rock Format:** 2

**Key Contacts:**

General Manager/Bill Marriott  
Program Director/Will Douglas  
Assistant Program Director/MD/Jeff Horn  
Promotion Director/Tim Fox

**Markets Serviced:** Tallahassee

**Programming Strategy:** 18-49 Adults. Program to be #1 in this demographic.

**Special Programming:** "Sunday Jazz Brunch," the best in light jazz, airs Sundays 9:30-11am, contact Tim Donovan.

**Music Call Hours:** Mondays and Fridays, 9-11am, 2-4pm.

**Community Concerns:** Very involved in annual MDA telethon, also do bed race for MDA.

**Biggest/Best Promotions:** "WGLF Hand-A-Thon." The person who keeps their hand on a car (Toyota) the longest wins. The winner had their hand on the car over 60 hours, everybody else dropped (in some cases literally) out.

**Comments:** We're Number One two years in a row, (since we signed on) with no intentions of letting up.

**GULF 104**  
Tallahassee's Rock & Roll Station

**WHTQ 96.5**

"Q-96 Continuous Rock 'N Roll"

#1 Radio Road  
Orlando, FL 32808  
(407) 295-3990  
FAX: (407) 295-3999

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Gary Kines  
Program Director/(open at presstime)  
Music Director/Annie Sommers  
Promotion Director/Anna Patrick  
National Rep/Eastman

**Markets Serviced:** Orlando, Daytona Beach and Melbourne

**Programming Strategy:** 18-49 Adults. Featuring the best of the classic rock and the best of the new.

**Special Programming:** "Classic 10 at 10." Airs Monday through Friday at 10am, contact Annie Sommers. "The Seventies at Seven," airs Monday through Fridays, contact T.C. McGuire. Starting at 3pm Friday and continuing through 11pm Sunday is "Rock Party Weekend," featuring artists in sets of three songs.

**Music Call Hours:** Monday through Friday 2:00-5:00pm.

**Community Concerns:** Recently helped raise money for a local young lady who was shot accidentally by her brother.

**Biggest/Best Promotions:** The continuing "Stick It To Win" promotion which is our number one form of advertising and listener participation. We spot our bumper stickers on people's cars and reward them with various daily and weekly prizes, including sending winners to California to see the Who perform their rock opera Tommy.

**Comments:** WHTQ has been doing album rock for over three years. The last year the station has eliminated the high personality approach and became very music intensive. We have a very good on air staff with limited talk and are extremely street oriented.



Alien  
Balaam & The Angel  
Camper Van Beethoven  
Cutting Crew  
Julia Fordham

When you've got **IT,**

In Tua Nua  
Colin James  
King Swamp  
Lenny Kravitz

**you don't**

Ziggy Marley & The Melody Makers  
Gary Moore  
Bob Mould  
Youssou N'Dour

**have  
to flex it.**

NRBQ  
Northern Pikes  
Mike Oldfield  
Roy Orbison  
Origin  
Sam Phillips  
Iggy Pop  
Public Image Limited  
Railway Children  
Keith Richards  
Roxx Gang  
Ryuichi Sakamoto  
Syd Straw  
David Sylvian  
That Petrol Emotion  
UB40  
Danny Wilson  
Steve Winwood  
Warren Zevon

Virgin

**WRUF 103.7****"Rock 104"**

3100 Welmer Hall  
Gainesville, FL 32611  
(904) 392-0771  
FAX: (904) 392-0519

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Jim Geason  
Program Director/Harry Guscott  
Music Director/Rick Gangi  
Promotion Director/Mo Kelley  
Assistant Program Director/Andy Carr  
National Rep/Fred Smith

**Markets Serviced:** Gainesville, Ocala

**Programming Strategy:** Hybrid rock 'n roll station, programming metal, Top 40 and alternative crossover product for this college town.

**Special Programming:** "Electric Lunch," Monday through Friday at noon, hosted by Mo Kelley. "Psychedelic Saturday" from 10-11am, hosted by Andy Carr. "7th Day CD Feature," hosted by Nick Waters. "Fresh Tracks," featuring new releases, Tuesday at midnight, contact Rob Alexander.

**Music Call Hours:** Friday 9am-3pm, Monday 9am-1pm

**Community Concerns:** Dances and fundraisers for Muscular Dystrophy, blood drives, ongoing designated driver programs.

**Biggest/Best Promotions:** We did "Prize Maniac," hiding prizes all over town, creating a great deal of interest which lasted about a month and a half. Newspaper coverage, and major phone action, too.

**Comments:** We're music intensive and community-involved. We've been top-rated in the market for nine years!

**WTKX 101.5****"TK 101.5"**

111 N Baylen St  
Pensacola, FL 32501  
(904) 438-7543  
FAX: (904) 432-1466

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Mike Carr  
Program Director/Ken Clark  
Music Director/Strummer  
Promotion Director/Linda Jay  
National Rep/Banner Radio

**Markets Serviced:** Pensacola/Ft. Walton Beach

**Programming Strategy:** We have fun and play rock 'n roll.

**Special Programming:** "Sunday Morning Jazz Brunch," hosted by Dave Collins, programmed by Scott Free. "Brave New World," new music show on Sunday night, contact Linda Jay.

**Music Call Hours:** Monday noon-2pm

**Community Concerns:** We're helping celebrate the reopening of the Bay Bridge, which connects Pensacola to the beach. Wall South Project, raising money for a half scale Vietnam Memorial.

**Biggest/Best Promotions:** Listener Appreciation Party twice a year, at which we always get a big turnout of thousands of listeners.

**Comments:** Very involved with the community here, more so than most stations. We do weekly promotions (party buses and boats, etc), strictly for the listeners, because they make us what we are.

**WFIT 89.5****"Melbourne's Music Leader"**

150 W University Blvd  
Melbourne, FL 32901  
(407) 768-8000  
FAX: (407) 984-8461

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 9

**Key Contacts:**

Operations Manager/Kris Kaslow  
Program Director/Helen Urriola  
Music Director/Helen Callahan

**Markets Serviced:** Melbourne

**Programming Strategy:** College station.

**Special Programming:** "It's All The Blues" airs Mondays 6-9pm. "The Reggae Show," Sundays 12-3pm. "The World Beat Show," Sundays 3-6pm.

**Music Call Hours:** Monday-Friday, 9am-5pm.

**Community Concerns:** Runs PSAs for local charities such as Muscular Dystrophy.

**TENNESSEE Region****WEGR 102.7****"The Eagle Rock 103"**

203 Beale St #200  
Memphis, TN 38103  
(901) 578-1103  
FAX: (901) 525-8054

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Sherri Sawyer  
Program Director/Drake Hall  
Music Director/Kelly Cruise  
Promotion Director/Diane Hampton  
National Rep/McGavren Guild Radio

**Markets Serviced:** Memphis

**Programming Strategy:** Adults 25-44. "Memphis' Classic Rock 103."

**Music Call Hours:** Wednesdays-Thursdays 3-5pm.

**Community Concerns:** Works with various community organizations.

**THE EAGLE**  
*Memphis' Classic Rock: 103*

**WKDF 103.3****"Nashville's Rock N Roll Station"**

506 Second Avenue S  
Nashville, TN 37210  
(615) 244-9533  
FAX: (615) 259-1271

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Steve Dickert  
Program Director/Kidd Redd  
Music Director/Slats  
Assistant PD/Lisa Walker  
Assistant Music Director/John Nagarya  
Sales Manager/Paul Lyle  
News Director/Ann Marie Deer  
Promotion Director/Pat Ervin  
Production Director/David Lowery  
National Rep/Katz Radio

**Markets Serviced:** Nashville, Huntsville, AL, Bowling Green, KY

**Programming Strategy:** 18 to 34 Adults...mainstream rock station, hard but not heavy, positioned between a dance-leaning CHR, a classic rocker, two hip ACs and two country powerhouses.

**Special Programming:** "Nashville Tapes" plays an hour of local artists Sunday night at 10pm, hosted by Shannon.

**Music Call Hours:** Monday, Friday, 10am-1pm

**Community Concerns:** "Rock For Toys" is an ongoing event; "KDF Liver Fund" provides funds to care for a liver patient; "Community Service Fund" benefits the agencies that need the money the most.

**Biggest/Best Promotions:** "\$10,000 Thursdays" - stations gives away \$1,000 an hour for ten hours to listeners who can identify a song played at the top of the hour; station likes to run ongoing current events related promotions.

**Dirtiest Trick Ever Played On A Competitor:** Lifted competition's promotion three weeks before they were ready to go on the air with it.

**WIMZ 103.5****"104 WIMZ"**

901 E Summlt #200  
Knoxville, TN 37915  
(615) 525-6000  
FAX: (615) 637-3350

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Kerry Lambert  
Program Director/John Larson  
Music Director/Mike Stewart  
Promotion Director/Dee Kimble  
National Rep/Christal Radio

**Markets Serviced:** Knoxville

**Programming Strategy:** Adults 18-34. "Knoxville's Only Rock 'N Roll Station."

**Special Programming:** "Psychedelic Sunday" features 60s music, airs 8am-Noon.

**Music Call Hours:** Monday 2-5pm

**Community Concerns:** Works with "Tree Of Life" charity and recently raised \$20,000 worth of toys, food and clothing.

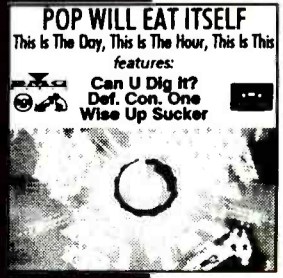
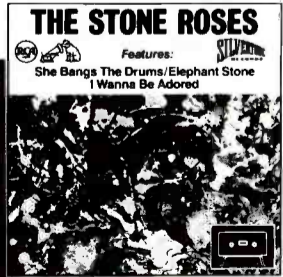
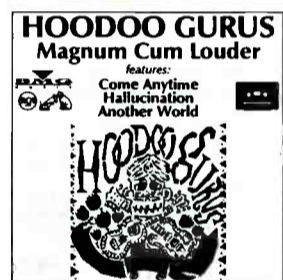
**Biggest/Best Promotions:** Station awarded two listeners a trip to Australia for a U2 concert and will award a trip to Los Angeles to see the Rolling Stones.

**Dirtiest Trick Ever Played On A Competitor:** After receiving a funeral wreath from their competition, WIMZ retaliated by erecting a gravestone with the competition's call letters. Photographs ran in local paper.





... DEAD  
SOLID  
PERFECT.



COMING SOON

THE  
PRIMITIVES

"SICK  
OF IT"

DEL  
FUEGOS

"MOVE WITH  
ME SISTER"

**WRVU 91.1**

**"91 Rock"**

#128 Sarratt Student Ctr  
Nashville, TN 37235  
(615) 322-3691  
FAX: (615) 343-5555

Reports To Album Network "Expanding Universe"  
Years In Rock Format: 8

**Key Contacts:**

General Manager/Henrik Meng  
Program Director/John Chiapetta  
Music Directors/Marc Hill, Cinda Swanson

**Markets Serviced:** Nashville

**Programming Strategy:** Only alternative rock station in Nashville, and we branch out into other musical directions, like reggae and rap.

**Special Programming:** "91 Tabloid," airing artist interviews and debuting new material, hosted by Marc Hill.

**Music Call Hours:** Tuesday, Friday 3-5pm

**Biggest/Best Promotions:** The 91 Benefit, raising money for the station with local band showcase, always gets a big draw from our listeners.



**WKLC 105.1**

**"FM 105 Only The Finest Rock N Roll"**

100 Kanawha Terrace  
St Albans, WV 25177  
(304) 722-3308  
FAX: (304) 727-1300

Years In Rock Format: 9

**Key Contacts:**

General Manager/Tony Bishop  
Program Director/Alan Sells  
Assistant Program Director/Music Director/John Riggs  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** St. Albans, Charleston, Huntington

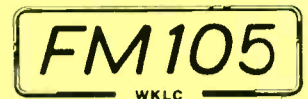
**Programming Strategy:** Adults 18 to 49; 60% classic 40% new music.

**Music Call Hours:** Monday through Friday, 3-5pm

**Community Concerns:** United Way giveaways; benefits for St. Albans Parks & Recreation.

**Biggest/Best Promotions:** "Scratch & Win Free Lottery"...handed out over 262,000 cards and gave away two cars, two boats - over \$105,000 in cash and prizes. "Head To The Mountains With Busch" - every Friday, the station takes a busload of listeners white water rafting; "19th Annual Charleston Sternwheel Regatta" draws 100,000 people per night for 10 nights - station sponsors numerous events.

**Comments:** Very promotionally geared radio station with great foothold in the market.



**CAROLINAS Region**

**WAVF 96.1**

**"96 Wave FM"**

1417 Remount Rd Ste C  
North Charleston, SC 29406  
(803) 554-4401

Years In Rock Format: 2 1/2

**Key Contacts:**

General Manager/Lawrence Thompson  
Program Director/Jeff Kent  
Assistant PD/MD/Dave Rossi  
Promotion Director/Woody Bartlett  
National Rep/Christal

**Markets Serviced:** Charleston

**Programming Strategy:** 18-49 adults

**Special Programming:** "Psychedelic Saturday" and "Sunday," airs from 8am-noon and a "Psychedelic Supper" airs at 6pm daily. Contact Jeff Kent. An alternative show airs on Sundays from 9pm-midnight, contact Atom Taler. An "Electric Lunch" airs daily from noon-1pm

**Music Call Hours:** Thursdays 10:30am-1pm

**Community Concerns:** Rock and roll up your sleeves for the Red Cross.

**Biggest/Best Promotions:** The station recently held a baseball game between concert headliners Great White, Tesla and Badlands during a live broadcast.

**Comments:** WAVF kicks ass...Charleston's best rock



**WKRR 92.3**

**"Rock 92"**

2641 B Randleman Rd  
Greensboro, NC 27406  
(919) 274-8042  
FAX: (919) 274-1629

Years In Rock Format: 4

**Key Contacts:**

General Manager/Allen Dick  
VP/Programming/Bruce Wheeler  
Operations Manager/Jamey Kerr  
Music Director/John Amberg  
National Rep/Major Market Radio Sales

**Markets Serviced:** Greensboro, Winston-Salem, High Point

**Programming Strategy:** 18-44 Adult target...heavy on Jeff Healey, Dire Straits - light on Bon Jovi, Scorpions...big morning show, personality-driven radio.

**Special Programming:** "Future Classics" - Top 10 album tracks of the week, runs Sunday, 11am-noon, hosted by John Amberg; "Deep Cuts" runs weekdays, midnight-1pm, and features local artists and alternative songs, hosted by Scott Gentle.

**Music Call Hours:** Monday through Friday, 3-5pm

**Community Concerns:** "The Hogwild Barbeque Cookoff"...barbeque competition, bands and beer...raised \$13,000 for Brenners Children's Hospital; "Frog Fling"...bands, frog races, special events...raises \$12,000 yearly for the Retinitis Pigmentosa Foundation.

**Biggest/Best Promotions:** Direct mail "Rock Cards" campaign...100,000 "Rock Cards" entitled listeners to retail specials and prizes.

**WCKN 101.1**

**"Rock 101"**

Rte 14 Old Williamston Rd  
Anderson, SC 24622  
(803) 226-1511  
FAX: (803) 231-6657

Years In Rock Format: 1 year, 8 months

**Key Contacts:**

General Manager/John Ellenburg  
Program Director/Lee Rogers  
Music Director/Bill Walker  
Promotions Director/Dyana Daniels  
National Rep/Durpetti & Associates

**Markets Serviced:** Greenville/Spartanburg/Anderson

**Programming Strategy:** Targets more adult audience. Doing well with 25-44.

**Special Programming:** "Alternative Airspace" runs 11-Mid., Sunday. Contact Craig Allen.

**Music Call Hours:** Thursdays, Fridays, Mondays 11am-1pm

**Community Concerns:** Co-sponsor of "Freedom Weekend Aloft" which included a concert by 38 Special drawing over 100,000 people and raising money for the city. Also sponsor welcome back activities for Clemson University.

**Biggest/Best Promotions:** Gave away a 1969 classic Mustang and 1969 collectible records and memorabilia in coordination with the Who concert.



**WMFX 102.3**

**"Fox 102"**

1345 Garner Ln Ste 207  
Columbia, SC 29210  
(803) 772-4980  
FAX: (803) 798-6801

Years In Rock Format: 3

**Key Contacts:**

General Manager/Chuck Dunaway  
Program Director/Benji Norton  
Music Director/Mike Willis  
Sales Manager/Billy Grooms  
News Director/Brad Messer  
Promotion Director/Lee Bell  
Production Director/"Cactus" Jack  
National Rep/Durpetti Associates

**Markets Serviced:** Columbia

**Programming Strategy:** 18 to 49 Adults; takes an album rock stance - classic rock 'n roll with the freedom to play a lot of the newer acts - have increased currents 35% over the past year.

**Special Programming:** "The Saturday Morning Blue Plate Brunch" airs Saturday, 7-10am, hosted by Tony Clyburn - late 60s and early 70s rock with a featured artist and year...also includes lifestyle bits from the past; "The 11 O'Clock News" runs Monday through Friday, 11-11:20pm - "all the news that's fit to play" and features four songs in a row by new artists...hosted by Koko.

**Music Call Hours:** Monday, Tuesday, 10am-1pm

**Community Concerns:** "Freedom, Fun, Fireworks & Rock 'N Roll Festival" benefits the Columbia Vietnam Memorial Park and Jamil Children's Charities - three bands play live, followed by a \$15,000 fireworks display...drew 10,000 people and raised \$25,000 this year!

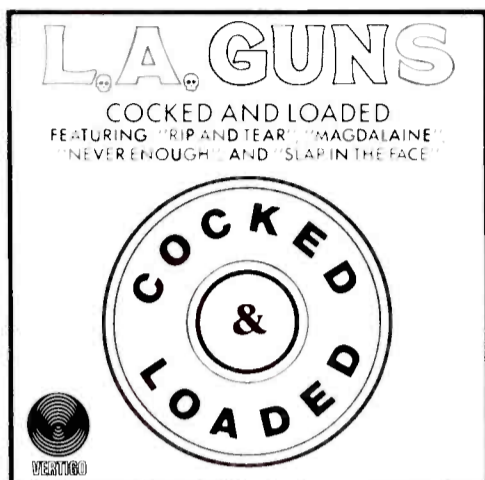
**Biggest/Best Promotions:** "The Bomb Island Blast"...station takes over an island in the middle of Lake Murray, features a live band; only way to get to the island is by station's boat...10,000 people showed up and the event drew citywide press coverage.

**Comments:** Station will change ownership to Baum Broadcasting this fall.





# Rocks Into The 90s:



**L.A. GUNS**  
*"Rip And Tear"*

**SARAYA**  
*"Back To  
The Bullet"*



**WORLD TRADE**  
*"The Revolution  
Song"*

**21st Century, Here We Come!**  
*(See Ya On Bourbon Street)*



**WNOR FM 98.7**  
"Home Of Rock N Roll"

801 Boush Street  
Norfolk, VA 23510  
(804) 623-9667  
FAX: (804) 625-6630

**FM99WNOR**

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Jack Rattigan  
Program Director/Brian Jeffries  
Assistant Program Director/Les Wooten  
Music Director/Mark Bradley  
National Rep/McGavren Guild

**Markets Serviced:** Norfolk, Hampton, Virginia Beach

**Programming Strategy:** A promotionally and musically aggressive rock radio station directed towards adults 25-49.

**Special Programming:** "Rockin' Roots," covers the classics, airs Sunday 7am-Noon, contact Mac McCullen. "Electric Lunch" every Monday-Friday Noon-1pm, contact Mike Arlo.

**Music Call Hours:** Mondays 4-5pm, Thursdays 1-4pm

**Community Concerns:** Pet project is the Southeastern Virginia Food Bank. We have raised over \$100,000 to date for them. Also take part in local telethons and other various projects.

**Biggest/Best Promotions:** Annual "FM99 Christmas Wish." Grant as many wishes as possible; last year's included such things as reunited families, college tuition, paying off mortgages and basics, like food and clothing.

**WRDU 106.1**

"WRDU 106 The Home Of Rock 'N Roll"

4110 Wake Forest Ste 300  
Raleigh, NC 27609  
(919) 876-1061  
FAX: (919) 876-2929

**WRDU 106.FM**  
The Home Of Rock 'N Roll

**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Phil Zachary  
Program Director/Bob Walton  
Music Director/Tom Guild  
National Rep/Major Market Radio Sales

**Markets Serviced:** Raleigh, Durham, Chapel Hill

**Programming Strategy:** 18-34, with a slant to adults.

**Special Programming:** "9 at 9:00" (am), classic oriented, hosted by Kitty Kinnin. "Sunday Morning Jazz Brunch," 7am-noon, contact Kitty Kinnin. "All Request Program," weekdays at noon. "Rock 'N Roll Classics," Sunday 7-10pm, hosted by Ron Phillips.

**Music Call Hours:** Wednesday, Friday 9-11:30am

**Community Concerns:** We're as community involved as possible, from fund raising to the United Way and Food Bank activities. Active involvement with tornado relief programs each season.

**Biggest/Best Promotions:** Our activities surrounding the Who show were over the top.

**Comments:** The thing that makes this station successful is the passion in everything we do.

**WRFX 99.7**

"Charlotte's Fox"

915 E Fourth Street  
Charlotte, NC 28204  
(704) 338-9970  
FAX: (704) 570-1369

  
**WRFX 99.7**  
ONLY THE FINEST ROCK 'N ROLL

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Peter Handy  
Program Director/Jack Daniel  
Music Director/Fred McFarlin  
Operations Manager/Randy Brazell  
Promotion Director/Rick Ballew

**Markets Serviced:** Charlotte

**Programming Strategy:** Our core is 25-34 males; though we're basically a classic rock station, we very much care about new music and try to expose people to that as much as possible within our format. We are a full-service rock 'n roll station.

**Special Programming:** "Fox Exposures," a two hour show, featuring the best in new alternative and local music, hosted by Fred McFarlin, "As It Was," hosted by Calvin Walker, reliving the 60s; "Call Raiford," a talk show hosted by Robert D. Raiford (our 65 year old News Director and a curmudgeon at large).

**Music Call Hours:** Monday 10am-5pm

**Community Concerns:** The World's Largest Office Party, which drew 6,000 people, raising \$30,000 for an uptown shelter/medical clinic for the homeless. "Fox After 5" benefits the same charity, a series of Friday evening concerts featuring local bands.

**Biggest/Best Promotions:** Free Money Birthday Contest, giving away a total of \$100,000 cash and prizes, and the "Expose The Fox" contest, displaying our call letters. The winner won \$20,000.

**WROV 96.3**  
"96.3 ROV FM"

15th & Cleveland  
Roanoke, VA 24015  
(703) 343-4444  
FAX: (703) 343-0616

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Mike Slenski  
Program Director/Mike Bell  
Music Director/Dave Cowan  
Promotion Director/Louisa Likens  
Assistant Music Director/Ellen Flaherty  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Roanoke, Lynchburg

**Music Call Hours:** Dave TThF 9-11 am; Ellen: W,Th,F noon-2pm.

**Community Concerns:** Muscular Dystrophy fund raisers, and a variety of community involved promotions.

**Biggest/Best Promotions:** We recently took four busloads of listeners to see the Who in Raleigh.

**WRXR 96.3**

"Augusta's Only Rock 'N Roll"

753 Broad St 14th Fl  
Augusta, GA 30901  
(404) 722-9696  
FAX: (404) 722-9699

**96RXR**  
ROCK & ROLL 96.3

**Years In Rock Format:** 2

**Key Contacts:**

General Manager/Tom Ptak  
Program Director/Mark McClure  
Music Director/Sean Hunter  
Promotion Director/Bobbi Jones  
National Rep/Interep

**Markets Serviced:** Augusta

**Programming Strategy:** Target 25-44, the best of the new music and otherwise classic rock 'n roll.

**Special Programming:** "Classic Cafe," every afternoon, hosted by Mark McClure. "Electric Lunch," every day at noon, hosted by Sean Hunter.

**Music Call Hours:** Tuesday 3-5pm

**Community Concerns:** We recently celebrated the 20th anniversary of Woodstock on the Riverwalk, raising \$1700 for leukemia. Also involved with Muscular Dystrophy.

**Biggest/Best Promotions:** Princess Augusta Cruise, 330 people packed on a boat with a live band, where we crowned the first ever Princess Augusta. "Woodstock on the Riverwalk" got a lot of newspaper/TV coverage.

**Dirtiest Trick Ever Played On A Competitor:** We did a banner promotion at a local venue that has an exclusive deal that allows only our competitor only to promote their shows, and our listeners came out in full force for us.

**Comments:** We're the most active radio station in the market, and are always doing something for our listeners. The emphasis is on the music and audience rather than the personalities. Rockin' you with less talk!

**WVVV 104.9**

"Rock 105"

1780 N Franklin St  
Christiansburg, VA 24060  
(703) 382-4993

**ROCK 105**  
wvvv

**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Ralph Stewart  
Program Director/Paula Coleman  
Music Director/Butch Lazorchak

**Markets Serviced:** Blacksburg, New River Valley

**Programming Strategy:** Cutting Edge of Album Radio the way it should be.

**Special Programming:** "Wild Mountain Time", featuring 60s music, airs Wednesday 7-8pm, contact Butch Lazorchak

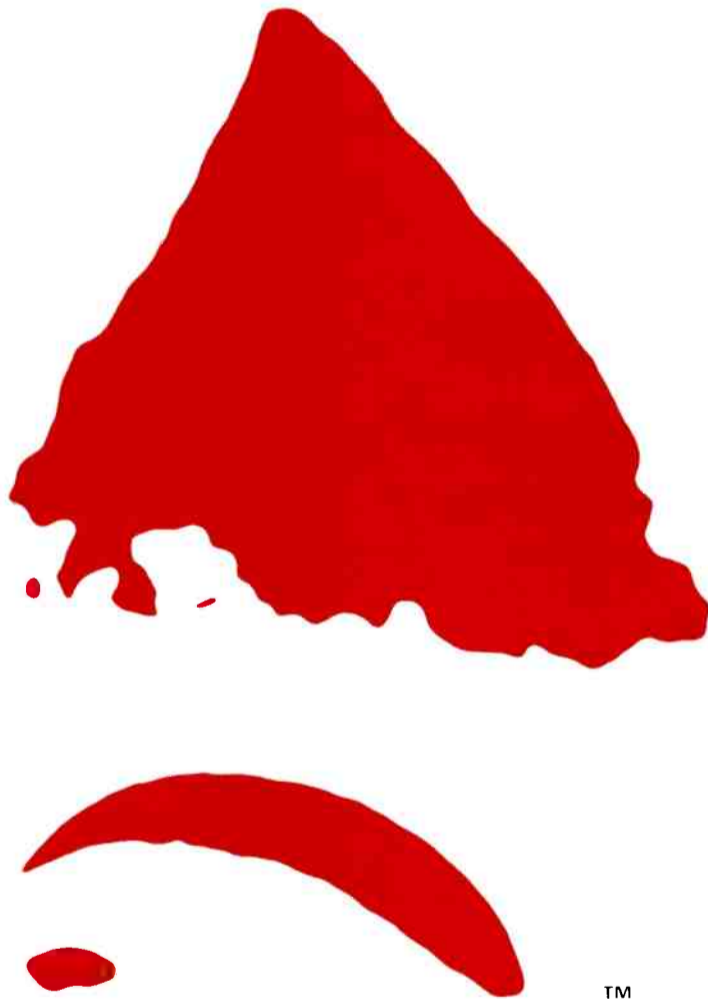
**Music Call Hours:** Monday-Friday 1-3pm

**Community Concerns:** Student and entertainment guide for the local community and other events.

**THE ALBUM NETWORK**

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Your Programming Needs!



**SHOOTING STAR**  
**DON DIXON**  
**GIRLSCHOOL**

*"Touch Me Tonight"*  
*"Bad Reputation"*  
*"Head Over Heels"*

**WWWV 97.5**

**"97.5 Three W-V The Best Music"**

1140 Rose Hill Drive  
Charlottesville, VA 22901  
(804) 971-4057  
FAX: (804) 977-0747

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Brad Eure  
Operations Manager/Jay Lopez  
Music Director/John Knapp  
Promotion Director/Tom Acklin  
National Rep/Republic Radio

**Markets Serviced:** Charlottesville, Central Virginia

**Programming Strategy:** We mix the best current and classic rock tracks.

**Special Programming:** "Wet Paint", new music show, airs Sunday 11pm-1am, contact John Knapp.

**Music Call Hours:** Mondays-Wednesdays 3-5pm

**Community Concerns:** Various community concerns.

**Biggest/Best Promotions:** "Kick Off Classic", two full busloads of winners for a tailgate party at the University of Virginia and Notre Dame game. "Court the music" The Prince's Trust rock gala sent two winners to London.

**WXQR 105.5**

**"The Rock N Roll Animal"**

500 New Bridge St  
Jacksonville, NC 28540  
(919) 455-2177  
FAX: (919) 455-0330

**Years In Rock Format:** 11

**Key Contacts:**

General Manager/William Waldron  
Program Director/Kris Kelly  
National Rep/Market 4 Radio

**Markets Serviced:** Jacksonville, Coastal North Carolina.

**Programming Strategy:** Album Rock Radio without the rough edges.

**Special Programming:** "Top 20 Album Countdown", airs Monday 9-11:30pm, contact Reid Thrush.

**Music Call Hours:** Mondays-Fridays 9am-5pm

**Community Concerns:** Salvation Army food and clothing drives, March Of Dimes Walk America.

**Biggest/Best Promotions:** WXQR buried Kris Kelly and a listener for 105 minutes during the last evening's showing of horror flicks at a landmark drive-in that was being demolished.



**WXRC 95.7**

**"95.7 The Rock"**

211 Highway 127 SE  
Hickory, NC 28602  
(704) 322-1713  
FAX: (704) 324-9329

**Years In Rock Format:** 4

**Key Contacts:**

Operations Manager/Gary Kirk  
General Manager/Maynard Taylor  
Program Director/Allan Handelman  
Promotion Director/Leanne Astin  
National Rep/Southern Spot Sales

**Markets Serviced:** Charlotte, Greenville, Spartanburg

**Programming Strategy:** Album Oriented Radio with a hard edge, current and classic rock.

**Special Programming:** "Strictly Metal", airs Saturday Midnight-2am, contact Samantha Stone. "East Coast Live," rock 'n roll talk show with guests like David Letterman, Jay Leno, AC/DC, Def Leppard and David Bowie, airs Sunday 10pm-1am, contact Allan Handelman.

**Music Call Hours:** Monday, Friday 10am-1:30pm

**Community Concerns:** Easters Seals Softball Marathon and other charity concerns.

**Biggest/Best Promotions:** We sent a fleet of magic busses to The Who concert, complete with backstage passes and lodging.



**WYBB 98.1**

**"The New B-98"**

83 Center St  
Folly Beach, SC 29439  
(803) 588-9888

**Years In Rock Format:** 9 months

**Key Contacts:**

General Manager/Frank Baker  
Program Director/Bob Boswell  
Sales Manager/Ken French  
National Rep/Durpetti & Associates

**Markets Serviced:** Charleston

**Programming Strategy:** Playing rock and roll appealing to adults, 25-44.

**Special Programming:** "Reggae Fever," Charleston's only reggae show. Contact Osei Chandler.

**Music Call Hours:** Mondays after 2pm

**Community Concerns:** Have weekly public service show. Also working to renourish town of Folly Beach.

**Biggest/Best Promotions:** "Truckload of Summer Fun," featuring daily giveaways.

**Comments:** They're the new kids on the block and they're looking forward to big plans that will shake Charleston up.



**WZYC 103.3**

**"Continuous Rock N Roll"**

Route 4 Box 334  
Newport, NC 28570  
(919) 247-6343  
FAX: (919) 247-7343

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Ben Ball  
Operations Manager/Bill Cannon  
National Rep/Christal

**Markets Serviced:** Coastal North Carolina

**Programming Strategy:** Targets 18-35 and has fun doing it.

**Music Call Hours:** Monday-Friday 3-4pm. Subject to change.

**Community Concerns:** Christmas toy box drive. Fundraiser for Big Brothers/Big Sisters.

**Biggest/Best Promotions:** Toy box drive and "In Search Of Lizard Man." Sent their morning team to the swamps of South Carolina in search of "Lizard Man."

**Dirtiest Trick Ever Played On A Competitor:** Called up the competition's morning show and requested the Who (they were giving away Who tickets). The competitor replied "We don't play that sh\*t on the air." Of course WZYC taped the call and played it back for all to hear.

**Comments:** Sixth birthday coming up, looking for I.D.'s etc. Robyn Mutchler says thanks for ten great years on the programming side of rock 'n roll.



**WUSC 90.5**

**"Alternative 90.5"**

1400 Greene/Russell 3 Fl  
Columbia, SC 29208  
(803) 777-7172

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Chris Leroy  
Program Director/Elizabeth Matsui  
Music Director/Will Kahler  
Promotion Director/Renee Wolfe

**Markets Serviced:** Columbia

**Programming Strategy:** Alternative college radio.

**Special Programming:** "In Your Ear", 90 second album review show, various times and announcers.

**Music Call Hours:** Mondays-Fridays 1-5pm

**Community Concerns:** Various public service announcements.



Established 1977 —  
12 Years Later It Still . . .

# COULD BE WILD!



Could Be Wild  
promotion - marketing

41 ELMWOOD AVE.

BUFFALO, NEW YORK 14201

(716) 885-5200

DOUG DOMBROWSKI

BRUCE MOSER

Fax: (716) 885-5247

Artie Kornfeld  
PROJECTS

OFFICE 805 · 252 · 9272  
TELEFAX 805 · 252 · 7092

This guide to radio would be incomplete without **Kornfeld Projects** representing itself by saying thank you to all the broadcasters and all those associated with broadcasting, including the record production side of our business. Although not in broadcasting, we are very proud of the fact that for over 28 years we've been an integral part of the broadcasting scene. As producers, we've been proud of our past in putting **Woodstock, Jan & Dean, The Cowsills** and **Deborah Harry**, etc. on your airways. Today we are thankful for your cooperation in helping us with over 150 acts that went Top 20 in the last 5 years.

We're all playing in the same band and without your airways the band would never be heard.

*Artie*

28925 MARILYN DRIVE, CANYON COUNTRY, CA 91351

**WWVU 91.7**

**"The Moose"**

Mountainlair  
Morgantown, WV 26506  
(304) 293-3329

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format: 5**

**Key Contacts:**

General Manager/Alex Gavula  
Program Director/Steve Frankenberry  
Music Director/Bill Pearis  
Promotion Director/Brian Gessner

**Markets Serviced:** Morgantown

**Programming Strategy:** New music pioneers.

**Special Programming:** "Electric Ceilidh", airs Sunday 5-6pm, contact Chris Snyder. "The Jazz Show", airs Monday, Wednesday, Friday 6-7pm, contact Scott Weimer.

**Music Call Hours:** Mondays, Tuesdays 2-5pm

## CLEVELAND Region

**WLWQ 96.3**

**"Q FM 96 We Rock Columbus"**

42 E Gay St 15th Fl  
Columbus, OH 43215  
(614) 224-1271  
FAX: (614) 365-9203

**Q•FM•96** ROCKIN'  
& ROLLIN'  
COLUMBUS!

**Years In Rock Format: 12**

**Key Contacts:**

General Manager/Tom Thon  
Program Director/Buzz Knight  
Music Director/Jo Robinson  
Sales Manager/Tim Forbriger  
News Director/J.J. Jeffries  
Promotion Director/Mark Bishop  
Production Director/Colin Campbell  
National Rep/Katz Radio

**Markets Serviced:** Columbus

**Programming Strategy:** 18 to 34 Adults with strength in the 25 to 34 cell...heavy classic emphasis mixed in with the best of today's new artists...promotionally motivated.

**Special Programming:** "The Jazz Brunch" has been successfully running for 12 years; features contemporary jazz and airs Sunday, 8-10am, hosted by Mike Eiland.

**Music Call Hours:** Thursday, 3-4:30pm

**Community Concerns:** "Secret Santa" for underprivileged children is ongoing promotion; station supports local shelters and many other charities and foundations.

**Biggest/Best Promotions:** "Grammy's Live From L.A.," very active with world tours; Ohio State Football "Tailgate Parties".

**Comments:** Station loves to win and gets the resources it needs in the form of top talent and promotions, while consistently winning on the music front.

**WONE 97.5**

**"The Home Of Rock N Roll"**

1735 S Hawkins Ave  
Akron, OH 44320  
(216) 869-9800  
FAX: (216) 864-6799

**97.5**  
**WONE**

**Years In Rock Format: 4**

**Key Contacts:**

General Manager/Fred Anthony  
Program Director/Brian Taylor  
Music Director/J.D.  
Promotion Director/Holly Brown  
National Rep/McGavren Guild

**Markets Serviced:** Akron, Canton, Cleveland

**Programming Strategy:** Market leader, so we basically define what rock 'n roll is through personality and aggressive promotions. Target demo Male 18-34.

**Special Programming:** "Midnight Sider," features sides of new releases and solicits feedback from the audience, airs Monday-Friday at Midnight, contact J.D. "Psychedelic Sunday," classic oriented, airs 9am-Noon, contact Jim Chenot. "The Vinyl Word," airs Monday-Friday various times during day, rock news and artist interviews, contact Bill Hall.

**Music Call Hours:** Monday, Thursday 2-4pm, Friday 10am-Noon

**Community Concerns:** Very community oriented - support various charities through various activities.

**Biggest/Best Promotions:** Annual "Show Us Your W-1." Looking for the person who most creatively displays the WONE call letters to the greatest amount of people for prize of \$10,000.

**WRKU 95.1**

**"95 K-Rock"**

4531 Belmont Ave Ste C  
Youngstown, OH 44505  
(216) 759-0579  
FAX: (216) 759-1368



**Years In Rock Format: 1**

**Key Contacts:**

General Manager/Pamela Vernam  
Program Director/Gary Jay  
Music Director/Joe Paiano

**Markets Serviced:** Youngstown/Warren/W. Pennsylvania

**Programming Strategy:** Demo 18-34; we ride with an edge, a strong emphasis on King Kong Classics.

**Special Programming:** "Homegrown Hometown Heroes," hosted by Gary Jay. "95 K-Rock Review," which highlights current releases.

**Music Call Hours:** Tuesday, Wednesday, Thursday, Friday 3-5pm

**Community Concerns:** "Operation Warm All Over" - coats for needy children. Billboard campaign against the burning of the American flag. Muscular Dystrophy support.

**Biggest/Best Promotions:** "Two Decades Of Rock 'N Roll," an 11 hour concert featuring The Outlaws, Molly Hatchet, Foghat, John Kay & Steppenwolf, Pat Travers and BTO, outdoors at Sharon Speedway, with 12,000+ attendees.

**Comments:** We believe in delivering the best of a strong 50/50 classic/current outlook. We teach the children the classic rock, while educating the adults on the new rock.

**WAPS 89.1**

**"Akron's New Music Station"**

65 Stelner Ave  
Akron, OH 44301  
(216) 434-1661  
FAX: (216) 434-9515

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format: 2 1/2**

**Key Contacts:**

General Manager/James Mathis  
Program Director/Bill Gruber  
Promotion Director/Bill Gruber

**Markets Serviced:** Akron, Canton, Southern Cleveland

**Programming Strategy:** Females 16-30

**Special Programming:** "New Music Debuts" at 5pm for one hour on Fridays, contact Bill Gruber. From 6-9pm on Fridays, the station holds a "Eurodance Party" to bring in the weekend. From 8-11am daily WAPS has a jazz show, contact Lindsay White.

**Music Call Hours:** Monday and Tuesday from 2-5pm.

## CINCINNATI Region

**WEBN 102.7**

**"The Rock N Roll Station"**

1111 Saint Gregory St  
Cincinnati, OH 45202  
(513) 621-9326  
FAX: (513) 749-3299



**Years In Rock Format: 22**

**Key Contacts:**

General Manager/Jaqui Brumm  
Program Director/Tom Owens  
Music Director/Tony Tolliver  
Program Coordinator/Matthew Harris  
Music Assistant/Kat Thomas  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Cincinnati

**Programming Strategy:** Targets Adults 25-45. "The Lunatic Fringe of American FM."

**Special Programming:** "Sunday Morning Classical Show," 7-10am.

**Music Call Hours:** Thursday 2-5pm

**Community Concerns:** Toys for Tots, "Free Store," a local food bank for homeless.

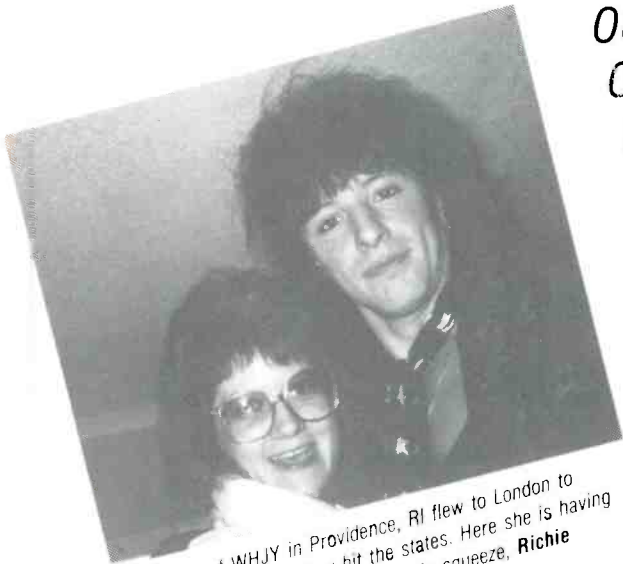
**Biggest/Best Promotions:** "Riverfest" Labor Day celebration with boat races, fun in the sun, etc, capped off by one of the most astounding fireworks displays anywhere!

# PowerCuts

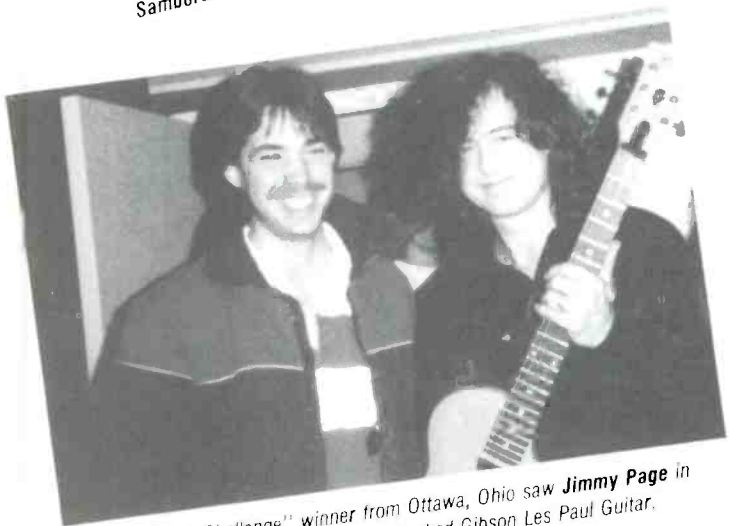
*Only*  
✓  
**AMERICA'S ROCK MUSIC SURVEY  
BRINGS YOU THE LISTENERS ...**

**OUR PROMOTIONS SEND THEM AWAY!**

OUR MONTHLY "ROCK CHALLENGE"  
OFFERS SOME OF THE HOTTEST TRIPS  
IMAGINABLE . . . LIKE BON JOVI IN  
LONDON, R.E.M. IN AUSTRALIA, TOM PETTY  
IN MIAMI, STEVIE NICKS IN L.A., JACKSON  
BROWNE IN ATLANTA, THE DOOBIE BROTHERS  
IN ORLANDO, AND PAUL McCARTNEY  
ON HIS FIRST U.S. TOUR IN 13 YEARS!!



A listener of WHJY in Providence, RI flew to London to see Bon Jovi before they hit the states. Here she is having the time of her life with Cher's main squeeze, Richie Sambora.



After our "Rock Challenge" winner from Ottawa, Ohio saw Jimmy Page in Philadelphia, Page handed him an autographed Gibson Les Paul Guitar.



A couple of WFYV/Jacksonville, FL winners are gracious enough to pose with Rod Stewart in Boston. Rod was ecstatic!



A surprised listener of WROV/Roanoke, VA not only got to see Thirty Eight Special in Atlanta, she also got to interview Donnie Van-Zant for POWERCUTS!! Here she is with Jeff Carlisi (!) and Van-Zant.



After witnessing the soundcheck, these two winners from Milwaukee hung out with Bad Company backstage in Los Angeles. Shown here with Mick Ralphs (2nd from left) and Simon Kirke (3rd from left), these POWERCUTS fans also received a personalized answering machine message from singer Brian Howe (not shown)!

*Only*  
✓  
**PowerCuts  America's Rock Music Survey**

**WFBQ 94.7**  
**"The Rock N Roll Station"**

6161 Fall Creek Rd  
Indianapolis, IN 46220  
(317) 257-7565  
FAX: (317) 253-6501



**Years In Rock Format:** 10  
**Key Contacts:**  
General Manager/Chris Wheat  
Program Director/Michael Hughes  
Music Director/Jay Baker  
Promotion Director/Jody Stumpe  
National Rep/Katz Radio Group

**Markets Served:** Indianapolis  
**Programming Strategy:** Targets Adults 25-34.  
**Special Programming:** Live talk show called "Sunday Night Live," 8-10pm.

**Music Call Hours:** Thursdays and Fridays 9-Noon  
**Community Concerns:** Works with Gleaners Food Bank, a local food co-op. Also with Children's Make A Wish Foundation for needy families.  
**Biggest/Best Promotions:** The Trans Am Challenge, where the morning guys raced the afternoon guys from coast to coast.

**WQMF 95.7**  
**"96 QMF"**

4010 DuPont Circle  
Louisville, KY 40207  
(502) 896-4400  
FAX: (502) 896-1496



**Years In Rock Format:** 10  
**Key Contacts:**  
General Manager/John Page Otting, Sr.  
Operations Manager-PD/Terry Medert  
Music Director/Duke Meyer  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Served:** Louisville, Southern Indiana  
**Programming Strategy:** Rock 'n roll station that aims to satisfy a wide demographic.  
**Special Programming:** "12 O'Clock News," new music show, airs Wednesday at Midnight, contact Duke Meyer. "Louisville Test Pressing," local music show, airs Sunday at Midnight, contact Terry Medert. "Get Back," classic tracks that slip through the cracks, airs Sunday 9am-Noon, contact Denton Marr.

**Music Call Hours:** Wednesdays 2-5pm, Thursdays 2-4pm  
**Community Concerns:** Kentucky Harvest, Spouse Abuse Center, MD.  
**Biggest/Best Promotions:** It's a tie. "Winter Fest," we blew 18 inches of manmade snow into Theatre Square and had a winter carnival. Forecast guaranteed snow for a month, but we don't recommend this to anyone, it must be 22 degrees to make snow and that's hard to predict for a whole month. "The Concert That Never Was," free concert lined up look-alike bands, Beatles, Led Zeppelin, Pink Floyd, Doors, etc., and 60,000 people turned out, a fantasy night for everyone.  
**Dirtiest Trick Ever Played On A Competitor:** The competitor announced a 100 song, no commercial promotion or the listener would win some small amount of money. They told the audience they were probably going to screw up so there would be winners. We countered with a 1,000 song guaranteed commercial free or the listener won \$10,000. We definitely stole the thunder of this promotion and we certainly didn't giveaway \$10,000. It was all their loss, financially and imagewise.  
**Comments:** We have a top-notch staff and promotions that are high profile and original.

**WAOR 95.3**  
**"Michiana's Rock & Roll Station"**

210 S Phillip Rd  
Niles, MI 49120  
(616) 683-5432  
FAX: (616) 683-2758



**Years In Rock Format:** 12  
**Key Contacts:**  
General Manager/Charles Frey  
Assistant PD/MD/Sue Frey  
Promotion Director/Sue Frey  
National Rep/Roslin Radio Sales

**Markets Served:** South Bend, Niles  
**Programming Strategy:** Adult males 25-44, no heavy metal but at nights the station leans 18-24  
**Music Call Hours:** Fridays 11am-3pm  
**Biggest/Best Promotions:** For the station's Ten Year Anniversary, they gave away a 1977 vintage Corvette.

**WAZU 102.9**  
**"The Big Wazoo!"**

117 S Fountain Av Ste 301  
Springfield, OH 45502  
(513) 324-0283



**Years In Rock Format:** Six months  
**Key Contacts:**  
General Manager/Pat Rosiello  
Program Director/Michael Luczak  
Music Director/Eddie Mercer  
Promotion Director/Joanna London  
National Rep/Christal

**Markets Served:** Dayton, Springfield  
**Programming Strategy:** Males 12-34, skewing 12-24  
**Special Programming:** "Rock Rap," public service show, airs Sunday 8-10am, hosted by Dennis Benson.  
**Music Call Hours:** Wednesday-Friday after 2pm  
**Comments:** A brand new up-and-coming station. This station is male CHR/Rock40 and leans towards a hard edged AOR. The station has a first time GM, PD, MD, Promotion Director and News Director which will lead them to the top of the market.

**WDNS 98.3**  
**"Bowling Green's Hot FM D-98"**

804 College St  
Bowling Green, KY 42102  
(502) 781-2121



**Years In Rock Format:** 2  
**Key Contacts:**  
General Manager/Dave White  
Program Director/Bryan Locke  
Music Director/Gary Hatchel  
National Rep/Katz & Powell

**Markets Served:** Bowling Green  
**Programming Strategy:** A progressive rock station targeting 18-34.  
**Special Programming:** Bi-weekly local music show called "Home Cookin'."  
**Music Call Hours:** Monday thru Friday Noon-3pm  
**Community Concerns:** Various and constant.  
**Biggest/Best Promotions:** Taking bus to see Stones two hours away.  
**Comments:** Excited about continuing their 2 year turnaround from automated CHR to progressive rock station with a great personality.

**WKQQ 98.1**  
**"98.1 Double Q"**

1087 New Circle Rd  
Lexington, KY 40509  
(606) 252-6694  
FAX: (606) 252-8505



**Years In Rock Format:** 15  
**Key Contacts:**  
General Manager/Keith Yarber  
Operations Manager/Dave Krusenklau  
Program Director/Peter Delloro  
Assistant PD/MD/Stacy Yelton  
Assistant Music Director/Tony Tilford  
Sales Manager/Tim Wagner  
News Director/Brian Wright  
Promotion Director/Ron Mace  
Production Director/Graeme Hart  
National Rep/Christal

**Markets Served:** Lexington  
**Programming Strategy:** 25-34 Adults; no direct rock radio competition, allowing for a strong loyalty with listeners...full service rock radio station and very public service minded.  
**Special Programming:** "Musical Notes" - a minute of rock 'n roll gossip that runs throughout the day; "Saturday Morning At The Classics" - blocks of superstar rock artists that runs from 6-9am, hosted by Jody Fremin.  
**Music Call Hours:** Tuesday, Thursday, 10am-noon  
**Community Concerns:** "Memorial Stakes Day" - station brings in five bands to race track plus a chili cookoff to benefit American Cancer Society...23,000 people attended this year, raising \$25,000.  
**Biggest/Best Promotions:** "98 Days Of Summer" - station gave away over \$30,000 in cash and prizes; front row ticket giveaway to the Rolling Stones.  
**Comments:** Station getting ready to celebrate its 15th year anniversary and is looking forward to another 15 years of quality rock for Lexington.



# THERE'S A RAGE N THE CAGE!



**WE'RE LETTING IT LOOSE AT THE ONLY ALL HEAVY METAL / HARD ROCK CONVENTION. SEPTEMBER 21, 22, & 23, 1989 AT THE SHERATON UNIVERSAL IN LOS ANGELES.**

## THURSDAY, SEPTEMBER 21

10:00 AM - 6:00 PM REGISTRATION

1:30PM - 6:00PM EXHIBITION HALL OPEN

1:30 PM - 3:00 PM

### METAL WORKSHOP

Jim Cardillo (MCA Records, Moderator)  
Jem Aswad (CMJ)  
Howard Benson (producer)  
Bill Bertol (Attorney at Law)  
Bruce Dickinson (MCA Records)  
Mike Jones (Epic Records)  
Brian Koppelman (Elektra Records)  
Scott Luftus (Jam Productions / WVXX)  
Brian McEvoy (Grand Slam Records)  
Kat Sirofsky (Rebel Management)

### UNDERSTANDING MUSIC PUBLISHING

Andy Gould (Concrete Management, Moderator)  
John Braheny (Los Angeles Songwriters Showcase)  
Brian Brinkerhoff (Elymax)  
Barbara Cane (BMI)  
Danny Goodwin (Virgin Music)  
Jeffrey Light (Jay Cooper, Epstein & Hurowitz)  
David Renzer (Zomba Music)  
Lisa Schmidt (ASCAP)

3:00 PM - 4:30 PM

### PAY TO PLAY - CONTROVERSY IN THE CLUBS

Kenny Kerner (Sr. Editor, Music Connection Mag., Moderator)  
Desi Benjamin (Coconut Teaser, Virgin Records)  
Dayle Gloria (Club With No Name)  
Tommy Gunn (Tommy Gunn Presents)  
Erlene Kalnes (Hi-Times)  
Jason Lord (Jungle Productions)  
Mark Mason (Rock Against Pay for Play (R.A.P.P.))  
Rachel Matthews (Capitol Records)  
Brian Slagel (Metal Blade Records)  
Robert Wood (Creative Image Associates)

### THEY ONLY COME OUT AT NIGHT

8:30 PM - 1:00AM  
Metal mania L-I-V-E at the Park Plaza Hotel

## FRIDAY, SEPTEMBER 22

10:00 AM - 3:30 REGISTRATION

12:00 PM - 6:00 PM EXHIBITION HALL OPEN

11:00 AM - 12:30 PM

### RETAIL

Lou Mann (Capitol Records, Moderator)  
Frank Conge (Shattered Records)  
Mark Cope (Album Network)  
Dave Flaherty (Jerry Basinas One-stop)  
Jeff Gilbert (Music Menu)  
Jim Pitulski (Metal Blade Records)  
Toni Profera (Hits)  
Melissa Pzenny (Atlantic Records)  
John Scales (Personics)

### MERCHANDISING: YOUR NAME HERE (OR NOT)

Walter O'Brien (Concrete Management, Moderator)  
Cheri Beupre (Rocktuggers)  
David Clements (Excel)  
Herb DeCordova (Funky Enterprises)  
Sandy Erlich (King Embroidery)  
Riki Rechtman (Cathouse/ Bordello)  
Joseph Serling Esq. (Attorney)  
Ira Sokoloff (Great Southern Co.)

### PRODUCERS / A & R

Terry Lippman (Lippman Kahane Ent., Moderator)  
Duane Baron (producer)  
Randy Burns (producer)  
Mike Clink (producer)  
Steve Moir (Steve Moir Co.)  
John Purdell (producer)  
Rick Rubin (Def American)  
Penelope Spheeris (MCA Records)  
Tom Whalley (Capitol Records)  
Richie Zito (producer)

### RADIO

Ray Gmainer (Elektra Records, Moderator)  
Derek Alan (97 Underground)  
Joe Anthony (KISS)  
Tracy Barnes (Z-Rock)  
Chris Black (Hard Report)  
Mike Boyle (FMOB)  
Josh Feigenbaum (MJJ)  
Russ Gerroir (Concrete Marketing)  
Ernesto Gladden (KLUPD)  
Ross Goza (Def American)  
Tom Mather (KNAC)

1:30 PM - 3:00 PM

### KEYNOTE ADDRESS

Gene Simmons (KISS, Simmons Rec.)

3:30 PM - 5:00 PM

### SPONSORSHIPS - IS METAL GOING MADISON AVE.?

John Brodie (Westwood One, Moderator)  
Julie Clarnard (The Gary Group)  
Brad Friedrich (Fuji Photo Film U.S.A., Inc.)  
Greg Hagglund (Contemporary Group)  
Richard Hill (Barq's Rootbeer)  
Rick Orienza (Enigma Entertainment)

### ROAD MANAGEMENT: DON'T LEAVE HOME WITHOUT IT

Ron LaFitte (Lippman Kahane Entertainment, Moderator)  
Mark Geiger (Triad)  
Errol Gerson (The Errol Gerson Co.)  
Irvin Ginnberg (Roadshow Services, Inc.)  
Byron Hontas (Capitol Records)  
Dave Mustaine (Megadeth)  
Jennifer Perry (Avalon)  
Michael Retundo (Brokum Co.)

### INTERNATIONAL - THE WORLD, SHE SHRINKS

Stephen Gaffas (T.E. Savage Inc., Moderator)  
Monte Conner (Roadracer Records)  
Joey Gmerak (Hit & Run Music Publishing)  
Jeremy Hammond (Capitol Records, International)  
Peter Holden (Enigma Entertainment)  
Billy Mischel (All Nations Music)  
Eiichi Naito (Amuse America)  
Sal Treppedi (Noise International)

### VIDEO - \$'s WELL SPENT OR SPEND IT ELSEWHERE?

Rick Krim (MTV, Moderator)  
Nigel Dick (director)  
Mike Foley (Metal Blade Records)  
Linda Ferrando (Atlantic Records)  
Cindy Koefler (The Film Syndicate / Hard N' Heavy)  
Janet Kleinbaum (Island Records)  
Paul Rachman (director)  
Mark Rezyka (director)  
Juliana Roberts (The Foundry)  
Jim Saliby (Retailvision)

### THEY ONLY COME OUT AT NIGHT

8:00 - 11:00  
Hard rock at the Palace

### THEY ONLY COME OUT AT NIGHT

9:00 - 1:00  
Bang your head at the Country Club

## SATURDAY, SEPTEMBER 23

11:00 AM - 3:30 PM - EXHIBITION HALL OPEN

11:00 AM - 12:30 PM

### PRESS - EXPOSING YOURSELF

Ben Lerner, Editor (Circus Magazine, Moderator)  
Lisa Gladfelter (Enigma Entertainment)  
Kim Kairman (Concrete Marketing)  
Don Kaye (MJJ Broadcasting)  
Ida Langsam (Public! Publicity)  
Geri Miller (Metal Edge)  
Chris Morris (Billboard)  
Greg Sandow (Herald Examiner)  
Andy Secher (HR Parader)

### A STAR IS BORN - THE DEVELOPMENT OF A CAREER

Cliff O'Sullivan (Polygram Records, Moderator)  
Howie Abrams (In - Effect Records)  
Peggy Donnelly (Atlantic Records)  
Clark Duval (Capitol Records)  
Jim Gueriot (A & M Records)  
Ken Henaley (St. Louis Music Co.)  
Marc Retter (Epic Records)  
Ed Trunk (Megaforce Records)

### TOURING - GETTING FROM THE CLUBS TO ARENAS

Gary Bongiovanni (Pollstar, Moderator)  
Chuck Beardley (Metropolitan Entertainment / The Ritz)  
Steve Ferguson (F.B.I.)  
Rick Fish (Winterland)  
Charlie Foglio (independent publicist)  
Keith Clark (Circle Jerks, H.N.R. Clark)  
Bridget Roy (Combat Records)  
Michael Schnapp (Epic Records)  
Scott Weiss (Electric Artists)

### GERALDO GOES METAL - ALL ACCESS, NO B.S.

Marko Babineau (Dir. of Nat. Promotion, Geffen Records, Moderator)  
Bryn Brindenthal (Geffen Records)  
Steffan Chinzi (RIP, Kerrang!)  
Tim Comerford (Richman Bros.)  
Janice DeSoto (English Acid / Eat The Rich)  
Tom Marshall (KNAC)  
Bud Prager (ESP Management)  
Tom Zutaut (Geffen Records)

1:00 PM - 2:30 PM

### EQUIPMENT ENDORSEMENTS

Mitchell Colby (Korg, U.S.A.)  
Vic Firth (Vic Firth, Inc.)  
Eric Hall (Pearl International)  
Joe Hibbs (Tama Drums)  
Grover Jackson (Jackson/Charvel)  
Curt Mangan (Ernie Ball Inc.)  
Len McRae (Peavey Electronics)  
Mike Morse (Zildjian)  
Kevin Walsh (Gibson)

### SPEED METAL: THE POWERS THAT BE

Chris Williamson (Owner, Rock Hotel, Moderator)  
Michael Alago (Geffen Records)  
Tom Araya (Slayer)  
Frank Bello (Anthrax)  
Chuck Billy (Testament)  
Harry Flanagan (Cro-Mags)  
Lemmy (Motorhead)  
Chris Poland (solo artist, ex-Circle Jerks, ex-Megadeth)  
Rick Sales (P. Grant Management)  
Andy Somers (F.B.I.)  
Steve Souza (Exodus)  
Gary Tovar (Golden Voice)

### MARKETING

Bob Chiappardi (Concrete Marketing, Moderator)  
Bob Cahill (Rampage Records)  
Tim Heine (Tap / Ko Entertainment)  
Jay Kragman (Columbia Records)  
Lori Lambert (CBS Record Club)  
Gayle Miller (Island Records)  
Robert Smith (EMI Records)  
Mike Stotter (Chrysalis Records)  
Gary Waldman (Megaforce Records)

### ARTIST MANAGEMENT: YOU CAN'T LIVE WITH 'EM AND YOU CAN'T SHOOT 'EM

Mike Bone (Chrysalis Records, Moderator)  
Warren Entner (Warren Entner Management)  
Lisa Frimer (Nana, Stern, Biers, Nainstein)  
Alan Niven (Stravinski Bros.)  
Peter Paterno (Manatt, Phelps)  
Doug Thaler (McGhee Enterprises)

3:30 PM - 5:00 PM

### ARTIST PANEL

Lonn Friend (RIP Magazine, Moderator)  
Megalineup  
(Too hot too mention!)

9:00 PM - 1:00 AM

Blowout bash at The Park Plaza Hotel - Entertainment TBA

The following groups will be performing; however actual line-ups, dates and venues are TBA:

**DANGEROUS TOYS, FAITH NO MORE, VAIN, BABYLON, STEVE JONES, ICON, EXCEL, PRINCESS PANG, SHOTGUN MESSIAH, KREATOR, HEAVEN'S EDGE, CHILD'S PLAY BULLET LA VOLTA, VICIOUS RUMORS,**  
*Artist lineups subject to change.*

**KNAC will be broadcasting live Thursday, Friday, and Saturday.**

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_ Occupation \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Amex # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_

\$125. Early Registration (before August 31st)  
\$150. Registration (Sept. 1st-9th via mail. After Sept. 9th at door only)  
\$ 95. College Radio / Musician discount rate (before September 1st only)  
\$ 25. Press discount rate

AMERICAN EXPRESS ACCEPTED. ENTER NUMBER & SIGN.

Send completed registration forms to: Foundations Forum '89,  
1133 Broadway, Suite 204, New York, NY 10010  
Telephone (213) 392-5401 or (212) 645-1360, Fax (212) 645-2607

All payments by check or money order payable to "Foundations Forum".  
All registration fees non-refundable. Mail registrations confirmed by mail.

For discount travel and hotel, call Eye On Travel at (800) 999-0005 or (818) 700-0991 & ask for Sharon or Gerrie • Fax (818) 700-8857



## **WTUE 104.7**

### **"Dayton/Springfield's Best R N R"**

11 S Wilkinson St  
Dayton, OH 45402  
(513) 224-1501  
FAX: (513) 223-5631

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Don Schwartz  
Program Director/Tom Carroll  
Music Director/John Beaulieu  
Promotion Director/Lora Lewis  
National Rep/McGavren Gild

**Markets Serviced:** Dayton, Springfield

**Programming Strategy:** Give the people what they want.

**Music Call Hours:** Tuesday-Thursday 11am-1:30pm

**Community Concerns:** We work with the communities in various ways.

**Biggest/Best Promotions:** Our Free Concerts that draw 15,000 to 20,000 listeners for each one.

**Dirtiest Trick Ever Played On A Competitor:** We don't tell!

## **WXKE 103.9**

### **"Rock 104"**

2541 Goshen Rd  
Ft Wayne, IN 46808  
(219) 484-0580

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/David Reithmiller  
Program Director/Rick West  
Assistant Program Director/Buzz Maxwell  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Fort Wayne

**Programming Strategy:** Rock 'n roll with an edge.

**Special Programming:** "New Age Jazz Hour", airs Sunday 8-9pm, contact Bob Owen.

**Music Call Hours:** Mondays-Thursdays 11am-1pm

**Community Concerns:** Bicycle Drive For Multiple Sclerosis, and other various charities.

**Biggest/Best Promotions:** Three Rivers Festival's Best Body Building Contest.

## **WZZQ 107.5**

### **"The Valley's Home Of Rock 'N Roll"**

1301 Ohio  
Terre Haute, IN 47807  
(812) 232-5034  
FAX: (812) 234-4383

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Tom Lawrence  
Program Director/Steve Kosbau  
National Rep/Christal

**Markets Serviced:** Terre Haute, Indiana

**Programming Strategy:** Targets 18-49 by being a familiar, adult, exciting rock station.

**Music Call Hours:** Thursday 9am-Noon

**Community Concerns:** Get involved with MDA, special olympics, and various other charities. Also work with Indiana State University.

**Comments:** Are proud to be one of the most successful rock stations around. Recently beat all competitors in the market. Love to win.

# 107.5 WZZQ

*The Valley's Home Of Rock n Roll*

## **WOXY 97.7**

### **"The Future of Rock N Roll"**

5120 College Corner Pike  
Oxford, OH 45056  
(513) 523-4114

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Doug Balogh  
Program Director/Kerry Gray  
Music Director/Phil Manning

**Markets Serviced:** Oxford, Cincinnati, Dayton, Richmond

**Programming Strategy:** Not dictated by the numbers, no pressure, the music is the TOP priority! Anti-track oriented, truly album radio.

**Special Programming:** "Blue Monday," airs Noon-12:30pm, contact Dar Roberts. "Live At 5," sponsored by Budweiser, airs Monday-Friday 5pm, live tracks, contact Kerry Gray. "Dread Loxx," airs Saturday at Noon, hour of reggae, contact Phil Irie Manning. "97 Extra Beats," airs Sunday 6-7pm, dance show, contact Johnny Beckett. "Massive Metal For The Masses," airs Sunday 7-10pm, contact Johnny Krunch. "Now And Then," airs Wednesday at Noon, traces roots of modern artists, contact Dar Roberts.

**Music Call Hours:** Thursdays, Fridays Noon-2:45pm

**Community Concerns:** Because of our involvement with "Rainman," we're helping the Autism Society.

**Biggest/Best Promotions:** Modern Rock Cruises, every Wednesday during the summer we sponsor a river boat ride. Dancing, drinking and lots of fun.

# 97X

WOXY FM 97.7

## **PITTSBURGH Region**

## **WDVE 102.5**

### **"102.5 'DVE"**

200 Fleet St #3999  
Pittsburgh, PA 15220  
(412) 937-1441  
FAX: (412) 937-1207

**Years In Rock Format:** 19 1/2

**Key Contacts:**

General Manager/Bob Roof  
Program Director/Gene Romano  
Music Director/Herschel  
Assistant Music Director/Anthony Alfonsi  
National Rep/Christal

**Markets Serviced:** Pittsburgh

**Programming Strategy:** Target audience 18-49. Playing the best of both new and classic rock 'n roll.

**Special Programming:** Local music show. "Brave New World," new release show. Contact Bill Summerville. Weekly hard rock show. Contact Jack Malloy.

**Music Call Hours:** Fridays and Mondays 10am-2pm

**Community Concerns:** Sponsors the city's biggest blood drive every year, bringing in over 1,000 donors. Sponsor local rock CD/cassette to benefit Toys For Tots. Put together morning show CD/cassette to benefit various charities. Involved with March of Dimes and all Pittsburgh sports teams.

**Biggest/Best Promotions:** "What would you do for \$5,000?" Postcard solicitation answering the question. Three finalists had to act out their promises, including the woman who said she would smear peanut butter all over her body and let 102 mice walk over her for 102 minutes. She didn't make it!

**Dirtiest Trick Ever Played On A Competitor:** Consistently beat our major competitor, book in and book out.

**Comments:** Looking forward (not backwards) to their 20th anniversary coming soon.

# 102.5 WDVE

## **WKGB FM 92.5**

### **"92.5 KGB FM"**

Mountain View Plaza  
Great Bend, PA 18821  
(717) 879-9925

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Ben Smith  
Program Director/Paul Michaels

**Markets Serviced:** Great Bend, Susquehanna, Binghamton

**Programming Strategy:** 18-49 Adult; 50% current to 50% classic.

**Special Programming:** "The Rock Sampler" is a new music show featuring recent releases from three artists and airs Wednesday 11pm-midnight, hosted by Paul Michaels.

**Music Call Hours:** Monday, Tuesday, 2-5pm

**Community Concerns:** Golf Tournament for The American Cancer Society; Blood Drive and a Blood Run.

**Biggest/Best Promotions:** Gave away two trips to Jamaica - listeners had to identify a three-song sequence to be eligible and finally win.

**Comments:** There hasn't been a rock radio station in the market for five years so they're bringing a lot of people back to rock 'n roll; station is in its embryonic stages and early response has been excellent.

# KGB FM

92.5

# The ALBUM NETWORK

**WQWK 97.1****"97 Quick/The Rock Of Lion Country"**

160 Clearview Ave  
State College, PA 16803  
(814) 238-5085  
FAX: (814) 238-8993

**Years In Rock Format:** 5 Months

**Key Contacts:**

Operations Director/Jonas Hunter  
Music Director/Jeff Fishbein  
Promotion Director/Jeff Fishbein

**Markets Serviced:** Center County, PA

**Programming Strategy:** Target 18-35 adults, service entire county area with special concerns for Penn State college students.

**Music Call Hours:** Mondays, Tuesdays Noon-6pm

**Community Concerns:** Athletic/sports oriented with college so close, American Heart Association.

**Biggest/Best Promotions:** "Quick Rocks," gave away 97 diamond rings in a month.

**WTPA 93.5****"Home Of Rock N Roll"**

970 W Trindle Rd  
Mechanicsburg, PA 17055  
(717) 697-1141  
FAX: (717) 697-1149

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Mike Brandon  
Program Director/Jeff Kauffman  
Assistant PD/Chris James  
National Rep/Republic Radio

**Markets Serviced:** Harrisburg

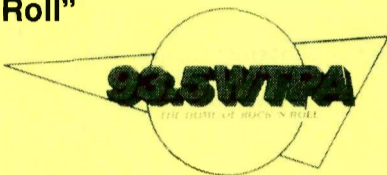
**Programming Strategy:** Target 18-44 Adults, straight ahead rock'n roll.

**Special Programming:** "For Rockers Only," airs Sunday 10-11pm, contact Sally Vicious.

**Music Call Hours:** Monday, Thursday, Friday 10am-3pm

**Community Concerns:** Various community concerns.

**Biggest/Best Promotions:** Annual Louie Louie parade.

**WXVX 1510****"X 15"**

1 Progressive Alley  
Monroeville, PA 15146  
(412) 856-6846  
FAX: (412) 856-6118

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 4 months

**Key Contacts:**

General Manager/Brea Freeman  
Music Director/P.F. Wilson

**Markets Serviced:** Pittsburgh

**Programming Strategy:** Walking the line between college and commercial.

**Music Call Hours:** Mondays-Fridays 2-6pm

**Biggest/Best Promotions:** Soon.

**DETROIT Region****WLLZ 98.7****"Where Rock 'N Roll Lives"**

31555 14 Mile Rd  
Farmington Hills, MI 48018  
(313) 855-5100  
FAX: (313) 855-1302

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Kevin Smith  
Station Manager/Buzz Van Houten  
Program Director/Doug Podell  
Music Director/Gary Palmer  
Marketing Director/Mike Isabella  
Production Director/Kerry Maul  
National Rep/Banner Radio



**Markets Serviced:** Detroit and Metro Detroit

**Programming Strategy:** 25 to 34 Males; 65% classic and the rest new or recurrent - adult rock during the day, lets it all out at night.

**Special Programming:** "The Sunday Sport Album" with Sports Director Mitch Albom airs Sunday 9-11pm.

**Music Call Hours:** Monday through Friday, 9:30am-5:30pm

**Community Concerns:** "Louie Louie Parade For Leukemia," "WLLZ For Meals" every year at Christmas for the Oakland County Food Bank.

**Biggest/Best Promotions:** Paying off credit card balances via call-ins; gave away several Corvettes; bought out the Who concert at Pontiac Silverdome plus gave away thousands of tickets; Grand Prix Weekend...a free concert, this year featuring Joe Walsh.

**Comments:** Station continually sets the standard for promotions and street visibility in the market.

**WRIF 101.1****"Detroit's Home Of Rock And Roll"**

26500 Northwestern #203  
Southfield, MI 48034  
(313) 827-1111  
FAX: (313) 827-9538

**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Bob Schutt  
Program Director/Marty Bender  
Music Director/Jim Pemberton  
Promotion Director/Scott Brown  
Promotion-Programming Assistant/Marie Barrett  
National Rep/Republic Radio

**Markets Serviced:** Metro Detroit, Southwest Ontario, Northern Ohio

**Programming Strategy:** Highly researched, specialized rock 'n roll for Detroiters; High profile personalities/Target: Males 18-49

**Special Programming:** "The WRIF Rock Cafe," Sunday through Thursday midnight to 5am, rock 'n roll from the edge; "The Sonic Rendezvous," 8-10pm Sunday night, progressive music from around the world, across the country and down the block, hosted by Steve Kostas.

**Music Call Hours:** Anytime after 2pm

**Community Concerns:** "Operation Can Do" (collecting canned goods for local food banks). Red Wings Celebrity Softball Game - for charity. "Local Riffs," a local band playoff with proceeds from LP to Children's Hospital. "Wolverine 200 Bicycle Marathon."

**Biggest/Best Promotions:** "Motor City Music Festival," a three day concert on the Riverfront downtown which drew 550,000 people this year and featured local acts with headliners. Every year during our anniversary month (February) we do "Maui Time," a trip giveaway and live broadcast in Hawaii. The Detroit River Fireworks Display, which is the largest attended annual fireworks display in North America. **Dirtiest Trick Ever Played On A Competitor:** Stole the thunder from WCSX's promotion to save Tiger Stadium. Broadcasted live from a trailer, hung a wrecking ball from a crane and helped to get WCSX's petitions signed by listeners.

**WIOT 104.7****"Toledo's Rock N Roll Tradition"**

124 N Summit #400  
Toledo, OH 43604  
(419) 248-3377  
FAX: (419) 244-2483



**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Nancy Diamond  
Program Director/Jim Steel  
Music Director/Michael Young  
Promotion Director/Lyn Casey  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Toledo

**Programming Strategy:** Targets 18-40 Adults.

**Special Programming:** "Jazz Brunch" airs Sundays 8-10am. "Question This" is a talk show that airs 7:30-8pm, Sundays. "New Music Review" airs Midnight-1am Tuesdays. Sunday Night Concert Series.

**Music Call Hours:** Monday-Friday 3:30-5:30pm.

**Community Concerns:** Sponsored a pledge drive for Vietnam Veterans and raised \$14,000.

**Biggest/Best Promotions:** "The End Of The World" promotion recently awarded two listeners a trip for two to Katmandu, where the winners will present a Bob Seger platinum disk to the King and Queen of Nepal. Also our successful petition drive for a Def Leppard show.



**WJXQ 106.1****"Q 106"**

2900 Shirley Dr  
 Jackson, MI 49201  
 (517) 788-6360  
 FAX: (517) 788-9220

**Years In Rock Format:** 8**Key Contacts:**

General Manager/Dennis Mockler  
 Operations Manager/Mark Stevens  
 National Rep/Christal Radio

**Markets Serviced:** Lansing**Programming Strategy:** Targets Males 18-34.**Special Programming:** "Metal Monday" features new metal from 1-3am Mondays.**Music Call Hours:** Thursday and Friday 2-6pm.**Community Concerns:** Sponsored "Give A Kid A Coat" drive.**WKLT 97.7****"97-Seven, K-L-T"**

105 4th Street  
 Kalkaska, MI 49646  
 (616) 947-0003  
 FAX: (616) 258-5010

**Years In Rock Format:** 7**Key Contacts:**

General Manager/Reggie Box  
 President Radio Operations/Richard Dills  
 Program Director/David Fortney  
 Music Director/Darryl Delott  
 Promotion Director/Terri Ray  
 National Rep/Patt Media

**Markets Serviced:** Traverse City, Kalkaska**Programming Strategy:** Primary target: 18-34 Adults; secondary is 25-49.**Special Programming:** "The Adventure Hour" runs Sunday 11pm-midnight, hosted by Darryl Delott, featuring the best new music.**Music Call Hours:** Monday, Tuesday, Friday, 11am-1pm**Community Concerns:** MDA Association "Diamond Dig" - jeweller donates diamonds and puts them in icecubes; Charity Softball Tournament for MDA.**Biggest/Best Promotions:** Volleyball Weenie Barbeque - served up over 2,000 free hot dogs to 24 volleyball teams and spectators; ongoing concert ticket giveaways; "official" concert T-shirts - station gives out CDs when they spot people at a concert in the station's shirt**WKQZ 93.3****"Z 93"**

2080 E Gordonville Rd  
 Midland, MI 48640  
 (517) 695-5115  
 FAX: (517) 695-5376

**Years In Rock Format:** 3**Key Contacts:**

President/Thomas J. Beauvais  
 Program Director/Mike Ferris  
 Music Director/Joe Martin  
 Promotion Director/Stacy Latona  
 Production Director/Dan Maiers  
 Sales Manager/Mike Gersin  
 National Rep/Banner Radio

**Markets Serviced:** Midland, Saginaw**Programming Strategy:** Targets Adults, 25-49, but still caters to 18-34 with a good mix of current and classic rock.**Special Programming:** "Hometown Heroes" - concert and album, with local bands...will tie into a Sunday night feature; "Social Dilema" - afternoon drive guy, John Jeffries, asks a "Scruples" question, then pieces together listeners' responses into a 45-second feature - daily; "Rock 'N Roll Cafe" runs 9pm-midnight weeknights with Bob Olson...rotation upped to 70% new music.**Music Call Hours:** Monday, Thursday, Friday, 10am-4pm**Community Concerns:** "Rock 'N Roll Auction" for the Saginaw Valley Blood Program; March Of Dimes Walk-A-Thon in the Tri-Cities; "Piracy Stunt" for American Cancer Society...staged a boat hijack on the Saginaw River and got "arrested" by the Coast Guard...raised several thousand as listeners posted "bail."**Biggest/Best Promotions:** Billboard Campaign - upside down billboards and prize giveaways; "Screaming Babies Night" - targeted at 24 to 34 year olds with kids...ties into a restaurant, toy store and bank....a "night out" featuring budget meal, childcare and savings bonds prizes; "The River Roar" features a hydroplane boat race on Saginaw River...50,000 people attend; "ASA Carquest 200 Motor Race" draws 10,000.**Dirtiest Trick Ever Played On A Competitor:** Opening day of the book, competition always runs a "Free Money" promotion, so WKQZ upstaged them by giving away \$10 million...a dollar a year for 10 million years!**WLAV FM 96.9****"The Legend Lives On 97 LAV-FM"**

50 Lous NW 3rd Fir  
 Grand Rapids, MI 49503  
 (616) 456-5461  
 FAX: (616) 451-3299

**Years In Rock Format:** 16**Key Contacts:**

VP/General Manager/Dennis Lemon  
 Program Director/Dave Lange  
 Music Director/Aris Hampers  
 Sales Manager/Dave Seran  
 Production Director/Matt Powell

**Markets Serviced:** Grand Rapids**Programming Strategy:** Musically innovate station that's been rockin' the market for almost two decades...an institution.**Special Programming:** "Jazz Brunch" airs Sunday 9am-noon with Tim Steele, has been running for 13 years..show features the whole spectrum of jazz; "New Music Review" with Aris Hampers runs Sunday 6-7pm; "Rare But Well Done" airs 7-8pm with Aris Hampers and Steve Aldrich...two albums from the past are discussed and showcased; "Clam Bake" Sunday from 8-10pm features two hours of the best alternative music with Steve Aldrich; "Music To Watch Cartoons By" airs Saturday, 9am-noon...three hours of oldies with Steve Aldrich.**Music Call Hours:** Wednesday, Thursday, Friday, 1-3pm.**Community Concerns:** "Requestathon" benefits Toys For Tots...listeners pledge for requests for 72 continuous hours.**Biggest/Best Promotions:** "Spirit Of America Offshore Power Boat Race" from Grand Haven draws 750,000 people over a weekend...station covers race and broadcasts live; "Thing Of The Past" weekend...station told listeners they would be a "Thing Of The Past" by New Year's Eve...then announced a "Thing Of The Past" three day marathon where they ran the 970 best songs of all time, commercial free.**WRKR 107.7****"107-7 WRKR"**

9835 Portage Rd  
 Portage, MI 49002  
 (616) 327-2000  
 FAX: (616) 327-9557

**Years In Rock Format:** 1**Key Contacts:**

General Manager/Ed Sackley  
 Program Director/Bill Martin  
 Production Director/Chris Winters

**Markets Serviced:** Kalamazoo/Battle Creek**Programming Strategy:** 18-44 primary target; believe in playing a good dose of classic rock with the right current product.**Special Programming:** Local talk show "Sunday Footnote," airs 8am.**Music Call Hours:** Friday 9am-noon**Community Concerns:** Halloween Blood Drive.**Biggest/Best Promotions:** Gave away two busloads of tickets to The Who show.**Comments:** We came on the air last October as a new station in the market. Our staff played a large role in making this station what it is - a real team effort. We've been beating the streets, and with the word of mouth, have managed to become quite visible in the market. We're the #1 rated station 18 plus.**WDET 101.9****"FM 102"**

6001 Cass  
 Detroit, MI 48202  
 (313) 577-4146

**Reports To Album Network "Expanding Universe" FM 102****Years In Rock Format:** 4**Key Contacts:**

General Manager/Caryn Mathes  
 Program Director/Judy Adams  
 Music Director/Ann Delisi  
 Promotion Director/Rita Combest

**Markets Serviced:** Detroit Metropolitan Area**Programming Strategy:** Alternative music**Special Programming:** Various, including folk, blues, reggae, bluegrass, classical and jazz.**Music Call Hours:** Mondays and Tuesdays 9am-5pm**Biggest/Best Promotions:** "Hush Money Campaign." For every \$30,000 raised by the station prior to its on-air fundraiser, WDET knocked one day off that fundraiser. The station ended up raising \$300,000 over a nine day period!!**Comments:** Looking forward to more continuous growth. WDET continues to prove that an alternative, eclectic station can be supported by its listeners.

## DALLAS Region

### KATT 100.5

#### "The Katt"

4045 NW 64th  
Oklahoma City, OK 73116  
(405) 848-0100  
FAX: (405) 843-5288

**Years In Rock Format:** 13

**Key Contacts:**

Station Manager/Larry Bastida  
Program Director/Scott Douglas  
Music Director/Cindy Scull  
Promotion Director/Mark Blake  
Public Relations/Stacie Cadle  
National Rep/Banner Radio

**Markets Serviced:** Oklahoma City

**Music Call Hours:** Cindy: M/Th 11am-1pm. Scott: Friday 1-5pm.

**Community Concerns:** Annual blood drive, outdoor beach party and KATT "Lifestyle Show."

**Comments:** The KATT is Oklahoma's pure rock.

### KMOD 97.5

#### "The Rainbow Station"

5801 E 41st Ste 900  
Tulsa, OK 74135  
(918) 664-2810  
FAX: (918) 665-0555

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Bill Paddock  
Operations Manager/Shawn Bryant  
Program Director/Phil Stone  
Music Director/John Foster  
Sales Manager/Gary Wilburn  
News Director/Janine Burns  
Promotion Director/Deedra Zellner  
Production Director/Paul Welch  
National Rep/Christal

**Markets Serviced:** Tulsa

**Programming Strategy:** 25 to 34 Males with a "kick ass and take no names" philosophy...50% research and 50% gut call

**Music Call Hours:** Monday, Tuesday, 9-10am, 3-4pm

**Community Concerns:** United Way...if you pay, we'll play;

Volleyball Tournament for United Way

**Biggest/Best Promotions:** "Isle Of Dreams" with Coca Cola and Fox Broadcasting...sending two winners on a Caribbean Cruise where they are going to dig for a million dollars; "Kite Flite"...station invites listeners to "go fly a kite"...people compete in various categories...draws up to 8,000 people

### KTXQ 102.1

#### "Q 102 Texas' Best Rock N Roll"

4131 N Central Expy  
Dallas, TX 75204  
(214) 528-5500  
FAX: (214) 528-4314

**Years In Rock Format:** 15

**Key Contacts:**

General Manager/Clint Culp  
Program Director/Andy Lockridge  
Assistant Program Director/Redbeard  
Promotion Director/Tim Trostle  
National Rep/CBS Radio

**Markets Serviced:** Dallas, Fort Worth

**Programming Strategy:** Texas best rock n' roll

**Music Call Hours:** Mondays 9:30-12:30pm Thursdays, Fridays 10am-2pm

**Community Concerns:** America's largest blood drive over 9,000 donors in 6 days and MDA Celebrity Autograph Auction.

**Biggest/Best Promotions:** "Passport To Summer", 8-week promotion with trips ranging from Pink Floyd in Germany to African safaris, concluding with a \$25,000 truck and speed boat give away.

### KZEW 97.9

#### "The Zoo"

Penthouse 3625 N Hall  
Dallas, TX 75219  
(214) 522-9898  
FAX: (214) 528-9299

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Dave McNamee  
Operations Manager/Mike Wade  
Music Director/Chaz Mixon  
Promotion Director/Christopher James  
National Rep/Republic Radio

**Markets Serviced:** Dallas/Ft. Worth

**Programming Strategy:** Targets 18-34. More current, contemporary music with a harder edge.

**Special Programming:** "New Zoo Review" show tests new music. "For Headphones Only" show features eclectic music Tuesday 11-Midnight.

**Music Call Hours:** Monday-Friday Noon-3pm

**Community Concerns:** Christmas food drive. Yearly radio-thon for AIDS research.

**Biggest/Best Promotions:** Annual Beach party. KZEW, Muscular Dystrophy and Coors sponsored a downtown beach concert with four or five bands. Trucked tons of sand in front of City Hall and held their own beach party, downtown.

### KBAT 93.3

#### "The Bat"

3306 Andrews Hwy  
Midland, TX 79707  
(915) 697-7500

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Bob Hicks  
Program Director/Frank Hall  
Music Director/Dru Dawson  
Promotion Director/Bob Hicks  
National Rep/Katz

**Markets Serviced:** Odessa, Midland

**Programming Strategy:** Adults 18-34

**Special Programming:** Ric Elliot hosts a weekly album countdown show, which airs from 9am-noon on Saturdays.

**Music Call Hours:** Tuesdays from 4-6pm

**Biggest/Best Promotions:** "Triple Cash Tracks" contest was held recently where listeners had to hear three songs and name them to win cash and prizes.

**Dirtiest Trick Ever Played On A Competitor:** KBAT did a music giveaway in front of their competition's studios.

**Comments:** In the last Birch, KBAT was #1 in their market with a 19.5 share.

### KEYJ 107.9

#### "West Texas Original Rock 'N Roll"

1740 N First  
Abilene, TX 79603  
(915) 677-7225

**Years In Rock Format:** 9 months

**Key Contacts:**

General Manager/Caroline Whitaker  
Program Director/Randy Jones  
Music Director/Mike Wilson  
Promotion Director/Randy Jones  
National Rep/Durpetti & Assoc.

**Markets Serviced:** Abilene/Brownwood.

**Programming Strategy:** Targets Males 18-34. "The Only Show In Town For Rock 'N Roll."

**Special Programming:** "Key Classics" airs Saturday 6pm-Midnight.

"Blues Deluxe" show airs weekdays from 3-5pm. "Beatles for Breakfast"

**Music Call Hours:** Monday and Tuesday 10am-5pm.

**Community Concerns:** Works with Food Bank of Abilene.

**Biggest/Best Promotions:** "None yet, we're too new! The music comes first!"



**KFMX 94.5**  
"Real Rock 94-FMX"

5613 Villa Drive  
Lubbock, TX 79492  
(806) 747-1224  
FAX: (806) 747-2288



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Scott Parsons  
Program Director/Jon McGann  
Music Director/Gregg Stone  
National Rep/Katz Radio Group

**Markets Serviced:** Lubbock area

**Programming Strategy:** Males 18-34 and 25-54.

**Special Programming:** Sunday morning jazz show, 10-Noon.

"Flashback" with 60s rock. "Comedy Hour," airs Sunday 9-10am. "World Of Rock," airs Saturday 8-10am.

**Music Call Hours:** Tuesdays and Thursdays 1-3pm

**Community Concerns:** Work with all needy and community services.

**Biggest/Best Promotions:** "Summer Pak-4 X 4," gave away a ski boat and two jet skis.

**KKEG 92.1**  
"The Keg"

1780 Holly St  
Fayetteville, AR 72701  
(501) 521-5566  
FAX: (501) 521-0751

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Brett Hash  
Program Director/Ginger MacKenzie  
Sales Manager/Steve Johns  
Business Manager/Marsha Johnson  
National Rep/Republic Radio

**Markets Serviced:** Fayetteville, Springdale

**Programming Strategy:** 18 to 34 base, music intensive straight ahead rocker playing 40% currents...positions itself as the music authority in market.

**Music Call Hours:** Monday, Tuesday, Friday, 9-11am, 4-5pm

**Community Concerns:** "Make A Difference Foundation"...station sponsors a local show and donates all the proceeds

**Biggest/Best Promotions:** "Pepsi Treasure Hunt" - gave away over \$5,000 by hiding Pepsi cans around the area.

**Comments:** Station getting ready to celebrate 21 years of rockin' Northwest Arkansas and is planning "Coming Of Age" parties.

**KKTX 96.1**  
"96X"

3605 Gilmer Road  
Longview, TX 75604  
(214) 297-3696  
FAX: (214) 297-3699



**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Richard Monroe  
Program Director/Nick Roberts  
Assistant PD/Marty Meyers  
Sales Manager/Vic Mariani  
News Director/Charlie Palmer

**Markets Serviced:** Kilgore, Longview, Marshall, Tyler

**Programming Strategy:** 18 to 34 Males and Females; 50% current to 50% classic, sticking with harder-edged, mainstream rock.

**Special Programming:** "Vintage Vinyl" runs noon-1pm every weekday and is hosted by Charlie Palmer - an hour of oldies.

**Music Call Hours:** Monday through Friday, 10am-3pm

**Biggest/Best Promotions:** Ongoing ticket giveaways for concerts, including backstage passes; Party Bus.

**Comments:** Station is celebrating its first year as a rocker and has done quite well against the long-time competition.

**KMJX FM 105.1**  
"Magic 105"

Simmons Bl/11101 Anderson  
Little Rock, AR 72212  
(501) 224-6500  
FAX: (501) 224-6596



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Richard Booth  
Program Director/Tom Wood  
Music Director/David Allen Ross  
Promotion Director/Ladawn Fuhr  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Little Rock, North Little Rock, Pulaski, Faulkner

**Programming Strategy:** 18 to 49 Males; a good mix of the best of the classics while taking an aggressive stance on new music.

**Special Programming:** "The Metal Zone" airs Friday, midnight-2am, with Carole Kramer; "Brown Baggers' Request Hour" is Arkansas' longest running request show and airs Monday through Friday noon-1pm with Tom Wood; "All Request Traffic Jam" with David Allen Ross every weekday afternoon.

**Music Call Hours:** Monday 11am-1:30pm

**Community Concerns:** Raised \$30,000 for Arkansas Easter Seals Society with "Hoopy-Do" basketball tournament - 20,000 spectators!

**Biggest/Best Promotions:** "Summerset" - three days of music outdoors now it's 10th year...generates crowds of over 10,000 each night.

**Comments:** Most of the staff has been at the station for at least seven years.

**KZLR 94.9**  
"KZ 95"

300 S Rodney Parham Rd  
Little Rock, AR 72205  
(501) 225-9595  
FAX: (501) 228-9875



**Years In Rock Format:** 2 1/2

**Key Contacts:**

General Manager/Stephen MacNamara  
Program Director/Bradley Jay  
Music Director/Malcolm Ryker  
National Rep/Durpetti and Associates

**Markets Serviced:** Little Rock (and 95% of Arkansas)

**Programming Strategy:** Targeting 18-49 Males. No wimpy rock 'n roll.

**Special Programming:** "Mid-South Music Showcase" features unsigned local musicians. "Beaker Street" features 60s style album oriented rock Sundays 7-Midnight.

**Music Call Hours:** Monday thru Friday 11am-2pm

**Community Concerns:** Sponsor of annual "Riverfest." Also organize Christmas wish fund, and volleyball benefit for Parks and Recreation department.

**Biggest/Best Promotions:** In an effort to give away Jimmy Buffett tickets, KZLR sponsored "Buffett Farmin' Friday," during which tickets would be awarded to the listener who could bring the largest farm animal to the studios. The winner - a 1200 lb. horse! Its owner went to the show.

**KACV 89.9**

"FM 90 Hear The Future Now"

2408 S Jackson  
Amarillo, TX 79109  
(806) 371-5227  
FAX: (806) 371-5370

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Joyce Herring  
Program Director/Jamey Karr  
Music Director/Carla Whitecotton

**Markets Serviced:** Amarillo

**Programming Strategy:** Adults 18-34

**Special Programming:** A new music show, "Friday Futures," airs from 9pm-1am, contact Jamey or Carla.

**Music Call Hours:** Mondays from 9am-5pm

**Biggest/Best Promotions:** KACV gave away cassettes from the CBS catalog, Godfathers albums and more during a recent promotion.

**Comments:** The station will be 100,000 watts in November.



## HOUSTON Region

**WCKW 92.3**

"92 FM"

Highway 61  
Garyville, LA 70051  
(504) 524-0768

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Manuel Broussard  
Program Director/Bobby Reno  
Music Director/AI Nasser  
Promotion Director/Steven Lavet  
National Rep/Republic

**Markets Serviced:** New Orleans/Baton Rouge

**Programming Strategy:** Playing the best classics from the best artists targeting 25-54 Males.

**Special Programming:** Local music show on Sunday evenings.

**Music Call Hours:** Mondays and Tuesdays 1-5pm

**Community Concerns:** Various. Heavily involved with community.

**Biggest/Best Promotions:** Held "Warehouse" (training grounds for ZZ Top, Allman Brothers, etc.) reunion concert. Listeners sent in petitions for groups they wanted to see. Allman Brothers won and turnout for the concert was close to 8,000 people.

**Comments:** Looking forward to moving to new studios, on 31st floor of Lakeway Center.

**KISS 99.5**

"Home Of Rock N Roll"

8023 Vantage Dr Ste 1200  
San Antonio, TX 78230  
(512) 342-4999  
FAX: (512) 342-4499

**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Rick Joppie  
Program Director/Tim Parker  
Assistant Program Director/Tom Scheppe  
Music Assistant/Joe Anthony  
Promotion Director/Dave Madiol  
National Rep/Major Market Media

**Markets Serviced:** San Antonio

**Programming Strategy:** Targets Males 18-34.

**Special Programming:** "Blues Monday" runs 10-10:30pm. "Lights Out" features hard rock and metal music starting at midnight. Contact Joe Anthony.

**Music Call Hours:** Thursday and Friday 3-5pm.

**Community Concerns:** "Blue Santa" is a local toy drive, in conjunction with the San Antonio Police. Also sponsors a Thanksgiving food drive.

**Biggest/Best Promotions:** Held a "Lay Your Hands On Me" promotion in which the last person whose hands remained touching the stage won \$7,000 worth of musical equipment.

**KLOL 101.1**

"The Texas Rock 'N Roll Authority"

510 Lovett  
Houston, TX 77006  
(713) 526-6855  
FAX: (713) 526-7616

**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Pat Fant  
Program Director/Ken Anthony  
Assistant PD/Dayna Steele  
Music Director/Patty Martin  
Music Assistant/Cathy Pletcher Baker  
Sales Manager/Muriel Funches  
News Director/Martha Martinez  
Promotion Director/Doug Harris  
Production Director/Bart Taylor  
National Rep/CBS Radio Representatives

**Markets Serviced:** Houston, Galveston

**Programming Strategy:** 18 to 34 Adults...a lot of personality and major promotions - not afraid to play new and exciting rock 'n roll

**Special Programming:** "Exposure" Sunday, 10pm-midnight, featuring new and local music hosted by David Sadof.

**Music Call Hours:** Monday through Friday, 3-4:30pm

**Community Concerns:** "The Rock 'N Roll Auction" raised \$75,000 for M.D.A. - 11,000 people attended

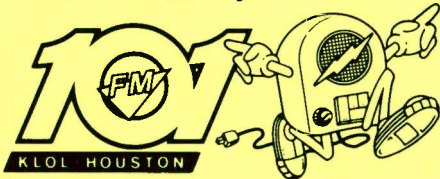
**Biggest/Best Promotions:** Gave away five Corvettes in five weeks...101st caller won the car when they heard the sound of a Corvette engine being revved

**Dirtiest Trick Ever Played On A Competitor:** Call Ed Levine!

**Comments:** Give 'em great, exciting, personality-oriented "bigger than life" radio

**92.3 WCKW**  
*Classic Rock*

**99.5 KISS**  
SAN ANTONIO



**KLBJ 93.7**

"Austin's Rock N Roll Connection"

8309 I-H 35 North  
Austin, TX 78753  
(512) 832-4000  
FAX: (512) 832-4063

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Ted Smith  
Operations Manager/Clark Ryan  
Program Director/Jeff Carrol  
National Sales Manager/Alan Ecklund  
Local Sales Manager/Jonathan Edwards  
News Director/Ed Mayberry  
Promotion Director/Kathy Aubry  
Production Director/Tom Quarles  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Austin

**Programming Strategy:** Men 24 to 34...no "hair" bands - good mix of new music...rocks but doesn't get too heavy; rootsy/bluesy/progressive attitude with new and heritage artists

**Special Programming:** "94 Second Rock 'N Roll Connection" - award winning news show; "Local Licks" runs 11pm-midnight on Tuesday hosted by Jody Denberg - Austin air personality of the year five years running; "Critic's Choice" runs 10pm-midnight on Sunday and is hosted by Jody Denberg...features imports and new progressive music

**Community Concerns:** "The Austin Clean Sweep" invites listeners to clean up certain areas of town every spring; "Freedom Festival" features several bands and benefits Austin Parks & Recreation

**Biggest/Best Promotions:** "Riverfest" with the Fabulous Thunderbirds...20,000 people attended; "World Tour" sends listeners all over the world

**Comments:** 16 years... "The Beat Goes On"

**KNCN 101.3**

"C101 The Legend"

5544 Leopard  
Corpus Christi, TX 78408  
(512) 289-1000  
FAX: (512) 289-6228

**Years In Rock Format:** 13

**Key Contacts:**

General Manager/John Marin  
Program Director/Don Gilmore  
Promotion Director/Laura Stewart  
National Rep/Torbet Radio

**Markets Serviced:** Corpus Christi

**Programming Strategy:** Target 18-34 Adults, 50/50 ratio current to classic. We rock a little harder than an average rock radio station.

**Special Programming:** "Jam Sandwich," airs Monday-Friday Noon-1pm, classic rock 'n roll, contact Jane St. John. "501 Blues," airs Monday-Friday at 5:01pm, classic or current blues track, contact PD.

**Music Call Hours:** Thursdays, Fridays 10am-Noon

**Community Concerns:** Texas Special Olympics, Easter Seals, city cleanup projects.

**Biggest/Best Promotions:** "C Sculptures," huge sand castle building contests, bikini contests, and big concert. 50-60,000 people attend each year and the proceeds benefit Texas Special Olympics.

**KPEZ 102.3**

"Z 102"

3001 Lake Austin Blvd  
Austin, TX 78703  
(512) 478-6900  
FAX: (512) 478-1506

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Natalie Conner  
Program Director/Jim Jones  
Music Director/Mike Driver  
Promotion Director/Shelly McFadden  
National Rep/Christal

**Markets Serviced:** Austin

**Programming Strategy:** Target 18-34 Males, rockin' with a classic edge.

**Special Programming:** "Live From Antone's," featuring a live blues review, airs Saturday 10pm-Midnight, contact John Logan. "Dave Arnsberger's Texas All Star Rock 'N Roll Review," featuring interviews and music by Texas artists, airs Wednesday 7-8pm, contact Dave Arnsberger.

**Music Call Hours:** Mondays, Tuesdays, Fridays 11am-2pm

**Community Concerns:** Austin's Homeless, Austin Youth Hostel.

**Biggest/Best Promotions:** Antone's 14th Anniversary Blues Show, it was live for 8 hours!



**KPLV 93.3**  
"V-93"

1908 N Laurent  
Victoria, TX 77901  
(512) 573-0093  
FAX: (512) 573-0096



**Years In Rock Format:** 2

**Key Contacts:**

Operations Manager/Phil Robbins  
General Manager/Mark DiAngelo  
Music Director/Trey Johnson  
National Rep/Target & Associates

**Markets Serviced:** Victoria, Port Lavaca

**Programming Strategy:** Designed to fill a void in the Port Lavaca-Victoria market, targets 18-49 demos with an energetic mix of classics and currents.

**Special Programming:** "Jazz Show," airs Sunday 6-10am, contact Phil Robbins.

**Music Call Hours:** Tuesdays-Thursdays 11am-2pm

**Community Concerns:** Victoria Parks & Recreation Department, Texas Zoo and MDA.

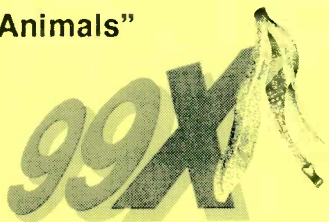
**Biggest/Best Promotions:** "V-93 Cash Classic Contest," play song, listen for song, if you're the 10th caller you spin the winner's wheel for cash. Phone lines were absolutely jammed.

**Dirtiest Trick Ever Played On A Competitor:** Competitor runs tags that say, "Victoria's OFFICIAL radio station." We started running tags that said "Victoria's Official radio station," and then had a voice interrupt and say, "You can't be the 'official' radio station because someone else is already using that." "Okay," we said, "We'll be the UNOFFICIAL radio station of Victoria."

**KRIX 99.5**

"99X - Rock 'N Roll Animals"

901 East Pike  
Weslaco, TX 78596  
(512) 968-1548  
FAX: (512) 968-3952



**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Don Wolfe  
Program Director/Dave Heyman  
Music Director/Bryan Boyd  
Operations Manager/Oscar Adame

**Markets Serviced:** McAllen/Harlingen/Brownsville/South Padre Island

**Programming Strategy:** Target Upper Demo Men 18-34; program an interesting blend of music, blurring the lines of album rock, utilizing progressive and Top 40 music...forward thinking, personality intensive station.

**Special Programming:** "New Music Thing," on Saturday evening, Sunday noon and 8pm, hosted by Big Wave Dave, focusing on new and upcoming artists, new releases.

**Music Call Hours:** Thursday 9am-5pm

**Community Concerns:** Blood Drive

**Biggest/Best Promotions:** "Know Your Joe" promotion: We picked a local BBQ restaurant, Old Joe's, to promote an A&M/Joe Jackson contest. We asked our listeners trivia questions about either Old Joe or Joe Jackson - listeners had to guess which Joe the question was about. A drawing of the winners recieved a trip to Dallas to see Joe Jackson, a Joe Jackson catalog, and first prize was dinner with Old Joe.

**Dirtiest Trick Ever Played On A Competitor:** The CHR competitor had exclusive rights to Tone-Loc, and did not expect KRIX PD Dave Heyman to jump out of his hiding place under the stage with a concealed cellular phone. Dave got his own Tone-Loc exclusive interview live on KRIX before the show. (Fortunately, the sheriff's department didn't feel the CHR had a case and Dave was released.)

**Comments:** We can successfully play the Cult, The Doobie Brothers, and Hoodoo Gurus at the same station, but keep in mind that whatever's working in Peoria may not necessarily work here in South Texas.

**WSTZ 106.7**

"Z 106"

2980 Forest Ave Ext  
Jackson, MS 39213  
(601) 982-1067  
FAX: (601) 981-5800

**Years In Rock Format:** 2

**Key Contacts:**

General Manager/Bob Rall  
Program Director/Bill Crews  
Promotion Director/Perez

**Markets Serviced:** Vicksburg, Jackson

**Programming Strategy:** 25-49, straight line album rock with 5 or 6 currents an hour

**Music Call Hours:** Monday 10am-noon

**Community Concerns:** Blood Drive with Mississippi Blood Services. Involved with raising money or food for the Community Stew Pot. Involved with American Red Cross.

**Biggest/Best Promotions:** "Jubilee Jam," a downtown musical festival.

**Comments:** We play a 50/50 mix of adult album rock, our oldies are classic cuts, as well as programming new rock into the mix.

**KTAL 98.1**  
"98 Rocks"

3150 N Market  
Shreveport, LA 71107  
(318) 425-2422  
FAX: (318) 425-2488



**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Ted Ferguson  
Program Director/John Sherman  
Music Director/Tom Michaels  
National Rep/Banner Radio

**Markets Serviced:** Shreveport, Bossier

**Programming Strategy:** Target 18-34 Males; listener-oriented, heavily researched radio

**Special Programming:** "Seeds," monthly local talent music/interview show, hosted by Kevin West.

**Music Call Hours:** Wednesday, Thursday 10am-1pm

**Community Concerns:** We're working with Easter Seals, a local charity that feeds the hungry, and Muscular Dystrophy.

**Biggest/Best Promotions:** We recently had the First Annual "Running Of The Ducks" duck race, with a couple hundred numbered plastic ducks. Listeners called in and won a numbered duck. We dropped them in the river, and listeners who had winners won cash prizes and merchandise, including a new car.

**KWIC 107.9**

"KWIC 108"

1690 N Major Dr Ste 101  
Beaumont, TX 77706  
(409) 866-8899



**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Charles W. Pile  
Program Director/Paul Keel  
Assistant Program Director/Tim Kelley  
National Rep/Banner Radio

**Markets Serviced:** Beaumont

**Programming Strategy:** Target 25-49 Adults.

**Music Call Hours:** Mondays, Fridays, 10am-Noon

**Community Concerns:** "KWIC's Blue Santa" for terminally ill children and toys For Tots.

**Biggest/Best Promotions:** "Life Jam One", battle of the bands that raised \$12,000 for a liver transplant.

**WTUL 91.5**

"Your Progressive Alternative"

Tulane University Center  
New Orleans, LA 70118  
(504) 865-5887



Reports To Album Network "Expanding Universe"

**Years In Rock Format:** 14

**Key Contacts:**

General Manager/Randy Cartwright  
Program Director/Erik Andries  
Music Director/Gill Creel  
Promotion Director/Sarah Rothstein

**Markets Serviced:** New Orleans

**Programming Strategy:** New Music open stack format.

**Special Programming:** "Monday Reggae", airs 8-10:30pm, contact Shepard Samuels. "New Orleans Blues", airs Tuesday 8-11pm, various hosts.

**Music Call Hours:** Mondays, Tuesdays Noon-6pm



## DENVER Region

### KAZY 106.7

#### "106.7 KAZY Colorado's 1st R&R FM"

2149 S Holly Street  
Denver, CO 80222  
(303) 759-5600  
FAX: (303) 758-5965



**Years In Rock Format:** 24

**Key Contacts:**

General Manager/Bill Struck  
Program Director/Andy Schuon  
Music Director/Rich Garcia  
Promotion Director/Desiree Stich  
National Rep/McGavren Guild

**Markets Serviced:** Denver, Boulder

**Programming Strategy:** 18-34 Males.

**Special Programming:** "Heavyman's Homegrown Heavies," a local music show, airs Tuesday from midnight to 1am. Contact: The Heavyman.

**Music Call Hours:** Thursdays, 1-5pm

**Community Concerns:** Food drive, "Rich Garcia's Led Zeppelin Food Drive." (Rich holds his Led Zeppelin albums hostage until he raises a specified amount of money in donations.)

**Biggest/Best Promotions:** KAZY co-sponsored the Who show and is in the middle of a Rolling Stones petition drive to bring the group to Denver.

**Dirtiest Trick Ever Played On A Competitor:** KAZY stole a contest idea away from KBPI. When KBPI took the station to court, the judge sided with KAZY.

**Comments:** KAZY is America's first and longest running album rock station.

### KBCO 97.3

#### "97.3 FM KBCO"

4801 Riverbend  
Boulder, CO 80301  
(303) 444-5600  
FAX: (303) 449-3057



Also Reports To Album Network "Expanding Universe"

**Years In Rock Format:** 12

**Key Contacts:**

General Manager/Ray Skibitsky  
Operations Manager/Dennis Constantine  
Program Director/John Bradley  
Assistant PD/MD/Doug Clifton  
Promotion Director/David Rahn  
National Rep/Major Market Radio Sales

**Markets Serviced:** Boulder, Denver

**Programming Strategy:** Males, 25-49

**Special Programming:** Local music show, "Colorado Music," hosted by Roxanne, airs Wednesdays at 9pm. Monday through Friday, KBCO airs the "10 O'Clock News." This is a highlight show of some of the new music coming out that week. The "KBCO Jazz Show" airs from 9pm to midnight on Sundays and is hosted by Richard Ray. "Blues From The Red Rooster," a local club, airs on Sundays from Midnight to 1am.

**Music Call Hours:** Wednesday-Friday from 9-11:30am and 3:30-5:30pm

**Community Concerns:** Food drives, fund drive for the Red Cross (during the recent fires in the area) and Windstar, an environmental organization

**Comments:** Many of the staff members of KBCO have been with the company for many years, some since the station's inception.

### KBPI 105.9

#### "KBPI Rocks The Rockies"

1200 17th St #2300  
Denver, CO 80202  
(303) 572-6200  
FAX: (303) 572-6210



**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Kip Gilbert  
Program Director/Chris Poole  
Music Director/Devin Durrant  
Promotion Director/Beth Harris  
National Rep/Banner Radio

**Markets Serviced:** Denver

**Programming Strategy:** 18-34 Males

**Special Programming:** "Original Music On The Air," a new music show, airs on Sunday nights and supports a local club, contact Chris Poole. "Nostalgic Rock", hosted by Pete MacKay, airs on Sundays from 6am-noon and a talk show, "Lay It On The Line," airs on Sunday from 10pm-midnight.

**Music Call Hours:** Monday-Wednesday from noon-3pm

**Community Concerns:** KBPI holds a canned food and coat drive for charity annually.

**Biggest/Best Promotions:** KBPI continues to enjoy success on a long running contest with Raoul, the station's mascot and his adventures with the watermelon. The station is also involved in a "What Would You Do For \$10,000" contest.

**Comments:** KBPI Rocks The Rockies!

### KBER 106.5

#### "K-Bear Rocks Utah"

19 E 200 South #1065  
Salt Lake City, UT 84111  
(801) 322-3311  
FAX: (801) 355-2117

**Years In Rock Format:** 3 1/2

**Key Contacts:**

General Manager/Chris Devine  
Operations Manager/PD John Edwards  
Music Director/Kevin Lewis  
Promotion Director/Allison Egan  
Production Director/Steven Seaver  
National Rep/Torbet Radio

**Markets Serviced:** Salt Lake City, Ogden, Provo

**Programming Strategy:** Adults 18-34.

**Music Call Hours:** Monday-Friday 1-5pm

**Biggest/Best Promotions:** "Rollin' In The Dough." A lucky contest winner was coated in a sticky substance, rolled around in cash, and was allowed to keep all the money that stuck to him.

### KFMU 103.9

#### "Legendary Wind-Powered Radio"

2955 Village Dr  
Steamboat Springs, CO 80477  
(303) 879-5368  
FAX: (303) 879-5386

**Years In Rock Format:** 14

**Key Contacts:**

General Manager/Ward Holmes  
Program Director/Dave Ross  
Assistant Program Director/Paul Cavanaugh  
Production Director/Mike Huston  
General Sales Manager/Dave Dronkowski  
National Rep/McGavren Guild

**Markets Serviced:** Steamboat Springs, Craig, Vail

**Programming Strategy:** Targets Adults 28-45. "Legendary Wind Powered Radio."

**Special Programming:** "The Explorers Club" features new alternative music, 10:30-12:30am Wednesdays. A very popular "Jazz Show" airs Sunday nights 7-Midnight.

**Music Call Hours:** Thursdays 2:30-5pm

**Community Concerns:** Christmas "Toys For Tots," "Horizons for the Handicapped" and offers listeners access to "Topsy Taxi" program.

**Biggest/Best Promotions:** KFMU "Putt-Off," a miniature golf affair for charity.

### KILO 93.9

#### "Colorado's Great Home Of R N R"

707 South Tejon  
Colorado Springs, CO 80903  
(719) 634-4896  
FAX: (719) 634-5837



**Years In Rock Format:** 11

**Key Contacts:**

Operations Manager/Rich Hawk  
Assistant Program Director/Kris Koenig  
Music Director/Bob Ely  
Promotion Director/Greg Allen  
National Rep/Republic Radio

**Markets Serviced:** Colorado Springs, Pueblo

**Programming Strategy:** 18-34 Males.

**Special Programming:** "Laser Licks" show features an entire CD, airs Sundays 9-10:30 pm.

**Music Call Hours:** Monday, Thursday and Friday 11am-1pm

**Community Concerns:** Extensive work with the American Cancer Society's "Jail And Bail" program, a very successful "Walk America" campaign for "March of Dimes", and several other well attended fund raisers infused over \$90,000 into the coffers this summer!

**Biggest/Best Promotions:** Will send two listeners to Las Vegas to attend the Ringo Starr show and then take a 3 day, 2 night holiday at the Aladdin Hotel. "What would you do to lay your hands on Bon Jovi?" The winner apparently performed a very provocative dance wearing pictures of Bon Jovi, much to the delight of the male KILO staff. She won a limo ride to the show in Denver, front row seats, and backstage passes to boot!



**KMTN 96.9**  
**"97 FM"**

625 S Cache  
Jackson, WY 83001  
(307) 733-4500  
FAX: (307) 733-7773

**Years In Rock Format:** 1

**Key Contacts:**

Operations Manager/Chuck Morgan  
General Manager/Joe Perry  
Music Director/Jon Saloga

**Markets Serviced:** Jackson, Driggs, Victor IA, Alpine WY  
**Programming Strategy:**We're a station that is fine tuned to an audience profile demo of 18-34, emphasis on new music with careful balance of alternative and national rock radio tracks.  
**Music Call Hours:** Mondays-Fridays 4-5pm  
**Comments:**The station has made a directional change from classics to the 90s with current intensive approach in the last month.

**KQDI 106.1**  
**"Q 106"**

821 Second St S  
Great Falls, MT 59405  
(406) 761-2800

**Years In Rock Format:** 8 months

**Key Contacts:**

Owner/Lyle Courtage  
General Manager/Bob Lockhart  
Program Director/Corey Wells  
Promotion Director/Jack Smith  
National Rep/Republic Radio

**Markets Serviced:** Great Falls, Helena MT  
**Programming Strategy:**Targets the audience that grew up with rock 'n roll by offering the best of the old and definitely the best of the new.  
**Music Call Hours:** Wednesdays-Fridays 1-4pm  
**Community Concerns:**United Way, Food Drive with the Fish Organization. Other assistance to various charities.  
**Biggest/Best Promotions:** Comic Book Trivia Contest.  
**Dirtiest Trick Ever Played On A Competitor:**Going on the air with this format and stealing their staff to work for us.  
**Comments:**KQDI suffered a major fire on July 27, 1989 and is presently off the air. We are planning to be back on the air as soon as a new location is found, projecting September 15. Please continue to support and service the station so we can be up and running without losing a beat. Thanks to everyone who has already helped us re-establish our destroyed back library.

**KQWB FM 98.7**  
**"Q-98 Always Rockin'"**

RR #3 Box 28  
Moorhead, MN 56560  
(218) 236-7900  
FAX: (218) 233-0405

**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Jim Lakoduk  
Operations Manager/Mark Nicholls  
Assistant Program Director/Ty Banks  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Fargo, Moorhead  
**Programming Strategy:**To keep the rock 'n roll pure while appealing to a wide range of demos. Entertainment is our #1 concern.  
**Special Programming:**"Legends Of Rock," airs Saturday 9-10am, contact Ty Banks. "Christian Rock" (the hard-hitting stuff), airs Sunday 8-9am, contact Mark Nicholls.  
**Music Call Hours:** Tuesdays, Thursdays and Fridays 10am-Noon  
**Biggest/Best Promotions:** We gave away a \$17,000 Grand Prix in connection with Pepsi. It generated lots of excitement because the listener had to find the mystery person and get one of the 17 keys that might start the car. It was a long-running promotion and very successful.  
**Dirtiest Trick Ever Played On A Competitor:**I like to do a silly survey, say, "What shoe do you put on first, the right or left?" and then give out the competitor's request number. They starting getting all these calls saying, "Left," "Right," "Left," etc.  
**Comments:**We have no consultant so we have the freedom to play the music we feel is right.

**KRKX 94.1**  
**"Montana's Home Of Rock 'N Roll"**

4140 King Ave E  
Billings, MT 59101  
(406) 245-5000  
FAX: (406) 245-5196

**Years In Rock Format:** 1 month

**Key Contacts:**

General Manager/Carson Aasen  
Program Director/David Weissman  
Music Director/Tim Dalbec

**Markets Serviced:** Billings/Northern Wyoming/Southern Montana  
**Programming Strategy:**18-44; classic rock based album rocker with more intelligent current cuts  
**Special Programming:**"Closet Tracks," featuring high profile albums, Wednesday 10pm "Fresh Tracks," the best of the new music, Thursday 10pm, "Classic Tracks," good ol' rock 'n roll, Friday 10pm.  
**Music Call Hours:** Monday, Friday 9am-2pm  
**Comments:**We're the only thing like this in the market. We got 3,000 calls in our first week on the air.

**KRQU 102.9**  
**"Rock U"**

409 S 4th  
Laramie, WY 82070  
(307) 745-7396

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Carol Malone  
Operations Manager/Mark Waddington

**Markets Serviced:** Laramie/Cheyenne  
**Programming Strategy:**High energy album rocker with Top 40 presentation; personality radio  
**Music Call Hours:** Monday, Friday 10am-noon  
**Community Concerns:**Jerry Lewis Telethon. We raise money for Cathedral Home (for abused children).  
**Comments:**We went from dead last in November to #3 now.

**KRSP 103.5**  
**"Rock 103"**

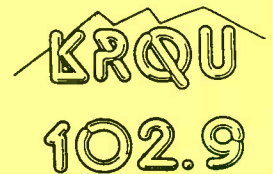
PO Box 57760  
Salt Lake City, UT 84157  
(801) 262-5541  
FAX: (801) 266-1510

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Alan Hague  
Program Director/Randy Rose  
Music Director/Kelly Monson  
Promotion Director/Emily Evans  
National Rep/Durpetti & Associates

**Markets Serviced:** Salt Lake/Ogden/Provo  
**Programming Strategy:**Target males 18-34, mainstream album radio  
**Special Programming:**"Nostalgic Rock," four hours of rock 'n roll from the good ol' days, hosted by Dave Hall.  
**Music Call Hours:** Monday, Tuesday 9am-2pm  
**Community Concerns:**For the March Of Dimes, we host a Haunted House through the entire month of October. We've been doing it for 15 years, usually raising \$175,000 each season. We also do the Walk America Campaign for March Of Dimes, raising between \$150-200,000 a year.  
**Biggest/Best Promotions:**"Rock 103 Mr And Ms. Utah Suntan Contest," an event we've been holding since 1978, prizes include trips to the Bahamas and thousands of dollars in cash.



**KSMT 102.3**  
"The Summit"

555 Columbine Bell Tower  
Breckenridge, CO 80424  
(303) 453-2234



**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Steve Decker  
Operations Manager/Terry Hartsook  
Music Director/Jay Foley

**Markets Served:** Summit County (Breckenridge, Frisco, Silver Thorn)

**Programming Strategy:** Target, Adults 24-45, adult/classic rock without a hard edge, 40-60 new music

**Special Programming:** "Noon Tunes," artist blocks and features, hosted by Jay Foley. Wednesday morning album sides of new and older albums, contact Steve Murdock. Soon to have a reggae show.

**Music Call Hours:** Tuesday, Wednesday, Thursday 3-6pm

**Community Concerns:** Microphone Marathon, once a year, for Social Services, raising about \$15,000. We're involved with The Pumpkin Bowl football game, raising money for the children's burn center in Denver. The Annual Rubber Duck Race, raising money for the Breckenridge Development Foundation. Numerous promotions to raise money for the Breckenridge Outdoor Educational Association, one of the world's largest programs for handicapped skiers.

**Biggest/Best Promotions:** Our Fall Gridiron Goal contest, a sales based promotion, which is a weekly contest (lasting 16 weeks). The top prize is \$2000.

**Comments:** We consider ourselves a very unique broadcast operation, with seasonal report programming: ski talk shows, etc. We also broadcast on cable, providing original and bartered television programs. As far as the FM goes, we're unusual because we have a lot of freedom in our music selections and promotions with a freestyle attitude. A hardworking staff of professionals who could work anywhere but choose to live in the beautiful Colorado Rockies.

**KTCL 93.3**

"93.3 KTCL For The Creative Listener"

1611 South College #211  
Fort Collins, CO 80525  
(303) 571-1232  
FAX: (303) 484-5451

Also Reports To Album Network "Expanding Universe"

**Years In Rock Format:** 15

**Key Contacts:**

General Manager/Stu Haskell  
Program Director/John Hayes  
Promotion Director/Chris Adams  
New Age/Jazz Contact/Sam Ferrara  
National Rep/McGavren Guild Radio

**Markets Served:** Fort Collins/Denver/Boulder

**Programming Strategy:** An alternative station with an album rock edge

**Special Programming:** "Random Access," Monday night experimental show, hosted by Mark Cheatham. Shades Of Jazz, Wednesday nights, hosted C.A. Paige. "93 Minutes," alternating between reggae, blues and rap, on Saturday nights, hosted by David Lee. "Plain Folk," folk show on Sunday 11am, hosted by Grace LeSage.

**Music Call Hours:** Monday, Wednesday, Thursday 11am-1:30pm

**Community Concerns:** We host a sports weekend with parents and kids, raising money for Partners, a single parents group. We are also affiliated with the United Way.

**Biggest/Best Promotions:** Giving away Cure, Pixies, and Love & Rockets seats before the tickets went on sale.

**Comments:** We have a long tradition of looking toward the future.

**KVEZ 103.9**

"Z 104"

2600 N Main  
Logan, UT 84321  
(801) 753-8210



**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Dan Gerard  
Program Director/Bill Tanner

**Markets Served:** Logan

**Programming Strategy:** Finest in rock from the 60s to the 90s.

**Music Call Hours:** Thursday, Friday 3-5pm

**Community Concerns:** Various community services.

**Biggest/Best Promotions:** Annual "Logan's Run Car Show Parade" and live broadcast.

**KZOO 100.1**

"Missoula's Hottest Radio Station"

2300 Regent St  
Missoula, MT 59801  
(406) 728-5000



**Years In Rock Format:** 15

**Key Contacts:**

General Manager/Gene Peterson  
Program Director/Dave France  
Music Director/Bill Williams  
Promotion Director/Brian Scott  
National Rep/Major Market

**Markets Served:** Missoula

**Programming Strategy:** Targets 25-34's. Providing up-tempo, rock-edged product appealing to men and women.

**Music Call Hours:** Monday-Thursday 3-5pm, Monday-Friday 9-10am.

**Community Concerns:** Support United Way and Multiple Sclerosis.

**Biggest/Best Promotions:** Super Bowl promotion. Sent 100 winners and 100 local business representatives to Super Bowl. Winners registered at local businesses and were accompanied to game with representative of that business.

**Comments:** We are very energetic, very up and we have a lot of fun!

**KZYR 103.1**

"The Zephyr"

0082 E Beaver Creek Blvd  
Avon, CO 81620  
(303) 949-0103  
FAX: (303) 949-0266



**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Donald Joseph  
Music Director/Kate Collins

**Markets Served:** Central Rocky Mountains/Colorado

**Programming Strategy:** Kick ass and take names later. Targets 18-49.

**Special Programming:** New age music Sunday 6-10 am. Contact Diana Honey. "Jazz Summit" Sunday 6-10pm hosted by Rick Hall.

**Music Call Hours:** Mondays and Tuesdays 10-Noon

**Community Concerns:** Very involved with Jimmy Heuga organization, a Multiple Sclerosis charity. Also involved with wilderness preservation and recycling projects.

**Biggest/Best Promotions:** In 1988 KZYR won awards for its Summer Concert series. Gave away tickets and trips (in stretch limos) to concerts all summer long. Also do "Ski Season Fever" and give away over \$30,000 in merchandise and trips to Hawaii!

**Comments:** Colorado's Station Of The Year in 1988!! The best skiing, the cleanest air and some of the hippest radio exists in the Central Rocky Mountains. Come on up and see us sometime.

**KJQN 95.5**

"KJQ The Cutting Edge"

1506 Gibson Ave  
Ogden, UT 84404  
(801) 392-7535  
FAX: (801) 531-7422

Reports To Album Network "Expanding Universe"

**Years In Rock Format:** 1 1/2

**Key Contacts:**

General Manager/Tom Greenleigh  
Program Director/Mike Summers  
Music Director/Biff Raffe  
National Rep/Katz & Powell

**Markets Served:** Salt Lake City

**Programming Strategy:** Adults 18-34.

**Special Programming:** "Import Hour" airs Tuesdays 11-Midnight. Features rare imports. "The Budweiser Cold Case" takes 24 instant requests Saturdays at 10:00pm. "Unrest On The Seventh Day" features metal music.

**Music Call Hours:** Monday and Thursday 2-5pm.

**Community Concerns:** Sent proceeds from Halloween promotion to Amnesty International.

**Biggest/Best Promotions:** Station provided bus ride package to Denver for the Cure concert.



## SOUTHWEST Region

### KDKB 93.3

#### "93.3 KDKB"

1167 W Javelina  
Mesa, AZ 85202  
(602) 897-9300  
FAX: (602) 831-2591

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/Chuck Artigue  
Program Director/John McCrae  
Promotion Director/Kendall Atkins  
National Rep/Torbet Radio

**Markets Serviced:** Phoenix

**Programming Strategy:** 25-34 Males. Rock Radio that concentrates on the right music with a commitment to depth that caters to the intelligent adult.

**Special Programming:** "Ten At Ten," ten songs from one great year, airs daily at 10am, contact Dennis McBroom. "Lunch Blocks," three songs in a row based on audience requests (Fridays only based on fax requests) daily at noon. "The Five O' Clock Funnies," a short comedy piece run daily at quitting time, contact Eddie Webb. "The Seventies At Seven," daily feature that runs for thirty minutes featuring the best music of the seventies, contact Eddie Webb. "The Midnight Special," an hour feature that showcases an artist or variations on a theme, i.e. guitar heroes, contact Jeff Parets.

**Music Call Hours:** Monday, Tuesday, Wednesday 3-4pm, Friday 1-3pm.

**Community Concerns:** Raise monies in various creative ways for various organizations with MDA being the biggest recipient.

**Biggest/Best Promotions:** Every year we do what's called "Arizona Sounds." It's an album that features nothing but local music, capped with a weekend of outdoor concerts. The outdoor show features the album's artists and is capped with a national recording artist who headlines.

### KLPX 96.1

#### "96.1, Tucson's Rock 'N Roll Station"

1920 W Copper  
Tucson, AZ 85745  
(602) 622-6711  
FAX: (602) 624-3226

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Alan Browning Hammerel  
Operations Manager/Larry Miles  
Program Director/Margie Rye  
Music Director/Jack Green  
Sales Manager/Bobby Rivers  
News Director/Mike Rapp  
Promotion Director/Margie Wrye  
Production Director/Bill Golden  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Tucson

**Programming Strategy:** 25 to 44 skewing Males 60/40

**Special Programming:** "New Music Test Department" runs Sunday 8-10pm hosted by Susie Dunn; "The Early Rock Show" with Jack Green airs Sunday 9am-noon

**Music Call Hours:** Friday, 12:30-3pm

**Biggest/Best Promotions:** 10th Anniversary July 4th - official city fireworks and a lot of retrospectives leading up to it

### KUPD 97.9

#### "The U Guys/Arizona's Real Rock"

1900 W Carmen  
Tempe, AZ 85283  
(602) 838-0400  
FAX: (602) 820-8469

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Lloyd Melton  
Program Director/Curtiss Johnson  
Assistant Program Director/J. David Holmes  
Promotion Director/Tammi G  
National Rep/Banner Radio

**Markets Serviced:** Phoenix, Tucson, Flagstaff

**Programming Strategy:** Broad based Album Radio with target demo 18-34 Adults.

**Music Call Hours:** Mondays, Wednesdays, Fridays 2-5pm

**Community Concerns:** MD, MS annual fundraisers.

**Biggest/Best Promotions:** Spring and October Fest, 4-day event with live bands, food booths, rides, etc.

98KUPD

### KFMG 107.9

#### "Rock 108"

5700 Harper Dr NE Ste 290  
Albuquerque, NM 87109  
(505) 828-1600  
FAX: (505) 828-0808

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Jeff Guier  
Program Director/Glenn Stewart  
Music Director/Nicki Gardner  
National Rep/Katz Radio Group

**Markets Serviced:** Albuquerque/Santa Fe.

**Programming Strategy:** Males 18-34.

**Special Programming:** "Rock 'N Roll Roots Cellar" features classic rock from the 60s and 70s, runs Saturdays and Sundays 7-10am.

**Music Call Hours:** Anytime

**Community Concerns:** Works with Childrens Hospital and sponsors "Life Ride," a cab service for intoxicated drivers.

**Biggest/Best Promotions:** "Beach Party" is held every August. Seven hundred tons of sand are trucked in for fun in the sun!

### KLAQ 95.5

#### "Heart Of Rock N Roll"

4141 Pinnacle #120  
El Paso, TX 79902  
(915) 544-8864  
FAX: (915) 544-9536

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Charlie Cohn  
Operations Manager/Program Director/Nat Lamp  
Music Director/"Magic" Mike Ramsey  
Promotion Director/Brad Dubow  
Sports Director/Marcus Mustapha Roosevelt, Jr.  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** El Paso, Las Cruces, Juarez

**Programming Strategy:** 25 to 49 full service adult oriented rock

**Special Programming:** "New Music Jam" runs Tuesday and Thursday 10-10:30pm with Belinda Simmons; "Smash It Or Trash It" airs Wednesday and Friday at 10pm with Belinda Simmons; "Twice Is Nice" airs Thursday at 4:30pm with Cincinnati "Bud" Stevens; "Catch Of The Day", Monday through Friday at noon, features a pair of back to back triple shots as suggested by listeners through letter or fax, hosted by "Magic" Mike Ramsey

**Music Call Hours:** Monday through Friday 8-9:30am and 4-5pm

**Community Concerns:** "Radiothon For Special Olympics" raised \$14,000 last year...will play any song, in or out of the format, for a pledge...local celebrities and El Paso government officials participate

**Biggest/Best Promotions:** "The El Paso International Balloon Festival" - Memorial Day Weekend featuring balloons in the morning and rock 'n roll in the afternoon. 64,000 people over three days this year...swimming, camping, rockin'!

**Comments:** KLAQ's Philosophy: "We like to look at ourselves as the social directors of the Cruise Ship El Paso."

### KOMP FM 92.3

#### "The Innovator Not The Imitator"

4660 S Decatur Blvd  
Las Vegas, NV 89103  
(702) 876-1460  
FAX: (702) 876-6685

**Years In Rock Format:** 9

**Key Contacts:**

General Manager/Tony Bonnici  
Program Director/Richard Remsberg  
Assistant Program Director/Mike Culotta  
Music Director/Big Marty  
National Rep/Christal

**Markets Serviced:** Las Vegas, Henderson

**Programming Strategy:** Mainstream rock 'n roll with the best of the old and the best of the new, aiming for 18-34 Adults and 25-34 Men.

**Special Programming:** "Electric Lunch," airs Monday-Friday Noon-1pm, contact Richard Reed. "Top 20 Album Countdown," top albums in local retail stores, airs Wednesday 8:30pm, contact Mike Culotta.

"Budweiser's 6 O'Clock 6-Pack," airs Monday-Friday contact Big Marty.

"The 70s At 7pm," airs Monday-Friday, seven songs from the 70s, contact Mike Culotta. "Friday Night Live At 11pm," all live tracks for an hour, contact Mike Culotta. "Electric Brunch," airs Sunday 9-10am, just like the "Electric Lunch," but on Sunday, contact Jim Davis.

**Music Call Hours:** Monday-Friday Noon-1pm

**Community Concerns:** Annual Rock 'N Roll Auction for Toys For Tots, plus various community events.

**Biggest/Best Promotions:** We have an ongoing promotion where we are constantly sending our listeners all over the world to see live concerts.

KLAQ

**KOZZ 105.7**

**"Reno's Solid Rock On Compact Disc"**

2900 Sutro St  
Reno, NV 89505  
(702) 329-9261  
FAX: (702) 323-1450



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/David T. Newman  
Program Director/Steve Funk  
National Rep/Lotus

**Markets Serviced:** Reno

**Programming Strategy:**To deliver the best solid rock 'n roll midnight to midnight, seven days a week. We run 50/50 ratio of currents to classics.

**Special Programming:**"Strawberry Electric Lunch," airs Monday-Friday at Noon, contact Steve Funk. "The Happy Hour," Monday-Friday 5pm, features rock and comedy for an hour, contact Kevin Forbid. "Vinyl Frontier," a 6-pack of cutting-edge rock, airs Tuesday-Friday at 9pm, contact Kevin Forbid. "Sunday Jazz Brunch," 7am-Noon, contact B.J. "Monday Morning Blues," Monday 10:10-11am, contact Steve Funk.

**Music Call Hours:** Fridays and Mondays 3-5pm

**Community Concerns:**We sponsor several large events that benefit the community, like our "Rock 'N Roll Up Your Sleeve" Bi-Annual Blood Drive. Over the holiday season we run an all-request week in the mornings for the homeless through the Salvation Army Family Assistance Program. We also host the "Trans-Tahoe Jet Ski-A-Thon," benefiting Muscular Dystrophy, participating skiers get sponsors for each mile and ski all 72 miles of Lake Tahoe's shoreline.

**Biggest/Best Promotions:** Our millionth song promotion, which took place in October 1988, was our biggest. The person who first reached us after our millionth song got the grand prize of a week in Italy and a Bertone Italian sports car, worth a total of 2.2 million in lire.

**KRZQ 96.5**

**"96 Rock"**

4600 Kletze Lane Bldg D  
Reno, NV 89502  
(702) 827-0965  
FAX: (702) 827-8641



**Years In Rock Format:** 3

**Key Contacts:**

General Manager/John Feeley  
Program Director/Daniel Cook  
Music Director/Max Volume  
Promotion-News Director/Judy Ardito, Mike Chase  
National Rep/Major Market Radio Sales

**Markets Serviced:** Reno, Tahoe City, Carson

**Programming Strategy:**Contemporary album oriented station that's not afraid to rock.

**Special Programming:**"New Music," contact Ed Baccini. The "Triple Shot Weekends" are tradition here now.

**Music Call Hours:** Wednesday, Thursday, Friday 10am-2pm

**Community Concerns:**Yearly Clean Up The River campaign. Currently helping a listener collect 6,000 signatures so she can have her missing child's story told on "Unsolved Mysteries" TV program.

**Biggest/Best Promotions:** The "Budweiser/96 Rock Flight," regularly sending listeners to San Francisco concerts. Contest to put tank rocks in our listeners toilets to conserve water, along with a tank rock inspection. We gave away tickets to Geraldo's show at the Mustang Ranch.

**Dirtiest Trick Ever Played On A Competitor:**We broadcasted live from inside our competitor's building.

**Comments:**We're showing success with a format that has its roots in album rock while still exposing adventurous music to our listeners. It's working.

**KZRR 94.1**

**"94 Rock"**

1410 Coal Ave SW  
Albuquerque, NM 87103  
(505) 765-5400  
FAX: (505) 242-9494



**Years In Rock Format:** 3 1/2

**Key Contacts:**

General Manager/Milt McConnell  
Program Director/Frank Jaxon  
Programming Assistant/Judi Civerolo  
Music Director/Hubby Dean  
National Rep/Republic

**Markets Serviced:** Albuquerque/Santa Fe

**Programming Strategy:**Targets 18-54. Playing the best new and classic rock.

**Special Programming:**"Fast Forward" show features new and progressive music Sunday 10-11pm. Contact Phil Mahoney.

**Music Call Hours:** Tuesday and Friday Noon-4pm

**Community Concerns:**Blood drives, food drives, rock n' bowl.

**Biggest/Best Promotions:** Hired the female anchor from the #1 local TV network affiliate. Morning guy lived in a billboard for a week. Broadcast live every day. Raised money for Muscular Dystrophy. Climax had morning jock and small girl suffering from MD pulled from billboard by firetruck crane.

**KUKQ 1060**

**"New Stuff"**

1900 W Carmen  
Tempe, AZ 85283  
(602) 838-3062



**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 11

**Key Contacts:**

Operations Manager/Ed Hamlin  
Program Director/Ernesto Galdden  
Music Director/Jonathan L  
National Rep/Banner Radio

**Markets Serviced:** Phoenix

**Programming Strategy:**Alternative music station.

**Music Call Hours:** Mondays-Fridays 2-5pm

**Community Concerns:**Various community concerns.

**Biggest/Best Promotions:** KUKQ proud to present The Cure on September 13th.

**KUNV 91.5**

**"The Rock Avenue"**

4505 S Maryland Pkwy  
Las Vegas, NV 89154  
(702) 739-3877  
FAX: (702) 739-3850



**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/Rob Rosenthal  
Program Director/Brett Green  
Music Director/Joel Habbeshan  
Assistant Music Director/Warren Peace

**Markets Serviced:** Las Vegas

**Programming Strategy:**Mainstream and progressive jazz and rock.

**Music Call Hours:** Mondays-Thursday 1-5pm

**Community Concerns:**Various community announcements.

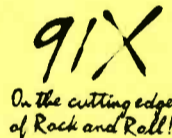
**Biggest/Best Promotions:** Godfathers giveaway the grand prize winner got 91 cassettes of their choice from the CBS catalog.

**SO CALIFORNIA Region**

**XTRA FM 91.1**

**"91 X The Cutting Edge Of Rock"**

4891 Pacific Highway  
San Diego, CA 92110  
(619) 291-9191  
FAX: (619) 294-2916



**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 5

**Key Contacts:**

General Manager/Tom Jimenez  
Program Director/Kevin Stapleford  
Music Director/Mike Halloran  
Promotion Director/Peter Napoli  
National Rep/Mike Glickenhous

**Markets Serviced:** San Diego, parts of Los Angeles

**Programming Strategy:**18-34 Adults

**Special Programming:**"Listen To This," featuring music more alternative than our regular playlist, airs on Sundays 10pm-Midnight, contact Kevin Stapleford. "Reggae Makossa" airs Sunday from 7-9pm is hosted by Makeda Dread. On Mondays at 8am, "Timewarp," a "new wave" song from the 70s or early 80s, airs Sunday 8am-Noon, hosted by Pam Wolf. "Backstage Pass," an interview show, airs Tuesdays 11pm-Midnight. "Loudspeaker," features local music, airs Sunday Midnight-1am. "Choice Cuts," listener's desert island picks, airs Monday-Friday at 3pm. "All Request Lunch Blocks," airs Monday-Friday Noon-1pm, contact Steve West.

**Music Call Hours:** Halloran: T 10a-4p/W 1-4p. Stapleford: anytime.

**Biggest/Best Promotions:** Exclusive rights to the upcoming Who shows, U2 in Australia with winners calling in to win \$1000 per day and become a finalist for the trip.

**Comments:**Our format is considered alternative and to us, this means without definition...91X is striving to define the format now.



## **KCAL 96.7**

### **"Rock N Roll Without Over Repetition"**

525 New Jersey St Ste A  
Redlands, CA 92373  
(714) 793-3554  
FAX: (714) 798-6627

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Tim Sullivan  
Program Director/Rick Shaw  
Music Director/Michelle Dodd  
Promotion Rep/Randy Pearce  
National Rep/Torbet Radio

**Markets Serviced:** Redlands, Riverside, San Bernardino

**Programming Strategy:** 25-34, males. An aggressive album radio position

**Special Programming:** KCAL "Double Shots" with 90 minute commercial free "Freeway Jams" at 5pm weekdays, interview show "Talkin' Rock 'N Roll" every night at different times.

**Music Call Hours:** Monday-Friday from 10am-6pm

**Community Concerns:** Local charitable benefits

**Comments:** A fun hometown radio station which keys in to the local market.

## **KGB FM 101.5**

### **"Home Of Rock N Roll"**

7150 Engineer Rd  
San Diego, CA 92111  
(619) 292-1360  
FAX: (619) 571-6069

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/Tom Baker  
Program Director/Ted Edwards  
Assistant Program Director/MD/Pam Edwards  
Promotion Director/Scott Chatfield  
National Rep/Katz

**Markets Serviced:** San Diego/North San Diego County

**Programming Strategy:** 18Plus..play to win

**Special Programming:** "Vinyl Frontier," a new music show, airs Sunday 8-9pm, contact Pam Edwards. Self produced "Metal Shop," airs Sunday nights 9pm-midnight, contact Brian Schock. "Homegrown Hour," local music show, airs Sundays midnight-1am, contact Jim McInnes. "Public Market," a public service interview program airs Sundays at 6am-7am, contact Gary Whipple.

**Music Call Hours:** Wednesdays, 11am- 5:30pm.

**Community Concerns:** Halloween Blood Drive every year, Food A Thon, morning show stays on the air for 30 hours straight the week before Thanksgiving. Child Abuse Prevention Foundation, all sorts of concerts and promotions raising money for the Foundation. Rock Wars, local band competition each year for MDA.

**Biggest/Best Promotions:** Sky Show, synchronized fireworks and music show at the Jack Murphy stadium after a Padres game. Held in the fall.

**Comments:** Employees never leave. Average employee has been in place 7 to 10 years

## **KLOS 95.5**

### **"Rockin' You For 20 Years"**

3321 S La Cienega  
Los Angeles, CA 90016  
(213) 840-4800  
FAX: (213) 840-4846

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Bill Sommers  
Music Director/Stephanie Mondello  
Program Assistant/Rosemary Jimenez  
News Director/Chuck Moshontz  
Promotion Director/Stephen G. Smith  
National Rep/Katz

**Markets Serviced:** Los Angeles/Southern California

**Programming Strategy:** 18 to 34 Males and Females

**Special Programming:** "Local Licks" runs Tuesday, midnight-1am, hosted by Joe Benson; "The Seventh Day" is hosted by Joe Benson, Sunday 5-11pm, features seven CDs back to back; "Noontime Nuggets" features rock oldies Monday through Friday at noon.

**Music Call Hours:** Thursday, 10am-1pm

**Community Concerns:** "8th Annual American Red Cross Blood Drive" - over 4,100 pints donated (world's record) and all of the air personalities get involved...in its eighth year; "Pet Adoption Day;" "Veteran's Food Bank Drive"

**Biggest/Best Promotions:** Most promotions revolve around morning air personalities Mark & Brian...."What Would You Do For Superbowl Tickets" - national and international coverage; Mark & Brian "Mega Marriage" - over 200 couples got married in KLOS' parking lot under a huge tent; Mark & Brian "Lucky Butt" - Kings beat Edmonton and they flew the "Lucky Butt" to Edmonton, rubbed his butt on the ice, and Kings won...made "Sports Illustrated;" this 4th Of July KLOS turned parking lot into huge festival

## **KROQ 106.7**

### **"The Roq Of The 90's"**

3500 W Olive Avenue  
Burbank, CA 91505  
(818) 567-1067  
FAX: (818) 841-5903



**Also Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Trip Reeb  
Vice President/Tony Berardini  
Assistant Program Director/Larry Groves  
Operations Manager/Scott Mason  
Promotion Director/Jody Rank  
National Rep/Torbet Radio

**Markets Serviced:** Los Angeles

**Programming Strategy:** Target 18-34

**Special Programming:** Reggae show, Sunday night 6-7pm, hosted by Roberto. "Love Line," Sunday night talk show at 11pm, hosted by Poorman.

**Music Call Hours:** Monday through Friday noon-5pm

**Community Concerns:** We co-sponsored the AIDs Walk/Orange County, providing DJs who participated in the walk, as well as doing the public service announcements. About twice a year, we do a canned food drive for LIFE, which stands for Love Is Feeding Everyone. At last year's Depeche Mode concert, we raised more than any other organization. The proceeds from our KROQ Calendar go to one national charity and one local every year. We do remotes from the beach, tie ins with recyclable items, with proceeds going to the LA County's Water program.

**Biggest/Best Promotions:** The write in campaign to send listeners to see the world premiere in Dublin of U2's Rattle And Hum" - 10-15,000 letters came in (complete with required set lists as part of the contest's rules) over the course of 10 days. We stopped counting the entries after a while. The "KROQ-A-DIAL" solidified an image for the station, as well as providing an outlet for a lot of KROQ type concerts that were going on earlier this year. When listeners heard the character on the air, they called and named the last set of songs played, winning a pair of tickets for each song they named. As a result, some of the winners went to two shows a night, or several shows over the course of a few weeks.

## **KCHV 93.7**

### **"The Rock"**

1694 6th St  
Coachella, CA 92236  
(619) 347-2333

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Bill Todd  
National Rep/Republic

**Markets Serviced:** Palm Springs

**Programming Strategy:** Targets 18-34

**Music Call Hours:** Monday 11am-2pm

**Community Concerns:** Co-sponsored Red Cross Triathlon.

**Biggest/Best Promotions:** "Rock Concert Club." Listeners send in postcards. Winners get sent to concerts in other cities.

## **KCQR 94.5**

### **"Quality Rock Of The Coast"**

4141 State St E-9  
Santa Barbara, CA 93110  
(805) 964-7670

FAX: (805) 683-2753

**Years In Rock Format:** 7 months

**Key Contacts:**

General Manager/Sue Romaine  
Program Director/Rick Williams  
Promotion Director/David Hefferman  
National Rep/Banner

**Markets Serviced:** Santa Barbara

**Programming Strategy:** Playing quality, adult rock. Targets 25+

**Special Programming:** Blues show Sundays 9pm. Contact Patty Miles. Reggae show Sundays 8pm. Contact Eric Jackson.

**Music Call Hours:** Monday thru Friday after 2:30pm

**Community Concerns:** Sponsoring benefit concert for Christmas Unity which benefits all Christmas charities.

**Biggest/Best Promotions:** "Beachside Festival" benefit for Nicaraguan refugees, featuring dozens of local S.B. bands and headliners Spirit. Attendance peaked at 15,000 people.

**Comments:** Excited about their very first year on the air. Listener response has been overwhelming. Looking forward to many more years of personable jocks and good rock 'n roll.



*Rockin' You For 20 years*



**KKBB 97.7**

**"B-Rock"**

5055 California Ave #230  
Bakersfield, CA 93309  
(805) 326-8000  
FAX: (805) 326-0937



**Years In Rock Format:** 1 1/2

**Key Contacts:**

General Manager/Jennifer McDonald  
Operations Manager/PD/Chuck McKay  
Assistant Program Director/Don de la Cruz  
Assistant Music Director/Colleen Cool  
Promotion Director/Kriss Berona  
National Rep/Republic Radio

**Markets Serviced:** Bakersfield

**Programming Strategy:** 25 to 44 album rocker - classic intensive

**Music Call Hours:** Tuesday, Wednesday, 3-5pm

**Community Concerns:** "B-Rock Blood Drive"...Rock 'N Roll Up Your Sleeve - holds the record for Bakersfield - over 500 pints in one day; March Of Dimes promotion; "Harley Motorcycle Ride For Jerry's Kids;" "Safe Halloween" distributed treats to 3,000 children.

**Biggest/Best Promotions:** "B-Rock Visa Card"...1 year promotion - a 13 1/2% Visa Card with B-Rock call letters; bought all the tickets for Bakersfield Dodgers and set attendance record; Labor Day free concert - seven local bands played; contest prize of cosmetic surgery...winner chose new ears!; "Stick 'em Saturday" drew 1,200 listeners to sponsor's location for new bumper stickers.

**Dirtiest Trick Ever Played On A Competitor:** Competition was doing auditorium focus group and B-Rock "Bee" mascot gave out bumper stickers to people coming in the door

**Comments:** Recently upgraded tower and transmitter

**KNAC 105.5**

**"Pure Rock KNAC"**

100 Oceangate P-70  
Long Beach, CA 90802  
(213) 437-0366  
FAX: (213) 436-8718

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Gary Price  
Program Director/Tom Marshall  
Music Director/Michael Davis  
Promotion Director/Tom Maher  
National Rep/Katz & Powell

**Markets Serviced:** Los Angeles, Orange County

**Programming Strategy:** All pure rock all the time. The best of hard rock/heavy metal, both old and new, matched with an irreverent streetwise attitude, promotionally active.

**Special Programming:** "Revin' At 11" runs every night for one hour with something different each day of the week, includes local music on Sunday (contact Craig Williams), contact Michael Davis. "9:40am Pure Rock Preview," features a brand new song Monday-Friday, contact Michael Davis.

**Music Call Hours:** Thursdays, Fridays 1-5pm

**Community Concerns:** Sponsor the "Party Ninja Concert" for Find The Children for three years, which features various band members getting together to form one-time bands for the event and special appearances by other rock personalities. Also Children Of The Night, T.J. Martell Foundation, Don't Drink And Drive and United Way.

**Comments:** We are a radio station known worldwide for its innovative programming and image with the Los Angeles hard rock scene. KNAC T-shirts are always seen on artists in photos and in lots of videos. We also produce a one hour weekly program for a station in Japan called "The Pure Rock Special." We are the pioneers of this format.

**KPOI 97.5**

**"KPOI Hawaii's Best Rock"**

741 Bishop St  
Honolulu, HI 96813  
(808) 524-7100  
FAX: (808) 523-9464



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Michael Vassar  
Program Director/Paul Mitchell  
Promotion Director/Susan Cochran  
National Rep/Republic Radio

**Markets Serviced:** Honolulu

**Programming Strategy:** Mainstream rock for target demo 18-34. Bigger than life promotions, active on the local street scene, use a lifestyle approach to entertain the listeners.

**Music Call Hours:** Wednesdays 1-5pm, Thursdays 9-11am, 1-5pm

**Community Concerns:** Hawaii Food Band with the annual Rock 'N Roll Auction co-hosted by Hard Rock Cafe.

**Biggest/Best Promotions:** "1,000 Winner Weekend." Look for parked cars in shopping malls and at beach to see if they have our bumpersticker. Leave an envelope with a \$2 bill. On Monday, announce the serial number of the \$2 bill and person holding that bill gets an even bigger prize.

**Comments:** The merchandising of KPOI's call letters has been a great source of revenue and media attention. You can see people on TV wearing them and in the fanzines on the artists themselves.

**KTYD 99.9**

**"K-Tide"**

5360 Hollister  
Santa Barbara, CA 93111  
(805) 967-4511  
FAX: (805) 964-4430



**Years In Rock Format:** 17

**Key Contacts:**

General Manager/Andrew Reimer  
Program Director/Roger Mayer  
APD-Music Director/Jim St. John  
Promotion Director/Cathy Czuleger  
National Rep/McGavren Gild

**Markets Serviced:** Santa Barbara, Ventura

**Programming Strategy:** Santa Barbara's best rock with target demos at 18-34 Adults.

**Special Programming:** "Fear Of Music", airs Sundays 8-10pm, contact Fear Heiple.

**Music Call Hours:** Thursdays Fridays 9am-4pm

**Community Concerns:** Santa Barbara's Unity helping the homeless and needy.

**Biggest/Best Promotions:** A Free Ride For A Year, one lucky winner received a \$1,000 cash, a free BMW for a year, rent for a year and \$1,000 for clothes.

**K CPR 91.3**

**"Burnt Dog Radio"**

Cal Poly State University  
San Luis Obispo, CA 93407  
(805) 756-2965



**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Dave Garrido  
Program Director/Shaua O'Brien  
Music Director/Scott Carter  
Business Director/George Rosta

**Markets Serviced:** San Luis Obispo

**Programming Strategy:** College radio. Targets college audience.

**Special Programming:** Numerous. Include blues, jazz, reggae, hardcore, heavy metal, new age and rap/funk.

**Music Call Hours:** Mondays, Tuesdays 10-Noon

**Community Concerns:** Exclusive broadcasters of City Council meetings and Metropolitan Opera.

**Biggest/Best Promotions:** Gave away tickets and limousine ride to Replacements concert.

**Comments:** Recently celebrated 20th anniversary. Looking forward to 20 more!

**KUCI 88.9**

**"Behind The Orange Curtain In Irvine"**

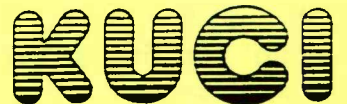
3rd FI Gateway Commons  
Irvine, CA 92717  
(714) 856-6868

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Danielle Michaelis  
Program Director/Mark Baker  
Music Director/Gary Downs  
Promotion Director/Rachel Shishido



**Markets Serviced:** Irvine

**Programming Strategy:** Alternative rock 'n roll.

**Special Programming:** "Fishing With Friends", featuring talk about fish, airs Wednesday 8:30-9am, contact Bryan Porteous.

**Music Call Hours:** Mondays-Thursdays 2-5pm

**Community Concerns:** Various events for various charities.



## NO CALIFORNIA Region

### KOME 98.5

#### "Rock Radio KOME"

3031 Tisch Way Ste 3  
San Jose, CA 95128  
(408) 985-9800  
FAX: (408) 296-8962

**Years In Rock Format:** 18

**Key Contacts:**

General Manager/James L. Hardy  
Program Director/Ron Nenni  
Assistant Program Director/Dave Wohlman  
Music Director/Stephen Page  
Promotion Director/Dave Wohlman  
National Rep/Torbet Radio

**Markets Serviced:** San Jose, San Francisco

**Programming Strategy:** Traditional rock radio station with 60% library and 40% current.

**Special Programming:** "KOME Legends of Rock," airs at 6pm, try to relate to the day in history, contact Scott Lewis. "Erection Of The Week," Dennis Erectus' favorite new song of the week. "KOME Stone Trek," airs Sundays 9-11:30pm, progressive music, jazz fusion, contact Greg Stone. "Rough Mix," airs Sundays 11:30pm-Midnight, local music show, contact Greg Stone. "Blue Monday," airs Mondays Midnight-1am, mainstream and traditional blues, contact Brad Lee.

**Music Call Hours:** Thursdays 2-4pm

**Community Concerns:** Annual Rock Auction during the "Rock Expose Weekend," we rotate the charity to receive the benefits, but last year we raised \$10,000 for the homeless. Huge food drive between November and Christmas, gathered 9,800 lbs. of food last year.

**Biggest/Best Promotions:** "KOME Halloween Pumpkin Drop." Covered by CNN, Today Show.

**Dirtiest Trick Ever Played On A Competitor:** Six weeks before KSJO put Lamont Hollywood on their morning show, we created our own Lamont Hollywood (a black gay movie reviewer), for our own morning show and even used his typical bits as part of the movie reviews.

### KRQR 97.3

#### "The Rocker"

1 Embarcadero Ctr #3200  
San Francisco, CA 94111  
(415) 765-4097  
FAX: (415) 765-4084

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/Carl Dickens  
Program Director/Chris Miller  
Music Director/Lorraine Meir  
Promotion Director/Denise St. Louis  
National Rep/CBS Radio Representatives

**Markets Serviced:** San Francisco, San Jose

**Programming Strategy:** Adult rock

**Music Call Hours:** Monday, Tuesday 10am-3pm

**Community Concerns:** A lot of community involvement, the B.R. Cohen Invitational Golf Tournament, making money for Stanford's Children Hospital, AIDS booklet.

**Biggest/Best Promotions:** One of our on-going promotions, the "Continuous Rocker Club," is a club our listeners join, which enables them to win trips all over the world (London, Russia, Australia, Italy), as well as special giveaways, like Who tickets, and also discounts from various area merchants.

### KRXQ 93.7

#### "93 Rock"

5301 Madison Ave #402  
Sacramento, CA 95841  
(916) 334-7777  
FAX: (916) 334-0822

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Michael John  
Program Director/Judy McNutt  
Music Director/Pamela Roberts  
Promotion Director/Randy Scovil  
Creative Director/Pat "The Blade" Martin  
National Rep/Torbet Radio

**Markets Serviced:** Greater Sacramento

**Programming Strategy:** We're an album rock station that focuses on the best new music

**Music Call Hours:** Thursday, Friday 2-5:30pm

**Community Concerns:** "Rock For Toys," every December, working with Big Brothers/Big Sisters organization, a show with a headliner and a few local acts. Raises money to buy new toys for kids. "Halloween Ball" benefits the homeless.

**Biggest/Best Promotions:** "Show Us Your 93 Rock," the prize going to the person with the best logo display. Every year, we sponsor the "Coors Lite Fireworks Spectacular," a show synchronized to rock 'n roll. "The Money Or The Glove Box," street work and on air, where the listeners got to choose the money or what's in the glove box.

**Dirtiest Trick Ever Played On A Competitor:** Accurately quoted KZAP staff saying stupid things.

**Comments:** We're very fast paced, with high production values. We play better and more familiar music. And we're very active on the promotional front. What's not to like?



### KSJO 92.3

#### "Bay Area's Choice For Solid Rock"

1420 Koll Cir  
San Jose, CA 95112  
(408) 453-5400  
FAX: (408) 452-1330

**Years In Rock Format:** 21

**Key Contacts:**

General Manager/David Baronfeld  
Program Director/Bob Harlow  
Music Director/Dana Jang  
National Rep/Katz

**Markets Serviced:** San Jose/San Francisco

**Programming Strategy:** Adult album rock

**Special Programming:** "Electric Lunch," a different year every day, hosted by Laurie Roberts. "Fax 6 at 5," fax requests every day. Zep set at 10pm. "Triple Shot Weekends," featuring three tracks from each artist.

**Music Call Hours:** Monday through Friday 2-5pm

**Community Concerns:** An AIDS Radiothon that raised \$15,000.

**Biggest/Best Promotions:** Last Halloween, all our jocks dressed up as monks, and we filled up the San Jose Civic for a costume contest. It was a lot of fun and a great turn out. We have a lot of ongoing promotions. Currently, we're doing a bumper sticker contest with car giveaways.

### KZAP 98.5

#### "Sacramento's Best Rock"

298 Commerce Circle  
Sacramento, CA 95815  
(916) 925-3700  
FAX: (916) 925-8898

**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Tom Weidle  
Program Director/Pat Still  
Music Director/Jon Russell  
Promotions Director/Roger Dhesi

**Markets Serviced:** Sacramento

**Programming Strategy:** Good mix of classic to current. Zero in on 25-54's.

**Special Programming:** Blues show Sunday 7-9pm.

**Music Call Hours:** Monday and Thursday 11am-1pm

**Community Concerns:** Four day blood drive. Vietnam Vets Memorial fundraiser.

**Biggest/Best Promotions:** Cooked a pot roast on the dash of a rental car. Gets real hot in Sacramento!

**Comments:** 21st anniversary in November.

### KDJK 95.1

#### "DJ 95"

570 Armstrong Way  
Oakdale, CA 95361  
(209) 869-2594  
FAX: (209) 847-4848

**Years In Rock Format:** 4 1/2

**Key Contacts:**

General Manager/Joe Gross  
Program Director/Mark Davis  
Music Director/Randy Maranz  
Sales Manager/Katrina Lundburg  
National Rep/Eastman

**Markets Serviced:** Modesto/Stockton

**Programming Strategy:** Targeting 25-54 audience through adult sound and garnering intelligent adult audience. Station focuses on its overall sound.

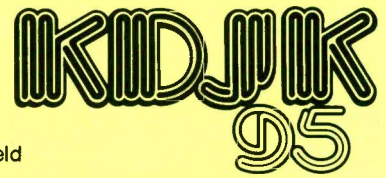
**Special Programming:** Blues show each Monday night. Contact Tony Chastian. Jazz show Sundays 6-9am. Contact Steve Ramirez.

**Music Call Hours:** Mondays 9am-4pm and Fridays 11am-2pm

**Community Concerns:** Various

**Biggest/Best Promotions:** Sold out 11 buses to see the Stones in Oakland, over 500 listeners! Sold out in 2 days.

**Comments:** Looking forward to fifth anniversary in March. Congratulatory artist I.D.'s much appreciated. (Hint Hint!)



**KFMF 93.9**  
"Home Of Rock N Roll"

1459 Humboldt  
Chico, CA 95927  
(916) 343-8461  
FAX: (916) 343-0243



**Years In Rock Format:** 13

**Key Contacts:**

General Manager/Jeff Kragell  
Program Director/Ron Woodward  
Music Director/Marty Griffin  
Assistant To General Manager/Priscilla Dowe  
National Rep/Torbet Radio

**Markets Serviced:** Chico/Redding

**Programming Strategy:** Targets Adults 18-49. We give the listeners what they want.

**Special Programming:** "Babylonia Light & Power" is a combination new music/local artists program that occasionally does a remote broadcast from various local clubs, airs Sunday 10-Midnight.

**Music Call Hours:** Wednesday-Friday 10:30-1:30pm.

**Community Concerns:** Sponsors events to raise money for "The Exchange Club," a non-profit organization benefitting child abuse. Works with the local March Of Dimes and American Cancer Society.

**Biggest/Best Promotions:** Station held a "Chico Mall Promotion," which awarded a listener a \$5,000 shopping spree.

**KFOG 104.5**  
"The Home Of Classic Rock N' Roll"

55 Green Street  
San Francisco, CA 94111  
(415) 986-1045  
FAX: (415) 362-8404



**Years In Rock Format:** 7

**Key Contacts:**

General Manager/Tony Salvadore  
Program Director/Pat Evans  
Music Director/M. Dung  
Promotion Director/Kenny Wardell  
National Rep/Eastman

**Markets Serviced:** San Francisco/San Jose

**Programming Strategy:** Adults 25-44, providing a combination of Classic Rock and the best new music.

**Special Programming:** "Ten At Ten," ten great songs from one great year, weekdays 10am, contact Dave Morey. "Psychedelic Supper" airs weekdays at 6pm, contact Chef Boy R Dung. "Blues Power Hour" airs Thursdays 11pm-Midnight, contact Mark Naftalin. "Midnight Dread," airs Tuesdays at 11pm-Midnight, featuring the finest in reggae and ska, contact Doug Wendt. "The Idiot Show," airs Sunday nights, 7pm-10pm, free form fun radio, contact M. Dung.

**Music Call Hours:** Wednesday, Thursday and Friday, 11am-2pm.

**Community Concerns:** AIDS Benefit Concerts. Raise Money for homeless, Cancer Society Leukemia Association, Heart Association, Hospitality House (underprivileged children) and many many more.

**Biggest/Best Promotions:** "Show Us Your KFOG." \$10,000.00 went to the winner who entered a neon sculptured artpiece of computerized digital technology flashing the logo six-foot high from a flatbed truck.

**Comments:** Musically we are more than classic rock and new music.

We have a very diversified format, very "adult" No heavy metal, unique sound designed especially for the Bay Area.

**KKDJ 105.9**  
"106 KKDJ, Ya GOTTA Love It!"

1525 E Shaw Ave  
Fresno, CA 93710  
(209) 226-5991  
FAX: (209) 226-1149



**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Wallace Heusser  
Station Manager/James Rowten  
Program Director/Art Farkas  
Music Director/Jeff Riedel  
Promotion Director/Deadair Dave  
Production Director/Andy Lopez  
National Rep/Durpetti Associates

**Markets Serviced:** Fresno, Visalia

**Programming Strategy:** 25 to 34 Adults; everything comes after having fun...ya gotta love it!

**Special Programming:** "Monday Blues," 10-11pm, with Jeff Riedel

**Music Call Hours:** Monday, Tuesday, noon-3pm

**Community Concerns:** "The Bloodbank Radiothon" is a rock 'n roll blood drive...over 1,500 pints of blood raised this year; "Rock 'N Roll High School Silver Graduation"...high school seniors took over the morning show - one school wins a special party with entertainment and refreshments.

**Biggest/Best Promotions:** "Rock Expo" every spring brings together merchants and listeners for two-days of rock (Vixen, Bad Company, Private Life, Little America) - 11,000 attended; "Ice Plunge"...on a hot day, station gave away \$1,006 to the person who could sit in ice water the longest; "Put A Fix On 106"...listeners had to guess the day the temperature first hit 106 degrees, then paid winner's utility bill for a month

**KMBY 107.1**  
"107 Rocks"

8 Harris Ct Ste B-5  
Monterey, CA 93940  
(408) 649-7500  
FAX: (408) 649-7508



**Years In Rock Format:** 6

**Key Contacts:**

Program Director/Rich Berlin  
Music Director/Maxanne Sartori  
Sales Manager/Chris Chidlaw  
News Director/Brian Higgins  
National Rep/Banner Radio

**Markets Serviced:** Monterey, Carmel, Seaside, Salinas

**Programming Strategy:** 18 to 49 Males and Females; straight ahead rock 'n roll radio

**Special Programming:** "Monterey Bay Rocks" is a local music show that runs Wednesday 10:30pm and is hosted by Dennis J; "Gospel With Brother Bob" runs Sunday 5-8am; "Jazz Transit" runs Sunday 8-11am with Bettina McBee, followed by "The Reggae Connection" from 11am to 1pm, also hosted by Bettina McBee.

**Music Call Hours:** Monday, Thursday, 9:30am-noon

**Community Concerns:** "Golf With The Dragon Slayers" - therapy for disabled children through horsemanship

**Biggest/Best Promotions:** Gave away a trip to Red Rocks to see Jackson Browne, tickets to see the Who in San Diego and a trip to Tahiti.

**KXFX 101.7**  
"101.7 The Fox"

1410 Neotomas Ave  
Santa Rosa, CA 95405  
(707) 523-1369  
FAX: (707) 571-1097



**Years In Rock Format:** 1

**Key Contacts:**

President/Jim Kefford  
General Manager/Steve Sandman  
Program Director/Rob Lipshutz  
Music Director/Greg Cavanaugh  
Promotion Director/Jennifer Wilde  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Santa Rosa, Sebastopol, Petaluma

**Programming Strategy:** Positioned as Sonoma county's rock n'roll station, reflecting local tastes and events super-serving 25-34 men at the core and targeting 18-49 Adults at large.

**Special Programming:** "Sunday Jazz At The Fox", airs 7am-Noon, contact Stan Lawson.

**Music Call Hours:** Wednesday, Thursday, Friday 10am-4pm

**Community Concerns:** Radio Thon for the Homeless over Thanksgiving weekend.

**Biggest/Best Promotions:** KXFX Fox Hunt, Fox mascot shows up at various locations and people sign up to hear their name on the radio and win cash.

**KITS 105.3**  
"Live 105"

1355 Market St  
San Francisco, CA 94103  
(415) 626-1053  
FAX: (415) 552-3146

Reports To Album Network "Expanding Universe"

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Ed Krampf  
Program Director/Richard Sands  
Music Director/Steve Masters  
Promotion Director/Julie Bruzzone  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Bay Area

**Programming Strategy:** Targets Adults 18-49.

**Special Programming:** "The Import Hour" airs Sundays 11-Midnight. "The Independent Hour" features up and coming bands on indie labels starting at 12Midnight on Sundays.

**Music Call Hours:** Monday and Tuesday 10am-2pm.

**Community Concerns:** KITS works with the Muscular Dystrophy Telethon. Worked with "In Concert Against AIDS," a series of musical events with varying types of music.

**Biggest/Best Promotions:** "Trippin' Tuesday." Every Tuesday a trip is given away to a lucky listener, ranging from Paris to Seattle. Every summer, the station holds a minimum of four free concerts in outdoor venues. Artists have included Tim Finn, Untouchables, Devo and many more. Annual "Listener Appreciation Party" includes prize drawings and lots of new music for people to groove on.





**KUSF 90.3**  
"The Station To The Left"

2130 Fulton St  
San Francisco, CA 94117  
(415) 386-5873

Reports To Album Network "Expanding Universe"

Years In Rock Format: 7

**Key Contacts:**

Program Coordinator/Tim Ziegler  
Program Director/Melissa Metz  
Music Director/Judy Asman  
Promotion Director/Kelly Absher

**Markets Served:** San Francisco, Marin County, Berkeley

**Programming Strategy:** Alternative new music, target 18+ demos.

**Music Call Hours:** Mondays, Tuesdays, Wednesdays, Fridays Noon-5pm

**Community Concerns:** Various community services



**KXRX 96.5**  
"The X"

3131 Elliott Ave 7th Fl  
Seattle, WA 98121  
(206) 283-5979  
FAX: (206) 286-2139

Years In Rock Format: 2

**Key Contacts:**

General Manager/Steve West  
Program Director/Rick Lambert  
Music Director/Brew Michaels  
Promotion Director/Melanie Blomquist  
National Rep/Katz

**Markets Served:** Seattle, Tacoma, Everett

**Programming Strategy:** A station remodeled for the future, not the past.

**Special Programming:** "Seattle Blues", airs Sunday 7-11am, contact Norman B. Xtra Hour, one hour of alternative and local music, Sunday 11pm-Midnight, contact Brew Michaels. Also "Thousand Dollar Thursdays," "Freeform Fridays" and "Famous Frames."

**Music Call Hours:** Monday 10am-Noon, 2-5pm, Fridays 1-5pm

**Community Concerns:** "Project Extra Effort", Halloween parties to benefit local boys and girls clubs, Northwest Harvest Food Drive.

**Biggest/Best Promotions:** First radio station to broadcast from the Soviet Union.

**Dirtiest Trick Ever Played On A Competitor:** We have in our possession detailed photographs of a competitor's GM engaged in adult behavior with a group of rare spotted apes.



**NORTHWEST Region**

**KGON 92.3**  
"92.3 KGON"

4614 S West Kelly Ave  
Portland, OR 97201  
(503) 223-1441  
FAX: (503) 223-6909

Years In Rock Format: 15

**Key Contacts:**

General Manager/Dan Hearn  
Program Director/Jon Robbins  
Assistant Program Director/Bob Ancheta  
Music Director/Dave Numme  
Promotion Director/Mike Everhart  
National Rep/Hillier Newmark Wechsler & Howard

**Markets Served:** Portland/Vancouver

**Programming Strategy:** 25-34 Males. Portland is a rock n' roll town. We play the classics and straight ahead meat and potatoes rock.

**Special Programming:** "The Hard Rock Cafe," airs Friday at midnight, contact Dave Numme. "The Blues Hour," airs Sunday at 11pm, contact B.A. "The Electric Lunch," classic of the 60s and 70s, airs Monday through Friday at noon, contact Marty Party. "The Stratocaster Lounge," themes vary nightly from music of the 70s to guitar heroes, airs Monday through Friday 9-10pm, contact Teresa Knight.

**Music Call Hours:** Thursday and Friday Noon-2pm.

**Community Concerns:** We put together a weekend blues festival with all the proceeds going to the Food Bank. Over 30,000 people attended. We tied in with Miller Genuine Draft Beer and raised over \$25,000 in cash and over 15,000 pounds of non-perishable food. We also do other promotions to raise money for Make A Wish Foundation, MDA, and many other organizations.

**Biggest/Best Promotions:** Our 15th Anniversary Window Sticker is one that comes to mind. We stocked over one hundred 7/11 stores with window stickers that had our call letters on them. The listeners then "stuck them" in their car windows and various places. We then went out in the station van during morning and afternoon drive, pulled over cars who sported our window sticker, gave them the choice of three envelopes. One contained cash anywhere from \$92 to \$920, the other tickets to upcoming hot concerts and the third was a goof prize envelope. 92 envelopes out of 1,000 had a certificate for a key, one of the 92 keys would start the car. The person holding the winning key drove the car home.



**KISW 99.9**  
"Seattle's Best Rock"

712 Aurora North  
Seattle, WA 98109  
(206) 285-7625  
FAX: (206) 282-7018

Years In Rock Format: 18

**Key Contacts:**

General Manager/Beau Phillips  
Music Director/Mike Jones  
Assistant Program Director/Dave Douglas  
Promotion Director/Cathy Keller  
National Rep/Joint Communications

**Markets Served:** Seattle/Tacoma

**Programming Strategy:** Targets Males 18-35.

**Special Programming:** "Metal Shop" airs Thursdays Midnight-1am.

"New Music Hour" runs Sundays 10-11pm in conjunction with local retail outlet. "Electric Lunch" airs weekdays Noon-1pm, featuring 60s music.

**Music Call Hours:** Monday and Friday 1-4pm.

**Community Concerns:** Works with Northwest Harvest Food Bank and Make A Wish foundation, where listeners pledge money for requests.

**Biggest/Best Promotions:** KISW sponsors a Hydroplane called "Miss Rock" for the yearly races.



**KATS 94.5**  
"94 Point 5 K-A-T-S"

114 S 4th Street  
Yakima, WA 98901  
(509) 457-8115  
FAX: (509) 453-3368

Years In Rock Format: 15

**Key Contacts:**

General Manager/Dave Aamodt  
Program Director/Scott Souhrada  
Music Director/Dave Nelson  
National Rep/McGavren Guild

**Markets Served:** Yakima

**Programming Strategy:** 20-40 Adults

**Special Programming:** Every Sunday morning from 8am-noon, KATS airs an oldies show hosted by Scott Souhrada.

**Music Call Hours:** Tuesday from 10am-2pm

**Community Concerns:** KATS hosts an annual March of Dimes and Multiple Sclerosis fund raiser.

**Biggest/Best Promotions:** KATS called in a witch doctor during a "Radio Silence" promotion, where they claimed to put a curse on the other station in town. During this promotion, KATS listeners were invited to tune to the other station to prove the curse worked...the other station was indeed silent.

**KBOY 95.7**  
"Southern Oregon's Best Rock"

107 E Main Ste 12  
Medford, OR 97501  
(503) 779-2244  
FAX: (503) 772-6282

Years In Rock Format: 3

**Key Contacts:**

General Manager/Tom Carnes  
Program Director/Marty McGuire  
Assistant PD/MD/Bob Jeffries  
National Rep/McGavren Guild

**Markets Served:** Medford, Ashland, Northern California and Oregon

**Programming Strategy:** 18-39 Males/Females

**Special Programming:** "Sunday Brunch Jazz" airs from 6am-noon and is hosted by Mike Clark.

**Music Call Hours:** Wednesdays, Thursdays, Fridays from 10am-noon  
**Community Concerns:** Epilepsy Foundation Of Oregon, Foodshare Of Oregon

**Biggest/Best Promotions:** Eight rock 'n roll "Getaways" which sent contest winners to see Bon Jovi, Richard Marx and other concerts in several cities around the country.

**Comments:** KBOY is one of the most music intensive stations in the West and they are keeping it fresh and current into the 90's. The emphasis is on new music.



**KEZE 105.7**  
"Rock 106"

57th & Helena  
Spokane, WA 99203  
(509) 448-8888  
FAX: (509) 448-4549

**Years In Rock Format:** 8

**Key Contacts:**

Vice President/General Manager/Truman Conley  
Program Director/Gary Allen  
Assistant Program Director/Curt Cartier  
Promotion Director/Dave Pier  
National Rep/McGavern Guild

**Markets Serviced:** Spokane area

**Programming Strategy:** Targets Males 25-49. "The Rock of Spokane."

**Music Call Hours:** Thursday, Fridays 1-2pm

**Community Concerns:** Work with Spokane food bank, Ronald McDonald House.

**Biggest/Best Promotions:** Still to come!!

**KINK FM 101.9**  
"KINK FM 102"

1501 SW Jefferson  
Portland, OR 97201  
(503) 226-5080  
FAX: (503) 226-4578

**Years In Rock Format:** 20

**Key Contacts:**

Vice President/General Manager/Paul Clithero  
Program Director/Carl Widing  
Promotion Director/Martha Mackin Nielsen  
National Sales Manager/Mickey Mulvey  
General Sales Manager/Lisa Decker  
National Rep/Major Market Radio

**Markets Serviced:** Portland

**Programming Strategy:** Adults 25-54. "True To The Music."

**Special Programming:** "Lights Out" jazz show, airs Monday-Friday, 10-Midnight. "Sunday Morning Jazz", 7-10am.

**Music Call Hours:** Wednesdays 9am-5pm.

**Community Concerns:** Active with a number of community organizations.

**KJOT 105.1**  
"J-105"

5601 Cassia  
Boise, ID 83705  
(208) 344-3511  
FAX: (208) 336-3264

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Bob Weisenberger  
Station Manager/Ken Koch  
Program Director/Carl Scheider  
National Rep/Major Market Media

**Markets Serviced:** Boise and surrounding areas.

**Programming Strategy:** Targets Adults 25+. "All Rock 'N Roll."

"We're trying to provide the best blend of quality rock, both classic and new."

**Special Programming:** "Electric Lunch" classics from 50s to the early 70s airs Noon to 1pm. "Metal Shop" airs 10pm-3am. Contact Rochelle and Spike.

**Music Call Hours:** Monday and Thursday 10am-Noon mountain time.

**Community Concerns:** Works with Toys For Tots. The Idaho Youth Ranch was short 52 presents two days prior to Christmas. With KJOT's help, presents were pledged and delivered in time for Christmas.

**Biggest/Best Promotions:** "Escape Routes" was a promotion that sent two listeners to Tacoma for the Who show.



*kink*  
fm102

**J-105**  
All Rock 'N Roll

**KLCX 104.7**  
"The X"

231 Pearl St  
Coburg, OR 97401  
(503) 345-8888  
FAX: (503) 345-5328

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/J.R. Lorenzon  
Program Director/Steve Becker  
Music Director/Conrad  
Production Manager/Jeanne Cox  
National Rep/Banner Radio

**Markets Serviced:** Eugene, Springfield, Florence, Corvallis

**Programming Strategy:** Target 18-34, skewing 18-49 Men; positioning to become the heritage station covering the audience that competitor KZEL no longer services - the concert authority and information station - community oriented

**Special Programming:** "7 O'Clock Blues" runs 7-8pm on Sunday, hosted by Ted Essig...contemporary uptempo, blues; "Dead Air" is hosted by "Downtown" Ded and runs 8-10pm on Sunday featuring two hours of music from the Grateful Dead

**Music Call Hours:** Wednesday-Friday, 3-5pm

**Community Concerns:** Robert Cray "Night Patrol" promotion benefiting the Eugene Mission For The Homeless

**Biggest/Best Promotions:** "12 Days Of X-Mas" - a pair of tickets for every rock 'n roll show in the area for a year was the grand prize; station gave away a trip to Disneyland

**Comments:** Has gone directly after 20-year heritage station KZEL..."Switch To The X," "I heard it on the X"

**KLCX**  
**104.7**  
*Rock'n Roll*

**KWHL 106.5**  
"K-Whale"

9200 Lake Otis Pky  
Anchorage, AK 99507  
(907) 344-9622  
FAX: (907) 344-0742

**Years In Rock Format:** 7

**Key Contacts:**

Operations Manager/Cary Carrigan  
General Manager/Dennis Bookey  
Program Director/Devan Mitchell  
Music Director/Dan Thomas  
Promotion Director/Kathy Mitchell  
National Rep/McGavren Gild

**Markets Serviced:** Anchorage

**Programming Strategy:** Target 18-34 demos with mainstream rock 'n roll.

**Music Call Hours:** Wednesdays-Fridays 10am-2pm

**Community Concerns:** Various community services.

**Biggest/Best Promotions:** After a long winter, KWHL gives away several "Out Of State" concert packages and sponsors "The Alaska Spring Carnival." Highlights include the famous "Slush Cup" and "Mr. Puniverse" competitions.



**KZEL 96.1**

"Oregon's Best Rock N Roll"

2100 W 11th  
Eugene, OR 97402  
(503) 342-7096  
FAX: (503) 484-6397

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Dan Gittings  
Program Director/Ken Martin  
Music Director/Al Scott  
Promotion Director/Eric Worden  
News Director/Nancy Steel  
National Rep/Christal

**Markets Serviced:** Western Oregon

**Programming Strategy:** Heavy dayparting, mainstream daytime audience 18-49 at night. Top of the mind awareness and an image money can't buy.

**Special Programming:** New Music Show Monday nights at 10pm. "The Ten O'Clock News"

**Music Call Hours:** Monday 2-4:30pm.

**Community Concerns:** Heavily involved in COSAC (Community Substance Abuse Consortium). Have logo on local VISA cards. Percentage of sales on VISA cards benefits local charities.

**Biggest/Best Promotions:** Held lip-sync contest. Gave away trip to Prince's Trust Concert in London. Lasted 12-13 weeks. Venue was packed every week with contestants and spectators. Winner was a female Guns N' Roses impersonator.



**KCMU 90.3**

**"Listener Powered Radio"**

304 CMU Bldg DS-55  
Seattle, WA 98195  
(206) 543-3685

**Reports To Album Network "Expanding Universe"**

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Chris Knab  
Program Director/Don Yates  
Music Director/Maggi McCabe  
Promotion Director/Kathy Fennessy

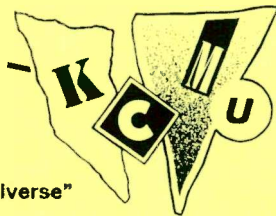
**Markets Serviced:** Seattle

**Programming Strategy:** 24 hour alternative radio station; 70% alternative, 30% traditional music both national and international.

**Special Programming:** "Brain Pain," popular metal show, Sundays 9am-noon, hosted by Jeff Gilbert.

**Music Call Hours:** Tuesday, Thursday 10am-5pm

**Community Concerns:** Involved with the Arts community, promotion tie-ins with theaters and galleries. "Women's Commission," a weekly program dealing with women's music and issues.



**CILQ 107.1**

**"Toronto's Best Rock"**

2 Bloor Street East #3000  
Toronto, ON M4W1A8  
(416) 967-3445  
FAX: (416) 924-2479

**Years In Rock Format:** 11

**Key Contacts:**

General Manager/Don Shafer  
Program Director/Gary Aube  
Music Director/Joey Vendetta  
Promotion Director/Elsie Xymos  
National Rep/United Broadcast Sales

**Markets Serviced:** Toronto, New York State

**Programming Strategy:** 18-34 Adults

**Special Programming:** "Rock Rookies," a demo tape show hosted by Steve Warden, airs on Sundays at 9am. For more on "Command Performance," a concert series show for one hour two times per month, contact Andy Frost.

**Music Call Hours:** Wednesdays 9am-5pm

**Community Concerns:** For local bands in Canada, a home grown contest is held annually.

**Biggest/Best Promotions:** CILQ is sending 35 people to the Porsche plant in Germany with a key...one lucky contestant who has the right key to start the car, wins it.

**Comments:** The only true rock station in Toronto.



## CANADA Region

**CFOX 99.3**

**"The Fox"**

1006 Richards Street  
Vancouver, BC V6B1S8  
(604) 684-7221  
FAX: (604) 681-9134

**Years In Rock Format:** 22

**Key Contacts:**

General Manager/Alden Diehl  
Program Director/Jim Johnson  
Assistant PD/Robin LaRose  
Music Director/Brenda White  
Promotion Director/Alexa Deans  
National Rep/Radio Sales Of Toronto

**Markets Serviced:** British Columbia

**Programming Strategy:** Males 18-49, skewing 18-34

**Special Programming:** "Rock Journal" airs every day at 1pm. At 11pm daily, CFOX airs a live concert series from a local venue. On Sundays at 8pm, the station airs the "Molsen Canadian Concert Series" and from 10-11pm on Mondays, a local music show, "Demo Listen."

**Music Call Hours:** Monday-Thursday anytime in the afternoon

**Community Concerns:** The station owns part of the CFOX Kids Park where they hold concerts with proceeds going to a local food bank, and a variety of clubs and organizations.

**Biggest/Best Promotions:** The Fox held an advertising contest where listeners were encouraged to promote the station...this generated millions of dollars in advertising.

**Comments:** The Fox is a true rock 'n roll station...one of the few true ones out there. We're just out to have some fun and get people involved. The Fox rocks.



**CFMI 101.1**

**"101 CFMI Vancouver's Best Rock"**

815 McBride Plaza  
New Westminster, BC V3L2C1  
(604) 521-4808  
FAX: (604) 522-3413

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/Ron Bremner  
Program Director/Rick Shannon  
Assistant PD/MD/Benoit DuFresne  
Promotion Director/Janet Chahwan  
National Rep/United Broadcast Sales

**Markets Serviced:** Vancouver

**Programming Strategy:** 25-49 Adults

**Special Programming:** Monday-Friday 9am-5pm

**Community Concerns:** CFMI supports a local "Diabetes Care-A-Van" organization.

**Biggest/Best Promotions:** CFMI is involved in sending contest winners to London to see the Prince's Trust concert. In the "101 Days Of Summer," the station gives out prizes to listeners five times daily.

**Comments:** Watch CFMI grow!



**CHOM FM 97.7**

**"The Spirit Of Montreal"**

1310 Greene Ave #300  
Montreal, PQ H3Z2B5  
(514) 937-2466  
FAX: (514) 935-8301

**Years In Rock Format:** 20

**Key Contacts:**

General Manager/Lee Hambleton  
Program Director/Ian MacLean  
Music Director/Neil Kushnir  
Promotion Director/Blair Bartrem  
National Rep/Major Market Broadcasting

**Markets Serviced:** Montreal, New York State, Ottawa

**Programming Strategy:** 25-49 Adults.

**CFRQ 104.3**

**"Q 104"**

45 Alderney Drive  
Dartmouth, NS B2Y3Z7  
(902) 469-9231  
FAX: (902) 464-9263

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Bruce Pinkham  
Program Director/Bruce Morel  
Music Director/Doug Caldwell  
National Rep/All Canada

**Markets Serviced:** Halifax, Dartmouth

**Programming Strategy:** 18-44, skewing females

**Special Programming:** Every day at 6pm, CFRQ airs a "Rock Report" hosted by JC Douglas. At 10pm daily, a *People* magazine type of show airs entitled "The Edge." At 5pm daily 5 O'Clock Flashbacks airs. "The Other Side Of The Tracks," an alternative tracks show, airs from 11pm-midnight daily.

**Music Call Hours:** Monday-Wednesday from 9am-5pm.

**Community Concerns:** "Homegrown," a local bands contest, is held with proceeds going to Big Brothers/Sisters organizations.

**Biggest/Best Promotions:** A few weeks ago, CFRQ paid the tolls on a bridge which connects two major cities in their broadcast area and gave out the daily newspaper.

**Dirtiest Trick Ever Played On A Competitor:** On CFRQ's first birthday, the station delivered a giant rock to the soft rock station in the market.

**Comments:** Where the hits hit first!



**CHEZ FM 106.1**  
**"CHEZ 106"**

126 York St  
Ottawa, ON K1N5T5  
(613) 563-1919  
FAX: (613) 563-3357



**Years In Rock Format:** 12

**Key Contacts:**

General Manager/Chuck Azzarello  
Program Director/Steve Colwill  
Music Director/Greg Torrington  
Promotion Director/David Schutte  
National Rep/Paul Mulvihill Limited

**Markets Serviced:** Ottawa, E Ontario, W Quebec, Upstate NY

**Programming Strategy:** Target 18-44 Adults, with primary emphasis on 25-44 Males.

**Special Programming:** "Blues 106," airs on Sunday 9-10:30pm. "Jazz 106," airs Sunday 10:30pm-Midnight.

**Music Call Hours:** M-F 10am-5pm, but prefers Thursday and Friday.

**Community Concerns:** Concerts to raise money for local Food Bank, also raised over \$30,000 at one show for local Senior Citizen's Home. Blood drive which drew highest one day donations, ever for the Red Cross.

**Biggest/Best Promotions:** 106 winners rose "Steel Wheels" train to Toronto to see the Rolling Stones.

**Comments:** CHEZ is Ottawa-Hull's most popular rock station. The station is #1 in target demo and #1 central market come all persons.

**OZFM 94.7**

**"The Rock Of The Rock"**

446 Logybay Rd  
St John's, NF A1C5R6  
(709) 726-2922  
FAX: (709) 726-3300



**Years In Rock Format:** 12

**Key Contacts:**

President/Scott Stirling  
Station Manager/PD/Keith Soper  
Assistant PD/Larry Jay  
Music Director/Bill Orr  
National Rep/All Canada

**Markets Serviced:** Newfoundland

**Programming Strategy:** 18-34 Males, skewing 18-44

**Music Call Hours:** Monday-Friday 9am-1pm

**Community Concerns:** "Food Networks", "Concerts In The Park," concerts throughout the year for local talent; "George Street Festival" where 7-10,000 people see local groups and the funds raised go to a local children's hospital.

**Biggest/Best Promotions:** \$100,000 "Cash Stash." During the ratings sweep, the station calls out license plates sporting OZFM bumper stickers and listeners call in to win cash and prizes. Every day, OZFM hosts a "Trivia Challenge," where listeners call in to answer questions for prizes.

**Comments:** OZFM is one of the original hybrid CHR/AOR stations in North America...they preceded the "Rock40" concept and their audience continues to grow.

**KIK FM 107.3**  
**"107 KIK FM"**

1324 17th Ave SW  
Calgary, AB T2T 5S8  
(403) 244-4422  
FAX: (403) 244-8160



**Years In Rock Format:** 7

**Key Contacts:**

General Manager/Chuck Azzarello  
Director Of Programming And Operations/Wes Erickson  
Music Director/Chris Gordon  
Promotion Director/Rob Evans  
National Rep/United Broadcast Sales

**Markets Serviced:** Calgary

**Programming Strategy:** Males 18-34. "Calgary's Classic Rock KIK FM."

**Special Programming:** "Chinook Jazz Show" runs Sundays 10:30-11:30 pm.

"Breaking The Silence" is a poetry and prose show that airs Sundays 11:30-Midnight. "Open Air" airs Sunday mornings from 8-9am and features new age/light jazz.

**Music Call Hours:** Monday thru Friday 10:00am till 5:00pm

**Community Concerns:** We have a community cruiser which helps promote community events. Also works with the local Muscular Dystrophy Chapter, food banks and Children's Hospital.

**Biggest/Best Promotions:** During the "Calary Stampede" live broadcast we gave away a prize to send two listeners to Los Angeles to see the Rolling Stones, followed by a five day cruise through the Mexican Riviera.

## The Album Network CD Tune Up The Originator, Not The Imitator!

"The Album Network CD Tune Ups have always played an important role in creating an awareness at radio and retail for our forthcoming releases, as well as our current label priorities. Now the Tune Ups will take on even more importance as the Musicland Group brings the Tune Ups to the consumer, in the form of their forthcoming in-store play program."

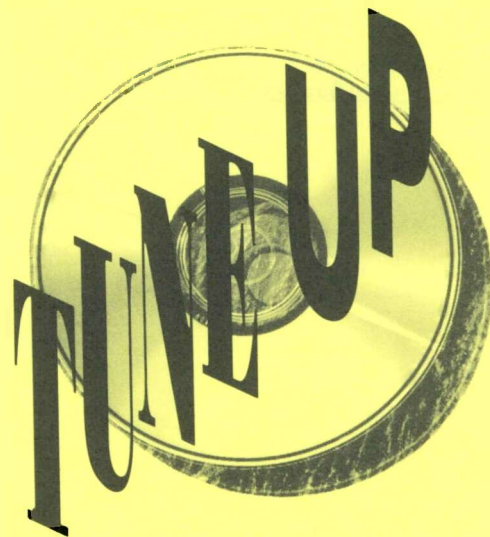
Vince Faraci, Senior Vice President/  
Marketing & Promotion



"As the world's largest specialty retailer of prerecorded music, we are expected to be on the cutting edge. The Album Network CD Tune Up is the edge that keeps the Musicland Group on top of the music industry!"

Gary Ross, Executive Vice President  
Of Marketing

**musicland**



**THE ALBUM NETWORK**

## Album Network & "Rock40": Primed For Major Moves In '90

This past year, we have seen a crossover format hit the scene, leaving a string of radio market victories and a new buzz word in its wake. "Rock40 Radio" combines current intensive album rock music with Top40 basics; in 1989, Album Network was the first industry trade to cover this format on a weekly basis and we plan to expand our coverage as the trend picks up steam.

We've listed the charter panel of stations with whom we share research to compile our "Rock40" section. Some are your pure, hard driving stations that have a harder edge. Others may lean toward a modern flair, while still others are just some of the nation's best Top40 stations that are first to tell us the best rock 'n roll records happening for them.

Through the strength of its new relationships with "Rock40 Radio," Album Network once again proves its commitment to breaking new rock at every available opportunity.

Tommy Nast, Vice President/Radio

## BUFFALO Region

### WPXY 97.9

"98 PXY"

55 St Paul Street  
Rochester, NY 14604  
(716) 325-5300  
FAX: (716) 325-3826

**Years In Rock Format:** 7

**Key Contacts:**

General Manager/Bill Schoening  
Program Director/Tom Mitchell  
Assistant Program Director/Pete Kennedy  
Music Director/Chris Leary  
Promotion Director/Orest Hrywnak  
National Rep/Major Market Radio Sales

**Markets Serviced:** Rochester

**Programming Strategy:**Mainstream CHR.

**Music Call Hours:** Mondays Noon-4pm

**Community Concerns:**We assist various charities with various events.

**Biggest/Best Promotions:** \$10,000 Scavenger Hunt.

**Dirtiest Trick Ever Played On A Competitor:** Beat the competition to a Don Johnson promotion.

### WRCK 107.3

"Rock 107"

Kellogg Rd  
Washington Mills, NY 13479  
(315) 797-1330  
FAX: (315) 738-1073

**Years In Rock Format:** 10

**Key Contacts:**

General Manager/Bruce Sohigian  
Program Director/Jim Reitz  
Music Director/Scott Burton  
Promotion Coordinator/Larry Williams  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Utica/Rome

**Programming Strategy:**Mainstream CHR

**Special Programming:**"Hot 40 Power Hits Countdown," every Tuesday night 7-10pm.

**Music Call Hours:** Mondays and Fridays 9am-Noon.

**Community Concerns:**Diabetes Bike-a-thon in association with McDonalds, March Of Dimes "Lockup."

**Biggest/Best Promotions:** "Drive 89," a blood drive with the American Red Cross and a local car dealer where a grand prize winner won the use of one of seven cars for a year.

**Dirtiest Trick Ever Played On A Competitor:**We ignore them.

ROCK 107 FM  
WRCK 106.9

## PHILADELPHIA Region

### WCCK 103.7

"K 104 Erie's Music Station"

1946 W 26TH ST  
Erie, PA 16508  
(814) 452-2041  
FAX: (814) 459-2363

**Years In Rock Format:** 19

**Key Contacts:**

General Manager/Howard Nemenz  
Operations Director/Bob Mallory  
Assistant Program Director/Steve Rosen  
Promotion Director/Natalie Massing  
National Rep/Katz Radio

**Markets Serviced:** Erie

**Programming Strategy:**CHR with a rock edge.

**Special Programming:**Top 30 countdown every Friday night.

**Music Call Hours:** Fridays 9am-5pm

**Community Concerns:**Mill Creek Chamber of Commerce

**Biggest/Best Promotions:** Our Coke/Loblaws "Isle Of Dreams" promotion where listeners had to identify a local landmark and could win a trip to the Carribean.



## CHICAGO Region

### WZOK 97.5

"97 ZOK"

PO Box 6186  
Rockford, IL 61125  
(815) 399-2233  
FAX: (815) 399-8148

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/John Nolte  
Operations Manager/Greg Strassell  
Asst Ops Manager/John Ivey  
Program Director/Steve Summers  
Promotion Director/Liz Wylder  
National Rep/McGavren Guild Radio  
Sales Manager/Ron Galina  
Director Of Marketing/Adlai Rust

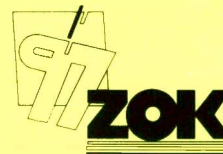
**Markets Serviced:** Rockford

**Programming Strategy:**CHR gear towards an 18-44 audience

**Music Call Hours:** Monday 9am-5pm

**Community Concerns:**Various functions to fight Epilepsy.

**Biggest/Best Promotions:** "Rock River Raft Race."



## MINNEAPOLIS Region

### KDWB FM 101.3

"KDWB-FM"

708 S 3RD ST #200  
Minneapolis, MN 55415  
(612) 340-9000  
FAX: (612) 340-9560

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Gary Swartz  
Program Director/Brian Philips  
Assistant Program Director/Ed Lambert  
Promotion Director/Paul Williams  
National Rep/Christal

**Markets Serviced:** Minneapolis, St. Paul

**Programming Strategy:**Target 18-34 demos with a female slant.

**Music Call Hours:** Mondays 9am-5pm

**Community Concerns:**24-Hour marathon with morning guy for the prevention of Child Abuse.

**Biggest/Best Promotions:** The "Star Party," we fly celebs from all over into a local nightclub. Guests have included Donny Osmond, Martika, Michael Damien, Eddie Money, Jesse "The Body" Ventura, Karyn White, Sa-fire and more. Porsche and Corvette giveaways in 88 and 89. Backstage parties with Bon Jovi, Richard Marx and New Kids On The Block.

**Dirtiest Trick Ever Played On A Competitor:**Brian Philips broke "The Look" by Roxette when a listener returning from Sweden brought him the record. It was a total coup, the record wasn't even in the country yet and no one in his market could really touch it after that.



**WLOL 99.5**  
"99 1/2 WLOL"

708 N First St  
Minneapolis, MN 55401  
(612) 340-9565  
FAX: (612) 340-1341

**WLOL 99.5**

**Years In Rock Format:** 8

**Key Contacts:**

General Manager/Lisa Fransen-Bittman  
Program Director/Greg Swedberg  
Music Director/P.J. Olsen  
Promotion Director/Sonia Katz  
Director Of Marketing/Dan Seeman  
National Rep/Hillier, Newmark, Wechsler & Howard

**Markets Serviced:** Minneapolis/St. Paul

**Programming Strategy:**Mainstream CHR.

**Music Call Hours:** Mondays and Fridays 9am-5pm

**Community Concerns:**Toys For Tots Kickoff at Christmas.

**Biggest/Best Promotions:** "Birthday Extravaganza," a semi-formal gala affair that our listeners were invited to. Several major artists performed at the event.

## ST. LOUIS Region

**KXXR 106.5**  
"Today's Rock N Roll"

600 Broadway  
Kansas City, MO 64105  
(816) 421-1065  
FAX: (816) 474-3299

Today's Rock'n'Roll.  
**KXXR**  
106.5  
FM

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Bob Gould  
Interim Program Director/Gary Franklin  
Music Director/Mark Cruz  
Promotion Director/Bruce Deming  
National Rep/Republic Radio

**Markets Serviced:** Kansas City

**Programming Strategy:**Straight ahead Rock40.

**Special Programming:**New Music Show, airs Sunday-Thursday nights.  
Alternative Post Modern Show.

**Music Call Hours:** Anytime

**Biggest/Best Promotions:** "Winner Sticker" promotion, gave away \$1,000 every day for a month.

**Dirtiest Trick Ever Played On A Competitor:**Skid Roadie impersonation on KYYS' 15th birthday party.

## GREAT PLAINS Region

**KDWZ 93.3**  
"Z Radio"

5161 Maple Dr.  
Des Moines, IO 50317  
(515) 266-6060  
FAX: (515) 262-9124

**Years In Rock Format:** 3 Months

**Key Contacts:**

General Manager/Kipper McGee  
Program Director/Dan Kieley  
Assistant Program Director/T.J. Martins  
Music Director/Andy Hall  
Promotion Director/John Reynolds  
National Rep/Banner Radio

**Markets Serviced:** Des Moines

**Programming Strategy:**Musically aggressive Rock40.

**Special Programming:**"New Music Hour," airs Monday-Friday 11pm-Midnight.

**Music Call Hours:** Mondays-Fridays Noon-5pm

**Community Concerns:**We cover most all charities with various events.

**Biggest/Best Promotions:** Trip to see U2 in Australia.

**Dirtiest Trick Ever Played On A Competitor:**We're just having fun.

## ATLANTA Region

**WAPI FM 94.5**  
"I 95"

2146 Highland Ave S  
Birmingham, AL 35205  
(205) 933-9274  
FAX: (205) 933-2748

**Years In Rock Format:** 4

**Key Contacts:**

General Manager/Bernie Barker  
Program Director/John Peake  
Music Director/Lee Chestnut  
Promotion Director/Terry Watts  
National Rep/Christal

**Markets Serviced:** Birmingham, Tuscaloosa

**Programming Strategy:**Target 18-34 demos with a slants towards women.

**Music Call Hours:** Mondays 1-3pm

**Community Concerns:**"Do Da Day" for the Humane Society with Jessica Hahn as Mistress Of Ceremonies.

**Biggest/Best Promotions:** "95 Days Of Summer," every single day we gave away a trip to the beach, plus \$95 and hotel accommodations.

**Dirtiest Trick Ever Played On A Competitor:**Continually beat our competition on new music exclusives using our own devices!

## NORTH FLORIDA Region

**WRBQ 104.7**  
"Q105"

5510 Grey St  
Tampa, FL 33609  
(813) 287-1047  
FAX: (813) 289-9999

**Years In Rock Format:** 16

**Key Contacts:**

General Manager/Mike Horne  
Program Director/Randy Kabrich  
Assistant Program Director/Dave Denver  
Music Director/Bobby Rich  
Promotion Director/Liz Nierengarten  
National Rep/Christal

**Markets Serviced:** Tampa, St. Petersburg, Clearwater

**Programming Strategy:**To win with the CHR format.

**Music Call Hours:** Mondays 10am-5pm

**Community Concerns:**We try to address all charities through various events.

**Biggest/Best Promotions:** "Zoo Fest" which drew over 100,000 people.

**Dirtiest Trick Ever Played On A Competitor:**Nothing we can repeat.

## CAROLINAS Region

**WROQ 95.1**  
"95Q"

400 Radio Rd  
Charlotte, NC 28216  
(704) 392-6191  
FAX: (704) 393-5361

**95Q**  
ROCKS

**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Frank Tenore  
Program Director/Randy Bliss  
Assistant Program Director/Dwayne Ward  
Promotion Director/Jay Kilgo  
National Rep/Republic Radio

**Markets Serviced:** Charlotte

**Programming Strategy:**Rock40 with an attitude

**Music Call Hours:** Mondays 10am-4pm

**Biggest/Best Promotions:** Our recent "Treasure Hunt" was a huge success. We hid a canister with with a coupon in it worth \$5000, gave out clues where it was hidden. This was done in three stages.

**Dirtiest Trick Ever Played On A Competitor:**Showing up at the classic rock station's club night giving out cash, prizes and bumper stickers.

**ALBUM**  
NETWORK

## CLEVELAND Region

**WMMS 100.7**

**"100.7 The Buzzard"**

1127 Euclid Ave  
Cleveland, OH 44115  
(216) 781-9667  
FAX: (216) 771-1307



**Years In Rock Format:** 21

**Key Contacts:**

General Manager/Chuck Bortnick  
Operations Manager/Rich Piombino  
Operation Coordinator/Pam Kalis  
Music Director/Brad Hanson  
Promotion Director/David Gariano  
National Rep/Katz Radio

**Markets Serviced:** Cleveland

**Programming Strategy:**Rock 'n roll.

**Special Programming:**"Cleveland Breakout," airs Saturday 8pm-Midnight, contact Dia. "Power Chord," airs Saturday Midnight-4am.

**Music Call Hours:** Mondays, Wednesdays, Thursdays, Fridays 9am-5pm

**Community Concerns:**Rainbow Babies & Children's Hospital, Cleveland Hunger Task Force.

**Biggest/Best Promotions:** The Who and The Rolling Stones shows, we owned them both!

**Dirtiest Trick Ever Played On A Competitor:**We just beat the shorts off 'em every day.

**WRQK 106.9**

**"Rock 107 Untamed Radio"**

4111 Martindale NE  
Canton, OH 44705  
(216) 492-5630  
FAX: (216) 492-5633

**Years In Rock Format:** 2 Months

**Key Contacts:**

General Manager/Jim Embrescia  
Program Director/Spaceman Scott  
Music Director/Chi Chi Coverdale  
National Rep/Eastman Radio, Inc.

**Markets Serviced:** Canton/Akron

**Programming Strategy:**The rock 'n roll of today.

**Music Call Hours:** Tuesdays 1-5pm

**Community Concerns:**American Cancer Society and local Jaycees.

**Biggest/Best Promotions:** Fifteen tons of sand brought into downtown for a beach party. Thousands of people attended and we gave away thousands of dollars in cash and prizes.

**WXGT 92.3**

**"92X Today's Best Rock"**

195 E Broad Street  
Columbus, OH 43215  
(614) 221-7811  
FAX: (614) 461-1193



**Years In Rock Format:** 2 months

**Key Contacts:**

General Sales Manager/Ken Morman  
Program Director/Mark Todd  
Assistant Program Director/Tom Kelly  
Music Director/Rick Carter  
Promotion Director/Colleen McCann  
National Rep/Christal

**Markets Serviced:** Columbus

**Programming Strategy:**Contemporary Hit Rock, target demos 12-34.

**Music Call Hours:** Thursdays, Fridays 2-5pm

**Community Concerns:**Muscular Dystrophy, MS, MADD, Easter Seals.

**Biggest/Best Promotions:** Switch Campaign, "The switch is on!"

## CINCINNATI Region

**WLRS 102.3**

**"Rock 102, Pure Rock 'N Roll"**

800 S 4TH ST  
Louisville, KY 40203  
(502) 585-5178  
FAX: (502) 540-3228

**Years In Rock Format:** 8 months

**Key Contacts:**

General Manager/Fred Murr  
Program Director/Lisa Lyons  
Music Director/Brad Hardin  
National Rep/Durpetti & Associates

**Markets Serviced:** Louisville

**Programming Strategy:**Pure Rock40, we rock 'n roll!

**Special Programming:**"Higher Power," a locally produced Christian rock program airs Sunday 6-9am; "Phoenix Hill Tavern," live, one hour broadcast featuring local and regional artists Wednesday at midnight.

**Music Call Hours:** Wednesdays, Thursdays, Fridays 9am-Noon

**Community Concerns:**Bridge The Gap, raises money for children.

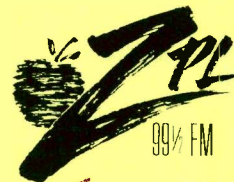
**Biggest/Best Promotions:** What Would You Do For \$10,000? Winner filled an entire house with shaving cream.

**Dirtiest Trick Ever Played On A Competitor:**We haven't done anything dirty yet, but look out!

**WZPL 99.5**

**"The Apple"**

1440 N Meridian St  
Indianapolis, IN 46202  
(317) 637-8000  
FAX: (317) 263-2533



**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Rogar Ingram  
Program Director/Scott Wheeler  
Promotion Director/Stephanie Blake  
General Sales Manager/Rick Miles  
National Rep/Hillier, Newman, Wechsler & Howard

**Markets Serviced:** Indianapolis

**Programming Strategy:**CHR leaning rock.

**Special Programming:**"Rock Of Ages," airs Sunday 8pm-Midnight.

**Music Call Hours:** Mondays, Wednesdays, Thursdays, Fridays 1-4pm

**Community Concerns:**Every Christmas, December's Children Toy Drive.

**Biggest/Best Promotions:** Show us your "Z," where listener wins \$10,000 for the best display of WZPL's call letters.

## DETROIT Region

**WDFX 99.5**

**"The Fox"**

306 S Washington #500  
Royal Oak, MI 48067  
(313) 398-1100  
FAX: (313) 543-3699



**Years In Rock Format:** 1

**Key Contacts:**

General Manager/Paul Jacobs  
Program Director/Chuck Beck  
Assistant Program Director/John McFadden  
Promotion Director/Mary Knuckles  
National Rep/Major Market Radio Sales

**Markets Serviced:** Detroit

**Programming Strategy:**Target 18-34 demo, current intensive Rock40.

**Special Programming:**Fox Focus," featuring public affairs and concerns, airs early Sunday mornings.

**Music Call Hours:** Thursdays 3-5pm, Fridays 4-5pm.

**Community Concerns:**Helping the homeless through the Salvation Army.

**Biggest/Best Promotions:** Recent downtown party/concert featuring Eddie Money and Michael Morales. Over 80,000 people attended.

**Dirtiest Trick Ever Played On A Competitor:**Dubbing our competition with our own nicknames for them, like Disco 96 and KOZY 95.



## DALLAS Region

### KEGL 97.1 "The Eagle"



222 W Las Colinas Blvd  
Irving, TX 75039  
(214) 869-9700  
FAX: (214) 401-2161

**Years In Rock Format:** 6

**Key Contacts:**

General Manager/Ed Wodka  
Program Director/Joel Folger  
Assistant Program Director/Jimmy Steal  
Promotion Director/Ed Nicholls  
National Rep/Torbet Radio

**Markets Serviced:** Dallas/Ft. Worth

**Programming Strategy:** CHR with a real rock edge.

**Community Concerns:** North Texas Food Bank, SPCA and the Arlington Boys Club

**Biggest/Best Promotions:** "Star Party," a huge party we threw for our listeners where several major artists perform.

**Dirtiest Trick Ever Played On A Competitor:** Can't print it, but watch out.

### KHYI 95.5 "Y 95"

545 E John Carpenter Fry  
Irving, TX 75062  
(214) 556-1195  
FAX: (214) 556-1205

**Years In Rock Format:** 3

**Key Contacts:**

General Manager/Dave Spence  
Program Director/Buzz Bennett  
Assistant Program Director/Jon Scott  
Promotion Director/Alan Lombard  
National Rep/Major Market Radio Sales

**Markets Serviced:** Dallas, Ft. Worth

**Programming Strategy:** Target 18-34 Adults with a music intensive approach and streamlined aggressive promotions.

**Special Programming:** "Texas Top 30." "KHYI's Weekly Top 30."

**Music Call Hours:** Tuesdays Noon-3pm

**Community Concerns:** For Special Olympics we feature the "Biggest Party In History" with Miller Lite, which included the recent Who concert, the WWF Wrestling Match and a carnival.

**Biggest/Best Promotions:** Free outdoor concert with Warrant, a KHYI exclusive, 35,000 people strong at the Dallas Alley in the West End Marketplace.

**Dirtiest Trick Ever Played On A Competitor:** KEGL was the flag station for the Madonna concert, but that didn't stop Buzz Bennett from posing as a band rep, and telling the sound man "Play this tape right now or it will be everyone's job!" The result...A Y-95 promo blasting over the PA and within 60 seconds we had the glory of owning the show.

## HOUSTON Region

### KSAQ 96.1 "Q 96 FM"



217 Alamo Plaza #200  
San Antonio, TX 78205  
(512) 271-9600  
FAX: (512) 271-0489

**Years In Rock Format:** 2

**Key Contacts:**

General Manager/Charles Andrews  
VP/Programming/Leo Vela  
Assistant Program Director/Kathie Romero  
Promotion Director/Julie Rinehart  
National Rep/Eastman Radio, Inc.  
Consultant/Bill Thorman

**Markets Serviced:** San Antonio

**Programming Strategy:** Rock40 with a lean toward modern rock.

**Music Call Hours:** Thursdays and Fridays 10am-3pm.

**Community Concerns:** Every year the station sponsors a "Save The Garden Party" which benefits the San Antonio Parks And Recreation Department's summer youth program.

**Biggest/Best Promotions:** Our "Listener Pledge," where our audience can call us anytime, 24 hours a day and give their three favorite songs. All callers are registered for trips across the country to see some of the biggest bands perform.

**Dirtiest Trick Ever Played On A Competitor:** Q96 is out to stop ugly radio in San Antonio. Count on us to attack bad radio in general.

## DENVER Region

### KATM 100.7 "The Kat, Colorado's Rock Hits"



6760 Corporate Dr #340  
Colorado Springs, CO 80919  
(719) 548-1528  
FAX: (719) 548-0526

**Years In Rock Format:** 6 months

**Key Contacts:**

General Manager/Tricia York  
Program Director/Doug Sorensen  
Assistant Program Director/Kevin Burchfield  
Music Director/Tom Fricke  
Promotion Director/Kevin Burchfield  
National Rep/Banner Radio

**Markets Serviced:** Colorado Springs, Pueblo

**Programming Strategy:** Rock40 format.

**Special Programming:** "Top 30 Rock Hit List." "Kat Tracks," features new music.

**Music Call Hours:** Mondays 10am-2pm

**Biggest/Best Promotions:** Beach Party with King Swamp & Michael Morales.

**Dirtiest Trick Ever Played On A Competitor:** Mentioned on the air that KILO sounded like a station my brother listened to before he went to Vietnam. We also refer to KIX as, "KIX is for kids."

## SOUTHWEST Region

### KOY FM 95.5 "Y 95"

840 N Central Ave  
Phoenix, AZ 85004  
(602) 258-8181  
FAX: (602) 256-7821

**Years In Rock Format:** 2

**Key Contacts:**

General Manager/Michael Horne  
Program Director/Jay Stevens  
Assistant Program Director/Kevin Robinson  
Promotion Directors/Besty Bruce, Cathy Schlottman  
National Rep/Christal

**Markets Serviced:** Phoenix

**Programming Strategy:** Mainstream CHR.

**Special Programming:** "Valley Views," features public concerns.

**Music Call Hours:** Wednesdays-Fridays Noon-5pm

**Community Concerns:** "Stuff A Bus" for St. Mary's Food Bank and "First Down for Downs," which is tied in with the Cardinals and benefits the local Downs Syndrome chapter.

**Dirtiest Trick Ever Played On A Competitor:** At a local Richard Marx show we paid the soundman \$500 to let one of our jocks introduce Richard from a remote mike just as one of the jocks from KZZP was about to go on stage to the introduction.

## SO CALIFORNIA Region

### KHTY 97.5 "Today's Rock 'N Roll"

1330 Caclque St  
Santa Barbara, CA 93103  
(805) 966-1755  
FAX: (805) 564-4489

**Years In Rock Format:** 7 months

**Key Contacts:**

General Manager/Bruce Markman  
Program Director/Darren Stone  
Promotion Director/Keith Miller  
National Rep/Christal

**Markets Serviced:** Santa Barbara

**Programming Strategy:** Rock40 with an Album Radio lean.

**Special Programming:** Home Cookin', featuring local music.

**Music Call Hours:** Mondays 9am-5pm

**Community Concerns:** Christmas Unity, which is a charity benefiting children.

**Biggest/Best Promotions:** 97 Days Of Summer, big car giveaway with listeners digging through the mud to find the grand prize key to a \$20,000 Nissan plus 96 other hidden prizes.

