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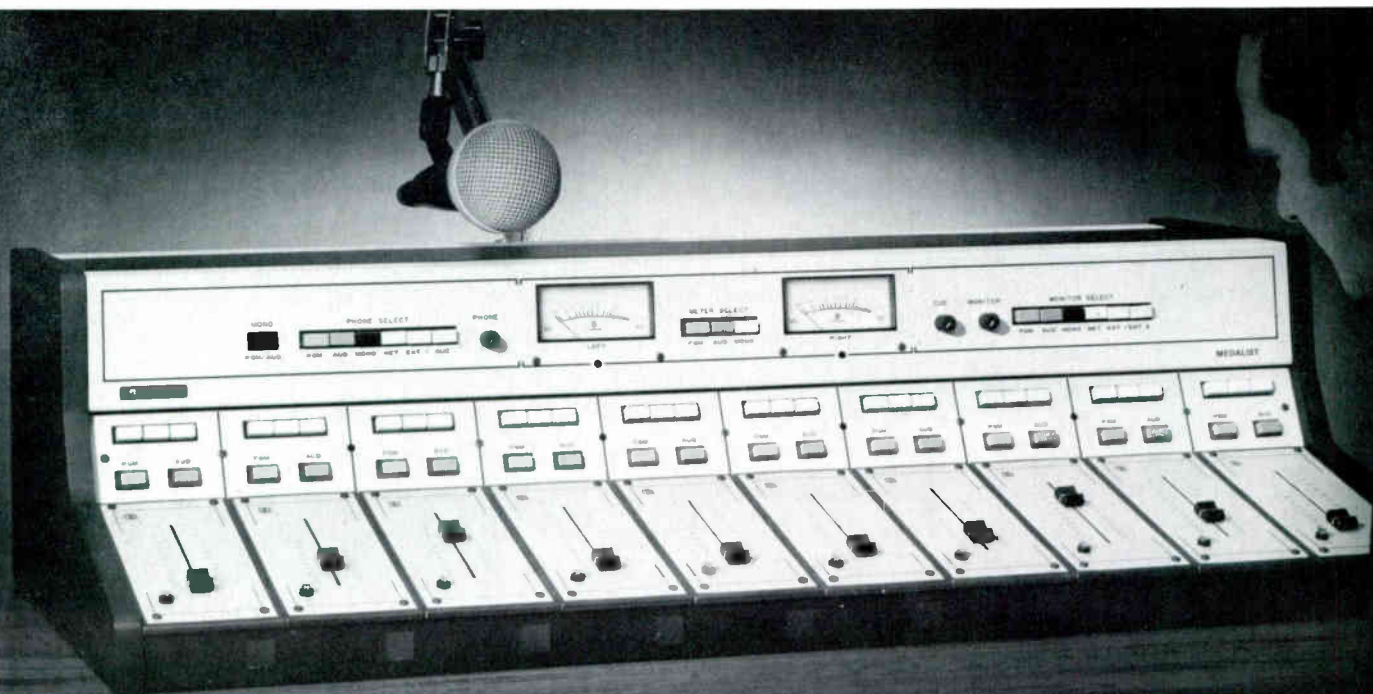
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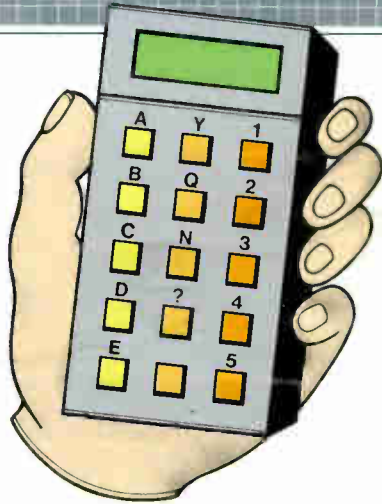
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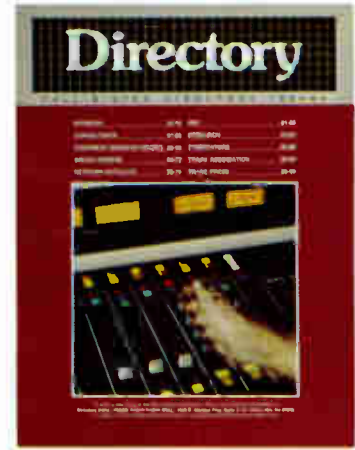
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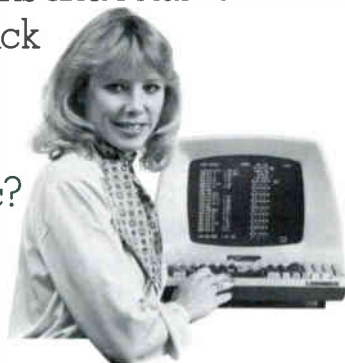
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What's Ahead for Radio in the Weeks and Months to Come

REPS

MORE REPS WILL FOLD during the year ahead.

The latest rep firm merger involving Weiss & Powell and Pro Radio reduces the number of major reps again. McGavren Guild has been responsible for buying out rep firms to fit under its Interep umbrella. The acquisitions give Interep increasing clout as a non-wired network.

NON-WIRED REPS are also the arrangement for the future.

Group W Sales has decided to package its ten top market radio stations into a network. Reps have been resourceful in the past about putting stations together for the most advantageous buy, networking is on the increase.

SALES

THE KATZ RULE is in demand by non-Katz radio stations since it allows effective reach and frequency calculations with such ease it actually replaces a computer.

The information on the Katz Rule is not new, but the approach is simple. Katz won't sell it to non-repped stations. Advertisers can get it for a modest cost.

NEW SALES INCENTIVES born of the recent economic downturn may be here to stay.

Inventive station managers are trying to get their sales people to sell smarter. One of the incentives is to pay a higher commission for contracts of longer duration. The other technique is to pay a higher commission to salespeople who sell to advertisers who have never before advertised on radio as a special incentive to get salespeople to leave the comfort zone of just dealing with established accounts.

PROMOTION

THE BEST TV BUY is not a cable channel but in shows of huge viewership in your radio station's demographic target.

Local TV news makes a lot of sense for local all-news or talk stations. Increasingly, radio executives are buying spots in sitcoms which may sound elementary, but which still deliver huge audiences for exposure to your station's commercial.

RATINGS

MONTHLY MICRO RATINGS are soon to be mandatory for any station using ratings to sell.

Both Birch and Arbitron will be pushing these computer-generated services. Now is the time to sign up and take advantage of whatever "early bird" discounts might be available. The printed rating book will be a thing of the past within five years.

LEGAL

NO REGULATION is what radio has now.

The so-called debate of deregulation is a formality. In reality radio stations have eliminated much of the programming, technical and sales-related prohibitions that once made it a paperwork nightmare for owners. The new FCC wants stations with complaints to file suit against competitors in the local court system. This would slash legal costs.

THE ECONOMY

CAUTION AHEAD. The economy is recovering, but some economists point to a relatively short-lived period of prosperity.

Radio stations should take advantage of the economic upswing but make plans now for trouble ahead.

BROKERAGE

BROKERS ARE HAVING A FIELD DAY now that station sales are booming.

Record prices are being netted and the market should be strong as long as credit doesn't tighten. As of now, there's plenty of investment money available at the right price.

PROGRAMMING

MUSIC VIDEO IS TABOO to radio stations despite the fact that an increasing number of radio stations are embracing it.

Harte-Hanks KKBQ, Houston carries Warner Amex's Music Television simulcast one hour per night. WLUP in Chicago is one of several stations carrying simulcast of NBC's new "Friday Night Videos." Radio researchers are troubled by radio's attempt to be what it is not, an ally of television. Music video is definitely a competitor of radio even if it is just for fun and not the ego satisfaction of selling records. Researchers advise keeping a safe distance from music video.

NEWS

RADIO STILL REWRITES NEWSPAPERS according to a recent AP research study.

A surprising 74.1% of the stations responding rewrite from the newspaper. Other stations ranked high (38.5%). Radio stations do not have the resources newspapers do in covering current news, even though it has an advantage in delivering news immediately. Stations might try the "Nightline" approach to covering several meaningful stories well every day with live coverage and expert reporting. Then, rely on the wire services for additional stories.—By Jerry Del Colliano

Marty Greenberg

Now We Know the Real Reason Why He Left ABC

When Marty Greenberg left ABC after 18 years and after heading its FM group for 2½ years, some snickered at his move to Dallas-based Belo Broadcasting. Belo was a little known Dallas company that owned two stations, WFAA and KZEW. What was it about Belo that could have possibly drawn the well-known, successful Greenberg away from a corporate giant like ABC?

Greenberg remembers, "It was the feeling of building a company, of having more hands on the actual operations. An individual's impact is limited in a huge company like ABC. But in a smaller company, there is a sense of achievement."

Belo, a communications company based primarily on TV investments, sensed the company's weakness was the radio division. They needed a sharp, keen radio executive. Through an executive search firm, Belo hired Marty Greenberg.

Greenberg talked with Ward Huey, President of Belo Broadcasting, Jim Maroney, President of Belo Corporation, and Robert Dechard, Executive VP of Belo Corporation for five months before making the big decision. In fact, Greenberg remembers the sentence that made him decide to take the plunge. "Jim Maroney said to me, 'I want you to feel when you leave here in 15 or 20 years or whatever, that you really enjoyed yourself and felt stimulated, and then you can look back on what you have built.' That kind of excitement did it for me." Another contributing factor was Greenberg's dislike of the New York City lifestyle, especially for his wife of 20 years, Elin, and their three children. Dallas seemed a great alternative.

"Sure I was apprehensive and a little scared. ABC is one of the best corporations, and I had been with them for 18 years. You don't just

make a switch like that without some apprehension." But he swears he never doubted the move once it was made in January 1982.

Since Belo just completed a deal with Corinthian for TV stations costing over \$606 million before spinoffs, the feeling is now, not who is Belo, but that Belo is serious about getting big.

Greenberg is quickly making his presence known. He was part of the Belo corporate team that negotiated with General Electric for KOA-AM and KOAQ-FM, Denver. They purchased the properties for \$21 million subject to FCC approval.

Then Greenberg dumped WFAA's floundering news/talk format for "Good Time Rock and Roll" (with new call letters KRQX). The solid gold format plays songs primarily from the '60s and '70s, while decreasing the staff from 45 to 13. The strategy here is to complement the successful album rock KZEW-FM station. It is a marketing tool to strengthen the combo of KZEW, appealing primarily to the 18-34 demographic, and KRQX, which is aiming for 30-34 year-olds.

Greenberg will also have a hand in additional acquisitions although he admits that since the Denver acquisitions and Corinthian deal just happened, Belo will be quiet for a while. Although Belo is not actively looking, Marty is surveying growth markets in sunbelt areas from Orlando to San Diego. Promising

markets include: Atlanta, Phoenix, San Antonio, and Tampa.

Greenberg believes the most effective way to manage stations is to communicate style and expectations clearly. Stations must be autonomous. "I tell my managers, 'You are responsible as an officer of this company to operate a multimillion dollar business. Within the confines of our company's high standards, go do it.'"

And while this autonomous approach seems ideal for GMs, Greenberg parlays this with what he believes is his best strength—the perceptive ability to hire the right person for the job. His weakness, similarly, is the classic tug of war between corporate strategies and stations' needs since "sometimes it is hard to marry the two."

And well he knows both sides. Along with his envious corporate track record, one of Greenberg's biggest accomplishments was heading WLS-AM/FM in Chicago as VP/GM during the golden years of 1973-79.

At age 42, Greenberg wants to build a company that is ready to make its mark on radio.



Belo Broadcasting Radio Vice President, Marty Greenberg

Carl Hirsch

The General Who Vows "I'll Take Manhattan" and Means It

The man who is setting New York on its ear is vowing to make newly-acquired WHTZ a winner.

"I don't get dressed in the morning to go to work; I get dressed to go to war," says fiery Carl Hirsch, president of Malrite Communications. At 37, you can see why Hirsch has mauled his way to the top, never settling for less than what he wants, going to all extremes to accomplish his goals and never sitting still long enough to look back.

For Hirsch, it all started when he was a youngster, a self-proclaimed radio junkie in Cleveland. He got his first start at age 17 at WERE in Cleveland, answering phones. He then attended Ohio State University full time while juggling jobs at WKNT and WOSU. Hirsch graduated from Kent State University with a degree in speech and psychology, although he admits he took every broadcasting course offered. He remembers the professors "would get so angry because I corrected them, that they wanted to flunk me." In 1968, he joined WCUE in Akron, OH, in sales. He soon was elevated to local sales manager, and then was named VP/GM. Hirsch changed the format from MOR to rock and watched while the second-to-last station in the market went to number one. Offers abounded, and Hirsch found himself going from market number 48 to number 4 as VP/GM of WRCP-AM/FM, Philadelphia.

It was during Hirsch's tenure at WRCP that he was approached by Milton Maltz, now chairman of Malrite Communications, who offered Carl the GM job at WHK/WMMS, Cleveland. For Hirsch, it meant a homecoming to radio stations he grew up with. It was 1974 and he told Maltz, "I'll manage the stations, but I want your job."

Instead of Maltz taking offense, the two clicked. "He was the guy

I always looked for, but thought I'd never find in radio." They must have clicked because it was in 1976 that Hirsch was elevated to executive vice president of Malrite; in 1978 he was promoted to executive VP and chief operating officer; and ultimately, in 1979, he got what he wanted—Maltz' job as president of Malrite. Maltz became chairman of the board.

Hirsch explains, "Milt and I agree on philosophy." That philosophy is very intense—the



Malrite Communications President, Carl Hirsch

idea that radio is a big monopoly game with real money and in certain situations, "you even put your life on the line."

"I'm intense because I'm very fortunate to do my hobby as my job; I'm driven to be number one, or I won't be happy. Milt is my mentor, and I owe a lot to him. He, as chairman of the board, is into acquisitions and finance, and I'm into day-to-day operations."

With Maltz, Hirsch has been in-

strumental in the rapid growth of the Cleveland-based group. He's helped acquire radio properties in Denver, San Francisco, and New York, as well as TV stations in four markets—Rochester, Jacksonville, West Palm Beach, and the newly acquired Cincinnati TV station from Metromedia.

His corporate strategy gives managers autonomy, but he also monitors and critiques the stations and in turn, has the managers critique him. Gil Rosenwald, as executive VP of Radio, is in daily touch with all thirteen stations.

Hirsch credits his ability to knowing his limitations. "I'm result-oriented, and I surround myself with the people who can get the job done. They are better than me. I would fire my mother if she worked for me and wasn't performing, and I would hire my worst enemy if he or she were productive."

Hirsch's energies are now focused, "lasered," on WHTZ, the newest member of the Malrite radio group. He purchased the station from Herbie Saltzman for approximately \$8 million and changed the call letters from WVNJ to WHTZ.

And the opponents had the chance to prepare. ABC-owned WPLJ, the number one top album rock outlet, tightened up and changed to a mass appeal format. "I was very surprised that ABC reacted the way they did; I expected others to react, but not ABC." But Hirsch seems undaunted.

And yes, Malrite talked with consultant Mike Joseph about doing a Hot Hits format, but never offered Joseph the job. Joseph, on the other hand, was tied up in Baltimore and couldn't have met Hirsch's timetable to switch WHTZ. Instead they are going full steam ahead with their own brand that Hirsch believes could "not be beat by Hot Hits."

His goal: make WHTZ the most listened-to station in America.

"We are going to be the highest energy, personality-oriented station in America."

Carl Hirsch is ready to start battling New York as his radio war rages on.—By Laura Loro

The Rise of CBS-FM

The most unlikely assortment of stations is now America's hottest radio group. Here's what CBS-FM did to turn it around.

By Jim Smith

The hottest radio group in the country right now is CBS-FM. It wasn't always that way. Far from it. The underdeveloped CBS-FM

group would have been the laughing stock of the industry, if anyone had been aware of their existence. That may sound like an oversimplification, and it is—but not by much.

CBS-FM has merged the need to

develop with the listeners' long-lasting love of top 40 and has thus crafted one successful station after another.

While other major groups were refining existing formats, CBS-FM went back to an old standby—top

Chicago's hot music



Bob Hyland, CBS FM stations vice president.

40 with reverb and all. It apparently seemed basic to them, but the nation's programmers as a group had long since dismissed top 40 as being outdated, what with new demographics, more competition, and splintered listening.

CBS-FM's Bob Hyland didn't listen. While album rock faltered, Hyland found himself in the midst of the hottest format of the '80s so far.

Everybody was laughing at ABC in the late '60s. Why would a company with such strong AM facilities be pouring all that money into building their FM division?

Everybody was laughing at NBC in the mid '70s. ABC had developed their FM group into a formidable radio entity. Folks couldn't laugh at them anymore, so a new foil was needed.

NBC had this wild thought of an all-news network for its facilities. It didn't have a prayer.

As its various stations picked up the pieces after the NIS debacle, NBC also had built a healthy group.

The CBS-FM group was so low-profile, it was almost as though it didn't have one.

Oh, to be sure, there were several false starts before. But each good move seemed to wither from format malnutrition.

■ The syndicated Young Sound programming was the forerunner of what has since been called "soft rock." But for CBS, it was only to keep the frequencies warm through the late '60s.

■ WBBM-FM in Chicago broke away from the mold in the early '70s. Allowed to experiment, they pioneered a cross between traditional top 40 and the then-unstructured album-rock.

■ Philadelphia's WCAU-FM tapped that city's gold foundation by going all-oldies. Flagship WCBS-FM in New York followed and created an overnight splash in DooWop City. But it was the KNX-FM pattern which was to become the mold that others were to fit. Their unique blend of automated "mellow music" captured the coveted 24-34 target in LA.

The format was imitated with moderate success at WEEI-FM in Boston, less well in St. Louis at



In the driver's seat, CBS Radio President Robert Hosking.

KMOX-FM, and not at all well at San Francisco's KCBS-FM. Even Chicago was dragged kicking and screaming into the act. Maybe there was a quantity discount on automation equipment that day.

Unfortunately, not only was this a bad translation into other markets, but the effort itself was not well promoted. Laid-back music is one thing; laid-back radio marketing is quite something else.

The lack of aggressiveness also translated poorly into bottom lines. Only three of the seven stations were consistently profitable at an acceptable rate, and one of those was the non-mellow New York facility.

It was a fortuitous set of cir-



Vice President Programming Bob VanDerheyden. "We've been low profile. Now, everybody knows what we're doing."

cumstances that put this group on the map—almost like the planets lining up once every millenium.

Perhaps it could have taken place another way, but CBS-FM happened because three entities just came together: VP Bob Hyland, consultant Mike Joseph, and a black-sheep station in Philadelphia.

Robert Hyland III came up through the ranks at CBS. His early positions were in sales with the radio and TV rep firms. Fifteen of his seventeen years in the business have been with the company.

Hyland's chance to shine was as GM of Newsradio 88, WCBS in New York. The mega-money-maker solidified its lead over Westinghouse's WINS during his years there a position it has since given back.

Some have suggested he had an unfair advantage at CBS because he is the son of the revered regional VP in St. Louis. (To some, the elder Hyland IS St. Louis.)

Those who see the Peter principle at work here are now hard-pressed to rearrange their perceptions. Say what you will about one AM flagship, the turnaround performance of the FM group cannot be chalked up to simple luck.

Hyland says he agreed to become FM VP in 1980 because of the company's new-found commitment to the group. "I knew the stations were not as competitive as, say, ABC was at the time."

"But they made their promise to me that we would upgrade these stations, and I told them I would do the best I can to make them profitable. And both ends of the bargain have been successful."

Mike Joseph, for those born yesterday or who need to hear it one more time, is the hottest "new" consultant in the biz. He's only been doing it for 25 years, but some treat his act as though it was just started two years ago.

Now synonymous with "Hot Hits," Joseph has worked in other formats as well. It was in that capacity, trying to put Humpty together again at WCAU-AM in Philly, that he was toiling in early '81.

Joseph had a master plan for the ever-ailing news/talker, but man-

agement chose not to implement it as offered. The customer is always right, even when he's wrong. Joseph was frustrated, and WCAU continued to fail.

But as much as the AM was an albatross for that division, the FM was truly the black sheep. For the '70s had seen the station go from their successful splash with oldies, to occasional success with a pop-black disco-jazz blend.

In some ways they were a forerunner of latter-day urban stations, but got no extra points for being there first. Their continuing problem was a common one seen elsewhere—a white-run black station often loses to a black competitor which really gets into “the community.”

A far greater problem was that CBS was increasingly uncomfortable with having a black station in the fold. Their black/disco San Francisco FM had already gone album rock. Even when the decision was made to change, anxieties about black-listener and black-employee backlash were very strong.

As it turns out, all's well that ends well. The chance confluence put a frustrated Mike Joseph and a hungry Bob Hyland at a ready-to-be-changed WCAU-FM.

Joseph did his usual many-month marketplace analysis, spotted an unfilled niche of traditional top 40, and recommended counter-programming the oldies-heavy competitors with his own brand of all-currents. He hired new jocks, cut new jingles, picked new music, gave the format a new name, “Hot Hits,” and put it on the air in the fall of 1981.

“Hot Hits” is a format that had never stopped working; stations had simply stopped working with it. It worked overnight in Philadelphia. Joseph was elated. Hyland was ecstatic. WCAU-FM was back on track.

Like predicting an election before the polls are closed, CBS saw the Birch growth and didn't even wait for the Arbitron figures to come out. Hyland sent Joseph to Chicago where WBBM-FM was building once again, but not fast enough.

Surprisingly, repeating “Hot Hits”

there was not a foregone conclusion, even though the Windy City was overripe for an FM top 40. Consultant recommended, management hemmed and hawed. The consultant eventually was convincing.

Despite stronger competition, the same instant success for the format made it two in a row for Joseph and Hyland. One might think that this was an inseparable team. But one might be wrong.

First in Philly and then in Chicago, there were personal and philosophical clashes between Joseph and local management. Just as with WCAU-AM, the customer chose to amend the consultant's recommendations.



Hyland: “The battle's not over.”

Ever the gentleman, Hyland still speaks well of Joseph as a “very disciplined individual. He taught us a lot in terms of top 40 techniques.” What Hyland calls “a divorce” came from differences of egos and strategies.

Luckily for both parties, the skirmishes were patched over soon enough. His contracts settled, Mike Joseph went on to further successes in other major markets.

And the CBS-FM group has gone on to do what they call “Hitradio” on three other stations. St. Louis soared at once with a lack of competition, but Boston ultimately scored well too.

Even the Los Angeles station, once the pattern for others to try to imitate, is now the imitator. Only New York—oldies for 12 years—and San

Francisco remain unshuffled.

And San Francisco got to be a pioneer in a different way. The album-rock FM there was the first in the group to change call letters.

That this didn't happen until 1982 says something about the slowness of CBS to adapt to this third of the century. Bill Paley was said not even to have realized that ABC and NBC had long ago allowed their FMs to have different calls from the AMs.

And if nobody was bothering to tell him, that may tell us something about where frequency modulation was on the priority list. If radio is the tail that no longer wags this TV dog, FM is the flea on that tail.

Yet the fact that it happened at all is an example of Hyland's new regime to bring the group out of the dark ages. Boston and St. Louis also have since changed calls. Now LA tilts the balance. Count 'em; the fourth of their seven.

Counting by formats gives CBS-FM five top 40s among their seven stations. There are several reasons why a station goes top 40, but Hyland sums it up in one thought: “People are starving for the hits.”

He ties it to sociology. “This country has gone back to the conservatism we had 20, 25 years ago. Apple pie, motherhood, the American flag, and music that's happy, danceable, and has a nice melody.”

“And people like it; it makes them feel good. That's one thing we get out of all our focus groups: the music makes us feel good.”

At the same time, there are several reasons why stations have been shying away from top 40 for years. Many don't want to do it; others do it but try to pretend it's an adult contemporary instead.

A subconscious reason is a basic hesitation to “play to the masses.” Why please the rabble, this thinking goes, when it's so much hipper to aim elsewhere? Many stations have “hipped” themselves right out of the audience.

But the practical reason—sales—may have validity. A true top 40 is inherently teen-based. The skillful programmers also get the mothers to listen; only a hand-



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COVER STORY

ful can pull the fathers, too.

CBS-FM's "Hitradio" stations have substantial 12-24 demos, maybe even more so than for others longer established in the format. Hyland acknowledges the teen base, but defines the station's primary objective as 12-49.

That may have been easier for a station to do when Hyland was growing up, listening to the hits. It may also be simpler in St. Louis than in LA today.

"The competition will just make our job tougher," admits Hyland. "Share erosion could affect us. But the key is always to be on the offensive. We are in the driver's seat, and we want to maintain that position."

The astonishing success has taken so many by surprise that others' switching into the format may well be the trend of the year. Some are finding, even with 25-34 sales targets, that a strong top 40 may do better in that desired demo than being third-best (or even less) adult contemporary.

One has to wonder how many stations are cloning by aircheck. Read the playlist and listen to the cassette of a CBS or a Mike Joseph or a Paul Christy station; then try to duplicate it on your own.

"Just putting the music on is not going to mean a darn thing," claims Hyland. "It's the marketing of the station. For example, we



do a lot of reverb. We have jingles.

"Our jock presentation is exciting, it's energetic, it's alive, it has a feel for it. When you flip down the dial, you know what our station's like."

With five high-turnover top 40s among their seven, CBS now boasts an FM-group cume that's rapidly closing in on ABC. But Bob Hyland says they're not ready to rest on their laurels.

"We're pleased with our stations' progress. We're not thinking that we've reached the zenith. We can still grow and expand and do a major amount of services to the listening public."

"Our concern is that we've established our stations in a rather quick period of time, and what we're not going to do is sit back and say, the battle's over. It's just started cause now we've got major competition coming after us. Which just makes it tougher. But that's the fun of it. That's what keeps us going."

So the four-book trend may be flat-to-down in five of the seven markets; the demos may skew young; but nobody's complaining. More importantly, nobody's laughing anymore. CBS-FM has arrived.

James A. Smith is a Chicago-based research and programming consultant.

CLOSE UP ON CBS-FM

MARKET	CALLS	FORMAT (SINCE)	PAST FOUR BOOKS*	DEMO STRENGTH**
New York	WCBS-FM	Oldies (7/71)	3.2 - 2.8 - 3.0 - 3.0	M25-34, M35-44, W25-34
Los Angeles	KKHR (KNX-FM)	Hits (9/83)	*** 1.6 - 2.5 - 1.4 - 1.2	*** M25-34, W25-34, M18-24
Chicago	WBBM-FM	Hits (5/82)	5.3 - 4.1 - 4.0 - 4.4	teens, W18-24, M18-24
Philadelphia	WCAU-FM	Hits (9/81)	6.3 - 5.9 - 5.0 - 5.5	teens, M18-24, W18-24
San Francisco	KRQR	Album Rock (2/80)	3.7 - 2.7 - 2.3 - 2.2	teens, M18-24, M25-34
Boston	WHTT	Hits (10/82)	2.8 - 3.9 - 4.6 - 6.9	teens, W18-24, M18-24
St. Louis	KHTR	Hits (9/82)	3.4 - 6.9 - 8.8 - 10.6	teens, W18-24, M18-24

* Arbitron AQH share, MSA, 12+, TRTP; past four books, left to right, through Spring '83.

** Arbitron AQH persons, MSA, TRTP, Spring '83; three largest demo cells shown in order.

***Los Angeles shares and demographics reflect previous format.

COMING NEXT MONTH

OCTOBER 1983

■ **How Long Does "Non-Commercial" Programming Work?**

Find out whether it's worth risking possible bad relations with advertisers to hype your audience.

■ **Radio's Biggest On-Air Investment**

Here's the one thing all radio stations should invest in, no matter what your operating budget. If you do, the payoff can be hefty.

■ **How to Manage Sales Staff Turnover**

A sales secret that will allow stations with a revolving door to get some stability.

■ **How to Add a \$1,000 a Week in Extra Billing**

The answer is right under the sales manager's nose. Find out the various ways to make your station more profitable.

■ **Two New Incentives to Get Your Salespeople to Sell**

Alternatives to a salesperson's comfort zone that make it worthwhile for him/her to sell smarter.

■ **Radio-Across-The-USA**

The top 25 markets featuring Birch ratings.

■ **A New Way to Show Off Your Ratings**

Most stations spend lots of money on the ratings themselves, but skimp on making them presentable. Here's an economical alternative.

■ **How to Increase Your Station's Cash Flow**

A depressed economy is not necessary to make increased cash flow a major concern. Advice on how the experts do it.

■ **Why Black Is Back**

Black stations are prospering but some black formatted stations hate to admit to the real nature of their format.

■ **Ten Ways to Get Free Publicity**

Free advertising is available for those who look carefully.

■ **Managing Station Egos**

The morning DJ isn't the only big ego in the station. Here's how to use common sense to keep all important egos in check.

■ **Radio People**

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Dave Simmons, General Manager, KZZX, Albuquerque, NM

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Dana M. Kott, President, KBON FM, Lake Arrowhead
(San Bernadino), CA

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David Noll, Vice President and General Manager, KSPZ FM,
Colorado Springs, CO

"In our first TRANSTAR book, with the exception of morning drive where we were using our own morning man, KENO virtually doubled our women 18+ shares. We've now decided to go TRANSTAR 24 hours a day."

Nancy Reynolds, Vice President and General Manager,
KENO, Las Vegas, NV

"This book's out and we're delighted with the results. Sales are up 35% over last year. This is a format we can sell."

Chris Cage Caggiano, President, Cage Media Inc., WKKI,
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How To Produce Jingles for Your Station

There's one major mistake that program directors make when ordering station jingles. Here's how to avoid it.

Now that the use of jingles on-air is returning to favor with radio program directors, radio stations have a big stake in getting them done right.

Jingles were never a cheap station expenditure and if they were, they sure sounded like it. Oldtimers remember a time when all you had to do was listen to tell if the station traded out their jingles. That's how badly stations wanted jingles to establish identity and compete effectively.

Today, after years of disfavor by name program directors and consultants, jingles are returning. In fact, when Doubleday National PD Bobby Hattrik orders them for his album rock stations, it's quite obvious how he feels about station identity. There used to be a time when an album rock station's ambience was enough to say "album rock," but no more.

Prices for all types of jingles are on the increase. It's significant to note that some programmers feel it is less expensive to produce them in Dallas than in Los Angeles because of union considerations. But, wherever they are produced, it becomes a significant expense.

There are several mistakes radio stations make when producing jingles, and it doesn't matter whether they are buying custom-recorded jingles expressly written for their station or package jingles that insert an individual station's call letters.

The latter sounds the simplest but is the biggest offender. Some jingle companies, not all, are sloppy about the way they drop in call letters. As a result, unless the program director is physically there when the singers sing, the tape box in the mail is simply a Pandora's box. That's why so many stations send their jingles back to be fixed. If they were recorded properly in the first place there would be no need to waste time, effort, and money, or to give

your competitors a potential edge.

You are looking for a balance of voices that match your audience goals. KBUG/KCPX, Salt Lake City PD Gary Waldron says "most PDs would have a feel for their audience" anyway.

The way they are mixed is also important. Sometimes the best ideas on tape sound horrible after they are fed through a station's audio processing equipment—so keep your station's fidelity in mind, also.

When ordering the initial "packaged" jingles, all your voices and instrumentation should match. But many programmers have been burned when they order a "jock logo" or name jingle that is supposedly produced to match the initial package. It's a good idea to check the "quality" reputation of your jingle company, especially if you'd like to order new "jock logos" when you hire new DJs, or add a jingle, strengthen the sound, or embellish a big promotion. If the reputation is good, you'll feel better about ordering additional material keyed to the initial package. Most reputable jingle companies will redo jingles when clients are not happy.

But the biggest mistake to avoid when a programmer is ordering custom jingles is to be unsure of precisely what he or she wants to accomplish...in sound.

Consultant Jeff Pollack has a tip: "Know what you want ahead of time. Have some specific ideas on what you like and don't like" because you might have a hard time returning the material once it is on your station.

And it's not easy to know what you want. The PD may want one thing and the general manager another. It's best to settle this potential problem well in advance of flying off to produce jingles. When the manager and program director agree on the "basis" for producing

these new jingles, then there is less room for unwanted surprises when the GM hears them for the first time.

In the unlikely case that the station's manager doesn't care to have a say about the jingles, it's wise for programmers to know exactly what they want. Armed with this information, a good jingle company can make the package better. Without it, the PD relies on the jingle company to read minds instead of music.

At the session itself, advise, but do not interfere with the production people and singers. You have a right to influence the production, but not to run the session. That part is best left in the hands of professionals.

Test the newly-cut jingles with records from your station's playlist while in Dallas or Los Angeles. Understand that the jingles may not be up to final quality, but see if they have the right feel while it's not too late to do something.

Among the biggest mistakes programmers make is to try to author the next hottest jingles package. It's humiliating to note that the jingles Mike Joseph has made famous on his "Hot Hits" stations were marketed by TM for several years under the name "Activators." Now the jingles are as hot as the format.

Programmers need to understand that jingles provide a special identity for radio stations. If they can't be hummed, maybe that identity is not there.

The safest way to buy jingles is not to produce them from start to finish for your station. Programmers are increasingly throwing ideas out to jingle companies so they can do the creative parts. Then, when you hear the sample tape, you can imagine whether it's what you want for your station.

The idea that a big, prestigious station must produce its own jingles has outlived its usefulness. Guaranteeing the sound up-front is safer and cheaper.

As the radio industry returns to jingles, the best advice might be to let the jingle companies take the creative risk. And, if you like what they do, then support them.

— *By Herb Drill and Jerry Del Colliano*

Interview: John Sebastian

The successful album rock consultant developed a new format when he saw album rock going nowhere.

Q. What is EOR?

A. It stands for Eclectic-oriented rock. Eclectic means taken from several different sources; the sources in this case are formats. I've taken the very best produced music from all formats and blended them into one format—the best songs, the cream of the crop from album rock, adult contemporary, soft rock, top 40, jazz, and urban.

Q. What is the target audience?

A. The demographics are 25-40, about 60% male, 40% female. The psychographics are more important. The audience is upwardly mobile, middle to upper income—highly educated individuals with the most money to spend.

It is the group least loyal to radio today. They feel left out—album rock is too hard, adult contemporary is too wimpy, progressive music is too off the wall. There is just nothing available today for this musically conscious, sophisticated group of people. They grew up on top 40, and are more influenced by jazz, rock, and black. Their tastes are beyond what they were when they were younger.

Q. Why is production a key element?

A. It is the key to making it a consistent-sounding format. Without great production, there would be no consistency at all. The second reason is that the music that is best produced today is the best music. The best producers out there today, Gary Katz, Rupert Hine, Alan Parsons, do sound flawlessly. This format encourages excellence. It encourages musicians to be the best they can be.

Q. How long will it take to work once EOR is on-air?

A. It will work quite rapidly once on-air, in its fullest form. I've always had a knack for finding holes and filling them. This gap is

the widest one I've ever encountered. No one else is competing with this, so it's not like album rock. I'll take audience from stations that are now getting listening by default.

Q. What stations are currently airing EOR?

A. WIZD, West Palm Beach. My other six clients are album rock clients who are continuing with album rock, but have the option to go to EOR gradually.



John Sebastian

Q. What are the criteria for the musical selections?

A. There are approximately 550 titles. They are chosen by four criteria: 1) production quality, degree of intricacy in the song; 2) hit potential, not by chart standards, but according to the psychographic and demographic group; 3) the specialness of the song; its "magic"; 4) research.

Q. Is having one man, John Sebastian, doing everything going to have a negative effect?

A. There is no other EOR station, so I've got to have the hands-on availability to do it all. I've got a tangible plan to handle it. I'll be totally in charge of the sound being pure, and I'll make sure that the atmosphere is not punctured

by the wrong sound.

Eventually there will be talented programmers in this country who will be ready to be associated with EOR to further the concept. It will be a very big thing in the top 50 markets. This is a conservative business. People will wait to see how the initial EOR stations fare before they jump on the bandwagon.

Q. Describe the on-air presentation.

A. It will be very mature, no hype but genuine enthusiasm. Our audience is more mature so there won't be a false hype, but it won't be laid back either. There will be no jingles, very few contests, although there will be some on-air promotion. News/information is much more important in this format than in album rock. There will be more news covered in a wider scope.

Q. How salable is the format?

A. The most salable because it is reaching a group of people that has the least loyalty to radio right now, and the demo/psychographics show they have the most money to spend. They aspire to have a Mercedes, a nice home, a family, a quality life. But the format is bottom-line oriented since the operating costs are lower. (Don't need a big morning air personality; don't need a huge news staff like news/talk station.)

Q. How did you develop this format?

A. I've been working on it over a year now. I was listening to some music, wondering what a shame that it is so good, and it is not heard on radio stations. I searched for music to fit this "ultimate atmosphere," and I found there was enough to create a whole new format.

I felt so strongly about it that I gave up 25 clients with five months' notice, and dissolved Sebastian, Casey and Associates. I went through, literally, every release from the '60s to now and put together an initial playlist. I played the tapes to focus groups and found out I had a gold mine.—By *Laura Loro*

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Ways to Profit From Holiday Specials

Stations might as well play the same old records if holiday programming isn't handled differently. Here are a few useful ideas.

If you think a syndicated holiday music program is worth buying and taking the air time to use, you should definitely expend the time and effort to handle it in a special way, too.

It isn't your normal day-to-day programming. You won't play it the same way. And you won't promote it the same way. Therefore you can't use your normal sales avenues and techniques and expect to get all of the possible mileage out of it.

Charge the advertisers a premium rate to advertise on the holiday specials and give part of that extra money to the sales people in a higher commission for selling that programming.

Use the specials to go after advertisers who have never been heard on your station.

In special programming, the stations get something they couldn't do themselves. The advertisers get something they couldn't find for themselves. They get a showcase for their commercials among musical selections the station's listeners are anxious to hear.

United Stations offered a Country Music Six-Pack this year—Memorial Day, Fourth of July, Labor Day, Thanksgiving, Christmas and New Year's. A station buying it could promote it a week before and a week after each installment and get advertiser involvement, especially if one, or a small number of advertisers, got involved with the special.

The same thing applies to Drake-Chenault's "Christmas at Our House" and "Country Christmas." "Christmas at Our House" can be broken up to run for one hour on each of the 12 business days before Christmas and then in two back-to-back 12-hour segments from 6 P.M. Christmas Eve until 6 P.M. Christmas night. This affords special advertiser involvement. The day for a "partridge and

a pear tree" could be sold to a pet shop and a plant store. The 24-hour straight-through run could be handled in a classy manner to allow station personnel to spend time with their families.

Using Drake-Chenault's "Christmas at Our House," WTAE in Pittsburgh sold the program to Martin's Furniture last year. The show ran from 6 P.M. Christmas Eve to 6 P.M. Christmas night. Each hour had 58 minutes of show and one minute top and bottom for the advertiser mention. All that was said was, "This program of holiday music is brought to you by WTAE and Martin's Furniture Co. We hope you and your family have a good holiday."

Running fewer spots at a premium rate also gets rid of the clutter of live and insincere holiday greeting messages which are often delivered insincerely by on-air personalities and detract from the programming and the advertising message.

Special programming also gives the station a chance to tie in its own promos with those of the special. Drake-Chenault's "History of Country Music" is a 52-hour special that some stations are spreading out over four weeks to allow both these stations and the advertiser the maximum benefit.

Contests and special promos can be run in-between, stretching out the gain from the show. In some of the programming, the artists involved deliver customized promos for the station, saving money and giving it an extra promotional punch.

Syndicators provide kits to overcome the objections of sales staffs and make the selling job easier.

There are a lot of options among special programs. And the programs allow the stations options to not only make it special for listeners but for the station as well.—

By Herb Drill

60 SECOND SEMINAR

Holiday Music

Here's a sampling of holiday programming which stations can use to build cume, increase revenue, enhance their image, or build goodwill among employees.

■ Drake-Chenault, "History of Country Music," in October. Fifty-two hours, with marketing kit. Price: \$1,800 to \$25,000, based on market size.

■ Thanksgiving, Mutual's "Dick Clark Presents Fleetwood Mac, Stevie Nicks and Chicago" and "The Great Entertainers," (Country Music Association).

■ Christmas, Mutual's "The Dick Clark Fantasy Christmas Party" (traditional and non-traditional) and "A Country Christmas" (the Osmond Brothers).

■ Drake-Chenault, "Christmas at Our House," 12 hours with 24 1-minute interviews of kids describing Christmas worldwide. "Country Christmas," 12 hours (hosts Eddy Arnold and Brenda Lee). Price for each is about \$400 to \$2,000, based on market size.

■ FairWest, Dallas, 18-hour "A Christmas State of Mind" (traditional and non-traditional performers). From 6 P.M. Christmas Eve to noon Christmas Day.

■ SHEPERDmusic, Toledo, OH, "Sounds of Christmas" (Bing Crosby to Stevie Wonder) quarter-hours matched to format. From 6 P.M. Christmas Eve to 9 P.M. Christmas night. Price: \$300 to \$550, depending on market size. "Stories of Christmas" are 24, 90-second vignettes on customs, celebrations, etc. Price: \$75 for any market.

■ Mutual, New Year's, three-hour "Country Music Countdown 1983" (host Lee Arnold).

■ Watermark/ABC Radio Enterprises, "American Top 40 Countdown," with Casey Kassem (top 100 hits) and "American Country Countdown" (host Bob Kingsley, top 100 country hits). Both available to ABC Contemporary Network subscribers.—*By Herb Drill*

The Exploding Money Services Market

What you can do right now to cash in on the new financial services revolution.

Look around. You're in the middle of a financial revolution triggered by deregulation.

■ Merrill Lynch launched total financial services with its breakthrough Cash Management Account—marriage of checking, credit cards and mutual funds.

■ Sears, Roebuck bought Dean Witter Reynolds stock brokers and biggest national realtor Coldwell Banker. Now 48 million Sears credit card holders have access to near-total money service.

■ American Express bought Shearson, major stock brokerage, and huge IDS mutual fund/insurance company with 4,800 sales people nationwide.

■ Prudential bought Bache. And it won't stop there.

To survive, local bankers, brokers, savings and loans will evolve new financial services or risk losing business to national financial supermarkets.

For radio it means a potential of more financial ad dollars than ever before as distinctions between financial institutions disappear and need develops to reestablish identity.

Here are ideas to help stations sell the exploding financial services market:

■ **Monitor the money business.** Read and clip business publications. Run station seminars with banks, brokers, S&Ls. They'll respect a desire to learn that puts you in a position to develop ideas for them.

■ **Be a creative resource.** Financial executives aren't sure they know it all. Example: Many believe big budgets they spent advertising IRA accounts may have popularized the concept but failed to attract customers to their own institutions. Financial marketers are now open to suggestions on how to stand out from the competition.

■ **Go to ad agencies with ideas**

for commercials. Nothing visual about financial services. It's a human benefit/confidence-building story. Agencies know financial clients are restless about communicating today and should welcome tactfully presented ideas.

Never underestimate the tendency of agencies to forget even obvious humanizing techniques like: (1) Voiced actualities of satisfied customers telling why they like a financial institution. Or (2) Voice tracks of bank finance advisors on training that made them experts.

■ **Good idea to play example of financial radio advertising during call.** Creative tapes from other markets are available through RAB.

■ **Sell radio's strengths compared to print.** Top financial management still believes people read 1,000-word ads. Use Starch figures documenting how little of copy is actually absorbed. Average financial ad is read at least halfway through by only 6% of women, 7% of men.

■ **New services open new opportunities.** More types of radio stations benefit. Example: S&Ls were formerly mortgage loan specialists. Under new law, allowed into commercial banking. Previously stations with listeners in age to buy first home might be S&L's choice. Now stations with older business audience can also sell S&Ls.

■ **Make sure you identify decision-makers.** Not as easy as it sounds. New financial institutions are often the result of recent mergers. Find out who actually calls the advertising shots.

■ **Sell top to top.** Your station's top management should call as high up as possible. Don't rely on the agency exclusively.

■ **Sell radio's speed.** As interest rates move copy must change.

Even tendency to overturn tradition creates need for fast moves. Example: Bank announced minimal-balance customers no longer welcome at teller windows. Must use cash machines. Next day competitor advertised its tellers are still there to serve all customers.

■ **Stay alert for continuing change.** Money services to be offered increasingly in unexpected places. One supermarket chain is already planning to join forces with a financial institution and offer banking at all locations.

■ **Look for forms of co-op.** Example: Discount brokerage firm opens offices in bank branches. Sell both on combined campaign.

■ **Sell local identity concepts.** As big financial supermarkets move into their turf, banks and S&Ls will seek community identity. Constructive promotions are timely. Example: with smoke stack industry decline, retraining is hot. Institution could sponsor Training Fair station organizers.

Schools describe their high-tech courses; financial institutions are there to provide tuition loans. Could give away scholarships to essay contest winners.

■ **Spokesperson sell.** Success of Chrysler's Lee Iaccoca proves some company heads are effective on-air. If banks from another state enter your market, radio commercials by the president of the hometown institution could be smart strategy.

Situation now is so different from stuffy past of money business, new jargon had to be invented, such as "non-bank" (meaning insurance company or retailer now into financial services).

Radio can grab a big share of the dollars the financial services revolution generates by focusing on all prospects—national, regional, local. Radio should seize the opportunity to sell a bigger slice of expanding budgets in field where pictures are meaningless. Each bank's certificates or paperwork is virtually identical. The difference is customer satisfaction, easily expressed in radio commercials.—By Miles David, Vice Chairman/CEO, Radio Advertising Bureau, Inc.



Important Newsbreak for Local Broadcasters

Now you can add depth, breadth, and variety to your local newscasts with the Monitor Radio News Service. It supplements local news coverage with 20 vital stories each week. Stories that range in length from 55 seconds to two minutes. Stories that integrate easily into your programming. Stories that give your listeners a long-range view of the news.

Some 300 stations currently subscribe to The Christian Science Monitor Radio News Service. And here's what three of them have found:

"It gives local citizens ideas that are working elsewhere which would improve this community."
Senior News Editor, WKTN-FM, Kenton, Ohio

"It enhances our local image by linking us with a nationally known publication."
Operations Manager, KWBW, Hutchinson, Kansas

"It helps sell sponsorship. It's almost always sold out."
Program Director, WIHN, Bloomington, Illinois

To get a sample cassette of this week's tape, call Jan Bailey at The Christian Science Monitor Radio News Service. Call toll free 1-800-225-7090, extension 2359. In Massachusetts, Alaska, Hawaii, and Canada, call collect (617) 262-2300.



How to Sell Your Station Without Big Numbers

Not every sales staff has the benefit of selling ratings. Here are three things that are easy to do and may give your station an edge.

Your station can enjoy long-term prosperity if your staff can learn to sell without using general audience research. It is critical that a sales person know the age/lifestyle composition of the station's audience. But it is not as important to document the station's local ranking.

Local advertisers may seem like they care deeply about your station's position. But they probably really don't.



The client is only tuned in to his or her own mental radio station—WII-FM. Those call letters stand for "WHAT'S IN IT FOR ME?"

Advertising clients buy emotionally. Logic and numbers are used only after the buying decision is made. If your emotional "sell" is strong enough, numbers may never even come into the buying picture. If you have any doubt about it, remember the choices you have made. Your spouse, auto, and house were chosen on a predominantly emotional basis. And those were the biggest "buys" you ever made in your life.

There are three powerful emotional techniques or aids you and your sales staff can use:

■ **Be likeable.** It's as old as the selling profession. The client doesn't care how much a salesperson knows until the client be-

lieves that the salesperson cares. Your salespeople must be genuinely concerned about helping the account get more customers and more sales. This concern will come across. It will help your staff get business they wouldn't ordinarily get if the sale were placed on a strictly "numbers" basis.

■ **Obtain testimonial letters.** Most stations do not use this as a selling tool. Success letters are difficult to get. The main reason: it must be preceded by an actual success. Once the campaign is a success, most salespeople are reluctant to ask for documentation in writing. But overcoming the difficulty in getting it is worthwhile. It's a powerful emotional sales tool.

Testimonial letters, selected and used with care, can devastate any client argument against your station. The client may be arguing logically, but you'll be presenting an emotional appeal. Emotion will win over logic every time.

■ **Use audio aids.** Have your sales staff carry cassette players all of the time. Make sure they're equipped with "sound that sells." RAB offers a monthly commercial tape service called "Instant Money." It's a great idea resource. Sometimes a good idea on tape will move a customer to action even if it's not customized at the moment.

You could also have your production person create a personalized spec commercial. Or find an audio track to dramatize how powerful a sound message can be. Perhaps your clients can record their testimonials on tape.

The basic element of radio's success is that sound messages penetrate a person's mind and cause listener involvement and action. Sell with emotion and turn on your client's audio sense. You'll sell more, no matter what your numbers are.—*By Ed Allen, Corporate Director of Sales, Capitol Broadcasting, Mobile, AL.*

60 SECOND SEMINAR

Sales Prospecting

More ways to develop new accounts.

Radio people would be shocked to find out what percentage of the total advertising dollar goes to radio.

Here's where to find more sales:

■ **Newspaper.** Salespeople should go through the newspaper daily. Newspaper accounts can end up buying huge radio orders because they are big spenders. Also go through the newspaper library, "the morgue," to see who advertised at this time last year. Those same advertisers will probably buy the same time.

■ **Similar business.** Any time you have a client who is getting a good amount of business from advertising on your station, you are effective. You can call on similar businesses because it is likely they also will be satisfied clients who will buy again every month.

■ **Directories.** Chamber of Commerce list of advertisers, or a list of new businesses is a good way to prospect. Also try to get a subscription to a list of all the people who are building in the area. From the list, find out the type of business, the phone number, headquarters, etc. Your station's sales team can have them sold before other salespeople get to them.

■ **Personal Friends.** Just ask them to help. People are anxious to tell you if they come across a new restaurant or store that is being built. Give your card to friends so they will start distributing them to new businesses.

■ **Cold Calls.** Remember, it is important to go out on appointments. But there are times when you are free (cancellations, finished early), so go to stores and drop in. Try to see the client then, but if not, schedule an appointment.

■ **Yellow Pages.** Tell salespeople to go through and find similar businesses that fit the demographics of your station and then have them call up each one.—*By Pam Lontos, President of Pam Lontos, Inc., a Dallas sales consultancy firm.*

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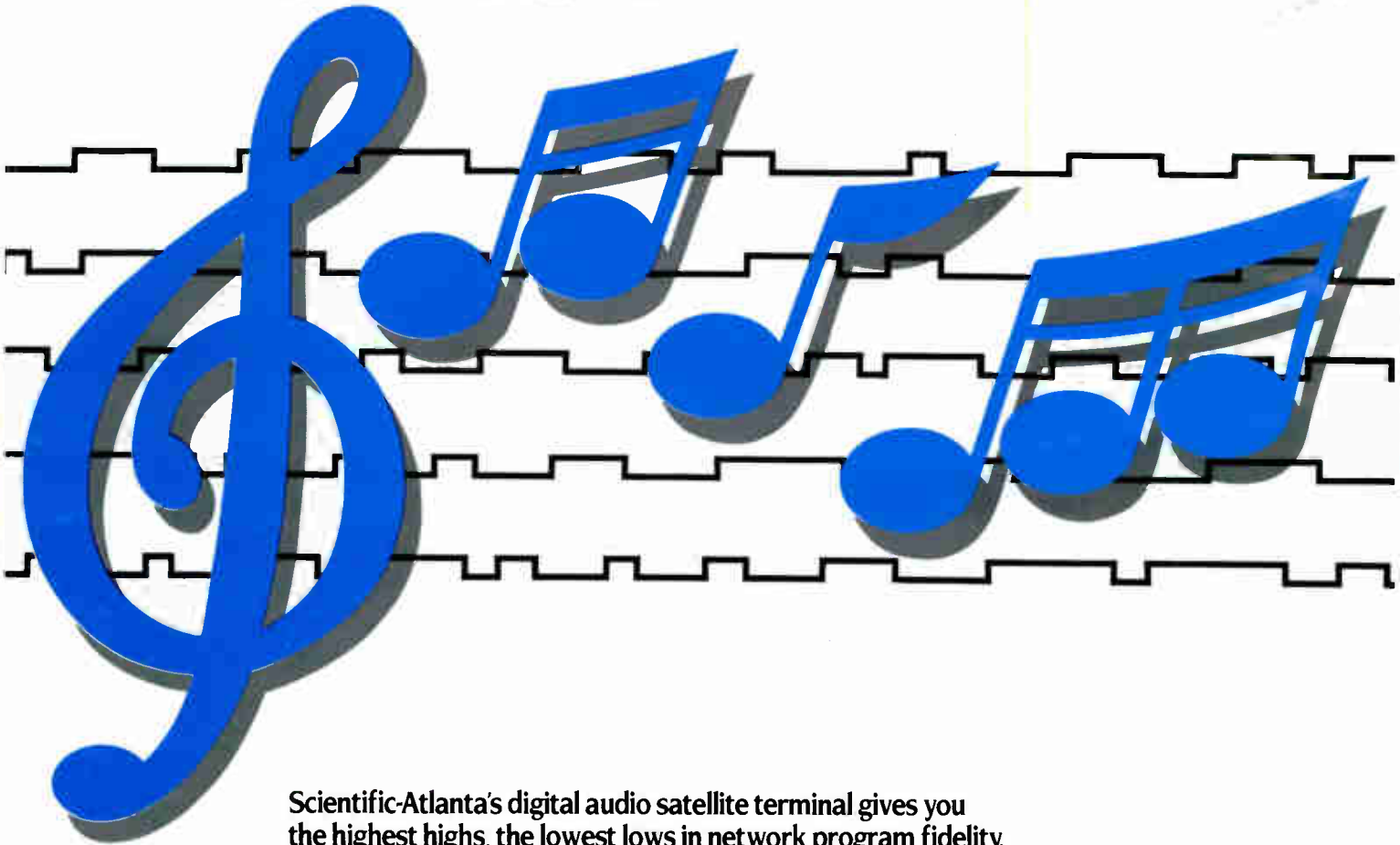
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The Costly Switch to Satellite

Radio has embraced this exciting new technology, but some executives are balking when it comes to paying for it.

More stations are shelling out the money to go satellite, figuring that the upfront money comes back to them, and then some, in savings and revenue gains.

Mutual has spent \$10 million and committed another \$2 million for affiliate conversion.

Two thirds of NBC's affiliates are committed to satellite, spending about \$10,000 for the basic digital hardware, including installation. "We tell them to budget \$15,000."

NBC has been satellite for about a year "on an interim system."

ABC estimates that almost 75% of ABC's affiliates have signed up for the satellite dish or said "yes." Going satellite, the ABC affiliates get access to more than a dozen major commercial networks sent out on RCA's Satcom 1R satellite.

Frankly, there is no such thing as a "free" dish. What the affiliates get in return are better sound, access to more programming, and savings in telephone costs. They also make a major commitment to technological advances.

NBC, ABC, and CBS affiliates pay for the dishes. ABC Radio Networks satellite VP William Battison says the "RKO affiliates are paying for it in a disguised lease arrangement. If you change your affiliation, you can bet the dish belongs to RKO." Nevertheless, RKO never promised to pick up the installation of the dish for their competitors' benefit.

RKO Radio Networks President Tom Burchill's response is that RKO never promised its affiliates a rose garden. "We were on record that we would provide the stations with a dish. We weren't giving it to them. We're buying the dish for the affiliates but we retain title to them."

RKO affiliates can access other network affiliations.

RKO was never terrestrially-rooted because Ma Bell wouldn't allow it. RKO embraced the satellite in 1979. All RKO affiliates have been on the satellite in full stereo since then. They are and

have been part of AP's shared-use program on Westar III. On Sept. 1, RKO was scheduled to go to RCA's Satcom 1R. "We were renting space on someone else's railroad. We decided to buy our own," Burchill says.

He's all for the satellite switch for radio as a whole. The benefits are greater freedom of choice in programming and improved operating efficiency in terms of fidelity and finances.

The timing of the switch is excellent because of the breakup of AT&T.

Satellite Music Network Chairman/CEO John Tyler says that "with our turnkey program there are live, researched, and updated music lists, and news on the hour. We even have the capacity to turn (an affiliate's) equipment on and off. They just load the equipment."

The station supplies the dish (for about \$7,325, including a demodulator to get the 24-hour SMN format). SMN has 333 stations under contract; 230 of them are on-line. Tyler estimates that of about 9,000 commercial stations in the U.S., 35% have already gone satellite.

Scientific Atlanta is supplying about 200 dishes a month to NBC, ABC, CBS, and RKO. They're up to about 2,500 total. The terminals include the antenna, digital receiver and processor, and low-noise amplifier, all for about \$10,000.

Capitol Broadcasting Vice President/Satellite and Communications Group Steve Grissom says going satellite "makes economic sense even if the sound quality remains the same. The station doesn't sound like a 2 kHz phone line anymore. It sounds like it's coming from a studio next door." Revenue is enhanced, too, with strong interest from advertisers because of the technological advance.

Considering the advantages, the stations and networks are looking past the initial costs and are contemplating the savings and improvements coming down from the "birds" they own. —By Herb Drill

60 SECOND SEMINAR

How to Save on Satellites

The switch can be expensive. Here's how to minimize the cost.

Often, you have to spend money to save money. That dictum certainly applies when switching to satellite. Here, the savings could be considerable.

■ **Choosing equipment.** Don't cut corners here. A top-quality dish may cost \$5,500 and a demodulator for receiving a signal may be \$1,000. But the better the equipment the better your sound will be.

■ **Choosing no equipment.** If you can't afford a dish, make a deal with your local cable TV system. It has a broad-band with space for your signal. A trade-barter pact will give cable the advertising and get you the satellite signal without money changing hands.

■ **Hidden costs.** Arranging the deal with the cable firm for the up-and-down converter and a demodulator might run you \$3,000. If you work something out with the cable firm for the dish you might still need a demodulator.

■ **Automation.** A station can spend \$9,000 to \$12,000 for automated equipment to carry commercials, promos, and PSAs for a whole weekend, depending on how much walk-away time it desires. A sensor for a couple of hundred dollars can pick up the signal from the satellite to turn the equipment on. Sequentially-fired tape machines run about \$4,000. Existing automation equipment may do, or used equipment might be a bargain. The savings in personnel could make this approach worth it. The machines can be loaded by the traffic director or a receptionist. You save a great deal in employee costs and enhance the cost-efficiency of your station.

■ **Phone bills.** Going satellite will mean another savings. Your telephone bill will be cut. One network estimates that its long-lines service cost has been cut by \$30,000. —By Herb Drill

New Hand-Held Computer Research

Here's a first glimpse of a new instant system for doing research.

A "hi-tech/hi-touch" methodology has been brought to the radio research arena.

FMR Associates, Tucson, has a hand-held computer research method for measuring the product of one of society's most "hi-tech/hi-touch" forms—radio.

FMR President Bruce Fohr says his new research tool has the ability to respond on a song-by-song or moment-to-moment basis to individual songs or forms of programming. The wireless, rechargeable, hand-held microcomputers are used in FMR's trademarked EARS (Electronic Attitude Research System) approach for mass-group music, programming and marketing tests.

The system contains the following components:

- A programmable wireless microprocessor used to record and store listener (and TV viewer) responses. The units may be masked by a variety of templates, exposing more than a dozen keys.

- A travel case for storage, charging, programming and data retrieval.

- An Apple II microprocessor, which is a 48K desk-top computer system with dual disk drives. The output includes high and low resolution color graphics.

- A Teletype Model 43 dot matrix printer providing numerical reports and hard copy of plotted data from the Apple II output.

The hand-held minicomputers read the most recent response of the listener and plot the results on a graph synchronized to a program schedule. Or the unit can be used for a music test to get the reaction song by song. The results can be printed out or shown on a TV monitor connected to the Apple II unit.

Fohr believes he has a very advanced software package. The minicomputers retain the data until the units are plugged back into the travelling case. Then the

data is read from the minicomputers and transferred to the disks.

Respondents don't circle answers on a questionnaire. They don't trade answers with one another. They can't give lower grades to songs later in a playlist test to compensate for giving high marks earlier. With EARS, they push buttons and give an immediate reaction to what they're hearing.

Fohr's new technique "eliminates the fatigue factor and is more realistic" as to how people feel about music and formats. Their reaction can be very positive or very negative or somewhere in-between. It can be determined whether they would "tune up or tune out."

The station pays Fohr \$13,000 to \$15,000, depending on the assignment.

EARS has been tried across the country, in major markets and for different formats. A minimum of 400 songs are checked, using several cases of the minicomputers. The station has an over-all view of the test the next day, and a breakdown of the results not long after.

Evidently, the people being tested enjoy using EARS because it fits in with the video craze. They are reacting to an electronic medium, like playing a video game. Those being tested "can't second-guess the process. Other (research) systems are more methodology-bound."

Fohr also sees a more reliable reaction "because people react to different music in different ways at different times of the day. We've accounted for that."

He claims the system has the ability to test programming prototypes and put a programming sound together. Using other methods can be less effective.

With other methods, Fohr says "you can't tell if they're reacting to one song, a DJ or what. With this method, you can tell the immediate reaction to one song or one element of the programming. You can tell what approaches to take and styles to use in a total prototype, whether it's music or talk."

EARS has been used on formats oriented to a younger audience, including adult contemporary and country. It hasn't been applied to album rock, which relies more on weekly call-out research. Fohr says this reflects the fact that with his system the "shelf life of the data is longer. We don't try to test burnout, like album rock with its weekly call-outs."

EARS will be sold as a more reliable way to determine the parameters of a format, its approach and treatment. Fohr says the "only limitation is the station's imagination." —By Herb Drill



Where to Turn After the FCC

As the Commission continues to deregulate itself out of business, what do stations do if they really need a decision?

Right now the radio industry is getting the present it never dreamed would really arrive—almost total deregulation. And while the benefits in paperwork, time, and effort appear to be great, this new-found freedom may soon be the cause of individual problems that the Commission by design will turn a deaf ear to.

What's happening, in a nutshell, is that the FCC wants out of regulation and should disagreements or uncertainties arise, the battleground will be the local courts and other federal agencies.

This may sound suitable to most radio executives, but radio is an industry that has been reared on federal regulation. Most managers presently in place are holdovers from the day when keeping it legal was just as important as making a profit. While many cursed the Commission for being "Big Brother," some were not too proud to turn to brother for help in disputes that arose in the marketplace.

Among the problems that could arise are factors involved in some recent actions.

The FCC's latest proposal would take it out of the audience size/coverage map complaint area. The agency wants the Federal Trade Commission and the state courts to worry about that one.

For example, if Station A claims that it is No. 1 in the market with a 6.2 share and Station B objects, the manager at Station B couldn't turn to the FCC. Instead, it would go to the FTC or state courts, claiming unfair competitive practices.

The FCC is also mulling over the idea of having some other body be concerned with call letter objections.

Not all of the FCC's deregulation efforts have met with uniform approval from the broadcasting community. For example, there is

the FCC's proposal to deregulate call letters, whereby the FCC would still assign calls but would leave disputes to local courts. The NAB has pointed out that this is one area where the broadcasters need the FCC's help. After all, assignment of call letters is a pretty fundamental regulatory activity.

The FCC's move out of audience size/coverage map problems could be just a year away. The way deregulation has been championed under the Reagan Administration, you can bet your transmitter the FCC won't change its mind.

The Commission evidently isn't as concerned with the problem areas that it would have pursued in the past. In more cases, they're leaving broadcasters to their own devices—they call it deregulation. Some people might see it as free market chaos.

The FCC, like the Reagan Administration, is hoping that competitive marketplace forces will result in appropriate self-regulation.

As a result, logs are out the window, you're on your own with commercial load maximums, license renewal is simpler and less frequent.

The time when the FCC occasionally handed down short-term renewals for false or deceptive coverage maps seems to have gone the way of the Edsel. The FCC feels that its regulation of audience size/coverage maps overlaps the jurisdiction of the FTC. The question arises as to how the FTC, with a reduced staff and fewer areas of regulation itself, can take on part of the FCC's previous commitment.

There have been so few audience size/coverage map complaints that the FCC isn't worried about turning their disposition over to the FTC, which isn't quite sure what would happen if such complaints were to crop up in great number. It appears that the

FTC will adopt the stance that the situation would better be resolved between a station and its competitors or a station and the ratings service. The FTC is prohibited by law from getting involved in disputes between private parties.

When a station makes inflated audience size/coverage map claims to charge higher advertising rates, the person hurt is the advertiser. Therefore, it would appear the onus is on the advertiser to check out the claims if they're deemed to be excessive. That seems to be the FCC's rationale.

The time has passed when stations indiscriminately yelled things like "We're No. 1." Stations are more scientific in the area of audience research now. Besides, misrepresenting the audience size/coverage map raises the question of the integrity of the station itself.

Shrinsky, Weitzman & Eisen partner Jason Shrinsky, a Washington attorney, believes that the audience size proposal is just another move in the deregulation process, with the FCC moving more and more away from things non-technical (engineering). "We really don't want to get involved with this," the commission seems to be saying, according to Shrinsky. "You can seek it (redress) in the (state) courts."

The FCC makes self-regulation more and more of a necessity. It has reduced its staff and is working with a reduced budget. In addition, the commission has tended to adopt the Administration's attitude that "less is more" when it comes to government regulation. If you get off the backs of the station owners and operators, the theory goes, then they'll be able to spend more time making money and be in a better position to serve the public.

Deregulation puts the whole issue "in the broadcaster's court," Shrinsky says. "But it presents a (possible) Catch-22. Broadcasters say it's (deregulation) great. But if they act and react abusively, and they go into court (seeking redress), they could get more than they bargained for. If they think anything goes, there will be a problem."—By Herb Drill

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The Trend Toward Smaller Staffs

Prudent managers can cut the staff without cutting efficiency. Here are some areas to consider.

Cutbacks, layoffs, consolidations, fat-trimming, penny-pinching. In the economic uncertainties of the '80s, there are many words to describe what has been taking place. But only one word describes the economy of the '80s: choppy...up one year, down the next. One widespread result of this unpredictability is a sense of caution by many businesses.

A second result is the plan to keep it lean in the future. Industry surveys show expectations of holding expenditures down, even if the long-awaited recovery continues to flourish.

One of the largest cost areas in radio is personnel. So logically one of the largest cutbacks areas has been the trend toward smaller staff sizes. Walking a fine line, of course, means being economical without becoming foolish. Here is an overview of common cuts which have been made.

■ **ENGINEERING:** In larger stations with full departments under union contract, negotiations keep allowing for greater jurisdictional flexibility. At the very least, non-engineers are now able to handle equipment and perform tasks which were once exclusive to union employees. Many staffs are even being reduced to more sensible levels by attrition, transfer, or buy-out. For most other stations, of course, where "engineer" means maintenance and technical functions rather than unionized studio engineering, most have long been operating at a bare minimum.

■ **PROMOTION:** A smaller station or one with a lower promotional profile can allow such things to be jointly coordinated by the GSM and PD with the GM. Detail work is assigned to an interested jock or a trusted assistant. But the larger station doing many or complex promotions almost certainly needs at least one full-time employee to generate, coordinate, and troubleshoot.

■ **AIR TALENT:** Unless you're into satellites and automation, this area is essential. Two common ways to cut back are stretching air-shift lengths and offering lower compensation per person. Each has its hazards. Cutting to one less air person can come back to haunt you whenever illnesses and vacations combine with insufficient depth among part-timers.

Stations which rely on off-air extras like production, music, and sales-promotional appearances may find one less person is one too few.

Paying significantly smaller salaries, here or in any supply/demand position, leaves the station vulnerable to higher turnover. Inevitably the more talented ones leave, the less talented stay. Then management spends valuable time filling vacancies. Some foresee the return of the on-air PD. This is helped by use of an outside consultant to provide the programming direction.

■ **NEWS:** Deregulation has thrown the percentage quotas out the window, and some stations may have thrown this baby out with the bath water. The audience, not the staff roster, determines how much news and information they expect on your station.

■ **SALES:** This part of the staff is apparently one where it's not helpful to cut. Unless your compensation package is heavily salary (vs. commission), each of these people either will contribute or won't continue. If anything, in fact, the trend at many stations in recent years has been to add one or even two sales positions, either a standard account executive or a specialist in retail or co-op.

There are two other ways to approach the need to reduce staff size.

■ **OUTSIDE SERVICES:** That means buying something from a non-staff vendor rather than doing it in-house with paid employees,

A number of stations have replaced their own programming research with the purchase of such services. Instead of hiring people to make and tabulate telephone surveys, the station hires a firm to do the dirty work and provide the compiled results.

The ultimate outside move, of course, is the satellite-delivery or tape-automation of programming. This can allow a substantial reduction of on- and off-air programming people.

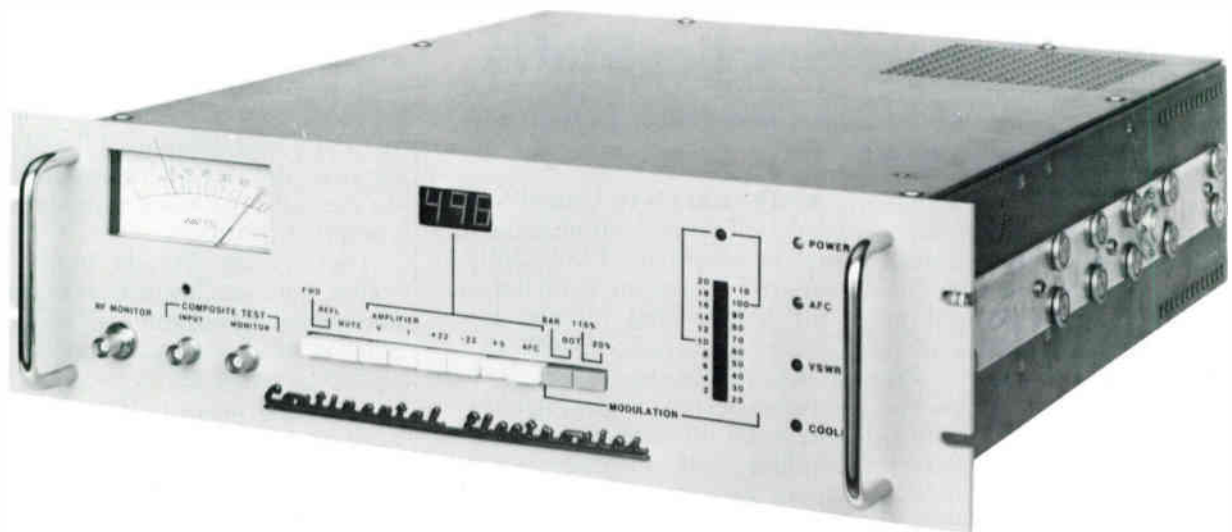
The good news is that cost-of-scale can frequently make it cheaper this way. A research company can do your callouts less expensively than you could in-house. One satellite announcer's salary is split many ways by the subscribing stations.

The bad news is the control you relinquish. Will that research firm do the study better? Will the non-localized programming be acceptable?

■ **SIMULCASTS AND OTHER COMBINATIONS:** Even in the mega-markets, a commonly owned AM-FM pair can simulcast up to 25% of the FM's programming. (So a daytime-only AM can benefit even more from doubling up.) In tiny markets the loophole is unlimited. For some, the skillful use of this can have marketing and positioning advantages.

For starters, one or more announcers may be eliminated during simulcast dayparts. Beyond that, many have been combining in various staff areas even without simulcasting. AM-FMs which once were sold by separate salespeople are more commonly being sold together. Dissimilar but co-owned stations have always been able to share business support people, traffic systems, and receptionists. The trend of late has even extended to one GM where there used to be two, or one PD even with different formats.

Cutting too much can be just as costly as cutting too little. There is an ideal level which brings the greatest efficiency. A further staff reduction from that point would hurt more than it would save. Prudent management includes finding the ideal level. — *By James A. Smith, a Chicago-based research and programming consultant.*



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How Necessary Is AM Stereo Next Year?

It looks like it's ready to get off the ground, but is the expense of switching to stereo cost-effective in the immediate future?

Before several major equipment manufacturers decided to market radios capable of receiving all AM stereo systems, parity with FM appeared to be fantasy. Now consumers can actually choose AM stereo if the concept appeals to them.

The FCC wanted the marketplace to decide which technology to choose and certainly, they had in mind the manufacturers' marketplace.

The market that was almost overlooked was the consumer, and consumers are about to get ready to get the real say on AM stereo.

This presents quite a problem for radio stations mulling over an important decision—to switch or not to switch. That is the dilemma.

Only about 2% of the stations are on it now, but their numbers are expected to increase geometrically over the next couple of years.

The reasons include:

- The FCC's decision not to select a single system from the five options, as the industry standard.

- General Motors' Delco Electronics picking Motorola's "C-Quam" system. Motorola has since named three firms to manufacture broadcast equipment for their system: Broadcast Electronics (Quincy, IL), TFT Inc. (Santa Clara, CA), and Belar Electronics (Devon, PA). The three have signed license agreements to produce exciters and modulator monitors for use by AM stations that go to stereo from mono.

- Sony and Sansui are bringing in portable AM/FM stereo units, for about \$90, which are multi-system receivers.

When the dust settles, about 85% of the AM stations are expected to be stereo. They may be using Motorola, Kahn, Harris, Magnavox, or Belar. The "real problem with this is that there's no one standard. They're not compatible," according to National Association of Broadcasters Staff

Engineer Mike Rau.

The stations are going stereo partly because they're nearly desperate for technical advances for their signals and in part due to the promotional value in being first.

The move to AM stereo is relatively painless. The conversion cost is \$8,000 to \$10,000 in equipment.

The incompatibility of the five systems will slow the transition to AM stereo. Some manufacturers are not thrilled with Sony and Sansui's decisions to market a multi-system receiver, reasoning that it will only delay implementation. Some even claim that decoding four systems is too difficult, resulting in poor performance and unnecessary expense to the consumer.

Stations and networks are taking their time going stereo. Like Group W, they're "evaluating everything that comes down the pike."

It may take years before a single approach wins consensus, but in the meantime Sony and Sansui probably helped to get the long-awaited AM stereo boom started.

Some guidelines:

- If your competitors have it, get it for your station.

- If you have aggressive competitors who don't have AM stereo they probably will get it soon.

- Obviously, all-news and talk, old-line MOR, or nostalgia stations don't need it as critically as contemporary music stations do, but someday even these formats will have to have AM stereo.

- If you're confused by which system to choose, ask a respected engineer or consultant to advise you.

- If \$10,000 is more than you can afford right now, pass.

Considering the relatively modest expense involved in converting to AM stereo, the move appears to be worth it.—By Herb Drill

60 SECOND SEMINAR

How to Go AM Stereo

A checklist to help avoid costly mistakes.

- **Wiring.** Check out all the wiring in the studio to make sure it's consistent for use in the new system. It's very time-consuming to redo the wiring, but that's what you'll have to do or you'll have all sorts of problems with polarity reversals. You have to have a stereo studio just like an FM station.

- **Polarity.** Start thinking in terms of two-channel polarity (phasing) of all signals.

- **Installation Costs.** Motorola used to send out a survey letter to its AM stereo clients seeking transmitter information. Then it would install the equipment using its own personnel, saving the station about \$1,700. The free installment plan is no longer available. Shop your manufacturers to see if they will help defray some of the installation costs.

- **Test the antenna.** KGW, Portland, OR, Program Director Bill Minkler urges making sure the antenna is broad-banded. "Test the system you're interested in before buying it."

- **Compatibility.** Check the entire audio chain to make sure everything will be compatible. This is an excellent time to bring all your audio processing up to date.

- **Little details.** Make a checklist of everything to be sure that everything is ready.

- **Test the system.** Work out all the bugs before mentioning a word on the air. Eager anticipation should be tempered until everything sounds great. Then invite your listeners to notice the new sound of AM stereo and promote it for all it's worth.

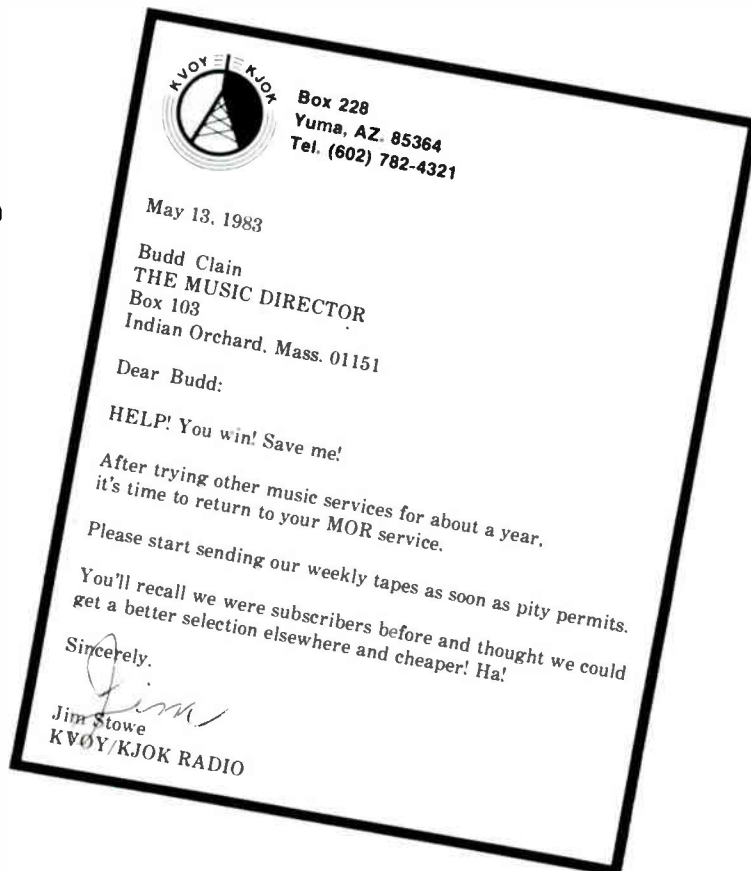
- **Watch costs.** While installation is said to cost around \$10,000, labor expenses and overtime can make it considerably more costly. Plan the installation carefully to minimize cost overruns.—By Herb Drill

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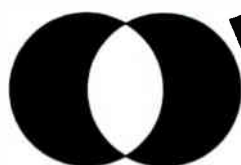
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Stop Slogan Theft in One Move

Here's a way to protect station slogans, contests, and ideas to stop a thief competitor from ripping you off.

When Jack McCoy created "The Last Contest" it was not only a big winner with KCBQ, San Diego listeners, it was also a big winner with the nation's program directors. McCoy, whether he knows it or not, got the unkindest compliment of all—flattery. It was ripped off lock, stock, and barrel and appeared on the air everywhere rock stations were battling for ratings. The name may have changed, but then again...

When Greater Media pulled "Magic" out of a hat and created a group of radio stations around it, imitators had the unmitigated gall not only to steal the format, but also the name. Greater Media attorneys applied for a service mark and took a tough stance fighting off intruders. They won most of the battles—out of court.

Radio is an industry that has accepted being ripped off for ideas, slogans, contests, and other creative elements. But stations don't have to take it lying down anymore. And you don't need high-powered Washington attorneys to run up the station's legal bill, either.

The little known solution is to copyright to protect your creativity. You can't copyright an actual idea, a word, or a series of words. But there are ways around it.

Producer Chuck Blore claims he has had contests ripped off. In order to protect slogans, "you have to have a graphic demonstration of it" such as putting the slogan into the logo for your station. There has to be that combination of words and graphics. You must have a visual entity or music to go with the words."

Blore's firm does many television commercials for radio stations. It copyrights them for use in a given market and is able to do so because the commercial is a "30 second entity" having words, film, and sound together in tangible form.

WHTX, Pittsburgh DJ Bob Savage is also a lawyer. It may seem to be

an odd combination of professions, but it's enough to remind Savage about the difficulty of protecting your slogans.

Savage says that although an idea is protected as soon as it's copyrighted, you have no cause for action against anyone who steals or copies that idea unless it's registered.

Where you might get some help is state law. Savage says many states have unfair competition regulations which would come into play if one station was listening to traffic reports from another station and using them. "It could be shown that the first station had spent a lot of money for the traffic helicopter and other efforts" and was being ripped off. "It's provable. It's actionable."

Many programmers know of similar thefts going on right now at a station near them, but it seems no one takes action, either out of ignorance or laziness.

Greater Media Vice President of Legal and Administrative Affairs Tom Milewski suggests that "sometimes free enterprise is at odds with the trademark laws." He claims the best advice on a service mark is to "pick something that means absolutely nothing and give it your own meaning. Take Exxon, for example."

In an industry that will see another 600 to 1,000 radio stations sign on in the next few years, executives are more willing now than ever to find a way to keep their creative and service advantages—either use existing federal copyright laws or use local unfair competition regulations to your station's advantage.

A final note: sometimes the copyright might not legally protect your station contest or slogan, but having the copyright might discourage thieves.

You may need an attorney to find a way to adapt a slogan or contest so that it is copyrightable.—*By Herb Drill*

How to Protect Contests and Slogans

Here are some things to know if you want to protect a slogan, contest, or format.

- Call the Copyright Office, Washington, DC (202-287-9100) and order the "Copyright Basics" booklet (with application forms). Call the Trademark Office, Arlington, VA (703-557-3158 or 703-557-3883) and order the "General Information Concerning Trademarks" booklet. They're free.

- Meet with a lawyer well-versed in copyright, trademark, and service mark law. Patents, copyrights, and trademarks are completely different and serve different purposes.

- Section 106 of the Copyright Act defines the exclusive rights of the copyright owner. "Copyright protection subsists from the time the work is created in fixed form; that is, it is an incident of the process of authorship. The copyright in the work of authorship immediately becomes the property of the author who created it."

- Copyrightable works include: literary works; musical works, including any accompanying words; dramatic work including any accompanying music; pantomimes, motion pictures, and other audio visual works; sound recordings.

- Not protected are works that haven't been fixed in a tangible form, such as improvisational speeches or performances that haven't been written or recorded; titles, names, or short phrases; familiar symbols or designs; mere variations of typographic ornamentations, lettering, or coloring; ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from a description, explanation, or illustration.

Find out how to apply for copyright protection, and whether it applies to your station or contest if the cost is relatively low.—*By Herb Drill.*

Malrite Invades New York

Here's how a growing radio group plans to become the "King Kong" rocker.

By Jim Smith

It had to happen eventually. Somebody had to look at the nation's largest market and ask, "Why isn't anybody in New York playing the hits on FM?" Somebody has.

Malrite Communications recently purchased WVNJ-FM in Newark and started moving in the troops. The invasion has begun.

The antenna was moved onto the Empire State Building last month. New studios, new call letters, WHTZ, with slogan Z-100, were introduced. Scott Shannon was brought in as PD.

The Cleveland-based company had done extensive pre-takeover research in the market. To its surprise, it turned up three or four format options. But playing the hits got the nod because it looked the strongest.

Malrite President Carl Hirsch admits he was surprised that "at least two of the formats were extremely viable and not being done in New York, or not being done properly. It put us in the agonizing situation of deciding which to do."

This group has never been the type to concentrate on one single format in particular. They presently have the #1 album-rocker in Cleveland, #1 adult contemporary in Denver, #1 country in Cleveland and Rochester, both #1 and #2 in San Francisco, and the overall 12+ #1 with beautiful music in Rochester. For good measure they also play oldies and AC on their Milwaukee stations, country on a Denver AM, nostalgia and beautiful music in Minneapolis-St. Paul.

So going top 40 in New York was not a foregone conclusion,

James A. Smith is a Chicago-based research and programming consultant.



judging from the variety of programming they use elsewhere. And yet it is in Malrite's background. That was what had put them on the map in Milwaukee a decade ago. While WOKY and WRIT were slugging it out on the AM band, Malrite went in and rocked WZUU-FM in 1972.

No oldies, only 30 currents in very tight rotation. Jingles everywhere. High-energy jocks. The station made some noise in more ways than one. They called it "top hits." Sound familiar?...Their consultant was Mike Joseph.

But the company today insists that no outside consultant is involved this time. Joseph, for instance, is busy in Baltimore. Mal-

rite, anyway, has plenty of programming expertise already on-line for WHTZ.

Their Cleveland-commuting battle-commander Carl Hirsch acknowledges, "A lot of us have our fingers in the New York thing right now." He describes it as personal obsession, a mountain to climb. You can bet he's very involved.

As is Radio VP Gil Rosenwald, who sees Z-100 as the realization of a goal to have the company's properties stretch coast-to-coast. His two cents' worth is sure to be counted too.

John Chaffee is now TV VP, but his extensive radio background with the company was a resource to be tapped. And Jim Wood, who programs San Francisco very successfully, functions virtually as a national PD.

Bob Sherman of Della Femina has resigned the NBC account to do the WHTZ creative. Sherman managed WNBC for a couple of years and certainly knows how to make a promotional dent in the market. A rumored \$1,000,000+ kickoff budget won't hurt either.

WMMS, Cleveland Station Manager Dean Thacker was tapped to be general manager. Scott Shannon was hired to be PD. Shannon's most recent victory was Harte-Hanks' WRBQ Tampa. They had a 5.5 share when he walked in. He leaves them with a 12.7; seven out of eight were up books.

Now, a 12.7 in that two-dozen-station market doesn't guarantee a 12.7 in this city with twice as many rated signals. But there's no question he had the contemporary competition in Tampa Bay scrambling over crumbs.

There was a bit of a momentary stir when he announced that Michael Ellis would be Z-100 music director. Ellis has been MD at WKTU for four years back to its early disco days. Would WHTZ, some wondered, be jumping into the WBLS-WKTU-WRKS arena?

SPECIAL REPORT

The knowledgeable observer, however, realized that Ellis was also at WKTU in their soft rock days. His strength is musical street-sense in a city which is not quite like any other. And a city where that dancin' beat has always been an important component in popular music.

All hits is the name of the game for the so-named new station. New York hasn't seen its like since WABC succumbed in the '70s.

Hirsch draws that parallel precisely. The station will be, he says, "not necessarily programmed like, but having the audience characteristics of, the old 77-WABC.

"It's gonna be a mass-appeal personality radio station. It won't be a one- or two-book phenom, and it won't be a purely teen station."

WABC is a talk station now. WNBC is doing its best to carry on the legacy of the 50,000-watt contemporary giant. WPIX is said to have looked at Hot Hits—they'd tried everything else over the years—before making its now-successful "love songs" switch.

Early-summer rumors were that Viacom's WKHK, still struggling with country in a city with few cowboys, might get there first. Perhaps only a several-week headstart would not have been enough. Not the way Malrite's sure to come on.

The two FMs in the most direct line of fire for this attack are ABC's WPLJ and NBC's WYNY. The former has the 12-30s WHTZ wants, the latter is particularly strong with young-adult women.

WYNY must think it is positioned securely and far enough away to hold its ground, for it has reacted little, if at all, from the start. WPLJ, on the other hand, sounds too much like a different radio station since late June.

The aging album-rocker has revised its gold definition and currents. The result is a protective half-step into the claim WHTZ was about to stake. A preemptive move? Certainly. A preminent move? Time will tell.

Instead of merely circling the wagons, WPLJ has moved its wagons first. If WPLJ calculated correctly, it has moved them to

higher ground where it can maintain its strength. If WPLJ is wrong, it could lose big.

It certainly held its ground last year, when WAPP came on "commercial-free" for three months. But that was only an APP-le at-



Scott Shannon

tack. This is an HTZ-blitz.

Hirsch says he was both flattered and concerned by the pre-entry moves of other facilities. He is relieved, however, at in-house research showing WPLJ, at least initially, scattering cume instead of building.

Anyway, let others talk about playing hits, says Hirsch, "there is now only one way to spell hits in New York and that's W-H-T-Z."

Shannon counts several others hitting "Hot Hits" or similar slogans in anticipation. "I'm the only station that's not. We're Z-100, and that's it."

Just how does this new entry sound? Hirsch calls it "a mass-appeal ...very high energy, full personality radio station.

Shannon sums it up in a word: "urgent." Urgent? "Yeah, urgent...but not frantic. Very electric, lean & mean, fast & streamlined, young but not teeny." Uh, OK.

"It's music for a happy time in people's lives, almost totally positive, made to bring 'em up." Music has always been the key to Shannon's programming. He plays unusual songs. "That's to construct a particular sound. I like my stations to sound different."

His air talent may sound different too. "We're fairly produced. There's structure, but there's no set time to play a jingle. I like to give the people leeway to create their own style."

This runs counter to the liner-card trend of many stations, a trend Shannon ignores. "I don't hire robots. I believe radio should be fun and interesting and creative."

But then, he admits to being a gut PD. "This is the most research I've ever done in my life. Most of the time, I always felt like I was doing it right. When I did do research, it bore out what I already felt. But every bit helps."

It's Hirsch who has the prediction which is certain to aggravate his competitors: "I won't name any, but I think a couple stations will be dead radio stations in what they're doing."

Nor is Hirsch one for setting his sights low. "We don't saddle up to come in second. Our intention is to be #1 in that market. If we're #1 there, we'd probably be the most listened-to station in America. That's our goal."

The sound of New York radio was disappointing in its early monitoring. "You would expect it to be a good radio market," Hirsch reasons. "It's not. We don't want to fall into the same rut."

But as Gil Rosenwald summarizes, "We know the competition is very intense. We're certainly not going to underestimate it, but we do feel that we're a company that can compete on any level. We plan to win in New York."

It didn't take a genius to figure out what was coming, once the new call letters were known. The genius comes in doing it...successfully.

Network Radio's New Ratings

Many radio executives don't know that the RADAR ratings their networks tout are different now than they were a year ago.

By Herb Drill

They don't know that the periods being measured are longer. They may be totally unaware that SRI has two electronic data bases which the networks can access for more information and possible sales help.

When Arbitron switched to continuous audience measurement, worried radio executives nearly raised the roof off the industry. Early critiques showed that it favored black stations and hurt beautiful music formats. And rightly so, because any time methodology changes, your new numbers are being compared with a different past. In time, the furor calmed down and the longer rating periods gave more consistency to the rating shares.

Over the past ten years or so, RADAR has been extending its measurement period, almost in geometric progression. Now, it's marking one year of almost continuous measurement.

RADAR 27 covered an average of 32 weeks. RADAR 28 will cover 48 weeks.

The change doesn't seem to have upset network executives concerned with such things. Most network affiliates probably aren't even aware of the fact that RADAR has been moving to longer measurement periods.

The networks don't see any difference in their ranking from the RADAR change itself. There's general agreement that the new approach means greater consistency in the ratings.

The network radio measurement service operated by Statistical Research Inc., Westfield, NJ, went to continuous interviewing last year. The RADAR 27 report

Herb Drill is a radio writer for RADIO ONLY.

was based on a 32-week period averaging an eight-week sweep from August 1982 to October 1982 and a 24-week sweep from November 1982 through April of this year. RADAR 28, in December, will measure 48 weeks.

SRI says the move represented only a "normal progression to spread the measurement over a longer period of time. It gives a better profile of listening."

RADAR's move to the extended measurement period came out of a certain amount of discussion and perhaps some disappointment in the advertising community. Advertisers and their agencies were not happy that some local TV markets were being tested only twice a year for brief periods. This disappointment, and then discussion, turned into comments, questions, and then suggestions regarding radio, to which SRI responded with extended measurement periods.

In 1972, RADAR was based on a two-week measurement in the spring. In 1974, it went to four weeks. In 1976, it went to two four-week periods. In 1980, RADAR went to eight weeks twice a year.

Reports are still issued twice a year, based on RADAR interviews with approximately 6,000 people yearly and the processing of more than 2 million station clearance records. Station clearance records continue to be based upon two randomly selected one-week intervals.

Among the 15 subscribers to and sponsors of RADAR are the NBC, ABC, CBS, Mutual, RKO, and Sheridan Broadcasting Networks, in addition to three major advertisers and 35 advertising agencies. New to the list last spring were National Black Network, CBS RadioRadio, ABC Direction, and ABC Rock.

The spring RADAR 27 report



Nick Schiavone

(Vol. 2) had the ABC Information Network in first place among people aged 12 and over. Following ABC Information Network were NBC Radio Network, ABC Entertainment Network, RKO I, and ABC Contemporary. The ranking order was the same for the demographic aged 18 and over.

In the 18-34 average audience bracket, the No. 1 spot went to RKO 1. Then came NBC's The Source, and ABC Contemporary.

In the 25-54 area, the top spot went to ABC Entertainment. Ranked after that were ABC Information and the NBC Radio Network.

First place in the 12-24 demographic went to RKO I, followed by NBC's The Source, ABC-FM, and ABC Rock.

For the 35-54 group, NBC Radio Network had the lead. Next came ABC Information, ABC Entertainment, and CBS.

RKO II, of the three networks posting percentage gains in the 12-and-over category, had the biggest runup: 35%. Sheridan Broadcasting went up 15%. RKO I gained 4.5%. Mutual, down 18%, had the biggest decline from RADAR 26 in the 12-and-over category. ABC-FM, NBC's The Source, ABC Information, NBC Radio Network, and ABC Entertainment all registered declines in the 12-and-over category, (Mon-Sun 6 AM-12 Mid).

With a random digit-dialing sampling method, RADAR has averaged a 74% cooperation rate at contacted households over the past 11 years. It selects one person aged 12 or over per household and calls that person every day for a week to determine that individual's quarter-hour listening patterns, and the stations they listen to at home or in a car.

Within each measurement interval, one week of clearance information is processed for each network. RADAR reports include a complete description of all procedures.

SRI estimates that about 48% of the commercial radio stations in the country carry network—NBC, ABC, CBS, Mutual, RKO, and SBN programming. The combined reach of all network affiliates in a week is over 75% of all people 12+.

The research firm claims that "there is little duplication of audience among networks." Therefore, the combined networks reach a "substantial portion" of the population; over 50% of persons (12+) listen to one or more network programs or commercials in each daypart from morning drive through evening drive over the course of a week.

When RADAR went to continuous measurement, SRI President Gale Metzger said his firm was

"delighted that our clients have agreed to support the move to continuous measurement. Network radio is purchased on a year-round basis by many advertisers and it is our conviction that this new measurement procedure will best serve the interests of buyers and sellers of radio network advertising."

The only area where he feels there could be a tendency to vary would be in the teen listening area because the latest RADAR report takes closer note of teen listening as it's affected by school breaks in the calendar year. That could be significant because there are now more youth-oriented networks competing for the teen market. ABC-FM and NBC's The Source seem to have been affected already by the increased competition.

The CBS Radio Network and RKO Radio Networks feel the change didn't have an impact on the rankings but will mean "greater consistency" down the road. Mutual needs more data before it can evaluate the rankings.

ABC Radio Network Vice President/Research Services William McClenaghan says RADAR's switch hasn't affected the rankings any more than when Arbitron went from four-week to ten-week sweeps. "You're not looking at one station but a network of hundreds of stations. A network is a very stable thing, and it takes more to change" the rankings than this.

Vice President/Radio Research, NBC Nicholas Schiavone says that since the data is prepared for advertisers and advertising agencies who are running advertising all year round, the measurement should be year-'round, too. It then becomes a question of whether you want to take the data "to show it or to know it."

The latest RADAR covers a longer period than the previous report and will be followed by a report covering an even longer span. "This is a book of dislocation. It would be wrong to say at this time that there is a specific or overall defect from the switch to continuous measurement," according to Schiavone.

Any changes in the rankings are the result of the continuing decline in AM listenership, which is

passed along to networks that are AM-oriented. NBC's The Source and ABC-FM have suffered from competition from more youth-oriented networks.

People like Schiavone aren't concerned because "one book does not a trend make." He's more intent on watching time spent listening, which has remained relatively stable over the past ten years. Continuous measurement may show a slight gain or slight decline in that area.

While Schiavone and the research people are intent on seeing what changes, if any, have been wrought by the RADAR move to more continuous measurement, Metzger is intent on making SRI itself more meaningful to its sponsors and subscribers.

SRI is trying to increase the awareness of its electronic reporting service, whereby clients can access SRI's data bases by electronic terminals. All of RADAR's reports are on the terminals, so clients can access them and get printouts suitable for target groups they're trying to sell. They're quicker to get than the written reports.

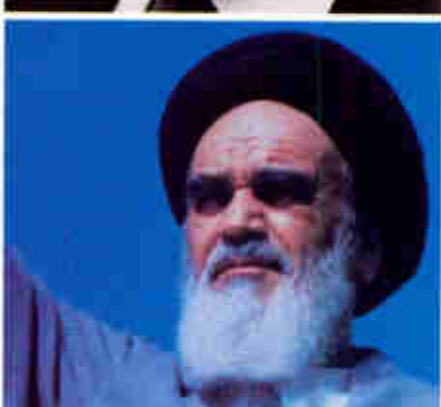
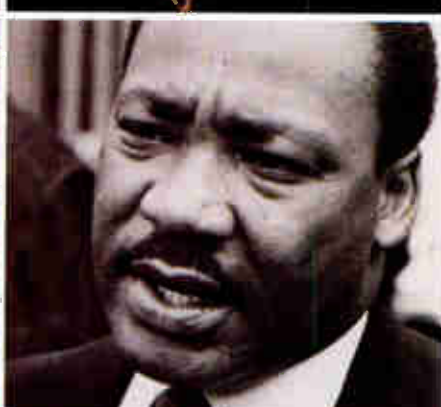
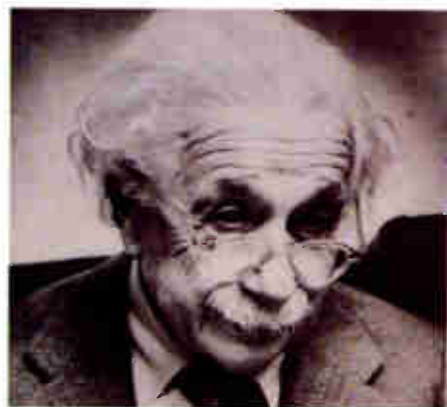
The network people, according to SRI, are aware of the electronic service, but again the affiliates may not know that it exists.

Metzger admits that some of SRI's advertising agency clients may not be aware of the electronic data bases, especially if their involvement with radio for their clients is relatively small. In that case, SRI could do a sales job for the industry as it gets the word out, to a greater degree, on the data bases.

There are two ways to access the data bases. One is through the existing standard reporting data, which SRI describes as its "super clerk options." The other way is by preparing proposed schedules for advertisers, through which these advertisers can examine possible reach and frequency results. SRI refers to these as "special tabs."

SRI feels these two data bases enhance the use of the overall statistical service which is trying to broaden its reach with increased frequency of measurement.

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As for comprehensive coverage, AP dominated there, too. In fact, during one week-long competitive play check conducted after the crash, AP accounted for more than 75% of all news service articles printed on the subject.

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RADIO ACROSS-THE-USA™

Atlanta



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WVEE-FM	B	9.8	11.4	12.9
WZGC-FM	R	11.2	10.2	11.2
WKLS-FM	A	11.0	10.3	10.1
WQXI-FM	AC	10.5	10.4	9.3
WSB	AC	6.6	7.2	8.3
WKHX-FM	C	11.2	10.3	7.8
WAOK	B	3.0	3.9	5.7
WSB-FM	AC	4.6	4.6	5.5
WPCH-FM	BM	7.5	6.4	5.3
WCLK-FM	P	0.5	2.4	4.5

QUALITATIVE DATA

DO IT YOURSELFERS (Past Year)

	made home impr.	no home impr.
WVEE-FM	32.8	67.2
WZGC-FM	39.5	60.5
WKLS-FM	26.1	73.9
WQXI-FM	41.2	58.8
WSB	28.6	71.4

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Burkhardt/Abrams adds two new divisions to their consulting firm. Christian Radio Consultation headed by **Brad Burkhardt**. Other news/talk division headed by talkshow Host **Ed Busch**.... **Ted Turner** now spending \$350,000 to enable CNN Radio to break from its all simulcast pattern with CNN TV.

Baltimore



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WIYY-FM	A	9.4	9.5	9.7
WBSB-FM	R	7.5	8.1	9.6
WXYV-FM	B	10.7	10.6	9.3
WBAL	AC	8.0	6.2	8.5
WPOC-FM	C	7.9	8.8	7.7
WFBR	AC	6.6	5.6	6.5
WLIF-FM	BM	5.9	6.4	5.7
WCAO	C	3.8	4.7	4.2
WYST-FM	AC	2.4	4.7	3.8
WWIN	B	5.3	3.9	2.4

QUALITATIVE DATA

HOUSEHOLD INCOME

	\$16,000	\$16-35,000	\$35,000
WIYY-FM	13.7	56.6	29.5
WBSB-FM	30.9	43.2	25.9
WXYV-FM	37.1	46.1	16.8
WBAL	33.3	53.7	13.0
WPOC-FM	42.5	50.9	6.6

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WMAR-FM airs Mike Joseph's "Hot Hits." Gary Franklin now PD and morning man. Franklin was assistant PD of WTIJ, New Orleans. Air Staff: **Chris Stevens** middays; **Mike Frazier**, afternoons; **Pete Michaels**, evenings; **Jim Payne**, nights; **Larry Dalton**, overnites; **Davy Crockett**, swing.

Boston



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WXKS-FM	B	8.7	9.9	12.3
WBCN-FM	A	10.6	9.6	9.0
WHTT-FM	R	8.2	7.5	8.1
WBZ	AC	11.0	9.4	7.3
WHDH	AC	6.3	5.7	6.8
WCOZ-FM	A	6.6	5.7	5.2
WRKO	T	3.0	4.8	4.7
WEEI	N	4.5	4.7	4.4
WROR-FM	AC	2.5	3.9	3.8
WVBF-FM	AC	2.4	2.8	3.6

QUALITATIVE DATA

GROCERY EXPENDITURES (Past Week)

	less than \$50	\$50-\$100	\$100 or more
WXKS-FM	20.2	30.1	49.7
WBCN-FM	47.3	23.7	29.0
WHTT-FM	43.5	36.9	19.6
WBZ	41.4	26.9	31.7
WHDH	44.2	31.1	24.7

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Dean James replaces Maxanne Sartoni as program director of WBOS. Station changes format from adult contemporary to country.... Just-released Country Music Association stats show New England states with a 69% increase in country station since 1980 - 36 to 61.

Chicago



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WGN	TAC	8.0	8.0	8.2
WMET-FM	A	5.0	7.5	7.7
WBBM-FM	H	5.6	4.6	6.4
WBMX-FM	B	4.4	5.2	5.7
WLOO-FM	BM	5.3	4.7	5.1
WGC-FM	R	5.0	5.7	4.8
WBBM	N	4.2	4.1	4.6
WMAQ	C	3.2	3.6	4.6
WLS	P	3.9	3.1	4.1
WXRT-FM	R	3.2	3.2	4.1

QUALITATIVE DATA

MAGAZINE READERSHIP (Past Week)

	less than 1 hour	1-3 hrs	3 or more hrs
WGN	50.6	42.1	7.3
WMET-FM	63.7	36.3	0.0
WBBM-FM	61.2	31.7	7.1
WBMX-FM	48.6	41.3	10.1
WLOO-FM	73.5	12.7	14.4

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WFYR VP GM Jim Barker is out after 23 years with RKO.... WUSN GM Charles Artique resigns.... Group W looks to sell WIND-AM.... Allan Wilson to station manager of WAIT and also named VP of Century Broadcasting.... Eddie Hubbard is new WAIT PD replacing Steve Sands (moves to WJJD as PD).

Cincinnati



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WKRC-FM	R	10.4	12.5	12.3
WEBN-FM	A	11.3	12.1	12.2
WBLZ-FM	B	5.8	6.1	8.9
WUBE-FM	C	5.3	6.7	7.0
WWEZ-FM	BM	5.6	6.7	6.8
WRRM-FM	AC	6.9	4.5	6.3
WKRC	AC	7.0	7.0	6.2
WLLT-FM	AC	7.8	6.3	5.7
WCKY	N/T	5.3	5.2	5.4
WLW	AC	9.3	6.3	5.3

QUALITATIVE DATA

TELEVISION VIEWING (Past Day)

	less than 2 hrs.	2-5 hrs.	5+ hrs.
WKRC-FM	28.6	53.0	18.4
WEBN-FM	61.9	21.7	16.4
WBLZ-FM	51.3	26.5	22.2
WUBE-FM	78.8	7.9	13.3
WWEZ-FM	66.2	16.5	17.3

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WSAI-FM changes call letters to WKXF.... After just a brief stint as programming/operations manager at WKRC, **Ted McAllister** departs to start own consultancy business. **WGR**, Buffalo **Dave Mason** PD is his replacement.... **WSKS** Program Director **Michael McConnell** leaves.

Cleveland



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WMMS-FM		14.2	15.6	15.0
WGCL-FM	R	10.2	12.5	13.4
WDOK-FM	BM	7.2	8.2	7.1
WMJI-FM	AC	7.5	6.1	6.7
WZAK-FM	B	4.1	3.4	6.1
WDMT-FM	B	6.1	5.4	5.5
WGAR	AC	3.8	2.8	4.5
WKSW-FM	C	4.0	6.3	4.0
WZZP-FM	AC	3.0	3.2	3.7

QUALITATIVE DATA

NEW AMERICAN CAR PURCHASERS (Past Year)

	purchased	not purchased
WMMS-FM	4.4	95.6
WGCL-FM	15.0	85.0
WDOK-FM	6.3	93.7
WMJI-FM	9.9	90.1
WZAK-FM	3.3	96.7

%AOH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Bob Dunphy is new **WZZP** PD. He was PD of **WMGQ**, New Brunswick, NJ as **Bob McKay** exits... **WGAR** names reporter **Mark DeMarino** news director... Former **WMJI-WB-BG** Operations Manager and PD **Michael McVay** named manager by Robinson Broadcasting... **WRQC** switches to top hits from album.

Dallas



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KVIL-FM	AC	10.0	11.6	10.4
KTXQ-FM	A	5.1	5.0	7.3
KAFM-FM	R	6.2	7.3	6.8
KPLX-FM	C	5.0	6.9	6.6
KEGL-FM	R	5.9	5.6	6.5
KKDA-FM	B	6.7	6.1	6.2
KZEW-FM	A	7.3	6.5	6.1
WBAP	C	6.1	6.4	6.1
KSCS-FM	C	7.1	6.9	6.0
KMEZ-FM	BM	5.2	4.5	5.9

QUALITATIVE DATA

WORKING WOMEN

	Part Time (under 20 hrs)	Full Pt (20-29)	Full time (30 +)
KVIL-FM	43.4	13.3	43.3
KTXQ-FM	59.6	0.3	40.1
KAFM-FM	14.0	10.9	75.2
KPLX-FM	38.5	12.1	49.5
KEGL-FM	28.6	0.0	71.4

%AOH Mon-Sun 6AM-Midnight
Source: Birch Jan-March 1983

MARKET SCAN

Bill Steding **KAAM/KAFM** general manager is named vice president/general manager and chief executive officer... **KFJZ**, Ft. Worth becomes **KSSA**... **Burkhart/Abrams** new news/talk consultation division to be based in Dallas. Headed by talkshow Host **Ed Busch**.

Denver



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KBPI-FM	A	7.1	7.1	8.5
KPKE-FM	R	7.3	7.5	8.3
KOAO-FM	AC	6.0	6.8	8.2
KOSI-FM	BM	6.2	5.7	6.7
KIMN	AC	5.5	5.6	5.2
KAZY-FM	A	6.6	7.1	5.1
KOA	N/T	6.1	6.0	5.1
KYGO-FM	C	5.5	6.0	4.7
KLZ	C	4.8	5.1	4.6

QUALITATIVE DATA

DAILY NEWSPAPER READERSHIP (Past 24 hours)

	read	no read
KBPI-FM	63.4	36.6
KPKE-FM	54.3	45.7
KOAO-FM	60.8	39.2
KOSI-FM	93.5	6.5
KIMN	80.7	19.3

%AOH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

KPKE changes to top hits from album rock... **Al Brady Law** exits **Surrey Research** to go to **KLAC** as VP/GM... **KLIR** PD **Mike Anthony** to return to **KCNR AM/FM**, Portland... New **KOA/KOAO**, VP/GM is **Lee Larson**. Larson was GSM at **KLOS**, Los Angeles... New **KHOW** PD is **Hal Moore**.

Detroit



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WJR	AC	10.4	10.8	10.7
WDRQ-FM	B	9.5	9.1	8.9
WRIF-FM	A	6.9	5.8	6.2
WLLZ-FM	A	7.6	7.0	5.6
WABX-FM	A	4.8	4.7	5.3
WJLB-FM	B	6.1	5.7	5.2
WHYT-FM	R	4.4	4.8	5.1
WXYZ	N/T	5.3	5.0	5.0
WCZY-FM	AC	3.5	3.8	4.7

QUALITATIVE DATA

SUNDAY NEWSPAPER READERSHIP (Past Week)

	read	no read
WJR	83.3	16.7
WDRQ-FM	67.4	32.6
WRIF-FM	57.9	42.1
WLLZ-FM	63.5	36.5
WABX	66.7	33.3

%AOH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Mark Pasman is promoted to program director of **WRIF** in Detroit after five years with the station. He replaces **Fred Jacobs**. **KSHE**, St. Louis program director **Rick Baylis** had been under consideration for the position but declined. **Fred Jacobs** to join Dallas-based **Coleman Research** as partner.

Houston



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KMJQ-FM	B	6.3	8.0	9.2
KIKK-FM	C	8.8	7.7	7.2
KRLY-FM	B	4.7	5.4	7.2
KKBQ-FM	R	7.5	8.0	7.1
KSRF-FM	A	7.9	7.2	6.6
KFMK-FM	AC	5.3	5.8	5.4
KILT-FM	C	5.2	5.8	5.4
KLQL-FM	A	7.4	5.4	4.7
KODA-FM	BM	6.4	5.2	4.6
KQUE-FM	AC	3.4	4.3	4.6

QUALITATIVE DATA

BOOK PURCHASERS

(Past Month)

	less than 2	2-3	4 or more
KMJQ-FM	66.0	34.0	0.0
KIKK-FM	62.4	24.6	13.0
KRLY-FM	74.2	17.6	8.2
KKBQ-FM	70.4	24.2	5.3
KSRF-FM	76.2	18.5	5.3

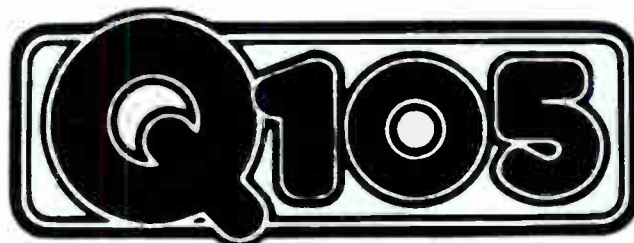
%AOH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Gary Firth promoted from exec. VP to pres. of **Starstream Communications Group**, a Houston-based radio program and promotion supplier... **Larry Vance Swikard** named GM of **KNUZ** replacing **Dave Morris** who is now GM of sister **KQUE**. **Swikard** was most recently **KAYC**, **Beaumont** VP/GM.

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Kansas City



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WDAF	C	11.1	11.0	11.9
KBEO-FM	R	11.3	11.0	9.8
KYYS-FM	A	8.0	7.9	8.1
KCMO	NT	6.4	7.4	8.0
KPRS-FM	B	6.6	5.9	7.1
KKCI-FM	A	7.3	6.2	6.8
KFKF-FM	C	6.0	5.7	6.7
KLSI-FM	AC	7.1	6.1	4.9
KUDL-FM	AC	5.2	6.1	4.4

QUALITATIVE DATA

MALL/CENTER SHOPPERS (Past Three Months)

	less than 2x	2-4	5 or more
WDAF	12.1	13.2	74.6
KBEO-FM	10.7	25.0	64.4
KYYS-FM	20.9	12.4	66.7
KCMO	35.7	12.3	51.0
KPRS-FM	6.7	5.9	87.9

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

KMBZ to change adult contemporary format to news/information. Frank Magid, Inc. conducted extensive research. Format is full-service information. Over \$100,000 in audience research and effort invested by owner Bonneville International Corporation.

Los Angeles



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KABC	T	7.1	7.9	8.0
KIIS-FM	AC	6.8	6.8	6.7
KLOS-FM	A	5.5	5.4	6.1
KROQ-FM	A	6.6	6.0	5.2
KMET-FM	A	5.1	4.8	4.8
KALI	SP	3.7	3.9	4.2
KNX	N	3.2	4.1	4.2
KUTE-FM	B	2.2	3.0	3.7
KBIG-FM	BM	2.9	2.6	3.7
KIQQ-FM	R	2.8	2.6	3.4

QUALITATIVE DATA

MAJOR APPLIANCE PURCHASERS (Past Year)

	yes dept str	yes appl str	no purch
KABC	9.4	22.6	68.0
KIIS-FM	3.1	2.4	94.5
KLOS-FM	2.2	2.7	95.1
KROQ-FM	9.0	0.9	90.1
KMET-FM	1.7	3.6	94.7

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Gerry DeFrancesco promoted to VP/programming at KIIS....KNX-FM changes call letters to KKHR as format changes to Hitradio format airing on other CBS-FM stations....Al Brady Law exits as pres. of Surrey Broadcasting and Research to join KLAC as vice president and GM. He replaces Don Kelly.

Miami



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WHYI-FM	R	14.9	14.5	12.6
WINZ-FM	R	6.6	8.4	9.3
WQBA	SP	4.5	5.5	8.0
WLYF-FM	BM	8.2	7.1	6.2
WNWS	NT	5.2	5.6	5.2
WSHE-FM	A	4.7	4.4	4.9
WAKY-FM	O	5.1	4.2	3.9
WWWL-FM	AC	3.0	3.8	3.9
WQB-FM	SP	3.2	3.8	3.8
WINZ	N	4.7	4.6	3.6

QUALITATIVE DATA

MAGAZINE READERSHIP (Past Week)

	less than 1 hour	1-3	3 or more
WHYI-FM	63.8	24.3	11.9
WINZ-FM	45.6	21.3	33.1
WQBA	76.3	14.5	9.2
WLYF-FM	57.2	32.7	10.0
WNWS	72.4	11.8	15.8

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WSHE / WSRF names Michael Hegyan and Lee Lienthal account executives....Jere J. Sullivan leaves WVCG/WYOR Miami to join WAIA as AM drive personality....WSUA now using Kalamusic syndication....Former WQAM General Manager Ron Becky takes over as WKQE-AM, Tallahassee GM.

Milwaukee



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WTMJ	AC	15.3	14.4	17.3
WLPX-FM	A	7.4	8.4	8.0
WKTI-FM	R	7.5	6.7	7.5
WQFM-FM	A	7.2	7.6	6.9
WEZW-FM	BM	6.3	5.8	5.5
WOKY	BB	6.2	6.5	5.1
WISN	AC	4.7	5.5	4.7
WMMY-FM	AC	3.6	3.1	4.7
WNOV	B	1.7	3.5	4.2
WZUU-FM	AC	5.8	4.2	4.0

QUALITATIVE DATA

HOME ENTERTAINMENT PURCHASERS (Past Year)

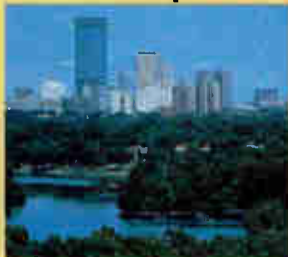
	Have	Have not
WTMJ	24.9	75.1
WLPX-FM	36.8	63.2
WKTI-FM	62.5	37.5
WQFM-FM	41.6	58.4
WEZW-FM	19.7	80.3

%AQH Mon-Sun 6AM-Midnight
Source: Birch Jan-March 1983

MARKET SCAN

Pat Martin leaves as WBCS-FM program director....Jackie Ruszczyk to promotion director of WLPX....Jim Gaslins is out as program director of WOKY. Steve Stevens is replacement....WMGF PD Dennis Winslow now PD at WMGG, Tampa.

Minneapolis



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WCCO	AC	16.5	16.6	18.3
KSTP-FM	AC	13.2	13.8	14.6
WLOL-FM	R	10.0	9.6	10.4
KDWB-FM	A	8.7	8.7	9.5
KQRS-FM	A	6.6	7.5	7.4
KEEY-FM	C	6.6	7.9	6.5
WDGY	C	5.7	5.9	5.6
WAYL-FM	BM	7.3	4.9	3.9
WCCO-FM	AC	3.4	3.5	3.2

QUALITATIVE DATA

JEWELRY PURCHASERS (Past Year)

	yes dept str	yes jewelry str	no purch
WCCO	8.7	11.9	79.4
KSTP-FM	23.1	14.3	62.6
WLOL-FM	7.9	26.7	65.4
KDWB-FM	1.1	31.4	67.5
KQRS-FM	5.7	36.3	58.0

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WLOL Research Director Gregg Swedberg is now assistant program director. Dan Seiman is new research director....Paul Sebastian is named WCCO-FM program director. He was most recently the operations manager of KFKF, Kansas City.

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New York



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WTLI-FM	B	5.0	6.7	6.6
WPLI-FM	B	5.7	6.7	6.5
WOR	T	6.1	6.9	6.4
WRUC-FM	B	4.5	5.0	5.3
WINS	N	4.8	5.1	4.9
WPLT-FM	A	4.2	4.7	4.4
WPLS-FM	B	4.6	4.8	4.4
WABC	T	3.3	3.5	4.0
WDCB	N	4.0	4.0	4.1

QUALITATIVE DATA

RECORD/TAPE PURCHASERS (Past Month)

	less than 2	2-3	4 or more
WTLI-FM	78.6	8.0	14.0
WPLI-FM	70.1	21.4	8.5
WOR	99.9	0.0	0.0
WRUC-FM	10.4	10.1	11.5
WINS	15.0	4.2	6.0

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Katz radio introduces buyer's slide rule to complete frequency distribution and adjust schedule to maximum effectiveness... WMMR, Phila. PD Charlie Kendall now WNEW-FM PD. WHTZ now airs rock.... Vince Sanders is now WWRL-AM GM. Weiss and Powell purchase Pro Radio.

Philadelphia



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WJSL-FM	B	7.3	8.5	9.5
WCAU-FM	R	7.0	8.6	9.1
WEAZ-FM	BM	9.0	8.8	7.8
KYW	N	8.7	7.3	7.3
WCAU	N/T	5.4	5.4	6.9
WDAS-FM	B	4.7	5.8	6.1
WYSP-FM	A	7.3	6.2	5.6
WWDB-FM	T	3.6	4.6	5.4
WMMR-FM	A	6.0	5.0	5.3
WMGK-FM	AC	5.7	6.0	5.2

QUALITATIVE DATA

FURNITURE PURCHASERS (Past Year)

	yes dept str	yes furn str	no purch
WJSL-FM	7.9	1.1	90.9
WCAU-FM	7.7	1.6	90.8
WEAZ-FM	5.9	14.6	78.5
KYW	17.3	5.4	77.3
WCAU	19.1	15.1	65.8

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

WWSH switches from adult contemporary to rock.... WFIL to go from country to oldies... WIFL PD Roy Laurence leaves. Doug Weldon is replacement. Format goes from "Rock of '80s" to black.... New WMMR PD is George Harris from WQXM, Tampa.... Shamrock's Roy Disney could be eyeing WWDB-FM.

Phoenix



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KDKB-FM	A	11.4	10.0	9.7
KNIX-FM	C	9.8	8.2	9.5
KUPD-FM	A	9.2	7.5	8.3
KOPA-FM	R	7.4	7.6	8.2
KZZP-FM	R	4.8	6.6	8.0
KTAR	N/T	8.0	7.2	7.0
KKLT-FM	AC	8.4	8.0	6.7
KMEQ-FM	BM	5.4	6.0	5.5
KOYT-FM	BM	6.0	6.6	5.4

QUALITATIVE DATA

DO IT YOURSELFERS (Past Year)

	made home impr.	no home impr.
KDKB-FM	32.2	67.8
KNIX-FM	52.4	47.6
KUPD-FM	33.2	66.8
KOPA-FM	56.0	44.0
KZZP-FM	35.7	64.3

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Harte-Hanks KOY signs Klemm Media as consultant.... Bill Andres leaves as AM drive of KDKB.... KZZP/KOY personality Roger Cary joins KSDO San Diego as afternoon drive host.

Pittsburgh



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KDF-A	AC	21.1	20.4	20.2
WDVE-FM	A	8.9	9.6	9.7
WAMO-FM	B	5.1	4.9	8.4
WBZZ-FM	R	10.3	11.1	8.4
WHYW-FM	AC	3.5	4.2	6.0
WHTX-FM	R	5.8	6.6	5.1
WJAS	BB	4.3	3.5	4.3
WSHH-FM	BM	4.7	4.9	4.1
WDSY-FM	C	3.5	3.8	3.4
WEPP	C	2.5	3.1	3.2

QUALITATIVE DATA

NEW-FOREIGN-CAR PURCHASERS (Past Year)

	purchased	not purchased
KDKA	0.4	99.6
WDVE-FM	1.0	99.0
WAMO-FM	0.0	99.9
WBZZ-FM	0.0	99.9
WHYW-FM	2.2	97.8

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Assistant Program Director Clark Ingram is out at WHTX.... Westinghouse looks to sell WPNT-FM.... O'Brien and Garry sign contracts for both Hearst (WTAE WHTX) and EZ Communications (WBZZ). Controversy soars.... WEPP Music Director Bill White is promoted to program director.

St Louis



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KMOX	N/T	23.9	25.0	24.6
KHTR-FM	R	12.8	13.1	12.3
KSHE-FM	A	7.7	7.1	8.5
KMJM-FM	B	6.8	6.8	8.2
KWK-A-F	A	7.6	6.1	5.4
WIL-FM	C	7.0	7.2	6.0
KSD-FM	AC	4.6	4.8	5.1
KEZK-FM	BM	4.6	4.5	4.4
KYKY-FM	AC	3.2	3.6	3.6
WRTH	BB	3.7	2.5	4.3

QUALITATIVE DATA

HOUSEHOLD INCOME

	\$16,000	\$16-35,000	\$35,000
KMOX	39.5	36.3	24.2
KHTR-FM	38.2	29.2	32.6
KSHE-FM	56.2	38.4	5.5
KMJM-FM	72.4	27.6	0.6
KWK-FM	41.9	56.7	1.3

%AQH Mon-Sun 6AM-Midnight
Source: Birch April-June 1983

MARKET SCAN

Rick Baylis, KSHE program director resigns.... Scott Alexander named program director at CBS's KHTR. Replacing Ed Scarborough who was transferred to sister station KNX-FM in Los Angeles. Alexander was program director at KWTO-FM, Springfield, MO.



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World Radio History

San Diego



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KGB-FM	A	6.7	7.6	10.3
KFMB	AC	8.0	6.8	7.6
KPRI-FM	A	4.5	6.1	6.7
KCBO-FM	C	3.1	7.0	6.6
XTRA-FM	A	8.5	9.5	6.4
KJOY-FM	BM	7.7	5.2	5.9
XTRA	R	4.9	4.4	5.3
KYXY-FM	AC	5.4	5.6	5.0
KBZT-FM	AC	3.7	4.6	4.6
KFMB-FM	AC	6.3	6.1	3.6

QUALITATIVE DATA

CABLE TV SUBSCRIPTIONS

	have	plan	no have
KGB-FM	87.4	0.0	12.6
KFMB	61.1	0.0	38.9
KPRI-FM	90.9	0.0	9.1
KCBO-FM	78.4	0.0	21.6
XTRA-FM	71.4	4.9	23.7

Source: Birch Jan. March 1983

MARKET SCAN

KSDO-FM switches from adult contemporary to rock — top 40....**New KOGO PD** replacing **Al Casey** is **Tony Maddox**...**Gene Harris** is promoted to **XHRM PD** replacing **Jeffrey Von Sutton**....**KCNN** changes format from news (affiliate of Ted Turner's Cable News Network) to big band nostalgia.

San Francisco



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KGO	N/T	8.3	10.6	12.5
KFRC	R	4.1	4.5	4.8
KMEL-FM	A	2.5	3.8	4.8
KCBS	N	5.7	4.8	4.4
KSAN-FM	C	3.4	4.5	4.5
KBLX-FM	B	3.0	4.6	4.2
KROR-FM	A	2.8	2.8	3.7
KITS-FM	R	1.8	2.8	3.5
KNBR	AC	4.3	3.8	3.8
KSFO	AC	4.4	3.6	3.3

QUALITATIVE DATA

OCCUPATION

	unskil	skild	prof
KGO	12.6	64.4	23.1
KFRC	3.4	59.7	6.9
KMEL-FM	34.0	54.8	11.2
KCBS	3.8	47.2	49.0
KSAN-FM	2.0	40.5	57.5

Source: Birch Jan. March 1983

MARKET SCAN

King sells **KYA-AM** to Bonneville International for approximately \$3.5 million. **Frank Kalil** brokered the transaction. Bonneville to pair it with **KOIT**, San Francisco there. Look for call letter change to **KOIT-AM**. **AM** will pick up same satellite feed **KOIT-FM** currently uses.

Seattle



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
KIRO	N/T	8.2	5.1	5.1
KIWW-FM	A	6.6	6.9	6.3
KIUBE-FM	R	5.5	6.8	6.5
KZOK-FM	A	8.0	2.2	6.6
KMPO-FM	R	5.5	3.2	5.9
KDAB	AC	4.4	5.5	5.8
KJR	AC	12.8	15.4	4.7
KMPS-FM	C	3.3	3.7	4.1
KSLA-FM	BM	3.2	2.7	4.0
KVI	N/T	2.8	3.4	3.9

QUALITATIVE DATA

USED CAR PURCHASERS

	purchased	no purchase
KIRO	5.8	64.2
KIWW-FM	35.1	64.9
KIUBE-FM	41.8	51.4
KZOK-FM	3.5	11.7
KMPO-FM	30.2	99.8

Source: Birch Jan. March 1983

MARKET SCAN

Sandusky's **KZAM** gets FCC approval to change call letters to **KLSY**. Will be adult contemporary format....**KZOK** looks to switch formats to John Sebastian's Eclectic Oriented Rock **KPLZ-FM** GM **Todd Bitts** leaves **KVI-AM** GM **Shannon Sweatte** to take over both stations...Sunbelt takeover of **KRAB** delayed.

Tampa



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WRBQ-FM	R	14.6	14.8	15.6
WWBA-FM	BM	9.7	7.8	10.7
WYNF	A	7.1	8.8	9.2
WQYK-FM	C	8.7	9.4	7.5
WMGG-FM	AC	5.5	6.0	7.0
WSUN	C	8.0	8.7	6.9
WQXM-FM	R	5.8	6.6	6.7
WIQI-FM	AC	6.7	7.2	6.4
WDAE	BB	7.6	5.9	4.7
WFLA	AC	3.9	4.4	3.4

QUALITATIVE DATA

NEW-AMERICAN-CAR PURCHASERS

	purchased	no purchase
WRBQ-FM	19.4	80.6
WWBA-FM	5.0	95.0
WYNF-FM	11.7	88.3
WQYK-FM	5.4	94.6
WMGG-FM	14.3	85.7

Source: Birch April-June 1983

MARKET SCAN

Dennis Winslow named **WMOG PD**. He was **WMGF**, Milwaukee PD....**WQXM** changes format (new call letters to be **WZNE**) from album rock to top hits. **PD George Harris** exits (now **WMMR**, Phila. PD)....**Jeff Brooks** now PD of News/talk **WPLP** replacing **Dick Shanks** and **Jay Katzer**.

Washington, DC



BIRCH MONTHLY

	FORMAT	A/M	M/J	J/J
WKYS-FM	B	11.2	11.6	12.7
WRQX-FM	R	7.9	8.2	9.2
WAVA-FM	A	5.5	6.5	6.7
WHUR-FM	B	5.3	6.1	6.6
WMA	AC	6.2	6.9	5.9
WWDJ-FM	A	4.7	5.0	5.8
WCAY-FM	BM	4.8	4.1	4.7
WPGC-FM	R	3.8	3.9	3.9
WLTT-FM	AC	6.0	5.5	3.8

QUALITATIVE DATA

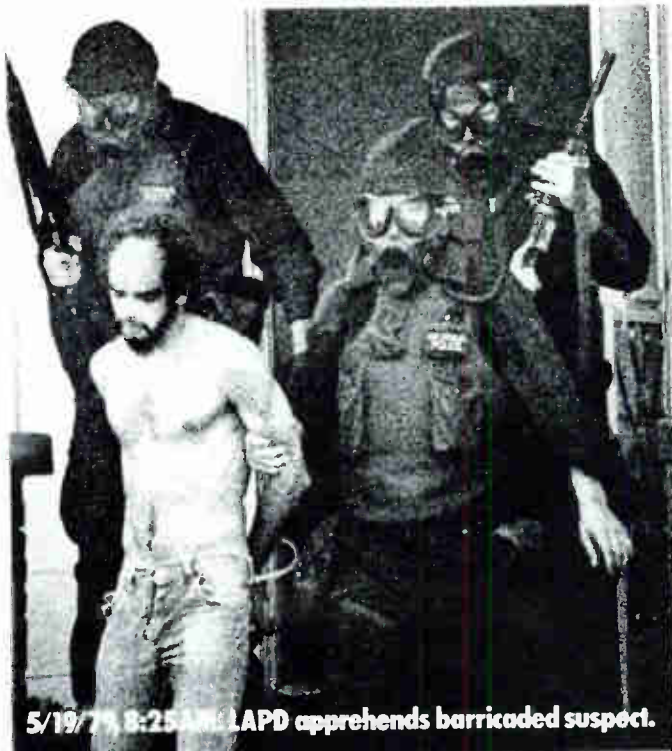
APPAREL PURCHASERS

	purchased	not purchased
WKYS-FM	85.8	14.2
WRQX-FM	89.1	11.0
WAVA-FM	86.0	14.0
WHUR-FM	71.0	29.0
WMA	81.3	18.7

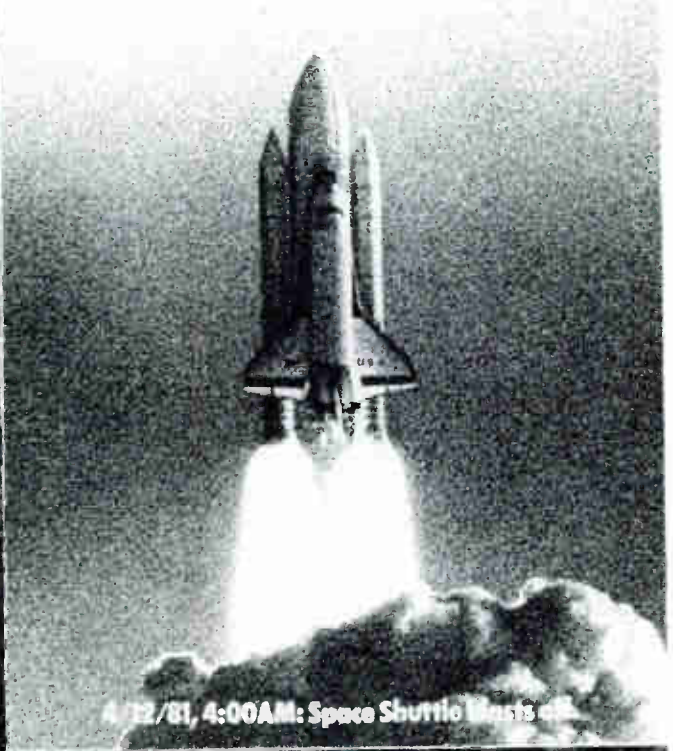
Source: Birch April-June 1983

MARKET SCAN

WASH Program Director **Bill Tanner** to institute a slow change from adult contemporary format to an adult contemporary hit station. **Rosemary Winter** is now programming assistant and promotion director. Former **WPGC** and **WRQX** staffer **Dude Walker** joins **WASH** on-air.



5/19/78, 8:25AM: LAPD apprehends barricaded suspect.

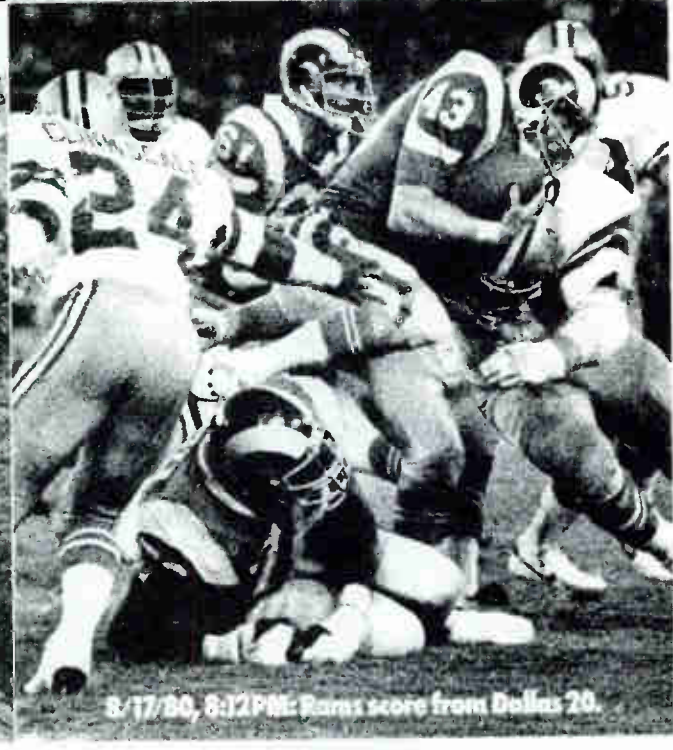


4/12/81, 4:00AM: Space Shuttle lifts off.

World Radio History



10/3/78, 6:00PM: Bluebird Canyon slides away.



8/17/80, 8:12PM: Rams score from Dallas 20.

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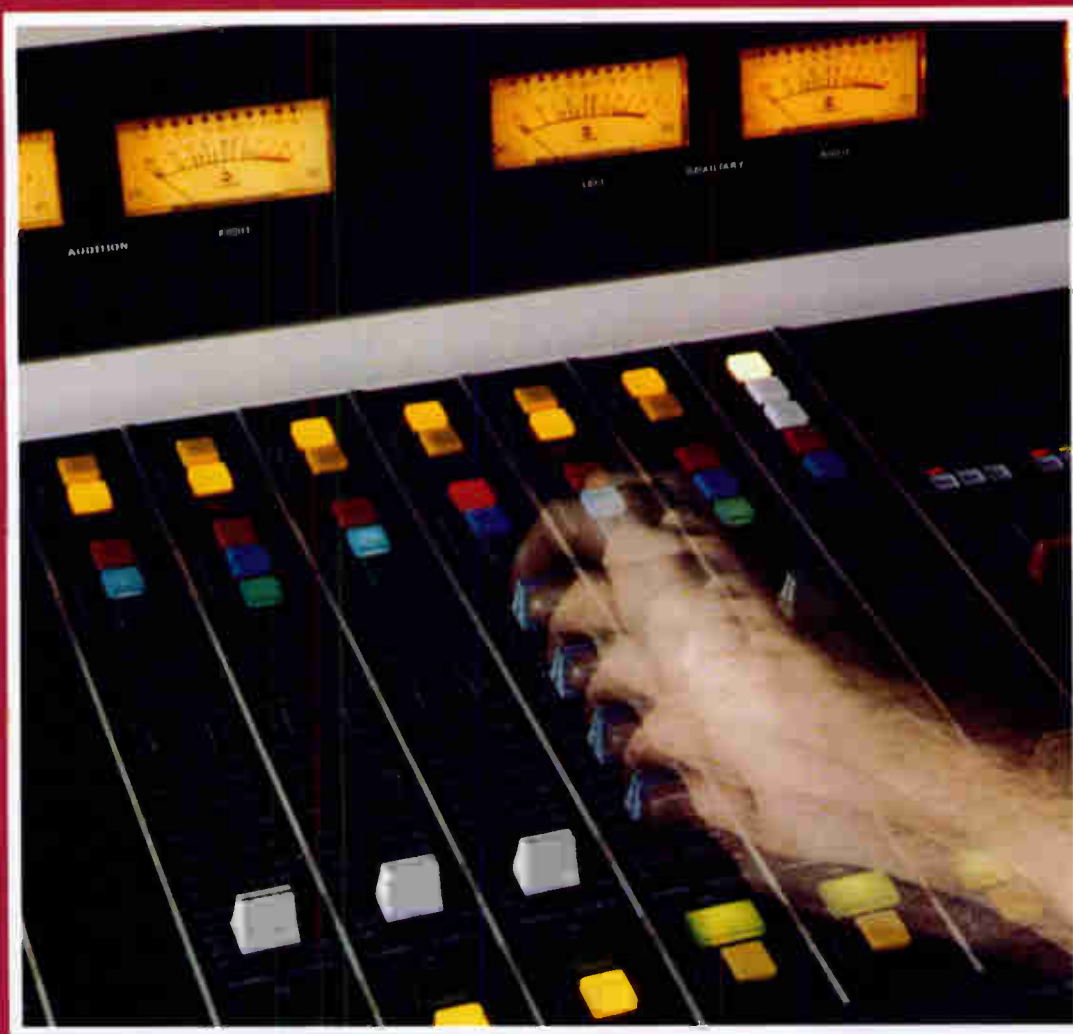
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Washington, DC 20036 (202) 331-9270
EXECUTIVES: James W. Blackburn, Jr., Pres.
Richard F. Blackburn, VP

**BROADCAST PROPERTIES
SOUTHWEST**

1667 S. Mission Road, Suite C
Fallbrook, CA 92028 (619) 728-8018
EXECUTIVE: Charles R. Kinney

BROADCAST PROPERTIES WEST

221 First Ave. W., Suite 420
Seattle, WA 98119 (206) 283-2656
EXECUTIVES: William L. Simpson, Pres.
Craig Simpson, VP

BROADCAST PROPERTIES WEST

1255 Post Street, Suite 625
San Francisco, CA 94109 (415) 441-3377
EXECUTIVE: Chester P. Coleman

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30 Riverfront Drive
Manchester, NH 03102 (603) 669-7900
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Robin C. Davis, VP Oper.

BUSINESS BROKER ASSOCIATES

3306 Glenview Place
Chattanooga, TN 37408 (615) 756-7635
EXECUTIVE: C. Alfred Dick, Owner

C**CHAPMAN ASSOCIATES**

1835 Savoy Drive, Suite 206
Atlanta, GA 30341 (404) 458-9226
EXECUTIVES: John D. Emery, Pres.
Ben Couden, Sec. Treas.

DONALD K. CLARK

P.O. Box 1065
Merritt Island, FL 32952 (305) 459-0101
EXECUTIVE: Donald K. Clark, Pres.

R. C. CRISLER & COMPANY

580 Walnut St., Suite 801
Cincinnati, OH 45202 (513) 381-7775
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Clyde G. Haehnle, VP

E**WILLIAM A. EXLINE**

4340 Redwood Hwy, Suite F-121
San Rafael, CA 94903 (415) 479-3484
EXECUTIVES: William A. Exline, Pres.
Andrew P. McClure, Assoc.

F**FAIRFIELD CAPITAL**

P.O. Box 743, Rockefeller Center Station
New York, NY 10185 (212) 737-7923
EXECUTIVE: F. Reese Brown, Pres.

NORMAN FISCHER & ASSOCIATES

P.O. Box 5308

Austin, TX 78763 (512) 476-9457
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MILTON Q. FORD & ASSOCIATES

5050 Poplar, Suite 816
Memphis, TN 38157 (901) 767-7980
EXECUTIVES: Milton Q Ford; Michael Ford

FRAZIER, GROSS & KADLEC

4801 Massachusetts Ave., NW, #390
Washington, DC 20016 (202) 966-2280
EXECUTIVES: Charles H. Kadlec, Pres.
Horace W. Gross

G**W. JOHN GRANDY**

1029 Pacific Street
San Luis Obispo, CA 93401 (805) 541-1900
EXECUTIVE: W. John Grandy, Pres.

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CONSULTING GROUP**

73 Redding Road
Georgetown, CT 06829 (203) 544-9384

H**R. D. HANNA COMPANY**

6510 Abrams Rd., Suite 530
Dallas, TX 75231 (214) 696-1022
EXECUTIVES: R.D. Hanna, Pres; Lynn Farr

DAN HAYSLETT & ASSOCIATES

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Dallas, TX 75243 (214) 691-2076
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Mary B. Hayslett, Exec. VP

THE TED HEPBURN COMPANY

P.O. Box 42401
Cincinnati, OH 45242 (513) 791-8730
EXECUTIVES: Ted Hepburn, Pres.
Heidi Hepburn-Jebson, VP, Sm. Mkts.

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16255 Ventura Blvd., Suite 219
Encino, CA 91436 (213) 986-3201
EXECUTIVES: Arthur B. Hogan; Jack Feldmann

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Suite 205, Westgate Mall
Bethlehem, PA 18017 (215) 865-3775
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Elmira, NY 14902 (607) 733-7138
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Richard L. Kozacko, VP

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1150 17th Street, NW
Washington, DC 20036 (202) 296-8995
EXECUTIVE: Edward R. McKenna, VP

K**PAUL KAGAN ASSOCIATES**

26386 Carmel Rancho Lane
Carmel, CA 93923 (408) 624-1536
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Sharon Armbrust, VP/Info. Serv.

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3438 N. Country Club
Tucson, AZ 85716 (602) 795-1050
EXECUTIVES: Frank C. Kalil, Pres.
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San Francisco, CA 94104
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P.O. Drawer D
Goshen, NY 10924 (914) 294-9515
EXECUTIVE: Jim O'Grady

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1350 N. Kolb Road, Suite 125
Tucson, AZ 85715 (602) 886-5369
EXECUTIVES: Edwin G. Richter, Jr.
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Colorado Springs, CO 80910 (513) 381-3380
EXECUTIVES: Leon Lowenthal, Pres.
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Atlanta, GA 30305
(404) 261-3000 (800) 531-1500
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Mary B. Bush, Exec. VP

S

SHERMAN AND BROWN ASSOCIATES

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Miami, FL 33131 (305) 371-9335

EXECUTIVES: Gordon Sherman, Pres.
Alan Sherman, Sec.

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575 Madison Avenue
New York, NY 10022 (212) 355-0405
EXECUTIVE: Howard E. Stark, Prin.

T

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P.O. Box 8698
Washington, DC 20011 (202) 291-8700
EXECUTIVE: Edwin Tornberg, Pres.

W

WALKER MEDIA & MANAGEMENT

1600 S. Eads St., Suite 418-S, P.O. Box 2264
Arlington, VA 22202
(703) 521-4777 (813) 778-3617
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John F. Hurlbut, VP

J. N. WELLS & COMPANY

Suite 125, 210 W. 22nd St.
Oak Brook, IL 60521 (312) 325-0901
EXECUTIVES: Joseph N. Wells, Pres.
Charles C. Well, Exec. VP

CONSULTANTS

A

ROGER AHRENS ADVERTISING & PUBLIC RELATIONS

5 Riverside Drive
New York, NY 10023 (212) 580-8314
EXECUTIVE: Roger Ahrens, Pres.

THE AIRCASTING CORPORATION

P.O. Box 182
Scottsdale, AZ 85252 (602) 840-7341
EXECUTIVES: Dick Gilbert, Pres. GM
Alma Gilbert, VP/Proj. Mgr.

ALFREDO MARKETING & MANAGEMENT CORPORATION

P.O. Box 19060
San Diego, CA 92119 (619) 588-6747
EXECUTIVE: William P. Alfredo, Pres.

AMERICAN DATA TRANSMISSION

15-26 215th Street
Bayside, NY 11360 (212) 225-4159
EXECUTIVES: Robert E. Richer, Pres.
Richard Sequerra, Exec. VP

ATLANTIC COMMUNICATIONS

1153 Winged Foot Circle
Winter Springs, FL 32708 (305) 365-4321
EXECUTIVE: Russell D. Bredholt, Pres.

AUDIENCE RESEARCH & DEVELOPMENT

8220 Elmbrook Drive, #126
Dallas, TX 75247 (214) 630-5097
EXECUTIVES: Bill Taylor, Sr. Partner
Willis Duff, Sr. Partner

B

RICHARD W. BALES

Broadcast Management Consultant
903 Charlesgate Circle
East Amherst, NY 14051 (716) 688-8456
EXECUTIVE: Dick Bales

B.G.W. ASSOCIATES

P.O. Box 151
Riverside, CT 06878 (203) 637-4605
EXECUTIVES: Richard L. Geismar
Fred E. Walker

BOTIK BROADCAST SERVICES

Route 6, Box 49-B
Austin, TX 78737 (512) 288-0625
EXECUTIVES: Bob Botik, Pres; Terry Botik, VP

ROBERT W. BRECKNER

1014 North Bundy Drive
Los Angeles, CA 90049 (213) 472-2132
EXECUTIVE: Robert W. Breckner

BROADCASTING UNLIMITED

16 Coltsway
Wayland, MA 01778 (617) 358-4828
EXECUTIVES: Jay Williams, Jr., Pres.
Robin C. Davis, VP/Oper.

BROADCAST MARKETING CO.

450 Mission Street
San Francisco, CA 94105 (415) 777-5400
EXECUTIVES: William L. McGee, Pres.
Bert LeVine, VP GM

BROADCASTING KILEY COMMUNICATIONS

9135 North Meridian Street, Suite B4
Indianapolis, IN 46260
(317) 944-6216 (317) 253-7693 home
EXECUTIVES: Robert D. Kiley, Pres.
Roger W. Kiley

BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOCIATES

6500 River Chase Circle, East
Atlanta, GA 30328 (404) 955-1550
EXECUTIVES: Kent Burkhardt, Chmn.
Dwight Douglas, Pres.

GARY BURNS & ASSOCIATES

11530 Vance Jackson, Suite 817
P.O. Box 40013
San Antonio, TX 78229 (512) 691-1961
EXECUTIVES: Gary Burns; Brenda Weatherby

BURNS MEDIA CONSULTANTS

3054 Dona Marta Drive
Studio City, CA 91604 (213) 985-8522
EXECUTIVES: George A. Burns; Judith Burns

C

CAMERON COMMUNICATIONS

76 State Street
Brooklyn Heights, NY 11201 (212) 852-5455
EXECUTIVE: Jim Cameron, Pres.

CAVALIER COMPUTER SERVICES

1500 West Third Avenue
Columbus, OH 43212 (614) 486-3338
EXECUTIVES: Chuck Jack, Pres.
Tom Millican, Sales Mgr.

BOB CESSNA'S CONSULTANT SERVICES

P.O. Box 5356
Daytona Beach, FL 32018 (904) 255-1154
EXECUTIVES: Bob Cessna, Pres.
Jane Cessna, Sec./Treas.

CONNECTICUT CONSULTING GROUP

73 Redding Road
Georgetown, CT 06829 (203) 544-9384
EXECUTIVES: Thomas L. Greenbaum, Mang. Dir.
Lester G. Peterson, Mang. Dir.

BUD CONNELL ASSOCIATES

BC Programming/BC Consultants
P.O. Box 50278
Nashville, TN 37205 (615) 356-1100
EXECUTIVES: Bud Connell, Pres.
Jennifer G. Connell, Sec. Treas.

COUNTRY CONSULTANTS

1425 E. Orange Grove #23
Pasadena, CA 91104 (213) 791-4836
EXECUTIVE: Bill Taylor, Owner

CRAMER COMMUNICATIONS

P.O. Box 120427
Arlington, TX 76012
(814) 274-9892 (214) 660-2061
EXECUTIVES: Carl Cramer, Pres.
Wes Osborn, Dir./Res.

CONSULTANTS

D

E. ALVIN DAVIS & ASSOCIATES

Radio Programming & Marketing
9851 Forest Glen Drive
Cincinnati, OH 45242 (513) 683-6500
EXECUTIVES: E. Alvin Davis, Pres.
Cheryl Swanson, Mgr.

DRAKE-CHENAULT ENTERPRISES

8399 Topanga Canyon Boulevard
P.O. Box 1629
Canoga Park, CA 91304 (213) 883-7400
EXECUTIVES: James Kefford, Pres.
Denny Adkins, Sr. VP

E

ELTING ENTERPRISES

515 Madison Avenue
New York, NY 10022 (212) 838-0394
EXECUTIVE: John W. Elting

EOR

John Sebastian
8355 E. San Rosendo
Scottsdale, AZ 85258 (602) 951-9029
EXECUTIVE: John Sebastian, Pres.

WILLIAM A. EXLINE

4340 Redwood Hwy, Suite F-121
San Rafael, CA 94903 (415) 479-3484
EXECUTIVES: William A. Exline, Pres.
Christopher H. Exline, Sec./Treas.

F

FIRSTCOM BROADCAST SERVICES

13747 Montfort Dr., Suite 220
Dallas, TX 75240 (214) 934-2222
EXECUTIVES: Jim Long, Chmn; Bob May, Pres.

NORMAN FISCHER & ASSOCIATES

P.O. Box 5308
Austin, TX 78763 (512) 476-9457
EXECUTIVE: Norman Fischer

FM ATLAS PUBLISHING

P.O. Box 24
Adolph, MN 55701 (308) 237-7953
EXECUTIVE: Bruce F. Elving

FUTUREMARK RADIO SERVICES

88 N. Franklin Street
Wilkes-Barre, Pa 18711 (717) 823-9408
EXECUTIVES: Joe Montione, Dir. Prog. Dev.
John Hartman, Dir. Music Res.

H

BOB HATTRIK COMMUNICATIONS

21 Carriage Lane, Suite 200
St. Louis, MO 63108 (314) 361-6666
EXECUTIVE: Bob Hattrik, Pres.

BOB HENABERY ASSOCIATES

136 East 55th Street
New York, NY 10022 (212) 753-6513
EXECUTIVE: Bob Henabery, Pres.

HIRSCH COMMUNICATIONS SERVICES

447 Westover Road
Stamford, CT 06902 (203) 324-2911
EXECUTIVES: James C. Hirsch; D.L. Hirsch

HOFFMAN UNLIMITED

26 Greentree Circle
Westbury, NY 11590 (516) 333-0127
EXECUTIVE: Robert M. Hoffman

THE HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017 (215) 865-3775
EXECUTIVES: Arthur Holt, Pres.
Bernhard Fuhrmann, Assoc.

MIKEL HUNTER BROADCAST SERVICES

202 Calvert Drive, Suite 202
Cupertino, CA 95014 (408) 973-8199
EXECUTIVES: Mikel Hunter-Herrington, Pres.
Janet Rew, VP Oper.

J

JEAVIS PROGRAMMING CONSULTANTS

P.O. Box 4917
St. Louis, MO 63108 (800) 458-3491
EXECUTIVES: Barbara Rogers, Pres.
Chris Turner, VP/Corp. Mgr.

MICHAEL JOSEPH

Program Consultant, 11 Punchbowl Drive
Westport, CT 06880 (203) 227-8326
EXECUTIVE: Michael Joseph, Pres.

K

RAY KANDEL & ASSOCIATES

2222 Avenue of The Stars, Suite 2102
Los Angeles, CA 90067 (213) 277-4980
EXECUTIVES: Ray Kandel; H. Kandy Rohde

E. KARL BROADCAST CONSULTING

2976 Flora
San Luis Obispo, CA 93401 (805) 543-6386
EXECUTIVE: E. Karl, Pres.

KLEMM MEDIA

Box 264
Washington, CT 06793 (203) 868-0505
EXECUTIVES: David R. Klemm, Pres.
Tom Zarecki, Dir. Prog. Strategy

KRNA

1027 Hollywood Blvd. at Broadway
Iowa City, IA 52240 (319) 351-6426
EXECUTIVES: Eliot A. Keller, Pres.
David P. Haney, Exec. VP

KZTR FM 96

P.O. Box 5053
Ventura, CA 93003 (805) 656-3696
EXECUTIVE: Kenneth Cowan, Pres./GM
Steve Iker, Sales Mgr.

L

LANDSMAN/RIVERS RADIO SERVICES

135 East 54th Street
New York, NY 10022 (212) 855-0445
EXECUTIVES: Dean Landsman, Pres.
Steve Rivers, VP

PAM LONTOS

7055 Merriman Parkway
Dallas, TX 75231 (214) 341-1670
EXECUTIVE: Pam Lontos

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT

1330 Millbrae Avenue
Millbrae, CA 94030 (415) 692-7777
EXECUTIVE: John C. Lund, Pres.

CHRIS LYTLE & ASSOCIATES

Advertising/Seminars
110 East Main St., Suite 402, The Tenney Bldg.
Madison, WI 53703 (608) 256-1066
EXECUTIVES: Chris Lytle, Pres.
Sarah McCann, Dir. Mktg.

M

BRUCE MARR & ASSOCIATES

News/Talk Programming Consultants
2020 Le Droit Drive
South Pasadena, CA 91030 (213) 441-5183
EXECUTIVES: Bruce Marr; Maureen Hudson

KENNETH R. MEADES

P.O. Box 3831
Beverly Hills, CA 90212
EXECUTIVE: Kenneth R. Meades, Owner, Mgr.

MEDIA RESEARCH GRAPHICS

4615 Rubio Avenue
Encino, CA 91436 (213) 789-4000
EXECUTIVES: Allen S. Klein, Pres.
Vicki Ann Doheney, VP

JEFFREY MILLER AND COMPANY

120 East 36th Street, Suite 2-D
New York, NY 10016 (212) 689-6982
EXECUTIVE: Jeffrey Miller, Pres.

MITCHELL COMMUNICATION SERVICES

168 Gracey Road
Canton, CT 06019 (203) 693-0388
EXECUTIVES: Jay I. Mitchell, Pres.
Phillip E. Mikan, Exec. VP

N

MORT L. NASATIR

Communications Consultant
330 Beacon Street, Suite C35
Boston, MA 02116 (617) 266-1400
EXECUTIVE: Mort L. Nasatir, Pres.

NOBLE BROADCAST CONSULTANTS

4891 Pacific Highway
San Diego, CA 92110 (619) 291-8510
EXECUTIVES: John W. Schoen, VP/GM
Bob Harper, VP/Res. & Contemp. Prog.

P

JEFF POLLACK COMMUNICATIONS

984 Monument St., Suite 204
Pacific Palisades, CA 90272 (213) 459-2783
EXECUTIVES: Jeff Pollack, Pres.
Allen Peterson, VP/Prog. & Res.

PRIKRYL MEDIA INVESTMENTS

8340 East Princeton Avenue
Denver, CO 80237 (303) 771-7675
EXECUTIVES: R.W. Prikrly; Patricia Prikrly

THE PROGRAMMING CO-OP

3345 North Main Street
Racine, WI 53402 (414) 681-1866
EXECUTIVES: Steven Warren, Exec. Dir.
Katie Van Pelt, Music Dir.

We bring new ideas to the industry.

If you are thinking of
dropping Beautiful Music or AOR,
we'd like to discuss
consulting you
on some new format ideas
we have developed for the
25-54 demographic.

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136 East 55th Street, New York, N.Y. 10022 212-753-6513

CONSULTANTS

R

RADIOACTIVITY

Broadcast Consultation
2429 Colonial Drive NE
Atlanta, GA 30319 (404) 266-0020 collect
EXECUTIVES: Dain Schult, Pres., Chief Prog. Consul.
Kevin O'Connell, VP Prod.-Mktg.

RADIO CLEARINGHOUSE

P.O. Box 3450
Logan, UT 84321 (801) 752-2895
EXECUTIVE: Jeff Weber, Pres.

RADIO MARKETING CONCEPTS

Rt. 4, Box 43
Warrenton, VA 22186 (703) 347-3555
EXECUTIVE: Norman Goldsmith, Pres.

RML

Box 36713
Tucson, AZ 85740 (602) 742-2034
EXECUTIVE: Bob Lowry, Pres.

S

SCHUTZ & COMPANY

515 Madison Avenue
New York, NY 10022 (212) 688-2380
EXECUTIVES: William B. Schutz, Jr.
Joseph Savalli

JOHN SEBASTIAN/EOR

8355 E. San Rosendo
Scottsdale, AZ 85258 (602) 951-9029
EXECUTIVE: John Sebastian, Pres.

SHANE MEDIA SERVICES

7703 Windswept Lane
Houston, TX 77063 (713) 461-9958

EXECUTIVE: Ed Shane, Partner
Pamela Shane, Partner

SHERWOOD, HENNES & ASSOC.

3125 Maple Leaf Drive
Glenview, IL 60025 (312) 439-1230
EXECUTIVES: Burt Sherwood, Pres.
Bill Hennes, VP

CLARK F. SMIDT

85 Westbourne Terrace
Brookline, MA 02146 (617) 232-1322
EXECUTIVE: Clark F. Smidt, Pres.

EDGAR S. SPIZEL

1782 Pacific Avenue
San Francisco, CA 94109 (415) 474-5735
EXECUTIVE: Edgar S. Spizel

SURREY CONSULTING AND RESEARCH

165 South Union, Suite 606
Denver, CO 80228 (303) 989-9980
EXECUTIVE: Doug Jones, Exec. VP

T

TAIT APPRAISAL COMPANY

3663 West 6th Street
Los Angeles, CA 90020 (213) 385-1663
EXECUTIVES: David M. Tait, Pres.
Myron W. Ladd, VP

TAYLOR COMMUNICATIONS

World Trade Center
San Francisco, CA 94111 (415) 398-1116
EXECUTIVES: Peter V. Taylor, Pres.
Robert W. Warren, Res. Asst.

TM PROGRAMMING

1349 Regal Row
Dallas, TX 75247 (214) 634-8511
EXECUTIVES: Pat Shaughnessy, Pres.
Neil Sargent, VP GM

U

JOHN ULMER AND ASSOCIATES

925 Main Street, Suite 100
Stone Mountain, GA 30083
(404) 469-3024
EXECUTIVE: John R. Ulmer

W

WALKER MEDIA & MANAGEMENT

1600 S. Eads St., Suite 418-S
P.O. Box 2264, Arlington, VA 22202
(703) 521-4777 (813) 778-3617
EXECUTIVES: William L. Walker, Jr., Pres.
John F. Hurlbut, VP

TODD WALLACE/ASSOCIATES

P.O. Box 11347, Phoenix, AZ 85061
(602) 242-6800 (800) 528-6082
EXECUTIVES: Todd Wallace, Pres.
Bill Clemens, Dir. Consult.

CHARLES WARNER

1381 Filbert Street
San Francisco, CA 94109
(415) 885-2360
EXECUTIVE: Charles Warner

RON WHITE

P.O. Box 4189
Little Rock, AR 72214 (501) 661-7522
EXECUTIVE: Ron White

EQUIPMENT MANUFACTURERS

A

AMCO ENGINEERING COMPANY

3801 N. Rose Street
Schiller Park, IL 60176 (312) 671-6670
EXECUTIVES: Edwin Anderson, Pres.
Joseph Mack, VP

TYPE OF PRODUCT SERVICES: Cabinet and console enclosure systems in vertical, sloped and low-silhouette styles; EMI, aluminum frames, desks and instrumentation cabinets: standard, modified standard, custom delivery are all available.

AMERICAN DATA TRANSMISSION

15-26 215th Street
Bayside, NY 11360 (212) 225-4159
EXECUTIVES: Robert E. Richer, Pres.
Richard Sequerra, Exec. VP
TYPE OF PRODUCT SERVICES: Specialized digital SCA sending and receiving equipment.

AMPEX CORPORATION

401 Broadway
Redwood City, CA 94063 (415) 367-4161
EXECUTIVES: Roy H. Ekrom, Pres. & CEO
Charles A. Steinberg, Exec VP & COO
TYPE OF PRODUCT SERVICES: Monaural, stereo, and multitrack audio recorders (studio and portable versions); audio mastering and recording tape.

AUDITRONICS

3750 Old Getwell Road
Memphis, TN 38118 (901) 362-1350
EXECUTIVES: Welton Jetton, Pres.
James Woodworth, VP Sales
TYPE OF PRODUCT SERVICES: Manufacturer of audio consoles for on-air and production applications.

AUTOGRAM CORPORATION

P.O. Box 456, 631 J. Place
Plano, TX 75074 (214) 424-8585
EXECUTIVE: Ernest T. Ankele, Jr., Pres.
TYPE OF PRODUCT SERVICES: Manufacturer of audio consoles for broadcast use, including MICROGRAM, microprocessor-controlled console, the IC-10, the AC-8, and the AC-6 traditional models.

B

BILLBOARD INFORMATION NETWORK

1515 Broadway
New York, NY 10036 (212) 764-4583
EXECUTIVES: Sally Stanton, Dir. Sales
Maureen Rooney, Acct. Rep.
TYPE OF PRODUCT SERVICES: BIN is an online music industry database, offering weekly update of current record airplay and advance Billboard magazine charts to music industry executives.

BROADCAST AUDIO CORP.

11306 Sunco Drive
Rancho Cordova, CA 95670 (916) 635-1048
EXECUTIVES: David W. Evans, Pres.
John M. Fernandez, VP
TYPE OF PRODUCT SERVICES: Stereo and mono Audio Consoles, with 5-20 mixing positions using both rotary and slide faders. Also MOS-FET monitor amplifiers, distribution amplifiers and phono preamps.

BROADCAST ELECTRONICS

4100 N. 24th Street, P.O. Box 3606
Quincy, IL 62305 (217) 224-9600
EXECUTIVES: Lawrence J. Cervon, Pres.
Curtis J. Kring, VP Mktg.
TYPE OF PRODUCT SERVICES: Tape cartridge machines, audio consoles, 4,5,8 and 10 channel, turntables, tonearms, program automation systems, FM transmitters, 30 kw, 5 kw, 3.5 kw, and 1.5 kw, FM exciters, stereo generators, and SCA generators.

C

CAVALIER COMPUTER SERVICES

1500 West Third Avenue
Columbus, OH 43212 (614) 486-3338

EQUIPMENT MANUFACTURERS

EXECUTIVES: Chuck Jack, Pres.
Tom Millican, Sales Mgr.

TYPE OF PRODUCT SERVICES: Computer software to manage radio broadcasting commercial inventory traffic, logging, billing and reports. Written on CP/M and MS DOS operating systems.

CAVOX STEREO PRODUCTIONS

502 S. Isis Avenue, P.O. Box 6814
Inglewood, CA 90312-6814
(213) 776-6933 (800) 421-1029

EXECUTIVES: Lee Tate, Pres.

Robert Mayfield, Dir. Sales/Prog.

TYPE OF PRODUCT SERVICES: CAVOX produces radio program formats and a music library service for automated, semi-automated and live radio stations, both AM and FM.

CECO COMMUNICATIONS

2115 Avenue "X"
Brooklyn, NY 11235 (800) 221-0860

EXECUTIVE: Tony Ianna, Radio Mgr.

TYPE OF PRODUCT SERVICES: Transmitting tubes, receiving tubes, industrial tubes: EIMAC, RCA, AMPEREX, GE, ITT.

CETEC BROADCAST GROUP

1110 Mark Avenue
Carpinteria, CA 93013 (805) 684-7686

EXECUTIVES: Hugh Wilcox, Div. Mgr.
Tom Haag, GM

TYPE OF PRODUCT SERVICES: Complete hardware, software and installation training. Integrated system traffic, billing, sales, receivables, payables, payroll, asset depreciation, ledger, and music rotation for radio stations.

CIRCUIT RESEARCH LABS (CRL Audio)

3204 S. Fair Lane
Tempe, AZ 85282
(602) 894-0077 (800) 535-7648

EXECUTIVES: Ronald R. Jones, Pres.
Bob Richards, Sales Mgr.

TYPE OF PRODUCT SERVICES: Audio Processing equipment for AM and FM transmission. Includes: limiters, AGCs, four band processors. Also new product line SCA Generator Processor for subchannel communications.

COLUMBINE SYSTEMS

7 Jackson Bldg., Level 3
Plaza of the Presidents
Golden, CO 80401 (303) 279-4000

EXECUTIVES: William S. Cole, CEO
Dave Weidner, Pres.

TYPE OF PRODUCT SERVICES: Complete broadcast information system in conjunction with discounted IBM hardware. Applications include traffic, sales analysis, film, music, general ledger, and payroll.

COMPUTER CONCEPTS CORP.

8001 W. 63rd Street
Shawnee Mission, KS 66202
(913) 677-4000 collect (800) 255-6350

EXECUTIVES: Greg Dean, Pres.
John Clark, Reg. Sales Mgr.

TYPE OF PRODUCT SERVICES: An in-house computer system that automates log scheduling, co-op management, billing, accounts receivable, payroll, and full ledger functions for radio stations. Word processing and music management are also available.

COMPUTER MANAGEMENT SYSTEMS (CMS/ANACOMP)

6610 North Shadeland Avenue
Indianapolis, IN 46220 (317) 842-1830

EXECUTIVES: Myron L. Keeney, VP
Sally A. Huffine, Proj. Coordinator

TYPE OF PRODUCT SERVICES: Broadcast Management Information System—A comprehensive system developed for radio stations to perform sales, traffic, billing, accounts receivable and management reporting functions.

CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

P.O. Box 270879
Dallas, TX 75227 (214) 381-7161

EXECUTIVES: Vernon Collins, VP Dom. Mktg.
Everett King, VP Inter'l Mktg.

TYPE OF PRODUCT SERVICES: Manufacturer AM and FM transmitters from 1 kw to 50 kw for the domestic radio market and higher power for the international radio market.

CUSTOM BUSINESS SYSTEMS

20th & Winchester, P.O. Box 67
Reedsport, OR 97467 (503) 271-3684

EXECUTIVES: Jerome Kenagy, Pres.
Steve Kenagy, VP Mktg.

TYPE OF PRODUCT SERVICES: A complete computer system for radio stations ranging from \$18,000 to \$60,000.

D

DATA COMMUNICATIONS CORP.

3000 Directors Row
Memphis, TN 38131 (901) 345-3544

EXECUTIVES: Norfleet R. Turner, CEO
F. Scott Pierce, Pres. Broadcast Div.

TYPE OF PRODUCT SERVICES: BIAS Traffic System—an automated system to manage the station's commercial inventory with rotations and alternate schedules. Accounting options include accounts payable general ledger and accounts receivable.

DELTA ELECTRONICS

5730 General Washington Drive
Alexandria, VA 22312 (703) 354-3350

EXECUTIVES: Joseph Novak, Mgr. Mktg.
R.G. Bousman, Sales Engineer

TYPE OF PRODUCT SERVICES: Manufacturer of RF instrumentation equipment including: RF am-meters, directional antenna phase monitors, operating impedance bridges, transmitter remote control systems, amplitude and frequency modulation controllers.

DEWOLFE MUSIC LIBRARY

25 W. 45th Street
New York, NY 10036 (212) 382-0220

EXECUTIVES: Andy Jacobs, VP
Larry Kessler, VP

TYPE OF PRODUCT SERVICES: Complete 21-LP album sound effects library with over 700 sound effects for radio programs and commercials.

E

ELCOM BAUER

6199 Warehouse Way
Sacramento, CA 95826 (916) 381-3750

EXECUTIVES: Paul E. Gregg, Pres.
Juan Alonso, VP Admin.

TYPE OF PRODUCT SERVICES: Manufacturer of AM and FM radio transmitters in power levels from 10 watts to 50,000 watts, audio processing equipment and other items for the broadcasting industry.

F

FIDELIPAC CORPORATION

P.O. Box 808
Moorestown, NJ 08057 (609) 235-3900

EXECUTIVE: Arthur Constantine, VP Sales

TYPE OF PRODUCT SERVICES: Broadcast tape cartridges, on air lights, cartridge racks, alignment tapes, bulk tape erasers, microphones, headphones, tonearms, phonograph cartridges & stylii, recording tape.

G

GROTON COMPUTER

19 Fort Hill Road
Groton, CT 06340 (203) 445-2325

EXECUTIVES: R. H. Salews, Sys. Mgr.
James Springer, Mktg. Mgr.

TYPE OF PRODUCT SERVICES: Providing a full-range logging and accounting software package on Apple II Computers. Included are daily logs, affidavits, billing and month-end reports.

H

HARRIS CORPORATION BROADCAST DIVISION

P.O. Box 4290
Quincy, IL 62305-4290 (217) 222-8200

EXECUTIVES: Gene T. Whicker, VP/GM
Eugene O. Edwards, VP Mktg.

TYPE OF PRODUCT SERVICES: Full-line supplier of AM and FM broadcast equipment, including transmitters, antennas, earth stations, cameras, audio consoles/processors, studio products, microwave equipment, OB vans, and turnkey systems.

I

IGM

4041 Home Road
Bellingham, WA 98226 (206) 733-4567

EXECUTIVES: Jim Wells, GM
Nick Soiberg, Tech. Mktg. Mgr.

TYPE OF PRODUCT SERVICES: Complete broadcast automation systems; Instacart 12.24.48 multiple cartridge instant access; Go-Cart 24.42.78 multiple cartridge random access; Custom System Design Group for studio and broadcast stations.

J

JEFFERSON DATA SYSTEMS

501 Archdale Drive, Executive Plaza
Charlotte, NC 28210 (704) 525-3901

EXECUTIVES: Michael D. Jones, VP/GM
Lou Pfeiffer, Dir. Mktg.

TYPE OF PRODUCT SERVICES: Broadcast computer software to handle the business functions of radio: sales, traffic, billing, accounting.

K

KAHN COMMUNICATIONS

839 Stewart Avenue
Garden City, NY 11530 (516) 222-2221

EXECUTIVE: Leonard R. Kahn, Pres.

TYPE OF PRODUCT SERVICES: AM Stereo Exciters: to produce Kahn/Hazelline independent sideband stereo signal. Lines-Plus: enhancement equipment. Symmetra-Peak: processor. Sound-Off: audio squelch. AM & FM stereo tuners.

L

LPB

28 Bacton Hill Road
Frazer, PA 19355 (215) 644-1123

EXECUTIVES: Richard H. Crompton, Pres.
Harry N. Larkin, VP Mktg.

TYPE OF PRODUCT SERVICES: Audio consoles, studio furniture, compressor limiters, audio distribution amplifiers, AM transmitters, AM STL

EQUIPMENT MANUFACTURERS

systems, travelers information service, AM transmission systems.

M

MOSELEY ASSOCIATES

111 Castilian Drive
Goleta, CA 93117 (805) 968-9621

EXECUTIVES: Chuck Rockhill, VP Mktg. & Sales
Kin Jones, Mgr. Sales

TYPE OF PRODUCT/SERVICES: Manufacture aural studio transmitter links (mono and composite), transmitter remote control systems, subcarrier generators demodulators, stereo generators demodulators, remote pickup links, and associated accessories.

N

NETWORK PRODUCTION MUSIC LIBRARY

4429 Morena Boulevard
San Diego, CA 92117
(619) 272-2011 (800) 854-2075

EXECUTIVES: Robert M. Skomer, Pres.
Michael D. Anderson, Sales Mgr.

TYPE OF PRODUCT SERVICES: Contemporary music library available on record and tape; 59- and 29- second broadcast edits; 40-volume sound effects library.

NIDUS SYSTEMS COMPANY

4090 Youngfield
Wheatridge, CO 80033
(303) 422-6889 (800) 525-0331

EXECUTIVES: Marshall R. Hambric, Pres.
Bill Myers, Sales Mgr.

TYPE OF PRODUCT/SERVICES: The NIDUS Broadcast Management System provides a computer system designed for broadcasters and includes traffic management, sales management and financial management.

R

RADIO COMPUTING SERVICES

177 N. Dean Street, Penthouse Level
Englewood, NJ 07631 (201) 567-3263

EXECUTIVES: Andrew Economos, Pres.
Larry S. Miller, Dir. Oper.

TYPE OF PRODUCT SERVICES: Creates, supports, and maintains a full line of integrated radio in-

formation systems including Traffic 2000, Selector, Sampler, Storm Center—all designed to be the most flexible, human-engineered systems in radio.

THE RADIO MANAGEMENT SYSTEM

Box 373
Johnstown, OH 43031 (614) 927-1031

EXECUTIVE: Robert A. Kramer, Sales Mgr.

TYPE OF PRODUCT/SERVICES: Complete software system for radio station billing, traffic and affidavits. On-site training included. TRS-80 Model II and Model 16 with floppy or hard disk drives.

RAH RAH PRODUCTIONS

P.O. Box 4917
St. Louis, MO 63108 (800) 458-3491

EXECUTIVES: Rashida Kameliah, Pres.

Chris Turner, VP Corp. Mgr.

TYPE OF PRODUCT/SERVICES: Computers, computer software, including: billing, logs, music rotation, accounting, accounts receivable, research and data statistical analysis.

S

SAKI MAGNETICS

8650 Hayden Place
Culver City, CA 90230 (213) 559-6704

EXECUTIVES: Eugene Sakasegawa, Pres.

Trevor J. Boyer, Dir. Mktg. & Sales

TYPE OF PRODUCT SERVICES: Manufacturer of long-life ferrite heads which are available for most professional audio machines.

SHIVELY LABS

32 Harrison Road
Bridgton, ME 04009 (207) 647-3327

EXECUTIVES: Charles Peabody, VP Mktg.

Robert Surette, Mgr. Engr.

TYPE OF PRODUCT/SERVICES: FM broadcasting antennas, rigid coax line and accessories, RF patch panels, pressurization equipment, duplexers and combiners, pattern studies and optimizations, directional couplers, RF filters, AM-FM isocouplers.

SHURE BROTHERS

222 Hartrey Avenue

Evanston, IL 60204 (312) 866-2200

EXECUTIVES: S. N. Shure, Chmn.

J. Kogen, Pres.

TYPE OF PRODUCT SERVICES: Development, manufacture and distribution of microphones, phono cartridges and related circuitry products.

STATION BUSINESS SYSTEMS

600 West Putnam Avenue
Greenwich, CT 06830 (800) 243-5300

EXECUTIVE: J. Neil Smith, Pres.

Joseph D. Barbieri, VP Sales

TYPE OF PRODUCT/SERVICES: Providing automated systems for radio broadcasters including music programming, loading program automation and full accounting functions. Especially designed for management and sales.

STATION RESEARCH SYSTEMS

14677 Midway Rd., Suite 204
Dallas, TX 75234 (214) 239-5331

EXECUTIVES: Richie Allen, VP GM

Carl Barringer, Dir. Software Dev.

TYPE OF PRODUCT SERVICES: Software for micro-computers featuring: music and inventory scheduling, ratings analysis, plus music and market perception research.

STUDER REVOX AMERICA

1425 Elm Hill Pike
Nashville, TN 37210 (615) 254-5651

EXECUTIVES: Hans D. Batschelet, Pres.

Larry Jaffe, Sales Mgr.

TYPE OF PRODUCT SERVICES: Distribution of audio products manufactured in Switzerland and West Germany. Product line includes reel-to-reel recorders (mono to 24-track), mixing consoles, cassette decks, amplifiers, and telephone hybrid systems.

T

TAPSCAN

2100 Data Park, Suite 202
Birmingham, AL 35244 (205) 987-7456

EXECUTIVES: Jim Christian, Pres.

Dave Carlisle, Exec. VP

TYPE OF PRODUCT/SERVICES: Produces inventory analysis for microcomputers, providing data transferred directly from rating tapes. Over 30 different types of reports.

GROUP OWNERS

A

ABELL COMMUNICATIONS

EXECUTIVES: Stuart D. Frankel, Pres.
Fred R. Koehler, VP/Fin.

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

STATION	FORMAT
WMAR-FM	Baltimore, MD R
WDOQ	Daytona Beach, FL AC
WCRJ-A/F	Jacksonville, FL C
WQRK	Norfolk, VA AC
WTJZ	Norfolk, VA BB-O

AFFILIATED BROADCASTING

EXECUTIVES: Jay Q. Berkson, Pres./GM
James McGovern, VP; Brian D. Stone, Sr. VP

HEADQUARTERS: 135 Morrissey Boulevard
Boston, MA 02107 (617) 929-3178

STATION	FORMAT
WFAS	White Plains, NY AC
WFAS-FM	White Plains, NY BM
KRAK	Sacramento, CA C
KEWT	Sacramento, CA BM
KMPS-A/F	Seattle, WA C
WHYN	Springfield, MA AC
WHYN-FM	Springfield, MA MM
WAIV	Jacksonville, FL AC
WOKV	Jacksonville, FL AC

ALLEGHENY MOUNTAIN NETWORK

EXECUTIVES: Cary Simpson, Pres.
William E. Moses, VP; David P. Burket, VP
HEADQUARTERS: Box 204,
State College, PA 16801 (814) 238-0792 collect

STATION	FORMAT
WKBI-A/F	St. Marys/Ridgway, PA AC
WFRM	Coudersport, PA AC
WTRN	Tyrone, PA AC
WNBTV	Wellsboro, PA AC
WBLF	Bellefonte, PA AC
WGMR	Tyrone State College, PA C
WIYQ	Ebensburg/Johnstown, PA C
WGCR	Wellsboro/Mansfield, PA C

ALL PRO BROADCASTING

EXECUTIVES: Willie Davis, Pres.
Thomas B. Weaver, Exec. VP
HEADQUARTERS: KACE, 1710 E. 111th Street
Los Angeles, CA 90059 (213) 564-7951

STATION	FORMAT
KYOK	Houston, TX B
KACE	Los Angeles, CA B

GROUP OWNERS

KQIN	Seattle, WA	AC
WLUM-FM	Milwaukee, WI	B
WAWA-AM	Milwaukee, WI	B

AMATURO GROUP

EXECUTIVES: Joseph C. Amaturio, Pres.
Monte Lang, Pres./Radio Div.
HEADQUARTERS: 2100 NW 21st Street
P.O. Box 5333
Ft. Lauderdale, FL 33310 (305) 485-4111

STATION		FORMAT
KMJQ	Houston, TX	B
KMJM	St. Louis, MO	B
WDRQ	Detroit, MI	B
WWJF	Fort Lauderdale Miami, FL	AC
WFTL	Fort Lauderdale, FL	BB

AMERICAN BROADCASTING CO.

EXECUTIVES:
ABC RADIO
Ben Hoberman, Pres.
Philip Giordano, VP Fin. & Admin.
Henry C. Kavett, Dir. Infor. & PR
ABC Owned Stations
Charles DeBare, Pres.
Don Bouloukos, VP/Oper.
Andrew Fisher, Dir./Fin. & Admin.
Robert Holmgren, Dir. Bus. & Admin.
HEADQUARTERS: 1370 Avenue of the Americas
New York, NY 10019 (212) 887-7777

STATION		FORMAT
WABC	New York, NY	T
WPLJ	New York, NY	A
WLS-A F	Chicago, IL	R
KGO-AM	San Francisco, CA	T
*KGO-FM	San Francisco, CA	A
KABC	Los Angeles, CA	T
WXYZ	Detroit, MI	T
WRIF	Detroit, MI	A
WMAL	Washington, DC	AC
WRQX	Washington, DC	R
KSRR	Houston, TX	A
KLOS	Los Angeles, CA	A

*Sale pending FCC approval

AMERICAN GENERAL MEDIA (was Brandon Communications)

EXECUTIVES: Anthony S. Brandon, Pres.
Lawrence Brandon, VP Sec.
L. Rogers Brandon, VP
HEADQUARTERS: 129 Halcyon Rd., Box 220
Arroyo Grande, CA 93420 (805) 489-1280

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

ANNAPOLIS VALLEY RADIO LTD.

EXECUTIVES: Neil H. MacMullen, Pres.
Tom Fredericks, GM; Don Abbey, Sales Mgr.
HEADQUARTERS: 29 Oakdene Avenue, P.O. Box 310
Kentville, Nova Scotia B4N 1H5 (902) 678-2111

STATION		FORMAT
CKEN	Kentville, NS	AC-C
CFAB	Windsor, NS	AC-C
CKAD	Middleton, NS	AC-C
CKDY	Digby, NS	AC-C
CKWM-FM	Kentville, NS	BM

APACHE COMMUNICATIONS INTERNATIONAL

EXECUTIVES: Geoff Stirling, Pres.
Scott Stirling, VP; Bill Timpson, VP
HEADQUARTERS: 300 Cabana Road E.
Windsor, ON Canada N9G 1A3 (519)966-7000

STATION		FORMAT
CHOZ-FM	St. Johns, NF	A
CKGM-AM	Montreal, PQ	AC
CHOM-FM	Montreal, PQ	A
CKWW-AM	Windsor, ON	N T
CJOM-FM	Windsor, ON	AC

ARMINGTON-FRANCE-OCEPEK-GEHRING

EXECUTIVES: Anthony S. Ocepek, Pres.
William M. France, VP
HEADQUARTERS: 713 Fobes Street
Painesville, OH 44077 (216) 352-9785

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

ASSOCIATED COMMUNICATIONS CORPORATION

EXECUTIVES: Myles P. Berkman, Pres.
William B. Chesson, Group Mgr.
David L. Miller, Controller
HEADQUARTERS: 200 Gateway Towers
Pittsburgh, PA 15222 (412) 281-1907

STATION		FORMAT
WSTV-AM	Steubenville, OH	O
WRKY-FM	Steubenville, OH	R
WPXY-A/F	Rochester, NY	AC
WPIT-A/F	Pittsburgh, PA	REL
WNYS-A F	Buffalo, NY	R
WTYM-AM	Tampa, FL	SP
WSNI-A-F	Philadelphia, PA	AC

B

BAHAKEL BROADCASTING

EXECUTIVES: Cy N. Bahakel, Pres.
Phyllis Modlin, VP/Account.
Bryan Baker, Dir./Engr.
HEADQUARTERS: P.O. Box 32488
Charlotte, NC 28232 (704) 372-4434

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

VERNON H. BAKER STATIONS

EXECUTIVE: Vernon H. Baker, Pres.
HEADQUARTERS: 147 Jackson Street, P.O. Box 889
Blacksburg, VA 24060 (703) 552-4252

STATION		FORMAT
WKGM	Smithfield, VA	REL
WESR-AM	Onley, VA	REL
WESR-FM	Onley, VA	AC

WGIC-AM	Xenia, OH	REL
WBZI-FM	Xenia, OH	C

BAMCO BROADCAST GROUP

EXECUTIVES: Brice A. Miller, Pres.
J.R. Wisely, VP Sec.; B.H. Wade, Treas.
HEADQUARTERS: P.O. Box 2189
Staunton, VA 24401 (703) 886-2376

STATION		FORMAT
WKDW	Staunton, VA	C
WLVA	Lynchburg, VA	AC
WSGM	Staunton, VA	AC
WCOK	Sparta, NC	C

BEASLEY BROADCAST GROUP

EXECUTIVES: George G. Beasley, Pres.
Sam E. Floyd, Exec. VP
J. Daniel Highsmith, VP
HEADQUARTERS: P.O. Box 1355
Goldsboro, NC 27530 (919) 734-8003

STATION		FORMAT
WMOO	Mobile, AL	REL
WBLX	Mobile, AL	B
WDMT	Newbury, OH	B
WGAC	Augusta, GA	BB
WFMC	Goldsboro, NC	C
WFAI	Fayetteville, NC	BB
WWMO	Reidsville, NC	REL
WYNG	Evansville, IN	C
WTIP	Charleston, WV	BB
WVSR	Charleston, WV	AC
WTSB	Lumberton, NC	AC
WGSS	Lumberton, NC	B

BECK-ROSS COMMUNICATIONS

EXECUTIVES: Martin F. Beck, Chmn./CEO
James E. Champlin, Pres.
George H. Ross, Sec./Treas.
HEADQUARTERS: 100 Merrick Road
P.O. Box 256
Rockville Center, NY 11570
(516) 764-8999 (212) 343-1234

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

BEEF EMPIRE RADIO GROUP

EXECUTIVES: E. F. Huse, Jr., Pres.
Robert E. Thomas, Exec. VP
HEADQUARTERS: P.O. Box 789
Norfolk, NE 68701 (402) 371-0780

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

BELO BROADCASTING

EXECUTIVES: Ward Huey, Pres.
Marty Greenberg, VP Radio
HEADQUARTERS: Communications Center
Dallas, TX 75202 (214) 748-9631

STATION		FORMAT
KRQX	Dallas, TX	R
KZEW	Dallas, TX	A
*KOA	Denver, CO	N/T
KOAQ	Denver, CO	R

*Pending FCC Approval

GROUP OWNERS

BERKSHIRE GROUP BROADCASTING COMPANY (RADIO MIDDLETOWN)

EXECUTIVES: Donald A. Thurston, Pres., Berkshire
Corydon L. Thurston, Pres., Radio Middletown
HEADQUARTERS: 466 Curran Highway
N. Adams, MA 01247
(413) 663-6567 (203) 347-2565

STATION		FORMAT
WMNB	N. Adams, MA	AC
WMNB-FM	N. Adams, MA	BM
WSBS	Great Barrington, MA	AC
WCNX	Middletown, CT	AC-O

BIBLE BROADCASTING NETWORK

EXECUTIVE: Lowell Davey, Pres.
HEADQUARTERS: P.O. Box 1818
Chesapeake, VA 23320 (804) 547-9424

STATION		FORMAT
WYFI	Norfolk, VA	REL
WYFJ	Ashland, VA	REL
WHPE	High Point, NC	REL
WAVO	Decatur, GA	REL
WYFL	Henderson, NC	REL
WYFG	Gaffney, SC	REL

BILBAT BROADCASTING

EXECUTIVES: Richard C. Lyons, Pres.
William H. Berry, VP
HEADQUARTERS: P.O. Box 694
Hornell, NY 14843 (607) 324-2000

STATION		FORMAT
WJUN	Mexico, PA	AC
WKZA	Kane, PA	AC
WHHO	Hornell, NY	AC
WKPQ-FM	Hornell, NY	AC

JOHN BLAIR & CO.

EXECUTIVE: Jack Fritz, Pres.
HEADQUARTERS: 717 5th Avenue
New York, NY 10022 (212) 752-0400

STATION		FORMAT
WFLA-AM	Tampa, FL	BM
WQJC-FM	Tampa, FL	C
WHDH-AM	Boston, MA	AC
WCOZ-FM	Boston, MA	A
*KVIL-A F	Dallas, TX	AC
*WIBC/WNAP	Indianapolis, IN	AC

BLOOMINGTON BROADCASTING CORPORATION

EXECUTIVES: Timothy R. Ives, Pres.
Davis U. Merwin, VP
Donald J. Newberg, VP
HEADQUARTERS: P.O. Box 8
Bloomington, IL 61701 (309) 829-1221

STATION		FORMAT
WJBC-AM	Bloomington, IL	AC
WBNQ-FM	Bloomington, IL	R
WGOW-AM	Chattanooga, TN	AC
WSKZ-FM	Chattanooga, TN	R
WJCW-AM	Johnson City, TN	AC
WQUT-FM	Johnson City, TN	R

BLUEGRASS BROADCASTING CO.

EXECUTIVES: H. Hart Hagan, Pres.
William L. Stakelin, Exec. VP
HEADQUARTERS: Suite 510, Kincaid Towers
Lexington, KY 40507 (606) 253-6511

STATION		FORMAT
WVVK	Lexington, KY	AC
WVVK-FM	Lexington, KY	C

WHOO	Orlando, FL	C
WHOO-FM	Orlando, FL	C
WWSA	Savannah, GA	AC
WCHY	Savannah, GA	C
WVOC	Columbus, GA	C

BONNEVILLE INTERNATIONAL CORPORATION

EXECUTIVES: Arch L. Madsen, Pres.
Blaine Whipple, Sr. VP; J.W. Lloyd, Sr. VP
HEADQUARTERS: 36 South State, #2100
Salt Lake City, UT 84111 (801) 237-2558

STATION		FORMAT
WCLR	Skokie Chicago, IL	AC
WRFM	New York, NY	BM
KMBZ	Kansas City, MO	AC
KMBR-FM	Kansas City, MO	BM
KAAM	Dallas, TX	AC
KAFM	Dallas, TX	AC
KSL	Salt Lake City, UT	AC
KBIG	Los Angeles, CA	BM
KIRO	Seattle, WA	N/T
KSEA	Seattle, WA	BM
KOIT-FM	San Francisco, CA	BM
*KYA-AM	San Francisco, CA	AC

*Pending FCC approval

BOOTH AMERICAN COMPANY

EXECUTIVES: John L. Booth, Chmn.
John L. Booth II, Pres. Sec.
Ralph H. Booth, Pres. Treas.
HEADQUARTERS: 333 West Fort Street
Detroit, MI 48226 (313) 965-3360

STATION		FORMAT
WJLB-FM	Detroit, MI	B
WSGW-AM	Saginaw, MI	N/T
WIOG-FM	Saginaw, MI	R
WXMG-FM	South Bend, IN	AC
WIOU-AM	Kokomo, IN	AC
WZWZ-FM	Kokomo, IN	R
WTOD-AM	Toledo, OH	R
WKLR-FM	Toledo, OH	B
WZZP-FM	Cleveland, OH	AC
WSAI-A F	Cincinnati, OH	C

BRADEN BROADCASTING

EXECUTIVES: Paul F. Braden, Pres.
Earl W. Francis, Exec. VP
HEADQUARTERS: 4505 Central Avenue
Middletown, OH 45042 (513) 422-3625

STATION		FORMAT
WPFB-AM	Middletown, OH	BB
WPFB-FM	Middletown, OH	AC
WPAY	Portsmouth, OH	C
WPAY-FM	Portsmouth, OH	C-REL

BRIDE COMMUNICATIONS

EXECUTIVES: John W. Bride, Pres.
Doug Finck, Exec. VP
HEADQUARTERS: 583 Warren Avenue
Portland, ME 04103 (207) 775-6321

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

BRIEN BROADCASTING CORP.

EXECUTIVES: Cleve J. Brien, Pres.
E.W. Moorhead, Exec. VP
Sara M. Brien, Sec. Treas.
HEADQUARTERS: P.O. Box 5000
Montgomery, AL 36192 (205) 832-4295

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

BRISTOL BROADCASTING CO.

EXECUTIVE: William L. Nininger, Pres.
HEADQUARTERS: 901 Valley Drive
P.O. Box 1389
Bristol, VA 24203 (703) 669-8112

STATION		FORMAT
WFBG	Bristol, VA	AC
WXBQ-FM	Bristol, VA	C
WKAZ	Charleston, WV	AC
WQBE-FM	Charleston, WV	C
WKYX	Paducah, KY	AC
WKYQ-FM	Paducah, KY	C

BROADCAST ASSOCIATES

EXECUTIVES: Steve Gold, Pres.
Louis Wiener, VP; Len Howard, VP
HEADQUARTERS: P.O. Box 15223
Las Vegas, NV 89114 (702) 732-7753 collect

STATION		FORMAT
KFMS	Las Vegas, NV	C
KVEG	North Las Vegas, NV	C
KKJY	Albuquerque, NM	BM
KSET	El Paso, TX	A
KSET-FM	El Paso, TX	AC

BROADCAST ENTERPRISES NATIONAL

EXECUTIVES: Ragan A. Henry, Pres.
Charles D. Schwartz, Pres. Radio Div.
HEADQUARTERS: 1422 Chestnut St., 8th Fl.
Philadelphia, PA 19102 (215) 563-2910

STATION		FORMAT
WAOK	Atlanta, GA	B
WBLZ	Cincinnati, OH	B
WPDQ	Jacksonville, FL	B
WITH	Baltimore, MD	BB
WJAS	Pittsburgh, PA	BB
WTLC	Indianapolis, IN	B

BROADCAST MANAGEMENT CORP.

EXECUTIVES: Joel M. Thrope, Pres.
Samuel A. Frankel, Exec. VP
HEADQUARTERS: 8686 Michael Lane
Fairfield, OH 45014 (513) 829-8500

STATION		FORMAT
WCNW	Fairfield, OH	REL
WRKR-AM	Racine, WI	SP-REL
WRKR-FM	Racine, WI	R
WINF	Manchester, CT	BB
WVLV-FM	Daytona Beach, FL	BM
WNDB-AM	Daytona Beach, FL	AC

BROADSTREET COMMUNICATIONS CORPORATION

EXECUTIVES: Richard L. Geismar, Chmn. Treas.
Fred E. Walker, Pres.
Leonard Freeman, VP Controller
HEADQUARTERS: P.O. Box 85
New Haven, CT 06501 (203) 281-9600

STATION		FORMAT
WELI	New Haven, CT	AC
WGSO	New Orleans, LA	N/T
WQUE	New Orleans, LA	AC
KTOK	Oklahoma City, OK	AC
KJYO	Oklahoma City, OK	AC

ANYTHING NEW AT DOUBLEDAY?



JUST OUR OWN NETWORK SHOW AND A NEW CHICAGO FM

When you're the country's fastest growing radio group, it's hard to have things stand still.

In April of this year we launched "Rock USA" in conjunction with Mutual Broadcasting. It's already on over 100 radio stations.

And a few weeks later we added our 7th FM station with the acquisition of WMET in Chicago.

The only radio group in America with

its own network music series ... and another great set of call letters added to the roster. At Doubleday, that's business as usual.

It's an exciting and challenging time for us. In the past three years we've added four top 10 markets, including two of the top 3. Nobody has tried anything like that in recent years.

Then again, that's what makes us different.

DOUBLEDAY BROADCASTING ... AMERICA'S FASTEST GROWING RADIO GROUP

WAPP(FM)
New York

WMET(FM)
Chicago

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

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

WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

World Radio History

GROUP OWNERS

BUCKLEY BROADCASTING CORP.

EXECUTIVES: Richard Buckley, Pres.
Richard Korsen, Exec. VP
Stan Warwick, Exec. VP
HEADQUARTERS: 166 West Putnam Avenue
Greenwich, CT 06830 (203) 661-4307

STATION		FORMAT
WDRC-AF	Hartford, CT	AC
WSEN-AF	Syracuse, NY	C
WYNZ-AM	Portland, ME	BB
WYNZ-FM	Portland, ME	AC
KGIL-AM	Los Angeles, CA	BB
KGIL-FM	Los Angeles, CA	AC
KKHI-AF	San Francisco, CA	CL
KWAV-FM	Salinas/Monterey, CA	AC

C

CAPITAL CITIES COMMUNICATIONS

EXECUTIVES: Jim Arcara, Exec. VP / Radio
HEADQUARTERS: 24 E. 51st Street
New York, NY 10022 (212) 421-9595

STATION		FORMAT
KZLA	Los Angeles, CA	C
KZLA-FM	Los Angeles, CA	C
WJR	Detroit, MI	AC
WHYT	Detroit, MI	R
WPRO	Providence, RI	AC
WPRO-FM	Providence, RI	R
WKBW	Buffalo, NY	R
WPAT	New York, NY	BM
WPAT-FM	New York, NY	BM
WBAP	Ft. Worth, TX	C
KSCS	Ft. Worth, TX	C
*WROW	Albany, NY	BM
*WROW-FM	Albany, NY	BM
WKHX	Atlanta, GA	C

*Sale Pending FCC approval

CAPITOL BROADCASTING COMPANY

EXECUTIVES: Jim Goodmon, Pres. CEO
John Brennan, Sr. VP/Fin.
Frank Maruca, VP Radio Group
HEADQUARTERS: P.O. Box 12000
Raleigh, NC 27605 (919) 821-8500

STATION		FORMAT
WRAL	Raleigh, NC	AC
WLVV	Charlotte, NC	AC
WDRV	Statesville, NV	AC
KISS	San Antonio, TX	A
KBEQ	Kansas City, MO	AC
WHTN	Huntington, WV	AC
WKEE	Huntington, WV	AC
WRNL	Richmond, VA	C
WRXL	Richmond, VA	A

CAPITOL BROADCASTING CORP.

EXECUTIVES: Kenneth S. Johnson, Pres.
Paul Howard, VP Sec.
Harold Wohlwend, VP/Treas.
HEADQUARTERS: 917 Western America Circle
Suite 500, Mobile, AL 36609 (205) 343-1000

STATION		FORMAT
WCAW	Charleston, WV	C
WVAF-FM	Charleston, WV	AC
WKDY	Spartanburg, SC	C
WKSJ-AF	Mobile, AL	C
WRKA-FM	Louisville, KY	AC
WCRT	Birmingham, AL	BB
WMJJ-FM	Birmingham, AL	AC

CAPPS BROADCAST GROUP

EXECUTIVES: David N. Capps, Owner
Gary Capps, Owner
HEADQUARTERS: P.O. Box 5068
Bend, OR 97708 (503) 382-5611

STATION		FORMAT
KGRL	Bend, OR	AC
KXIQ	Bend, OR	A
KVAN	Vancouver, WA	C
KSRV	Ontario, OR	C
KXBQ	Ontario, OR	AC
KEEP	Twin Falls, ID	AC
KEZJ	Twin Falls, ID	C

CASCADE BROADCASTING CORP.

EXECUTIVES: David M. Jack
Lorna R. Pearce; Joe W. Allen, Sr.
HEADQUARTERS: Oaks Park
Portland, OR 97202 (503) 234-8448

STATION		FORMAT
KBIF-AM	Fresno, CA	REL
WSHO-AM	New Orleans, LA	REL

CBS

EXECUTIVES:
CBS Radio Division
Robert L. Hosking, Pres.
Robert Hyland III, VP/FM Stations
Eugene Lothery, VP AM Stations
HEADQUARTERS: 51 West 52nd Street
New York, NY 10019 (212) 975-4321

STATION		FORMAT
WCBS	New York, NY	N
WCBS-FM	New York, NY	O
KNX	Los Angeles, CA	N
KNX-FM	Los Angeles, CA	R
WBBM	Chicago, IL	N
WBBM-FM	Chicago, IL	R
KMOX	St. Louis, MO	N/T
KHTR	St. Louis, MO	R
WCAU	Philadelphia, PA	N/T
WCAU-FM	Philadelphia, PA	R
WEEI	Boston, MA	N
WHTT	Boston, MA	R
KCBS	San Francisco, CA	N
KRQR	San Francisco, CA	A

CENTRAL INTERIOR RADIO NETWORK

EXECUTIVES: Ron East, Pres
Gil McCall, GM; Bil Opdahl, Oper. Mgr.
HEADQUARTERS: 1940 3rd Avenue
Prince George, BC, CN V2M 1G7 (604) 564-2524

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

CENTURY BROADCASTING CORP.

EXECUTIVES: Howard Grafman, Pres.
Lynn Christian, VP; Sheldon Grafman, VP
HEADQUARTERS: 875 N. Michigan Avenue
Chicago, IL 60611 (312) 922-1000

STATION		FORMAT
WAIT	Chicago, IL	MM
WLOO-FM	Chicago, IL	BM
KMGG-FM	Los Angeles, CA	A

KMEL-FM	San Francisco, CA	A
KSHE-FM	Crestwood/St. Louis, MO	A

CHILDRESS RADIO GROUP

EXECUTIVES: James B. Childress, Pres.
Mickie Childress, Sec./Treas.
HEADQUARTERS: P.O. Box 1044
Sylva, NC 28779 (704) 586-4858

STATION		FORMAT
WRGC	Sylva, NC	C
WKGK	Saltville, VA	C
WBFRM	Marion, NC	AC

CLEAR CHANNEL COMMUNICATIONS

EXECUTIVES: L. Lowry Mays, Pres.
John W. Barger, COO
Tom Klein, Chief Fin. Off.
HEADQUARTERS: 6222 NW I-10
San Antonio, TX 78201 (512) 734-7301

STATION		FORMAT
WOAI	San Antonio, TX	N/T
KAJA	San Antonio, TX	C
KBBJ	Tulsa, OK	BB
KMOD	Tulsa, OK	A
KTXC	Pt. Arthur, TX	O
KHYS	Pt. Arthur, TX	B
KPEZ	Austin, TX	BM

COLONIAL BROADCASTING CO.

EXECUTIVES: Robert E. Lowder, Pres.
Don Markwell, Exec. VP
HEADQUARTERS: P.O. Box 4999
Montgomery, AL 36195 (205) 264-7392

STATION		FORMAT
WLWI	Montgomery, AL	C
WOWW	Pensacola, FL	C
WUSY	Cleveland/Chattanooga, TN	C

COMMAND BROADCASTING GROUP

EXECUTIVES: Robert E. Lessner, Pres.
Alford H. Lessner, VP; Robert A. Outer, VP
HEADQUARTERS: 475 South Avenue
Beacon, NY 12508 (914) 831-8000

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

COMMUNICATIONS INVESTMENT CORPORATION

EXECUTIVES: George C. Hatch, Pres.
Homer K. Peterson, Exec. VP
Jeffrey B. Hatch, Treas.
HEADQUARTERS: 312 East South Temple
Salt Lake City, UT 84111 (801) 364-3561

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

COMMUNICATIONS PROPERTIES

EXECUTIVES: Philip T. Kelly, Pres.

*Committed to
Excellence*



**United
Broadcasting
Company**

WYST/Baltimore
WYST-FM/Baltimore
WBNX/New York
WOOK-FM/Washington
KALI/San Gabriel
KSOL-FM/San Mateo
WJMO/Cleveland Heights
WRQC-FM/Cleveland Heights
WINX/Rockville, MD
United Cable Company of
New Hampshire

Represented Nationally
by Jack Masla & Co.

Executive Offices
4733 Bethesda Avenue
Bethesda, MD 20814

GROUP OWNERS

Richard C. Voight, VP
HEADQUARTERS: One Dubuque Plaza
 Dubuque, IA 52001 (319) 582-7570

STATION	FORMAT
KATE	Albert Lea, MN AC
KCPI	Albert Lea, MN R
KFGO	Fargo, ND C
KLYV	Dubuque, IA R
WDBQ	Dubuque, IA AC
WNFL	Green Bay, WI AC

COMMUNITY PACIFIC BROADCASTING CORPORATION

EXECUTIVES: David J. Benjamin, Chmn.
 Charles W. Banta, Pres.
 Don Lane, Corp. Prog. Dir.
HEADQUARTERS: P.O. Box 32
 Gresham, OR 97030 (503) 667-1230

STATION	FORMAT
KRDR	Gresham, OR C
KGAA	Kirkland, WA C
KEED	Eugene, OR C
KGA	Spokane, WA C
KDRK	Spokane, WA C
KFIV-AM	Modesto, CA AC
KFIV-FM	Modesto, CA A
KTOM-AM	Salinas, CA C
KWYT-FM	Monterey, CA BM
KTNX	Anchorage, AK AC

COMMUNITY SERVICE BROADCASTING

EXECUTIVES: Jerome Glassman, Pres.
 Bill Glassman, VP, Jim Glassman, VP
HEADQUARTERS: 811 Broadway
 Mt. Vernon, IL 62864 (618) 242-4023

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

CONSTANT COMMUNICATIONS CO.

EXECUTIVE: Frederic W. Constant
HEADQUARTERS: 107 Burnham Road
 Lake Oswego, OR 97034 (503) 635-6900

STATION	FORMAT
KIZN	New Plymouth/Boise, ID C
KTOX	Boise, ID N/T
KDUK	Florence Corvallis Eugene, OR PR

COWLE ENTERPRISES, LTD.

EXECUTIVES: Dale Cowle, Pres./CEO
 Betty Baudler, VP
HEADQUARTERS: 2802 Thompson Drive
 Ames, IA 50010 (515) 232-1430

STATION	FORMAT
KASI-AM	Ames, IA C
KCCQ-FM	Ames, IA R
KCDR-AM	Cedar Rapids, IA BB
KQCR-FM	Cedar Rapids, IA R
KKJO-AM	St. Joseph, MO AC
KSFT-FM	St. Joseph, MO C

COX COMMUNICATIONS

EXECUTIVES: Clifford M. Kirtland, Jr., Chmn.
 William A. Schwartz, Pres./CEO
 Jim Wesley, Jr., Exec. VP/Radio
HEADQUARTERS: P.O. Box 105357
 Atlanta, GA 30348 (404) 843-5000

STATION	FORMAT
KFI	Los Angeles, CA AC

KOST	Los Angeles, CA AC
WHIO	Dayton, OH AC
WHIO-FM	Dayton, OH BM
WIOD	Miami, FL N/T
WAIA-FM	Miami, FL AC
WLIF	Baltimore, MD BM
WSB	Atlanta, GA AC
WSB-FM	Atlanta, GA AC
WSOC	Charlotte, NC BB
WSOC-FM	Charlotte, NC C
WWSH	Philadelphia, PA AC

CRAWFORD BROADCASTING CO.

EXECUTIVE: Donald B. Crawford, Pres.
HEADQUARTERS: P. O. Box 86
 Flourtown, PA 19031 (215) 628-3500

STATION	FORMAT
KBRT-AM	Avalon, CA REL
KPBC-AM	Dallas, TX REL
WDJC-FM	Birmingham, AL REL
WDCX-FM	Buffalo, NY REL
WMUZ-FM	Detroit, MI REL
WYCA-FM	Hammond, IN REL

D

DAVIS WEAVER

EXECUTIVES: Phil Davis, Pres.
 Bill Weaver, Exec. VP, GM Prog. Dir.
 Judy Currier, GM Sales
HEADQUARTERS: KLOK Radio, P.O. Box 21248
 San Jose, CA 95151 (408) 274-1170

STATION	FORMAT
KLOK-AM	San Jose, CA AC
KARM-AM	Fresno, CA O
KFIG-FM	Fresno, CA AC
KWIZ-A/F	Santa Anna, CA AC
*KGO-FM	San Francisco, CA A

*Pending FCC approval

THE DEER RIVER GROUP

EXECUTIVES: Robin B. Martin, Pres.
 J.T. Shrigley, VP; Joe Gunther, VP
HEADQUARTERS: 551 Fifth Avenue, Suite 800
 New York, NY 10176 (212) 661-2820

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

DES MOINES REGISTER BROADCAST GROUP

EXECUTIVES: Richard W. Gilbert, Pres.
 Craig McCoy, VP/Radio
 Barbara M. Mack, Gen. Counsel
HEADQUARTERS: 715 Locust Street
 Des Moines, IA 50304 (515) 284-8593

STATION	FORMAT
WIBA	Madison, WI AC
WIBA-FM	Madison, WI A
KYXI	Oregon City, OR A
KGON	Portland, OR A

DICK BROADCASTING COMPANY

EXECUTIVES: James A. Dick, Pres.
 Vic Rumore, VP; Bobby Denton, VP
HEADQUARTERS: 6711 Kingston Pike
 Knoxville, TN 37919 (615) 588-6511

STATION	FORMAT
WIVK-A/F	Knoxville, TN C
WKDA	Nashville, TN A

WKDF-FM	Nashville, TN	A
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DODGE POINT BROADCASTING CO.

EXECUTIVES: Louise E. Hamlin, Pres.
 Richard A. Carroll, VP
HEADQUARTERS: Box 58
 Dodgeville, WI 53533 (608) 935-2302

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

DOUBLEDAY BROADCASTING

EXECUTIVES: Gary Stevens, Pres.
 Richard Anderson, Sr. VP
HEADQUARTERS: 100 Park Avenue
 New York, NY 10017 (212) 684-7650

STATION	FORMAT
KPKE	Denver, CO R
KDWB-A/F	Minneapolis St. Paul, MN A
KWK-A/F	St. Louis, MO A
WLLZ	Detroit, MI A
WAPP	New York, NY A
WAVA	Washington, DC A
WMET	Chicago, IL A

DUFFY BROADCASTING CORP.

EXECUTIVES: Robert J. Duffy, Pres.
 Patrick L. Delaney, VP
HEADQUARTERS: P. O. Box 197
 Portland, OR 97212 (503) 226-7676

STATION	FORMAT
KCNR-A/F	Portland, OR AC
KLIR	Denver, CO AC

E

EASTERN BROADCASTING CORP.

EXECUTIVES: Roger A. Neuhoff
 Marie T. Young; Robert K. Zimmerman
HEADQUARTERS: 1875 Connecticut Avenue, NW
 Washington, DC 20009 (202) 387-0661

STATION	FORMAT
WCVS	Springfield, IL AC
WFMB	Springfield, IL C
WHUT	Anderson, IN O
WLHN	Anderson, IN AC
WRSC	State College, PA AC
WQWK	University Park, PA A
WPDC	Elizabethtown, PA REL
WRKZ	Hershey, PA C
WKCI	New Haven, CT AC
WAVZ	New Haven, CT BB

ELTING ENTERPRISES

EXECUTIVES: John W. Elting;
 Joseph Beail, Charles Doll
HEADQUARTERS: 515 Madison Avenue
 New York, NY 10022 (212) 838-0394

STATION	FORMAT
WSER-AM	Elkton, MD AC
WPED-A/F	Crozet, VA C

ELYRIA-LORAIN BROADCASTING COMPANY

EXECUTIVES: O.B. Schoepfle, Pres.
 Paul Nakel, VP GM
HEADQUARTERS: 538 Broad Street, P.O. Box 4006
 Elyria, OH 44036 (216) 322-3761

STATION	FORMAT
WEOL-AM	Elyria, OH N/T
WBEA-FM	Elyria, OH AC
WELE-FM	Deland, FL C

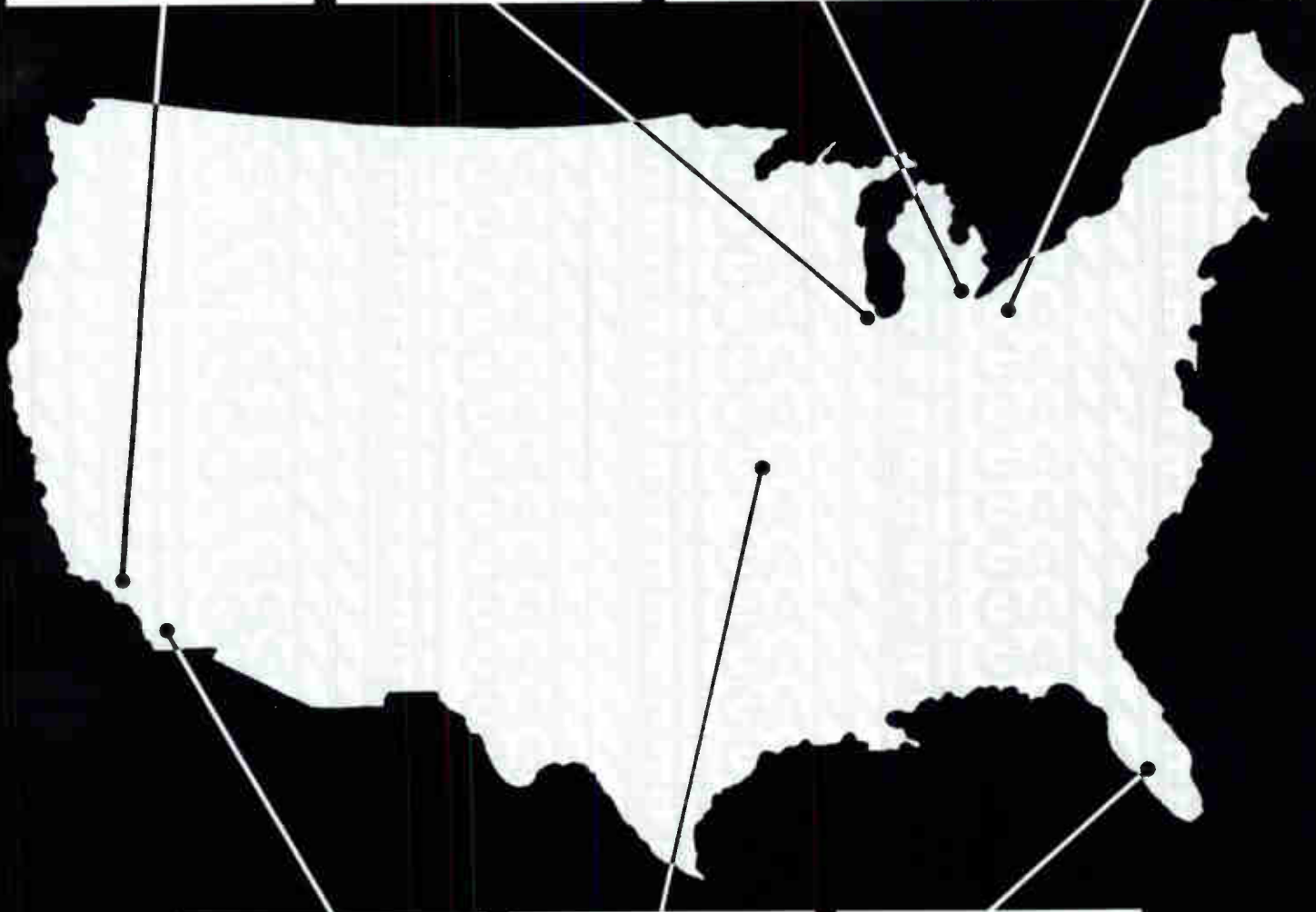
GANNETT RADIO REACHES MORE THAN 5.2 MILLION LISTENERS*

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2,070,000 Listeners

WVON/WGCI-FM
Chicago
899,800 Listeners

WCZY-FM/WLQV
Detroit
479,600 Listeners

WWWE/WDOK-FM
Cleveland
740,800 Listeners



KSDO/KSDO-FM
San Diego
319,460 Listeners

KSD/KSD-FM
St. Louis
584,300 Listeners

WIQI-FM
Tampa
188,100 Listeners



* ARBITRON SPRING 1983; TSA 12+ CUME

Gannett Radio Division
St. Louis

GROUP OWNERS

WMEL-AM Melbourne, FL AC-NT

ENTERPRISE NETWORK

EXECUTIVES: Harold Erickson, Pres.
Bruce Erickson, Exec. VP
HEADQUARTERS: 100 N. 24th Street, W., Suite B
Billings, MT 59102 (406) 656-4990

STATION		FORMAT
KGLE	Glendive, MT	REL
KIVE	Glendive, MT	AC
KGWV	Belgrade, MT	REL
KURL	Billings, MT	REL
KALS	Kalispell, MT	REL

ENTERTAINMENT COMMUNICATIONS (ENTERCOM)

EXECUTIVES: Joseph M. Field
Herbert Kean; Thomas H. Ginley
HEADQUARTERS: 2 Bala Plaza, Suite 908
Bala Cynwyd, PA 19004 (215) 667-1226

STATION		FORMAT
KLEF	Houston, TX	CL
KITS	San Francisco, CA	R
KKSS-AM	Minneapolis, MN	AC
WAYL-FM	Minneapolis, MN	BM
WEPP-AM	Pittsburgh, PA	C
WDSY-FM	Pittsburgh, PA	C
KTAC-AM	Tacoma, WA	AC
KBRD-FM	Tacoma, WA	BM

EZ COMMUNICATIONS

EXECUTIVES: Arthur Kellar, Pres.
Alan Box, Exec. VP GM
Woody Allen, VP Contr., Sec./Treas.
HEADQUARTERS: 10380 Democracy Lane
Fairfax, VA 22030 (703) 691-1900 collect

STATION		FORMAT
WEZR	Fairfax/Manassas, VA	AC
WEZS	Richmond, Va	AC
WBZZ	Pittsburgh, PA	R
WEZC	Charlotte, NC	AC
WEZB	New Orleans, LA	R
WEZI	Miami, FL	AC

F

FAIRBANKS BROADCASTING CO.

EXECUTIVES: Richard M. Fairbanks, Pres./Treas.
James C. Hilliard, Exec. VP
Roger S. Snowdon, Asst. Treas.
HEADQUARTERS: 9333 N. Meridian St., Suite 395
Indianapolis, IN 46260 (317) 846-7111

STATION		FORMAT
*WIBC	Indianapolis, IN	AC
*WNAP	Indianapolis, IN	AC
WVBF	Framingham, MA	AC-NT
WKOX	Framingham, MA	AC
*KVIL	Highland Park, TX	AC
*KVIL-FM	Dallas, TX	AC
WRMF	West Palm Beach, FL	AC
WJNO	Palm Beach, FL	N/T
KCMO	Kansas City, MO	N/T
KCEZ	Kansas City, MO	BM

*Sale pending FCC approval

FAMILY LIFE BROADCASTING SYSTEM

EXECUTIVES: Warren J. Bolthouse, Founder Pres.
Randy L. Carlson, Exec. VP
Dick Lee, VP/Broadcasting
HEADQUARTERS: P.O. Box 3025
Tucson, AZ 85702 (602) 882-8072

STATION		FORMAT
WUNN	Mason, MI	REL
WUFN	Albion, MI	REL
WUGN	Midland, MI	REL
KFLT	Tucson, AZ	REL
KFLR	Phoenix, AZ	REL
KFLQ	Albuquerque, NM	REL

FAMILY STATIONS

EXECUTIVES: Harold Camping, Pres.
Scott Smith, VP
Richard Van Dyk, Treas./Sec.
HEADQUARTERS: 290 Hegenberger Road
Oakland, CA 94621 (415) 568-6200

STATION		FORMAT
KEAR	San Francisco, CA	REL
KEBR	Sacramento, CA	REL
KECR	El Cajon, CA	REL
KYFR	Shenandoah, IA	REL
KFRN	Long Beach, CA	REL
WFME	West Orange, NJ	REL
WFSI	Annapolis, MD	REL
WKDN	Camden, NJ	REL

FAULKNER RADIO

EXECUTIVES: James H. Faulkner, Pres.
James H. Faulkner, Jr., VP
Dorothy C. Martin, Sec./Treas.
HEADQUARTERS: P.O. Box 329
102 West Second Street
Bay Minette, AL 36507 (205) 937-9511

STATION		FORMAT
WAOA	Opelika, AL	C
WFRI-FM	Opelika, AL	R
WBCA	Bay Minette, AL	AC
WWSM-FM	Bay Minette, AL	C
WGAA	Cedartown, GA	AC
WBTR-FM	Carrollton, GA	AC

FEDERATED MEDIA

EXECUTIVES: John F. Dille III, Exec. VP
Richard P. Williams, Sec. Treas.
HEADQUARTERS: P.O. Box 2500
Elkhart, IN 46515 (219) 295-2500

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

FETZER BROADCASTING CO.

EXECUTIVES: John E. Fetzer, Chmn.
Carl E. Lee, Pres.
O. T. Gaston, VP/Radio Mgr.
HEADQUARTERS: 590 W. Maple Street
Kalamazoo, MI 49008 (616) 345-2101

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

FIRST MEDIA CORPORATION

EXECUTIVE: Glenn T. Potter, Pres.
HEADQUARTERS: Box 10239
Washington, DC 20018 (301) 441-3561

STATION		FORMAT
WPGC-A/F	Morningside, MD	R
WZGC	Atlanta, GA	R

KFMK	Houston, TX	R
KOPA-A/F	Scottsdale, AZ	AC
KDOT	Provo, UT	AC
KFMY	Provo/Salt Lake City, UT	AC
KUBE	Seattle, WA	R
WUSN	Chicago, IL	C

FORREST BROADCASTING CO.

EXECUTIVES: Robert A. Forrest, Pres./CEO
Grace Forrest, Sec. Treas.; Dan Leonard, VP
HEADQUARTERS: Box 10560
Zephyr Cove, NV 89448 (702) 831-3023

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

FORUM COMMUNICATIONS

EXECUTIVES: William Marcell, Pres.
Bill Burn, Exec. VP
HEADQUARTERS: Box 2466
 Fargo, ND 58108 (701) 237-6500

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

FORWARD COMMUNICATIONS

EXECUTIVES: Richard D. Dudley, Chmn.
Thomas Bolger, Pres.
HEADQUARTERS: 1114 Grand Avenue
Wausau, WI 54401 (715) 845-4211 collect

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

FRITTS BROADCASTING GROUP

EXECUTIVES: Edward Fritts, Pres.
Jerry A. McElroy, Exec. VP
HEADQUARTERS: P.O. Box 667
Indianola, MS 38751 (601) 887-5246

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

FULLER-JEFFREY GROUP

EXECUTIVES: Robert F. (Doc) Fuller, Pres.
J. J. Jeffrey, Exec. VP
HEADQUARTERS: P.O. Box 398
Cumberland, ME 04021 (207) 783-2065

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

FURNITURE CITY BROADCASTING

EXECUTIVES: William E. Kuiper, Pres.
William Kuiper, Jr., Asst. VP
HEADQUARTERS: 399 Garfield, S.W.
Grand Rapids, MI 49504 (616) 456-9541

GROUP OWNERS

STATION		FORMAT
WFUR-AM	Grand Rapids, MI	REL
WFUR-FM	Grand Rapids, MI	BM
WKJR	Muskegon, MI	C
WABM	Muskegon, MI	BM
WKPR	Kalamazoo, MI	REL
WDOW-A/F	Dowagiac, MI	BM

G

GUY GANNETT BROADCASTING SERVICES

EXECUTIVE: Robert L. Gilbertson, Exec. VP
 HEADQUARTERS: Northport Plaza, Box 1731
 Portland, ME 04104 (207) 797-9330

STATION		FORMAT
WGAN	Portland, ME	AC
WGAN-FM	Portland, ME	BM
KSTT	Davenport, IA	R
WXLP-FM	Moline, IL	A
WINZ-AM	Miami, FL	N
WINZ-FM	Miami, FL	AC
KOFM	Oklahoma City, OK	R
WRKT-A/F	Cocoa Beach, FL	C

GANNETT CO. / RADIO DIVISION

EXECUTIVES: Joseph L. Dorton, Pres.
 Robert C. Taylor, VP/Controller
 Jay Cook, VP/Nat'l Prog. Dir.
 HEADQUARTERS: P.O. Box 12430
 10155 Corporate Square
 St. Louis, MO 63132 (314) 997-5594

STATION		FORMAT
KPRZ	Los Angeles, CA	BB
KIIS	Los Angeles, CA	AC
KSDO	San Diego, CA	N
KSDO-FM	San Diego, CA	AC
WWWE	Cleveland, OH	C
WDOK	Cleveland, OH	BM
WVON	Chicago, IL	B
WGCI	Chicago, IL	B
WLQV	Detroit, MI	REL
WCZY	Detroit, MI	AC
KSD	St. Louis, MO	C
KSD-FM	St. Louis, MO	AC
WIQI	Tampa, FL	AC

GAYLORD BROADCASTING CO.

EXECUTIVES: Edward L. Gaylord, Chmn./Pres.
 Crawford P. Rice, Exec. VP
 Glenn M. Stinckomb, Treas
 HEADQUARTERS: P.O. Box 31365
 Dallas, TX 75231 (214) 363-8722

STATION		FORMAT
WKY	Oklahoma City, OK	AC
KYTE	Portland, OR	C
KLLB	Portland, OR	AC

GAZETTE BROADCAST GROUP

EXECUTIVES: Robert S. Dailey, VP GM
 C. William Bessire, VP Sales
 Charles Flynn, Corp. Engr.
 HEADQUARTERS: Gazette Building
 1 South Parker Drive
 Janesville, WI 53545 (608) 752-7895

STATION		FORMAT
WCLO-AM	Janesville, WI	AC-NT
WJVL-FM	Janesville, WI	C
WBKV-AM	West Bend, WI	C-N-T
WBKV-FM	West Bend, WI	BM
WFHR-AM	Wisconsin Rapids, WI	AC
WWRW-FM	Wisconsin Rapids, WI	R

WJMC-AM	Rice Lake, WI	AC-NT
WJMC-FM	Rice Lake, WI	C
WIXN-AM	Dixon, IL	AC
WIXN-FM	Dixon, IL	C
KJVV-AM	Huron, SD	AC
KURO-FM	Huron, SD	R

GILCOM STATIONS

EXECUTIVES: Edward T. Giller, Pres.
 William Wagner, Exec. VP, NY
 Richard M. Diandrea, VP
 HEADQUARTERS: P.O. Box 2005
 Altoona, PA 16603 (814) 943-1136

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

GILLIAM COMMUNICATIONS

EXECUTIVES: H. A. Gilliam, Pres.
 Chris Turner, Sr. VP/Nat'l PD
 Harry Chapman, Nat'l Sales
 HEADQUARTERS: P.O. Box 69
 Memphis, TN 38101 (901) 527-9565

STATION		FORMAT
WLOK	Memphis, TN	B
WERD	Jacksonville, FL	B

GOETZ BROADCASTING CORP.

EXECUTIVES: Nathan L. Goetz, Pres.
 John H. Hackman, VP COO
 Scott Trentadue, Sales/Mktg. Dir.
 HEADQUARTERS: P.O. Box 630
 Marshfield, WI 54449 (715) 384-2191

STATION		FORMAT
WDLB	Marshfield, WI	C-N-T
WLJY	Marshfield, WI	BM
WFAW	Fort Atkinson, WI	C-N-T
WSJY	Fort Atkinson, WI	BM
WRDB	Reedsburg, WI	AC
WRDB-FM	Reedsburg, WI	C
WNBK	New London, WI	C

THE GOLDEN PACIFIC GROUP

EXECUTIVES: George Snell; Steve Snell; Kit Snell
 HEADQUARTERS: c/o KBAY
 P.O. Box 6616
 San Jose, CA 95150 (408) 370-7377

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

GOLDEN WEST BROADCASTERS

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

STATION		FORMAT
WCXI	Detroit, MI	C
WCXI-FM	Detroit, MI	C
KQFM	Portland, OR	AC
KEX	Portland, OR	AC
*KSFO	San Francisco, CA	AC
KVI	Seattle, WA	T
KPLZ	Seattle, WA	AC
KMPC	Los Angeles, CA	BB

*Sale pending FCC approval

GOLDEN WEST BROADCASTING LIMITED

EXECUTIVES: Elmer Hildebrand, VP/GM
 David Wiebe, Sales Mgr.
 Ken Wiebe, Comptroller
 HEADQUARTERS: Box 950
 Altona, MB CN ROG 0B0 (204) 324-6464

STATION		FORMAT
CFAM	Altona, MB	BM
CHSM	Steinbach, MB	BM
CJRB	Boissevain, MB	BM
CHOO	Ajax/Durham, ON	C
CKSW	Swift Current, SK	C
CJSN	Shaunavon, SK	C
CHRB	High River, AB	C

GOLDMAN GROUP

EXECUTIVES: Simon Goldman, Pres.
 George Cameron, VP; Merrill Rosen, VP
 HEADQUARTERS: P.O. Box 1139
 Jamestown, NY 14702-1139 (716) 487-1151

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

GOOD NEWS BROADCASTING CO.

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

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

CURT GOWDY BROADCASTING CORPORATION

EXECUTIVES: Curt Gowdy, Chmn
 Jerre Gowdy, Pres.
 HEADQUARTERS: 33 Franklin Street
 Lawrence, MA 01840 (617) 683-7171

STATION		FORMAT
WEAT-FM	W. Palm Beach, FL	BM
WEAT-AM	W. Palm Beach, FL	N
WCGY-FM	Lawrence, MA	O
WCCM-AM	Lawrence, MA	AC
KOWB-AM	Laramie, WY	AC

GRAY BROADCAST ENTERPRISES

EXECUTIVES: Ted Gray, Jr., Pres.
 Allen Miller, VP
 HEADQUARTERS: P.O. Box 260
 Altavista, VA 24517 (804) 369-5588

STATION		FORMAT
WFLB	Fayetteville, NC	AC
WRHI	Rock Hill, SC	AC

GREAT EMPIRE BROADCASTING

EXECUTIVES: F. F. "Mike" Lynch, Pres.
 Michael C. Oatman, CEO
 HEADQUARTERS: 4200 N. Old Lawrence Road
 P.O. Box 1402
 Wichita, KS 67201 (316) 838-9141

GROUP OWNERS

STATION	FORMAT
KFDI-A/F Wichita, KS	C
KTTS-A/F Springfield, MO	C
KWKH-AM Shreveport, LA	C
KROK-FM Shreveport, LA	R
KBRQ-A/F Denver, CO	C
WOW-A/F Omaha, NE	C

GREATER MEDIA

EXECUTIVES: Peter A. Bordes, Pres.
Frank Kabela, Exec. VP
Herb McCord, Group VP/Radio
HEADQUARTERS: 197 Highway 18
East Brunswick, NJ 08816 (201) 247-6161

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

GREAT SCOTT STATIONS

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

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

GREAT TRAILS BROADCASTING

EXECUTIVES: Alexander J. Williams, Pres.
Clark W. Davis, Exec. VP
Timothy O. Witteborg, Comptroller
HEADQUARTERS: 4 South Main Street, #200-202
Dayton, OH 45402-2059 (513) 223-4822

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

GROUP ONE BROADCASTING CO.

EXECUTIVES: Roger G. Berk, Sr., Chmn.
E. F. Devine, Exec. VP
Alfred G. Grosby, Pres.
HEADQUARTERS: 853 Copley Road
Akron, OH 44320 (216) 535-7831

STATION	FORMAT
WAKR Akron, OH	AC
WAEZ Akron, OH	BM
KBOX Dallas, TX	C
KMEZ Dallas, TX	BM

KLZ Denver, CO	C
KAZY Denver, CO	A
WONE Dayton, OH	C
WTUE Dayton, OH	A

GULF BROADCAST GROUP

EXECUTIVES: Alan Henry, Pres.; David Fitz, VP
David Paul McNamee, Nat'l Radio Prog. Dir.
HEADQUARTERS: P.O. Box 42100
St. Petersburg, FL 33742 (813) 577-1600

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

GULF CENTRAL RADIO

EXECUTIVES: J. W. Furr, Pres.
Don L. Furr, VP; Betty Swanzy, Sec.
HEADQUARTERS: 702 2nd Avenue N.
Columbus, MS 39701 (601) 328-1420

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

H

GENE HALKER STATIONS

EXECUTIVES: Gene Halker, Pres.
Jay Barry, GM, WIKB; Ron Wales, SM, WJPD
HEADQUARTERS: WJPD
110 Canda Street, Box 260
Ishpeming, MI 49849 (906) 486-9937

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

HARRIS ENTERPRISES

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

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

HARTE-HANKS RADIO

EXECUTIVES: Gary D. Edens, Pres.
Peter M. Schulte, Regional VP
Phil Goldman, Regional VP
HEADQUARTERS: 840 North Central Avenue
Phoenix, AZ 85004 (602) 258-5293

STATION	FORMAT
WRBQ-A/F St. Petersburg, FL	R
KKBQ-A/F Houston/Pasadena, TX	R
WRVA-AM Richmond, VA	AC

WRVQ-FM Richmond, VA	C
KOY-AM Phoenix, AZ	AC-NI
KQYT-FM Phoenix, AZ	BM
*KMJK-AM Portland, OR	AC

*Sale pending FCC approval

HARTSHORN STATIONS

EXECUTIVES: Robert W. Hartshorn, Pres.
Romayne Hartshorn, VP Treas.
HEADQUARTERS: Box 179
Gouverneur, NY 13642 (315) 287-1230

STATION	FORMAT
WIGS-AM Gouverneur, NY	C
WIGS-FM Gouverneur, NY	AC
WTPL-FM Tupper Lake, NY	AC

HATCH GROUP

EXECUTIVES: George C. Hatch, Pres.
Homer K. Peterson, Exec. VP
Jeffrey B. Hatch, Treas.
HEADQUARTERS: 312 East South Temple
Salt Lake City, UT 84111 (801) 364-3561

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

HEARST BROADCASTING GROUP

EXECUTIVES: John Conomikes, VP/GM
Jack A. W. Shenkan, Dir./Sales
HEADQUARTERS: 400 Ardmore Boulevard
Pittsburgh, PA 15230 (412) 244-4442

STATION	FORMAT
WTAE Pittsburgh, PA	AC
WHTX Pittsburgh, PA	R
WISN Milwaukee, WI	AC
WLPX Milwaukee, WI	A
WBAL Baltimore, MD	AC
WIYY Baltimore, MD	A
WAPA San Juan, PR	SP

HEDBERG BROADCASTING GROUP

EXECUTIVE: Paul C. Hedberg, Pres.
HEADQUARTERS: Hedberg Building, Hwy 169 North
Blue Earth, MN 56013 (507) 526-3159

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

HEFTEL BROADCASTING CORP.

EXECUTIVE: Cecil Heftel, Pres.
HEADQUARTERS: 1599 Kapiolani Boulevard
Honolulu, HI 96814 (808) 949-6131

STATION	FORMAT
KSSK Honolulu, HI	AC
KULA Honolulu, HI	R
WLUP Chicago, IL	A
WZPL Indianapolis/Greenfield, IN	R
WYYS Cincinnati/Fairfield, OH	R

GROUP OWNERS

HERNREICH BROADCASTING STATIONS

EXECUTIVES: Robert E. Hernreich, Chmn.
Darrel Cunningham, Pres.
John M. Thomas, VP/Fin.
HEADQUARTERS: P.O. Box 4150
2415 North Albert Pike
Fort Smith, AR 72904 (501) 783-4105

STATION		FORMAT
KZNG	Hot Springs, AR	BB
KXXI	Fort Smith, AR	A
KWBO	Hot Springs, AR	C

HICKS COMMUNICATIONS

EXECUTIVES: R. Steven Hicks, Pres.
Mark A. Kiestler, VP Mktg./Sales
G. David Kennedy, VP Controller
HEADQUARTERS: 8235 Douglas, LB #46
Dallas, TX 75225 (214) 739-5656

STATION		FORMAT
KEYI	Austin, TX	AC
KNOW	Austin, TX	B
KLVI	Beaumont, TX	C
KYKR	Beaumont, TX	C
KIXK	Dallas, TX	R
KLAR	Laredo, TX	C
KAYI	Tulsa, OK	R

THE HOLT CORPORATION

EXECUTIVES: Arthur H. Holt, Pres.
Gordon A. Holt, VP
HEADQUARTERS: Suite 205, Westgate Mall
Bethlehem, PA 18017 (215) 865-3775

STATION		FORMAT
WZZO-FM	Allentown, PA	A
WUSQ-FM	Winchester, VA	C
WVAI	Winchester, VA	AC

HUBBARD BROADCASTING

EXECUTIVES: Stanley E. Hubbard, Chmn.
Stanley S. Hubbard, Pres./GM
Gerald D. Deeney, VP Treas.
HEADQUARTERS: 3415 University Avenue
St. Paul, MN 55114 (612) 646-5555

STATION		FORMAT
WGTO	Cyprus Gardens, FL	C
KSTP	Minneapolis/St Paul, MN	N/T
KSTP-FM	Minneapolis/St Paul, MN	AC
KOB	Albuquerque, NM	N/T
KOB-FM	Albuquerque, NM	AC

HUDSON COMMUNICATIONS CORP.

EXECUTIVE: James A. McKenna, Jr., Pres.
HEADQUARTERS: 1150 17th Street, NW
Washington, DC 20036 (202) 296-8995

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

HUMBER VALLEY BROADCASTING COMPANY, LTD.

EXECUTIVES: Noel F. Murphy, Pres.
James O'Rourke, GM
Roger Humber, Mgr. CFCB
HEADQUARTERS: P.O. Box 2020, Corner Brook
NFLD CN A2H 6H5 (709) 634-3111

STATION		FORMAT
CFCB	Corner Brook, NF	AC
CFSX	Stephenville, NF	AC
CFGN	Port Aux Basques, NF	AC

CFNW	Port Au Choix, NF	AC
CFDL-FM	Deer Lake, NF	AC
CFNN-FM	St. Anthony, NF	AC
CFCV-FM	St. Andrews, NF	AC
CFLW	Wabush/Labrador, NF	AC
CFLC-FM	Churchill Falls Labrador, NF	AC
CFLN	Goose Bay Labrador, NF	AC

ILLINOIS BROADCASTING CO.

EXECUTIVES: F. M. Lindsay, Jr., Pres.
C. R. Griggs, Exec. VP
HEADQUARTERS: 1100 E. Pershing Road, Box 2250
Decatur, IL 62526 (217) 877-5371

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

INFINITY BROADCASTING CORP.

EXECUTIVES: Mel Karmazin, Pres. Radio
Gerry Carrus, Pres. Broadcasting
Michael Wiener, Chmn. Broadcasting
HEADQUARTERS: 655 Madison Avenue
New York, NY 10021 (212) 750-6400

STATION		FORMAT
WKJU	New York, NY	AC
WJIT	New York, NY	SP
WBCN	Boston, MA	A
WYSP	Philadelphia, PA	A
KOME	San Jose, CA	A
WIVY	Jacksonville, FL	AC
KXYZ	Houston, TX	SP

INNER CITY COMMUNICATIONS

EXECUTIVES: Percy E. Sutton, Chmn.
Pierre M. Sutton, Pres.
Charles M. Warfield, Jr., VP Mgr.
HEADQUARTERS: 801 Second Avenue
New York, NY 10017 (212) 661-3344

STATION		FORMAT
WBLS	New York, NY	B
WLIB	New York, NY	N/T
WLBS	Mt. Clemens, MI	B
KBLX	Berkeley, CA	B
KRE	Berkeley, CA	B
KUTE	Glendale, CA	B
KGFJ	Los Angeles, CA	B

INTERNATIONAL FOURSQUARE CHURCH

EXECUTIVES: Rolf K. McPherson, Pres.
Charles Duarte, Exec. Sec.
Alan Bowles, Station Mgr.
HEADQUARTERS: 1100 Glendale Blvd.
Los Angeles, CA 90026 (213) 484-1100

STATION		FORMAT
KFSG	Los Angeles, CA	REL
KHIS-A-F	Bakersfield, CA	REL

J

JACOR COMMUNICATIONS

EXECUTIVES: Terry S. Jacobs, Chmn./Pres./Treas.
Jeanette M. Williams, Sec.
Jon M. Berry, Controller
HEADQUARTERS: 602 Main Street, Suite 410
Cincinnati, OH 45202 (513) 579-8240

STATION		FORMAT
WTSJ-AM	Cincinnati, OH	REL

WTOW-FM	Baltimore/Towson, MD	REL
WVOI-AM	Toledo, MI	B
WURD-FM	Georgetown, OH	C
WKYG-AM	Parkersburg, WV	C
WQAW-FM	Parkersburg, WV	BM

JAMES BROADCASTING COMPANY

EXECUTIVES: Simon Goldman, Pres. Goldman Group
George Cameron, VP/GM, WVMT
Merrill Rosen, VP/GM, WJTN/WWSE
HEADQUARTERS: WJTN, P.O. Box 1139
Jamestown, NY 14701 (716) 487-1151

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

JBM ENTERPRISES (MAHAFFEY ENTERPRISES)

EXECUTIVES: John B. Mahaffey, Pres.
Robert B. Mahaffey, Admin. Asst.
Catherine H. Nelson, Off. Mgr.
HEADQUARTERS: P.O. Box 4584
1722 V. V. S. Glenstone
Springfield, MO 65808 (417) 883-9180

STATION		FORMAT
KGRT-A-F	Las Cruces, NM	C
KICA-AM	Clovis, NM	SP
KICA-FM	Clovis, NM	AC
KCIJ-AM	Shreveport, LA	B-REL
KDSX-AM	Denison/Sherman, TX	C
KDSQ-FM	Denison/Sherman, TX	AC

JEFFERSON-PILOT BROADCASTING

EXECUTIVES: W. J. Jorgenson, Pres.
James G. Babb, Jr., Exec. VP
HEADQUARTERS: One Julian Price Place
Charlotte, NC 28208 (704) 374-3500

STATION		FORMAT
WBT	Charlotte, NC	AC
WBCY	Charlotte, NC	R
WBIG	Greensboro, NC	AC
WWIL	Wilmington, NC	B
WHSL	Wilmington, NC	R
WQXI	Atlanta, GA	AC
WQXI-FM	Atlanta, GA	R
WGBS	Miami, FL	AC
WLYF-FM	Miami, FL	BM
KIMN	Denver, CO	R
KYGO	Denver, CO	C
WWBT	Richmond, VA	N

JONSSON COMMUNICATIONS CORP.

EXECUTIVES: D. Mark Jonsson, VP/GM
Michael O'Brien, Corp. VP Mktg.
John Caselli, Group Nat'l Sales Mgr.
HEADQUARTERS: 620 Bercut Drive
Sacramento, CA 95814 (916) 446-5769

STATION		FORMAT
KROY	Sacramento, CA	A
KENZ	Sacramento, CA	AC
KROI	Sparks, NV	O

JOSEPHSON RADIO

EXECUTIVES: Alvin H. Schulman, Pres.
Edward K. Christian, Exec. VP Radio Group Mgr.
Lorraine Golden, VP/Dir. Sales
HEADQUARTERS: 15001 Michigan Avenue
Dearborn, MI 48126 (313) 846-8500

STATION		FORMAT
WNIC-A-F	Dearborn, MI	AC

GROUP OWNERS

WNOR-AM	Norfolk, VA	B
WNOR-FM	Norfolk, VA	A
WVCO-AM	Columbus, OH	B
WSNY-FM	Columbus, OH	AC
WMGF-FM	Milwaukee, WI	AC

K

4-K RADIO

EXECUTIVES: Gene Hamblin, Partner
Mike Ripley, Partner
HEADQUARTERS: P.O. Box 936
Lewiston, ID 83501 (208) 743-2502

STATION	FORMAT
KOZE-AM	Lewiston, ID AC
KOZE-FM	Lewiston, ID BM
KORT-AM	Grangeville, ID AC
KORT-FM	Grangeville, ID C
KORD-AM	Pasco, WA O
KZZK-FM	Richland, WA AC

KATZ BROADCASTING COMPANY

EXECUTIVES: Richard A. Ferguson, Pres.
James T. Morley, Sr. VP; Steve Marx, Sr. VP
HEADQUARTERS: Park City Plaza
Bridgeport, CT 06604 (203) 333-4800

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

DAVID KEISTER STATIONS

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

STATION	FORMAT
WCBK-FM	Martinsville, IN AC
WMCB-AM	Martinsville, IN AC
WCHO-FM	Washington Court House, OH AC
WOFR-AM	Washington Court House, OH AC
WCNB-AF	Connersville, IN C

KEY RADIO LIMITED

EXECUTIVES: Douglas C. Trowell, Exec VP
Harvey M. Clarke, VP, Adv. & Res.
HEADQUARTERS: One Yonge Street
Toronto, Ontario M5E 1G1 (416) 361-1281

STATION	FORMAT
CKEY	Toronto, ON AC
CHYM	Kitchener, ON AC
CKGL-FM	Kitchener, ON C
CKOY	Ottawa, ON AC
CKBY-FM	Ottawa, ON C
CFCO	Chatham, ON AC

KIMBLE COMMUNICATIONS

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

STATION	FORMAT
WAQX	Syracuse-Manlius, NY A
WCGR	Canandaigua-Rochester, NY AC
WFLC	Canandaigua-Rochester, NY C
WOLF	Syracuse, NY O
WQNY	Ithaca, NY BM

KIMEL BROADCAST GROUP

EXECUTIVES: John O. Kimel, Pres.
David R. Kimel, VP
Alan H. Noyes, VP
HEADQUARTERS: U.S. Route 7
St. Albans, VT 05478 (802) 524-2133

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

KING BROADCASTING COMPANY

EXECUTIVES: Dorothy S. Bullitt, Prin. Owner
Harriet B. Rice, Prin. Owner
Priscilla B. Collins, Prin. Owner
Jim Kime, VP Radio
HEADQUARTERS: 333 Dexter Avenue, N
P.O. Box 24525
Seattle, WA 98124 (206) 343-3748

STATION	FORMAT
*KYA	San Francisco, CA O
KLHT	San Francisco, CA AC
KGW	Portland, OR AC
KINK	Portland, OR A
KREM	Spokane, WA BB
KREM-FM	Spokane, WA A
KING	Seattle, WA N
KING-FM	Seattle, WA CL

*Sale pending FCC approval

KUTI COMMUNICATORS

EXECUTIVES: Don Heinen, Pres.
Norm Anglin, Mgr; Gary McCollum, Mgr.
HEADQUARTERS: P.O. Box 2309
Yakima, WA 98907 (509) 248-2900

STATION	FORMAT
KUTI-AM	Yakima, WA C
KXDD-FM	Yakima, WA C
KOTY-AM	Kennewick, WA C
KHWK-FM	Richland, WA C

L

T. B. LANFORD COMPANIES

EXECUTIVES: Bruce Rainey, GM, KALB
Bill Lynch, GM, KTIZ; John Rhae, GM, WYOU
HEADQUARTERS: P.O. Box 1363
Shreveport, LA 78164 (318) 221-0668

STATION	FORMAT
KALB-AM	Alexandria, LA C
KTIZ-FM	Alexandria, LA B
WYOU-AM	Tampa, FL SP

BRENT LARSON GROUP STATIONS

EXECUTIVES: Brent Larson, Pres.
Kent Colby, VP; Roger Eklund, Sec.
HEADQUARTERS: First National Broadcasting Corp.
4014 Beus Drive
Ogden, UT 84403 (801) 621-0234

STATION	FORMAT
KXA	Seattle, WA O
KYYX	Seattle, WA A
KCKO	Spokane, WA REL
KSIT	Rock Springs, WY R
KSVC	Richfield, UT C
KKWZ	Richfield, UT R
*KBUH	Brigham City, UT C

*Pending FCC approval

LEW LATTO GROUP OF NORTHLAND RADIO STATIONS

EXECUTIVES: Lew Latto, Pres.
Warren Randolph, VP

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

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

LEISURE MARKET RADIO

EXECUTIVES: Robert E. Richer, Pres.
John Hawks, VP Sales
HEADQUARTERS: 527 Madison Avenue
New York, NY 10022 (212) 308-0701

STATION	FORMAT
WIVI-FM	Christiansted, Virgin Is. AC
WOTB-FM	Middletown Newport, RI BM

LIGGETT BROADCAST GROUP

EXECUTIVES: Robert G. Liggett, Jr., Pres.
Donald H. Layman, Treas.
Irving L. Laing, Corp. Chief Engr.
HEADQUARTERS: 185 East Grand River Avenue
Williamston, MI 48895 (517) 349-2040

STATION	FORMAT
WABX-FM	Detroit, MI A
WFMK-FM	Lansing, MI AC
WZZR-FM	Grand Rapids, MI A
WHNN-FM	Bay City-Saginaw, MI AC
WZLD-FM	Cayce Columbia, SC R
WLFF-AM	Columbia, SC BB
KTYD-FM	Santa Barbara, CA A

LIN BROADCASTING

EXECUTIVES: Donald A. Pels, Pres./Chmn.
Richard P. Verne, Group VP
Arnold S. Blauweiss, VP/Fin.
HEADQUARTERS: 1370 Avenue of Americas
New York, NY 10019 (212) 765-1902

STATION	FORMAT
WIL-A F	St. Louis, MO C
WBBF	Rochester, NY AC
WMJQ	Rochester, NY A
KILT-A F	Houston, TX C
WFIL	Philadelphia, PA C
WUSL	Philadelphia, PA B
WEMP	Milwaukee, WI AC
WMYX	Milwaukee, WI AC

LINDER FARM NETWORK

EXECUTIVE: Lynn Ketelsen, Dir.
HEADQUARTERS: P.O. Box 838
Willmar, MN 56201 (612) 235-1340

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

LITCHFIELD BROADCASTING CORP.

EXECUTIVE: Herbert P. Gross, Jr. Pres.
HEADQUARTERS: 2615 Brookridge Ave., N.
Minneapolis, MN 55422 (612) 545-3559

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

LOTUS COMMUNICATIONS CORP.

EXECUTIVES: Howard A. Kalmenson, Pres.
Norman L. Posen, Exec. VP
Benjamin Mehr, Sec./Treas
HEADQUARTERS: 801 S. Rancho, Bldg. E. #2B
Las Vegas, NV 89106 (702) 384-1211

GROUP OWNERS

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

LS NETWORK

EXECUTIVE: Larry Steckline, Pres.
 HEADQUARTERS: 154 N. Emporia, #220
 P.O. Box 11705
 Wichita, KS 67202 (316) 267-0293

STATION		FORMAT
KWLS-A F	Pratt, KS	C
KSLS	Liberal, KS	C
KXXV-AM	Colby, KS	C
KXXV-FM	Colby, KS	AC
WWLS	Norman, OK	C

M

THE MACDONALD BROADCASTING COMPANY

EXECUTIVES: Kenneth H. MacDonald, Sr., Chmn./CEO
 Kenneth H. MacDonald, Jr., Pres.
 Patricia Webb MacDonald, Sr. VP
 HEADQUARTERS: 2000 Whittier Street
 P.O. Box 1776
 Saginaw, MI 48601 (517) 752-8161

STATION		FORMAT
WSAM	Saginaw, MI	O
WKCO	Saginaw, MI	C
WMBN	Petoskey, MI	BM
WWPZ	Petoskey, MI	O
WATT	Cadillac, MI	AC
WEVZ	Cadillac, MI	BM

LOUIS J. MAIERHOFER STATIONS

EXECUTIVES: Louis J. Maierhofer Pres.
 Beatrice M. Maierhofer. Sec. Treas.
 HEADQUARTERS: 1108 Twenty Eighth Avenue
 Altoona, PA 16601 (814) 695-4441

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

MALRITE COMMUNICATIONS GROUP

EXECUTIVES: Milton Maltz, Chmn./CEO
 Carl E. Hirsch, Pres./COO
 Gil Rosenwald, Exec. VP, Dir./Radio
 HEADQUARTERS: 1200 Stalter Office Tower
 Cleveland, OH 44115 (216) 781-3010

STATION		FORMAT
WHK-AM	Cleveland, OH	C
WMMS-FM	Cleveland, OH	A
WLZZ-AM	Greenfield Milwaukee, WI	O
WZUU-FM	Milwaukee, WI	AC
KLBB-AM	St. Paul, MN	BB
KEEY-FM	Minneapolis-St. Paul, MN	C
KSAN-AM	San Francisco, CA	C
KNEW-FM	Oakland, San Francisco, CA	C
KLAK-AM	Lakewood/Denver, CO	T-O
KPPL-FM	Lakewood/Denver, CO	AC
WNYR-AM	Rochester, NY	C
WEZO-FM	Rochester, NY	BM

WHTZ-FM New York, NY R

MANN MEDIA

EXECUTIVES: Bernard Mann, Pres.
 Edward Weiss, VP
 David Spivey, Chief Fin. Off.
 HEADQUARTERS: P.O. Box 2808
 High Point, NC 27261 (919) 869-0101

STATION		FORMAT
WGLD	High Point Greensboro, NC	BM
WOKX	High Point, NC	C
WKIX	Raleigh, NC	C
WYYD	Raleigh/Durham, NC	AC

MARCOS MEDIA—MARK MEDIA GROUP (J. Ardell Sink Stations)

EXECUTIVES: J. Ardell Sink, Pres.
 Remelle K. Sink, Exec. VP
 Michael A. Sink, VP Oper.
 HEADQUARTERS: 717 E. Main Street
 P.O. Box 607
 Burnsville, NC 28714 (704) 682-6221

STATION		FORMAT
WKYK	Burnsville, NC	C
WCSL	Cherryville, NC	AC
WPKZ	Pickens, SC	REL
WKHJ	Holly Hill, SC	R

THE WENDELL MAYES STATIONS

EXECUTIVES: Wendell Mayes, Jr., Pres.
 Mel Z. Gilbert, VP
 Parker M. Humes, VP
 HEADQUARTERS: P.O. Box 5651
 Austin, TX 78763 (512) 477-6866

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

THE McCLURE GROUP

EXECUTIVES: C. A. McClure, Pres.
 F. K. Brown, VP/Engr.
 HEADQUARTERS: Box 1537
 Columbus, GA 31994 (404) 327-1218

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

McCORMICK COMMUNICATIONS

EXECUTIVES: William M. McCormick, Pres.
 Kevin J. Thornton, Controller
 HEADQUARTERS: One Beacon Street
 Boston, MA 02108 (617) 523-2030

STATION		FORMAT
WJYE-FM	Buffalo, NY	BM
WFOG-FM	Norfolk Suffolk, VA	BM
WLPM	Norfolk Suffolk, VA	AC

MEDIA

EXECUTIVES: E. Ray Paschal, Pres.
 Dennis W. Egan, VP; Steve Rhyner, VP
 HEADQUARTERS: 3161 Channel Drive
 Juneau, AK 99801 (907) 586-3630

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

MERCURY BROADCASTING CORP.

EXECUTIVES: Joseph Somerset, Pres.
 Bill Weaver, Exec. VP; David Quinn, VP
 HEADQUARTERS: P. O. Box 2777
 Waterbury, CT 06723 (203) 758-2468

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

METROMEDIA RADIO

EXECUTIVES: Carl Brazell, Pres.
 Victoria Callahan, Exec. VP
 Chris Christensen, VP Fin.
 HEADQUARTERS: 1 Harmon Plaza
 Secaucus, NJ 07094 (201) 348-3244

STATION		FORMAT
KLAC	Los Angeles, CA	C
KMET	Los Angeles, CA	A
WIP	Philadelphia, PA	AC
WMMR	Philadelphia, PA	A
*KRLD	Dallas, TX	N
WNEW	New York, NY	BB
WNEW-FM	New York, NY	A
WCBM	Baltimore, MD	N T
KJR	Seattle, WA	AC
KHOW	Denver, CO	AC
WWBA	Tampa/St. Petersburg, FL	BM
WOMC	Detroit, MI	AC
WASH	Washington, DC	AC

*Sale pending FCC approval

METROPLEX COMMUNICATIONS

EXECUTIVES: Norman Wain, Pres.
 Robert C. Weiss, VP
 HEADQUARTERS: 1723 Ohio Savings Plaza
 Cleveland, OH 44114 (216) 566-8080

STATION		FORMAT
WHY1	Fort Lauderdale/Miami, FL	R
KEZK	St. Louis, MO	BM
WPXX	Washington, DC	C
WRMR	Washington, DC	BB
WMGG	Tampa, FL	AC
WFYV	Jacksonville, FL	A

MID AMERICA MEDIA

EXECUTIVES: Reva G. Small, Pres./Chmn.
 Leslie H. Small, Pres. Broadcast Div.
 Howard H. Frederick, Dir. Broadcasting
 HEADQUARTERS: Six Dearborn Square
 Kankakee, IL 60901 (815) 937-2750

STATION		FORMAT
WKAN	Kankakee, IL	AC
WIRL	Peoria, IL	AC
WSWT-FM	Peoria, IL	BM
WQUA	Moline, IL	AC
KRVR-FM	Davenport, IA	BM
KBEZ-FM	Tulsa, OK	BM
WTRX	Flint, MI	AC
WIRE	Indianapolis, IN	C
WXTZ-FM	Indianapolis, IN	BM

MID ATLANTIC NETWORK

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

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

GROUP OWNERS

MID-WEST FAMILY GROUP

EXECUTIVES: William R. Walker, Pres. Chmn.
Philip Fisher
Charles D. Mefford
HEADQUARTERS: c/o WISM
P.O. Box 2058
Madison, WI 53701 (608) 271-1743

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

MIDWEST RADIO COMPANY

EXECUTIVES: Larry Lakoduk, Pres.
James Lakoduk, Exec. VP
HEADQUARTERS: P.O. Box 2983
 Fargo, ND 58108 (218) 236-7900

STATION	FORMAT
KQWB	West Fargo, ND AC
KQWB-FM	Moorhead, MN R
WEBC	Duluth, MN AC
WAVC	Duluth, MN C
KQBR	Brainerd, MN C

MOFFAT COMMUNICATIONS LTD.

EXECUTIVES: Randall L. Moffat, Pres.
James W. McLaughlin, VP GM Radio Admin.
Chuck McCoy, Nat'l Prog. Coordinator
HEADQUARTERS: Third floor, CKY Building,
Polo Park, Winnipeg
MB CN R3G 0L7 (204) 774-2461

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

MONTROSE BROADCASTING CORP.

EXECUTIVES: W. Douglas Roe, Pres.
Larry Souder, GM
Robert Brigham, Chief Engr.
HEADQUARTERS: Locust and High Streets
Montrose, PA 18801 (717) 278-2811

STATION	FORMAT
WPFL	Montrose, PA REL
WPFL-FM	Montrose, PA REL
WPGM-A F	Danville, PA REL

MOODY BIBLE INSTITUTE OF CHICAGO

EXECUTIVES: George Sweeting, Pres.
Brandt Gustavson, VP
Robert Neff, Broadcasting Div. Mgr.
HEADQUARTERS: Moody Broadcasting Network
820 N. LaSalle Drive
Chicago, IL 60610 (312) 329-4301

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

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

MOONEY BROADCASTING CORP.

EXECUTIVES: George P. Mooney, Pres.
John A. Bomer, VP
John Dorris, Chief Fin. Off.
HEADQUARTERS: P.O. Box 1750
Knoxville, TN 37901 (615) 546-7202

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

MULTIMEDIA RADIO

EXECUTIVES: Paul W. Fiddick, Pres.
A. Bruce Buchanan, Exec. VP
HEADQUARTERS: 140 W. 9th Street
Cincinnati, OH 45202 (513) 352-5905

STATION	FORMAT
WEZW-FM	Milwaukee Wauwatosa, WI BM
WAKY	Louisville, KY O
WVEZ-FM	Louisville, KY BM
WFBC-AM	Greenville, SC O
WFBC-FM	Greenville, SC AC
KAAY	Little Rock, AR AC
KLPQ-FM	Little Rock, AR C
KEEL	Shreveport, LA AC
KMBQ-FM	Shreveport, LA R
WMAZ-AM	Macon, GA AC
WMAZ-FM	Macon, GA R

MUSICRADIO STATIONS

EXECUTIVES: Darryl Nixon, Chmn. Pres.
Rick Goines, Exec. VP
Leslie Nixon, Treas.
HEADQUARTERS: P.O. Box 1850
Ocean City, MD 21842 (301) 641-0001

STATION	FORMAT
WOCQ-FM	Berlin Ocean City, MD AC
WMSQ-FM	Havelock Cherry Point, NC AC
WCPQ	Havelock Cherry Point, NC MM

N

NATIONAL BROADCASTING CO. RADIO GROUP

EXECUTIVES: Robert Walsh, Pres., NBC TV/Radio
Michael Eskridge, Pres. NBC Radio
Robert Mounty, Exec. VP/NBC Radio
Dom Giofre, Press Rep.
HEADQUARTERS: 30 Rockefeller Plaza
New York, NY 10020 (212) 664-4444

STATION	FORMAT
WNBC	New York, NY AC
WYNY	New York, NY AC
WRC	Washington, DC N T
WKYS	Washington, DC B
WMAQ	Chicago, IL C
WKQX	Chicago, IL AC
KNBR	San Francisco, CA AC
KYUU	San Francisco, CA AC
*WJIB	Boston, MA BM

*Pending FCC approval

NATIONWIDE COMMUNICATIONS

EXECUTIVES: Clark Pollock, Pres.

Steven P. Berger, VP Radio
Willard W. Hoyt, VP Treas.
HEADQUARTERS: One Nationwide Plaza
Columbus, OH 43216 (614) 227-7676

STATION	FORMAT
WBJW-FM	Orlando, FL AC
WCOT	Orlando, FL BM
WGAR	Cleveland, OH AC
WKSW-FM	Cleveland, OH C
WKZL-FM	Winston-Salem, NC A
WLEE	Richmond, VA BB
WNCI-FM	Columbus, OH AC
WPOC-FM	Baltimore, MD C
WSHH-FM	Pittsburgh, PA BM

ROBERT F. NEATHERY GROUP

EXECUTIVES: Robert F. Neathery, GM
Laurel R. Thompson, Station Mgr., West Plains
Robert Eckman, Stn. Mgr., Thayer Mammoth Springs
HEADQUARTERS: P.O. Box 589
West Plains, MO 65775 (417) 256-3131

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

NEW SOUTH RADIO NETWORK

EXECUTIVES: Ed Holladay; Tommy Hutchinson
HEADQUARTERS: P.O. Box 5797, Hwy. 45 N.
Meridian, MS 39302 (601) 693-2661

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

NORTHEAST COMMUNICATIONS CORPORATION

EXECUTIVES: Jeff Fisher, Chmn. Pres.
Richard Walsh, Exec. VP
Philip Fisher, Sec. Treas.
HEADQUARTERS: Radio Park
Union & Palmer Streets
West Springfield, MA 01089 (413) 732-4182

STATION	FORMAT
WSPR	Springfield, MA AC
WFTN	Franklin, NH AC
WABK-A F	Gardiner Augusta, ME AC

NORTHWESTERN COLLEGE RADIO NETWORK

EXECUTIVES: William B. Berntsen, Pres.
Donald Ericksen, Exec. VP
Paul Ramseyer, Dir. Radio
HEADQUARTERS: 3003 North Snelling Avenue
Roseville, MN 55113 (612) 636-4900

STATION	FORMAT
KTIS-A F	Minneapolis, MN REL
KNWS-A F	Waterloo, IA REL
KFNW-A F	Fargo, ND REL
KNWC-A F	Sioux Falls, SD REL
WNWC-FM	Madison, WI REL
KDNW-FM	Duluth, MN REL

O

OCEAN COAST PROPERTIES

EXECUTIVES: Philip L. Corper, Pres.
Roy S. Edwards, Treas.; Robert J. Gold, VP
HEADQUARTERS: 562 Congress Street

GROUP OWNERS

Portland, ME 04101	(207) 773-8111
STATION	FORMAT
WPOR-A F Portland, ME	C
WFEA Manchester, NH	AC

OK RADIO GROUP LTD.

EXECUTIVES: R. S. (Stu) Morton Pres.
 Ron Clark, Mgr., CFOK
 Dan McAllister, Mgr., CJOK
 HEADQUARTERS: 205 10011 Franklin Avenue
 Ft. McMurray, AB CN T9H 2K7 (403) 743-2246

STATION	FORMAT
CFOK Westlock, AB	C
CJOK Ft. McMurray, AB	AC

OUTLET BROADCASTING COMPANY

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

STATION	FORMAT
KIQQ-FM Los Angeles, CA	R
WIOQ-FM Philadelphia, PA	A
WQRS-FM Detroit, MI	CL
WTOP Washington, DC	N
WSNE-FM Taunton/Providence, RI	AC
WTKS-FM Bethesda, MD	N/T

P

PACIFICA FOUNDATION

EXECUTIVES: Sharon Maeda, Exec. Dir.
 Peter Franck, Pres; Dan Scharlin, Treas.
 HEADQUARTERS: 5316 Venice Boulevard
 Los Angeles, CA 90019 (213) 931-1625

STATION	FORMAT
KPFA Berkeley, CA	N/T
KPFK Los Angeles, CA	N/T
KPFT Houston, TX	N/T
WBAI New York, NY	N/T
WPFW Washington, DC	J

PALMER COMMUNICATIONS

EXECUTIVES: Robert H. Harter, Chmn. CEO
 William J. Ryan, Pres. COO
 Robert G. Englehardt, Exec. VP Sec.
 HEADQUARTERS: 1801 Grand Avenue
 Des Moines, IA 50308 (515) 242-3500

STATION	FORMAT
WNOG-AM Naples, FL	N/T
WCVU-FM Naples, FL	BM
WOC-AM Davenport, IA	N/T
KIHK-FM Davenport, IA	AC
WHO-AM Des Moines, IA	N/T
KLYF-FM Des Moines, IA	BM
WTNT-AM Tallahassee, FL	N/T
WCSN-FM Tallahassee, FL	C

PARK BROADCASTING

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

STATION	FORMAT
WDEF Chattanooga, TN	AC
WDEF-FM Chattanooga, TN	BM
WNCT Greenville, NC	C
WNCT-FM Greenville, NC	BM
WTVR Richmond, VA	AC
WTVR-FM Richmond, VA	C
WHEN Syracuse, NY	AC
WRRB Syracuse, NY	C
KRSI Minneapolis, MN	C
KJJO Minneapolis, MN	C
WNAX Yankton, SD	C

KWJJ Portland, OR	C
KJIB Portland, OR	C
KEZX Seattle, WA	AC

PATTEN COMMUNICATIONS CORP.

EXECUTIVES: Myron P. Patten, Chmn.
 Gregory P. Theokai, Pres.
 HEADQUARTERS: P.O. Box 2150, 27200 Lahse Road
 Southfield, MI 48037

STATION	FORMAT
KAAR Vancouver, WA	N/T
KLNT Clinton, IA	C
KNJY Clinton, IA	BM

PLOUGH BROADCASTING CO.

EXECUTIVES: H. Wayne Hudson, Pres.
 R.W. Wiggins, VP Fin.; L.S. Stevens, VP Engr.
 HEADQUARTERS: 112 Union Avenue
 Memphis, TN 38103 (901) 529-4300

STATION	FORMAT
WPLO Atlanta, GA	C
WVEE Atlanta, GA	B
WCAO Baltimore, MD	C
WXYV Baltimore, MD	B
WJJD Chicago, IL	BB
WJEZ Chicago, IL	C
WKDJ Memphis, TN	C
WHRK Memphis, TN	B
WSUN St. Petersburg/Tampa, FL	C
WQXM Clearwater St. Pete Tampa, FL	A
WMLX Cincinnati, OH	BB
WUBE Cincinnati, OH	C

PONCE BROADCASTING CORP.

EXECUTIVES: J.H. Conesa, Sr., Pres.
 J. H. Conesa, Jr., VP GM
 Radames Rivera, Controller
 HEADQUARTERS: P.O. Box 7213
 Ponce, PR 00732 (809) 840-3160

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

PRICE COMMUNICATIONS CORP.

EXECUTIVES: Robert Price, Pres.
 Ellen S. Fader, Sec.
 HEADQUARTERS: 45 Rockefeller Plaza
 New York, NY 10020 (212) 582-1610

STATION	FORMAT
WOWO-AM Fort Wayne, IN	AC
KIOI-FM San Francisco, CA	AC
WIRK-A F West Palm Beach, FL	C

PRINCE GEORGE BROADCASTING LIMITED

EXECUTIVES: Ron East;
 Stan Davis; George Baldwin
 HEADQUARTERS: 1940 3rd Avenue
 Prince George, BC, CN V2M 1G7 (604) 564-2524

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

PROGRESSIVE RADIO STATIONS

EXECUTIVES: William K. Ulerich, Chmn. CEO
 Margaret E. Krebs, Pres.
 HEADQUARTERS: P.O. Box 291
 206 East Locust Street
 Clearfield, PA 16830 (814) 765-5051

STATION	FORMAT
WCPA-AM Clearfield, PA	AC
WQYX-FM Clearfield, PA	R
WAHT-AM Annville Cleona Lebanon, PA	AC
WDAD-AM Indiana, PA	AC
WQMU-FM Indiana, PA	R
WMAJ-AM State College, PA	AC
WXL R-FM State College, PA	AC

Q

Q BROADCASTING LTD.

EXECUTIVES: John E. Stark, Pres.
 Noel L. Hullah, VP/Sales
 Maurice L. Foisy, VP Prog.
 HEADQUARTERS: 1134 Burrard Street
 Vancouver, BC CN V6Z 1Y8 (604) 682-3141

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

R

RADIO SOUTH

EXECUTIVES: Houston Pearce, Pres.
 Sonny Posey, VP; Jimmy Shaw, VP
 HEADQUARTERS: 400 3rd Avenue
 Jasper, AL 35501 (205) 221-2222

STATION	FORMAT
WARF Jasper, AL	C
WTUG Tuscaloosa, AL	B
WTSK Tuscaloosa, AL	REL

RAU RADIO STATIONS

EXECUTIVES: Robin R. Henry, Pres.
 Patrick H. Kelly, Exec. VP; Ernest R. Colburn, VP
 HEADQUARTERS: 2100 M Street, NW
 Washington, DC 20037 (202) 296-3900

STATION	FORMAT
WNAV Annapolis, MD	AC
WLOM Annapolis, MD	MM
WDOV Dover, DE	AC
WDSD Dover, DE	C
WBBS Burlington, NC	AC
WPCM Burlington, NC	C
WPD X-A F Clarksburg, WV	C
WATO Oak Ridge, TN	BB
WETO Oak Ridge, TN	C

RESEAU DES APPALACHES

EXECUTIVES: Francois Labbe, Pres.
 Jeanne Martin, Gen. Dir.
 Robert Daneau, Dir. Prog. Info.
 HEADQUARTERS: 327 Ave. Labbe
 Thetford Mines, Quebec, CN (418) 335-7533

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

RESULT RADIO GROUP

EXECUTIVES: Jerry Papenfuss, Pres.
 Len DeSomer, VP; Rick Charles, Treas.
 HEADQUARTERS: P.O. Box 747
 Winona, MN 55987 (507) 452-2867

STATION	FORMAT
KAGE Winona, MN	C
KAGE-FM Winona, MN	AC

GROUP OWNERS

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

REX BROADCASTING CORP.

EXECUTIVES: Jim Slone, Pres.
 Jim Arnold, VP GM, KRUX
 Charlie Cohn, VP/GM, KLAQ/KROD
 HEADQUARTERS: c/o KCUB, P.O. Box 50006
 Tucson, AZ 85703 (602) 887-1000

STATION		FORMAT
KCUB	Tucson, AZ	C
KRUX	Lubbock, TX	C
KROD-AM	El Paso, TX	O
KLAQ-FM	El Paso, TX	A

RKO RADIO

EXECUTIVES: Thomas F. O'Neil, Chmn., RKO General, Inc.
 Hubert DeLynn, COO, RKO General, Inc.
 Frank Shakespeare, Pres., RKO General, Inc.
 Robert J. Williamson, Pres., RKO Radio
 HEADQUARTERS: 1440 Broadway
 New York, NY 10018 (212) 764-7000

STATION		FORMAT
WRKO	Boston, MA	T
WOR	New York, NY	T
WGMS-A/F	Washington, DC	CL
WHBQ	Memphis, TN	AC
KHJ	Los Angeles, CA	C
KFRC	San Francisco, CA	R
WROR	Boston, MA	AC
WRKS	New York, NY	B
WAXY	Ft. Lauderdale, FL	AC
WFYR	Chicago, IL	AC
KRTH	Los Angeles, CA	AC

ROBERTS BROADCASTING

EXECUTIVES: W. Donald Roberts, Jr., Pres.
 Mike Nelson, GM; Ron LaPorte, GM
 HEADQUARTERS: 1611 Clower Creek Drive, #236
 Sarasota, FL 33581 (813) 966-2287

STATION		FORMAT
WJMS	Ironwood, MI	AC
WIMI	Ironwood, MI	AC
WJMT-A/F	Merrill, WI	AC

ROLLINS

EXECUTIVES: R. Randall Rollins, Pres.
 Richard Hubbell, VP/Media
 William S. Jaeger, VP Radio
 HEADQUARTERS: 2140 Piedmont Road, NE
 Atlanta, GA 30324 (404) 873-2355

STATION		FORMAT
KDAY	Los Angeles, CA	B
WAMS	Wilmington, DE	C
WBEE	Chicago, IL	J
WBES-FM	Charleston, WV	BM
WCHS	Charleston, WV	AC
WRAP	Norfolk, VA	B

RAY H. ROSENBLUM STATIONS

EXECUTIVES: Ray H. Rosenblum, Pres.
 Helen Faye Rosenblum, VP
 HEADQUARTERS: c/o WMOA Radio, P.O. Box 708
 Marietta, OH 45750 (614) 373-1490

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

RUST COMMUNICATIONS GROUP

EXECUTIVE: William F. Rust, Jr., Pres.
 HEADQUARTERS: P.O. Box 1382
 Leesburg, VA 22075 (703) 777-7550

STATION		FORMAT
WHAM	Rochester, NY	AC
WHFM-FM	Rochester, NY	AC
WPTR	Albany, NY	C
WFLY-FM	Troy, NY	AC
WNOW	York, PA	C
WQXA-FM	York, PA	AC
WSOM	Salem, OH	AC
WQXK-FM	Salem Youngstown, OH	C

S

SALTER BROADCASTING COMPANY

EXECUTIVES: Russell G. Salter, Pres.
 Charles G. Filippi, VP Oper. Mgr.
 Joe Moen, VP
 HEADQUARTERS: 1884 Plain Avenue
 Aurora, IL 60505 (312) 898-6668

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

SANDUSKY NEWSPAPERS RADIO DIVISION

EXECUTIVES: Dudley A. White, Chmn./CEO
 Toney Brooks, Pres; Tommy Vascocu, Sr. VP
 HEADQUARTERS: 11340 W. Olympic, Suite 207
 Los Angeles, CA 90064 (213) 477-2449

STATION		FORMAT
KBPI-FM	Denver, CO	A
KNUS-AM	Denver, CO	T
KDKB-FM	Mesa, AZ	A
KDJQ-AM	Mesa, AZ	R
KLSY-FM	Seattle, WA	AC
KJZZ-AM	Seattle, WA	J
KLSI-FM	Kansas City, MO	AC
KEGL-FM	Ft. Worth, TX	A
KWFM-FM	Tucson, AZ	A
KSly-FM	San Luis Obispo, CA	A
KSly-AM	San Luis Obispo, CA	O

SBI

EXECUTIVES: Edward T. Shaddek, Pres.
 Jerry W. Perkins, Controller
 George Johns, VP Corp. Oper.
 HEADQUARTERS: 8665 Gibbs Drive, Suite 201
 San Diego, CA 92123 (714) 565-6006

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

SCONNIX GROUP BROADCASTING

EXECUTIVES: Scott McQueen, Pres.
 Randall Odeneal, VP; Theodore E. Nixon, VP
 HEADQUARTERS: Parade Road
 Laconia, NH 03246 (603) 524-1341

STATION		FORMAT
WTMA	Charleston, SC	AC
WSSX	Charleston, SC	R
WKZU	Laconia, NH	C
WLNH	Laconia, NH	AC
WOCB	Cape Cod, MA	AC
WSOX	Cape Cod, MA	BM
WCMF	Rochester, NY	A
WLLR	Davenport, IA	C

SCRIPPS-HOWARD BROADCASTING COMPANY

EXECUTIVES: Donald L. Perris, Pres.

Richard J. Janssen, VP/Radio
 Steve Roddy, Dir. Prog. & Mktg./Radio
 HEADQUARTERS: 3001 Euclid Avenue
 Cleveland, OH 44115 (216) 431-5555

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

SEATON STATIONS

EXECUTIVES: R.M. Seaton, CEO
 Edward L. Seaton, VP; Donald R. Seaton, VP
 HEADQUARTERS: Box 580
 Coffeyville, KS 67337 (316) 251-2900

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

SEEHAFER BROADCASTING CORP.

EXECUTIVES: Donald Seehafer, Pres.
 Ray Olson, Sec. Treas; Bob Jung, Oper. Mgr.
 HEADQUARTERS: WOMT Radio
 3730 Mangin St., P.O. Box 685
 Manitowoc, WI 54220 (414) 682-0351

STATION		FORMAT
WOMT-AM	Manitowoc, WI	AC
WQTC-FM	Two Rivers, WI	R
WXCO-AM	Wausau, WI	C
KWEB-AM	Rochester, MN	AC
KRCH-FM	Rochester, MN	R

SELKIRK COMMUNICATIONS, LTD.

EXECUTIVES: J. Stuart MacKay, Pres.
 Ken A. Baker, VP; Frank T. Nash, VP/Fin.
 HEADQUARTERS: 2 Bloor Street, W., #710
 Toronto, ON, CN M4W 3L7 (416) 967-5550

STATION		FORMAT
CJVI	Victoria, BC	C
CKWX	Vancouver, BC	C
CJAZ	Vancouver, BC	J
CJIB	Vernon, BC	AC
CJCA	Edmonton, AB	AC
CIRK	Edmonton, AB	A
CFGP	Grande Prairie, AB	AC
CFAC	Calgary, AB	C
CJOC	Lethbridge, AB	C
CILA	Lethbridge, AB	A
CJPR	Blairmore, AB	AC
CJEV	Elkford, BC	AC

SENTRY BROADCASTING

EXECUTIVES: Donald M. Colby, Pres.
 Dave Stephenson, Treas; T.J. Maney, VP/Sec.
 HEADQUARTERS: 1800 North Point Drive
 Stevens Point, WI 54481 (715) 346-6817

STATION		FORMAT
KMNS-AM	Sioux City, IA	C
KSEZ-FM	Sioux City, IA	AC
WTAX-AM	Springfield, IL	MM
WDBR-FM	Springfield, IL	AC
WXTA-AM	Rockford, IL	MM
WYBR-FM	Rockford, IL	AC
WJJK-AM	Eau Claire, WI	C
WBIZ-FM	Eau Claire, WI	AC
WXYQ-AM	Stevens Point, WI	C
WSPT-FM	Stevens Point, WI	R
WRJN-AM	Racine, WI	MM

GROUP OWNERS

SHAMROCK BROADCASTING CO.

EXECUTIVES: Roy E. Disney, Chmn.
Stanley P. Gold, Pres.; James R. Mixon, Exec. VP
HEADQUARTERS: 6464 Sunset Blvd., Room 630
Hollywood, CA 90028 (213) 462-7711

STATION		FORMAT
KABL-A/F	San Francisco, CA	BM
KMGC-FM	Dallas, TX	AC
KUDL-FM	Kansas City, KS	AC
WWWW-FM	Detroit, MI	C

SHAMROCK COMMUNICATIONS

EXECUTIVES: William R. Lynett, VP/Oper.
Ken Stevens, VP Prog; George Duffy, GM, WDIZ
HEADQUARTERS: 149 Penn Avenue
Scranton, PA 18505 (717) 348-9108

STATION		FORMAT
WDIZ	Oriando, FL	A
WEJL	Scranton, PA	AC
WEZX	Scranton, PA	A
WQFM	Milwaukee, WI	A
WTTR	Westminster, MD	AC
WTTR-FM	Westminster, MD	BM

SKY CORPORATION

EXECUTIVES: Dennis R. Israel, Pres.
F. Andrew Bell, Exec. VP
HEADQUARTERS: 437 Madison Avenue, 35th Fl.
New York, NY 10022 (212) 753-4814

STATION		FORMAT
KSKY	Dallas, TX	REL
KBCQ	Roswell, NM	AC
WRIV	Riverhead, NY	AC
WSCY	N. Syracuse, NY	A
WEZG	N. Syracuse, NY	BM
WTPA	Harrisburg, PA	A
*WGY	Schenectady, NY	AC
*WGFM	Schenectady, NY	R
*WSIX-A F	Nashville, TN	C

*Pending FCC approval

KAYE SMITH RADIO

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

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

TED SMITH GROUP

EXECUTIVE: Ted A. Smith, Pres.
HEADQUARTERS: KUMA, P.O. Box 340
Pendleton, OR 97801 (503) 276-1511

STATION		FORMAT
KUMA	Pendleton, OR	AC
KUMA-FM	Pendleton, OR	BM
KJDY	John Day, OR	C

SOLAR BROADCASTING CO.

EXECUTIVE: Allen Woodall, Pres.
HEADQUARTERS: P.O. Box 1640, 1846 Buena Vista
Columbus, GA 31994
(404) 322-5447 (800) 554-5454

STATION		FORMAT
WDAK-AM	Columbus, GA	C
WEIZ-FM	Columbus, GA	AC
WALG-AM	Albany, GA	AC
WKAK-FM	Albany, GA	C

SONLIFE RADIO

EXECUTIVE: Jeff Blackwell, GM

HEADQUARTERS: 8919 World Ministry Avenue
Baton Rouge, LA 70810 (504) 769-8300

STATION		FORMAT
WLUX	Baton Rouge, LA	REL
KJIL	Oklahoma, City, OK	REL
KWJS	Arlington, TX	REL
WHYM	Pensacola, FL	REL
WJYM	Perrysburg, OH	REL
KJOJ	Houston, TX	REL
WAME	Charlotte, NC	REL

SORENSEN BROADCASTING CORP.

EXECUTIVE: Dean Sorenson, Pres.
HEADQUARTERS: 106 W. Capital, Box 309
Pierre, SD 57501 (605) 224-1133

STATION		FORMAT
KCCR	Pierre, SD	AC
KNEY	Pierre, SD	R
KOBH-AM	Hot Springs, SD	AC
KOBH-FM	Hot Springs, SD	C
KIXX	Watertown, SD	AC
KOZY	Grand Rapids, MI	AC
KWAT	Watertown, SD	N/T
KYNT	Yankton, SD	AC
KKYA	Yankton, SD	C
KCUE	Red Wing, MN	C
KWNG	Red Wing, MN	R
*KQDJ-A/F	Jamestown, ND	AC

*Pending FCC approval

SOUTH CENTRAL COMMUNICATIONS CORP.

EXECUTIVES: John D. Englebrecht, Pres.
Glen Powers, VP/Radio Div.
Charles A. Blake, GM, WIKY WROZ
HEADQUARTERS: P.O. Box 3848
1162 Mount Auburn Road
Evansville, IN 47736-47712 (812) 424-8284

STATION		FORMAT
WIKY-FM	Evansville, IN	MM
WROZ-AM	Evansville, IN	C
WZEZ-FM	Nashville, TN	BM
WEZK-FM	Knoxville, TN	BM

SOUTHERN MINNESOTA BROADCASTING COMPANY

EXECUTIVES: G. David Gentling, Pres. Treas.
Greg Gentling, Exec. VP; Marvin Foss, Sec.
HEADQUARTERS: 122 SW 4th Street
Rochester, MN 55901 (507) 286-1010

STATION		FORMAT
KROC	Rochester, MN	AC
KROC-FM	Rochester, MN	R
KXRB	Sioux Falls, SD	C
KIOV	Sioux Falls, SD	C
KKLS	Rapid City, SD	AC
KKHJ	Rapid City, SD	BM
KBLS	Santa Barbara, CA	BB
KTYD	Santa Barbara, CA	A
KKAM	Lubbock, TX	BB
KFMX	Lubbock, TX	A

STAUFFER COMMUNICATIONS

EXECUTIVES: Jerry Holley, VP/Broadcasting
Robert Fromme, Special Asst. to VP
Paul Winders, Dir. Engr.
HEADQUARTERS: Box 119
Topeka, KS 66614 (913) 272-3456

STATION		FORMAT
WIBW	Topeka, KS	N/T
WIBW-FM	Topeka, KS	R
KRNT	Des Moines, IA	AC
KRNQ	Des Moines, IA	R
KGNC	Amarillo, TX	N T

KGNC-FM	Amarillo, TX	BM
KGFF	Shawnee, OK	MM

STEREO BROADCASTING CORP.

EXECUTIVES: Colene Ingram
Richard Holcomb; Peggy Larey
HEADQUARTERS: 666 West Shaw, Suite 172
Fresno, CA 93704 (209) 222-2027

STATION		FORMAT
KIQY	Lebanon, OR	AC
KUKI	Ukiah, CA	AC
KIAH	Ukiah, CA	C

STERLING RECREATION ORGANIZATION

EXECUTIVES: Fredric A. Danz, Pres.
Clifford M. Hunter, Broadcast Dir.
HEADQUARTERS: P.O. Box 1723
Bellevue, WA 98009 (206) 455-8100

STATION		FORMAT
KZOK	Seattle, WA	A
KJET	Seattle, WA	R
KSJO	San Jose, CA	A
KHTT	San Jose, CA	AC
KDKO	Denver, CO	B
KBFW	Bellingham, WA	C
KALE	Richland, WA	AC
KIOK	Richland, WA	R
KASH	Eugene, OR	O
KSND	Eugene, OR	R
KEDO	Longview, WA	AC
KLYK	Longview, WA	R

STONER BROADCASTING SYSTEM

EXECUTIVES: Thomas H. Stoner, Chmn.
Glenn Bell, Pres; Avis Eckel, VP/Fin.
HEADQUARTERS: 3900 N.E. Broadway
Des Moines, IA 50317 (515) 265-6181

STATION		FORMAT
KSO	Des Moines, IA	C
KGGO	Des Moines, IA	A
WGNT	Huntington, WV	AC
WAMX	Ashland, KY Huntington, WV	A
WNBF	Binghamton, NY	AC
WQYT	Binghamton, NY	AC
WIMZ-A F	Knoxville, TN	A
KHAK-A F	Cedar Rapids, MI	C
WYRK	Buffalo, NY	C

STORZ BROADCASTING COMPANY

EXECUTIVES: Robert H. Storz, Pres./Chmn.
Herbert Engdahl, VP
George Armstrong, Exec. VP
HEADQUARTERS: Kiewit Plaza, 8th Fl.
Omaha, NE 68131 (402) 342-4700

STATION		FORMAT
WQAM	Miami, FL	C
WHB	Kansas City, MO	AC
WDGY	Minneapolis, MN	C
WTIX	New Orleans, LA	AC
KOMA	Oklahoma City, OK	C
KXOK	St. Louis, MO	AC

STUART BROADCASTING COMPANY

EXECUTIVES: R.W. Chapin, Pres.
Orv Koch, Asst. to Pres.
Norma Peterson, Promotion Dir.
HEADQUARTERS: 625 Stuart Building
Lincoln, NE 68508 (402) 475-4204

STATION		FORMAT
KFOR	Lincoln, NE	AC
KFRX	Lincoln, NE	A
KRGI	Grand Island, NE	AC
KRGI-FM	Grand Island, NE	C

GROUP OWNERS

KSAL	Salina, KS	AC
KYEZ	Salina, KS	C
KOEL	Oelwein, IA	AC
KOEL-FM	Oelwein, IA	C
KWTO	Springfield, MO	C
KWTO-FM	Springfield, MO	R
KATI	Casper, WY	AC
KAWY	Casper, WY	A

SUBURBAN RADIO GROUP

EXECUTIVES: Robert R. Hiiker, Chmn./CEO
William R. Rollins, Pres. COO
Lewis Bagwell, VP
HEADQUARTERS: P.O. Box 888
Belmont, NC 28012 (704) 825-5272

STATION		FORMAT
WCGC	Belmont, NC	C
WEGO	Concord, NC	C
WPEG-FM	Concord, NC	B
WJJJ	Christiansburg, VA	AC
WVVV-FM	Blacksburg, VA	R
WYNR	Brunswick, GA	C
WPIQ	Brunswick, GA	R
WSVM	Valdese, NC	AC

SUDBRINK BROADCASTING

EXECUTIVES: Robert W. Sudbrink, Chmn.
Richard D. Casper, Pres.
HEADQUARTERS: 3081 East Commercial Boulevard
Ft. Lauderdale, FL 33308 (305) 771-0735

STATION		FORMAT
WNWS	Miami, FL	N/T
WJYO	Mount Dora/Orlando, FL	AC
WORL	Orlando, FL	B
KPOI	Honolulu, HI	AC
KDUK	Honolulu, HI	A
WLAC	Nashville, TN	N/T
WJYN	Nashville, TN	AC

SUMMIT COMMUNICATIONS

EXECUTIVES: Richard S. Stakes, Pres.
Allen B. Shaw, Exec. VP/Radio Div.
HEADQUARTERS: Box 10418, Salem Station
Winston-Salem, NC 27108 (919) 748-8820

STATION		FORMAT
WSJS	Winston-Salem, NC	N/T
WTQR	Winston-Salem, NC	C
WCOA	Pensacola, FL	AC
WJLQ	Pensacola, FL	R
WREC	Memphis, TN	BB
WZXR	Memphis, TN	A
KOCY	Oklahoma City, OK	C
KXXY	Oklahoma City, OK	C

SUNBELT COMMUNICATIONS, LTD.

EXECUTIVES: C.T. Robinson, Pres.
W.C. Moyes, Exec. VP; M.B. Hesser, Exec. VP
HEADQUARTERS: 615 East Brookside
Colorado Springs, CO 80906 (303) 633-6696

STATION		FORMAT
KQEO-AM	Albuquerque, NM	O
KZZX-FM	Albuquerque, NM	AC
KVOR-AM	Colorado Springs, CO	N/T
KSPZ-FM	Colorado Springs, CO	AC
KFYE-FM	Fresno, CA	AC
KRAB	Seattle, WA	D
*KTWN	Minneapolis, MN	

*Pending FCC approval

SUNDANCE BROADCASTING

EXECUTIVES: David E. Reese, Chmn.
Michael D. Jorgenson, Pres.
HEADQUARTERS: P.O. Box 16719

Milwaukee, WI 53216 (414) 442-0150

STATION		FORMAT
WOKY-AM	Milwaukee, WI	BB
WMIL-FM	Milwaukee, WI	C
KIDO-AM	Boise, ID	BB
KIDQ-FM	Boise, ID	A

SURREY BROADCASTING COMPANY

EXECUTIVES: Kent Nichols, Pres. CEO
John W. Nichols, Chmn.
HEADQUARTERS: 165 South Union, Suite 606
Denver, CO 80228 (303) 989-9980

STATION		FORMAT
KYKY	St. Louis, MO	AC
KATT-A/F	Oklahoma City, OK	A
KAIR	Tucson, AZ	AC
KJYK	Tucson, AZ	BM

SUSQUEHANNA BROADCASTING CO.

EXECUTIVES: Louis J. Appell, Jr., Pres.
Arthur W. Carlson, Sr. VP
Michael R. Robbins, Mktg. Mgr.
HEADQUARTERS: 140 E. Market Street
York, PA 17401-1432 (717) 848-5500

STATION		FORMAT
KLIF	Dallas, TX	C
KPLX	Ft. Worth/Dallas, TX	C
WARM	Scranton/Wilkes-Barre, PA	AC
WFMS	Indianapolis, IN	C
WHLO	Akron, OH	BB
WKIS	Orlando, FL	N/T
**WLQR	Toledo, OH	BM
WLTA	Atlanta, GA	AC
WQBA-A/F	Miami, FL	SP
WRRM	Cincinnati, OH	MM
WSBA	York, PA	AC
WSBA-FM	York, PA	AC
*KFOG	San Francisco, CA	A

*Pending FCC approval, **WLQR sale.

SWANSON BROADCASTING

EXECUTIVES: Gerock H. Swanson, Pres.
Ron B. Blue, COO/Exec. VP
William E. Weeks, VP/Chief Fin. Off.
HEADQUARTERS: 7136 S. Yale, Swanson Plaza
Tulsa, OK 74136 (918) 493-7225

STATION		FORMAT
WBYU	New Orleans, LA	BM
KKNG	Oklahoma City, OK	BM
KRMG	Tulsa, OK	N/T
KFJZ	Arlington, TX	BB
KKYX	San Antonio, TX	C

T

TAFT BROADCASTING COMPANY

EXECUTIVES: Charles Mechem, Jr., Chmn.
Dudley Taft, Pres; David S. Ingalls, Vice Chmn.
HEADQUARTERS: 1718 Young Street
Cincinnati, OH 45210 (513) 721-1414

STATION		FORMAT
WDAF	Kansas City, MO	C
KYYS	Kansas City, MO	A
WGR	Buffalo, NY	AC
WGRQ	Buffalo, NY	A
WKRC	Cincinnati, OH	AC
WKRQ	Cincinnati, OH	R
WTVN	Columbus, OH	AC
WLVO	Columbus, OH	A
WDVE	Pittsburgh, PA	A
WYNF	Tampa, FL	A
WDAE	Tampa, FL	BB

TALTON BROADCASTING COMPANY

EXECUTIVES: Julius E. Talton, Pres./GM
Carrie Glover, VP; Pearle L. Talton, Sec. Treas.
HEADQUARTERS: 505 Lauderdale Street
Selma, AL 36701 (205) 875-3350

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

TAMARACK COMMUNICATIONS

EXECUTIVES: David M. Jack
Lorna R. Pearce; Joe W. Allen, Sr.
HEADQUARTERS: Oaks Park
Portland, OR 97202 (503) 234-8448

STATION		FORMAT
KUDY-AM	Spokane, WA	REL
KICN-FM	Spokane, WA	BB
KLIQ-AM	Portland, OR	T
KNTA	Santa Clara, CA	SP

THOMPSON COMMUNICATIONS

EXECUTIVES: Fred L. Thompson, Pres.
Richard Dumler, Station Mgr., KRSL
Bill Mingle, Station Mgr., KYFM
HEADQUARTERS: P.O. Box 1001
1200 E. Frank Phillips Boulevard
Bartlesville, OK 74003 (918) 336-1001

STATION		FORMAT
KYFM	Bartlesville, OK	C
KRSL	Russell, KS	C
KRSL-FM	Russell, KS	C

TICHENOR MEDIA SYSTEM

EXECUTIVES: McHenry Tichenor, Chmn.
McHenry T. Tichenor, Sr., Vice Chmn.
McHenry T. Tichenor, Jr., Pres.
HEADQUARTERS: P.O. Drawer 711
Harlingen, TX 78550 (512) 423-3910

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

THE TIDMORE GROUP

EXECUTIVES: A.V. Tidmore, Owner/Pres.
Ralph L. Price, GM
HEADQUARTERS: P.O. Box 540
Pottsville, PA 17901 (717) 622-1360

STATION		FORMAT
WPPA	Pottsville, PA	AC
WAVT	Pottsville, PA	C
WSBB	New Smyrna Beach, FL	BB-BM

T/R

EXECUTIVE: Allan Land, Exec. VP
HEADQUARTERS: Lind Arcade Building
Zanesville, OH 43701 (614) 452-5431

STATION		FORMAT
WHIZ	Zanesville, OH	AC
WHIZ-FM	Zanesville, OH	BM
WNXT	Portsmouth, OH	AC
WNXT-FM	Portsmouth, OH	BM
WOMP	Bellaire, OH	N/T
WOMP-FM	Bellaire, OH	R

TRANS WESTERN COMMUNICATIONS

EXECUTIVE: George M. Malti, Pres.
HEADQUARTERS: 701 Sutter Street, 7th Fl.

GROUP OWNERS

San Francisco, CA 94109 (415) 775-0680

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

TRIBUNE COMPANY BROADCASTING

EXECUTIVE: James C. Dowdle, Pres.
 HEADQUARTERS: 435 N. Michigan Avenue
 Chicago, IL 60611 (312) 222-3938

STATION		FORMAT
WPIX	New York, NY	R
WGN	Chicago, IL	T
WICC	Bridgeport, CT	AC
KGNR	Sacramento, CA	N/T
KCTC	Sacramento, CA	BM

2588 NEWPORT CORPORATION

EXECUTIVES: Harriet Kandy Rohde, Pres.
 Jerry Hartline, GM, KHSJ/KHYE
 Michael C. Salgado, GM, KONG
 HEADQUARTERS: 121 Groverton Place
 Los Angeles, CA 90077 (213) 472-2395

STATION		FORMAT
KHSJ	Hemet, CA	MM
KHYE-FM	Hemet, CA	MM
KONG	Visalia, CA	REL-N/T
KONG-FM	Visalia, CA	AC

U

UNITED BROADCASTING CO.

EXECUTIVES: Gerald Hroblak, Pres./Chmn.
 Bill Parris, VP; Arthur Rawson, Controller
 John Irwin Beach, Nat'l Prog. Dir.
 HEADQUARTERS: 4733 Bethesda Avenue, #808
 Bethesda, MD 20814 (301) 652-7706

STATION		FORMAT
WOOK	Washington, DC	B
WYST-A/F	Baltimore, MD	AC
WJMO	Cleveland Heights, OH	B
WRQC	Cleveland Heights, OH	A
KALI	San Gabriel, CA	SP
KSOL	San Mateo, CA	B
WBNX	New York, NY	SP
WINX	Rockville, MD	AC

UNIVERSAL BROADCASTING CORP.

EXECUTIVES: Howard Warshaw, Pres.
 Marvin B. Kosofsky, Chmn; Dick Marsh, VP/Mktg.
 HEADQUARTERS: 40 Roselle Street
 Mineola, NY 11501 (516) 741-1200

STATION		FORMAT
WTHE	Mineola, NY	B
WARO	Canonsburg, PA	REL
WV VX	Highland Park, IL	REL
WYLO	Jackson, WI	REL
KCNW	Fairway, KS	REL
KUXL	Golden Valley, MN	REL
KEST	San Francisco, CA	REL
KMAX	Arcadia, CA	REL
KPPC	Pasadena, CA	REL
WGRT	Danville, IN	B
WCBW	Columbia, IL	REL

V

VIACOM BROADCASTING

EXECUTIVES: Ralph M Baruch, Chmn./CEO
 Paul Hughes, Broadcast Pres.
 Dianne DeArmond, VP/Mktg. & Promotions
 HEADQUARTERS: 1211 Avenue of the Americas

New York, NY 10036 (212) 575-5175

STATION		FORMAT
KDIA	Oakland, CA	B
WMZQ	Washington, DC	C
WKHK	New York, NY	C
WDIA	Memphis, TN	B
WRVR	Memphis, TN	AC
KIKK	Houston, TX	C
KIKK-FM	Houston, TX	C
WLAJ	Chicago, TX	BM

W

WALTON COMMUNICATIONS

EXECUTIVES: John B. Walton, Pres.
 Jean Walton, Sec./Treas; A. J. Ramsey, VP
 HEADQUARTERS: P.O. Box 1417
 Pebble Beach, CA 93953 (408) 649-6622

STATION		FORMAT
KDJW	Amarillo, TX	C
KBUY	Amarillo, TX	C
KIDD	Monterey, CA	AC
KLRB	Carmel, CA	A
KKCS	Colorado Springs, CO	C
KYSN	Colorado Springs, CO	AC
KRRR	Ruidoso, NM	MM

WESTERN BROADCASTING CO.

EXECUTIVES: Earl E. Morgenroth, Chmn./Pres.
 Bob Massey, Sr. VP; Paul Spranger, VP/Radio
 HEADQUARTERS: 2501 Catlin, Suite 206, Drawer M
 Missoula, MT 59806 (406) 728-2755

STATION		FORMAT
KGVO	Missoula, MT	C
KCAP	Helena, MT	AC
KCAP-FM	Helena, MT	AC
KSEI	Pocatello, ID	AC
KRBU	Pocatello, ID	BM

WESTERN CITIES BROADCASTING

EXECUTIVES: Peer Pedersen, Chmn.
 Richard C. Phalen, Jr., Pres.
 William R. Phalen, VP
 HEADQUARTERS: P.O. Box 14805
 Las Vegas, NV 89114 (702) 739-9383

STATION		FORMAT
KZZP-A/F	Mesa/Phoenix, AZ	R
KZAP	Sacramento, CA	A
KWSS	Gilroy/San Jose, CA	R
KRQQ	Tucson, AZ	R
KNST	Tucson, AZ	N/T
KLUC	Las Vegas, NV	R
KMJJ	North Las Vegas, NV	AC

WESTINGHOUSE BROADCASTING AND CABLE (GROUP W)

EXECUTIVES: Daniel L. Ritchie, Chmn./CEO
 Richard H. Harris, Pres./Radio Group
 Warren Maurer, VP/AM Group
 Bert Wahlen, VP/FM Group
 HEADQUARTERS: 90 Park Avenue
 New York, NY 10016 (212) 983-6500

STATION		FORMAT
WINS	New York, NY	N
KFWB	Los Angeles, CA	N
WIND	Chicago, IL	N/T
KYW	Philadelphia, PA	N
WBZ	Boston, MA	AC
KOAX	Dallas/Ft. Worth, TX	BM
KDKA	Pittsburgh, PA	AC

WPNT	Pittsburgh, PA	BM
KODA	Houston, TX	BM
KOSI	Denver, CO	BM
KJQY	San Diego, CA	BM

WFYC

EXECUTIVES: Gilbert E. Thomas, VP/GM
 David W. Sommerville, VP/Treas.
 HEADQUARTERS: P.O. Box 629
 Alma, MI 48801 (517) 463-3175

STATION		FORMAT
WFYC-A/F	Alma/St. Louis, MI	AC
WADM-A/F	Decatur, IN	AC

WILKS/SCHWARTZ BROADCASTING

EXECUTIVES: Donald Wilks; Michael Schwartz
 HEADQUARTERS: WAQY Radio, 45 Fisher Avenue
 E. Longmeadow, MA 01028 (413) 525-4141

STATION		FORMAT
WAQY-FM	Springfield, MA	A
WIXY	Springfield, MA	C
WKZE-AM	Orleans/Hyannis, MA	BB
WKZE-FM	Orleans/Hyannis, MA	AC
WKRZ-AM	Wilkes-Barre, PA	BB
WKRZ-FM	Wilkes-Barre, PA	AC
WZFM	White Plains/Briarcliff, NY	AC

WKBN BROADCASTING CORP.

EXECUTIVES: W.P. Williamson III, Pres.
 J.D. Williamson II, VP
 HEADQUARTERS: 3930 Sunset Boulevard
 Youngstown, OH 44514 (216) 782-1144

STATION		FORMAT
WKBN-AM	Youngstown, OH	AC-T
WKBN-FM	Youngstown, OH	BM
WIMA-AM	Lima, OH	AC-T
WIMT-FM	Lima, OH	C
WAAM-AM	Ann Arbor, MI	AC

WOOD BROADCASTING

EXECUTIVES: Willard S. Schroeder, Chmn.
 Michael O. Lareau, Pres.
 Thomas M. Girocco, Exec. VP
 HEADQUARTERS: College Park Plaza, 180 N. Division
 Grand Rapids, MI 49503 (616) 459-1919

STATION		FORMAT
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids, MI	BM
WSPD	Toledo, OH	AC
*WLQR	Toledo, OH	BM

*Pending FCC approval

WOODWARD COMMUNICATIONS

EXECUTIVES: F. Robert Woodward, Sr., Chmn.
 William Woodward, Pres.
 F. Robert Woodward, Jr., VP
 HEADQUARTERS: 801 Bluff Street
 Dubuque, IA 52001 (319) 588-5684

STATION		FORMAT
KDTH	Dubuque, IA	N/T
KFMD	Dubuque, IA	AC
WHBY	Appleton, WI	AC
WAPL	Appleton, WI	A
KLMS	Lincoln, NE	O
KFMQ	Lincoln, NE	R
KPTL	Carson City, NV	AC
KKBC	Carson City, NV	C

NETWORK/SATELLITE

A

ABC RADIO NETWORKS

1345 Avenue of the Americas
New York, NY 10019 (212) 887-7777
EXECUTIVES: Edward F. McLaughlin, Pres.
William Battison, VP/Plan., Fin., Admin.,
Satellite Development
John Axten, VP Adult Networks
Willard Lochridge, VP Youth Networks
Louis Severine, VP Dir. Sales

SERVICES: ABC Contemporary Network, ABC Direction Network, ABC Entertainment Network, ABC Information Network, ABC FM Network, ABC Rock Network, ABC Talkradio

PROGRAMMING: Contemporary: "Spotlight Specials"; Adult: USFL, "Special Assignment: Extra"—ten shows on a single topic; Rock: "Video Report"—hosted by Mike Harrison; "Rolling Stones Continuous History of Rock N'Roll"—thematically programmed contemporary music; FM: "Soap Talk"—hosted by Jacklyn Zeman; "Ringo's Yellow Submarine"—hosted by Ringo Starr.

OWNED AND OPERATED RADIO STATIONS:

WABC/WPLJ, New York
WXYZ/WRIF, Southfield, MI (Detroit)
WLS-A/F, Chicago; KSRR, Houston
KABC/KLOS, Los Angeles
KGO-AM, San Francisco
*KGO-FM, San Francisco
WMAL/WRQX, Washington, DC

*Sale pending FCC approval

THE ASSOCIATED PRESS

50 Rockefeller Plaza
New York, NY 10020 (212) 621-1511
EXECUTIVES: Roy Steinfort, VP Dir.
James Hood, Deputy Dir. Oper.
Glenn Serafin, Deputy Dir. Sales
BROADCAST FACILITIES: Westar III

SERVICES: A full-service radio news network with hourly newscasts as well as business, sports, farm and feature programs, nightly live country music broadcast from Nashville, weekend talk show with Ed Busch—all on AP-provided dishes.

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenafly, NJ 07670
(201) 567-8800 (800) 631-1600

EXECUTIVES: John E. Patton, Chmn./CEO
Jeffrey C. Mathieu, VP Mgr.
Marlin R. Taylor, Pres. & Creative Dir.

PROGRAMMING: A producer and supplier of Easy Listening programming, and specials via satellite.

C

CBS RADIO NETWORK AND CBS RADIORADIO

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

EXECUTIVES: Robert Hosking, Pres.
Richard Brescia, Sr. VP, CBS Radio Networks
Michael Ewing, VP GM, CBS Radio Network
Robert Kipperman, VP/GM, RADIORADIO
Frank Miller, VP Prog., CRN

SERVICES/PROGRAMMING: CBS Radio Network: News, sports, information. RADIORADIO: News, features, music specials.

OWNED AND OPERATED RADIO STATIONS:

WCBS-A/F, New York; WCAU-A/F, Philadelphia
WEEI-AM, Boston; WHTT-FM, Boston
WBBM-A/F, Chicago; KMOX-AM, St. Louis
KHTR-FM, St. Louis; KNX-A/F, Los Angeles
KCBS-AM, San Francisco; KRQR, San Francisco

CNN RADIO

1050 Techwood Drive
Atlanta, GA 30318 (404) 898-8866
EXECUTIVES: Bob Pates, VP; Jim Kitchell, VP
Paul Amos, Ed. Dir.

PROGRAMMING: A 24-hour radio news network currently heard in 75 markets nationwide, employing the audio portion of CNN headline news, a variety of features and original programming.

G

GLOBAL SATELLITE NETWORK

19456 Ventura Boulevard
Tarzana, CA 91356 (213) 344-5651
EXECUTIVES: Howard Gillman, Exec. Prod.
Cindy Tollin, GM/Prod.

Rachel Perkoff, Assoc. Prod.
PROGRAMMING: Live-via-satellite national rock & roll programming. ROCKLINE: 90-minutes weekly featuring the hottest rock stars, their music, and our toll-free number for listeners nationwide to call in and talk to the stars.

I

INTERNATIONAL TELECOMMUNICATIONS SATELLITE ORGANIZATION (INTELSAT)

490 L'Enfant Plaza, SW
Washington, DC 20024 (202) 488-2300
EXECUTIVES: Santiago Astrain, Dir. Gen.

Marcel Perras, Dir./Bus. Planning
Jose L. Alegrett, Dir./External Relations
Gavin Trevitt, Public Inform. Off.

SERVICES: INTELSAT is a 107-member-country organization that owns and operates a global satellite system for international communications.

K

KANSAS INFORMATION & AGRICULTURAL NETWORK (formerly Kansas Information Network)

Box 1240, 257 N. Broadway
Wichita, KS 67201 (316) 265-1240

EXECUTIVES: Frank Gunn, VP & GM
Kelly Walker, Asst. GM; Rich Hull, Farm Dir.
SERVICES: Satellite-delivered news and farm programs to radio stations. Wichita State University sports network.

M

MINNESOTA NEWS NETWORK

45 East 8th Street
St. Paul, MN 55101
(612) 293-5431 business (612) 221-1580 news

EXECUTIVES: Don Schiel, Mgr./Nat'l Sales
Don Wohlenhaus, Dir./Sales & Mktg.
John Merii, News Dir.

PROGRAMMING: 13 hourly newscasts, 9 farm news and commodity reports plus 2 business reports daily. Farm by NAFB Farm Director.

MUSIC COUNTRY NETWORK (A Service of AP Broadcast Services & WSM, INC.)

50 Rockefeller Plaza
New York, NY 10020 (212) 621-1511

MUTUAL BROADCASTING SYSTEM

1755 South Jefferson Davis Highway
Arlington, VA 22202 (703) 685-2000

EXECUTIVES: Martin Rubenstein, Pres./CEO
Jack Clements, Sr. VP/Mutual Radio Network

Gene Swanzy, Sr. VP Broad. & Comm. Scvs.
PROGRAMMING: Mutual offers its 850 affiliates news coverage on a 24-hour basis, seven days a week, entertainment programming live, in-stereo, life-style features and the best of professional and college sports.

BROADCAST FACILITIES: Westar IV
OWNED AND OPERATED RADIO STATIONS:
WHN, New York; WCFL, Chicago

N

NATIONAL BLACK NETWORK

10 Columbus Circle, 10 Fl.
New York, NY 10019 (212) 586-0610

EXECUTIVES: Eugene D. Jackson, Chmn.
Sydney L. Small, V. Chmn.
George Edwards, Pres.

PROGRAMMING: Radio programming network offering news and information for and about the African-American community.

OWNED AND OPERATED RADIO STATIONS:

WDAS-A/F, Philadelphia, PA
KATZ, St. Louis, MO; WZEN, St. Louis, MO

NBC RADIO NETWORK

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

EXECUTIVES: Michael Eskridge, Pres., NBC Radio
Robert Mounty, Exec. VP, NBC Radio
Richard K. Penn, VP GM, NBC Radio Networks
Meredith K. Woodyard, VP GM, The Source Network; James J. Farley, Jr., VP/Radio News

SERVICES/PROGRAMMING: Talknet: evening to overnight, seven day-a-week national call-in programming on personal and financial advice. The Source: young adult network featuring rock-oriented features, news and music programming. NBC Radio Network: hourly news, news commentary, sports and periodic long-form specials.

OWNED AND OPERATED RADIO STATIONS:

*WJIB, Boston; WMAQ, Chicago
WKQX, Chicago; WRC, Washington
WKYS, Washington; KNBR, San Francisco
KYUU, San Francisco; WNBC, New York
WYNY, New York

BROADCAST FACILITIES: Satcom IR

*Pending FCC Approval

NATIONAL CHRISTIAN NETWORK

1150 West King Street
Cocoa, FL 32922 (305) 632-1510

EXECUTIVES: Raymond A. Kassis, Pres./GM
A. John Fox, VP; Thomas C. Shaw, Oper. Mgr.
BROADCAST FACILITIES: Satcom IV, Transponder 7
SERVICES/PROGRAMMING:

Astro Enterprises: talk Christian format.
Blue Suede Radio: oldies but goodies.
Joy Radio: contemporary Christian music.
Goldmine Radio: country and western music.
Polka Satellite Network: Polka music and ethnic programs.

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036 (202) 822-2000

NATIONAL SATELLITE NETWORK—PUBLIC SERVICE SATELLITE CONSORTIUM

1660 L Street, NW, #907
Washington, DC 20036 (202) 331-1154

P

PROFESSIONAL RODEO NETWORK

P.O. Box 1B
Eugene, OR 97440 (503) 687-2068

EXECUTIVES: Peter Powell, Pres./Exec. Prod.
Jan Yearwood, Sec./Nat'l Sales & Prom. Dir.
Graham Marden, VP/Network Affiliate Dir.

NETWORK/SATELLITE

PROGRAMMING: "The Great American Cowboy": Country lifestyle orientation featuring interviews with rodeo champions, entertainers and personalities. Hosted by Bob Tallman. "The Voice of Radio." "The National Finals Rodeo": Nine-day special in December from Oklahoma City—the World Series of Rodeo.

PUBLIC SERVICE SATELLITE CONSORTIUM

1660 L Street, NW, #907
Washington, DC 20036 (202) 331-1154
EXECUTIVES: Elizabeth L. Young, Pres.
Robert A. Mott, Exec. VP
Arthur Gilbert, VP/Fin. Affairs
BROADCAST FACILITIES: All domestic communications satellites at C-band and Canadian satellites.
SERVICES: Video-teleconferencing services and studio. Consulting services: market assessments, technical planning, signal distribution and network feasibility studies related to advanced satellites and other telecommunications media. Fixed earth station and transportable earth station.

R

RCA AMERICAN COMMUNICATIONS

400 College Road East
Princeton, NJ 08540 (609) 734-4000
EXECUTIVES: Andrew F. Inglis, Pres.
D.W. Elliott, VP/Fin.
C.J. Cangelosi, VP Gen. Counsel
SERVICES: Audio Digital Distribution Service for satellite radio networking via 15KHz audio channels on a point-to-point or point-to-multipoint basis.

RKO RADIO NETWORKS

1440 Broadway
New York, NY 10018 (212) 575-6100
EXECUTIVES: Thomas F. Burchill, Pres.
Kenneth R. Harris, VP Dir. of Affiliate Svcs.
Dan Griffin, VP/Dir. Prog.
SERVICES/PROGRAMMING: RKO I targeted for overall 18-49 demographic. RKO II targeted for 25-54 demographic. Both RKO I and RKO II offer hourly newscasts, 90 second and 2 minute features, sports updates, commentaries and public affairs programming. RKO RADIO SHOWS offer long and short form entertainment services for a variety of formats.
BROADCAST FACILITIES: Satcom 1-R
OWNED AND OPERATED RADIO STATIONS:
WRKO-AM/WROR-FM, Boston
WFYR-FM, Chicago
WAXY-FM, Miami/Ft. Lauderdale
KHJ-AM/KRTH-FM, Los Angeles
WHBO-AM, Memphis
WOR-AM WRKS-FM, New York
KFRC-AM, San Francisco
WGMS-A/F, Washington, DC

S

SATELLITE COMMUNICATIONS NETWORK

Glen Rock Plaza, #103, 266 Harristown Road
Glen Rock, NJ 07452 (201) 652-0059
EXECUTIVES: Benjamin Rabin, Pres./Chmn.
Arnold Barron, Exec. VP
Peter S. Abitanto, VP/GM
SERVICES: Domestic resale common carrier specializing in high quality satellite uplinking services for the broadcast industry from fixed and transportable earth station facilities.

SATELLITE MUSIC NETWORK

11325 Pegasus, Suite E-241
Dallas, TX 75238 (214) 343-9205 (800) 527-4892
EXECUTIVES: John Tyler, Chmn.

David Hubschman, Exec. VP
George Williams, VP; Elynn Ambrose, VP
BROADCAST FACILITIES: Satcom IIIIR/T3
PROGRAMMING: Live programming 24 hours daily. Three formats: Country Coast-to-Coast; StarStation (adult contemporary); Stardust (MOR)—all with Flex Clock to retain local identity.

SATELLITE SYNDICATED SYSTEMS

P.O. Box 45684
Tulsa, OK 74145 (918) 481-0881
EXECUTIVES: Edward L. Taylor, Pres.
Richard B. Smith, Exec. VP
William F. Rasmussen, VP
BROADCAST FACILITIES: Satcom III and IV, audio subcarriers
SERVICES: Satellite Cable Audio Networks (SCAN) consists of Music in the Air, five 24-hour channels (country western, Broadway/Hollywood, '50s & '60s, comedy, big bands). Nationality Broadcasting Network (NBN) consists of 24 hours of "nationality" programming (featuring over 30 languages).

SERVICES BY SATELLITE (SatServ)

1660 L St., NW, #907
Washington, DC 20036 (202) 331-1960
EXECUTIVES: Elizabeth Young, Pres.
Arthur Gilbert, VP/Fin. Affairs
Polly Rash, Dir./Mktg. & Comm.
BROADCAST FACILITIES: All domestic C-band.
SERVICES: SatServ is a for-profit, wholly owned subsidiary of Public Service Satellite Consortium that provides video-teleconferencing and consulting services like those offered by PSSC, but to corporate (for-profit) clients.

SHERIDAN BROADCASTING NETWORK

1811 Boulevard of the Allies
Pittsburgh, PA 15219 (412) 281-6751
EXECUTIVES: Glenn R. Mahone, Pres.
Jerry Lopes, News Dir.; Roger Fairfax, VP
PROGRAMMING: News, music, entertainment and specials.
OWNED AND OPERATED RADIO STATIONS:
WAMO-A/F, Pittsburgh; WUFO, Buffalo, NY

THE SOURCE (NBC RADIO)

30 Rockefeller Plaza
New York, NY 10020 (212) 664-4444
EXECUTIVES: Meredith K. Woodyard, VP/GM
Frank Cody, Prog. Dir.; Rona Elliot, Prog. Mgr.
SERVICES: Young adult network featuring rock-oriented news, features and music programming.

STARFLEET BLAIR SATELLITE NETWORK

717 Fifth Avenue
New York, NY 10022 (212) 758-2770 (617) 369-3370
EXECUTIVES: Sam Kopper, Pres.
Joseph Mirabella III, Exec. Dir. Prog.
Steven Canavan, Prod. Coord.
SERVICES: Conceivers and producers of TV and radio programs. Starfleet Blair, Inc. is a subsidiary of John Blair and Co.

T

TALKNET (NBC RADIO)

30 Rockefeller Plaza
New York, NY 10020 (212) 664-4444
EXECUTIVES: Richard K. Penn; Maurice Tunick, Prod.
PROGRAMMING: Evening to overnight, seven days a week, national call-in programming on personal and financial advice.

TRANSTAR RADIO NETWORK

615 East Brookside
Colorado Springs, CO 80906 (303) 578-0700

EXECUTIVES: C.T. Robinson, Pres.
Ron L. Ruth, VP Sales
Larry G. Shipp, Dir. Affil. Sales
BROADCAST FACILITIES: Westar III
PROGRAMMING: Live 24-hour music and personality program complete with news inserts targeted for the 25-34 adult contemporary audience. Full network services including programming, music research, sales training and tested promotional campaigns.

U

UNITED PRESS INTERNATIONAL RADIO NETWORK

220 East 42nd Street
New York, NY 10017 (212) 850-8600
EXECUTIVES: Gordon Rice, VP/Broadcast Svcs.
Paula Baird, VP/Broadcast Sales
Peter Donnelly, Dir./News & Oper.
PROGRAMMING: Live newscasts, business reports and sportscasts, plus wide range of news and information features and pre-edited voice reports and actualities for use in station newscasts.

THE UNITED STATIONS

One Times Square Plaza
New York, NY 10036 (212) 869-7444 (703) 556-9870
EXECUTIVES: Nicholas J. Verbitsky, Pres.
Edward R. Salamon, VP/Prog.
Frank J. Murphy III, VP/Mktg.
PROGRAMMING: Broad spectrum of advertiser-supported programs delivered via non-interconnected networks.

W

THE WALL STREET JOURNAL REPORT

Dow Jones & Co., Inc.
22 Cortlandt Street
New York, NY 10007 (212) 285-5580
EXECUTIVES: Robert B. Rush, Dir./Broadcast Serv.
Ken Martin, Affil. Relations Coord.
Derek Berghuis, Affil. Relations Coord.
PROGRAMMING: Eighteen hourly casts daily of breaking business/financial news of two minutes' duration. Two weekend features. Affiliates must clear a minimum of six programs daily.

WESTWOOD ONE

9540 Washington Boulevard
Culver City, CA 90230 (213) 204-5000 (212) 486-0227
EXECUTIVES: Norm Pattiz, Pres.
Arthur Levine, Exec. VP/Fin. Off.
PROGRAMMING: Producer of nationally sponsored radio programs, features, concerts and specials. Includes: Dr. Demento; StarTrak; Off The Record.

THE ROBERT WOLD COMPANY

10880 Wilshire Boulevard
Los Angeles, CA 90024 (213) 474-3500 collect
EXECUTIVES: Robert N. Wold, Chmn./Pres.
Gary Worth, Pres. Wold Communications
Wayne Baruch, Pres. Wold Entertainment
PROGRAMMING: Complete satellite and terrestrial transmission and interconnection services for ad hoc audio and video networks via Wold Satellite Network, New Satellite Subcarrier Transmission Service (SSTS).

KATZ RADIO

People Make The Difference

To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.

Katz Radio has the most stable management team, the most aggressive sellers and the most productive research operation in the business.

Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.



Katz Radio. The best.

KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC

REP

B

BLAIR RADIO

717 Fifth Avenue, New York, NY 10022 (212) 308-7200
 EXECUTIVES: John N. Boden, Pres; Robert Lobdell, Sr. VP Asst. to Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	William White	(404) 231-3633
Boston	Mike Horn	(617) 536-6235
Cedar Rapids	William D. Alford	(319) 393-8632
Chicago	Thomas K. Walton	(312) 787-2300
Dallas	Brian Robinson	(214) 239-9700
Detroit	William Coury	(313) 871-3066
Houston	Marty Toole	(713) 552-0600
Los Angeles	Ken Miller	(213) 937-4620
Minneapolis	Marc H. Kalman	(612) 339-8894
New York	Frank S. Kelly	(212) 308-7200
Philadelphia	Margie Kane	(215) 568-6540
Portland	Mariann Buell	(503) 226-5007
St. Louis	Thomas Cinquina	(314) 421-5262
San Francisco	Bob Ferraro	(415) 434-3272
Seattle	Ralph Heyward	(206) 343-3613

JACK BOLTON ASSOCIATES

3384 Peachtree Road, NE, Suite 417, Atlanta, GA 30326 (404) 237-1577
 EXECUTIVES: Jack Bolton; J. J. Joyce

C

CABALLERO SPANISH MEDIA

310 Madison Avenue, New York, NY 10017 (212) 972-1019
 EXECUTIVES: Eduardo Caballero, Pres; Manuel C. Ballester, VP/Sales Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bernard Ochs	(404) 262-1200
Chicago	Patricia Michell	(312) 443-0101
Dallas	Charles Crawford	(214) 630-6397
Detroit	Ken Patt	(313) 445-0491
Los Angeles	Chris Nevil	(213) 465-8337

CBS/FM NATIONAL SALES

51 West 52nd Street, New York, NY 10019 (212) 975-3185
 EXECUTIVES: Eli W. Kaufman, VP/GM; Maggie Hauck, Mgr., Mktg. & Res.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Lesley Norman	(404) 261-2227
Chicago	Kay Holmen	(312) 951-3731
Dallas	Marsha Peterson	(214) 556-1178
Detroit	Elaine Siasinski	(313) 352-2800
Los Angeles	Claude Hulet	(213) 460-3000
New York	Ron Weener	(212) 975-6769
San Francisco	Rocky Cosgrove	(415) 765-4008

CBS RADIO SPOT SALES

51 West 52nd Street, New York, NY 10019 (212) 975-1877

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Alan Caplan	(404) 233-8281
Chicago	Rod Zimmerman	(312) 951-3357
Dallas	Gordon McCaw	(214) 556-1145
Detroit	Don Jumisco	(313) 352-2800
Los Angeles	Richard Allen	(213) 460-3701
Philadelphia	Raif D'Amico	(215) 581-5990
St. Louis	Dave Brennan	(314) 444-3221
San Francisco	Tom Cosgrove	(415) 765-4006

CHRISTAL RADIO SALES COMPANY

919 Third Avenue, New York, NY 10022 (212) 688-4414
 EXECUTIVES: Robert J. Duffy, Pres; Charlie Colombo, Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Eastern	John Comenos	(212) 688-4414
Midwest	David K. Winston	(312) 236-6357
West	Paddy Ramsay	(213) 388-1271

E

EASTMAN RADIO

One Rockefeller Plaza, New York, NY 10020 (212) 581-0800
 EXECUTIVES: Jerry Schubert, Exec VP; David Recher, Sr. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Dick Walker	(404) 892-2484
Boston	Peter Kadetsky	(617) 482-0440
Chicago	Jerry Donovan	(312) 644-0670
Dallas	Gary Andon	(214) 691-7984
Detroit	Dave Gneiser	(313) 873-2090
Los Angeles	Carl Butrum/Dan Prodanovich	(213) 464-6104
Minneapolis	Scott Packard	(612) 854-8980
New York	Lee Lahey	(212) 581-0800
Philadelphia	Jim Harder	(215) 735-0102
St. Louis	Dave MacAllister	(314) 241-7040
San Francisco	Steve Block	(415) 956-3994
Seattle	Bruce Pollock	(206) 285-1217

G

GILLIS BROADCASTING REPRESENTATIVES

8693 Wilshire Blvd., Suite 208, Beverly Hills, CA 90211 (213) 657-2061
 EXECUTIVES: Jim Gillis, Pres; Jane Gillis, VP, Sec./Treas.

GROUP W RADIO SALES

90 Park Avenue, 17th FL, New York, NY 10016 (212) 883-6154
 EXECUTIVES: Roy Shapiro, VP/GM; Ted Jordan, GM/Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bob Jones	(404) 885-5334
Chicago	Judy Hill	(312) 454-6990
Dallas	Fred Strandridge	(214) 651-7871
Detroit	Jim McQuaide	(313) 968-2030
Los Angeles	Joe Armao	(213) 469-2923
New York	Deborah De Maria	(212) 883-6154
Philadelphia	Stan Vogin	(215) 238-4717
San Francisco	Ed Gardner	(415) 765-8788

H

HILLIER, NEWMARK, WECHSLER & HOWARD RADIO SALES

277 Park Avenue, 14th FL, New York, NY 10172 (212) 832-8900
 EXECUTIVES: Bernard Howard, Chmn; Philip B. Newmark, Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Nick Imbornone	(404) 256-3084
Boston	Jerry Charm	(617) 267-4415
Chicago	Chuck Hillier	(312) 372-9600
Dallas	Rocky Crawford	(214) 698-9961
Detroit	Valerie Tuttle	(313) 540-2660
Los Angeles	Ira Wechsler	(213) 270-3183
New York	Bill Froelich	(212) 832-8900
Philadelphia	Jane Engel	(215) 735-5843
St. Louis	Bob Steadman	(314) 781-9700
San Francisco	Esther Felsenfeld	(415) 398-7662

K

KATZ COMMUNICATIONS

1 Dag Hammarskjold Plaza, New York, NY 10017 (212) 572- 5520
 EXECUTIVE: Ken J. Swetz, Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bill Aaron	(404) 233-0203
Boston	Ed Gottmann	(617) 426-7290
Chicago	Bob McArthur	(312) 836-0500
Dallas	Jeff Hodge	(214) 698-0486
Detroit	Stu Olds	(313) 649-4333
Houston	Mike Moran	(713) 961-5094
Los Angeles	Jerry Stehney	(213) 852-8700
Minneapolis	Bob McCurdy	(612) 854-2106

REP

New York	Bill Fortenbaugh	(212) 572-5520
Philadelphia	Jack Marino	(215) 567-5166
Portland	Dennis Mahoney	(503) 226-3973
St. Louis	Mike Marshall	(314) 231-1868
San Francisco	Pat Hodges	(415) 362-7534
Seattle	Earl Reilly	(206) 682-8131

L

R.A. LAZAR & COMPANY

1 East Wacker Drive, Chicago, IL 60601 (312) 329-9500
 EXECUTIVES: Robert Lazar; Sid Roberts

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Arlington, TX	Ralph Widman	(817) 265-6242
Atlanta	Jack Bolton	(404) 237-1577
Boston	Santo Crupi	(617) 542-0478
Los Angeles	Jim Gillis	(213) 657-2061
New York	Tony Patti	(212) 575-5077

LOTUS-ALBERTINI HISPANIC REPS

50 East 42nd Street, New York, NY 10017 (212) 697-7601
 EXECUTIVES: Howard Kalmenson, Pres; Luis Diaz-Albertini, Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Dan Haight	(404) 633-6424
Chicago	Tom Griffin	(312) 346-8442
Dallas	Bob Albright	(214) 960-1707
Los Angeles	Eduardo Estrada	(213) 464-1311
New York	Monica Messina	(212) 697-7601
San Francisco	Jane Weiskopf	(415) 563-3252

M

McGAVREN GUILD RADIO

154 E. 46th Street, New York, NY 10017 (212) 599-6500
 EXECUTIVES: Ralph Guild, Pres; Ellen Hulleberg, Exec. VP/Mktg. & Comm.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Tony Maisano	(404) 953-1111
Boston	Tom Poulos	(617) 266-0666
Chicago	Tony Durpetti	(312) 644-7150
Dallas	Shane Fox	(214) 350-0800
Detroit	Greg Campbell	(313) 649-6200
Houston	Mike Blackman	(713) 266-7667
Los Angeles	Les Goldberg	(213) 658-7072
Minneapolis	Fran Sharp	(612) 333-8717
New York	Dick Sharpe	(212) 599-6500
Philadelphia	Pamela Little	(215) 732-3380
Portland	Sally Leben	(503) 223-1700
St. Louis	Gary Ahrens	(314) 231-0000
San Francisco	Dennis Dalton	(415) 986-4112
Seattle	Denton Holmes	(206) 223-1183

MAJOR MARKET RADIO SALES

415 Madison Avenue, New York, NY 10017 (212) 355-1700
 EXECUTIVES: Warner Rush, Pres; Rich White, Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Michael G. Disney	(404) 892-7525
Boston	Rich Doucette	(617) 523-0357
Chicago	Michael B. Disney	(312) 321-9850
Dallas	Elaine Jenkins	(214) 760-7417
Detroit	Jim Hagar	(313) 358-2060
Los Angeles	Barry Gorfine	(213) 857-1101
Philadelphia	Cathi Foster	(215) 567-3600
St. Louis	Susan Heimburger	(314) 727-5502
San Francisco	Austin Walsh	(415) 922-9600

MASLA RADIO

41 East 42nd Street, New York, NY 10017 (212) 490-3760
 EXECUTIVE: Jack Masla, Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Deborah Carter	(404) 355-4353
Chicago	Arnold Taylor	(312) 670-3570
Dallas	Johnnie Pegues	(214) 637-2052

Detroit	Bud Pearse John Kozel	(313) 354-0691
Los Angeles	David Adams	(213) 462-7351
New York	Stan Feinblatt/Mel Trauner	(212) 490-3760
St. Louis	Bruce Schneider	(314) 231-5143
San Francisco	Julie Judge	(415) 986-5372

N

NEW ENGLAND SPOT SALES

100 Boylston Street, Boston, MA 02116 (617) 482-4370
 EXECUTIVES: George C. Bingham, Pres; Carolyn S. Bingham, Admin. Asst.

P

P/W RADIO REPRESENTATIVES

15 West 44th Street, New York, NY 10036 (212) 354-8474
 EXECUTIVE: Al Peterson, Pres.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Jack Bolton	(404) 237-1577
Chicago	Bob Williams	(312) 782-9732
Dallas	K. L. Miller	(214) 392-1111
Detroit	Eleanore Krupp	(313) 961-3395
Los Angeles	Jim Gillis	(213) 657-2061
San Francisco	Dianne McMeekin Luckey	(415) 397-1214

R

RADIO SPOT SALES

141 E. 44th Street, New York, NY 10017 (212) 661-2463

RADIO STATION REPRESENTATIVES

295 Madison Avenue, New York, NY 10017 (212) 986-6192

RADIO TIME SALES/INTERNATIONAL

559 Pacific Avenue, San Francisco, CA 94133 (415) 391-1984
 EXECUTIVES: Sam Posner, Owner/Pres; A. B. Posner, Sec./Treas.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bill Jones	(404) 252-2668
Chicago	John Murphy	(312) 346-3334
Dallas	Dave Milam	(214) 521-6520
Detroit	Tom Corlett	(313) 561-3823
Los Angeles	Jim Gillis	(213) 657-2061
New York	Jim Smith	(212) 354-8244
Seattle	Dean Seaton	(206) 784-6740

REGIONAL REPS CORPORATION

P. O. Box 8025, St. Petersburg, FL 33738 (813) 397-1456
 EXECUTIVES: Leonard F. Auerbach, Pres; Don O. Hays, Sr. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Cincinnati	Don O. Hays	(513) 651-1511
Cleveland	Stuart J. Sharpe	(216) 781-0035

RKO RADIO SALES

1440 Broadway, New York, NY 10018 (212) 764-6800
 EXECUTIVES: John J. "Jerry" Kelly, Pres; Donald F. Garvey, VP/Dir. Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	LinaJean Trosper	(404) 881-0095
Chicago	Linda Packer-Spitz	(312) 836-8300
Dallas	Christi Lynn Taylor	(214) 239-6521
Detroit	W. F. Terry Grimme	(313) 643-7655
Los Angeles	Jim Bell	(213) 934-6531
San Francisco	Sonny Mitchell	(415) 398-6326

THE ROBERT'S ASSOCIATES

1 E. Wacker Drive, Suite 1302, Chicago, IL 60601 (312) 329-9501
 EXECUTIVES: Sid Roberts; Robert A. Lazar

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Barney Ochs	(404) 262-1200
Boston	Santo Crupi	(617) 542-0478
Dallas/Ft. Worth	Ralph Widman	(817) 265-6242
Los Angeles	Jim Gillis	(212) 657-2061
New York	Tony Patti	(212) 575-5077
San Francisco	Sam Posner	(415) 391-1984

REP

ROSLIN RADIO SALES

509 Madison Avenue, New York, NY 10022 (212) 486-0720
 EXECUTIVES: Marvin Roslin; Debbie Dunlevy

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Audrey Beebe	(404) 923-9469
Chicago	Herb Scharff	(312) 726-5451
Dallas	Dean Troxel	(214) 238-5057
Los Angeles	Debbie Dunlevy	(213) 306-4300
New England	Jeff Lesser	(401) 273-6464
San Francisco	Lin Galliani	(415) 421-6522

S

THE SANDEBERG-GLENN COMPANY/RADIO WEST

596 Dellbrook, San Francisco, CA 94131 (415) 731-3620
 EXECUTIVES: David Sandeberg; Ward Glenn

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Edward J. Devney	(212) 687-9660
Chicago	Renee Gold	(312) 478-5544
Los Angeles	Hugh Wallace	(213) 462-6558
Dallas	Dean Cowart	(214) 521-6520
Detroit	Tom Corlett	(313) 561-3823
Seattle-Portland	Dean Seaton	(206) 784-6740

SAVALLI & SCHUTZ

515 Madison Avenue, New York, NY 10022 (212) 688-2380
 EXECUTIVES: Joseph Savalli, Pres; William B. Schutz, Jr., Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Beverly Hills	Jim Gillis	(213) 657-2061
Boston	George Bingham	(617) 482-4370
Chicago	Emil Lach	(312) 782-7494
Dallas	David Milam	(214) 521-6520
Decatur	Dan Height	(404) 633-5303
Philadelphia	Bob Dome	(215) 242-3660

SELCOM RADIO

521 Fifth Avenue, Suite 810, New York, NY 10017 (212) 490-6620
 EXECUTIVES: Louis Faust, Pres; Bill McHale, Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	John Wilson	(404) 266-9958
Boston	Austen Smithers	(617) 338-5084
Chicago	Donn Winther	(312) 644-4700
Dallas	Barbara Crooks	(214) 522-3970
Detroit	Jim Forrer	(313) 540-7300
Los Angeles	Jim Schneider	(213) 935-0500
New York	Tom White	(212) 490-6620
Philadelphia	Bill Sevick	(215) 546-4206
Portland	Richard Gohlman	(503) 226-2911
St. Louis	Bob Tiernan	(314) 621-1417
San Francisco	Andrea Gooch	(415) 781-3990
Seattle	Mick Tacher	(206) 285-1913

SOUTHERN SPOT SALES

3820 Merton Dr., #221, Box 18006, Raleigh, NC 27619 (919) 782-0896

SYNDIREP

405 N. Wabash Ave., #3805, Chicago, IL 60611 (312) 670-0070

T

THE TACHER COMPANY

200 1st Avenue West, Seattle, WA 98119 (206) 285-1913
 EXECUTIVES: Mick Tacher, Pres; Bob Tacher, VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Portland	Dick Gohlman	(503) 226-2911

TARGET BROADCAST SALES

10 St. Mary Street, #305, Toronto, ON, CN M1K 2H5 (416) 923-1239

TORBET RADIO

One Dag Hammarskjold Plaza, New York, NY 10017 (212) 355-7705
 EXECUTIVES: Peter Moore, Pres; Mike Bellantoni, Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Allanta	Lori Mahacet	(404) 325-4500
Boston	Dick Keating	(617) 426-3374
Chicago	Bob Lorito	(312) 222-1430
Dallas	Barbara Longoria	(214) 980-1680
Denver	Bob Baila	(303) 321-2354
Detroit	Betty Pazdernik	(313) 362-1405
Los Angeles	John Graziano	(213) 653-2271
Lubbock	Loyd Senn	(806) 792-2000
Minneapolis	Craig Rosenthal	(612) 854-1373
Philadelphia	Jerry Gubin	(215) 732-9532
Portland	Darrel Rutte	(503) 228-7287
St. Louis	Sam Hall	(314) 241-8130
Salt Lake City	Bruce Workman	(801) 521-2177
San Francisco	Steve Marriott	(415) 956-7778
Seattle	Jack Clark	(206) 282-3400

U

UNIREP BROADCASTING COMPANY

527 Madison Avenue, #1125, New York, NY 10022 (212) 752-9410

W

WEISS & POWELL RADIO SALES

277 Park Avenue, New York, NY 10172 (212) 421-4900
 EXECUTIVES: Robert Weiss, Pres; Dennis Powell, Exec. VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Boots Ballard	(404) 261-1522
Boston	George Bingham	(617) 338-0290
Chicago	William Wagoner	(312) 467-1350
Dallas	Nancy McNeil	(214) 522-3762
Detroit	Eleanor Krupp	(313) 962-2030
Kansas City, MO	Eugene Gray	(816) 471-5707
Los Angeles	Dennis Powell	(213) 938-0118
New York	Ralph Conner	(212) 421-4900
San Francisco	Michael C. Sobol	(415) 981-3676

RESEARCH

A

ALIKRISRAH BROADCASTING

P.O. Box 4917
 St. Louis, MO 63108 (800) 458-3491
 EXECUTIVES: Kriston Ali, Pres.
 Chris Turner, VP/Corp. Mgr.

THE ARBITRON COMPANY

1350 Avenue of the Americas

New York, NY 10019 (212) 887-1300

B

ROBERT E. BALON & ASSOCIATES

2525 Wallingwood, Suite 112
 Austin, TX 78746 (512) 327-7010

EXECUTIVES: Rob Balon, Pres.
 Cory Hargrave, Res. Dir.

BIRCH RADIO

3200 N. University Drive
 Coral Springs, FL 33065 (305) 753-6043
 EXECUTIVES: Thomas C. Birch, Pres.
 David Gingold, VP/Dir. Sales & Mktg.

TED BOLTON ASSOCIATES

Lewis Tower Bldg., 4th Fl.
 15th and Locust Streets
 Philadelphia, PA 19102 (215) 735-0349
 EXECUTIVES: Ted Bolton, Pres.
 Harvey Bondar, Res. Dir.

RESEARCH

THE BOND REPORT

P.O. Box 40462
Tucson, AZ 85717 (602) 299-8223
EXECUTIVES: Gary J. Bond, Pres.
Kathy Monson, Asst.

BURNS MEDIA CONSULTANTS

3054 Dona Marta Drive
Studio City, CA 91604 (213) 985-8522
EXECUTIVES: George A. Burns; Judith Burns

C

CHICAGO PROGRAMMING RESOURCES

(see Strategic Radio Research, Inc.)

COLEMAN RESEARCH (was Audience Analysts)

14677 Midway Road, Suite 202
Dallas, TX 75234 (214) 385-3980
EXECUTIVES: Jon A. Coleman, Sr. Partner
Janis Wojniak, Res. Assoc.

CONTINENTAL RESEARCH ASSOC.

1153 Winged Foot Circle
Winter Springs, FL 32708 (305) 365-4321
EXECUTIVE: Russel D. Bredholt, Pres.

CRAMER COMMUNICATIONS

P.O. Box 120427
Arlington, TX 76012
(817) 274-9892 (214) 660-2061
EXECUTIVES: Carl Cramer, Pres.
Wes Osborn, Dir./Res.

CUSTOM AUDIENCE CONSULTANTS

8401 Corporate Drive, Suite 450
Landover, MD 20785 (301) 459-2686
EXECUTIVES: Sam Paley, Pres.
Thom Moon, VP/Res.

E

ELECTRONIC MEDIA RATING COUNCIL

420 Lexington Ave., Room 2347
New York, NY 10017 (212) 687-7733
EXECUTIVES: Gary Chapman, Chmn.
John Dimling, Exec. Dir.

F

FMR ASSOCIATES

6408 E. Tanque Verde Road
Tucson, AZ 85715 (602) 886-5548
EXECUTIVES: Bruce Fohr, Pres.
Jim Richards, Res. Assoc.

FOCUS RESEARCH (OF GEORGIA)

6445 Powers Ferry Rd., Suite 180
Atlanta, GA 30339 (404) 955-1550
EXECUTIVES: Kent Burkhardt, Chmn.
Traci Burkhardt, Pres.

H

HIBER, HART & PATRICK

P.O. Box 1220

Pebble Beach, CA 93953 (301) 776-8855
(408) 373-3696
EXECUTIVES: Jhan Hiber, Pres.
Larry Patrick, Sr. VP

I

INDEX RESEARCH (was Radio Index)

P.O. Box 11347
Phoenix, AZ 85061 (800) 528-6082
(602) 242-6800
EXECUTIVES: Todd Wallace, Pres.
Bill Clemens, Dir. Consultation

J

JOINT COMMUNICATIONS CORP.

191 John Street
Toronto, ON CN M5T 1X3 (416) 593-1136
EXECUTIVES: Dave Charles, Pres.
John Parkhal, VP

L

LANDSMAN/RIVERS RADIO SERVICES

135 East 54th Street
New York, NY 10022 (215) 964-9321
(212) 855-0445
EXECUTIVES: Dean Landsman, Pres.
Steve Rivers, Exec. VP

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT

1330 Millbrae Avenue
Millbrae, CA 94030 (415) 692-7777
EXECUTIVE: John Lund, Pres.

M

McNULTY RESEARCH ASSOCIATES

1161 N. El Dorado Pl., Suite 310
Tucson, AZ 85715 (602) 886-6663
EXECUTIVE: Tom McNulty

FRANK N. MAGID ASSOCIATES

One Research Center
Marion, IA 52302 (319) 377-7345
EXECUTIVES: Richard B. Haynes, VP/ Res.
Richard Stadlen, Mgr./Radio Consultation

MARKET PERCEPTIONS COMPANY

385 Oaklawn Avenue
Cranston, RI 02920 (401) 944-4600
EXECUTIVE: Peter Mokover, Pres.

MARKETRON

2180 Sand Hill Road
Menlo Park, CA 94025 (415) 854-5301

MEDIA RESEARCH GRAPHICS

P.O. Box 5973
Sherman Oaks, CA 91413 (213) 789-4000

MEDIA SERVICE CONCEPTS

1713 N. North Park
Chicago, IL 60614 (312) 951-2680
EXECUTIVE: Roger Skolnik

R

RADIOACTIVITY RESEARCH

2429 Colonial Drive NE
Atlanta, GA 30319 (404) 266-0020 collect
EXECUTIVES: Dain Schult, Pres.
Dan Hall, VP/Res.

RADIO ADVERTISING BUREAU

485 Lexington Avenue
New York, NY 10017 (212) 599-6666

RADIO INFORMATION CENTER

575 Lexington Avenue
New York, NY 10022 (212) 371-4828
EXECUTIVES: Maurie Webster, Pres.
Harry Larson, VP/Sales

RANTEL RESEARCH

Box 681
Laurel, MD 20707 (301) 490-8700
EXECUTIVES: David Tate, Pres.
Charles E. Helene, Sr. VP Strategic Planning

THE RESEARCH GROUP

2517 Eastlake Avenue East
Seattle, WA 98102 (206) 328-2993
EXECUTIVES: William C. Moyes, Pres.
Larry B. Campbell, VP/GM

REYMER & GERSIN ASSOCIATES

4000 Town Center, Suite 655
Southfield, MI 48075 (313) 354-4950
EXECUTIVES: Arnold S. Reymer, Pres.
Harvey N. Gersin, Exec. VP

RML

P.O. Box 36713
Tucson, AZ 85740 (602) 742-2034
EXECUTIVE: Bob Lowry, Pres.

S

STRATEGIC RADIO RESEARCH

2256 N. Clark Street
Chicago, IL 60614 (312) 883-4400
EXECUTIVES: Kurt Hanson, Pres.
Joe Mansueto, VP

STRATEGY RESEARCH CORP.

100 NW 37th Avenue
Miami, FL 33125 (305) 649-5400
EXECUTIVES: Peter Roslow, Sr. VP
Richard W. Tobin, Pres.

SURREY BROADCASTING CO.

165 South Union, Suite 606
Denver, CO 80228 (303) 989-9980
EXECUTIVE: J. Kent Nichols

T

TAPSCAN

2100 Data Park, Suite 202
Birmingham, AL 35244 (205) 987-7456
EXECUTIVES: Jim Christian, Pres.
Dave Carlisle, VP

TELMAR MEDIA SYSTEMS

90 Park Avenue
New York, NY 10016 (212) 949-4640



SETH MASON
General Manager
WXRT

MIKE DONOVAN
General Sales Manager
WKQX-FM

CHUCK HILLIER
Vice President
Hillier, Newark, Wechsler & Howard

TOM WALTON
Vice President/Office Manager
Half Radio Chicago

JEFF SCHWARTZ
General Sales Manager
WBBM-FM

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CASE HISTORY: CHICAGO, ILLINDIS		
	BIRCH	ARBITRON
Metro HH Sample Size	2,393	1,542*
Measurement Period	Jan.-Dec.	Jan.-Dec.
Number of Reports	4 Quarterlies, 4 Quarterly Monthlies Avail.	4 Quarterly Reports
Demographic Breaks	42	29
Dayparts	44	37
Annual Qualitative/Product Categories	62	0
County by County	In Book	Extra Cost
Location of Listening	In Book	Extra Cost
Cume Duplication	In Book	Extra Cost
Audience Composition	In Book	Extra Cost
Tape Service Available	Yes	Yes
Data Base Access	DataNow	AID

For more information call David Gingold, Vice President (305) 753-6043.

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*ARB Metro Household Sample Size is based on Fall, 1982 Quarterly Survey Period and is estimated based on average of 2.5 respondents per household.

SYNDICATORS

A

ABC/WATERMARK

3575 Cahuenga Blvd., W, Suite 555
Los Angeles, CA 90068
(213) 980-9490 (800) 423-2502
EXECUTIVES: Tom Rounds, Pres.
Ralph Smith, VP/GM
SERVICES: A producer of special programming for radio, supplying programming to over 1500 radio stations.

AIRFORCE BROADCAST SERVICES

216 Carlton Street
Toronto, Ontario CN M5A 2L1
(416) 961-2541
EXECUTIVES: Richard Loth, Pres.
Mort Ross, VP
SERVICES: Production music services and ID's.

AMERICAN IMAGE PRODUCTIONS

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

AMERICAN SYNDICATED PROGRAMS

P.O. Box 25
Northport, NY 11768 (516) 261-2939
EXECUTIVES: Ken Davis, Exec. Prod.
J.W. Pendleton, VP
SERVICES: Production and distribution of radio commercials; personalized program packages; barter.

TOBY ARNOLD & ASSOCIATES

4255 LBJ, Suite 156
Dallas, TX 75234
(214) 661-8201 (800) 527-5335
EXECUTIVES: Toby Arnold, Pres.
James Kerr, Nat'l Sales Mgr.
SERVICES: Unforgettable format, music radio format, production library's specials, station ID's.

AUDIO STIMULATION

1680 N. Vine Street, Suite 900
Hollywood, CA 90028 (213) 466-5201 collect
EXECUTIVES: Mike Venema, VP Sales
Tod Smith, GM Sales
SERVICES: Wolfman Jack's Graffiti Gold Show—A custom-localized oldies series.

B

BONNEVILLE BROADCASTING SYSTEM

274 County Road, P.O. Box 157
Tenafly, NJ 07670
(201) 567-8800 (800) 631-1600
EXECUTIVES: John E. Patton, Chmn. & CEO
Jeffrey C. Mathieu, VP, NY Div.
SERVICES: Easy Listening formats and consultation. Satellite or tape delivery.

BONNEVILLE BROADCASTING SYSTEM

The FM 100 Plan, Suite 700
800 East Northwest Highway
Palantine, IL 60067-6537 (312) 934-6100
EXECUTIVES: Darrel Peters, Pres.
Ray Lowy, Sales Dir.
SERVICES: Beautiful Music, Sensual Contemporary, Adult Contemporary, Beautiful Contemporary, All-Hit Country, Beautiful Country, Remember When (Nostalgia).

BOTIK BROADCAST SERVICES

Syndicated Tape Service Rt. 6, Box 49-B

Austin, TX 78737 (512) 288-0625
EXECUTIVES: Bob Botik, Pres.
Terri Botik, VP
SERVICES: Adult Contemporary exclusively—Energy levels and depth of Gold selectable.

BRENTWOOD PRODUCTIONS

14055 Tahiti Way, Suite 209
Marina del Rey, CA 90291 (213) 822-0563
EXECUTIVES: Robert J. Stewart
Stu Knapp
SERVICES: Developing radio programs from concept to production: news, informational programming, music, including technological programming for the Hispanic audience.

BROADCAST PROGRAMMING INTERNATIONAL

P.O. Box 547
Bellingham, WA 98227
(206) 676-1400 (800) 426-9082
EXECUTIVE: John Iles, GM
SERVICES: Music formats: Adult Contemporary, MOR, Country, Easy Listening, and others.

C

CAVOX STEREO PRODUCTION/TAPE-ATHON CORPORATION

502 South Isis Avenue
Inglewood, CA 90301
(213) 776-6933 (800) 421-1029
EXECUTIVES: Lee Tate, Pres.
Robert Mayfield, Nat'l Sales/Prog. Mgr.
SERVICES: A variety of programming for automated, semi-automated, live radio.

CENTRAL WEATHER SERVICE

1713 N. North Park
Chicago, IL 60614 (312) 280-0158
EXECUTIVES: Roger Skolnik; Earl Finckle
SERVICES: Personality live and pre-taped weather reports for radio stations.

CENTURY 21 PROGRAMMING

4340 Beltwood Parkway
Dallas, TX 75234-9990
(214) 934-2121 (800) 527-5959
EXECUTIVES: Dave Scott, Pres.; Dan Rau, VP
SERVICES: 18 formats for automation or live-assist. Jingles, production libraries, consulting.

CHICAGO RADIO SYNDICATES

Two East Oak Street, #3010
Chicago, IL 60611
(312) 944-7724 (800) 621-6949
EXECUTIVES: Sanford Orkin, Pres.
Linda Griffin, Sales Mgr.
SERVICES: Distributor—short comedy radio features. Broadcast marketing & consultation services.

THE CHRISTIAN SCIENCE MONITOR RADIO NEWS SERVICE

One Norway Street
Boston, MA 02115 (800) 225-7090

CHURCHILL PRODUCTIONS

1130 E. Missouri, Suite 800
Phoenix, AZ 85014 (602) 264-3331 collect
EXECUTIVES: Tom Churchill, Pres.
Tom Moran, VP
SERVICES: Easy listening and RADIO ONE Adult contemporary programming services available.

CONCEPT PRODUCTIONS

1224 Coloma Way
Roseville, CA 95678

(916) 782-7754 (800) 348-4800
EXECUTIVES: Dick Wagner, Pres.
Mary Wagner, VP
SERVICES: Full service programming for automated live assist stations. Formats: Adult contemporary, Rock, Album rock, Country, Easy.

BUD CONNELL ASSOCIATES

BC Programming/BC Consultants
P.O. Box 50278
Nashville, TN 37205 (615) 356-1100
EXECUTIVES: Bud Connell, Pres.
Jennifer G. Connell, Sec. Treas.
SERVICES: "The Very Best"—A/C, "My Country"—C, "The Songs in Your Heart"—N/Big Band.

OTIS CONNER PRODUCTIONS

2829 W. Northwest Highway, #940
Dallas, TX 75220 (214) 358-5500

D

DONNELLY MEDIA

1201 North Watson, Suite 187
Arlington, TX 76011 (817) 649-1141
EXECUTIVE: T.J. Donnelly, Pres.
SERVICES: Comedy features like "HINEY WINE."

DRAKE-CHENAULT ENTERPRISES

Program Services Division
8399 Topanga Canyon Boulevard
P.O. Box 1629
Canoga Park, CA 91304
(213) 883-7400 (800) 423-5084
EXECUTIVES: James Kefford, Pres.
Denny Adkins, Sr. VP
SERVICES: Total format programming for Country, AC, Rock, MOR, Black and custom programming for up-scale demos. Custom consulting and special features division.

E

EAGLE SYNDICATION

3616 Shore Road
Ft. Collins, CO 80524 (303) 484-4736

F

FAIRWEST

3341 Towerwood Drive, #204
Dallas, TX 75234 (214) 243-7800 collect
EXECUTIVES: Jim West, VP GM
Al Mangum, Eastern Sales Mgr.
SERVICES: Syndicator of AC, Country, Moyl formats, "Scratch" promotions, Christmas album and jingles.

FAR WEST COMMUNICATIONS

1680 Vine Street, Suite 900
Los Angeles, CA 90028 (213) 466-5201 collect
EXECUTIVES: Paul Ward, Pres.
Mathew E. Vertin, Nat'l Sales Dir.
SERVICES: Formats include Progressive AC and Gold Plus. Live assist full automation consulting or marketing support.

FIRSTCOM BROADCAST SERVICES

13747 Montfort Drive, Suite 220
Dallas, TX 75240 (214) 934-2222
EXECUTIVES: Jim Long, Chmn.; Robert May, Pres.
SERVICES: Promotion, advertising, music production, including radio libraries, for radio stations.

SYNDICATORS

G

GOLDEN AGE OF RADIO THEATRE

1263 Whittier
Grosse Pointe Park, MI 48230 (313) 885-2687
EXECUTIVES: Robert L. Bowen, Pres.
Victor Ives, VP

SERVICES: Syndicators of old radio programs on barter basis (comedy, drama).

GREAT PRODUCTIONS

P.O. Box 1173
Daly City, CA 94017 (415) 992-9070
EXECUTIVES: John Mack Flanagan, GM
Bob Utley, Sales/Mktg.

SERVICES: Producer of specialized radio programs, sales generating promotions and custom spot radio-TV voicing.

H

FRED HALL PRODUCTIONS

P.O. Box 711, 104 Foothill Road
Ojai, CA 93023 (805) 646-2333

EXECUTIVES: Fred M. Hall, Pres.
Hal Wheeler, Eastern Sales Mgr.

SERVICES: Big Band show: "Fred Hall's Swing Thing." Format: "Great Times."

HEIL ENTERPRISES

P.O. Box 1372
Lancaster, PA 17603 (717) 299-5899
EXECUTIVE: Paul Heil, Owner/Exec. Prod.

SERVICES: "The Gospel Greats"—two-hour nationally syndicated weekly music program.

I

INNER-VIEW

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

J

JAM CREATIVE PRODUCTIONS

4631 Insurance Lane
Dallas, TX 75205 (214) 526-7080
EXECUTIVES: Jonathan Wolfert, Pres.
Mary Lyn Wolfert, VP

SERVICES: Station ID and image packages. Commercial production library service.

JAMESON BROADCAST

3919 Sunbury Road
Columbus, OH 43219 (614) 476-4424
EXECUTIVES: Jamie G. Jameson, Pres.
Trulee C. Burns, VP

SERVICES: Features: "Prevention Health Report," "Mother Earth News," "Spanish Family Circle."

K

KALAMUSIC

151 South Rose Street, Suite 600
Kalamazoo, MI 49007 (616) 385-5110 collect
EXECUTIVES: Stephen C. Trivers, Pres.
John F. Dussling, Nat'l Sales Mgr.

SERVICES: Easy Listening formats available in matched flow and category configurations.

L

LIVE SOUND

1741 North Ivar St., Suite 118
Hollywood, CA 90028 (213) 462-3351
EXECUTIVES: Agnes F. Peterson, Pres.

Roland O. Peterson, VP
SERVICES: Daily, voice-tracked, Country format for automated or live-assist stations.

LONDON WAVELENGTH

154 E. 46th Street
New York, NY 10017
(914) 961-7600 (212) 370-6670

EXECUTIVES: Mike Vaughan, Chmn.
Don Eberle, Pres.

SERVICES: BBC Rock Hour, Rock Over London, Monthly Music/Interview Specials.

M

CHARLES MICHELSON

9350 Wilshire Boulevard
Beverly Hills, CA 90212
(213) 278-4546 (212) 243-2702

EXECUTIVES: Charles Michelson, Pres.
Susan Scharf, Sales Mgr.

SERVICES: Dragnet, Gunsmoke, The Green Hornet, Sherlock Holmes, Have Gun Will Travel.

ROBERT MICHELSON

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

EXECUTIVES: Robert Michelson, Pres.

Susan Scharf, VP
SERVICES: National Lampoon Radio Hour—cash. Rock Calendar—barter.

MINI-BINGO/PETER POWELL ASSOCIATES

315 Madison Ave., Suite 202
Eugene, OR 97402 (503) 686-0248
EXECUTIVES: Larry Nathan, U.S. Sales Mgr.
Peter Powell, Pres.

SERVICES: Mini-BINGO is an audience-building, revenue-generating radio promotion.

THE MUSIC DIRECTOR PROGRAMMING SERVICE

P.O. Box 103
Indian Orchard, MA 01151 (413) 783-4626
EXECUTIVES: Budd Clain, GM
Chuck Voboril, Prog. Dir.

SERVICES: Pop and Country OLDIES libraries available. A/C music supply service.

AL HAM'S "MUSIC OF YOUR LIFE"

Research Center, 90 Soundview Avenue
Huntington, CT 06484 (203) 929-6395
EXECUTIVES: Al Ham, Pres.
Jim West, Nat'l Sales Dir.

SERVICES: Three phased matched flow format featuring classic pop hits of the '40s, '50s, '60s and '70s through to the present.

THE MUSICWORKS

P.O. Box 111390, Nashville, TN 37211
(615) 790-1200 collect (800) 251-9000

EXECUTIVES: Bill Robinson, Pres.
Skeeter Dodd, Sales Mgr.

SERVICES: Cost efficient programming. Six formats: Country, Adult Contemporary, Easy, Hispanic, full/part time.

N

NARWOOD PRODUCTIONS

40 E. 49th Street
New York, NY 10017 (212) 755-3320
EXECUTIVES: Ted Le Van, Pres.
Ellen Silver, VP Prog.

SERVICES: Production and syndication of long and short-form barter programming.

O

O'CONNOR CREATIVE SERVICES

P.O. Box 8888
Universal City, CA 91608 (213) 769-3500

ORANGE PRODUCTIONS

105 Forrest Avenue
Narbeth, PA 19072 (215) 667-8620
EXECUTIVES: Lita Indzel Cohen, Pres.
Sid Mark, Exec. VP

SERVICES: Sounds of Sinatra, Music Machine with Sid Mark; Auto Show.

P

PETERS PRODUCTIONS

9590 Chesapeake Drive
San Diego, CA 92110 (714) 565-8511 collect

PRIMETIME RADIO

Taft Broadcasting Company, 504 Reo Street
Tampa, FL 33609 (813) 876-0455
EXECUTIVES: Dave Milner, VP/GM
Larry Anderson, Mgr.

Jay Miller, Oper. Mgr.
SERVICES: Hit popular music from the '40s to the present.

PROFESSIONAL RODEO NETWORK

P.O. Box 1B, 315 Madison, Suite 202
Eugene, OR 97440 (503) 687-2068

PUBLIC INTEREST AFFILIATES

213 W. Institute Place, Suite 204
Chicago, IL 60611 (312) 943-8888

EXECUTIVES: Brad Saul, Pres.
Sandra Kramer, Exec. Prod.

SERVICES: Program and feature production and syndication. Commercial production and distribution.

R

RADIOACTIVITY/ROOTS OF ROCK

2429 Colonial Drive NE
Atlanta, GA 30319 (404) 266-0020 collect
EXECUTIVES: Dain L. Schult, Pres.

Dan Hall, VP/Exec. Prod.
SERVICES: The *Roots of Rock*—three/six hour oldies show for weekend programming. *Eldorado*—music tapes for live assist programming

RADIO ARTS

210 N. Pass Avenue, Suite 104
Burbank, CA 91505 (213) 841-0225

EXECUTIVES: Larry C. Vanderveen, Pres.
John Benedict, VP/GM
SERVICES: Five music formats available for automated and live assist stations.

REAL RADIO COMPANY

127 Glen Summer Road
Pasadena, CA 91105 (213) 795-4900

EXECUTIVES: John Price, Pres.
Roy Kling, Oper. Mgr.
SERVICES: Real Country Format—music service, plus voice tracks by major market announcers.

ROLLING STONES MAGAZINE PRODUCTIONS

745 Fifth Avenue
New York, NY 10151 (212) 758-3800

EXECUTIVES: Rita Keeton, GM
Mike Weiss, Affl. Rel. Mgr.
SERVICES: Album rock special programming.

SYNDICATORS

RPM, RADIO PROGRAMMING AND MANAGEMENT

25140 Lahser Rd., Suite 232
Southfield, MI 48034
(313) 358-1040 (800) 521-2537
EXECUTIVES: Thomas M. Krikorian, Pres.
Richard Graf, GM
SERVICES: Contemporary Easy Listening, Top Hits AC, Classic AC Format services.

S

SCOTT BROADCAST SERVICES/ INFOCOM BROADCAST SERVICES

Hemlock Farms, Box 1001
Hawley, PA 18428
(717) 775-7331 (800) 233-8257
EXECUTIVES: John L. Scott, Pres.
Gloria Scott, VP
SERVICES: 90 second news features including:
"THE AMERICAN CHARACTER."

SHEPHERDMUSIC

3875 Crary Dr., Suite B
Toledo, OH 43613 (419) 474-4191
EXECUTIVES: Michael R. Clark, GM
Michael Shepherd, Creative Dir
SERVICES: ROCK-Lite format, consultation, Sounds of Christmas, Stories of Christmas.

SMITHSONIAN INSTITUTION

Office of Telecommunications
Natural History Bldg., Room C-222-B
Washington, DC 20560 (202) 357-2985
EXECUTIVES: Denise Freeland, Mktg. & Promotion
Jesse Boggs, Prod.
SERVICES: Produces and distributes radio series:
RADIO SMITHSONIAN and SMITHSONIAN GALAXY.

SRP

3001 Hadley Road
South Plainfield, NJ 07080 (201) 753-0444
EXECUTIVES: James A. Schulke, Chmn.
Laurence Adams, Pres.
SERVICES: A researched Beautiful music/Easy listening format incorporating custom recordings.

STARBORNE PRODUCTIONS CORPORATION

Box 155
Whitehall, MI 49461 (616) 894-9092
EXECUTIVE: Jim Schlichting
SERVICES: Custom group vocal and instrumental recordings for Easy Listening programming.

STEREO RELIGIOUS COMMUNICATIONS

501 Stonearch Court
Stone Mountain, GA 30083 (404) 469-7879

EXECUTIVES: Jim Dickson, Pres.
Jim Hutto, VP
SERVICES: Formats: "Sounds of Faith"—traditional, "Songs of Joy"—contemporary, "Psalms of Praise"—classical. "Mustard Seeds"—thought for the day.

KRIS STEVENS ENTERPRISES

14241 Ventura Blvd., Suite 204
Sherman Oaks, CA 91423 (213) 981-8255
EXECUTIVES: Kris Erik Stevens, Pres.
Ken Rayzor, Oper. Mgr.
SERVICES: Producers of long form specials, daily features for stations worldwide.

STRAND BROADCAST SERVICES

1117 11th St., Suite 205
Manhattan Beach, CA 90266
(213) 318-1666
EXECUTIVES: Mike Carruthers; Donna Lum
SERVICES: Radio production and syndication of information and music programs.

THE SUNBELT NETWORK

2500 McKinney Avenue
Dallas, TX 75201 (214) 741-1198 collect

SYNDICOM

550 Price Avenue, #8
Redwood City, CA 94063 (415) 366-1781
EXECUTIVES: Mike Hesser, Pres.
Pam Taylor, Assoc.
SERVICES: Produces "Red Neckerson"...comedy editorial feature, heard on 90+ stations.

T

WILLIAM B. TANNER COMPANY

2714 Union Avenue Extended
Memphis, TN 38112 (901) 320-4433 collect

TIMBERLINE PRODUCTIONS

Box 9541 South Station
Denver, CO 80209 (303) 756-9091
EXECUTIVES: Ted W. Scott, Pres.
Charles J. Buell, VP
SERVICES: Weekly radio show featuring hit music of last three decades.

TM PRODUCTIONS

1349 Regal Row
Dallas, TX 75247 (214) 634-8511
EXECUTIVES: Pat Shaughnessy, Pres.
Buddy Scott, VP/GM
SERVICES: Sales/production libraries, image campaigns and ID's. Formats: Rock, TM-AC, TM Country, Beautiful Music, Urban One & TM-O-R.

TUESDAY PRODUCTIONS

4429 Morena Boulevard
San Diego, CA 92117 (714) 272-7660

TWENTY-FOUR KARAT PRODUCTIONS

70-100 39th Avenue #18
Rancho Mirage, CA 92270 (619) 321-1476
EXECUTIVES: Mark Prichard, Pres.
Gloria A. Prichard, VP/Oper.
SERVICES: Stereo Music Radio formats: "Beautiful Music," "MOR," and Beautiful Nostalgia."

U

UNIDYNE DIRECT MAIL COMPANY

P.O. Box 19060
San Diego, CA 92119 (619) 588-6747
EXECUTIVES: William P. Alfredo, VP/Mktg.
Jack McCoy, VP/Sales
SERVICES: Personalized direct mail to target audiences. Research available.

THE UNITED STATIONS

One Times Square Plaza
New York, NY 10036 (212) 869-7444
EXECUTIVES: Nick Verbitsky, Pres.
Ed Salamon, VP/Prog
SERVICES: Production and distribution of advertiser-supported weekly programs and specials

W

THE WALL STREET JOURNAL REPORT

22 Cortlandt Street
New York, NY 10007 (212) 285-5580

WARDELL & COMPANY

11 Wright Street
Dunkirk, NY 14048
(716) 366-6999 bus. (419) 885-5999 sales
EXECUTIVES: Rick Wardell, Sales & Mktg. Dir.
Priscilla Wardell, Prod. Coordin.
SERVICES: Revenue-generating audience-building promotions, including THE BEST poster campaign.

WCLV/SEAWAY PRODUCTIONS

Penthouse East, Terminal Tower
Cleveland, OH 44113 (216) 241-0900
EXECUTIVES: Dennis L. Miller, Mgr.
Robert D. Conrad, VP
SERVICES: Fine Arts: ADVENTURES IN GOOD MUSIC and 40 additional services.

WESTWOOD ONE

9540 Washington Boulevard
Culver City, CA 90230
(213) 204-5000 (212) 486-0227
EXECUTIVES: Norm Pattiz, Pres.
Arthur Levine, Exec. VP/Fin. Off.
SERVICES: Producer of nationally sponsored radio programs, features, concerts and specials.

TRADE ASSOCIATION

A

THE ADVERTISING COUNCIL

825 Third Avenue
New York, NY 10022 (212) 758-0400
EXECUTIVES: Robert P. Keim, Pres.
Benjamin S. Greenberg, Dir./Public Affairs

THE AMERICAN COUNCIL FOR BETTER BROADCASTS (ACBB)

120 East Wilson Street

Madison, WI 53703 (608) 257-7712
EXECUTIVES: Susan Dreyfus Fosdick, Pres.
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AMERICAN WOMEN IN RADIO AND TELEVISION

1321 Connecticut Avenue NW
Washington, DC 20036 (202) 296-0009
EXECUTIVE: Deborah Arney, Dir./PR

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50 Rockefeller Plaza

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EXECUTIVES: Bob Wells, Pres.
Clinton Fornby, Pres.-Elect

B

BROADCASTING FOUNDATION OF AMERICA

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New York, NY 10016 (212) 679-3388
EXECUTIVES: George Probst, Chmn.
Calvin W. Stillman, Sec.

TRADE ASSOCIATION

C

COMMUNITY BROADCASTERS ASSOCIATION

3219 W. State Road
Olean, NY 14760 (716) 372-0161
EXECUTIVES: Roger Jeffers, Pres.
George DeVault, Jr., VP/Sec.

COUNTRY MUSIC ASSOCIATION

7 Music Circle North
Nashville, TN 37203 (615) 244-2840
EXECUTIVES: Joe Galante, Pres.
Sam Marmaduke, Chmn.

D

DAYTIME BROADCASTERS ASSOCIATION

P.O. Box 592
Worthington, MN 56187 (507) 376-6165
EXECUTIVES: Gary Capps, Chmn.
Jim Wychor, Pres.

I

INTERNATIONAL RADIO & TELEVISION SOCIETY

420 Lexington Avenue
New York, NY 10170 (212) 867-6650
EXECUTIVES: Stephen B. Labunski, Exec. Dir.
Linda Miller, Sales Dir.

N

NATIONAL ASSOCIATION FOR BETTER BROADCASTING

7918 Naylor Avenue
Los Angeles, CA 90045 (213) 641-4903
EXECUTIVES: Frank Orme, Pres.
Jerome Weinstein, VP

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street, NW

Washington, DC 20036 (202) 293-3500
EXECUTIVES: Edward O. Fritts, Pres.
John B. Summers, Exec. VP GM

NATIONAL ASSOCIATION OF FARM BROADCASTERS

Box 119
Topeka, KS 66601 (913) 272-3456
EXECUTIVES: Craighton Knau, Pres.
George Logan, Exec. Sec.

NATIONAL ASSOCIATION OF SPANISH BROADCASTERS

1140 Connecticut Avenue, NW, #809
Washington, DC 20036 (202) 293-3873
EXECUTIVE: Carmen Junco, Pres.

NATIONAL BLACK MEDIA COALITION

516 U Street, NW
Washington, DC 20001 (202) 387-8155
EXECUTIVES: Pluria Marshall, Chmn.
Carmen Marshall, Exec. Dir.

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036 (202) 822-2000

NATIONAL RADIO BROADCASTERS ASSOCIATION

1705 DeSales St., NW, #500
Washington, DC 20036 (202) 466-2030
EXECUTIVES: Sis Kaplan, Pres.
Abe Voron, Exec. VP

NATIONAL RELIGIOUS BROADCASTERS

CN 1926
Morristown, NJ 07960 (201) 575-4000
EXECUTIVES: Ben Armstrong, Exec. Dir.
John M. Cummata

NYMRAD (New York Radio Broadcasters Association)

575 Lexington Avenue
New York, NY 10022 (212) 935-3995

R

RADIO ADVERTISING BUREAU

485 Lexington Avenue
New York, NY 10017 (212) 599-6666
EXECUTIVES: Miles David, V. Chmn./CEO
William L. Stakelin, Pres

RADIO BUREAU OF CANADA

43 Eglinton Avenue East, 10th Fl.
Toronto, Ontario, M4P 1A2
(416) 482-2222
EXECUTIVES: B. C. Minton, Pres
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RADIO NETWORK ASSOCIATION

575 Lexington Avenue
New York, NY 10022 (212) 935-3998
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S

STATION REPRESENTATIVES ASSOCIATION

230 Park Avenue
New York, NY 10169 (212) 687-2484
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W

WOMEN IN COMMUNICATIONS

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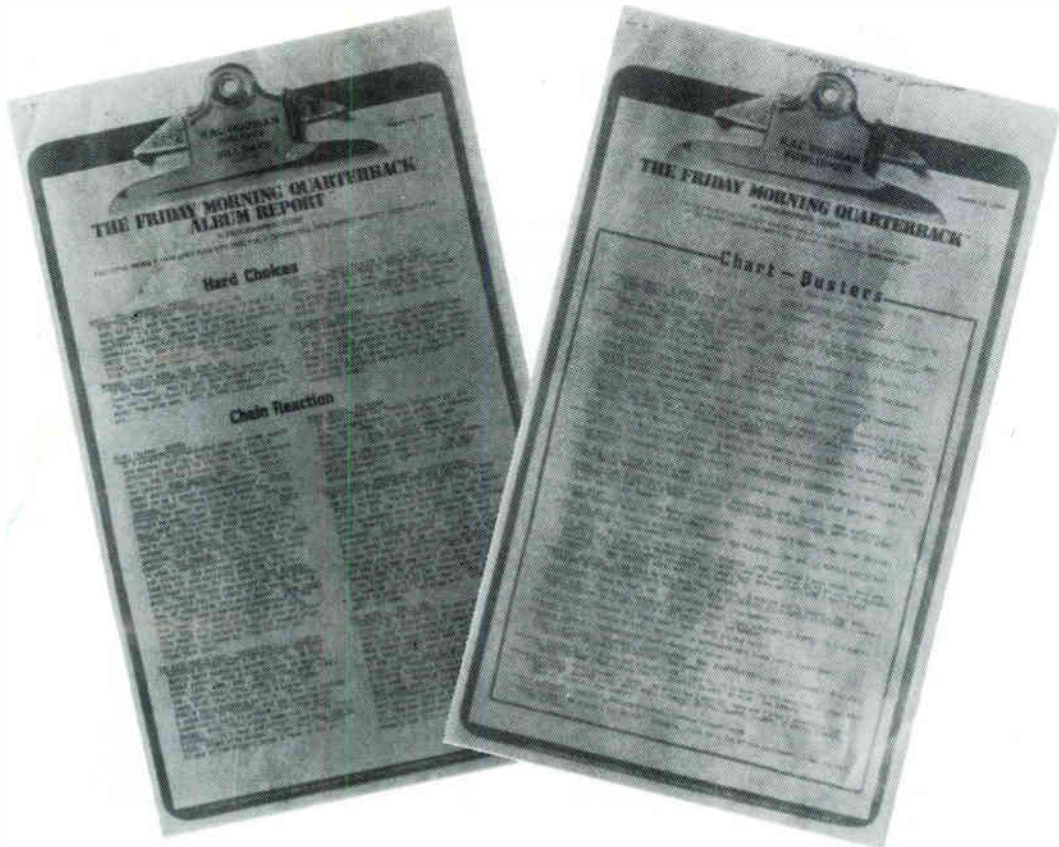
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The Radio Expert's Diet

A well-known sports medicine physician and radio commentator completes a new book that radio executives will want to read. His format could give you lower ratings—on the scale!

He's Gabe Mirkin, MD, the balding, high-pitched radio doctor of sports medicine, who does his broadcasts from his Silver Springs, Maryland office. Mirkin hosts a daily radio program, is the daily fitness broadcaster for the CBS Radio Network, and is a syndicated columnist for the *New York Times*. After that, he goes running—usually at night.

His second and latest book is called *Getting Thin: All About Fat, How You Get It, How You Lose It, How to Keep It Off For Good*. (Published by Little, Brown and Company, Boston, \$15.50) It's perfect for radio executives, not because they are any fatter than other executives, but because they tend to be just as fat.

It sounds like an insult, but it isn't. Mirkin even shows brave executives

ling weight is knowledge about nutrition, physiology, and fitness.

Some facts Mirkin reports include:

- Evidence shows that fat people and thin people are metabolically different.

- Your body contains "brown fat" that burns ordinary fat for energy and is stimulated by exercise to burn more.

- You cannot "spot reduce" your body by doing special exercises.

- There is no such thing as cellulite; fat is fat is fat.

- The overweight eat an average of 600 fewer calories a day than active thin people.

- The average person carries from 50,000 to 140,000 calories worth of body fat.

- If you bicycle, swim, or jog at a moderate pace for 30 minutes, your body will burn up 10 percent more calories for 4 to 6 hours after you stop exercising—even if you do nothing at all.

- Some of the latest fad diets can give you bad breath or send you into shock.

Mirkin controversially attacks other popular diets: The Beverly Hills Diet, ("Her assertions are completely contrary to scientific fact"); The Atkins Diet, ("Water is all you are likely to lose"); and Cellulite Diet ("It battles an imaginary enemy").

Mirkin presents information—how do you know if you are too fat; why and how do you get fat; why and how does your body tend to keep you fat once you are that way; what does the body do with the food you eat.

Not one to just get your attention, Dr. Mirkin leaves his readers with a chapter on staying thin.

Mike Joseph might be called a radio doctor, but Gabe Mirkin has the prescription for better executive health.—By Laura Loro

60 SECOND SEMINAR

Eating on the Run

A practical way to "grab a bite" of something healthful.

Radio executives commit every major gastronomical sin in the book to serve in the industry they love. But now it's not necessary to give up radio to eat right. It just takes a little planning.

One of the worst things we do is to eat infrequently. Our blood sugar falls and our appetite can become ravenous. We devour everything in sight. That's wrong.

What's right is eating smaller meals. It's far better to eat more frequently because if we let our appetites grow out of control, we can easily consume 3,000 calories in just one sitting!

Eating all your food in one meal may harm you. Animals that eat all their food in one meal are fatter, have higher blood fat levels, and die younger than animals that eat the same amount of food throughout the day.

For four hours after you eat, your body produces increased amounts of heat, which burn extra calories. If you eat only once a day you produce far less heat and more calories are available to become fat in your bloodstream and body.

No more skipping breakfast. It can harm your work performance. The brain is fueled by sugar which lasts for 12 hours in the bloodstream. To keep blood sugar levels from dropping, the liver releases sugar from its cells. If breakfast is skipped the liver can run out of its stored sugar supply and low blood sugar can develop. This will cause tiredness.

Some suggestions:

- Dry cereal with skim milk or eggs and toast for breakfast; an apple at mid-morning; a sandwich for lunch; milk and cookies in mid-afternoon; and a reasonable supper. Remember: five 300 calorie meals are better than one 1,500 calorie binge.

By Dr. Gabe Mirkin, author of the new book *Getting Thin*, and a fitness broadcaster for the CBS Radio Network.

GETTING THIN

ALL ABOUT FAT
HOW YOU GET IT,
HOW YOU LOSE IT,
HOW YOU KEEP
IT OFF FOR GOOD.

GABE MIRKIN, M.D.
AUTHOR OF THE SPORTSMEDICINE BOOK

how to buy a meter to measure fat. His point is that whether we look like it or not, executives (among others) are overweight.

The book is meant to uncover myths, fads, and two-week "wonder diets" that don't do the trick. He names names. Mirkin believes the best ally for losing and control-



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Source: Spring '82 - Spring '83 Arbitron, broadcast week. Persons 12+ MSA. Top fifty MSAs, pop. 12+.

World Radio History